

# 2021 ANALYST RELATIONS SALARY SURVEY

I | I | A | R > Institute of Industry Analyst Relations

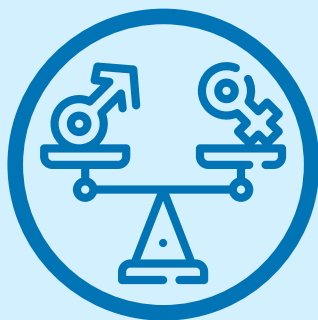
## COMPENSATION TRENDS



Almost

**50%**

of AR pros earn  
more than \$175K  
(base salary)



Women in AR earn

**1.8%**

more than men  
(nearly equal pay  
across genders)



AR pros make

**30%+**

more in  
North America  
than Europe

In the tech industry, AR for software companies pays best

## BUDGET MANAGEMENT



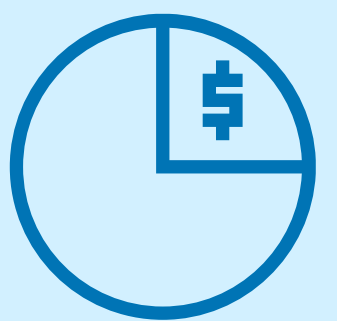
**60%**

of AR pros  
manage  
research budgets



**\$875K**

average budget for  
research contracts  
at tech companies



**\$1M**

average budget  
managed by  
AR sr. directors

Companies pay more for AR experience than years of education

## THE AR FUNCTION



AR  
reports  
to

**51%**  
marketing

**26%**  
comms

**22%**  
strategy



**51%**  
of AR  
programs  
have a global  
focus

Survey Background: This infographic reflects data from an online survey, conducted in March 2021, of AR professionals at technology companies and agencies. Respondents were based across the world (primarily in North America and Europe) and held a variety of AR roles (manager, senior manager, director, etc.) . Complete survey data is available to Institute of Industry Analyst Relations (IIAR>) members.