Restaurant Operations Survey – 2025

Survey Instructions

For the entire survey, please provide information for a single restaurant location. If you are a restaurant operator with multiple restaurants in your organization, please consider completing a separate survey for each location.

Please be assured that all information provided is anonymous and strictly confidential. It will only be used to compile totals for the report.

All survey respondents will receive a free electronic copy of the 2025 Restaurant Operations Data Abstract. Please include your email address to receive a copy of the report.

Please submit a completed survey by May 31. **It can be faxed to 202-973-5379 or emailed to survey@restaurant.org**

If you have questions about the survey, please email Bruce Grindy at bgrindy@restaurant.org

General/Demographic Information

1. **In what state is this restaurant located?** _____

2. **In what zip code is this restaurant located?** _____

3. **Which segment best describes the restaurant for which you are completing this survey?**
   - ❑ Family dining fullservice restaurant
   - ❑ Casual dining fullservice restaurant
   - ❑ Fine dining fullservice restaurant
   - ❑ Quickservice restaurant
   - ❑ Fast-casual restaurant
   - ❑ Coffee or snack (e.g., coffee, donut or ice cream shop)
   - ❑ Other (please specify) _____

4. **Which of the following best describes the restaurant for which you are completing this survey?**
   - ❑ Single-unit independent
   - ❑ Multi-unit independent
   - ❑ Single-unit franchisee
   - ❑ Multi-unit franchisee
   - ❑ Corporate-owned chain restaurant

5. **Which of the following best describes this restaurant's legal form of organization?**
   - ❑ Individual proprietorship
   - ❑ Partnership
   - ❑ S-corporation
   - ❑ C-corporation
   - ❑ Other (please specify) _____

6. **How many years has this restaurant been in business?**
   - ❑ Less than 3 years
   - ❑ 3 to 9 years
   - ❑ 10 to 19 years
   - ❑ 20 years or more

7. **Which of the following best describes the community in which this restaurant is located?**
   - ❑ Urban area / city center
   - ❑ Suburban area
   - ❑ Small community / rural area

8. **What is the average guest check per person at this restaurant (Average across all meals, excluding taxes and tips)? $_____**

9. **What is the total number of indoor seats within this restaurant?** _____ seats

10. **What is the total indoor square footage of this restaurant (including preparation and storage)?** _____ square feet

11. **Which of the following best describes the type of building in which this restaurant is located (or attached to)?**
    - ❑ Sole occupant of a building
    - ❑ Commercial building
    - ❑ Hotel
    - ❑ Shopping center or mall
    - ❑ Airport or other transportation center
    - ❑ Other (please specify) _____

12. **Is the building in which this restaurant is located owned or leased?**
    - ❑ Owned
    - ❑ Leased

13. **Is the land on which this restaurant is located owned or leased?**
    - ❑ Owned
    - ❑ Leased

14. **Does this restaurant serve alcoholic beverages?**
    - ❑ Yes [continue to 15]
    - ❑ No [skip to 17]

15. **Which of the following alcoholic beverages does this restaurant offer? (please select all that apply)**
    - ❑ Cocktails / distilled spirits
    - ❑ Beer
    - ❑ Wine

16. **Does this restaurant currently offer the option of including alcoholic beverages with takeout or delivery orders?**
    - ❑ Yes
    - ❑ No

17. **Does this restaurant currently offer delivery?**
    - ❑ Yes [continue to 18]
    - ❑ No [skip to 19]

18. **Which of the following describes this restaurant's delivery service? (please select one answer)**
    - ❑ It ONLY uses a third-party provider
    - ❑ It ONLY runs its own delivery service
    - ❑ It uses BOTH a third-party provider AND its own delivery service

19. **In 2024, what percent of this restaurant's <u>total sales</u> were from on-premises and off-premises customers?**

    On-premises customers: _____ %

    Off-premises customers: _____ %

20. **In 2024, did your restaurant company make any of the following charitable contributions? (select all that apply)**
    - ❑ Make cash contribution to individuals or charitable organizations
    - ❑ Donate food to individuals or charitable organizations
    - ❑ Donate space to individuals or charitable organizations
    - ❑ Make in-kind contributions to individuals or charitable organizations
    - ❑ Allow staff to volunteer on company time

Employee Information

21. **What is the average number of employees that work at this restaurant during a typical week in each of the following categories?**

    Salaried: _____

    Hourly (35 hours or more): _____

    Hourly (20 to 34 hours): _____

    Hourly (less than 20 hours): _____

22. **Please estimate the number of W-2s that this restaurant sent this year for the following employee categories.**

    Salaried employees: _____

    Hourly employees: _____

23. **Does this restaurant currently offer the following benefits to <u>any</u> of its employees? (please select all that apply)**
    - ❑ Paid vacation
    - ❑ Paid sick leave
    - ❑ Health insurance (where employer pays at least part of the coverage)

24. **Does this restaurant currently employ bartenders or servers (waiters or waitresses) that earn tips?**
    - ❑ Yes [continue to 25]
    - ❑ No [skip to 31]

25. **How many bartenders are employed at this restaurant? _____**

26. **How many servers are employed at this restaurant?**

    _____

27. **On average, how many hours does each server work during a typical week? _____**

28. **Are any of this restaurant's servers paid an hourly wage that is less than your state's regular minimum wage? In other words, does this restaurant utilize the tip credit?**
    - ❑ Yes
    - ❑ No
    - ❑ Tip credit is not available in this state

29. **Please estimate the average HOURLY TIPS that this restaurant's servers currently earn in a typical hour.**

    $_____

30. **What is the average HOURLY WAGE (excluding tips) that this restaurant currently pays its servers?**

    $_____

31. **On average, how many <u>total</u> overtime hours are worked by this restaurant's hourly employees during a typical week? _____**

32. **Please provide your email address if you would like to receive a free electronic copy of the 2025 Restaurant Operations Data Abstract.**

    _____

PLEASE CONTINUE TO THE STATEMENT OF INCOME AND EXPENSE SECTION ON PAGE 3

Statement of Income and Expense

For this entire section, please provide information for a single restaurant location.
Please be assured that all information provided is anonymous and strictly confidential.

Please completely fill out all financial data for fiscal year 2024 (or most recent 12-month period available). Enter '0' where appropriate. For a guide to the terminology in this section, please see the Explanation of Terms on page 4.

SALES

Please enter your sales for each category (enter '0' where appropriate):

Food & beverage (non-alcoholic): $_____

Beverage (alcoholic): $_____

Total sales: $_____

COST OF SALES

Please enter your cost of sales for each category (enter '0' where appropriate):

Food & beverage (non-alcoholic): $_____

Beverage (alcoholic): $_____

Total cost of sales: $_____

OPERATING EXPENSES

Please enter your operating expenses for each category (enter '0' where appropriate):

Salaries, wages & employee benefits: $_____

Direct operating expenses: $_____

Music & entertainment: $_____

Marketing: $_____

Utility services: $_____

Restaurant occupancy costs: $_____

Repairs & maintenance: $_____

Depreciation & amortization: $_____

Other expense/(income): $_____

General & administrative expenses: $_____

Corporate overhead: $_____

Total operating expenses: $_____

CREDIT CARD PROCESSING FEES

Credit card processing is included in the 'General & administrative expenses' category.

If available, what is the total amount that this restaurant spent on credit and debit card processing fees in 2024?

$_____

NON-OPERATING EXPENSES

Please enter your non-operating expenses for each category (enter '0' where appropriate):

Interest expense: $_____

Other expenses (non-operating): $_____

INCOME BEFORE INCOME TAXES

Please enter your 'profit' as a positive number and 'loss' as a negative number:

Pretax profit or loss: $_____

Explanation of Terms

Food sales

This category includes revenue derived from the sale of food in the restaurant. Food sales also include nonalcoholic beverages – coffee, tea, milk, fruit juice, bottled water and soft drinks – which usually are served as part of a meal.

Beverage (alcoholic) sales

This category includes revenue from the sale of alcoholic beverages, including wine, spirits and beer. It does not include nonalcoholic beverages, which are considered part of food sales.

Cost of sales

Included in this category is the combined cost of food and beverage products, as well as paper products in limited-service operations.

Salaries, wages and employee benefits

This category includes employee salaries and wages, as well as employee benefits: payroll taxes, workers' compensation, health/medical insurance, and other employee expenses.

Direct operating expenses

This category includes expenses directly involved in providing service to the customer, such as uniforms, laundry, linens, china, glassware, utensils, menus, drink lists, cleaning and other supplies. Also included are flowers and decorations, kitchen fuel, contract cleaning, auto or truck expense, parking, and licenses and permits.

Music and entertainment

This category can vary across different types of restaurants, and includes applicable music licensing fees.

Marketing

This group of expenses includes direct marketing: mailings, email and text message campaigns and social media. The cost of advertising is also included, along with public relations, loyalty programs, newsletters, customer databases, market research, promotions and merchandising.

Utility services

This category is composed of the costs of electricity, fuel, water, and waste disposal. The exception is kitchen fuel, which is included in direct operating expenses. In addition, water and HVAC are sometimes included in rental costs of leased restaurants.

Restaurant occupancy costs

Rent, taxes and property insurance are occupancy costs. These are sometimes called "fixed charges," since they usually are determined by the financial setup of the restaurant and usually not by the trend of its business.

Repairs and maintenance

Expenses included in this category are costs of maintaining the interior and exterior building, as well as structural components like signage, landscaping, parking lot and grounds. It also included maintenance contracts for POS systems and other equipment, as well as repairs to furniture, bar, equipment, floors, etc.

Depreciation

This category includes the cost of tangible fixed assets such as building, furniture and equipment spread over a time span that approximates the assets' useful life.

Other expense/income

This category covers items that generally are outside the scope of normal or ongoing restaurant activities, and can include occasional receipts from grease/waste sales, gains and losses of investments, and canceled debts.

General and administrative expenses

This category is commonly considered as overhead and includes items that are necessary to the operation of the business rather than costs connected to customer service. It includes expenses for accounting, legal, credit card charges, payroll processing, 3rd party delivery fees, office supplies and cash shortages.

Corporate overhead

This category consists of costs or fees charged or allocated by the central office or a management organization of a chain operation for executive supervision and management.