

The below universes “17LA1” through “17LA8” are designed specifically for targeting voters likely to participate in the upcoming March 7, 2017 elections in Los Angeles City, USD and CCD, as well as the following cities with overlapping or similar election vote history, including but not limited to **Bell, Carson, Commerce, Cudahy, Gardena, Glendora, Huntington Park, Monterey Park, Palos Verdes Estates, Rolling Hills, Rosemead, San Fernando, San Gabriel, Signal Hill, South Gate and West Hollywood**. They can also be used in any other cities or jurisdictions with similar election history and an election scheduled for March 7, 2017, such as Redondo Beach or any of the cities listed under our 17MU universe options. *The 6/15 special election vote history applies to voters in Carson and West Hollywood only. Each universe option references the most relevant election vote history, registration dates, and mail ballot voting status to predict degrees of turnout behavior. The universes expand incrementally by adding the next tier of likely voters to the preceding universes to produce a variety of different counts to fit the unique needs and objectives of your campaign. Please contact a PDI targeting consultant for more information about these universes or to create your own custom universes.

March 2017 (17LA) Local Election Universes for Los Angeles City/USD/CCD and overlapping areas

- 17LA1:** [(Voted at least 2 of 3/13, 5/13, 3/15, 5/15 or *6/15), or (Registered since 3/13 & Voted at least 1 of 3/15, 5/15 or *6/15), or (Registered since 3/13 & Voted all 4 of 6/14, 11/14, 6/16 AND 11/16), or (PAV Registered since 3/13 & voted all 3 of 11/14, 6/16 & 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.
- 17LA2:** [(Voted in both 3/13 and 5/13), or (Voted at least 1 of 3/15, 5/15 or *6/15), or (Voted at least 3 of 3/09, 5/09, 3/11, 5/11, 11/14 or 6/16), or (Registered since 3/13 & Voted all 4 of 6/14, 11/14, 6/16 and 11/16), or (PAV that Registered since 3/13 & voted all 3 of 11/14, 6/16 and 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.
- 17LA3:** [(Voted at least 1 of 3/13, 5/13, 3/15, 5/15 or *6/15), or (Voted at least 3 of 3/09, 5/09, 3/11, 5/11, 11/14 or 6/16), or (Registered since 3/13 & Voted all 4 of 6/14, 11/14, 6/16 and 11/16), or (PAV that Registered since 3/13 & voted all 3 of 11/14, 6/16 and 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.
- 17LA4:** [(Voted at least 1 of 3/09, 5/09, 3/11, 5/11, 3/13, 5/13, 3/15, 5/15 or *6/15), or (Registered since 3/13 & Voted all 3 of 11/14, 6/16 and 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.
- 17LA5:** [(Voted at least 1 of 3/09, 5/09, 3/11, 5/11, 3/13, 5/13, 3/15, 5/15 or *6/15), or (Registered since 3/13 & Voted all 3 of 11/14, 6/16 and 11/16), or (PAV that Registered since 3/13 & voted 2 of 6/16 and 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.
- 17LA6:** [(Voted at least 1 of 3/09, 5/09, 3/11, 5/11, 3/13, 5/13, 3/15, 5/15 or *6/15), or (Registered since 3/13 & Voted in both 11/14 and 6/16), or (Any PAV that voted all 3 of 11/14, 6/16 and 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.
- 17LA7:** [(Voted at least 1 of 3/09, 5/09, 3/11, 5/11, 3/13, 5/13, 3/15, 5/15 or *6/15), or (Registered since 3/13 & Voted in both 11/14 and 6/16), or (Any PAV that voted all 3 of 11/14, 6/16 and 11/16), or (PAV that Registered since 6/16 & voted 11/16), or (PAV that Registered since 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.
- 17LA8:** [(Voted at least 1 of 3/09, 5/09, 3/11, 5/11, 3/13, 5/13, 3/15, 5/15 or *6/15), or (Registered since 3/13 & Voted in both 11/14 and 6/16), or (Any PAV that voted all 3 of 11/14, 6/16 and 11/16), or (Registered since 6/16 & voted 11/16), or (Registered since 11/16)] & to qualify for universe all voters had to vote in any election in 2016, or have a registration date since 1/1/16.

Where the Preliminary/Temporary Universes? Each version of a “Preliminary” (or “Pre...”) universe was converted from a letter to a number in alphanumeric order (A=1; B=2, C=3, D=4, E=5...).

For example: PreLA0317A is now 17LA1, PreLA0317B is now 17LA2, PreLA0317C is now 17LA3...