



Burtch Works
Executive Recruiting



THE BURTCH WORKS SALARY REPORT 2022

**MARKETING RESEARCH
& INSIGHTS PROFESSIONALS**



Forbes **2022**
**AMERICA'S BEST
EXECUTIVE
RECRUITING FIRMS**

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ABOUT BURTCH WORKS

Burtch Works is the national leader in Talent Solutions, specializing in Market Research & Insights, Data Engineering, Business Intelligence, Data Science, AI/ML, and Technology. We provide omni-channel talent solutions consisting of contract staffing, contract-to-hire, full-time placement, retained search and deliverable based (SOW) services tailored for the Data and Analytics industry with offices in Chicago, Cincinnati, and Philadelphia. We provide our talent community of professionals with leading industry insights and research which helps them navigate the ever-changing marketplace.

As trusted advisors and career advocates to the industry, we have been interviewed for our insights on the data science, data engineering and analytics talent market by The New York Times, The Wall Street Journal, CNBC, Mashable, Forbes, The Chicago Tribune, The Economist, Bloomberg, Analytics Magazine, InformationWeek, Hunt Scanlon, Women in Data Science and many more. This year, Burtch Works is proud to once again have been recognized by Forbes as one of America's Best Recruiting Firms for the fifth year running. We've conducted joint surveys in partnership with the International Institute for Analytics (IIA), Forrester Research, and others to provide invaluable data and insights for analytics and technology teams across all industries and have also published numerous other reports on current hiring trends, the job market, and how teams are preparing for success in the new digital revolution.

In maintaining such strong relationships with candidates and clients, Burtch Works has an especially unique ability to examine hiring and compensation trends over time. Using our extensive proprietary data, we publish several highly anticipated reports each year that investigate demographic and compensation data for marketing research and insights, data science & analytics, and data engineering. [The Burtch Works Salary Reports](#) provide an exceptional vantage point on compensation for these professionals across the country and contain critical information both for individuals mapping their career strategy and for hiring leaders planning to recruit and retain outstanding talent for their teams.

See page 23 to learn more about this report's methodology.

Section 1

Introduction





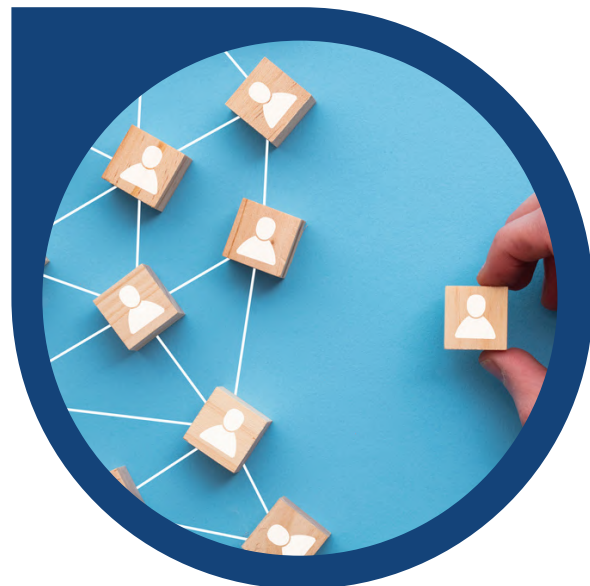
Key Takeaways

Milestone Year for Researchers



We approached this year's salary data with great anticipation as the timing aligns with the economic recovery that began in Q2 of 2021. This year's data, gathered from October 2021 through September 2022, **shows that salaries for market researchers remained competitive, with mean salary increases across all levels.** The strong demand for research & insights talent over the past year continued to make an impact on compensation levels in the field. Early-career researchers on the supplier-side and mid-level client-side research saw the highest jumps in compensation.

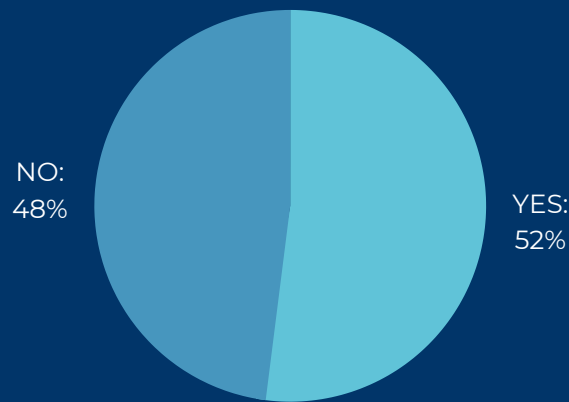
While there was significant volatility in the hiring landscape in 2020 and early 2021, we were pleased to see a continued rebound of the marketing research & insights hiring market with strong activity in the past year. Understanding potential shifts in consumer behavior is more important than ever in today's landscape and we've seen robust hiring across both client-and supplier-side teams. Mirroring the broader market, there was also a wave of job search activity amongst professionals, so this shake-up has led to a very competitive market for both researchers and their employers looking to hire.



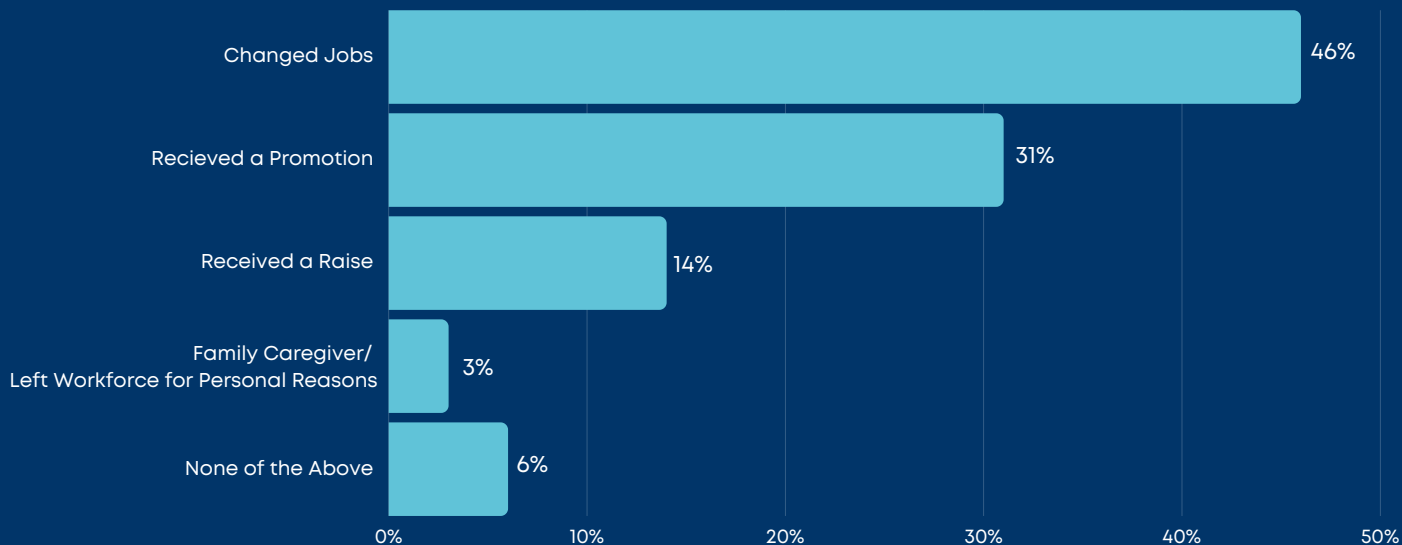
CANDIDATE SENTIMENT - SEPTEMBER 2022

Given the volume of professionals changing jobs along with the buzz surrounding the Great Resignation, we surveyed marketing research & insights professionals to gauge movement and priorities when considering new opportunities. At the time of fielding, over half of research & insights professionals were currently open to a move, while 46% changed jobs in the past year.

ARE YOU CURRENTLY LOOKING FOR A NEW RESEARCH & INSIGHTS OPPORTUNITY OR EXPLORING THE JOB MARKET?



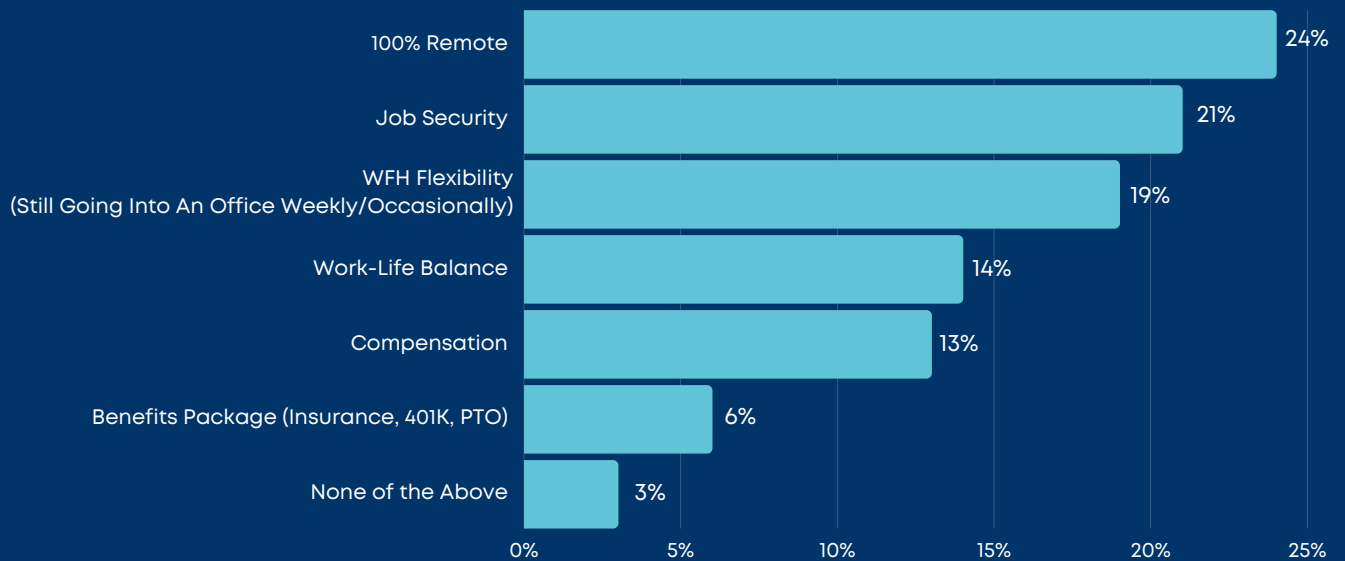
WHICH OF THE FOLLOWING OPTIONS BEST DESCRIBES YOUR PROFESSIONAL EXPERIENCE OVER THE LAST 12 MONTHS? (CHOOSE ONE)



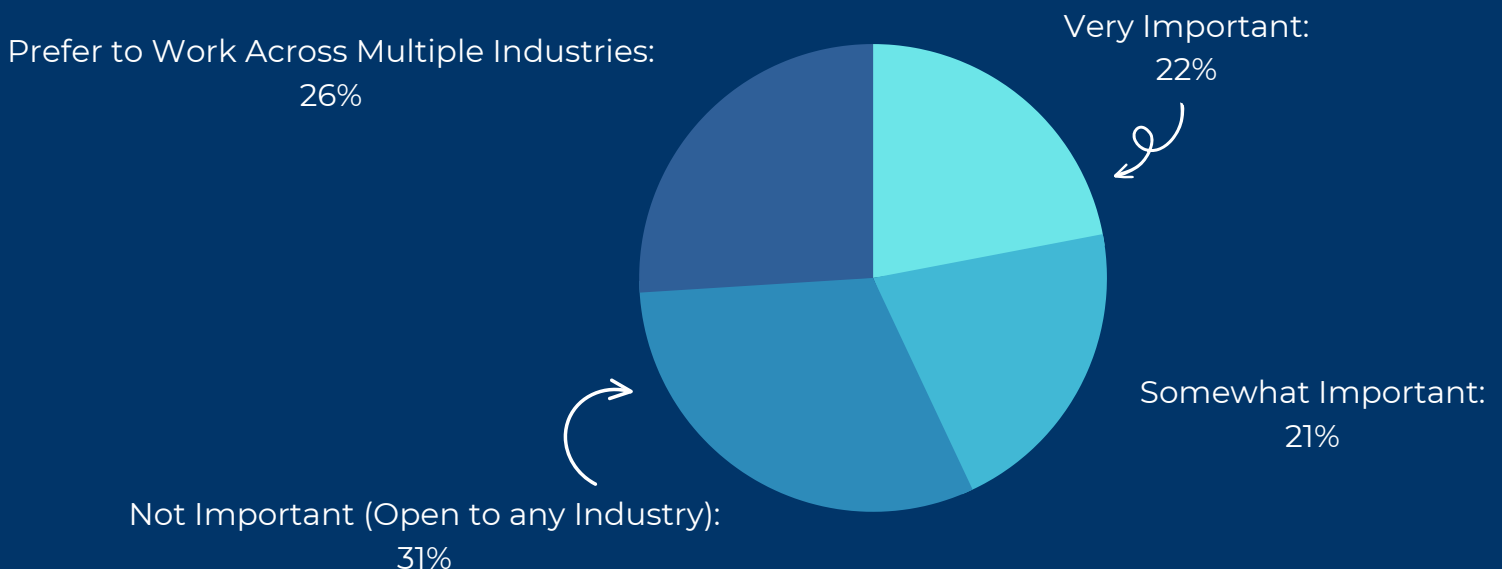
CANDIDATE SENTIMENT - SEPTEMBER 2022

Factors lending to flexibility are still key for many job seekers. Remote work tops the list; job security and WFH flexibility are also important for many when considering a new opportunity.

OF THE FOLLOWING CHOICES, WHAT IS THE MOST IMPORTANT FACTOR WHEN CONSIDERING A NEW CAREER OPPORTUNITY? (CHOOSE ONE)



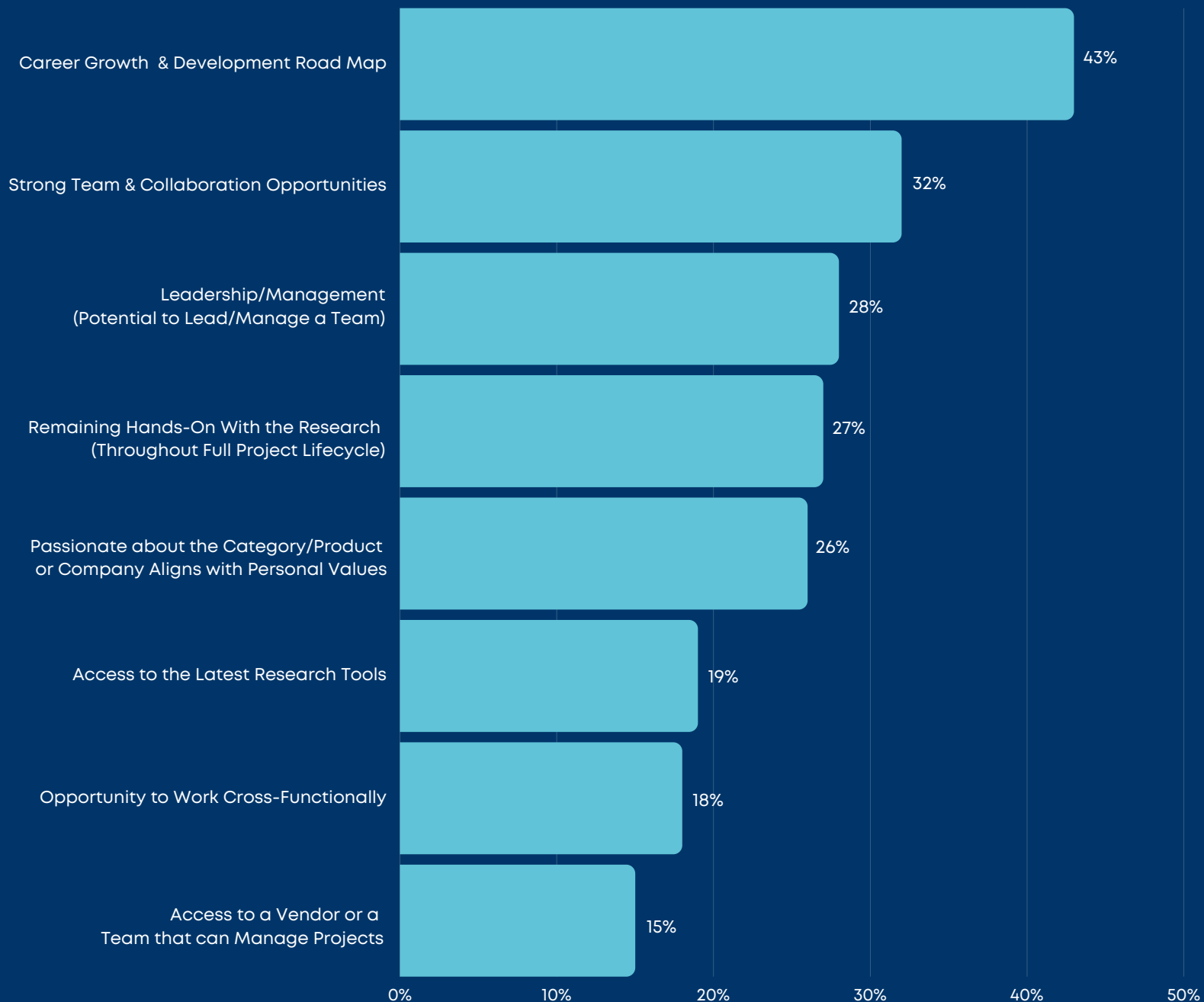
WHEN CONSIDERING A NEW JOB, HOW IMPORTANT IS THE INDUSTRY OR CATEGORY? (CHOOSE ONE)



CANDIDATE SENTIMENT - SEPTEMBER 2022

The respondents of the survey spanned over 100 companies across the U.S. and included various industries. Over 43% value career growth and development road mapping when evaluating a new role, also team collaboration and leadership opportunities are important to many.

WHEN EVALUATING A NEW POSITION, WHICH ELEMENTS ARE MOST DESIRABLE? (CHOOSE UP TO THREE)



THE PANDEMIC, THE GREAT RESIGNATION & ONGOING MARKET IMPACT



The Research & Insights field has continued to see a shifting hiring market over the past few years. The disruption of 2020 and the initial response to the global pandemic led to professionals pausing planned job searches, while many research & insights teams experienced layoffs, furloughs, or put hiring plans on hold. As the economic recovery picked up in 2021, we saw an influx of research teams looking to hire, both backfilling vacancies as well as expanding teams to keep up with increased project load. There was also massive turnover across the labor market, dubbed the *Great Resignation* or the *Great Reshuffle*, as many professionals resumed their job searches or kicked off new job hunts as the market stabilized.

This perfect storm led to the most competitive hiring market we've seen in years with research & insights professionals in extremely high demand throughout most of 2021-2022, and job openings outnumbering available candidates. Researchers open to new opportunities found more negotiation power when it came to salary targets, flexibility in remote/hybrid work, and many who were actively interviewing entertained numerous offers when making career decisions.

After 18 months of navigating a hot hiring market, we've started to see things temper and regulate a bit as we approach the end of 2022. We will be interested to see what 2023 brings!



Optimizing Hiring: Streamline Your Interview Process

- Tight Candidate Pool
- Speed Up Process
- Sell Your Opportunity

Given today's competitive market, it is key for companies hiring research & insights professionals to optimize their interview process to provide the best experience and help stand out among candidates exploring multiple opportunities. Clear communication and transparency across the interview process can help set expectations from the beginning, and detailing specifics such as the role's responsibilities, day-to-day workflow, team dynamic, tool usage, and more, will allow researchers to evaluate the position and potential fit.

From our recent partnerships, we've seen the most successful ways to maintain engagement are to provide a well-organized and timely interview schedule, clearly defined steps (when should they expect to speak with a hiring manager or when will they need to prepare for an assessment), and quick turnaround for feedback. Additionally, providing details around the company's benefits and a road map for growth potential prior to offer can help candidates feel more prepared when it's time to decide.



Section 2

Compensation

Changes



Segmenting Researchers by Job Level

Burtch Works segments researchers into job levels to more accurately measure salary trends. First, the data is divided between supplier-side and client-side, then further segmented based on experience and job function.

Supplier-Side

Level 1: Typically 0-4 years of experience.

Level 2: Typically 5-8 years of experience.

Level 3: Typically 9-14 years of experience.

Level 4: Typically 15 or more years of experience.

Client-Side

Level 1: Typically 0-4 years of experience.

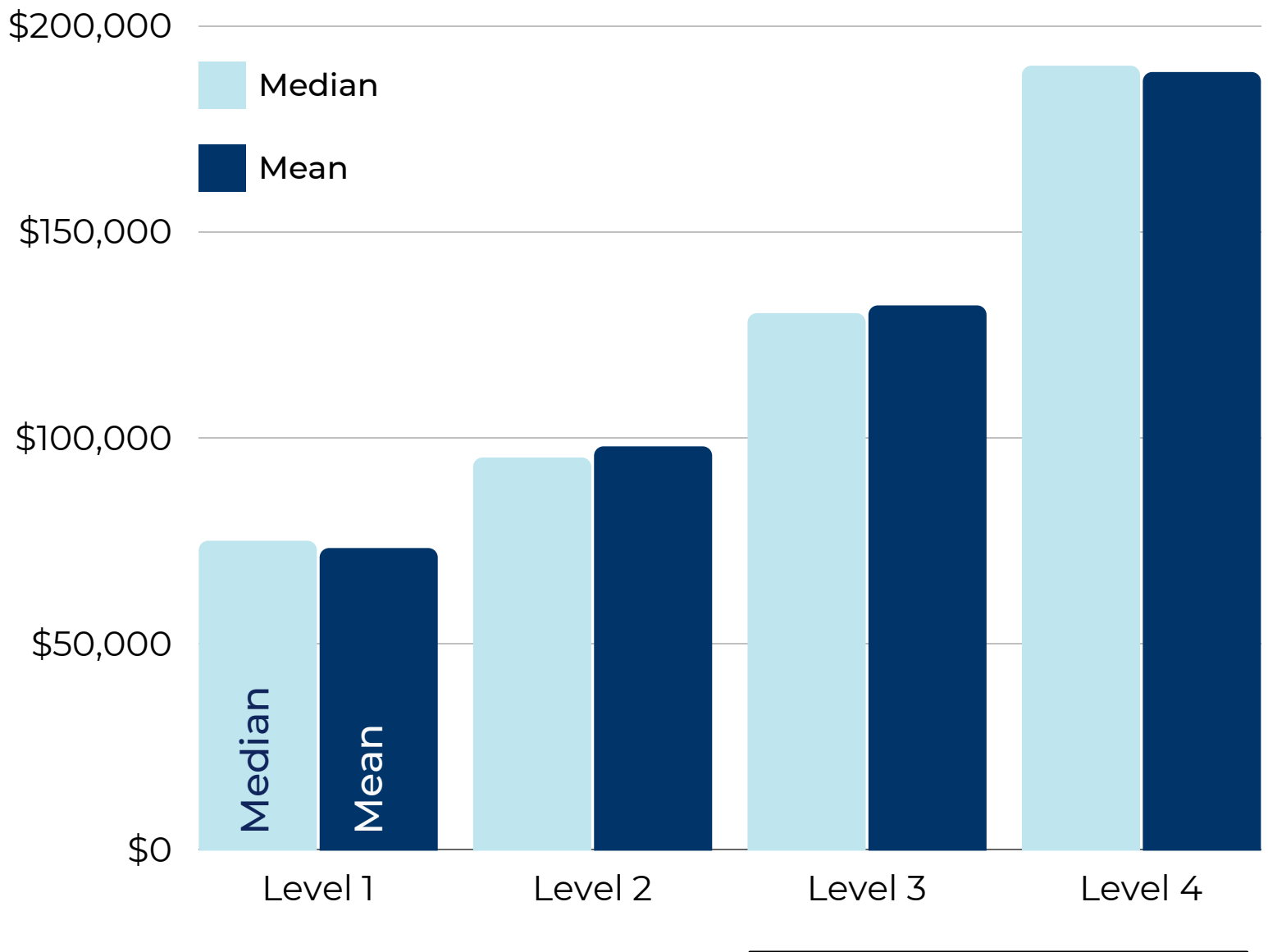
Level 2: Typically 5-8 years of experience.

Level 3: Typically 9-14 years of experience.

Level 4: Typically 15-24 years of experience.

Level 5: Typically 25 or more years of experience.

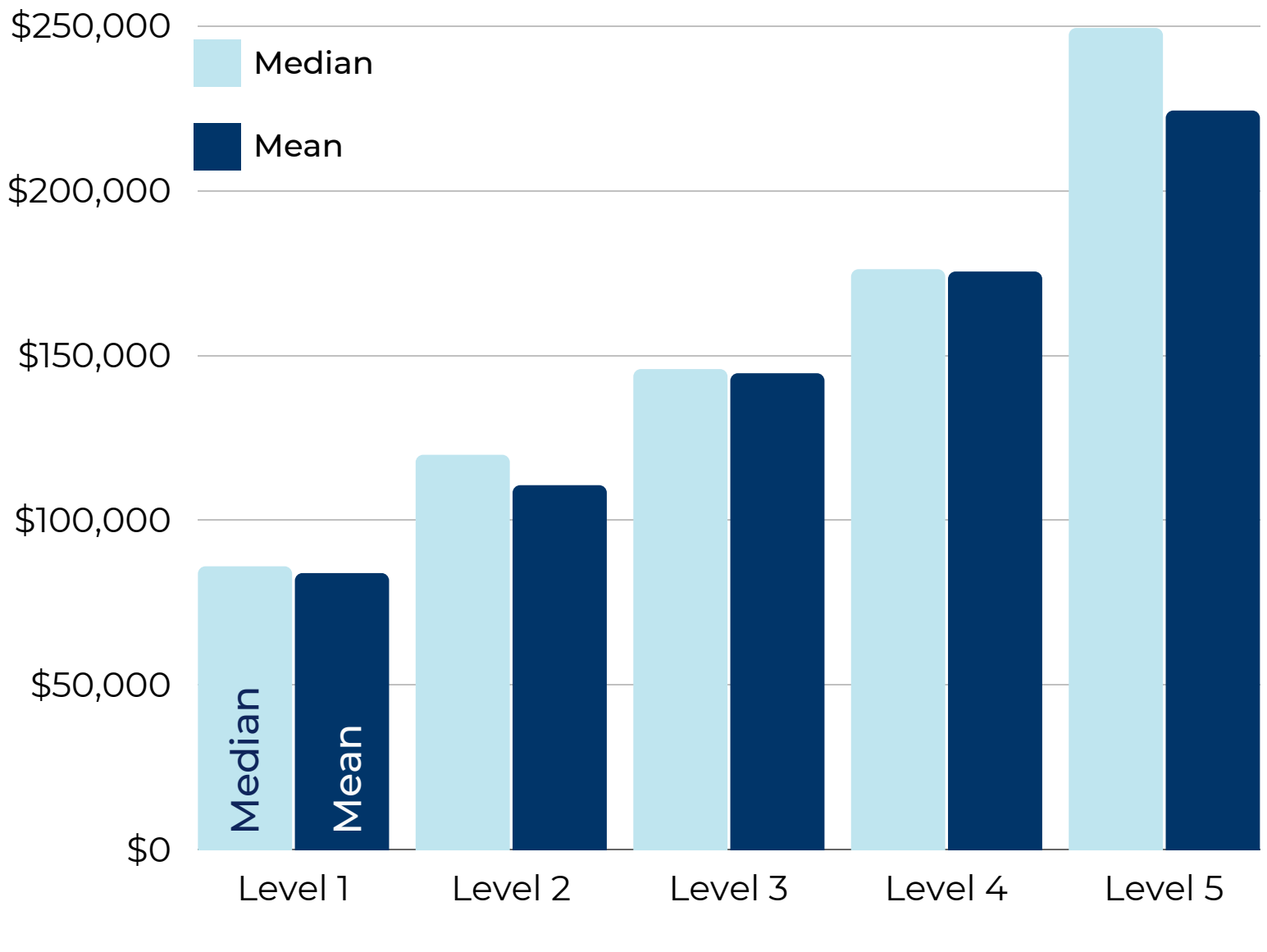
Salary Medians and Means for Supplier-Side Researchers



| | Year | 25% | Median | Mean | 75% |
|-----------------------|------|-----------|-----------|-----------|-----------|
| Supplier-Side Level 1 | 2022 | \$65,000 | \$75,000 | \$73,237 | \$80,000 |
| | 2021 | \$60,000 | \$70,000 | \$68,516 | \$75,000 |
| | | +8.3% | +7.1% | +6.9% | +6.7% |
| Supplier-Side Level 2 | 2022 | \$86,100 | \$95,200 | \$97,890 | \$110,010 |
| | 2021 | \$85,000 | \$96,250 | \$97,553 | \$110,000 |
| | | +1.3% | -1.1% | +0.3% | +0.01% |
| Supplier-Side Level 3 | 2022 | \$120,000 | \$130,200 | \$132,071 | \$145,200 |
| | 2021 | \$117,500 | \$125,000 | \$131,982 | \$140,000 |
| | | +2.1% | +4.2% | +0.07% | +3.7% |
| Supplier-Side Level 4 | 2022 | \$170,200 | \$190,200 | \$188,667 | \$200,050 |
| | 2021 | \$155,000 | \$180,000 | \$184,143 | \$200,000 |
| | | +9.8% | +5.7% | +2.5% | +0.025% |

- Mean base salaries **increased** at all levels for **supplier-side** professionals.
- Level 1 & 2 supplier-side researchers were in particularly high demand in the past year as research firms hired to keep up with increased workload; mean salaries for early-career professionals saw the highest increases.

Salary Medians and Means for Client-Side Researchers



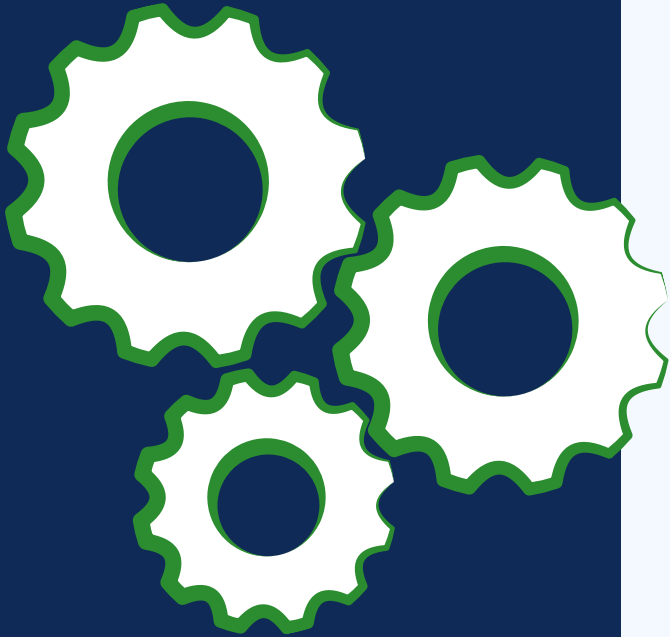
| | Year | 25% | Median | Mean | 75% |
|---------------------|------|-----------|-----------|-----------|-----------|
| Client-Side Level 1 | 2022 | \$75,200 | \$85,150 | \$85,933 | \$91,400 |
| | 2021 | \$75,000 | \$85,000 | \$83,880 | \$90,000 |
| | | +0.27% | +0.18% | +2.4% | +1.6% |
| Client-Side Level 2 | 2022 | \$110,150 | \$120,200 | \$119,753 | \$130,200 |
| | 2021 | \$100,000 | \$110,000 | \$110,547 | \$120,000 |
| | | +10.1% | +9.3% | +8.3% | +8.5% |
| Client-Side Level 3 | 2022 | \$135,200 | \$141,600 | \$145,742 | \$158,800 |
| | 2021 | \$136,000 | \$145,000 | \$144,484 | \$153,000 |
| | | -0.6% | -2.3% | +0.9% | +3.8% |
| Client-Side Level 4 | 2022 | \$160,600 | \$175,200 | \$176,038 | \$189,000 |
| | 2021 | \$157,750 | \$175,000 | \$175,333 | \$190,000 |
| | | +1.8% | +0.1% | +0.4% | -0.5% |
| Client-Side Level 5 | 2022 | \$210,000 | \$235,500 | \$231,111 | \$250,000 |
| | 2021 | \$205,000 | \$215,000 | \$224,176 | \$225,000 |
| | | +2.4% | +9.5% | +3.1% | +11.1% |

On the client-side, we saw the strongest demand for hiring Level 2 researchers over the past year, likely leading to the highest bump in mean salaries at this level.

Section 3

Demographic

Profile



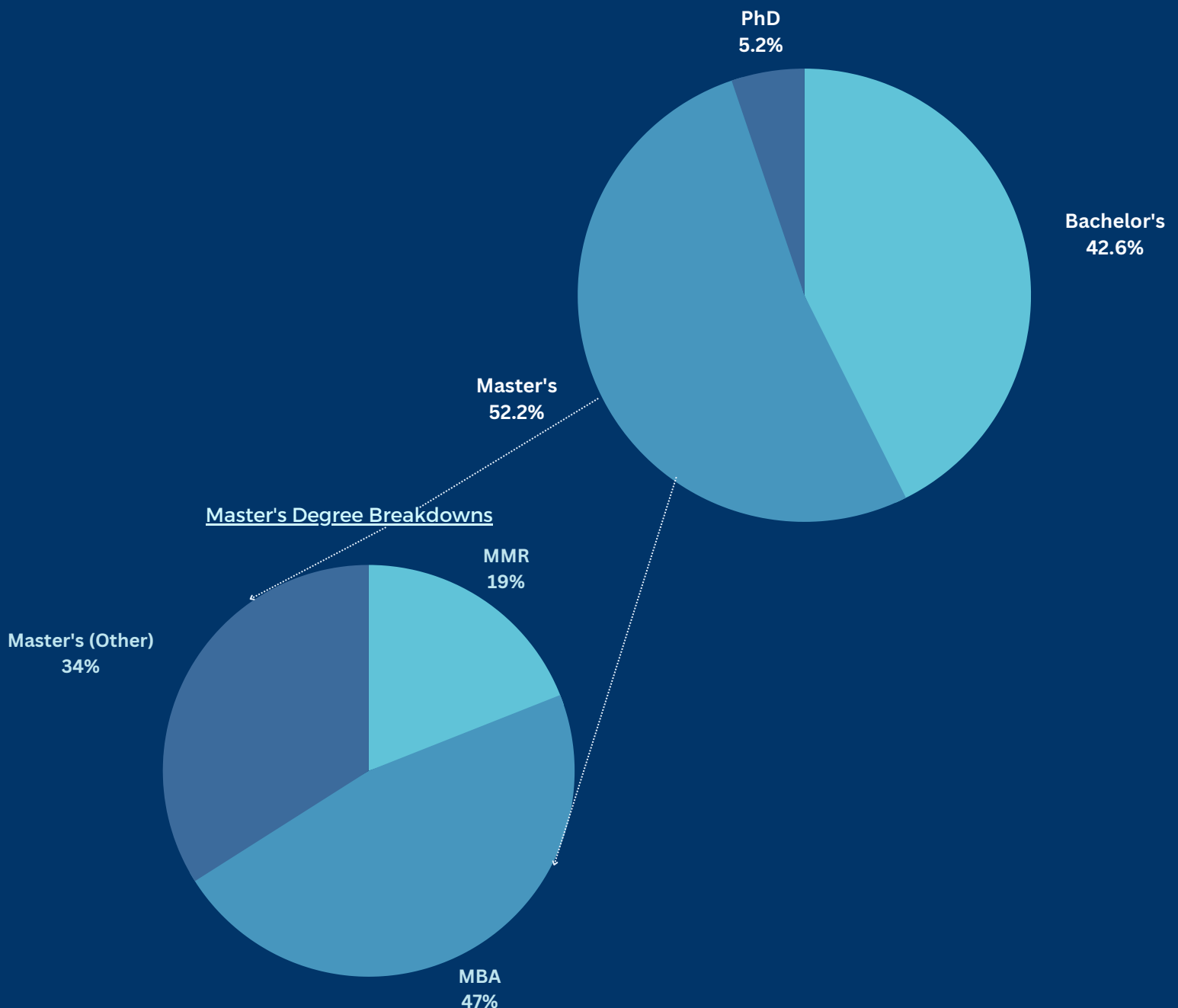
Demographics:

Education



Highest Degree Earned for Market Research Professionals

- 57% of all professionals in the sample held an advanced degree.
- Professionals with a Bachelor's degree as their highest education remain common in the research & insights field.
- MBAs are most popular among Master's degree holders, though 19% of this year's sample holds a Master's of Market Research (MMR).

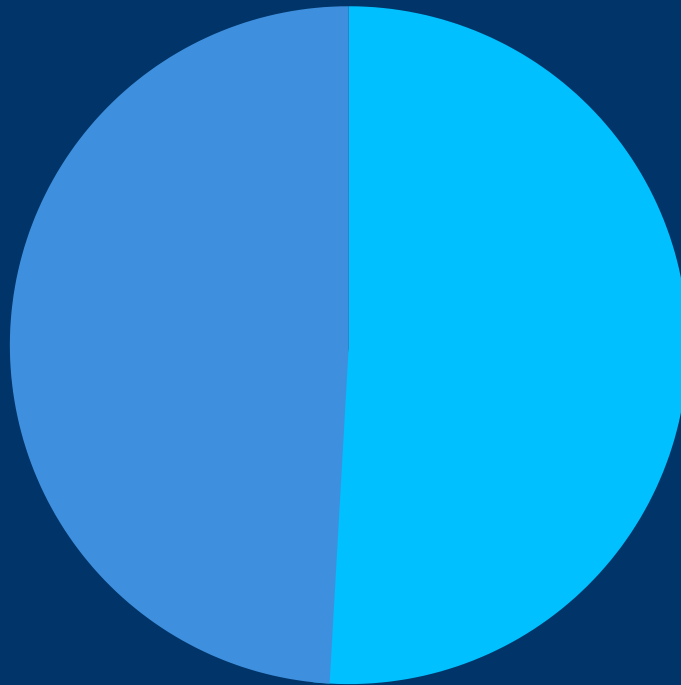


Demographics:

Industry

This year's sample was split fairly evenly between client-side and supplier-side professionals.

Client-Side:
49.1%

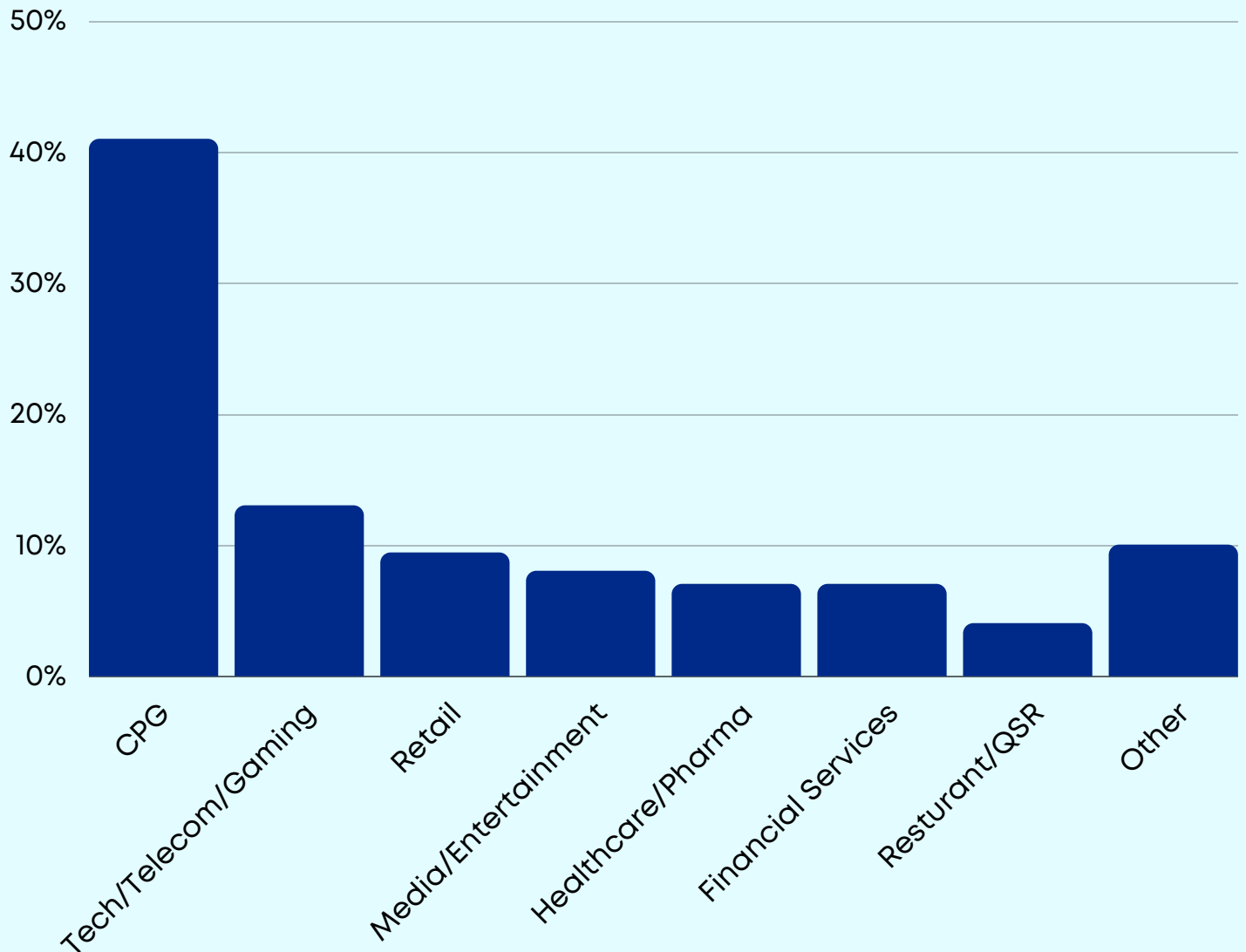


Supplier-Side:
50.9%



Demographics: Industry

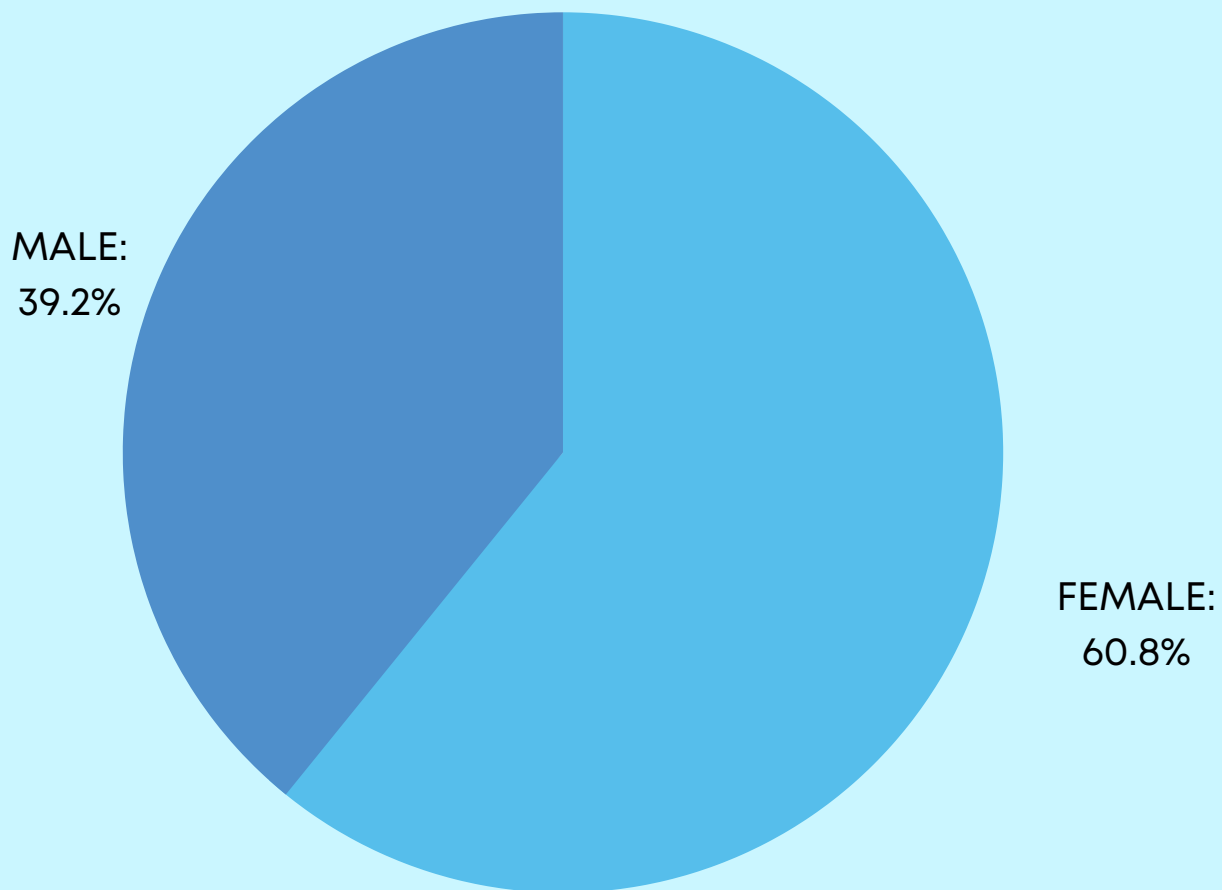
Client-Side



Companies within the CPG category have historically housed some of the largest and most robust insights teams. Among client-side researchers, this year's sample continues to skew towards Consumer Packaged Goods, followed by Tech and Retail.

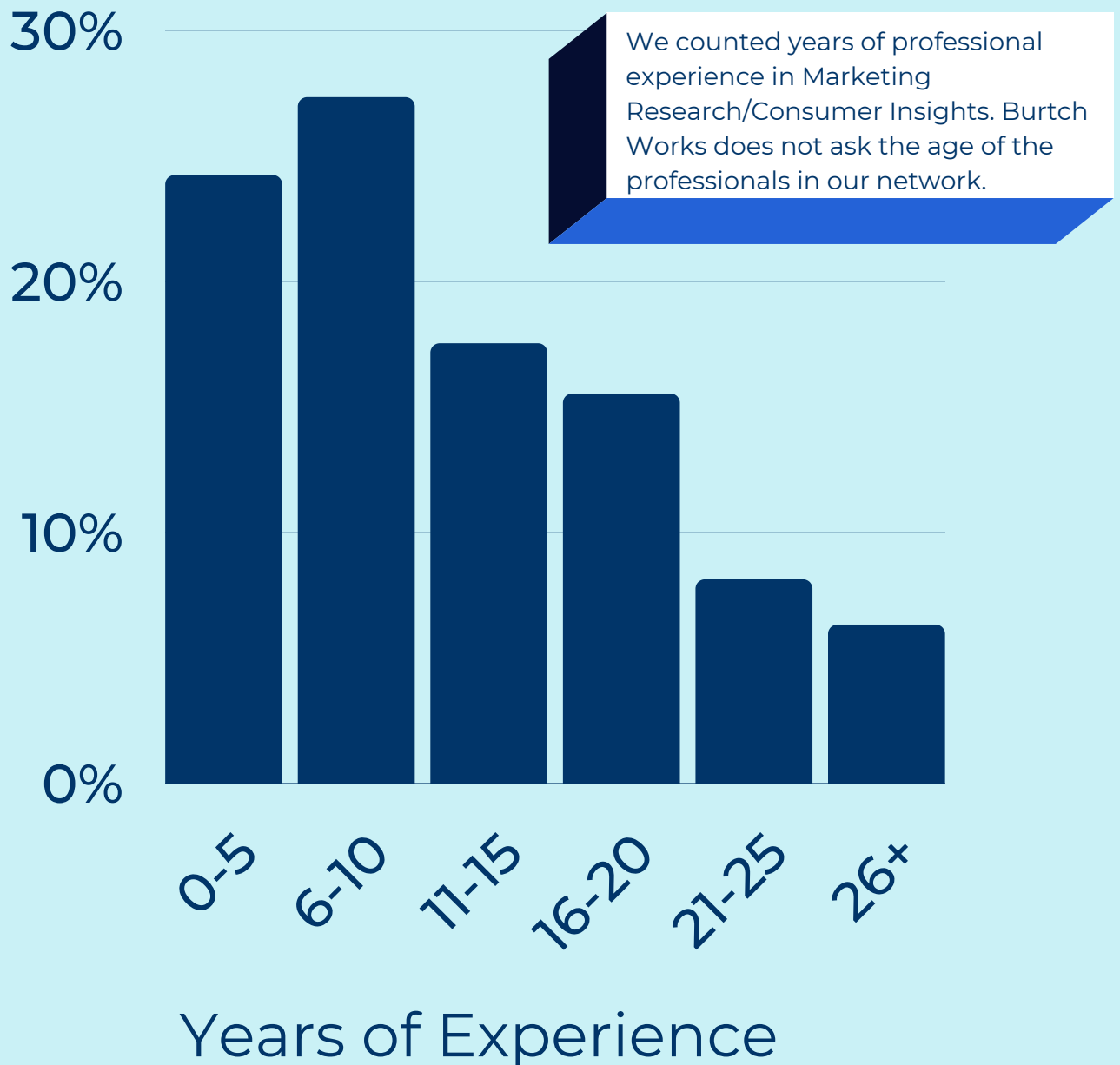
Demographics: Gender

While men and women are fairly equally represented in the research & insights field, women do make up the majority of our sample. This proportion of women has increased slightly from last year where **58%** of the sample were women.



Demographics:

Years of Experience



Median:

11 years

Mean:

12.8 years

Over 50% of Researchers are within the first 10 years of their career.

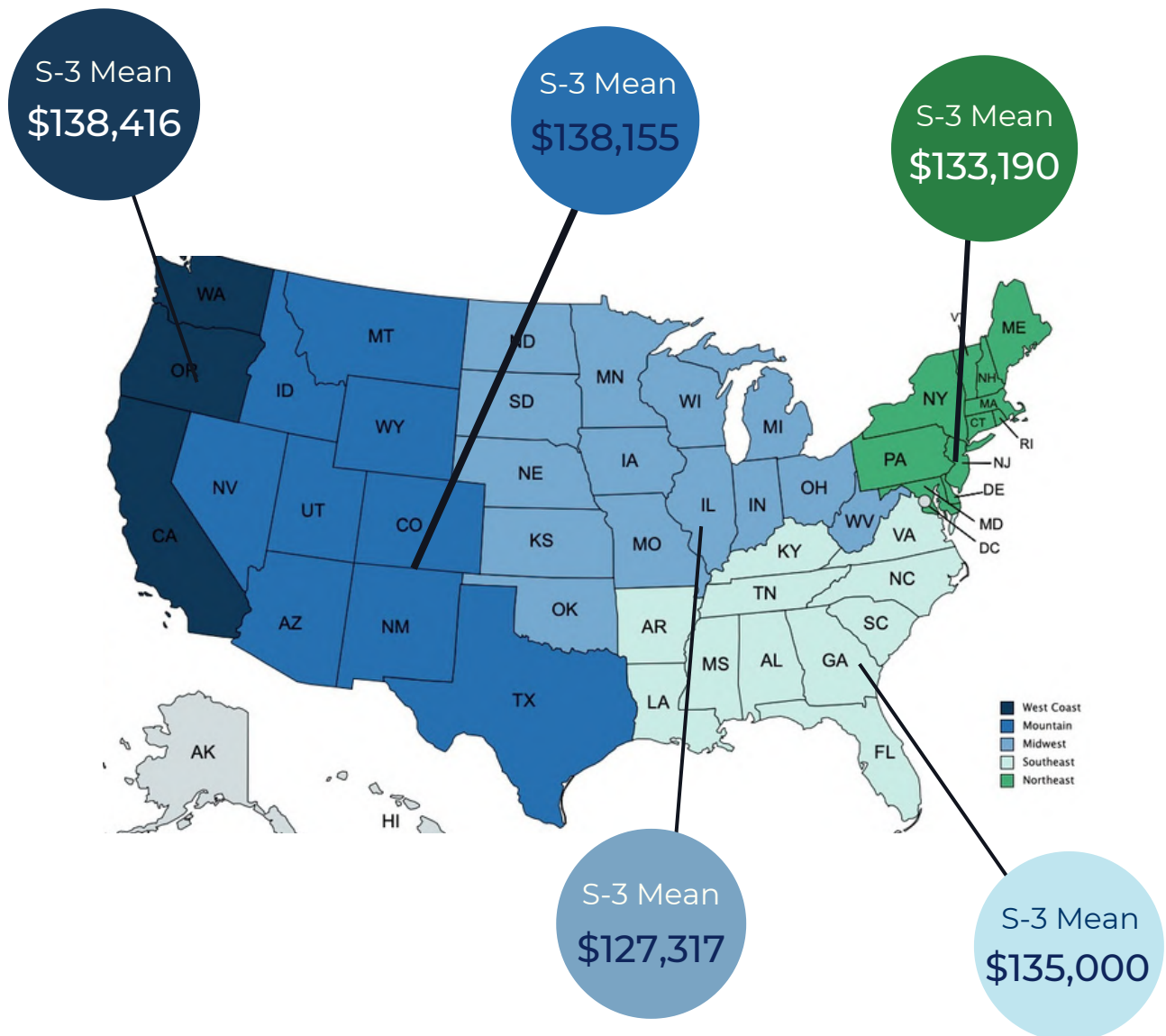


Demographics:

IC-2 Mean

Regional Differences at a Glance

Supplier-Side Level 3: Mean Base Salaries for Mid-Career Professionals



**MARKET RESEARCH PROFESSIONAL
SALARIES SUPPLIER-SIDE
BY REGION**

A NATIONAL REVIEW

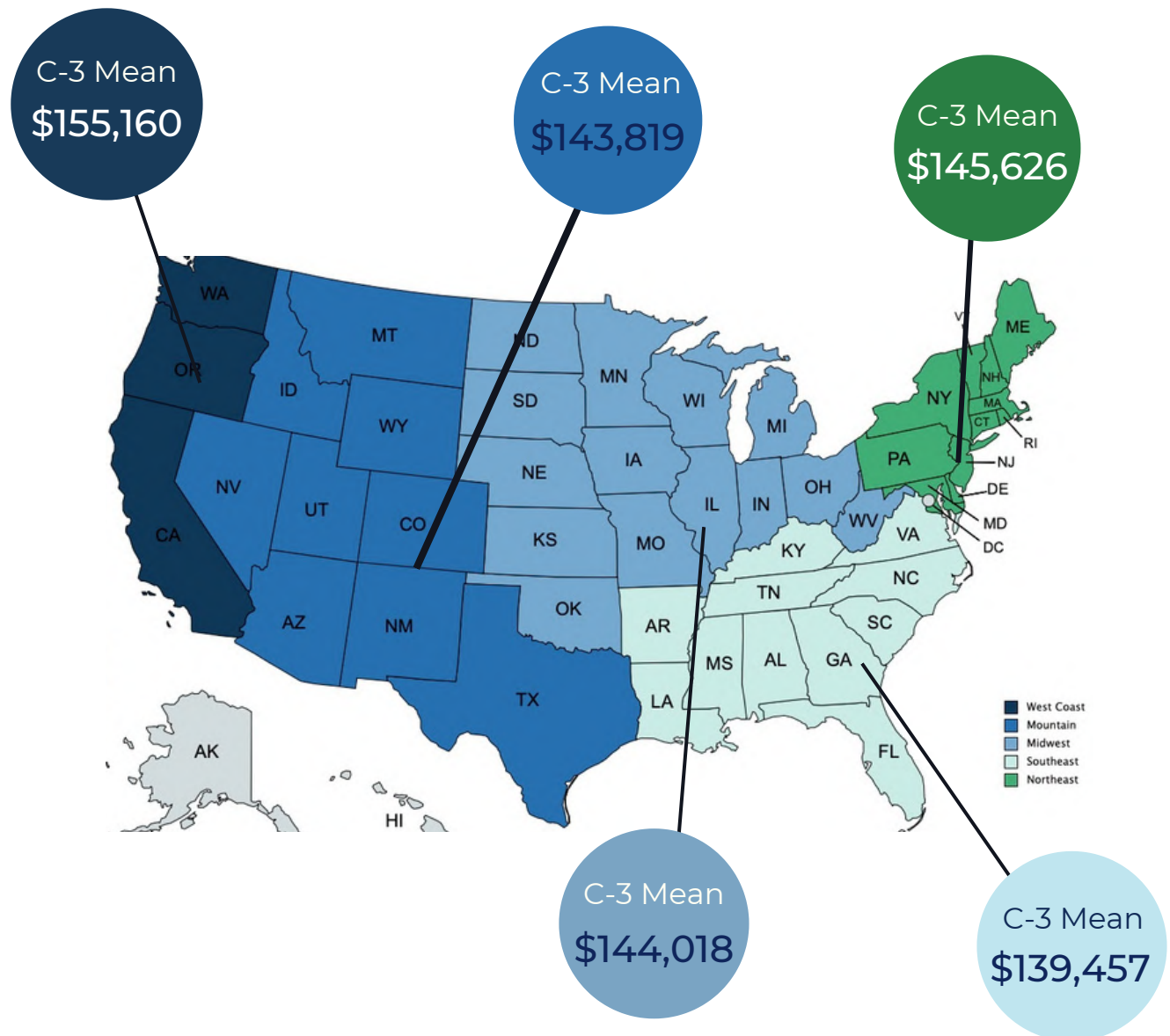
For supplier-side researchers at Level 3, mean base salaries were highest on the West Coast, followed closely by cohorts in the Mountain region.



Demographics:

Regional Differences at a Glance

Client-Side Level 3: Mean Base Salaries Mid-Career Professionals



**MARKET RESEARCH PROFESSIONAL
SALARIES CLIENT-SIDE
BY REGION**

A NATIONAL REVIEW

For client-side researchers at Level 3, mean base salaries were highest on the West Coast, likely driven by high-paying tech companies headquartered out west.

Section 4

Appendix A: Report Design



The Sample

This sample contains **521** of the approximately 15,000 marketing researchers with whom Burtch Works maintains contact. Burtch Works collected the data for this report during interviews conducted over the months ending August 2022, which is the period immediately following the period of interviews for the 2021 report. An important advantage of the interview process is that Burtch Works recruiters are able to obtain information about these data professionals, such as education level and area of study, that can be utilized to provide deeper insights into the hiring landscape and an understanding of how these factors can contribute to an individual's compensation throughout their career.

Report Objective

This report is a follow-up to our prior reports, The Burtch Works Report: Salaries of Marketing Research Professionals, published each year since 2013. The purpose is to show (1) current compensation of marketing researchers and how it varies by demographic variables, and (2) how their compensation has changed since last year's report. By continuing to interview and gather information from marketing researchers annually, Burtch Works can show short-term and long-term compensation trends for the marketing research industry.



Why The Burtch Works Reports Are Unique

As experts in recruiting marketing researchers, and as a result of our long-term relationships with both companies hiring research professionals and the professionals themselves, we have unique access to salary and bonus information within the industry. Our research is distinct in several ways:

- **It focuses exclusively on marketing research professionals** and is not confounded with or derived from compensation data of other industries.
- **It comes from direct conversations with marketing research professionals about their current and former jobs.** Traditional salary surveys often obtain their data from human resources departments, which is typically based on structural salary bands and does not reflect the variation and granularity that our first-hand data represents.
- **Marketing researchers are assigned to well-defined and segmented categories.** We carefully separate the sample into specific categories that allow our data to be thoroughly analyzed. For instance, understanding that a research manager on the client-side often will have different responsibilities than a research professional with the same title on the supplier-side allows us to group researchers into appropriate categories and analyze them accordingly. Our knowledge of industry nuances allows us to provide the most accurate assessment.

Identifying Marketing Researchers

-Burtch Works held direct conversations with professionals to understand backgrounds, job responsibilities, education, and areas of expertise to determine those who can be categorized as marketing research professionals. To be included in the report, an individual must have experience engaging in primary or secondary consumer or market research. Primary research includes consumer and/or shopper-centric studies to understand consumer behaviors and needs – ranging from exploratory work or segmentations, concept testing or communication development, innovation or white space analysis, and more. Secondary research entails leveraging existing or syndicated data sources to glean insights.

Marketing researchers typically have an educational background that affords them the skills needed to be successful conducting research, such as quantitative skills to understand data, qualitative skills to interpret and present results, and business skills to effectively work in interdisciplinary teams. Nearly all marketing research professionals hold at least a Bachelor's degree with many also holding an advanced degree such as an M.B.A., M.A., M.M.R. (Master of Marketing Research), or, less frequently, a Ph.D. (oftentimes in the social sciences).

Burtch Works' analysis covers a mix of various specialties within marketing research including quantitative and qualitative disciplines: consumer insights, shopper insights, Voice of the Consumer (VoC), category management, syndicated/secondary research, competitive/market intelligence, and media/audience research.

This report does not cover individuals with specific expertise within analytics, artificial intelligence (AI), analytics management, data engineering, data science, or business intelligence; professionals with data science and artificial intelligence (AI) skillsets are covered in separate *Burtch Works Salary Reports*.

Section 5

Appendix B: Glossary of Terms



Glossary of Terms

This section provides definitions of terms used in this report.

Base Salary: An individual's gross annual wages, excluding variable or one-time compensation such as relocation assistance, sign-on bonuses, bonuses, stock options, and long-term incentive plan compensation.

Bonus: Short-term variable compensation, usually awarded annually, such as individual or company performance-based bonuses. This does not include long-term incentive plan compensation or awards of stock or stock options.

Client-side: Designation for a professional who works for a firm in the consumer packaged goods, financial services, healthcare/pharmaceutical, retail, hospitality/restaurant, technology/telecom, or “other” industries (see glossary entry for “industry”). Client-side marketing research professionals in the Burtch Works sample have all been assigned to one of five levels:

Level 1: Typically 0-4 years of relevant experience.

Level 2: Typically 5-8 years of relevant experience.

Level 3: Typically 9-14 years of relevant experience.

Level 4: Typically 15-24 years of relevant experience.

Level 5: Typically 25 or more years of relevant experience.

Industry: employing marketing research professionals are characterized by their specific goods or services: Consumer Packaged Goods (CPG), Financial Services, Healthcare/Pharmaceuticals, Hospitality/Restaurant, Marketing Research Supplier, Retail, Tech/Telecom, and Other

Consumer Packaged Goods (CPG): Companies whose products are used up and replaced frequently, such as food and beverages, cleaning products, and toiletries.

Financial Services: Banks, savings and loan associations, credit unions, credit card issuers, securities brokerages, investment advisors, and insurance companies.

Healthcare/Pharmaceuticals: Hospitals, clinics, physicians groups, and other healthcare providers, and medical device, and pharmaceutical manufacturers.

Hospitality/Restaurant: Organizations that provide food or hospitality services to customers such as hotels, cruise lines, quick serve restaurants, dining chains, etc. For our industry salary analysis, this group was included with Retail.

Supplier-side firm: Firms executing survey research (“primary” marketing research) for other firms, collecting and syndicating data (“secondary” marketing research), firms specializing in advertising and marketing services, and firms providing consulting services.

Retail: Organizations that purchase goods from manufacturers for resale to consumers. For our industry salary analysis, this group was included with Hospitality/Restaurant

Technology/Telecom: Firms providing technology products and services, online businesses/platforms/apps, gaming, manufacturers of computers/tablets/phones, software publishers; telecommunications providers, such as phone companies.

Other: Companies not in the industries defined above, such as airlines, energy companies and distribution firms.

Marketing Research Professionals: Individuals who conduct primary or secondary research to better understand consumer and/or business needs.

Master's: A Master of Arts, Master of Science, Master of Marketing Research or other Master's degree other than a Master of Business Administration degree.

M.B.A.: Master of Business Administration degree.

Mean: Also known as the average, it is the sum of a set of values divided by the number of values. For example, the mean of N salaries is the sum of the salaries divided by N.

Median: The value obtained by ordering a set of values from smallest to largest and then taking the value in the middle, or, if there are an even number of values, by taking the mean of the two values in the middle. For example, the median of N salaries is the salary for which there are as many salaries that are smaller as there are salaries that are larger.

M.M.R.: Master of Marketing Research degree.

N: The number of observations in a sample, sub-sample, or table cell.

Salary Report: A report conducted to measure the distributions by salary of those in specific occupations. Traditionally, these reports have been executed by obtaining salary data from the human resources departments of firms employing professionals in those occupations rather than by interviewing those employees themselves.

Supplier-side: Designation for a professional who works for an organization in the advertising/ marketing services, consulting, or marketing research supplier industries (see glossary entry for “industry”). Supplier-side marketing research professionals in the Burtch Works sample have all been assigned to one of four levels:

Level 1: Typically 0-4 years of relevant experience.

Level 2: Typically 5-8 years of relevant experience.

Level 3: Typically 9-14 years of relevant experience.

Level 4: Typically 15 or more years of relevant experience.



2022

THE BURTCH WORKS

SALARY REPORT

MARKETING RESEARCH & INSIGHTS
PROFESSIONALS

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