

# Global Talent Barometer

2025 June Canada Report and Key Findings

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# Table of Contents

Introduction .....	3
Key Findings .....	5
Well-Being .....	11
Job Satisfaction .....	17
Confidence .....	23
Conclusion .....	29



*Becky Frankiewicz*

**Becky Frankiewicz**

President and Chief Strategy Officer,  
ManpowerGroup

# Bridging the Divide: From Talent Management to Human Potential

The advance of AI means every company is transforming to survive and thrive. Yet - perhaps contrary to popular belief - **digital transformation is less about technology and more about people.** The ability to adapt to an even more digital future depends on developing the next generation of skills, closing the gap between talent supply and demand, and future-proofing your own and others' potential.

Understanding what people want from work and helping them to develop their skills throughout long working lives has never been more critical. That's why I am so pleased to share our latest Global Talent Barometer, offering workers the opportunity to share how they are feeling about the

the world of work today and tomorrow. It also gives employers much needed insight to understand employee needs and identify best practices that stand out in this competitive global talent market.

**Our data continues to confirm that people expect work to offer them more.** More balance. More flexibility. More humanity. And importantly – more development.

Yet one in three workers say they don't have enough opportunities to achieve their career goals at their current employer. Regular skill-building opportunities don't just create capability – they signal organizational commitment to people's futures.

As talent shortages continue to grow and technology accelerates, the ability to unleash potential and build talent mobility is key to business growth. **The Global Talent Barometer shows that leading organizations are designing workflows that build resilience rather than deplete it and involving employees as partners rather than shielding them from business realities.** It is now up to us to listen, to partner, and to act, and this data helps us do just that.

Thank you for joining us as we shape the future of work by putting people at the center of everything we do.

# Global Talent Barometer Methodology

The ManpowerGroup Global Talent Barometer measures worker well-being, job satisfaction, and confidence around the world. This comprehensive tool leverages independent survey best-practices and statistically significant samples to create a powerful tool to better understand what workers want globally. The research aims to improve the future of work through deeper understanding the key drivers of workforce sentiment today.



## Fieldwork Conducted:

March 14 – April 11, 2025

## 19 Countries Surveyed:

Australia, Canada, France, Germany, India, Israel, Italy, Japan, Malaysia, Mexico, The Netherlands, Norway, Poland, Singapore, Spain, Sweden, Switzerland, United Kingdom (U.K.), and the United States (U.S.).

## Survey Methodology:

Survey responses were collected from 13,771 workers globally, including over 500 in Canada. All the data is weighted to match the worker population in each country by gender, age and region, and all countries are weighted to be equal.

## Modified Question Wording:

Edits have been made to question text throughout this report to ensure readability. Complete versions of any shortened statements can be found in the ['About the Survey'](#) section at the end of the report.



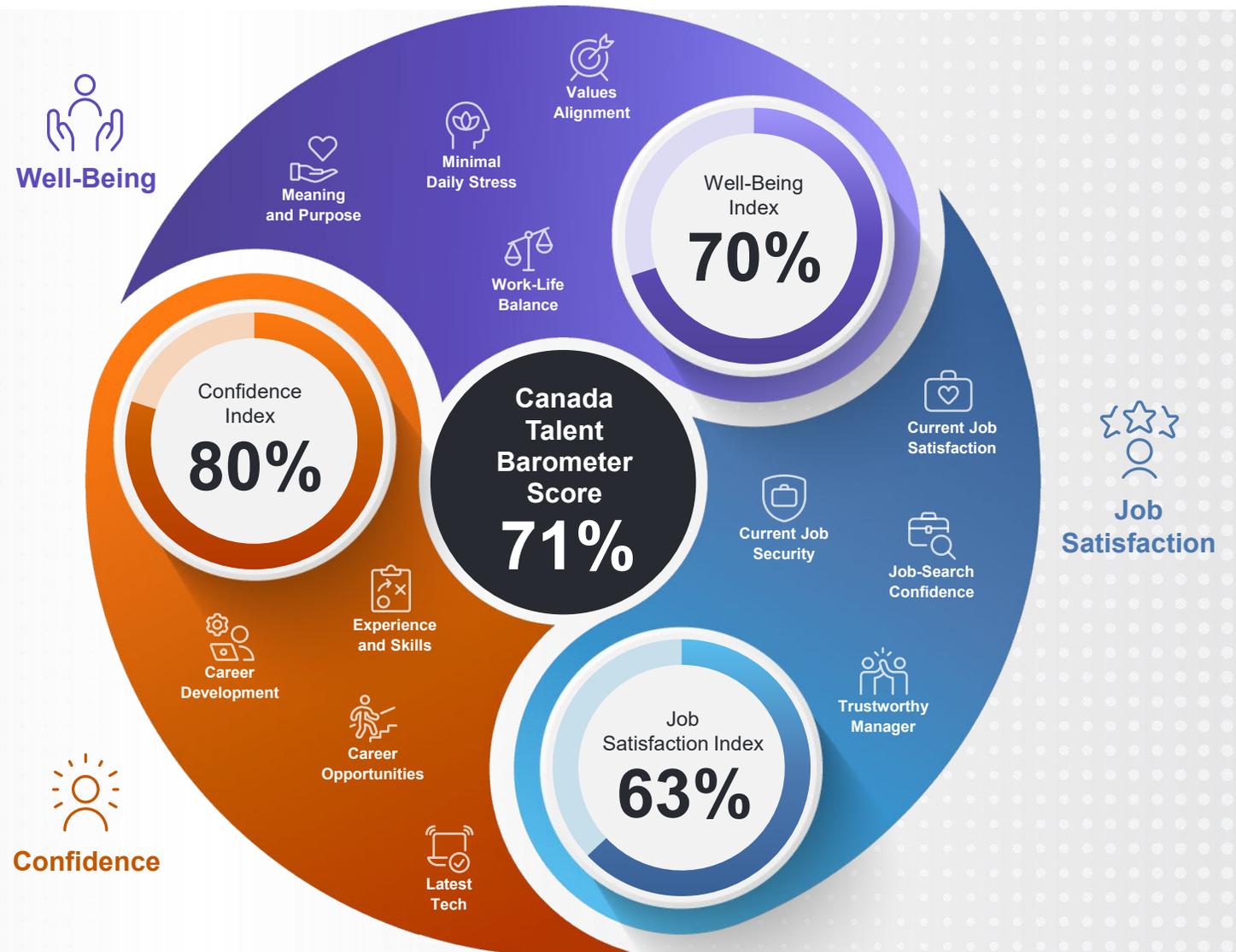
# Key Findings



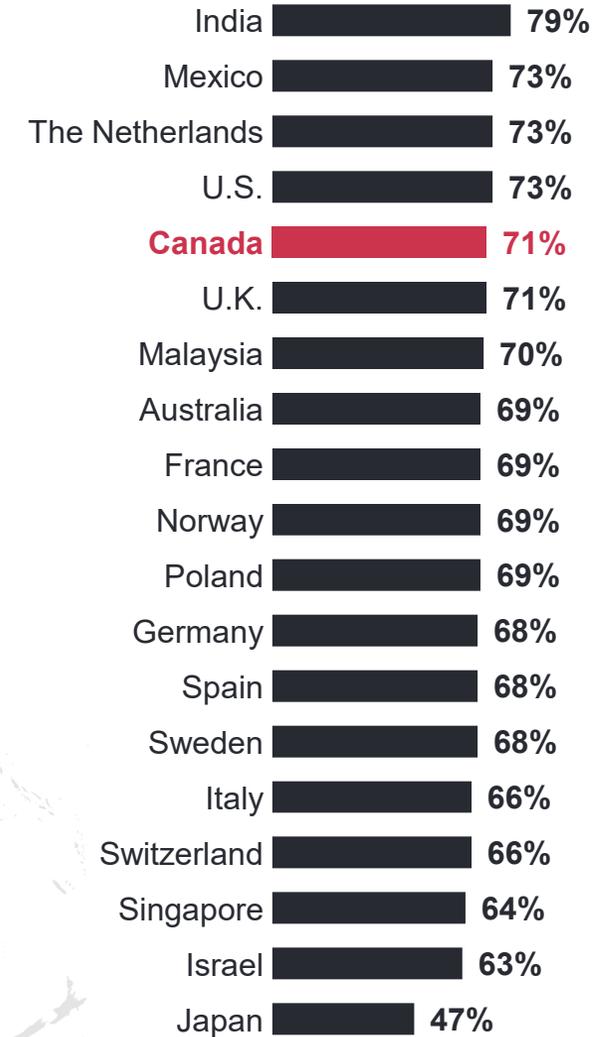
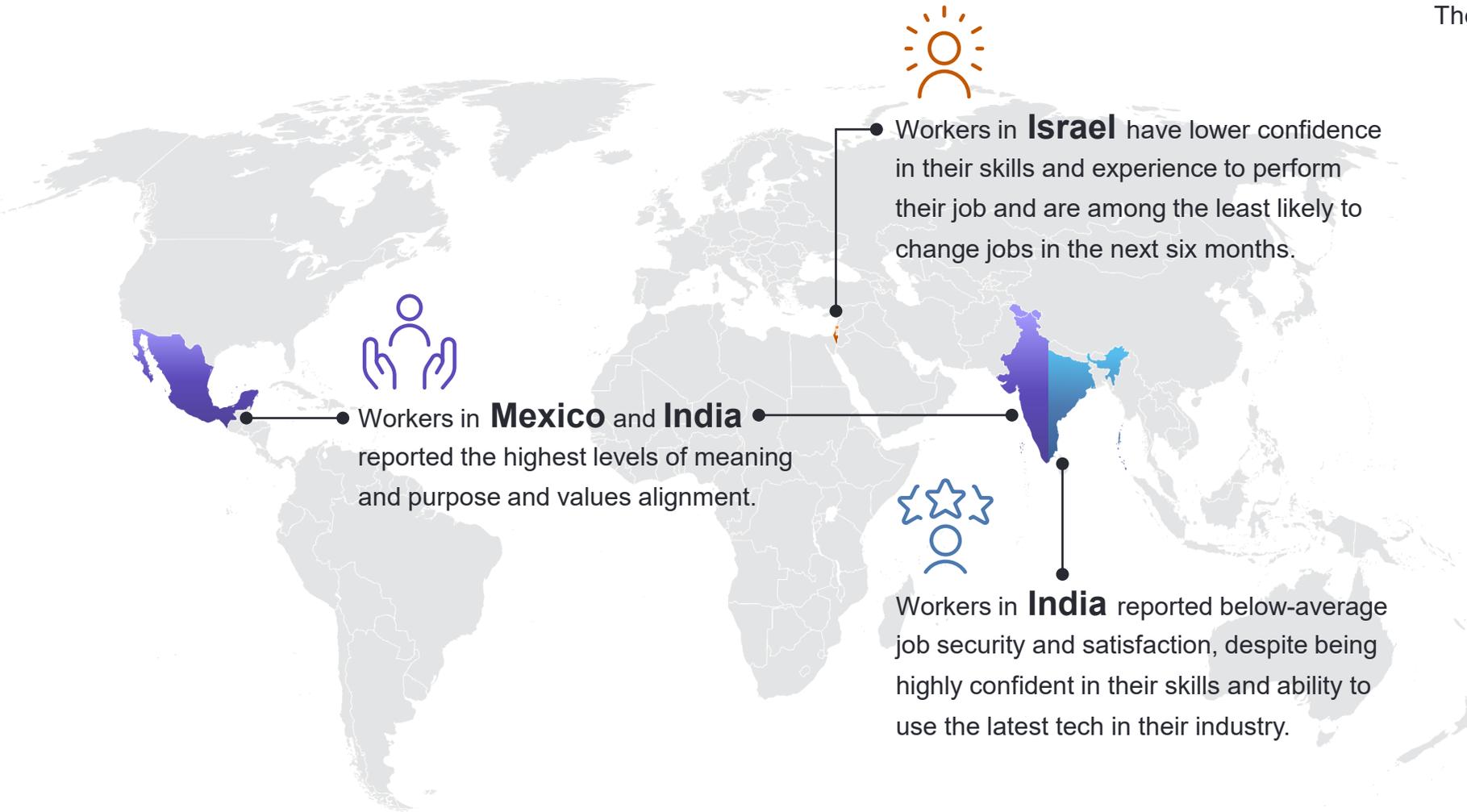
# Canada Key Findings

Now in its second installment, the **Global Talent Barometer** – reflecting worker sentiments across three indices comprised of twelve distinct benchmarks – score in **Canada stands at 71%**. Despite a decline in workers' overall satisfaction, the data reveals a rise in overall well-being and confidence.

The research reveals what employees need and value most, helping employers understand and act on key drivers to attract and retain top talent in a changing world of work.



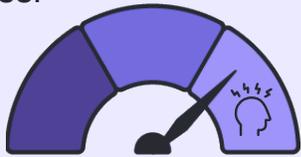
# Worker Sentiment Around the World



# The Stress-Retention Connection

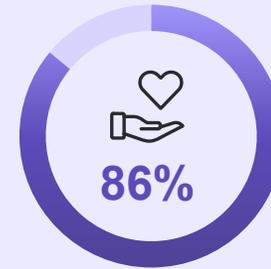
Workplace stress remains high in Canada.

Stress levels are similar between all roles, but **executive and senior-level management reported the most stress.**



Executive and Senior-Level Management

Despite nearly half of the workforce experiencing moderate to high daily stress, **most workers find their work meaningful and purposeful,**



Nearly half (**48%**) are concerned about their workload impacting work-life balance.

Stress is exacerbated among **Gen Z: They continue to experience the highest daily stress levels.**



**64%**  
Experience High Stress

**Gaps in values alignment** between essential workers and executive and senior-level management **are considerable.**

Essential Workers

**73%**

Executive and Senior-Level Management

**86%**



# Stuck in the Middle

Job Satisfaction Decreases for Middle Managers and Women.

Millennial job satisfaction drops 17% since 2024 - the sharpest drop of any generation.

## Gen Z Men

Rank lowest on the Job Satisfaction Index



39% of managers are bracing for **possible job loss** in the coming **6 months**.



Even under pressure and uncertainty, **managers continue to build trust**.



37% of managers see **instability in the economy** as their **greatest career threat**.



**Location signals job satisfaction** as workers who are onsite by choice are less likely to leave in six months compared to their mostly onsite counterparts.



Onsite By Choice

56%

Mostly Onsite

42%

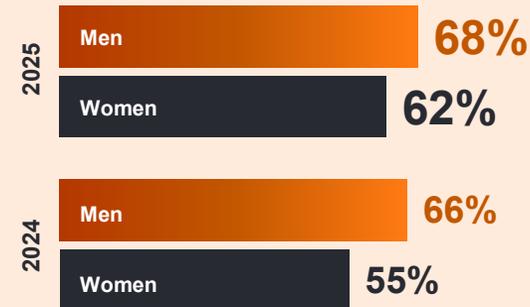
# Development as Trust Currency

Employers benefit from **improved career pathing and development**.

**Hybrid workers and mostly on-site workers** lead in **career confidence**.



Gender inequality persists in 2025, with **women reporting fewer career moves and promotions**.



Workers in **Transport, Logistics and Automotive** report the **strongest career growth and skills confidence**.



**Worker confidence rose +3pp** since 2024, driven by reported increased **career development** and **career opportunities**.



As tech advancements continue, workers are gaining **confidence in using the latest technology** (+5pp since 2024).



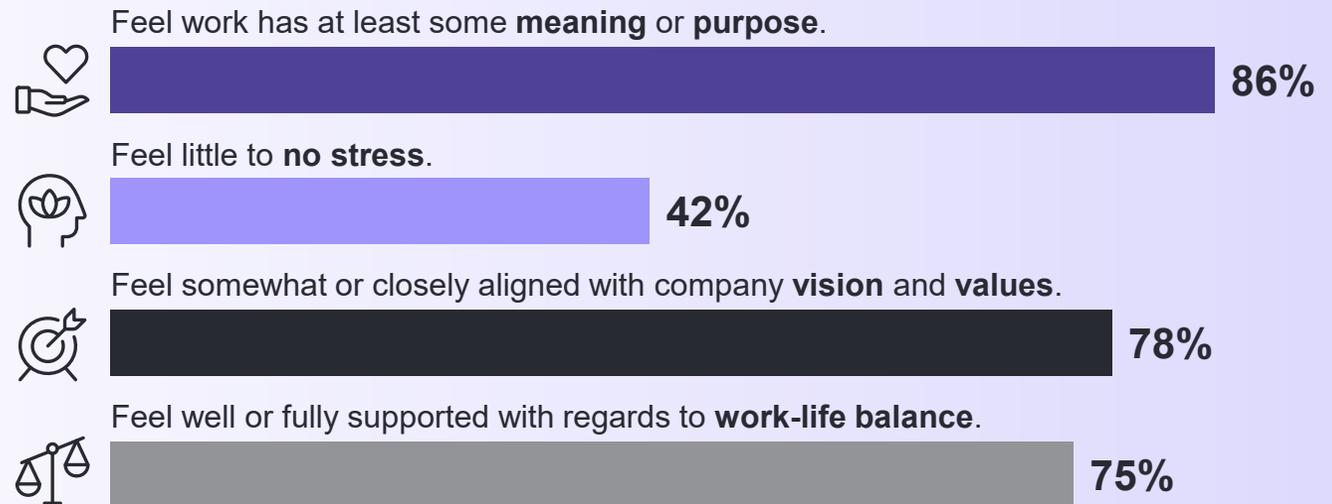


# Well-Being



# Better Work-Life Balance Boosts Well-Being

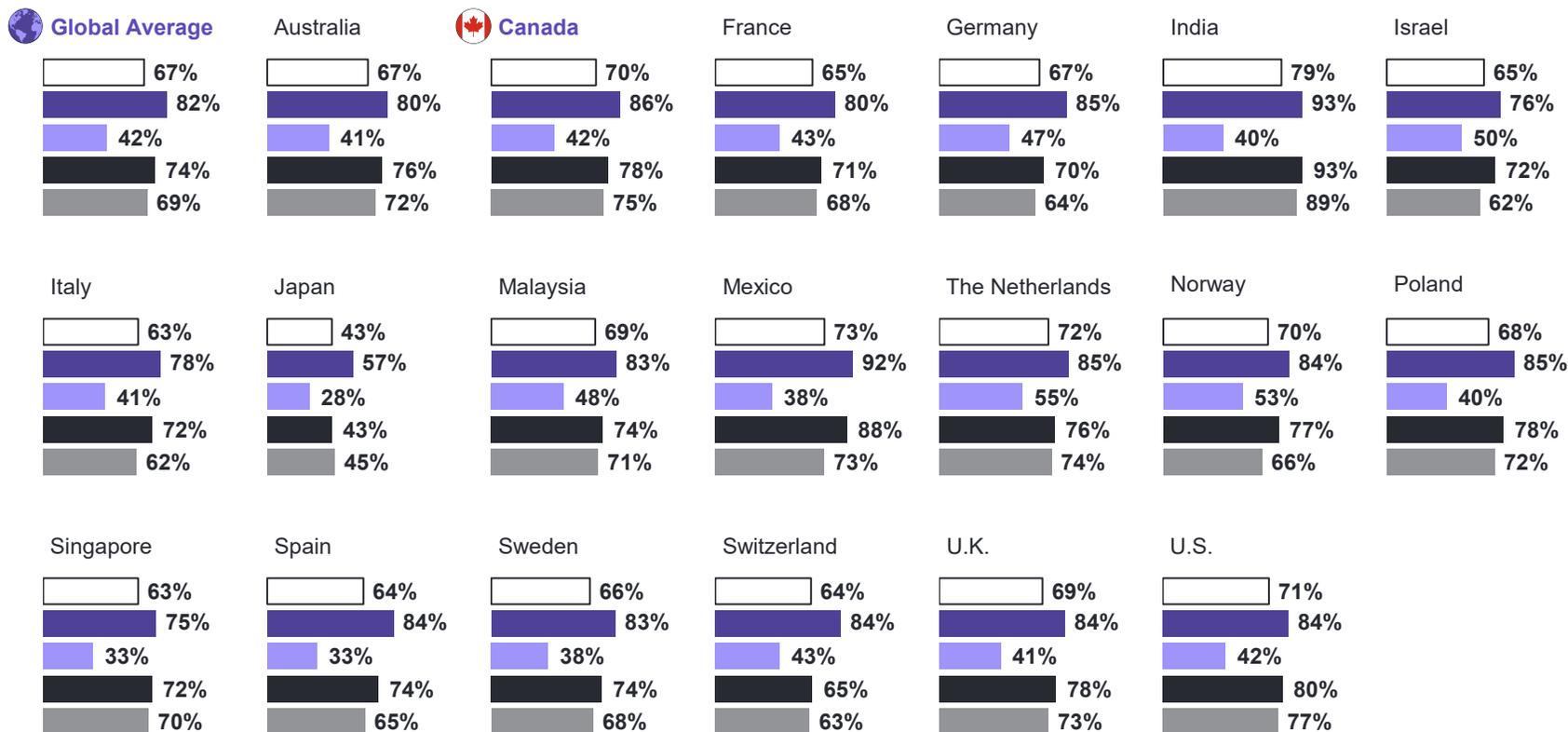
The Well-Being Index is based on four distinct benchmarks: meaning and purpose, minimal daily stress, values alignment, and work-life balance.



The Well-Being Index is an average of the above percentages. Learn more about the [Methodology](#).

# Country-Level Perspectives

Examine how well-being varies from nation to nation and its driving factors.



○ Well-Being Index   ● Meaning and Purpose   ● Minimal Daily Stress   ● Values Alignment   ● Work-Life Balance



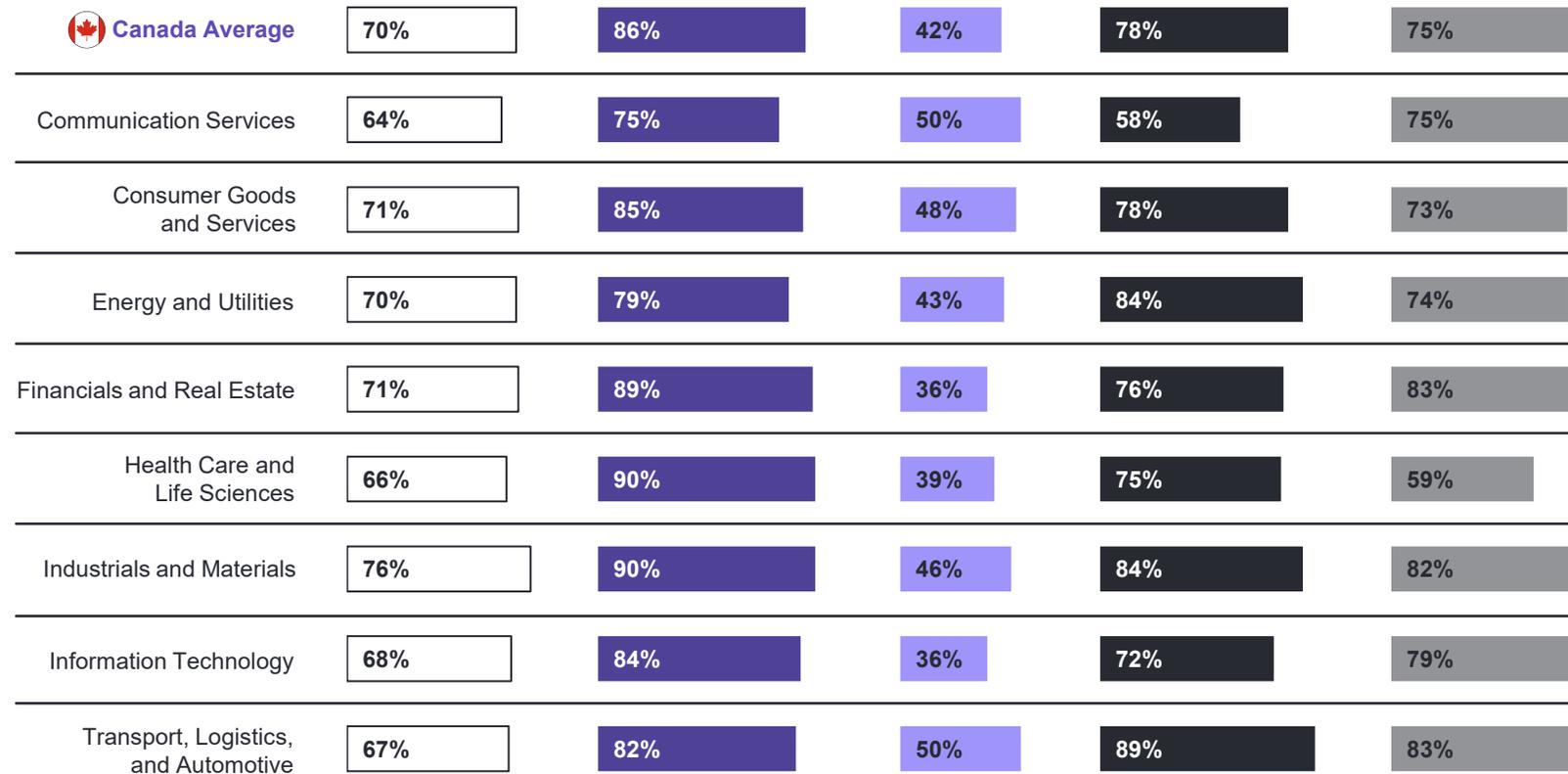
**Workers in India reported the highest overall well-being, driven by meaningful work and values alignment.**



**Japanese workers are the most likely to report high daily stress, followed by Singapore and Spain.**

# Industry Insights

Explore how well-being differs across key industry verticals.



○ Well-Being Index   ● Meaning and Purpose   ● Minimal Daily Stress   ● Values Alignment   ● Work-Life Balance



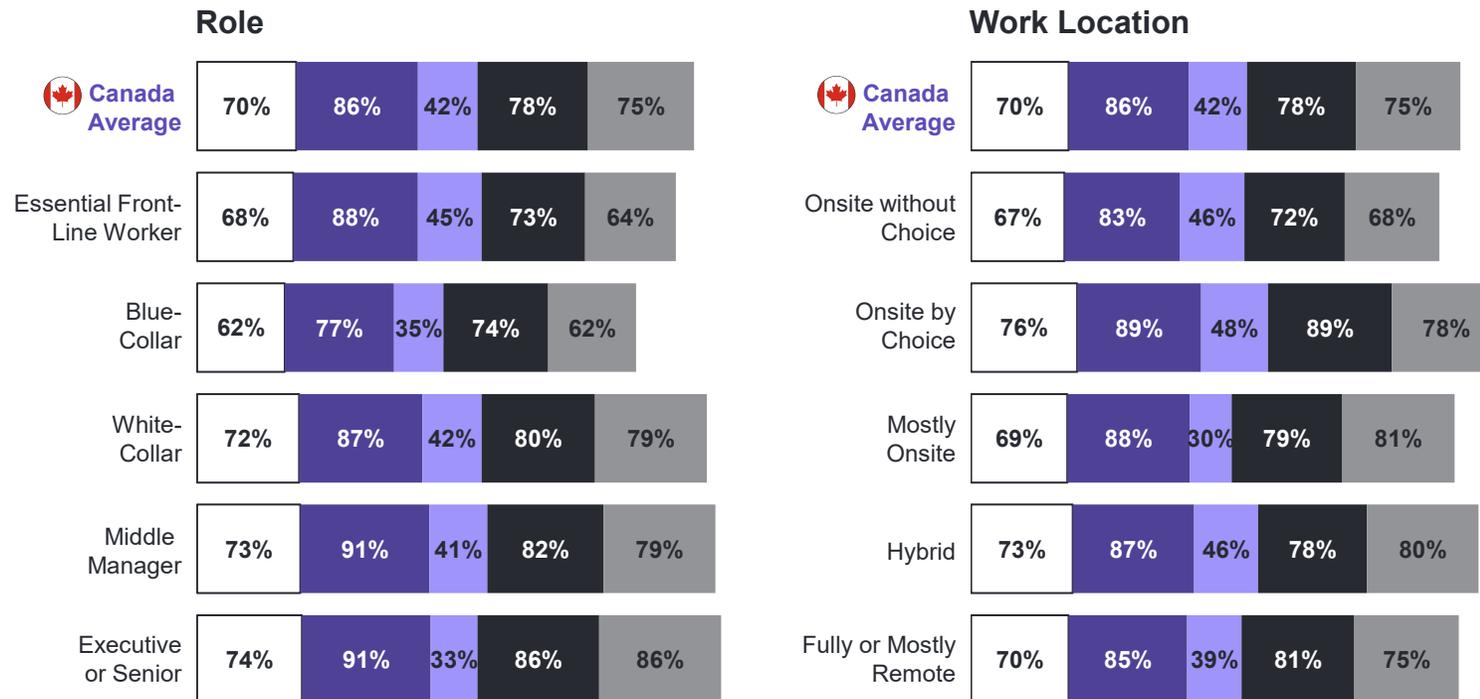
**Industrials and Materials workers reported the greatest overall well-being.**



**IT workers and Financials & Real Estate were the most likely to report moderate to high daily levels of workplace stress.**

# Role and Location Trends

Uncover the connection between job roles, work locations and overall well-being.



○ Well-Being Index   ● Meaning and Purpose   ● Minimal Daily Stress   ● Values Alignment   ● Work-Life Balance



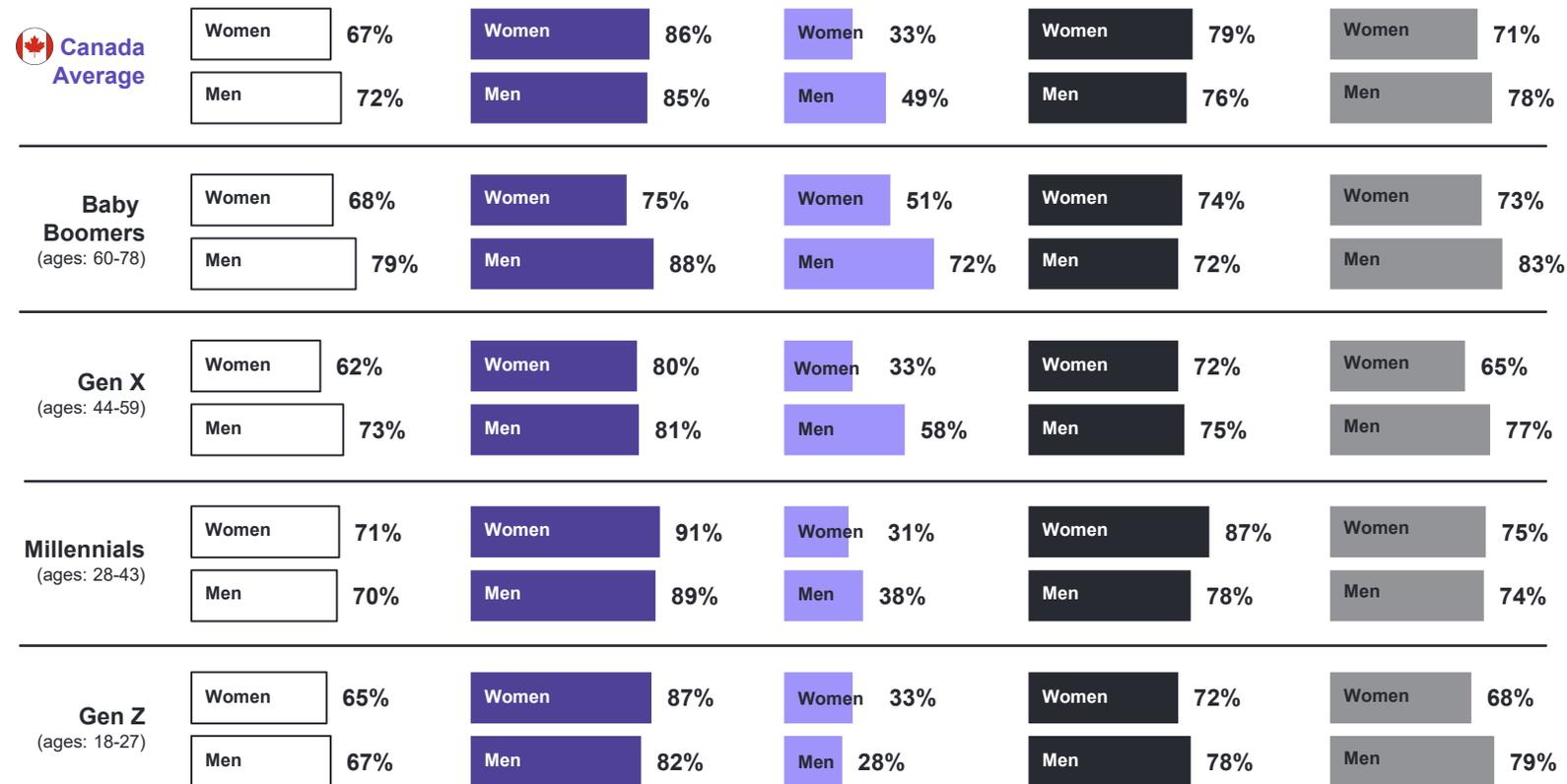
**Blue-collar workers and workers onsite without a choice reported the lowest overall well-being across roles and locations.**



**Gap in values alignment between essential workers and executive and senior management is considerable.**

# Age-Gender Dynamics

Examine well-being differences and similarities by age group and gender.



Well-Being Index
  Meaning and Purpose
  Minimal Daily Stress
  Values Alignment
  Work-Life Balance



Gen Z workers continue to report the highest level of daily stress, while Baby Boomers report the least.



The gender gap in work-life balance is the greatest between Baby Boomer men and women.



# Job Satisfaction



# Less Job Satisfaction and Security, More Trust in Managers

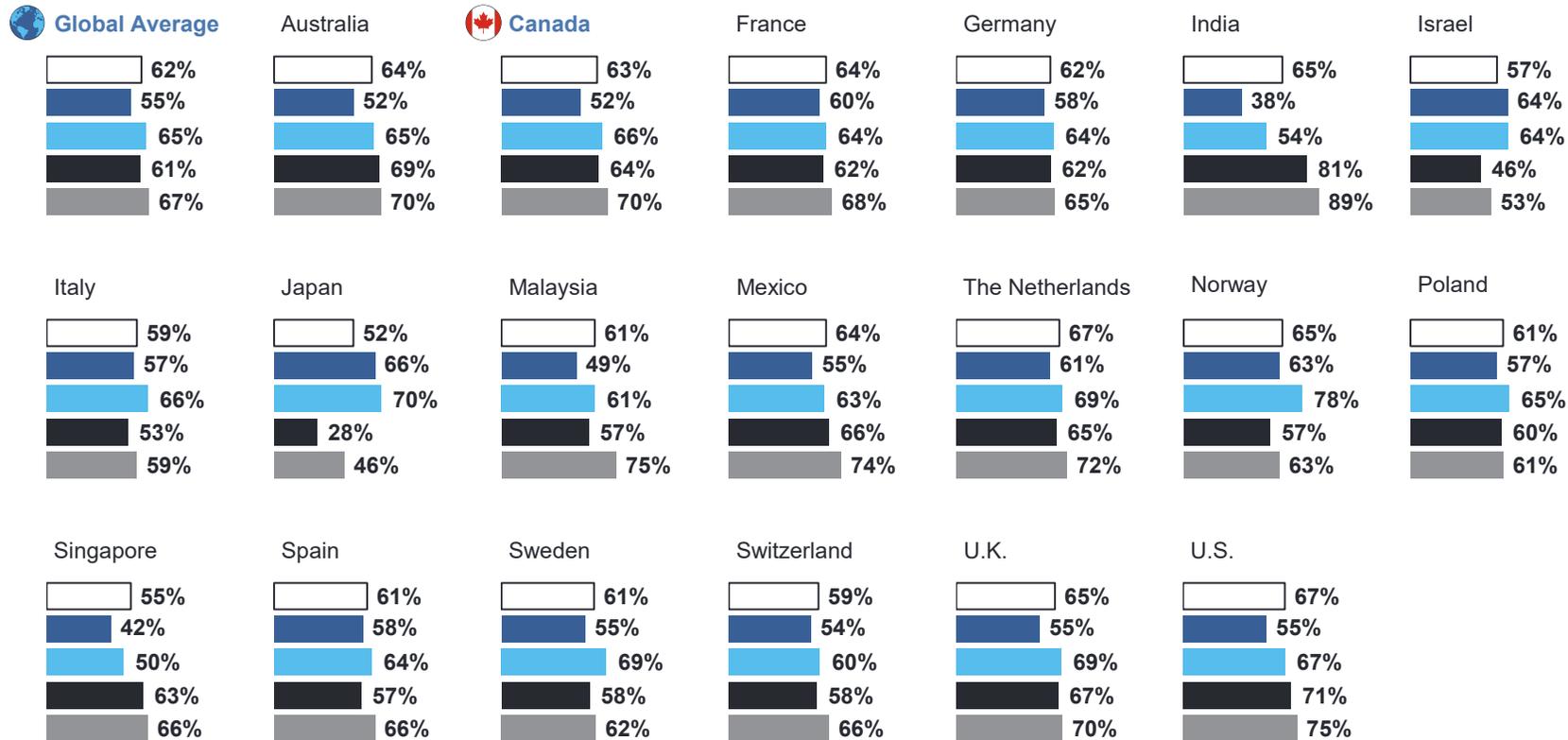
The Job Satisfaction Index is based on four distinct benchmarks: current job satisfaction, job security, job-search confidence, and manager trust.



The Job Satisfaction Index is an average of the above percentages. Learn more about the [Methodology](#).

# Country-Level Perspectives

Explore how job satisfaction differs across countries.



○ Job Satisfaction Index   ● Current Job Satisfaction   ● Current Job Security   ● Job-Search Confidence   ● Trustworthy Manager



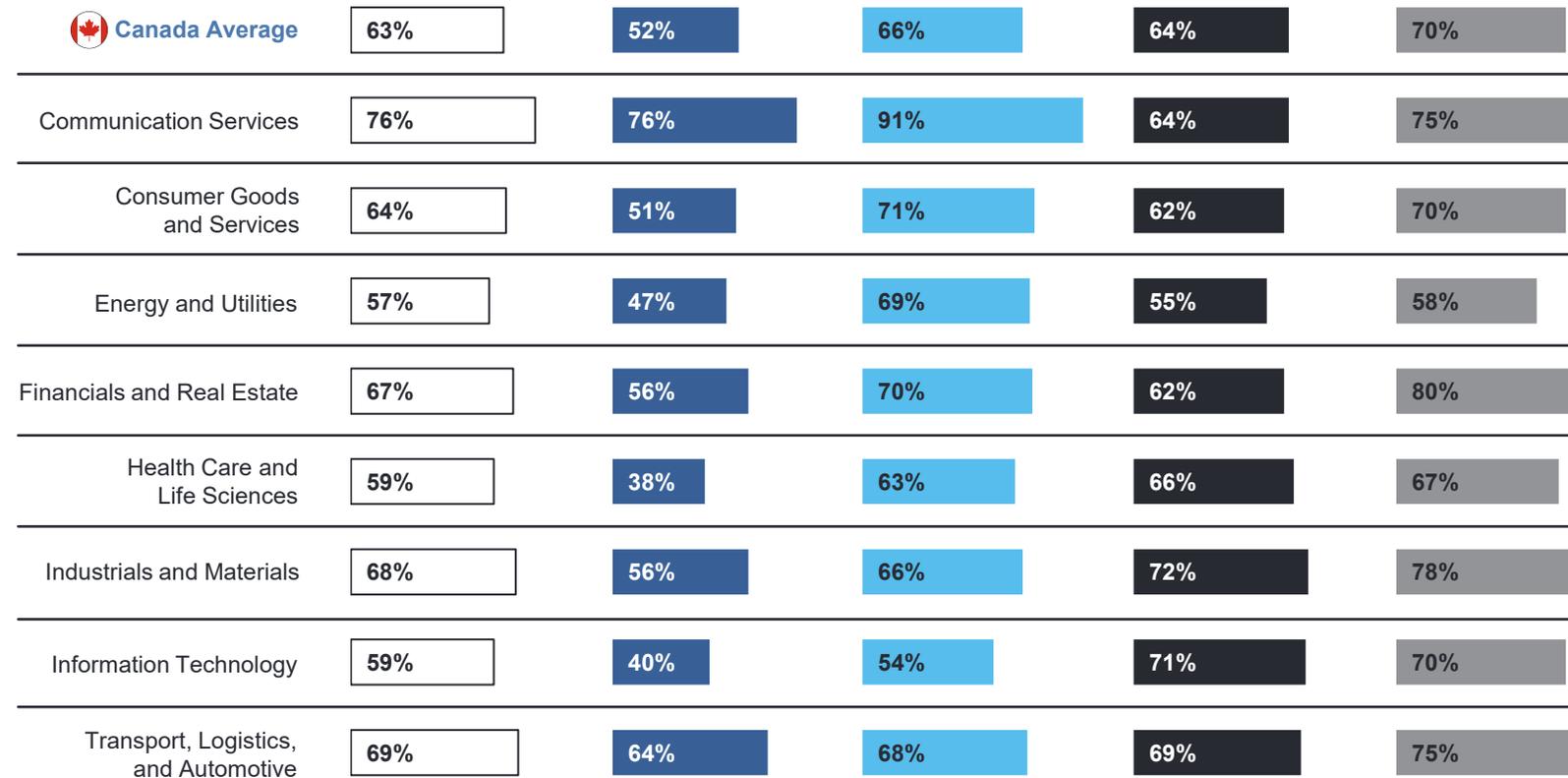
While India tops the charts for job search confidence and trust in their managers, they rank the lowest for job security and satisfaction, along with Singapore.



Japanese workers have the highest rate of satisfaction with their job as well as the lowest rate of job search confidence.

# Industry Insights

Examine sector-specific trends in worker job satisfaction.



○ Job Satisfaction Index  
 ● Current Job Satisfaction  
 ● Current Job Security  
 ● Job-Search Confidence  
 ● Trustworthy Manager



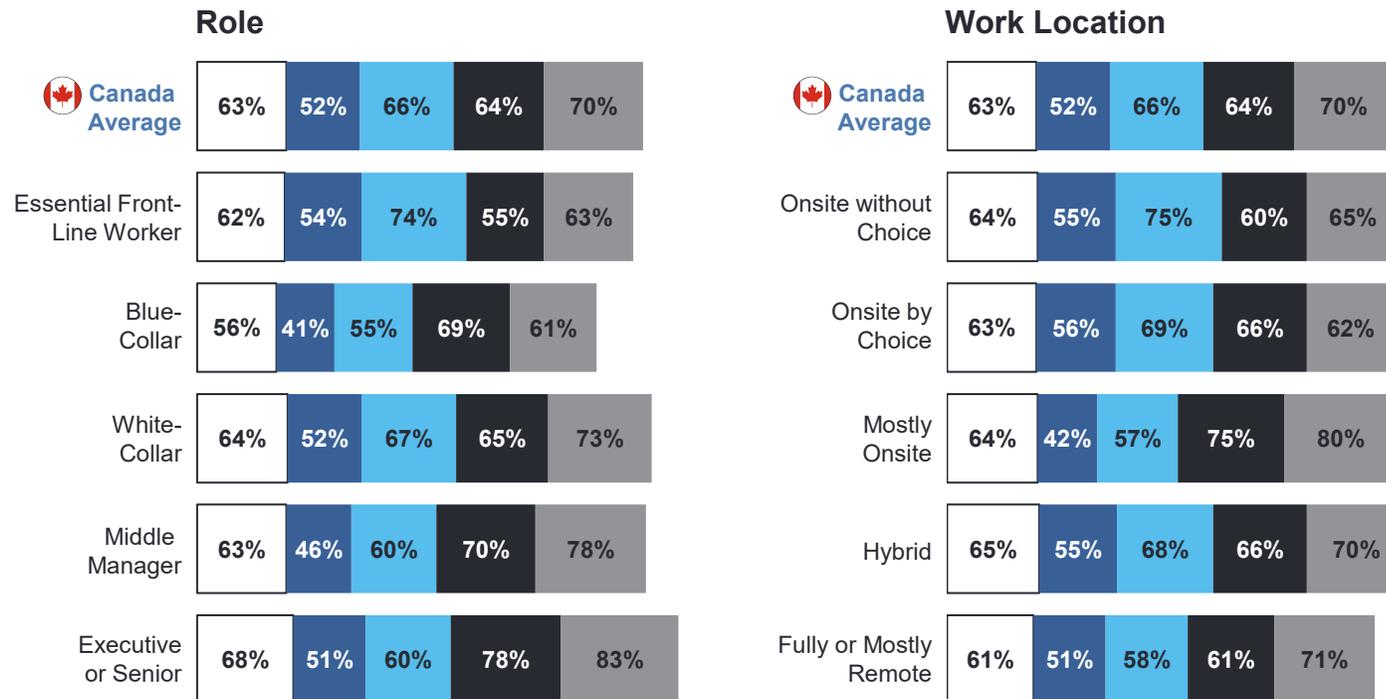
IT workers feel the least secure in their jobs while reporting some of the highest job-search confidence.



Managers are reportedly the least trustworthy in Energy and Utilities industry.

# Role and Location Trends

Examine how job roles and working locations shape employee satisfaction.



Job Satisfaction Index  
 Current Job Satisfaction  
 Current Job Security  
 Job-Search Confidence  
 Trustworthy Manager



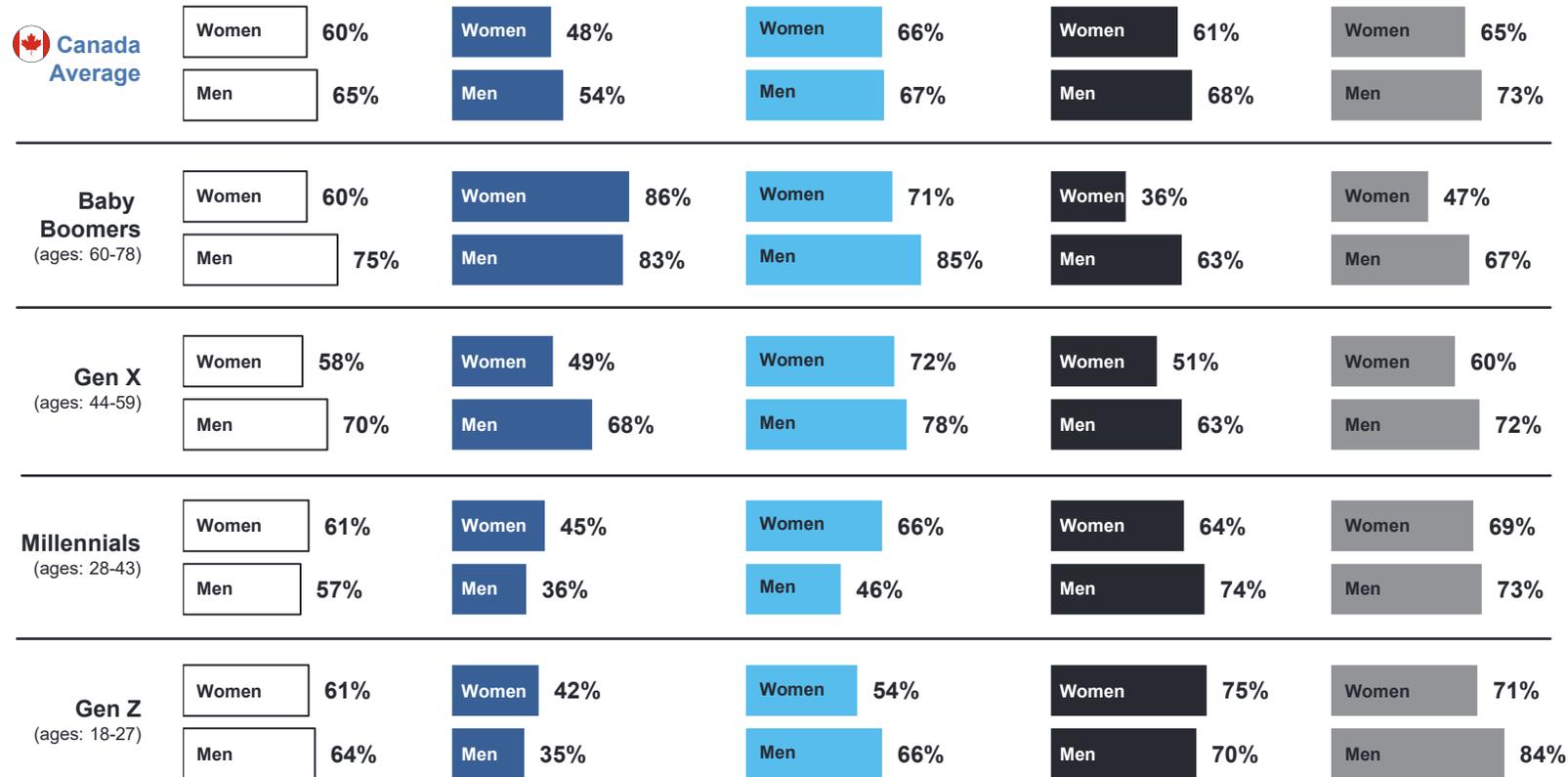
Essential frontline workers feel the most secure in their jobs, while blue collar workers are the least secure.



Workers that are onsite by choice are most likely to be satisfied with their current jobs.

# Age-Gender Dynamics

Explore how different age groups and genders experience job satisfaction.



○ Job Satisfaction Index  
 ● Current Job Satisfaction  
 ● Current Job Security  
 ● Job-Search Confidence  
 ● Trustworthy Manager



Gen Z workers are the most likely to say they want to voluntarily leave their current employer.



Millennials report the steepest drop in current job satisfaction, decreasing 17 percentage points since 2024.



# Confidence



# Rising Confidence and Career Growth

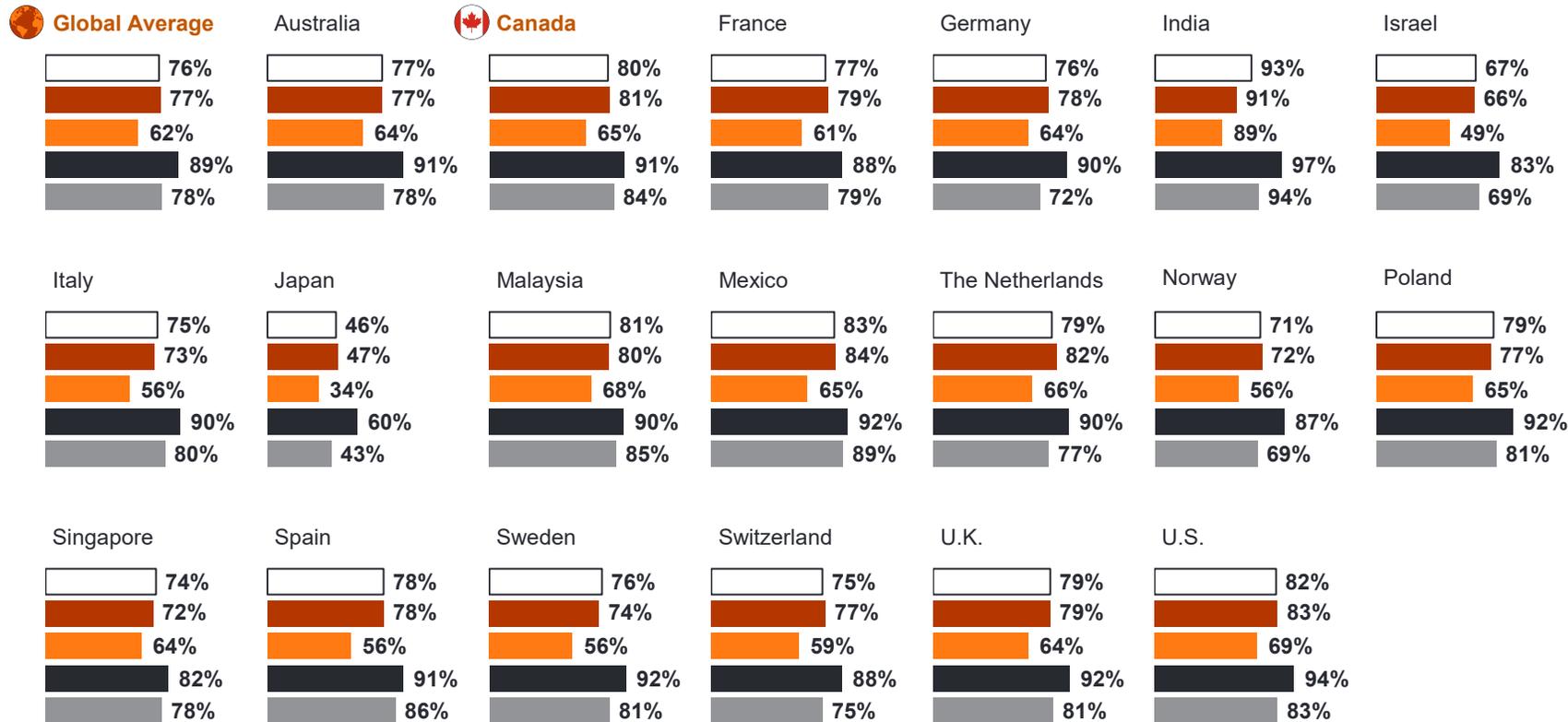
The Confidence Index is based on four distinct benchmarks: career development, career opportunities, experience and skills, and tech and tools.



The Confidence Index is an average of the above percentages. Learn more about the [Methodology](#).

# Country-Level Perspectives

Examine how worker confidence is experienced around the globe.



○ Confidence Index ● Career Development ● Career Opportunities ● Experience and Skills ● Latest Tech



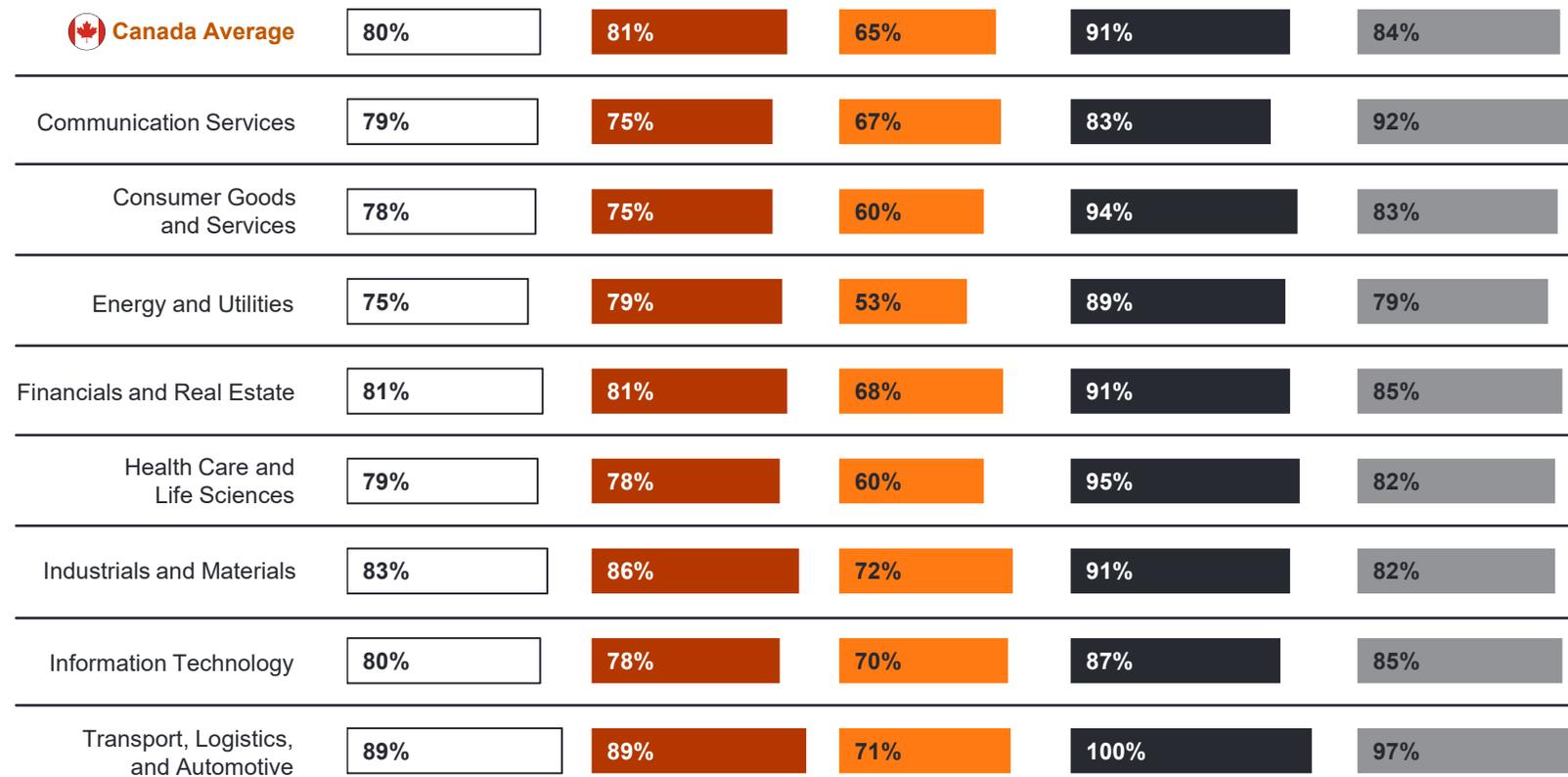
India reported the best overall workforce confidence and the strongest worker sentiment across all four benchmarks.



Germany and Norway reported below-average confidence in using their industry's latest tech and tools.

# Industry Insights

Understand how sector-specific factors influence worker confidence.



○ Confidence Index   ● Career Development   ● Career Opportunities   ● Experience and Skills   ● Latest Tech



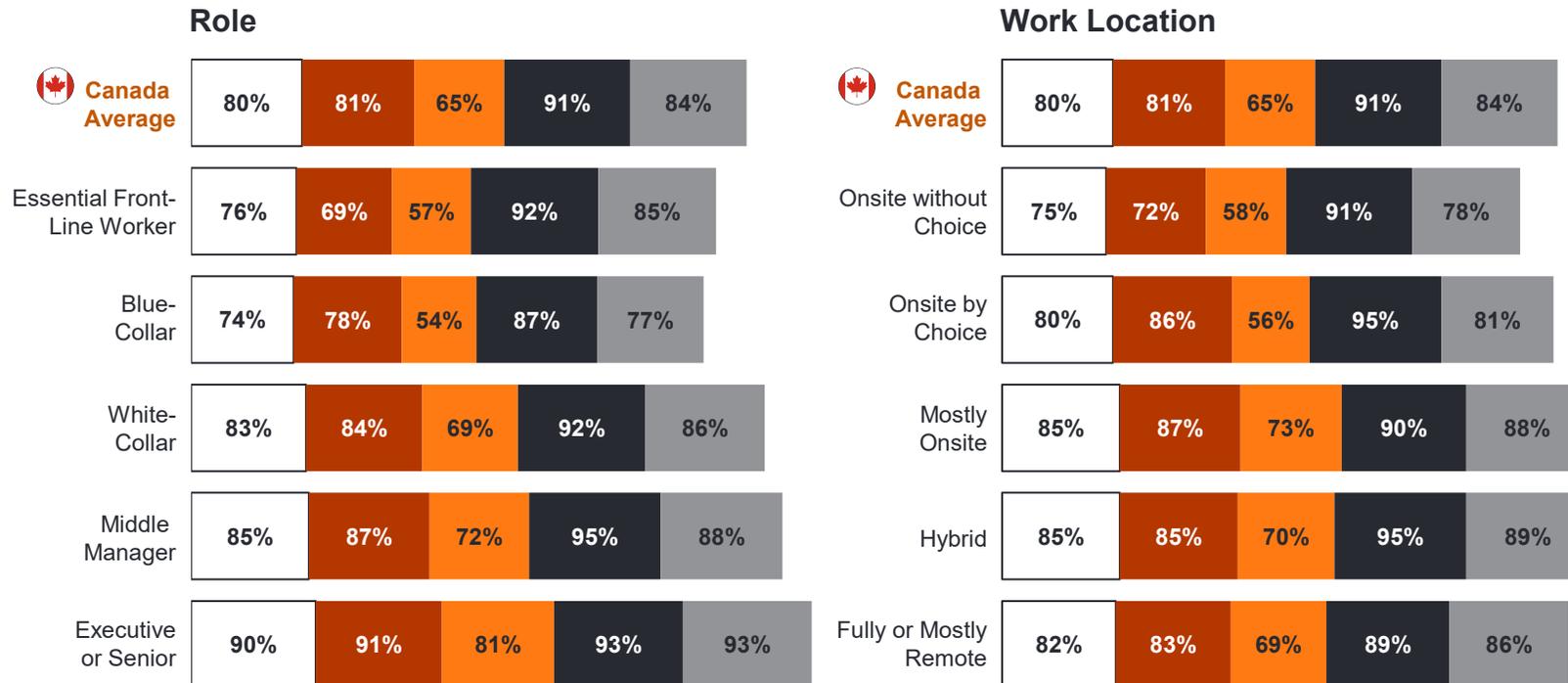
**Energy and Utilities workers report the lowest confidence, especially when it comes to career opportunities.**



**Transport, Logistics and Automotive workers reported the highest level of confidence in skills and technology.**

# Role and Location Trends

Analyze how different roles and work settings influence employee confidence.



○ Confidence Index   ● Career Development   ● Career Opportunities   ● Experience and Skills   ● Latest Tech



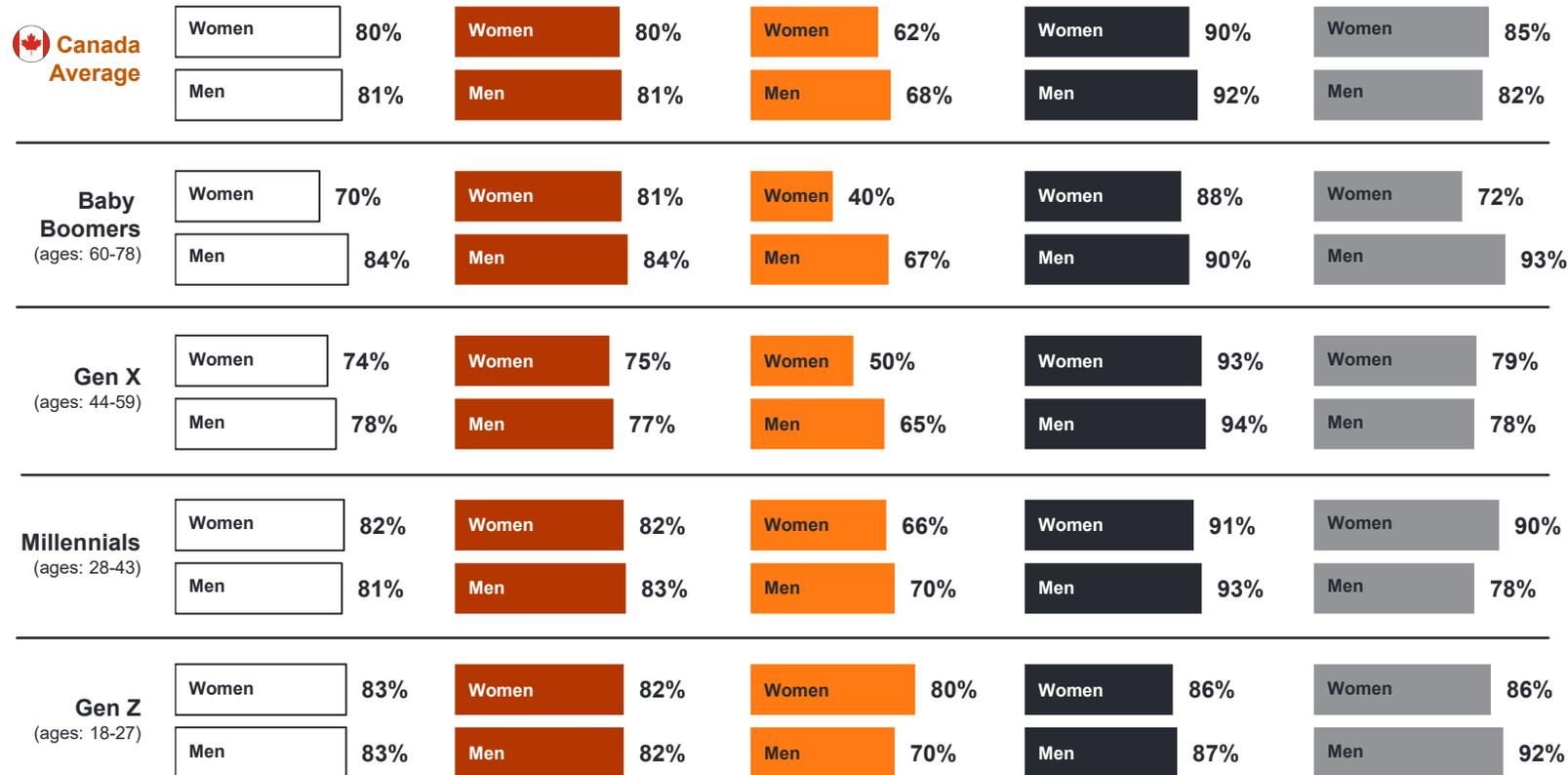
Blue collar workers and those who are onsite by choice reported the lowest career opportunities.



Hybrid workers expressed one of the highest confidence levels in experience and skills and tech and tools.

# Age-Gender Dynamics

Explore how worker confidence varies across different age groups and genders.



○ Confidence Index   ● Career Development   ● Career Opportunities   ● Experience and Skills   ● Latest Tech



Gender inequalities persist, but Gen Z workers report the smallest gender differences across most confidence benchmarks.



Gen X and Baby Boomers report the greatest gender discrepancy in career opportunities.



# Conclusion



# Opportunities for Employers



## Meaningful work can't outrun burnout.



**While more workers find purpose in their jobs, persistent daily stress — especially among Gen Z and senior managers — remains high.** This will increase costs as it begins to impact productivity and retention.

Conservative global estimates for the cost of poor retention are \$18,591 per employee that leaves the organization. These costs will quickly add up for underperforming organizations as they lose their top performers.

## Meeting workers in the middle.



As job security concerns grow and current job satisfaction declines, **mid-career professionals, especially women, represent a critical yet underutilized talent pool.** Employers looking to stabilize their workforce should prioritize this group with clear career paths, recognition, and support.

Recent research estimates organizations that prioritize manager development and engagement are already realizing productivity improvements of up to 28%.

## Capitalize on confidence.



Despite growing uncertainty, **workers are now more confident overall compared to 2024.** As organizations look to retain essential talent, it's imperative to focus on key factors within their control that are driving these positive sentiments.

Continue strengthening and fostering trust between managers and employees, promoting work-life balance, and providing transparency regarding opportunities for professional development and advancement within the company.

# About the Survey

## Forward-Looking Statements:

This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, economic uncertainty, and the use and impact of AI. Actual events or results may differ materially from those contained in the forward-looking statements, due to risk, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2024, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.

## Survey Methodology:

Survey responses were collected from 13,771 workers across 19 countries from March 14 to April 11, 2025. All the data is weighted to match the worker population in each country by gender, age and region, and all countries are weighted to be equal.



## Well-Being

- **Minimal Daily Stress:**  
Percentage of workers who rate their stress levels as 'little' to 'no stress' using a 10-point scale.
- **Meaning and Purpose:**  
Percentage of workers who rate their work as being either 'somewhat' or 'very meaningful' using a 10-point scale.
- **Values Alignment:**  
Percentage of workers who rate their alignment with their employer's values as "somewhat" or "closely aligned" using a 10-point scale.
- **Work-life Balance:**  
Percentage of workers who rate their company's support for work-life balance and personal well-being as "well" or "completely supported" using a 10-point scale.
- **Well-Being Index:**  
The Well-Being Index is an average of the above percentages.



## Job Satisfaction

- **Current Job Satisfaction:**  
Percentage of workers who agree they are "very unlikely" or "unlikely" to change jobs on their own initiative, using a 10-point scale.
- **Current Job Security:**  
Percentage of workers who agree they are "very unlikely" or "unlikely" to be forced to leave their current job, using a 10-point scale.
- **Job-Search Confidence:**  
Percentage of workers who agree they're "very confident" or "confident" they could find another job that meets their needs, using a 10-point scale.
- **Trustworthy Manager:**  
Percentage of workers who agree they "trust very much" or "somewhat trust" that their manager has their best interests at heart concerning their career development, based on a 10-point scale.
- **Job Satisfaction Index:**  
The Job Satisfaction Index is an average of the above percentages.



## Confidence

- **Experience and Skills:**  
Percentage of workers who agree they are "very confident" or "confident" they have the skills and experience to perform their current job, using a 10-point scale.
- **Career Development:**  
Percentage of workers who agree they "very much so" or "do" have enough opportunities to gain the skills and experience they need to achieve their career goals at their current organization, using a 10-point scale.
- **Career Opportunities:**  
Percentage of workers who agree they "very much so" or "do" have enough opportunities for promotion or movement within their organization to achieve their career goals, using a 10-point scale.
- **Latest Tech:**  
Percentage of workers who agree they "very much so" or "do" feel they have the right technology and tools available to do their job to the best of their ability, based on a 10-point scale.
- **Confidence Index:**  
The Confidence Index is an average of the above percentages.

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