

# Fundamentals of Survey Participation

Mercer Data Connector



# Agenda

1. Survey Participation 2026
2. Workforce Insights
3. Mercer Job Library Overview
4. Company Data
5. Employee Data
6. Job Matching Booklet Demonstration

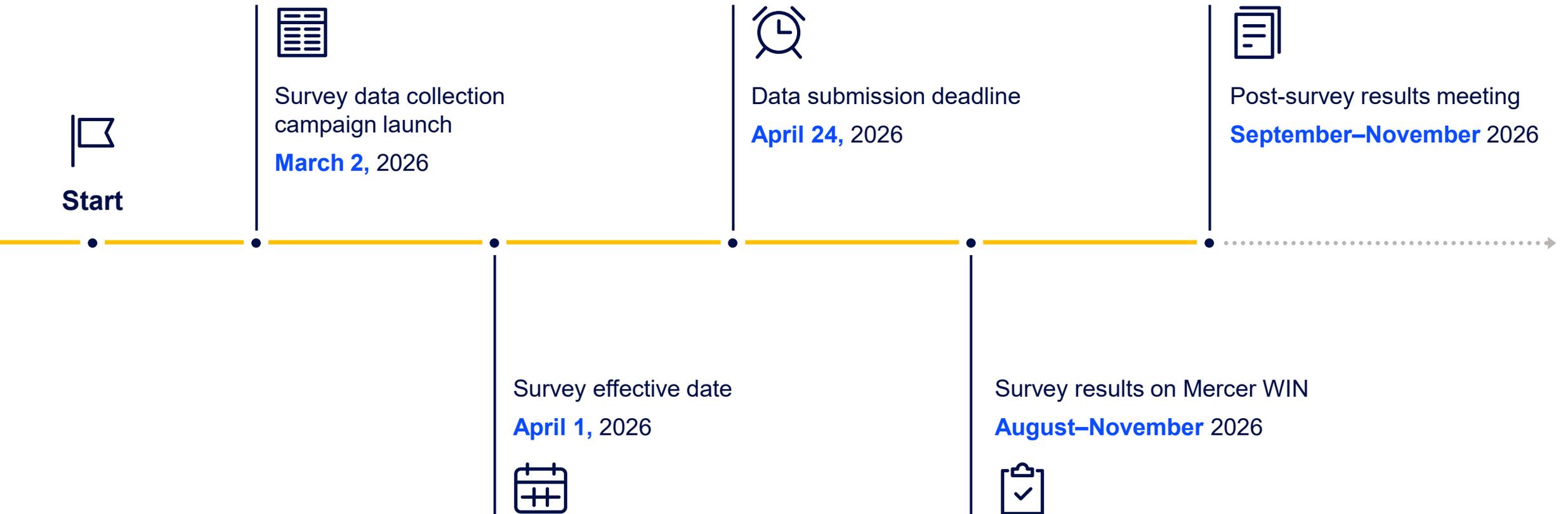
# Survey Participation 2026

What you need to know



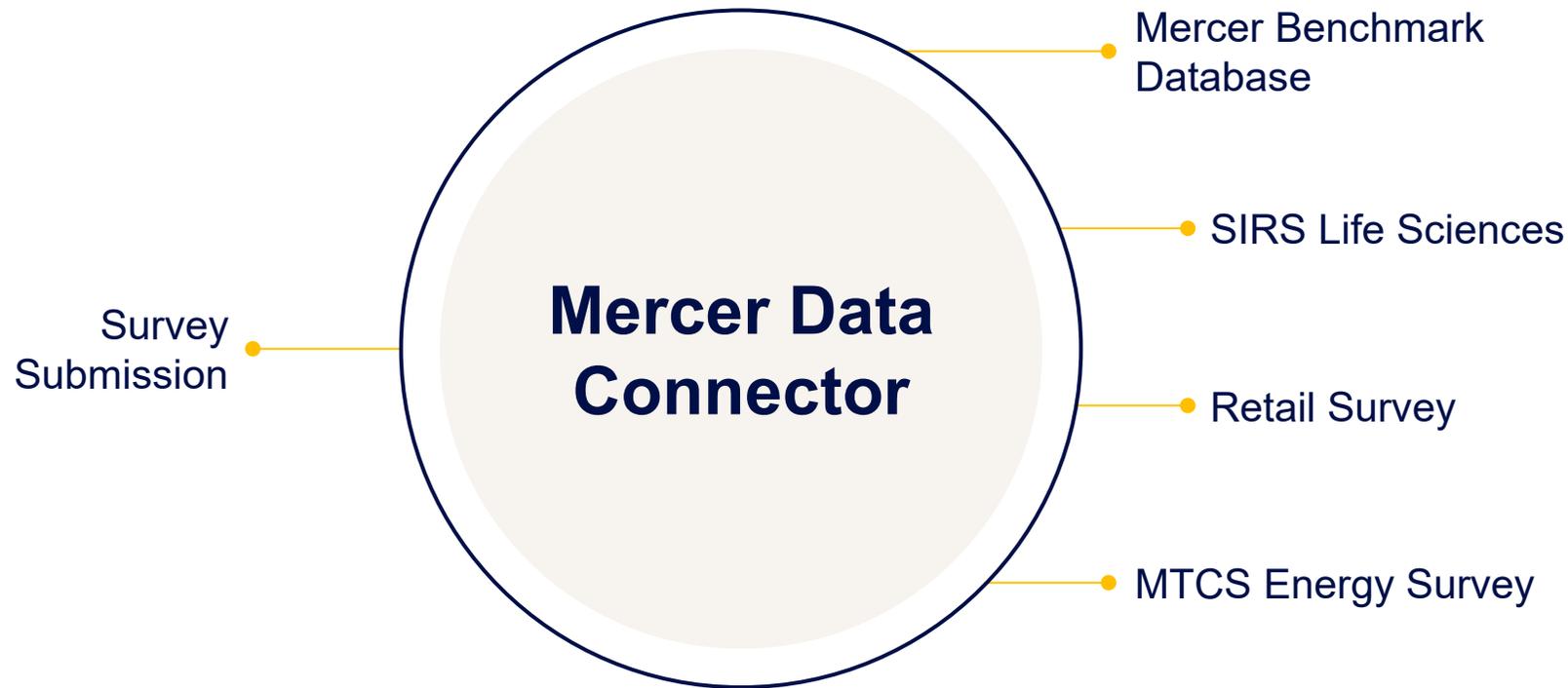
# Mercer Survey Cycle

Modernized data acquisition & survey results use



# Mercer Survey Participation

A single [data submission process](#) for multiple surveys



**Survey participation is based on jobs matched; industry & survey questions answered**

# US MBD/TRS Demographics

Jobs Collected

**24 Job Families**

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**135 Job Sub-Families**

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**997 Job Specializations**

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**9,818 Jobs**

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**19 Career Levels**

- Administration, Facilities & Secretarial
- Communications & Corporate Affairs
- Construction
- Creative & Design
- Customer Service & Contact Center Operations
- Data
- Engineering & Science
- Finance
- General Management
- Healthcare/Pharmacy Services
- Hospitality (Food Service & Lodging)
- Human Resources
- Insurance
- IT, Telecom & Internet
- Legal, Compliance & Audit
- Outsourcing & Global Capability Centers
- Production & Skilled Trades
- Project/Program Management
- Quality Management
- Real Estate Management, Property Development & Investment
- Retail
- Sales, Marketing & Product Management
- Supply Chain
- Transportation Services

# CA MBD/TRS Demographics

Jobs Collected

**29 Job Families**

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**149 Job Sub-Families**

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**1,089 Job Specializations**

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**10,738 Jobs**

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**19 Career Levels**

- Administration, Facilities & Secretarial
- Artificial Intelligence
- Asset/Investment Management
- Capital Markets/Investment Banking
- Communications & Corporate Affairs
- Construction
- Consumer & Commercial Banking
- Creative & Design
- Customer Service & Contact Center Operations
- Data
- Engineering & Science
- Finance
- General Management
- Healthcare/Pharmacy Services
- Hospitality (Food Service & Lodging)
- Human Resources
- Insurance
- IT, Telecom & Internet
- Legal, Compliance & Audit
- Outsourcing & Global Capability Centers
- Production & Skilled Trades
- Project/Program Management
- Quality Management
- Real Estate Management, Property Development & Investment
- Retail
- Sales, Marketing & Product Management
- Supply Chain
- Trading & Dealing
- Transportation Services

# Participation & Purchase Options

Individual Modules

Product	Participant Price (\$USD)
<b>US MBD/TRS (all modules)</b>	<b>\$14,400</b>
<b>US MBD/TRS (excluding Manufacturing &amp; Operations)</b>	<b>\$13,100</b>
Executive	\$7,100
Mercer/Gartner Information Technology	\$4,000
Engineering & Design	\$3,450
Sales, Marketing & Communications	\$3,450
Corporate Services & Human Resources	\$2,600
Finance, Accounting & Legal	\$2,600
Logistics & Supply Chain	\$2,600
Manufacturing & Operations	\$2,600
Metropolitan Benchmark <sup>1</sup>	\$2,600 per region

<sup>1</sup>Regions include: North Central; Northeast; South Central; Southeast; West Coast

# Participation & Purchase Options

Individual Modules

Product	Participant Price (\$CAD)
<b>CA MBD/TRS (all modules)</b>	<b>\$14,000</b>
Executive, Management & Professional (EMP)	\$6,400
Executive	\$6,400
Mercer/Gartner Information Technology	\$4,000
Engineering & Design	\$3,400
Sales, Marketing & Communications	\$3,400
Contact Center & Customer Service	\$3,400
Corporate Services & Human Resources	\$2,700
Finance, Accounting & Legal	\$2,700
Logistics & Supply Chain	\$2,700
Manufacturing & Operations	\$2,700

# MBD AI and Emerging Technology Survey

The Exclusive Home  
of AI Jobs



## Special Offer

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Exclusive pricing: **\$2,500** for orders placed in Mercer Data Connector during participation



## Featured Unique Roles

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- Head of Artificial Intelligence
- Artificial Intelligence Engineering
- Machine Learning Engineering
- Software Development Engineering: End User Applications
- Software Release Testing & Configuration



## Make Pay Decisions with Confidence

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- Robust, real-world data tailored to your needs
- Delivered via **Mercer WIN** with flexible filters:
  - Location (city & region)
  - Industry
  - Revenue

# New Graduate and Generation Z Compensation Survey

The New Graduate and Generation Z Compensation Survey is designed to provide insights into top recruitment and compensation trends for young talent. By participating in this survey, you can gather essential data that will help you set compensation rates and figure out most valuable perks.



## Position Families

New graduates

Cooperative education (co-op) program students

Summer interns

### Topic covered

- New graduates:
  - Starting salaries
  - Annual bonuses
  - Sign-on bonuses
- Co-op students and summer interns:
  - Hourly rates
  - Tuition reimbursement
- Generation Z perks

### Data analyzed

- Types of degrees
- Disciplines of study
- Geographic regions

Survey runs every year in both US and Canada.

**NEW for 2026: Data collection launch March 2, 2026, as part of Mercer standard participation campaign.**

## 2026 Participant Pricing

**US: \$1,200 USD**

**CA: \$1,100 CAD**



# Long-term Incentives (LTI) & Executive data submission options: local vs central

## Centralize with ease: submit all location data in one go!

In 2026, we invite you to centrally submit your Long-term Incentives (LTI) and Executive level employee data for all your locations where you have operations. Survey participation via the **process is optional and free of charge**.

This streamlined process is designed for multinational organizations with centralized C&B functions and data storage, making it easier to participate in the Mercer Benchmark Database/Total Remuneration Survey (MBD/TRS).



## Seamless data submission: join our local data collection campaigns

You can also effortlessly submit your data as part of local campaigns as a standard process.



Scan the QR code to visit the  
page and discover more

Global LTI/Executive  
data collection window:

**March 2 – April 30**

The importance and benefits of  
*full census data submission*

# Full participation = deeper insights + complimentary access to our newest capability

## Your Participation Commitments



To ensure the highest quality and most actionable survey results, we ask participants to:

- Submit full census data (all eligible employees in scope)
- Provide complete and accurate job, salary, and demographic details
- Meet survey submission timelines
- Collaborate on clarifications and data validation when needed

## Why Your Data Matters



Greater participation and richer data directly improve the value of the survey for everyone:

- More robust market benchmarks with stronger statistical confidence
- Improved peer matching across roles, industries, and geographies
- Greater insight into pay structures, differentials, and trends
- More reliable outcomes for compensation and workforce decisions

## Your Incentive: Exclusive Access to Workforce Insights Essentials



As a thank you for providing full census data, participants receive:

- Free access to our brand-new solution: Workforce Insights Essentials
- Advanced analytics and insights extending beyond standard survey outputs
- Early access to innovative tools designed to support smarter reward decisions

# Workforce Insights

Our dynamic, AI-driven analytics platform supporting data-driven talent strategy decision-making

FREE with submission of  $\geq 90\%$  of census data



Insights			Features
Essentials	<b>Headcount Ratio</b> Workforce Size and Composition	<b>Payroll Analysis</b> Total payroll analysis and compared to market	<b>Market Ratio</b> Salaries compared to Market
	<b>Corporate Functions</b> FTE ratio analysis	<b>Demographics</b> Workforce by Age, Tenure & Gender	<b>Benchmarking</b> Your data always displayed and compared to market
	<b>Job Grading</b> Review and comparison	<b>AI Impact</b> Where are the opportunities for AI in your organization	<b>Skill Profiling</b> Where are your strengths and weaknesses
	<b>Hiring Practices</b> Building v Buying Hiring Salaries	<b>Employee Performance</b> Who are the best performers	<b>Employee Movements</b> Promotions & Lateral movements
		<b>AI Interpretation of Data</b> Results summarised with key highlights mentioned	<b>AI Interactivity with Data</b> Converse with your data and understand more
		<b>Combined Filtering</b> Determine the comparison market across multiple factors	<b>Advanced</b>

To check census participation status, schedule a demo or request access, please email [aartdina.vandenhoeck@mercer.com](mailto:aartdina.vandenhoeck@mercer.com)

# Mercer Job Library

Design and methodology



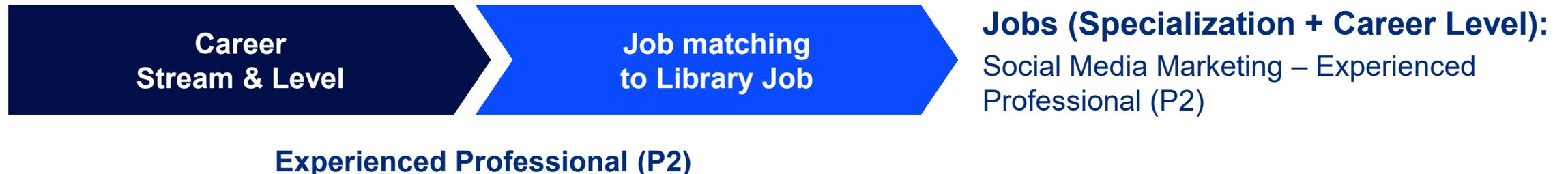
# Mercer Job Library

Job as a combination of Nature and Hierarchy of Work

**Nature of Work:** What are the tasks/type of work a person performs?



**Hierarchy of Work:** What is the organization level at which the tasks/type of work is performed?



# Mercer Job Library

Hierarchy of work – What is the organization level at which the tasks/type of work is performed?

		Career Stream			
		Executives	Management	Professionals	Para-professionals
Career Level	Executive Tier 1				
	Executive Tier 2				
	Executive Tier 3				
			Senior Director (M6)		
			Director (M5)	Pre-Eminent (P6)	
			Senior Manager (M4)	Expert (P5)	
			Manager (M3)	Specialist (P4)	
			Team Leader – Professionals (M2)	Senior (P3)	
			Team Leader – Para-Professionals (M1)	Experienced (P2)	Specialist (S4)
				Entry (P1)	Senior (S3)
				Experienced (S2)	
				Entry (S1)	

**Note:** This table is for illustration purposes and represents the typical correlation between Career Levels, within each of the Mercer Job Library Career Streams. It is based on the median position classes associated with the underlying IPE evaluations for a mid-sized organization. The alignment of Career Levels may differ somewhat between organizations depending on various factors, in particular organization size, but also industry, activities, geographic scope, etc. For more information, speak to your Mercer consultant.

# Mercer Job Library

Smart job coding

## Social Media Marketing – Experienced Professional (P2)

**SMP**

**04**

**065**

**P20**

**Family**  
(3-digit alpha)  
Sales, Marketing & Product Management

**Sub-family**  
(2-digit)  
Product Marketing & Management

**Specialization**  
(3-digit alpha)  
Social Media Marketing

<b>Career Stream</b> (1-digit alpha) Professional - P	<b>Career Level</b> (2-digit) Experienced - 20
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### Family

Summarizes Jobs with distinct-yet-related disciplines or departments.

### Sub-family

Summarizes Jobs within a Family that have a distinct branch or discipline of knowledge.

### Specialization

Summarizes tasks/type of work performed, regardless of organization level.

### Organization level

Represents a specific type of work at a specific Career Level.

Clients match to “Jobs” during the data submission process.

# Mercer Job Library

## Career Level vs. Executive Tier

### Hierarchy of Work (Career Level)

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Management, Professional,  
Para-Professional Career Stream

**What is the organization level at which the tasks/type of work is performed?**

- Incumbent-based assessment
- Typically limited to employing entity
- Closely mirrors internal grading structure
- Internal organization structure similar across organizations

### Breadth of Leadership (Executive Tier)

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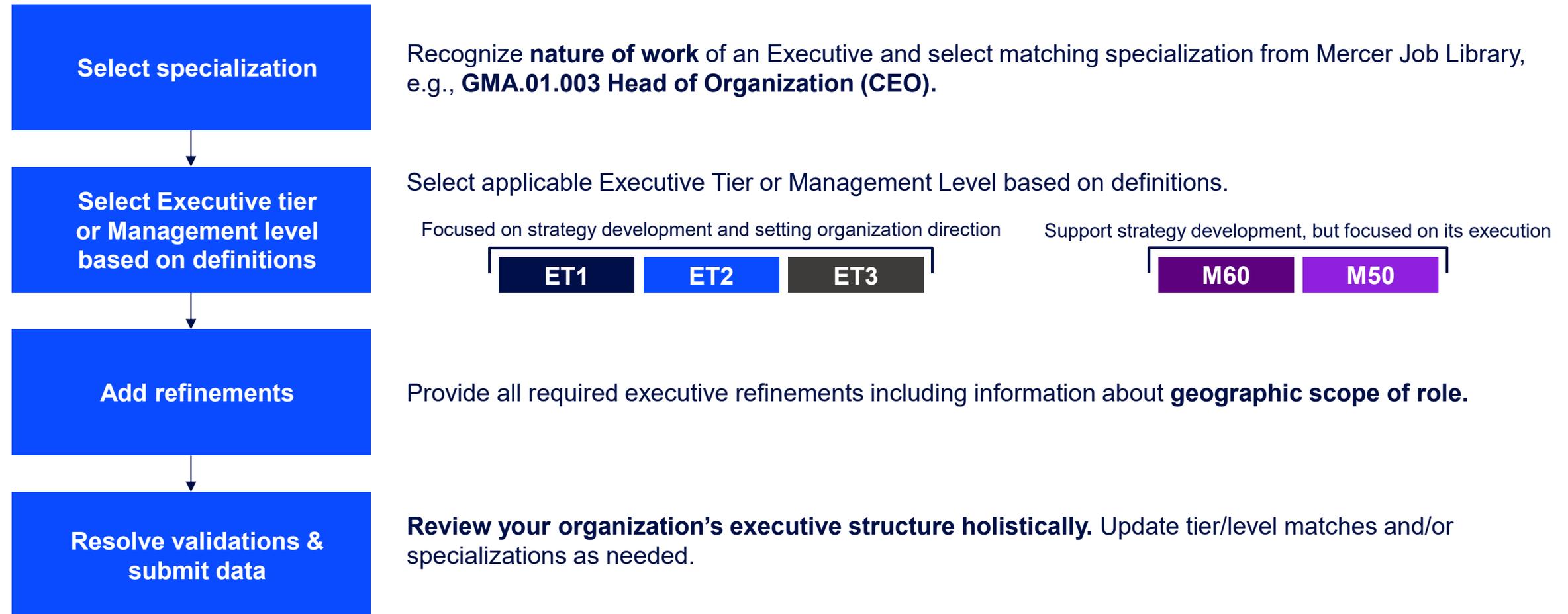
Executive Career Stream

**What is the breadth of leadership for a given executive role?**

- Incumbent- and organization-based assessment
- Considers entire organization
- Typically, multiple internal grades included in one Library Executive Tier
- More variations in internal organization structures between organizations

# Mercer Job Library

## Executive Job Matching Steps



For more details, please refer to: **Executive Framework and Job Matching**

# Company Data

Mercer Data Connector



# What is Company Data?

Information about each individual entity submitted in Mercer Data Connector



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## Common Company Data Fields

- Legal Name and Address
- Primary Industry
  - Super Sector, Sector and Sub Sector
- Type of Organization
- Parent Organization Ownership
- Financials
- FTEs
- Geographic Scope of Organization



# Why is Company Data Important?

**WIN refinements**

Survey Refinements	Net Revenue (Annual) - Millions USD
<p>Organization ^</p> <ul style="list-style-type: none"><li>All Data</li><li>Industry - Sub-Sector</li><li>Industry - Sector</li><li>Industry - Super Sector</li><li>Manufacturing Type</li><li><b>Net Revenue (Annual) - Millions USD</b></li><li>Assets (Annual) - Millions USD</li><li>Premiums Written (Annual) - Millions USD</li><li>Operating Budget (Annual) - Millions USD</li><li>Healthcare Net Revenue (Annual) - Millions USD</li><li>Number of Employees (Full Time Equivalent)</li><li>Parent Organization Ownership</li><li>Organization Type</li><li>Fortune 500 or Comparable</li><li>Peer Group</li></ul>	<p>2025 United States MBD/TRS - All MBD Modules</p> <p>US Dollar In Millions</p> <p><input type="checkbox"/> Select All</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Less than 5</li><li><input type="checkbox"/> 5 to less than 25</li><li><input type="checkbox"/> 25 to less than 100</li><li><input type="checkbox"/> 100 to less than 400</li><li><input type="checkbox"/> 400 to less than 1200</li><li><input type="checkbox"/> 1200 to less than 3750</li><li><input type="checkbox"/> 3750 to less than 7500</li><li><input type="checkbox"/> 7500 to less than 15000</li><li><input type="checkbox"/> 15000 to less than 30000</li><li><input type="checkbox"/> 30000 to less than 50000</li><li><input type="checkbox"/> 50000 or more</li></ul> <p><a href="#">Go to Advanced</a> ^</p>

**Used to calculate IPE Positions Classes**

**Affects position matches at the incumbent level**

# Mercer Data Connector

## Company Data

The image displays the Mercer Data Connector interface. On the left, a 'Company Data' card shows a 'NOT STARTED' status and a 'BEGIN' button. An arrow points from this card to a larger view of the 'Organization Type' configuration page. This page features a list of data points on the left and a configuration form on the right. The list includes 'Organization Type' (highlighted with a yellow error icon), 'Organization Size', 'Organization's Activities', 'Job Evaluation System', 'Internal Grading/Leveling', 'Employee Population', 'Hiring Intentions', 'Staff turnover', and 'Hot Jobs'. The configuration form on the right has a 'Save & Validate' button and two sections: 'Type of organization' and 'Parent organization ownership', each with radio button options and an information icon.

**Organization Type**

- Parent/Corporate
- Subsidiary
- Multi-Division
- Division
- Not Applicable

**Parent organization ownership**

- Publicly Traded on a Stock Exchange
- Privately Owned Organization
- Not-for-Profit
- Joint-Venture
- State-Owned Enterprise (Crown Corporation)
- Not Applicable

# Common Company Data Fields



**The Real Fake Company**  
United States

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### Company Info

Legal Name The Real Fake Company	Website www.realfake.com	Street Address 100 Main Street
City New York	Province/State NY	Postal Code 10012
Reference Code		

### Stock Info

Is this company publicly traded?\*

Yes  No

### Primary Industry

Super Sector High Tech	Sector High Tech (Software & Virtual Products)	Sub Sector Digital Market Services
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**Please verify and/ or update this information if it is pre-completed.**

**Please complete these fields if you are adding a new organizational entity.**

# Adding an Organizational Entity

Click the gear icon on the top right, click on “Companies” in the drop-down and click the “Add Company” button.

**Mercer Data Connector**

ORDER PRODUCTS   

My Profile > Companies

ORGANIZATION PROFILE SETTINGS

## Your Companies

fake

[VIEW SUBMISSIONS](#) [ADD COMPANY](#)

↓ Name	↓ Country/Region	↓ Stock Symbol	↓ Super Sector	↓ Sector	↓ Sub Sector	Actions
The Real Fake Company	United States	-	High Tech	High Tech (Software & Virtual Products)	Digital Market Services	  

If you add an entity, you must link employees in the Employee Data section to the new entity.

# Organization Type



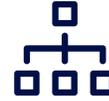
## Parent/Corporate

The highest reporting entity **without any organization above it**. Typically, management is responsible to either the board of directors and shareholders or to the owners for overall organization performance. Note: Organizations structured as Joint Ventures should report themselves as Parent/Corporate.



## Subsidiary

The Subsidiary is a **separately incorporated legal entity** with majority interest held by a Parent/Corporate entity; it can have multiple business divisions and is responsible for most organization functions. Although a Subsidiary may ultimately roll up into a Parent/Corporate entity, management performs most functions of a stand-alone organization and is accountable to the Parent/Corporate organization for operations and financial performance. Note: Hospitals who are majority owned by a college or university and organizations whose parent is structured as a holding company should report themselves as a Subsidiary.



## Multi-Division

A major segment of an organization that is **composed of related products/services or lines of business** that are measured for purposes of financial performance. Is held accountable to either a Parent/Corporate or Subsidiary entity. Does not have a Board of Directors and **is not a separately incorporated legal entity**.



## Division

A unit of a Parent/Corporate, Subsidiary or Multi-Division organization that **operates as a profit center**. May comprise most functions of a fully integrated business and/or some functions may be supported by Shared Service Centers. Does not have a Board of Directors and is **not a separately incorporated legal entity**.

# Parent Organization Ownership

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- Publicly Traded on a Stock Exchange
- Privately owned organization
- Not-for-Profit
- Joint-Venture
- State-Owned Enterprise (Crown Corporation)



# Organization Size



## Financials

- Net sales revenue
- Operating budget



## FTEs



## Geographic scope of organization

- Global
- Regional (multi-country)
- Country

### Global

Worldwide; operations in 2 or more regions of the world

### Regional (Multi Country)

Continental region or commonly accepted geo-political area  
e.g., Asia, EMEA, North America, ASEAN, Europe, Middle East

### Country

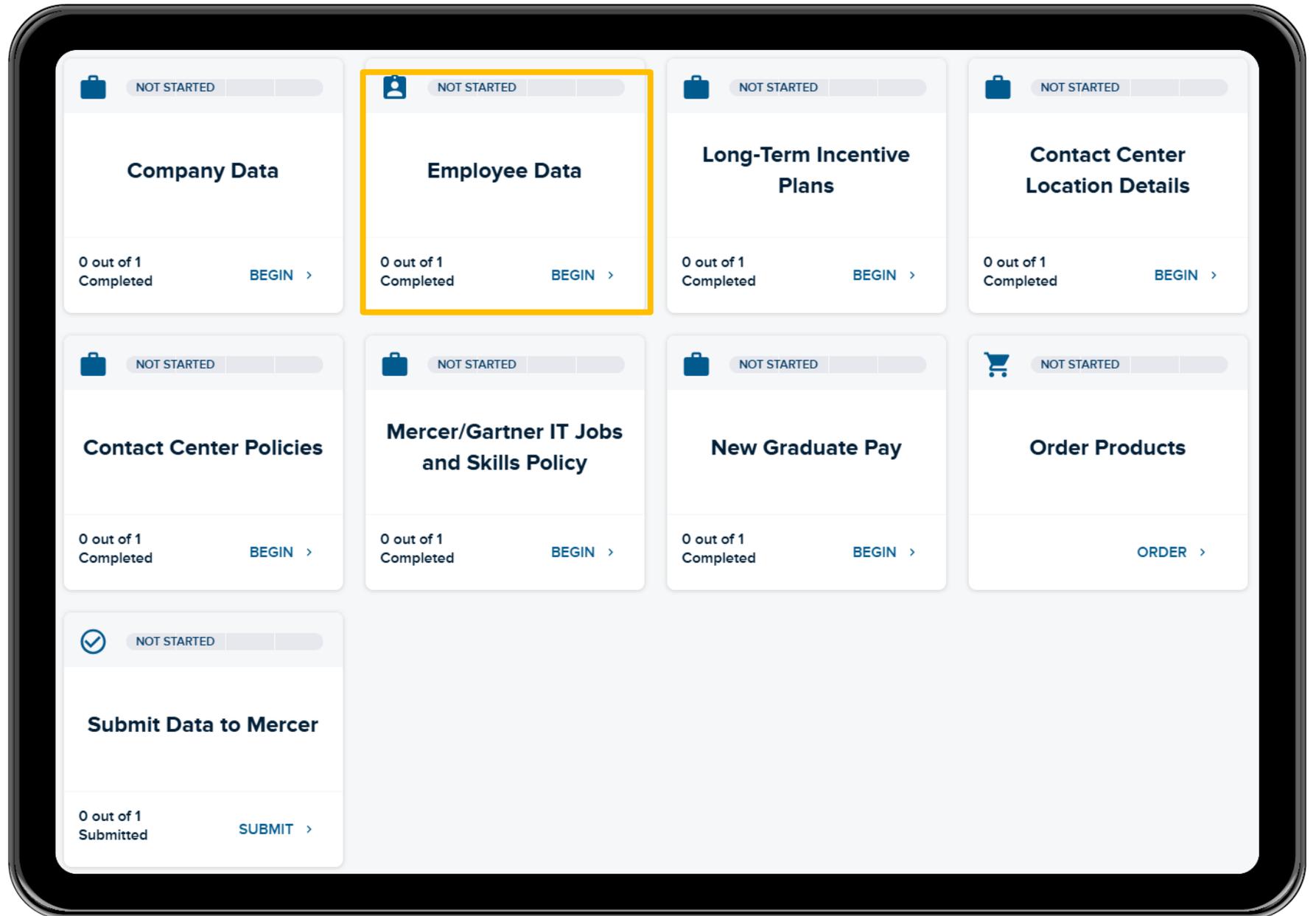
A single country, or an area within a country

# Submitting your Employee Data

Mercer Data Connector



# Employee Data



# Employee Data is submitted in Excel

	A	B	C	D	E	F
	Employee identifier	Mercer Job Library position code	Mercer Job Library position title	Therapeutic area flag (selected Mercer Life Science jobs only)	Mercer Job Library specialty flag	Experience level (applicable to specific energy jobs)
2						
3						
4						
5						
6						
7						
8						
9						



Returning participants can use a pre-populated template or a blank template



Each employee will be one line of data



Once complete, Excel file is uploaded into Mercer Data Connector for review & validations

# Employee Data is submitted in Excel

1	Question	Question Code	Description	Options
18	<b>Geographic scope of role</b>	REGION_RESP	<p>Please indicate if the incumbent matched has responsibilities that encompass the following area:</p> <ul style="list-style-type: none"> <li>*Global: Worldwide</li> <li>*Multi-Regional: Two or more Regions, e.g. EMEA, Americas, Latin America and APAC, APAC and Middle East</li> <li>*Regional: Commonly accepted Geo-political area or substantial number of countries, e.g. Europe, Latin America, North America, APAC, Africa, Middle East.</li> <li>*Multi-Country: 3 to 8 countries within a region, e.g. Western or Eastern Europe, ASEAN, North Asia</li> <li>*In-Country: One country only, e.g. Australia, Bangladesh, China, India, Indonesia, Malaysia, Singapore, etc.</li> <li>*District: Geographically significant area within a country; typically used in large geographically diverse countries, e.g. Beijing, Shanghai, Guangdong, Chengdu-Chongqing, Mumbai, New Delhi, East Java, West Java, etc.</li> </ul> <p>Go Back</p>	10 - Global 20 - Multi Regional (2-5 Regions) 30 - Regional (e.g., Europe) 50 - Multi Country (3-8 Countries) 70 - In Country 80 - District/Zone/State/Locality (Part of the Country)
19	<b>Year of birth</b>	EMP_037	<p>Without dashes or other formatting.</p> <p>Go Back</p>	
20	<b>Year of hire</b>	EMP_038	<p>Go Back</p>	
21	<b>Year the employee started in this position</b>	EMP_039	<p>Go Back</p>	
22	<b>Employee status vs 12 months prior</b>	EMP_043	<p>Indicate what has happened regarding the employee's status in the last 12 months.</p> <p>Go Back</p>	New Hire Same Position Promoted Demoted Lateral Move
23	<b>Gender</b>	EMP_044	<p>Go Back</p>	Female Male Non-Binary
24	<b>Workplace model</b>	EMP_032	<p>Please indicate the employee's workplace model, e.g. on-site/office, hybrid or remote. Hybrid means a regular, flexible part-time on-site/in the office and part-time remotely.</p> <p>Go Back</p>	Full-Time On-Site/In the Office Hybrid Full-Time Remote

# Which Incumbents to Match?



## Do Include

- ✓ Full-time
- ✓ Part-time
- ✓ Survey effective: April 1
- ✓ Incumbents on parental leave



## Do **NOT** Include

- ✗ Seasonal employees
- ✗ Contractors
- ✗ Expatriates
- ✗ Co-ops/interns
- ✗ Long-term leave
- ✗ Future hires

# Collected Compensation Fields

- > Matching information
- > Employee details
- > Base salary & salary range
- > Guaranteed cash & shift allowances
- > Short-term incentives
- > Sales incentives
- > Long-term incentives
- > Other incentives & bonuses



Some job families or levels have additional & important fields



Some industry surveys have additional & important fields



Provide all of the data that you can

# Matching Information & Employee Details

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## Match Info

- Entity identifier
- Employee identifier
- Mercer MJL position code
- Job title
- Job title of the position to whom they report
- Job code/level/grade
- Standard workweek
- Workplace location

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## Yes/No Questions

- Unionization status
- Overtime eligibility

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## Drop-down lists

- Employee status vs 12 months prior
- Gender
- Highest level of education

---

## Enter year as 4 digits

- Year of hire
- Year of birth

---

## US Only

FLSA status

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# Base Salary Information



## Salary currency

USD or CAD

## Pay type

Annual or Hourly

## Base salary

Do not report average salaries

## Salary range

Same format as base salary

## Preferred Data Formats

### Base Salary

Full-time employee

Hourly or Annual

Part-time employee

Hourly preferred

Hourly employee

Hourly

# Guaranteed Cash & Shift Allowances



Guaranteed cash eligibility



Guaranteed cash amounts



Shift allowances

# Short-term Incentives

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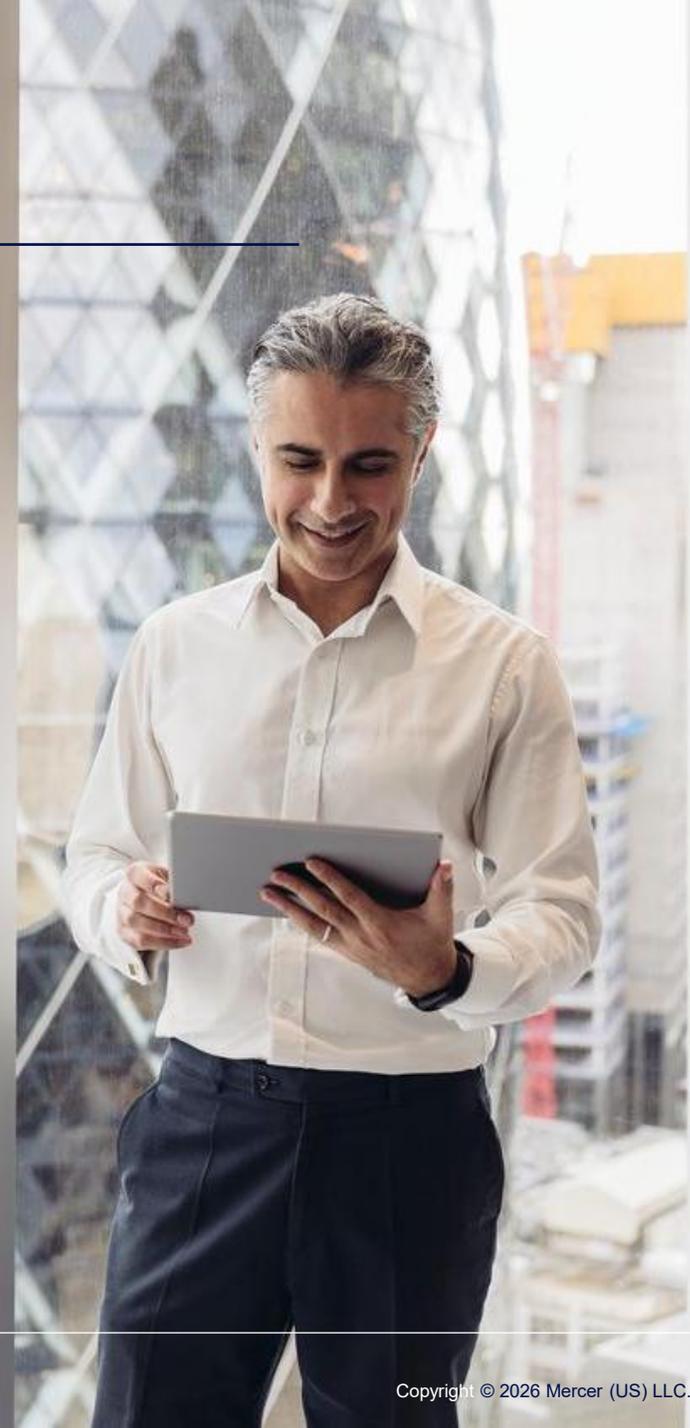
- Short-term incentive eligibility
- STI threshold as a % of base
- STI target as a % of base
- STI maximum as a % of base
- STI amount (actual)
- STI status for non-receivers



# Sales Incentives

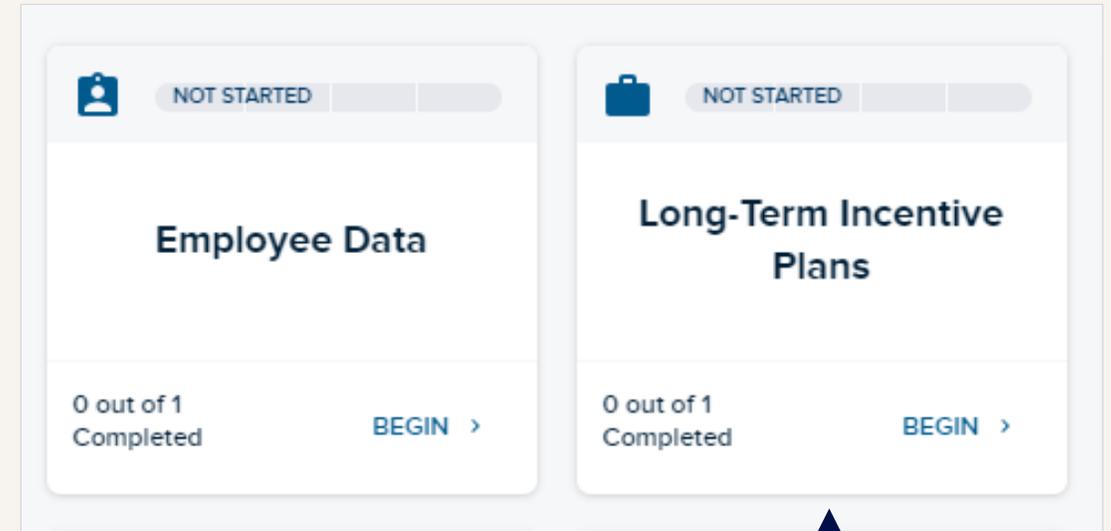
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- Sales incentive eligibility
- Sales incentive target as a % of base salary
- Sales incentive capped
- Sales incentive amount (in \$)
- Sales incentive status for non-receivers



# Long-term Incentives

- Long-term incentive eligibility
- Long-term incentive status for non-receivers
- LTI plans offered
- LTI plan identifier
- # of options/shares/performance units or values of granted cash award



**Overall LTI plan details get entered once in this tile**

# Other Incentives



Profit sharing eligibility

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Profit sharing amount

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Sign-on bonus

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Total retention bonus

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# Please Also Include For Specific Job Families



## Executives

- Geographic scope of role
- Revenue for the business for this role is in
- Executive/Director role organization type



## Engineering

- Graduation year
- Registered Professional Engineer
- Licensed Technologist/Technician



## Contact Center

- Contact center number
- Virtual agent

# Job Matching Booklet Demonstration

Mercer Data Connector



# Questions after today's session?



## Contact our Customer Service Team

[surveys@mercer.com](mailto:surveys@mercer.com)

800.333.3070



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