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2015 Compensation Statistics

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Data herein were obtained exclusively from MarketResearchCareers.com from the tenth *Annual Survey of Market Research Professionals*.

The survey was conducted between January 12 and February 1, 2015 obtaining 675 completions from Market Research professionals.

Participants were randomly selected from MarketResearchCareers' membership of more than 50,000 researchers who were invited via email to participate in an online survey. The data have an aggregate tolerance of +/- 3.8% at the 95% confidence level.

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Compensation of MR Professionals by Title

- Currently the typical MR professional has an annual salary approaching \$105,500. In 2015, MR Professionals expect an average raise of 3.0% and an annual bonus of more than \$25,000.

2015 Compensation by Title

Title	Average Salary	Average Annual Bonus	Average 2015 Raise	N=
Project Director	\$67,544	\$12,722	2.5%	17
Senior Project Director	\$76,404	\$19,033	3.5%	21
Research Analyst	\$54,125	\$16,111	3.0%	22
Senior Research Analyst	\$75,077	\$7,890	3.5%	45
Research Manager/Director	\$94,379	\$16,679	3.1%	157
Senior Research Manager/Director	\$116,250	\$21,872	3.1%	135
Account Executive/Manager	\$68,194	\$5,700	1.9%	9
Senior Account Executive/Manager	\$96,146	\$29,909	2.1%	24
Statistician	\$78,000	\$4,250	3.4%	5
Assistant Vice President	\$118,750	\$23,833	3.3%	8
Vice President	\$125,575	\$27,470	2.7%	76
Senior Vice President	\$161,190	\$57,307	3.4%	42
President/General Manager	\$147,209	\$57,463	2.9%	37
Owner	\$123,727	\$49,250	3.2%	67
All Job Titles	\$105,488	\$25,134	3.0%	665

Q: In what range does your BASE SALARY fall? (Select one) N=675

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=675

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2015? (Select one) N=675

Comparison to 2014

- On average and compared to the prior year, all forms of compensation increased for MR professionals—driven in large part by those earning well over \$100,000 per year.

Compensation Trend by Title

Title	2015			2014			Change		
	Average Salary	Average Annual Bonus	Average 2015 Raise	Average Salary	Average Annual Bonus	Average 2014 Raise	Average Salary	Average Annual Bonus	Average Raise
Project Director	\$67,544	\$12,722	2.5%	\$62,281	\$11,357	4.3%	8.5%	12.0%	-40.5%
Senior Project Director	\$76,404	\$19,033	3.5%	\$88,031	\$11,718	1.8%	-13.2%	62.4%	98.6%
Research Analyst	\$54,125	\$16,111	3.0%	\$52,210	\$2,659	3.0%	3.7%	505.8%	0.8%
Senior Research Analyst	\$75,077	\$7,890	3.5%	\$81,119	\$6,079	2.9%	-7.4%	29.8%	21.9%
Research Manager/Director	\$94,379	\$16,679	3.1%	\$100,118	\$14,884	2.7%	-5.7%	12.1%	15.4%
Senior Research Manager/Director	\$116,250	\$21,872	3.1%	\$114,448	\$17,255	3.3%	1.6%	26.8%	-4.3%
Account Executive/Manager	\$68,194	\$5,700	1.9%	\$61,000	\$31,937	3.9%	11.8%	-82.2%	-51.3%
Senior Account Executive/Manager	\$96,146	\$29,909	2.1%	\$78,796	\$20,062	2.4%	22.0%	49.1%	-12.8%
Statistician	\$78,000	\$4,250	3.4%	\$75,857	\$4,214	4.0%	2.8%	0.8%	-15.0%
Assistant Vice President	\$118,750	\$23,833	3.3%	\$132,500	\$25,428	2.9%	-10.4%	-6.3%	13.8%
Vice President	\$125,575	\$27,470	2.7%	\$130,708	\$29,050	2.2%	-3.9%	-5.4%	23.9%
Senior Vice President	\$161,190	\$57,307	3.4%	\$161,156	\$39,516	2.6%	0.0%	45.0%	30.6%
President/General Manager	\$147,209	\$57,463	2.9%	\$132,854	\$36,129	3.8%	10.8%	59.0%	-24.7%
Owner	\$123,727	\$49,250	3.2%	\$117,320	\$26,789	2.8%	5.5%	83.8%	14.6%
All Job Titles	\$105,488	\$25,134	3.0%	\$103,349	\$19,032	2.9%	2.1%	32.1%	3.5%

Q: In what range does your BASE SALARY fall? (Select one) N=675

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=675

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2015? (Select one) N=675

Compensation of MR Professionals by Years of Experience

- Not surprisingly, base compensation and bonuses tend to increase with years of experience—with raise percentages maintaining their historical inverse relationship.

2015 Compensation by Title and Years of Experience

Title	Average Salary				Average Annual Bonus				Average 2015 Raise			
	1-5 Years	6-15 Years	16+ Years	All	1-5 Years	6-15 Years	16+ Years	All	1-5 Years	6-15 Years	16+ Years	All
Project Director	\$55,333	\$74,428	\$65,893	\$67,544	\$4,500	\$15,666	\$8,000	\$12,722	5.0%	2.4%	1.6%	2.5%
Senior Project Director	\$57,500	\$81,958	\$72,285	\$76,404	\$51,750	\$17,333	\$6,500	\$19,033	6.0%	4.3%	1.4%	3.5%
Research Analyst	\$51,958	\$56,725		\$54,125	\$21,000	\$10,000		\$16,111	3.3%	2.7%		3.0%
Senior Research Analyst	\$67,312	\$76,500	\$77,291	\$75,077	\$5,500	\$9,375	\$5,333	\$7,890	5.0%	3.6%	2.4%	3.5%
Research Manager/Director	\$74,204	\$91,562	\$102,478	\$94,379	\$5,833	\$11,386	\$25,888	\$16,679	4.2%	3.2%	2.7%	3.1%
Senior Research Manager/Director	\$78,392	\$115,000	\$122,203	\$116,250	\$27,800	\$18,270	\$25,833	\$21,872	3.4%	3.6%	2.5%	3.1%
Account Executive/Manager	\$67,083	\$65,000	\$76,250	\$68,194	\$6,500	\$8,500	\$500	\$5,700	1.3%	2.8%	1.0%	1.9%
Senior Account Executive/Manager	\$78,125	\$87,500	\$112,000	\$96,146	\$16,166	\$37,250	\$26,333	\$29,909	2.5%	2.1%	2.0%	2.1%
Statistician		\$53,333	\$115,000	\$78,000		\$1,500	\$7,000	\$4,250		4.3%	2.0%	3.4%
Assistant Vice President		\$112,000	\$130,000	\$118,750		\$20,833	\$26,833	\$23,833		2.4%	4.7%	3.3%
Vice President	\$125,000	\$125,924	\$125,432	\$125,575		\$27,130	\$28,279	\$27,470	1.0%	3.8%	2.2%	2.7%
Senior Vice President		\$154,722	\$162,954	\$161,190		\$71,250	\$53,709	\$57,307		1.7%	3.9%	3.4%
President/General Manager		\$70,562	\$156,500	\$147,209		\$4,500	\$59,500	\$57,463		3.3%	2.8%	2.9%
Owner	\$113,750	\$123,863	\$124,069	\$123,727		\$37,000	\$52,305	\$49,250	6.5%	2.5%	3.2%	3.2%
All Job Titles	\$69,325	\$99,161	\$122,606	\$105,488	\$14,818	\$19,057	\$35,632	\$25,134	3.9%	3.3%	2.7%	3.0%

Q: In what range does your BASE SALARY fall? (Select one) N=675

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=675

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2015? (Select one) N=675

Compensation of MR Professionals by Role

- On average, corporate research departments (MR Buyers) pay higher salaries yet lower annual bonuses.

2015 Compensation by Title and Role

Title	Average Salary			Average Annual Bonus			Annual 2015 Raise		
	Supplier	Buyer	All	Supplier	Buyer	All	Supplier	Buyer	All
Project Director	\$65,883	\$80,000	\$67,544	\$12,071	\$15,000	\$12,722	2.6%	2.0%	2.5%
Senior Project Director	\$71,843	\$91,000	\$76,404	\$13,636	\$33,875	\$19,033	3.6%	3.2%	3.5%
Research Analyst	\$50,671	\$63,333	\$54,125	\$3,333	\$41,666	\$16,111	2.7%	4.0%	3.0%
Senior Research Analyst	\$72,666	\$77,187	\$75,077	\$3,833	\$10,325	\$7,890	3.2%	3.8%	3.5%
Research Manager/Director	\$83,286	\$101,618	\$94,379	\$10,521	\$20,669	\$16,679	3.0%	3.1%	3.1%
Senior Research Manager/Director	\$98,909	\$125,511	\$116,250	\$12,454	\$25,709	\$21,872	3.4%	3.0%	3.1%
Account Executive/Manager	\$71,000	\$64,687	\$68,194	\$2,000	\$8,166	\$5,700	0.6%	3.5%	1.9%
Senior Account Executive/Manager	\$96,818	\$88,750	\$96,146	\$31,214	\$2,500	\$29,909	2.0%	3.5%	2.1%
Statistician	\$90,000	\$60,000	\$78,000	\$5,500	\$3,000	\$4,250	5.0%	1.0%	3.4%
Assistant Vice President	\$107,500	\$130,000	\$118,750	\$5,166	\$42,500	\$23,833	2.5%	4.0%	3.3%
Vice President	\$118,772	\$144,625	\$125,575	\$23,406	\$37,736	\$27,470	2.6%	3.1%	2.7%
Senior Vice President	\$160,833	\$163,333	\$161,190	\$55,214	\$75,625	\$57,307	3.4%	3.7%	3.4%
President/General Manager	\$149,264	\$111,250	\$147,209	\$57,846	\$47,500	\$57,463	2.9%	1.5%	2.9%
Owner	\$130,184	\$99,285	\$123,727	\$47,955	\$54,750	\$49,250	3.2%	3.1%	3.2%
All Job Titles	\$104,512	\$106,881	\$105,488	\$26,223	\$23,732	\$25,134	3.0%	3.1%	3.0%

Q: In what range does your BASE SALARY fall? (Select one) N=675

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=675

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2015? (Select one) N=675

Compensation of MR Professionals by Industry

- Market Research professionals working in the Engineering, Retail/Wholesale Trade, Banking/Finance or Consumer Package Goods earn the highest *total* compensation—nearly \$150,000 per year.

2015 Compensation by Industry

Industry	Average Salary	Average Annual Bonus	Average 2015 Raise
Advertising/Public Relations	\$105,200	\$24,571	2.8%
Banking/Finance	\$119,400	\$31,421	3.8%
Computer Hardware/Software/Networking	\$109,219	\$22,500	3.9%
Consulting	\$100,341	\$33,428	2.2%
Consumer Package Goods	\$116,828	\$32,705	2.5%
Education	\$81,160	\$17,166	2.3%
Engineering	\$125,000	\$30,000	7.5%
Entertainment	\$112,250	\$36,583	4.6%
Healthcare	\$119,591	\$26,714	3.0%
Hospitality	\$102,222	\$16,071	4.0%
Insurance	\$100,208	\$18,300	2.8%
Local/State/Federal Government	\$69,375	\$4,000	2.0%
Market Research	\$106,196	\$28,585	3.0%
Media/Publishing	\$101,913	\$19,777	2.4%
Research and Development	\$90,000	\$14,900	4.7%
Retail/Wholesale Trade	\$117,692	\$33,800	2.8%
Telecommunications/Data Communications	\$115,416	\$29,416	1.2%
Transportation/Travel	\$116,764	\$18,437	3.6%
Other	\$107,967	\$22,352	3.7%
All Industries	\$105,488	\$25,134	3.0%

Q: In what range does your *BASE SALARY* fall? (Select one) N=675

Q: In what range does your *ANNUAL BONUS* plus any *SALES COMMISSION* fall? (Select one) N=675

Q: Measured as a *PERCENTAGE* of your *BASE SALARY*, what raise did you already receive or do you expect to receive for 2015? (Select one) N=675

Compensation of MR Professionals by Geography

- Generally, the highest salaries and total compensation are earned by Market Research professionals working in the Eastern or Pacific regions/time zones of the United States.

2015 Compensation by Geography

Geographic Region	Average Salary	Average Annual Bonus	Average 2015 Raise
Eastern	\$111,540	\$27,800	2.9%
Central	\$104,166	\$26,978	3.2%
Mountain	\$85,416	\$4,100	5.0%
Pacific	\$110,867	\$24,157	3.6%
All Regions	\$105,488	\$25,134	3.0%

Q: In what range does your BASE SALARY fall? (Select one) N=675

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=675

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2015? (Select one) N=675