

Glassdoor Employees' Choice Awards for the Best Places to Work in 2021



The Glassdoor Employees' Choice Awards for the Best Places to Work in 2021 rely on feedback from employees who elected to anonymously submit a [company review](#) on Glassdoor. When submitting a company review, employees are asked to share their opinions on some of the best reasons to work for their employer (pros), any downsides (cons) and are encouraged to provide advice to management. In addition, employees are asked to rate how satisfied they are with their employer overall, rate their CEO as well as rate key workplace attributes like career opportunities, compensation and benefits, culture and values, senior management and work-life balance. Employees are also asked whether they would recommend their employer to a friend and whether they believe their employer's six-month business outlook is positive, negative or if they have no opinion.

The Glassdoor Employees' Choice Awards for the Best Places to Work in 2021 feature six distinct categories in five countries. For each category, company reviews and ratings¹ from current and former² employees submitted between 22nd October, 2019 and 19th October, 2020 were considered.

Each list was compiled using Glassdoor's proprietary awards algorithm, and each employer's rating was determined based on the quantity, [quality and consistency](#) of reviews during the eligibility time frame.

1. For quantity of reviews

A minimum number of ratings are required across eight workplace attributes that employees can rate when [submitting a company review](#). These include overall company rating, career opportunities, compensation and benefits, culture and values, senior management, work-life balance, recommend to a friend and six-month business outlook³. These eight workplace attributes will be taken into consideration as part of Glassdoor's proprietary awards algorithm, led by Glassdoor's Economic Research team, to determine the winners.

To be considered for a specific category, an employer must meet the following requirements during the eligibility time frame:

100 Best Places to Work – U.S. large companies:

At least 75 ratings across the eight workplace attributes from U.S.-based employees; at least 1,000 employees at the end of the eligibility time frame.

50 Best Places to Work – U.S. small & medium companies:

At least 30 ratings across the eight workplace attributes from U.S.-based employees; fewer than 1,000 employees at the end of the eligibility time frame.

25 Best Places to Work – Canada:

At least 25 ratings across the eight workplace attributes from Canada-based employees; at least 1,000 employees at the end of the eligibility time frame.

¹Overall employer and workplace factor ratings are based on a 5-point scale: 1.51-2.50=dissatisfied; 2.51-3.50=OK; 3.51-4.00=satisfied; 4.01-5.00=very satisfied.

²While Glassdoor accepts reviews from former employees within five years of leaving a company, only reviews from former employees who left the company in 2020 or 2019 are considered in determining the 2021 Employees' Choice Awards.

³In Autumn 2020, Glassdoor [launched](#) a diversity and inclusion workplace factor rating. This new D&I rating is not a part of the Best Places to Work in 2021 methodology. We will [publish the criteria](#) for the Best Places to Work in 2022 awards during Summer 2021.

50 Best Places to Work – UK: At least 30 ratings across the eight workplace attributes from UK-based employees; at least 1,000 employees at the end of the eligibility time frame.

25 Best Places to Work – France: At least 20 ratings across the eight workplace attributes from France-based employees; at least 1,000 employees at the end of the eligibility time frame.

25 Best Places to Work – Germany: At least 20 ratings across the eight workplace attributes from Germany-based employees; at least 1,000 employees at the end of the eligibility time frame.

For all categories, an employer must also have at least a 3.5 overall company rating and at least a 2.5 across each workplace factor rating (career opportunities, compensation and benefits, culture and values, senior management and work-life balance) during the eligibility period. Plus, employee count displayed on Glassdoor as of 19th October, 2020 is used to help determine category eligibility⁴. The awards also take into account various types of employment status, including full-time, part-time, contract and freelance. Intern company reviews, however, are not considered. Reviews from employees at universities, multi-level marketing agencies and in the armed forces are also not considered.

2. For quality of reviews

Glassdoor's proprietary awards algorithm also takes into account what employees have to say that shows winners truly outshine the rest. Quality reviews are those that especially help job seekers by offering insights and feedback into what it's really like to work at a company, including what's working well, what needs improvement and advice to senior

management, which employees are asked to share when completing a company review.

3. For consistency of reviews

Glassdoor's proprietary awards algorithm also looks at trends over time relating to both quantitative and qualitative insights shared by employees.

For reporting simplicity, employer and workplace factor ratings displayed on Glassdoor and for the Employees' Choice Awards are limited to one decimal place, though calculations extend beyond the thousandth place in order to determine final rank order.

As part of determining award winners, Glassdoor is committed to the highest level of data integrity and review quality, including treating all employers equally regardless of whether they are a customer of Glassdoor. If the Glassdoor eligibility panel suspects and/or determines official company representatives have attempted to influence reviews or have tampered with the process of collecting authentic, unbiased reviews, including intentional or unintentional acts that violate the [Glassdoor Community Guidelines](#) and/or [Terms of Use](#), an employer may be excluded from awards consideration. Exclusion from eligibility can be triggered by such acts as, but not limited to, management (1) attempts to leave false reviews, (2) coercion of employees to submit positive reviews, (3) attempts to suppress reviews or other activities and/or events that could ultimately damage employees' faith in the employer, its senior leadership and/or adversely affect its overall rating on Glassdoor.

Learn more about the Employees' Choice Awards:
gldr.co/awardsFAQUK

⁴The Glassdoor review panel relies on employee 'size' as listed on an employer's Overview page to help assess eligibility. Employers had until 19th October, 2020 to update employee size on their Glassdoor profile.