

March Happiness@Work Index

TORONTO, March 27, 2024—[Maru Public Opinion](#) has released the February [ADP Canada Happiness@Work Index](#) Score of **6.6/10** and, driven by a decrease in all secondary indicators compared to February, is **down (-0.1)** from its measure last month. On a year over year basis, the Index is slightly below its initial sounding score of **6.7/10** in March 2023.

Regionally, Québec (**6.8/10 -1.0**) reclaims its position as the happiest worker region in the country with Saskatchewan/Manitoba (**6.4/10 -0.3**) slipping to last place. On an intergenerational basis, Boomers (**7.2/10 -0.5**) remain the happiest generation for the fifteenth consecutive month while Millennials (**6.5/1 -0.10**) slip to last place.

This month's survey also reveals that workers nowadays would be happier if they received a raise (57%), a bonus (35%), more vacation days/time off (31%), or had more health/dental and other benefits (30%), more flexibility with work hours and/or hybrid work (22%), a reduced workload (20%), provided with more professional development opportunities (17%), greater managerial recognition (16%), or more in-person social events/activities (10%).

For the following scores, +/- or NC [no change] are compared to the findings from the previous month.

February National Work Happiness Score: 6.6/10 (-0.1)

Indicator Breakdown

Primary Indicator: **6.8/10 (-0.1)**

Secondary Indicators:

- **Work-Life Balance and Flexibility:** **6.7/10 (-0.2)**
- **Recognition and Support:** **6.7/10 (-0.2)**
- **Compensation and Benefits:** **6.3/10 (-0.2)**
- **Options for Career Advancement:** **6.1/10 (-0.1)**

The primary indicator of worker happiness declined to **6.8/10**, a decrease 0.1 from February, with less workers in Canada feeling satisfied in their current role and responsibilities (43%, down from 46% last month and 44% in January). While all secondary indicators report a reduction in their scores this month, work-life balance and flexibility remain the highest valued sentiments.

National Work Happiness Score: Generational Snapshot

- **Boomers (aged 59+):** **7.2/10 (-0.5)**
- **Gen-Z (aged 18-26):** **6.6/10 (-0.1)**
- **Gen-X (aged 43-58):** **6.6/10 (N/C)**
- **Millennials (aged 27-42):** **6.5/10 (-0.1)**

On an intergenerational reporting, while Boomers (**7.2/10**) remain the happiest generation for the fifteenth consecutive month, they have experienced the steepest month over month

decline (-0.5). This compares to Gen X and Gen Z workers who hold the middle-ranked positions this month tied at **6.6/10** while Millennials are now the least happy generation at work (**6.5/10 -0.1**).

Regional Work Happiness Score Snapshot

- **Québec:** **6.8/10 (-0.1)**
- **British Columbia:** **6.6/10 (-0.4)**
- **Alberta:** **6.6/10 (-0.3)**
- **Ontario:** **6.6/10 (+0.1)**
- **Atlantic Canada:** **6.5/10 (-0.6)**
- **Saskatchewan/Manitoba:** **6.4/10 (-0.3)**

Regionally, Québec (**6.8/10**) reclaims its position as the happiest worker region, displacing Atlantic Canada (**6.5/10**) that drops from first to third place behind the second placed tied British Columbia, Alberta, and Ontario (**6.6/10**), as Saskatchewan/Manitoba slips to the bottom.

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Methodology

These are the findings from a [Maru Public Opinion](#) online panel survey undertaken by its sample and data collection experts at [Maru/Blue](#) from March 8-11, 2024, among a random selection of 1,639 full and part-time employed Canadian adults who are [Maru Voice Canada](#) panelists. The [ADP Canada](#) Happiness@Work Index survey is run in the first week of each reported month has employed respondents' rate both their happiness as it pertains to their current role and the responsibilities at work ("Primary Indicator") and their satisfaction ("Secondary Indicators") with eight workplace factors on a scale from 1 to 10 which are then calculated as Mean scores that are tracked. Additional questions are often added on various topics to provide broader insights into the Canadian workplace.

The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability of +/- 2.4%, 19 times out of 20. Respondents could respond in either English or French.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

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