

Restaurant Industry  
Snapshot™  
November, 2015

0.5%  
COMP SALES

-1.7%  
COMP TRAFFIC

0.6%  
ROLLING 3 MONTHS

-1.9%  
ROLLING 3 MONTHS

2.0%  
PER PERSON AVERAGE/PTA

FOOD  
COMP SALES

ALCOHOL  
COMP SALES

2.4%  
ROLLING 3 MONTHS



NOV



ROLLING 3  
MONTHS



NOV



ROLLING 3  
MONTHS

California  
BEST REGION

Southwest  
WORST REGION

SALES 2.9%  
TRAFFIC -0.2%

SALES -3.3%  
TRAFFIC -4.6%

103  
MARKETS  
SALES ▲

53%

90  
MARKETS  
SALES ▼

47%

3.9%  
YEAR/YEAR JOB GROWTH\*

4.8%  
SEPTEMBER

MANAGEMENT  
TURNOVER\*



Q4 '15  
ROLL 12



OCT  
YTD

HOURLY  
TURNOVER\*



Q4 '15  
ROLL 12



OCT  
YTD

\*People Report, Human Capital Intelligence, October, 2015 Release

White Box Social Intelligence  
Restaurant Guest Satisfaction Index

79,041 Units analyzed

FOOD

SERVICE

INTENT TO RETURN

POSITIVE  
MENTIONS

31.34%

21.4%

44.4%

+/- LAST  
MONTH

▲ 2.3%

▲ 1.24%

▲ 6.64%

TOP SEGMENT

Fine Dining

Fine Dining

Fine Dining

