Ireland’s Best Employers 2021

Methodology
Ireland’s Best Employers 2021 is a list of 150 companies operating in Ireland, whose outstanding HR achievements have been honoured with the title of the most attractive employer.

The assessment of employers was based on answers given in a questionnaire by more than 6,000 respondents - people currently economically active in Ireland, working in companies employing at least 200 people. In total more than 75,000 reviews have been gathered.

Each respondent was asked to name and rate their current employer and to rate other employers in the industry in which they are employed.

In addition, respondents gave their opinion on dozens of statements describing their employer’s actions in areas such as “Career development and prospects” or “Salary”.
Method of data collection

Online survey panel
Online platform on which people register and participate in market research studies.

More than 6,000 respondents
- Full-time
- Part-time
- Working in companies with less than 200 employees
- Unemployed
- Unemployed

A survey on independent.ie
Readers of the Sunday Independent could also take part in the survey by scanning a QR code in the print paper with their smartphone, or by following the link in the online article.

The survey is anonymous and independent of the employer
Duration: approx. 10 minutes
Regional and socio-demographic diversity of respondents among online survey panel
Calculation of scores

Direct recommendation
Respondents were asked to indicate the likelihood with which they would recommend their employer to a friend or family member on a scale from 0 to 10, where 0 = least likely to recommend and 10 = most likely to recommend.

Indirect recommendation
Respondents were asked to indicate how likely they are to recommend other employers in the same industry to a friend or family member.

The highest value was given to answers obtained through survey panels, guaranteeing complete independence from the employer. Direct recommendations were given a higher value than indirect recommendations.
The Best Employers title is awarded only to employers who are evaluated by their employees and recommended by people working in the industry. Thanks to this, the real quality of jobs offered is examined - and not only the success of employer branding campaigns.

Prior to creating the ranking, Statista identified employers relevant to the study, and additional companies were able to nominate themselves in a nomination process last year through the Independent.ie website. In the end, only the recommendations from the surveys decided which employers made it into the ranking, and the nominations had no influence whatsoever on the Top 150.