

PAYSCALE
RESEARCH
REPORT

THE 2013 MARKET VALUE
OF CHRP CERTIFICATION

FUEL FOR HR CAREERS



Fuel for HR Careers

In 2012, in conjunction with the Human Resources Professionals Association (HRPA), Canada's HR thought leader, PayScale conducted the first comprehensive 5-year look-back at HR salaries in Canada, mapping the Certified Human Resources Professional (CHRP) designation to earnings and career progression. The results were surprising: not only did the CHRP positively correlate with career trajectory and income, but in a dramatic way.

For 2013 HRPA asked PayScale to take a fresh look at the data, in part to validate the findings of 2012, but this time we also requested that PayScale include U.S. data, so we could compare the impact of the CHRP with the Professional HR (PHR) designation issued by the Human Resources Certification Institute (HRCI) in the U.S.

Once again, CHRP designation holders outperformed non-designated practitioners, but they also outperformed PHR designation holders—further evidence that the CHRP is coming of age as a recognized and highly sought after professional designation.

“FOR WHITE-COLLAR JOBS, THERE ARE ONLY A FEW WAYS TO POSITIVELY IMPACT PAY AND CERTIFICATIONS ARE ONE WAY TO DO THAT.”

- KATIE BARDARO, LEAD ECONOMIST AND DIRECTOR OF ANALYTICS AT PAYSACLE

HRPA also operates Hire Authority Canada, the largest HR job board in Canada. For more than a decade Hire Authority has tracked postings which request “that the applicant have, or be working toward, a CHRP.” In the 2012 report we reported in the five year period from 2007 to 2012 job postings requiring a CHRP had increased by 86%, from 36% to 68%. In the past year,

From 2012
to 2013, job
postings
requiring a
CHRP have
increased
to
70%



that number has increased to more than 70%. Not surprisingly, the number of HRPA members who either have, or are working toward, their CHRP designation now account for 84% of total membership, excluding student members.

“THE DEMAND FOR THE CHRP DESIGNATION FROM EMPLOYERS IS CLEAR AND PAYSACLE’S LATEST STUDY ONLY UNDERSCORES HOW THIS TRANSLATES INTO HIGHER EARNINGS AND MORE PROMOTIONS.”

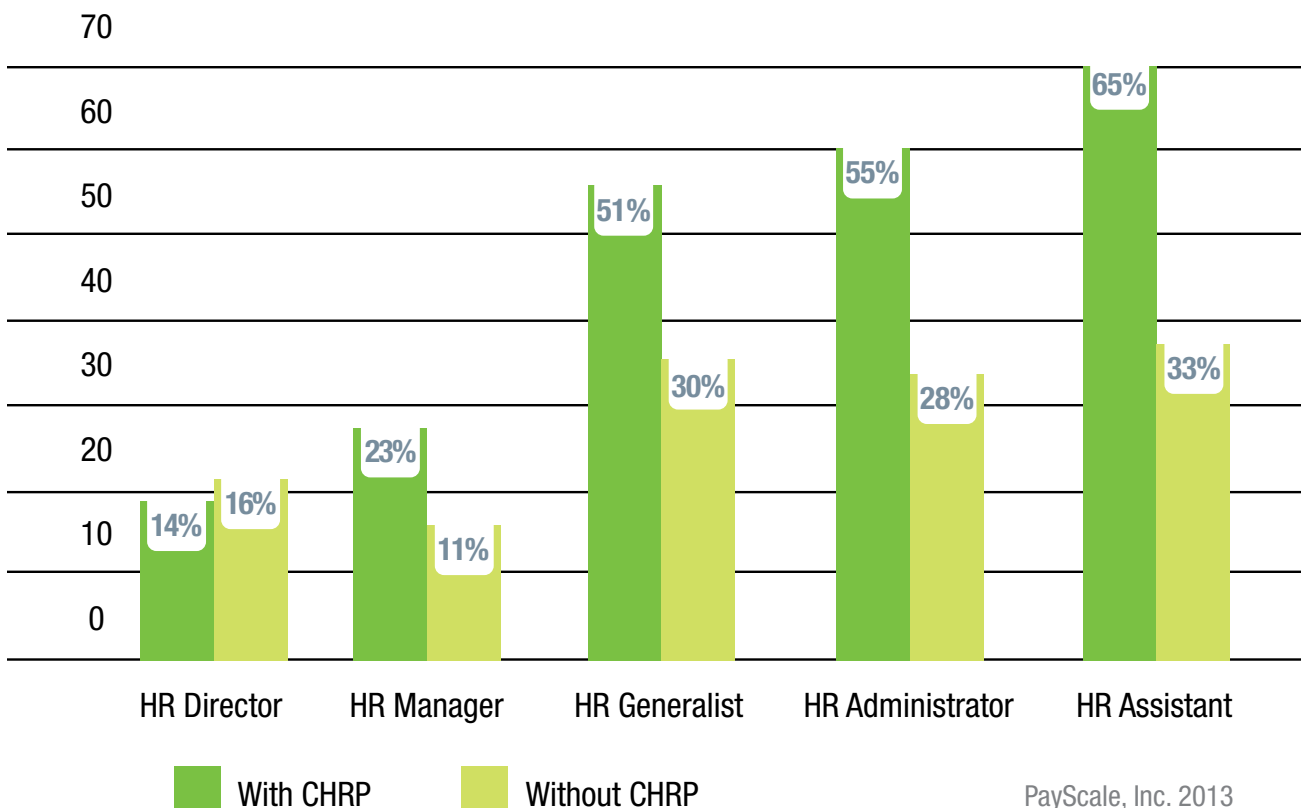
- BILL GREENHALGH, CEO OF HRPA

Faster Job Progression

Not only does a CHRP designation correlate with more job opportunities for HR professionals, it can also be tied to promotions to higher levels of responsibility and pay.

PayScale was able to look at HR professionals’ career path information, specifically how their job title changed in a span of five years. They then looked more closely to see if those individuals who earned CHRPs progressed into higher-level positions more quickly than their colleagues without CHRPs. The conclusion from PayScale’s analysis was that professionals with CHRPs are promoted more frequently and move into higher positions more often than those without CHRPs.

Percentage Receiving Promotions Within Five Years:

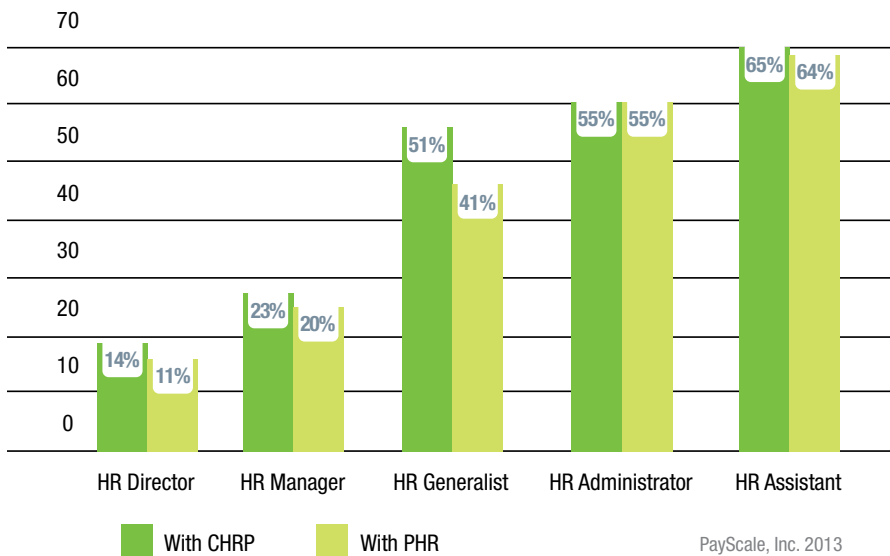


PayScale, Inc. 2013

Job Progression Comparison to PHR

In the United States, the Professional in Human Resources (PHR) certification compares to the CHRP in Canada. PayScale compared the rate of promotions between the two countries' certifications and found them to be very similar.

Percentage of Certified Professionals Receiving Promotions Within Five Years



Across most HR titles, the CHRP seems to fuel more promotions than the PHR.

Pay Differences by HR Job Position

The following table shows the median, annual pay by HR job position for HR professionals with a CHRP and for those without, as well as the pay differential between the two groups. These pay figures are across all company sizes and experience levels, with the exception of the VP of Human Resources position. It seems that a CHRP can improve annual pay, especially for HR Managers.

A Note About the Data Comparisons: In the following two comparisons, PayScale looked at a national sample of all workers from all industries and locations, simply separating them according to CHRP certification status. It's important to note that title and certification status are only a small subset of factors that

affect the compensation of HR professionals. The pay differential becomes more accurate when controlled for some of the other 250 compensable factors that PayScale tracks, such as location, company size, organization type, signing authority, years of experience, degree and industry. To get the most accurate market match for a job, it's important to take all the details that matter into account.

Median Pay for HR Job Titles With and Without CHRP

	NO CHRP	WITH CHRP	% DIFFERENCE
Vice President, HR	\$164,000	\$168,000	2%
HR Director	\$98,200	\$105,000	7%
HR Manager	\$65,100	\$73,400	13%
HR Generalist	\$50,100	\$53,500	7%
HR Administrator	\$43,100	\$44,500	3%
HR Assistant	\$39,200	\$37,900	-3%
All HR	\$50,500	\$65,600	30%

*Dollar figures in CAD

Pay Changes with CHRP from 2012 to 2013

The following table compares annual pay for CHRP holders, by title, for both 2012 and 2013.

	2012	2013	% DIFFERENCE
Vice President, HR	\$177,000	\$168,000	-5%
HR Director	\$105,000	\$105,000	0%
HR Manager	\$72,900	\$73,400	1%
HR Generalist	\$52,600	\$53,500	1.7%
HR Administrator	\$44,300	\$44,500	-1%
HR Assistant	\$39,400	\$37,900	-4%

* Dollar figures in CAD

HR
Managers
with a
CHRP
made
13%
more than
those
without it.

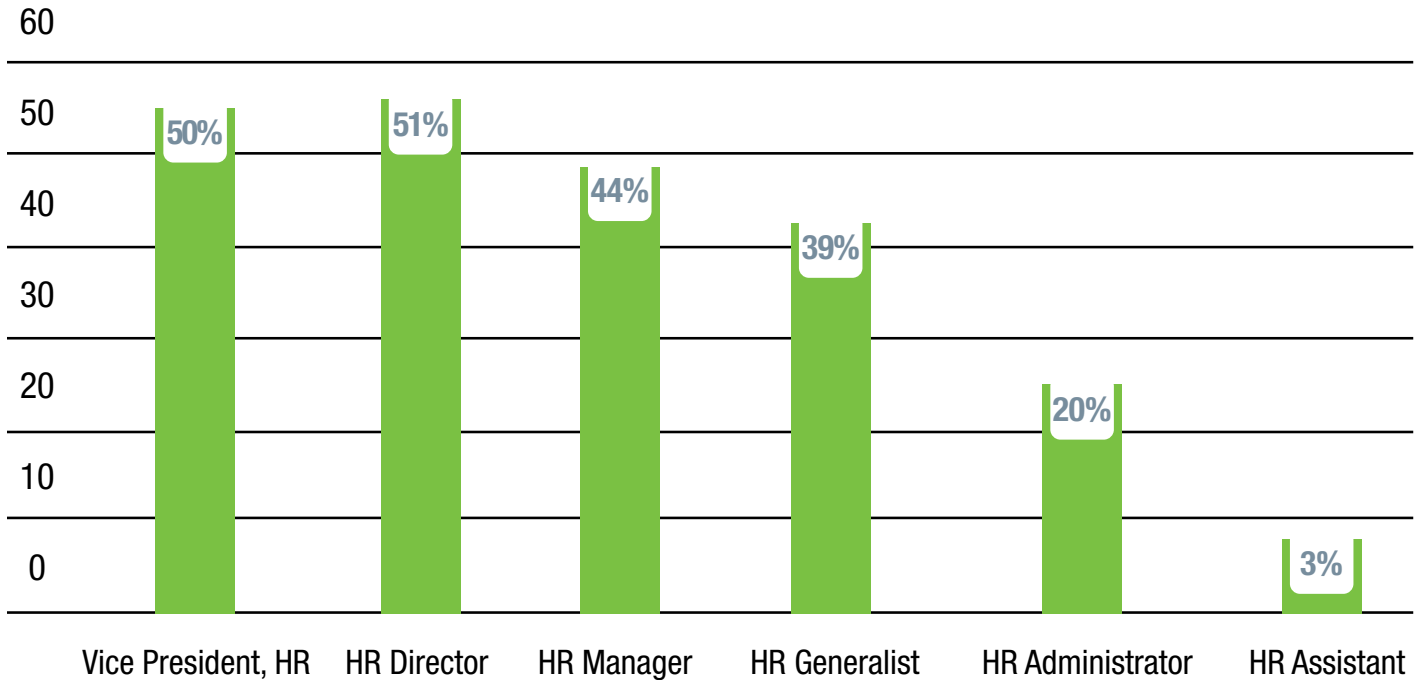


CHRP Frequency at Higher Levels of Management

What percentage of HR professionals in high-level, leadership roles have CHRPs? The closer you get to the VP level, the higher the frequency of CHRPs. PayScale's research shows that over half of those HR professionals with the greatest levels of responsibility have CHRPs.

Frequency of CHRP Across HR Positions

CHRP Frequency Percentage of Employees with CHRP



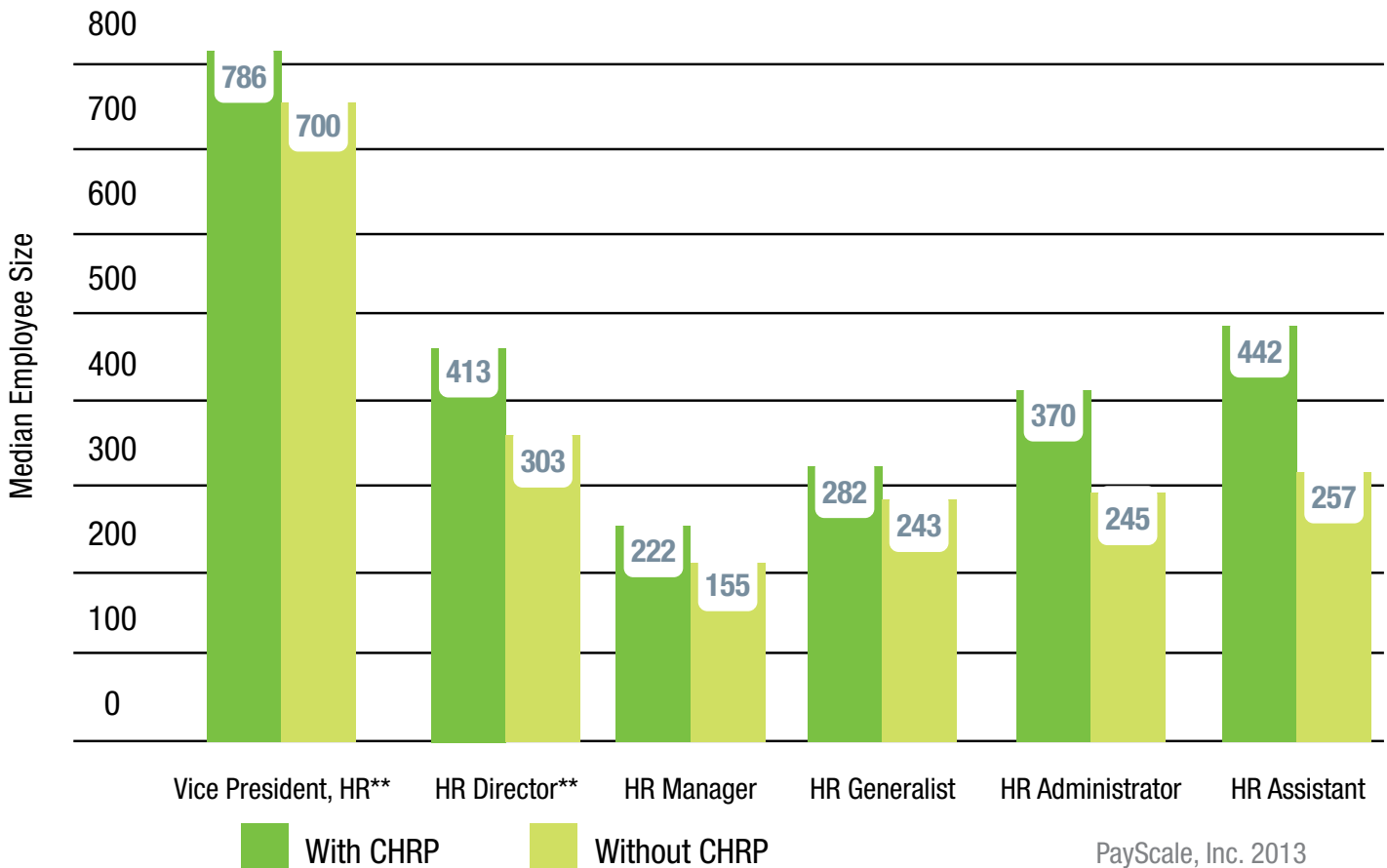
PayScale, Inc. 2013

CHRP Prevalence at Larger Companies

PayScale found that HR professionals with CHRPs tend to work at larger companies more often than those professionals without CHRPs, likely contributing to their higher salaries. This difference is most pronounced for the lower-level HR positions, like HR assistant and HR administrator.



Average Company Size Employing HR Professionals



** The HR director and VP of HR positions are typically found at large companies, hence there is no significant difference, by company size, between those with a CHRP and those without.

Pay Comparisons

No matter where an HR professional lives, the prairie or the Atlantic coast, a CHRP correlates to improved earnings. Looking at pay for all HR positions across major metros in Canada, PayScale's research shows that HR professionals with CHRPs earn more than those without in all major metros. The median annual pay numbers here include practitioners at all levels of experience, working in companies of all sizes. Looking at a narrower data set, such as by industry or location, also narrows the spread in pay, giving a more accurate comparison of pay differences to median pay than the broader, national data. The following two charts demonstrate that details matter a lot – the more details factored in, the more precise the pay estimate.

Pay Comparison by Metro: With CHRP vs. Without CHRP

	HR Assistant	HR Administrator	HR Generalist	HR Manager	HR Director	All HR Titles
Toronto, Ontario						
No CHRP	CAD 37,100	CAD 41,600	CAD 49,600	CAD 68,300	CAD 116,000	CAD 50,400
With CHRP	CAD 42,500	CAD 42,600	CAD 53,500	CAD 74,700	CAD 112,000	CAD 64,700
Pay Differential for All HR Titles: 28%						
Vancouver, British Columbia						
No CHRP	CAD 42,900	CAD 42,000	CAD 49,700	CAD 68,000	CAD 104,000	CAD 48,900
With CHRP	N/A	CAD 45,000	CAD 54,200	CAD 77,600	CAD 107,000	CAD 64,100
Pay Differential for All HR Titles: 31%						
Calgary, Alberta						
No CHRP	CAD 43,100	CAD 48,400	CAD 55,900	CAD 72,400	CAD 108,000	CAD 53,900
With CHRP	CAD 48,000	CAD 48,600	CAD 60,400	CAD 85,300	CAD 118,000	CAD 75,600
Pay Differential for All HR Titles: 40%						
Edmonton, Alberta						
No CHRP	CAD 40,100	CAD 47,500	CAD 55,400	CAD 68,900	CAD 108,000	CAD 51,700
With CHRP	N/A	CAD 50,700	CAD 60,500	CAD 70,500	CAD 108,000	CAD 70,300
Pay Differential for All HR Titles: 36%						
Kitchener, Ontario						
No CHRP	CAD 33,500	CAD 39,900	CAD 45,800	CAD 72,200	CAD 94,500	CAD 45,400
With CHRP	CAD 32,500	CAD 44,300	CAD 50,600	CAD 72,600	CAD 101,000	CAD 60,000
Pay Differential for All HR Titles: 32%						
Ottawa, Ontario - Gatineau, Québec						
No CHRP	CAD 42,100	CAD 43,200	CAD 48,400	CAD 67,800	CAD 91,900	CAD 51,300
With CHRP	CAD 43,300	CAD 50,700	CAD 53,200	CAD 73,500	CAD 95,000	CAD 76,500
Pay Differential for All HR Titles: 49%						
Hamilton, Ontario						
No CHRP	CAD 38,000	CAD 44,800	CAD 50,000	CAD 51,100	CAD 104,000	CAD 49,000
With CHRP	N/A	CAD 40,700	CAD 55,200	CAD 64,600	CAD 92,000	CAD 58,300
Pay Differential for All HR Titles: 19%						
Halifax, Nova Scotia						
No CHRP	CAD 35,000	CAD 43,400	CAD 42,100	CAD 60,900	CAD 77,300	CAD 45,900
With CHRP	CAD 34,000	N/A	N/A	CAD 65,400	CAD 99,700	CAD 68,800
Pay Differential for All HR Titles: 50%						
Montréal, Québec						
No CHRP	CAD 37,000	CAD 41,600	CAD 50,400	CAD 65,100	CAD 78,000	CAD 51,600
With CHRP	CAD 37,000	CAD 44,200	CAD 52,800	CAD 74,300	CAD 101,000	CAD 67,500
Pay Differential for All HR Titles: 31%						
London, Ontario						
No CHRP	CAD 36,800	CAD 42,100	CAD 48,000	CAD 60,500	N/A	CAD 49,600
With CHRP	CAD 54,500	CAD 40,500	CAD 54,500	CAD 70,800	CAD 88,000	CAD 63,700
Pay Differential for All HR Titles: 28%						
Winnipeg, Manitoba						
No CHRP	N/A	CAD 43,700	CAD 53,000	CAD 59,200	CAD 77,700	CAD 49,900
With CHRP	N/A	CAD 43,000	CAD 55,200	CAD 71,300	CAD 94,100	CAD 62,100
Pay Differential for All HR Titles: 24%						



Pay Comparison by Industry

PayScale also looked at pay across different HR positions, and for HR professionals as a whole, in different industries and found that, once again, those workers with a CHRP earned more than those without. The median annual pay numbers here include practitioners at all levels of experience, working in companies of all sizes.

Pay Comparison by Industry: With CHRP vs. Without CHRP

Industry Median Annual Pay for All HR Job Titles / % Pay Increase for CHRP Holders

INDUSTRY	NO CHRP	WITH CHRP	% DIFFERENCE
Accommodation and Food Services	\$45,700	\$53,300	17%
Arts, Entertainment, and Recreation	\$50,200	\$66,800	33%
Construction	\$49,800	\$70,800	42%
Finance and Insurance	\$50,000	\$77,300	55%
Health Care and Social Assistance	\$47,100	\$59,800	27%
Information	\$53,100	\$64,300	21%
Manufacturing	\$51,000	\$63,100	24%
Mining, Quarrying, and Oil and Gas Extraction	\$54,300	\$83,600	54%
Professional, Scientific and Technical Services	\$50,100	\$68,000	36%
Real Estate and Rental and Leasing	\$52,300	\$58,000	11%
Retail Trade	\$51,400	\$64,300	25%
Transportation and Warehousing	\$51,200	\$60,900	19%
Utilities	\$56,000	\$86,000	54%
Wholesale Trade	\$50,700	\$64,100	26%

*Dollar figures in CAD

Pay in utilities, finance and insurance, and the mining, quarrying and oil and gas extraction industries was more than 50% higher with a CHRP.



Conclusion

When reviewed by several major markers of workplace success, such as pay, career progression, and job opportunities, earning a CHRP has been shown to have a positive impact on Human Resources professionals' careers.

Methodology

Using its database of over 40 million profiles and 250 compensable factors, PayScale analyzed various aspects of Human Resources (HR) positions, comparing results for professionals with and without a Certified Human Resources Professional (CHRP) certification.

Limiting its research to data from 2012 and 2013, PayScale determined how HR positions for those holding a CHRP designation differ from those without the CHRP, in terms of pay levels nationally, across 12 industries and 11 Canadian metropolitan areas. Additionally, PayScale provided further analysis comparing company sizes and career progression.

Definitions

Total Cash Compensation (TCC): TCC combines base annual salary or hourly wage, bonuses, profit sharing, tips, commissions, and other forms of cash earnings, as applicable. It does not include equity (stock) compensation, cash value of retirement benefits, or value of other non-cash benefits (e.g., healthcare).

Median Annual Pay with CHRP: This is the median, annual total cash compensation (TCC) for a person with the specified HR job title, holding the Certified Human Resources Professional certification.

Median Annual Pay without CHRP: This is the median, annual total cash compensation for a person with the specified HR job title, not holding the Certified Human Resources Professional certification.

% Pay Increase for CHRP Holders: This is the percentage increase in median, annual pay for those with a CHRP over those without.

Median Pay Calculations: There were no restrictions on company size, experience level, or other job qualifications when calculating the median pay figures. All pay figures are in 2013 Canadian dollars.



Job Title 5 Years Ago: In PayScale's survey, users are asked what their job title was five years ago. This data was used to calculate the ratio of HR professionals whose job title five years ago was a lower level title than their current title for those with and without the CHRP.

All HR Job Titles: This group of jobs includes Human Resources (HR) assistant, Human Resources (HR) administrator, Human Resources (HR) generalist, Human Resources (HR) manager, Human Resources (HR) director, and Vice President (VP), Human Resources (HR).

About PayScale

Creator of the largest database of individual compensation profiles in the world containing 40 million salary profiles, PayScale, Inc. provides an immediate and precise snapshot of current market salaries to employees and employers through its online tools and software. PayScale's products are powered by innovative search and query algorithms that dynamically acquire, analyze and aggregate compensation information for millions of individuals in real time. Publisher of the quarterly [PayScale Index™](#), PayScale's subscription software products for employers include [PayScale MarketRate™](#), [PayScale Insight™](#), and [PayScale Insight Expert™](#). Among PayScale's 2,500 North American corporate customers are organizations small and large including Canadian customers Kobo, COBS Bread and Golder Associates.

Learn more about PayScale's data methodology here:

<http://www.payscale.com/hr/product-how-it-works>

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