

research

GENERATION Y

PERKS



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

Attribute		Attribute	
Additional 1 week unpaid vacation	76%	Company sponsored sports teams	48%
Social events	74%	Zen room	43%
Shuttle to/from public transport	67%	Games / Game room	42%
On-site workout facility/shower	67%	Beer/wine on Friday afternoons	40%
Financial planning consultations	66%	MAC Computers	37%
Offsite meetings at desirable locations	63%	Coffee/Tea	37%
Full meals provided	61%	On-site, subsidized masseuse	36%
Laptop provided	59%	On-site, subsidized dry cleaning	36%
Industry association memberships	58%	Dual monitors	36%
Legal consultations	57%	On-site, subsidized car wash	34%
On-site workout classes	53%	Light snacks / Vending machine	31%
High-end smart phone provided	50%	TV room	30%

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.