EMPLOYEE MOTIVATORS IN INSIGHT:

Salaries, Key Drivers, DE&I, and Beyond 2023/24.

Employee Motivators in Insight: Salaries, Key Drivers, DE&I, and Beyond 2023/24

2023/24 SALARY SURVEY

This 2023/24 survey compares and contrasts salaries and the recent increases across skills and employer types. It also looks at how inclusive the profession is across gender, ethnicity and age.

It examines the benefits we receive and how well Insight professionals feel their employer is doing when it comes to areas like training, wellbeing, and D&EI.

Finally we asked respondents what they think makes a good employer and how they see their prospects in the profession.

All the analysis is taken from the answers respondents gave us. Some of the answers surprised even ENI!

ENI IS THE LEADING TALENT PARTNER SUPPORTING THE INSIGHT PROFESSION

The areas covered by the survey and ENI include:

- Data Analytics
- Organisations supplying operational and technical support
- Market Research
- End User, Data and Insight teams
- Strategic Planning
- CX and UX

ENI recruits from entry level to board level roles.
We offer **contingency**, **subscription** , **exclusive** and **retained** services, adapting our service to help companies find the best talent in what has always been a candidate-short market.

ENI will find you a permanent employee, or if the need is more short term/urgent, we also offer a wide range of freelancers both operating as PAYE temps and contractors.

Our fill rate (successful hires to total open vacancies filled) for contingency recruitment is **2:1**.

If you would like further information contact Liz Norman: liz@elizabethnorman.com

Foreword From Our CEO,
Liz Norman

ENI is in a unique position to be able to look at salaries and key motivations across the entire Insight profession.

It's a profession that has a number of silos and complexities. This and the rapidly changing nature of the profession and therefore the skills within, mean the career ladder for many is not clear.

Despite being worth more than £9 billion in the UK alone, many inside and outside Insight don't fully understand how the different areas compare.

I am really excited by this year's study which enables us to compare not only salaries, but a number of other factors motivating the professionals within it, across the different sectors.

We have focused on dividing the results by key employer types, to make it easier for those within it to see where they and their organisation sit. Even then with so many variables to consider (including the market they sit in, the type of skills they have, and location) - however you cut the data, there is often a broad spectrum of answers, so when it comes to salary, we have included minimum and maximum as well as average. Just as you can't say a three-bedroom house in Putney is worth 'x', you can't say that an Insight Manager in London is worth 'y'. Our study gives an indication and allows us to compare that with other areas within Insight.

For some, it is the variety along with a number of other factors, that makes it such an exciting profession to work in. In spite of all the changes, challenges and complexities, **58%** of all respondents feel either positive or very positive about their prospects within the profession with only **2%** feeling very negative.

I would like to thank all the respondents that took part, making it possible to get this depth of analysis across such a wide-ranging area of skills, organisations, and markets.

Highlights

76%
of respondents are still working for the same employer they were 12 months ago, vs **56%** the year prior.

Management/brand consultancies have the highest retention rates
with
87%
of respondents remaining with the same employer throughout 2023

Across the profession, salaries increased on average by
6.5%
VS **13%** last year.

For those permanent employees that remained in the same role in the same organisation, the average pay increase was
4.1%

THE GENDER PAY GAP IS 17%

THE ETHNICITY PAY GAP IS 10.6%

3% OF RESPONDENTS WERE AGED OVER 55

Who said hybrid working was out?
77%
of respondents split their time between the office and home, and **21%** work **100%** remote.

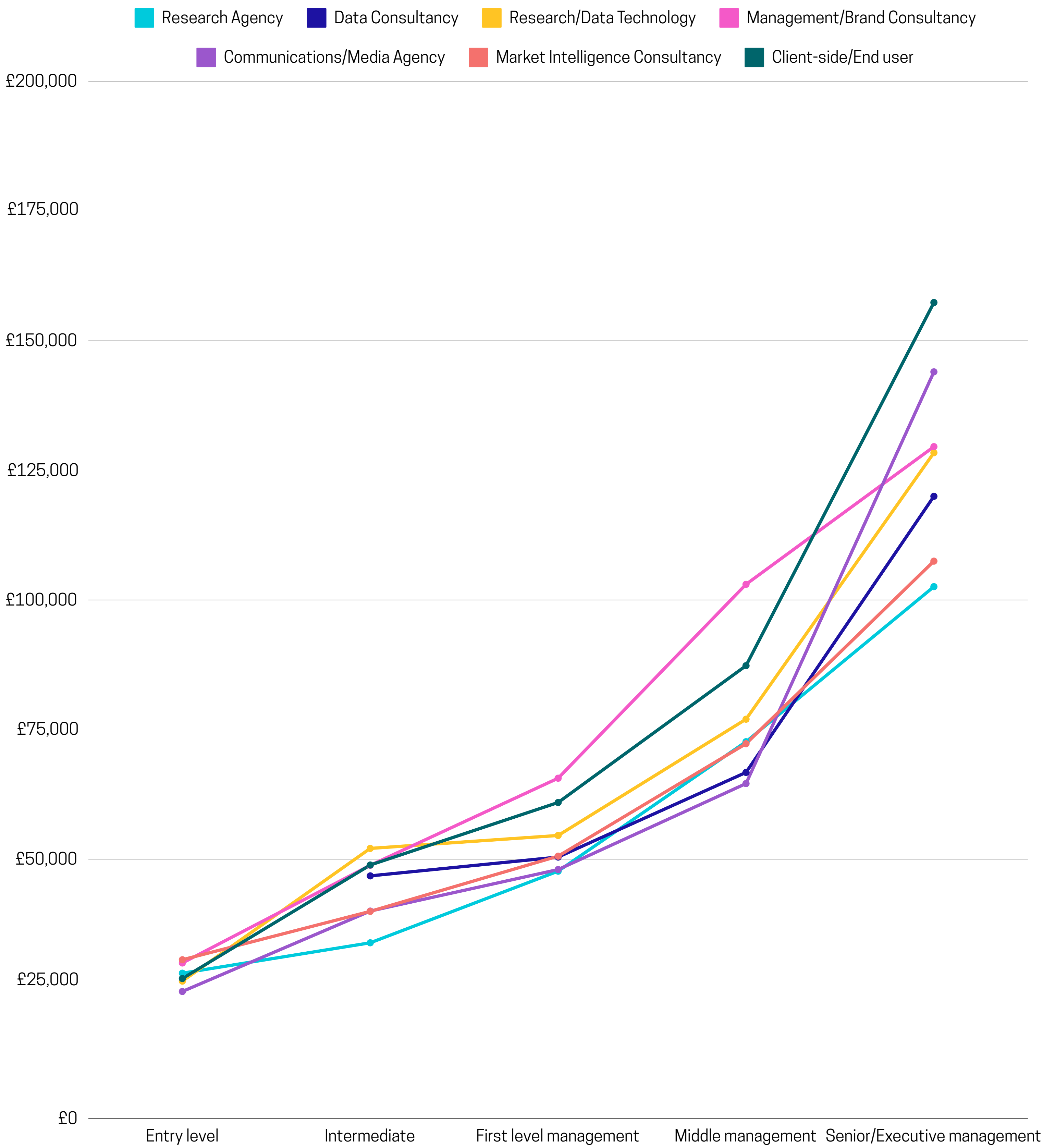
Only
49%
of respondents feel their employer has a range of initiatives supporting DE&I.

SUPPORTIVE CULTURE

was mentioned the most when asked what single thing makes an employer attractive

Salaries:
by Employer

ENI broke down **permanent salaries by employer type**. The two employer types paying the highest averages are management/brand consultancies and end user/client-side organisations.



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Salaries:
by Employer

Salaries for each employer type are broken down by level and for each level we have added the job titles most frequently given by respondents in that category. The most frequently mentioned job titles are at the top of the list and they are then listed in descending order.

The levels chosen were self-selected, from a defined list.

- **Entry level:** First role, Trainee, Assistant, Junior executive, Intern
- **Intermediate or Experienced:** Has the knowledge and experience to work autonomously
- **First level management:** Has some responsibility for staff/clients/brands
- **Middle management:** Acts as a medium between Executive management and First level management. May have some budget responsibility
- **Executive / Senior management:** Responsible for strategy, sizeable P&L/budgets, teams

ENI used ‘levels’ to get round the fact there are numerous job titles within insight and often the same title is for different levels of experience. As a result, we didn’t feel it possible to always categorise in this way. However, if you would like some analysis by job title, get in touch. This can be arranged.

Alongside each salary table, we have added a table showing the percent that received an additional bonus and what this was as a percentage on average.

Research Agency

Market research agencies are firms that gather and analyse structured and unstructured data on consumer/customer and social behaviour, for commercial and public sector organisations. Employees can range from those offering project based operational support, to account handlers, to those doing high level analysis, with salaries differing accordingly.

	Job titles at each level	Min Salary	Avg Salary	Max Salary	Received a Bonus	Avg Bonus (% of salary)
Entry Level	Research Executive Research Assistant	£23,000	**£28,030**	£33,000	53%	**6.3%**
Intermediate/ Experienced	Research Manager Research Executive Senior Research Executive	£23,000	**£33,890**	£54,000	40%	**5.8%**
First Level Management	Research Manager Associate Director Senior Research Manager	£31,000	**£47,703**	£89,100	42%	**7.9%**
Middle Management	Research Director Associate Director Analytics Director	£40,400	**£72,665**	£122,000	54%	**8.7%**
Executive/Senior Management	Research Director Senior Research Director Managing Director	£62,000	**£102,574**	£165,000	56%	**7.1%**

Salaries:
by Employer

Client-side/End-user

Organisations with their own in-house Insight and/or Data Analytics team, analysing customer data to reveal the insight, patterns, and trends, allowing them to influence the organisations strategic decisions. Sometimes the roles involve collecting and analysing data in-house, sometimes it involves the analysis of data collected elsewhere.

	Job titles at each level	Min Salary	Avg Salary	Max Salary	Received a Bonus	Avg Bonus (% of salary)
Entry Level	Research Associate Executive Category Executive	£25,000	**£27,000**	£31,000	33%	**4%**
Intermediate/ Experienced	Senior Research Executive Data Analyst/Scientist Insight Manager	£24,000	**£48,892**	£85,000	51%	**10%**
First Level Management	Research Manager Insight Manager Associate Director	£33,000	**£60,948**	£125,000	52%	**9.8%**
Middle Management	Head of Insight Insight Manager Senior Insight Manager	£40,623	**£87,330**	£185,000	65%	**14.7%**
Executive/Senior Management	Director, Insight & Analytics Chief Data Officer Research & Insights Director	£73,101	**£157,373**	£400,000	36%	**28%**

Research Agency Vs Client-Side

Agency and client-side salaries tend to follow the same pattern every year, client-side salaries are higher, except at entry-level. Once you add in bonus the difference is even greater.

*However, the size of teams within research agencies makes it easier for them to promote. **18%** of research agency respondents moved to a new role within their employer last year, whereas only **8%** of client-side researchers had moved into a new role with their employer.*

*The inability of client-side teams to promote from within, may impact on retention. **77%** of our research agency respondents were with the same employer for the whole year. **70%** of client-side researchers were with the same employer for the whole year. Client-side organisations had the lowest retention rate of all our employers.*

Salaries:
by Employer

Communications/Media Agency

An organisation that specialises in providing various services related to marketing, advertising, public relations and media, influencing media and advertising strategy. Insight professionals here focus on media, communications and advertising performance and strategy.

	Job titles at each level	Min Salary	Avg Salary	Max Salary	Received a Bonus	Avg Bonus (% of salary)
Entry Level	Business Coordinator Analyst	£24,000	**£24,500**	£25,000	0%	-
Intermediate/ Experienced	Senior Data Analyst Senior Research Executive	£30,000	**£40,007**	£59,950	35%	**7.8%**
First Level Management	Associate Director Research & Insight Manager	£32,000	**£48,015**	£80,000	38%	**7.4%**
Middle Management	Associate Director Research & Insight Director	£50,400	**£64,600**	£75,000	33%	**10.3%**
Executive/Senior Management	Head of Analytics Head of Strategy	£120,000	**£144,000**	£168,000	100%	**7.3%**

Research & Data-Tech Provider

An organisation that develops, provides, or integrates solutions and platforms, designed to enhance, and optimise marketing, insight and market research activities. Some organisations are quite traditional in the service they are offering, others offer a service based around technology. Those working in the more traditional organisations in operational roles are not paid as well as those offering cutting edge technology skills. In addition, a number of these organisations employ account handlers and those focused on BD, who often earn a different amount again.

	Job titles at each level	Min Salary	Avg Salary	Max Salary	Received a Bonus	Avg Bonus (% of salary)
Entry Level	Data Analyst Research Executive	£25,000	**£26,500**	£28,000	100%	**3%**
Intermediate/ Experienced	Data Scientist/Analyst Business Dev Manager Senior Insight Analyst	£22,000	**£52,093**	£82,500	44%	**19.6%**
First Level Management	Associate Director UX Research Manager	£25,000	**£54,589**	£85,000	64%	**11.4%**
Middle Management	Team Lead Head of Client Services Biz Dev/Sales Director	40,700	**£77,013**	£135,000	69%	**13.6%**
Executive/Senior Management	Chief Data Officer Head of Sales Research Director	£50,000	**£128,400**	£190,000	100%	**20%**

Salaries:
by Employer

Data Consultancy

Organisations that typically work with clients across various industries to help them effectively manage, analyse, interpret, and derive insights from data.

	Job titles at each level	Min Salary	Avg Salary	Max Salary	Received a Bonus	Avg Bonus (% of salary)
Entry Level	-	-	-	-	-	-
Intermediate/ Experienced	Data Scientist/Analyst Data Engineer Insight Manager	£30,000	**£46,796**	£65,000	31%	**8.8%**
First Level Management	Insights Manager Data Scientist Program Lead	£34,400	**£50,425**	£72,200	50%	**5%**
Middle Management	Data Scientist Consulting Director Innovation & Growth Director	£52,000	**£66,750**	£85,000	25%	**40%**
Executive/Senior Management	Lead Solutions Architect	£120,000	**£120,000**	£120,000	100%	**5%**

Management/Brand Consultancy

A consultancy that offers advisory services to businesses and organisations in areas related to strategic management, branding, and marketing. Provide guidance on various aspects of their business operations, with a focus on enhancing brand value, improving market positioning, and driving growth.

	Job titles at each level	Min Salary	Avg Salary	Max Salary	Received a Bonus	Avg Bonus (% of salary)
Entry Level	Insight & Data Consultant Cultural Strategy Executive	£27,000	**£30,000**	£33,000	50%	**-**
Intermediate/ Experienced	Consultant Analyst Senior Insights Analyst Customer Success Manager	£33,000	**£48,836**	£82,500	64%	**9.3%**
First Level Management	Design Research Lead Analytics Manager Consultant	£45,000	**£65,633**	£90,000	50%	**6.7%**
Middle Management	Head of Research Senior Manager/Director Client Innovation Lead	£58,000	**£103,022**	£170,000	69%	**8.9%**
Executive/Senior Management	Head of Research & Insights Director Senior Analytics Director	£95,000	**£129,571**	£200,000	100%	**22.5%**

Market Intelligence Consultancy

Market intelligence focuses on gathering and analysing information about the broader market environment rather than individual consumers, including industry trends, competitor activities, and customer behaviours.

	Job titles at each level	Min Salary	Avg Salary	Max Salary	Received a Bonus	Avg Bonus (% of salary)
Entry Level	Associate Consultant Trends Analyst	£30,240	**£30,620**	£31,000	50%	**6%**
Intermediate/ Experienced	Lead Data Scientist Senior Solutions Executive Media Analyst	£28,000	**£39,952**	£72,000	44%	**8.5%**
First Level Management	Senior Consultant Senior Manager Insight Manager	£32,000	**£50,600**	£70,000	80%	**5.5%**
Middle Management	Consumer Insights Director Director Chief Analyst	£50,000	**£72,286**	£95,000	29%	**8.5%**
Executive/Senior Management	Research Manager Research Director	£85,000	**£107,500**	£130,000	100%	**19%**

Retention and Promotion by Employer

The employer types with the highest retention rates are the management/brand consultancies with **87%** of respondents staying put in either the same or a new role.

The survey doesn't tell us why, but experience tells us this is a combination of strategic influence, sizeable teams allowing for promotions, and higher salaries.

23% of those remaining with their market intelligence consultancy employer were promoted/changed roles during 2023. The highest rate for all our employers.

Salaries by Employer:
Public Sector VS Private Sector

Average salary is **higher in the private sector over the public sector** at all levels, except at 'entry level'.

In addition, **those in the private sector are more likely to get a bonus** and amount of that bonus as a percentage of salary is higher.

Public Sector

	Min Salary	Avg Salary	Max Salary	Received a Bonus	Average Bonus (% of Salary)
Entry Level	£25,000	**£29,000**	£33,000	0%	-
Intermediate/ Experienced	£22,000	**£40,772**	£82,500	34%	**5.4%**
First Level Management	£35,000	**£45,650**	£72,789	37%	**6.5%**
Middle/Executive/ Senior Management	£46,500	**£77,835**	£185,000	40%	**10.5%**

Private Sector

	Min Salary	Avg Salary	Max Salary	Received a Bonus	Average Bonus (% of Salary)
Entry Level	£23,000	**£27,298**	£33,000	54%	**5.6%**
Intermediate/ Experienced	£23,100	**£41,785**	£85,000	45%	**9.2%**
First Level Management	£25,000	**£54,403**	£125,000	49%	**9%**
Middle/Executive/ Senior Management	£40,400	**£88,462**	£400,000	60%	**12%**

Salaries:
by Skill

We asked respondents to highlight their main skill. ENI expected to see a difference in salaries based on skills, but the analysis is difficult as skills aren't spread evenly across levels.

It is possible to make some comparison at first level management.

Here those that stated their key skill was **data analytics/science** **earned the most** on average of:

£69,183

...followed by those whose key skill was **CX/UX/AI** whose average salary was:

£66,028

Those **earning least** at first level management, were those whose key skill was **operations/business support**, earning on an average

£44,500

and those whose key skill was **market research** were earning an average salary of

£50,382

The answers do tell us something about the spread of skills at entry level:

Market Research as a skill formed the foundation for many entering the profession of Insight before branching out into one of the many other areas, with market research agencies traditionally the employer that most new starters joined.

Today **the range of skills being taught at entry level, and therefore the employer teaching them, is diversifying**:

53% of our **entry level** respondents listed **market research** as their predominant skill.

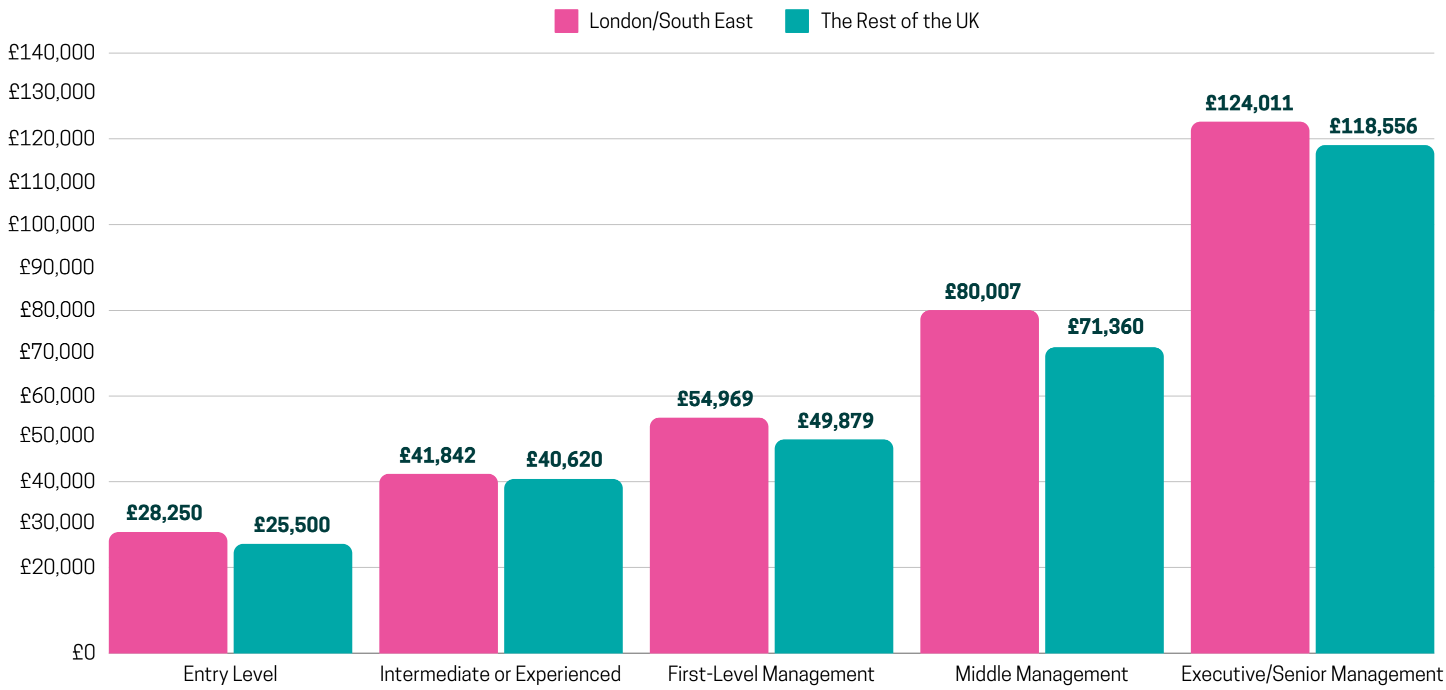
18% of our **entry level** respondents list **data analytics** as their predominant skill.

16% of our **entry level** respondents listed **insight management/strategic planning** as their primary skill.

Salaries:
by Region

26.5% of our respondents live outside London and the South East.

The table below shows that whilst salaries in London and the South East are still higher at all levels, the gap is reducing and now quite small. This may be because remote working allows those in other regions to earn London salaries pushing up regional salaries for all. It could also be because of the impact of larger employer groups with offices in multiple locations.



London/South East

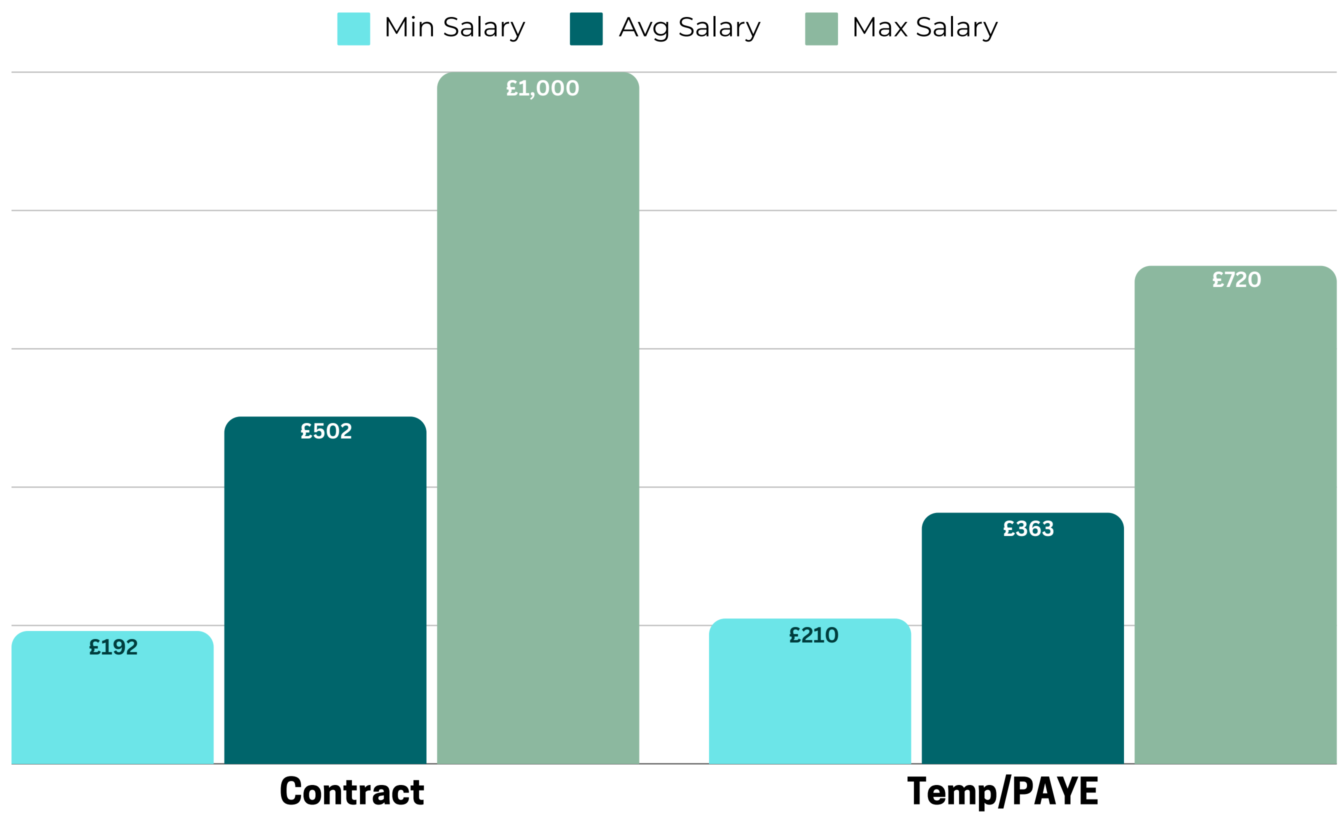
	Min salary	Avg Salary	Max Salary
Entry Level	£24,000	**£28,250**	£33,000
Intermediate/ Experienced	£23,100	**£41,842**	£85,000
First Level Management	£25,000	**£54,969**	£125,000
Middle Management	£40,400	**£80,007**	£185,000
Executive/Senior Management	£50,000	**£124,011**	£400,000

The Rest of the UK

	Min salary	Avg Salary	Max Salary
Entry Level	£23,000	**£25,500**	£28,000
Intermediate/ Experienced	£23,000	**£40,620**	£75,000
First Level Management	£30,000	**£49,879**	£89,000
Middle Management	£43,000	**£71,360**	£150,000
Executive/Senior Management	£90,000	**£118,556**	£250,000

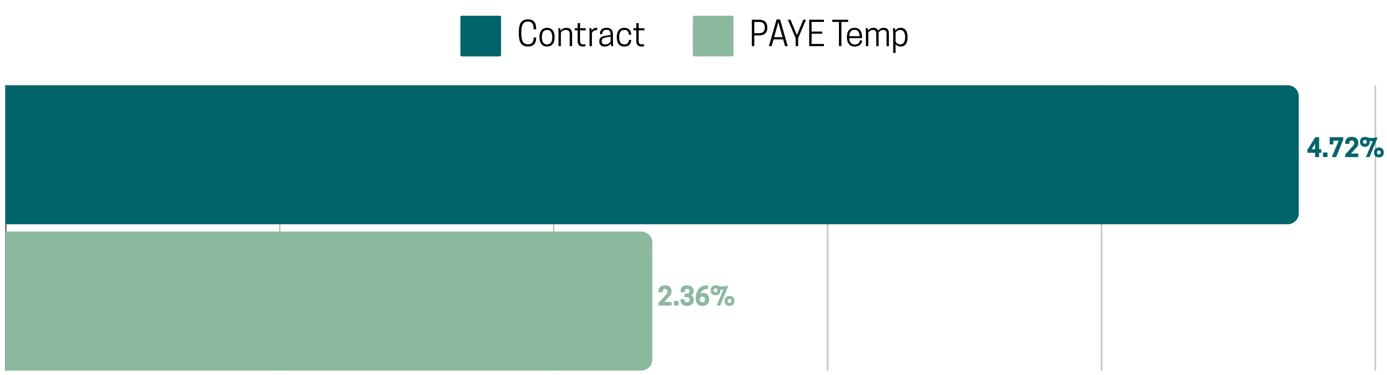
Salaries:
Contract & Temp/PAYE

The **day rates for those who are working as PAYE/temps is lower than that of contractors**. However, the difference isn't large, given contractors are responsible for paying their own tax, and covering their own holiday pay.



Salary Increases - Contract & PAYE Temp

Increases for those not in permanent employment were, on average, lower than the **6.5%** average increase for permanent employees.



Salary Increases

73% of respondents in **permanent, full-time employment received a salary increase** in the last 12 months.

This is down from **79%** in last year's study.

The **average increase in salaries within Insight** was **6.5%**

By comparison, average earnings across the whole UK economy rose by **6.2%** in the year to December 2023.

For those **permanent employees that stayed in the same role in the same organisation, the average pay increase** was

4.1%

For those that stayed with the same employer but have moved to a new role, the average increase was

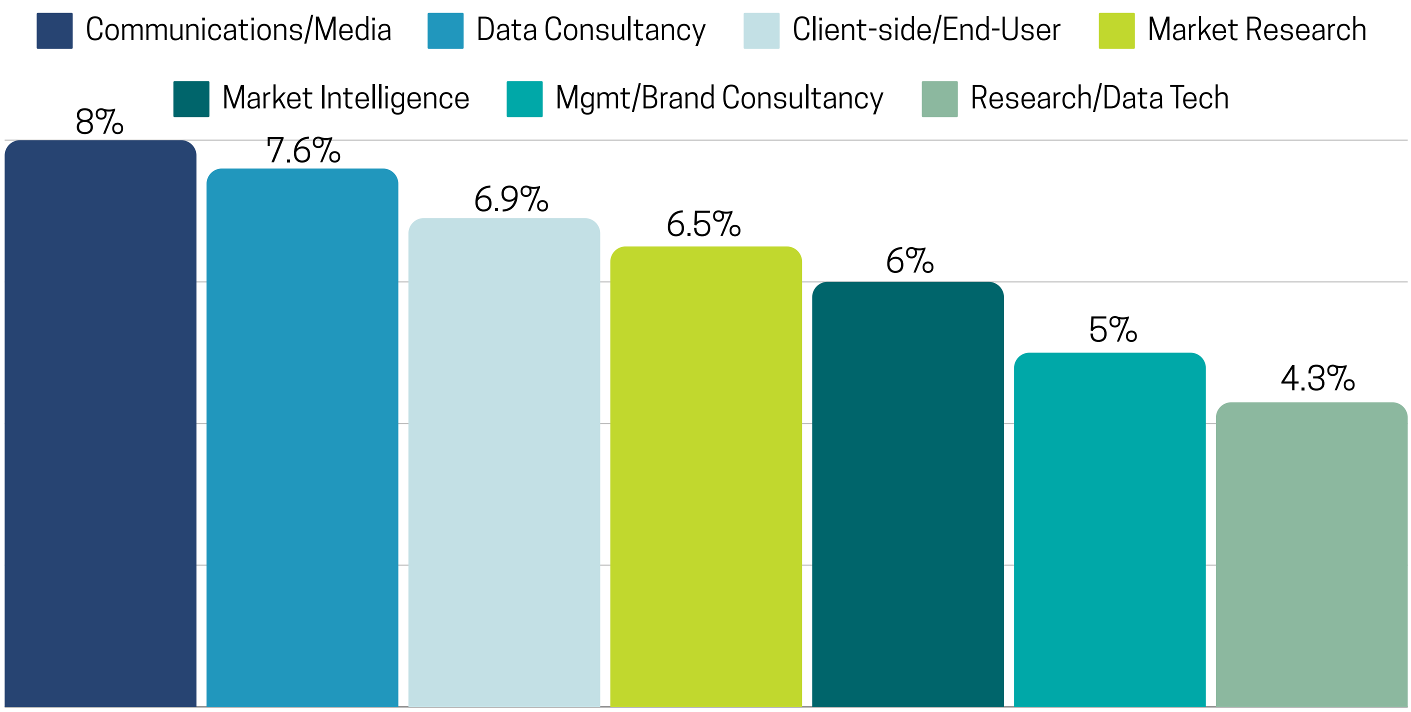
10%

For those with a new employer in a new role, the average increase was

10.5%

Salary Increases by Employer Type

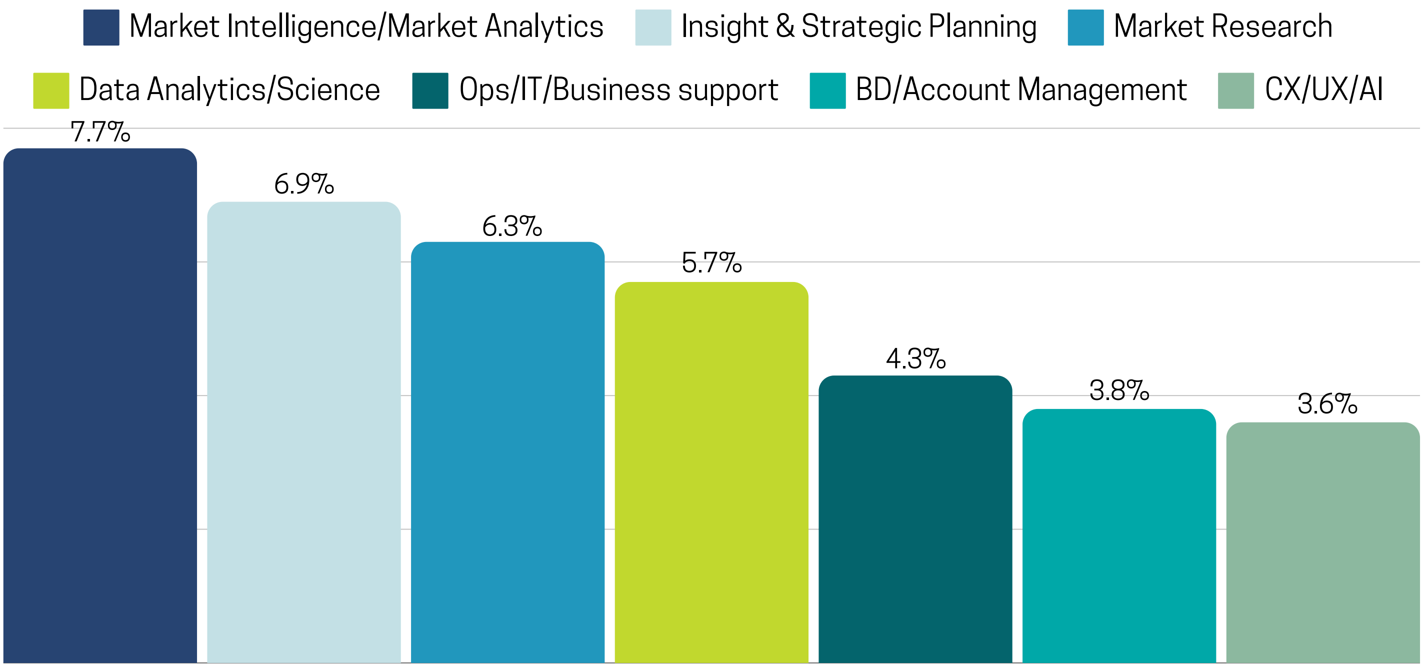
The **employees with the largest increase were those working for media agencies, who on average got an 8%** increase. Those working for **research/data tech organisations received the lowest increase of 4.3%,** possibly reflecting the problems the tech sector had last year.



Salary Increases

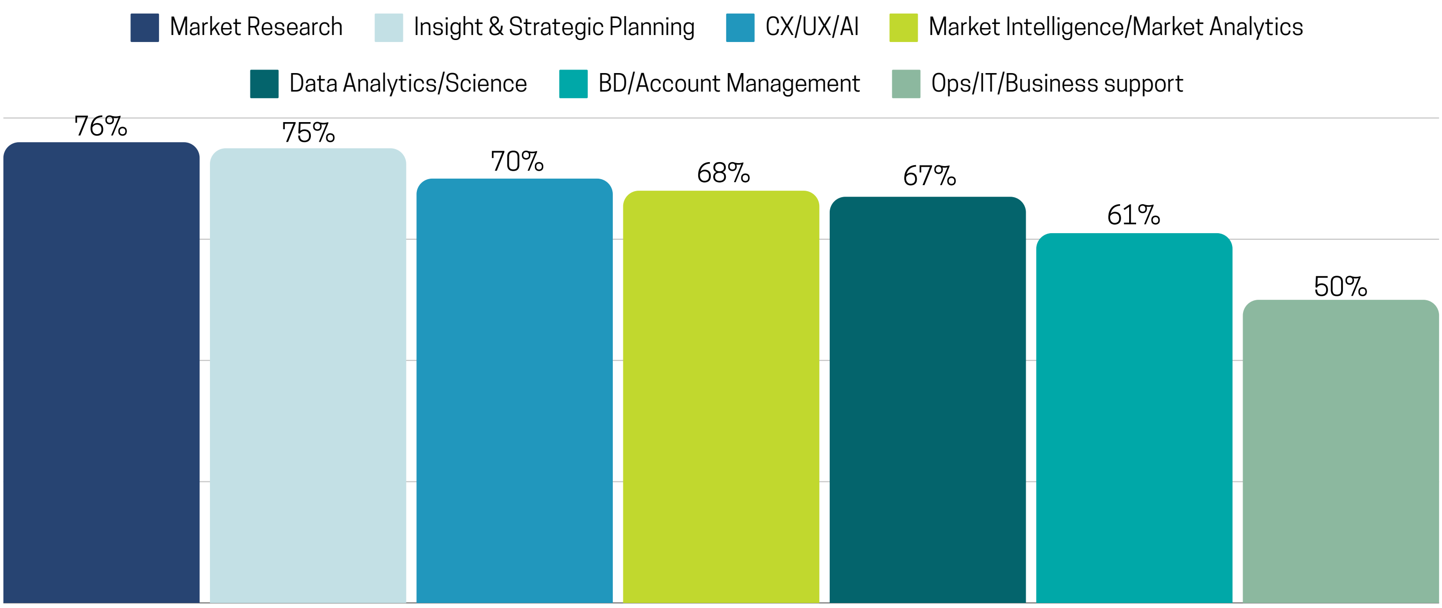
Salary Increases by Skill

Salary increases are similar when we break them down by skill, though the percentage getting an increase based on skill does vary quite a bit. **Market researchers were most likely to have got an increase, with 76%** of those with that skill stating they got one last year, while only **50% of those whose key skill is operations**, got an increase.



Salary increase by skill

Percentage of respondents that received an increase



DE&I:
Salaries by Gender

The Market Research Society reported that last year the gender pay gap was **13.3%**

ENI respondents work for a broader range of employer than those represented by the MRS. In our survey the gender pay gap was greater, **men earned 17% more than women in Insight.**

Further analysis makes it clear why there is such a large difference:

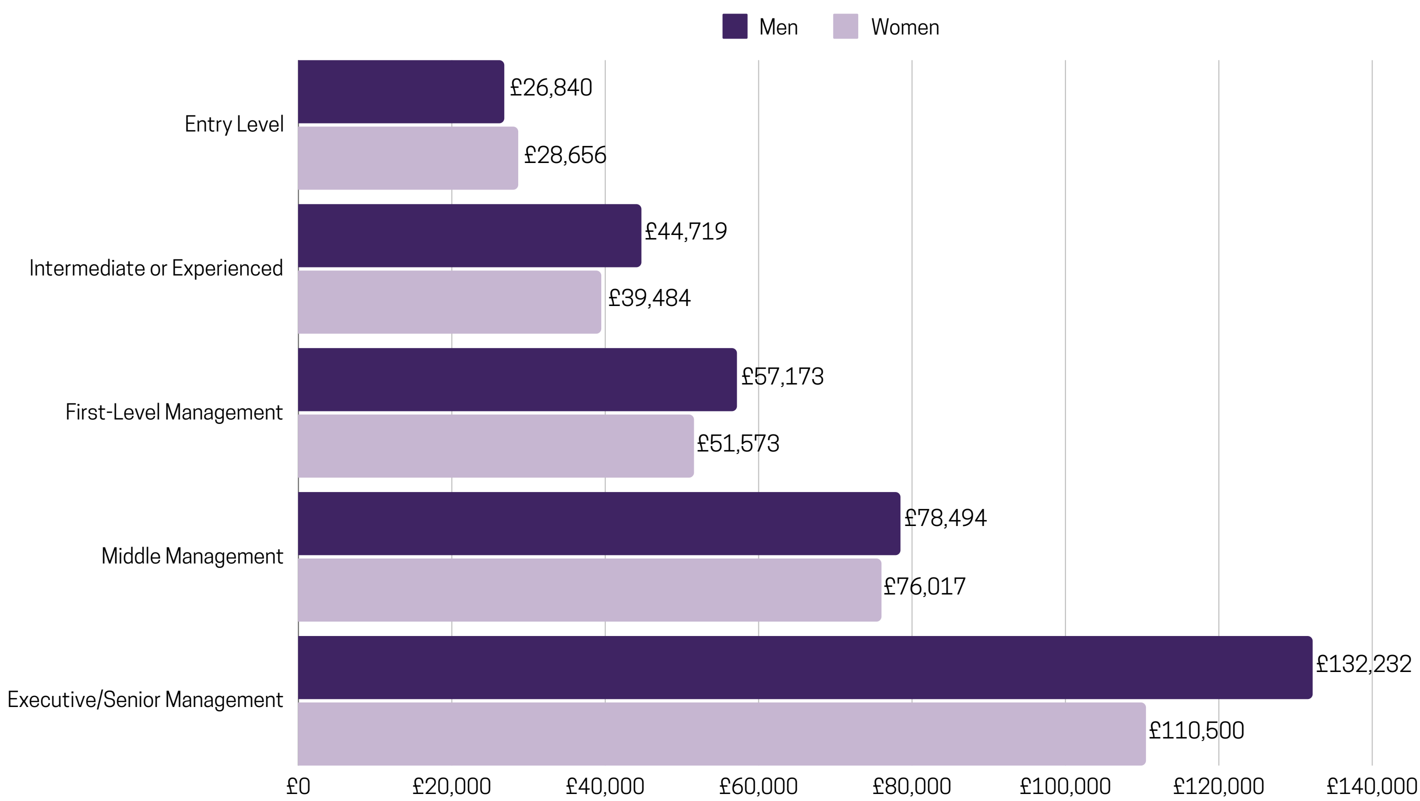
75% of female respondents are in the lower three job levels, entry level, experienced and first level management. Just **4% of them are in the executive/senior management category**.

By comparison **62% of our male respondents are in the lower three job levels**, and 9% of them are in the executive/senior management category.

The highest paid male respondents earn 2X what the highest paid female respondents earn.

In conclusion the majority of female respondents are employed in the lower and mid-levels of the profession, and aren't reaching the higher levels. Even when they get the senior roles, they aren't as well paid. This could be because they don't have as many years continuous experience, making it more difficult to get the senior, well paid positions.

Average Salaries by Gender



DE&I:
Salaries by Ethnicity

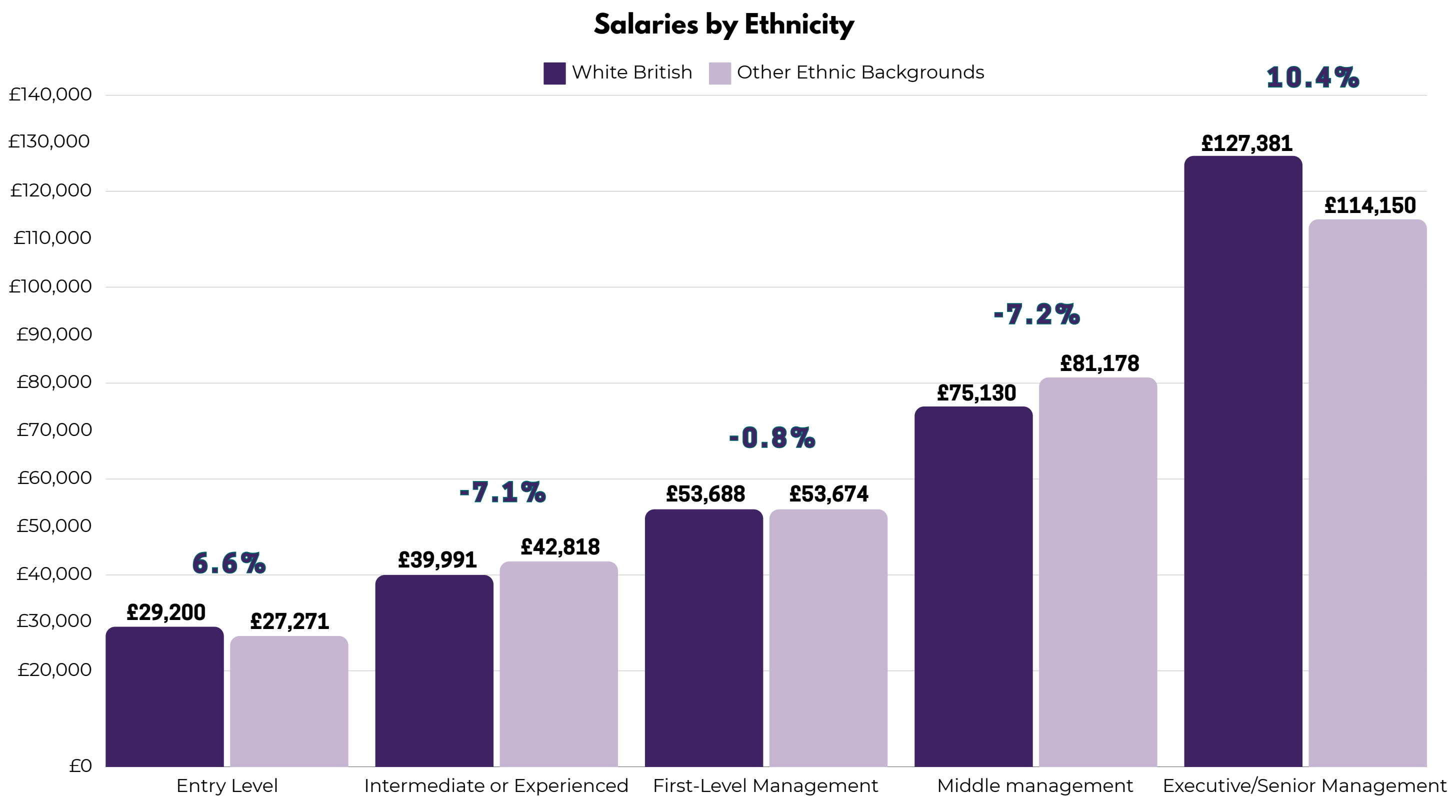
The profession has been making huge strides to encourage those from an ethnic background to join the profession. Many agencies now run apprenticeship schemes, encouraging those from a wider range of backgrounds to work within Insight. In addition, Insight is employing more professionals, particularly at a junior level, with technical and data science skills. This may also be having an impact.

51 % of our respondents described themselves as White British, with **46%** describing themselves as from another background.

ENI don't believe this large % of ethnicity is necessarily reflective of the profession as a whole and may be more to do with our own interest in DE&I and therefore, our reach. However, it is an advancement on what we have seen in previous years.

There is a big difference in ethnic representation when it comes to level of respondent. At entry level, **70%** of our sample describe themselves as coming from 'other ethnic background' whereas **at executive/senior management level, it is 26%.**

Differences in salaries are highlighted in the chart:



The data shows that salaries are similar across most levels, with **White British respondents earning more at entry and exec/senior management level. At executive/senior management level, this is as high as 10.4%**

When we further analysed the data to look at salary increases, we can see that:

- **78%** of White British respondents received an increase
- **69%** of respondents from other Ethnic backgrounds reported an increase

Overall average salaries:

White British respondents: **£62,246**
Other Ethnic Background respondents: **£55,636**

Overall Ethnic pay gap: **10.6%**

DE&I:
Salaries by Age

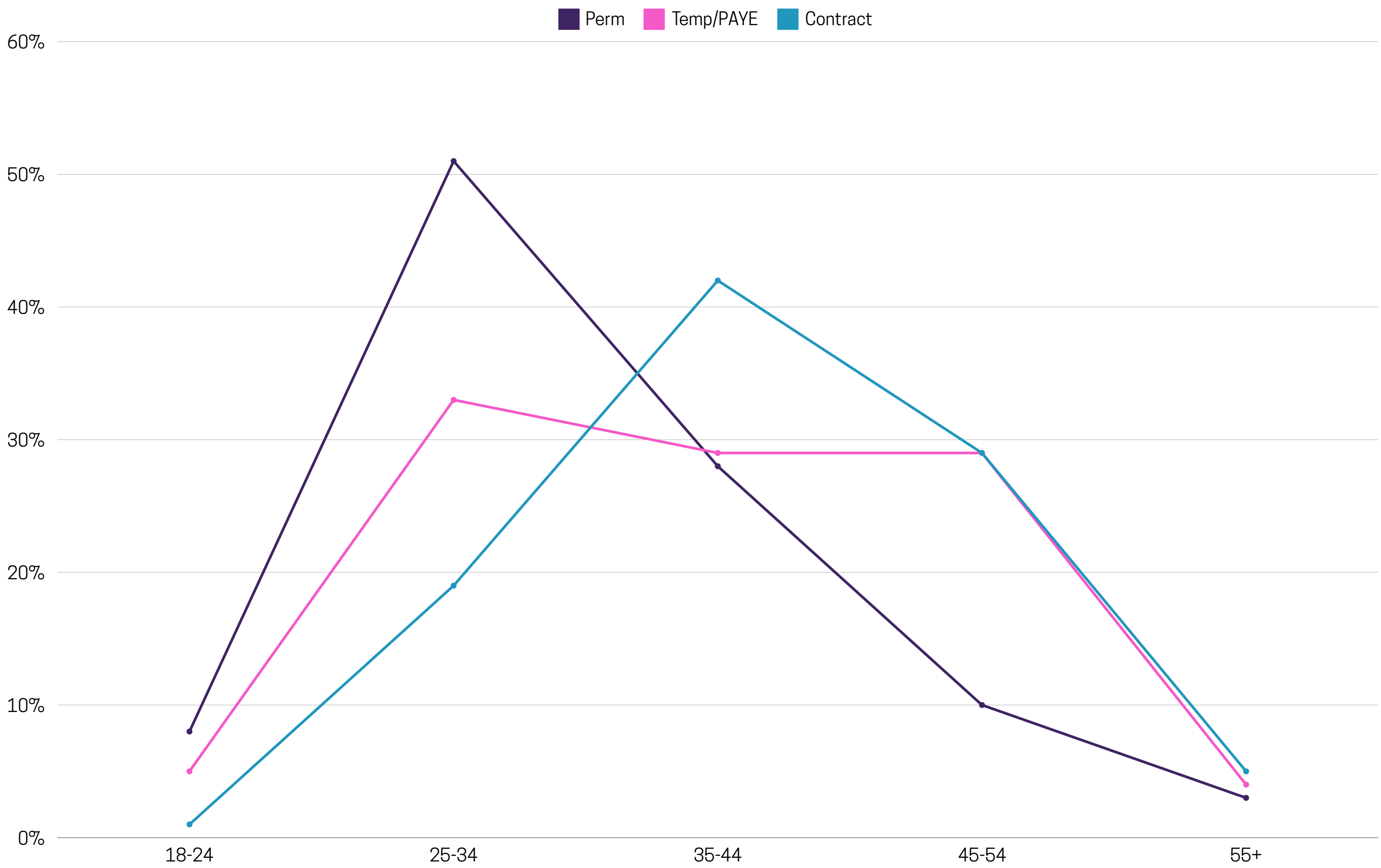
Salary average increases with age. The highest salary earners are in the 35 to 54 age group.

	Min Salary	Avg Salary	Max Salary
18-24	£23,100	**£32,404**	£49,000
25-34	£23,000	**£48,529**	£125,000
35-44	£23,000	**£73,492**	£400,000
45-54	£28,000	**£87,752**	£250,000
55-64	£44,740	**£91,484**	£153,000

With the retirement age at 67 it is interesting that only **3% of our respondents in permanent work are aged 55 and over**. By contrast, **51%** of our respondents are aged between 25 and 34.

The proportion of those working as either PAYE temps or contractors in the 45 to 55 age group is almost double the proportion working as permanent employees.

Percentage of respondents that are Perm, Temp/PAYE and Contract by age group

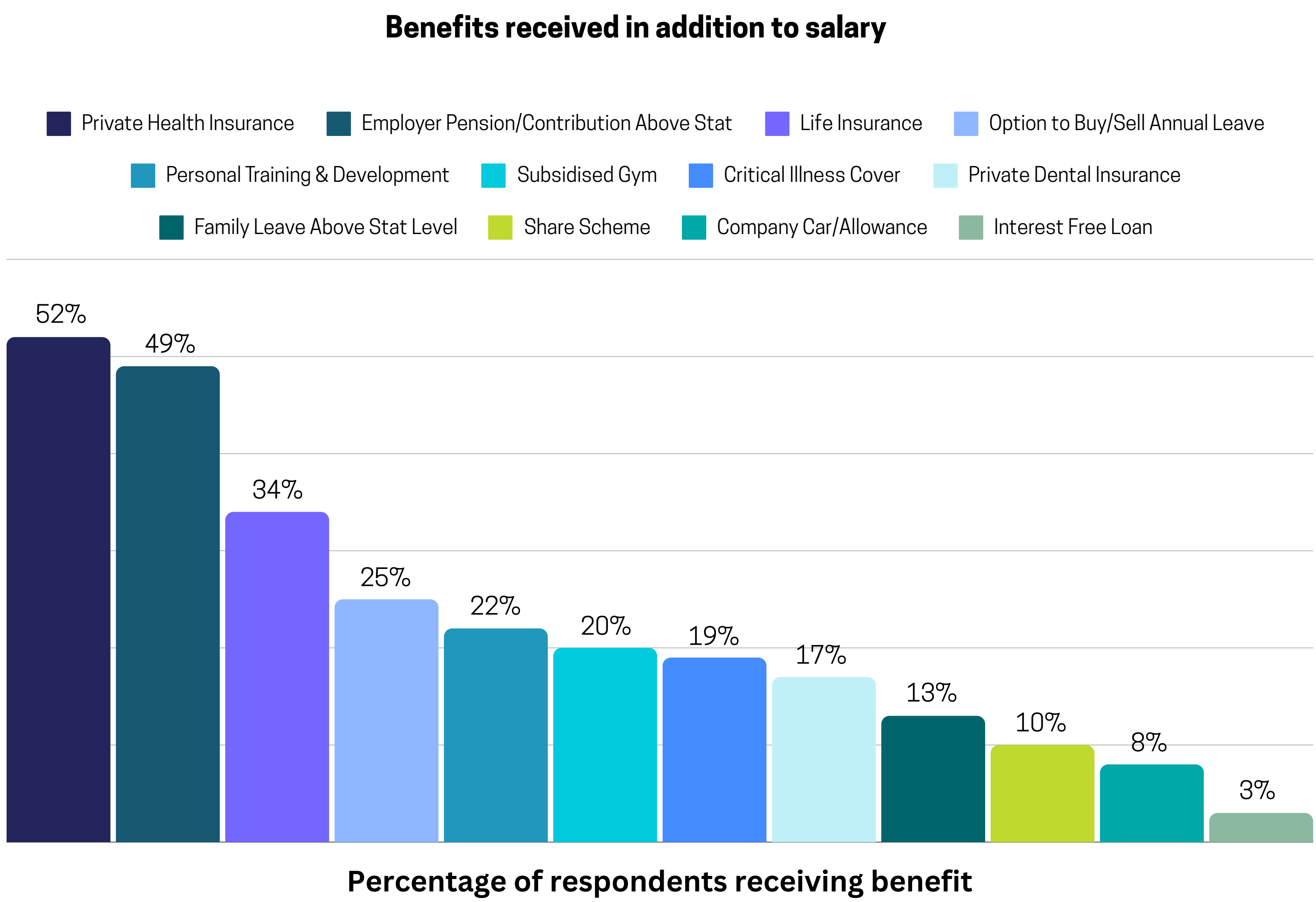


Benefits

We asked Candidates ***"Which benefit(s) do/did you receive in addition to your salary?"*** - and no, this doesn't mean the statutory pension scheme...

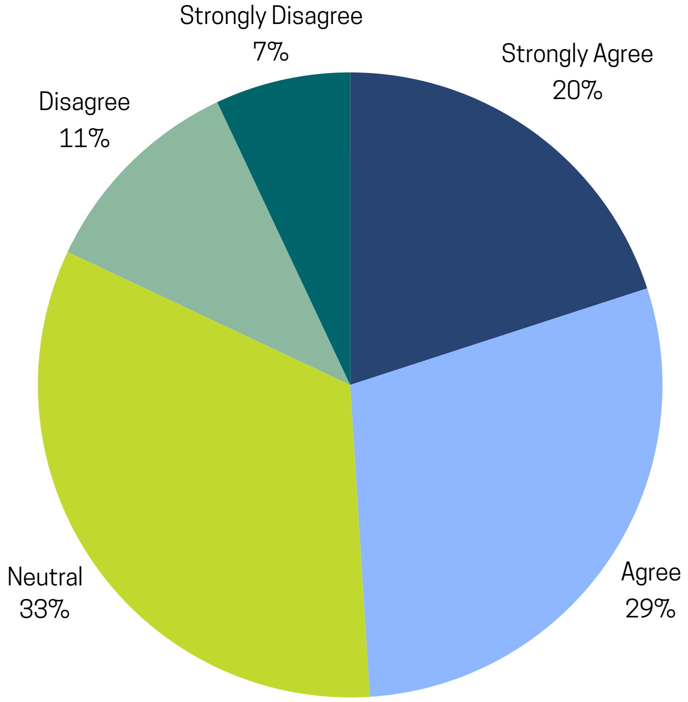
Employees want to see **evidence of a supportive and flexible employer**.

Having a variety of benefits and asking employees what they want is a great solution but isn't easy for smaller organisations to administer. This year, **27% of respondents have a flexible benefits allowance**, allowing them to select from a menu of benefits.



Culture & Motivations:
Values

We're aware that candidates are drawn to employers that have certain values, ENI wanted to know to what extent respondents thought their current employer:



Has put in place a range of initiatives supporting DE&I, that are making a positive impact?

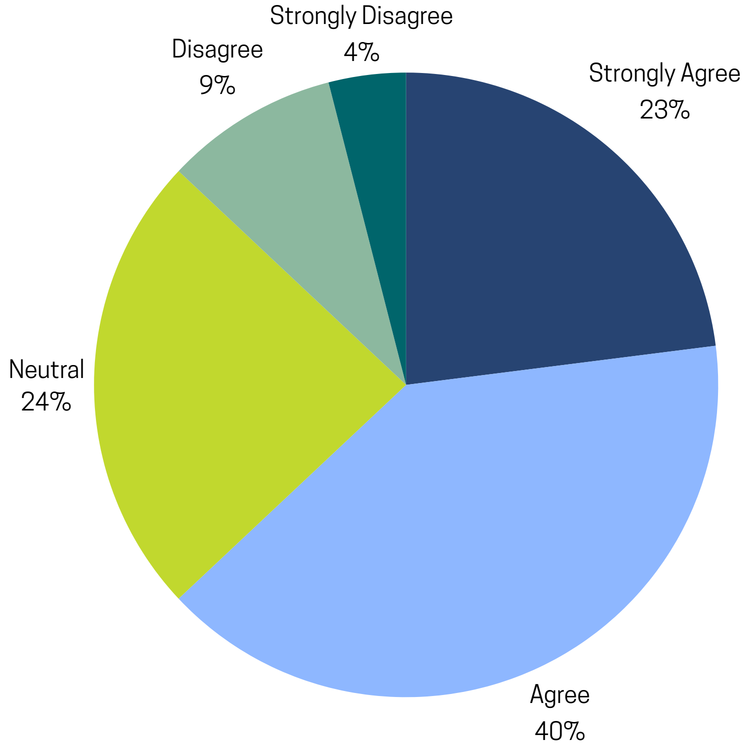
Despite a lot of DEI initiatives within the Insight profession only **49% of Insight professionals believe their employer has put in place something that has made a positive impact.**

Those leading the way are client-side organisations and media/comms agencies with **58%** and **55%** of respondents respectively believing they are doing something which is making a difference.

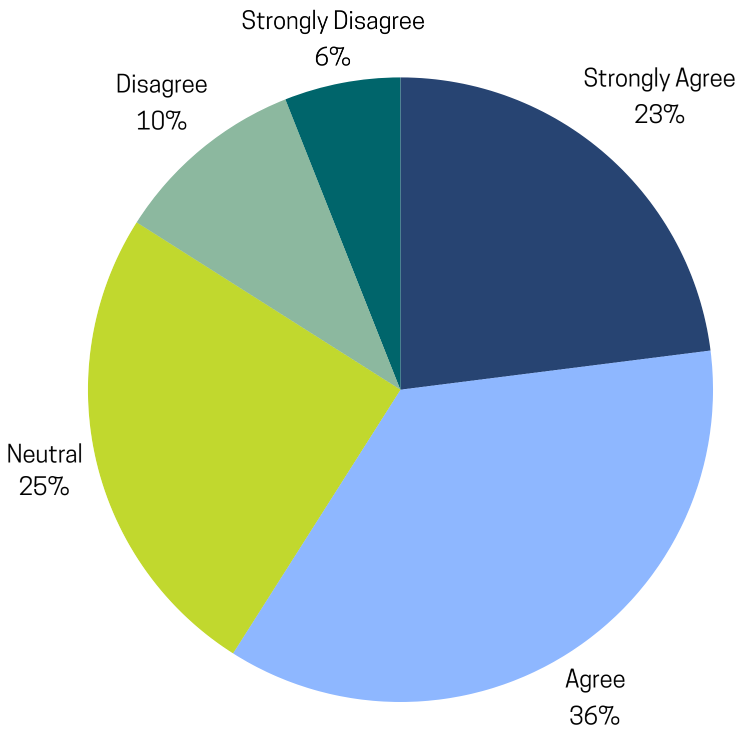
Embraces innovation and new technology?

Almost all employer types score well in this area, which is just as well, given the rate of change.

63% of Insight professionals agree or strongly agree their employer embraces innovation and new technology, with almost all employer types scoring well.



Culture & Motivations:
Values



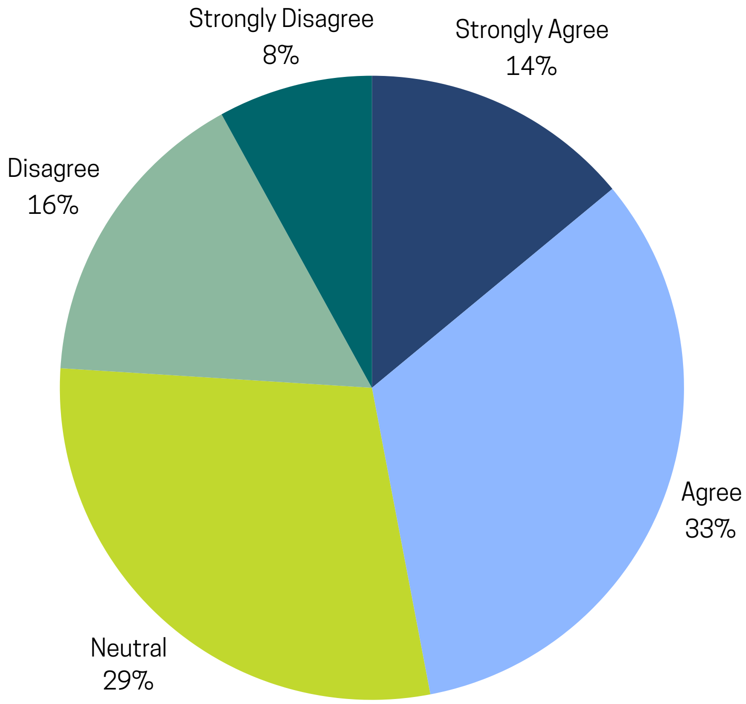
Supports their health and wellbeing?

59% of respondents agree or strongly agree their employer **supports their health and wellbeing.**

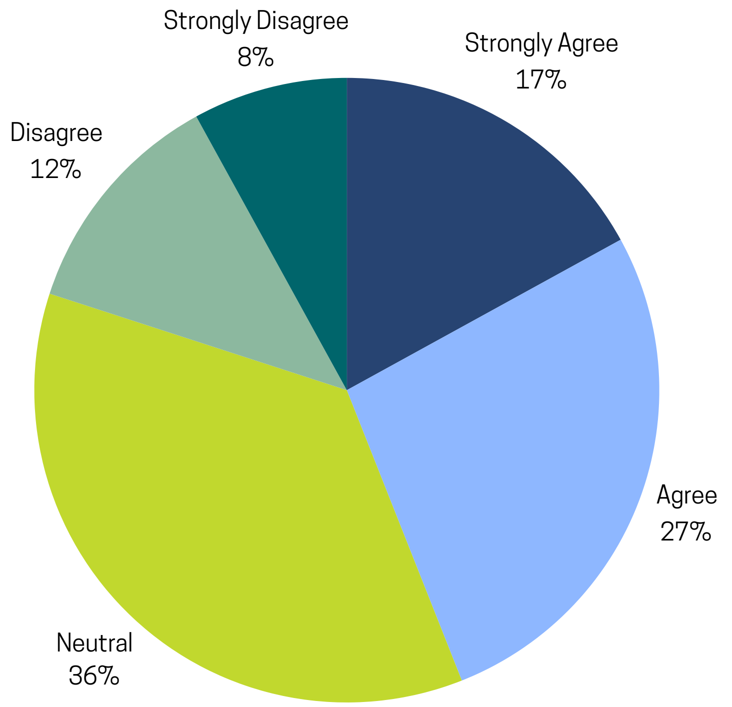
Provides access to sufficient training and development/mentoring opportunities?

These scores are disappointing given the ever-increasing need for new skills within the profession, with only **14% strongly agreeing their employer offers access to sufficient training/development opportunities.**

The employer type that scores highest is Data Consultancy with 25% of respondents strongly agreeing their employer supports training and development.



Culture & Motivations:
Values



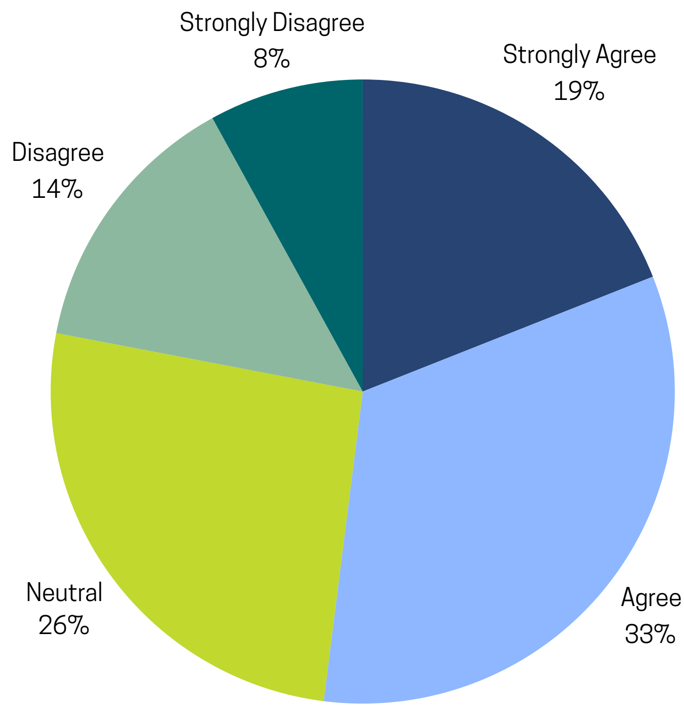
Is committed to sustainability?

Only **44%** agree or strongly agree their employer is committed to sustainability.

Client-side organisations and Data Consultancies have the highest % of employees agreeing or strongly agreeing they support this area.

Values its employees?

Insight teams are powered by the individuals within them, so it is disappointing to see that **just 52% of our respondents work for an employer they agree/strongly agree values them**, with **22%** disagreeing.

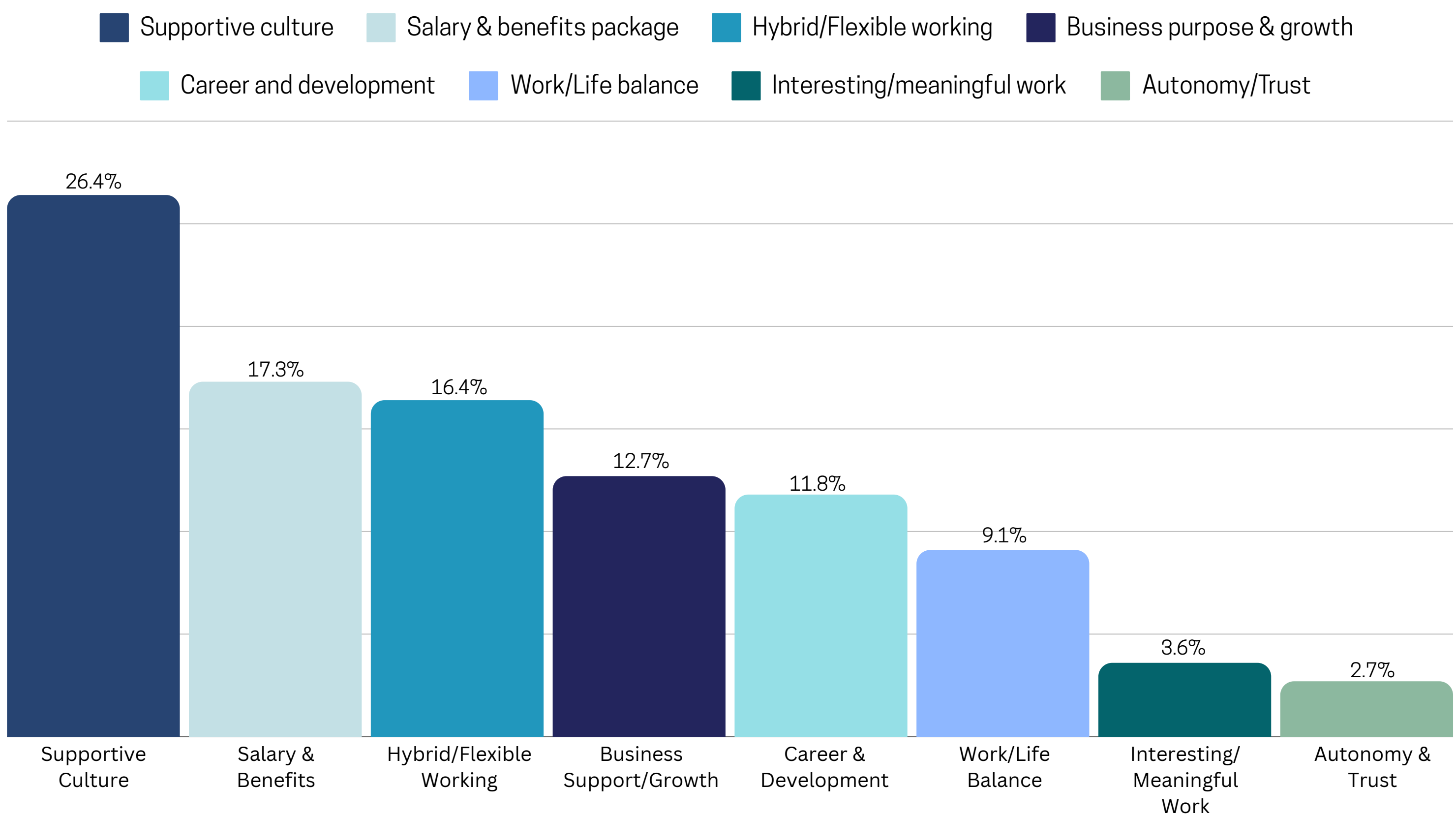


Culture & Motivations:
What Matters to Employees

ENI reflected on what matters to employees. Salary and benefits are a driver, which is no surprise given the cost of living increases we have experienced, however other factors are also important including culture, flexibility and business/career growth.

We asked respondents:
"What single thing would persuade you that an employer is one that you would like to work for?"

Few were able to single out one thing that makes an employer attractive, instead they felt there were number of, often interlinked, factors. These were:



The single thing **picked out most was a <u>supportive culture</u> at 26.4%,** in ENI's experience this includes things like:

- An emphasis on **strong people management**
- **Clear training and development** paths
- Having open conversation and **clear DE&I policies**
- **Listen** to feedback from employees, allowing all to contribute ideas
- A **culture that takes into account the employee as a whole**, with interests and commitments beyond work

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Culture & Motivations:
What Matters to Employees

Hybrid/Flexible working followed, with 16.4% of respondents mentioning this.

Respondents commented that companies that offer a 4-day working week are extremely favourable, yet **only 2% of our permanently employed respondents are in part-time employment**. Flexible working patterns were also heavily mentioned:

“Flexibility in working patterns – location and timings. This shows trust in employees and enables inclusivity of different personal circumstances (e.g. those with children and disabilities) and a mature approach to get the best performance.”

"I value employers who fully embrace the concept of flexible working hours. One that doesn't judge you for the hours you work but for your output."

Whilst most Insight employers don’t offer part time as an option to permanent employees, employers are in most cases providing hybrid working options:

- **Only 2% of respondents are fully office based**, with 21% fully remote and 77% working in a hybrid way.
- Of those with a hybrid role, **72% are spending more than 50% of their time working from home**.

This allows for more flexibility so it’s not surprising **82% said they were satisfied** with the home/office split.

24.5% mentioned a growing company along with career prospects were key drivers when picking an employer.

*“**Clear ideas on progression** not just of me, but of those around me. Hiring and promoting the brightest people and pushing training to up the level of the team”*

*“Someone that **invests in the development** of their employee and appreciates their employee”*

*“**Growth opportunities**”*

*“Clear visions for future and **how the business is setting itself up to succeed**”*

*“Opportunity to **learn and move up in the company** through mentoring and learning”*

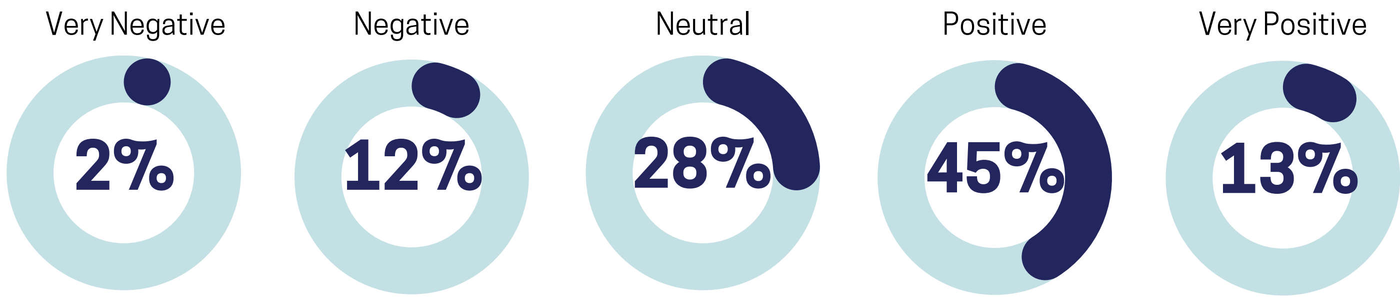
*“Reward/progression system that encourages myself to improve and **expand my skillset and quality** outcome to the business sector”*

*“A **growth trajectory with an emphasis on profitability** and a happy healthy workforce”*

Culture & Motivations:
Retention in Insight

Always talent short, it is important Insight retains the talent within it. With Insight undergoing huge change right now, how does this impact on how those within it, see their future?

How positive you feel about your career prospects in the UK insight profession in the next five years?



There was quite a bit of variation when the results were analysed by employer with **66% of Data Consultancy respondents and 65% of client-side respondents being either positive or very positive**.

By contrast only **37% of Market Intelligence Consultancy respondents feel positive/very positive** about their future.

Contact Us

If you have any other questions about the survey and it's findings or want a bit more information about one of the specific points, or have a vacancy you need advising on, get in touch with Liz@elizabethnorman.com

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