

Meet Gen-Z: The New Face of Work

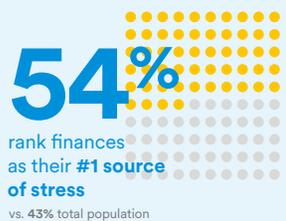
A Gen Zer is 23 years old or younger, and part of a generation of 61 million future employeesⁱ – larger than Millennials and Gen X.



Focused on their finances

Coming of age during the Great Recession, they remain worried about financial stability.

Even at a young age, Gen Zers are worried about both their short-term and long-term finances.



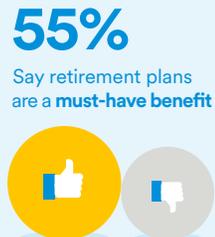
They believe their employers can and should help them do more to reduce stress and help them with their financial well-being.



Implications

In addition to offering benefits related to financial wellness, offer benefits that address both short and long-term financial worries. This means protecting them from unexpected financial setbacks through voluntary benefits.

- Accidental insurance
- Critical illness insurance
- Hospital indemnity insurance
- Cancer insurance



Gen Zers believe it's critical to have a sense of shared purpose with their employers.



Employees want their companies to offer programs that reflect their values and interests, including diversity & inclusion programs as well as international assignments.



Want to be proud of where they work

With increased acceptance, multiculturalism and connectedness, they value diversity and an employer who shares their values, even viewing their workplace as an extension of their personal brands.

Implications

Support employees' whole selves and provide experiences where they can find more fulfillment and align their values more authentically.

Always on – and always on the move

Growing up with smart phones and seamless digital experiences, they embrace flexibility and technology in how they work and interact.

Flexibility means respecting the lives of Gen Zers outside of work...

...and new work arrangements, like gig and contract.



Implications

Gen Zers engage with and learn about their benefits differently.

While they still appreciate traditional channels such as handbooks, company and provider websites, and in-person sessions, they also want to engage with their benefits and employers on mobile apps and social media.

All data is from MetLife's 17th Annual Employee Benefit Trends Study (2019), unless otherwise stated. The study was conducted in October 2018 among 2,500 benefits decision makers and influencers and 2,675 full-time employees, over 21 and at companies with at least two employees, augmented to include 501 interviews with Generation Z employees (ages 21 and 22).

ⁱ CNBC. "61 million Gen Zers are about to enter the US workforce and radically change it forever." 2018.

ⁱⁱ U.S. Bureau of Labor Statistics

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