



America's Best Employers for Veterans 2024

[Methodology](#)

Methodology – Best Employers for Veterans

Summary of Project

- The Best Employers for Veterans have been identified in an independent survey from a vast sample of over **24,000 U.S. veterans** (having served in the United States Armed Forces- either in the regular military or in the National Guard or military reserves) 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 veterans in the American workforce. Each veteran 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 industry 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 **700,000 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 **150 organizations** receiving the highest total scores are awarded as “America’s Best Employers for Veterans.”

Steps to ranking America's Best Employers for Veterans

Data-based results in creating the list

Data Gathering

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



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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 Veterans



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Additional Research

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

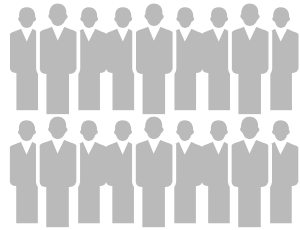
Publication

The final ranking is published by Forbes. America's Top 150 Best Employers for Veterans

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 **>24,000 veterans** over the last three years working part- or full-time for companies and institutions employing **at least 1,000 employees in the U.S.**



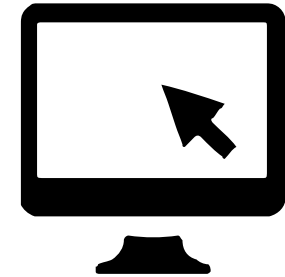
Online access panel

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.



>24,000 participants:

- ✓ **Full-time** (> 35 hours per week)
- ✓ **Part-time** (< 35 hours per week)
- ✗ **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 evaluation was based on two distinct types of evaluations received from survey respondents

Respondent types, in detail:

1. Personal evaluations (Direct):

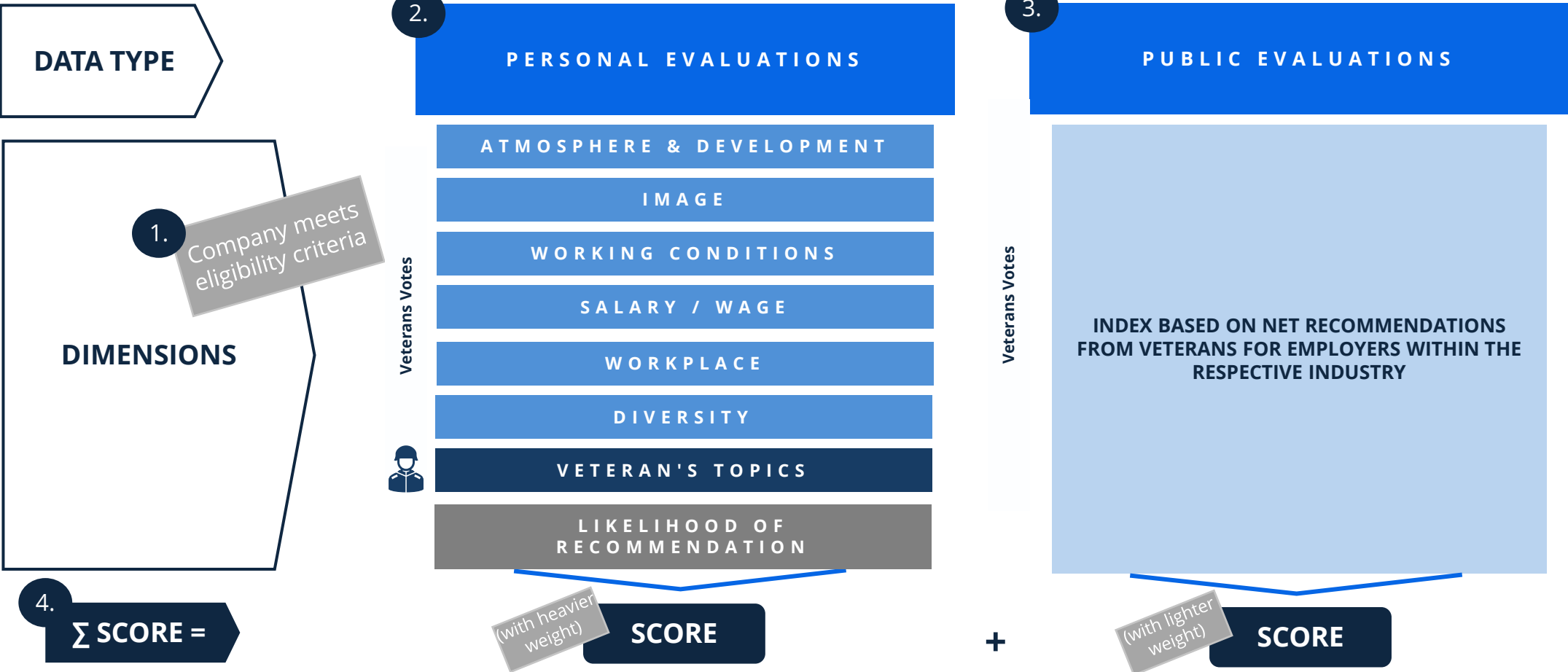
- a) **Employee's opinion of their current employer overall:** respondents are asked to gauge their overall willingness to recommend their employer to family and friends on an 11-point Likert scale.
- b) **Employee's Previous Employers:** respondents are also asked to rate their willingness to recommend 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

Overview of "Personal Driver" Veteran's Prompts

Prompts categorized into three dimensions, shown below



Recruit & Representation

- My company makes a special effort to hire and support veterans
- When selecting candidates, my employer prefers that their employees have military experience
- My employer has programs in place to actively recruit veterans
- Veterans are well represented in upper management levels

Support

- My employer has support systems in place to help employees with active military members in their family
- My employer supports philanthropic projects for veterans
- My employer has resource/affinity groups and/or training programs to help veterans acclimate to work life

Understanding

- My employer is a veteran friendly workplace
- My employer values and understands the benefit of having veterans in the workforce

Industries

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