

America's Best Employers for New Grads 2020

Methodology

Methodology – America’s Best Employers for New Grads 2020

Summary

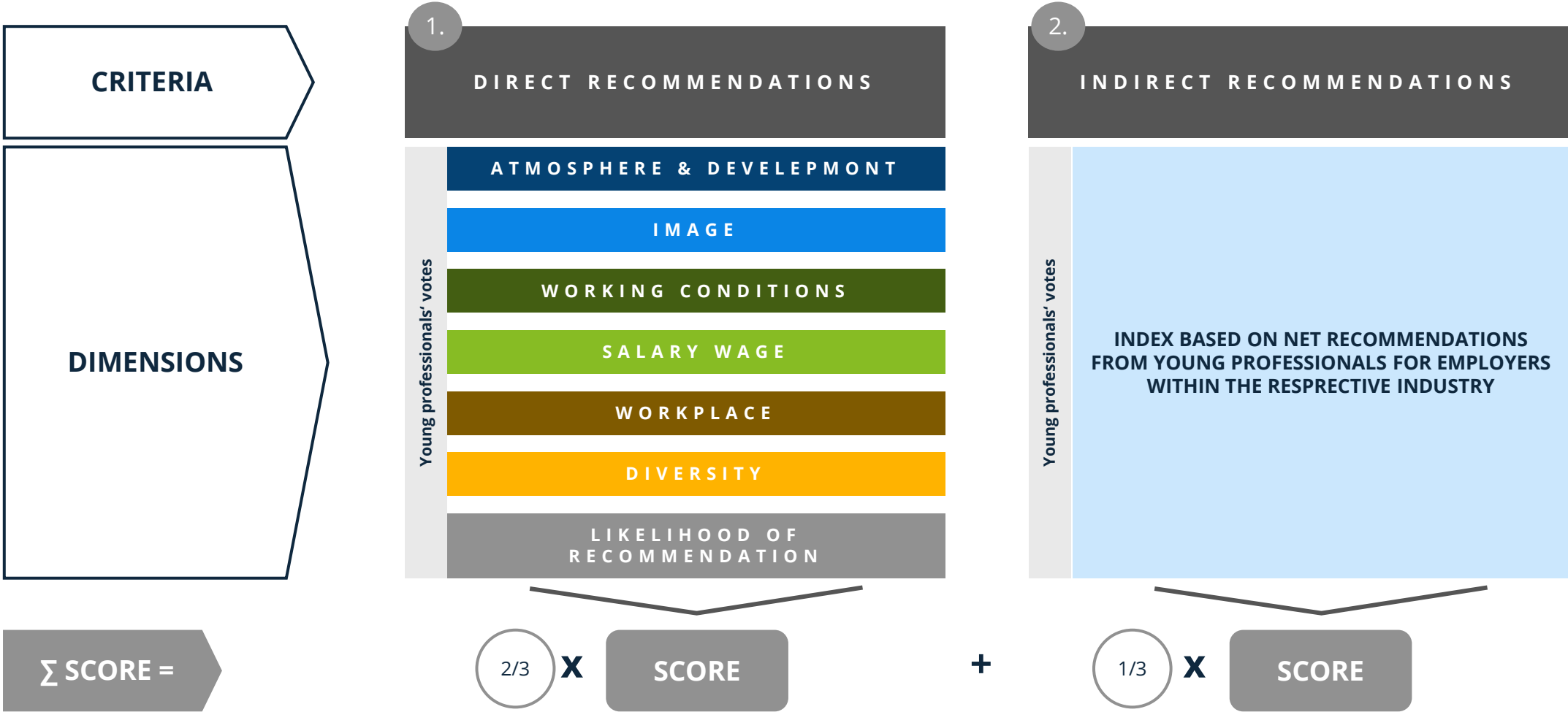
- The Best Employers for New Grads have been identified in an independent survey from a vast sample of more than **20,000 U.S. young professionals** (employees that have under 10 years work experience) working for companies employing **at least 1,000 people** within the U.S.
- The survey was conducted using several online access panels, providing a representative sample of the American Young Professional workforce. Each young professional was asked which firm or institution he or she works for in an open-ended question and 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 and the field period ran from March to June 2020.
- The evaluation was based on two distinct criteria:
 - 1. Direct recommendations – work topics in general:** Young professionals were asked to give their opinion on a series of statements related to the topics: atmosphere & development, image, working conditions, salary & wage, workplace, and diversity regarding their own employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale. Additionally, the likelihood of recommending one’s own employer (measured on an 11-point Likert scale) was also asked.
 - 2. Indirect recommendations:** Additionally, participants were given the chance to evaluate other employers in their respective industries that stand out either positively or negatively.



The 250 companies receiving the highest total scores were awarded as the “Best Employers for New Grads 2020”

Methodology –The two criteria to build the score

Overview



Overview items of topics

6 main topics of the employer's attractiveness

Atmosphere & Development

- > There is a climate of fairness and trust
- > My employer provides an environment for the free and open expression of ideas, opinions, and beliefs
- > The management are loyal to the employees
- > My employer encourages me to take the initiative and develop new ideas
- > There are career advancement opportunities with my employer
- > Employees are promoted through training
- > Good performance at work is recognized and praised
- > The colleagues work well together
- > My direct supervisor makes his/her decisions clear

Image

- > I am proud of the product/service that my company produces/offers
- > The company enjoys a good image

Working conditions

- > My current work is interesting
- > I am satisfied with my working hours
- > I can organize my own work

Salary / Wage

- > Wages/salaries paid are in line with responsibilities
- > The company pays a good wage/salary

Workplace

- > I am satisfied with my working conditions (ventilation, lighting and noise levels etc.)
- > The working equipment is state of the art
- > Workstations are safe and ergonomic

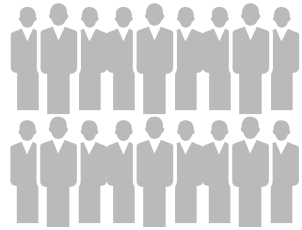
Diversity

- > I believe the company will take appropriate action in response to incidents of discrimination
- > This company respects individuals and values their differences
- > This company provides an environment for the free and open expression of ideas, opinions and beliefs
- > My employer uses diversity and inclusion effectively to increase workforce productivity
- > Male and female workers doing the same job are paid the same salary
- > Men and women have the same opportunities for advancement
- > My organization has practices in place to recruit a gender-diverse workforce

The calculation of the direct and indirect score is based on the recommendations of more than 20,000 young professionals

Basis

The survey was conducted using online access panels, providing a representative sample of more than 20,000 young professionals working part- or full-time for companies and institutions employing more than 1,000 employees in the U.S.



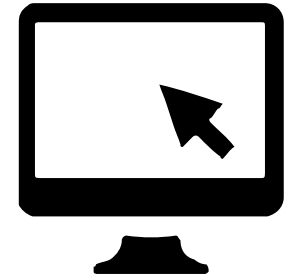
Online access panel

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.



~20,000 participants:

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



Survey

Industries

Each employer grouped by industry

1. Construction, Oil & Gas Operations, Mining and Chemicals
2. Utilities
3. Engineering, Manufacturing
4. Automotive (Automotive and Suppliers)
5. Aerospace & Defense
6. Drugs & Biotechnology
7. Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment
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, Internet, Software & Services
16. Professional Services
17. Media & Advertising
18. Business Services & Supplies
19. Government Services
20. Education
21. Healthcare & Social
22. Retail & Wholesale
23. Clothing, Shoes, Sports Equipment (Manufacturing and Retail)
24. Restaurants
25. Travel & Leisure