2021 ANALYST RELATIONS SALARY SURVEY

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

- 51% of AR programs have a global focus
- AR reports to marketing 51%
- 26% comms
- 22% strategy

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 Influencer & Analyst Relations (IIAR®) members.