



BACKGROUND

In fall 2019, we surveyed 244 undergraduate students regarding their preferences for workplace benefits. This study investigated student opinions on employee benefits, including wellness, health, leave, career development, education, and other benefits.

DEMOGRAPHICS

70.5%

18 - 22 years old

19.3%

23 - 30 years old

10.20%

31+ years old



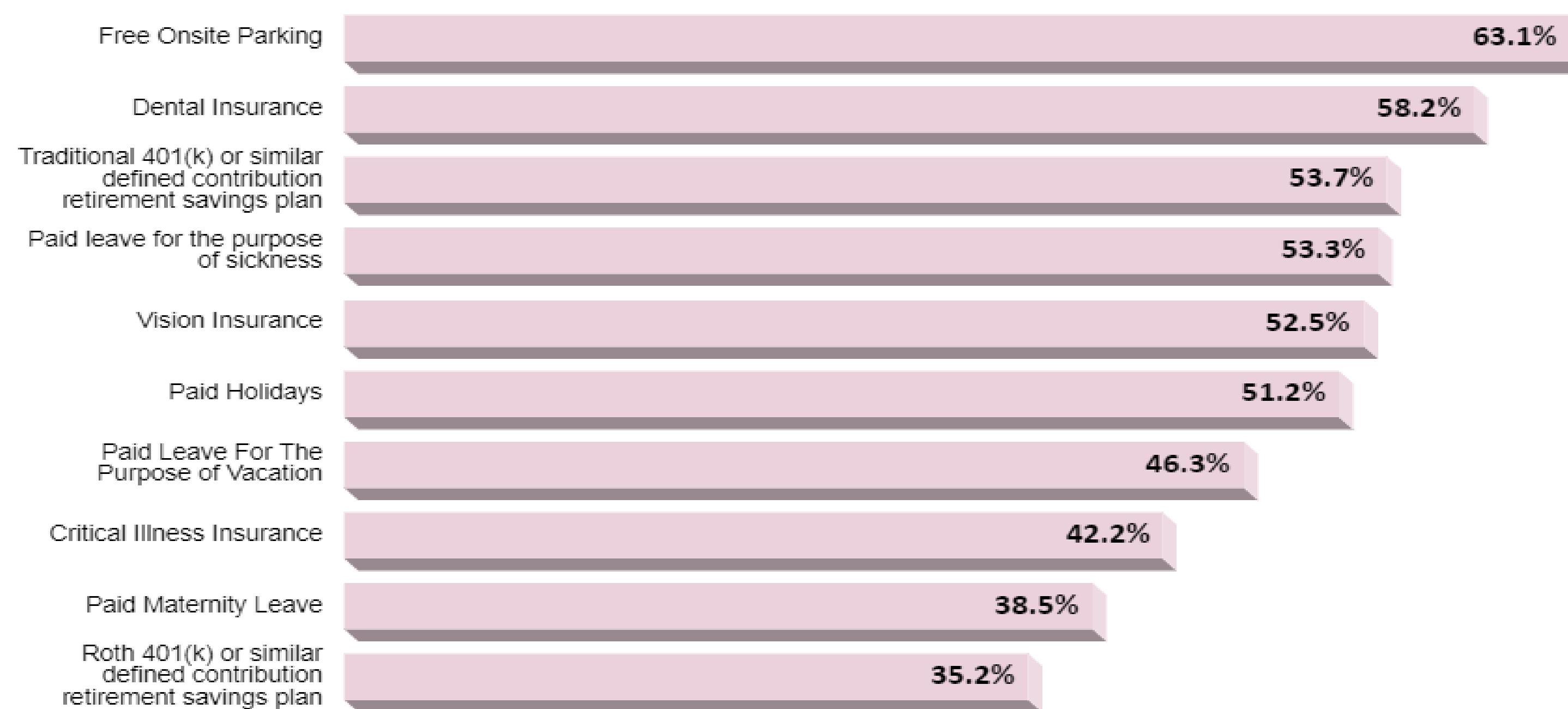
SURVEY METHODS

Respondents were asked to consider each benefit category (e.g., Technology), as well as specific offerings (e.g., Free computers and tablets for employee personal use), and select one of the following:

- **MUST HAVE**
(I WILL ONLY ACCEPT A JOB THAT OFFERS THIS BENEFIT)
- **ATTRACTIVE**
(THIS BENEFIT WILL INCREASE THE ATTRACTIVENESS OF A JOB)
- **NEUTRAL**
(THIS BENEFIT WILL NOT IMPACT MY CHOICE TO ACCEPT A JOB)
- **I DON'T KNOW WHAT THIS BENEFIT IS**

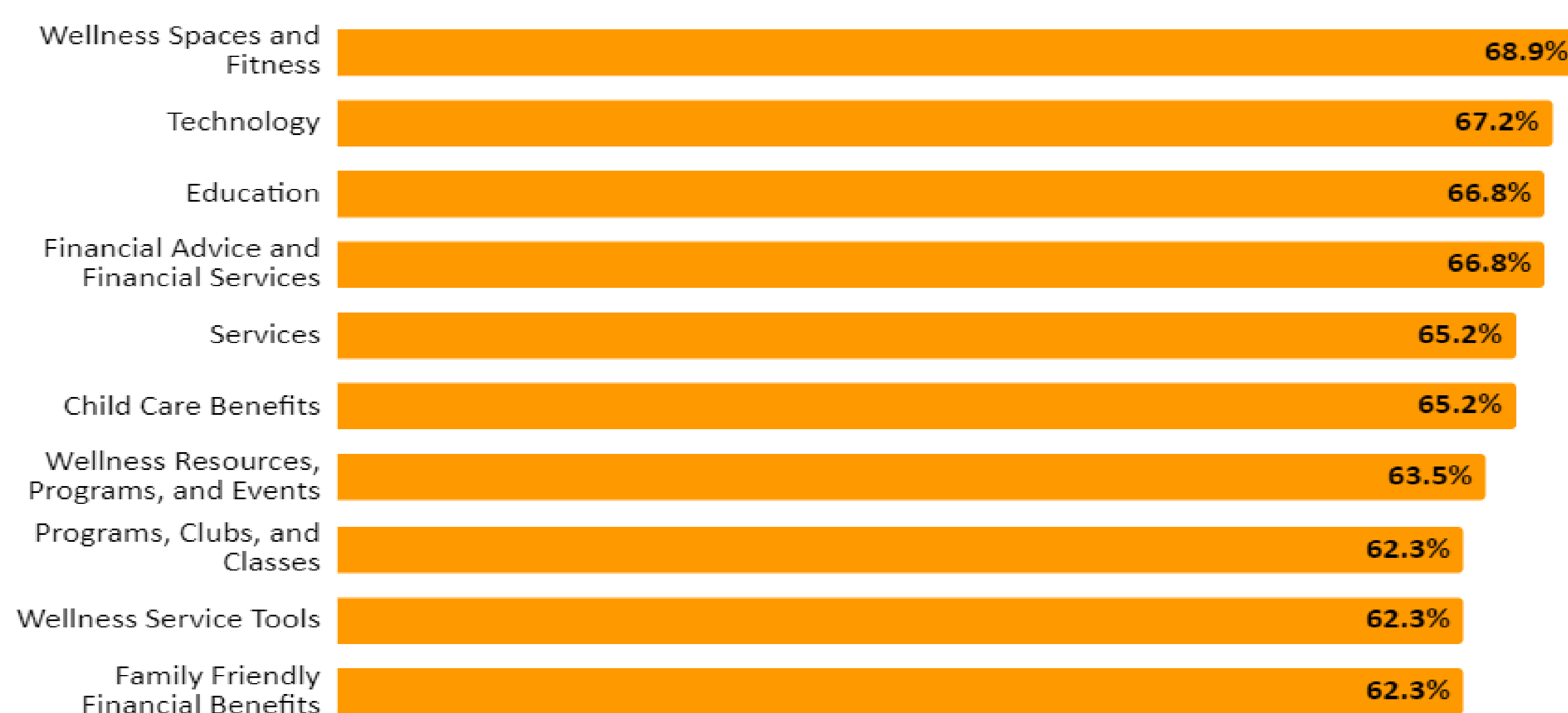
FINDINGS

Must-Have Specific Offerings



A distinguishable finding with the Must-Have results is that our sample prioritizes plans associated with promoting well-being and policies that support work-life balance, such as offerings associated with taking time away from work.

Top Ten Attractive Benefit Categories

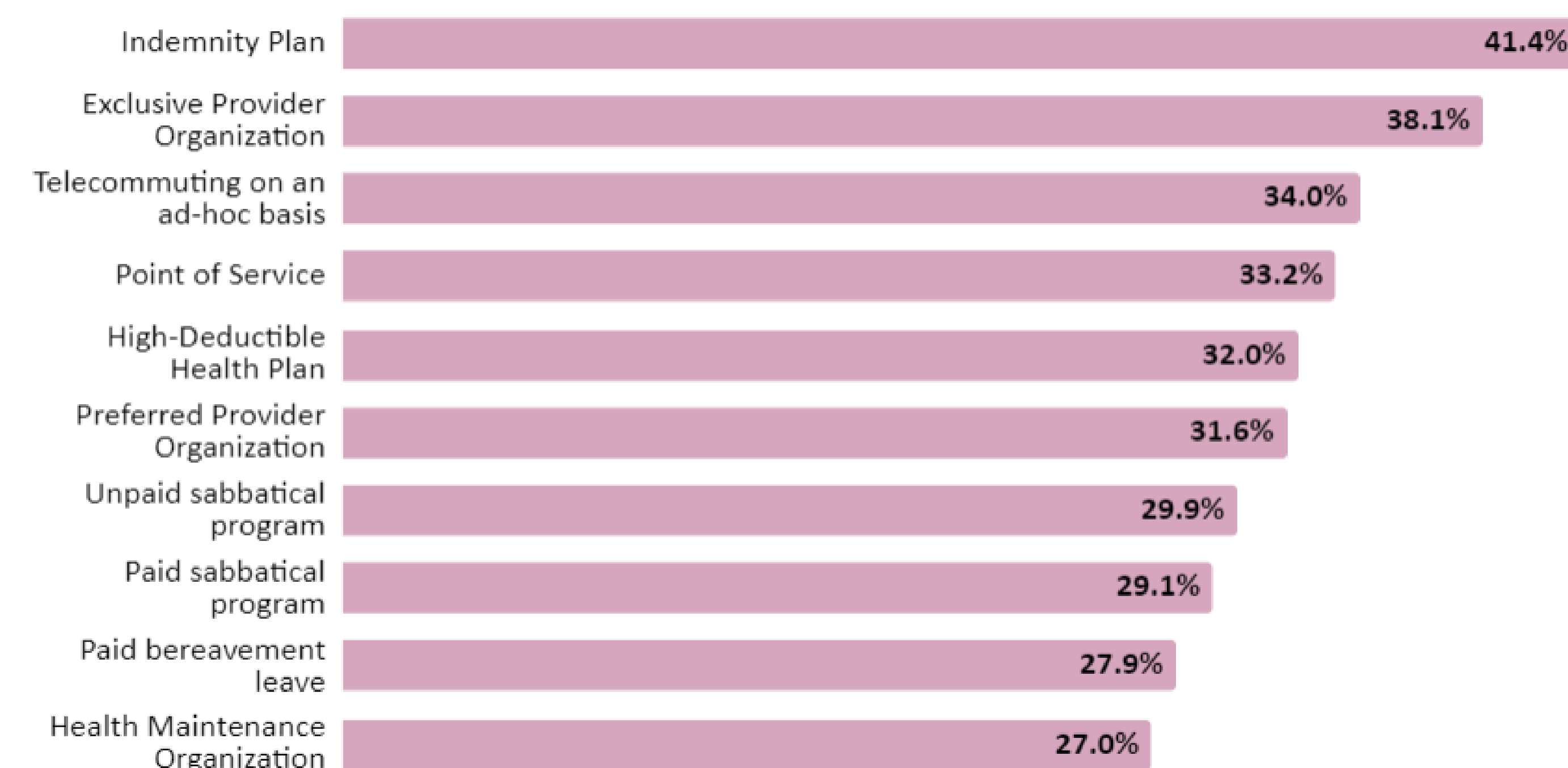


While these benefits are not required, our results showed that an employer offering benefits in any of these 10 categories could attract talent.

Overall, the most attractive specific offerings were Purchase Discounts for Employee-Owned Computers and Tablets (73%) and Free Computers and Tablets for Employee Personal Use (73%), from the second highest attractive category, Technology (67.2%).

The most frequently reported benefit category that students did not know was Telecommuting (13.1%), specifically On an Ad-Hoc Basis (34%).

Top 10 Specific Benefit Offerings That Students Did Not Know



Our results showed that students identified Health Insurance Plans as a Must-Have but were also unaware of some specific offerings. Most frequently, students did not know what Indemnity Plan (41.4%), and Exclusive Provider Organization (38.1%) were.

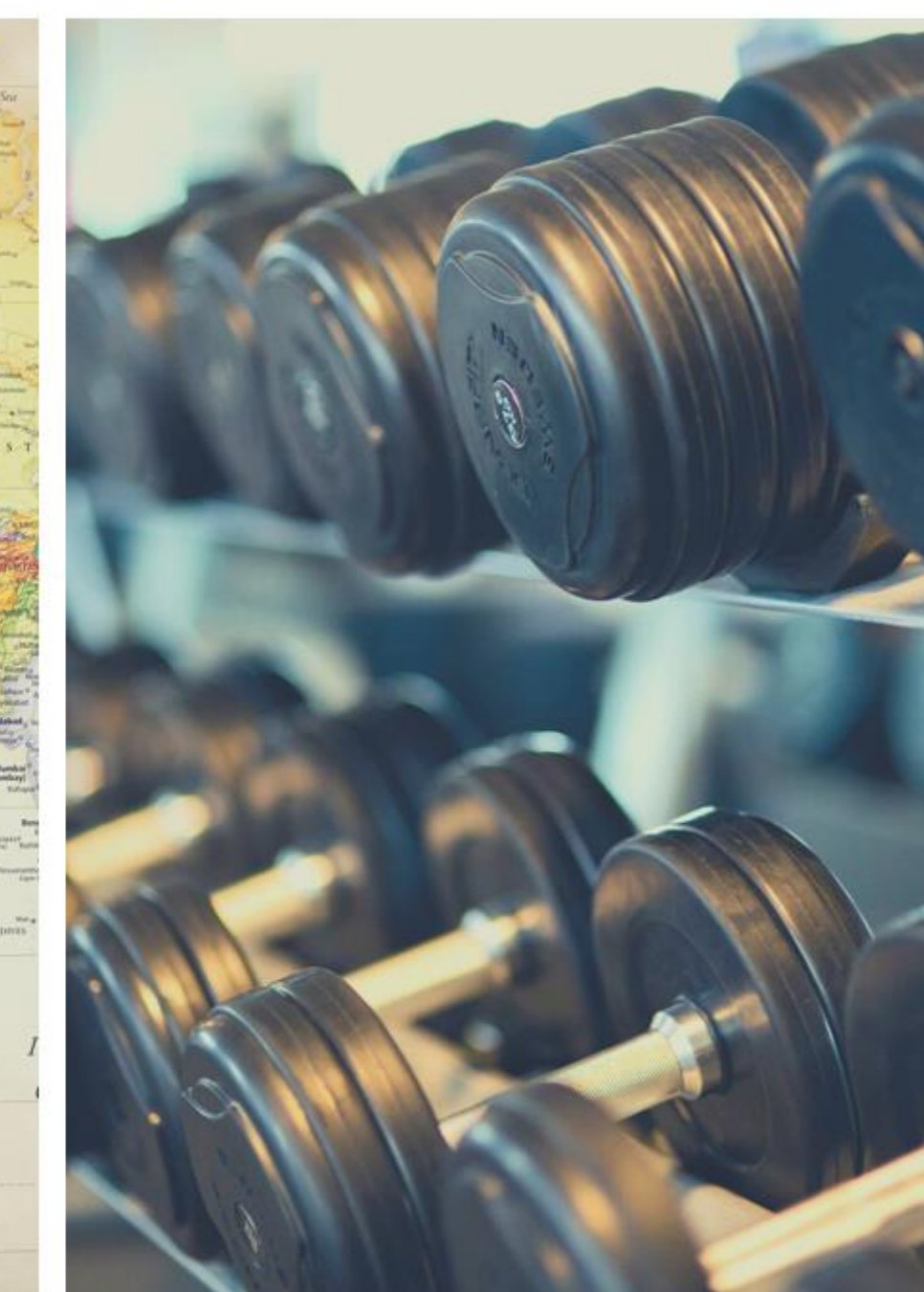
NOTABLE RESULTS



ON-SITE PARKING
63%
(MUST-HAVE)



VACATION, SICK, AND PERSONAL LEAVE
57%
(MUST-HAVE)



WELLNESS SPACES AND FITNESS
71%
(ATTRACTIVE)