

METHODOLOGY

Diversity Leaders 2025

in collaboration with



statista

**DIVERSITY
LEADERS
2025**

For the sixth time, the Financial Times and Statista have awarded the Europe Diversity Leaders

Summary

The Diversity Leaders have been identified in an independent survey from a vast sample of more than 100,000 employees.

- Corporations from all industry sectors⁽¹⁾ employing at least 250 people in 16 countries⁽²⁾ in Europe were eligible. The survey was conducted using online access panels, providing representative samples of the workforce in the respective countries.
- 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.
- The survey took an average of 6-9 minutes to complete, and the field period ran from April to July 2023. In total, over 300,000 evaluations formed the basis to identify the Diversity Leaders.

In addition to the survey, indicators of commitment to diversity have been researched for all companies:

- the share of women in management positions (executive committees, boards of directors, supervisory boards),
- their communication in favour of diversity (diversity policy, diversity page on corporate website, social media, actions organized to promote diversity),
- as well as a Denominator⁽³⁾ score, determined on the basis of online research and public diversity data.



The 850 companies receiving the highest total scores were awarded as the Diversity Leaders 2025.

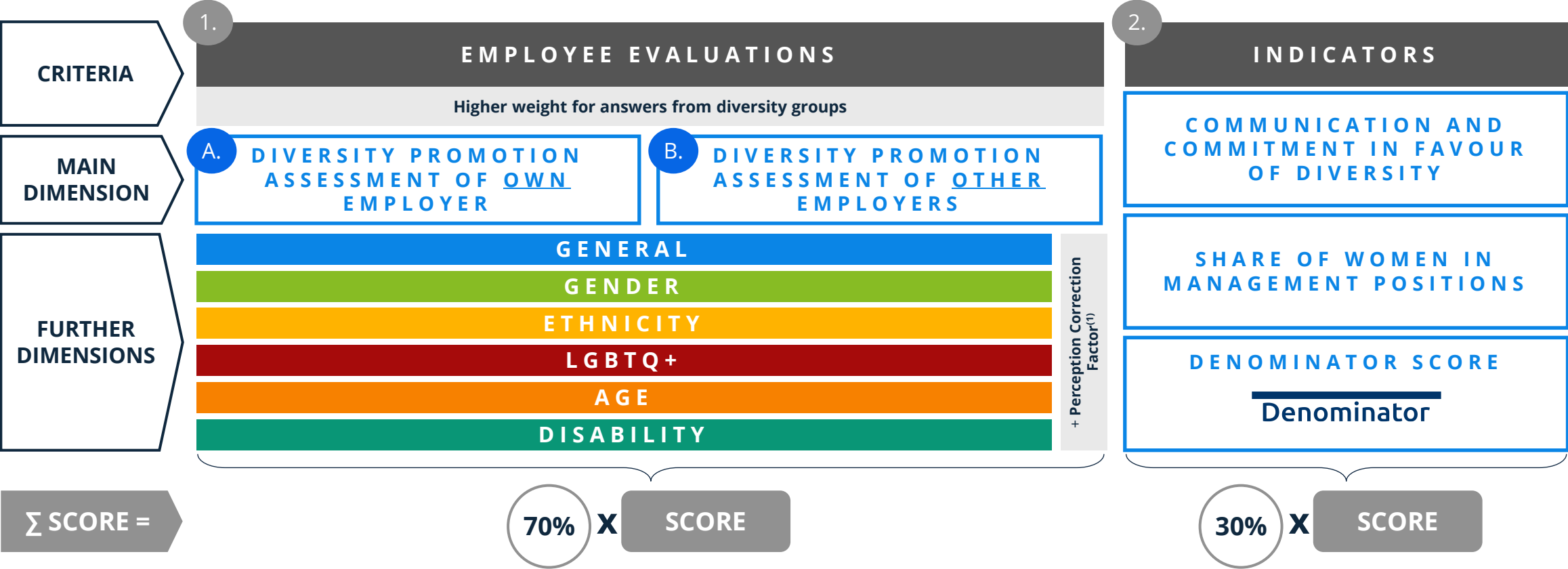
(1) Government Services and Education excluded.

(2) Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Spain, Sweden, Switzerland and the United Kingdom.

(3) Denominator provides fact-based data and ratings on Diversity, Equity, & Inclusion (DEI) across private and public companies, industries, and countries.

The score is built on two pillars : 300,000 employee evaluations and several KPIs

Overview



(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.

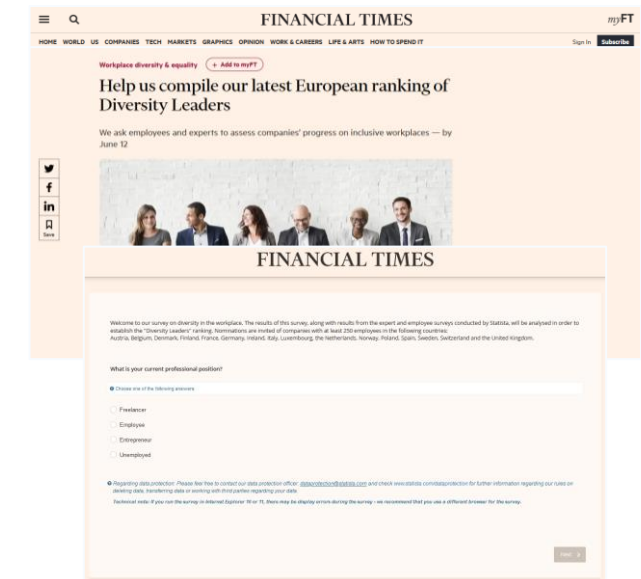
The employee evaluations were collected via an independent panel survey

Score details

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.



The survey also ran on ft.com



Industries

Each employer grouped by industry⁽¹⁾

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

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

Direct evaluations – Statements on diversity



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