



UPA 2007 Salary Survey

Free Version

February 15, 2008

promoting usability concepts and techniques worldwide



140 North Bloomingdale Road
Bloomingdale, IL 60108-1017

Phone: +1.630.980.4997
Fax: +1.630.351.8490

www.usabilityprofessionals.org
office@usabilityprofessionals.org

Table of Contents

About This Report	3
Executive Summary	3
Salary Levels from 2005 to 2007	3
The Respondents	4
Country	4
US Region	5
Age	6
Highest Degree Held	7
Experience	8
Current Organization	9
Current Position	9
Job Title	10
Employment Level	11
Techniques	12
Technique Usage Change Over Time	14
Salary Comparisons	15
Overall	15
Salary Change Over Time – Overall and By Gender	15
By Years in Field	16
By Country	17
Salary Change Over Time – By Country	18
By Region Within the US	18
Salary Change Over Time – By Region Within the US	18
Management and Individual Contributors	18
Salary Change Over Time – Management and Individual Contributors	18
By Education Level	18
Salary Change Over Time – Education Level	18
About The Usability Professionals' Association	19
Acknowledgments	20

ABOUT THIS REPORT

This is the free version of the UPA 2007 Salary Survey report. The full version of the report, available to UPA members, includes a number of additional comparisons and analyses. If you would like to receive the full version of this report, you can join the Usability Professionals' Association by browsing to www.usabilityprofessionals.org/join, or calling UPA at +1.630.980.4997.

EXECUTIVE SUMMARY

During the fall of 2007 the Usability Professionals' Association surveyed members of the user experience field to learn who our respondents are, where they work, what they do, and how much they are paid.

We received a total of 1,523 responses. Of these, 877 were UPA members. The 877 UPA members included 336 people who were affiliated with a local UPA chapter in their area, and 541 who were not. Of the 646 respondents who were not UPA members, 110 were actually affiliated with a local UPA chapter.

The respondents were nearly equally split between females (730) and males (777). Sixteen respondents did not report their gender.

Salaries for all respondents outside the US were converted to US dollars. Respondents entered salary information in their local currency, and all non-US salaries were converted to US currency at the exchange rates prevailing on January 20, 2008.

Salary Levels from 2005 to 2007

Overall, salaries increased by about \$5,000 USD in the two years since UPA last surveyed the UX field in 2005. Increases were seen across nearly all comparison groups, job descriptions, and employment levels.

THE RESPONDENTS

Country

We received responses from people in 34 countries. The majority of respondents were from the United States (999), Spain (86), Canada (75), the United Kingdom (74), India (66), and Australia (51).

A number of responses were also received from Brazil (22), New Zealand (21), Germany (16), Israel (15), and Switzerland (10).

Count By Country	
Country	Count
Argentina	5
Australia	51
Belgium	1
Brazil	22
Canada	75
Chile	3
China (except Hong Kong)	4
Denmark	3
Finland	4
France	4
Germany	16
Hong Kong	7
India	66
Ireland (Rep.)	2
Israel	15
Italy	2
Japan	1
Luxembourg	1
Mexico	2
Netherlands	5
New Zealand	21
Nigeria	1
Norway	2
Other (please specify)	12
Poland	1
Portugal	2
Singapore	5
South Korea	1
Spain	86
Switzerland	10
Taiwan	3
UAE	1
UK	74
USA	999
Venezuela	1

US Region

The respondents from the US were mostly from the Northeast (323) and the Midwest (252). Approximately 18% of the US respondents (163 total) were from the western part of the country; the rest were from the Southeast (90 respondents) and the Southwest (65 respondents).

The states included in each region are indicated in the table below.

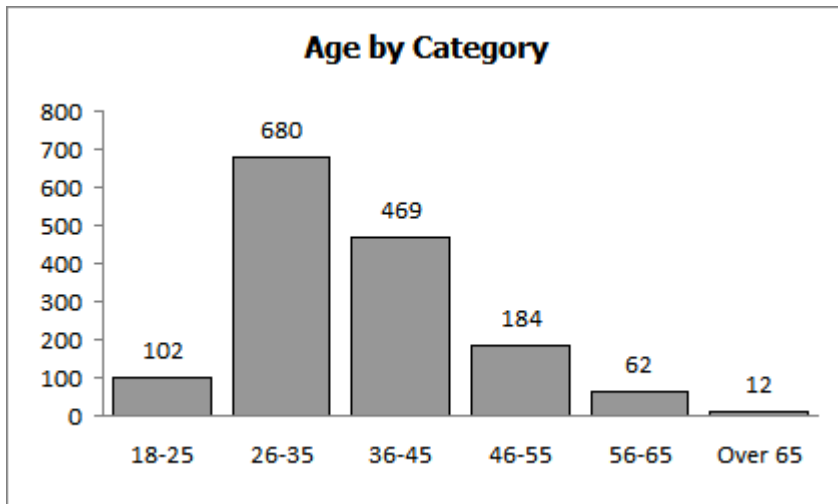
Country and Percent By US Region		
US Region	Count	Percent
Midwest	219	22%
Northeast	267	27%
Southeast	188	19%
Southwest	115	11%
West	215	21%

Northeast	Southeast	Midwest	Southwest	West
Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Jersey, New Hampshire, New York, Pennsylvania, Rhode Island, Vermont	Alabama, Arkansas, the Carolinas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Oklahoma, Tennessee, Virginia, West Virginia	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, Nebraska, North Dakota, South Dakota, Wisconsin	Arizona, southern California, southern Nevada, New Mexico, Texas, southern Utah	Alaska, Arizona, northern California, Colorado, Hawaii, Idaho, Montana, northern Nevada, Oregon, northern Utah, Washington, Wyoming

Age

Our profession has a preponderance of people under the age of 45. More than half of the respondents were under the age of 35 at the time of the survey (October 2007). Almost half (45%) of respondents reported their age as between 26 and 35; 31% were between 36 and 45.

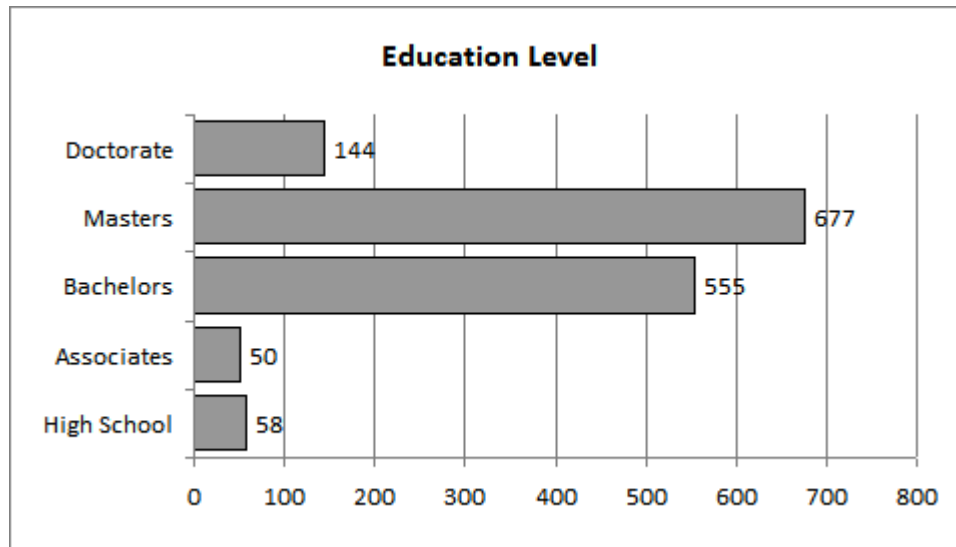
About 12% reported their age as between 46 and 55. About 7% were between 18 and 25, and 4% were between 56 and 65.



Age by Category		
Age	Count	Percent
18-25	102	7%
26-35	680	45%
36-45	469	31%
46-55	184	12%
56-65	62	4%
Over 65	12	1%

Highest Degree Held

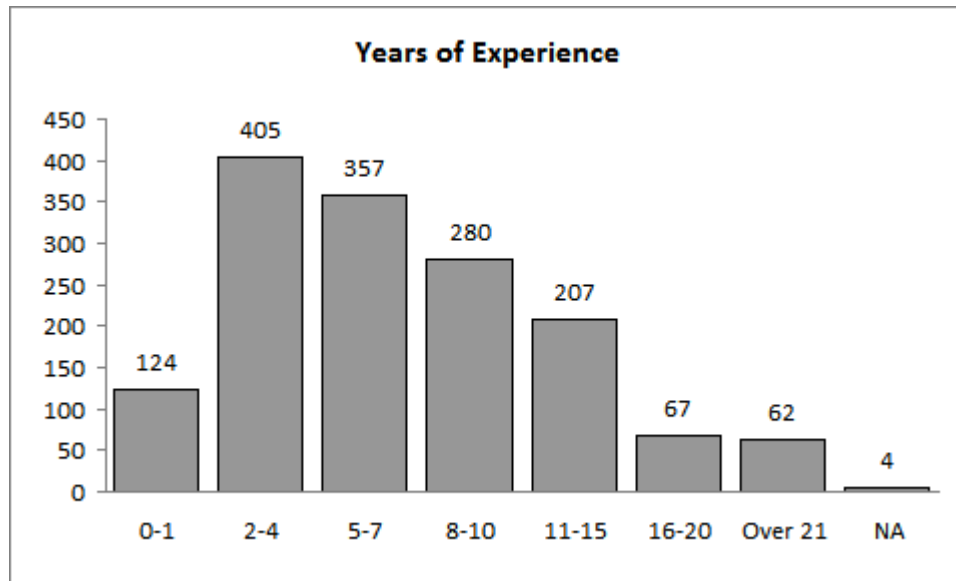
The respondents are a highly educated group. Approximately 10% of the respondents hold a PhD; more than half (55%) hold a Master's or greater; and 92% of the respondents reported having a Bachelor's degree or higher.



Education Level		
Highest Education Obtained	Count	Percent
Ph.D. (Doctorate)	144	10%
Master's Degree	677	45%
College or University (Bachelor's degree)	555	37%
Technical or Associates Degree	50	3%
High School ('A' level, GCSE, Bacculaureate)	58	4%
Not applicable	7	<1%
Blank	31	2%

Experience

Almost 60% of respondents reported between 0 and 7 years experience in the UX field. About one-third (32%) reported 8 to 15 years in the field, and 9% reported working in the field for 16 or more years.



Years of Experience		
Experience	Count	Percent
0-1 years	124	8%
2-4 years	405	27%
5-7 years	357	23%
8-10 years	280	18%
11-15 years	207	14%
16-20 years	67	4%
Over 21 years	62	4%
Not applicable	4	<1%

Current Organization

The largest group of respondents (28%, or 413 respondents) reported working for a software corporation or other type of corporations (33%, or 483 respondents). A large group of respondents (18% or 266 total) worked for a usability consulting firm.

One hundred and twenty respondents, or 8% of the total, worked at a full-service advertising or design firm. The rest of the full-time employees worked for non-profit, government/military, or educational institutions.

Organization Type		
Organization	Count	Percent
Full service ad agency or design agency	120	8%
Government or military	51	3%
Non-profit organization	26	2%
Software company	413	28%
University or college	37	3%
User experience consulting firm (1-4 employees)	84	6%
User experience consulting firm (5-10 employees)	35	2%
User experience consulting firm (10+ employees)	147	10%
Other corporation	483	33%
Other	76	5%

Current Position

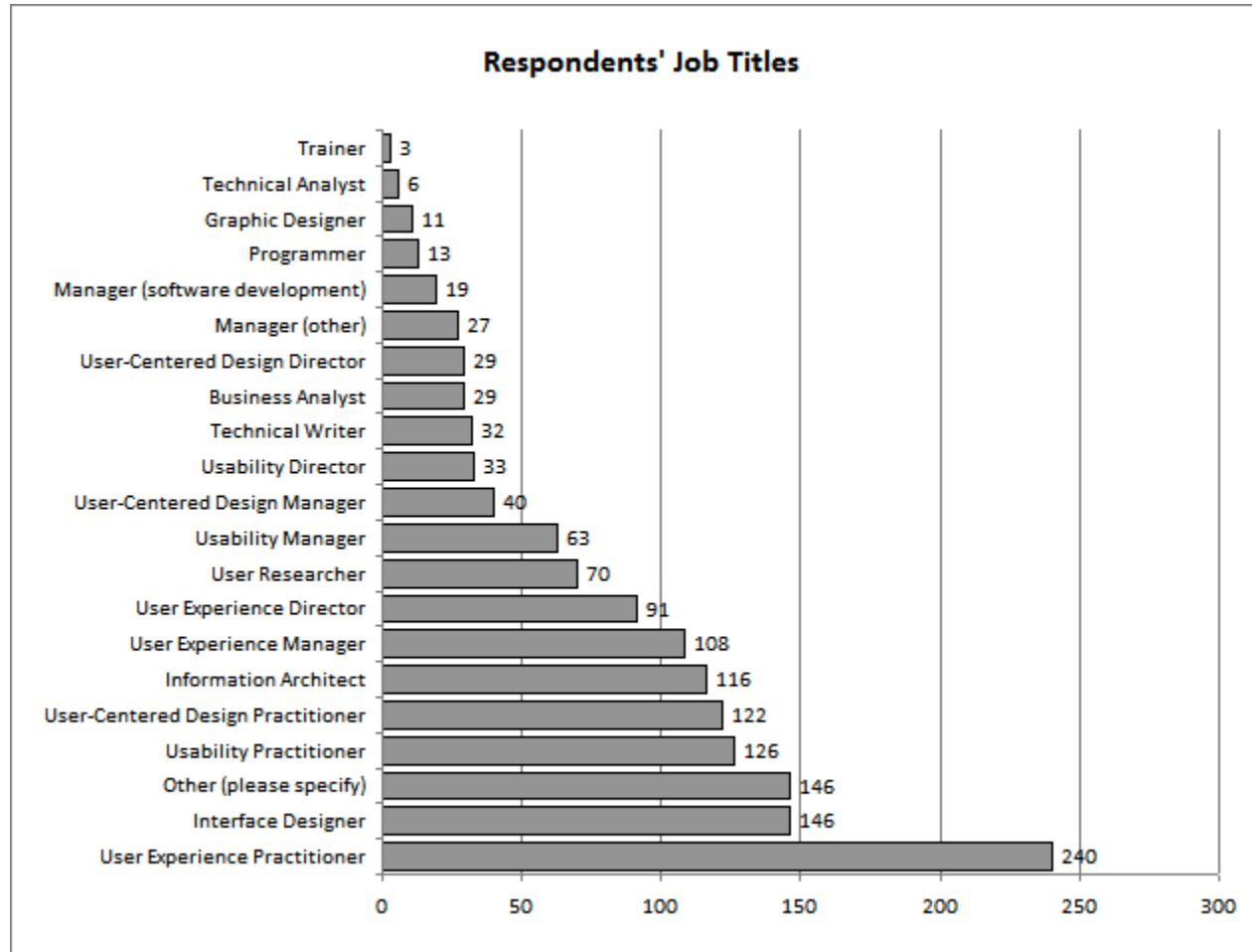
Most of the respondents (1349) indicated that they currently hold full-time permanent jobs. Only 104 respondents reported working as contractors or independent consultants. The rest were either employed part-time, unemployed, or currently students.

Current Position	
Position	Count
Contractor / Freelance / Solo consultant	104
Full-time employee (30 or more hours per week)	1349
Part-time employee (less than 30 hours per week)	18
Student	6
Unemployed	4
Other	3

Job Title

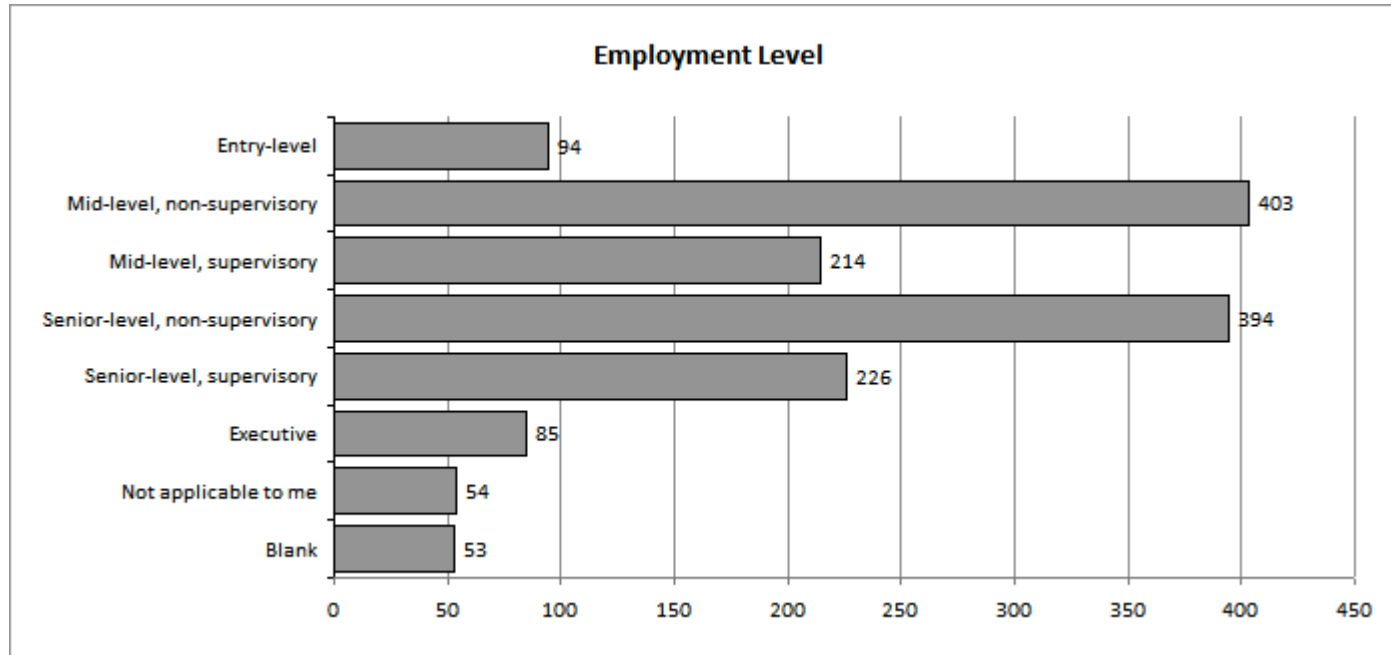
The respondents reported a variety of job titles. The most prevalent titles were User Experience Practitioner (240), Interface Designer (146), Usability Practitioner (126), UCD Practitioner (122), Information Architect (116), and Usability Manager (108).

A number of programmers, technical writers, and people from other related disciplines responded to this survey as well.



Employment Level

Over half (52%) of respondents are currently in a mid- or senior-level contributor position. More than one-third of the respondents (35%) indicated that they were in a supervisory or executive position. A small number of respondents indicated that they are currently in an entry-level position.

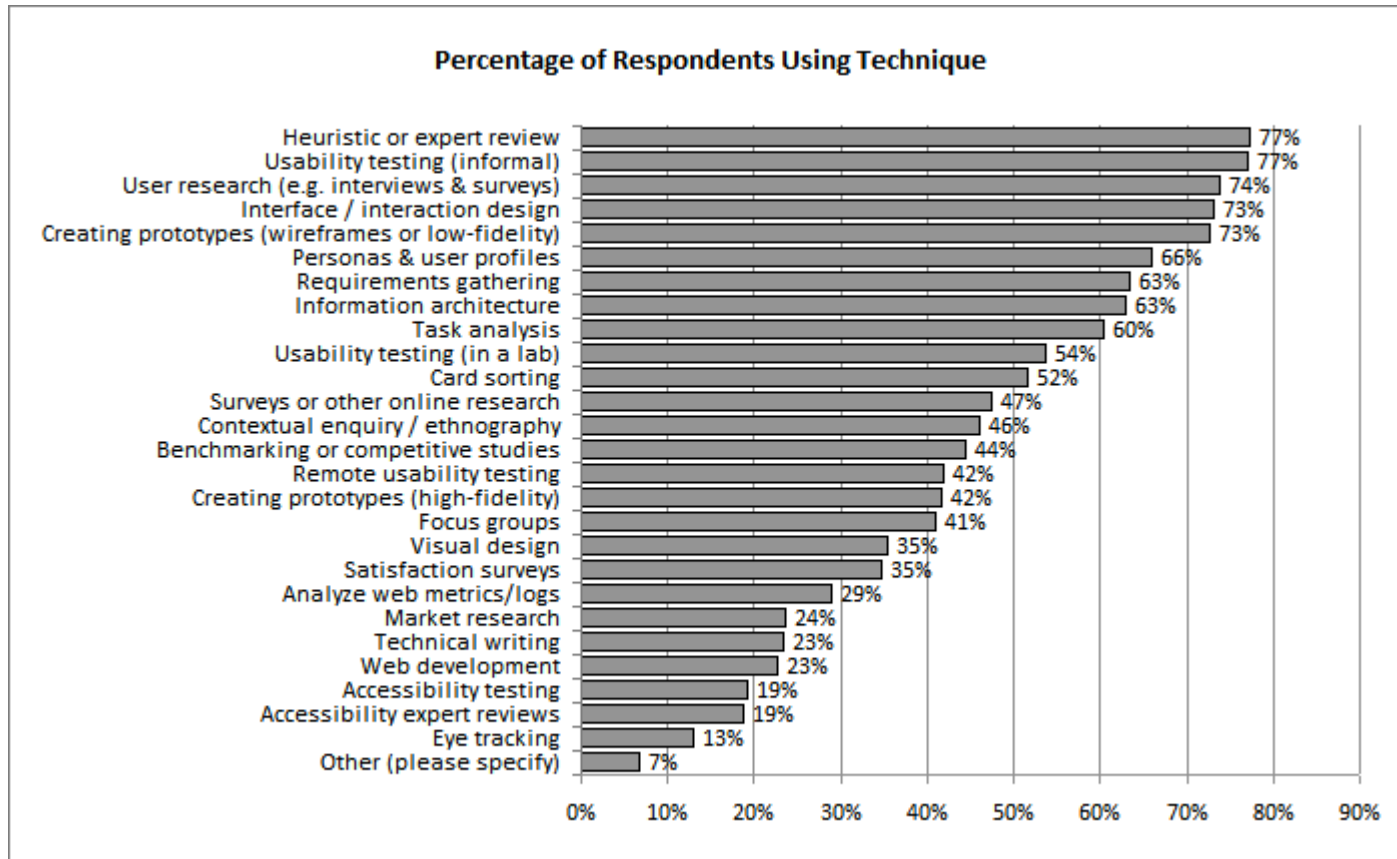


Employment Level		
Level	Count	Percent
Entry-level	94	6%
Mid-level, non-supervisory	403	26%
Mid-level, supervisory	214	14%
Senior-level, non-supervisory	394	26%
Senior-level, supervisory	226	15%
Executive	85	6%
Not applicable to me	54	4%
Blank	53	3%

Techniques

Respondents also indicated which techniques they used in the course of their job tasks. The techniques used most often included informal usability testing (used by about 77% of respondents), heuristic / expert review (also 77%), user research such as interviews and surveys (74%), and interface / interaction design (73%).

Also widely used were persona and user profile creation (66%), requirements gathering (63%), information architecture techniques (63%) and task analysis (60%). The least prevalent techniques were eye tracking, accessibility review and testing, and web development.



UX Techniques Used		
Technique	Count	Percent
Heuristic or expert review	1178	77%
Usability testing (informal)	1173	77%
User research (e.g. interviews & surveys)	1124	74%
Interface / interaction design	1114	73%
Creating prototypes (wireframes or low-fidelity)	1105	73%
Personas & user profiles	1005	66%
Requirements gathering	967	63%
Information architecture	959	63%
Task analysis	919	60%
Usability testing (in a lab)	817	54%
Card sorting	787	52%
Surveys or other online research	721	47%
Contextual enquiry / ethnography	700	46%
Benchmarking or competitive studies	677	44%
Remote usability testing	638	42%
Creating prototypes (high-fidelity)	635	42%
Focus groups	622	41%
Visual design	540	35%
Satisfaction surveys	528	35%
Analyze web metrics/logs	440	29%
Market research	359	24%
Technical writing	357	23%
Web development	344	23%
Accessibility testing	291	19%
Accessibility expert reviews	285	19%
Eye tracking	199	13%
Other (please specify)	101	7%

Technique Usage Change Over Time

[This comparison is available in the full version of the UPA 2007 Salary Survey report.]

SALARY COMPARISONS

Overall

The average salary for all respondents was \$83,297. (The median salary was \$80,643.) Males earned about \$5,000 more per year on average than did women, with males earning \$85,760 and females earning \$80,680. (The median salaries were \$85,000 for males and \$79,000 for females.)

Average and Median Salary - Respondents by Gender			
	All	Female	Male
Average	\$83,297	\$80,680	\$85,760
Median	\$80,643	\$79,000	\$85,000
n	1312	636	676

Salary Change Over Time – Overall and By Gender

Average and median salaries rose overall since the last UPA salary survey in late 2005. The average salary in 2005 was \$78,466 (median = \$75,000); in 2007 the average salary was \$83,297 (median = \$80,643), representing an increase of \$4,831. (The median salary overall increased \$5,643.)

The data also suggest that the “gender gap” - the difference in average and median salaries between men and women – has narrowed. The average salary for men increased \$2,878 from late 2005 to late 2007; women’s average salary rose more than twice this amount, or \$6,384. (Median salary for men increased \$5,000; for women, \$7,000.)

Change in Average and Median Salary 2005 - 2007									
	All			Female			Male		
	2005	2007	Change	2005	2007	Change	2005	2007	Change
Avg	\$78,445	\$83,297	+ \$4,852	\$74,316	\$80,680	+ \$6,364	\$82,882	\$85,760	+ \$2,878
Median	\$75,000	\$80,643	+ \$5,643	72,000	\$79,000	+ \$7,000	\$80,000	\$85,000	+ \$5,000
n	1329	1312	na	659	636	na	647	676	na

By Years in Field

As found in the previous survey, the salary data showed a linear pattern when analyzed by length of time working in the user experience field. The average salary for respondents who were just starting their career in the field was \$45,901 (median=\$51,650). Respondents with 2-4 years of experience averaged \$61,612 (median=\$65,000). People with 5-7 years of experience reported an average salary of \$82,822 (median=\$82,500).

Those with 8-10 years in the field averaged \$97,271 (median=\$95,177). People with 11-15 years in the field averaged \$106,246 (median=\$102,690). Respondents with 16-20 years averaged \$115,118 (median=\$111,500); and respondents with 21 or more years in the field averaged \$140,723 (median=\$130,000).

Average and Median Salary By Years Working in Field								
	0-1 years	2-4 years	5-7 years	8-10 years	11-15 years	16-20 years	21+ years	n/a
Avg	\$45,901	\$61,612	\$82,822	\$97,271	\$106,246	\$115,118	\$140,723	\$58,680
Median	\$51,650	\$65,000	\$82,500	\$95,177	\$102,690	\$111,500	\$130,000	\$58,680
n	106	361	317	250	171	58	49	11

By Country

We were able to compare salaries across several countries. While averages for countries represented by more than 30 or 40 respondents were relatively stable, we do not have great confidence in the averages and medians for those countries with less than 30 respondents.

Despite this caveat, we did find fairly large salary differences for UX professionals in different countries. According to our data, US-based user experience professionals earned the highest average salary in 2007 (\$94,341), followed by UX professionals in the UK (\$87,379), Australia (\$85,007), and Canada (\$75,118). (Note that Germany-based professionals actually averaged \$95,237, but the total sample size was only 14.)

Salary By Country, In USD (n>10)										
	Australia	Brazil	Canada	Germany	India	Israel	New Zealand	Spain	UK	US
Avg	\$85,007	\$23,665	\$75,118	\$95,237	\$18,031	\$25,957	\$63,291	\$47,322	\$87,379	\$94,341
Median	\$75,055	\$21,166	\$73,275	\$99,022	\$13,462	\$22,525	\$70,680	\$41,076	\$78,307	\$90,000
n	39	16	70	14	59	13	18	64	56	907

For reference, below we provide a table of salaries in their original currencies.

Salary By Country, Original Currencies (n>10)										
	Australia Dollars	Brazil Reais	Canada Dollars	Germany Euros	India Rupees	Israel New Shekels	New Zealand Dollars	Spain Euros	UK Pound	US Dollars
Avg	94,095	33,350	76,279	64,919	698,730	110,671	126,050	34,092	44,874	94,341
Median	85,000	35,000	75,000	67,500	525,000	111,500	93,000	28,000	42,000	90,000
n	39	16	70	14	59	13	18	64	56	907

Salary Change Over Time – By Country

We were able to perform a comparison between the prior survey and this survey for three countries with sufficient sample sizes. Across the two year period from 2005 to 2007, we found that the average salary for US-based UX professionals increased by \$7,652. The data also indicate that average salaries also increased by about \$15,000 in the UK and Canada.

Salary By Country 2005 - 2007 (n>50)									
	Canada			UK			USA		
	2005	2007	Change	2005	2007	Change	2005	2007	Change
Avg	\$59,729	\$75,118	+ \$15,389	\$72,435	\$87,379.23	+ \$14,944	\$86,689	\$94,341	+ \$7,652
Median	\$59,241	\$73,275	+ \$14,034	\$67,574	\$78,307.50	+ \$10,734	\$80,000	\$90,000	+ \$10,000
n	76	70	na	91	56	na	763	907	na

By Region Within the US

[This comparison is available in the full version of the UPA 2007 Salary Survey report.]

Salary Change Over Time – By Region Within the US

[This comparison is available in the full version of the UPA 2007 Salary Survey report.]

Management and Individual Contributors

[This comparison is available in the full version of the UPA 2007 Salary Survey report.]

Salary Change Over Time – Management and Individual Contributors

[This comparison is available in the full version of the UPA 2007 Salary Survey report.]

By Education Level

[This comparison is available in the full version of the UPA 2007 Salary Survey report.]

Salary Change Over Time – Education Level

[This comparison is available in the full version of the UPA 2007 Salary Survey report.]

ABOUT THE USABILITY PROFESSIONALS' ASSOCIATION

The Usability Professionals' Association supports usability specialists, people from all aspects of human-centered design, and the broad family of disciplines that create the user experience in promoting the design and development of usable products.

Our goals are to:

- Provide an international network through which usability professionals can share information about the techniques and methodologies in the profession.
- Create an inclusive community for those interested in usability, whether it is their primary focus or a related discipline.
- Change new product development processes to include a concern for the people who use them by presenting the business case for usability in product development to colleagues, customers, the public and governmental agencies.
- Increase the body of knowledge about usability and user-centered design through professional education, meetings and conventions and other professional interchanges.

Contact UPA

Usability Professionals' Association

140 N. Bloomingdale Road

Bloomington, IL 60108-1017

Tel: +1.630.980.4997

Fax: +1.630.351.8490

Email: office@usabilityprofessionals.org

Web: www.usabilityprofessionals.org

ACKNOWLEDGMENTS

This report was written by Paul Sherman. The Usability Professionals' Association would like to thank UPA members Ken Becker and Karl Steiner for volunteering their time and expertise in formatting and analyzing the survey data and producing the tables and charts.