

# Tailor your company's voluntary benefits for the **next** generation

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By 2020, people born after the mid-1990s will account for **20% of the workforce**.<sup>1</sup> Understanding the unique characteristics of these **Generation Z** workers can help your company attract top-shelf talent.

## So who is **Generation Z**?



First generation born and bred in the Internet age



Foreign concepts: Being lost without a map, home landline

## Gen Z at work



Nearly 3 in 4 Gen Zers are willing to move for a good job opportunity<sup>2</sup>



58% are willing to work nights and weekends for higher pay<sup>2</sup>



74% prefer to communicate face to face with colleagues<sup>1</sup>

## Gen Z loves pets



Nearly 25% of Gen Z pet owners have taken a sick day to take care of a pet<sup>3</sup>



They're more likely to buy organic food for their pets than for themselves<sup>3</sup>



They visit the vet as much as they visit the doctor<sup>3</sup>



Offering **pet insurance** as a **voluntary benefit** is a smart way to give your company a **competitive edge** for recruiting and retaining **Gen Z employees**.

Make sure your company is ready for the next generation of employees. Start offering America's #1 pet insurance today.

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<sup>1</sup> Robert Half, "Get Ready for Generation Z." <sup>2</sup> 2016 Monster multi-generational study. <sup>3</sup> Truth Initiative nationwide survey.

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