

♡ Dialogue + Leger

2025

State of workplace well-being



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Research details



Context and methodology

PRIMARY RESEARCH OBJECTIVES

- 1

Explore the health and well-being challenges and priorities of Canadian employees
-
- 2

Better understand how employees perceive and use employee assistance programs (EAPs)
-
- 3

Uncover gaps in accessibility, personalization, and clinical effectiveness
-
- 4

Understand the need for better EAP solutions that deliver measurable, evidence-based, and personalized care



Employed Canadians

How: A 7-minute online quantitative survey conducted in French and English using Leger’s panel
Who: 1,000 employed Canadians aged 18+
When: February 21 to March 4, 2025



Human Resource Professionals

How: A 7-minute online quantitative survey conducted in French and English using Leger’s panel
Who: 200 HR professionals (decision-makers) aged 18+
When: February 21 to March 4, 2025

2

Key findings





Challenges, gaps, and opportunities

Healthy, supported employees drive business success. They stay longer, perform better, and bring greater engagement to their work. Most employers are aware of this, and are increasingly focused on mental health, financial wellness, and work-life balance. However, employees continue to face barriers to accessing the support provided.

While employee assistance programs (EAPs) have significant potential to improve well-being, they remain underutilized—but why is that?

Through research conducted among 1,000 employed Canadians and 200 HR professionals, Dialogue's study reveals how businesses can maximize the impact of EAPs: turning them from an underused benefit into a lifeline for employees.



Executive summary

Canadians are under increasing strain. Rising mental health concerns, financial stress, and work-life balance challenges are not only impacting employees' lives but also hurting workplace productivity and satisfaction. In fact, 3 in 10 employees report a decline in their mental health and worsening financial situations, creating **a critical need for support**.

Despite this, many employees aren't using the resources available to them. While 52% of employees say their company offers an employee assistance program (EAP), only 16% fully understand what it includes. As a result, 65% of employees **have never used their EAP** for mental health support, even as stress and burnout continue to rise.

And while mental health support is one of the most recognized EAP services, many employees don't realize their program also offers resources like financial counselling, legal assistance, and wellness coaching.

But the **issue goes beyond awareness**. Even when employees know about their EAP, long wait times, inflexible access, and confusing navigation are significant barriers to care.

Despite these obstacles, employers **see the value in EAPs**. Over 70% report that EAPs contribute to higher engagement, reduced absenteeism, and improved retention. On the other hand, 37% believe employees are not using EAPs effectively, highlighting **a critical gap between offering support** and ensuring it delivers results.

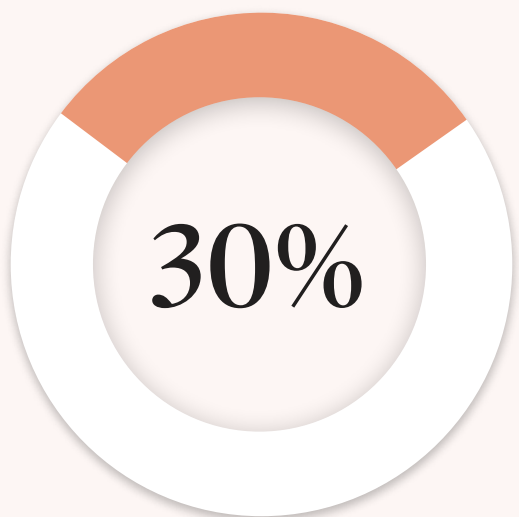
To maximize the impact of EAPs, organizations need to do more than just offer them—they need to improve awareness, make access easier, and tailor services to employee needs. When done right, EAPs aren't just a benefit. They're a game-changer for both employees and businesses, boosting well-being and driving long-term success.

A WORKFORCE UNDER PRESSURE:

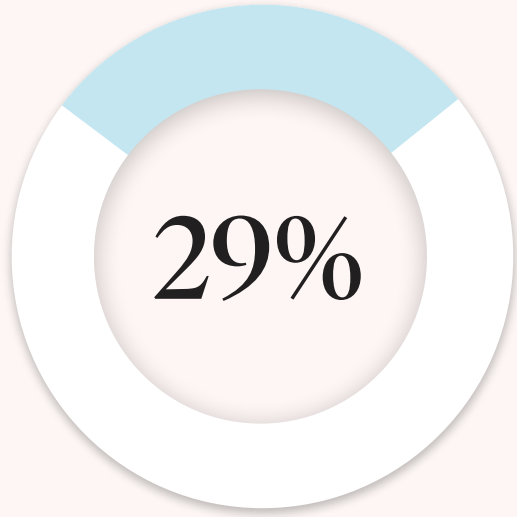
The impact of mental and financial struggles

The modern workplace is complex, and stressors don't exist in isolation. Employees face challenges with mental health, financial stability, and work-life balance, making accessible, timely, and effective employer support essential.

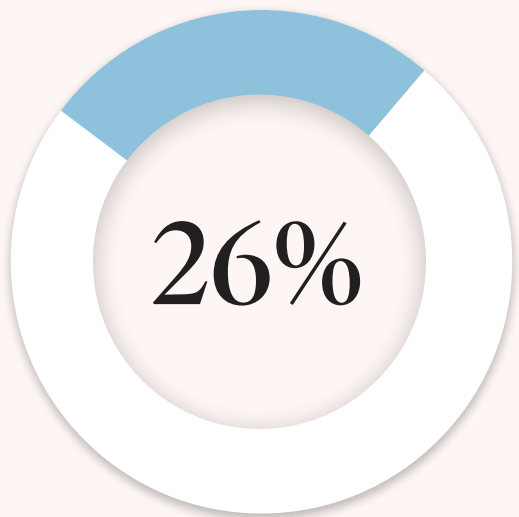
Over the past year, a significant percentage of employees have reported worsening conditions in key areas of their well-being.



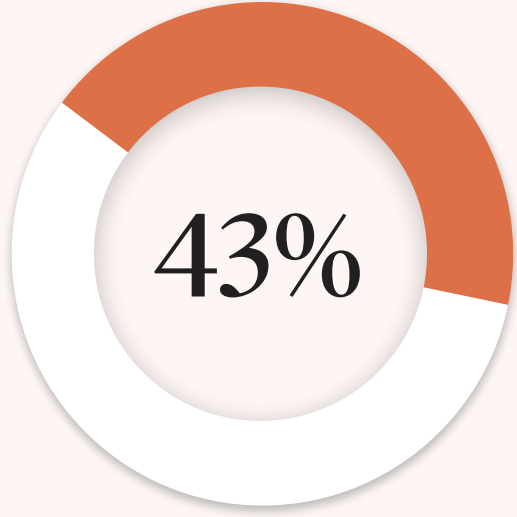
say their mental health has declined



say their financial situation has worsened



say sleep issues have worsened



say physical exercise has worsened

Work and well-being are deeply interconnected.

Stressors at work can negatively impact personal well-being—and vice versa. Financial stress may fuel anxiety and burnout, while poor mental health can make it harder to meet workplace demands.

The top work-related challenges for employees:

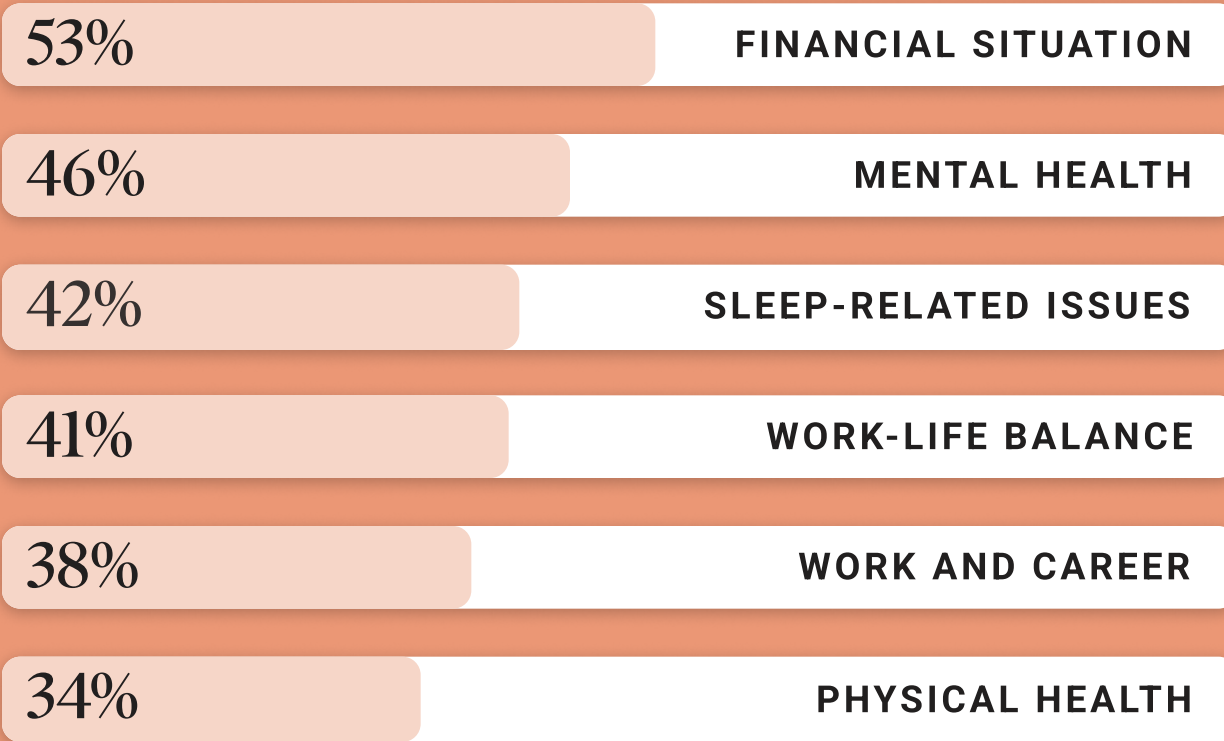
- 31% Stress or burnout from work demands
- 28% Stress from personal life
- 25% Financial concerns
- 25% High workload and pressure
- 22% Mental health
- 21% Sleep related issues

% who rank as top-3 challenge at work

Employees have difficulties accessing support.

Without timely and effective care, these challenges can compound, leading to lower engagement, decreased productivity, and higher turnover.

A significant number of employees report difficulty accessing the help they need for issues like:

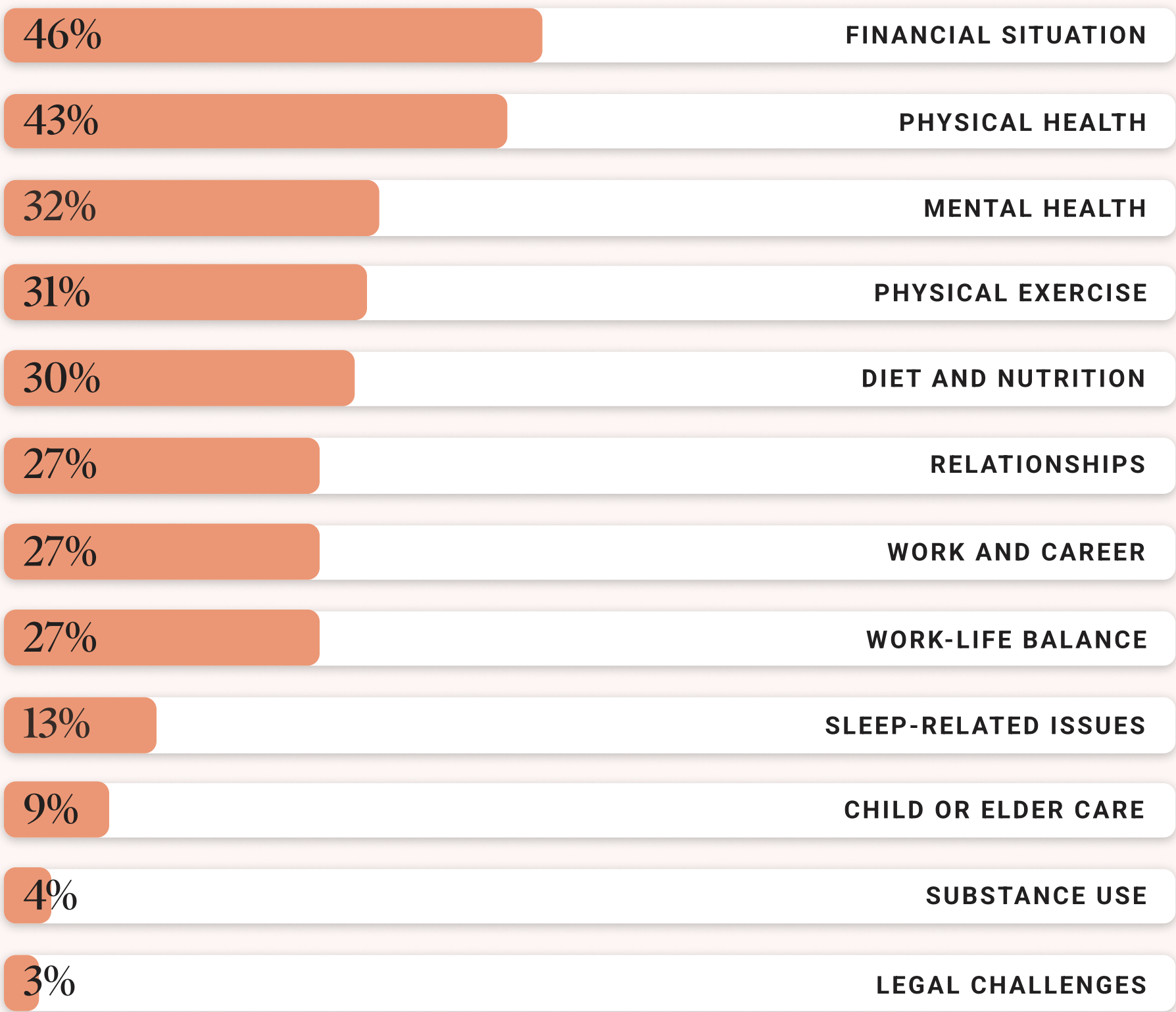


% facing difficulty accessing support

A desire for better well-being

Employees are actively looking for ways to improve their well-being. They’re prioritizing their health across multiple dimensions, with a strong focus on financial stability, mental health, and physical wellness. Notably, these are the same areas where they report the greatest struggles. This alignment shows that employees are aware of their needs and open to seeking support, creating an opportunity for employers to step in with meaningful, accessible solutions that drive real impact.

TOP PRIORITIES FOR CANADIANS IN 2025

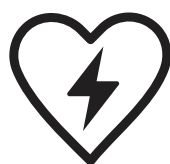


% ranking factor as top-3 priority

Financial stability and **physical health** are the top priorities for Canadians this year. This reflects the growing concerns about economic pressures and overall well-being. **Mental health, exercise, and nutrition** are also key areas of focus, reinforcing the need for a holistic approach to health.

Unsurprisingly, work-life balance and career-related factors are equally important, suggesting that employees are seeking stability both personally and professionally.

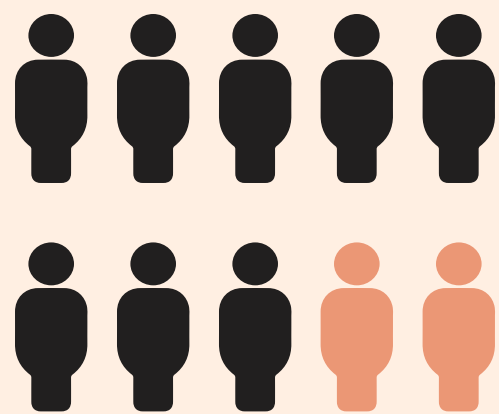
Because well-being is interconnected, organizations have an opportunity to proactively support employees through a range of comprehensive services, including financial wellness programs, mental health initiatives, and workplace flexibility.



A solution for a pressured workforce

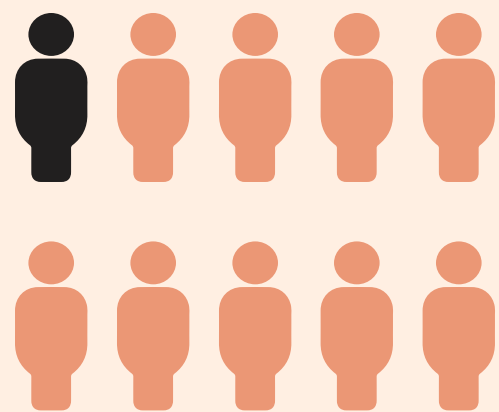
Mental and financial stress can take a toll on performance, making employee assistance programs (EAPs) essential. But simply offering an EAP isn't enough—it needs to be actively used. When employees engage with their benefits, the impact is clear: better personal and professional well-being.

There's a gap between availability of care and actual usage.

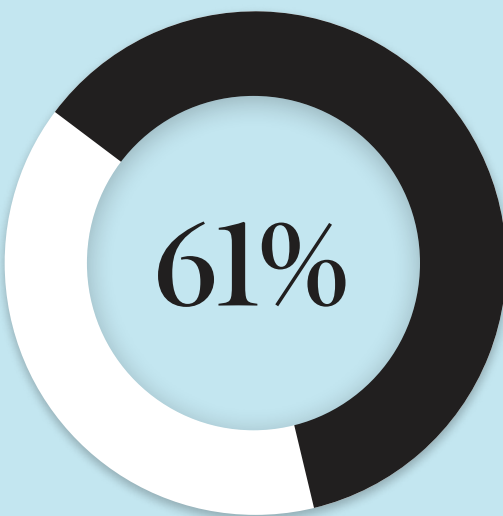


8 in 10
employers offer mental health support through an EAP.

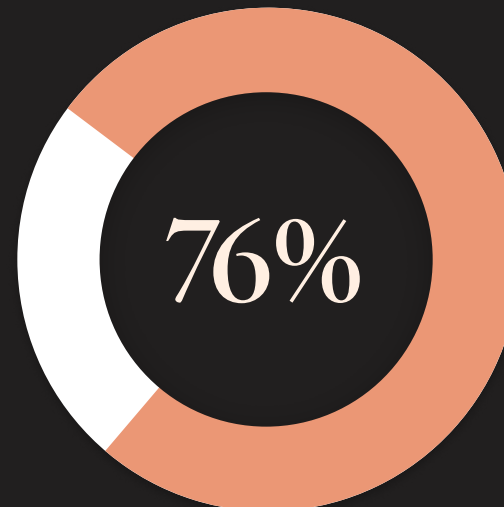
YET ONLY



1 in 10
employees with access use it frequently.



of employees **feel reassured knowing an EAP** is available even if they don't use it—suggesting that simply having an EAP creates a sense of security.



However, when EAPs are used, they drive measurable outcomes.

76% of employees say they **perform better** when they can effectively manage work-life challenges, reinforcing the link between well-being and workplace success.

Employees who actively use EAP services are better equipped to manage stress, feel more supported and motivated, and report improved mental health—driving higher productivity and engagement. But the current usage gap limits the true impact of EAPs on well-being.



More awareness needed for workplace benefits

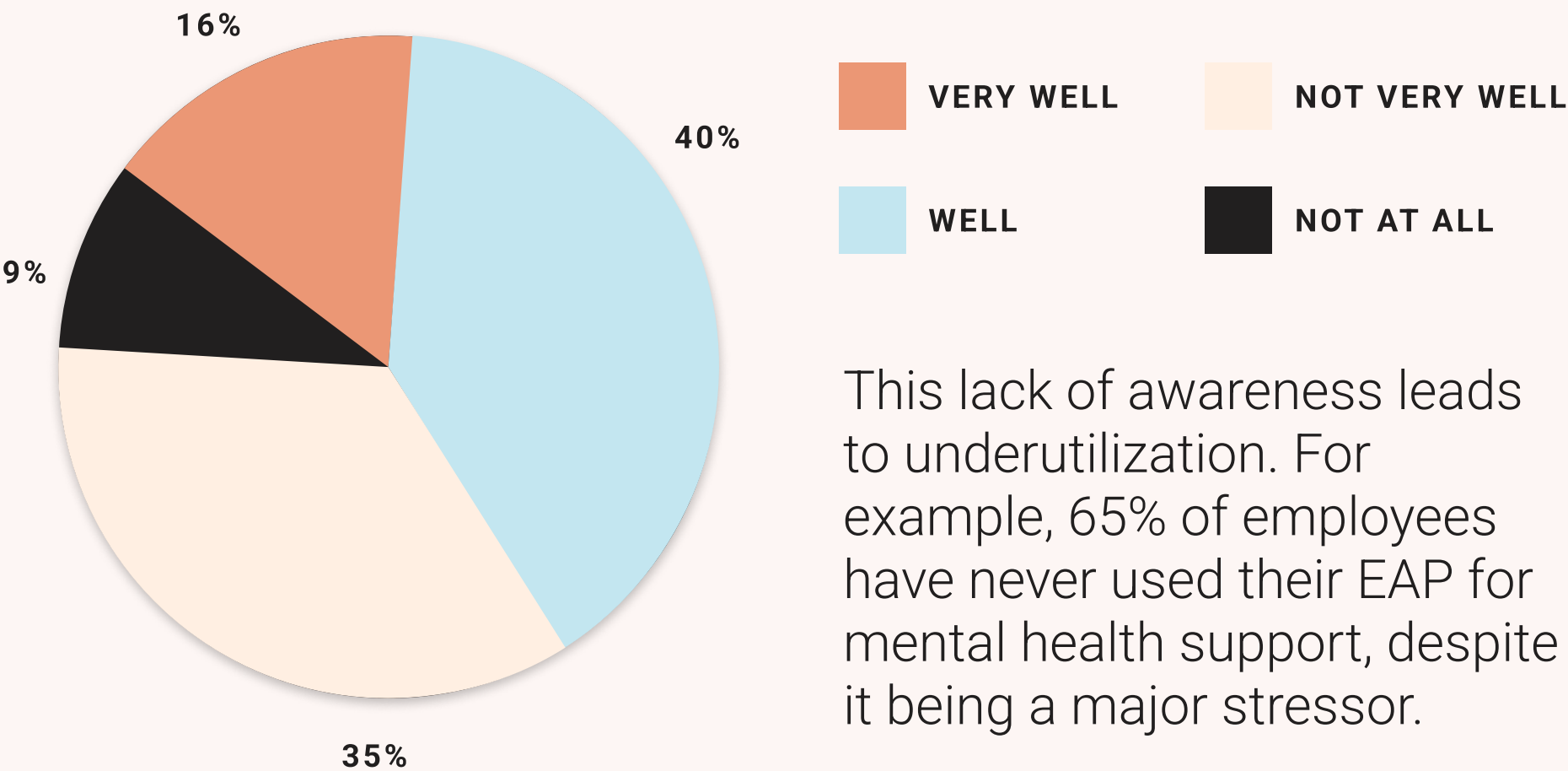
Employee assistance programs (EAPs) are designed to support well-being, yet many employees remain unaware of their full benefits or how to access them.

WHEN ASKED IF THEIR EMPLOYER OFFERS AN EAP...



Over half of employees say their company offers an EAP, but **only 16% of those employees fully understand what it includes.**

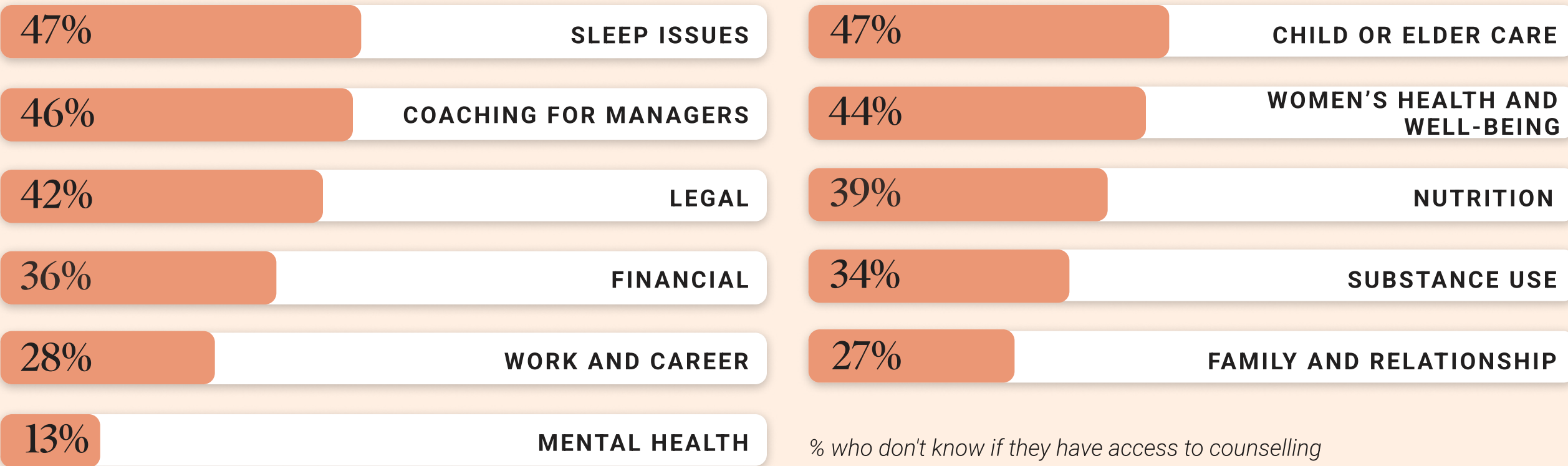
How well do employees understand their EAP offerings?



EAPs offer far more than mental health support, yet many employees **don't realize the full range of services available**. More than a third are unsure if their EAP includes essential resources like support for sleep issues, child and elder care, manager coaching, women's health, legal assistance, nutrition, and financial counselling.

While mental health is the most widely recognized benefit, employers have an opportunity to better communicate the full scope of support—ensuring employees understand and take advantage of available resources.

Too many employees don't know what their EAP offers.



37% of HR leaders believe **employees are not using EAPs** effectively, underscoring the need for better education and accessibility.

A dedicated customer success team can support with onboarding and ongoing engagement, helping to boost and maintain awareness with benefits.

Low utilization but high potential

Most employees turn to external professionals or informal support networks like friends and family when facing well-being challenges, but rarely to their workplace benefits. The highest reliance on employer benefits is for **financial concerns related to employment or job security** (9%), **mental health challenges** (10%), and **stress or burnout from work demands** (10%). Even then, usage remains relatively low.

Dialogue breaks this pattern by making EAP support more accessible through flexible in-person and virtual care options, and achieving higher-than-average utilization across Canadian organizations. This highlights what's possible when barriers to access are removed.

Among those who do use their EAP, satisfaction is high. An overwhelming 89% report that support for family and relationship issues was somewhat or very sufficient, followed by 86% for managing workload and deadlines, 84% for women's health, and 81% for mental health and substance use. These numbers highlight the strong potential of EAPs to deliver high-quality care—but only if employers can break down the barriers that keep employees from using them.

Among employees who have used their EAP, most report the support to be sufficient.

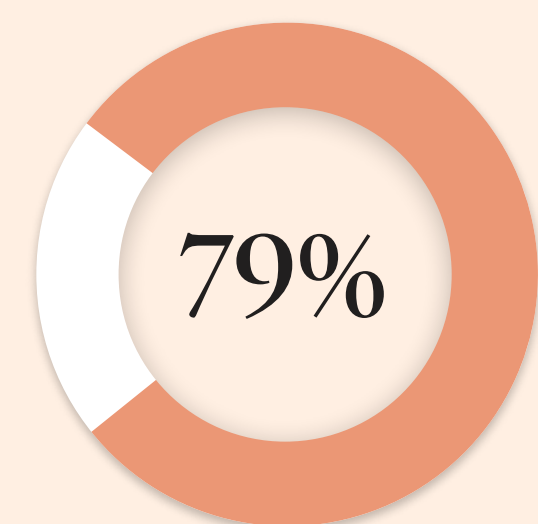


Base: Employees who have used their employer-provided EAP and are currently seeking support through those benefits for each issue. Scores reflect % who say the support is sufficient.

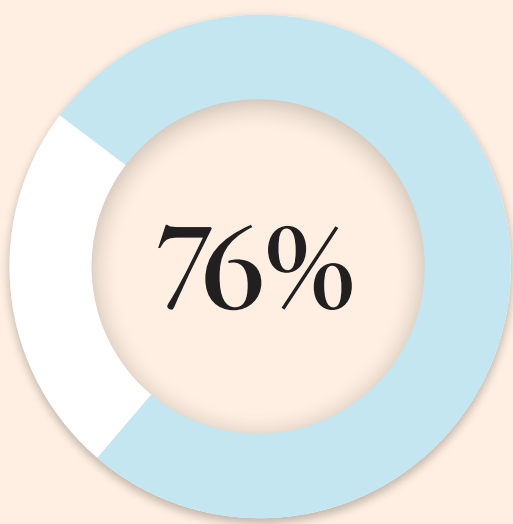
EAPs perceived to have a measurable impact

HR professionals recognize the impact of EAPs.

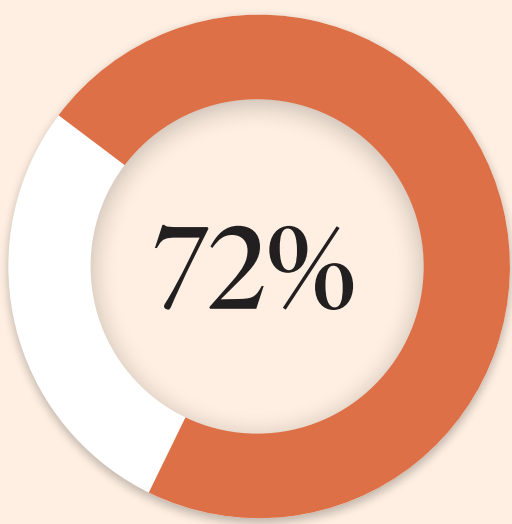
EAPs positively impact employee engagement, absenteeism, and retention, with over 70% of HR professionals reporting at least a moderate impact.



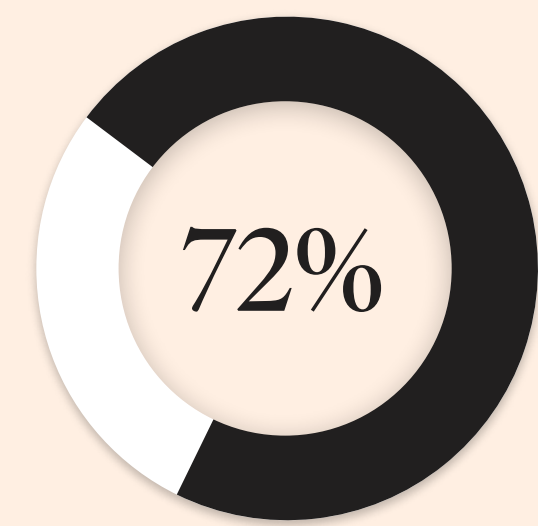
Enhanced employee engagement



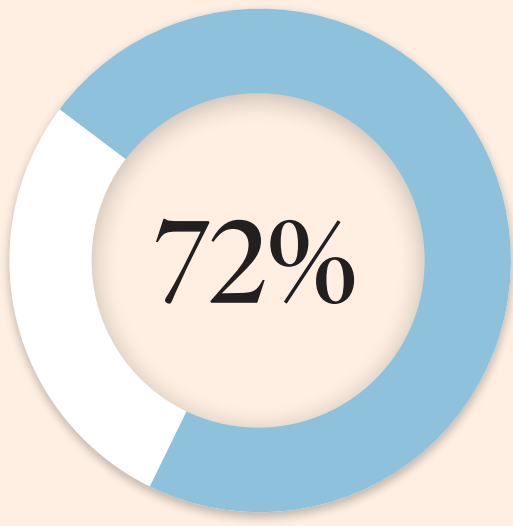
Reduced leaves of absence



Reduced absenteeism



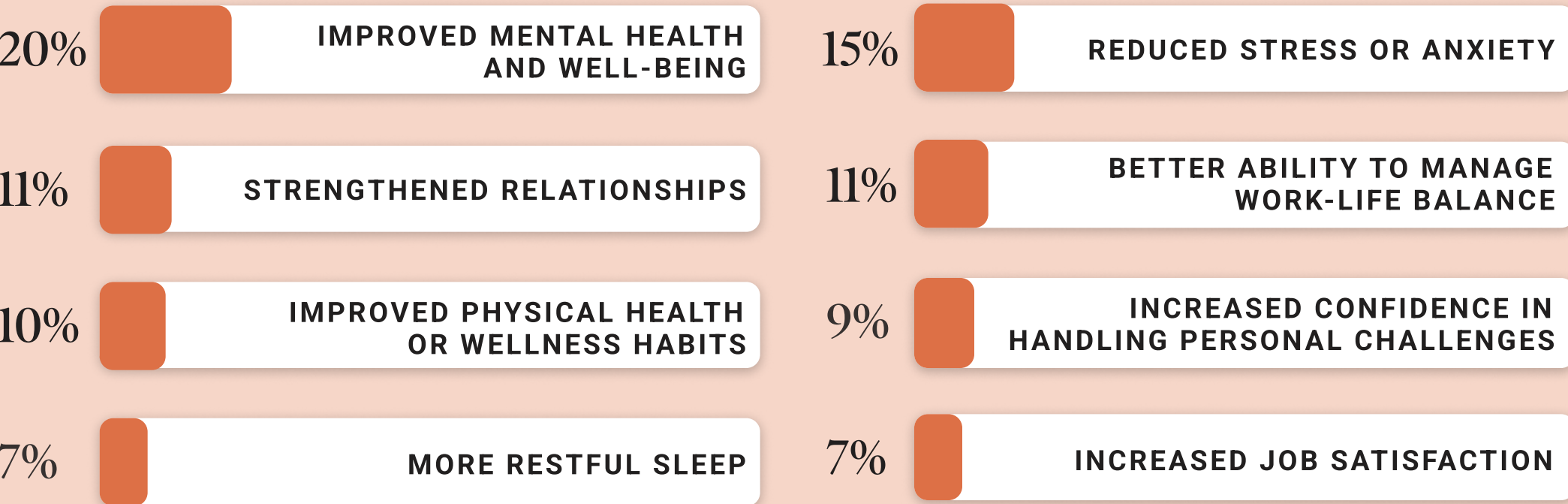
Increased productivity



Improved retention

Employees who use their EAP report meaningful benefits.

The top benefits of EAP usage are improved mental health and reduced stress or anxiety, followed by strengthened relationships and better ability to manage work-life balance.



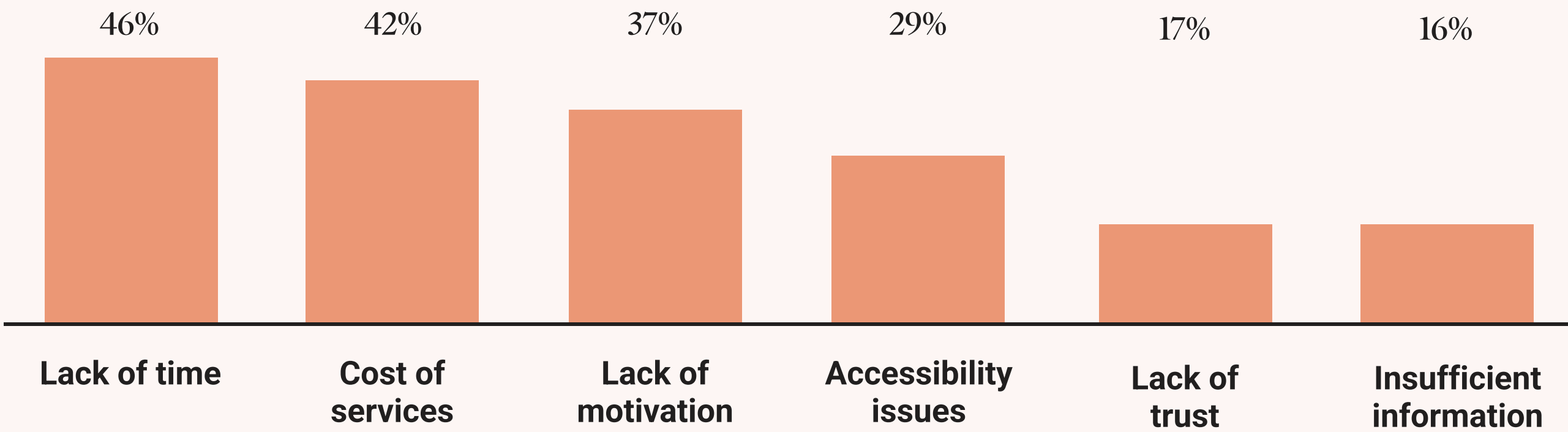
% who report benefits from EAP



To maximize the impact of EAPs, employers must bridge the awareness gap by improving communication, simplifying access, and highlighting the breadth of available support. By doing so, organizations can drive greater engagement, well-being, and productivity, ensuring employees get care.

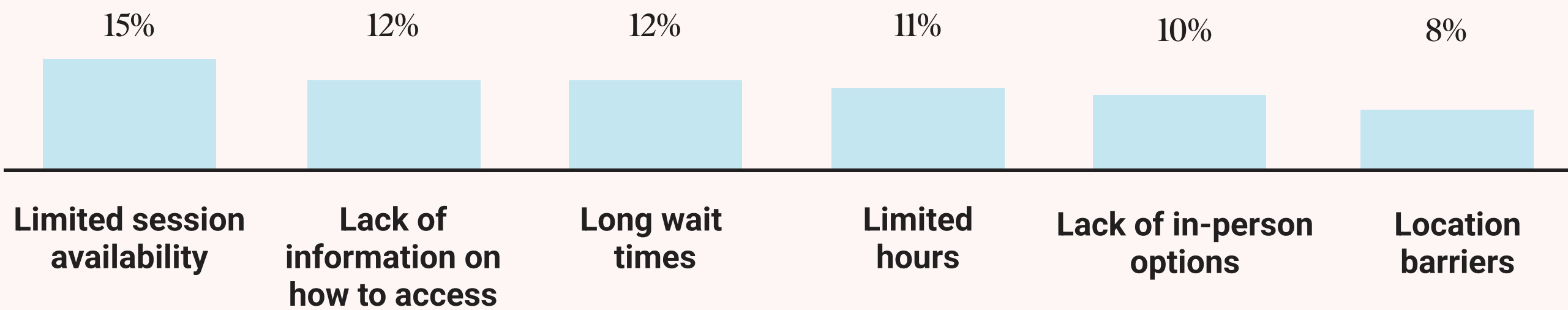
Accessibility remains a major barrier

Despite availability of wellness resources, some employees struggle to access the support they need due to key barriers.



Some face issues that specifically restrict their ability to access an EAP, including limited session availability (15%), lack of information on how to access services (12%), and long wait times (12%). These obstacles not only reduce engagement but also prevent employees from getting the help they need when they need it most—undermining the very purpose of workplace well-being programs.

Top barriers to EAP access

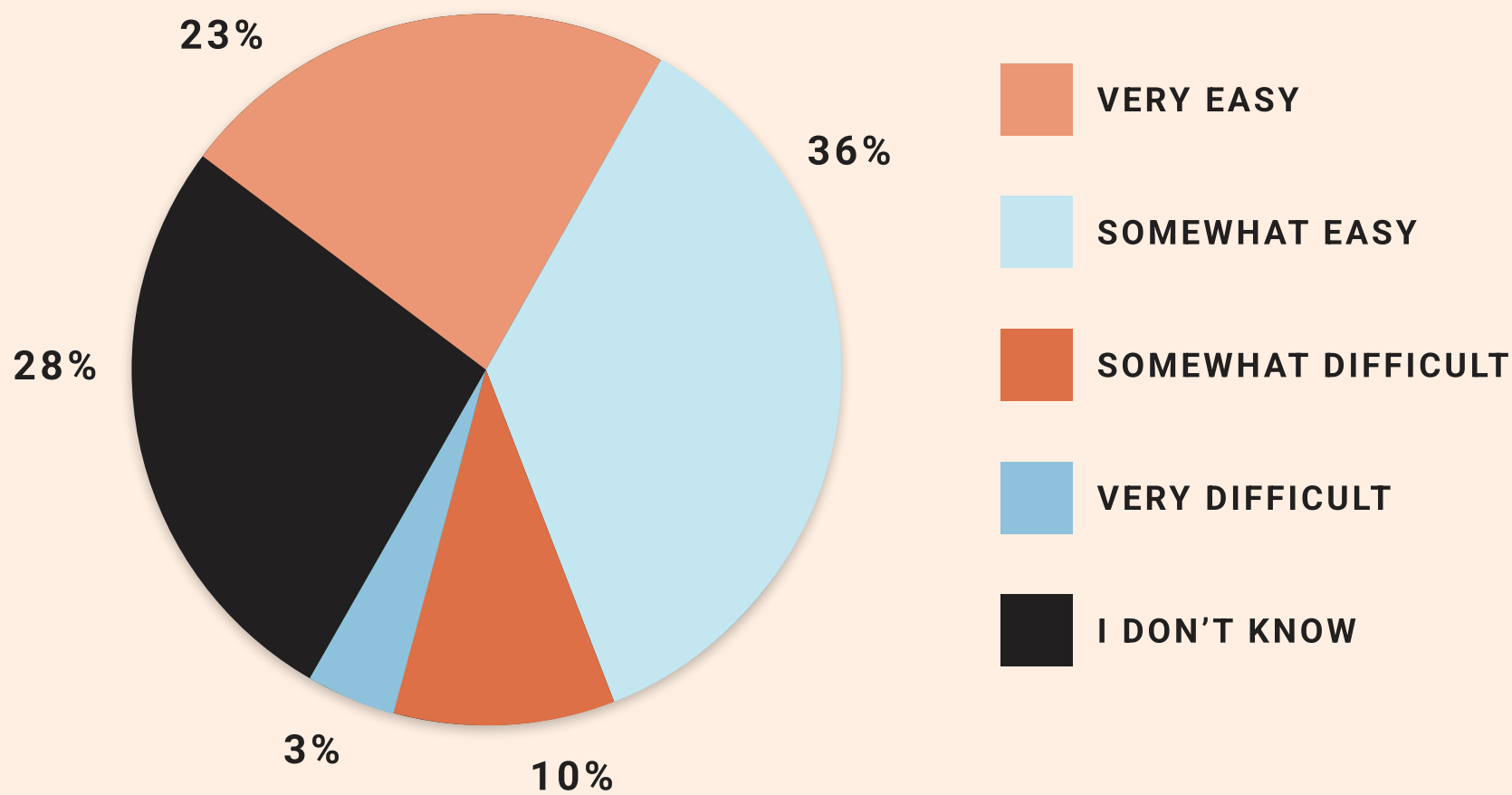


Flexible access options can improve engagement.

While 59% of employees find EAP services easy to access, 28% remain unsure, indicating a lack of awareness and education on how to use these services. Preferences for support also vary: 34% of employees prefer in-person services, 29% favour virtual, and 37% want a mix of both. **Relying on a one-size-fits-all approach may leave significant portions of the workforce underserved.**

To overcome common accessibility challenges, employers should ensure EAPs offer both digital and in-person options, making it easier for employees to engage with the care they need in a way that works best for them.

Ease of accessibility of EAP

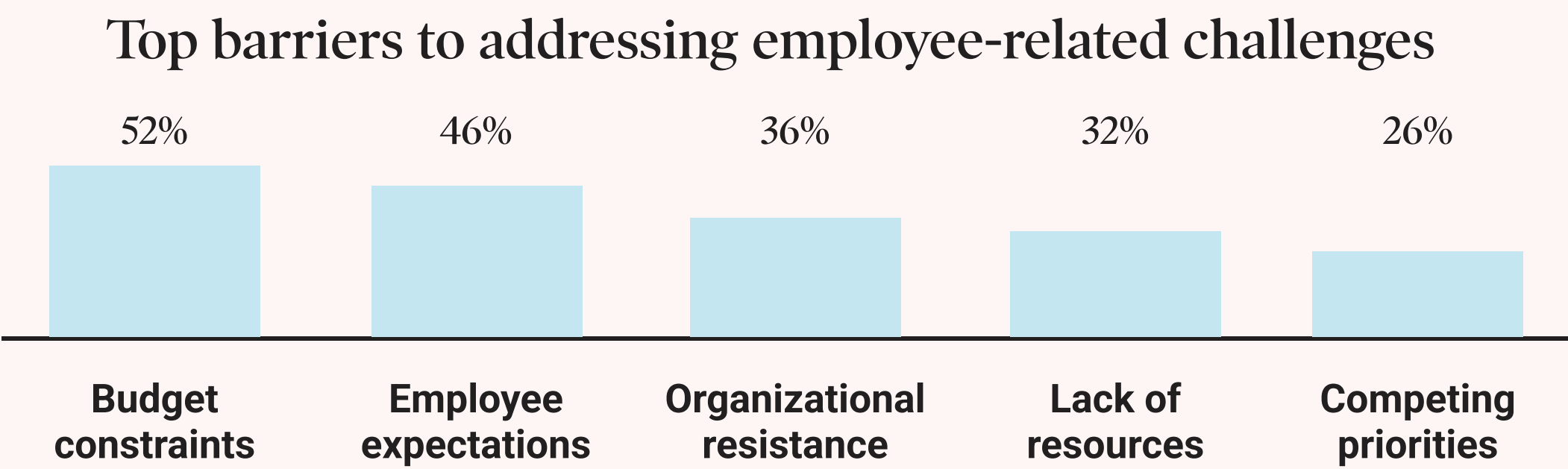


Employers also face barriers to improving well-being support

HR professionals indicate that **productivity** (77%), **employee engagement and job satisfaction** (73%), and **talent attraction and retention** (67%) are key organizational challenges. While workplace stress (58%) and absenteeism (53%) are also significant concerns, underlying drivers – such as burnout (43%), financial stress (37%), and substance use (41%) receive comparatively less attention.

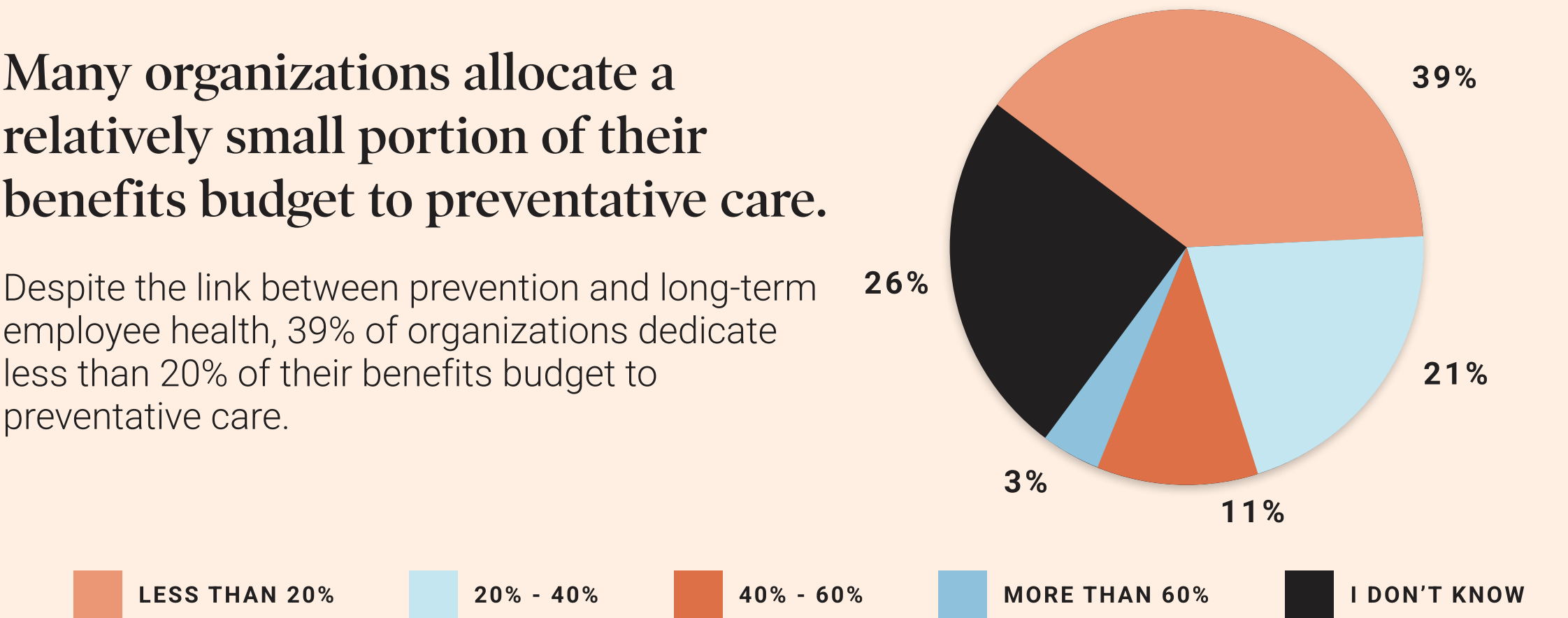
This performance-focused lens is understandable, but it risks overlooking preventable, long-term health issues that impact engagement, absenteeism, and workforce resilience. Addressing mental health and lifestyle challenges proactively could help mitigate these risks. By expanding their approach to include preventable underlying issues, HR leaders can create a stronger foundation for both employee well-being and business success.

Even when organizations are committed to enhancing wellness offerings, internal hurdles, like limited resources and complex approval processes, can stand in the way.



Many organizations allocate a relatively small portion of their benefits budget to preventative care.

Despite the link between prevention and long-term employee health, 39% of organizations dedicate less than 20% of their benefits budget to preventative care.

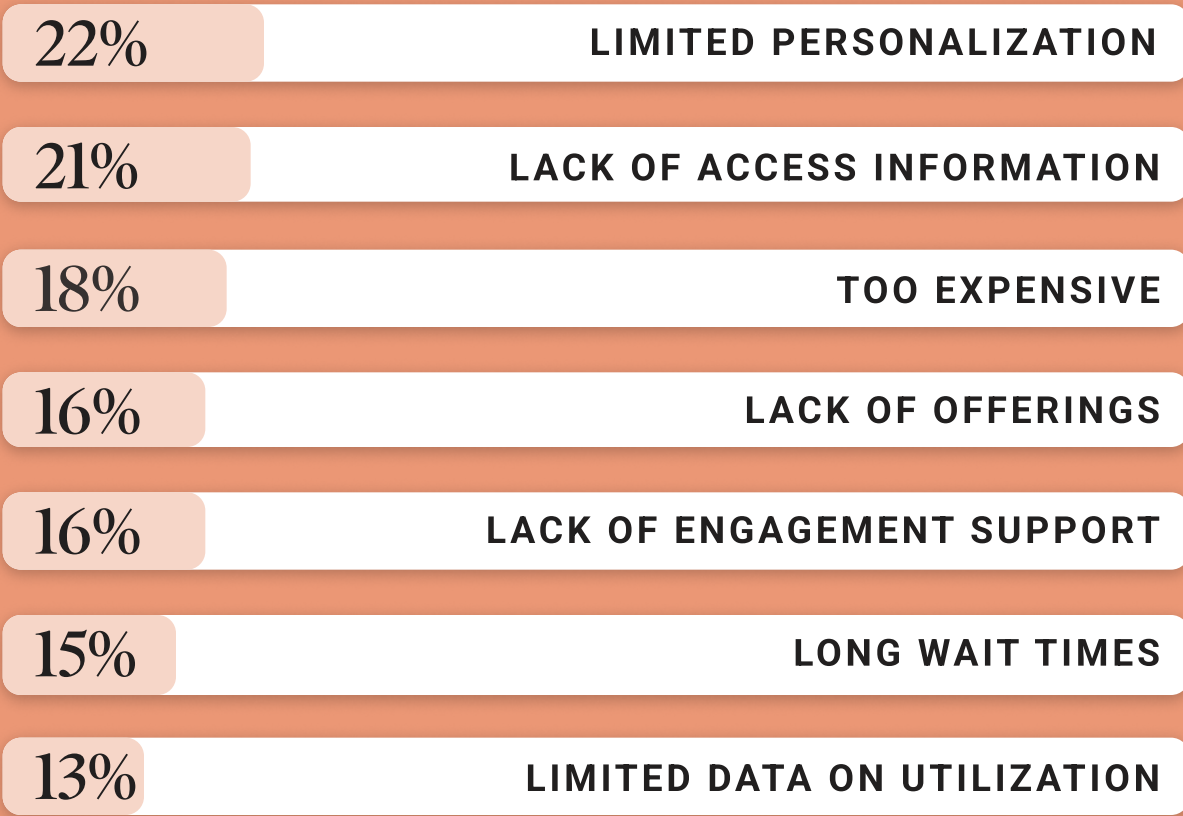


Dialogue’s EAP offers access to self-serve resources focused on prevention, helping employees prioritize well-being today and reduce health costs down the line.

Top challenges with benefits providers

HR professionals cite limited personalization (22%) and lack of information on how to access services (21%) as top challenges with EAP and benefits providers.

Less pressing but still significant are inadequate engagement support (16%), long wait times (15%) and a lack of utilization data (13%), which highlight operational gaps that can impact employee experience.

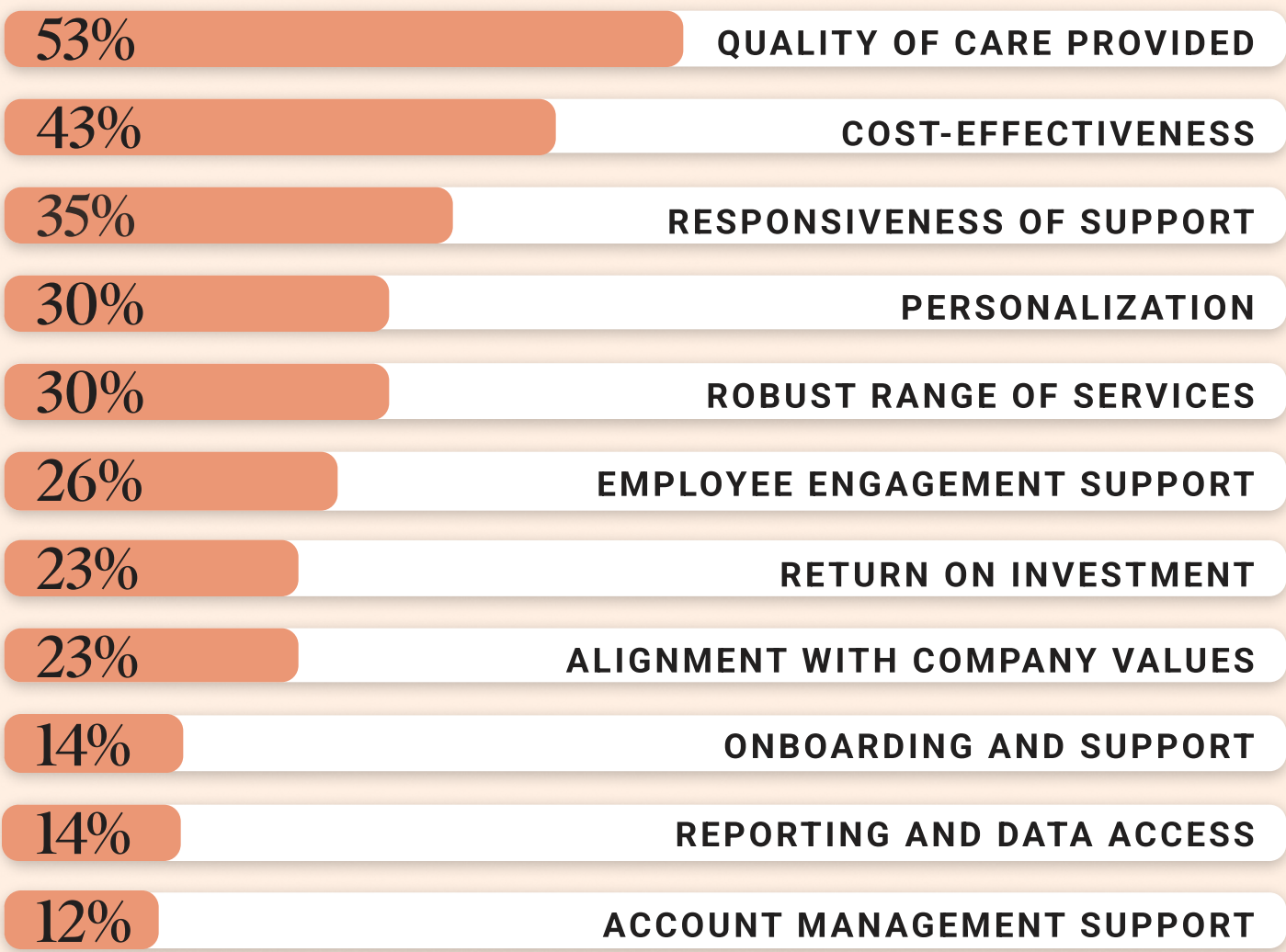


Untapped potential of employee assistance programs

Employers seek high-quality, high-value EAP solutions.

From an organizational perspective, **53% say quality of care is a top priority**. Other key priorities include cost-effectiveness (43%), responsiveness (35%), personalization (30%), and offering a robust range of services (30%) to meet diverse workforce needs.

What employers prioritize when selecting an EAP



% who selected factor as top 3

And employees want care that is fast, secure, personalized, easy to access, and consistent.

Despite being widely available, many EAPs fail to deliver on these essentials, falling short of fully meeting employee needs and employer expectations.

94% say good response times are important to them.

93% say confidentiality and privacy are important to them.

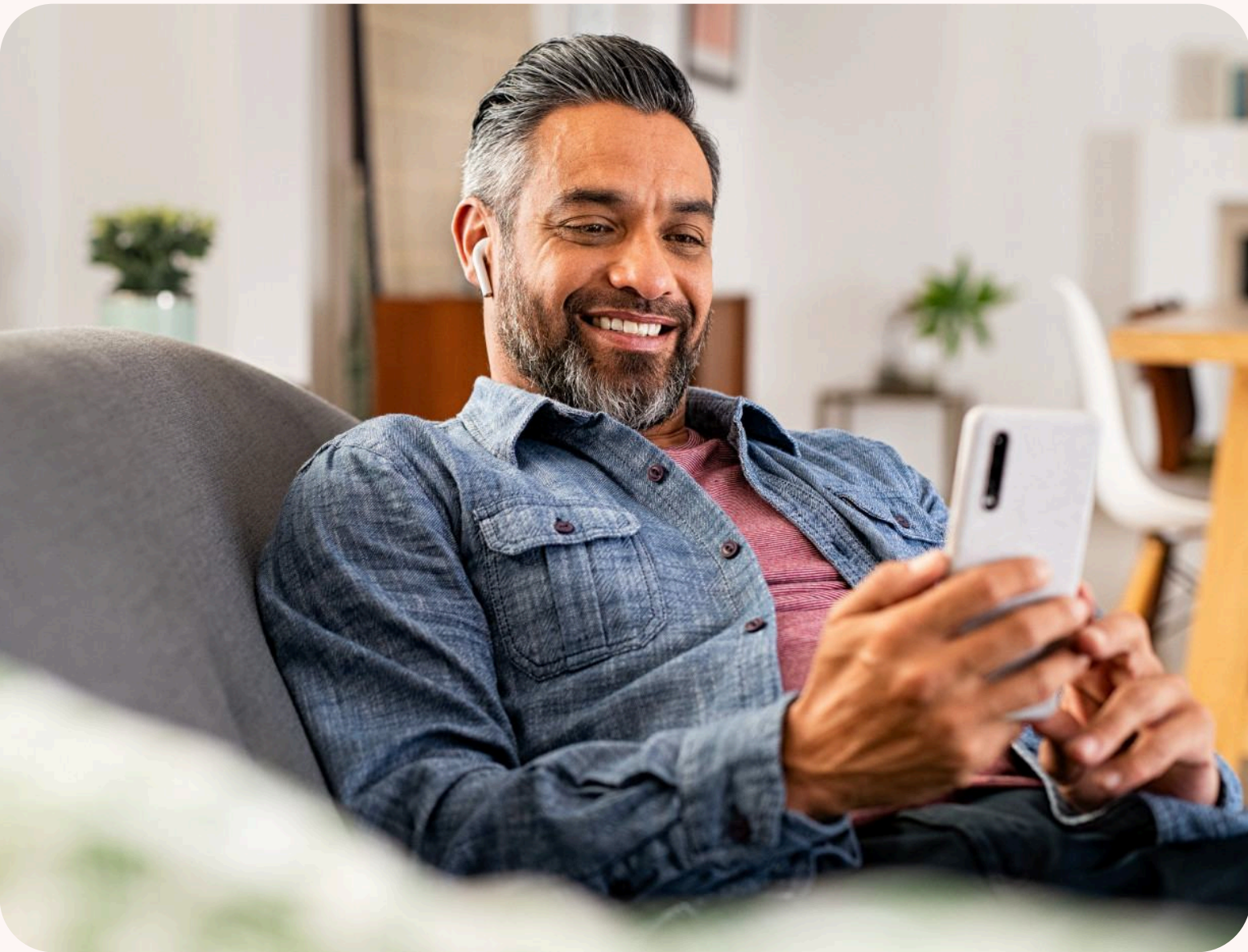
92% say the ability to choose a practitioner is important to them.

92% say the ability to continue with the same practitioner is important to them.

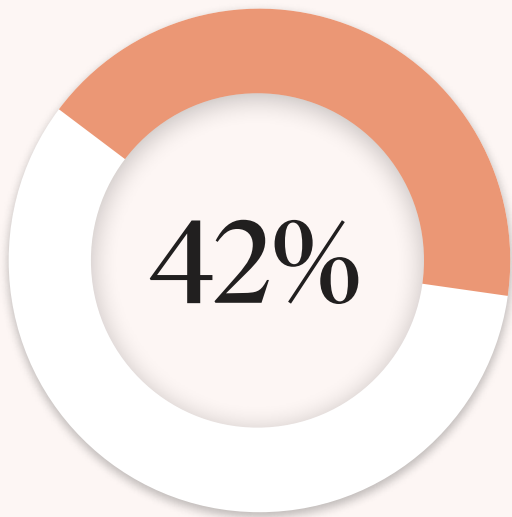
91% say the ability to choose how to access support is important to them.

To unlock the full value of EAPs, companies must align offerings with what employees truly want—personalized, high-quality care that is easy to access and navigate.

Dialogue offers exactly that: a high quality care model with fast response times, mental health provider selection, and continuity of care—leading to healthier teams and stronger business outcomes.



Meeting evolving employee expectations



of companies plan to increase wellness investments

Organizations recognize that investing in employee well-being is no longer optional—it’s essential. 42% of companies plan to increase wellness investments, signalling a growing commitment to holistic employee health. However, simply offering an EAP is not enough. Employees expect flexibility, personalization, and seamless access to support services that fit their unique needs and busy lifestyles.



Only 3 in 10 employees

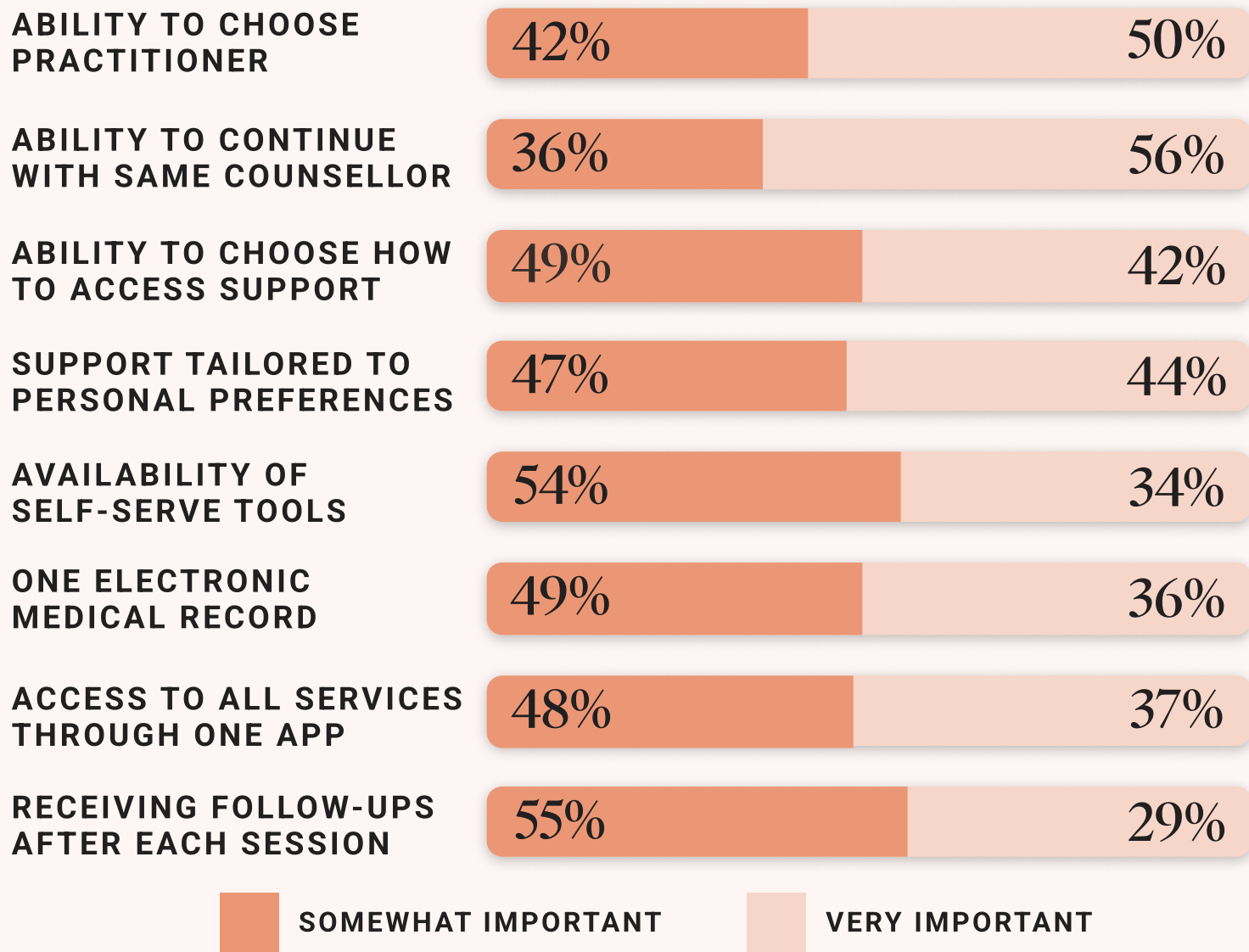
with access to an EAP are satisfied with the quality of care and how it aligns with their personal needs and goals. This highlights a clear opportunity for benefits providers to improve services to better meet expectations.



Must-have features for employees

Traditional one-size-fits-all EAPs have limitations, and employees are candid about what they need in a modern solution.

WHAT EMPLOYEES EXPECT FROM EAPS

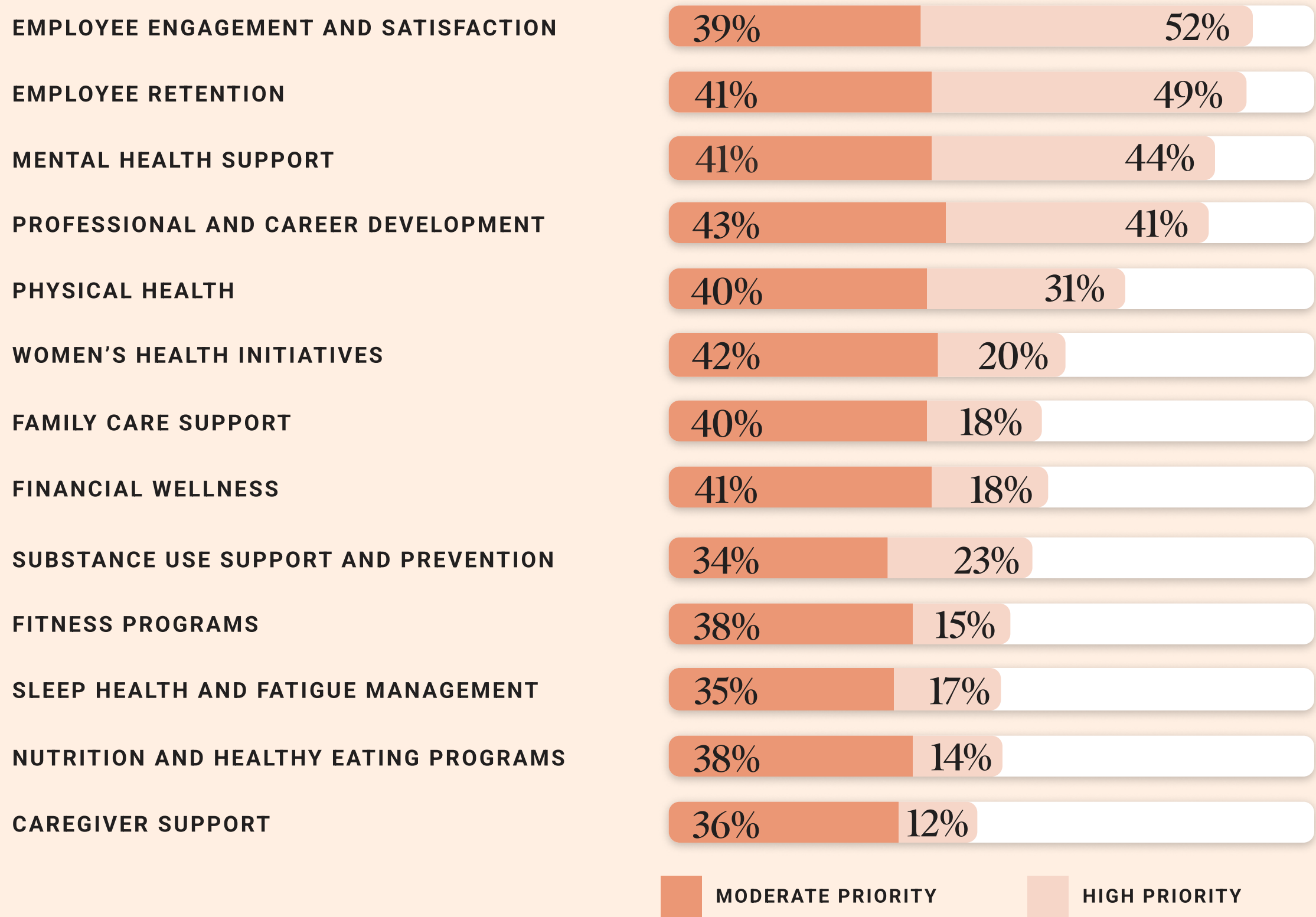


The future of workplace well-being is clear: companies that want to stay competitive must modernize their EAP by investing in virtual-first, personalized, and proactive support. Hybrid access, integrated services, and holistic wellness are the new standards shaping the next phase of workplace well-being.

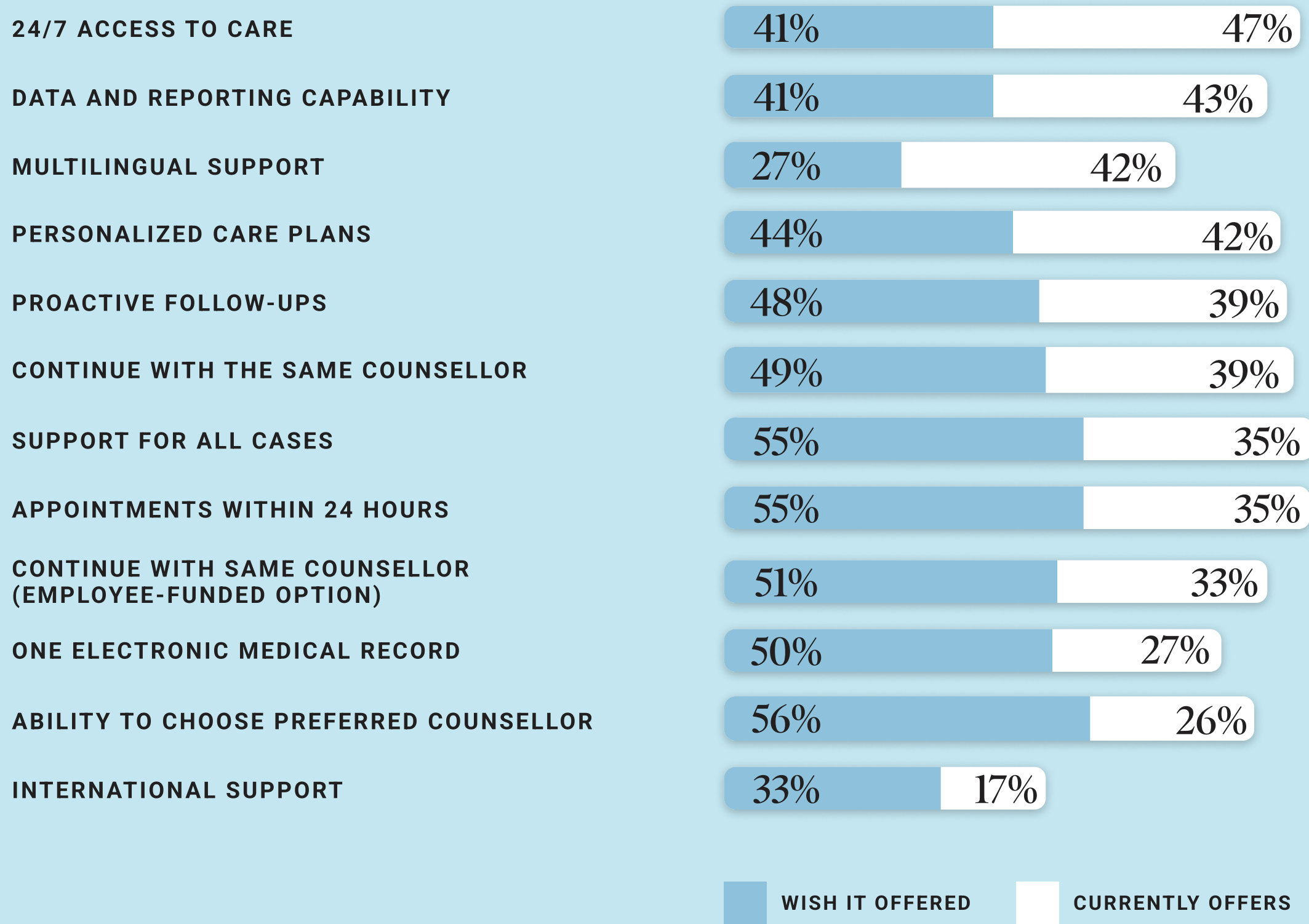
Organizations must align investments with employee needs

Employers are prioritizing **engagement** (91%), **retention** (89%), and **mental health support** (85%) over the next 3–5 years, recognizing well-being as a business imperative. Many of the gaps HR leaders see in their current benefits mirror what employees want—expanded access, more personalized care, and seamless service continuity. Investing in these areas not only strengthens employee well-being but also improves satisfaction, retention, and workplace success.

Top organizational priorities for employee wellness over the next 3–5 years



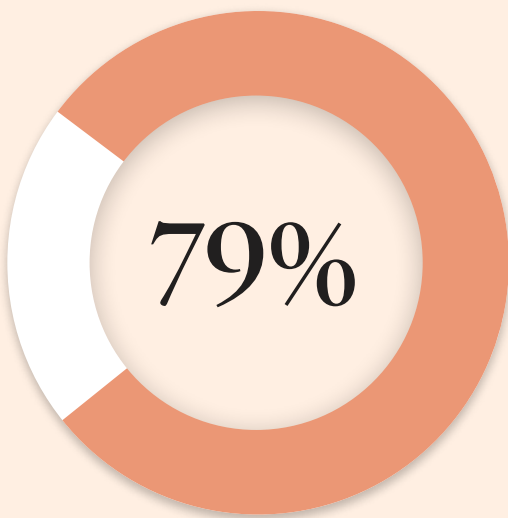
HR professionals reveal key features missing from their EAP



The case for a stronger EAP

EAPs are underutilized but have high potential.

Beyond reactive support, they can drive engagement and improve overall well-being.

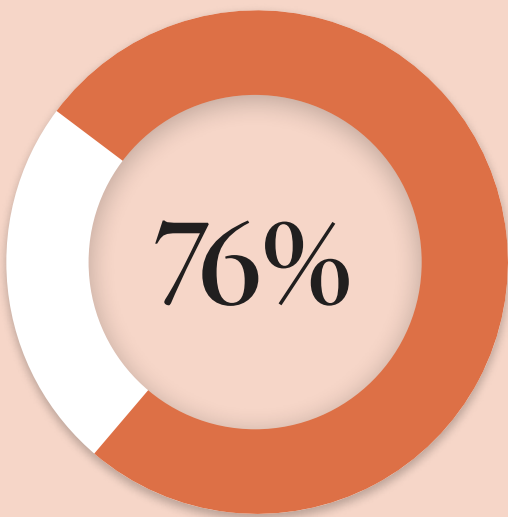


of HR professionals say EAPs have a positive impact on employee engagement. While 77% of employers offer mental health support, only 11% of employees with access use it frequently.

This reinforces the need for better communication and engagement strategies.

With effective support comes better performance.

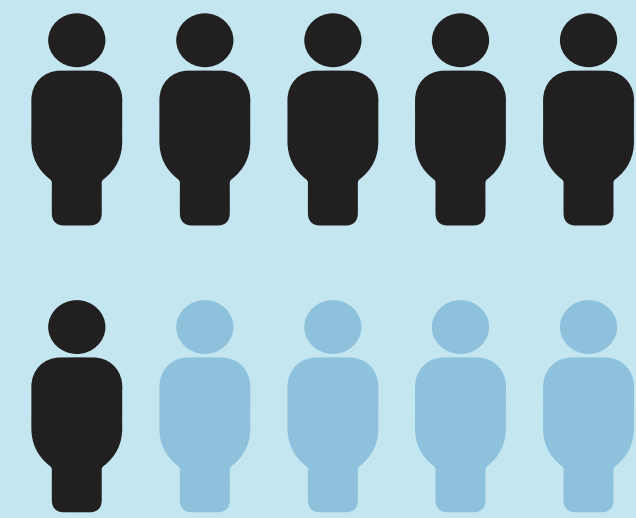
When employees can access the support they need, the impact is clear.



report improved performance when they can effectively manage work-life challenges.

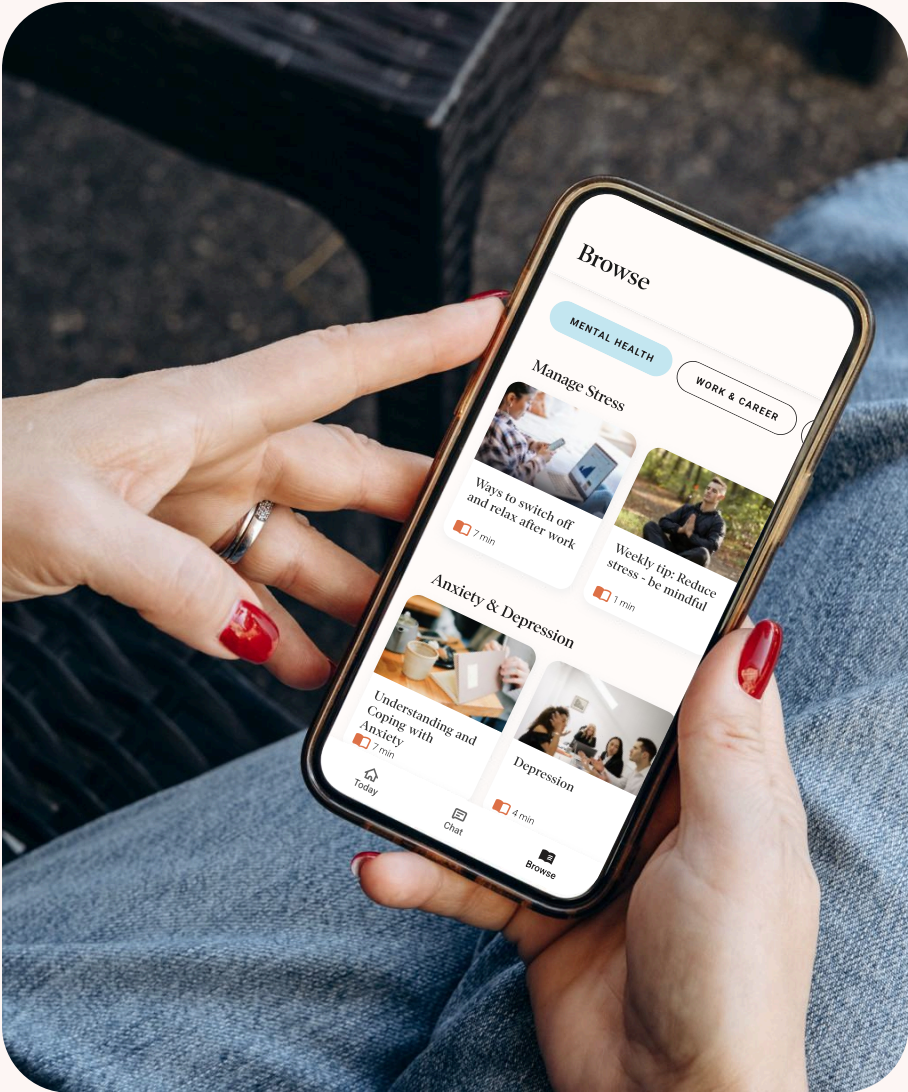
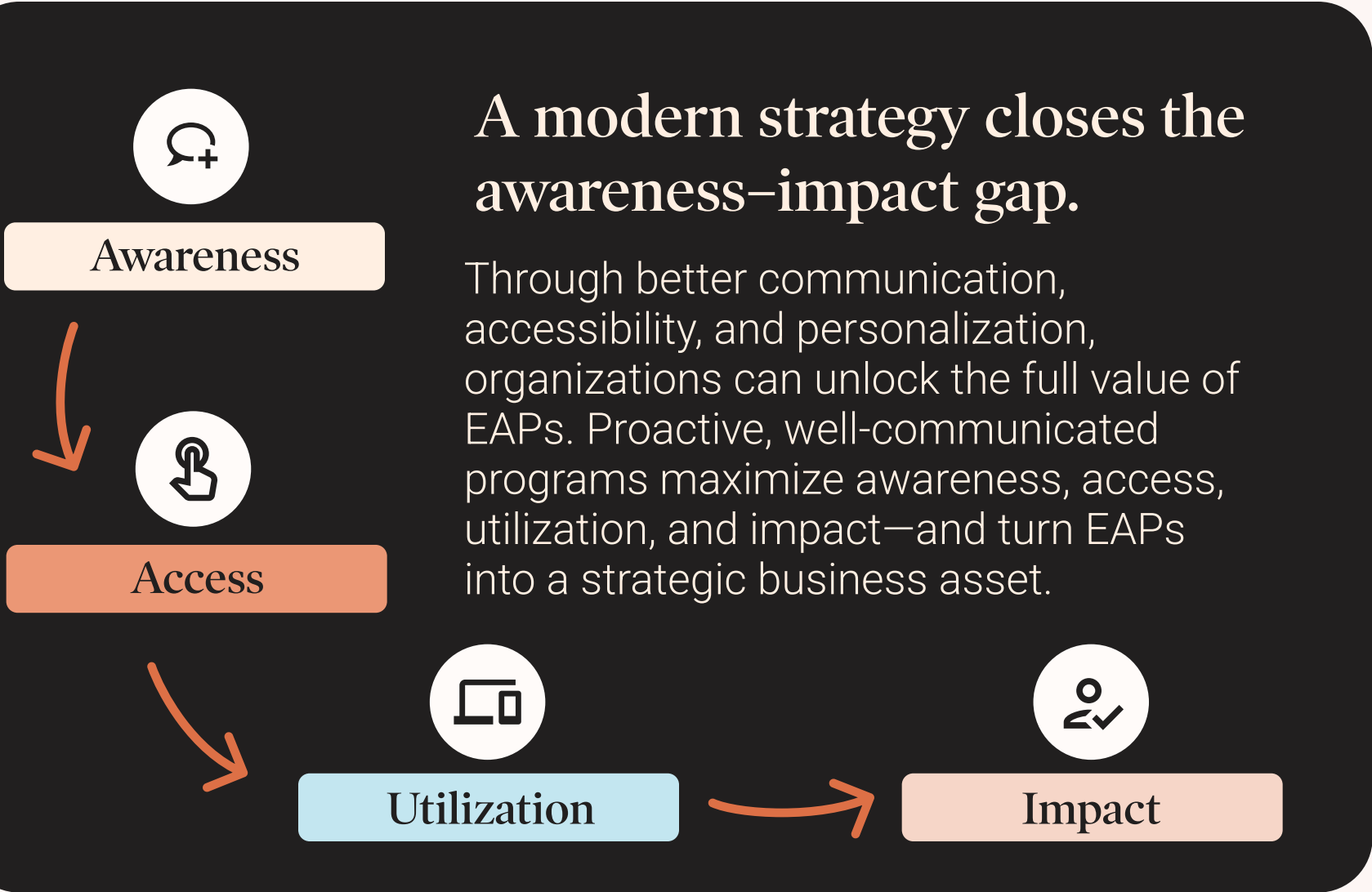
Strengthening EAP engagement through better awareness, improved accessibility, and high-quality service delivery can help organizations reduce stress-related productivity losses, enhance employee retention, and foster a healthier workforce.

The right EAP partner makes it easy to boost awareness.



61% of employees say that simply knowing an EAP is available provides reassurance, demonstrating the value of visible support, even before utilization.

A strong EAP presence can create a culture of care and safety.



Opportunities to strengthen EAP engagement and impact

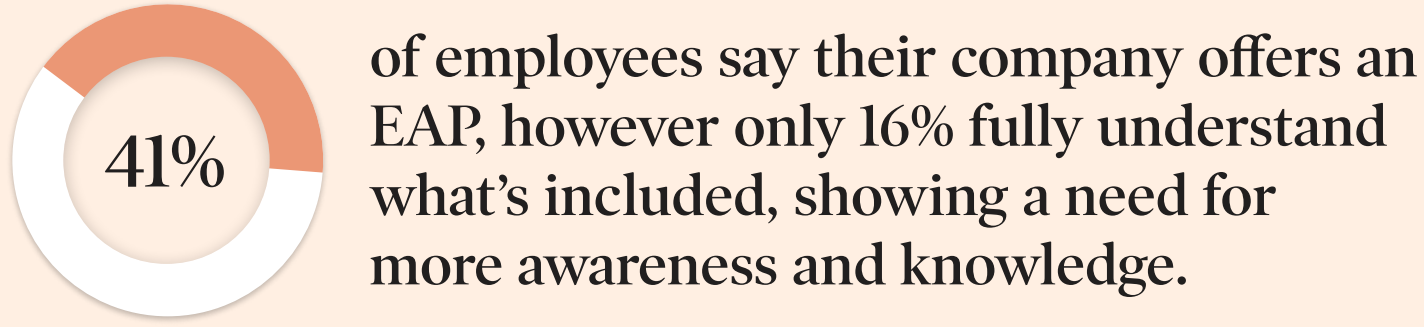
Increase awareness and utilization

ADDRESS THE KNOWLEDGE GAP.



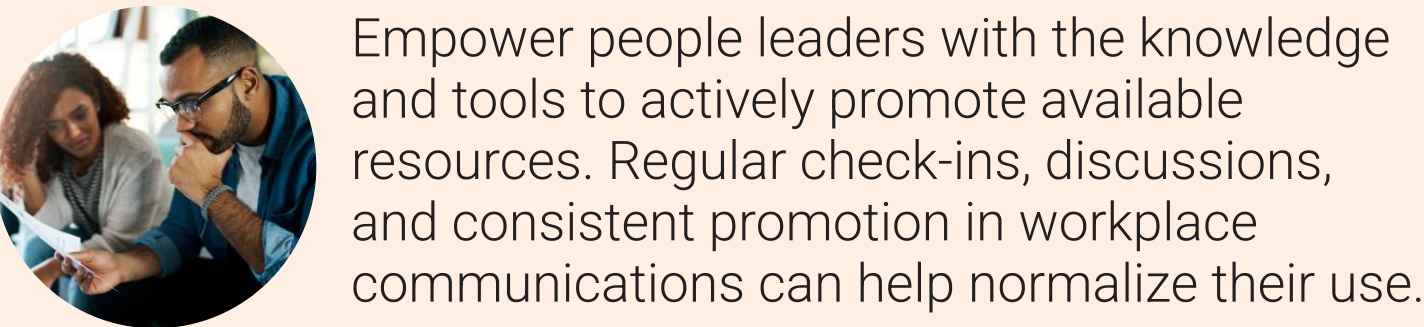
Dialogue’s EAP supports all issues through consultation, coaching, or navigating to external resources, so employees never feel like care is unclear or lacking.

COMMUNICATE PROACTIVELY.



Dialogue’s dedicated Customer Success team provides hands-on support with tailored onboarding and engagement initiatives, which lead to higher-than-average utilization rates

EMBED EAP AWARENESS INTO WORKPLACE CULTURE.

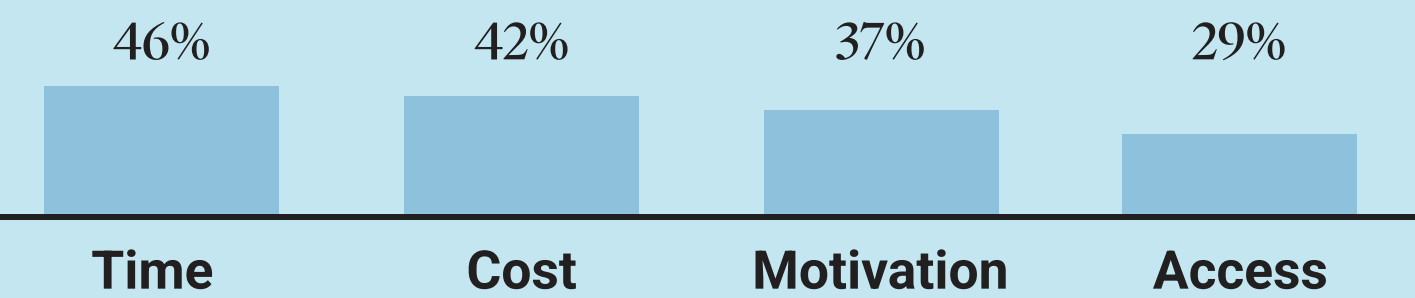


Empower people leaders with the knowledge and tools to actively promote available resources. Regular check-ins, discussions, and consistent promotion in workplace communications can help normalize their use.

Remove barriers to access EAPs

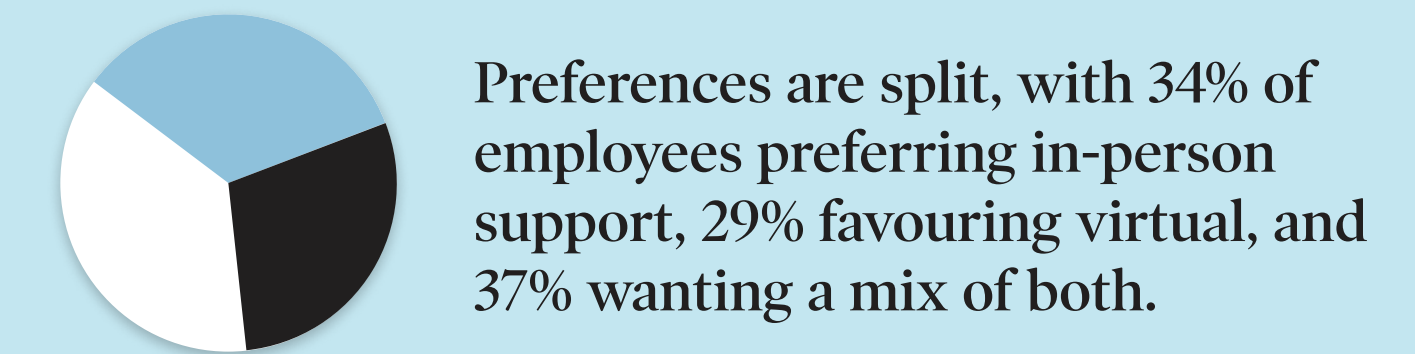
SIMPLIFY ACCESS TO CARE.

Employees struggle to prioritize their well-being due to common barriers.



Organizations can alleviate these challenges by choosing an employer-funded platform like Dialogue that centralizes access to all services into one easy-to-use app.

OFFER FLEXIBLE ACCESS OPTIONS.



SIMPLIFY ACCESS TO CARE.

Employees report barriers such as limited session availability, long wait times, and lack of appointment options, all of which contribute to low utilization.

Dialogue’s EAP offers virtual appointments within 24 hours and the flexibility to choose in-person support, so getting help is hassle-free.

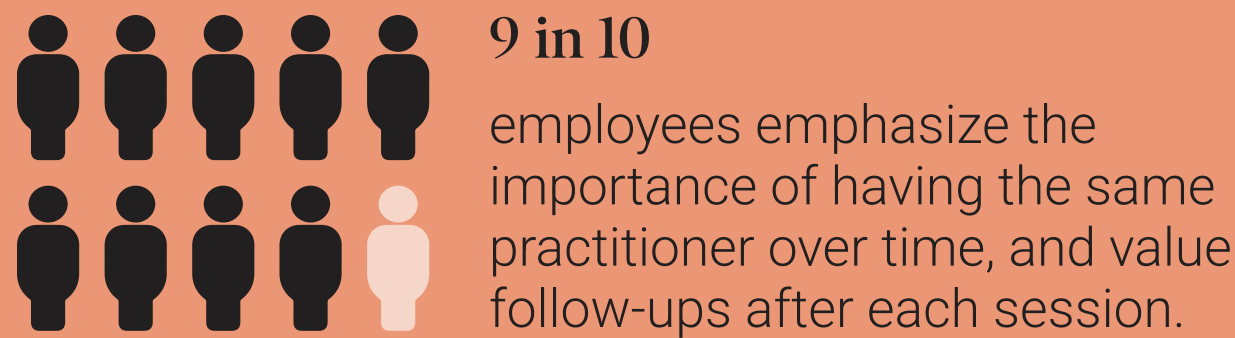
Deliver a tailored, high-quality care experience

CONSIDER EMPLOYEE NEEDS AND PREFERENCES.

Employees place importance on fast response times (94%), confidentiality (93%), and mental health practitioner selection (92%).

With a clinically vetted in-house care team and a single electronic medical record, Dialogue ensures faster consultations, choice of provider, seamless care.

SUPPORT EMPLOYEES THROUGHOUT THEIR HEALTH JOURNEY.



EAPs should provide continuity of care to ensure members remain engaged in their care plans, receive the right support for their specific needs, and achieve healthy outcomes.

FOCUS ON QUALITY TO DRIVE LONG-TERM VALUE.

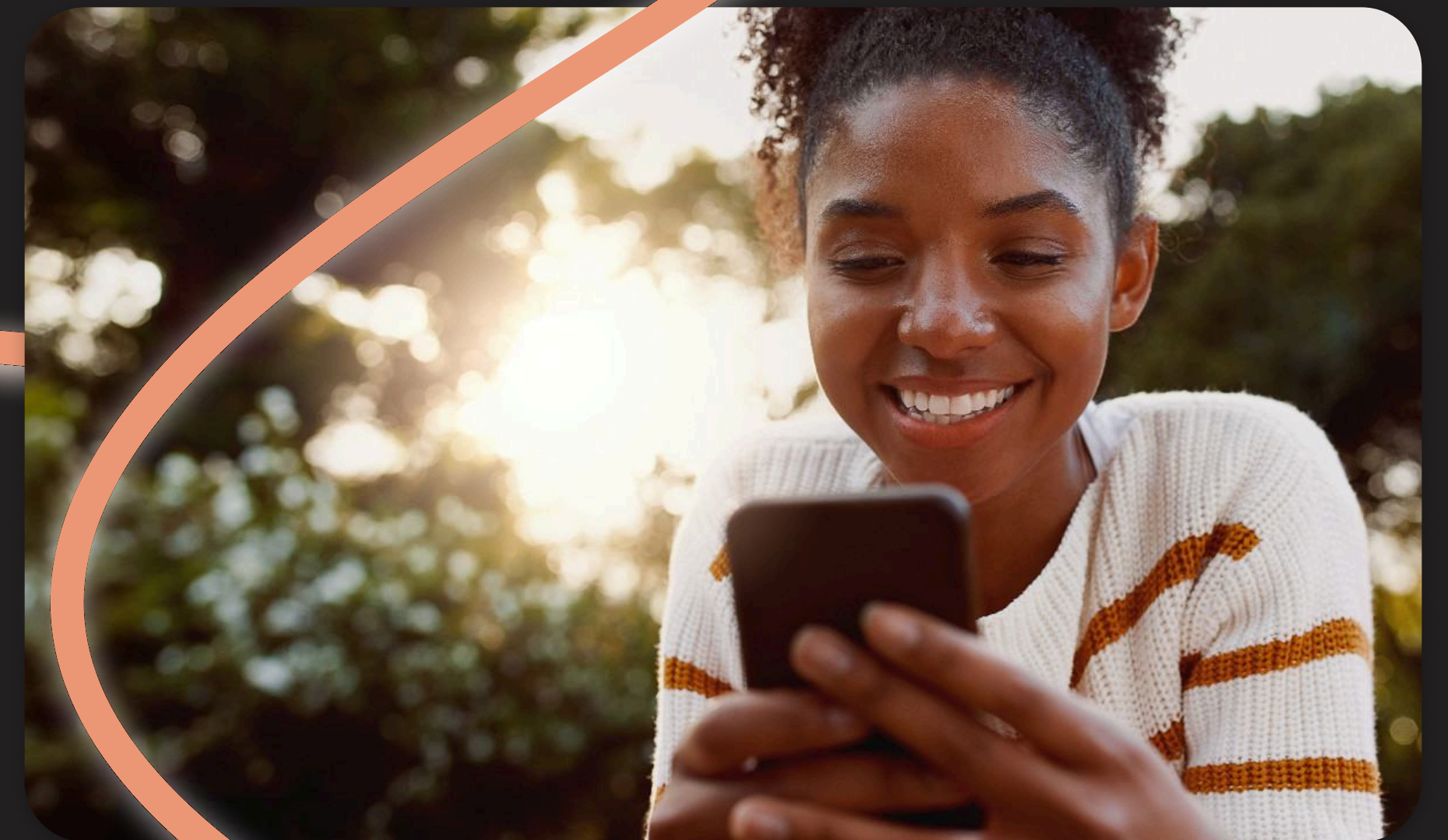
When evaluating EAP providers, employers rank quality of care (53%) as a top priority, even above cost considerations (43%). Investing in an EAP that **adheres to the highest standards of care**, safety, and quality can result in healthier employees, reduced absenteeism, and a measurable ROI.

What's next?

Dialogue could be the benefits partner you've been looking for. See how our Employee Assistance Program can support your organization.

LEARN MORE TODAY

3



Appendix

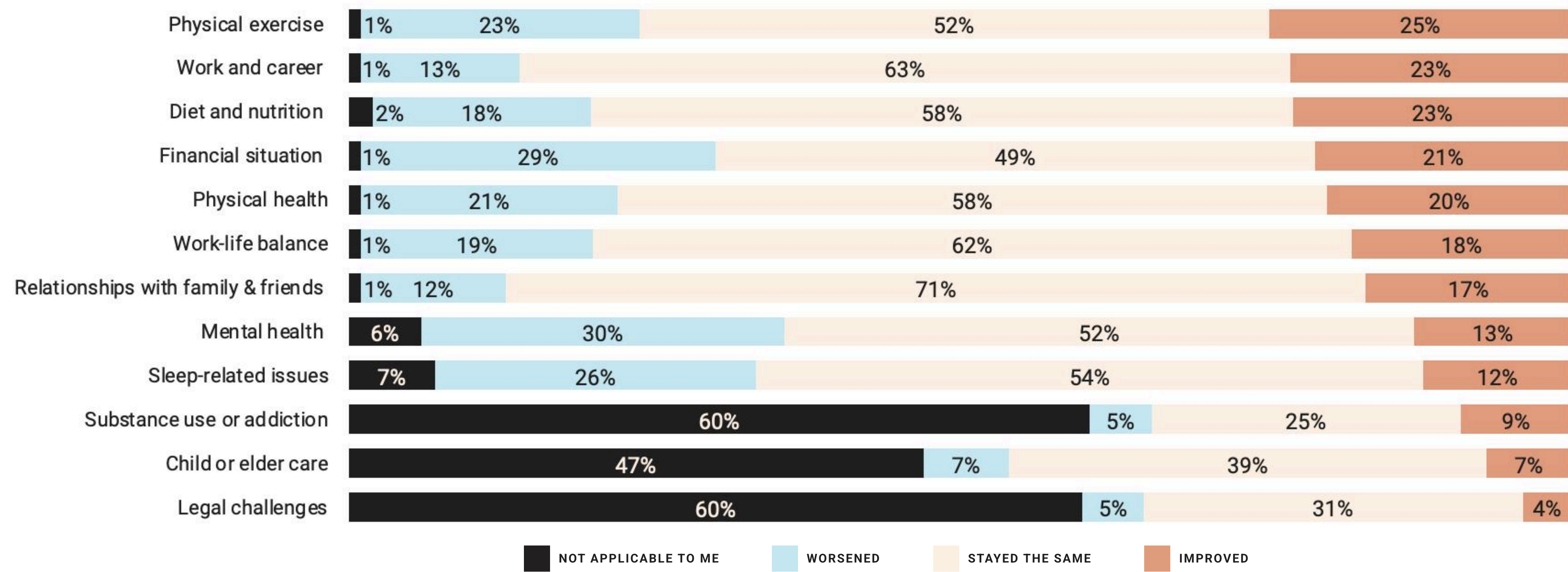
Totals in the following graphs reflect rounded figures and may not sum to 100% exactly.



Employee results

Changes in health & well-being over the past year

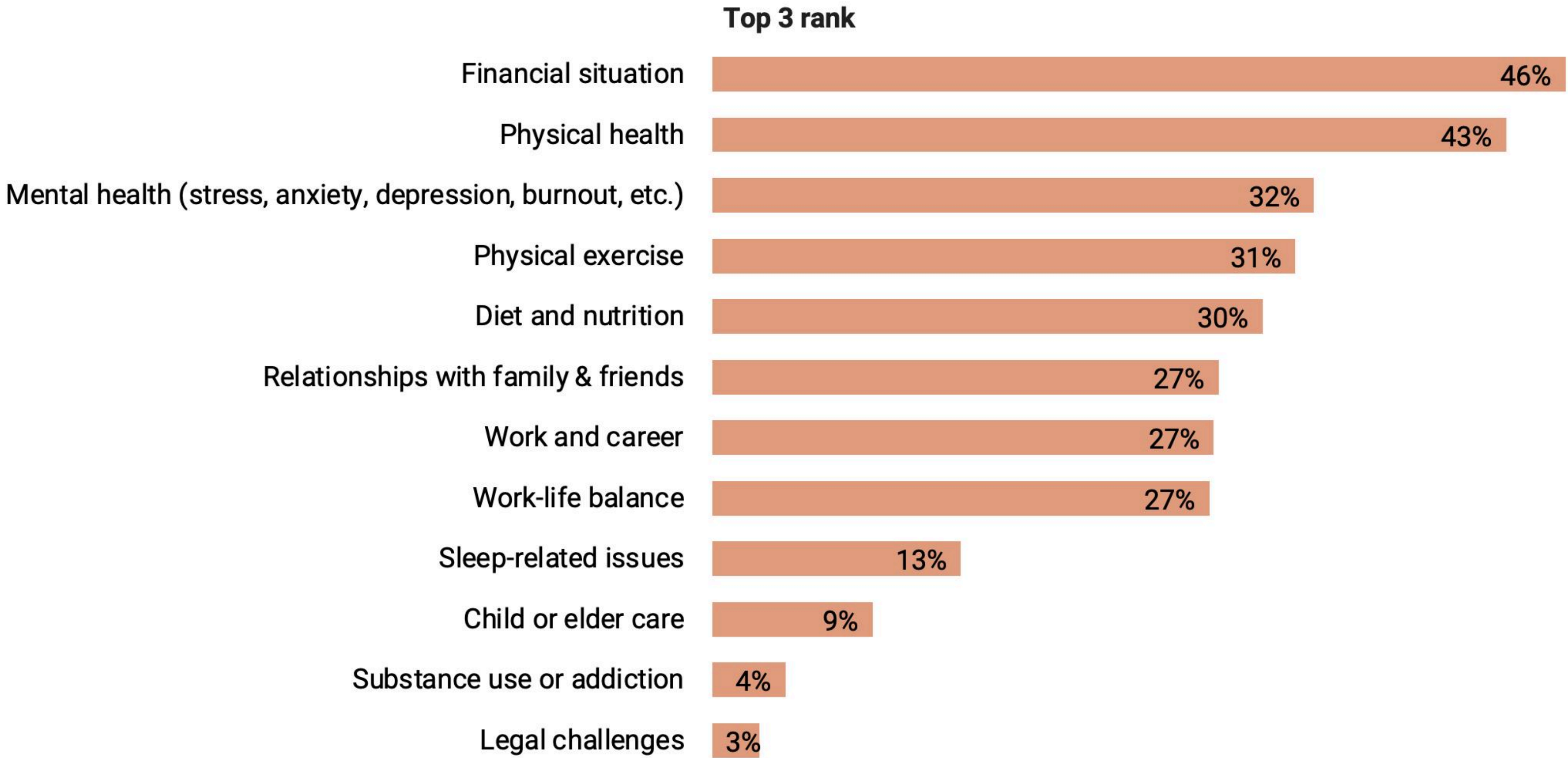
While most employees reported stability across key areas, a notable proportion experienced worsening conditions in mental health (30%), financial situation (29%), sleep-related issues (26%), and physical exercise (23%). Improvements were most commonly seen in physical health (20%), work and career (23%), and diet and nutrition (23%), highlighting mixed experiences in overall well-being.



A1. OVER THE PAST YEAR, HAVE THE FOLLOWING ASPECTS OF YOUR HEALTH AND WELL-BEING IMPROVED, STAYED THE SAME, OR WORSENERD?
BASE: ALL RESPONDENTS (N=1000)

Top health and well-being priorities this year

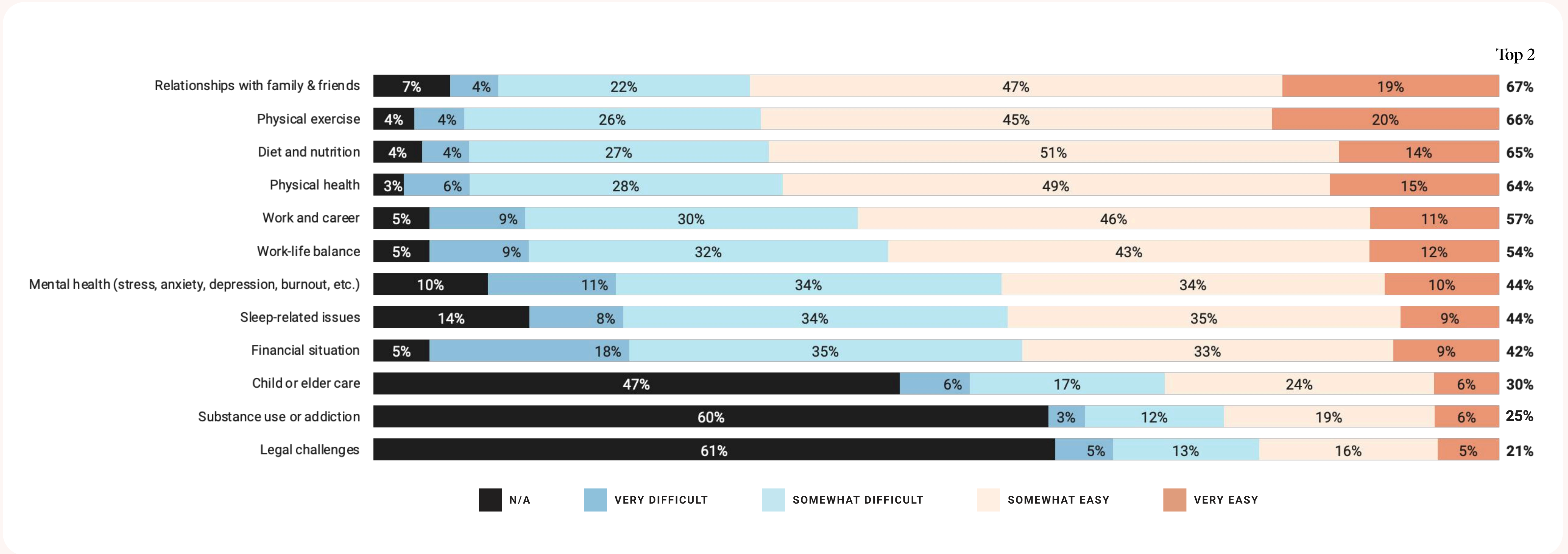
Financial situation (46%) and physical health (43%) are the most pressing concerns, followed by mental health (32%) and physical exercise (31%). Other key priorities include diet and nutrition (30%), relationships (27%), and work-life balance (27%), indicating a strong focus on both financial stability and overall well-being.



A2. AND WHAT ARE YOUR TOP THREE PRIORITIES THIS YEAR? PLEASE RANK UP TO 3 OPTIONS IN ORDER OF PRIORITY.
BASE: ALL RESPONDENTS (N=1000)

Accessibility of support services

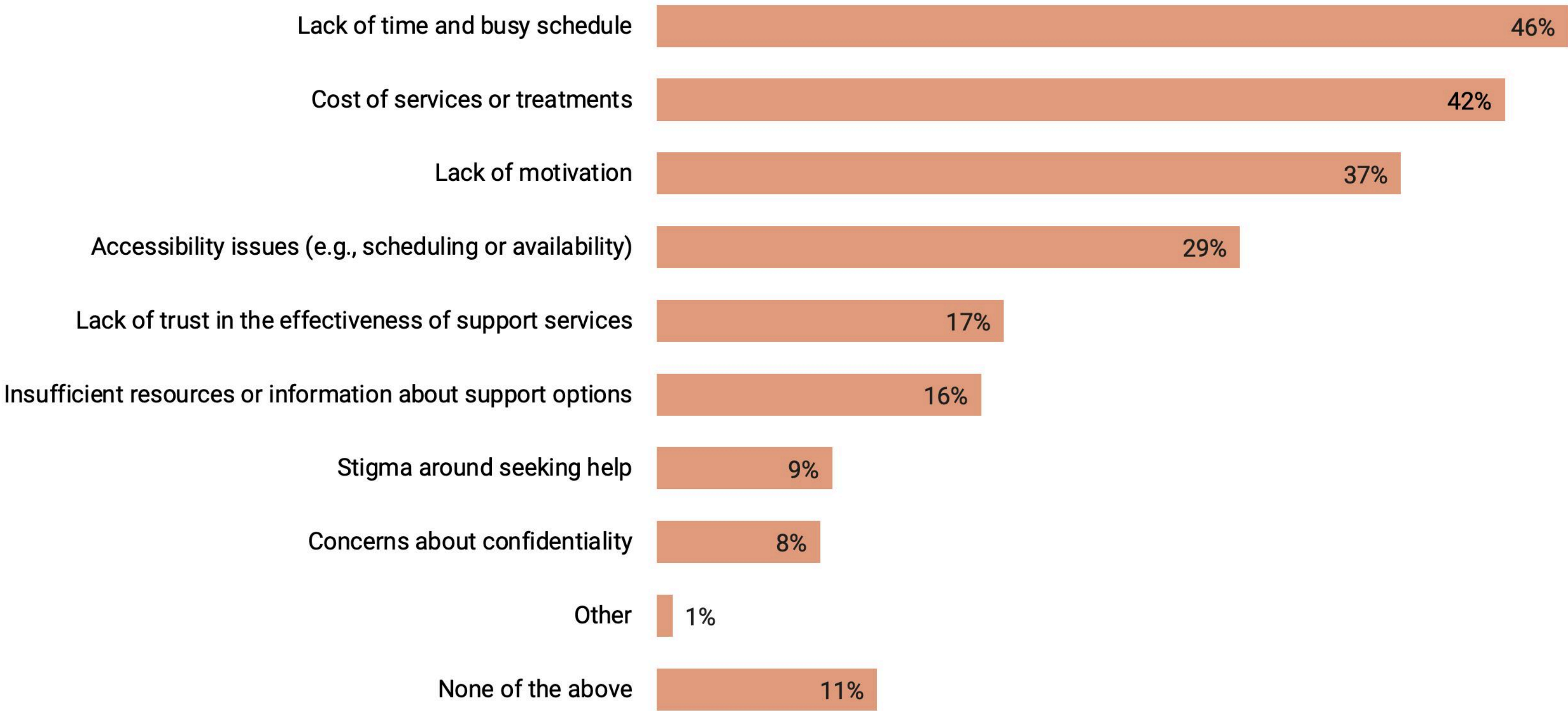
The majority of respondents find it easy to access support for relationships with family and friends (66%), physical exercise (65%), diet and nutrition (65%), and physical health (64%). In contrast, fewer respondents say it is easy to access support for financial situations (42%), mental health (44%), and sleep-related issues (44%). The most challenging areas to access support include child or elder care (30%), substance use or addiction (25%), and legal challenges (21%).



A3. HOW EASY OR DIFFICULT IS IT TO GET SUPPORT FOR EACH OF THE FOLLOWING?
BASE: ALL RESPONDENTS (N=1000)

Barriers to prioritizing health & seeking support

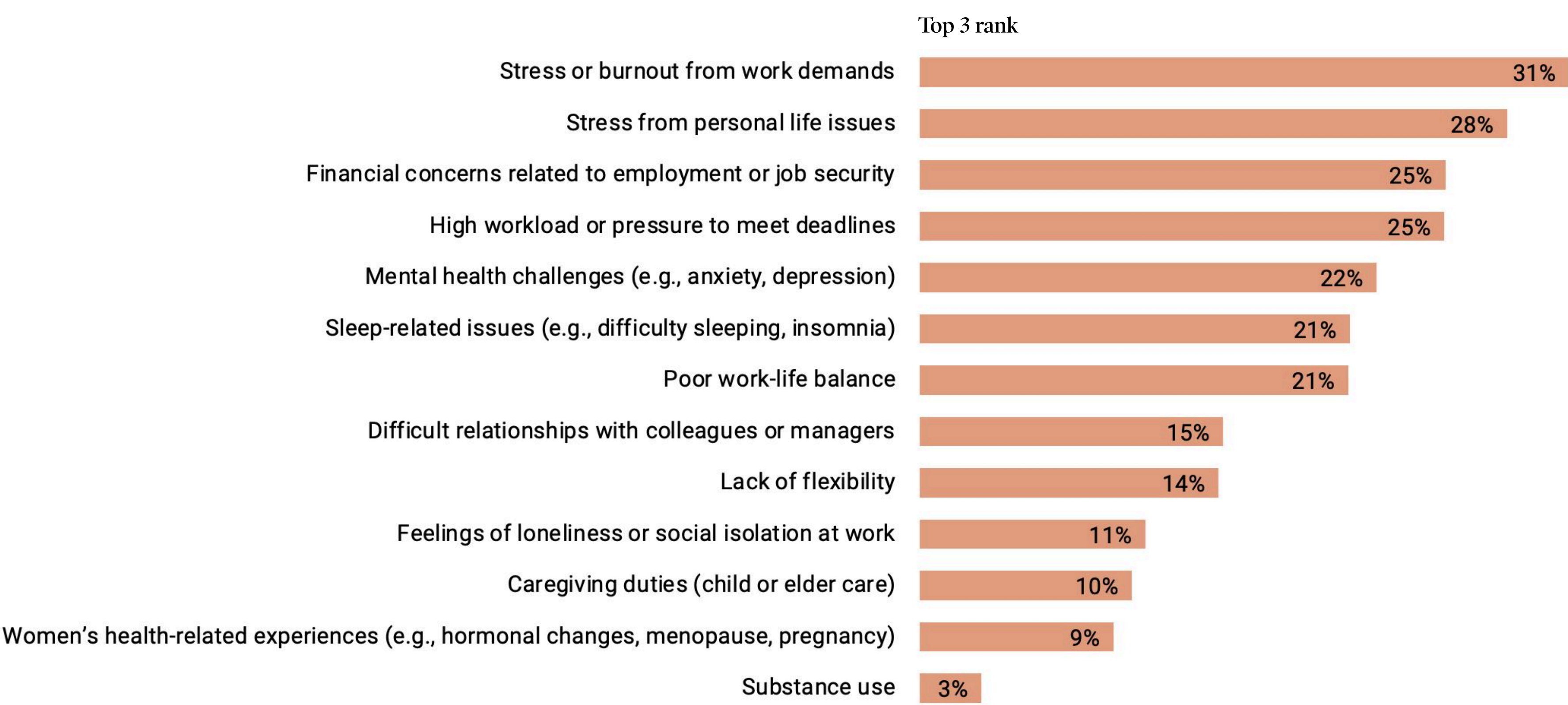
The most common obstacles that prevent employees from prioritizing their health and seeking support include a lack of time and busy schedules (46%), the cost of services or treatments (42%), and a lack of motivation (37%). Accessibility issues such as scheduling or availability (29%) also present a challenge, followed by a lack of trust in support services (17%) and insufficient information about available options (16%). Stigma (9%) and concerns about confidentiality (8%) are less commonly cited but still relevant factors.



A4. WHAT BARRIERS PREVENT YOU FROM PRIORITIZING YOUR HEALTH OR SEEKING SUPPORT? SELECT ALL THAT APPLY.
BASE: ALL RESPONDENTS (N=1000)

Top work-related challenges & stressors

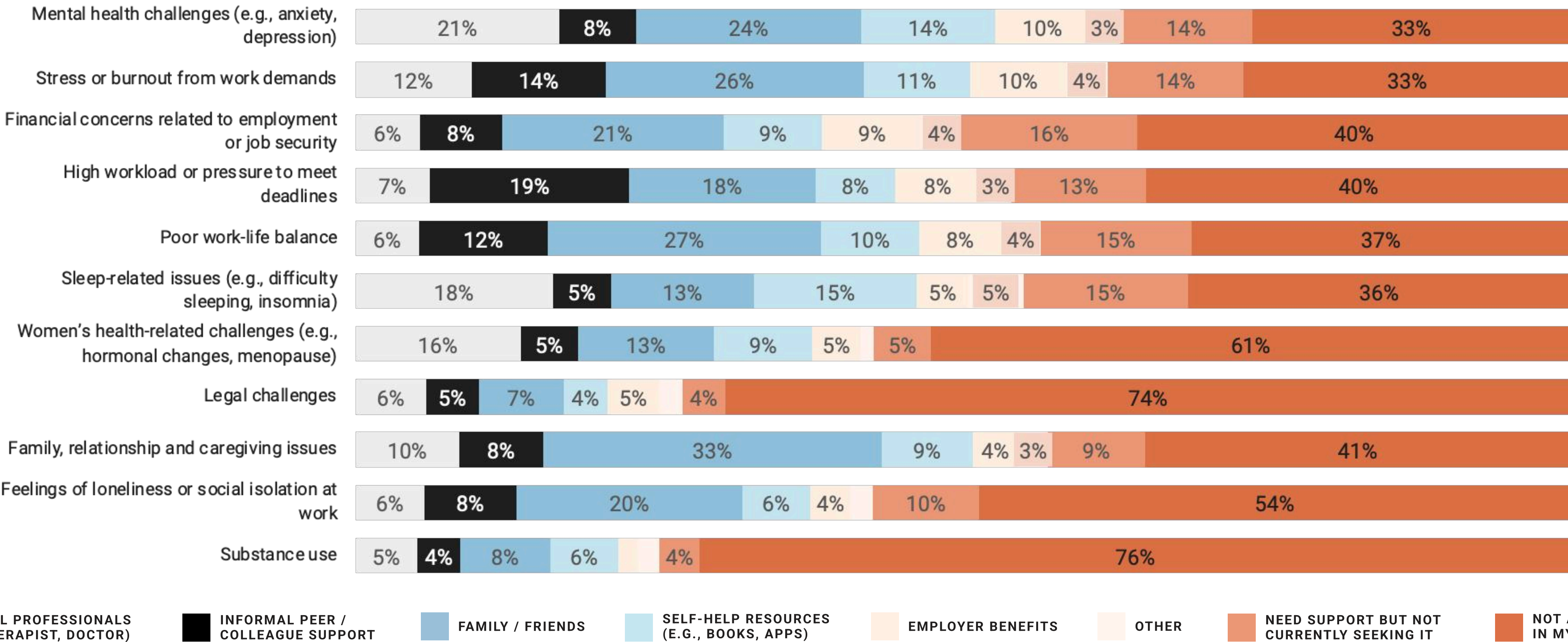
Work-related stress and burnout are the top challenges employees face, with 31% citing stress from work demands and 28% attributing stress to personal life issues. Financial concerns related to job security (25%) and high workload or pressure to meet deadlines (25%) are also significant stressors. Mental health challenges (22%), sleep-related issues (21%), and poor work-life balance (21%) highlight the growing impact of well-being on workplace performance.



A5. WHICH OF THE FOLLOWING ARE CURRENTLY THE MOST SIGNIFICANT CHALLENGES OR STRESSORS IMPACTING YOU AT WORK? PLEASE RANK UP TO 5 OPTIONS IN ORDER OF IMPACT.
BASE: ALL RESPONDENTS (N=1000)

Sources of support

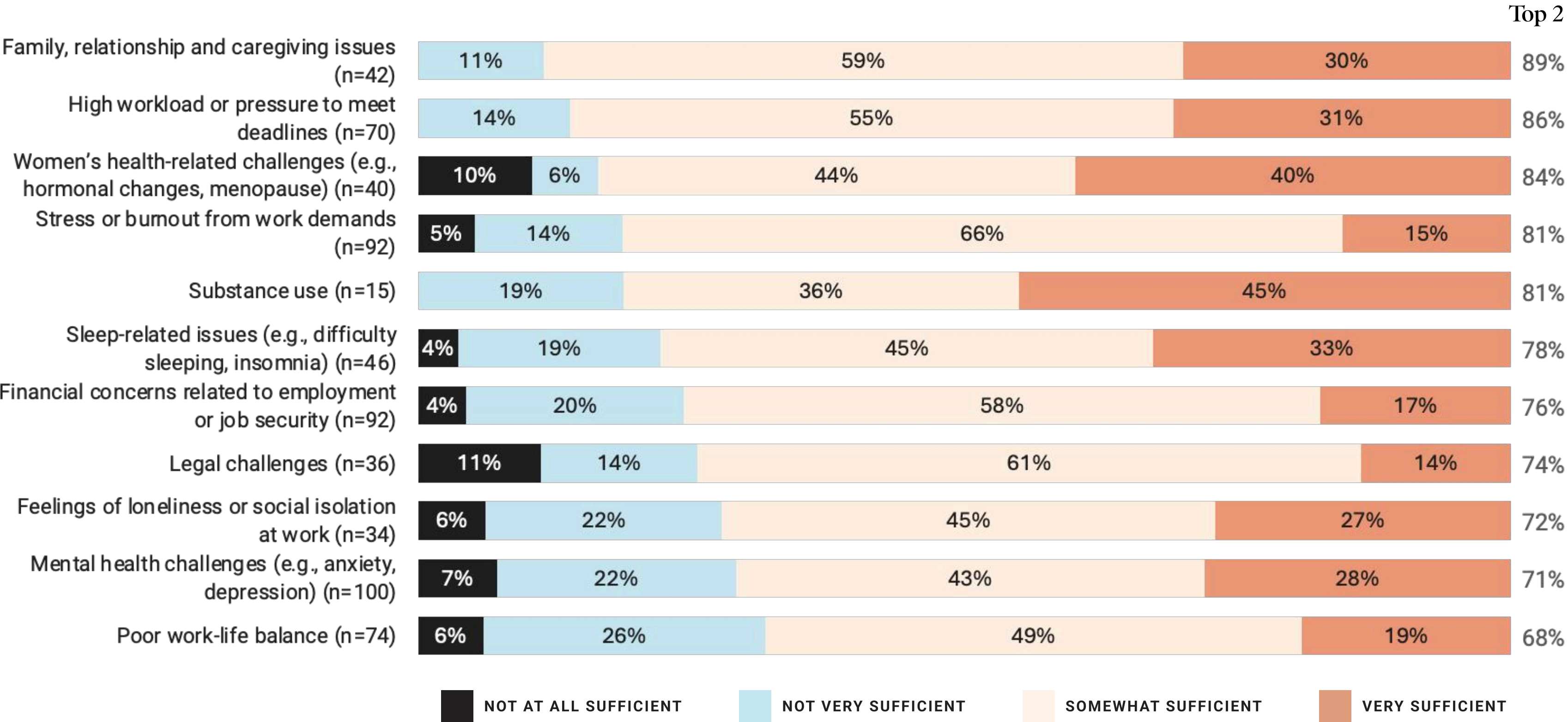
Employer benefits are not a primary source of support for most challenges. The highest reliance on employer benefits is seen for financial concerns related to employment or job security (9%), mental health challenges (10%), and stress or burnout from work demands (10%). However, for other significant issues such as poor work-life balance (8%) and high workload/pressure to meet deadlines (8%), usage remains relatively under utilized.



A6. WHERE DO YOU CURRENTLY SEEK SUPPORT FOR THE FOLLOWING CHALLENGES OR STRESSORS?
BASE: ALL RESPONDENTS (N=1000)

Effectiveness of employer benefits for support

While many employees who use benefits find them sufficient, the overall usage is low, as the number of employees utilizing benefits remains small. Support for family, caregiving (89%), workload pressure (86%), and women’s health challenges (84%) is generally rated as sufficient. However, areas like poor work-life balance (68%), mental health (71%), and financial concerns (76%) show lower sufficiency, suggesting gaps in effectiveness. The low reliance on employer benefits highlights a need for better awareness, accessibility, and trust in these resources.

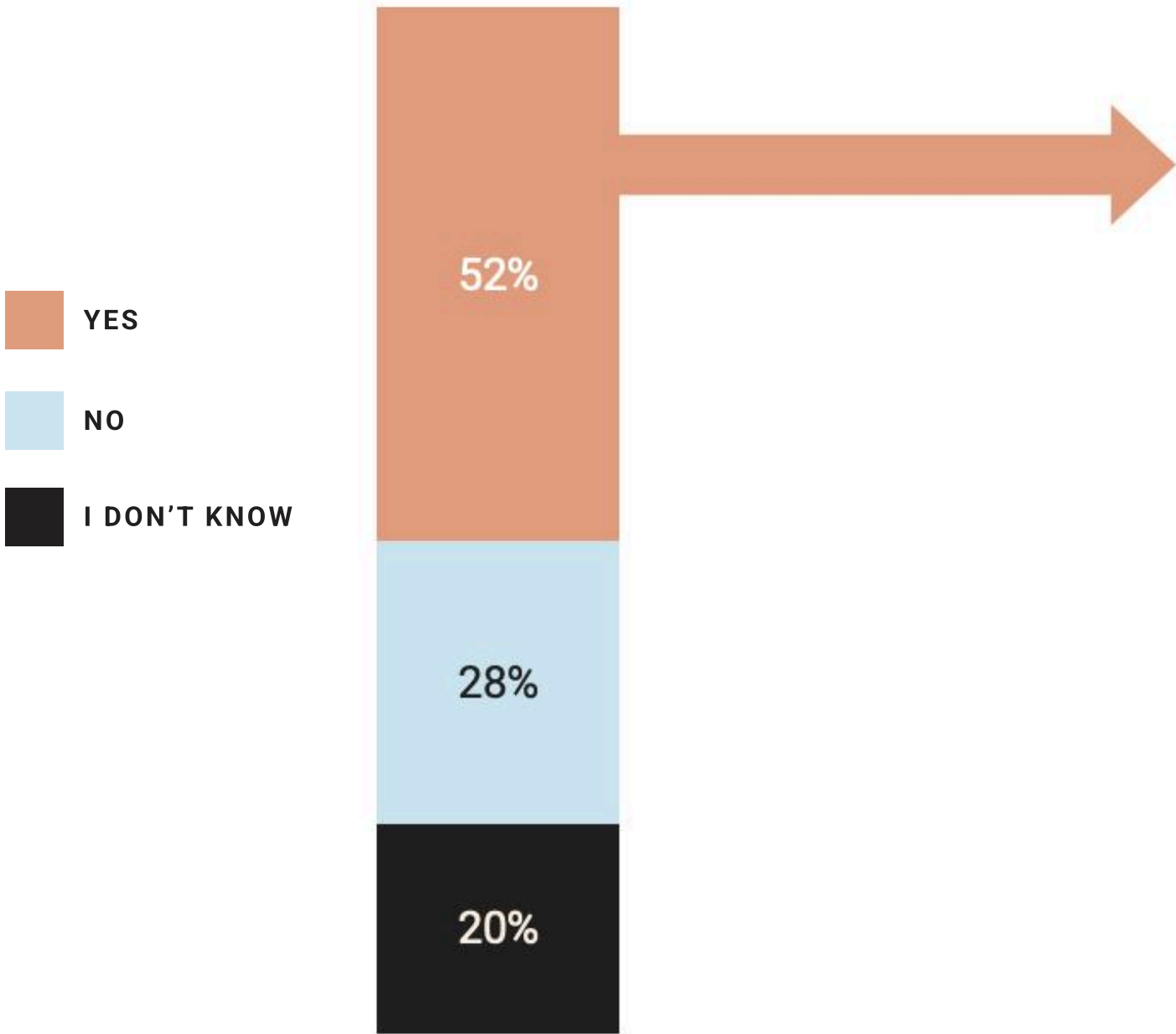


A7. HOW SUFFICIENT IS THE SUPPORT PROVIDED BY YOUR EMPLOYER BENEFITS FOR THE CHALLENGES YOU'RE FACING?
BASE: THOSE WHO ARE CURRENTLY SEEKING SUPPORT THROUGH EMPLOYER BENEFITS (THE BASIS IS DIFFERENT FOR EACH STATEMENT) | NOTE: SCORES >3% LABELLED ONLY.

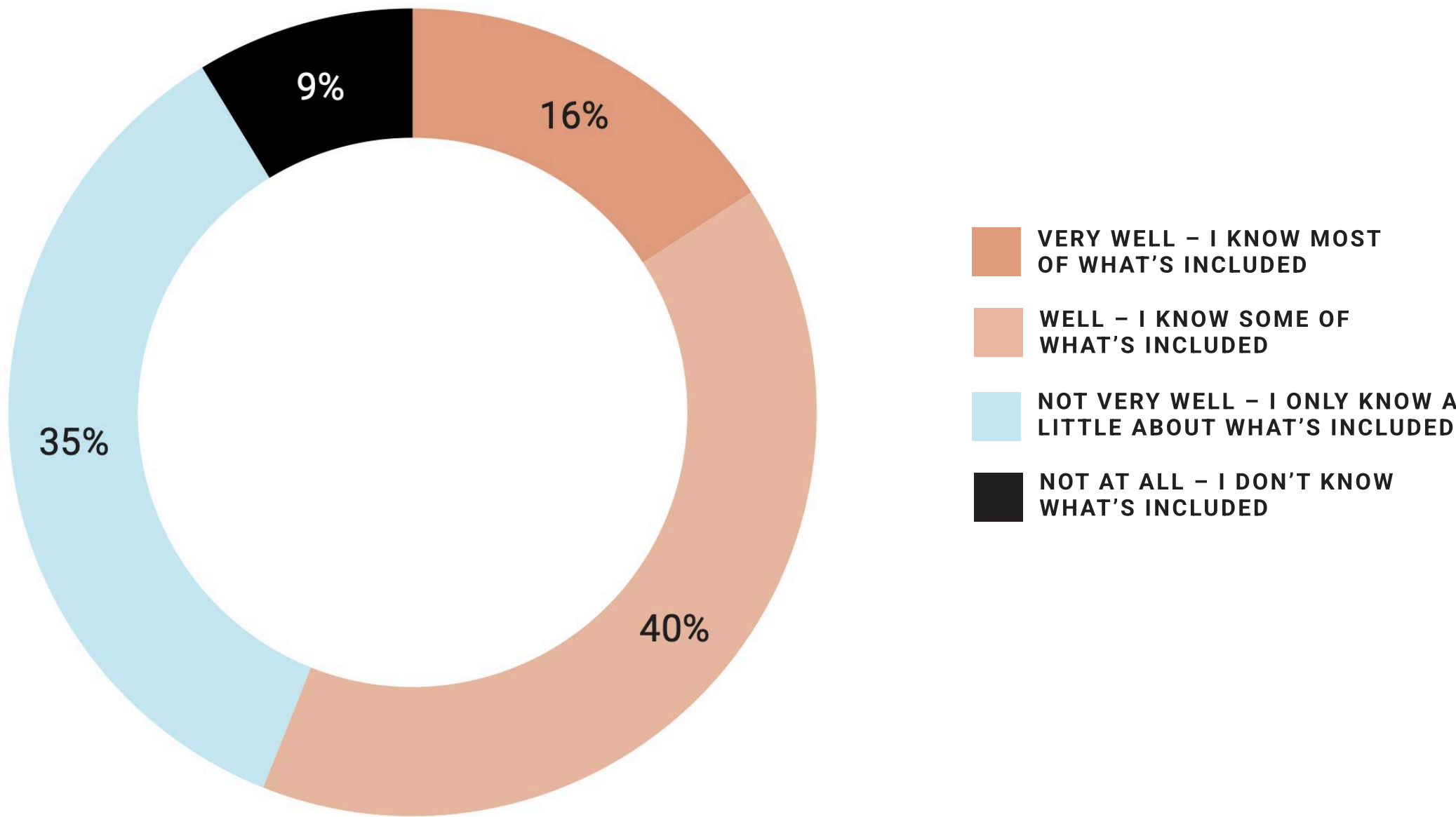
Availability and understanding of EAP offerings

While 52% of employees report that their employer offers an EAP, only 16% say they understand it very well, and 44% have little to no knowledge of what is included. This suggests a need for better communication and education about EAP benefits to maximize employee utilization.

Availability of EAP



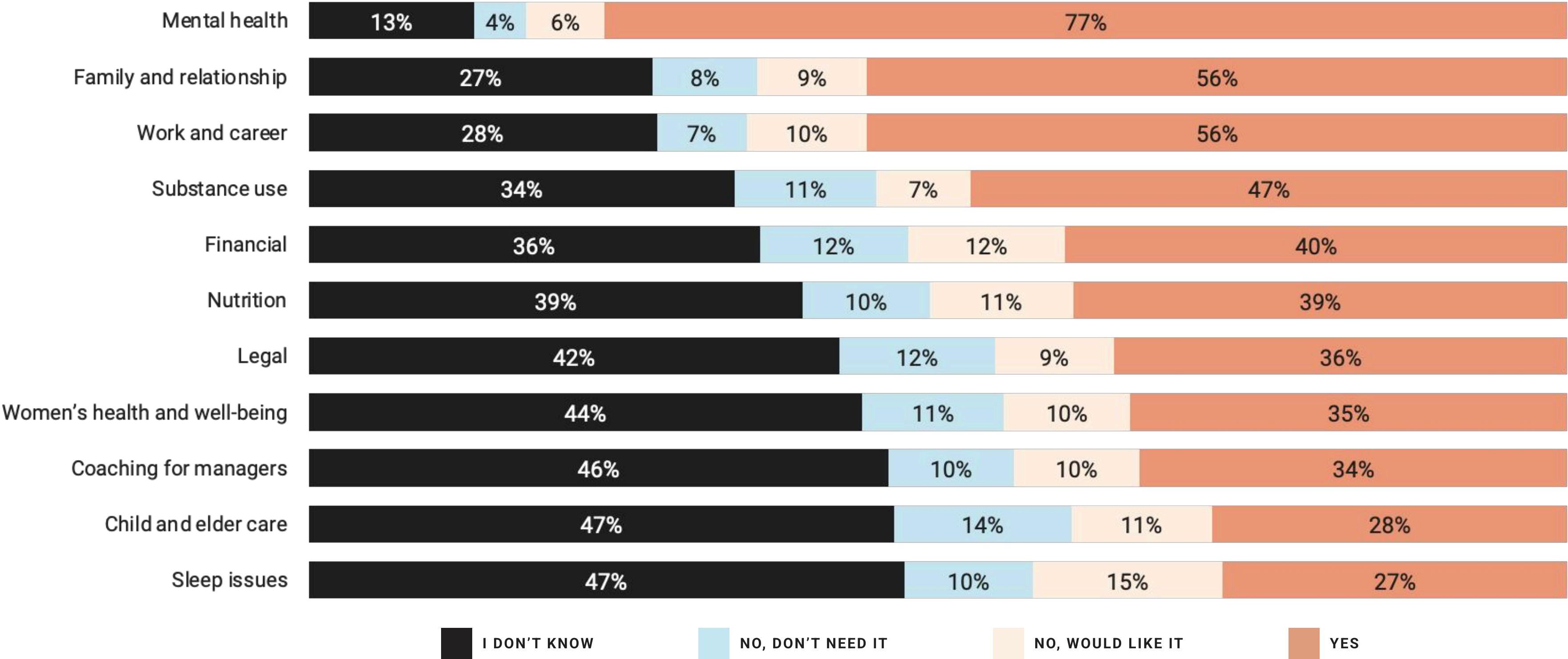
Understanding of EAP offerings



B1. DOES YOUR EMPLOYER OFFER AN EMPLOYEE ASSISTANCE PROGRAM (EAP)? BASE: ALL RESPONDENTS (N=1000)
B3. HOW WELL DO YOU UNDERSTAND WHAT IS INCLUDED IN THE EAP OFFERED BY YOUR EMPLOYER? BASE: THOSE WHOSE EMPLOYER OFFERS AN EAP (N=540)

Services offered through EAP

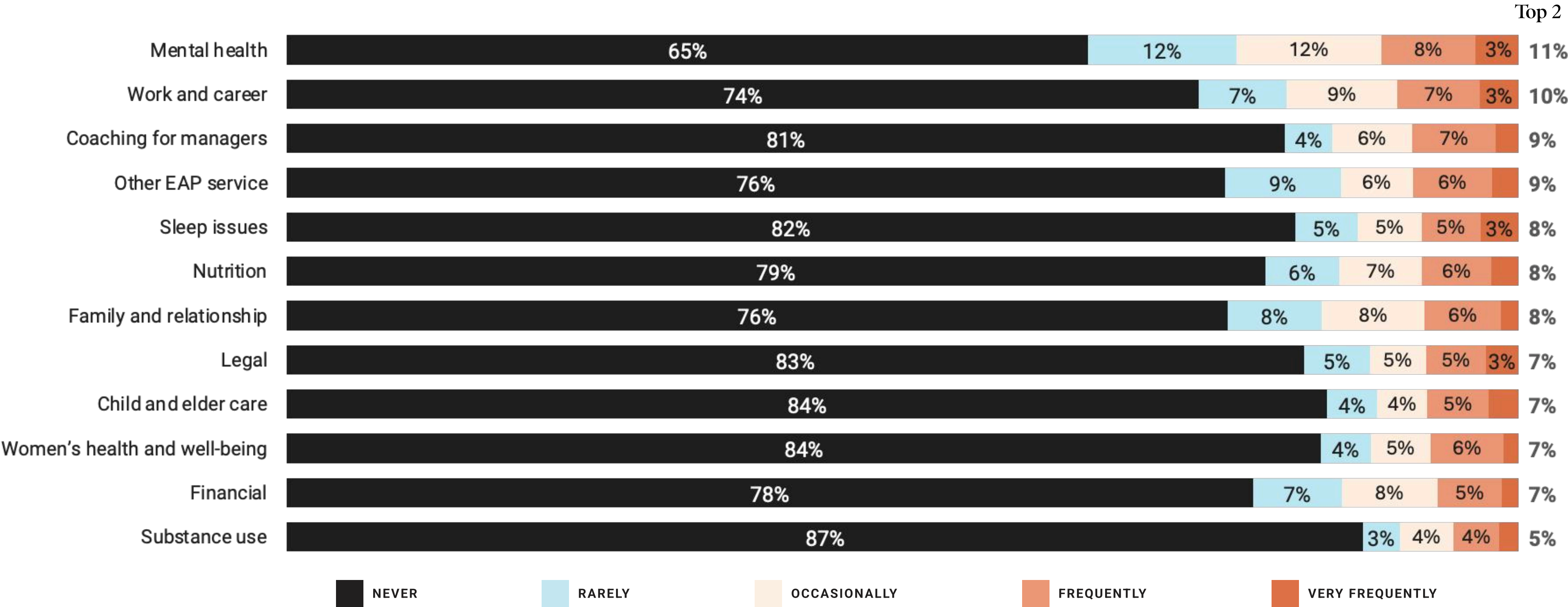
While mental health support is the most commonly offered EAP service (77%), other services such as family and relationship counselling (56%) and work and career support (56%) are also widely available. However, awareness remains a challenge, as a significant proportion of employees are unsure whether services like sleep issues (47%) and child and elder care (47%) are included. This highlights an opportunity for employers to better communicate the full scope of EAP offerings to employees.



B2. DOES YOUR EMPLOYER OFFER COUNSELLING FOR THE FOLLOWING CHALLENGES / STRESSORS AS A PART OF THE EAP?
BASE: THOSE WHOSE EMPLOYER OFFERS AN EAP (N=540)

Frequency of EAP services used

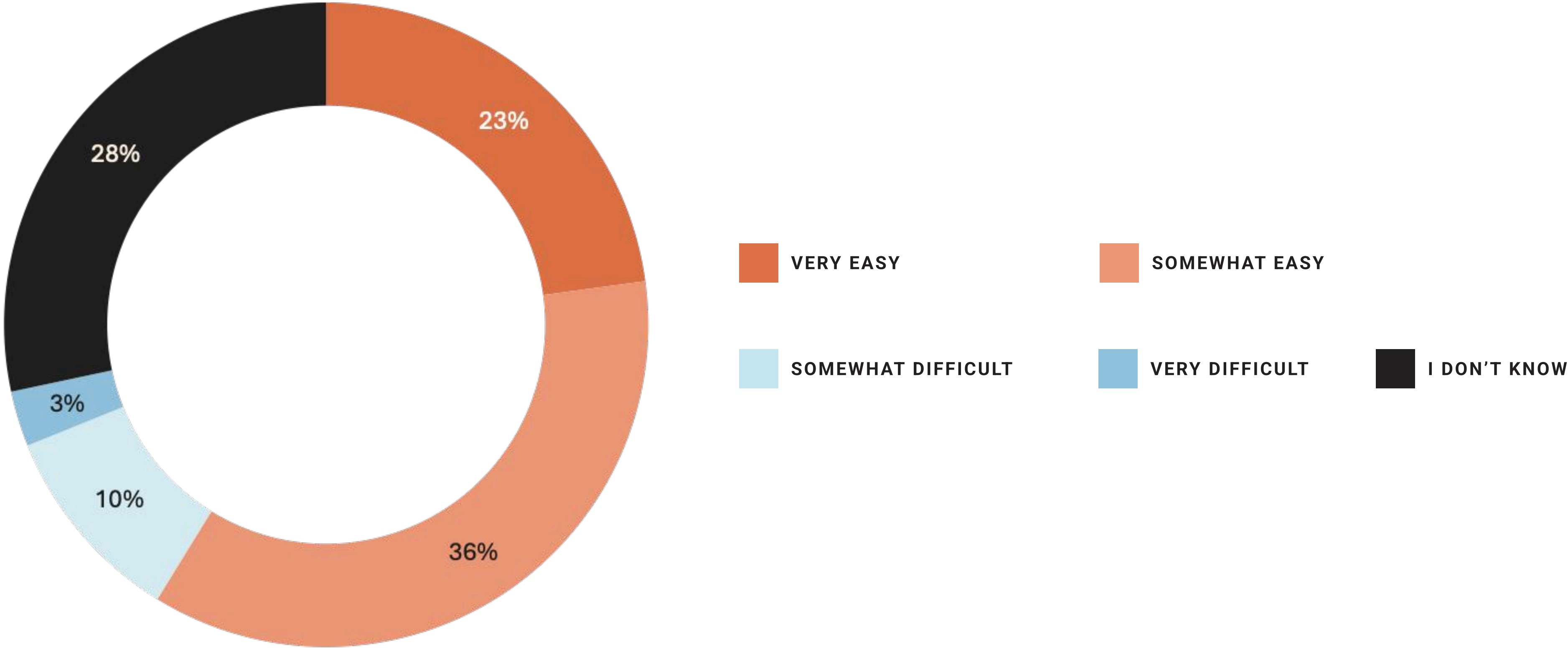
While EAP services are available, actual usage remains low across most categories. Mental health support is the most frequently used service, with 11% using it frequently or very frequently, but 65% report never using it. High non-usage rates for services like substance use (87%), child and elder care (84%), and legal assistance (83%) suggest that either employees are unaware of these offerings or do not perceive a need, highlighting an opportunity for increased awareness and engagement initiatives.



B4. HOW FREQUENTLY HAVE YOU USED ANY OF THE FOLLOWING EAP SERVICES IN THE PAST YEAR?
BASE: THOSE WHOSE EMPLOYER OFFERS AN EAP (N=540)

Accessibility of EAP services

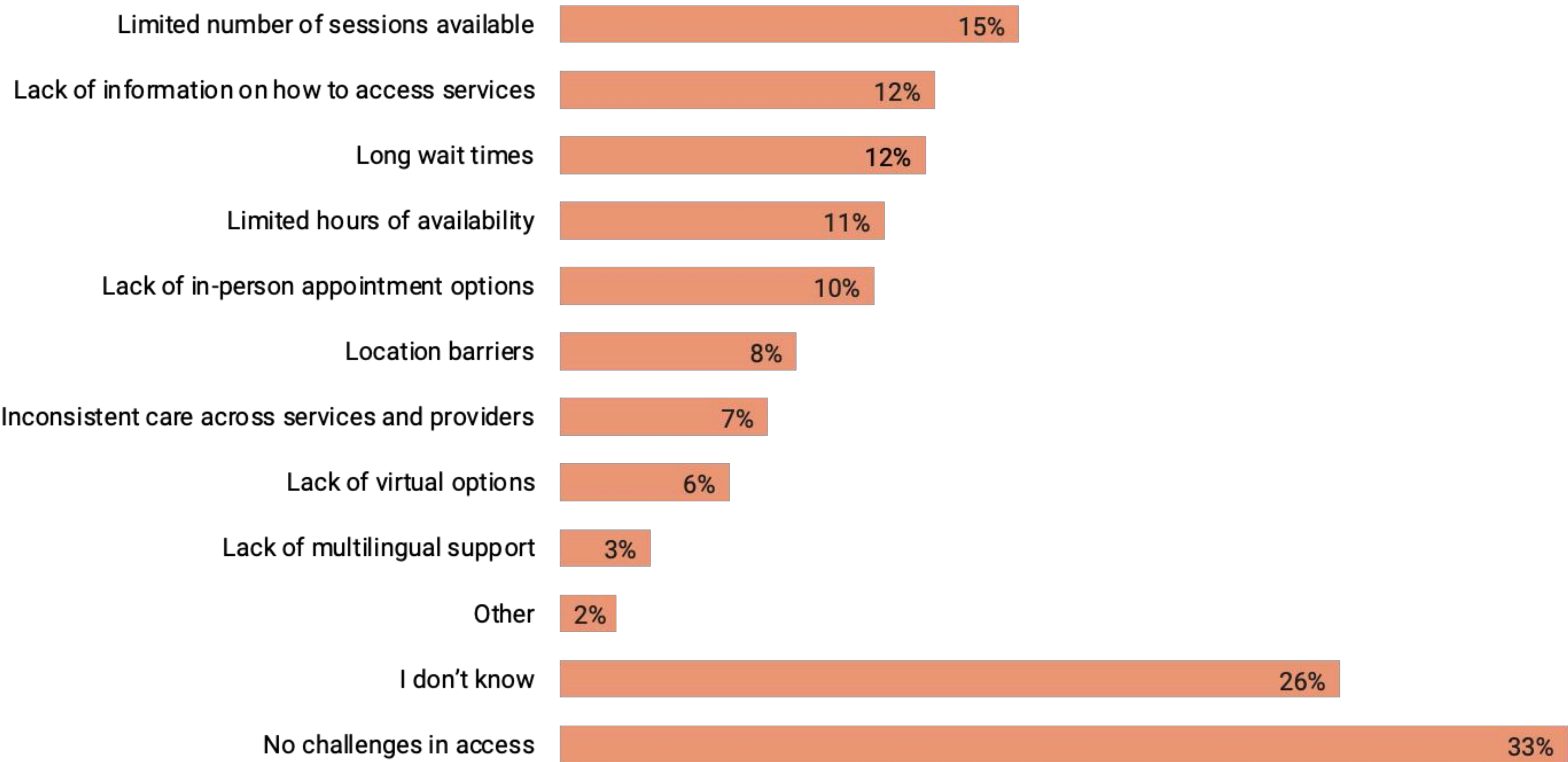
59% of employees find EAP services easy to access (23% very easy, 36% somewhat easy). However, a notable portion (10%) experience some difficulty, and 3% find it very difficult. Additionally, 28% are unsure about accessibility, indicating a potential lack of awareness or communication regarding how to use these services. Improving visibility and simplifying access to EAP offerings could help increase engagement and utilization.



B5. HOW EASY IS IT TO ACCESS YOUR EAP SERVICES (E.G., SCHEDULING APPOINTMENTS, FINDING INFORMATION, ETC.)?
BASE: THOSE WHOSE EMPLOYER OFFERS AN EAP (N=540)

Challenges in accessing EAP services

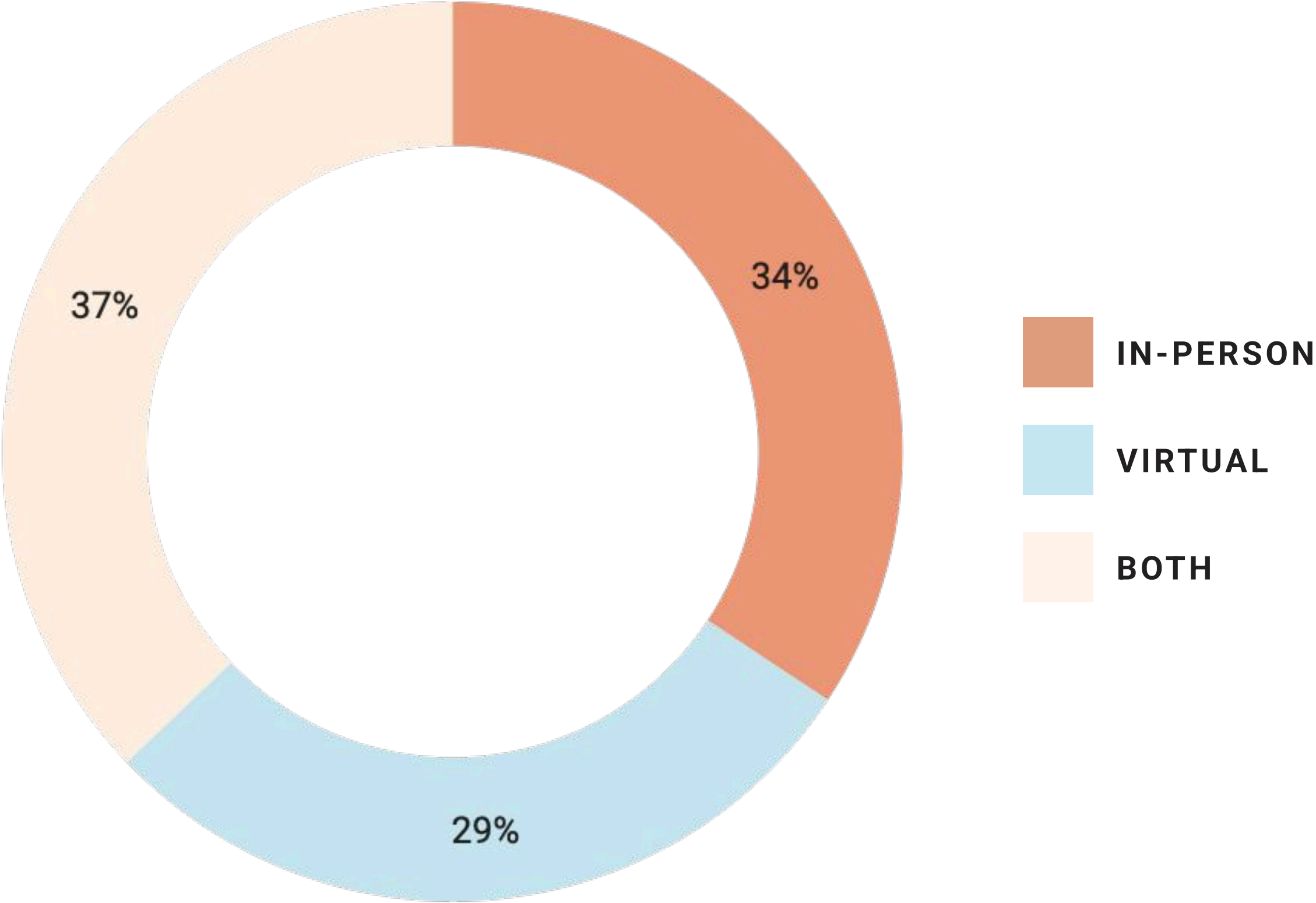
The most common barrier to accessing EAP services is the limited number of sessions (15%), lack of information on how to access services (12%), and long wait times (12%). Other obstacles include limited availability, lack of in-person or virtual options, and inconsistent care across providers. However, a third of employees (33%) report no challenges.



B6. WHAT CHALLENGES HAVE YOU FACED WHEN ACCESSING YOUR EAP SERVICES? PLEASE SELECT ALL THAT APPLY.
BASE: THOSE WHOSE EMPLOYER OFFERS AN EAP (N=540)

Preferred method of access for EAP services

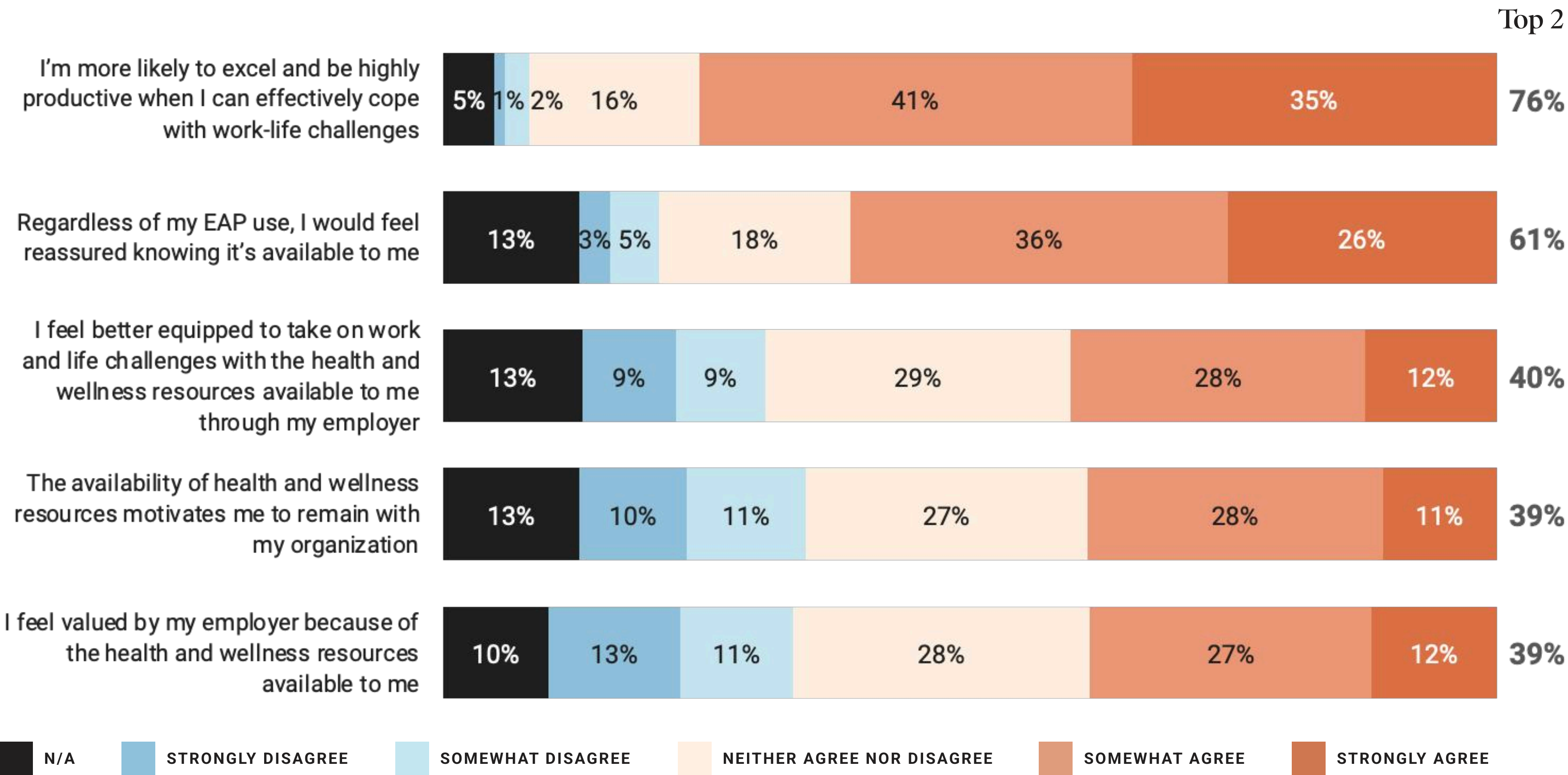
Employee preferences for accessing EAP services are fairly evenly split, with 34% preferring in-person access, 29% favouring virtual options, and 37% wanting a mix of both. This suggests that offering flexible access methods, including both physical and digital options, could help maximize engagement and ensure employees can use EAP services in the way that best suits their needs.



B7. HOW WOULD YOU PREFER TO ACCESS SUPPORT SERVICES?
BASE: ALL RESPONDENTS (N=1000)

Perceptions of employer-supported health & wellness resources

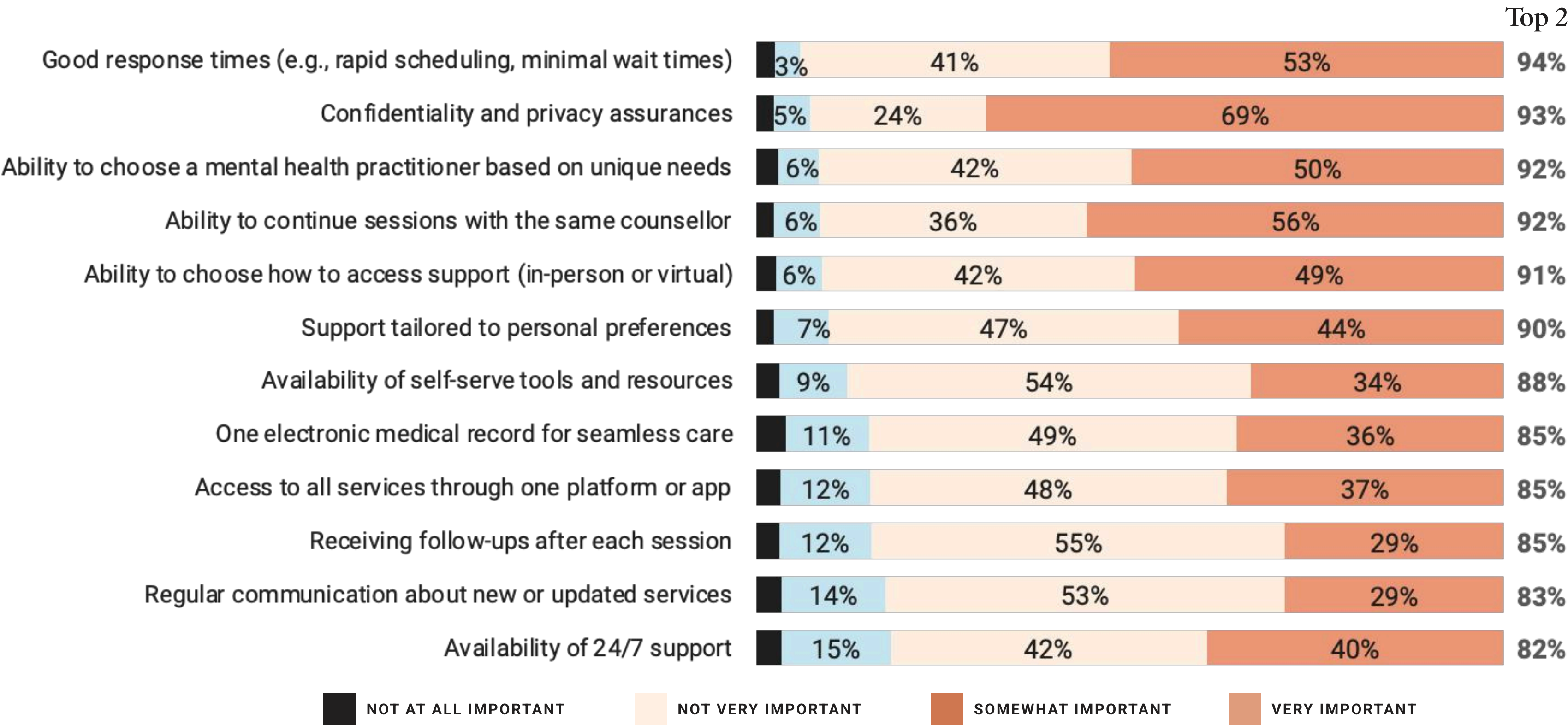
76% of employees believe they are more productive when they can effectively manage work-life challenges, highlighting the value of employer-supported wellness resources. Additionally, 61% feel reassured knowing EAP services are available, even if they don't use them. However, fewer employees (39-40%) feel that these resources make them more equipped to handle challenges, valued by their employer, or motivated to stay with their organization, suggesting an opportunity to enhance engagement and perceived impact.



C1. PLEASE INDICATE HOW MUCH YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS.
BASE: THOSE WHOSE EMPLOYER OFFERS AN EAP (N=540)

Importance of features offered by the employee assistance program (EAP)

Employees place high importance on key EAP features, with confidentiality and privacy assurances (93%), good response times (94%), and the ability to continue sessions with the same counsellor (92%) ranking among the most valued aspects. Additionally, customization and accessibility are critical, with 91% wanting flexibility in how they access support (in-person or virtual), and 90% prioritizing support tailored to personal preferences. The strong demand for 24/7 availability (82%) and seamless digital access through a single platform (85%) suggests that enhancing convenience and personalization could drive greater engagement with EAP services.



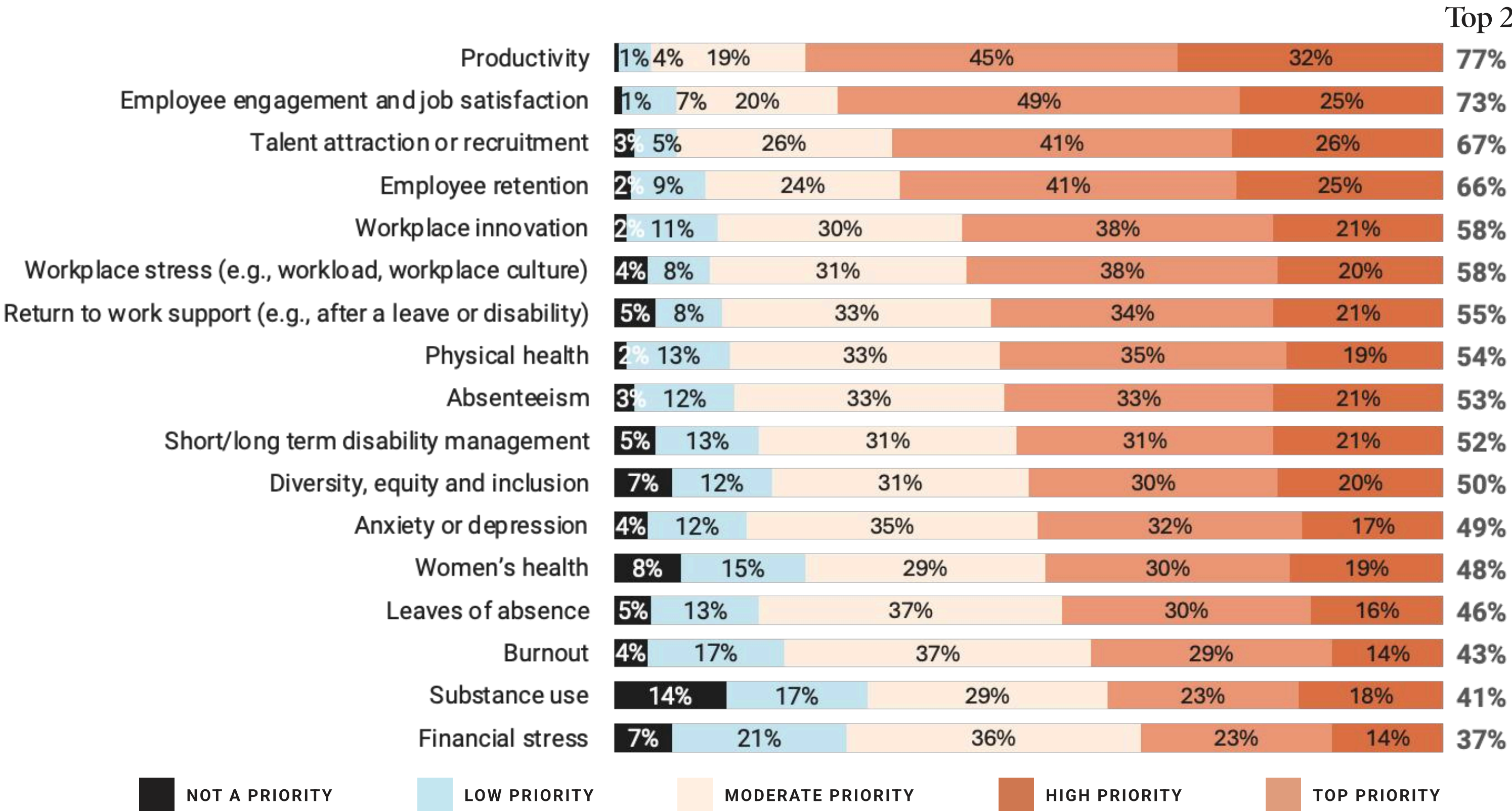
C4. WHETHER YOU HAVE USED AN EAP OR NOT, HOW IMPORTANT IS IT TO YOU THAT YOUR EAP OFFERS OR WOULD OFFER THE FOLLOWING?
BASE: ALL RESPONDENTS (N=1000)



HR professionals results

Organizational prioritization of employee challenges

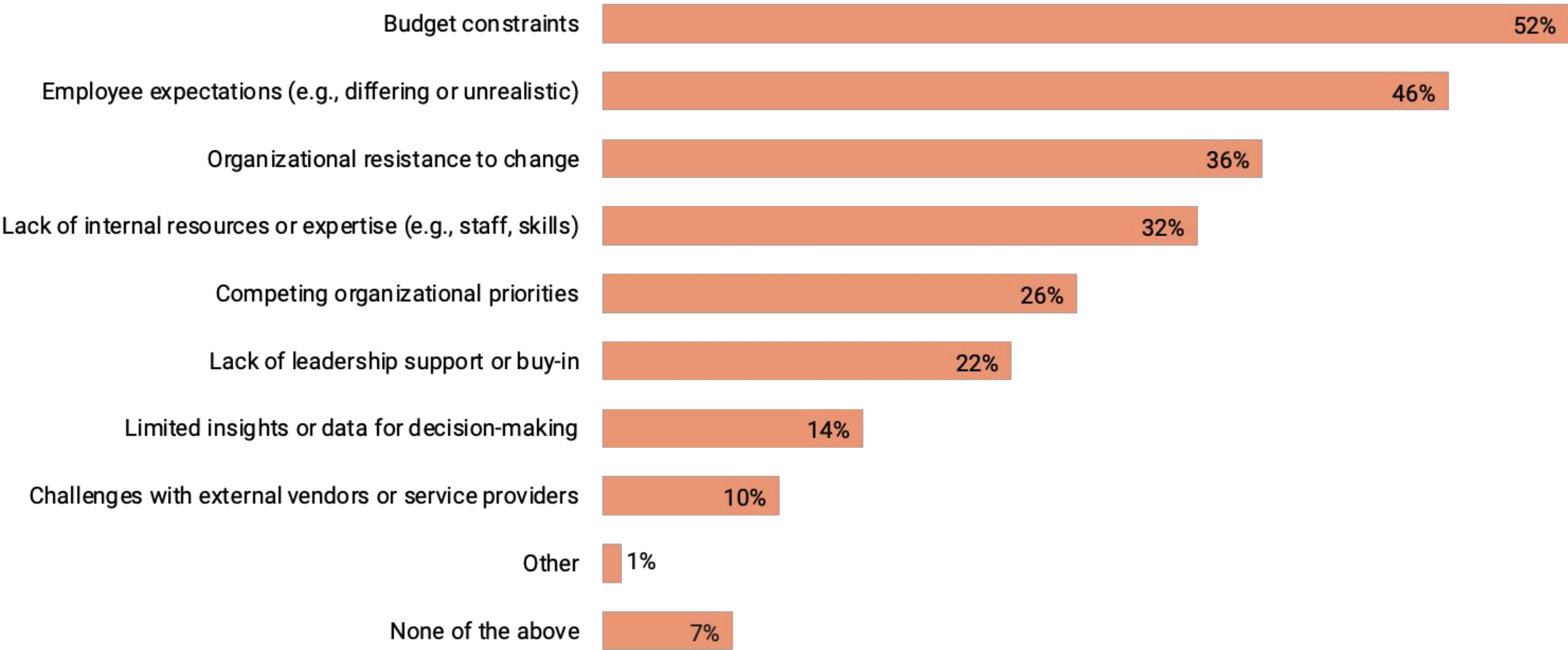
HR professionals prioritize productivity (77%), employee engagement and job satisfaction (73%), and talent attraction/retention (67%) as key organizational challenges. While workplace stress (58%) and absenteeism (53%) are also concerns, issues like burnout (43%), financial stress (37%), and substance use (41%) receive comparatively lower prioritization. While HR teams focus on performance and retention, there may be opportunities to further address employee well-being factors that impact long-term engagement and productivity.



A1. WHAT LEVEL OF PRIORITY DOES YOUR ORGANIZATION CURRENTLY PLACE ON ADDRESSING EACH OF THE FOLLOWING EMPLOYEE-RELATED CHALLENGES?
BASE: ALL RESPONDENTS (N=200)

Barriers to addressing employee-related challenges

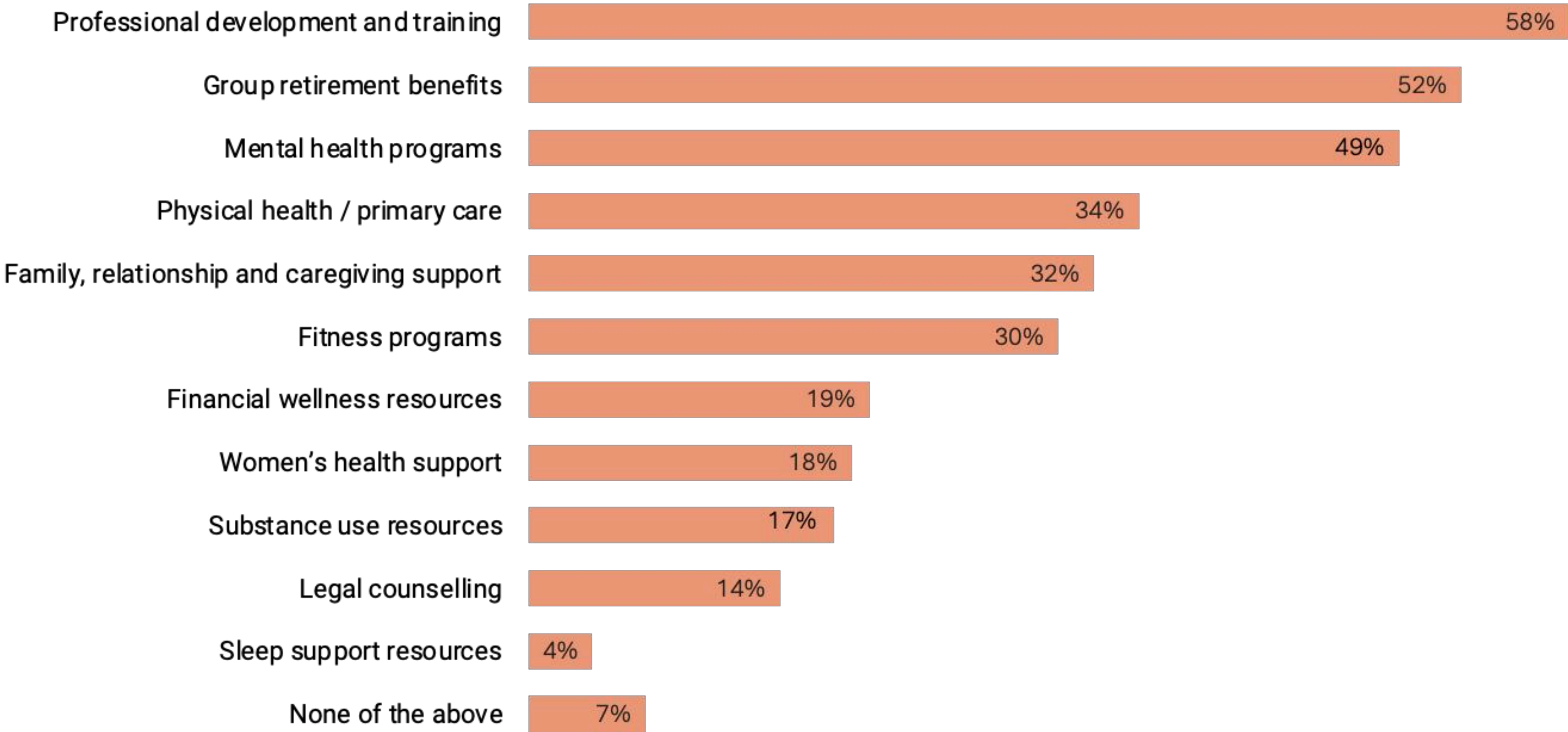
The top barriers HR professionals face in addressing employee-related challenges are budget constraints (52%) and differing or unrealistic employee expectations (46%). Organizational resistance to change (36%) and a lack of internal resources or expertise (32%) also present notable challenges, limiting the ability to implement effective programs. Additionally, competing priorities (26%) and lack of leadership buy-in (22%) suggest that organizational alignment and strategic focus are critical factors in overcoming these obstacles and driving meaningful employee support initiatives.



A2. AND WHICH BARRIERS DO YOU FACE WHEN ADDRESSING THESE ORGANIZATIONAL CHALLENGES RELATED TO EMPLOYEES? PLEASE SELECT ALL THAT APPLY TO YOUR ORGANIZATION.
BASE: ALL RESPONDENTS (N=200)

Current investments in employee benefits and resources

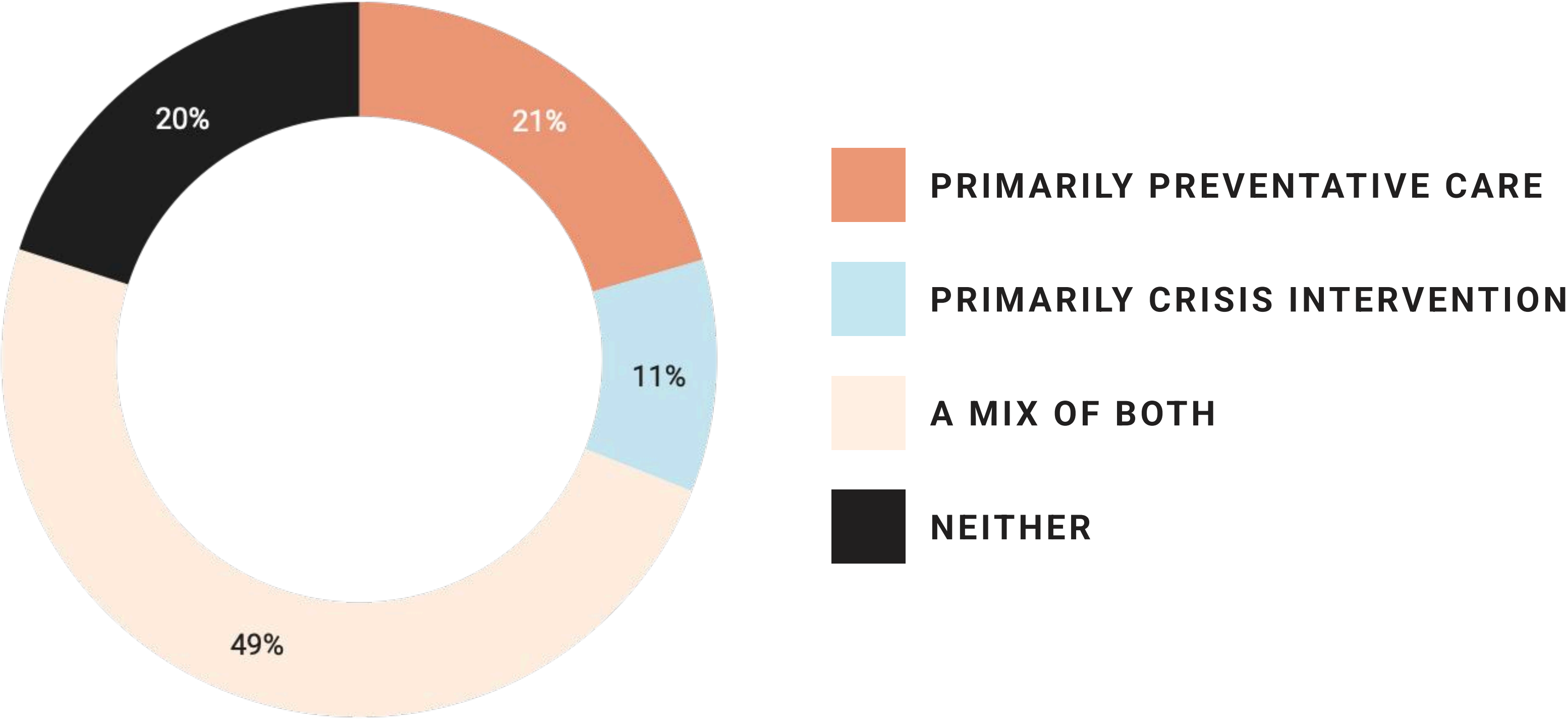
HR professionals prioritize investments in professional development and training (58%), group retirement benefits (52%), and mental health programs (49%) as key employee resources. While physical health (34%) and family/caregiving support (32%) are also notable investments, financial wellness (19%), women’s health (18%), and substance use resources (17%) receive less focus. With only 4% investing in sleep support resources, there may be opportunities to expand benefits in underrepresented areas to better support holistic employee well-being.



A3. WHICH BENEFITS OR RESOURCES IS YOUR ORGANIZATION CURRENTLY INVESTING IN?
BASE: ALL RESPONDENTS (N=200)

Benefits strategy focus: prevention vs. intervention

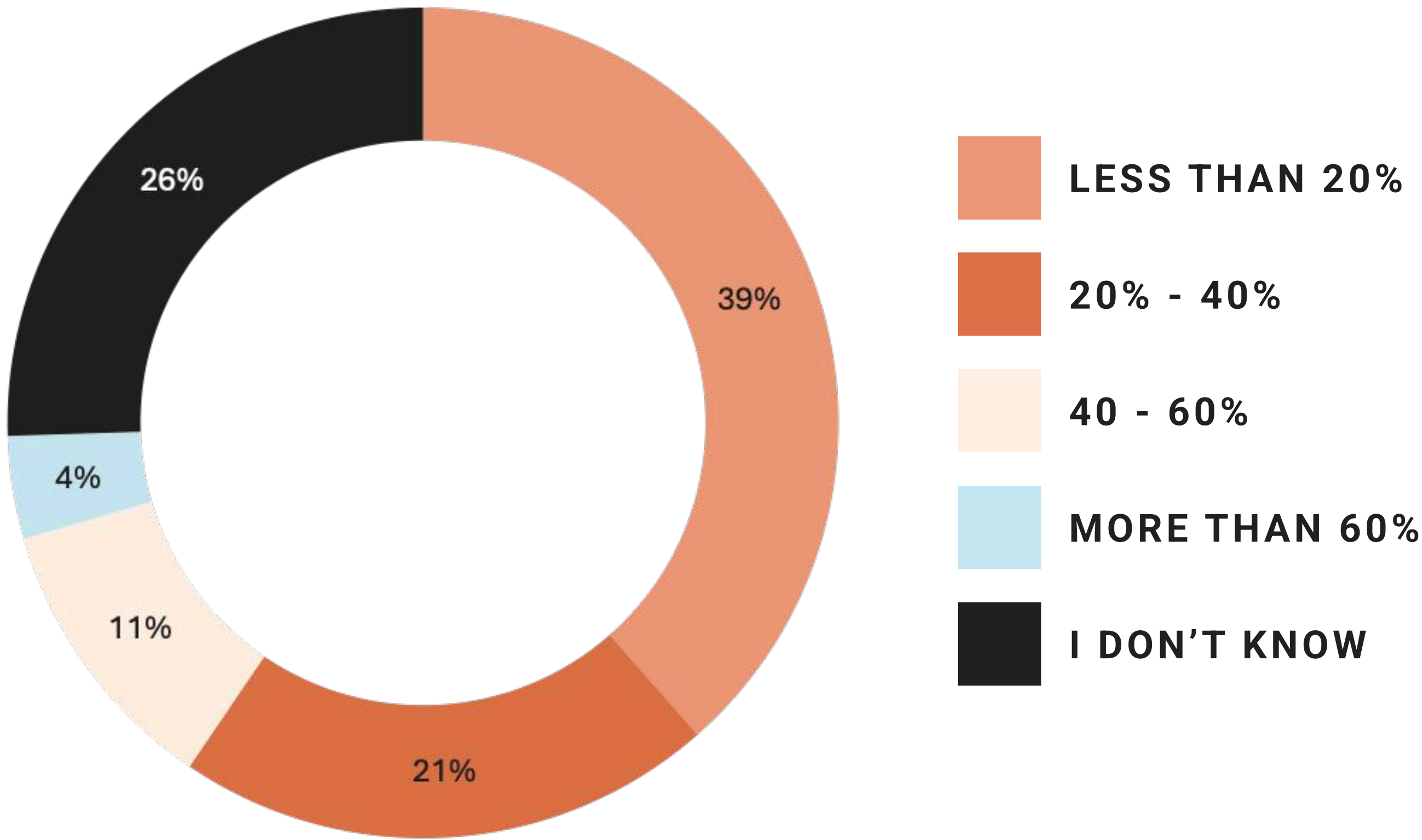
Nearly half (49%) of HR professionals indicate their organization balances both preventative care and crisis intervention in their benefits strategy. However, only 21% focus primarily on preventative care, and just 11% prioritize crisis intervention, while 20% report that neither is a focus. This suggests an opportunity for organizations to enhance their proactive support measures to prevent issues before they escalate, while also ensuring effective crisis response resources are available.



A4. DOES YOUR ORGANIZATION PRIORITIZE PREVENTATIVE CARE OR CRISIS INTERVENTION IN ITS BENEFITS STRATEGY?
BASE: ALL RESPONDENTS (N=200)

Benefits budget allocation for preventative care

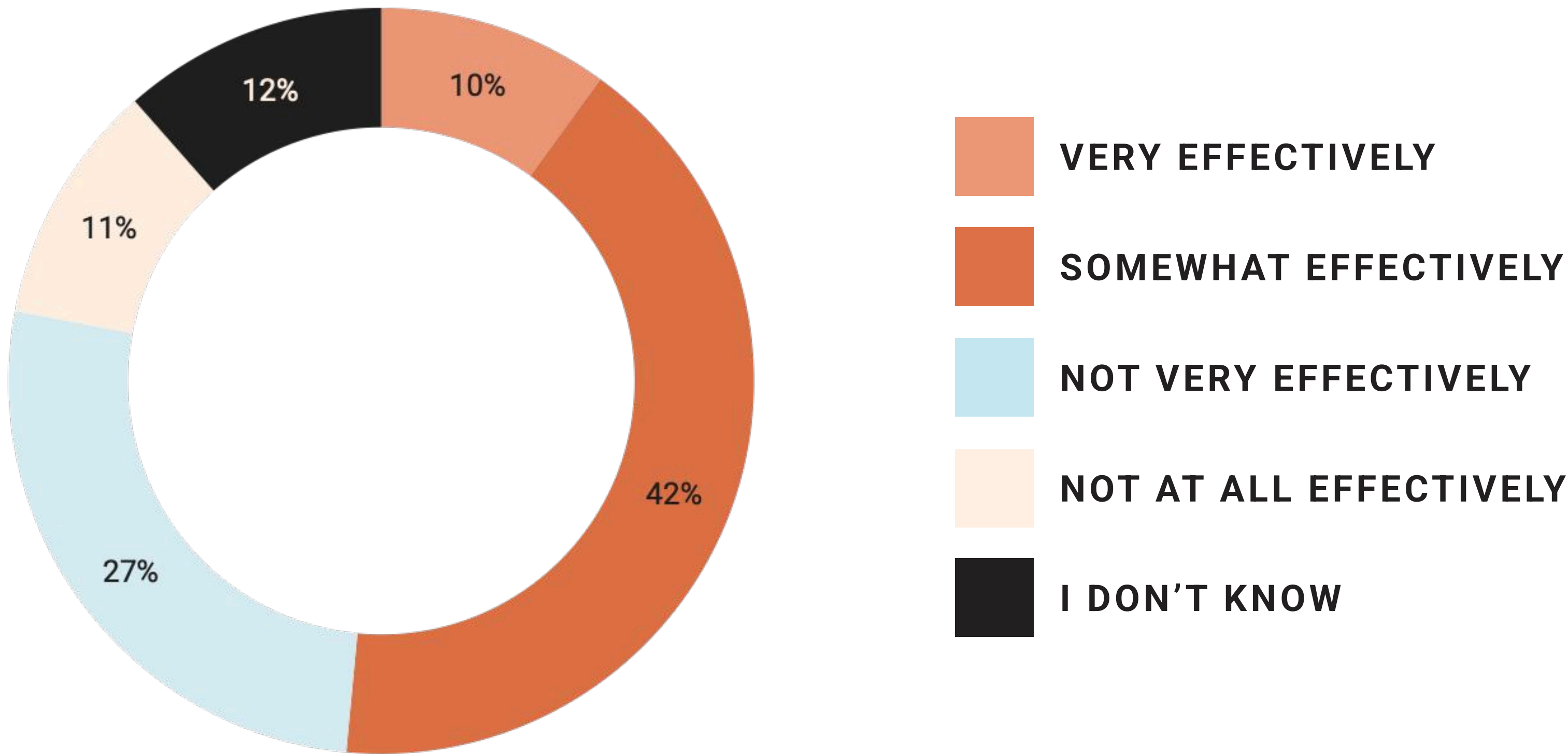
Most organizations allocate a relatively small portion of their benefits budget to preventative care, with 39% of organizations dedicating less than 20% and 21% of organizations allocating 20-40%. Only 15% allocate more than 40%, while 26% are unsure of their budget allocation, suggesting a lack of visibility into spending on proactive employee wellness initiatives.



A5. APPROXIMATELY, WHAT PERCENTAGE OF YOUR BENEFITS BUDGET IS ALLOCATED TO PREVENTATIVE CARE?
BASE: ALL RESPONDENTS (N=200)

Effectiveness of employee benefits use

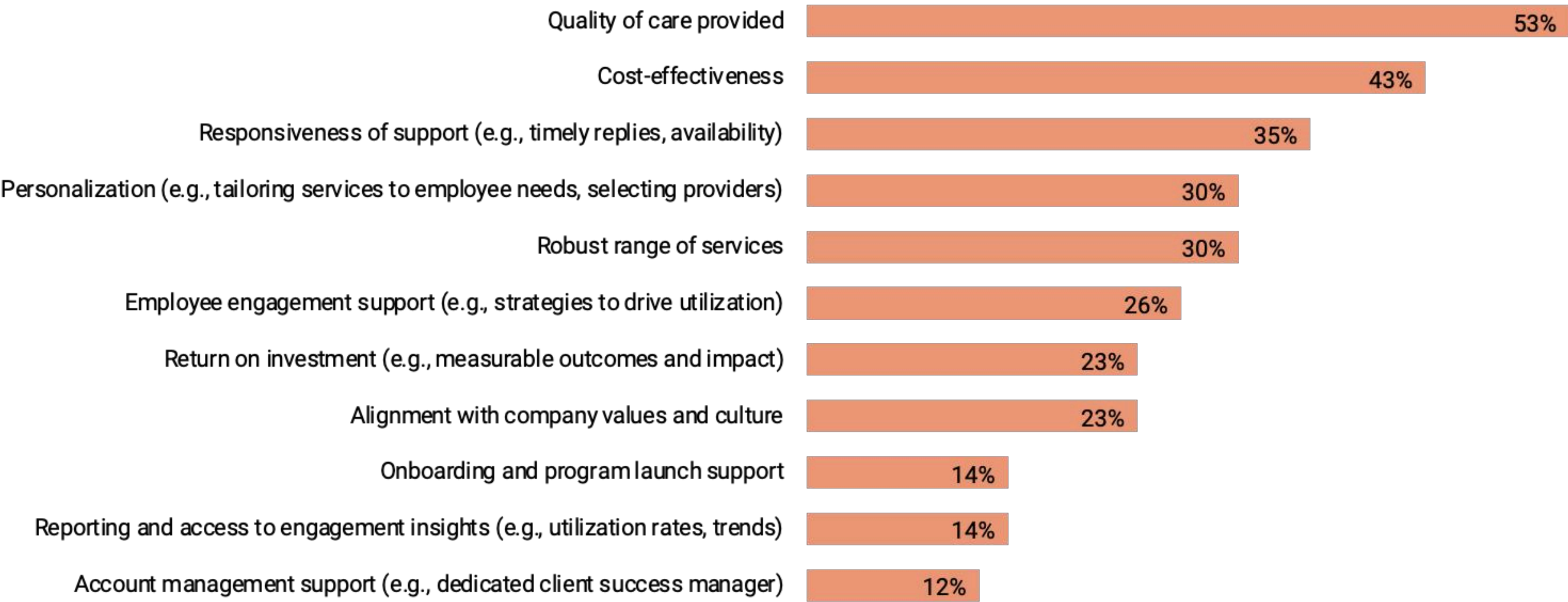
While a majority of HR professionals (52%) believe employees are utilizing benefits somewhat or very effectively, there is still room for improvement. Nearly 40% feel benefits are not being used effectively, with 27% saying "not very effectively" and 11% saying "not at all effectively". Additionally, 12% are unsure, highlighting potential gaps in awareness or tracking of benefit utilization. These insights suggest an opportunity to enhance communication, accessibility, and employee education to maximize the impact of workplace benefits.



B1. TO WHAT EXTENT DO YOU FEEL THAT EMPLOYEES IN YOUR ORGANIZATION ARE UTILIZING THEIR CURRENT EMPLOYEE ASSISTANCE PROGRAM (EAP) OR WORKPLACE BENEFITS EFFECTIVELY?
BASE: ALL RESPONDENTS (N=200)

Key factors in selecting an EAP provider

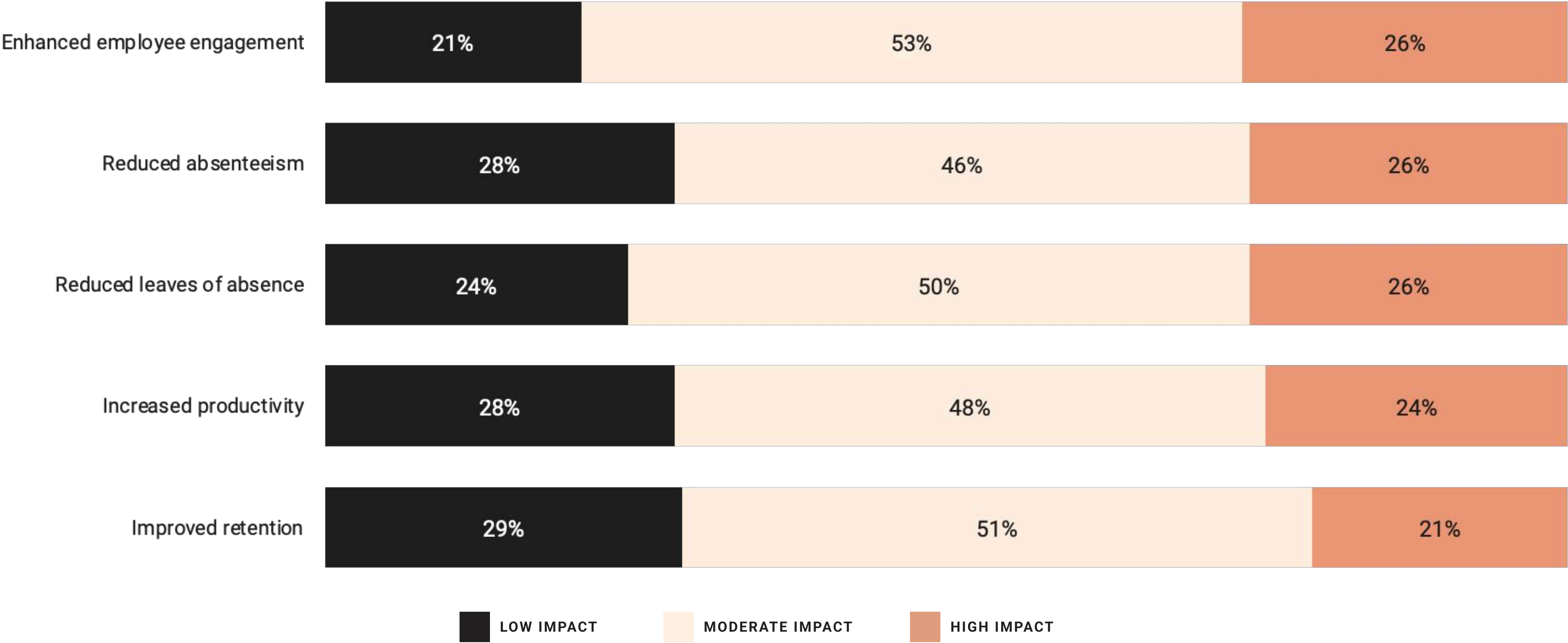
Quality of care (53%) and cost-effectiveness (43%) are the top priorities when selecting an EAP provider, followed by responsiveness of support (35%). Other key factors include personalization (30%) and a robust range of services (30%), highlighting the need for tailored and comprehensive offerings. While return on investment (23%) and alignment with company values (23%) are also important, onboarding support (14%) and account management (12%) rank lower, suggesting that HR professionals prioritize service quality and affordability over administrative support.



B3. WHEN SELECTING A PROVIDER, HOW IMPORTANT ARE THE FOLLOWING FACTORS? PLEASE RANK THEM IN ORDER OF IMPORTANCE, WITH 1 BEING THE MOST IMPORTANT AND 11 BEING THE LEAST IMPORTANT.
BASE: ALL RESPONDENTS (N=200)

Measurable impact of key EAP areas

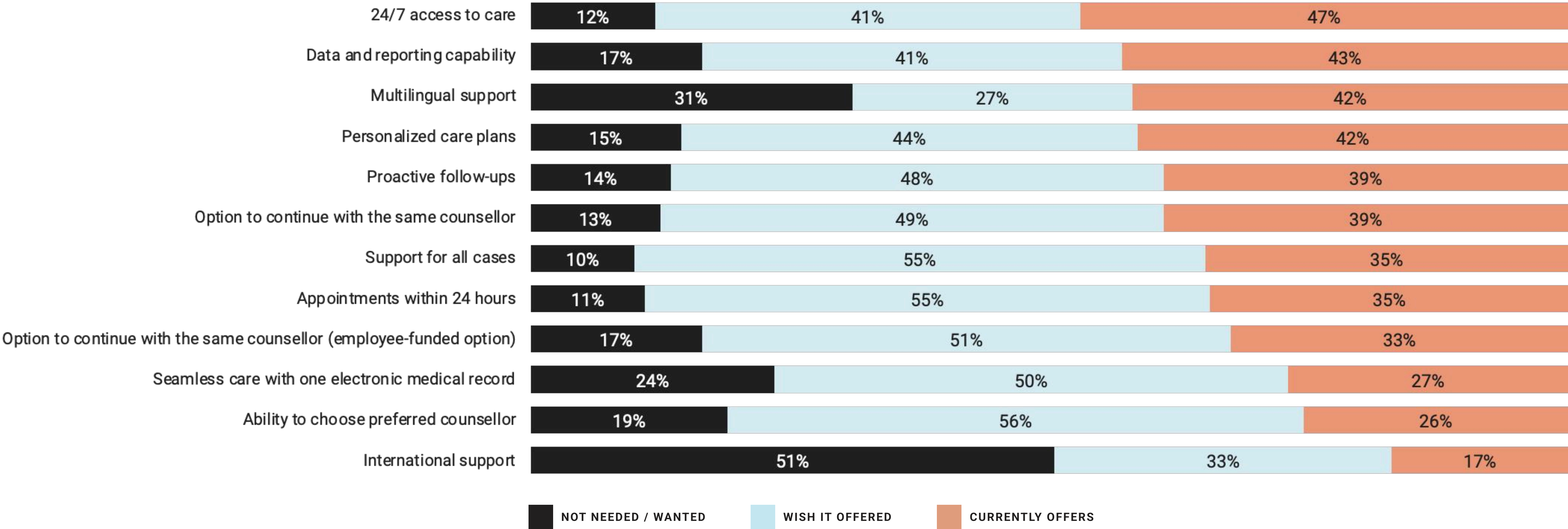
EAPs are perceived to have a measurable impact, particularly in enhancing employee engagement (26% high impact, 53% moderate impact), reducing absenteeism (26% high impact, 46% moderate impact), and improving retention (21% high impact, 51% moderate impact). However, a notable portion of HR professionals still see a low impact in these areas, with 28-29% rating absenteeism, productivity, and retention as having low impact. These insights indicate that while EAPs contribute positively, there is room to strengthen their effectiveness and better demonstrate ROI to organizations.



B4. TO WHAT EXTENT DO YOU BELIEVE YOUR EAP HAS A MEASURABLE IMPACT ON THE FOLLOWING AREAS?
BASE: THOSE WHOSE ORGANIZATION OFFERS AN EAP (N=160)

Assessment of EAP / benefits features

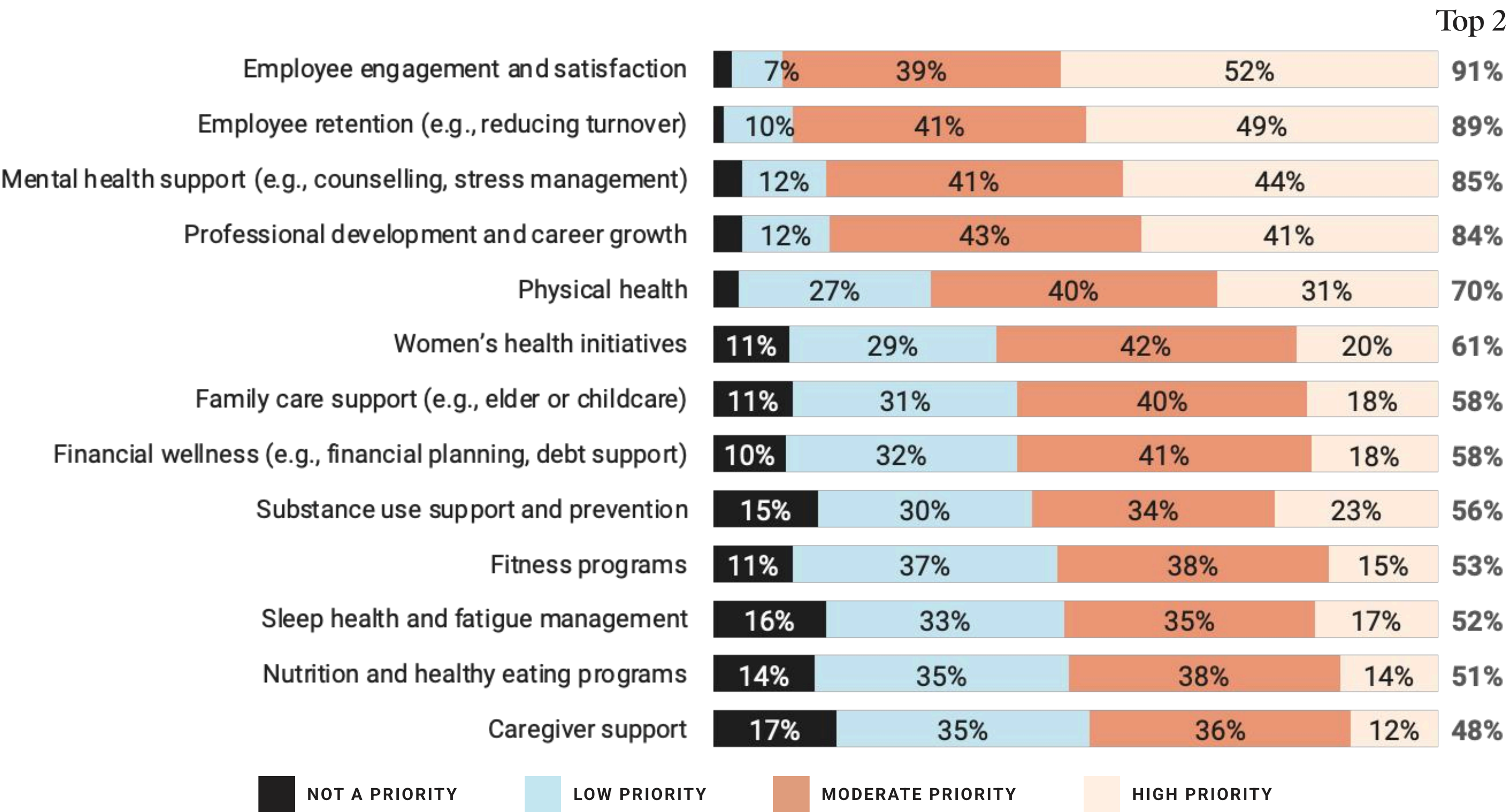
While many EAP features are currently offered, there are significant gaps between availability and employee needs. 24/7 access to care (47%), data and reporting capability (43%), and multilingual support (42%) are among the most commonly provided features. However, a notable portion of HR professionals wish their EAPs offered key services such as the ability to choose a preferred counsellor (56%), seamless electronic medical records (50%), and proactive follow-ups (48%). These findings suggest an opportunity for providers to expand offerings and enhance personalization to better meet employee expectations.



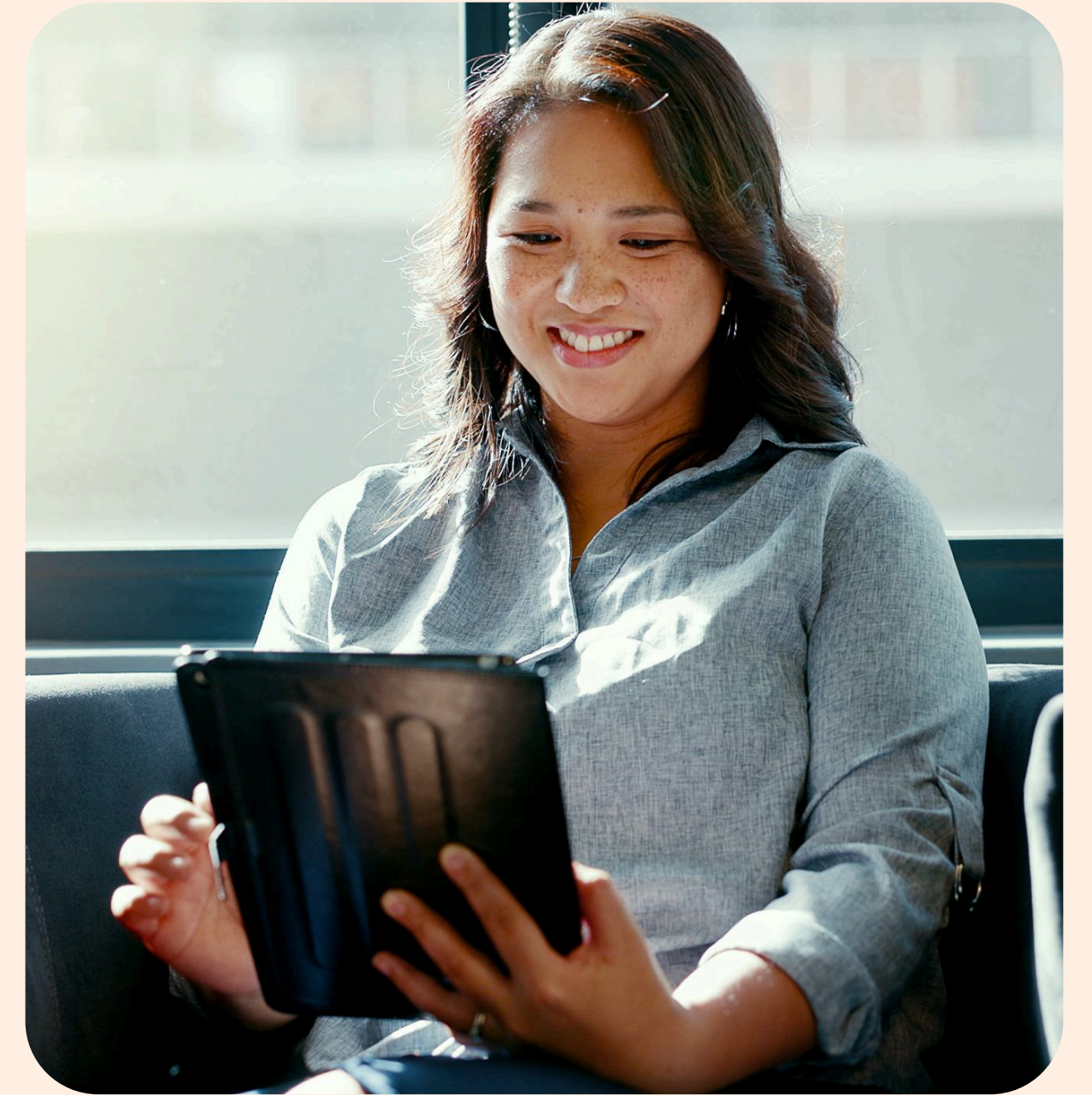
B6. WHICH OF THE FOLLOWING FEATURES BEST DESCRIBES YOUR ORGANIZATION’S EAP OR WORKPLACE BENEFIT OFFERINGS?
BASE: ALL RESPONDENTS (N=200)

Top employee wellness priorities for the next 3-5 years

Employee engagement and satisfaction (91%), retention (89%), and mental health support (85%) are the top wellness priorities for organizations over the next 3-5 years. Professional development (84%) and physical health (70%) are also key focus areas, reflecting a strong commitment to holistic employee well-being. However, lower prioritization is given to areas like sleep health (52%), caregiver support (48%), and nutrition programs (51%), suggesting an opportunity to expand wellness initiatives beyond traditional benefits to address emerging employee needs.



C1. WHAT ARE YOUR ORGANIZATION'S TOP WELLNESS PRIORITIES FOR EMPLOYEES FOR THE NEXT 3-5 YEARS?
BASE: ALL RESPONDENTS (N=200)



Respondent profiles

Employed Canadians

CANADIANS 18+ YEARS OF AGE WHO ARE EMPLOYED FULL OR PART TIME (N=1000)

Gender

MALE	52%
FEMALE	48%

Age

18 TO 34 YEARS	33%
35 TO 54 YEARS	46%
55 YEARS OR OLDER	21%

Employment

FULL TIME	84%
PART TIME	16%

Income

LESS THAN 60K	25%
60K TO 100K	26%
MORE THAN 100K	43%

Marital Status

SINGLE	31%
MARRIED/COMMON LAW	60%
SEPERATED/DIVORCED	6%
WIDOWED	1%



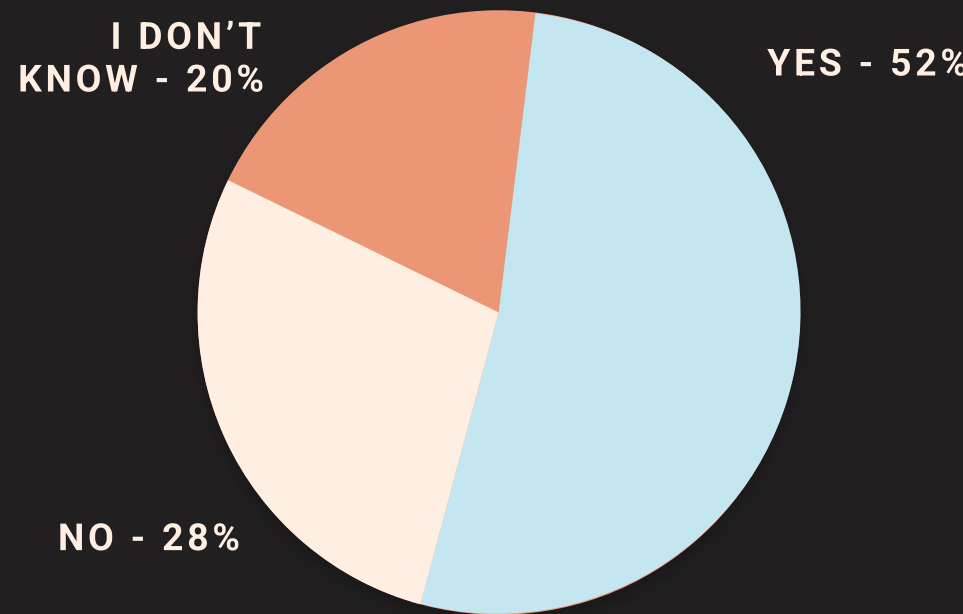
Kids in household

YES	36%
NO	64%

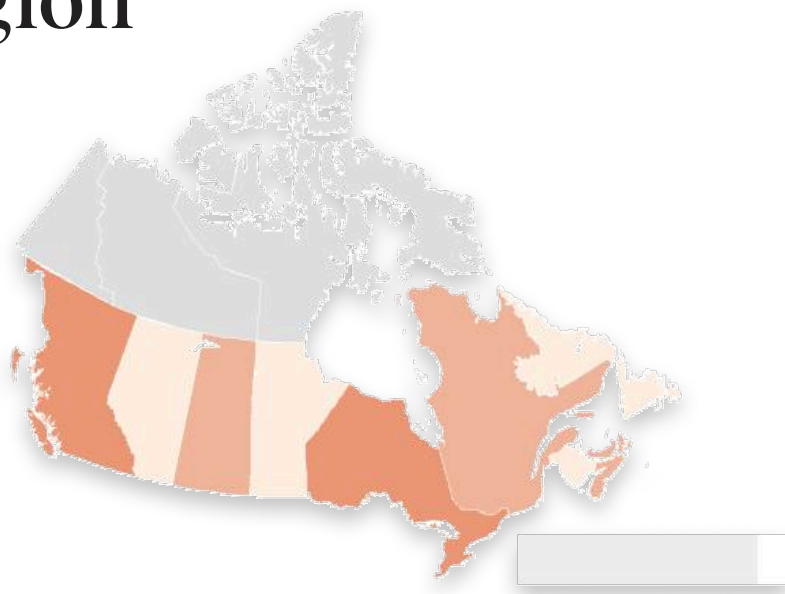
Education

HIGH SCHOOL OR LESS	22%
COLLEGE	38%
UNIVERSITY	37%

Employer EAP



Region



West	32%
BRITISH COLUMBIA	14%
ALBERTA	11%
SASKATCHEWAN / MANITOBA	6%
Ontario	38%
Quebec	24%
Atlantic	7%
NEW BRUNSWICK	2%
NOVA SCOTIA	3%
PRINCE EDWARD ISLAND	1%
NEWFOUNDLAND AND LABRADOR	1%

Human resources professionals

CANADIANS 18+ YEARS OF AGE WHO ARE HR PROFESSIONALS (DECISION-MAKERS) (N=200)

Gender

MALE	46%
FEMALE	55%

Age

18 TO 34 YEARS	27%
35 TO 54 YEARS	50%
55 YEARS OR OLDER	24%

Employment

FULL TIME	95%
PART TIME	6%

Position

HR PROFESSIONAL	66%
CEO / EXECUTIVE	26%
PROCUREMENT	9%

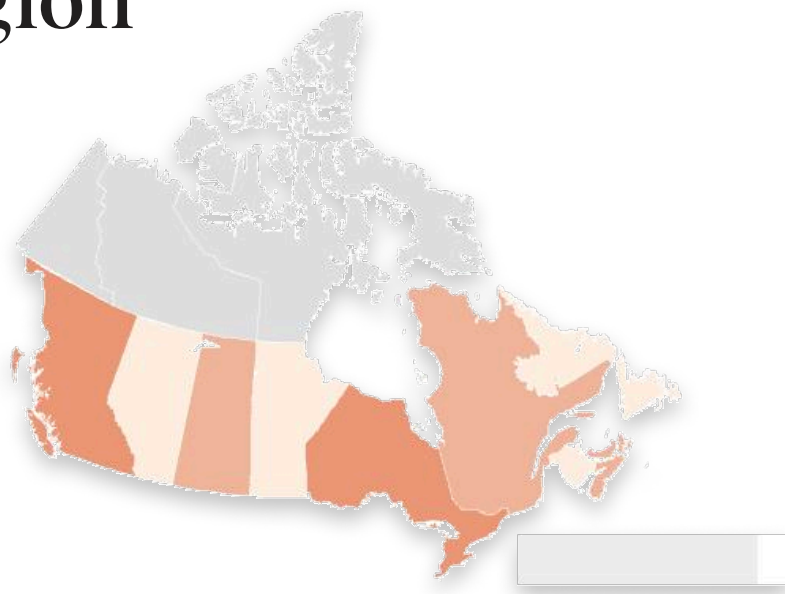
Level of influence related to EAP

PRIMARY DECISION-MAKER	43%
SOME INVOLVEMENT IN DECISIONS	58%

Number of employees

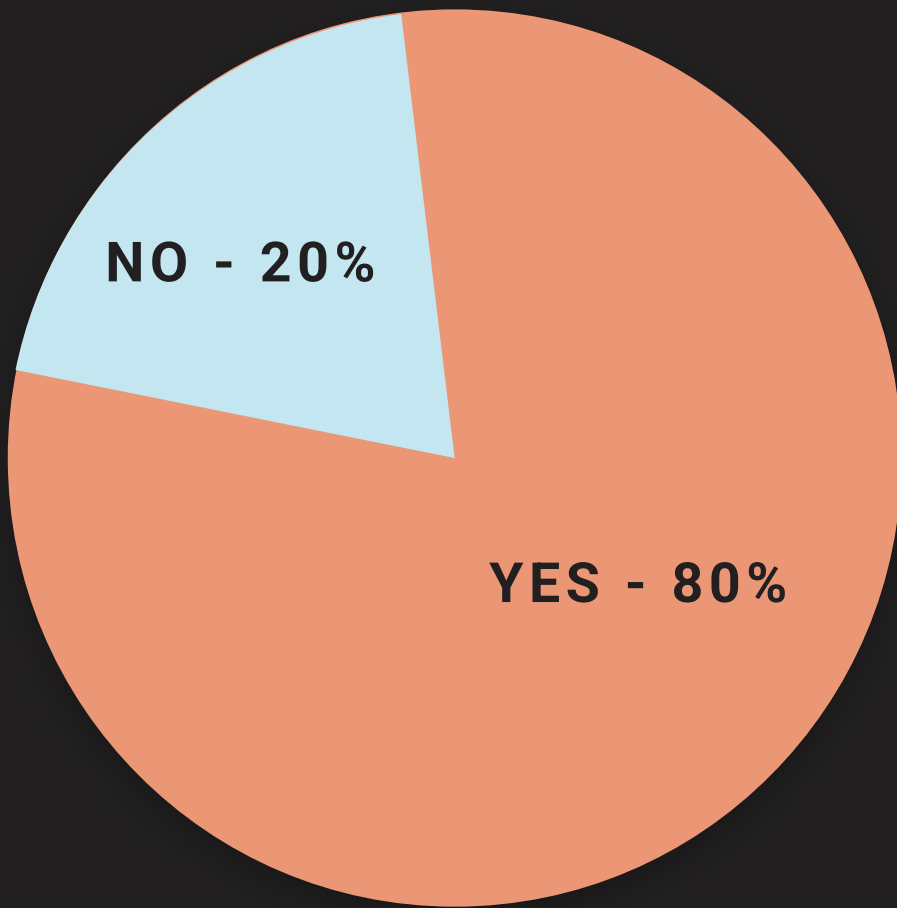
FEWER THAN 100	39%
100 TO 499	23%
500+ EMPLOYEES	39%

Region



West	29%
BRITISH COLUMBIA	10%
ALBERTA	13%
SASKATCHEWAN / MANITOBA	7%
Ontario	42%
Quebec	24%
Atlantic	5%
NEW BRUNSWICK	2%
NOVA SCOTIA	3%
PRINCE EDWARD ISLAND	1%
NEWFOUNDLAND AND LABRADOR	-

Employer EAP





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