



“Menu of Facts”

Restaurants Lead Colorado’s Economy

- Total restaurant sales in Colorado are expected to exceed \$8.5 billion in 2012.
- Colorado restaurants in 2012 will generate approximately \$585 million in state and local sales taxes.
- The Colorado foodservice industry will employ approximately 237,000 workers in 2012.
- Colorado consumers will spend more than \$23 million dollars per day on food away from home in 2012.
- Colorado restaurants rank first in the number of establishments and the number of employees among all retailers, accounting for 4 of every 10 retail workers.
- There are approximately 10,400 eating and drinking place locations in Colorado.
- More than 75% of Colorado’s restaurants are independently owned, single-unit operations.
- Colorado restaurants serve more than 2 million meals each day.

Colorado Demographics

- Disposable income is expected to advance 2.7% in Colorado in 2012, compared to 2.0% nationally.
- Population in Colorado will grow 1.2% in 2012 compared to 1.0% nationally.
- Total employment in Colorado is projected to increase 1.6% in 2012, compared to a 1.3% increase projected for the nation.

The United States Restaurant Industry

- 49% of the nation’s food dollar is spent on meals away from home, up from 25% in 1955.
- Total U.S. foodservice industry sales will reach approximately \$620 billion in 2012, up more than 3% from 2011.

- U.S. consumers will spend approximately \$1.7 billion per day on food away from home in 2012.
- The restaurant industry will provide jobs for 12.9 million people in 970,000 locations in 2012.

Quick Facts

- One-half of all adults have worked in the foodservice industry at some time.
- Half of all adults are restaurant patrons on a typical day.
- On average, roughly 25% of table-service restaurant sales come from travelers & tourists.
- 41% of adults said restaurants are an essential part of their lifestyle.
- One out of three adults found their first job in the restaurant industry.
- 92% of adults said they enjoy going to restaurants.
- 84% of adults said going out to a restaurant is a nice break from the monotony of day to day life.
- 66% of adults said their favorite restaurant foods provide taste and flavor sensations which cannot easily be duplicated in their home kitchen.