February Happiness@Work Index

TORONTO, February 28, 2024—Maru Public Opinion has released the February ADP Canada Happiness@Work Index Score of **6.7/10** which is **unchanged** from its previous measure in January. Just under half (46%) of workers reported feeling happy with their current role and responsibilities (up from 44% last month).

Regionally, workers in Atlantic Canada have bested their counterparts in Québec to become the happiest in the country. At the other end of the rankings, Ontario was the only region to have experienced a decrease in worker happiness this month which caused the province to fall into last place.

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

February National Work Happiness Score: 6.7/10 (N/C)

Indicator Breakdown

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

Secondary Indicators:

• **Work-Life Balance and Flexibility:**   **6.9/10 (+0.1)**
• **Recognition and Support:**   **6.7/10 (+0.1)**
• **Compensation and Benefits:**   **6.3/10 (+0.2)**
• **Options for Career Advancement:**   **6.1/10 (+0.2)**

Each of the secondary indicators rose this month with most reaching their highest scores to date.

National Work Happiness Score: *Generational Snapshot*

• **Boomers (aged 59+):**   **7.7/10 (+0.6)**
• **Gen-Z (aged 18-26):**   **6.7/10 (N/C)**
• **Millennials (aged 27-42):**   **6.6/10 (N/C)**
• **Gen-X (aged 43-58):**   **6.6/10 (+0.1)**

The index produced the highest score to date (**7.7/10**) for Boomer aged workers as this intergenerational cohort held onto the top spot for the 14th consecutive month.

Regional Work Happiness Score Snapshot

• **Atlantic Canada:**   **7.1/10 (+0.4)**
• **British Columbia:**   **7.0/10 (+0.3)**
• **Québec:**   **6.9/10 (+0.1)**
• **Alberta:**   **6.9/10 (+0.3)**
• **Sask/Manitoba:**   **6.7/10 (-0.1)**
• **Ontario:**   **6.5/10 (-0.1)**

Workers in Atlantic Canada are the happiest in the country, claiming the top spot from Québec, with notable increases in sentiment around work-life balance & flexibility **(7.1/10)**. This new order contrasts with Ontario being the only region to witness a decrease in worker happiness this month and forcing it into last place among its peers.

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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 February 9-12, 2024, among a random selection of 1,448 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 +/- 2.5%, 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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