

BINGHAMTON NY — DMA 502
January 1, 2002 — December 31, 2006

Total Households 140,300

	MARKET SHARE (As % of Segment)					MARKET SHARE (As % of Market)				
	2002	2003	2004	2005	2006	2002	2003	2004	2005	2006
<u>HAMBURGER/ROAST BEEF</u>	100.0	100.0	100.0	100.0	100.0	63.0	60.7	56.3	55.6	54.5
. McDonald's	51.5	52.8	54.0	57.4	56.9	32.4	32.0	30.4	31.9	31.0
. Wendy's	16.2	16.5	17.0	16.6	16.8	10.2	10.0	9.5	9.3	9.2
. Burger King	22.5	20.1	19.7	15.7	14.6	14.2	12.2	11.1	8.7	8.0
. Arby's	9.8	9.9	8.3	9.2	10.6	6.2	6.0	4.6	5.1	5.8
. A & W	-	.8	1.1	1.0	1.0	-	.5	.6	.6	.6
<u>CHICKEN</u>	100.0	100.0	100.0	100.0	100.0	4.5	4.8	6.3	5.8	5.9
. KFC	100.0	100.0	100.0	100.0	100.0	4.5	4.8	6.3	5.8	5.9
<u>PIZZA</u>	100.0	100.0	100.0	100.0	100.0	13.1	14.2	14.3	13.3	13.9
. Pizza Hut	54.4	50.6	48.0	49.0	44.4	7.1	7.2	6.9	6.5	6.2
. Show Biz/Chuck E Cheese Pizza Time	13.2	14.9	18.9	16.5	16.4	1.7	2.1	2.7	2.2	2.3
. Domino's	15.2	15.6	14.4	15.3	12.0	2.0	2.2	2.1	2.0	1.7
. Little Caesar's	4.6	5.1	6.8	9.9	9.6	.6	.7	1.0	1.3	1.3
. Papa John's Pizza	8.4	9.1	7.5	4.9	8.9	1.1	1.3	1.1	.7	1.2
. Sbarro	-	-	-	-	4.7	-	-	-	-	.6
. Godfather's	4.3	4.8	4.5	4.3	3.6	.6	.7	.6	.6	.5
<u>MEXICAN</u>	100.0	100.0	100.0	100.0	100.0	3.9	4.1	5.2	4.5	4.6
. Taco Bell	100.0	100.0	100.0	100.0	75.7	3.9	4.1	5.2	4.5	3.5
. Moe's Southwest Grill	-	-	-	-	24.3	-	-	-	-	1.1
<u>DONUT/BAKERY</u>	100.0	100.0	100.0	100.0	100.0	6.6	6.3	5.7	7.5	7.6
. Dunkin' Donuts	100.0	100.0	100.0	100.0	100.0	6.6	6.3	5.7	7.5	7.6
<u>FISH</u>	-	-	100.0	100.0	100.0	-	-	.4	.4	.4
. Long John Silver's	-	-	100.0	100.0	100.0	-	-	.4	.4	.4
<u>SUB/SANDWICH</u>	100.0	100.0	100.0	100.0	100.0	8.9	9.9	11.8	12.8	13.1
. Subway Sandwich and Salad	93.8	95.2	87.3	82.4	80.5	8.3	9.5	10.3	10.6	10.5
. Quizno's	-	-	8.9	13.5	15.1	-	-	1.1	1.7	2.0
. Blimpie	6.2	4.8	3.7	4.1	4.4	.6	.5	.4	.5	.6
Total ALL Chains for DMA 502						100.0	100.0	100.0	100.0	100.0

Internet Sample

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Total Households 140,300

	MARKET SALES (\$ 000)					Percent Change			
	2002	2003	2004	2005	2006	2003	2004	2005	2006
HAMBURGER/ROAST BEEF	<u>51,411</u>	<u>48,716</u>	<u>48,023</u>	<u>48,941</u>	<u>50,940</u>	5-	1-	2	4
. McDonald's	26,467	25,707	25,935	28,101	28,998	3-	1	8	3
. Wendy's	8,330	8,050	8,141	8,148	8,554	3-	1	0	5
. Burger King	11,590	9,774	9,441	7,672	7,448	16-	3-	19-	3-
. Arby's	5,024	4,808	3,962	4,508	5,416	4-	18-	14	20
. A & W	-	377	544	512	524	-	44	6-	2
CHICKEN	<u>3,645</u>	<u>3,840</u>	<u>5,346</u>	<u>5,112</u>	<u>5,484</u>	5	39	4-	7
. KFC	3,645	3,840	5,346	5,112	5,484	5	39	4-	7
PIZZA	<u>10,682</u>	<u>11,397</u>	<u>12,205</u>	<u>11,738</u>	<u>12,988</u>	7	7	4-	11
. Pizza Hut	5,810	5,770	5,860	5,750	5,770	1-	2	2-	0
. Show Biz/Chuck E Cheese Pizza Time	1,406	1,696	2,301	1,939	2,133	21	36	16-	10
. Domino's	1,620	1,773	1,752	1,794	1,563	9	1-	2	13-
. Little Caesar's	490	576	828	1,164	1,245	18	44	41	7
. Papa John's Pizza	902	1,038	912	581	1,162	15	12-	36-	100
. Sbarro	-	-	-	-	605	-	-	-	-
. Godfather's	454	544	552	510	510	20	1	8-	0
MEXICAN	<u>3,200</u>	<u>3,280</u>	<u>4,410</u>	<u>3,930</u>	<u>4,327</u>	3	34	11-	10
. Taco Bell	3,200	3,280	4,410	3,930	3,275	3	34	11-	17-
. Moe's Southwest Grill	-	-	-	-	1,052	-	-	-	-
DONUT/BAKERY	<u>5,376</u>	<u>5,052</u>	<u>4,902</u>	<u>6,615</u>	<u>7,140</u>	6-	3-	35	8
. Dunkin' Donuts	5,376	5,052	4,902	6,615	7,140	6-	3-	35	8
FISH	<u>-</u>	<u>-</u>	<u>334</u>	<u>341</u>	<u>341</u>	-	-	2	0
. Long John Silver's	-	-	334	341	341	-	-	2	0
SUB/SANDWICH	<u>7,257</u>	<u>7,987</u>	<u>10,098</u>	<u>11,300</u>	<u>12,214</u>	10	26	12	8
. Subway Sandwich and Salad	6,804	7,600	8,820	9,312	9,834	12	16	6	6
. Quizno's	-	-	900	1,520	1,840	-	-	69	21
. Blimpie	453	387	378	468	540	15-	2-	24	15
Total ALL Chains for DMA 502	<u>81,571</u>	<u>80,272</u>	<u>85,318</u>	<u>87,977</u>	<u>93,434</u>	2-	6	3	6

Internet Sample

BINGHAMTON NY — DMA 502
January 1, 2002 - December 31, 2006

Total Households 140,300

	AVERAGE NO. OF STORES OPEN					Store Change				Survey Respondents				
	2002	2003	2004	2005	2006	2003	2004	2005	2006	2002	2003	2004	2005	2006
HAMBURGER/ROAST BEEF	44	44	44	43	42	0	0	1-	1-	38	36	33	35	24
. McDonald's	19	19	19	19	18	0	0	0	1-	15	16	13	16	10
. Wendy's	7	7	7	7	7	0	0	0	0	7	6	6	5	4
. Burger King	10	9	9	8	7	1-	0	1-	1-	9	7	7	6	4
. Arby's	8	8	7	7	8	0	1-	0	1	7	6	5	6	4
. A & W	-	1	2	2	2	1	1	0	0	-	1	2	2	2
CHICKEN	5	5	6	6	6	0	1	0	0	4	5	4	5	3
. KFC	5	5	6	6	6	0	1	0	0	4	5	4	5	3
PIZZA	20	20	20	20	22	0	0	0	2	19	17	15	13	12
. Pizza Hut	10	10	10	10	10	0	0	0	0	9	8	7	7	6
. Show Biz/Chuck E Cheese Pizza Time	1	1	1	1	1	0	0	0	0	1	1	1	1	1
. Domino's	3	3	3	3	3	0	0	0	0	3	2	2	2	1
. Little Caesar's	2	2	2	3	3	0	0	1	0	2	2	1	1	1
. Papa John's Pizza	2	2	2	1	2	0	0	1	1	2	2	2	1	1
. Sbarro	-	-	-	1	1	-	-	-	-	-	-	-	-	1
. Godfather's	2	2	2	2	2	0	0	0	0	2	2	2	1	1
MEXICAN	5	5	6	6	6	0	1	0	0	4	4	3	4	3
. Taco Bell	5	5	6	6	5	0	1	0	1-	4	4	3	4	2
. Moe's Southwest Grill	-	-	-	-	1	-	-	-	1	-	-	-	-	1
DONUT/BAKERY	6	6	6	7	7	0	0	1	0	4	5	5	6	4
. Dunkin' Donuts	6	6	6	7	7	0	0	1	0	4	5	5	6	4
FISH	-	-	1	1	1	-	1	0	0	-	-	1	1	1
. Long John Silver's	-	-	1	1	1	-	1	0	0	-	-	1	1	1
SUB/SANDWICH	24	28	35	40	42	4	7	5	2	15	20	24	21	17
. Subway Sandwich and Salad	21	25	30	32	33	4	5	2	1	13	17	20	17	13
. Quizno's	-	-	2	4	5	-	2	2	1	-	-	2	2	2
. Blimpie	3	3	3	4	4	0	0	1	0	2	3	2	2	2
Total ALL Chains for DMA 502	104	108	118	123	126	4	10	5	3	84	87	85	85	64

Internet Sample

BINGHAMTON NY — DMA 502
January 1, 2002 - December 31, 2006

Total Households 140,300	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
HAMBURGER/ROAST BEEF	<u>1,168</u>	<u>1,107</u>	<u>1,091</u>	<u>1,138</u>	<u>1,213</u>	<u>5-</u>	<u>1-</u>	<u>4</u>	<u>7</u>	<u>94</u>	<u>89</u>	<u>84</u>	<u>84</u>	<u>86</u>
. McDonald's	1,393	1,353	1,365	1,479	1,611	3-	1	8	9	91	85	80	83	85
. Wendy's	1,190	1,150	1,163	1,164	1,222	3-	1	0	5	96	93	92	91	93
. Burger King	1,159	1,086	1,049	959	1,064	6-	3-	9-	11	107	103	97	86	92
. Arby's	628	601	566	644	677	4-	6-	14	5	76	73	66	72	73
. A & W	-	377 *	272	256	262	-	28-	6-	2	-	-	77	72	73
CHICKEN	<u>729</u>	<u>768</u>	<u>891</u>	<u>852</u>	<u>914</u>	<u>5</u>	<u>16</u>	<u>4-</u>	<u>7</u>	<u>87</u>	<u>91</u>	<u>103</u>	<u>91</u>	<u>95</u>
. KFC	729	768	891	852	914	5	16	4-	7	87	91	103	91	95
PIZZA	<u>534</u>	<u>570</u>	<u>610</u>	<u>587</u>	<u>590</u>	<u>7</u>	<u>7</u>	<u>4-</u>	<u>1</u>	<u>88</u>	<u>92</u>	<u>98</u>	<u>91</u>	<u>90</u>
. Pizza Hut	581	577	586	575	577	1-	2	2-	0	91	90	87	83	82
. Show Biz/Chuck E Cheese Pizza Time	1,406	1,696	2,301	1,939	2,133	21	36	16-	10	91	112	149	126	134
. Domino's	540	591	584	598	521	9	1-	2	13-	97	103	97	94	81
. Little Caesar's	245	288	414	388	415	18	44	6	7	82	84	100	84	86
. Papa John's Pizza	451	519	455	581	581	15	12-	27	0	66	77	66	81	76
. Sbarro	-	-	-	-	605 *	-	-	-	-	-	-	-	-	-
. Godfather's	227	272	276	255	255	20	-	8-	0	50	62	65	62	60
MEXICAN	<u>640</u>	<u>656</u>	<u>735</u>	<u>655</u>	<u>721</u>	<u>3</u>	<u>12</u>	<u>11-</u>	<u>10</u>	<u>82</u>	<u>82</u>	<u>86</u>	<u>70</u>	<u>68</u>
. Taco Bell	640	656	735	655	655	3	12	11-	0	82	82	86	70	68
. Moe's Southwest Grill	-	-	-	-	1,052 *	-	-	-	-	-	-	-	-	-
DONUT/BAKERY	<u>896</u>	<u>842</u>	<u>817</u>	<u>945</u>	<u>1,020</u>	<u>6-</u>	<u>3-</u>	<u>16</u>	<u>8</u>	<u>113</u>	<u>105</u>	<u>99</u>	<u>108</u>	<u>112</u>
. Dunkin' Donuts	896	842	817	945	1,020	6-	3-	16	8	113	105	99	108	112
FISH	<u>-</u>	<u>-</u>	<u>334</u>	<u>341</u>	<u>341</u>	<u>-</u>	<u>-</u>	<u>2</u>	<u>0</u>	<u>-</u>	<u>-</u>	<u>55</u>	<u>58</u>	<u>56</u>
. Long John Silver's	-	-	334	341	341	-	-	2	0	-	-	55	58	56
SUB/SANDWICH	<u>302</u>	<u>285</u>	<u>289</u>	<u>283</u>	<u>291</u>	<u>6-</u>	<u>1</u>	<u>2-</u>	<u>3</u>	<u>91</u>	<u>87</u>	<u>85</u>	<u>79</u>	<u>78</u>
. Subway Sandwich and Salad	324	304	294	291	298	6-	3-	1-	2	92	88	84	78	78
. Quizno's	-	-	450	380	368	-	-	16-	3-	-	-	101	89	84
. Blimpie	151	129	126	117	135	15-	2-	7-	15	70	58	58	58	68
Total ALL Chains for DMA 502	784	743	723	715	742	5-	3-	1-	4	93	90	88	86	87

Internet Sample

* = Store Sales are Average of ALL Markets