

## YOUNGER WORKER PULSE CHECK:

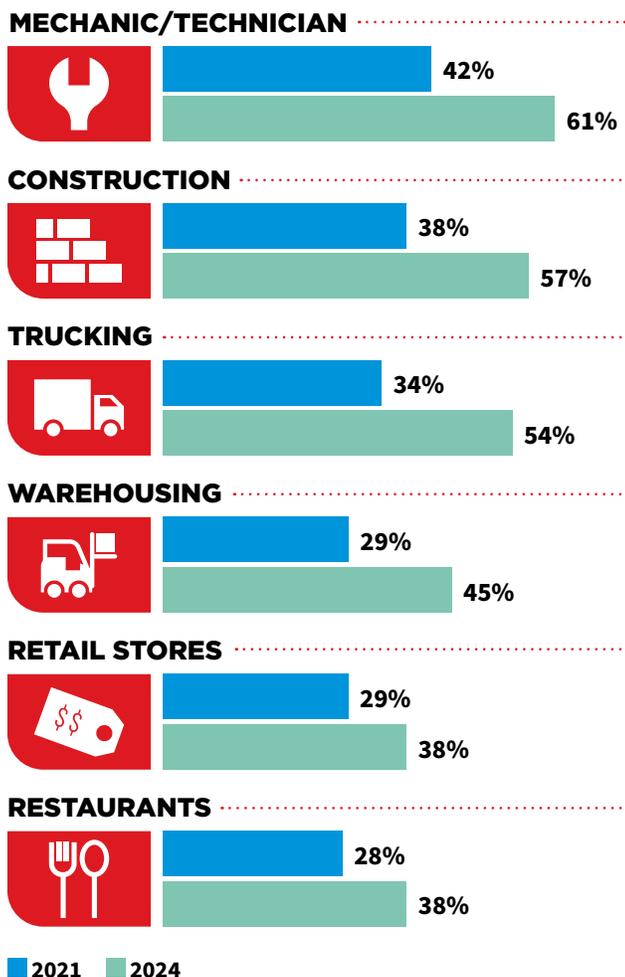


# What Career Paths Lie Ahead?

Recruiting and retaining younger workers in warehouse and driver roles remains a top priority for foodservice distributors. The International Foodservice Distributors Association's (IFDA's) studies on what Gen Z and Millennial [job seekers look for in a job](#) and [in a job advertisement](#) offer detailed insight into these potential job candidates' mindsets. Have their preferences changed over time? A pulse survey conducted by IFDA in the spring of 2024 reveals what key priorities are still in play.

### WHO OFFERS GREAT JOBS?

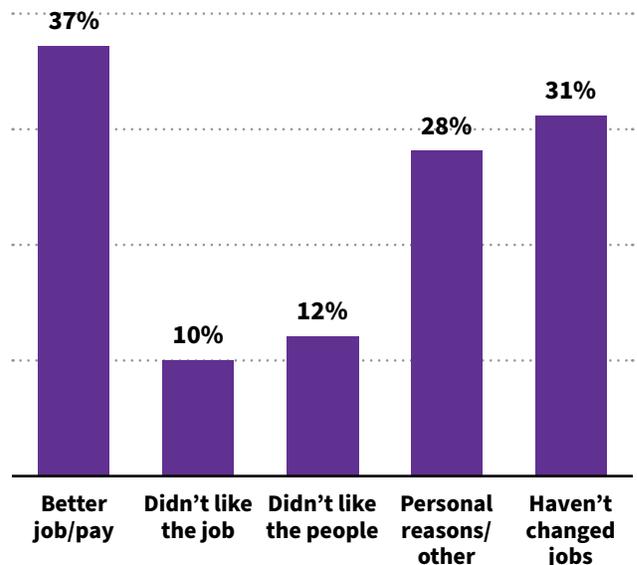
In 2021 and 2024, younger workers were asked if these industries offer great jobs or not-so-great jobs. The proportion who said the industries offer great jobs increased across the board in that time span. In 2024, roughly one-third of respondents were neutral on warehousing and trucking, while less than one in five said those industries offer not-so-great jobs.



### TWO-THIRDS OF YOUNGER WORKERS HAVE CHANGED JOBS IN THE LAST THREE YEARS

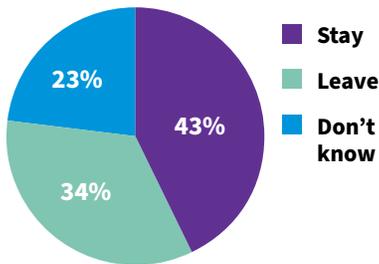


Respondents were asked why they changed jobs in the last three years. About one-third said they haven't changed jobs, while the remaining two-thirds who did make job changes may have changed jobs more than once or had more than one reason to make that change. The most common reason for a change was a better job or pay, followed by personal reasons, like moving or changes in family situations; fewer cited the job itself or supervisors/coworkers.

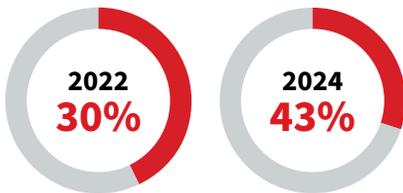


## TWO IN FIVE YOUNGER WORKERS SEE THEMSELVES STAYING IN THEIR CURRENT JOB

When asked about their expectations for the next three years, about two in five respondents said they expect to stay in their current job, while one-third expect to leave.

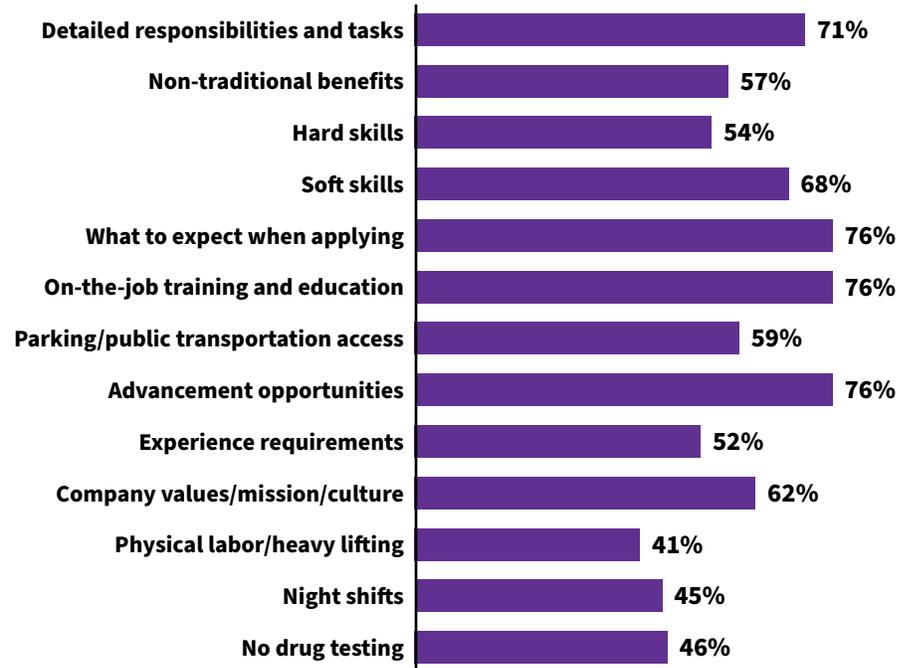


In addition, the proportion of younger workers who say they expect to stay in their current jobs for the next few years has increased since 2022.



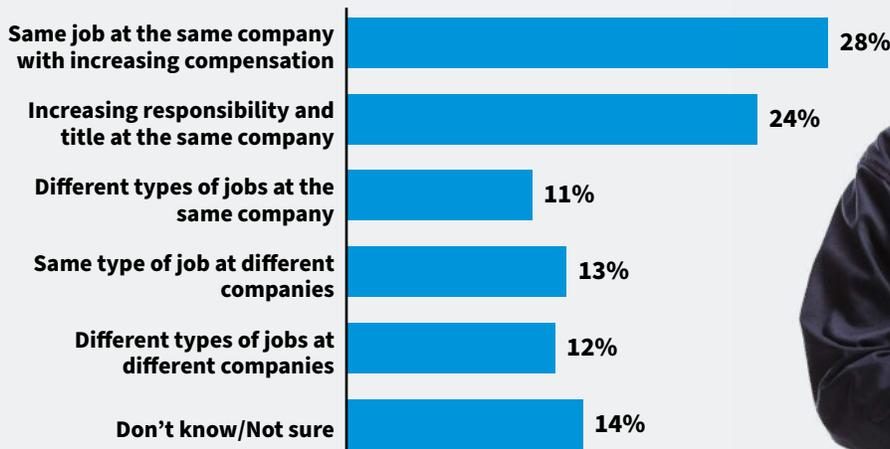
## TOP MOTIVATORS FOR JOB APPLICATIONS

Respondents were asked if they would be more likely to apply for a job if the advertisement contained various pieces of information. In addition to detailed job responsibilities, potential applicants said that seeing on-the-job training, advancement opportunities, and what to expect from the application/hiring process would make them more likely to apply for that job. Information on soft skills desired for the position and company culture also ranked high on the list of motivating factors.



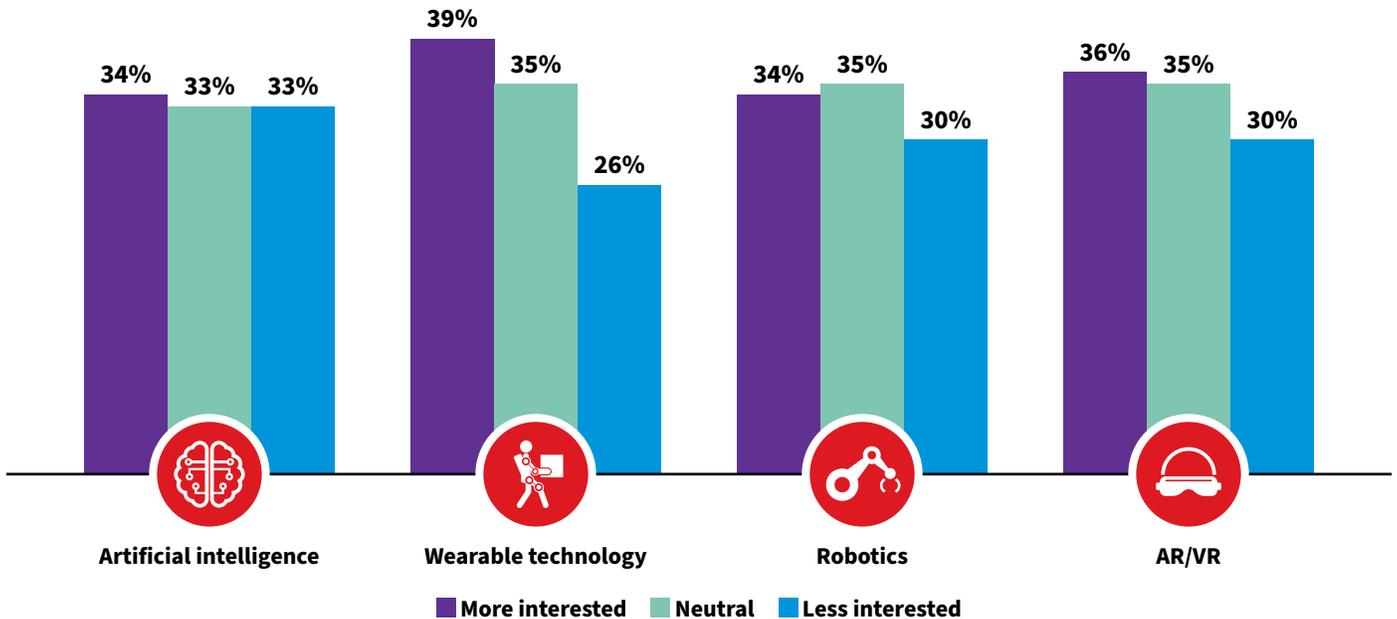
## LONG-TERM CAREER EXPECTATIONS

Respondents were also asked about their expectations for long-term career progression. Overall, nearly two-thirds expect opportunities to advance with the same employer versus changing companies. When asked in 2021 what their preferred career advancement path would be, results were similar but with even stronger alignment for staying with the same employer.



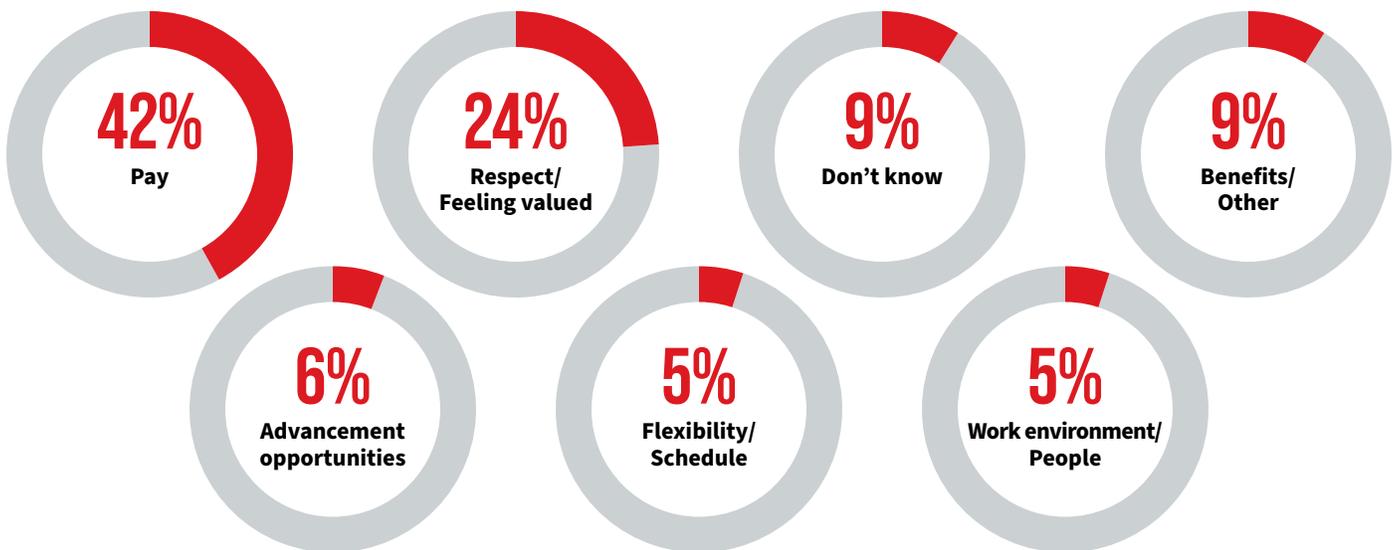
## YOUNGER WORKERS SPLIT ON WORKING WITH TECHNOLOGY

Interacting with various types of technology is increasingly common in most jobs, including foodservice distribution. Respondents were asked if they would be more interested in a job if it involved working with certain types of technology. The respondents were evenly split into thirds: those saying tech would make them more interested, those who were neutral, and those who said it would make them less interested in the job.



## WHAT'S THE ONE THING AN EMPLOYER CAN DO TO MAKE YOU WANT TO STAY?

Respondents were asked an open-ended question about the number-one thing an employer could do to keep them in their job. The top two responses involved compensation and feeling valued.



Source: International Foodservice Distributors Association, 2024.

IFDA surveyed 1,000 U.S. adults aged 18-34 without college degrees on March 29-April 2, 2024, on preferences and behavior around working life. Previous surveys referenced are similar in methodology, also among U.S. adults aged 18-34 without college degrees. Percentages may not add up to 100% due to rounding.

[www.IFDAonline.org/research](http://www.IFDAonline.org/research)