

**2018 Annual  
Compensation  
Statistics**

**Market Research  
Professionals**



## 2018 Annual Compensation by Job Title

Title	Annual Average Base	Average Annual Bonus	Total Annual Compensation
Project Director	\$68,500	\$3,227	\$71,726
Senior Project Director	\$100,500	\$6,250	\$106,749
Research Analyst	\$80,000	\$4,375	\$84,374
Senior Research Analyst	\$86,250	\$5,750	\$91,999
Research Manager/Director	\$104,519	\$9,615	\$114,134
Senior Research Manager/Director	\$128,900	\$11,100	\$139,999
Account Executive/Manager	\$98,125	\$7,500	\$105,624
Senior Account Executive/Manager	\$106,250	\$25,416	\$131,666
Statistician	\$155,000	\$2,500	\$157,500
Brand Manager	\$134,500	\$20,700	\$155,199
Assistant Vice President	\$118,750	\$17,500	\$136,249
Vice President	\$135,394	\$19,236	\$154,631
Senior Vice President	\$165,119	\$38,714	\$203,833
President/General Manager	\$184,531	\$44,833	\$229,364
Owner	\$173,295	\$47,812	\$221,107

## 2018 Annual Compensation by Title and Role

Title	Client Side			Supplier Side		
	Annual Average Base	Average Annual Bonus	Total Annual Compensation	Annual Average Base	Average Annual Bonus	Total Annual Compensation
Project Director	\$89,166	\$4,833	\$93,999	\$60,750	\$2,625	\$63,374
Senior Project Director	\$106,250	\$6,500	\$112,749	\$96,666	\$4,500	\$101,166
Research Analyst	\$79,166	\$4,833	\$83,999	\$82,500	\$1,990	\$84,490
Senior Research Analyst	\$87,500	\$8,000	\$95,499	\$85,000	\$3,500	\$88,499
Research Manager/Director	\$109,565	\$13,173	\$122,738	\$97,265	\$4,500	\$101,765
Senior Research Manager/Director	\$134,642	\$14,071	\$148,713	\$121,590	\$7,318	\$128,908
Account Executive/Manager	\$98,500	\$10,050	\$108,550	\$92,500	\$4,167	\$96,666
Senior Account Executive/Manager	\$110,000	\$27,500	\$137,499	\$104,000	\$20,500	\$124,499
Statistician				\$155,000	\$2,500	\$157,500
Brand Manager	\$139,375	\$21,500	\$160,875	\$115,000	\$17,500	\$132,499
Assistant Vice President	\$145,000	\$17,500	\$162,499	\$92,500	\$17,500	\$109,999
Vice President	\$161,875	\$35,750	\$197,624	\$128,333	\$14,833	\$143,166
Senior Vice President	\$185,000	\$42,500	\$227,499	\$164,125	\$30,025	\$194,149
President/General Manager	\$183,750	\$77,500	\$261,249	\$184,642	\$35,500	\$220,142
Owner	\$242,500	\$13,750	\$256,250	\$166,375	\$52,678	\$219,053



## 2018 Annual Compensation by Title and Experience

Title	1-5 Years			6-15 Years			16+ Years		
	Annual Average Base	Average Annual Bonus	Total Annual Compensation	Annual Average Base	Average Annual Bonus	Total Annual Compensation	Annual Average Base	Average Annual Bonus	Total Annual Compensation
Project Director	\$50,625	\$2,250	\$53,874	\$65,833	\$4,067	\$69,900	\$88,375	\$5,500	\$93,874
Senior Project Director	\$82,500	\$2,500	\$84,999	\$125,000	\$6,000	\$131,000	\$85,000	\$8,500	\$93,499
Research Analyst	\$72,500	\$3,500	\$76,000	\$75,000	\$4,250	\$79,249	\$87,500	\$10,500	\$97,999
Senior Research Analyst	\$87,500	\$5,500	\$92,999	\$89,166	\$6,050	\$95,216	\$83,750	\$8,000	\$91,749
Research Manager/Director	\$88,480	\$6,250	\$94,730	\$95,480	\$6,961	\$102,441	\$109,038	\$10,942	\$119,980
Senior Research Manager/Director				\$105,833	\$8,166	\$113,999	\$132,045	\$11,500	\$143,545
Account Executive/Manager	\$81,250	\$6,250	\$87,499	\$115,000	\$7,500	\$122,499	\$115,000	\$10,000	\$125,000
Senior Account Executive/Manager				\$104,375	\$23,750	\$128,124	\$110,000	\$28,750	\$138,749
Statistician	\$155,000	\$2,500	\$157,500						
Brand Manager	\$91,250	\$500	\$91,750	\$145,000	\$30,000	\$174,999	\$250,000	\$42,500	\$292,500
Assistant Vice President				\$92,500	\$17,500	\$109,999	\$145,000	\$17,500	\$162,499
Vice President	\$135,000	\$47,500	\$182,499	\$146,000	\$21,500	\$167,499	\$131,346	\$16,192	\$147,538
Senior Vice President							\$165,119	\$38,714	\$203,833
President/General Manager				\$115,000	\$4,500	\$119,499	\$189,166	\$49,875	\$239,041
Owner							\$173,295	\$47,812	\$221,107

## 2018 Annual Compensation by Geography

Region	Annual Average Base	Average Annual Bonus	Total Annual Compensation	Index
Northeast	\$129,500	\$20,700	\$150,199	100
South	\$120,285	\$14,941	\$135,226	90
Central	\$127,736	\$16,906	\$144,642	96
West	\$145,312	\$24,823	\$170,135	113