

OPTIONAL SAMPLE PLAN

SEGMENT	Expanded E-FIT	Accuracy ± %	Standard Fit	Accuracy ±%
Fine Dining	150	8.0	85	10.4
Casual	200	6.9	145	8.2
Family	350	5.2	195	6.8
TOTAL FULL MENU	700	3.7	425	4.7
Natl Hamburger QSR	150	8.0	85	10.4
Natl Sandwich QSR	150	8.0	85	10.4
Natl Spec/Bak/Coffee Shops	150	8.0	85	10.4
Natl Pizza QSR	150	8.0	85	10.4
Natl Chicken QSR	150	8.0	85	10.4
Natl Mexican QSR	150	8.0	85	10.4
TOTAL NATL CHAIN QSR	900	3.3	510	4.2
Ind/Hamburger QSR	100	9.8	85	10.4
Ind/Sandwich QSR	150	8.0	85	10.4
Ind/Spec/Bak/Coffee Shops	150	8.0	85	10.4
Ind/Reg Pizza QSR	200	6.9	115	8.6
Ind/Reg Chicken QSR	75	11.3	50	13.8
Ind/Reg Other QSR	150	8.0	115	8.6
TOTAL IND/REG QSR	825	3.4	535	4.2
TOTAL QUICK SERVICE	2425	1.9	1045	2.5
Lodging Foodservice	150	8.0	95	9.9
Cont. Breakfast Optional	-150	8.0	85	10.4
Mass Merchandisers	150	8.0	85	10.4
Convenience Stores	150	8.0	105	9.5
Grocery Delis	150	8.0	85	10.4
TOTAL LEISURE/RETAIL	600	4.0	370	5
TOTAL COMMERCIAL	3025	1.8	1840	2.2
Hospitals	200	6.9	155	7.9
Retirement Communities	160	7.7	145	8.2
Nursing Homes	200	6.9	155	7.9
TOTAL HEALTH CARE	560	4.2	455	4.6
School Districts	200	6.9	150	8
Colleges/Universities	150	8.0	145	8.2
Business & Industry	200	6.9	110	9.3
TOTAL OTHER NON-COMM	550	4.2	405	4.9
TOTAL NON-COMMERCIAL	1110	2.9	860	3.3
TOTAL FOODSERVICE	4135	1.5	2700	1.8

Accuracy ranges are calculated at the 95% confidence level.

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