

Restaurant Industry
Snapshot™
February, 2015

2.1%
COMP SALES

-1.0%
COMP TRAFFIC

3.8%
ROLLING 3 MONTHS

0.7%
ROLLING 3 MONTHS

3.1%
PER PERSON AVERAGE/PTA

FOOD
COMP SALES

ALCOHOL
COMP SALES

3.0%
ROLLING 3 MONTHS



FEB

ROLLING 3
MONTHS



FEB

ROLLING 3
MONTHS

Western
BEST REGION

New England
WORST REGION

SALES 5.1%
TRAFFIC 1.2%

SALES -5.8%
TRAFFIC -8.9%

139
MARKETS
SALES ▲

73%

51
MARKETS
SALES ▼

27%

3.0%
YEAR/YEAR JOB GROWTH*

MANAGEMENT
TURNOVER*

HOURLY
TURNOVER*

3.9%
DECEMBER



Q1 '15
ROLL 12

JAN
YTD



Q1 '15
ROLL 12

JAN
YTD

*People Report, Human Capital Intelligence, January, 2015 Release

White Box Social Intelligence

Restaurant Guest Satisfaction Index

26,557 Units analyzed

FOOD

SERVICE

INTENT TO RETURN

POSITIVE
MENTIONS

33.5%

32.6%

46.4%

+/- LAST
MONTH

▲ 11.0%

▼ -1.4%

▼ -14.1%

TOP SEGMENT

QSR

Family Dining

QSR

