

# Generations at Work



The Hartford conducts research to better understand the behaviors and attitudes of consumers. Our research includes *The Hartford's 2014 and 2013 Benefits For Tomorrow Study*.<sup>1</sup> The generations are categorized as Millennials (ages 18-31), Gen X (ages 32-46), and baby boomers (ages 47-65).



## Attention Getting



Gen X is being **ignored** in the workplace.



**55%** of Gen X agree



**Too much** attention is being given to Millennials.



**70%** of Gen X agree



## Friction



Boomers who **delay their retirement** prevent younger employees from getting promoted or hired.

**70%** of Millennials agree, **up** from **55%** in 2013.



The "**entitlement generation**" is an appropriate nickname for Millennials.

**86%** of Gen X agree, **up** from 74% in 2013



## Harmony



Boomers bring **substantial experience** and **knowledge** to the workplace.



**96%** of Millennials agree, **up** from 90% in 2013.



Millennials bring **new skills** and **ideas** to the workplace.



**90%** Boomers agree, **down** slightly from 92% in 2013.



## Managing Multiple Generations

Boomers **do not** accept feedback well.



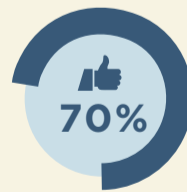
Millennials



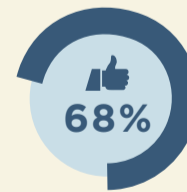
Gen X

**AGREE**

Millennials are **difficult** to manage.



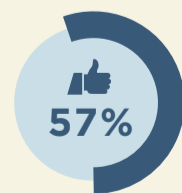
Gen X



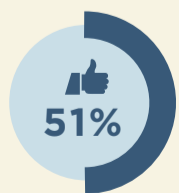
Boomers

**AGREE**

Boomers are **difficult** to manage.



Millennials



Gen X

**AGREE**

Millennials **do not** accept feedback well.



Gen X and Boomers

**AGREE**

The Hartford® is The Hartford Financial Services Group, Inc. and its subsidiaries, including issuing companies Hartford Life Insurance Company and Hartford Life and Accident Insurance Company. Home Office is Hartford, CT.

<sup>1</sup> The Hartford's 2014 Benefits For Tomorrow Study was an online survey of 1,000 U.S. full-time workers, ages 18-65, conducted in April and May 2014 via MarketVision Research's national consumer panel, Viewpoint Forum.™ Survey participants were asked to state their agreement or disagreement to a series of statements about each generation. The Hartford's 2013 Benefits For Tomorrow Study was an omnibus survey based on telephone interviews among a national probability sample of 2,000 adults 18 years of age and older, of whom 648 are employed full-time. Interviews were conducted in March 2013 using both landline and cell phones. Interviewing was conducted on behalf of The Hartford using ORC International's CARAVAN® survey.

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