



Engaging Millennials and Gen Z with employee benefits

Selected findings:

**Millennial & Gen Z Reflections on
Workplace Benefits & Financial
Planning, Lincoln Financial and The
Center for Generational Kinetics
(2019)**

Study Methodology

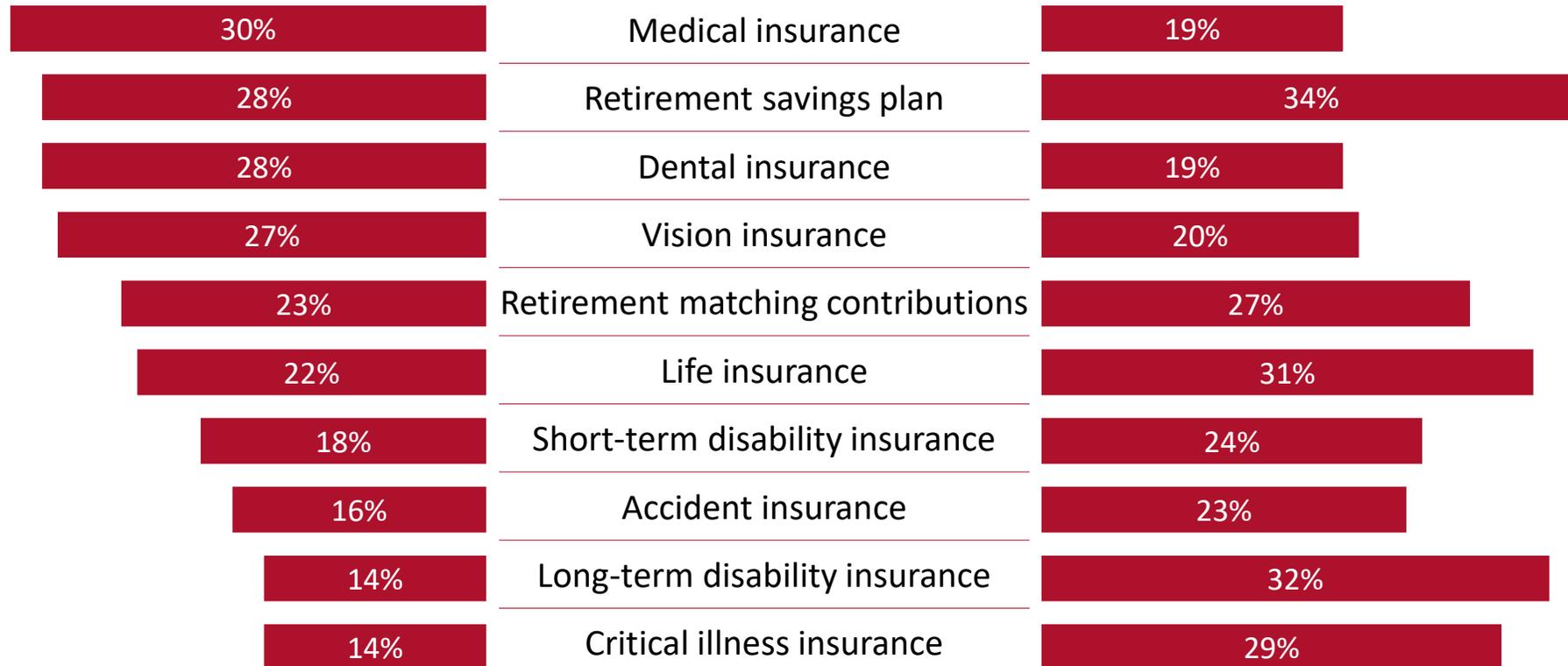
Millennial & Gen Z Reflections on Workplace Benefits & Financial Planning, Lincoln Financial and The Center for Generational Kinetics (2019)

- The goal of this work was to explore Millennial and Gen Z needs and expectations in regards to workplace benefits and financial planning, including:
 - How Millennials think about employer-offered and individual-purchased benefits, the importance placed on those benefits, and the role that benefit providers play in Millennials' lives today.
 - Gen Z's current thoughts on workplace benefits and financial planning as the generation thinks about their future employment decisions.
- This study consisted of two surveys—one for Millennials and one for Gen Z. The surveys were designed collaboratively by Lincoln Financial and the Center for Generational Kinetics.
- The Millennial survey was administered to 1,002 U.S. respondents ages 24-42 who are currently employed full-time or part-time and have access to any non-medical insurance benefits through their employer or have purchased these benefits on their own.
- The Gen Z survey was administered to 500 U.S. respondents ages 18-23.
- Both samples were weighted to the U.S. Census for age, region, gender, and ethnicity. Responses were collected online from August 16, 2019 to August 21, 2019. Figures are statistically significant at the 95% confidence level. Margin of error for the Millennial data is +/-3.1 percentage points. Margin of error for the Gen Z data is +/-4.4 percentage points.

Millennials' financial priorities are changing

Benefits that were not important to Millennials 3 years ago, but are important today

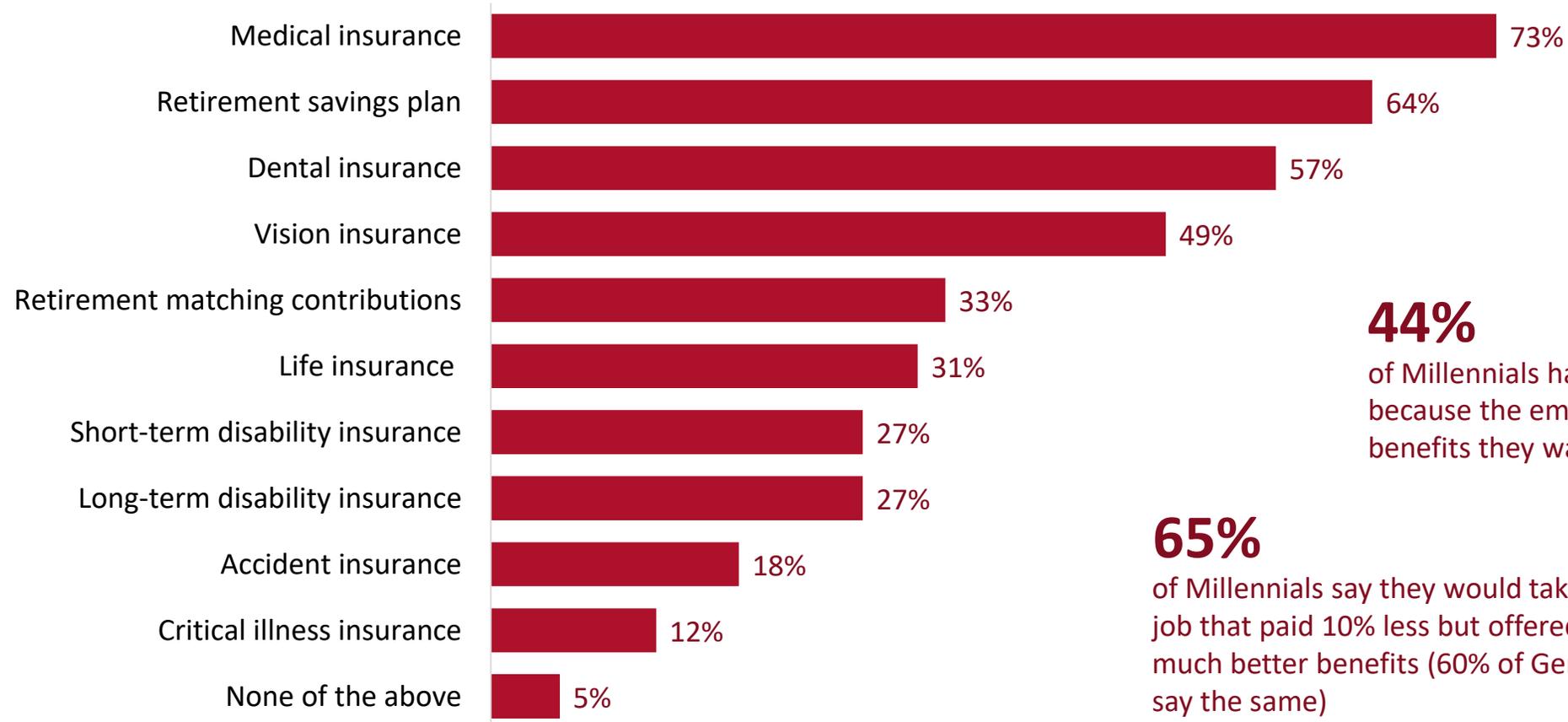
Benefits Millennials expect will be important within 3-5 years, but are not important today



Question text: Which of the following benefits do you see as important today, but were not important to you 3 years ago? Select all that apply. / Which of the following benefits do you see as not important today, but think will be very important to you in the next 3 to 5 years? Select all that apply

When recruiting Millennials, workplace benefits matter

“Must-have” benefits for Millennials when choosing whether or not to accept a new job



44%

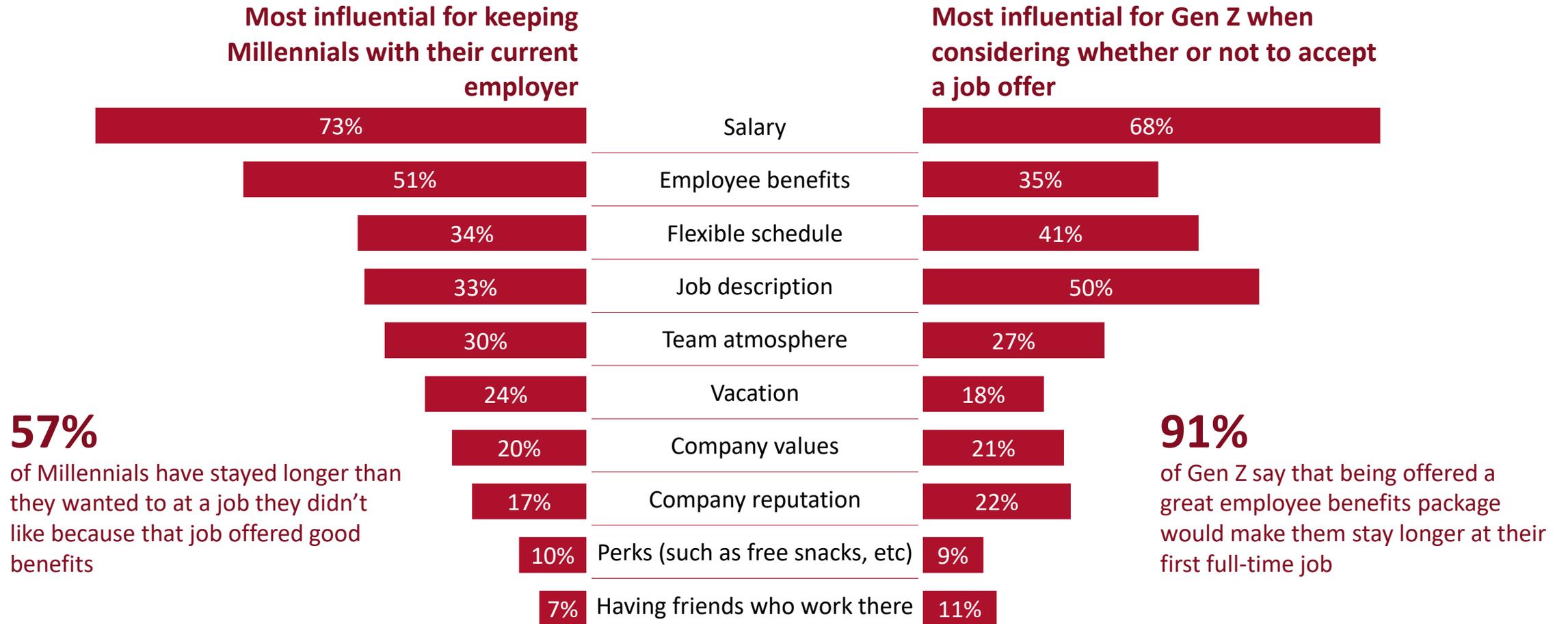
of Millennials have turned down a job because the employer didn't offer the benefits they wanted

65%

of Millennials say they would take a job that paid 10% less but offered much better benefits (60% of Gen Z say the same)

Question text: Which of the following benefits absolutely must be offered by an employer for you to accept a new job? Select all that apply. / Please answer yes or no for each of the following questions: Have you ever turned down a job because they didn't offer the benefits you wanted? / Please answer yes or no for each of the following questions: Would you take a job that paid 10% less but offered much better benefits? [Asked of Millennials] / Please answer yes or no for each of the following questions: Would you accept a 10% lower starting salary in return for a better benefits package? [Asked of Gen Z]

Workplace benefits matter more than perks



Question text: Which of the following factors most influence whether or not you stay at a job? Drag and drop these in order of importance. [Graph shows % of Millennials who rated each item in the top 3] / When you consider whether to accept a job, which of the following factors matter the most to you? Drag and drop these in order of importance. [Graph shows % of Gen Z who rated each item in the top 3] / If your first full time job offers a great employee benefits package, would you want to work there longer [Question asked of Gen Z respondents] / Have you ever stayed longer than you wanted to at a job you didn't like because the job offered good benefits? [Asked of Millennial respondents]

Millennials and Gen Z are also looking for financial education from employers

% of Millennials who agree



“Financial education should be something that employers provide to every employee”

% of Gen Z who agree



Financial topics Millennials are most interested in getting help with:

1. Saving for retirement
2. Budgeting
3. Credit problems
4. Investing
5. Saving to buy a house

Financial topics Gen Z most wish they could get help with:

1. Budgeting
2. Investing
3. Saving for retirement
4. Saving to buy a house
5. Managing student loan debt

48% of Millennials say they have a personal finance question that they would love to get answered, but they don't know who to ask

Question text: Please answer yes or no for each of the following questions: Do you think financial education should be something that employers provide to every employee? / Please answer yes or no for each of the following questions: Do you have a personal financial question that you would love to get answered but you don't know who to ask? / What financial topics or decisions would you most like to get help with? Select your top two. [Asked of Millennials] / What financial concerns do you most wish you could get help with? Select top two. [Asked of Gen Z]

Millennials are interested in retirement planning tools

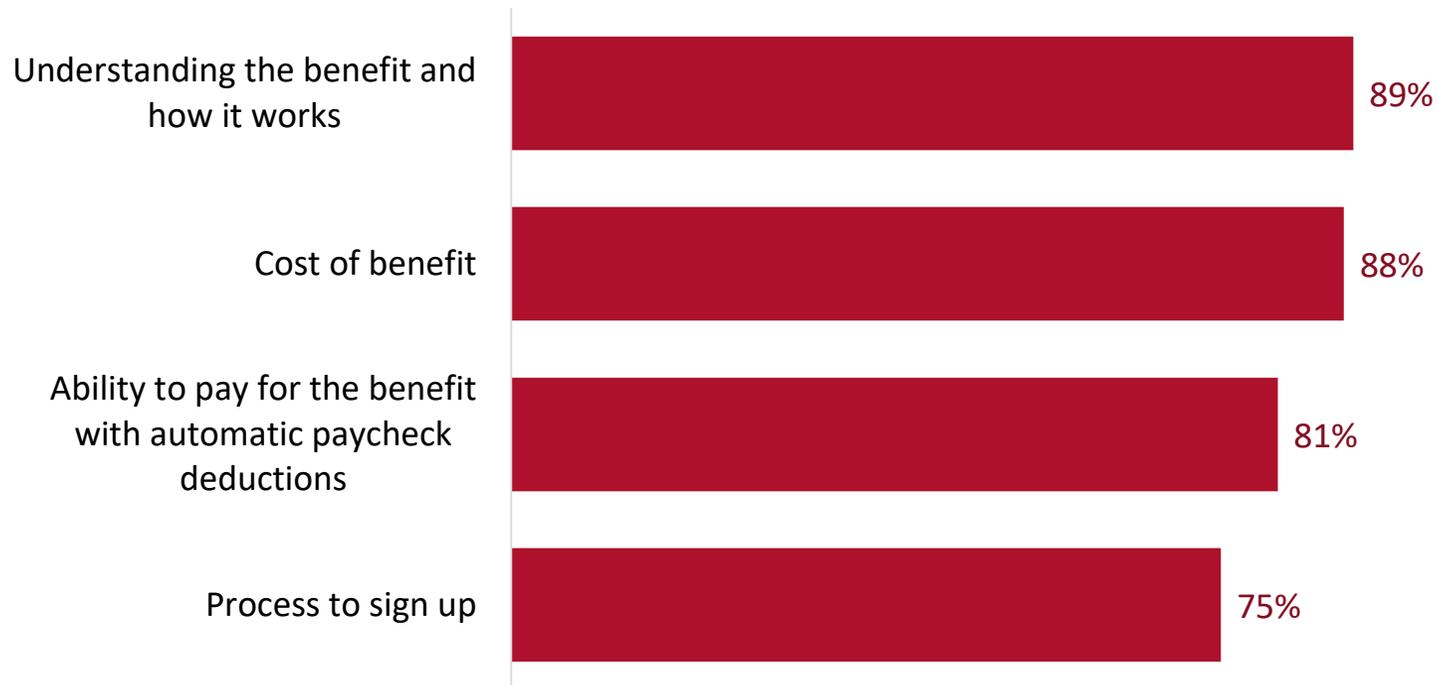
Retirement-related services Millennials would find very helpful



Question text: When it comes to retirement planning or saving, how helpful would each of the following services be? [Graph shows % of Millennials who said each service would be very helpful]

To boost enrollment in benefits, help Millennials understand how benefits work and explain costs clearly

Factors Millennials say are important to deciding which benefits to choose



62%

of Millennials say they have given up searching for information about benefits or financial products because it was too overwhelming

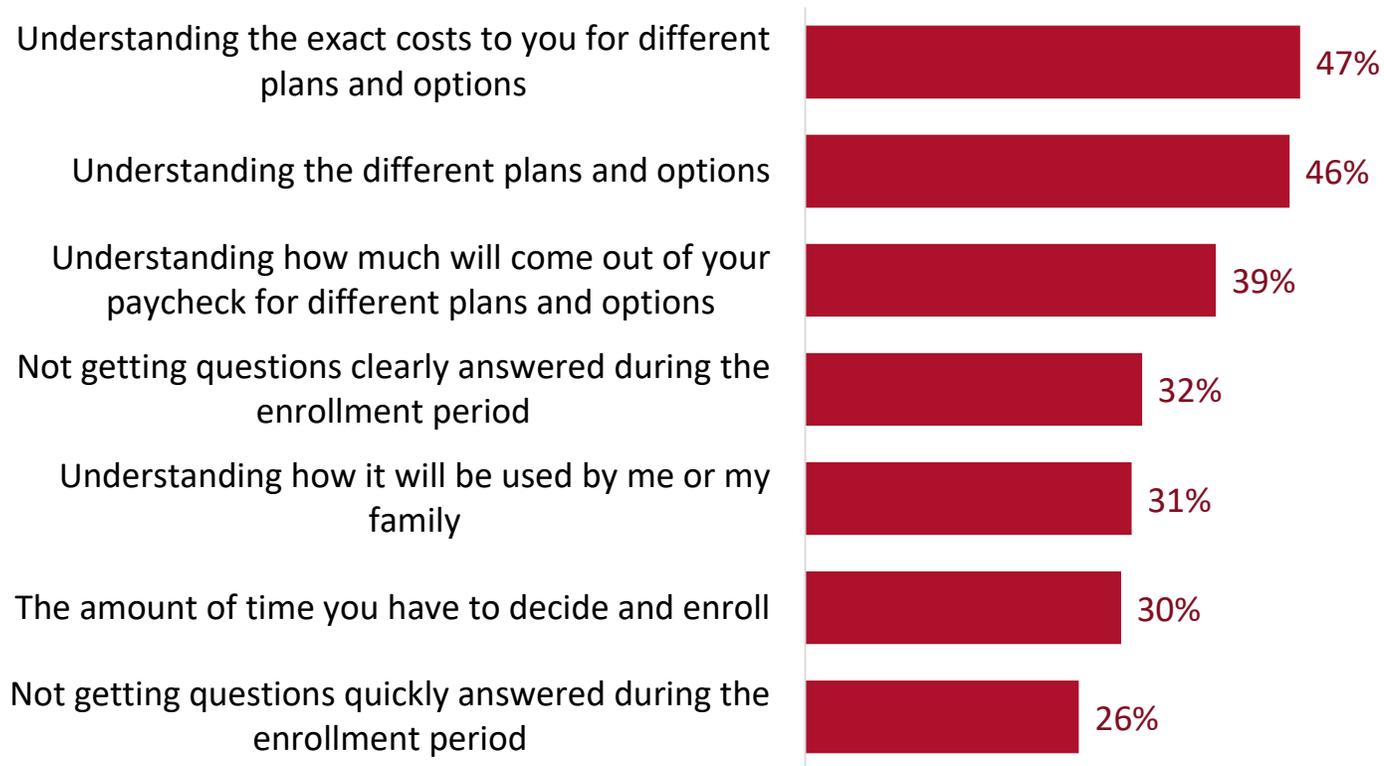
53%

of Millennials say they're not sure where to start when it comes to understanding or making financial decisions

Question text: When deciding which benefits you want to enroll in, how important are each of the following factors in making your decision? [Only the top four responses are shown in graph above; percentages represent the % of respondents who rated each as very or somewhat important] / Please answer yes or no for each of the following questions: Have you ever given up searching for information about benefits or financial products because it was too overwhelming or confusing? / Please answer yes or no for each of the following questions: Is there any financial issue or topic that you know you need to understand or make a decision about but you're not sure how or where to get started?

During annual enrollment, understand and alleviate pain points for Millennial employees

Millennials' pain points when selecting benefits



57% of Millennials say that **being shown the exact monthly and annual costs to them for each plan or product** would alleviate frustrations while selecting benefits

54% of Millennials say that **having access to an online portal that shows and explains all the plan options and costs included by video** would alleviate frustrations while selecting benefits

52% of Millennials say that **being able to directly contact a knowledgeable person to answer your questions** would alleviate frustrations while selecting benefits

50% of Millennials say that **being given plan and option information in advance of the open enrollment period** would alleviate frustrations while selecting benefits

Question text: What parts of selecting insurance and benefits at work are frustrating for you? Select all that apply. / Which of the following would be helpful in alleviating frustrations you feel while deciding whether or not to enroll in benefits at work? Select all that apply.



Questions?

Media Contact:

Lucy MacNichol
Lucy.MacNichol@lfg.com
484-583-2926



Disclosures

The Center for Generational Kinetics is the #1 generational research, consulting and keynote speaking firm with over 150 clients annually spanning most major industries across four continents. The Center's work has been featured on hundreds of media outlets from 60 minutes to The New York Times and works to separate myth from truth when it comes to Gen Z, Millennials and generations as customers, employees and trendsetters.

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