

METHODOLOGY

Canada's Best Employers for Company Culture Ranking **2025**

Scope, Data Collection, Evaluation and Results



Canada's Best Employers for Company Culture recognizes companies excelling in fostering a welcoming working environment

Ranking's cornerstones



Methodology

Canada's Best Employers for Company Culture are identified in an independent survey from a vast sample of over **40,000 Canadian-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. To better understand the atmosphere of company culture within Canadian organizations, each respondent was first asked a series of standard demographic questions. Respondents then identified their employer via an open-ended question with an autofill option. After this baseline data was collected, participants were invited to evaluate their employer across a range of culture-related topics, which are centered around fairness, acceptance, and opportunity as key drivers of a healthy work environment.

The survey was conducted based around companies **from all industry sectors** (minus governmental organizations) with more than 500 employees in Canada. In total, the survey took an average of 6-8 minutes to complete. In order to create the evaluated sample, the survey has been conducted periodically over the course of the previous 3 years. The consideration of data from a 3-year period allows a robust differentiation between organizations that consistently perform well in the field of corporate culture, from those that may only have had a good year. The final score is based on two types of evaluations and extensive KPI research. Evaluations fall into two categories: **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 200 top employers for Company Culture in Canada.



Executive Summary

- **Title of ranking:** Canada's Best Employers for Company Culture 2025
- **Media partner:** Forbes
- **Edition:** 1st
- **Number of awardees:** 200
- **Methodology:** Survey
- **Criteria used for determining rank:** Online survey assessing various evaluations of company performance. Companies were scored across multiple dimensions, with the highest scores determining the final ranking. KPIs related to corporate culture were gathered and incorporated into the final score.

Canada's Best Employers for Company Culture: Approach

Data-based results



The evaluation is based on data collected through online panels, with over 40,000 employees across various employers participating

Data collection through online access panels



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



Survey Periods

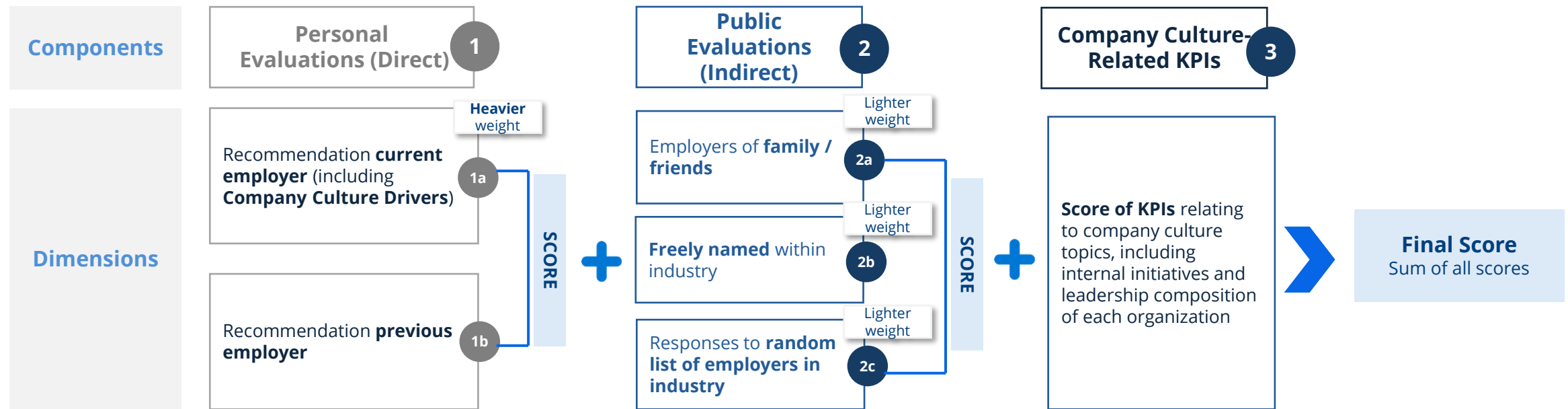
February – June*, September – November*

Over a 3 year period

The survey utilizes an **online access panel** to gather a representative sample of **over 40,000 employees**—both part-time and full-time—from **Canadian companies and institutions with at least 500 employees** over the past three years.

The scoring model is founded on three key components: 1) Personal Evaluations 2) Public Evaluations and 3) KPI Gathering

Scoring Model



Data from the **previous three years is considered**, with a **heavier weight put on more recent data**. The results are combined to calculate a final score.

Industries

Each employer grouped by industry



Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Construction, Chemicals, Raw Materials
- Engineering, Manufacturing
- Manufacture and Processing of Materials, Metals and Paper



Consumer Goods and Retail

- Clothing, Shoes, Sports Equipment
- Food, Soft Beverages, Alcohol & Tobacco
- Packaged Goods
- Retail & Wholesale



Healthcare and Biotechnology

- Drugs & Biotechnology
- Health Care Equipment & Services
- Healthcare & Social Services



Technology and Telecommunication

- Telecommunications Services, Cable Supplier
- IT Software & Services
- Semiconductors, Electronics, Electrical Engineering



Finance and Professional Services

- Banking & Financial Services
- Business Services & Supplies
- Professional Services



Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure



Others

- Utilities
- Transportation and Logistics
- Education

Respondents provide sentiment on the “Company Culture Drivers” most relevant to themselves

Examples of Company Culture prompts, shown below*

Fairness

- There is a climate of fairness and trust
- My employer takes appropriate action in response to incidents of discrimination
- I would consider my workplace LGBTQIA+* friendly
- My employer makes workplace adjustments and improvements to increase accessibility for people with disabilities



Acceptance

- My employer respects individuals and values their differences
- My employer provides an environment for the free and open expression of ideas, opinions and beliefs
- My employer is inclusive to people with disabilities
- Management values the experience and know-how that older employees bring to the table



Opportunity

- My employer encourages me to take initiative and develop new ideas
- Older employees receive the same training and promotional opportunities as younger colleagues
- At my workplace, sexual orientation or gender identity does not adversely affect career progression
- Men and women have the same opportunities for advancement

