



World's Top Female Friendly Companies 2022

Methodology

Summary of Methodology

The World's Top Female Friendly Companies have been chosen among multinational corporations that were evaluated in multiple globally administered independent surveys of approximately **85,000 women**, who provided 750,000 data points in 36 countries. Participants were **not** recruited via companies themselves, but **participation was strictly anonymous** through online panels. Thus, each woman could openly state her opinion, while avoiding outside or social pressures.

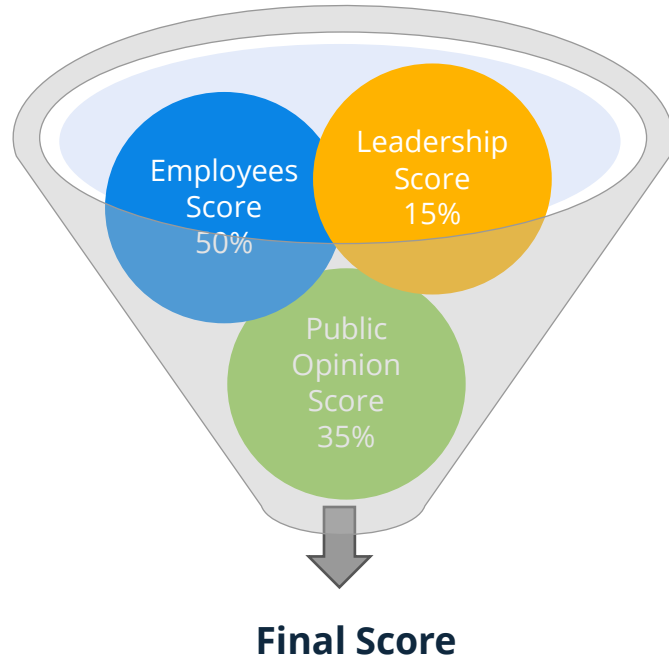
The ranking is based on three scores:

1. Employees Score

- a) **Direct recommendations:** Women were asked to rate how their employer performs across a series of gender-related topics (e.g., “Men and women have the same opportunities for advancement”). In addition, they were asked to rate their overall willingness to recommend their employer and assess them across other, more general, workplace satisfaction questions.
- b) **Indirect recommendations:** Women were prompted to evaluate other employers in their respective industries that stood out either positively or negatively.

- 2. **Public Opinion Score:** A women-only public opinion survey measured how women perceive companies in terms of gender equality. A company's public image can be affected by advertising campaigns, gender-related scandals, public-awareness efforts, etc.
- 3. **Leadership Score:** Objective criteria (i.e., the presence of a female CEO and the share of board/executive committee positions filled by women) were gathered via extensive desk research.

Scoring Methodology



EVALUATION & ADJUSTMENT FOR REGIONAL DIFFERENCES

To control for regional differences in answering behavior (e.g., connected to social desirability), the answer scales within each country were adjusted and the scores transferred to a 100-point-scale. This made the scores among countries more comparable to one another.

Employees Score

Women evaluated their own employer (direct recommendations), as well as other companies in the industry that they work in (indirect recommendations).

Public Opinion Score

Based on a public opinion survey conducted only by women to measure how companies are perceived in terms of gender equality.

Leadership Score

Share of women in leadership positions (management/supervisory boards and CEO).

Employees Score



Why is this important?

An overall employee score was calculated to gauge how women view their own employers and other employers that they are familiar with. Employee satisfaction is a great way to measure respondents' subjective sentiment towards their employer. To measure if a company is "Female Friendly", participants answered questions that are related to female satisfaction in the workplace and to gender equality.

What was measured?

- 1. Direct Evaluations:** Women evaluated their own employer on topics related to gender equality. For example:
 - My employer treats all employees equally, regardless of gender
 - All concerns regarding female discrimination are taken seriously and objectively regardless of employment level
 - Male and female workers doing the same job are paid the same salary
 - Men and women have the same opportunities for advancement

Women also rated their company on more general topics as well.

For example:

- My employer encourages me to take the initiative and develop new ideas
- Good performance at work is recognized and praised
- The colleagues work well together

- 2. Indirect Evaluations:** Women evaluated other employers in their respective industries that stood out either positively or negatively.

Public Opinion Score



Why is a company's public image on gender equality important?

Corporations can have significant impacts directly through their engagement with clients, suppliers and the general public. Therefore, companies have a lot of power, through CSR activities, marketing campaigns and the overall image they portray, to actively fight for gender equality not only in the workplace but in the world as well.

Furthermore, achieving gender equality and empowering women and girls are part of the 2030 UN Agenda for Sustainable Development.⁽¹⁾

What was measured?

Women were asked if they knew of any companies that have a positive or negative brand image in relation to gender equality. They then evaluated up to ten of these companies on more specific topics related to gender equality. For example:

- The way the company presents itself or its products actively fights against sexist stereotypes.
- The company speaks up for gender equality in its marketing campaigns.
- I am aware that the leadership at this company is using their platforms to promote gender equality.

Leadership Score



Why is it important that women are in leadership positions?

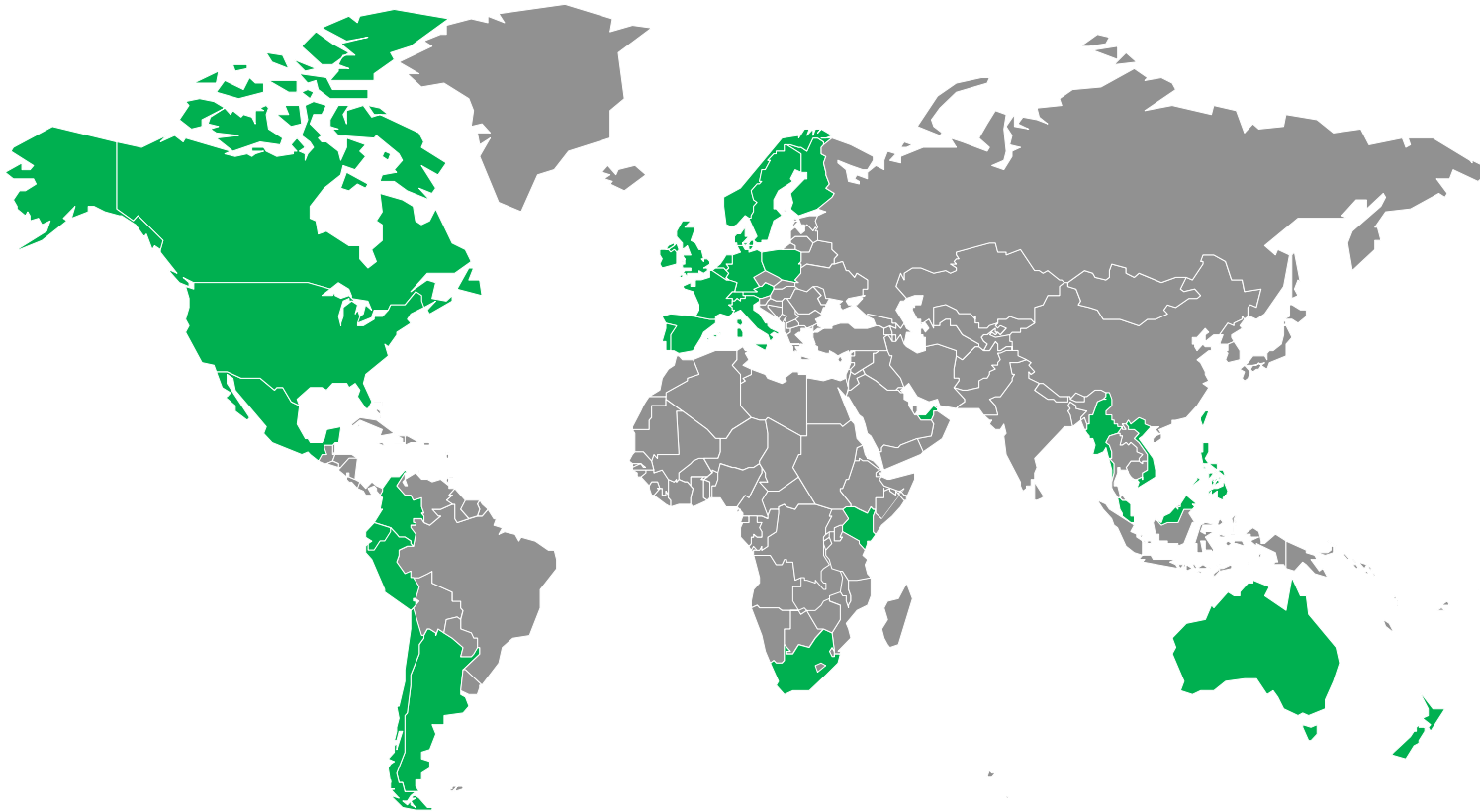
It is no secret that women are underrepresented in leading company positions. Role-models matter. High-level representation improves workplace policies and offers increased opportunities for mentorship. Overall, companies with women in leading positions provide role models that women desperately need in order to advance their careers, and they bring necessary changes to the working environment that benefits all genders.⁽²⁾

Therefore, the goal that every company should aim for is a gender balance among their leadership.

What was measured?

1. Share of women on the executive and supervisory boards
2. If the CEO/President of the company is a woman

Locations of Respondents



Argentina
Australia
Austria
Belgium
Canada
Chile
Colombia
Denmark
Ecuador
Finland
France
Israel
Germany
Ireland
Italy
Kenya
Luxembourg
Mexico

Netherlands
New Zealand
Norway
Peru
Philippines
Poland
Portugal
Singapore
South Africa
Spain
Sweden
Switzerland
Taiwan
Thailand
United Arab Emirates
United Kingdom
United States
Vietnam

Data was collected only in countries with a score of at least 0.7 on the World Economic Forum Gender Gap Report 2022.⁽³⁾

Imprint

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Disclaimers:

The ranking is comprised exclusively of employers that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on employee recommendations, peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, reflects the last two calendar years. Furthermore, events following August 31st, 2022, and/or pertaining to individual persons affiliated/associated to the employers were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about the employers. The quality of employers that are not included in the rankings is not disputed.