

Brands' treatment of employees matters to Canadians

- **Costco** continued to pay a pandemic bonus for more than a year, while other big grocers cancelled their pandemic bonuses after three-and-a-half months. Costco then took it a step further and replaced the bonus with a permanent raise to help its workers when they needed it most. Costco continues to lead the pack with the highest score on employee treatment in our 2022 Index. During the pandemic, many other companies also [stepped up to play a positive role](#) in their employees' lives, demonstrating that doing good leads to doing well.
- **Amazon**, however, received a negative score on this attribute for the third time in a row. Its score dropped further by five points this year. The busiest shopping day of the year, Black Friday, was a turning point, with coordinated protests and strikes across 20 countries over workers' rights and the company's values.
- **Uber** categorizes its drivers as contractors, while consumers tend to view Uber drivers as direct employees of the company. This perception gap may have resulted in lower scores for gig economy brands like Uber, as Canadians empathize with those people seen to be in precarious employment.

Rank	Best Performers
1	Costco
2	MEC (Mountain Equipment Company)
3	Canada Post
4	IKEA
5	Home Hardware
6	VIA Rail
7	Lush
8	Google
9	RBC
10	Canadian Automobile Association (CAA / BCAA / AMA)

Rank	Worst Performers
393	TikTok
394	KFC
395	Facebook
396	Taco Bell
397	Walmart
398	Huawei
399	DoorDash
400	Lyft
401	Amazon
402	Uber