

# The Numbers You Need to Know in 2024 from **peoplefirst**

## How to Attract Candidates in 2024

### Put Salaries on Job Specs

- 62% of jobseekers are more likely to ignore job ads with no salary.

### Candidates with Visas

- It may be better to have an experienced person with a two year visa, than to spend two years looking for someone with no work restrictions.

### What do people want - Permanent, Temp or Contract?

- Many candidates will take a perm job with a lower salary than a temp one with a higher salary.
- Many won't even look at Temp or Contract job ads .

### Employing New Graduates?

- £32,000 is the UK median graduate salary.
- £34,500 in London.
- The UK median in Financial & professional services is £33,500.

### Don't make people wait

- The average time to hire is just over 6 weeks; don't take longer, 56% may withdraw if the process takes too long.

### How to get candidates to accept your job offer

- make the offer attractive:
- 14.8% is the average pay increase people expect when they move companies; offer less & they may not move.
- offer hybrid working:
- 60% say the option to WFH is a deciding factor in a choice between employers.

## Hybrid working works for employers, not just employees

Sales increased 21% at firms that are completely remote/let staff choose when they go to the office, compared to 5% for those with hybrid or fully onsite staff.

Firms requiring some days in the office boosted sales at twice the rate of those fully onsite office.

Of companies that require a certain number of days in the office, just 6% do 4 days, most do 2 or 3.

## Retaining Employees in 2024

### Keep your Employees Engaged

- Companies with high 'employee engagement' are 21% more profitable & see 41% lower absenteeism.
- 78% of workers say 'an employer that takes care of its people' is the most important employer behaviour,

- but only 21% of UK employees would recommend their employer as a place to work.

- 63% of companies say retaining employees is harder than hiring them.
- 68% of HR professionals agree that employee recognition has a positive impact on retention.

### Salary increases in 2024

- PWC predicts salary increases to be 4-6%

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