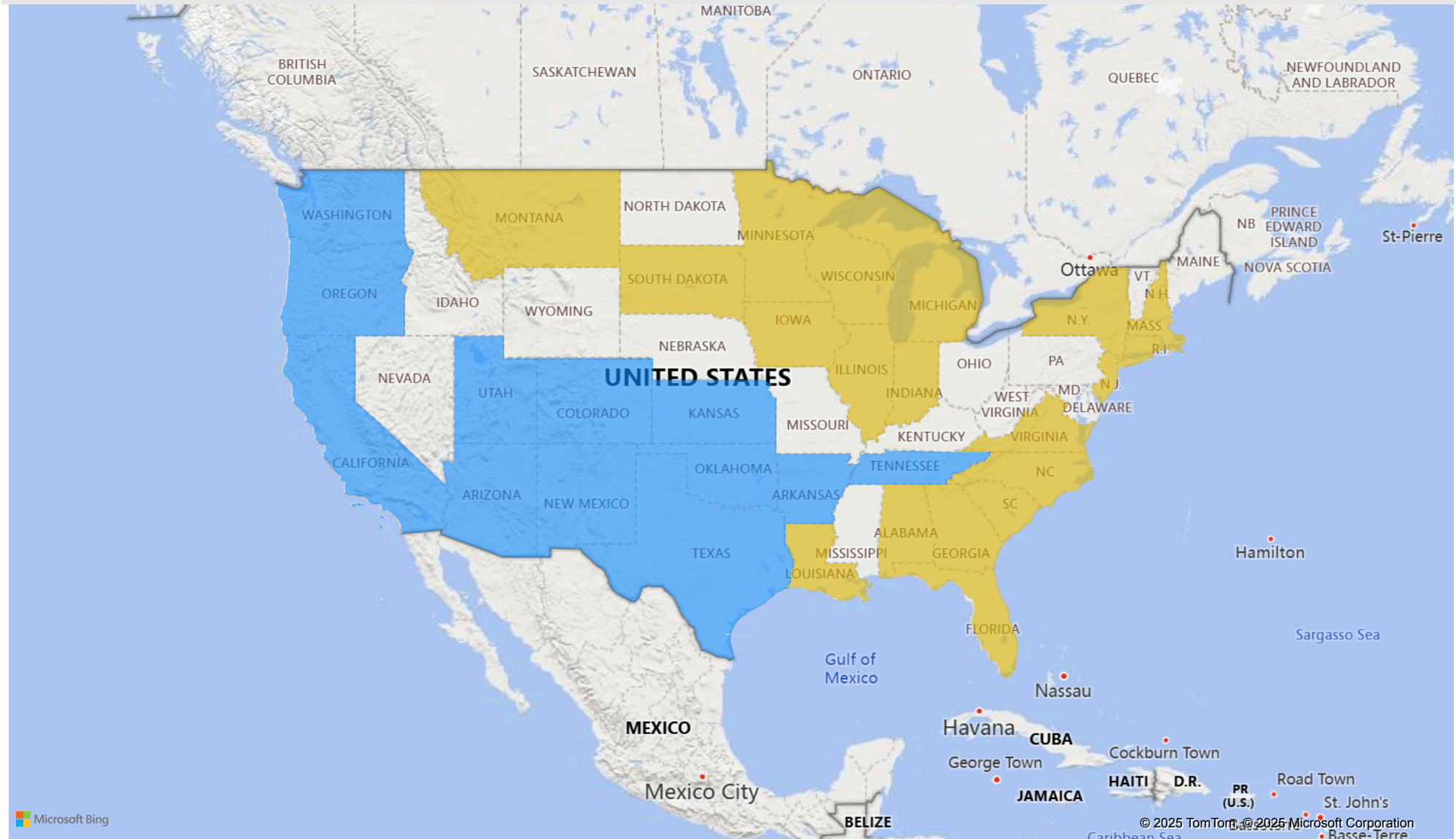
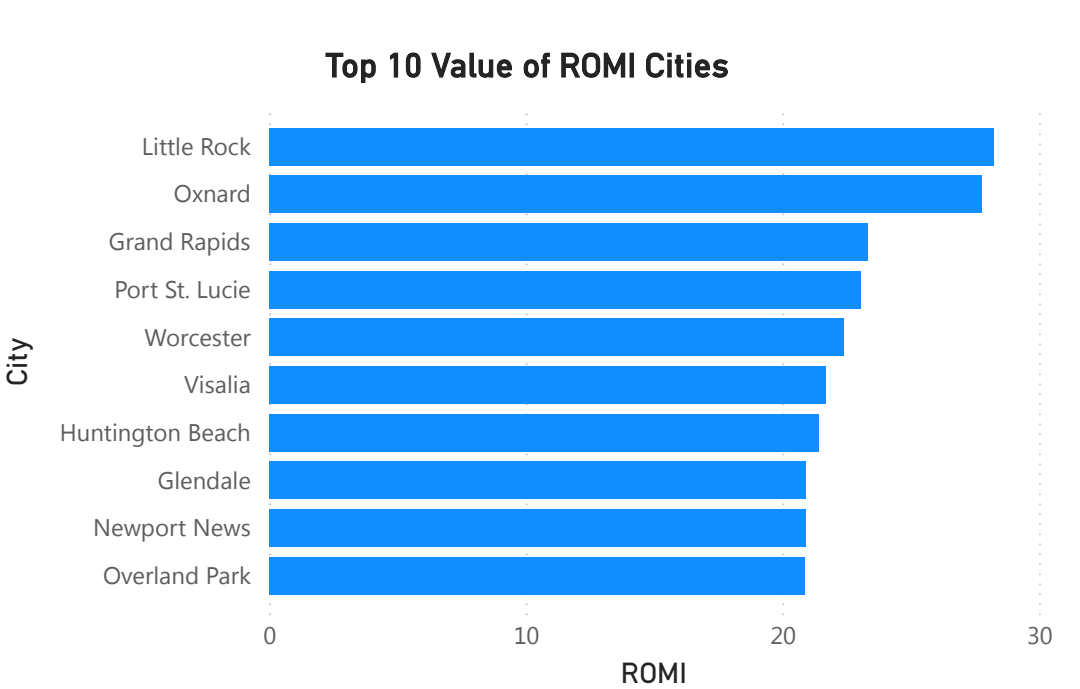


## AveRev, AveMar and ROMI by State and Sales Region

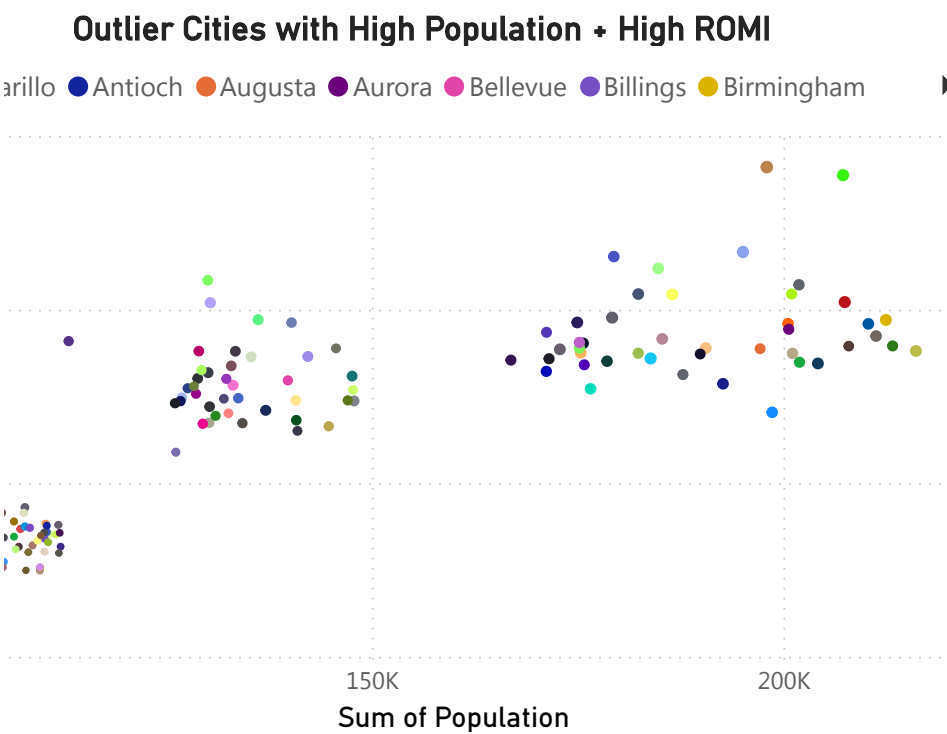


**Sales Region** ● Region 1 ● Region 2

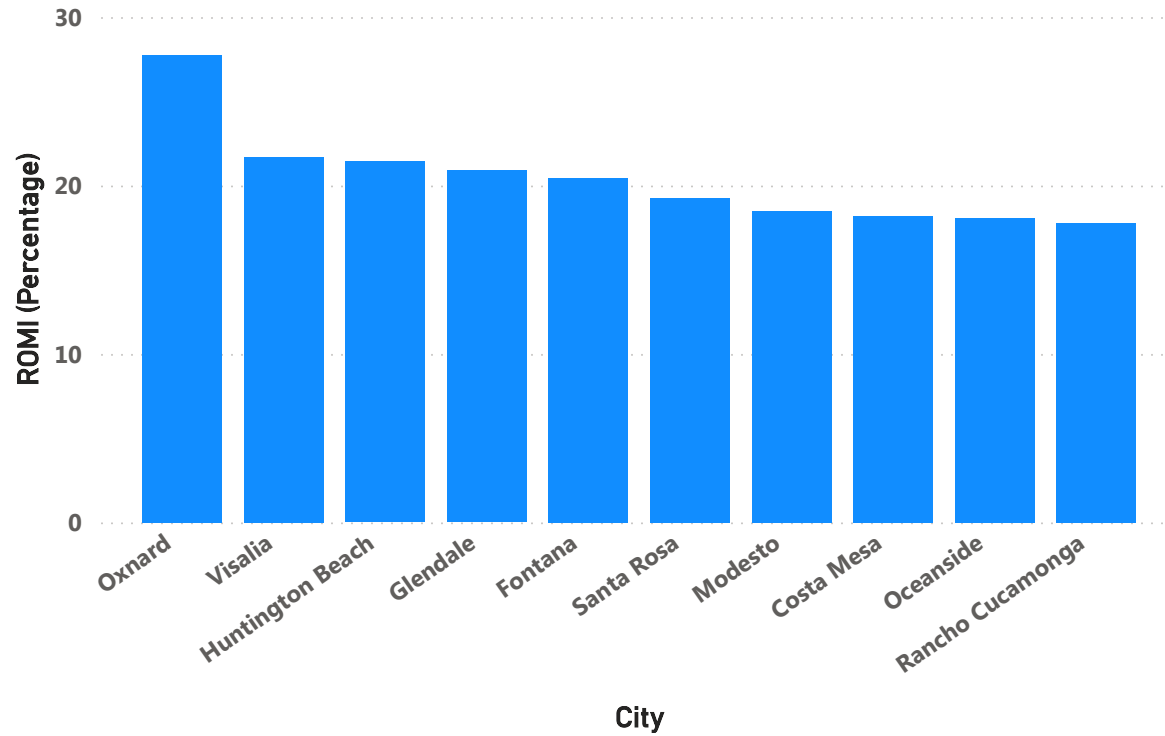
Return of Marketing Investment Rank per city					
City	Sum of Population	Sum of Revenue	Sum of Marketing Spend	ROMI	ROMIRank
Little Rock	197992	\$68,828	2440	28.21	1
Oxnard	207254	\$64,302	2318	27.74	2
Grand Rapids	195097	\$65,475	2808	23.32	3
Port St. Lucie	179413	\$55,790	2420	23.05	4
Worcester	184815	\$59,840	2675	22.37	5
Visalia	130104	\$45,632	2104	21.69	6
Huntington Beach	201899	\$54,145	2527	21.43	7
Glendale	201020	\$49,376	2363	20.90	8
Newport News	182385	\$57,625	2758	20.89	9
Overland Park	186515	\$59,887	2869	20.87	10



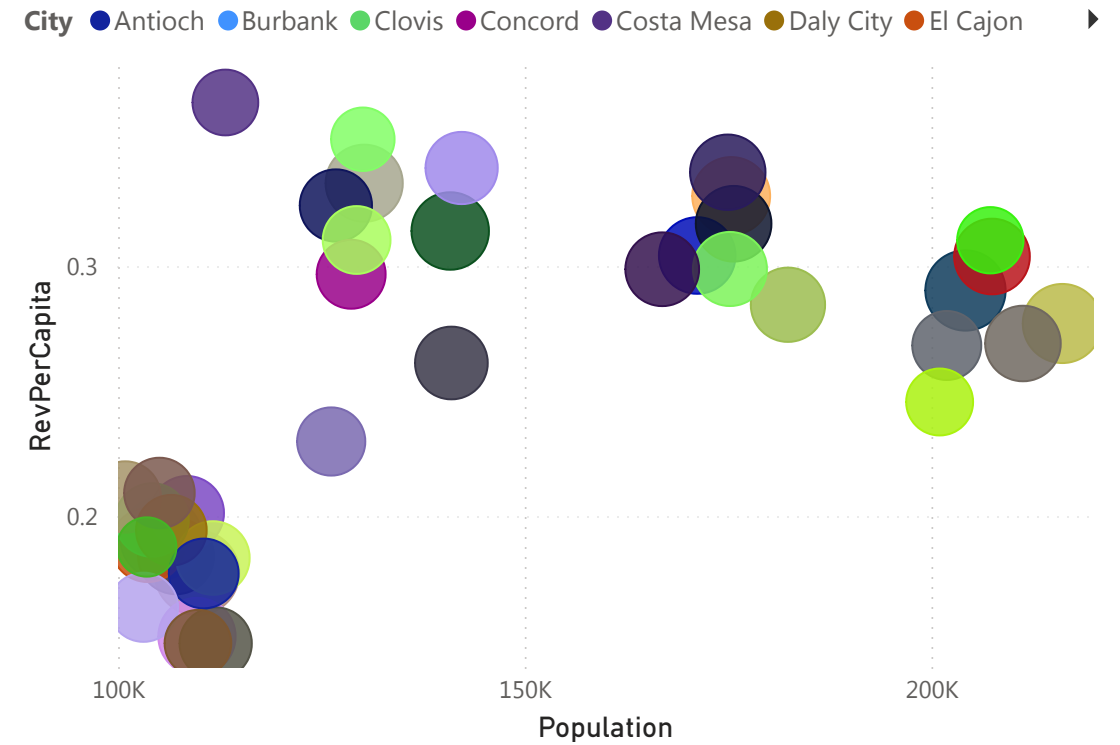
Return of Marketing Investment Rank per city in new expansion						
City	Sum of Population	Sum of Revenue	Sum of Marketing Spend	ROMI	ROMIRank	New Expansion
Glendale	201020	\$49,376	2363	20.90	1	New
Rancho Cucamonga	175236	\$52,366	2945	17.78	2	New
Brownsville	183887	\$63,148	3675	17.18	3	New
Tempe	175826	\$48,954	2911	16.82	4	New
Thousand Oaks	129339	\$40,141	2431	16.51	5	New
Chattanooga	176588	\$55,357	3587	15.43	6	New
Paterson	147754	\$34,603	2251	15.37	7	New
Joliet	147861	\$48,315	3279	14.73	8	New
College Station	107889	\$22,457	2994	7.50	9	New



Top 10 Value of ROMI Cities



Bigger population cities, Better revenue per person, and Larger marketing budgets



Population

100242 216108

Slider control for Population range.

State

(Blank)	Arkansas	Connecticut	Illinois
Alabama	California	Florida	Indiana
Arizona	Colorado	Georgia	Iowa

State selection interface with a grid of state names.

Marketing Spend

1811 3984

Slider control for Marketing Spend range.

Average of Latitude, First Longitude, ROMI and ROMI\_Category by City

