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

<table>
<thead>
<tr>
<th>Employee value proposition</th>
<th>Agrarian</th>
<th>Industrial</th>
<th>Information</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desired employee characteristic</td>
<td>Survival</td>
<td>Satisfaction</td>
<td>Engagement</td>
<td>Meaning and fulfillment</td>
</tr>
<tr>
<td>Development focus</td>
<td>Strength</td>
<td>Efficiency</td>
<td>Knowledge and curiosity</td>
<td>Self-awareness</td>
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<tr>
<td></td>
<td>Stamina</td>
<td>Craft mastery</td>
<td>Creativity and innovation</td>
<td>Purpose</td>
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</tbody>
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## Key Findings

<table>
<thead>
<tr>
<th>22%</th>
<th>57%</th>
<th>50%</th>
<th>76%</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z intend to stay at their job for at least two years</td>
<td>Millennials intend to stay at their job for at least two years</td>
<td>Believe management does not recognize strong job performance</td>
<td>Are seldom to never eligible for employee rewards</td>
<td>Are not satisfied with the investment their employer makes in rewards and recognition</td>
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</tbody>
</table>

- 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’

Google and Facebook employees are teaming up against their bosses

The Wayfair Walkout and the Rise of Activist Capitalism
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% would 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/](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/](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/](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 160+ countries, 21 languages and 10 currencies. www.davincipayments.com

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