

Blu Digital Salary Survey

2021





50%

**of respondents
based in London**

14.29%

**of respondents based
in the South East**

3.57%

**of respondents based
in the South West**

7.14%

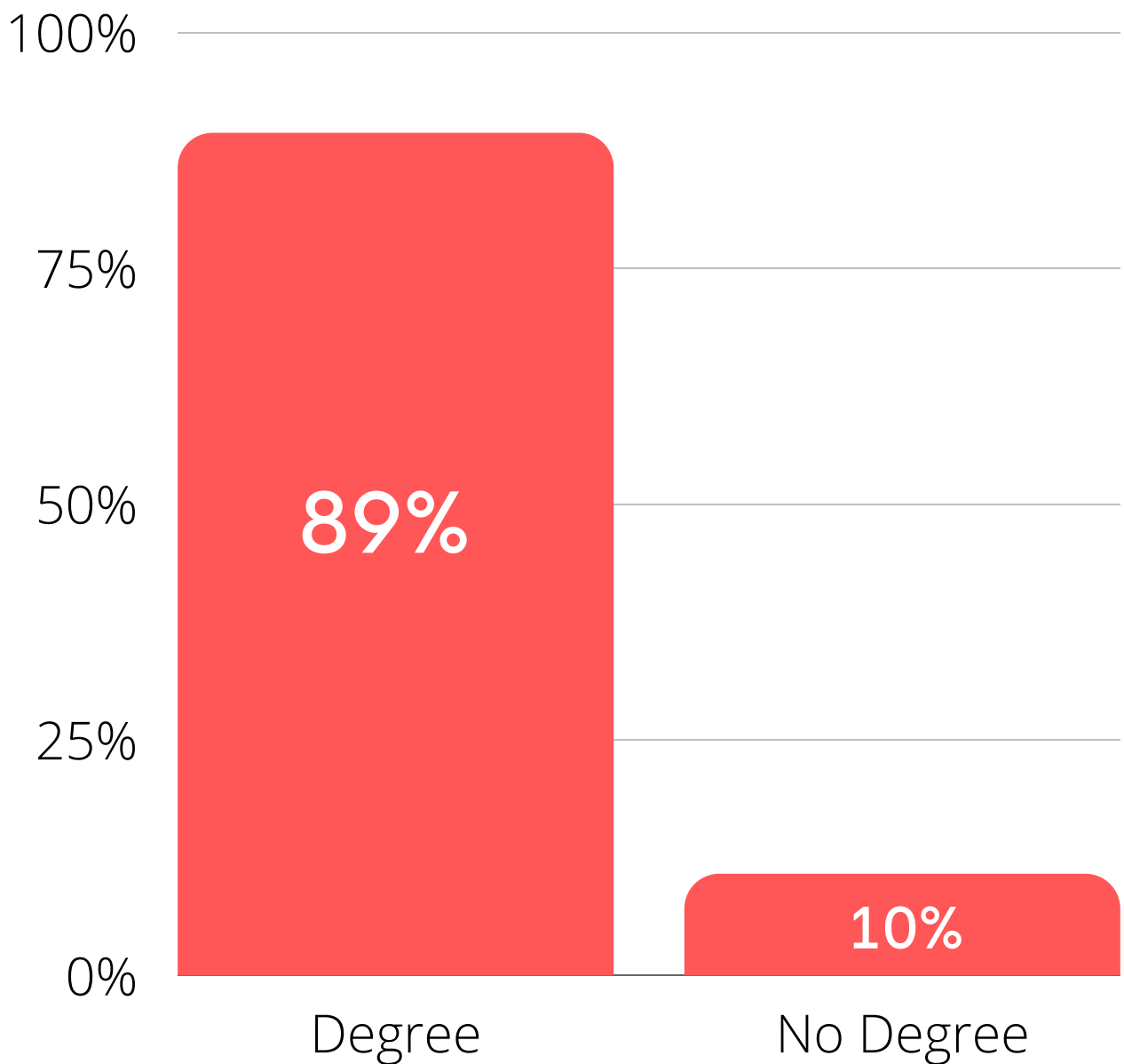
**of respondents based
in the East Midlands**

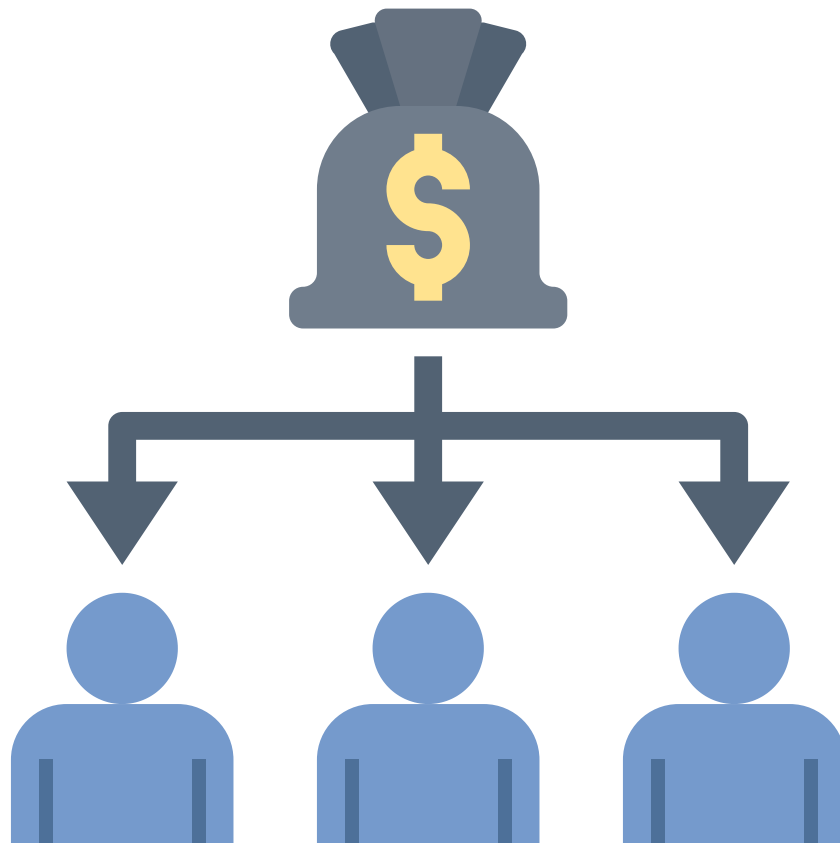
3.5%

**of respondents based in
the North East & West**

89%

of respondents
have a degree





85%

of respondents say
salary motivates
their choice of job

14%

of respondents say
salary doesn't motivate
their choice of job



10%

of respondents work at
Junior level positions

32%

of respondents work in
Executive level positions

32%

of respondents work in
Managerial level positions

14%

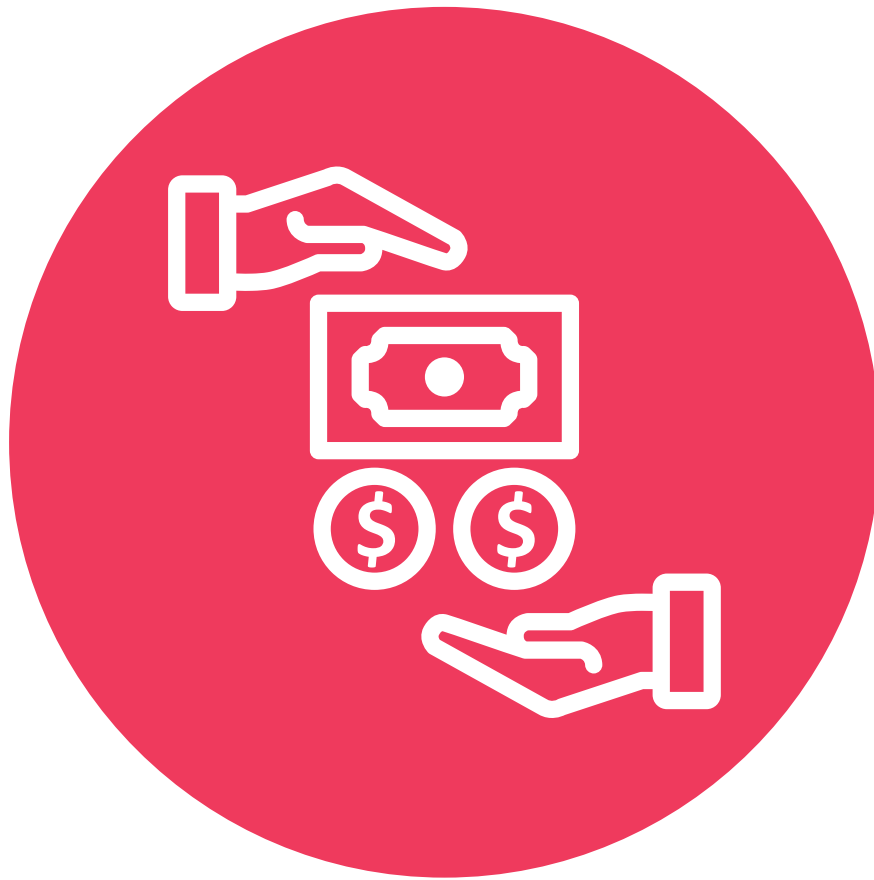
of respondents work in
Director level positions



of respondents work
in Digital Marketing



of respondents work
in the Fashion sector



£62,767

is the average
income of survey
respondents

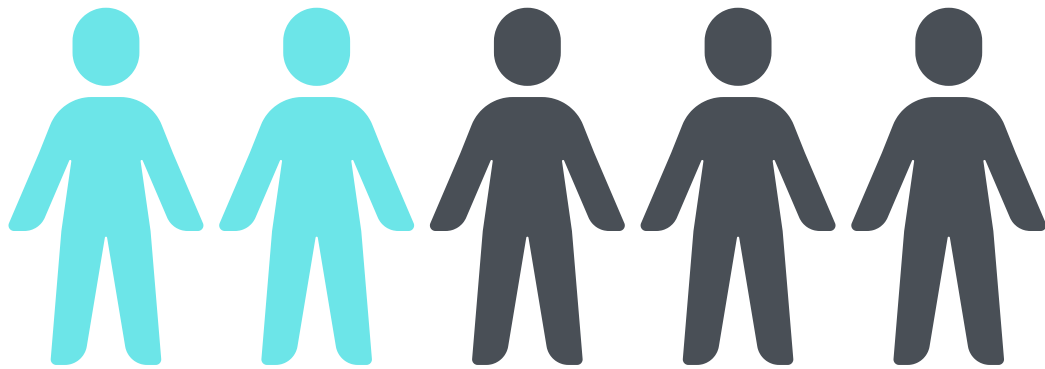


46%

of respondents
feel their salary
matches their job

53%

of respondents feel
their salary doesn't
match their job



of respondents have
pension benefits as part
of their package



53%

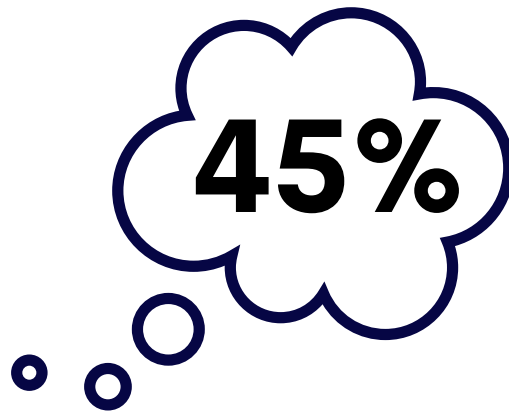
of respondents work in
an organisation with less
than 250 employees.

39%

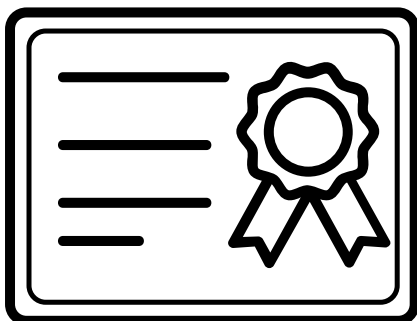


of respondents have
been in their position for
1-3 years

45%

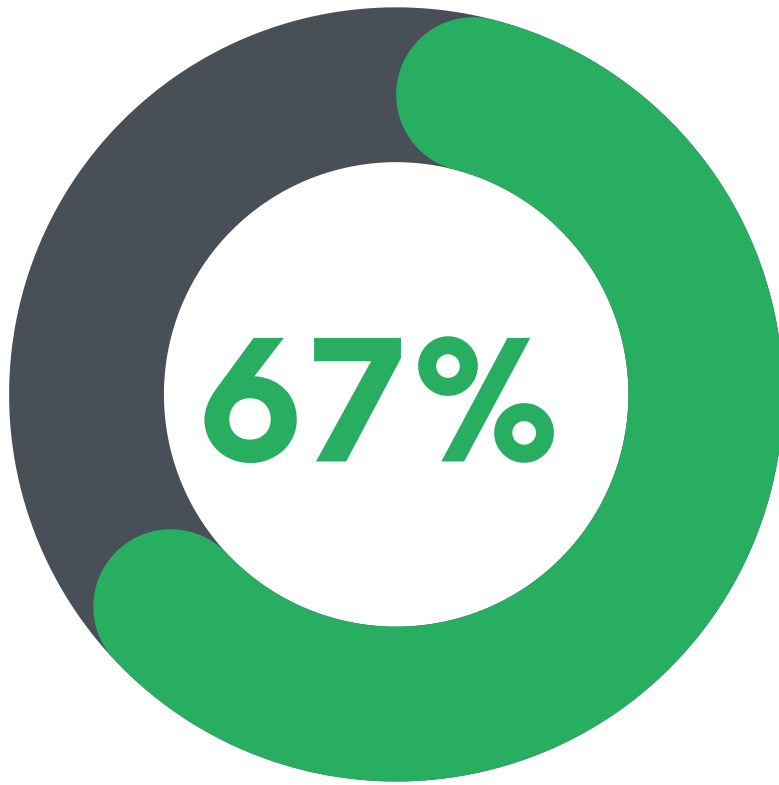


of respondents would leave
their job for a better salary

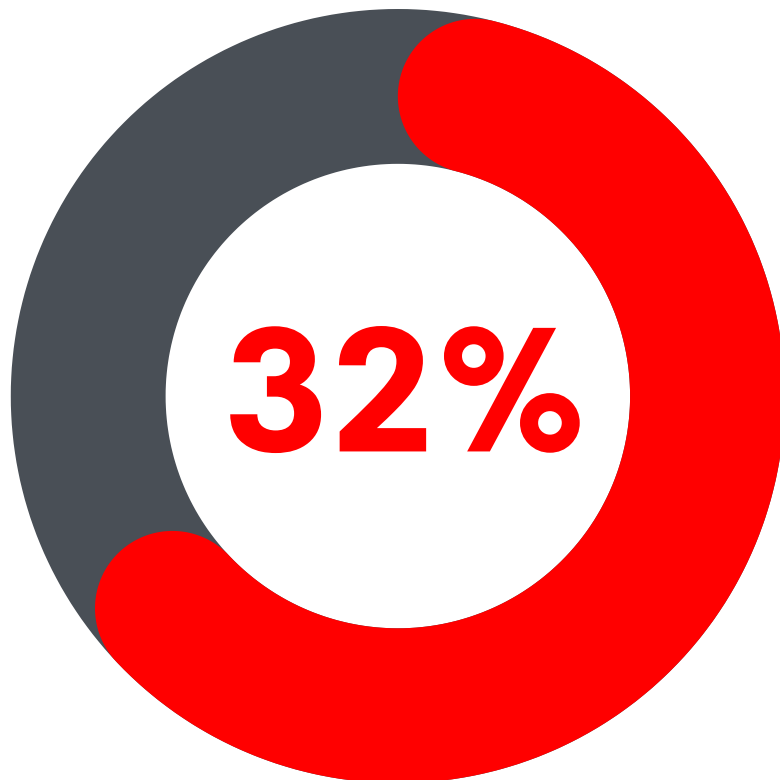


53%

of respondents have
industry certifications



of respondents are
happy in their job



of respondents are actively
looking for a new position

78%

of respondents
do not live an
hour away from
the office



21%

of respondents live an
hour away from the office



39%

of respondents
have flexible
working in place