



The below universes “15RIV1” through “15RIV5” are designed specifically for the targeting the projected turnout of the June 2015 election in the City of Riverside. Beginning with the smallest, or highest propensity universe of voters, each universe incrementally builds on the next by adding the next most like group of voters to produce a variety of different counts to fit the unique needs and objectives of your campaign. Each option incorporates and combines both the most relevant and recent elections and registration dates to indentify voters that are the most likely to vote. *Any counts based on the below universes also exclude any voters we have identified as deceased or moved.

CITY OF RIVERSIDE JUNE 2015 (15RIV) LOCAL ELECTION LIKELY VOTER UNIVERSES

- 15RIV1:** [(Voted at least 2 of 11/07, 11/09, 11/11 or 6/13), or (Voted all 3 of 11/11, 6/14 & 11/14), or (Registered Since 6/13 & voted 2 of 6/14 & 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014 or Re-registered after 11/14.
- 15RIV2:** [(Voted at least 2 of 11/07, 11/09, 11/11, 6/13 or 6/14), or (Registered Since 6/13 & voted 2 of 6/14 & 11/14), or (Registered Since 6/14 & voted 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014 or Re-registered after 11/14.
- 15RIV3:** [(Voted at least 1 of 11/07, 11/09, 11/11, or 6/13), or (Registered Since 11/11 & voted 2 of 6/14 & 11/14), or (Registered Since 6/14 & voted 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014 or Re-registered after 11/14.
- 15RIV4:** [(Voted at least 1 of 11/07, 11/09, 11/11, or 6/13), or (Registered Since 11/11 & voted 2 of 6/14 & 11/14), or (Registered Since 6/14 & voted 11/14), or (PAV & & voted 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014 or Re-registered after 11/14.
- 15RIV5:** [(Voted at least 1 of 11/07, 11/09, 11/11, 6/13, or 6/14), or (Registered Since 11/11 & 11/14), or (PAV & voted 11/14), or (Registered Since 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014 or Registered after 11/14.

NOTE: If you would like to receive additional universes or counts, please contact us with your needs. Please confirm current count before using for production purposes.