

2014 UXPA Salary Survey

November 2014



Summary

- 1355 Total Responses from 58 Countries
- Salary Data converted to US Dollars
- Median Salary decreased 2% (in constant US Dollars) to \$92,500
- Median US Salary spreads between \$125,000 to \$90,000 depending on region
 - Northern California = \$125,000
 - Midwest = \$90,000
- No significant difference overall between Gender [\$94,100 Men - \$92,00 Women]
 - Women 45 or younger make equal to or more than men
 - Men over 45 make more than women
- Ph.D.s represent 7%, Masters 53%, Bachelors 33%
- Ph.D.s Median Salary is \$125,000 vs. Masters Salary of \$95,000

The Respondents

Global

We received responses from people in 50 countries. Data was collected between March and April 2014. The majority of respondents were from the United States (900), The United Kingdom (170), Canada (45), Australia (26), India (22), and Germany (18).

| US Region | Count | % |
|----------------|-------|-------|
| United States | 900 | 66.4% |
| United Kingdom | 170 | 12.5% |
| Canada | 45 | 3.3% |
| Australia | 26 | 1.9% |
| India | 22 | 1.6% |
| Germany | 18 | 1.3% |
| Spain | 15 | 1.1% |
| Netherlands | 14 | 1.0% |
| Argentina | 13 | 1.0% |
| Singapore | 12 | 0.9% |

Numbers are for respondents who provided a valid salary

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| United States | 900 | 66.4% |
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| Spain | 15 | 1.1% |
| Netherlands | 14 | 1.0% |
| Argentina | 13 | 1.0% |
| Singapore | 12 | 0.9% |
| Mexico | 8 | 0.6% |
| France | 8 | 0.6% |
| Brazil | 8 | 0.6% |
| Sweden | 7 | 0.5% |
| Japan | 6 | 0.4% |
| Chile | 6 | 0.4% |
| Switzerland | 5 | 0.4% |
| Finland | 5 | 0.4% |
| Czech Republic | 5 | 0.4% |
| South Africa | 4 | 0.3% |
| New Zealand | 4 | 0.3% |
| China | 4 | 0.3% |
| Portugal | 3 | 0.2% |
| Peru | 3 | 0.2% |
| Norway | 3 | 0.2% |

| Country | Responses | % |
|----------------------|-----------|------|
| Italy | 3 | 0.2% |
| Israel | 3 | 0.2% |
| Ireland | 3 | 0.2% |
| Denmark | 3 | 0.2% |
| United Arab Emirates | 2 | 0.1% |
| Russian Federation | 2 | 0.1% |
| Romania | 2 | 0.1% |
| Poland | 2 | 0.1% |
| Philippines | 2 | 0.1% |
| Pakistan | 2 | 0.1% |
| Malaysia | 2 | 0.1% |
| Korea, | 2 | 0.1% |
| Ukraine | 1 | 0.1% |
| Turkey | 1 | 0.1% |
| Taiwan, | 1 | 0.1% |
| Luxembourg | 1 | 0.1% |
| Indonesia | 1 | 0.1% |
| Iceland | 1 | 0.1% |
| Hungary | 1 | 0.1% |
| Hong Kong | 1 | 0.1% |
| Estonia | 1 | 0.1% |
| Egypt | 1 | 0.1% |
| Bangladesh | 1 | 0.1% |
| Bahamas | 1 | 0.1% |
| Austria | 1 | 0.1% |

Numbers are for respondents who provided a valid salary

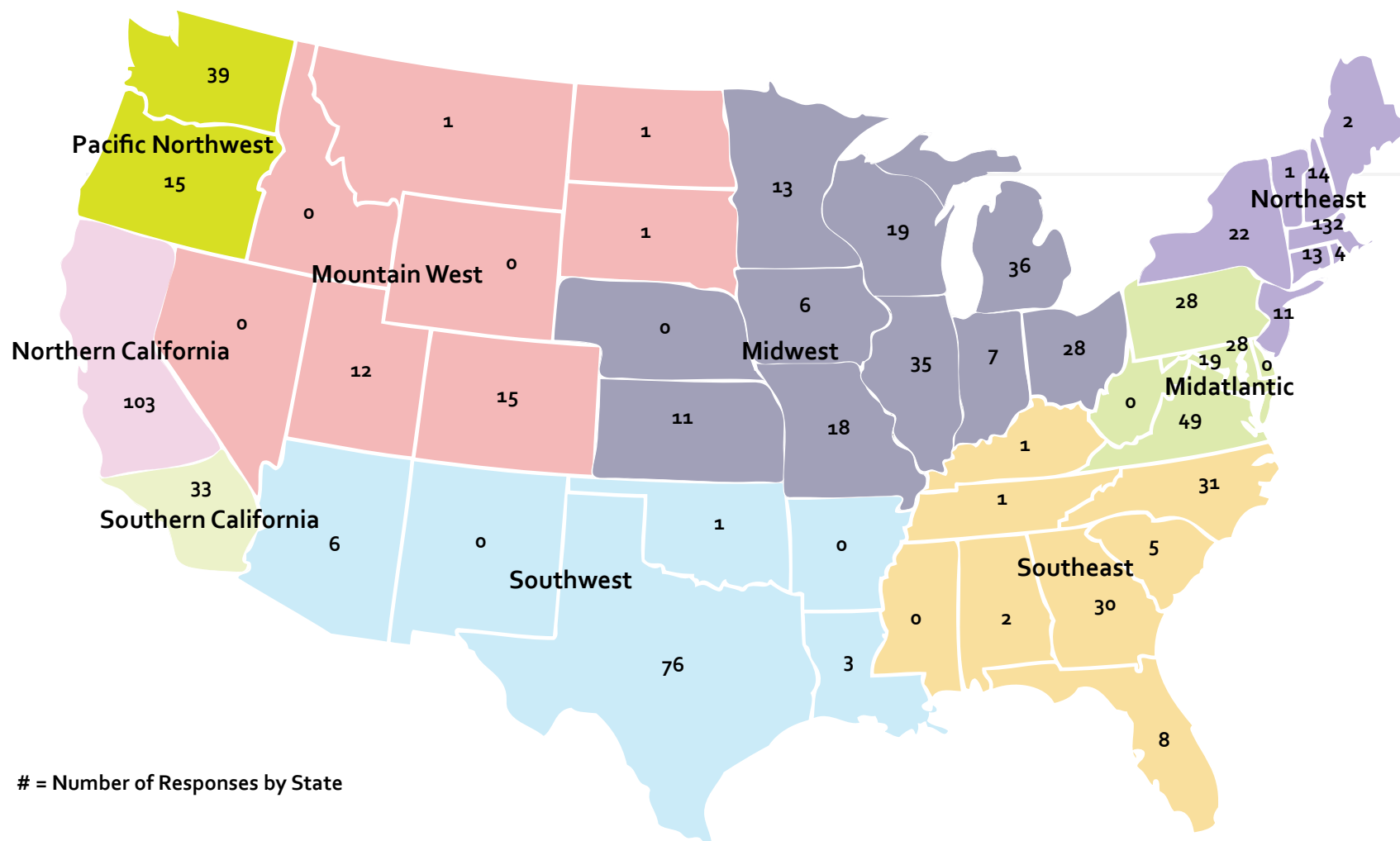
The Respondents

US Regions

The respondents from the US were mostly from the Northeast (199), Midwest (173), Northern and Southern California (136), and the Midatlantic (124).

| US Region | Count | % |
|---------------------|-------|-----|
| Northeast | 199 | 23% |
| Midwest | 173 | 20% |
| Midatlantic | 124 | 14% |
| Northern California | 103 | 12% |
| Southwest | 85 | 10% |
| Southeast | 78 | 9% |
| Pacific Northwest | 54 | 6% |
| Southern California | 33 | 4% |
| Mountain West | 30 | 3% |

Numbers are for respondents who provided a valid salary

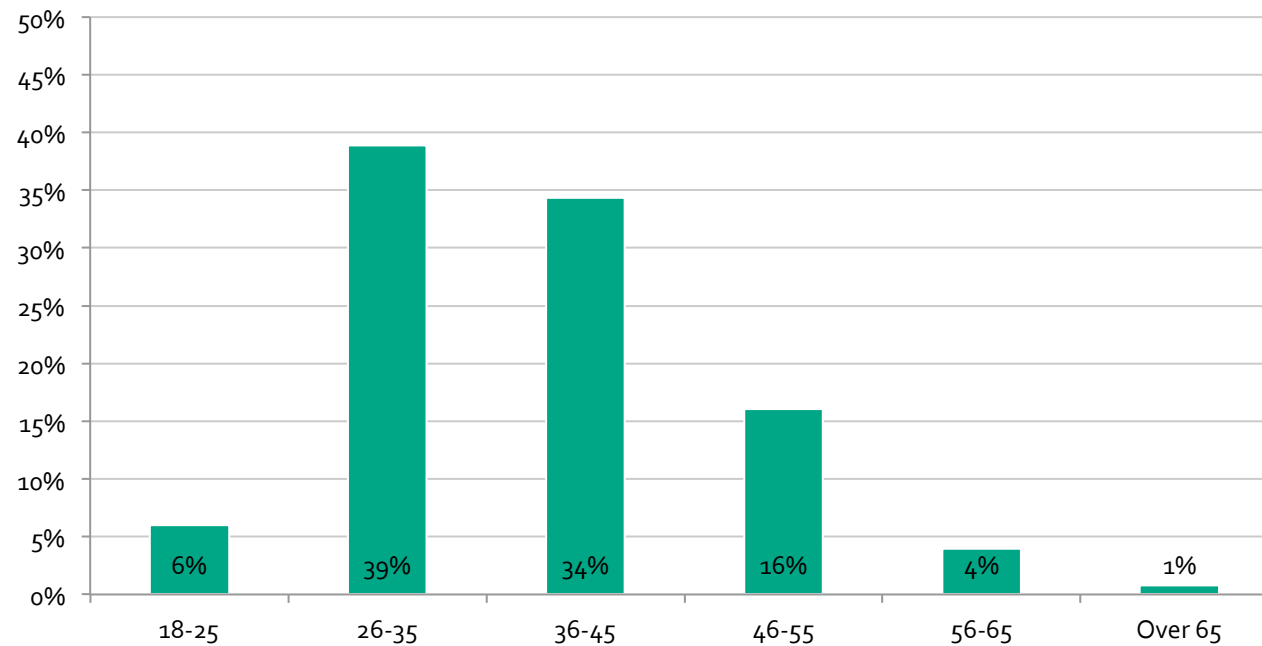


= Number of Responses by State

Numbers are for respondents who provided a valid salary

Age

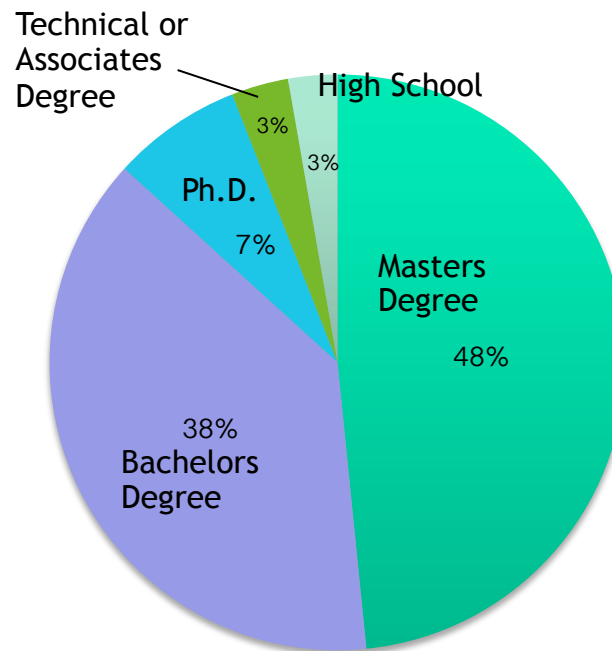
Most respondents (74%) were between the ages of 26 and 45 at the time of this survey in the spring of 2014.



Numbers are for respondents who provided a valid salary

Highest Degree Held

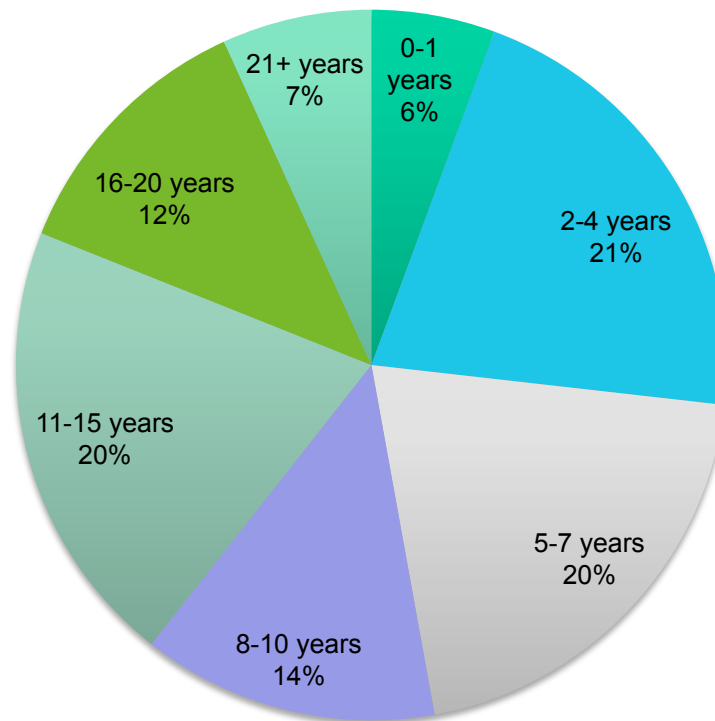
More than half of the respondents hold an advanced degree (54%), and 94% of respondents report having a Bachelors degree or higher.



Numbers are for respondents who provided a valid salary

Experience

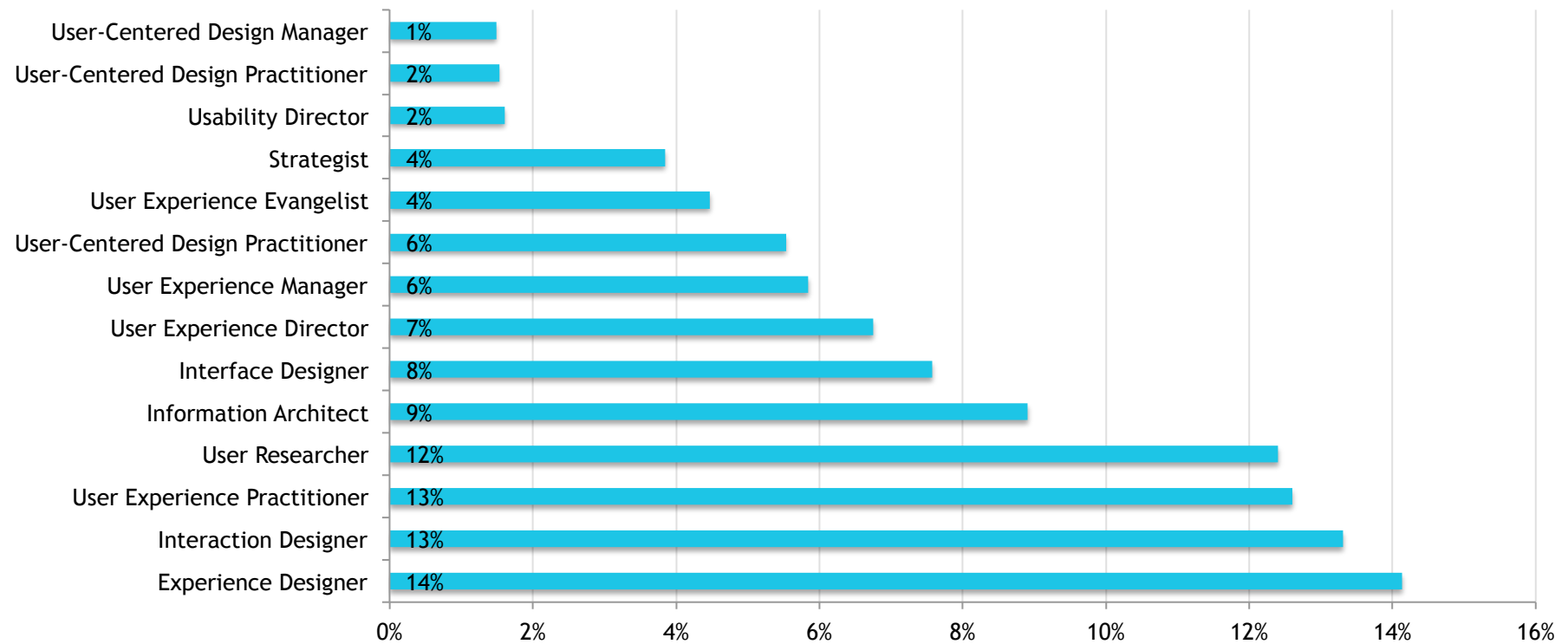
47% of respondents reported between 0 and 7 years of in-field experience. 34% reported 8 to 15 years in the field, and 19% reported have 16 or more years of experience.



Percentages are for respondents who provided a salary

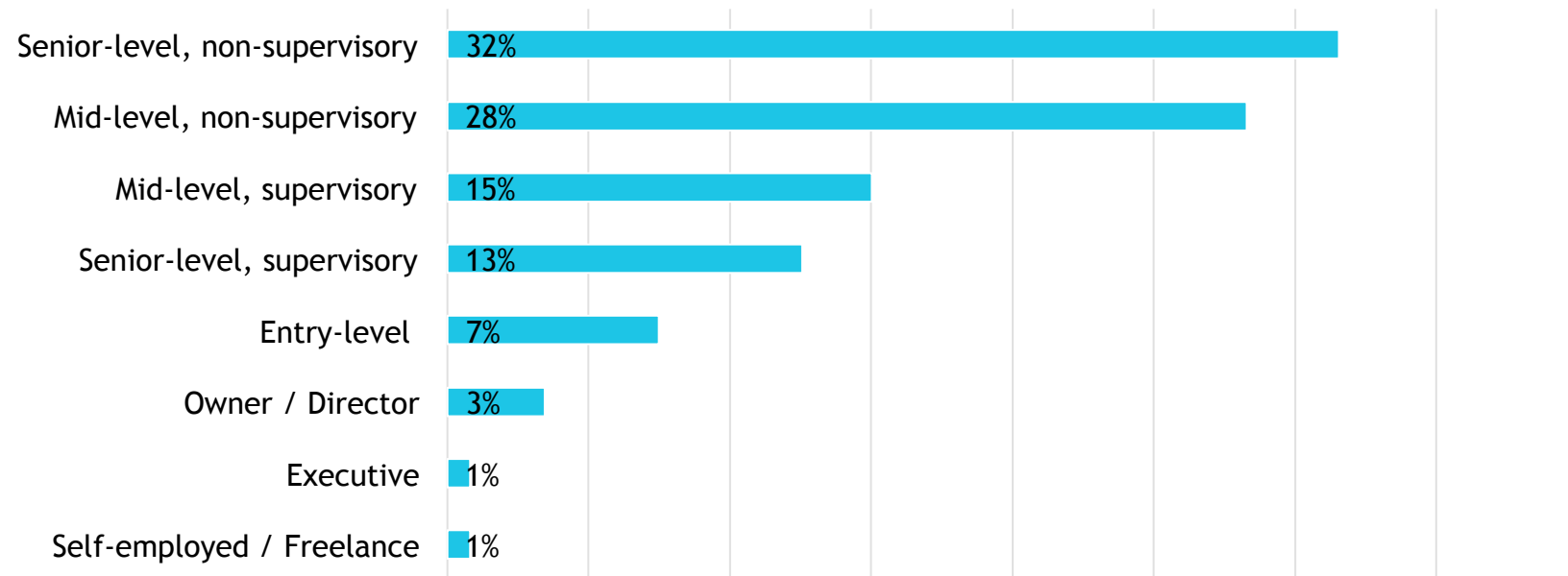
Job Title

A variety of different professions were represented in the data set. Users were able to select multiple titles.



Employment Level

About a third of respondents are in supervisory or executive position and 7% are in entry-level positions. Only 1% of respondents indicated that they were self employed.

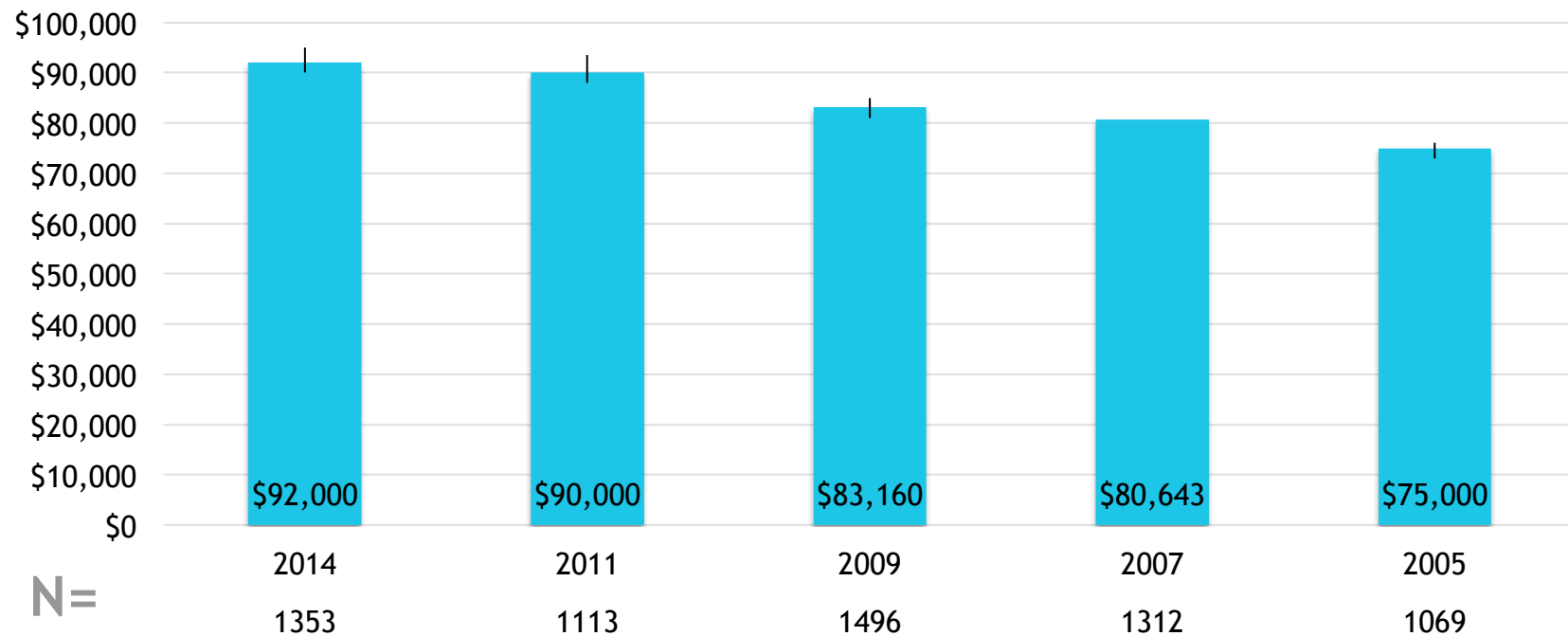


Percentages are for respondents who provided a salary

Median Salary by Year (Non Inflation Adjusted)

Median salaries rose slightly (by \$2000) but not significantly since the last UXPA survey in 2011.

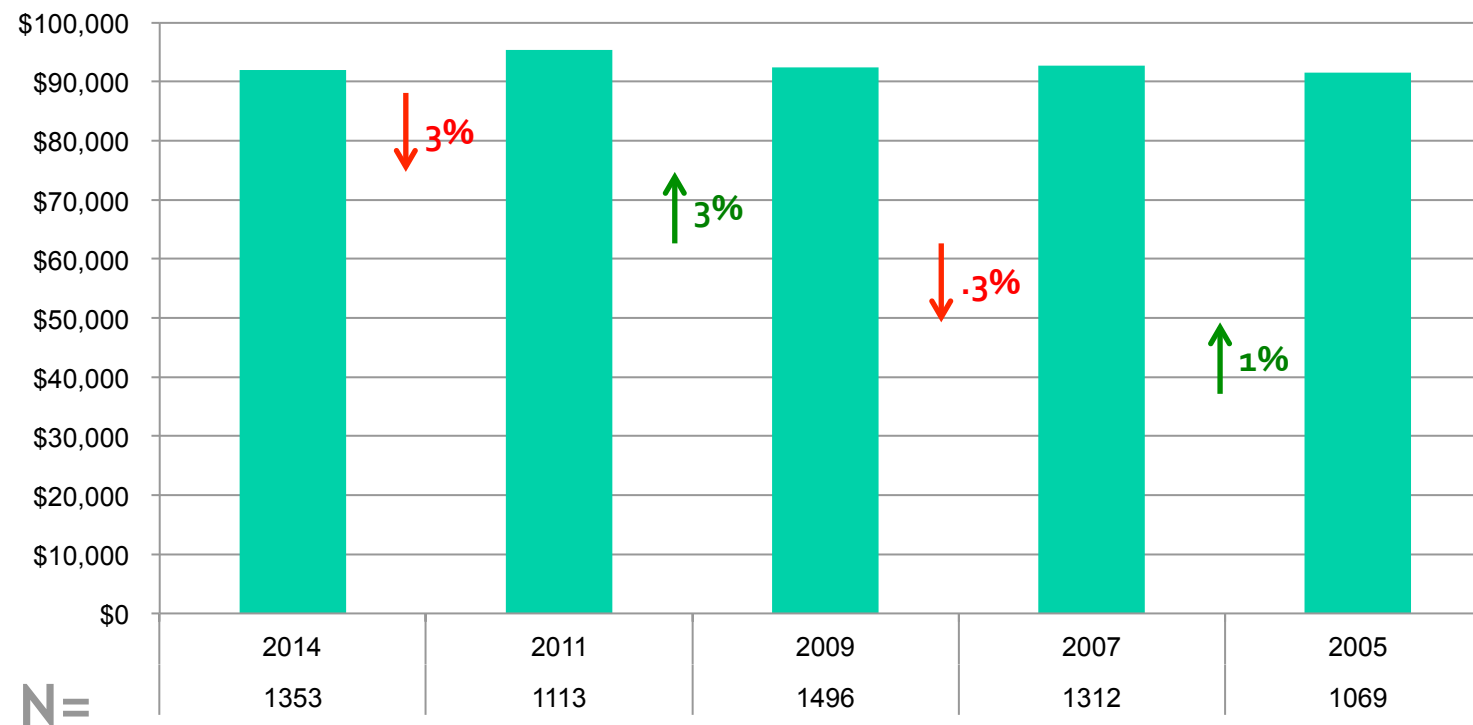
All currencies have been converted to US Dollars.



Note: data for 2007 confidence intervals were not available

Median Salary by Year Constant 2014 Dollars (Inflation Adjusted)

Median salaries actually decreased by \$3,000 (3%) since 2011, after factoring in inflation. *All currencies have been converted to US Dollars.*



N=

Note: data for 2007 confidence intervals were not available

2014 Salary Quartiles

| 1 st Quartile | 2 nd Quartile | 3 rd Quartile |
|--------------------------|--------------------------|--------------------------|
| \$67,000 | \$92,000 | \$120,000 |

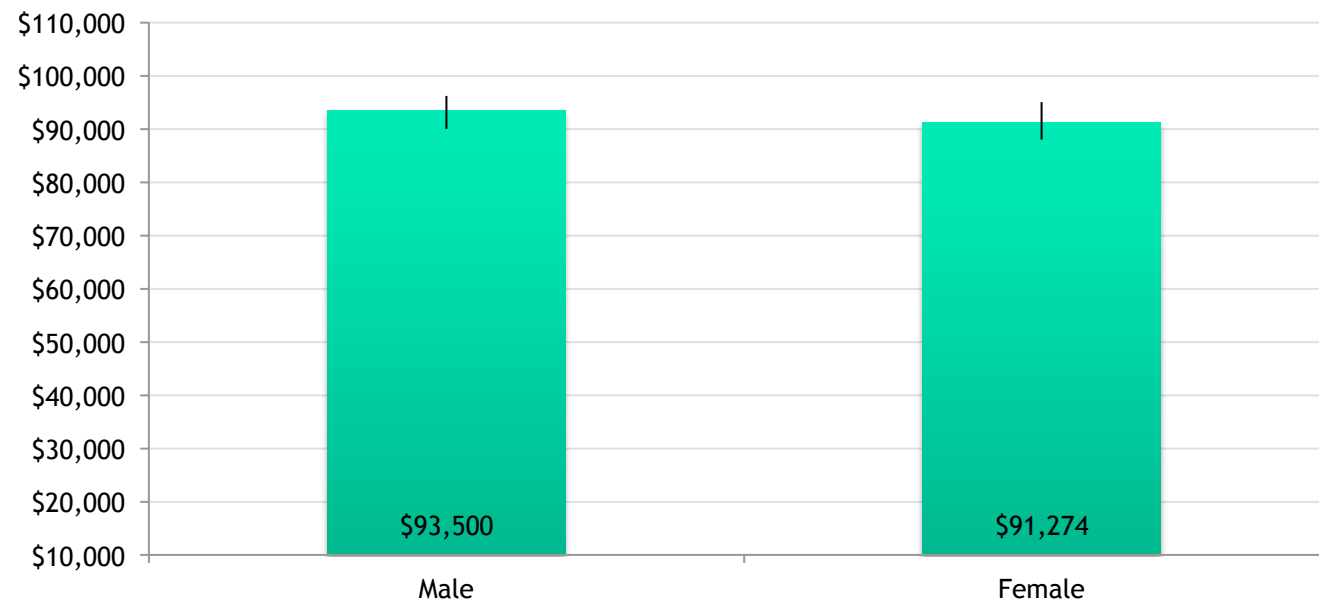
Q1: The 25th percentile, or the mid-point between the lower number and the median of the entire data set

Q2: The median (also the 50th percentile) of the entire data set

Q3: The 75th percentile, or the median between the highest number and the median of the entire data set

Median Salary by Gender

The median male salary is \$2,000 higher than that of the female respondents, although this difference is not statistically significant. Men's median salary decreased by \$500 since 2011, and women's median salary increased by \$1,274 since 2011.



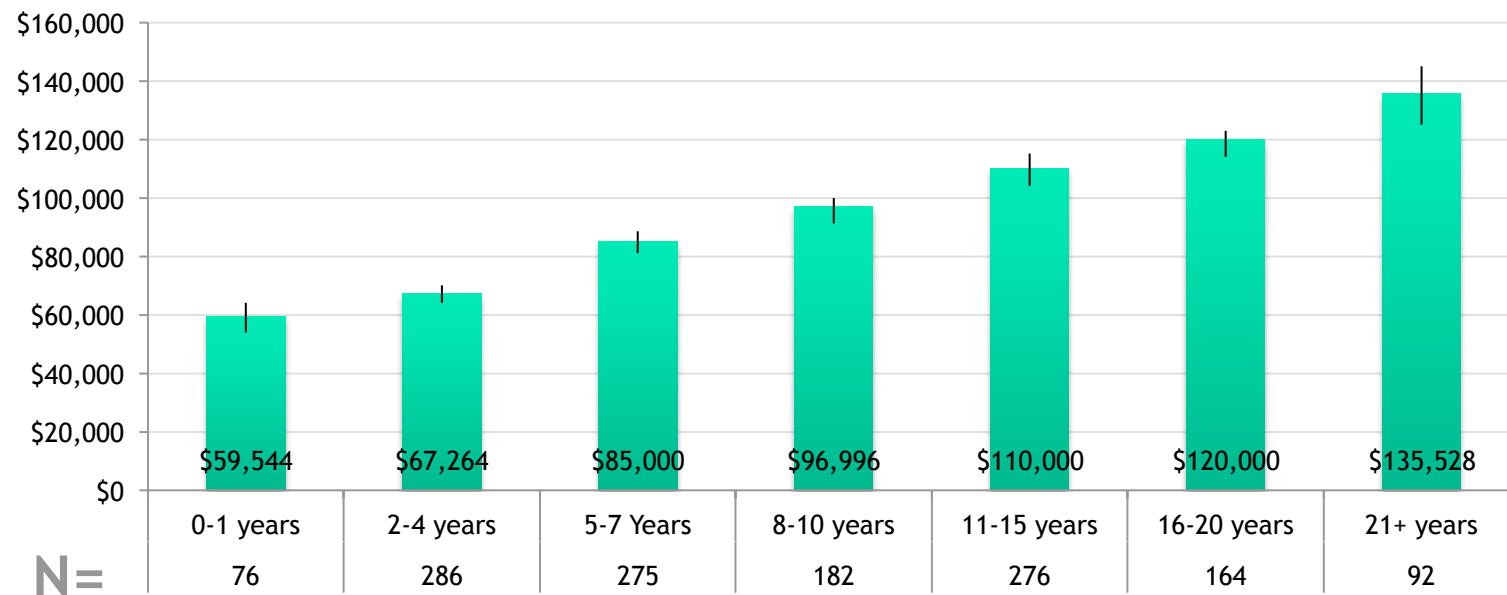
Salary Ranges by Gender

| Gender | 1 st Quartile | 2 nd Quartile | 3 rd Quartile |
|--------|--------------------------|--------------------------|--------------------------|
| Male | \$65,734 | \$93,500 | \$120,000 |
| Female | \$68,545 | \$91,274 | \$116,743 |

Median Salary By Years of Experience

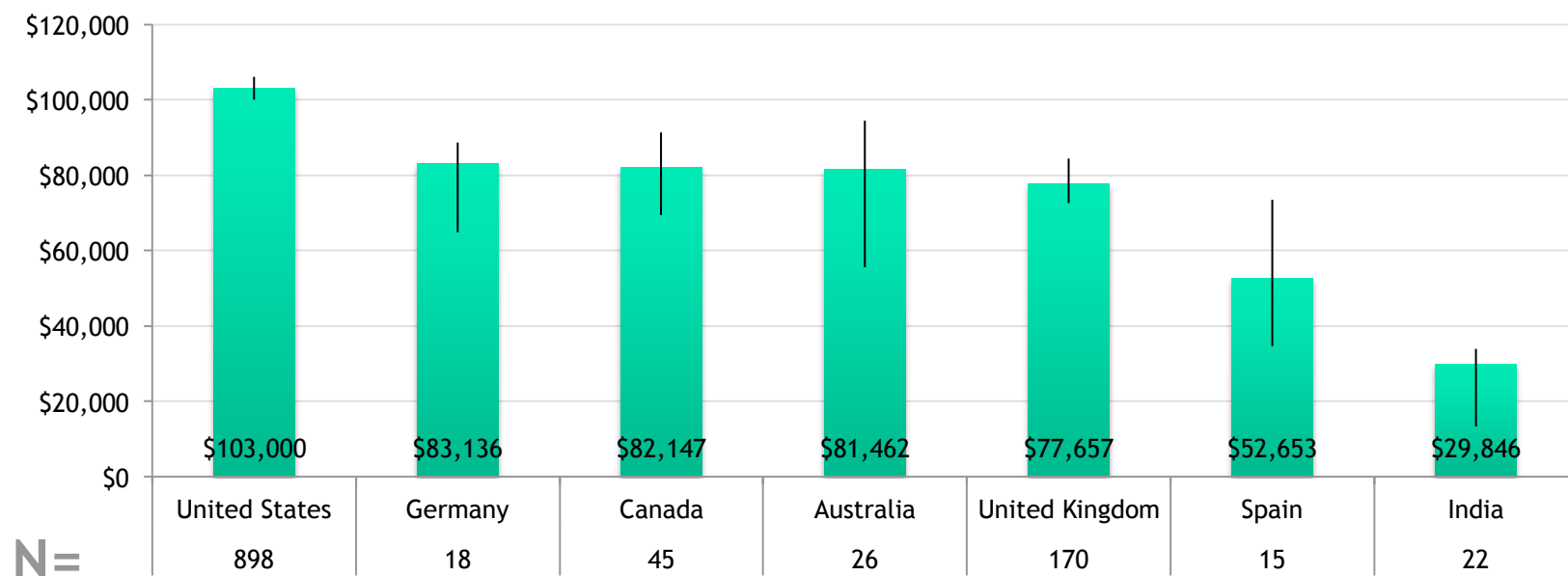
As shown in previous years, there is a linear pattern of years in the field and salary. Respondents with the most years of experience make at least 11% more annually than those with lesser experience.

Respondents noted salaries increased from 2011 if they have worked in the field under 11 years. After 11 years of experience, the median salary plateaus and has stayed the same since 2011.



Median Salary by Country

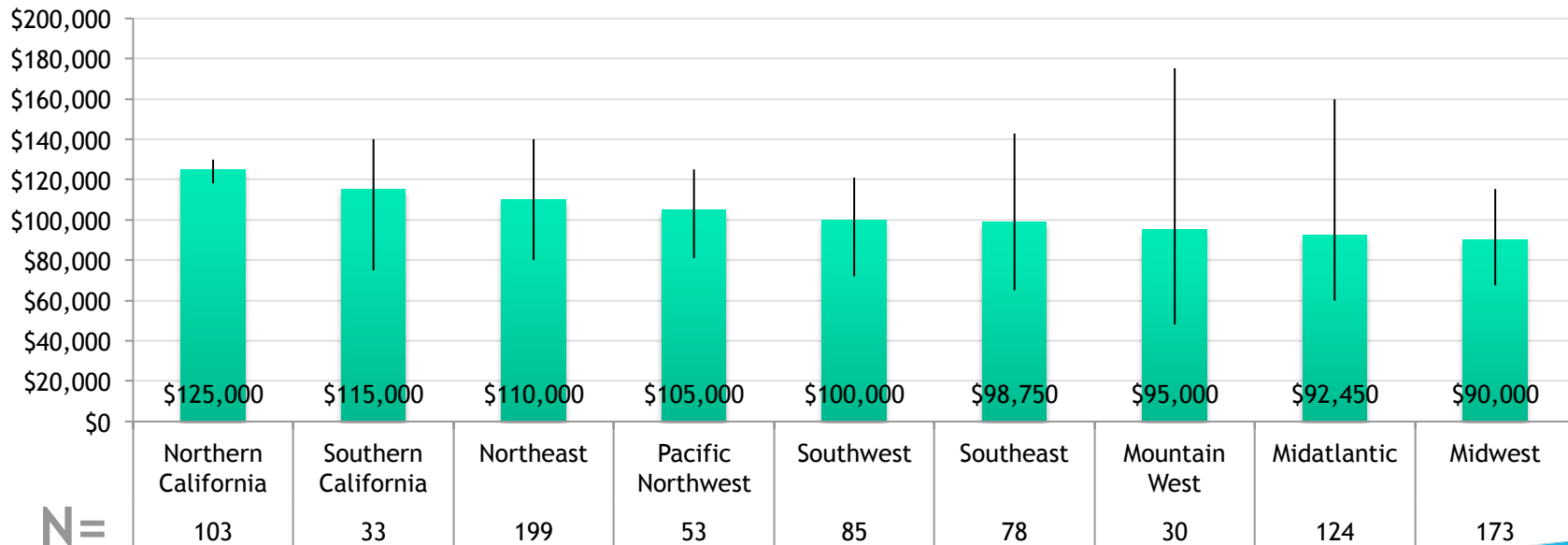
Despite the differences in sample size, there is a large (at least 19%) difference between US Salaries and those from other countries. Compared to 2011, Australia's Median salary went down by \$35,000. In 2011, Switzerland had the highest median salary at \$143,106 with 10 respondents. There were only 5 Swiss respondents in 2014, and they were excluded from analysis.



Median Salary by US Region

Regions were separated out more accurately in 2014 than in 2011. We went from using 5 regions to using 9.

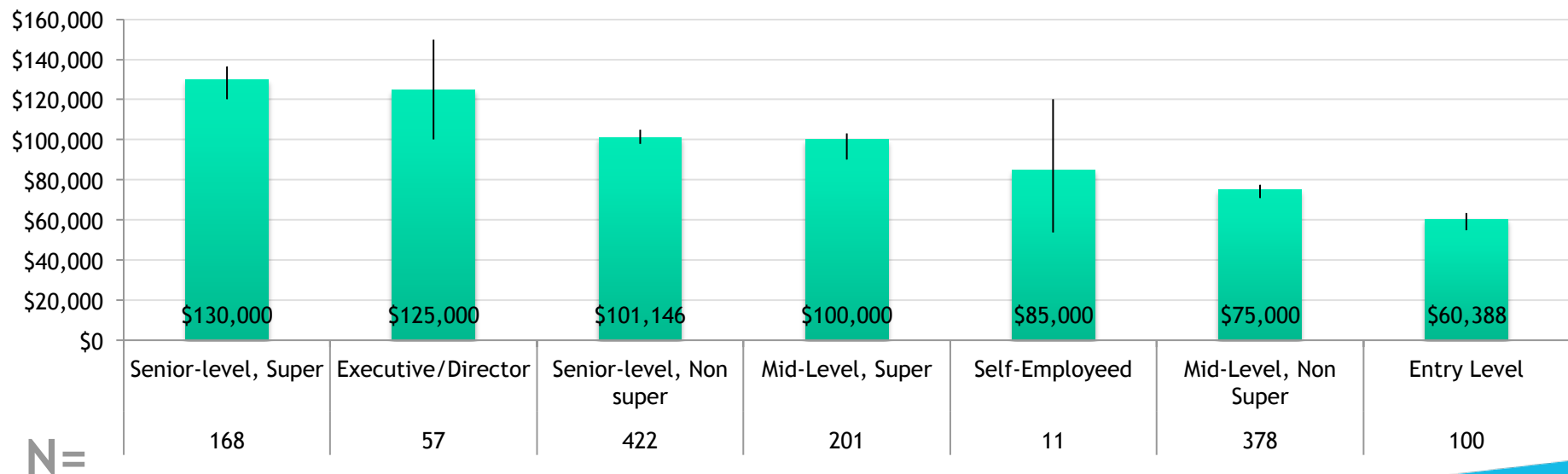
Northern California (mostly the Bay Area) has a reported median salary that is at least 8% higher than all other regions. The Northeast is mostly comprised of respondents from the Boston area (132) and has a median salary of \$110,000, one of the highest from across the US. Apart from breaking up the country more, the median salaries follow the same regional trends from 2011.



Median Salary by Job Level

In 2011, those who reported being self-employed had the highest median salary by at least 15%. In 2014, the median salary for those who are self employed has dropped by about \$64,000. This is most likely due to the instability of the small sample sizes year over year.

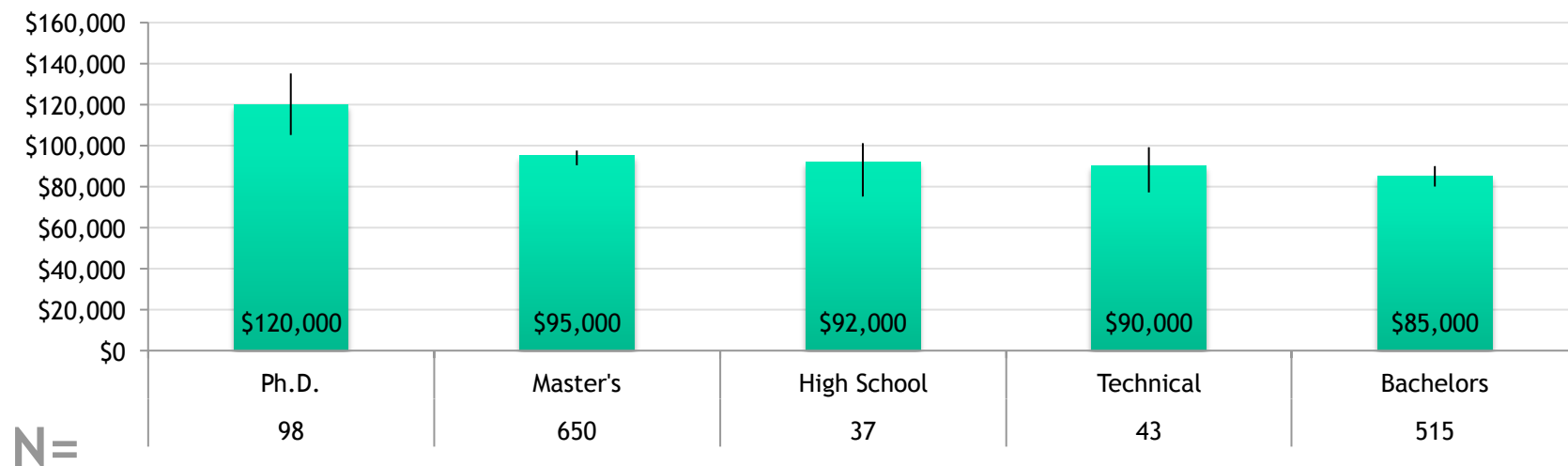
Those in the Senior-level with a supervisory position have the highest median salary at \$130,000. Executives or directors remained about the same from 2011 and mid-level supervisory roles reported an annual increase of about \$5000.



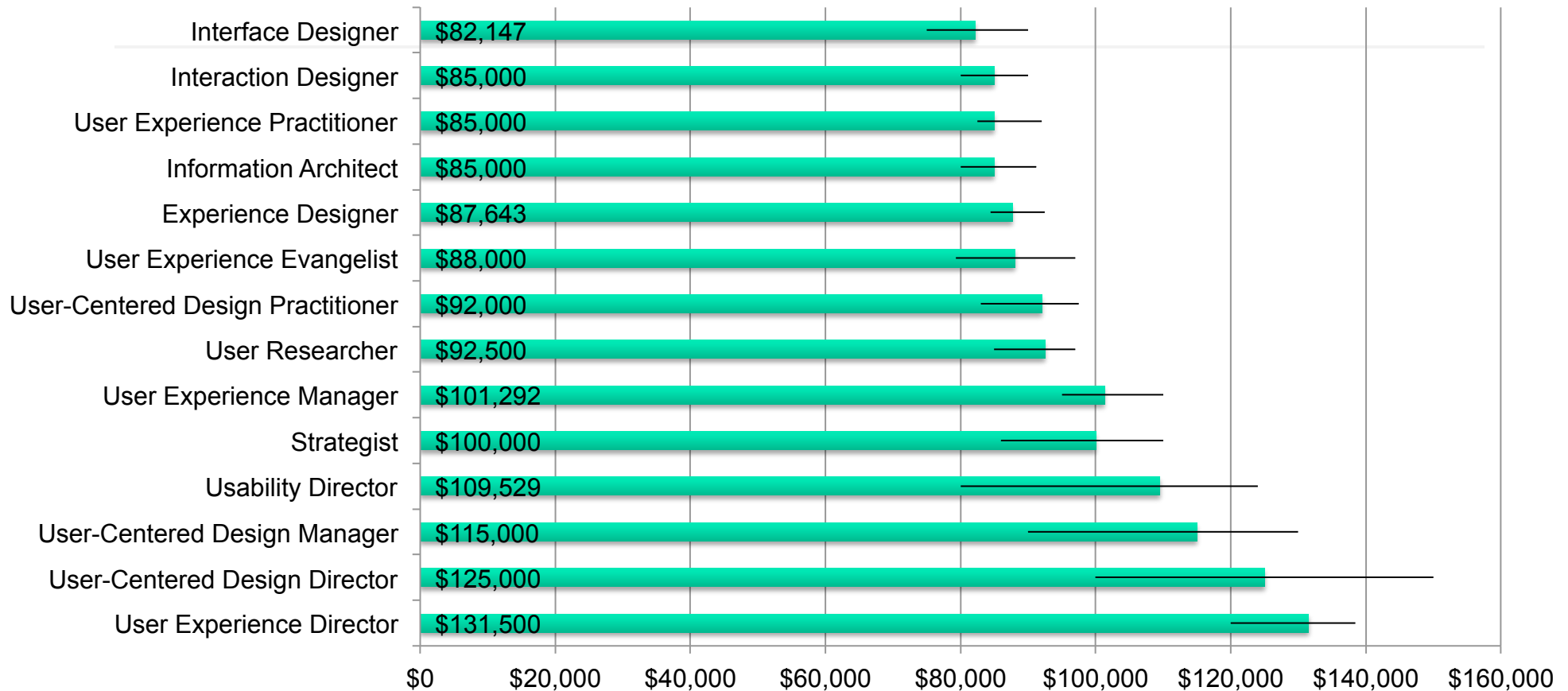
Median Salary by Education Level

As expected, there is a strong linear pattern when median salaries were broken out by experience level. Ph.D.s reported the highest annual median salary at \$120,000, the same as in 2011. Respondents with a masters degree reported a median salary of \$95,000, \$5,000 more than in 2011.

The discrepancy in the pattern where respondents with a Bachelors degree reported a lower median salary than those with only a high school degree or a technical degree, is likely attributed to the smaller sample sizes. Those salaries are not statistically higher than a Bachelor degree salary.



Median Salary by Job Title



Salary Ranges by Job Title

| Job Title | 1 st Quartile 25 th Percentile | Median 50 th Percentile | 3 rd Quartile 75 th Percentile |
|-----------------------------------|---|---------------------------------------|---|
| User Experience Director | \$ 105,339 | \$ 131,500 | \$ 166,961 |
| User-Centered Design Director | \$ 45,581 | \$ 125,000 | \$ 166,750 |
| User-Centered Design Manager | \$ 84,534 | \$ 115,000 | \$ 135,858 |
| Usability Director | \$ 54,248 | \$ 109,529 | \$ 137,500 |
| Strategist | \$ 69,688 | \$ 100,000 | \$ 130,000 |
| User Experience Manager | \$ 76,208 | \$ 101,292 | \$ 125,000 |
| User Researcher | \$ 69,187 | \$ 92,500 | \$ 117,000 |
| User-Centered Design Practitioner | \$ 68,338 | \$ 92,000 | \$ 115,000 |
| User Experience Evangelist | \$ 61,500 | \$ 88,000 | \$ 114,000 |
| Experience Designer | \$ 64,672 | \$ 87,643 | \$ 115,000 |
| Information Architect | \$ 63,879 | \$ 85,000 | \$ 115,000 |
| User Experience Practitioner | \$ 63,500 | \$ 85,000 | \$ 110,000 |
| Interaction Designer | \$ 59,208 | \$ 85,000 | \$ 110,000 |
| Interface Designer | \$ 53,000 | \$ 82,147 | \$ 110,000 |

Thank you to our sponsor and volunteers!



- Jeff Sauro
- Ken Becker
- Elisa Kaplan Miller
- Jennifer Romano Bergstrom

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