

METHODOLOGY









# Ireland's Best Employer 2023

statista 

Sunday Independent



# Methodology - Summary

-  **Most attractive employers**  Ireland's Best Employers 2023 is a list of 150 companies operating in Ireland, whose outstanding HR achievements have been honoured with the title of the most attractive employer.
-  **Respondents**  The assessment of employers was based on answers given in a questionnaire by more than 12,000 respondents - people currently economically active in Ireland, working in companies employing at least 200 people. In total more than 80,000 reviews have been gathered.
-  **Direct & Indirect Recommendation**  Each respondent was asked to name and rate their current employer and to rate other employers in the industry in which they are employed.
-  **Factor Analysis**  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

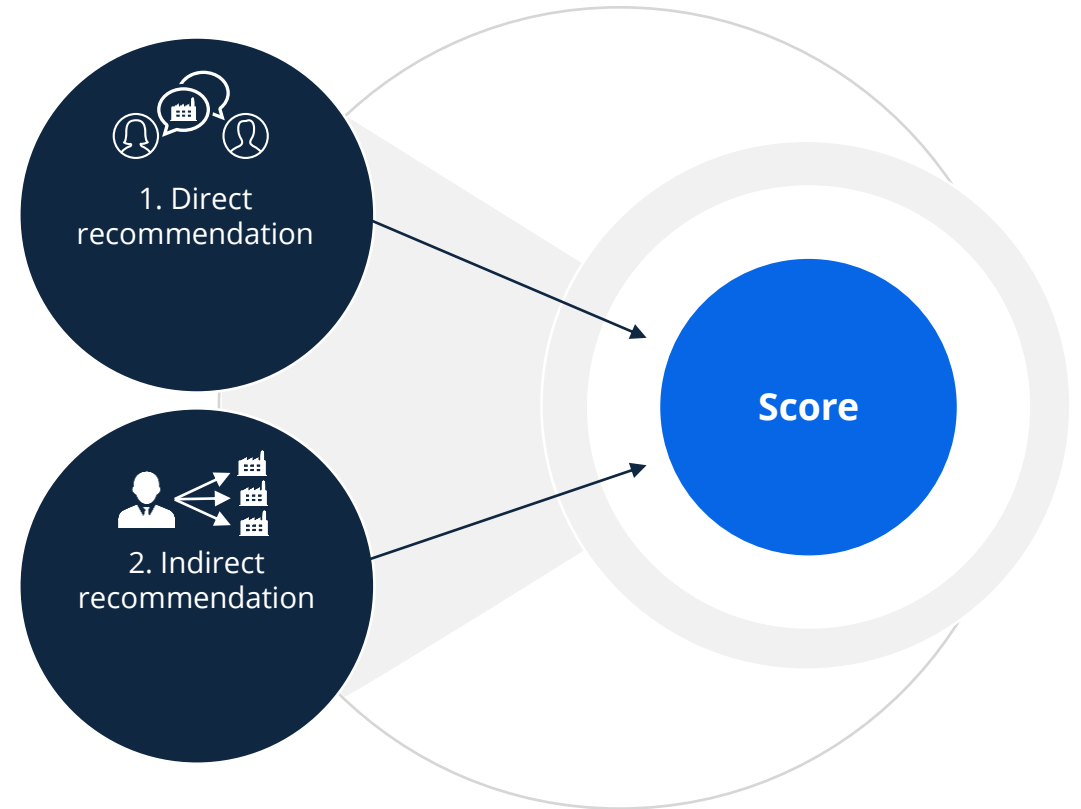
## 1. Direct recommendation:

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.

## 2. 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.



# What distinguishes Ireland's Best Employers 2023 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.