ADP Canada Happiness@Work Index: Workers' Sentiment Plateaus in October

October sees levels of satisfaction remain stagnant, with the exception of a few positive indicators across regions.

TORONTO, Oct. 25, 2023 /CNW/ - The ADP Canada monthly *Happiness@Work Index ("Index")* for October remains the same as September, still measuring on par with the *Index* benchmark of 6.7/10 from November 2022. The only workers reporting a decrease in their *Work Happiness Score* for this month are those located in Atlantic Canada and Ontario.

The *National Work Happiness Score* for October 2023 is 6.7/10, unchanged from September.

"As workers settle back into their fall routines, and this being a busy period across different sectors and industries, happiness levels plateau in October, confirming the effect of the current economic conditions on workers in Canada," says Shawna Gee, Director of Marketing, ADP Canada. "Financial stress factors as well as an increase in the workload can have a negative impact on satisfaction levels at work, and it is important to keep checking in with employees and offer resources to help them through this period that some might find more difficult to handle."

October 2023 *Happiness@Work Index* Highlights

- **National Work Happiness Score**: 6.7/10 (NC) *
- **Indicator Breakdown**
  - **Primary Indicator:** 6.9/10 (NC) *
  - **Secondary Indicators:**
    - Work-Life Balance and Flexibility: 6.9/10 (NC) *
    - Recognition and Support: 6.7/10 (+0.1) *
    - Compensation and Benefits: 6.3/10 (+0.1) *
    - Options for Career Advancement: 6.1/10 (+0.1) *

The October *Index* reveals that the **primary indicator of worker happiness remains at 6.9/10,** unchanged from September, as 44 per cent of workers in Canada still say they feel satisfied with their current role and responsibilities. The top secondary indicators continue to be work-life balance and recognition.

The October *Index* also shows similar results to September for most workers in Canada across generations, with only Boomers showing an increase in worker happiness. Regional results show a more positive change, with British Columbia climbing up to the top spot:

National Work Happiness Score: Generational Snapshot

- **Boomers (59+):** 7.3/10 (+0.3) *
- **Gen-Z (18-26):** 6.8/10 (NC) *
- **Millennials (27-42):** 6.8/10 (NC) *
- **Gen-X (43-58):** 6.5/10 (NC) *

Regional Work Happiness Score Snapshot

- **British Columbia**: 7.2/10 (+0.3) *
- **Québec**: 6.9/10 (+0.1) *
- **Alberta**: 6.9/10 (+0.2) *
- **Atlantic Canada**: 6.8/10 (-0.2) *
- **Ontario**: 6.5/10 (-0.1) *
- **Sask/Manitoba**: 6.5/10 (+0.1) *

"As British Columbia claims the spotlight with a notable increase in its *Regional Work Happiness Score*, this month's snapshot suggests a fluctuating pattern. These variations in scores unveil opportunities for organizations to foster employee well-being and fortify workplace satisfaction in the evolving professional landscape," explains Gee.

About the *Happiness@Work Index* Methodology

The *Happiness@Work Index* is measured monthly through a survey fielded by Maru Public Opinion on behalf of ADP Canada

and is undertaken by the sample and data collection experts at Maru/Blue. The survey is run in the first week of each reported month for consistency purposes and asks over 1,200 randomly selected employed Canadian adults (including both employees and self-employed individuals) who are Maru Voice Canada online panelists to rate workplace factors on a scale from 1 to 10. Discrepancies in or between totals when compared to the data tables are due to rounding.

The results are weighted by education, age, gender and region (and in Québec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/-2.8%, 19 times out of 20.

The *Index* will continue to be published on the last Wednesday of the month, with the next scheduled findings due for publication on Wednesday, November 29, 2023.

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