



America's Dream Employers 2025

Methodology Blueprint

Methodology – America's Dream Employers

Summary of Project

- America's Dream Employers are identified in independent surveys of a vast sample of **U.S. college students** who nominated their "Dream Employers", **as well as employees** working for the nominated organizations.
- The surveys are conducted using several online access panels, providing a representative sample of the American workforce, as well as current American college students. Students were asked **which firm or institution offers their "dream job"** in an open-ended question with an autofill option. Employees were asked to name their employer (also with an autofill option) and gauge their willingness to recommend said employer to family and friends. Each survey is conducted based around companies **from all industry sectors** with more than 1,000 employees in the U.S. In total, the surveys take an average of 5-8 minutes to complete. Over 266,000 datapoints were gathered and are considered for the ranking.
- The final score is based on two types of evaluations:
 1. **Dream Employer Nominations:** How frequently the organization is named as a "dream employer" relative to the size of the sample.
 2. **Personal Evaluations** (those given by employees of the "dream employers" themselves): responses about the named "dream employers" that have been captured in the course of our other America's Best Employers projects are incorporated to balance "dreamer" opinions. Overall willingness to recommend their employer on an 11-point Likert scale serves as the key metric to differentiate employers that live up to their dream status from those that may not. Responses to a battery of statements about their current employer, in terms of topics related to Atmosphere & Development, Diversity, Image, Salary/Wage, Workplace, and Working Conditions on a 5-point Likert scale were also considered as part of the final score.
- The final result is a list of the top 500 "dream" employers in the U.S.A. Less than the top 1/3 of evaluable companies are ranked.

A dreamy list in four steps

Data-based results:

Data Gathering

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



1



2

Analysis

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



3



4

Additional Research

Where available, company information is gathered via **publicly available company information**

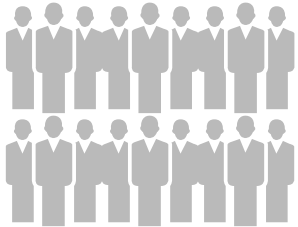
Publication

The final ranking is published by Forbes: America's Dream Employers

Two surveys capture data from two respondent groups: students and employees

Participation through open access panels

The survey has been conducted using an **online access panel**, providing a representative sample of **students, as well as 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.**



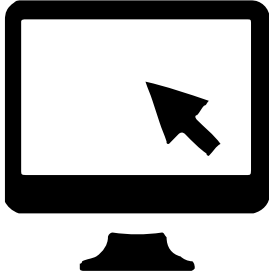
Online access panel



Employee Sample



Student Sample



Survey Periods

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.

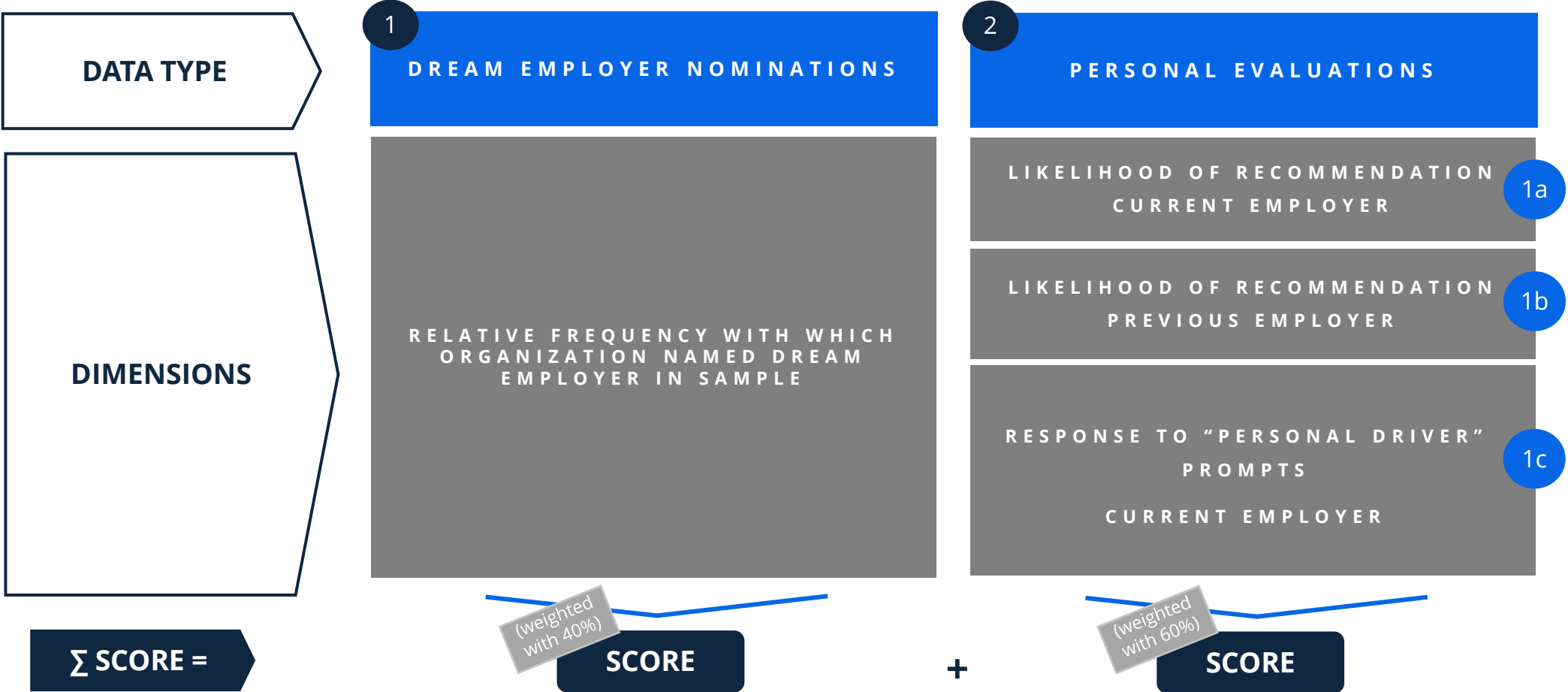
- ✓ Full-time (> 35 hours per week)
- ✓ Part-time (< 35 hours per week)
- ✗ Unemployed
- ✗ Self-employed
- ✗ Company size < 1,000 employees

- ✓ Student Status
- ✓ Enrolled in U.S. College/Uni

February - June*
September - November*
Participation is also possible at Forbes.com

4 | *Survey also available on Forbes.com

Overview of scoring components



Employee data from the previous three years is considered, with a heavier weight put on more recent data. The results of these elements have been 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

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