

Chapter  
**1**

# Overview of Culpepper Surveys

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# Notes

# Overview of Culpepper Surveys

For over 25 years, Culpepper has been a leading provider and trusted source of compensation data and human capital benchmarks. Over 1,500 IT, technology, and life science organizations use Culpepper survey data to benchmark their total rewards programs.

## Compensation Surveys

*Culpepper Compensation Surveys* provide the data you need to attract, retain, and motivate key talent. Comprehensive data is provided on base salaries, incentives, allowances, total cash compensation, equity-based compensation, as well as job descriptions. We report worldwide data for companies of all sizes, ranging from small private firms to multi-national corporations. Our surveys include a wide range of jobs, covering every area, function and level of IT, technology, and life science organizations.

### Core Compensation Surveys

#### ***Culpepper Executive Compensation Survey***

Includes 130+ executive positions covering top executives, business operations executives, IT executives, life sciences executives, sales & marketing executives, and technology executives.

[www.culpepper.com/Executive](http://www.culpepper.com/Executive)

#### ***Culpepper Operations Compensation Survey***

Includes 150+ operations job families covering general business operations, accounting & finance, corporate development, customer support, human resources, legal, regulatory & government affairs, marketing, office services, facilities maintenance, process quality & improvement, production & manufacturing, project management, supply chain, and telecom/network operations.

[www.culpepper.com/Operations](http://www.culpepper.com/Operations)

#### ***Culpepper Sales Compensation Survey***

Includes 80+ job families covering business development, contract operations, sales operations, eBusiness/Internet sales, computer hardware & electronics sales, IT services sales, software sales, telecom sales, biotech sales, medical device & equipment sales, medical supply sales, pharmaceutical sales, and research & lab services sales.

[www.culpepper.com/Sales](http://www.culpepper.com/Sales)

#### ***Culpepper Technical & IT Compensation Survey***

Includes 200+ job families covering information systems, customer training, help desk, data center, project management, technical writing, manufacturing engineering, computer hardware & electronics R&D, semiconductor R&D, software R&D, IT professional services & consulting, technical field support, telecommunications, and web administration & development.

[www.culpepper.com/Technical](http://www.culpepper.com/Technical)

#### ***Culpepper Life Sciences Compensation Survey***

Includes 180+ job families covering laboratory services, life sciences operations, life sciences production & product quality, clinical research & development, clinical services, agricultural science, animal science, bioenergy, biology, biotechnology, botanical science, chemistry, disease science, food science, medical devices, pharmacology, and life sciences research & development.

[www.culpepper.com/LifeSciences](http://www.culpepper.com/LifeSciences)

## Other Compensation Surveys

### ***Culpepper/AHRS Northwest Compensation Surveys***

Culpepper has formed a partnership with *Applied HR Strategies (AHR)* to provide compensation surveys for the Pacific Northwest. The *Culpepper/AHRS Northwest Compensation Surveys*, published by Culpepper, include data from organizations across Washington, Oregon, and Idaho, providing robust compensation data for the Pacific Northwest market. Geographic data cuts are available for five different northwestern metro areas: Seattle, Portland, Tacoma/Olympia, Spokane, and Boise.

[www.culpepper.com/NW](http://www.culpepper.com/NW)

### ***Culpepper/BioTalent Canada Compensation Surveys***

Culpepper has formed a partnership with *BioTalent Canada* to provide a compensation survey for the Canadian bio-economy. The *Culpepper/BioTalent Canada Compensation Surveys*, published by Culpepper, are designed for bioscience and life sciences organizations that research, develop, manufacture, and commercialize products and services for the Canadian bio-economy.

[www.culpepper.com/BioTalent](http://www.culpepper.com/BioTalent)

## Survey Packages for Start-ups and Small Companies

Our *Start-up* and *Small Company* survey packages are designed to meet the needs of technology and life science companies with less than 100 employees that only need to benchmark compensation data for one geographic location. They include a cross-section of 150+ job families from our core compensation surveys.

- **Start-up**  
Designed for start-ups and limited to companies with less than 15 worldwide employees.  
[www.culpepper.com/Startup](http://www.culpepper.com/Startup)
- **Small Company**  
Designed for and limited to companies with less than 50 worldwide employees.  
[www.culpepper.com/Small](http://www.culpepper.com/Small)
- **Small Company Plus**  
Designed for and limited to companies with less than 100 worldwide employees. Also includes access to our *Pay Practices* and *Benefits* surveys.  
[www.culpepper.com/SmallPlus](http://www.culpepper.com/SmallPlus)

## Pay Practices & Policies Surveys

*Culpepper Pay Practices & Policies Surveys* is an online subscription service with timely survey data of compensation practices and policies of IT, technology, and life science organizations. Benchmark data is available for over 50 topics, including:

- **Base Salary Increases**
- **Compensation Performance Metrics**
- **Equity Compensation and Long-Term Incentive (LTI) Practices**
- **Expatriate Premiums and Allowances**
- **Geographic Pay Differentials**
- **Headcount and Turnover Metrics**
- **Hiring Bonuses**
- **Non-Cash Awards and Recognition Programs**
- **Referral Bonuses**
- **Retention Bonuses**
- **Salary Structures**
- **Severance Pay**
- **Shift Differentials**
- **Short-term Cash Incentive Practices**
- **Executive Pay Practices**
  - Performance Measures
  - Short-Term Cash Incentive Plans
  - Long-Term Incentives (LTIs)
  - Perquisites
- **Sales Pay Practices**
  - Guide to Developing a Sales Compensation Plan
  - Compensation Mix (Base/Variable Pay)
  - Commission and Quota Setting Practices
  - Performance Measures
- **Technical Pay Practices**
  - On-Call Pay Premiums and Expenses
  - Skills/Certification Premiums

To learn more about Culpepper Pay Practices & Policies Surveys, go to:  
[www.culpepper.com/PayPractices](http://www.culpepper.com/PayPractices)

## Benefits Surveys

*Culpepper Benefits Surveys* is an online subscription service with timely survey data of U.S. employee benefit programs, including costs, policies, and best practices. Benchmark data is available for over 20 topics, including:

- **Employee Benefits**
  - Health Care Plans: PPO, POS, HMO
  - Consumer Driven Health Plans (CDHPs)
  - Dental Care Plans
  - Disability Benefit Plans
  - Flexible Benefit Plans
  - Flexible Spending Accounts (FSAs)
  - Non-Cash Awards and Recognition Programs
  - Retirement Plans: 401k
  - Benefits for Part-Time Employees
- **Employee Policies and Programs**
  - Education & Training Programs
  - Paid Time-Off (PTO)
  - Recruiting and Hiring Practices
  - Telecommuting and Flexible Work Arrangements

To learn more about Culpepper Benefits Surveys, go to:  
[www.culpepper.com/Benefits](http://www.culpepper.com/Benefits)

## Survey Methodology

We collect data directly from HR professionals and our Compensation Specialists carefully verify all data before entry into our database. You can *use our data with confidence* in both the source and survey methodology.

### Evergreen Survey Cycle

*Culpepper Compensation Surveys* follow an evergreen survey cycle. We collect data throughout the year and update our compensation survey participant database on the first of each month, allowing you to *base your compensation decisions on always-current data*.

### Source of Data

We collect data *directly* from the following sources:

- **Participants in *Culpepper Surveys*.**  
We collect data directly from organizations participating in our compensation and benefits surveys. Individuals submitting data for their organization must be an executive or professional within an HR or finance department.
- **U.S. and Canadian Proxy Data.**  
Proxy compensation data for directors and top executives is collected directly by our Compensation Specialists from U.S. and Canadian Proxy statements.

We do *NOT* collect data from consumers.  
We do *NOT* aggregate or include data from other surveys.  
We do *NOT* purchase data from third-party providers.

### Data Integrity

Our Compensation Specialists review all submitted survey data for completeness and accuracy.

All participants are required to provide us with contact information in case we need to ask questions or resolve issues regarding submitted data. If a survey submission is incomplete or contains questionable data points, our Compensation Specialists contact the participant directly by phone or email to obtain the necessary information.

Every month, we carefully verify all new data submissions before they are imported into our report databases. Additional audits are conducted on existing data each month, as new data is imported and old data is removed.

### Confidentiality

We fully recognize the sensitivity of participant data and hold individual company data in strictest confidence. Any and all survey data submitted to Culpepper is *NOT* disclosed to third-parties or resold by third-parties. Survey data is only published in aggregate form and is never displayed or released by Culpepper in such a way that a participant's pay levels and practices could be determined.

### Legal Compliance

We adhere to safe harbor survey guidelines from the U.S. Department of Justice (DOJ) and Federal Trade Commission (FTC), providing antitrust protection to our survey participants.

### Surveys Designed for Business Use by Employers

*Culpepper Surveys* are designed for business use by executives, HR professionals, finance professionals, and other management. We do *NOT* sell data to consumers, preventing any possible or perceived conflicts of interest with our corporate participants.

## Benefits of Participating in Culpepper Surveys

### 1. Increase Accuracy of Job Matches

As a participant in *Culpepper Compensation Surveys*, you have the benefit of participating in a process in which our Compensation Specialists carefully review submitted data to ensure reasonableness. If we are concerned about a job match, a Culpepper Compensation Specialist will contact you to confirm that the best job match has been made. This helps you more accurately set market rates for your jobs.

### 2. Assess Internal Pay Equity

In addition to assessing the accuracy of the job matches, our analysts also review data for internal pay equity and consistency. If your company is paying lower-level employees higher salaries than more experienced employees, it will get noted and called to your attention. If you are paying an employee in a position far more or far less than others in the same job, we will also call this to your attention.

### 3. View Your Company's Data for Comparisons to Market Data

Our custom online reports include a separate row of data that shows your company's pay levels for each selected job, allowing you to see how you compare to market. This helps you quickly detect which jobs are above or below market rates, providing a useful method of communicating exceptions to management.

**Note:** *Your company's data is not visible by other participants or organizations.* It is only reported in aggregate form with other participant data.

## Compensation Survey Participation Requirements & Instructions

*Culpepper Compensation Surveys* follow an evergreen survey cycle. We collect data throughout the year and update our compensation survey participant database on the first of each month, allowing you to *base your compensation decisions on always-current data*.

### **Participation Deadline**

We require data submission within 90 days of the start of your subscription. *However, if a deferred participation date would be more desirable, then a deferred participation date can be arranged if mutually agreed to at the time of subscription purchase.*

### **Compensation Data Requirements**

You must submit compensation data for all employees matching jobs covered in each survey and country you choose to include in your subscription. If you submit compensation data for all worldwide locations, you will receive access to all available countries included in your subscription. If you are unable to submit data for all worldwide locations, access is restricted to countries submitted.

### **Compensation Data Components**

- Cash Compensation Data
- Equity Compensation Data
- Job Grade/Salary Range Data
- Billing Rate Data

### **Data Submission Documents and Instructions**

To download data submission documents and instructions:

1. Login at [www.culpepper.com/Login](http://www.culpepper.com/Login)
2. Click on the *Data Submission Documents & Instructions* link in the *Compensation Survey Participation* section on the *Subscription Services Main Menu*.

## Additional Culpepper Services & Resources

### ***Culpepper eBulletin***

The *Culpepper eBulletin* is a free monthly compensation and benefits newsletter with *current trends* based on our research of IT, technology, and life science organizations.

[www.culpepper.com/eBulletin](http://www.culpepper.com/eBulletin)

### ***Culpepper TalkPay***

*TalkPay* is a moderated, opt-in email discussion group for Culpepper subscribers to ask questions, discuss emerging trends, and share valuable new ideas and solutions.

To join *TalkPay*:

1. Login at [www.culpepper.com/Login](http://www.culpepper.com/Login)
2. Click on the *TalkPay Email Discussion Group* link in the *Other Resources & Support* section on the *Subscription Services Main Menu*.

## Culpepper Support

Our support team is available Monday through Friday, 9:00 a.m. to 6:00 p.m. ET.

Phone: 770-641-5405

Email: [support@culpepper.com](mailto:support@culpepper.com)

### **Orientation and Training Webinars**

Do you need help with running reports, matching jobs, or completing your data submission materials?

We provide weekly webinars to help orient new users to our online reports, jobs library, and data submission materials. If you would like to participate in a webinar training session, please contact our support team or go to the webinars page on our website for a schedule of sessions.

[www.culpepper.com/Webinars](http://www.culpepper.com/Webinars)