ADP Canada Happiness@Work Index: Holiday Cheer Boosts Workers' Happiness as the Season Approaches

Worker satisfaction grows as we enter the holiday season, even with close to a third of workers relying on gig work to help cover regular expenses.

TORONTO, November 27, 2024 – The November edition of the ADP Canada monthly *Happiness@Work Index ("Index")* shows a slight increase in worker satisfaction this month. The report also finds that three-in-ten (31%) workers in Canada rely, at least at times, on gig work – temporary or freelance work performed on an informal or on-demand basis – to help cover regular expenses, such as daily living costs and bills.

The *National Work Happiness Score* for November 2024 is 6.7/10, a 0.1-point increase from October.

"As the holiday season approaches and workers settle into a new season, we observe an uptick in workplace happiness," says Heather Haslam, vice president of marketing at ADP Canada. "However, as the cost of living rises alongside the added pressures of holiday spending, employers should prioritize resources that help employees manage financial stress, such as flexible benefits, financial wellness programs, and access to budgeting tools."

November 2024 *Happiness@Work Inde*x Highlights

- **National Work Happiness Score**: 6.7/10 (+0.1)
- **Indicator Breakdown**
  - **Primary Indicator:** 6.9/10 (+0.1) *
  - **Secondary Indicators:**
    - Work-Life Balance & Flexibility: 6.8/10 (+0.1) *
    - Recognition & Support: 6.6/10 (+0.1) *
    - Compensation & Benefits: 6.2/10 (+0.1) *
    - Options for Career Advancement: 6.0/10 (+0.1) *

Almost half (46%) of workers in Canada surveyed feel satisfied with their current roles and responsibilities, with all secondary indicators showing a slight increase this month, reflecting a positive trend in overall employee well-being and a shift from past months' downward trend.

Boomers (7.2/10) continue to lead as the happiest generation for the 22nd consecutive month, while Gen-Z (7.0/10) reports a significant growth in sentiment, holding on to second place. Regionally, Atlantic Canada (7.0/10) takes over as the happiest region, thanks to a notable jump in sentiment (+0.3), while Alberta (6.4/10) sees no change and holds on to last place.

National Work Happiness Score: Generational Snapshot

- **Boomers (59+):** 7.2/10 (+0.1) *
- **Gen-Z (18-26):** 7.0/10 (+0.4) *
- **Millennials (27-42):** 6.8/10 (+0.2) *
- **Gen-X (43-58):** 6.3/10 (-0.1) *

Regional Work Happiness Score Snapshot

- **Atlantic Canada**: 7.0/10 (+0.3) *
- **Québec**: 6.9/10 (+0.1) *
- **British Columbia**: 6.7/10 (-0.1) *
- **Ontario**: 6.6/10 (+0.1) *
- **Sask/Manitoba:** 6.5/10 (-0.2) *
- **Alberta:** 6.4/10 (NC) *

With the holiday season approaching and, with it, holiday expenses, the *Index* took a peek at the state of gig work in Canada, revealing that three in ten workers say they rely regularly on gig work to help cover regular expenses, such as daily living costs and bills. Among gig workers, 17 per cent say that gig work is their primary source of income for covering expenses. The main industries solicited by gig workers are transportation, retail, and grocery.

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As we enter the holiday season and as financial pressures mount, now is an ideal time for employers to provide resources that help employees navigate both seasonal and long-term financial stress and review whether their team members rely on additional work - as it could put them at risk of burn out - and assess their salary offering competitiveness," 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 December 30, 2024.

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https://mediacentre.adp.ca/2024-11-27-ADP-Canada-Happiness-Work-Index-Holiday-Cheer-Boosts-Workers-Happiness-as-the-Season-Approaches