



# America's Best Employers for Engineers 2025

Methodology

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# Methodology – Best Employers for Engineers

## Summary of Project

- America's Best Employers for Engineers are identified in an independent survey from a vast sample of over **28,000 U.S. employees** working for companies employing **at least 1,000 people** within the U.S.
- The survey was conducted using several online access panels, providing a representative sample of America's engineering workforce. Each respondent 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 based around companies **from all sectors** with more than 1,000 employees in the U.S. In total, the survey took an average of 5-8 minutes to complete. In order to create the evaluated sample, the survey has been conducted periodically over the course of the previous 3 years. Over **900,000 employer evaluations** were considered.
- The consideration of data from a 3 year period allows a robust differentiation between organizations that consistently perform well from those that may only have had a single good year.
- The final score is based on two types of evaluations: **personal** (those given by employees themselves) and **public** (those given by friends and family members of employees, or members of the public who work in the same industry), with a much higher weighting for personal evaluations.
- The **175 organizations** receiving the highest total scores are awarded as "America's Best Employers for Engineers."

# Steps to ranking America's Best Employers for Engineers

Data-based results:

## Data Gathering

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



1

## Additional Research

Where possible data is gathered via **publicly available company information.**



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 for Engineers



3

## Publication

The final ranking is published by Forbes. America's Top 175 Best Employers for Engineers

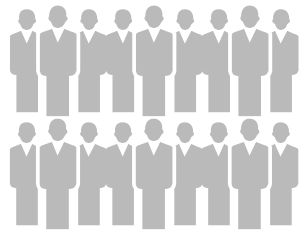


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# Participation is voluntary and the survey is conducted at regular intervals over the course of the year

Participation through open access panels

The survey has been conducted using an **online access panel**, providing a representative sample of **>28,000 employees** over the last three years working part- or full-time for companies and institutions employing **at least 1,000 employees in the U.S.**



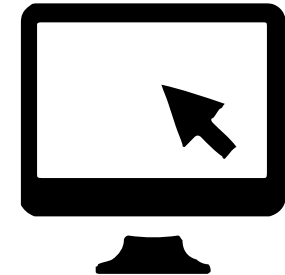
**Online access panel**

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.



**>28,000 participants:**

- ✓ **Full-time** (> 35 hours per week)
- ✓ **Part-time** (< 35 hours per week)
- ✓ **Works in Industry that relies on engineering**
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ **Company size < 1,000 employees**



**Survey Periods**

**February – June\***  
**September – November\***

Participation also possible via  
Forbes.com

# Evaluation types, in detail

The evaluation was based on two distinct types of evaluations received from survey respondents

## 1. Personal evaluations (Direct):

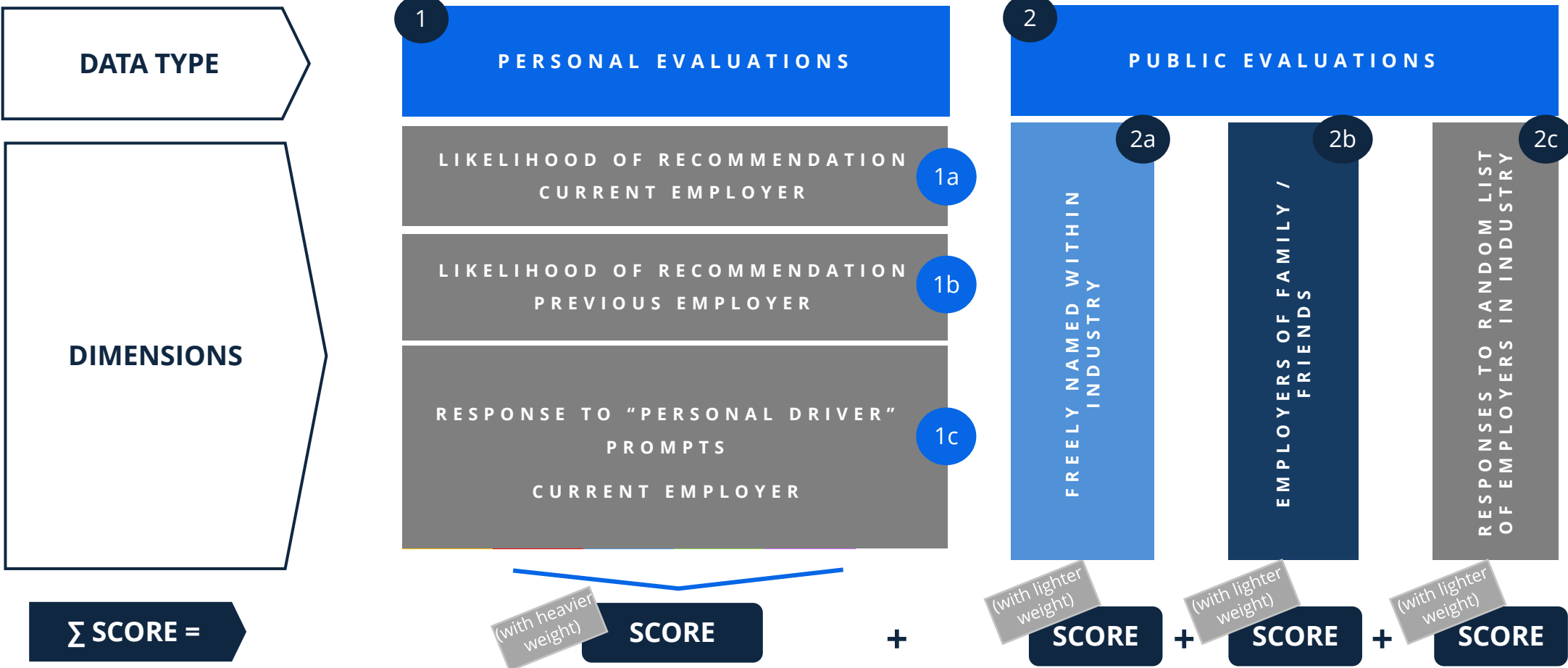
- a) **Employee's opinion of their current employer overall:** respondents are asked to gauge their overall willingness to recommend their employer to family and friends on an 11-point Likert scale.
- b) **Employee's Previous Employers:** respondents are also asked to rate their willingness to recommend any previous employers of the last two years on an 11-point Likert scale
- c) **Employee's opinion of their current employer in detail:** respondents are presented with a battery of statements about their current employer, in terms of topics related to Atmosphere & Development, Diversity, Image, Salary/Wage, Workplace, and Working Conditions and asked to respond on a 5-point Likert scale

## 2. Public evaluations (Indirect):

Participants are also given the chance to evaluate other employers in their respective industries, or the employers of friends, acquaintances, and family members that stand out either positively or negatively. They can do this in one of three ways:

- a) **Freely name employers in their industry**
- b) **Freely name employers their family/friends work for**
- c) **Respond to a random list of up to 50 companies in their industry**

# Overview of scoring components



Data from the previous three years is considered, with a heavier weight put on more recent data. The results of these elements are combined to calculate a final score

# Overview of "Personal Driver" Prompts

Prompts categorized into six dimensions, shown below

## Atmosphere & Development

- Good performance at work is recognized and praised
- The management is loyal to the employees
- There is a climate of fairness and trust
- I am given the necessary information I need to do my work
- My employer encourages me to take initiative and develop new ideas
- There are career advancement opportunities
- Colleagues work well together
- My direct supervisor makes his/her decisions clear

## Salary / Wage

- My company pays fair wages/salaries
- Wages/salaries paid are in line with responsibilities
- The medical insurance, paid holidays/vacation/sick days, and retirement plan offered by my employer are competitive with comparable jobs in my industry

## Image

- The company enjoys a good image
- I am proud of the product/service that my company produces/offers

## Diversity

- My employer respects individuals and values their differences
- My employer provides an environment for the free and open expression of ideas, opinions and beliefs
- My employer takes appropriate action in response to incidents of discrimination

## Working Conditions

- I can organize my own work
- I am satisfied with my working hours

## Workplace

- Working equipment is state of the art
- Work stations are safe and ergonomic

# Industries

Those in bold represent primary focus

- 1. Construction, Chemicals, Raw Materials**
- 2. Utilities**
- 3. Engineering, Manufacturing**
- 4. Automotive (Automotive and Suppliers)**
- 5. Aerospace & Defense**
6. Drugs & Biotechnology
- 7. Semiconductors, Electronics, Electrical Engineering**
- 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 Software & Services**
- 16. Professional Services**
17. Media & Advertising
18. Business Services & Supplies
19. Government Services
20. Education
21. Healthcare & Social Services
22. Retail & Wholesale
23. Clothing, Shoes, Sports Equipment
24. Restaurants
25. Travel & Leisure