2004 Salary Survey for User Experience Design and Usability Professionals

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Introduction

This report documents the results of an international online survey of salaries for user experience design and usability professionals that Peak Usability and Spirit Softworks conducted in the Spring of 2004.

We have endeavored to provide the most comprehensive salary information available for our professional community. World wide, 821 respondents completed the survey. This report breaks down salaries by type of employer, geographical region, role, project focus, education, years of experience, and gender.

Important—When negotiating salaries, use the information in this report only as a general guide. In many instances, sample sizes were small—therefore, the data may not be generally representative. While we have made every effort to ensure the accuracy of the data in this report, Peak Usability and Spirit Softworks do *not* guarantee its accuracy and accept no responsibility or liability for any actions you choose to take based on this information.

Overview

This section provides a summary of the key findings in this report.

- User experience design and usability professionals in the United States generally earned higher gross incomes than those in other countries, with the exception of independent consultants, academics, and researchers in the United Kingdom.
- Independent consultants had much higher average gross incomes than employees of either companies or consulting firms, while the average gross incomes of academics and researchers were considerably lower.
- Among employees of companies and government organizations in the United States, those working in the San Francisco Bay Area earned the highest average gross income, followed by those working in the metropolitan areas of Boston and Houston.
- Independent consultants working in the metropolitan areas of San Francisco, New York City, and Boston earned the highest average gross incomes.

- Among employees of consulting firms, those working in California, the San Francisco Bay Area, and Atlanta earned the highest average gross incomes.
- Greater numbers of years of experience in user experience design and usability professions generally correlated with increases in gross annual income. However, once the number of years of experience exceeded 15, this correlation no longer held true. In some cases—particularly in the United Kingdom—people with more than 15 years of experience earned less than people with 10 to 15 years of experience.
- Most respondents were highly educated, with the majority (88%) having at least a Bachelor's degree; 36%, a Master's degree; and 13%, a Doctorate.
- More men (55%) than women (45%) work in user experience design and usability professions. The average gross annual income of men was 11% higher than that of women in the United States; 33% higher, in the United Kingdom.
- Among all respondents, the most prevalent primary roles were user experience design, information architecture, and interaction design.
- Approximately 50% or more of respondents indicated that their jobs also encompassed one or more of the following additional roles:
  - interaction or user interface design
  - usability evaluation through expert review or heuristic evaluation
  - user experience design
  - information architecture
  - usability testing
  - user research
  - user experience or user interface design management
- The most common types of projects on which respondents worked were Web applications, followed by Internet sites.
- In addition to their primary projects, approximately 50% or more of respondents also worked on Web applications, Internet sites, Intranet sites, and desktop applications.
- Among all respondents, 81% have been working in user experience design and usability professions for more than 3 years; 45% for 6 or more years.
- The most common professions in which user experience design and usability professionals have previously worked included
  - IT / software development / engineering (41%)
  - graphic / visual design (30%)
  - technical writing / editing (19%)
  - communications / publishing (19%)
  - marketing / advertising (17%)
  - psychology / behavioral science (16%)
  - library science (5%)

Gross Income or Hourly Contract Rate by Employment Type and Country

Summary—User experience design and usability professionals in the United States generally made much more than those in other countries, with the following exceptions:

- Independent consultants in the United Kingdom earned considerably higher gross incomes than independent consultants in the United States.
- The average gross incomes of academics and researchers in the United Kingdom and the United States were about the same.
- Contractors in the United Kingdom made higher average hourly rates than those in all other countries.

The average gross incomes of other user experience design and usability professionals in the United Kingdom were the second highest. With the exception of contractors, user experience design and usability professionals in Australia made considerably less than their counterparts in the United Kingdom, United States, and Canada. However, Canadian contractors have the lowest average hourly rates.

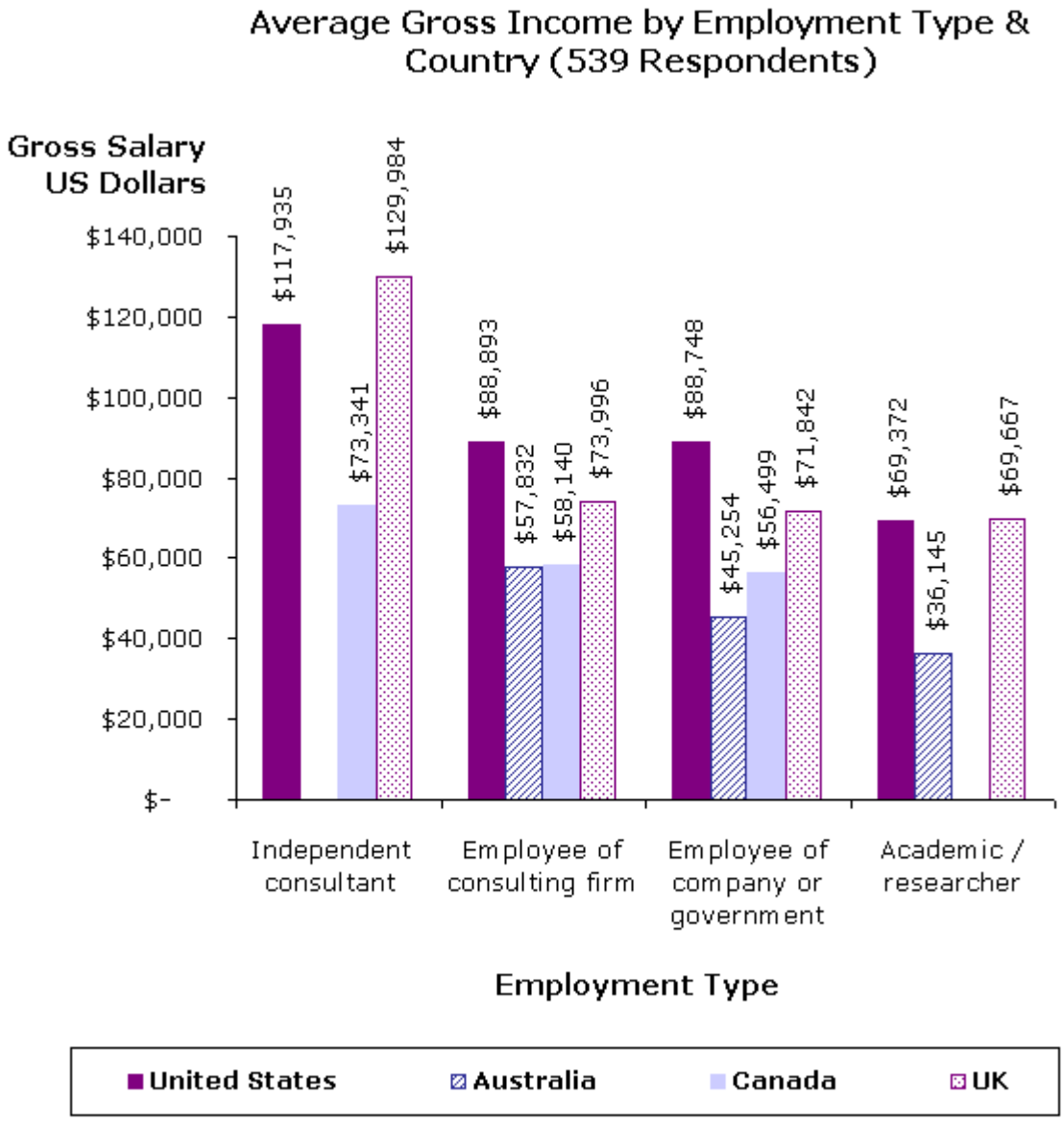
In all countries, independent consultants had much higher average gross incomes than employees of either companies or consulting firms, while the average gross incomes of academics and researchers were considerably lower.

Note—Unfortunately, data is available for only the United States, Australia, Canada, and the United Kingdom. The sample sizes for other countries were insufficient for data analysis.

Table 1—Gross Income or Hourly Contract Rate by Employment Type and Country

Employment Type	Average Gross Annual Income or Hourly Rate		Number of Respondents
COUNTRY	**Local Currency**	**US Dollars**	
UNITED STATES			
Independent consultant	$ 117,935	$ 117,935	31
Employee of consulting firm	$ 88,893	$ 88,893	70
Employee of company or government	$ 88,748	$ 88,748	276
Academic / researcher	$ 69,372	$ 69,372	22
Contractor	$ 53	$ 53	30
AUSTRALIA			
Independent consultant	—	—	
Employee of consulting firm	$ 80,000	$ 57,832	4
Employee of company or government	$ 62,600	$ 45,254	4
Academic / researcher	$ 50,000	$ 36,145	4
Contractor	$ 65	$ 47	4
CANADA			
Independent consultant	$ 93,333	$ 73,341	3
Employee of consulting firm	$ 73,988	$ 58,140	5
Employee of company or government	$ 71,900	$ 56,499	13
Academic / researcher	—	—	
Contractor	$ 40	$ 31	2
UNITED KINGDOM			
Independent consultant	£72,857	$ 129,984	7
Employee of consulting firm	£41,475	$ 73,996	18
Employee of company or government	£38,989	$ 71,842	32
Academic / researcher	£37,809	$ 69,667	8
Contractor	£35	$ 64	8
Total number of respondents:			539
Conversion Rates (Current on October 6, 2004): 1 AUD = 0.7229 USD, 1 CAD = 0.7858 USD, 1 GBP = 1.7841 USD			

Figure 1


Average Gross Income by Employment Type & Country (539 Respondents)
Gross Salary US Dollars
$140,000
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$117,935
$73,341
$129,984
$88,893
$57,832
$58,140
$73,996
$88,748
$45,254
$56,499
$71,842
$69,372
$36,145
$69,667
Independent consultant
Employee of consulting firm
Employee of company or government
Academic / researcher
Employment Type
United States
Australia
Canada
UK

Gross Income by Metropolitan Area in the United States

This section provides information about average gross annual income by metropolitan area in the United States for

- company and government employees
- academic and research employees
- independent consultants
- employees of consulting firms
- contractors

Note—Data is available for only some metropolitan areas in the United States. The sample sizes for other areas were insufficient for data analysis.

Gross Income for Company and Government Employees by Metropolitan Area in the United States

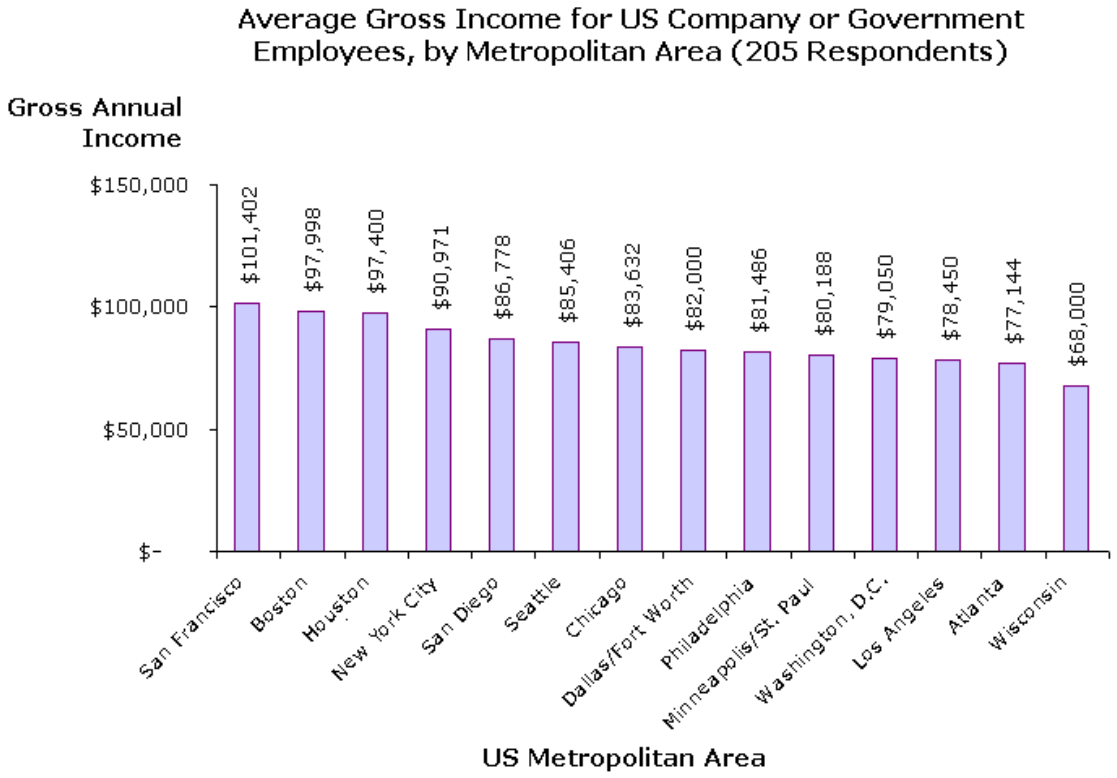
Summary—User experience design and usability professionals in the San Francisco Bay Area had the highest average gross annual income; Boston and Houston, the second and third highest, respectively. The average gross annual incomes in other metropolitan areas in the United States are significantly lower. New York City has the fourth highest gross annual income.

Table 2—Average Gross Annual Income for Company and Government Employees by Metropolitan Area in the United States

Metropolitan Area	Description of Metropolitan Area	Average Gross Annual Income	Number of Participants
Atlanta	Atlanta area, Georgia	$ 77,144	8
Boston	Boston area (including Boston, Worcester, Lawrence, Lowell, and Brockton, Massachusetts; Massachusetts, New Hampshire, Maine, and Connecticut)	$ 97,998	21
Chicago	Chicago area (including Chicago, Illinois; Gary, Indiana; and Kenosha, Wisconsin)	$ 83,632	22

Metropolitan Area	Description of Metropolitan Area	Average Gross Annual Income	Number of Participants
Dallas/Fort Worth	Dallas/Fort Worth area, Texas	$ 82,000	4
Houston	Houston area (including Houston, Galveston, and Brazoria, Texas)	$ 97,400	5
Los Angeles	Los Angeles area (including Los Angeles, Riverside, and Orange Counties, California)	$ 78,450	6
Minneapolis/St. Paul	Minneapolis/St. Paul area, Minnesota (including Minnesota and Wisconsin)	$ 80,188	8
New York City	New York City area (including New York City and Long Island, New York; North New Jersey and Connecticut)	$ 90,971	24
Philadelphia	Philadelphia area (including Philadelphia, Pennsylvania; Wilmington, Delaware; and Atlantic City, New Jersey; Delaware, Maryland, and New Jersey)	$ 81,486	14
San Diego	San Diego area, California	$ 86,778	9
San Francisco	San Francisco area (including San Francisco, Oakland, and San Jose, California; Silicon Valley)	$ 101,402	55
Seattle	Seattle area (including Seattle, Tacoma, and Bremerton Washington)	$ 85,406	16
Washington, D.C.	Washington, D.C. area (including Washington, D.C., and Baltimore, Maryland; Maryland, Virginia, and West Virginia)	$ 79,050	10
Wisconsin	Wisconsin area	$ 68,000	3

Figure 2


Average Gross Income for US Company or Government Employees, by Metropolitan Area (205 Respondents)
Gross Annual Income
$150,000
$100,000
$50,000
$-
$101,402
$97,998
$97,400
$90,971
$86,778
$85,406
$83,632
$82,000
$81,486
$80,188
$79,050
$78,450
$77,144
$68,000
San Francisco
Boston
Houston
New York City
San Diego
Seattle
Chicago
Dallas/Fort Worth
Philadelphia
Minneapolis/St. Paul
Washington, D.C.
Los Angeles
Atlanta
Wisconsin
US Metropolitan Area

Gross Income for Academic and Research Employees by Metropolitan Area in the United States

Summary—The average gross annual income for five respondents from areas of California outside the San Francisco Bay Area was $52,200.

Notes—This figure may not be representative given the small sample size. For academic and research employees, there were insufficient sample sizes for data analysis. On average, there were only one to three respondents from each metropolitan area in the United States.

Gross Income for Independent Consultants by Metropolitan Area in the United States

Summary—The average gross income of independent consultants in the San Francisco Bay Area was much higher than those of independent consultants in other metropolitan areas in the United States. Independent consultants in New York City and Boston made the next highest average gross incomes. Independent consultants working in areas of California outside the San Francisco Bay Area earned much less than independent consultants in metropolitan areas.

Note—Data is available for only some metropolitan areas in the United States. The sample sizes for other areas were insufficient for data analysis.

Table 3—Average Gross Annual Income for Independent Consultants, by Metropolitan Area in the United States

US Region or Metropolitan Area	Average gross annual income from consulting	Number of respondents
San Francisco area	$ 143,700	10
New York City area	$ 122,500	2
Boston area	$ 116,000	5
Chicago area	$ 85,000	1
Atlanta area	$ 82,500	2
California (outside S.F.)	$ 52,750	4

Gross Income for Employees of Consulting Firms by Metropolitan Area in the United States

Summary—In contrast to the low average gross income of independent consultants in areas of California outside the San Francisco Bay Area, the average gross income of employees of consulting firms in the same areas of California were higher than even those of firms in the San Francisco Bay Area. Employees of consulting firms in Atlanta also had a high average gross income.

Note—Data is available for only some metropolitan areas in the United States. The sample sizes for other areas were insufficient for data analysis.

Table 4—Average Gross Annual Income for Employees of Consulting Firms, by Metropolitan Area in the United States

US Region or Metropolitan Area	Average gross annual income from consulting	Number of respondents
California (outside S.F.)	$ 118,600	5
San Francisco area	$ 113,000	7
Atlanta area	$ 102,000	2
Seattle area	$ 95,667	3
Boston area	$ 91,333	6
New York City area	$ 86,318	11
Chicago area	$ 79,375	12
Philadelphia area	$ 76,500	3
Washington D.C. area	$ 68,375	4

Hourly Rate for Contractors by Metropolitan Area in the United States

Summary—Contractors in San Francisco have the highest average hourly rates.

Note—There were insufficient sample sizes to provide any data on hourly contract rates for most metropolitan areas in the United States. On average, there were only one to three respondents from each metropolitan area. Table 5 shows the data analysis for metropolitan areas with more than 3 respondents. However, this data may not be representative given the small sample sizes.

Table 5—Average Hourly Contract Rate, by Metropolitan Area in the United States

US Region or Metropolitan Area	Average hourly rate	Number of respondents
California (outside S.F.)	$ 62	8
San Francisco	$ 73	4
New York City	$ 60	6

Gross Income by Primary Role in the United States

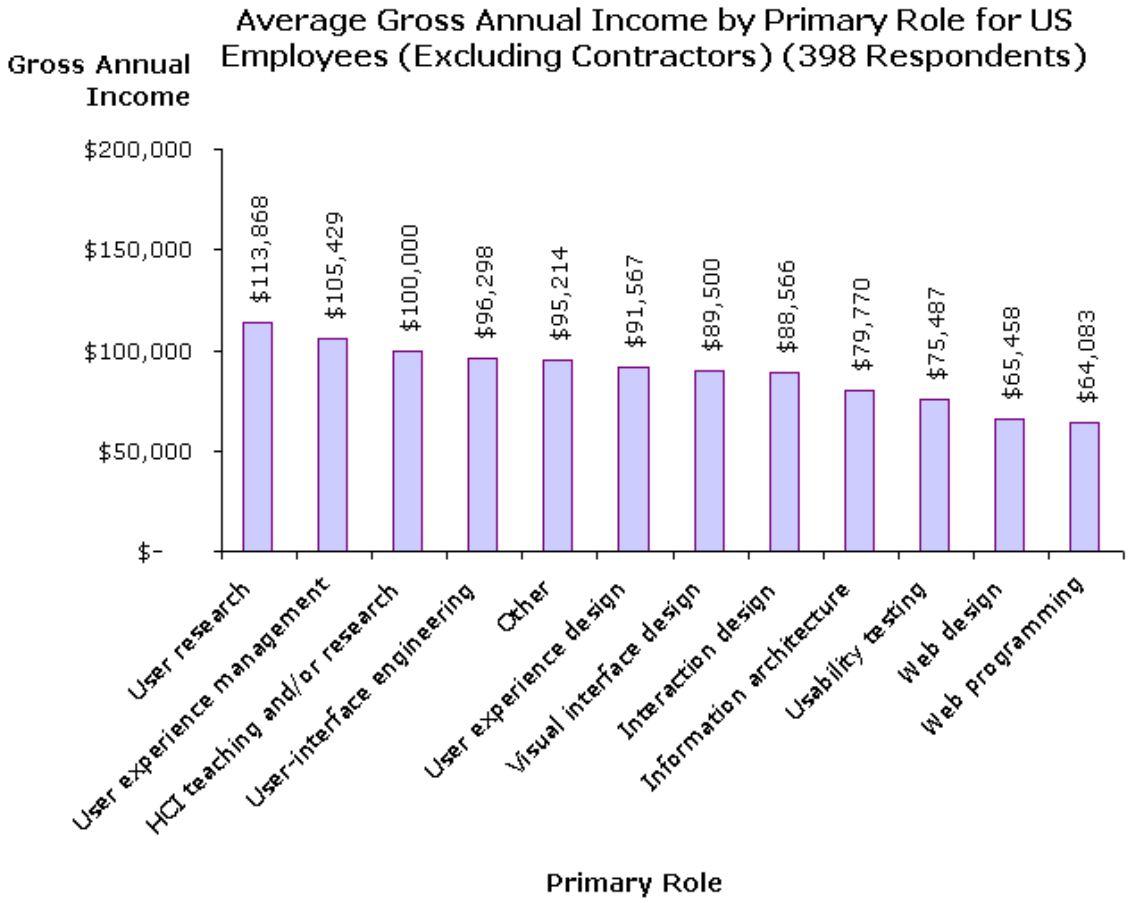
Summary—In the United States, employees specializing in user research earned the highest average gross annual income, followed by those in user experience management, teaching and research, and user interface engineering. Employees specializing in usability testing, Web design, and Web programming earned the lowest average gross annual incomes.

Note—Data on average gross annual income by primary role is available for only the United States. The sample sizes for other countries were insufficient for data analysis.

Table 6—Average Gross Annual Income by Primary Role, for Employees in the United States

Primary Role	Average Gross Annual Income	Number of Respondents
User research	$ 113,868	19
User experience management	$ 105,429	49
HCI teaching and/or research	$ 100,000	2
User interface engineering	$ 96,298	20
Other	$ 95,214	28
User experience design	$ 91,567	96
Visual interface design	$ 89,500	10
Interaction design	$ 88,566	58
Information architecture	$ 79,770	66
Usability testing	$ 75,487	32
Web design	$ 65,458	12
Web programming	$ 64,083	6

Figure 3


Average Gross Annual Income by Primary Role for US Employees (Excluding Contractors) (398 Respondents)
Gross Annual Income
$200,000
$150,000
$100,000
$50,000
$-
$113,868
$105,429
$100,000
$96,298
$95,214
$91,567
$89,500
$88,566
$79,770
$75,487
$65,458
$64,083
User research
User experience management
HCI teaching and/or research
User-interface engineering
Other
User experience design
Visual interface design
Interaction design
Information architecture
Usability testing
Web design
Web programming
Primary Role

Gross Income by Project Type in the United States

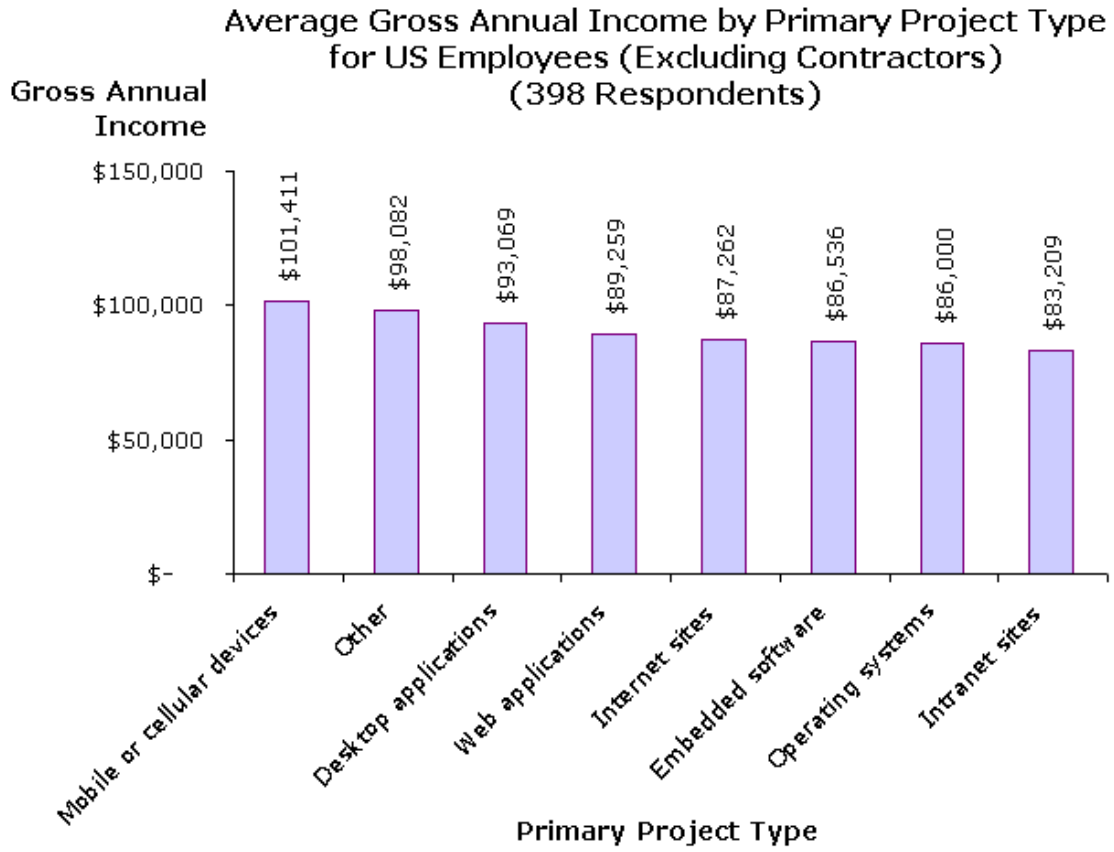
Summary—In the United States, employees working primarily on projects relating to mobile or cellular devices earned the highest average gross annual income, followed by those working on desktop applications and Web applications. Employees working primarily on projects relating to Intranet sites earned the lowest average gross annual income.

Note—Data on average gross annual income by project type is available for only the United States. The sample sizes for other countries were insufficient for data analysis.

Table 7—Average Gross Annual Income by Project Type, for Employees in the United States

Project Type on Which Respondents Primarily Work	Average Gross Annual Income	Number of Respondents
Mobile or cellular devices	$ 101,411	18
Other	$ 98,082	30
Desktop applications	$ 93,069	54
Web applications	$ 89,259	162
Internet sites	$ 87,262	102
Embedded software	$ 86,536	8
Operating systems	$ 86,000	2
Intranet sites	$ 83,209	22

Figure 4


Average Gross Annual Income by Primary Project Type for US Employees (Excluding Contractors) (398 Respondents)
Gross Annual Income
$150,000
$100,000
$50,000
$-
$101,411
$98,082
$93,069
$89,259
$87,262
$86,536
$86,000
$83,209
Mobile or cellular devices
Other
Desktop applications
Web applications
Internet sites
Embedded software
Operating systems
Intranet sites
Primary Project Type

Gross Income by Years of Experience for Employees

Summary—Greater numbers of years of experience for employees in user experience design and usability professions generally correlated with increases in gross annual income. However, once the number of years of experience exceeded 15, this correlation no longer held true. In some cases—particularly in the United Kingdom—people with more than 15 years of experience earned less than people with 10 to 15 years of experience.

Note—The data is broken down by employment type for only the United States and the United Kingdom. The sample sizes for other countries were insufficient for data analysis.

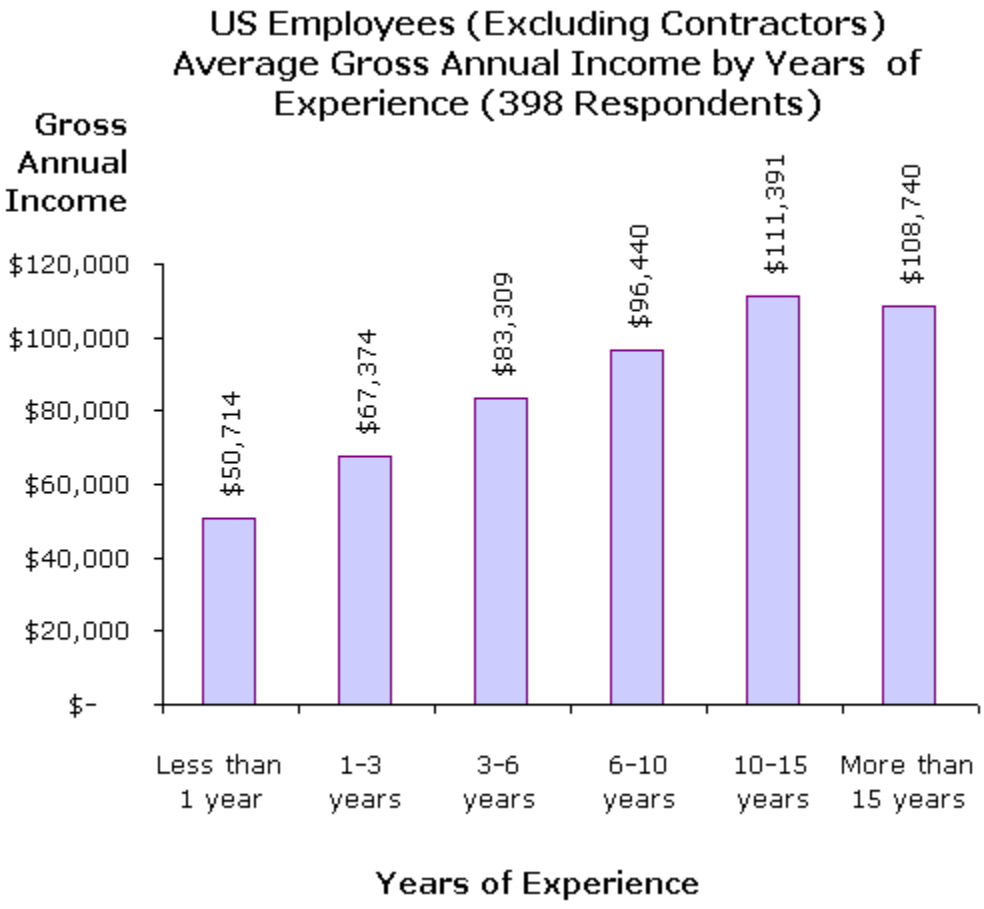
Gross Income by Years of Experience for Employees of All Types in the United States

Summary—In the United States, employees with 10 to 15 years of experience earned the highest average gross annual income, followed by those with more than 15 years of experience.

Table 8—Average Gross Annual Income by Years of Experience, for Employees in the United States (Excluding Contractors)

Years of Experience	Average Gross Annual Income	Number of Respondents
Less than 1 year	$ 50,714	7
1-3 years	$ 67,374	53
3-6 years	$ 83,309	143
6-10 years	$ 96,440	107
10-15 years	$ 111,391	46
More than 15 years	$ 108,740	42

Figure 5


US Employees (Excluding Contractors) Average Gross Annual Income by Years of Experience (398 Respondents)
Gross Annual Income
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$50,714
$67,374
$83,309
$96,440
$111,391
$108,740
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

Gross Income by Years of Experience for Company and Government Employees in the United States

Summary—In the United States, company and government employees with 10 to 15 years of experience earned the highest average gross annual income, followed by those with more than 15 years of experience.

Table 9—Average Gross Annual Income by Years of Experience, for Company & Government Employees in the United States

Years of Experience	Average Gross Annual Income	Number of Respondents
Less than 1 year	$ 53,750	4
1-3 years	$ 70,359	44
3-6 years	$ 82,567	104
6-10 years	$ 95,949	72
10-15 years	$ 113,040	31
More than 15 years	$ 106,704	20

Figure 6


US Company and Government Employees Average Gross Annual Income by Years of Experience (275 Respondents)
Gross Annual Income
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$53,750
$70,359
$82,567
$95,949
$113,040
$106,704
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

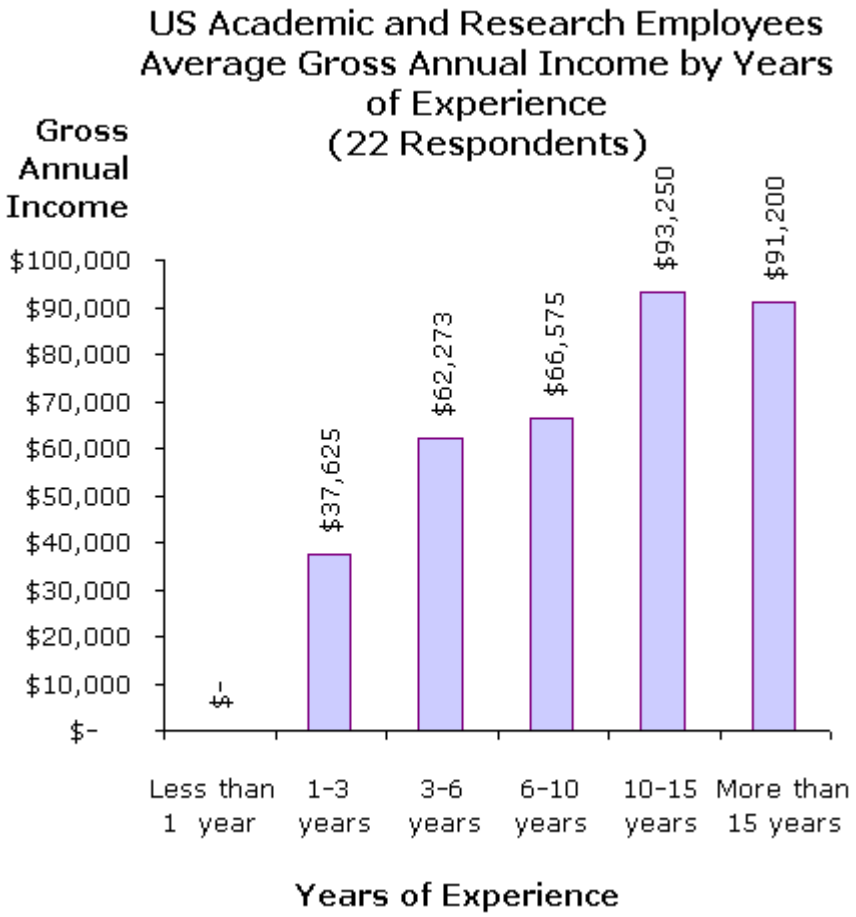
Gross Income by Years of Experience for Academic and Research Employees in the United States

Summary—In the United States, academic and research employees with 10 to 15 years of experience earned the highest average gross annual income, followed by those with more than 15 years of experience. Employees working in academia and research organizations earn considerably less than their counterparts working in corporations.

Table 10—Average Gross Annual Income by Years of Experience, for Academic & Research Employees in the United States

Years of Experience	Average Gross Annual Income	Number of Respondents
Less than 1 year	$ -	0
1-3 years	$ 37,625	4
3-6 years	$ 62,273	6
6-10 years	$ 66,575	4
10-15 years	$ 93,250	3
More than 15 years	$ 91,200	5

Figure 7


US Academic and Research Employees
Average Gross Annual Income by Years of Experience
(22 Respondents)
Gross Annual Income
$100,000
$90,000
$80,000
$70,000
$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$-
$-
$37,625
$62,273
$66,575
$93,250
$91,200
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

Gross Income by Years of Experience for Consultants in the United States

Summary—In the United States, independent consultants with more than 15 years of experience, then those with 3 to 6 years of experience earned by far the highest average gross annual incomes of any user experience design and usability professionals, followed by those with 6 to 10 years of experience, then those with 10 to 15 years of experience.

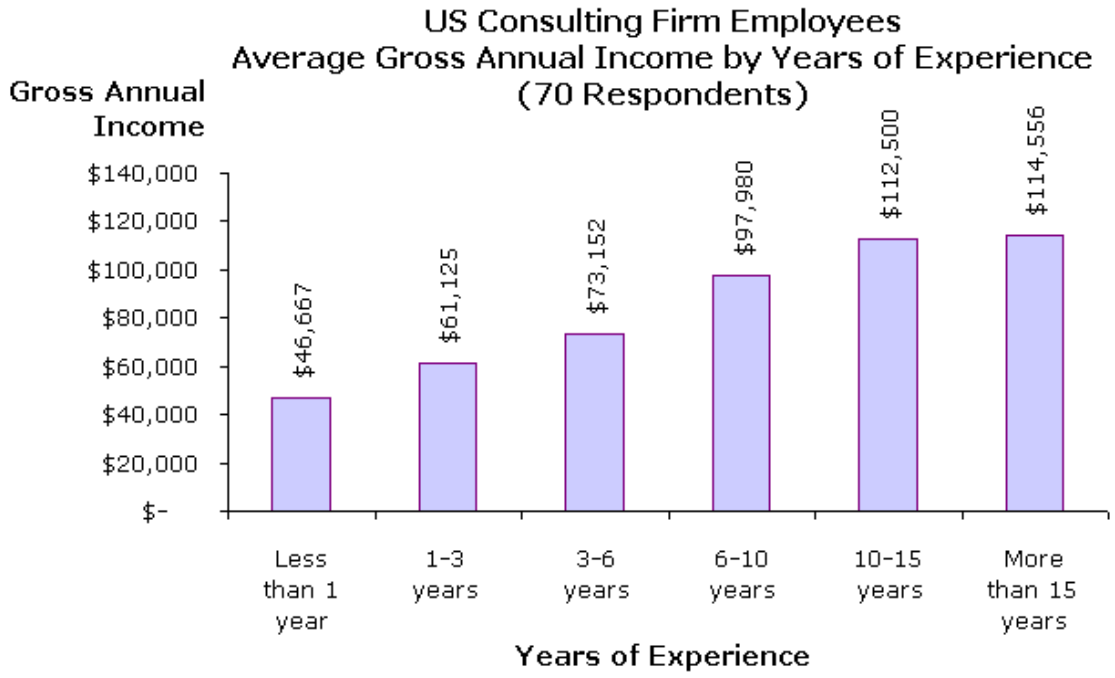
Among employees of consulting firms, those with more than 15 years of experience earned the highest average gross annual income, followed by those with 10 to 15 years of experience.

Note—Results are variable for independent consultants, because gross annual income depends on annual sales.

Table 11—Average Gross Annual Income by Years of Experience, for Consultants in the United States

	Independent Consultants		Employees of Consulting Firms	
Years of Experience	Average Gross Annual Income	Number of Respondents	Average Gross Annual Income	Number of Respondents
Less than 1 year	—	0	$ 46,667	3
1-3 years	$ 80,000	1	$ 61,125	4
3-6 years	$ 127,000	10	$ 73,152	23
6-10 years	$ 115,833	6	$ 97,980	25
10-15 years	$ 110,833	6	$ 112,500	6
More than 15 years	$ 131,571	9	$ 114,556	9

Figure 8


US Consulting Firm Employees
Average Gross Annual Income by Years of Experience
(70 Respondents)
Gross Annual Income
$140,000
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$46,667
$61,125
$73,152
$97,980
$112,500
$114,556
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

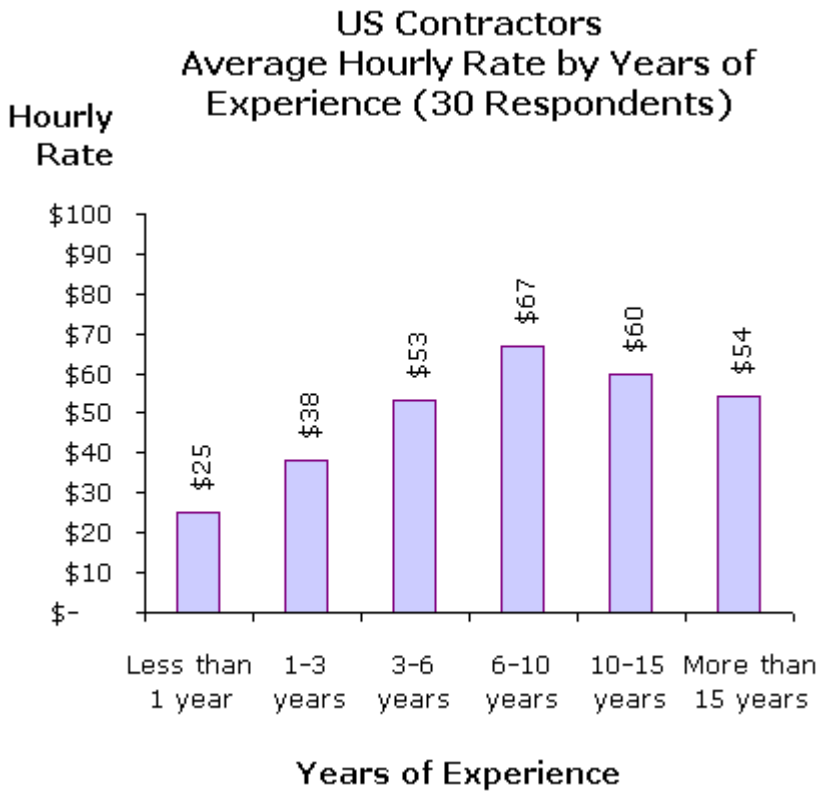
Hourly Rate by Years of Experience for Contractors in the United States

Summary—In the United States, contractors with 6 to 10 years of experience have the highest average hourly rate, followed by those with 10 to 15 years of experience. The average hourly rates for contractors with more than 15 years of experience and those with 3 to 6 years of experience are approximately the same.

Table 12—Average Gross Annual Income by Years of Experience, for Contractors in the United States

Years of Experience	Average Hourly Rate	Number of Respondents
Less than 1 year	$ 25	1
1-3 years	$ 38	6
3-6 years	$ 53	11
6-10 years	$ 67	6
10-15 years	$ 60	3
More than 15 years	$ 54	3

Figure 9


US Contractors
Average Hourly Rate by Years of Experience (30 Respondents)
Hourly Rate
$100
$90
$80
$70
$60
$50
$40
$30
$20
$10
$-
$25
$38
$53
$67
$60
$54
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

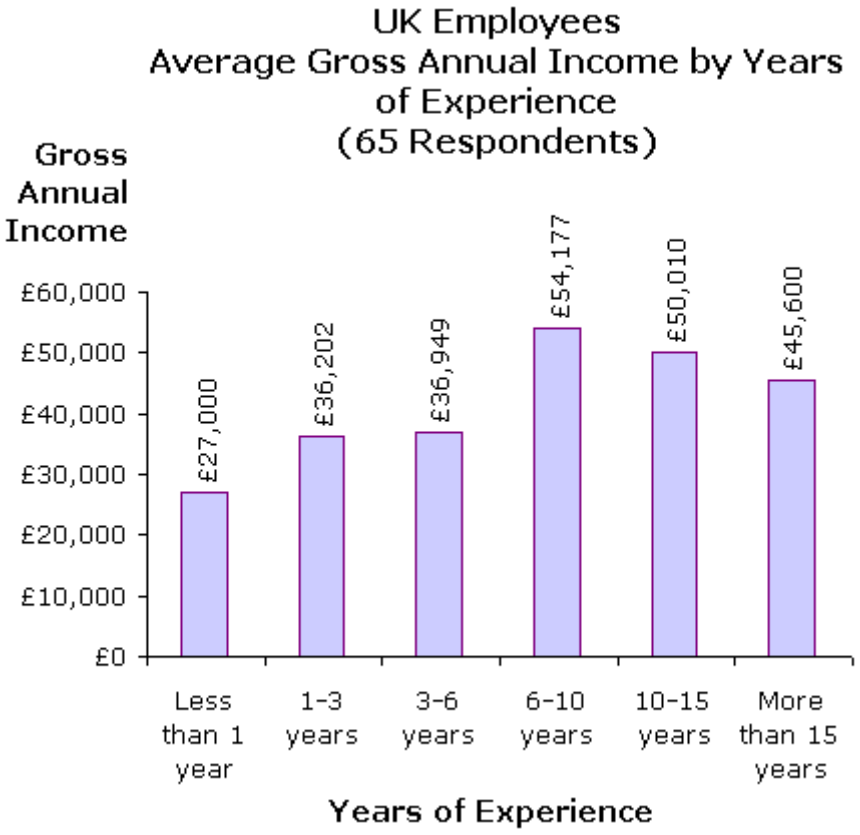
Gross Income by Years of Experience for Employees of All Types in the United Kingdom

Summary—In the United Kingdom, employees with 6 to 10 years of experience earned the highest average gross annual income, followed by those with 10 to 15 years of experience, then those with more than 15 years of experience.

Table 13—Average Gross Annual Income by Years of Experience, for Employees in the United Kingdom

Years of Experience	Average Gross Annual Income	Number of Respondents
Less than 1 year	£27,000	1
1-3 years	£36,202	10
3-6 years	£36,949	26
6-10 years	£54,177	15
10-15 years	£50,010	8
More than 15 years	£45,600	5

Figure 10


UK Employees
Average Gross Annual Income by Years of Experience
(65 Respondents)
Gross Annual Income
£60,000
£50,000
£40,000
£30,000
£20,000
£10,000
£0
£27,000
£36,202
£36,949
£54,177
£50,010
£45,600
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

Gross Income by Years of Experience for Company and Government Employees in the United Kingdom

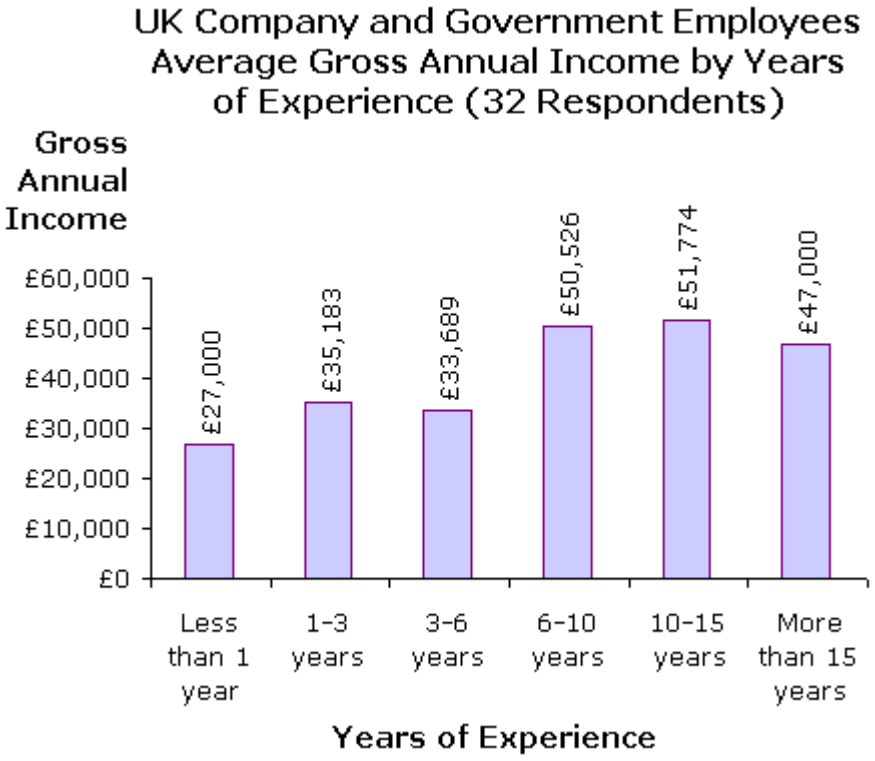
Summary—In the United Kingdom, company and government employees with 10 to 15 years of experience earned the highest average gross annual income, followed by those with 6 to 10 years of experience, then those with more than 15 years of experience.

Note—A sample size of one should not be considered representative.

Table 14—Average Gross Annual Income by Years of Experience, for Company & Government Employees in the United Kingdom

Years of Experience	Average Gross Annual Income	Number of Respondents
Less than 1 year	£27,000	1
1-3 years	£35,183	6
3-6 years	£33,689	15
6-10 years	£50,526	7
10-15 years	£51,774	2
More than 15 years	£47,000	1

Figure 11


UK Company and Government Employees Average Gross Annual Income by Years of Experience (32 Respondents)
Gross Annual Income
£60,000
£50,000
£40,000
£30,000
£20,000
£10,000
£0
£27,000
£35,183
£33,689
£50,526
£51,774
£47,000
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

Gross Income by Years of Experience for Employees of All Types in Australia

Summary—In Australia, employees with 6 to 10 years of experience earned by far the highest average gross annual income.

Note—The sample sizes for Australian employees are too small for the data to be considered representative. Do *not* use this information as a basis for salary negotiations.

Table 15—Average Gross Annual Income by Years of Experience, for Employees in Australia

Years of Experience	Average Gross Annual Income	Number of Respondents
Less than 1 year	$ 60,000	1
1-3 years	$ 62,500	4
3-6 years	$ 56,000	3
6-10 years	$ 112,500	2
10-15 years	—	0
More than 15 years	—	0

Figure 12


Australia Employees
Average Gross Annual Income by Years of Experience
Gross Annual Income
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$60,000
$62,500
$56,000
$112,500
$-
$-
Less than 1 year
1-3 years
3-6 years
6-10 years
10-15 years
More than 15 years
Years of Experience

Gross Income by Years of Experience for Employees of All Types in Canada

Summary—In Canada, employees with more than 15 years of experience earned the highest average gross annual income, followed by those with 10 to 15 years of experience, then those with 6 to 10 years of experience.

Note—The sample sizes for Canadian employees are too small for the data to be considered representative. Do *not* use this information as a basis for salary negotiations.

Table 16—Average Gross Annual Income by Years of Experience, for Employees in Canada

Years of Experience	Average Gross Annual Income	Number of Respondents
Less than 1 year	$ 41,000	1
1-3 years	$ 72,100	5
3-6 years	$ 65,020	7
6-10 years	$ 72,500	5
10-15 years	$ 105,000	2
More than 15 years	$ 110,000	2

Figure 13

Gross Income by Educational Level for Employees

Summary—Most respondents were highly educated, with the majority (88%) having at least a Bachelor's degree; 36%, a Master's degree; and 13%, a Doctorate.

Note—The data is broken down by employment type for only the United States and the United Kingdom. The sample sizes for other countries were insufficient for data analysis.

Gross Income by Educational Level for Employees of All Types in the United States

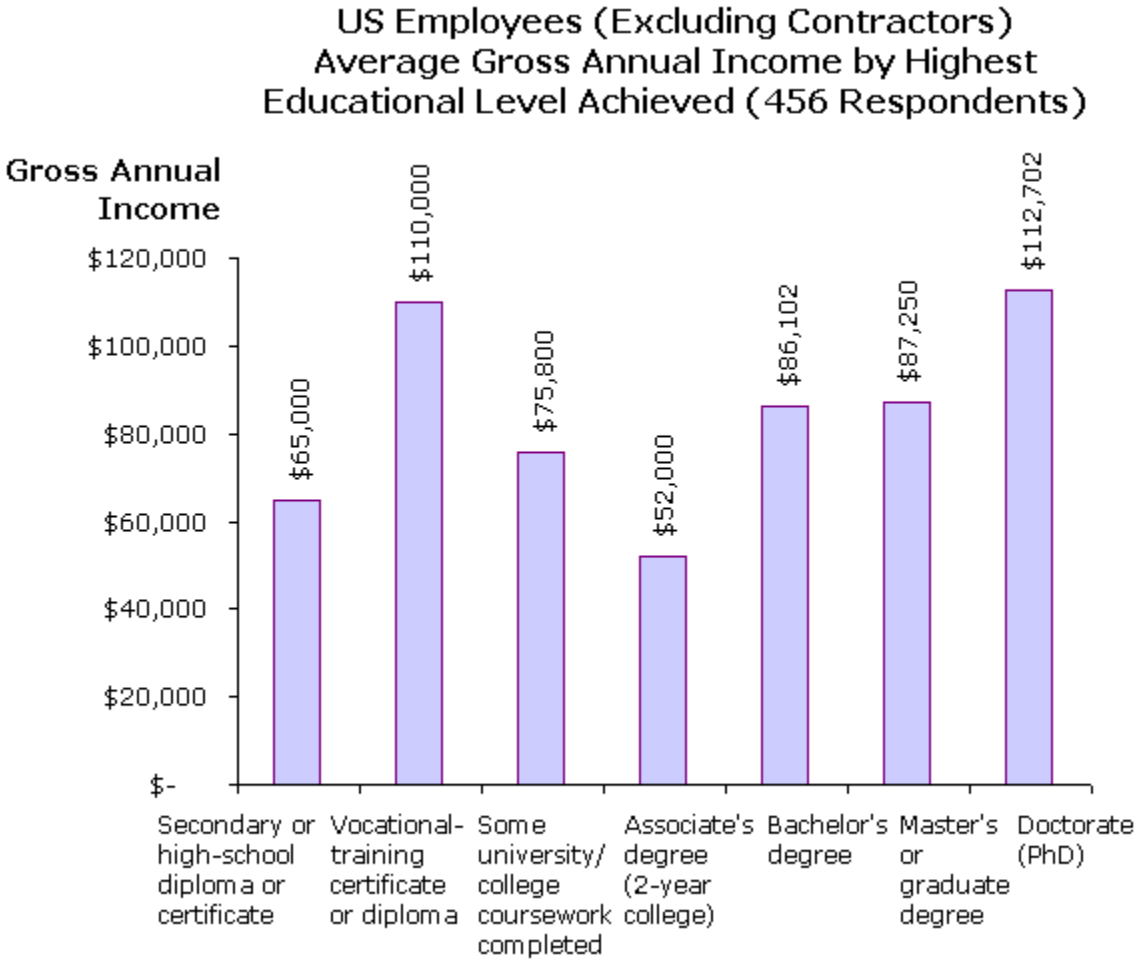
Summary—In the United States, employees with doctorates or vocational-training certificates or diplomas earned the highest average gross annual incomes, followed by those with Master's or Bachelor's degrees.

Note—A sample size of one should not be considered representative. In Table 17, results are not mutually exclusive.

Table 17—Average Gross Annual Income by Educational Level, for Employees in the United States (Excluding Contractors)

Highest Educational Level Achieved	Average Gross Annual Income	Number of Respondents
Secondary or high-school diploma or certificate	$ 65,000	1
Vocational-training certificate or diploma	$ 110,000	1
Some university/college coursework completed	$ 75,800	10
Associate's degree (2-year college)	$ 52,000	1
Bachelor's degree	$ 86,102	143
Master's or graduate degree	$ 87,250	188
Doctorate (PhD)	$ 112,702	112

Figure 14


US Employees (Excluding Contractors)
Average Gross Annual Income by Highest Educational Level Achieved (456 Respondents)
Gross Annual Income
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$65,000
$110,000
$75,800
$52,000
$86,102
$87,250
$112,702
Secondary or high-school diploma or certificate
Vocational-training certificate or diploma
Some university/ college coursework completed
Associate's degree (2-year college)
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)

Gross Income by Educational Level for Company and Government Employees in the United States

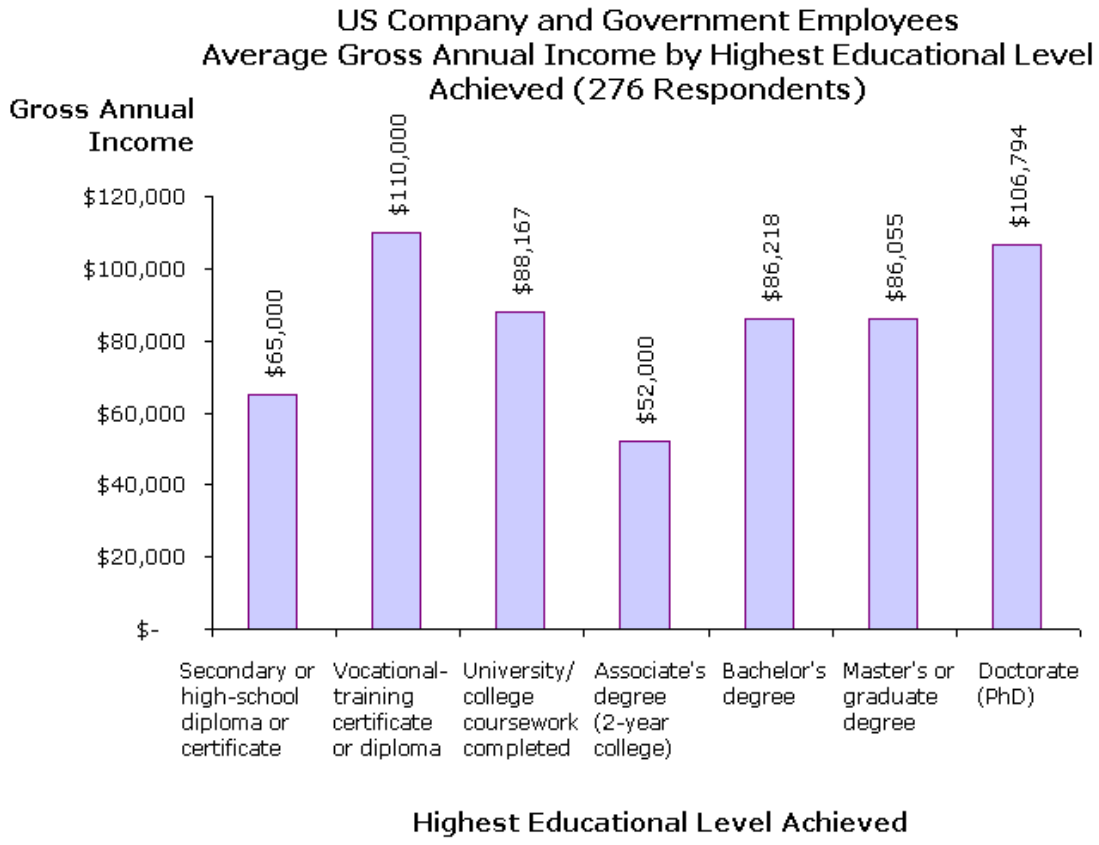
Summary—In the United States, company and government employees with vocational-training certificates or diplomas or doctorates earned the highest average gross annual incomes, followed by those with some university or college coursework completed, then those with Master's or Bachelor's degrees.

Note—A sample size of one should not be considered representative. In Table 18, results are not mutually exclusive.

Table 18—Average Gross Annual Income by Educational Level, for Company & Government Employees in the United States

Highest Educational Level Achieved	Average Gross Annual Income	Number of Respondents
Secondary or high-school diploma or certificate	$ 65,000	1
Vocational-training certificate or diploma	$ 110,000	1
Some university/college coursework completed	$ 88,167	6
Associate's degree (2-year college)	$ 52,000	1
Bachelor's degree	$ 86,218	93
Master's or graduate degree	$ 86,055	138
Doctorate (PhD)	$ 106,794	36

Figure 15


US Company and Government Employees
Average Gross Annual Income by Highest Educational Level Achieved (276 Respondents)
Gross Annual Income
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$65,000
$110,000
$88,167
$52,000
$86,218
$86,055
$106,794
Secondary or high-school diploma or certificate
Vocational-training certificate or diploma
University/ college coursework completed
Associate's degree (2-year college)
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Gross Income by Educational Level for Academic and Research Employees in the United States

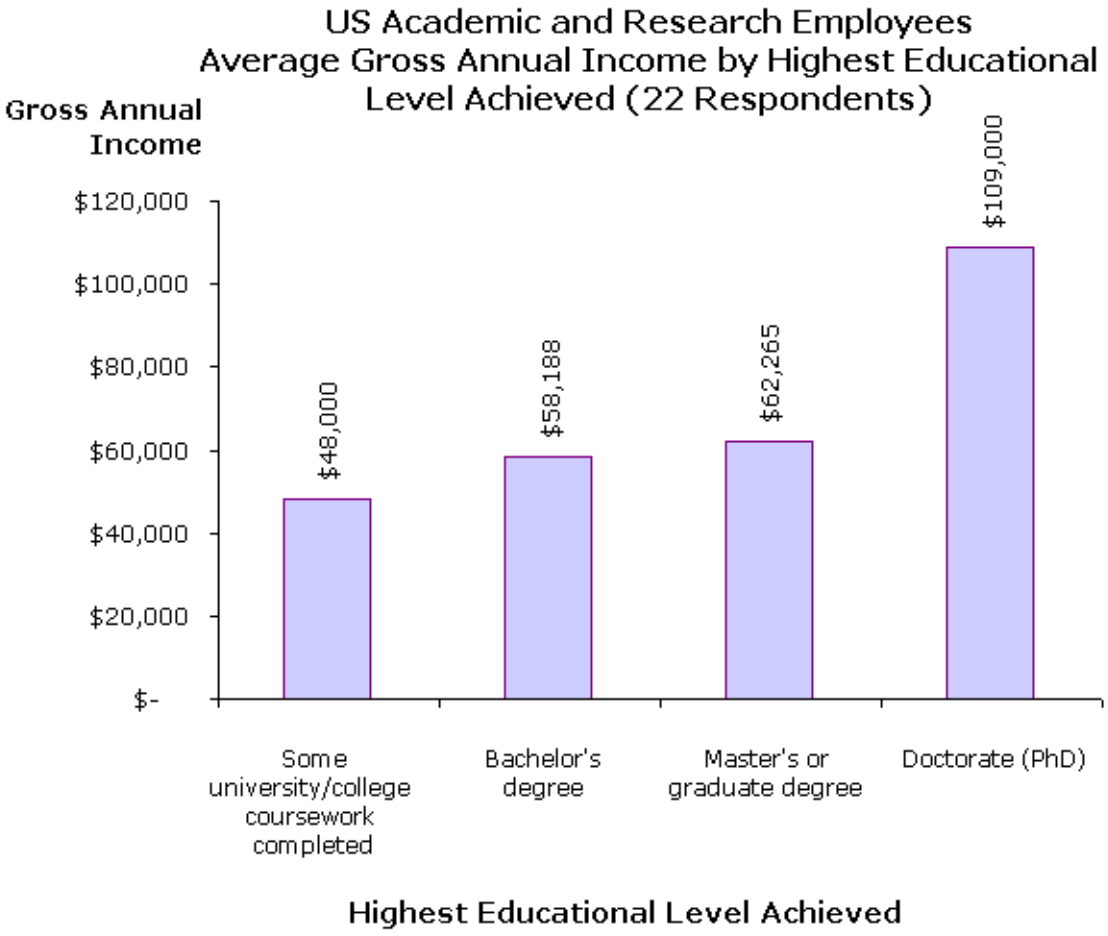
Summary—In the United States, academic and research employees with doctorates earned by far the highest average gross annual income.

Note—A sample size of one should not be considered representative. Sample sizes were insufficient to provide any data on average gross income according to certain educational levels for academic and research employees in the United States. There was no data for contractors with secondary or high-school diplomas or certificates, vocational-training certificates or diplomas, or Associate's degrees. In Table 19, results are not mutually exclusive.

Table 19—Average Gross Annual Income by Educational Level, for Academic & Research Employees in the United States

Highest Educational Level Achieved	Average Gross Annual Income	Number of Respondents
Some university/college coursework completed	$ 48,000	1
Bachelor's degree	$ 58,188	4
Master's or graduate degree	$ 62,265	13
Doctorate (PhD)	$ 109,000	4

Figure 16


US Academic and Research Employees
Average Gross Annual Income by Highest Educational Level Achieved (22 Respondents)
Gross Annual Income
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$48,000
$58,188
$62,265
$109,000
Some university/college coursework completed
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Gross Income by Educational Level for Consultants in the United States

Summary—In the United States, independent consultants with doctorates earned by far the highest average gross annual income, followed by those with Master's or other graduate degrees.

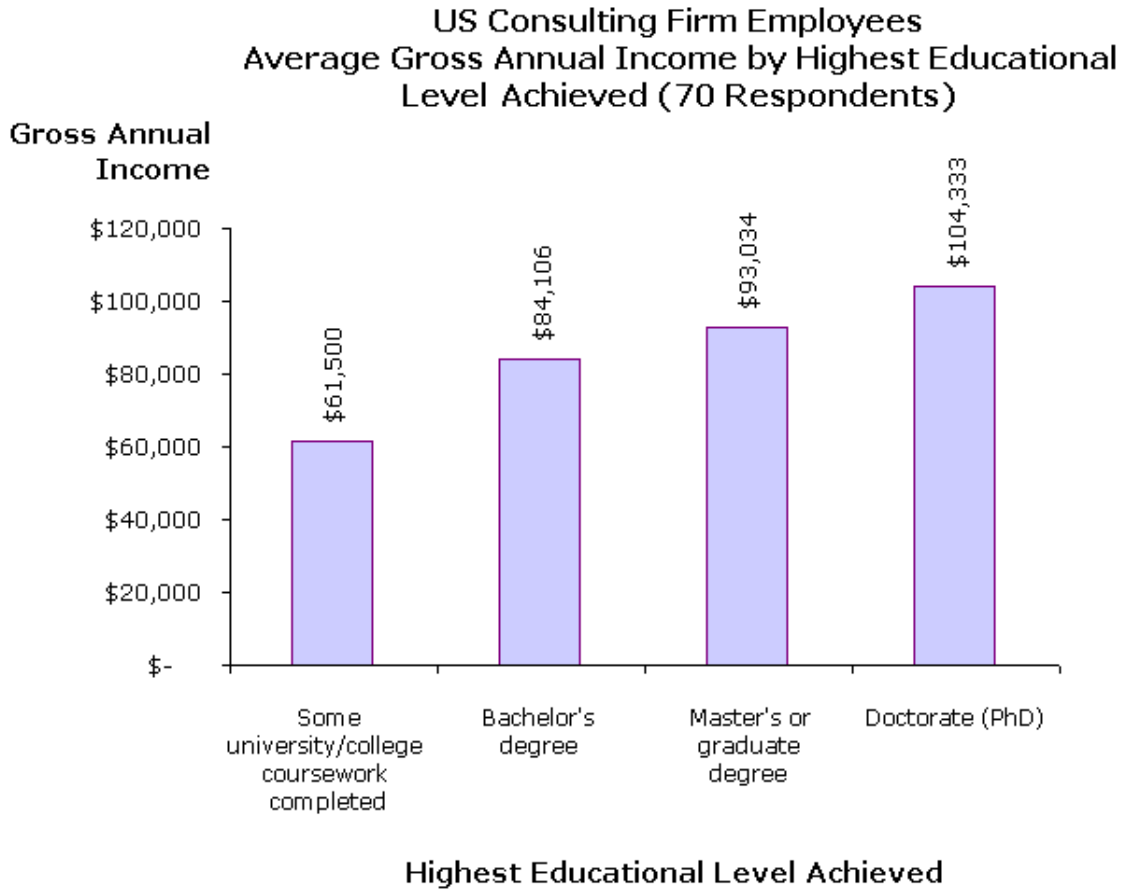
Among employees of consulting firms, those with doctorates earned the highest average gross annual income, followed by those with Master's or other graduate degrees.

Note—Results are variable for independent consultants, because gross annual income depends on annual sales. In Table 20, results are not mutually exclusive.

Table 20—Average Gross Annual Income by Educational Level, for Consultants in the United States

	Independent Consultants		Employees of Consulting Firms	
Highest Educational Level Achieved	**Average Gross Annual Income**	**Number of Respondents**	**Average Gross Annual Income**	**Number of Respondents**
Some university/college coursework completed	$ 58,000	1	$ 61,500	2
Bachelor's degree	$ 92,214	14	$ 84,106	33
Master's or graduate degree	$ 127,500	8	$ 93,034	29
Doctorate (PhD)	$ 143,556	9	$ 104,333	6

Figure 17


US Consulting Firm Employees
Average Gross Annual Income by Highest Educational Level Achieved (70 Respondents)
Gross Annual Income
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$61,500
$84,106
$93,034
$104,333
Some university/college coursework completed
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Hourly Rate by Educational Level for Contractors in the United States

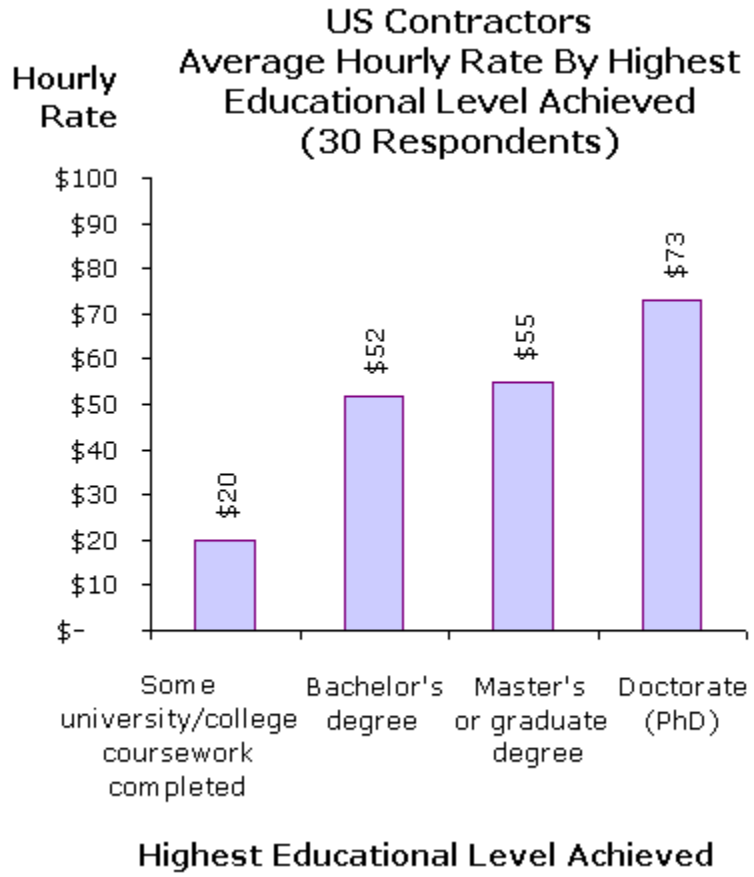
Summary—In the United States, contractors with 6 to 10 years of experience have the highest average hourly rate, followed by those with 10 to 15 years of experience. The average hourly rates for contractors with more than 15 years of experience and those with 3 to 6 years of experience are approximately the same.

Note—A sample size of one should not be considered representative. Sample sizes were insufficient to provide any data on hourly contract rates according to certain educational levels for contractors in the United States. There was no data for contractors with secondary or high-school diplomas or certificates, vocational-training certificates or diplomas, or Associate's degrees. In Table 21, results are not mutually exclusive.

Table 21—Average Hourly Rate by Educational Level, for Contractors in the United States

Highest Educational Level Achieved	Average Hourly Rate	Number of Respondents
Some university/college coursework completed	$ 20	1
Bachelor's degree	$ 52	14
Master's or graduate degree	$ 55	14
Doctorate (PhD)	$ 73	1

Figure 18


US Contractors
Average Hourly Rate By Highest Educational Level Achieved
(30 Respondents)
Hourly Rate
$100
$90
$80
$70
$60
$50
$40
$30
$20
$10
$-
$20
$52
$55
$73
Some university/college coursework completed
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Gross Income by Educational Level for Employees of All Types in the United Kingdom

Summary—In the United Kingdom, employees with vocational-training certificates or diplomas or Bachelor's degrees earned the highest average gross annual incomes, followed by those with doctorates.

Note—A sample size of one should not be considered representative. Sample sizes were insufficient to provide any data on average gross income according to certain educational levels for employees in the United Kingdom. There was no data for employees with some university or college coursework completed or Associate's degrees. In Table 22, results are not mutually exclusive.

Table 22—Average Gross Annual Income by Educational Level, for Employees in the United Kingdom

Highest Educational Level Achieved	Average Gross Annual Income	Number of Respondents
Secondary or high-school diploma or certificate	£25,898	2
Vocational-training certificate or diploma	£47,000	1
Bachelor's degree	£47,211	20
Master's or graduate degree	£40,709	32
Doctorate (PhD)	£44,472	10

Figure 19


UK Employees
Average Gross Annual Income by Highest Educational Level Achieved
(65 Respondents)
Gross Annual Income
£50,000
£40,000
£30,000
£20,000
£10,000
£0
£25,898
£47,000
£47,211
£40,709
£44,472
Secondary or high-school diploma or certificate
Vocational-training certificate or diploma
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Gross Income by Educational Level for Company and Government Employees in the United Kingdom

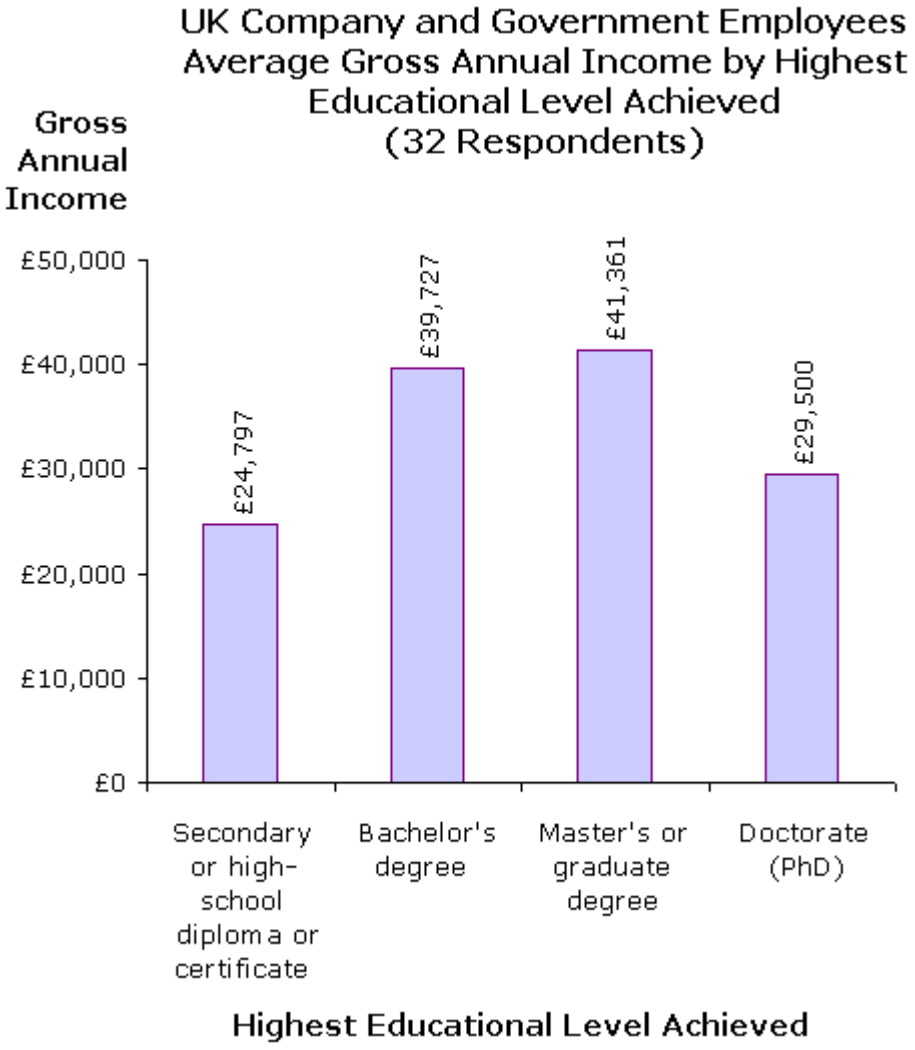
Summary—In the United Kingdom, employees with Master's or Bachelor's degrees earned the highest average gross annual incomes.

Note—A sample size of two should not be considered representative. Sample sizes were insufficient to provide any data on average gross income according to certain educational levels for employees in the United Kingdom. There was no data for employees with vocational-training certificates or diplomas, some university or college coursework completed, or Associate's degrees. In Table 23, results are not mutually exclusive.

Table 23—Average Gross Annual Income by Educational Level, for Company & Government Employees in the United Kingdom

Highest Educational Level Achieved	Average Gross Annual Income	Number of Respondents
Secondary or high-school diploma or certificate	£24,797	2
Bachelor's degree	£39,727	13
Master's or graduate degree	£41,361	15
Doctorate (PhD)	£29,500	2

Figure 20


UK Company and Government Employees
Average Gross Annual Income by Highest
Educational Level Achieved
(32 Respondents)
Gross Annual Income
£50,000
£40,000
£30,000
£20,000
£10,000
£0
£24,797
£39,727
£41,361
£29,500
Secondary or high-school diploma or certificate
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Gross Income by Educational Level for Employees of All Types in Australia

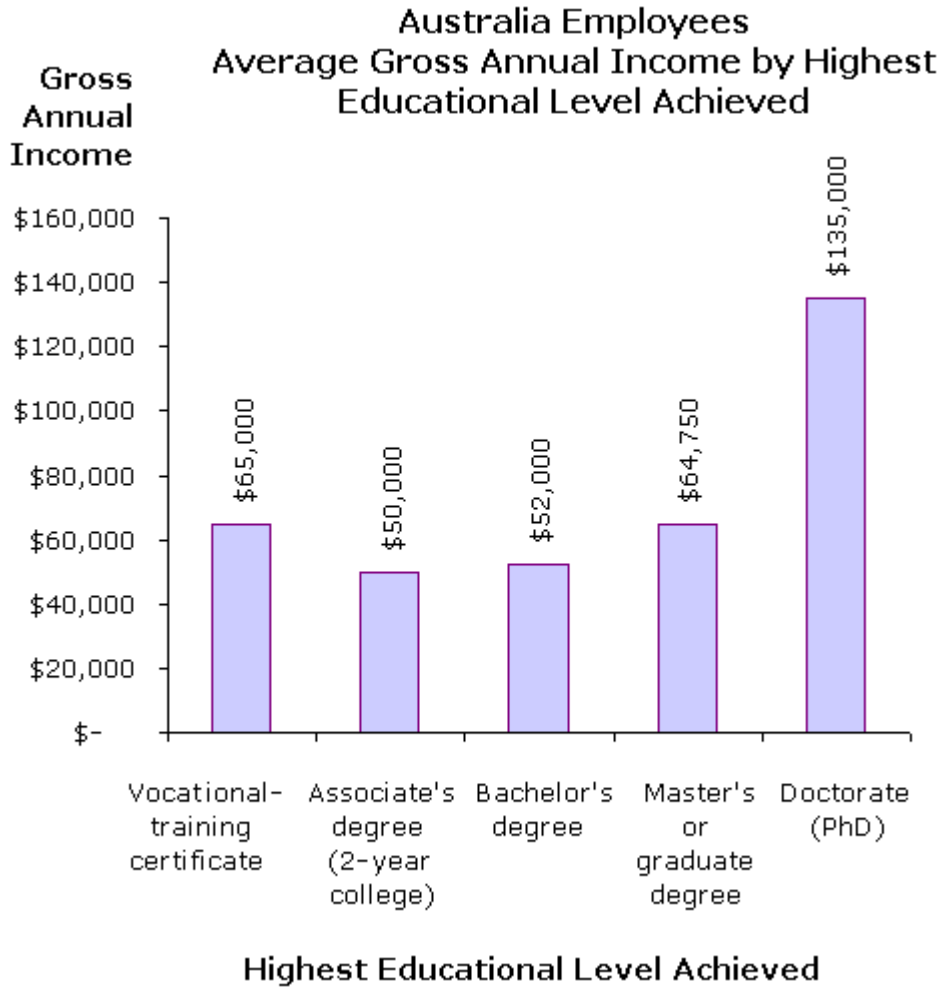
Summary—In Australia, employees with doctorates earned by far the highest average gross annual income.

Note—The sample sizes for Australian employees are too small for the data to be considered representative. Do *not* use this information as a basis for salary negotiations. In Table 24, results are not mutually exclusive.

Table 24—Average Gross Annual Income by Educational Level, for Employees in Australia

Highest Educational Level Achieved	Average Gross Annual Income	Number of Respondents
Vocational-training certificate or diploma	$ 65,000	1
Associate's degree (2-year college)	$ 50,000	1
Bachelor's degree	$ 52,000	2
Master's or graduate degree	$ 64,750	4
Doctorate (PhD)	$ 135,000	2

Figure 21


Australia Employees
Average Gross Annual Income by Highest Educational Level Achieved
Gross Annual Income
$160,000
$140,000
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
$-
$65,000
$50,000
$52,000
$64,750
$135,000
Vocational-training certificate
Associate's degree (2-year college)
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Gross Income by Educational Level for Employees of All Types in Canada

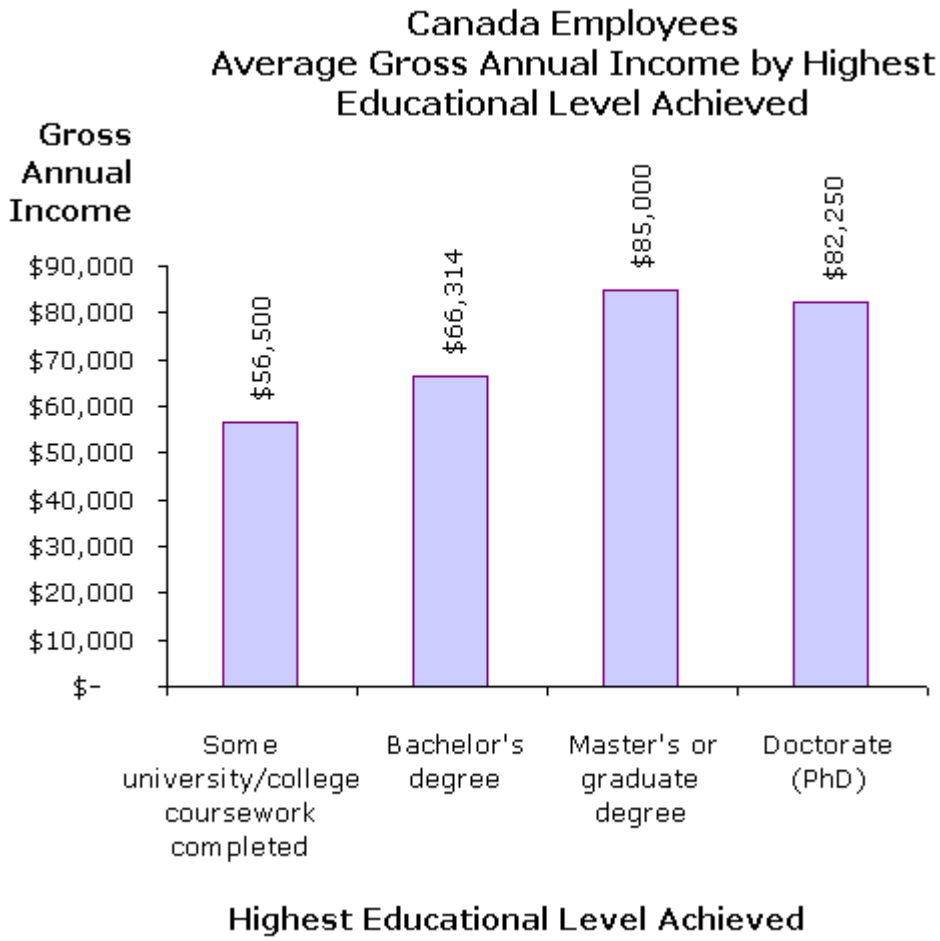
Summary—In Canada, employees with Master's or other graduate degrees or doctorates earned the highest average gross annual incomes.

Note—The sample sizes for Canadian employees are too small for the data to be considered representative. Do *not* use this information as a basis for salary negotiations. In Table 25, results are not mutually exclusive.

Table 25—Average Gross Annual Income by Educational Level, for Employees in Canada

Highest Educational Level Achieved	Average Gross Annual Income	Number of Respondents
Some university/college coursework completed	$ 56,500	1
Bachelor's degree	$ 66,314	10
Master's or graduate degree	$ 85,000	9
Doctorate (PhD)	$ 82,250	2

Figure 22


Canada Employees
Average Gross Annual Income by Highest Educational Level Achieved
Gross Annual Income
$90,000
$80,000
$70,000
$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$-
$56,500
$66,314
$85,000
$82,250
Some university/college coursework completed
Bachelor's degree
Master's or graduate degree
Doctorate (PhD)
Highest Educational Level Achieved

Employment Type by Gender

Summary—Globally, more men (55%) than women (45%) work in user experience design and usability professions. Approximately two-thirds of independent consultants, employees of consulting firms, and contractors are men. Among company, government, academic, and research employees, the numbers of men and women are approximately equal.

Table 26—Global Employment Type by Gender

	Number of Respondents		
Employment Type	**Male**	**Female**	**Total**
Independent consultants	64	42	106
Consulting firm employees	99	65	164
Company and government employees	175	174	349
Academics and researchers	19	18	37
Contractors	29	18	47
Total	**386**	**317**	**703**
Percentage	**55%**	**45%**	**100%**

Gross Income by Country and Gender

Summary—The average gross annual income of men was 11% higher than that of women in the United States; 33% higher, in the United Kingdom; 13% higher, in Canada; and 39% higher, in Australia.

Note—The data is broken down for only the United States, the United Kingdom, and Canada. The sample sizes for other countries were insufficient for data analysis. *Percentage difference* indicates the average percentage that men earn above what women earn.

Table 27—Average Gross Annual Income by Country & Gender

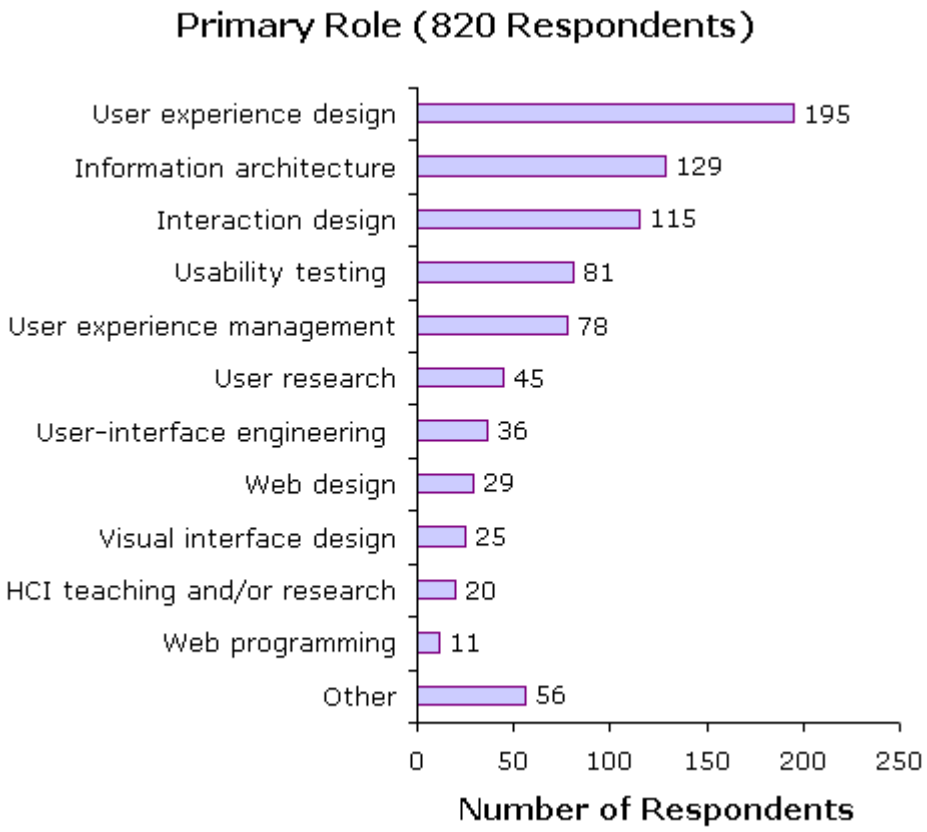
Country	Male	Female	Percentage Difference
United States			
Number of respondents	198	201	
Average gross salary (US Dollars)	$ 94,515	$ 85,498	11%
United Kingdom			
Number of respondents	39	26	
Average gross salary (GB Pounds)	£47,711	£35,757	33%
Canada			
Number of respondents	11	11	
Average gross salary (Can. Dollars)	$ 79,609	$ 70,313	13%
Australia			
Number of respondents	6	4	
Average gross salary (Aus. Dollars)	$ 79,167	$ 57,000	39%

Primary Roles

Summary—Globally, the most prevalent primary roles were user experience design, information architecture, and interaction design.

Note—Respondents were allowed to select only one response.

Figure 23



Other Primary Roles

Of those respondents who specified other primary roles, three specified user-centered design; two, user interface design. Quite a few respondents selected 'Other,' presumably because they viewed their focus as being equally divided between two or three different roles.

Additional Roles

Summary—Globally, approximately 50% or more of respondents indicated that their jobs also encompassed one or more of the following additional roles:

- interaction or user interface design
- usability evaluation through expert review or heuristic evaluation
- user experience design
- information architecture
- usability testing
- user research
- user experience design management

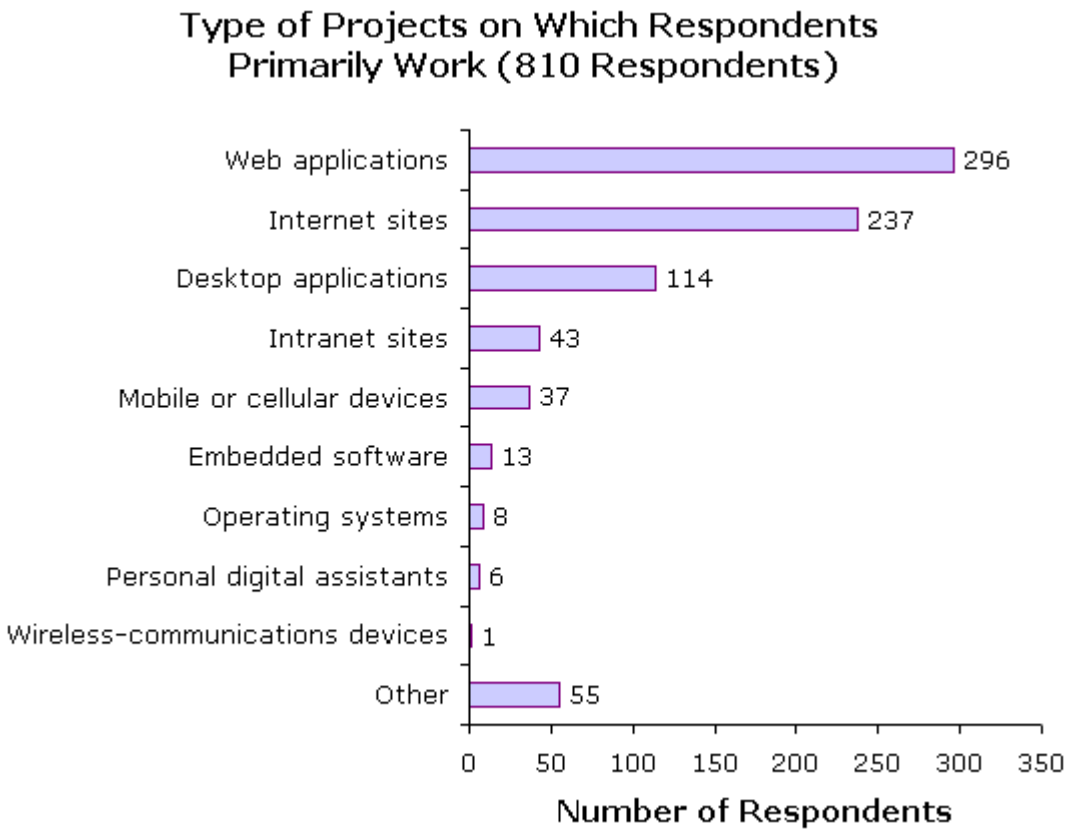
Figure 24

Project Focus

Summary—Globally, the most common types of projects on which respondents worked were Web applications, followed by Internet sites, then desktop applications.

Note—Respondents were allowed to select only one response.

Figure 25

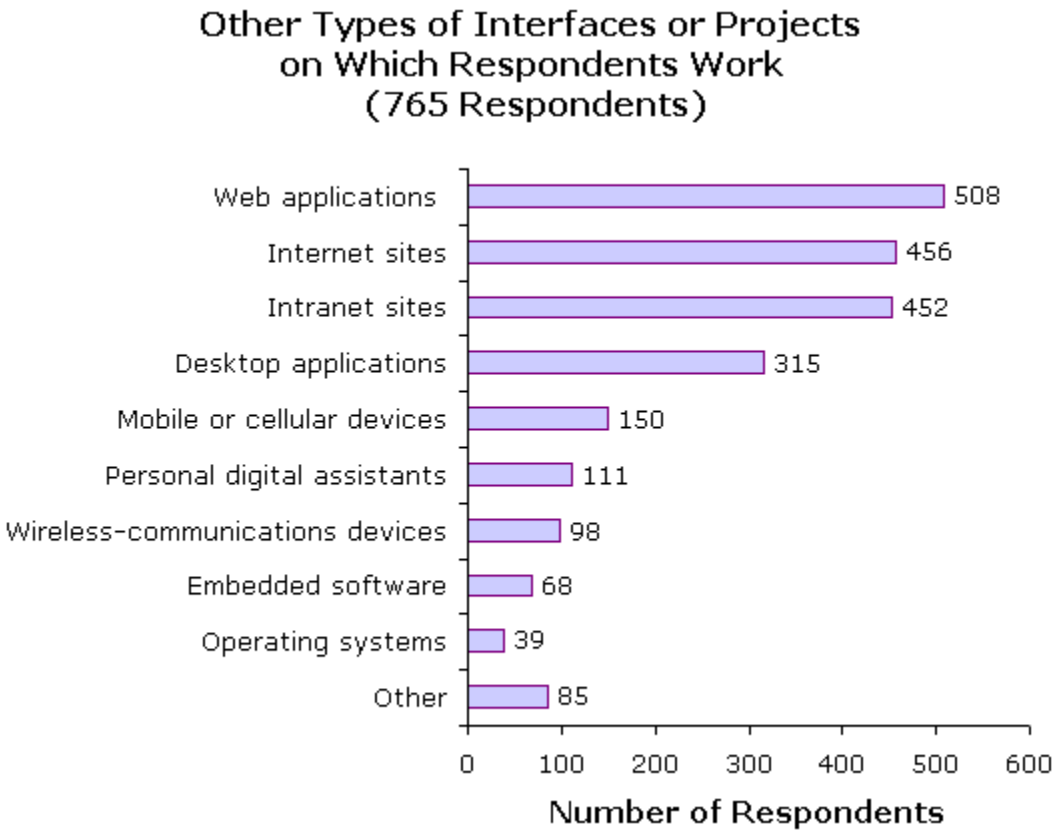


Additional Project Types

Summary—Globally, approximately 50% or more of respondents indicated that their jobs also encompassed one or more of the following additional types of projects:

- Web applications
- Internet sites
- desktop applications

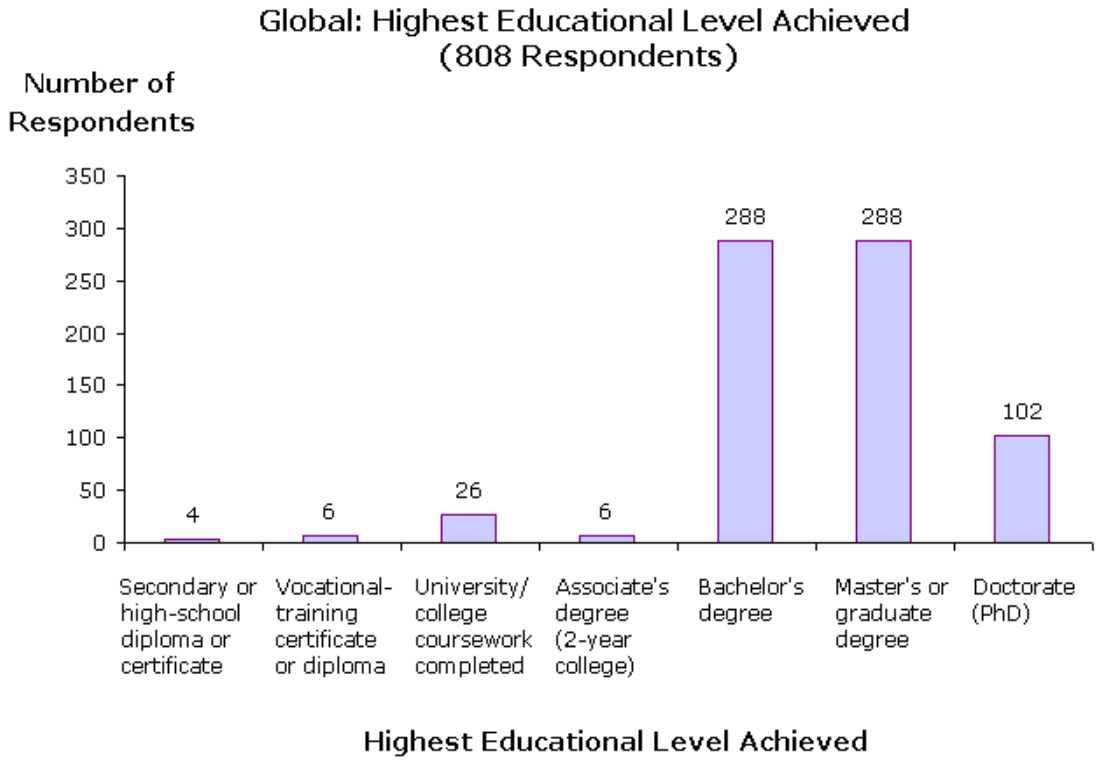
Figure 26



Highest Educational Level Achieved

Summary—Globally, most respondents were highly educated, with the majority (88%) having at least a Bachelor's degree; 36%, a Master's degree; and 13%, a Doctorate. Most respondents' degrees were in fields related to user experience design or usability.

Figure 27



Years of Experience Working in User Experience Design or Usability

Summary—Globally, 81% of all respondents had been working in user experience design or usability for more than 3 years; 45%, for 6 or more years. About one-third of all respondents had been working in user experience design or usability for 3 to 6 years; about a quarter, for 6 to 10 years.

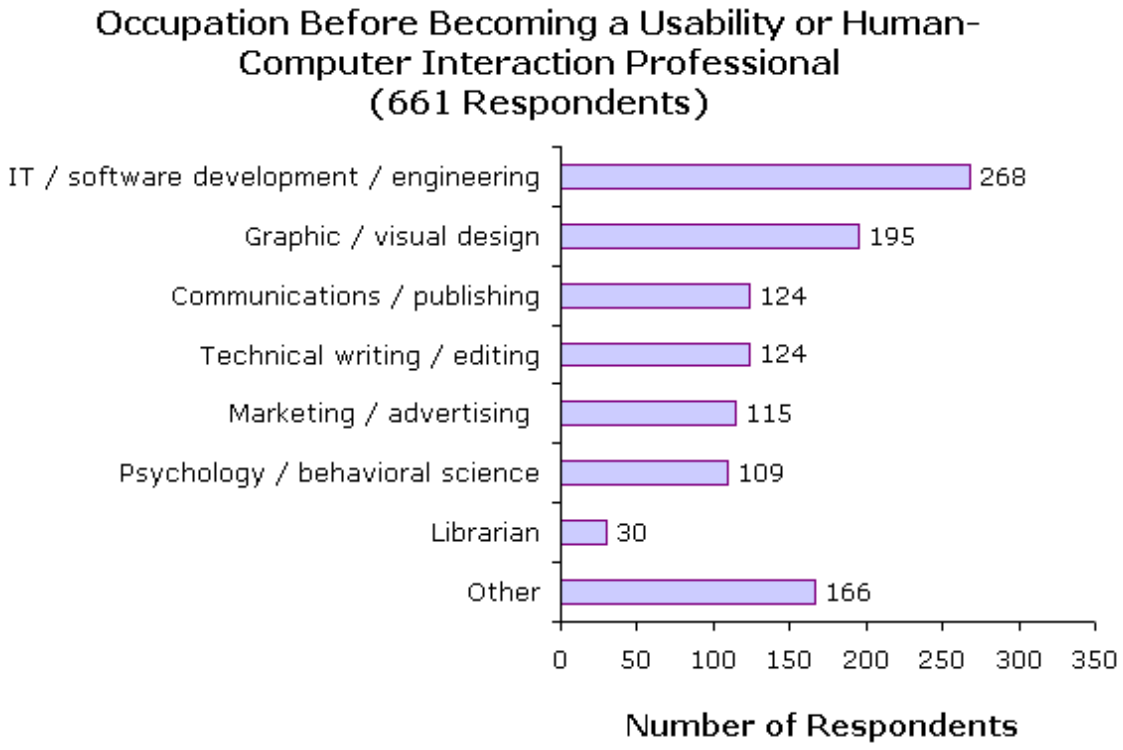
Figure 28

Former Occupation

Summary—Globally, the most common professions in which user experience design and usability professionals have previously worked included

- IT / software development / engineering (40%)
- graphic / visual design (30%)
- technical writing / editing (19%)
- graphic / visual design (30%)
- technical writing / editing (19%)
- communications / publishing (19%)
- marketing / advertising (17%)
- psychology / behavioral science (16%)
- library science (5%)

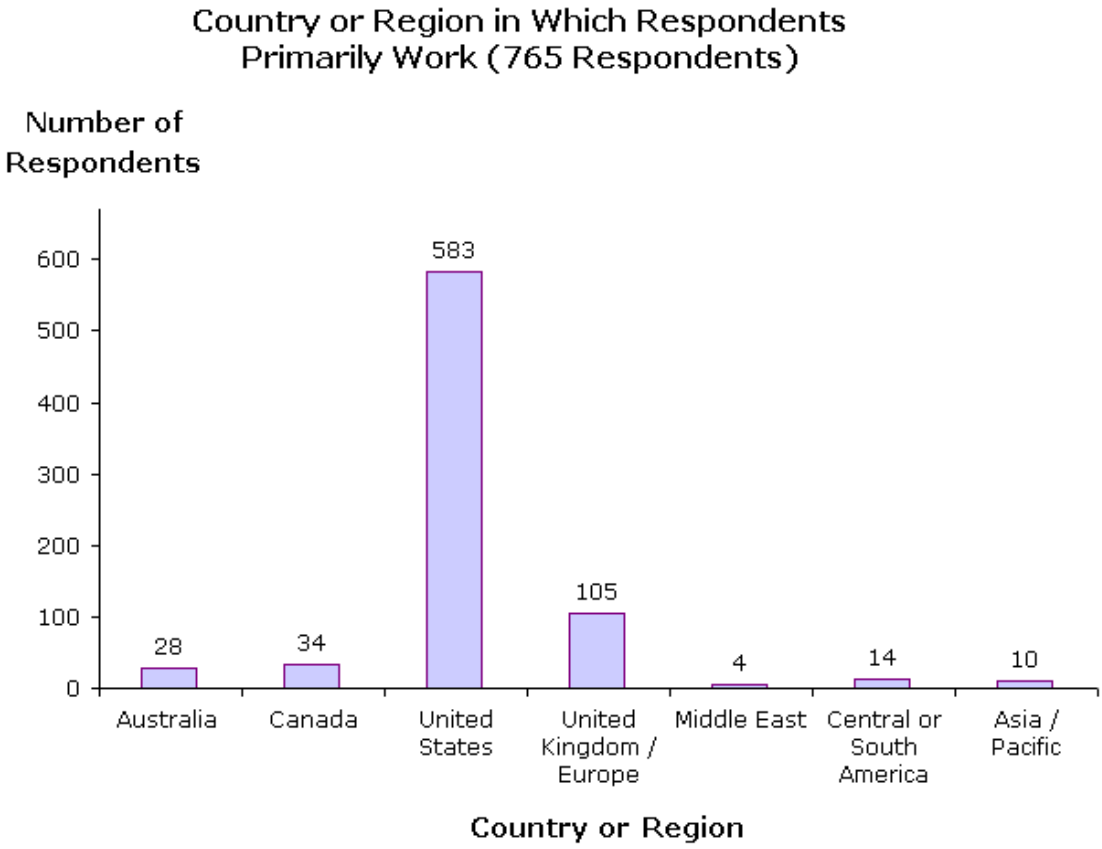
Figure 29



Country or Region in Which Respondents Primarily Work

Summary—The great majority of respondents (76%) work primarily in the United States. About 14% of respondents work primarily in the United Kingdom or Europe.

Figure 30



Appendix: Methodology

We conducted the survey, using an online survey service, from March 4 through April 2, 2004. We publicized the survey by notifying the members of several international mailing lists for user experience design and usability professionals, including

- BayCHI Announcements
- CHI-Announcements
- CHI-Consultants
- CHI-IDI
- CHI-Resources
- CHI-WEB
- Experience Design Yahoo Group
- SIGIA
- an International usability testing list
- Brisbane CHISIG

Tania Lang exported the survey results as csv files, then analyzed the data using Microsoft Excel. She cleansed the data prior to analysis by either removing data that respondents entered incorrectly or, if a respondent's intent was clear, correcting it—for example, converting text-based data such as '$80,000' to numerical data such as '80000'. She assumed a few respondents provided their daily rates—for example, $1400—which she converted to hourly rates by dividing by 8 hours, an average working day. For certain questions, she excluded data from a few respondents who did not provide salary information or appeared to be either students or casual workers with extremely low salaries.

The total number of responses for each question varied significantly, because only some questions were mandatory and some respondents chose not to answer certain questions. The responses of all respondents were anonymous.