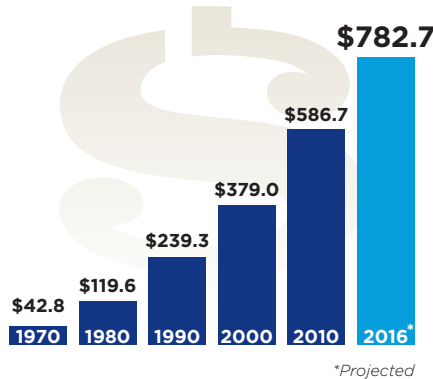


# 2016 Restaurant Industry POCKET FACTBOOK

## RESTAURANT INDUSTRY SALES (\$B)

### 2016 Industry Sales Projection

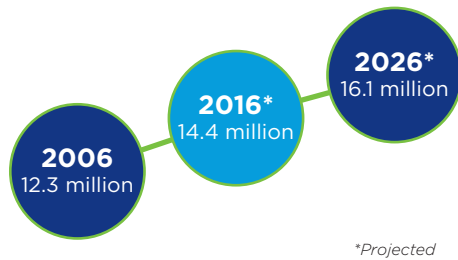
<b>Commercial Restaurant Services</b>	<b>\$720.4</b>
Eating Places	\$536.2
Bars and Taverns	\$19.9
Managed Services	\$50.9
Lodging Places	\$39.0
Retail, Vending, Recreation, Mobile	\$74.4
<b>Noncommercial Restaurant Services</b>	<b>\$59.6</b>
<b>Military Restaurant Services</b>	<b>\$2.6</b>



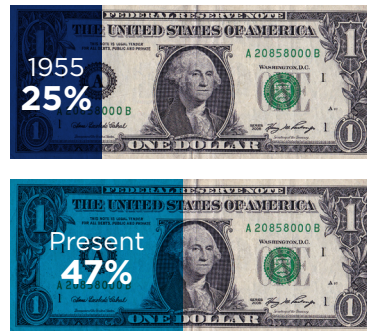
## OPPORTUNITY

- **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%.

## RESTAURANT INDUSTRY EMPLOYMENT



## RESTAURANT INDUSTRY SHARE OF THE FOOD \$



**LOCATIONS:** 1 million+

## 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.

## CONSUMER TRENDS BY THE NUMBERS

**66%** Consumers who eat a wider variety of ethnic cuisines now than they did five years ago.

**80%** Consumers who eat at least one international cuisine per month.

**75%** Smartphone users who view restaurant menus on their phones at least a few times per year.

**68%** Consumers who are more likely to visit a restaurant that offers locally produced food items.

**72%** Consumers who say restaurant technology increases convenience.

**39%** Smartphone users who would pay restaurant and bar tabs via smartphone app if offered.

**60%** Consumers who are more likely to choose a restaurant that offers eco-friendly food.

**37%** Consumers who say technology makes them dine out or order takeout or delivery more often.

**61%** Consumers who would be likely to order delivery from a tableservice restaurant if offered.

**70%** Consumers who order more healthful options at restaurants than they did two years ago.

**42%** Consumers who say technology makes restaurant visits and ordering more complicated.

**31%** Consumers who would be receptive to text message marketing from a limited-service restaurant.

## 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.