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. 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% agree, down from 92% in 2013.

### Managing Multiple Generations

- **Boomers do not accept feedback well.**
  - 69% Millennials
  - 63% Gen X

- **Millennials are difficult to manage.**
  - 70% Gen X
  - 68% Boomers

- **Boomers are difficult to manage.**
  - 57% Millennials
  - 51% Gen X

- **Millennials do not accept feedback well.**
  - 74% Gen X and Boomers