



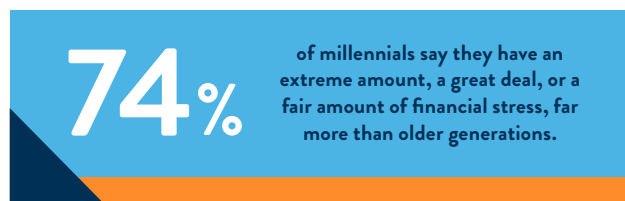
Better for Employees, Better for Business:

Supporting Financial Health for Millennials and Women in the Workplace

Financial concerns are a great source of stress in the workplace for both millennials¹ and women. As the largest generation in the U.S. workforce,² millennials have unique financial needs that include repaying student debt and achieving milestones like homeownership. Women, who now hold more degrees and are in the workforce in greater numbers than ever, are still concentrated in lower-paying jobs and bear a greater share of caregiving responsibilities.³ Understanding the needs of these employee segments is key for employers, allowing them to support employee financial health and compete for top talent.

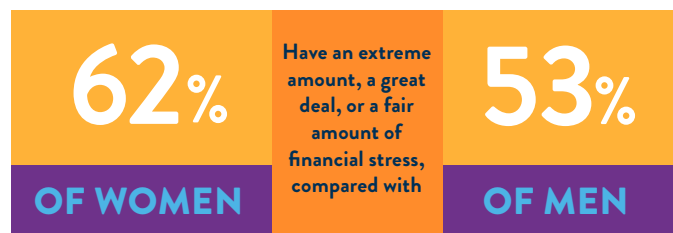
To Improve Millennial Employee Financial Health, Think Like One

Millennials are demanding more from the modern workplace, with many looking to employers for help with wide-ranging financial needs. After spending their entire lives surrounded by technology, these digital natives also expect tools that are intuitive, mobile-friendly, and secure. While these expectations require a shift in thinking for many organizations, approaching financial wellness through this lens can help businesses deliver better solutions for all of their employees.



Financial Stress Is a Top Concern for Women

Women are more likely than men to cite financial concerns as a top source of stress, even more than health, family concerns, and issues at work. They are also less likely than men to have a financial advisor, and less likely to express comfort with receiving financial advice at work. Employers face unique challenges when seeking to target female employees with financial wellness benefits, requiring them to consider how to provide offerings that meet the unique needs of women.



¹ Millennial: 22-37 years old, Generation X: 38-54 years old, Baby Boomers: 55-74 years old.
² "Millennials are the largest generation in the U.S. labor force," Pew Research Center, 2018.
³ "Women Can't Win: Despite Making Educational Gains and Pursuing High-Wage Majors, Women Still Earn Less Than Men," Georgetown University Center on Education and the Workforce, 2018.

To learn more about workplace financial health, visit finhealthnetwork.org/research/workplace-financial-health.

ACKNOWLEDGMENTS

Data comes from a survey of 1,000 U.S. workers employed full-time for companies with more than 500 employees. The survey was conducted on behalf of the Financial Health Network in November and December 2018 by Greenwald & Associates, with strategic contributions and financial support from Morgan Stanley. This infographic is the second in a series highlighting key findings from this research. Morgan Stanley Smith Barney LLC. Member SIPC. CRC 2725645 9/2019.

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Supporting Financial Health for Millennials and Women in the Workplace

In a recent survey of 1,000 employees of mid-sized and large U.S. firms, the Financial Health Network uncovered new insights regarding workers' financial needs and preferences for financial wellness benefits. By developing solutions targeted around the needs of groups like millennials⁴ and women, employers can set themselves apart in a competitive marketplace.



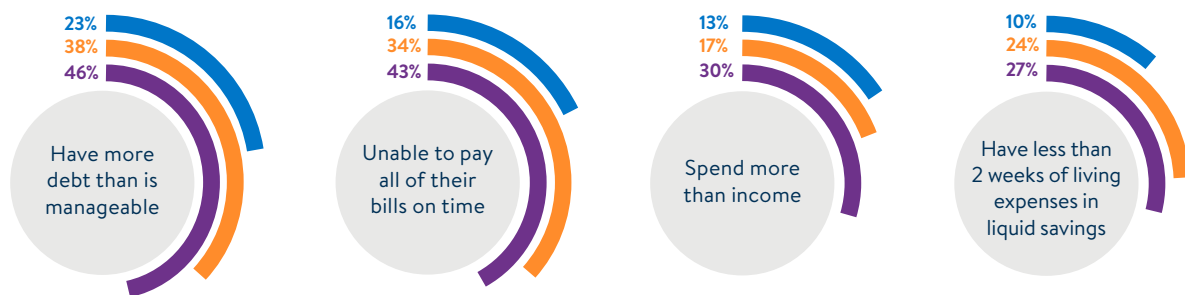
FOR MILLENNIALS, FINANCIAL STRESS IS A WAY OF LIFE

Finances are the biggest stressor for workers of every age, coming ahead of concerns about their health, family, and careers. Yet as they struggle with issues from student debt to saving for retirement, millennials are even more stressed than their older colleagues.

In the survey, these workers were far more likely than Generation X and baby boomer employees to say they needed financial help, especially with short-term issues like building emergency savings, managing spending, and accessing credit.

Financial Struggles Across the Spectrum

BABY BOOMER • GEN X • MILLENNIAL



⁴ Millennials: 22-37 years old, Generation X: 38-54 years old, Baby Boomers: 55-74 years old.

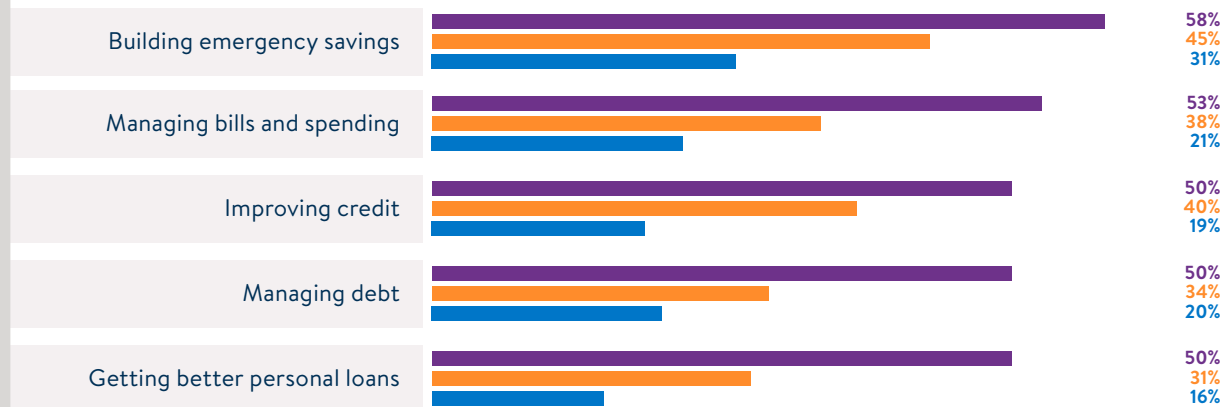
WHERE DO MILLENNIALS NEED HELP?

Millennials are more likely than other generations to want assistance in short-term and long-term planning, with emergency savings being their top short-term need. Across long-term needs, they want help with nearly all functions, including retirement, planning for the future, and investments.

How much help do you need in each of the following areas?⁵

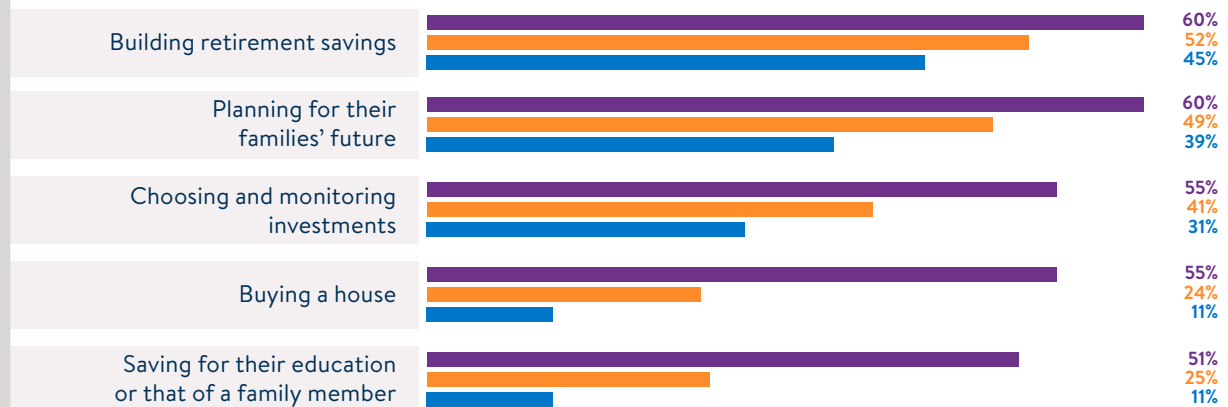
Short-Term Financial Needs

MILLENNIAL • GEN X • BABY BOOMER



Long-Term Financial Needs

MILLENNIAL • GEN X • BABY BOOMER

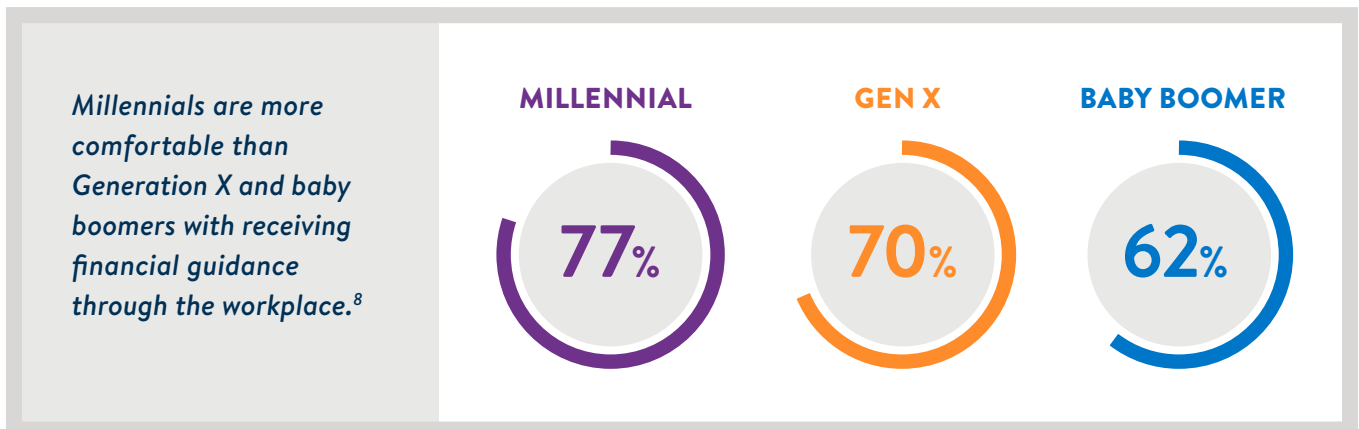
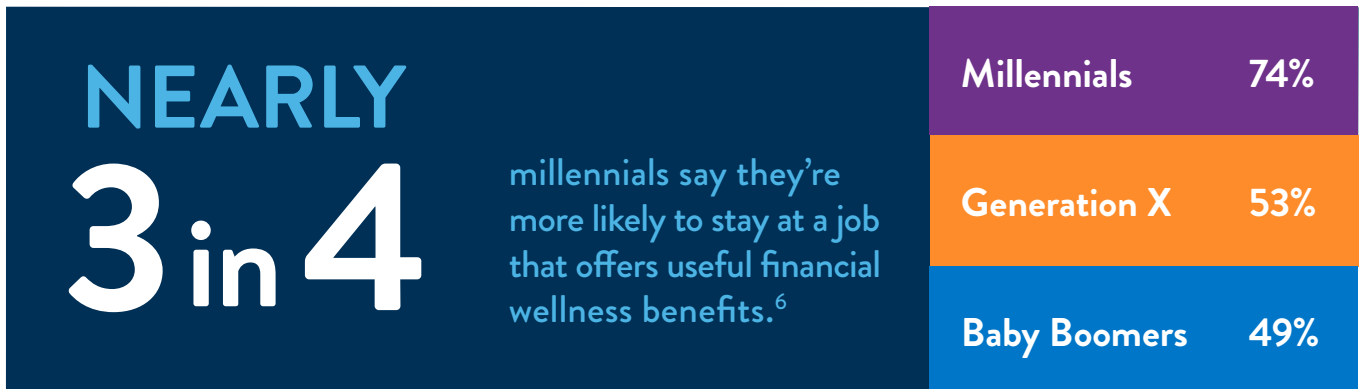


⁵ Answered "a great deal" or "some" help.

MEETING MILLENNIAL NEEDS IN THE WORKPLACE

For millennials, an employer that supports them personally is a top priority – and their finances are no exception.

Not only are these workers comfortable receiving financial help from their employers, the vast majority of them expect it. Organizations that invest in employee financial health have a powerful opportunity to differentiate themselves, helping them to attract and retain top talent. While millennials are more likely than other generations to say they are looking for this type of support, offering these benefits can be beneficial for attracting Generation X and baby boomers as well.



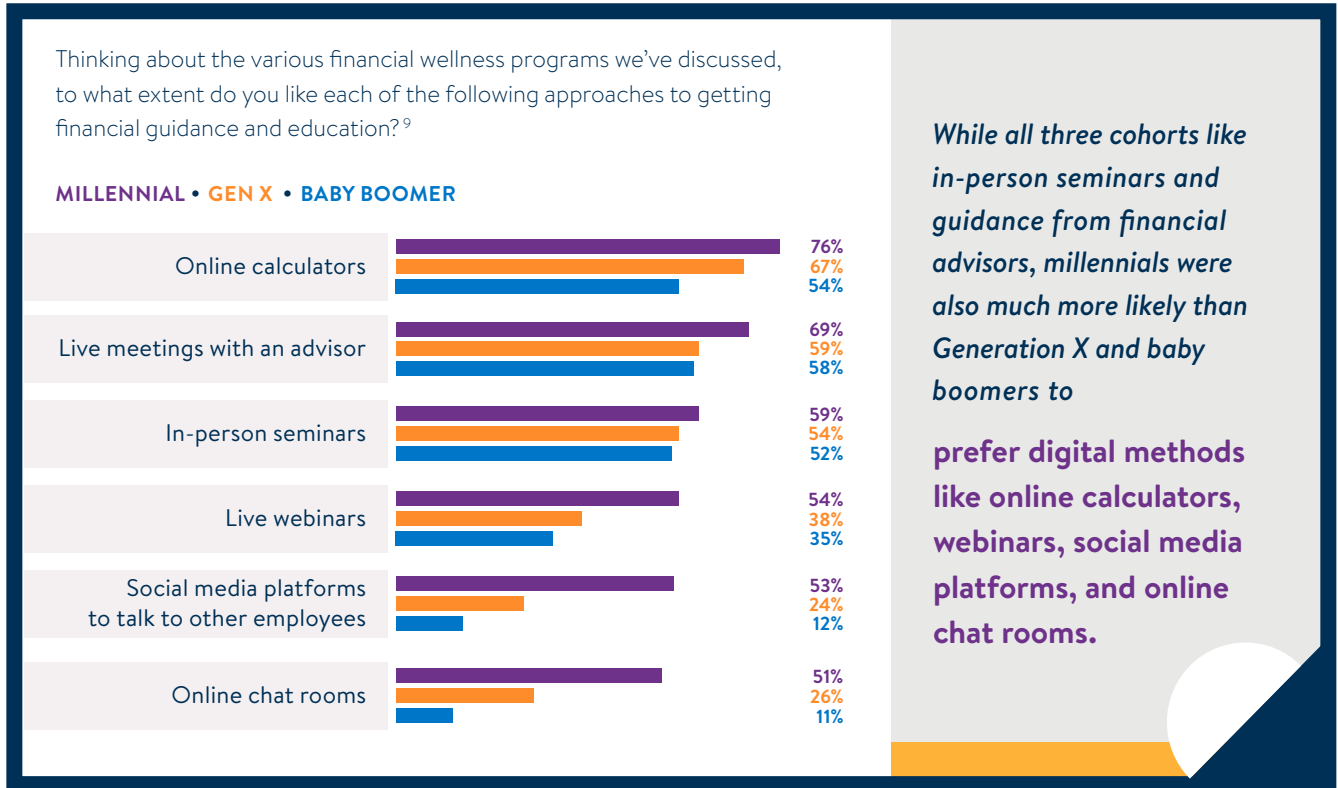
⁶ Answered “strongly agree” or “slightly agree.”

⁷ Ibid.

⁸ “How comfortable are you with getting support and guidance at work relating to your personal finances from a financial professional not affiliated with your employer?” Answered “extremely,” “very,” or “somewhat” comfortable.

THE DIGITAL IMPERATIVE

When it comes to employee benefits, millennial workers are looking for the seamless, connected experiences that define every other aspect of their lives. Amid growing data privacy concerns, keeping sensitive financial information confidential is another important consideration for employers.



USER EXPERIENCE MATTERS

When signing up for workplace financial wellness benefits, millennials are more likely than older generations to look for:

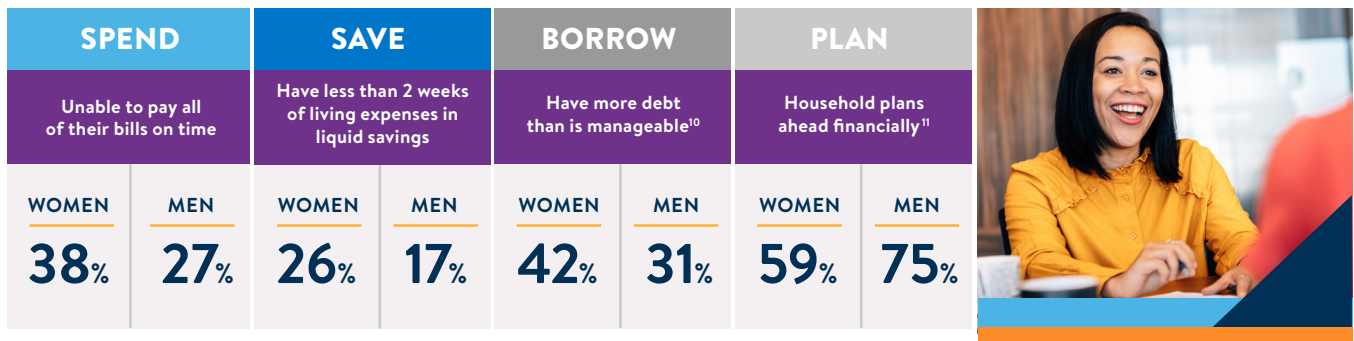
-  **SIMPLIFIED ENROLLMENT**
-  **CONFIDENTIALITY**

⁹ Answered "strongly like" or "somewhat like."

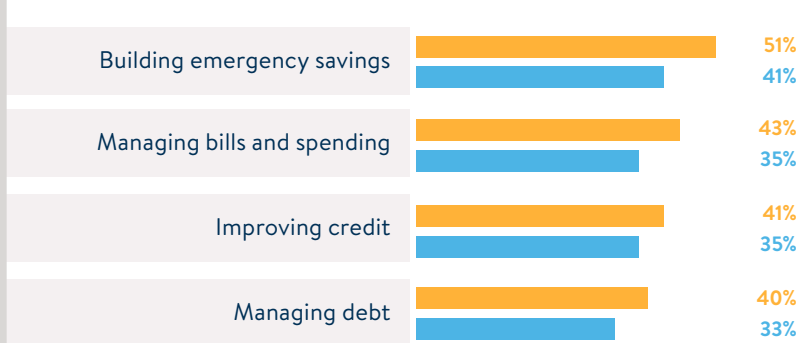
WOMEN IN THE WORKPLACE

For employers, building an effective workplace financial health strategy for women requires a targeted approach.

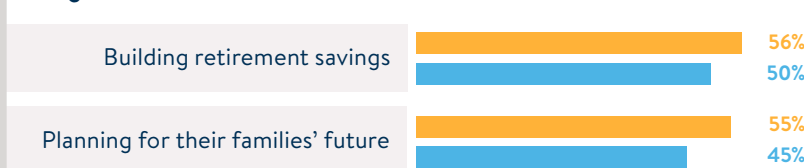
Women across all age cohorts – millennials, Generation X, and baby boomers – are more likely than their male colleagues to say they're financially stressed. They have less help in managing their finances, but are also less comfortable receiving support at work and are less likely to have used the financial wellness benefits offered to them.



Short-Term Financial Needs



Long-Term Financial Needs



More than half of female employees are concerned about planning for their family's future and saving for retirement.

Yet nearly equal numbers of women say they need help with short-term needs like building emergency savings, managing bills and spending, and debt-related needs.

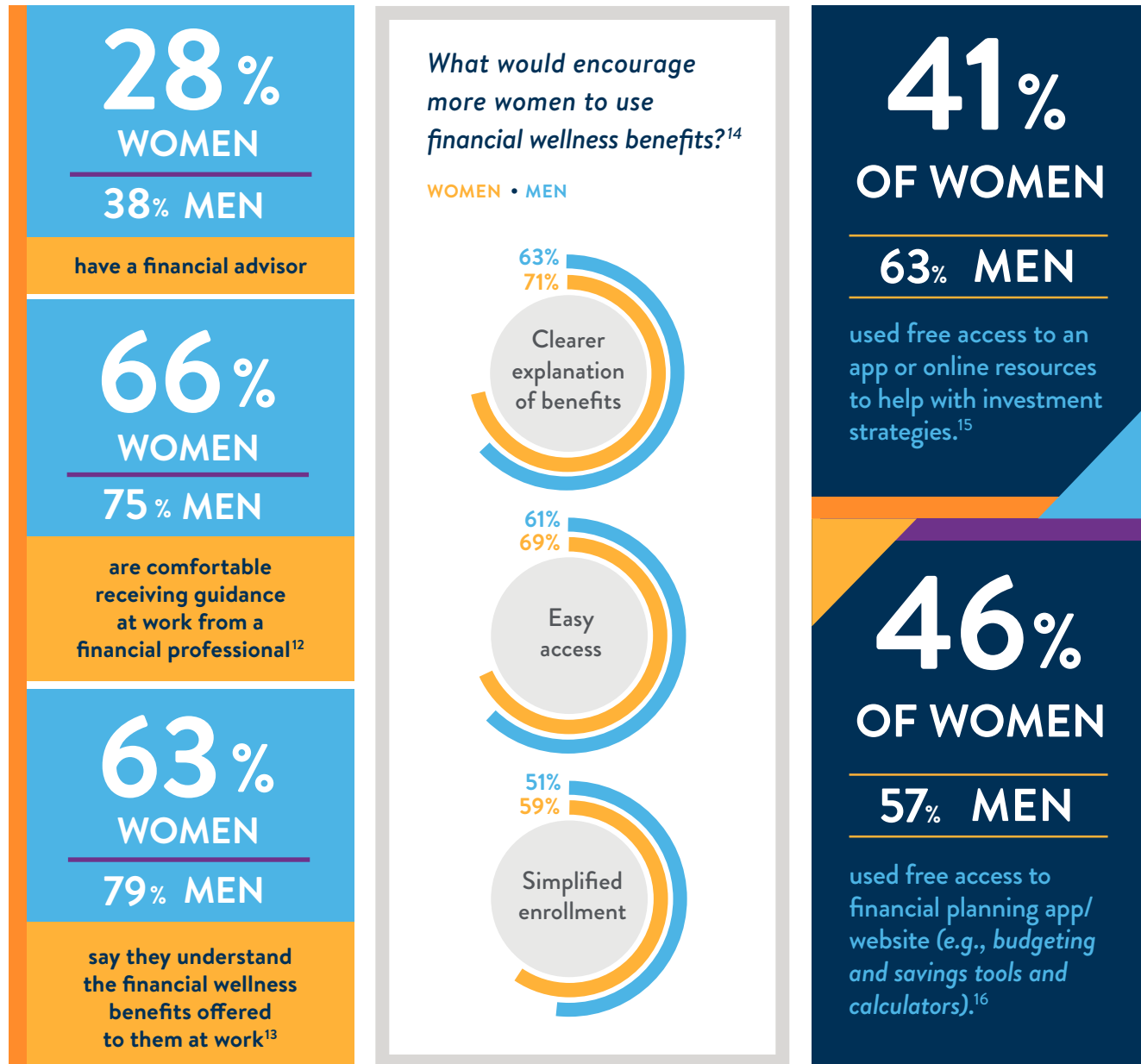
This is an opportunity for employers to assist their employees with short-term needs, in addition to the long-term financial wellness benefits many already provide, such as 401(k) or financial planning.

¹⁰ Answered "far more" or "a bit more debt" than is manageable.

¹¹ Answered "strongly agree" or "somewhat agree."

WORKING WOMENS' FINANCIAL HEALTH

Despite these struggles, women have less help managing their finances and are less likely to take advantage of financial wellness benefits offered by their employer. Reaching women with effective financial wellness strategies requires clear communication and simple processes.



¹² Answered “extremely,” “very,” or “somewhat” comfortable.

¹³ Answered “very good” or “good” understanding. Among those whose employer offers at least one benefit.

¹⁴ Among those who did not use all of the financial wellness benefits their employer offers.

¹⁵ Percentages are based on those whose employer offers the benefit.

¹⁶ Ibid.

Supporting Financial Wellness for Every Employee

As the U.S. workforce evolves, businesses have a responsibility – and an opportunity – to keep up with changing employee financial needs. By targeting their financial health strategies to meet the needs of millennials and women, employers can build financial wellness programs that benefit their employees and their businesses.

To learn more about workplace financial health, visit finhealthnetwork.org/research/workplace-financial-health.

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