A photograph of a workspace on a wooden surface. In the foreground, a silver laptop is partially visible on the left, with its keyboard showing. Next to it is a spiral-bound notebook with a brown cover and a black pen. To the right of the notebook is a white ceramic cup filled with coffee, sitting on a matching saucer. The background is a plain wooden wall.

# 2019 Workforce Attitudes Toward Behavioral Health

Annual Report *1st Edition*

ginger

# Goals and Methodology

## METHODOLOGY

In February 2019, Ginger partnered with Dimensional Research to survey 1,214 U.S. workers across a variety of industries, demographics, and work types, including knowledge, service, and manual workers. All those surveyed were employed for 30-hours a week or more at jobs that included benefits in the United States. A wide range of questions were asked on their experiences with behavioral health, including questions on employee benefits. The survey was in the field from February 12 - 25, 2019.

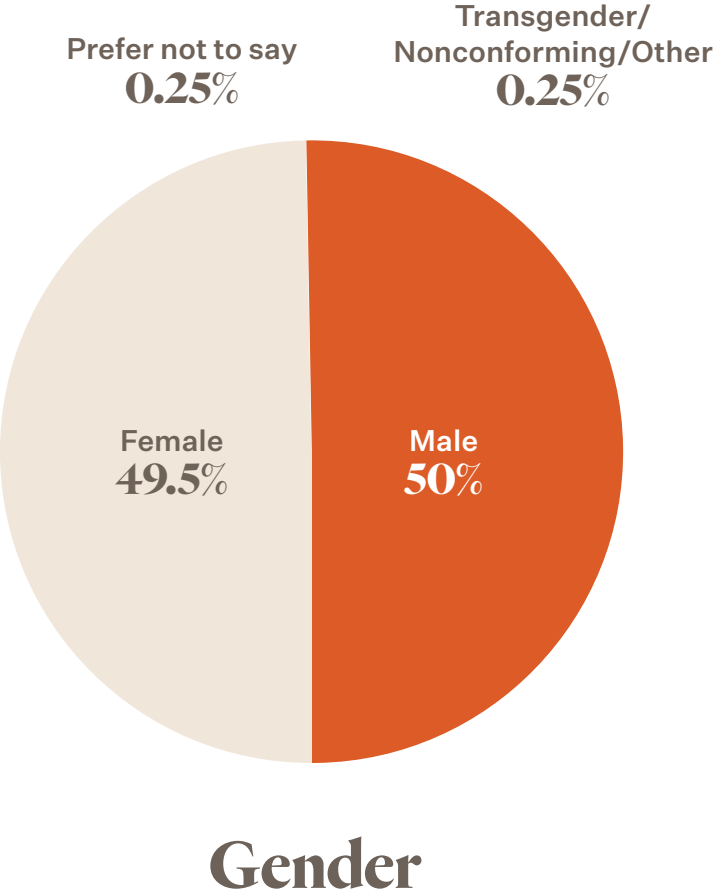
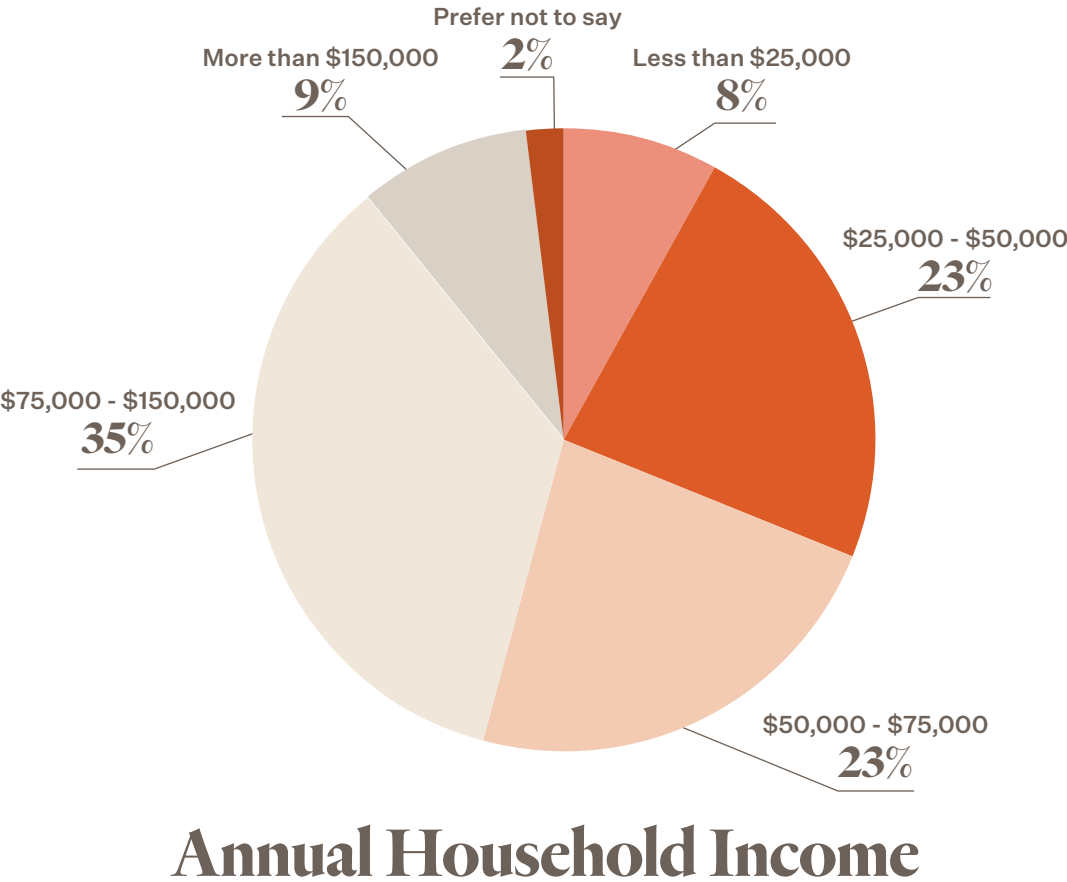
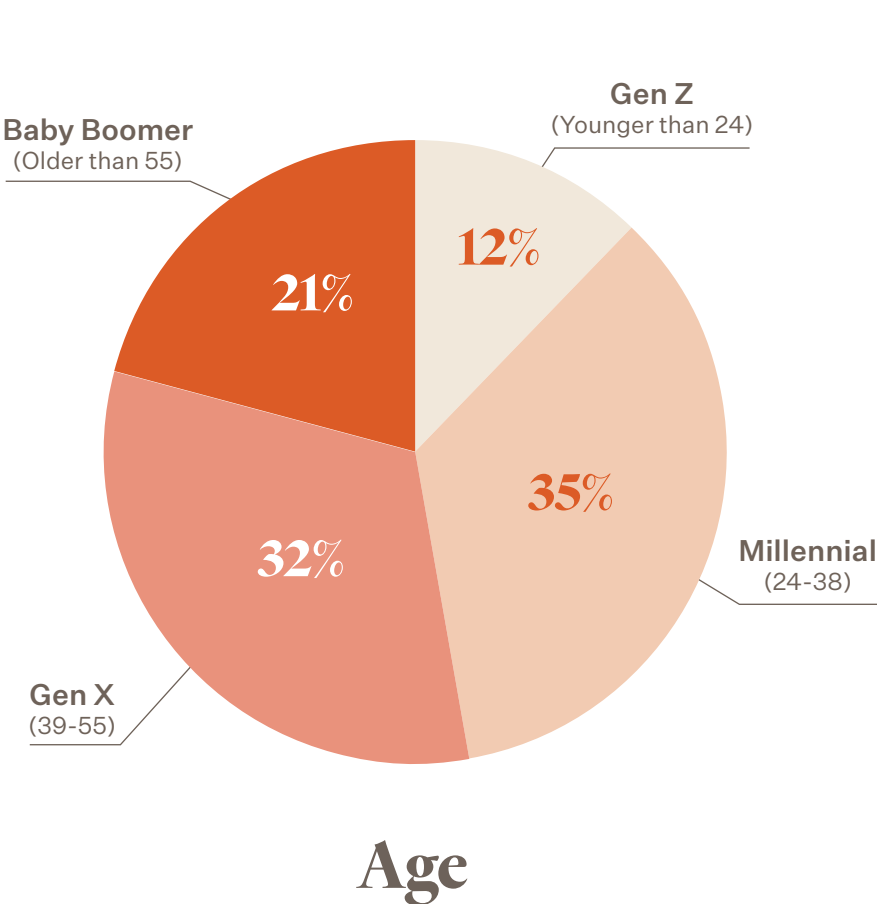
## DEFINITION OF BEHAVIORAL HEALTH

In this study, the term behavioral health will refer to both emotional and mental health. This includes a wide spectrum of activities from mindfulness practices and coaching to formal mental health services from a medical provider, such as seeing a therapist or psychiatrist. Participants were given this definition of behavioral health and were required to acknowledge the definition to participate.

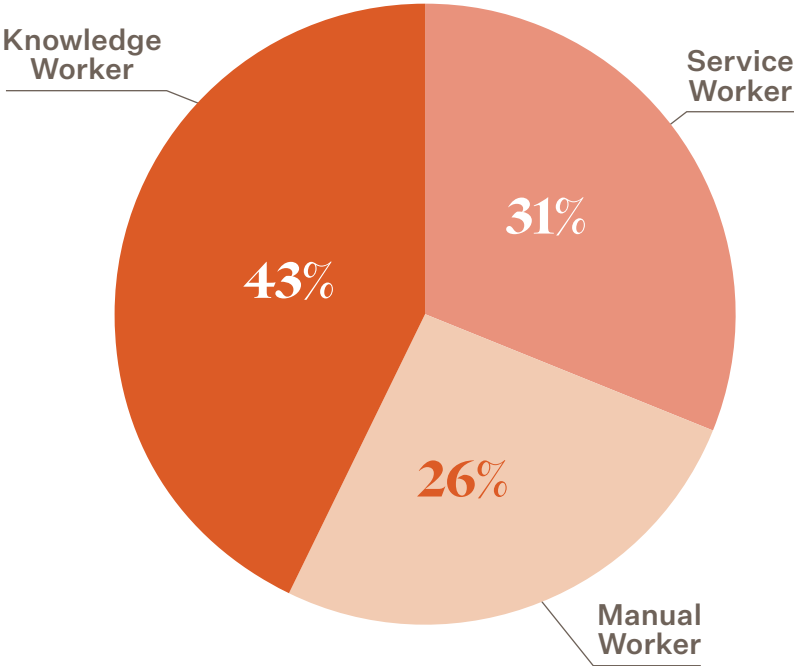
Ginger makes it easy for employees to get the support they need, when they need it, with on-demand emotional health coaching, teletherapy, telepsychiatry, and guided self-care.

Dimensional Research provides in-depth market research to help technology companies make smarter business decisions.

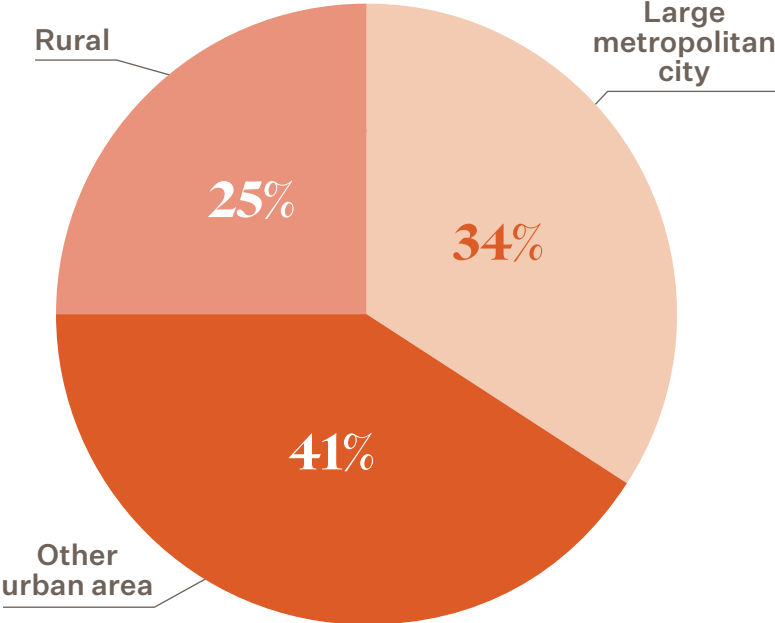
# Participant Demographics



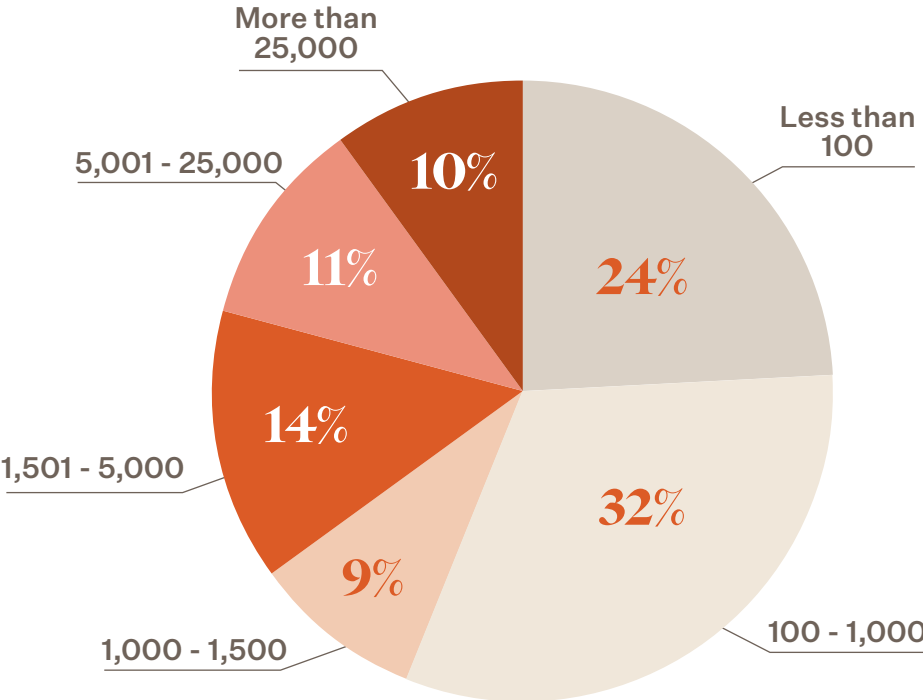
# Participant Demographics



Type of Work



Living Environment



Company Size  
(number of employees)

# 4 Key Insights for Employers

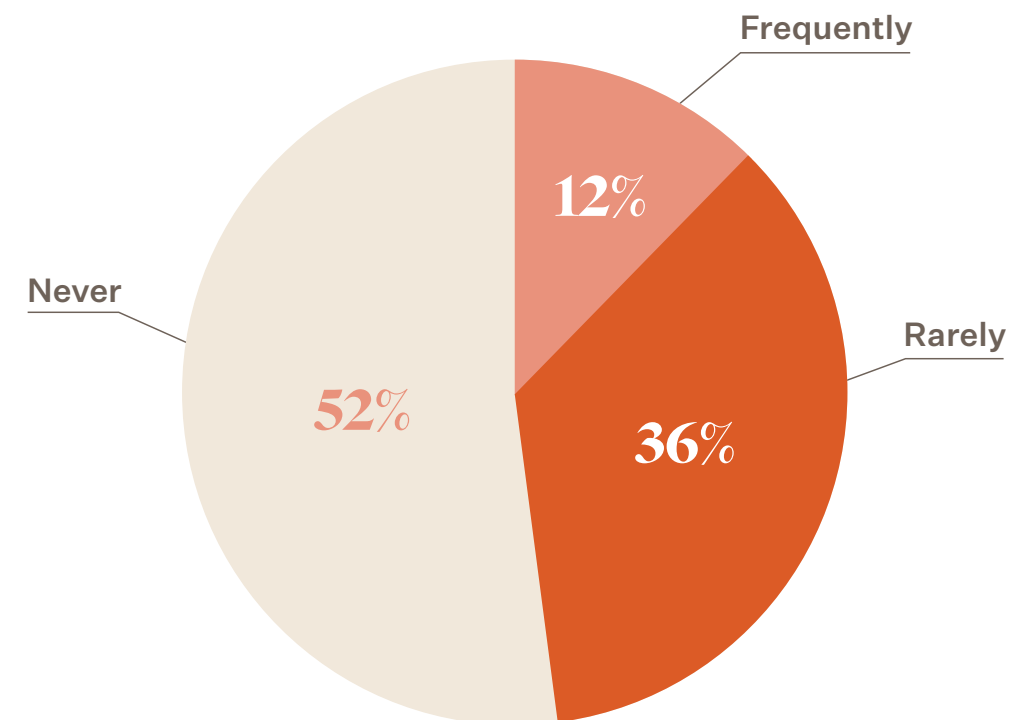
# 1

## Stress in the workplace is bringing people to tears.

While a certain amount of stress is normal and can actually be good for productivity, chronic stress can lead to consequences that are severe and long-lasting. In our research, we found that 83 percent of workers experience stress on a regular basis and 45 percent of workers under 40 experience extreme stress on a daily basis.

While there are multiple ways this can impact an organization, we saw that employee morale and absenteeism were hit especially hard. Half of workers surveyed missed at least one day of work per year due to behavioral health challenges. If the average salary in the U.S. is \$46,800, just one missed day per employee costs the average 500-person business \$89,310 per year—roughly two full-time members of staff.

**48% of people have cried at work due to stress**





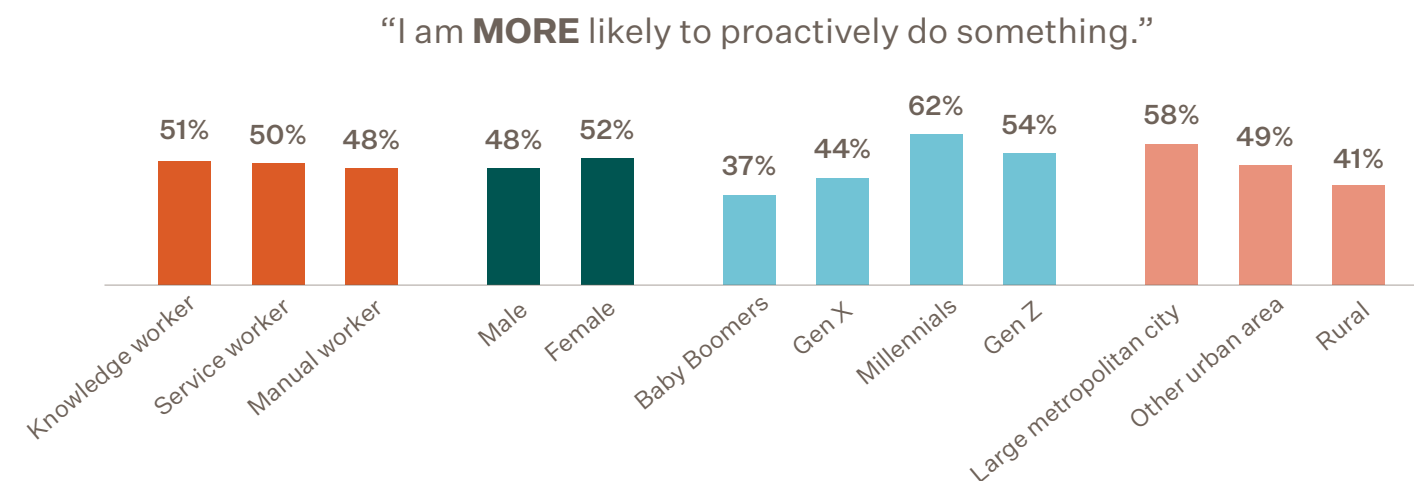
# 2

## Attitudes are changing toward getting support.

The most encouraging trend that we discovered in our research was that attitudes towards behavioral health are improving for the better—and fast. Fifty percent of U.S. workers report that they are more likely to seek help now than they were five years ago. This trend was one of the strongest in our research and is consistent across industry categorization, gender, age, and urbanization.

But while people feel more empowered now than ever before to get care, generational differences show that stigma still exists for older populations in ways that it doesn't for younger workers.

### All genders, age groups, and types of workers are more willing to seek help



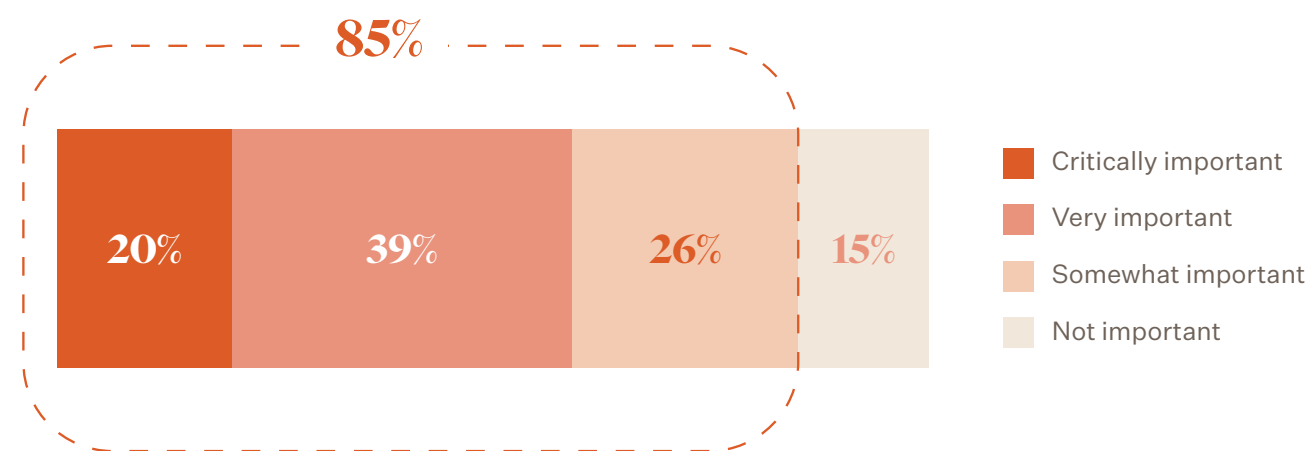
# 3

## Attitudes on what kinds of support employers should provide have changed.

Employees and job seekers alike expressed that employer-provided behavioral health was top-of-mind when evaluating current or future employers. Ninety-one percent of U.S. workers believe that their employer should care about their emotional health. Eighty-five percent of people also reported that behavioral health services are important when evaluating a new job—with almost 40 percent scoring behavioral health as very important.

Additionally, people ranked wellness programs and mental health support as top priorities over financial advising, gym memberships, free meals, and others. This trend is significantly stronger in younger generations, who make up a growing portion of the workforce every year.

### How important are behavioral health benefits to you when evaluating a new job?





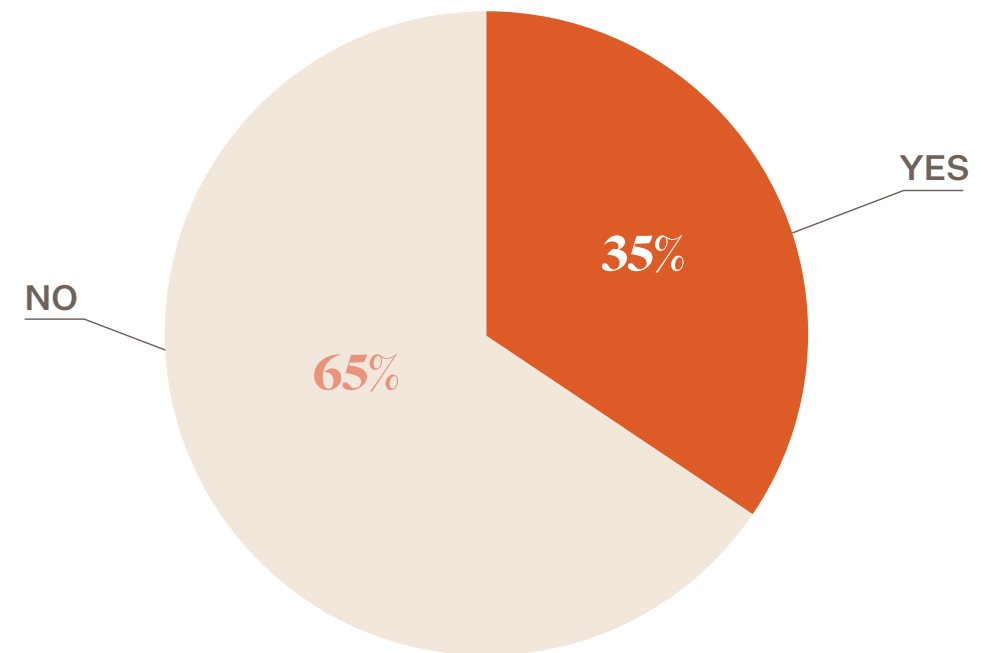
# 4

## Current employer behavioral health programs aren't meeting employee needs.

One of the most worrying trends we discovered was that, despite the increase in demand for behavioral health services, people are still experiencing significant barriers to accessing support. While most people experience stress regularly, only 26 percent sought professional help. Of those who have sought help, some reported paying for care out-of-pocket because their benefits didn't cover it.

Although there are many reasons an individual might not seek professional care, we couldn't ignore that 81 percent of people who have never ever utilized their behavioral health benefits reported encountering a variety of barriers to access. These barriers included not having time, fear of their employer finding out, and not being able to find providers.

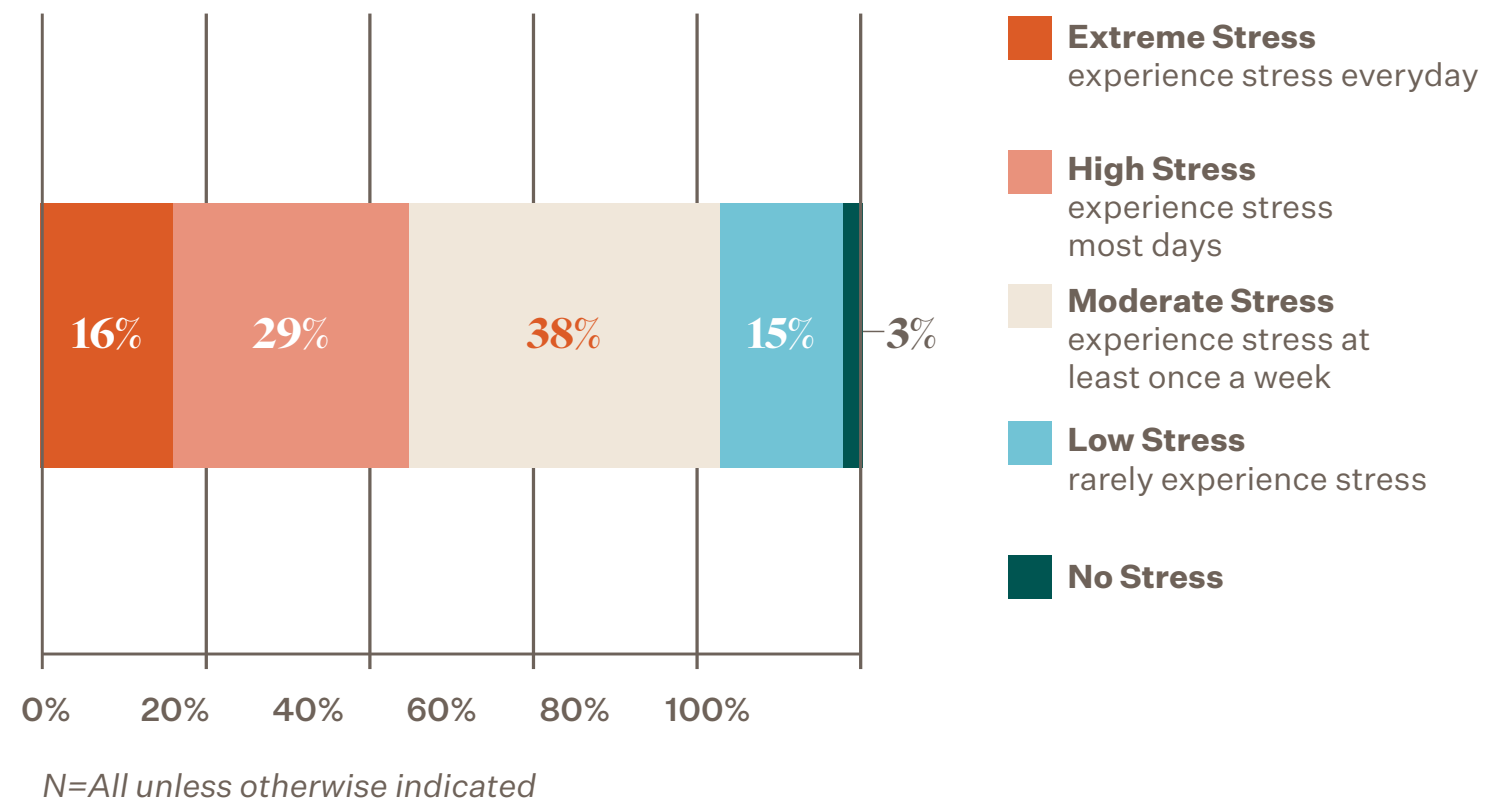
*A third of people have paid directly for behavioral health services that their benefits didn't cover*



**Stress in the workplace hurts morale, and productivity, while increasing absenteeism.**

# 83% of the workforce experiences stress on a regular basis.

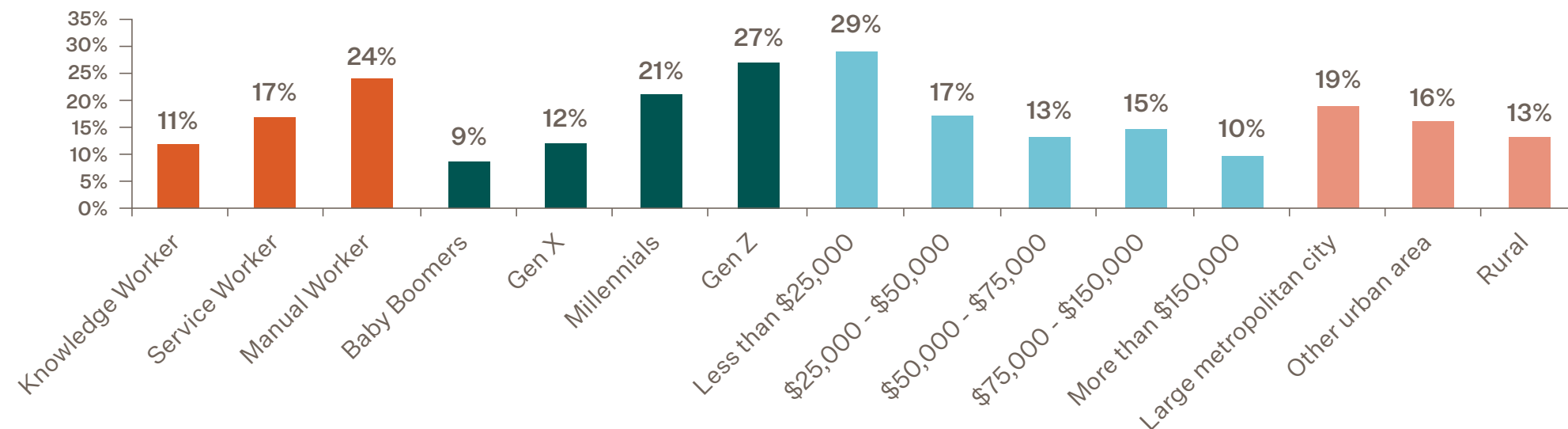
How would you characterize the overall level of stress you have experienced in the last 12 months?



# Generation Z, Manual Workers and Low- Income employees experience the most extreme stress.

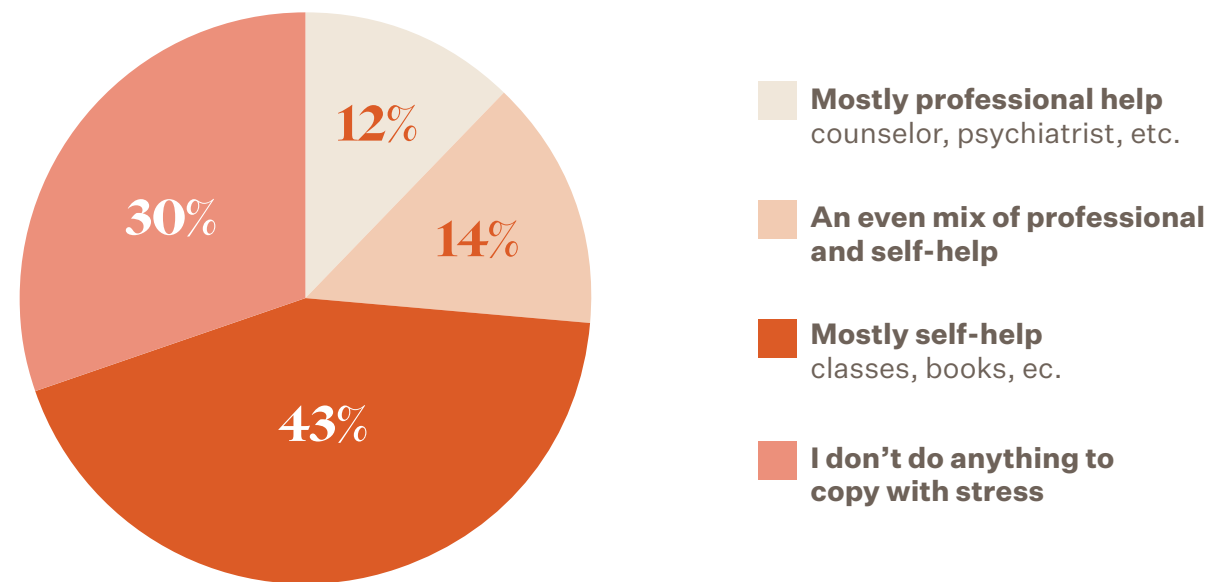
“Extreme Stress – experience stress everyday”

*N=All unless otherwise indicated*



# Only 26% of the workforce gets professional help for stress.

What do you do to cope with your stress?



*N=All unless otherwise indicated*

# 81% of people say that stress impacts their work.

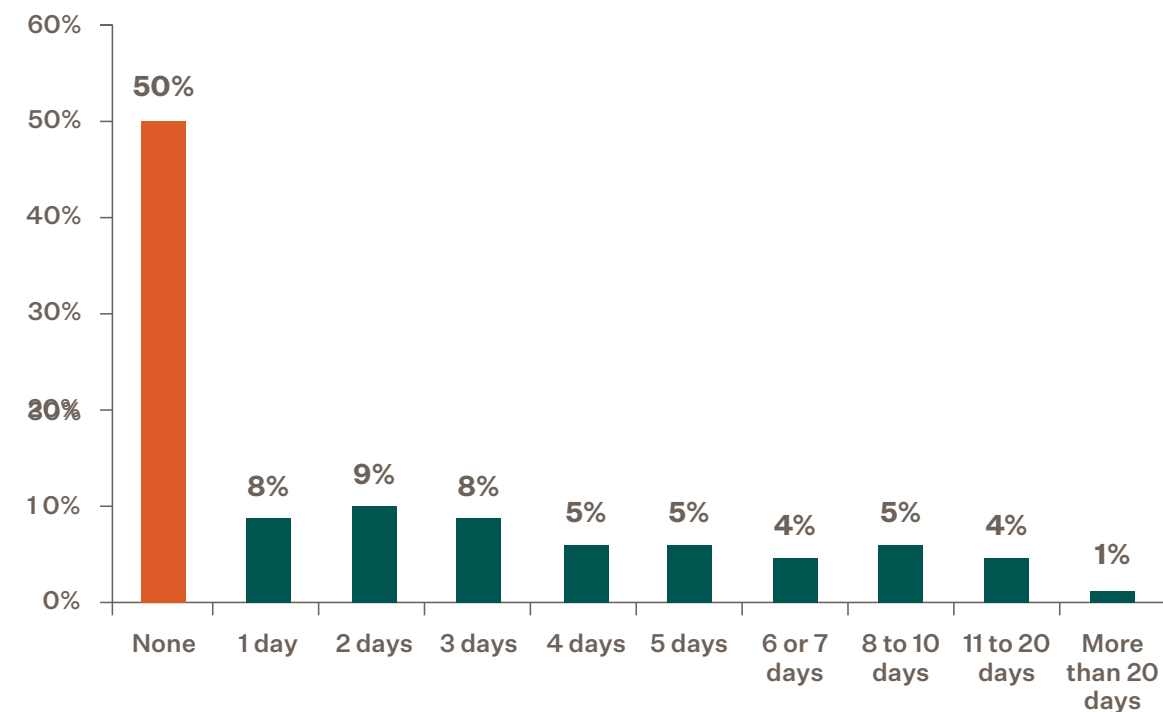
## How does stress impact your work life?



*N=All unless otherwise indicated*

# 50% of people have missed at least one day of work in the past year because of behavioral health.

How many days of work have you missed over the last 12 months due to stress, anxiety, or any other emotional or mental health challenge?

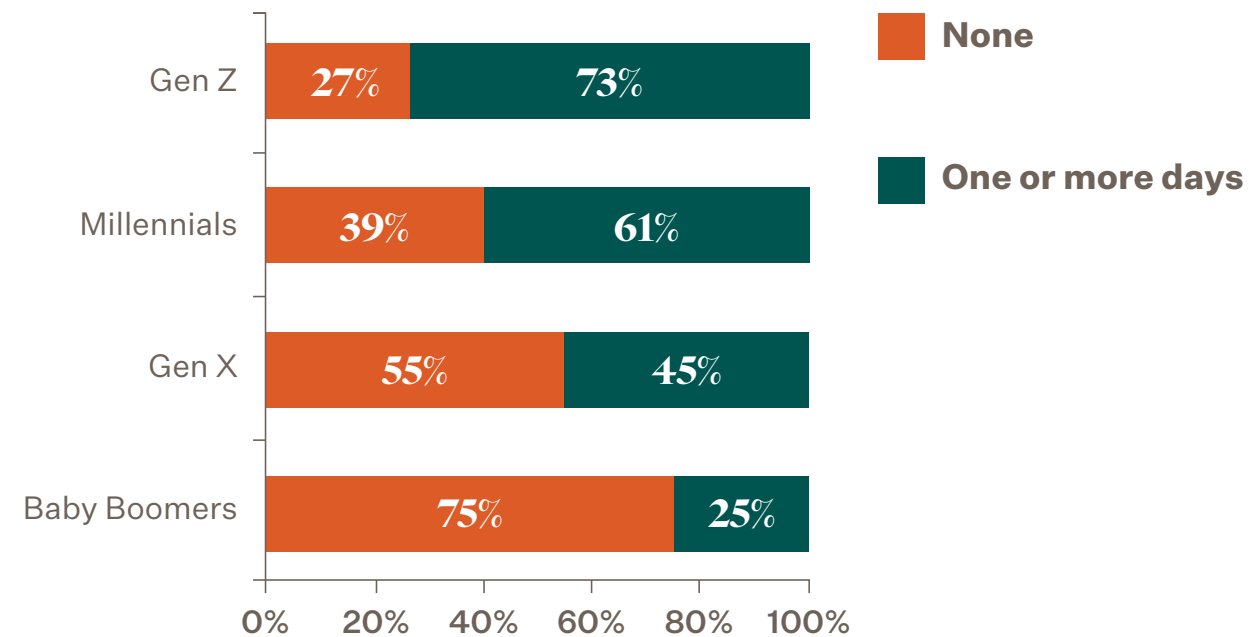


*N=All unless otherwise indicated*



# Younger people far more likely to miss work because of mental health challenges.

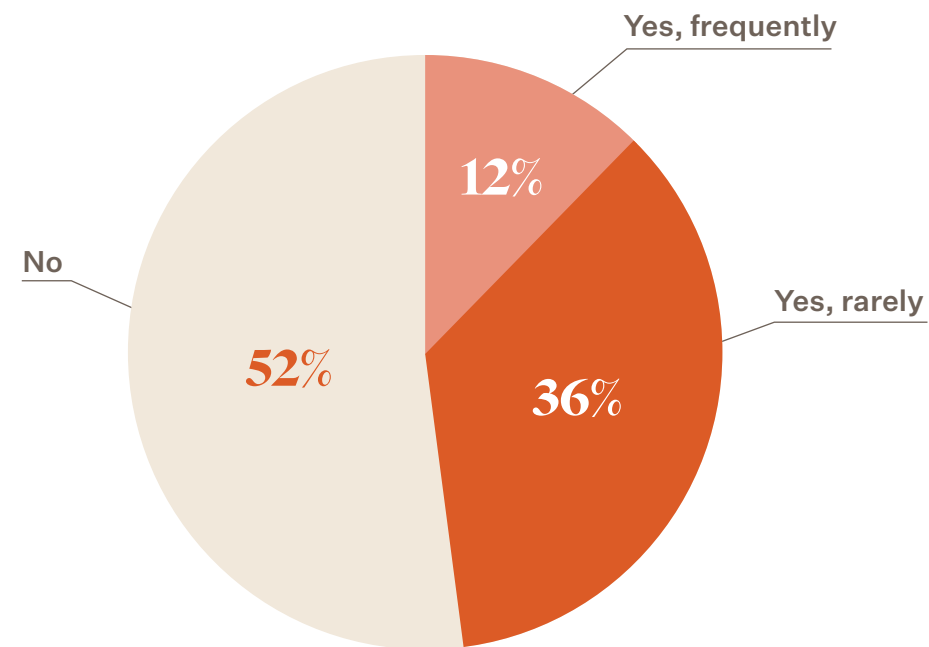
How many days of work have you missed over the last 12 months due to stress, anxiety, or any other emotional or mental health challenge?  
*by age*



*N=All unless otherwise indicated*

# 48% of people have cried at work because of stress.

Have you ever been brought to tears in a work environment because of stress?



*N=All unless otherwise indicated*

# While more women reported having cried at work due to stress, 36% of men also shared that they have cried on the job.

Have you ever been brought to tears in a work environment because of stress?  
*by gender*

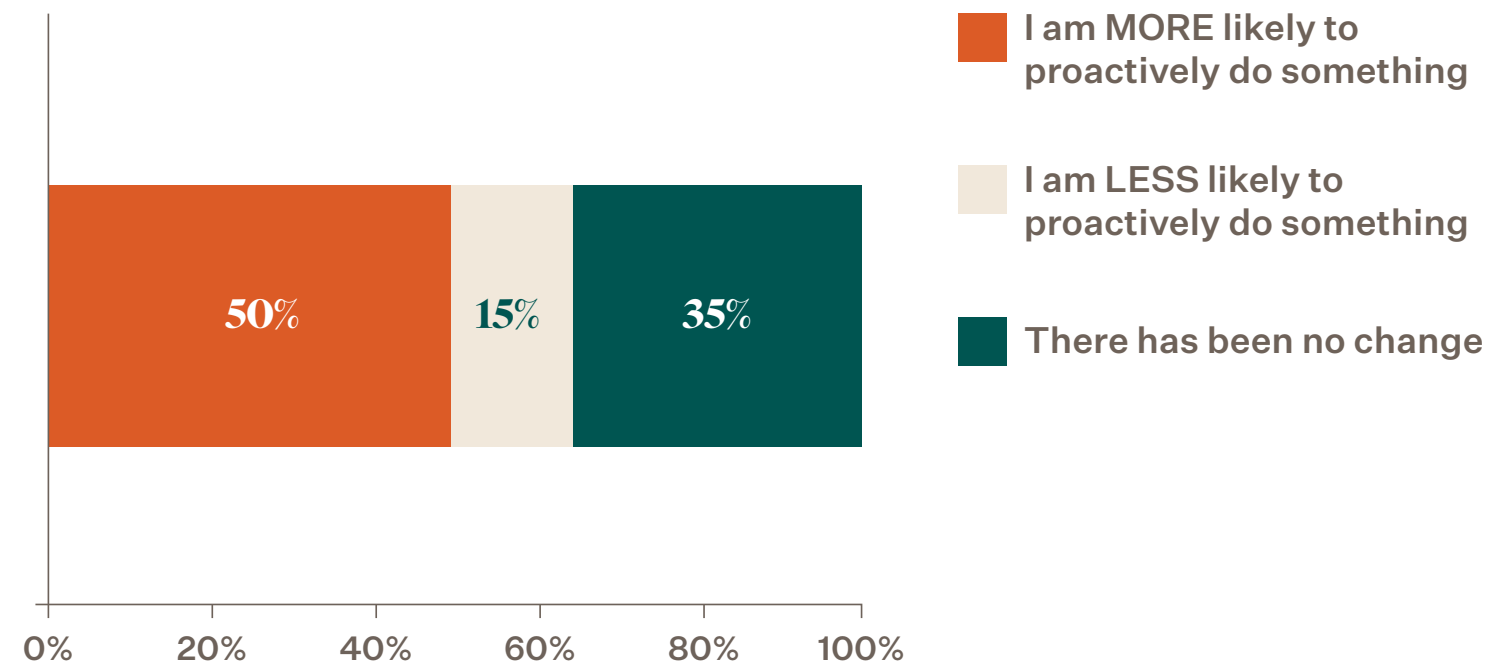


N=All unless otherwise indicated

*Attitudes are changing toward  
getting help — across age groups  
and work types.*

# People are more willing to get help now than they were five years ago.

How has your attitude towards actively addressing your emotional and mental health changed in the past five years?



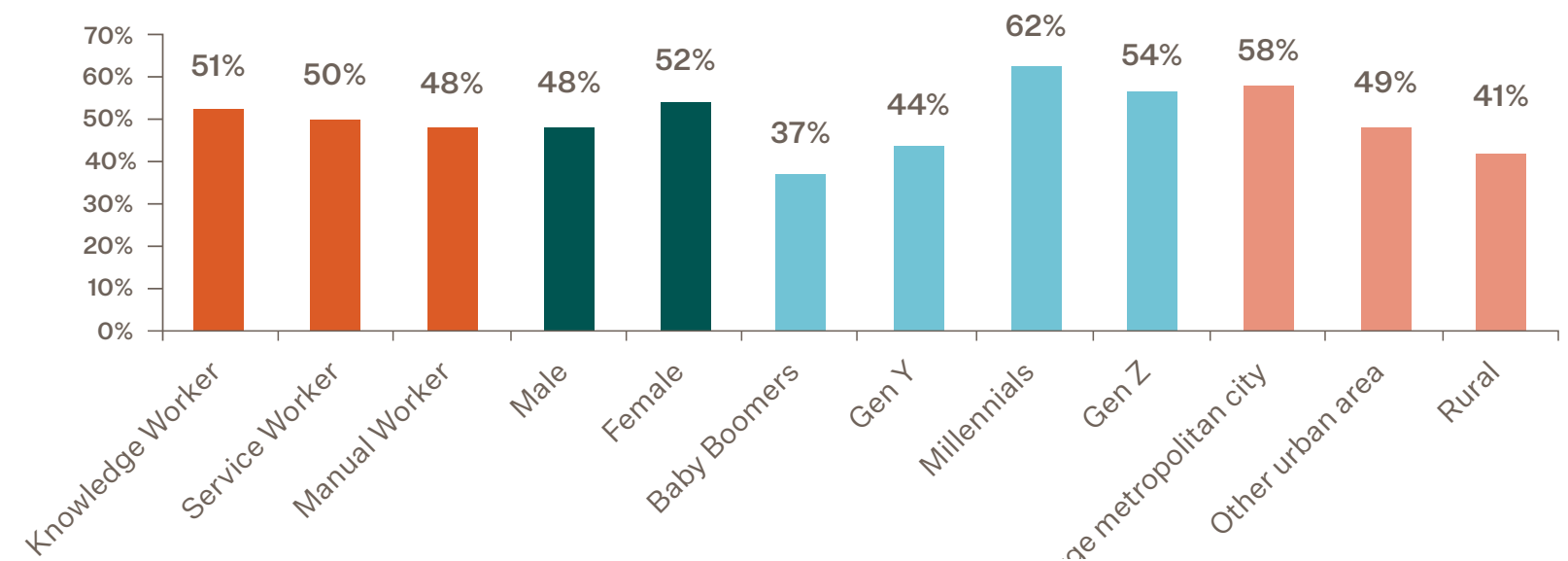
*N=All unless otherwise indicated*

# All genders, age groups, and types of workers are more willing to seek help.

*How has your attitude towards actively addressing your emotional and mental health changed in the past five years?*

“I am MORE likely to proactively do something”

N=All unless otherwise indicated

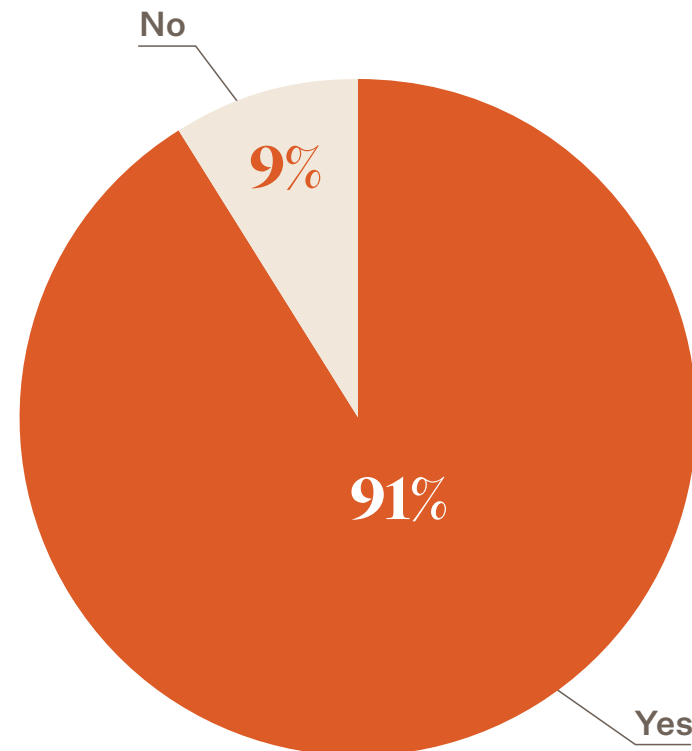


*Attitudes on what kinds of support employers should provide have changed.*



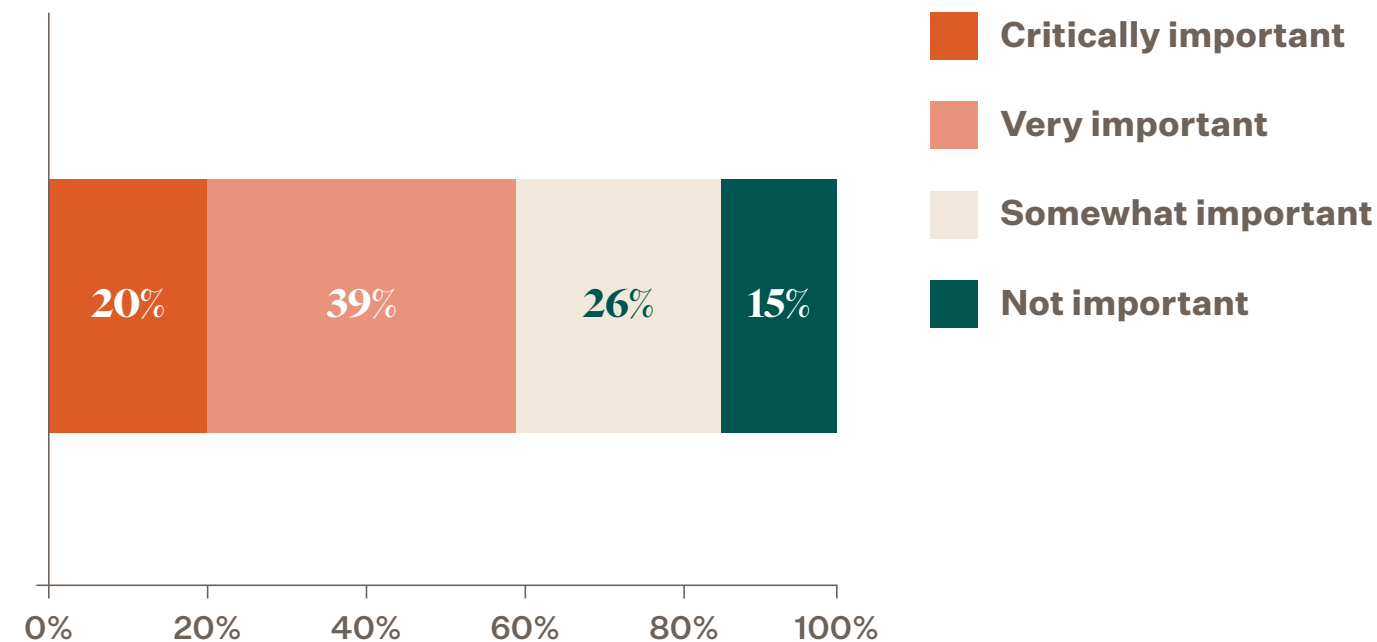
# 91% of people believe that their employer should care about their emotional health.

In your opinion, should employers care about the emotional and mental health of their employees?



*N=All unless otherwise indicated*

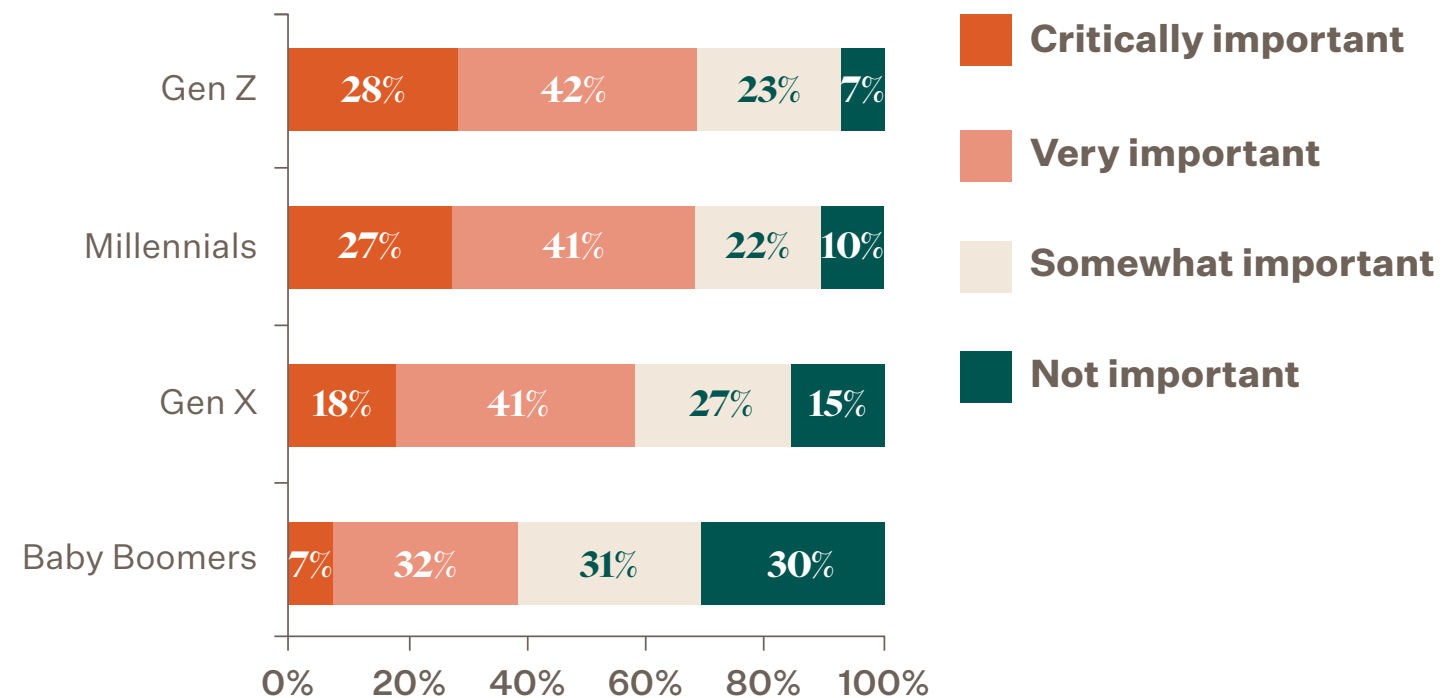
# 85% of people report that behavioral health benefits are important when evaluating a new job.



*N=All unless otherwise indicated*

# Behavioral health benefits are particularly important to younger generations.

How important are behavioral health benefits to you when evaluating a new job?  
*by age*

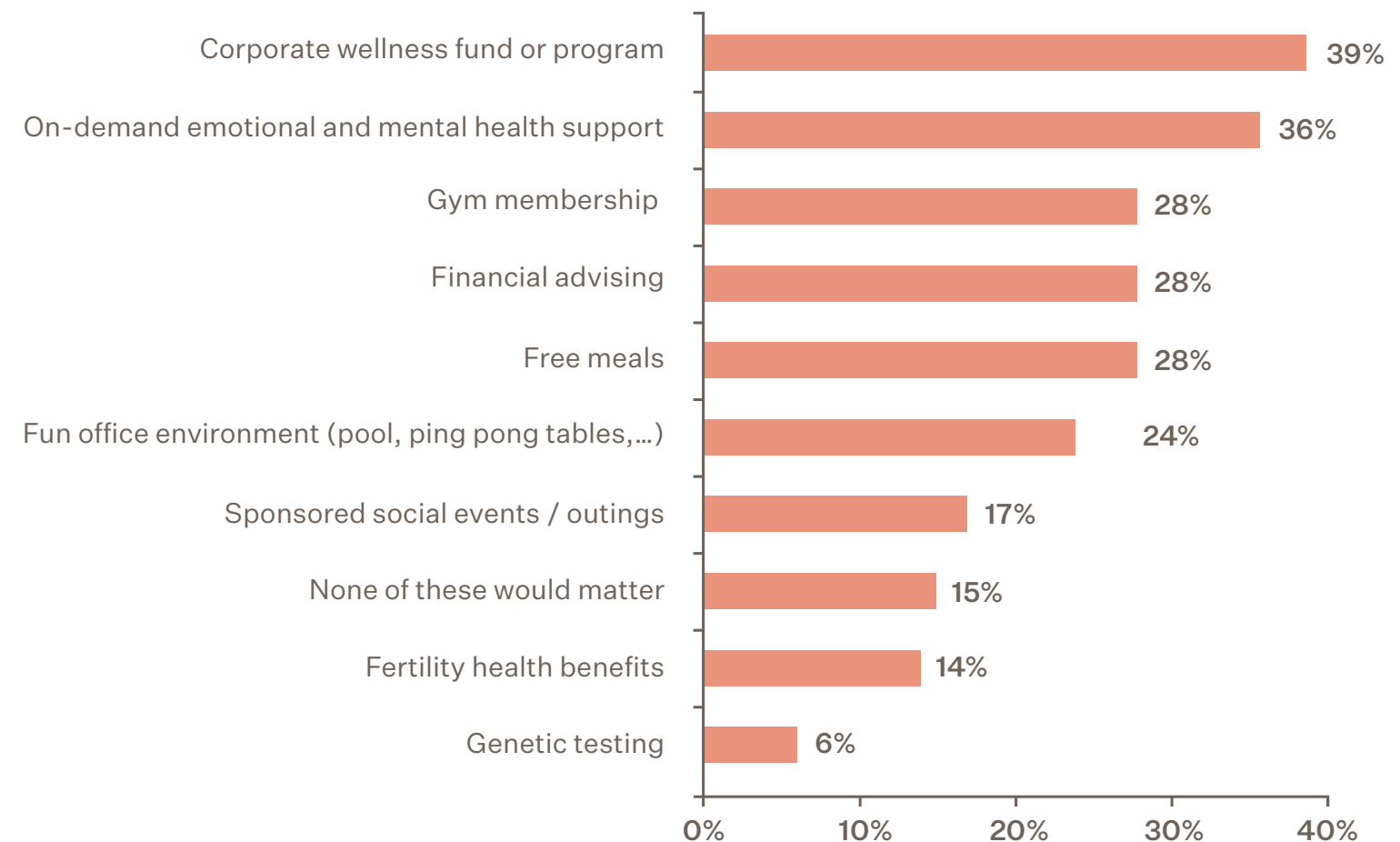


*N=All unless otherwise indicated*

# Behavioral health benefits top the list of priorities for job hunters.

If you were evaluating a new job opportunity today, which of the following benefits would be most critical?

*Choose up to 3 of the following.*



# Times are changing as preferences for virtual behavioral health services are almost equal to in-person care.

In your ideal world, how would you like to access behavioral health services?

I prefer the face-to-face interaction of meeting in person, even if it would require travel during work hours

52%

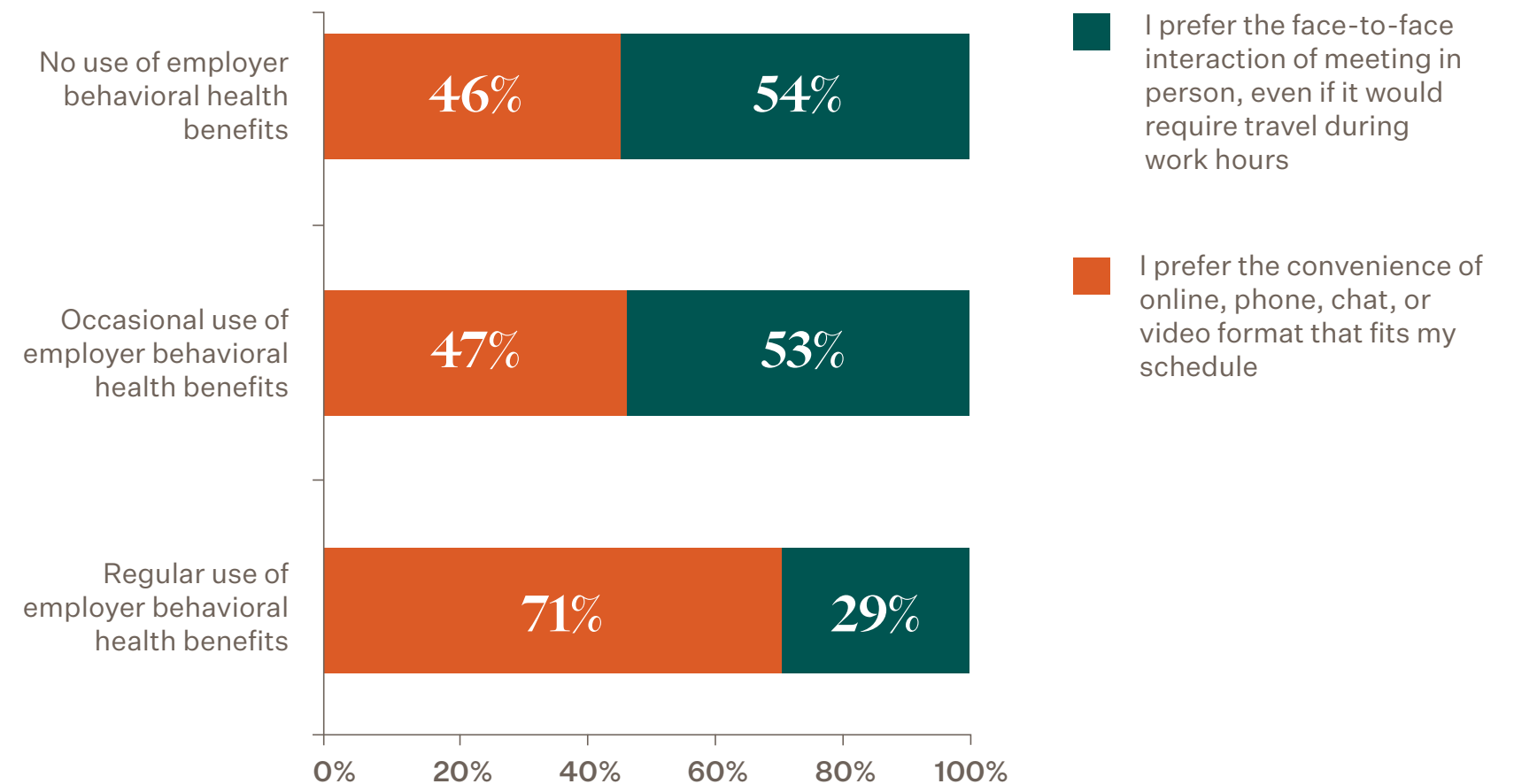
I prefer the convenience of online, phone, chat, or video format that fits my schedule

48%

# Regular users of behavioral health services prefer remote access.

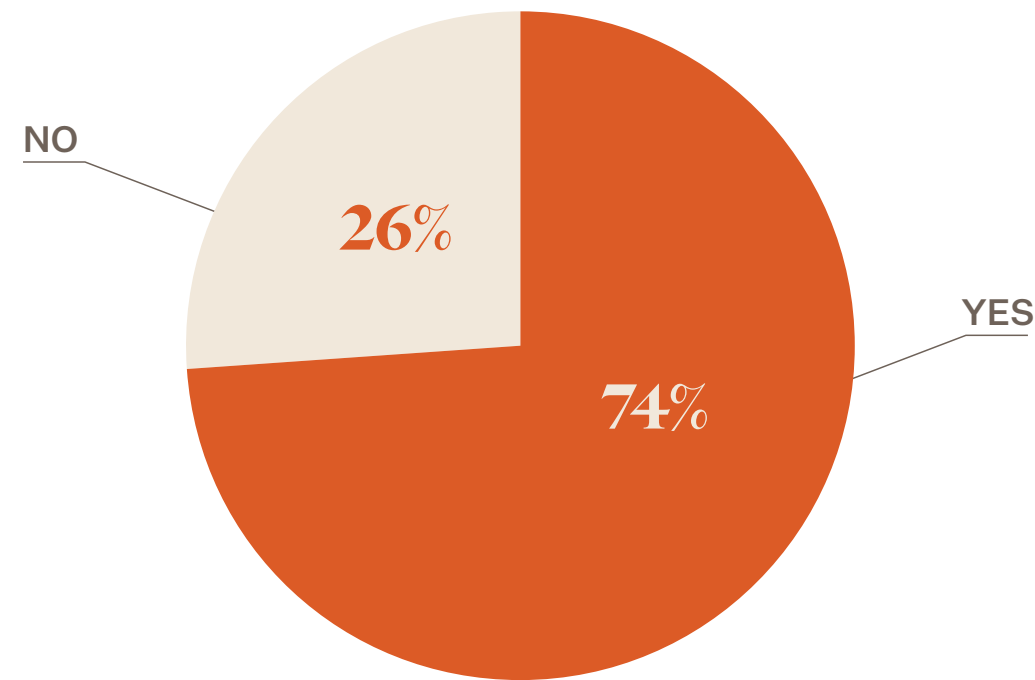
In your ideal world, how would you like to access behavioral health services?

*by use of employer behavioral health benefits*



# Mobile access would increase likelihood of using behavioral health benefits for the majority of people.

Would you be more likely to use a behavioral health benefit offered to you if you could access it anytime from your smartphone?

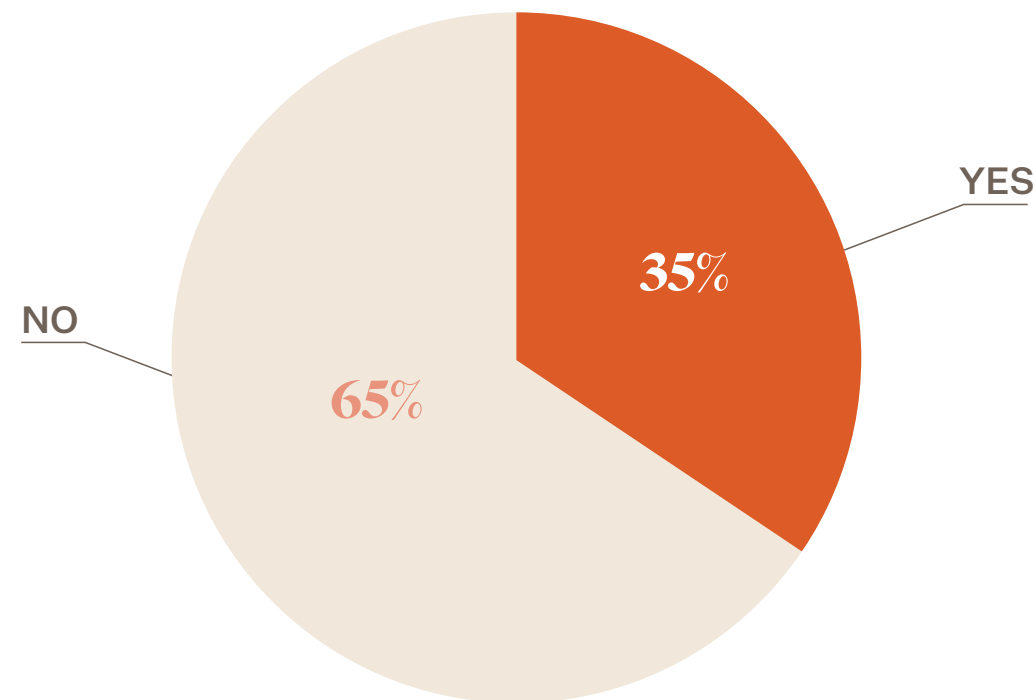




Current employer behavioral  
health programs aren't  
meeting employee needs.

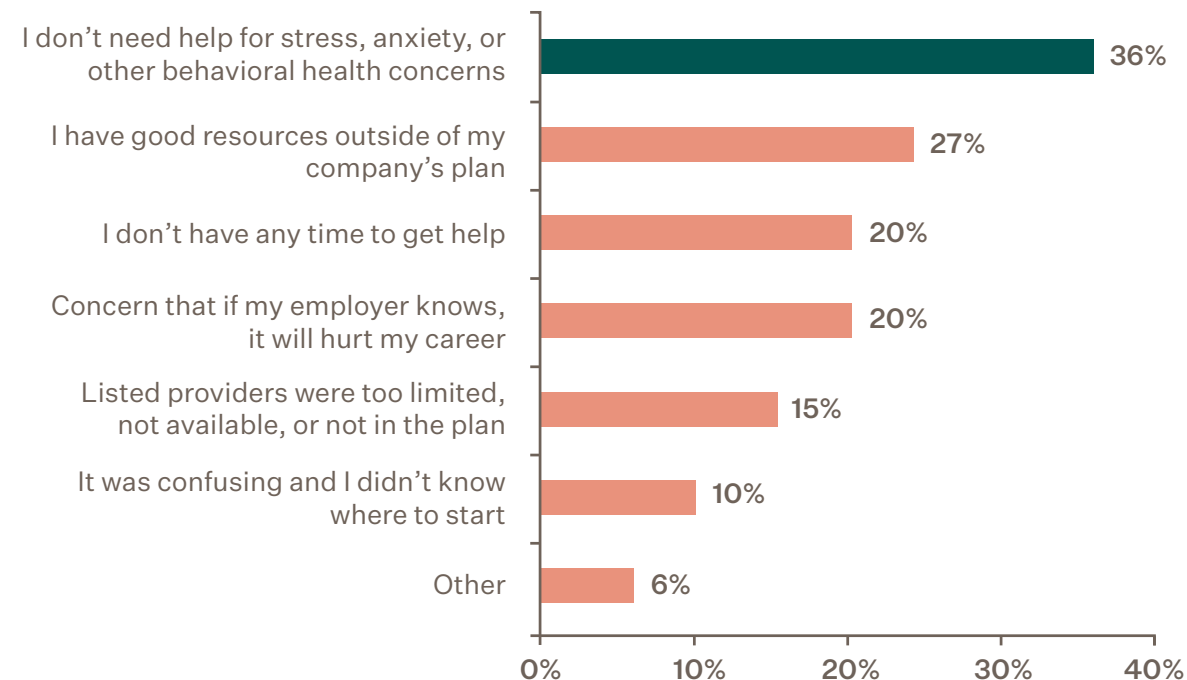
# 1 out of 3 of people have paid directly for behavioral health services because their benefits were inadequate.

Have you ever paid to get emotional or mental health support out of your own pocket because your employer doesn't cover it?



**Of those who don't use their behavioral health benefits regularly, only a third report that it's because they have no need. The rest encounter a number of barriers.**

**Why haven't you used your company's behavioral health benefits more?**



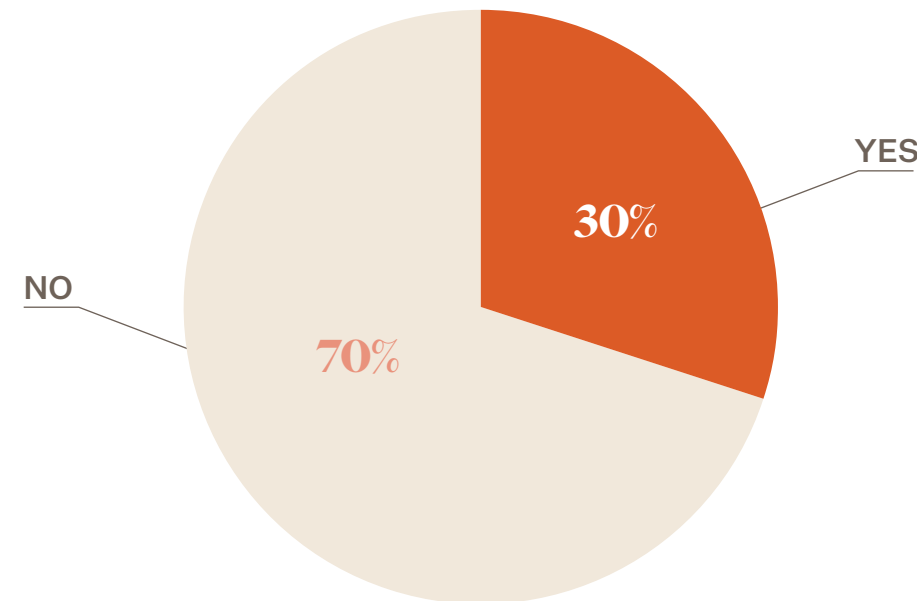
# The most common motivator to use behavioral health benefits is ease of access.

What motivated you to take advantage of the behavioral health benefits offered by your company?



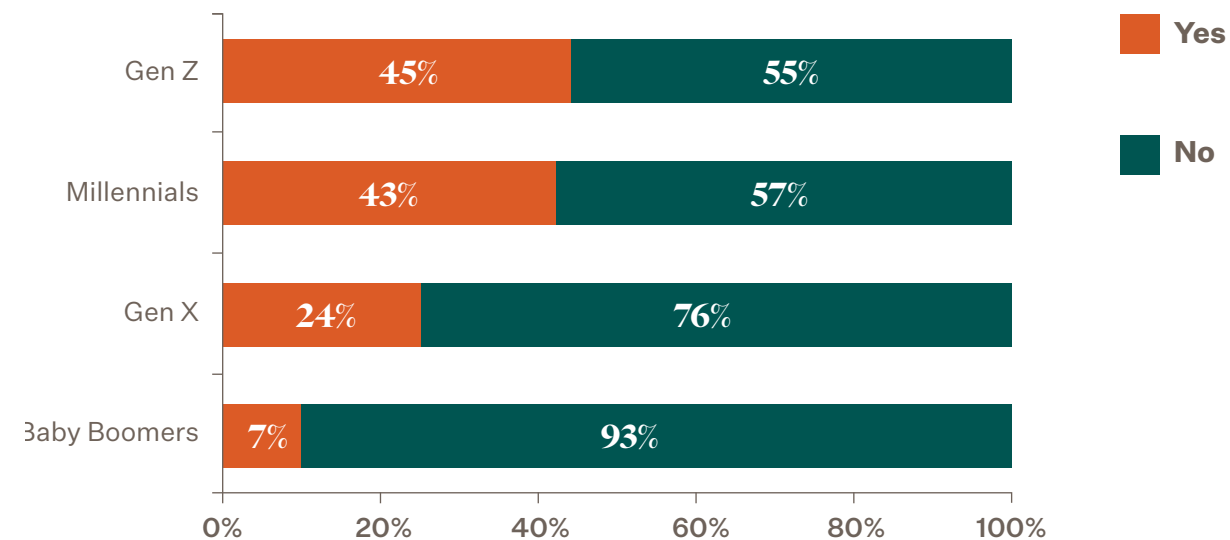
# Almost a third of people have started a behavioral health service that they did not finish.

Have you ever begun any behavioral health service or program that you quit after only a few sessions?



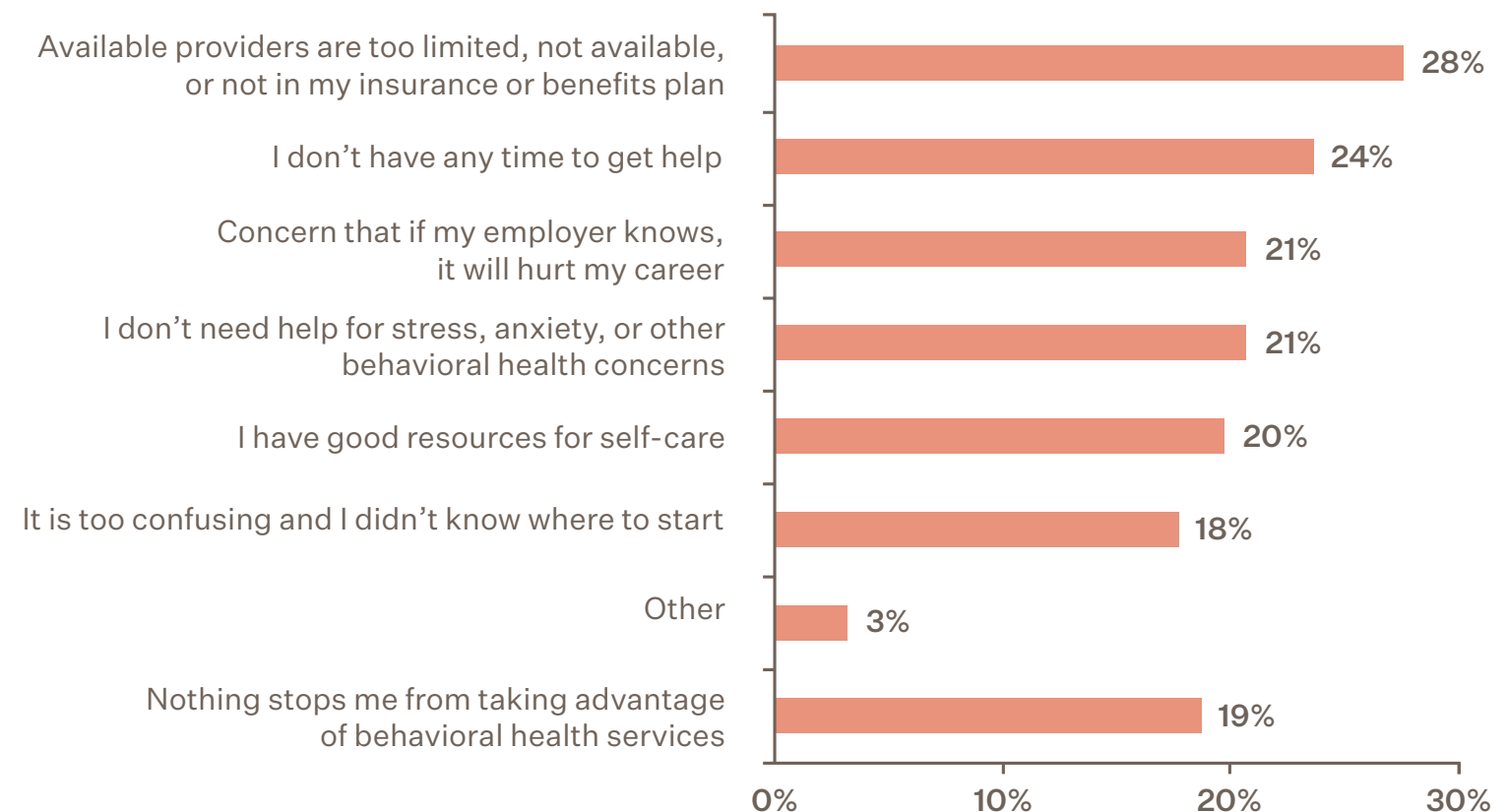
# Younger generations are more likely to have started a behavioral health service and not finished.

Have you ever begun any behavioral health service or program that you quit after only a few sessions?



# 81% of people face barriers to accessing behavioral healthcare.

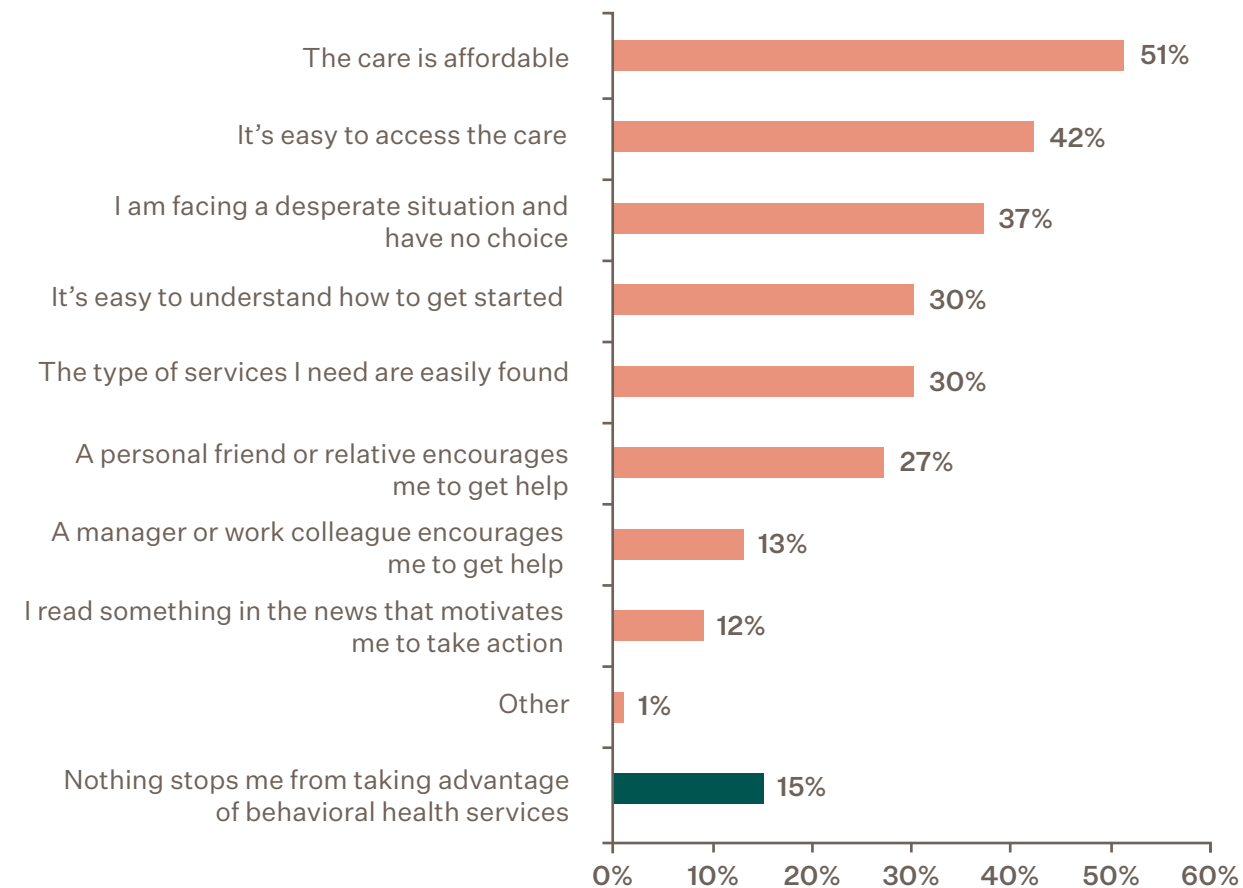
What keeps you from taking advantage of behavioral health services?





# Affordable and easy-to-access care would motivate more people to use behavioral health services.

What might motivate you to take advantage of behavioral health services?



# Better, for everyone.

With Ginger, provide your entire population with an on-demand behavioral health experience through high-quality, measurement-based care, backed by clinical outcomes.

- Measurement-based care backed by clinical outcomes
- Fits right in with your existing behavioral health benefits
- All within an experience that people love

On-demand behavioral health support for your workforce.

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