

METHODOLOGY

America's Best Employers for Tech Workers 2024

In collaboration with Forbes

Methodology – Best Employers for Tech Workers

Summary of Project

- America's Best Employers for Tech Workers are identified in an independent survey from a vast sample of over **25,000 U.S. Tech Workers** working for companies employing **at least 1,000 people** within the U.S.
- Respondent employees self-identify as tech workers (in response to the question: "Is your current role primarily focused on tech or IT functions?") and elaborate on the type of tech work they perform (see "Tech Professions" list). All organizations considered employ a significant number of tech workers.
- The survey is conducted using several online access panels, providing a representative sample of America's tech workforce. Each respondent is asked which firm or institution he or she works for in an open-ended question with an autofill option. The survey is conducted based around companies **from all sectors** with more than 1,000 employees in the U.S. In total, the survey takes an average of 5-8 minutes to complete.
- Data from over a 3-year period is considered, allowing a robust differentiation between organizations that consistently perform well from those that may only have had a single good year. Over **300,000 employer evaluations** are considered.
- 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 higher weighting for personal evaluations.
- The **200 organizations** receiving the highest total scores are awarded as "America's Best Employers for Tech Workers."

Steps to ranking America's Best Employers for Tech Workers

Data-based results:

Data Gathering

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



1

Additional Research

Organizations are researched to verify that they fit the project's scope. 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 Tech Workers



3

Publication

The final ranking is published by Forbes. America's Top 200 Best Employers for Tech Workers in collaboration with Forbes

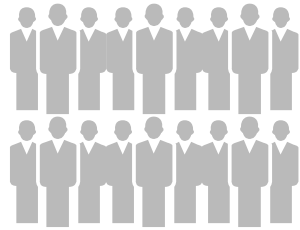


4

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

Participation through open access panels

The survey is conducted using an **online access panel**, providing a representative sample of **>25,000 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.**



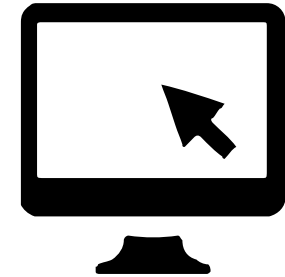
Online access panel

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.



>25,000 participants:

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



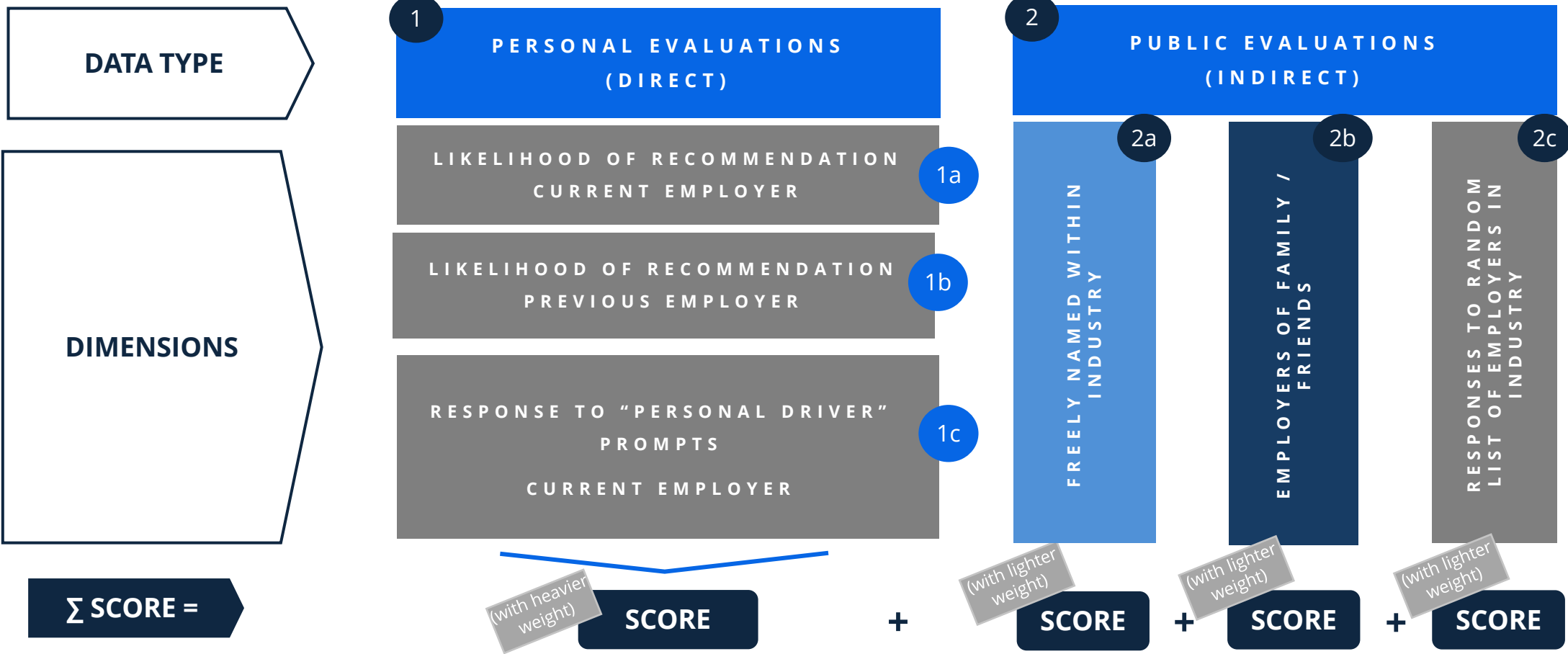
Survey Periods

February – June*
September – November*

Participation also possible via [Forbes.com](https://www.forbes.com) year-round

The final score is comprised of the direct and indirect evaluations of tech-workers

Overview of scoring components



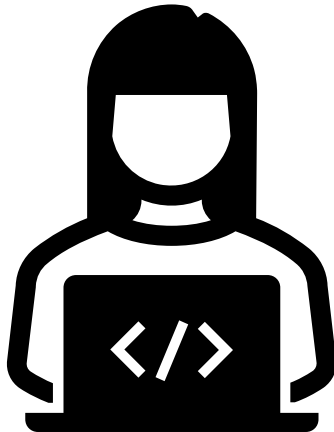
Only responses from self-identified Tech-Workers are considered. Data from the previous three years is considered, with a heavier weight put on more recent data. The results of these elements are combined to calculate a final score.

Tech Professions

Each employer grouped by industry

Tech Professionals self-identify as such in the survey for America's Best Employers for Tech Workers through their response to the question:

"Is your current role primarily focused on tech or IT functions?"



Those who respond to this question with "yes" are further prompted which area of the tech industry they most identify with:

What title best describes your current primary job function?

1. **Software Development**
2. **Data Science and Analysis**
3. **Cybersecurity**
4. **Cloud Computing**
5. **Networking and Infrastructure**
6. **Web Development**
7. **Mobile Development**
8. **Data Project Management**
9. **Technical Support**
10. **IT Consulting**
11. **None of the Above**

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
- Technical and non-technical employees each have a say in business processes

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
- My employer has a reputation for being technologically progressive

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

Each employer grouped by industry

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