



America's Best Employers for Women 2024

Methodology

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Summary

- America’s Best Employers for Women are identified in an independent survey from a vast sample of over **150,000 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 600 companies receiving the highest total scores are awarded as the “Best Employers for Women 2024”

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

Data-based results

Data Gathering

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



1

Additional Research

Organizations are researched to verify that they fit the project's scope. KPI information is gathered for organizations that show strong performance in terms of personal and public evaluations. Data is gathered via **publicly available company information**



2

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



3

Publication

A final list of the top 600 American employers for Women is published in collaboration with Forbes

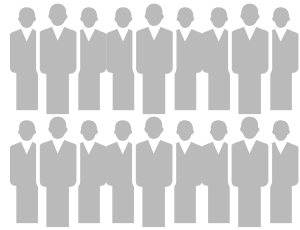


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Participation is voluntary and the survey is conducted at regular intervals over the course of each year

Participation through open access panels

The survey is conducted using an **online access panel**, providing a representative sample of **>150,000 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.**



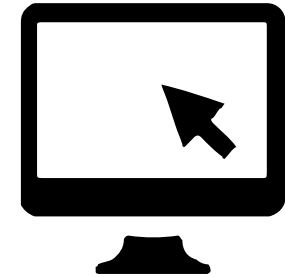
Online access panel

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.



>150,000 participants:

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



Survey Periods

January - July*
September - November*

*Over a 3 year period

Evaluation types, in detail

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

1. Personal evaluations (Direct):

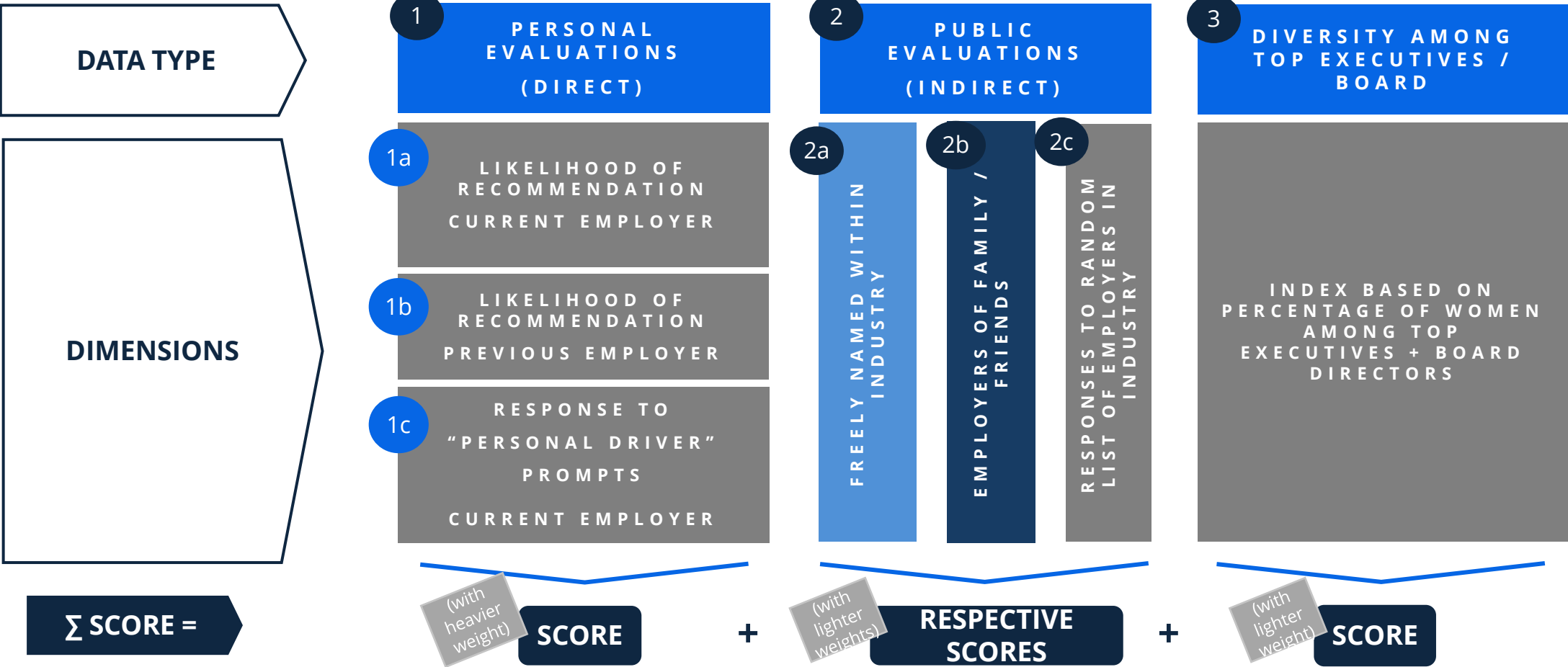
- a) **Employee's opinion of their current employer overall:** respondents are asked to gauge their overall willingness to recommend their employer to family and friends on an 11-point Likert scale.
- b) **Employee's Previous Employers:** respondents are also asked to rate their willingness to recommend 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 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**
- b) **Freely name employers their family/friends work for**
- c) **Asked to evaluate a list of other companies within their industry**

3. Representation 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 April 2024).

Overview of scoring components



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

Overview of "Personal Driver" Prompts

Prompts categorized into twelve 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

Overview of "Personal Driver" Prompts

Prompts categorized into twelve dimensions, shown below

Representation & 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

Parental Leave

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

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

Pay Equity

- Men and Women workers doing the same job are paid the same salary

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