



# The Most Attractive Employers in Ireland

PROFESSIONALS 2021



# Map of Universum Rankings

The results of Universum's Professionals Survey pinpoint how talent perceive employers in your country.

The research functions as a basis for decision-making when choosing target groups, messages and channels for future employer branding campaigns. Moreover, it can be used as a control instrument for measuring the appeal an organization has over its specific target groups.

## Countries where we conduct our studies



## And these

Denmark\*

Finland\*

Ireland\*

Italy\*

Netherlands\*

Norway\*

Slovenia

Switzerland\*

\*Student rankings are also available in these countries



# Proud member of ESOMAR

Universum is a corporate member of ESOMAR, the global voice of data, research and insights community. Our membership denotes that we abide by ESOMAR code of conduct.

ESOMAR is a not-for-profit organisation that promotes the value of market, opinion and social research and data analytics.

**550+**  
Corporate  
members

**130+**  
Countries

**6,000**  
Individual  
members

**40,000**  
Professionals  
represented

The ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics, which was developed jointly with the ICC (International Chamber of Commerce), sets out global standards for self-regulation for researchers and data analysts and is undersigned by all ESOMAR members.

# Where do you rank?

## **AN ESSENTIAL RESOURCE**

It's so important to secure the very best young talent out there, which is why HR and C-level leaders around the world refer to Universum's research. Drawing on the opinions of more than 11 022 professionals in Ireland, this preview of the 2021 Talent Survey gives a clear indication of where your organization ranks when it comes to its potential to attract new recruits.

## **VALUABLE INSIGHTS**

This preview provides you with an understanding of where your organization currently ranks, as well as highlighting career aspirations and desirable industries identified by the respondents.

## **ACTIONABLE ASSESSMENTS**

But, this preview is only the beginning. By becoming a member you can access Universum's full report, which contains company-specific findings, and custom insights and recommendations that are critical when it comes to developing your employer branding strategy.

**Want to learn more? Contact us**





# About us

## We shape Employer Branding

As an essential and trusted partner for employers, we are the most recognized Employer Branding specialist in the top 50 economies of the world.

We ensure employers around the world achieve their goals through data-driven Employer Branding, enabling them to engage the talent they need to succeed. Our services include actionable research, strategic consulting, and data-driven communications and social media solutions for talent branding, sourcing, and analytics.

We are a trusted partner to over 1,700 clients, including many Fortune 500 companies, as well as to global media partners that publish our annual rankings and trend reports.

We work with over 2,000 universities, alumni groups, and professional organizations to gather insights from students and professionals in order to advise employers on how to attract and retain talent that fits their culture and purpose.

On an annual basis, Universum surveys over 1,500,000 students and professionals worldwide.



**Did your company  
rank in the top 100?**

# Survey Specifics

## Field Period

The survey for this ranking was carried out between October 2020 - March 2021.



**11 022**  
PROFESSIONALS



**25**  
UNIVERSITIES



**48**  
INDUSTRIES



**39 190**  
EVALUATIONS



**4 029**  
Business/Economics



**1 529**  
Engineering



**983**  
IT



**775**  
Natural Sciences



**1 792**  
Humanities/Social  
Sciences/Education



**356**  
Law



**1 018**  
Health/Medicine



# Business/Economics

## The Most Attractive Employers of 2021

1	Google	26	Electricity Supply Board (ESB)	51	Intel	76	Barclays
2	Civil Service	27	Salesforce.com	52	Samsung	77	GlaxoSmithKline (GSK)
3	Amazon	28	Lidl	53	Booking.com	78	Ryanair
4	Health Service Executive (HSE)	29	Airbnb	54	Grant Thornton	79	McKinsey & Company
5	Apple	30	L'Oréal Group	55	Nestlé	80	IBM
6	Diageo	31	Penneys (Primark)	56	RSA Ireland	81	Budweiser Brewing Group UK&I
7	Facebook	32	ALDI	57	Unilever	82	Deutsche Bank
8	Kerry Group	33	Accenture	58	Permanent TSB	83	Ornua
9	Microsoft	34	PayPal	59	Goldman Sachs	84	Laya Healthcare
10	Irish Distillers	35	Boston Scientific	60	Procter & Gamble (P&G)	85	Ferrero
11	Pfizer	36	Irish Aviation Authority	61	SAP	86	Sky
12	Department of Education/Teaching	37	Irish Life	62	MSD	87	Oracle
13	Enterprise Ireland	38	Deloitte	63	Regeneron	88	Allianz
14	Central Bank of Ireland	39	PepsiCo	64	Zurich Insurance Group	89	State Street
15	An Garda Síochána	40	Paddy Power	65	Abbott	90	Ulster Bank
16	Musgrave Group	41	Dairygold	66	Medtronic	91	CRH
17	LinkedIn	42	KPMG	67	Bank of America (Merrill Lynch)	92	Liberty Insurance
18	Johnson & Johnson	43	VHI Healthcare	68	Boots	93	AbbVie
19	Glanbia	44	J.P. Morgan	69	Virgin Media	94	Vodafone
20	HEINEKEN	45	Stryker	70	Morgan Stanley	95	Adobe
21	RTE	46	PwC	71	Kingspan	96	HSBC
22	Aer Lingus	47	Twitter	72	Tesco	97	Bristol Myers Squibb
23	Bank of Ireland	48	Dunnes Stores	73	Dell Technologies	98	Mondelēz International
24	AIB	49	EY (Ernst & Young)	74	Citi	99	GE - General Electric
25	Coca-Cola HBC	50	eBay	75	Novartis	100	Huawei



# Engineering

## The Most Attractive Employers of 2021

1	Pfizer	26	Facebook	51	Cisco Systems	76	Airbnb
2	Jacobs Engineering	27	Glanbia	52	Accenture	77	Budweiser Brewing Group UK&I
3	Electricity Supply Board (ESB)	28	Diageo	53	Ervia	78	SAP
4	Google	29	An Garda Síochána	54	Dairygold	79	ALDI
5	Intel	30	Regeneron	55	Paddy Power	80	Nestlé
6	Johnson & Johnson	31	Enterprise Ireland	56	LinkedIn	81	Ferrero
7	Civil Service	32	Dell Technologies	57	Vodafone	82	HSBC
8	Boston Scientific	33	GlaxoSmithKline (GSK)	58	Salesforce.com	83	VHI Healthcare
9	Stryker	34	Kerry Group	59	Central Bank of Ireland	84	Twitter
10	Amazon	35	HEINEKEN	60	Virgin Media	85	Procter & Gamble (P&G)
11	Apple	36	Bristol Myers Squibb	61	Huawei	86	Mondelēz International
12	Medtronic	37	RSA Ireland	62	Morgan Stanley	87	Booking.com
13	GE - General Electric	38	PepsiCo	63	Ericsson	88	Adobe
14	Microsoft	39	Samsung	64	AIB	89	Allianz
15	MSD	40	Novartis	65	PwC	90	eBay
16	Siemens	41	AbbVie	66	Eir	91	Dunnes Stores
17	Department of Education/Teaching	42	Ryanair	67	Musgrave Group	92	Bank of America (Merrill Lynch)
18	Irish Aviation Authority	43	CRH	68	Lidl	93	Penneys (Primark)
19	Health Service Executive (HSE)	44	RTE	69	Bank of Ireland	94	Oracle
20	Arup	45	J.P. Morgan	70	EY (Ernst & Young)	95	L'Oréal Group
21	Irish Distillers	46	Hewlett Packard Enterprise	71	McKinsey & Company	96	Roche
22	Aer Lingus	47	Coca-Cola HBC	72	Unilever	97	Sky
23	Abbott	48	IBM	73	Zurich Insurance Group	98	Deutsche Bank
24	Schneider Electric	49	KPMG	74	Deloitte	99	British American Tobacco
25	Kingspan	50	Goldman Sachs	75	PayPal	100	Activision Blizzard





## The Most Attractive Employers of 2021

1	Google	26	Irish Aviation Authority
2	Microsoft	27	Bank of Ireland
3	Amazon	28	Irish Distillers
4	Facebook	29	AIB
5	Apple	30	PwC
6	Civil Service	31	SAP
7	Health Service Executive (HSE)	32	Airbnb
8	Department of Education/Teaching	33	Samsung
9	An Garda Síochána	34	Diageo
10	LinkedIn	35	Oracle
11	Intel	36	EY (Ernst & Young)
12	Salesforce.com	37	Deloitte
13	Pfizer	38	Twitter
14	Dell Technologies	39	Kerry Group
15	Cisco Systems	40	Glanbia
16	Enterprise Ireland	41	Vodafone
17	PayPal	42	Lidl
18	Electricity Supply Board (ESB)	43	Boston Scientific
19	IBM	44	eBay
20	Accenture	45	ALDI
21	Central Bank of Ireland	46	Novartis
22	RTE	47	VHI Healthcare
23	Aer Lingus	48	Goldman Sachs
24	Johnson & Johnson	49	Adobe
25	Hewlett Packard Enterprise	50	Activision Blizzard



# Natural Sciences

## The Most Attractive Employers of 2021

1	Pfizer	26	ALDI	51	Procter & Gamble (P&G)	76	Virgin Media
2	Glanbia	27	An Garda Síochána	52	Deloitte	77	Cisco Systems
3	Kerry Group	28	Stryker	53	Irish Life	78	Twitter
4	Johnson & Johnson	29	Nestlé	54	Boots	79	Arup
5	Civil Service	30	Intel	55	Aer Lingus	80	Ulster Bank
6	MSD	31	HEINEKEN	56	Jacobs Engineering	81	J.P. Morgan
7	Dairygold	32	Apple	57	Accenture	82	Deutsche Bank
8	Department of Education/Teaching	33	VHI Healthcare	58	Dunnes Stores	83	Pramerica
9	Health Service Executive (HSE)	34	Enterprise Ireland	59	Samsung	84	Activision Blizzard
10	Irish Distillers	35	Coca-Cola HBC	60	ALB	85	Grant Thornton
11	Abbott	36	Lidl	61	Budweiser Brewing Group UK&I	86	Ervia
12	Boston Scientific	37	Electricity Supply Board (ESB)	62	EY (Ernst & Young)	87	Booking.com
13	Google	38	Tesco	63	Penneys (Primark)	88	Kingspan
14	GlaxoSmithKline (GSK)	39	PepsiCo	64	Mondelēz International	89	Siemens
15	Regeneron	40	Medtronic	65	Almac	90	Ryanair
16	Novartis	41	LinkedIn	66	GE - General Electric	91	Huawei
17	Diageo	42	Central Bank of Ireland	67	Salesforce.com	92	KPMG
18	Bristol Myers Squibb	43	Unilever	68	Dell Technologies	93	Ferrero
19	Musgrave Group	44	Irish Aviation Authority	69	eBay	94	Morgan Stanley
20	Ornua	45	L'Oréal Group	70	McKinsey & Company	95	Schneider Electric
21	AbbVie	46	Roche	71	Airbnb	96	SAP
22	Amazon	47	Zurich Insurance Group	72	Goldman Sachs	97	Hewlett Packard Enterprise
23	RTE	48	RSA Ireland	73	Paddy Power	98	Citi
24	Microsoft	49	IBM	74	PayPal	99	Permanent TSB
25	Facebook	50	Bank of Ireland	75	Laya Healthcare	100	UBS



# Humanities/Social Sciences/Education

## The Most Attractive Employers of 2021

1	Department of Education/Teaching	26	Central Bank of Ireland	51	Activision Blizzard	76	SAP
2	Health Service Executive (HSE)	27	PayPal	52	Boots	77	MSD
3	Civil Service	28	Glanbia	53	Stryker	78	Medtronic
4	Google	29	Bank of Ireland	54	KPMG	79	Ferrero
5	RTE	30	Lidl	55	PwC	80	Huawei
6	Apple	31	Musgrave Group	56	Permanent TSB	81	Bank of America (Merrill Lynch)
7	Facebook	32	eBay	57	Paddy Power	82	Ulster Bank
8	An Garda Síochána	33	Booking.com	58	EY (Ernst & Young)	83	Liberty Insurance
9	Enterprise Ireland	34	Laya Healthcare	59	Sky	84	Citi
10	Microsoft	35	Accenture	60	Ryanair	85	McKinsey & Company
11	Amazon	36	AIB	61	Procter & Gamble (P&G)	86	Tesco
12	LinkedIn	37	Irish Life	62	Zurich Insurance Group	87	Jacobs Engineering
13	Diageo	38	Salesforce.com	63	Unilever	88	Eir
14	Aer Lingus	39	Boston Scientific	64	Dairygold	89	Mondelēz International
15	Irish Distillers	40	HEINEKEN	65	Regeneron	90	Deutsche Bank
16	VHI Healthcare	41	ALDI	66	Abbott	91	BDO
17	Kerry Group	42	RSA Ireland	67	Grant Thornton	92	Kingspan
18	Pfizer	43	Coca-Cola HBC	68	GlaxoSmithKline (GSK)	93	State Street
19	Irish Aviation Authority	44	Electricity Supply Board (ESB)	69	Vodafone	94	GE - General Electric
20	Johnson & Johnson	45	Deloitte	70	Dell Technologies	95	Morgan Stanley
21	Twitter	46	Dunnes Stores	71	Siemens	96	Allianz
22	Penneys (Primark)	47	Intel	72	J.P. Morgan	97	HSBC
23	L'Oréal Group	48	Samsung	73	IBM	98	Goldman Sachs
24	Virgin Media	49	Adobe	74	Oracle	99	AbbVie
25	Airbnb	50	Nestlé	75	PepsiCo	100	Budweiser Brewing Group UK&I



# Law

## The Most Attractive Employers of 2021

1	Department of Justice and Equality	26	Dunnes Stores
2	Google	27	Twitter
3	Department of Foreign Affairs and Trade	28	Samsung
4	Amazon	29	Paddy Power
5	Apple	30	AIB
6	Arthur Cox	31	KPMG
7	Health Service Executive (HSE)	32	Ryanair
8	Facebook	33	Goldman Sachs
9	Department of Defence	34	Eversheds Sutherland
10	RTE	35	Johnson & Johnson
11	Department of Business, Enterprise and Innovation	36	J.P. Morgan
12	Microsoft	37	Fieldfisher
13	Department of Education/Teaching	38	Bank of America (Merrill Lynch)
14	Kerry Group	39	Penneys (Primark)
15	Irish Distillers	40	Accenture
16	McCann FitzGerald	41	Hayes Solicitors
17	Department of Communications, Climate Action and Environment	42	Deloitte
18	Bank of Ireland	43	Mason Hayes & Curran
19	Central Bank of Ireland	44	Deutsche Bank
20	Matheson	45	PwC
21	LinkedIn	46	Ronan Daly Jermyn
22	A&L Goodbody	47	ByrneWallace
23	Irish Aviation Authority	48	GlaxoSmithKline (GSK)
24	Aer Lingus	49	Ulster Bank
25	William Fry	50	Beauchamps



# Health/Medicine

## The Most Attractive Employers of 2021

1	Health Service Executive (HSE)	26	Roche	51	Airbnb	76	Vodafone
2	Pfizer	27	Aer Lingus	52	Electricity Supply Board (ESB)	77	Goldman Sachs
3	VHI Healthcare	28	Boots	53	Unilever	78	Ulster Bank
4	Laya Healthcare	29	Bristol Myers Squibb	54	Irish Aviation Authority	79	Salesforce.com
5	Johnson & Johnson	30	L'Oréal Group	55	Lidl	80	McKinsey & Company
6	Department of Education/Teaching	31	RSA Ireland	56	Booking.com	81	Hewlett Packard Enterprise
7	Civil Service	32	Kerry Group	57	GE - General Electric	82	Cisco Systems
8	Google	33	Enterprise Ireland	58	eBay	83	Ferrero
9	GlaxoSmithKline (GSK)	34	Microsoft	59	SAP	84	HEINEKEN
10	Novartis	35	LinkedIn	60	Liberty Insurance	85	HSBC
11	Boston Scientific	36	AIB	61	PwC	86	Allianz
12	Abbott	37	Jameson - Irish Distillers	62	Intel	87	Ryanair
13	An Garda Síochána	38	Nestlé	63	Coca-Cola HBC	88	Bank of America (Merrill Lynch)
14	Apple	39	Dunnes Stores	64	Dell Technologies	89	Deloitte
15	MSD	40	Dairygold	65	J.P. Morgan	90	Virgin Media
16	Medtronic	41	Diageo	66	PepsiCo	91	Grant Thornton
17	RTE	42	Siemens	67	Samsung	92	Eir
18	Irish Life	43	KPMG	68	Musgrave Group	93	PayPal
19	Regeneron	44	Penneys (Primark)	69	EY (Ernst & Young)	94	Morgan Stanley
20	Facebook	45	Central Bank of Ireland	70	Permanent TSB	95	Mondelēz International
21	Glanbia	46	Accenture	71	Huawei	96	Budweiser Brewing Group UK&I
22	AbbVie	47	Twitter	72	Almac	97	CRH
23	Procter & Gamble (P&G)	48	Paddy Power	73	Zurich Insurance Group	98	Activision Blizzard
24	Amazon	49	ALDI	74	IBM	98	Jacobs Engineering
25	Stryker	50	Bank of Ireland	75	Pramerica	98	Oracle



# Business/Economics

## The Most Attractive Employers of 2021

2021

**1** Google

**2** Civil Service

**3** Amazon

**4** Health Service Executive (HSE)

**5** Apple

2020

**1** Google

**2** Civil Service

**3** Facebook

**4** Health Service Executive (HSE)

**5** Kerry Group





# Engineering

## The Most Attractive Employers of 2021

2021

**1** Pfizer

**2** Jacobs Engineering

**3** Electricity Supply Board (ESB)

**4** Google

**5** Intel

2020

**1** Google

**2** Electricity Supply Board (ESB)

**3** Johnson & Johnson

**4** Jacobs Engineering

**5** Pfizer



## The Most Attractive Employers of 2021

2021

**1** Google

**2** Microsoft

**3** Amazon

**4** Facebook

**5** Apple

2020

**1** Google

**2** Microsoft

**3** Facebook

**4** Amazon

**5** Apple



# Natural Sciences

## The Most Attractive Employers of 2021

2021

- 1 Pfizer

---

- 2 Glanbia

---

- 3 Kerry Group

---

- 4 Johnson & Johnson

---

- 5 Civil Service

2020

- 1 Kerry Group

---

- 2 Pfizer

---

- 3 Glanbia

---

- 4 Boston Scientific

---

- 5 Civil Service



# Humanities/Social Sciences/Education

## The Most Attractive Employers of 2021

2021

**1** Department of Education/Teaching

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**2** Health Service Executive (HSE)

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**3** Civil Service

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**4** Google

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**5** RTE

2020

**1** Department of Education/Teaching

---

**2** Health Service Executive (HSE)

---

**3** Google

---

**4** Civil Service

---

**5** RTE



# Law

## The Most Attractive Employers of 2021

2021

**1** Department of  
Justice and Equality

---

**2** Google

---

**3** Department of  
Foreign Affairs and  
Trade

---

**4** Amazon

---

**5** Apple

2020

**1** Department of  
Justice and Equality

---

**2** Google

---

**3** Department of  
Foreign Affairs and  
Trade

---

**4** Arthur Cox

---

**5** Department of  
Defence



# Health/Medicine

## The Most Attractive Employers of 2021

2021

- 1 Health Service Executive (HSE)

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- 2 Pfizer

---

- 3 VHI Healthcare

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- 4 Laya Healthcare

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- 5 Johnson & Johnson

2020

- 1 Health Service Executive (HSE)

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- 2 Pfizer

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- 3 Department of Education/Teaching

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- 4 Novartis

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- 5 Johnson & Johnson





# Top preferences

## 2021

**1** Competitive base salary

**6** Clear path for advancement

**2** Secure employment

**7** Professional training and development

**3** Encouraging work-life balance

**8** Flexible working conditions

**4** Respect for its people

**9** Ethical standards

**5** A friendly work environment

**10** Inspiring leadership

## 2020

**1** Competitive base salary

**2** Encouraging work-life balance

**3** Secure employment

**4** Professional training and development

**5** Flexible working conditions

# Top preferences per gender

2021



Female

1 Secure employment

2 Encouraging work-life balance

3 Flexible working conditions

4 Competitive base salary

5 A friendly work environment



Male

1 Competitive base salary

2 Secure employment

3 Encouraging work-life balance

4 Clear path for advancement

5 A friendly work environment

2020



Female

1 Encouraging work-life balance

2 Flexible working conditions

3 Competitive base salary

4 Secure employment

5 A friendly work environment



Male

1 Competitive base salary

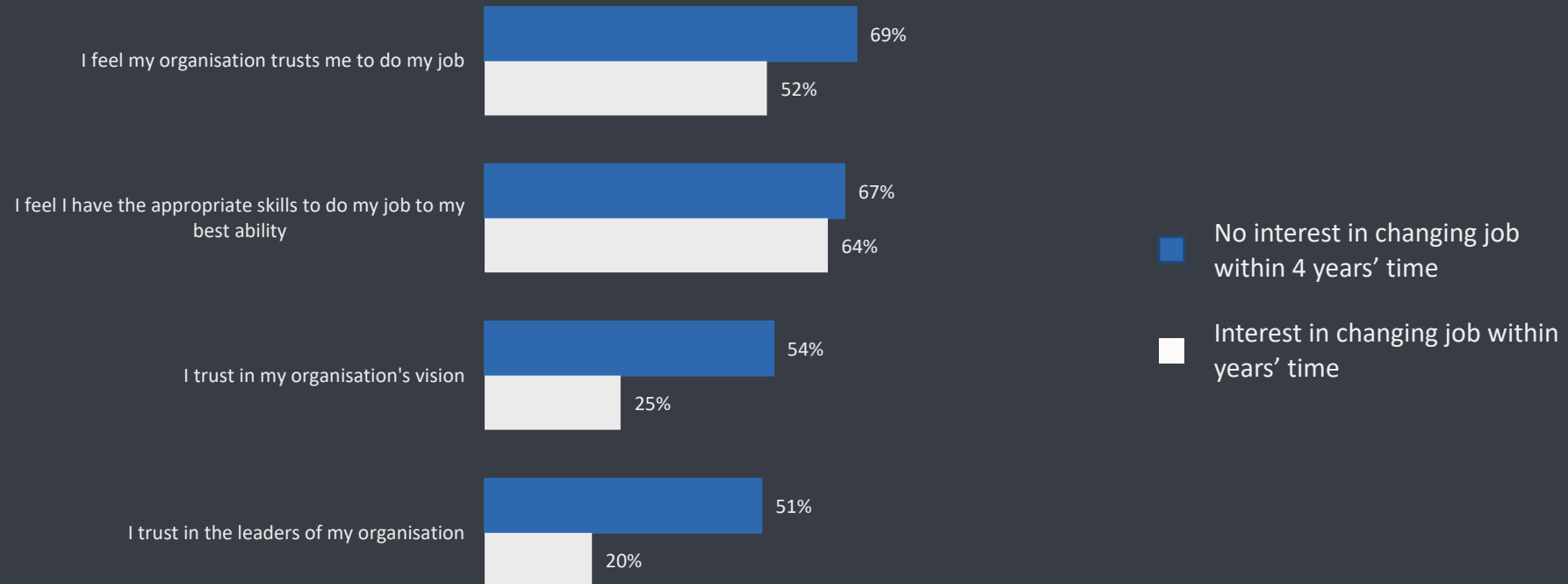
2 Encouraging work-life balance

3 Clear path for advancement

4 Secure employment

5 A friendly work environment

# How trust impacts employee's decision to stay or leave their job



# Universum's Analytics Solutions

Today, through building **the most extensive career preference data set in the world**, we are able to offer companies unique insights into their employer brand's positioning among talent.

Using a data-driven approach to Employer Branding means that you will be able to attract more relevant talent to your company.

**Universum** provides analytics and data relevant to your brand's positioning when it comes to attracting talent. Universum's Analytics solutions help employers better understand:



Their  
recruitment  
funnel



Talent's  
perception of  
you



Competitors



Why and to  
whom you are  
losing talent to



Communication  
channels you  
should focus on



Industry  
benchmarks

[Read more here >>](#)

# WHERE DO WE GO FROM HERE

Do you want to be among the top considered companies?

Make sure you have a data-driven Employer Brand strategy in place.

Our data will allow you to drive these strategies and help you improve.



Reach out to the team:

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