



# America's Best Employers for Diversity 2024

Methodology

**Forbes**

**statista** 

# Presenting America's Best Employers for Diversity 2024

## Introduction

In a time where diversity, equity, and inclusion are increasingly recognized as pivotal components of a thriving workplace, prospective employees and current employees alike seek out organizations that not only communicate these values but also tangibly demonstrate them. For example, the share of women in executive positions is increasingly prioritized and higher than it has ever been<sup>1</sup>, demonstrated in our findings that show a rise from 29.3% to 34.2% since 2021.

The aim of our annual ranking of the top 500 U.S. companies for diversity is to celebrate those that demonstrate a commitment to DEI efforts. Created through a combination of feedback from the U.S. workforce and diversity measures communicated by the company, it serves as a powerful tool for promoting inclusive workplaces and encouraging meaningful change amongst employers.

Through such recognition, employers can showcase their commitment to diversity and inclusion, and job seekers can identify inclusive workplaces aligned with their values, fostering a sense of belonging and opportunity for growth.



# Methodology – America’s Best Employers for Diversity 2024

## Summary of Project

- America’s Best Employers for Diversity are identified in an independent survey from a vast sample of over **170,000 U.S.-based 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. In order to better understand the atmosphere regarding corporate diversity in U.S. companies, each respondent was first asked a series of standard demographic questions related to age, ethnicity, gender, sexual orientation, and disability status. Each respondent was then asked which firm or institution they work for in an open-ended question with an autofill option. Once this basic data was collected, respondents had the opportunity to review their employer across a range of diversity-related topics which, for the purposes of this analysis are broken into 6 “Drivers”: **General Diversity, Gender, Ethnicity, Sexual Orientation, Age, and Disability**.
- The survey was conducted based around companies **from all industry sectors** (minus governmental organizations) with more than 1,000 employees in the U.S. In total, the survey took an average of 6-8 minutes to complete. In order to create the evaluated sample, the survey has been conducted periodically over the course of the previous 3 years. The consideration of data from a 3-year period allows a robust differentiation between organizations that consistently perform well in the field of corporate diversity, from those that may only have had a good year.
- The final score is based on two types of evaluations and extensive KPI research. Evaluations fall into two categories: **personal** (those given by employees themselves) and **public** (those given by friends and family members of employees, or members of the public who work in the same industry), with a much higher weighting for personal evaluations. Each question is also weighted to reflect the respondent’s membership within the relevant diversity group.
- The final result is a list of the 500 top employers for diversity in the U.S.

# America's Best Employers for Diversity: Approach

Data-based results:

**Data Gathering**  
The Survey is programmed and evaluations are gathered. Incoming **data is cleaned and prepared** for analysis



1

**Analysis**  
The prepared data is analyzed with a proven scoring model to create a ranking of the **highest rated employer brands within the Diversity topic.**



2

## KPI Research

Extensive research is carried out to evaluate how companies fared across a range of **diversity-related best-practices**. These included things like the presence of resource groups within the company, the publication of diversity data, and the share of women in board and executive positions.



3

## Publication

The final ranking is published by Forbes which shows America's Best Employers for Diversity.

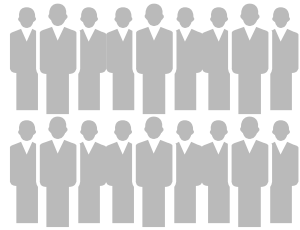


4

# 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 **>170,000 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.**



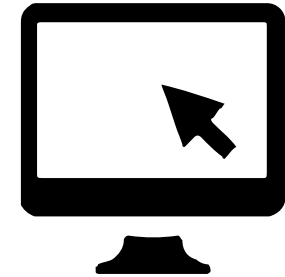
**Online access panel**

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.



**>170,000 participants:**

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



**Survey Periods**

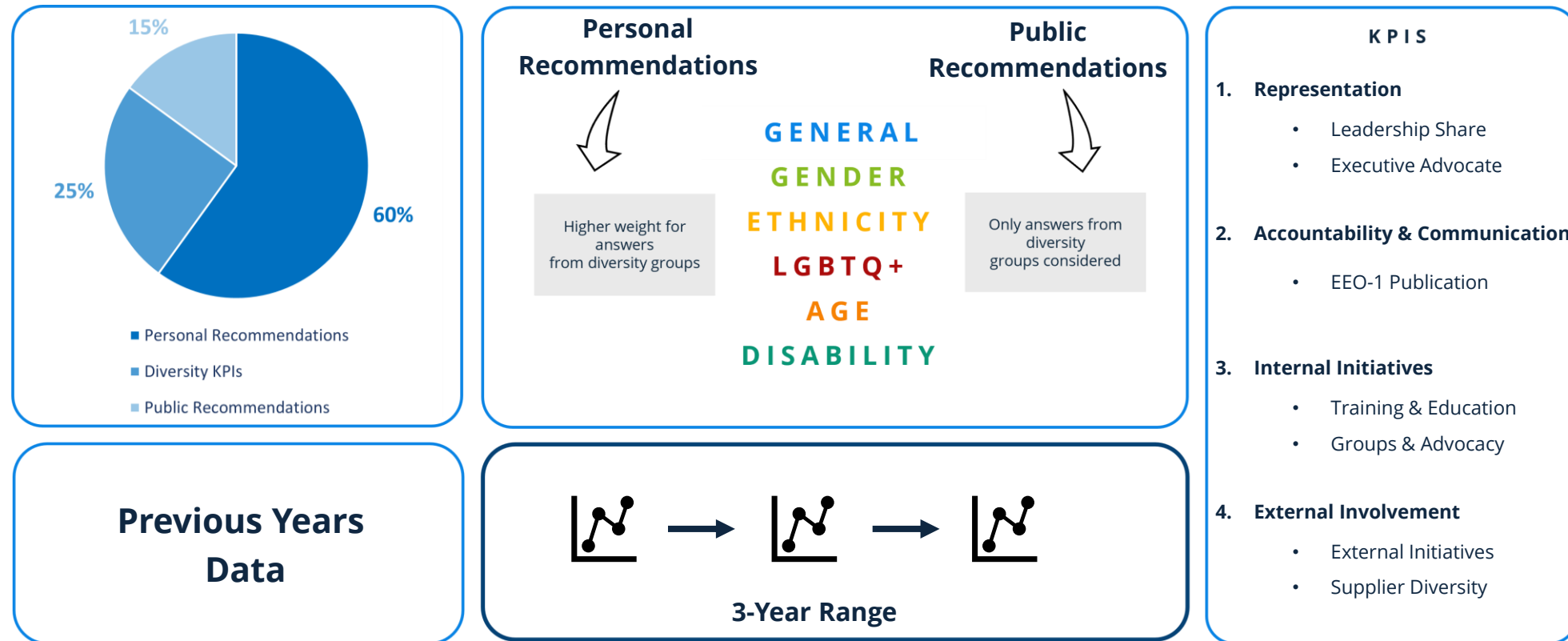
**February – June\***  
**September – November\***

\*Over a 3-year period

<sup>5</sup> \*Survey also available for select periods on Forbes.com, and in the future year-round.

# Scoring Pillars: The extensive research of objective KPI data ensures that the diversity project explores each company's corporate diversity from all angles

Scoring model based on Recommendations and diversity-related Key Performance Indicators (KPIs)



# 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, Internet, Software & Services
16. Professional Services
17. Media & Advertising
18. Business Services & Supplies
19. Education
20. Healthcare & Social Services
21. Retail & Wholesale
22. Clothing, Shoes, Sports Equipment (Manufacturing and Retail)
23. Restaurants
24. Travel & Leisure