



2015 MassMutual Generations@Work Study RESEARCH RESULTS

Summary of key findings about the employee benefits America's workers value the most

Research Objectives and Methodology

Research Objectives

KRC Research conducted this research on behalf of MassMutual and Weber Shandwick to explore the disconnect between the value employees place on their employer-provided benefits and other aspects of their lives, to understand employees' perceptions of their benefits, and to see if blinded statements about the Map My Benefits tool drive interest in usage of that tool.

Research Methodology

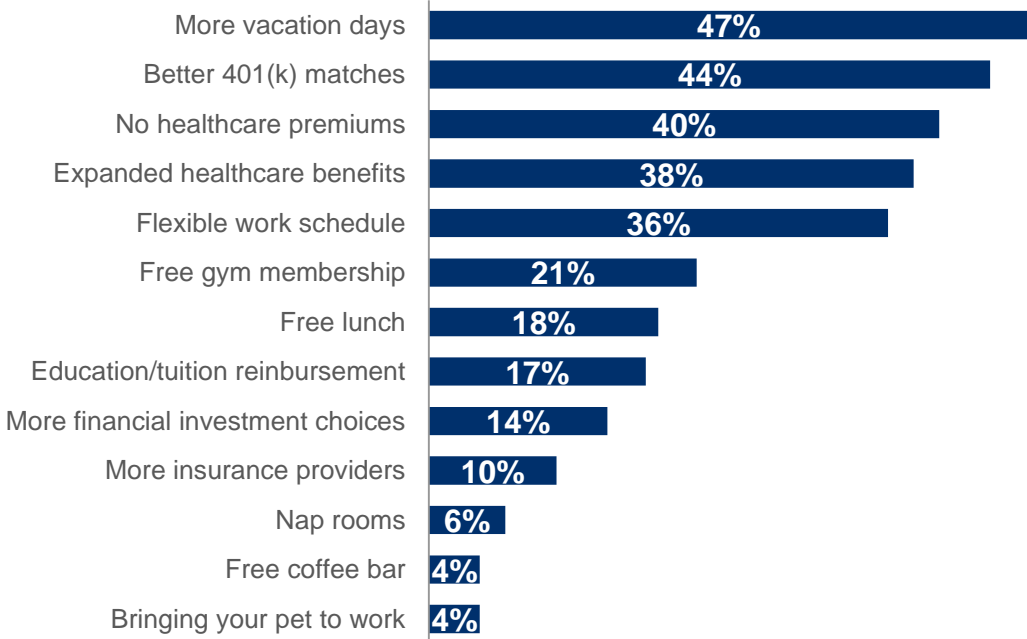
KRC Research conducted this survey from July 17-24, 2015 via an online survey of 1,517 adults in the US, including an oversample of 501 Hispanics, who are full-time employees at companies that provide benefits. The oversampling was conducted to learn how the attitudes and perceptions of working Hispanics about their employee benefits and personal finances compare to the overall population of working Americans.

Respondents for this survey were selected from among those who have opted-in to participate in an online panel. The data has been weighted to reflect the demographic composition of American full-time employees at companies that provide benefits programs.

Top Employer-Provided Benefits

The most desirable employer-provided benefit is vacation days, ahead of key financial benefits like better 401(k) matches or no healthcare premiums.

Most Desired Benefits



Subgroup Spotlight: Gender

Men are more likely to say they think it's easy to manage their finances and claim to be less distracted by their finances than women are. Men also have a stronger preference for financial benefits than women do, while women have a stronger preference for lifestyle benefits.

Benefits Significantly Preferred by Men	Men	Women
Better 401(k) matches	47%	41%
No healthcare premiums	43%	36%
More financial investment choices	17%	10%

Benefits Significantly Preferred by Women	Men	Women
Flexible work schedule	33%	41%
Free gym membership	18%	26%
Education/ Tuition reimbursement	14%	21%

Demographic Differences

What benefits Americans say are most important to them varies widely by gender, generation and ethnicity.

Favorite benefit choices ...

Favorite benefit	Millennials	Gen X	Boomers	Men	Women	Hispanics
More vacation	48%	44%	50%	50%	44%	47%
Better 401(k) matches	35%	47%	43%	43%	40%	41%
Flexible work schedule	43%	41%	30%	39%	40%	39%
Expanded healthcare	28%	37%	43%	32%	37%	34%
No healthcare premiums	27%	32%	38%	33%	30%	31%
Free gym membership	28%	25%	23%	20%	31%	26%
Education/tuition reimbursement	30%	19%	15%	18%	27%	23%
Free lunch	17%	17%	13%	19%	13%	16%
More investment choices	13%	11%	24%	18%	11%	14%

How Employees Spend Their Time

Employees say their finances are very important to them but they are not backing up those words with actions. Employees spend much less time reviewing their personal finances or thinking about their employer-provided benefits than doing things deemed less important, like watching television or looking at their social media pages.

How Many Hours a Week Do You Spend...

	Average hours per week
Watching television or movies	10.7
Exercising or being active	5.9
Watching or reading the news	5.1
Holding conversations with co-workers	4.8
Looking at social media pages, such as Facebook or Twitter	4
Reviewing your personal finances	3.4
Watching or reading sports related programming or news	3.4
Thinking about your employer-provided benefits	1.6

Subgroup Spotlight

Men spend 3 times more time watching sports than thinking about their employer-provided benefits.

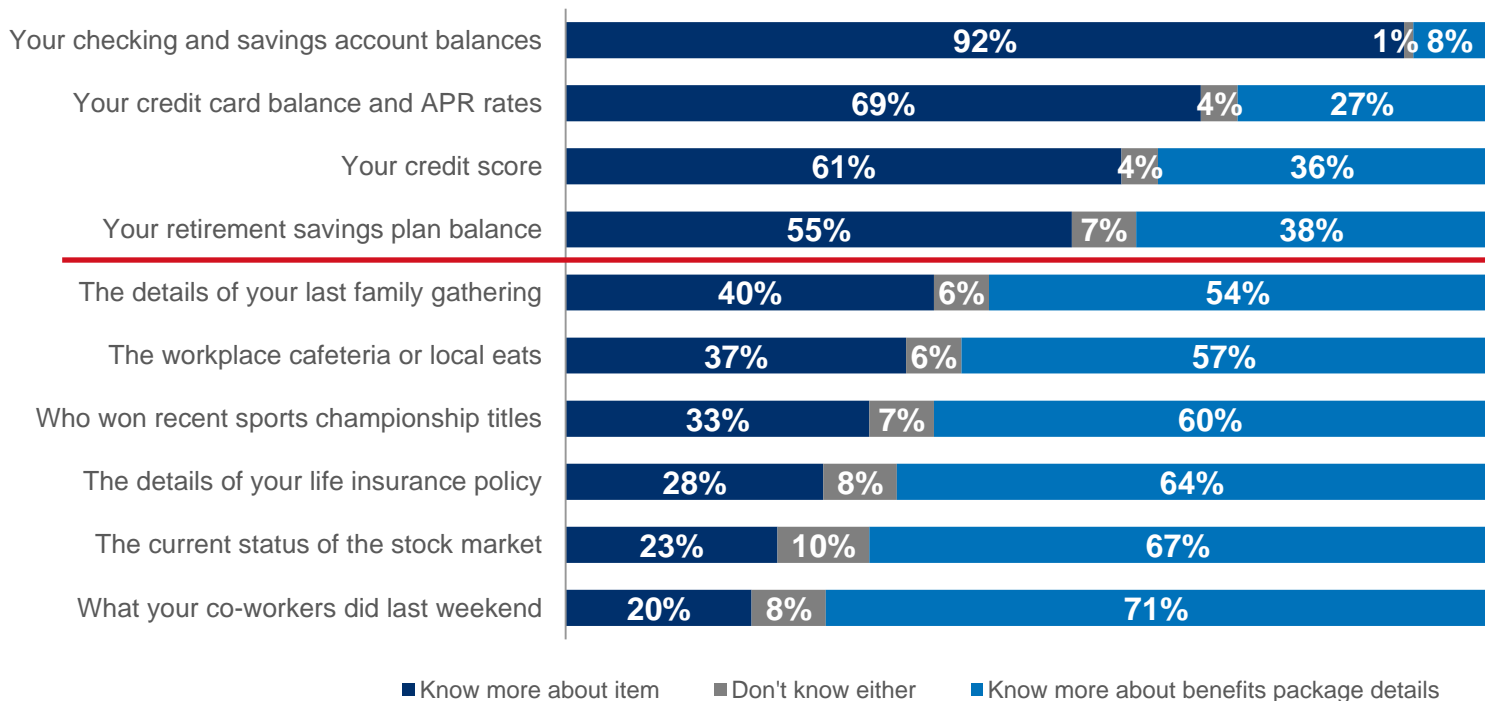
Those who find it difficult to manage their finances spend about 40% more time thinking about their benefits than those who find it easy to manage their finances do.



Comparing Knowledge of Finances and Benefits

Employees are actually pretty knowledgeable about their benefits with more saying they know about their benefits than about sports, the stock market, or even local areas to eat around the office.

Which of the Following Do You Know Better?



... or your benefits package details?



Respondent Profile



Respondent Profile: Total Respondents

		n=1,517
Gender	Male	57%
	Female	43%
Age	18-34	29%
	35-50	27%
	51-69	32%
	70+	12%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Ethnicity	White	67%
	Hispanic	14%
	African-American	11%
	Asian	6%
	Other	2%

		n=1,517
Education	Less than college	44%
	College or more	55%
Income	Less than \$50K	45%
	\$50K - \$100K	30%
	\$100K+	22%
Marital Status	Married	51%
	Unmarried	48%
Children	Yes	29%
	No	70%
Benefits Plan Enrollment	Yes	90%
	No	10%

* Some percentages may not sum to 100 due to rounding. Weighting data compensates for one or more segments of the population which are under or over represented in the sample, thereby balancing the various respondent samples so that they are representative of the real world.



Respondent Profile: Total Respondents

n=1,517		n=1,517			
Industry	Educational services	16%	Industry Position	Professional	25%
	Healthcare and social assistance	13%		Customer service	17%
	Manufacturing	9%		Middle management	13%
	Professional or business services	9%		Administrator	8%
	Trade, transportation, and utilities	7%		Manual laborer	7%
	Financial industry	5%		Technician	6%
	Information industry	3%		Senior management	6%
	Construction	3%		Foreman / supervisor	5%
	Leisure and hospitality	3%		Analyst	4%
	Agriculture, natural resources, and mining	1%		Engineer	4%
	Other	30%		Consultant / advisor	3%
				Tradesman	2%
		Superintendent	1%		

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Respondent Profile: Hispanics

		n=501
Gender	Male	46%
	Female	54%
Age	18-34	41%
	35-50	39%
	51-69	20%
	70+	1%
Region	Northeast	18%
	Midwest	12%
	South	39%
	West	30%

		n=501
Education	Less than college	46%
	College or more	53%
Income	Less than \$50K	33%
	\$50K - \$100K	40%
	\$100K+	26%
Marital Status	Married	53%
	Unmarried	47%
Children	Yes	45%
	No	55%
Benefits Plan Enrollment	Yes	91%
	No	9%

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Respondent Profile: Hispanics

n=501		n=501			
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	Educational services	15%		Customer service	15%
	Manufacturing	8%		Middle management	13%
	Professional or business services	8%		Administrator	12%
	Financial industry	6%		Technician	7%
	Trade, transportation, and utilities	5%		Senior management	6%
	Construction	5%		Manual laborer	5%
	Information industry	4%		Analyst	5%
	Leisure and hospitality	2%		Foreman / supervisor	4%
	Agriculture, natural resources, and mining	2%		Engineer	3%
	Other	28%		Consultant / advisor	2%
			Tradesman	1%	
			Superintendent	1%	

*Some percentages may not sum to 100 due to rounding. Weighting data compensates for one or more segments of the population which are under or over represented in the sample, thereby balancing the various respondent samples so that they are representative of the real world.



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