Canada's Best Employers 2024

Methodology

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Methodology – Canada's Best Employers 2024

Summary of Project

- Canada's Best Employers have been identified in an independent survey from a vast sample of over **40,000 Canada-based employees** working for companies employing **at least 500 people** within Canada.

- The survey was conducted using several online access panels, providing a representative sample of the Canadian workforce. Each respondent was asked which firm or institution he or she works for in an open-ended question and with an autofill option. The survey was conducted based around companies **from all industry sectors** with more than 500 employees in Canada. In total, the survey took an average of 5-8 minutes to complete. In order the create the evaluated sample, the survey has been conducted periodically over the course of the previous 3 years. Over **900 thousand employer evaluations** were considered.

- The consideration of data from a 3-year period allows a robust differentiation between organizations that consistently perform well from those that may only have had a good year.

- The final score is based on two types of evaluations: **personal** (those given by employees themselves) and **public** (those given by friends and family members of employees, or members of the public who work in the same industry), with a much higher weighting for personal evaluations.

- The final result is a list of the 300 top employers in Canada.

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Canada's Best Employers: two rankings, one approach

Data-based results:

Data Gathering

The Survey is programmed and evaluations are gathered. Incoming **data is cleaned and prepared** for analysis

1

Additional Research

Where available Canadian headcount data is gathered via **publicly available company information**. If this is not directly available, size is estimated on available indicators like number and distribution of locations.
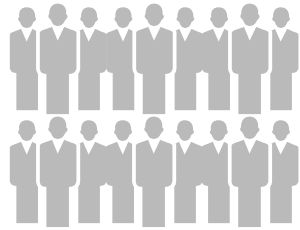
2

Analysis

The prepared data is analyzed with a proven scoring model to create a ranking of the **highest rated employer brands**. Further evaluation is made on demographic and industry levels to gather insights into the Canadian labor market

3

Publication

The final ranking is published by Forbes which shows Canada's Best Employers.

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Participation is voluntary and the survey is conducted at regular intervals over the course of the year

Particpation through open access panels

The survey has been conducted using an **online access panel**, providing a representative sample of >**40,000 employees** over the last three years working part- or full-time for companies and institutions employing **at least 500 employees in Canada**.
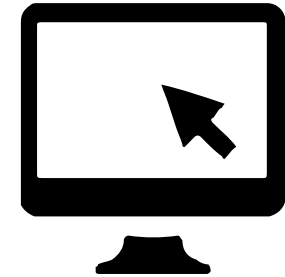
Online access panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.

>40,000 participants:

- ✓ **Full-time** (> 35 hours per week)
- ✓ **Part-time** (< 35 hours per week)
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ Company size **< 500 employees in Canada**

Survey Period

October – November*

Over a 3 year period

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Evaluation types, in detail

The scoring model was based on two distinct types of evaluations received from survey respondents
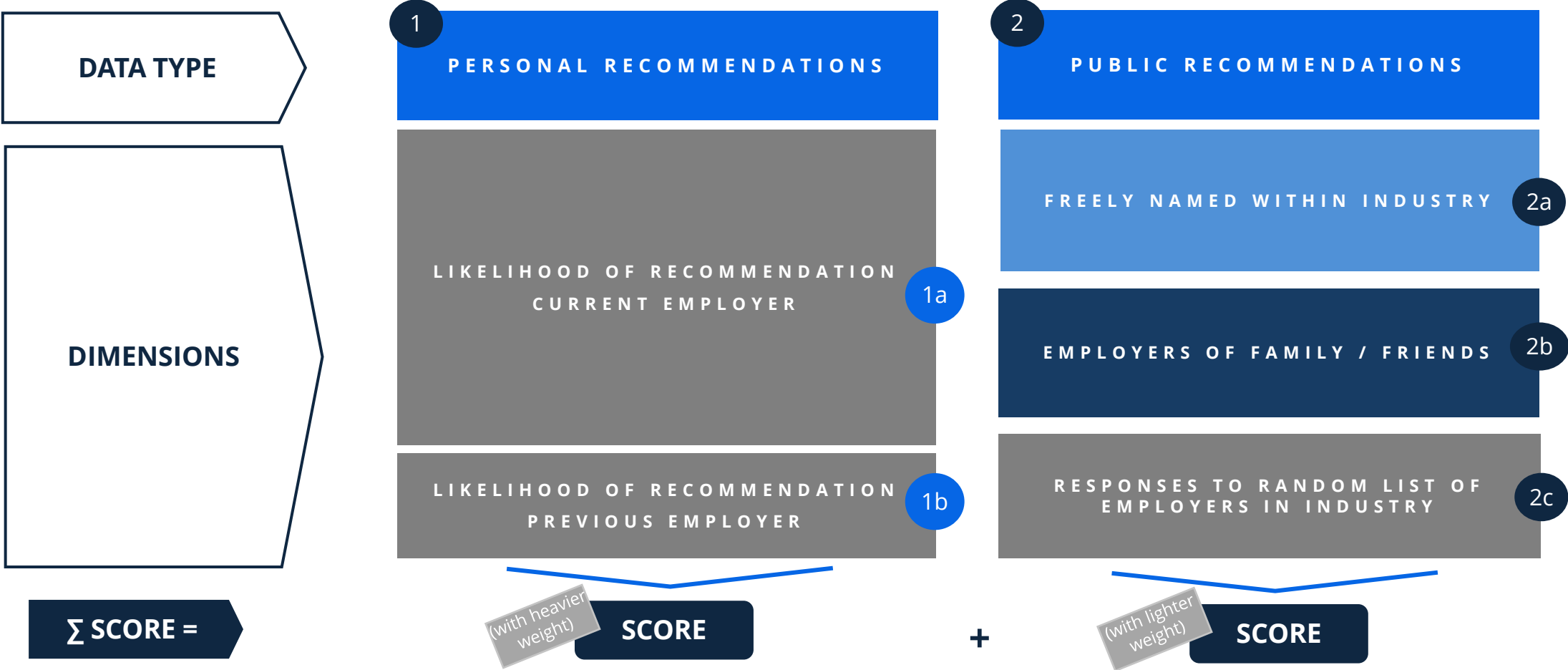
1. **Personal evaluations (Direct):**

   a) **Employee's current opinion of their employer overall:** respondents were asked to gauge their overall willingness to evaluate their employer to family and friends on an 11-point Likert scale. Three years' worth of data is considered, with more recent data receiving higher weightings.

   b) **Employee's Previous Employers:** respondents were also asked to rate their willingness to recommend any previous employers of the last two years on an 11-point Likert scale

2. **Public evaluations (Indirect):** Participants were also given the chance to evaluate other employers in their respective industries, or the employers of friends, acquaintances, and family members that stand out either positively or negatively. They could do this in one of three ways:

   a) **Freely name employers in their industry:** as either one they would recommend as an employer or one they would not

   b) **Freely name employers their family/friends work for:** again, as either would or would not recommend to others

   c) **Respond to a random list of up to 50 companies in their industry:** as either "would recommend", "would not recommend", or "skip"

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Overview of scoring components

DATA TYPE

DIMENSIONS

∑ SCORE =

1 PERSONAL RECOMMENDATIONS

LIKELIHOOD OF RECOMMENDATION CURRENT EMPLOYER **1a**

LIKELIHOOD OF RECOMMENDATION PREVIOUS EMPLOYER **1b**

(with heavier weight) **SCORE**

+

2 PUBLIC RECOMMENDATIONS

FREELY NAMED WITHIN INDUSTRY **2a**

EMPLOYERS OF FAMILY / FRIENDS **2b**

RESPONSES TO RANDOM LIST OF EMPLOYERS IN INDUSTRY **2c**

(with lighter weight) **SCORE**

Data from the previous three years is considered, with a heavier weight put on more recent data. The results of these two elements have been combined to calculate a final score for the U.S. employers captured in our sample

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Industries

1. Construction, Oil & Gas Operations, Mining and Chemicals
2. Utilities
3. Engineering, Manufacturing
4. Automotive (Automotive and Suppliers)
5. Aerospace & Defense
6. Drugs & Biotechnology
7. Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment
8. Health Care Equipment & Services
9. Packaged Goods
10. Food, Soft Beverages, Alcohol & Tobacco
11. Transportation & Logistics
12. Banking & Financial Services

13. Insurance
14. Telecommunications Services, Cable Supplier
15. IT, Internet, Software & Services
16. Professional Services
17. Media & Advertising
18. Business Services & Supplies
19. Government Services
20. Education
21. Healthcare & Social
22. Retail & Wholesale
23. Clothing, Shoes, Sports Equipment (Manufacturing and Retail)
24. Restaurants
25. Travel & Leisure

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