UK Insights, Market Research and Data Salary Guide 2022/23

SALARY SURVEY CONTENTS

UK Insights, Market Research and Data Salary Guide 2022/23

The importance of understanding changing markets and individual consumer needs has been impacted by a number of factors over the last few years. There is a new appreciation among businesses for how data and research can help.

Insights has always been considered 'short of talent'. The growth of the profession (ESOMAR reports Insights grew by 15% in 2022) is thought to have added more pressure, making it even harder to secure top talent.

What does all this mean for salaries?

- 79% of respondents received a salary increase in 2022
- Salaries have gone up, on average, by 13% over the last year. This was highest at entry, mid and senior level
- 56% of respondents are still working for the same employer they were 12 months ago
- It seems that a hybrid working model is here to stay, with 80% of respondents saying they split their time between the office and home. 17% of respondents said they are fully remote

To make it possible to compare salaries across different areas of the profession, we asked respondents to match themselves to 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.

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

This survey represents those in permanent roles, in insights. There will be a separate survey released this year for those working contract, temp or freelance.
Salaries are shown in GBP only.

Agency VS Client-side

It is generally the case that agency and client-side salaries follow the same pattern every year - that is, that client-side salaries are higher.

Discrepancies are evident in the table below.
**Unfortunately, we had no data for client-side at Board level.*

	Agency	Client-side
Entry/Grad	£27,844	£30,000
Mid-level	£38,887	£49,201
Senior/Manager	£48,312	£61,517
Head of/Director	£77,941	£97,237
Board-level/MD	£110,765	No Data

Respondents that work client-side are paid

7 - 21%

more than those who work at agencies, depending on level.

Client-side saw more movement last year, with **31%** of respondents finding a new role vs **25%** agency side.

Among respondents who work client-side, **72%** received a bonus, compared to **57%** for agency workers.

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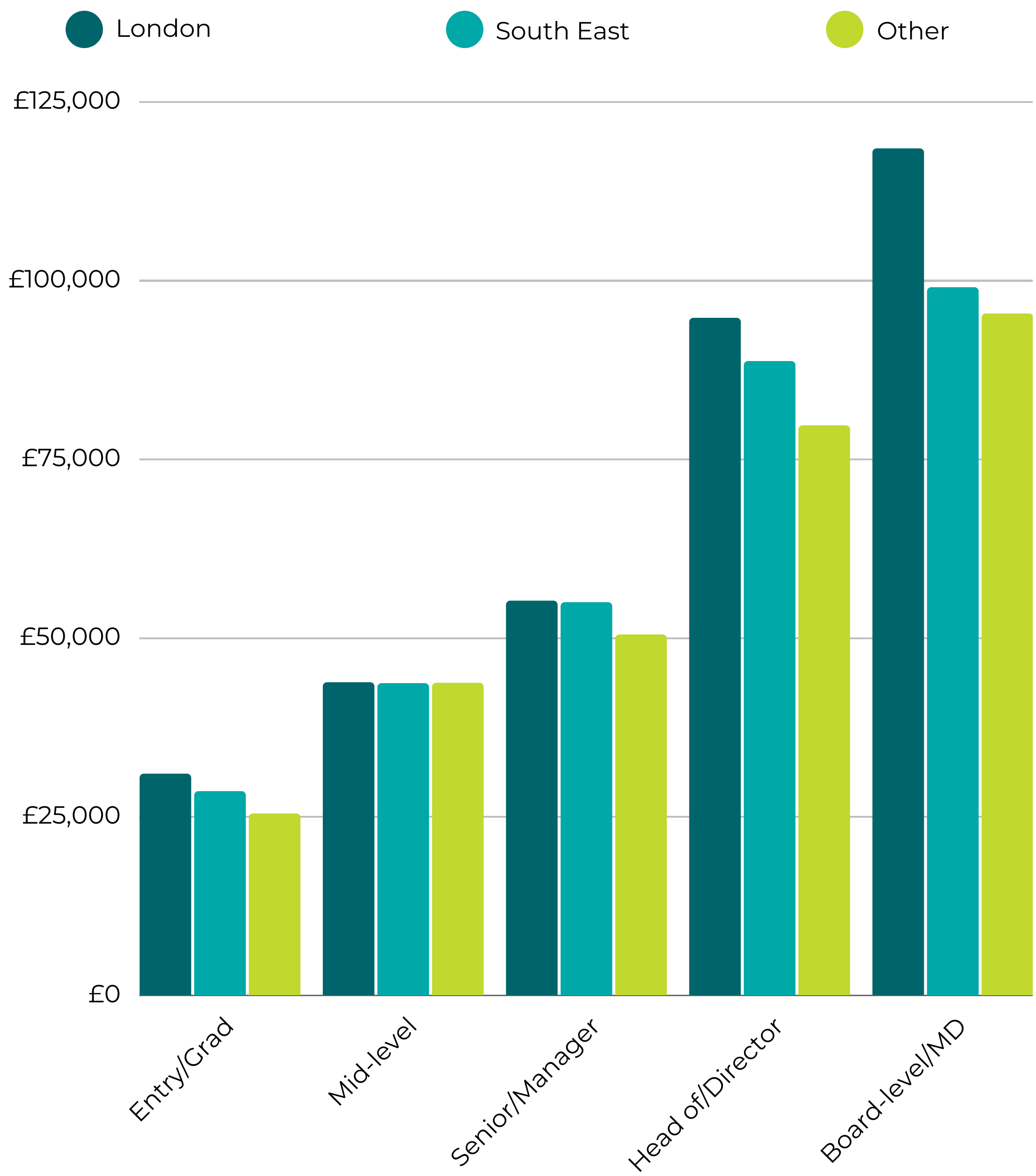
Salary Averages by Region

We looked at average salary based on region. It is no surprise that London salaries are higher due to the cost of living being higher, but is this fair? Should employees at similar levels be paid the same, for the same role, regardless of location?



Respondents that received a salary increase in the last 12 months:
London 81%
South east 75%
Other 76%

Respondents 'strongly agreed' their company has an inclusive culture:
London 79%
South east 78%
Other 72%

Respondents that feel they have a good work/life balance:
London 62%
South east 58%
Other 72%

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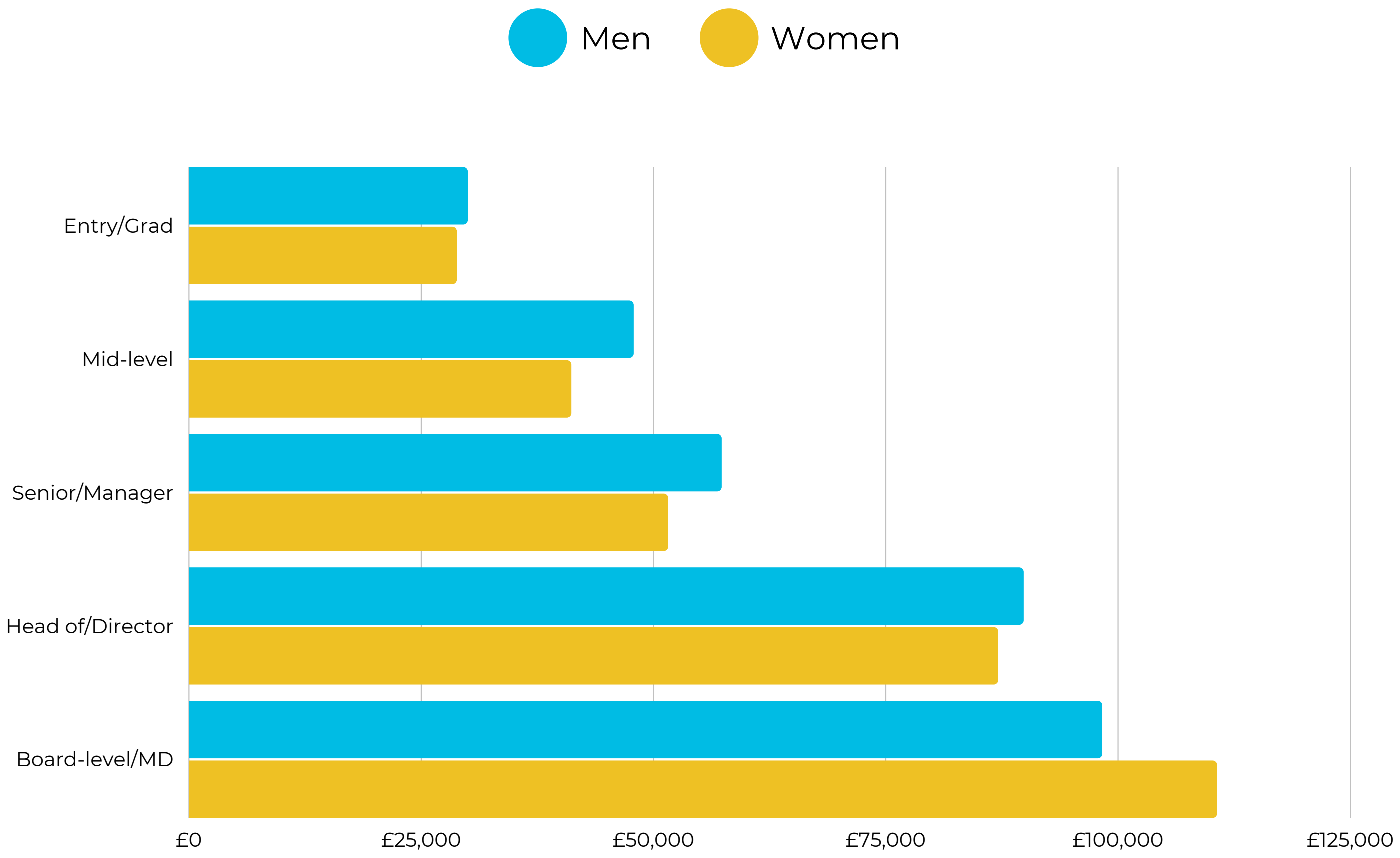
Diversity in Insights - Gender

There is still an ongoing battle when it comes to the gender pay gap, something as a profession we must get better at. Our findings show, that at almost every level, men are paid more than their female counterparts.



The data shows that:

- Entry/Grad Level - Men are paid 3.9% higher than Women
- Mid-Level - Men are paid 14% higher than Women
- Senior/Manager Level - Men are paid 10% higher than Women
- Head of/Director Level - Men are paid 3.1% higher than women
- Board-level/MD - Women are paid 12.6% higher than Men

**This is across the industry.*

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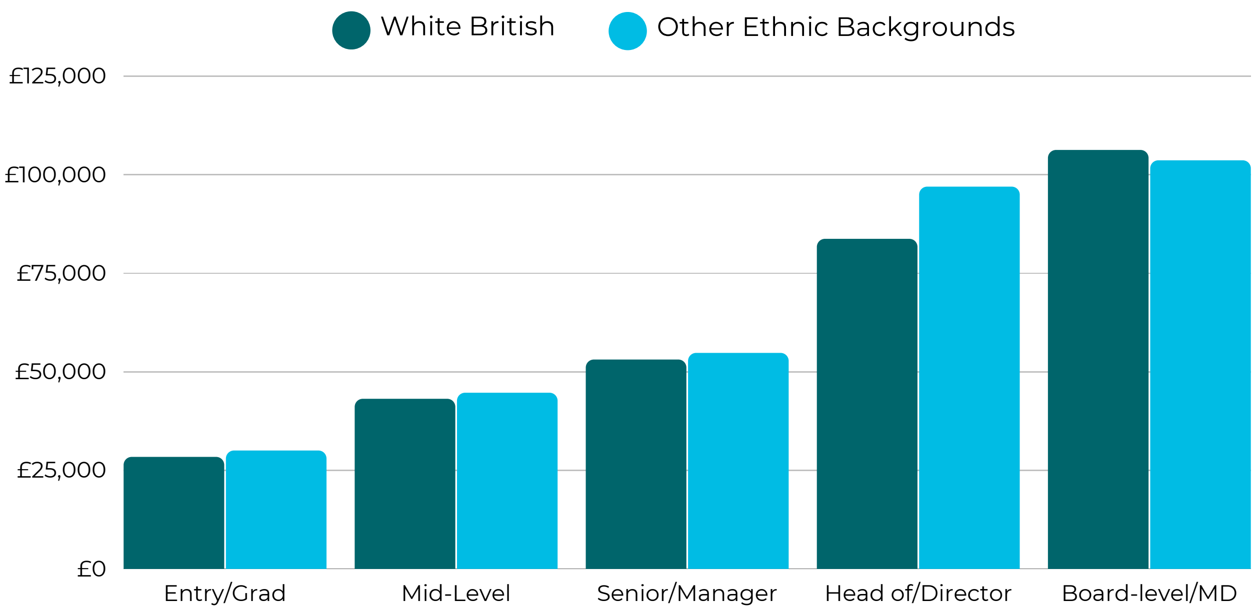
Diversity in Insight - Ethnicity

Last year ENI reported that White British employees were paid more than those with other ethnic backgrounds across most levels. This year, we have seen a huge shift.



The data shows that:

- **Entry/Grad Level** - White British employees are paid 5.7% less than those with Ethnic backgrounds.
- **Mid-Level** - White British employees are paid 3.6% less than those with Ethnic backgrounds.
- **Senior/Manager Level** - White British employees are paid 3.2% less than those with Ethnic backgrounds.
- **Head of/Director Level** - White British employees are paid 15.8% less than those with Ethnic backgrounds.
- **Board-level/MD** - White British employees are paid 2.5% more than those with Ethnic backgrounds.

**Please note, this is across the industry*

When we further analysed the data to look at salary increases, we can see that **79%** of respondents received an increase, with only 18% reporting their salary stayed the same.
3% of candidates reported taking a lower salary.

Reasons range from relocation, to new markets, new career path and more.

White British respondents received an average increase of **12.1%**

Those with other ethnic backgrounds reported an average increase of **14.3%**

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Hybrid/Flexible Working

A hybrid working model is one of the most appealing factors to candidates when looking for a new role. Last year, ENI did not work a single role that required the employee to be in the office full time.

In 2022, **71%** of participants reported spending more than 50% of their working week, working from home or remote locations, with only 15% reporting spending more than 50% in the office.

It's clear a 1-2 day working week in the office is the favoured option.

80%

Of respondents have a hybrid working week

3%

Of respondents are in the office full time

Flexibility, both in terms of where and when the hours worked are key factors in employer choice, particularly where this allows employees to meet work and family commitments, and to manage their own well-being whilst still being able to ‘get the job done’.

"Flexibility in terms of working hours and location. I like having an office to go to, but at the same time the expectation should be to work where/when is best for you (respecting deadlines and other commitments)"

"Flexible working policy around childcare duties e.g. school drop off/pick up, etc."

"Genuine commitment to flexible working patterns i.e. not fixed day hybrid but true flexible or remote first."

"A modern approach to employment. An understanding about different working patterns, behaviours, etc. and that everyone is different and works best in different ways - so they should be flexible and understanding in helping employees work in their best manner"

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Agency - Average salary based on job title

This section shows salaries across research roles for 2022, which have been divided by job title from RE through to Director.

We have discounted specialist roles where salaries tend to be higher, and the below does not include bonuses or incentives.

Job Title	Lowest Salary	Average Salary	Highest Salary
RE	£21,000	**£26,462**	£34,000
SRE	£24,500	**£33,386**	£46,616
RM	£27,249	**£39,804**	£48,800
Senior RM	£30,000	**£42,895**	£56,000
AD	£41,075	**£54,216**	£75,000
Director	£40,000	**£73,728**	£130,000
Board	£73,000	**£118,265**	£150,000

Salaries have gone up slightly across all levels when compared to last year.

Salary Averages based on Skill

We asked respondents to highlight their main skill when taking the survey. This is then broken down by level to show the average salary.

Salaries are not too dissimilar, except from Operations/DP/Field that shows slightly lower averages.

	Insight & Strategic Planning	Loyalty/Employee & Customer Satisfaction/CX	Business/ Market Intelligence	UX/AI/ethnography/semiotics/gamification	Data/Analytics
Entry/Grad	£30,175	£28,526	£29,000	£30,522	£30,220
Mid-Level	£45,659	£43,339	£47,623	£51,683	£42,090
Senior/Manager	£54,557	£52,967	£55,168	£56,095	£52,711
Head of/Director	£85,486	£86,453	£88,212	£79,973	£87,448
Board level/MD	£107,402	N/A	£120,059	£120,118	£100,000

	Business Dev/ Acc Manager	Programmatic	Survey Research	Operations/DP /Field	Continuous Panel Data
Entry/Grad	£38,500	N/A	£28,272	£26,446	£22,316
Mid-Level	£49,421	£49,000	£41,394	£38,325	£43,248
Senior/Manager	£50,428	£56,367	£51,481	£47,448	£51,845
Head of/Director	£81,915	£75,329	£82,812	£73,469	£87,124
Board level/MD	£102,186	N/A	£100,124	£90,167	N/A

Salary Averages Employer Type

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.

	Brand & Innovation	Communications Agency
Entry/Grad	£34,450	N/A
Mid-Level	£49,393	£49,667
Senior/Manager	£55,188	£55,250
Head of/Director	£96,500	£82,588
Board level/MD	£87,000	N/A

Communications agencies tend to pay more on average. Here we can see this to be true at some, but not all levels.
There is, however, a lower gap in the salary range this year.
The averages across Brand & Innovation have increased this year at all levels.

We expect tech/data providers to pay more on average at each level than say, research agencies or client side.
Unfortunately this year, we had less data in this area to compare.

	Research/Data Technology	Data Provider
Entry/Grad	£31,400	N/A
Mid-Level	£40,413	£46,500
Senior/Manager	£57,447	£50,686
Head of/Director	£90,278	N/A
Board level/MD	N/A	N/A

	Research Agency	Client side
Entry/Grad	£27,844	£30,000
Mid-Level	£38,887	£48,827
Senior/Manager	£48,420	£61,393
Head of/Director	£77,987	£95,043
Board level/MD	£110,765	N/A

Respondents who work client side are on higher salaries at almost every level.
The largest being at Head of/Director level, with a difference of 17.95%.

Do businesses really know what matters to employees?

With salaries on the rise, it's not surprising businesses are pushed to raise these to keep up with the competition. 4 in 10 respondents agreed that their salary was reviewed regularly, but, is this really what matters to employees?

We asked respondents:

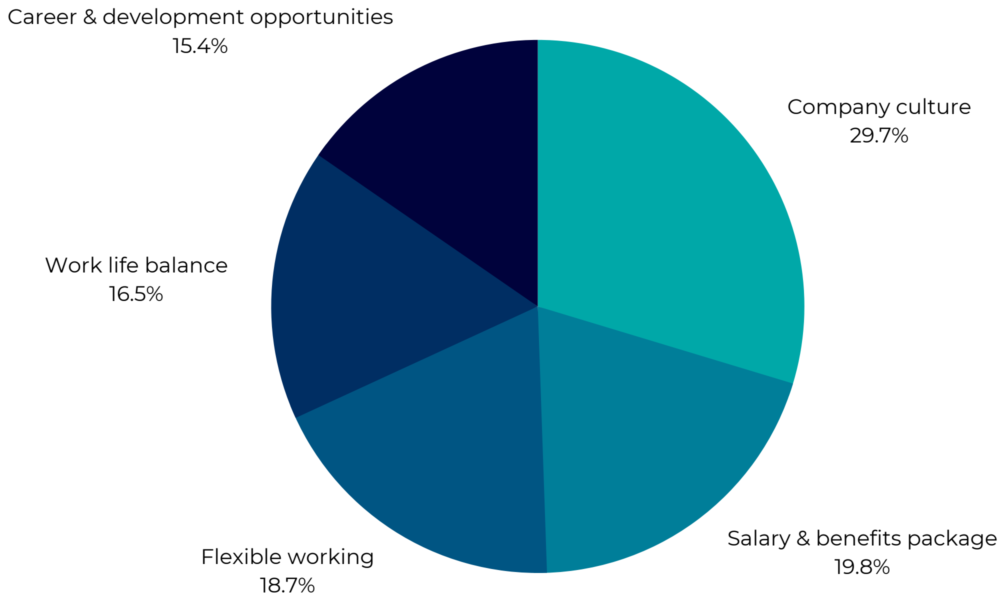
What single thing would persuade you that an employer is one that you would like to work for?

Few were able to single out one thing that makes an employer attractive but rather felt there were number of, often interlinked, factors such as:

> It's really a mixture of the right salary and a business on the right track for growth which in turn will provide career opportunities to progress.

> The overall mission/ objective of the company is what I believe in. Salary and a good work/life balance are important but if I don't have passion for what I'm working towards then eventually I'll lose motivation.

The key influences on employer choice are:



The company culture plays a vital role in employer choice. While this is not always easy to gauge from an interview, respondents look for a company to that:

- Cares, values, listens to and respects its employees
- Is inclusive and supportive
- Is committed to employee well-being
- Is open and friendly
- Leads by example

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Other key influences on employer choice are:

SALARY & BENEFITS PACKAGE

Whilst salary is clearly important, it was often mentioned alongside other factors such as the work life balance, company culture and career progression.

"Friendly culture, treats employees fairly through good salary and not over working"

"Better payment and benefits. Potential to be promoted or explore different areas"

"Salary, work life balance and work from home"

Salaries were described as needing to be fair, competitive, high, adequate and reviewed on a regular basis.

Clear and fair salary and career progression

Benefits such as free lunch or free gym

A competitive maternity leave package of 6 months full pay

A GOOD WORK LIFE BALANCE;

REDUCES STRESS, PREVENTS EXCESSIVE OVERTIME AND IMPROVES EMPLOYEE WELL-BEING.

"Clear evidence of measures to help ensure work life balance e.g. sizeable teams, evidence of turning down projects when team is at capacity"

"If I had to pick one, work-life balance is most important to me"

"Good salary that doesn't come with a loss of work/life balance"

"Being engaging with staff with a healthy work life balance, rather than just saying it and then expecting 50plus hours per week"

CAREER AND DEVELOPMENT

"Development. If an employer is willing to invest in my development and sees the benefit of improving me to improve themselves there's a sense, they're interested in you as a human rather than a tool"

"Regularly reviewed pay rises and role progression"

"Clear and communicated career progression opportunities"

Mission to make the world truly better

Strong ethical approach to business

Interesting work focus - but needs to be supported by salary and benefits

Interesting, varied, worthwhile work

Exciting project work and an enjoyable shared working culture

The manager is key in my opinion. Someone who trusts their team and enables them to have autonomy

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Benefits

There are a number of things that will attract employees to a business besides salaries and development.

Candidates will often ask *"what benefits does the client offer?"*... This doesn't mean a cycle to work and pension scheme.

These are important and of course, very useful to have, but it won't appeal to all employees. Having a variety of benefits, and asking employees what they actually want, has proven very successful in the past.

Much to our surprise, 30% of respondents said they **do not** receive any benefits.

THE MOST COMMON BENEFITS WERE:

Private health insurance (51%)

Subsidised or free gym membership (23%)

OTHER POPULAR BENEFITS INCLUDED:

- Contribution to monthly bills
- Childcare vouchers
- Dental cover
- Life insurance
- Wellness expenses

There has been a greater focus on health and wellbeing over the last couple of years, demonstrated by organisations spending more on these benefits.

Contact us

if you're looking for your next hire or looking for a new role

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About ENI

We provide the best talent in Insight, using our expert knowledge and inclusive thinking.

Since 1989, our curiosity and in-depth knowledge of the Insight profession has guided us to make the right changes to become recruitment leaders, positioning us as a highly respected Insight, Research, Data, Analytics and Intelligence talent solution.

Over the years, we have evolved our services across sector both in the UK and internationally, working with organisations such as **Samsung**, **Ofcom**, **EY**, **Kantar**, and the **Crown Commercial Services** (CCS) so that we can continue delivering the most effective solutions that are a reflection of not only what is happening today, but tomorrow and beyond.

At ENI we adopt a progressive way of recruitment, offering a consultative, creative and responsive service to support companies with all their talent needs, globally.

You can also reach us via any of the below channels:

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