



CHAMPS CHECK

Restaurant Period Summary Report - Period 2 2010

Rest ID: 022434 - Chico, CA

Report Date: 02/17/2010

Restaurant-Level Results (Past 3 Periods)									
	Average Ratings						Surveys	Recommend	Average Score
	C	H	A	M	P	S			
Restaurant 022434	6.3	6.3	6.5	6.5	6.3	6.4	96	100%	91.3%
Color	G	G	G	G	G	G			
Target to Green	6.1	6.3	6.5	6.3	6.2	6.3			
Red less than	5.6	5.7	6.0	5.8	5.7	5.7			
	C	H	A	M	P	S	Surveys	Recommend	Average Score
Drive-Thru	G	Y	Y	G	G	Y	52	100%	89.3%
Dine-In	G	G	G	G	G	G	44	100%	93.5%
	C	H	A	M	P	S	Surveys	Recommend	Average Score
Breakfast (4 - 11 am)	G	G	G	G	Y	G	3	100%	93.3%
Lunch (11 - 2 pm)	G	G	G	G	G	G	24	100%	92.8%
Afternoon (2 - 5 pm)	Y	Y	Y	G	Y	Y	26	100%	86.7%
Dinner (5 - 9 pm)	G	G	Y	G	G	G	24	100%	93.9%
Evening (9 - 12 am)	G	Y	Y	G	G	Y	12	100%	89.8%
Late Night (12 - 4 am)	G	G	G	G	G	G	7	100%	95.7%

Benchmark Results (Past 3 Periods)									
	Average Ratings						Surveys	Recommend	Average Score
	C	H	A	M	P	S			
Area - 990001	6.2	6.3	6.5	6.5	6.2	6.3		97%	90.4%
DMA - CHICO-REDDING	6.1	6.3	6.5	6.3	6.1	6.2		93%	88.1%
Total System	6.0	6.2	6.4	6.3	6.1	6.2		92%	87.1%

Restaurant-Level Trends									
	Average Ratings						Surveys	Recommend	Average Score
	C	H	A	M	P	S			
PTD	6.5	6.2	6.4	6.5	6.5	6.6	31	100%	92.1%
Rolling 3 Periods	6.3	6.3	6.5	6.5	6.3	6.4	96	100%	91.3%
YTD	6.3	6.2	6.4	6.4	6.4	6.3	63	100%	90.1%

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