



Georgia-Pacific

FOODSERVICE WORKER PERCEPTIONS

January 2022

FSS-22-5408 | Kaylor Hildenbrand

BACKGROUND AND METHODOLOGY

GP PRO and the foodservice team is always looking to learn from our customers as well as find ways to support them with insights while expanding our knowledge of the industry. With unprecedented labor challenges, GP PRO wanted to explore worker perceptions for insights that might help us provide additional support for the industry.

To that end, an online survey was conducted in January 2022 using ThinkLab and our panel partner Dynata, for additional sample, to reach individuals who experienced working in the foodservice industry over the past 2 years at the restaurant level (not corporate). The survey yielded 118 completes.

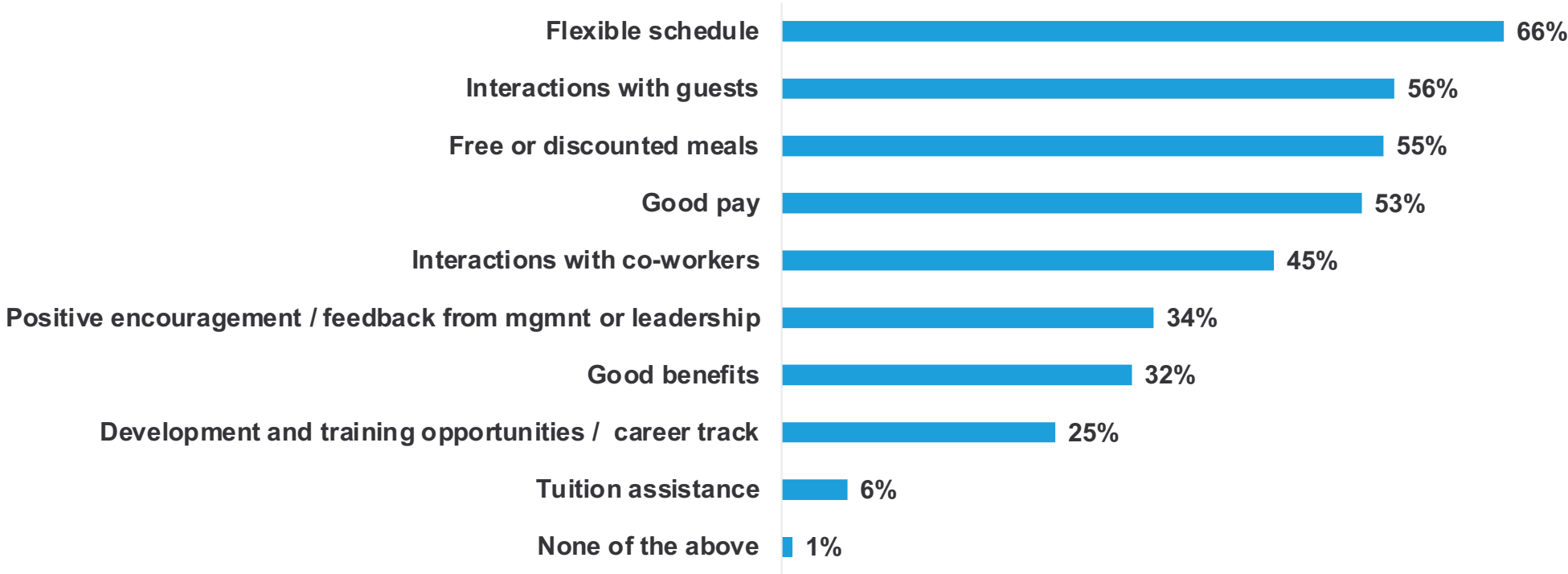
Note that some totals might not equal 100% due to rounding.



INTERACTIONS WITH GUESTS ARE IMPORTANT

Workers were asked what aspects of their job they enjoy/ed. Having a flexible schedule is a key element of appeal, selected by two-thirds (66%) of workers. Interestingly, interactions with guests ranked second (56%) followed closely by free or discounted meals, identified as an appealing aspect of the job for 55% of respondents.

Appealing Aspects of Working in Foodservice

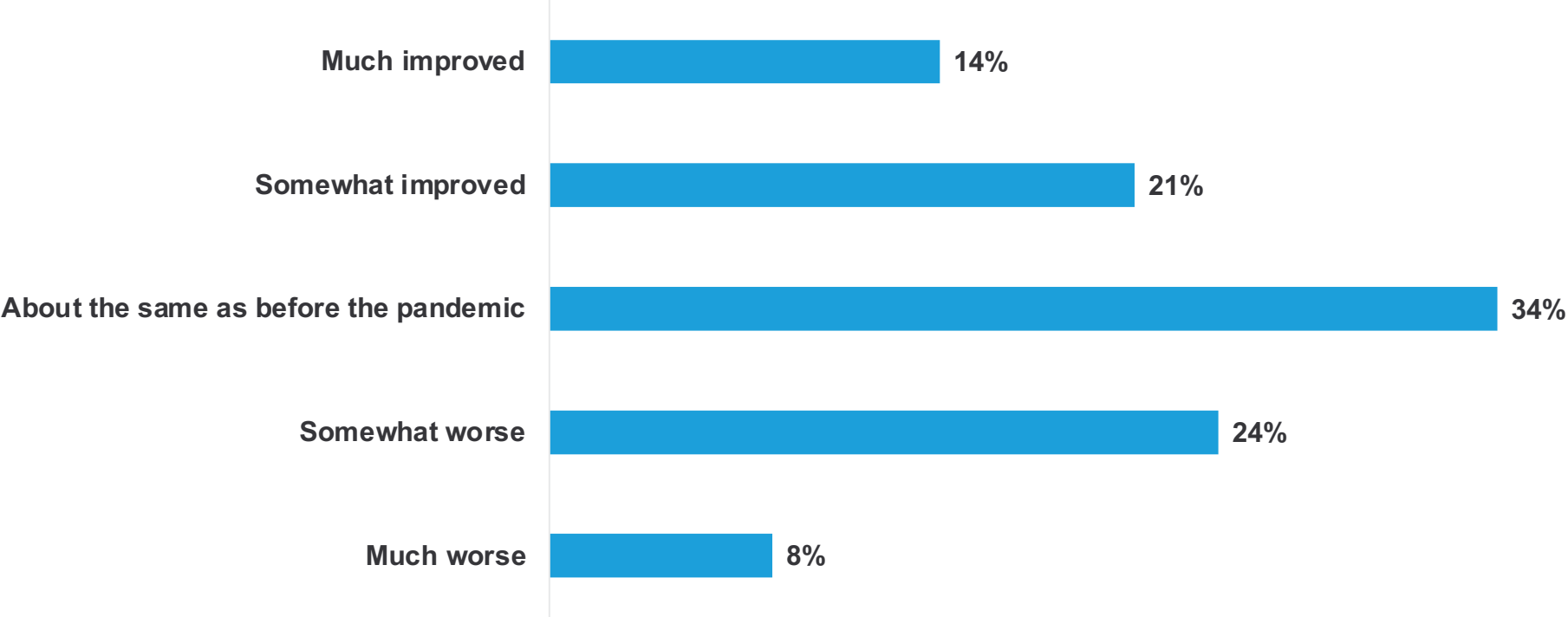


Q8. Thinking about your time in the restaurant industry, which of the following, if any, have been fulfilling or appealing parts of the job?
n=118

TREATMENT BY GUESTS VARIES

With stories of both support for foodservice workers by some patrons and bad treatment by others reported in the media, workers confirmed that what is experienced varies greatly.

Treatment of Workers by Patrons



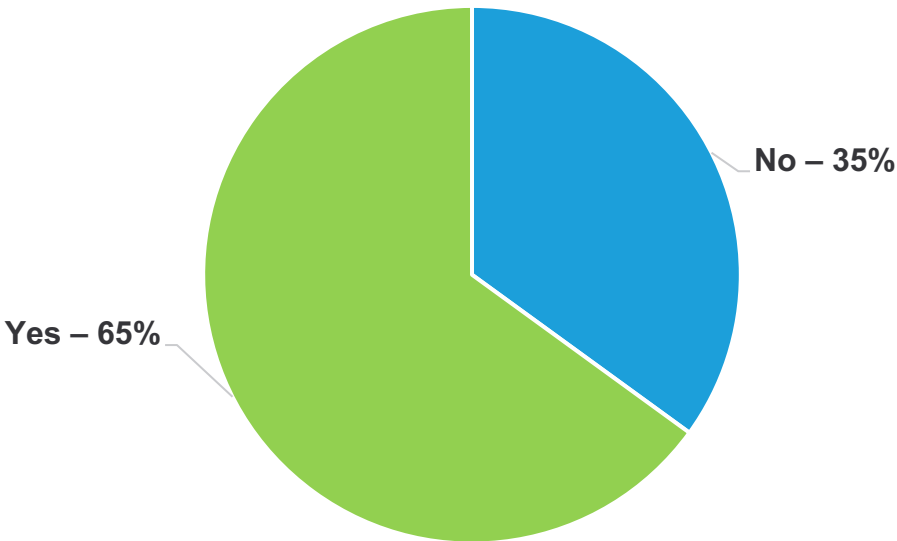
Q11. Based on your restaurant experience, how would you describe treatment of foodservice workers by guests now, or when you were last working in the industry, compared to before the pandemic?
n=118



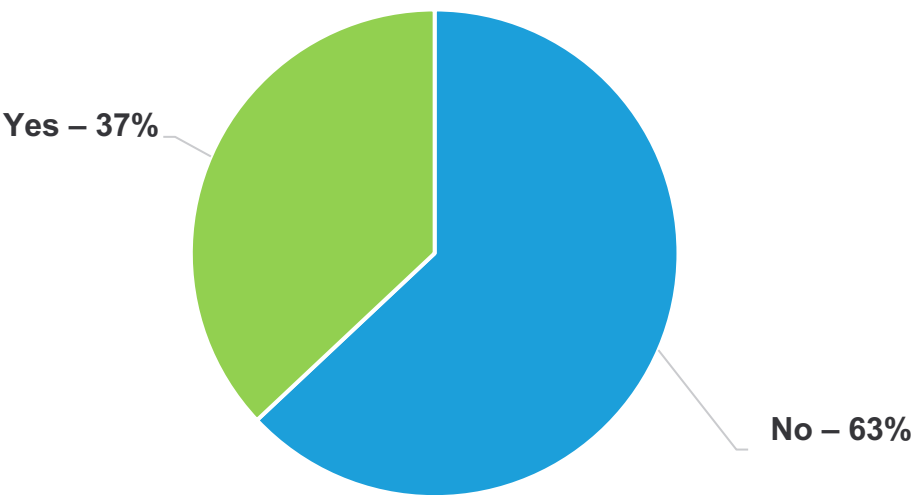
COMPENSATION ON THE RISE

While nearly two-thirds (65%) of workers reported a wage/salary increase within the past 2 years, only 37% reported receiving bonus pay or additional compensation outside of their regular pay.

Increased Wage or Salary?



Bonus Pay or Additional Compensation?

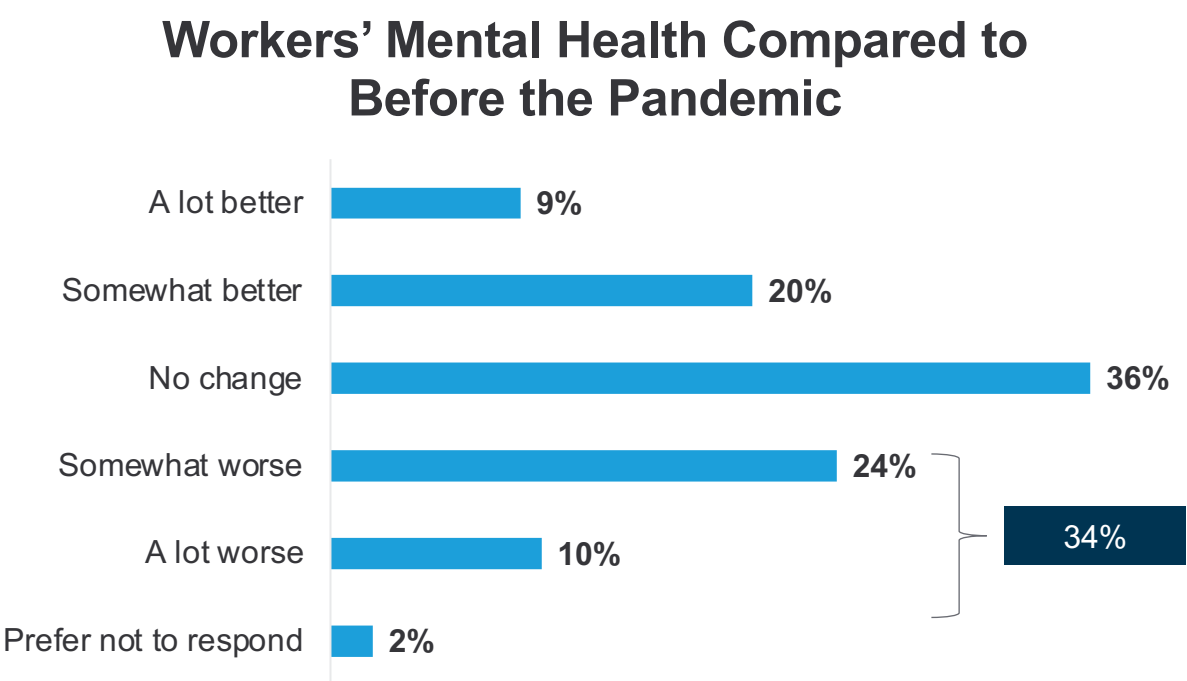
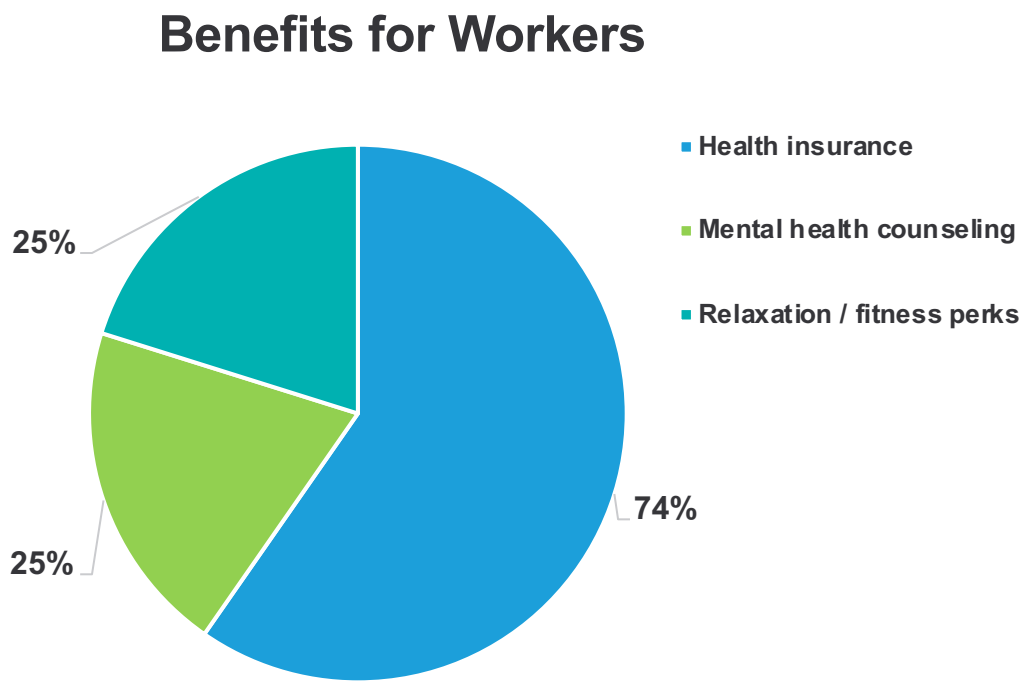


Q12. Did your most recent/current employer increase your regular wage or salary within the past 2 years?
Q13. Did your most recent/current employer offer any bonus pay or additional compensation (outside of your regular wage or salary) to you within the past 2 years?
n=118



HEALTH INSURANCE BENEFITS OFFERED TO THE MAJORITY

Nearly three-fourths (74%) of workers report their employer provided, or provided access to, health insurance. This includes 67% of those who work in the fast food/fast casual segments. While 34% say their mental health is worse now compared to before the pandemic, only 25% say their employer provided, or provided access to, mental health counseling.



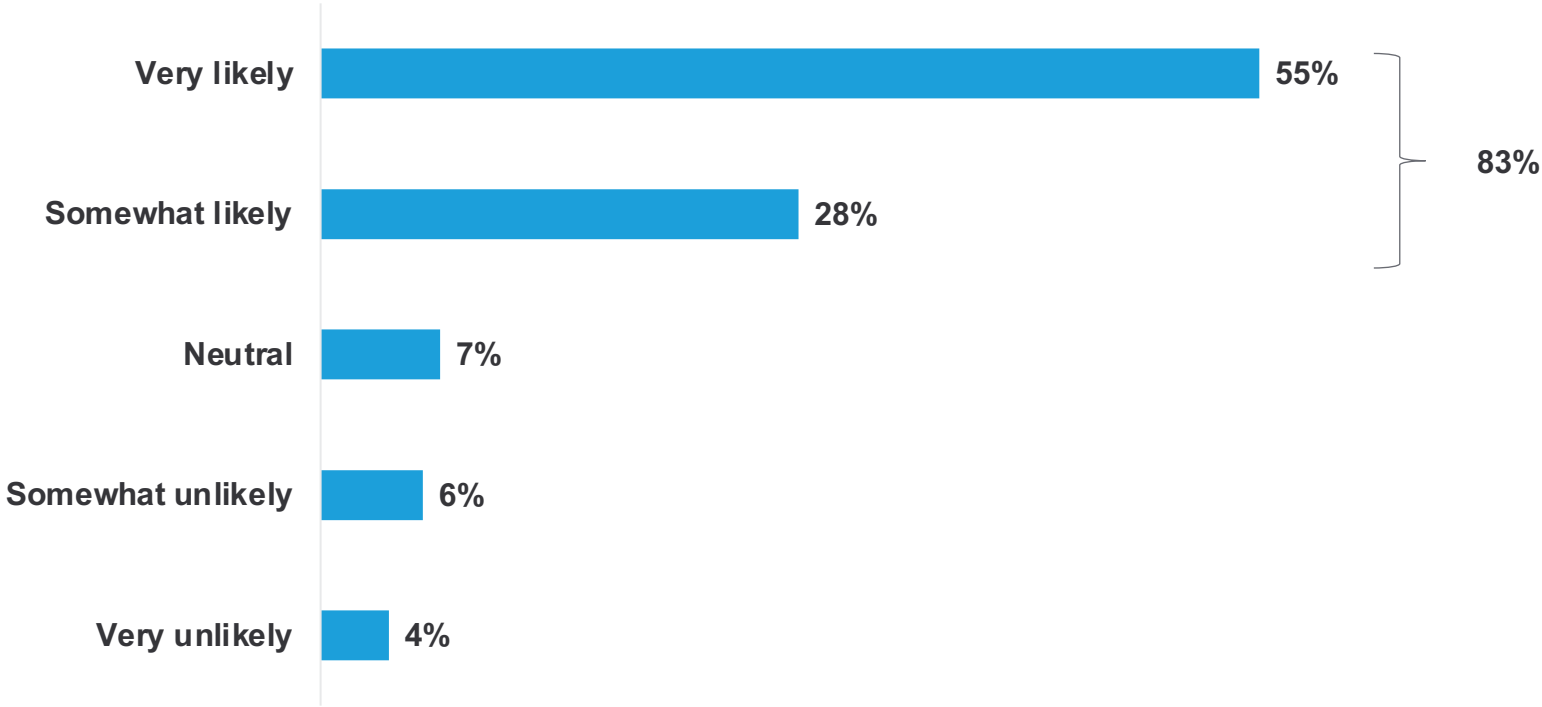
Q14. Did your most recent/current employer provide or provide access to any of the following?
Q15. How would you describe your mental health now compared to before the pandemic?
n=118



MOST CURRENT FS WORKERS LIKELY TO CONTINUE IN THE INDUSTRY

Most of these workers say they are likely to continue working in the restaurant industry (83%). It should be noted that in this survey sample, 82% have already worked in the industry for four or more years, demonstrating a commitment. Anecdotally, operators report that currently it is difficult to find and keep new workers.

Likelihood to Continue in the FS Industry



HIGHER WAGES AND ADEQUATE STAFFING TOP THE LIST TO REDUCE TURNOVER

Asked to select from a long list of practices, tactics and perks which one(s) these workers thought might be impactful for reducing turnover, “higher wages” (62%) and “adequate staffing so not overworked” (58%) were selected most often. This coincides with operators’ transparency around asking more of their staff given labor challenges. Another ‘bucket’ of opportunity seems to lie in improvements in leadership and development.

Benefit / Practice	Selected By
Higher wages	62%
Adequate staffing so not overworked	58%
Better benefits/perks	46%
Stronger leadership	42%
Management valuing the employee as much as the guest	40%
Better training/onboarding	38%
More career development opportunities	31%
Manageable schedule / matches worker preferences	29%

Benefit / Practice	Selected By
Improved working conditions (cleaner, more focus on safety, etc.)	18%
Instill belief in success/stability of the brand	16%
Opportunity to earn tips for online delivery orders	13%
No vaccine or mask mandates	12%
Stronger vaccine or mask mandates	12%
Automation of certain tasks / use of robotics	9%
More contactless engagements with guests	9%
More in-person engagements with guests	3%

Q20. Based on your experience in the foodservice industry and acknowledging current labor challenges, which of the following could help reduce turn-over in the industry?
n=118



REFERRAL PROGRAMS RANK HIGH TO ATTRACT NEW WORKERS

Noting labor challenges in the FS industry, workers were asked to indicate what might be effective ways to encourage new workers to consider a job in foodservice. More than half (52%) said referral programs that reward current employees would be effective. Behind that, with 37% selecting it as effective, is advertising to educate people about foodservice as a career track.

Tactic	Selected By
Referral programs that reward current employees for referring others to an opportunity	52%
Advertising to educate people about foodservice as a career track	37%
Companies/brands participating in high school level job fairs	34%
Companies/brands participating in college level job fairs	31%

Q20. Based on your experience in the foodservice industry, which of the following would be effective ways to encourage new workers to consider a job in foodservice?
n=118



DEMOGRAPHICS

Type of Restaurant	Percent
Fast food	21%
Fast casual	15%
Midscale	9%
Casual dining	23%
Fine dining	11%
Café/Specialty coffee	5%
Non-commercial	9%

Q4. Which of the following best describes the type of restaurant or dining establishment in which you currently work or worked most recently? n=118, all respondents

Primary Role	Percent
Host/ess or greeter	2%
Table server / bartender	31%
Counter service / DT staff	14%
BOH / Kitchen staff	19%
FOH support	3%
Some management responsibilities	31%

Q5. How would you best describe your current or most recent role in the restaurant industry? n=118, all respondents

DEMOGRAPHICS

Age	Percent
18-24	13%
25-29	9%
30-34	13%
35-39	17%
40-44	13%
45-49	9%
50-54	4%
55+	24%

D4. Please choose the range that best describes your age.
n=118, all respondents

Level of Education	Percent
HS graduate or less	32%
Some college	32%
Undergraduate college degree	25%
Post graduate degree	10%

D3. What is the highest level of education you have completed? n=118, all respondents

HH Income	Percent
Less than \$50,000	51%
\$50,000-\$74,999	24%
\$75,000-\$99,999	9%
\$100,000-\$124,999	5%
\$125,000-\$149,999	5%
\$150,000+	3%
Prefer not to say	3%

D2. What is your total HH income? n=118, all respondents