

Canada's Best Employers 2023

Methodology

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Summary

- Canada's Best Employers are identified in an independent survey applied to a vast sample of over 12,000 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 their opinion, avoiding any influence from their employer.
- Each employee was asked which firm or institution they work for in an open-ended question and with an autofill-option. The survey was conducted on companies from all industry sectors with more than 500 employees in their Canada-based operations.
- In total the survey took an average of 9 minutes to complete, and the survey period ran from CW 41 to CW 45 in 2022
- 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.

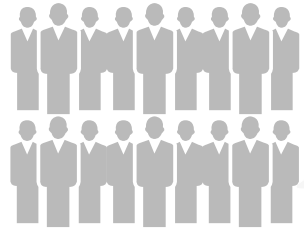


The 300 companies receiving the highest total scores are awarded as Canada's Best Employers 2023.

The calculation of the direct and indirect score is based on around 12,000 employee recommendations

Survey

The survey was conducted using an online access panel, providing a representative sample of over 12,000 employees working part- or full-time for companies and institutions employing more than 500 employees in Canada.



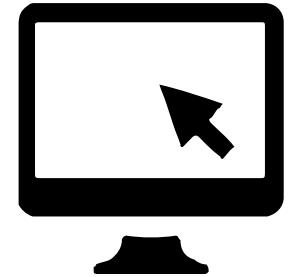
Online access panel

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.



~12,000 participants:

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



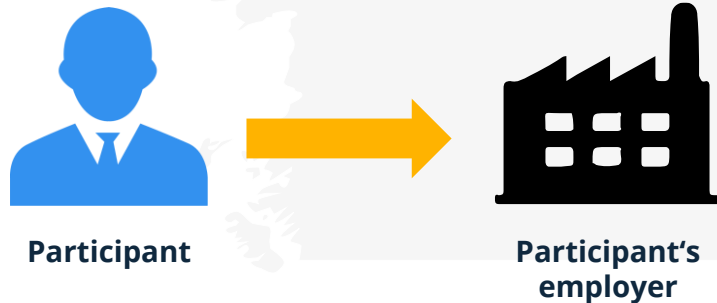
Survey

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:

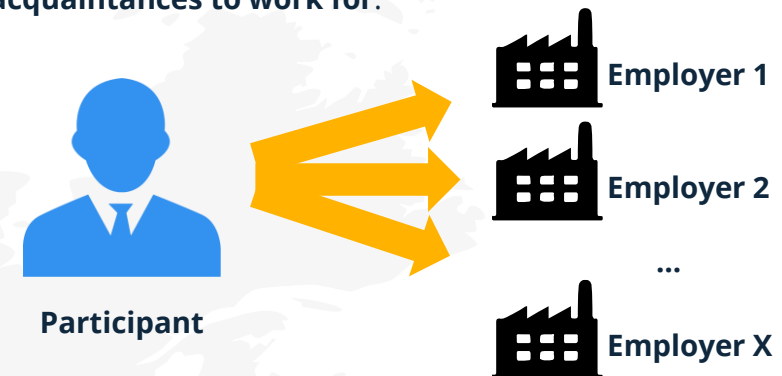
1. Direct score: willingness to recommend one's own employer

- > 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 smaller weight

Industries

Each employer grouped by industry

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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