

research

GENERATION Y

COMPENSATION



Which of the following compensation based attributes would influence your decision to join or stay at an organization?

Attribute		Attribute	
Partially subsidized medical insurance	94%	Free parking	78%
Partially subsidized dental insurance	93%	Gym membership allowance	77%
Annual performance bonus	92%	Paid vacation day on birthday	73%
Matching 401k	91%	Flexible spending account	65%
Partial tuition reimbursement	91%	Paid maternity leave	63%
Transportation reimbursement	90%	Contest incentives (awards based on performance)	63%
Additional week of paid vacation time	90%	Disabled / Elderly care allowance	32%
Partially subsidized vision insurance	88%	Adoption Assistance	25%
Stock options / Profit sharing	80%		

656 Generation Y respondents surveyed\*

2009

Brill Street Market Research

\*Brill Street works across all generations and defines Generation Y as a new perspective, not an age. For the purposes of this study, Generation Y was defined as people ages 18-28.