

Employers are waking up to the fact that financial stress impacts not only the lives of their employees but, potentially, workplace performance and overall engagement. However, many still lack the tools and support to address it effectively.

Aviva's new Financial Wellbeing Tool for workplace pension members is designed specifically to address this growing need. It empowers employees to take control of their financial situations through personalised, actionable steps that align with their confidence levels.

How the economy fuels our money worries

Despite signs of economic recovery, the cost-of-living crisis has cast a shadow over household finances, and many families continue to feel the pressure. According to the *Aviva Working Lives Report 2024*¹, nearly three-quarters of employees (73 per cent) said the cost-of-living crisis has intensified their financial anxiety, with

"At Aviva, we believe that the pension industry has a vital role in empowering employers to enhance their team's financial wellbeing – not just through retirement planning but by fostering confidence and resilience at every stage of working life.

That's why we're launching innovative solutions to make financial wellbeing support easier, smarter and more impactful"

Financial wellbeing isn't just a buzzword; it should be a business necessity

▶ **Aviva Workplace pensions director, Simon Ellis, explains how financial wellbeing isn't just a buzzword; it should be a business necessity. By doing so, businesses can not only help their employees manage money worries but also unlock greater engagement and performance across their teams**

women reporting higher levels of distress (77 per cent versus 66 per cent of men).

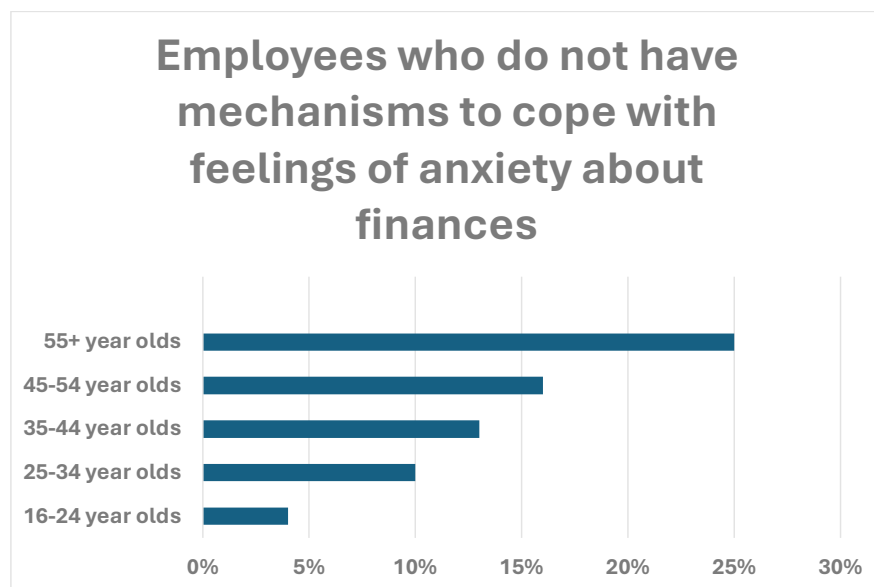
Employers are also aware of this reality. Over half (56 per cent) believe their employees are concerned about their financial wellbeing, and it's clear that addressing these concerns isn't just beneficial for the employees but for the business too.

The link between financial wellbeing and performance at work

In 2025, a survey of about 5,000

employees for the CIPD Good Work Index found that nearly one in three said money worries had affected their work performance. Around one in five said they'd lost sleep over it, 15 per cent said it caused health issues like stress, and 13 per cent said it made it hard to focus or make decisions at work.²

These findings reinforce the growing recognition among UK employers and policymakers that financial wellbeing is not just a personal issue – it's a workplace issue too.



Source: *Aviva Working Lives Report 2024*



Financial Wellbeing Research 2025 | Reward and Employee Benefits Association (REBA)

Where do employees turn for support?

Our 2024 Working Lives Report³ found that nearly half of employees (49 per cent) will confide in friends or family about their financial concerns. Alarming, one in five (20 per cent) tries to ignore their financial situation, and 14 per cent have no strategies to cope at all.

Just 6 per cent reach out to colleagues, managers, or financial advisers for support. Generally, younger employees are more likely to discuss their financial concerns, but research shows older workers often lack effective coping mechanisms.

Workplace support can provide a crucial lifeline, yet nearly two-thirds (63 per cent) of employees reported their employers do not offer tailored financial wellbeing resources. Of that group, 62 per cent said they would appreciate that support from their employers.

Empowering employers with practical financial wellbeing tools

Most employers (74 per cent) said they would welcome help – or more help – to

provide tailored financial wellbeing education to their workforce.⁴ This aligns with REBA's *Financial Wellbeing Research 2025*, which found that structured financial wellbeing strategies deliver tangible benefits for both employees and organisations. Among employers with financial wellbeing strategies in place, 59 per cent feel it addresses the objective of improved mental health related to financial stress, 50 per cent feel it addresses higher productivity or motivation, and 67 per cent said it helps improve the health of the workforce.⁵ These findings highlight that investing in financial wellbeing support isn't just the right thing to do for employees – it's a smart business decision that can drive engagement, resilience, and performance across the organisation.

The new Aviva Financial Wellbeing Tool is available online and through the app, making it quick and easy to navigate in whichever way suits. There are resources, insights and tools to make sense of everyday spending or long-term retirement planning.

“Financial wellbeing is a critical part of overall wellbeing. If people are anxious or stressed about money, it can seriously affect their mental and physical health. I’m thrilled we have launched this tool to help employers support their employees and enhance financial resilience – helping them to feel more confident, more in control, and better equipped to plan their financial futures”

We understand that discussing finances can push people far out of their comfort zones. With Aviva's Financial Wellbeing Tool, employees can access support and build financial confidence without feeling the need to ask for help.

For more information about the financial wellbeing support Aviva offers through workplace pension schemes, visit <https://www.aviva.co.uk/business/workplace-wellbeing/financial-wellbeing/>



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In association with



¹ <https://static.aviva.io/content/dam/document-library/adviser/workplace/SP98723.pdf>

² <https://www.cipd.org/uk/views-and-insights/thought-leadership/insight/action-employee-financial-wellbeing/>

³ <https://static.aviva.io/content/dam/document-library/adviser/workplace/SP98723.pdf>

⁴ <https://static.aviva.io/content/dam/document-library/adviser/workplace/SP98723.pdf>

⁵ <https://reba.global/resource-report/financial-wellbeing-research-2025.html>