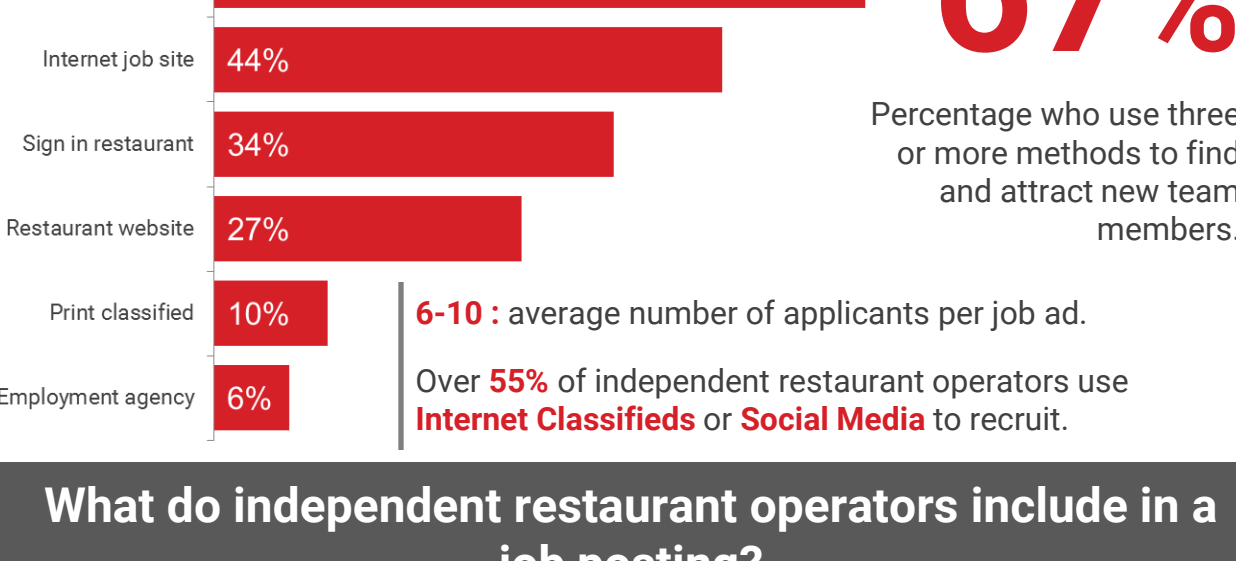


HELP

WANTED

RestaurantOwner.com Recruiting Report: How Independent Restaurant Operators Find & Attract New Employees

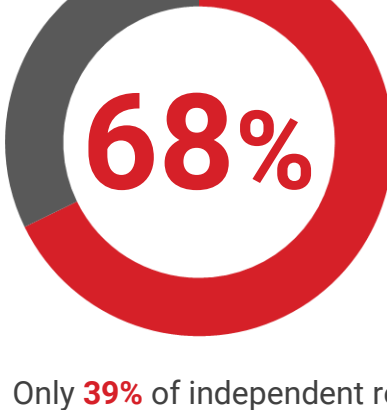
Where do independent restaurant operators look for employees?



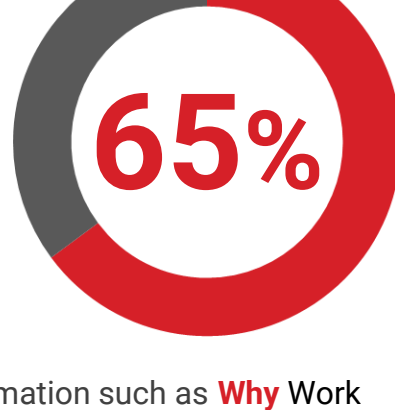
What do independent restaurant operators include in a job posting?

About two thirds of independent restaurant operators include in their job postings information on **How to Apply** and **Who Should Apply**.

How to Apply

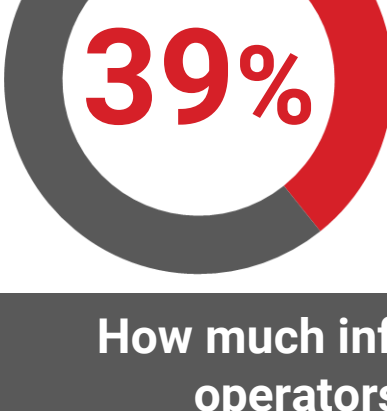


Who Should Apply

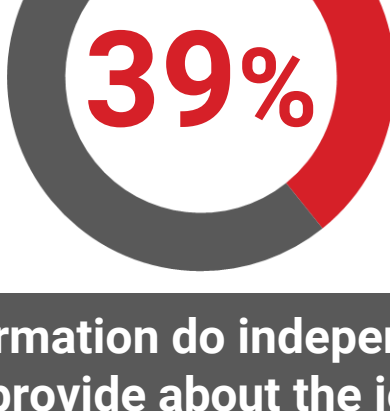


Only **39%** of independent restaurant operators include information such as **Why Work Here**, or the Positive **Culture**, and fewer include information about a Flexible **Schedule**.

Why Work Here



Positive Culture

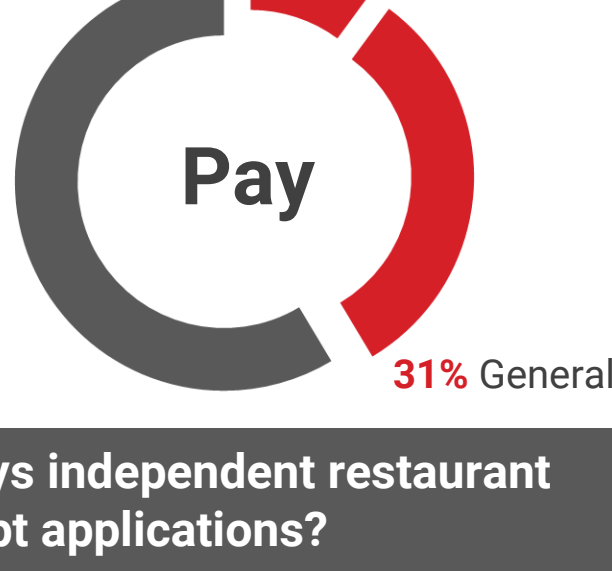
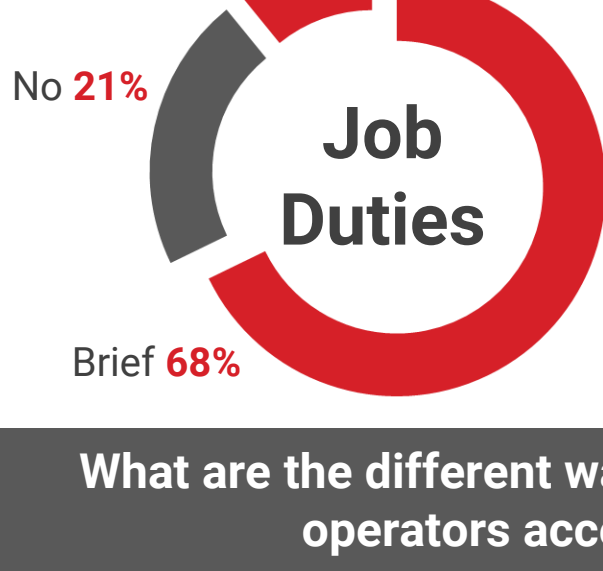


Flexible Schedule

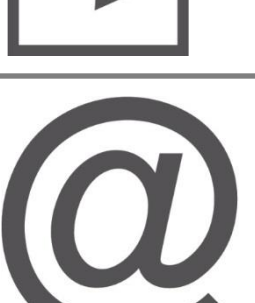


How much information do independent restaurant operators provide about the job and pay?

79% of independent restaurant operators provide some information about the job duties, and only **41%** provide any information about pay in job ads.



What are the different ways independent restaurant operators accept applications?



Paper

87%

Most independent restaurant operators still accept **paper** applications.

33% only accept paper applications.

23% of independent operators accept **paper, email, and online** applications.



Email

61%

Over half of independent restaurant operators now accept **email** applications.

4% only accept **email** applications.

2% of independent operators accept both **email and online** applications.



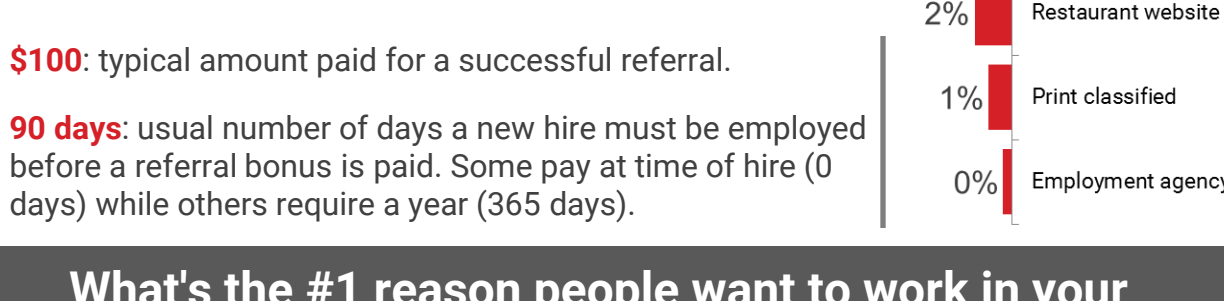
Online

38%

Over one third of independent restaurant operators use **online** applications, usually as part of an online recruiting service.

5% of independent restaurant operators only accept **online** applications.

Where do independent restaurant operators find the BEST employees?



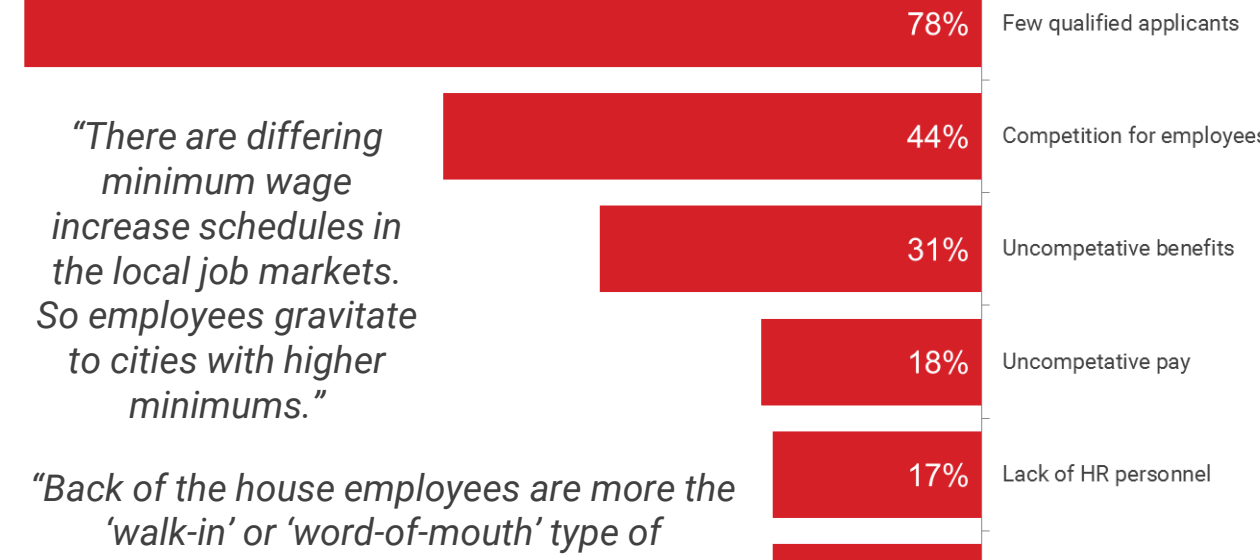
What's the #1 reason people want to work in your restaurant?



Do independent restaurant operators actively recruit those working elsewhere?



What are independent restaurant operators' biggest recruiting obstacles?



What's the most EFFECTIVE and INEFFECTIVE recruiting practice or policy you've tried or seen?

Effective

- "Always be in recruiting mode even when you think you are covered."*
- "Treat your employees as your first priority and the rest will follow."*
- "Find good people and have them recommend good people based off of the culture your company is about."*
- "Don't stop looking for new employees including ones not currently in the restaurant business."*
- "We are always looking for good people. If someone comes in and blows your socks off, then find room for them."*
- "Be active in your community make connections and be the employer of choice."*
- "Really 'word-of-mouth' has been my best practice and I treat my employees really well. You have to say what you mean and mean what you say!"*

Ineffective

- "In-store signage; attracts way too many unqualified applicants."*
- "Placing a help wanted sign up in the store. . . . The only people who will see it are patrons."*
- "Classified ads and online recruiting websites."*
- "A generic classified ad. It is common to get flooded with applications from people that are under qualified or don't have any real interest in our industry. Processing the incoming becomes a massive time suck with little result."*
- "Online recruiting sites are horrible and result in unqualified people with low motivation."*
- "The worst place we ever looked for employees was our local unemployment agency."*
- "Recruiting people whose main focus is the pay rate."*