



2025 Canadian Report: How Work Wellbeing Fuels Performance

A Strategic Imperative for Sustained Success



indeed

Executive Summary

Today's talent is looking for more than just a paycheque. They want purpose, support, and the opportunity to thrive.

Yet only 20% of employees say that they're truly thriving at work. This isn't just a statistic – it's a clear warning sign. When work wellbeing declines, stress increases, people leave, and performance suffers.

But the inverse is also true: When organizations invest in work wellbeing, they unlock higher performance, stronger retention, and greater adaptability. Indeed empowers companies to turn work wellbeing into a competitive advantage.



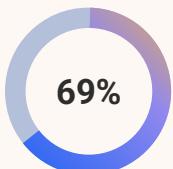
42%

Workers' expectations have evolved, with 42% of people reporting their expectations are higher than just last year, and with Gen Z showing an even bigger increase.



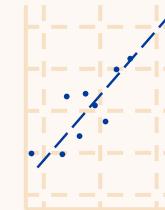
20%

Worker wellbeing remains low. Just 1 out of 5 survey respondents are thriving at work.¹

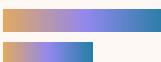


69%

Wellbeing & adaptability to AI are connected. Employees at companies that prioritize wellbeing are more likely to be adaptable to AI vs. those that don't (69% vs. 40%).²



Wellbeing correlates with financial metrics—from valuation to ROI.



1.5x

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



Taking action: Measure, communicate, and invest in the top three drivers of work wellbeing: energy, belonging, and inclusion.

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

¹Note: Thriving or high wellbeing 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.

²Note: High adaptability is defined as having a score of 3.5+ on a composite scale that averages ratings from 1 to 5 given to different statements related to adaptability to AI.

Report Topics

1.

[The Rise of Work Wellbeing](#)

2.

[A Wake-Up Call: Only 1 in 5 Are Thriving](#)

3.

[Power Performance & AI Adaptability](#)

4.

[Work Wellbeing Attracts Talent](#)

5.

[Summary & Taking Action](#)



Work Wellbeing Report, based on a commissioned survey (n=1,605 CA adults), conducted by Forrester Consulting, 2025. Additional methodology details can be found in the [appendix](#).

Defining work wellbeing

With guidance from leading happiness and wellbeing experts, we measure work wellbeing through four key indicators: **happiness, satisfaction, purpose, and stress.**

"A composite of these four items is the perfect holistic measure of employee wellbeing. This approach aligns with how policy-makers and statistical agencies across the OECD measure varying dimensions of general wellbeing."



Dr. Jan-Emmanuel De Neve

Professor of Economics & Behavioral Science,

Director of the Wellbeing Research Centre at the University of Oxford



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

"I feel stressed at work, most of the time"



This is bigger than employee experience. This is about staying competitive in the market, staying ahead in AI, and staying in business.”

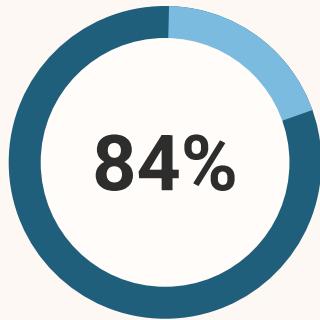


Kyle M.K.
Indeed Senior Talent Advisor

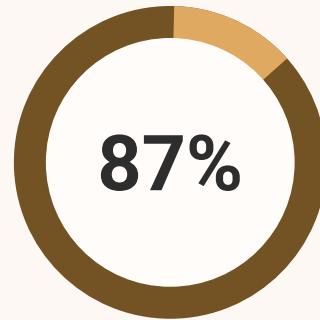
01

The Rise of Work Wellbeing

Today's talent craves more than just a paycheque; they're driven by an optimism that happiness at work is possible for them.



agree that work can provide
more than a paycheque



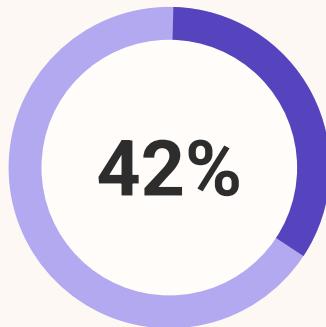
report it's important to find
companies that care
about how you feel



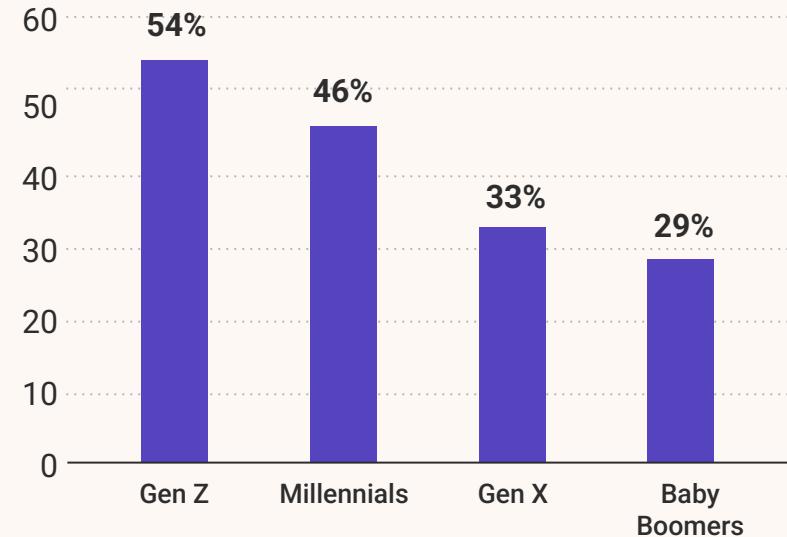
believe it's possible for people to
be happy at work, most of the time

A Lasting Shift

Even in an employer-dominated market, job seekers' expectations are still rising, signalling people's expectations for work wellbeing are resistant to market dynamics.



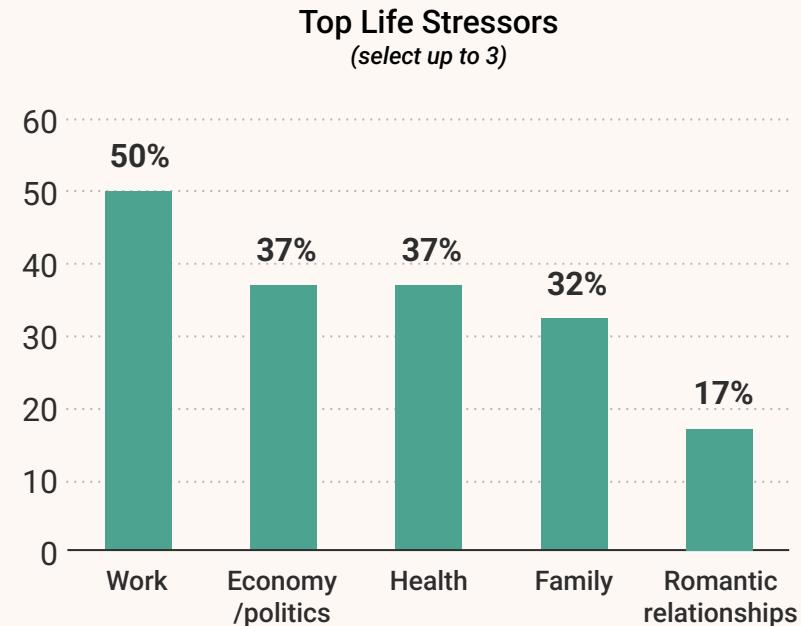
of people report their work wellbeing expectations are [higher](#) than they were just one year ago



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

Work As a Top Stressor

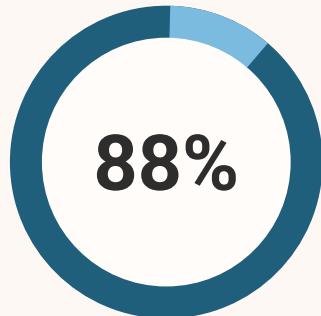
And for good reason. Work is still the #1 stressor for people on a daily basis, despite heightened economic and political conditions.



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

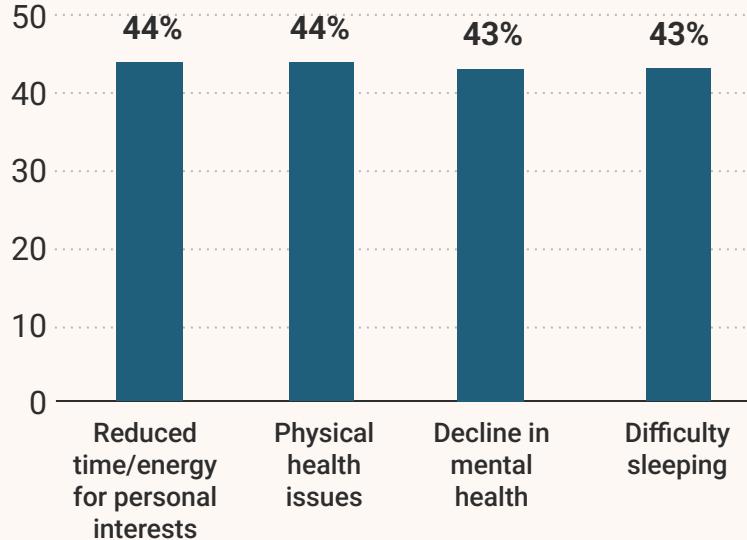
Work-Life Feedback Loop

How we feel at work impacts how we feel at home, with low work wellbeing often spilling into our personal lives and having detrimental effects.



report their happiness at work affects their mood at home

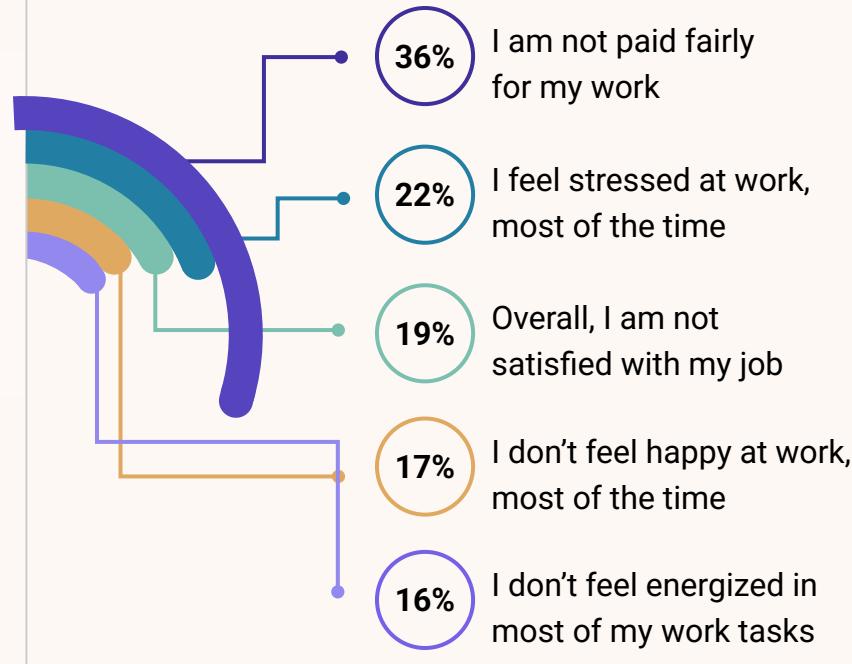
Poor Work Wellbeing Has Led To
(select all that apply)



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

Low Wellbeing Fuels Exits

**Second only to pay,
high stress is the
leading reason
employees begin to
look for a new role.**



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

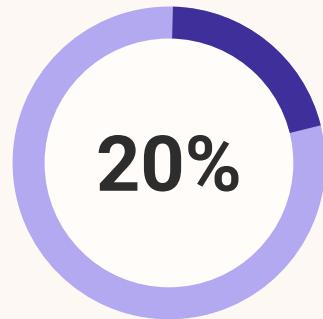
Note: Base for "Could you please tell us more about the reasons why you would consider new opportunities?": n=1,308.

02

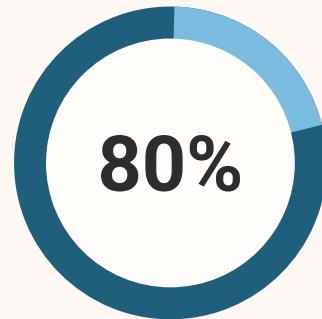
A Wake-Up Call:
Only 1 in 5 Are Thriving

State of Work Wellbeing Today

Only 20% of people are thriving at work, with many feeling low happiness, high stress, low purpose, or low satisfaction.



of people are thriving at work



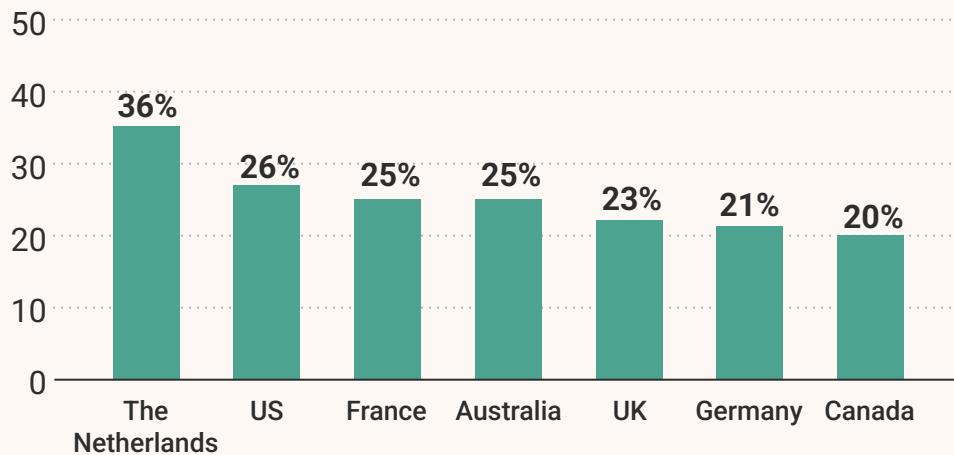
of people are not thriving at work

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.

Work wellbeing is low across the countries analyzed, with Canada reporting the lowest levels.

Percentage of People Thriving at Work



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)

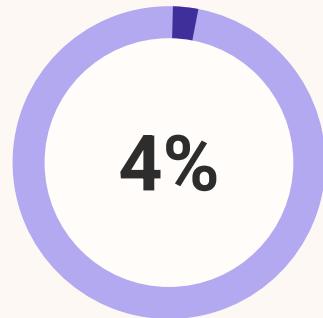
Base: Total respondents

2025: 4,038 US, 1,605 Canada, 1,551 UK, 1,569 France, 1,500 Germany, 1,572 The Netherlands, 1,609 Australia

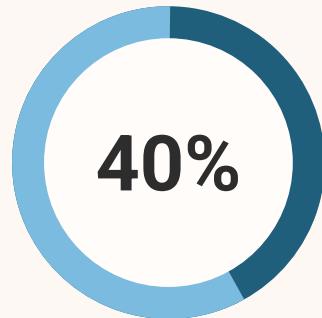
Indeed Work Wellbeing Report, based on a commissioned survey (n=1,605 CA adults), conducted by Forrester Consulting, 2025.

A Major Stress Gap

Employees with lower work wellbeing are nearly 10x more likely to regularly experience stress at work



Respondents who indicate a **higher level** of work wellbeing regularly stress at work



Respondents who indicate a **lower level** of work wellbeing regularly stress at work

What actually drives work wellbeing?

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

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

These wellbeing drivers come out on top:

1. Being **energized** by your work
2. Feeling like you are **part of something**
3. An **inclusive and respectful** workplace

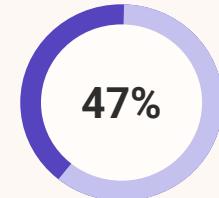
Driver Analysis Results



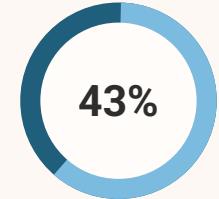
Barriers to Work Wellbeing

A significant amount of the workforce struggles in these core areas, representing a clear barrier to work wellbeing.

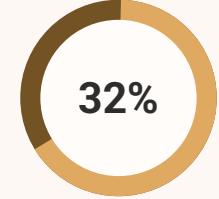
These patterns are nearly consistent globally and repeat year after year.



of workers don't feel energized



of workers don't feel like they belong



of workers don't feel like their workplace is inclusive and respectful of all people

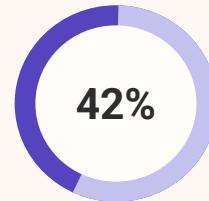
A Shared Responsibility

While people view wellbeing as a shared responsibility, organizations are expected to lead.

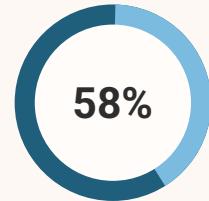
Everyone plays a role in worker wellbeing:

Direct managers are expected to contribute most (21%), then executives (14%), along with the CEO (10%) and HR (10%).

How much impact does each have on an individual's wellbeing at work?



Individuals themselves



Company responsibility

03

Power Performance
& AI Adaptability

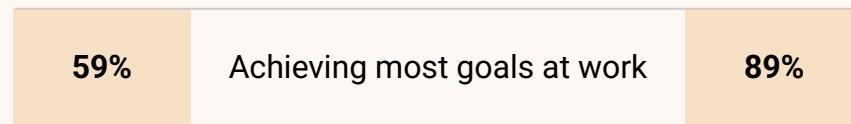


Employees with high wellbeing achieve goals at work 1.5x more often than those with low wellbeing.

Respondents who indicate a lower level of work wellbeing

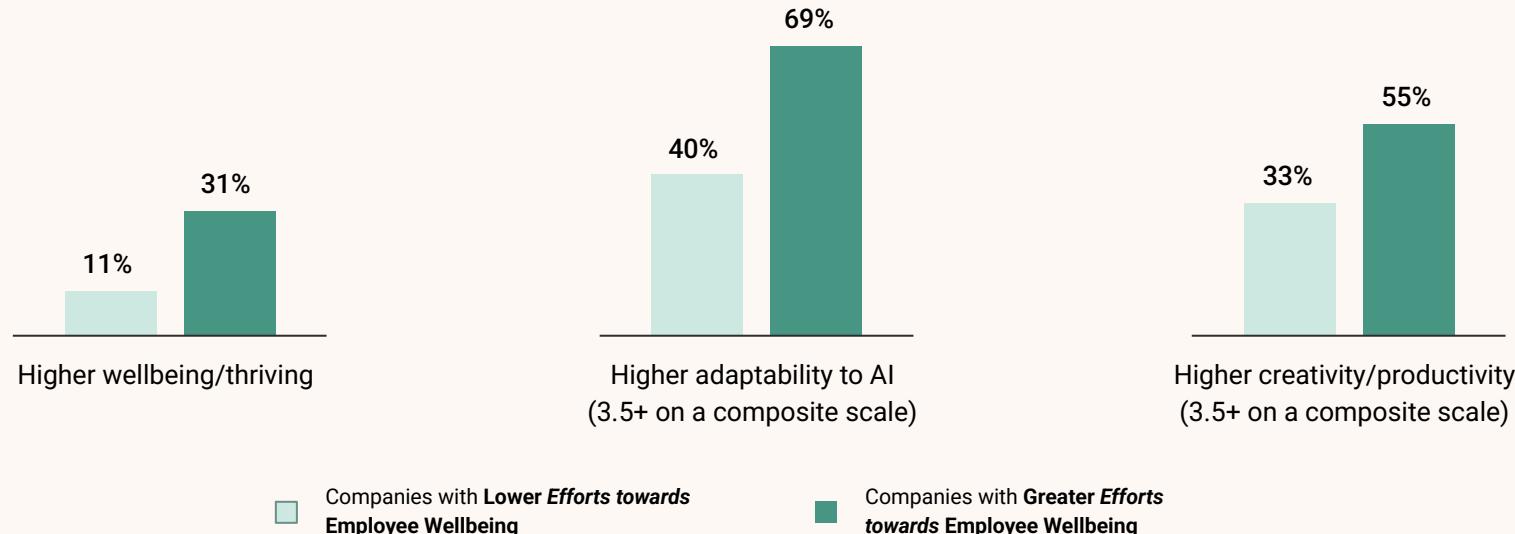
vs.

Respondents who indicate a higher level of work wellbeing



Productivity: Adaptability & Creativity

Companies that prioritize and measure employee wellbeing are almost 3x as likely to excel in wellbeing and 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 the exclusion of not applicable responses.

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

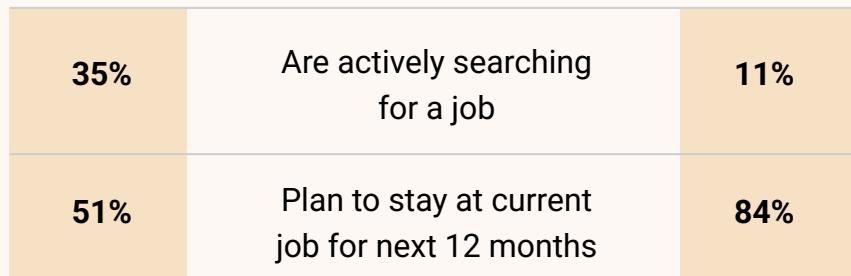
Retention: Likelihood to Stay

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

Respondents who
indicate a **lower level**
of work wellbeing

vs.

Respondents who
indicate a **higher level**
of work wellbeing

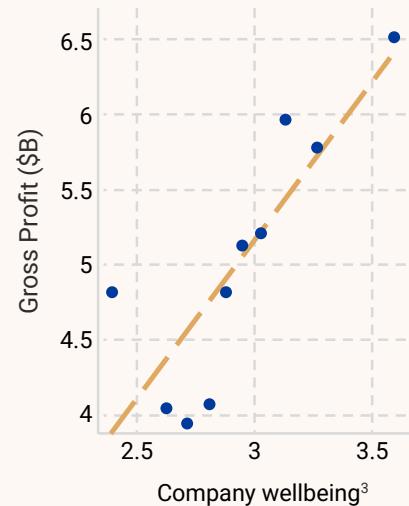
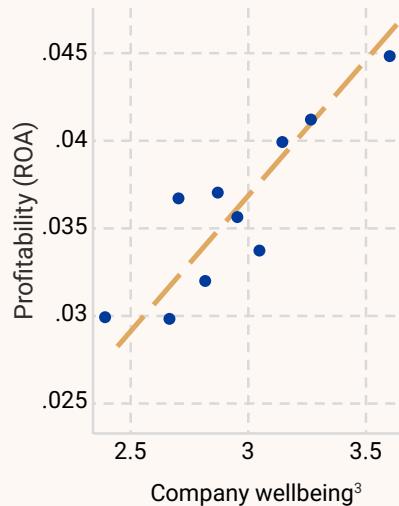
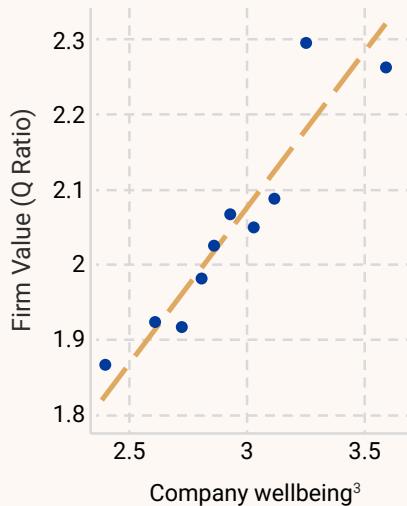


Indeed Work Wellbeing Report, based on a commissioned survey of 1,605 Canadian adults conducted by Forrester Consulting, 2025 (lower wellbeing n=1,278; higher wellbeing/thriving n=327).

The Broader Business Case

Oxford researchers studied Indeed's dataset and found greater employee wellbeing is tied to higher company valuation, higher return on assets, and greater profits.

Company wellbeing and business performance (based on US survey respondents)



The analysis looked at 1,782 publicly listed companies in the United States using data from around one million employee surveys across these organizations.

³Composite metric of happiness, satisfaction, purpose, and stress

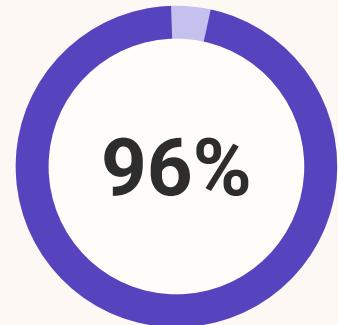
Source: [Workplace Wellbeing and Firm Performance](#); University of Oxford, July 2024.

04

Work Wellbeing Attracts Talent

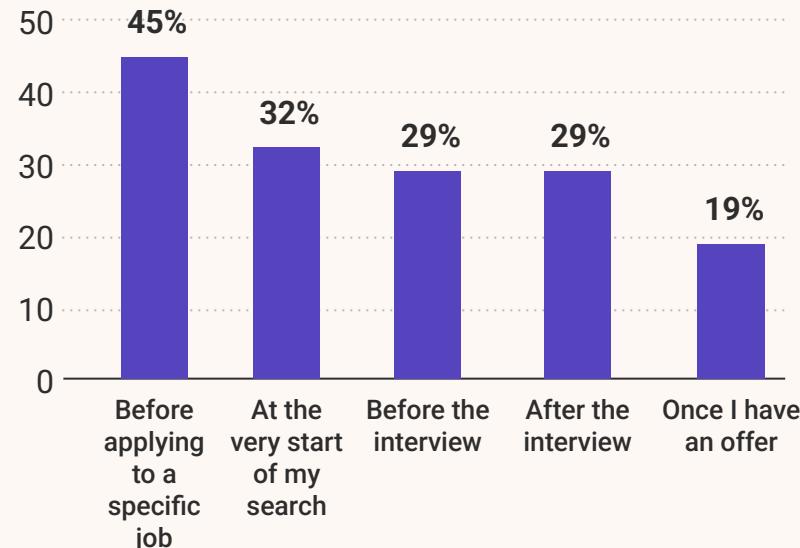
Talent Attraction: Wellbeing in the Search

96% of job seekers want to see wellbeing data to evaluate companies throughout their job search; it is most critical before they even spend time applying.



want to see wellbeing data
in their job search

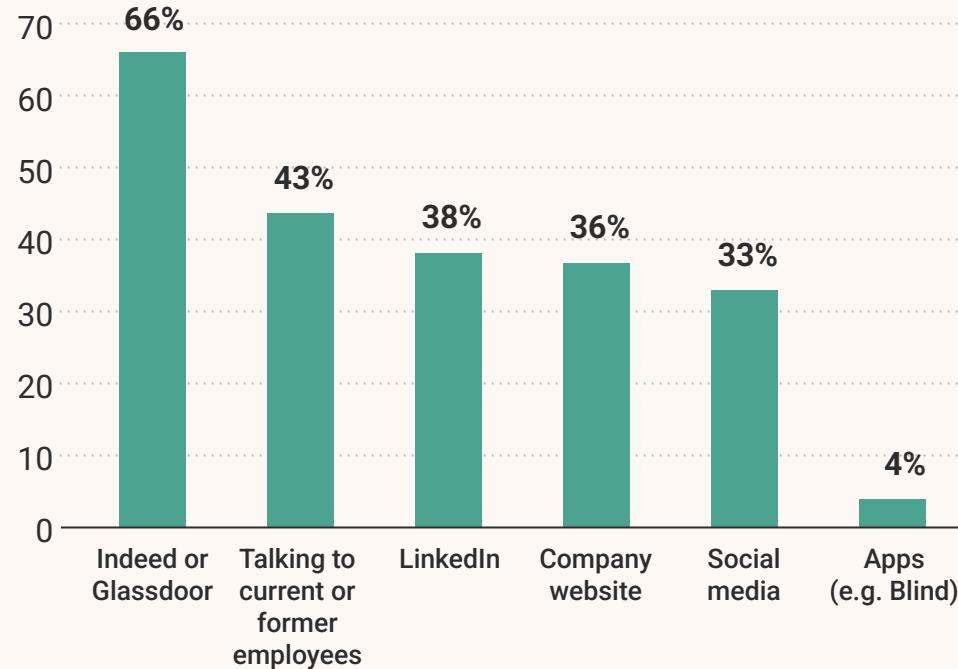
When is work wellbeing data most helpful?



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

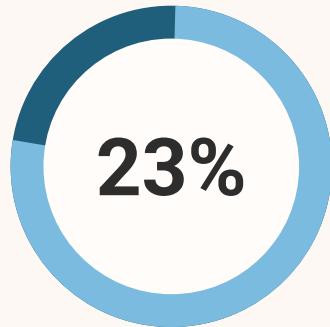
Candidates are evaluating your company's work wellbeing culture using a variety of sources.

What Platforms or Resources Are You Using to Evaluate Company Wellbeing?



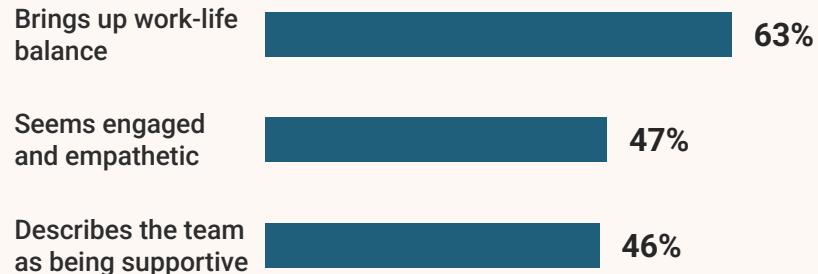
Talent Attraction: Interviews

Candidates are looking for cues from the interviewers to assess a company's work-life balance, ranging from how the interviewer acts to what they discuss.

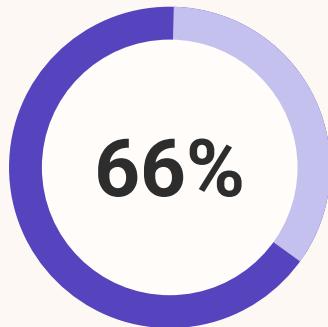


Only 23% of people report they always or often ask the interviewer about work wellbeing

What signals do you count on most to get a sense of a company's work wellbeing when interviewing?



Two thirds of people expect employers to prioritize wellbeing; tangible signs of prioritization include high retention, low burnout, and flexible work.



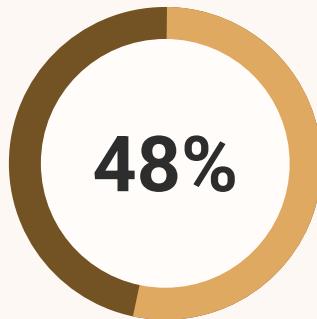
of people believe companies have a responsibility to create environments where people can thrive

What would make you believe a company is truly prioritizing work wellbeing?

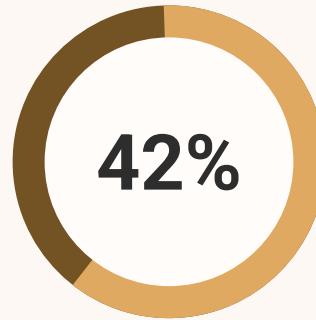


Trust in Work Wellbeing Efforts

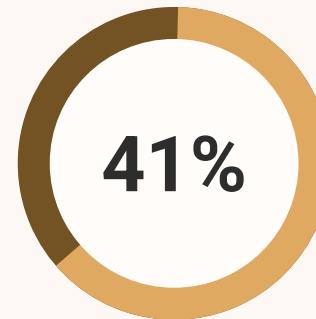
Fewer than half of respondents say their companies take action on wellbeing, including measuring it.



My company believes
employee wellbeing =
business success



My company is doing all it can
to improve employee
wellbeing



My company measures
work wellbeing

05

Summary & Taking
Action

Summary

Ultimately, the future is unknown. But it is clear that companies that prioritize people are more adaptive, score higher on all critical HR KPIs, and consistently outperform the market.

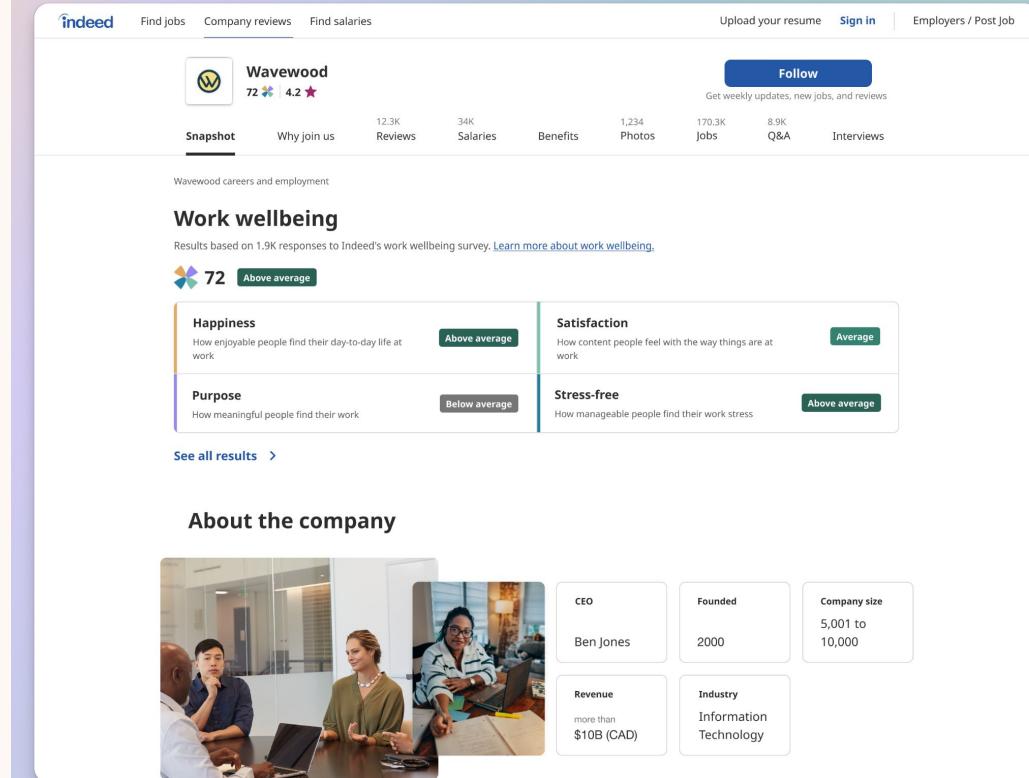


Indeed Work Wellbeing Score

The world's largest data set on work wellbeing⁵

- Developed with leading happiness and wellbeing experts at Oxford University, Indeed's Work Wellbeing Score measures how people feel at work—and why
- Indeed has collected over 285M million data points from more than 30 million individuals globally, and counting

⁵2025 Indeed.com data, based on number of survey responses globally



The screenshot shows the Indeed Work Wellbeing Score page for the company Wavewood. The top navigation bar includes 'Find jobs', 'Company reviews', 'Find salaries', 'Upload your resume', 'Sign in', and 'Employers / Post Job'. The company profile for Wavewood shows a logo, a score of 72 (labeled 'Above average'), and a 4.2 star rating. Key metrics listed are 12.3K Reviews, 34K Salaries, 1,234 Photos, 170.3K Jobs, 8.9K Q&A, and Interviews. Below this, a section titled 'Work wellbeing' is shown, based on 1.9K responses. It includes a chart with a score of 72 and the label 'Above average'. The chart is divided into four quadrants: 'Happiness' (above average), 'Satisfaction' (average), 'Purpose' (below average), and 'Stress-free' (above average). Below the chart is a link 'See all results >'. The 'About the company' section features a photo of four people in a meeting and a table with company details: CEO Ben Jones, Founded 2000, Company size 5,001 to 10,000, Revenue more than \$10B (CAD), and Industry Information Technology.

Taking Action

Your strategic data partner in work wellbeing measurement & branding

1. **Measure** work wellbeing and benchmark your performance.
2. **Invest** in top work wellbeing drivers (energy, belonging, inclusion + respect).
3. **Activate** wellbeing in your Employee Value Proposition, interview process, and AI strategy.

Indeed for employers Post a job Find resumes Solutions Resources Help Sign in For job seekers

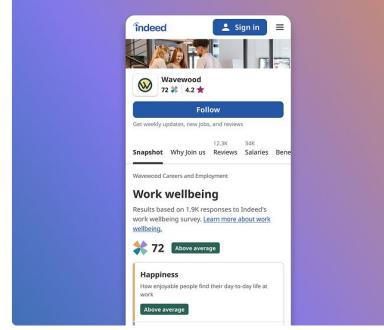
Indeed Work Wellbeing Score

Discover work wellbeing

Developed in partnership with leading happiness and wellbeing experts, the Work Wellbeing Score measures how people feel at work.

Available for thousands of companies on Indeed, these insights guide job seekers to companies where they can thrive and helps employers build better work cultures that attract, nurture, and retain talent.

[Browse companies](#)



Fueled by the world's largest study of work wellbeing¹

How people feel at work—and why

The Work Wellbeing Score is a composite metric on Indeed Company Pages that measures the key outcomes of work wellbeing: happiness, purpose, satisfaction, and stress.

We also measure and display key drivers that lead to wellbeing at work: accomplishment, appreciation, belonging, energy, fair pay, flexibility, inclusion and respect, learning, support and encouragement, trust, and being well-managed.

Take the first step in prioritizing work wellbeing by sharing the survey with your workforce today.

[Work wellbeing survey](#)



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



Appendix:

About Indeed and Methodology

About Indeed

Indeed is the No. 1 job site in the world⁶ with over 615M job seeker profiles.⁷ Indeed strives to put job seekers first while providing quality matches for employers—fast—to support their hiring needs.

Every day, we connect millions of people to better work to create better lives, combining the latest in AI technology and the power of human judgment and connection.

615M

**Job
seeker
profiles**

Indeed data (worldwide), job seeker accounts with a unique, verified email address

#1

**job search app
on iPhone or
Android in 25
countries**

Business Category,
SimilarWeb, June 2023

6

**jobs added
every second
worldwide**

60+

**countries
reached where
Indeed has
sites and**

28 languages

24M

**total jobs
on Indeed**

310K

**new jobs
added each
month, in
CA**

6.3M

**Indeed Apply
applications
completed
each day
on mobile,
worldwide**

24.1M

**phone
interviews on
Indeed
worldwide**

Source: ⁶Comscore, Total Visits, March 2025

Source: ⁷Indeed data (worldwide), job seeker accounts with a unique, verified email address

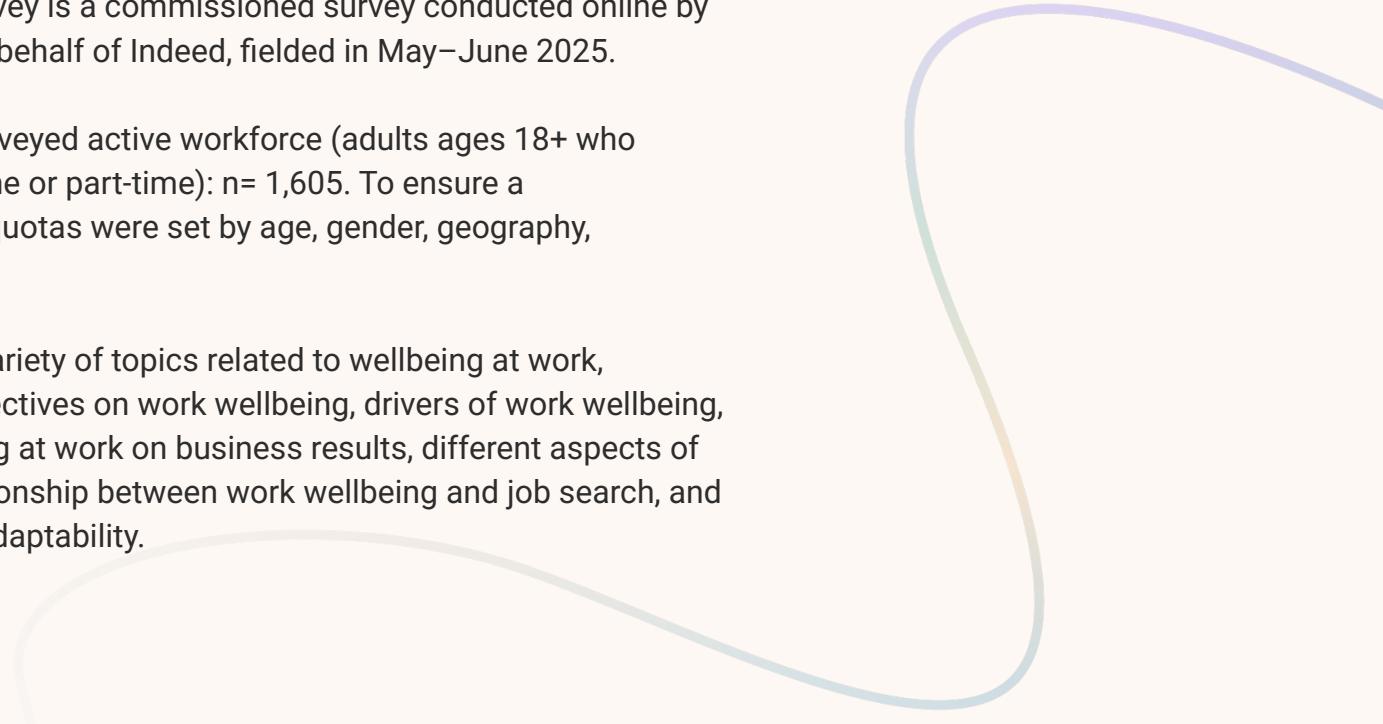
January 2022 – March 2025

Methodology

The Work Wellbeing Survey is a commissioned survey conducted online by Forrester Consulting on behalf of Indeed, fielded in May–June 2025.

Forrester Consulting surveyed active workforce (adults ages 18+ who reported working full-time or part-time): n= 1,605. To ensure a representative sample, quotas were set by age, gender, geography, education, and income.

The survey explored a variety of topics related to wellbeing at work, including general perspectives on work wellbeing, drivers of work wellbeing, impact of work wellbeing at work on business results, different aspects of stress at work, the relationship between work wellbeing and job search, and work wellbeing and AI adaptability.



Implications

Only 20% of Employees Are Thriving at Work



Insight

The vast majority (80%) of the workforce is not thriving—reporting low happiness, high stress, low satisfaction, or lack of purpose.



Implication

Most companies are operating with under-optimized human capital, which can negatively affect performance, engagement, and retention. This signals an urgent need for leaders to act before productivity and talent loss deepen.

Three Core Drivers of Work Wellbeing: Energy, Belonging, and Inclusion



Insight

While flexibility and fair pay are perceived as important, the **top predictors** of wellbeing (and thus performance) are:

- **Energy** (feeling energized by work)
- **Belonging** (feeling part of something)
- **Inclusion** (feeling involved, heard, and considered)



Implication

Executives must **rethink culture and leadership**—embedding these drivers into management practices, team dynamics, and job design to create a high-performing environment.

Work Wellbeing Is a Strategic Lever for AI Readiness



Insight

Companies with strong wellbeing initiatives are almost **3x more likely** to excel in AI adaptability.



Implication

As AI transformation accelerates, **wellbeing is a prerequisite—not a perk—for tech adoption and future readiness**. Underinvesting could leave companies lagging digitally.

Work Wellbeing Boosts Performance and Retention



Insight

People with high work wellbeing:

- Achieve goals 1.5x more often.
- Are less likely to be searching for a new job.



Implication

Wellbeing correlates with **financial metrics**—from valuation to ROI. Investors and boards should view it as a **material performance driver**, not a soft initiative.

Implications

Talent Now Prioritizes Work Wellbeing in Employer Evaluation



Insight

96% of job seekers want to see wellbeing data when evaluating companies—especially *before applying*. Top signals of strong wellbeing include flexible work, high retention, and low burnout.



Implication

Employer branding must now include **transparent wellbeing data**.

Companies that lead here will win top talent, while others risk falling behind in the competitive talent market.

Appendix

2025 Demographics

	US	Canada	UK	France	Germany	The Netherlands	Australia
Average age	40	41	41	41	41	42	40
% female	48%	48%	48%	47%	48%	50%	47%
% working full-time (35+ hours per week)	78%	82%	68%	80%	70%	56%	72%
% working part-time (less than 35 hours per week)	22%	18%	32%	20%	30%	44%	28%
Live in urban location (large city/small city or town)	51%	71%	64%	45%	58%	81%	64%
Higher education level	62%	51%	58%	69%	27%	49%	51%
Income level:							
Low	25%	19%	31%	28%	27%	14%	14%
Medium	33%	40%	30%	23%	24%	29%	42%
High	42%	40%	37%	47%	47%	39%	42%

Base: Total respondents

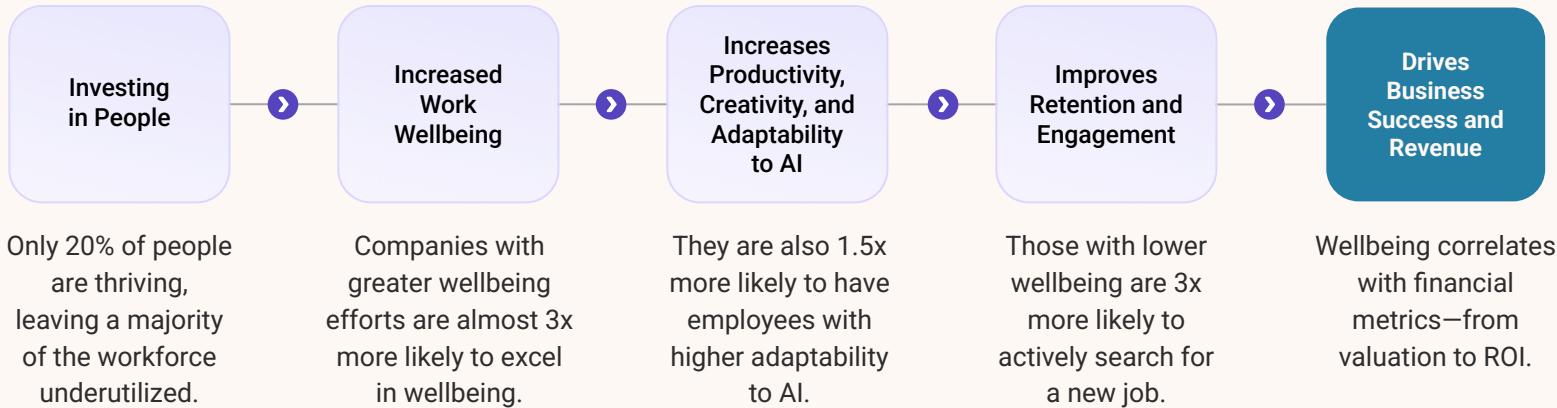
2025: 4,038 US, 1,605 Canada, 1,551 UK, 1,569 France, 1,500 Germany, 1,572 The Netherlands, 1,609 Australia

Source: Indeed Workplace Wellbeing Report, based on a commissioned survey, conducted by Forrester Consulting, 2025.

Note: Income categories are defined as low income = up to \$40,000 household income; medium income = \$40,000 to less than \$80,000; high income = \$80,000 and above.

People & Performance

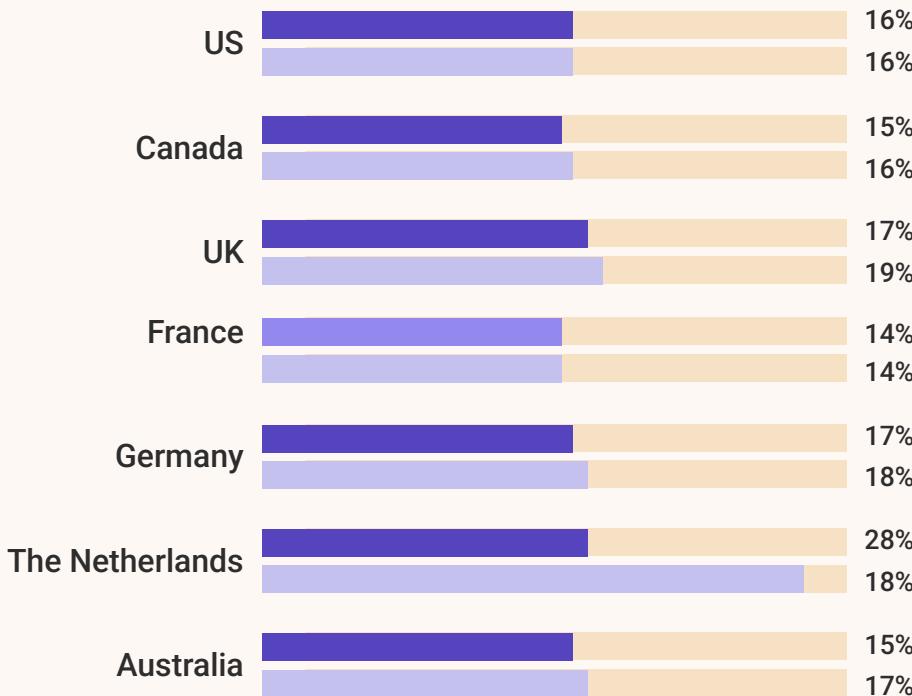
Ultimately, the future is unknown. But it is clear that companies that prioritize people are more adaptive, score higher on all critical HR KPIs, and consistently outperform the market.



Global 2025 Key Data Findings – Top 2 Wellbeing Drivers by Country

- Sense of belonging
- Inclusive/respectful environment
- Energizing work tasks

Base: Total respondents
2025: 4,038 US, 1,605 Canada, 1,551 UK, 1,569 France, 1,500 Germany, 1,572 The 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.





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