

METHODOLOGY

Singapore's Best Employers **2026**

Scope, Data Collection, Evaluation and Results

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THE STRAITS TIMES

Singapore's
Best Employers

2026

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Singapore's Best Employers recognizes organizations that create an **attractive work environment** for their employees



Methodology

- Singapore's Best Employers were selected through an independent study conducted on a broad sample of employees working in companies with **at least 200 employees** in Singapore.
- The survey was conducted using several online access panels, ensuring a representative sample of employees in Singapore. Each respondent was asked, in an open-ended question with an auto-complete option, to indicate the company or institution they work for. The study included companies from **all sectors** employing at least 200 people in Singapore. To build the evaluated sample, the study included more than **600,000 employer evaluations**.
- The final score is based on two types of evaluations: employees' willingness to recommend their own employer and their willingness to recommend other employers within the same industry in which they are currently employed. Greater weight is given to the willingness to recommend one's own employer.
- Completing the questionnaire took an average of **8-10 minutes**.
- The 250 companies that achieve the highest total scores will be awarded the title of **"Singapore's Best Employers 2026"**.



Executive Summary

- **Title of ranking:** Singapore's Best Employers 2026
- **Media partner:** The Straits Times
- **Edition:** 7th
- **Number of awardees:** 250
- **Methodology:** Survey
- **Criteria used for determining rank:** Willingness to recommend one's own employer and willingness to recommend employers from other companies within the same sector.

Singapore's Best Employers follows a proven approach to determine the ranking

Data-based results



Data Gathering

The Survey is programmed and responses are gathered. Incoming data is cleaned and prepared for analysis



Organizations are researched to verify that they fit the project's scope. Data is gathered via **publicly available company information**

Additional Research



Analysis

The prepared data is analyzed with a proven scoring model to create a ranking of the **highest rated employer brands**. Further evaluation is made on demographic and industry levels to gather insights into the Singaporean labor market.



The final ranking is published by TIME with the top organizations deemed **Singapore's Best Employers 2026**, offering visibility and recognition to the leading companies in the country.

Publication



The evaluation is based on data collected through online panels, with **over 600,000** employer evaluations

Data collection through online access panels



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.



Participants

- ✓ **Full-Time** (> 35 hours per week)
- ✓ **Part-Time** (< 35 hours per week)
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ **Company size** < 200 employees



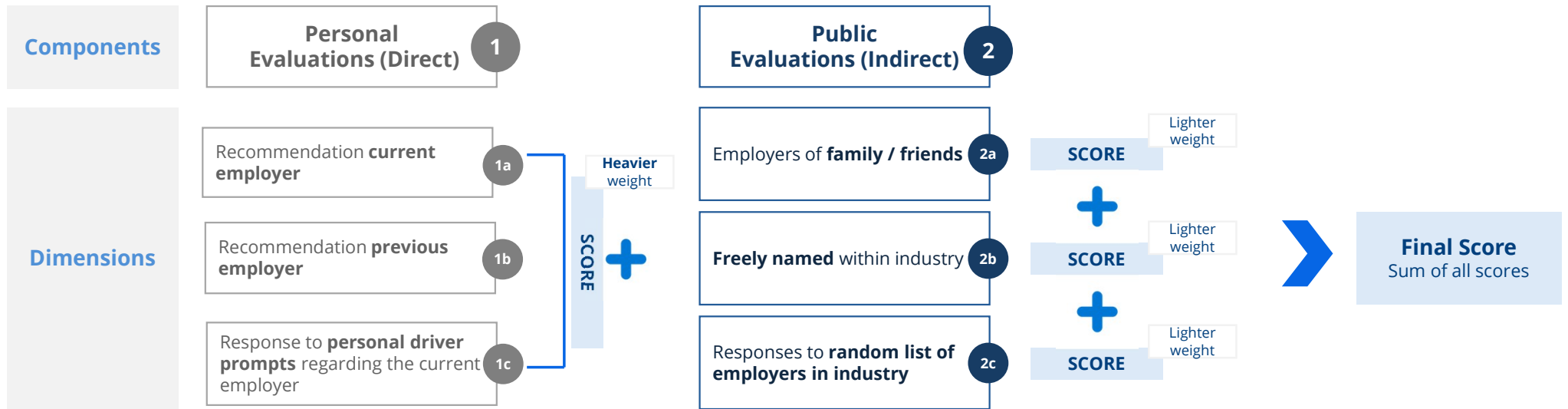
Survey Periods

September – November 2025

The survey utilizes an **online access panel** to gather a representative sample of **employees in Singapore** — both part-time and full-time for **companies and institutions employing at least 200 employees** in Singapore.

Willingness to recommend plays a particularly important role in shaping the ranking score.

Scoring Model



Industries

Each employer is 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 Suppliers
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

Legal disclaimer for the ranking **Singapore's Best Employers 2026**

Disclaimer

The ranking is comprised exclusively of employers that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on employee recommendations, peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of this calendar year. Furthermore, events following November 7th, 2025, and/or pertaining to individual persons affiliated/associated to the employers were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about the employers. The quality of employers that are not included in the rankings is not disputed.