Investing in Work Wellbeing

A Winning Strategy for Talent, Employers, and Long-Term Success

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In

Why focus on work wellbeing today

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More federal public servants feeling stressed, emotionally drained: survey

24, 2025 at 6:44AM EDT

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Canadian workers among the world's most stressed, global survey finds

By Charlie Buckley

Updated: April 23, 2025 at 3:38PM EDT

Published: April 23, 2025 at 3:06PM EDT

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More Canadians hiring 'burnout coaches' to deal with rising workplace stress levels

A recent survey of Canadian professionals found 42 per cent of respondents felt burned out on the job

THE CANADIAN PRESS The Canadian Press
Amanda Stephenson

Published Aug 25, 2024 4 minute read 68 Comments

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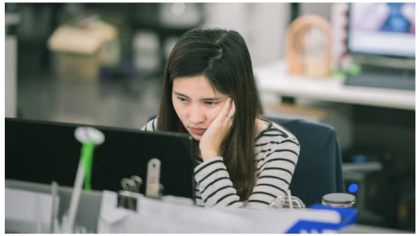
Cost of Living

Stressed at work? Anxious about the wider world? You might be part of 'The Great Exhaustion'

'Perpetual feed of negative information' outside of work can make burnout even worse, expert warns

Jonathan Ore · CBC Radio · Posted: May 26, 2024 4:00 AM EDT | Last Updated: May 26, 2024



The Great Exhaustion is a new term coined by analysts and economists to describe a pervasive form of burnout that starts with stress directly related to work and piles on wider anxieties about the state of the world. (Wanpovyz/Shutterstock)

Benefits CANADA

Half of Canadians are unhappy with their jobs: survey

Half of Canadians are unhappy with their jobs: survey

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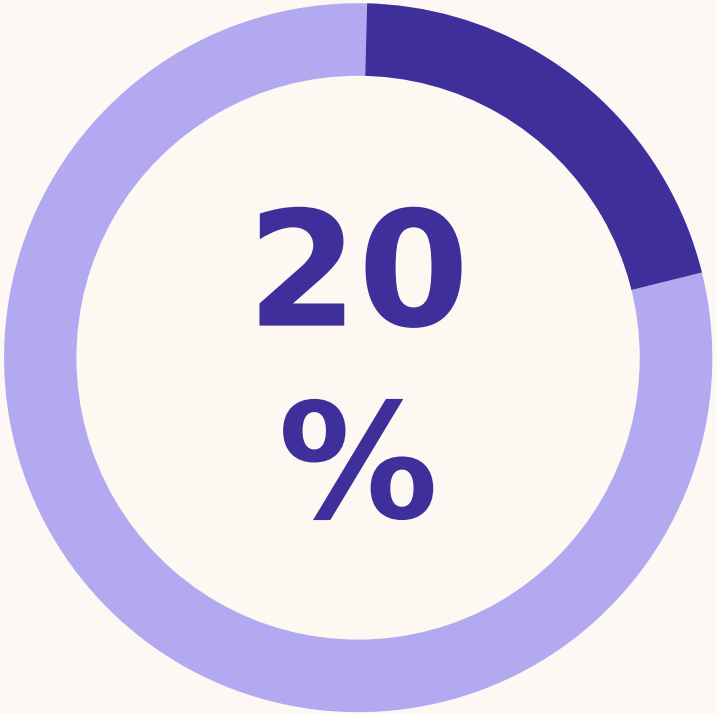
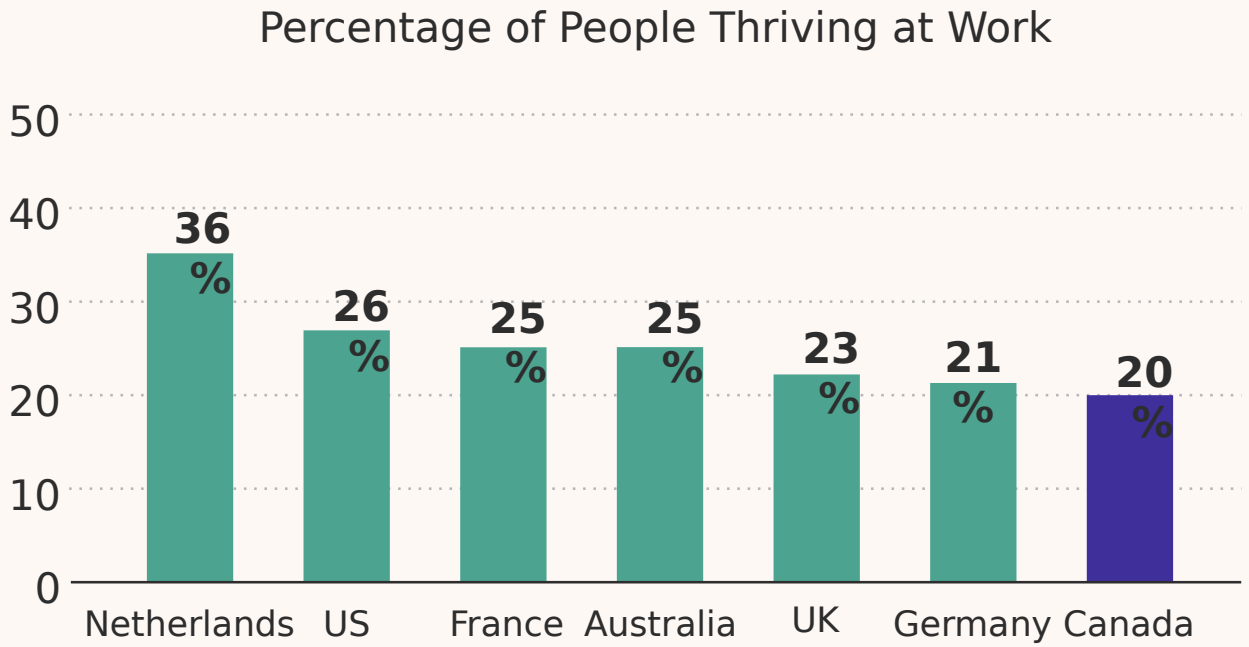


Only 20% of Canadians are thriving at work

Many are feeling low happiness, high stress, low purpose, or low satisfaction.

Indeed Work Wellbeing Report, based on a commissioned survey (n=1,605 CA adults), conducted by Forrester Consulting, 2025.
Note: Thriving is defined as answering a 4 or 5 across all four work wellbeing indicators (happiness, purpose, satisfaction, stress-free).
Respondents rated agreement on a 5-point scale where 5 = Strongly Agree, 1 = Strongly Disagree.

Canada reports the lowest levels of Work Wellbeing



Higher wellbeing/Thriving = agreement on all wellbeing dimensions: feeling happy at work, being completely satisfied with their job, having a clear sense of purpose in their position, and not feeling stressed most of the time (4-5 ratings on happiness, satisfaction, purpose and NOT stressed)

Base: Total respondents. 2025: 4,038 US, 1,605 Canada, 1,551 UK, 1,569 France, 1,500 Germany, 1,572 Netherlands, 1,609 Australia
Indeed Work Wellbeing Report, based on a commissioned survey (n=1,605 CA adults), conducted by Forrester Consulting, 2025.

How to **measure** work wellbeing

Defining work wellbeing

Positive Affect

Happiness

“I feel happy at work, most of the time”

Evaluative Wellbeing

Satisfaction

“I feel completely satisfied with my work”

Eudaimonic Happiness

Purpose

“My work has a clear sense of purpose”

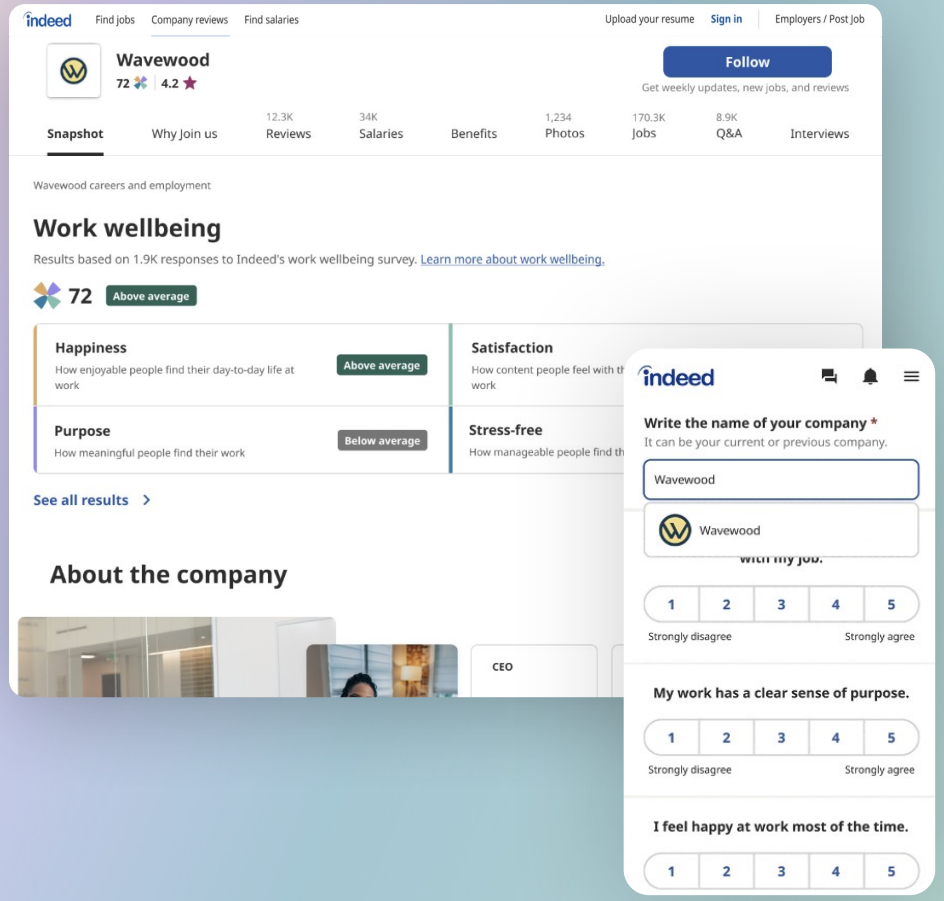
Negative Affect

Stress-free

“I feel stressed at work, most of the time”

The world's largest data set on work wellbeing[5]

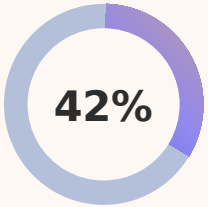
Indeed has collected **over 285M million data points** from more than 30 million individuals globally, and counting with its Indeed Work Wellbeing Score



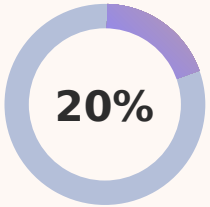
[5]2025 Indeed.com Data, Based on number of survey responses globally

What we **know** about work wellbeing

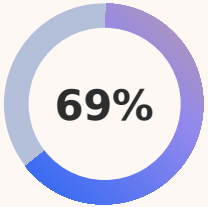
Key findings



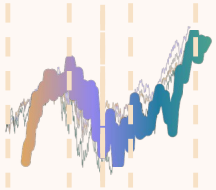
42 % Workers' expectations are higher than last year; with Gen Z showing an even bigger increase.



Just 1 out of 5 of survey respondents **are thriving at work**.[1]



69% of employees at companies that prioritize wellbeing are **likely to be adaptable to AI** vs. those that don't (40%).[2]



In an Oxford analysis, a simulated portfolio of **companies with high Work Wellbeing Scores outperformed stock market benchmarks.**

People with high wellbeing **achieve goals at work 1.5x more often** than those with low wellbeing.

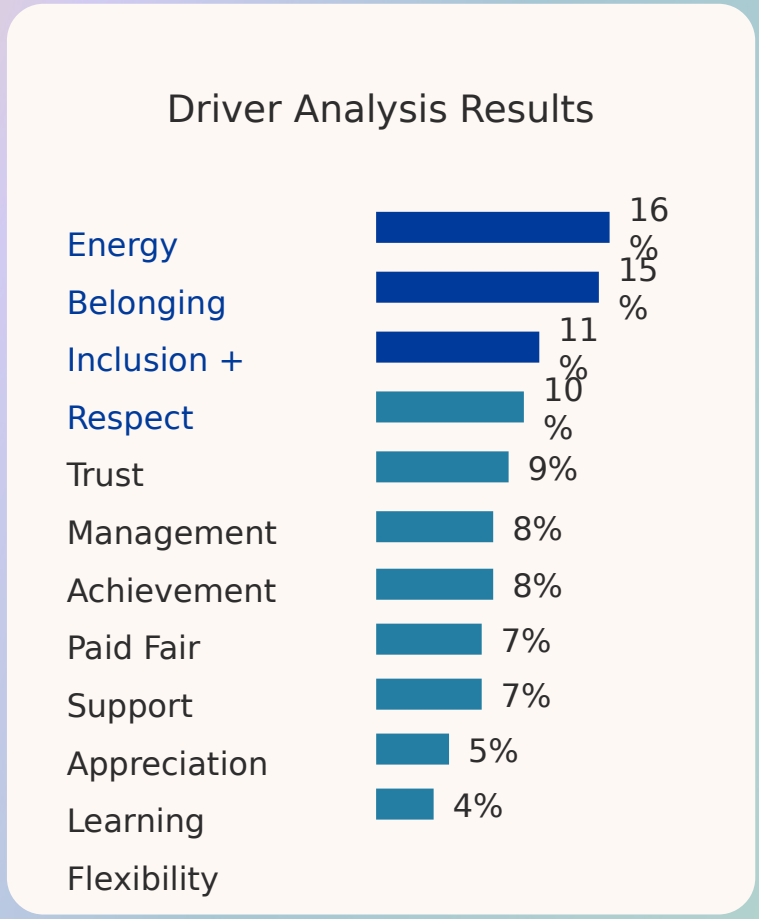
Prioritize the top three drivers of work wellbeing: energy, belonging, and inclusion.

Source: Indeed Work Wellbeing Report, based on a commissioned survey (n=1,605 CA adults), conducted by Forrester Consulting, 2025.

What actually *drives* work wellbeing?

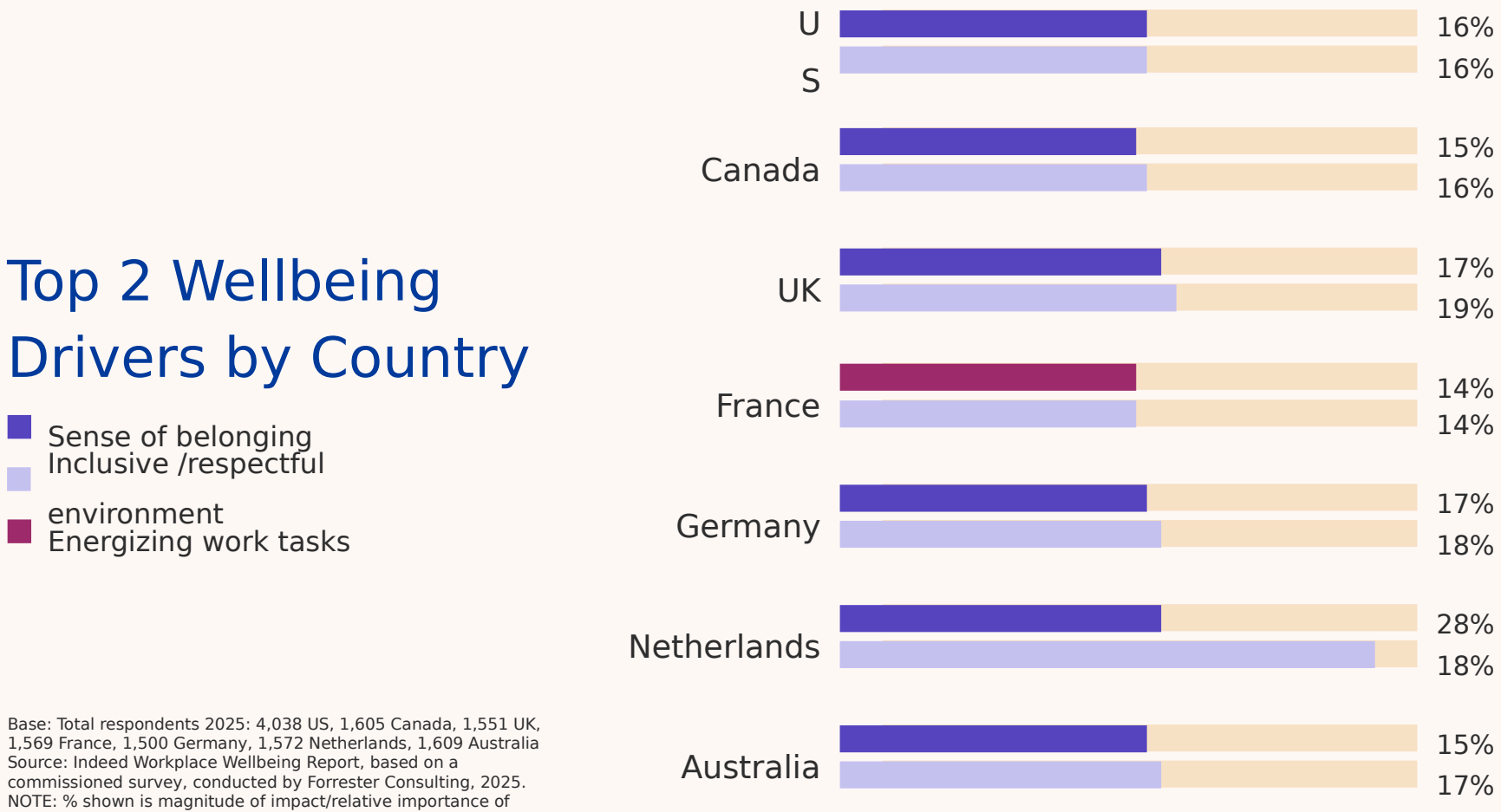
When asked what drives work wellbeing, people often point to “flexibility” & “fair pay”.

However, when Forrester analyzes what drives it statistically, a different story emerges.



Indeed Work Wellbeing Report, based on a commissioned survey (n=1,605 CA adults), conducted by Forrester Consulting, 2025.

Top 2 Wellbeing Drivers by Country



Base: Total respondents 2025: 4,038 US, 1,605 Canada, 1,551 UK, 1,569 France, 1,500 Germany, 1,572 Netherlands, 1,609 Australia
Source: Indeed Workplace Wellbeing Report, based on a commissioned survey, conducted by Forrester Consulting, 2025.
NOTE: % shown is magnitude of impact/relative importance of scale. All drivers sum to 100.

The way you feel at work **matters**

Wellbeing affects performance in 6 ways:

High vs. low-levels of wellbeing impacts retention

people with high wellbeing who think they'll stay with their employer for the next year

people with lower wellbeing who think they'll stay with their employer for the next year

Indeed Work Wellbeing Report, based on a commissioned survey of 1,605 Canadian adults conducted by Forrester Consulting, 2025 (lower wellbeing n=1,278; higher wellbeing/thriving n=327).

People with low wellbeing are 3x more likely to be searching for a job.

35%

of respondents that indicate a **lower level of work wellbeing** are actively searching for a job

11%

of respondents that indicate a **higher level of work wellbeing** are actively searching for a job

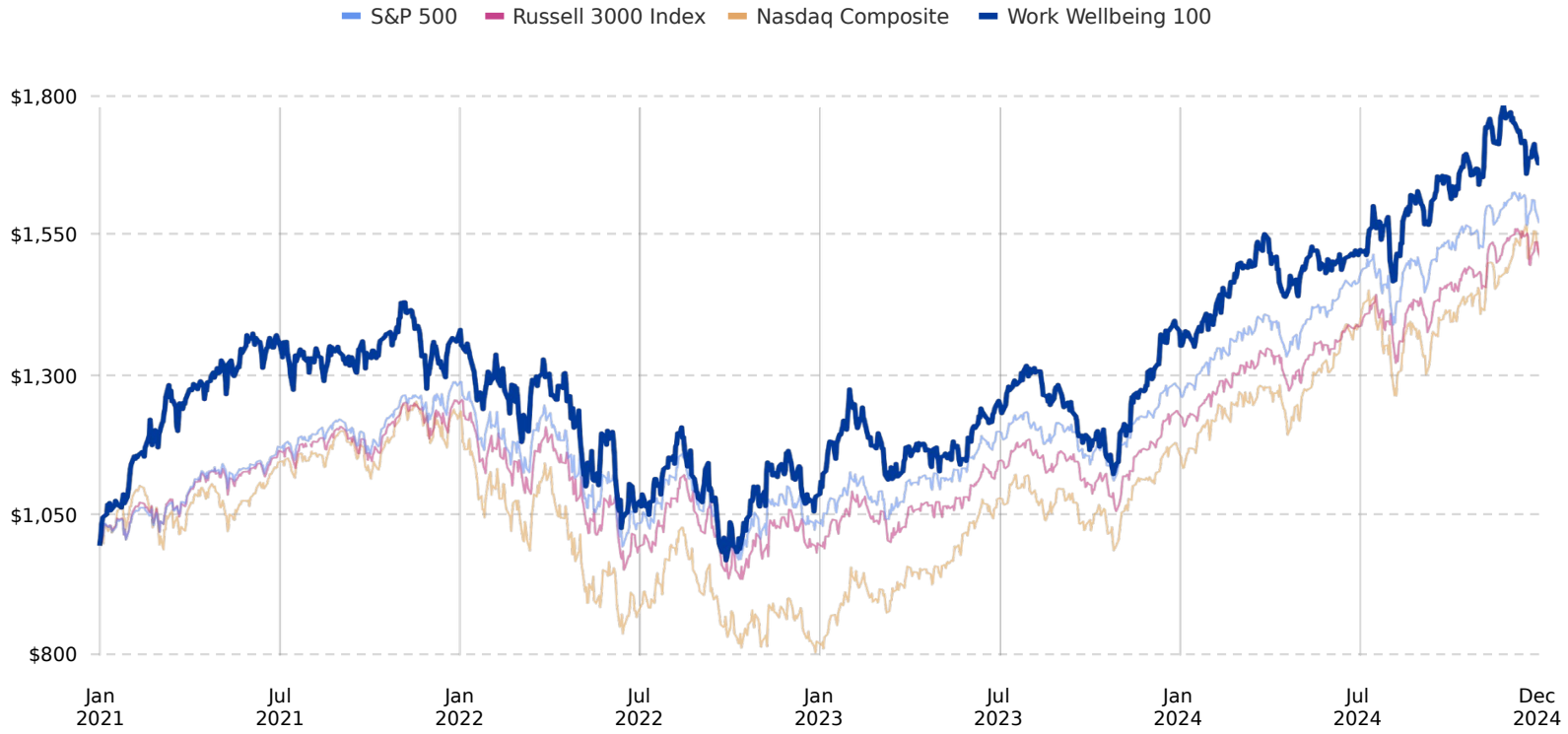
Indeed Work Wellbeing Report, based on a commissioned survey of 1,605 Canadian adults conducted by Forrester Consulting, 2025 (lower wellbeing n=1,278; higher wellbeing/thriving n=327).

How work wellbeing connects to **business success**

Companies that lead on wellbeing don’t just retain talent — they outperform the market.

indeed

Work Wellbeing 100 and Stock Performance



[4]A $1,000 investment in the Work Wellbeing 100 companies in January 2021 would have grown to $1,713 by January 2025 compared with $1,589 had they invested instead in the S&P 500. Note: The Work Wellbeing 100 is not an investable index. Source: Workplace Wellbeing and Firm Performance; University of Oxford, July 2024 (updated).

Companies that prioritize and measure employee wellbeing are almost 1.5x more likely to score high on employee adaptability to AI and creativity/productivity.

Higher wellbeing/Thriving = agreement on all wellbeing dimensions: feeling happy at work, being completely satisfied with their job, having a clear sense of purpose in their position, and not feeling stressed most of the time. Note: Bases vary by statement due to excluding not applicable responses.
Indeed Work Wellbeing Report, based on a commissioned survey (n=1,605 CA adults), conducted by Forrester Consulting, 2025.

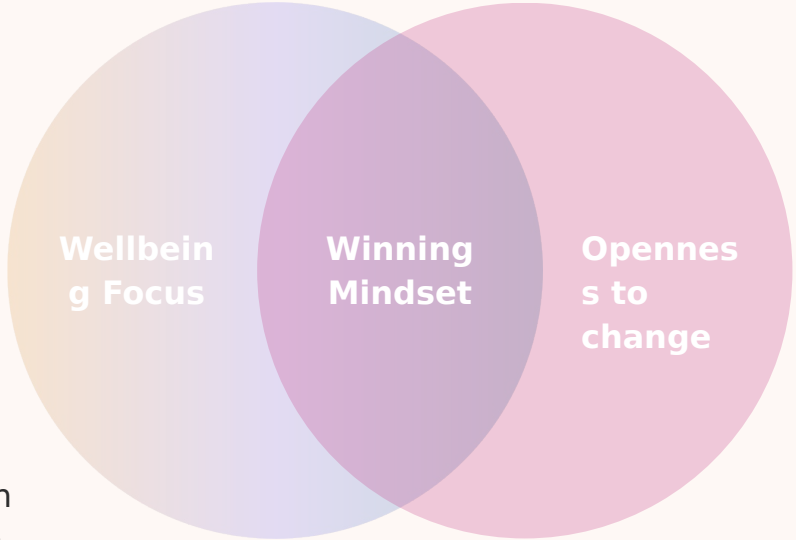
Leverage work wellbeing in your recruitment

Mindset to Success

Change your mindset to succeed in a changing market

Workplace wellbeing as a competitive advantage

Make is part of your EVP and brand how you prioritize wellbeing to attract and retain current and future employees



Be open to change

See the current challenges as opportunities, especially with regards to technology which can be your friend instead of your foe

Prioritize work wellbeing

Integrate wellbeing into your core business strategy to boost retention, engagement, productivity and long-term performance.

Invest in the right drivers

Focus your investments on the wellbeing drivers that matter most to talent, such energy, belonging and inclusion

Research data to adapt

Use data-driven insights, including the Work Wellbeing Score, to build a credible case for meaningful organizational and AI-driven change.

Brand your efforts to talent

Identify and highlight the successes made to promote wellbeing as way to attract candidates since talent now prioritize transparent wellbeing data.

2025 Canadian Report:

How Work Wellbeing Fuels Performance

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