



DATA SNAPSHOT

2025 Employee Experience Trends: Americas

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of the Qualtrics 2025 Employee Experience Trends Study, employees from 23 countries/regions rated their current experience at work across several components. From their responses, we analyzed the five employee experience (EX) indicators (*Engagement*, *Inclusion*, *Well-Being*, *Intent to Stay*, and *Experience v Expectations*) and how they have changed between 2021 and 2024. We also conducted a regression analysis to identify the top drivers of *Engagement* in each country. In this report, we share the metrics from both Latin America and North America.

- + **Employee experience KPIs are down in Latin America...** Employees in Mexico and Brazil provided lower KPI scores in 2025 than in 2024. *Inclusion* decreased the most (-4 points), followed by *Well-Being* and *Intent to Stay* (-3 points each).
- + **...Yet remain above the global norm.** All KPIs in Latin America scored above the global norm. *Engagement* in Latin America outpaces global sentiment the most, scoring 6 points above the global rate, followed by *Well-Being* (+5 points). *Experience v Expectations* has the smallest gap between Latin America and global scores, at +1 point.
- + **KPIs are relatively stable in North America.** Employee experience KPI scores in North America have changed by one point or less from 2024. *Intent to Stay* is the most stable, remaining at 62% in 2025. Both *Well-Being* and *Engagement* have increased by one point, while *Experience v Expectations* and *Inclusion* have decreased by one point.
- + **External impact is a key driver of *Engagement* in the Americas.** *I am proud of this organization's efforts to have an impact on the world* and *I am encouraged to develop new and better ways of serving customers* are the top two drivers of *Engagement* in both North America and Latin America.

STUDY KEY FACTS

- Global employee study
- Online panel study
- Conducted in Q3 of 2024
- 23 countries
- 36,872 consumers

2025 Employee Experience Trends: Americas

STUDY OVERVIEW

The data for this report comes from a global employee study that Qualtrics conducted in the third quarter of 2024. Using an online survey, Qualtrics surveyed 36,872 employees from 23 countries/regions: Australia, Brazil, Canada, China, Denmark, France, Germany, Hong Kong (China), India, Ireland, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

Qualtrics surveyed approximately...

...700 employees from Denmark.

...1,000 employees from Brazil, Canada, Hong Kong (China), Ireland, Italy, Mexico, the Netherlands, New Zealand, Philippines, Singapore, South Korea, Spain, Sweden, and the UAE.

...2,000 employees from Australia, France, Germany, India, Japan, the UK.

...3,100 employees from China.

...4,100 employees from the United States.

FIGURES IN THE REPORT

1. KPI Questions
2. Employee Experience Globally
3. Employee Engagement by Country
4. Employee Well-Being by Country
5. Employee Inclusion by Country
6. Employee Intent to Stay by Country
7. Employee Experience v Expectations by Country
8. Employee Experience in North America
9. Employee Experience in Latin America
10. Employee Experience in Brazil
11. Employee Experience in Canada
12. Employee Experience in Mexico
13. Employee Experience in the United States

Methodology

EMPLOYEE EXPERIENCE KEY PERFORMANCE INDICATOR QUESTIONS

For the first four metrics, we asked employees the degree to which they agree with (*Strongly disagree, Disagree, Neither agree nor disagree, Agree, Strongly agree*) the below statements. Response scales for the last two metrics, Intent to Stay and Expectations, are listed with their statement.

Engagement:

- *My work gives me a feeling of personal accomplishment* (**Accomplish**)
- *I would recommend this company to people I know as a great place to work* (**Recommend**)
- *This organization motivates me to contribute more than is normally required to complete my work* (**Motivate**)

Inclusion:

- *I feel as if I belong at this company* (**Belonging**)
- *I can be myself at work* (**Authenticity**)
- *At this company, everyone can succeed to their full potential, no matter who they are (e.g., all ages, cultural backgrounds, genders, races, religions, etc.)* (**Equity**)

Well-Being:

- *I feel energized at work* (**Energy**)
- *I feel positive about myself at work* (**Positivity**)
- *I have trusting relationships at work* (**Relationships**)

Intent to Stay:

- *I intend to keep working at this company for...* (6 months or less/Over 6 months, up to 1 year/Over 1 year, up to 3 years/Over 3 years, up to 5 years/Over 5 years)

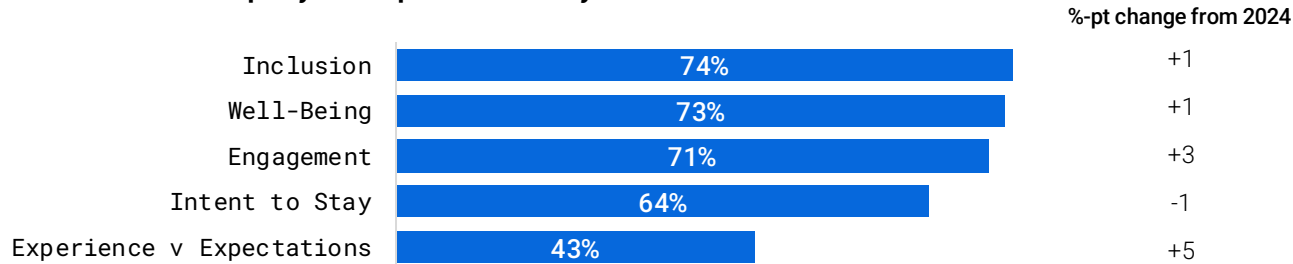
Expectations:

- *Overall, to what extent does your experience working at this company meet your expectations?* (Far below expectations/Below expectations/Meets expectations/Exceeds expectations /Greatly exceeds expectations)

Metrics reported are %-favorable – the percentage of responses rated 4+ on the 5-point scale.

Employee Experience Globally

Employee Experience Key Performance Indicators



Change in KPI Item Ratings 2024-2025

KPI	EX Theme	2025 Rating	%-pt Change from 2024
Engagement	My work gives me a feeling of personal accomplishment	75%	+3
Engagement	Would recommend organization as a great place to work	71%	+3
Engagement	Organization motivates me to contribute more than required	66%	+3
Exp v Expect	Overall experience exceeds expectations	43%	+5
Intent to Stay	Intend to keep working at this organization for 3+ years	64%	+1
Inclusion	Feel as if I belong at this organization	73%	0
Inclusion	Can be myself at work	77%	0
Inclusion	Everyone can succeed to full potential, no matter who they are	70%	+2
Well-Being	Feel energized at work	66%	+2
Well-Being	Feel positive about myself at work	76%	+1
Well-Being	Have trusting relationships at work	78%	+2

Top 7 Drivers of Engagement

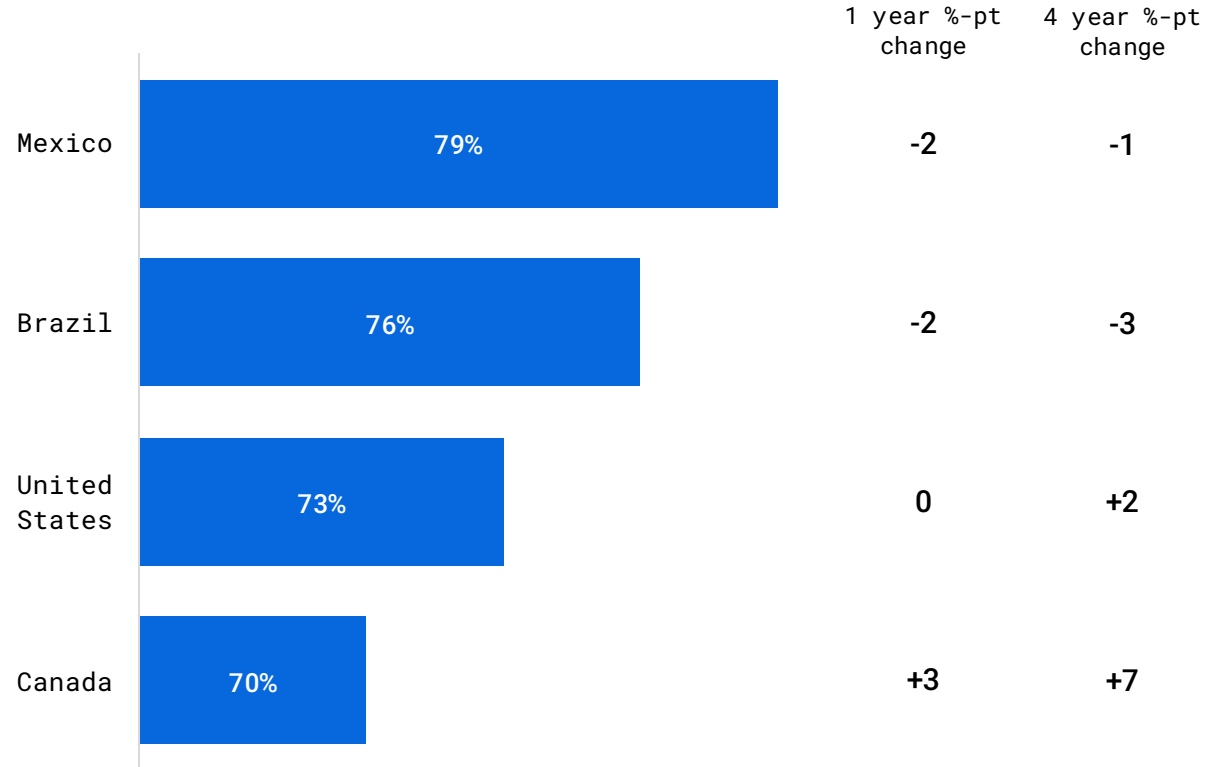
Rank	Driver	2025 Rating
1	<i>I am proud of this org's efforts to have a positive impact on the world</i>	69%
2	<i>I am encouraged to develop new & better ways of serving customers</i>	73%
3	<i>Overall, I feel that my career goals can be met at this organization</i>	68%
4	<i>This org's processes enable me to effectively meet customers' needs</i>	75%
5	<i>I believe in the organization's values</i>	77%
6	<i>This organization continually improves the way work gets done</i>	66%
7	<i>I have seen positive changes as a result of previous surveys</i>	63%

Employee Engagement by Country

KEY TAKEAWAYS

- + Mexican employees reported the highest *Engagement* rating in the Americas, while Canadian employees have the lowest *Engagement* rating.
- + *Engagement* has changed the most among Canadian employees over the past 4 years, increasing 7 points from 2021. This metric has decreased the most among Brazilian employees.

Average ENGAGEMENT rating
(Percent favorable)



ABOUT

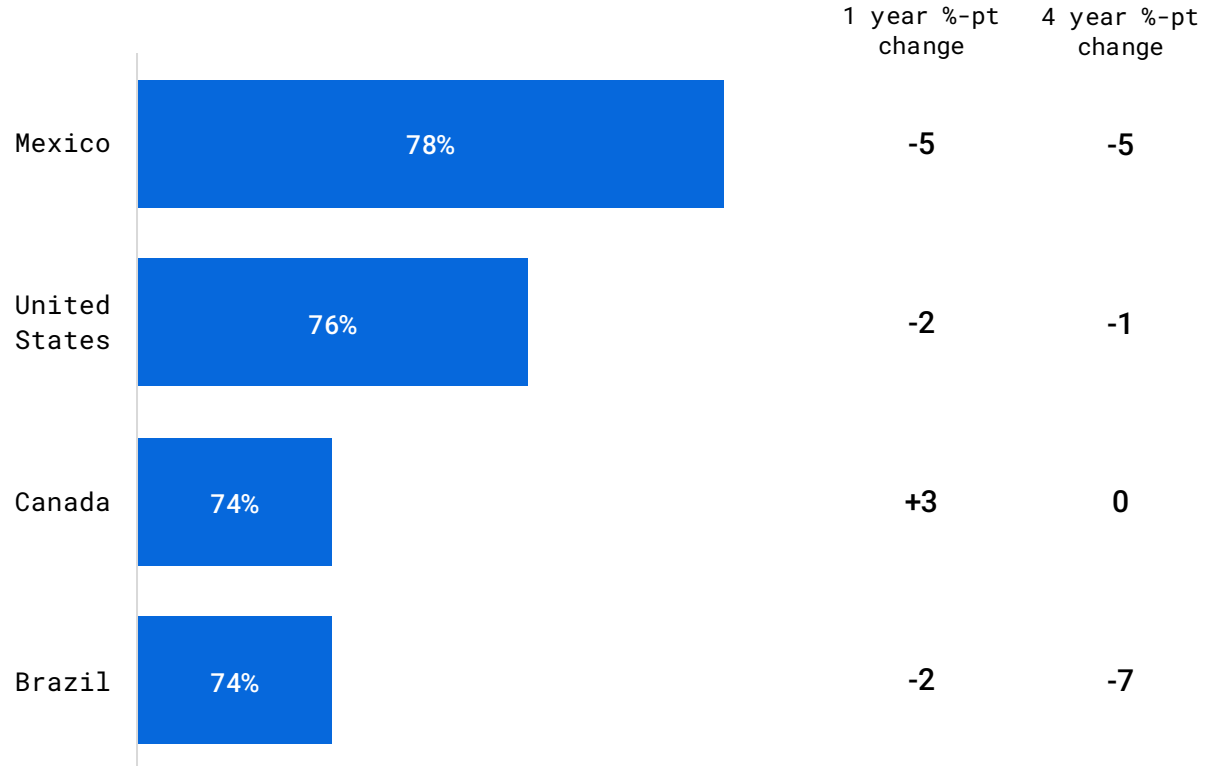
Base: 36,872 across 23 countries
Source: Qualtrics Q3 2024 Global Employee Study
[xminstitute.com](https://www.xminstitute.com)

Employee Inclusion by Country

KEY TAKEAWAYS

- + Mexican employees reported the highest *Inclusion* rating in the Americas, while Brazilian and Canadian employees have the lowest *Inclusion* rating, at 74%.
- + *Inclusion* has changed the most among Brazilian employees over the past 4 years, decreasing 7 points from 2021. This metric has changed the least for Canadians, who report no change in *inclusion* from 2021 to 2025.

Average INCLUSION rating (Percent favorable)



ABOUT

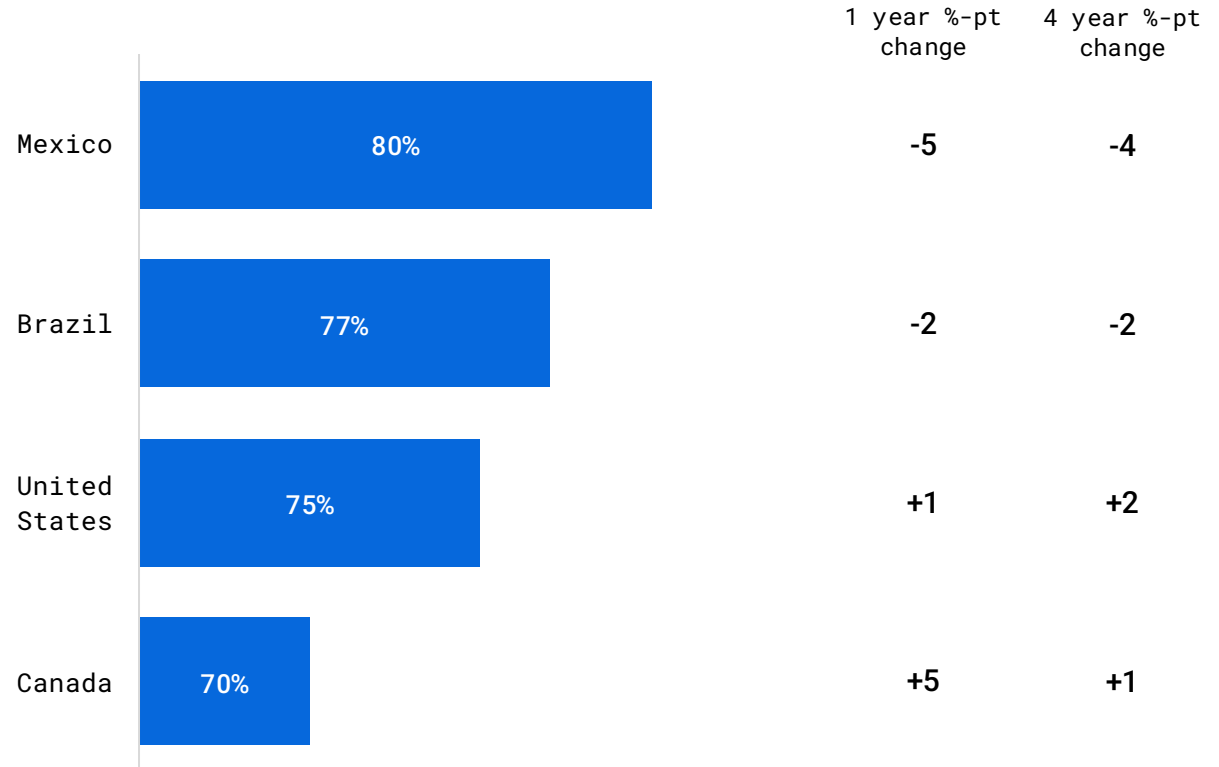
Base: 36,872 across 23 countries
Source: Qualtrics Q3 2024 Global Employee Study
[xminstitute.com](https://www.xminstitute.com)

Employee Well-Being by Country

KEY TAKEAWAYS

- + Mexican employees reported the highest *Well-Being* rating in the Americas, while Canadian employees have the lowest *Well-Being* rating, at 70%.
- + *Inclusion* has changed the most among Mexican employees over the past 4 years, decreasing 4 points from 2021. This metric has increased the most for US employee over this same time period, with a change of +2 percentage points.

Average WELL-BEING rating
(Percent favorable)



ABOUT

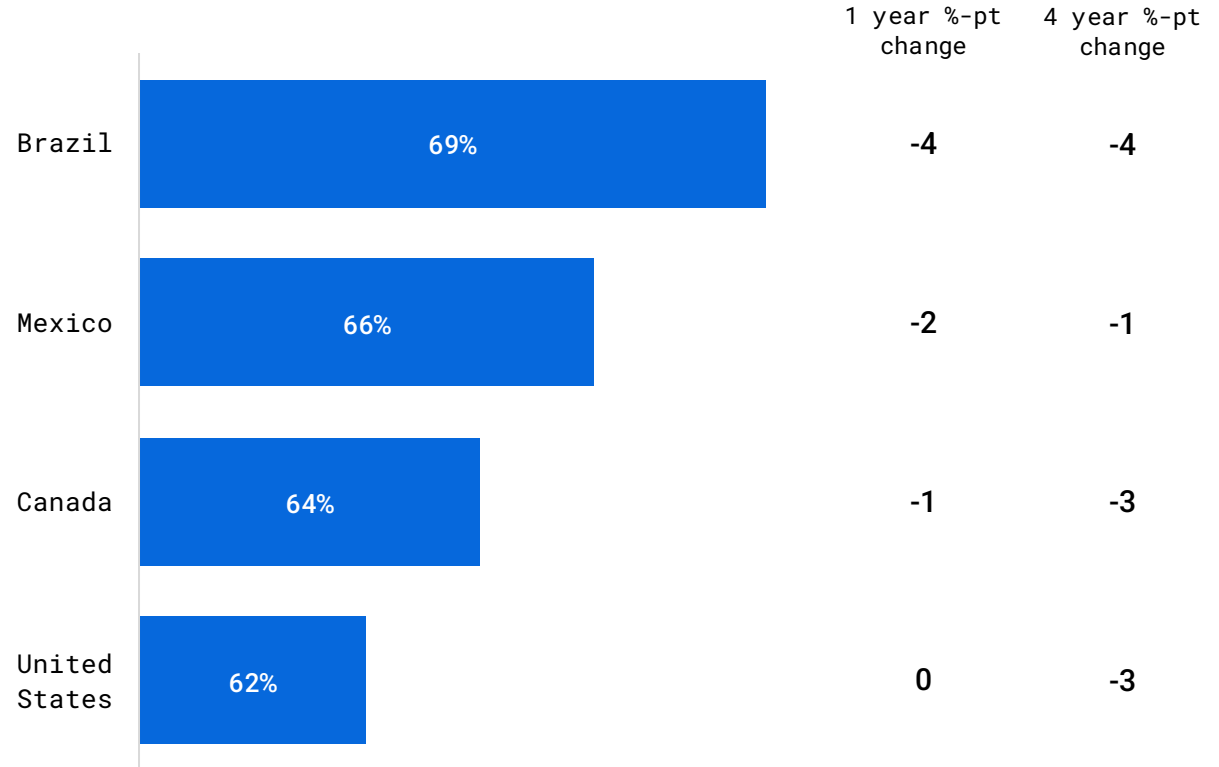
Base: 36,872 across 23 countries
Source: Qualtrics Q3 2024 Global Employee Study
[xminstitute.com](https://www.xminstitute.com)

Employee Intent to Stay by Country

KEY TAKEAWAYS

- + Brazilian employees have the highest *intent to stay* three or more years at their current company, at 69%, while US employees are least likely to do so (62%).
- + *Intent to stay* decreased among employees in all countries in the Americas and decreased the most acutely in Brazil (-4 points from 2021).

Average INTENT TO STAY rating
(3+ years)



ABOUT

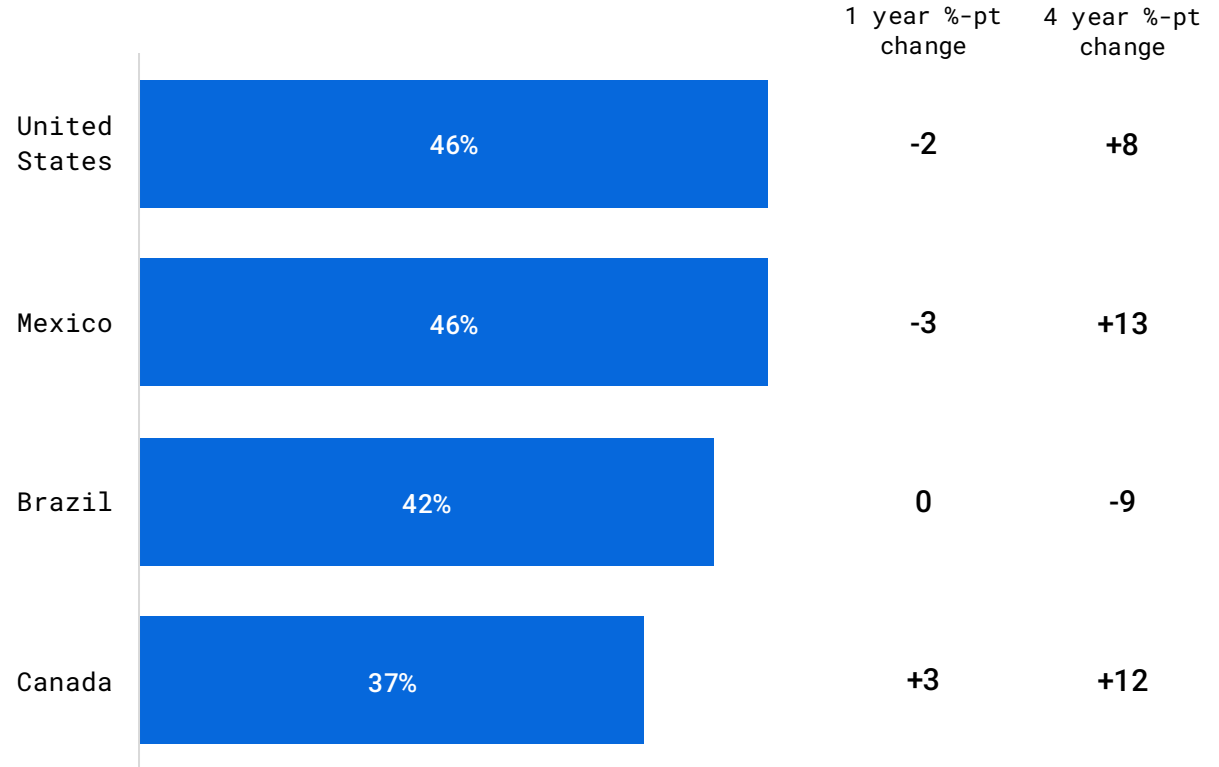
Base: 36,872 across 23 countries
Source: Qualtrics Q3 2024 Global Employee Study
[xminstitute.com](https://www.xminstitute.com)

Employee Experience v Expectations by Country

KEY TAKEAWAYS

- + US employees are most likely to say that their experience *exceeds expectations*, at 46%, while Canadians are least likely to say as much (37%).
- + *Experience v Expectations* ratings have changed the most among Mexican employees, who report an increase of +13 points from 2021 to 2025. Brazilian employees report the greatest decrease in this metric over the same period (-9 points).

Average EXPECTATIONS rating
(exceeded and strongly exceeded)

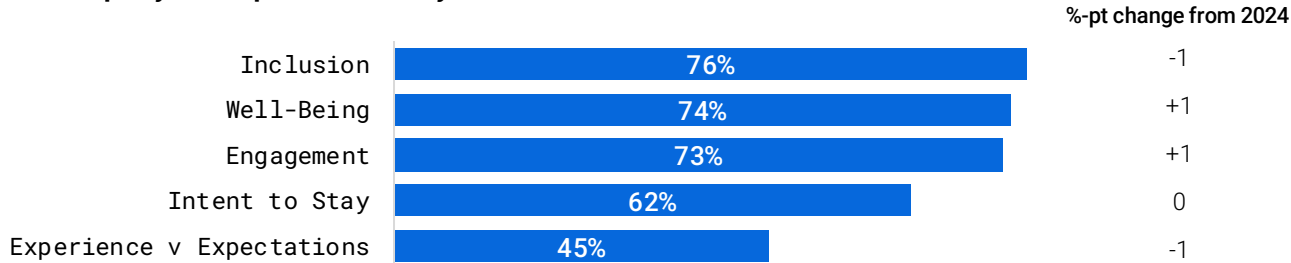


ABOUT

Base: 36,872 across 23 countries
Source: Qualtrics Q3 2024 Global Employee Study
[xminstitute.com](https://www.xminstitute.com)

Employee Experience in North America

Employee Experience Key Performance Indicators in North America



Change KPI Item Ratings 2024-2025

KPI	EX Theme	2025 Rating	%-pt Change from 2024
Engagement	My work gives me a feeling of personal accomplishment	79%	+2
Engagement	Would recommend organization as a great place to work	73%	+1
Engagement	Organization motivates me to contribute more than required	66%	-1
Exp v Expect	Overall experience exceeds expectations	45%	-1
Intent to Stay	Intend to keep working at this organization for...	62%	0
Inclusion	Feel as if I belong at this organization	74%	-2
Inclusion	Can be myself at work	81%	0
Inclusion	Everyone can succeed to full potential, no matter who they are	73%	-1
Well-Being	Feel energized at work	65%	+3
Well-Being	Feel positive about myself at work	79%	+1
Well-Being	Have trusting relationships at work	78%	0

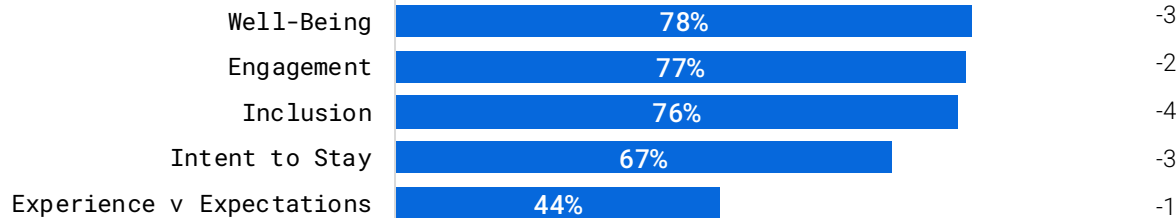
Top 7 Drivers of Engagement

Rank	Driver	2025 Rating
1	<i>I am encouraged to develop new & better ways of serving customers</i>	74%
2	<i>I am proud of this org's efforts to have a positive impact on the world</i>	72%
3	<i>This org continually improves the way work gets done</i>	65%
4	<i>My job makes good use of my skills and abilities</i>	81%
5	<i>Overall, I feel that my career goals can be met at this organization</i>	71%
6	<i>I believe in the org's values</i>	80%
7	<i>This org's processes enable me to effectively meet my customers' needs</i>	77%

Employee Experience in Latin America

Employee Experience Key Performance Indicators in Latin America

%-pt change from 2024



Change in KPI Item Ratings 2024-2025

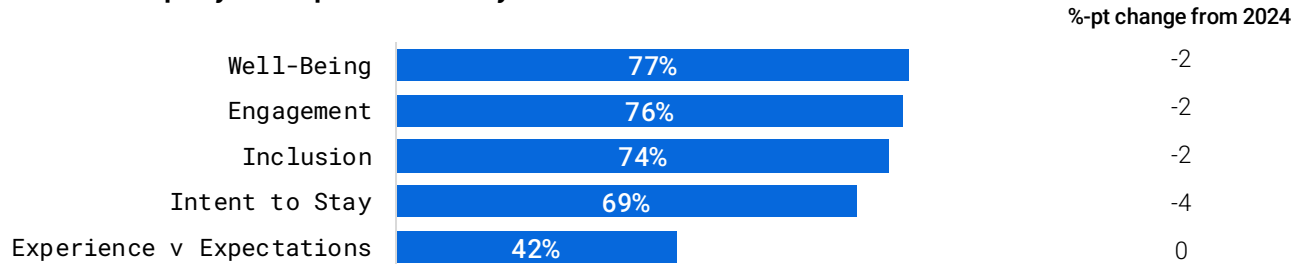
KPI	EX Theme	2025 Rating	%-pt Change from 2024
Engagement	My work gives me a feeling of personal accomplishment	79%	-2
Engagement	Would recommend organization as a great place to work	80%	-1
Engagement	Organization motivates me to contribute more than required	73%	-4
Exp v Expect	Overall experience exceeds expectations	44%	-1
Intent to Stay	Intend to keep working at this organization for...	67%	-3
Inclusion	Feel as if I belong at this organization	75%	-6
Inclusion	Can be myself at work	81%	-3
Inclusion	Everyone can succeed to full potential, no matter who they are	72%	+4
Well-Being	Feel energized at work	72%	-6
Well-Being	Feel positive about myself at work	81%	-3
Well-Being	Have trusting relationships at work	81%	+2

Top 7 Drivers of Engagement

Rank	Driver	2025 Rating
1	<i>I am encouraged to develop new & better ways of serving customers</i>	80%
2	<i>I am proud of this org's efforts to have a positive impact on the world</i>	74%
3	<i>Overall, I feel that my career goals can be met at this organization</i>	71%
4	<i>This organization continually improves the way work gets done</i>	71%
5	<i>I believe in the organization's values</i>	82%
6	<i>I can see a clear link between my work and this org's strategic objectives</i>	76%
7	<i>The amount of stress in my job is manageable</i>	61%

Employee Experience in Brazil

Employee Experience Key Performance Indicators in Brazil



Change in KPI Item Ratings 2024-2025

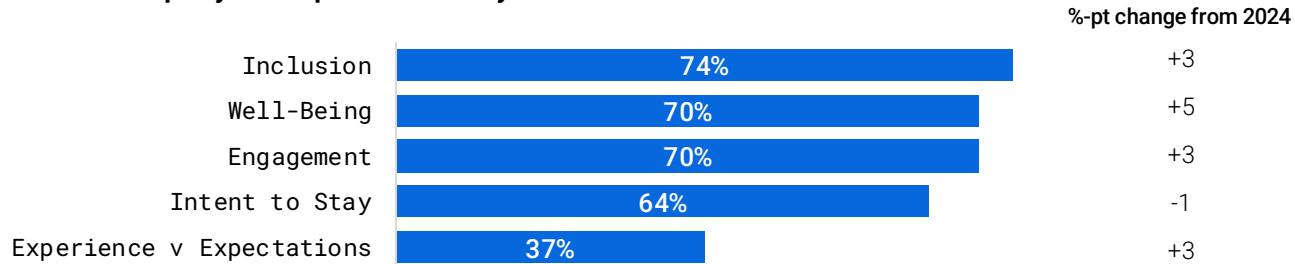
KPI	EX Theme	2025 Rating	%-pt Change from 2024
Engagement	My work gives me a feeling of personal accomplishment	76%	-2
Engagement	Would recommend organization as a great place to work	79%	0
Engagement	Organization motivates me to contribute more than required	73%	-3
Exp v Expect	Overall experience exceeds expectations	42%	0
Intent to Stay	Intend to keep working at this organization for...	69%	-4
Inclusion	Feel as if I belong at this organization	71%	-5
Inclusion	Can be myself at work	80%	0
Inclusion	Everyone can succeed to full potential, no matter who they are	71%	-2
Well-Being	Feel energized at work	67%	-4
Well-Being	Feel positive about myself at work	81%	-1
Well-Being	Have trusting relationships at work	82%	0

Top 5 Drivers of Engagement

Rank	Driver	2025 Rating
1	<i>I am encouraged to develop new & better ways of serving customers</i>	81%
2	<i>I can see a clear link between my work and org objectives</i>	76%
3	<i>I believe in this organization's values</i>	83%
4	<i>I am proud of this org's efforts to have a positive impact on the world</i>	73%
5	<i>The amount of stress in my job is manageable</i>	56%

Employee Experience in Canada

Employee Experience Key Performance Indicators in Canada



Change in KPI Item Ratings 2024-2025

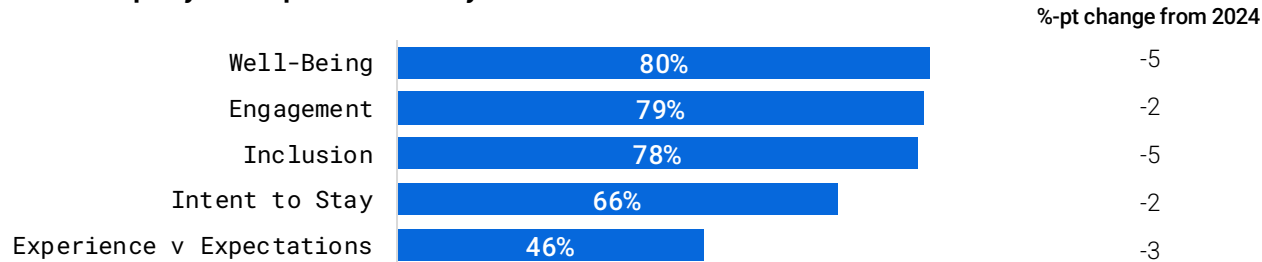
KPI	EX Theme	2025 Rating	%-pt Change from 2024
Engagement	My work gives me a feeling of personal accomplishment	76%	+3
Engagement	Would recommend organization as a great place to work	70%	+2
Engagement	Organization motivates me to contribute more than required	64%	+3
Exp v Expect	Overall experience exceeds expectations	37%	+3
Intent to Stay	Intend to keep working at this organization for...	64%	-1
Inclusion	Feel as if I belong at this organization	72%	+2
Inclusion	Can be myself at work	80%	+3
Inclusion	Everyone can succeed to full potential, no matter who they are	71%	+3
Well-Being	Feel energized at work	59%	+6
Well-Being	Feel positive about myself at work	75%	+3
Well-Being	Have trusting relationships at work	77%	+4

Top 2 Drivers of Engagement

Rank	Driver	2025 Rating
1	I am proud of this org's efforts to have a positive impact on the world	67%
2	My job makes good use of my skills and abilities	78%

Employee Experience in Mexico

Employee Experience Key Performance Indicators in Mexico



Change in KPI Item Ratings 2024-2025

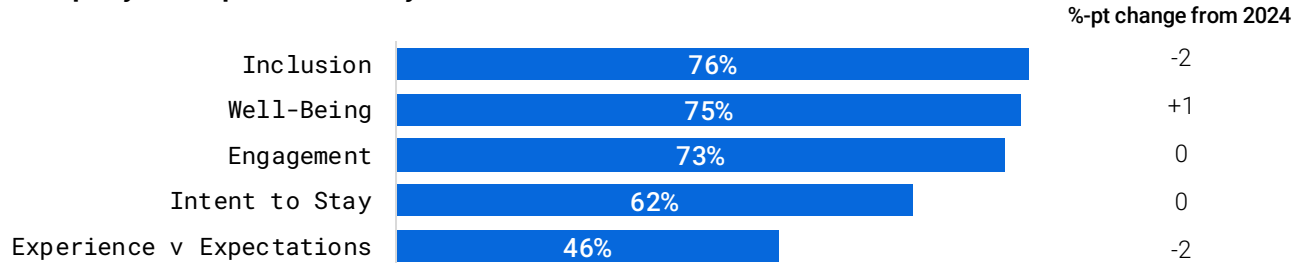
KPI	EX Theme	2025 Rating	%-pt Change from 2024
Engagement	My work gives me a feeling of personal accomplishment	83%	-2
Engagement	Would recommend organization as a great place to work	81%	0
Engagement	Organization motivates me to contribute more than required	73%	-4
Exp v Expect	Overall experience exceeds expectations	46%	-3
Intent to Stay	Intend to keep working at this organization for...	66%	-2
Inclusion	Feel as if I belong at this organization	79%	-7
Inclusion	Can be myself at work	83%	-5
Inclusion	Everyone can succeed to full potential, no matter who they are	74%	-3
Well-Being	Feel energized at work	77%	-7
Well-Being	Feel positive about myself at work	82%	-4
Well-Being	Have trusting relationships at work	80%	-4

Top 5 Drivers of Engagement

Rank	Driver	2025 Rating
1	I am encouraged to develop new & better ways of serving customers	79%
2	I am proud of this org's efforts to have a positive impact on the world	74%
3	The employee benefits I have meet my needs	72%
4	This organization continually improves the way work gets done	71%
5	Overall, I feel that my career goals can be met at this organization	73%

Employee Experience in the United States

Employee Experience Key Performance Indicators in the United States



Change in KPI Item Ratings 2024-2025

KPI	EX Theme	2025 Rating	%-pt Change from 2024
Engagement	My work gives me a feeling of personal accomplishment	80%	+2
Engagement	Would recommend organization as a great place to work	74%	+1
Engagement	Organization motivates me to contribute more than required	66%	-1
Exp v Expect	Overall experience exceeds expectations	46%	-2
Intent to Stay	Intend to keep working at this organization for...	62%	0
Inclusion	Feel as if I belong at this organization	75%	-3
Inclusion	Can be myself at work	81%	-1
Inclusion	Everyone can succeed to full potential, no matter who they are	73%	-2
Well-Being	Feel energized at work	67%	+2
Well-Being	Feel positive about myself at work	80%	+1
Well-Being	Have trusting relationships at work	78%	-1

Top 5 Drivers of Engagement

Rank	Driver	2025 Rating
1	I am encouraged to develop new & better ways of serving customers	75%
2	Overall, I feel that my career goals can be met at this org	71%
3	I am proud of this org's efforts to have a positive impact on the world	73%
4	This organization continually improves the way work gets done	67%
5	My job makes good use of my skills and abilities	82%

DATA CALCULATION

Percent favorable for each KPI and driver are calculated by taking the total number of respondents that selected the top two boxes and dividing by the total number of respondents. Metrics for Engagement, Inclusion, and Well-Being are then calculated by averaging the three components.

Data for the 1-year and 4-year change in KPIs comes from the 2021 and 2024 Qualtrics Employee Experience Trends Global Study from each respective year. Trending data may not be available for certain countries depending on the sample availability.

We included drivers of employee engagement for each country that meet the significance threshold of $p=0.05$, listed in order of their predictive strength. Those that have fewer than 5 drivers did not have more than those listed that were statistically significant.

Figure 1 is calculated by finding the score for each KPI and driver across all 23 countries/regions (referring to as 'global') included in the 2025 study.

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