2021 ANALYST RELATIONS SALARY SURVEY

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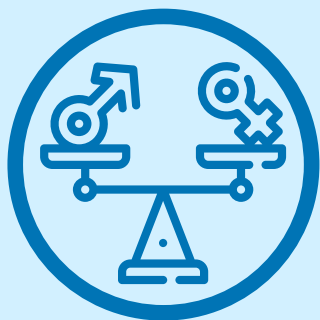
COMPENSATION TRENDS

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
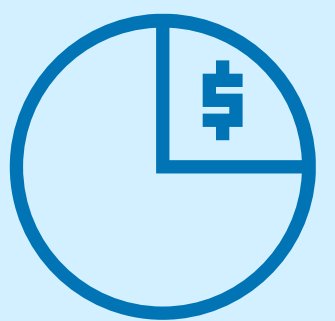
BUDGET MANAGEMENT

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
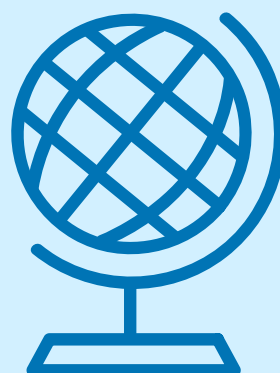
THE AR FUNCTION

AR reports to

51% marketing

26% comms

22% strategy

51% of AR programs have a global focus

survey managed by
CB Resourcing

survey sponsored by
ARInsights