



Newsweek

Methodology: Americas Greatest Workplaces for Diversity 2023

New York, December 2022

**PLANT-A
INSIGHTS GROUP**

Introduction



Companies that not only celebrate diversity but implement policies that cultivate inclusive workplaces are better positioned for the future. It is well documented that the collaboration of people with different worldviews fosters a more creative and innovative workforce and support better decision-making. Diverse companies also enjoy increased market opportunities and are ultimately more competitive in attracting candidates who research prospective employers.



The methodology for America's Greatest Workplaces for Diversity 2023 is based on a three-part evaluation. The first was a pre-study survey that asked HR professionals to identify current and future employee satisfaction drivers. The second phase was the main employee survey which asked for either a direct recommendation for a company they work for or an indirect recommendation for companies they've known as an employer. The independent study collected **over 350,000** company reviews. During this survey, personal data was gathered which was then used to weigh responses from diverse target groups.



Finally, through an extensive review and evaluation phase, desk research was completed to validate facts about employers, legal disputes (within the past 24 months) and media monitoring was conducted and an research jury validated the results.

Methodology: Americas Greatest Workplaces for Diversity 2023 (1/2)



Newsweek

Newsweek and **Plant-A Insights Group ("Plant-A")** are partnering to determine America's Greatest Workplaces 2023. "**America's Greatest Workplaces 2023**" recognizes the best workplaces in the United States, by state and by their performance in the following categories: diversity, empowerment of women, veterans and job starters, LGBTQ and more.

The Study consists of 3 parts

1

Target Setting Survey/Study: **Plant-A** conducted a target-setting survey, surveying HR professionals in the U.S. The results of the survey determined the most important drivers for employment satisfaction (including questions that specifically targeted diversity-related subjects). The findings are used to calibrate a large-scale employee survey and to determine individual statements about the employee's experience.

2

The Main Survey: The large-scale independent employee survey collected over **350,000 company reviews** from employees of US-based companies with >1,000 employees. In order to obtain an unbiased assessment of the employers, the respondents were recruited through an online access panel and interviewed anonymously. It's constructed to be representative across demographics (based on U.S. Census Data). Next to demographics and ethnicity, we captured significant LGBTQ+ and disabled samples to adequately reflect these facets of diversity. We evaluated U.S. employers across all major sectors. We captured 78 single sectors ([PrivCo](#) industries) and grouped them into six main sectors. The total survey length is about 10 to 15 minutes and was completed between September and December 2022.

3

Desk research The Desk Research was kindly supported by [PrivCo](#), the most powerful search engine for private company data and [Onclusive](#), the leading media monitoring partner with its world-class sentiment technology. We conducted an elaborate desk research project to identify, e.g. the diversity ratio of the management team of each company, the publication of diversity reports and environmental initiatives etc. The final rankings are then adjusted accordingly, and adjustments are recorded.

Methodology: America's Greatest Workplaces for Diversity 2023 (2/2)

Plant-A evaluated the survey/study based on the following criteria:

Direct recommendations: Employees ranked their own company on a scale from 0-10. The scale determines how likely the employee is recommending his/her employer.

Detailed individual evaluation of their own employer: Furthermore, participants evaluated a series of statements pertaining to the employee's experience regarding company image, corporate culture, working environment, work-life balance, training and career progression, compensation & benefits, sustainability awareness and proactive management of the diverse workforce. Based on the level of agreement (Scale 1-5) and the statement of importance (Scale 1-5) we computed a category score.

Indirect recommendations: Participants were asked to assign an overall score on a scale from 0-10 to employers they are familiar with and how likely they would recommend these employers. In addition, participants had to answer which category was driving them to recommend these employers.

The direct recommendation, the category score and the indirect recommendation are converted to a scale of 0-100 and summarized as a total value for each respondent and company.

“America's Greatest Workplaces 2023 – For Diversity” is part of the “America's Greatest Workplaces” study. **Plant-A** was conducting a large-scale independent study of the American workforce with special consideration of employer evaluations by diversity target groups, diversity-specific evaluation criteria and additional secondary data:

Diversity-specific desk research: We monitored if companies have management positions concerned with Diversity and Inclusion management. Additionally, we researched the diversity ratio of every single company among their management levels. Moreover, we researched if the companies have published a diversity/sustainability report in the near past or have an equivalently meaningful section on their homepage. Each item is factored into the final company ranking.

Sentiment validation: We leveraged sentiment technology from [Onclusive](#) to assist with the desk research.

Research validation: A research jury and Newsweek validated the results.

Methodology: Americas Greatest Workplaces for Diversity 2023

Data driven and determined by subjective importance scores

1



Target Setting Survey

- We surveyed HR professionals across all industries to identify what categories, drivers and items are crucial for companies to be an attractive future employer.
- We provided a wide array of options and ask respondents to assess the importance of individual options from 1 – “not important at all” to 5 – “very important.”
- We allowed respondents to provide any additional evaluation criteria they deemed important.
- We evaluated the insights generated from the survey. The most important criteria then flowed into the large-scale employee survey.

2



Main Survey

- Our survey collected **over 350,000 company reviews** from full- or part-time employees of companies or institutions employing more than 1,000 employees in the U.S.
- The surveyed employees ranked their own company and familiar companies on a scale from 0-10. The scale determines how likely the employee is recommending his/her employer.
- The participants were asked to indicate the extent to which they agree with a list of employee experience statements on a scale from 1 to 5 for each of the provided criteria.
- Respondents then also rated the importance of the different categories of the statements.

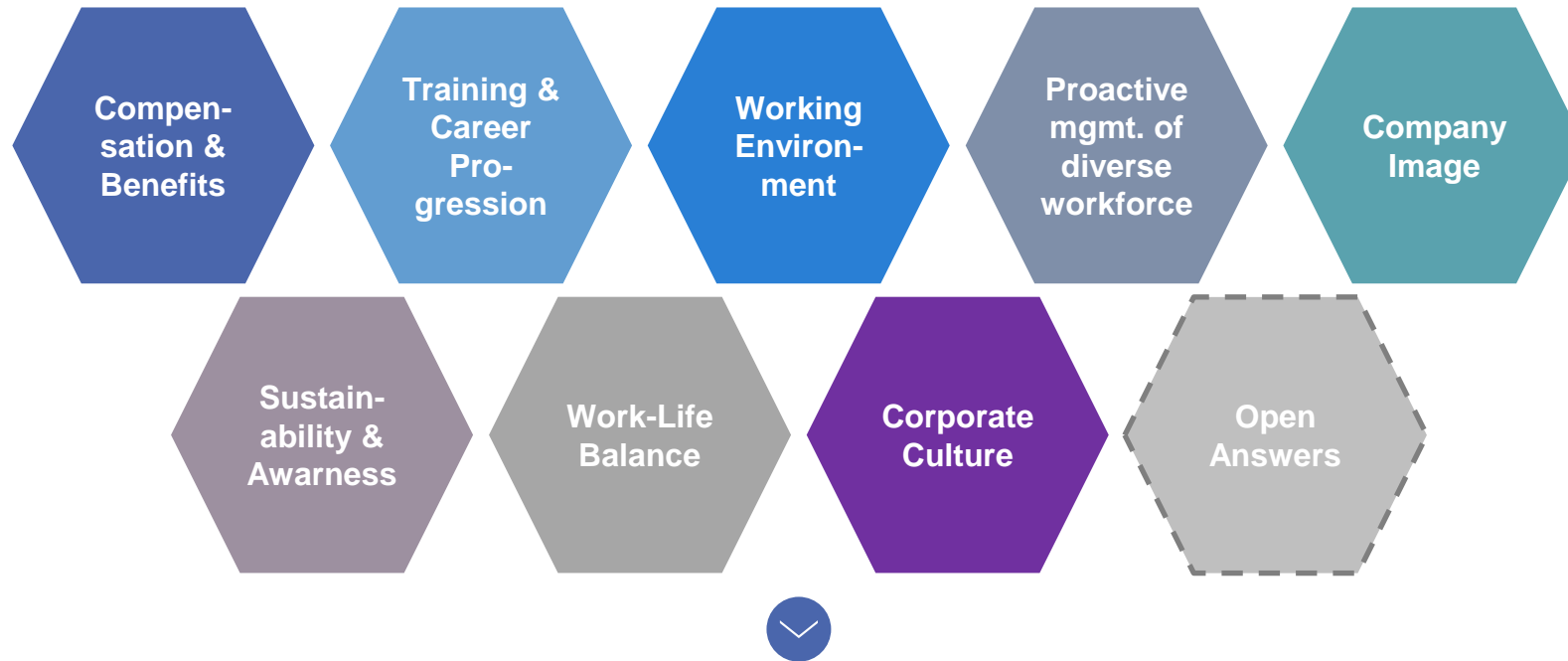
3



Desk Research & Validation

- We conducted an elaborate desk research project to identify e.g. the diversity ratio of the management team of each company; the publication of diversity reports and environmental initiatives.
- We used [Critical Mention's](#) state-of-the-art sentiment technology– an [Onclusive](#) company - to identify recent or current legal disputes (within the past 24 months) in regard to diversity and inclusion.
- Newsweek and Plant-A experts validated the final results.
- The final rankings are then adjusted accordingly, and adjustments are recorded.

1. Target Setting Survey Summary and Key Insights (1/2)



- We surveyed HR professionals to determine the most important drivers of employee satisfaction for 2023.
- We encouraged the survey participants to provide additional factors they deem important.
- The results helped us calibrate our large-scale employee survey and supply the weighting of individual statements.

The Target Setting Survey analyzed the importance of **77** individual aspects in **11** overarching topic areas. Result: Focus of the main study on **43** relevant individual aspects in **8** overarching relevant categories!

e.g. Topics such as “Benefits” and “Work-Life-Balance” are highly relevant.

1. Target Setting Survey Summary and Key Insights (2/2)

Compensation & Benefits

- My employer pays good/competitive salaries and/or wages
- My employer provides attractive retirement plans (e.g., 401K)
- ...

Proactive mgmt. of diverse workforce

- My employer treats all employees equal, regardless of gender, race, religion, or sexual orientation
- Women are well respected at work
- ...

Work-Life Balance

- My employer offers and supports the possibility of working from home
- I am provided the flexibility to self-determine my work schedule
- ...

Training & Career Progression

- The career development opportunities at my employer are good/competitive
- My employer provides effective training for employees with little prior work experience

Company Image

- My employer (company) enjoys a good reputation
- The association with my employer makes me a more attractive hire on the job market
- ...

Corporate Culture

- My employer encourages critical thinking and feedback from employees
- I am encouraged to take initiative and develop new ideas
- ...

Working Environment

- The workplace conditions are good (e.g., good lighting, good ventilation, little noise)
- The workplace has exceptional features (e.g., subsidized food, recreational facilities, etc.)
- ...

Sustainability & Awareness

- My employer encourages environmental sustainability in the workplace (e.g., recycling practices in the
- ...

Open Answers

- [...]

2. Fact Sheet Main Employee Survey



Sample;

We collected over **350,000** company reviews from employees of companies with >1,000 employees in America. Based on **U.S. Census Data**



Duration of the survey:

Approx. **10-15** minutes



Survey form:

Online access panel



Sample details:

Gender: 50% men, 50% women

Age: 18 - 65 years

Regional data: each state by population (U.S. Census)

Employment status: Full-time or part-time employed

Company size: >1,000 employees

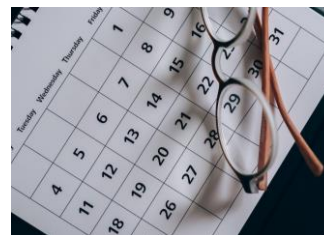
Work experience: Tenure brackets

Work performance: Remote / hybrid

Seniority level: Level of decision making

Member of population groups:

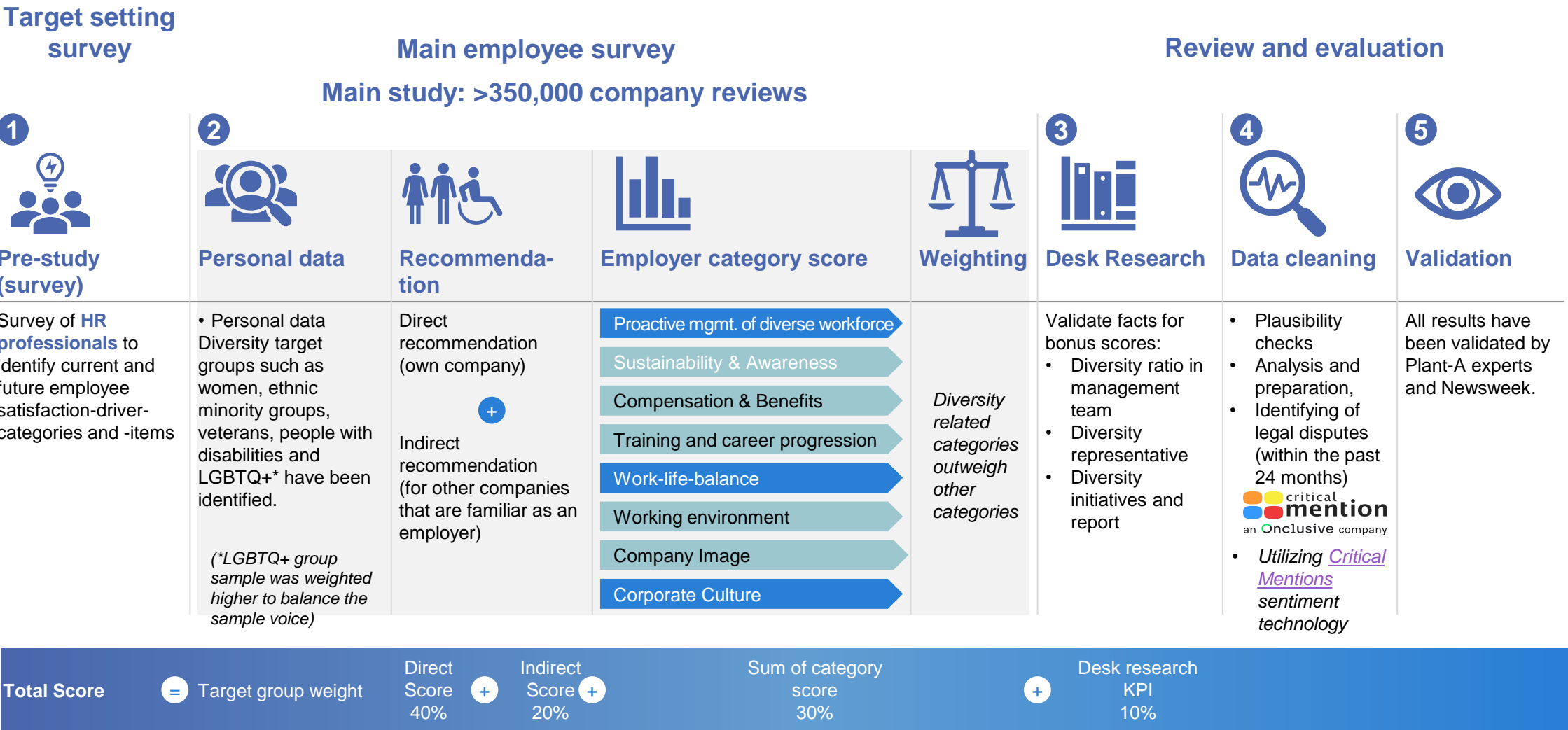
Veterans, Disability, LGBTQ+, Ethnicity-Groups, Single parents, Parents



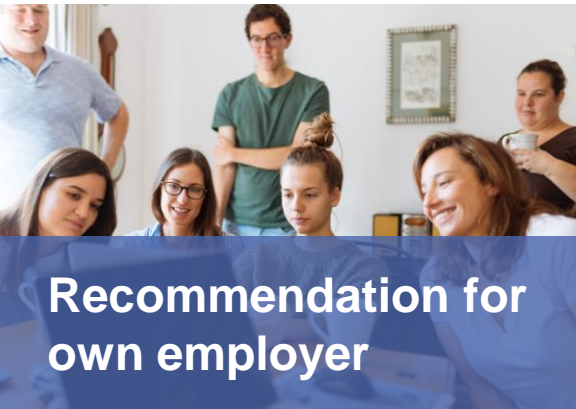
Survey period:

November: 15 – December 5, 2022

2. Scoring Model for America's Greatest Workplaces for Diversity 2023

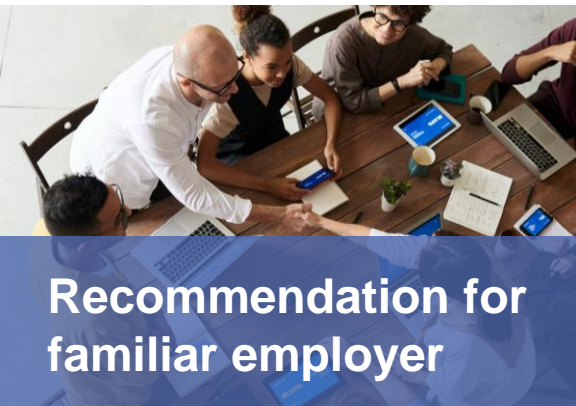


2. Direct and Indirect Recommendations (dScore + idScore)



What is the name of your current company (employer)?

On a scale of 0 to 10, how likely would you to recommend your company as an employer to a friend or colleague?



List companies, besides your own, that you can recommend as great workplace

On a scale of 0 to 10, how likely are you to recommend these companies to a friend or colleague?

The **Total Score** contains the weighted direct and indirect recommendations as well as the scores of the ratings in the individual categories.

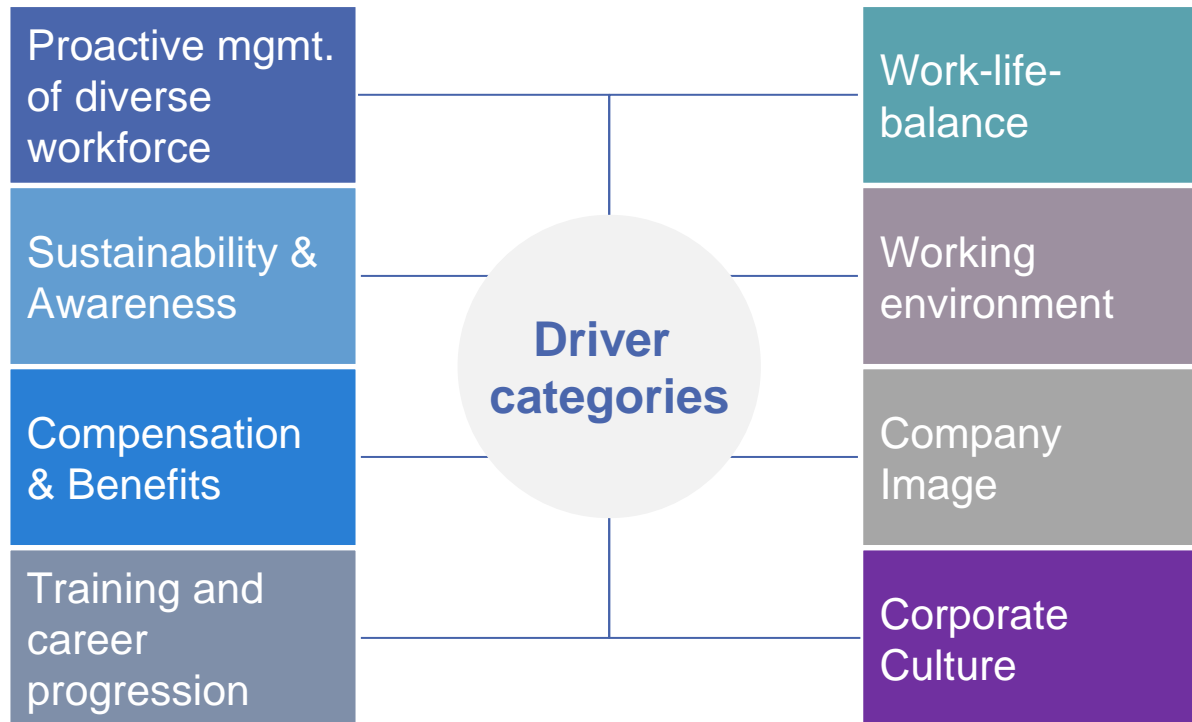
$$TS = \text{CategoryScore} + RS_d + RS_{id}$$

- The **Overall Recommendation Score** incorporates the direct and indirect recommendation in a weighted manner

$$ORS_{\text{core}} = g_1 * \frac{\sum d\text{Score}}{n} * g_2 * \frac{\sum id\text{Score}}{n}$$

- The **Overall Category Score for direct scoring (CS_d)** = **Category result** * **Category weights** (computed for each respondent based on the individual category importance S_c).

2. Driver for Recommendations Score



Evaluation of own employer based on three to twelve criteria for each driver category (formulated as statements – agree/ disagree) on a 5-point Likert-Scale

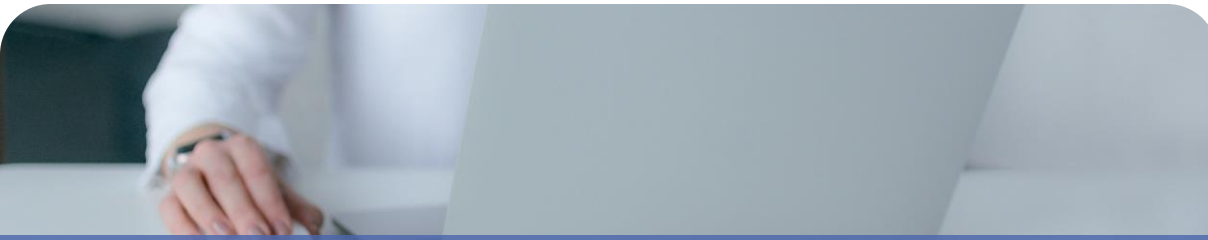
Relevance scoring of the driver on a 5-point scale from “not important at all” to “very important”

Category scores: Overall evaluation of each driver by summarizing the results for each driver weighted by category importance



Driver for recommendation by specific target groups (women, LGBTQ+, low job experience etc.), by industries, by competitive environment

3. Review and Evaluation



Desk Research & Data Cleaning

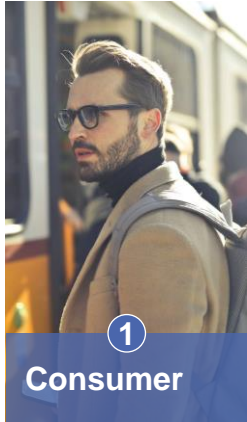
- Our Desk Research team validates the survey results for all awarded companies thoroughly. Except of the validation steps.
- **Company classification:** Validation of company size.
- **Diversity-ratio:** Research and validate all current company executives and calculate management diversity ratio.
- **Discrimination / Harassment:** Utilizing Critical mention to ensure that there are no pervasive public allegations.
- **Layoffs:** Utilizing Critical mention to ensure that companies didn't have any mass layoffs in the current past (min. 20% of the workforce).
- **Workplace Conditions:** Verify that there are no pervasive public lawsuits.
- **Sustainability:** Verify that there is public information about ongoing positive environmental engagement.



Expert validation

- Newsweek and Plant-A Insights Group experts validate results.
- The validation provides another layer of scrutiny by providing commentary on the results.
- If the experts make an assessment substantially different from the survey rankings, further desk research and validation is triggered.
- Scoring adjustments to the study results are only made in those cases where experts disagree with the ranking and their rationale can be validated.
- The final scoring assessment is coordinated jointly with the Newsweek team.

Companies will be grouped into 34 industries and 6 main sectors



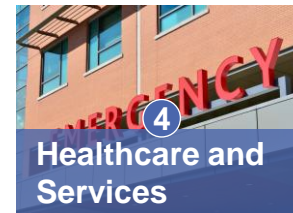
1. Consumer Products / Consumer Products Distributors / Food & Beverage Producers / Meat, Poultry & Fish
2. General Retail / Food & Beverage Retail
3. Specialty Retail / Drug & Medical Retail
4. Apparel Retail / Apparel, Footwear & Accessories / Home Furnishings / Textiles
5. Automotive & Consumer Vehicle Retail
6. Specialized Consumer Services
7. Leisure Facilities / Restaurants / Hotels, Resorts, Casinos & Cruise Lines / Convenience Stores & Gas Stations
8. Entertainment



9. Commercial & Industrial Engineering
10. Logistics Services / Freight Transportation / Passenger Transportation / Industrial Distributors
11. Industrial Products / Industrial Machinery / Aerospace & Defense / Paper Products / Semiconductors & Semiconductor Equipment
12. Vehicle Manufacturers / Auto Parts / Heavy Duty Vehicles
13. Chemicals & Plastics / Pharmaceuticals / Biotechnology
14. Building Products / Building Products Distributors / Residential Construction
15. Utilities / Packaging & Containers
16. Agricultural Products
17. Oil & Gas Refining, Storage & Transportation, Drilling, Exploration & Production, Equipment & Services / Integrated Oil & Gas / Renewable Electricity & Fuels / Coal & Mining



18. Professional Services / Business Support Services / Industrial Services / Commercial Products & Office Supplies / Commercial Equipment & Supplies Distributors / Security & Alarm Services
19. Insurance Services / Insurance Underwriting
20. Banks / Consumer Finance
21. Human Resources & Employment Services
22. Real Estate
23. Consulting
24. Investment Management & Financial Advisory / Specialty Finance/ Investment Banking, Trading & Brokerage / Conglomerates



25. Health Care Services
26. Health Care Providers
27. Health Care Equipment / Health Care Products
28. Health Care Distributors



29. Software & Internet Services
30. Technology Services / Telecommunication Services
31. Home & Electronics Retail
32. Advertising & Marketing
33. Publishing / Commercial Printing



34. Public Administration / Education Services