

World's Best Employers 2023

Methodology

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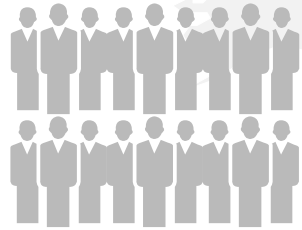
Summary

- The World's Best Employers have been chosen based on globally administered independent surveys covering a vast sample of more than **170,000 workers** from 55 countries.
- 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 evaluation was based on respondents' willingness to **recommend employer brands** and their satisfaction with different **work-related statements**. These questions were separated into two parts:
 - 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". In addition, employees provided evaluations of a range of individual work-related factors such as atmosphere and equality.
 - 2. Indirect recommendations:** Participants were also prompted to evaluate other employers in their respective industries that stood out either positively or negatively.
- The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale.
- In total the survey took an average of 6-10 minutes to complete, and the field period ran throughout 2023.

170,000 workers were queried about their opinion on the attractiveness of employer brands

Survey

The survey has been conducted using an **online access panel**, providing a sample of **~170,000 employees** working part- or full-time for multinational companies and institutions.



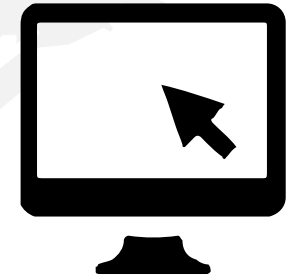
Online access panel

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
- ✓ Part-time
- ✗ Unemployed
- ✗ Self-employed



Survey

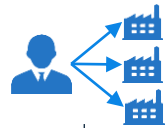
The analysis of the “World’s Best Employers” Ranking is based on surveys in over 50 countries

Employees could rate their own (internal perception) and other employers in their industry (public perception)



RECOMMENDATIONS FOR OWN EMPLOYER

To evaluate the companies as an employer, employees were asked to rate their own employer. The willingness to recommend one’s own employer was one dimension of our assessment; this metric is based on the theory of the Net Promoter Score*. This question required an answer 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". Furthermore, participants of the surveys were asked to rate the companies on the aspects such as image, economic footprint, talent development, gender equality and social responsibility.



RECOMMENDATIONS FOR OTHER EMPLOYERS IN THE INDUSTRY

A secondary dimension to the assessment involved asking employees to make recommendations about employers in their sectors / industries besides their own that stood out either positively or negatively.



EVALUATION & ADJUSTMENT FOR REGIONAL DIFFERENCES

In order to control for regional differences in answering behavior (e.g. connected to social desirability) an adjustment of answer scales was achieved through regression analysis and harmonization indexation. In the final step, the company scores were transferred to a 100-point-scale.



FINAL TOP 700 LIST

The 700 companies receiving the highest total scores are awarded as the World’s Best Employers by Forbes.

Overview of Countries where polls have been conducted

People from 55 countries (**blue**) took part in the survey in 2023

