

# MONTHLY RESTAURANT INDUSTRY SNAPSHOT DECEMBER 2020

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COMMENTS: December SSS were negative but slightly ahead of November's decline; spurred by holiday shopping and more consumers venturing out.

#### RESTAURANT PERFORMANCE INDEX (Source: National Restaurant Association) 6/20 7/20 8/20 9/20 10/20 11/20 RESTAURANT PERFORMANCE ₩ 96.4 97.1 97.5 98.1 98.3 97.5 **INDEX CURRENT SITUATIONS** SSS Increase/Decrease 10%/90% 25%/75% 27%/73% 32%/68% 30%/70% 19%/81% 佃 Capital Spending 25% 47% 41% 46% 51% 41% **EXPECTATIONS:** 40% \$ Sales Outlook Improvement 75% 58% 20% 32% 36% . dd **Economy Outlook Improvement** 56% 33% 27% 36% 33% 51%

## SMALL BUSINESS OPTIMISM INDEX (Source: NFIB and Compass RCR)



The Index fell 5.5 points in December; falling below the Average Index Value since 1973 of 98. The biggest decline was in operators' expectations for better business conditions over the next 6 months. That component declined 24 points to a negative <16%>. The second most decline was sales expectations over the next 6 months – this index declined 14 points to a negative <4%>.

#### CONSUMER SENTIMENT (University of Michigan-Sentiment)

#### **COMMENTS:**

**Sentiment** increased in December and according to Michigan Sentiment sources this was due primarily to a rapid partisan shift with Democrats becoming more positive after the election.

	7/20	8/20	9/20	10/20	11/20	12/20
Consumer Sentiment	72.5	74.1	80.4	81.8	76.9	80.7
Current Economy	82.8	82.9	87.8	85.9	87.0	90.0
Consumer Expectations	65.9	68.5	75.6	79.2	70.5	74.6

### **HEADLINE NEWS:**

- New Stimulus Bill passed.
- 18 major brands unveil new store prototypes.
- National Restaurant Association reported an additional 10,000 restaurants closed permanently in the last 3 months.