

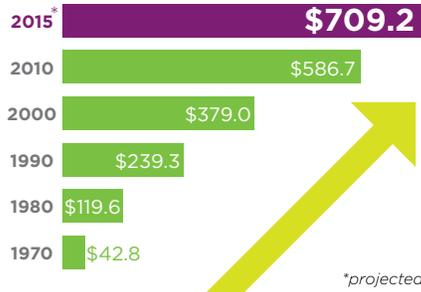
2015 Restaurant Industry

POCKET FACTBOOK



Locations 1 million

Restaurant Industry Sales (In Billions of Current Dollars)



2015 Industry Sales Projection: **\$709.2 Billion** 2015 Sales (Billion \$)

Category	2015 Sales (Billion \$)
Commercial	\$648.0
Eating places	471.1
Bars and taverns	20.6
Managed services	49.5
Lodging places	36.7
Retail, vending, recreation, mobile	70.2
Noncommercial restaurant services	58.5
Military restaurant sales	2.7

Restaurant Industry's Share of the Food Dollar



America's Restaurants:

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

- ▶ Restaurant industry sales are projected to total **\$709.2 billion** in 2015 and equal 4 percent of the U.S. gross domestic product.
- ▶ Restaurant industry job growth is projected to outpace the overall economy for the **16th consecutive year** in 2015.
- ▶ The restaurant industry is projected to employ **14 million** people in 2015 — about **one in 10** working Americans.
- ▶ The restaurant industry is expected to add **1.7 million** jobs over the next decade, with employment reaching **15.7 million** by 2025.
- ▶ **More than nine in 10** restaurants have fewer than 50 employees.
- ▶ **More than seven in 10** restaurants are single-unit operations.
- ▶ Sales per full-time-equivalent employee at eating and drinking places in 2013 were **\$83,561**.
- ▶ Average unit sales in 2012 were **\$875,000** at fullservice restaurants and **\$803,000** at quickservice restaurants.

CORNERSTONES OF CAREER AND ENTREPRENEURIAL OPPORTUNITIES

- ▶ **Half** of all adults have worked in the restaurant industry at some point during their lives, and one in three got their first job experience in a restaurant.
- ▶ **Eight in 10** restaurant owners say their first job in the restaurant industry was an entry-level position.
- ▶ **Nine in 10** restaurant managers started in entry-level positions.
- ▶ **Nine in 10** restaurant employees say they are proud to work in the restaurant industry.
- ▶ **Seven in 10** restaurant workers say they plan to work in the restaurant industry until they retire.
- ▶ **Eight in 10** restaurant employees believe the restaurant industry is a place where people of all backgrounds can open their own business.
- ▶ **58%** of first-line supervisors/managers of food preparation and service workers in 2013 were women, **13%** were black or African-American and **19%** were of Hispanic origin.

AN ESSENTIAL PART OF DAILY LIFE

- ▶ **Nine in 10** consumers say they enjoy going to restaurants.
- ▶ **Half** of consumers say restaurants are an essential part of their lifestyle.
- ▶ **Seven in 10** consumers say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- ▶ **Eight in 10** consumers say dining out with family and friends is a better use of their leisure time than cooking and cleaning up.

CONSUMER TRENDS BY THE NUMBERS

- ▶ **64%** Consumers who are more adventurous in their restaurant food choices than they were two years ago.
- ▶ **69%** Consumers who are more likely to visit a restaurant that offers locally produced food items.
- ▶ **60%** Consumers who are likely to choose a restaurant that offers items grown or raised in an eco-friendly way.
- ▶ **76%** Consumers who are more likely to visit a restaurant that offers healthful options.
- ▶ **69%** Consumers who are more likely to eat ethnic cuisine in a restaurant than cook it at home.
- ▶ **79%** Consumers who say restaurant technology increases convenience.
- ▶ **34%** Consumers who say technology makes them dine out or order takeout or delivery more often.
- ▶ **37%** Consumers who say technology makes restaurant visits and ordering more complicated.
- ▶ **70%** Smartphone users who view restaurant menus on their phones at least a few times per year.
- ▶ **32%** Smartphone users who are willing to use an app to pay for meals instead of using cash or cards.
- ▶ **95%** Consumers who say good service is a key attribute for choosing a tableservice restaurant.
- ▶ **72%** Consumers who say ease of parking is a key attribute for choosing a limited-service restaurant.