

MAGNA TEST MARKET TRACKING
COMPLETED INTERVIEW QUOTAS

<u>EXHIBIT</u>	<u>DESCRIPTION</u>
1	AGE AND SEX QUOTAS
2	COUNTY QUOTAS

2040291375



AGE AND SEX GUIDELINES

	<u>PERCENT OF COMPLETIONS</u>	<u>COMPLETED INTERVIEWS</u>
<u>MALES</u>	<u>50.0%</u> (minimum)	<u>500</u> (minimum)
18-34	43.0% (minimum)	215 (minimum)
35+	57.0% (maximum)	285 (maximum)
<u>FEMALES</u>	<u>50.0%</u> (maximum)	<u>500</u> (maximum)
18-34	43.0% (minimum)	215 (minimum)
35+	57.0% (maximum)	285 (maximum)
<u>SIZE</u>	<u>100.0%</u>	<u>1000</u>
Kings	57.5% (minimum)	575 (minimum)
100's/120's	42.5% (maximum)	425 (maximum)

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COUNTY QUOTAS

ALBANY

<u>STATE</u>	<u>COUNTIES</u>	<u># INTERVIEWS</u>
NY	ALBANY	26
NY	DUTCHESS	20
NY	ULSTER	14
NY	SARATOGA	14
NY	SCHENECTADY	13
NY	RENSSELAER	13
TOTAL		100

PITTSBURGH

PA	ALLEGHENY	88
PA	WESTMORELAND	24
PA	ERIE	18
PA	WASHINGTON	14
PA	BEAVER	12
PA	FAYETTE	11
PA	BUTLER	9
PA	MERCER	8
PA	LAWRENCE	6
PA	CRAWFORD	5
OH	JEFFERSON	5
TOTAL		200

JOHNSTOWN

PA	CAMBRIA	29
PA	BLAIR	24
PA	CENTRE	19
PA	CLEARFIELD	14
PA	SOMERSET	14
TOTAL		100

ORLANDO

FL	ORANGE	75
FL	BREVARD	48
FL	VOLUSIA	47
FL	SEMINOLE	30
TOTAL		200

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TAMPA

<u>STATE</u>	<u>COUNTIES</u>	<u># INTERVIEWS</u>
FL	PINELLAS	34
FL	HILLSBOROUGH	25
FL	POLK	12
FL	SARASOTA	10
FL	LEE	10
FL	PASCO	9
TOTAL		100

WESTERN MASS.

MA	WORCESTER	52
MA	HAMPDEN	36
MA	BERKSHIRE	12
TOTAL		100

MANCHESTER

NH	HILLSBOROUGH	29
NH	ROCKINGHAM	20
VT	CHITTENDEN	11
NH	MERRIMACK	10
NH	STRAFFORD	8
NH	CHESHIRE	6
VT	RUTLAND	6
VT	WINDSOR	5
VT	WASHINGTON	5
TOTAL		100

SAN ANTONIO

TX	BEXAR	55
TX	TRAVIS	30
TX	WILLIAMSON	15
TOTAL		100

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