



## ABOUT OUR SURVEY

Every year we conduct an annual Salary Survey which gives a snapshot of salaries and rates for permanent staff and freelancers, as well as providing general trends across digital, creative and tech roles. The survey in conjunction with The Drum, also shows insights on bonuses, job satisfaction, job security and gender differences in pay.

In addition to this annual report, we surveyed our pool of candidates across a range of specialisms in May 2020. The aim of this survey was to assess the impact Covid-19 has had on people in their jobs and how it has affected them personally.

Prior to the impact of Covid-19 the Creative Industries were growing more than five times faster than the economy. Despite the effect on the industry, we believe the creative industries will remain one of the UK's largest contributors to the UK economy but there are huge changes ahead to the way we do business and the future of work.

## ABOUT THE SAMPLE DATA



We surveyed nearly **700 contacts** across a range of specialisms including creative, design, branding, digital marketing, technology, PR, events and analytics.



**Over 83%** of our sample were either at mid, senior, head or director level. The rest of respondents identified as junior, associate or other.



**74%** of respondents were employed in a permanent capacity, while **20%** were employed on a freelance basis. The rest of respondents were employed in both.

# THE SURVEY RESULTS

ARE YOU STILL WORKING?  
(DATA ACCURATE AS OF MAY 2020)

**77%**  
**WERE STILL  
WORKING**

The majority of those that participated in the survey were still working, while 19% were not. A further 4% marked as other.

\*Note: those working are more likely to participate in the survey

HAS YOUR EMPLOYMENT BEEN  
AFFECTED AS A RESULT OF COVID-19?

**57%**  
**WERE  
UNAFFECTED**

Of those that were affected, respondents said:

- Some new roles were no longer available
- Contracts were not being renewed
- Some were being made redundant or let go

HAS YOUR SALARY BEEN REDUCED OR HAVE YOU  
TAKEN A PAY CUT?

**39%**  
**HAVE TAKEN A  
PAY CUT**

The majority have taken a paycut between 5-20%:

“A blanket 9 month pay cut is killer.”

“My pay cut should equal reduced hours but it hasn't.”

HAVE YOU LOST A BONUS  
THAT WAS PROMISED?

**18%**  
**HAVE LOST A  
BONUS**

A further 15% of respondents were unsure if they would receive an accrued bonus:

“My bonus is dependent on company performance, which due to Covid hasn't been as expected.”

“We're all working overtime on a salary cut to keep the business afloat.”

DO YOU FEEL YOUR EMPLOYER HAS  
TREATED YOU FAIRLY DURING COVID-19?

**75%**  
**FEEL THEY  
HAVE**

15% said they weren't treated fairly and highlighted poor communications as a factor: “I am due an appraisal/promotion but I have been furloughed.

I haven't been told any further information about it.”