National Work Happiness

TORONTO, March 29, 2023—Maru Public Opinion has released the first Happiness@Work Index undertaken for ADP Canada. This new monthly measure that examines the happiness of Canadians in the workplace (including employees and self-employed individuals) and explores workplace satisfaction across Canada. The Index is expressed as a score of ten and will track positive or negative changes over time.

The National Work Happiness Score for March 2023 is 6.7/10, consistent with the average benchmark collected between November 2022 and February 2023.

The Index includes a primary indicator, Canadian workers' self-reported sentiment of happiness in their current role and responsibilities, and four secondary indicators identified to be common components of workplace happiness: (1) Work-life balance & flexibility, (2) Compensation & benefits, (3) Recognition & support (from management and colleagues) and (4) Options for career advancement. Primary and secondary indicators are averaged and weighted to calculate the National Work Happiness Score, and Regional Work Happiness Scores.

The Index reveals that the primary indicator of worker happiness is 7.0, an increase from February (6.8/10). Almost half (46%) of working Canadians report feeling happy with their current roles and responsibilities. This month, work-life balance and recognition are the top secondary drivers of workers' happiness. Although opportunities for career advancement remain the lowest score among secondary indicators, March reports a higher score than the winter months.

The March 2023 Happiness@Work Index Highlights

National Work Happiness Score: 6.7/10

Primary Indicator: 7.0/10 (+0.1) *

Secondary Indicators:

- Work-life balance and flexibility: 6.8/10
- Compensation and senefits: 6.2/10
- Recognition and support: 6.6/10
- Opportunities for career advancement: 6.1/10 (+0.1)

The March Index also reveals Canadian workers across generations and regions do not report feeling the same about satisfaction in the workplace:

National Work Happiness Score: Generational Snapshot

- Boomers (56-75): 7.3/10
- Gen-Z (18-24): 6.8/10
- Millennials (25-40): 6.7/10
- Gen-X (41-55): 6.6/10

Regional Work Happiness Score Snapshot

- Québec: 7/10
- British Columbia: 6.9/10
- Alberta: 6.8/10
- Atlantic Canada: 6.7/10
- Sask/Manitoba: 6.7/10
- Ontario:6.5/10

The Index will continue to be published on the last Wednesday of the month, with the next scheduled findings due for publication on Wednesday, April 26, 2023.

*Variation against the Index benchmark reference, determined on data collected between November 2022 and February 2023

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Methodology

These are some of the findings from a study released by Maru Public Opinion undertaken by its sample and data collection experts at Maru/Blue on February 8-9, 2023, among a random selection of 1,581 working Canadian adults who are Maru Voice Canada panelists. 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 +/- 2.8%, 19 times out of 20. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

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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