

# ADP Canada Happiness@Work Index: Spring Sprouts a Surge in Workers' Happiness

*Additional monthly data reveals half of workers surveyed in Canada feel comfortable sharing their opinions at work.*

**TORONTO, April 24, 2024** – The ADP Canada monthly *Happiness@Work Index* ("*Index*") reports an increase in worker sentiment for April, with secondary indicators showing an increase across the board.

**The National Work Happiness Score for April 2024 is 6.8/10**, representing a 0.2-point increase from March.

"As we look back at the *Index* findings from the past year, it is clear happiness scores can ebb and flow with the seasons. This year feels like an 'early work happiness Spring' with scores showing happier levels than in April 2023," says Heather Haslam, vice president of marketing at ADP Canada. "The seasonal shift is a reminder to review and revisit employee experience strategies regularly and to establish clear pathways for personalized development plans for workers."

## April 2024 Happiness@Work Index Highlights

- **National Work Happiness Score:** 6.8/10 (+0.2) \*
- **Indicator Breakdown**
  - **Primary Indicator:** 6.9/10 (+0.1) \*
  - **Secondary Indicators:**
    - Work-Life Balance & Flexibility: 6.9/10 (+0.2) \*
    - Recognition & Support: 6.7/10 (+0.2) \*
    - Compensation & Benefits: 6.3/10 (+0.2) \*
    - Options for Career Advancement: 6.1/10 (+0.1) \*

At 6.9/10, April sees the primary indicator of worker happiness slightly increase from March. Forty-seven per cent of workers in Canada surveyed feel satisfied in their current roles and responsibilities. All secondary indicators show an increase this month, with almost all reaching their highest scores.

Millennial (6.8/10) workers report a significant increase in happiness month-over-month but continue to trail behind Boomers, who've maintained first place for the past year. Regionally, workers in Atlantic Canada claim the top spot from Québec as the happiest region. Manitoba and Saskatchewan (6.9/10) record their highest score to date, while Ontario falls back to last place.

## National Work Happiness Score: Generational Snapshot

- **Boomers (59+):** 7.5/10 (+0.3) \*
- **Millennials (27-42):** 6.8/10 (+0.3) \*
- **Gen-Z (18-26):** 6.6/10 (NC) \*
- **Gen-X (43-58):** 6.5/10 (-0.1) \*

## Regional Work Happiness Score Snapshot

- **Atlantic Canada:** 7.1/10 (+0.6) \*
- **Sask/Manitoba:** 6.9/10 (+0.5) \*
- **Québec:** 6.9/10 (+0.1) \*
- **Alberta:** 6.8/10 (+0.2) \*
- **British Columbia:** 6.7/10 (+0.1) \*
- **Ontario:** 6.6/10 (NC) \*

While Spring 2024 sees satisfaction with support & recognition grow, the *Index* also suggests an opportunity to further foster collaborative workplaces in Canada, with half of workers (50%) reporting they can voice a contrary opinion at work without fear of negative consequences. Only a quarter (24%) of workers surveyed feel their perspectives are included in decision making.

"Building a supportive workplace culture can offer employees a dynamic and engaging space to feel comfortable, express opinions and encourage collaboration," adds Haslam. "Beyond employee retention and wellness, a supportive culture is a key to organizational success, especially during challenging times."

## **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, May 29, 2024.

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