

# Restaurants by the Numbers

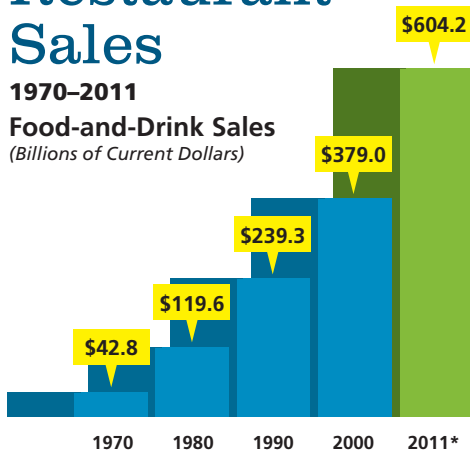
- **\$1.7 Billion** Restaurant-industry sales on a typical day in 2011.
- **47%** Percent of adults who said they would be likely to patronize a mobile truck parked near their home or office if it was offered by one of their favorite restaurants.
- **47%** Percent of adults who said they would be likely to utilize an option of delivery directly to their home or office if offered by a fullservice restaurant.
- **37%** Percent of adults who agreed that purchasing meals from restaurants, take-out and delivery places makes them more productive in their day-to-day life.
- **29%** Percent of adults who said they would be likely to place an order using a mobile phone application if it was offered by a quickservice restaurant.
- **71%** Percent of adults who said they are trying to eat healthier now at restaurants than they did two years ago.

- **\$2,619** Average household expenditure for food away from home in 2009.
- **\$79,623** Sales per full-time-equivalent non-supervisory employee at eating-and-drinking places in 2009.
- **74%** Percent of adults who agree that going out to a restaurant with family and/or friends gives them an opportunity to socialize and is a better way for them to make use of their leisure time rather than cooking and cleaning up.
- **69%** Percent of adults who said they are more likely to visit a restaurant that offers locally-produced food items.
- **57%** Percent of adults who said they are more likely to visit a restaurant that offers food that was grown or raised in an organic or environmentally-friendly way.
- **52%** Percent of adults who said they are likely to make a restaurant choice based on how much a restaurant supports charitable activities and the local community.

# Restaurant Sales

1970-2011

Food-and-Drink Sales  
(Billions of Current Dollars)



\* Projected



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**2011**  
Restaurant Industry

# Pocket Factbook

Sales **\$604 billion**

Locations **960,000**

Employees **12.8 million**

Restaurant-industry share of the food dollar **49%**

2011  
Industry Sales  
Projection

**\$604**  
billion

2011 Sales  
(billion \$)

Commercial	\$ 550.8
Eating places	404.5
Bars and taverns	18.3
Managed services	42.1
Lodging place restaurants	28.7
Retail, vending, recreation, mobile	57.2
Other	\$ 53.4

## Restaurants

### An Essential Part of Daily Life

- 88% of adults said they enjoy going to restaurants.
- 43% of adults said restaurants are an essential part of their lifestyle.
- 62% of adults said their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen.
- 86% of adults said going out to a restaurant is a nice break from the monotony of daily life.

## Restaurants

### Small Businesses with a Large Impact on our Nation's Economy

- Restaurant-industry sales are projected to total \$604 billion in 2011 and equal 4 percent of the U.S. gross domestic product.
- The overall economic impact of the restaurant industry is expected to exceed \$1.7 trillion in 2011.
- Every dollar spent by consumers in restaurants generates an additional \$2.05 spent in our nation's economy.
- The restaurant industry is projected to employ 12.8 million people in 2011, or nearly 10 percent of the U.S. workforce.
- The restaurant industry is expected to add 1.3 million jobs over the next decade, with employment reaching 14.1 million by 2021.
- Every additional million dollars in restaurant sales generates an additional 34 jobs for the economy.
- 93% of eating-and-drinking place businesses have fewer than 50 employees.
- Average unit sales in 2008 were \$862,000 at fullservice restaurants and \$737,000 at quickservice restaurants.

## Restaurants

### Cornerstone of Career Opportunities and Upward Mobility

- Nearly half of all adults have worked in the restaurant industry at some point during their lives, and more than one out of four adults got their first job experience in a restaurant.
- 80% of restaurant owners said their first job in the restaurant industry was an entry-level position.
- 94% of restaurant employees said the restaurant industry is a good place to get a first job and learn basic working skills.
- 88% of restaurant employees said restaurants often provide the opportunity to start at the bottom and move up to management.
- 81% of restaurant employees said the restaurant industry is a place where people of all backgrounds and experience can open their own business.
- 46% of restaurant employees said they would like to own a restaurant some day.
- 57% of first-line supervisors/managers of food preparation and service workers in 2009 were women, 16% were of Hispanic origin and 15% were African-American.

## Restaurant Industry Share of the Food Dollar



1955



Present

## Total Restaurant Industry Employment

