



## **Reaching Stop&Shop's Best Customer Prospects In the Boston Market**

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# Profile of Stop&Shop's Customers in the Boston Market

Report: TARGET MARKET PROFILE REPORT  
 Market: BOSTON, MA for JUN-JUL 2005  
 Bases: ADULTS  
 Target: SHOP SUPERMARKET PAST WEEK--STOP & SHOP

Base Population: 4,037,000

% In Target: 44.8%

Market Profile Groups	Market Profile Percent	Target Profile Percent	Index	0	100
MALES AGE 18 +	47.7	46.7	98		
FEMALES AGE 18 +	52.3	53.3	102		
AGE 18-20	7.3	8.0	110		
AGE 21-24	4.6	4.3	95		
AGE 25-34	17.4	15.3	88		
AGE 35-44	21.3	19.9	93		
AGE 45-49	10.3	10.1	98		
AGE 50-54	9.1	10.9	120		
AGE 55-64	13.4	14.4	108		
AGE 65-74	7.9	8.1	102		
AGE 75 +	8.7	8.9	103		
RACE--WHITE	77.7	73.2	94		
RACE--BLACK	5.4	8.4	154		
RACE--HISPANIC	6.4	8.1	126		
RACE--ASIAN	5.1	6.0	117		
RACE--OTHER	5.3	4.4	83		
UNDER \$25000	13.7	14.3	104		
\$25000-\$34999	16.4	17.1	104		
\$35000-\$49999	26.4	24.1	91		
\$50000-\$74999	16.7	16.9	101		
\$75000 PLUS	26.8	27.7	103		
H.S. OR LESS	7.7	8.3	108		
H.S. GRADUATE	30.3	28.8	95		
SOME COLLEGE	24.7	27.4	111		
COLLEGE DEGREE	21.0	20.4	97		
ADVANCED DEGREE	15.3	14.1	92		

# Stop&Shop's Competitive Position in the Boston Market.

## Stop&Shop is the Supermarket Market Leader.

REPORT:	CROSSTAB REPORTS
MARKET:	BOSTON, MA FOR JUN-JUL 2005
BASE:	ADULTS AGE 18 +
PRIMARY TARGET:	ADULTS--AGE 18 +
Total Audience: 4,037,000	
Targets	Total Persons
SHOP SUPERMARKET PAST WEEK--STOP & SHOP	1,809,300
SHOP SUPERMARKET PAST WEEK--SHAW'S SUPERMARKETS	1,516,200
SHOP SUPERMARKET PAST WEEK--MARKET BASKET/DEMOULAS	998,700
SHOP SUPERMARKET PAST WEEK--HANNAFORD	373,400
SHOP SUPERMARKET PAST WEEK--ROCHE BROTHERS	310,200
SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET	180,700
SHOP SUPERMARKET PAST WEEK--PRICE CHOPPER	168,900
SHOP SUPERMARKET PAST WEEK--STAR MARKET	155,800
SHOP SUPERMARKET PAST WEEK--TRADER JOE'S	117,800
SHOP SUPERMARKET PAST WEEK--VICTORY SUPERMARKET	110,900
SHOP SUPERMARKET PAST WEEK--BIG Y	97,100
SHOP SUPERMARKET PAST WEEK--WAL-MART	81,400
SHOP SUPERMARKET PAST WEEK--FOODMASTER SUPERMARKET ...	79,600

# Stop&Shop's Competitors.

## 40% of Stop&Shop Customers also shop Shaw's

REPORT:	CROSTAB REPORTS			
MARKET:	BOSTON, MA FOR JUN-JUL 2005			
BASE:	ADULTS AGE 18 +			
PRIMARY TARGET:	SHOP SUPERMARKET PAST WEEK--STOP & SHOP			
Total Audience: 4,037,000		% In Target: 44.8		
				↓
Targets	Total Persons	Target Persons	Horizontal Percent	Vertical Percent
SHOP SUPERMARKET PAST WEEK--SHAW'S SUPERMARKETS	1,516,200	724,200	47.8	40.0
SHOP SUPERMARKET PAST WEEK--MARKET BASKET/DEMOULAS	998,700	275,400	27.6	15.2
SHOP SUPERMARKET PAST WEEK--ROCHE BROTHERS	310,200	138,900	44.8	7.7
SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET	180,700	75,400	41.7	4.2
SHOP SUPERMARKET PAST WEEK--VICTORY SUPERMARKET	110,900	64,800	58.4	3.6
SHOP SUPERMARKET PAST WEEK--STAR MARKET	155,800	64,600	41.5	3.6
SHOP SUPERMARKET PAST WEEK--TRADER JOE'S	117,800	62,000	52.6	3.4
SHOP SUPERMARKET PAST WEEK--PRICE CHOPPER	168,900	51,900	30.7	2.9
SHOP SUPERMARKET PAST WEEK--HANNAFORD	373,400	45,700	12.2	2.5
SHOP SUPERMARKET PAST WEEK--FOODMASTER SUPERMARKET	79,600	39,300	49.4	2.2
SHOP SUPERMARKET PAST WEEK--BIG Y	97,100	33,300	34.3	1.8
SHOP SUPERMARKET PAST WEEK--WAL-MART	81,400	9,800	12.0	0.5



# Stop&Shop Customers Spending Power

**61.5% of Stop&Shop Regular Customers Spend over \$100 weekly at Supermarkets.**  
**33% of Stop&Shop Regular Customers Spend over \$150 weekly at Supermarkets.**

REPORT:	CROSSTAB REPORTS				
MARKET:	BOSTON, MA FOR JUN-JUL 2005				
BASE:	ADULTS AGE 18 +				
PRIMARY TARGET:	SHOP SUPERMARKET PAST WEEK--STOP & SHOP				
Total Audience: 4,037,000				% In Target: 44.8	
Targets	Total Persons	Target Persons	Horizontal Percent	Vertical Percent	Target Index
WEEKLY SUPERMARKET EXPENDITURES--\$100 +	2,328,500	1,112,000	47.8	61.5	107
WEEKLY SUPERMARKET EXPENDITURES--\$150 +	1,240,700	595,800	48.0	32.9	107





# Stop&Shop's Demo Analysis

**56.2% of Stop&Shop Customers are Age 25-54.**

**MikeFM Super-serves that demo, with 88.3% of listeners Age 25-54.**

Report: AGE DEMO ANALYSIS  
Market: BOSTON, MA for JUN-JUL 2005  
Bases: ADULTS  
Media: WMKK-FM  
Target: SHOP SUPERMARKET PAST WEEK--STOP & SHOP

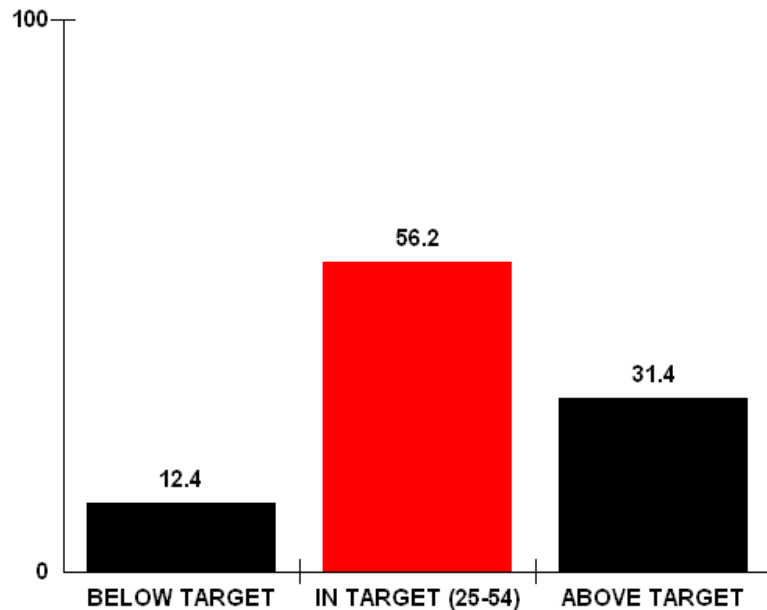
Age Demo Analysis

Total Market Persons: 4,037,000  
Total Market Persons: 4,037,000

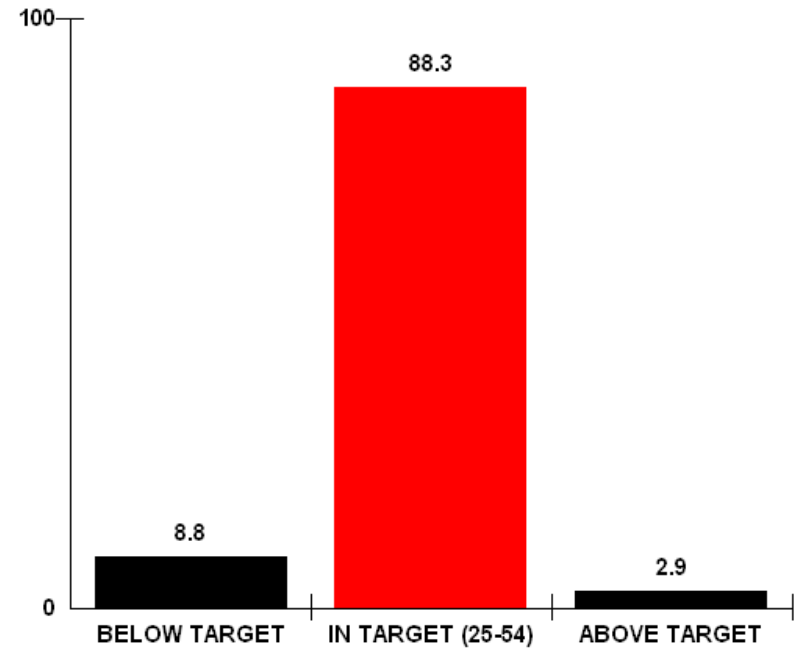
Media Percent: 7.0%  
Target Percent: 44.8%

Media Persons: 283,200  
Target Persons: 1,809,300

### SHOP SUPERMARKET PAST WEEK--STOP & SHOP



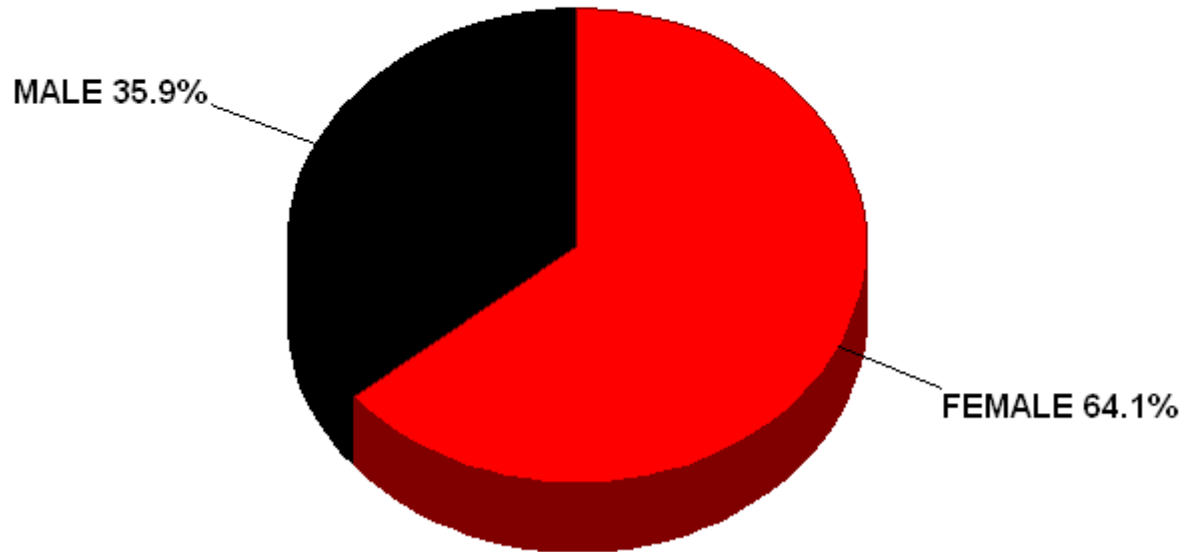
### WMKK-FM



# Stop&Shop's Prime Target – Females

**MikeFM Super-serves the Female Market.**  
**64.1% of MikeFM Listeners are Women.**

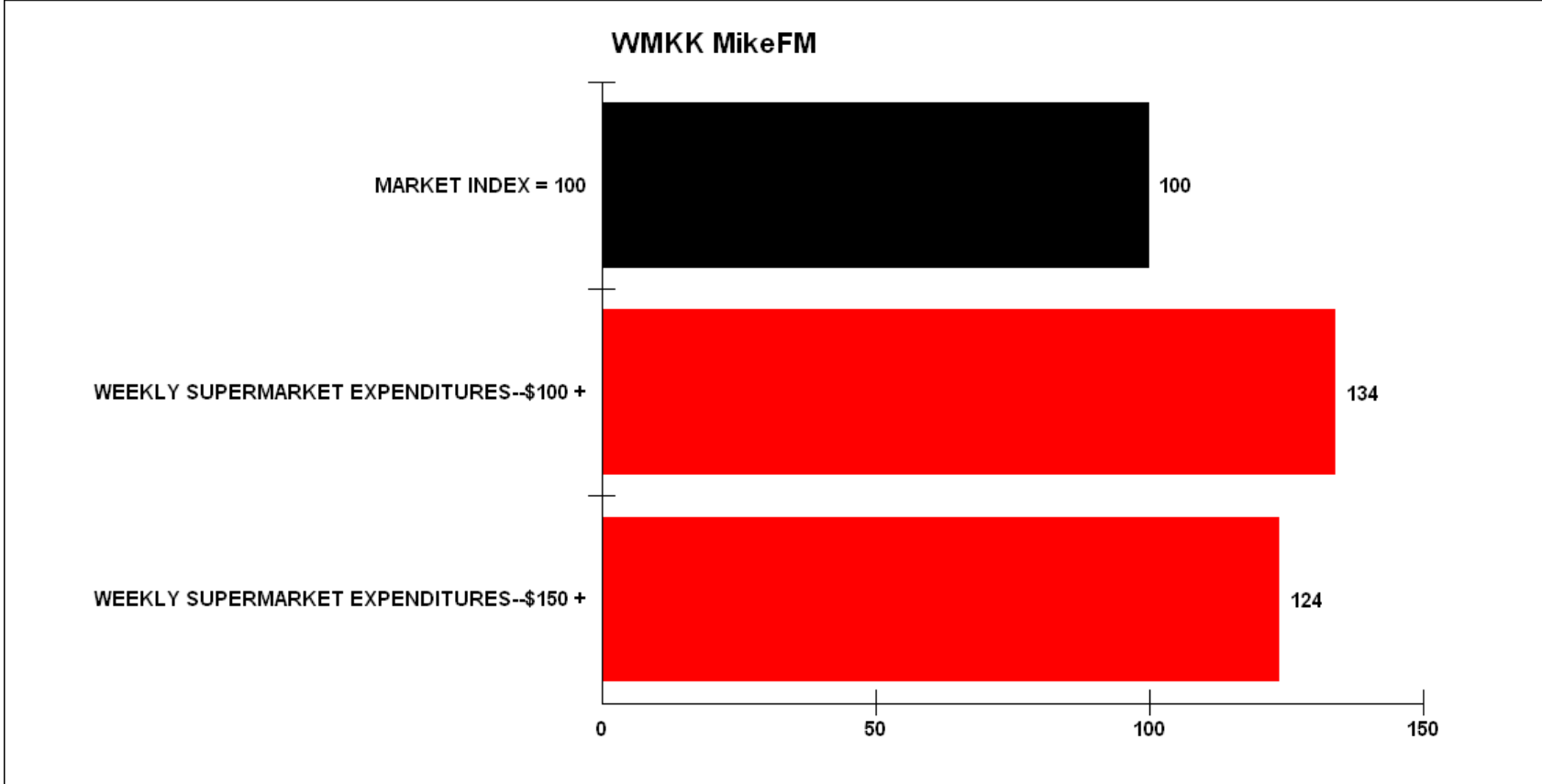
WMKK MikeFM Gender Profile



# HEAVY SUPERMARKET SPENDERS

**MikeFM is Highly Targeted to Reach Big Spenders.**  
**MikeFM Listeners are 34% more likely to spend \$100+ weekly.**

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA Cume Index  
 Market: BOSTON, MA for JUN-JUL 2005  
 Bases: ADULTS  
 Media: WMKK-FM





# Stop&Shop Female Customers 25-54

**MikeFM is a Market Leader in Reaching the MOST Stop&Shop Prime Customers.**

Report:	RANKER REPORT			
Market:	BOSTON, MA for JUN-JUL 2005			
Bases:	GENERAL BASE = ADULTS--AGE 25-54 *AND* FEMALE ADULTS			
Target:	SHOP SUPERMARKET PAST WEEK--STOP & SHOP			
Base Population: 1,191,800		% In Target: 46.0%		
Rank	Media	Cume Persons	Cume Rating	
				0                      9                      18                      28
1	WXKS-FM	136,200	24.8	
2	WBMX-FM	108,100	19.7	
3	<b>WMKK-FM</b>	<b>72,700</b>	<b>13.2</b>	
4	WJMN-FM	60,900	11.1	
5	WMJX-FM	60,200	11.0	
6	WODS-FM	59,000	10.8	
7	WBOS-FM	56,200	10.2	
8	WBZ	50,800	9.3	
9	WROR-FM	48,300	8.8	
10	WCRB-FM	40,400	7.4	
11	WILD	40,300	7.3	
12	WBUR-FM	38,000	6.9	
13	WKLB-FM	37,600	6.9	
14	WBCN-FM	35,500	6.5	
15	WBOT-FM	33,300	6.1	
16	WAAF-FM	32,600	5.9	
17	WEEI	29,800	5.4	
18	WZLX-FM	28,200	5.1	
19	WXLO-FM	21,700	4.0	
20	WRKO	20,800	3.8	
21	WXRV-FM	16,900	3.1	
22	WTKK-FM	16,200	3.0	
23	WSRS-FM	11,500	2.1	
24	WMLL-FM	10,500	1.9	
25	WGBH-FM	8,600	1.6	
26	WPLM-FM	8,400	1.5	
27	WFNX-FM	6,200	1.1	





AND...

# Supermarket Big Spenders...Women 25-54

**MikeFM is a Market Leader in Reaching the MOST Big Spenders.**

Report: RANKER REPORT  
 Market: BOSTON, MA for JUN-JUL 2005  
 Bases: GENERAL BASE = ADULTS--AGE 25-54 \*AND\* FEMALE ADULTS  
 Target: WEEKLY SUPERMARKET EXPENDITURES--\$100 +

Base Population: 1,191,800

% In Target: 71.6%

Rank	Media	Cume Persons	Cume Rating	0	9	18	28
1	WXKS-FM	212,700	24.9				
2	WBMX-FM	153,700	18.0				
3	WMKK-FM	116,200	13.6				
4	WBZ	91,600	10.7				
5	WMJX-FM	91,100	10.7				
6	WJMN-FM	86,400	10.1				
7	WODS-FM	82,000	9.6				
8	WKLB-FM	78,800	9.2				
9	WBOS-FM	74,900	8.8				
10	WROR-FM	72,800	8.5				
11	WBUR-FM	69,600	8.2				
12	WZLX-FM	67,000	7.9				
13	WBCN-FM	62,700	7.3				
14	WCRB-FM	61,200	7.2				
15	WEEI	55,100	6.5				
16	WXLO-FM	51,400	6.0				
17	WA AF-FM	42,800	5.0				
18	WXR V-FM	41,100	4.8				
19	WSRS-FM	34,500	4.0				
20	WZID-FM	31,600	3.7				
21	WILD	29,600	3.5				
22	WFNQ-FM	27,800	3.3				
23	WTKK-FM	27,400	3.2				
24	WBOT-FM	27,400	3.2				
25	WRKO	22,300	2.6				
26	WPI M-FM	18,100	2.1				



Source: **The Media Audit** Boston Market June-July 2005