

The Best Employers for Diversity 2021

Methodology

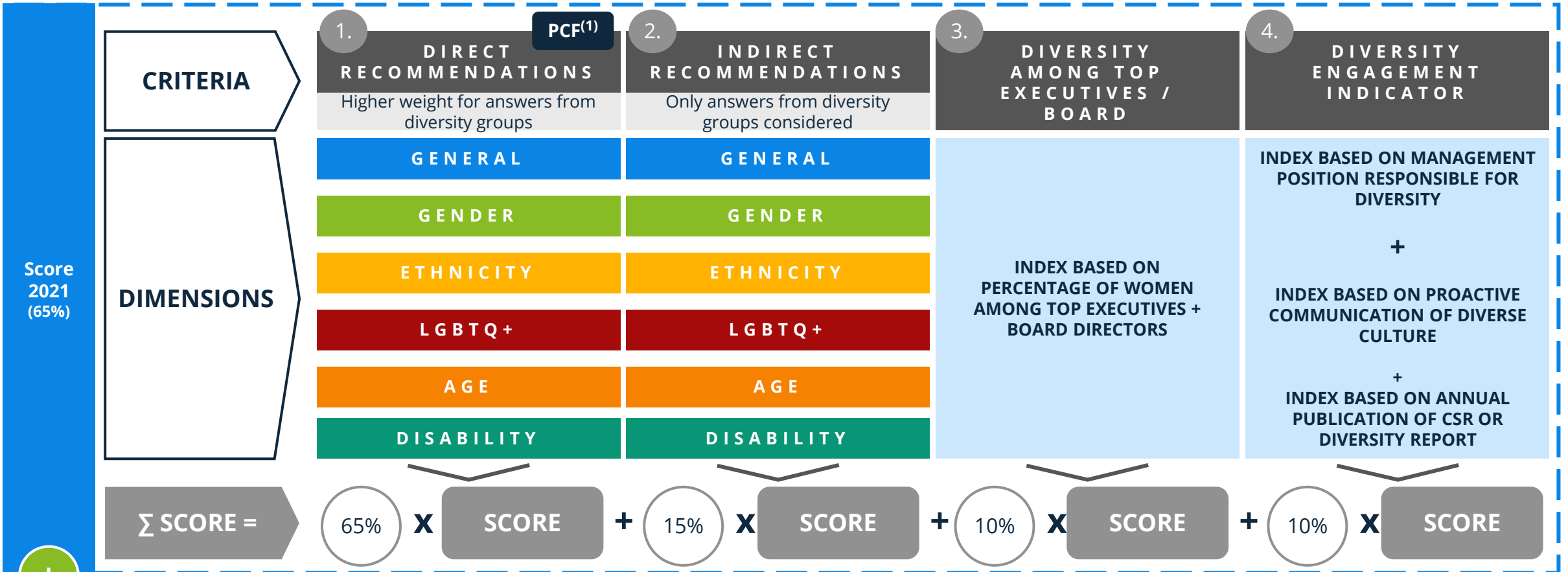
Methodology – The Best Employers for Diversity 2021

Summary

- The Best Employers for Diversity have been identified in an independent survey from a vast sample of more than **50,000 U.S. employees** working for companies employing **at least 1,000 people** in their U.S.-operations
- The survey was conducted using an online access panel, providing a representative sample of the U.S. workforce. Each employee 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 on companies **from all industry sectors** (Government Services excluded) employing more than 1,000 employees in the U.S..
- In total the survey took an average of 6-10 minutes to complete and the survey period ran from CW 39 to CW 45
- The evaluation was based on four different criteria:
 - 1. Direct recommendations:** The employees were asked to give their opinion on a series of statements surrounding the topics of age, gender equality, ethnicity, disability, LGBTQ+ and general diversity concerning their own employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale. In order to take the opinions of diverse groups into account, the recommendations of women, elders, and ethnic minorities were weighted significantly higher than the recommendations from non-minority groups. In addition, a perception correction factor (comparison between recommendations from minorities vs. from non-minorities) was used to adjust the score in case the rating of diversity groups deviated strongly from non-diversity groups' ratings.
 - 2. Indirect recommendations:** Additionally, participants were given the chance to evaluate other employers in their respective industries that stand out either positively or negatively with regard to diversity. Only the recommendations of minority groups were considered.
 - 3. Diversity among top executives / board:** Based on extensive research an index was built based on the share of women who fill top executive or board positions. Statista researched this data for each company using publicly available company information (Oct.-Dec. 2020). For around 10% of evaluated companies this data was not available/verifiable. Therefore, a mean score across all evaluated companies was used to not negatively affect companies with out sufficient information.
 - 4. Diversity Engagement Indicator:** Indicators of objective and publicly available diversity information (e.g. existence of a management position responsible for diversity, proactive communication of diverse company culture, published annual CSR and/or Diversity Report) were taken into account. Statista researched these indicators for each company using publicly available company information.

Methodology – The four criteria of the ranking

Overview



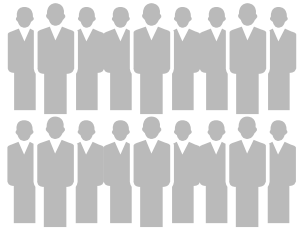
1) PCF: Perception Correction Factor; In case the mean evaluations of diversity and non-diversity groups deviated from one another, the mean score for the respective dimension was adjusted in favour of diversity responses (max. of +/- 5%).

2) In order to ensure greater consistency from year to year, last year's score (if available) was included with a smaller weight.

The calculation of the direct and indirect score is based on 50,000 employee recommendations

Basis

The survey was conducted using an online access panel, providing a representative sample of more than 50,000 employees working part- or full-time for companies and institutions employing more than 1,000 employees in the U.S.



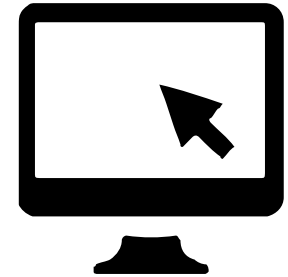
Online access panel

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.



~50,000 participants:

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



Survey

Direct recommendations – Statements on diversity

Employees were asked to consider the following statements in order to rate their own employer



GENERAL DIVERSITY



- I believe the company will take appropriate action in response to incidents of discrimination
- This company respects individuals and values their differences
- This company provides an environment for the free and open expression of ideas, opinions and beliefs



GENDER



- Male and female workers doing the same job are paid the same salary
- Men and women have the same opportunities for advancement
- My organization has practices in place to recruit a gender-diverse workforce



ETHNICITY



- There is cultural diversity among the people a job candidate will meet/see on his/her first visit to the company
- My employer uses diversity and inclusion effectively to increase workforce productivity
- I like the way my employer handles ethnic diversity



LGBTQ+



- I would consider my workplace LGBTQ+-friendly
- My employer provides mentoring opportunities targeted to LGBTQ+ employees
- At my workplace, sexual orientation or gender identity does not adversely affect career progression



AGE



- Management value the experience and know-how that older employees bring to the table
- Older employees receive the same training and promotional opportunities as younger colleagues



DISABILITY



- My employer is inclusive and has an accessible environment for all people with disabilities
- My employer encourages workplace adjustments and improvements to increase accessibility for those disabled
- My organization is aware of the needs of staff with disabilities

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