



DIGITAL SALARY SURVEY 2019–20

A salary survey with a difference –
how does sector affect earnings?

zebrapeople.com

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INTRODUCTION

Welcome to Zebra People's fourth official Digital Salary Survey.

We have been overwhelmed with responses this year from both candidates and clients. This has allowed us to produce yet another detailed and thorough Salary Survey that serves to help you. Whether you're a candidate or client, we want to help you comprehend this bustling market and your motivations when looking at new roles. So thank you in advance.

We've covered more disciplines than in previous years as well as exploring the impact of cultural attitudes (Brexit and IR35 are highlights). This is in order to really uncover as many insights as possible behind salaries, career trends and what the future holds for our digital community.

We continue to look at not just salary ranges for each discipline, but how this is affected by industry, levels and sectors as well as delving into understanding candidates' motivations, needs and concerns. We have added a standalone section for Product Management due to the rising demand of this discipline. We have also incorporated median salaries for sectors and levels. Salary ranges tend to be broad, due to the breadth of our respondents covering everything from small startups to multinational digital agencies.

Brexit, the buzzword that has dominated news over three years though is hopefully coming to its pinnacle, has been included in our survey this year in order to try and understand the potential impact it could have on the pool of talent in the UK digital market. We have explored what implications the impending 'leave' decision has had on the market, how this influences different experience and levels of candidates and their reasons for moving between roles, or between permanent and contract positions.

All these improvements have been implemented in order to make this year's Salary Survey the most detailed and insight-led Salary Survey out there. Therefore, we have analysed results of over 1,000 respondents as well as our extensive network and database of nearly 25,000 industry professionals to ensure just that.

Both candidates and clients are encouraged to use this document. Whether you are a client looking to make a new hire or a candidate looking to get hired, this Salary Survey is made by you, for you! So read, share and enjoy... and if you have any feedback or questions then please get in touch. You can email me at ben@zebrapeople.com.



Ben Clarfelt
Director of Zebra People

FINDINGS

The digital market is a lucrative place to be, an industry that continues to amplify and grow. With digital activity becoming the new normal, it plays a pivotal role in the way we interact with one another as well as the rest of the world.

There are over 48 million people using the internet in the UK, with the average person spending at least 24 hours each week online. Fifteen hours of which are spent on a smart phone. No wonder the digital market is booming!

Opinions towards life to work balance remain a poignant priority in 2019, with flexibility of working hours along with the need to work on interesting projects providing the highest job satisfaction. Contractors, who are often celebrated for their freedom and ability to manage their work balance, stated however, that the main allures of a permanent position are career progression and management opportunities.

As we would expect, pay rises remain the most important factor for respondents looking for a new role, however this is not the case in UX and UR, these respondents were more interested in challenging projects.

The demand for more flexible hours has not gone unheard and we are certainly noticing a lot more companies offering this as well as the ability to work from home. Almost every User Researcher stated flexible working as the factor which provided the most satisfaction scoring an average of 9.88 out of 10. Interestingly though, UX, User Research, Product Management and Design had less than 10% of respondents stating flexibility as a priority when looking for a new role. That is compared to upwards of 14% in Project Management and Technology; the nature of these two disciplines means it is less expected to be able to work from home.

The demand for more flexible hours has not gone unheard and we are certainly noticing a lot more companies offering this as well as the ability to work from home.

With the uncertainty of IR35 and Brexit it seems that candidates have been less likely to change roles or make the move into contracting. This could explain why people are looking to upskill instead. There hasn't been a drastic change in User Researcher permanent salaries from last year's results although the demand for research skills has increased, with many UX designers adding these skills to their tool belt. This could explain why senior UX salaries seem to have increased, maxing out at £80k compared to £70k last year.

Design saw an incline in salaries from last year, however clients were looking for a more hybrid skill set to match the inflated price. Technology respondents mentioned over 60 different skills/technologies to be 'must have skills', three times as many as any other discipline. The number of

specialisms could explain why 54% of respondents in this discipline report as being 'not at all concerned' about the future job market.

There is an increasing demand for Product Managers to get more involved within tech teams which is reflected in the fact that 24% of respondents are looking to upskill their technical abilities.

So to conclude, whilst offering competitive salaries remains pivotal to attracting the best talent, it is not the be all and end all. Whilst clients are pushing for wider skill sets or specialisms, it seems industry professionals are striving for the best of both worlds, demanding flexible hours and working from home. With a four day 'Scandi' week on politicians lips, It will be interesting to see how the impact of Brexit and IR35 affects jobs in 2020.

SALARIES BY SECTOR

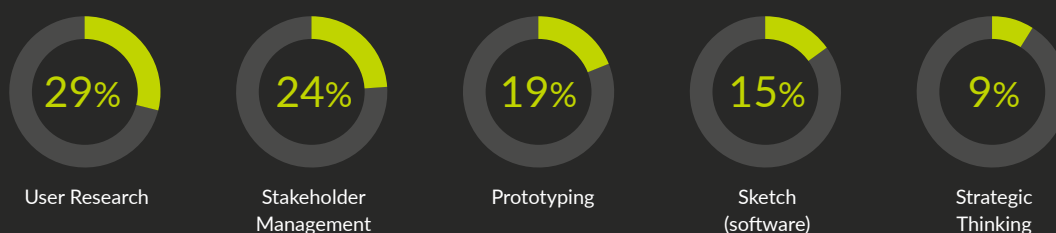


USER EXPERIENCE

The UX market is still booming with high salaries being offered across both the permanent and contract market. The average contract rate has slightly increased however the overall percentage of candidates raising their salary has reduced from 2018. Permanent salaries across the board have seen a healthy increase to continually compete with the higher freelance salaries.

TOP 5 MUST HAVE SKILLS

Q: What do you feel are the must-have skills or specialisms in your discipline at the moment?



% OF RESPONDENTS THAT THINK IT'S A MUST HAVE SKILL

6%

of those working in user experience are moderately or extremely concerned about the future job market, the lowest of all disciplines.

USER EXPERIENCE PERMANENT

Salaries for permanent UX Designers are booming, though many respondents suggested that this wasn't the biggest push for moving roles; enticed more so by interesting projects than fatter pay cheques. The Finance sector still rules the roost in terms of paying the highest salaries. However, it was the Technology sector that reported the highest number of pay rises over the course of the year, demonstrating they are keen to compete for the best talent. Overall it was senior UX level salaries that had the biggest increase, from an average £70K in 2018 to new heights of £80K+. Although it is hard to create a complete comparison; one company's Senior UX Designer would be another's Lead UX which would explain the leap in salary at this level.

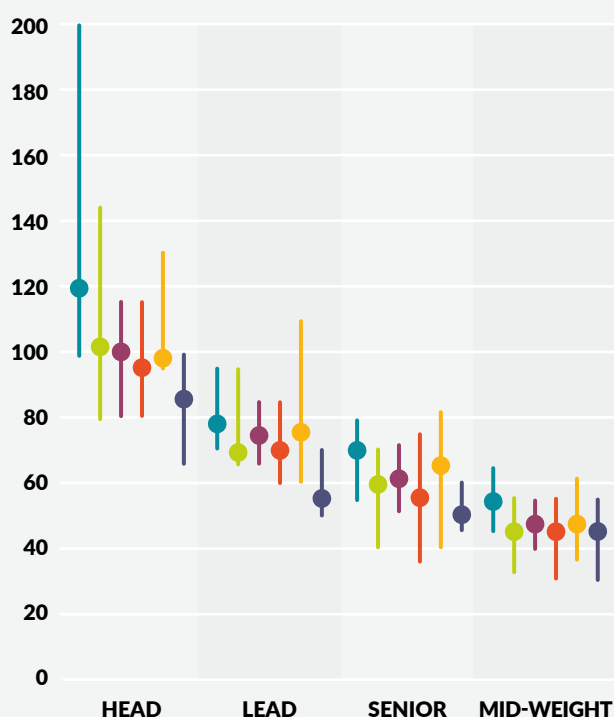
SALARY RANGES BY SECTOR

£'000s

	HEAD LOW	HIGH	LEAD LOW	HIGH	SENIOR LOW	HIGH	MID-WEIGHT LOW	HIGH
FINANCE	98	200	70	96	55	80	45	65
E-COMMERCE	80	144	65	95	55	70	40	55
MEDIA & PUBLISHING	80	115	65	85	51	72	40	55
AGENCY	80	115	60	85	45	75	35	55
TECHNOLOGY	95	130	60	120	50	83	40	61
PUBLIC SECTOR	65	100	50	70	45	61	30	54

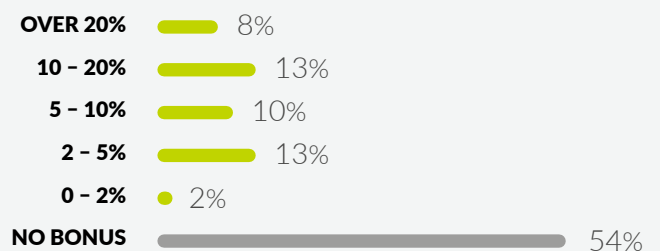
TYPICAL SALARY

£'000s



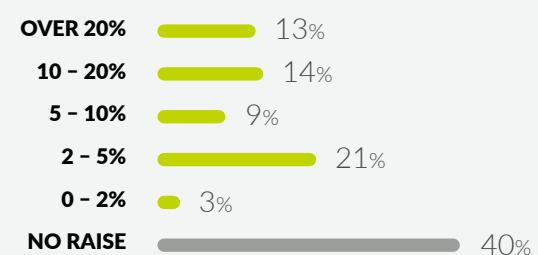
BONUSES

Q: What bonus did you receive? (% of salary)



PAY RISES

Q: What pay rise did you receive? (% of salary)



USER EXPERIENCE CONTRACT

The UX contract market is still thriving with high day rates being offered throughout. However only 46% of respondents increased their rate compared to 59% last year, though almost half of those who did, increased it by a significant 10-20%. Furthermore, the uncertainty of both IR35 and Brexit is encouraging candidates to make the move from contract to permanent positions. Freelancers on lower rates can see the value in permanent positions for stability as well as securing added benefits such as paid leave and pension contributions. Noticing the vulnerability in the market, hiring managers are using this to their advantage and focusing on attracting permanent staff over contractors.

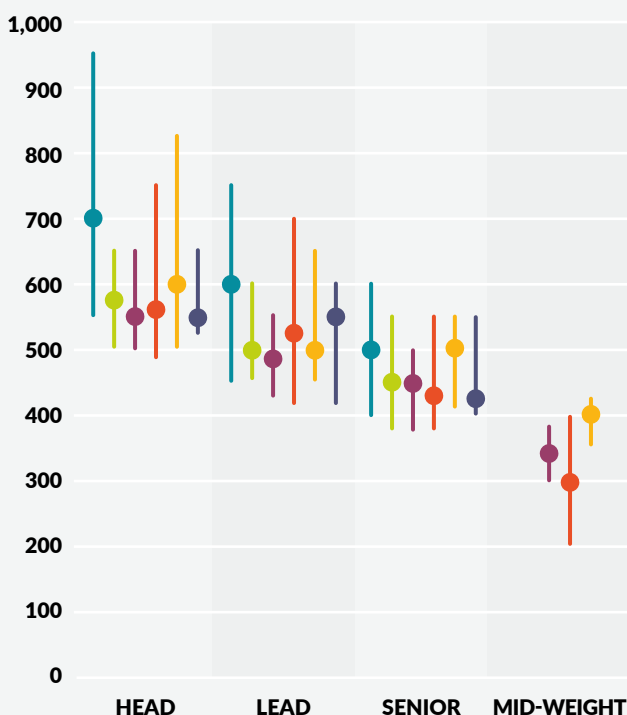
SALARY RANGES BY SECTOR

£s

	HEAD LOW	HIGH	LEAD LOW	HIGH	SENIOR LOW	HIGH	MID-WEIGHT LOW	HIGH
FINANCE	550	950	450	750	400	600	–	–
E-COMMERCE	500	650	450	600	375	550	–	–
MEDIA & PUBLISHING	500	650	425	550	375	500	300	370
AGENCY	480	750	420	700	357	550	200	400
TECHNOLOGY	500	825	450	650	410	550	350	425
PUBLIC SECTOR	520	650	420	600	400	550	–	–

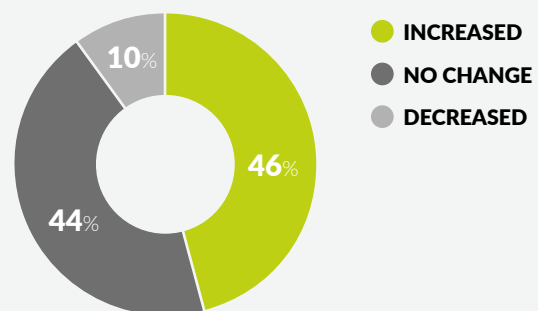
TYPICAL SALARY

MEDIAN (£s)



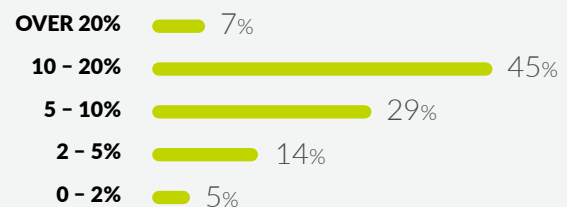
DAY RATE CHANGES

Q: Did you change your day rate in the past year?



DAY RATE INCREASES

Q: How much did you increase your day rate by?



USER EXPERIENCE FUTURE PLANS



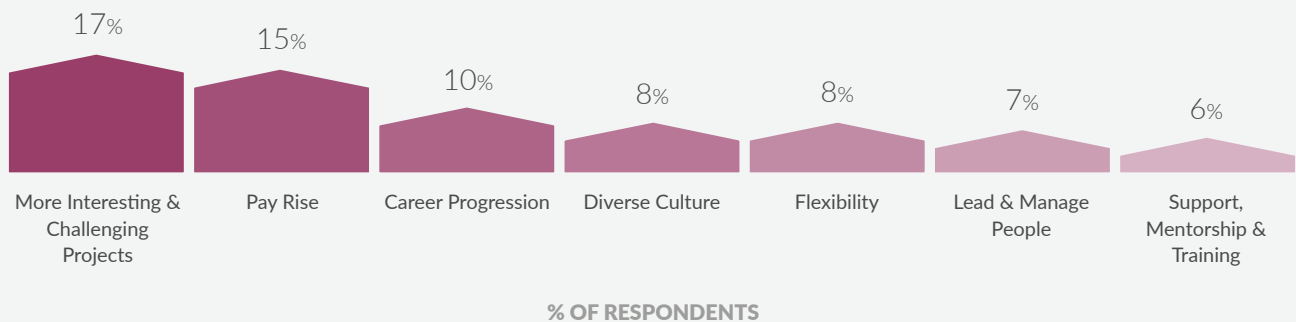
Seems to be high demand, although majority of roles are still UI-driven and less UX/HCI-driven.



Service design is a growing field and job opportunities, within agencies and large corporations alike, remain steady.

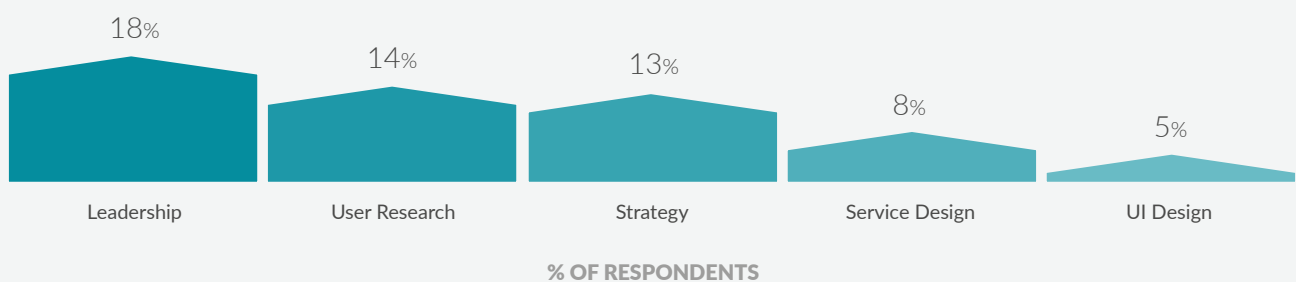
WHAT WOULD YOU LOOK FOR IN A NEW ROLE?

Q: What would you look for in a new role, that you don't get in your current role?



TOP 5 SKILLS TO DEVELOP

Q: What skills do you hope to develop?



USER RESEARCH

User Research discipline is still offering high salaries throughout contract and permanent with senior salaries going up to £80k and as high as £550 a day in Finance, Technology and the Public Sector. Candidates are keen to increase their knowledge and depth of research skills, whilst the need for exciting and challenging projects is sighted as highly important in terms of what User Researchers would look for in a new role.

TOP 5 MUST HAVE SKILLS

Q: What do you feel are the must-have skills or specialisms in your discipline at the moment?



% OF RESPONDENTS THAT THINK IT'S A MUST HAVE SKILL

12%

of User Researchers have a PhD. Average in other disciplines is between 1 and 2%.

59%

of permanent User Researchers received a bonus.

USER RESEARCH PERMANENT

Despite a rise in demand, User Research permanent salaries have not drastically changed from last year. However with 60% of employees receiving a bonus and 61% receiving a pay rise it's still an attractive discipline to be in.

Clients are keen to attract permanent staff that can embed themselves into their research long term. Not able to compete with equivalent contract day rates, they can however offer other benefits such as training, career development and softer skills such as mentoring and management. With looming IR35 and Brexit bringing uncertainty upon the market, these added benefits seem enough to lure contractors into permanent roles.

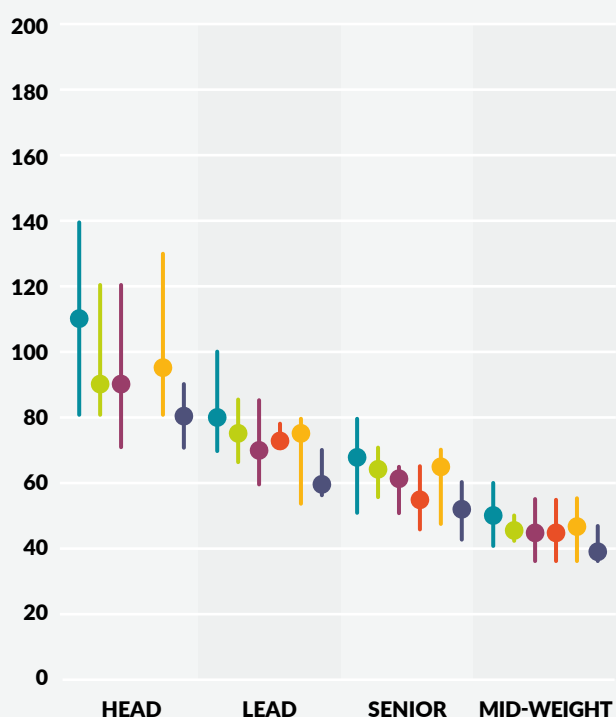
SALARY RANGES BY SECTOR

£'000s

	HEAD LOW	HIGH	LEAD LOW	HIGH	SENIOR LOW	HIGH	MID-WEIGHT LOW	HIGH
FINANCE	80	140	67	100	50	80	40	60
E-COMMERCE	80	120	65	85	55	70	43	50
MEDIA & PUBLISHING	70	120	60	85	50	65	35	55
AGENCY	–	–	71	78	45	65	35	55
TECHNOLOGY	80	130	52	80	46	70	35	55
PUBLIC SECTOR	70	90	55	70	41	60	35	47

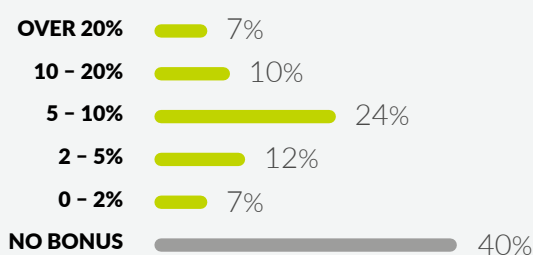
TYPICAL SALARY

MEDIAN (£'000s)



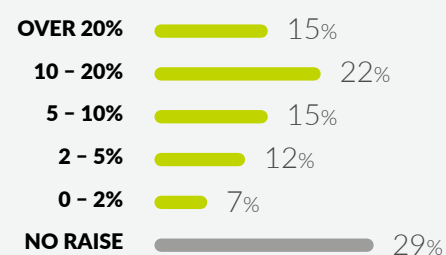
BONUSES

Q: What bonus did you receive? (% of salary)



PAY RISES

Q: What pay rise did you receive? (% of salary)



USER RESEARCH CONTRACT

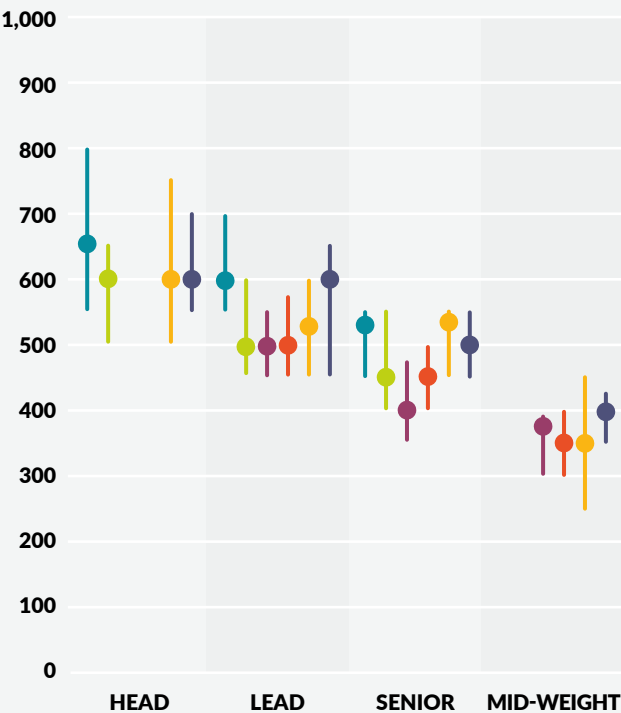
Contract salaries have slowed down for User Researchers with 56% of respondents reporting no increase in salary this year which is up 27% from last year. We believe this is due to a greater shift towards permanent positions with employees focussing more on developing and retaining permanent staff and more freelancers willing to move to permanent roles due to the up and coming IR35 legislation. The Public Sector still remains the largest employee of User Researcher freelancers, even with the notable shift towards permanent.

SALARY RANGES BY SECTOR

£s		HEAD		LEAD		SENIOR		MID-WEIGHT	
		LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
FINANCE		550	800	550	700	450	550	–	–
E-COMMERCE		500	600	450	600	400	550	–	–
MEDIA & PUBLISHING		–	–	450	550	350	475	300	380
AGENCY		–	–	450	550	400	500	300	400
TECHNOLOGY		500	750	450	600	450	550	250	450
PUBLIC SECTOR		550	700	450	650	450	550	350	425

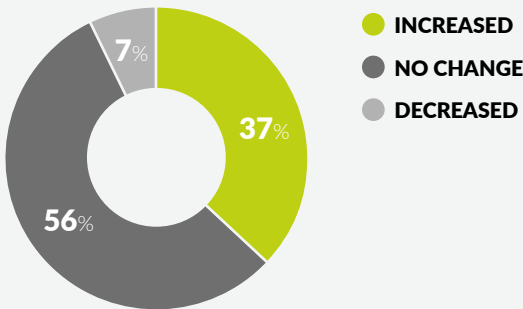
TYPICAL SALARY

MEDIAN (£s)



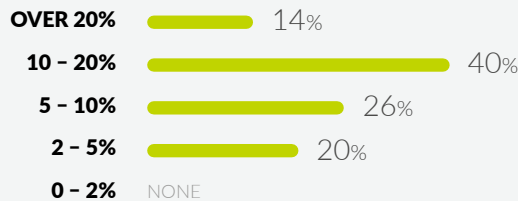
DAY RATE CHANGES

Q: Did you change your day rate in the past year?



DAY RATE INCREASES

Q: How much did you increase your day rate by?



USER RESEARCH FUTURE PLANS



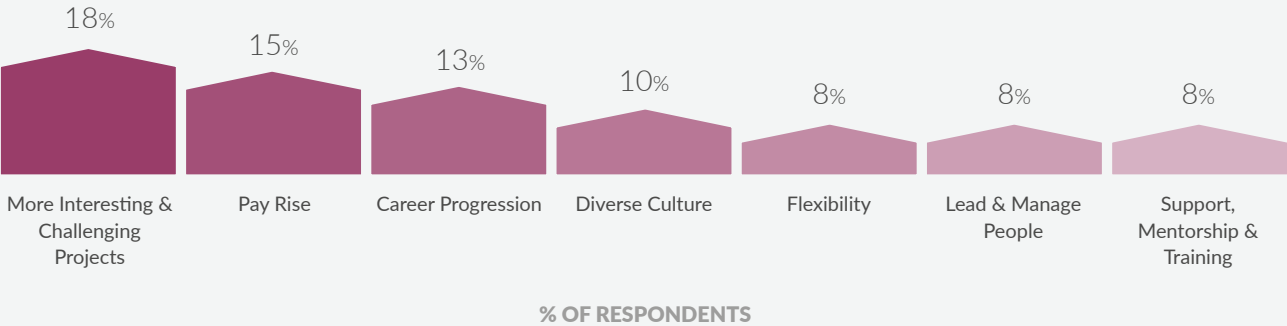
I'm good at my job. I'm not trying to do everything, just research.



[I want to] improve prototyping skills to be able to offer a more complete service package.

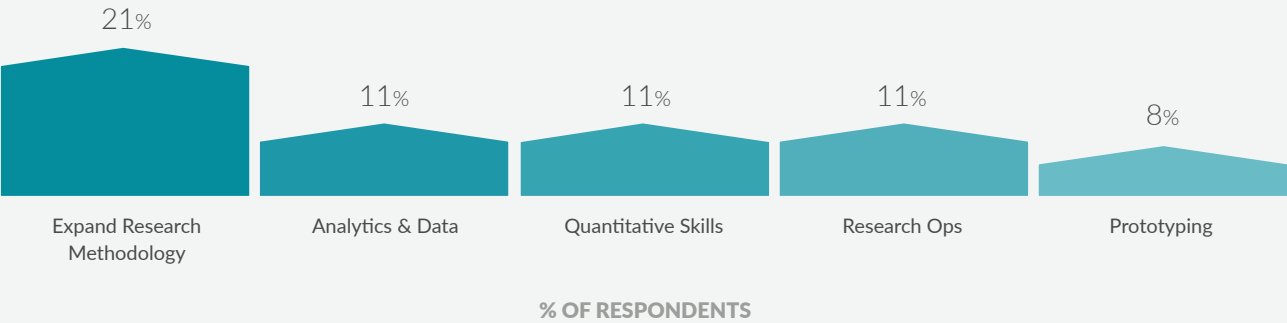
WHAT WOULD YOU LOOK FOR IN A NEW ROLE?

Q: What would you look for in a new role, that you don't get in your current role?



TOP 5 SKILLS TO DEVELOP

Q: What skills do you hope to develop?

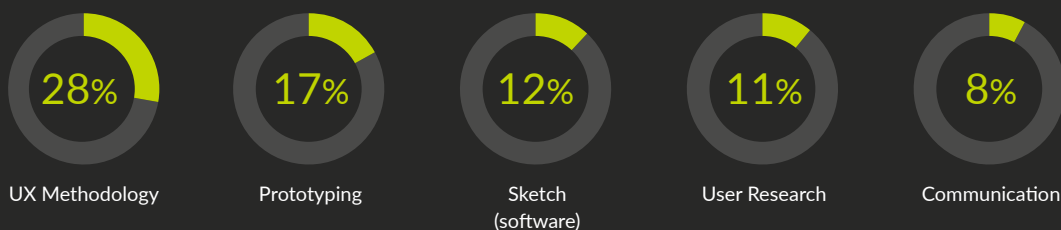


DESIGN

It seems the permanent market is looking more attractive than contracting. With demand for contract positions decreasing whilst permanent salaries inflate. Over a third of permanent designers received a pay rise of over 10%. Product Designers require a coveted hybrid skill set which is highlighted by the fact that 28% of respondents indicated UX methodology as a must have skill.

TOP 5 MUST HAVE SKILLS

Q: What do you feel are the must-have skills or specialisms in your discipline at the moment?



% OF RESPONDENTS THAT THINK IT'S A MUST HAVE SKILL

60%

of contractors reported increasing their day rate – the largest of all disciplines.

DESIGN PERMANENT

Permanent Design salaries are flourishing with 16% of respondents reporting over 20% increase in their salary over the course of the year. With the assumption that a good work to life balance and culture a given, increased salary seems to be the main reason candidates are changing roles, shaking up the market and provoking clients to compete for the best talent. A rise in demand for hybrid skill sets seems to go hand in hand with the demand for higher salaries, ensuring that clients get the biggest bang for their buck. Therefore, it comes as no surprise that 27% of candidates intend to develop their UX skills over the next year. The Technology sector has become far more competitive in the last year with salaries rivalling that of the Finance sector.

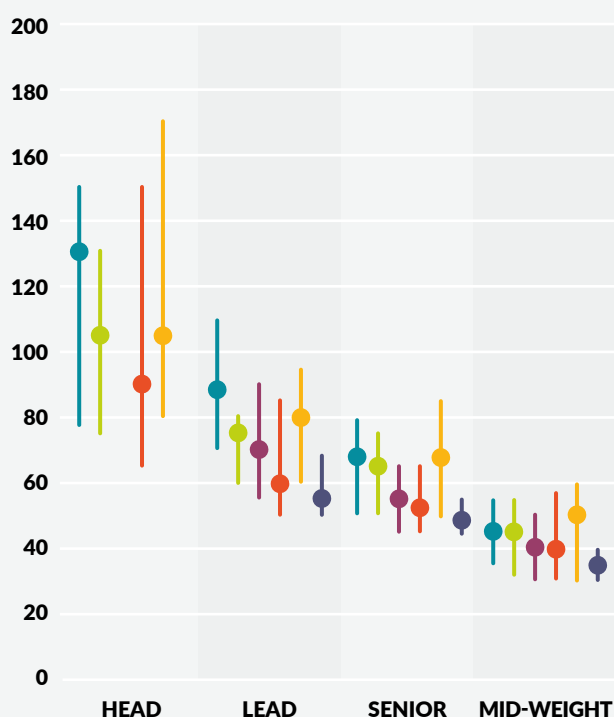
SALARY RANGES BY SECTOR

£'000s

	HEAD LOW	HIGH	LEAD LOW	HIGH	SENIOR LOW	HIGH	MID-WEIGHT LOW	HIGH
FINANCE	78	150	70	110	50	80	35	55
E-COMMERCE	75	130	60	80	50	75	32	55
MEDIA & PUBLISHING	–	–	55	90	45	65	30	50
AGENCY	65	150	50	85	45	65	30	57
TECHNOLOGY	80	170	60	95	50	85	30	60
PUBLIC SECTOR	–	–	50	68	45	55	30	40

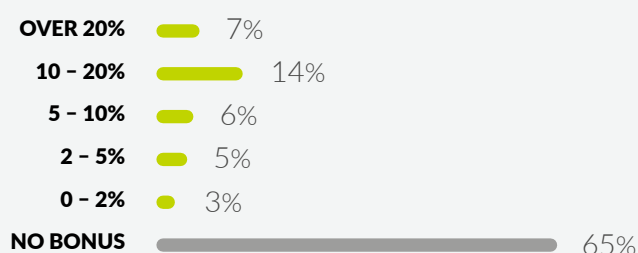
TYPICAL SALARY

MEDIAN (£'000s)



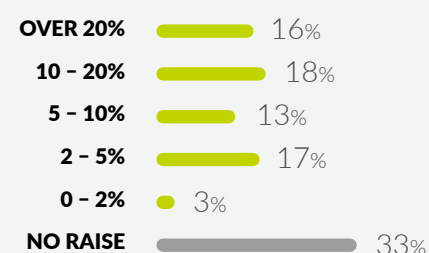
BONUSES

Q: What bonus did you receive? (% of salary)



PAY RISES

Q: What pay rise did you receive? (% of salary)



DESIGN CONTRACT

The contract market has been quite volatile this year, in stark contrast to last year where it was a lucrative place for talent to be. Beginning the year with approximately 75% of the market either contracting or planning to make the change, we have seen a drastic decline in the number of contract opportunities, which is suspected to be a result of the pending implementation of IR35. In retaliation, candidate day rates have pushed up to stay competitive, with 60% of respondents reporting an increase and a staggering 22% of those seeing a 20%+ increase in their day rate. However, salary is not always the most important factor, even for contractors, with more career contractors making the move to permanent roles in order to develop their leadership and management skills.

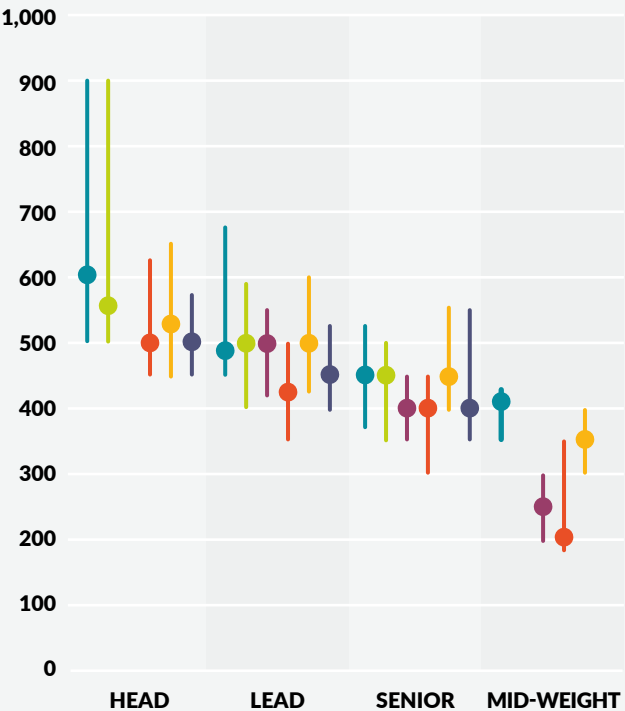
SALARY RANGES BY SECTOR

£s

	HEAD LOW	HEAD HIGH	LEAD LOW	LEAD HIGH	SENIOR LOW	SENIOR HIGH	MID-WEIGHT LOW	MID-WEIGHT HIGH
FINANCE	500	900	450	675	370	525	350	423
E-COMMERCE	500	900	400	595	350	500	-	-
MEDIA & PUBLISHING	-	-	420	550	350	450	200	300
AGENCY	450	625	350	500	300	450	180	350
TECHNOLOGY	450	650	425	600	400	550	300	400
PUBLIC SECTOR	450	575	400	550	350	550	-	-

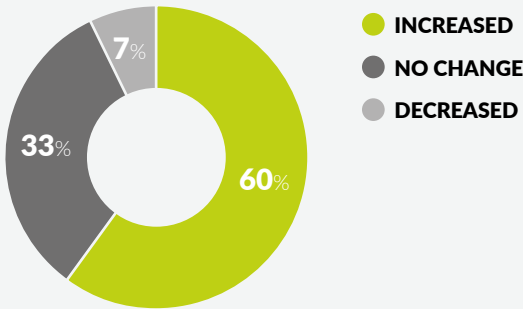
TYPICAL SALARY

MEDIAN (£s)



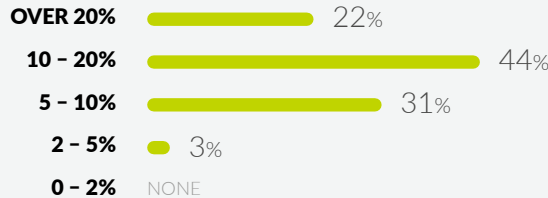
DAY RATE CHANGES

Q: Did you change your day rate in the past year?



DAY RATE INCREASES

Q: How much did you increase your day rate by?



DESIGN FUTURE PLANS



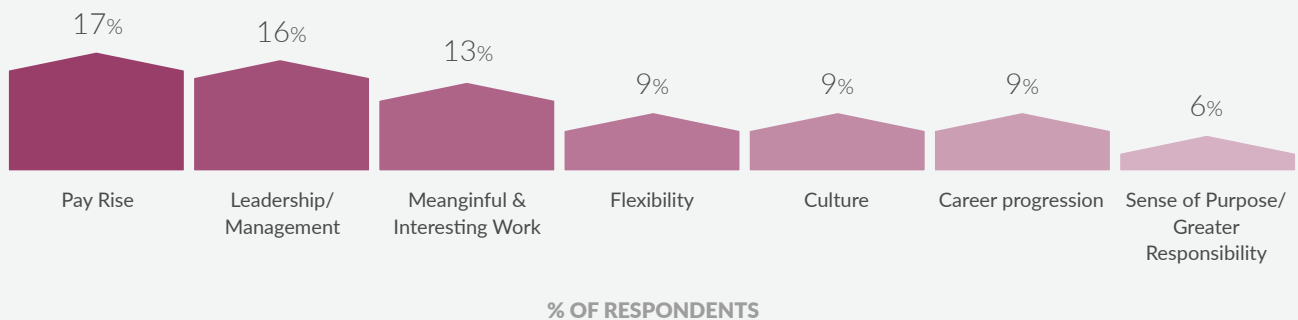
Creativity can't be automated.
Yet.



Focus on product design will be the major change. I don't think companies will pay big amounts of money only to make a 'pretty website' like it used to be.

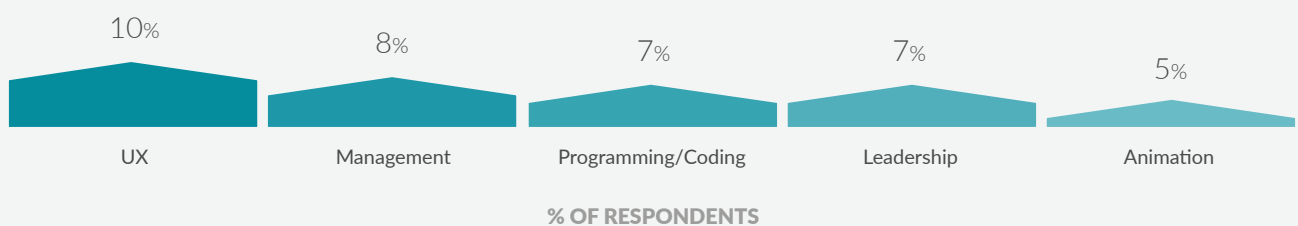
WHAT WOULD YOU LOOK FOR IN A NEW ROLE?

Q: What would you look for in a new role, that you don't get in your current role?



TOP 5 SKILLS TO DEVELOP

Q: What skills do you hope to develop?



27%

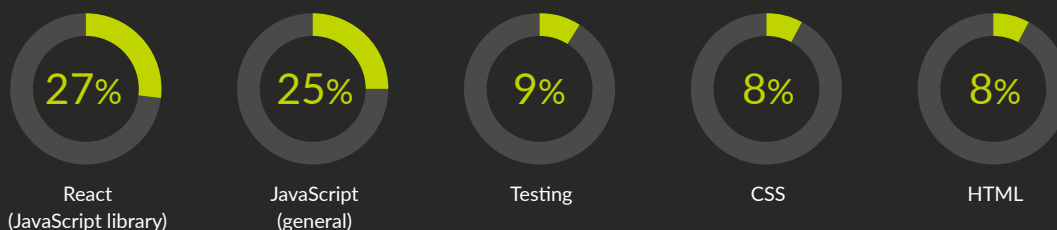
of Designers are looking to specialise in UX.

TECHNOLOGY

Salaries across both the permanent and contract market are thriving, with over half of respondents receiving a pay rise or increasing their day rate. Candidate confidence towards the state of the market is a lot higher than any other discipline, this lack of concern correlates with the flourishing salaries.

TOP 5 MUST HAVE SKILLS

Q: What do you feel are the must-have skills or specialisms in your discipline at the moment?



% OF RESPONDENTS THAT THINK IT'S A MUST HAVE SKILL

64%

of European contractors feel they are most likely to leave the UK after Brexit. The average for all other disciplines is 30%.

74%

of people working in Technology didn't get a bonus – the lowest amongst all disciplines.

TECHNOLOGY PERMANENT

There has been a notable rise in candidates transitioning from contract to permanent positions due to the incoming IR35 legislation. Whilst salary remains the key reason for people to move position, it seems that work to life balance is also a key trigger for this shift. Candidates are looking for more than just a salary package; other benefits such as training, progression and flexible working are also important. As predicted last year, an increase in developers looking to improve their REACT skills has emerged with 85%+ front end roles that we've had in the last year have included REACT, TypeScript or Es6. Finance remains the highest paying sector for permanent development roles however we have seen a marked increase in e-commerce salaries this year so watch this space.

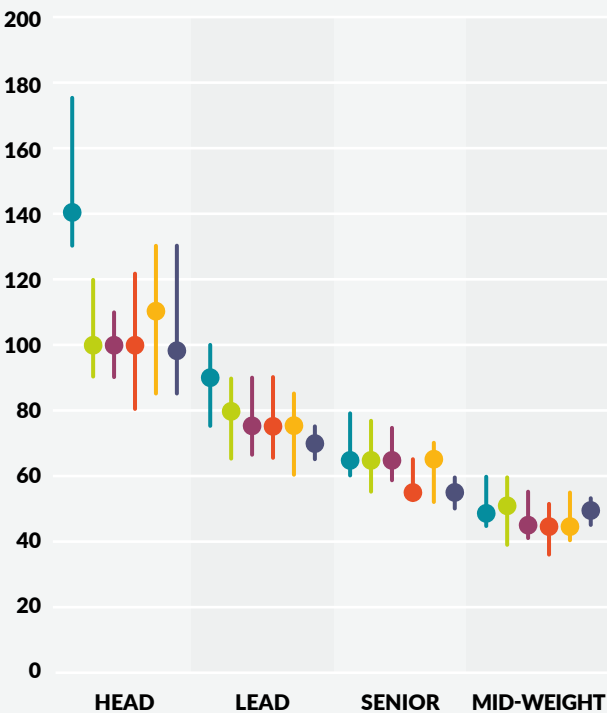
SALARY RANGES BY SECTOR

£'000s

	HEAD		LEAD		SENIOR		MID-WEIGHT	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
FINANCE	130	175	75	100	60	80	45	60
E-COMMERCE	90	120	65	90	55	77	39	60
MEDIA & PUBLISHING	90	110	66	90	55	75	41	50
AGENCY	80	122	60	90	52	65	35	52
TECHNOLOGY	85	130	60	85	52	70	40	55
PUBLIC SECTOR	85	130	65	75	50	60	45	52

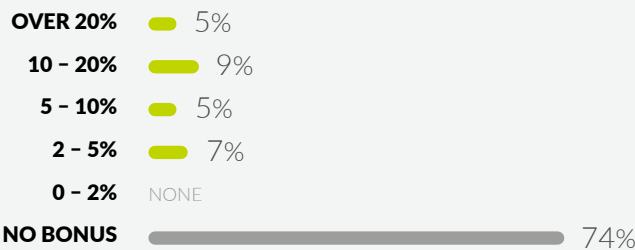
TYPICAL SALARY

MEDIAN (£'000s)



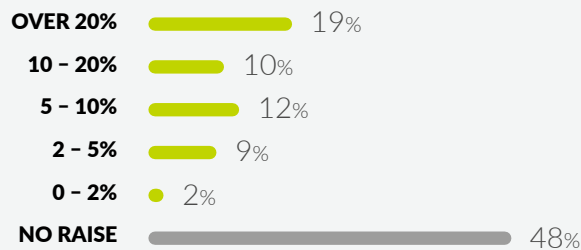
BONUSES

Q: What bonus did you receive? (% of salary)



PAY RISES

Q: What pay rise did you receive? (% of salary)



TECHNOLOGY CONTRACT

With the looming introduction of IR35, contract salaries seem to have risen significantly this year to remain an attractive choice. Our survey shows that half of respondents have increased their rates over the last year demonstrating a booming market. Of those who have seen an increase in there day rate, 74% had a rise of more than 10%. The highest rates remain in the Finance sector however the Public Sector is bridging the gap from last year where salaries continue to rise.

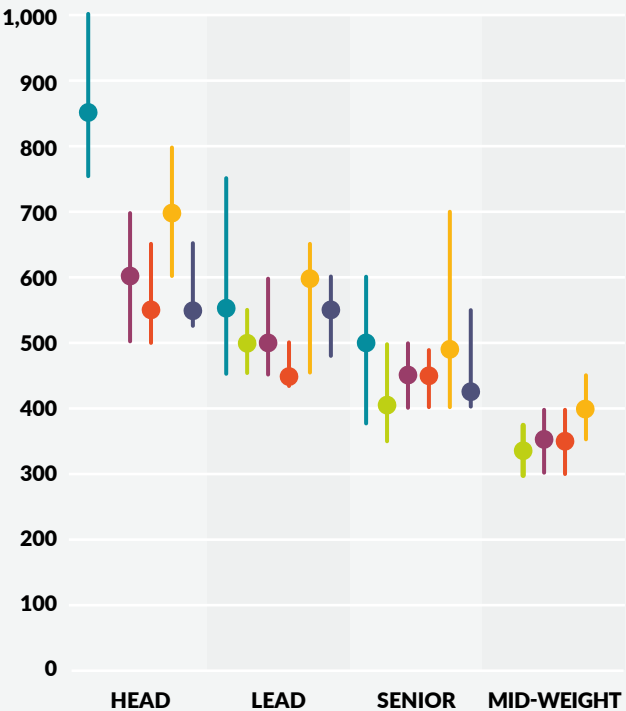
SALARY RANGES BY SECTOR

£s

	HEAD LOW	HIGH	LEAD LOW	HIGH	SENIOR LOW	HIGH	MID-WEIGHT LOW	HIGH
FINANCE	750	1000	450	750	375	600	–	–
E-COMMERCE	–	–	450	550	350	500	300	375
MEDIA & PUBLISHING	500	700	450	600	400	500	300	400
AGENCY	500	650	450	500	400	480	300	400
TECHNOLOGY	600	800	450	650	400	700	350	450
PUBLIC SECTOR	700	850	550	700	400	500	–	–

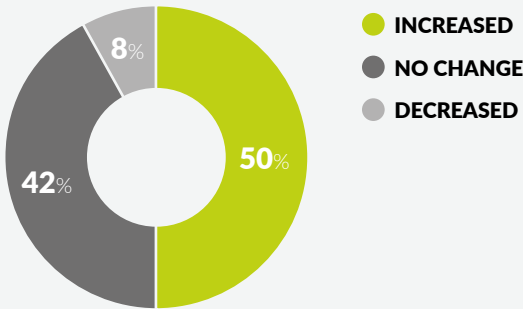
TYPICAL SALARY

MEDIAN (£s)



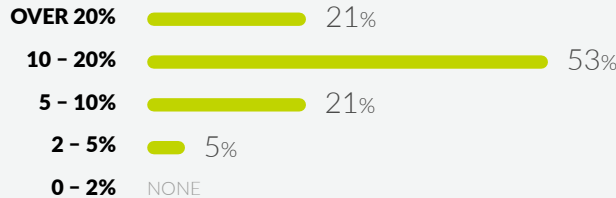
DAY RATE CHANGES

Q: Did you change your day rate in the past year?



DAY RATE INCREASES

Q: How much did you increase your day rate by?



TECHNOLOGY FUTURE PLANS



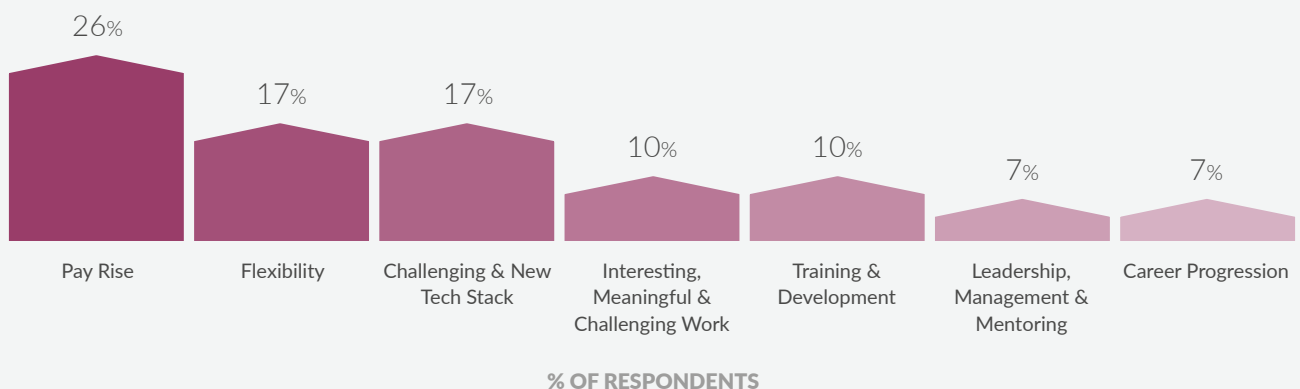
There are a number of open positions in my field and there is a shortage of engineers with the right skills to fill the roles.



I have a current and relevant skill set. I'm in a role that will allow to expand on that.

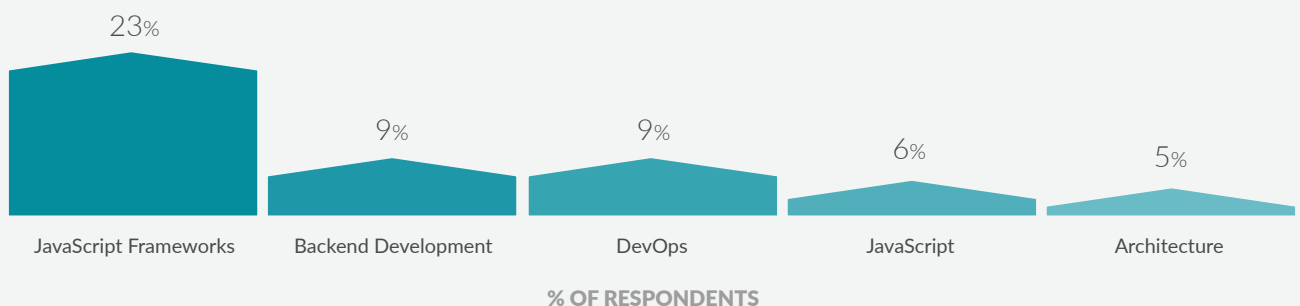
WHAT WOULD YOU LOOK FOR IN A NEW ROLE?

Q: What would you look for in a new role, that you don't get in your current role?



TOP 5 SKILLS TO DEVELOP

Q: What skills do you hope to develop?



6%

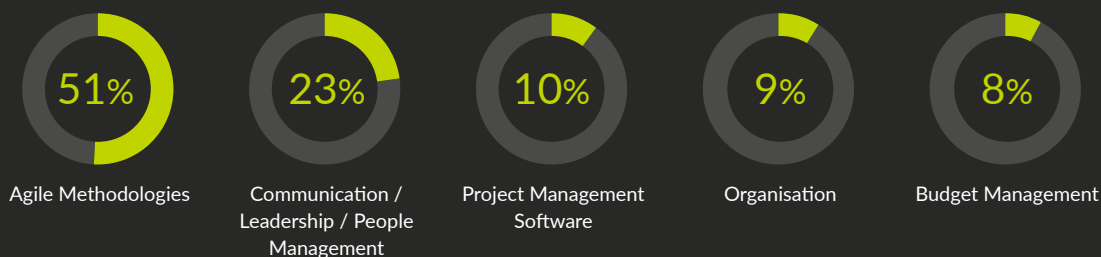
of developers want to specialise in machine learning.

PROJECT MANAGEMENT

The Project Management market is buoyant, with pay rises occurring across the board. There is still a large disparity between levels and sectors, for example a senior Project Manager in Agency ranges from an unexpected low of £40K to a high of £65K. Agile is very much a focus with 51% stating it as the must have skill and 42% looking to specialise in this area.

TOP 5 MUST HAVE SKILLS

Q: What do you feel are the must-have skills or specialisms in your discipline at the moment?



% OF RESPONDENTS THAT THINK IT'S A MUST HAVE SKILL

19%

have a vocational qualification
(7% average across other disciplines).

PROJECT MANAGEMENT PERMANENT

Coinciding with last year's findings, there has been a push for permanent hires of candidates with more user-centric profiles; understanding the Why and not just the What and When, as well as an increase in wanting official Project Management accreditation. This could explain why 51% of respondents are looking to develop their skill sets, especially within Agile, Scrum, and Kanban. The highest salaries are achieved in both Finance and Technology sectors although closely followed by E-commerce. Bonuses however have been harder to come by this year with only 33% respondents receiving a bonus, 18% less than in 2018.

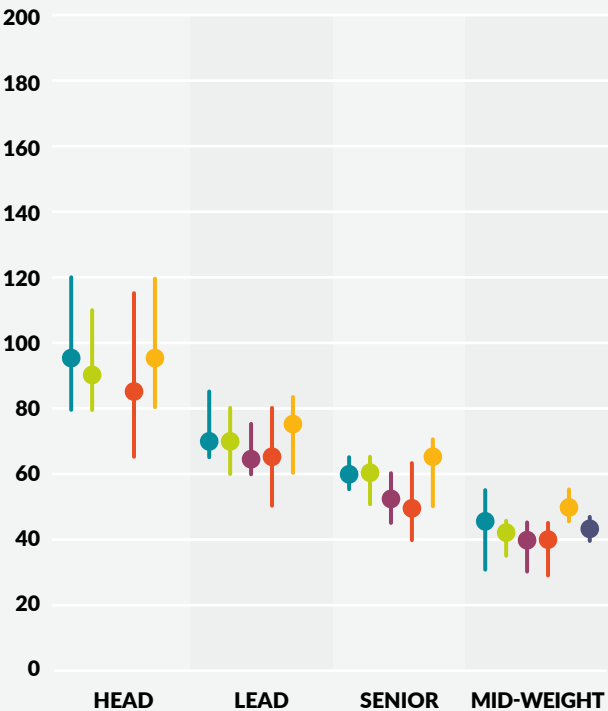
SALARY RANGES BY SECTOR

£'000s

	HEAD LOW	HIGH	LEAD LOW	HIGH	SENIOR LOW	HIGH	MID-WEIGHT LOW	HIGH
FINANCE	80	120	65	85	55	65	32	55
E-COMMERCE	80	110	70	90	50	65	35	45
MEDIA & PUBLISHING	–	–	60	75	45	60	30	45
AGENCY	65	115	50	80	40	65	28	45
TECHNOLOGY	80	120	60	82	50	70	45	55
PUBLIC SECTOR	–	–	–	–	–	–	40	45

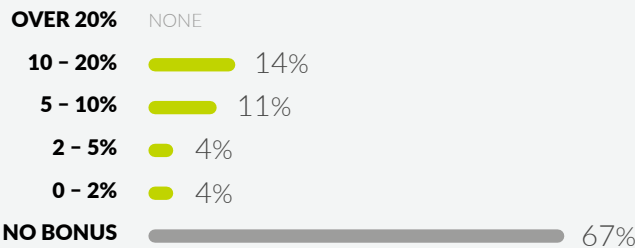
TYPICAL SALARY

MEDIAN (£'000s)



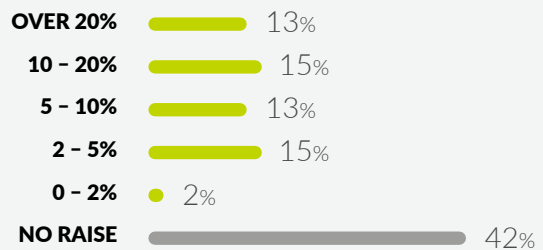
BONUSES

Q: What bonus did you receive? (% of salary)



PAY RISES

Q: What pay rise did you receive? (% of salary)



PROJECT MANAGEMENT CONTRACT

With the impending IR35 reform taking place next year, a lot of freelance Project Managers are considering moving into permanent positions. Though despite this, over half of respondents have managed to increase their day rate this year, with 70% of those who did, increasing rates by more than 10%. The market remains competitive however, and therefore 18% of respondents admitted to reducing rates in order to get positions in their preferred sector.

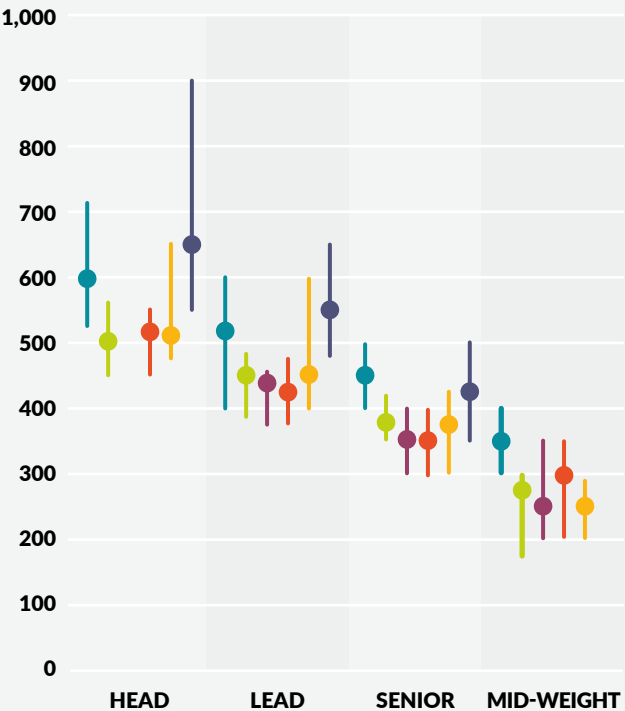
SALARY RANGES BY SECTOR

£s

	HEAD		LEAD		SENIOR		MID-WEIGHT	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
FINANCE	525	715	400	600	400	500	300	400
E-COMMERCE	450	560	385	480	350	420	175	300
MEDIA & PUBLISHING	–	–	375	450	300	400	200	350
AGENCY	450	550	375	475	300	400	200	350
TECHNOLOGY	475	650	400	600	300	425	200	280
PUBLIC SECTOR	550	900	475	650	350	500	–	–

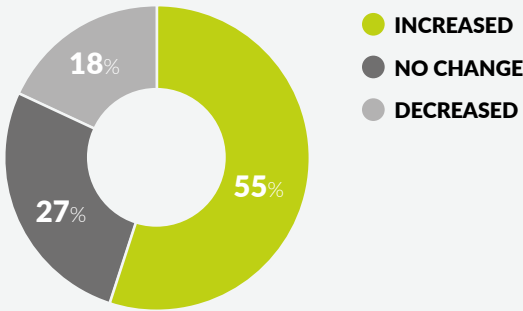
TYPICAL SALARY

MEDIAN (£s)



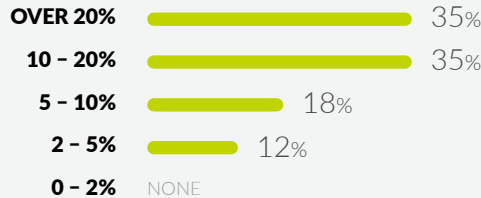
DAY RATE CHANGES

Q: Did you change your day rate in the past year?



DAY RATE INCREASES

Q: How much did you increase your day rate by?



PROJECT MANAGEMENT FUTURE PLANS



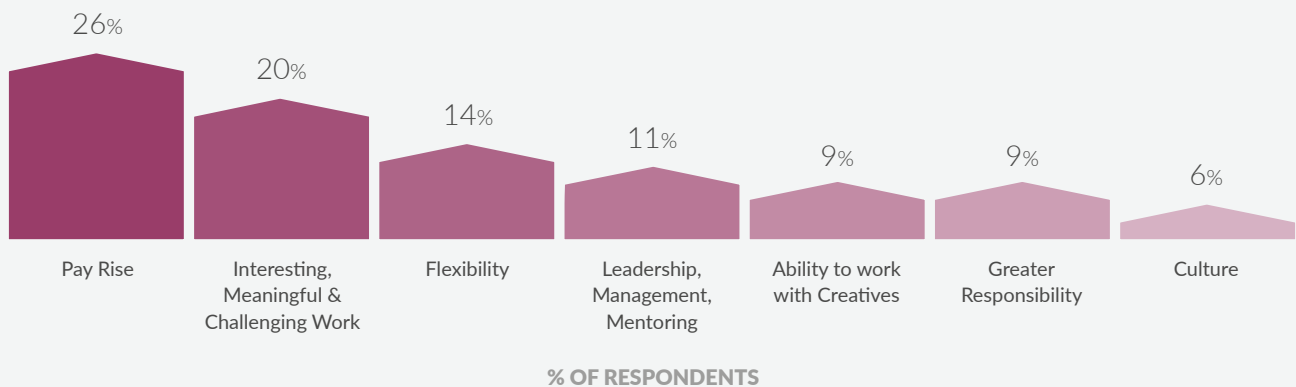
With everything being digitalised, being a software project manager will be sought after.



I want to develop and shift to a product owner role type.

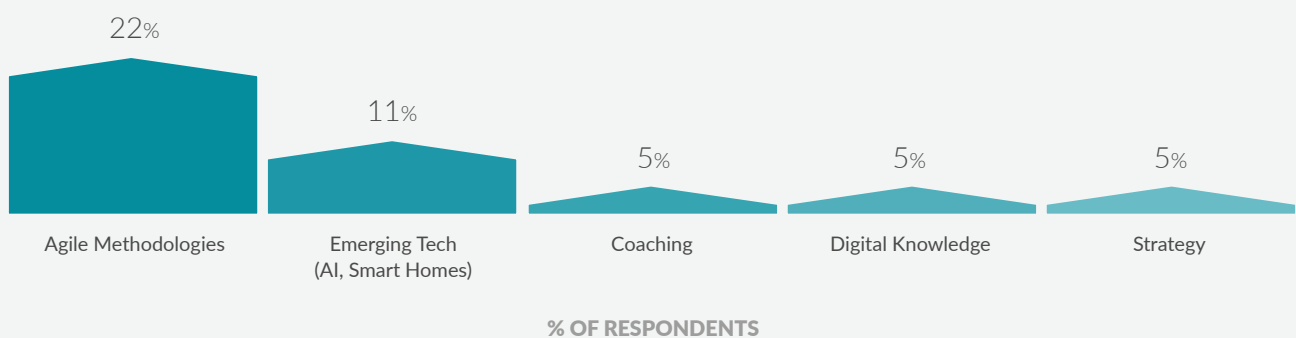
WHAT WOULD YOU LOOK FOR IN A NEW ROLE?

Q: What would you look for in a new role, that you don't get in your current role?



TOP 5 SKILLS TO DEVELOP

Q: What skills do you hope to develop?



42%

of Project Managers want to specialise in agile.

PRODUCT MANAGEMENT

Due to the ever demanding increase from clients building specific agile product teams, for the first time, we've allocated a separate section specifically for Product Management. Product Management salaries are lucrative with permanent salaries reaching highs of £160K and contract up to £1,200 for head of positions. Even though salaries are relatively high, 25% of respondents still stated a pay rise as the main reason for looking at a new role.

TOP 5 MUST HAVE SKILLS

Q: What do you feel are the must-have skills or specialisms in your discipline at the moment?



% OF RESPONDENTS THAT THINK IT'S A MUST HAVE SKILL

61%

of Product Managers received a pay rise.

PRODUCT MANAGEMENT PERMANENT

Product Management has been an expanding discipline this year of which this rise in demand has been reflected in salaries. The majority of respondents, 71%, reported getting a pay rise, with a third of those receiving an increase of more than 10%. That said, in order to cash out for this premium, clients have been quite specific in the skills they want Product Managers to possess. It is important for Product Managers to be storytellers, demonstrating ownership of roadmap and product vision across an end to end product lifecycle. Increasingly Product Managers are required to get more involved within tech teams, which is reflected in the fact that 24% of respondents are looking to develop their technical skills.

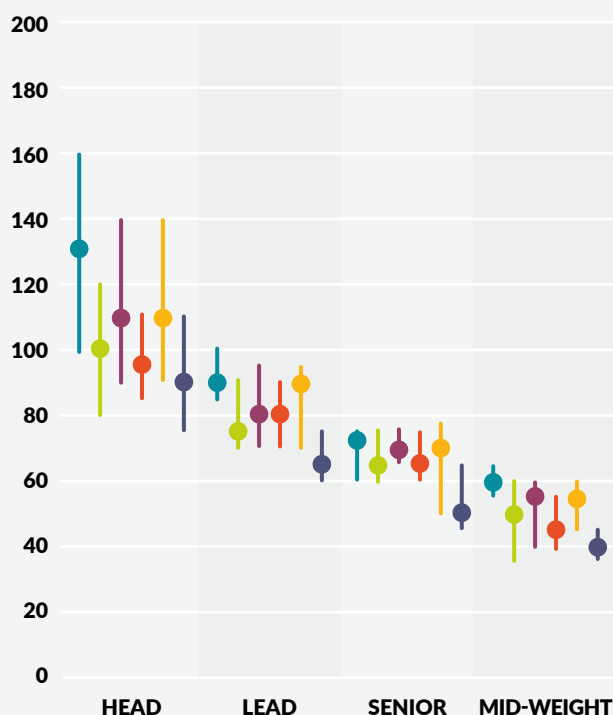
SALARY RANGES BY SECTOR

£'000s

	HEAD		LEAD		SENIOR		MID-WEIGHT	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
FINANCE	100	160	85	102	60	75	55	65
E-COMMERCE	80	120	70	90	60	75	36	60
MEDIA & PUBLISHING	90	140	70	95	65	75	40	60
AGENCY	85	110	70	90	60	75	40	55
TECHNOLOGY	90	140	70	100	50	77	45	60
PUBLIC SECTOR	75	110	60	75	45	65	40	45

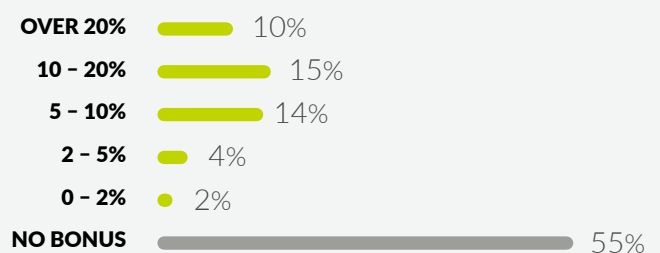
TYPICAL SALARY

MEDIAN (£'000s)



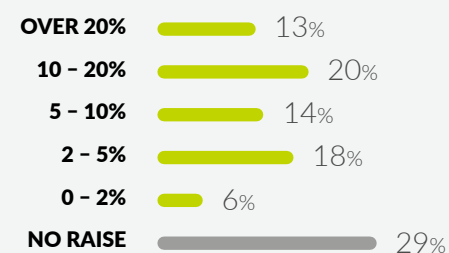
BONUSES

Q: What bonus did you receive last year?



PAY RISES

Q: What pay rise did you receive last year?



PRODUCT MANAGEMENT CONTRACT

There has been a steady flow of contract Product Management roles over the course of this year with the highest day rates unsurprisingly found in Finance. However, Media & Publishing day rates have also increased to compete for the best talent with Lead day rates reaching as high as £900. Although there is a steady demand for candidates, day rates have mostly stayed the same with less than a quarter of respondents increasing their rate in 2019. That said, those that did increase their rate did so significantly, inflating prices by more than 20%.

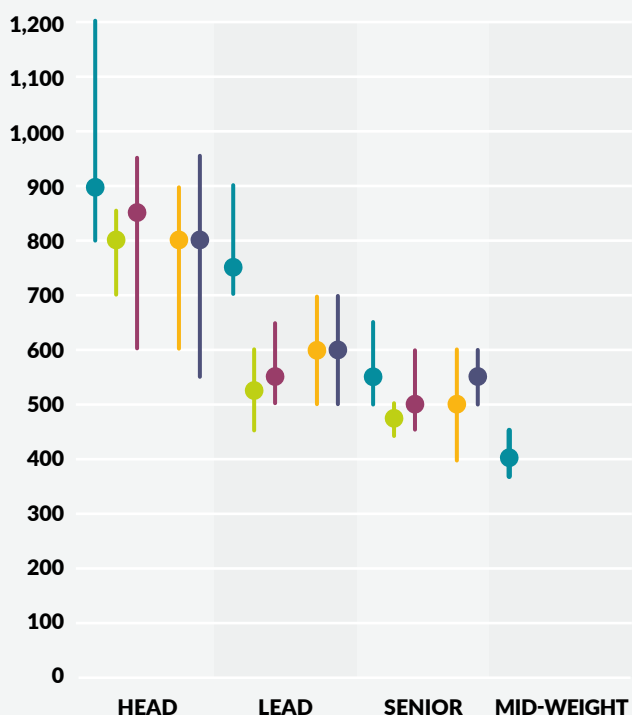
SALARY RANGES BY SECTOR

£s

	HEAD LOW	HIGH	LEAD LOW	HIGH	SENIOR LOW	HIGH	MID-WEIGHT LOW	HIGH
FINANCE	800	1200	700	900	500	650	370	450
E-COMMERCE	700	850	450	600	435	500	-	-
MEDIA & PUBLISHING	600	1100	500	650	450	600	350	400
AGENCY	-	-	-	-	-	-	-	-
TECHNOLOGY	600	900	500	700	400	600	-	-
PUBLIC SECTOR	550	950	500	700	500	600	-	-

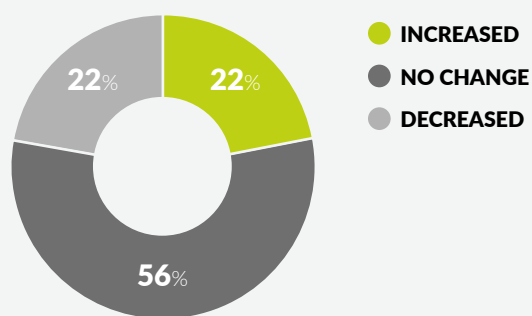
TYPICAL SALARY

MEDIAN (£s)



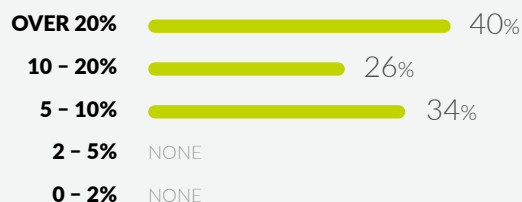
DAY RATE CHANGES

Q: Did you change your day rate in the past year?



DAY RATE INCREASES

Q: How much did you increase your day rate by?



PRODUCT MANAGEMENT FUTURE PLANS



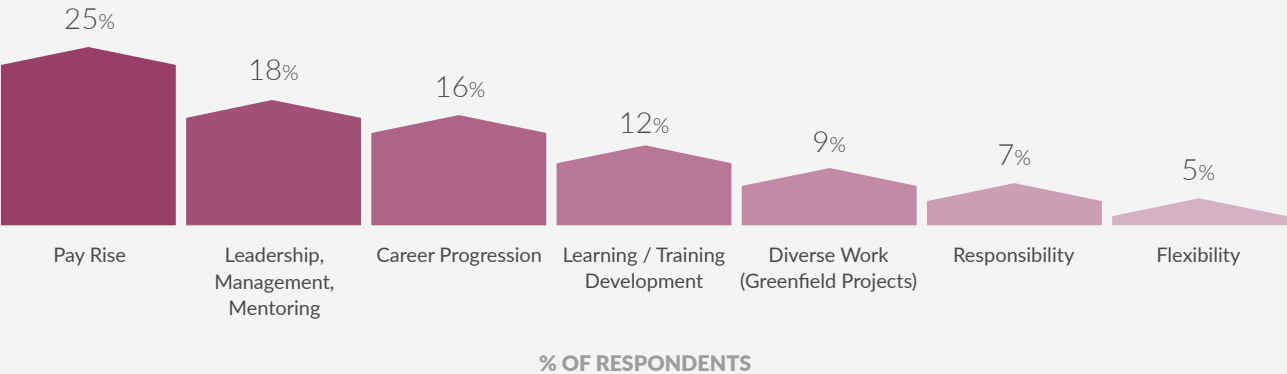
Product management is an incredibly valuable and sought after field.



I want to work together with a great team for something really meaningful.

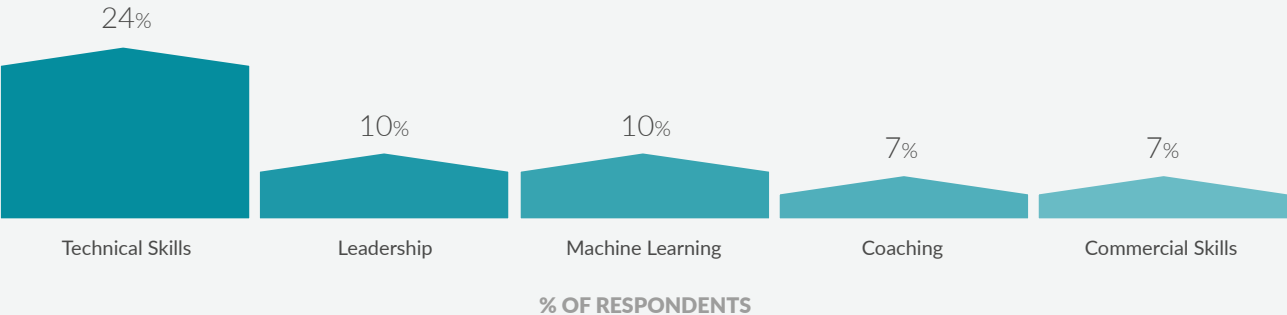
WHAT WOULD YOU LOOK FOR IN A NEW ROLE?

Q: What would you look for in a new role, that you don't get in your current role?



TOP 5 SKILLS TO DEVELOP

Q: What skills do you hope to develop?



CROSS DISCIPLINE FINDINGS



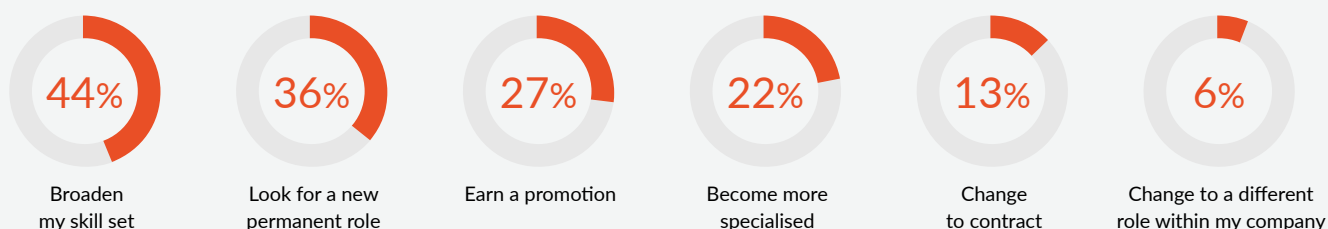
FUTURE PLANS IN A PERMANENT ROLE

Q: What are your career plans in the next 12 months? I am planning to... (Multiple choice)

Q: What appeals to you about changing to a freelance role? (Rate 1 – 10)

Despite the economic uncertainty with Brexit on the horizon it seems this hasn't affected the digital job market with over a third of respondents suggesting they would seek a new permanent role in the next 12 months whilst also looking to expand their skill set. As expected, higher pay and the offer of freedom and flexibility seem to be the most appealing factors for candidates switching to the contract market.

PART OF MY FUTURE PLAN % OF RESPONDENTS THAT AGREE



WHAT APPEALS ABOUT SWITCHING TO A CONTRACT ROLE BY AVERAGE RANKING



FUTURE PLANS IN A CONTRACT ROLE

Q: What are your career plans in the next 12 months? I am planning to... (Multiple choice)

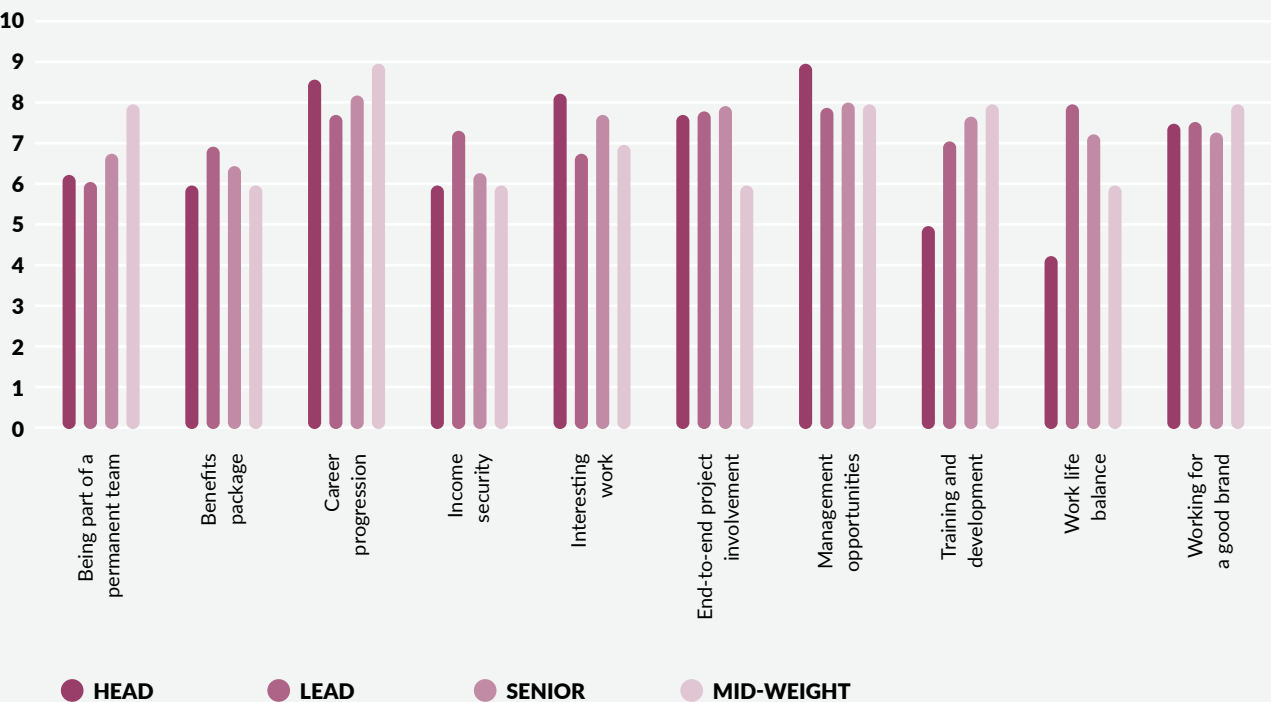
Q: What appeals to you about changing to a permanent role? (Rate 1 – 10)

With 18% of contractors interested in moving to a permanent position, this corresponds with our findings throughout that the impending IR35 legislation is unsettling the contract market. Career progression is the highest factor for candidates looking to make this switch.

PART OF MY FUTURE PLAN % OF RESPONDENTS THAT AGREE



WHAT APPEALS ABOUT SWITCHING TO A PERMANENT ROLE BY AVERAGE RANKING



JOB SATISFACTION

Q: What provides the most satisfaction in your current role? (Rate 1 – 10)

The importance of interesting and meaningful work, alongside a healthy, flexible working life balance provide the most role satisfaction across the board closely followed by the importance of seeing your work go live.

FACTORS OF JOB SATISFACTION

AVERAGE RANK BY FACTOR



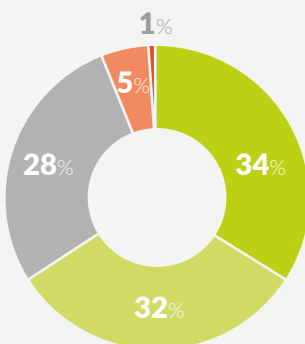
MARKET ATTITUDE BY SECTOR

Q: How concerned do you feel about the jobs market in your field in 2019-20? (Rate 1-5)

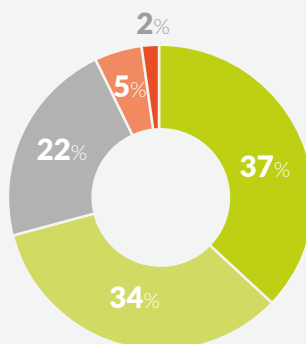
Confidence in the employment market – or lack of – widely varies between disciplines. Candidates within the Technology space are the least concerned (54%), followed by Design at 37% and User Research at 36% saying they are 'not at all concerned'. The percentage of candidates who are extremely concerned is a lot less with design being 5% and Product Management just 1%, highlighting a significant confidence within the digital space. As we've mentioned throughout it will be very interesting to see what happens next year with Brexit, a potential new government and IR35 coming in to play.

CONCERN IN THE FUTURE MARKET PLACE BY DISCIPLINE

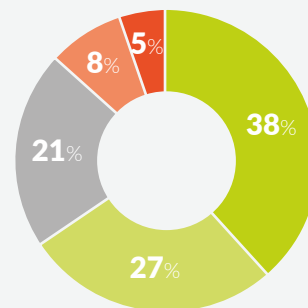
- 1 - NOT AT ALL CONCERNED
- 2 - SLIGHTLY CONCERNED
- 3 - SOMEWHAT CONCERNED
- 4 - MODERATELY CONCERNED
- 5 - EXTREMELY CONCERNED



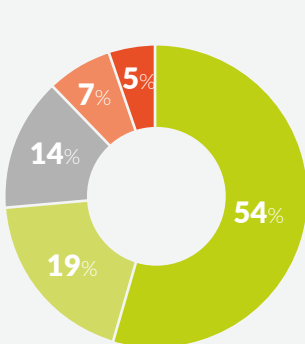
USER EXPERIENCE



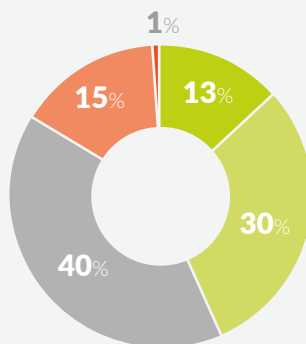
USER RESEARCH



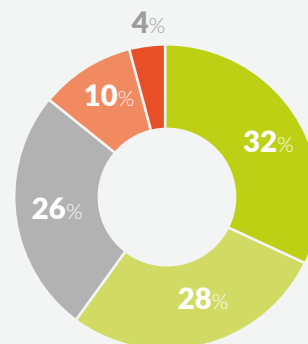
DESIGN



TECHNOLOGY



PROJECT MANAGEMENT



PRODUCT MANAGEMENT

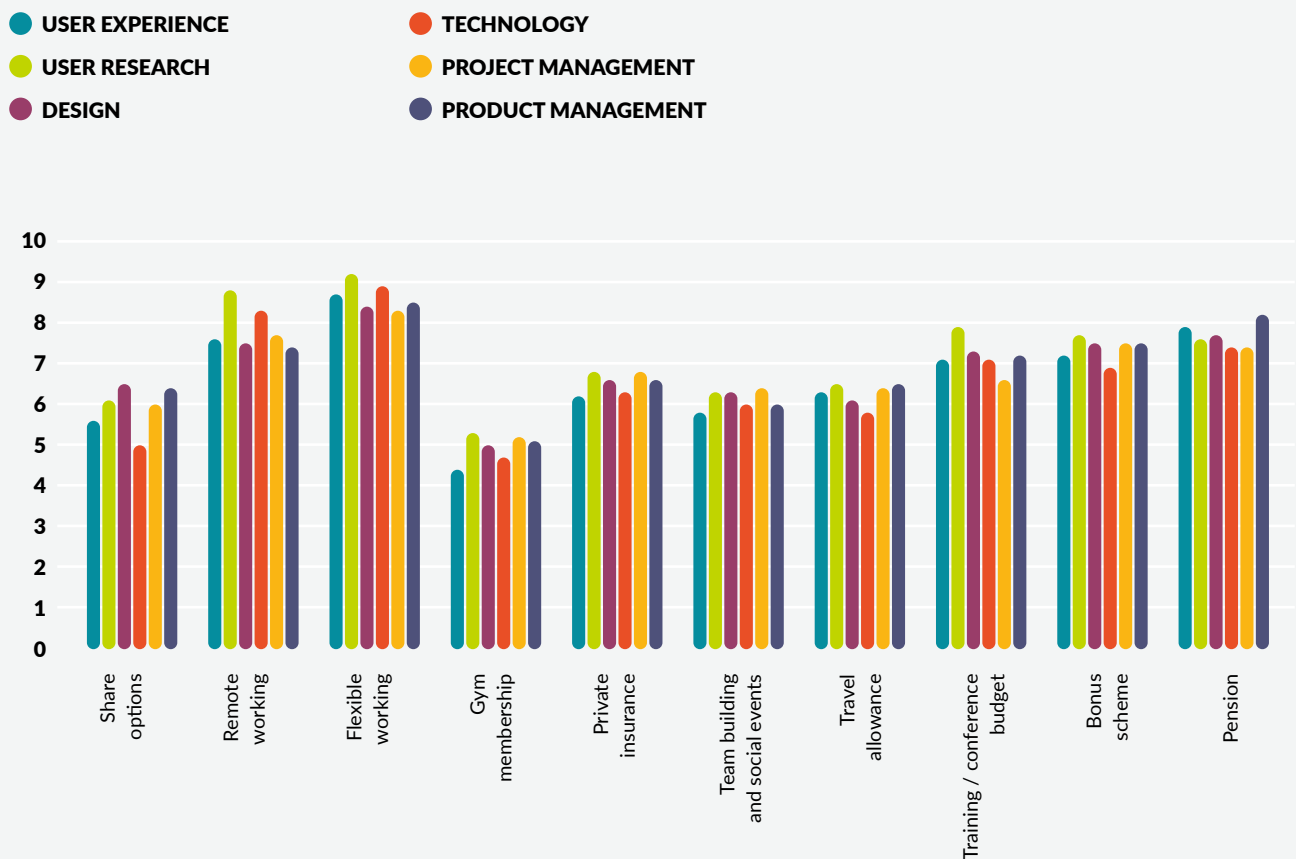
JOB BENEFITS

Q: When considering a new role, what benefits are most important to you? (Rate 1 – 10)

There is no surprise that flexible hours and remote working rank as the most important job benefits for candidates across all disciplines. Pension, bonus scheme and training compete for third place, with Product Management focused on a good pension scheme whereas User Researchers are demanding training opportunities as a key benefit.

MOST IMPORTANT JOB BENEFITS

AVERAGE RANK BY FACTOR

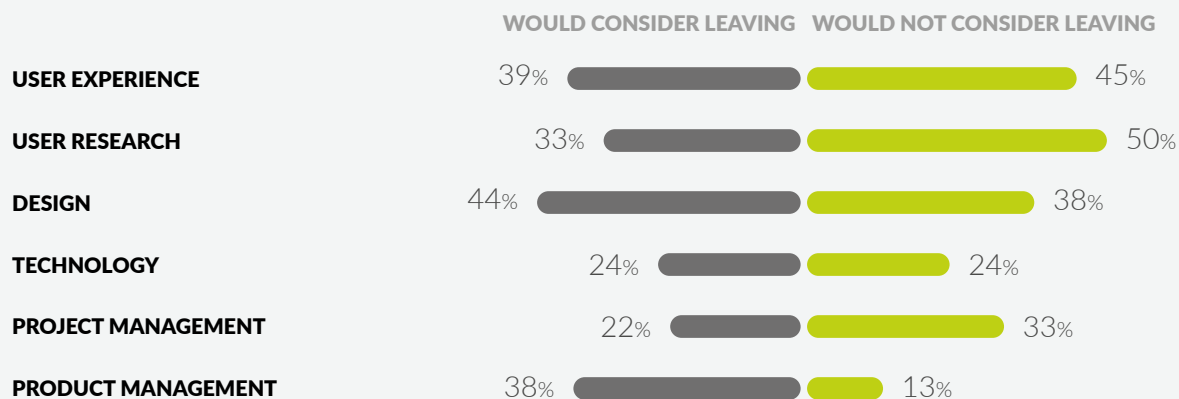


ATTITUDE TO THE UK JOB MARKET AFTER BREXIT

Q: As an EU Citizen would you consider leaving the UK once Brexit has been confirmed?

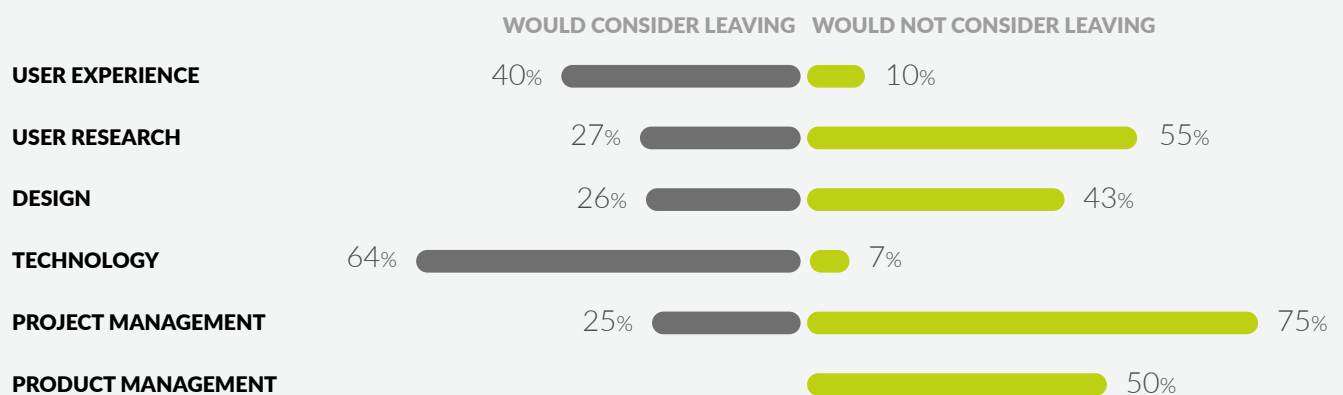
The below graph is only based on respondents who gave a definitive answer as to whether they would consider remaining or leaving post Brexit. Interestingly, 52% of Technology permanents don't know what they would do which is the highest out of any discipline. The uncertainty is highlighted by the fact there is an almost exact equal split between those who would/wouldn't/don't know what they would do.

IN PERMANENT ROLES BY SECTOR



Excluding responses of 'Don't know'

IN CONTRACT ROLES BY SECTOR



Excluding responses of 'Don't know'

GET IN TOUCH

Contact us for more detailed insights into our findings or to discuss how your salary matches up to the rest of the market.

To speak to us about your recruitment needs or for help in finding your next role, please get in touch with the consultant for your discipline.

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