DigitalTalent
Strategy
TALENT DATA LABS
IOTALENTS
TalentKraft

So who are these digital talents?

Gender breakdown

80%	Male
20%	Female

Breakdown by age group

2%	19 to 24
42%	25 to 34
33%	35 to 44
18%	45 to 54
5%	55 & above

Highest Qualification

51%	Bachelor's
31%	Advanced degree
13%	Diploma
5%	Others

Nationality breakdown

63%

14%

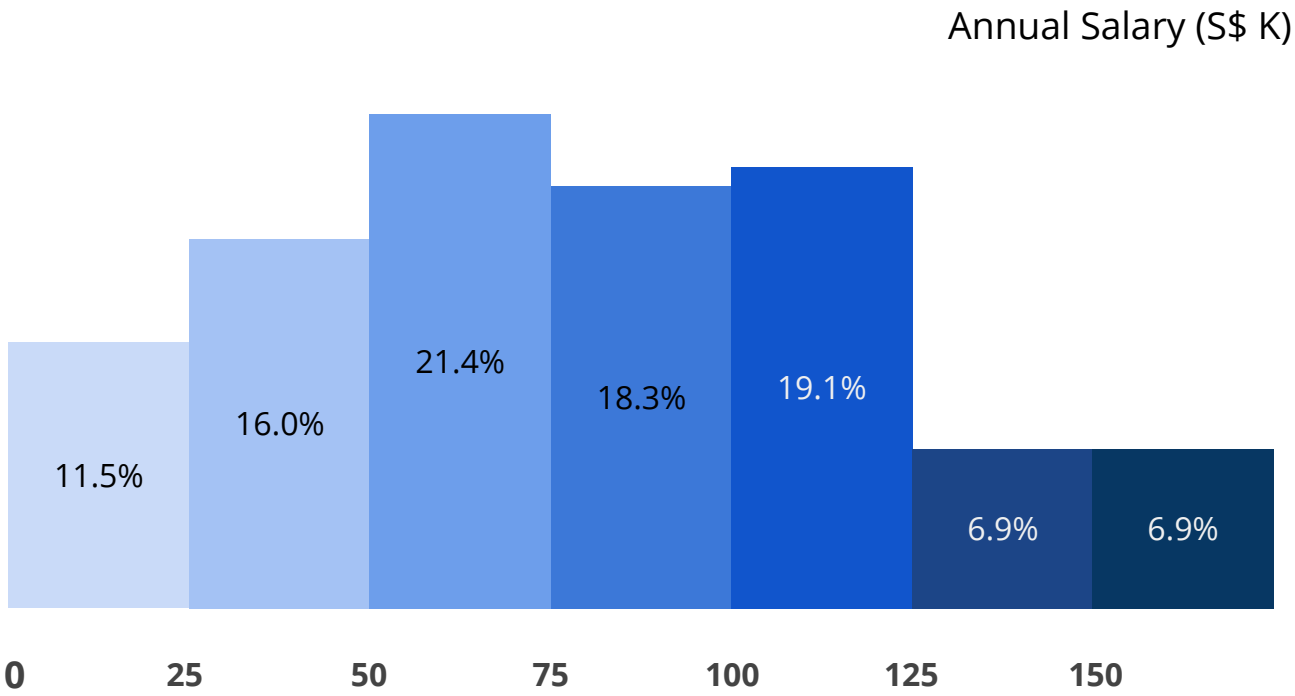
8%

5%

3.5%

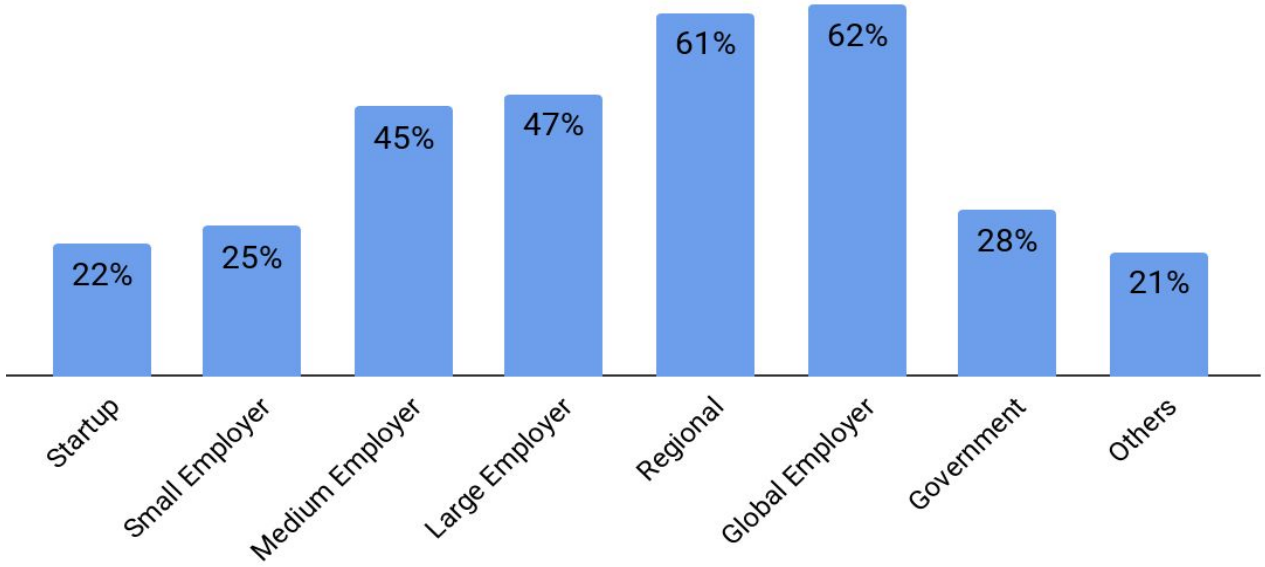
5.5%

How much do they earn?



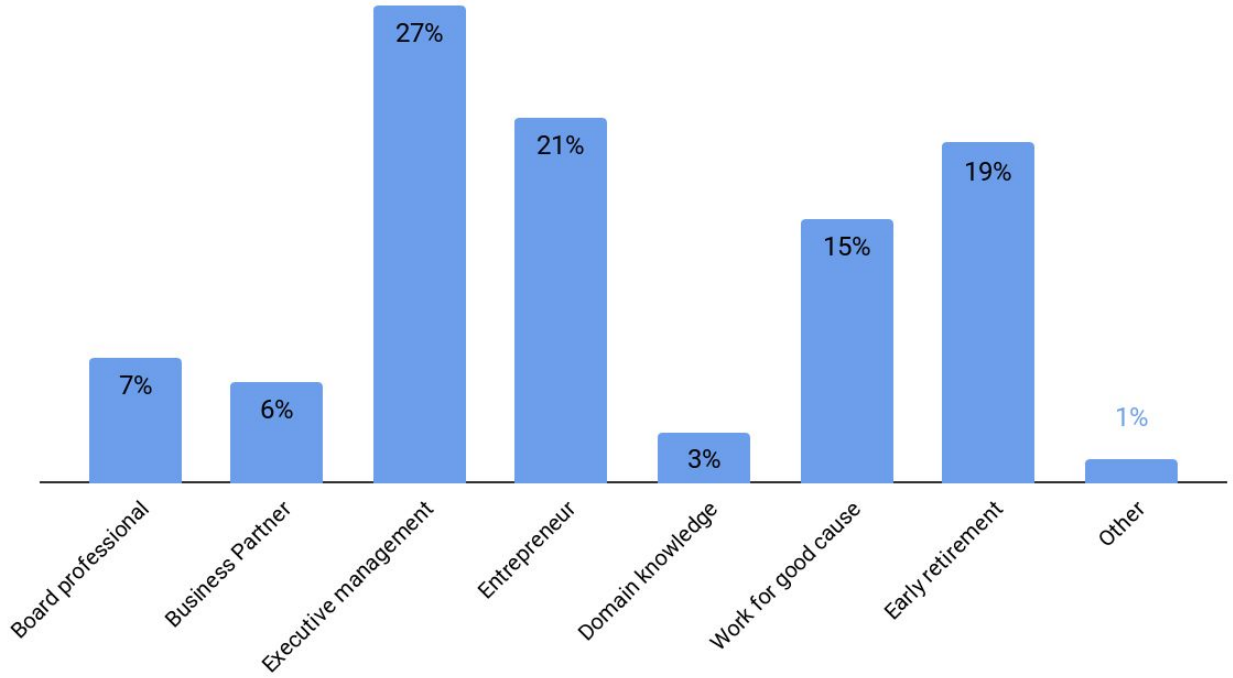
Where do they want to work

What type of employers would you want to work for (multiple selections)?

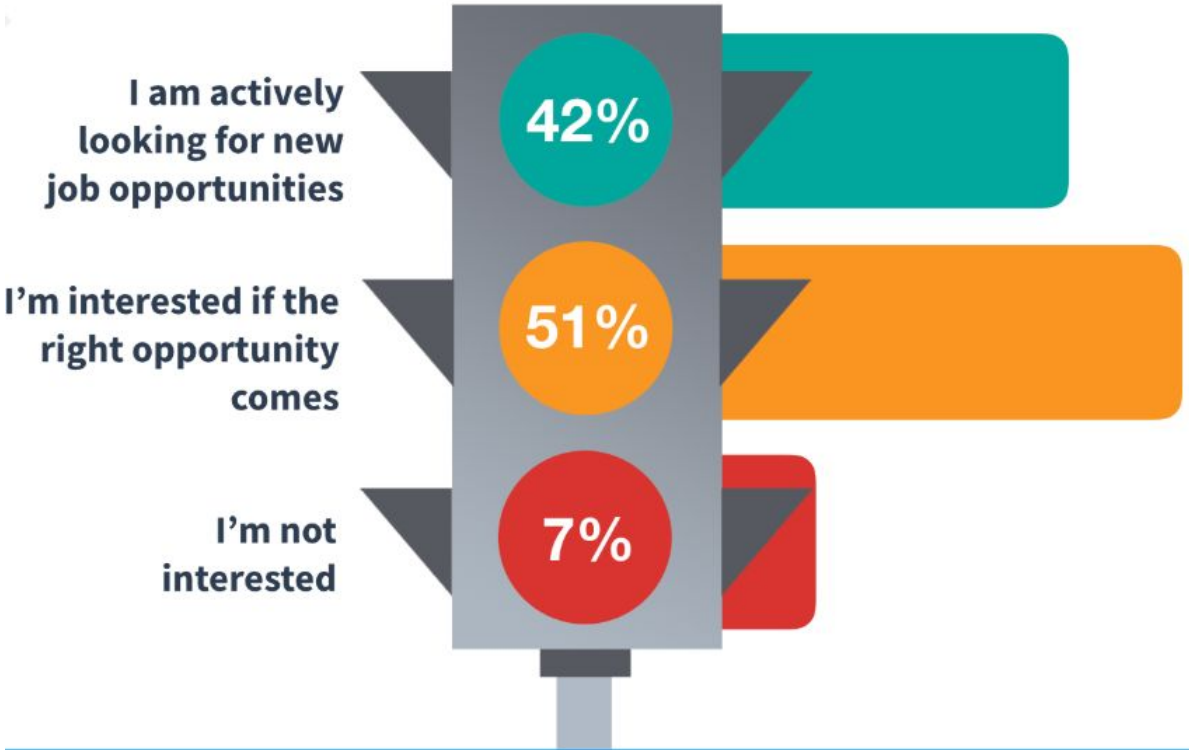


What they actually want to achieve at work

What is your ultimate career goal?



Are they open to new opportunities?



4 out of the top 5 are large tech firms

(based on Employer Brand Score)

Rank	Company	Rank	Company
1	Google	18	Siemens
2	Amazon	19	Carousell
3	Singapore Airlines	20	Agoda
4	Apple	21	RedMart
5	LinkedIn	22	Salesforce.com
6	Facebook	23	ST Engineering
7	Lazada	24	Sembcorp Industries
8	AirBnB	25	SEA Group (Garena / Shopee)
9	General Electric	26	Schneider Electric
10	UOB	27	Circles.Life
11	DBS	28	A*Star
12	Keppel Corporation	29	Emerson Pacific
13	Singtel	30	ABB
14	Zalora	31	Orange
15	Accenture	32	Traveloka
16	GovTech	33	Alstom
17	Grab	34	V-Key

Digital Talents

are quite distinct from

The Average Singapore Worker

	Digital Talent	Singapore Average
1	Competitive basic salary	Competitive basic salary
2	A friendly work environment	A friendly work environment
3	High work / life balance	Performance bonus
4	A creative and dynamic work environment	Recognising performance
5	Attractive / exciting products and services	Competitive benefits
6	Recognising performance	Respect for our people
7	Flexible working conditions	Support for self-improvement
8	Good reference for future career	Clear path for career advancement