

# America's Best Employers 2023

Methodology

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# Methodology – America's Best Employers 2023

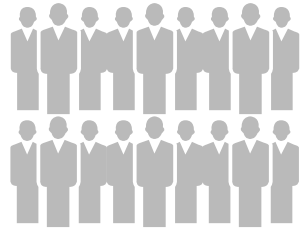
## Summary

- America's Best Employers have been chosen based on an independent survey from a vast sample of **~45,000 U.S.-employees** working for companies employing **at least 1,000 people** 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 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 **at least 1,000 employees in the U.S.** The recommended employers have been grouped into one of the **25 industry sectors**.
- The evaluation was 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 respective industries that stood out either positively or negatively.
- Furthermore, the employees were asked questions about **work related topics:** Employees were asked to give their opinions on a series of statements surrounding work-related topics, like 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.
- In total the survey took an average of 8-11 minutes to complete and the field period ran from CW 34 to CW 45.

# The calculation of the direct and indirect score is based on the recommendations of nearly 45,000 employees

Information on employers is gathered via Survey Panel:

The survey has been conducted using an **online access panel**, providing a representative sample of **~45,000 employees** working part- or full-time for companies and institutions employing **at least 1,000 employees in the U.S.**



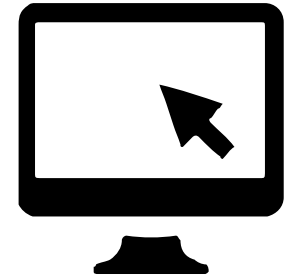
**Online access panel**

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.



**~45,000 participants:**

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



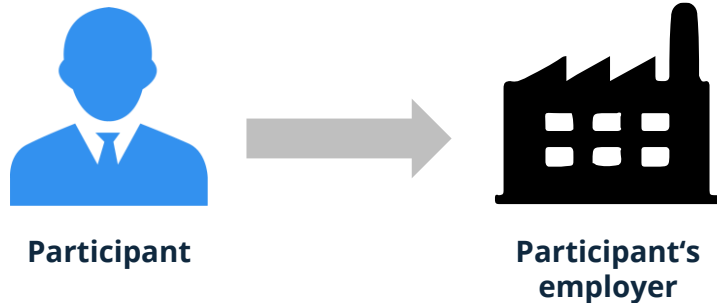
**Survey**

# 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:

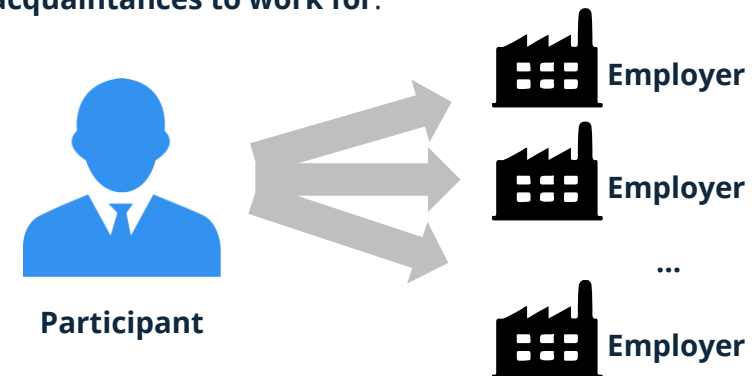
## 1. Direct score: willingness to recommend one's own employer

- > 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).



## 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**.



The results of these two elements have been combined to calculate a final score for around 3,500 employers in the U.S., with a **greater weight given to the direct score**, i.e. willingness of the participants to recommend their own employer.<sup>(1)</sup>

(1) If available, last year's score was also included with a smaller weight

# 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



2

## 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

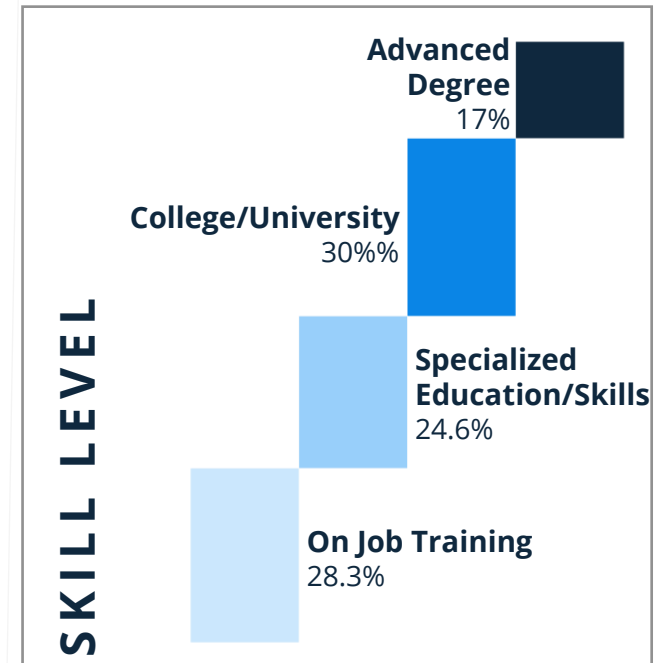
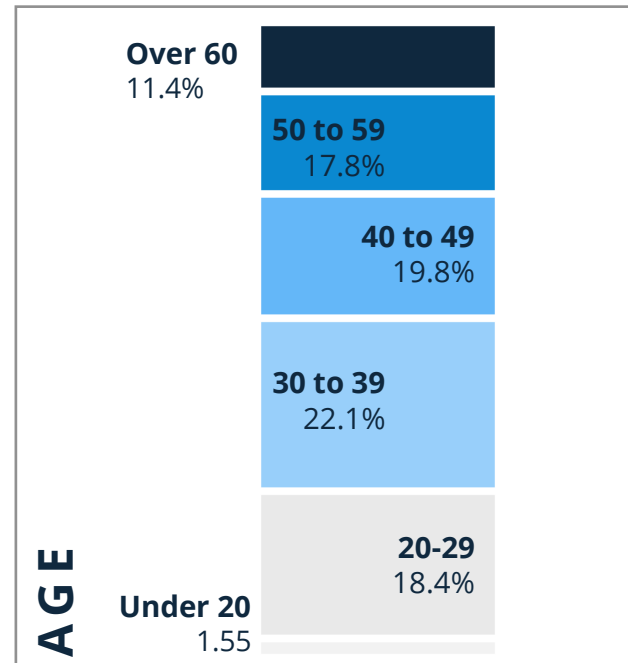
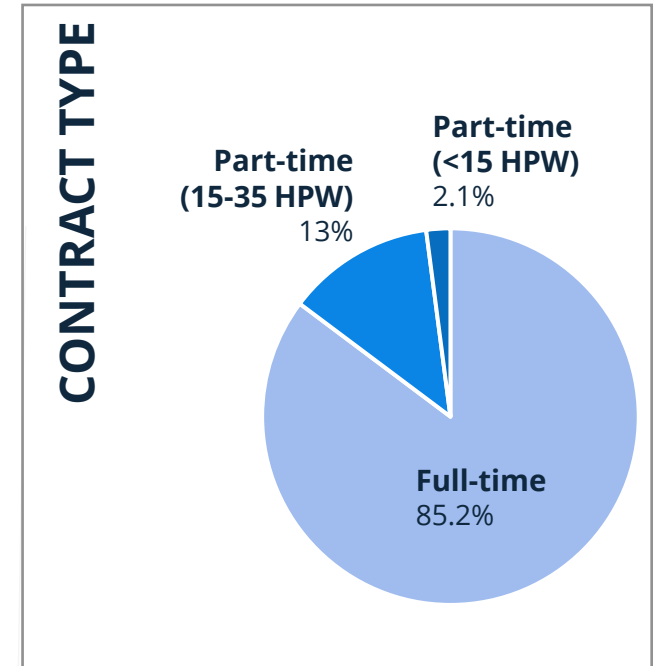
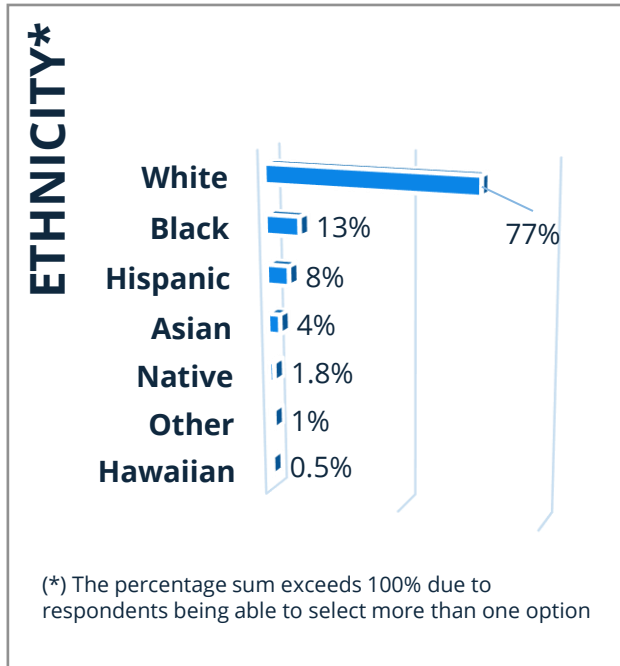
The final ranking is published by Forbes. America's Best **Midsize** Employers ranging from **1,000 to 5,000** US-employees and Best **Large** Employers, consisting of organizations with **more than 5,000 employees**

# Demographic profile

## Sample characteristics

Profile comparable to estimates from the Bureau of Labor Statistics.

28.3% of respondents claimed that their skill level required for their job could be acquired through on the job training, 24.6% claimed they required specialized education or skills, and 47% claimed their work requires at least a college degree.



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