

Ireland's Most Attractive Employers 2023

Students Research 2023

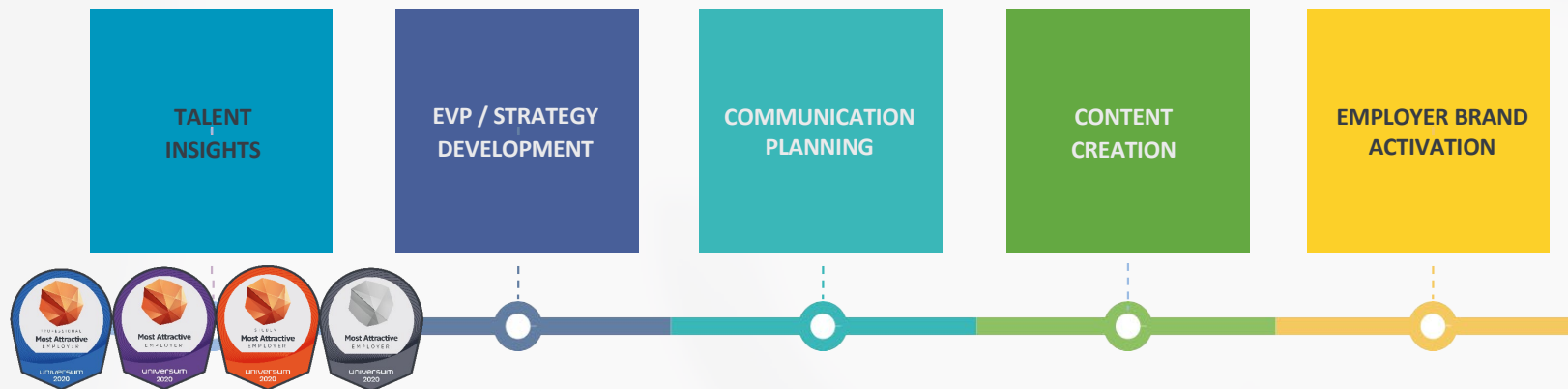




Who are Universum?

We are the world's leading *data-driven, insight-led*
Employer Branding Agency

*Helping organizations secure the best results
through every stage of their employer branding journey.*





Talent Insights via Annual Research



Austria



Belgium



Czech Republic



Denmark



Finland



France



Germany



Ireland



Italy



Kazakhstan



Netherlands



Norway



Poland



Portugal



Russia



Spain



Sweden



Switzerland



Turkey



UK



Argentina



Brazil



Canada



Chile



Colombia



Mexico



USA



Philippines



Australia



Singapore



China



South Korea



Hong Kong



Taiwan



India



Thailand



Japan



Egypt



Saudi Arabia



South Africa



UAE

**Over 1.4 million students & professionals
took the 2022 Talent Survey**

Ireland's Student Survey 2023

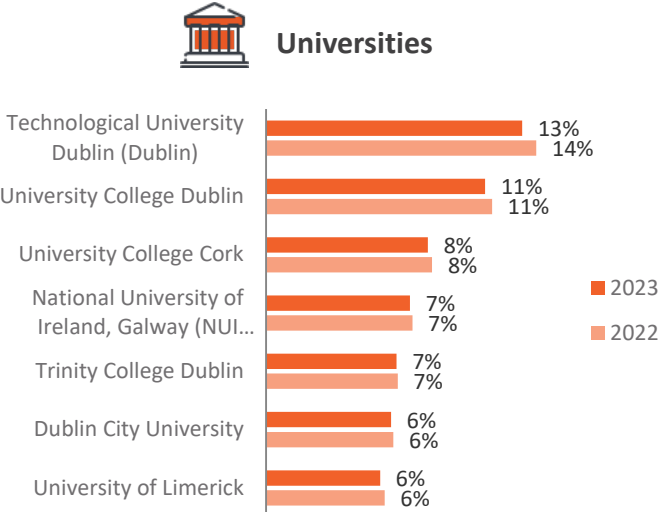
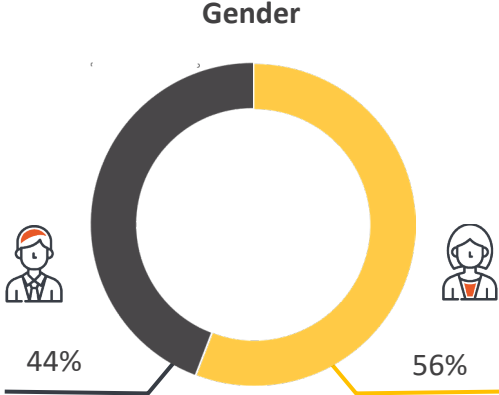
8,823 students from 26 third level institutions and 173 different areas of study shared their views on career aspirations and employers

Total number of Respondents:

8,823 Students



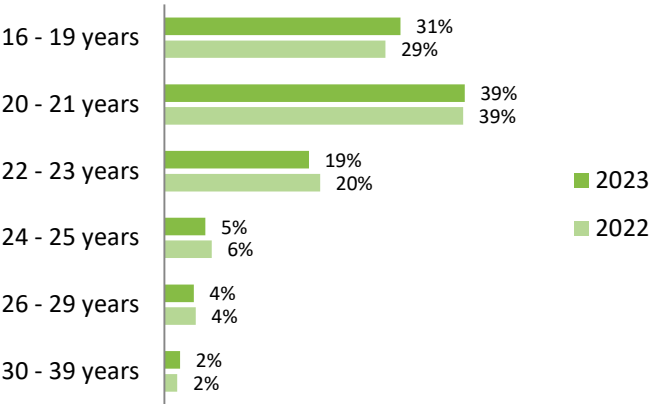
Student profile



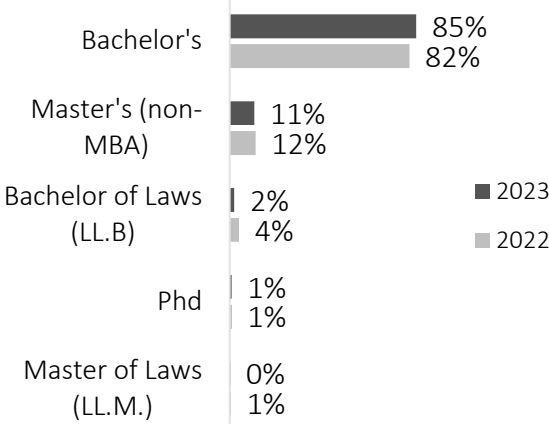
Career profiles

1. Balance-Seeker (32%)
2. Globe-Trotter (18%)
3. Go-Getter (18%)
4. Change-Maker (17%)
5. Ground-Breaker (15%)

Age



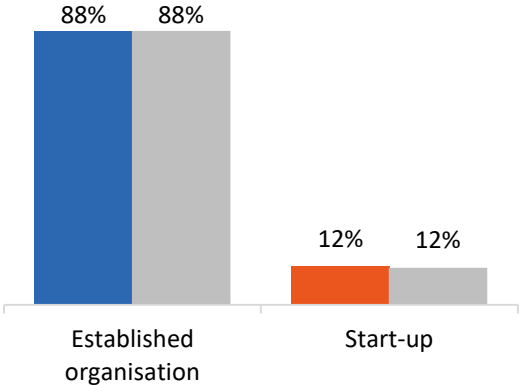
Degree



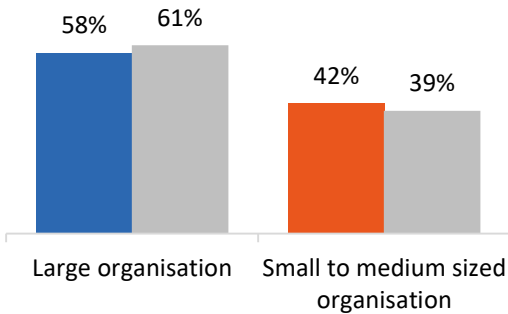


Where do students prefer to work?

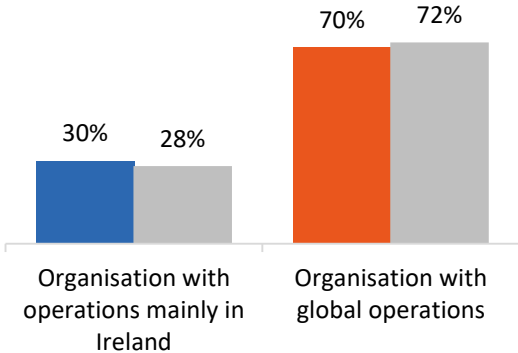
Organisational maturity



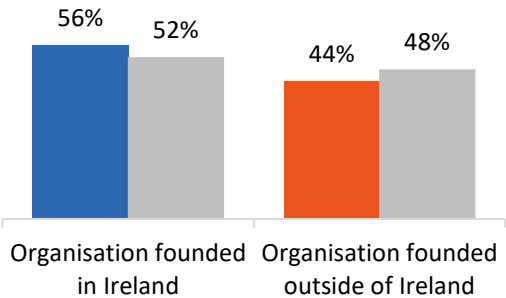
Size



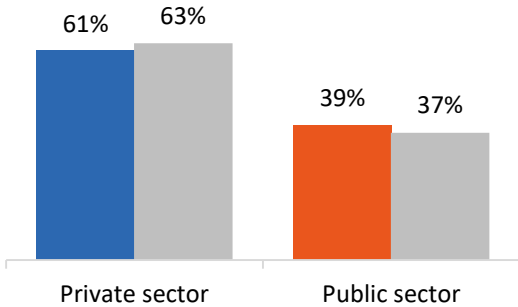
Operations



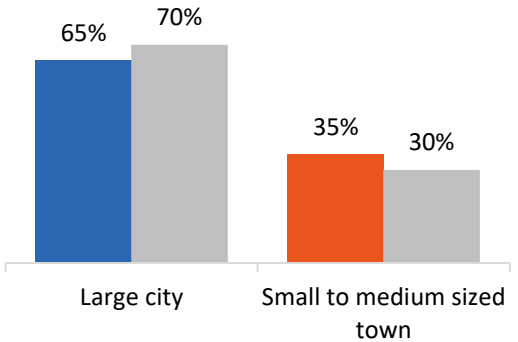
Origin



Sector



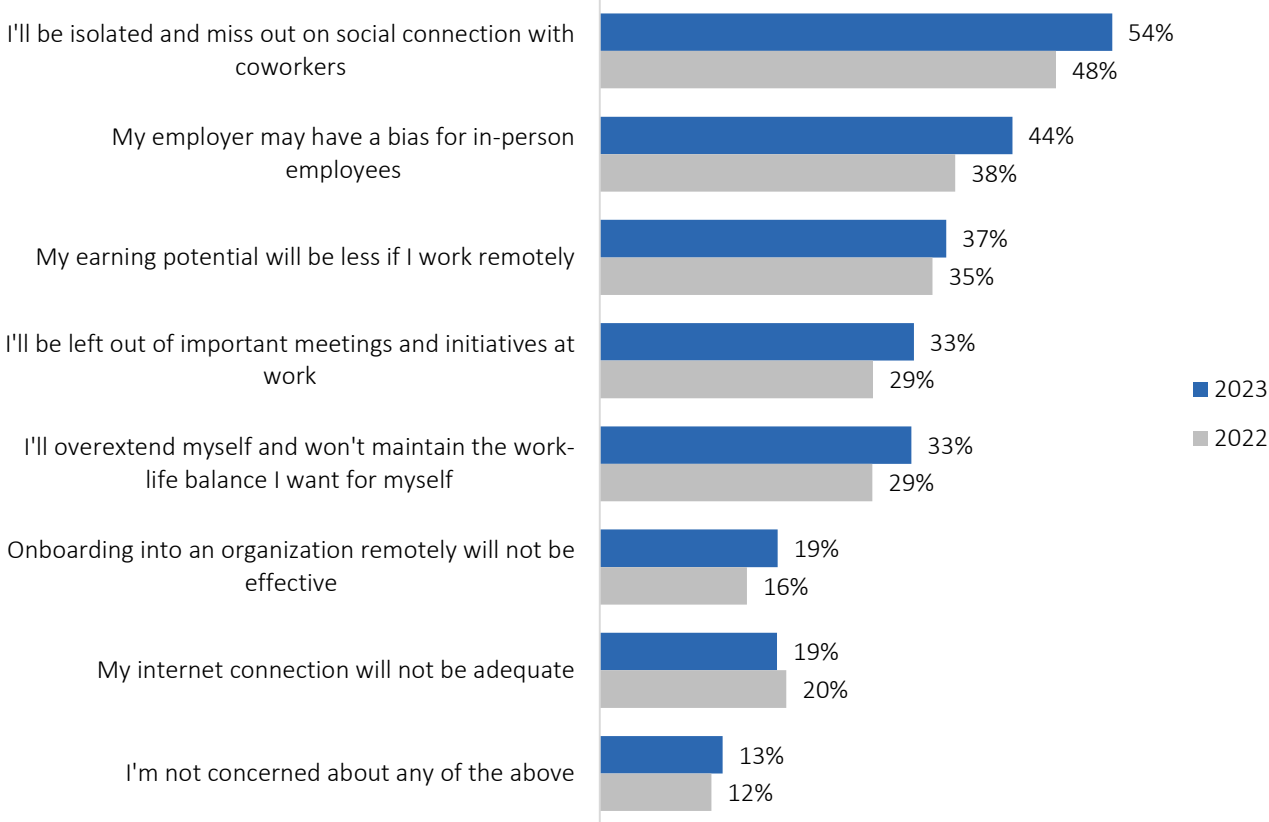
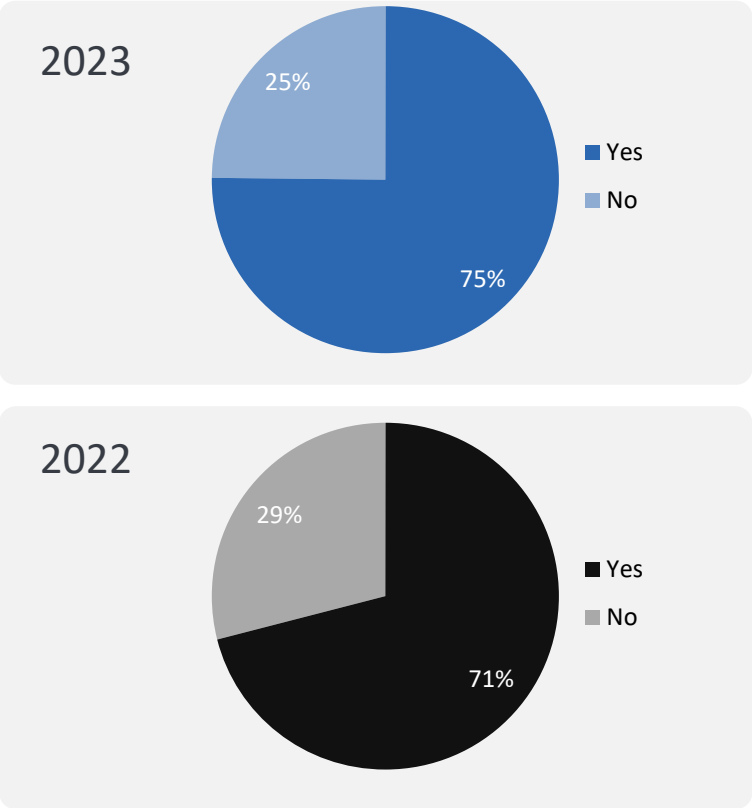
Location



? • If you have to choose one, where would you prefer to work?

The impact of remote work on talent

Proportions of those interested in remote work



• I'm interested in remote work opportunities.
 • Which of the following would you be concerned about with regards to remote work opportunities?

• These are the opinions of respondents interested in remote work opportunities.



How have talent preferences changed year on year?

MOST IMPORTANT ATTRIBUTES	
1. High future earnings	Remuneration & Advancement Opportunities
2. Secure employment	Job Characteristics
3. A friendly work environment	People & Culture
4. Encouraging work-life balance	People & Culture
5. Clear path for advancement	Remuneration & Advancement Opportunities
6. Flexible working conditions	Job Characteristics
7. Respect for its people	People & Culture
8. Professional training and development	Job Characteristics
9. Ethical standards	Employer Reputation & Image
10. Competitive base salary	Remuneration & Advancement Opportunities

Top increasing in importance		Rank change vs. 2022
21. Attractive/exciting products and services	Employer Reputation & Image	5
18. Opportunities to make a personal impact	People & Culture	3
22. Team-oriented work	Job Characteristics	3
25. Competitive benefits	Remuneration & Advancement Opportunities	2
6. Flexible working conditions	Job Characteristics	2

Top decreasing in importance		Rank change vs. 2022
16. Inspiring leadership	Employer Reputation & Image	-4
24. Market success	Employer Reputation & Image	-4
27. Prestige	Employer Reputation & Image	-3
26. Recognising performance (meritocracy)	People & Culture	-3
36. Commitment to diversity and inclusion	People & Culture	-2

- Employer Reputation & Image
- People & Culture
- Remuneration & Advancement Opportunities
- Job Characteristics

• How important are each of these aspects to you? (5-point scale from Very important to Not important)

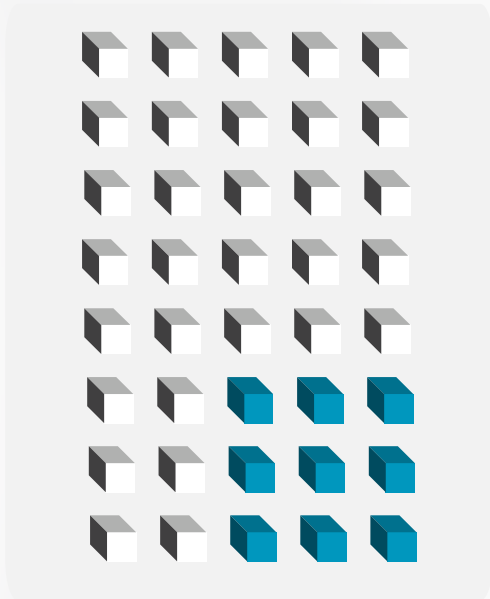
• Which of the following are most important to you? (Please select a maximum of 3 alternatives.)

• This is the attractiveness of the 40 attributes in relation to how important students think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

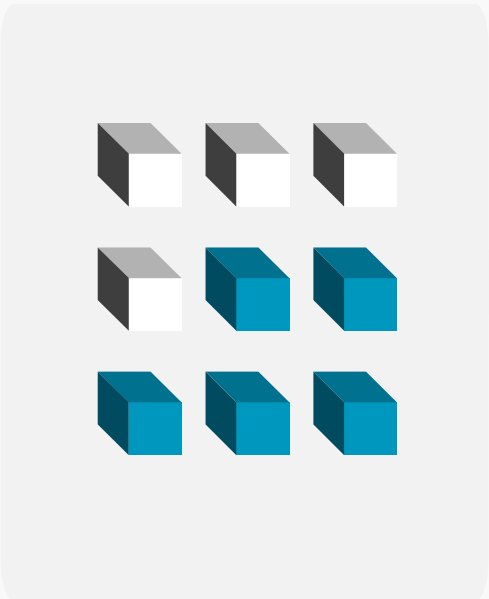


How we identify 'Ideal Employer' breakdowns

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

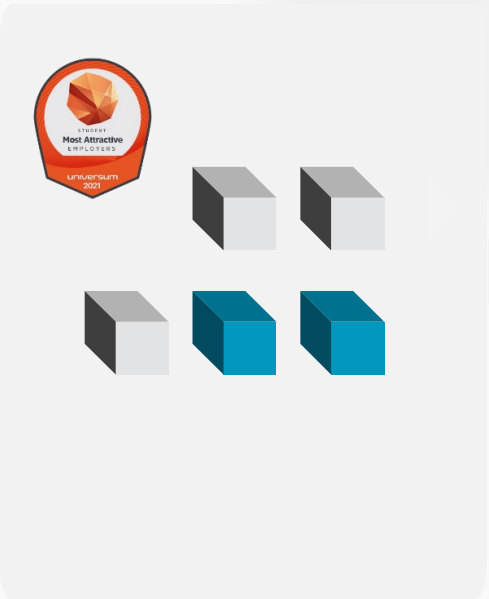


Considered Employer Ranking
(as many as applicable)



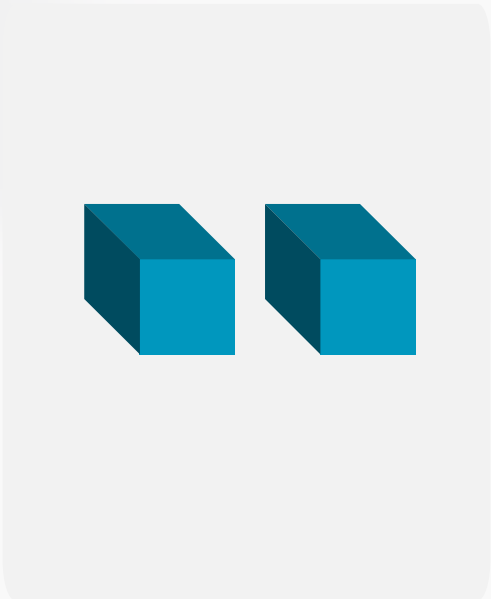
"Below is a list of companies and organisations. For which of these employers would you consider working?"

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 State of Employer Branding in 2023

Steve Ward
Head of Employer Branding
Solutions, UK & Ireland





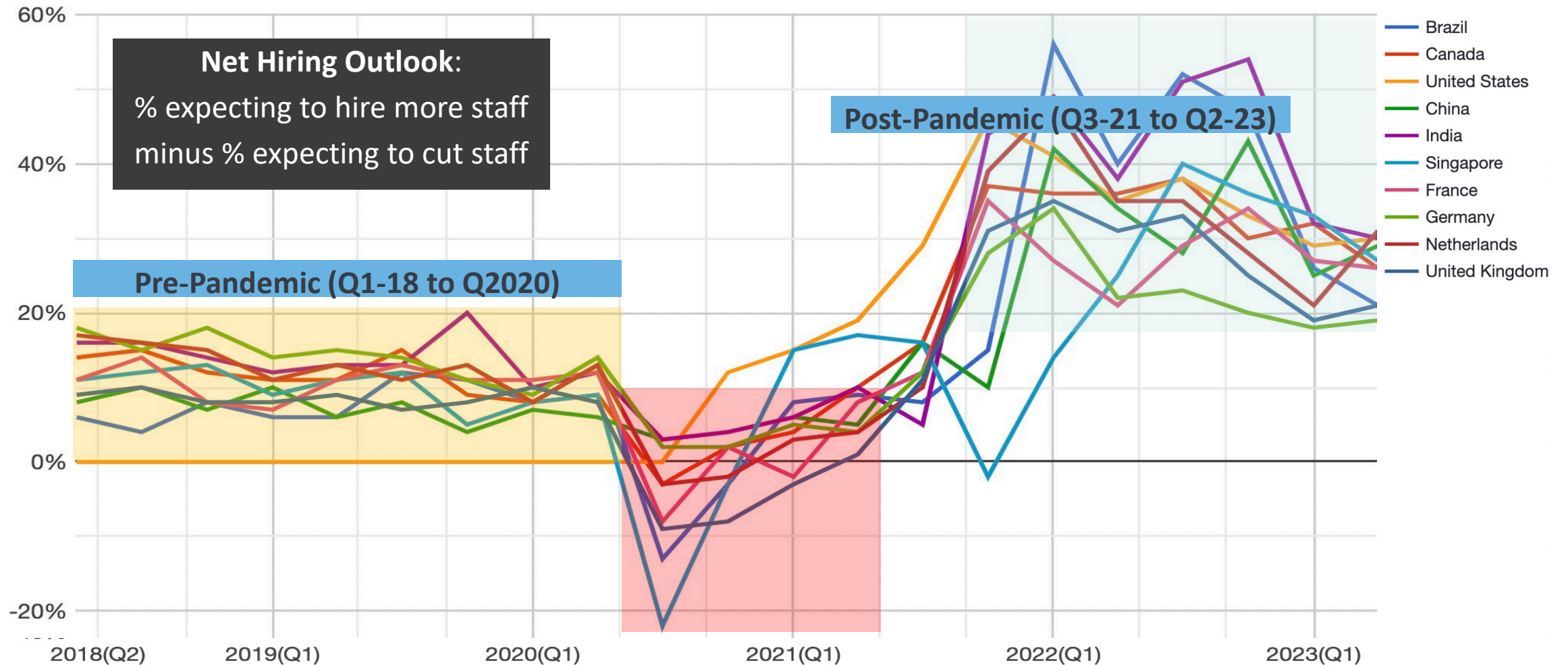
The challenges facing the market 2023

**No 1: Candidate Visibility is
getting challenging as trust is
eroding...**



Net Employment Outlook – 2018-2023

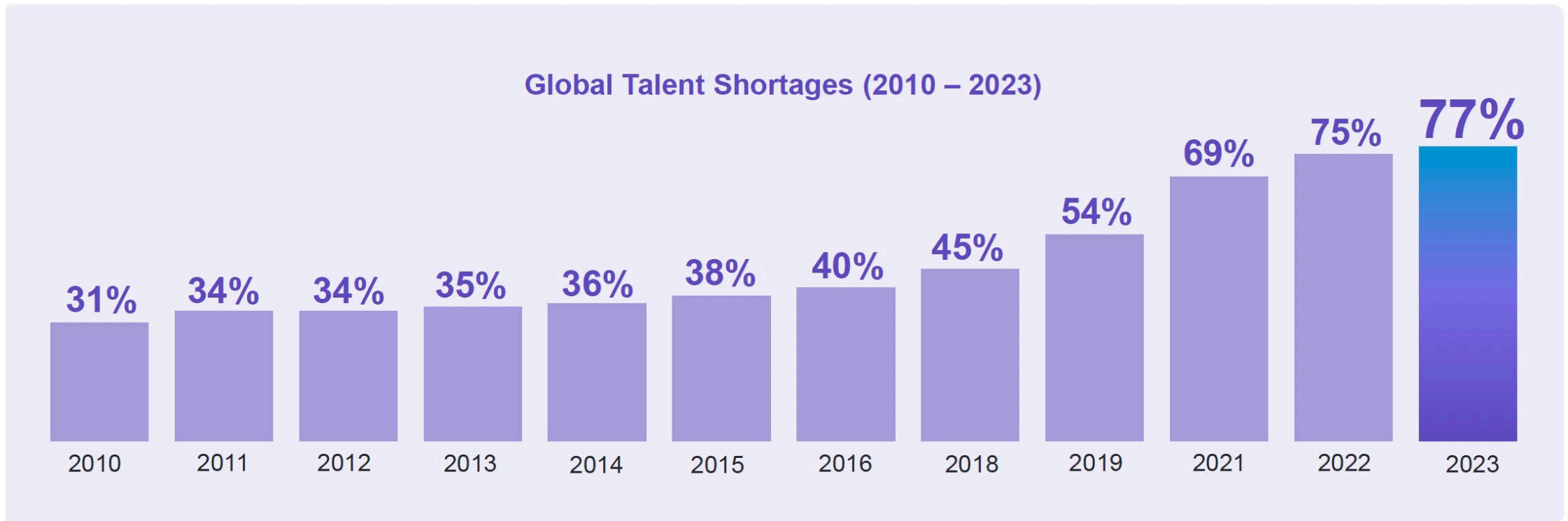
The Q2 Outlook has declined from the peak in 2022 but still c.10-15% higher on average than pre-pandemic.



Competition for Talent

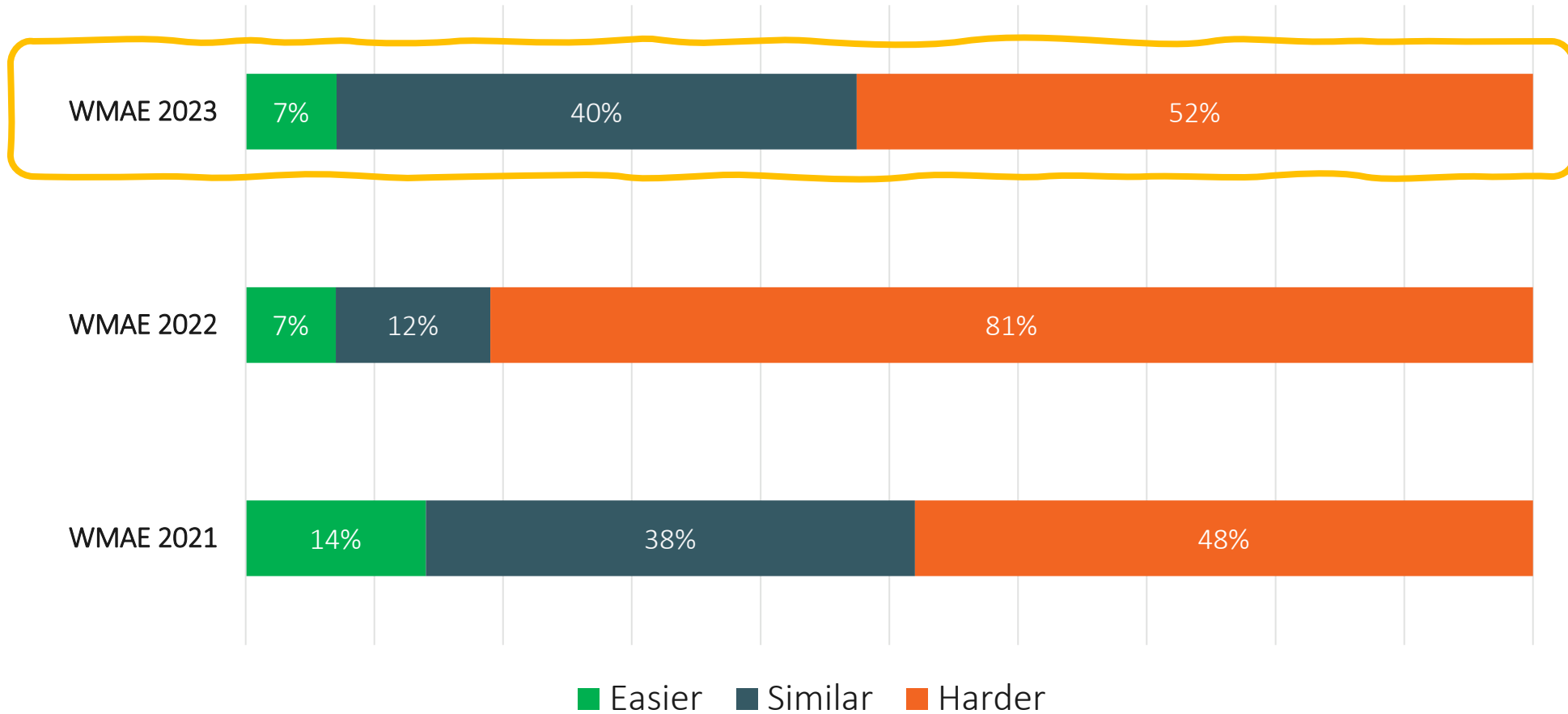
Global Talent Shortages Reach 17-Year-High

Nearly 4 in 5 employers globally report difficulty finding the talent they need in 2023, strengthening +2 percentage points year-over-year and more than double the difficulty in 2010 (31%).



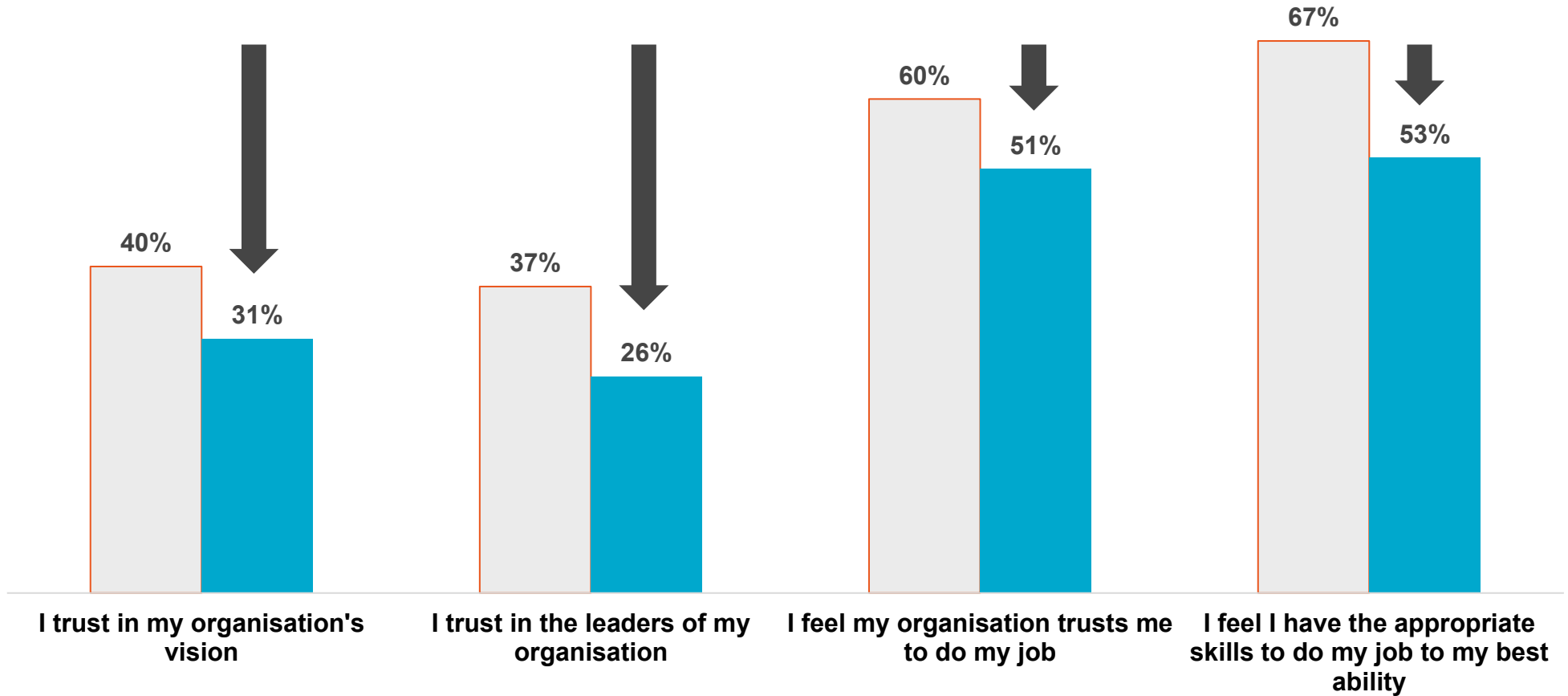
The hiring environment remains challenging

Do you expect the general hiring environment to get harder or easier over the next 12 months?



Source: EB Now Survey 2023 (WMAE = companies identified as the World's Most Attractive Employers)

Furthermore, the relationship is breaking down...





The challenges facing the market 2023

No 2: Intersecting with candidates in the right, or maybe wrong places



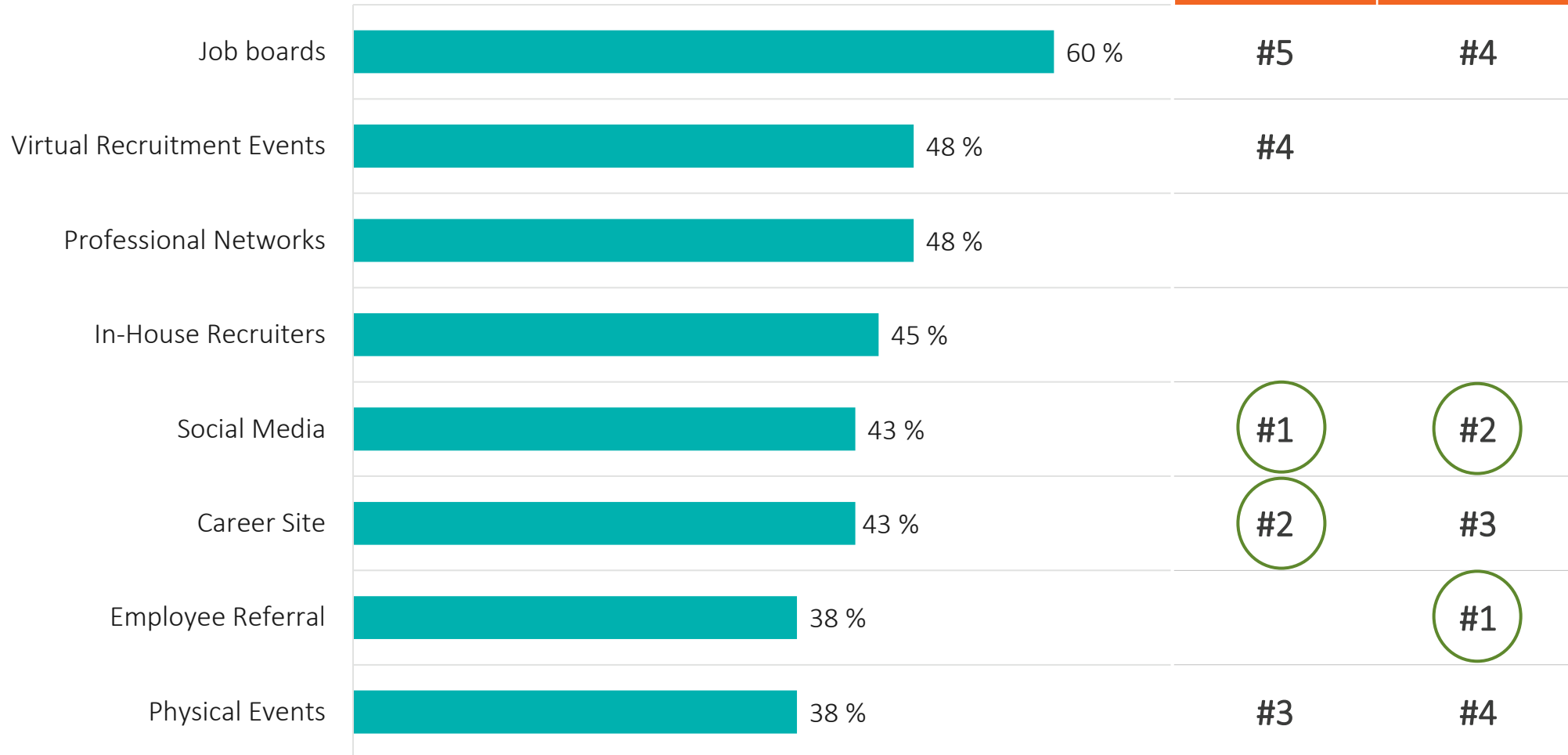
Recruitment Channel Investment

% planning to increase investment in the coming 12 months

Top 5 channels used by:

Students

Experienced

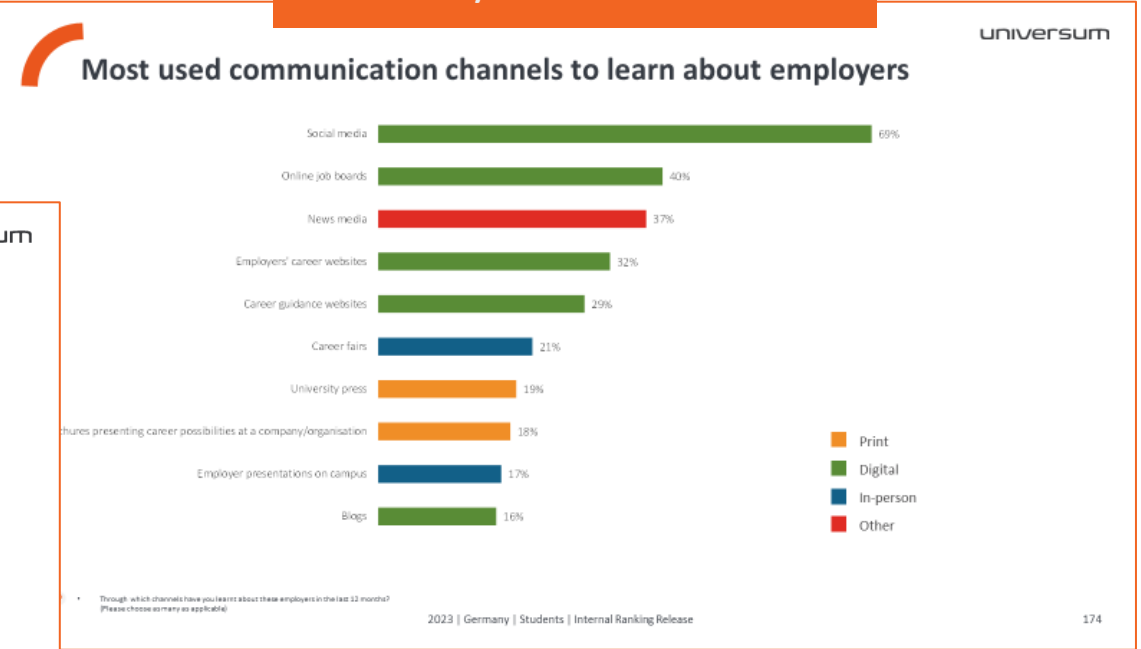
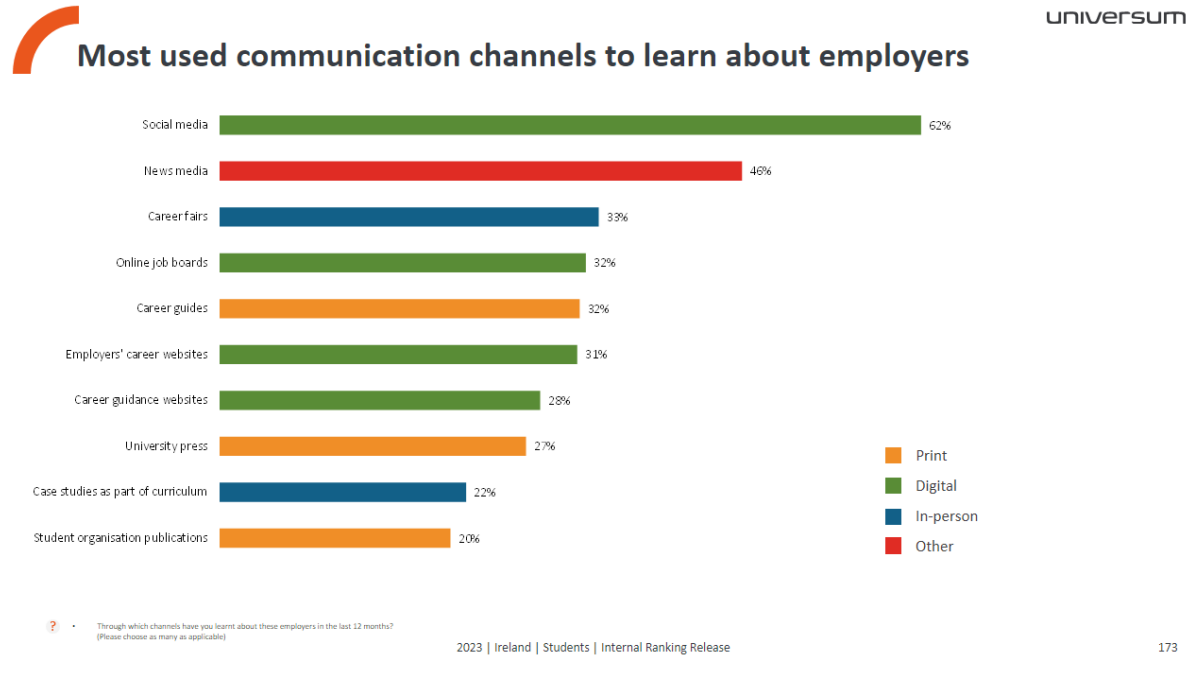


Source: EB Now Survey 2023 (WMAE = companies identified as the World's Most Attractive Employers)

Social Media engagement leads the way...

Ireland: 62% social media

Germany 69% social media





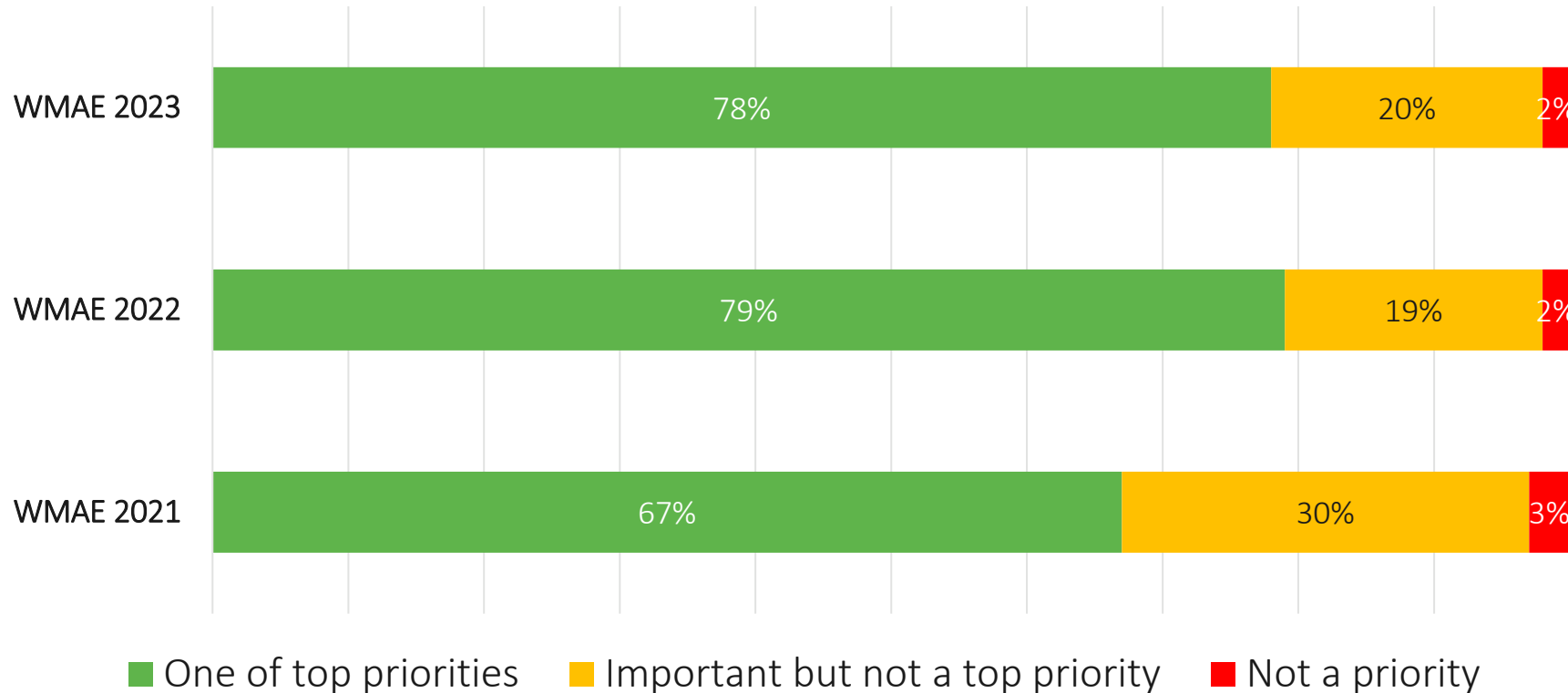
The challenges facing the market 2023

**No 3: The intent to be more
data driven...**



Employer Branding still a top priority

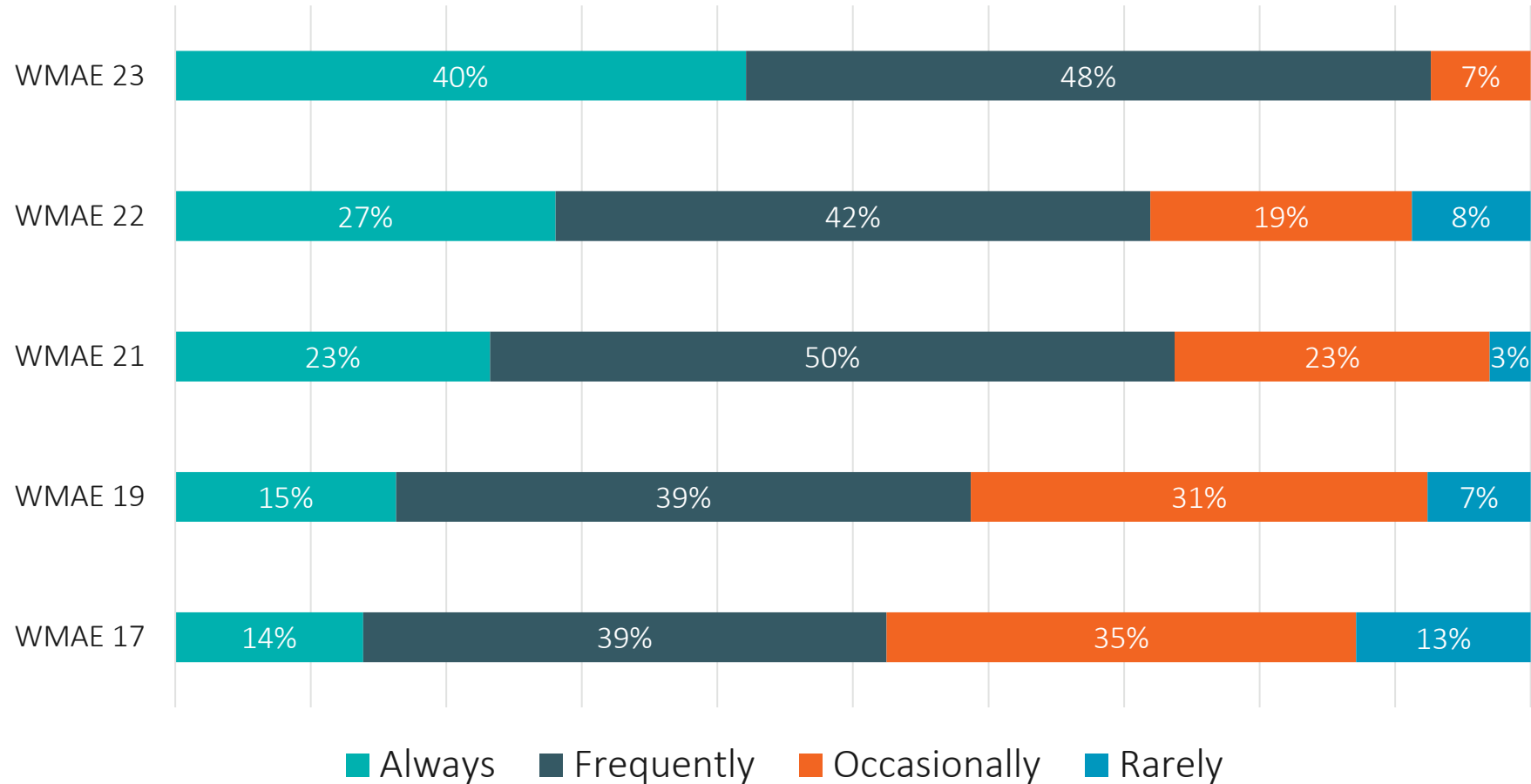
Where does employer branding rank among your organization's HR/talent management priorities?



Source: EB Now Survey 2023 (WMAE = companies identified as the World's Most Attractive Employers)

Data driven decision making is the desire

How often would you describe your employer brand marketing decisions as being data-driven?



Source: EB Now Survey 2023 (WMAE = companies identified as the World's Most Attractive Employers)

The Winners...!!

Student Research 2023



Most Attractive Employers 2023 as voted for by Business/Economics students:

1	Google	⇒
2	Apple	⇒
3	KPMG	⇒
4	PwC	↑
5	Microsoft	↓
6	J.P. Morgan	⇒
7	Deloitte	↓
8	EY (Ernst & Young)	↑
9	Goldman Sachs	↑
10	TikTok	New
11	Amazon	↓
12	Bank of Ireland	↑
13	Central Bank of Ireland	↑
14	L'Oréal Group	↑
15	Aer Lingus	↓
16	AIB	↓
17	Grant Thornton	↑
18	Bank of America	↑
19	Facebook	↓
20	Morgan Stanley	↓
21	Ryanair	↓
22	Coca-Cola HBC	↓
23	Intel	↑
24	Pfizer	↑
25	HEINEKEN	↓

26	Kerry Group	↑
27	Diageo	↓
28	RTE	↓
29	PepsiCo	↑
30	Airbnb	↓
31	Johnson & Johnson	↑
32	Penneys (Primark)	⇒
33	Deutsche Bank	↑
34	Accenture	↑
35	Twitter	↓
36	McKinsey & Company	↑
37	Samsung	↑
38	Zurich Insurance Group	↑
39	Glanbia	↓
40	Musgrave Group	↑
41	Enterprise Ireland	↑
42	Barclays	↑
43	Dell Technologies	↓
44	Department of Education/Teaching	↓
45	Boots	↑
46	LinkedIn	↓
47	Paddy Power	↓
48	Nestlé	↑
49	Irish Distillers	↓
50	Permanent TSB	↑



Most Attractive Employers 2023 as voted for by Engineering students:

1	Intel	→
2	Pfizer	↑
3	Google	↓
4	Apple	→
5	Boston Scientific	↑
6	Jacobs Engineering	↑
7	Microsoft	↓
8	Johnson & Johnson	→
9	Aer Lingus	→
10	Electricity Supply Board (ESB)	↑
11	Stryker	↓
12	Medtronic	→
13	Amazon	↑
14	Dell Technologies	↓
15	Ryanair	→
16	Arup	→
17	Samsung	↑
18	Irish Rail	↑
19	Siemens	↓
20	Irish Aviation Authority	→
21	Kingspan	↓
22	Civil Service	↑
23	GE - General Electric	↓
24	Abbott	→
25	IBM	↑

26	MSD	↓
27	Regeneron	→
28	Coca-Cola HBC	↑
29	Activision Blizzard	↓
30	Glenveagh Properties	New
31	Facebook	↓
32	Adobe	↑
33	HEINEKEN	↓
34	Schneider Electric	↓
35	AbbVie	↓
36	Kerry Group	↑
37	Hewlett Packard Enterprise	↓
38	Twitter	↑
39	Irish Distillers	↓
40	Deloitte	↑
41	Department of Education/Teaching	↑
42	TikTok	New
43	Oracle	↑
44	Accenture	↓
45	LinkedIn	↑
46	J.P. Morgan	↓
47	Eir	↑
48	Cisco Systems	↓
49	KPMG	↓
50	Enterprise Ireland	↑



Most Attractive Employers 2023 as voted for by Tech students:

1	Google	⇒
2	Apple	↑
3	Microsoft	↓
4	Intel	↑
5	Amazon	↓
6	Facebook	⇒
7	Dell Technologies	↑
8	Samsung	⇒
9	TikTok	New
10	Activision Blizzard	↑
11	Twitter	↑
12	IBM	↓
13	Adobe	↑
14	PayPal	↓
15	Accenture	↑
16	Oracle	↓
17	Workday	New
18	SAP	↑
19	J.P. Morgan	↑
20	LinkedIn	↑
21	Cisco Systems	↓
22	Pfizer	↓
23	EY (Ernst & Young)	↑
24	Ericsson	↑
25	Salesforce	↓

26	RTE	↑
27	Deloitte	↓
28	Aer Lingus	↑
29	Sky	↑
30	PwC	↑
31	Johnson & Johnson	↑
32	AIB	↓
33	Boston Scientific	↓
34	eBay	↓
35	Vodafone	↑
36	KPMG	↓
37	An Garda Síochána	↑
38	Coca-Cola HBC	↑
39	Huawei	↓
40	Health Service Executive (HSE)	↑
41	PepsiCo	↑
42	Bank of Ireland	↓
43	Airbnb	↓
44	Department of Education/Teaching	↑
45	Hewlett Packard Enterprise	↓
46	Ryanair	↓
47	Bank of America	↓
48	Irish Aviation Authority	↑
49	Penneys (Primark)	↑
50	Central Bank of Ireland	↓



Most Attractive Employers 2023 as voted for by Science students:

1	Pfizer	→
2	Johnson & Johnson	→
3	Boston Scientific	→
4	Glanbia	↑
5	Health Service Executive (HSE)	↓
6	Google	→
7	MSD	↑
8	Regeneron	↑
9	Kerry Group	↓
10	Intel	↑
11	Microsoft	↑
12	Abbott	↑
13	Apple	↑
14	Dairygold	↓
15	Department of Education/Teaching	↓
16	Stryker	↑
17	Medtronic	→
18	VHI Healthcare	↑
19	Bristol Myers Squibb	↑
20	GlaxoSmithKline (GSK)	↓
21	AbbVie	↓
22	Coca-Cola HBC	↓
23	An Garda Síochána	↑
24	Irish Distillers	↓
25	Novartis	↓

26	HEINEKEN	↑
27	PepsiCo	→
28	L'Oréal Group	↓
29	Laya Healthcare	↑
30	Civil Service	↑
31	Aer Lingus	↑
32	Diageo	→
33	Deloitte	↑
34	RTE	↑
35	Jacobs Engineering	↑
36	Amazon	↑
37	KPMG	↑
38	Roche	↓
39	Boots	↑
40	Dell Technologies	↓
41	IBM	↑
42	Irish Aviation Authority	↓
43	Samsung	↓
44	TikTok	New
45	Procter & Gamble (P&G)	↑
46	Siemens	↑
47	Electricity Supply Board (ESB)	↑
48	Bank of Ireland	↑
49	Ryanair	↓
50	Accenture	↑



Most Attractive Employers 2023 as voted for by other student groups:



Humanities, Social Science & Education

1	Department of Education/Teaching	⇒
2	Google	⇒
3	RTE	⇒
4	Health Service Executive (HSE)	⇒
5	TikTok	New
6	Apple	↓
7	Civil Service	↓
8	Microsoft	⇒
9	An Garda Síochána	↓
10	Virgin Media	↓
11	Aer Lingus	↓
12	Adobe	↑
13	L'Oréal Group	↑
14	Penneys (Primark)	↑
15	Ryanair	⇒
16	Twitter	↓
17	VHI Healthcare	↓
18	Facebook	↓
19	Amazon	↓
20	An Post	↑
21	HEINEKEN	↑
22	Pfizer	↓
23	Dunnes Stores	↑
24	LinkedIn	↑
25	Airbnb	↓

Health & Medicine

1	Health Service Executive (HSE)	⇒
2	Pfizer	⇒
3	VHI Healthcare	↑
4	Johnson & Johnson	↓
5	Laya Healthcare	↑
6	Boston Scientific	↓
7	Boots	↑
8	Medtronic	↑
9	Abbott	↓
10	Department of Education/Teaching	↑
11	Google	↓
12	Apple	↑
13	MSD	↓
14	GlaxoSmithKline (GSK)	↓
15	Novartis	↓
16	AbbVie	↓
17	Regeneron	↑
18	Irish Life	↑
19	Stryker	↑
20	Civil Service	↑
21	Nestlé	⇒
22	Bristol Myers Squibb	↓
23	TikTok	New
24	Kerry Group	↓
25	An Garda Síochána	↑

Law

1	A&L Goodbody	⇒
2	Arthur Cox	↑
3	Matheson	↑
4	Department of Justice and Equality	↓
5	William Fry	↑
6	Google	↓
7	McCann FitzGerald	⇒
8	Apple	↑
9	Hayes Solicitors	↑
10	J.P. Morgan	↑
11	Department of Defence	↓
12	Microsoft	↑
13	Mason Hayes & Curran	↓
14	Department of Foreign Affairs and Trade	↓
15	Amazon	↑
16	Goldman Sachs	↓
17	Eversheds Sutherland	↑
18	Facebook	↑
19	Deloitte	↑
20	RTE	↓
21	Ronan Daly Jermyn	↑
22	KPMG	↓
23	EY (Ernst & Young)	↑
24	Aer Lingus	↓
25	Department of Business, Enterprise and Innovation	↑



To find out more:



Steve Ward
Head of Employer Branding Solutions, UK & Ireland
Steve.Ward@universumglobal.com



Rosemary Haughey
Employer Branding Consultant
Rosemary.Haughey@universumglobal.com



universum