

# Gen Z & Millennial Work Recognition

A comprehensive study



# Methodology



Interview 632 18-38 year olds online

November 2018 & April 2019

Reflective of US Census with 97% confidence

Via Survey Monkey

# Overview



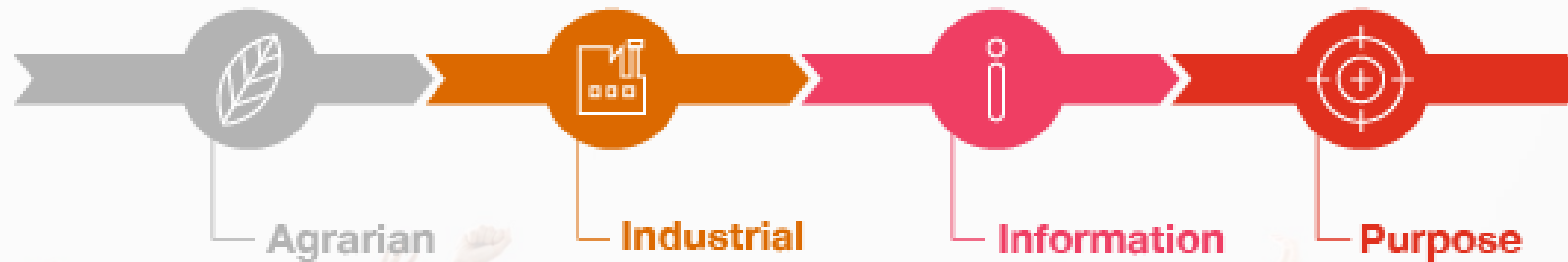
Employers can dramatically improve Gen Z and Millennial retention, productivity, recruiting and brand advocacy by emphasizing employee “Personal Fulfillment”





# Personal Fulfillment

## History of work



*Employee  
value  
proposition*

**Survival**

**Satisfaction**

**Engagement**

**Meaning and  
fulfillment**

*Desired  
employee  
characteristic*

**Strength**

**Efficiency**

**Knowledge and  
curiosity**

**Self-awareness**

*Development  
focus*

**Stamina**

**Craft mastery**

**Creativity and  
innovation**

**Purpose**

# Key Findings



22%

Gen Z intend to stay at their job for at least two years

57%

Millennials intend to stay at their job for at least two years

50%

Believe management does not recognize strong job performance

76%

Are seldom to never eligible for employee rewards

67%

Are not satisfied with the investment their employer makes in rewards and recognition

- The majority of Gen Z and Millennials are not satisfied at work
- **Recognizing them**, no matter how little, helps them achieve “Personal Fulfillment”
- When they are recognized, not only do they do their job, they also become a core base of positive promoters – much more than any generation ever
- When they are not recognized, they will proactively work against you

# Key Findings

## Disgruntled Amazon workers will wreak havoc during 'Prime Day'

By Lisa Fickenscher

July 12, 2019 | 10:35pm



## Google and Facebook employees are teaming up against their bosses

How tech workers are coming together to fight forced arbitration

By Casey Newton | @CaseyNewton | Jan 15, 2019, 6:00am EST

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Illustration by Alex Castro / The Verge

## The Wayfair Walkout and the Rise of Activist Capitalism

By John Paul Rollert | July 13, 2019



AI - powered automated analytics delivers insights faster than ever. So you can jump to conclusions.

Find Out How

Wayfair employees protesting in Conley Square on June 26, 2019, in Boston. Wayfair's walkout and Nike's Retev Ross



# Key Findings



79%

An increase in recognition rewards would make them more loyal to their employer

70%

Would stay on the job another year if they receive three \$50 prepaid rewards over a one year period

70%

Would use three or fewer sick days for a \$75 prepaid reward

87%

Would refer a job candidate for a \$100 prepaid reward

90%

Would participate in a wellness program for a \$25 prepaid reward

- Referral is the #1 way to grow brand preference with these generations
- **68% will refer a brand they use. If they believe in their employer they will promote all the more**
- **41% will refer a brand to receive a reward**

# Rewards



75%

Use a substantial reward for everyday or emergency needs

22%

Would use a reward for a unique experience

60%

Would choose a \$750 prepaid card over a four-day all inclusive vacation for a substantial reward at work

75%

Prefer prepaid that can be spent anywhere vs. rewards for retail or online merchants and reward catalog choices

- Open loop prepaid is the preferred reward of choice over unique experiences, travel, retail gift cards and rewards and online reward catalogs



# Summary



- **Recognizing Gen Z and Millennials**, no matter how little, helps them **achieve** **“Personal Fulfillment”**
- When they achieve “Personal Fulfillment”, they become more loyal and are your very best and most influential ambassadors
- The preferred reward by a wide margin is prepaid open loop
- Find our Hourly vs. Salary Employee Study here –
  - <https://www.davincipayments.com/research-studies/recognizing-employees-study/>
- Find our Gen Z / Millennial Brand Study here –
  - <https://www.davincipayments.com/research-studies/gen-z-and-millennials/>
- Find our Gen Z / Millennial Rent Study here –
  - <https://www.davincipayments.com/research-studies/rent-study/>

# About daVinci



daVinci is leading the payments movement to greater value through high-impact brand connections at the intersection of the payment.

daVinci optimizes corporate-funded payments at the speed of light for businesses, their customers, employees, contractors, channel partners and participants through digital, virtual and physical card payments in

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Sales Inquiries: **888.457.0600**

Corporate Offices: **847.325.4330**

Sales/Partnership Inquiries: [sales@swiftprepaid.com](mailto:sales@swiftprepaid.com)