

METHODOLOGY

America's Best Employers for New Grads Ranking **2025**

Scope, Data Collection, Evaluation and Results

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America's Best Employers for New Grads recognizes organizations which foster a positive working environment for young professionals



Methodology

America's Best Employers for New Grads are identified in an independent survey from a vast sample of over **100,000 U.S. young professionals (employees that have less than 10 years work experience)** working for companies employing **at least 1,000 people** within the U.S.

The survey is conducted using several online access panels, providing a representative sample of the American young professional workforce. Each young professional is asked which firm or institution he or she works for in an open-ended question with an autofill option. The survey considers companies **from all industry sectors** with more than 1,000 employees in the U.S. In total, the survey takes an average of 5-8 minutes to complete. To create the evaluated sample, the survey is conducted periodically over the course of the previous 3 years. Over **3 million employer evaluations** are considered.

The consideration of data from a 3 year period allows a robust differentiation between organizations that consistently perform well from those that may have only 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 500 companies receiving the highest total scores are awarded as the "Best Employers for New Grads 2025"



Executive Summary

- **Title of ranking:** America's Best Employers for New Grads 2025
- **Media partner:** Forbes
- **Edition:** 8th
- **Number of awardees:** 500
- **Methodology:** Survey
- **Criteria used for determining rank:** Online survey assessing various evaluations of company performance. Companies were scored across multiple dimensions, with the highest scores determining the final ranking.

America's Best Employers for New Grads follows the same approach as other employers projects

2

Process

Data-based results



The evaluation is based on data collected through online panels, with **over 100,000 recent graduates** participating from a multitude of employers

4

Data Collection

Data collection through online access panels



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.



> 100,000 Participants

- ✓ **Full-Time** (> 35 hours per week)
- ✓ **Part-Time** (< 35 hours per week)
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ **Company size** < 1,000 employees
- ✗ **>10 years of work experience**



Survey Periods

February – June*, September – November*
Over a 3 year period

The survey utilizes an **online access panel** to gather a representative sample of **over 100,000 employees**—both part-time and full-time—from **U.S. companies and institutions with at least 1,000 employees** over the past three years.

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

Evaluation types, in detail

1. Personal evaluations (Direct):

- a) **Employee's opinion of their current employer overall:** recent graduate respondents are 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:** recent graduate respondents are also asked to rate their willingness to recommend any previous employers of the last two years on an 11-point Likert scale
- c) **Employee's opinion of their current employer in detail:** respondents are presented with a battery of statements about their current employer, in terms of topics related to Atmosphere & Development, Diversity, Image, Salary/Wage, Workplace, and Working Conditions and asked to respond on a 5-point Likert scale

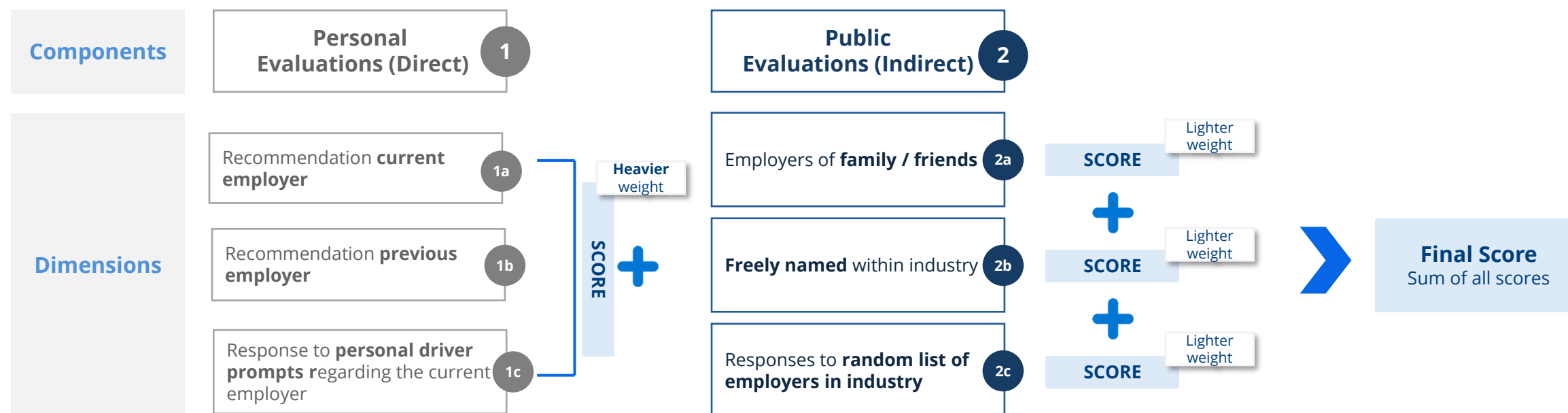
2. Public evaluations (Indirect):

Participants are 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 can 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"

The scoring model is founded on two key components: Personal Evaluations and Public Evaluations from recent graduates

Scoring Model



Data from the **previous three years is considered**, with a **heavier weight put on more recent data**. The results are combined to calculate a final score.

Overview of "Personal Driver" Prompts give an indication of employee preferences when first entering the workforce

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 is grouped by industry



Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Construction, Chemicals, Raw Materials
- Engineering, Manufacturing
- Manufacture and Processing of Materials, Metals and Paper



Consumer Goods and Retail

- Clothing, Shoes, Sports Equipment
- Food, Soft Beverages, Alcohol & Tobacco
- Packaged Goods
- Retail & Wholesale



Healthcare and Biotechnology

- Drugs & Biotechnology
- Health Care Equipment & Services
- Healthcare & Social Services



Technology and Telecommunication

- Telecommunications Services, Cable Supplier
- IT Software & Services
- Semiconductors, Electronics, Electrical Engineering



Finance and Professional Services

- Banking & Financial Services
- Business Services & Supplies
- Professional Services



Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure



Others

- Utilities
- Transportation and Logistics
- Education
- Government Services