

Securian Financial

The Future of Family – Survey Data

Survey conducted December 13-26, 2024, as part of a larger Securian Financial study, [“The Future of Family: Why family-building benefits are essential to engage tomorrow’s workforce.”](#) All respondents were required to be a full-time employee at a large employer (1,000+ employees).

Screener/Demographic: What is your birth year?

Birth Year	Generation	Current ages in 2025*	Total Respondents	% of Respondents
1997-2012	Gen Z	13*-28	646	43%
1981-1996	Millennials	29-44	842	57%
Total			1488	100%

*For purposes of this study, only those aged 18+ were screened/qualified to participate.

Family-Building Benefits Survey:

Q. How would you describe your current interest in starting or building a family?

By Generation	Gen Z	Millennial
I am planning to start a family in the near future (within the next few years)	40.9%	24.9%
I am planning to start a family, but not for several years	20.3%	7.4%
I’m unsure, but might be interested in starting a family at some point in the future	11.0%	11.0%
I’ve already built my family and do not plan to expand it further	16.4%	42.0%
I’m not currently interested in planning on starting or building a family	7.4%	7.2%
Something else:	3.9%	6.9%
Prefer not to say	0.2%	0.5%

Q. To what extent do you agree with the following statement, “Current economic conditions (e.g., inflation, job security, cost of living, etc.) influence my decisions on whether or not to have children or expand my family.”

By Generation	Gen Z	Millennial
Strongly agree	60.7%	51.3%
Somewhat agree	22.9%	19.2%
Neither agree nor disagree	8.4%	14.4%
Somewhat disagree	3.9%	5.8%
Strongly disagree	4.2%	9.3%

Q. To what extent do you agree with the following statement, “I personally face a lot of pressures when it comes to family building.”

By Generation	Gen Z	Millennial
Strongly agree	24.3%	20.9%
Somewhat agree	18.0%	13.1%
Neither agree nor disagree	18.9%	18.2%
Somewhat disagree	15.9%	15.2%
Strongly disagree	22.9%	32.7%

The next five questions were shown only to those who are planning to start a family AND indicating they are feeling pressures with family-building (n.373):

Q. How, if at all, do the pressures of family building affect your *mental* well-being?

By Generation	Gen Z n.216	Millennial n.157
Very positively	31.9%	27.4%
Somewhat positively	34.3%	26.8%
Somewhat negatively	22.2%	29.9%
Very negatively	5.1%	5.1%
Family building doesn't affect my mental well-being at all	6.5%	10.8%

Q. How, if at all, do the pressures of family building affect your *physical* well-being?

By Generation	Gen Z n.216	Millennial n.157
Very positively	24.5%	28.0%
Somewhat positively	32.9%	28.7%
Somewhat negatively	22.2%	22.9%
Very negatively	2.8%	3.8%
Family building doesn't affect my physical well-being at all	17.6%	16.6%

Q. How, if at all, do the pressures of family building affect your *financial* well-being?

By Generation	Gen Z n.216	Millennial n.157
Very positively	25.5%	25.5%
Somewhat positively	30.6%	26.8%
Somewhat negatively	31.5%	32.5%
Very negatively	6.9%	7.6%
Family building doesn't affect my financial well-being at all	5.6%	7.6%

Q. How, if at all, do the pressures of family building affect your *social* well-being?

By Generation	Gen Z n.216	Millennial n.157
Very positively	28.2%	26.1%
Somewhat positively	34.7%	36.3%
Somewhat negatively	22.2%	26.1%
Very negatively	3.2%	2.5%
Family building doesn't affect my social well-being at all	11.6%	8.9%

Q. How, if at all, do the pressures of family building affect your *professional* well-being?

By Generation	Gen Z n.216	Millennial n.157
Very positively	24.1%	29.9%
Somewhat positively	34.3%	31.8%
Somewhat negatively	19.4%	19.1%
Very negatively	3.7%	3.2%
Family building doesn't affect my professional well-being at all	18.5%	15.9%

Q. How important, if at all, is it to you that your employer offer these benefits? (Generational table percentages reflect Top 2 Box: Very/Somewhat important)

Benefit	Gen Z	Millennial
Maternity leave	86.7%	87.8%
Paternity leave	84.7%	86.5%
Adoption leave	71.8%	71.9%
Leave for foster parents	74.6%	74.7%
Flexible schedule	89.2%	91.0%
Postpartum care / services	79.9%	79.1%
Childcare assistance or subsidies	82.0%	77.7%
Childcare referrals	74.9%	70.0%
Women's infertility treatment coverage	71.2%	67.1%
Men's infertility treatment coverage	63.2%	60.5%
Paid sick days for family care	89.5%	91.6%
Financial planning assistance for family planning	79.4%	77.8%
Contraceptive and birth control benefits	71.4%	68.1%
Adoption assistance or benefits	68.4%	66.9%
Surrogacy assistance or benefits	63.2%	59.3%
Breastfeeding support (e.g., lactation rooms, time to pump, etc.)	76.5%	73.4%
Support for employees caring for elderly family members	83.0%	84.3%
Other	39.3%	36.2%

Q. How likely, if at all, are you to choose to work for an employer based on the family-building benefits they provide?

By Generation	Gen Z	Millennial
Very likely	31.7%	32.7%
Somewhat likely	43.2%	36.7%
Neither likely nor unlikely	18.7%	23.2%
Somewhat unlikely	3.6%	3.9%
Very unlikely	2.8%	3.6%

Q. How likely, if at all, are you to remain at your current employer based on the family-building benefits they provide?

By Generation	Gen Z	Millennial
Very likely	34.1%	38.6%
Somewhat likely	35.3%	34.6%
Neither likely nor unlikely	23.2%	21.5%
Somewhat unlikely	4.6%	2.7%
Very unlikely	2.8%	2.6%