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Extract Report: Employers Edition

CAREERBUILDER EMPLOYERS OF CHOICE SURVEY

A study on employer and career preferences in Singapore

THE EMPLOYER OF CHOICE

In the latest labour market report released by the Ministry of Manpower in June 2015, the hiring outlook for employers in Singapore continues to look grim. With a consistently low citizen unemployment rate and the tightening of the foreign work pass structure, the need to understand the rapidly changing workforce mind-set becomes imperative in order to attract and retain talent within an organisation.

First launched in 2006, the 2015 CareerBuilder Singapore Employers of Choice (EOC) Survey (formerly known as the JobsCentral Employers of Choice Survey) aims to measure the career expectations and preferences of local jobseekers (Singaporeans and Permanent Residents) that influence the perceived overall attractiveness of an employer. This includes the potential for career progression, working culture/environment, brand name/recognition, and other easily-visible factors.

In this extract report, we hope to shed light on the key attitudes and career goals of the current workforce in Singapore.

Survey Methodology

The CareerBuilder Singapore Employers of Choice Survey 2015 is an online study that was conducted among 3,134 Singaporean and Permanent Residents from the period of May 19 to June 29, 2015.

Using a confidence level of 95 per cent and a sample size of 3,134, the results of this survey have a sampling error of +/-1.8 per cent. This means for every 100 times the exact survey is conducted, the results obtained are conformable to a margin error of +/- 1.8 per cent, 95 per cent of the time. The sampling error for data within sub-set varies and is higher.

CAREERBUILDER SINGAPORE EMPLOYERS OF CHOICE RANKINGS, 2015

Determined by the votes of respondents who participated in the Employers of Choice Survey, the rankings of the Employers of Choice are based on three categories – Private, Government/Government-Linked, and Small & Medium Enterprises (SME).

The Employers of Choice are selected based on a prelist of:

- 150 Private-Sector companies;
- 94 Government/Government-Linked (aka Public-Sector) organisations; and
- 51 SME employers.

TOP 10 PRIVATE EMPLOYERS OF CHOICE, 2015

RANK 2014	RANK 2015	RANK MOVEMENT	PRIVATE EMPLOYERS OF CHOICE
1	1	↔	Google
2	2	↔	Singapore Airlines
4	3	▲	Changi Airport Group
3	4	▼	Apple
5	5	↔	3M
13	6	▲	ExxonMobil
21	7	▲	Shell
10	8	▲	Microsoft
33	8	▲	MediaCorp
74	10	▲	NTUC Fairprice Cooperative

Disclaimer: While CareerBuilder Singapore has business relations with many companies and organisations in Singapore, these organisations do not pay to appear on the Employers Prelist. Some of the employers ranked in the Survey are CareerBuilder Singapore's clients and/or business partners but this does NOT confer any advantage. Employers who are not a CareerBuilder Singapore client or business partner are also not disadvantaged in any way.

Google, with its renowned employer branding, retains its throne as the #1 Employer of Choice in the private sector with 556 votes. Aviation giants Singapore Airlines (403 votes) and Changi Airport Group (402 votes) remain strong by snagging second and third places respectively.

In an interesting development, oil and gas industry players ExxonMobil and Shell, and local private organisations MediaCorp and NTUC Fairprice Cooperative made significant progress to rank within the Top 10 Employers of Choice.

Slight Differences in Gender Preference over Private-Sector Employers of Choice between Genders

In a comparison between genders, jobseekers generally favoured similar organisations in the Private-Sector.

Top 5 Private Employers of Choice (Male), 2015

RANK	PRIVATE EMPLOYERS OF CHOICE
1	Google
2	Apple
3	Changi Airport Group
4	Singapore Airlines
5	ExxonMobil

Top 5 Private Employers of Choice (Female), 2015

RANK	PRIVATE EMPLOYERS OF CHOICE
1	Google
2	Singapore Airlines
3	Changi Airport Group
4	Apple
5	MediaCorp

TOP 10 GOVERNMENT/GOVERNMENT-LINKED EMPLOYERS OF CHOICE, 2015

RANK 2014	RANK 2015	RANK MOVEMENT	GOVERNMENT/GOVERNMENT-LINKED EMPLOYERS OF CHOICE
17	1	▲	Monetary Authority of Singapore
2	2	◀▶	Singapore Tourism Board
24	3	▲	Central Provident Fund Board
5	3	▲	Health Promotion Board
1	5	▼	Ministry of Education
8	6	▲	Civil Aviation Authority of Singapore
52	7	▲	National Library Board
14	8	▲	Housing Development Board
15	9	▲	Ministry of Social and Family Development
3	10	▼	National University of Singapore

Monetary Authority of Singapore takes the lead in the public sector as the #1 Employer of Choice by rising up 16 spots with a total of 357 votes. The Singapore Tourism Board's ranking maintained status quo at second with 302 votes, and Health Promotion Board tied with Central Provident Fund Board at third place with 242 votes each.

Other governmental organisations that made significant progress include the National Library Board (moving up 45 spots to claim the seventh place), Housing Development Board and the Ministry of Social and Family Development.

Wide Differences in Preferred Public-Sector Employers between Genders

While Monetary Authority of Singapore ranked as the most preferred Public-Sector Employer of Choice among male respondents with 167 votes, Singapore Tourism Board takes the first spot as most preferred Public-Sector Employer of Choice among female respondents with 208 votes.

Preferences in Public-Sector Employers also differ greatly between the male and female respondents. Of note, the Land Transport Authority and Infocomm Development Authority of Singapore make it to the Top 5 for males, ranking at third and fifth respectively despite not making it into the overall Top 10. On the other hand, the Health Promotion Board ranked second for females despite ranking twenty-ninth overall.

Top 5 Government/Government-Linked Employers of Choice (Male), 2015

RANK	GOVERNMENT/GOVERNMENT-LINKED EMPLOYERS OF CHOICE
1	Monetary Authority of Singapore
2	Civil Aviation Authority of Singapore
3	Land Transport Authority
4	Singapore Tourism Board
5	Infocomm Development Authority of Singapore

Top 5 Government/Government-Linked Employers of Choice (Female), 2015

RANK	GOVERNMENT/GOVERNMENT-LINKED EMPLOYERS OF CHOICE
1	Singapore Tourism Board
2	Health Promotion Board
3	Monetary Authority of Singapore
4	Central Provident Fund Board
5	Ministry of Education

TOP 10 SME EMPLOYERS OF CHOICE, 2015

RANK 2014	RANK 2015	RANK MOVEMENT	SME EMPLOYERS OF CHOICE
-	1	n.a.	Hyflux Ltd
15	2	▲	Management Development Institute of Singapore (MDIS)
1	3	▼	Charles & Keith Group Pte Ltd
2	4	▼	BreadTalk Group Ltd
6	5	▲	Thomson Medical Centre
3	6	▼	Healthway Medical Group
8	7	▲	Wing Tai Clothing Pte Ltd
18	8	▲	Pacific Healthcare
7	9	▼	Watson E. P. Industries Pte Ltd
4	10	▼	Zouk Management Pte Ltd

Despite it not appearing in the previous year's list, the global environmental solutions company Hyflux ranks 1st as the most preferred SME Employer of Choice with 656 votes. Private education provider, MDIS, climbed 13 places to rise to the 2nd place this year after receiving 624 votes, while former #1 SME Employer of Choice, Charles & Keith Group drops down 2 places to rank at #3.

Healthcare providers in Singapore also made a strong show by taking 3 out of the Top 10 places, with Pacific Healthcare making a leap of 10 spots to land at the 8th place.

Significant Differences in Preferred SME Employer between Genders

Despite appearing as the #1 Preferred SME Employer for both overall and male respondents, Hyflux Ltd fails to appear in the Top 5 SME Employers of Choice for female respondents. Instead, Charles & Keith Group takes the #1 spot as Preferred SME Employer among female respondents with 428 votes.

Zouk Management Pte Ltd also appears in the Top 5 for male respondents but not for females, while Healthway Medical Group appears in the Top 5 for female respondents but not for males.

Top 5 SME Employers of Choice (Male), 2015

Top 5 SME Employers of Choice (Female), 2015

RANK	SME EMPLOYERS OF CHOICE	RANK	SME EMPLOYERS OF CHOICE
1	Hyflux Ltd	1	Charles & Keith Group Pte Ltd
2	Management Development Institute of Singapore (MDIS)	2	Management Development Institute of Singapore (MDIS)
3	BreadTalk Group Ltd	3	BreadTalk Group Ltd
4	Thomson Medical Centre	4	Thomson Medical Centre
5	Zouk Management Pte Ltd	5	Healthway Medical Group

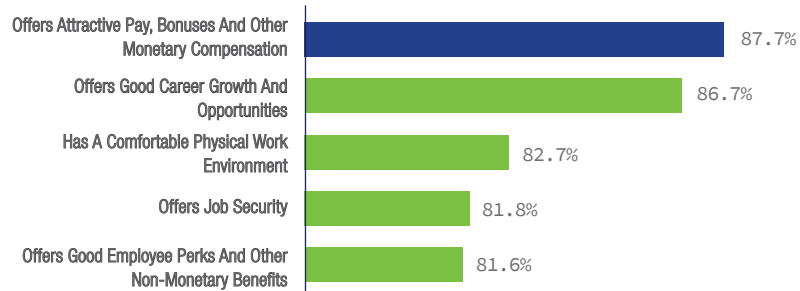
SURVEY HIGHLIGHT: CAREER EXPECTATIONS & PREFERENCES

#1 | Remuneration is still a key trait of an Employer of Choice, but career opportunities and environment matters too.

87.7 per cent of respondents polled favoured a career which offered "attractive pay, bonuses, and other monetary compensation" (rating of 4.4 out of 5), and a close 86.7 per cent considered growth and opportunities as equally important (rating of 4.4).

Interestingly, 82.7 per cent cited a comfortable physical work environment (rating of 4.2) as a significant factor in making an organisation an Employer of Choice, followed by job security (81.8 per cent, rating of 4.3) and good employee perks (81.6 per cent, rating of 4.2).

Top 5 Attributes Of What Makes an Employer of Choice



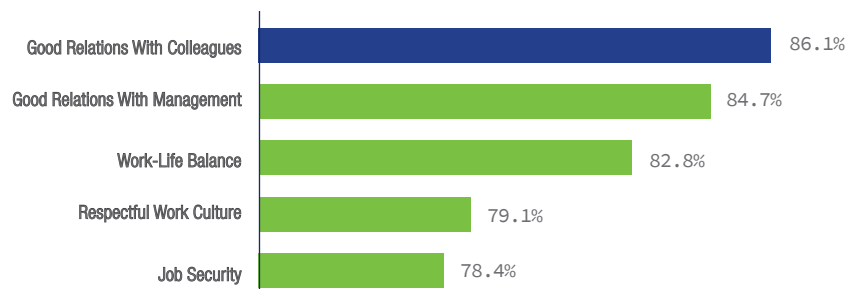
On the flip side, having "an international presence and travel/relocation opportunities" has the least number of respondents (52.9 per cent, rating of 3.5) perceiving it as an essential trait associated with an Employer of Choice.

#2 | Good relations with colleagues is the most important attribute to an ideal job.

Being an Employer of Choice also saw "good relations with colleagues" (rating 4.3 out of 5) and good relations with management" (rating of 4.3) as important attributes as part of an ideal job.

The much hype in the need for a work-life balance (82.8 per cent, rating of 4.3) is prevalent at 3rd place showing the shifting priorities of the current workforce.

Top 5 Most Important Attributes Of An Ideal Job



Corresponding to the results found in "What Makes an Employer of Choice", "travel opportunities" is perceived by respondents to be the least important attribute of an ideal job (rating of 3.2), with only 38.6 per cent of respondents viewing it as an important attribute

#3 | Government/Public Service ranks first in most preferred industry.

Of those surveyed, 20.5 per cent indicated that a career in the Government/Public service sector is their #1 preference, with Aviation/Travel following next in line.

Top 5 Preferred Industry of Work

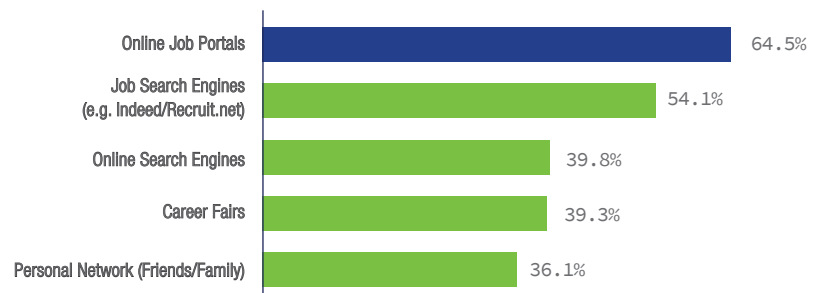
RANK 2015	PREFERRED INDUSTRY OF WORK	VOTES	% OF RESPONDENTS
1	Government/Public Service	641	20.5%
2	Airline/Travel	517	16.5%
3	Banking & Financial Services	442	14.1%
4	Healthcare	428	13.7%
5	Education/Teaching	401	12.8%

#4 | Online Job Portals are the #1 channel for jobseekers in their job search.

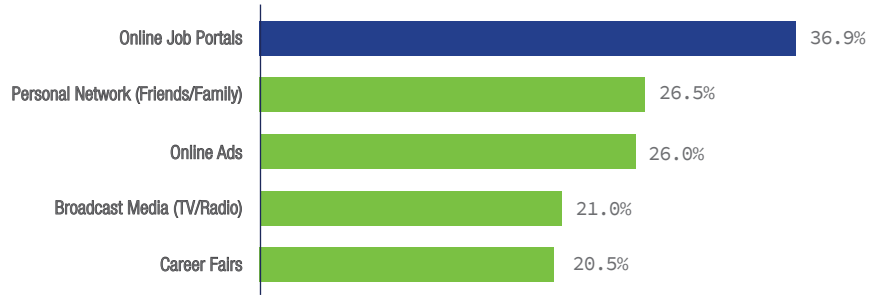
In line with the digital age, Online Job Portals are the #1 channel used during job search. This is followed by Job Search Engines – which includes aggregators such as Indeed.com and Recruit.net, and Online Search Engines at third place.

It is also interesting to note that Online Job Portals are the favoured platform used by jobseekers to learn about their preferred Employers of Choice.

Top 5 Channels Used in Job Search



Top 5 Sources For Learning About Preferred Employers of Choice

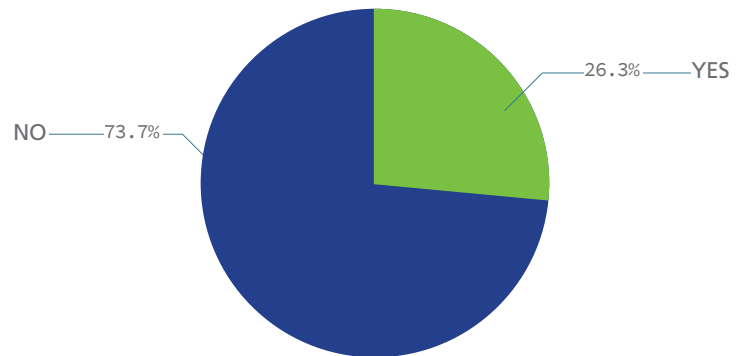


#5 | Social media recruiting not widely adopted.

Only 26.3 per cent of respondents use social media as a job search channel, making it evident that social media is still not widely adopted here as a mainstream recruitment channel. However, as part of growing digital age, it is obvious that it will not be too long before the use of social media will catch on as a recruitment channel.

In the 2015 CareerBuilder Employer Survey¹ 13.7 per cent of employers surveyed plan to increase their investment in social media as part of their efforts to reach out to potential candidates.

Use of Social Media in Job Search



¹Source: CareerBuilder
Singapore Employer Survey,
2015

ABOUT CAREERBUILDER SINGAPORE

CareerBuilder Singapore was officially subsumed into the family of CareerBuilder US on September 16, 2014. CareerBuilder is the recruitment giant in the US and the global leader in human capital solutions; it also has a global presence in more than 60 markets and more than 2,800 employees worldwide.

Today, CareerBuilder Singapore has a multi-faceted team of more than 80 well-trained professionals and we aim to combine our global resources and expertise in Southeast Asian talent recruitment arena to stay ahead of the industry curve.

Other surveys we conduct include:

1. The BrightSparks Scholarship and Education Survey

- A measurement of scholarship, higher education and career preferences of potential scholarship recipients
- Targets GCE 'A' Level/IB Diploma graduates, final year polytechnic students

2. JobsCentral Learning Survey

- Rates Singapore's private education providers and examines the higher education preferences of the working population

To purchase or enquire more on any of our reports, please contact CareerBuilder Singapore at **6778 5288** or email nursida.ainey@careerbuilder.com

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