CONSUMER TRENDS BY THE NUMBERS

40% Consumers who say diet-specific food options would make them choose one restaurant over another.

56% Consumers who say their primary reason for preferring locally sourced food is that it supports farms and producers in their communities.

54% Consumers who say they would order breakfast items more often if restaurants offered them all day.

60% Consumers who say availability of environmentally friendly food would make them choose one restaurant over another.

63% Millennials who eat a wider variety of ethnic cuisines now than they did two years ago.

80% Millennials who have used free Wi-Fi in a restaurant in the last year.

20% Consumers who say they would rather use technology than interact with restaurant staff.

49% Consumers who would buy meal kits to prepare at home if their favorite restaurant offered them.

34% Smartphone users who have used their phone to pay for a restaurant meal.

42% Consumers who say the ability to order online would make them choose one restaurant over another.

45% Consumers who say technology makes restaurant visits and ordering more complicated.

30% Consumers who say they would rather use technology than interact with restaurant staff.

56% Consumers who say their primary reason for preferring locally sourced food is that it supports farms and producers in their communities.

30% Consumers who say technology makes them dine out or order takeout or delivery more often.

2017 Restaurant Industry Pocket FactBook

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.

• The number of women-owned restaurant businesses increased 40 percent between 2007 and 2012 – well above the 12 percent increase in all restaurant businesses.

• The number of Hispanic-owned restaurant businesses jumped 51 percent between 2007 and 2012, while black- or African-American-owned restaurants increased 49 percent.

CONSUMERS

• 9 in 10 consumers say they enjoy going to restaurants.

• 2 in 5 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 $798.7 billion in 2017 and equal 4 percent of the U.S. gross domestic product.

• The restaurant industry is projected to employ 14.7 million people in 2017 – about one in 10 working Americans.

• The restaurant industry is expected to add 1.6 million jobs over the next decade, with employment reaching 16.3 million by 2027.

• 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 2016 were $79,400.

• Average unit sales in 2014 were $992,000 at fullservice restaurants and $861,000 at quickservice restaurants.