



CHAMPS CHECK

Restaurant Period Summary Report - Period 1 2010

Rest ID: 004093 - Chico, CA

Report Date: 01/20/2010

Restaurant-Level Results (Past 3 Periods)									
	Average Ratings						Surveys	Recommend	Average Score
	C	H	A	M	P	S			
Restaurant 004093	6.2	5.9	6.2	6.6	5.8	6.0	65	89%	85.2%
Color	G	Y	Y	G	Y	Y			
Target to Green	6.1	6.3	6.5	6.3	6.2	6.3		92%	
Red less than	5.6	5.7	6.0	5.8	5.7	5.7		88%	
	C	H	A	M	P	S	Surveys	Recommend	Average Score
Drive-Thru	G	Y	R	G	R	Y	37	86%	83.6%
Dine-In	G	Y	G	G	Y	Y	28	93%	87.3%
	C	H	A	M	P	S	Surveys	Recommend	Average Score
Breakfast (4 - 11 am)	G	G	G	G	G	G	3	100%	93.7%
Lunch (11 - 2 pm)	G	Y	G	G	Y	Y	17	94%	89.9%
Afternoon (2 - 5 pm)	G	Y	Y	G	Y	Y	19	100%	87.5%
Dinner (5 - 9 pm)	Y	R	R	G	R	Y	12	67%	78.3%
Evening (9 - 12 am)	Y	R	R	G	R	R	5	80%	69.6%
Late Night (12 - 4 am)	G	Y	Y	G	G	Y	9	89%	86.6%

Benchmark Results (Past 3 Periods)									
	Average Ratings						Surveys	Recommend	Average Score
	C	H	A	M	P	S			
Area - 990001	6.1	6.2	6.4	6.4	6.0	6.2		94%	88.0%
DMA - CHICO-REDDING	6.0	6.2	6.4	6.3	6.1	6.2		93%	87.4%
Total System	6.0	6.2	6.4	6.3	6.1	6.2		92%	87.0%

Restaurant-Level Trends									
	Average Ratings						Surveys	Recommend	Average Score
	C	H	A	M	P	S			
PTD	6.0	6.0	6.4	6.4	6.0	6.0	25	92%	86.6%
Rolling 3 Periods	6.2	5.9	6.2	6.6	5.8	6.0	65	89%	85.2%
YTD	6.0	6.0	6.4	6.4	6.0	6.0	25	92%	86.6%

* Please refer to the Customer Experience Improvement Guidebook for ways on improving CHAMPS attributes from Reds to Yellows and from Yellows to Greens.