



# Restaurant Industry Tracking Survey

New Jersey Summary – November 2009

## HIGHLIGHTS

New Jersey restaurant operators reported same-store sales and traffic results similar to the national average in October. Fifteen percent of New Jersey respondents reported higher same-store sales in October, while 63 percent reported a sales decline. On the national level, 22 percent of operators reported a sales gain in October, while 61 percent reported lower sales.

### RESTAURANT INDUSTRY TRACKING SURVEY RESULTS: NOVEMBER 2009

*Note: New Jersey figures are based on 27 responses and are not necessarily representative of the entire state.*

| <b>SALES AND TRAFFIC</b>                               | <b><u>NEW JERSEY</u></b> | <b><u>UNITED STATES</u></b> |
|--|--------------------------|-----------------------------|
| Same-Store Sales, October 2009 vs. October 2008:       |                          |                             |
| Higher   | 15%                      | 22%                         |
| Lower  | 63%                      | 61%                         |
| About the Same   | 22%                      | 16%                         |
| Customer Traffic, October 2009 vs. October 2008:       |                          |                             |
| Higher   | 19%                      | 21%                         |
| Lower  | 56%                      | 60%                         |
| About the Same   | 26%                      | 19%                         |
| Sales Expectations in 6 Months vs. Previous Year:      |                          |                             |
| Higher   | 30%                      | 29%                         |
| Lower  | 48%                      | 29%                         |
| About the Same   | 22%                      | 43%                         |
| <b>EMPLOYEES AND HOURS</b>                             |                          |                             |
| Number of Employees, October 2009 vs. October 2008:    |                          |                             |
| Increase   | 0%                       | 6%                          |
| Decrease   | 59%                      | 46%                         |
| Stay About the Same                                    | 41%                      | 48%                         |
| Average Employee Hours, October 2009 vs. October 2008: |                          |                             |
| Increase   | 4%                       | 8%                          |
| Decrease   | 70%                      | 55%                         |
| Stay About the Same                                    | 26%                      | 38%                         |
| Staffing Expectations in 6 Months vs. Previous Year:   |                          |                             |
| Increase   | 4%                       | 10%                         |
| Decrease   | 41%                      | 22%                         |
| Stay About the Same                                    | 56%                      | 69%                         |

| <b>CAPITAL EXPENDITURES</b>                        | <b><u>NEW JERSEY</u></b> | <b><u>UNITED STATES</u></b> |
|--|--------------------------|-----------------------------|
| Made Capital Expenditure, Last 3 Months:           |                          |                             |
| Yes  | 37%                      | 40%                         |
| No   | 63%                      | 60%                         |
| Plan to Make Capital Expenditure, Next 6 Months:   |                          |                             |
| Yes  | 37%                      | 42%                         |
| No   | 63%                      | 58%                         |
| <b>GENERAL BUSINESS CONDITIONS</b>                 |                          |                             |
| Outlook for Business Conditions in 6 Months:       |                          |                             |
| Better   | 22%                      | 30%                         |
| Worse  | 37%                      | 20%                         |
| About the Same                                     | 41%                      | 50%                         |
| <b>FOOD COSTS AND MENU PRICING</b>                 |                          |                             |
| Average Food Costs, October 2009 vs. October 2008: |                          |                             |
| Higher   | 15%                      | 28%                         |
| Lower  | 22%                      | 32%                         |
| About the Same                                     | 63%                      | 41%                         |
| Increased Menu Prices in October:                  |                          |                             |
| Yes  | 4%                       | 8%                          |
| No   | 96%                      | 92%                         |
| Menu Prices, October 2009 vs. October 2008:        |                          |                             |
| Higher   | 22%                      | 32%                         |
| Lower  | 19%                      | 8%                          |
| About the Same                                     | 59%                      | 60%                         |
| <b>OPENINGS AND CLOSINGS</b>                       |                          |                             |
| Opened Establishment in October:                   |                          |                             |
| Yes  | 0%                       | 2%                          |
| No   | 100%                     | 98%                         |
| Closed Establishment in October:                   |                          |                             |
| Yes  | 0%                       | 2%                          |
| No   | 100%                     | 98%                         |
| Plan to Open Establishment in the Next 6 Months:   |                          |                             |
| Yes  | 11%                      | 10%                         |
| No   | 89%                      | 90%                         |

Source: National Restaurant Association