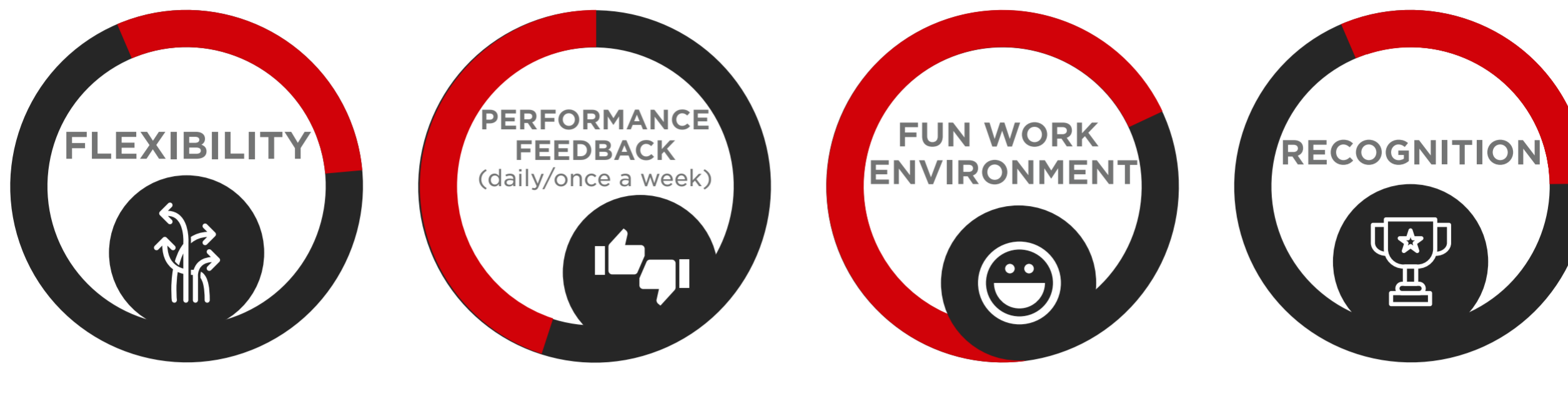


# SERVING GEN Z: The Next Generation of Restaurant Leaders

## TOP TRAITS GEN Z AND MILLENNIALS WANT IN A JOB



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

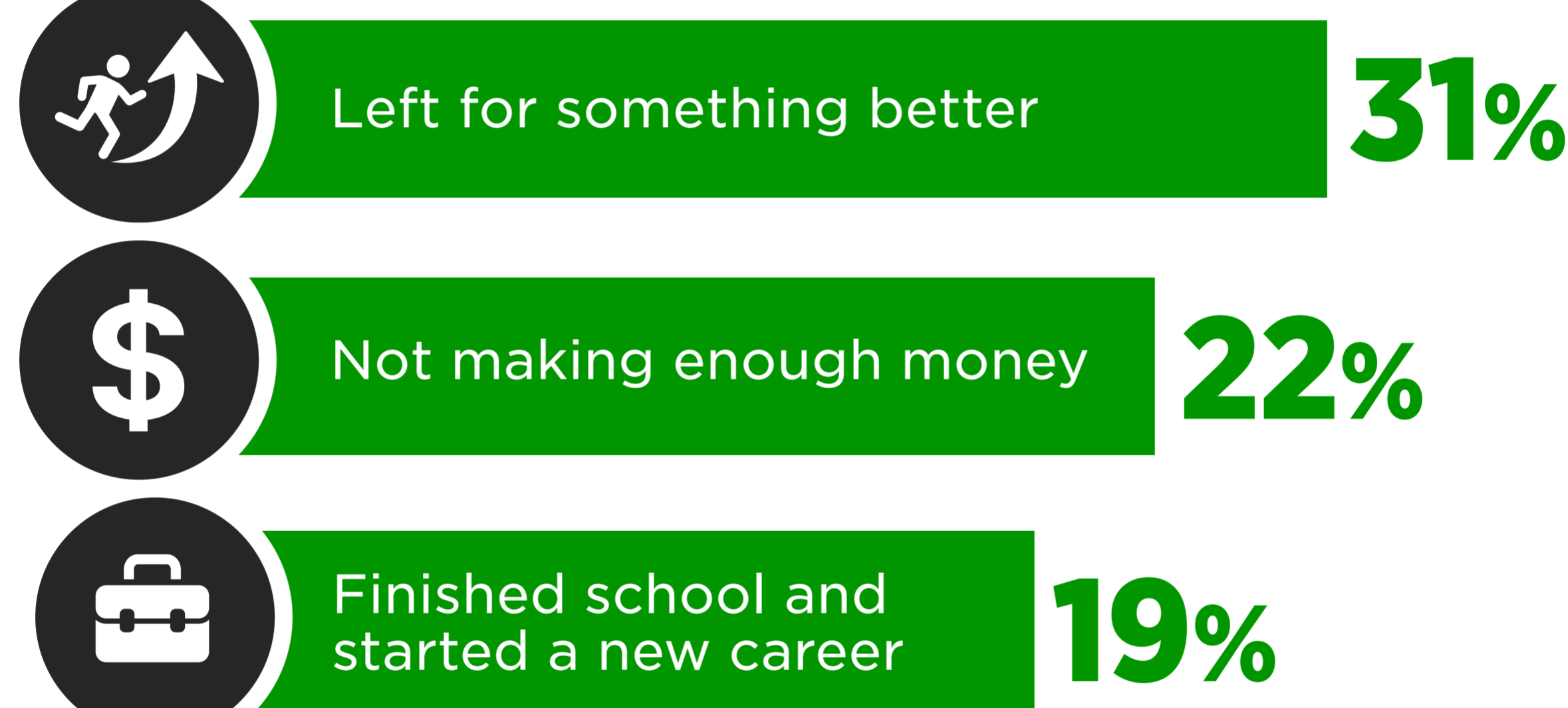
**Over half of Millennials and Gen Z expect**

**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



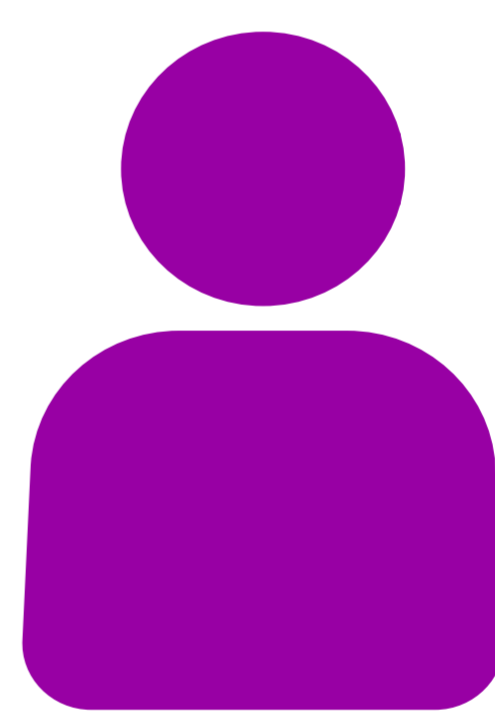
## WHY GEN Z AND MILLENNIALS LEAVE THE INDUSTRY



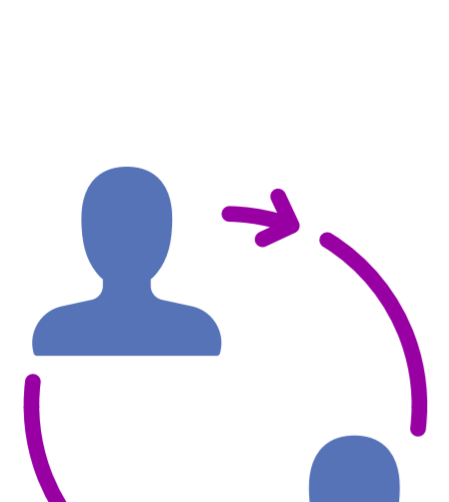
## WHAT WOULD MAKE GEN Z AND MILLENNIALS STAY?



**COMPETITIVE INCOME**



**GOOD MANAGER**

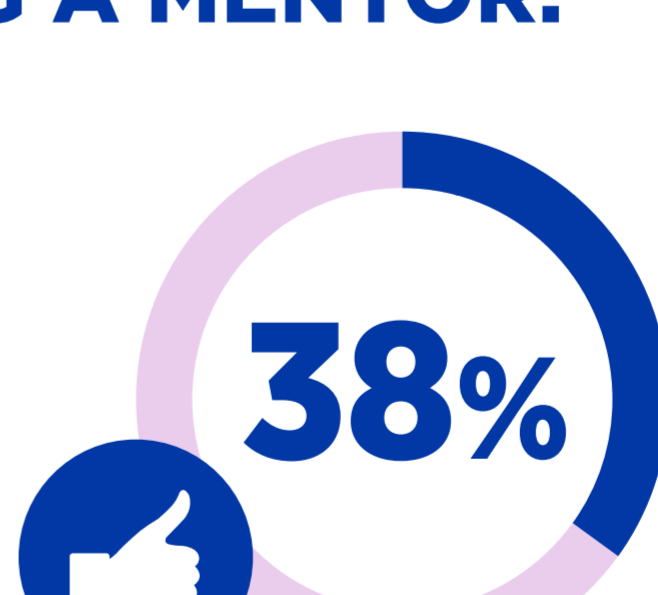


**YOUNG PEOPLE AND MENTORSHIP**

### TOP TWO BENEFITS OF HAVING A MENTOR:



SKILL DEVELOPMENT



CONFIDENCE BUILDING

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



### LESS LIKELY TO HAVE A MENTOR:



WOMEN



PART-TIME



For media requests or more information, please contact Jasmine Jones at [jajones@nraef.org](mailto:jajones@nraef.org)

This infographic is based on research results from a new national study by NRAEF ([www.chooserestaurants.org](http://www.chooserestaurants.org)) and The Center for Generational Kinetics ([www.GenHQ.com](http://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](http://ChooseRestaurants.org)