

2021 ANALYST RELATIONS SALARY SURVEY

iiAR Institute of Influencer & Analyst Relations

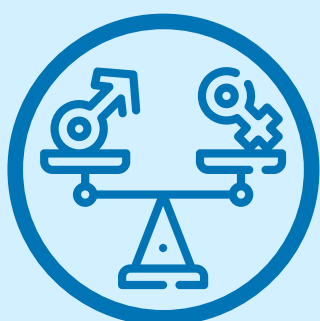
COMPENSATION TRENDS



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



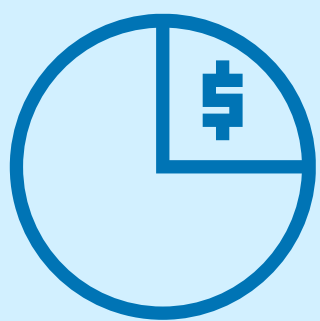
60%

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



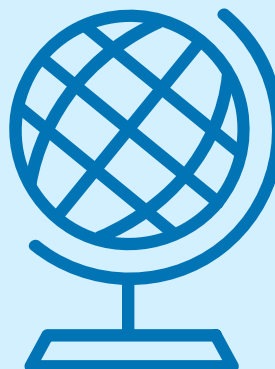
AR reports to



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 Influencer & Analyst Relations (iiAR) members.