

Benefit	Gen X (1965-1980)	Millennials (1981-1996)	Gen Z (1997-2012)
Retirement Plans	High Priority (401(k) matching)	Increasingly Important	Beginning to think about it
Healthcare Benefits	Comprehensive coverage	Comprehensive coverage	Comprehensive coverage
Work-Life Balance	Flexible work arrangements	Flexible work arrangements	High value on remote work and flexibility
Career Development	Leadership development	Continuous learning and growth	Training programs and mentorship
Family Support	Parental leave, childcare, eldercare	Parental leave and childcare	Balancing family and work
Financial Wellness	Financial planning, debt management	Student loan repayment assistance	Student loan repayment assistance
Paid Time Off	Generous vacation and personal days	Generous vacation and personal days	Flexible vacation policies
Health and Wellness Programs	Wellness programs, gym memberships	Wellness programs, gym memberships	Wellness programs, mental health support
Recognition and Rewards	Regular recognition, performance bonuses	Regular recognition, performance bonuses	Regular recognition
Diversity, Equity, Inclusion	Value DEI initiatives	Value DEI initiatives	High value on DEI and inclusive culture
Social Responsibility	Appreciate CSR initiatives	High value on CSR and sustainability	Very high value on social and environmental impact
Technology and Innovation	Appreciate modern tools	Expect modern tools	Expect modern tools and tech-savvy employers