

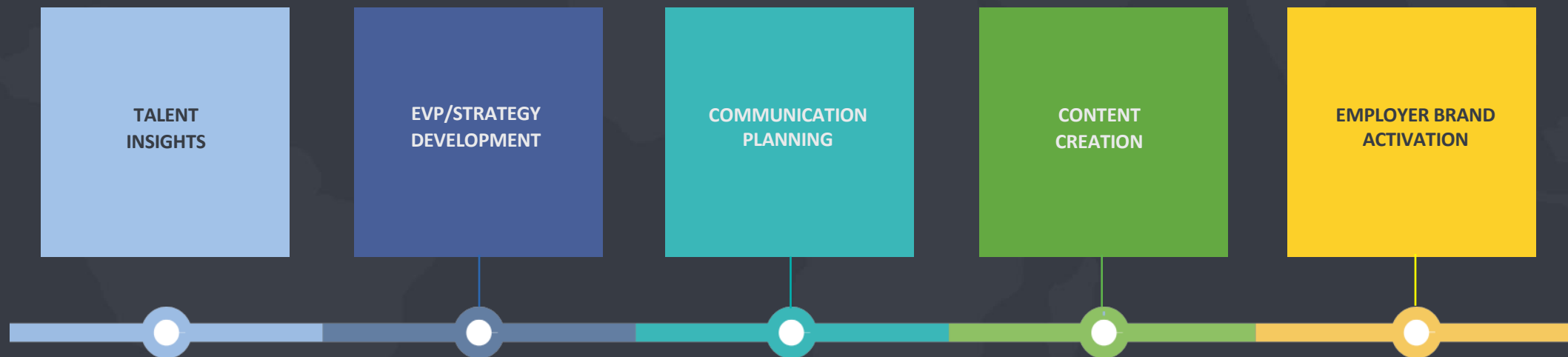
Ireland's Most Attractive Employers 2022

Students Research 2022



Universum are the world's leading **data-driven and talent insights-led** employer branding agency

We help organizations secure the best results through every stage of their employer branding journey



Just a sample of Universum's UK & Ireland clients



Global reach, local expertise

We're a proudly diverse and multi-linguistic global team.



200+ employees working across 60+ countries

50+ nationalities

44 spoken languages

4+ languages: 56

Average spoken languages: 3

Understanding Talent like no-one else.

In order to ensure we build an attractive EVP or Employer Brand Strategy, we leverage the external talent perceptions/data within Universum's annual research framework, collected annually from over 1.5 million people across 40 countries across the globe.

This proactive and deep research, called the Career Test, provides comprehensive understanding of the preferences, needs and key company analysis of emerging talent and in some parts of the world, professional talent.



Our Approach

Ireland's Student Survey 2022

8,199 Professionals from 25 universities and 173 different areas of study shared their views on career aspirations and employers

Total number of Respondents:

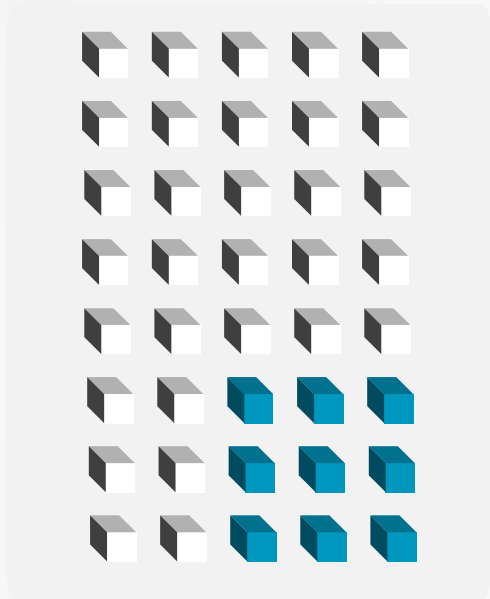
8,199 Students



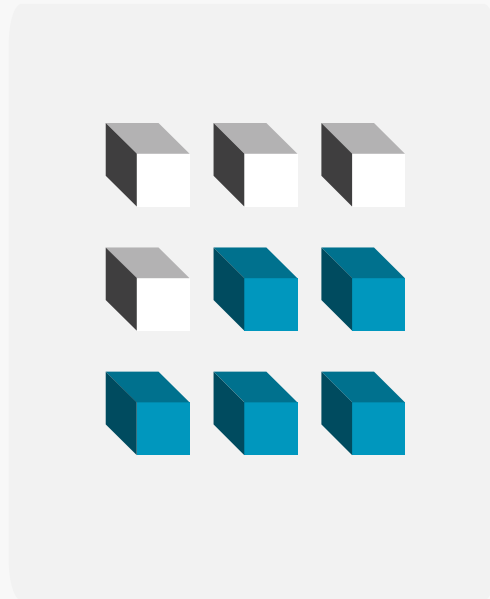


How we identify 'Ideal Employer' breakdowns

Full Company List
(59-166 employers on average within each main field of study)

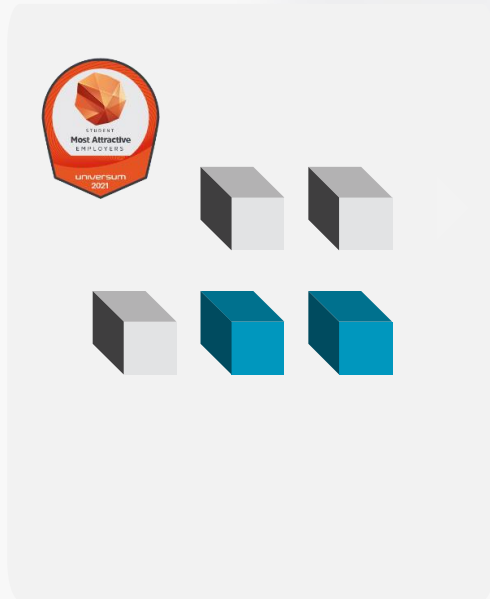


Considered Employer Ranking
(as many as applicable)



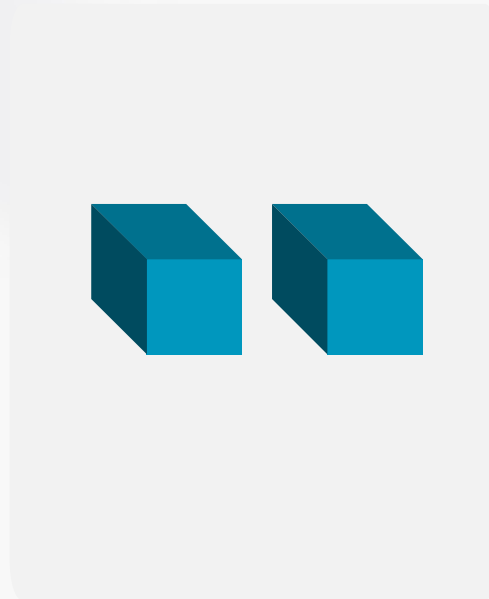
"Below is a list of companies and organisations. For which of these employers would you consider working?"

Ideal Employer Ranking
(maximum five employers)



"Now choose the five (5) employers you most want to work for, your five Ideal Employers."

Potential Applicants' Ranking
(Yes, I have / Yes, I will)



"Have you applied, or will you apply to these employers?"



The Winners...!!

Ireland's Most Attractive Employers :
Universum's Student Research 2022



Top 50 with **Business** Students 2022

1	Google	→	26	Pfizer	↓
2	Apple	→	27	RTE	↓
3	KPMG	→	28	PayPal	↑
4	Microsoft	↑	29	Kerry Group	↓
5	Deloitte	↓	30	Intel	↑
6	J.P. Morgan	↑	31	Twitter	↑
7	Amazon	→	32	Penneys (Primark)	↑
8	Facebook	↑	33	Glanbia	↓
9	PwC	↓	34	Deutsche Bank	↓
10	EY (Ernst & Young)	↓	35	Johnson & Johnson	↓
11	Goldman Sachs	→	36	Accenture	↓
12	Aer Lingus	↑	37	Paddy Power	↓
13	Bank of Ireland	→	38	Samsung	↑
14	Irish Distillers	→	39	Dell Technologies	↑
15	AIB	↓	40	Department of Education/Teaching	↓
16	Morgan Stanley	↑	41	LinkedIn	↑
17	Coca-Cola HBC	↓	42	McKinsey & Company	↑
18	L'Oréal Group	↑	43	Musgrave Group	↓
19	Central Bank of Ireland	↑	44	Enterprise Ireland	↓
20	Ryanair	↑	45	Civil Service	↑
21	HEINEKEN	↓	46	An Garda Síochána	↑
22	Diageo	↓	47	Health Service Executive (HSE)	↑
23	Grant Thornton	↑	48	Salesforce	↓
24	Airbnb	↑	49	IBM	↑
25	Bank of America	↑	50	PepsiCo	↓



Top 50 with Engineering Students 2022

1	Intel	↑	26	IBM	↑
2	Google	↓	27	Regeneron	→
3	Microsoft	↑	28	Activision Blizzard	↑
4	Apple	↑	29	HEINEKEN	↓
5	Pfizer	↓	30	Irish Distillers	↓
6	Boston Scientific	↓	31	Schneider Electric	↑
7	Jacobs Engineering	↓	32	GlaxoSmithKline (GSK)	↑
8	Johnson & Johnson	→	33	Accenture	↑
9	Aer Lingus	↑	34	AbbVie	↑
10	Stryker	→	35	Hewlett Packard Enterprise	↓
11	Electricity Supply Board (ESB)	↑	36	Civil Service	↓
12	Medtronic	↑	37	Diageo	↑
13	Dell Technologies	↑	38	Bristol Myers Squibb	↑
14	Amazon	→	39	Cisco Systems	↑
15	Ryanair	↑	40	Novartis	↑
16	Arup	↓	41	Health Service Executive (HSE)	↑
17	Siemens	↑	42	KPMG	↑
18	Kingspan	↓	43	Adobe	↑
19	Samsung	↓	44	J.P. Morgan	→
20	Irish Aviation Authority	↓	45	Kerry Group	↓
21	GE - General Electric	↓	46	Huawei	↑
22	Irish Rail	New	47	Ericsson	↑
23	Facebook	↑	48	SAP	↑
24	Abbott	↓	49	Department of Education/Teaching	↓
25	MSD	↑	50	Deloitte	↑



Top 50 with Tech & IT Students 2022

1	Google	→		26	Accenture	↓
2	Microsoft	→		27	Airbnb	↓
3	Apple	→		28	Central Bank of Ireland	↑
4	Amazon	→		29	Goldman Sachs	↓
5	Intel	→		30	Bank of Ireland	↓
6	Facebook	→		31	Hewlett Packard Enterprise	↑
7	IBM	↑		32	Johnson & Johnson	↓
8	Samsung	↑		33	KPMG	↑
9	Dell Technologies	↓		34	Huawei	↑
10	PayPal	↑		35	PwC	↓
11	Activision Blizzard	↓		36	RTE	↓
12	Twitter	↓		37	HEINEKEN	↑
13	Oracle	↓		38	Morgan Stanley	↑
14	Cisco Systems	↑		39	EY (Ernst & Young)	↓
15	Pfizer	↑		40	Aer Lingus	↓
16	Adobe	→		41	Ericsson	↓
17	Salesforce	↑		42	Ryanair	↑
18	eBay	↑		43	Sky	↑
19	AIB	↑		44	Health Service Executive (HSE)	↑
20	SAP	↓		45	An Garda Síochána	↓
21	J.P. Morgan	↓		46	Vodafone	↓
22	Boston Scientific	↑		47	Booking.com	↑
23	LinkedIn	↓		48	Electricity Supply Board (ESB)	↑
24	Deloitte	↓		49	Coca-Cola HBC	↑
25	Bank of America	↑		50	McKinsey & Company	↓



Top 50 with **Natural Science** Students 2022

1	Pfizer	→	26	VHI Healthcare	→
2	Johnson & Johnson	→	27	PepsiCo	↑
3	Boston Scientific	→	28	Nestlé	→
4	Health Service Executive (HSE)	↑	29	HEINEKEN	↑
5	Glanbia	↓	30	Roche	↑
6	Google	↑	31	Civil Service	↓
7	Kerry Group	↓	32	Diageo	↑
8	MSD	↑	33	Dell Technologies	↑
9	Dairygold	↑	34	Facebook	↑
10	Regeneron	↓	35	Aer Lingus	→
11	Intel	↑	36	RTE	↓
12	Department of Education/Teaching	↓	37	Laya Healthcare	↑
13	Abbott	↓	38	Amazon	↓
14	AbbVie	↑	39	Irish Aviation Authority	↑
15	Apple	↑	40	Samsung	→
16	Microsoft	↑	41	Budweiser Brewing Group UK&I	↑
17	Medtronic	↓	42	IBM	↑
18	Jameson - Irish Distillers	↑	43	KPMG	↑
19	GlaxoSmithKline (GSK)	↓	44	Boots	↓
20	Novartis	↓	45	Ryanair	↑
21	Coca-Cola HBC	↑	46	J.P. Morgan	↑
22	L'Oréal Group	↑	47	Siemens	↑
23	Bristol Myers Squibb	↓	48	Unilever	↑
24	Stryker	↓	49	Electricity Supply Board (ESB)	↓
25	An Garda Síochána	↓	50	Ornua	↓



Top 50 with **Social/Humanities** Students 2022

1	Department of Education/Teaching	→	26	Enterprise Ireland	↓
2	Google	↑	27	HEINEKEN	→
3	RTE	↓	28	An Post	New
4	Health Service Executive (HSE)	→	29	Intel	↑
5	Apple	↑	30	Boots	↓
6	Civil Service	↓	31	Central Bank of Ireland	↓
7	An Garda Síochána	→	32	J.P. Morgan	↑
8	Microsoft	↑	33	Irish Rail	New
9	Virgin Media	↑	34	Goldman Sachs	↑
10	Aer Lingus	↓	35	LinkedIn	↓
11	Twitter	↓	36	PayPal	↑
12	Facebook	↑	37	Booking.com	↑
13	Amazon	↓	38	Laya Healthcare	↓
14	L'Oréal Group	↑	39	Bank of Ireland	↓
15	Ryanair	↑	40	KPMG	↓
16	VHI Healthcare	↑	41	Irish Life	↓
17	Penneys (Primark)	↓	42	Ferrero	↑
18	Pfizer	↑	43	AIB	↓
19	Jameson - Irish Distillers	↓	44	Johnson & Johnson	↓
20	Airbnb	↑	45	Deloitte	↑
21	Coca-Cola HBC	↑	46	Lidl	↑
22	Sky	↑	47	Tesco	↓
23	Activision Blizzard	↑	48	RSA Ireland	↓
24	Samsung	↑	49	Dunnes Stores	→
25	Adobe	↓	50	Dell Technologies	↑



Top 50 with Law Students 2022

1	A&L Goodbody	→	26	AIB	↓
2	Department of Justice and Equality	↑	27	Morgan Stanley	↑
3	Arthur Cox	↓	28	Ronan Daly Jermyn	↓
4	Matheson	→	29	Ryanair	↑
5	Google	→	30	Department of Education/Teaching	↓
6	William Fry	↑	31	Twitter	↑
7	McCann FitzGerald	↓	32	EY (Ernst & Young)	→
8	Department of Foreign Affairs and Trade	→	33	Deloitte	↓
9	Apple	→	34	Johnson & Johnson	↑
10	Department of Defence	→	35	Department of Business, Enterprise and Consumer Affairs	↓
11	Hayes Solicitors	→	36	Deutsche Bank	↑
12	Mason Hayes & Curran	↑	37	Bank of America	↑
13	Microsoft	↑	38	Jameson - Irish Distillers	↓
14	Goldman Sachs	↓	39	Grant Thornton	↑
15	J.P. Morgan	↑	40	Paddy Power	↑
16	KPMG	↑	41	PwC	↓
17	Aer Lingus	↑	42	Maples and Calder	↑
18	RTE	↓	43	Penneys (Primark)	↑
19	Health Service Executive (HSE)	↑	44	Fieldfisher	↓
20	Department of Communications, Clir and Media	↓	45	Ulster Bank	↑
21	Amazon	↑	46	Samsung	↑
22	Central Bank of Ireland	↑	47	LK Shields	→
23	Facebook	↓	48	Irish Aviation Authority	↑
24	Eversheds Sutherland	↓	49	Beauchamps	↓
25	Bank of Ireland	↑	50	McKinsey & Company	↓



Top 50 with Health & Medicine Students 2022

1	Health Service Executive (HSE)	→	26	Microsoft	↑
2	Pfizer	→	27	Coca-Cola HBC	↑
3	Johnson & Johnson	→	28	Irish Life	↓
4	VHI Healthcare	→	29	L'Oréal Group	↑
5	Boston Scientific	→	30	Penneys (Primark)	↑
6	Google	↑	31	Civil Service	↓
7	Abbott	↑	32	PepsiCo	↑
8	Laya Healthcare	↓	33	Ryanair	↑
9	GlaxoSmithKline (GSK)	↑	34	Dunnes Stores	↑
10	Novartis	↓	35	Amazon	↑
11	Boots	↑	36	Jameson - Irish Distillers	↓
12	MSD	→	37	Facebook	→
13	Apple	↑	38	Airbnb	↑
14	Department of Education/Teaching	↓	39	ALDI	↑
15	AbbVie	↓	40	An Garda Síochána	↓
16	Medtronic	↓	41	PwC	↑
17	Kerry Group	↑	42	Siemens	↑
18	Glanbia	↓	43	RTE	↓
19	Regeneron	↓	44	Ferrero	↑
20	Bristol Myers Squibb	↑	45	HEINEKEN	↓
21	Nestlé	↑	46	Intel	↑
22	Roche	↑	47	Deloitte	↑
23	Aer Lingus	↑	48	Samsung	↓
24	Dairygold	→	49	Twitter	↓
25	Stryker	↓	50	Enterprise Ireland	↑



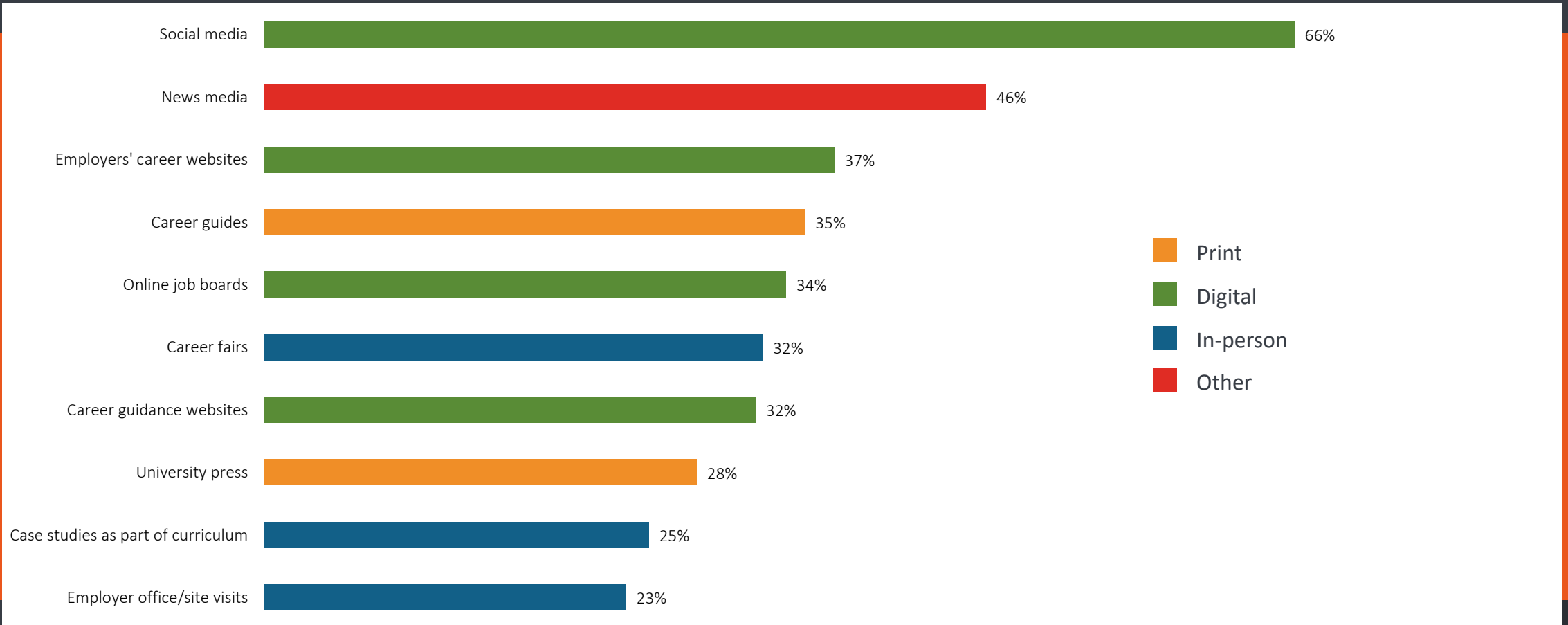
The slide features a dark blue background with several large, overlapping, semi-transparent circular shapes. Two prominent orange curved lines, resembling thick brackets or decorative arcs, are positioned on the left and right sides of the central text. The text is centered and reads:

Some Insights from the Student Research 2022

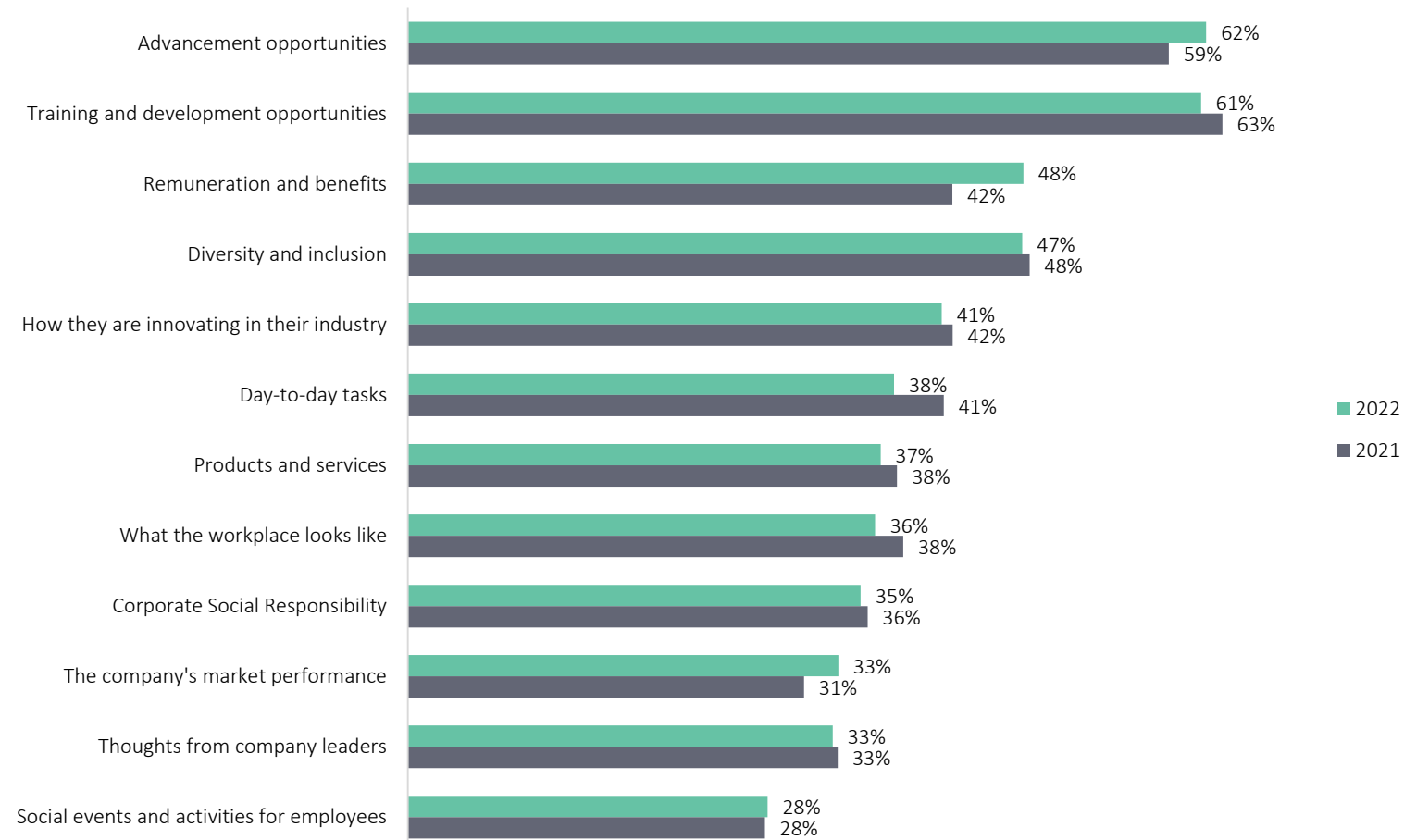


Student Preferences: Communication

Most Used Channels to Learn about Employers in Ireland



Topics Students want to read about in your Careers Content





Post-Pandemic & the Lure of International Business

Is there a shift back to global corporations?

52%

Of Irish
Students would
prefer to work
for an Irish co.

This represents
a reduction
from 58% in
2021

+63

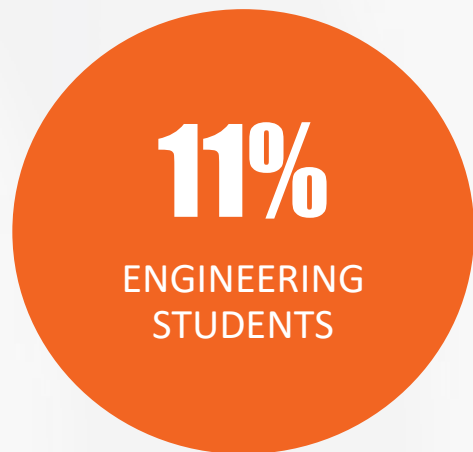
The cumulative ranking movement of non-indigenous Irish International companies in the Top 50 for Business Students

-33

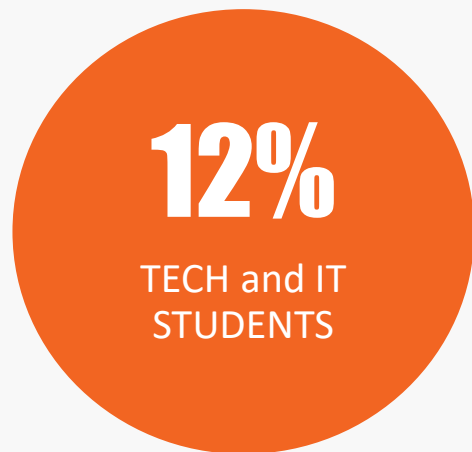
The cumulative ranking movement of indigenous Irish founded companies in the Top 50 for Business Students



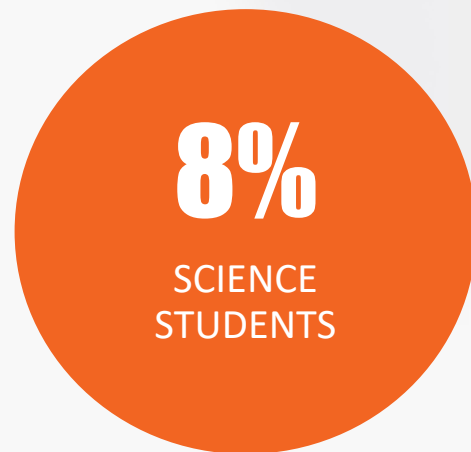
Increasing Salary expectations



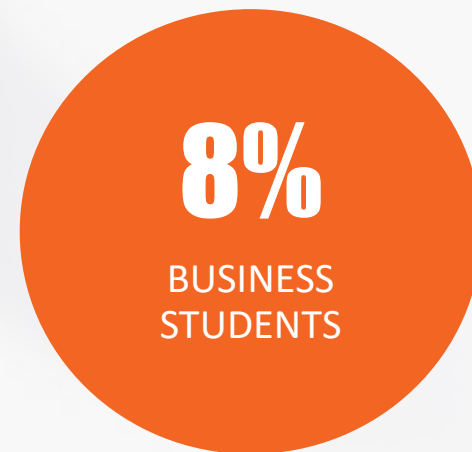
€42,222



€41,183



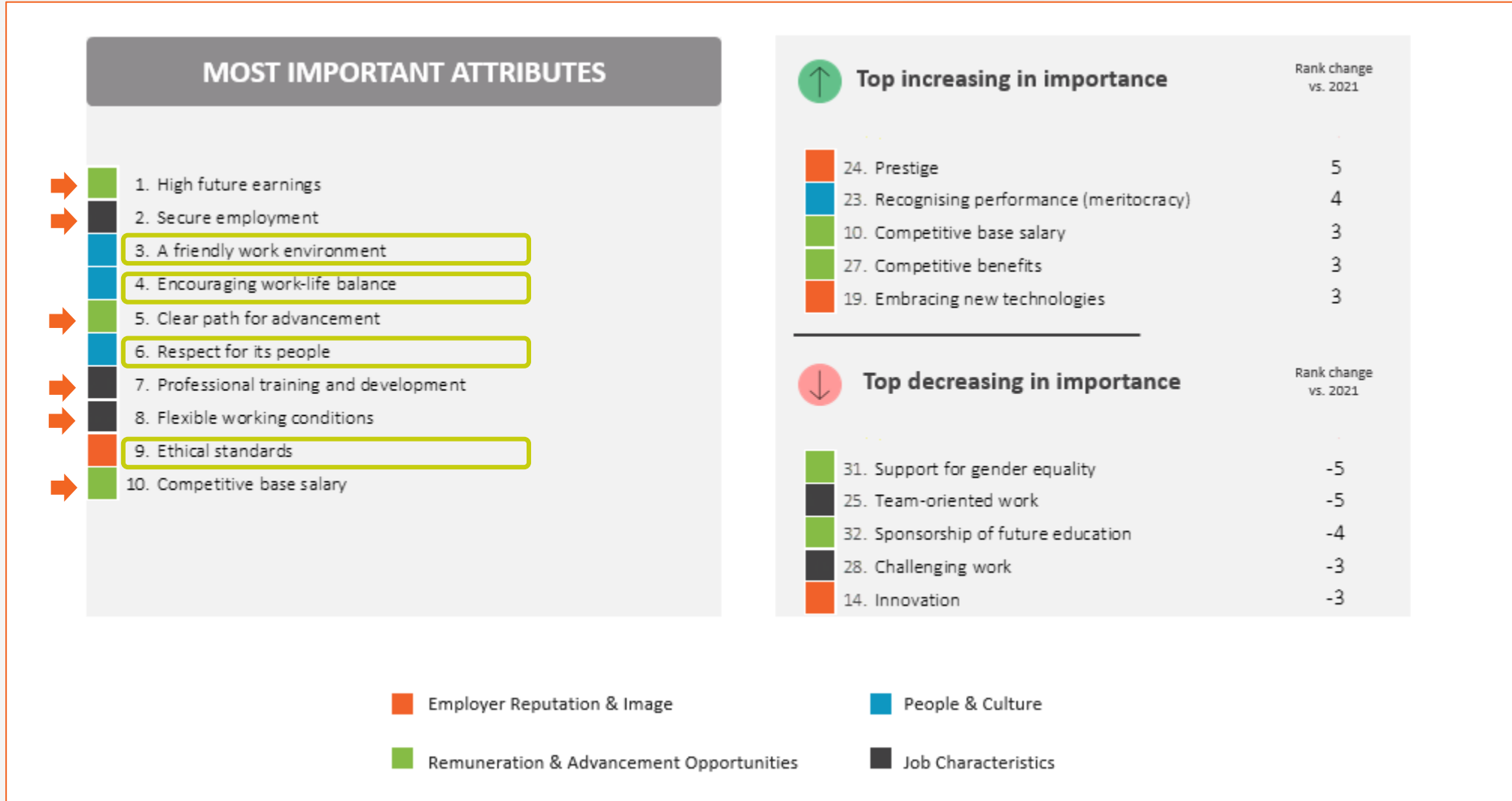
€38,632



€37,838



Changes in Preferences

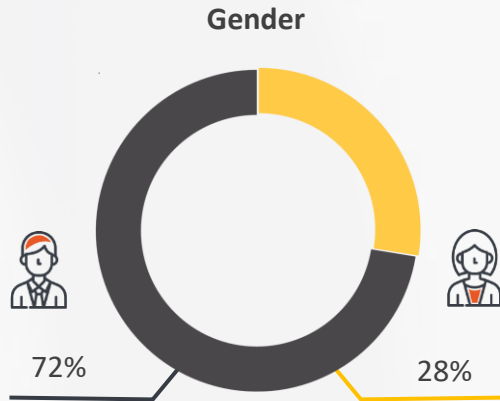




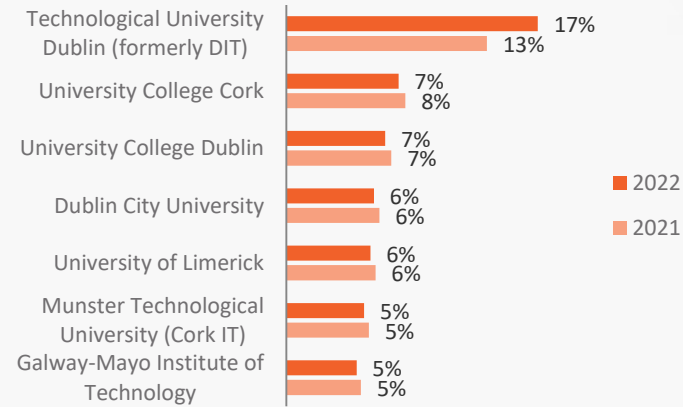
Tech Talent Trends 2022



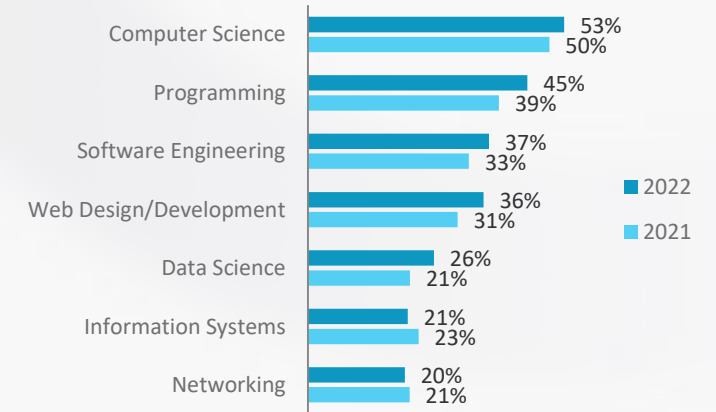
Tech Students in Ireland



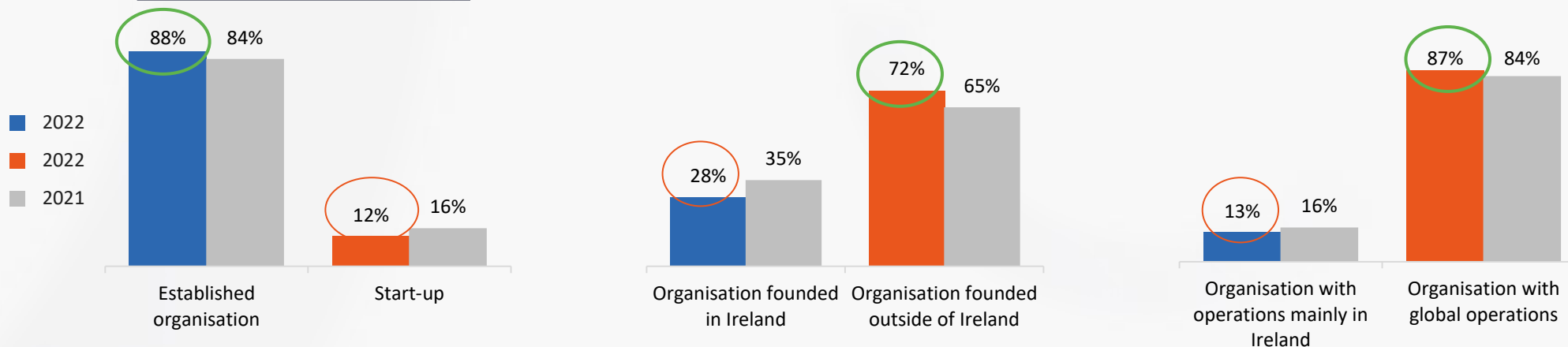
Universities



Areas of study



Where do they want to work?



What Matters Most to Tech Talent in 2022

MOST IMPORTANT ATTRIBUTES

- 1. High future earnings
- 2. Encouraging work-life balance ↑
- 3. A friendly work environment ↓
- 4. Flexible working conditions ↑
- 5. Secure employment ↓
- 6. Competitive base salary ↑
- 7. Professional training and development
- 8. Embracing new technologies ↑
- 9. Respect for its people
- 10. Clear path for advancement ↓

11. Innovation ↓

Innovation

2020 – ranked 6
 2021 – ranked 9
 2022 – ranked 11

↑ Top 5 increasing in importance

Rank change
vs. 2021

- 17. Competitive benefits 13
- 16. Market success 8
- 12. Ethical standards 7
- 33. Rapid promotion 5
- 24. Prestige 4

↓ Top 5 decreasing in importance

Rank change
vs. 2021

- 36. Opportunities to make a personal impact -11
- 22. Inspiring purpose -8
- 10. Clear path for advancement -7
- 21. Leaders who will support my development -6
- 23. Variety of assignments -6

Ethical Standards

2020 – ranked 26
 2021 – ranked 19
 2022 – ranked 12

Employer Reputation & Image

People & Culture

Remuneration & Advancement Opportunities

Job Characteristics



Differences in Desire: Men vs Women

MORE ATTRACTIVE TO WOMEN

Attributes	Ranking position	
	Women	Men
Support for gender equality	9	37
Commitment to diversity and inclusion	26	39
Ethical standards	6	18
Inspiring purpose	18	28
Sponsorship of future education	27	34

SIMILAR IMPORTANCE

Attributes	Ranking position	
	Women	Men
Competitive benefits	20	21
Flexible working conditions	4	5
Opportunities for international travel/relocation	11	12
Fast-growing/entrepreneurial	30	30
Leaders who will support my development	16	16

MORE ATTRACTIVE TO MEN

Attributes	Ranking position	
	Men	Women
Clear path for advancement	9	19
Competitive base salary	2	12
High performance focus	26	35
Prestige	20	29
Leadership opportunities	25	33

To find out more:



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Employer Brand Consulting
Talent Insights
Strategic EVP Development
Recruitment Marketing
Campus Engagement Campaigns