

What do IT professionals **really** want?



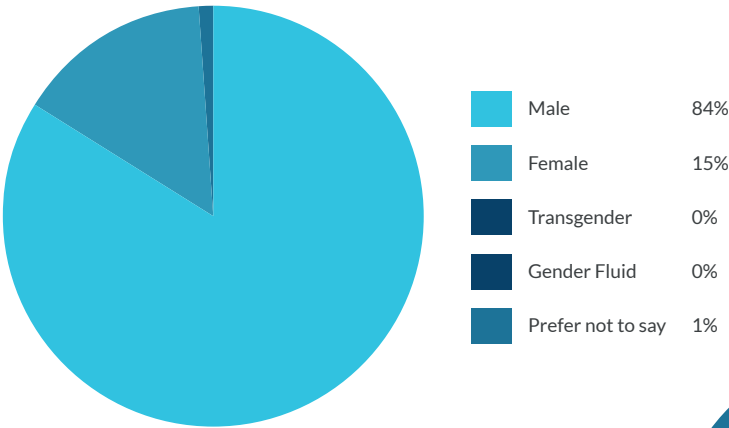
evolution

We surveyed over 1,000 UK IT and tech professionals, at different levels of seniority and in different stages of their careers.

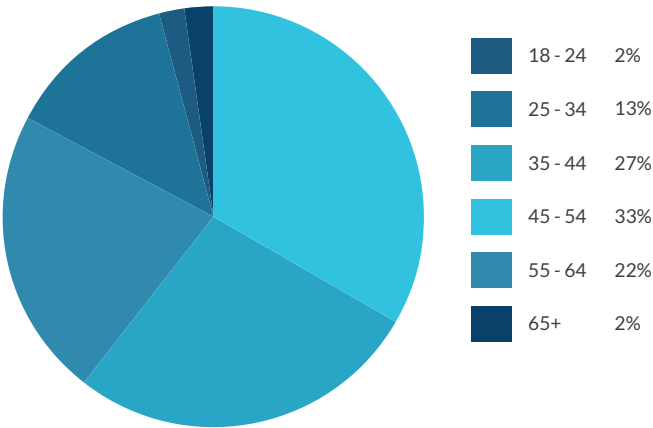
This report details the most attractive factors for IT professionals when considering changing jobs.

Of the respondents we surveyed 84% were male, 15% were female and 1% preferred not to say. The ages of these professionals ranged from 18 to 65+ and we gathered information at every level of seniority, from entry to director.

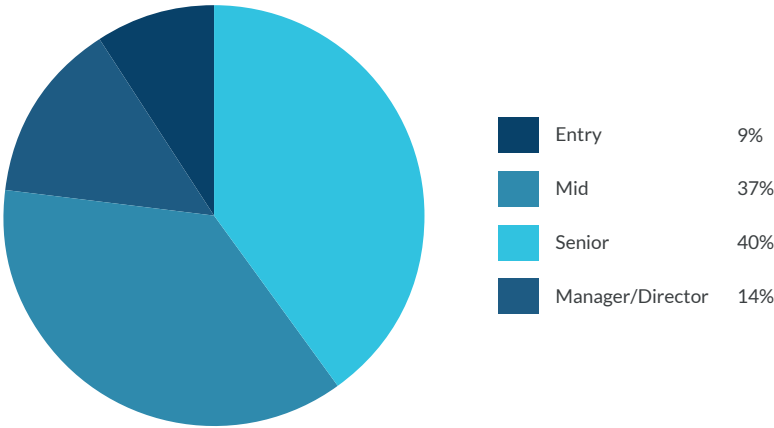
What’s your gender?



Age bracket



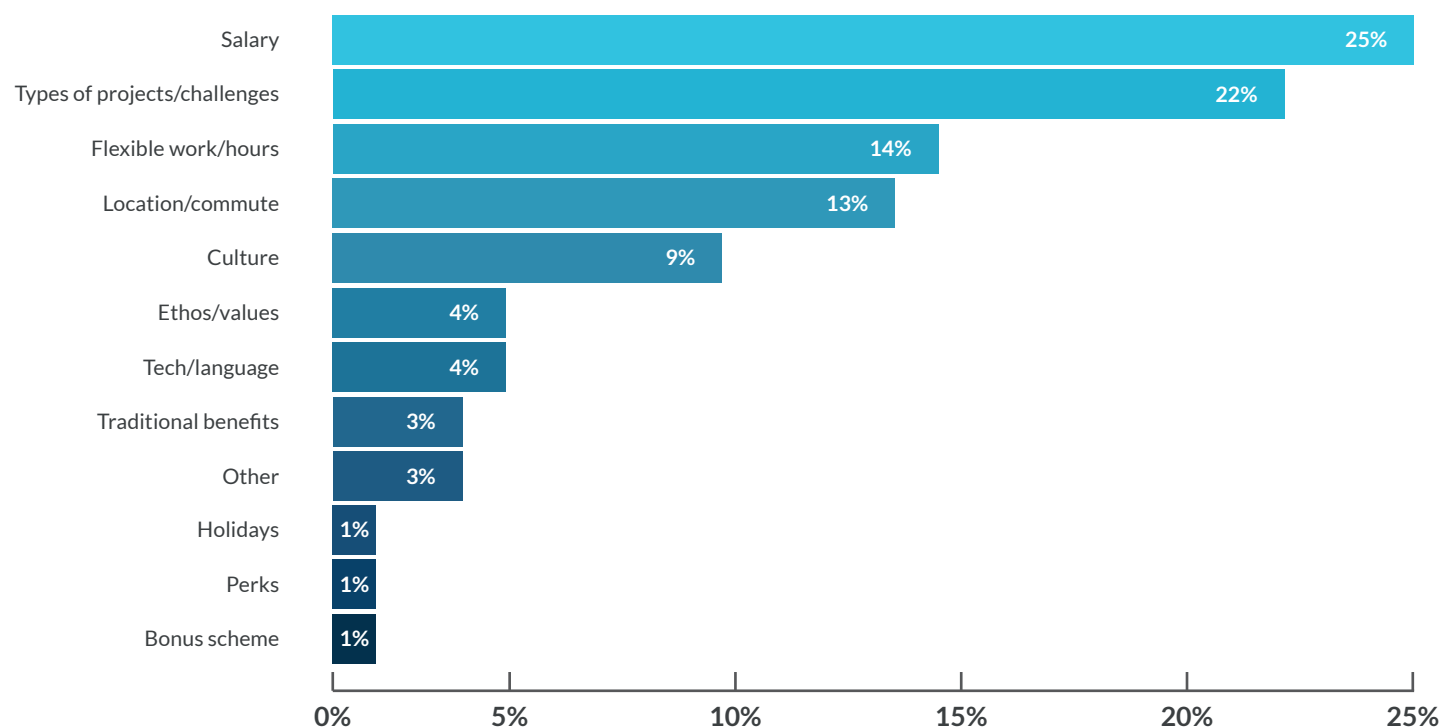
What’s your level of seniority?



# Accepting a job

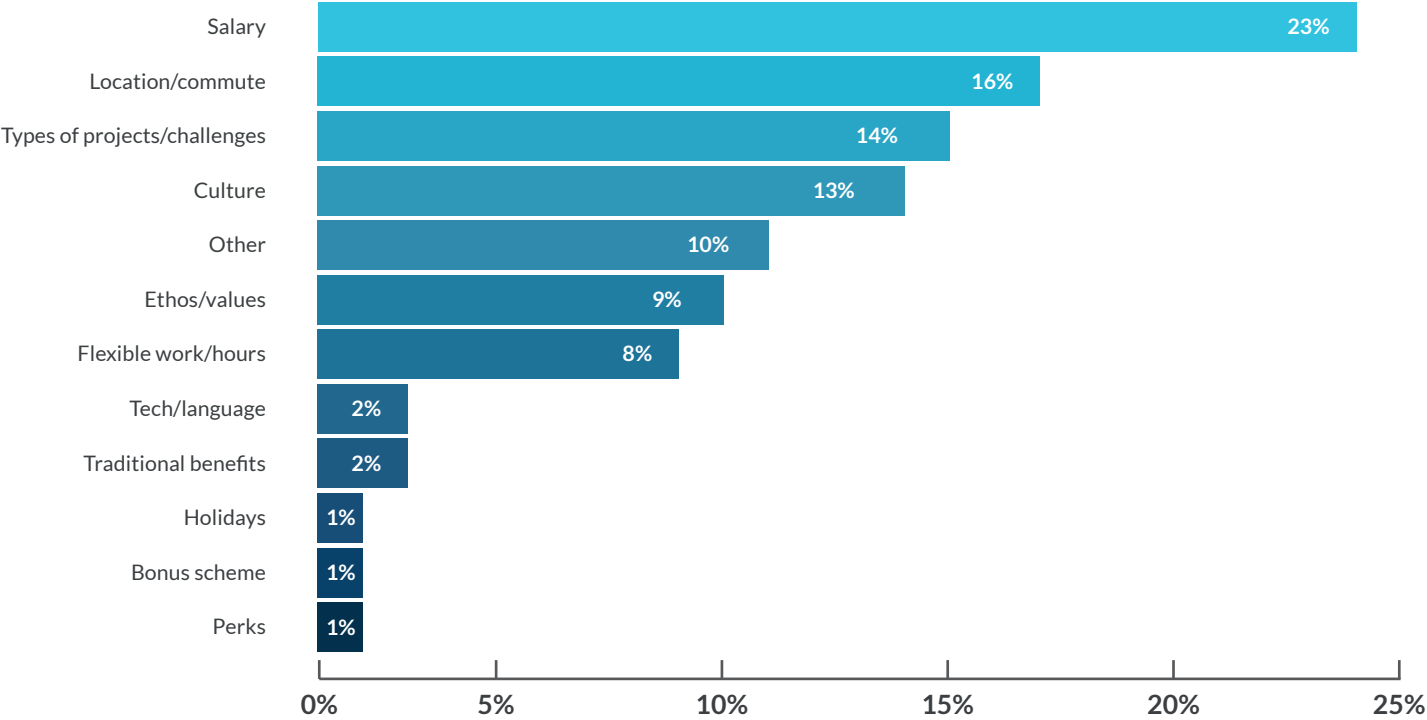
When it came to accepting a new job, the most popular deciding factor was the salary; 25% of our respondents selected it as the most important aspect. The respondents who didn't prioritise salary instead opted for benefits such as a range of projects and challenges (22%), flexible working (14%) and location (13%).

The reasons behind accepting a new job can be complex, but what is the **MAIN** reason you would choose your next role?



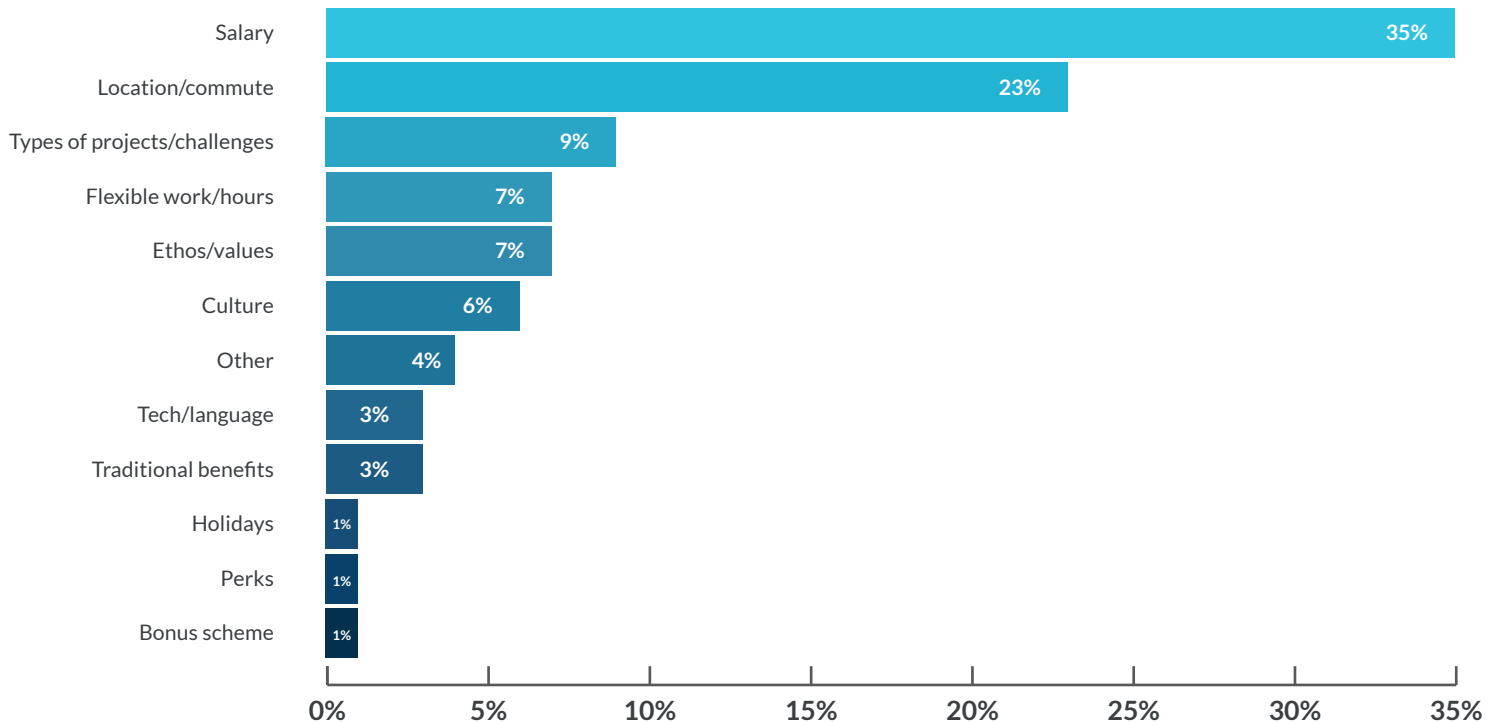
Next, we asked what our audience believed would be the main reason for them to leave their job. Once again, salary was the most popular (23%), while a lengthy commute (16%) and a lack of exciting projects (14%) were the next two most popular responses.

What is the **MAIN** reason you would leave a role/company?



We also wanted to know what would lead to a candidate declining a job offer. Once again, salary had the highest response (35%), while location (23%) was the only other factor that managed to gain more than 10% of the vote.

What would you consider your **deal breaker** - something that would definitely make you turn a role down?



These statistics show salary has consistently been an important factor when deciding whether it's time to take a new role. Alongside this, a variety of work and flexible working hours are also important to those in the tech sector.

Typical benefits such as bonuses, perks and holidays did not gain much of the overall vote. This suggests that professionals in the tech sector are looking for more than what most employers offer as generic 'benefits'.

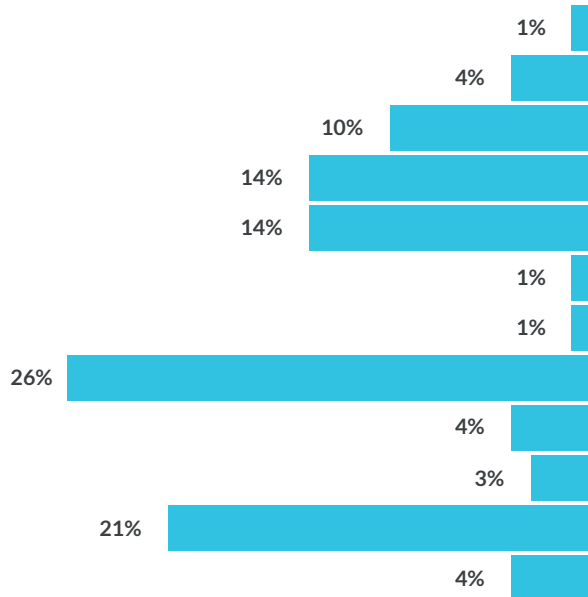
# Gender split

Although the majority of our respondents were male, we wanted to discover if there were any noticeable differences in terms of gender regarding the most attractive factors when looking for a new job.

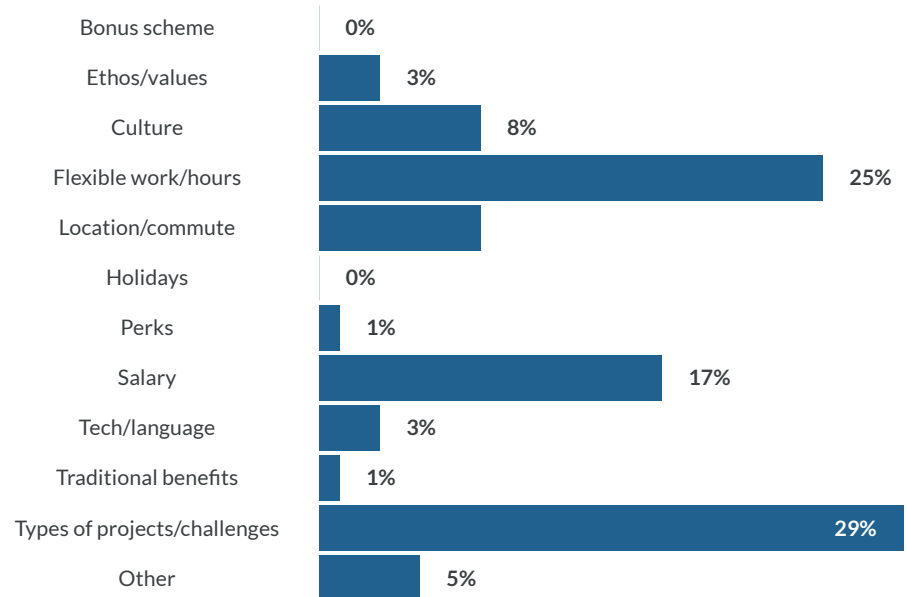


## What is the **MAIN** reason you would choose your next role?

### Male



### Female

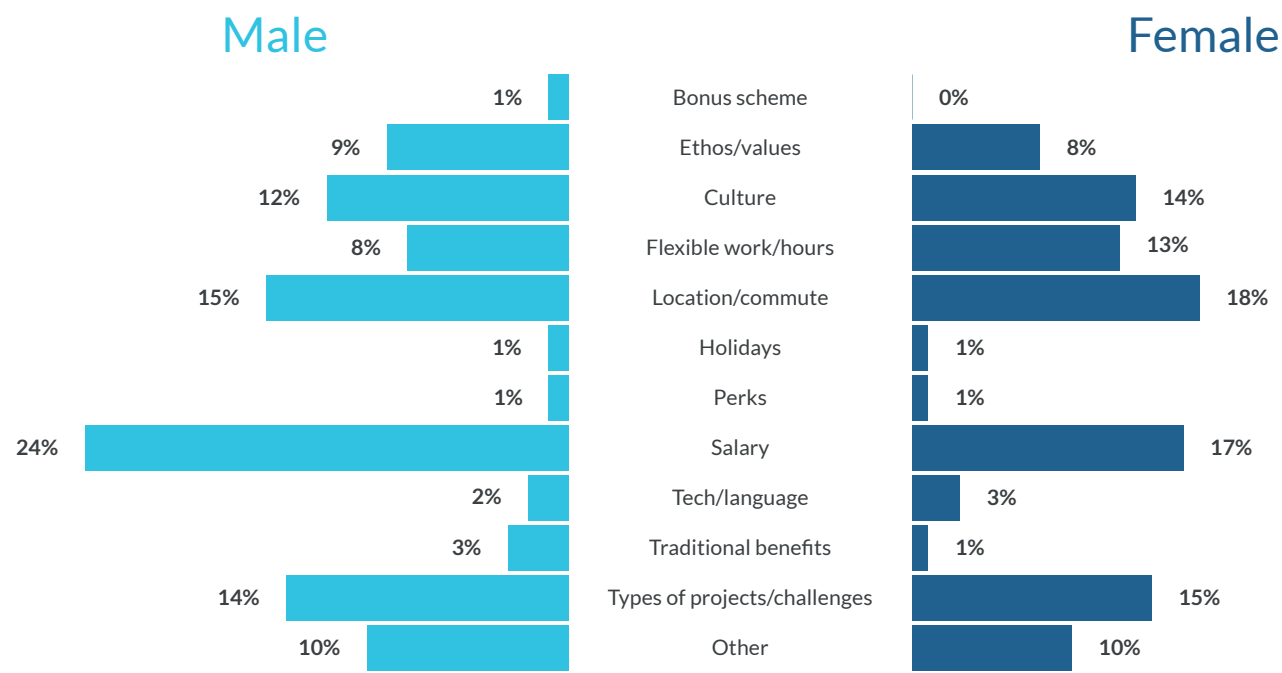


All respondents were asked to select the main factors which would influence them when taking a new job. Among the female respondents, the types of projects and challenges rank the highest (29%), while flexible working (25%) and salary (17%) were also particularly popular.

The results were similar with male respondents, but in a different ranking order. Salary was the most popular selection (26%), followed by the types of projects and challenges (21%), as well as flexible hours and location (14%).

When it came to deciding on the main reason men and women would leave a company, salary (24%) was a clear priority for men, whilst location (18%) was a decider for women, closely followed by salary (17%).

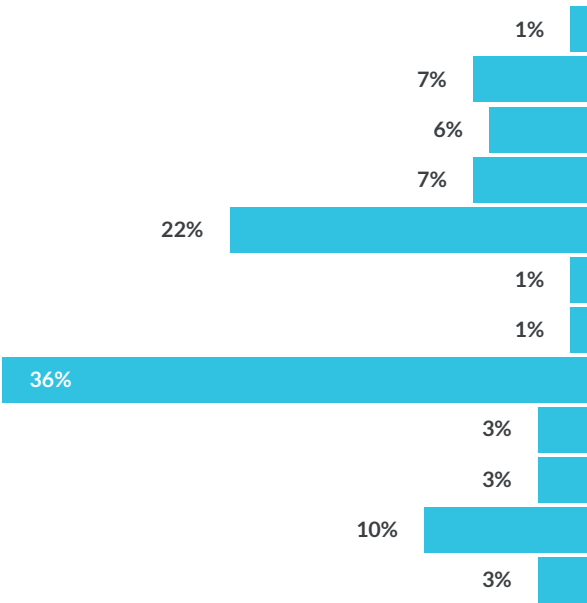
What is the **MAIN** reason you would leave a role/company?



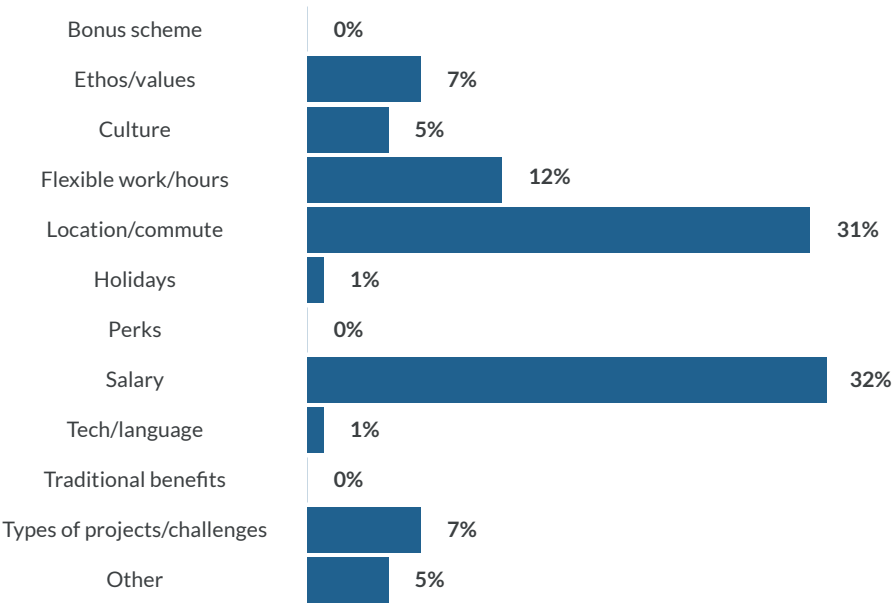
Both men (36%) and women (32%) opted for salary as the main reason they would turn a job down. Location was also a popular selection for both genders, with 22% of men and 31% of women opting to select the commute as a deal breaker.

What would you consider your **deal breaker** - something that would definitely make you turn a role down?

Male



Female



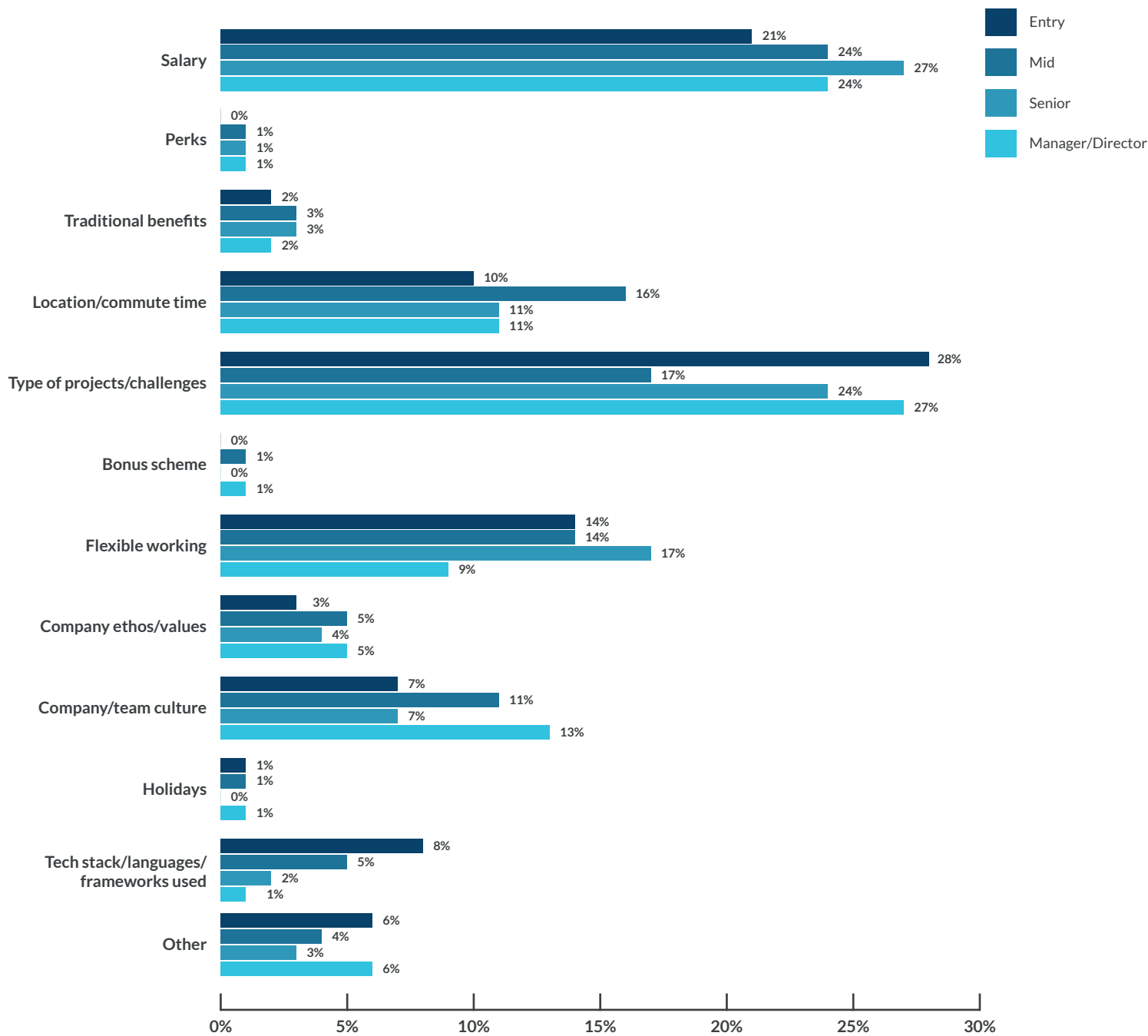
# Seniority split

After we split the results by gender, we also wanted to discover how responses differed in terms of level of seniority, when it came to pursuing another job.

Those joining the tech sector on an entry level position were more interested in the types of projects they would be working on (28%) while their salary came second at 21%. This sentiment was shared by those at a director level who also rated projects (27%) and salary (24%) as the most important factors when choosing their next role.

However, this trend was not shared by those at senior or mid-level management roles. Both chose salary as the most important factor, while the type of projects came second.

# Reasons for taking a job by level of seniority

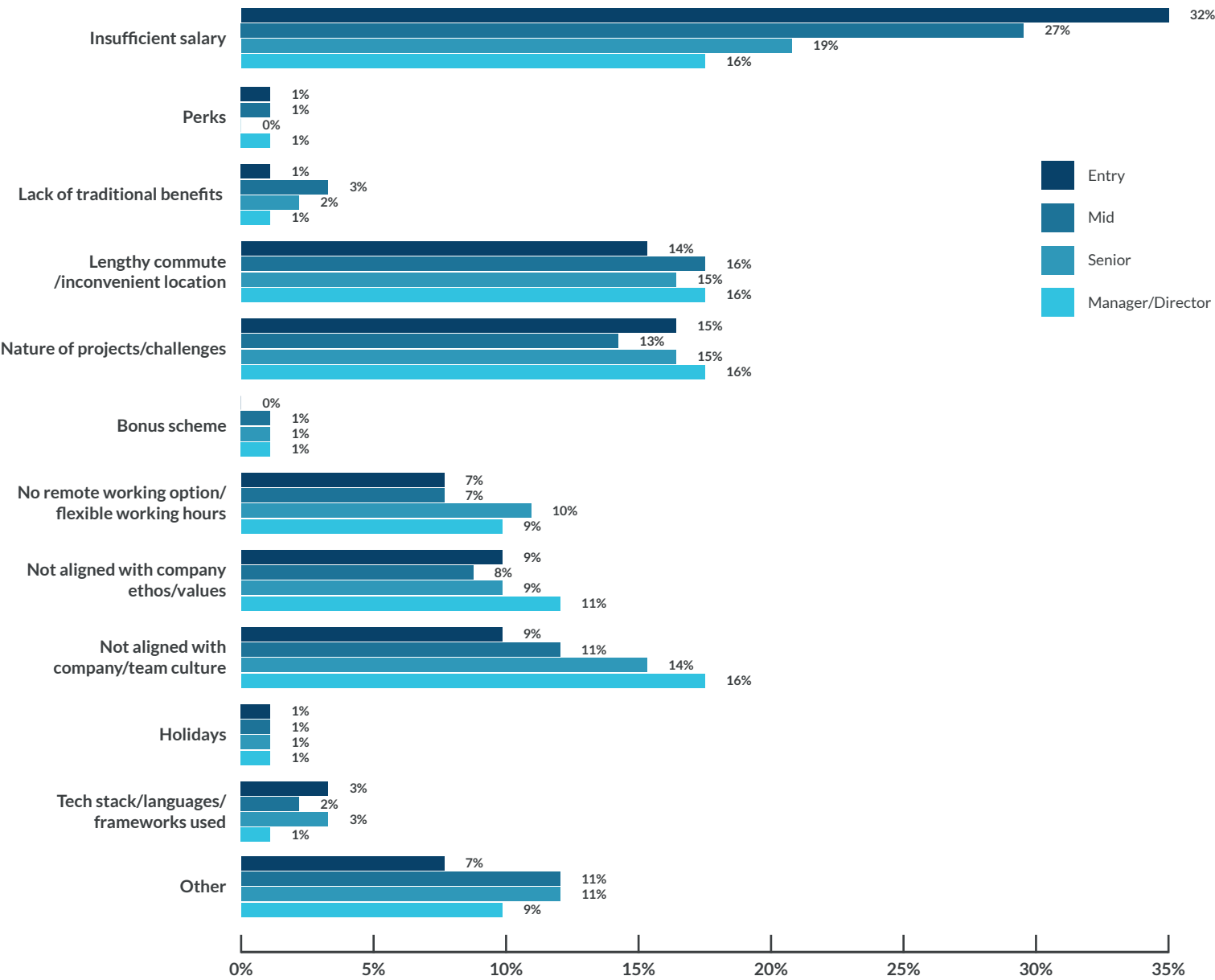




When it came to deciding to leave a job, IT professionals at entry, mid and senior levels all agreed that an inadequate salary would be the deciding factor.

Meanwhile, director level respondents split their choices between salary, location and variety of work, each receiving 16% of the vote.

# Reasons for leaving a job by level of seniority



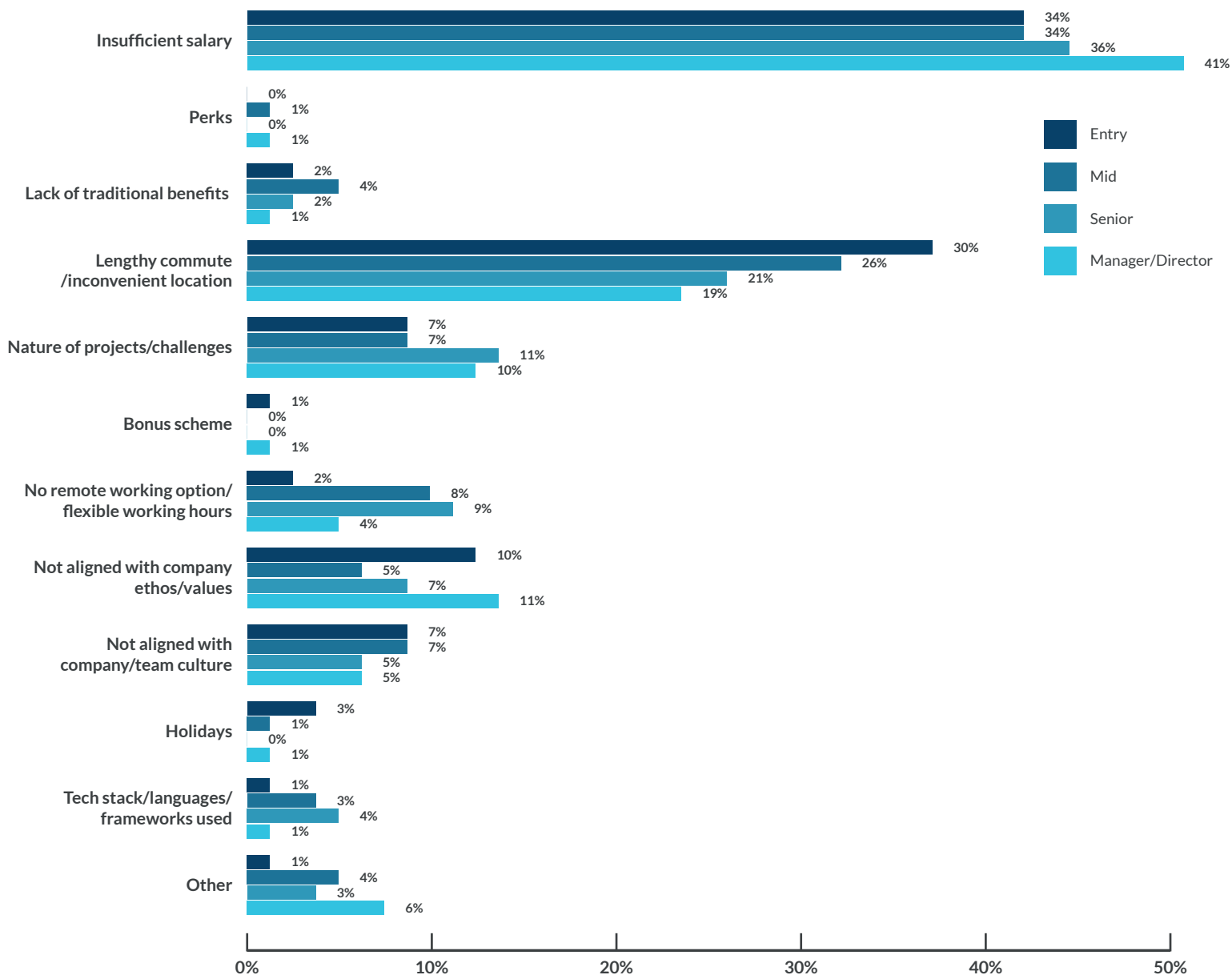


When asked about the biggest deal breakers, IT professionals across every level of seniority agreed that a lower than expected wage would lead them to turn down a job offer.

However, those at entry level also pointed out that they were less willing to accept a job if the commute was unreasonable (30%).



## Deal breaker by seniority

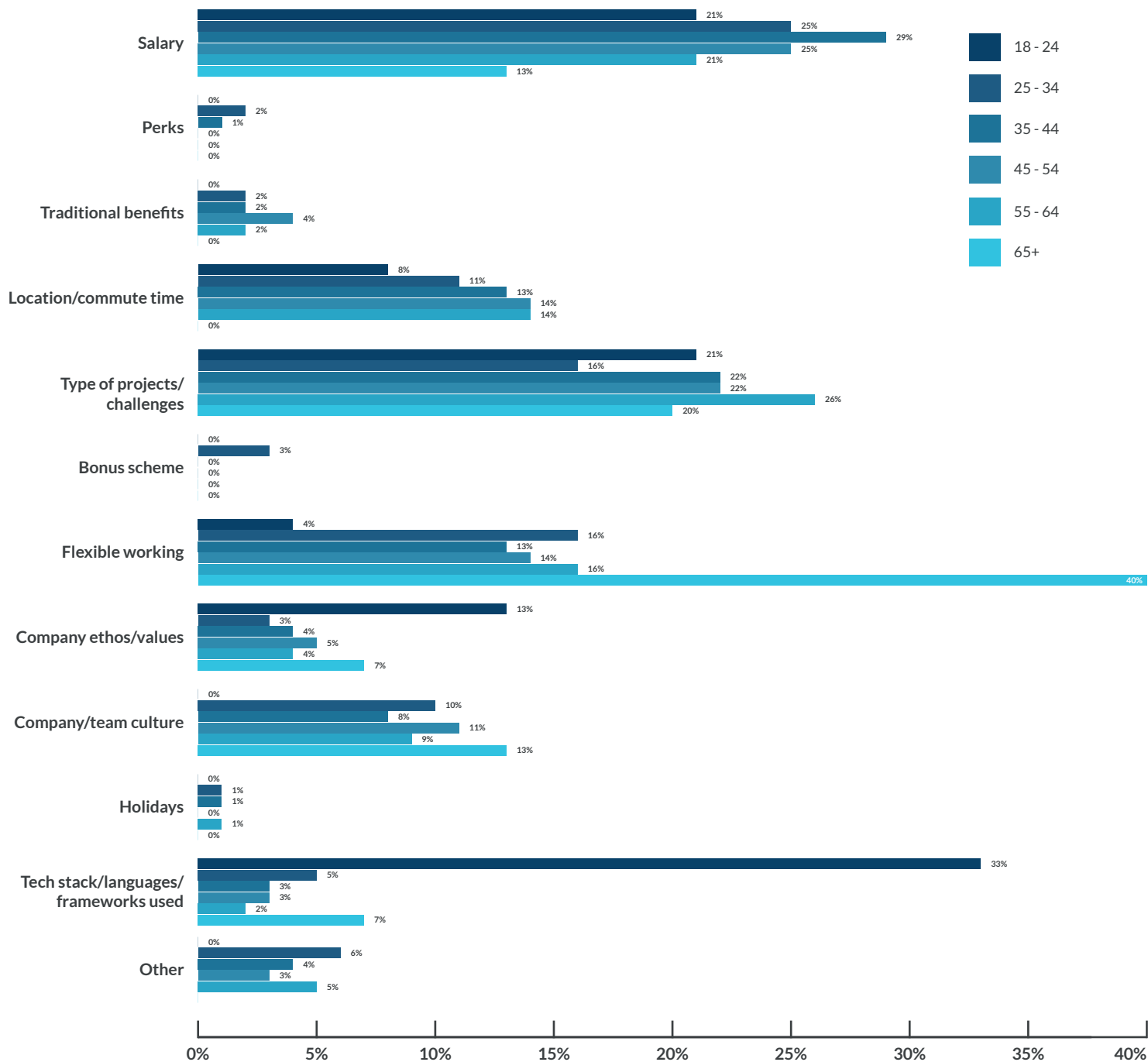


# Age split

We segmented the results into different age brackets to discover how attitudes differed throughout different generations of tech professionals.

We found that 18-24 year olds are most likely to take a job based on the languages and frameworks used within a company, whilst 25-54 year olds with more experience prioritised their salaries. Those aged 55-65 were more interested in the challenges and projects involved in a job, while 40% of respondents over the age of 65 prioritised a flexible workplace.

## Reasons to take a job by age group

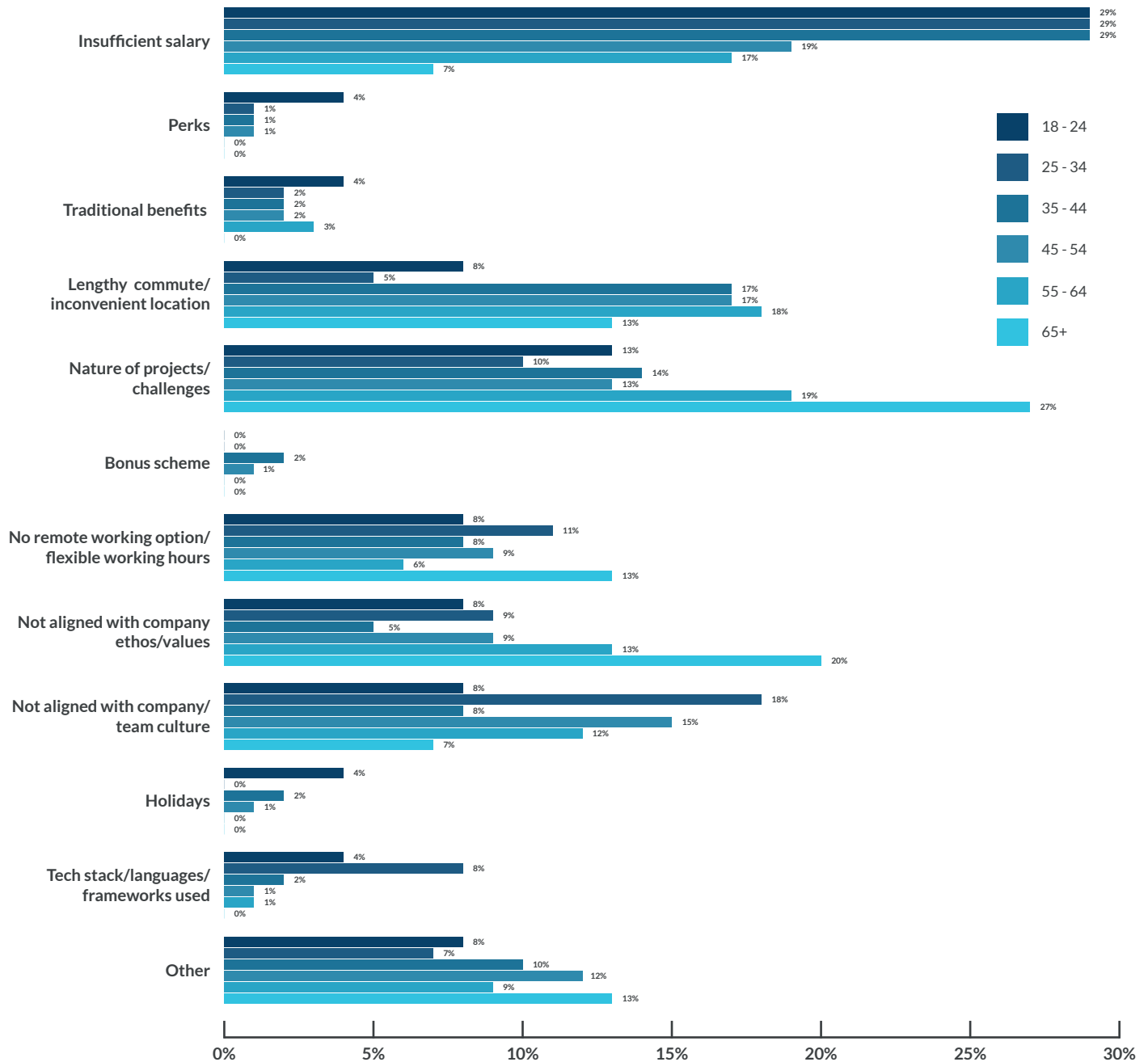




When it came to leaving a job, those aged 18 to 54 identified an insufficient salary as the most popular reason.

Meanwhile, those aged 55-65 would leave their job if they could find a role offering more exciting projects and new challenges.

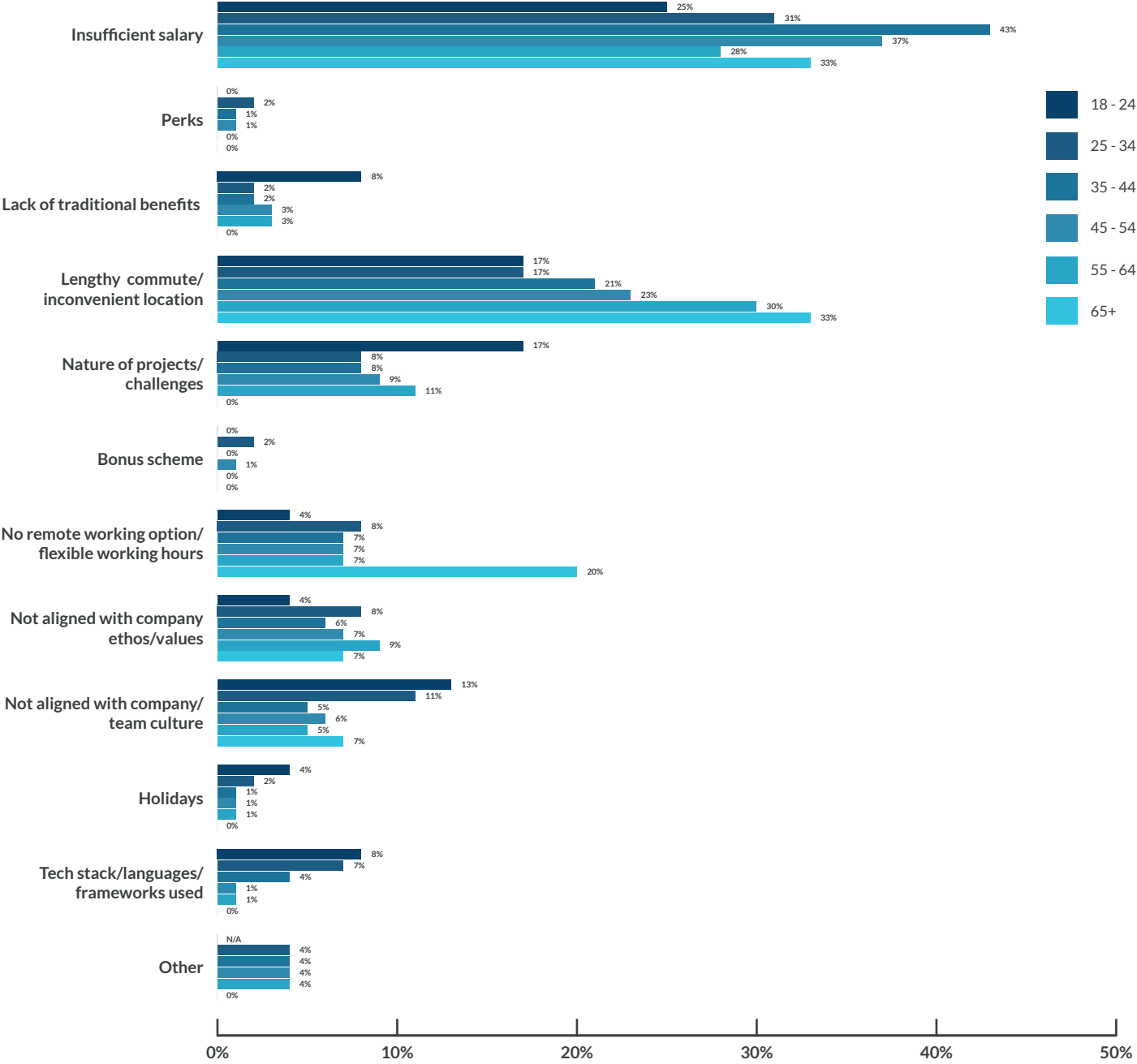
## Reasons to leave a job by age group





When presented with a job offer, each person has a unique set of requirements that they'll want to ensure the role meets. When it comes to the main reasons why someone would turn down a job offer, each age group from 18 to 65+ agreed that an insufficient salary was the biggest deal breaker.

# Deal breaker by age group



# Applying for a job

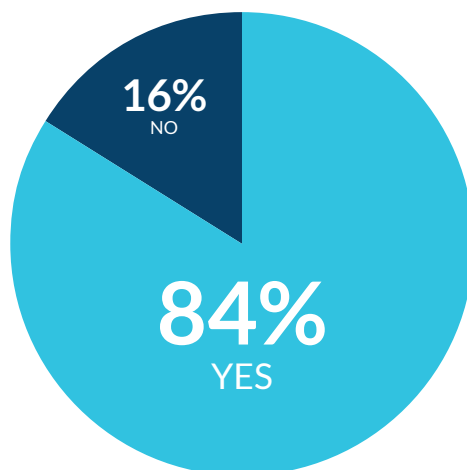
We asked over 1,000 tech professionals if they were actively looking for a job, and if they had either completed an application within the last month, or the last 6 months.

An overwhelming majority of 84% said they had applied for a job within the last 6 months.

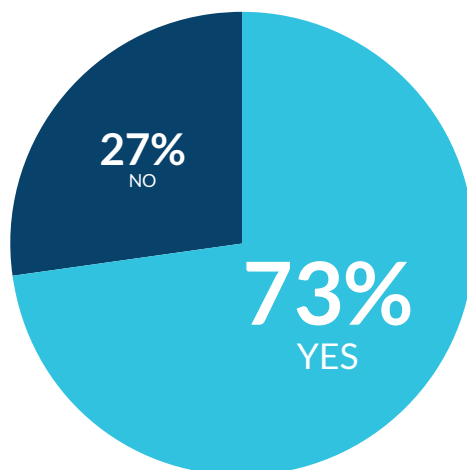
73% had completed at least one within the last month.



Have you applied for a new job in the last 6 months?



Have you applied for a new job in the last month?



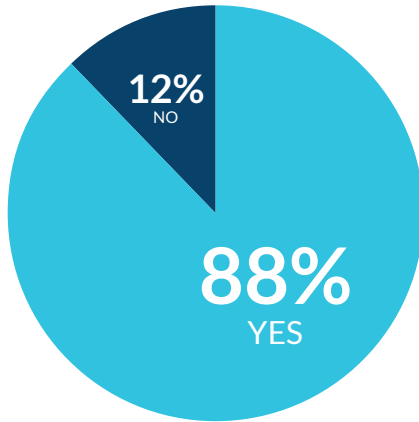


Our findings showed that both genders are always keeping their options open and applying for new jobs that may allow them to work on more exciting projects or earn a higher salary.

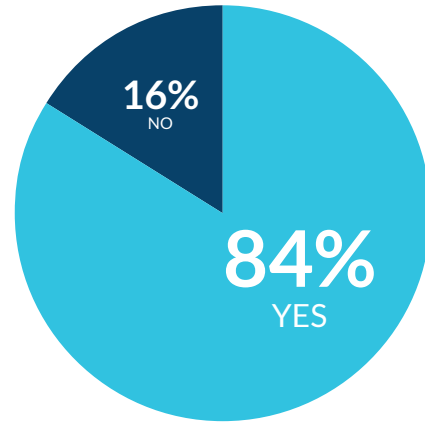
In total, 84% of men and 88% of women had applied for a new job within the last 6 months.

Have you applied for a new job in the last 6 months?

Female

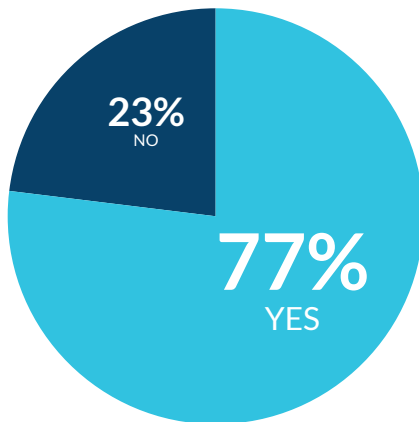


Male

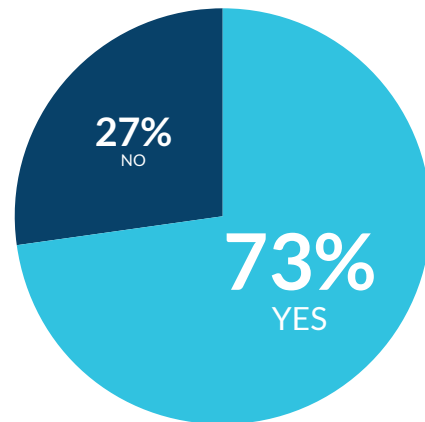


Have you applied for a new job in the last month?

Female



Male



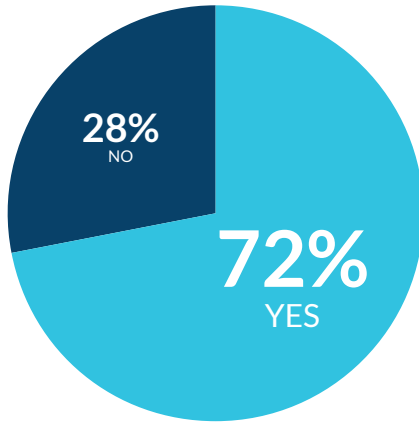


In addition to this, all levels of seniority had been looking for the next step on their career ladder. Entry (72%), mid-level (74%) and senior (72%) had all applied for new jobs.

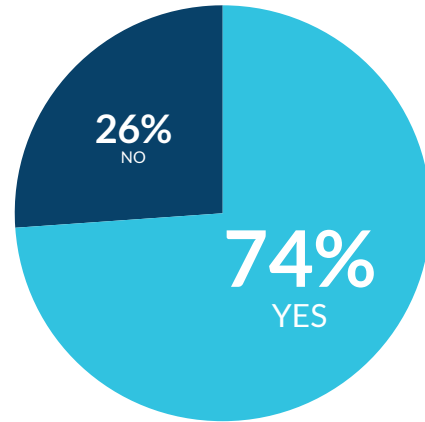
Surprisingly, those who have reached director level had the highest percentage of professionals searching for a new job, as 80% of director-level respondents said they had applied for new jobs recently.

Have you applied for a new job in the last month?

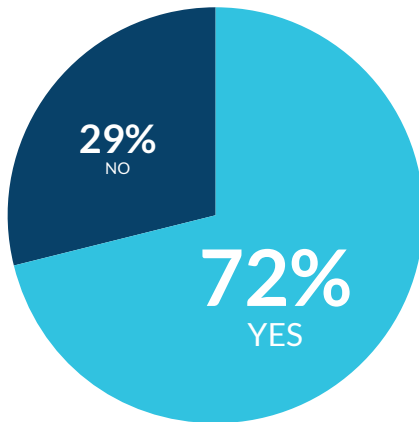
Entry level



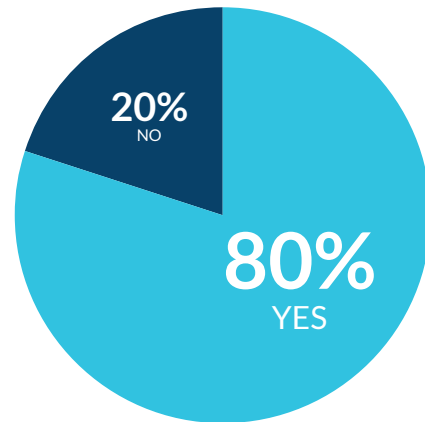
Mid level



Senior level



Manager/Director level



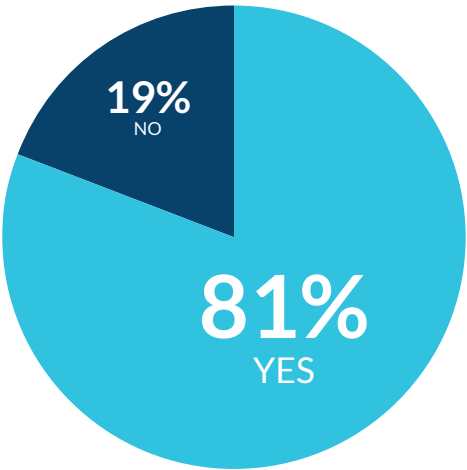
# Locations

London's tech industry is often described as a separate entity to the rest of the UK and our results have found a difference in attitudes towards the job market.

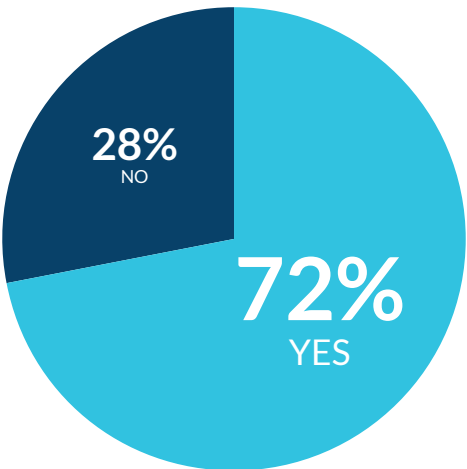
Within London, more tech experts had applied for a new role in the last month (81%) than those who lived outside the capital (72%).

In addition to this, we also discovered that those living in London were more tolerant of lengthy commutes, with only 19% claiming it would be a deal breaker for them.

Londoners who have applied for a job in the last month

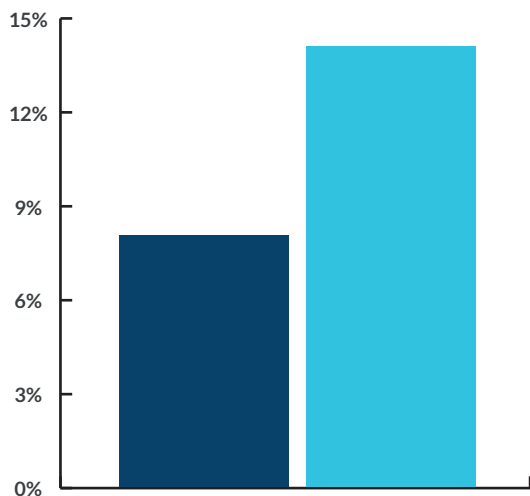


Those outside of London who have applied for a job in the last month

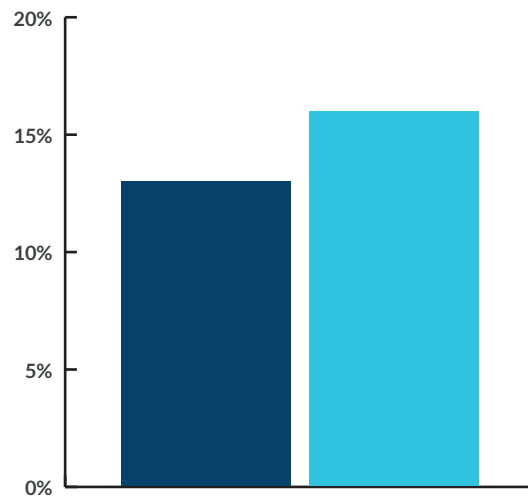


## The importance of the location/commute

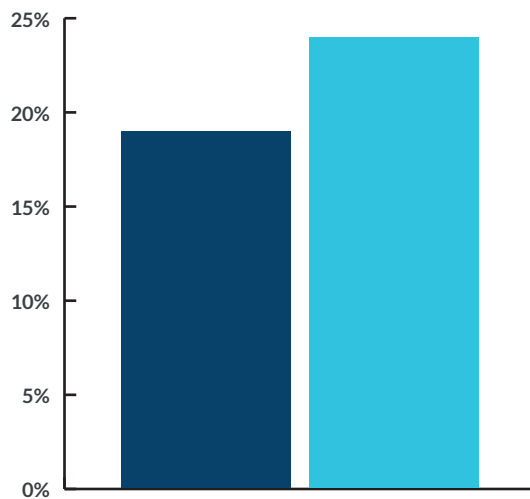
Inside London Outside London



Importance when taking a job



Importance when leaving a job



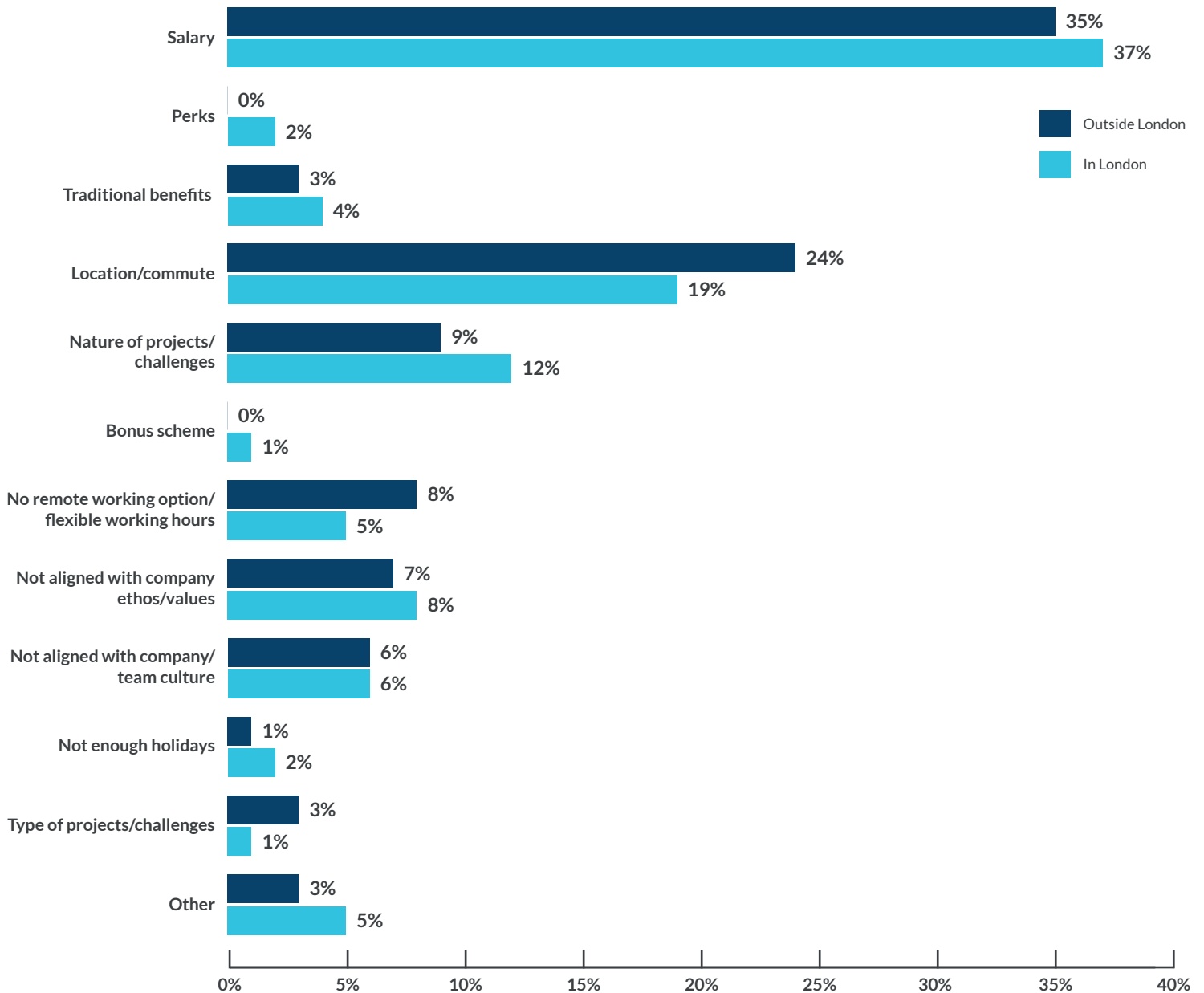
Deal breaker





While salary was the most important deal breaker for everyone around the UK, more people in London prioritised a range of projects (12%) than those working elsewhere (9%).

## London deal breaker vs rest of UK



# Conclusion

The responses to our survey taught us that recruiting for the IT and tech industries may be quite different to other sectors. While salary is an important factor all over the UK, typical incentives such as bonuses and similar 'benefits' aren't as sought-after by IT professionals.

Ensuring that IT jobs will offer professionals a range of exciting projects and challenges will be far more beneficial for employers than offering traditional benefits, or a certain number of holidays, for example.

Furthermore, given that so many respondents valued flexible working, it may be worth employers considering remote working as a 'benefit' when hiring IT professionals.

If you would like help recruiting IT staff for your business, please don't hesitate to contact Evolution Recruitment Solutions; we specialise in all aspects of permanent, contract and interim IT recruitment.

Call us today on **01925 377 117**  
or email **[enquiries@evolutionjobs.co.uk](mailto:enquiries@evolutionjobs.co.uk)**

Get in touch today  
01925 377 117  
[enquiries@evolutionjobs.co.uk](mailto:enquiries@evolutionjobs.co.uk)



Specialists in all aspects of  
**Permanent, Contract and Interim**  
IT Recruitment