

Advisors have an opportunity to help employers bridge the gap between what they think is important to Gen Z and what Gen Z actually wants from their employer. By understanding the perspectives of Gen Z, employers can ensure they are addressing the financial and retirement support they need to attract and retain this generation of talent. Dive into our participant research and see what insights you can put into action.



Employers often underestimate how much Gen Z values saving for the future and the importance they place on retirement plans and financial support.

- **Retirement plans:** Only 37% of HR decision-makers told us that having a retirement plan is very important to Gen Z, while 67% of Gen Zers say it is very important.
- **Emergency savings:** Just 12% of HR decision-makers think Gen Z considers saving for unexpected expenses a top financial goal, but 36% of Gen Z prioritize this.
- **Student loan repayment:** While 64% of HR decision-makers say that Gen Z values student loan repayment support, only 38% of Gen Z find it valuable.



Employers and Gen Z both recognize the value of automatic plan features in financial planning.

- **Automatic enrollment:** 51% of HR decision-makers believe Gen Z values automatic enrollment in retirement savings plans. Similarly, 55% of Gen Z employees want auto-enrollment.
- **Automatic increases:** 35% of HR decision-makers think Gen Z values automatic increases in contributions, while 40% of Gen Z express a desire for this feature.

“ Difficulties that have come with saving for retirement are when unexpected things happen, leading to unexpected costs and expenses. ”

— Survey participant



How can you tailor your services to better meet the needs of Gen Z employees?

**Help them focus on their retirement savings goals. Provide overall financial wellness resources that can help them:**

- Save for unexpected expenses or emergencies
- Save for essential expenses
- Save for buying a home or other large purchase

Generation Z refers to people born between 1997 and 2012 and represents about 20% of the U.S. population as of 2023.\*

**Ready to elevate the experience?**

[Connect with a consultant](#) to get more insights.

\* U.S. Census Bureau

**About the Research:** The Standard hired a third-party research firm to conduct a 20-minute survey with 1,250 Gen Z full-time workers (or soon-to-be workers) from Aug. 7 – 24, 2023. Survey participants were ages 18 to 26. The same third-party research firm conducted a parallel 20-minute survey of 500 HR decision-makers focused on Gen Z workers. That survey took place Sept. 5 to Oct. 3, 2023.



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