Mexico's Best Employers 2022

Methodology

Forbes **statista**

Methodology – Mexico's Best Employers 2022

Summary

- Mexico's Best Employers have been chosen based on an independent survey from a vast sample of **~10,000 Mexican employees** working for companies employing **at least 250 people** in their country 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 250 employees in Mexico.** 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 8-12 minutes to complete, and the field period ran from CW 20 to CW 26.

The calculation of the direct and indirect score is based on the recommendations of 10,000 employees

Survey

The survey has been conducted using an **online access panel**, providing a representative sample of **~10,000 employees** working part- or full-time for companies and institutions employing **at least 250 employees in Mexico**
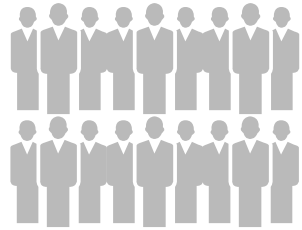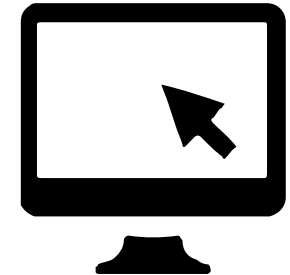
Online access panel

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.

~10,000 participants:

✓ **Full-time**

✓ **Part-time**

✗ **Unemployed**

✗ **Self-employed**

✗ Company size **< 250 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).
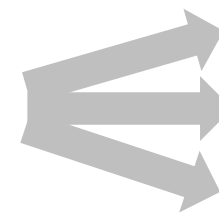
Participant
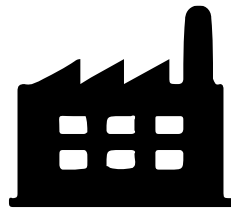
Participant's employer

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**.

Employer

Employer

...

Employer

Participant

The results of these two elements have been combined to calculate a final score for around 1,800 employers in Mexico with a **greater weight given to the direct score**, i.e. willingness of the participants to recommend their own employer.

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data based process

Data Gathering

The Survey is programmed and responses are gathered. Incoming **data is cleaned and prepared** for analysis

1

Additional Research

Where available Mexican 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.

2

Analysis

The prepared data is analyzed with a proven scoring model to create a ranking of the **highest rated employer brands** among mexican employees

3

Publication

The final ranking of the highets rated 375 employer brands is published on **Forbes.com**

4

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

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