ADP Canada Happiness@Work Index: Workers' Happiness Stands Still as Back-To-School Season Kicks In

Satisfaction remains consistent, and many workers say their spending was higher than planned during the summer.

TORONTO, September 25, 2024 – The September edition of the ADP Canada monthly *Happiness@Work Index ("Index")* shows that worker satisfaction remains stable in September. The report also finds that over half of employees in Canada report spending more than they originally planned during the summer months.

The *National Work Happiness Score* for September 2024 is 6.7/10, unchanged from August.

"With the back-to-school season in full swing and summer behind us, this month's steady workplace happiness scores highlight the ongoing need for employer support to navigate the transition," says Heather Haslam, vice president of marketing at ADP Canada. "As financial pressures linger post-summer, employers should focus on providing resources that promote financial wellness and overall well-being."

September 2024 *Happiness@Work Inde*x Highlights

- **National Work Happiness Score**: 6.7/10 (NC) *
- **Indicator Breakdown**
    - **Primary Indicator:** 6.9/10 (NC) *
    - **Secondary Indicators:**
        - Work-Life Balance & Flexibility: 6.8/10 (-0.1) *
        - Recognition & Support: 6.5/10 (-0.1) *
        - Compensation & Benefits: 6.2/10 (NC) *
        - Options for Career Advancement: 5.9/10 (-0.2) *

Almost half (46%) of workers in Canada surveyed feel satisfied with their current roles and responsibilities, and nearly all secondary indicators reported a decrease this month.

Boomers (7.2/10) continue to lead as the happiest generation for the 20th consecutive month, while Gen-Z (6.9/10) holds steady in second place. Regionally, Saskatchewan/Manitoba (7.0/10) takes over as the happiest region for the first time since inception, while Atlantic Canada (6.6/10) records a significant drop in sentiment, tying with Ontario (6.6/10) in the last place.

National Work Happiness Score: Generational Snapshot

- **Boomers (59+):** 7.2/10 (+0.1) *
- **Gen-Z (18-26):** 6.9/10 (+0.1) *
- **Millennials (27-42):** 6.7/10 (NC) *
- **Gen-X (43-58):** 6.4/10 (-0.1) *

Regional Work Happiness Score Snapshot

- **Sask/Manitoba**: 7.0/10 (+0.4) *
- **Québec**: 6.8/10 (-0.2) *
- **Alberta**: 6.8/10 (+0.1) *
- **British Columbia**: 6.7/10 (-0.2) *
- **Atlantic Canada**: 6.6/10 (-0.3) *
- **Ontario**: 6.6/10 (+0.1) *

With the start of the Fall season, the *Index* also reveals that over half of employees (56%) indicated that they spent more than anticipated over the summer months. Additionally, while over half (55%) of employees in Canada report that their ability to save money remained unchanged during the summer months, about a third (32%) of workers indicate they saved less than anticipated over that period.

"With many employees exceeding their summer budget and noting challenges with saving, it's a good time for employers to offer tools and programs that address financial wellness," concludes Haslam.

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, October 30, 2024.

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https://mediacentre.adp.ca/2024-09-25-ADP-Canada-Happiness-Work-Index-Workers-Happiness-Stands-Still-as-Back-To-School-Season-Kicks-In