

The Diversity Leaders 2021

Methodology

Methodology – The Diversity Leaders

Summary

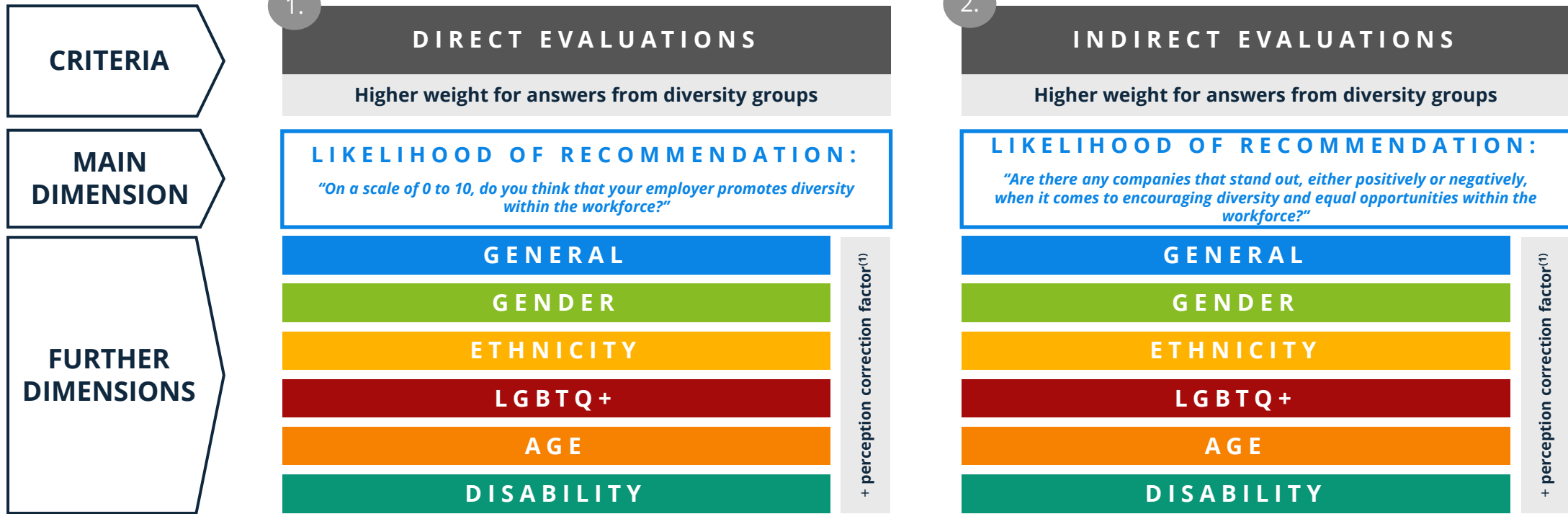
- The Diversity Leaders have been identified in an independent survey from a vast sample of more than 100,000 employees. In addition, the opinions of human resources and recruitment experts were considered in order to refine the analysis.
- Corporations from all industry sectors⁽¹⁾ employing at least 250 people in the following countries were eligible: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Spain, Sweden, Switzerland and the United Kingdom.
- The survey was conducted using online access panels, providing representative samples of the workforce in the respective countries. Each respondent was asked which company or institution she or he works for in an open-ended question and with an autofill-option. The surveys took an average of 6-9 minutes to complete and the field period ran from April to August 2020. On top of reaching tens of thousands of employees via the panels, a call to participate and evaluate one's employer was published on ft.com, enabling eligible employees to actively participate.
- Survey participants were first asked to what extent they think their employer promotes diversity on a scale from 0 to 10. In subsequent questions, employees were prompted to give their opinion on a series of statements surrounding the topics of age, gender, equality, ethnicity, disability and sexual orientation (LGBTQ+). 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 evaluations of women, elders, and ethnic minorities were weighted significantly higher than the evaluations from non-diversity groups.
- Participants were also given the chance to evaluate other prominent employers in their respective industries with regard to diversity.
- In total, over 300,000 evaluations formed the basis to identify the Diversity Leaders.



The 850 companies receiving the highest total scores were awarded as the Diversity Leaders 2021

Methodology – The two criteria to build the score

Overview



Σ SCORE =

50% X SCORE

+

50% X SCORE



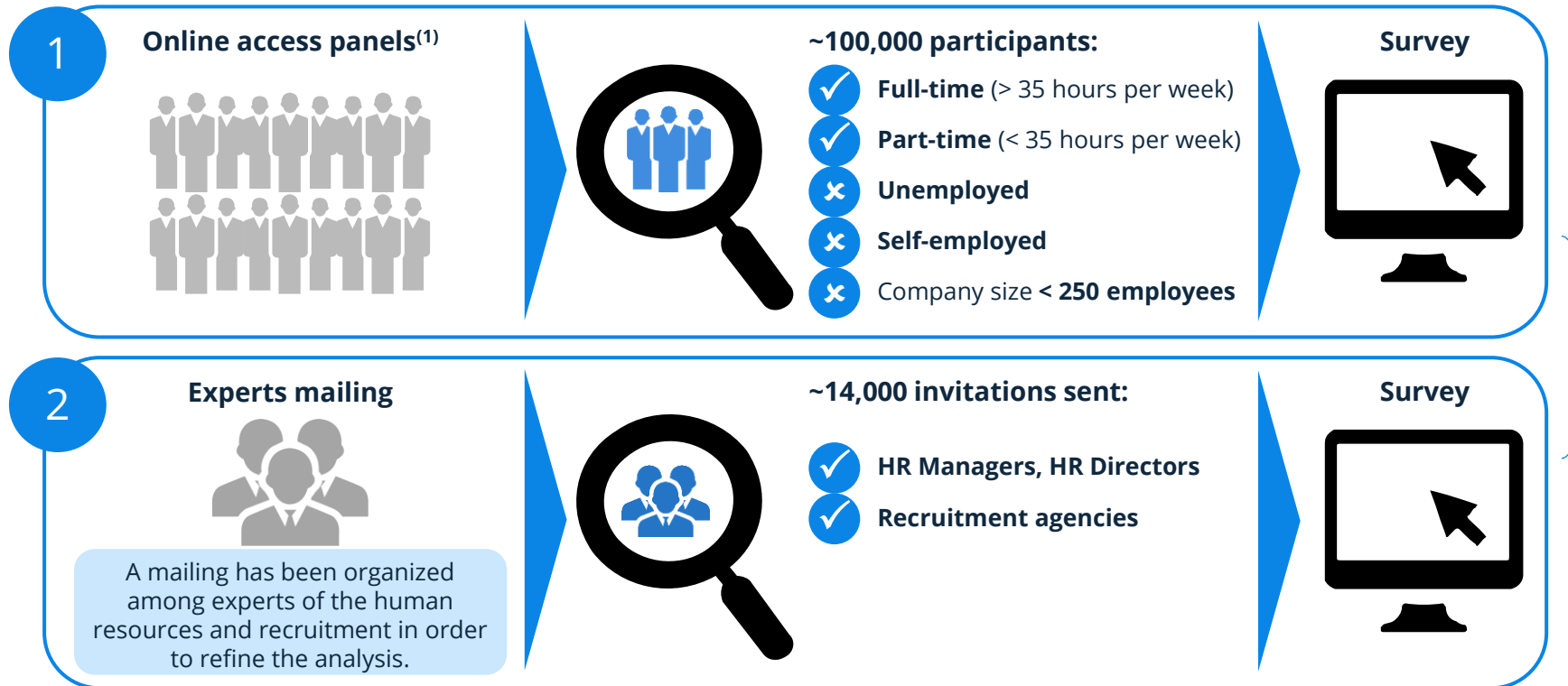
(1) Perception Correction Factor: In case the mean evaluations of diversity and non-diversity groups deviated from one another, the mean score for the respective dimension was adjusted in favour of diversity responses (max. of +/-5%).

(2) In order to ensure greater consistency from year to year, last year's score (if available) was included with a smaller weight.

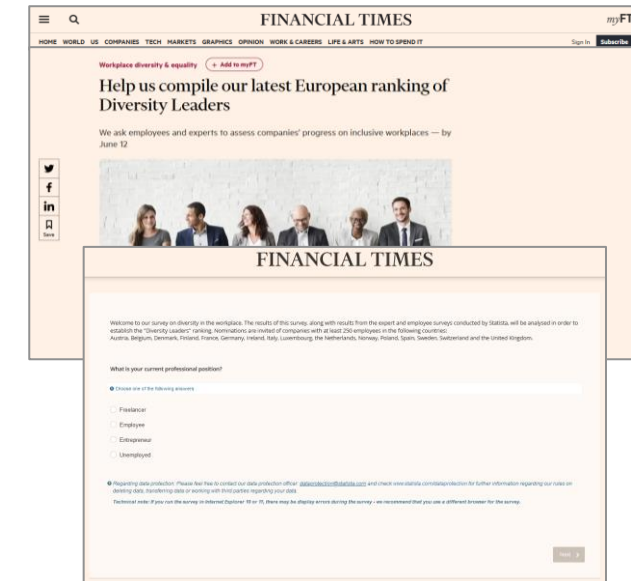
The calculation of the score is based on 100,000 employee evaluations

Basis

The survey was conducted using an online access panel, providing a representative sample of over 100,000 employees working part- or full-time for companies and institutions employing more than 250 employees in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Spain, Sweden, Switzerland and the United Kingdom.



Both surveys also ran on ft.com



4 (1) 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.








Industries⁽¹⁾

Each employer grouped by industry

1. Aerospace, Defense, Manufacture of Transport Equipment
2. Automotive (Producers and Suppliers)
3. Clothing and Accessories, Sports Equipment (Manufacturing and Retail)
4. Construction
5. Drugs and Biotechnology
6. Engineering, Manufacturing
7. Food, Soft Beverages, Alcohol and Tobacco
8. Health Care Equipment and Services
9. Manufacture and Processing of Materials, Metals and Paper
10. Oil and Gas Operations, Mining, and Chemicals
11. Packaged Goods
12. Semiconductors, Electronics, Electrical Engineering, Hardware
13. Utilities
14. Banking and Financial Services
15. Business Services and Supplies
16. Consulting and Accounting
17. Healthcare (Social)
18. Insurance
19. IT, Internet, Software and Services
20. Media and Advertising
21. Restaurants
22. Retail
23. Telecommunications Services, Cable Supplier
24. Transportation and Logistics
25. Travel and Leisure
26. Wholesale

Direct evaluations – Statements on diversity

Employees were asked to consider the following statements⁽¹⁾ in order to rate their own employer

-  **DIVERSITY** >
 - **On a scale of 0 to 10, do you think that your employer promotes diversity within the workforce?**
-  **GENERAL 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
-  **GENDER** >
 - 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 procedures for reporting sexual misconduct in my company are clear and transparent
-  **ETHNICITY** >
 - There is cultural diversity among the people a job candidate will meet/see on his/her first visit to the company
 - I like the way my employer handles ethnic diversity
 - My employer has stated initiatives for increasing ethnic diversity at senior management levels
 - Succession pools (i.e. people designated to succeed managers in the organization) are diverse
-  **LGBTQ+** >
 - I would consider my workplace LGBTQ+-friendly
 - My employer provides mentoring opportunities targeted to LGBTQ+ employees
 - 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
 - My employer is implementing good practices for collaboration between younger and older employees
-  **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
 - My organization is aware of the needs of staff with disabilities