2016 Restaurant Industry POCKET FACTBOOK

RESTAURANT INDUSTRY SALES ($B)

**2016 Industry Sales Projection**

<table>
<thead>
<tr>
<th>Service</th>
<th>2016</th>
<th>2026*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Restaurant Services</td>
<td>$720.4</td>
<td>$782.7</td>
</tr>
<tr>
<td>Eating Places</td>
<td>$536.2</td>
<td></td>
</tr>
<tr>
<td>Bars and Taverns</td>
<td>$19.9</td>
<td></td>
</tr>
<tr>
<td>Managed Services</td>
<td>$50.9</td>
<td></td>
</tr>
<tr>
<td>Lodging Places</td>
<td>$39.0</td>
<td></td>
</tr>
<tr>
<td>Retail, Vending, Recreation, Mobile</td>
<td>$74.4</td>
<td></td>
</tr>
<tr>
<td>Noncommercial Restaurant Services</td>
<td>$59.6</td>
<td></td>
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<tr>
<td>Military Restaurant Services</td>
<td>$2.6</td>
<td></td>
</tr>
</tbody>
</table>

**OPPORTUNITY**

- Half of all adults have worked in the restaurant industry at some point during their lives.
- 1 in 3 Americans got their first job experience in a restaurant.
- 8 in 10 restaurant owners say their first job in the restaurant industry was an entry-level position.
- 9 in 10 restaurant managers started in entry-level positions.
- 56% of first-line supervisors/managers of food preparation and service workers in 2014 were women, 15% were black or African-American and 21% were of Hispanic origin.
- The number of women-owned restaurant businesses increased 40% between 2007 and 2012 — well above the 12% increase in all restaurant businesses.
- The number of Hispanic-owned restaurant businesses jumped 51% between 2007 and 2012. Black- or African-American-owned restaurants increased 49%.

**CONSUMERS**

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

**ECONOMIC IMPACT**

- Restaurant-industry sales are projected to total $782.7 billion in 2016 and equal 4% of the U.S. gross domestic product.
- The restaurant industry is projected to employ 14.4 million people in 2016 — about one in 10 working Americans.
- The restaurant industry is expected to add 1.7 million jobs over the next decade, with employment reaching 16.1 million by 2026.
- More than 9 in 10 restaurants have fewer than 50 employees.
- More than 7 in 10 restaurants are single-unit operations.
- Sales per full-time-equivalent employee at eating and drinking places in 2015 were $76,777.
- Average unit sales in 2013 were $966,000 at fullservice restaurants and $834,000 at quickservice restaurants.

**CONSUMER TRENDS BY THE NUMBERS**

- 66% Consumers who eat a wider variety of ethnic cuisines now than they did five years ago.
- 68% Consumers who are more likely to visit a restaurant that offers locally produced food items.
- 60% Consumers who are more likely to choose a restaurant that offers eco-friendly food.
- 70% Consumers who order more healthful options at restaurants than they did two years ago.
- 80% Consumers who eat at least one international cuisine per month.
- 72% Consumers who say restaurant technology increases convenience.
- 37% Consumers who say technology makes them dine out or order takeout or delivery more often.
- 42% Consumers who say technology makes restaurant visits and ordering more complicated.
- 75% Smartphone users who view restaurant menus on their phones at least a few times per year.
- 39% Smartphone users who would pay restaurant and bar tabs via smartphone app if offered.
- 61% Consumers who would be likely to order delivery from a tableservice restaurant if offered.
- 31% Consumers who would be receptive to text message marketing from a limited-service restaurant.