

Ranking Poland's Best Employers 2023

Research methodology

1. Purpose and method of data collection

Poland's Best Employers 2023 is a list of 300 companies operating in Poland, whose outstanding achievements in the field of HR have been honored with the title of best employer. The research was based on a list of approximately 1,900 employers employing at least 250 employees in Poland. This list was prepared by Statista's team based on an extensive analysis of specialist journals and information provided by industry associations or economic research institutions.

The employers' assessment was based on the answers given in a survey by the respondents - people currently professionally active in Poland. The questionnaire, available through online research panels and forbes.pl, allowed the collection of over 190,000 individual employers' assessments. The study lasted from October to November 2022.

2. Assessment criteria

The award was granted based on the following evaluation criteria:

- **Direct recommendations**, i.e., the willingness of employees to recommend their employer. More than 20,000 respondents completed an online questionnaire, indicating the likelihood with which they would recommend their employer to a friend or family member on a scale of 0 to 10, with 0 = unlikely and 10 = very likely. The selected statistical sample took into account the regional and socio-demographic diversity of the respondents.
- **Indirect recommendations**, i.e., the willingness of employees to recommend other employers from the industry in which they are currently employed.

Moreover, the respondents assessed their employers on issues such as **remuneration, working time, opportunities for promotion and development, office conditions and work equipment, and remote work**.

3. Method of scoring

Individual recommendations obtained for each of the employers were used to calculate the final score according to the following model:

- First, the **direct score** was calculated based on the direct recommendations. The answers provided by the research panels were of very high quality, as they guaranteed complete independence from the employer, and were therefore assigned a greater weight. The recommendations obtained through forbes.pl were assigned a slightly lower weight.
- Then, the **indirect score** was calculated on the basis of the indirect recommendations. The indirect score received a lower weight than the direct score in calculating the final score.

In addition to that, the results of last year's "Poland's Best Employers 2022" survey were also taken into account with a lower weighting, because a company's reputation is typically built and established over years, and it is the aim of this list to reflect that longevity.

The individual scores of subsidiaries belonging to the same group were aggregated to yield a final score for the group, if there was a clear connection between the parent company and its subsidiaries.

4. Winners

The awarded employers were assigned to one or more of the following 25 industries:

- Automotive & Transportation (including contractors, subcontractors, sales)
- Construction
- Oil and Gas Extraction, Mining, Chemicals
- Pharmaceuticals and Biotechnology
- Construction of machines and installations
- Electronics, Electrical Engineering, Computer Hardware
- Healthcare Equipment and Servicing
- Utilities
- Production and Processing of Raw Materials, Building Materials, Metal and Paper
- Production of Durable Consumer Goods
- Production of Non-durable Consumer Goods
- Banks and Financial Services
- Insurance
- Telecommunications
- IT, Internet, Software, Computer Games and Computer Services
- Transport and Logistics
- Consulting (Consulting, Taxes, Legal, Financial Auditing)
- Other Services (Human Resources, Real Estate, Call Center and Others)
- Healthcare and Social Welfare
- Media and Advertising
- Wholesale Trade
- Retail
- Clothing, Accessories, Sports Equipment (Production and Trade)
- Gastronomy, Tourism, Sports and Recreational Services
- Education and Research

5. Publication and contact

The Poland's Best Employers 2023 ranking will be published in Forbes Polska on **April 27, 2023**. The primary contact person for this ranking and its methodology is Mrs. Agata Wojtasiak.

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