

# Pocket Factbook

2010 Industry Sales Projection

**\$580 billion**

2010 Sales (billion \$)

Commercial	\$ 530.4
Eating places	388.5
Bars and taverns	18.8
Managed services	40.9
Lodging place restaurants	26.9
Retail, vending, recreation, mobile	55.2
Other	\$ 49.7

## Restaurants

An Essential Part of Daily Life

- Restaurants will provide more than 70 billion meal and snack occasions in 2010.
- On a typical day in America in 2010, more than 130 million people will be foodservice patrons.
- 44% of adults say restaurants are an essential part of their lifestyles.
- 65% of adults say their favorite restaurant foods provide flavor and taste sensations that can't easily be duplicated in their home kitchens.

## Restaurants

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

- Restaurant-industry sales are forecast to advance 2.5% in 2010 and equal 4% of the U.S. gross domestic product.
- The overall economic impact of the restaurant industry is expected to exceed \$1.5 trillion in 2010.
- Every dollar spent by consumers in restaurants generates an additional \$2.05 spent in the nation's economy.
- Each additional dollar spent in restaurants generates an additional \$0.82 in household earnings throughout the economy.
- Every additional \$1 million in restaurant sales generates 34 jobs for the economy.
- Eating-and-drinking places are mostly small businesses. Ninety-one percent have fewer than 50 employees.
- More than seven of 10 eating- and drinking-place establishments are single-unit operations.
- Average unit sales in 2007 were \$866,000 at fullservice restaurants and \$717,000 at quickservice restaurants.

## Restaurants

Cornerstone of Career Opportunities

- The restaurant industry employs about 12.7 million people, or 9% of the U.S. workforce.
- The restaurant industry is expected to add 1.3 million jobs over the next decade, with employment reaching 14 million by 2020.
- Nearly half of all adults have worked in the restaurant industry at some point in their lives, and more than one in four adults got their first job experience in a restaurant.
- Eating-and-drinking places are extremely labor-intensive — sales per full-time-equivalent non-supervisory employee were \$75,826 in 2008. That's much lower than most other industries.
- One-quarter of eating- and drinking-place firms are owned by women, 15% by Asians, 8% by Hispanics and 4% by African-Americans.
- Eating-and-drinking places employ more minority managers than any other industry.
- The number of foodservice managers is projected to increase 8% from 2010 to 2020.
- Fifty-eight percent of first-line supervisors/managers of food preparation and service workers in 2008 were women, 14% were of Hispanic origin and 14% were African-American.

## Restaurant Industry Share of the Food Dollar



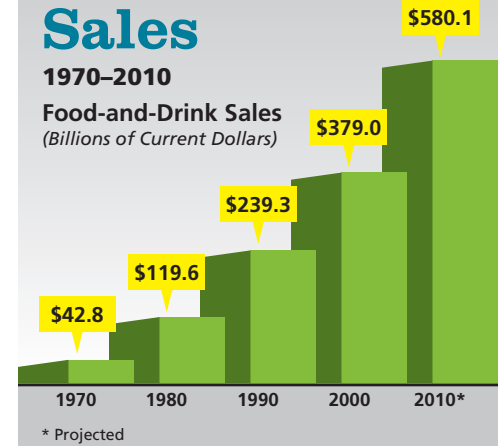
## Total Restaurant Industry Employment



## Restaurant Sales

1970-2010

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



## Restaurants by the Numbers

- \$1.6 billion** Restaurant-industry sales on a typical day in 2010.
- 40** Percent of adults who agree that purchasing meals from restaurants and take-out and delivery places makes them more productive in their day-to-day life.
- 73** Percent of adults who say they try to eat healthier now at restaurants than they did two years ago.
- 57** Percent of adults who say they are likely to make a restaurant choice based on how much a restaurant supports charitable activities and the local community.
- 78** Percent of adults who say they would like to receive restaurant gift cards or certificates on gift occasions.
- 59** Percent of adults who say there are more restaurants they enjoy going to now than there were two years ago.
- 52** Percent of adults who say they would be more likely to patronize a restaurant if it offered a customer loyalty and reward program.
- \$2,698** Average household expenditure for food away from home in 2008.
- 29** Percent of adults who say purchasing take-out food is essential to the way they live.
- 54** Percent of adults who say they would be likely to use an option of delivery directly to their home or office if offered by a fullservice restaurant.
- 78** Percent of adults who agree that going out to a restaurant with family or friends gives them an opportunity to socialize and is a better way to make use of their leisure time than cooking and cleaning up.
- 63** Percent of adults who say the quality of restaurant meals is better than it was two years ago.
- 56** Percent of adults who say they are more likely to visit a restaurant that offers food grown or raised in an organic or environmentally friendly way.
- 70** Percent of adults who say they are more likely to visit a restaurant that offers locally produced food items.