

Millennial Canadian Workers Reporting Higher Workplace Concerns in the Midst of Pandemic

May 2021

Goss Gilroy Inc. (GGI) conducted a survey amongst Canadians about their concerns while working during the pandemic. The survey also asked respondents what workplace supports might be of most benefit to them within the next six months. Here's what we found.

Concerns that working Canadiansⁱ have about their workplace...

The top concern that working Canadians have across the country is social isolation (22%), followed by concerns about opportunities for professional growth and development (20%) and being called back to work on site before feeling ready to return (17%). This aligns with a [study](#) conducted earlier in the pandemic (in April/May of 2020) on a sample of 1,000 Canadians by Sun Life, which found that a majority cited social isolation as a contributor to their mental health challenges. In addition, a [recent poll](#) by Ipsos (January 2021) found that more than half of Canadians are feeling lonely or isolated.

Top three concerns ...

Taking a deeper dive into the top three concerns among Canadian workers revealed some interesting differences across socio-economic factors.



Those workers who are most likely to be concerned with **the issue of social isolation (22%)** are equally split between respondents who identify as male and respondents who identify as female —but it's millennialsⁱⁱ (26%) who are more likely to identify with this concern, as well as those who have postsecondary educationⁱⁱⁱ (24%) and those who are the highest income earners^{iv} (24%).



Those workers who are most likely to be concerned about **opportunities for professional growth and development** are more likely to identify as female (23%) than male (17%), with millennials (26%) more likely to be concerned than their older aged counterparts, along with those with the highest level of education^v (24%), and those earning the highest level of household income^{iv} (21%).



Those workers who are most likely to be concerned with **being called back to work onsite before feeling ready to return (17%)** are more likely to identify as female (19%) than male (14%), be millennialsⁱⁱ (19%), have a university or above education (20%) and be either upper^{iv} (17%) or lower^{vi} (17 %) household income earners.

Supports of interest to Canadian workers within the next six months...

Across the country, workers collectively indicate that they would benefit from supports around:

- Communicating effectively with their team (71%);
- Workplace wellness, for example, issues related to workload and stress, and work-life balance (71%);
- Adapting to workplace change (66%);
- Return to the workplace transition supports (58%);
- Psychological safety, for example, supports for addressing bullying, harassment, workplace violence and team conflict (53%); and
- Diversity, equity, and inclusion (DEI), for example, anti-racism supports (50%).



Overall, **workers who identified as female were more likely than those who identified as male to indicate that these supports would benefit them.**

Working millennials were more likely to indicate where they would benefit the most from workplace supports...

Compared to other worker groups (socio-economic and demographic), millennials were more likely to identify particular workplace supports from which they would most benefit within the next six months. Specifically, findings found that millennials were more likely to see a need for the following types of supports:

- Adapting to workplace change (69%);
- Return to workplace transition supports (63%);
- Psychological safety supports (57%); and
- Supports for diversity, equity, and inclusion efforts (56%).

The findings of the survey help highlight some of the challenges that are top of mind for Canadian workers that are in the age range of current millennial workers. Millennials are a growing and important generation of active workers in Canada. According to a recent report by Statistics Canada, millennials are now the largest generation of Canadians, at 27% of the total population. As we look ahead over the next few months, it will be important to tailor workplace wellness services to the unique needs and characteristics of this group.

GGI Workplace Wellness Services

GGI currently provides research and consultancy services for workplace wellness (e.g., workplace psychosocial health assessments, employee pulse surveys), communicating effectively, organizational change assessments, strategies and plans, psychological safety supports (e.g., coaching, educational workshops), evaluation and monitoring wellness plans, and will be branching out to DEI services as well. For more information, please visit

<https://www.ggi.ca/services/workplace-wellness-services/>



Methodology. The above are some of the findings released by Maru/Blue Public Opinion^{vii} from a survey undertaken between January 12th and 13th 2021 by Maru/Blue of 803 randomly selected Canadian adult workers who are Maru Voice Canada online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 3.4%, 19 times out of 20. The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada.

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About Goss Gilroy

Goss Gilroy (www.ggi.ca) is a privately-owned Canadian management consulting firm offering a wide range of services to public, not-for-profit and private sector clients. Founded in 1981, it has a staff of over 20 professionals. GGI offers a broad range of services in the field of workplace wellness including psychosocial health assessments, workplace health pulse surveys, support for implementation of wellness plans, educational and psychoeducational workshops, coaching (leadership coaching, conflict/dispute resolution/mediation), and evaluation and monitoring of wellness plans.

ⁱ Working Canadians are defined as those who, at the time of the survey, were either working full-time or part-time, either onsite or at home

ⁱⁱ Millennial group are those between the ages of 18 and 34

ⁱⁱⁱ Post-secondary education includes college/technical school and university or above

^{iv} Highest income earners are those who report making more than \$100,000 a year

^v Highest level of education means university or above

^{vi} Lower income earners are those who report making less than \$50,000 a year

^{vii} Maru/Blue (www.marublue.com/public-opinion) is a research channel for one of North America's leading premium quality data services firms. www.marublue.com provides reliable global data for private, public, and not-for-profit sector clients. It is part of the www.marugroup.net that operates from ten centres within four continents. #KnowEverything