

Talent Media.
Don't just exist. Stand out.

Salary Trends & Benefits Report

— 2026 —

WHAT'S REALLY HAPPENING IN THE MARKET?

Salary Insights | Market Shifts | Hiring Trends



Your go-to guide for benchmarking salary & benefits in 2026

Introduction

At Talent Media, we spend our time where it matters most, in real conversations.

Speaking to businesses that are trying to attract and retain the right people.

Speaking to candidates who are weighing up their next move. And seeing, first-hand, how the market is shifting in real time.

That's exactly why we work in partnership with Totaljobs.

To make sure both our clients and candidates have access to the most up-to-date insights they need to make informed decisions, not guesses.

Because on the surface, the data looks positive.

The competition for skilled talent continued into 2025 and drove salary growth, even as the jobs market began to recalibrate after years of disruption.

Median salaries have still grown by 7.5%. Salary remains the main motivator for talent. But expectations around how that salary is communicated have changed.

Transparency is no longer optional. Around 80% of candidates now avoid roles that don't disclose pay.

And despite signs of a cooling market, demand hasn't disappeared; it's just become more focused.

Sectors such as Technology, Legal, and Banking & Finance continue to offer the highest salaries, while a clear skills premium is emerging.

Employers are placing greater value on:
Leadership
Technical expertise
Project management
AI and automation capabilities

Ethics signals where future investment in skills and capability-building will have the greatest impact.

At the same time, a split workforce is taking shape. Confident movers are still pursuing higher pay and progression, with 41% actively looking or planning to move in 2026.

Yet an equal share are choosing to stay put, prioritising stability in a more cautious market. And behind all of this, financial pressure is still very real.

Over half of workers (53%) have cut back on leisure spending.

Nearly a third (32%) are cutting back on essentials — despite recent pay rises. Which brings us to the real shift.

Salary may still lead decisions, but it's no longer enough on its own.

Transparency, flexibility, and progression have become essential.

Employers who continue to rely on salary alone will struggle to attract and retain the right talent.

Those who take a more forward-thinking approach — addressing skills gaps, offering clear progression, and being upfront about pay- will be the ones who stay competitive.

This report breaks down:

- Industry-specific salary trends
- Candidate expectations and deal-breakers
- How to benchmark salary and benefits in 2026

Our insights are based on analysis of 21.6 million job adverts across 22 industries, alongside surveys of 1,000 recruiters and 3,000 UK workers.

At Talent Media, our role is to bridge the gap between what businesses offer and what candidates actually want.

Whether you're hiring, considering a move, or simply sense-checking where you stand, this report will give you a clearer view of what's really happening in the market.

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What's driving candidate decisions in 2026

Salary and benefits



Career goals



Drivers of job search beyond salary and benefits



Salaries at a glance

£33,526

Gross median salary

Median salary

values. We use gross median salary by industry, city and region in our report as this gives a more accurate picture of the typical salary and is a better indicator of overall income distribution.

Disclaimer: All salary figures used in this report come from advertised salary data

Salary growth over time



Salary and benefits satisfaction

78% are satisfied with their salary

76% are satisfied with their benefits



Gender pay gap for full-time workers*

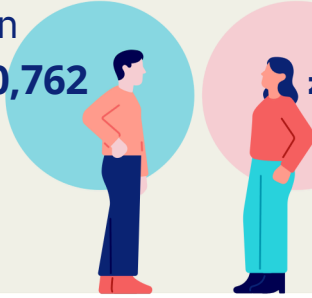
6.9%

Men

£40,762

Women

£36,374



*Gender pay gap of 6.9% is calculated by using hourly earnings. The displayed annual salaries here were calculated by using weekly earnings, Office for National Statistics (ONS), employee earnings in the UK: 2025, October 2025

Top city for highest salary

London
£40,000



Top industry for highest salary

Technology
£48,595



Top industry for salary growth

Insurance
+14%



Our methodology

Our Salary Trends Report 2026 combines multi-year job market data with large-scale surveys to show how salaries and expectations are evolving for 2026.

We analysed 21.6 million UK job positions collected through OTT (The Stepstone Group's job-ad analysis tool) covering 2019-2025 across 22 industries and 21 major UK cities (though fewer are published in this report for consistency with previous editions).

Listings were deduplicated, salaries standardised and outliers removed. Keep in mind that all salary data reflects advertised salaries over actual earnings, highlighting how employers position roles in a tight market. Industry and overall salary ranges use the 5th percentile, median and 95th percentile, while occupation ranges use the 25th percentile, median and 75th percentile.

Survey benefit options were mapped to the broader set of benefits captured in OTT to allow like-for-like comparison. Gender Pay Gap indicators were calculated using Office for National Statistics (ONS) weekly and hourly earnings data, mapped back to our industry framework.

Two surveys ran between 18 November and 26 November 2025, capturing views from 3,000 UK workers and 1,000 recruiters and HR professionals. We used a new survey provider this year, with sampling and weighting aligned to previous years for comparability.

Together, the job ad data, ONS benchmarks and survey insights offer a rounded view of the UK labour market.

To learn more about the data behind this report, contact global-insights@stepstone.com



Salaries by city and region



UK regions

East Midlands
£31,803

East of England
£31,000

London
£40,000

North East
£30,545

North West
£31,500

Northern Ireland
£30,000

Scotland
£31,000

South East
£34,132

South West
£31,523

Wales
£30,000

West Midlands
£33,696

Yorkshire & the Humber
£31,500



Top 10 highest paying industries



Technology

£48,595



Legal

£46,803



Banking & Finance

£45,000



Construction

£45,000



Engineering

£42,950



Healthcare

£42,631



Consulting

£42,500



Insurance

£40,000



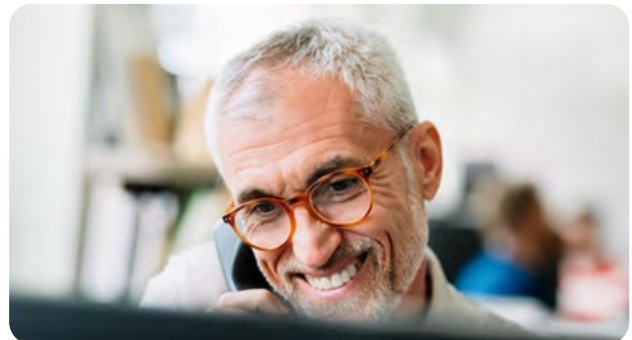
Marketing and Media

£37,500



Accounting

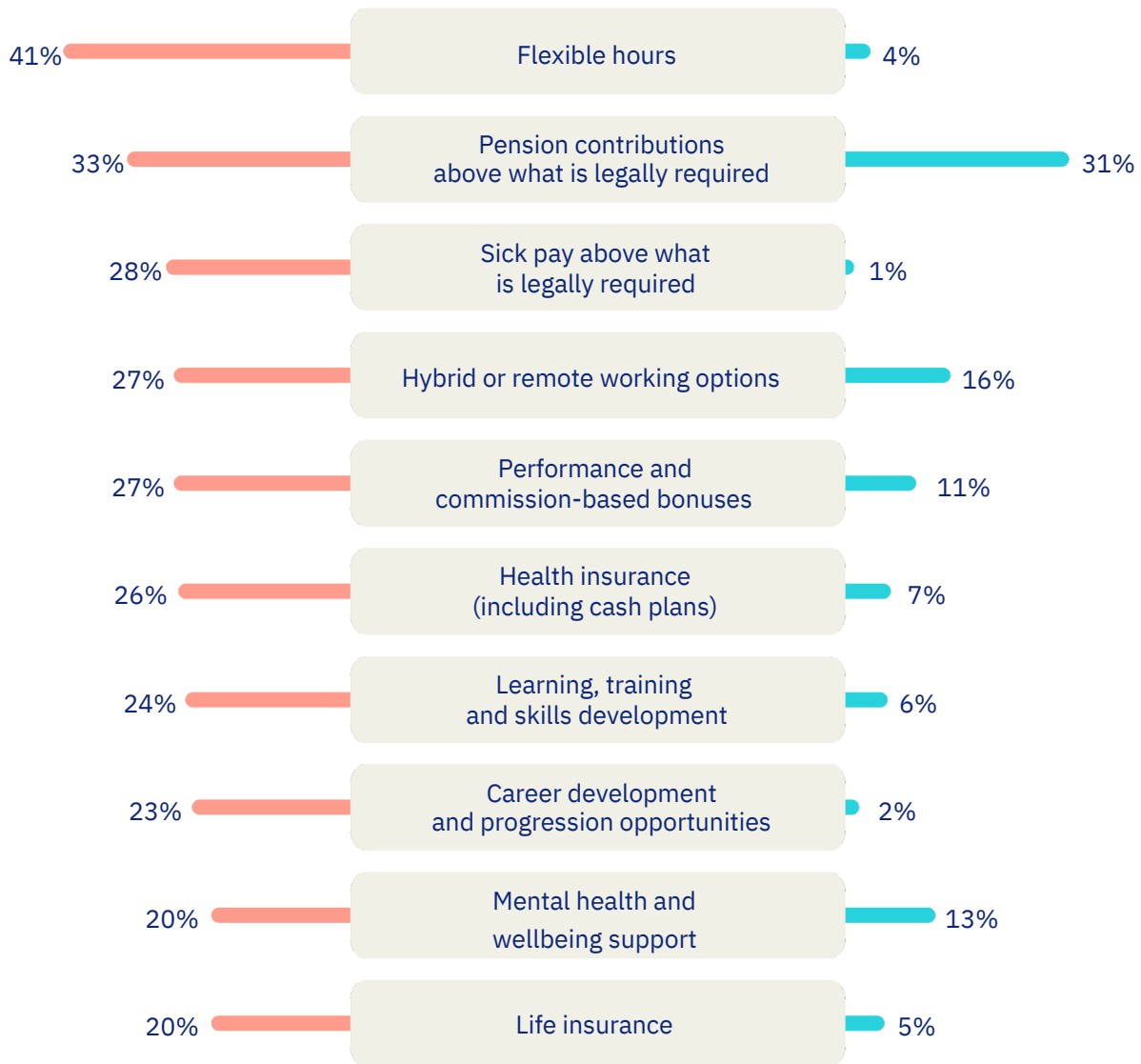
£36,000



Top 10 desired benefits vs. advertised benefits

Desired by candidates

Advertised by employers



*Desired: workers seek pension/sick pay contributions above what's required; advertised: employer's pension/sick pay contributions

Benefits on the rise

Access to a virtual GP and health assessments

Social events and team activities

Mental health and wellbeing support

Health insurance (including cash plans)

Flexible working hours



Most advertised roles by industry



Industry	Role	Salary range
Accounting	Accounts assistant	£26,000-£35,000
Administration	Administrative assistant	£25,000-£30,000
Banking & Finance	Finance manager	£42,000-£66,819
Construction	Site operations manager	£45,000-£72,800
Consulting	Practitioner	£27,300-£49,800
Customer Service	Client service officer	£25,396-£28,392
Education	Teaching assistant	£23,119-£28,600
Engineering	Maintenance engineer	£36,000-£50,000
Healthcare	Healthcare assistant	£24,937-£30,214
Hospitality	Kitchen porter	£25,396-£27,040
Human Resources	Human resource business partner	£32,000-£52,000
Insurance	Claims administrator	£25,155-£35,000
Legal	Legal assistant	£25,000-£38,000
Logistics & Transport	HGV driver	£31,200-£44,200
Manufacturing	Production operator	£25,396-£30,659
Marketing & Media	Marketing specialist	£26,000-£35,000
Property	Property manager	£29,000-£50,000
Retail	Retail sales assistant	£25,396-£27,352
Sales	Sales advisor	£25,396-£35,000
Skilled Trades	Electrician	£37,440-£54,080
Social Care	Caregiver	£25,604-£30,160
Technology	IT administrator	£25,000-£30,000

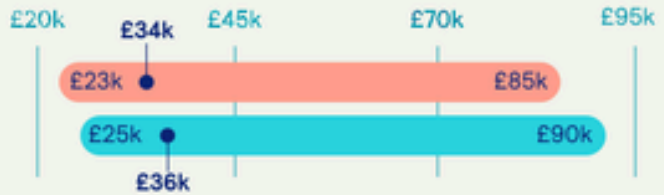
Accounting

Median salary
£36,000

Salary growth compared to 2024

↑ 6%

Salary range 2024-2025



2024 2025 ● Median salary

Median Accounting salary in UK cities



Belfast	Leeds	Nottingham
£40k	£37k	£33.5k
Birmingham	Leicester	Oxford
£35.4k	£32.5k	£39.9k
Bradford	Liverpool	Plymouth
£32.5k	£35k	£35k
Brighton	London	Portsmouth
£32.5k	£50k	£36.4k
Cardiff	Manchester	Sheffield
£34.3k	£35k	£32.5k
Edinburgh	Newcastle	Southampton
£37.2k	£30.1k	£36.8k
Glasgow	Norwich	Swansea
£32.5k	£31.1k	£29k

Gender Pay Gap

9%

difference in advertised pay between men and women in Accounting

Pay Transparency

61%

of Accounting job ads include salary information

In demand positions

Assistant accountant	£26,000-£35,000
Management accountant	£38,682-£55,000
Payroll administrator	£26,800-£35,000
Credit controller	£26,000-£33,000
Purchase ledger clerk	£26,000-£30,000
Bookkeeper	£27,000-£36,842
Accounts payable professional	£26,000-£33,000
Assistant management accountant	£30,000-£40,000
Income officer	£30,000-£40,521
Accounting intern	£20,600-£30,000



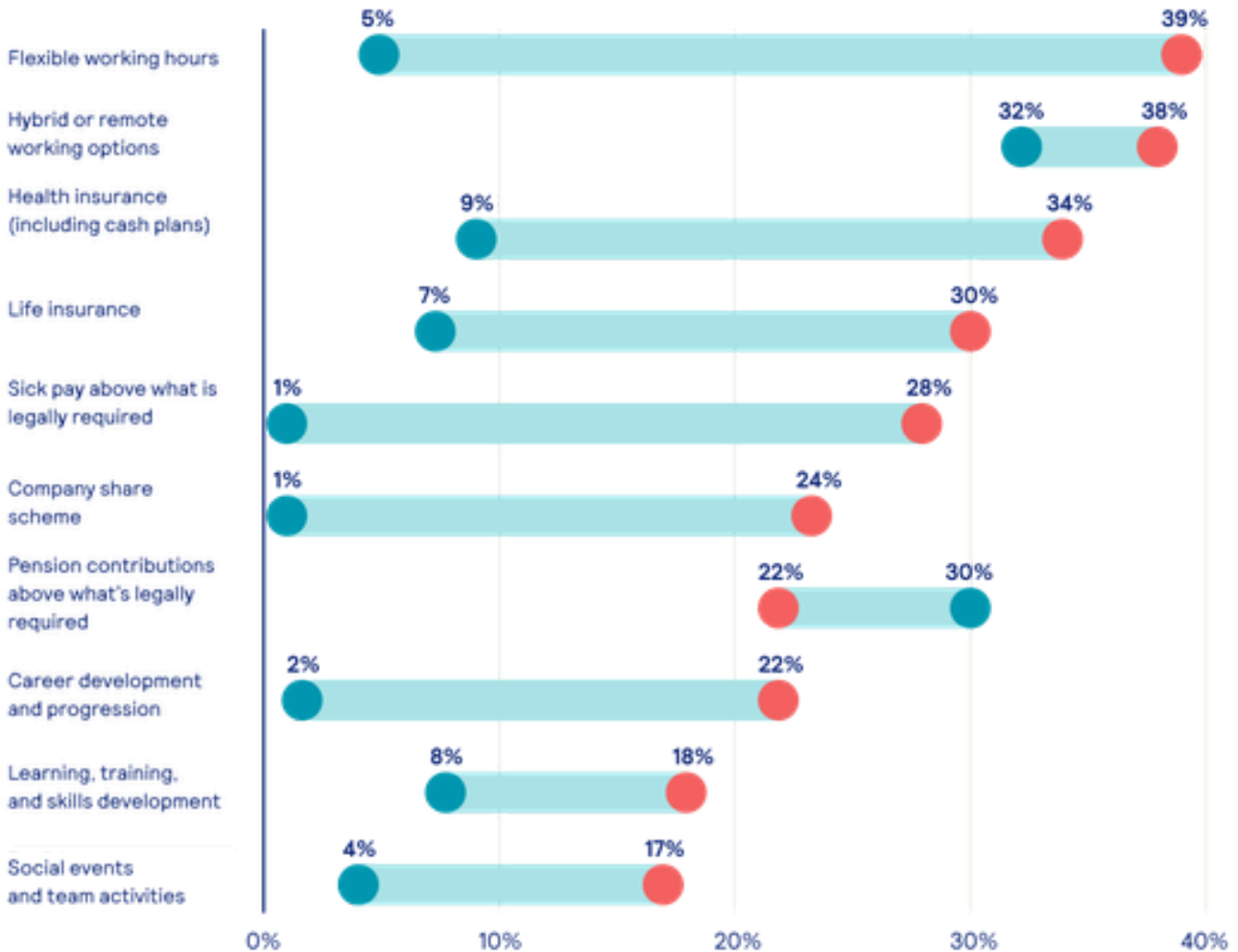
Salary and benefit satisfaction of workers

77% are satisfied with their salary

79% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

38%

Earn more money /
Ask for a pay rise

35%

Reduce stress

33%

Improve work-life balance



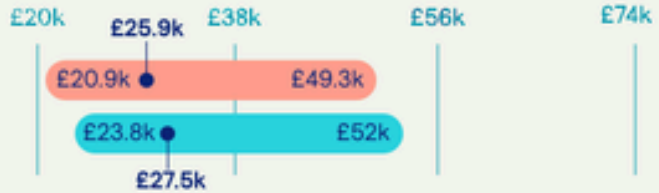
Administration

Median salary
£27,500

Salary growth
compared to 2024

↑ 6%

Salary range 2024-2025



2024 2025 ● Median salary

Median Administration salary in UK cities



Belfast	Leeds	Nottingham
£27.8k	£27k	£26.5k
Birmingham	Leicester	Oxford
£27.8k	£27k	£28.9k
Bradford	Liverpool	Plymouth
£26.4k	£26.8k	£26.5k
Brighton	London	Portsmouth
£27k	£31.4k	£27k
Cardiff	Manchester	Sheffield
£26.5k	£26.8k	£26.2k
Edinburgh	Newcastle	Southampton
£27.5k	£26.4k	£27.4k
Glasgow	Norwich	Swansea
£27.3k	£26.2k	£26.5k

Gender Pay Gap

5%

difference in advertised pay between men and women in Administration

Pay Transparency

58%

of Administration job ads include salary information

In demand positions

Administrative assistant	£25,000-£30,000
Receptionist	£25,396-£27,476
Personal assistant	£26,769-£40,000
Office receptionist	£25,000-£28,000
Office manager	£29,513-£45,000
Operations administrator	£25,674-£34,548
Service administrator	£24,937-£30,000
Senior office administrator	£26,000-£35,000
Business office assistant	£25,000-£30,000
Trainee administrator	£20,000-£30,636

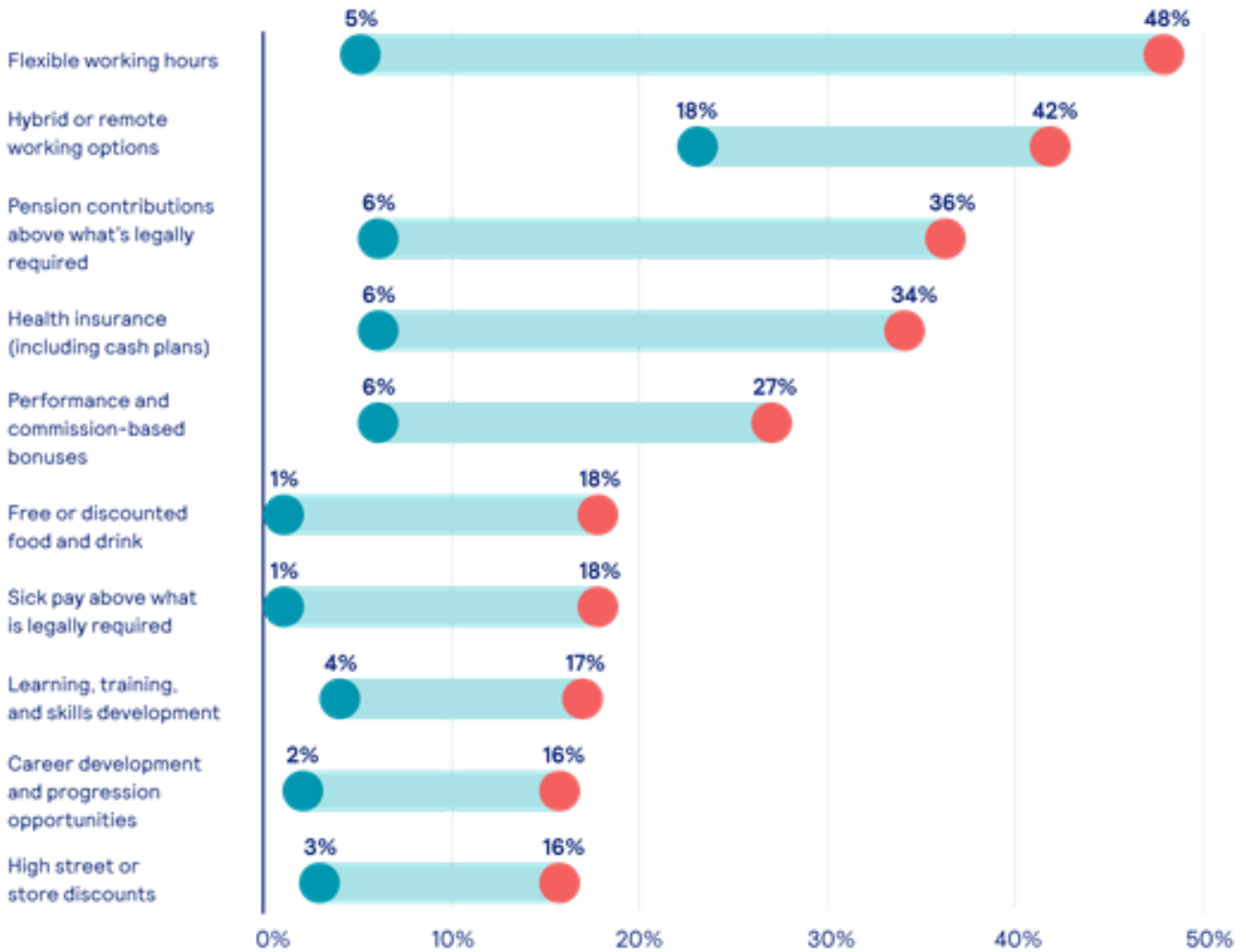
Salary and benefit satisfaction of workers

78% are satisfied with their salary

73% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

34%

Earn more money /
Ask for a pay rise

31%

Reduce stress

37%

Improve work-life balance



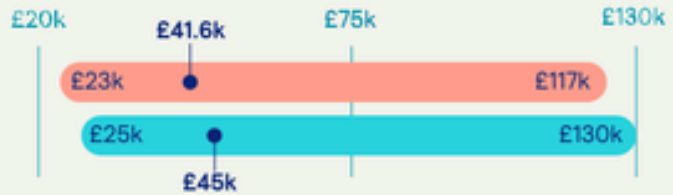
Banking & finance

**Median salary
£45,000**

Salary growth
compared to 2024

↑ 8%

Salary range 2024-2025



2024 2025 ● Median salary

Median Banking & finance salary in UK cities



Belfast	Leeds	Nottingham
£39.6k	£46.7k	£42.5k
Birmingham	Leicester	Oxford
£45k	£40.3k	£43.6k
Bradford	Liverpool	Plymouth
£37.8k	£43k	£37.5k
Brighton	London	Portsmouth
£40.8k	£60k	£45.7k
Cardiff	Manchester	Sheffield
£47.5k	£42.5k	£50k
Edinburgh	Newcastle	Southampton
£45k	£42k	£43.3k
Glasgow	Norwich	Swansea
£44.3k	£39k	£31.7k

Gender Pay Gap

5%

difference in advertised pay between men and women in Banking & finance

Pay Transparency

50%

of Banking & finance job ads include salary information

In demand positions

Finance manager	£42,000-£66,819
Financial associate	£25,656-£33,000
Finance administrator	£25,396-£32,000
Finance business partner	£45,000-£70,000
Finance officer	£27,568-£38,162
Head of finance	£60,000-£90,000
Compliance associate	£27,790-£45,000
Compliance manager	£40,000-£61,034
Banker	£25,396-£28,600
Financial analyst	£35,000-£60,000



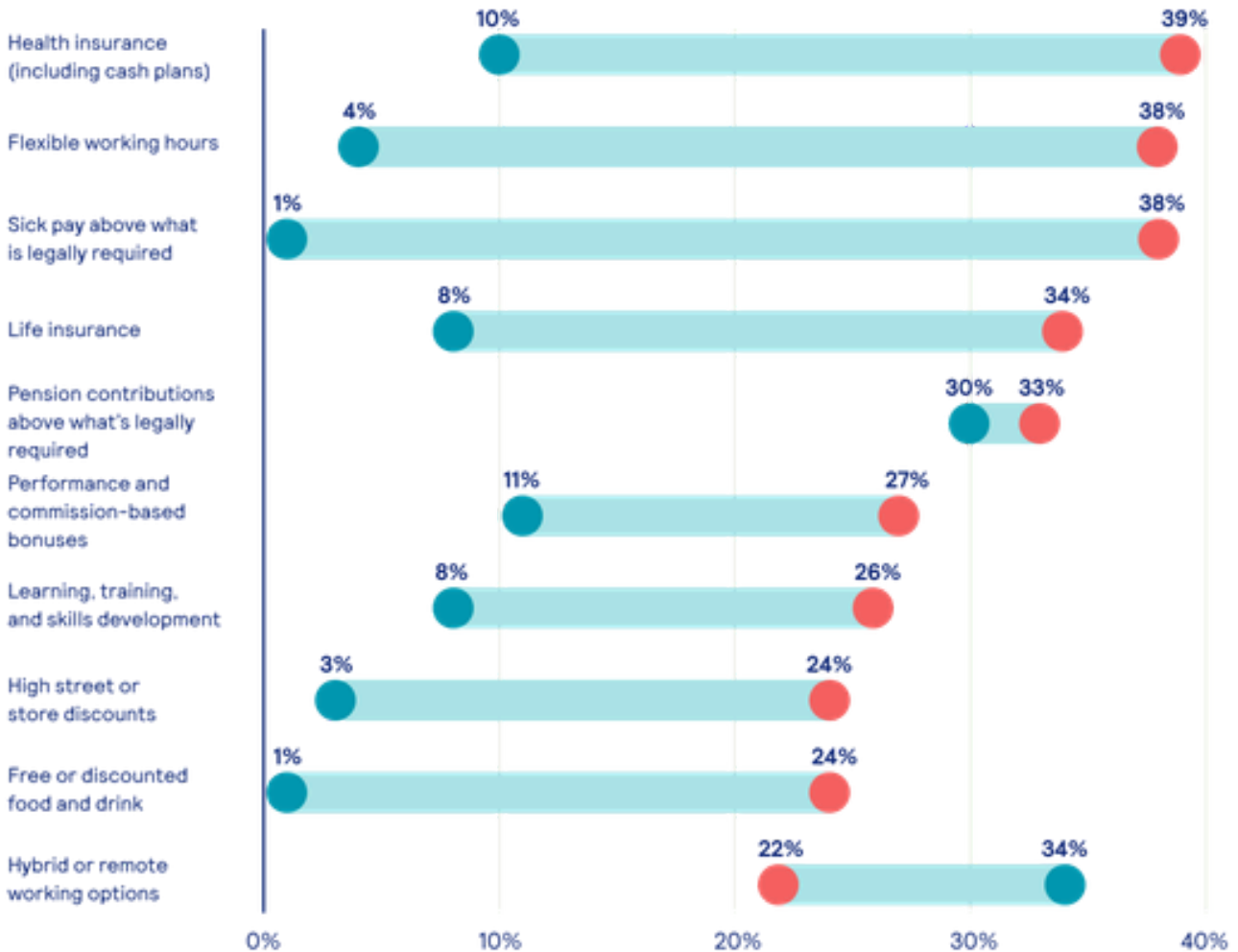
Salary and benefit satisfaction of workers

85% are satisfied with their salary

88% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

36%

Earn more money /
Ask for a pay rise

35%

Reduce stress

35%

Improve work-life balance



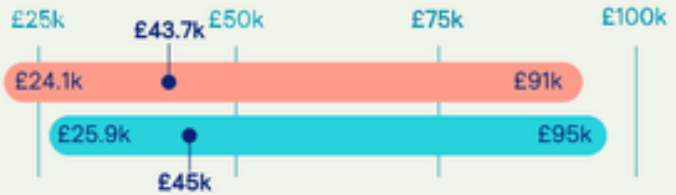
Construction

Median salary
£45,000

Salary growth compared to 2024

↑ 3%

Salary range 2024-2025



2024 2025 ● Median salary

Median Construction salary in UK cities



Belfast	Leeds	Nottingham
£45k	£45.8k	£44.5k
Birmingham	Leicester	Oxford
£45k	£42.5k	£44.5k
Bradford	Liverpool	Plymouth
£44.7k	£44.7k	£45k
Brighton	London	Portsmouth
£40.8k	£52k	£45k
Cardiff	Manchester	Sheffield
£41.6k	£45k	£42k
Edinburgh	Newcastle	Southampton
£43.4k	£42.5k	£43.7k
Glasgow	Norwich	Swansea
£42.5k	£41.6k	£36k

Gender Pay Gap

10%

difference in advertised pay between men and women in Construction

Pay Transparency

66%

of Construction job ads include salary information

In demand positions

Site operations manager	£45,000-£72,800
Plumber	£33,945-£50,616
Quantity surveyor	£45,000-£70,000
Safety officer	£35,000-£50,000
Groundworker	£35,360-£45,760
EHS manager	£45,000-£65,000
Estimator	£35,000-£65,000
Senior construction calculator	£60,000-£80,000
HVAC engineer	£38,000-£50,000
Construction supervisor	£30,368-£54,080



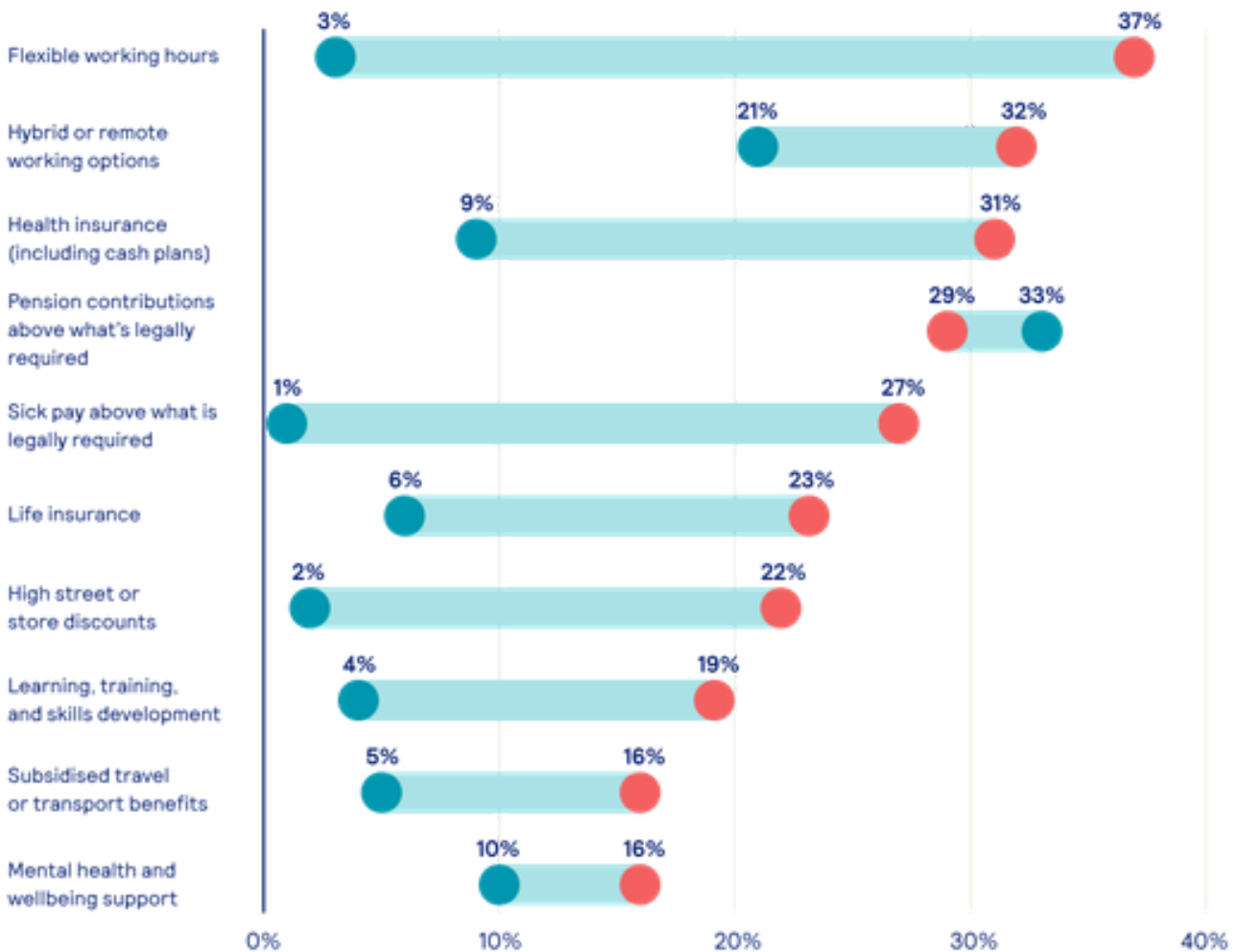
Salary and benefit satisfaction of workers

86% are satisfied with their salary

79% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

43%

Earn more money /
Ask for a pay rise

27%

Reduce stress

32%

Improve work-life balance



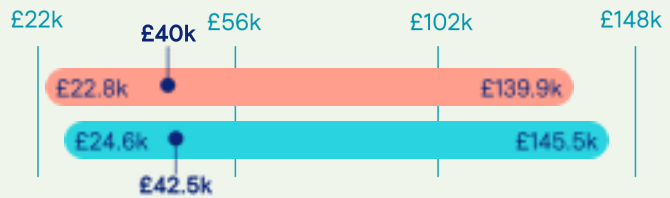
Consulting

**Median salary
£42,500**

Salary growth
compared to 2024

↑ 6%

Salary range 2024-2025



2024 2025 ● Median salary

Median Consulting salary in UK cities



Belfast	Leeds	Nottingham
£35.2k	£45.8k	£40k
Birmingham	Leicester	Oxford
£45k	£35.6k	£43.6k
Bradford	Liverpool	Plymouth
£39k	£38.3k	£37.3k
Brighton	London	Portsmouth
£40k	£50.7k	£38k
Cardiff	Manchester	Sheffield
£40k	£41.5k	£42.3k
Edinburgh	Newcastle	Southampton
£40.6k	£35.8k	£42.6k
Glasgow	Norwich	Swansea
£43k	£32.6k	£35.1k

Gender Pay Gap

7%

difference in advertised pay between men and women in Consulting

Pay Transparency

47%

of Consulting job ads include salary information

In demand positions

Practitioner	£27,300-£49,800
Senior practitioner	£38,682-£58,934
Planner	£30,000-£60,000
Engagement officer	£27,030-£37,796
Trainee consultant	£19,760-£26,000
Project worker	£26,208-£31,101
Facilitator	£27,000-£45,413
Operations supporter	£26,336-£35,608
Graduate consultant	£26,000-£47,500
Senior consultant	£40,000-£70,000



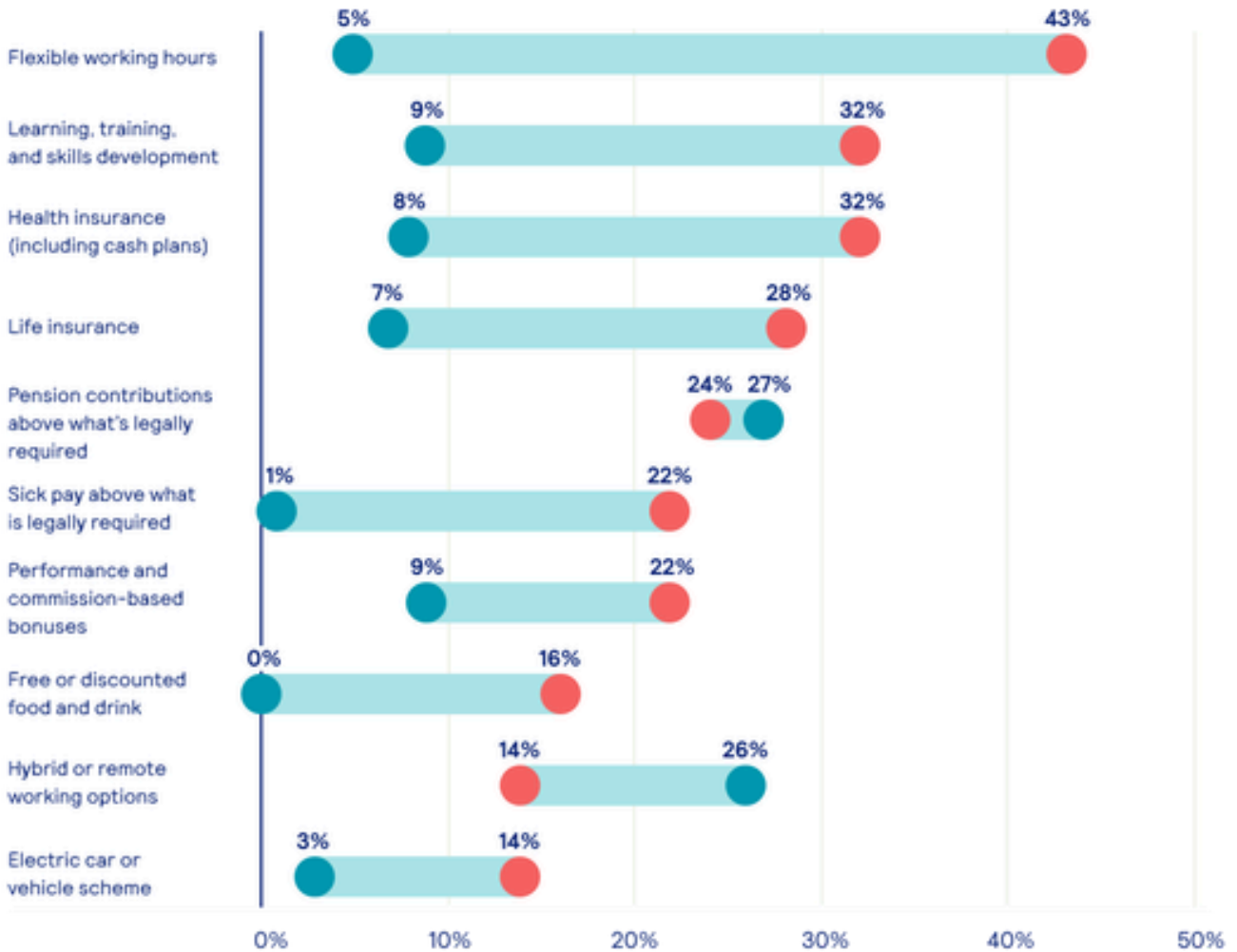
Salary and benefit satisfaction of workers

79% are satisfied with their salary

87% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

37%

Earn more money /
Ask for a pay rise

30%

Acquire skills that are
relevant for the future

31%

Improve
work-life balance



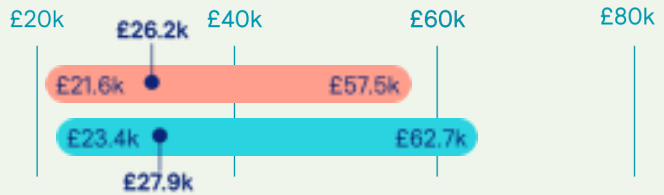
Customer service

Median salary
£27,875

Salary growth compared to 2024

↑7%

Salary range 2024-2025



2024 2025 ● Median salary

Median Customer service salary in UK cities



Belfast	Leeds	Nottingham
£28k	£28k	£26.4k
Birmingham	Leicester	Oxford
£28k	£27k	£29k
Bradford	Liverpool	Plymouth
£27.5k	£28.1k	£26.2k
Brighton	London	Portsmouth
£27.1k	£31.8k	£27.5k
Cardiff	Manchester	Sheffield
£26.2k	£28k	£26.8k
Edinburgh	Newcastle	Southampton
£27.2k	£25.9k	£27.5k
Glasgow	Norwich	Swansea
£26.8k	£27k	£26.2k

Gender Pay Gap

-1%

difference in advertised pay between men and women in Customer service

Pay Transparency

61%

of Customer service job ads include salary information

In demand positions

Client service officer	£25,396-£28,392
Service specialist	£23,400-£30,160
Service manager	£35,000-£60,000
Manager customer satisfaction	£30,450-£50,000
Customer service office assistant	£25,000-£28,496
Service advisor	£28,000-£37,000
Customer services team manager	£28,392-£30,000
Caller	£24,937-£27,352
Parts advisor	£25,500-£32,000
Customer service coordinator	£25,459-£30,000



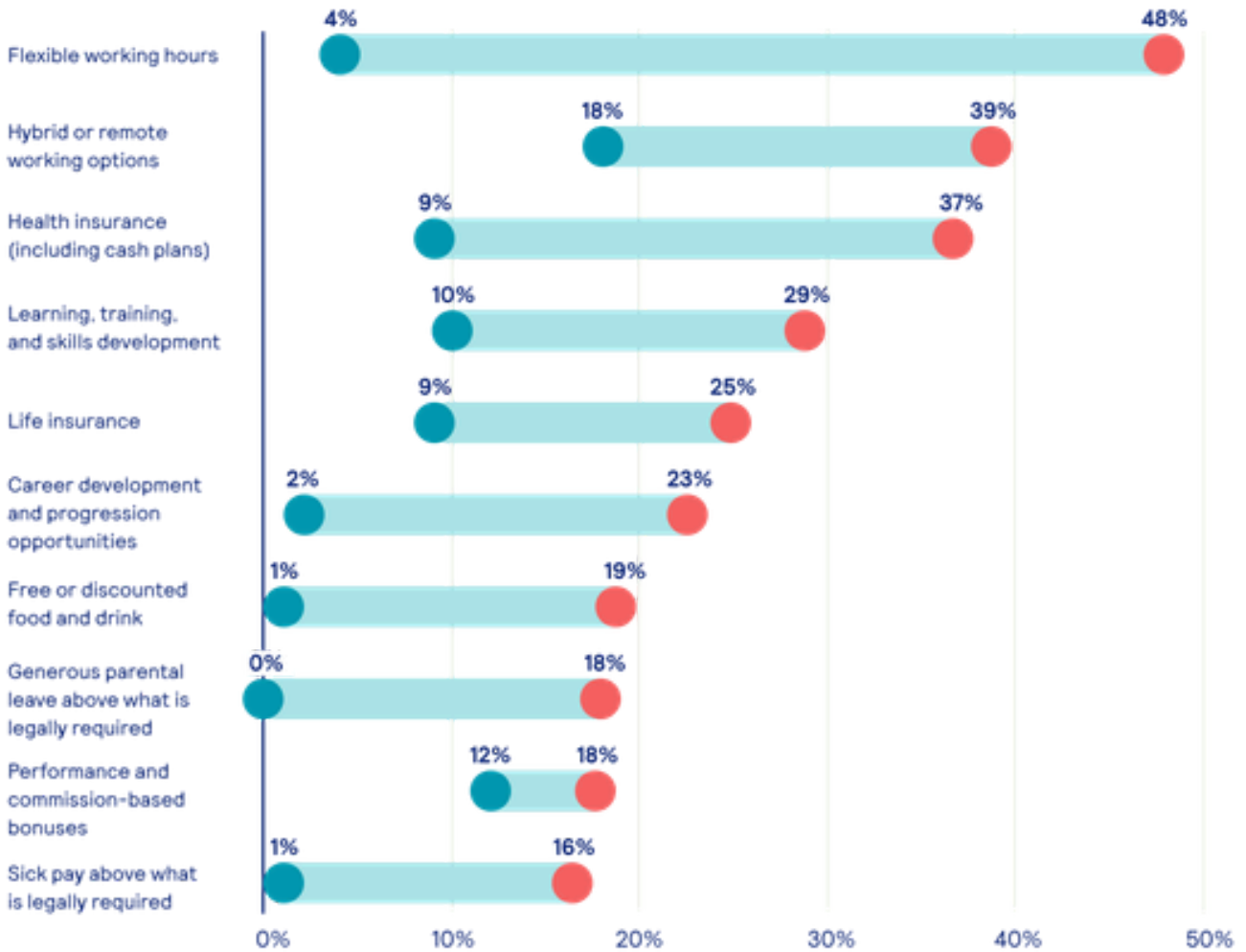
Salary and benefit satisfaction of workers

74% are satisfied with their salary

81% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

32%

Earn more money /
Ask for a pay rise

35%

Reduce stress

40%

Improve work-life balance



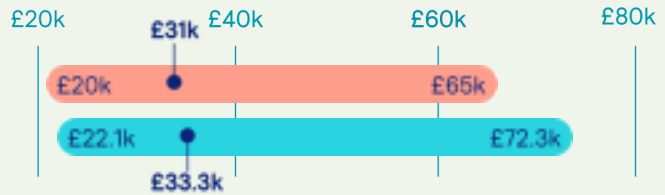
Education

Median salary
£33,280

Salary growth compared to 2024

↑7%

Salary range 2024-2025



2024 2025 ● Median salary

Median Education salary in UK cities



Belfast	Leeds	Nottingham
£35k	£32.4k	£37.6k
Birmingham	Leicester	Oxford
£36.5k	£36k	£40.4k
Bradford	Liverpool	Plymouth
£36k	£30.2k	£30.4k
Brighton	London	Portsmouth
£30.8k	£33.2k	£35.1k
Cardiff	Manchester	Sheffield
29.8k	£30.7k	£32.6k
Edinburgh	Newcastle	Southampton
£42.1k	£30.9k	£36.3k
Glasgow	Norwich	Swansea
£41k	£32.8k	£28.5k

Gender Pay Gap

15%

difference in advertised pay between men and women in Education

Pay Transparency

70%

of Education job ads include salary information

In demand positions

Teaching assistant	£23,119-£28,600
Early years practitioner	£25,480-£30,000
Special educational teaching assistant	£23,124-£29,900
Teacher	£31,200-£62,400
Primary teacher	£33,000-£57,200
Special needs teacher	£31,200-£65,000
Private tutor	£32,636-£62,400
Cover supervisor	£23,400-£33,800
English teacher	£32,916-£61,100
Substitute teacher	£32,500-£52,000



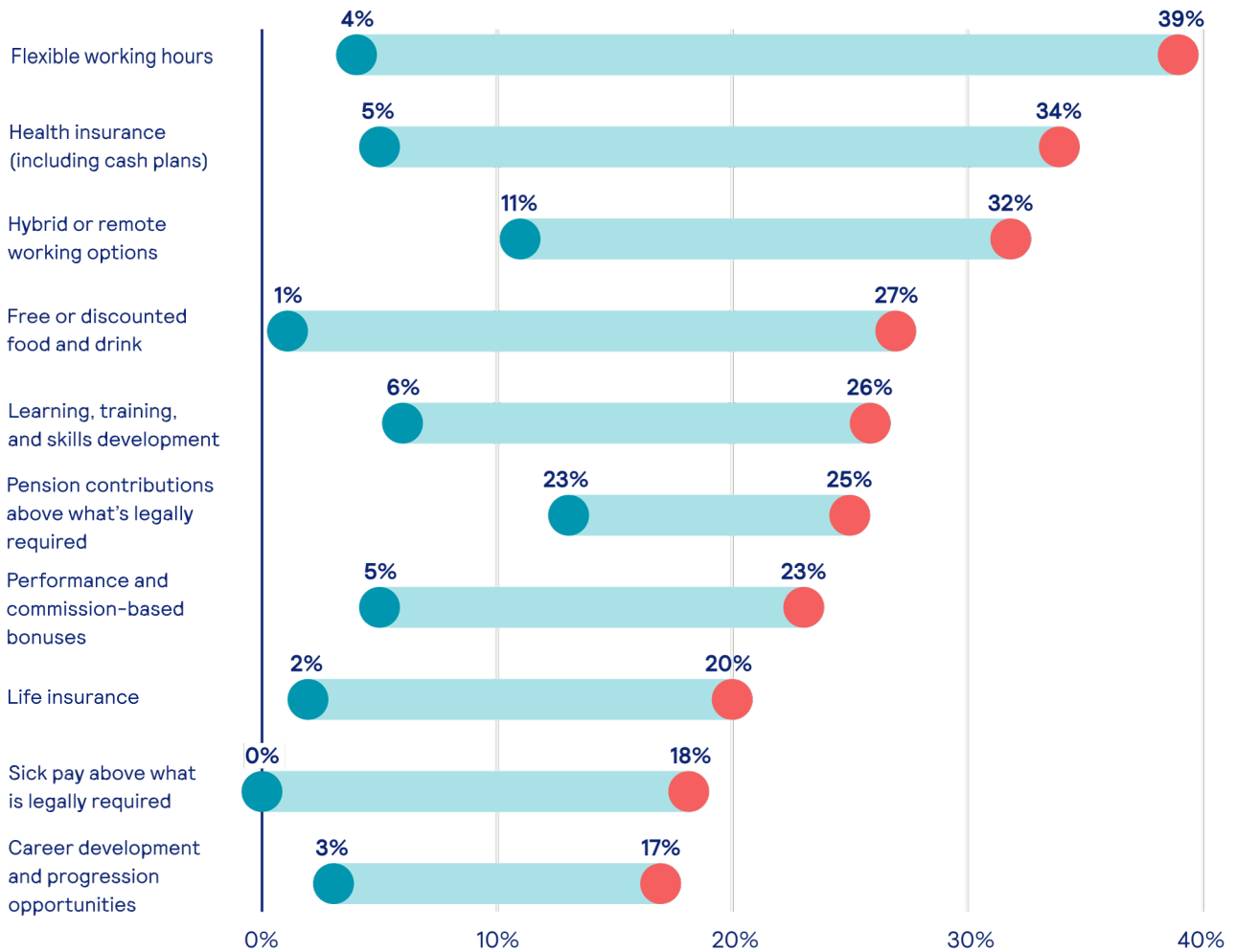
Salary and benefit satisfaction of workers

72% are satisfied with their salary

65% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

33%

Meaningful work

38%

Reduce stress

39%

Improve work-life balance



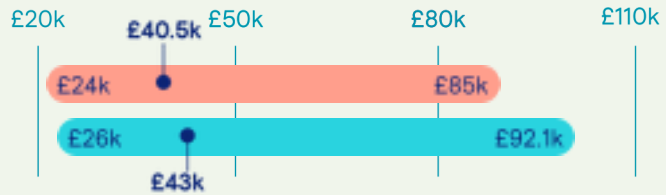
Engineering

Median salary
£42,950

Salary growth compared to 2024

↑ 6%

Salary range 2024-2025



2024 2025 ● Median salary

Median Engineering salary in UK cities



Belfast	Leeds	Nottingham
£42.5k	£42.8k	£42.5k
Birmingham	Leicester	Oxford
£42.5k	£45k	£43k
Bradford	Liverpool	Plymouth
£41.9k	£43k	£40.1k
Brighton	London	Portsmouth
£40k	£46.8k	£43.5k
Cardiff	Manchester	Sheffield
£40k	£42.5k	£42.5k
Edinburgh	Newcastle	Southampton
£42.5k	£42k	£41k
Glasgow	Norwich	Swansea
£42.6k	£42k	£38.5k

Gender Pay Gap

6%

difference in advertised pay between men and women in Engineering

Pay Transparency

53%

of Engineering job ads include salary information

In demand positions

Maintenance engineer	£36,000-£50,000
Field service engineer	£32,000-£45,000
Technician	£27,000-£44,925
Electrical engineer	£38,000-£54,500
Mechanical engineer	£35,000-£50,000
Multi skilled maintenance engineer	£42,000-£52,000
Lead engineer	£50,000-£87,100
Mechanical systems design engineer	£35,000-£57,422
Gas engineer	£36,893-£52,000
Mechanical maintenance engineer	£39,000-£49,500



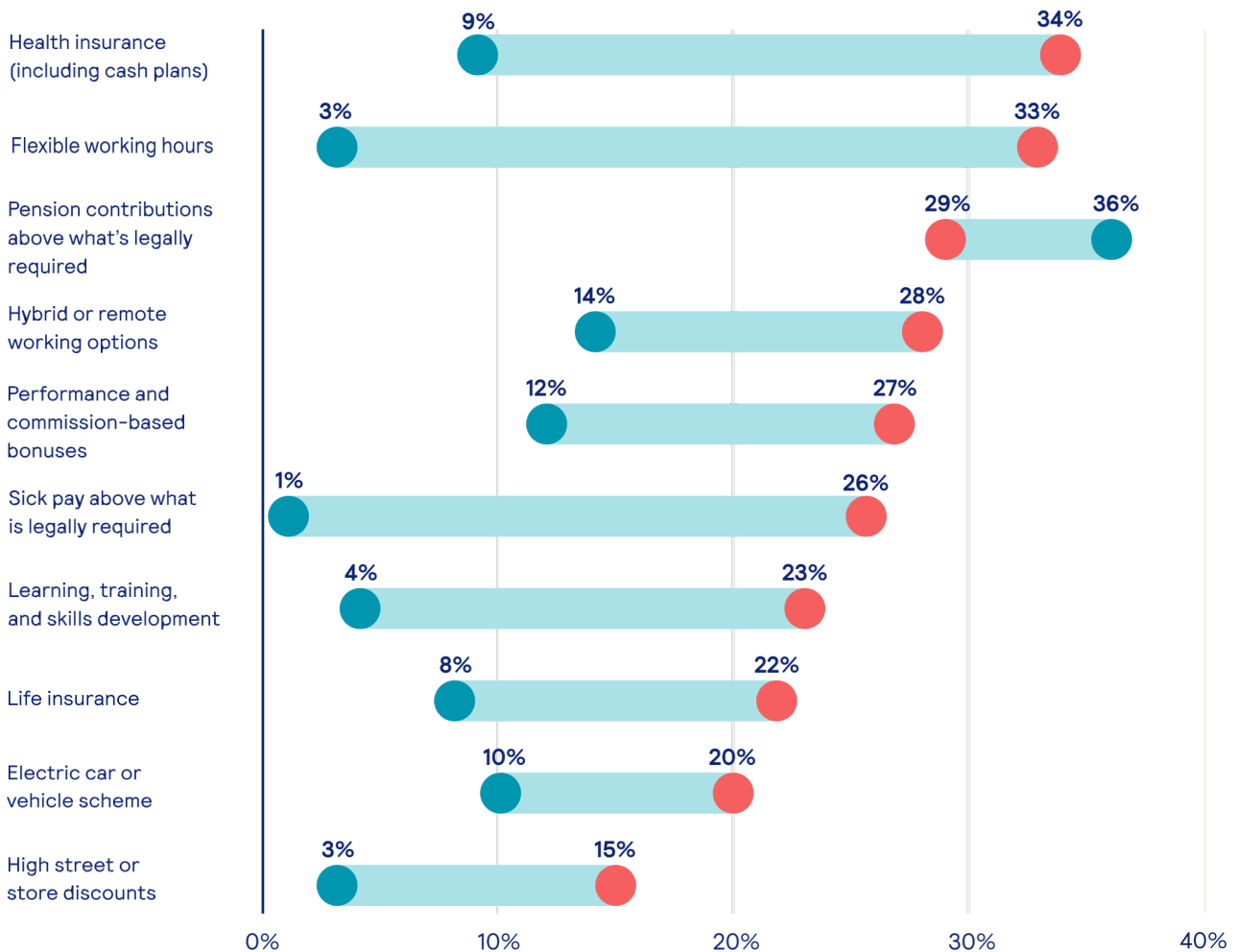
Salary and benefit satisfaction of workers

81% are satisfied with their salary

80% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

41%

Earn more money /
Ask for a pay rise

34%

Reduce stress

29%

Improve work-life balance



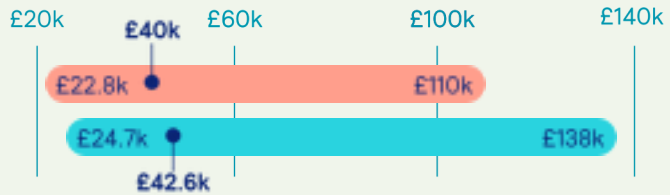
Healthcare

Median salary
£42,631

Salary growth compared to 2024

↑7%

Salary range 2024-2025



2024 2025 ● Median salary

Median Healthcare salary in UK cities



Belfast	Leeds	Nottingham
£41.2k	£42.6k	£42.6k
Birmingham	Leicester	Oxford
£41.2k	£41.2k	£42.6k
Bradford	Liverpool	Plymouth
£40k	£40.6k	£36k
Brighton	London	Portsmouth
£42.6k	£48.5k	£42.6k
Cardiff	Manchester	Sheffield
£41k	£41.2k	£42.6k
Edinburgh	Newcastle	Southampton
£45k	£41.6k	£41.2k
Glasgow	Norwich	Swansea
£41.6k	£42.5k	£41.8k

Gender Pay Gap

14%

difference in advertised pay between men and women in Healthcare

Pay Transparency

61%

of Healthcare job ads include salary information

In demand positions

Healthcare assistant	£24,937-£30,214
Registered general nurse	£39,133-£49,712
Occupational therapist	£37,000-£54,080
Staff nurse	£31,049-£41,424
Mental health nurse	£37,000-£50,939
Dental nurse	£26,530-£32,240
Bank nurse	£40,185-£48,880
Speech therapist	£37,259-£54,710
Mental health professional	£31,469-£48,226
Physiotherapist	£35,763-£53,887



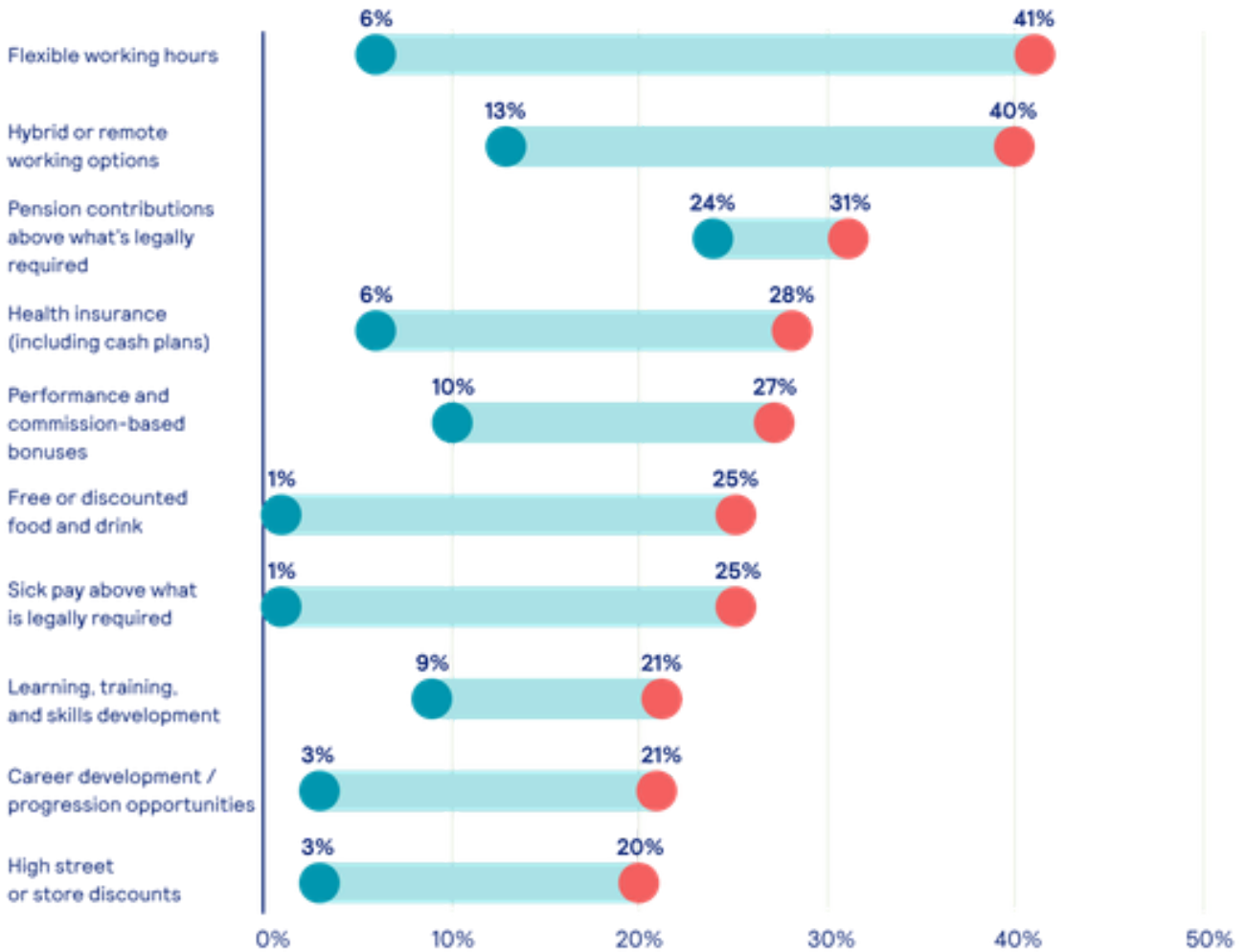
Salary and benefit satisfaction of workers

69% are satisfied with their salary

64% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

33%

Earn more money /
Ask for a pay rise

39%

Reduce stress

52%

Improve work-life balance



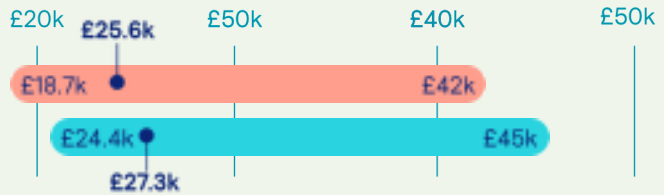
Hospitality

Median salary
£27,258

Salary growth compared to 2024

↑7%

Salary range 2024-2025



2024 2025 ● Median salary

Median Hospitality salary in UK cities



Belfast	Leeds	Nottingham
£26.2k	£26.5k	£26.6k
Birmingham	Leicester	Oxford
£26.7k	£26.5k	£28.4k
Bradford	Liverpool	Plymouth
£26.2k	£26.5k	£26.2k
Brighton	London	Portsmouth
£27.1k	£30k	£26.5k
Cardiff	Manchester	Sheffield
£26.3k	£27k	£26.2k
Edinburgh	Newcastle	Southampton
£27k	£26.2k	£27.2k
Glasgow	Norwich	Swansea
£26.8k	£26.2k	£26.4k

Gender Pay Gap

2%

difference in advertised pay between men and women in Hospitality

Pay Transparency

59%

of Hospitality job ads include salary information

In demand positions

Kitchen porter	£25,396-£27,040
Cook	£25,437-£31,200
Housekeeper	£25,396-£29,543
Barman	£25,396-£27,664
Catering staff	£25,396-£26,208
Party cook	£27,040-£33,280
Head chef	£31,200-£45,000
Sous chef	£28,080-£36,900
Barista	£25,480-£28,288
Front of house staff	£25,396-£27,118



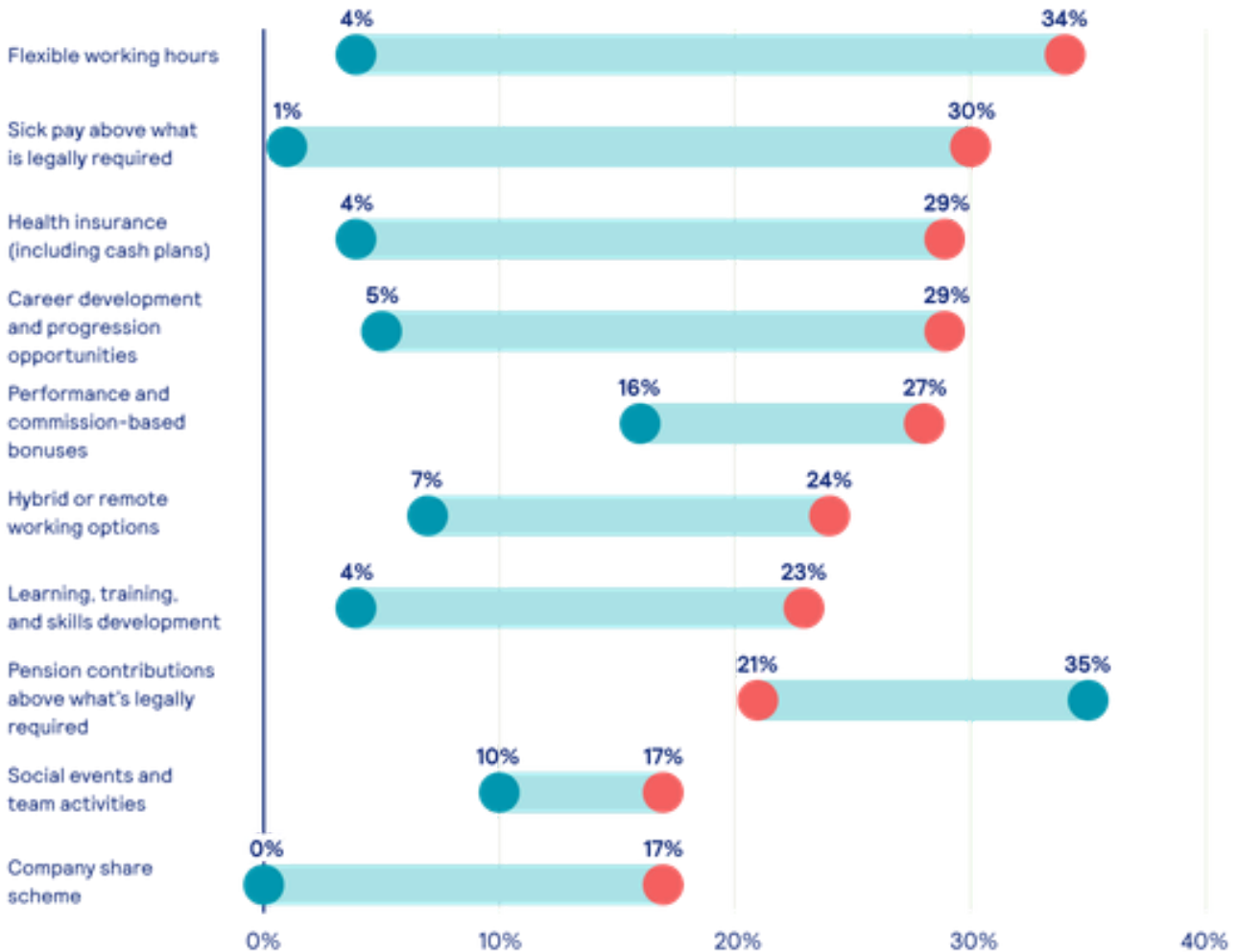
Salary and benefit satisfaction of workers

76% are satisfied with their salary

68% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

42%

Earn more money /
Ask for a pay rise

32%

Reduce stress

33%

Improve work-life balance



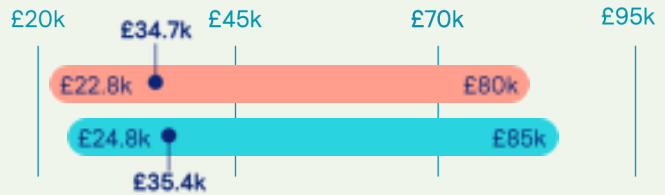
Human resources

Median salary
£35,360

Salary growth compared to 2024

↑ 2%

Salary range 2024-2025



2024 2025 ● Median salary

Median Human resources salary in UK cities



Belfast	Leeds	Nottingham
£36k	£34.6k	£32.5k
Birmingham	Leicester	Oxford
£35.9k	£33k	£38.8k
Bradford	Liverpool	Plymouth
£37.5k	£35k	£34.2k
Brighton	London	Portsmouth
£35k	£45k	£35k
Cardiff	Manchester	Sheffield
£35k	£33.9k	£32.5k
Edinburgh	Newcastle	Southampton
£35k	£32k	£36k
Glasgow	Norwich	Swansea
£35k	£34.5k	£32k

Gender Pay Gap

-2%

difference in advertised pay between men and women in Human resources

Pay Transparency

42%

of Human resources job ads include salary information

In demand positions

HR business partner	£32,000-£52,000
HR staff	£27,000-£37,796
HR manager	£40,000-£60,000
HR administrator	£25,443-£31,200
Employment consultant	£26,500-£35,000
Intern recruitment	£25,000-£40,000
HR coordinator	£26,981-£35,000
Senior recruitment consultant	£28,000-£45,000
Recruitment manager	£35,000-£55,259
Senior HR consultant	£39,000-£68,000



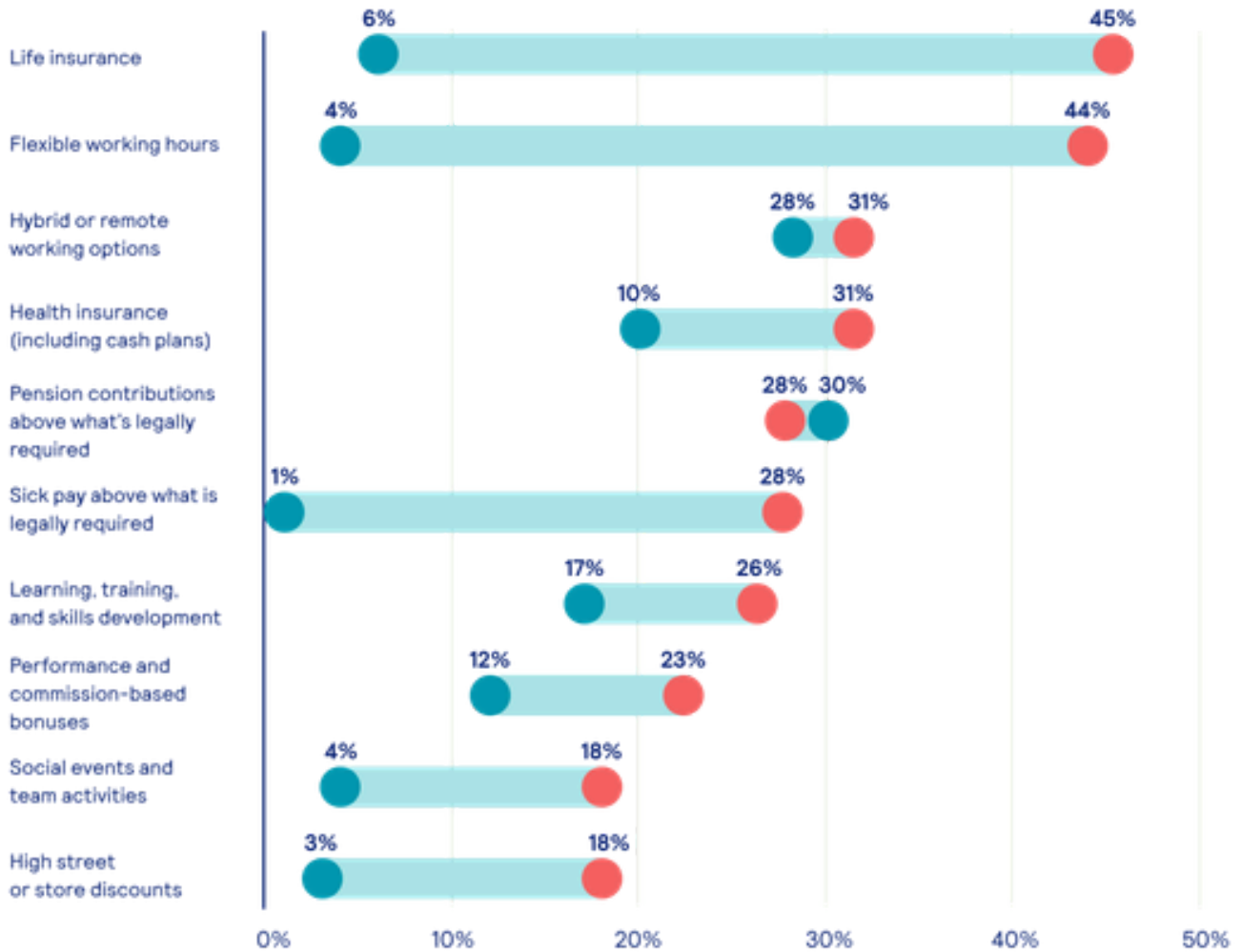
Salary and benefit satisfaction of workers

83% are satisfied with their salary

85% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

48%

Earn more money /
Ask for a pay rise

38%

Work more productively
and efficiently

41%

Improve
work-life balance



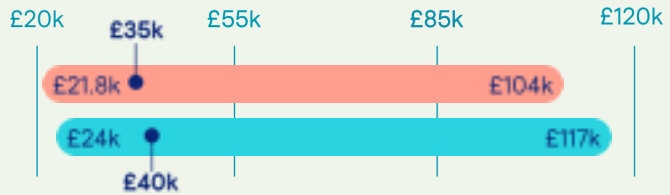
Insurance

**Median salary
£40,000**

Salary growth
compared to 2024

↑14%

Salary range 2024-2025



2024 2025 ● Median salary

Median Insurance salary in UK cities



Belfast	Leeds	Nottingham
£35k	£35k	£35k
Birmingham	Leicester	Oxford
£52.2k	£32.5k	£32.6k
Bradford	Liverpool	Plymouth
£32.8k	£36k	£40k
Brighton	London	Portsmouth
£40.5k	£62.5k	£29.6k
Cardiff	Manchester	Sheffield
£35k	£33k	£40k
Edinburgh	Newcastle	Southampton
£48k	£30k	£35k
Glasgow	Norwich	Swansea
£40k	£38.3k	£26k

Gender Pay Gap

3%

difference in advertised pay between
men and women in Insurance

Pay Transparency

61%

of Insurance job ads
include salary information

In demand positions

Claims administrator	£25,155-£35,000
Insurance advisor	£26,000-£45,000
Protection consultant	£27,500-£60,000
Underwriter	£30,000-£60,000
Consultant claims	£24,570-£29,000
Insurance broker	£27,000-£50,000
Insurance administrator	£23,800-£30,000
Commercial underwriter	£25,100-£50,000
Assurance officer	£32,000-£42,670
Motor claims handler	£25,000-£35,000



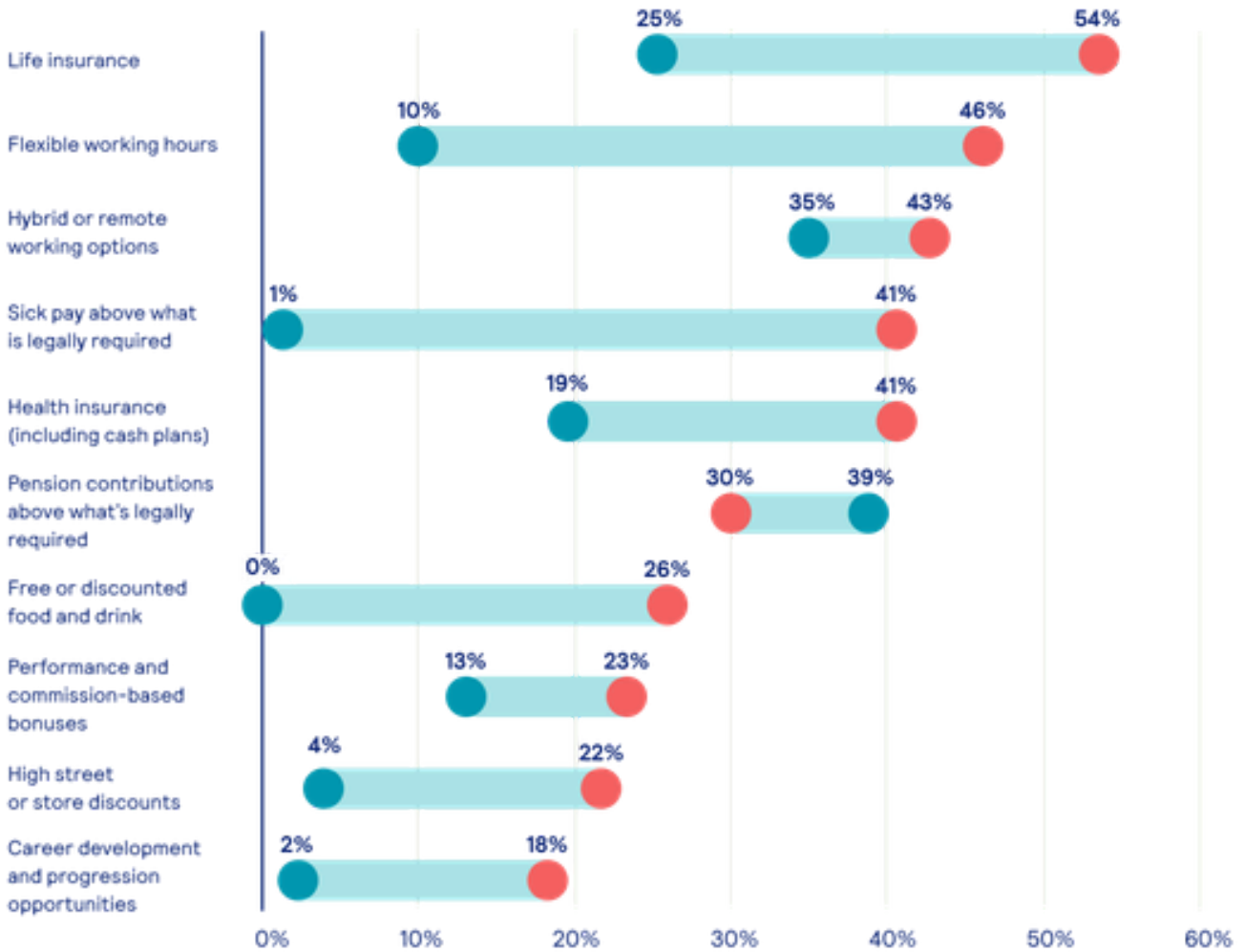
Salary and benefit satisfaction of workers

77% are satisfied with their salary

88% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

35%

Earn more money /
Ask for a pay rise

32%

Reduce stress

46%

Improve work-life balance



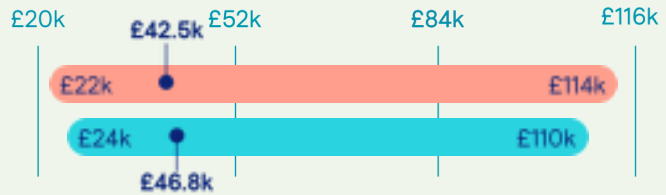
Legal

Median salary
£46,803

Salary growth compared to 2024

↑10%

Salary range 2024-2025



2024 2025 ● Median salary

Median Legal salary in UK cities



Belfast	Leeds	Nottingham
£39.6k	£55k	£45k
Birmingham	Leicester	Oxford
£43.8k	£45k	£55k
Bradford	Liverpool	Plymouth
£40k	£41.6k	£50k
Brighton	London	Portsmouth
£40.3k	£52.4k	£30k
Cardiff	Manchester	Sheffield
£42.6k	£45k	£45k
Edinburgh	Newcastle	Southampton
£40.6k	£50k	£48.5k
Glasgow	Norwich	Swansea
£37.5k	£40.1k	£34.7k

Gender Pay Gap

19%

difference in advertised pay between men and women in Legal

Pay Transparency

67%

of Legal job ads include salary information

In demand positions

Legal assistant	£25,000-£38,000
Solicitor	£42,000-£75,000
Private client solicitor	£40,000-£70,000
Conveyancing solicitor	£35,000-£60,000
Legal secretary	£25,000-£32,000
Family solicitor	£40,000-£70,000
Residential conveyancer	£35,000-£60,000
Commercial property lawyer	£45,000-£75,000
Litigation attorney	£40,000-£70,000
Employment lawyer	£49,573-£80,000

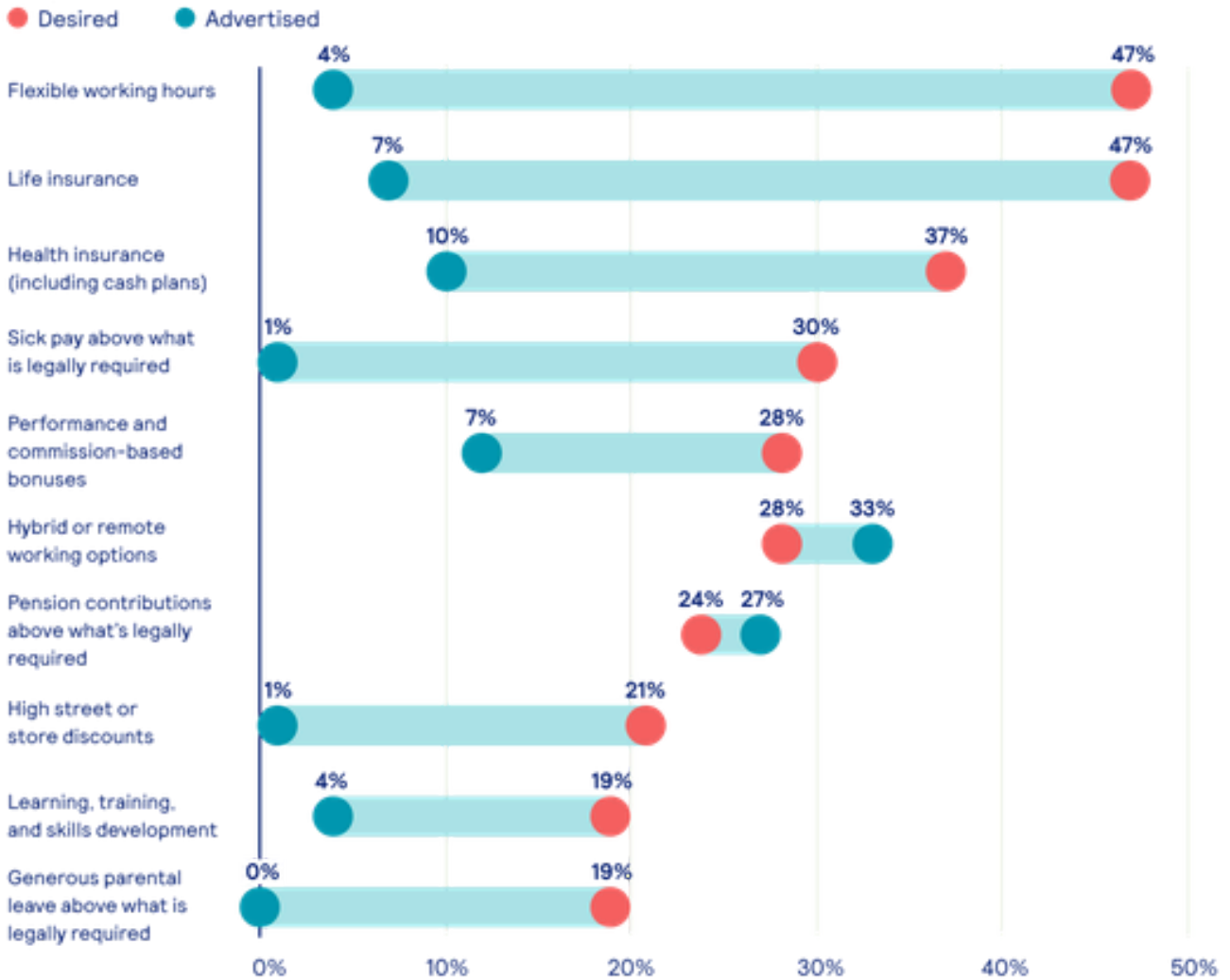


Salary and benefit satisfaction of workers

69% are satisfied with their salary

72% are satisfied with their benefits

Top desired vs. advertised benefits



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

46%

Earn more money /
Ask for a pay rise

39%

Reduce stress

34%

Improve work-life balance



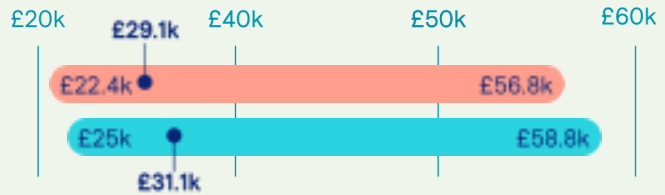
Logistics and transport

Median salary
£31,075

Salary growth compared to 2024

↑7%

Salary range 2024-2025



2024 2025 ● Median salary

Median Logistics and transport salary in UK cities



Belfast	Leeds	Nottingham
£29.4k	£30k	£29.6k
Birmingham	Leicester	Oxford
£32.2k	£30.5k	£32.1k
Bradford	Liverpool	Plymouth
£31k	£30.5k	£30.5k
Brighton	London	Portsmouth
£29.4k	£34k	£31.2k
Cardiff	Manchester	Sheffield
£29.3k	£30.4k	£30.2k
Edinburgh	Newcastle	Southampton
£29.4k	£29.1k	£33k
Glasgow	Norwich	Swansea
£29k	£31.6k	£28.5k

Gender Pay Gap

-7%

difference in advertised pay between men and women in Logistics and transport

Pay Transparency

64%

of Logistics and transport job ads include salary information

In demand positions

HGV driver	£31,200-£44,200
Warehouse person	£25,396-£30,158
Forklift operator	£26,988-£40,196
Courier	£26,000-£39,000
Driver	£25,467-£31,699
Van driver	£25,582-£33,280
Multidrop driver	£27,040-£39,520
Home shopping delivery driver	£27,601-£29,016
Driver assistant	£25,396-£31,200
Counterbalance FLT driver	£26,145-£31,449



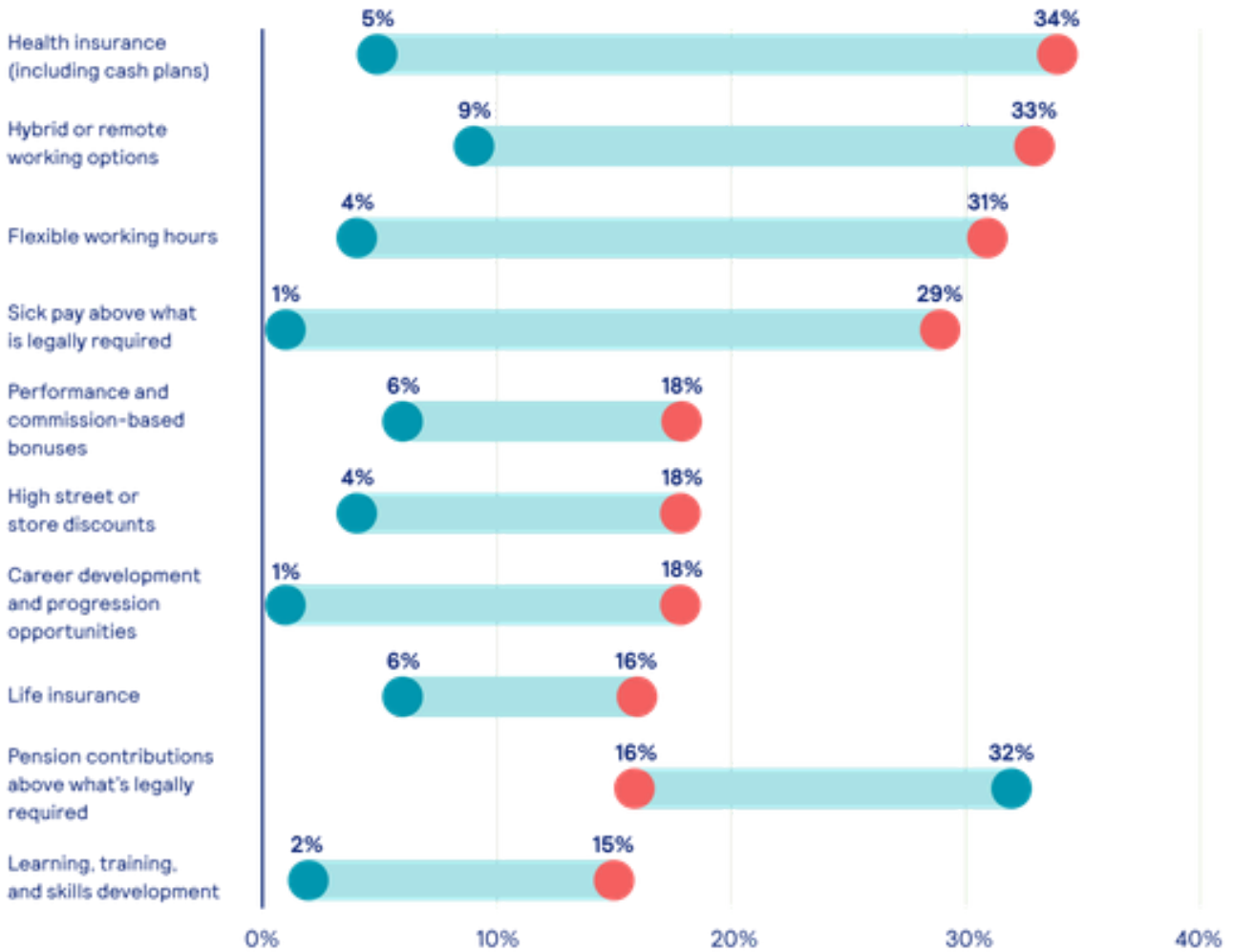
Salary and benefit satisfaction of workers

74% are satisfied with their salary

63% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

34%

Earn more money /
Ask for a pay rise

23%

Reduce stress

31%

Improve work-life balance



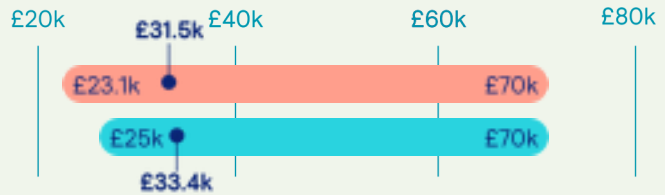
Manufacturing

Median salary
£33,414

Salary growth compared to 2024

↑ 6%

Salary range 2024-2025



2024 2025 ● Median salary

Median Manufacturing salary in UK cities



Belfast	Leeds	Nottingham
£34k	£32.5k	£32.6k
Birmingham	Leicester	Oxford
£35k	£33k	£35k
Bradford	Liverpool	Plymouth
£32.5k	£36.5k	£32.5k
Brighton	London	Portsmouth
£39k	£39.4k	£34.8k
Cardiff	Manchester	Sheffield
32k	£35.6k	£34.6k
Edinburgh	Newcastle	Southampton
£34k	£31.4k	£35k
Glasgow	Norwich	Swansea
£35k	£31.6k	£30k

Gender Pay Gap

9%

difference in advertised pay between men and women in Manufacturing

Pay Transparency

45%

of Manufacturing job ads include salary information

In demand positions

Production operator	£25,396-£30,659
MOT technician	£31,619-£40,000
Manufacturing engineer	£35,000-£50,000
Quality assurance inspector	£29,078-£40,000
Production manager	£40,000-£55,000
Quality manager	£40,000-£60,000
Engineer control	£40,000-£65,000
Factory worker	£25,396-£29,350
Food production operative	£25,396-£29,350
Night team leader	£29,120-£32,676

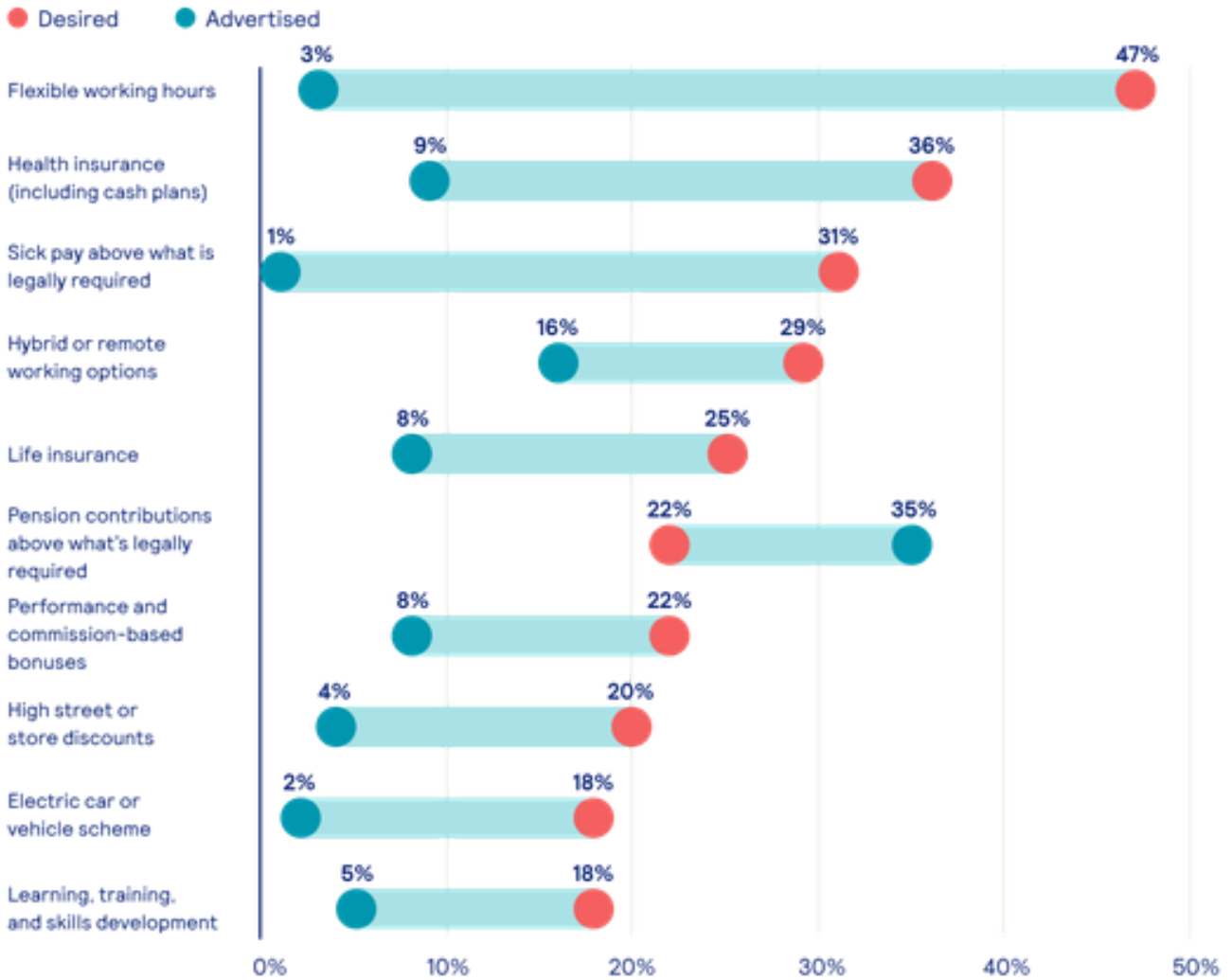


Salary and benefit satisfaction of workers

79% are satisfied with their salary

73% are satisfied with their benefits

Top desired vs. advertised benefits



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

41%

Earn more money /
Ask for a pay rise

32%

Reduce stress

32%

Improve work-life balance



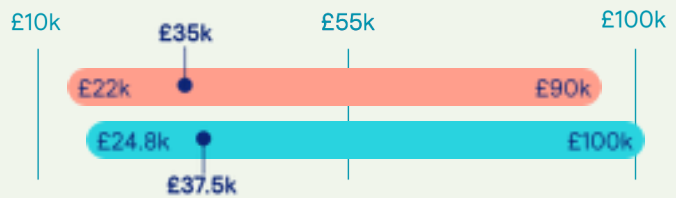
Marketing and media

Median salary
£37,500

Salary growth compared to 2024

↑7%

Salary range 2024-2025



2024 2025 ● Median salary

Median Marketing and media salary in UK cities



Belfast	Leeds	Nottingham
£35k	£37.5k	£37.5k
Birmingham	Leicester	Oxford
£36.5k	£31.8k	£40k
Bradford	Liverpool	Plymouth
£34.9k	£31k	£34k
Brighton	London	Portsmouth
£34k	£45k	£35k
Cardiff	Manchester	Sheffield
£35k	£35k	£34k
Edinburgh	Newcastle	Southampton
£33k	£35k	£36k
Glasgow	Norwich	Swansea
£32.5k	£32.6k	£33k

Gender Pay Gap

13%

difference in advertised pay between men and women in Marketing and media

Pay Transparency

62%

of Marketing and media job ads include salary information

In demand positions

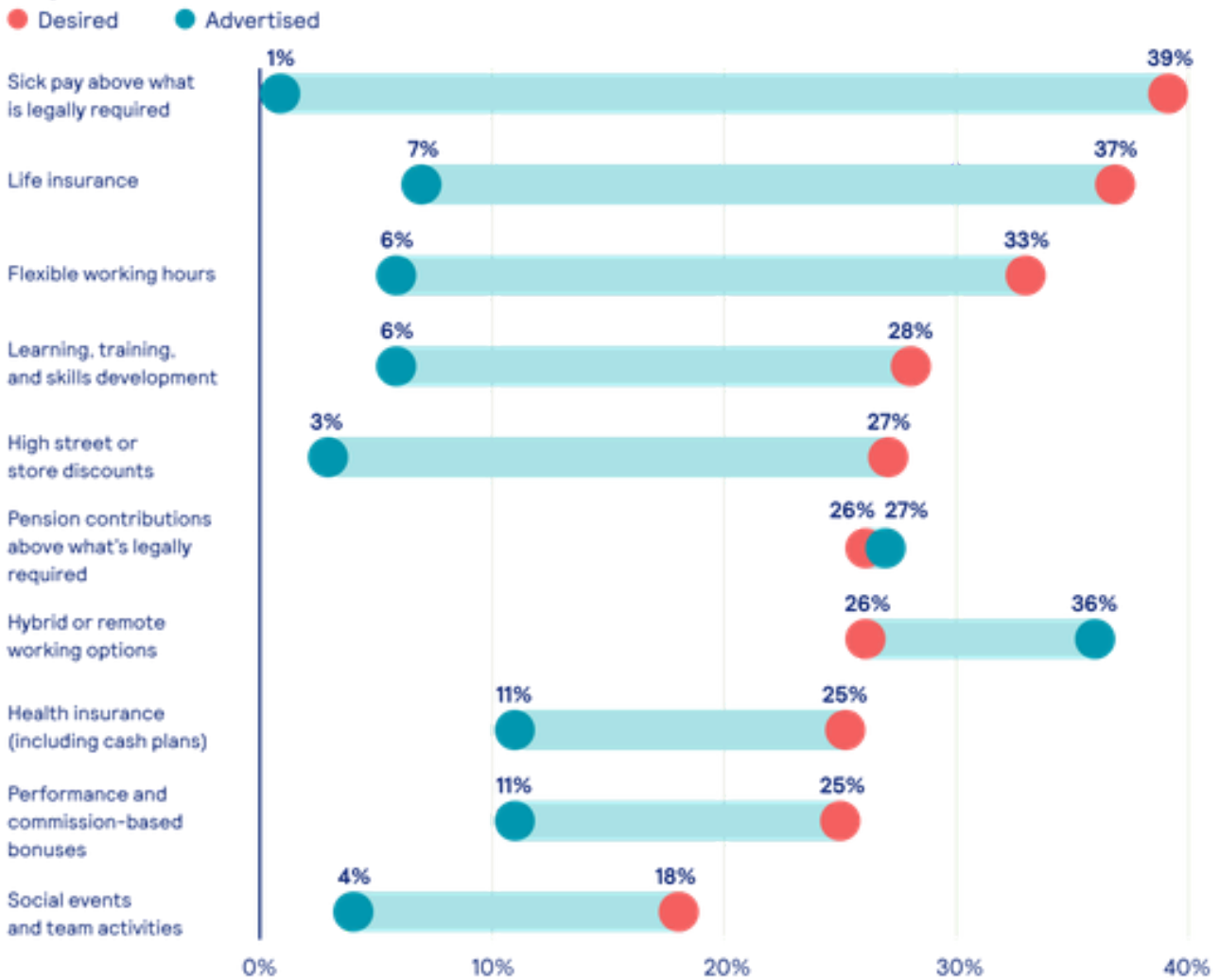
Marketing specialist	£26,000-£35,000
Marketing manager	£35,000-£55,000
Product manager	£45,000-£80,000
Community manager	£30,000-£51,048
Creator	£28,000-£42,480
Online digital marketer	£26,000-£35,000
Brand ambassador	£26,208-£33,280
Content creator	£26,000-£40,000
Field interviewer	£26,000-£29,140
Digital executive	£27,352-£40,786



Salary and benefit satisfaction of workers



Top desired vs. advertised benefits



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026



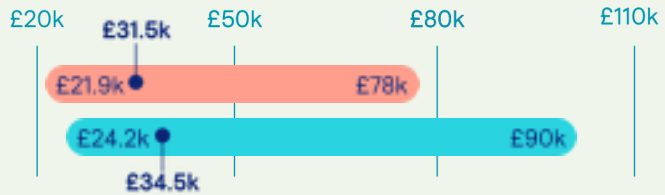
Property

Median salary
£34,465

Salary growth compared to 2024

↑ 9%

Salary range 2024-2025



2024 2025 ● Median salary

Median Property salary in UK cities



Belfast	Leeds	Nottingham
£36.5k	£35k	£29.2k
Birmingham	Leicester	Oxford
£35k	£30.1k	£34.7k
Bradford	Liverpool	Plymouth
£32.5k	£31.5k	£31k
Brighton	London	Portsmouth
£31.5k	£40k	£30k
Cardiff	Manchester	Sheffield
£37.5k	£32k	£33.2k
Edinburgh	Newcastle	Southampton
£31.5k	£31k	£30k
Glasgow	Norwich	Swansea
£31.5k	£35k	£33.3k

Gender Pay Gap

8%

difference in advertised pay between men and women in Property

Pay Transparency

53%

of Property job ads include salary information

In demand positions

Property manager	£29,000-£50,000
Facilities manager	£36,515-£55,000
Facilities assistant	£24,465-£28,163
Lettings estate agent	£25,000-£35,000
Property administrator	£25,000-£31,200
Facilities coordinator	£27,500-£35,000
Lettings manager	£28,000-£55,000
Building manager	£40,000-£64,942
House manager	£32,000-£54,710
Facilities technician	£26,083-£34,733



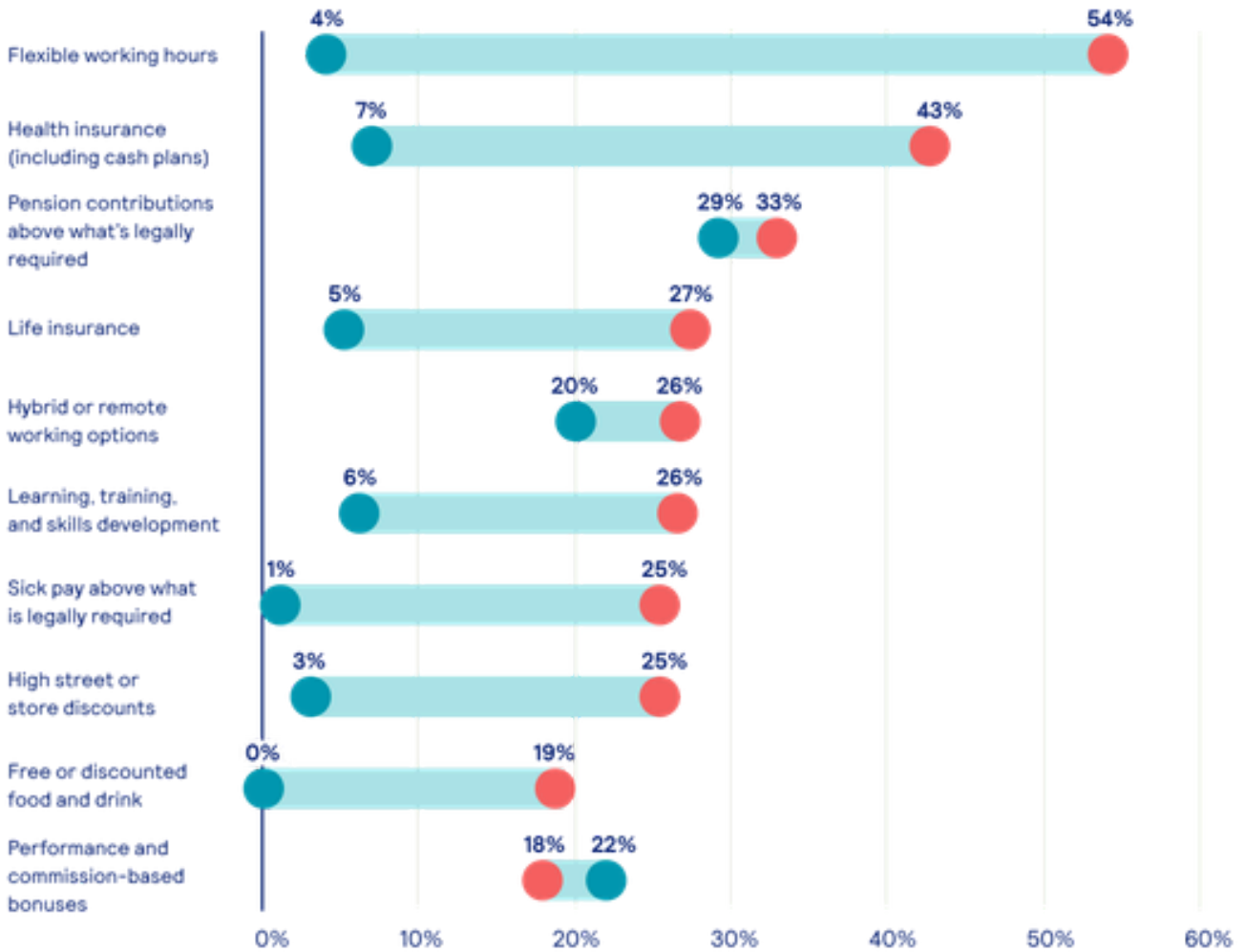
Salary and benefit satisfaction of workers

82% are satisfied with their salary

78% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

42%

Earn more money /
Ask for a pay rise

39%

Reduce stress

44%

Improve work-life balance



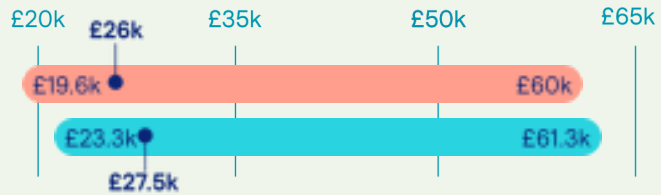
Retail

Median salary
£27,466

Salary growth compared to 2024

↑ 6%

Salary range 2024-2025



2024 2025 ● Median salary

Median Retail salary in UK cities



Belfast	Leeds	Nottingham
£26.3k	£27.5k	£26.6k
Birmingham	Leicester	Oxford
£27.5k	£27.5k	£28k
Bradford	Liverpool	Plymouth
£26.3k	£27k	£28k
Brighton	London	Portsmouth
£27k	£30k	£27k
Cardiff	Manchester	Sheffield
£26.7k	27.5k	£26.3k
Edinburgh	Newcastle	Southampton
£27.2k	£26.2k	£28.5k
Glasgow	Norwich	Swansea
£26.6k	£26k	£26.5k

Gender Pay Gap

6%

difference in advertised pay between men and women in Retail

Pay Transparency

55%

of Retail job ads include salary information

In demand positions

Retail sales assistant	£25,396-£27,352
Store manager	£28,000-£38,000
Assistant store manager	£25,854-£33,817
Retail supervisor	£27,040-£29,099
Merchandiser	£25,396-£28,454
Pharmacist	£48,000-£70,000
Retail merchandiser	£25,396-£28,454
Pharmacy attendant	£24,465-£26,707
Dispenser	£26,208-£31,304
Pharmacy dispensing assistant	£25,396-£28,080

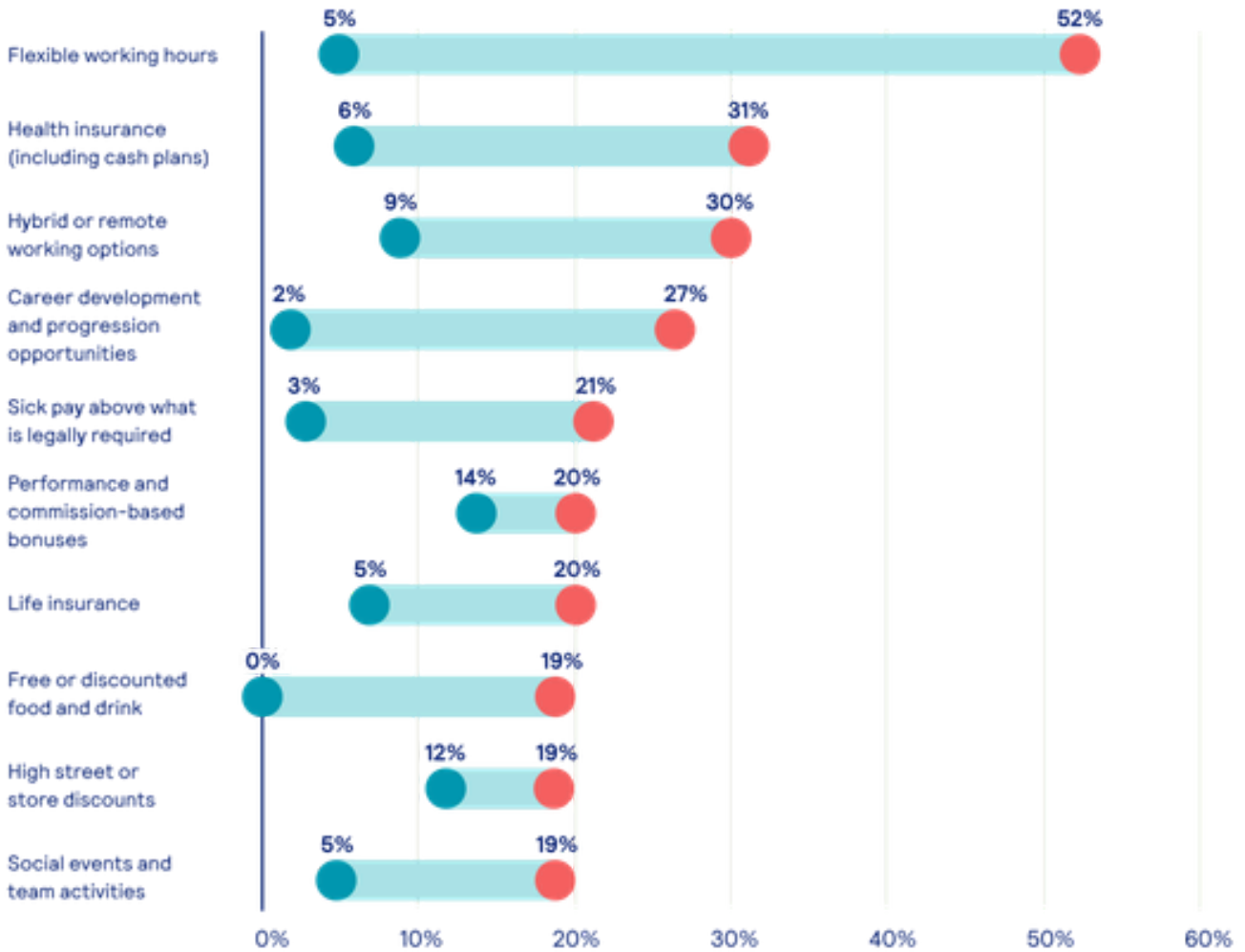
Salary and benefit satisfaction of workers

71% are satisfied with their salary

73% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

32%

Earn more money /
Ask for a pay rise

30%

Reduce stress

36%

Improve work-life balance



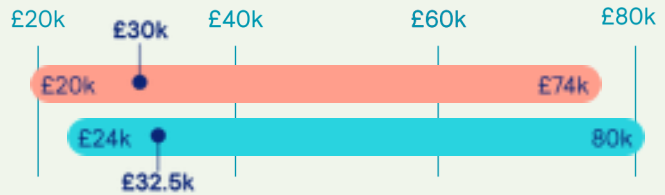
Sales

**Median salary
£32,500**

Salary growth
compared to 2024

↑ 8%

Salary range 2024-2025



2024 2025 ● Median salary

Median Sales salary in UK cities



Belfast	Leeds	Nottingham
£30k	£35k	£30k
Birmingham	Leicester	Oxford
£37k	£30.2k	£35k
Bradford	Liverpool	Plymouth
£32.5k	£30.1k	£31.2k
Brighton	London	Portsmouth
£30k	£38k	£31.9k
Cardiff	Manchester	Sheffield
£28.5k	£32.5k	£30k
Edinburgh	Newcastle	Southampton
£32k	£30k	£31.5k
Glasgow	Norwich	Swansea
£30k	£30k	£30k

Gender Pay Gap

4%

difference in advertised pay between
men and women in Sales

Pay Transparency

73%

of Sales job ads
include salary information

In demand positions

Sales advisor	£25,396-£35,000
Business development manager	£35,000-£60,000
Recruitment consultant	£26,000-£40,000
Account manager	£28,000-£48,000
Sales administrator	£25,000-£30,000
Sales manager	£35,000-£60,000
Business developer	£27,500-£45,000
Area sales manager	£38,000-£55,000
Inside sales Representative	£25,295-£35,000
Field representative	£26,000-£40,000



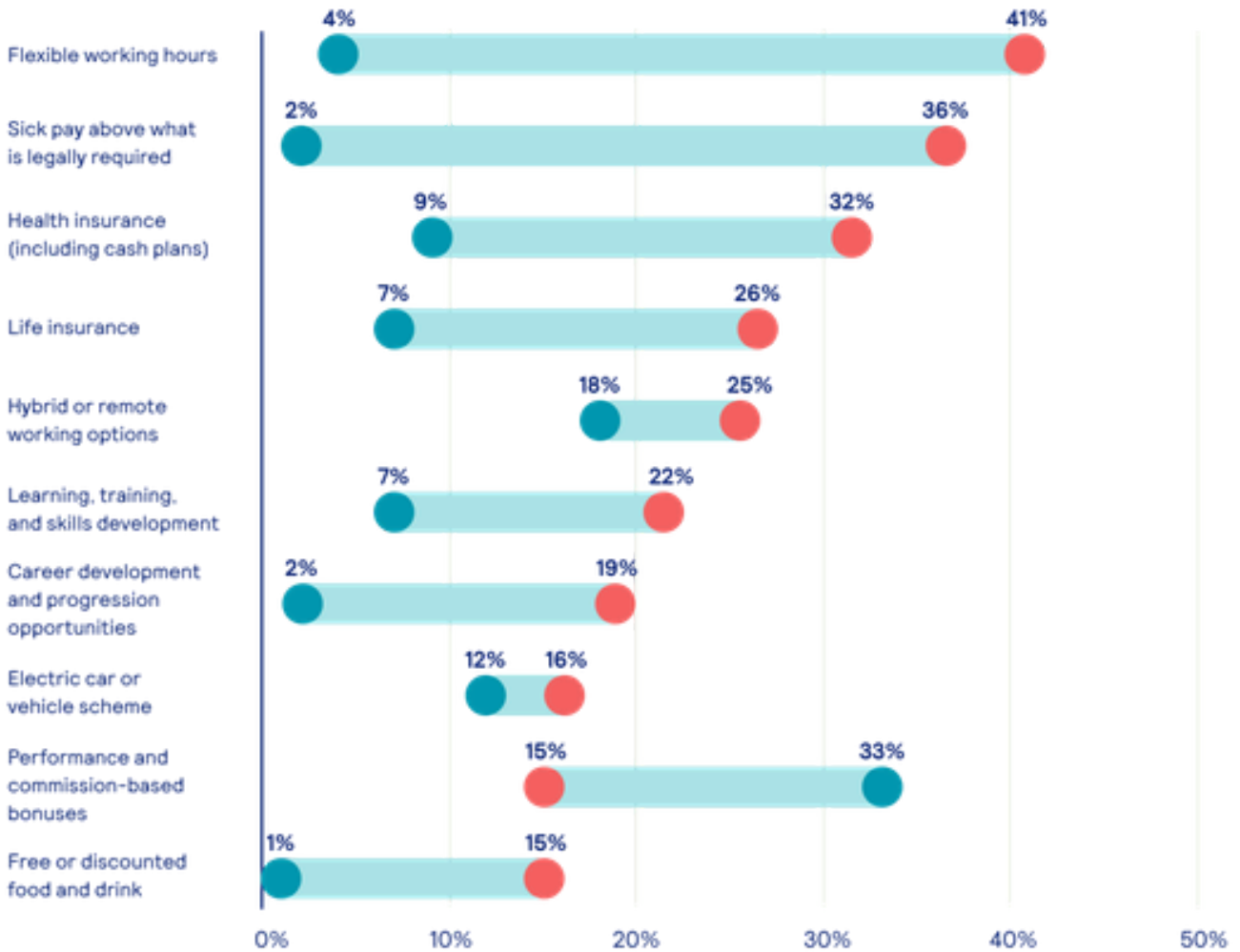
Salary and benefit satisfaction of workers

74% are satisfied with their salary

71% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

40%

Earn more money /
Ask for a pay rise

22%

Work more productively
and efficiently

31%

Improve
work-life balance



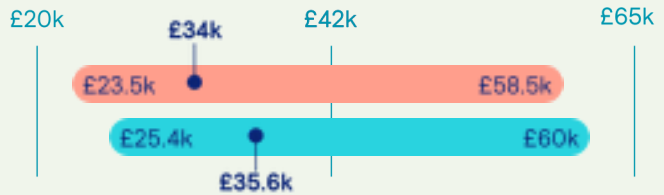
Skilled trades

Median salary
£35,620

Salary growth compared to 2024

↑ 5%

Salary range 2024-2025



2024 2025 ● Median salary

Median Skilled trades salary in UK cities



Belfast	Leeds	Nottingham
£30.2k	£35k	£35k
Birmingham	Leicester	Oxford
£36.4k	£34.9k	£39.1k
Bradford	Liverpool	Plymouth
£33.4k	£36.3k	£37k
Brighton	London	Portsmouth
£36k	£40.6k	£37k
Cardiff	Manchester	Sheffield
£34.7k	£35.8k	£35k
Edinburgh	Newcastle	Southampton
£35.4k	£36.4k	£37.5k
Glasgow	Norwich	Swansea
£36.4k	£34.3k	£33.3k

Gender Pay Gap

14%

difference in advertised pay between men and women in Skilled trades

Pay Transparency

70%

of Skilled trades job ads include salary information

In demand positions

Electrician	£37,440-£54,080
Maintenance technician	£26,208-£36,000
Vehicle technician	£31,000-£45,000
Worker	£26,933-£34,320
Carpenter	£35,000-£52,000
Operator	£25,514-£35,004
CNC operator	£30,000-£43,275
HGV mechanic	£40,000-£55,000
Maintenance electrician	£38,490-£50,000
Assembler	£25,396-£35,000

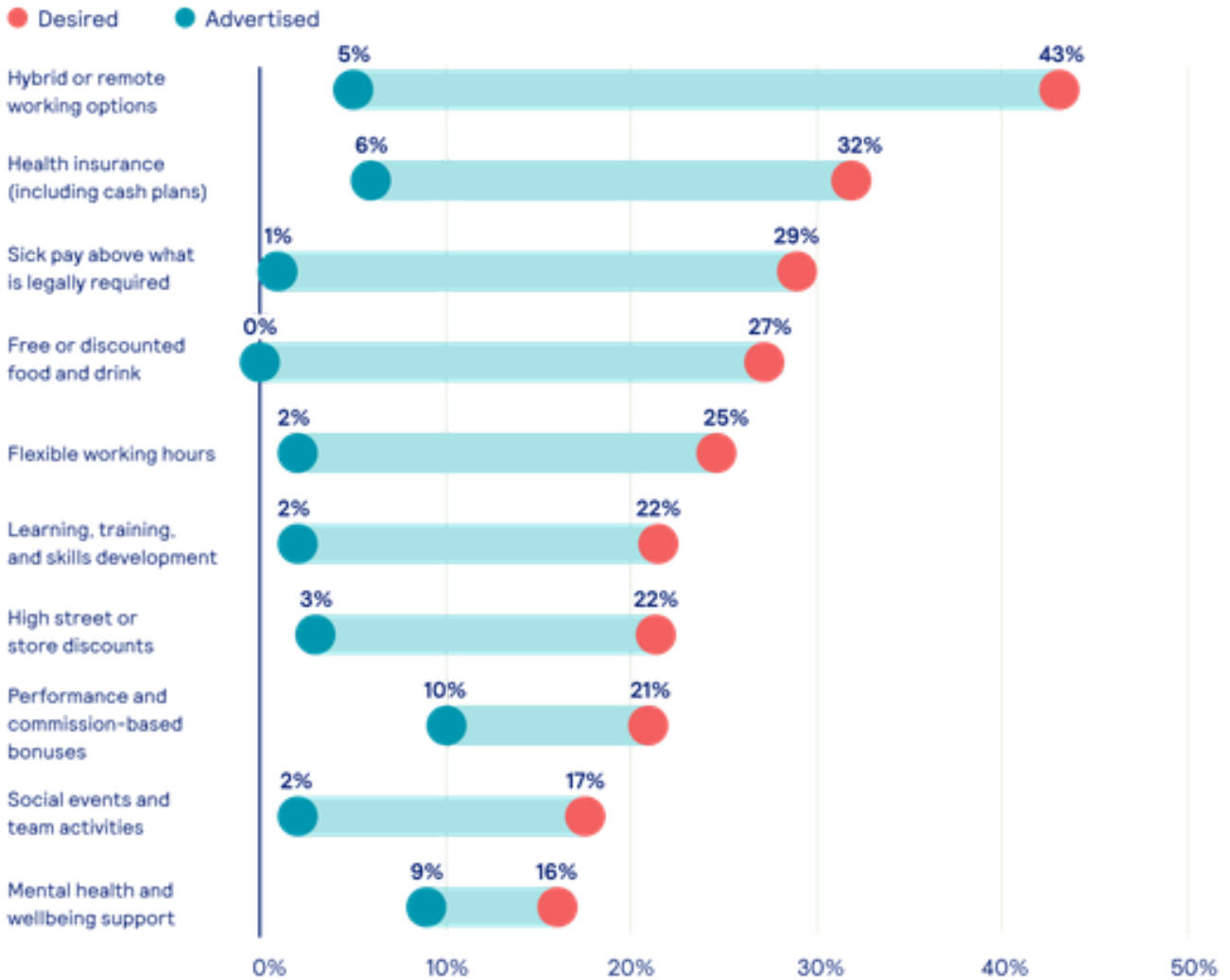


Salary and benefit satisfaction of workers

85% are satisfied with their salary

75% are satisfied with their benefits

Top desired vs. advertised benefits



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

33%

Earn more money /
Ask for a pay rise

28%

Reduce stress

29%

Improve work-life balance



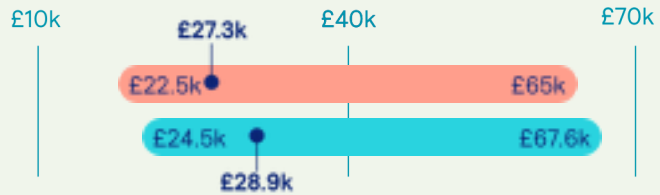
Social care

Median salary
£28,870

Salary growth compared to 2024

↑ 6%

Salary range 2024-2025



2024 2025 ● Median salary

Median Social care salary in UK cities



Belfast	Leeds	Nottingham
£27.8k	£28.1k	£27.7k
Birmingham	Leicester	Oxford
£29.1k	£28.2k	£48.5k
Bradford	Liverpool	Plymouth
£28.4k	£28.3k	£30k
Brighton	London	Portsmouth
£29k	£32.5k	£28.6k
Cardiff	Manchester	Sheffield
£28.8k	£29.3k	£28k
Edinburgh	Newcastle	Southampton
£28k	£27.5k	£28.8k
Glasgow	Norwich	Swansea
£26.8k	£28.2k	£27.3k

Gender Pay Gap

4%

difference in advertised pay between men and women in Social care

Pay Transparency

53%

of Social care job ads include salary information

In demand positions

Caregiver	£25,604-£30,160
Support worker	£25,396-£29,120
Social care officer	£36,330-£70,000
Home care staff	£26,208-£34,694
Senior care staff	£27,393-£30,451
Waking night support worker	£25,989-£29,328
Bank care assistant	£25,584-£28,496
Youth social worker	£26,208-£41,600
Residential care manager	£43,535-£65,000
Housing officer	£29,024-£44,025



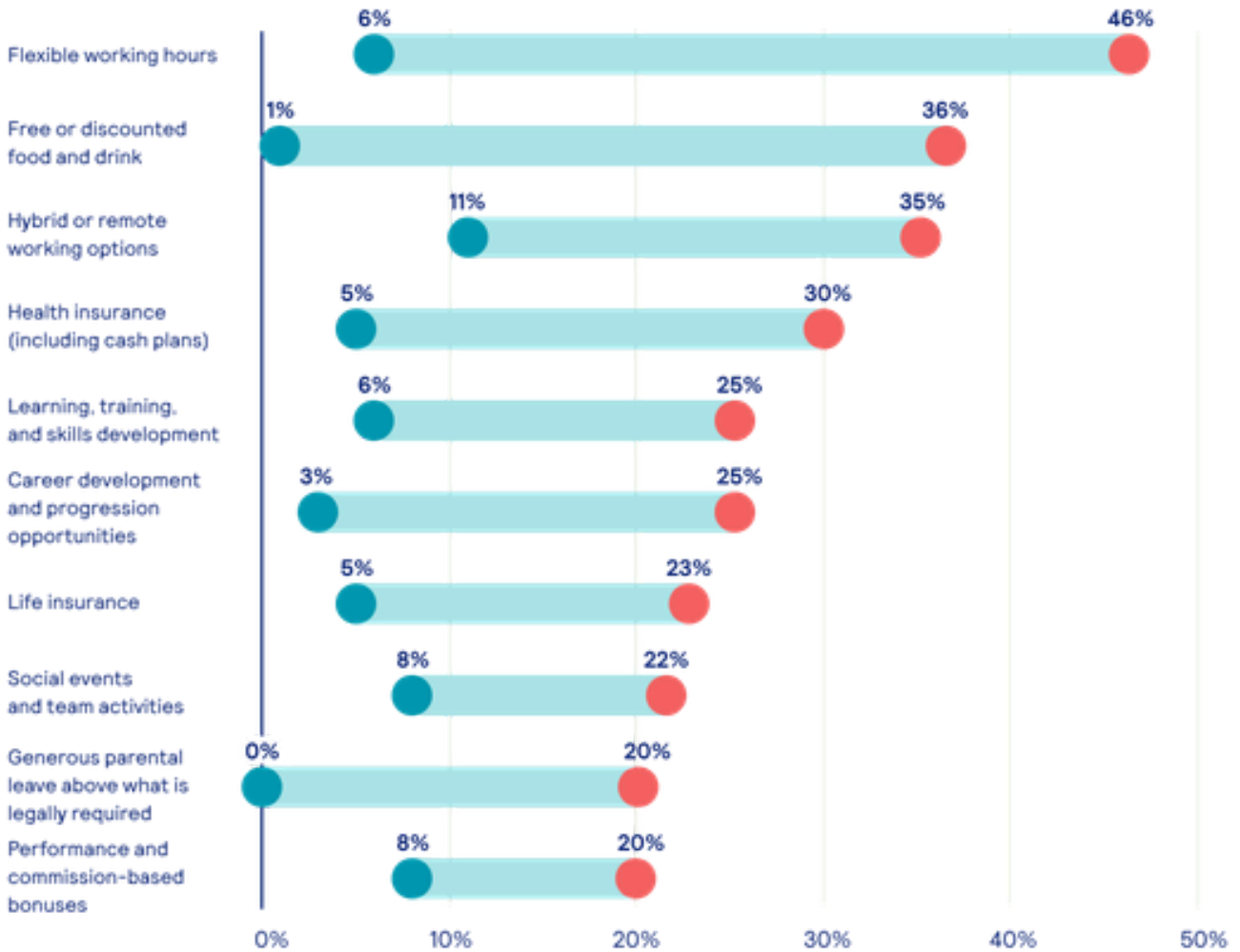
Salary and benefit satisfaction of workers

67% are satisfied with their salary

65% are satisfied with their benefits

Top desired vs. advertised benefits

● Desired ● Advertised



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

31%

Earn more money /
Ask for a pay rise

41%

Reduce stress

29%

Improve work-life balance



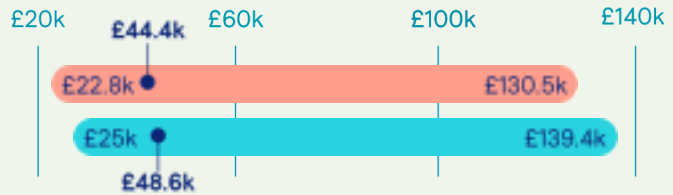
Technology

Median salary
£48,595

Salary growth
compared to 2024

↑ 9%

Salary range 2024-2025



2024 2025 ● Median salary

Median Technology salary in UK cities



Belfast	Leeds	Nottingham
£50k	£55k	£42k
Birmingham	Leicester	Oxford
£50k	£37.1k	£45k
Bradford	Liverpool	Plymouth
£40k	£42.1k	£35.7k
Brighton	London	Portsmouth
£42.5k	£70k	£54.3k
Cardiff	Manchester	Sheffield
£43.2k	£49.5k	£45k
Edinburgh	Newcastle	Southampton
£50k	£45k	£42.7k
Glasgow	Norwich	Swansea
£48.4k	£37k	£35.1k

Gender Pay Gap

12%

difference in advertised pay between men and women in Technology

Pay Transparency

57%

of Technology job ads include salary information

In demand positions

IT administrator	£25,000-£30,000
IT support	£26,336-£40,000
Software developer	£40,000-£70,000
Senior software engineer	£55,000-£90,000
Data engineer	£50,000-£100,000
Technical support officer	£27,000-£41,357
Developer mobile	£35,000-£50,000
System engineer	£40,000-£60,000
Service desk analyst	£26,187-£37,929
Infrastructure engineer	£38,500-£65,000

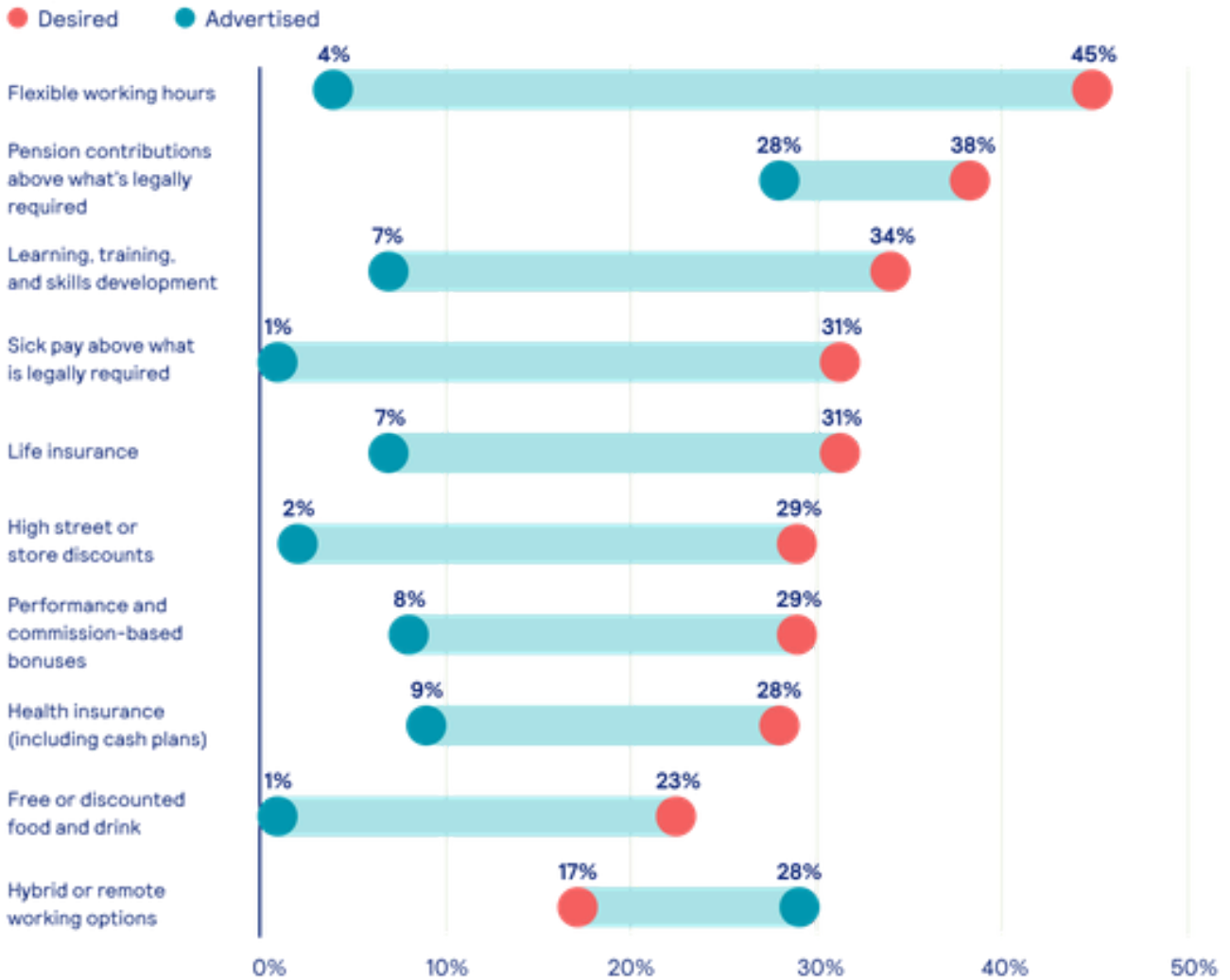


Salary and benefit satisfaction of workers

94% are satisfied with their salary

91% are satisfied with their benefits

Top desired vs. advertised benefits



*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

**Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

What candidates want most from their careers in 2026

39%

Earn more money /
Ask for a pay rise

37%

Work more productively
and efficiently

45%

Improve
work-life balance



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