

MONROE LA — DMA 628
January 1, 2002 - December 31, 2006

Total Households 181,400	MARKET SHARE (As % of Segment)					MARKET SHARE (As % of Market)				
	2002	2003	2004	2005	2006	2002	2003	2004	2005	2006
COFFEE SHOP	100.0	100.0	100.0	100.0	100.0	17.4	18.1	17.8	19.3	20.6
. Waffle House	25.2	28.4	29.4	32.9	31.6	4.4	5.1	5.2	6.3	6.5
. Huddle House	14.9	14.9	14.2	19.2	25.0	2.6	2.7	2.5	3.7	5.2
. Cracker Barrel Old Country Store	23.7	21.0	23.7	26.0	22.9	4.1	3.8	4.2	5.0	4.7
. IHOP	12.4	14.5	12.7	11.9	11.1	2.2	2.6	2.3	2.3	2.3
. Shoney's	23.7	21.2	20.0	10.0	9.4	4.1	3.8	3.6	1.9	1.9
STEAK/BARBEQUE	100.0	100.0	100.0	100.0	100.0	11.3	11.7	12.5	13.1	13.0
. Ryan's/Fire Mountain	87.4	86.6	70.7	76.6	77.7	9.9	10.1	8.8	10.1	10.1
. Western Sizzlin	12.6	13.4	12.3	12.1	11.6	1.4	1.6	1.5	1.6	1.5
. Corky's Ribs & BBQ	-	-	17.0	11.3	10.7	-	-	2.1	1.5	1.4
CAFETERIA/BUFFET	100.0	100.0	100.0	100.0	100.0	10.2	10.6	11.1	7.7	6.9
. Piccadilly	67.2	67.3	63.8	50.0	51.6	6.9	7.1	7.1	3.8	3.6
. Barnhill's Country Buffet	32.8	32.7	36.2	50.0	48.4	3.3	3.5	4.0	3.8	3.4
DINING	100.0	100.0	100.0	100.0	100.0	61.1	59.6	58.7	59.9	59.5
. Chili's Grill & Bar	9.4	8.6	14.6	15.9	16.7	5.7	5.1	8.5	9.5	10.0
. Applebee's	12.6	11.5	11.1	11.3	9.9	7.7	6.9	6.5	6.8	5.9
. Olive Garden	8.7	9.1	8.9	9.5	9.0	5.3	5.4	5.2	5.7	5.3
. Outback Steakhouse	9.6	9.4	8.6	8.7	9.0	5.9	5.6	5.1	5.2	5.3
. Red Lobster	8.7	9.8	9.0	8.8	8.8	5.3	5.9	5.3	5.3	5.3
. Logan's Roadhouse	6.2	6.5	5.7	6.5	8.0	3.8	3.9	3.3	3.9	4.8
. El Chico	9.8	9.0	8.4	8.6	7.8	6.0	5.4	4.9	5.1	4.7
. Bennigan's Tavern	6.9	7.5	6.6	7.0	7.6	4.2	4.5	3.9	4.2	4.5
. O'Charley's	6.7	6.1	5.6	5.8	5.5	4.1	3.6	3.3	3.5	3.3
. Lone Star Steakhouse & Saloon	5.2	5.1	4.8	4.9	4.8	3.2	3.0	2.8	2.9	2.9
. Copelands of New Orleans	6.7	7.0	6.1	4.5	4.7	4.1	4.2	3.6	2.7	2.8
. RJ Gator's Florida Food-n-Fun	-	6.2	6.2	4.2	4.1	-	3.7	3.6	2.5	2.4
. Hooter's	5.0	4.1	4.5	4.4	4.0	3.0	2.5	2.6	2.6	2.4
. Cucos Mexican Restaurant	4.6	-	-	-	-	2.8	-	-	-	-
Total ALL Chains for DMA 628						100.0	100.0	100.0	100.0	100.0

Internet Sample

MONROE LA — DMA 628
January 1, 2002 - December 31, 2006

Total Households 181,400

	MARKET SALES (\$ 000)					Percent Change			
	2002	2003	2004	2005	2006	2003	2004	2005	2006
COFFEE SHOP	<u>11,318</u>	<u>11,810</u>	<u>12,612</u>	<u>13,593</u>	<u>15,467</u>	<u>4</u>	<u>7</u>	<u>8</u>	<u>14</u>
. Waffle House	2,855	3,354	3,708	4,473	4,880	17	11	21	9
. Huddle House	1,686	1,755	1,785	2,608	3,870	4	2	46	48
. Cracker Barrel Old Country Store	2,686	2,486	2,992	3,538	3,538	7-	20	18	0
. IHOP	1,403	1,715	1,601	1,621	1,718	22	7-	1	6
. Shoney's	2,688	2,500	2,526	1,353	1,461	7-	1	46-	8
STEAK/BARBEQUE	<u>7,360</u>	<u>7,628</u>	<u>8,854</u>	<u>9,264</u>	<u>9,726</u>	<u>4</u>	<u>16</u>	<u>5</u>	<u>5</u>
. Ryan's/Fire Mountain	6,432	6,603	6,264	7,095	7,557	3	5-	13	7
. Western Sizzlin	928	1,025	1,087	1,125	1,125	10	6	3	0
. Corky's Ribs & BBQ	-	-	1,503	1,044	1,044	-	-	31-	0
CAFETERIA/BUFFET	<u>6,628</u>	<u>6,925</u>	<u>7,869</u>	<u>5,423</u>	<u>5,206</u>	<u>4</u>	<u>14</u>	<u>31-</u>	<u>4-</u>
. Piccadilly	4,454	4,662	5,024	2,712	2,685	5	8	46-	1-
. Barnhill's Country Buffet	2,174	2,263	2,845	2,711	2,521	4	26	5-	7-
DINING	<u>39,689</u>	<u>38,845</u>	<u>41,671</u>	<u>42,291</u>	<u>44,665</u>	<u>2-</u>	<u>7</u>	<u>1</u>	<u>6</u>
. Chili's Grill & Bar	3,732	3,327	6,064	6,730	7,470	11-	82	11	11
. Applebee's	4,988	4,482	4,622	4,768	4,434	10-	3	3	7-
. Olive Garden	3,454	3,537	3,706	4,009	4,009	2	5	8	0
. Outback Steakhouse	3,807	3,665	3,591	3,673	4,004	4-	2-	2	9
. Red Lobster	3,437	3,826	3,767	3,720	3,943	11	2-	1-	6
. Logan's Roadhouse	2,456	2,521	2,364	2,745	3,569	3	6-	16	30
. El Chico	3,900	3,504	3,494	3,632	3,506	10-	0	4	3-
. Bennigan's Tavern	2,755	2,923	2,748	2,949	3,391	6	6-	7	15
. O'Charley's	2,677	2,353	2,320	2,464	2,464	12-	1-	6	0
. Lone Star Steakhouse & Saloon	2,054	1,975	1,995	2,054	2,157	4-	1	3	5
. Copelands of New Orleans	2,653	2,732	2,553	1,907	2,098	3	7-	25-	10
. RJ Gator's Florida Food-n-Fun	-	2,393	2,588	1,780	1,816	-	8	31-	2
. Hooter's	1,969	1,607	1,859	1,860	1,804	18-	16	0	3-
. Cucos Mexican Restaurant	1,807	-	-	-	-	-	-	-	-
Total ALL Chains for DMA 628	64,995	65,208	71,006	70,571	75,064	0	9	1-	6

Internet Sample

MONROE LA — DMA 628
January 1, 2002 - December 31, 2006

Total Households 181,400

	AVERAGE NO. OF STORES OPEN					Store Change				Survey Respondents				
	2002	2003	2004	2005	2006	2003	2004	2005	2006	2002	2003	2004	2005	2006
COFFEE SHOP	12	13	13	14	17	1	0	1	3	11	12	11	12	9
. Waffle House	5	6	6	7	8	1	0	1	1	5	5	5	6	4
. Huddle House	3	3	3	4	6	0	0	1	2	2	3	3	3	2
. Cracker Barrel Old Country Store	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. IHOP	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Shoney's	2	2	2	1	1	0	0	1	0	2	2	1	1	1
STEAK/BARBEQUE	4	4	5	5	5	0	1	0	0	4	3	5	5	4
. Ryan's/Fire Mountain	3	3	3	3	3	0	0	0	0	3	2	3	3	2
. Western Sizzlin	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Corky's Ribs & BBQ	-	-	1	1	1	-	1	0	0	-	-	1	1	1
CAFETERIA/BUFFET	3	3	3	2	2	0	0	1	0	3	3	2	2	2
. Piccadilly	2	2	2	1	1	0	0	1	0	2	2	1	1	1
. Barnhill's Country Buffet	1	1	1	1	1	0	0	0	0	1	1	1	1	1
DINING	15	15	16	16	16	0	1	0	0	15	13	14	15	15
. Chili's Grill & Bar	1	1	2	2	2	0	1	0	0	1	1	1	2	2
. Applebee's	2	2	2	2	2	0	0	0	0	2	1	2	1	1
. Olive Garden	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Outback Steakhouse	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Red Lobster	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Logan's Roadhouse	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. El Chico	2	2	2	2	2	0	0	0	0	2	1	1	2	2
. Bennigan's Tavern	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. O'Charley's	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Lone Star Steakhouse & Saloon	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Copelands of New Orleans	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. RJ Gator's Florida Food-n-Fun	-	1	1	1	1	1	0	0	0	-	1	1	1	1
. Hooter's	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Cucos Mexican Restaurant	1	-	-	-	-	1	-	-	-	1	-	-	-	-
Total ALL Chains for DMA 628	34	35	37	37	40	1	2	0	3	33	31	32	34	30

Internet Sample

MONROE LA — DMA 628
January 1, 2002 - December 31, 2006

Total Households 181,400	AVERAGE STORE SALES (\$ 000)					Percent Change				Index of DMA Store Sales to Chain Average				
	2002	2003	2004	2005	2006	2003	2004	2005	2006	2002	2003	2004	2005	2006
COFFEE SHOP	943	908	970	971	910	4-	7	0	6-	95	96	97	105	103
. Waffle House	571	559	618	639	610	2-	11	3	5-	101	97	104	106	100
. Huddle House	562	585	595	652	645	4	2	10	1-	105	105	102	112	106
. Cracker Barrel Old Country Store	2,686	2,486	2,992	3,538	3,538	7-	20	18	0	84	79	91	107	105
. IHOP	1,403 *	1,715	1,601	1,621	1,718	22	7-	1	6	-	120	107	102	104
. Shoney's	1,344	1,250	1,263	1,353	1,461	7-	1	7	8	93	87	84	89	94
STEAK/BARBEQUE	1,840	1,907	1,771	1,853	1,945	4	7-	5	5	94	93	86	91	94
. Ryan's/Fire Mountain	2,144	2,201	2,088	2,365	2,519	3	5-	13	7	98	96	87	97	102
. Western Sizzlin	928	1,025	1,087	1,125	1,125	10	6	3	0	68	71	75	76	73
. Corky's Ribs & BBQ	-	-	1,503	1,044	1,044	-	-	31-	0	-	-	89	63	62
CAFETERIA/BUFFET	2,209	2,308	2,623	2,712	2,603	4	14	3	4-	112	115	128	128	122
. Piccadilly	2,227	2,331	2,512	2,712	2,685	5	8	8	1-	113	118	124	131	127
. Barnhill's Country Buffet	2,174	2,263	2,845	2,711	2,521	4	26	5	7-	111	110	134	124	116
DINING	2,646	2,590	2,604	2,643	2,782	2-	1	1	6	106	100	97	98	102
. Chili's Grill & Bar	3,732	3,327	3,032	3,365	3,735	11-	9-	11	11	131	116	102	108	119
. Applebee's	2,494	2,241	2,311	2,384	2,217	10-	3	3	7-	107	93	93	94	86
. Olive Garden	3,454	3,537	3,706	4,009	4,009	2	5	8	0	91	90	90	94	90
. Outback Steakhouse	3,807	3,665	3,591	3,673	4,004	4-	2-	2	9	113	109	103	105	112
. Red Lobster	3,437	3,826	3,767	3,720	3,943	11	2-	1-	6	97	106	102	96	98
. Logan's Roadhouse	2,456	2,521	2,364	2,745	3,569	3	6-	16	30	92	91	81	90	113
. El Chico	1,950	1,752	1,747	1,816	1,753	10-	0	4	3-	117	103	100	104	99
. Bennigan's Tavern	2,755	2,923	2,748	2,949	3,391	6	6-	7	15	112	122	117	128	147
. O'Charley's	2,677 *	2,353	2,320	2,464	2,464	12-	1-	6	0	-	89	86	91	90
. Lone Star Steakhouse & Saloon	2,054	1,975	1,995	2,054	2,157	4-	1	3	5	95	92	93	97	101
. Copelands of New Orleans	2,653	2,732	2,553	1,907	2,098	3	7-	25-	10	92	95	88	62	65
. RJ Gator's Florida Food-n-Fun	-	2,393 *	2,588	1,780	1,816	-	8	31-	2	-	-	103	77	77
. Hooter's	1,969	1,607	1,859	1,860	1,804	18-	16	0	3-	94	75	82	82	77
. Cucos Mexican Restaurant	1,807 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Total ALL Chains for DMA 628	1,912	1,863	1,919	1,907	1,877	3-	3	1-	2-	103	100	99	101	103

Internet Sample

* = Store Sales are Average of ALL Markets