Insights: Singapore's Best Employers 202
What makes a company an employer of choice?
Insights into the Singaporean workforce based on over 9,000 interviews
THE STRAITS TIMES

Report: Employers in the U.S. 2021
What makes a company an employer of choice?
Insights into the American workforce based on over 50,000 Interviews
In association with
Forbes

Étude : Les meilleurs employeurs en Suisse 2021
Qu'est-ce qui rend un employeur attractif aux yeux des salariés ?
Analyse détaillée du classement des employeurs
En partenariat avec Handelszeitung LE TEMPS statista

Statista Insights Studies

What makes a company an employer of choice?

Insights into the workforce based on interviews of employees in the respective countries

statista

What to expect

Which insights are offered in our reports?

A UNIQUE APPROACH

Statista analyzes employer attractiveness from the perspective of the country's workforce. The analysis is based on a survey of **thousands of employees.**

DETAILED ANALYSES

Detailed analysis of the **employer attractiveness** for the overall sample, including the analysis of the willingness to recommend one's own employer by **industry**, **employee type**, **gender** and **other criteria**. Learn more about an employer's desirable characteristics from the perspective of employees.

UNDERLYING DIMENSIONS

Garner an in-depth look into the results of the additional **work-related topics** examined in our employee survey. Discover how **different dimensions** of employer attractiveness influence the willingness to recommend one's own employer.

INDIVIDUALIZED BENCHMARKING

Individualized and **visualized** data in an industry and competitor-specific context. Directly compare the values of **your company** and those of your competitors on the six dimensions of employer attractiveness to derive conclusions for your employer branding.

ⓘ **Please note**: Our insights studies offer a broad overview over employee satisfaction in the respective country. Given different (working) cultures, the study content does vary for the different countries. If you are interested in the content of a specific country, feel free to contact us.

Methodology (1/3)

Database

Our surveys are mainly conducted using **online access panels**, providing samples of **thousands of employees.**

ONLINE ACCESS PANEL

An online acces panel is a representative sample of members of a specific population, which is provided by a professional survey company and often used in consumer research. Participants register at online access panels and are invited to take part in surveys for which they qualify according to their socio-demographic data.

✓ Respondents are kept anonymous, and companies cannot exert influence   ✓ Social desirability in responses is minimized

SCREENING

Participants with diverse sociodemographic backgrounds were invited, which rendered a representative sample of employees working part- or full time for companies employing at least 200 employees in Singapore.

✓ Full-time   ✗ Self-employed

✓ Part-time   ✗ Company Size at least the minimum determined for the respective country/region

✗ Unemployed

SURVEY

Stating one's own employer was supported through an optional auto-complete function. For the evaluation of other employers of the same industry, a pre-researched list of employers within the respondent's respective industry was displayed.

Methodology (2/3)

Scoring

The **willingness to recommend** aspect is the main criterion for the calculation of the total score.

Employers were ranked based on their total score.

THE CALCULATION OF THE SCORE IS BASED ON THE TWO MAIN ELEMENTS BELOW:

1.

Employer Score

2.

Willingness to recommend one's own employer

Willingness to recommend other employers of the same industry

- The willingness to recommend one's own employer was measured with the question "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 circumstance, 10: would definitely recommend my employer).
- In addition, the willingness to recommend other employers of the same industry as the respondent's employer was measured (Response options: "would recommend", "would not recommend", "no answer").
- The willingness to recommend one's own employer received a greater weight in the scoring

Methodology (3/3)

Work-related topics

In addition to the willingness to recommend one's own employer, each participant evaluates their employer on the basis of **numerous criteria** (items).

Each driver provides a different perspective of the employer and enables us to evaluate them based on more generalized criteria, for example, Atmosphere & Development and Salary.

specific aspects evaluated (items)

main drivers of the employer's attractiveness

Item examples

> "There is a climate of fairness and trust"
> "My direct supervisor makes his/her decisions clear"
> "There are career advancement opportunities with my employer"
> "The work is distributed fairly"
> ...

• • •

> "Wages/salaries paid are in line with responsibilities"
> "The company pays a good wage/salary"
> ...

Athmosphere at work and potential for development

Image

Working Conditions

Salary

Workplace

Diversity

Note: Drivers vary between countries

Scope

PDF

KEY INSIGHTS VISUALIZED IN AN OVERALL REPORT

PDF Presentation

Sociodemographics of the sample • Industry distribution of the awarded employers • Top 15 employers • Top 5 employers by industry • Analysis of the willingness to recommend one's own employer by company size, industry and sociodemographics • Public perception (recommendation of other employers within one's industry) for Top 15 employers with the largest public perception and Top 15 employer with neutral public perception • Analysis of the influence of various drivers of employer attractiveness on the willingness to recommend • Analysis of the importance of specific work-related aspects on the willingness to recommend (for each driver) • Values of own company and selected competitors on each driver of employer attractiveness • Comparison of the results of the employer ranking with other countries • Recommended actions for the 10 work-related aspects with the highest correlation regarding the willingness to recommend

Insights-Study: The content

Our insights studies offer a broad overview over employee satisfaction in the respective country. Given different (working) cultures, the study content does vary for the different countries. If you are interested in the content of a specific country, feel free to contact us.

XLS

VALUES FOR OWN COMPANY AND SELECTED COMPETITORS FOR INDIVIDUALIZED BENCHMARKING

Data on the employers from the benchmarking in a professionally prepared Excel file

Total score of the ranking • Overall rank and industry rank • Values on each of the various drivers of employer attractiveness • employers' industry information

Table of Contents

Methodology

Ranking

Industry distribution
Top 15
Top 5 by industry

Willingness to recommend

By company size
By industry
By sociodemographics
Public vs. internal perception

Drivers of the willingness to recommend

Overview
Importance and performance

Individualized Benchmarking

International Comparison

Ranking Top 10
Industry comparison Top 50

Recommended actions

Imprint and annex

Illustrative examples on the next pages

Industry distribution of the top employers

Employers were grouped into their respective industry sector

Sample data

Industry	Number of employers	Percentage within the Top 50
Construction	5	2%
Oil & Gas Operations, Mining and Chemicals	6	6%
Utilities	3	0%
Engineering, Manufacturing	5	0%
Automotive (Automotive and Suppliers)	4	0%
Aerospace & Defense	7	0%
Drugs & Biotechnology	6	2%
Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment	18	6%
Health Care Equipment & Services	7	2%
Packaged Goods	4	2%
Food, Soft Beverages, Alcohol & Tobacco	8	4%
Transportation and Logistics	12	6%
Banking and Financial Services	19	14%
Insurance	6	2%
Telecommunications Services, Cable Supplier	4	4%
IT, Internet, Software & Services	15	16%
Professional Services	5	0%
Media & Advertising	2	0%
Business Services & Supplies (incl. Real Estate)	15	8%
Government Services	7	0%
Education	8	4%
Healthcare & Social	11	2%
Retail and Wholesale	7	2%
Clothing, Shoes, Sports Equipment	5	6%
6Restaurants	7	4%
Travel & Leisure	4	6%

IN ADDITION RANKINGS OF THE TOP 15 IN THE OVERALL RANKING AND THE TOP 5 BY INDUSTRY
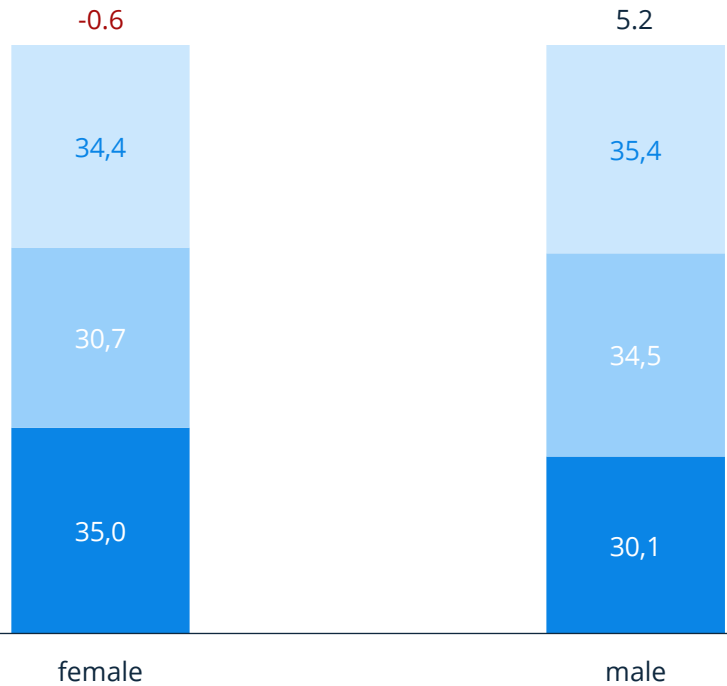
Net Promoter Score[1] (NPS) by various demographic characteristics

Willingness to recommend one's employer [in %] – „Net Promoter Score[1]"

Sample data

Gender

Age

■ detractors (0-6) ■ passives (7/8) ■ promoter (9/10)   ■ detractors (0-6) ■ passives (7/8) ■ promoter (9/10)

	female	male		under 20	20 to 29	30 to 39	40 to 49	50 to 59	60 or more
NPS	-0.6	5.2		11.9	4.8	2.2	-0.2	3.1	5.7
promoter (9/10)	34,4	35,4		37,4	34,6	33,7	33,6	36,9	38,8
passives (7/8)	30,7	34,5		37,1	35,6	34,9	32,6	29,3	28,1
detractors (0-6)	35,0	30,1		25,5	29,8	31,5	33,8	33,8	33,1

(1) NPS and Net Promoter Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld

INFORMATION ABOUT THE CALCULATION OF THE NPS AND AN OVERVIEW OF THE NPS BY INDUSTRY AND SOCIODEMOGRAPHICS IS PROVIDED IN THE REPORT
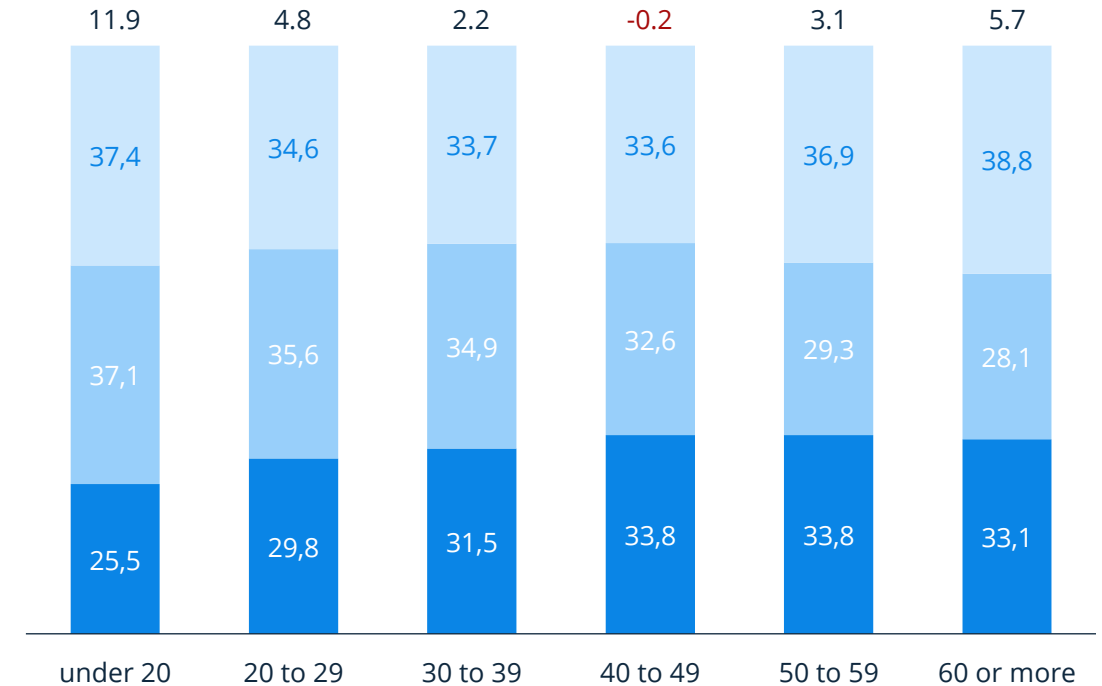
Top 15 employers with the highest public perception

Employers with the highest public perception [in %]

Employer	%
Employer 1	44
Employer 2	41
Employer 3	39
Employer 4	38
Employer 5	38
Employer 6	37
Employer 7	35
Employer 8	34
Employer 9	32
Employer 10	32
Employer 11	32
Employer 12	31
Employer 13	31
Employer 14	30
Employer 15	29
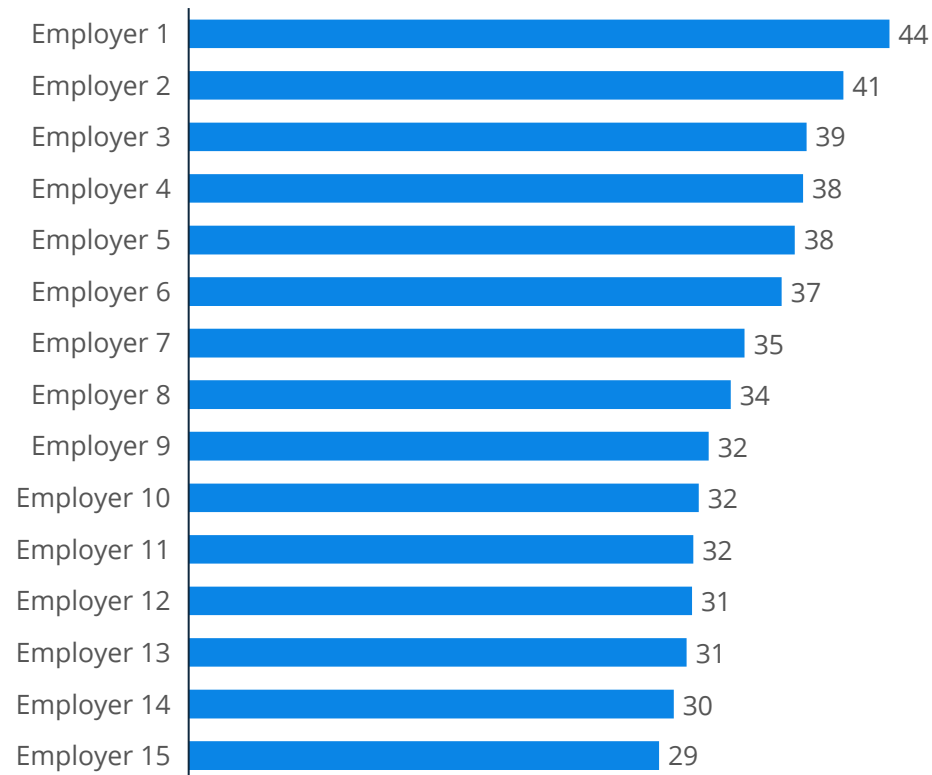
Explanation

- In addition to the willingness to recommend one's own employer, respondents were asked whether they would recommend or not recommend other employers within the same industry of their employer.

- For every employer, a net recommendation rate was calculated, which is the difference between negative and positive recommendations in relation to the number of respondents in the respective industry.

Sample reading aid

› A high public perception could especially be reached in the industries [...]

FURTHER CONSIDERED IN THE ANALYSIS: DISTRIBUTION OF PUBLIC PERCEPTION IN THE SAMPLE, TOP 15 COMPANIES WITH NEUTRAL PUBLIC PERCEPTION („HIDDEN CHAMPIONS")

In the report, the influence[1] of the drivers on willingness to recommend one's own employer is examined

Sample data

Image
20%

Salary
14%

Working Conditions
18%

Willingness to recommend

Workplace
11%

Atmosphere at work and potential for development
14%

Diversity
10%

(1) Standardized regression coefficient in percent of the total sum

Correlation of drivers' specific aspects with the willingness to recommend one's own employer

Sample data

■ Influence of the driver **Working Conditions** on the recommendation
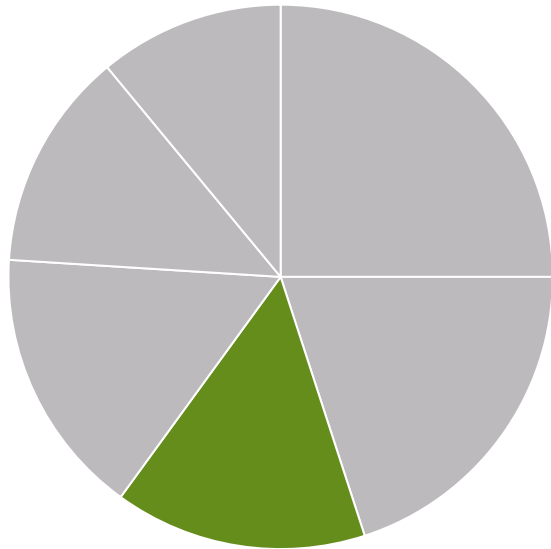
Aspects (Items) and their correlation with the recommendation

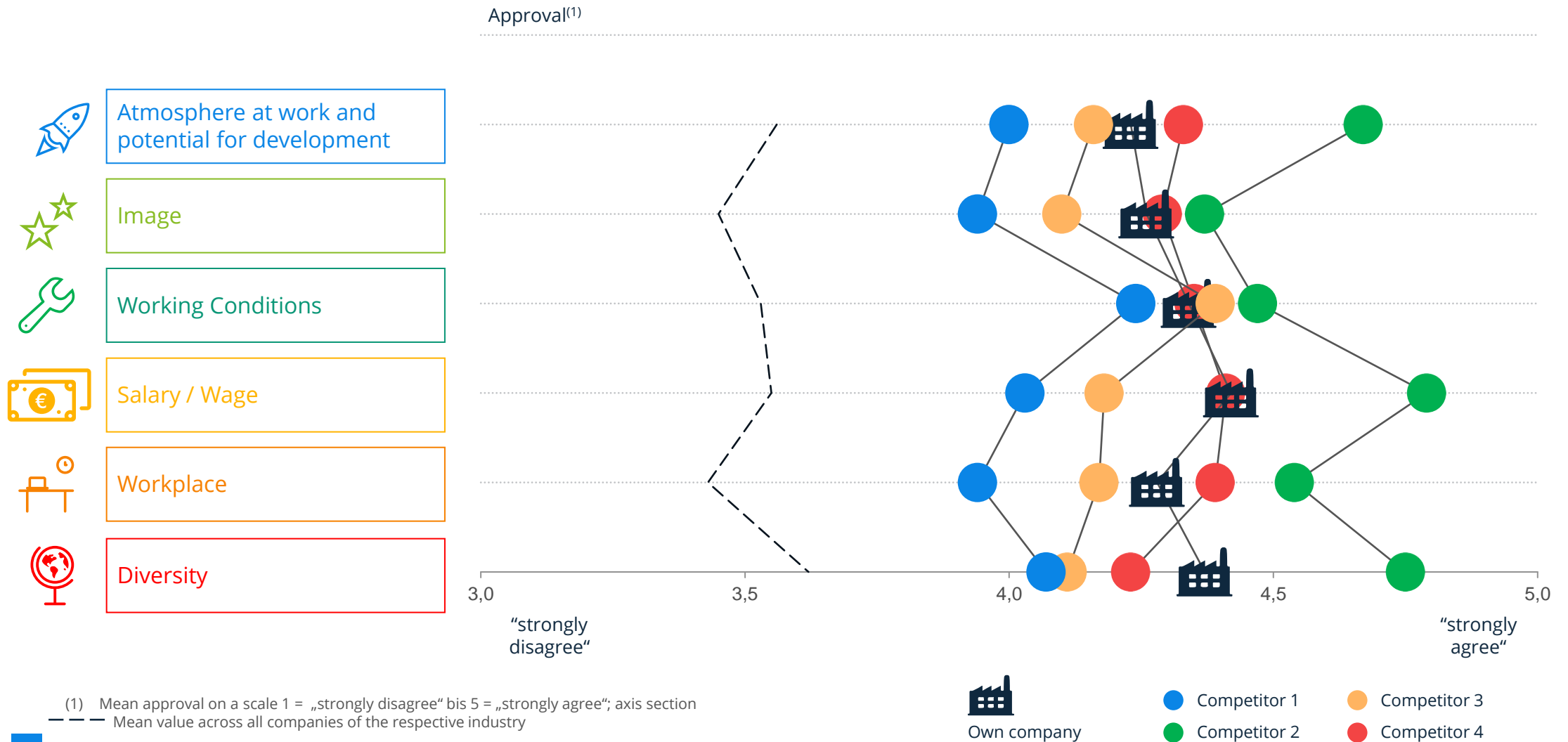|	
My current work is interesting	0,53
I am satisfied with my working hours	0,46
I can organize my own work	0,40

> Responses indicate that the possibility for employees to organize their own work has the lowest importance among all considered attributes.

EACH DRIVER AND THE CORRELATION OF ITS SPECIFIC ASPECTS ARE DEPICTED IN THE REPORT

Individual benchmarking with selected competitors

Approval[1]

Atmosphere at work and potential for development

Image

Working Conditions

Salary / Wage

Workplace

Diversity

"strongly disagree"

3,0   3,5   4,0   4,5   5,0

"strongly agree"

(1) Mean approval on a scale 1 = „strongly disagree" bis 5 = „strongly agree"; axis section
Mean value across all companies of the respective industry

Own company

● Competitor 1   ● Competitor 3

● Competitor 2   ● Competitor 4

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Recommendations for actions are shown for the top 10 specific aspects

Sample data

TOP ITEMS

RECOMMENDED ACTION

#1 *Item 1*
(correlation with recommendation 0.64)

− Building an inclusive corporate culture through leadership trainings in topics such as the unconscious bias and the advantages of a diverse workforce
− [...]

#2 *Item 2*
(correlation with recommendation 0.62)

− Encouraging trainees and leadership towards active promotion as they tend to have a high willingness to recommend their employer
− [...]

#3 *Item 3*
(correlation with recommendation 0.61)

− Transparent communication of supervisors/leaders serves as a good example for all employees
− [...]

RANK OF SPECIFIC ASPECTS IS BASED ON THEIR CORRELATION WITH THE WILLINGNESS TO RECOMMEND