

The below universes “19LAM1” through “19LAM8” are designed specifically for targeting voters likely to participate in the upcoming March 5, 2019 elections in Los Angeles City, USD and CCD, as well as the following cities and jurisdictions with overlapping or similar election vote history, including but not limited to **Glendora, Huntington Park, Monterey Park, Manhattan Beach, Montebello, Palos Verdes Estates, Rolling Hills, Redondo Beach, Signal Hill and West Hollywood**. They can also be used in any other cities or jurisdictions with similar election history such as June 4, 2019 Los Angeles City Council District 12 special election. *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.

Local LA Area March 2019 (19LAM) Election Universes for Los Angeles City/USD/CCD and surrounding areas

19LAM1: [(Voted at least 3 of 3/15, 5/15, 6/15*, 3/17, 5/17 or 6/18)] & to qualify for universe all voters had to vote in 11/18 or have a registration date since 11/18.

19LAM2: [(Voted at least 3 of 3/15, 5/15, 6/15*, 3/17, 5/17, 6/18 or 11/18)] & to qualify for universe all voters had to vote in 11/18 or have a registration date since 11/18.

19LAM3: [(Voted at least 3 of 3/15, 5/15, 6/15*, 3/17, 5/17, 6/18 or 11/18), Or (Registered since 3/15 & Voted at least 1 of 3/17 or 5/17)] & to qualify for universe all voters had to vote in 11/18 or have a registration date since 11/18.

19LAM4: [(Voted at least 3 of 3/13, 5/13, 3/15, 5/15, 6/15*, 6/18 or 11/18), Or (Voted at least 1 of 3/17 or 5/17)] & to qualify for universe all voters had to vote in 11/18 or have a registration date since 11/18.

19LAM5: [(Voted at least 3 of 3/13, 5/13, 6/18 or 11/18), Or (Voted at least 1 of 3/15, 5/15, 6/15*, 3/17 or 5/17), Or (Registered since 3/17 & Voted all 2 of 6/18 and 11/18)] & to qualify for universe all voters had to vote in 11/18 or have a registration date since 11/18.

19LAM6: [(Voted all 3 of 11/16, 6/18 and 11/18), Or (Voted at least 1 of 3/13, 5/13, 3/15, 5/15, 6/15*, 3/17 or 5/17), Or (Registered since 3/17 & Voted all 2 of 6/18 and 11/18)] & to qualify for universe all voters had to vote in 11/18 or have a registration date since 11/18.

19LAM7: [(Voted at least 3 of 6/16, 11/16, 6/18 or 11/18), Or (Voted at least 1 of 3/13, 5/13, 3/15, 5/15, 6/15*, 3/17 or 5/17), Or (Registered since 3/15 & Voted all 2 of 6/18 and 11/18)] & to qualify for universe all voters had to vote in 11/18 or have a registration date since 11/18.

19LAM8: [(Voted at least 3 of 6/16, 11/16, 6/18 or 11/18), Or (Voted at least 1 of 3/13, 5/13, 3/15, 5/15, 6/15*, 3/17 or 5/17), Or (Registered since 3/15 & Voted all 2 of 6/18 and 11/18), Or (Registered since 6/18 & Voted 11/18)] & to qualify for universe all voters had to vote in any election 2017 or 2018 or have a registration date since 11/18.

- “Registered since” is defined as a voter with a registration date after the 15 day close of registration for a given election date.