

COVID-19 Is Changing the Way Parents View Open Enrollment

Working Parents Place Significantly Heightened Importance on This Year's Open Enrollment

66%



of parents with kids **under 12** say open enrollment is more important than last year

vs **48%** All employees

Parents will also **spend more time** on this year's enrollment vs. last year:



Kids under 5



Kids under 12



Kids under 18

Mounting Pandemic-Era Stress Is Compounding the Insecurities Parents Have Towards Benefits

24% New parents with kids aged 2 & under

feel **insecure** about making decisions about their employee benefits package

vs **13%** All employees

61% Employees with kids under 12

are more likely to **feel uncomfortable** discussing benefits with friends and family

vs **47%** All employees

54% Employees with kids under 12

expressed regret over not enrolling in certain benefits during last year's enrollment

vs **34%** All employees

Enrollment Communications Can Empower Parents by Addressing Their Specific Needs

POPULAR BENEFITS AMONG PARENTS OF KIDS AGED 12 AND UNDER:



41%

Life insurance



36%

Auto insurance



36%

Home insurance



31%

Dental insurance



30%

Vision insurance

79%



of parents with kids ages **6-11** say they want more control over how much they pay for their benefits

vs **65%** All employees