America's Best Employers for Women 2025

Scope, Data Collection, Evaluation and Results

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America's Best Employers for Women 2025 recognizes organizations which foster an inclusive environment for women

Ranking's cornerstones

Methodology

America's Best Employers for Women are identified in an independent survey from a vast sample of over **140,000 women** working for companies employing **at least 1,000 people** within the U.S.

The survey is conducted using several online access panels, providing a representative sample of women in the U.S. workforce. Each employee is asked which firm or institution she works for in an open-ended question with an autofill option. The ranking is open to companies **from all industry sectors,** which have **more than 1,000 employees in the U.S.** In total, the survey takes an average of 5-8 minutes to complete. The survey is conducted periodically over the course of the previous 3 years. Over **4 million employer evaluations** are 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 employee evaluations: **personal** (those given by employees themselves, also known as *direct* evaluations) and **public** (those given by friends and family members of employees, or members of the public who work in the same industry- also known as *indirect* evaluations), with a much higher weighting for personal evaluations. An additional **KPI**, based on the percentage of women serving on the organization's leadership team / board of directors, is also incorporated in the final score.

The 700 companies receiving the highest total scores are awarded as the "Best Employers for Women 2025"

Executive Summary

- **Title of ranking:** America's Best Employers for Women 2025

- **Media partner:** Forbes

- **Edition:** 8th

- **Number of awardees:** 700

- **Methodology:** Survey

- **Criteria used for determining rank:** Online survey assessing various evaluations of company performance. Companies were scored across multiple dimensions, with the highest scores determining the final ranking.

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America's Best Employers for Women follows the same approach as other employers projects

Data-based results

Organizations are researched to verify that they fit the project's scope. Data is gathered via **publicly available company information**

The final ranking is published by Forbes which shows the top 700 **America's Best Employers for Women.**

Data Gathering → **Additional Research** → **Analysis** → **Publication**

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

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The evaluation is based on data collected through online panels, with **over 140,000 women** across various employers participating

Data collection through online access panels

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.

> 140,000 Participants

✓ **Full-Time** (> 35 hours per week)

✓ **Part-Time** (< 35 hours per week)

✗ **Unemployed**

✗ **Self-employed**

✗ **Company size** < 1,000 employees

✗ **Men**

Survey Periods

February – June*, September – November*

Over a 3 year period

The survey utilizes an **online access panel** to gather a representative sample of **over 140,000 employees**—both part-time and full-time—from **U.S. companies and institutions with at least 1,000 employees** over the past three years.

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

Evaluation types, in detail

1. **Personal evaluations (Direct): (Women only)**

   a) **Employee's current opinion of their employer overall:** respondents are asked to gauge their overall willingness to recommend their employer to family and friends on an 11-point Likert scale. Three years' worth of data is considered, with more recent data receiving higher weightings.

   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, as well as topics women are often confronted with in the workplace: Representation & Career, Pay Equity, Discrimination, Flexibility, Family Support, and Parental Leave, and asked to respond on a 5-point Likert scale

2. **Public evaluations (Indirect): (Women only)** 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:
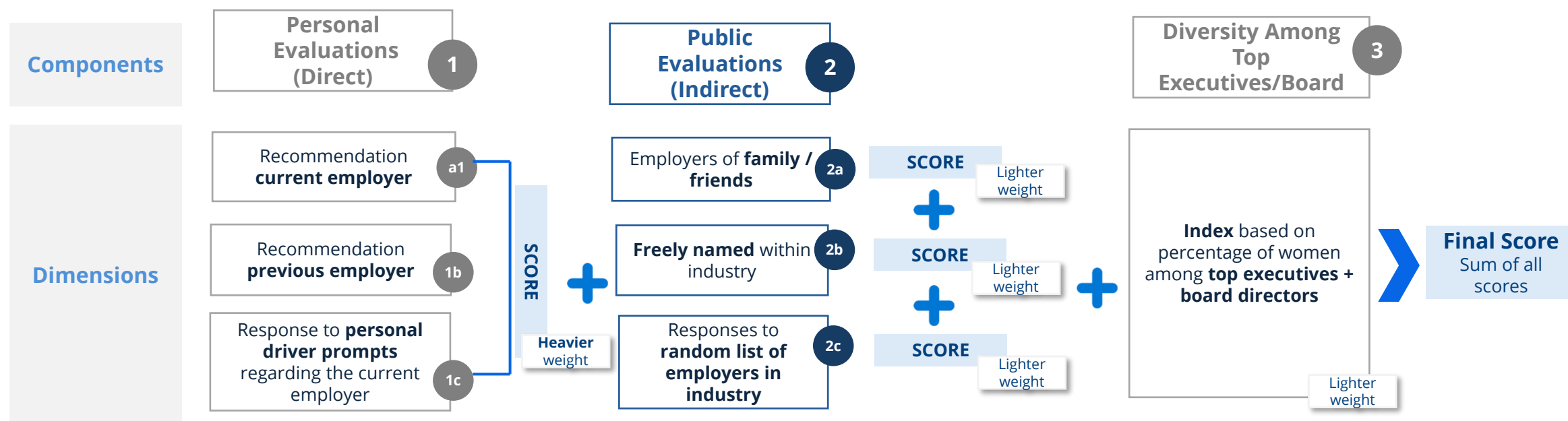
   a) **Freely name employers in their industry:** as either one they would recommend or one they would not

   b) **Freely name employers their family/friends work for:** again, as either would or would not recommend to others

   c) **Respond to a random list of up to 50 companies in their industry:** as either "would recommend", "would not recommend", or "skip"

3. **Diversity among top executives / board:** Based on extensive research, an index is built based on the share of women in executive management or board positions. Statista researches this data for each company using publicly available company information (Jan. through Apr. 2025).

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The scoring model is founded on three key components: Personal Evaluations, Public Evaluations, and a Leadership Diversity Index

Scoring Model

Components

| Personal Evaluations (Direct) 1 | Public Evaluations (Indirect) 2 | Diversity Among Top Executives/Board 3 |

Dimensions

Recommendation **current employer** a1

Recommendation **previous employer** 1b

Response to **personal driver prompts** regarding the current employer 1c

SCORE

Heavier weight

Employers of **family / friends** 2a

Freely named within industry 2b

Responses to **random list of employers in industry** 2c

SCORE — Lighter weight

SCORE — Lighter weight

SCORE — Lighter weight

Index based on percentage of women among **top executives + board directors**

Lighter weight

Final Score
Sum of all scores

Only responses from women 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 for the U.S. employers captured in our sample.

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Overview of "Personal Driver" Prompts give an indication of employee preferences

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

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

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

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

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

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

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Women-specific driver dimensions are analyzed in addition to the main drivers

Women-specific driver topics categorized into six dimensions, shown below

Pay Equity

"Male and female workers doing the same job are paid the same salary"

Parental Leave

"My employer offers exceptional options for parental leave (e.g. fully paid weeks off for new moms, new dads, adoptive parents)"

Representation and Career

"At my workplace gender identity or having children does not adversely affect career progression"
"Participation in career counseling is irrespective of gender"
"Women are well-represented in upper management levels"

Family Support

"My supervisors are understanding when a family emergency unexpectedly comes up"
"My employer provides subsidies for childcare or eldercare"
"I like the way my employer supports employees in case of backup childcare or eldercare"

Discrimination

"My employer deals with sexual misconduct appropriately"
"My employer treats all employees equally, regardless of gender"
"The procedures for reporting sexual misconduct in my company are clear and transparent"
"All concerns regarding female discrimination are taken seriously and objectively regardless of employment level"

Flexibility

"Flexible work schedules are offered to all levels of employees"
"Management promotes a healthy worklife balance"
"My employer offers the possibility of working from home"

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Industries

Each employer is grouped by industry

Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Construction, Chemicals, Raw Materials
- Engineering, Manufacturing

Consumer Goods and Retail

- Clothing, Shoes, Sports Equipment
- Food, Soft Beverages, Alcohol & Tobacco
- Packaged Goods
- Retail & Wholesale

Healthcare and Biotechnology

- Drugs & Biotechnology
- Health Care Equipment & Services
- Healthcare & Social Services

Technology and Telecommunication

- Telecommunications Services, Cable Supplier
- IT Software & Services
- Semiconductors, Electronics, Electrical Engineering

Finance and Professional Services

- Banking & Financial Services
- Business Services & Supplies
- Professional Services
- Insurance

Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure

Others

- Utilities
- Transportation and Logistics
- Education

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