

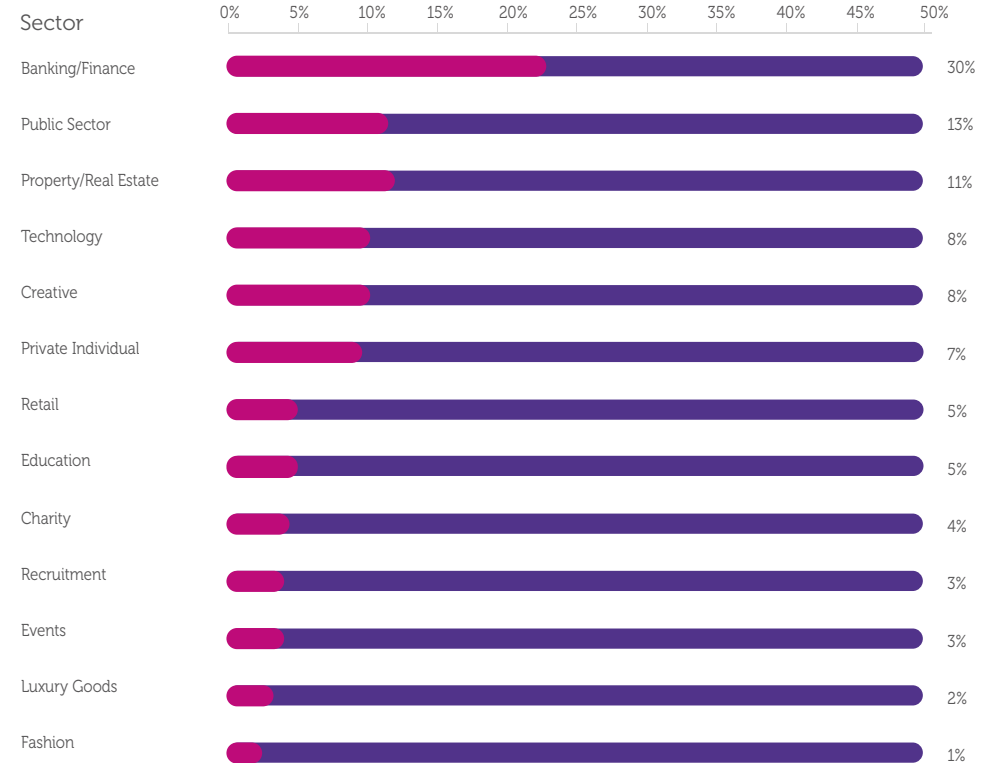
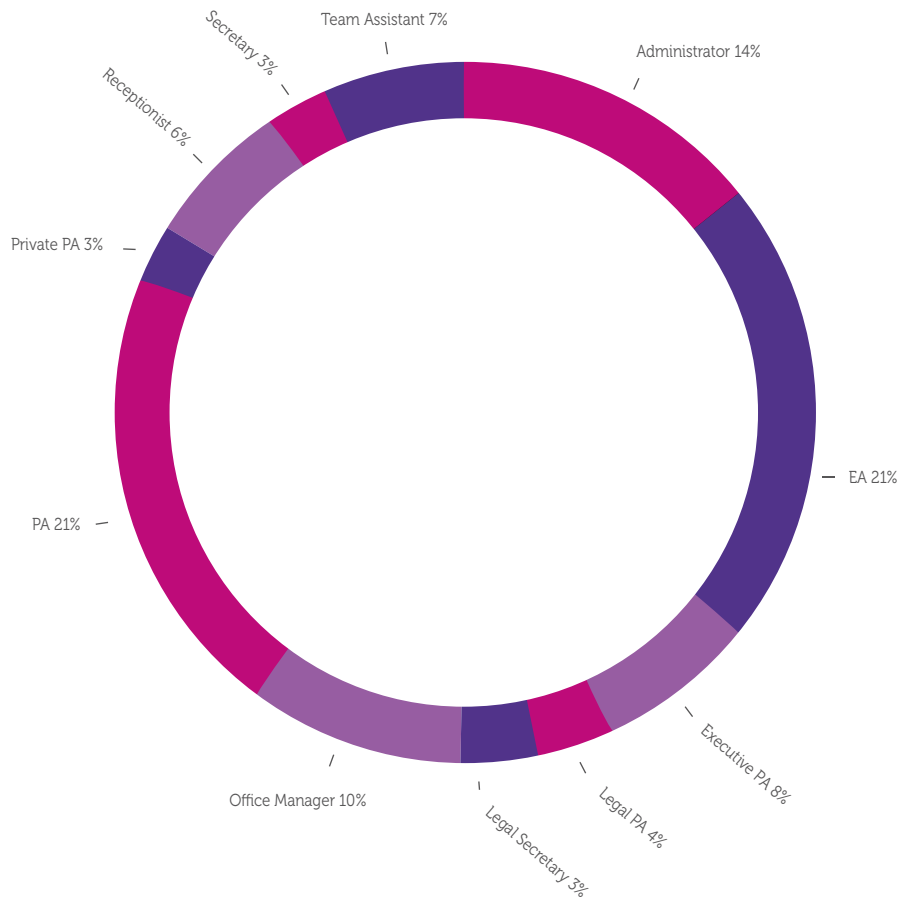


# SECS inthecity

Audience Insight Report 2016

# Introduction

Welcome to SecsintheCity's audience insight report. Over 3,000 Personal Assistants, Executive Assistants and Secretaries, from sectors including Finance, Property, Fashion and the Public Sector, participated in our candidate survey conducted in October 2016. The majority of participants are PAs (21%) and EAs (21%).

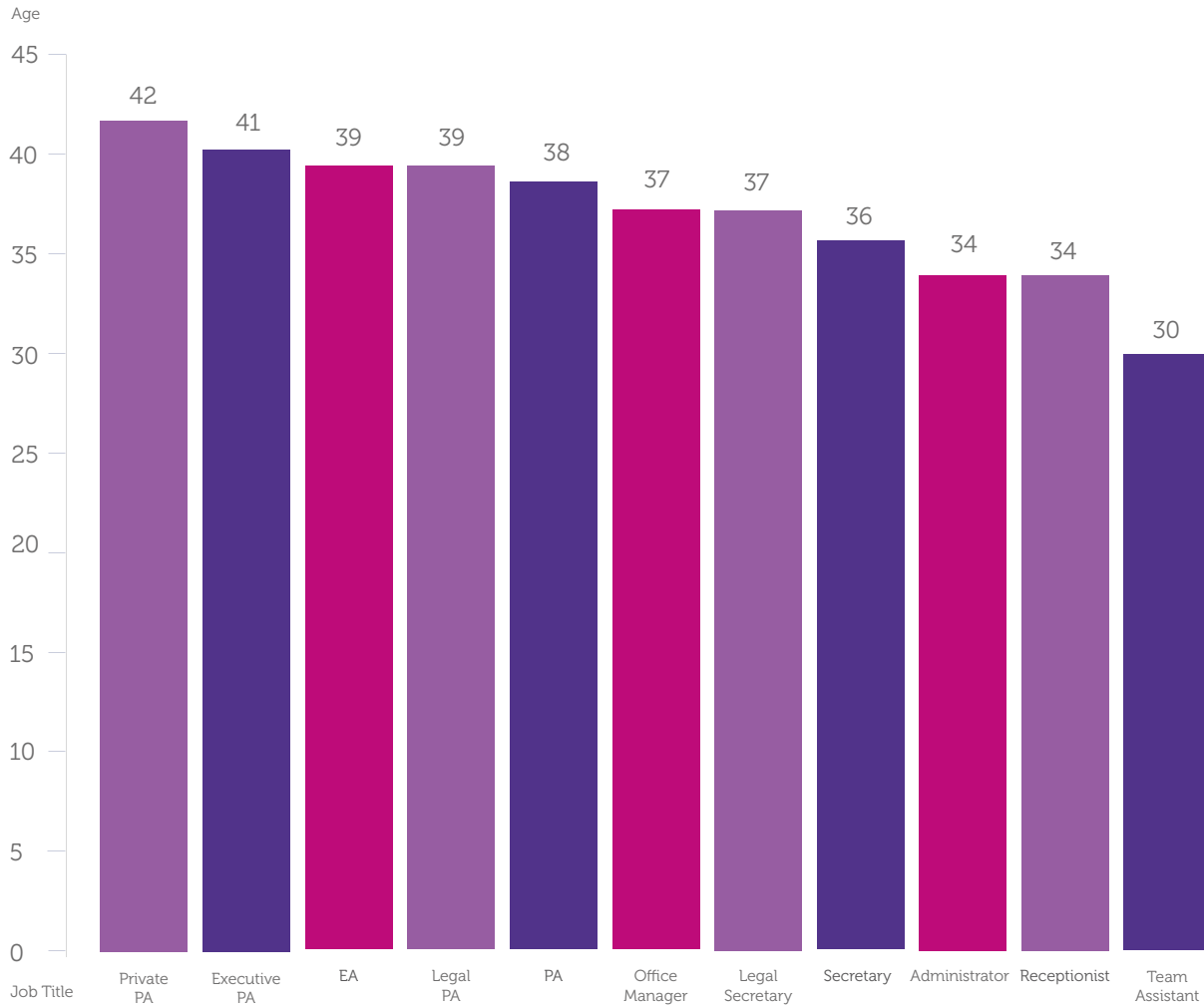


Our findings show that 30% of PA and EA participants work in Banking and Finance. The majority of Administrators (22%) work in the Public Sector while Office Managers (17%) and Secretaries (29%) primarily work in Property.

► Our audience's current employers include:

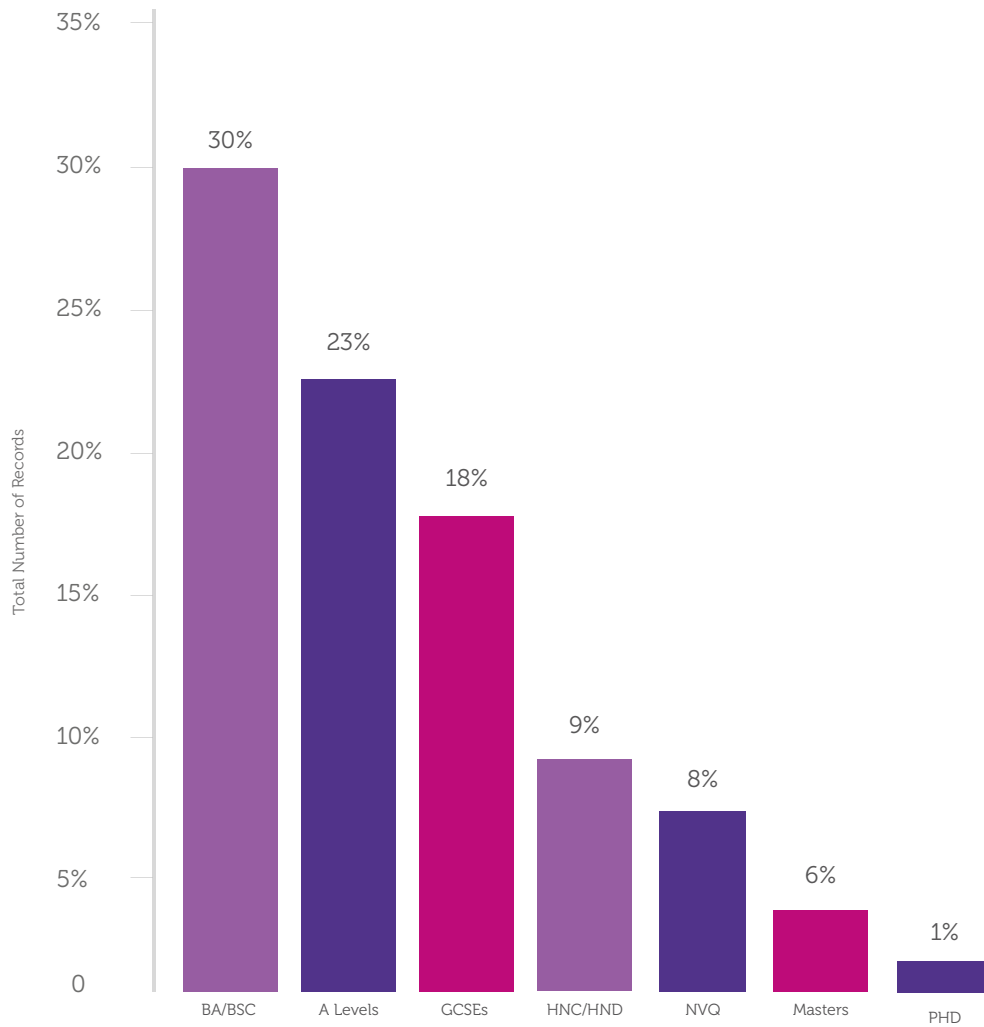


## Demographics: Job title, age & gender



The average age of a participant is 37 years old.

## Demographics: Education



Education Level



37% of respondents have a bachelor's degree or higher.

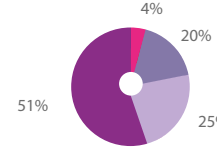
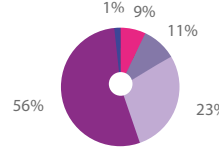
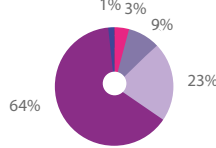
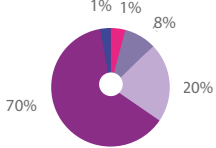
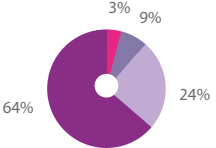
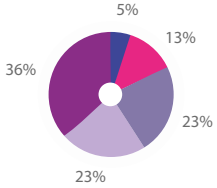


One third of participants can speak a second language, with the majority speaking French (17%), followed by Spanish (7%) and German (4%).

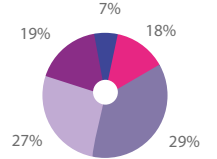
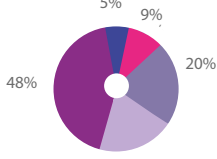
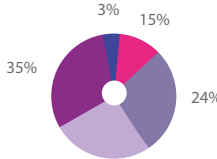
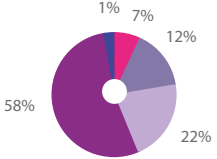
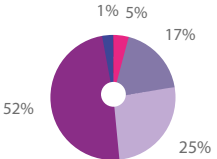
# Demographics: Experience & job title

51% of participants have over 10 years of professional experience and 2% have less than 1 year. Over 70% of Executive PAs have 10+ years experience.

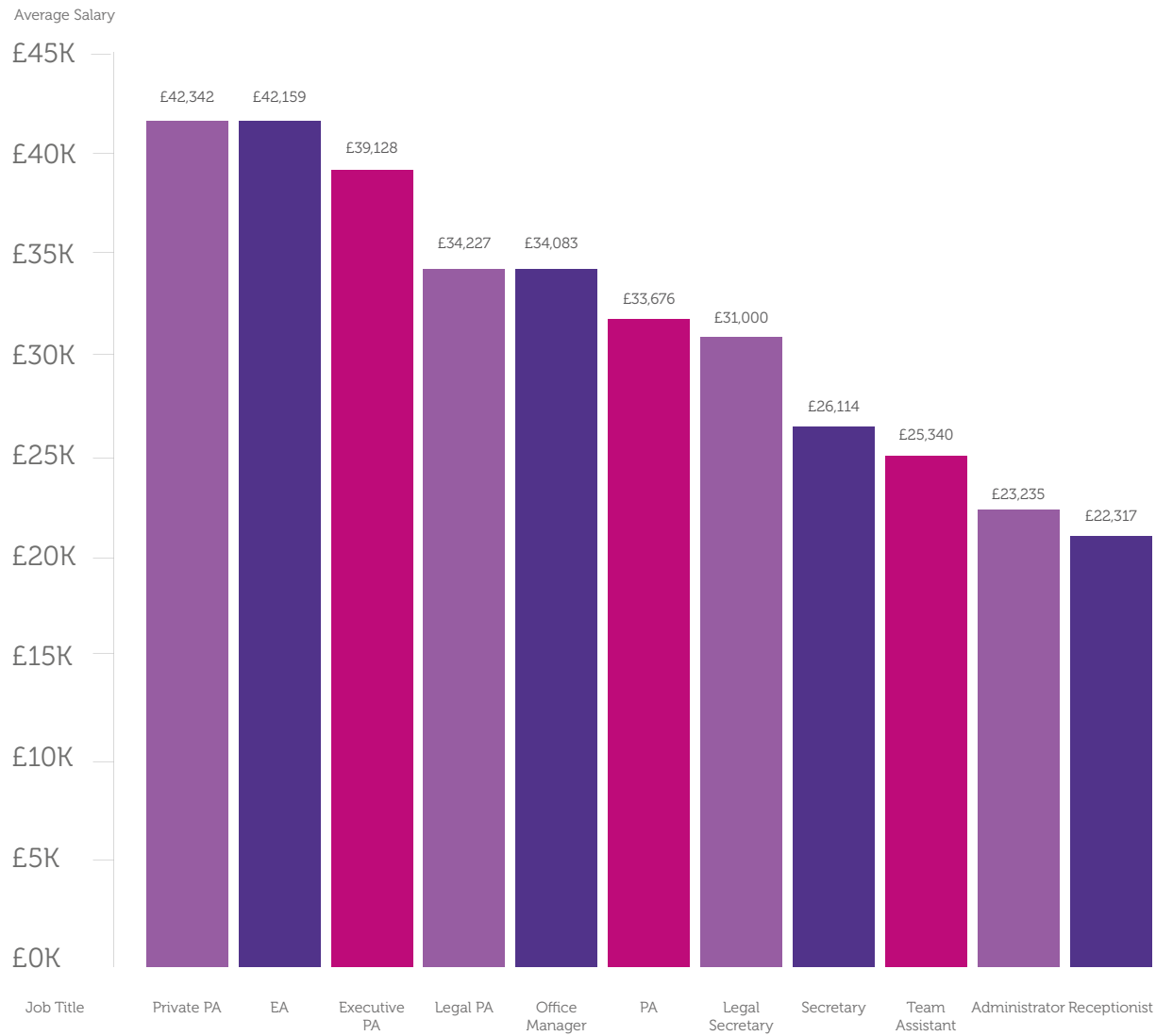
## Administrator      EA      Executive PA      Legal PA      Legal Secretary      Office Manager



## PA      Private PA      Receptionist      Secretary      Team Assistant



## Job title & average salary



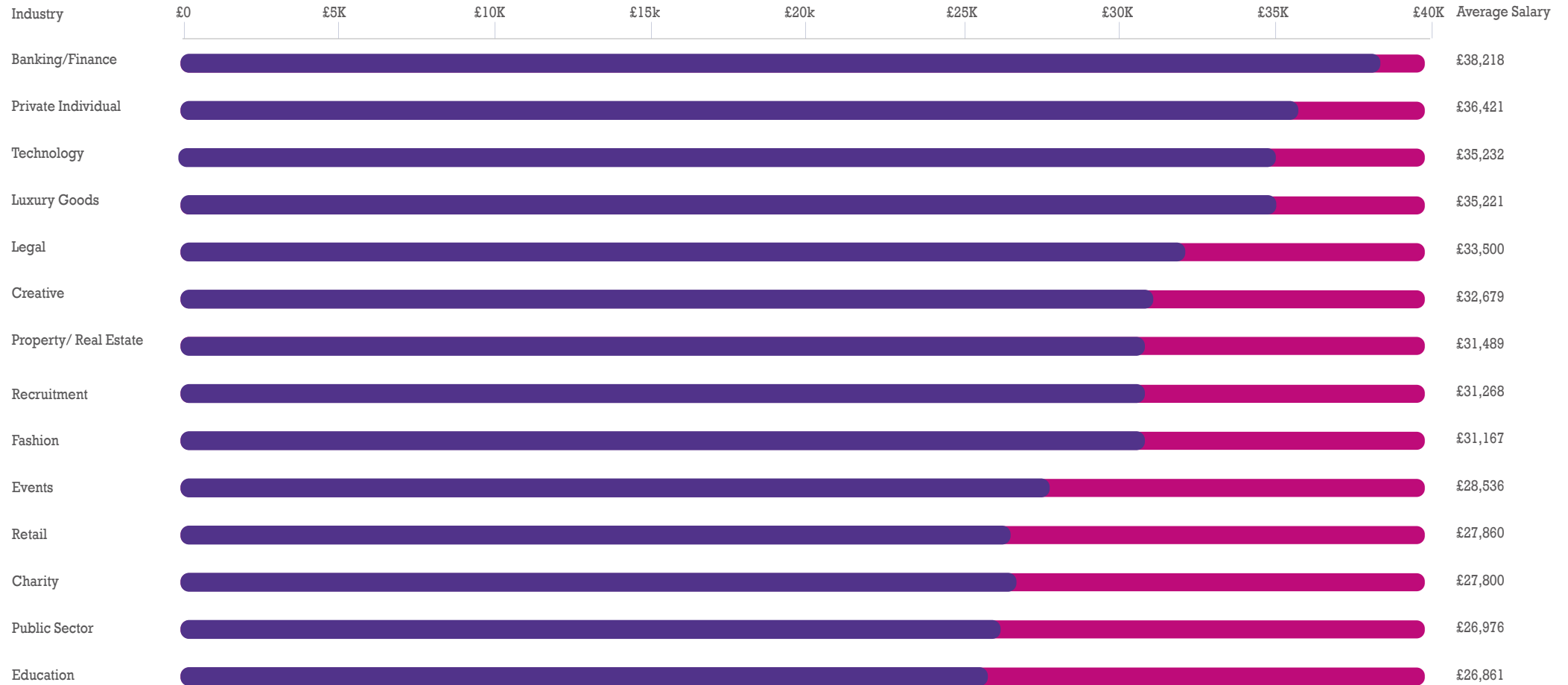
Private PAs and EAs are the highest earning job titles, with Private PAs earning an average of £42,000.

## Job title, salary & location

Location	Administrator	EA	Executive PA	Legal PA	Legal Secretary	Office Manager	PA	Private PA	Receptionist	Secretary	Team Assistant
East London	18,696	39,808	30,833	—	17,500	26,875	26,429	—	18,393	24,167	20,625
Canary Wharf	28,281	42,907	45,625	45,000	31,250	43,333	37,794	—	28,125	31,250	31,250
The City (London)	25,885	42,141	40,959	36,352	34,213	37,533	35,071	37,750	25,129	31,354	28,897
West End (London)	24,728	44,259	44,556	35,833	31,000	35,847	36,003	44,583	23,523	28,438	28,333
West London	25,000	41,389	41,429	33,500	31,250	33,068	36,857	38,906	21,500	26,500	24,318
North London	22,339	37,788	32,955	—	24,167	32,250	31,700	50,000	20,357	21,250	20,500
South London	21,875	37,143	38,000	23,500	26,071	27,632	30,806	42,813	19,423	19,286	21,765
South East England	20,000	38,071	33,375	25,833	19,167	31,328	29,478	39,500	18,077	22,708	19,643
Midlands	38,000	39,286	28,333	—	22,500	27,500	27,368	35,500	16,667	25,625	18,750
North East England	20,833	22,500	28,750	—	—	—	17,500	—	—	—	35,000
North West England	15,000	36,250	26,667	35,000	25,000	27,500	20,000	—	17,500	—	15,000
South West England	20,000	38,000	20,000	31,250	17,500	32,083	29,821	20,000	19,167	22,500	17,500
Yorkshire and Humber	23,125	—	20,000	—	—	35,000	35,000	—	17,500	—	—
Scotland	12,500	31,250	30,833	—	22,500	—	28,500	—	—	10,000	—
Wales	—	10,000	—	—	—	28,750	28,333	22,500	17,500	22,500	—
Ireland	22,500	—	—	—	—	—	45,000	—	—	—	—
Asia	27,500	43,125	—	—	20,833	35,000	37,500	—	10,000	—	10,000
Europe	29,375	46,563	31,786	14,167	—	32,250	37,143	60,625	17,500	10,000	17,500
Middle East	—	56,429	—	—	—	31,250	27,500	55,000	—	17,500	—

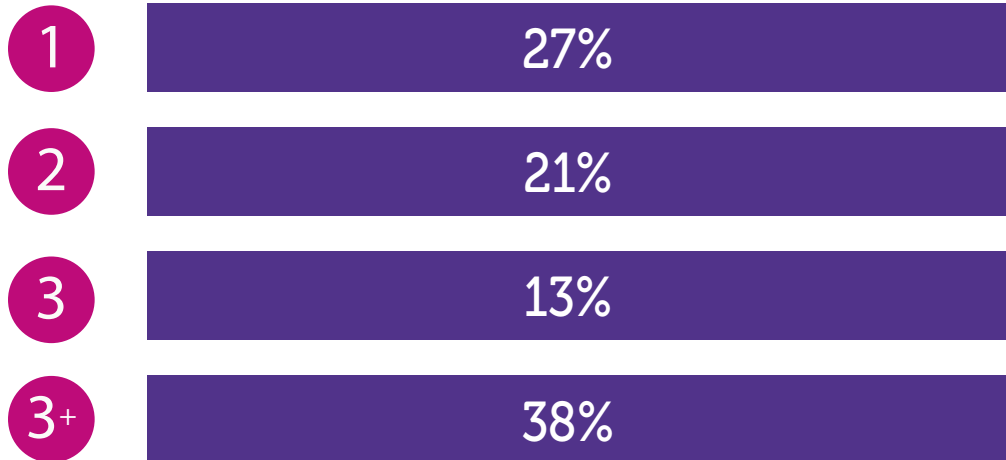


## Industry sector & average salary



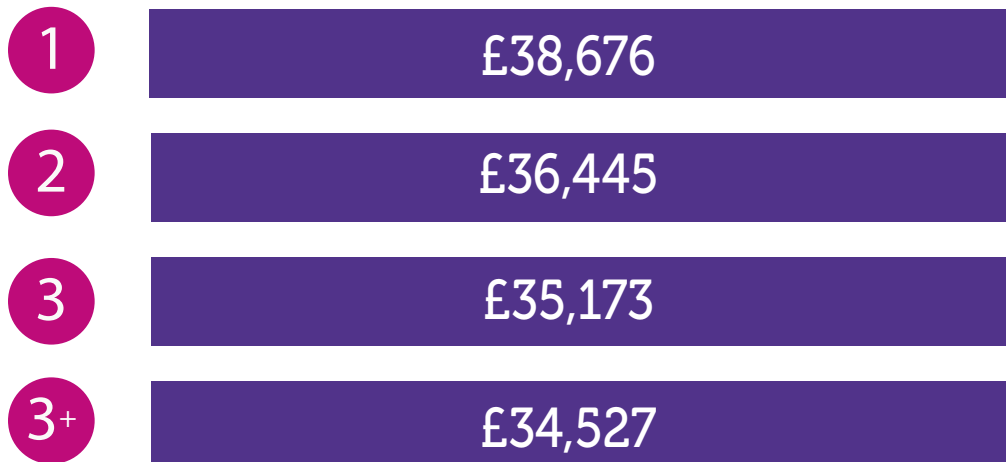
## Multi-boss responsibility

### Number of People Supported



38% of participants provide support to more than 3 people.

### Average Salary

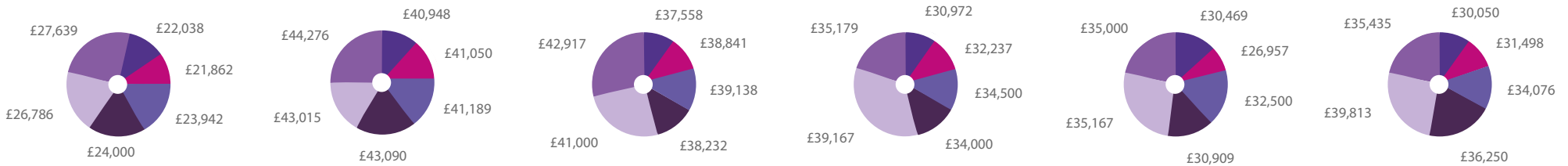


PAs and EAs who support one person earn an average of £38,676.

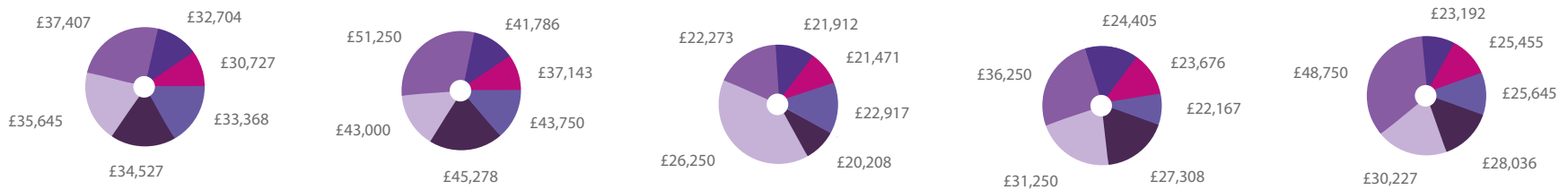
# ► Salary, tenure & job title



## Administrator      EA      Executive PA      Legal PA      Legal Secretary      Office Manager



## PA      Private PA      Receptionist      Secretary      Team Assistant



Private PAs who have been in their role for 10+ years have the highest average salary of £51,250.

Receptionists who have been in their role for 3 to 5 years earn the lowest average salary of £20,208.

## Tenure & salaries

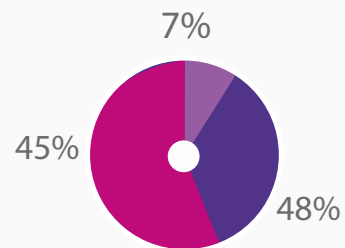
Key

Yes

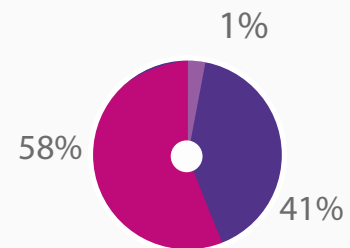
No

Decreased

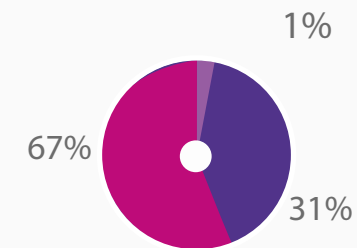
Less than a year



1-2 years



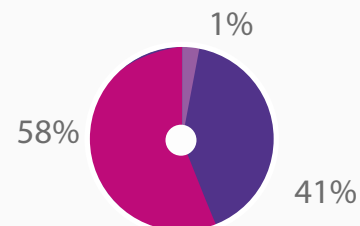
2-3 years



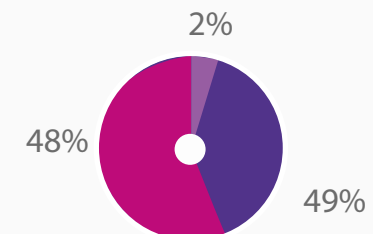
3-5 years



5-10 years



10 years



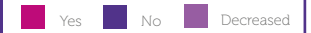
Survey results indicate that if you stay in the same role for up to 5 years, you are more likely to have received a salary increase within the last year. Staying in a role for more than 5 years reduces the likelihood of receiving a salary increase.

# Job title & salary increase

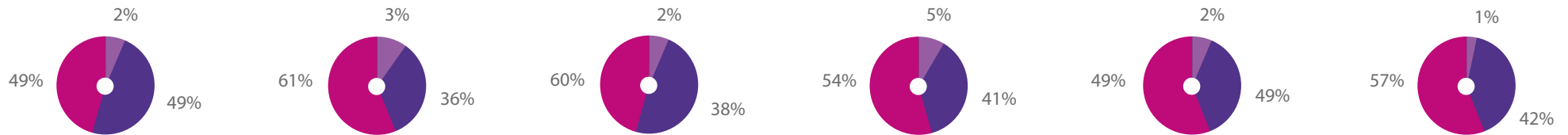
Job Title

56% of participants had a salary increase in the last year.

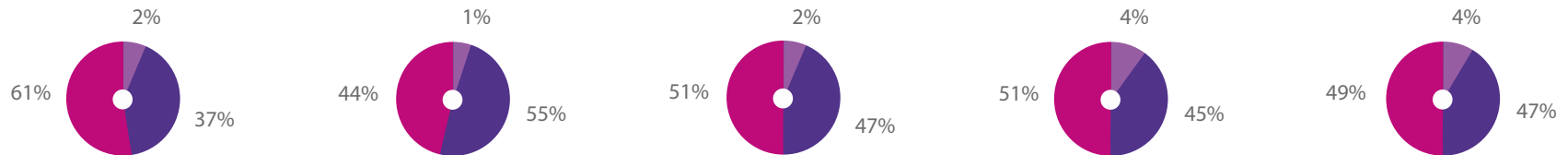
Key



Administrator      EA      Executive PA      Legal PA      Legal Secretary      Office Manager



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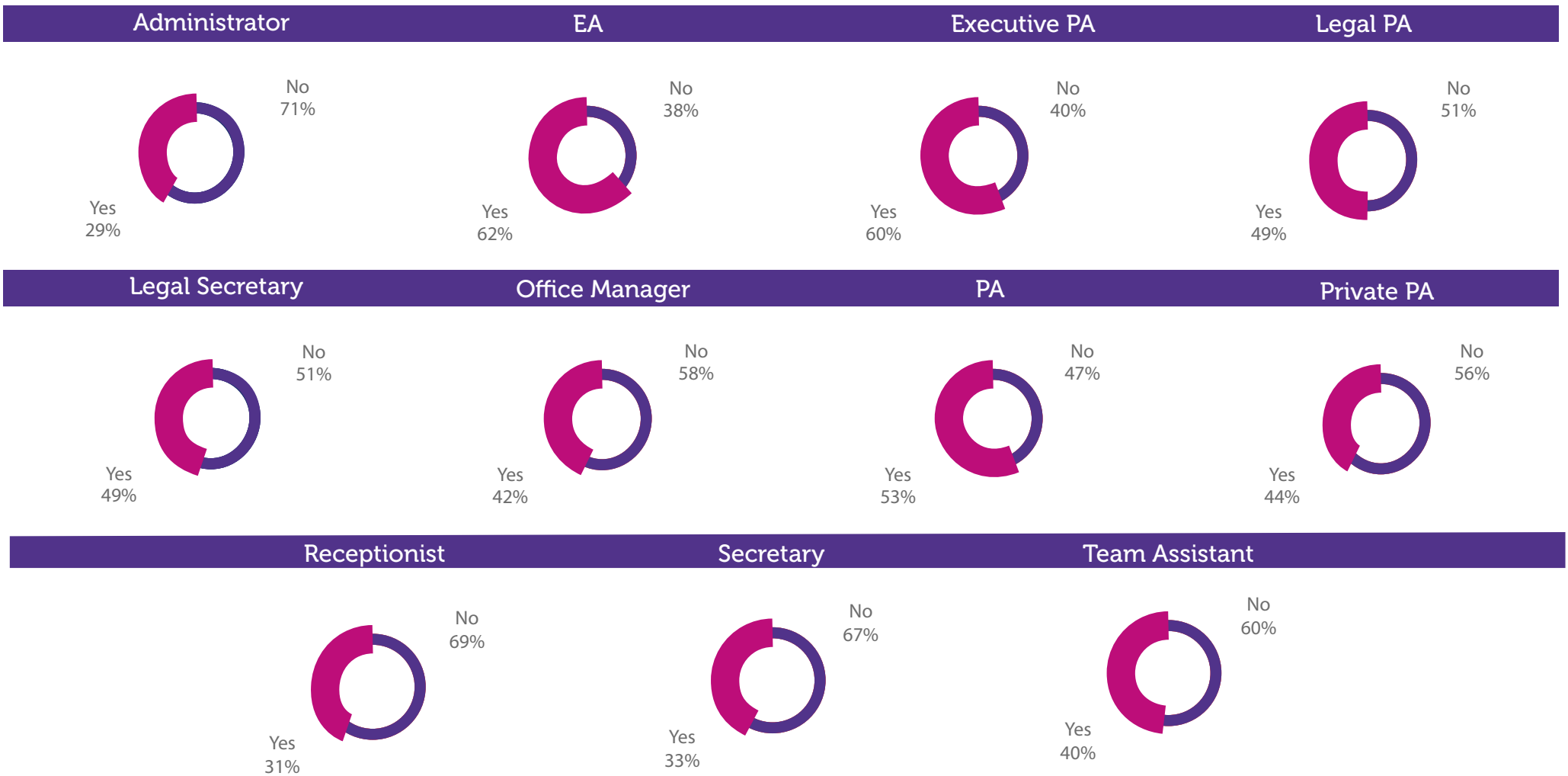
61% of participants in PA and EA roles have had a salary increase in the last year, closely followed by 60% of Executive PAs and 59% of Legal Secretaries.

Results indicate that participants with a salary over £70,000 are the most likely to have had a salary increase in the last year, with 70% of these respondents receiving an increase.

## Job title & bonus

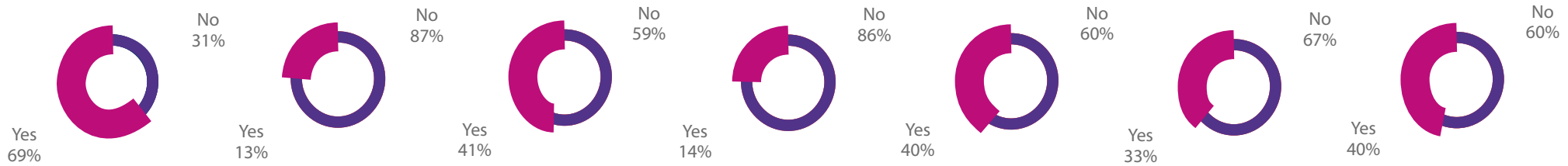
48% of survey participants received a bonus within the last year.

EAs are the most likely to receive a bonus, with 61% receiving a bonus in the last year, and Administrators are the least likely, with only 29% receiving a bonus.

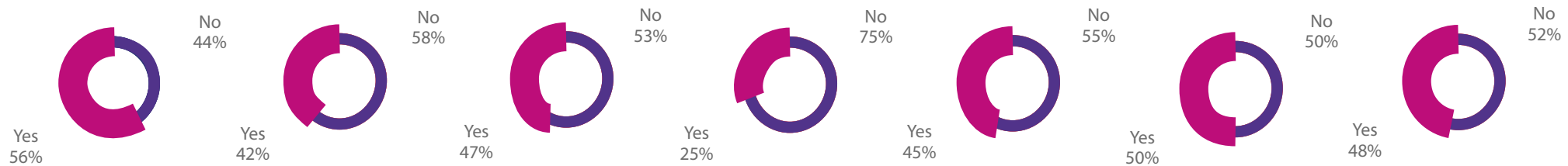


# Sector & bonus

Banking/Finance    Charity    Creative    Education    Events    Fashion    Legal



Luxury Goods    Private/Individual Family    Property/Real Estate    Public Sector    Recruitment    Retail    Technology

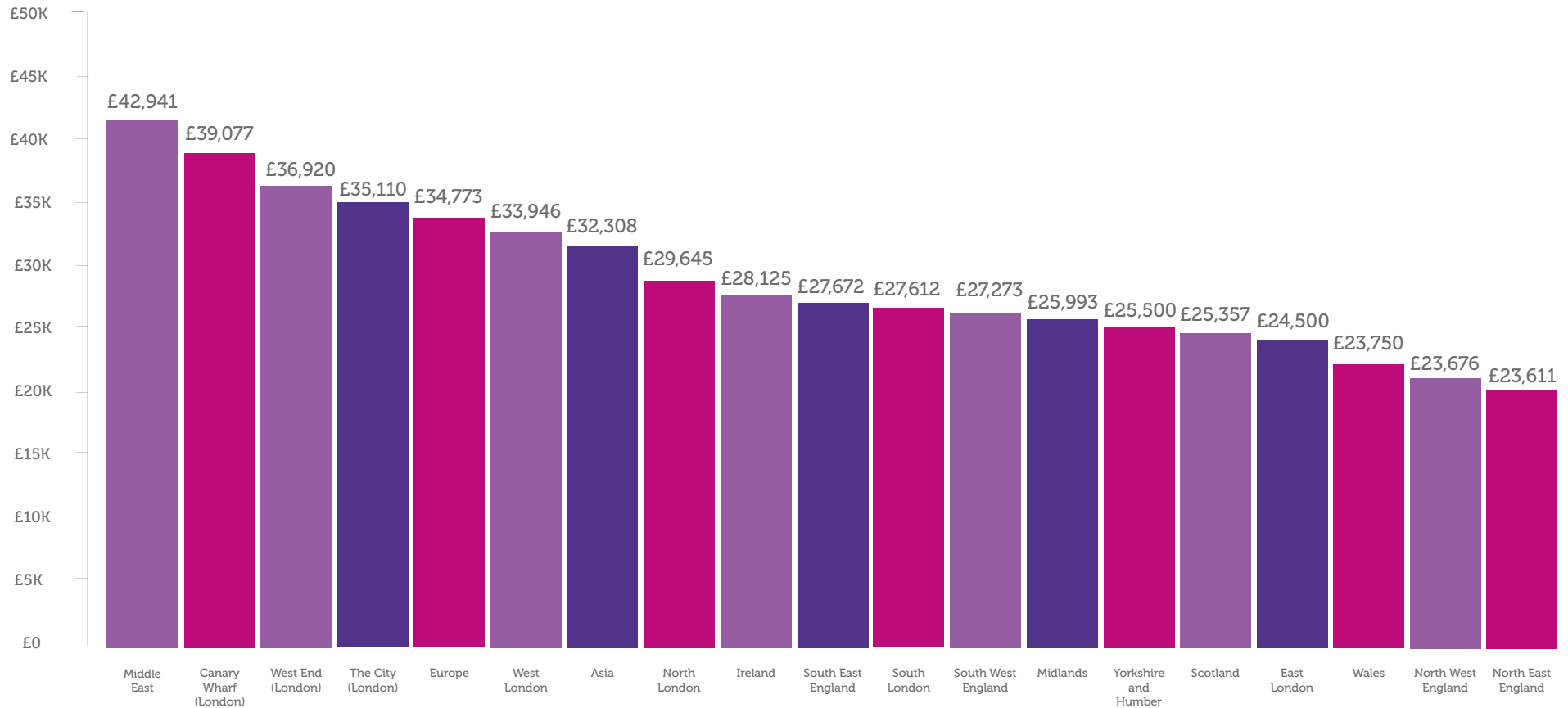


69% of participants working in Banking and Finance have received a bonus, followed by 56% working in the Luxury Goods sector.

With only 13% having received a bonus, those working in the Charity sector are the least likely to receive a bonus.

## Location & Salary

### Salary



Of the participants that took part in the survey, 32% work in the City of London and 23% work in the West End.

65% of participants are willing to relocate for a role. PAs and EAs earning more than £35,000 per year are the most interested in moving to develop their career.

On average, participants based in the Middle East and Canary Wharf earn the highest salaries, averaging £42,941 and £39,077.

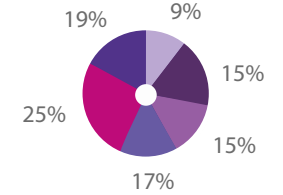
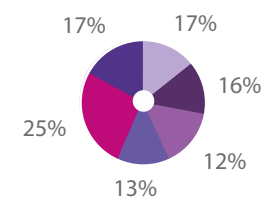
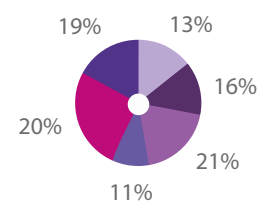
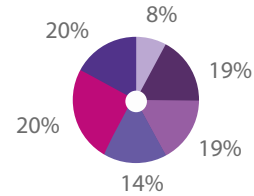
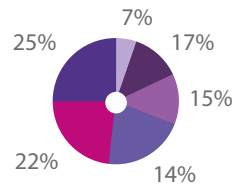
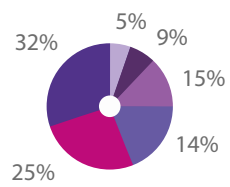


## Time in role & job title

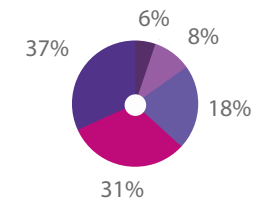
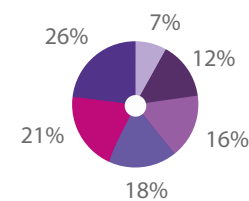
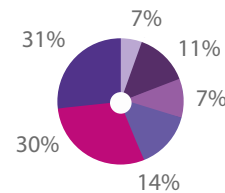
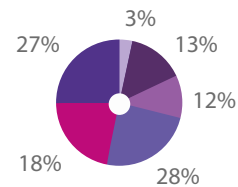
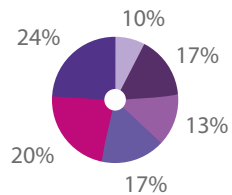
35% of respondents have been in their current role for less than a year and over two thirds have been in their current role for less than 3 years.



Administrator      EA      Executive PA      Legal PA      Legal Secretary      Office Manager



PA      Private PA      Receptionist      Secretary      Team Assistant



Results show that 33% of participants in Administrator positions and 34% in Team Assistant roles have been in their current job for less than a year.

Participants in more specialist roles, such as Legal Secretaries and Legal PAs, are more likely to stay in a role for over 10 years.

## ► SecsintheCity highlights



48% of SecsintheCity candidates are not registered with any other job sites.



The average salary of a candidate who has found their job through SecsintheCity is £38,649 – 19% higher than those who found a job elsewhere.



95% of survey participants would recommend SecsintheCity to peers and colleagues.

*"This is definitely the best and most comprehensive website for PA jobs."  
Executive PA (Banking & Financial Services)*

*"Your website is truly tremendous with aspiring job roles that I always find to apply for."  
PA (Public Sector)*

*"Your website is fantastic and you have great positions on your books."  
Administrator (Leading Record Label)*

*"Very easy to use and informative".  
PA (Education Sector)*

The logo for SECS inthecity is centered in the upper half of the image. It features the word "SECS" in a large, white, serif font, with "inthecity" in a smaller, white, lowercase sans-serif font directly below it. The background is a purple-tinted cityscape of London, featuring prominent buildings like The Shard and The Gherkin, and construction cranes.

# SECS inthecity

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