

research

GENERATION Y

CULTURE



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

Attribute	Influential	Not Influential
Flexible working hours	92%	8%
Competent/accessible boss/supervisor	89%	11%
Acceptance of individuality	87%	13%
Travel opportunities	83%	17%
Voice in mission/vision of company	82%	18%
Team setting / Collaborative	79%	21%
Real-time feedback/reviews	79%	21%
Remote work options	77%	23%
Entrepreneurial-like work/projects	70%	30%
Job share programs	47%	53%

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.