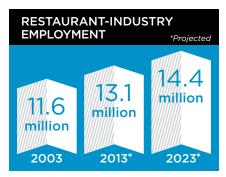


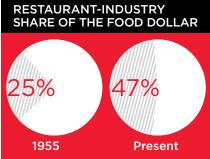
2013 Restaurant Industry

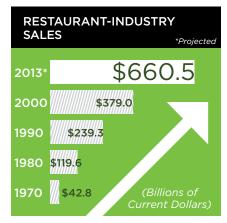
POCKET FACTBOOK





Locations 980,000





RESTAURANTS BY THE NUMBERS

- ▶ \$1.8 Billion Restaurant-industry sales on a typical day in 2013.
- 86 Percent of adults who said there are more healthy options at restaurants than there were two years ago.
- 34 Percent of adults who said they have used the Internet to search for nutritional information about restaurant food.
- 44 Percent of adults who said they would be likely to utilize a self-service ordering terminal if it was offered by a quickservice restaurant.
- 66 Percent of adults who said they are more likely to patronize a restaurant that offers a customer loyalty and reward program.
- 79 Percent of adults who said they would like to receive a restaurant gift card or gift certificate on gift occasions.

- \$2,620 Average household expenditure for food away from home in 2011.
- \$83,947 Sales per full-time-equivalent non-supervisory employee at eating-anddrinking places in 2011.
- 79 Percent of adults who said they would consider dining out more often if menu prices were lower during off-peak times.
- 40 Percent of adults who said they would be likely to utilize a smartphone application if it was offered by a quickservice restaurant.
- 71 Percent of adults who said they are more likely to visit a restaurant that offers locally-produced food items.
- 32 Percent of adults who said they would likely use a mobile or wireless payment option if it was offered by a fullservice restaurant.

America's Restaurants:

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

- Restaurant-industry sales are projected to total \$660.5 billion in 2013 and equal 4% of the U.S. gross domestic product.
- Restaurant-industry job growth outpaced the overall economy in 13 consecutive years, from 2000 to 2012.
- The restaurant industry is projected to employ 13.1 million people in 2013, or nearly 10% of the U.S. workforce.
- ► The restaurant industry is expected to add 1.3 million jobs over the next decade, with employment reaching 14.4 million by 2023.
- 93% of eating-and-drinking place businesses have fewer than 50 employees.
- More than seven out of 10 eating-and-drinking place establishments are single-unit operations.
- Average unit sales in 2010 were \$849,000 at fullservice restaurants and \$753,000 at quickservice restaurants.

CORNERSTONES OF CAREER AND ENTREPRENEURIAL OPPORTUNITIES

- One-half of all adults have worked in the restaurant industry at some point during their lives, and one out of three 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.
- 59% of first-line supervisors/managers of food preparation and service workers in 2011 were women, 18% were black or African-American and 15% were of Hispanic origin.
- Restaurants employ more minority managers than any other industry.
- The number of black or African-American-owned restaurant businesses jumped 188% between 1997 and 2007, compared to a 36% increase for all restaurant businesses.
- The number of Hispanic-owned restaurant businesses increased 80% between 1997 and 2007, while the number of Asian-owned restaurant businesses grew 60%.

AN ESSENTIAL PART OF DAILY LIFE

- > 93% of adults said they enjoy going to restaurants.
- 45% of adults said restaurants are an essential part of their lifestyle.
- 68% of adults said their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen.
- 79% of adults said going out to a restaurant with family 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.



