

METHODOLOGY

# Canada's Best Employers **2026**



# Canada's Best Employers honors organizations that build dynamic, supportive, and engaging workplaces

Ranking's cornerstones



## Methodology

Canada's Best Employers are identified via an independent survey of over 37,000 Canadian employees working for companies that employ at least 500 people within Canada.

The survey uses several online access panels to provide a representative sample of the Canadian workforce. Each respondent indicates the firm or institution they work for through an open-ended question with an autofill option. The survey includes companies from all industry sectors with more than 1,000 employees in Canada. On average, it takes participants 5–8 minutes to complete. To create the evaluated sample, the survey is conducted periodically over the course of three years, generating more than 900 thousand employer evaluations.

Considering data from a three-year period allows for a robust differentiation between organizations that consistently perform well and those that may only have a single strong year.

The final score is based on two types of evaluations: personal (given by employees themselves) and public (given by friends, family members of employees, or members of the public who work in the same industry). Personal evaluations carry significantly more weight than public ones.

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



## Executive Summary

- **Title of ranking:** Canada's Best Employers 2026
- **Media partner:** Forbes
- **Edition:** 11th
- **Number of awardees:** 300
- **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.

# Canada's Best Employers follows the same approach as other employers projects

Data-based results



The evaluation is based on data collected through online panels, with **over 37,000 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.



### > 37,000 Participants

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



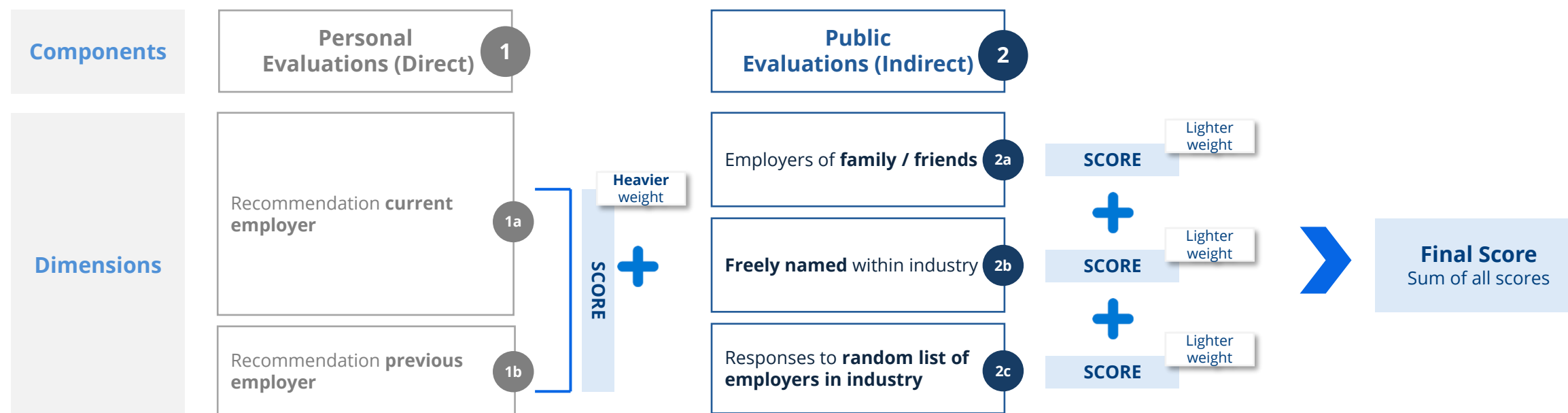
### Survey Periods

February – June\*, September – November\*  
Over a 3 year period

The survey utilizes an **online access panel** to gather a representative sample of **over 37,000 employees**—both part-time and full-time—from **Canada companies and institutions with at least 500 employees** over the past three years.

# The scoring model is founded on two key components: Personal Evaluations and Public Evaluations

## Scoring Model



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

# Overview of "Personal Driver" Prompts give an indication of employee preferences

Prompts categorized into six dimensions, shown below

## Atmosphere & Development

- Good performance at work is recognized and praised
- The management is loyal to the employees
- There is a climate of fairness and trust
- I am given the necessary information I need to do my work
- My employer encourages me to take initiative and develop new ideas
- There are career advancement opportunities
- Colleagues work well together
- My direct supervisor makes his/her decisions clear

## Salary / Wage

- My company pays fair wages/salaries
- Wages/salaries paid are in line with responsibilities
- The medical insurance, paid holidays/vacation/sick days, and retirement plan offered by my employer are competitive with comparable jobs in my industry

## Image

- The company enjoys a good image
- I am proud of the product/service that my company produces/offers

## Culture

- There is a climate of fairness and trust
- My employer respects individuals and values their differences
- My employer encourages me to take initiative and develop new ideas

## Working Conditions

- I can organize my own work
- I am satisfied with my working hours

## Workplace

- Working equipment is state of the art
- Work stations are safe and ergonomic

# Industries

Each employer is grouped by industry: those in bold represent primary focus



## Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Construction, Chemicals, Raw Materials
- Engineering, Manufacturing



## 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
- Insurance



## Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure



## Others

- Utilities
- Transportation and Logistics
- Education
- Government Services