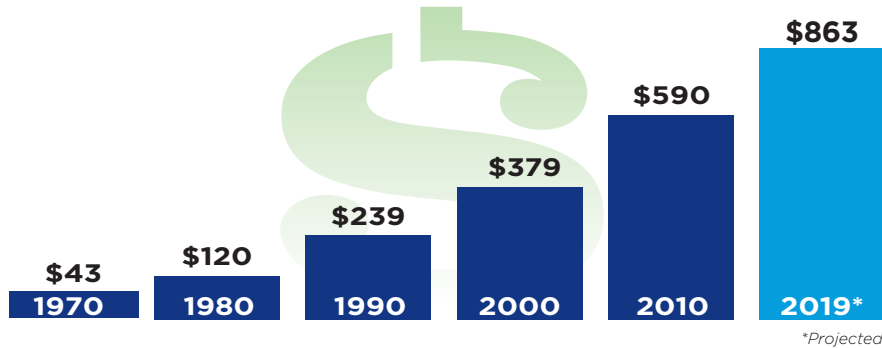


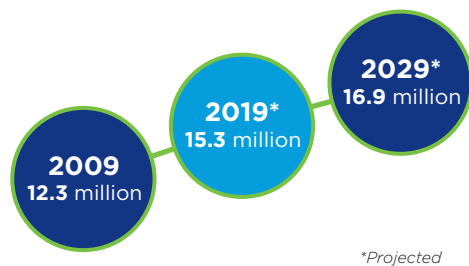
# 2019 Restaurant Industry FACTBOOK



## RESTAURANT INDUSTRY SALES (\$B)

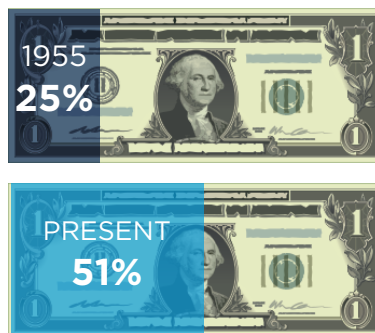


## RESTAURANT INDUSTRY EMPLOYMENT



**LOCATIONS:** 1 million+

## RESTAURANT INDUSTRY SHARE OF FOOD \$



## OPPORTUNITY



- **Nearly 6 in 10 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.
- Restaurants are the top employers of teenagers in the economy — **1 in 3 employed teens** work in the restaurant industry.
- **9 in 10 restaurant managers** started in entry-level positions.
- **Restaurants employ more women managers** than any other industry.
- **Restaurants employ more minority managers** than any other industry.
- **8 in 10 restaurant owners** say their first job in the restaurant industry was an entry-level position.

## CONSUMERS



- **9 in 10 consumers** say they enjoy going to restaurants.
- **3 in 4 consumers** say dining out with family and friends is a better use of their leisure time than cooking and cleaning up.
- **Two-thirds of consumers** say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- **4 in 10 consumers** say restaurants are an essential part of their lifestyle.

## CONSUMER TRENDS BY THE NUMBERS

**62%** Consumers who say the availability of locally sourced food would make them choose one restaurant over another.

**58%** Consumers who say the primary reason they like locally sourced food in restaurants is that it supports farms and food producers in their community.

**41%** Consumers who would buy meal kits to prepare at home if their favorite restaurant offered them.

**61%** Consumers who say they order more healthful options at restaurants than they did two years ago.

**56%** Consumers who say the availability of discounts for dining at off-peak times of the day would make them choose one restaurant over another.

**50%** Consumers who say the availability of a customer loyalty and reward program would make them choose one restaurant over another.

**26%** Consumers who say the availability of tableside electronic ordering and payment options would make them choose one restaurant over another.

**52%** Consumers who say they would rather spend money on an experience such as a restaurant or other activity, compared to purchasing an item from a store.

**38%** Consumers who say they are more likely to have restaurant food delivered than they were two years ago.

**44%** Consumers who say they placed a food order for takeout or delivery using a restaurant app or website during the past year.

**56%** Consumers who say the ability to walk there from their home would make them choose one restaurant over another.

**51%** Consumers who say the availability of environmentally friendly food would make them choose one restaurant over another.

**55%** Consumers who say they would order breakfast items more often if restaurants offered them all day.

## ECONOMIC IMPACT



- Restaurant industry **sales are projected to total \$863 billion in 2019** and equal 4 percent of the U.S. gross domestic product.
- The restaurant industry is **projected to employ 15.3 million people in 2019** — about one in 10 working Americans.
- The restaurant industry is **expected to add 1.6 million jobs over the next decade**, with employment reaching 16.9 million by 2029.
- **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 2018 were \$82,000.