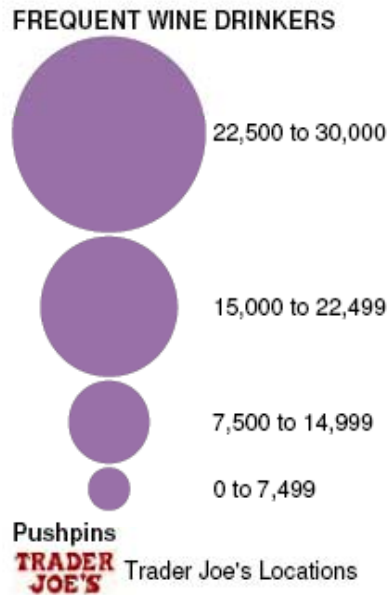


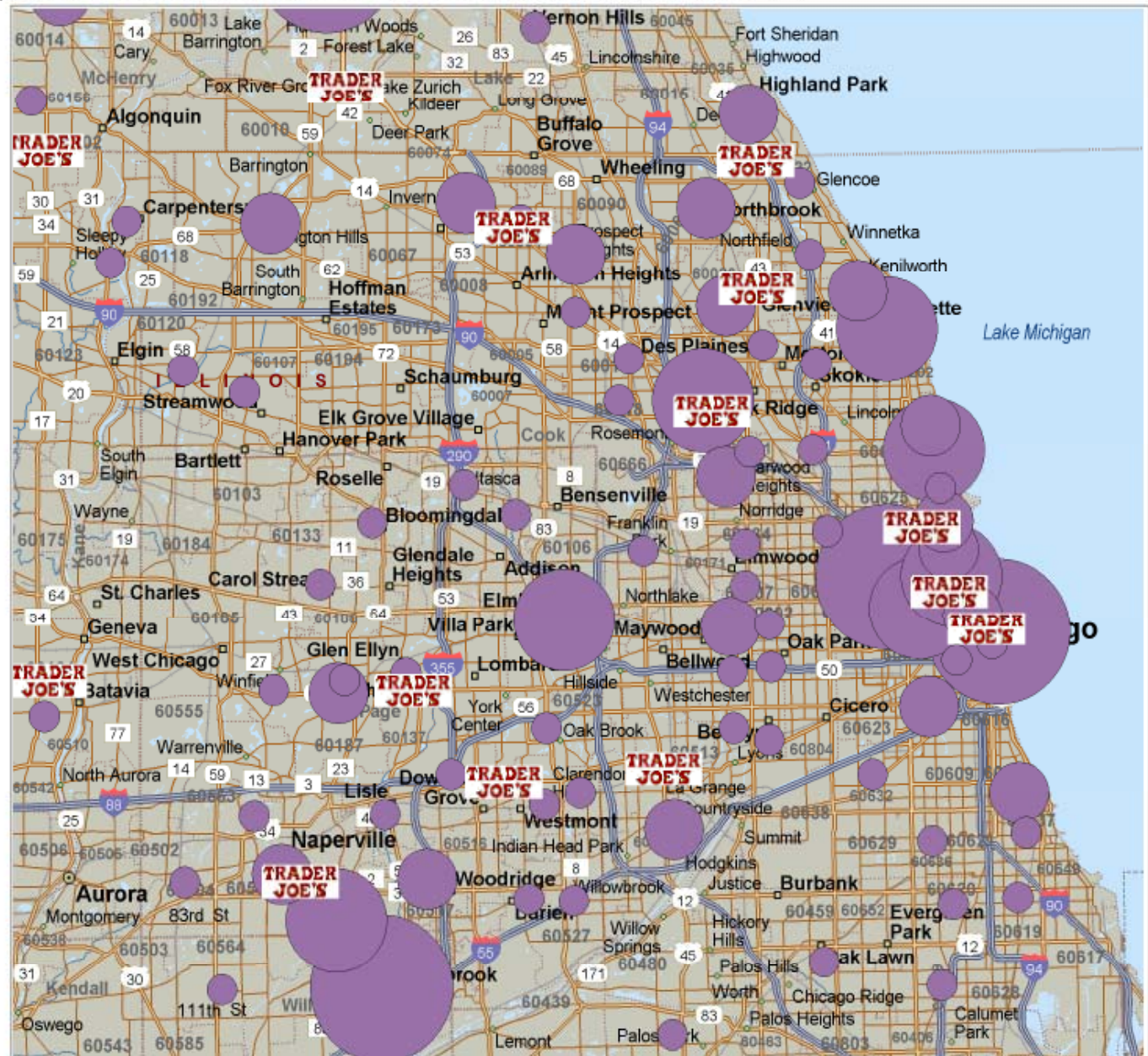
Frequent Wine Drinkers relative to Trader Joe's Retail Locations



In this example of a *Zip Code Mapper Report*, the user has identified prospective retail locations suitable for an upcoming wine promotion by Trader Joe's, a specialty grocery store with locations across the Chicago metro area.

Each of the circles represents varying clusters of frequent wine consumers across Chicago.

By overlaying each of the Trader Joe's retail locations onto the map, the user can identify which are the most suitable retail locations for launching a promotional event.



The Media Audit