

AMERICA'S BEST EMPLOYERS FOR DIVERSITY 2023

Methodology

Methodology Summary – America's Best Employers for Diversity 2023

Part I

Survey

- The Best Employers for Diversity have been identified in an independent survey from a vast sample of more than **~45,000 employees** working for companies employing at least 1,000 people in their U.S.-operations.
- The employees have not been consulted via their employers but **anonymously** through online access panels. By doing so, the employee could openly state his/her opinion, avoiding any influence from their employer.
- Each employee has been asked which firm or institution he or she works for, in an open-ended question with an autofill-option. Where appropriate, subsidiaries of larger entities have been combined for evaluation. The survey has been conducted on companies from all industry sectors employing **at least 1,000 employees** in the U.S. The recommended employers have been grouped into one of the **25 industry sectors**.
- In total the survey took an average of 8-11 minutes to complete, and the field period ran from CW 34 to CW 45.

Evaluation consisted of three main criteria

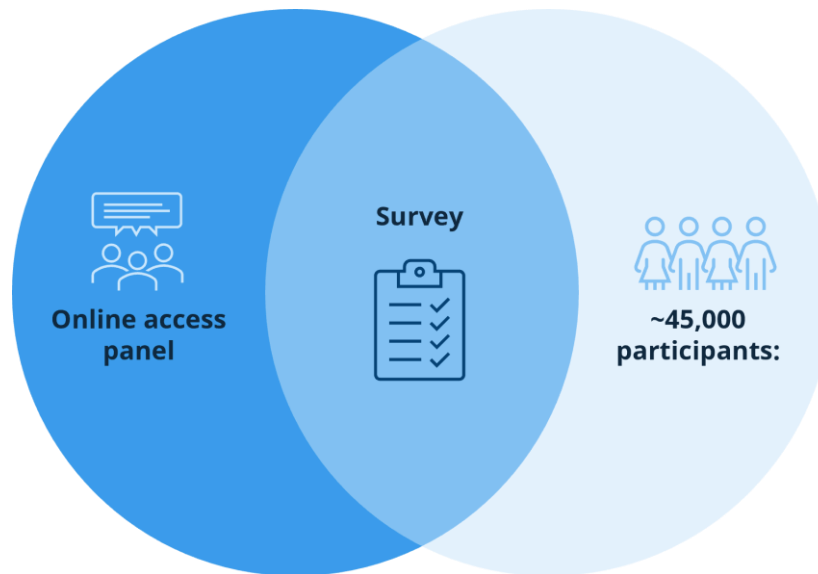
Part II

- 1. Direct recommendations:** The employees were asked to give their opinion on a series of statements surrounding the topics of age, gender equality, ethnicity, disability, LGBTQIA+ and general diversity concerning their own employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale. In order to take the opinions of diverse groups into account, the recommendations of women, elders, LGBTQIA+ persons, persons with disabilities, and ethnic minorities were weighted significantly higher than the recommendations in comparison to non-minority groups. In addition, a perception correction factor (comparison between recommendations from minorities vs. from non-minorities) was used to adjust the score in case the rating of diversity groups deviated strongly from non-diversity groups' ratings.
- 2. Indirect recommendations:** Additionally, participants were given the chance to evaluate other employers in their respective industries that stand out either positively or negatively with regard to diversity. Only the recommendations of minority groups were considered.
- 3. KPIs:** Extensive research was carried out to evaluate how companies fared across a range of diversity-related best-practices. These included things like the presence of resource groups within the company, the publication of diversity data, and the share of women in board and executive positions.

Online access panels are used to ensure complete anonymity for survey respondents

Sampling process

- The survey was conducted using an online access panel, providing a representative sample of more than 45,000 employees working part- or full-time for companies and institutions employing more than 1,000 employees in the U.S.
- 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.

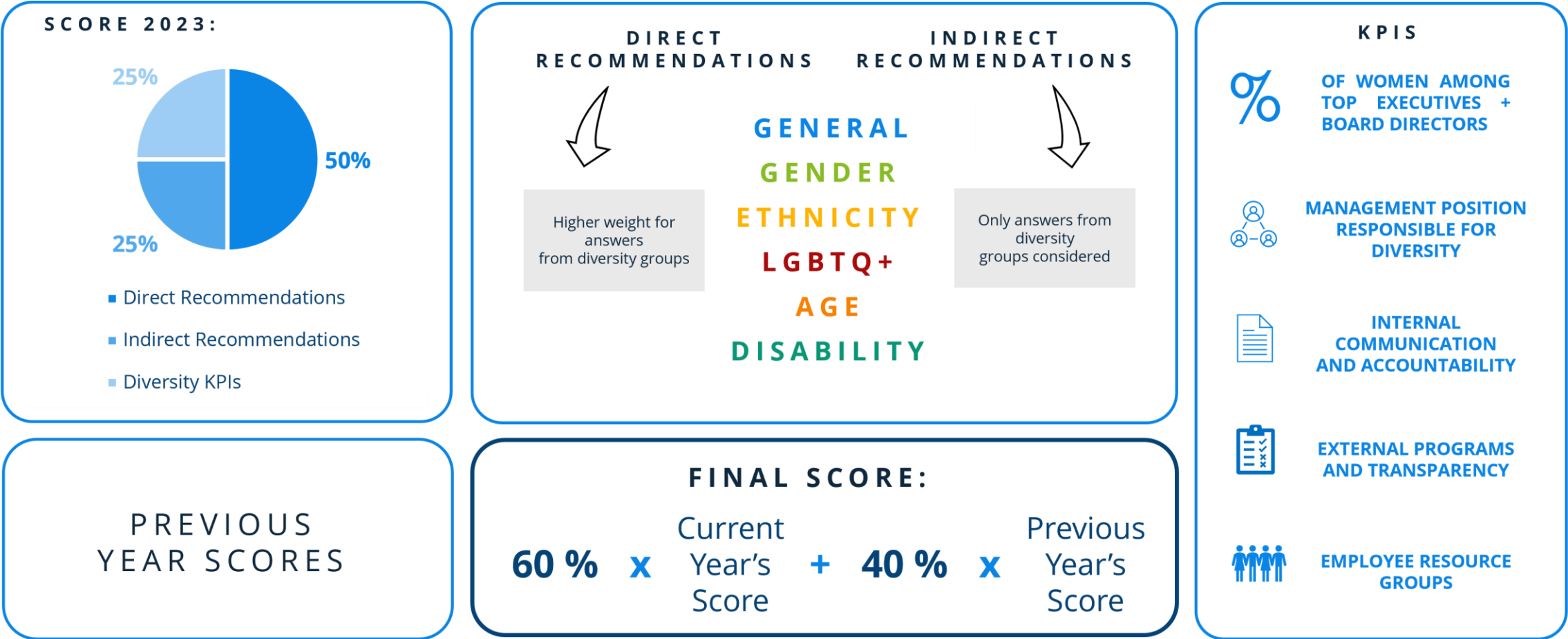


• Participants:

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

Scoring method utilizes internal perception, public perception, and a range of diversity KPIs

Evaluation model



Each Diversity Driver focuses on one specific aspect of corporate diversity

Example questions



GENERAL DIVERSITY

- This company respects individuals and values their differences
- This company provides an environment for the free and open expression of ideas, opinions and beliefs



GENDER

- Male and female workers doing the same job are paid the same salary
- Men and women have the same opportunities for advancement



ETHNICITY

- Male and female workers doing the same job are paid the same salary
- Men and women have the same opportunities for advancement



LGBTQ+

- I would consider my workplace LGBTQ+-friendly
- At my workplace, sexual orientation or gender identity does not adversely affect career progression



AGE

- Management value the experience and know-how that older employees bring to the table
- Older employees receive the same training and promotional opportunities as younger colleagues



DISABILITY

- My employer is inclusive and has an accessible environment for all people with disabilities
- My employer encourages workplace adjustments and improvements to increase accessibility for those disabled

Industries considered

Overview

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. Education
20. Healthcare & Social
21. Retail & Wholesale
22. Clothing, Shoes, Sports Equipment (Manufacturing and Retail)
23. Restaurants
24. Travel & Leisure