

# America's Best Employers 2018

Methodology

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# Methodology – America's Best Employers 2018

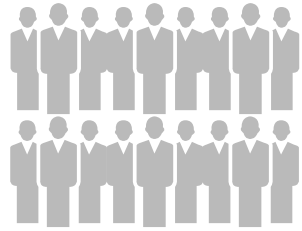
## Summary

- America's Best Employers are chosen based on an independent survey from a vast sample of more than **30,000 U.S.-employees** working for companies employing **at least 1,000 people** in their U.S.-operations.
- The employees are consulted not via their employers but **anonymously** through several online panels. By doing so, the employee could openly state his/her opinion, avoiding any influence from their employer.
- Each employee has been asked which firm or institution he or she works for, in an open-ended question with an autofill-option. Where appropriate, subsidiaries of larger entities have been combined for evaluation. The survey has been conducted on companies from all industry sectors employing **more than 1,000 employees in the U.S.** The recommended employers have been grouped into one of the **25 industry sectors**.
- The evaluation was based on two distinct criteria:
  1. **Direct recommendations:** Employees were asked to rate their willingness to recommend their own employers to friends and family. The responses were analysed on a scale from 0 to 10, where 0 means "I wouldn't recommend my employer under any circumstances" and 10 means "I would definitely recommend my employer".
  2. **Indirect recommendations:** Participants were also prompted to evaluate other employers in their respective industries that stood out either positively or negatively.
- Furthermore the employees were asked **35 questions about work related topics:** Employees were asked to give their opinions on a series of statements surrounding work-related topics on working conditions, salary, potential for development and company image regarding their current employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale.
- In total the survey took an average of 10-15 minutes to complete and the field period ran from CW 31 to CW 35 .

# The calculation of the direct and indirect score is based on 30,000 employee recommendations

## Survey

The survey has been conducted using an **online access panel**, providing a representative sample of **more than 30,000 employees** working part- or full-time for companies and institutions employing **more than 1,000 employees in the U.S.**



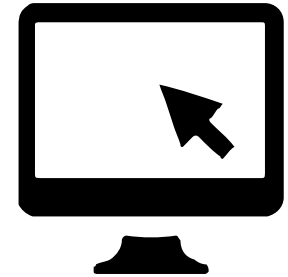
**Online access panel**

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.



**~30,000 participants:**

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

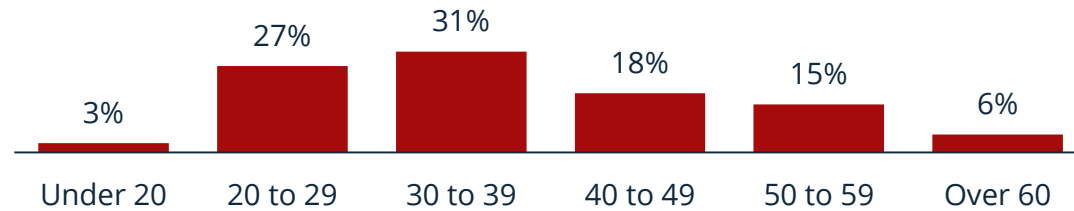


**Survey**

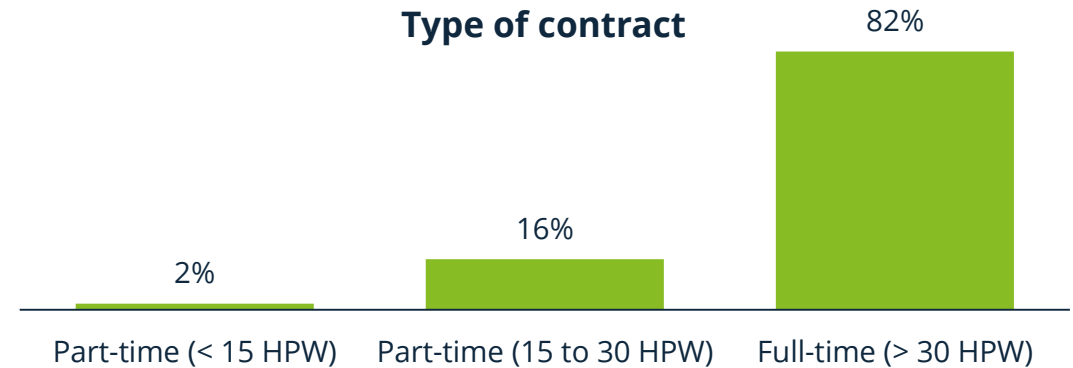
# Different sociodemographic groups of the population were covered by the online access panel

## Demographics

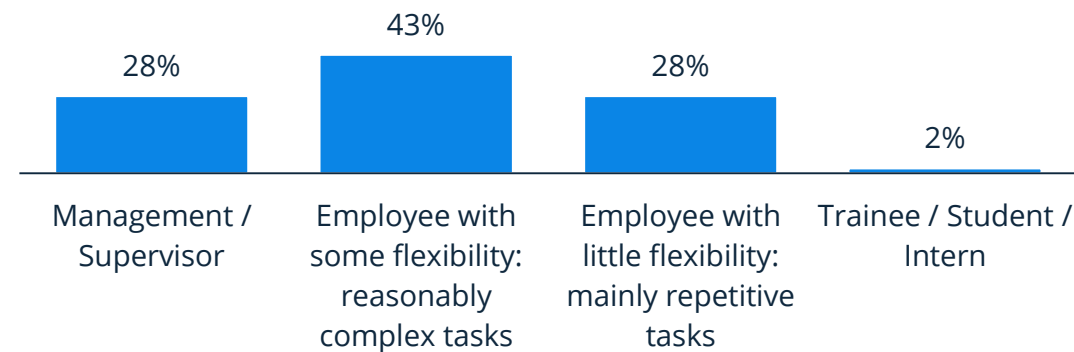
### Age group



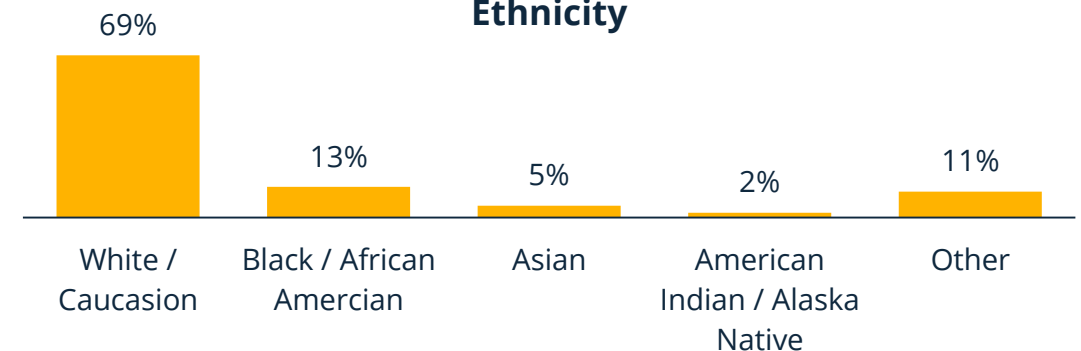
### Type of contract



### Level of employment



### Ethnicity



# Calculation of the scores: for each employer a combination of the direct and indirect score

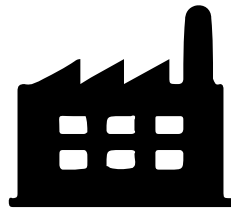
The score is based on the two main elements below:

## 1. Direct score: willingness to recommend one's own employer

- > In order to measure the willingness to recommend one's own employer, the following question has been asked: „**On a scale of 0 to 10, how likely is it that you would recommend your employer to a friend or family member?**” (0: wouldn't recommend my employer under any circumstances, 10: would definitely recommend my employer).



Participant



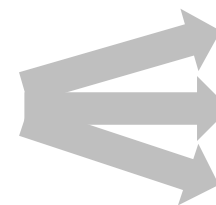
Participant's employer

## 2. Indirect score: willingness to recommend other employers

- > The participants have also been asked if there are **employers they would recommend to their acquaintances**, or, on the contrary, if there are **employers they would not recommend their acquaintances to work for**.



Participant



Employer 1



Employer 2

...



Employer 5

The results of these two elements have been combined to calculate a final score for over **2,300** employers in the U.S., with a **greater weight given to the direct score**, i.e. willingness of the participants to recommend their own employer.<sup>(1)</sup>

(1) If available, last year's score was also included with a small weight

# Industries

Each employer grouped by industry

1. Construction, Oil & Gas Operations, Mining and Chemicals
2. Utilities
3. Engineering, Manufacturing
4. Automotive (Automotive and Suppliers)
5. Aerospace & Defense
6. Drugs & Biotechnology
7. Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment
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, Internet, Software & Services
16. Professional Services
17. Media & Advertising
18. Business Services & Supplies
19. Government Services
20. Education
21. Healthcare & Social
22. Retail & Wholesale
23. Clothing, Shoes, Sports Equipment (Manufacturing and Retail)
24. Restaurants
25. Travel & Leisure