SERVING GEN Z: The Next Generation of Restaurant Leaders

WHAT WOULD MAKE GEN Z AND MILLENNIALS STAY?

- Young people
- Mentorship

WHY GEN Z AND MILLENNIALS LEAVE THE INDUSTRY

- Left for something better 31%
- Not making enough money 22%
- Finished school and started a new career 19%

WHAT GEN Z AND MILLENNIALS EXPECT TO ADVANCE IN RESTAURANT CAREERS

- 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

- 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.

WHAT GEN Z AND MILLENNIALS EXPECT TO ADVANCE IN RESTAURANT CAREERS

- Top traits Gen Z and Millennials want in a job:
  - Recognition
  - Flexibility
  - Performance
  - Feedback (daily/once a week)
  - Fun work environment

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.

TOP TWO BENEFITS OF HAVING A MENTOR:

- Confidence building 40%
- Skill development 38%

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

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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 1,666 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