

METHODOLOGY

UK's Best Employers 2025

in collaboration with



For the first time, the Financial Times and Statista have identified the best employers in the United Kingdom

Summary

- The UK's Best Employers 2025 have been identified in an independent survey from a vast sample of around 20,000 employees.
- Corporations from all industry sectors employing at least 250 people are considered relevant.
- The survey was conducted via **online access panels** and an **open survey on ft.com**, providing representative samples of the workforce employed by large organizations in the United Kingdom.
- 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 took an average of 8-10 minutes to complete, and the field period ran from May to September 2024. In total, over 200,000 evaluations formed the basis to identify the UK's Best Employers.

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Summary

- The evaluation was based on two distinct criteria:
 - 1. Direct evaluations (internal):** 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 (external):** 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 500 companies receiving the highest total scores are awarded as UK's Best Employers 2025.

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

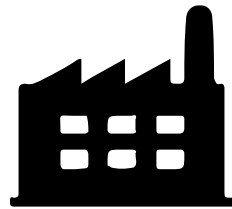
Overview

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).



Participant



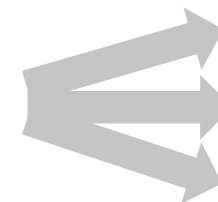
Participant's employer

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**.



Participant



Employer 1



Employer 2

...



Employer X

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.

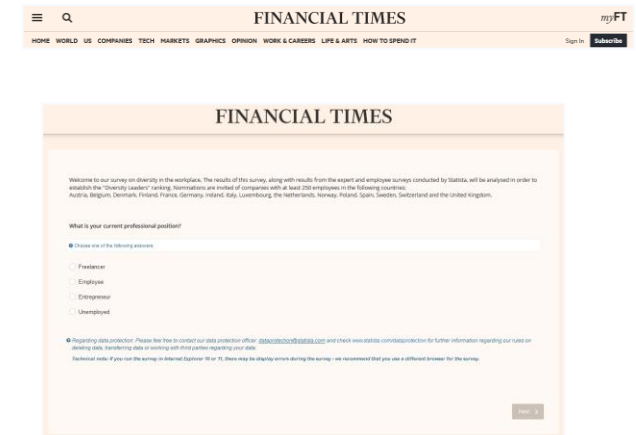
The employee evaluations were collected via independent panel and open survey

Score details

The survey was conducted using an online access panel⁽¹⁾ and open survey via ft.com, providing a representative sample of over 20,000 employees working part or full-time for companies and institutions employing at least 250 employees in the United Kingdom.



The survey also ran on ft.com



Industries

Each employer grouped by industry

1. Aerospace & Defense
2. Agriculture
3. Automotive (Automotive and Suppliers)
4. Banking & Financial Services
5. Business Services & Supplies
6. Clothing, Shoes, Sports Equipment
7. Construction, Oil & Gas Operations, Mining and Chemicals
8. Drugs & Biotechnology
9. Education
10. Engineering, Manufacturing
11. Food, Soft Beverages, Alcohol & Tobacco
12. Government Services
13. Health Care Equipment & Services
14. Healthcare & Social
15. Insurance
16. IT, Internet, Software & Services
17. Media & Advertising
18. Packaged Goods
19. Professional Services
20. Real Estate
21. Restaurants
22. Retail & Wholesale
23. Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment
24. Telecommunications Services, Cable Supplier
25. Transportation & Logistics
26. Travel & Leisure
27. Utilities