

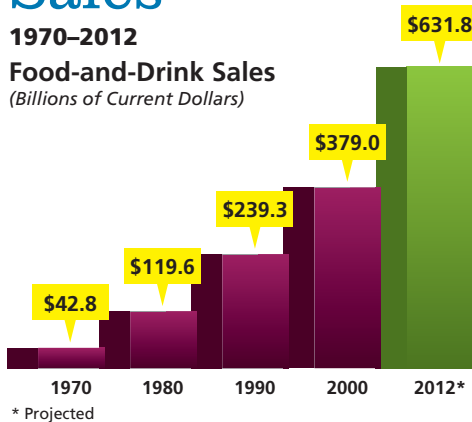
Restaurants by the Numbers

- **\$1.7 Billion** Restaurant-industry sales on a typical day in 2012.
- **57** Percent of adults who said they would be likely to utilize an option of delivery directly to their home or office if offered by a fullservice restaurant.
- **41** Percent of adults who said they would be likely to utilize a self-service ordering terminal if it was offered by a quickservice restaurant.
- **28** Percent of adults who said they are likely to choose a restaurant they haven't been to before based on information on social media such as Facebook or Twitter.
- **57** Percent of adults who said they are more likely to patronize a restaurant that offers a customer loyalty and reward program.
- **36** Percent of adults who said they have used the Internet to search for nutritional information about restaurant food.
- **\$2,505** Average household expenditure for food away from home in 2010.
- **\$81,687** Sales per full-time-equivalent non-supervisory employee at eating-and-drinking places in 2010.
- **52** Percent of adults who said they would be likely to utilize an electronic payment system at their table if it was offered by a fullservice restaurant.
- **38** Percent of adults who said they would be likely to utilize a smartphone application if it was offered by a quickservice restaurant.
- **77** Percent of adults who agree that going out to a restaurant with family and/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.
- **72** Percent of adults who said they are more likely to visit a restaurant that offers locally-produced food items.

Restaurant Sales

1970-2012

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



Thank you to our National Restaurant Association 2012 Restaurant Industry Pocket Factbook Sponsor



2012 RESTAURANT INDUSTRY

Pocket Factbook

Sales **\$632 billion**

Locations **970,000**

Employees **12.9 million**

Restaurant-industry share of the food dollar **48%**

www.restaurant.org

2012
Industry Sales
Projection

\$632
billion

2012 Sales
(billion \$)

| | |
|-------------------------------------|----------|
| Commercial | \$ 575.1 |
| Eating places | 419.2 |
| Bars and taverns | 18.9 |
| Managed services | 44.4 |
| Lodging place restaurants | 31.4 |
| Retail, vending, recreation, mobile | 61.2 |
| Other | \$ 56.7 |

Restaurants An Essential Part of Daily Life

- 92% of adults said they enjoy going to restaurants.
- 41% of adults said restaurants are an essential part of their lifestyle.
- 66% of adults said their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen.
- 84% of adults said going out to a restaurant is a nice break from the monotony of daily life.

Restaurants

Small Businesses with a Large Impact on our Nation's Economy

- Restaurant-industry sales are projected to total \$632 billion in 2012 and equal 4 percent of the U.S. gross domestic product.
- Restaurant-industry job growth outpaced the overall economy in 12 consecutive years, from 2000 to 2011.
- The restaurant industry is projected to employ 12.9 million people in 2012, or nearly 10 percent of the U.S. workforce.
- The restaurant industry is expected to add 1.4 million jobs over the next decade, with employment reaching 14.3 million by 2022.
- 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 2009 were \$837,000 at fullservice restaurants and \$738,000 at quickservice restaurants.

Restaurants

Cornerstone of Career Opportunities 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.
- 57% of first-line supervisors/managers of food preparation and service workers in 2010 were women, 15% were of Hispanic origin and 15% were black or African-American.
- Restaurants employ more minority managers than any other industry.
- The number of black or African-American-owned restaurant businesses jumped 188 percent between 1997 and 2007, compared to a 36 percent increase for all restaurant businesses.
- The number of Hispanic-owned restaurant businesses increased 80 percent between 1997 and 2007, while the number of Asian-owned restaurant businesses grew 60 percent.
- The number of women-owned restaurant businesses rose 50 percent between 1997 and 2007.

Restaurant Industry Share of the Food Dollar



1955



Present

Total Restaurant Industry Employment

