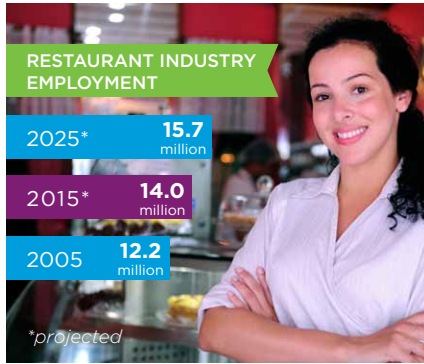


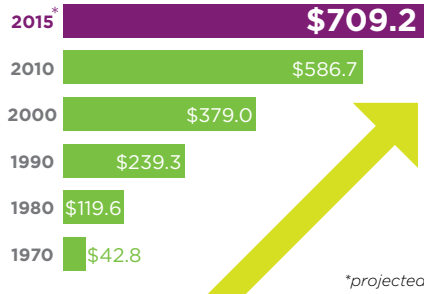
# 2015 Restaurant Industry

# POCKET FACTBOOK



**Locations** 1 million

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



2015 Industry Sales Projection: **\$709.2 Billion** 2015 Sales (Billion \$)

| Category                                 | 2015 Sales (Billion \$) |
|--|-------------------------|
| <b>Commercial</b>                        | <b>\$648.0</b>          |
| Eating places                            | 471.1                   |
| Bars and taverns                         | 20.6                    |
| Managed services                         | 49.5                    |
| Lodging places                           | 36.7                    |
| Retail, vending, recreation, mobile      | 70.2                    |
| <b>Noncommercial restaurant services</b> | <b>58.5</b>             |
| <b>Military restaurant sales</b>         | <b>2.7</b>              |

## Restaurant Industry's Share of the Food Dollar



## America's Restaurants:

### SMALL BUSINESSES WITH A LARGE IMPACT ON OUR NATION'S ECONOMY

- ▶ Restaurant industry sales are projected to total **\$709.2 billion** in 2015 and equal 4 percent of the U.S. gross domestic product.
- ▶ Restaurant industry job growth is projected to outpace the overall economy for the **16th consecutive year** in 2015.
- ▶ The restaurant industry is projected to employ **14 million** people in 2015 — about **one in 10** working Americans.
- ▶ The restaurant industry is expected to add **1.7 million** jobs over the next decade, with employment reaching **15.7 million** by 2025.
- ▶ **More than nine in 10** restaurants have fewer than 50 employees.
- ▶ **More than seven in 10** restaurants are single-unit operations.
- ▶ Sales per full-time-equivalent employee at eating and drinking places in 2013 were **\$83,561**.
- ▶ Average unit sales in 2012 were **\$875,000** at fullservice restaurants and **\$803,000** at quickservice restaurants.

### CORNERSTONES OF CAREER AND ENTREPRENEURIAL OPPORTUNITIES

- ▶ **Half** of all adults have worked in the restaurant industry at some point during their lives, and one in 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** restaurant managers started in entry-level positions.
- ▶ **Nine in 10** restaurant employees say they are proud to work in the restaurant industry.
- ▶ **Seven in 10** restaurant workers say they plan to work in the restaurant industry until they retire.
- ▶ **Eight in 10** restaurant employees believe the restaurant industry is a place where people of all backgrounds can open their own business.
- ▶ **58%** of first-line supervisors/managers of food preparation and service workers in 2013 were women, **13%** were black or African-American and **19%** were of Hispanic origin.

### AN ESSENTIAL PART OF DAILY LIFE

- ▶ **Nine in 10** consumers say they enjoy going to restaurants.
- ▶ **Half** of consumers say restaurants are an essential part of their lifestyle.
- ▶ **Seven in 10** consumers say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- ▶ **Eight 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

- ▶ **64%** Consumers who are more adventurous in their restaurant food choices than they were two years ago.
- ▶ **69%** Consumers who are more likely to visit a restaurant that offers locally produced food items.
- ▶ **60%** Consumers who are likely to choose a restaurant that offers items grown or raised in an eco-friendly way.
- ▶ **76%** Consumers who are more likely to visit a restaurant that offers healthful options.
- ▶ **69%** Consumers who are more likely to eat ethnic cuisine in a restaurant than cook it at home.
- ▶ **79%** Consumers who say restaurant technology increases convenience.
- ▶ **34%** Consumers who say technology makes them dine out or order takeout or delivery more often.
- ▶ **37%** Consumers who say technology makes restaurant visits and ordering more complicated.
- ▶ **70%** Smartphone users who view restaurant menus on their phones at least a few times per year.
- ▶ **32%** Smartphone users who are willing to use an app to pay for meals instead of using cash or cards.
- ▶ **95%** Consumers who say good service is a key attribute for choosing a tableservice restaurant.
- ▶ **72%** Consumers who say ease of parking is a key attribute for choosing a limited-service restaurant.