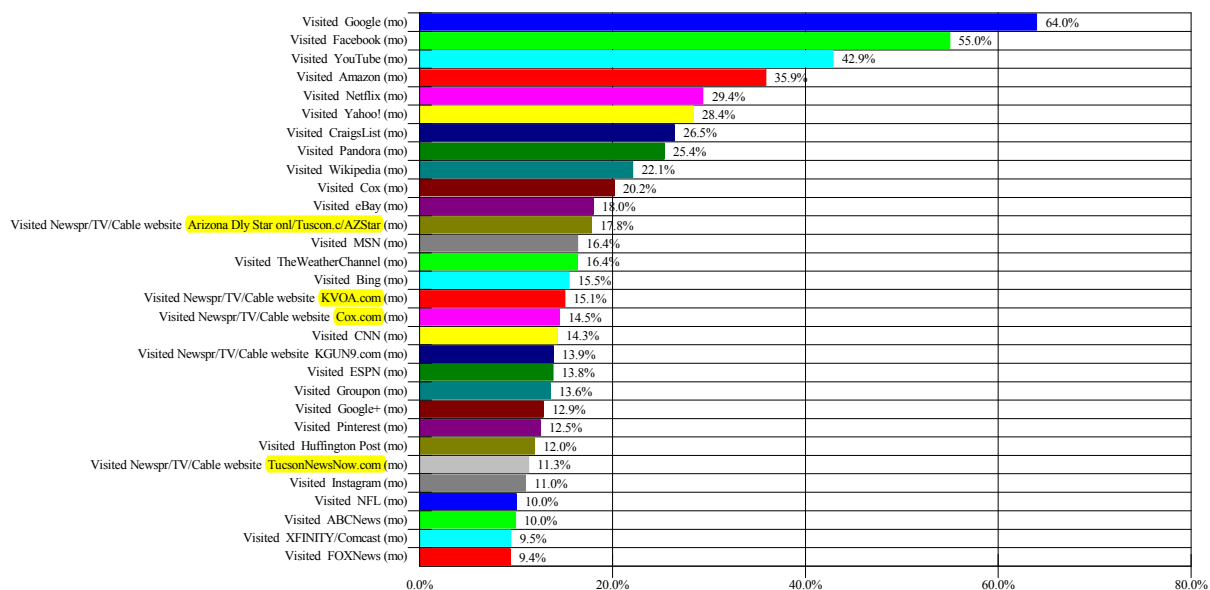


TUCSON - Release 1 2015 Feb14-Jan15 Scarborough

Qualitative Criteria: Adults 18+
DMA Survey Area

Profile ranked by percentage of target.



Population Information:

Adults 18+: 909,855
Qualitative Population: 909,855
% of Adults 18+: 100%

Survey Respondent Information:

Adults 18+: 1,948
Qualitative Respondents: 1,948

How to read this report:

Current Criteria reaches 582,508 Adults 18+ who meet the criteria on the left as well as the qualitative criteria described above. These target adults represent 100.0% of the adults who meet the criteria on the left and 64.0% of the persons who meet the qualitative criteria. Persons who meet the criteria on the left are equally likely to meet the qualitative criteria with the average adult in the market.