



Restaurant Industry Snapshot™

February, 2016

0.4%
COMP SALES

-1.3%
COMP TRAFFIC

0.1%
ROLLING 3 MONTHS

-2.1%
ROLLING 3 MONTHS

1.8%
PER PERSON AVERAGE/PTA

FOOD
COMP SALES

ALCOHOL
COMP SALES

2.2%
ROLLING 3 MONTHS



FEB



ROLLING 3
MONTHS



FEB



ROLLING 3
MONTHS

New England
BEST REGION

Florida
WORST REGION

SALES 5.4%
TRAFFIC 3.9%

SALES -2.6%
TRAFFIC -4.3%

95

MARKETS
SALES ▲

49%

98

MARKETS
SALES ▼

51%

4.0%
YEAR/YEAR JOB GROWTH*

4.2%
DECEMBER

MANAGEMENT
TURNOVER*



Q1 '16
ROLL 12



JAN
YTD

HOURLY
TURNOVER*



Q1 '16
ROLL 12



JAN
YTD

*People Report, Human Capital Intelligence, January, 2016 Release

White Box Social Intelligence

Restaurant Guest Satisfaction Index

82,165 Units analyzed

FOOD

SERVICE

INTENT TO RETURN

POSITIVE
MENTIONS

30.3%

23.34%

45.9%

+/- LAST MONTH

▲ 0.1%

▼ -0.94%

▼ -2.05%

TOP SEGMENT

Fine Dining

Fine Dining

Fine Dining

11.7 MM
NUMBER OF
MENTIONS

Food
71.3%

Intent to
Return
9.9%

Service
18.8%

