



2009 Restaurant Industry
POCKET FACTBOOK

Sales	\$566 Billion
Locations	945,000
Employees	13 million
Restaurant-Industry Share of the Food Dollar	48%

Industry Sales Projection, 2009:
\$566 Billion

	2009 Sales (Billion \$)
Commercial	\$516.0
Eating Places	377.9
Bars and Taverns	17.1
Managed Services	40.1
Lodging Place Restaurants	27.9
Retail, Vending, Recreation, Mobile	52.9
Other	449.9

Restaurants — An Essential Part of Daily Life

- Restaurants will provide more than 70 billion meal and snack occasions in 2009.
- On a typical day in America in 2009, more than 130 million individuals will be foodservice patrons.
- 68% of adults said their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen.

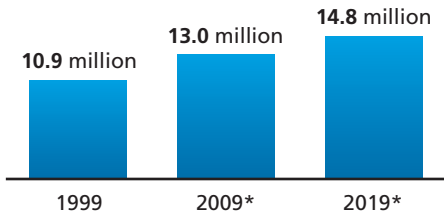
Restaurants — Cornerstone of Career Opportunities

- The restaurant industry employs an estimated 13 million people, or 9% of the U.S. workforce.
- The restaurant industry is expected to add 1.8 million jobs over the next decade, with employment reaching 14.8 million by 2019.
- Nearly half of all adults have worked in the restaurant industry at some point during their lives, and more than one out of four adults got their first job experience in a restaurant.
- Eating-and-drinking places are extremely labor intensive — sales per full-time-equivalent employee were \$73,436 in 2007, which is much lower than most other industries.
- One-quarter of eating-and-drinking-place firms are owned by women, 15% by Asians, 8% by Hispanics and 4% by African-Americans.
- Eating-and-drinking places employ more minority managers than any other industry.
- Fifty-seven percent of first-line supervisors/managers of food preparation and service workers in 2007 were women, 16% were of Hispanic origin and 14% were African-American.

Restaurants — Small Businesses with a Large Impact on Our Nation's Economy

- Restaurant-industry sales are forecast to advance 2.5% in 2009 and equal 4% of the U.S. gross domestic product.
- The overall economic impact of the restaurant industry is expected to exceed \$1.5 trillion in 2009.
- Every dollar spent by consumers in restaurants generates an additional \$2.02 spent in our nation's economy.
- Each additional dollar spent in restaurants generates an additional \$0.82 in household earnings throughout the economy.
- Every additional million dollars in restaurant sales generates an additional 33 jobs for the economy.
- Eating-and-drinking places are mostly small businesses — with 91% having fewer than 50 employees.
- More than seven out of 10 eating-and-drinking-place establishments are single-unit operations.
- Average unit sales in 2006 were \$867,000 at fullservice restaurants and \$715,000 at limited-service restaurants.

Total Restaurant Industry Employment



* projected

Restaurant Industry Share of the Food Dollar



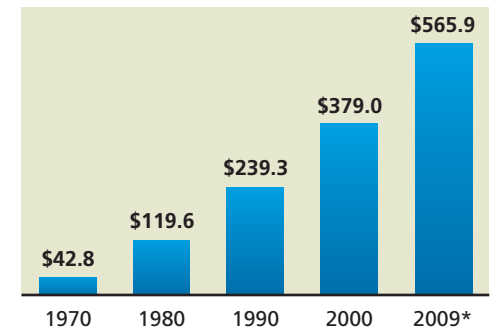
Restaurants by the Numbers

- \$1.5 Billion** Restaurant-industry sales on a typical day in 2009
- 69%** Percent of adults who said purchasing meals from restaurants, take-out and delivery places makes it easier for families with children to manage their day-to-day lives.
- 52%** Percent of adults who said they are likely to make a restaurant choice based on how much a restaurant supports charitable activities and the local community.
- 27%** Percent of adults who said that when it comes to choosing a restaurant, they are paying more attention to coupons and value specials than they were two years ago.
- 60%** Percent of quickservice customers who said they would patronize quickservice restaurants more frequently if the restaurant offered discounts for dining at off-peak times of the day.
- 27%** Percent of adults who said they have used the Internet to search for nutrition information about restaurant food.

- 70%** Percent of adults who said they are more likely to visit a restaurant that offers locally produced food items.
- 75%** Percent of fullservice customers who said they would patronize fullservice restaurants more frequently if they offered discounts for dining on less busy days of the week.
- 51%** Percent of fullservice customers who said they would be likely to utilize an option of delivery directly to their home or office if offered by a fullservice restaurant.
- 60%** Percent of adults who said they are more likely to visit a restaurant that offers food that was grown or raised in an organic or environmentally-friendly way.
- 76%** Percent of adults who said they are trying to eat healthier now at restaurants than they did two years ago.
- 88%** Percent of fullservice customers who said there are more healthy options available at sit-down tableservice restaurants than there were two years ago.

Restaurant Sales Since 1970

Food-and-Drink Sales
 (Billions of Current Dollars)



* projected

National Restaurant Association
 1200 17th Street NW, Washington, DC 20036
 (202) 331-5900
 E-mail: askus@restaurant.org
 www.restaurant.org