



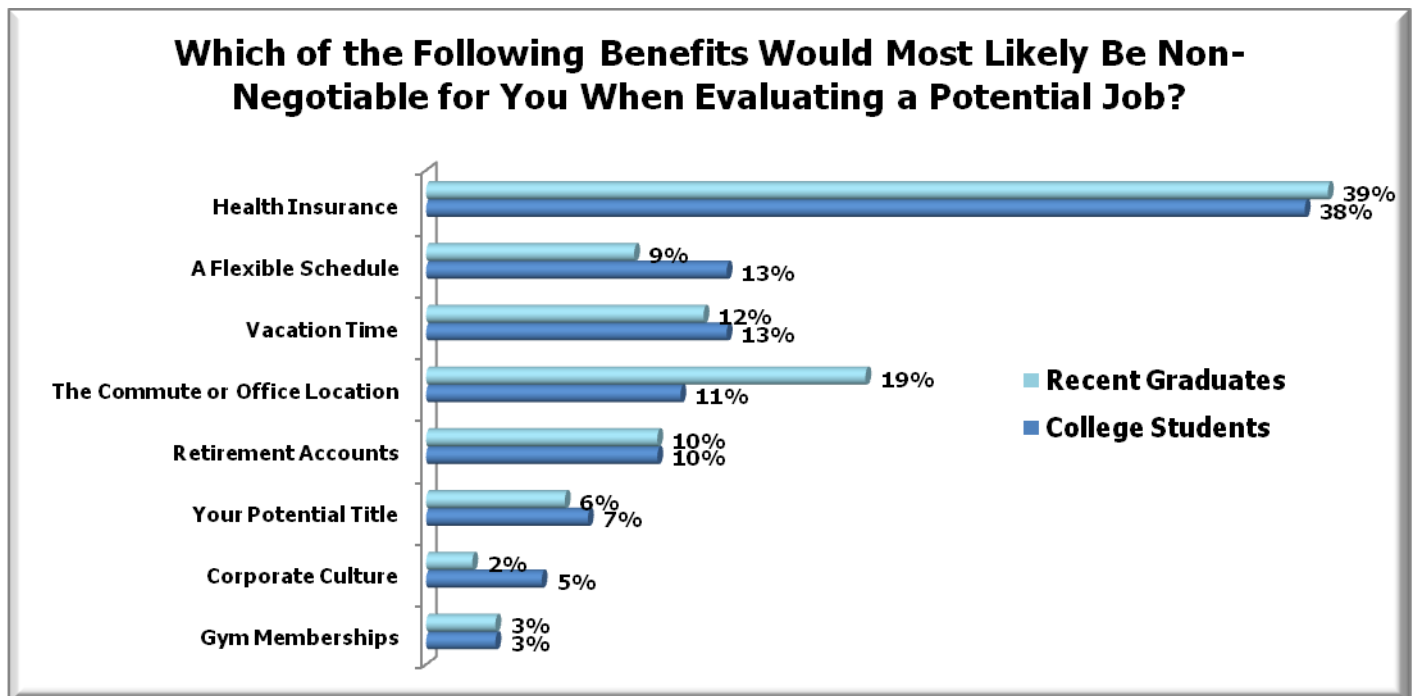
## Entering the Workplace

### Getting the Job and the Benefits That Matter

Entering the workforce after college can be an uncertain, intimidating time, and recent economic turmoil has thrown another wrench in this rite of passage. Today's college graduates now have to contend with a tougher job market that can't guarantee positions that will suit them or provide the full suite of benefits enjoyed by previous generations. In spite of all that, a new survey by eHealthInsurance<sup>1</sup> finds many of these young adults placing health insurance at the top of their workplace wish list.

#### 1) EMPLOYMENT EXPECTATIONS

- **The Best Benefit.** Almost two in five college students (38%) and recent college graduates (39%) recognize the importance of a health plan, even at this early stage in their careers. This perk is the #1 dealbreaker when considering a new job, more so than other offerings like vacation time or retirement plans.



<sup>1</sup> This survey was conducted among 255 full-time college students ages 18-30, 251 recent college graduates who have been out of school for 3 years or less and are either working or seeking employment, and 500 parents with at least one child in either of these categories.

- **Rose-Colored Glasses.** There's unfortunately also a little bit of naïveté among these youngsters – an overwhelming majority (80%) of current college students think their first job after finishing school is likely to provide them with a health plan.
- **Not Up to Par.** Nearly three in four (73%) recent college graduates, now in the workforce, also admit that they envisioned their first job after graduation would come equipped with a health plan. However, only 31 percent of all recent grads currently have employer-sponsored health benefits.

## 2) **TACKLING TOUGH CHOICES**

- **Stalled Prospects.** But today's twentysomethings may not love what they have to do in order to make this happen:
  - Almost half (49%) of recent grads acknowledge that it's more important for someone in their position to find a job they don't necessarily like that comes with benefits than to have a desired job with no provisions like health insurance or retirement accounts.
  - Nearly three in five (57%) current college students feel the same way
- **Worth Giving Up.** Some of these young adults might be getting this message from their parents. Close to one in two (46%) moms and dads would rather their children had jobs they didn't care for with benefits than the other way around.