2014 Restaurant Industry

POCKET FACTBOOK

Restaurant Industry Sales (In Billions of Current Dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (Billion $)</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>$683.4</td>
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<tr>
<td>2010</td>
<td>$586.7</td>
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<tr>
<td>2000</td>
<td>$379.0</td>
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<tr>
<td>1990</td>
<td>$239.3</td>
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<tr>
<td>1980</td>
<td>$119.6</td>
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<td>1970</td>
<td>$42.8</td>
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CONSUMER TRENDS BY THE NUMBERS

- 72% Consumers who would consider dining out more often if menu prices were lower during off-peak times.
- 58% Consumers who are likely to make a restaurant choice based on its environmental sustainability efforts.
- 64% Consumers who are more likely to visit a restaurant that offers locally-produced food items.
- 81% Consumers who say there are more healthy options at restaurants than there were two years ago.
- 72% Consumers who are more likely to visit a restaurant that offers healthful options.
- 43% Consumers who would use a touch-screen ordering kiosk if available.
- 44% Consumers who would use a smartphone to look up nutrition information for restaurant food if available.
- 43% Consumers who have placed a restaurant takeout or delivery order online.
- 47% Consumers who would use an electronic payment system at the table if available.
- 87% Consumers who say good service is a key attribute for choosing a restaurant.
- 33% Consumers who factor in information from peer-review websites when choosing a restaurant.
- 65% Consumers who say ease of parking is a key attribute for choosing a limited-service restaurant.

America’s Restaurants:

SMALL BUSINESSES WITH A LARGE IMPACT ON OUR NATION’S ECONOMY

- Restaurant-industry sales are projected to total $683.4 billion in 2014 and equal 4 percent of the U.S. gross domestic product.
- Restaurant-industry job growth is projected to outpace the overall economy for the 15th consecutive year in 2014.
- The restaurant industry is projected to employ 13.5 million people in 2014 — about one in 10 working Americans.
- The restaurant industry is expected to add 1.3 million jobs over the next decade, with employment reaching 14.8 million by 2024.
- More than nine in 10 eating-and-drinking place businesses have fewer than 50 employees.
- More than seven in 10 eating-and-drinking places are single-unit operations.
- $72,880 Sales per full-time-equivalent employee at eating-and-drinking places in 2012.
- Average unit sales in 2011 were $874,000 at fullservice restaurants and $777,000 at quickservice restaurants.

CORNERSTONES OF CAREER 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 got their first job experience in a restaurant.
- Eight in 10 restaurant owners say their first job in the restaurant industry was an entry-level position.
- Nine in 10 salaried restaurant employees started as hourly workers.
- 59% of first-line supervisors/managers of food preparation and service workers in 2012 were women, 14% were black or African-American and 17% were of Hispanic origin.
- Restaurants employ more minority managers than any other industry.
- The number of black or African-American-owned restaurant businesses jumped 188% between 1997 and 2007, compared to a 36% increase for all restaurant businesses.
- The number of Hispanic-owned restaurant businesses increased 80% between 1997 and 2007, while the number of Asian-owned restaurant businesses grew 60%.
- The number of women-owned restaurant businesses rose 50% between 1997 and 2007.

AN ESSENTIAL PART OF DAILY LIFE

- Nine in 10 consumers say they enjoy going to restaurants.
- Two in five consumers say restaurants are an essential part of their lifestyle.
- Seven in 10 consumers say their favorite restaurant foods provide flavors that can’t easily be duplicated at home.
- Three-quarters of consumers say going to a restaurant with family and friends is a better use of their leisure time than cooking and cleaning up.

Visit Restaurant.org/Forecast to view the 2014 Restaurant Industry Forecast video.