2013 Restaurant Industry

POCKET FACTBOOK

2013 Industry Sales Projection: $660.5 Billion

America's Restaurants:

SMALL BUSINESSES WITH A LARGE IMPACT ON OUR NATION'S ECONOMY

Restaurant-industry sales are projected to total $660.5 billion in 2013 and equal 4% of the U.S. gross domestic product.

Restaurant-industry job growth outpaced the overall economy in 13 consecutive years, from 2000 to 2012.

The restaurant industry is projected to employ 13.1 million people in 2013, or nearly 10% of the U.S. workforce.

The restaurant industry is expected to add 1.3 million jobs over the next decade, with employment reaching 14.4 million by 2023.

93% of eating-and-drinking place businesses have fewer than 50 employees.

More than seven out of 10 eating-and-drinking place establishments are single-unit operations.

Average unit sales in 2010 were $849,000 at fullservice restaurants and $753,000 at quickservice restaurants.

CORNERSTONES OF CAREER AND ENTREPRENEURIAL OPPORTUNITIES

One-half of all adults have worked in the restaurant industry at some point during their lives, and one out of three adults got their first job experience in a restaurant.

80% of restaurant owners said their first job in the restaurant industry was an entry-level position.

59% of first-line supervisors/managers of food preparation and service workers in 2011 were women, 18% were black or African-American and 15% were of Hispanic origin.

Restaurants employ more minority managers than any other industry.

The number of black or African-American-owned restaurant businesses jumped 188% between 1997 and 2007, while the number of Hispanic-owned restaurant businesses increased 80% between 1997 and 2007, while the number of Asian-owned restaurant businesses grew 60%.

AN ESSENTIAL PART OF DAILY LIFE

93% of adults said they enjoy going to restaurants.

45% of adults said restaurants are an essential part of their lifestyle.

68% of adults said their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen.

79% of adults said going out to a restaurant with family or friends gives them an opportunity to socialize and is a better way for them to make use of their leisure time rather than cooking and cleaning up.

RESTAURANTS BY THE NUMBERS

$1.8 Billion Restaurant-industry sales on a typical day in 2013.

86% Percent of adults who said there are more healthy options at restaurants than there were two years ago.

34% Percent of adults who said they have used the Internet to search for nutritional information about restaurant food.

44% Percent of adults who said they would be likely to use a self-service ordering terminal if it was offered by a quickservice restaurant.

66% Percent of adults who said they are more likely to patronize a restaurant that offers a customer loyalty and reward program.

79% Percent of adults who said they would like to receive a restaurant gift card or gift certificate on gift occasions.

$2,620 Average household expenditure for food away from home in 2011.


79% Percent of adults who said they would consider dining out more often if menu prices were lower during off-peak times.

40% Percent of adults who said they would be likely to utilize a smartphone application if it was offered by a quickservice restaurant.

71% Percent of adults who said they are more likely to visit a restaurant that offers locally-produced food items.

32% Percent of adults who said they would likely use a mobile or wireless payment option if it was offered by a fullservice restaurant.

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