



The salary squeeze

Totaljobs

An employer's guide to navigating the rising cost of living



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Executive summary



The squeeze on workers' living standards is already severe. A substantial majority of employees say they have not had a pay rise, or their pay has risen by less than inflation. For many, their salary does not cover basic living costs. This presents a somewhat more pessimistic picture than that shown in [official statistics](#), which show real wages roughly flat over the last year. Some lower-paid workers will also have lost out from cuts to Universal Credit.

Looking forward, a substantial majority of workers expect their pay to shrink in real terms. The most pessimistic workers are those in social care, healthcare and the public sector, where expectations of pay increases are low, with very few workers expecting pay to rise by more than **5%**. Workers on higher incomes are somewhat more optimistic than lower paid workers, so inequality may be set to rise.

Meanwhile, a third of employers say that they have put up pay by more than **5%**, considerably higher than the figure for employees. It's unclear what explains this perception gap, but this points to a misalignment in regard to communication and feedback between employers and staff.

Similarly, employers expect to increase pay by more than employees expect them to – with almost half planning to raise salaries by more than **5%**. Whether this materialises now that it seems certain inflation is going to be even higher than expected will be a key question for the year ahead."



Jonathan Portes,
Professor of Economics and Public Policy,
King's College London



This research illustrates that everyone is feeling the pinch of the rising cost of living, to the extent that some are looking to move jobs for one that provides them with more financial security. It's clear that the cost of living is having an impact on businesses and their staff.

We'd encourage employers to acknowledge the situation we're in and have open conversations with their staff about financial wellbeing and remuneration. Now is the time to consider more holistic job offers that cater to the individual needs of candidates, especially for those hit hardest by the rise in everyday living costs. Such offers will be vital in retaining and attracting talent for the foreseeable future – which you'll read more about at the end of this report."

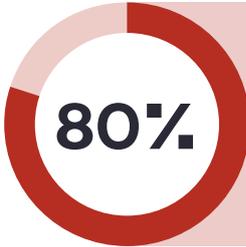
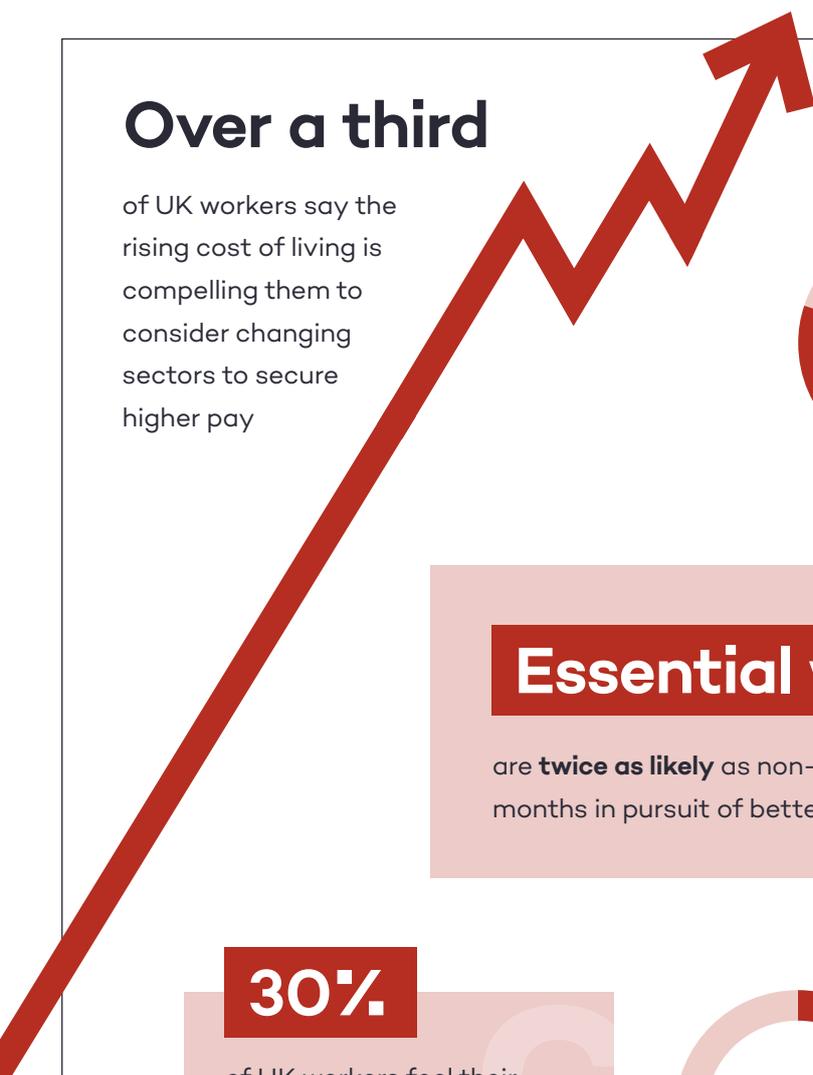


Jon Wilson,
CEO of Totaljobs

Key findings

Over a third

of UK workers say the rising cost of living is compelling them to consider changing sectors to secure higher pay

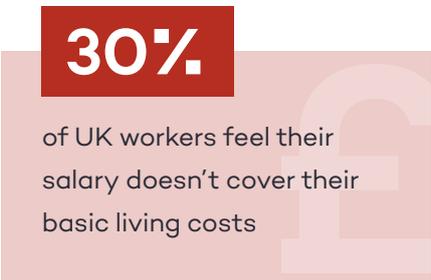


80%

of employers are concerned about the rising cost of living, alongside 77% of UK workers

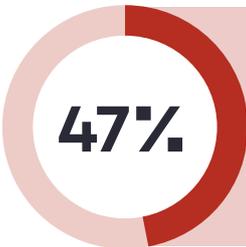
Essential workers

are **twice as likely** as non-essential workers to have left their job in recent months in pursuit of better pay in a different sector (**10%** versus **5%**)



30%

of UK workers feel their salary doesn't cover their basic living costs



47%

of UK workers consider themselves to be living 'payslip to payslip'

29 out of 40 sectors

have fallen behind the rate of inflation in their salary increases over the last year*



90%

of UK workers have experienced rising work-related costs in the last year



*Salary data was extracted from job postings from 40 sectors, comparing February 2021 figures to February 2022. Total sample size of 3,135,461 job postings.

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State of play

Money is on the minds of employers and employees alike, following the news that inflation in the UK has reached a 30-year high. Many experts, including those at the Bank of England, expect the inflation rate of **5.5%** (the most recent figure cited from [January 2022](#)) to rise further once the energy price cap is lifted - with [projections of a peak of 7.25%](#). With inflation rising faster than salaries, this leaves employees feeling the squeeze, as the purse strings of employer budgets are pulled tight while recovery from the Covid-19 pandemic is ongoing.

The pay packet pendulum isn't expected to swing back into employees' favour any time soon. In fact, one projection from The Institute for [Fiscal Studies](#) estimates the average UK worker will be around £13,000 worse off annually by the middle of the 2020s. And it's not only higher inflation businesses, staff and jobseekers have to contend with - a rise in National Insurance contributions is imminent, which will see staff and employers hit by higher tax bills.

Although the National Living Wage will also rise this year, many people remain concerned about the real value of the money in their pocket once rising costs are taken into account. It's the lowest-income families who will bear the brunt of this. Our research shows that **80%** of people from lower socioeconomic backgrounds are concerned about rising living costs compared to **74%** of those from more privileged backgrounds. [The Resolution Foundation](#) suggests that living costs, such as food and housing bills, make up twice the proportion of a lower income family's monthly expenditure compared to the highest earners. With this, economists predict that average weekly earnings after tax are set to fall in real terms, as a result of high inflation sapping spending power.

Meanwhile, job vacancies in the UK remain incredibly high and the employment rate is also strong. But



while labour shortages continue to be a top challenge for employers to overcome, it's the [high inflation rate that UK businesses pinpoint as the top factor set to impact today's labour market](#). At the moment, the [majority of people \(62%\) are satisfied with the role they're currently in](#), and employers are left to try to encourage them to make the leap into a new role, while having limited budgets to recruit and compensate them.

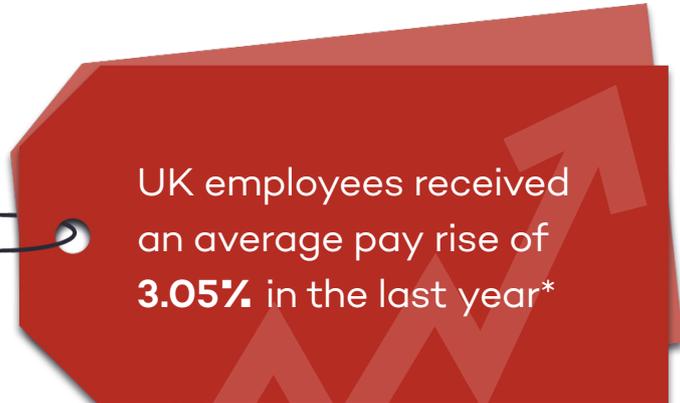
With employers and staff feeling the squeeze from rising living costs, Totaljobs has worked alongside Professor of Economics and Public Policy, Jonathan Portes, to uncover the impact already being felt when it comes to salaries, and the steps successful employers are already taking in order to do their bit to support staff at a time when we're all feeling the crunch. We'll also analyse the potential of Government policy and how this could alter the playing field. As always, we'll be taking a deep-dive into the implications this research has for the recruitment and retention strategies of UK employers, offering solutions and advice along the way - all of which is embedded in the insights we've uncovered.

The highs and lows of salary trends

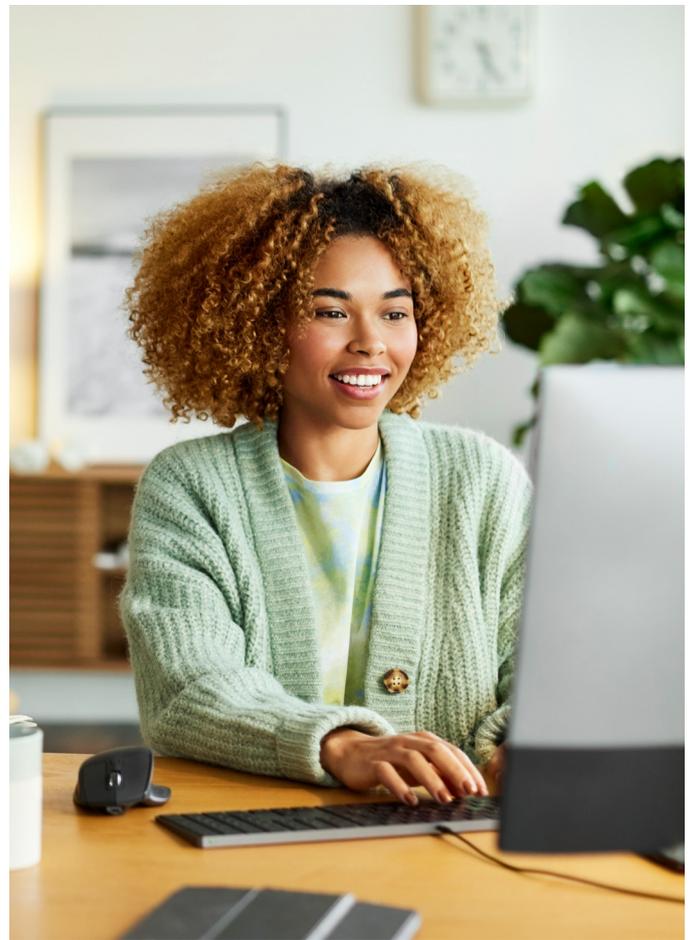
Generally, it's pay that tops the list of factors that are most important to people in a career. In fact, **59%** of UK workers report that a pay rise at least in line with inflation is one of the most important factors in their job. Following on from this, it's flexible working hours (**49%**) and generous annual leave (**38%**). Hybrid working comes in next on the list, with just shy of a third (**31%**) of workers highlighting this as one of their top factors for job satisfaction.

Clear progression opportunities are also essential for **27%** of people.

The majority (**58%**) of employers were able to meet the expectations of their staff by increasing their employees' salaries over the last year, but over a third (**35%**) of pay rises awarded were between **1-5%**, meaning they were lower than today's rate of inflation. A similar percentage (**34%**) of Senior Decision Makers within UK businesses bumped up salaries by between **6%-10%**, with a further **16%** going in even higher, with average raises of **11-20%**.



UK employees received an average pay rise of **3.05%** in the last year*



Of the 4,000 UK workers who shared insights into their pay packets from the past year, only **42%** reported that their pay has increased. Of this group, **42%** secured a raise of **1-5%**, while just over a fifth (**22%**) bagged themselves a **6-10%** raise, with **11%** seeing their salaries go up by **11-20%** on average. A fifth (**22%**) said that their pay rise was actually higher than they had anticipated, while **16%** had expected a bigger raise than what they got. **11%** of UK workers said that compared to previous years, their pay increase was higher, and the same number said it was lower.

*Calculated as a mean average of 2,103 UK worker respondents who reported their pay has changed.



Nearly two fifths (**38%**) of people said that the pay rise they received came as part of their employer's standard company process - such as an annual salary or performance review. Similarly, **15%** received a raise as a result of the National Minimum Wage going up. Our research also highlighted signs of today's candidate-led market, with **14%** of UK workers reporting that they had been offered another job with a higher salary attached to it, which led their current employer to counter offer to meet or exceed it. Interestingly, one in ten (**11%**) workers were in the same situation, but they accepted a counter-offer from their current employer that was equal to their new job offer, highlighting the strength of competitive salaries in retaining staff who are on the cusp of jumping ship. A further **13%** of UK workers stated that they secured a promotion which enabled them to pocket more money, while **6%** moved jobs within their current company in order to achieve a higher salary.

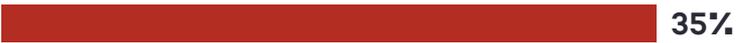
For some workers, taking matters into their own hands paid off when it came to boosting their take-home. Over one in ten (**12%**) workers built a business case for why they deserved a pay rise, while **14%** offered to take on more responsibility as part of their role to justify a raise. A small, but still notable, number of staff even went above their line manager to ask for a pay rise (**7%**).

However, not everyone saw their salaries climb. Staff in the third sector, followed by the public sector are more likely to report that their pay hasn't changed in the last year (**57%** and **49%** respectively), compared to **46%** of people in the private sector. Looking at specific industries, it's education (**60%**), administration (**54%**) and retail staff (**51%**) that are most likely to have seen no change in their salary. Across the board, half (**48%**) of UK workers said their pay remained the same in the last year. In comparison, just over a third (**35%**) of employers reported no changes to staff salaries, and only **7%** implemented pay cuts.

For those people who were faced with a pay cut, **4%** reported a cut of **1-5%**, **6%** a cut of **6-10%** and **10%** a cut of **11%** or higher. On the whole, **11%** of UK workers said they'd had to accept a fall in their take-home pay.

Why didn't employees receive a pay rise?

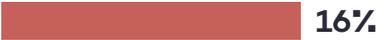
Employer couldn't afford to give pay rises



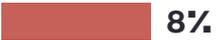
Didn't know the reason they weren't offered a pay rise



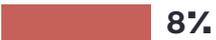
No career progression meant no pay rise



Employer prioritised new hires over investing in current staff



Weren't confident enough to ask for a pay rise



Top ten sectors experiencing salary growth*

- 1 Advertising
- 2 Farming and Agriculture
- 3 Animal Care
- 4 Property
- 5 Design
- 6 Public Sector
- 7 Legal
- 8 Retail
- 9 Science
- 10 Consulting



*A comparison of salary data from February 2021 versus February 2020 from job postings across 40 sectors. Total sample size was 3,135,461 job postings. Salary growth defined as a percentage increase higher than the current rate of inflation (5.5%).

Top ten sectors experiencing salary stagnation*

- 1 HR
- 2 Policing
- 3 Security
- 4 Sport and Fitness
- 5 IT
- 6 Catering
- 7 Construction
- 8 Marketing
- 9 Media
- 10 PR

Salary predictions for the year ahead

Despite inflation continuing to climb, many employers (**40%**) anticipate that they'll only offer pay increases of **1-5%** over the next year. A quarter hope to boost pay by **6-10%**, and **15%** expect to increase it by **11-20%**. Calculating the mean average of planned pay rises reported by employers suggests staff can expect an increase of **8.55%** in the next year. Only **13%** of businesses don't expect to increase pay in the coming twelve months.

UK workers expect a pay rise of **5.24%** on average in the next year**

UK employers plan to offer an average salary increase of **8.55%** in the next year***



Workers are more pessimistic, with a third not expecting their pay to increase in the next year. Of those who do anticipate a higher salary, **41%** predict they'll secure a **1-5%** increase, **14%** anticipate a salary that is **6-10%** higher, while **9%** are expecting a **11-20%** rise.

Reasons behind pay rises in the next year:

Due to rising cost of living



To improve employee retention



Rising profits



Company policy



Government requirement



Worker shortage



Lack of migrant workers due to Brexit



*A comparison of salary data from February 2021 versus February 2020 from job postings across 40 sectors. Total sample size was 3,135,461 job postings. Salary 'stagnation' defined as salary growth of 5% or less (lower than the current rate of inflation of 5.5%).

**Calculated as a mean average of 4,027 UK worker respondents who shared their salary expectations for the year ahead.

***Calculated as a mean average of 1,004 Senior Decision Makers in UK businesses who shared their planned salary increase for the year ahead.

Impact of cost of living

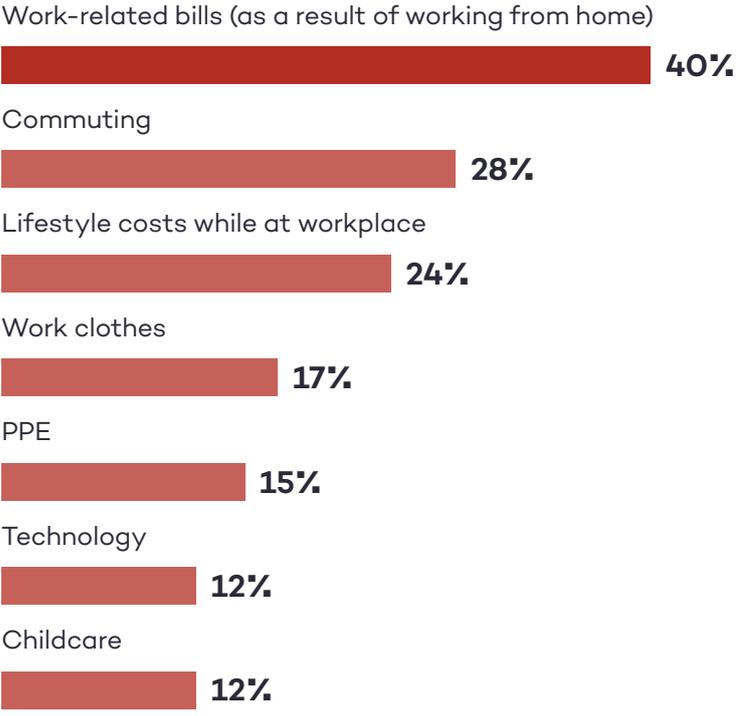
Both UK businesses and workers are concerned about the rising cost of living, with **80%** of Senior Decision Makers and **77%** of employees reporting this respectively.

How are employees feeling the pinch?

Paying to work

Of the 4,000 UK workers who shared their insight, only **10%** said that none of their work-related costs had risen since the start of 2022. This highlights the wide-ranging implications of the rising cost of living in the UK.

The work-related costs that are most likely to have risen are:



It's difficult to absorb these spiralling costs, especially when nearly a third (**30%**) say their living costs aren't covered by their current salary and a further **45%** say their savings have already decreased since the start of the pandemic so they have a limited pot of money to now dip into to cover rising bills.

Of course, many people of the UK don't have savings to dip into in the first place. Almost half of the working population (**47%**) have limited disposable income, going as far as describing themselves as living "payslip to payslip". At the extreme end, nearly one in ten (**9%**) of UK workers can no longer afford their rent - **7%** have already had to move to avoid spiralling rent costs.



Where does this leave employees?

Taking on debt

Over a third (**36%**) of UK workers say their current salary doesn't enable them to have a good quality of life. For some, the rising cost of living has even more severe implications. While a good quality of life is a right for everyone, this isn't a consideration for those who are focused on just "getting by". In fact, one in ten people have found themselves taking out loans to cover their basic living costs for the first time, while the Covid-19 pandemic saw **15%** taking out further loans, with almost half (**7%**) of this group doing so since the beginning of 2022. It's likely that for the people who are taking on debt, this isn't a temporary stop-gap; in fact, a further **17%** expect that they will need to take out loans in the near future to cover their basic living costs.

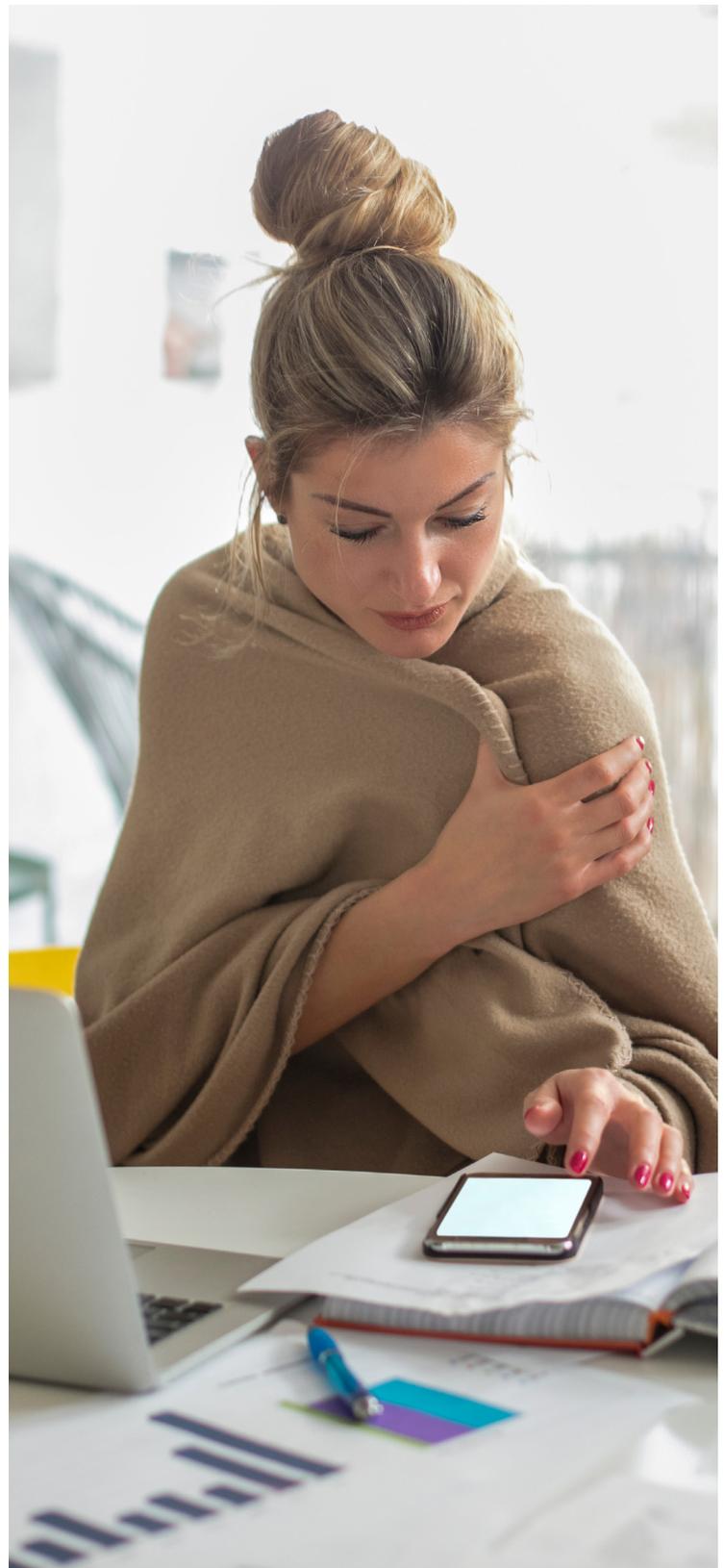
£1,851

The average loan taken out by an essential worker

£1,522

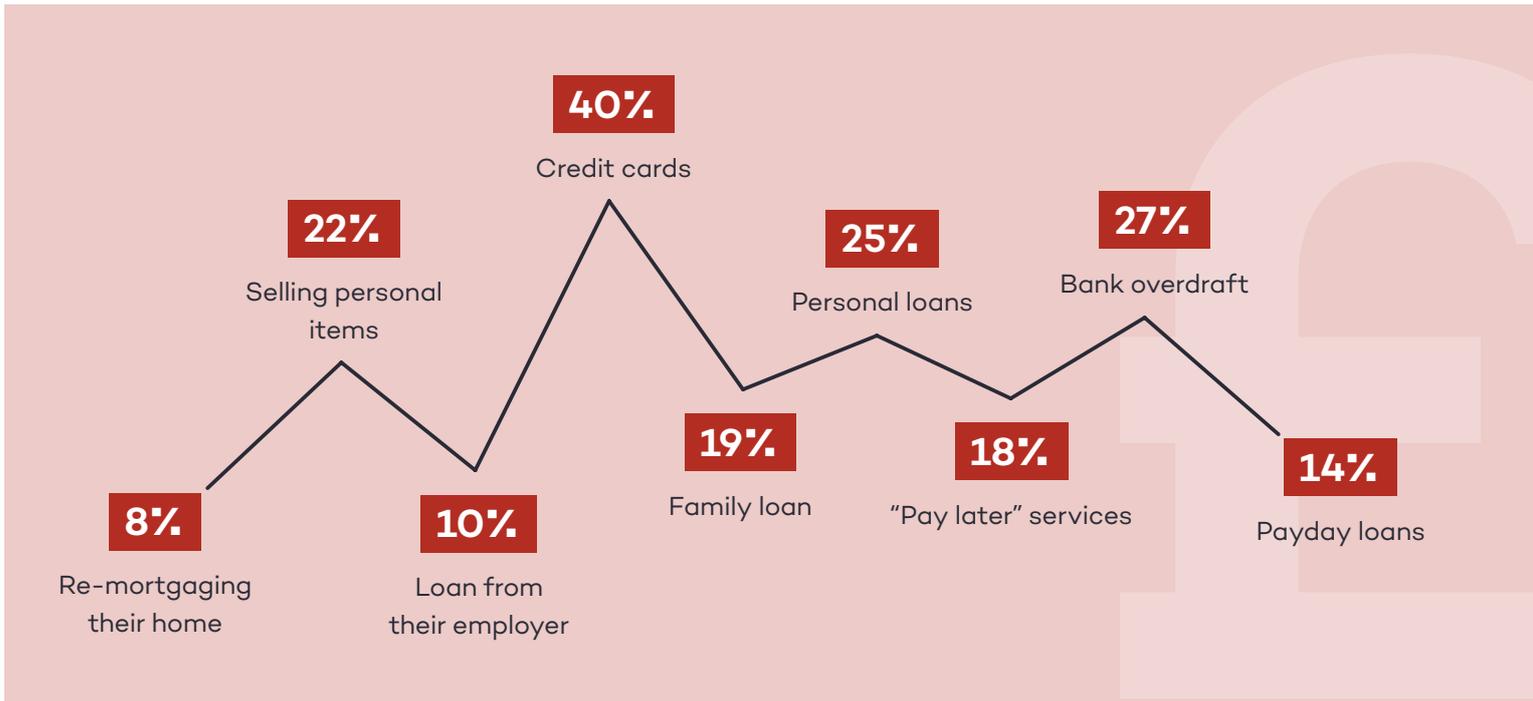
The average loan taken out by a non-essential worker

The average UK worker is **£1,756** in debt since taking out loans to fund their basic living expenses for the first time



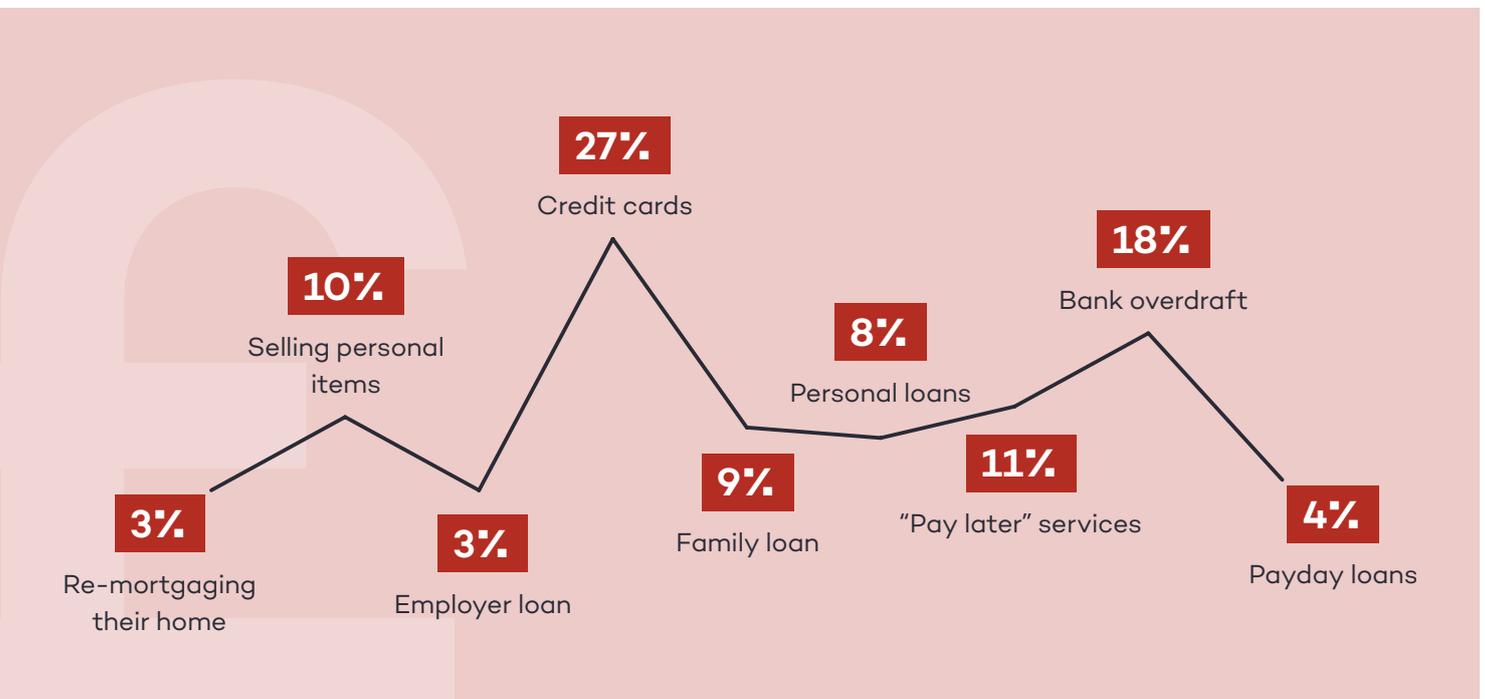
→ Post-pandemic debt

21% of people are turning to financial support to fund their basic living expenses. Methods used include:



← Pre-pandemic debt

Of the people who utilised financial support prior to the pandemic, the methods they turned to included:



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Working more

Almost a third (**30%**) of UK workers who are currently on a part-time contract are looking to move into full-time work to earn more money, while the same amount have already taken on extra shifts at work. Nearly two fifths (**17%**) have recently taken on a second job in order to make ends meet. It's no surprise, then, that over a quarter (**28%**) find themselves spending less time with their families because they need to dedicate more time to boosting their income.

Looking for a new job

For those who feel their current salary doesn't stretch to cover their living costs, unsurprisingly this is leading many to look elsewhere for work. Some have already taken this step, with over a fifth (**22%**) of people changing jobs in the last year. It's not just changing jobs, but **changing careers** altogether which proves popular, as workers look for better work-life balance (**27%**), career progression (**23%**) or for a higher salary (**22%**).

The idea of feeling valued as an employee is just as important for people as the salary they take home, with **22%** of people who switched jobs in the last year doing so because their previous employer didn't make them feel valued enough. People are also continuing to look for a sense of fulfilment in their work, aiming to do something that feels meaningful to them in the hours they dedicate to their careers, with **15%** of people who have recently changed jobs saying that they did so because their company's purpose didn't align with what they wanted out of their role.

Almost two fifths (**37%**) of people feel compelled to look into changing jobs within the next year in order to find work that better covers their living expenses. Almost half (**48%**) would find a job in a different sector if it meant they'd get paid more.

Essential workers are even more likely to feel this way, being twice as likely as non-essential workers to have left their job in recent months in pursuit of better pay in a different industry (**10%** versus **5%**). A further **12%** of essential workers have accepted a new job within their sector since the beginning of 2022, compared to **4%** of non-essential workers. For employers, in particular those employing essential workers, clearly this could lead to a gaping hole in their workforce. This is on top of already commonly cited labour shortages in these key areas of the UK economy.

Impact on employers

Business success

The impact of the rising cost of living on employers will have a domino-like effect on their staff. Considering their businesses, almost half (**48%**) of Senior Decision Makers are worried high inflation will lead to an increase in overheads such as rent, while a quarter (**26%**) expect their profit margins will decrease. On top of this, a quarter are concerned that higher costs will stall back to office plans.

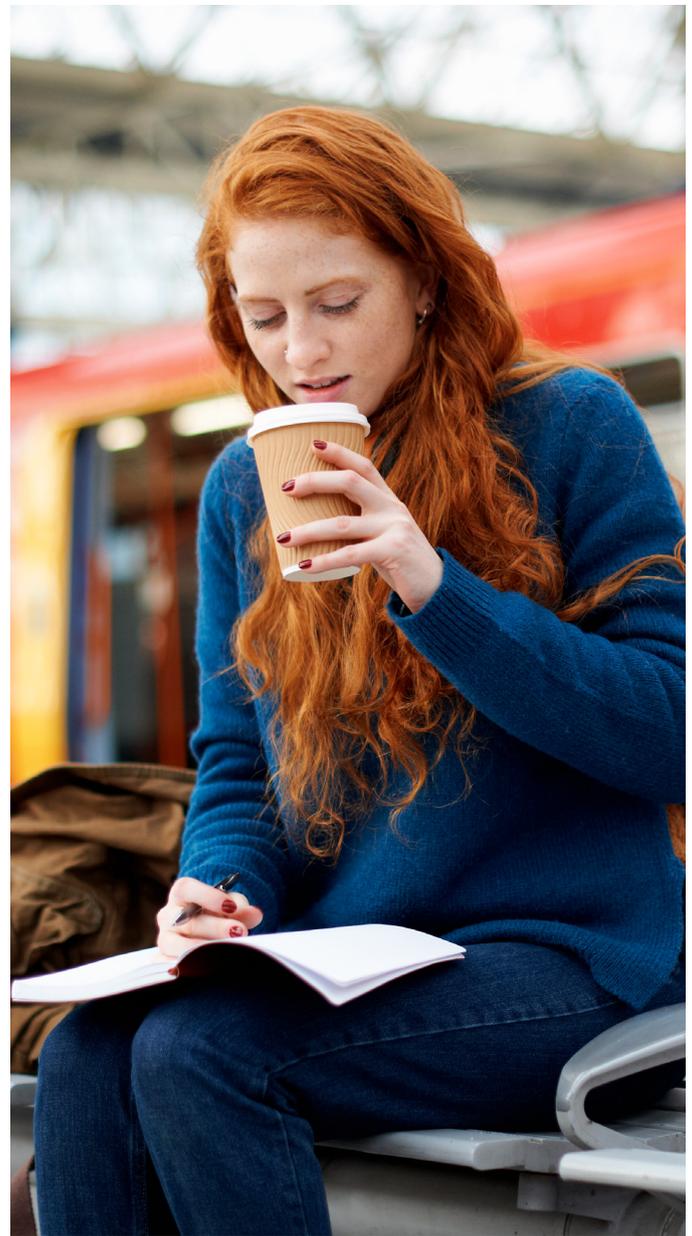
The welfare and financial security of staff

Many businesses will be conscious of where a high cost of living leaves their staff. A fifth (**21%**) have concerns about the potential for rising redundancies, while **37%** are wary of the hit their staff's quality of life will take in today's economy.

Retention and competitive salary

Previous [Totaljobs research](#) pointed to retention being the third biggest challenge for employers (**28%**) for the months ahead, and it's clear rising costs are already exacerbating this. In this latest research, retention is the second biggest concern for employers when thinking about the impact of high inflation on their business (**38%**). This is linked to how confident they feel in being able to provide competitive salaries (**28%** worry they will not be able to), while the same amount (**28%**) think the rising cost of living will inhibit their ability to offer pay rises.

Even though the majority of employers are rising to the challenge, **16%** of businesses are not taking any measures to help staff with the rising cost of living. This could have a knock-on effect on staff morale and engagement in the long run. If financial factors are causing stress, employees are more likely to be disengaged with their work, and could see their mental health suffer.



Actions at policy level

The vast majority (**96%**) of employers want changes to be made at policy level, in order to combat the rising cost of living. The focus for many employers is to help their staff alleviate costs, with **50%** of employers looking for the government to reduce energy bills and **50%** hoping to see further measures to reduce the cost of living for workers in the UK.

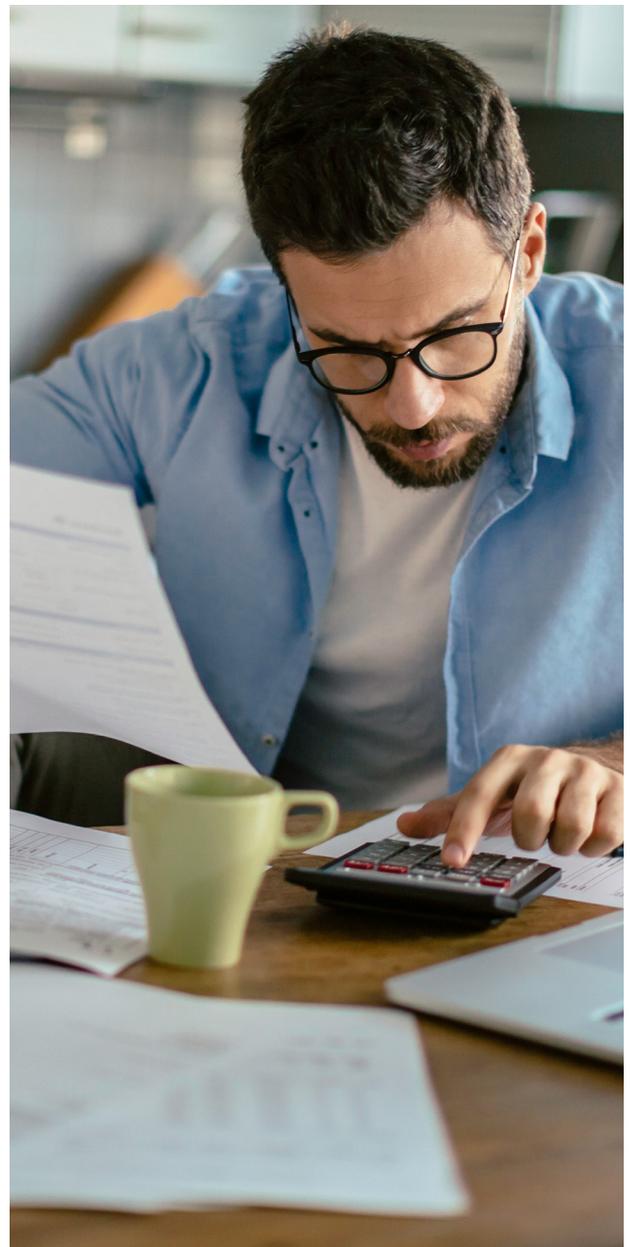
Other potential factors highlighted by employers include cancelling the National Insurance increase (**44%**) and increased financial help from the Government for workers (**40%**). Just shy of a quarter (**23%**) point to reducing regulation as one method that could also help to keep costs down.



Employers are responding to rising inflation by raising wages, but in some sectors – especially social care and the broader public sector, this is unlikely to be enough either to preserve living standards or to avoid significant shortages of staff. The government needs to provide more funding urgently to avoid further damage to essential services, including health, social care and education.

Government support measures announced so far, like the **£200 “loan” on energy bills**, won’t go far enough and will only offset a small fraction of the increased costs facing workers. Moreover, at the same time, the government is increasing taxes and cutting pensions and benefits in real terms. Employers favour measures that see the government doing more to help workers directly with the cost of living and energy bills; other measures that might help businesses to reduce their own costs, like reducing regulation or allowing more EU workers, are a much lower priority.”

Jonathan Portes,
Professor of Economics and Public Policy,
King’s College London



Actions for employers

While support from the government will be needed to enable people and businesses to navigate today's economy and have a good quality of life, employers also play a pivotal role in supporting the people they employ at a time where everyone is feeling the salary squeeze.

It's positive to see many employers are already stepping up to do what they can to support their workforce, with **84%** of businesses taking measures to help staff with the rising cost of living.

Competitive salaries

Over half (**52%**) of UK workers say a pay rise in line with inflation would help to better manage the rising cost of living. Salary often tops the list of needs for employees, regardless of the wider context at play. Over a third (**35%**) of employers say they are already giving pay rises in line with inflation, while nearly a quarter (**23%**) are going one step further and offering pay increases that are higher. Some workers (**22%**) point to a one-time bonus as an alternative measure employers could introduce in today's market, which **15%** of employers report is already available to their staff. Alongside this, with the ONS reporting a continued rise in working hours, **36%** of people want to be paid overtime and say this will offer them greater financial security.

While setting a competitive compensation package should be a given, often it isn't as simple as seeing what levels of remuneration are offered by similar businesses for similar roles within the market. Fair and equitable compensation structures can only be created if HR teams are able to take the time to review the compensation of all their staff - not just new joiners. Businesses should look to analyse and evaluate their internal job structures using a robust evaluation methodology, with an output to ensure the level of responsibility and the impact





each role has on the business is assessed consistently. From there, employers can review the compensation packages of current employees to make sure these are aligned- and if they're not, adjustments can be recommended. Once this audit is completed, employers can be confident that not only are they competitively positioned against the relevant external market, but the remuneration on the table internally is reflective of the accountability and responsibilities of comparable roles within the organisation.

Closely linked to this is promoting your salary offering on your job ad, which boosts application rates by up to **30%**. It can also help candidates to self-screen out of the process. A quarter of UK workers wouldn't apply to a job if it didn't have a salary advertised, while almost half (**49%**) say seeing the salary upfront is a "nice to have" that would ultimately make them more likely to apply. It's important to also remember that the salary itself isn't the only element of compensation – look at your compensation offering as a whole, including perks, benefits, loyalty rewards and bonuses.

A flexible approach

A fifth (**19%**) of people want freedom to choose where they can work when it comes to managing their expenditure. Outside of the role remote working can play in reducing commuting costs (although of course many workers also report increased household bills as a result), flexibility continues to be sought after by employees. In fact, nearly a third (**31%**) of workers say flexible working hours are a must-have and they wouldn't apply for a job without it. Meanwhile, almost half (**47%**) still consider this as a "nice to have" that would encourage them to apply for a job. A quarter (**24%**) of people wouldn't apply to a job if it didn't include a hybrid working model (where time working is split between home and the workplace), while for **41%** this is a factor that would hold sway when looking at jobs. According to employers, **29%** are already offering a flexible or hybrid working approach in order to help staff manage their living costs.

Offering financial wellbeing advice

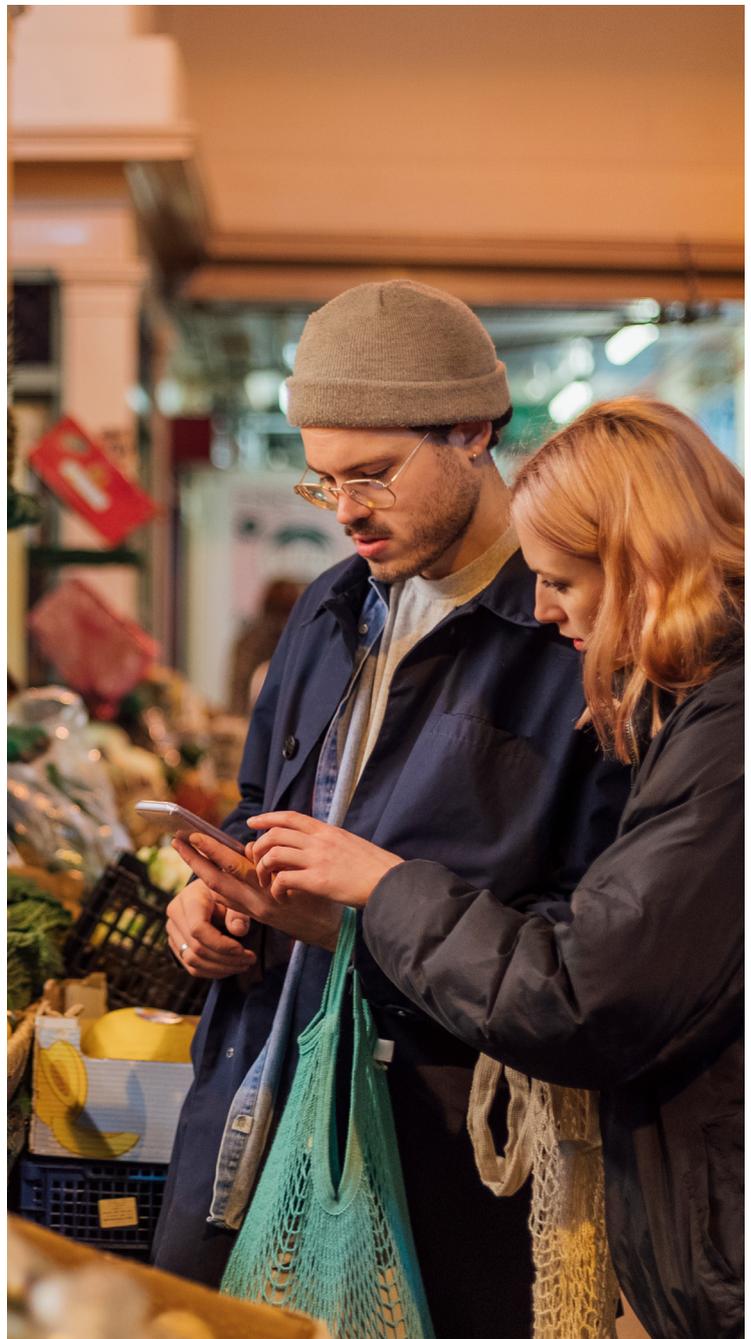
With concerns about the rising cost of living high among employers and workers, it can feel overwhelming. To tackle this, a quarter (**24%**) of businesses are providing financial wellbeing advice to their staff. This might be seminars or webinars, or creating an online hub full of impartial advice that employees can turn to as they wish. On average, **14%** of UK workers said they want to see this kind of support from businesses. The age group most likely to want this is employees aged under 24 years old (**17%**). In many ways, offering guidance like this goes hand-in-hand with salary conversations.

In the UK, money matters are still considered somewhat of a “taboo” topic and few people openly discuss their salaries. However, **14%** of people want more transparent conversations about this, led by their employer. This is where being confident that your business is offering fair salary banding is important, to enable you to walk staff through the reasoning behind different salary bands and the progression within them (for example, as the result of performance or taking on more responsibility).

Financial support

With changing working arrangements impacting personal costs for many people, particularly lower income families, over a quarter (**27%**) of workers want their employer to offer subsidies for energy bills related to working from home, followed by a fifth (**19%**) who want the same for internet bills. Subsidies for the commute (**17%**) and childcare (**14%**) were also highlighted by workers.

Only **13%** of employers are currently meeting this need by offering loans to help staff pay their bills. One in ten are offering subsidies for commuting costs, **9%** are doing the same for energy bills and **7%** for childcare. Interest-free employer loans would be appealing for one in ten (**11%**) UK workers, while more frequent payslips and employer assistance with relocation costs were the least sought-after method of support (at **8%** and **5%** respectively).



Optimising your recruitment in today's market

At Totaljobs, we believe every business should feel empowered to win the right talent to ensure future success. With the UK's rising cost of living squeezing both employers and the people on their payroll, recruitment budgets could well be tight. Our innovative technology enables businesses to find the people they need, with reach and relevancy the priority to ensure you get the most out of your budget.

Totaljobs Performance

Developed with flexibility in mind, Totaljobs Performance enables you to take control of your recruitment budget by only paying for the applications you receive. At a time when hiring budgets are under pressure and high inflation remains the top challenge cited by employers across the market, this solution means you build a campaign with us that suits your budget. Our expert teams track performance throughout, with the odd nip and tuck here and there to ensure your campaign is as successful as it can be, while allowing you to adjust your spend as you go.

Visibility Solutions

With employment high, getting your brand in front of passive talent has never been more important. Our Visibility Solutions focus on broadening the reach of your brand message and increasing the relevancy of applications. You can use them separately, or combine them to create a wide-ranging campaign that ticks all the boxes. Our **Social Jobs** proactively reach relevant candidates while they're browsing their favourite social feeds, while **Programmatic Display Advertising** sees display banners targeting relevant candidates for your role as they move between websites. Couple this with an **Eshot**, an email crafted in your brand image and sent to a bespoke list of candidates to boost your applications.

[Find out more](#)

Equality Boost

How do you reach candidates who might not typically look at your jobs, let alone apply? By engaging with talent outside of the traditional job search, through a unique blend of data science. We can work with you to target candidates by demographic, interests, location and socioeconomic background. We know that people who are typically underrepresented or disadvantaged apply to fewer roles than their more privileged peers, so it makes sense to take your jobs to them. Not only does this broaden your talent pool, this approach delivers a tangible impact on your diversity, equity and inclusion strategy. We'll also acknowledge your investment into equitable hiring by displaying the **Equality Boost Badge** on your job listings, so candidates can see for themselves that your business is taking action with diversity in mind.

[Find out more](#)

Totaljobs



Conclusion

Living costs will continue to rise in the months ahead, which could drive more people to search for work in industries that can offer higher salaries. For employers, this means striking the balance between attraction and recruitment strategies while investing in existing staff, not only through yearly salary reviews but through training and equitable compensation packages that go beyond take-home pay.

Employers are prioritising the welfare and quality of life of their staff, which shows how many leaders are already stepping up to the plate to create a transparent, supportive working culture. Businesses and workers alike will be keeping a keen eye on actions at policy level, to see what support from the government could look like in the face of high inflation. In the meantime, open dialogue, equitable salaries, flexibility and understanding will be key. Not only will these areas help staff to navigate a tough financial period, but these focus areas will boost staff loyalty and ensure that the job offers on the table work for the people who will face the most disadvantage in the face of high living costs.

More about Totaljobs and the research

About Totaljobs

Totaljobs is one of UK's leading job boards, attracting 12 million visits and 3 million applications from qualified jobseekers every month. 130,000 new candidates register with us each month who have an average of 170,000 jobs a month to choose from, posted by thousands of employers including Amazon, Sky, Virgin Media, DHL amongst many others.

We were formed in 1999 and we are part of Totaljobs Group Ltd, the largest and fastest growing UK job board company in the UK. Our head office is in London, and we also have offices in Birmingham, Cardiff, Leeds, Manchester, Nottingham and Glasgow.

In turn, Totaljobs Group Ltd is a significant division of StepStone Group, one of the largest job board companies in the world and a subsidiary of Axel Springer Digital Classifieds.

About the research

This survey was conducted by Censuswide, in two samples.

A first sample of 4,027 respondents who work full time or part time in the UK (aged 16+). Within this group, there are 2,307 essential workers, 565 essential workers on part-time and temporary contracts, 1,696 public sector workers and 172 nurses, bus drivers and public carer.

A second sample of 1,004 senior decision makers within UK companies (aged 18+). Fieldwork for these samples was carried out between 24th February – 1st March 2022.

Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.