America's Best in State Employers 2024

Methodology

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Methodology – America's Best in State Employers 2024
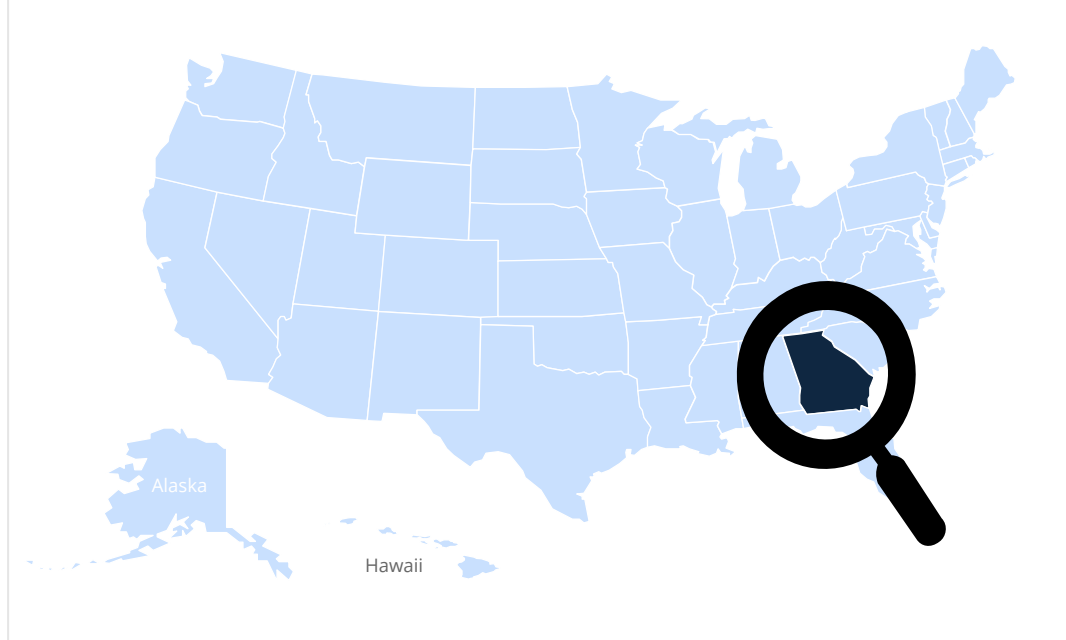
Summary

- America's Best in State Employers are identified in an independent survey from a vast sample of over **160,000 employees** working for companies employing **at least 500 people** within the U.S.

- The survey is conducted using several online access panels, providing a representative sample of the U.S. workforce. Each employee is asked in which state and for which company/firm/institution/organization he or 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 500 employees in the U.S.** In total, the survey takes an average of 8-12 minutes to complete. The survey is conducted periodically over the course of the previous 3 years. Around **4.4 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.

- An employer's final score is determined on a state-by-state basis and is built upon two types of employee evaluations:

  1. **Personal Evaluations** (those given by employees themselves, also known as *direct* evaluations): employee willingness to recommend their own employers to friends and family, on a scale from 0 to 10. Evaluations from employees *within* the state are given the highest weight

  2. **Public Evaluations** (from friends and family members of employees, or members of the public who work in the same industry- also known as *indirect* evaluations): capture public perception and represent a mix of in-state (more highly weighted) evaluations and national (lower weighted) evaluations

- The final ranking is composed of 51 state-sublists (50 states + Washington DC). Each state-sublist ranks from 3 to 101 employers, depending on the size of the state and the number of responses we receive. Employers receiving the highest total scores within a given state are awarded as the "Best in State Employers 2024". Employers are eligible to be ranked in multiple states. In total, there are 2500 ranking positions.

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Employers are evaluated on a state-by-state basis

Employers can be ranked in multiple states

State specific focus

Benchmarks

> In order to be considered, an organization must have at least **~500 employees** in the respective state

> Employers with operations in more than one state can be **ranked in multiple states**

> The **number of employers** awarded in each state **varies** based on the number of relevant employers and size of the states' workforce, as well as the amount of data collected in that state

> The **number of employers** awarded in any given state ranges from **3** to **101**

> All 50 states are included, plus Washington DC (for a total of 51 sublists)

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America's Best in State Employers follows a similar approach to 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, in that they employ at least 500 people within the state where they are to be ranked. Data is gathered via **publicly available company information.** In absence of publicly available information, workforce size is estimated on the basis of number of locations
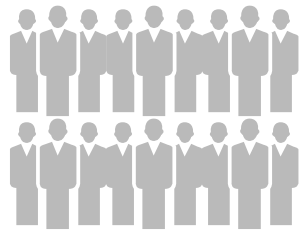
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Analysis

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

3

Publication

A final list of the top 2500 Best in State Employers 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 **>160,000 employees** over the last three years working part- or full-time for companies and institutions employing **at least 500 employees in the U.S.**
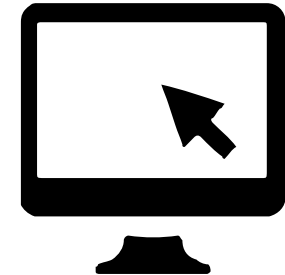
Online access panel

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.

>160,000 participants:

- ✓ **Full-time** (> 35 hours per week)
- ✓ **Part-time** (< 35 hours per week)
- ✗ **Unemployed**
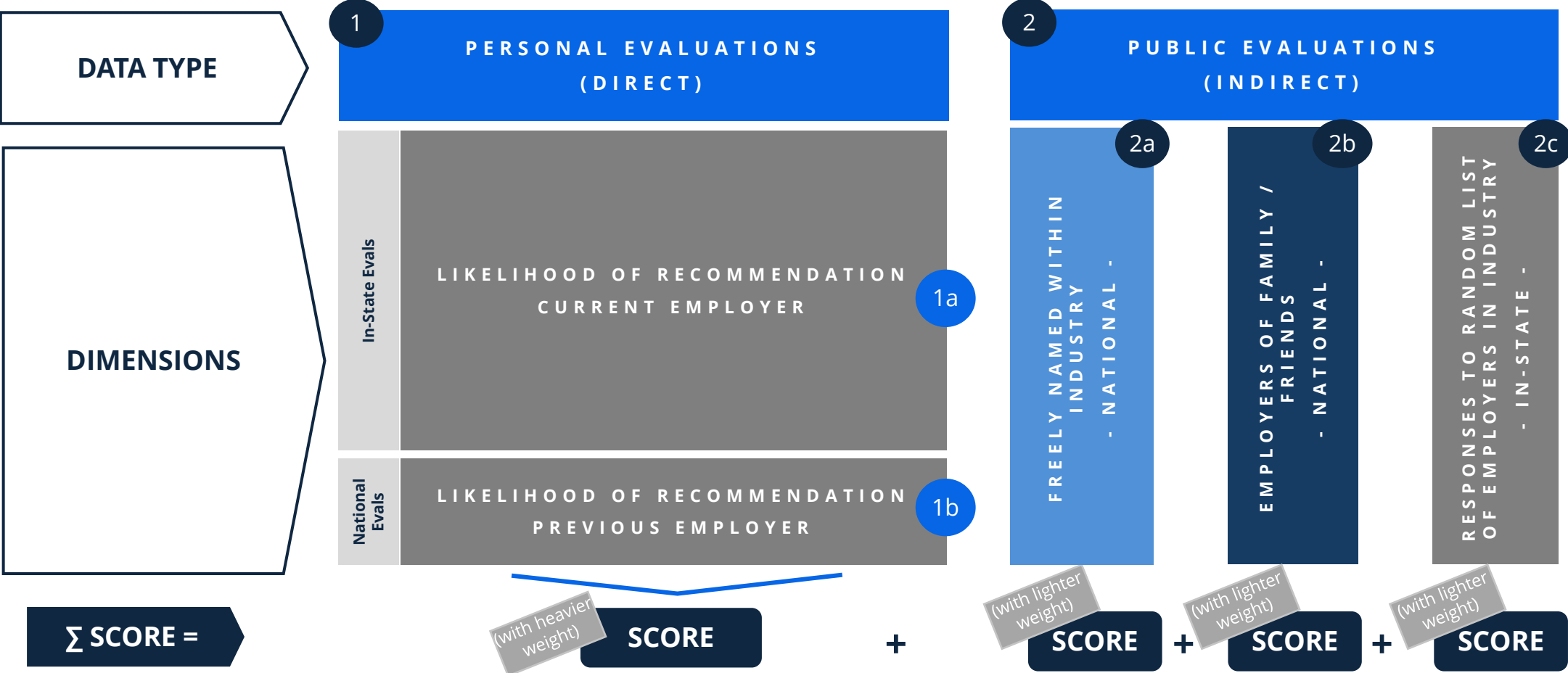- ✗ **Self-employed**
- ✗ Company size **< 500 employees**

Survey Periods

January – July*

September – November*

*Over a 3 year period

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Overview of scoring components

DATA TYPE

1 PERSONAL EVALUATIONS (DIRECT)

2 PUBLIC EVALUATIONS (INDIRECT)

DIMENSIONS

In-State Evals

LIKELIHOOD OF RECOMMENDATION CURRENT EMPLOYER **1a**

National Evals

LIKELIHOOD OF RECOMMENDATION PREVIOUS EMPLOYER **1b**

2a FREELY NAMED WITHIN INDUSTRY - NATIONAL -

2b EMPLOYERS OF FAMILY / FRIENDS - NATIONAL -

2c RESPONSES TO RANDOM LIST OF EMPLOYERS IN INDUSTRY - IN-STATE -

∑ SCORE =

(with heavier weight) SCORE

+

(with lighter weight) SCORE + (with lighter weight) SCORE + (with lighter weight) SCORE

Data from the previous three years is considered, with a heavier weight put on more recent data. The results of these elements have been combined to calculate a final score for the U.S. employers captured in our sample

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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

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