



The Information Architecture Institute

2011

Salary Survey

Annual IA Salary and Benefits Survey

About the IA Salary and Benefits Survey

The Information Architecture Institute conducts an annual salary survey to capture information on compensation, daily work habits and demographics of information architecture practitioners. Summary data, as well as open-ended responses are presented, helping formulate questions for next year's survey. The most recent Salary Survey as well as past years surveys can be found online at <http://iainstitute.org>. Please send any feedback or requests to info@iainstitute.org.

The 2011 IA Institute Salary Survey was conducted from July to December 2011. Members of the IA Institute, IxDA and sigia-l were invited to participate. A link to the survey was also promoted via the IA Institute homepage, newsletter and Twitter account. A total of 263 responses were collected. Respondents who did not enter a salary range were filtered out for salary calculation purposes, as was one obvious protest entry (presumably a disgruntled building architect, objecting to our use of the term “architecture”). You may download the expanded results from <http://iainstitute.org>. We remain a relatively small community, so we removed city data from the results due to concerns about the privacy of individuals in places where a small, easily identifiable population of respondents live. A list of cities is available in the comments section and a narrower analysis by location is available by request.

Since respondents gave us a salary range instead of an exact salary figure, it is impossible to estimate a true average or median salary. In our analysis, we have estimated the median for various data points by taking the midpoint of the salary range a person selected and then averaging that figure for various data points, eliminating the "Over \$200,000" and "Under \$20,000" groups, which do not have a midpoint. We also present median salary estimates, based on midpoints, for comparison purposes, but it is better to read the survey results in terms of a percentage that falls within a range rather than thinking in terms of a specific salary.

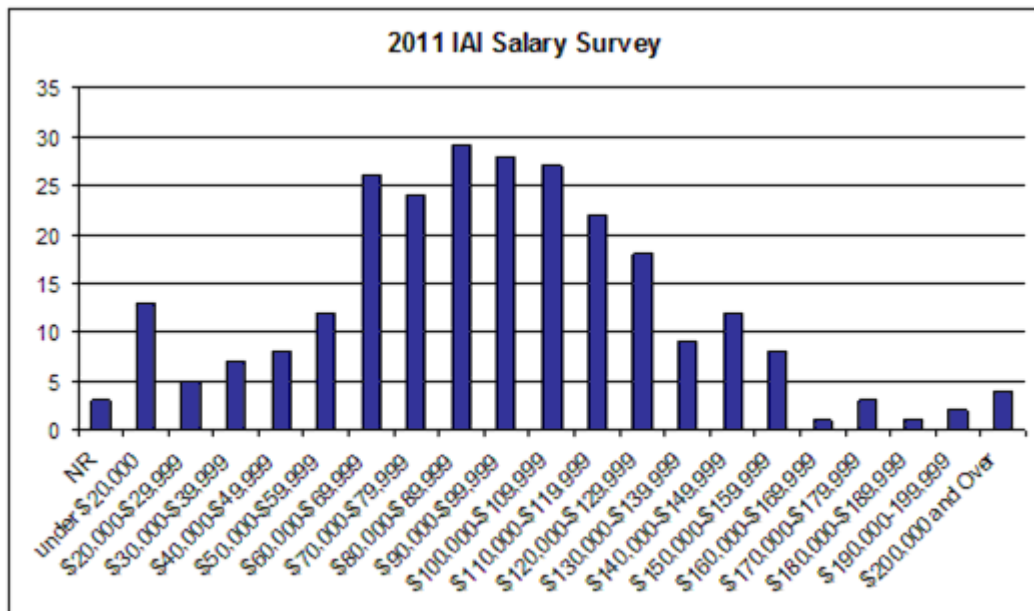
About the Information Architecture Institute

The Information Architecture Institute (IA Institute – formerly The Asilomar Institute for Information Architecture “AIIA”) is 501(c)6 professional organization that supports the practice of Information Architecture. Through education, advocacy, services, and social networking, the Institute supports a community of practitioners, leading the way in demonstrating the value of information architecture to the world at large, and providing a framework for members to improve their skills and enhance their professional standing.

2011 Highlights

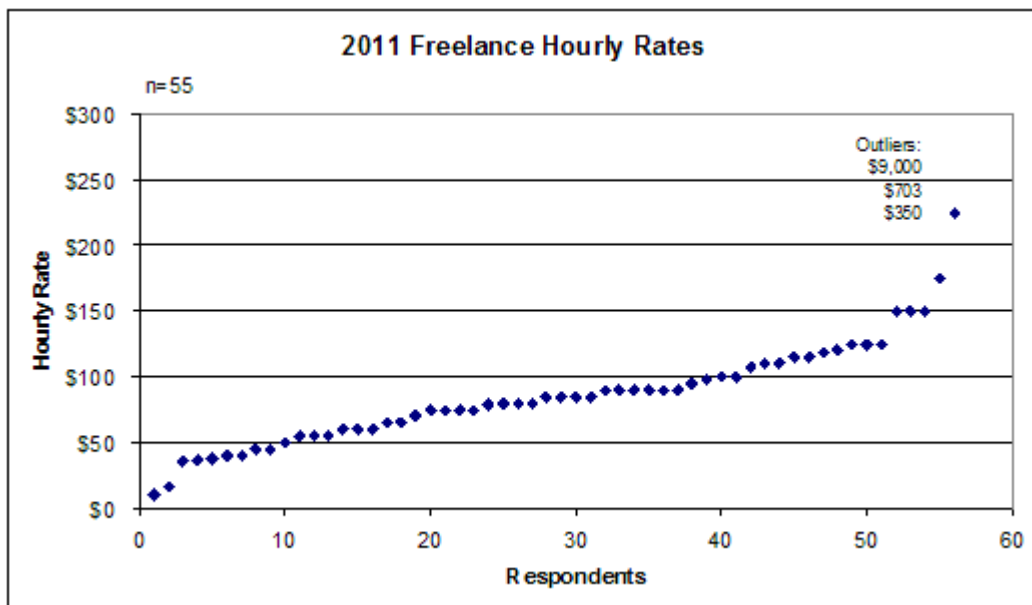
Median Information Architecture Salary:

- The top five ranges clustered between USD\$60,000 and USD\$104,999, representing 51.1% of the total.
- Using midpoints, the average salary was estimated to be USD\$93,204. (Using midpoints is inexact, particularly since the top and bottom ranges do not have identifiable midpoints.) When excluding the top and bottom ranges, the average salary is USD\$95,371, or 2.3% higher, than when these ranges are included.
- Median salary was USD\$94,999 both when including and excluding top and bottom ranges.
- Salary rates appear to be just under \$2,000 per year lower than last year's report.



Freelance Rates:

- Responses for freelance hourly rate ranged from USD\$10.00 to USD\$9,000 per hour. Two outliers were removed from this chart, USD\$9,000 and USD\$703, and USD\$350, leaving the maximum rate at USD\$225/hour. The average freelance rate (excluding outliers) was USD\$90.58, the median was USD\$85.00 and the modal rate was USD\$90.00, with six people indicating that rate.
- Note on Outliers: We eliminated the numbers above USD\$225. Statistical outlier tests are somewhat more aggressive, as follows:
 - Grubbs Test: Eliminates all numbers from 225 and up in this list. (<http://www.graphpad.com/quickcalcs/Grubbs1.cfm>)
 - Interquartile Test: Eliminates values that are more than 1.5 times the interquartile range (82.5) above the median (85)
- One response that was non-numerical was eliminated from the study.



Respondent Quotes on Freelance Rates:

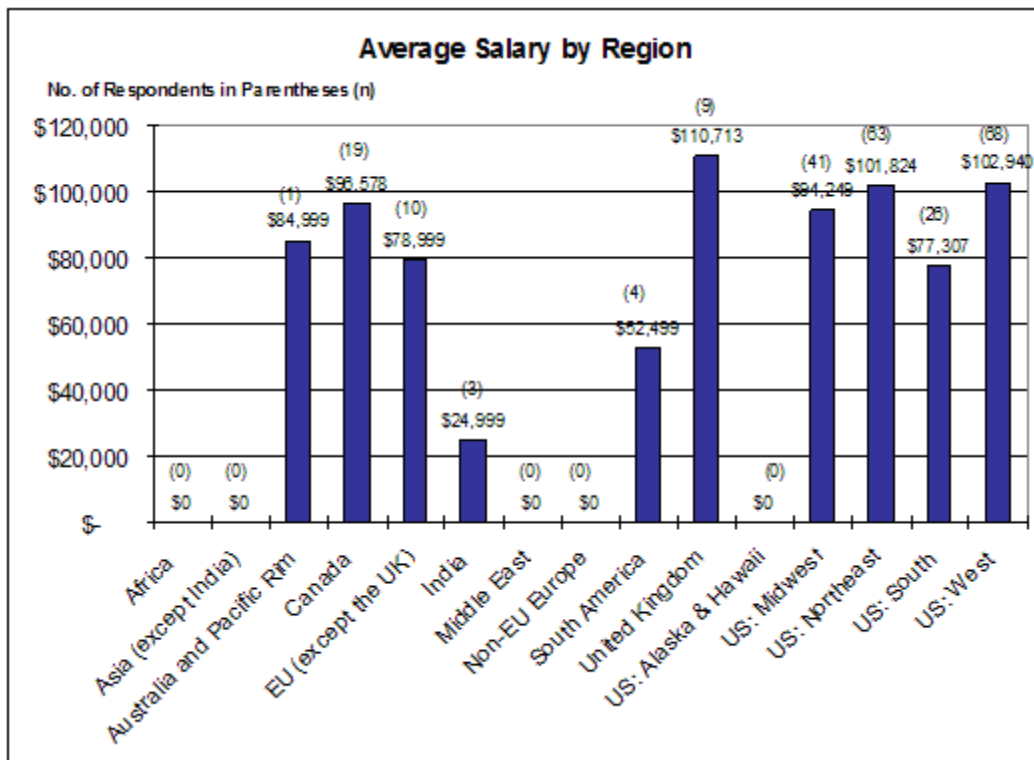
“Many UX jobs are contract. For [the] past year, I’ve done contract UX work for very large companies. I’m paid hourly in those situations. I also come in through agencies ... in those situations.... Contract work has its pros and cons, but it’s been a good way to get into some large places.”

“Rates are plummeting - jobs are now the equivalent to 3 positions in terms of breadth and 1/2 the level of depth they were 3 yrs ago ... they really want interaction designers who do visual design and code and if there’s time, user research, but much time cranking out deliverables rather than high-level thinking - and taxonomy used to be with design and now it’s being absorbed by programmers OR ... content strategy -- again, at least 3 professions rolled into 1 - going to do a total career shift in the next 6 months because it’s gotten shallow, boring, and venal -- AND pay no longer rocks.”

“My hourly rates have been stagnant during the recession and I have had to agree to lower rates for different kinds of work in order to win/keep contracts. NE Ohio is pretty depressed, so this may be more of a regional factor, but I recently got a contract with a company based in California and they negotiated me down on hourly rate. Right now I’m working more and making less than I was in 2008.”

Salary by Region:

- The United Kingdom and US: Northeast tied for the top median salary by Region at USD\$104,999. At 63 responses for the Northeast versus 9 for the UK, the US: Northeast median is more reliable. The UK also had two modes at \$60,000-69,000 and \$150,000-159,000 with the higher earners reporting more years of experience in the field though not necessarily a higher position level (junior, senior, manager, owner, etc).
- The United Kingdom, US Northeast, US West, and Canada salaries remain the highest among all regions, followed by US Midwest and Australia and the Pacific Rim.
- No responses were received from the following regions: Africa, Asia (except India), Middle East, Non-EU Europe, US: Alaska & Hawaii.



Region	Number of Respondents	Inferred Average Salary (\$USD)	Median Salary (\$USD)
United Kingdom	9	110,713	104,999
US: Northeast	63	101,824	104,999
US: West	68	102,940	94,999
Canada	19	96,578	94,999
US: Midwest	41	94,249	84,999
Australia and Pacific Rim	1	84,999	84,999
US: South	26	77,307	74,999
EU (except the UK)	10	78,999	64,999
South America	4	52,499	49,999
India	2	24,999	24,999

Salary by Country:

- Once again our survey had an overwhelming response from the United States, with 81.8% of responses coming from the US. Canada, the EU (except the UK), the United Kingdom, South America and Australia and Pacific Rim entered much smaller responses. We will need to do better outreach in 2012 to represent non-US regions more thoroughly.

Region	Number of Respondents	Inferred Average Salary (\$USD)	Median Salary (\$USD)
Netherlands	1	144,999	144,999
United Kingdom	9	110,713	104,999
United States	217	100,292	94,999
Canada	19	96,578	94,999
Spain	4	87,499	84,999
Australia	1	84,999	84,999
Brazil	7	61,666	79,999
Germany	3	68,332	64,999
Denmark	1	64,999	64,999
No Response	5	54,999	34,999
India	3	24,999	24,999
Colombia	1	24,999	24,999

Salary by Metropolitan Area:

- Responses sorted by metro area were higher in US, Canadian and UK cities than in other cities. All but one of these areas had fewer than 20 responses. Also, given low response rates in some metro areas, the data potentially could be personally identifiable; therefore we hesitate to report results for metro areas with low response rates.
- Of the top 15 metro areas with 4 or more respondents, San Francisco had the highest earners, followed by Minneapolis/St. Paul, Seattle, Vancouver, Washington DC, Chicago, London, Boston, Los Angeles, Toronto, New York, Dallas/Ft. Worth, Philadelphia, Atlanta and Cleveland.

Metropolitan Area	Number of Respondents	Inferred Average Salary (\$USD)	Median Salary (\$USD)
San Francisco	18	\$115,555	\$114,999
Minneapolis/St.Paul Minnesota	5	\$112,999	\$114,999
Seattle	10	\$109,999	\$109,999
Vancouver	4	\$107,499	\$109,999
Washington, DC	18	\$108,888	\$104,999
Chicago	12	\$101,666	\$104,999
London	7	\$110,713	\$104,999
Boston, MA	6	\$111,666	\$104,999
Los Angeles	31	\$100,483	\$94,999
Toronto, ON	13	\$94,230	\$94,999
New York City	18	\$96,110	\$89,999
Dallas/Fort Worth	4	\$89,999	\$89,999
Philadelphia	11	\$98,635	\$84,999
Atlanta	8	\$86,249	\$84,999
Cleveland	5	\$78,999	\$74,999

Note on Cost of Living:

Please note that a careful cost of living analysis should be considered when comparing one region or metro area to another, since living costs can be much higher in some areas than in others. Also when comparing one region to another, consider differences in benefits that are offered through the employer versus those that must be paid for by the individual or that are subsidized by government programs. In the United States, for example, while medical insurance is considered a benefit, the difference in actual cost of medical care can be significant compared to other countries.

Salary Increases:

- 38.9% of respondents noted 1-5% annual increase in salary.
- 14% indicated a 14.0% annual increase.
- 3.5% noted a decrease in income.
- 29.6% entered “not applicable” which could indicate no change.

Respondent Quotes:

“Since UX is such an in-demand field, my company actually gives yearly ‘normalization’ raises in addition to merit raises. E.g., this year all UXDs salaries were raised by 4% to keep our salaries competitive. We got merit bonuses on top of that. (Mine was 4.5%.) Our HR manager uses data from this survey to help her determine the normalization increase.”

“After the 2008 economic downturn, my salary dropped ... and I still have not returned to pre-downturn levels.”

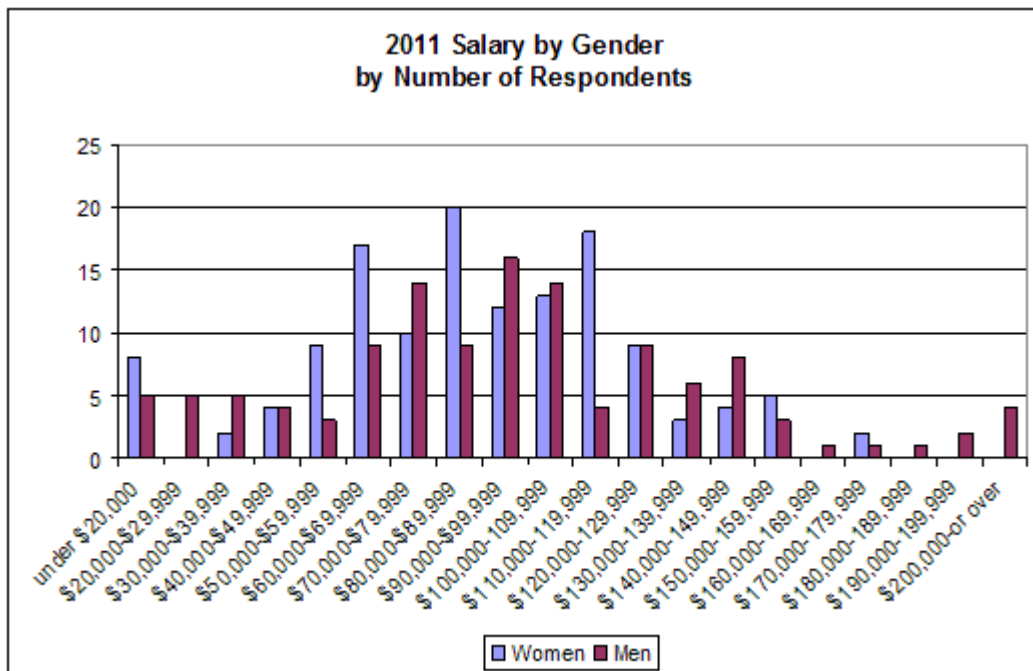
Salary by Age:

- The field is predominantly 31-45 years old, but 51-55 year olds have the highest median Salary at USD\$124,999.
- There is little variation between the 36-40, 41-45 and 46-50 year old groups. Each earns a median salary of USD\$104,999, which is 23.5% greater than the 31-35 year old group.
- After age 55, salaries drop by 24%. We looked at responses for gender, education level, experience level and years in the industry to see if there might be a reason for the drop after age 56:
 - There was no significant difference based on education level. Almost the same percentage in the 56-60 year old group holds a Master Degree or higher as the 51-55 year old group.
 - Gender was also not indicative of a difference: 50% of the 51-55 year old group is female versus 57.1% of the 56-60 year old group, but this represents only one more female than male respondent in the older group, and is, therefore, not a reliable indicator.
 - There was a slightly higher percentage of part time workers in the 56-60 age group, 28.6% versus 18.8% in the 51-55 age group.
 - The biggest difference was industry experience with only 18.8% of the 51-55 age group having less than ten years experience and 71.4% of the 56-60 age group having less than ten years experience.
 - It seems that the main reason for the drop in salary after age 56 may be attributed to older people transitioning from a different field and/or working fewer hours.

Age	Number of Respondents	Percent of Responses	Inferred Average Salary (\$USD)	Median Salary (\$USD)
21-25	15	5.7%	\$72,999	\$74,999
26-30	36	13.8%	\$70,805	\$64,999
31-35	69	26.4%	\$89,696	\$84,999
36-40	51	19.5%	\$105,399	\$104,999
41-45	49	18.8%	\$102,233	\$104,999
46-50	16	6.1%	\$109,285	\$104,999
51-55	16	6.1%	\$115,666	\$124,999
56-60	7	2.7%	\$102,142	\$94,999
61-65	2	0.8%	\$89,999	\$89,999

Salary by Gender:

- This year the gender breakdown was 52.7% female and 47.3% male respondents, nearly the same as in 2010. Average salaries were higher for males at USD\$96,227 versus USD\$94,608 for females. Median salary, on the other hand was the same for males and females (USD\$94,999).
- Education level for males and females was similar. 59.4% of women and 47.6% of men reported a Masters Degree as their highest education level. This is slightly higher for women versus 2010, but lower for men versus 2010. 34.8% of women and 37.1% of men reported a Bachelors Degree as their highest education level, a bit down from 2010 and reflecting a larger number of respondents pursuing masters or higher learning. This year, more men reported having Doctorate Degrees than women, 4.0% versus 0.7%.
- Just under half of both genders reported their position at the Senior level, 46.4% of women and 45.2% of men. More men sit in Director or higher positions, 11.3% versus 5.8% of women. As in 2010, no women indicated they are at the Vice President or level; however one woman reported they are President/CEO level. Compare this with one male reporting in at the Vice President level and 3 males reporting at the President/CEO level.
- The percentage of women working as Freelancers is 7.2%, similar to males at 7.3%.



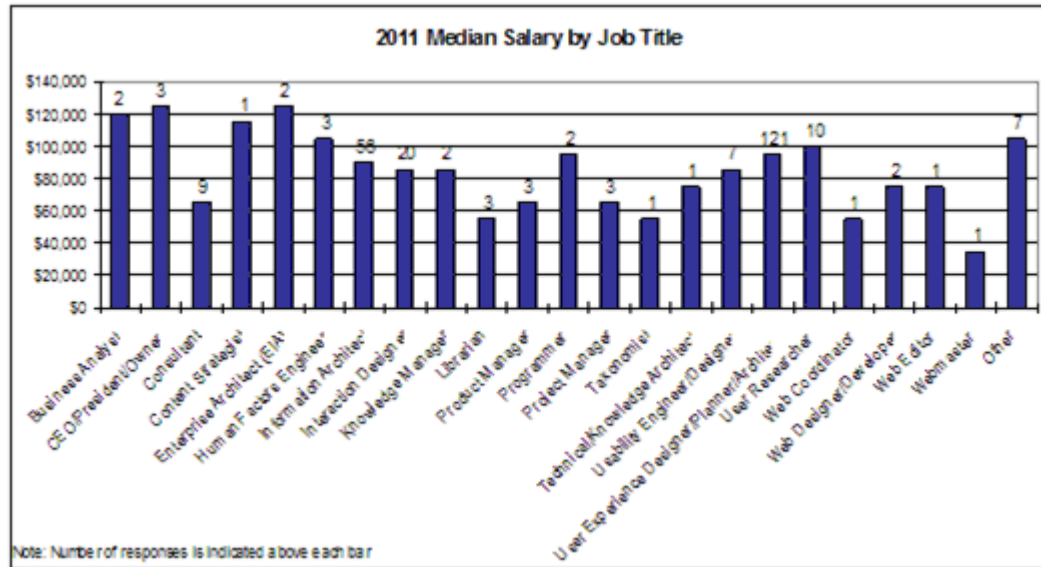
Salary by Education Level:

- The highest level of educational attainment for the majority of respondents is a Master's Degree (56.2%), followed by Bachelor's Degree (35.5%) and Junior College Degree (3.3%). 2.5% have a Doctorate Degree. 94.2% of respondents have at least a Bachelor's Degree.
- Respondents with a Master's Degree on average earn almost the same as those with Bachelor's Degrees, in fact, this year it was 0.3% less than those with Bachelor's Degrees. While the number of respondents holding Doctorate Degrees is very low, figures indicate that they earn 31.6% more than those with Master's or Bachelor's Degrees.
- One respondent indicated their highest educational attainment was High School and also indicated healthy in the USD\$90,000-99,999 range. This respondent is located in high-paying, Western US metro area, indicating, perhaps, that with diligence, a High School graduate can earn a salary comparable to that of their peers with degrees. (A second respondent indicated highest level of education at High School, but did not provide a salary estimate).
- A higher percentage of respondents have pursued post-baccalaureate degrees than in previous year's surveys, a continuation of a trend noted last year. Also, the relatively small difference between those with Bachelor's Degrees and Master's Degrees may also indicate that the higher degree may be more relevant than in the past for reasons other than pay.

Highest Degree Earned	Respondents	Inferred Average Salary (\$USD)	Median Salary (\$USD)
No degree	4	\$109,999	\$109,999
High school	1	\$94,999	\$94,999
Junior college	8	\$76,249	\$89,999
Bachelor's	86	\$95,348	\$94,999
Master's	136	\$95,073	\$94,999
Doctorate	6	\$116,666	\$124,999
No Response	1	\$104,999	\$104,999

Salary by Job Title:

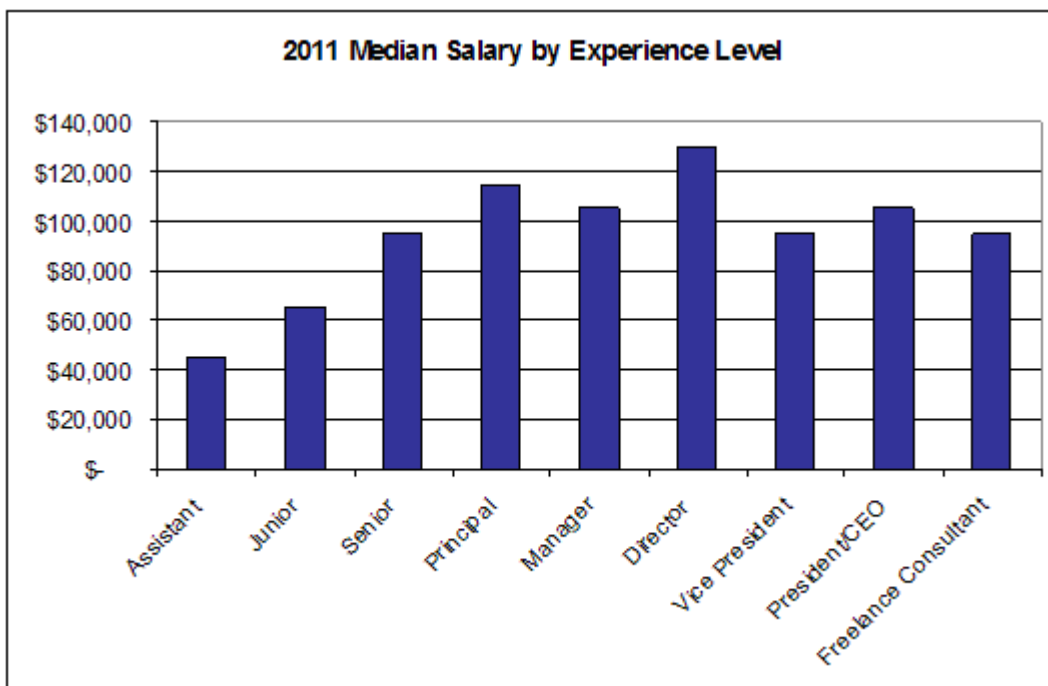
- The highest number of respondents by Job Title was User Experience Planner/Designer/Architect (121), followed by Information Architect (56) and Interaction Designer/Architect (20). We also received responses from 10 User Researchers, 9 Consultants and 7 Usability Engineer/Designers and 7 who indicated Other. The rest of the titles received fewer than five responses.



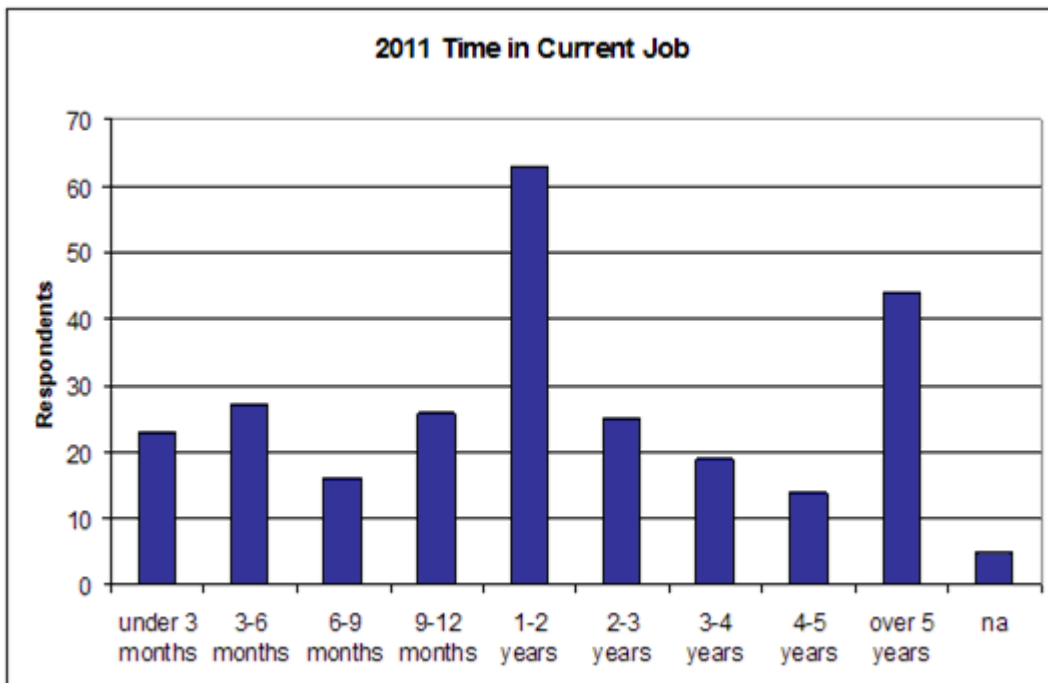
- As in the 2010 report, we split out the Experience Level (Junior, Lead, Director, etc.) from the Job Title responses (Information Architect, Interaction Designer, etc).
- Of six respondents entering “Other”, four entered a variation of “UX Director”, presumably because they identified the “Planner/ Designer/Architect” label with lower seniority levels. Because the Job Title question is not intended to represent seniority, we moved these entries to the “User Experience Planner/Designer/Architect” column to reflect a User Experience focus. The rest of the responses that indicated “Other” in the Job Title question were either new titles, such as “Manager of Instructional Media Services” and “Online Community and Social Media Manager” or titles that indicate a split between two or more disciplines, such as “Information Architect/Content Strategist”.

Salary by Experience Level:

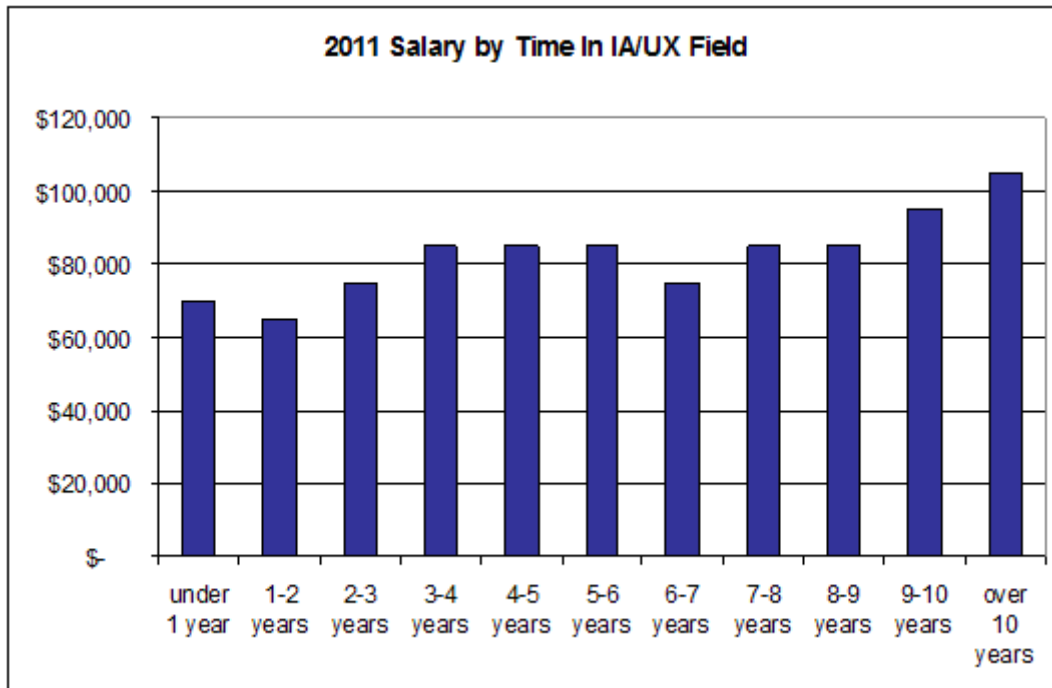
- Most respondents (45.8%) identified their position level as "Senior". The next highest in number were Managers at 15.6% of respondents followed by Juniors at 14.1% and Principals and Freelancers, both at 7.3%. Directors made up 6.5% of respondents and President/CEOs made up 1.5%.
- Directors earned more than President/CEOs. This could be a factor of Director level positions being more common at large firms. President/CEOs all work at firms with fewer than 50 people. The single President/CEO respondent who works at a firm with at least 26 people had earnings in line with Directors at larger firms. However, the sample size of President/CEOs, at only 4 people, is too small to make generalizations.
- Except for a slight dip at the Manager level, salary tends to increase with position level through the Director level.
- We noted that our definition of Principal may need some clarification. Most staff categories we have seen in the field track Principals as experienced producers, with Managers or "Leads" tracked toward management tasks. However this definition may not be held by our respondents. A closer review of tasks performed at each Experience Level would indicate potential skill requirements and pay rates for each level. This is beyond the scope of this report, but would make a good volunteer project for interested members.



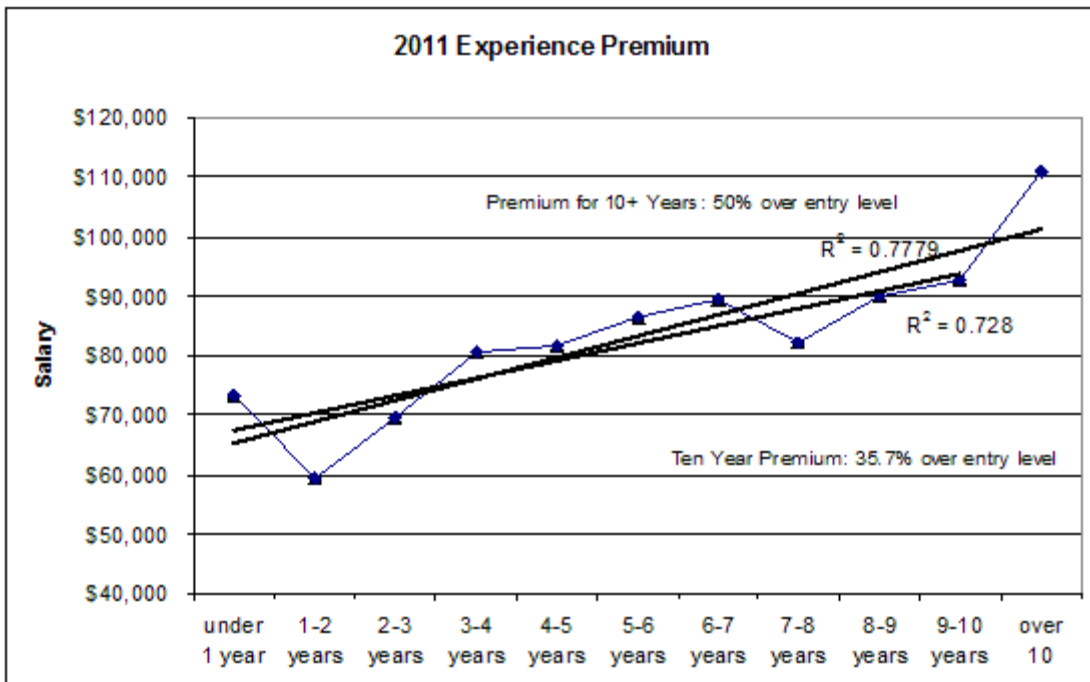
- Almost half of all respondents (46.2%) have been in their current job between 1-5 years, a few percentage points lower than 2010. More than one third (35.1%) have been in their current job for less than one year. 16.8% have been in their current job over 5 years, an increase of 6.3% over 2010. Management and higher positions appear to require at least 8 years of experience in the field.
- The amount of time in current job does not appear to have any correlation on salary, however.



- Just under one-quarter of respondents (22.1%) have been in their current field between 1-5 years. Only 3.8% have been in working in the field for less than one year. Almost a third (29.0%) have been in the field from 5 to 10 years.
- Respondents who have at least ten years of experience in the field reported notably higher median salaries than those reporting less than eight years in the field. Between 3 and 8 years of experience the difference in median salary is zero (Averages for single year periods between 1-5 years are progressively higher, though people with less than a year in the field show a higher average than those in the 1-2 and 2-3 year ranges, quite curious given that all but one of these respondents are at the Junior level. This could indicate an increase in the expected entry level salary for IA/UX fields.)



- Median salary for those reporting more than ten years experience was 23.5% higher than those reporting between 3 and 8 years. Those with at least ten years experience earn 35.7% more than entry level respondents; and those with more than ten years experience earn 50% more than entry level. These premiums are lower than last year, but the correlation is slightly better than last year.



Management:

- Of 262 people who participated in the survey, 34.7% indicated that they manage staff, down 1.1% since 2010.
- Fulltime Staff make up 63.4% of managed personnel. Another 28.9% are Contract or Temporary Agency staff and 7.7% of the staff under management is at the management level themselves.
- Five Freelance Consultants indicated that they also manage staff.

Information Architecture Tasks Performed:

- Respondents were asked to rate tasks relative to the number of projects that require performing a particular task. The response choices included Zero Projects, Few Projects, Some Projects, Most Projects, This is All I Do. We acknowledge that “This is All I Do” is answering a somewhat different question and will change that response in the 2012 survey to “All Projects”.
- Most performed tasks include (not necessarily in this order):
 - Strategic work (business models, high-level categorization, scenario development, life cycle assessment)
 - Wireframing/Sitemaps/Process flows
 - Audience definitions/Persona development
 - Usability testing
 - Other user research
 - Content management/strategy
 - Project Management
 - Interaction design
- We have found that 82.7% of respondents perform Wireframing/Sitemaps/Process Flows tasks and the same number of respondents, 82.7%, perform Strategic work, while 78.4% do Audience definitions/Persona development and 76.9% perform Interaction Design tasks. Of these tasks, 9.4% indicated that they do Wireframing/Sitemaps/Process Flows and 6.3% do Interaction Design exclusively. And only 3.2% perform Audience definitions/Persona development and 2.0% perform Strategic work tasks exclusively.

	Perform Task	Never	Mostly review: Delegate to others	Few projects require me to perform this task	Some projects require me to perform this task	Most projects require me to perform this task
Taxonomy development (thesauri, metadata, controlled vocabularies, etc.)	43.8%	32.9%	19.2%	25.1%	12.9%	5.1%
Strategic work (business models, high-level categorization, scenario development, life cycle assessment)	82.7%	8.2%	7.8%	16.5%	33.3%	31.0%
Wireframing/Sitemaps/Process flows	82.7%	5.5%	11.0%	6.7%	16.9%	49.8%
Audience definitions/Persona development	78.4%	9.8%	9.4%	25.5%	30.6%	19.2%
Usability testing	71.8%	11.4%	15.3%	20.0%	30.2%	19.6%
Other user research	77.3%	6.3%	12.2%	22.4%	33.7%	19.2%
Content generation/copywriting	38.8%	26.7%	29.8%	18.0%	13.7%	7.1%
Content management/strategy	57.6%	16.1%	23.5%	22.7%	18.0%	16.5%
Interaction design	76.9%	6.3%	15.3%	11.0%	18.4%	41.2%
Graphic/interface design	37.6%	23.1%	35.7%	13.7%	12.5%	9.4%
Database design	9.4%	69.8%	13.7%	6.3%	2.0%	0.8%
IT integration/programming	11.8%	66.3%	13.7%	5.5%	2.0%	3.9%
Project management	57.3%	24.3%	15.7%	21.2%	16.5%	17.6%
General business consulting	46.3%	36.9%	11.4%	20.4%	16.1%	9.0%
General IT consulting	17.6%	61.6%	12.5%	9.8%	4.3%	2.7%
Business administration/operations (non-IA)	29.8%	54.1%	10.2%	13.7%	7.5%	7.1%
Marketing/proposal writing	42.7%	39.2%	12.9%	23.9%	11.0%	7.1%
Staff training/recruiting/team management	57.6%	28.6%	9.0%	27.8%	14.1%	13.7%
Travel	53.7%	33.3%	8.2%	32.5%	15.7%	4.7%
Other	7.8%	18.8%	0.8%	2.0%	2.0%	3.1%










Benefits:



- The most cited benefits were Health/Medical Insurance, cited by 89.4% of respondents, 401K or Other Pension/Investment Plan (74.8%), Life Insurance Plan (73.9%), Flexible Schedule (72.6%), Family Leave (Maternity/Paternity/Partner/Adoption) (69.9) Disability Insurance at (68.6%), Professional Training/Continuing Education/Tuition Reimbursement (62.4%), Pretax Flexible Spending Account (eg. medical or childcare use) (61.5%), Bonus Pay (55.8%) and Conference Registration (50.4%). The predominance of medical insurance benefits reflects a largely US-based respondent population. In many countries these and similar benefits are provided and/or required by the state.
- While Professional Training/Continuing Education/Tuition Reimbursement (62.4%) and Conference Registration (50.4%) were both up this year, fewer respondents receive Professional Dues Reimbursement (24.3%) than last year.
- While 55.8% receive Bonus Pay and 42.5% get Personal Time off or Sabbatical Leave, only 26.1% get Compensatory Time, or additional time off. Check your local laws, though. Compensatory time off in lieu of pay is illegal in many areas. Only 8.8% receive Overtime Pay.
- In addition to the 74.8% receiving a 401K or Other Pension/Investment Plan, 27.0% receive a Stock Options/Purchase Plan from their companies, 11.5% indicated Other Profit Sharing Plan and 41.6% have access to corporate discounts.
- As for family related benefits, while 69.9% get Family Leave (Maternity/Paternity/Partner/Adoption) benefits, only 38.9% receive benefits covering Domestic Partnerships; 72.6% have access to a Flexible Schedule, if needed, 18.6% have access to a Dependent Care/Child Care/Babysitting Program; and 13.7% get Housing/Relocation assistance.
- A healthy 28.3% get a Health Club/Gym Membership reimbursement, indicating that some companies are taking care of their employees' bodies as well as their professional development. Transportation/Commuting Reimbursement (23.0%) and Meals/Entertainment (17.7%) round out the physical needs of our respondents.
- 75.5% receive more than two weeks of vacation, with the majority, 38.5%, in the 11-15 Days range.
- 76.6% get an additional four to eleven public holidays in addition to their paid vacation.

Benefit	Response Percent
Health/Medical/Dental/Vision Insurance Plan	89.4%
401K or Other Pension/Investment Plan	74.8%
Life Insurance Plan	73.9%
Flexible Schedule	72.6%
Family Leave (Maternity/Paternity/Adoption)	69.9%
Disability Insurance Plan	68.6%
Professional Training/Continuing Education/Tuition Reimbursement	62.4%
Pretax Flexible Spending Account (eg. medical or childcare use)	61.5%
Bonus Pay	55.8%
Conference Registration	50.4%
Personal Time Off/Sabbatical Leave	42.5%
Corporate Discount Program (shopping, hotels, travel, etc)	41.6%
Domestic Partner Benefits	38.9%
Health Club/Gym Membership	28.3%
Stock Options/Stock Purchase Plan	27.0%
Compensatory Time (time off in lieu of pay)	26.1%
Professional Association Dues Reimbursement	24.3%
Transportation/Commuting Reimbursement	23.0%
Dependent Care/Child Care/Babysitting Program	18.6%
Meals/Entertainment	17.7%
Housing/Relocation assistance	13.7%
Other Profit Sharing Plan	11.5%
Overtime Pay	8.8%
Union Membership	2.7%

APPENDIX: Survey Results

Below are the complete question-by-question results from the 2011 IA Salary and Benefits Survey:

1. How old are you?			
		Response Percent	Response Count
under 21		0.0%	0
21-25		5.7%	15
26-30		13.7%	36
31-35		26.7%	70
36-40		19.5%	51
41-45		18.7%	49
46-50		6.1%	16
51-55		6.1%	16
56-60		2.7%	7
61-65		0.8%	2
over 65		0.0%	0
		answered question	262
		skipped question	0

2. What is Your Gender?			
		Response Percent	Response Count
Female		52.7%	138
Male		47.3%	124
		answered question	262
		skipped question	0

3. What is your educational level?			
		Response Percent	Response Count
No degree		1.5%	4
High school		0.8%	2
Junior college		3.8%	10
Bachelor's		36.8%	96
Master's		54.8%	143
Doctorate		2.3%	6
		answered question	261
		skipped question	1

4. Which of the following job titles best represents your current position? PLEASE be flexible and consider one from our list before you resort to "Other." Closeness is worth more to us than absolute accuracy. (For example, if you are a UX Director, please select "User Experience Designer/Planner/Architect" here. You will have a chance to select "Director" in question 6.)

		Response Percent	Response Count
CEO/President/Owner		1.1%	3
Information Architect	█	21.4%	56
Interaction Designer	█	7.6%	20
User Experience Designer/Planner/Architect	█	46.2%	121
User Researcher	█	3.8%	10
Usability Engineer/Designer	█	2.7%	7
Consultant	█	3.4%	9
Human Factors Engineer		1.1%	3
Business Analyst		0.8%	2
Content Strategist		0.4%	1
Art Director		0.0%	0
Enterprise Architect (EIA)		0.8%	2
Interface/GUI Designer		0.4%	1
Librarian		1.1%	3
Knowledge Manager		0.8%	2
Programmer		0.8%	2
Project Manager		1.1%	3
Product Manager		1.1%	3
Taxonomist		0.4%	1
Technical Writer		0.0%	0
Technical/Knowledge Architect		0.4%	1
Web Coordinator		0.4%	1
Web Designer/Developer		0.8%	2
Web Editor		0.4%	1
Webmaster		0.4%	1
Copywriter		0.0%	0
Other	█	2.7%	7
		answered question	262
		skipped question	0

5. If you answered "Other" in the previous question, please enter your title in the box below.

	Response Count
Show Responses	12
answered question	12
skipped question	250

Responses:

1. Director of User Experience
2. User Experience Director
3. Run UX, IA and IxD teams
4. Director, User Experience











Note: Each of the above titles was reassigned to User Experience Designer/Planner/ Architect to align with the "User Experience" label rather than level of seniority. We understand that a User Experience Director may lead teams that include more than just User Experience staff and may adjust the definition for next year's survey.










Other responses:

5. Manager, Digital Communications
6. Machine Operator
7. Recruiter
8. Cyber Security Engineer
9. Manager of Instructional Media Sevices
10. eCommerce
11. Online Community and Social Media Manager
12. Information Architect/Content Strategist

6. Which of the following best describes your position level?			
		Response Percent	Response Count
President/CEO		1.5%	4
Vice President		0.4%	1
Director		6.5%	17
Principal		7.3%	19
Manager		15.7%	41
Senior		46.0%	120
Junior		14.2%	37
Assistant		0.8%	2
Intern		0.4%	1
Freelance Consultant		7.3%	19
		answered question	261
		skipped question	1

7. During 2011, what do you estimate you will earn, including salary and bonus? (in US Dollars, before tax. Currency Converter)			
		Response Percent	Response Count
under \$20,000		5.0%	13
\$20,000-\$29,999		1.9%	5
\$30,000-\$39,999		2.7%	7
\$40,000-\$49,999		3.1%	8
\$50,000-\$59,999		4.6%	12
\$60,000-\$69,999		10.0%	26
\$70,000-\$79,999		9.3%	24
\$80,000-\$89,999		11.2%	29
\$90,000-\$99,999		10.8%	28
\$100,000-109,999		10.4%	27
\$110,000-119,999		8.5%	22
\$120,000-129,999		6.9%	18
\$130,000-139,999		3.5%	9
\$140,000-149,999		4.6%	12
\$150,000-159,999		3.1%	8
\$160,000-169,999		0.4%	1
\$170,000-179,999		1.2%	3
\$180,000-189,999		0.4%	1
\$190,000-199,999		0.8%	2
\$200,000-or over		1.5%	4
		answered question	259
		skipped question	3

8. How large was your last salary increase?			
		Response Percent	Response Count
not applicable		29.6%	76
my salary decreased		3.5%	9
1-5%		38.9%	100
6-10%		14.0%	36
11-15%		5.4%	14
16-20%		2.7%	7
21-25%		2.7%	7
26-30%		0.8%	2
31-35%		0.4%	1
36-40%		0.8%	2
41-45%		0.4%	1
46-50%		0.0%	0
over 50%		0.8%	2
		answered question	257
		skipped question	5






9. How long ago was your last salary increase?			
		Response Percent	Response Count
not applicable		25.7%	66
0-3 months ago		15.6%	40
3-6 months ago		17.5%	45
6-9 months ago		11.7%	30
9-12 months ago		14.0%	36
1-2 years ago		10.9%	28
2-3 years ago		1.2%	3
3-4 years ago		2.3%	6
over 4 years ago		1.2%	3
		answered question	257
		skipped question	5

10. If you are a freelance consultant, what is the average hourly rate you charged in 2011 (please convert amount to US Dollars)?

	Response Count
Show Responses	60
answered question	60
skipped question	202

Responses (Hourly rate in USD\$):

1. 9000 (outlier)	21. 98	41. 70
2. 703 (outlier)	22. 95	42. 65
3. 350 (outlier)	23. 90	43. 65
4. 225	24. 90	44. 60
5. 175	25. 90	45. 60
6. 150	26. 90	46. 60
7. 150	27. 90	47. 55
8. 150	28. 90	48. 55
9. 125	29. 85	49. 55
10. 125	30. 85	50. 50
11. 124	31. 85	51. 45
12. 120	32. 85	52. 45
13. 118	33. 80	53. 40
14. 115	34. 80	54. 40
15. 115	35. 80	55. 38
16. 110	36. 78.75	56. 37
17. 110	37. 75	57. 36
18. 107.5	38. 75	58. 16
19. 100	39. 75	59. 10
20. 100	40. 75	60. NA

11. On average, how many hours do you work each week?			
		Response Percent	Response Count
Under 20 hours		2.3%	6
20-30 hours		5.4%	14
30-40 hours		33.3%	87
40-50 hours		52.9%	138
50-60 hours		5.7%	15
over 60 hours		0.4%	1
		answered question	261
		skipped question	1

12. How much of your time do you spend on these tasks:

Feedback about this question from previous surveys has led us to redesign the answer on a subjective scale. Keep this in mind when comparing to surveys prior to 2010.

	Never	Mostly review, delegate to others	Few projects require me to perform this task	Some projects require me to perform this task	Most projects require me to perform this task	This is all I do	N/A	Response Count
Taxonomy development (thesauri, metadata, controlled vocabularies, etc.)	33.5% (84)	19.5% (49)	25.5% (64)	13.1% (33)	5.2% (13)	0.0% (0)	3.2% (8)	251
Strategic work (business models, high-level categorization, scenario development, life cycle assessment)	8.3% (21)	7.9% (20)	16.6% (42)	33.6% (85)	31.2% (79)	2.0% (5)	0.4% (1)	253
Wireframing/Sitemaps/Process flows	5.5% (14)	11.0% (28)	6.7% (17)	16.9% (43)	49.8% (127)	9.4% (24)	0.8% (2)	255
Audience definitions/Persona development	10.0% (25)	9.6% (24)	26.0% (65)	31.2% (78)	19.6% (49)	3.2% (8)	0.4% (1)	250
Usability testing	11.5% (29)	15.5% (39)	20.2% (51)	30.6% (77)	19.8% (50)	2.0% (5)	0.4% (1)	252
Other user research	6.4% (16)	12.4% (31)	22.9% (57)	34.5% (86)	19.7% (49)	2.0% (5)	2.0% (5)	249
Content generation/copywriting	27.2% (68)	30.4% (76)	18.4% (46)	14.0% (35)	7.2% (18)	0.0% (0)	2.8% (7)	250
Content management/strategy	16.3% (41)	23.9% (60)	23.1% (58)	18.3% (46)	16.7% (42)	0.4% (1)	1.2% (3)	251
Interaction design	6.3% (16)	15.4% (39)	11.1% (28)	18.6% (47)	41.5% (105)	6.3% (16)	0.8% (2)	253
Graphic/interface design	23.4% (59)	36.1% (91)	13.9% (35)	12.7% (32)	9.5% (24)	2.0% (5)	2.4% (6)	252
Database design	70.9% (178)	13.9% (35)	6.4% (16)	2.0% (5)	0.8% (2)	0.4% (1)	5.6% (14)	251
IT integration/programming	67.3% (169)	13.9% (35)	5.6% (14)	2.0% (5)	4.0% (10)	0.4% (1)	6.8% (17)	251
Project management	24.6% (62)	15.9% (40)	21.4% (54)	16.7% (42)	17.9% (45)	2.0% (5)	1.6% (4)	252
General business consulting	37.5% (94)	11.6% (29)	20.7% (52)	16.3% (41)	9.2% (23)	0.8% (2)	4.0% (10)	251
General IT consulting	63.1% (157)	12.9% (32)	10.0% (25)	4.4% (11)	2.8% (7)	0.8% (2)	6.0% (15)	249
Business administration/operations (non-IA)	55.0% (138)	10.4% (26)	13.9% (35)	7.6% (19)	7.2% (18)	1.6% (4)	4.4% (11)	251
Marketing/proposal writing	39.7% (100)	13.1% (33)	24.2% (61)	11.1% (28)	7.1% (18)	0.8% (2)	4.0% (10)	252
Staff training/recruiting/team management	29.0% (73)	9.1% (23)	28.2% (71)	14.3% (36)	13.9% (35)	2.0% (5)	3.6% (9)	252

12. How much of your time do you spend on these tasks:

Feedback about this question from previous surveys has led us to redesign the answer on a subjective scale. Keep this in mind when comparing to surveys prior to 2010.

	Never	Mostly review, delegate to others	Few projects require me to perform this task	Some projects require me to perform this task	Most projects require me to perform this task	This is all I do	N/A	Response Count
Travel	34.0% (85)	8.4% (21)	33.2% (83)	16.0% (40)	4.8% (12)	0.8% (2)	2.8% (7)	250
Other	41.4% (48)	1.7% (2)	4.3% (5)	4.3% (5)	6.9% (8)	1.7% (2)	39.7% (46)	116
							answered question	255
							skipped question	7

13. If you answered "Other" in the previous question, please let us know what other kinds of activities you perform.

	Response Count
Show Responses	24
answered question	24
skipped question	238

Responses:

1. Participate in leadership teams for general running of the business, evangelize internally for customer experience and related work.
2. Set up
3. Sales
4. Create Best Practice "Point of Views"; Competitive Landscape Reviews; Heuristic Reviews; Requirements Gathering; Domain Modeling/Concept Graphing
5. Social media channel management
6. Product management, product strategy, vendor management, user experience education and advocacy, practice management, resource management, cross-channel strategy
7. Customer support
8. Develop "thought leadership" content (blogging, video, white papers)
9. Governance, workflow, analytics, communication to stakeholders
10. Digital Strategy, Mobile and Social Media Strategy
11. Content inventory, content matrix, CMS templates, style guides
12. Sound design, voice-talent direction, linguistic analysis, application optimization
13. Team & business strategy (UX, and non-UX)
14. Use case/user scenario development, requirements gathering, writing functional specs
15. BA related, IA strategy, presentations
16. Business Analysis
17. Accessibility reviews, UAT
18. Concept models, requirements definition
19. Requirements gathering and defining
20. Heuristic evaluations
21. Navigation (IA/structure) design and testing (Treejack)
22. Asset requests, content uploading, content purging
23. Process development
24. Create Content Matrix and conduct stakeholder interviews.










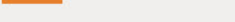



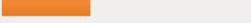

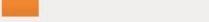


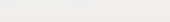




14. If you manage staff, how many people report to you on a typical project?			
	Response Average	Response Total	Response Count
Fulltime Staff Show Responses	3.77	279	74
Contract Staff Show Responses	1.83	117	64
Temp Agency Show Responses	0.36	10	28
How many are Managers? Show Responses	0.69	34	49
	answered question		91
	skipped question		171

Responses:

Fulltime Staff	Contract Staff	Temp Agency	Managers
0 (3 Responses)	0 (13)	0 (22)	0 (34)
1 (15)	1 (24)	1 (3)	1 (5)
2 (25)	2 (15)	2 (2)	2 (5)
3 (10)	3 (7)	3 (1)	3 (3)
4 (7)	5 (2)		5 (2)
5 (5)	7 (1)		
6 (2)	8 (1)		
7 (1)	17 (1)		
8 (2)			
11 (1)			
14 (1)			
15 (1)			
28 (1)			
30 (1)			

17. Does your employer provide any of the following benefits? (check all that apply)

We are working to reduce the US-centricity of this question. We understand that in some countries, certain of these benefits may be directly provided by your government or required by law. Please only check an item if your EMPLOYER provides the benefit, regardless of whether your government requires it.

		Response Percent	Response Count
Bonus Pay		55.8%	126
Overtime Pay		8.8%	20
Compensatory Time (time off in lieu of pay)		26.1%	59
Flexible Schedule		72.6%	164
Health/Medical/Dental/Vision Insurance Plan		89.4%	202
Disability Insurance Plan		68.6%	155
Life Insurance Plan		73.9%	167
Pretax Flexible Spending Account (eg. medical or childcare use)		61.5%	139
Dependent Care/Child Care/Babysitting Program		18.6%	42
Family Leave (Maternity/Paternity/Adoption)		69.9%	158
Personal Time Off/Sabbatical Leave		42.5%	96
Domestic Partner Benefits		38.9%	88
Stock Options/Stock Purchase Plan		27.0%	61
401K or Other Pension/Investment Plan		74.8%	169
Other Profit Sharing Plan		11.5%	26
Professional Training/Continuing Education/Tuition Reimbursement		62.4%	141
Professional Association Dues Reimbursement		24.3%	55
Union Membership		2.7%	6
Conference Registration		50.4%	114
Transportation/Commuting Reimbursement		23.0%	52
Health Club/Gym Membership		28.3%	64
Housing/Relocation assistance		13.7%	31
Meals/Entertainment		17.7%	40



17. Does your employer provide any of the following benefits? (check all that apply)












We are working to reduce the US-centricity of this question. We understand that in some countries, certain of these benefits may be directly provided by your government or required by law. Please only check an item if your EMPLOYER provides the benefit, regardless of whether your government requires it.

	Response Percent	Response Count
Corporate Discount Program (shopping, hotels, travel, etc)	41.6%	94
Describe above benefits or enter additional items: Show Responses		12
answered question		226
skipped question		36

Responses:

1. Several discounts like 17% off ATT (iPhone!)
2. Purchased Time Off
3. Transportation and Gym benefits are subsidized, but not covered at 100%.
4. Conference only every other year
5. basic package offered to all non-exempt employees
6. subsidized lunches (\$5/day buffet), free drinks (all natural juices, sodas, coffee, beer), \$100 gym sign-up reimbursement
7. concierge service
8. The gym membership is not free, but it's very cheap and the gym is in the office building.
9. No benefits; I'm a contractor
10. 17% off ATT mobile
11. On-site gym with group classes
12. benefits have declined while costs have risen

18. How long have you worked at your present job?			
		Response Percent	Response Count
under 3 months		8.9%	23
3-6 months		10.5%	27
6-9 months		6.2%	16
9-12 months		10.1%	26
1-2 years		24.5%	63
2-3 years		9.7%	25
3-4 years		7.4%	19
4-5 years		5.4%	14
over 5 years		17.1%	44
		answered question	257
		skipped question	5

19. How long have you worked in your current field? (combine time worked at your current and past positions in this field.)			
		Response Percent	Response Count
under 1 year		3.9%	10
1-2 years		4.7%	12
2-3 years		5.1%	13
3-4 years		4.3%	11
4-5 years		8.6%	22
5-6 years		5.8%	15
6-7 years		5.4%	14
7-8 years		4.3%	11
8-9 years		5.4%	14
9-10 years		8.6%	22
over 10 years		44.0%	113
		answered question	257
		skipped question	5



20. How many people does your company employ?			
		Response Percent	Response Count
Self-employed		9.3%	24
2-5 employees		1.9%	5
6-10 employees		2.3%	6
11-25 employees		4.7%	12
26-50 employees		5.8%	15
51-300 employees		23.7%	61
301-750 employees		8.6%	22
751-3000 employees		7.8%	20
over 3000 employees		33.5%	86
Not Sure		2.3%	6
		answered question	257
		skipped question	5

21. How many people perform Information Architecture related tasks:							
Number of People							
	1 (just me)	2-5	6-10	11-20	> 20	Not Sure	Response Count
In your workgroup	27.1% (67)	45.7% (113)	14.2% (35)	8.1% (20)	4.0% (10)	0.8% (2)	247
In your company	14.5% (36)	25.7% (64)	13.7% (34)	13.3% (33)	20.5% (51)	12.4% (31)	249
answered question							251
skipped question							11

22. Where do you physically work?							
	Never	1-25%	26-50%	51-75%	76-100%	Rating Average	Response Count
At home	9.3% (21)	72.7% (165)	4.4% (10)	4.8% (11)	8.8% (20)	2.31	227
Own office	89.4% (161)	4.4% (8)	0.6% (1)	1.1% (2)	4.4% (8)	1.27	180
Employer/Company offices	8.5% (20)	8.1% (19)	5.6% (13)	21.4% (50)	56.4% (132)	4.09	234
Client office/premises	48.4% (93)	40.1% (77)	3.1% (6)	4.7% (9)	3.6% (7)	1.75	192
Shared office/coworking with others	81.9% (145)	9.6% (17)	1.1% (2)	2.3% (4)	5.1% (9)	1.39	177
Other (airport, car, train, cafe)	55.4% (103)	43.5% (81)	1.1% (2)	0.0% (0)	0.0% (0)	1.46	186
						answered question	255
						skipped question	7

23. Where do you work geographically? If you travel a lot, where is your base of operations? (U.S. regions are based on U.S. Census regions with the addition of Alaska & Hawaii as a separate category)

	Response Percent	Response Count
Africa	0.0%	0
Asia (except India)	0.0%	0
India	1.6%	4
Australia and Pacific Rim	0.8%	2
Canada	7.1%	18
Central America, Mexico, Caribbean	0.0%	0
EU (except the UK)	3.9%	10
United Kingdom	3.5%	9
Non-EU Europe	0.0%	0
Middle East	0.0%	0
South America	2.7%	7
US: Northeast (includes D.C.)	25.9%	66
US: South (Texas through Delaware)	10.2%	26
US: Midwest (Eastern Plains and Midwest states)	17.3%	44
US: West (Pacific and Mountain States)	27.1%	69
US: Alaska & Hawaii	0.0%	0
	answered question	255
	skipped question	7

24. Are you located in or near a major metropolitan area? (Note: we know this is subjective, but give it your best shot)			
		Response Percent	Response Count
Yes		94.6%	243
No		5.4%	14
		answered question	257
		skipped question	5

25. If "yes" to the previous question, what is the name of this city?		Response Count
Show Responses		243
answered question		243
skipped question		19

Responses:

1. Los Angeles	31	26. Milwaukee, WI	2
2. New York City	18	27. Nashville	2
3. San Francisco	18	28. New Orleans	2
4. Washington, DC	18	29. Portland, OR	2
5. Toronto, ON	13	30. Raleigh-Durham, NC	2
6. Chicago	12	31. San Diego	2
7. Philadelphia	11	32. São Paulo	2
8. Seattle	10	33. Barcelona	1
9. Atlanta	8	34. Bogotá	1
10. London	7	35. Cincinnati	1
11. Boston, MA	6	36. Columbus	1
12. Cleveland	5	37. Copenhagen	1
13. Minneapolis/St. Paul	5	38. Hamburg	1
14. Dallas/Fort Worth	4	39. Houston	1
15. Vancouver	4	40. Kansas City	1
16. Austin	3	41. Las Vegas	1
17. Detroit / Ann Arbor	3	42. Newark	1
18. Rio de Janeiro	3	43. Ottawa	1
19. Baltimore	2	44. Porto Alegre	1
20. Bangalore	2	45. Pune	1
21. Calgary	2	46. Richmond	1
22. Charlotte, NC	2	47. Sydney	1
23. Cologne	2	48. The Hague	1
24. Denver	2	49. Toledo (USA)	1
25. Madrid	2	50. Valencia, Spain	1

26. Please use this space to provide any additional information, clarification or thoughts on salaries and compensation in the field of Information Architecture.

	Response Count
Show Responses	31
answered question	31
skipped question	231

Responses:

1. Since UX is such an in-demand field, my company actually gives yearly "normalization" raises in addition to merit raises. E.g., this year all UXDs salaries were raised by 4% to keep our salaries competitive. We got merit bonuses on top of that. (Mine was 4.5%.) Our HR manager uses data from this survey to help her determine the normalization increase.
2. Medical Technologist- career
3. I'm working in a company (an statal, from state government).
4. The salary in my region are very similar to art directors/graphic designers. Sometimes this occupations are merged. It's very frustrating sometimes.
5. Thank you for conducting this survey. It is a great service to us!
6. Many ux jobs are contract. for past year, ive done contract ux work for very large companies. i'm paid hourly in those situations. i also come in through agencies (example - aquent) in those situations. prior to that, i was a direct hire with salary and benefits, etc. Contract work has its pros and cons, but it's been a good way to get into some large places.
7. This survey should take into account the types of organizations practitioners work for - whether services, product, staffing, independent consultant, etc. - and the format of the work - software, on-line, mobile, physical product, etc. The survey should also ask about the previous positions held by practitioners.
8. Some of the titles in #4 bleed awfully close into one another - UX Designer & Interaction Designer or User Researcher & Usability, for example ----- It would be interesting to ask respondents how satisfied/happy they are in their current role too. Are freelancers typically happier? etc...
9. rates are plummeting - jobs are now the equivalent to 3 positions in terms of breadth and 1/2 the level of depth they were 3 yrs ago - as a contractor even in Bay Area went from \$95/hr to \$55-65/hr if lucky - they really want interaction designers who do visual design and code and if there's time user research but much time cranking out deliverables rather than high-level thinking - and taxonomy used to be with design and now it's being absorbed by programmers OR this stupid new field of content strategy -- again, at least 3 professions rolled into 1 - going to do a total career shift in the next 6 months because it's gotten shallow, boring, and venal -- AND pay no longer rocks.
10. Salaries and openings in Los Angeles are quite robust right now.
11. Can't think of any at this time!
12. My hourly rates have been stagnant during the recession and I have had to agree to lower rates for different kinds of work in order to win/keep contracts. NE Ohio is pretty depressed, so this may be more of a regional factor, but I recently got a contract with a company based in California and they negotiated me down on hourly rate. Right now I'm working more and making less than I was in 2008.
13. Nice survey. Well structured.

14. In Spain, the UX tasks in general are still in an immature stage in most of the companies.
15. Do 1 day a week during semester time work as lecture at university of applied science in Aachen
16. It was hard to enter my 2011 compensation because I started my job recently. I will not make that full amount this year.
17. I am part of a small team working on a niche Intranet ("performance support" for a designated internal audience), so everyone has many different responsibilities. In other words, we do not have the luxury of having an IA person (or team!), or a Usability person (or team!), etc.
18. When you ask about EDU level, I think it's also to ask about 'some' Masters... I have a lot, but not a masters (yet). You could also ask about certifications, or additional studies. Grad level courses, and extension school courses are seriously lacking in our field.
19. Range is too narrow because demand so far outweighs supply. Self-taught junior/entry are coming to interviews expecting \$75-80K with 1-2 years experience and a weak portfolios, which is ridiculous. On the other hand, senior practitioners - at least in the northeast outside of NYC - seem to top out at \$100K (senior = no management of direct reports and/or responsibility for strategic direction or evangelization of UX within the company.)
20. You could add benefits like paid cellphone/smartphone or high-speed Internet at home as options.
21. Length of tenure (15 years this fall) counts for a lot in my salary. They couldn't hire me in at this rate, but would likely hire a consultant.
22. I work in a department with 3 other staff, 4 temporary workers, 1 intern and 1 consultant project manager.
23. I am new at my job so haven't received a salary increase here, although I do make more than I did in my previous job.
24. Would like to see "some graduate school" for people who have earned post-bachelors certificates or began graduate school but have yet to complete the degree.
25. I am a consultant
26. After the 2008 economic downturn, my salary dropped \$30,000 and I still have not returned to pre-downturn levels.
27. Paid \$12/hour for part time work as an intern doing IA at a creative agency within a university. The internship works out perfectly while attending grad school full time.
28. I work for the central IT department of a major university. Before this July I had not received a raise in 2 years due to recession related budget restrictions.
29. I did some freelance for 2 mos. then went full time in the past year, so I answered the freelance q also.
30. In the library arena, IA is not well understood or well compensated comparatively.
31. Thanks guys, I appreciate this info.