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randstad employer brand research 2021: singapore

## Work-life Balance and Attractive Salary & Benefits top as the Most Important EVPs: Randstad Singapore

*'Work-Life Balance' ranked most important EVP factor Singaporeans look for in an ideal employer for the first time in 10 years.*

**SINGAPORE, 1 JUNE 2021** - Seventy-four per cent of locally-based respondents ranked 'work-life balance' and 'attractive salary & benefits' as the most important employee value proposition (EVP) they look for in an ideal employer. This is the first time in Randstad Singapore's 10-year employer brand research history that 'work-life balance' is being ranked as the most important EVP factor that Singaporeans seek.

Randstad - the world's leading human resources solutions agency - today released the results of its annual Employer Brand Research in Singapore. Commissioned by Randstad and independently conducted by Kantar TNS, the Randstad Employer Brand Research explores EVP factors that influence employees and job seekers in their search for a new career.

Ms. Jaya Dass, Managing Director for Randstad Malaysia and Singapore said, "Living in a small city-state when travel borders are closed may result in cabin fever for many Singaporeans. In 2020, more respondents have also reportedly worked longer hours instead of having their working hours or salary reduced. As we continue to work from home amid the pandemic, the line between work and life is blurred as many people still continue to work or reply to non-urgent work messages after hours. While it may take a mindset shift to consciously practise work-life harmony during such times, having HR provisions that define the parameters of remote work could help some employees understand their roles and set guidelines in their lives to strike a better balance."

The top 5 employee value propositions that respondents seek in an ideal employer in 2021 are:

Attractive salary & benefits	74%
Work-life balance	74%
Job security	60%
Career progression	59%
Pleasant work atmosphere	58%

### female respondents favour remote work and pleasant work atmosphere

More than one in four (78 per cent) of female respondents ranked 'work-life balance' as their top priority when looking for an ideal employer. In comparison, 69 per cent of male respondents said the same.

Besides work-life balance, female respondents also tend to rate work environment-related EVP factors much higher than men. Here are the four EVPs that registered the widest gap between the two genders:

	female respondents	male respondents	% gap
Work-life balance	78%	69%	9%
Pleasant work atmosphere	62%	53%	9%
Location	52%	41%	11%
Possibility to work from home or remotely	51%	41%	10%

Dass added, "Even though we live in a modern society, many females in Singapore automatically assume the role of motherhood, especially in young families. There have been new HR trends where it has been suggested that organisations work on offering equal benefits to both parents to enable the sharing of childcare responsibilities. Companies that are more experimental could offer more unique benefit packages such as remote work, flexible hours, childcare services and wellness packages to attract more female workers. Alternatively, employers looking to drive diversity and inclusion in their organisation should promote different employee benefits when engaging female and male candidates."

## more than 1 in 4 gen-Zers and millennials intend to switch employers

Prior to the COVID-19 pandemic, 21 per cent of respondents switched employers. Between July and December of 2020, only 13 per cent of Singaporeans switched employers.

The study found that 23 per cent of respondents have plans to switch employers in 2021. Of the four generations, 35 per cent of millennials (25 to 34 years old) intend to switch employers this year, followed by gen-Zers (18 to 24 years old) at 28 per cent.

Dass explains, "Since Q4 of 2021, the job market showed positive signs of improvement. Many employees and job seekers are encouraged to seek new employment, particularly those who are working on contract or project-basis. However, many employers are looking beyond basic skills and experience requirements even at the candidate screening stage. Job applicants who have demonstrated proactiveness in upskilling themselves during COVID-19 or have taken on additional work responsibilities to tide the company through last year will be more attractive to hiring managers as their actions indicate good growth potential."

The research also revealed that 36 per cent of respondents who are afraid of losing their job plan to switch employers in 2021.

## 2021 randstad singapore employer brand research report - now available

The 2021 Randstad Employer Brand Research provides employers with a unique opportunity to uncover new insights and validate their assumptions of employees and job seekers. This independent research is the most representative employer brand study in the world, reaching out to more than 190,000 respondents across 34 markets, including 3,003 who are based in Singapore in January 2021.

A copy of the report is attached to the media dissemination email. If you would like a digital copy of the 2021 Randstad Singapore Employer Brand Research report, please email to [alistar.lien@randstad.com.sg](mailto:alistar.lien@randstad.com.sg).

### about randstad

Randstad is the global leader in the HR services industry. We support people and organisations in realising their true potential by combining the power of today's technology with our passion for people. We call it Human Forward.

In 2020, we helped nearly two million candidates find a meaningful job with more than 236,000 clients. Furthermore, we trained close to 350,000 people. Randstad is active in 38 markets around the world and has a top-three position in almost half of these. In 2020, Randstad had on average 34,680 corporate employees and generated revenue of € 20.7 billion. Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands. Randstad N.V. is listed on the NYSE Euronext. For more information, see [www.randstad.com](http://www.randstad.com).

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