America's Best-in-State Employers 2022

Methodology

# Methodology – America's Best-in-State Employers 2022

Summary

- America's Best-in-State Employers have been identified based on an independent survey from a vast sample of ~ **70,000 U.S.-employees** working for companies employing **at least 500** in their U.S.-operations.

- The employees have not been consulted via their employers but **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 two distinct criteria:

  1. **Direct recommendations:** 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".

  2. **Indirect recommendations:** Participants were also prompted to evaluate other employers in their region and respective industries that stand out either positively or negatively.

- Furthermore, the employees were asked **52 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 16 to CW 22.

The calculation of the direct and indirect score is based on 70,000 employee recommendations

Basis

The survey was conducted using an online access panel, providing a representative sample of around 70,000 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.
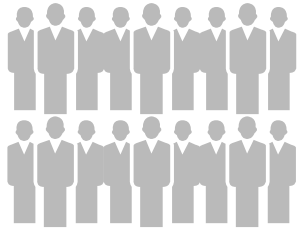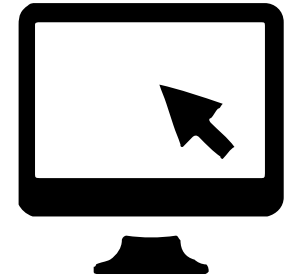
Online access panel

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.

~70,000 participants:

✓ **Full-time** (> 30 hours per week)

✓ **Part-time** (< 30 hours per week)

✖ **Unemployed**
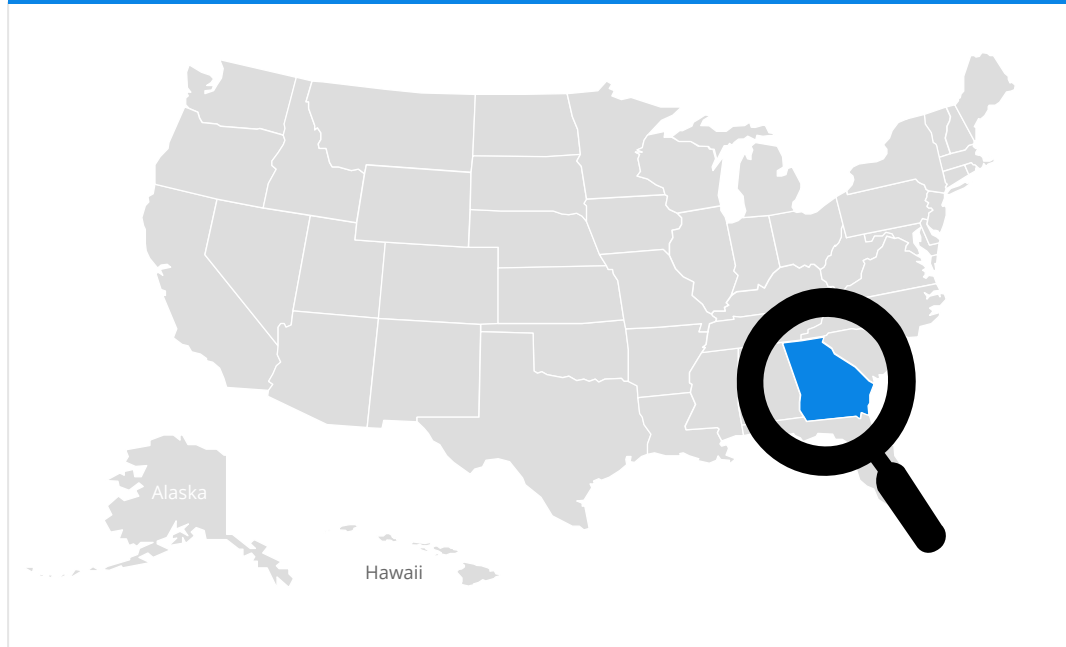
✖ **Self-employed**

✖ Company size **< 500 employees**

Survey

Employers are evaluated on a state-by-state basis

Respondents evaluate their local labor market

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 **101**

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

The score is based on the two main elements below:

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).
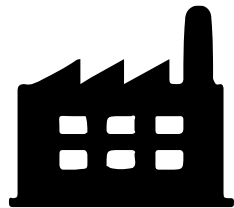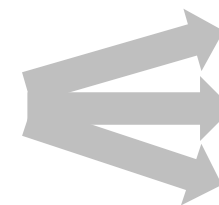
Participant → **Participant's employer**

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

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. **246** employer brands were ranked among the top employers in **more than one** state

Industries

Each employer grouped by industry

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. Education
20. Government Services
21. Healthcare & Social
22. Retail & Wholesale
23. Clothing, Shoes, Sports Equipment (Manufacturing and Retail)
24. Restaurants
25. Travel & Leisure