

METHODOLOGY

World's Best Employers **2026**

in collaboration with **Forbes**

statista 

August 2026



World's Best Employers recognizes multinational organizations around the world as great places to work

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Methodology +
Summary



Methodology

The World's Best Employers are chosen each year, based on globally administered independent surveys completed by over **300,000 employees** in over 50 countries worldwide. Employees are consulted anonymously through a series of online access panels. This process is conducted entirely independently of the companies themselves to ensure that respondents have the opportunity to answer openly and honestly, without fearing that responses may be seen by their employers. Each employee is asked in which country and for which company/subsidiary of a corporate group he or she works for in an open-ended question with an autofill option. The ranking is open to corporate groups, which have **over 1000 employees and operate globally**. In total, the survey takes an average of 10-12 minutes to complete. The survey is conducted periodically over the course of the previous 3 years. Over **5 million employer evaluations** are considered.

The consideration of data from a 3-year period allows a robust differentiation between corporate groups that consistently perform well from those that may only have had a single good year.

A corporate group's final score is determined on a global level 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.
 - 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
- The final ranking is composed of 900 companies*. All reviews are aggregated into "corporate groups" underneath a single "parent" company/employer brand. This criteria aims to ensure that all employees within a corporate group can offer their opinion on the employer.



Executive Summary

- **Title of ranking:** World's Best Employers 2026
- **Media partner:** Forbes
- **Edition:** 7th
- **Number of awardees:** 900*
- **Methodology:** Survey
- **Criteria used for determining rank:** Online surveys assessing various evaluations of company performance. Companies were scored across multiple dimensions, with the highest scores determining the final ranking.

World's Best Employers follows a similar approach to other employer projects

Data-based results

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Process



The evaluation is based on data collected through online panels, with **over 300,000 participants** 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.



> 300,000 Participants

- ✓ Full-Time
- ✓ Part-Time
- ✗ Unemployed
- ✗ Self-employed



Survey Periods

March-May*

Over a 3-year period

The survey utilizes an **online access panel** to gather a representative sample of **over 300,000 participants**—both part-time and full-time— over the past three years.

The evaluation is based on two distinct types of responses 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. Three years' worth of data is considered, with more recent data receiving higher weightings.
- b) **Employee's Previous Employers:** respondents are also asked to rate their willingness to recommend any previous employers of last two years on an 11-point Likert scale

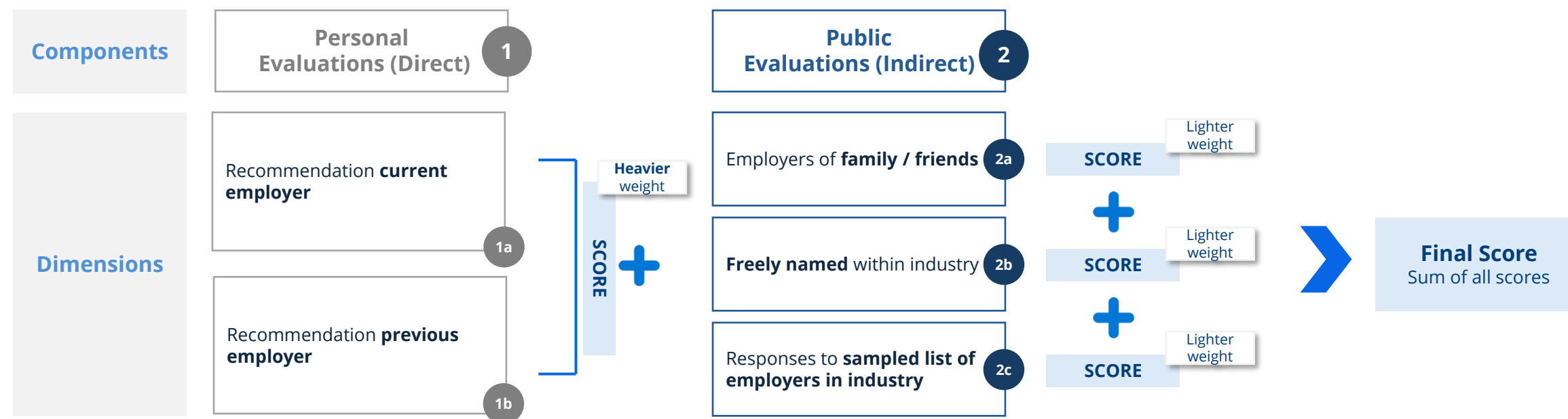
2. Public evaluations (Indirect):

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:** as either one they would recommend or one they would not
- b) **Freely name employers their family/friends work for:** again, as either would or would not recommend to others
- c) **Respond to a sampled list of up to 50 companies in their industry:** as either "would recommend", "would not recommend", or "skip"

The scoring model is founded on two key components: Personal Evaluations and Public Evaluations

Scoring Model



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 employers captured in our sample.

Industries

Each employer is grouped by industry



Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive & 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
- Medical 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 & Logistics
- Education
- Conglomerate