

Canada's Best Employers 2021

Methodology

Methodology – Canada's Best Employers 2021

Summary

- Canada's Best Employers are identified in an independent survey applied to a vast sample of more than 8,000 Canadian employees working for companies with more than 500 employees in Canada.
- The employees have not been consulted via their employers but anonymously through several online panels. By doing so, the employee could openly state his/her opinion, avoiding any influence from their employer.
- Each employee 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 on companies from all industry sectors and with more than 500 employees in their Canada-based operations.
- In total the survey took an average of 10 minutes to complete and the field period ran from CW 39 to CW 45 in 2020
- The evaluation was based on two distinct criteria:
 1. **Direct recommendations:** Employees were asked to rate their willingness to recommend their own employers to friends and family. The responses were analyzed on a scale from 0 to 10, where 0 means "I wouldn't recommend my employer under any circumstances" and 10 means "I would definitely recommend my employer".
 2. **Indirect recommendations:** Participants were also prompted to evaluate other employers in their respective industries that stood out either positively or negatively.
- Moreover, employees were asked to give their opinions on a series of statements surrounding work-related topics of e.g. working conditions, salary, potential for development and company image regarding their current employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale.

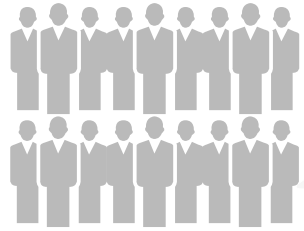


The 300 companies receiving the highest total scores are awarded as Canada's Best Employers 2021.

The calculation of the direct and indirect score is based on 8,000 employee recommendations

Survey

The survey was conducted using an online access panel, providing a representative sample of over 8,000 employees working part- or full-time for companies and institutions employing more than 500 employees in Canada.



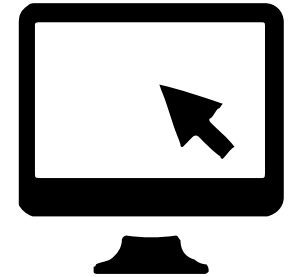
Online access panel

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.



~8,000 participants:

- ✓ **Full-time** (> 30 hours per week)
- ✓ **Part-time** (< 30 hours per week)
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ **Company size < 500 employees**



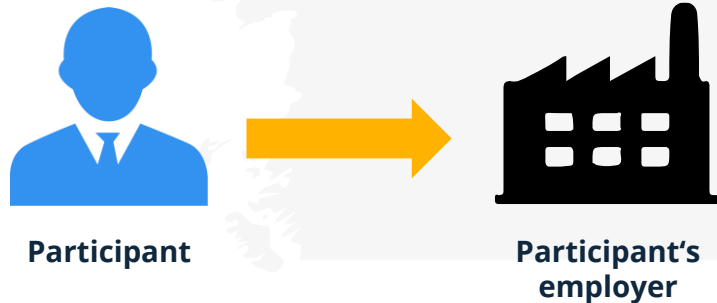
Survey

Calculation of the scores: for each employer, a combination of the direct and indirect score

The score is based on the two main elements below:

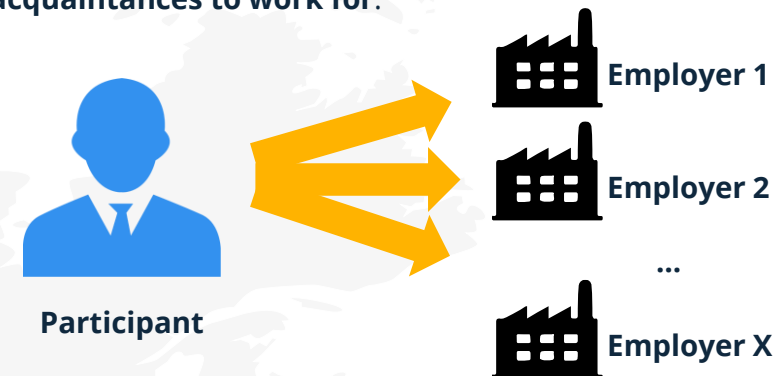
1. Direct score: willingness to recommend one's own employer

- > In order to measure the willingness to recommend one's own employer, the following question has been asked: „**On a scale of 0 to 10, how likely is it that you would recommend your employer to a friend or family member?**” (0: wouldn't recommend my employer under any circumstances, 10: would definitely recommend my employer).



2. Indirect score: willingness to recommend other employers

- > The participants have also been asked if there are **employers they would recommend to their acquaintances**, or, on the contrary, if there are **employers, they would not recommend their acquaintances to work for**.



The results of these two elements have been combined to calculate a final score; with a **greater weight given to the direct score**, i.e. willingness of the participants to recommend their own employer.⁽¹⁾

(1) If available, last year's score was also included with a small weight

Industries

Each employer grouped by industry

- 
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

sample



Report: Best Employers 2021

Insights Package Preview

included in
Gold and
Platinum
licensing
packages

27. Januar 2021

Forbes

statista 

Best Employers Insights Report 2021

Insights Package Overview

2021 marks our first full-year of ranking projects in this new, corona-effected global work environment. Throughout the course of this year's projects, we will continue to survey thousands of professionals from the United States, Canada, and large collection of other countries from around the world. As always, our Best Employers surveys collect information regarding a broad range of workplace-related topics and give respondents the opportunity to comprehensively review their employer's performance both as a whole and in terms of individual drivers. Furthermore, respondents are asked to provide public perception scores for additional companies within their industry, before finally expressing their thoughts about the importance of selected factors in general workplace satisfaction.

What can you expect from this year's Insights Report?

This year's report contains four main types of insight: Respondent-Level Insights, Industry-Level Insights, Company-Level Insights, and finally, this year's special topic: Pandemic - The importance of Adaptability, Digitalization, and Work-From-Home in times of crisis.

Explanation of Insight Types:

- A Respondent-Level:** Broad scope information and statistics related to the survey sample as a whole, their demographics, and how these characteristics correlate with their perceptions of employer performance.
- B Industry-Level:** Statistics comparing results between industries and giving further detail regarding the changing demands of employers from industry to industry.
- C Company-Level:** Benchmarking of employer scores versus an array of competitors. Additional detail regarding a specific company's scores for willingness-to-recommend as well as individual factors.
- D Special Topic:** Analysis of drivers related to adaptability, digitalization, and work from home options specifically in terms of how each factor relates to overall willingness-to-recommend.

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Methodology (1/2)

The survey was conducted using an online access panel, providing a representative sample of employees working part- or full-time for large companies and institutions



Online access panel



~survey participants:

- ✓ Full-time (> 30 hours per week)
- ✓ Part-time (< 30 hours per week)
- ✗ Unemployed
- ✗ Self-employed
- ✗ Company size



Survey

1. Direct score: willingness to recommend one's own employer

- > In order to measure the willingness to recommend one's own employer, the following question was asked: *"On a scale of 0 to 10, how likely is it that you would recommend your employer to a friend or family member?"* (0: wouldn't recommend my employer under any circumstances, 10: would definitely recommend my employer).



Participant



Participant's employer

2. Indirect score: willingness to recommend other employers

- > The participants were asked if there are **employers they would recommend to their acquaintances**, or, on the contrary, if there are **employers they would not recommend to their acquaintances**.



Participant



Employer 1



Employer 2

...



Employer 5

The results of these two elements have been combined to calculate a final score., with a **greater weight given to the direct score**, i.e. willingness of the participants to recommend their own employer.⁽¹⁾

(1) Last years score, continuing to be a small factor, has been included where possible

Methodology (2/2)

In addition to the willingness to recommend one's own employer, each participant has evaluated their employer on the basis of 24 criteria (items).

Each driver provides a different perspective of the employer, and enables us to evaluate them based on more generalized criteria, for example Atmosphere & Development and Salary / Wage

Specific aspects evaluated (items)

Item examples

- > "There is a climate of fairness and trust"
- > "My direct supervisor makes his/her decisions clear"
- > "There are career advancement opportunities with my employer"
- > "The work is distributed fairly"
- > ...

...

- > "Wages/salaries paid are in line with responsibilities"
- > "The company pays a good wage/salary"
- > ...

6 main drivers of the employer's attractiveness

Atmosphere at work and potential for development



Image



Working Conditions



Salary / Wage



Workplace



Diversity






Respondent-Level: Drivers by Position

Coefficient weight⁽¹⁾ of drivers on promotion score among different employment levels



The report contains a detailed analysis of the relationship between individual drivers and respondents' overall willingness-to-recommend their employer, divided by subgroups, demographics, and work-related characteristics.

-  Diversity
-  Image
-  Working Conditions

(1) Standardized regression coefficient in percent of the total sum

Respondent-Level: Hidden Champions

Top 10 employers by internal perception (with the best direct scores and a below average public perception¹)

Order	Rank	Name	Industry
1	15	Company A	IT, Internet, Software & Services
2	198	Company B	Transportation and Logistics
3	29	Company C	Utilities
4	124
5	47
6	229
7	250
8	73
9	130
10	17	Company X	IT, Internet, Software and Services

> **Hidden Champions** are companies with an above average internal evaluation who are below average when it comes to public opinion.

i

Additional Respondent-Level insights offer a deeper look into the ranking itself and give an overview of companies whose results differ between respondent groups.

Industry-Level: Score Comparison

Average score and ranking share by industry





Company-Level: Benchmarking

Company A, Industry

Performance in individual driver dimensions



Special Topic

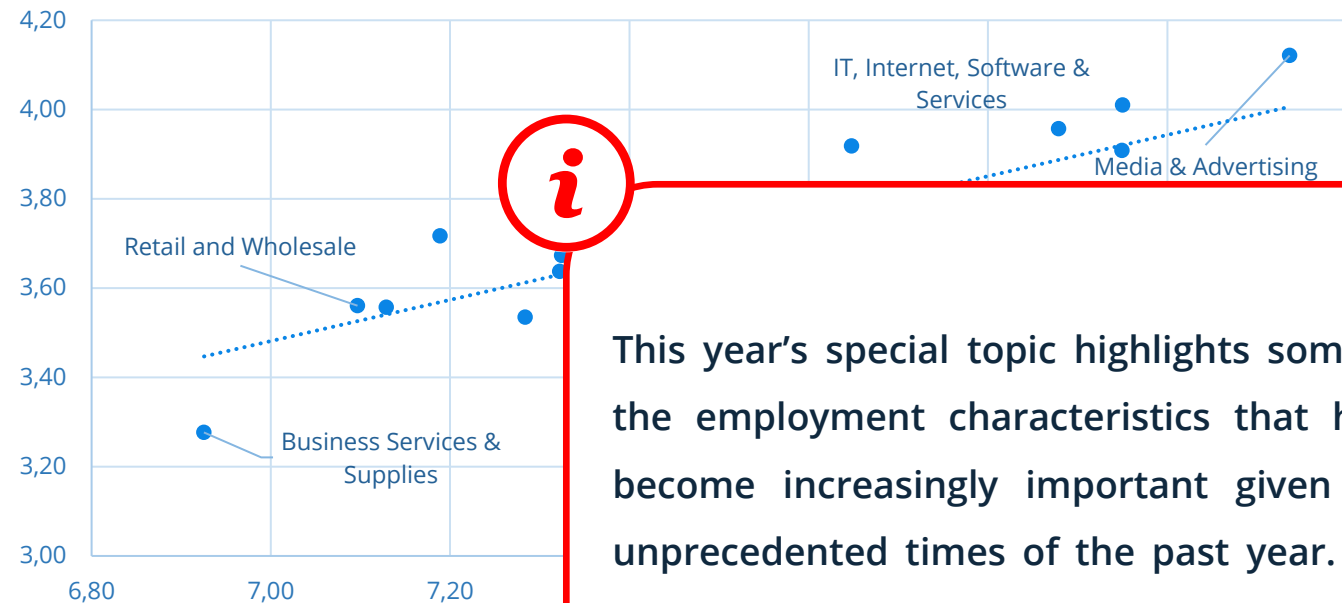
Relationship between Willingness-to-recommend and Adaptability

One question posed in this year's survey asked respondents to rate their company in terms of its ability to adapt to sudden changes in its business environment.

Considering the timing of our survey during an unprecedented global event such as the Covid-19 pandemic, this was surely a pressing concern for many of our respondents.

Results show a significant, positive correlation between this measure of a company's ability to adapt to changes in their environment and the overall willingness-to-recommend of their employees.

Positive Correlation Between Recommendation and Adaptability



This year's special topic highlights some of the employment characteristics that have become increasingly important given the unprecedented times of the past year. The focus is on adaptability and remote working.

Survey respondents who strongly agreed that their company was able to adapt to sudden changes in its business environment were more than three as likely to recommend their company to a friend or family member than respondents who did not at all agree with that statement.

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