

2021 U.S. Perks Study Highlights

Key Findings



Employee perks are a priority for U.S. employers, regardless of industry

Nearly all employers cite the importance of perks to their overall talent value proposition and recruitment, engagement and retention efforts



Employer priorities align with employee preferences

Employers' top areas of focus – wellbeing, financial and family perks – align with employees' top preferences



Perks support broader human capital goals

Education, family, wellbeing and financial perks support diversity, equity and inclusion (DE&I)



Virtual perks replace suspended onsite services

Virtual wellbeing services (e.g., health and wellbeing apps, telehealth) replaced many onsite perks



Perks support employees through the COVID-19 pandemic

Pandemic leaves, home office stipends and backup childcare facilitated the transition to remote work

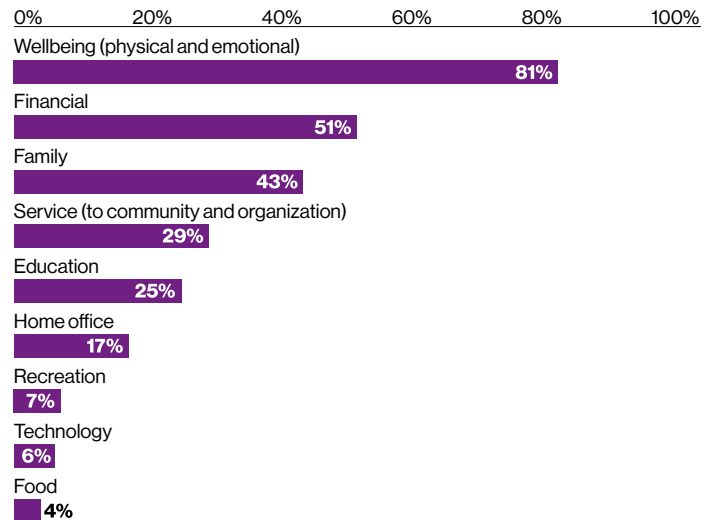


Investment in traditional perks continue throughout the pandemic

Employers continue to invest in a broad set of perks related to education, technology and service/giving

Employer Priorities

What are the top areas of focus for your perks strategy in 2021?



Note: Percentages indicate "been selected at the most 3 options"

Employer Actions



Get prepared for return to office and hybrid work

Evaluate your investment in onsite perks and determine the right mix to address employees' needs and equity regardless of work location.



Take stock of what you offer

Inventory the perks you offer today across the nine categories outlined above to ensure they still provide value.



Be strategic with your future investment

Think about the employee segments you are trying to attract and/or retain and how you can use perks to meet their unique needs.

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