

METHODOLOGY

America's Best Employers for Veterans Ranking **2025**

Scope, Data Collection, Evaluation and Results

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America's Best Employers for Veterans honors organizations that create a supportive working environment for veterans

Ranking's cornerstones



Methodology

The Best Employers for Veterans have been identified in an independent survey from a vast sample of well over **17,000 U.S. veterans** (having served in the United States Armed Forces- either in the regular military or in the National Guard or military reserves) working for companies employing **at least 1,000 people** within the U.S. The survey was conducted using several online access panels, providing a representative sample of veterans in the American workforce. Each veteran was asked which firm or institution he or she works for in an open-ended question with an autofill option. The survey was conducted based around companies **from all industry sectors** with more than 1,000 employees in the U.S. In total, the survey took an average of 5-8 minutes to complete. In order to create the evaluated sample, the survey has been conducted periodically over the course of the previous 3 years. Over **500,000 employer evaluations** were 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 evaluations: **personal** (those given by employees themselves) and **public** (those given by friends and family members of employees, or members of the public who work in the same industry), with a much higher weighting for personal evaluations.

The **150 organizations** receiving the highest total scores are awarded as "America's Best Employers for Veterans."



Executive Summary

- **Title of ranking:** America's Best Employers for Veterans 2025
- **Media partner:** Forbes
- **Edition:** 6th
- **Number of awardees:** 150
- **Methodology:** Survey
- **Criteria used for determining rank:** Online survey assessing various evaluations of company performance. Companies were scored across multiple dimensions, with the highest scores determining the final ranking.

America's Best Employers for Veterans follows the same approach as other employers projects

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Process

Data-based results



The evaluation is based on data collected through online panels, with **over 17,000 veterans** across various employers participating

Data collection through online access panels



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.



> 17,000 Participants

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



Survey Periods

February – June*, September – November*
Over a 3 year period

The survey utilizes an **online access panel** to gather a representative sample of **over 17,00 employees**—both part-time and full-time—from **U.S. companies and institutions with at least 1,000 employees** over the past three years.

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

Evaluation types, in detail

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 standard employment topics related to: Atmosphere & Development, Diversity, Image, Salary/Wage, Workplace, and Working Conditions, as well as topics specific to veterans: Recruitment & Representation, Support, and Understanding and asked to respond on a 5-point Likert scale

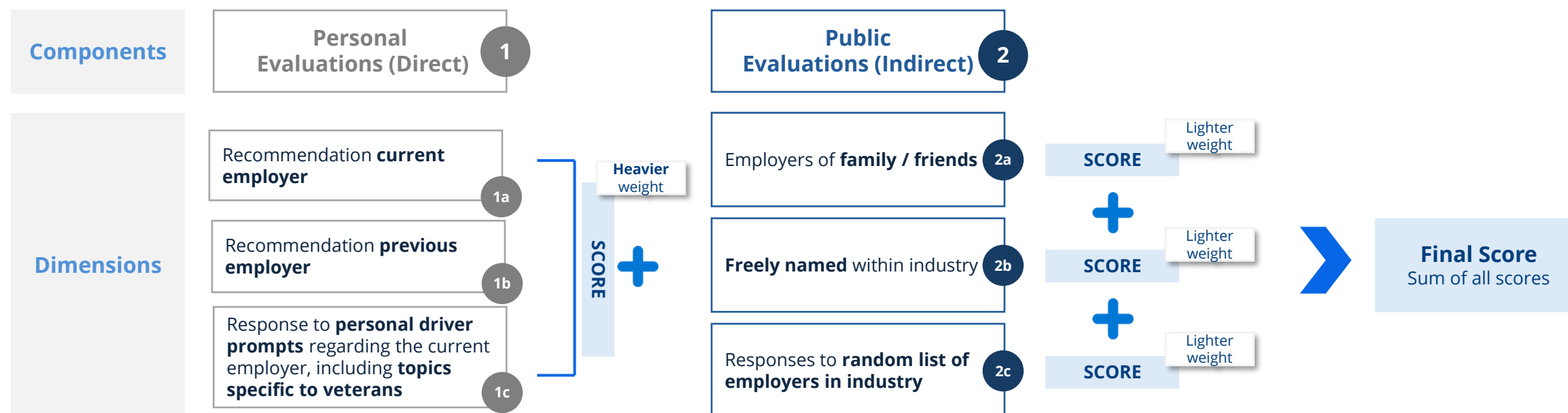
2. Public evaluations (Indirect):

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) **Respond to a random list of up to 50 companies in their industry**

The scoring model is founded on two key components: 1) Personal Evaluations and 2) Public Evaluations from veterans

Scoring Model



Data from the **previous three years is considered**, with a **heavier weight put on more recent data**. The results are combined to calculate a final score.

Veterans are self-identified as having served in the US Armed Forces, the Military Reserves, or the National Guard

Veteran-specific questions



Veteran Identification

Veterans self-identify as such in the survey for America's Best Employers for Veterans through their response to the question:

"Have you ever served in the United States Armed Forces, either on full-time active duty, in the Military Reserves, or in the National Guard?"

Those who respond to this question with "yes" are further prompted about their current status with the following question:

Which of the following best describes your current military status?

1. **Currently on active duty**
2. **Currently in reserves**
3. **No longer active military (Veteran Status)**

Overview of "Personal Driver" Prompts give an indication of employee preferences

Prompts categorized into six 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 specifically geared toward veterans

Prompts categorized into three dimensions, shown below



Recruit & Representation

- My company makes a special effort to hire and support veterans
- When selecting candidates, my employer prefers that their employees have military experience
- My employer has programs in place to actively recruit veterans
- Veterans are well represented in upper management levels

Support

- My employer has support systems in place to help employees with active military members in their family
- My employer supports philanthropic projects for veterans
- My employer has resource/affinity groups and/or training programs to help veterans acclimate to work life

Understanding

- My employer is a veteran friendly workplace
- My employer values and understands the benefit of having veterans in the workforce

Industries

Each employer is grouped by industry



Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Construction, Chemicals, Raw Materials
- Engineering, Manufacturing



Consumer Goods and Retail

- Clothing, Shoes, Sports Equipment
- Food, Soft Beverages, Alcohol & Tobacco
- Packaged Goods
- Retail & Wholesale



Healthcare and Biotechnology

- Drugs & Biotechnology
- Health Care Equipment & Services
- Healthcare & Social Services



Technology and Telecommunication

- Telecommunications Services, Cable Supplier
- IT Software & Services
- Semiconductors, Electronics, Electrical Engineering



Finance and Professional Services

- Banking & Financial Services
- Business Services & Supplies
- Professional Services
- Insurance



Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure



Others

- Utilities
- Transportation and Logistics
- Education
- Government Services