

2021 ANALYST RELATIONS SALARY SURVEY

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

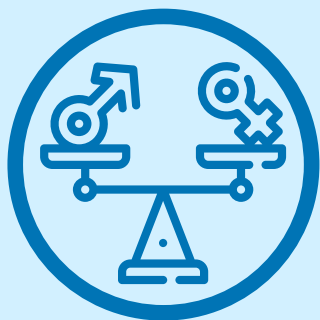
COMPENSATION TRENDS



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



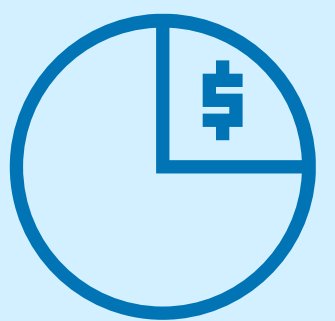
60%

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

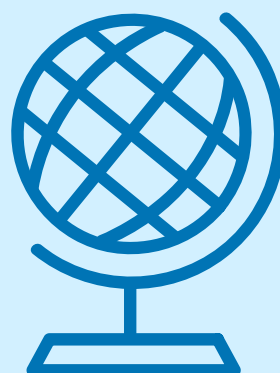


AR
reports
to

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.