



UK Insights, Market Research and Data Salary Guide 2021

Over the last 33 years ENI has seen huge changes to the Insight, Market Research and Analytics professions. Those changes have accelerated over the last couple of years. Changes include; the growth of data analytics, more information gathered in house, the growth of technology companies, changes to skills needed within insight, and an increased emphasis on insight having strategic impact. In addition whilst Covid initially had a negative impact on the profession, many areas are now experiencing enormous growth, and as a result, an unprecedented shortage of talent.

What does all this mean for salaries? ENI's survey shows that salaries are increasing rapidly, however there is quite a bit of inequality with some areas of the profession paid a bit more than others.



As the profession evolves to cover an increasingly wide range of technologies and approaches, job titles have diversified. To make it possible to compare salaries across different areas of the profession we have respondents to match themselves the levels below:

Entry/Grad level - Starting out in their career, first role in the industry or potentially having recently had their first promotion.

Mid-Level - Experienced, hands-on level - possibly leading projects.

Senior/Manager level - Either holding a senior, hands-on position or are responsible for a team.

Head of/Director - Leading a business unit/function.

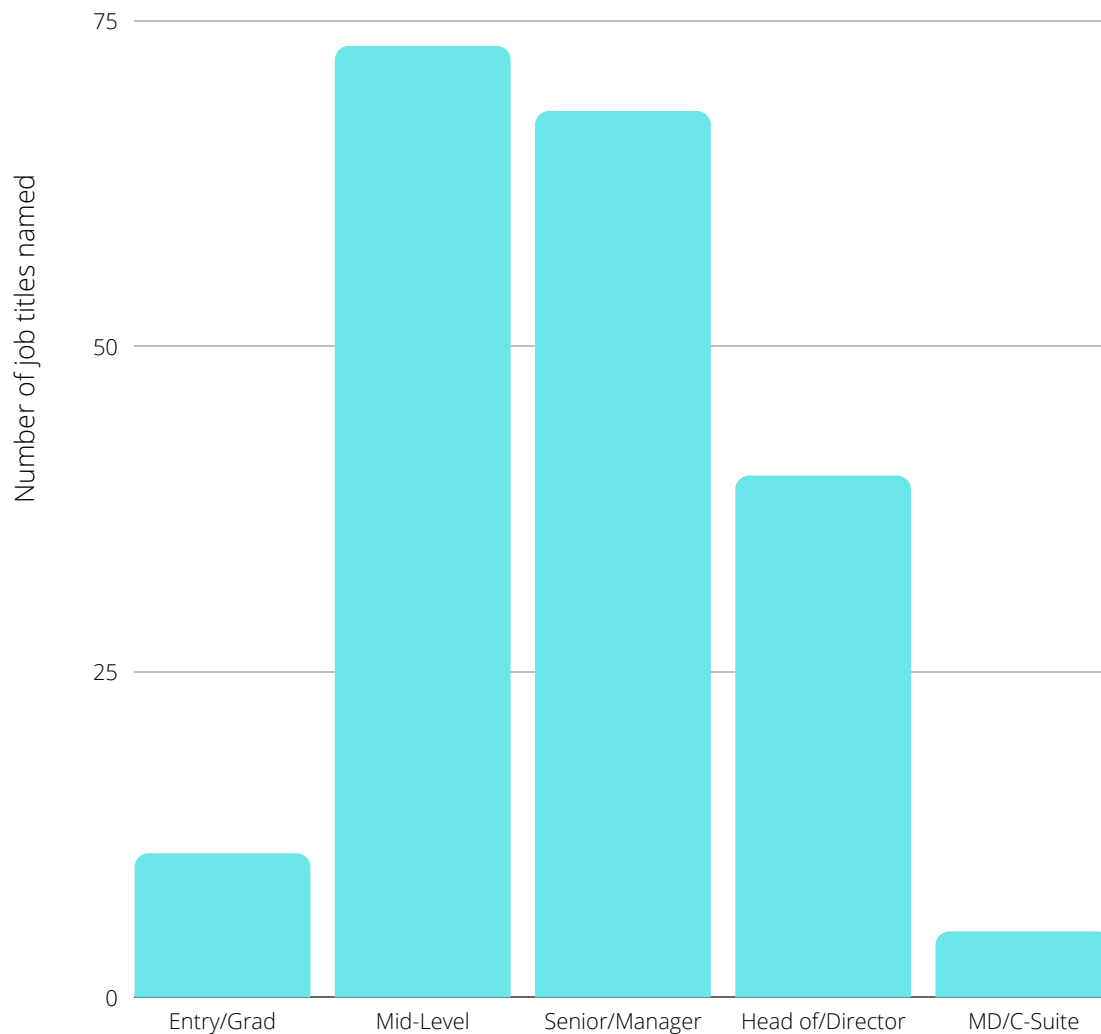
MD/C Suite - Managing teams across different vertices and specialisms, potential in a board position.



Job Titles in Insights

We also asked respondents for their job titles. As the graph below shows there were a huge number of different job titles particular at mid level, with 73 different titles mentioned!

The industry would be less confusing to those within it and to those outside if job titles were standardised to some extent, making the career ladder clearer.



Job titles we received include: Lead, Decision Science Analyst, Head of Product and Service Strategy, Engagement Manager.

Titles like this give little indication of level, and even the more conventional titles aren't always indicative. We had Directors earning £52,000 and Researchers earning £70,000.

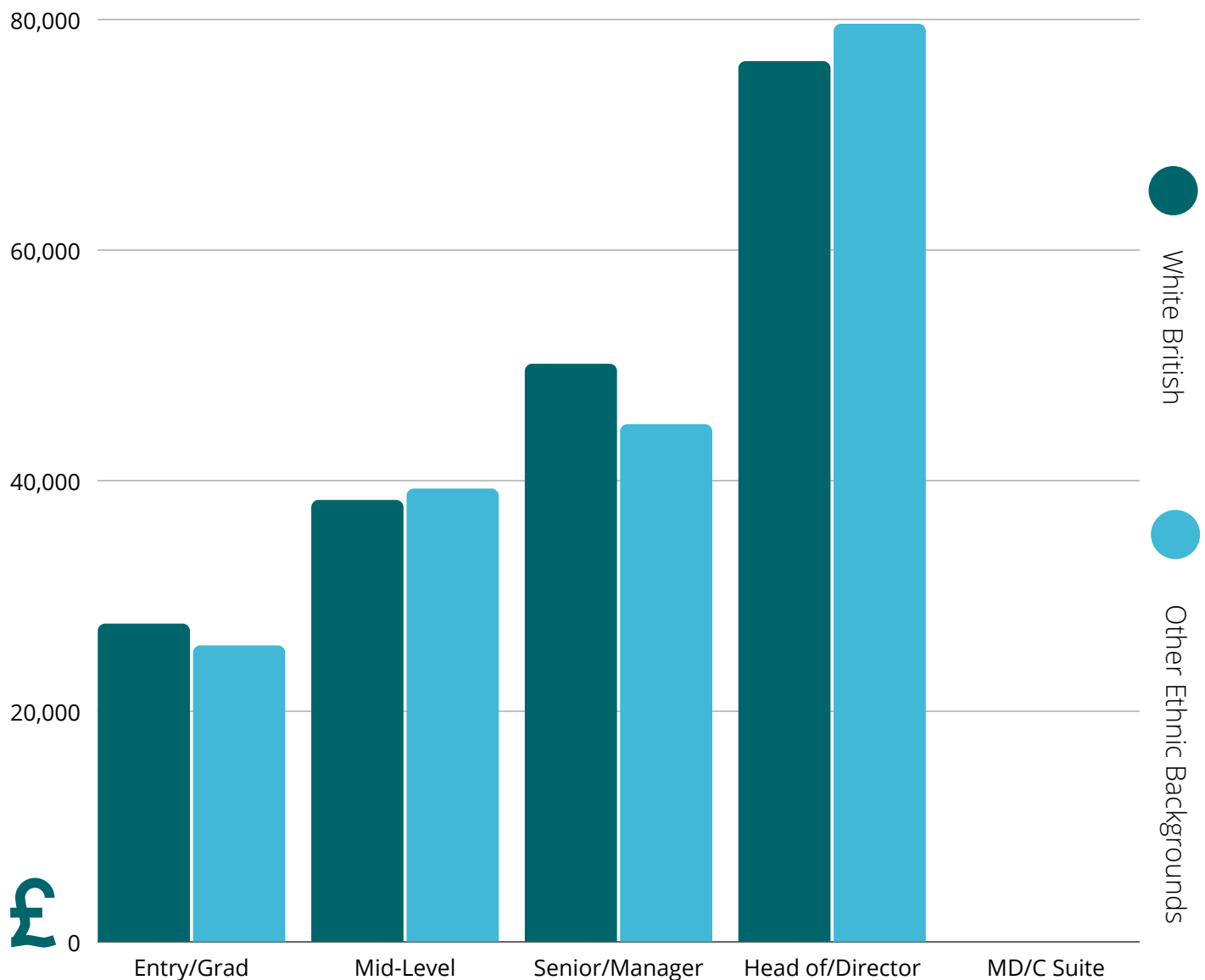


Diversity

ENI were surprised at the extent of salary inequality amongst 3 of the main groups we identified.

Ethnicity - The greatest difference was at Senior Manager level, with a huge 10% difference in average salary.

These stats are based on those in permanent, full time roles. There was not enough data to look at contractors separately





Diversity - Ethnicity

The data shows that:

- Entry/Grad Level - White British Insights professionals are paid 6.8% more than those with Ethnic backgrounds.
- Mid-Level - White British Insights professionals are paid 2.5% less than those with Ethnic backgrounds.
- Senior/Manager Level - White British Insights professionals are paid a huge 10.4% more than those with Ethnic backgrounds.
- Head of/Director Level - White British Insights professionals are paid 4% more than those with Ethnic backgrounds.

**Please note, this is across the industry and those at C+ Level level have been removed due to a smaller data set.

We also noted those who had a **salary increase** in the last 12 months - there is a clear pattern showing those who are White British having received a higher increase at almost every level, (bar the Senior/Manager level) vs those with other backgrounds. The biggest difference being at head of/director level as shown below:

At Head of/Director level, White British professionals received an average salary increase of



9.36%

whereas...

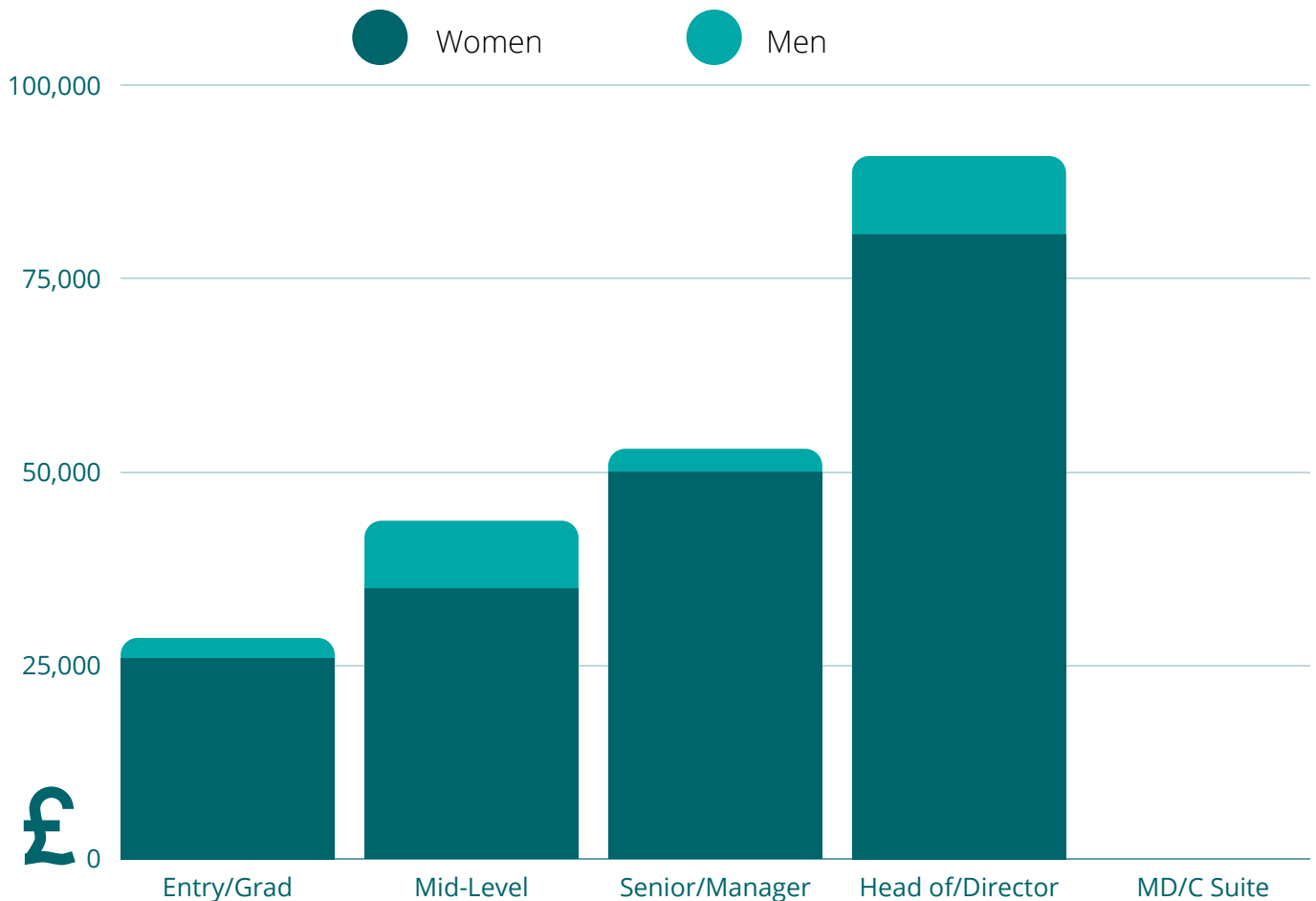
those at the same level, with ethnic backgrounds received an average salary increase of just

3.54%



Diversity - Gender

The gender pay gap is something we are hearing discussed more, on a global scale. Our findings show at each level, men are paid higher than their female counterparts as shown in the graph below. ** Salary is shown in GBP **



The data shows that:

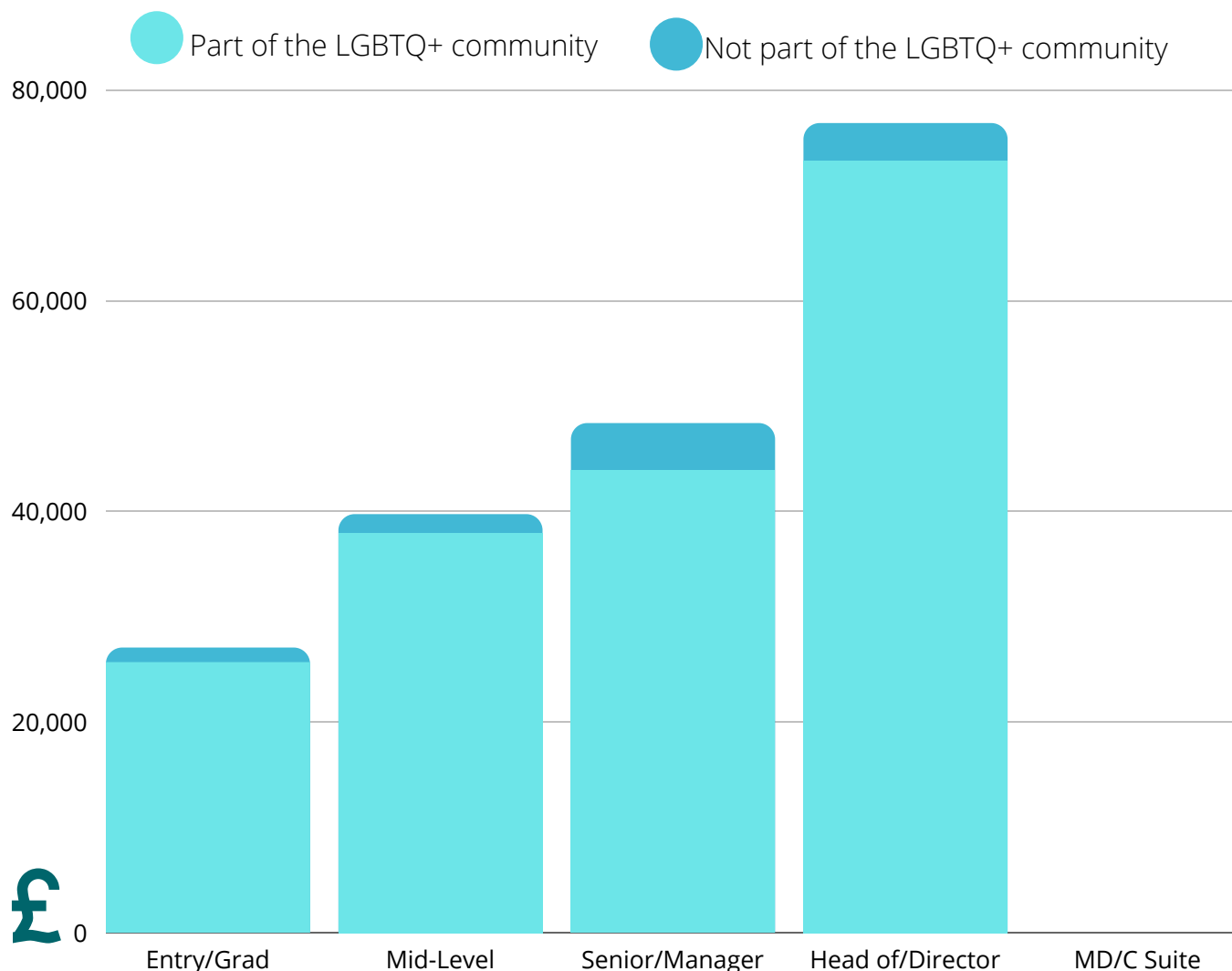
- Entry/Grad Level - Men are paid 9.1% higher than Women
- Mid-Level - Men are paid 20% higher than Women
- Senior/Manager Level - Men are paid 5.7% higher than Women
- Head of/Director Level - Men are paid 11.15% higher than women

**Please note, this is across the industry and those at Executive/MD level have been removed due to a smaller data set.



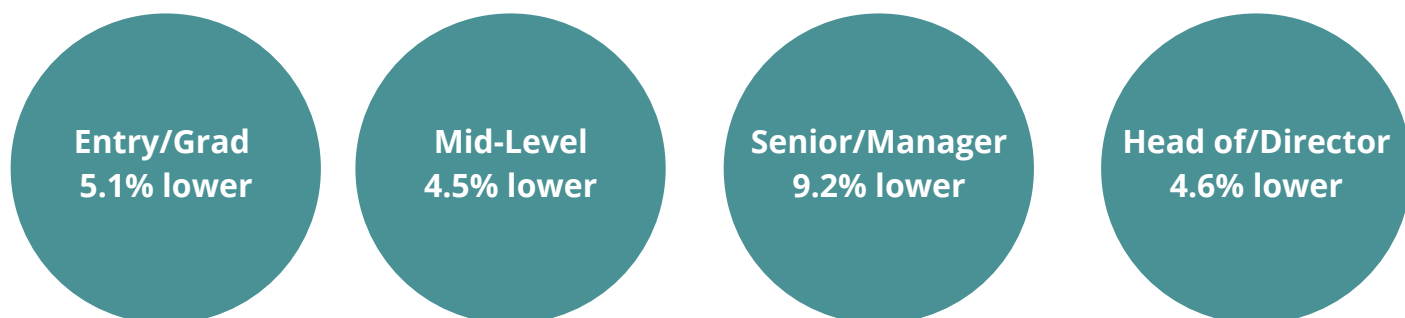
Diversity - LGBTQ+

We asked insights professionals whether they identified with the LGBTQ+ community. We felt it was important to highlight the difference between salaries at each level and whilst not huge, there is evidence that shows those that do, are paid less on average than those who don't identify as LGBTQ+.



There were no candidates at MD/C Suite level who identified with the LGBTQ+ community

Overall salaries are 18% Lower for the LGBTQ+ community. This can be broken down by level as shown below:





The New Normal - Flexible working

There is one continued topic we have all been discussing... what will the working world look like after COVID19?

Formally, nearly everyone worked in the office the vast majority of the time, now just 0.6% are expected to be there full time. This has made it possible for companies to employ both temporary and permanent staff in very different locations.

Tax legislation means permanent employees must work in their home country – but this has still resulted in many employers employing permanent insight talent several 100 miles away. This has led to salaries starting to even up nationally. According to the survey at mid-level regional respondents earned more than those in London!

In the contract/temporary market we have several employers who are now employing workers based in very different countries to overcome the skill shortages in their own.

We have separated the below for Perm and Contract/Temp workers (*including freelancers*)

0.6% of perm candidates are expected to be in the office full time, with no contract/temp participants reporting they were expected in the office full time.

39%

of perm candidates are still working fully remote

46%

of temp/contract candidates are still working fully remote*

Only **13%** of respondents are currently working in contract/temp roles - this is something we will compare with in a years time as we expect this may change as more businesses adapt.



Salary Patterns - Perm vs Contract/Temp

ENI then looked at the average salary increases across both perm and contractors. Here we highlight any decreases too.

11.69%

of perm candidates
received a salary
decrease in the last 12
months

10%

of contractors received
a salary decrease in the
last 12 months

0.6%

of perm candidates
reported no change in
their basic salary

0

of contractors reported
no change in their
basic salary

64%

of perm candidates
said they received an
increase in the last 12
months

30%

of contractors said they
received an increase in
the last 12 months

with an average
increase of

9.5%

for perm candidates
across the industry

| **Mode: 5%** |

with an average
increase of

16.57%

for contractors across
the industry

| **Mode: 10 & 20%** |

The averages are skewed by a large number of people that have received exceptional increases. In many cases, they told us it was because they had received a promotion or had started working for a new employer.

Some salaries were affected during the pandemic as companies struggled financially. However, its really positive seeing that overall, there were more candidates that received a raise.



Salary Patterns - Perm vs Contract/Temp

We have outlined the average salary across the Insight profession, by level for perm and temp candidates below:

For Perm candidates:

	Lowest Salary	Average Salary	Highest Salary
Entry/Grad	£21,000	£28,074	£35,000
Mid-Level	£23,000	£38,680	£70,000
Senior/Manager	£28,000	£53,219	£125,000
Head of/Director	£43,000	£89,464	£175,000
MD/C Suite	£80,000	£104,000	£125,000

For Contract, Temp or Freelance candidates:

	Lowest Day Rate	Average Day Rate	Highest Day Rate
Entry/Grad	N/A	N/A	N/A
Mid-Level	£120	£200	£400
Senior/Manager	£200	£357	£575
Head of/Director	£450	£607	£1,000
MD/C Suite	N/A	N/A	N/A

****There is no data for entry/grad level, or MD/C-Suite as participants at these levels don't tend to work as contractors due to experience****

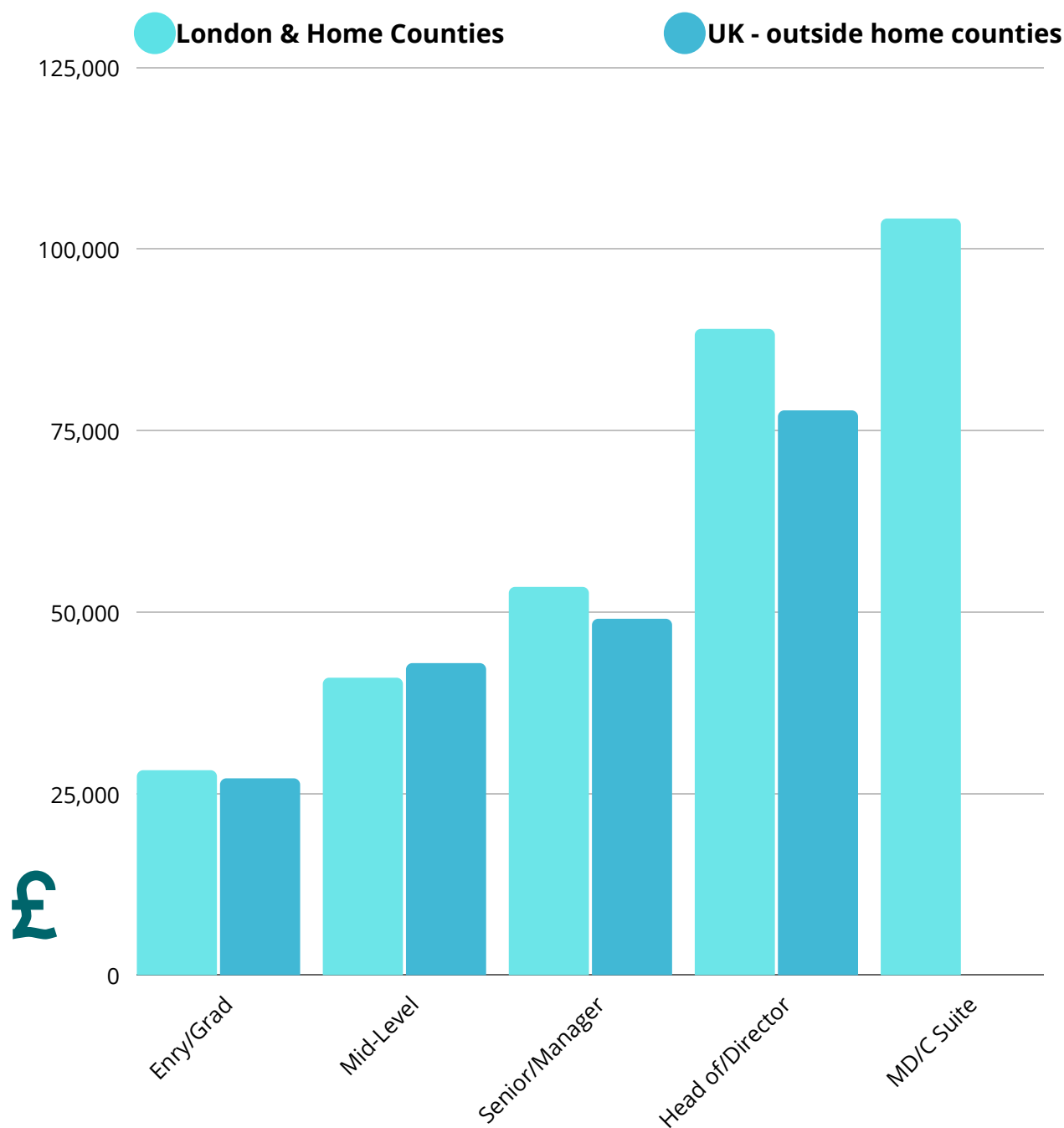


Salary Averages & Increase by Region

We then looked at the average salary and salary increase based on region - this was split into two groups; UK, outside home counties and London and home counties. This is shown across the industry, and also participant level.

76.6% of participants are based in London & Home Counties, whereas **16.5%** are UK based, outside Home Counties. This is something we will track over the coming years as we see more demand to move away from London with flexible working on offer.

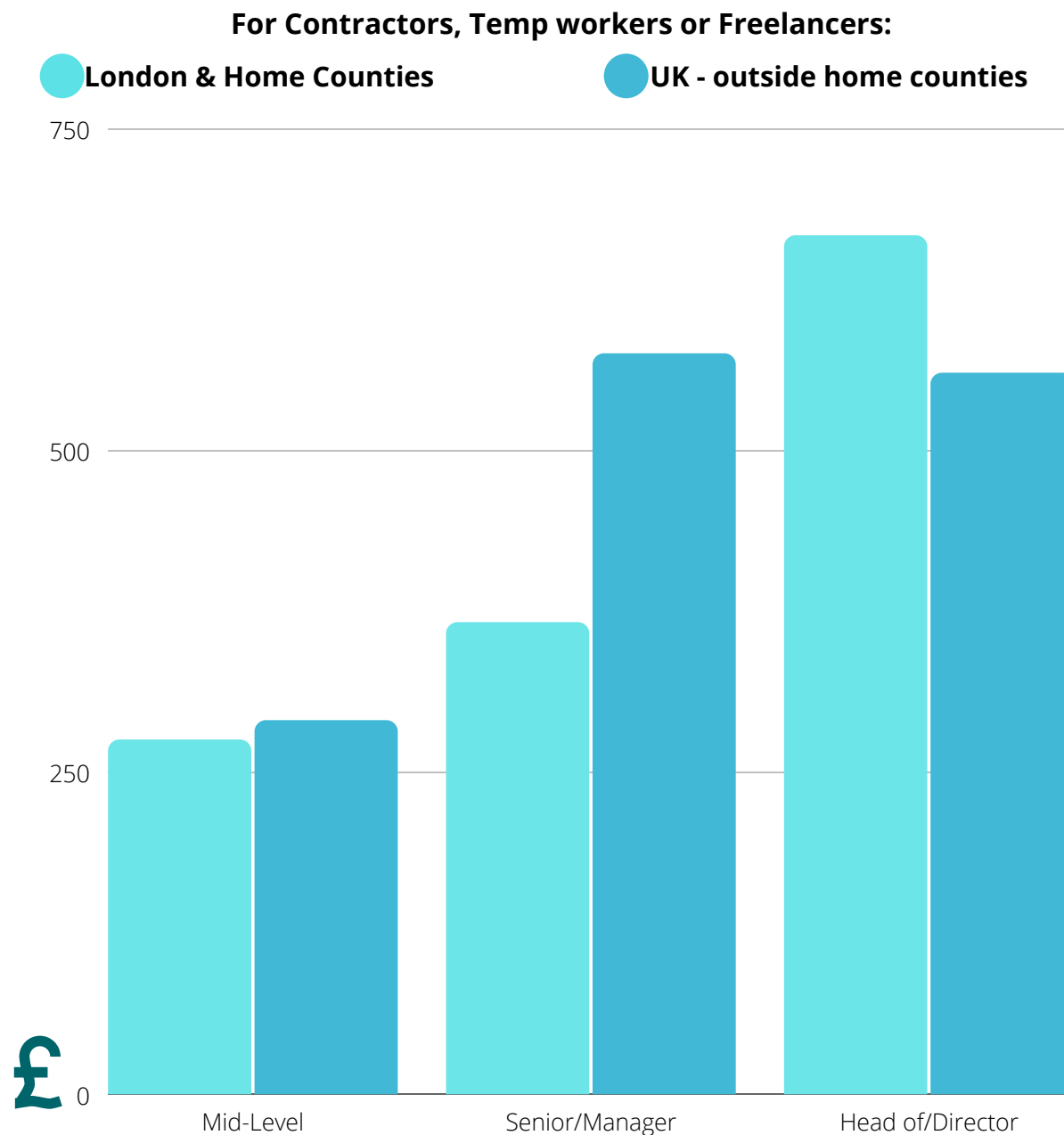
For perm candidates:





Salary Averages & Increase by Region

When looking at contractors, those at Entry/Grad and MD/C Suite level have been excluded due to too small a data set. The graph shows their day rate.



Typically this isn't what you would expect to see, with those based in London being paid less on average at mid and senior/manager level. We believe salaries are flattened due to more people opting for remote working which would in the long run, result in equalisation of salaries.



Research Agency - average salary at each level

Next, we wanted to share some of the key findings across research agency salaries. We have done this by level, and also by job title.

	Lowest Salary	Average Salary	Highest Salary
Entry/Grad	£21,000	£26,937	£32,000
Mid-Level	£25,000	£35,206	£70,000
Senior/Manager	£29,400	£46,762	£82,400
Head of/Director	£52,000	£76,233	£120,000
MD/C Suite	£80,000	£98,750	£125,000

Average annual salary
increase across the
industry (agency):
9.49%

Average Salary Increase at each level
Entry/Grad - 13.27%
Mid level - 10.60%
Senior/Man - 7.90%
Head of/Director - 10.31%
MD/C Suite - N/A

	Lowest Salary	Average Salary	Highest Salary
RE	£21,000	£25,933	£29,500
SRE	£28,500	£31,543	£36,000
RM	£29,000	£37,869	£46,000
Senior RM	£37,000	£45,321	£67,000
AD	£40,000	£51,379	£60,000
Director	£52,000	£73,219	£115,000

When we compare client-side insight professionals to those working in research agencies, we can see at almost every level they are paid slightly higher - the largest difference being at the mid-level.

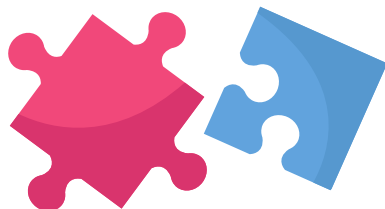
	Average Salary Client Side	Average Salary Agency	Difference %
Entry/Grad	£26,380	£26,937	2% Higher agency side
Mid-Level	£48,173	£35,206	26.9% Higher Client side
Senior/Manager	£50,118	£46,762	6.6% Higher Client side
Head of/Director	£81,500	£76,233	6.4% Higher Client side



Salary Averages based on skill

Here we take a look at the average salary across each level, broken down by main skill.

These have been grouped based on highest salary bandings, but there are comparisons to be made across the board.



Those working in data and analytics earn more on average, than those working in survey research, continuous panel data, business intelligence and loyalty/customer satisfaction at most levels, excluding senior/manager level.

	Insight & Strategic Planning	Loyalty/Employee & Customer Satisfaction/CX	Business/Market Intelligence	UX/AI	Data/Analytics
Entry/Grad	N/A	N/A	N/A	N/A	N/A
Mid-Level	£40,844	£41,333	£43,150	£43,428	£43,607
Senior/Manager	£57,553	£56,600	£55,518	£56,731	£50,883
Head of/Director	£90,082	£141,500	£132,333	£99,333	£144,333
MD/C Suite	N/A	N/A	N/A	N/A	N/A

Sales/Account Manager salaries tend to be lower due to commission or bonus earnings on top. That is until you hit a more senior level, at which point this evens out.

Unfortunately we did not have data from candidates in programmatic roles at a more senior level.

	Business Dev/Acc Manager	Programmatic	Survey Research	Operations/DP /Field	Continuous Panel Data
Entry/Grad	N/A	N/A	N/A	N/A	N/A
Mid-Level	£28,500	£34,812	£38,028	£38,800	£39,750
Senior/Manager	£64,750	£66,200	£48,950	£44,025	£52,500
Head of/Director	£90,857	N/A	£72,073	£80,000	£137,500
MD/C Suite	N/A	N/A	N/A	N/A	N/A



Salary Averages - Employee Type

	Brand & Innovation	Comms Agency
Entry/Grad	£28,375	N/A
Mid-Level	£40,433	£47,750
Senior/Manager	£58,070	£57,415
Head of/Director	£87,256	£118,000
Exec/MD	N/A	N/A

Here we compare the type of employer participants work for. Certain levels didn't provide enough data to give a fair indication of average salaries so these have been removed.

Comms agencies pay more on average, except for those at Senior/Manager level

We expect tech/data providers to pay more on average at each level than say, research agencies or client side.

Again, we had less data to work with here.

	Tech Provider	Data Provider
Entry/Grad	N/A	N/A
Mid-Level	£43,585	£36,106
Senior/Manager	£60,445	£62,024
Head of/Director	£97,791	N/A
Exec/MD	N/A	N/A

	Research Agency	Client Side
Entry/Grad	£26,937	£26,380
Mid-Level	£35,206	£48,173
Senior/Manager	£46,762	£50,118
Head of/Director	£76,233	£81,500
Exec/MD	£98,750	N/A

Candidates who work client side are on higher salaries at almost every level.

This isn't a surprise but what's interesting is we can see at Head of/Director level there is a huge 29% difference in salaries.