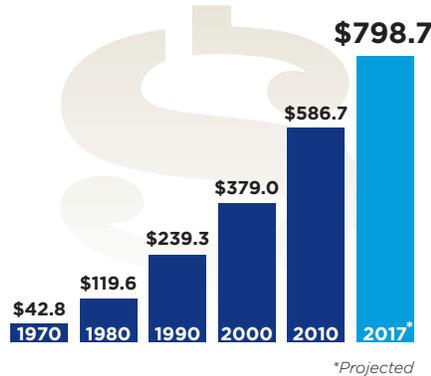


# 2017 Restaurant Industry POCKET FACTBOOK

## RESTAURANT INDUSTRY SALES (\$B)

### 2017 Industry Sales Projection

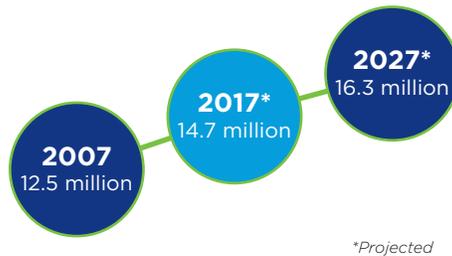
<b>Commercial Restaurant Services</b>	<b>\$736.3</b>
Eating Places	\$551.7
Bars and Taverns	\$19.8
Managed Services	\$53.6
Lodging Places	\$36.1
Retail, Vending, Recreation, Mobile	\$75.2
<b>Noncommercial Restaurant Services</b>	<b>\$59.7</b>
<b>Military Restaurant Services</b>	<b>\$2.7</b>



## 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.

## RESTAURANT INDUSTRY EMPLOYMENT



## RESTAURANT INDUSTRY SHARE OF THE FOOD \$



## 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.

**LOCATIONS: 1 million+**

## CONSUMER TRENDS BY THE NUMBERS

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

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

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

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

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

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

**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.

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

**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.

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

## 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.