



Benefits Communications Across Generations

6 SURPRISING STATS

When it comes to your benefits communications, you may think only physical mailings can reach your Baby Boomer demographic or short videos can connect with your Millennial employees. But before you base your benefits communications strategy on assumptions, see what data says about Baby Boomers, Generation X, and Millennials. Check out these 6 surprising stats on the generations in your workforce.



1 Baby Boomers spend more time online than Generation X and Millennials.

Not only do they spend more time overall online, but approximately **31% of Baby Boomers spend over 15 hours a week.**¹

2 Baby Boomers are the fastest growing YouTube demographic.

Baby Boomers aren't just checking their email... they're spending time on YouTube. In one study, **Baby Boomers were the fastest growing YouTube viewer niche—with a growth rate of 80%**, which outpaced Generation X.²



3 Generation X spends the most time on social media.

Of the three generations, you might think that Millennials spend the most time on social media. But one study found that Generation X had the highest social media usage, **logging nearly 7 hours a week.**³

4 Generation X wins the prize for tablet usage.

Since using a tablet is a newer technological development, you might be surprised to learn that **Generation X is more likely to have tablets than Millennials and Baby Boomers.** They also spend more time on them than any other generation.⁴



5 Millennials enjoy their mail (the paper kind) more than other generations.

Don't think that Millennials are so plugged in that it's useless to send them mail communications. According to the USPS, **50% of Millennials "like to discover what the mail brings every day"** and consider time spent looking at/reading mail time well spent.⁵

6 Millennial office professionals prefer in-person communication.

Forget any digital-communication-only stereotype of Millennials. **55% of U.S. Millennials said that they'd prefer in-person communication at work.** The runner up? Email communication came in second, but only at 26%...nowhere close to Millennials' preference for in-person communication.⁶



While your workforce demographics have some general characteristics, you can't paint any generation into a corner. You'll have Baby Boomers who love their smartphones...and Millennials who enjoy a face-to-face meetings.

The thing to watch out for: don't rely too heavily on a single benefits communications strategy.

Instead, consider all the communication preferences of your employees and expand your communication mediums to channels such as:



videos



in-person meetings



mailings



SMS



social media



intranet communication



email



online tools

Multiplying your channels helps you reach as many employees as possible with your important benefits communications.



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¹ Limelight Networks – 2016 State of the User Experience.

² Mediakix – "9 Best YouTube User Statistics for Marketers."

³ 2016 Nielsen Social Media Report – Social Studies: A Look at the Social Landscape.

⁴ Q1 2017 The Nielsen Total Audience Report

⁵ USPS Mail Moments 2016 Review

⁶ Adobe – Work in Progress 2016