

# Singapore's Best Employers 2022

Methodology

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# Methodology –Singapore’s Best Employers 2022

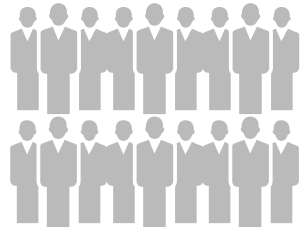
## Summary

- 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 **40 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 34 to CW 38.

# 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**.



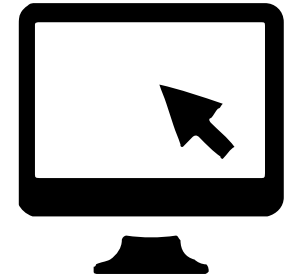
**Online access panel**

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**



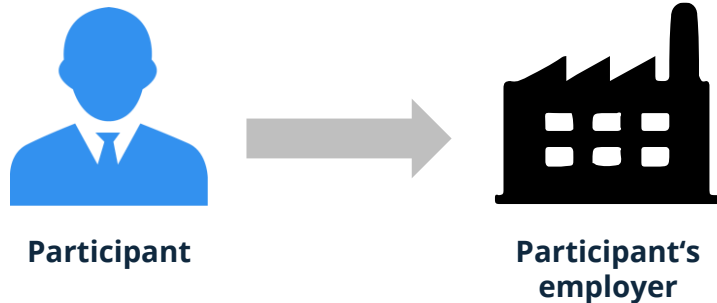
**Survey**

# 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:

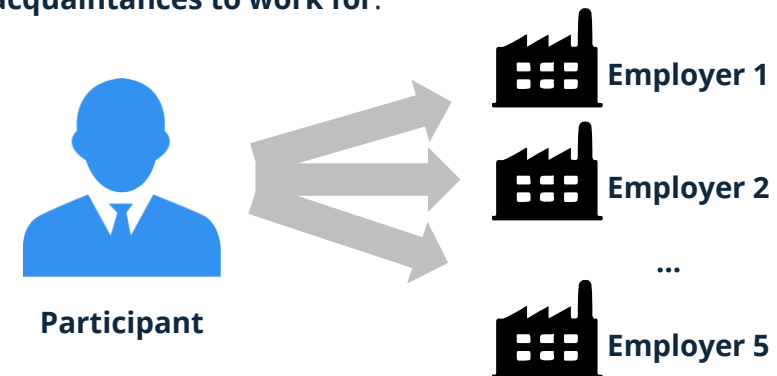
## 1. Direct score: Willingness to recommend one's own employer

- > 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).



## 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**.



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.<sup>(1)</sup>

(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