

METHODOLOGY

America's Best-in-State Employers Ranking **2025**



America's Best-in-State Employers highlights companies with strong local reputations as great places to work



Methodology

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. state in which they are being evaluated**. 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 **2 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 102* 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 2025".

Employers are eligible to be ranked in multiple states. In total, there are 2500* ranking positions.



Executive Summary

- **Title of ranking:** America's Best-in-State Employers 2025
- **Media partner:** Forbes
- **Edition:** 7th
- **Number of awardees:** 2500
- **Methodology:** Survey
- **Criteria used for determining rank:** Online survey of employees assessing various evaluations of company performance as an employer within their state. Companies were scored across multiple dimensions, with the highest scores determining the final ranking.

America's Best-in-State Employers 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 160,000 participants** across various employers throughout states

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.



> 160,000 Participants

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



Survey Periods

February – June*, September – November*

Over a 3 year period

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.**

The overall evaluation is based on two distinct types of responses received from survey respondents

Evaluation types, in detail

1. Personal evaluations (Direct):

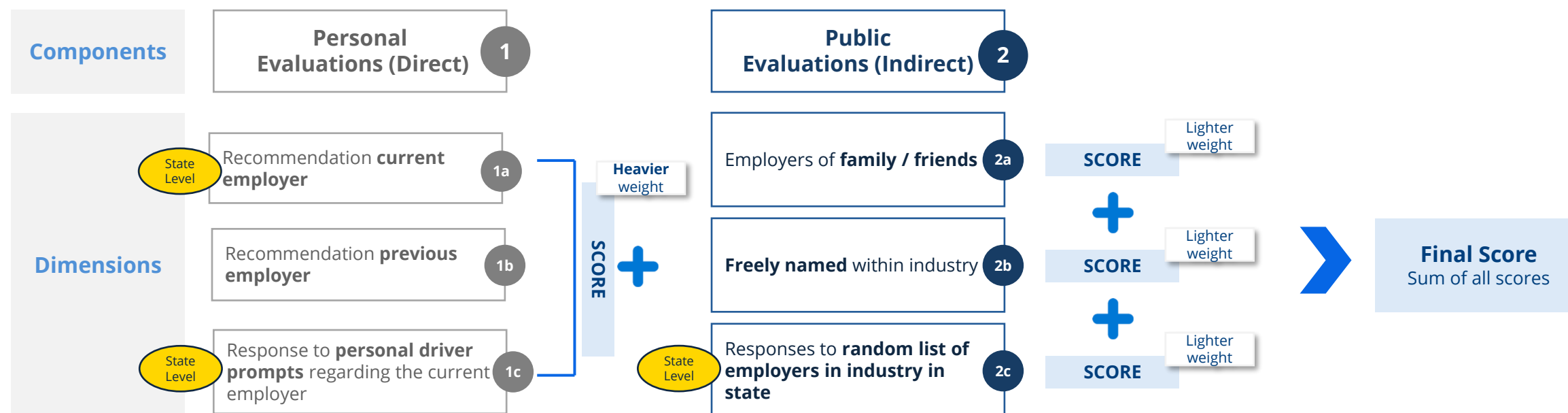
- a) **Employee's current opinion of their employer overall:** respondents are asked to gauge their overall willingness to recommend their employer to family and friends on an 11-point Likert scale. Three years' worth of data is considered, with more recent data receiving higher weightings. These recommendations are state-specific, as the respondent is also asked in which state they are currently employed
- 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. These recommendations are not state specific, and are considered for the employer in any given state, albeit with a lower weighting
- 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 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/state:** 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 random list of up to 50 companies in their industry/state:** as either "would recommend", "would not recommend", or "skip". This recommendations are state-specific, as the presented lists are curated based on employer location

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 are combined to calculate a final score.

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

Industries

Each employer grouped by industry



Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Construction, Chemicals, Raw Materials
- Engineering, Manufacturing
- Manufacture and Processing of Materials, Metals and Paper



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



Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure



Others

- Utilities
- Transportation and Logistics
- Education
- Governmental Services