The Best Employers for Women 2022

Methodology

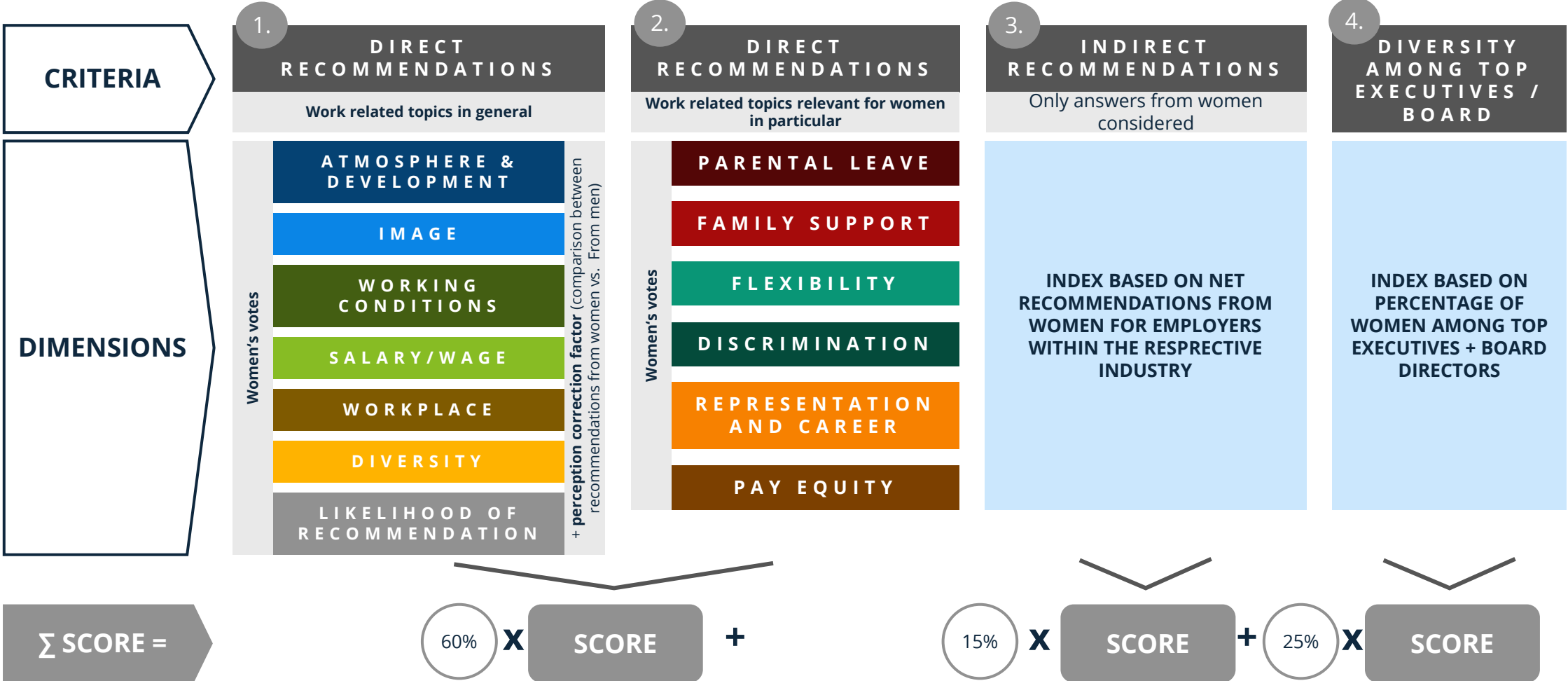# Methodology – The Best Employers for Women 2022

Summary

- The Best Employers for Women have been identified in an independent survey from a vast sample of ~**50,000 U.S. employees** working for companies employing **at least 1,000 people** within the U.S.. The sample included more than **30,000 women**.

- The survey was conducted using several online access panels, providing a representative sample of the U.S. workforce. 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** (Government Services excluded) employing more than 1,000 employees in the U.S. In total the survey took an average of 5-8 minutes to complete and ran from CW 36 to CW 41 2021 and CW 3 to CW 9 2022

- The evaluation was based on four different criteria:

1. **Direct recommendations – work topics in general:** The employees were asked to give their opinion on a series of statements surrounding atmosphere & development, image, working conditions, salary & wage, workplace, and diversity regarding their own employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale. Additionally, the likelihood of recommending one's own employer (measured on a 11-point Likert scale) was also asked. The score is based on recommendations from women. A perception correction factor (based on the comparison between recommendations from women and men) was also calculated: The scaled difference between men's and women's votes (=perception correction factor) was added to women's recommendations.

2. **Direct recommendations – topics relevant for women in particular:** To focus on topics which are in general more relevant for women, women were asked to rate their own employers regarding parental leave, family support, flexibility, discrimination, representation & career, and pay equity (using a 5-point Likert scale). The relevance of each topic (as well for the general topics) was determined by a regression analysis.

3. **Indirect recommendations:** Additionally, participants were given the chance to evaluate other employers in their respective industries that stand out either positively or negatively with regard to diversity. Only the recommendations of women were considered.

4. **Diversity among top executives / board:** Based on extensive research, an index was built based on the share of women in executive management or board positions. Statista researched this data for each company using publicly available company information (Dec. 2021, Jan. through Apr. 2022)

   ➡ The 400 companies receiving the highest total scores were awarded as the Best Employers for Women 2022

# Methodology –The four criteria to build the score

Overview

CRITERIA

1. **DIRECT RECOMMENDATIONS**	2. **DIRECT RECOMMENDATIONS**	3. **INDIRECT RECOMMENDATIONS**	4. **DIVERSITY AMONG TOP EXECUTIVES / BOARD**
Work related topics in general	Work related topics relevant for women in particular	Only answers from women considered	

DIMENSIONS

Women's votes

ATMOSPHERE & DEVELOPMENT	**PARENTAL LEAVE**		
IMAGE	**FAMILY SUPPORT**	**INDEX BASED ON NET RECOMMENDATIONS FROM WOMEN FOR EMPLOYERS WITHIN THE RESPRECTIVE INDUSTRY**	**INDEX BASED ON PERCENTAGE OF WOMEN AMONG TOP EXECUTIVES + BOARD DIRECTORS**
WORKING CONDITIONS	**FLEXIBILITY**		
SALARY/WAGE	**DISCRIMINATION**		
WORKPLACE	**REPRESENTATION AND CAREER**		
DIVERSITY	**PAY EQUITY**		
LIKELIHOOD OF RECOMMENDATION			

+ **perception correction factor** (comparison between recommendations from women vs. From men)

Women's votes

∑ SCORE =

60% **X** **SCORE** **+** 15% **X** **SCORE** **+** 25% **X** **SCORE**

The calculation of the direct and indirect score is based on nearly 50,000 employee recommendations

Basis

The survey was conducted using online access panels, providing a representative sample of ~50,000 employees working part- or full-time for companies and institutions employing more than 1,000 employees in the U.S.
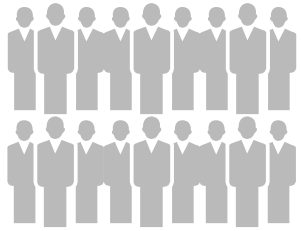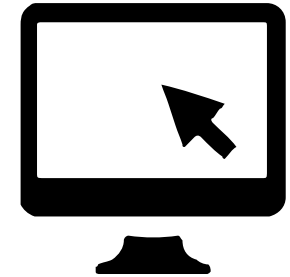
Online access panel

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.

~50,000 participants:

✓ **Full-time** (> 30 hours per week)

✓ **Part-time** (< 30 hours per week)

✗ **Unemployed**

✗ **Self-employed**

✗ Company size **< 1,000 employees**

Survey

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. Education
20. Healthcare & Social
21. Retail & Wholesale
22. Clothing, Shoes, Sports Equipment (Manufacturing and Retail)
23. Restaurants
24. Travel & Leisure