



Ireland's Best Employers 2021

Methodology

Sunday Independent

statista 

Methodology - Summary



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.

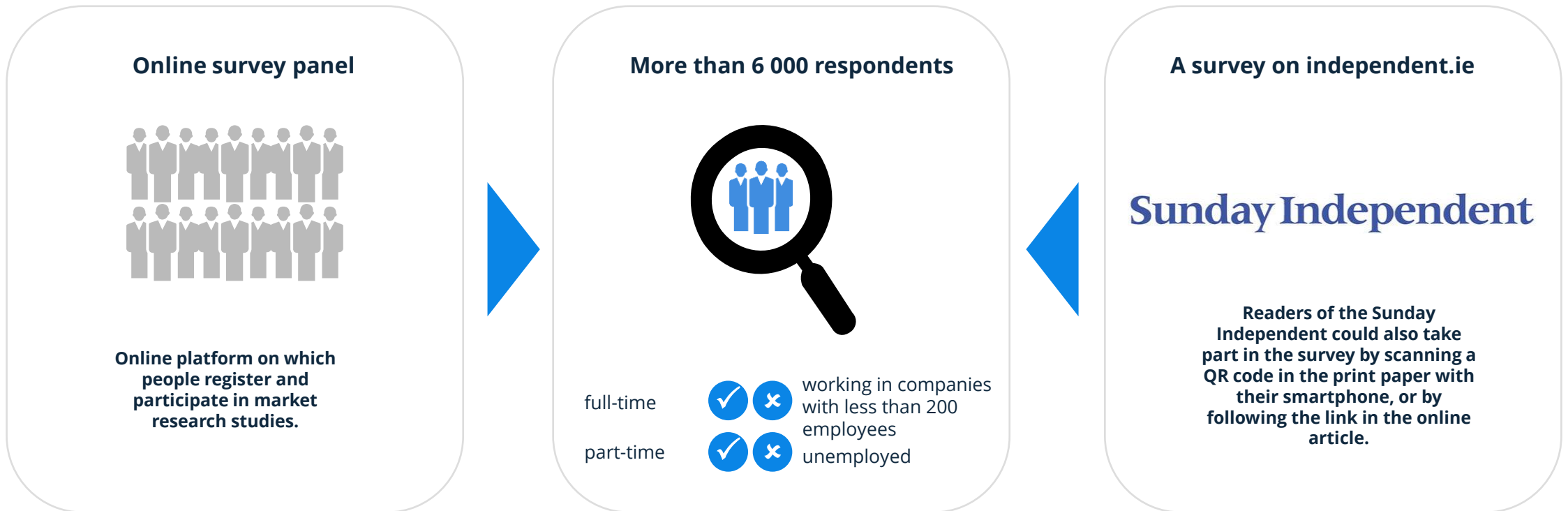


Each respondent was asked to name and rate their current employer and to rate other employers in the industry in which they are employed.



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

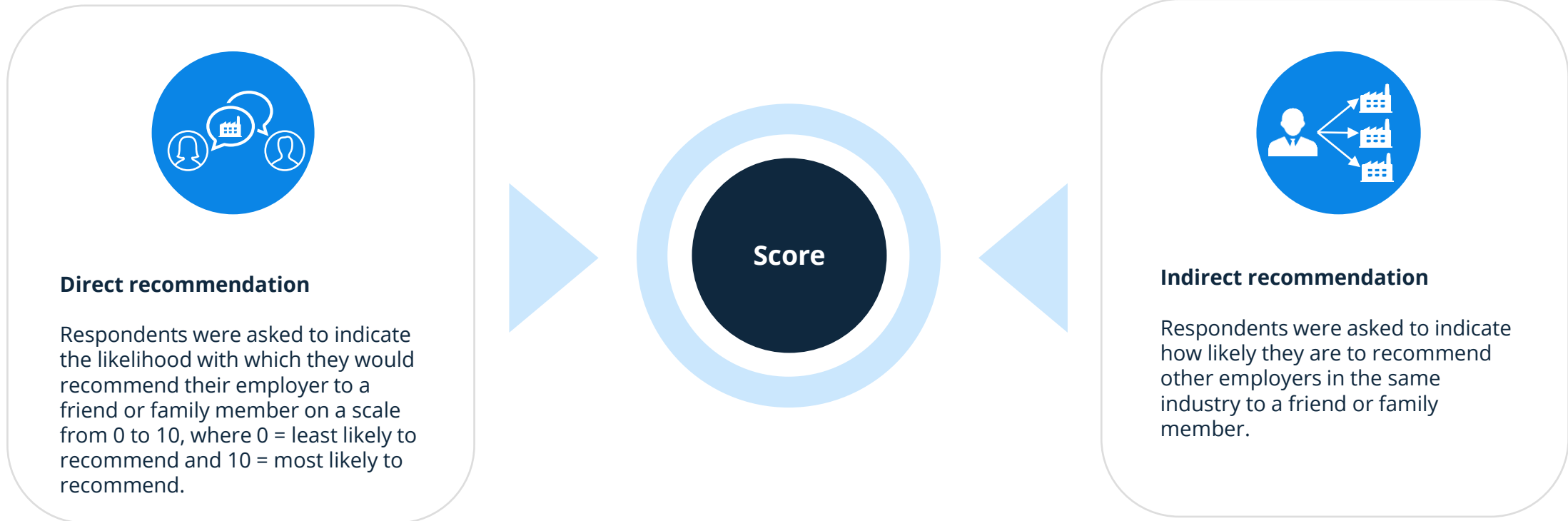


The survey is anonymous and independent of the employer

Duration: approx. 10 minutes

Regional and socio-demographic diversity of respondents among online survey panel

Calculation of scores



▶ 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.

What distinguishes Ireland's Best Employers 2021 ranking?



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.