

Q1 2024 Fast Food Report

Table of Content

Introduction	3
Part One: National Metrics	4
Weekly Application Rates	4
Pay by Region	4
Application to Opening Ratio by Region	5
Applicant Demographics	5
Time-to-Hire	5
Part Two: Hiring Workflow Performance	6
Overall Performance Metrics	6
Applicant Communication	6
Applicant Rejections	7
Hiring Task Performance	9
Employer I	10
Employer II	11
Overall Findings	12
Conclusion	13

Introduction

In the world of frontline hiring, key performance metrics such as time-to-hire and hire rates can change quickly. We’ve prepared this report to arm recruitment leaders with the information they need to gauge team performance, improve efficiency, and meet hiring goals.

This quarterly insights report covers the first quarter of 2024 and focuses on the fast food industry. Understanding quarterly changes can prepare recruitment teams for the year ahead, as well as what to expect seasonally.

Data from the U.S. Bureau of Labor Statistics for Accommodation and Food Services shows that 2024 is the only year with net positive job gains through the first quarter (162,000 jobs) compared to 2022 and 2023.

Q1 Net Change Job Openings		Accommodation and Food Services BLS Data		
By Year (Thousands)				
 U.S. BUREAU OF LABOR STATISTICS		2022	2023	2024
	January	-86	-169	+108
	February	+97	-128	+20
	March	-19	+26	+34

In contrast, hire rates (i.e., total hired out of total applied) decreased compared to prior years, which suggests a higher ratio of jobs compared to available applicants. Employers need to be savvy in order to capitalize on a limited labor pool.



We examined hiring data from Q1 2024 for our fast food customers. The data consisted of over 2,000 job openings that were live between January and March across the United States.

Part One of this report covers broad national trends related to: application rates, hourly pay by role, time-to-hire, and applicant demographics.

Part Two digs deeper into the hiring workflows utilized by fast food employers and examines factors related to performance based on time-to-hire and hire rate metrics.