

January 2024 Happiness@Work index

TORONTO, January 29, 2024—[Maru Public Opinion](#) has released the January 2024 [ADP Canada](#) Happiness@Work Index at 6.7/10, up 0.1 points from December 2023, and largely driven by reported worker increases in job support and recognition.

Workers in Canada are happy with their current employer, with only one in ten (9%) actively pursuing a move to a different company within their industry this year. Additionally, the findings reveal that more than one-third of workers in Canada are actively planning to develop new skills in 2024 (38%) and earn a higher salary within their company (36%).

And while Gen Z workers appear to be starting 2024 on a less happy note than was the case in December, career goal setting is most apparent amongst this group, with half (50%) actively planning to develop new skills, and just under half (44%) striving to earn a higher salary in their company this year. Gen-Z workers are also most interested in entrepreneurship, with just under a quarter (22%) wanting to start their own business in 2024.

The survey is run in the first week of each reported month and 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.

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

January National Work Happiness Score: 6.7/10 (+0.1)

Indicator Breakdown

Primary Indicator: **6.9/10 (+0.1)**

Secondary Indicators:

- **Work-Life Balance and Flexibility:** **6.8/10 (+0.1)**
- **Recognition and Support:** **6.6/10 (+0.2)**
- **Compensation and Benefits:** **6.1/10 (NC)**
- **Options for Career Advancement:** **5.9/10 (NC)**

In January, the primary indicator of worker happiness increased to 6.9/10, a 0.1-point increase from December. Forty-four per cent of workers in Canada feel satisfied with their current role and responsibilities. Work-life balance and flexibility (6.8/10) continues to be the top secondary indicator, but recognition and support (6.6/10) witnessed the most significant increase this month following its lowest recorded score in December.

The *Index* also reveals that Boomers remain the happiest generation for the thirteenth consecutive month:

National Work Happiness Score: Generational Snapshot

- **Boomers (aged 59+):** **7.1/10 (+0.2)**
- **Gen-Z (aged 18-26):** **6.7/10 (-0.1)**
- **Millennials (aged 27-42):** **6.6/10 (+0.1)**
- **Gen-X (aged 43-58):** **6.5/10 (+0.1)**

Regionally, Québec (6.8/10) remains in the top spot; however, Ontario (6.6/10) was the only region in January to record an increase in their *Regional Work Happiness Score*.

Regional Work Happiness Score Snapshot

- **Québec:** **6.8/10 (-0.1)**
- **British Columbia:** **6.7/10 (-0.2)**
- **Atlantic Canada:** **6.7/10 (NC)**
- **Ontario:** **6.6/10 (+0.2)**
- **Alberta:** **6.6/10 (NC)**
- **Sask/Manitoba:** **6.4/10 (-0.1)**

Career Goals for 2024

Workers say they will actively pursue the following career goals in 2024*:

- Develop new skills **51%**
- Earn a higher salary in your company **48%**
- Get promotion in your company **28%**
- Pursue a different career **14%**
- Move to a different company (within the same industry) **12%**
- Become a mentor **12%**
- Start your own business **12%**
- Move to a different industry **10%**
- Move to a different market/abroad **5%**
- Other **4%**

(* up to three chosen)

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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 January 8-9, 2024 among a random selection of 1,495 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 +/- 2.6%, 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.

[Maru Public Opinion](#) is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#) is a proud member of the [Stagwell Marketing Cloud](#).

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