

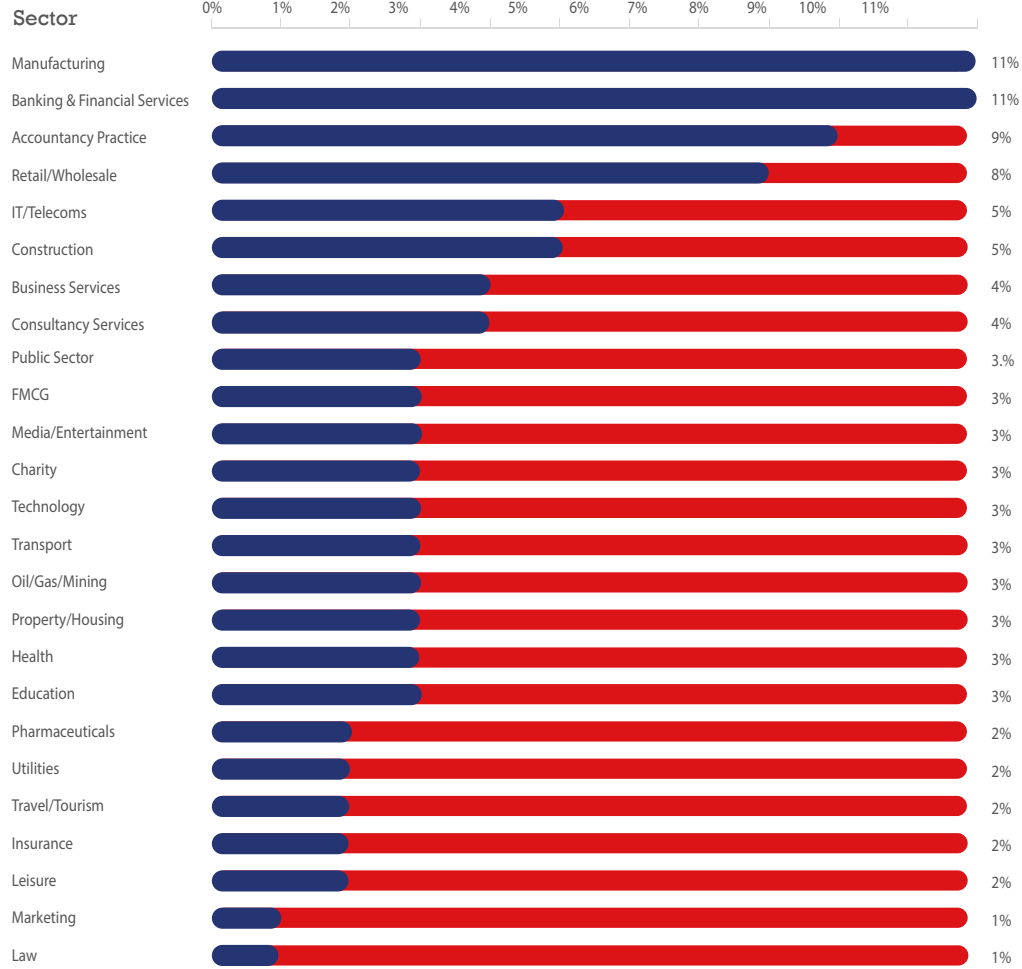
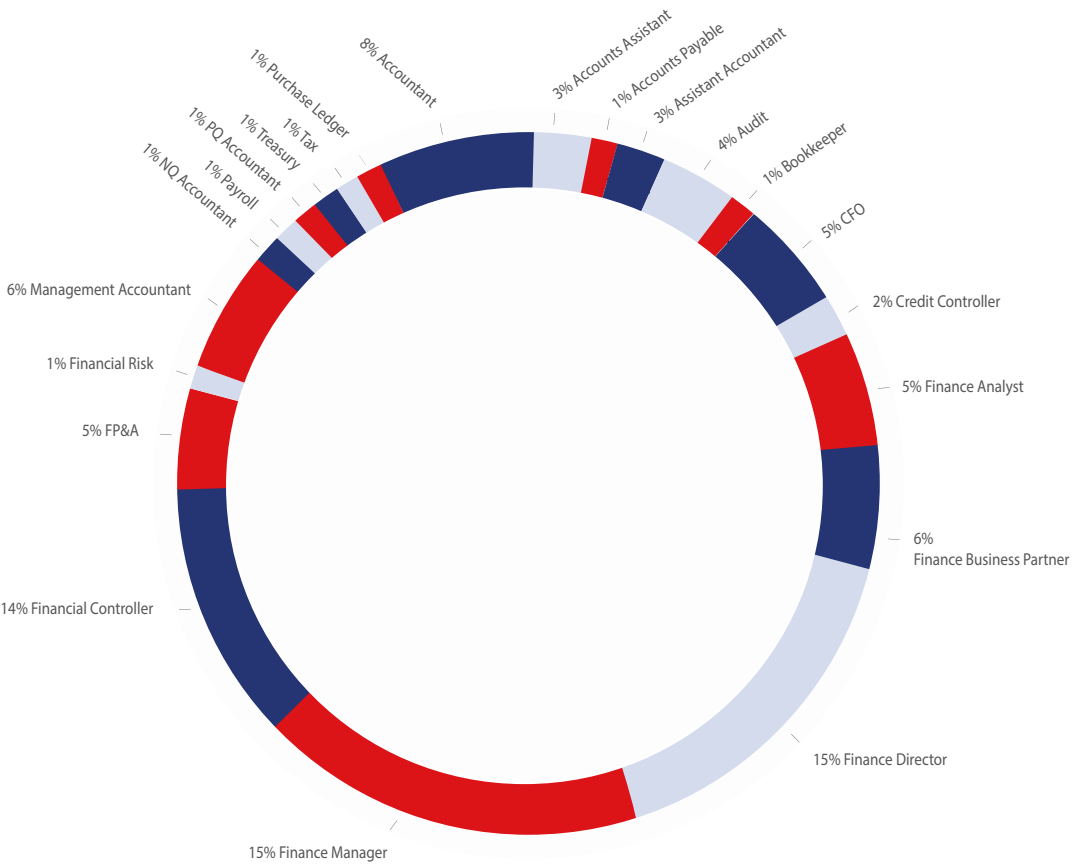
# Audience Insight Report

2016



# Introduction

Welcome to GAAPweb's 2016 audience insight report. Over 4,000 accountancy & finance professionals from graduate to CFO across all sectors, participated in our candidate survey conducted between July and August 2016, with the majority of respondents (60%) currently senior finance professionals.



All industry sectors were well represented, with Banking & Financial Services, Manufacturing and Accountancy Practice being the most popular.

▶ Respondents current employers include:



SONY



BNY MELLON



pwc

P&G



LLOYDS BANK

easyJet

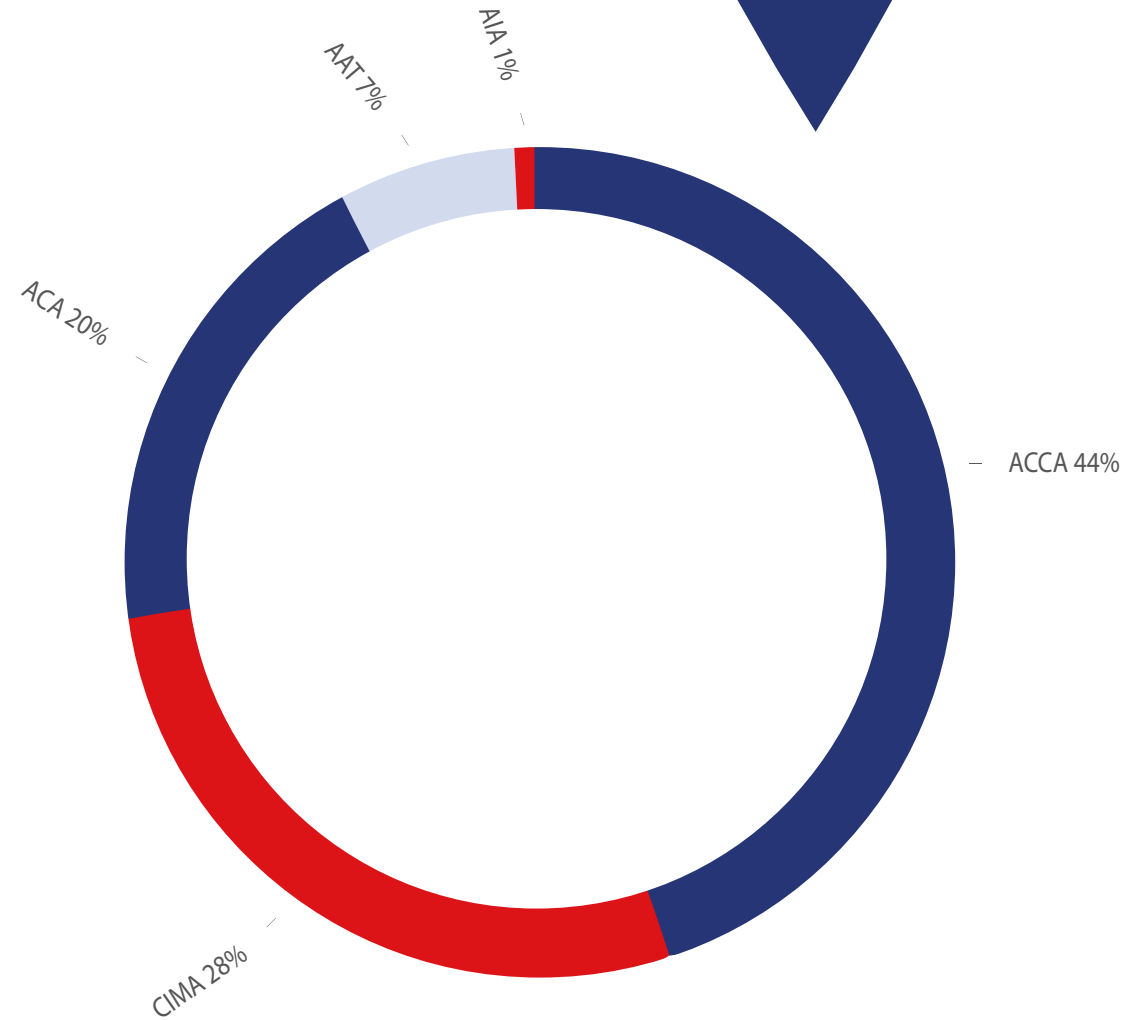
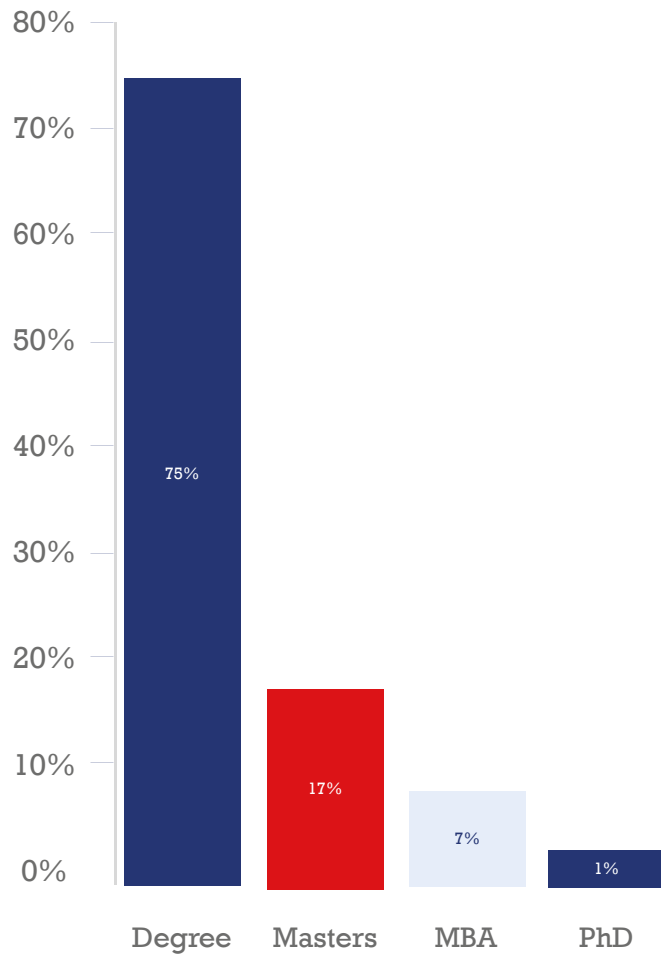
KPMG



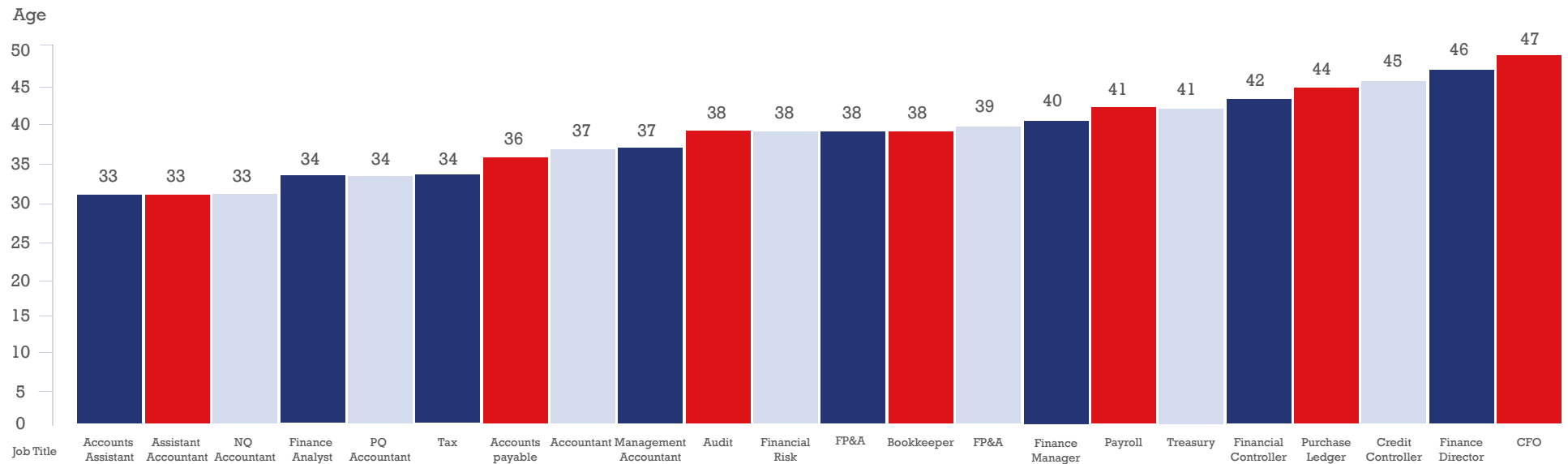
TESCO



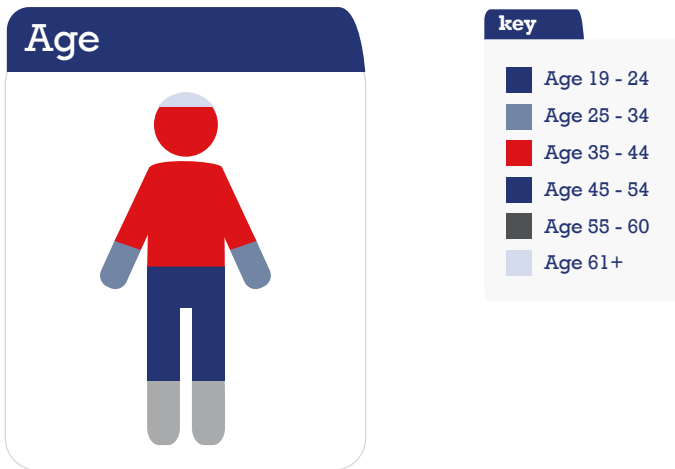
## Demographics: Education & qualification



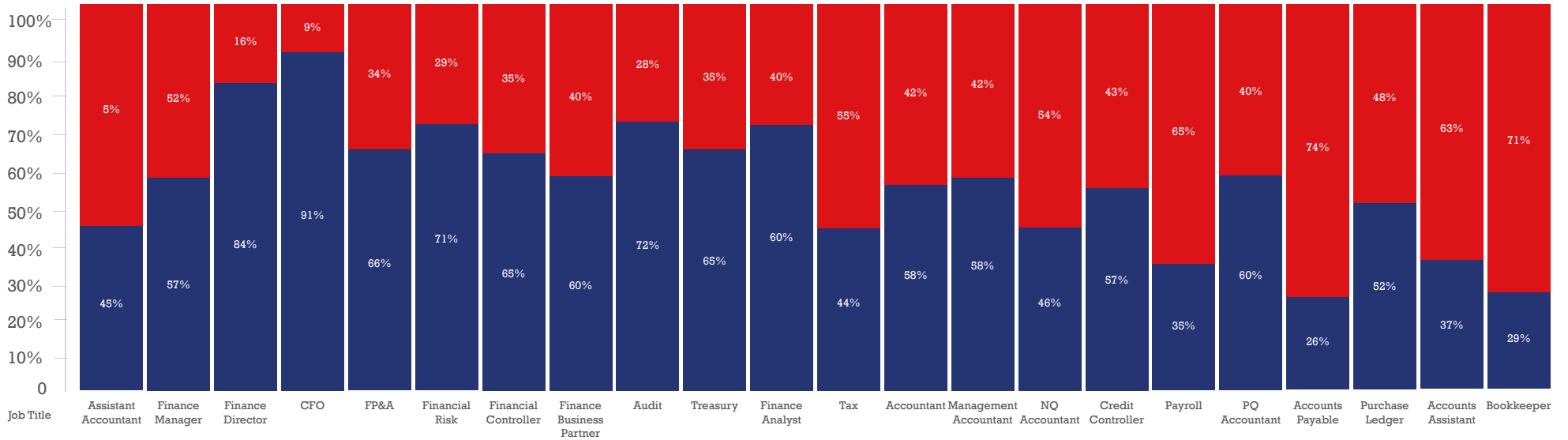
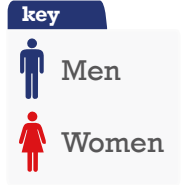
## Demographics: Age by job title



The majority of respondents were aged between 35 and 44.



# Demographics: Gender by job title



91% of CFOs and 84% of Finance Directors who participated were male.

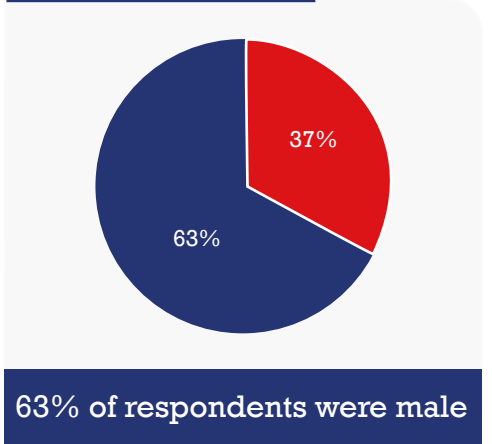


54% of Newly Qualified who responded were female, suggesting a trend towards more women joining the profession.



Purchase Ledger has the greatest gender parity (52% male 48% female) and Accounts Payable and Bookkeeper have the highest percentage of women professionals with 74% and 71% respectively.

## Gender



## ► Gender & salary

### Average Salary

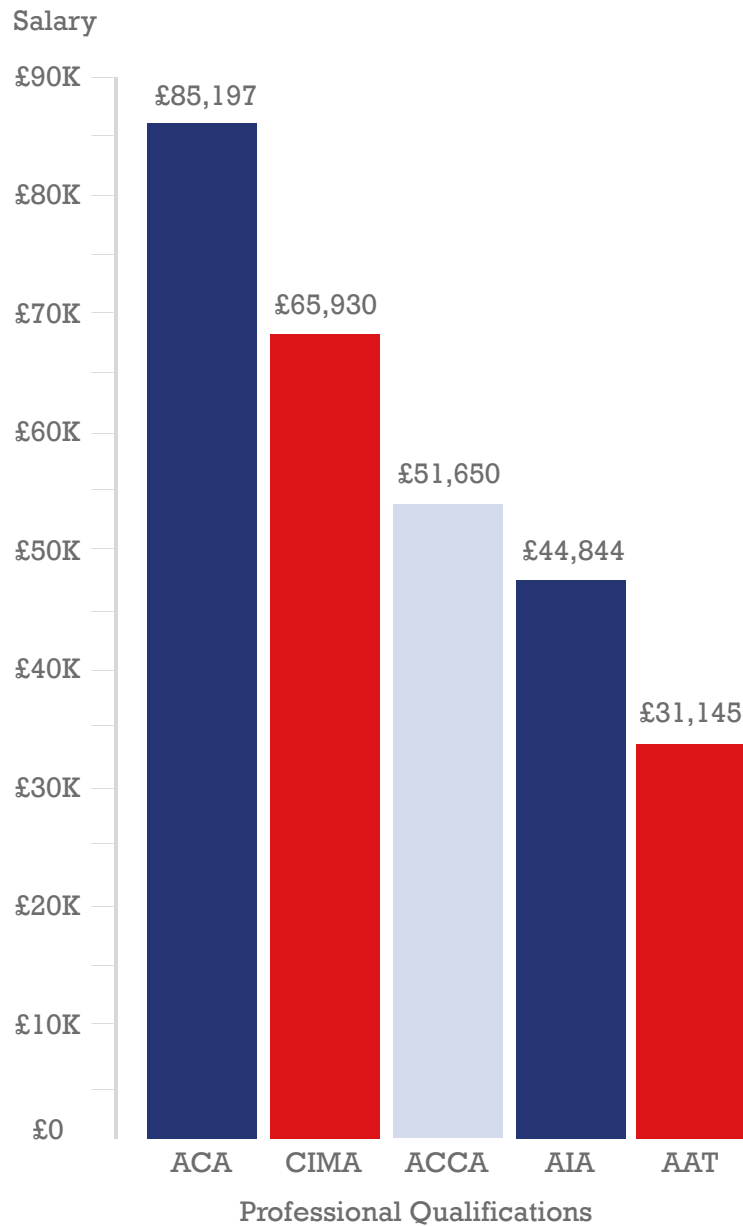


The gender pay gap on GAAPweb across all job titles is £17,400, with men earning an average of £67,384, compared to £49,975 for women. The 35% variance is significantly higher than the 19.2% gender pay gap reported by the Office for National Statistics. Treasury roles have the biggest overall gender pay gap, with men earning £63,370 compared to £41,607 for women (52% more for men).

Women earn more than men in 7 of the 22 possible job titles surveyed. Women who work in Financial Risk earn an average of £71,563, 7% more than men. Accounts Payable, Payroll & Purchase Ledger are also roles where women are paid more than men.

The most gender neutral job title is Management Accountant where women earn 1.6% more than men, with an average salary of £39,967.

## ► Professional qualifications & salary

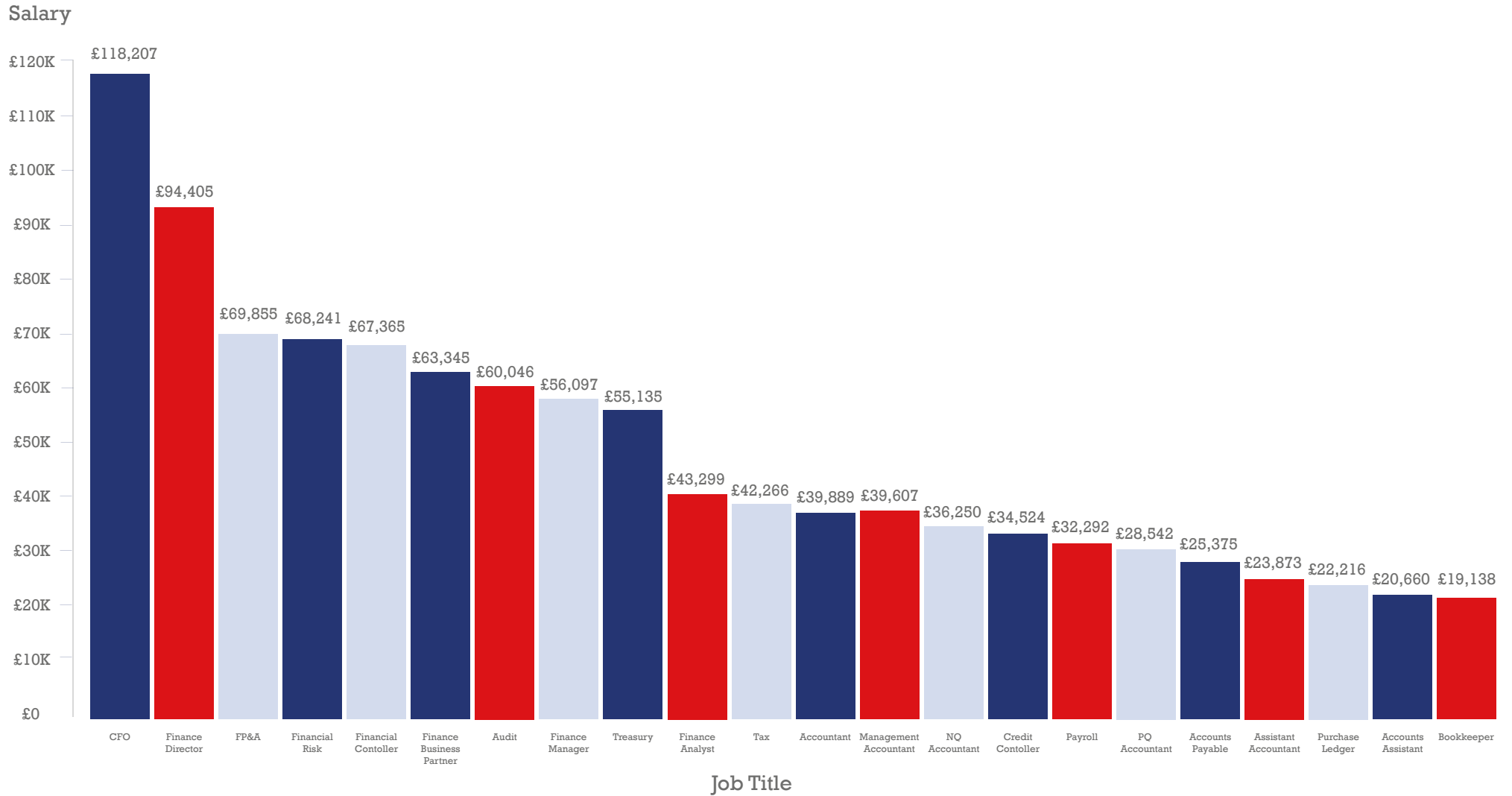


Accountants with an ACA qualification earn an average salary of £85,197 suggesting that many senior finance roles require ACA qualified candidates.

Accountants with a CIMA qualification average a salary of £65,930, while ACCA qualification holders average £51,650 per year.



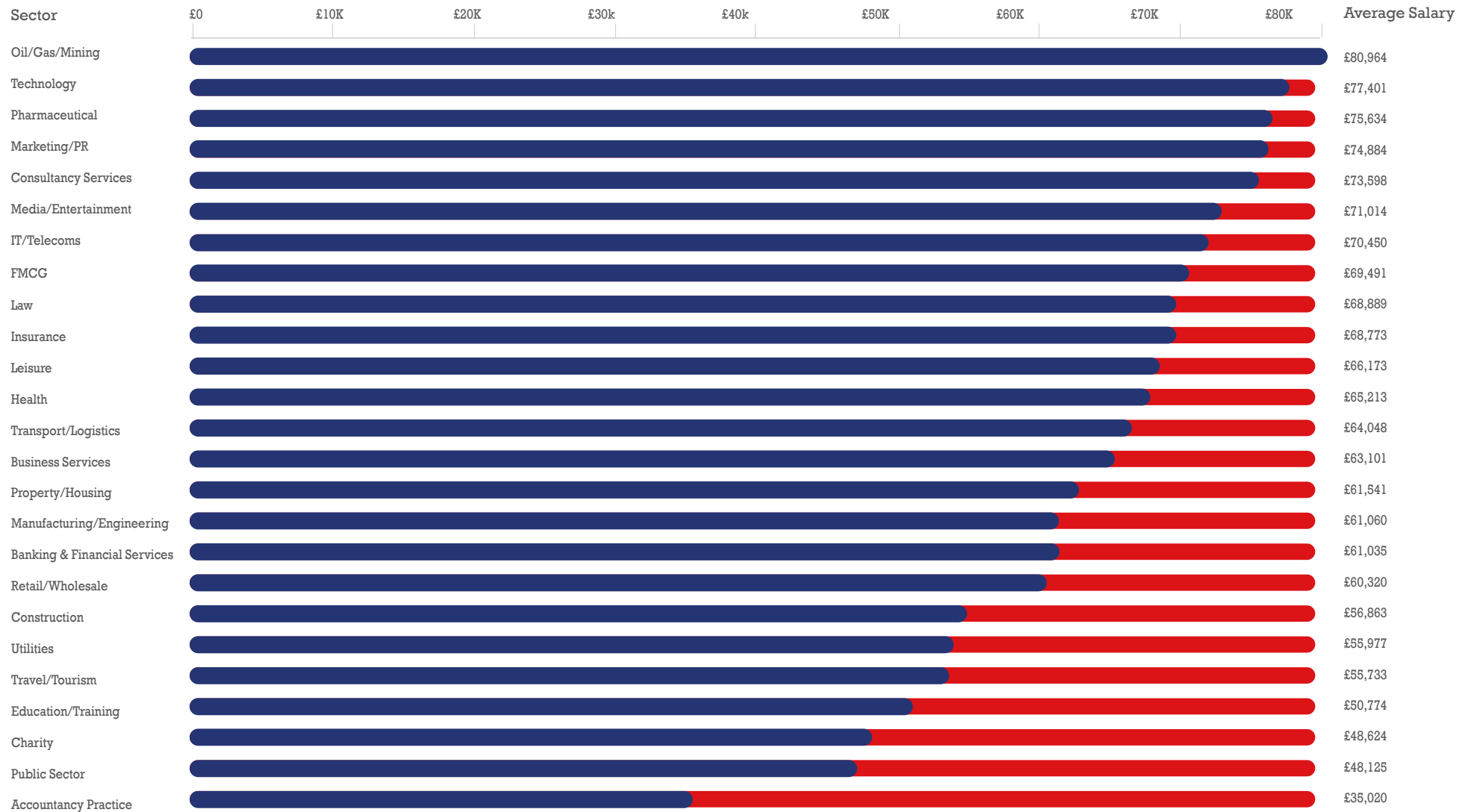
## Job title & average salary



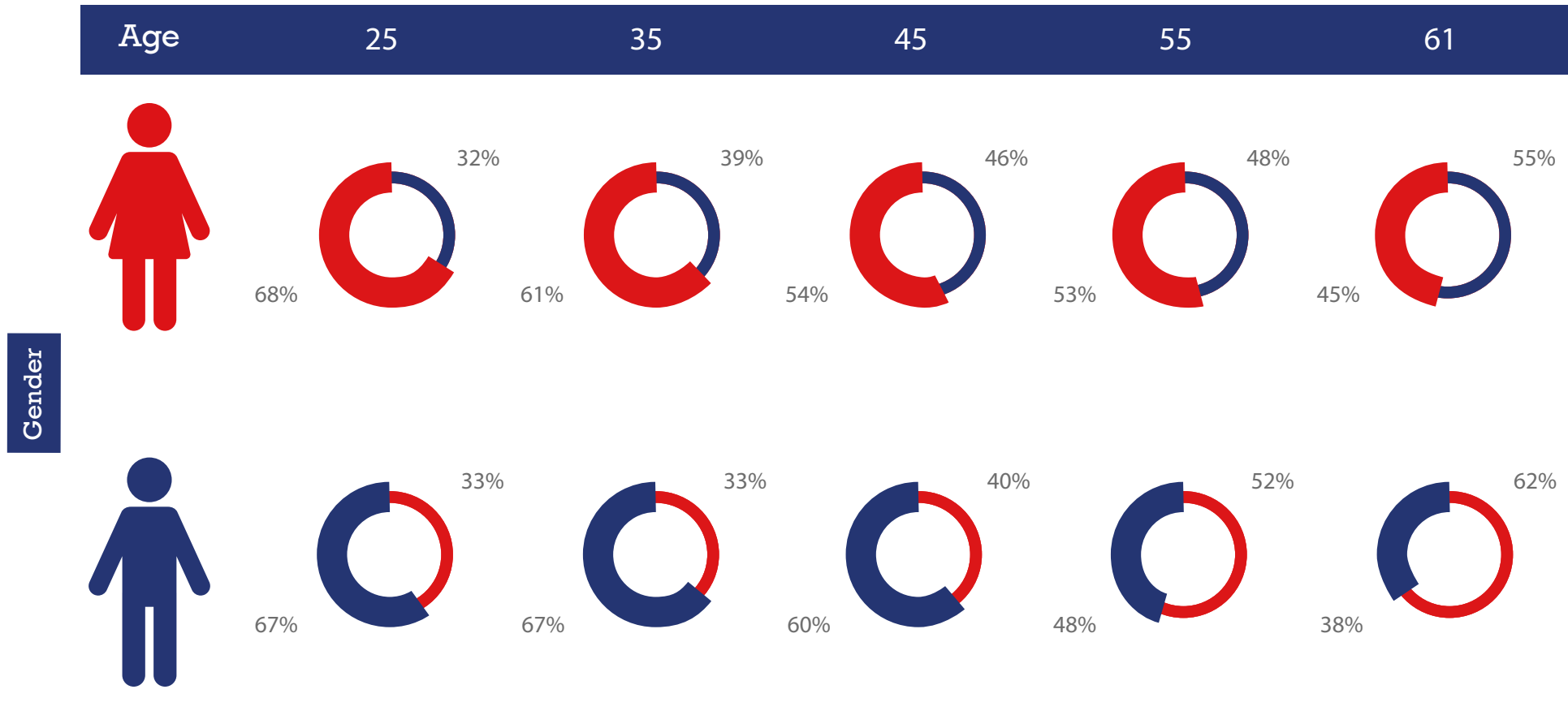
## ▶ Job title, salary & location

Job Title	London	South East (exc. London)	East Midlands	South West	North East	West Midlands	North West	Overseas
CFO	131,512	119,167	121,000	104,167	125,000	116,667	115,000	110,636
Finance Director	102,360	96,370	85,972	86,552	81,250	90,952	83,953	96,591
FP & A	73,578	71,389	55,000	75,000	55,000	67,000	65,156	68,676
Financial Risk	74,318	110,000	95,000	35,000	—	51,250	65,000	53,929
Financial Controller	76,674	68,803	62,857	62,039	56,103	63,929	60,541	70,625
Finance Business Partner	68,545	64,944	57,500	58,684	58,846	59,545	55,000	94,286
Audit	66,357	53,654	70,000	75,833	45,000	48,438	45,278	60,938
Treasury	72,857	43,750	45,000	76,875	60,000	—	15,000	58,864
Finance Manager	65,020	58,139	48,276	48,684	48,462	51,354	48,605	55,952
Finance Analyst	48,081	46,094	45,833	43,750	38,571	31,667	31,184	43,750
Tax	53,125	42,500	51,667	26,250	25,000	31,250	38,750	49,167
Accountant	49,492	46,700	36,538	45,921	34,375	43,750	36,641	28,723
Management Accountant	41,886	44,400	37,321	37,500	42,500	35,278	34,483	38,333
NQ Accountant	37,500	35,625	—	35,000	12,500	33,125	65,000	—
Credit Controller	39,583	35,000	40,000	23,750	35,000	20,625	27,500	37,857
Payroll	36,250	51,667	—	—	28,125	23,750	17,500	27,500
PQ Accountant	36,071	27,500	19,167	31,875	28,750	12,500	20,909	36,875
Accounts Payable	24,688	27,500	55,000	—	—	12,500	17,500	30,625
Assistant Accountant	28,750	23,571	22,500	24,545	20,000	21,111	19,706	20,000
Purchase Ledger	32,778	15,000	17,500	14,167	—	—	16,250	17,500
Accounts Assistant	23,438	21,563	16,071	16,071	20,833	12,500	17,500	20,833
Bookkeeper	21,136	15,000	35,000	15,000	—	19,167	15,833	17,500

## Industry sector & average salary



## ► Salary increase by age & gender



53% of our surveyed audience stated that they had received a pay rise in the last 12 months. The results demonstrate that salary increases decline over the course of finance professionals' careers, with 67% of accountancy & finance professionals in their 20s recently receiving a salary increase compared to 38% of candidates in their 60s.

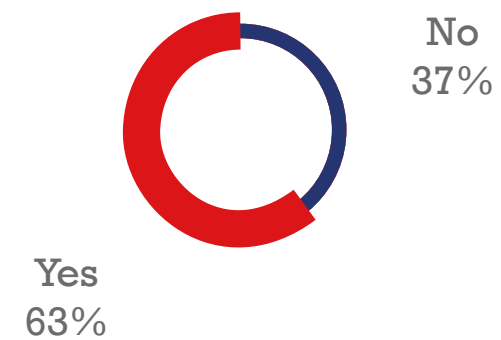
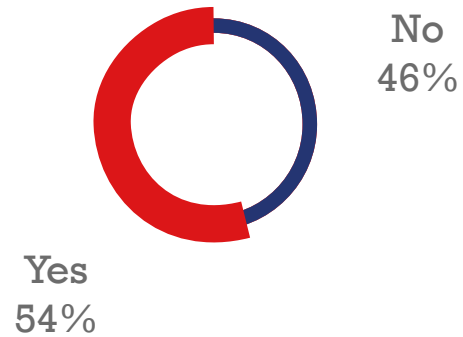
## ▶ Salary increase & length of tenure

▶ Did you receive a salary increase in the last year?

Time in role:

Less than a year

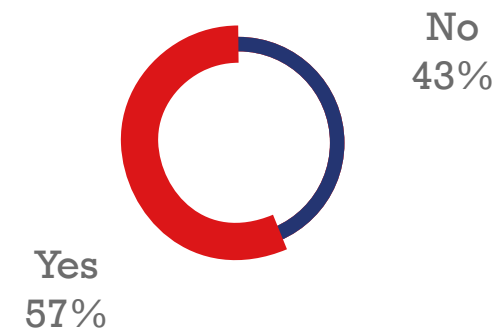
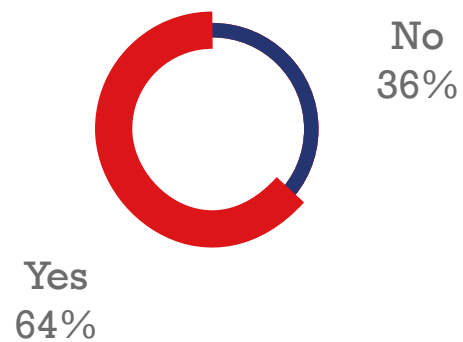
1 to 3 years



Time in role:

3 to 6 years

6 years +



## ▶ Salary increase & job title

Finance Business Partners (71%) and Financial Risk (70%) professionals were the most likely to have received a pay rise in the last 12 months. Bookkeeping (80%) and Payroll (58%) professionals were the least likely to have received a pay increase.



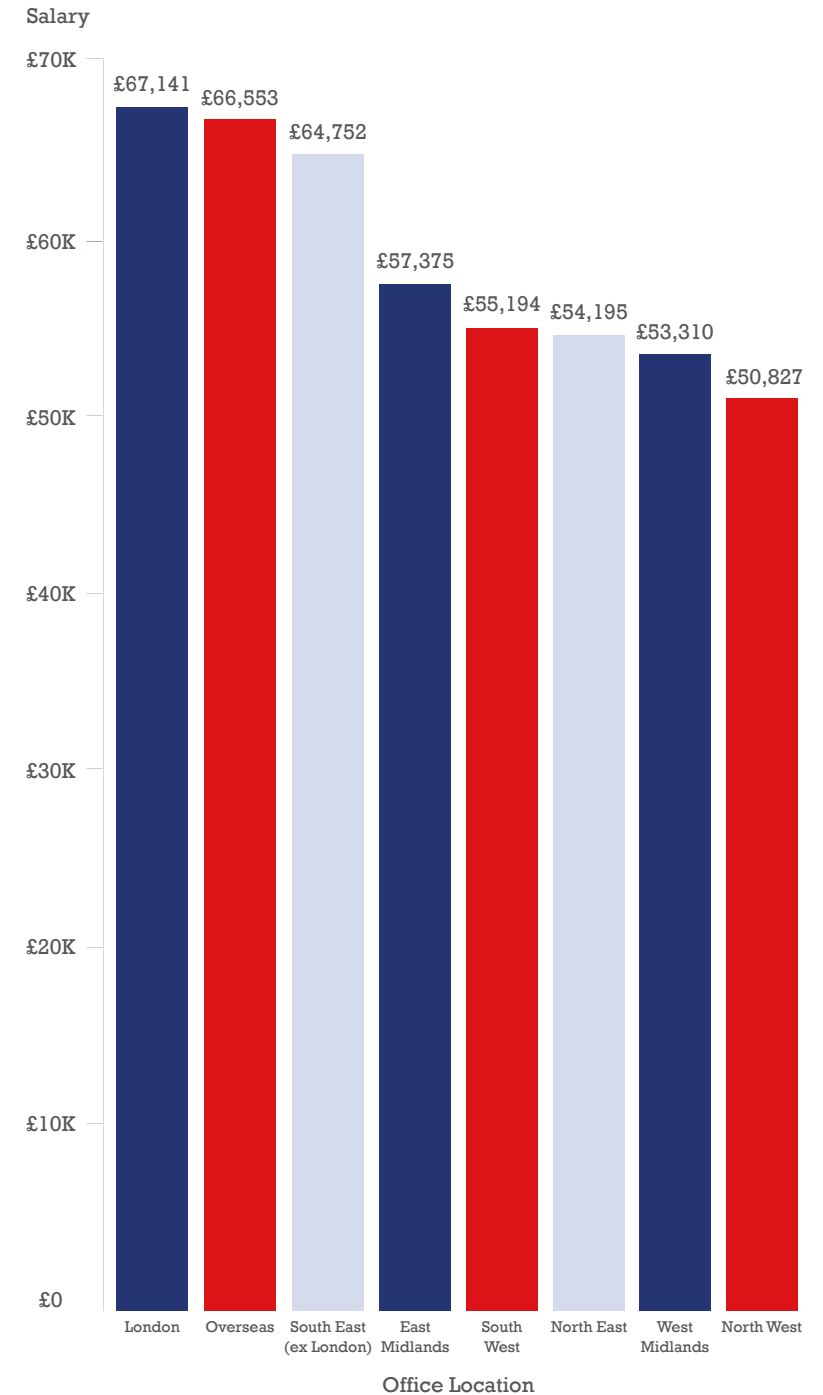
## Locations

CFOs earn the most in every region of the UK with London CFOs earning the most, averaging a salary of £131,000 compared to £104,000 in the South West

The average salary in London across all surveyed candidates was £67,000, while the North West averages the lowest at £50,827 – 24% less than London.

In London, North West and West Midlands, CIMA is the qualification most respondents have, while ACCA is more prominent in all other locations.

Banking and Financial Services is the most popular sector in London and Overseas, with 14.5% and 13.2% of roles being in this sector, respectively. Outside London and Overseas, Manufacturing/Engineering is the most popular sector, with 23.6% of roles in the North East in this sector.

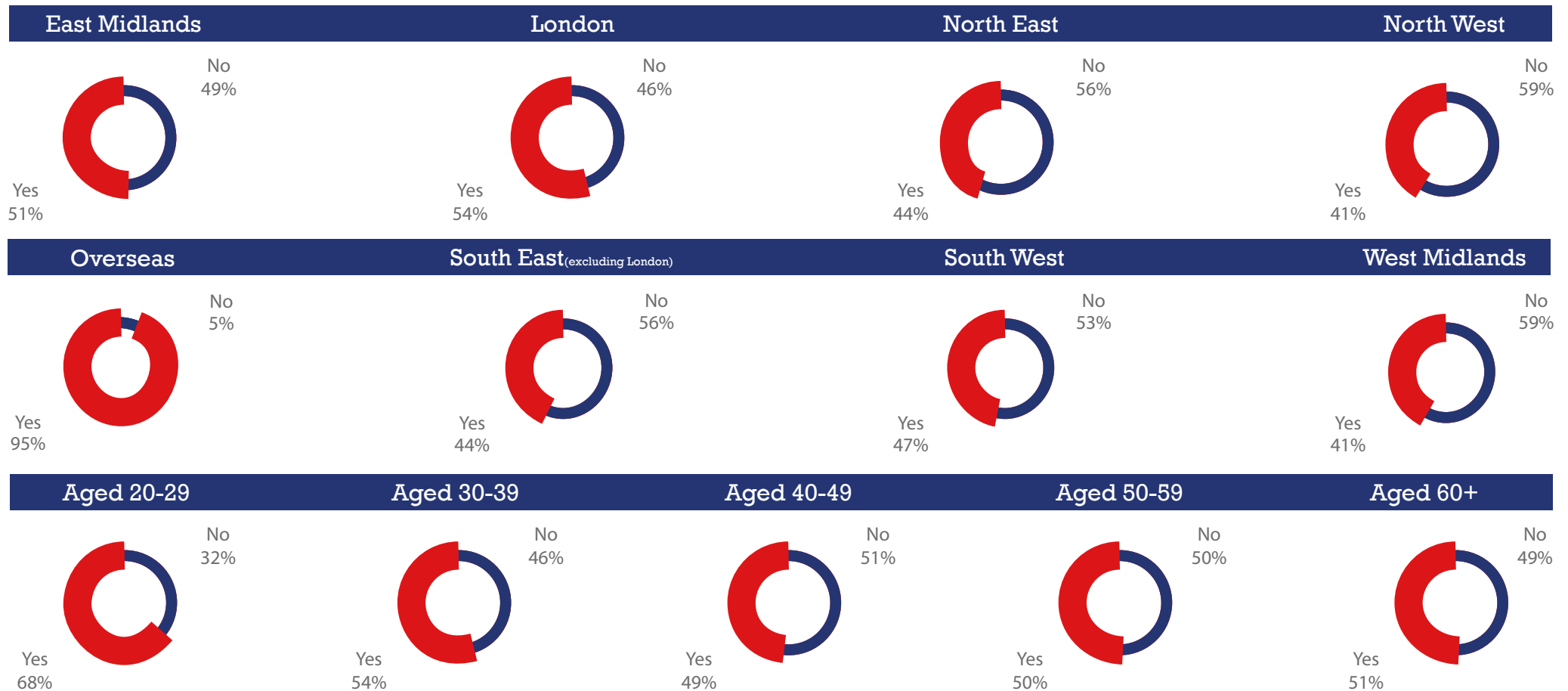


# Relocation

49% of candidates would be willing to relocate for the right role, with London, the Middle East, Continental Europe and USA being the most likely locations. 54% of London-based accountancy professionals are willing to relocate for the right role. Candidates in the North West and West Midlands are less willing to relocate, with 59% and 58% looking for roles in their local area.



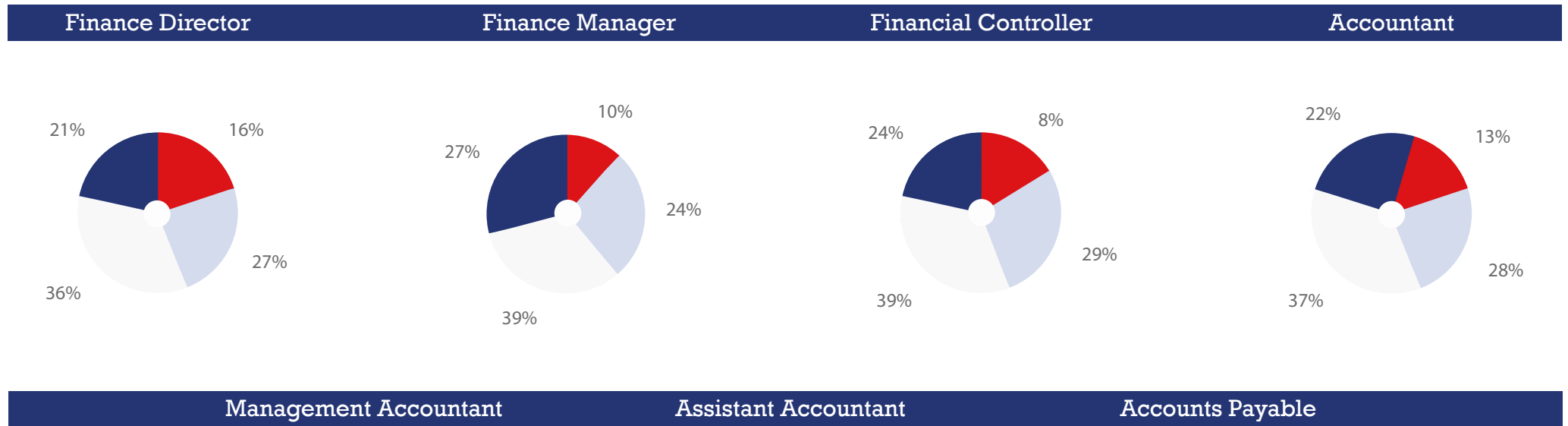
95% of candidates who are currently working overseas are willing to relocate for a role.





## ▶ Length of time in role & job title

The standard time spent in a role is 3 years, with candidates at the start (Accounts Payable 17%) and peak of their career (Finance Director/CFO 16%) more likely to remain in their job for over 10 years.



## ► Highlights for GAAPweb



The average salary of a candidate who has found a job through GAAPweb is £76,087 – 26% higher than those who haven't.



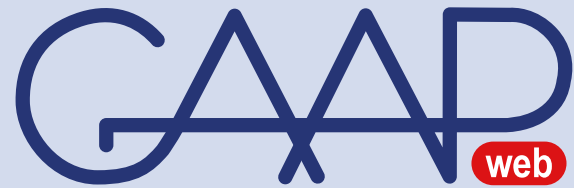
83% of respondents would recommend GAAPweb to peers and colleagues

“Good site with a good selection of roles”  
CFO (Health Sector)

“One of the best job sites for financial professionals”  
FP&A Manager (Engineering Firm)

“Really good job site with easy navigation and application process”  
Finance Manager (Consultancy Services)

“Preferable to other websites because of its lack of endlessly repeated roles”  
Finance Business Partner (Education)



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