



# Everyone wants to feel secure

How stress from money impacts employees at work, and why emergency savings is the preferred solution

# Summary

Across the globe, [research studies](#)<sup>1</sup> consistently show that “money matters” is the top source of stress for people ages 20 and above. This stress creates fear, shame and inaction when it comes to building and maintaining good financial habits. To make progress towards addressing this problem, we wanted to understand the link between money and stress, where it is most prevalent and what concepts best support effective solutions.

Other studies have also shown a link between stress over money and its impact at work. The impact of Covid-19 has magnified these issues, with as many as [9 out of 10](#)<sup>2</sup> saying that the pandemic has caused them to have increased stress related to their finances. Further, many studies and research on stress have shown that [stress shows up at work and impacts employers](#).<sup>3</sup> Stressed out employers have a higher rate of turnover, make more mistakes, are less productive and have poorer health that leads to increased medical costs. Financial stress in particular has also been shown to have an outsized impact on employees, leading to outsized impacts on the employer. Financial stress alone, for impacted employees, [can cost employers up to \\$15,000 per year](#).<sup>4</sup>

[Research has shown](#),<sup>5</sup> that the best way to reduce stress, help people build better financial habits and to reduce stress and the costs it creates on employers, is to increase the amount of short-term, liquid savings available. This is why we have made it our mission at Secure to help people save for the unexpected and better navigate financial hardships.

Our research report, is the first of many attempts to dig deeper into the data around this problem, and to provide actionable insights and perspective so that collectively, we can help address this crucial problem.

## About our survey

### WHY WE DID IT

[Other research has shown](#)<sup>6</sup> that age and income have little correlation to interest in emergency savings. They have also shown a high likelihood to participate. We wanted to better understand how financial stress related to the interest in the concept, and what differences existed based on various industries. We also wanted to see how emergency savings was viewed in comparison to other benefit options, specifically the most popular “new” benefits being considered today.

### HOW IT WAS STRUCTURED



Online in Mid-February



Over 500 participants



Ten questions, basic demographic data, income, industry, stress and benefit related questions



Equally weighted  
Female/Male



20–65 years of age, recently  
or currently employed



# Key Findings

1

## Most popular “new” benefit choice of employees

When asked “If your employer was thinking about adding a new benefit program, which one of the following benefits would be most appealing to you”, **Emergency Savings was the top choice at 37%.**

Emergency savings was chosen over HSAs at 29%, mental health support (12%), student loan reimbursement (9%), financial wellness coaching (7%), and childcare support (6%). **Emergency savings was even more popular than the 3rd through 6th choices combined.**

2

## Emergency savings is universally popular

Consistent with other research studies (such as the Rainy Day Fund report by the AARP), we found that a **high percentage of respondents (77%) would participate in an emergency savings program at work, if one were offered.**

**Age, income and gender showed little correlation to overall popularity.** No matter the age range, income or gender, no less than 65% and upwards of 87% said they were likely to participate.

3

## Interesting insights and variation at an industry level

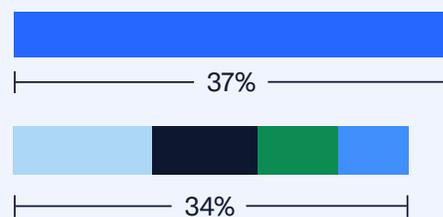
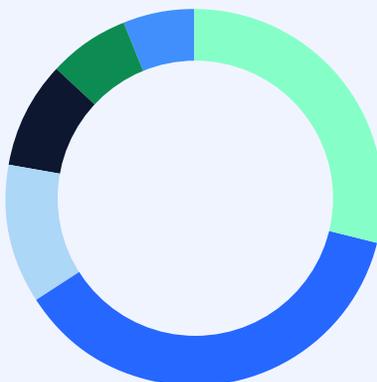
**We have yet to find other research reports that looked at the variations in industries as it relates to financial stress.**

Still, employees across all industries showed a **high likelihood to use emergency savings, no lower than 61% and as high as 88%.**

**The results were interesting when viewed industry by industry.**

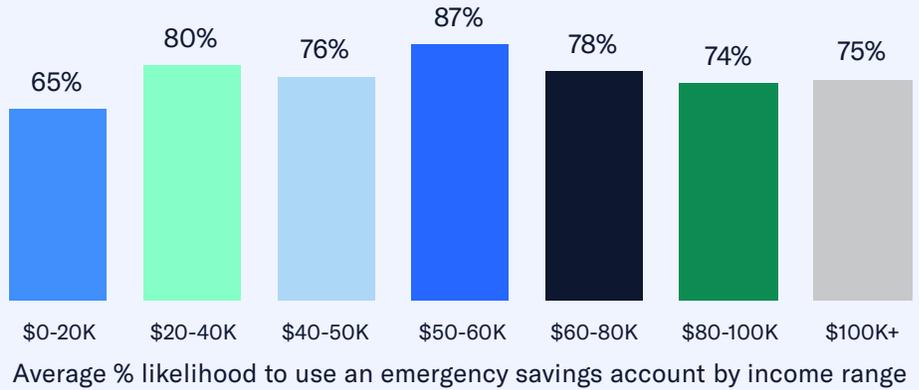
Emergency savings was the **most popular** “new” benefit option

- 37% Emergency Savings Account
- 29% Health Savings Account
- 12% Mental Health Support
- 9% Student Loan Reimbursement
- 7% Financial Wellness Coaching
- 6% Childcare Support



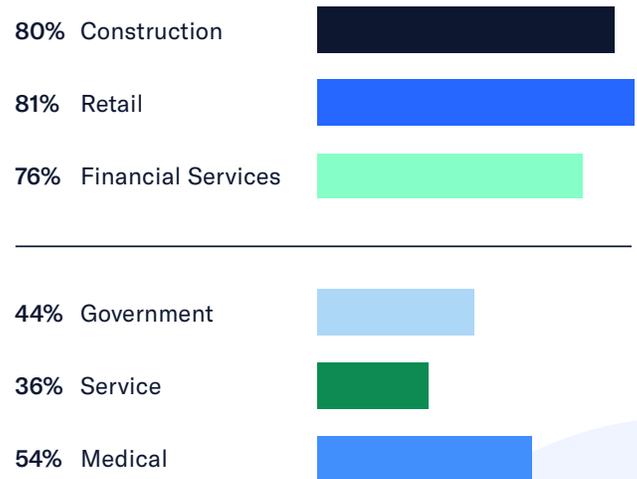
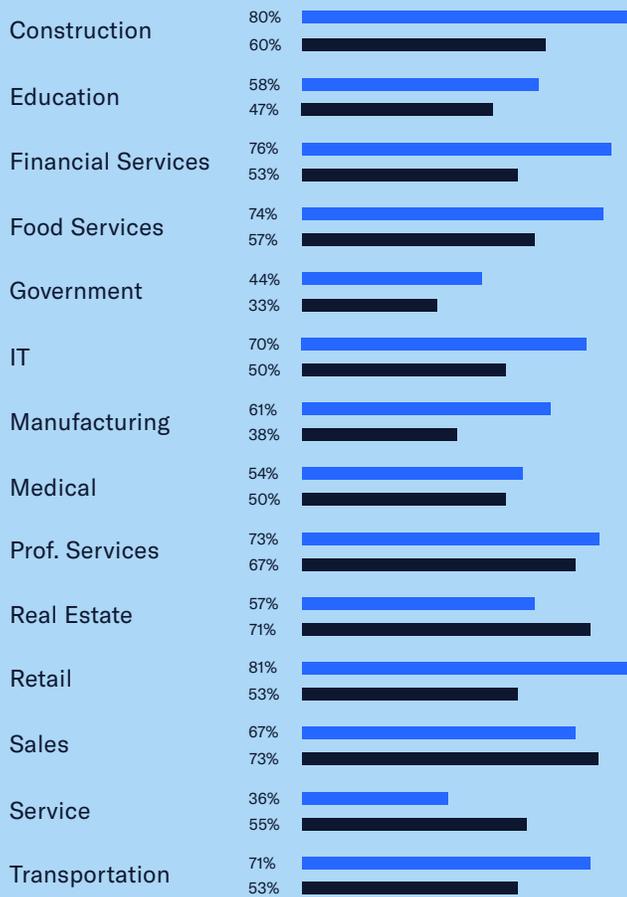
Emergency savings was more popular than the **3rd through 6th choices combined**

An average of **77% of respondents** said they would be likely to participate in an emergency savings program



Variation in stress and the impact it has on work showed more variance across industry

- On a scale of 1-10, how much stress do you have in your life from money matters?
- On a scale of 1-10, how much of an impact does stress related to money matters have on your work?



Most stressed industries are Retail, Construction, and Financial Services and the least stressed are Government, Service, and Medical

**Real Estate, Sales and Service showed a higher rate of impact from stress at work, likely signaling a more acute impact from money related stress.**

Learn more at [securesave.com](https://securesave.com)

# Sources

- 1 [https://cdn2.hubspot.net/hubfs/2405078/cms-pdfs/fileadmin/user\\_upload/country\\_one\\_pager/ar/documents/global-gfk-survey\\_major-causes-stress\\_2015.pdf](https://cdn2.hubspot.net/hubfs/2405078/cms-pdfs/fileadmin/user_upload/country_one_pager/ar/documents/global-gfk-survey_major-causes-stress_2015.pdf)
- 2 <https://www.cnbc.com/2020/04/16/coronavirus-crisis-causing-financial-stress-for-near-9-in-10-americans.html>
- 3 <https://www.aseonline.org/News/Articles/ArtMID/628/ArticleID/2298/Survey-Identifies-the-Impact-of-Employee-Financial-Stress-on-the-Workplace>
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