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2021 CANDIDATE INSIGHT REPORT:

The Most Sought-After Perks & Benefits

Talent Activated.

About the Report.

What you think you know about candidates has changed. How they assess employers and the support they expect from companies has transformed. And after a year like 2020, who can blame them?

A company's perks and benefits package is a pillar in attracting top talent and retaining them after they are hired. It's a key factor in deciding who job seekers want to work for, which makes any shift in candidates' desires that much more important.

Talent leaders must remain agile and ready to adapt their perks and benefit offerings. Staying aligned with job seekers' expectations will allow companies to be sought-after employers.

As the world begins to shift into a new phase of normal, many questions remain on what perks and benefits are most important to job seekers. This report will help answer these questions and predict what's to come as candidates settle into their new normal.

The following pages provide an in-depth analysis of how candidate preferences regarding employer benefits evolved over the course of 2020. By understanding what perks and benefits job seekers are actually looking for today, you can determine if your offerings are up to par with candidate expectations. This report will give you direct insight into candidates' desires and ensure your perks and benefits package positions your company as a desirable employer.

METHODOLOGY

Report Methodology.

We analyzed first-party user search behavior for perks and benefits across seven of our online communities throughout 2020 to determine what offerings are most in demand with tech candidates. Website visitors have a list of 76 options from which to choose.

The data in this report comes from the regions of Austin, Boston, Chicago, Colorado, Los Angeles, New York City and Seattle. The ten most popular nationwide benefits were determined by aggregating data from these seven locations. The results are an unfiltered look at the perks and benefits candidates really want in 2021.

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SECTION I

Top 10 Perks & Benefits: Nationwide

The year 2020 showed us that employees can work from anywhere, which means great talent is everywhere. In order to cultivate a larger brand presence, recruit more diverse candidates, and hire the best people possible, you need to have a sense of what matters to job seekers across the country. To help you better understand the benefit package expectations of tech candidates, we analyzed the top perks and benefits nationwide based on user search behavior within our seven local communities.

Top 10 Perks & Benefits: Nationwide

The following list represents the 10 most popular perks and benefits (as measured by user search behavior) in the technology sector at the nationwide level.

How does your perks and benefits package align with these findings?

- | | |
|-----|-------------------------|
| 1. | Remote Work |
| 2. | Pet-Friendly Office |
| 3. | Unlimited Paid Time Off |
| 4. | Tuition Reimbursement |
| 5. | 401(K) Matching |
| 6. | Relocation Assistance |
| 7. | Child Care |
| 8. | Generous Parental Leave |
| 9. | Daily Meals Provided |
| 10. | Company Equity |

National: Quarterly Breakdown

Here's how tech candidates' preferences across the U.S. changed from Q1 to Q4 in 2020.



Biggest Riser:
Diversity Hiring Practices



Biggest Faller:
Remote Work

2020 National Breakdown

Rank	Q1	Q2	Q3	Q4
1	Remote Work	Remote Work	Remote Work	Diversity Hiring Practices
2	Pet-Friendly Office	Pet-Friendly Office	Pet-Friendly Office	Pet-Friendly Office
3	Unlimited Paid Time Off	Unlimited Paid Time Off	Unlimited Paid Time Off	Relocation Assistance
4	Tuition Reimbursement	Tuition Reimbursement	401(K) Matching	Unlimited Paid Time Off
5	401(K) Matching	401(K) Matching	Tuition Reimbursement	Tuition Reimbursement
6	Relocation Assistance	Relocation Assistance	Relocation Assistance	Child Care
7	Child Care	Child Care	Child Care	Generous Parental Leave
8	Generous Parental Leave	Daily Meals Provided	Generous Parental Leave	Company Equity
9	Flex Work Hours	Parents Return To Work Program	Company Equity	Daily Meals Provided
10	Daily Meals Provided	Generous Parental Leave	Daily Meals Provided	Diversity Programs

2019 vs. 2020

Here's how candidate preferences changed from 2019 to 2020.



Biggest Riser:

Relocation Assistance



Biggest Fallers:

Unlimited Paid Time Off
Flex Work Hours

National Breakdown: 2019 vs. 2020

Rank	2019	2020
1	Unlimited Paid Time Off	Remote Work
2	Pet-Friendly Office	Pet-Friendly Office
3	Remote Work	Unlimited Paid Time Off
4	401(K) Matching	Tuition Reimbursement
5	Tuition Reimbursement	401(K) Matching
6	Child Care	Relocation Assistance
7	Generous Parental Leave	Child Care
8	Flex Work Hours	Generous Parental Leave
9	Relocation Assistance	Daily Meals Provided
10	Daily Meals Provided	Company Equity



SECTION II

Trends to Watch in 2021

Now that you know the top 10 perks and benefits tech candidates want at a national level, let's dive into some of the trends you should watch out for in 2021.

SECTION II

#1: Remote Work Has Become The Norm

While Remote Work was the most searched for benefit by candidates throughout 2020, when you look at the data quarter by quarter, you find a much more interesting perspective. During Q1 to Q3 of 2020, Remote Work was the most searched for benefit, but in Q4 it disappears from the top ten completely.

When looking at the benefits candidates searched for in the seven markets we analyzed individually, we see a similar story. Remote Work is the benefit that drops the most from Q1 to Q4 in all seven markets.

If we take into consideration all of the drastic changes workplaces went through in 2020, this behavior makes sense. Almost every company in the U.S. was forced to work remotely throughout some portion of the last year. During this time, candidates got a taste of what it was like to be a remote employee.



SECTION II

Many employees have been working remotely for over a year now and, as this data suggests, view Remote Work as an assumed benefit. Because the expectation is that candidates can work remotely, it makes sense that we saw such a drastic drop in search volume for Remote Work in Q4 of 2020 compared to earlier in the year.

Another interesting point to note is that Remote Work was the third most searched for benefit by candidates in 2019, suggesting there was already an appetite to work remotely before 2020 even happened. This goes to show that Remote Work isn't a completely new benefit of interest this year, but still one that's likely to stick around.

As the world starts to open back up, companies will have to decide how much of a role Remote Work will play in the coming year. But if this data tells you anything, candidates will expect Remote Work to at least be an option with most employers.

#2: Candidates Searching For DEI-Related Benefits Is On The Rise

You might be wondering why diversity, equity and inclusion (DEI) related benefits are a key trend to watch in 2021 when none of these benefits made the top ten list of most searched for benefits. Well, that's because **searches for these benefits didn't break the top ten until Q4 of 2020.** Let us explain.

SECTION II

When looking at our data quarter by quarter, no DEI-related benefits reached the top ten most searched for lists in any of the seven markets we analyzed in Q1 of 2020. However, we began to see this change later in the year. By Q4 of 2020, DEI-related benefits were featured 11 times in the top ten most searched for benefits lists across the seven markets we analyzed.

The benefits featured were: Diversity Hiring Practices, Diversity Programs and Dedicated Diversity/Inclusion Staff.

Total DEI Benefits Mentioned In Top 10 of Seven Local Markets in 2020			
Q1	Q2	Q3	Q4
0	1	5	11

In fact, the benefit of **Diversity Hiring Practices** saw the biggest increase in searches across all seven markets we analyzed from Q1 to Q4 of 2020. It even ranked as the most searched for benefit in Q4 of 2020 nationwide.

This suggests it will continue to be a benefit candidates search for frequently when looking for new employers.

SECTION II

Furthermore, a recent survey of Built In users found that 78% of job seekers consider DEI initiatives to be very important when considering a job offer. And when researching job opportunities, 60% seek out information about an employer's diversity.

This data reveals critical information: while DEI benefits might not have been the most searched for in 2020, we see that changing right now.

Our analysis indicates that if employers aren't already investing in DEI and benefits that support these programs, they'll be misaligned with candidate expectations this year and struggle to attract top tech talent.

#3: Relocation Assistance Continues To Grow In Popularity

In 2019, Relocation Assistance was ranked as the ninth most searched for benefit on our list. This past year, it jumped to being the sixth most searched for benefit by candidates.

Our data shows that its popularity is not slowing down anytime soon: while searches for Relocation Assistance remained flat in Q1 - Q3 of 2020, in Q4 it rose three spots on our nationwide list.



The reason we saw this rise is likely due to the fact that 25% of Americans relocated due to the pandemic. And 28% of them did so because they began working remotely and no longer needed to be near their office.

As remote work continues to become the new normal, more and more candidates are likely to consider moving to new locations. And the support of employers to do so is of obvious interest.

While it's tough to predict the longevity of this benefit's popularity, it's one that companies should seriously consider offering in 2021. As candidates and employees alike begin adapting to what working life will look like in the years to come, an employer who supports them in their journey will be of the utmost importance.

SECTION III

Top 10 Perks & Benefits by Location

Knowing which perks and benefits are trending at a national level is great, but you're likely more interested in what the candidates in your area are looking for. With that in mind, we also analyzed job seekers' preferred perks and benefits by location to help you understand candidate preferences in your neck of the woods.

Austin

1. Remote Work
2. Unlimited Paid Time Off
3. 401(K) Matching
4. Tuition Reimbursement
5. Relocation Assistance
6. Child Care
7. Generous Parental Leave
8. Daily Meals Provided
9. Company Equity
10. Pet-Friendly Office

Austin: Quarterly Breakdown

Here's how Austin candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Diversity Hiring Practices



Biggest Faller:
Remote Work

2020 Austin Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Remote Work	Remote Work	Remote Work	Unlimited Paid Time Off
2	Unlimited Paid Time Off	Unlimited Paid Time Off	Unlimited Paid Time Off	Diversity Hiring Practices
3	401(K) Matching	Relocation Assistance	401(K) Matching	Relocation Assistance
4	Tuition Reimbursement	401(K) Matching	Relocation Assistance	Child Care
5	Child Care	Tuition Reimbursement	Tuition Reimbursement	Tuition Reimbursement
6	Parental Leave	Child Care	Child Care	Company Equity
7	Relocation Assistance	Parental Leave	Company Equity	Parental Leave
8	Pet-Friendly Office	Parents Return To Work Program	Parental Leave	Daily Meals Provided
9	Flex Work Hours	Daily Meals Provided	Daily Meals Provided	Pet-Friendly Office
10	Daily Meals Provided	Wellness Programs	Diversity Program	401(K) Matching

Boston

1. Pet-Friendly Office
2. Remote Work
3. Unlimited Paid Time Off
4. Tuition Reimbursement
5. 401(K) Matching
6. Generous Parental Leave
7. Child Care
8. Flex Work Hours
9. Company Equity
10. Daily Meals Provided

Boston: Quarterly Breakdown

Here's how Boston candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Diversity Hiring Practices



Biggest Faller:
Remote Work

2020 Boston Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Pet-Friendly Office	Remote Work	Remote Work	Unlimited Paid Time Off
2	Remote Work	Unlimited Paid Time Off	Unlimited Paid Time Off	Tuition Reimbursement
3	Unlimited Paid Time Off	Tuition Reimbursement	Tuition Reimbursement	Pet-Friendly Office
4	Tuition Reimbursement	Pet-Friendly Office	Pet-Friendly Office	Diversity Hiring Practices
5	401(K) Matching	401(K) Matching	401(K) Matching	Child Care
6	Parental Leave	Parental Leave	Child Care	Parental Leave
7	Child Care	Child Care	Parental Leave	Relocation Assistance
8	Flex Work Hours	Flex Work Hours	Diversity Programs	Company Equity
9	Volunteering Opportunities	Daily Meals Provided	Flex Work Hours	Diversity Programs
10	Company Equity	Relocation Assistance	Wellness Programs	Volunteering Opportunities

Chicago

1. Remote Work
2. Unlimited Paid Time Off
3. Pet-Friendly Office
4. Tuition Reimbursement
5. Generous Parental Leave
6. Child Care
7. 401(K) Matching
8. Volunteering Opportunities
9. Diversity Program
10. Daily Meals Provided

Chicago: Quarterly Breakdown

Here's how Chicago candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Diversity Hiring Practices



Biggest Faller:
Remote Work

2020 Chicago Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Remote Work	Remote Work	Remote Work	Unlimited Paid Time Off
2	Unlimited Paid Time Off	Tuition Reimbursement	Unlimited Paid Time Off	Tuition Reimbursement
3	Pet-Friendly Office	Unlimited Paid Time Off	Pet-Friendly Office	Diversity Hiring Practices
4	Tuition Reimbursement	Pet-Friendly Office	Tuition Reimbursement	Diversity Program
5	Parental Leave	401(K) Matching	401(K) Matching	Pet-Friendly Office
6	Child Care	Child Care	Diversity Program	Relocation Assistance
7	Daily Meals Provided	Volunteering Opportunities	Child Care	Volunteering Opportunities
8	Volunteering Opportunities	Diversity Program	Parental Leave	Conferences Training
9	401(K) Matching	Parental Leave	Conferences Training	Parental Leave
10	Flex Work Hours	Company Equity	Company Equity	Child Care

Colorado

1. Remote Work
2. Unlimited Paid Time Off
3. Relocation Assistance
4. Pet-Friendly Office
5. Tuition Reimbursement
6. Child Care
7. 401(K) Matching
8. Generous Parental Leave
9. Flex Work Hours
10. Wellness Programs

Colorado: Quarterly Breakdown

Here's how Colorado candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Diversity Hiring Practices



Biggest Faller:
Remote Work

2020 Colorado Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Remote Work	Remote Work	Remote Work	Relocation Assistance
2	Unlimited Paid Time Off	Pet-Friendly Office	Relocation Assistance	Unlimited Paid Time Off
3	Pet-Friendly Office	Unlimited Paid Time Off	Unlimited Paid Time Off	Pet-Friendly Office
4	Relocation Assistance	Relocation Assistance	Pet-Friendly Office	Diversity Hiring Practices
5	Tuition Reimbursement	Tuition Reimbursement	Tuition Reimbursement	Tuition Reimbursement
6	Child Care	401(K) Matching	401(K) Matching	Child Care
7	401(K) Matching	Child Care	Parental Leave	Diversity & Inclusion Staff
8	Flex Work Hours	Parental Leave	Child Care	Parental Leave
9	Parental Leave	Wellness Programs	Wellness Programs	Flex Work Hours
10	Wellness Programs	Flex Work Hours	Diversity & Inclusion Staff	Wellness Programs

Los Angeles

1. Pet-Friendly Office
2. Unlimited Paid Time Off
3. Remote Work
4. Relocation Assistance
5. Tuition Reimbursement
6. 401(K) Matching
7. Wellness Programs
8. Child Care
9. Daily Meals Provided
10. Flex Work Hours

LA: Quarterly Breakdown

Here's how LA candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Diversity Hiring Practices



Biggest Faller:
Remote Work

2020 Los Angeles Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Unlimited Paid Time Off	Remote Work	Pet-Friendly Office	Relocation Assistance
2	Pet-Friendly Office	Pet-Friendly Office	Unlimited Paid Time Off	Pet-Friendly Office
3	Remote Work	Unlimited Paid Time Off	401(K) Matching	Tuition Reimbursement
4	Relocation Assistance	Relocation Assistance	Relocation Assistance	Diversity Hiring Practices
5	401(K) Matching	Tuition Reimbursement	Tuition Reimbursement	Unlimited Paid Time Off
6	Tuition Reimbursement	401(K) Matching	Remote Work	Flex Work Hours
7	Child Care	Parents Return To Work Program	Wellness Programs	Wellness Programs
8	Wellness Programs	Wellness Programs	Daily Meals Provided	Child Care
9	Daily Meals Provided	Daily Meals Provided	Child Care	Daily Meals Provided
10	Flex Work Hours	Flex Work Hours	Volunteering Opportunities	Volunteering Opportunities

New York City

1. Pet-Friendly Office
2. Remote Work
3. Daily Meals Provided
4. 401(K) Matching
5. Relocation Assistance
6. Unlimited Paid Time Off
7. Tuition Reimbursement
8. Flex Work Hours
9. Child Care
10. Volunteering Opportunities

NYC: Quarterly Breakdown

Here's how NYC candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Diversity Hiring Practices



Biggest Faller:
Remote Work

2020 New York City Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Pet-Friendly Office	Remote Work	Remote Work	Pet-Friendly Office
2	Daily Meals Provided	Pet-Friendly Office	Pet-Friendly Office	Diversity Hiring Practices
3	Remote Work	Daily Meals Provided	401(K) Matching	Daily Meals Provided
4	Flex Work Hours	401(K) Matching	Daily Meals Provided	Relocation Assistance
5	Unlimited Paid Time Off	Tuition Reimbursement	Relocation Assistance	Tuition Reimbursement
6	401(K) Matching	Unlimited Paid Time Off	Tuition Reimbursement	Unlimited Paid Time Off
7	Relocation Assistance	Relocation Assistance	Unlimited Paid Time Off	Company Equity
8	Tuition Reimbursement	Volunteering Opportunities	Child Care	Child Care
9	Child Care	Child Care	Volunteering Opportunities	Parental Leave
10	Volunteering Opportunities	Flex Work Hours	Flex Work Hours	Flex Work Hours

Seattle

1. Pet-Friendly Office
2. Remote Work
3. Relocation Assistance
4. Company Equity
5. Unlimited Paid Time Off
6. Parents Return To Work Program
7. Tuition Reimbursement
8. 401(K) Matching
9. Volunteering Opportunities
10. Child Care

Seattle: Quarterly Breakdown

Here's how Seattle candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Diversity Hiring Programs



Biggest Faller:
Remote Work

2020 Seattle Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Pet-Friendly Office	Pet-Friendly Office	Pet-Friendly Office	Pet-Friendly Office
2	Remote Work	Remote Work	Remote Work	Relocation Assistance
3	Relocation Assistance	Parents Return To Work Program	Relocation Assistance	Diversity Hiring Practices
4	Unlimited Paid Time Off	Relocation Assistance	Company Equity	Unlimited Paid Time Off
5	Company Equity	Company Equity	Tuition Reimbursement	Parents Return To Work Program
6	401(K) Matching	Unlimited Paid Time Off	401(K) Matching	Generous Paid Time Off
7	Tuition Reimbursement	401(K) Matching	Diversity & Inclusion Staff	Tuition Reimbursement
8	Volunteering Opportunities	Tuition Reimbursement	Unlimited Paid Time Off	Child Care
9	Parental Leave	Daily Meals Provided	Parents Return To Work Program	Company Equity
10	Child Care	Volunteering Opportunities	Volunteering Opportunities	Diversity & Inclusion Staff

GREAT COMPANIES NEED GREAT PEOPLE.

THAT'S WHERE WE COME IN.

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