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Travel broadens the mind for a generation of 'McPackers'

New survey sheds light on attitudes to work and travel of young people across Europe

'McPassport' scheme throws open opportunities to travel and work abroad to McDonald's® employees in Europe

Over one in two (56%) young people across Europe are more likely to apply for a job if it offered the opportunity to work abroad, according to a new piece of research into what motivates 16-25 year olds looking for work.

The research, commissioned by McDonald's Europe, polled young people across seven European countries about their attitudes to work and travel. The findings, which are released to mark the first anniversary of McDonald's 'McPassport' scheme for 225,000 restaurant employees in Europe, show young people are motivated by the prospect of discovering a different culture and meeting new people (26%), hungry for new experiences (21%) and keen to improve their language skills (17%).

The survey by pollsters Populus of over 800 16-25 year olds in the UK, Sweden, Spain, Poland, Italy, Germany and France showed that Italian (62%) and Polish (72%) people came out top for wanting to travel, while Spaniards (44%) were the most inclined to stay at home.

Further to this, the survey also identified the top three motivators for jobseekers looking to work abroad – painting an uplifting view of the ambitions and broad-minded attitudes of young people today:

- To discover a new culture and meet new people (26%)
- To challenge themselves with new experiences (21%)
- To learn a different language/improving language skills (17%)

Some European countries are proving more popular than others in the poll, with respondents saying they would most like to work in UK, Spain, Italy, France and Germany, in that order.

A work-life balance is a key concern for our youth. After salary, the top three factors those surveyed found most attractive in a job are:

- Flexible working hours (68%)
- The opportunity to travel or work abroad (35%)
- Opportunities to combine work with learning / studying (35%)

Last year, McDonald's Europe launched the most significant private sector initiative to promote European employee mobility with its 'McPassport'. The scheme was launched at a press conference in Brussels, in the presence of the European Commissioner for Social Affairs Vladimir Spidla.



This summer, over 100 McDonald's employees worked in restaurants in Berlin, Paris and London, with no need to interview. Nearly 600 employees have also enquired about the scheme.

Cecile Staner, VP, Chief HR Officer at McDonald's Europe explains:

"McPassport has become an integral part of McDonald's wider commitment to being a good employer. The scheme reaches beyond the basics – it is the most significant private sector initiative promoting European employee mobility and caters perfectly for our workforce, many of which are young adults, and, as the survey shows, are keen to broaden their horizons through travel.

"Around 600 restaurant employees have already enquired about McPassport and, as its success increases, it is becoming more and more engrained into McDonald's heritage."

For more information about McPassport, please visit www.yourtalentmcd.eu

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For more information

Please contact Cath O'Grady on 00 44 207 800 4800/
european.pressoffice@uk.mcd.com. Alternatively please contact Lotte Jones or Selena Hedley-Lewis on +00 44 207 260 2700 or firstname.lastname@bluerubicon.com

Notes to editors

- Populus interviewed 820 16 – 25 years olds in seven European countries. Populus is a member of the British Polling Council and abides by its rules.
- The McPassport is a certification of the skills and experiences crew build up during their time at McDonald's. The document itself includes the staff work history that restaurant managers record and will be recognised and respected by any participating McDonald's restaurant in the European Union.
- Staff can apply for any available vacancy in McDonald's restaurants in 25 countries within the European Union.
- Around 600 restaurant employees have asked for a McPassport and over 130 have used their McPassports since it was launched last year in September. McDonald's is sending 56 restaurant employees from 19 European countries to the Olympic Games in Beijing next year to work in the McDonald's Olympic restaurants and to enjoy the Olympic experience.

(Please find case study below)

McPassport case study



Below is a testimony from a restaurant employee currently on the McPassport scheme in London from Paris. If you would like to speak to Joseph's UK manager for bespoke comment, then please contact Lotte Jones or Selena Hedley-Lewis on +00 44 207 260 2700 or firstname.lastname@bluerubicon.com

Joseph De Mauroy, 21, is like any young student, wanting new experiences and a taste of culture abroad. Having originally joined McDonald's in his home city of Paris eight months ago, he subsequently learned about the McPassport scheme, and how it would enable him to work in other countries.

"I originally joined McDonald's because it seemed like a flexible job I could maintain during term time. When I arrived I saw posters up for McPassport and found out more about what it could offer me.

"My brothers and sisters are all well-travelled so I didn't feel too nervous about going it alone. McDonald's were great for giving advice and helping prepare my finances and accommodation."

Joseph joins a cast of over 100 people who have taken advantage of the McPassport scheme in the last year. An Economics student, with a keen passion for skateboarding and football, he is typical of an increasing number of young employees wanting to broaden their horizons and travel during their summer breaks:

"Most of my friends are still in Paris doing summer jobs. I'm here living in London, making new friends and having a great time. I've already noticed how my English has improved and it feels like a much more constructive use of my time, while still earning money!

"I have had a great experience so far. London is an expensive city, but I have made it work for me – museums are free and I like to go exploring on my days off. The team at the restaurant have looked after me really well and I have made some great friends here."

With around 600 restaurant employees enquiring about the McPassport scheme in the last year, the numbers of staff taking advantage of the scheme is set to rise. But would Joseph do it all again?

"I would definitely consider doing it again next year, although maybe somewhere with a bit more sun! I've always liked the idea of going to Spain so may go for Barcelona in 2008..."

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