

METHODOLOGY

America's Best in State Employers

July 2023

Methodology – America’s Best-in-State Employers 2023

Summary

- America’s Best-in-State Employers have been identified based on an independent survey of U.S. **employees** working for companies employing **at least 500** in their U.S.-operations.
- The employees have responded to our surveys **anonymously** through several online panels. By doing so, the employee could openly state his/her opinion, avoiding any influence from their employer.
- Each employee has been asked in which state and which firm or institution he or she works for, in an open-ended question with an autofill-option. Where appropriate, subsidiaries of larger entities have been combined for evaluation. The survey has been conducted on companies from all industry sectors employing **more than 500 employees in the U.S.**. The recommended employers have been grouped into one of the **25 industry sectors**.
- The evaluation was made on a state-by-state basis and is based on three distinct criteria:
 1. **In-state indirect recommendations:** Participants were prompted to evaluate employers in their state that stand out either positively or negatively.
 2. **National in-industry indirect recommendations:** Participants were also prompted to evaluate other employers (nationally) in their respective industries that stand out either positively or negatively.
 3. **Direct recommendations:** Finally, employees were asked to rate their willingness to recommend their own employers to friends and family. The responses were analysed 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".
- Furthermore, the employees were asked **a number of questions about work related topics:** Employees were asked to give their opinions on a series of statements surrounding work-related topics of e.g. working conditions, diversity, 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.
- In total the survey took an average of 8-12 minutes to complete, and the field period ran in multiple waves from: CW 35 to CW 40 in 2022, CW 4 to CW 10 in 2023, and again from CW 16 to CW 22 in 2023.

The calculation of the direct and indirect score is based on over 2.1 million employer recommendations

Basis

The survey was conducted using an online access panel, providing a representative sample of U.S. employees working part- or full-time for companies and institutions employing more than 500 employees per U.S. state. Throughout the survey phase, measures were taken to ensure a suitable geographic distribution of interviews. Respondents can recommend their current employer, past employers, and other companies within their industry.



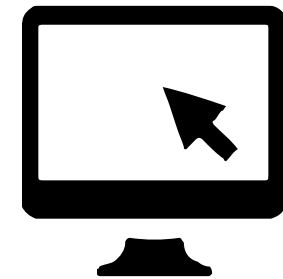
Online access panel

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.



Conditions for participation:

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

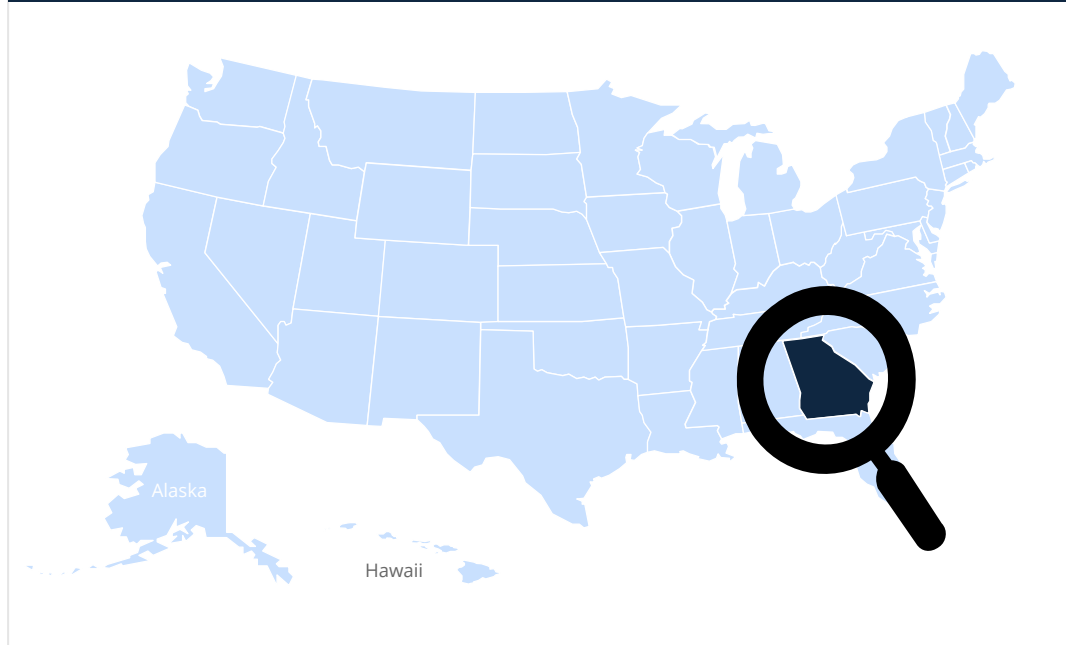


Survey

Employers are evaluated on a state-by-state basis

Employers can be ranked in multiple states

State specific focus

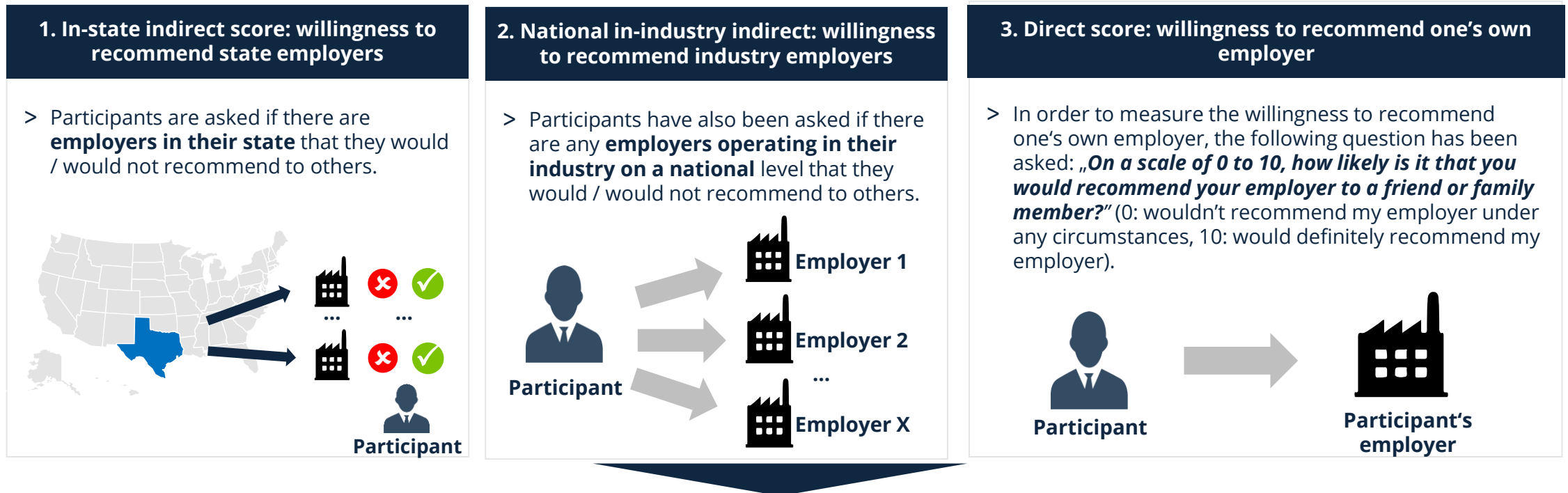


Benchmarks

- > In order to be considered, a company must employ at least **~500 employees** in the respective state
- > Employers with operations in more than one state can be **ranked in multiple states**
- > The **amount of employers** awarded in each state **varies** based on the amount of relevant employers and size of the states' workforce
- > The **amount of employers** awarded ranges from **3 to 97**

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

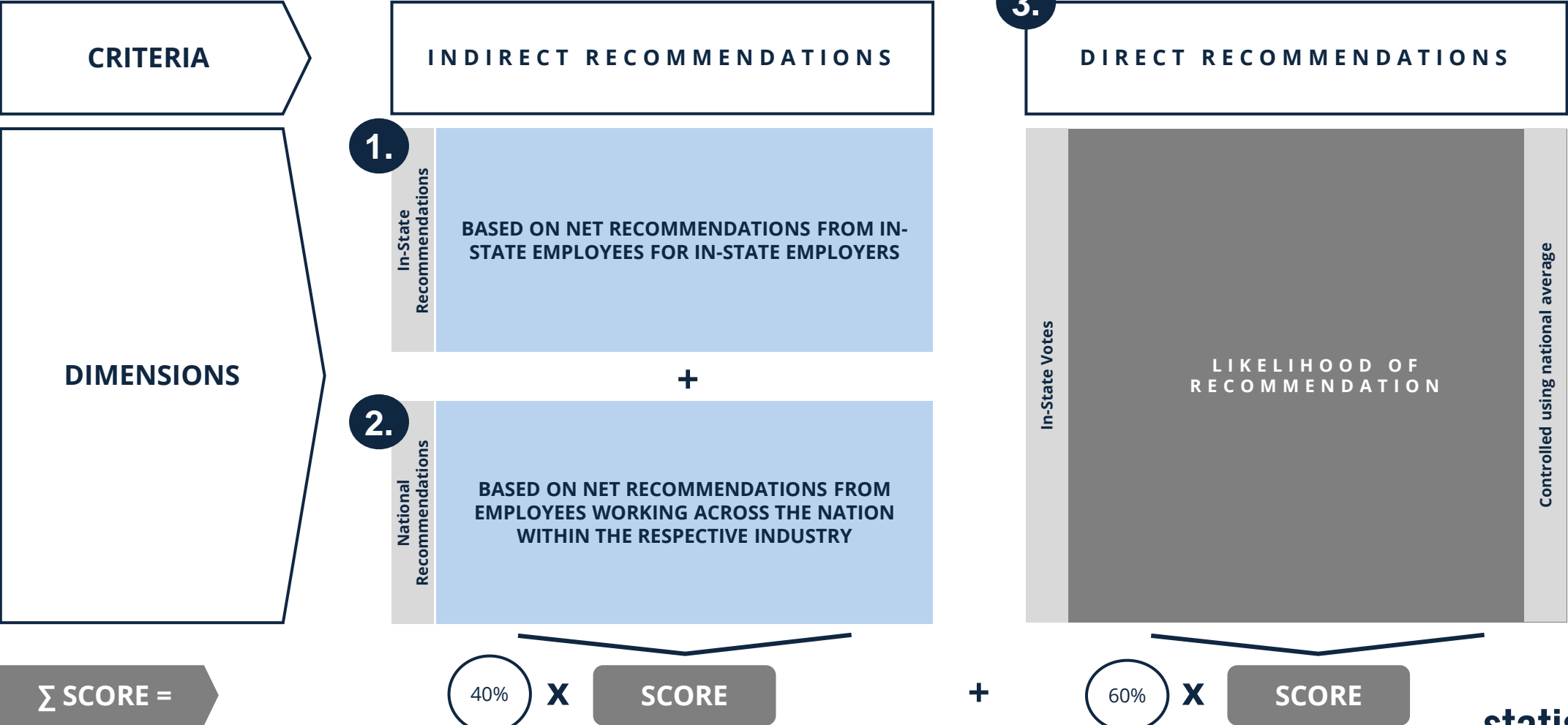
The score is based on the three main elements below:



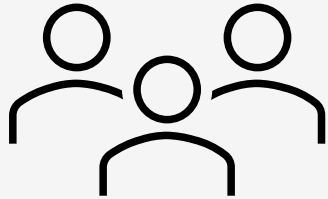
Direct and indirect employee recommendations were evaluated on a **state-by-state basis**. The score represents attractiveness of the employer in a given U.S. state. **267** employer brands were ranked among the top employers in **more than one** state

Methodology – Final score based on three aspects

Overview

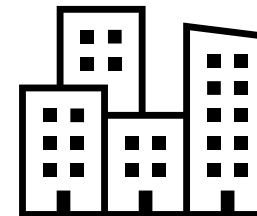


By the numbers:



This Year:

- **1356 Unique** organizations have been ranked this year (in-line with last year's 1380)
 - **431** Unique organizations have been ranked in every edition of this project
- **1149** Organizations have been ranked in their **HQ state**
- **1089** Organizations are ranked in **only one state**
 - **267 organizations ranked in more than one state**
- **1028** Organizations **ranked last year** have made it into this year's list



Each employer in the ranking is assigned to one of the following industries

Industries

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