

Accountancy Salary Guide 2023

A monitor of average salaries paid to trainees and qualified accountants in East Anglia. Including employers' preferences towards rewards and benefits, and recruitment and retention.

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Introduction

Who are First Intuition?

First Intuition is an award-winning professional education provider that has been training accountancy students for AAT, ACCA, CIMA and ICAEW exams for nearly fifteen years. With training centres across the UK, First Intuition offers first-class attention to student care, support and client service.

First Intuition delivers classroom courses, distance learning programmes, accountancy apprenticeships, as well as Post-Qualification Education programmes including Digital Technologies and Leadership and Management courses.

What is the Accountancy Salary Guide?

"Clients often approach us wondering whether their salary bands are in line with those offered by other organisations in their local area. In response to this, we conducted a confidential survey of salaries, retention and recruitment rates, as well as rewards and benefits offered by the many employers that we work with across East Anglia. We hope these results will provide useful benchmarking information to allow employers to ensure they remain competitive in their market."

Gareth John, Chief Executive

This report is designed to inform employers about average salaries for trainee and qualified accountants across East Anglia, as well as provide information on competitor rewards and benefits for staff, recruitment and retention rates, and important social causes to others in the industry. We hope the report will offer a helpful guide and benchmark for salaries in the accountancy industry, plus offer insight into what other employers are offering in the region to ensure businesses can remain competitive.

Introduction

Key themes and interpreting the data

The findings in this report are formed from responses to a survey First Intuition distributed to its clients based in East Anglia in May 2023. The results are therefore aimed at and most relevant to employers in accountancy and finance in this region, however, some of the information may still be transferrable and applicable to other regions.

The findings from the survey are divided into five key themes based on the types of questions asked to respondents. The key themes include 'Average salaries', 'Rewards and benefits', 'Retention', 'Recruitment', and 'Personal factors'. First Intuition hopes these themes cover the different aspects of what employers will find useful to help them with their recruitment and retention process.

First Intuition understands that the readers of this report may not be interested in the findings for every theme explored. As a result, the report is designed to make it easy for readers to find key results from each theme with the option to look at the data in more detail if needed.

Readers will find that some results are presented in tables with a lot of data on display, including the percentage of respondents that choose each answer for each category. The data is presented in this way as in many cases the top answers are very close in value. It would therefore be misleading not to include the percentage of respondents that choose each answer, as it would imply top answers carry considerably more weight than others when they are in fact similar in value.

It is worth noting when reading the report, that respondents could select multiple answers for the majority of questions in the survey. This means that the percentages in the data do not always equal 100% when combined, the results refer to the percentage of respondents that selected that factor from the total respondents that answered the question.

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Key Findings

Rewards & Benefits



Hybrid working is the most common benefit for staff with 84% of employers offering this to staff

Recruitment



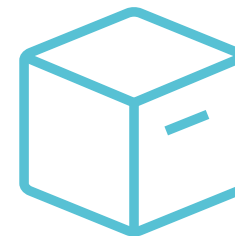
70% of respondents said they were finding it difficult to recruit staff

Personal Factors



Mental health and wellness is the social issue/ cause most employers are actively engaging with

Retention



23% of respondents said they were finding it difficult to retain staff

Average Salaries



In 12 months, salaries across East Anglia have increased by 6%

● ● ● **Average Salaries - Key Findings**

Summary of the key findings raised in the body of this report:

Chelmsford

has seen the highest change in salary from 2022 - 2023 with an increase of 18%.

Cambridge

On average,
is the highest-paying region across all levels of accounting in East Anglia

Industry

is the highest paying sector

£29,927

is the average salary across all levels of accounting across East Anglia

In 12 months, salaries across East Anglia have increased by

6%



Average Salaries - East Anglia Overview

Average salaries for different levels of accounting staff across East Anglia for 2023, including average percentage change from 2022 and 2021

Table 1 - Average salaries across East Anglia

	School Leavers	Graduates	Newly Qualified AAT	Newly Qualified ACCA, CIMA or ICAEW	3 Years Post Qualification ACCA, CIMA, or ICAEW	2023 all Levels of Accounting	% Change from 2022 - 2023	% Change from 2021 - 2022
East Anglia	£17,565	£22,556	£25,878	£38,060	£45,575	£29,927	+5.8%	+4.6%
East Anglia % Change Compared to 2022	+3.7%	+4.9%	+11.3%	+6.4%	+2.5%			
East Anglia % Change 2021 to 2022	+4.7%	+3.3%	+2.7%	+6.8%	+5.8%			
Cambridge	£19,615	£24,885	£26,100	£39,714	£50,192	£32,101	+7.7%	+2.7%
Peterborough	£20,000	£24,100	£28,900	£40,667	£45,000	£31,733	-0.5%	+11.3%
Cambridgeshire (exc Cambridge/ Peterborough)	£19,000	£25,000	£26,000	£38,667	£48,333	£31,400	+15.3%	+0.2%
Ipswich	£15,000	£21,250	£25,000	£38,000	£43,333	£28,517	-0.6%	+10.4%
Suffolk (exc Ipswich)	£17,000	£21,700	£24,357	£33,600	£40,500	£27,431	+0.7%	+9.8%
Norwich	£15,889	£21,625	£25,000	£34,857	£41,875	£27,849	+3.7%	+1.3%
Norfolk (exc Norwich)	£15,500	£20,500	£25,000	£36,000	£45,833	£28,567	N/A	N/A
Chelmsford	£19,000	£20,500	£29,500	£40,000	£47,500	£31,300	+18.2%	N/A
Colchester	£20,000	£23,500	£24,500	£38,000	£47,500	£30,700	+0.4%	N/A
Essex (exc Chelmsford/ Colchester)	£14,643	£22,500	£24,423	£41,091	£45,682	£29,668	+15.1%	N/A

Average Salaries - East Anglia Overview

Table 1 on the previous page shows the average salaries for different levels of accounting staff in different areas of East Anglia in 2023, including the average across East Anglia as a whole. The chart also shows the percentage change in average salaries from 2021 and 2022 based on data from our previous salary guides.

Key findings:

Table 1 (page 9):

- The average salary across all levels of accounting across East Anglia as a whole is £29,927
- Salaries across East Anglia as a whole have increased by 5.8% from 2022
- On average, Cambridge is the highest-paying region across all levels of accounting at £32,101, this is mostly due to considerably higher 3 Years Post Qualified salaries compared to other regions
- On average, Suffolk (excluding Ipswich) is the lowest-paying region across all levels of accounting at £27,431
- According to the data collected, Chelmsford has seen the highest change in salary from 2022- 2023 with an increase of 18%. This is followed by Cambridgeshire (excluding Cambridge/ Peterborough) with a percentage increase of 15% from 2022
- Colchester has seen the least amount of change in salaries from 2022- 2023 with an average increase of 0.4%, while Ipswich has experienced the biggest decrease in average salaries with a -0.6% change

Considerations:

Table 1 (page 9):

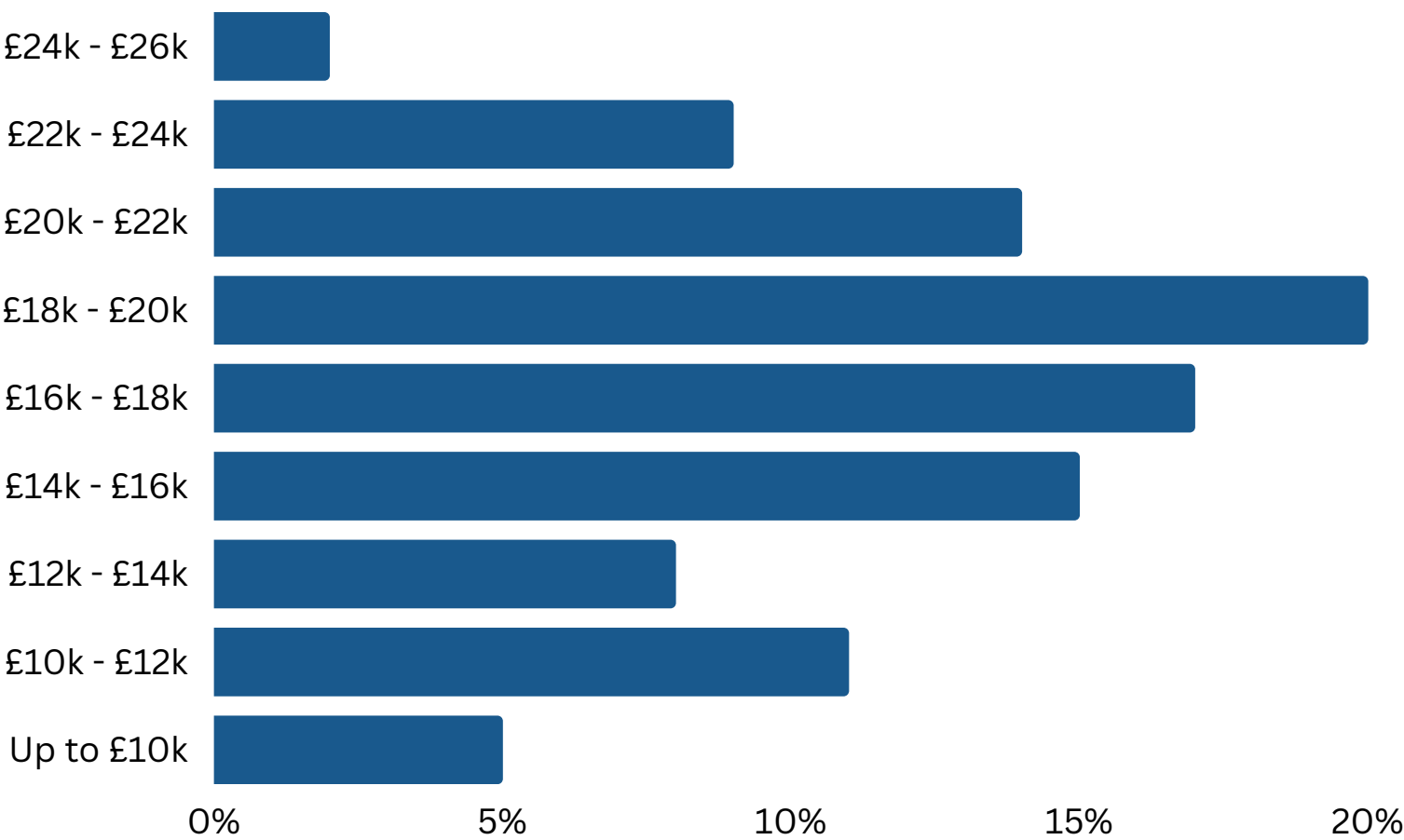
- These results are formed from the data provided by employers who responded to the survey so they are representative of this sample alone
- Percentage changes in average salaries from 2021 and 2022 are based on the sample of employers that completed the survey in those years, this means different employer figures will have been counted in each year
- Not all regions across East Anglia received an equal number of responses from employers in those areas, meaning the sample size for some is smaller and less representative than others, although overall we saw an increase in the total number of respondents
- These factors should be considered when interpreting and using the average salary data

Average Salaries - School Leavers

Average salaries for School Leavers across East Anglia for 2023, 2022 and 2021.

Chart 1 shows the percentage of respondents that pay their School Leavers each salary bracket in 2023 across East Anglia. Graph 1 compares this same information against average salary data from 2022 and 2021.

Chart 1 - Distribution of 2023 salaries



Graph 1 - Distribution of salaries over time



Average Salaries - School Leavers

The average salaries for School Leavers across East Anglia in order from highest paying region to least, including the percentage change in salaries from 2021 and 2022.

Key findings:

Table 1 (page 9):

- The average salary for School Leavers across East Anglia is £17,565
- School Leavers have seen an average salary increase of 3.7% from 2022

Chart 1 (page 11):

- £18,001 - £20,000 is the most common pay bracket for School Leavers across East Anglia with 20% of respondents paying this

Graph 1 (page 11):

- There has been a general increase in School Leaver's salaries over time with more employers paying in the higher salary brackets each year

Table 2:

- Colchester and Peterborough pay School Leavers the most across East Anglia at £20,000
- Essex (excluding Chelmsford/ Colchester) employers pay School Leavers the least at £14,643
- Chelmsford has seen the largest percentage salary increase since 2022 at 23.4%

Considerations:

- Both Colchester and Peterborough had a smaller number of employers represented by their sample which may skew their average salary

Table 2 - Salaries by region

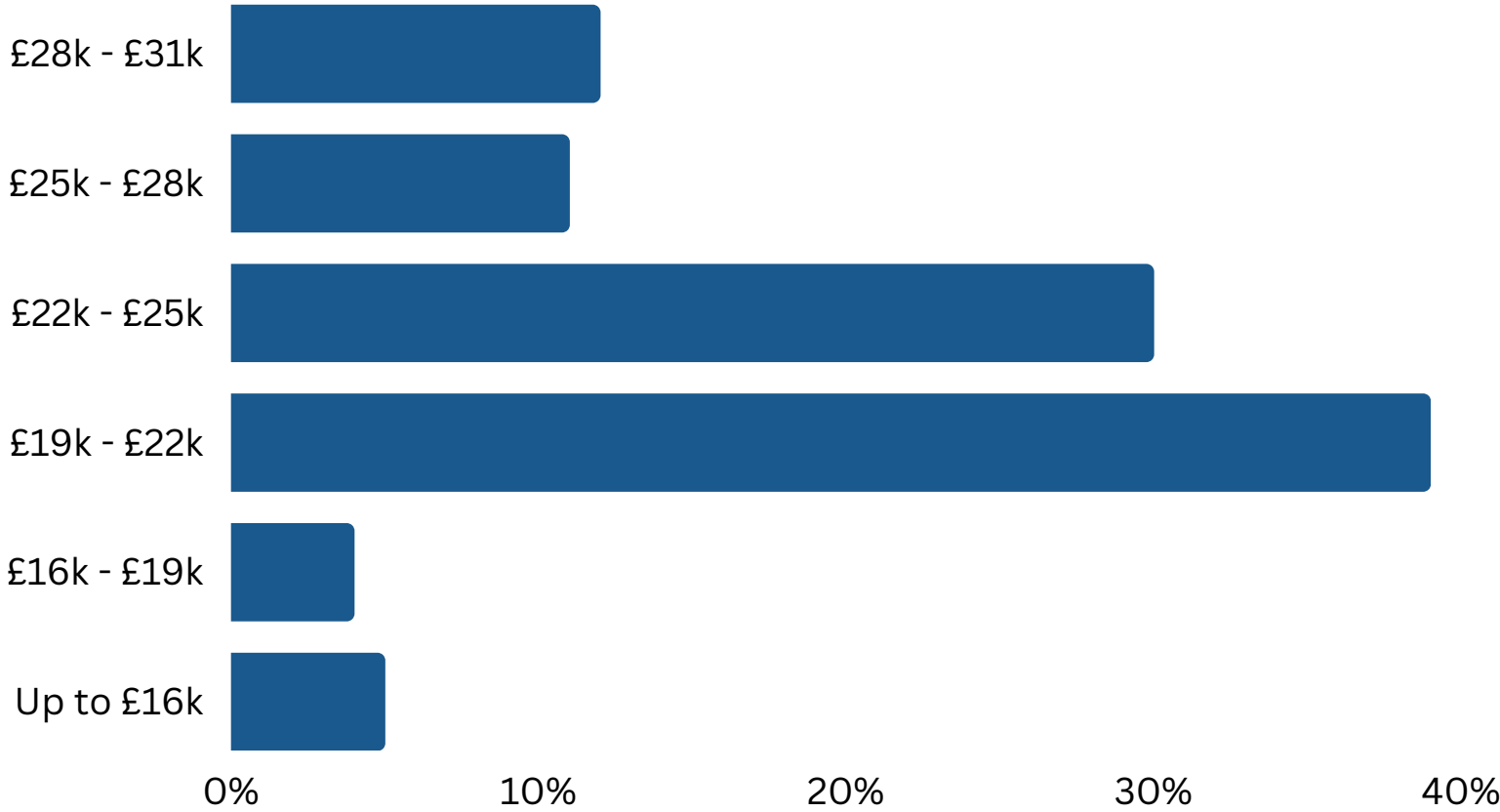
Rank	Area	2023 Average Salary	% Change from 2022-2023	% Change from 2021-2022
1	Colchester	£20,000	+8.1%	N/A
1	Peterborough	£20,000	+5.3%	0%
3	Cambridge	£19,615	+5.7%	11.5%
4	Cambridgeshire (excluding Cambridge/ Peterborough)	£19,000	+18.8%	-2%
4	Chelmsford	£19,000	+23.4%	N/A
6	Suffolk (excluding Ipswich)	£17,000	+5.3%	+20.5%
7	Norwich	£15,889	-4.4%	+3.9%
8	Norfolk (excluding Norwich)	£15,500	N/A	N/A
9	Ipswich	£15,000	-16.7%	+14.9%
10	Essex (excluding Chelmsford/ Colchester)	£14,643	+2.8%	N/A

Average Salaries - Graduates

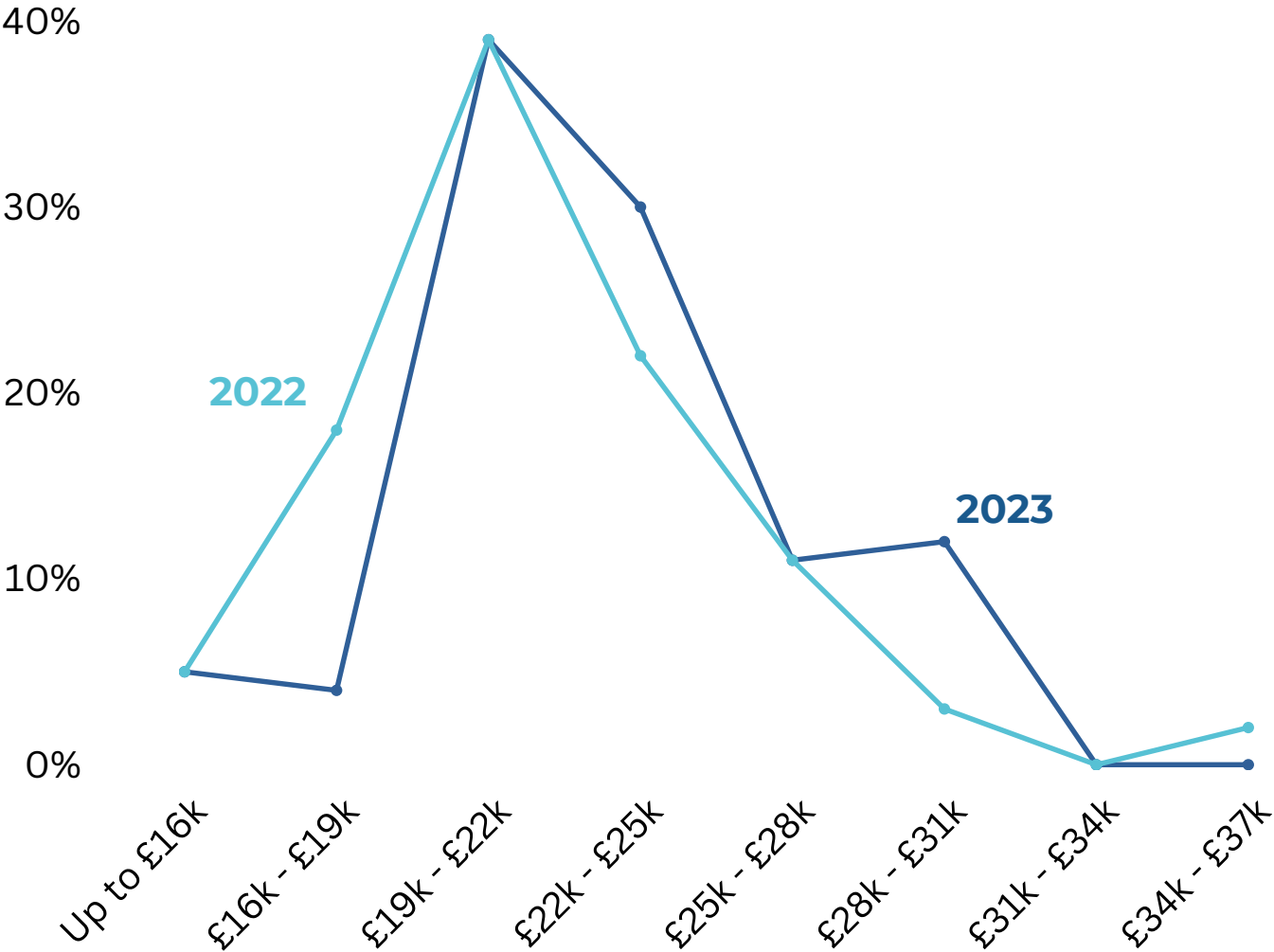
Average salaries for Graduates across East Anglia for 2023 and 2022.

Chart 2 shows the percentage of respondents that pay their Graduates each salary bracket in 2023 across East Anglia. Graph 2 compares this same information against average salary data from 2022.

Chart 2 - Distribution of 2023 salaries



Graph 2 - Distribution of salaries over time



Average Salaries - Graduates

The average salaries for Graduates across East Anglia in order from highest paying region to least, including the percentage change in salaries from 2021 and 2022.

Key findings:

Table 1 (page 9):

- The average salary for Graduates across East Anglia is £22,556
- Graduates have seen an average salary increase of 4.9% from 2022

Chart 2 (page 13):

- £19,001 - £22,000 is the most common pay bracket for Graduates across East Anglia with 39% of respondents paying this

Graph 2 (page 13):

- Although the most common pay bracket remains the same for 2022 and 2023, there has been a general increase in employers paying in the higher salary brackets and less paying in the lower

Table 3:

- Graduates in Cambridgeshire (excluding Cambridge/ Peterborough) are paid the most across East Anglia at £25,000
- Norfolk (excluding Norwich) employers pay Graduates the least at £20,500
- Cambridgeshire (excluding Cambridge/ Peterborough) has also seen the largest percentage salary increase since 2022 at 29.9%

Considerations

- Cambridgeshire (excluding Cambridge/ Peterborough) experienced a decline in average salaries from 2021- 2022 (likely due to a different sample) which may explain 2022- 2023's high percentage change

Table 3 - Salaries by region

Rank	Area	2023 Average Salary	% Change from 2022- 2023	% Change from 2021- 2022
1	Cambridgeshire (exc Cambridge/ Peterborough)	£25,000	+29.9%	-14.4%
2	Cambridge	£24,885	+2.6%	+14.3%
3	Peterborough	£24,100	-3.6%	+12.6%
4	Colchester	£23,500	+4.4%	N/A
5	Essex (excluding Chelmsford/ Colchester)	£22,500	+22.3%	N/A
6	Suffolk (excluding Ipswich)	£21,700	-1.4%	+10%
7	Norwich	£21,625	+3.6%	+3.3%
8	Ipswich	£21,250	0%	13.3%
9	Chelmsford	£20,500	+2.5%	N/A
10	Norfolk (excluding Norwich)	£20,500	N/A	N/A

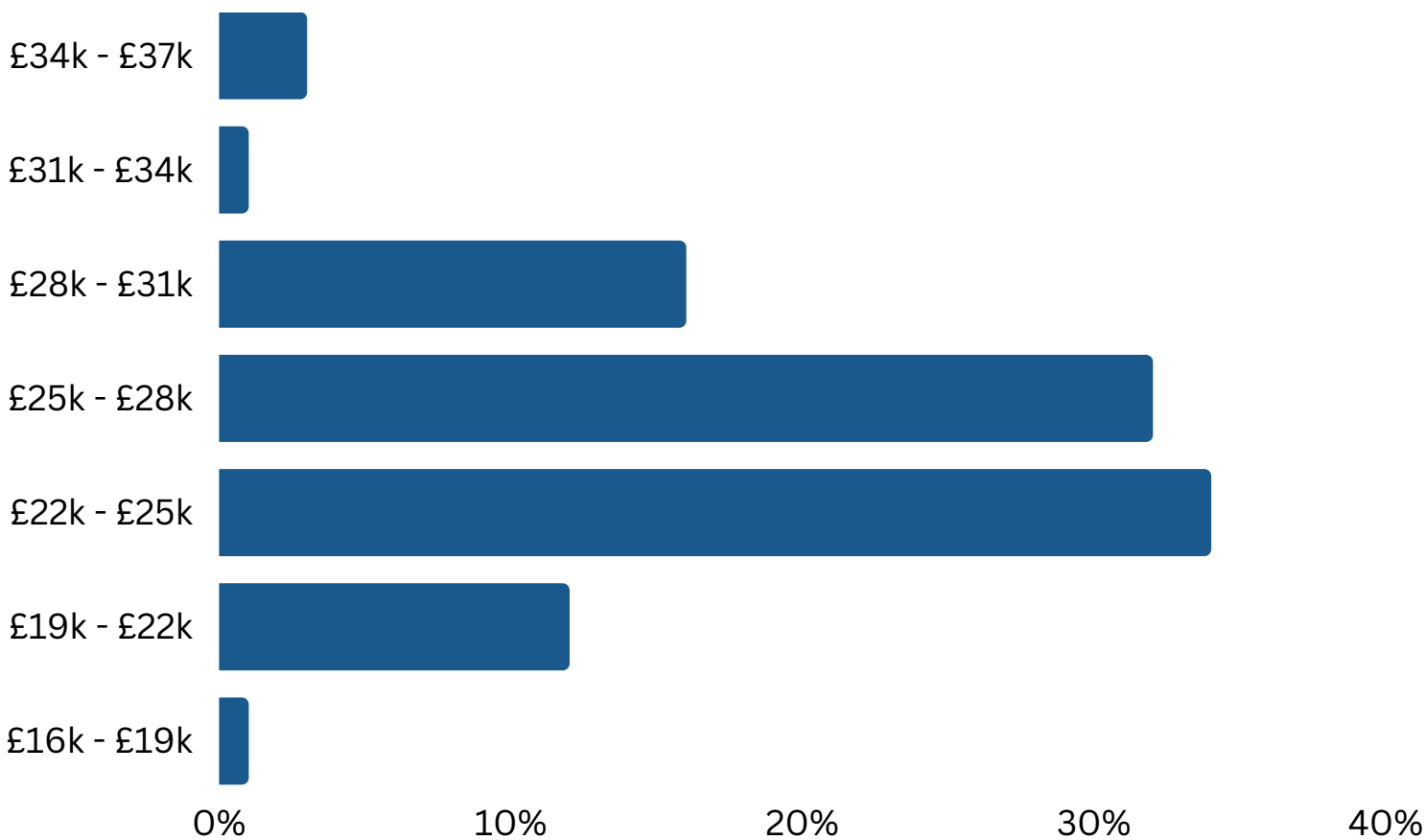


Average Salaries - Newly Qualified AAT

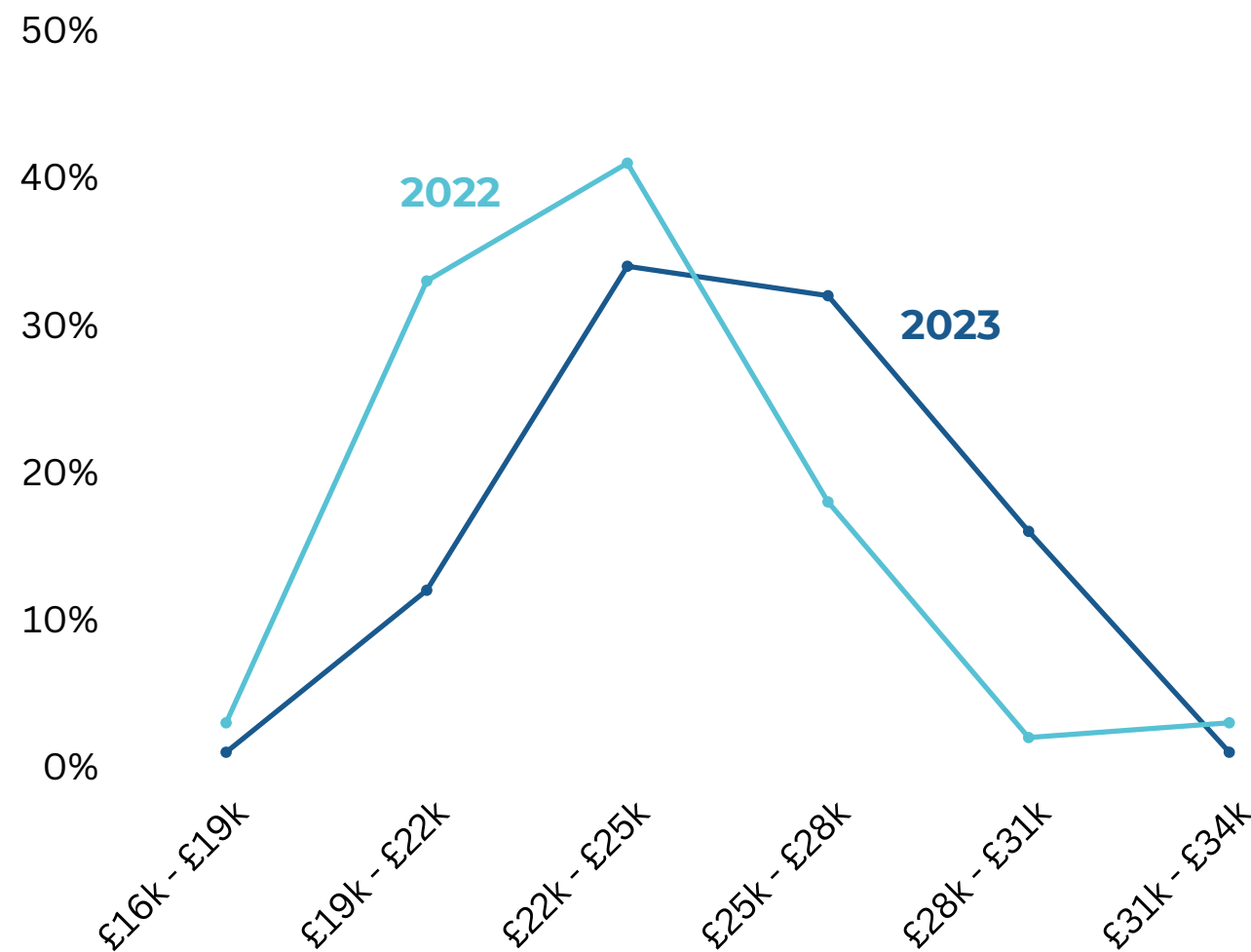
Starting salaries for Newly Qualified AAT staff across East Anglia for 2023 and 2022.

Chart 3 shows the percentage of respondents that pay their Newly Qualified AAT staff each salary bracket in 2023 across East Anglia. Graph 3 compares this same information against average salary data from 2022.

Chart 3 - Distribution of 2023 salaries



Graph 3 - Distribution of salaries over time



Average Salaries - Newly Qualified AAT

The average salaries for Newly Qualified AAT across East Anglia in order from highest paying region to least, including the percentage change in salaries from 2021 and 2022.

Key findings:

Table 1 (page 9):

- The average salary for Newly Qualified AAT staff across East Anglia is £25,878
- Newly Qualified AAT staff have seen an average salary increase of 11.3% from 2022

Chart 3 (page 15):

- £22,001 - £25,000 is the most common pay bracket for Newly Qualified AAT staff across East Anglia with 34% of respondents paying this

Graph 3 (page 15):

- There has been a clear shift to the next higher pay bracket from 2022- 2023

Table 4:

- Newly Qualified AAT staff in Chelmsford are paid the most across East Anglia at £29,500
- Suffolk (excluding Ipswich) employers pay the least at £24,357
- Chelmsford has also seen the largest percentage salary increase since 2022 at 29.7%

Considerations:

- Both Colchester and Peterborough had a smaller number of employers representing their sample which may be impacting their average salary/ percentage change

Table 4 - Salaries by region

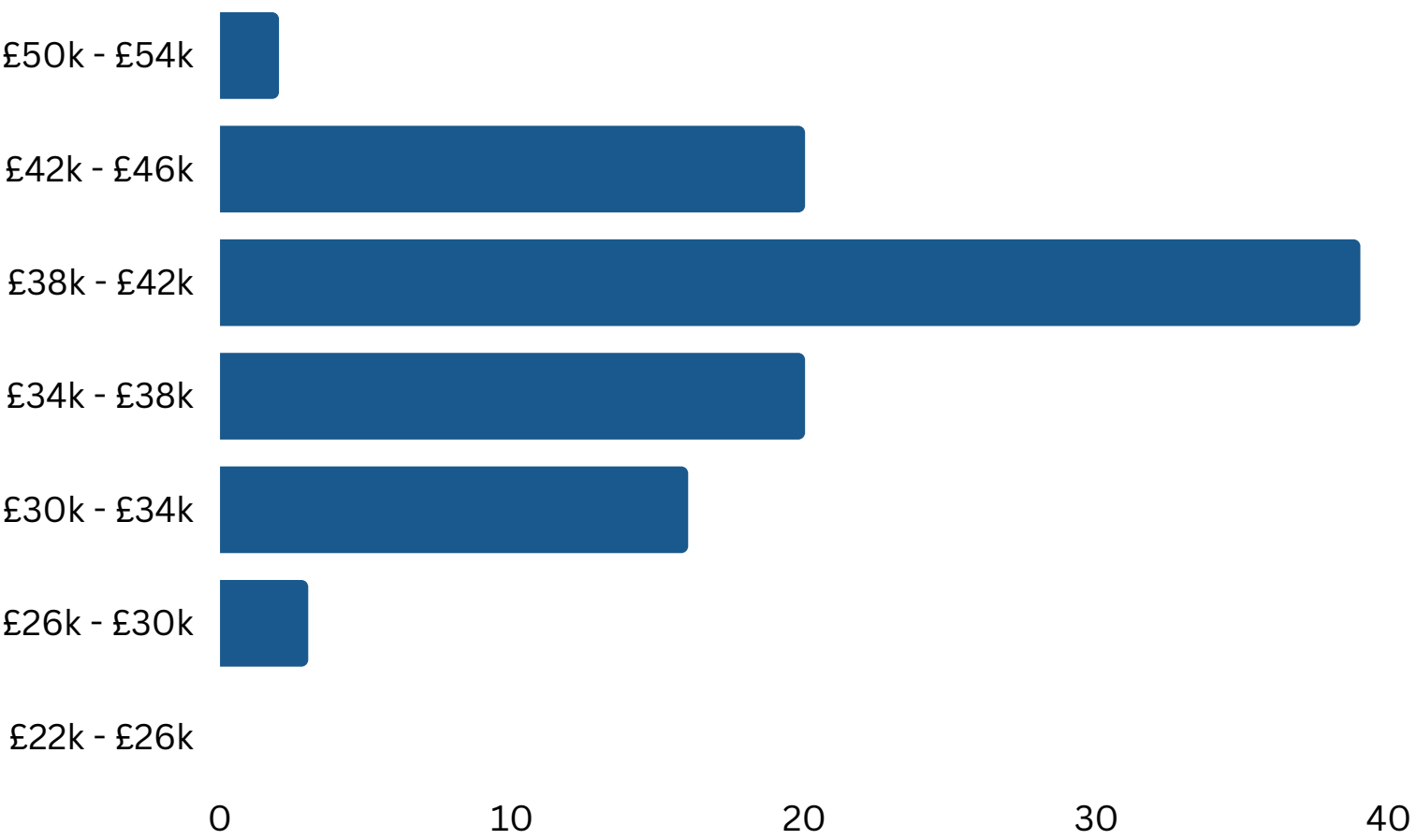
Rank	Area	2023 Average Salary	% Change from 2022-2023	% Change from 2021-2022
1	Chelmsford	£29,500	+29.7%	N/A
2	Peterborough	£28,900	+23%	-2.1%
3	Cambridge	£26,100	+8.3%	+3%
4	Cambridgeshire (excluding Cambridge/ Peterborough)	£26,000	+13.5%	-3.6%
6	Ipswich	£25,000	-3.5%	+20.5%
6	Norfolk (excluding Norwich)	£25,000	N/A	N/A
6	Norwich	£25,000	+11.7%	+1.7%
8	Colchester	£24,500	0%	N/A
9	Essex (excluding Chelmsford/ Colchester)	£24,423	+14.1%	N/A
10	Suffolk (excluding Ipswich)	£24,357	+11.8%	+3.3%

Average Salaries - Newly Qualified ACCA, CIMA, ICAEW

Starting salaries for Newly qualified ACCA, CIMA, ICAEW salary across East Anglia for 2023, 2022 and 2021.

Chart 4 shows the percentage of respondents that pay Newly Qualified ACCA, CIMA, ICAEW staff each salary bracket in 2023 across East Anglia. Graph 4 compares this same information against average salary data from 2022 and 2021.

Chart 4 - Distribution of 2023 salaries



Graph 4 - Distribution of salaries over time





Average Salaries - Newly Qualified ACCA, CIMA, ICAEW

The average salaries for Newly Qualified ACCA, CIMA, ICAEW staff across East Anglia in order from highest paying region to least, including the percentage change in salaries from 2021 and 2022.

Key findings:

Table 1 (page 9):

- The average salary for Newly Qualified ACCA, CIMA, ICAEW staff across East Anglia is £38,060
- Newly Qualified ACCA, CIMA, ICAEW staff have seen an average salary increase of 6.4% from 2022

Chart 4 (page 17):

- £38,001 - £42,000 is the most common pay bracket for Newly Qualified ACCA, CIMA, ICAEW staff across East Anglia with 39% of respondents paying this

Graph 4 (page 17):

- There has been an increase in Newly Qualified ACCA, CIMA, ICAEW staff salaries over time, with the most common salary bracket paid by employers increasing by two salary brackets in 2023

Table 5:

- Newly Qualified ACCA, CIMA, ICAEW staff in Essex (excluding Chelmsford/ Colchester) are paid the most across East Anglia at £41,091
- Suffolk (excluding Ipswich) employers pay the least at £33,600
- Essex (excluding Chelmsford/ Colchester) has also seen the largest percentage salary increase since 2022 at 22.8%

Table 5 - Salaries by region

Rank	Area	2023 Average Salary	% Change from 2022-2023	% Change from 2021-2022
1	Essex (excluding Chelmsford/ Colchester)	£41,091	+22.8%	N/A
2	Peterborough	£40,667	-4.1%	+22.3%
3	Chelmsford	£40,000	+22%	
4	Cambridge	£39,714	+4.2%	2.5%
5	Cambridgeshire (excluding Cambridge/ Peterborough)	£38,667	+11.5%	+8.3%
6	Colchester	£38,000	+1.8%	N/A
6	Ipswich	£38,000	+3.3%	+8.2%
8	Norfolk (excluding Norwich)	£36,000	N/A	N/A
9	Norwich	£34,857	+7%	-1.7%
10	Suffolk (excluding Ipswich)	£33,600	-0.3%	+12.4%

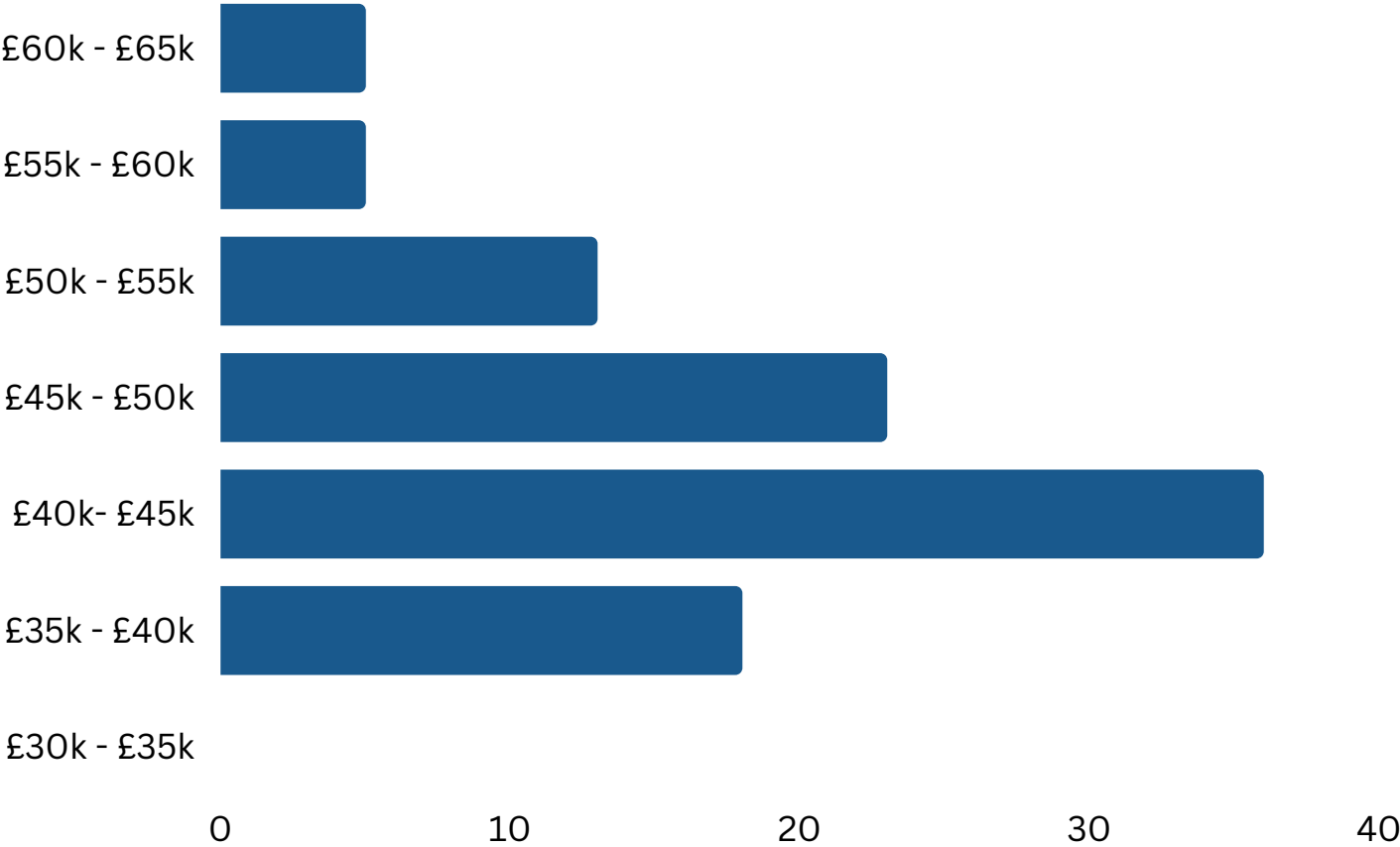


Average Salaries - 3 Years Post Qualification (ACCA, CIMA or ICAEW)

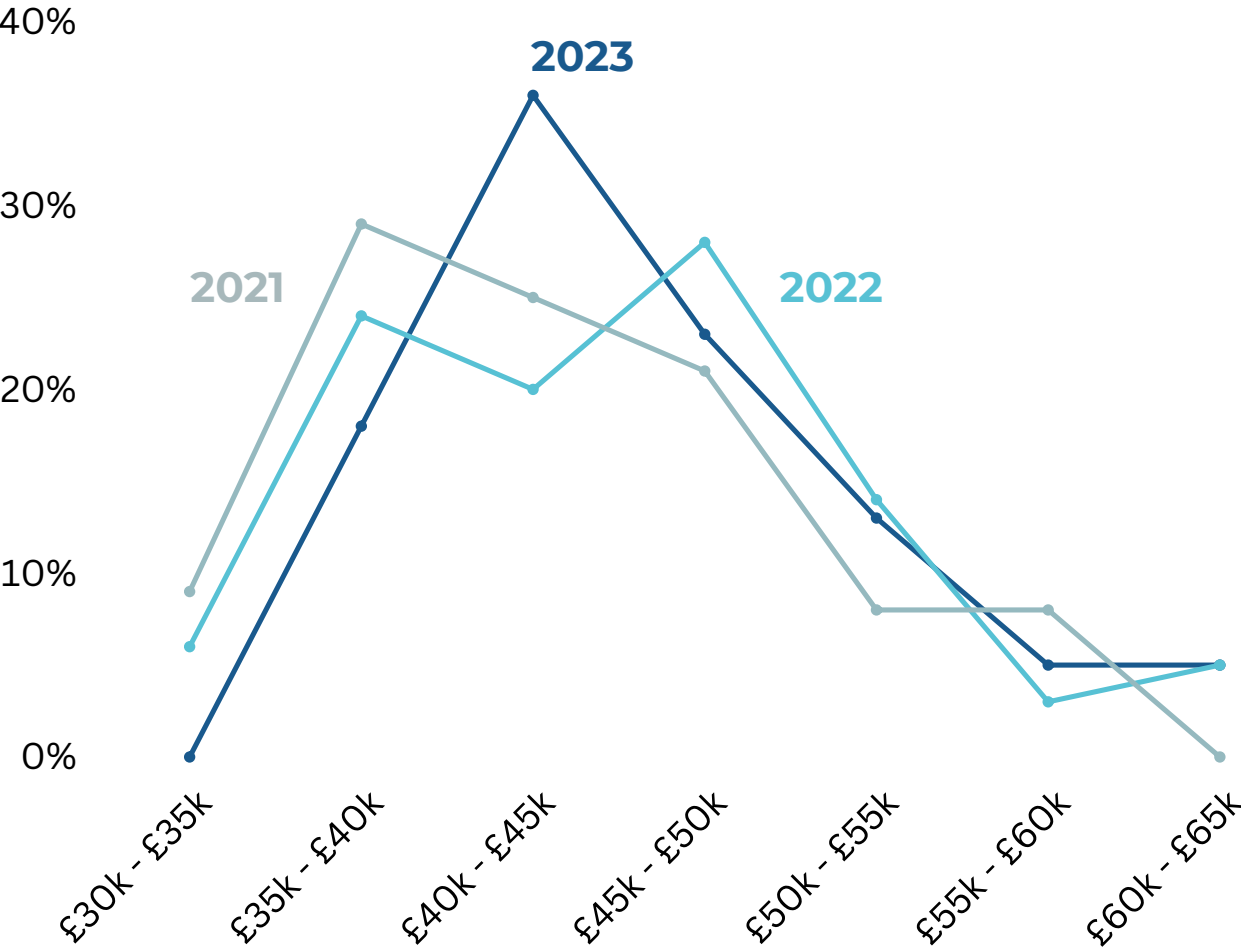
Starting salaries for 3 Years Post Qualification (ACCA, CIMA or ICAEW) salaries across East Anglia for 2023, 2022 and 2021.

Chart 5 shows the percentage of respondents that pay Newly Qualified 3 Years Post Qualification staff each salary bracket in 2023 across East Anglia. Graph 5 compares this same information against average salary data from 2022 and 2021.

Chart 5 - Distribution of 2023 salaries



Graph 5 - Distribution of salaries over time



Average Salaries - 3 Years Post Qualification (ACCA, CIMA or ICAEW)

The average salaries for 3 Years Post Qualification staff across East Anglia in order from highest paying region to least, including the percentage change in salaries from 2021 and 2022.

Key findings:

Table 1 (page 9):

- The average salary for 3 Years Post Qualification staff across East Anglia is £45,575
- 3 Years Post Qualification staff have seen an average salary increase of 2.5% from 2022

Chart 5 (page 19):

- £40,001 - £45,000 is the most common pay bracket for 3 Years Post Qualification staff across East Anglia with 36% of respondents paying this

Graph 5 (page 19):

- 3 Years Post Qualification staff have seen an overall increase in their salaries over time, with more employers paying in the same salary bracket than in previous years

Table 6:

- 3 Years Post Qualification staff in Cambridge are paid the most across East Anglia at £50,192
- Suffolk (excluding Ipswich) employers pay the least at £40,500
- Chelmsford has also seen the largest percentage salary increase since 2022 at 14.5%

Table 6 - Salaries by region

Rank	Area	2023 Average Salary	% Change from 2022-2023	% Change from 2021-2022
1	Cambridge	£50,192	+3%	+4.2%
2	Cambridgeshire (excluding Cambridge/ Peterborough)	£48,333	+11.5%	+5%
3.5	Chelmsford	£47,500	+14.5%	N/A
3.5	Colchester	£47,500	-5%	N/A
5	Norfolk (excluding Norwich)	£45,833	N/A	N/A
6	Essex (excluding Chelmsford/ Colchester)	£45,682	+10.4%	N/A
7	Peterborough	£45,000	-9.1%	+14.2%
8	Ipswich	£43,333	+4.4%	+3.8%
9	Norwich	£41,875	0%	+1.4%
10	Suffolk (excluding Ipswich)	£40,500	-4.7%	+7.6%

Average Salaries - By Sector

Average salaries for finance professionals at different levels across different sectors, as well as the percentage change in salary for different sectors from 2022- 2023

Key findings:

Chart 6:

- On the whole, Industry is the highest-paying sector across all levels of accountancy, School Leavers and Newly Qualified AAT are the exception to this where Public Sector pays more
- On average, those working in Industry across all levels on the chart were paid 9.3% (£2,693) more than those working in Practice
- Graduates have the greatest percentage difference in average pay between Industry and Practice at 14.9% (£3,250) whilst School Leavers have the smallest difference with 5.3% (£892)

Table 7:

- The Public Sector has seen the greatest percentage change in salary from 2022- 2023 with an 8.4% increase
- Industry has seen the least percentage change in salary from 2022- 2023 with an +0.5% increase

Table 7 - Salary by sector

	2023 Average Salary	% Change from 2022- 2023
Industry	£31,590	+0.5%
Practice	£28,896	+4.6%
Public Sector	£31,388	+8.4%

Chart 6 - Salaries by job level and sector



Average Salaries - By Sector

Comparing Industry, Practice, and Public Sector's average salaries at different levels across different sectors from 2022- 2023

Chart 7 - Industry

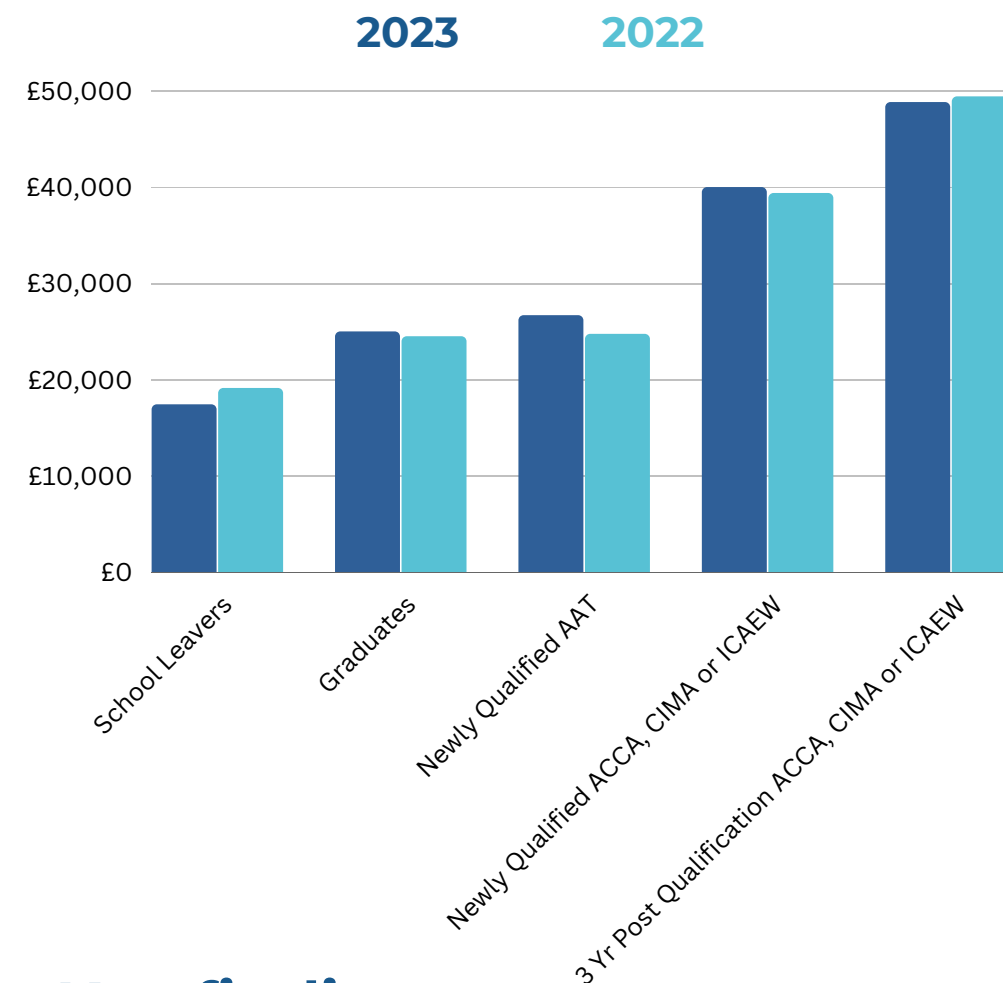


Chart 8 - Practice

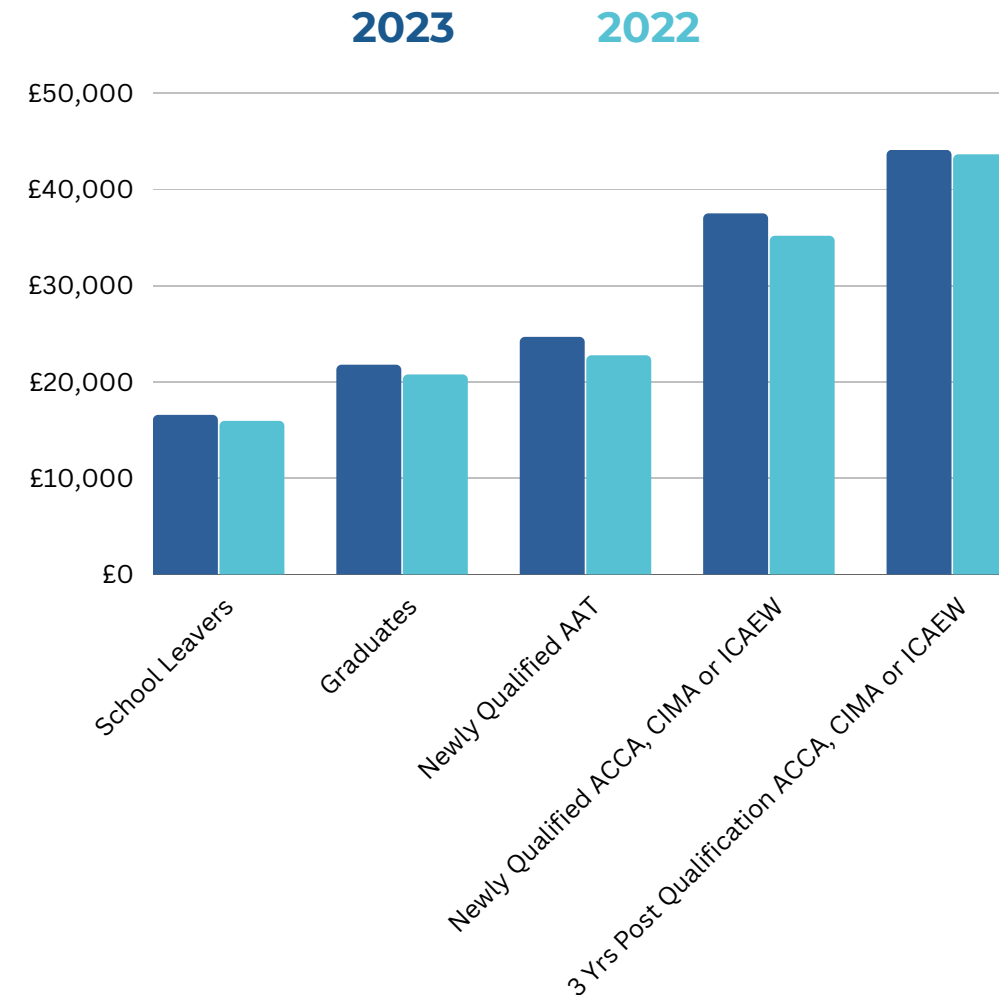
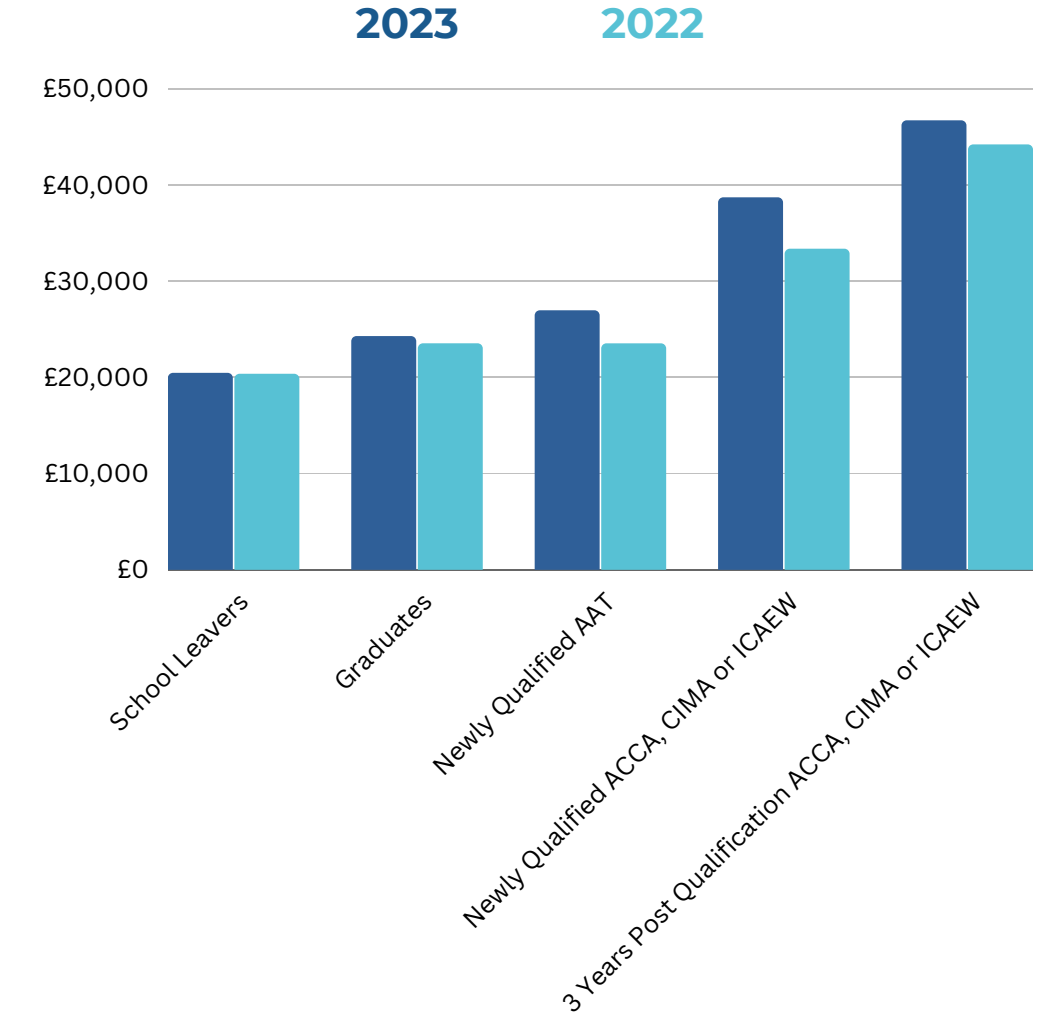


Chart 9 - Public Sector



Key findings:

Charts 7, 8, & 9:

- All charts show a general increase in salaries across all levels, a prominent exception to this is School Leavers in Industry, these salaries have decreased by 8.9% (£1,696) from 2022- 2023
- The Public Sector has seen a greater increase in salaries at higher job levels than at lower ones that have remained similar to 2022
- Practice has seen a relatively even increase in salary across all levels
- On average, Industry has seen small increases in the mid-levels and decreases in the highest and lowest levels



Average Salaries - Apprentices vs Non-Apprentices

How salaries compare for apprentices vs non-apprentices at the same level for 2023, 2022, and 2021

Key findings:

Table 8:

- The majority of employers, 72%, pay their apprentices the same salary as non-apprentices at the same level. However, this has decreased year on year indicating that salaries between apprentices and non-apprentices are becoming more dispersed over time
- The data suggests that over time, an increasing number of employers are paying apprentices more than non-apprentices (as shown in the bottom row of Table 8)
- However, at the same time apprentices are increasingly being paid less than non-apprentices (as shown in the top row), however, overall a greater number of apprentices are being paid less than non-apprentices (23% compared to 5%)
- This suggests that the majority of employers value the work of their apprentices to the same degree as non-apprentices in similar positions, however, more might be starting to pay their apprentices less as a measure to off-set set the rising cost of salaries at other levels.

Table 8 - Change in apprentice and non-apprentice salaries over time

	2023	2022	2021
Percentage of respondents that said they pay apprentices LESS than non-apprentices	23%	20%	7%
Percentage of respondents that said they pay apprentices THE SAME AS non-apprentices	72%	78%	91%
Percentage of respondents that said they pay apprentices MORE than non-apprentices	5%	2%	2%

Average Salaries - Recent and Planned Salary Increases

The percentage change in starting salaries for School Leavers and Graduates over the past 12 months (since May 2022 to May 2023) and employer’s forecast salary increases for the next 12 months (from May 2023 to 2024)

Key findings:

Chart 10:

- The majority of employers say they have increased their salaries for School Leavers and Graduates from 2022- 2023, this is also the case for forecasted salaries
- School Leavers saw the highest concentration of employers paying 10+% in salaries (13%) of the groups in Chart 10
- No employers forecast to decrease their salaries from 2023- 2024, just a few (5%) forecast that they will not change, whilst the vast majority forecast them to increase between 0-10%

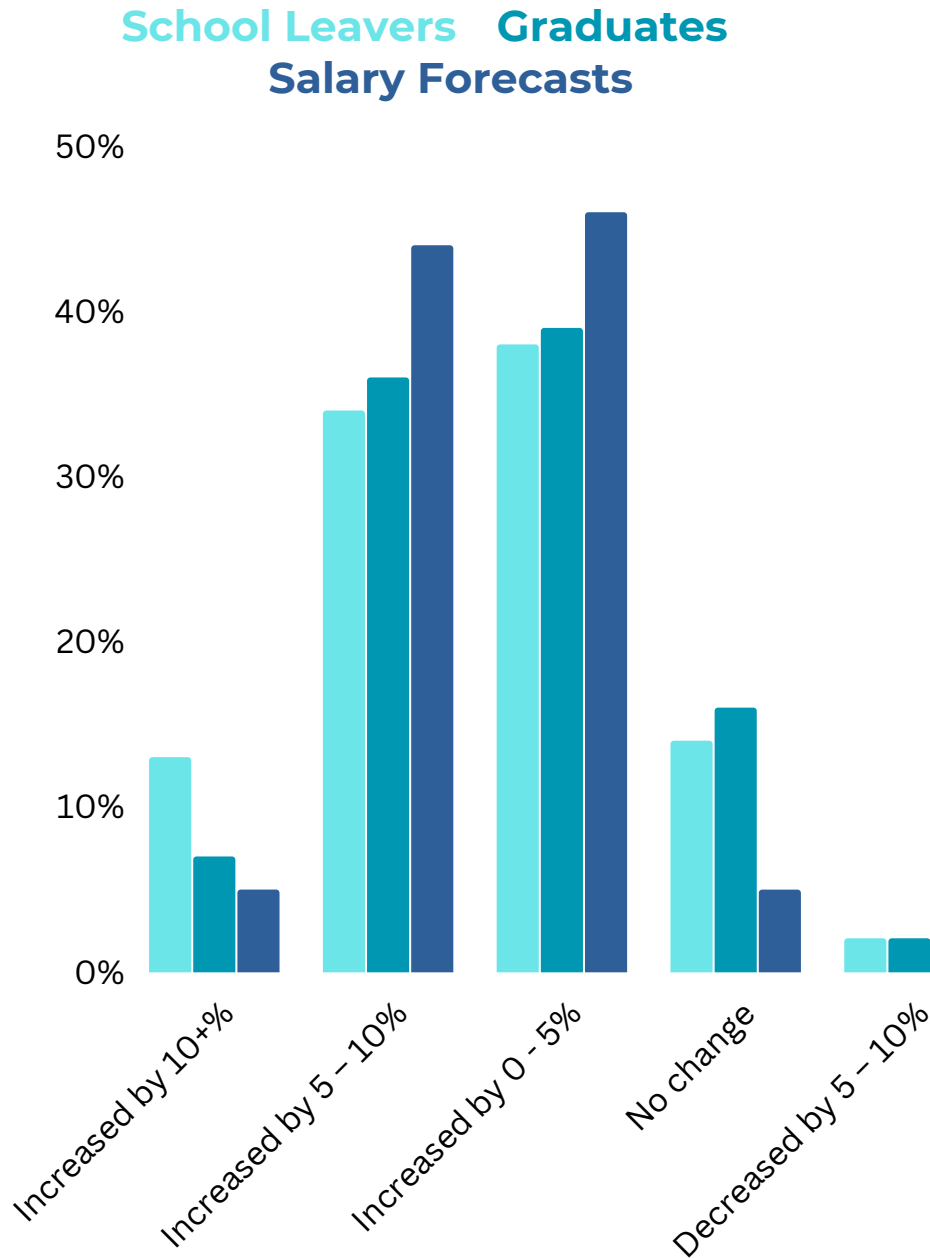
Table 9:

- Although the majority of employers have increased what they pay their School Leavers and Graduates in 2022-2023, fewer employers have increased their pay than they did between 2021-2022. However, this is not by much
- Although not many, some employers have decreased their salaries for School Leavers and Graduates over the past 12 months which was not seen previously

Table 9 - Salary increases over time

	School Leavers		Graduates		Salary Forecasts	
	2023	2022	2023	2022	2023	2022
Increased	84%	92%	82%	89%	95%	92%
No change	14%	8%	16%	11%	5%	8%
Decreased	2%	0%	2%	0%	0%	0%

Chart 10 - Salary increases





Average Salaries - Salary Increases by Specialism

Comparing the top 10 job specialisms with the greatest increases in salary expectations for 2023 and 2022

Key findings:

Table 10:

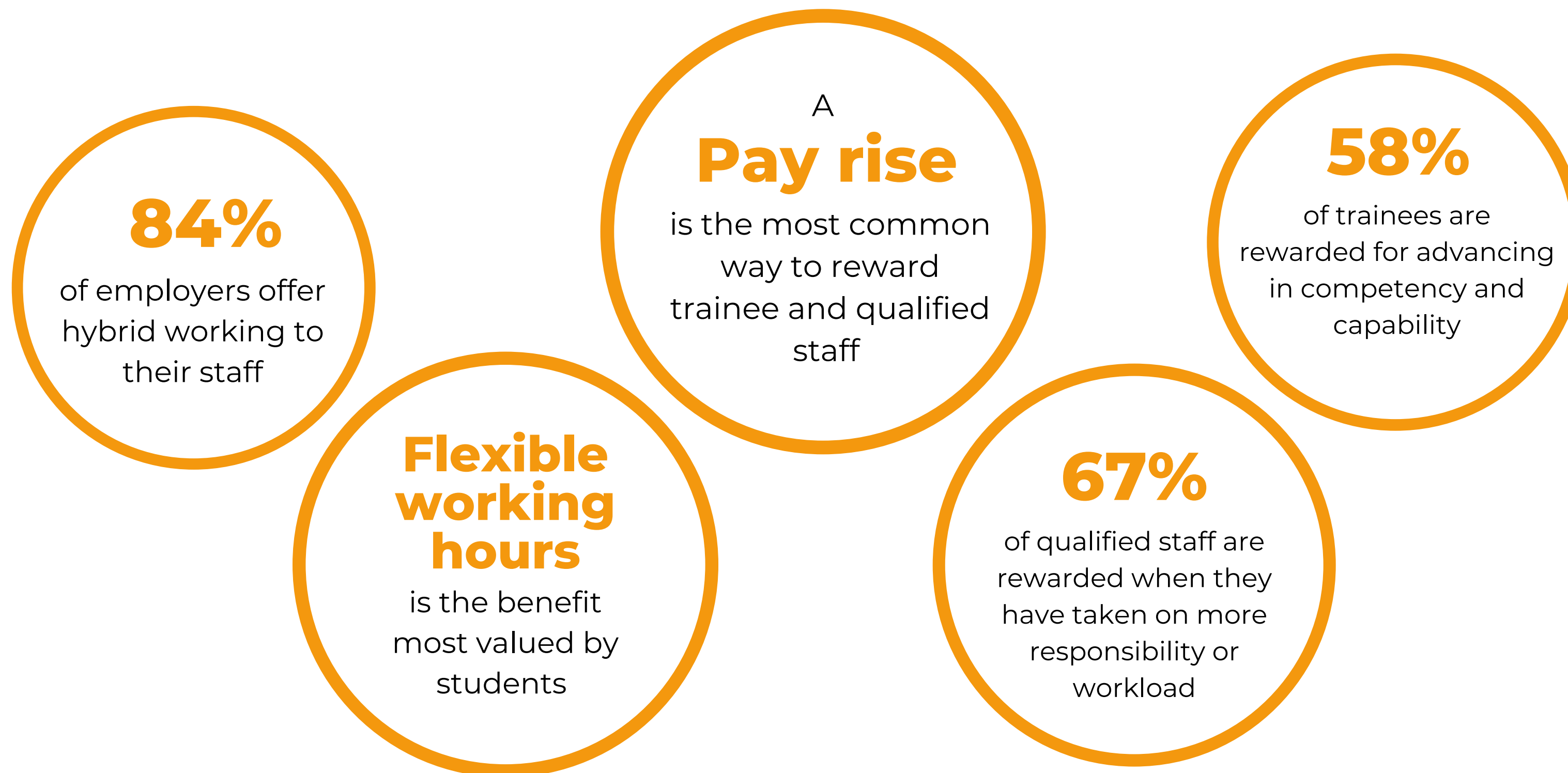
- The highest number of employers (33%) rated Audit as the job specialism with the greatest increase in salary expectations in 2023
- This is a decrease in the percentage of employers who said Audit had the greatest increase in salary expectations in 2022 (37%), however, it is the highest rank specialism in 2023 compared to 2022
- Tax and Accounts Preparation also continue to rank second and third as the jobs that employers are seeing the greatest increase in salary expectations across both years
- Although the job specialisms ranked highest by employers were similar in 2023 as they were in 2022, overall there has been a change in the job specialisms that are experiencing the greatest increase in salary expectations
- Payroll ranked as the fourth highest specialism to see an increase in salary expectations in 2022, however, it does not make the top 10 in 2023, indicating salaries are no longer increasing at a high rate compared to other specialisms

Table 10 - Top 10 specialisms with the greatest increase in salary expectations for 2023 and 2022

	2023		2022	
Rank	Specialism	% of respondents	Specialism	% of respondents
1	Audit	33	Tax	38
2	Tax	32	Audit	37
3	Accounts Preparation	24	Accounts Preparation	34
4	Bookkeeping	18	Payroll	19
5	Management Accounting	15	Bookkeeping	16
6	Finance Business Partner	11	VAT	15
7	Business Advisory	10	Corporate Finance	14
8	Financial Reporting	8	Management Accounting	12
9	VAT	6	Finance Business Partner	12
10	Purchase/ Sales Ledger	6	Financial Reporting	11

⋮ Rewards & Benefits - Key Findings

Summary of the key findings raised in the body of this report:



Rewards & Benefits - Benefits for Staff

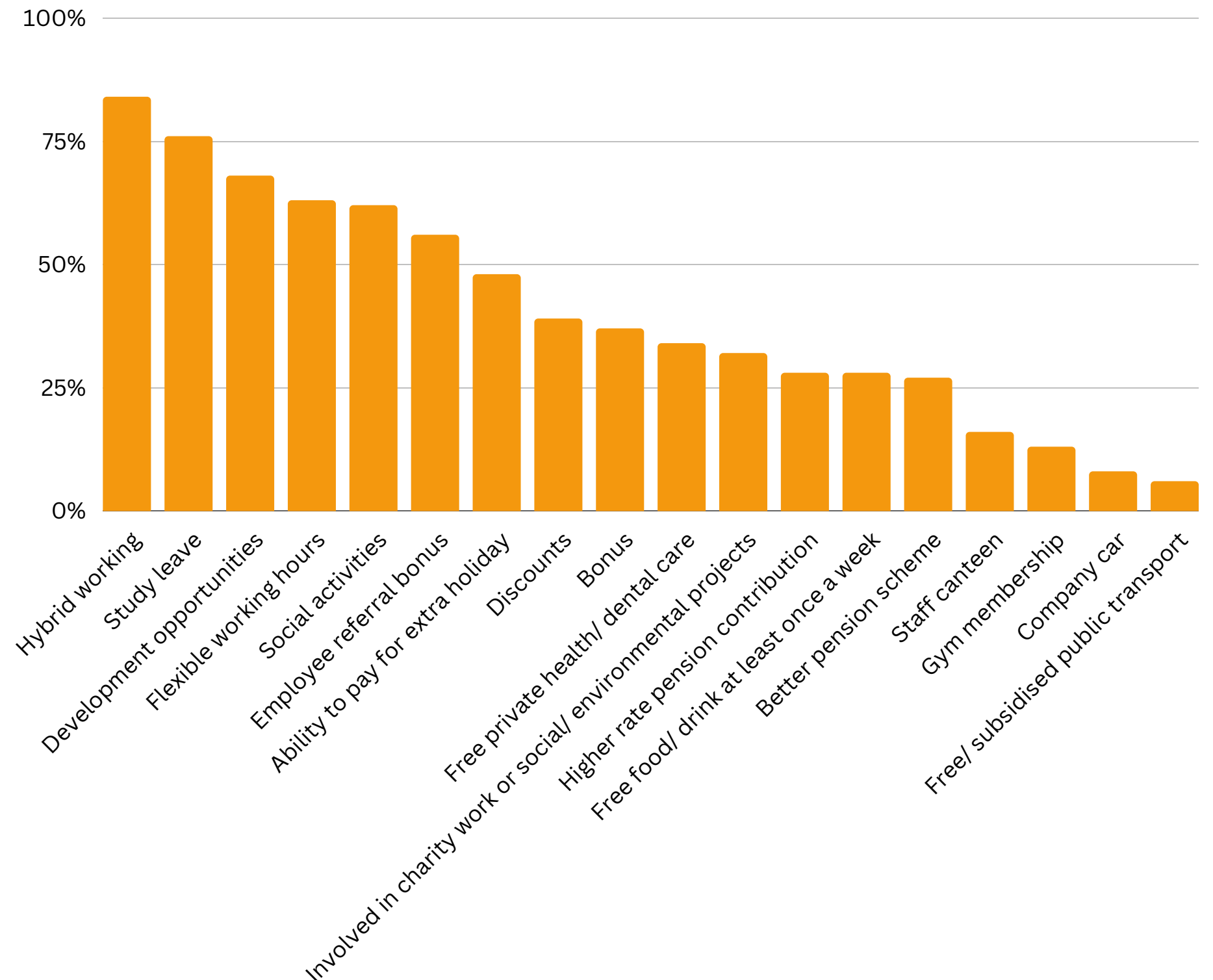
The benefits employees offer staff in 2023 in order from most common to least

Key findings:

Chart 11:

- Hybrid working is the most common benefit with 84% of employers offering this to their staff
- 75% of employers offer study leave to their employees, whilst 68% offer development opportunities and 63% offer flexible working hours
- Free/ subsidised public transport, a company car, and gym membership are the benefits least offered to employees
- These results were similar to those of 2022 indicating that the rewards and benefits offered by employers have not changed significantly over the course of a year
- Many benefits appeal to staff to a similar degree so employers should not just focus on some and ignore others
- Employers may want to ensure they are offering hybrid working, study leave, development opportunities, and flexible working hours to their staff to ensure they stay competitive with other employers

Chart 11 - Benefits offered by employers in 2023





Rewards & Benefits - Benefits for Staff

Comparing the most popular benefits offered by employers with the most valued benefits by First Intuition students

Key findings:

Table 11:

- This table compares the results from this report with those from Accountancy Student Recruitment Report that surveyed First Intuition's students
- There are discrepancies between the benefits students value most and the benefits most commonly offered by employers
- Flexible working hours are the benefits students value most, whilst this ranks as the fourth most common benefits employers offer. However, 63% of employers offer this compared to 52% of students who value it from their employer
- Employers may want to consider offering the benefits that students value most if they want to effectively attract new staff

Considerations:

- Not all options for benefits offered/ valued were used in both surveys, for example, 'development opportunities' did not feature in the student survey
- The benefits students value most are based on data aimed at FI students and so may not represent the preferences of the full workforce at an organisation

Table 11 - Comparing benefits offered by employers by benefits most valued by FI students

Rank	Benefits EMPLOYERS offer	% of respondents	Benefits STUDENTS value most	% of respondents
1	Hybrid working	84	Flexible working hours	52
2	Study leave	76	Hybrid working	42
3	Development opportunities	68	Employee referral bonus	30
4	Flexible working hours	63	Free private health/ dental care	28
5	Social activities	62	Free food/ drink weekly	22
6	Employee referral bonus	56	Gym membership	22
7	Ability to pay for extra holiday	48	Social activities	21
8	Discounts	39	Higher rate pension contribution	18
9	Bonus	37	Company car	18
10	Free private health/ dental care	34	Free childcare	13
11	Company involved in charity/ social/ environmental projects	32	Free/ subsidised public transport	13
12	Higher rate pension contribution	28	Ability to pay for extra holiday	12

Rewards & Benefits - Rewarding & Motivating Staff

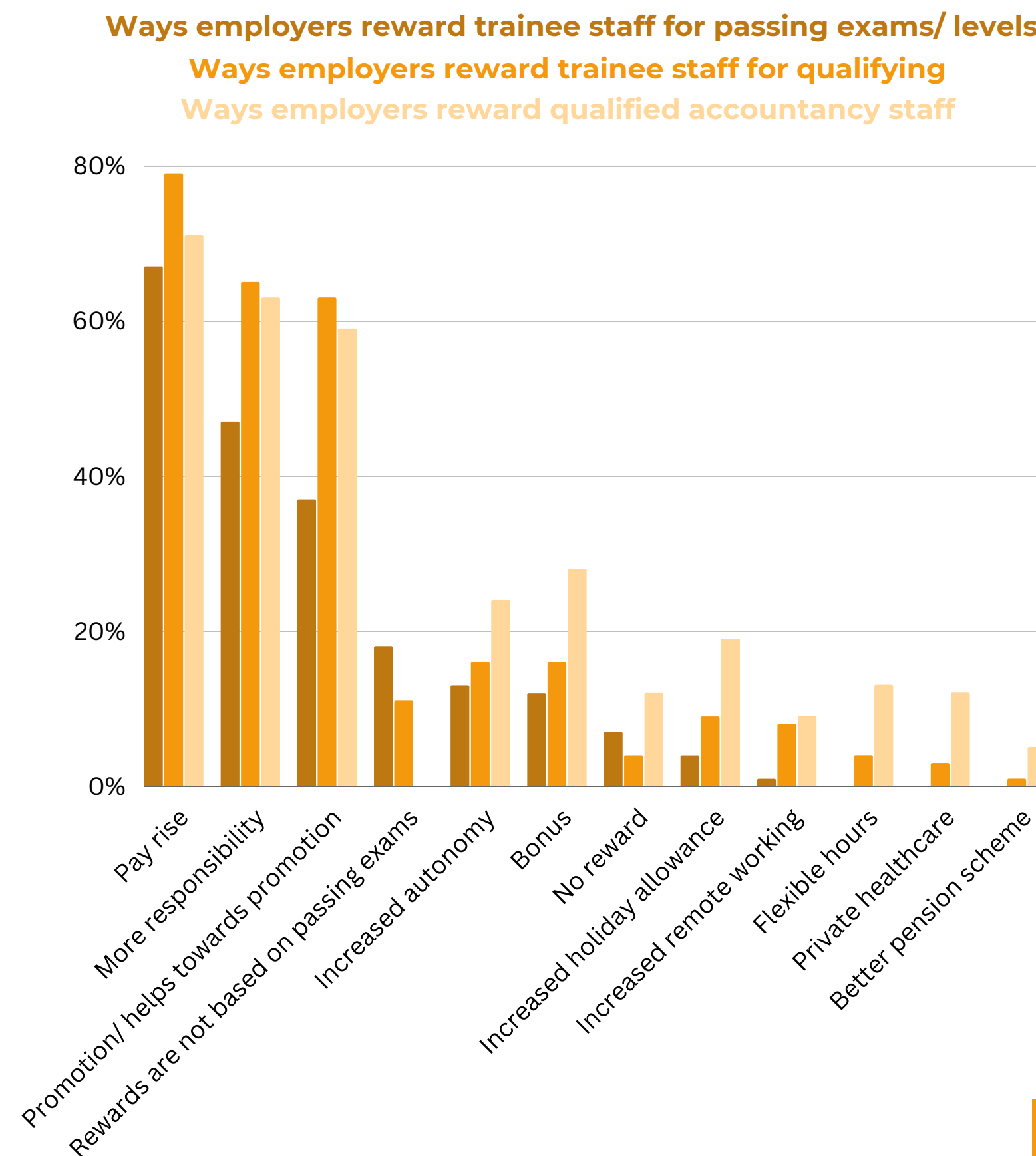
Comparing the most common ways employers reward and motivate staff and how this differs for trainee staff passing exams/ levels, trainee staff qualifying, and qualified staff

Key findings:

Chart 12:

- A pay rise is the most common way to reward and motivate staff in all three groups. 79% of trainee staff receive a pay rise for qualifying, 67% receive one for passing exams/levels, whilst 71% of qualified staff are rewarded with pay rises
- More responsibility and promotions were also common ways that employers reward and motivate staff in all three groups
- Qualified staff tend to see a broader range of non-financial rewards than trainees, such as increased holiday allowance, flexible hours, and private healthcare
- Employers are also more likely to reward qualified staff than trainees
- A low percentage of trainees receive bonuses, qualified staff are twice as likely to receive a bonus than trainees
- The results are similar to those found in 2022 indicating that there has been little change in the way employers reward staff

Chart 12 - Rewards given to different staff in 2023



Rewards & Benefits - Factors Leading to Increased Rewards

The top 10 factors that lead to increased rewards for trainees and qualified staff in 2023

Key findings:

Table 12:

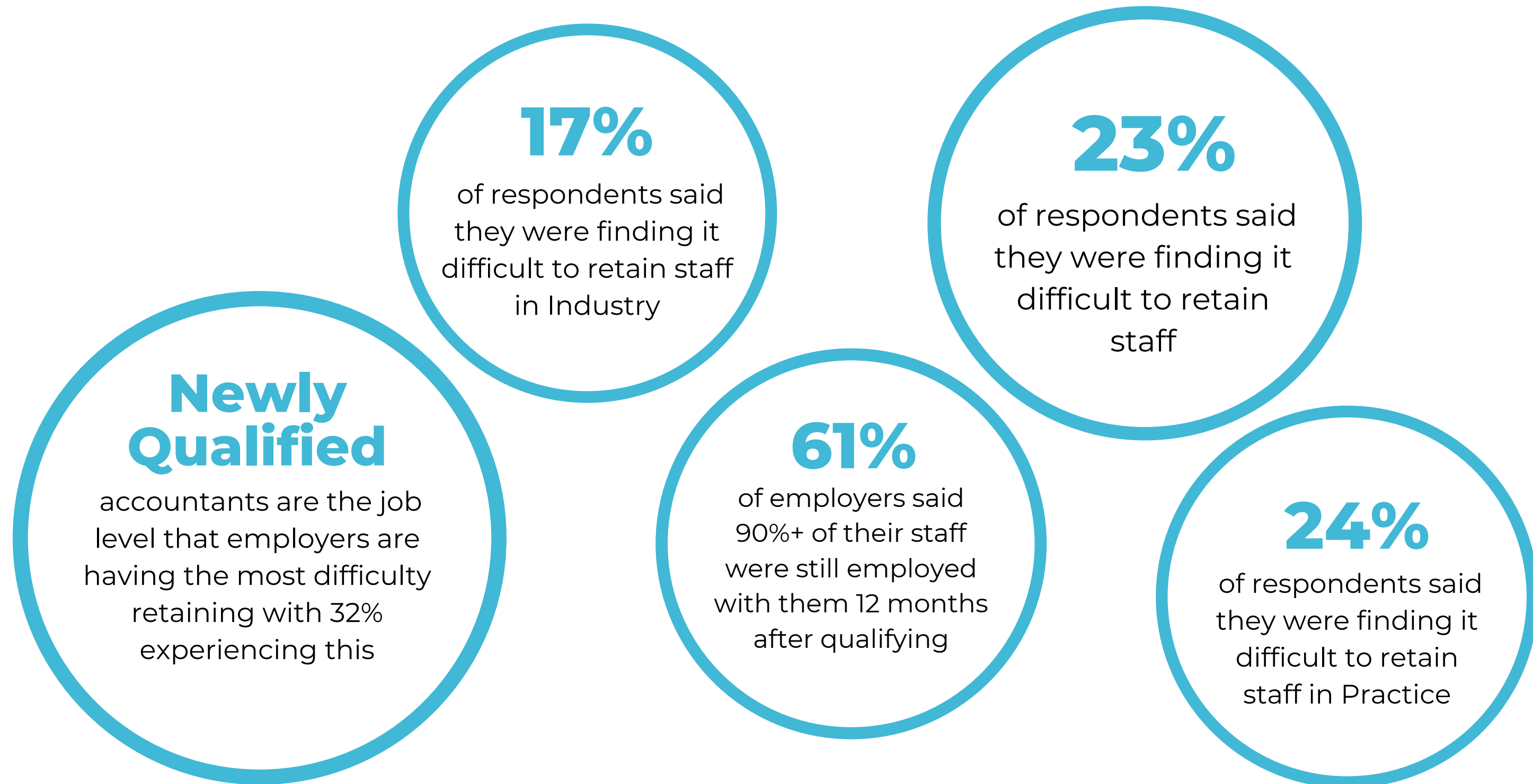
- There are differences in the factors that lead to increased rewards for trainees compared to qualified staff
- Advancing in competency and capability is the most common factor influencing increased rewards for trainees, whilst for qualified staff it is taking on more responsibility or workload
- However, advancing in competency, good attitude, taking on more responsibility, higher quality work, and personal performance are of similar importance to trainees as they are to qualified staff in determining increased rewards
- The results are similar to those found in 2022 indicating that there has been little change in the factors leading to increased rewards. The exception to this is that 37% of trainees are getting increased rewards for qualifying in 2023 compared to 55% in 2022, and 67% of qualified staff are being rewarded for taking on more responsibility in 2023 compared to 78% in 2022

Table 12 - Factors that lead to increased rewards for trainees and qualified staff in 2023

Rank	Factors that lead to increased rewards for trainees	Percentage of respondents (%)	Factors that lead to increased rewards for qualified staff	Percentage of respondents (%)
1	Advancing in competency and capability	58	When they have taken on more responsibility or workload	67
2	Good attitude	57	Advancing in competency and capability	63
3	When they have taken on more responsibility or workload	54	Good attitude	59
4	Personal performance	54	Higher quality work	59
5	Passing exams	48	Personal performance	59
6	Higher quality work	48	Meeting targets	39
7	Once trainees have qualified	37	Time at the company/ annual review	30
8	Passing levels	35	Team/ department performance	25
9	Meeting targets	30	Inflation	23
10	Time at the company/ annual review	20	Organisational performance	22

Retention - Key Findings

Summary of the key findings raised in the body of this report:



Retention - Difficulties Retaining Staff

The percentage of respondents who are finding it difficult to retain staff in 2023 compared to 2022, as well as differences between Practice with Industry

Key findings:

- 23% of respondents said they were finding it difficult to retain staff in 2023, this compares to 29% who said the same in 2022. This indicates that employers are finding it less difficult to keep staff than the previous year
- This is reinforced by 14% of respondents also saying they are having no problem retaining staff in 2023, compared to 11% who said the same the year before
- However, almost a quarter of respondents are still struggling to retain staff
- Employers working in Practice were more likely to experience difficulties retaining staff than those in Industry, indicating employees in Practice are more likely to move roles
- However, the percentage of employers in Practice having difficulties retaining staff has more than halved from 55% in 2022 to 24% in 2023. Difficulties retaining staff in Industry have also decreased from 22% in 2022 to 17% in 2023



Retention - Difficulties Retaining Staff by Level

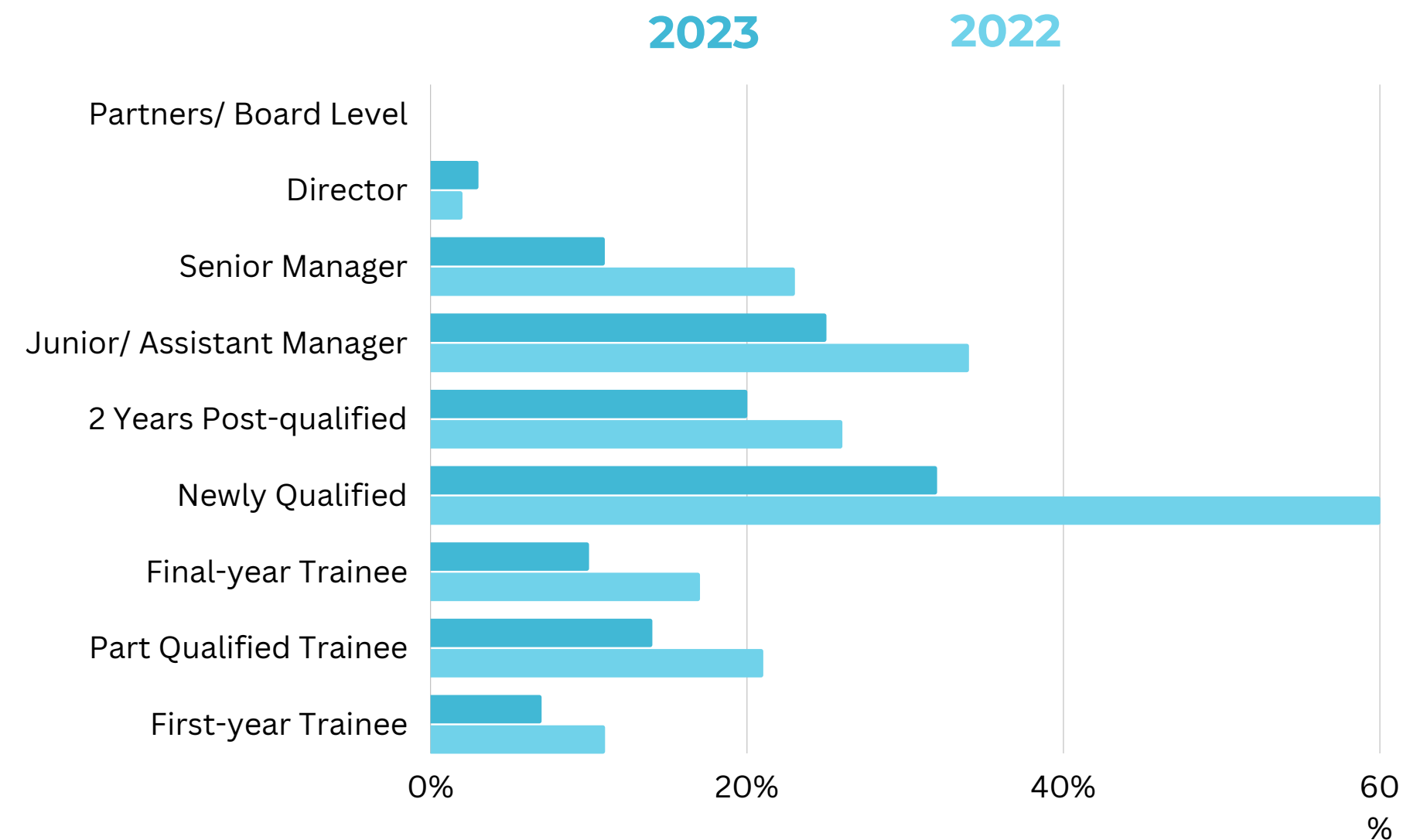
Comparing the percentage of respondents who are finding it difficult to retain staff in 2023 to 2022 by job level

Key findings:

Chart 13:

- Newly Qualified accountants are still the job level that employers are having the most difficulty retaining in 2023 with 32% of employers experiencing this. However, this has almost halved from 60% in 2022
- This is followed by Junior/ Assistant Managers and 2 Years Post-qualified staff that have also both seen a decrease in difficulties retaining from 2022
- Partners/ Board Level and Director remain the job levels having the least difficulties retaining staff, as was the case in the previous year
- All job levels have seen a decrease in difficulties retaining staff from 2022 to 2023 apart from Directors, that have increased from 2% to 3%, this suggests less staff are moving roles and indicates a more stable job market than the previous year
- Despite this, employers may still want to focus their recruitment efforts into making the workplace more attractive to these younger levels of employees

Chart 13 - Comparing job levels difficulties retaining staff in 2023 and 2022



Retention - Retention 12 Months After Qualifying

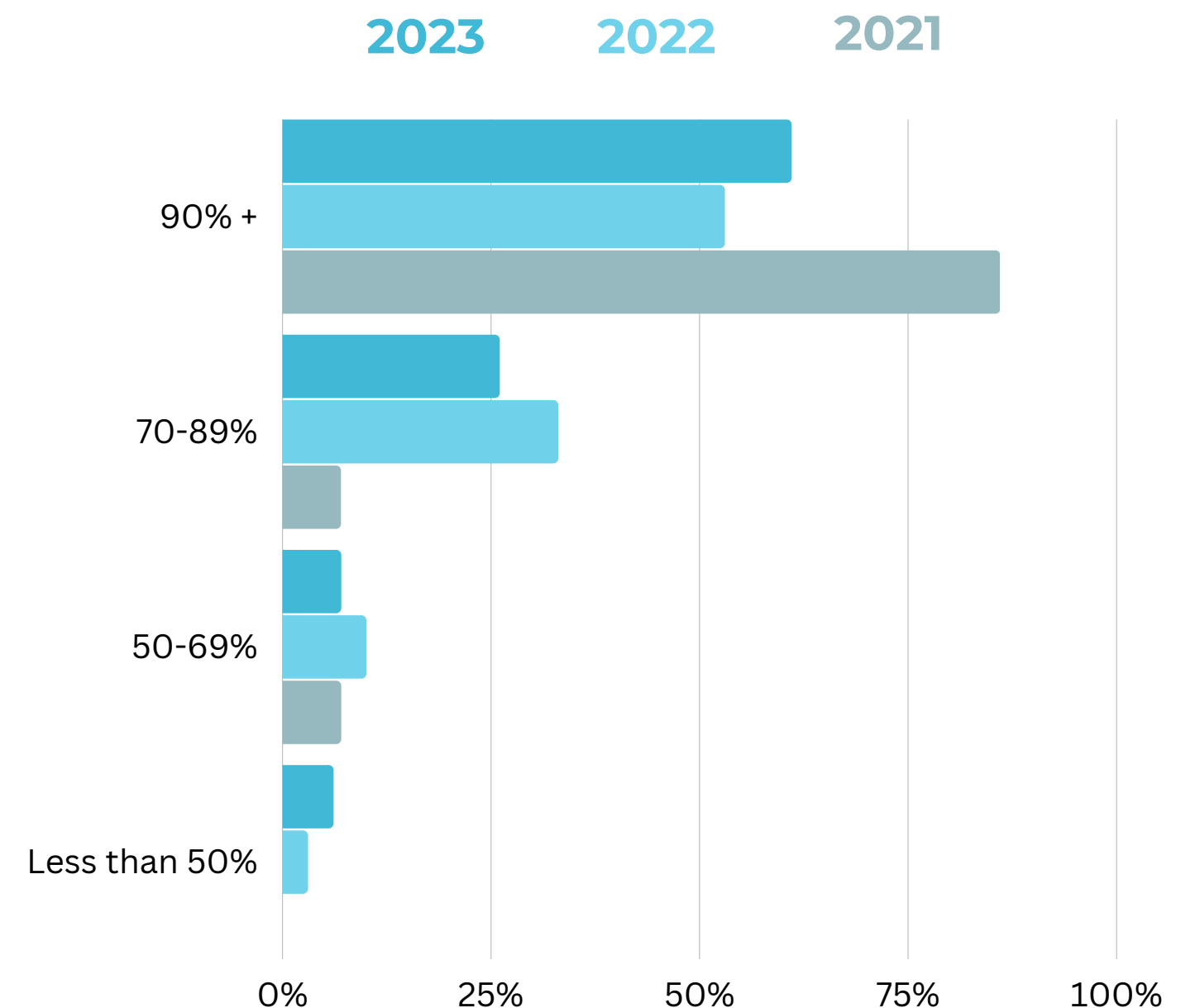
Comparing the percentage of staff still in employment 12 months after qualifying from 2023 - 2021

Key findings:

Chart 14:

- 61% of employers said 90%+ of their staff were still employed with them 12 months after qualifying, 26% said this figure was 70-89% of employees, whilst 7% said 50-69% and 6% said less than 50% were still employed with them
- The majority of employers (61%) are seeing 90%+ of their staff stay in their organisation 12 months after qualifying
- This is a decrease from 2021 where 86% of employers said 90%+ of their staff stayed 12 months after qualifying, but an increase from 2022 where 53% of employers said the same
- However, there has been a year-on-year increase in the percentage of employers that say less than 50% of employees are still in employment with them 12 months after qualifying from 0% in 2021, 3% in 2022, and 6% in 2023
- Although a low percentage of employers are experiencing it, this suggests that it is becoming more common for a large percentage of staff to leave soon after they have become qualified

Chart 14 - Comparing retention 12 months after qualifying over time





Retention - Techniques Used to Retain Staff

Comparing the percentage of respondents who use which techniques to retain staff from 2023 - 2021

Key findings:

Table 13:

- The most popular way to encourage staff to stay in a role is through offering flexible working arrangements (hybrid working), with 70% of employers saying they provide this
- This was followed by increased responsibility (66%) and increased salary and enhanced benefits (61%)/ additional development programmes/ qualifications/ training (61%)
- These have changed since 2022 and 2021 where increased responsibility was the most popular technique used to retain staff, followed by increased salary and enhanced benefits
- This indicates that flexible working arrangements have become more important to staff/ employers have become more open to offering them to their staff
- 9% less employers are increasing responsibility as a way to retain staff in 2023 compared to 2022
- The least popular techniques used by employers to retain staff were secondments and placements (16%) and reward packages (26%)

Table 13 - Comparing the techniques used to retain staff over time

Techniques used to retain staff	Percentage of respondents (%)		
	2023	2022	2021
Flexible working arrangements (hybrid working)	70	57	18
Increased responsibility	66	75	30
Increased salary and enhanced benefits	61	65	28
Additional development programmes/ qualifications/ training	61	60	19
Flexible working hours	53	57	18
Provide additional support	44	N/A	N/A
Reward packages	26	31	N/A
Secondments and placements	16	21	3

Retention - Measures Used to Motivate Staff

Comparing the most popular measures used by employers to motivate staff with measures FI students feel most motivated by

Key findings:

Table 14:

- This table compares results from the Accountancy Student Recruitment Report that surveyed First Intuition's students
- There are considerable differences between the measures employers offer to motivate staff and the measures that FI students feel most motivated by
- Professional development and training ranks 1 for employers but 11 for students, while support from colleagues and management ranks 1 for students and 9 for employers. However, 'support whenever it is needed' ranks second for both employers and students and could include support from colleagues and management
- Support and a clear progression pathway are most valued by students, even above salary

Considerations:

- The data is based on FI students and so may not represent the preferences of the full workforce at an organisation

Table 14 - Comparing the measures used by employers to motivate staff by what FI students feel motivated by

Rank	Measures EMPLOYERS use to motivate staff	Percentage of respondents (%)	Measures STUDENTS feel motivated by	Percentage of respondents (%)
1	Professional development and training	88	Support from colleagues and management	43
2	Offer support whenever it is needed	78	Support whenever you need it	39
3	Trust to allow them to get on with work	74	Clear career pathway and progression	35
4	Praise for good work	71	Rising salary	33
5	Raising salary	66	Having your ideas heard and implemented	30
6	Clear career pathway and progression	66	Trust to get on with your work	28
7	Encourage ideas to be heard and implemented	62	A business reducing its carbon footprint	27
8	Provide a comfortable working environment	62	A clear structure	24
9	Support from within the business	56	Clearly defined objectives	23
10	Social activities	47	Chance to have an impact on sustainability	19
11	Clearly defined objectives	45	Professional development and training	18
12	A clear structure	44	Positive social impact on communities	17



Retention - Measures Used to Motivate Staff by Sector

Comparing the top measures used by employers to motivate staff in Industry, Practice, and the Public Sector

Table 15 - Comparing the measures used by employers to motivate staff by sector

Rank	Industry	Percentage of respondents (%)	Practice	Percentage of respondents (%)	Public Sector	Percentage of respondents (%)
1	Trust to get on with work	70	Professional development and training	87	Praise for good work	100
2	Professional development and training	70	Raising salary	85	Professional development and training	86
3	Offer support whenever it is needed	61	Offer support whenever it is needed	78	Ideas are heard and implemented	86
4	Ideas are heard and implemented	61	Clear career pathway and progression	72	Trust to get on with work	71
5	Praise for good work	61	Comfortable working environment	67	Offer support whenever it is needed	71
6	Clear career pathway and progression	52	Trust to get on with work	65	Comfortable working environment	71
7	Clearly defined objectives	52	Praise for good work	63	Encourage freedom to be creative	57
8	Support from within the business	43	Support from within the business	54	Clear career pathway and progression	43
9	Comfortable working environment	39	Ideas are heard and implemented	52	Clearly defined objectives	43
10	A clear structure	35	Social activities	52	Support from within the business	43
11	Encourage freedom to be creative	35	The opportunity to make a difference to clients	52	A clear structure	43
12	Raising salary/ Social activities	30	A clear structure	43	Social activities	43

Retention - Measures Used to Motivate Staff by Sector

Comparing the top measures used by employers to motivate staff in Industry, Practice, and the Public Sector

Key findings:

Table 15 (page 37):

- There are key differences in the measures used by employers to motivate staff between sectors
- The factors most used by employers to motivate staff in Industry are 'Trust to get on with work' and 'Professional development and training', both with 70% of respondents working in Industry choosing this
- Although 'Professional development and training' also rank highly for Practice and the Public Sector, 'Trust to get on with work' ranks sixth for Practice and fourth for Public Sector. This indicates that trust to get on with work is valued by those working in Industry
- Similarly, 'Rising salary' which ranked as the second most common measure (85%) used by employers to motivate staff, ranks 12th for Industry and does not rank for Public Sector. This suggests that a rising salary is particularly important to those working in Practice compared to Industry and Public Sector, this could be because those working in Practice are paid less than those in Industry
- 'Praise for good work' was selected by 100% of respondents who worked in the Public Sector as a measure used to motivate their staff, however, this only ranked fifth and seventh for Industry and Practice. This again suggests praise is particularly important to those working in the Public Sector compared to those in Industry and Practice
- A lot of the measures used to motivate staff are equal or close in value to one another, indicating that employers use many measures to a similar degree in order to motivate staff across sectors

Recruitment - Key Findings

Summary of the key findings raised in the body of this report:



Recruitment - Difficulties Recruiting Staff

The percentage of respondents who are finding it difficult to recruit staff in 2023 compared to 2022, as well as differences between Practice with Industry

Key findings:

- 70% of respondents said they were finding it difficult to recruit staff in 2023, this compares to 64% who said the same in 2022. This suggests that employers are finding it more difficult to recruit staff than last year
- Such a high percentage of employers finding it difficult to recruit may also offer an explanation as to why average salaries continue to increase in the sector. Employers may have to offer more in order to appeal to candidates
- Difficulties in recruiting could also in part be due to employers not effectively getting in front of potential candidates
- Employers working in Practice were more likely to experience difficulties recruiting staff than those in Industry. The results suggest the majority of employers in Practice (80%) are finding it difficult to recruit, whilst only half in Industry are having the same issue
- However, the percentage of employers in Practice finding it difficult to recruit has decreased from 87% in 2022 to 70% in 2023, whilst in Industry, difficulties recruiting have decreased from 83% in 2022 to 50% in 2023
- This suggests that although on the whole, it has got harder for employers to recruit, on a sector level it is getting better, particularly for Industry



Recruitment - Difficulties Recruiting Staff by Level

Comparing the percentage of respondents who are finding it difficult to recruit staff in 2023 to 2022 by job level

Key findings:

Chart 15:

- First-year Trainee accountants are the job level that employers are having the most difficulty recruiting in 2023 with 38% of employers experiencing this. This has increased from 17% in 2022
- This is followed by Newly Qualified and Junior/ Assistant Managers staff, both with 33% of employers experiencing difficulties recruiting at these levels. This compares to 29% and 30% in 2022
- Part Qualified Trainees have also experienced a significant increase in difficulties recruiting staff, with an increase from 14% in 2022 to 26% in 2023
- There have been considerable changes to the job levels that employers are finding difficult to recruit in 2023 compared to 2022, with it becoming more difficult to recruit at most levels
- The groups however remain fairly evenly distributed with recruitment at all levels below Director seeming to be presenting some form of challenges for employers

Chart 15 - Comparing job levels difficulties recruiting staff in 2023 and 2022



Recruitment - Job Levels Currently being Recruited

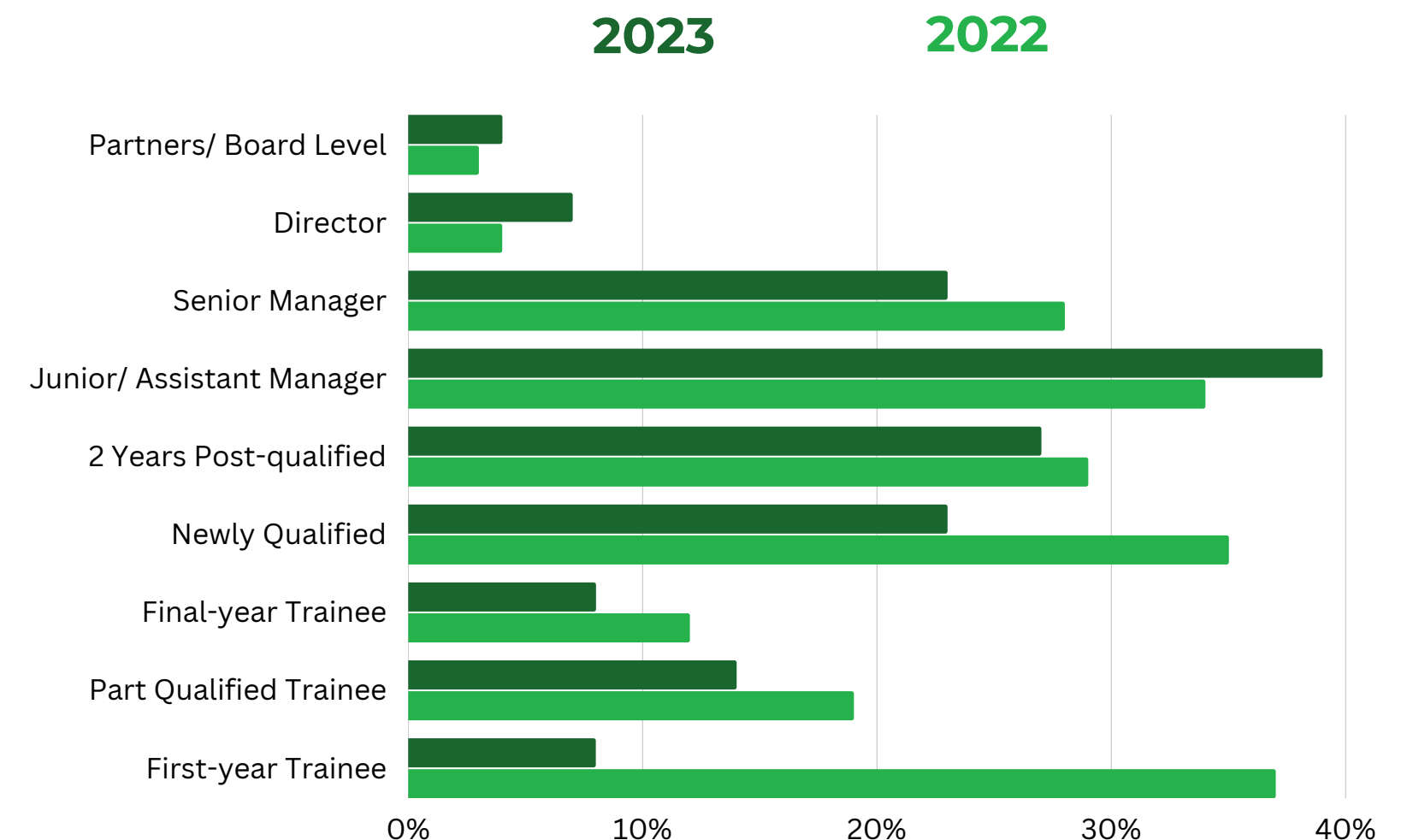
Comparing the percentage of respondents who are currently recruiting staff at each job level in 2023 to 2022

Key findings:

Chart 16:

- Junior/ Assistant Managers were the job level most commonly being recruited at the time the data was collected, with 39% of employers saying they were recruiting for these roles
- This is followed by 2 Years Post-qualified (27%) and Newly Qualified/ Senior Managers (both 23%)
- The roles employers are recruiting for have changed from 2022 to 2023. Most job levels have fewer employers recruiting for them in 2023, with only Junior/ Assistant Managers, Directors, and Partners/ Board Level the exception to this
- First-year Trainees have seen the biggest change in 12 months, with 37% of employers actively recruiting them in 2022 compared to just 8% in 2023
- This low figure in 2023 could be in part due to the difficulties recruiting First-year Trainees as shown in Chart 15 , or due to focusing recruitment efforts on this group the previous year
- Aside from First-year Trainees, the figures suggest there is a correlation between the job levels being recruited and the levels it is difficult to recruit staff (Chart 15)

Chart 16 - Comparing the job levels employers are currently recruiting staff for in 2023 and 2022



Recruitment - How School and College Intakes have Changed

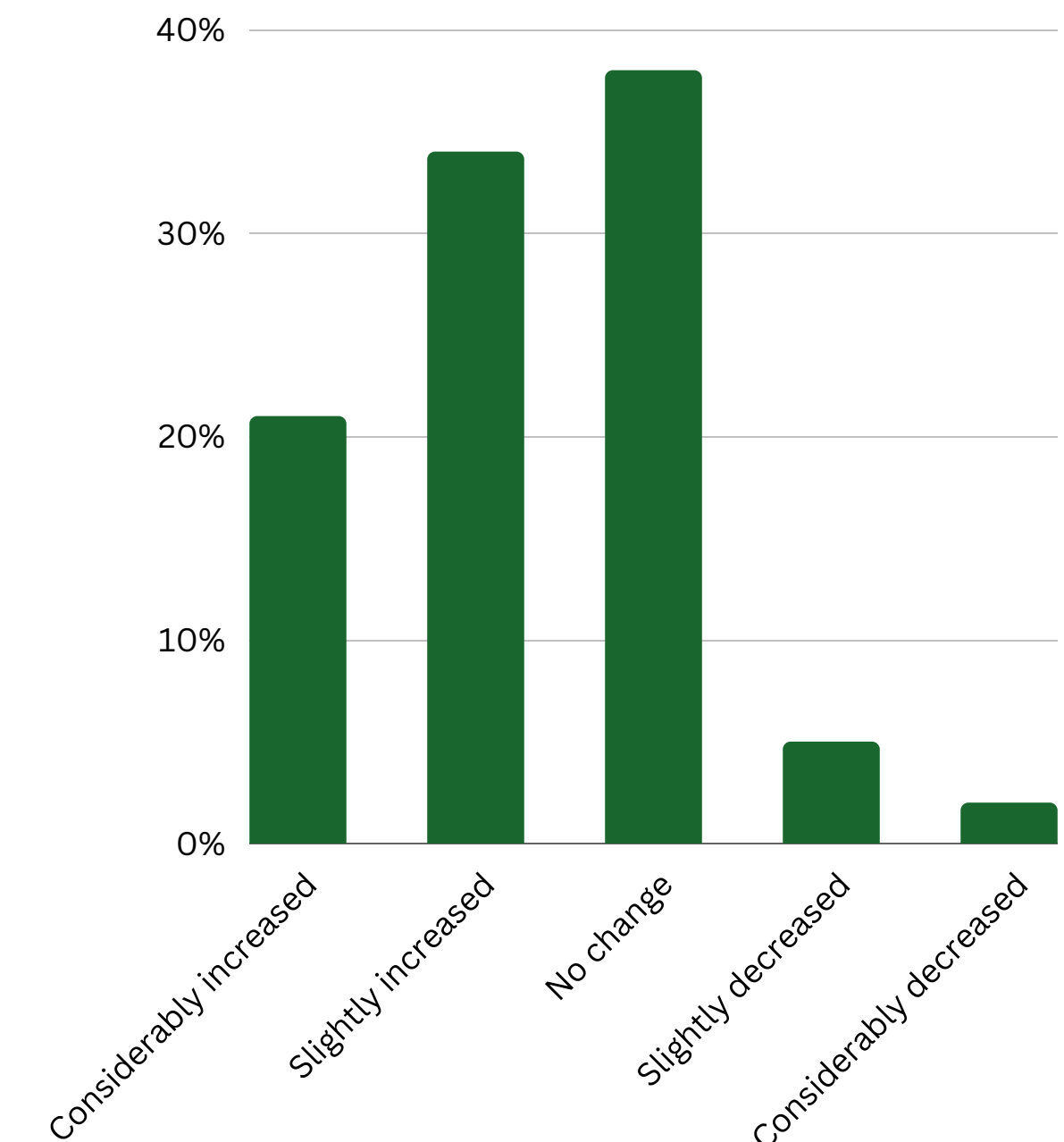
How the proportion of employer's intake of trainees that is made up of school and college leavers has changed from May 2022 - May 2023

Key findings:

Chart 17:

- 55% of employers say that the proportion of their trainee intake that is made up of school and college leavers has increased in the last 12 months, this compares to 58% in 12 months from 2021 to 2022
- 21% have considerably increased their school and college leaver intake whilst 34% have slightly increased it
- 38% of employers said the proportion of their intake of trainees made up of school and college leavers had not changed in the 12-month period, whilst 7% said it had decreased
- These results are similar to those from the previous year, suggesting that the majority of employers are still increasing their school and college leaver intake, but not at a faster or slower rate
- The general increase in school and college leaver intake is likely due to a number of factors making them more appealing to employers than graduates, including:
 - Relevant graduates lacking fundamental technical knowledge
 - Graduates lacking practical workplace skills and experience
 - More funding is available to train school leavers than graduates
 - More of a focus on developing homegrown talent with higher levels of loyalty

Chart 17 - Change in school and college leaver intake over the past 12 months





Recruitment - Trainee Background and Pathways

Tables comparing the percentage of employers that prefer different trainee backgrounds and pathways in 2022 and 2023

Table 16 - Comparing whether employers prefer to use school leavers, graduates, or mature learners for their trainees in 2022 and 2023

Prefer to use school leavers, or graduates for your trainees?	2023	2022
Employers actively pursue school leavers	36%	44%
Employers actively pursue graduates	14%	21%
Employers have no preference and will use a combination of them all	63%	54%

Table 17 - Comparing whether employers prefer to use graduates with non-relevant or relevant degrees in accounting for their trainees in 2022 and 2023

Do you prefer to use graduates with non-relevant degrees or graduates with relevant degrees in accounting for your trainees?	2023	2022
Employers actively pursue graduates with relevant degrees	17%	21%
Employers actively pursue graduates with non-relevant degrees	4%	12%
Employers have no preference, and will use a combination of both	76%	66%



Recruitment - Trainee Background and Pathways

Tables comparing the percentage of employers that prefer different trainee backgrounds and pathways in 2022 and 2023

Key findings:

Table 16 (page 44):

- There has been a decrease in the percentage of employers that are actively pursuing school leavers from 44% in 2022 to 36% in 2023
- However, there has also been a decrease in those actively pursuing graduates from 21% of employers in 2022 to 14% in 2023
- 63% of employers say they have no real preference over whom they hire in 2023 compared to 54% in 2022. This may, however, be due to difficulties recruiting First-year Trainees as shown in Chart 15

Table 17 (page 44):

- There has been a decrease in the percentage of employers that are actively pursuing graduates with relevant degrees from 21% in 2022 to 17% in 2023
- However, there has also been a decrease in those actively pursuing graduates with non-relevant degrees from 12% of employers in 2022 to 4% in 2023
- Similarly, the majority of employers have no real preference over whom they hire, with 76% saying this in 2023 compared to 66% in 2022. This again may be due to difficulties recruiting First-year Trainees as shown in Chart 15

Table 18:

- There has also been a decrease in employers actively pursuing apprenticeship programs from 74% in 2022 to 61% in 2023, but again an increase in no preference from 22% in 2022 to 36% of employers in 2023

Table 18 - Comparing whether employers prefer to use accountancy apprenticeship programmes or commercial training contracts for their trainees in 2022 and 2023

Do you prefer to use accountancy apprenticeship programmes or commercial training contracts for your trainees?	2023	2022
Employers actively pursue apprenticeship programmes	61%	74%
Employers have no preference, and will use both apprenticeship programmes and commercial contracts	36%	22%

Recruitment - Change in Recruitment Numbers

How the number of accountants employers have recruited has changed from 2023 (May 2022 - May 2023) compared to 2022 (May 2021 - May 2022)

Key findings:

Chart 18:

- 'Slightly increasing' recruitment numbers was the most popular category in 2023 (41%) and 2022 (37%)
- 57% of employers said they had increased the number of accountants they recruited in 2023 (May 2022 - May 2023) from the previous 12 months, with 16% of these considerably increasing their recruitment of accountants
- Collectively, 57% of employers also said they had increased the number of accountants they had recruited in 2022 (May 2021 - May 2022) from the previous 12 months, with a slightly higher 20% considerably increasing their numbers
- This suggests there has been little change in the number of accountants employers have recruited from 2022 to 2023, as well as little difference in the size of intakes
- Despite more employers slightly decreasing their intake in 2023 over 2022, this is counteracted by more considerably decreasing their intake in 2022 compared to 2023

Chart 18 - Change to the number of accountants employers have recruited in 2023 compared to 2022



Recruitment - Change in Recruitment Numbers

The number of accountants employers expect to recruit over the next 12 months (from May 2023 - May 2024) compared to what they recruited over the previous 12 months (from May 2022 - May 2023)/ expected to recruit over the same period

Key findings:

Chart 19:

- In 2022, 50% of employers expected their intake to not change over 12 months, in actuality, 24% had 'no change'
- Looking at what employers expected to recruit in 2023 compared to what they actually recruited in 2023, shows that overall employers increased their intake more than expected, with more considerably increasing their recruitment numbers and less experiencing 'no change'
- This suggests that in general employers are still hiring and that the sector is growing
- Aside from a 26% difference in 'no change' between what was expected for 2023 and the numbers actually recruited in 2023, predictions were similar to what occurred
- Looking ahead to what is expected for 2024, these are very similar to what was expected for 2023, with a high percentage (53%) expecting no change

Chart 19 - Change to the number of recruits in 2023 compared to what was expected and what is expected for 2024





Recruitment - Recruits Withdrawing from Job Offers

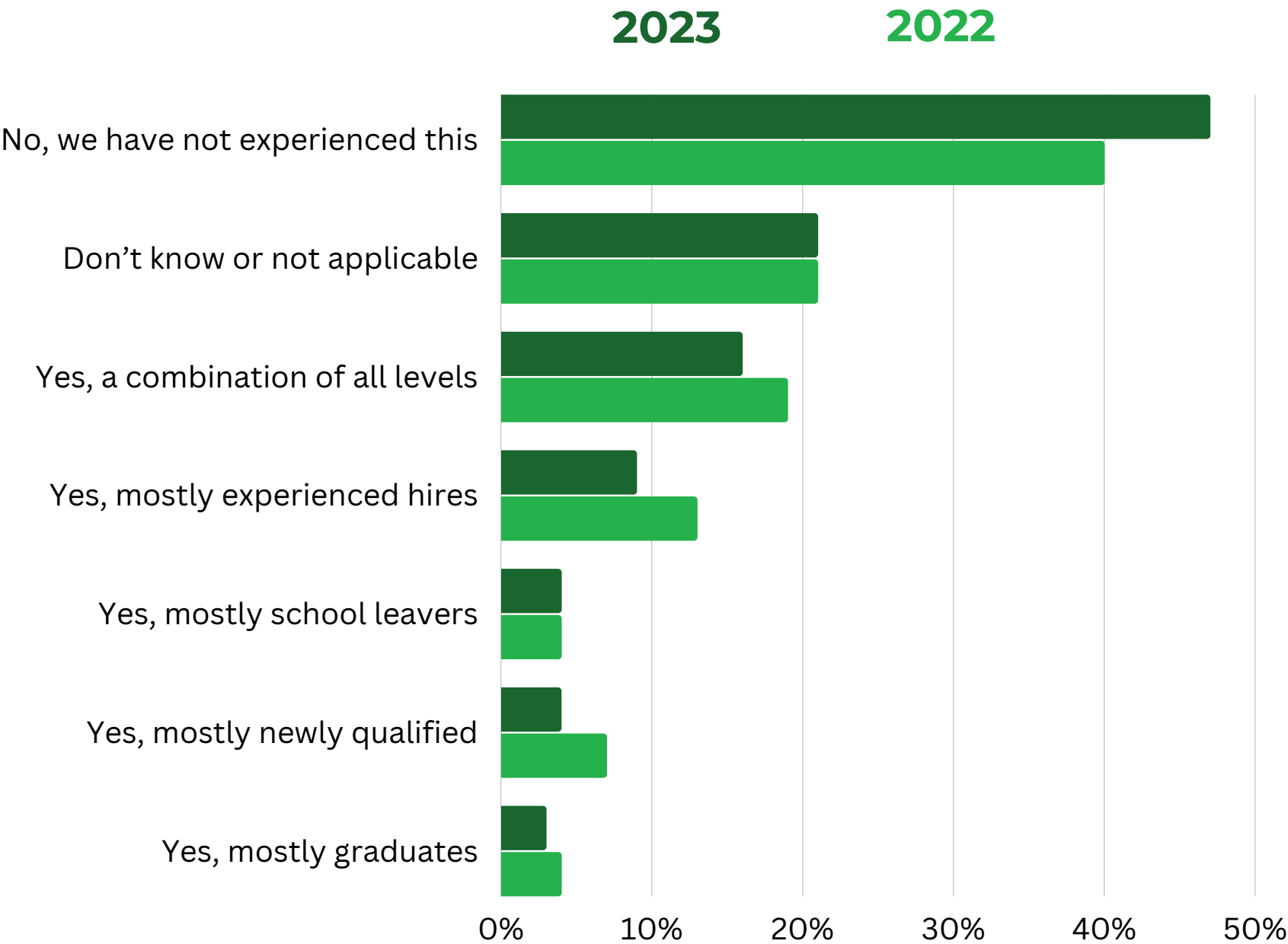
Comparing the percentage of employers that have had recruits accept job offers then withdraw and at what job level in 2022 and 2023

Key findings:

Chart 20:

- The results suggest that in general, fewer recruits are withdrawing from job offers in 2023 than in 2022
- 47% of employers have not experienced recruits withdrawing from job offers, this is also higher than in 2022 (40%)
- Despite this, 36% of employers said they were experiencing recruits withdrawing after receiving job offers at at least one job level, whilst 16% said it was happening across all job levels
- This indicates that candidates still have a lot of power in the recruitment process and also how important it is that employers continue to engage with their recruits throughout the onboarding process
- Of all the job levels mentioned, 'experienced hires' had the highest rate of recruits withdrawing, however, this was still fairly low with 9% of employers experiencing this

Chart 20 - Comparing the percentage of employers that have had recruits withdraw from accepted job offers in 2022 and 2023





Recruitment - Advertising Vacant Roles

The percentage of employers that advertise their vacant roles and the method they use to do so in order of popularity for 2023 compared to 2022

Key findings:

Table 19:

- The most popular method employers use to advertise roles is LinkedIn, this has increased to 71% in 2023 from 61% in 2022
- This is followed by 'through a recruitment agency', with 63% of employers using this, 'internal vacancies' (56%), and 'job websites like Indeed' (56%)
- The order of popularity for where employers advertise their vacant roles has not changed from 2022 to 2023, however, in general, a higher percentage of employers are using each method compared to the previous year. The exception to this is 'newspapers or magazines'
- Of the methods that were included in the survey both years, LinkedIn (10%), through a recruitment agency (7%), and job websites like Indeed (7%) has seen the greatest increase in employers using them from 2022 to 2023
- It can be useful for employers to know how and where their competitors advertise job roles so they can ensure they stay competitive and their vacancies are promoted in the right places

Table 19 - How employers advertise their vacant roles in 2023 compared to 2022

	2023	2022
Method used to advertise vacant roles	% of respondents	% of respondents
LinkedIn	71	61
Through a recruitment agency	63	56
Internal vacancies	56	54
Job websites like Indeed	56	49
Vacancies page on company website	55	N/A
Through word of mouth	47	N/A
Through schools/ universities	41	39
Recruitment fairs	35	N/A
Instagram	16	N/A
We approach directly	16	N/A
Newspapers or magazines	5	6
TikTok	3	N/A



Recruitment - Advertising Vacant Roles

Comparing where employers advertise vacant roles against where First Intuition students search for vacant roles

Key findings:

Table 20:

- This table compares results from the [Accountancy Student Recruitment Report](#)
- There are considerable differences in where employers advertise vacant roles to where FI students look for them, suggesting there is a disconnect between employers and students
- LinkedIn ranked as the most popular method used by employers to advertise roles, while it ranked fifth among students
- Vacancies on companies pages ranked second for students but fifth for employers, whilst TikTok ranked seventh for students but 12th for employers
- Through a recruitment agency was the most similar for both employers and students

Considerations:

- The data is based on FI students and so may not represent the preferences of all young adults

Table 20 - Where employers advertise vacant roles compared to where FI students search for them

Rank	Where EMPLOYERS advertise vacant roles	Percentage of respondents (%)	Where STUDENTS search for vacant roles	Percentage of respondents (%)
1	LinkedIn	71	Through a recruitment agency	39
2	Through a recruitment agency	63	Vacancies page on company website	25
3	Internal vacancies	56	Word of mouth or through contacts	23
4	Job websites like Indeed	56	Internal vacancies	21
5	Vacancies page on company website	55	LinkedIn	17
6	Through word of mouth	47	Job websites like Indeed	16
7	Through schools/ universities	41	TikTok	13
8	Recruitment fairs	35	Was approached directly	12
9	Instagram	16	Newspapers or magazines	11
10	We approach directly	16	Recruitment fair	9
11	Newspapers or magazines	5	Instagram	7
12	TikTok	3	Through schools/ universities	5

Personal Factors - Key Findings

Summary of the key findings raised in the body of this report:

Social poverty and income inequality

is the social issue/ cause that the most students find important

Mental health and wellness

is the social issue/ cause most employers are actively engaging with

54%

of employers actively engage with climate change and environmental issues

79%

of employers actively engage with mental health and wellness

14%

of employers do not actively engage with any social issues/ causes

Personal Factors - Social Issues/ Causes

Comparing social issues or causes employers are actively involved in supporting compared to those that First Intuition students consider important

Key findings:

Table 21:

- This table compares results from the Accountancy Student Recruitment Report
- The social issues/ causes that employers engage with are different from those that students consider important, suggesting there is a disconnect between employer's and student's needs
- The social issue most employers are actively engaging with is mental health and wellness (79%), whilst social poverty and income inequality (63%) is the most popular cause with students
- Social poverty and income inequality however rank seventh for employers with only 31% engaging with this
- Social issues and causes are important to young adults and often impact their decision to go into a role so employers should consider this when looking to engage with social issues and causes

Considerations:

- The data is based on FI students and so may not represent the preferences of all young adults

Table 21 - Social issues/ causes employers support compared those FI students consider important

Rank	Social issues/ causes EMPLOYERS are actively involved in	Percentage of respondents (%)	Social issues/ causes STUDENTS consider important	Percentage of respondents (%)
1	Mental health and wellness	79	Social poverty and income inequality	63
2	Climate change and environmental issues	54	Mental health and wellness	49
3	Gender equality	43	Climate change and environmental issues	44
4	Inclusion and equal access to education and services	40	Supporting the LGBTQ+ community	38
5	Racial equality	38	Racial equality	23
6	Supporting the LGBTQ+ community	32	Inclusion and equal access to education and services	19
7	Social poverty and income inequality	31	Gender equality	18
8	None	14	None	2

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