Gen Z's Must-Have Benefits

businessolver

We surveyed over 43,000 employees to understand what's table stakes and what drives retention and wellbeing.

Benefits expectations aren't what they were ten years ago. Today's employees expect their benefits to delight and support them outside of the workplace. Businessolver's Benefits Preference survey is yet another lever employers can use to maximize their benefits investment and tighten their benefits strategy. Employees are asked to rank their benefits preferences, providing employers with data-driven insights to prioritize investments, enhance engagement, and refine benefits offerings to better meet workforce needs.

Our 2024 pilot program surveyed over 244,000 employees with a 17.5% response rate—demonstrating yet again that employees are invested in their benefits and want their preferences to be heard.

"Performance" benefits versus "Delighter" benefits, are nearly evenly split across our employee responses, however, the next page shows a dramatic difference evident between Gen Z's benefits expectations and Baby Boomers.

Performance Benefits: Directly increase employee satisfaction	Delighter Benefits: Unexpected, but provide delight when present
♡ **401(k)**	• Employee Discount Programs
• Cancer Support Programs	♡ **Financial Assistance Programs**
♡ **Employee Assistance Programs (EAPs)**	• Fitness Programs
♡ **Parent and Caregiver Support**	• Healthcare Claim Support Program
• Prescription Assistance Program	• Surgery Planning Benefits
• Preventive Care Services	• Weight Management Program
♡ **Time Off Policy / Flexibility**	♡ **Wellness Program or Incentives**
• Women's Health Programs	

♡ Employees also rank programs with benefits like these among their top most empathetic benefits. Check out our **State of Workplace Empathy Report** for more insights.

Boomers Demand "Performance" Benefits While Gen Z Seeks "Delighters"

Of the Baby Boomer and Gen Z employees surveyed, Boomers have 2X the number of must-have "Performance" benefits versus Gen Z. While Gen Z has 6X the number of "Delighter" benefits versus Boomers—demonstrating the absolute dichotomy in their expectations and the necessity for employers to intimately understand their demographics to balance costs with care.

Boomers' Benefits Preferences

⭐ Performance Benefits

- 401(k)
- Cancer Support Program
- Healthcare Claim Support Program
- Parent and Caregiver Support
- Prescription Assistance Program
- Preventive Care Services
- Time Off Policy

😊 Delighter Benefits

- Employee Discount Program
- Fitness Program
- Wellness Program or Incentives

Gen Z's Benefits Preferences

⭐ Performance Benefits

- 401(k)
- Time Off Policy
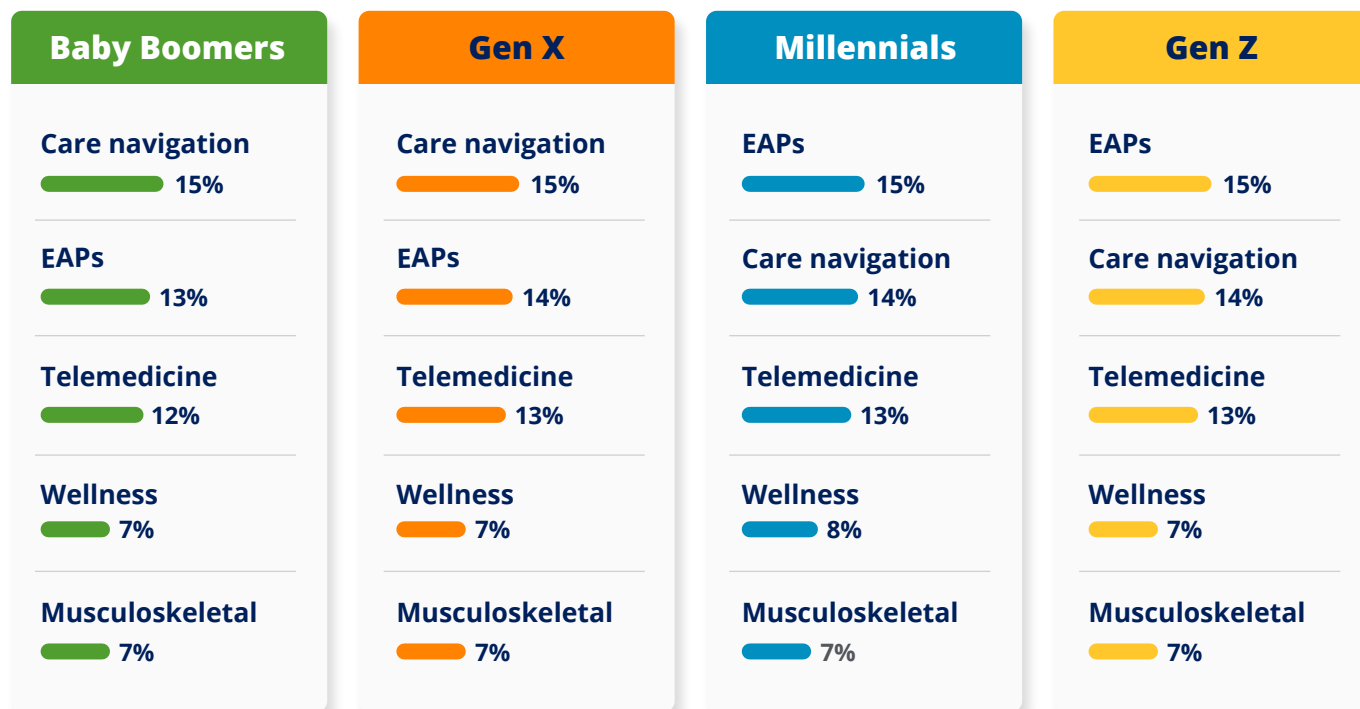- Women's Health Program

😊 Delighter Benefits

- Cancer Support Program
- Care Navigation Program
- Centers of Excellence
- Day Care Support Program
- Drug Search Tool
- Employee Assistance Program
- Family Planning Benefits
- Financial Assistance Program
- Find a Provider Tool
- Fitness Program
- Nurse Line Services
- Parent and Caregiver Support
- Prescription Assistance Program
- Provider Guidance Program
- Surgery Planning Benefits
- Telemedicine Services
- Weight Management Program
- Wellness Program or Incentive

Businessolver's Benefits Preference survey is one of three employee survey modules offered to clients. Other surveys include our annual enrollment survey, which measures employee satisfaction and confidence with their enrollment experience, and our literacy survey which assesses benefits knowledge while educating along the way.

2024 Top Activated Benefits by Generation

The below chart shows which wellbeing programs or point solutions employees interacted with the most by generation.

Baby Boomers

Care navigation
15%

EAPs
13%

Telemedicine
12%

Wellness
7%

Musculoskeletal
7%

Gen X

Care navigation
15%

EAPs
14%

Telemedicine
13%

Wellness
7%

Musculoskeletal
7%

Millennials

EAPs
15%

Care navigation
14%

Telemedicine
13%

Wellness
8%

Musculoskeletal
7%

Gen Z

EAPs
15%

Care navigation
14%

Telemedicine
13%

Wellness
7%

Musculoskeletal
7%

2024 Overall Top Benefit Programs

In 2024, employees activated on (clicked or called) these benefits the most, regardless of age. These benefits can also have a direct impact on an employer's overall annual benefits spend.

15% Care navigation

14% EAPs

13% Telemedicine

13% Wellness

7% Musculoskeletal

Not sure how your current tech stacks up?
Let's do the math together with our Benefits Optimization Calculator

Let's go