Methodology

The Philippines' Best Employers 2025

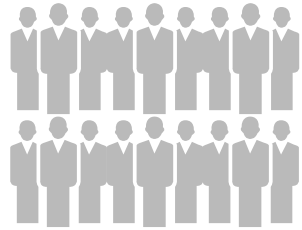# Methodology –The Philippines' Best Employers 2025

Summary

- The Philippines' Best Employers list has been chosen based on an independent survey from a vast sample of more than **16,000** employees working for companies employing **at least 250 people** in their operations in the Philippines.

- The employees have not been consulted via their employers but **anonymously** through several online panels and via The Philippine Daily Inquirer website. By doing so, the employee could openly state their opinion, avoiding any influence from their employer.

- Each employee has been asked which firm or institution they work 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 250 employees in the Philippines**. The recommended employers have been grouped into one of the **28 industry sectors**.

- In total more than **400,000** 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 that stood out either positively or negatively.

- Furthermore, the employees were asked roughly **25 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 8 - 10 minutes to complete, and the survey period ran from end of May to beginning of July 2024.

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The calculation of the direct and indirect score is based on more than 400,000 employee recommendations

Survey

The survey has been conducted using an **online access panel,** providing a representative sample of more than **10,000** employees working part- or full-time for companies and institutions employing **more than 250 employees in the Philippines**. In addition, eligible employees were also invited via The Philippine Daily Inquirer's website to participate, and more than six thousand completed the online survey form from there.
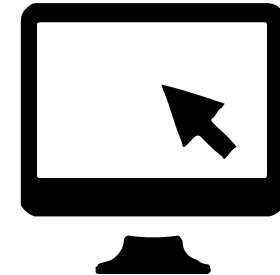
Online access panel

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.

~16,000 participants:

✓ **Full-time** (> 30 hours per week)

✓ **Part-time** (< 30 hours per week)

✘ **Unemployed**

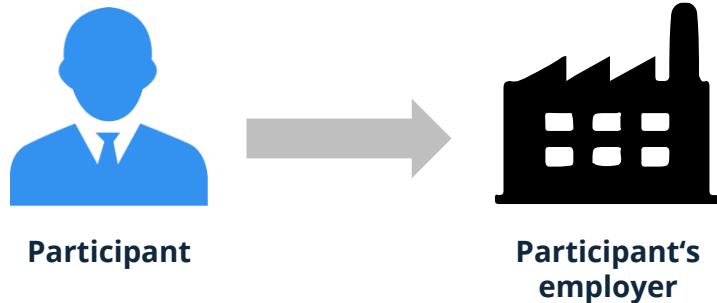✘ **Self-employed**

✘ Company size **< 250 employees**

Survey

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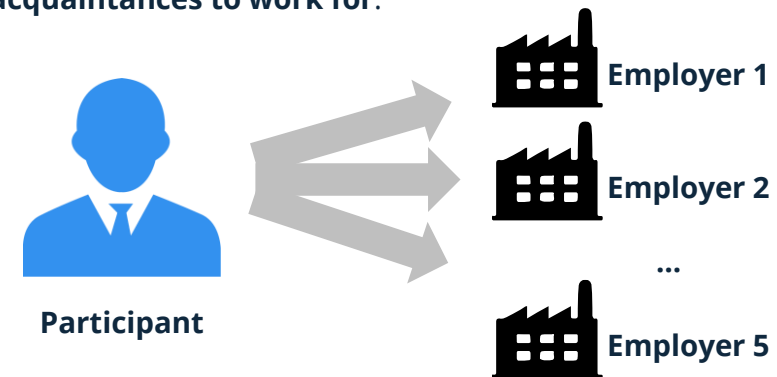
The score is based on the two main elements below:

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]

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Industries

Each employer was assigned a respective industry

1. Aerospace & Defense
2. Agriculture
3. Automotive (Automotive and Suppliers)
4. Banking and Financial Services
5. Business Services & Supplies
6. Clothing, Shoes, Sports Equipment
7. Construction, Oil & Gas Operations, Mining and Chemicals
8. Drugs & Biotechnology
9. Economy, Politics & NGO
10. Education
11. Engineering, Manufacturing
12. Food, Soft Beverages, Alcohol & Tobacco
13. Government Services
14. Health Care Equipment & Services

15. Health Care & Social
16. Insurance
17. IT, Internet, Software & Services
18. Media & Advertising
19. Packaged Goods
20. Professional Services
21. Real Estate
22. Restaurants
23. Retail and Wholesale
24. Semiconductors, Electronics, Electrical Engineering, Technology Hardware & Equipment
25. Telecommunications Services, Cable Supplier
26. Transportation and Logistics
27. Travel & Leisure
28. Utilities

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