2006 Geographic Market Coverage:

Detroit

1-Aug-06

-edition code
EE0001
-
edition class
A
-
# households
1,833,628
-
# Reg. Members
48,427
-
05 book dist.
295,736
-
05 dist rank
1

Industry Segments

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<th>Zones</th>
<th>Grocery</th>
<th>20 Segment Score</th>
<th>Casual</th>
<th>5 Segment Score</th>
<th>Family</th>
<th>5 Segment Score</th>
<th>Fine Dine</th>
<th>10 Segment Score</th>
<th>QSR</th>
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<th>Zone Score</th>
<th>% Reg Consumers</th>
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Final Geo Score

78
### 2006 Offer Quality Assessment:

**Detroit**
- **EDITION CODE**: EE0001
- **EDITION CLASS**: 05
- **# Households**: 295,736
- **# Reg Members**: 1,833,628
- **Book Dist.**: 205
- **Dist. Rank**: A 05

#### Offer Savings
- **Number of Offers**:
  - Grocery: 362
  - Casual: 519
  - Family: 130
  - Fine Dine: 221
  - QSR: 1199
  - Total: 2431
- **Consumer Up To Value**:
  - Grocery: $1,753
  - Casual: $7,054
  - Family: $1,693
  - Fine Dine: $3,753
  - QSR: $13,895
  - Composite: $28,148
- **Composite Up To Value**:
  - Grocery: $7,436
  - Casual: $1,693
  - Family: $1,115.40
  - Fine Dine: $6,013.05
  - QSR: $3,819
  - Composite: $27,167

#### Offer Robustness
- **Unweighted Percentage**:
  - Grocery: 67%
  - Casual: 91%
  - Family: 96%
  - Fine Dine: 94%
  - QSR: 73%
  - Unweighted: 78%
- **Weighted Total**:
  - Grocery: 43%
  - Casual: 73%
  - Family: 81%
  - Fine Dine: 74%
  - QSR: 56%
  - Weighted: 61%

#### Industry Segments
- **Total Locations**: 1618
- **Total DBAs**: 676

#### Industry Breakdown
- **Grocery**: 66 (15%)
- **Casual**: 236 (15%)
- **Family**: 53 (20%)
- **Fine Dine**: 107 (10%)
- **QSR**: 1129 (15%)

#### Final Offer Score
- **Total**: 80

#### Composite Up To Value Value Breakdown
- Grocery: 7%
- Casual: 17%
- Family: 4%
- Fine Dine: 9%
- QSR: 63%

#### Consumer Up To Value Value Breakdown
- Grocery: 6%
- Casual: 25%
- Family: 6%
- Fine Dine: 13%
- QSR: 90%

#### Unweighted (by # locations) Robustness Categories
- **Allow Online Printable**: 78%
- **Allow Custom**: 78%
- **Allow Ongoing 20%**: 33%
- **No Valid Qualifiers**: 51%
- **No Invite Qualifiers**: 52%
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<tr>
<th>Name</th>
<th># of DBAs</th>
<th>Score</th>
<th>Market Share</th>
<th># of Points</th>
<th>% of Market</th>
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To Do:

Geo Recommendations
- Sign 10 more Family locations in each of the following zones:
  - Zone 7: West Bloomfield, Waterford, Pontiac
  - Zone 10: Troy, Rochester Hills
  - Zone 11: Warren, Sterling Heights, St. Clair Shores

Wow! Recommendations
- Focus on Target List signs in 2 areas:
  - 1) Attractions: sign 5 more Targets
  - 2) QSR: sign 10 more Targets
- Increase market coverage in QSR
  - Increase signed coverage from current 84% to 95%

Offer Recommendations
- Increase signing of Frequent Value (FV) Offers
  - Increase FV offers from current 35% to 50%, especially QSR (currently 33%)