



America's Best Employers 2025

Methodology

Methodology – America’s Best Employers 2025

Summary

- America’s Best Employers have been identified in an independent survey from a vast sample of over **217,000 U.S. employees** working for companies employing **at least 1,000 people** within the U.S.
- The survey was conducted using several online access panels, providing a representative sample of the American workforce. Each respondent 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 based around companies **from all industry sectors** with more than 1,000 employees in the U.S. In total, the survey took an average of 5-8 minutes to complete. In order to create the evaluated sample, the survey has been conducted periodically over the course of the previous 3 years. Over **6.5 million employer evaluations** were considered.
- The consideration of data from a 3 year period allows a robust differentiation between organizations that consistently perform well from those that may only have had a single good year.
- The final score is based on two types of evaluations: **personal** (those given by employees themselves, also known as *direct* evaluations) and **public** (those given by friends and family members of employees, or members of the public who work in the same industry- also known as *indirect* evaluations), with a much higher weighting for personal evaluations.
- The final result is two sublists: one for “M” sized organizations (those with 1,000 to 5,000 employees) and “L” sized organizations (those with more than 5,000 employees).

America's Best Midsize, America's Best Large Employers: two rankings, one approach

Data-based results

Data Gathering

The Survey is programmed and responses are gathered. Incoming **data is cleaned and prepared** for analysis



1



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Analysis

The prepared data is analyzed with a proven scoring model to create a ranking of the **highest rated employer brands**. Further evaluation is made on demographic and industry levels to gather insights into the US labor market



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Additional Research

Headcount data is researched to sort organizations into midsize or large category. Where available US headcount data is gathered via **publicly available company information**. If this is not directly available, size is estimated on available indicators like number and distribution of locations.

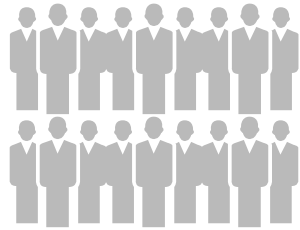
Publication

The final ranking is published by Forbes. America's Best **Midsized** Employers ranging from **1,000 to 5,000** US-employees and Best **Large** Employers, consisting of organizations with **more than 5,000 employees**

Participation is voluntary and the survey is conducted at regular intervals over the course of the year

Participation through open access panels

The survey has been conducted using an **online access panel**, providing a representative sample of **>217,000 employees** over the last three years working part- or full-time for companies and institutions employing **at least 1,000 employees in the U.S.**



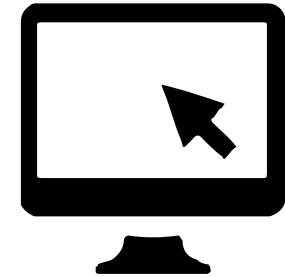
Online access panel

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.



>210,000 participants:

- ✓ **Full-time** (> 35 hours per week)
- ✓ **Part-time** (< 35 hours per week)
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ **Company size < 1,000 employees**



Survey Periods

February – June*
September – November*

Over a 3 year period

Evaluation types, in detail

The evaluation was based on two distinct types of evaluations received from survey respondents

1. Personal evaluations (Direct):

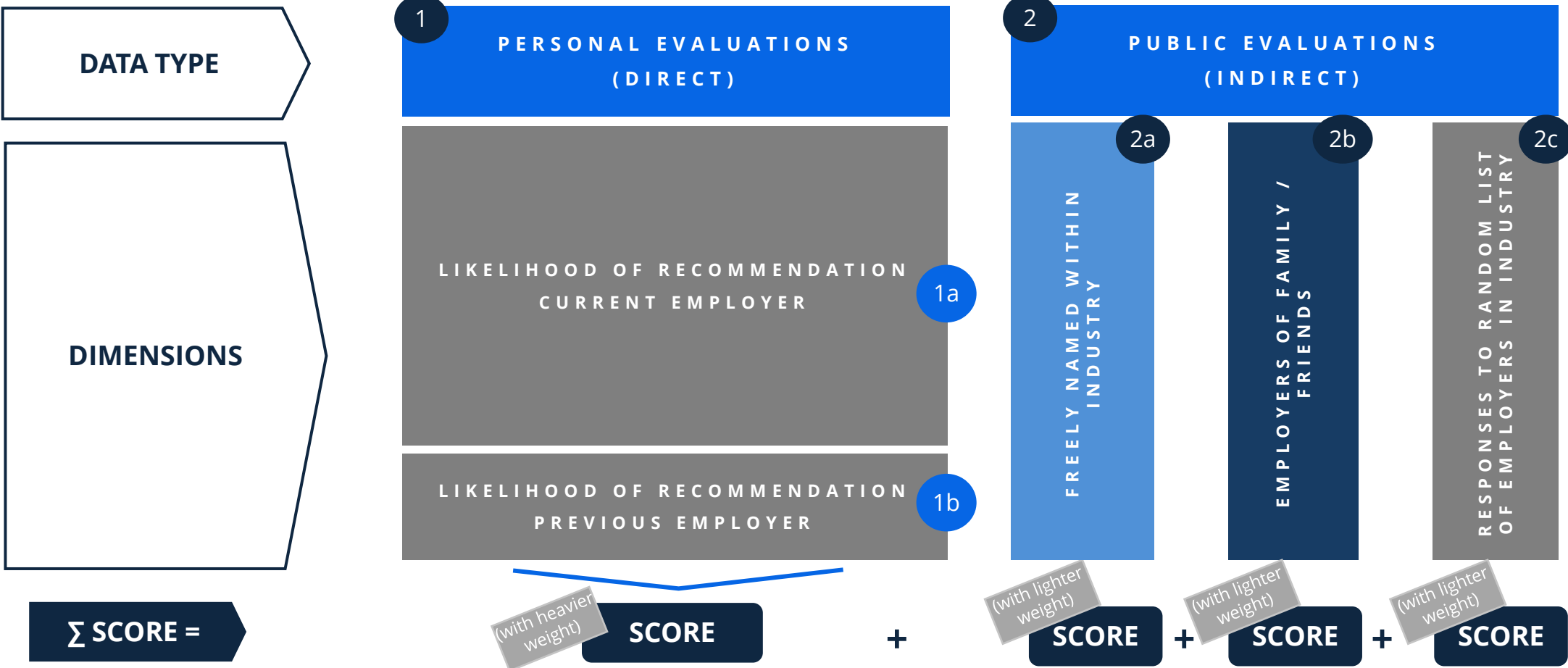
- a) **Employee's current opinion of their employer overall:** respondents were asked to gauge their overall willingness to recommend their employer to family and friends on an 11-point Likert scale. Three years' worth of data is considered, with more recent data receiving higher weightings.
- b) **Employee's Previous Employers:** respondents were also asked to rate their willingness to recommend any previous employers of the last two years on an 11-point Likert scale

2. Public evaluations (Indirect):

Participants were also given the chance to evaluate other employers in their respective industries, or the employers of friends, acquaintances, and family members that stand out either positively or negatively. They could do this in one of three ways:

- a) **Freely name employers in their industry:** as either one they would recommend or one they would not
- b) **Freely name employers their family/friends work for:** again, as either would or would not recommend to others
- c) **Respond to a random list of up to 50 companies in their industry:** as either "would recommend", "would not recommend", or "skip"

Overview of scoring components



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 the U.S. employers captured in our sample

Overview of "Personal Driver" Prompts – these are not included in the final score, but indicate 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

Diversity

- My employer respects individuals and values their differences
- My employer provides an environment for the free and open expression of ideas, opinions and beliefs
- My employer takes appropriate action in response to incidents of discrimination

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 grouped by industry

1. Construction, Chemicals, Raw Materials
2. Utilities
3. Engineering, Manufacturing
4. Automotive (Automotive and Suppliers)
5. Aerospace & Defense
6. Drugs & Biotechnology
7. Semiconductors, Electronics, Electrical Engineering
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 Software & Services
16. Professional Services
17. Media & Advertising
18. Business Services & Supplies
19. Government Services
20. Education
21. Healthcare & Social Services
22. Retail & Wholesale
23. Clothing, Shoes, Sports Equipment
24. Restaurants
25. Travel & Leisure