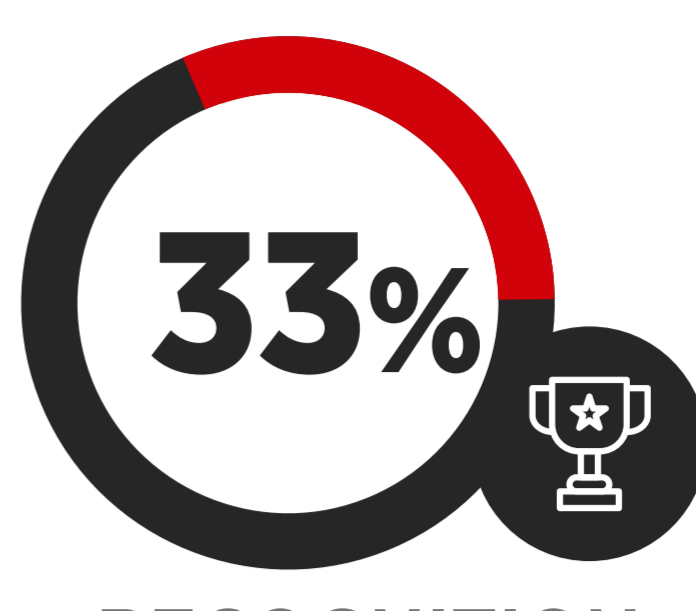
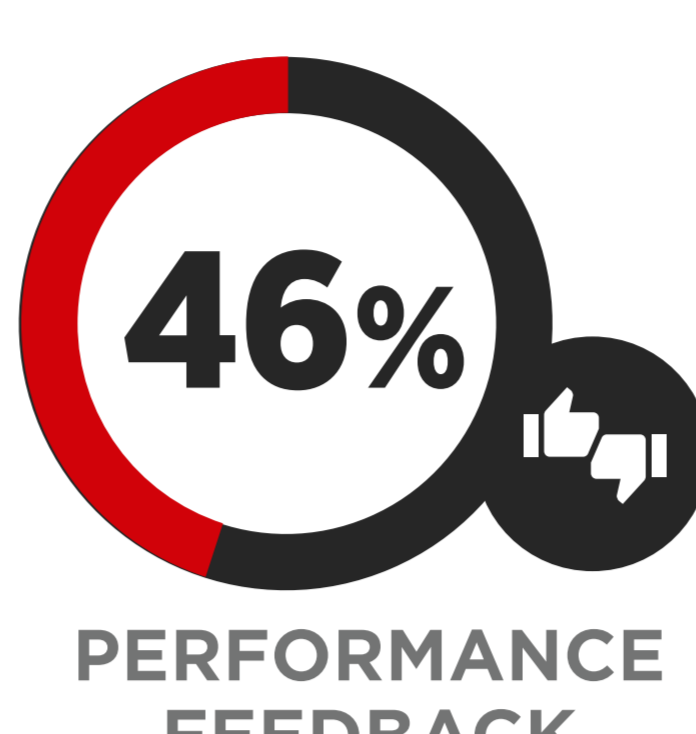
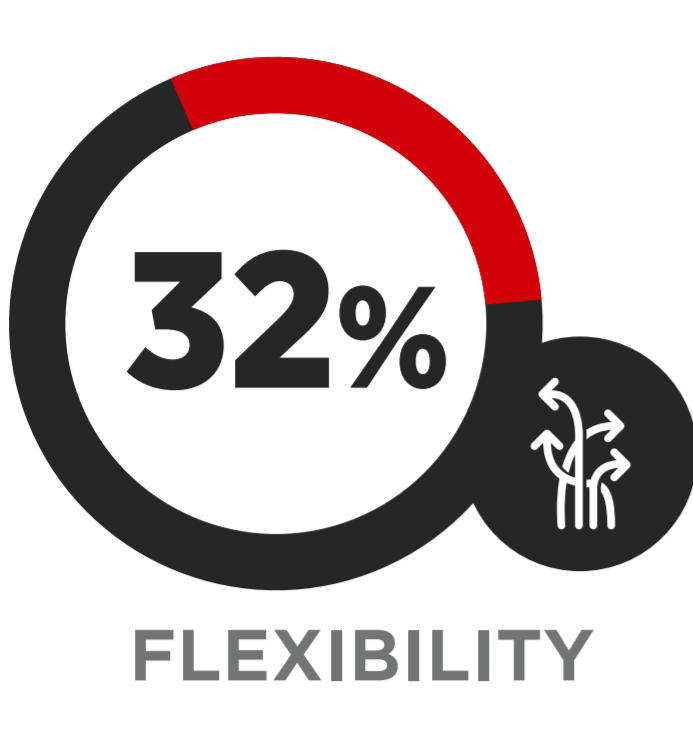


SERVING GEN Z: The Next Generation of Restaurant Leaders

WHAT GEN Z AND MILLENNIALS WANT



A restaurant's reputation as a good place to work has a huge impact on whether or not Gen Z and Millennials will apply for jobs.

73% say they are influenced to apply when a restaurant has a good reputation as an employer



WHAT GEN Z AND MILLENNIALS EXPECT TO ADVANCE IN RESTAURANT CAREERS

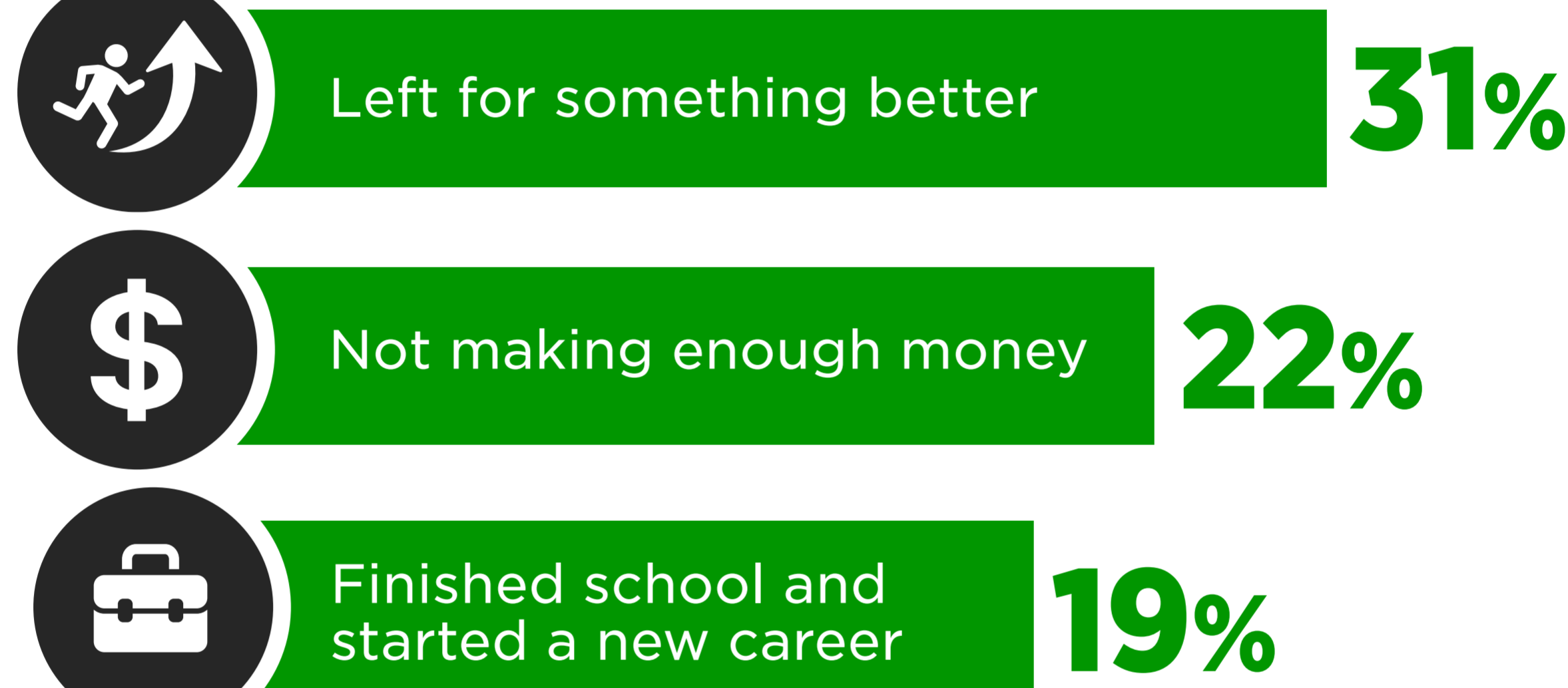
Over half of Millennials and Gen Z expect

to advance their careers by being promoted within a year

and to be making more money (through higher tips and salary) within the first 3 months



WHY GEN Z AND MILLENNIALS LEAVE THE INDUSTRY



WHAT WOULD MAKE GEN Z AND MILLENNIALS STAY?



COMPETITIVE INCOME

43%
MEN

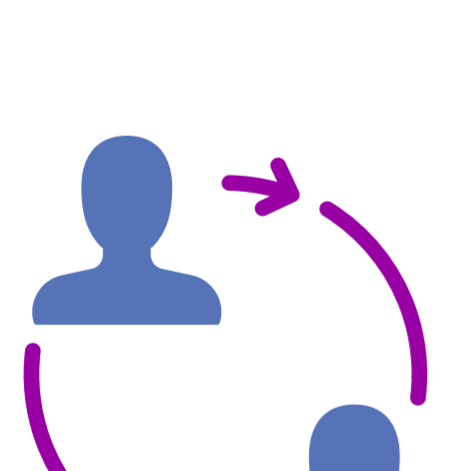
52%
WOMEN



GOOD MANAGER

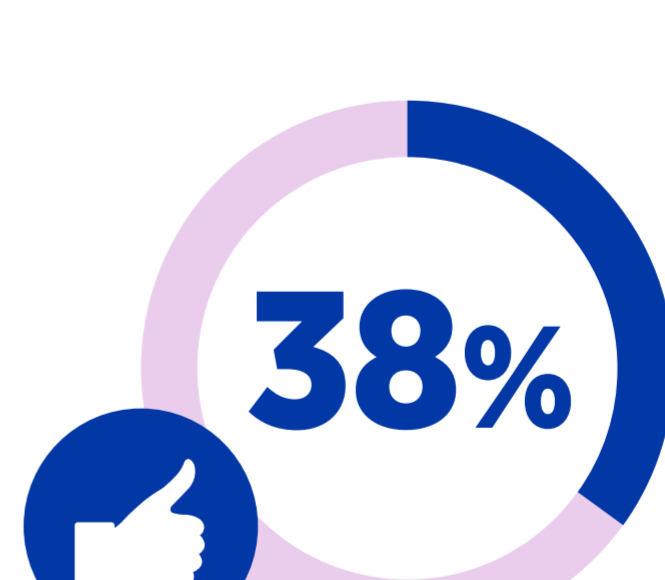
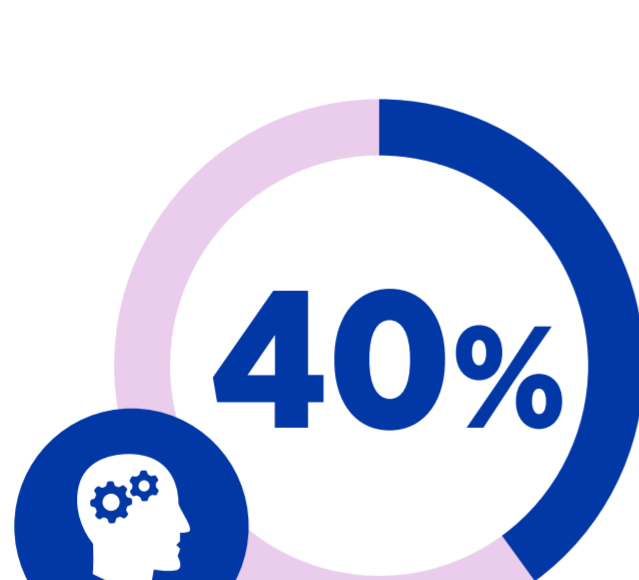
25%
MEN

30%
WOMEN



YOUNG PEOPLE AND MENTORSHIP

TOP BENEFITS OF HAVING A MENTOR:



53%
OF GEN Z AND MILLENNIALS
who consider
foodservice jobs have
never had a mentor



LESS LIKELY TO HAVE A MENTOR:



WOMEN



UNEMPLOYED
AND LOOKING



PART-TIME



For media requests or more information, please contact Jasmine Jones at jajones@nraef.org

This infographic is based on research results from a new national study by NRAEF (www.chooserestaurants.org) and The Center for Generational Kinetics (www.GenHQ.com). The study was conducted online in March and April 2018 with 1,606 respondents across the U.S. ages 16-29 who are currently employed or looking for a job. This includes a 250-person oversample of Gen Z (ages 16-21) and a 350-person oversample of those with military experience. The total sample was weighted to current U.S. Census data for region, age, and gender and has a margin of error of +/-3.1 percentage points.

Get detailed information on all the study results at ChooseRestaurants.org