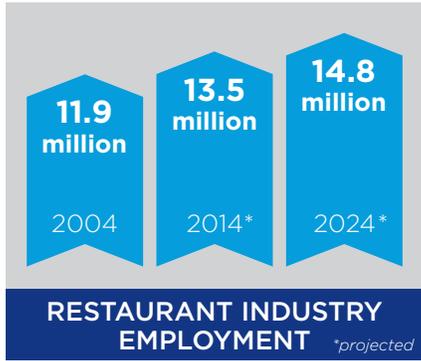


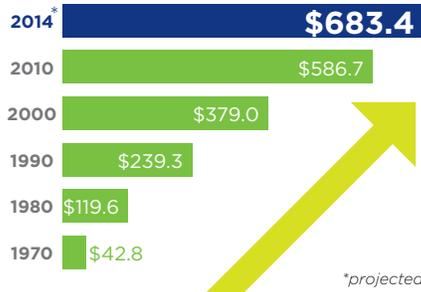
# 2014 Restaurant Industry

# POCKET FACTBOOK



**Locations** 990,000

## Restaurant Industry Sales (In Billions of Current Dollars)



2014 Industry Sales Projection: **\$683.4 Billion** 2014 Sales (Billion \$)

Category	2014 Sales (Billion \$)
<b>Commercial</b>	<b>\$624.3</b>
Eating Places	455.9
Bars and Taverns	20.0
Managed Services	47.1
Lodging Place Restaurants	34.8
Retail, Vending, Recreation, Mobile	66.4
<b>Noncommercial Restaurant Services</b>	<b>56.6</b>
<b>Military Restaurant Sales</b>	<b>2.5</b>



## 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.

## 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.

▶ Visit [Restaurant.org/Forecast](http://Restaurant.org/Forecast) to view the 2014 Restaurant Industry Forecast video