



HOW DO EMPLOYEES' EDUCATIONAL PREFERENCES VARY BY GENERATION?

Essential Findings for Benefits Pros

How – and why – do employees continue their education? Generational differences still play a role.

- ▶ **Younger employees** are focused on degrees, costs, and external education
- ▶ **Older employees** prioritize certifications, online formats, and the ability to keep up with technology

Leveraging those insights will help target workforce education programs and increase your return on investment.

Understand Your Audience, Optimize Your Program

The Working Learner Index – a study of 30,000 learners and earners – shows distinct generational learning trends. Use them to chart your strategic program: customize by age group; ensure appropriate formats; create messaging that reflects concerns and aspirations – and design a program that gets results.

Generational Trends

Gen Z

Workforce newcomers are twice as likely as other generations to call tuition assistance their best benefit.

- ▶ **84%** are using their learning program for a bachelor's degree or associate degree.
- ▶ **67%** cite cost as the most important factor when choosing a school – nearly three times other age groups.
- ▶ **88%** are more likely to recommend their company to a friend because of the tuition program.

Millennials

The generation paying steeply for their education is motivated to earn more money.

- ▶ **56%** have previous student debt – more than any other generation.
- ▶ **40%** say earning more money is their prime motivator for going back to school.
- ▶ **42%** got a pay raise or moved into a new role after completing a degree

Gen X

Gen X employees are more willing to invest in their own education – and send a positive message to their children.

- ▶ **31%** are motivated to learn to set an example for their children
- ▶ **48%** call fully online classes most important when choosing a school
- ▶ **43%** call cost a barrier to education – significantly less than younger generations

Baby Boomers

Older workers see technology changes coming, and are determined to stay relevant.

- ▶ **17%** use their tuition program for industry certifications – twice the rate of younger generations.
- ▶ **48%** learn to keep pace with change, not for more money or new jobs.
- ▶ **20%** call no out-of-pocket costs the most important factor in school choice.

For more insights from the Working Learner Index research, visit brighthorizons.com/working-learner-index

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800-453-9383 | clientservices@brighthorizons.com
brighthorizons.com/edassist-solutions

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