

Understanding Compensation at Morning Consult



EXTERNAL
FOR CANDIDATE ONLY

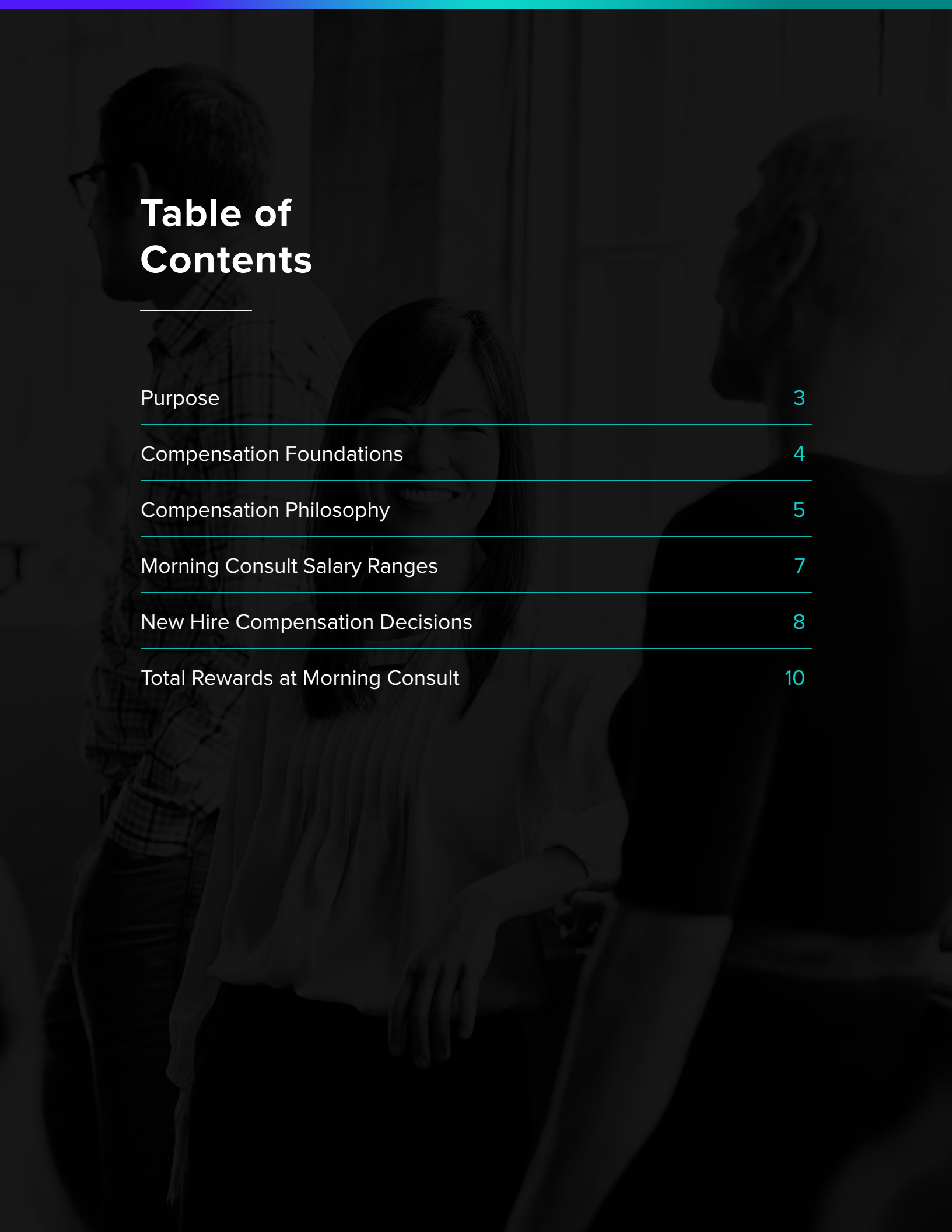


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PURPOSE

This resource is intended to support you, the candidate, in discussing compensation with your Recruiter and Hiring Manager as you move through the hiring experience with Morning Consult.

Please note that this is a brand new resource we will continue to build upon using feedback solicited from our candidates through a candidate experience survey.

Morning Consult believes that compensation information should be accessible and that conversations about pay should be a frequent and genuine two-way dialogue. Compensation practices should be fair, and compensation should accurately reflect your contributions over time. This may differ from previous negotiation-based pay conversations you've experienced.

Our hope is that by leveraging the resources provided here, you will have a basic understanding of how compensation at Morning Consult works and clear expectations for the compensation portion of your hiring experience.

We also hope that it helps you determine if Morning Consult is the right organization for you at this stage of your career.



Compensation Foundations

This foundational information is intended to provide context on Morning Consult's pay structure and key factors, compensation philosophy and approach to overall pay transparency.

This information should give you a feel for how we think and act when it comes to pay-related decisions.



MORNING CONSULT PAY STRUCTURE

- Our pay structure for all roles except Business Development and Client Services is centered on base compensation.
- Business Development and Client Services roles include a commission plan.
- All roles at the Director level and above include an equity grant. Please refer to the equity information in this document. Additional details will be shared during the initial Recruiter conversation and at the verbal offer stage of the hiring process.



GEOGRAPHY AND PAY

- Morning Consult currently operates in 35+ states and we do not factor geography into pay decisions. This means we don't adjust pay up if you live in a higher cost location, and we don't adjust pay down if you live in a lower cost location.
- Our salary bands are aligned to a composite of Metropolitan talent markets across the USA including New York, Boston, Washington DC, Chicago, Seattle and Los Angeles.

Compensation Philosophy



Morning Consult nurtures a high performance culture in a humanized way. To ensure focus on the goals and behaviors that grow our business, we reward impact.

We differentiate pay based on impact—this means MCers in the same role may see different increases and pay over time.

- Impact is defined as the outcomes you generate. Impact is generated through effective use of your skills and knowledge. Impact is captured during the annual review process which includes 360-degree feedback.
- 94% of companies use a pay-for-impact approach because research shows that when people are confident that they will be rewarded for their outcomes they are willing to invest extra effort and improve future performance.
- High performers are more likely to join and stay with a company with a pay-for-impact philosophy.



Morning Consult pays competitively. Morning Consult's total cash compensation is higher than 60% of the market on average.

Our pay structure across jobs has the following approach:

- Morning Consult has aligned the midpoint of all salary ranges to the 60th percentile.
- The benchmark for the 60th percentile is determined by data-specific for each job at Morning Consult.
- Being at the same level does not mean your salary ranges will be the same as another employee if you have functionally different jobs. For example, a director-level role within Engineering may have a different salary range than a Director-level role in marketing. Salary ranges are set based on a specific job's benchmark data, which are impacted by market competition for key roles and skills.

Compensation Philosophy



Morning Consult is committed to transparency and supporting transparency with ongoing resources and education.

Individuals and their managers will have the information necessary to hold effective conversations about pay. Morning Consult does not plan to share specific individuals' salaries. We share the following with candidates:

- Compensation philosophy
- Market benchmarking findings

In addition to the above information, Morning Consult shares the following with individuals post-hire:

- Role-specific and job family salary ranges (post-hire)
- Who is involved in compensation decisions and how those decisions are made
- Merit and promotion increase ranges

Morning Consult Salary Ranges

Please note these bands are relevant for Associate to Associate Vice President roles. For Vice President and above roles, we leverage the market band for each role.

Salary ranges are determined via market benchmarking.

- Every role at Morning Consult is matched to a relevant role and level in the market. That market-relevant role has an associated salary range.
- Once the market analysis across all roles was complete, similar market salary ranges were grouped into a salary range, which is the internal salary range for those roles moving forward.

MORNING CONSULT SALARY RANGES

Band	Minimum	Midpoint	Maximum
11	\$206,100	\$278,300	\$350,400
10	\$172,900	\$231,900	\$290,800
9	\$146,300	\$194,900	\$243,400
8	\$124,900	\$165,200	\$205,500
7	\$107,500	\$141,200	\$174,900
6	\$93,300	\$121,700	\$150,100
5	\$81,700	\$105,800	\$130,000
4	\$72,100	\$92,800	\$113,400
3	\$64,300	\$82,100	\$100,000
2	\$57,800	\$73,300	\$88,800
1	\$52,400	\$66,000	\$79,600

New Hire Compensation Decisions

This section is intended to help you understand when, how and with whom compensation is discussed during the recruitment process.

PRE-INTERVIEW	INITIAL RECRUITER CONVERSATION	OFFER STAGE
<ul style="list-style-type: none"> Benchmarking Salary range determined Hiring Manager, Recruiter and HRBP align on compensation for role Salary range on job posting 	<ul style="list-style-type: none"> Align on candidate compensation expectations Recruiter shares compensation for the role and compensation resource 	<ul style="list-style-type: none"> Recruiter and Hiring Manager walk candidate through detailed compensation and benefits offer Written offer to follow

How is new hire compensation determined? What drives placement in the salary band?

To reiterate from the job posting, in most cases, we target the **midpoint** of our salary ranges for new hire compensation. This placement is reflective of full proficiency in a role.

Is there an opportunity to negotiate?

- We understand that for many of us negotiating at point of offer is a standard practice and that the offer you receive from a Recruiter may have been seen as the starting point for a negotiation.
- Morning Consult wants to replace “negotiation” at the end of the interview experience with open and transparent conversation throughout the process. Our goal is to eliminate surprises at the end of the interview process for all parties.

New Hire Compensation Decisions

- **Expectations of you:** We hope you'll bring openness to the conversations and a willingness to share what matters most to you holistically, while also getting specific on numbers. We understand this may be different from how you've approached compensation conversations during hiring previously and it will feel different.
- **What you can expect from Morning Consult:** We'll answer questions accurately and honestly. When we aren't able to share information with you, we'll be open about that too. We want to get to a compensation number that works for you and for us, that is rooted in market reality and reflective of your experience to date.

IN SUMMARY

Our goal is for both sides to have a **clear understanding of expectations** around compensation at the beginning of the recruiting process. This allows both you and Morning Consult to make **informed decisions** during the recruitment process.

Total Rewards at Morning Consult

Total Rewards at Morning Consult goes beyond base compensation. Our benefits are market competitive and we review them annually. For certain eligible roles, equity is a benefit that is unique to venture-backed startups and represents an incredible opportunity. We encourage you to check out [Equity 101 from our partner Carta](#) to learn more about equity.



BENEFITS

Morning Consult invests in a number of compelling benefit programs for our employees that are aimed at making a long term career at Morning Consult an attractive option. Including:

Benefit	Average Morning Consult Investment
401K Match	5% of annual salary
Health, Dental, Vision, Life Insurance, Short & Long Term Disability	\$600/EE
Cell Phone Stipend	\$80/mo/EE
Lifestyle Benefit	\$50/mo/EE
Total Average Investment	\$1300/month or \$15,600 per year



MORNING CONSULT'S EQUITY PROGRAM

- **New Hire Grants:** If you are at Director level or above you are eligible to receive an equity grant upon hire, commensurate with your level.
- **Promotion Grants:** If you are promoted into the Director level, you are eligible to receive the equivalent of a Director New Hire Grant at the time of promotion. Additionally, as you are promoted into the Managing Director, AVP, or VP levels, you are eligible to receive an additional equity grant
- **Anniversary Grants:** For Associate–Senior Managers, if you have not yet received an equity grant by your 4 year anniversary, you will be eligible to receive an equity grant at that point.

