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compensation, career priorities and recruiting strategies.

Isaac M. O'Bannon • Oct. 05, 2023



The newly released [2024 Salary Guide](#) from Robert Half outlines timely employment trends and starting salaries for hundreds of positions across multiple industries and

occupations. In addition, evolving economic conditions have workers and employers

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- Taking on more responsibilities (26%)
- Feeling underpaid after checking salary market rates (16%)

Almost one-third (31%) of workers said they will look for a new job if they don't get a raise.

2. Flexible work holds weight. More than 6 in 10 workers (62%) would rather stay in a job with flexible work options than accept a higher paying position with rigid in-office requirements. This is most common among Gen Zers (74%) and working parents (68%).

3. Negotiation pitfalls are common. Nearly half (47%) of workers admit to making a salary negotiation mistake, the most common being:

- Accepting too low of a salary for their skills and experience (61%)
- Placing too much emphasis on pay versus the full package, inclusive of perks and benefits (30%)
- Failing to research current salary ranges (29%)

4. Salary transparency offers a hiring advantage. About 6 in 10 hiring managers said that including salary information in job postings helps attract qualified candidates (63%) and provides an edge against competitors (60%). Workers also want pay transparency, and 57% said they would take themselves out of consideration for a role if salary ranges aren't provided upon request.

5. Companies are poised to pay up for top talent. The hiring market is still primarily candidate driven, with more job openings than available talent. As a result, more than half of employers (51%) plan to increase starting salaries in 2024 to attract highly skilled workers. Another 46% said they are adding new perks and benefits.

“Competitive pay and flexible work are top of mind for professionals and will likely

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