Singapore's Best Employers 2023

Methodology

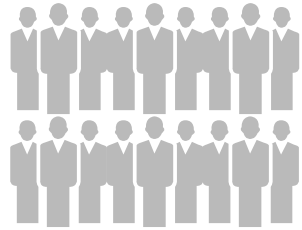# Methodology –Singapore's Best Employers 2023

Summary

- The Singapore's Best Employers list has been chosen based on an independent survey from a vast sample of more than 17,000 employees working for companies employing **at least 200 people** in their Singaporean operations.

- The employees have not been consulted via their employers but **anonymously** through several online panels and via The Straits Times website . 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 **more than 200 employees in Singapore**. The recommended employers have been grouped into one of the **27 industry sectors**.

- In total more than 200,000 recommendations were evaluated. The evaluation was based on two distinct criteria:

   1. **Direct recommendations:** Employees were asked to rate their willingness to recommend their own employers to friends and family. The responses were analysed on a scale from 0 to 10, where 0 means "I wouldn't recommend my employer under any circumstances" and 10 means "I would definitely recommend my employer".

   2. **Indirect recommendations:** Participants were also prompted to evaluate other employers in their respective industries that stood out either positively or negatively.

- Furthermore, the employees were asked roughly **43 questions about work related topics**: Employees were asked to give their opinions on a series of statements (e.g., working conditions, salary, potential for development and company image) regarding their current employer. The rate of agreement/disagreement regarding the statements was measured on a 5-point Likert scale.

- In total the survey took an average of 5-10 minutes to complete, and the field period ran from CW 38 to CW 43.

The calculation of the direct and indirect score is based on more than 17,000 employee recommendations

Survey

The survey has been conducted using an **online access panel** (and via **The Straits Times website**), providing a representative sample of more than 17,000 employees working part- or full-time for companies and institutions employing **more than 200 employees in Singapore**.
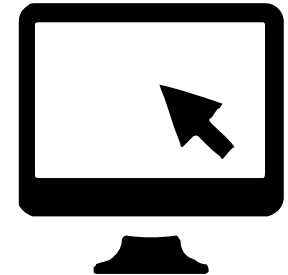
Online access panel

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.

~17,000 participants:

✓ **Full-time** (> 30 hours per week)

✓ **Part-time** (< 30 hours per week)

✗ **Unemployed**

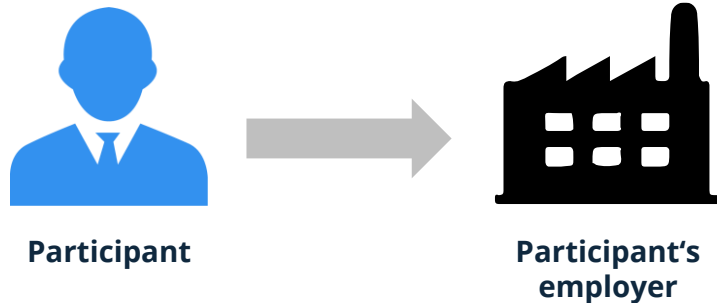✗ **Self-employed**

✗ Company size **< 200 employees**

Survey

Calculation of the scores: For each employer, a combination of the direct and indirect score
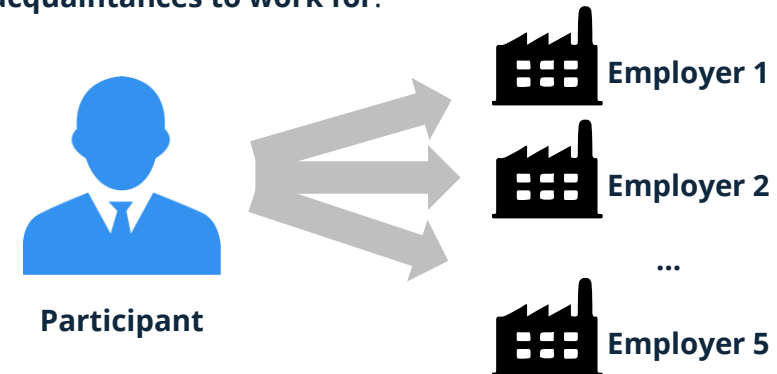
The score is based on the two main elements below:

1. Direct score: Willingness to recommend one's own employer

> In order to measure the willingness to recommend one's own employer, the following question has been asked: „*On a scale of 0 to 10, how likely is it that you would recommend your employer to a friend or family member?*" (0: wouldn't recommend my employer under any circumstances, 10: would definitely recommend my employer).

Participant

Participant's employer

2. Indirect score: Willingness to recommend other employers

> The participants have also been asked if there are other **employers they would recommend to their acquaintances**, or, on the contrary, if there are other **employers they would not recommend their acquaintances to work for**.

Employer 1

Employer 2

...

Employer 5

Participant

The results of these two elements have been combined to calculate a final score with a **greater weight given to the direct score**, i.e., willingness of the participants to recommend their own employer.[1]

(1) If available, last year's score was also included with a small weight

Industries

Each employer grouped by industry

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