



The Information Architecture Institute

2008

Salary Survey

About the Salary 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.

About the Information Architecture Institute

The Information Architecture Institute (IAI – formerly The Asilomar Institute for Information Architecture “AIfIA”) is 501(6)c 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.

2008 Salary Survey

The 2008 IAI Salary Survey was conducted between June and November 2008. Members of [the IA Institute](#), [UXNet](#), [IxDA](#) and [SIGIA-L](#) were invited to participate. A total of 414 responses were collected. Respondents who did not enter a salary range were filtered out.

2008 Highlights

- ◆ Of the 414 responses; 73.4% were from USA, concentrating in the northeast and western states. Of the remaining geographic regions, 7.6% were from Australia/Pacific Rim, 6.2% from the United Kingdom, 4.7% from EU (non-UK) countries, 4.2% from Canada, 1.7% from South America (primarily Brazil), and 1.2% from Asia (including India but not the Middle East). This year we received no responses from Africa, the Middle East or Central America/Mexico/Caribbean.
- ◆ The largest earning group remains \$100,000-109,999 USD, representing 11.7% of all respondents, followed by the \$110,000-119,999 USD range at 8.0%. We noted an issue with the ranges used in this survey that should be reviewed carefully. Categories under \$99,999 are in ranges of \$5,000 and categories over \$100,000 are in ranges of \$10,000. For example, the \$75,000-\$79,999 USD and \$80,000-\$84,999 USD combined categories represent a \$10,000 range comprising 15% of responses.
- ◆ The inferred mean salary (not counting the Over \$200,000 USD and under \$20,000 USD groups) was \$96,800 USD, up \$10,800 USD since last year. (Adding in the upper and lowest ranges, assuming a "midpoint" of \$20,000 USD for the lowest range and \$200,000 USD for the highest, the inferred average is a very slightly higher \$97,400 USD).
- ◆ Top earning world regions included US: West with an inferred average salary of \$112,500 USD, followed by US: Northeast (\$100,500 USD), United Kingdom (\$100,400 USD) and Australia and the Pacific Rim (\$97,900 USD). Differences in non-salary compensation should be reviewed to compare salary data from one geographic area to another.
- ◆ Top earning metro areas included the San Francisco Bay Area (\$128,207 USD), Los Angeles, CA (\$124,737 USD), San Jose (\$113,750 USD), London (\$112,625 USD), Melbourne (\$112,500 USD), Perth (\$110,833 USD), New York City (\$110,179 USD), and Philadelphia (\$100,962 USD). Nine additional metropolitan areas with fewer than three respondents also scored within this top range, but were not reported to protect the privacy of the respondents. These areas included parts of the United States, Western Europe and Australia. Again, differences in non-salary compensation should be reviewed to compare salary data from one metropolitan area to another.
- ◆ The percent of female respondents edged ahead of males with 50.8% female to 49.2% male, the reverse of last year but practically equal. The largest response category for both genders was \$100,000-\$109,999 USD. Like last year, we found more males in both the Under

\$20,000 USD (4 males vs. 1 female) and Over \$200,000 USD categories (5 males vs. 1 female). Removing the upper and lower ranges, we found an average salary of \$97,500 USD for females and \$96,200 USD for males. Adding in the top and bottom ranges, again with the assumption of \$20K USD for the bottom and \$200K USD for the top, brings male and female salaries closer (\$97,600 USD for females and \$97,200 USD for males).

◆ In addition to information on salary, we collect data on the following:

- Age
- Gender
- Educational Level
- Job Title
- Annual Increase
- Hours worked
- Breakdown of Job Tasks
- Vacation, Holidays and Other Benefits
- Length of Time in Current Job
- Length of Time in Field
- Size of Company
- Geographic Area

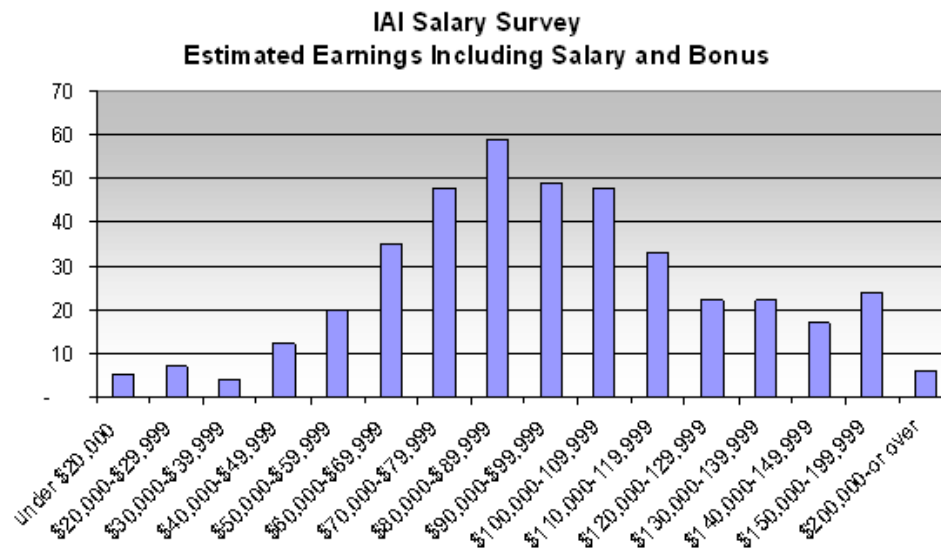
2008 Survey Details

Since respondents provided a salary range instead of an exact salary figure, it is impossible to estimate a true average salary. In our analysis, we have estimated the mean 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 present an average salary estimate for comparison purposes, but it is better to read the survey results in terms of a percentage that fell within a range rather than thinking in terms of a specific average salary. Some of the survey findings:

- ◆ Of the 414 responses; 73.4% were from USA, concentrating in the northeast and western states. Of the remaining geographic regions, 7.6% were from Australia/Pacific Rim, 6.2% from the United Kingdom, 4.7% from EU (non-UK) countries, 4.2% from Canada, 1.7% from South America (primarily Brazil), and 1.2 from Asia (including India but not the Middle East). This year we received no responses from Africa, the Middle East or Central America/Mexico/Caribbean
- ◆ The largest earning group remains \$100,000-109,999 USD, representing 11.7% of all respondents, followed by the \$110,000-119,999 USD range at 8.0%. We noted an issue with the ranges used in this survey that should be reviewed carefully. Categories under \$99,999 are in ranges of 5,000 and categories over \$100,000 are in ranges of 10,000. For example, the \$75,000-\$79,999 USD and \$80,000-\$84,999 USD combined categories represent a \$10K USD range comprising 15% of responses.

To address potential misunderstanding, we created a normalized chart of responses based on ranges of 10,000 USD, which are shown on the following chart:



Note: Categories below USD150,000 represent a range of USD10,000.

- ◆ The inferred mean salary (not counting the Over \$200K and Under \$20K groups) was \$96,800 USD, up \$10,800 USD since last year. (Adding in the upper and lowest ranges, assuming a "midpoint" of \$20K for the lowest range and \$200K USD for the highest, the inferred average is a very slightly higher \$97,400 USD).
- ◆ Salary breakdown by geography is as follows (In US Dollars):

Region	Excluding Outer Ranges	Including Outer Ranges
US: West (Pacific and Mountain States)	\$112,476	\$113,294
US: Northeast (includes D.C.)	\$100,529	\$102,406
United Kingdom	\$100,400	\$104,231
Australia and Pacific Rim	\$97,931	\$101,333
US: South (Texas through Delaware)	\$88,068	\$90,556
US: Midwest (Eastern Plains and Midwest states)	\$86,860	\$86,860
Canada	\$73,750	\$73,750
EU (except the UK)	\$72,222	\$69,474
Asia (except India)	\$67,500	\$67,500
Non-EU Europe	\$62,500	\$62,500
South America	\$40,833	\$41,071
India	\$22,500	\$21,667

- ◆ The top ten earning metropolitan areas are as follows(In US Dollars):

Region	Including Outer Ranges	Number of Respondents
SF Bay Area	\$128,207	46
New York, NY	\$110,179	42
Washington, DC	\$94,038	26
London, UK	\$112,625	20
Seattle, WA	\$91,250	20
Los Angeles, CA	\$124,737	19
Sydney, Australia	\$96,842	19
Chicago, IL	\$93,667	15
Philadelphia	\$100,962	13
Atlanta, GA	\$92,115	13
SF Bay Area	\$128,207	46

- ◆ The percent of female respondents edged ahead of males with 50.8% female to 49.2% male, the reverse of last year but practically equal. The largest response category for both genders was \$100,000-\$109,999 USD. Like last year, we found more males in both the Under \$20,000 (4 males vs 1 female) and Over \$200,000 categories (5 males vs 1 female). Removing the upper and lower ranges, we found an average salary of \$97,500 USD for females and \$96,200 USD for males. Adding in the top and bottom ranges, again with the assumption of \$20K for the bottom and \$200K for the top, brings male and female salaries closer (\$97,600 USD for females and \$97,200 USD for males).
- ◆ 52.6% of respondents are between the ages 31-40. 17.4% of respondents are between the ages of 26 and 30 and 14.5% are between the ages of 41 and 45.
- ◆ In Job Titles, 30.4% of respondents indicated that the phrase "Information Architect" best represents their current position. Of these, 14.0% have some variation of "lead" or "chief" qualifying the "Information Architect" label. Other significant positions are User Experience Designer (26.3%), Interaction Designer (16.7%). Respondents were less likely to use the term "Usability" or "Usability Engineer" to describe their positions (2.6% versus 5.0% in 2008). Only 1.7% refer to themselves as Web Designer/Developer or Webmaster.
- ◆ As for tasks performed, 93.0% perform some type of Strategic IA tasks (business models, high-level categorization, scenario development, life cycle assessment) while only 62.1% perform Tactical IA tasks (thesauri, metadata, controlled vocabularies, etc.). Overall, respondents 15.5% of respondents spend more than 50% of their time on Information Architecture tasks. Another significant task group is Interaction Design (IxD) representing 91.5% of respondents, up from 75.8% in 2007. Again, IxD appears to be a clear specialty

with 22.6% of respondents spending more than 50% of their day on these tasks. Other commonly cited tasks include User Research (88.3%), Usability testing (84.1%) and Project Management (74.7%). Very few specific tasks make up more than 50% of anyone's working day. Only about half have Content Management or Content Generation tasks, representing less than a quarter of the working day.

- ◆ For time spent on management tasks, the 2008 figures show that 74.7% have some Project Management duties, but only 5.2% spend more than half their day on these tasks, with 54.5% spending less than a fifth of their day on these tasks. 59.6% cited General Business Consulting responsibilities, but only 5.2% spend more than half their day on these tasks. 56.1% perform Staff Training duties, but only 0.3% do so more than 50% of the time. Most respondents with Staff Training duties spend less than 10% of their day on these tasks.
- ◆ In terms of job seniority, 41% of respondents have spent less than a year in their current job, the same rate as last year. 36.6% have stayed on 1-3 years and 9.5% have spent over 5 years at the same job, compared with 17.5% in 2007.
- ◆ Years of Information Architecture experience appears to be increasing with 16.9% having over 10 years experience, compared to 14.9% last year. The next largest experience group was those with 1-2 years experience at 11.9% of respondents. The smallest group was those with less than a year of experience at 5.0%.
- ◆ Job perks typically included 11-15 vacation days and 7-9 public holidays. Top five benefits include health insurance (84.9% up from 83.1% in 2007), 401K or their investment plan (72.6%, up from 66.4% in 2007), life insurance, (71.8%, up from 67.9% in 2007), and flexible schedules (70.2%). Fewer people are getting bonuses this year, 58.5% compared to 61.2% last year. In planning this year's survey, a few people mentioned that insurance benefits vary depending on country. US citizens typically get medical and some dependent care benefits through their employers, while Canadian and many European countries receive these benefits from their governments. Care should be taken in considering the underlying costs of such benefits to the consumer when comparing salaries in the USA versus other countries.

Below are the complete question-by-question results from the 2008 IAI Salary Survey:

1. How old are you?

Answer Options	Response Frequency	Response Count
under 21	0.0%	0
21-25	5.1%	21
26-30	17.4%	72
31-35	28.1%	116
36-40	24.5%	101
41-45	14.5%	60
46-50	5.6%	23
51-55	4.1%	17
56-60	0.7%	3
61-65	0.0%	0
over 65	0.0%	0
<i>answered question</i>		413
<i>skipped question</i>		1

2. What is Your Gender?

Answer Options	Response Frequency	Response Count
Female	50.8%	210
Male	49.2%	203
<i>answered question</i>		413
<i>skipped question</i>		1

3. What is your education level?

Answer Options	Response Frequency	Response Count
No degree	1.2%	5
High school	3.1%	13
Junior college	4.1%	17
Bachelor's	39.5%	163
Master's	49.4%	204
Doctorate	2.7%	11
<i>answered question</i>		413
<i>skipped question</i>		1

4. Which of the following job titles best represents your current position?

Answer Options	Response Frequency	Response Count
Principal/President/Owner	2.2%	9
Information Architect	11.1%	46
Information Architect - Junior	2.2%	9
Information Architect - Chief/Lead/Senior	14.0%	58
Information Architect - Manager	2.9%	12
Information Architect - VP/Director	0.2%	1
Interaction Designer	5.3%	22
Interaction Designer - Junior	1.2%	5
Interaction Designer - Chief/Lead/Senior	7.7%	32
Interaction Designer - Manager	1.0%	4
Interaction Designer - VP/Director	1.5%	6
User Experience Planner/Designer/Architect	3.9%	16
User Experience Planner/Designer/Architect - Junior	1.7%	7
User Experience Planner/Designer/Architect - Chief/Lead/Senior	12.1%	50
User Experience Planner/Designer/Architect - Manager	5.1%	21
User Experience - VP/Director	3.4%	14
Usability Engineer	1.0%	4
Usability Engineer - Junior	0.0%	0
Usability Engineer - Chief/Lead/Senior	0.2%	1
Usability - Manager	1.2%	5
Usability - VP/Director	0.2%	1
Consultant	1.5%	6
Consultant - Chief/Lead/Senior	3.4%	14
Human Factors Engineer	1.5%	6
Human Factors Engineer - Junior	0.0%	0
Human Factors Engineer - Chief/Lead/Senior	0.7%	3
Human Factors - Manager	0.0%	0
Human Factors - VP/Director	0.2%	1
Business Analyst	1.2%	5
Content Manager	1.2%	5
Creative Director	0.7%	3
Interface/GUI Designer	1.7%	7
Project Manager	1.9%	8
Product Manager	0.7%	3
Technical Writer	0.5%	2
Technical/Knowledge Architect	0.0%	0
Web Coordinator	1.0%	4
Web Designer/Developer	1.7%	7
Web Editor	0.0%	0
Webmaster	0.2%	1
Copywriter	0.2%	1
Other (please specify in the box below)	3.4%	14

<i>answered question</i>	413
<i>skipped question</i>	1

Other responses:

Taxonomist; Manager - IA, Program Management, Operations; Director of User Experience Remote Services Librarian; Instructional Technologist, including some IA+usability work; IA - search/metadata specialist; Talent Acquisition Consultant; Interaction Designer-Consultant; Intranet Advisor; Compliance Officer; Senior Experience Architect; Director; User Researcher; Manager of User Research (though I was really doing a Director position)

5. During 2008, what do you estimate you will earn, including salary and bonus?

Answer Options	Response Frequency	Response Count
under \$20,000	1.2%	5
\$20,000-\$24,999	1.0%	4
\$25,000-\$29,999	0.7%	3
\$30,000-\$34,999	0.5%	2
\$35,000-\$39,999	0.5%	2
\$40,000-\$44,999	1.0%	4
\$45,000-\$49,999	1.9%	8
\$50,000-\$54,999	2.9%	12
\$55,000-\$59,999	1.9%	8
\$60,000-\$64,999	4.9%	20
\$65,000-\$69,999	3.6%	15
\$70,000-\$74,999	4.1%	17
\$75,000-\$79,999	7.5%	31
\$80,000-\$84,999	7.5%	31
\$85,000-\$89,999	6.8%	28
\$90,000-\$94,999	5.8%	24
\$95,000-\$99,999	6.1%	25
\$100,000-109,999	11.7%	48
\$110,000-119,999	8.0%	33
\$120,000-129,999	5.4%	22
\$130,000-139,999	5.4%	22
\$140,000-149,999	4.1%	17
\$150,000-199,999	5.8%	24
\$200,000-or over	1.5%	6
<i>answered question</i>		411
<i>skipped question</i>		3

6. How large was your last salary increase?

Answer Options	Response Frequency	Response Count
not applicable	21.5%	88
my salary decreased	3.4%	14
1-5%	34.1%	140
6-10%	18.8%	77
11-15%	7.1%	29
16-20%	5.4%	22
21-25%	3.4%	14
26-30%	2.4%	10
31-35%	1.0%	4
36-40%	0.7%	3
41-45%	0.2%	1
46-50%	0.7%	3
51-55%	0.5%	2
56-60%	0.2%	1
over 60%	0.5%	2
<i>answered question</i>		410
<i>skipped question</i>		4

7. How long ago was your last salary increase?

Answer Options	Response Frequency	Response Count
not applicable	21.8%	90
0-3 months ago	17.0%	70
3-6 months ago	21.1%	87
6-9 months ago	18.9%	78
9-12 months ago	11.4%	47
1-2 years ago	8.0%	33
2-3 years ago	0.7%	3
3-4 years ago	0.5%	2
over 4 years ago	0.5%	2
<i>answered question</i>		412
<i>skipped question</i>		2

8. If you are a consultant, what is the average hourly rate you charged in 2008?

Average response: **\$205.90** Median response: **\$108.50**

Answer Options	Response Count
	101
<i>answered question</i>	101
<i>skipped question</i>	313

9. On average, how many hours do you work each week?

Answer Options	Response Frequency	Response Count
Under 20 hours	0.2%	1
20-30 hours	2.9%	12
30-40 hours	25.7%	106
40-50 hours	59.7%	246
50-60 hours	9.5%	39
over 60 hours	1.9%	8
<i>answered question</i>		412
<i>skipped question</i>		2

10. What percentage of your time do you spend on these tasks:

Answer Options	None	< 10%	10-20%	20-30%	30-40%	40-50%	50-60%	60-70%	70-80%	80-90%	90-100%	Rating Average	Response Count
Thesauri, metadata,	145	140	56	19	6	3	4	6	2	1	1	2.17	383
Business models, scenarios,	28	83	108	62	45	25	18	12	8	7	2	3.84	398
Usability testing	62	178	78	36	10	5	9	5	4	1	1	2.66	389
Other user research	44	142	114	38	15	11	5	5	2	0	0	2.81	376
Content generation	161	106	46	21	8	4	2	1	1	0	0	1.97	350
Content management	176	85	43	25	10	7	3	3	1	1	1	2.09	355
Interaction design	33	36	61	67	55	46	28	22	15	18	4	4.77	385
Graphic design	187	95	27	17	13	8	3	1	2	3	0	2.01	356
Database design	287	43	14	2	1	1	0	0	0	1	0	1.27	349
IT integration/programming	268	41	17	9	5	2	1	0	4	1	0	1.51	348
Project management	93	118	81	35	14	7	5	5	4	3	2	2.69	367
General business consulting	144	97	53	24	13	11	3	1	5	3	2	2.39	356
General IT consulting	226	76	14	8	6	1	3	0	1	0	2	1.60	337
Non-IA related	139	121	62	18	5	3	2	1	1	0	4	2.13	356
Staff training	158	127	50	14	7	3	0	1	0	0	0	1.89	360
Travel	140	163	34	6	3	1	0	0	0	0	0	1.77	347
Other	146	13	17	9	0	7	0	2	1	0	1	1.72	196
<i>answered question</i>												407	
<i>skipped question</i>												7	

11. If you answered "Other" in the previous question, please let us know what kind of activity you perform.

Answer Options	Response Count
	49
<i>answered question</i>	49
<i>skipped question</i>	365

Responses included (in no particular order): CYA; Stakeholder research and discovery; Do you consider prototyping Interaction Design?; management; wireframes, site maps, etc.; accessibility; thought leadership; prototyping; HR; Account Planning; Marketing Analysis; Business Management/HR/Accounting/etc; product development and strategy; usability consulting, SEO

Web and search analytics; instruction; process development; Documentation; Instructional design, faculty support for online teaching; Business development; Leading workshops; Professional writing; Sales and Marketing; human factors and usability input; recruiting; sales/new business development; wireframes, client meetings, sitemaps, manage IA staff; Web Team Management; general admin and email; Building wireframes, prototypes and business analysis; These tasks overall considerably; the above is hard to answer.; People management Writing, training, speaking; business development; integration analysis and UI/UX advice; business development, sales; Product development support and requirements documentation; information design; Mentoring, Department Strategic Planning; Interface design (wireframes, site maps); Contribute to strategic planning, analytics, management of KM, enterprise IA and information management activities (some managed by my team, some managed by others); Project and office admin; product management; content and taxonomy governance; Content Strategy; Prototype programming; Presentations, promoting user-centered design and new processes to company, staff evaluations/management/mentoring, attempting to hire new staff; staff meetings, building usability lab; jr staff training/oversight; Report writing, writing proposals; business development (website, marketing, sales, lead generation), professional activities (review papers, mentor, get mentored, read professionals journals/websites/podcasts).

12. How long is your annual paid vacation?

Answer Options	Response Frequency	Response Count
not applicable	9.3%	38
under 6 days	0.7%	3
6-10 days	11.5%	47
11-15 days	32.7%	133
16-20 days	23.8%	97
21-25 days	15.5%	63
over 25 days	6.4%	26
<i>answered question</i>		407
<i>skipped question</i>		7

13. How many public holidays do you get in addition to your paid vacation?
(Also called "bank holidays")

Answer Options	Response Frequency	Response Count
0 days	6.9%	28
1-3 days	2.0%	8
4-6 days	24.0%	97
7-9 days	37.0%	150
9-11 days	22.2%	90
11-13 days	5.2%	21
13-15 days	1.7%	7
over 15 days	1.0%	4
<i>answered question</i>		405
<i>skipped question</i>		9

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

Answer Options	Response Frequency	Response Count
Bonus Pay	58.5%	224
Overtime Pay	6.0%	23
Compensatory Time	21.1%	81
Flexible Schedule	70.2%	269
Health/Medical Insurance	84.9%	325
Disability Insurance	63.4%	243
Life Insurance	71.8%	275
Flexible Medical Spending (e.g. Medical FSA)	60.3%	231
Flexible Dependent Care Spending (e.g. Dependent FSA)	39.7%	152
Domestic Partner Benefits	40.5%	155
Stock Options Plan	23.8%	91
Stock Purchase Plan	23.0%	88
401K or Other Investment Plan	72.6%	278
Pension Plan	20.6%	79
Profit Sharing	13.3%	51
Professional Training on the Job	49.6%	190
Professional Dues Reimbursement	29.5%	113
Tuition Reimbursement	46.5%	178
Union Membership	2.1%	8
Dependent Care/Child Care/Babysitting	6.0%	23
Health Club/Gym Membership	26.1%	100
Transportation/Commuting Reimbursement	29.2%	112
Other (please specify)	7.6%	29
<i>answered question</i>		383
<i>skipped question</i>		31

Other responses included (in no particular order): 1 Yearly Professional Conference, in office meals daily, employee discount on products; employee clubs, conference/education budget, rideshare; 3 bonus holidays a year; Bus pass; Conference Reimbursement, book reimbursement; Long Service Leave; 13 weeks paid leave after 7 years; pension plan is government requirement, all the books I can read (work in a Library); Lunch money (cash, not vouchers); Carer's leave; free food; professional memberships; well-stocked kitchen; weekly onsite massages; monthly onsite chiropractor; yearly onsite wellness exam; beer thirty; discount/group savings programs, referral/concierge services, CARE counseling services, travel assistance/insurance, pre-tax commuter vouchers, legal services; parking; museum membership, great parties; Paternity Leave; FSA contribution; happy hours; Optional salary sacrifice for various fringe benefits eg computer purchase, theatre subscriptions; ticket restaurant; Language study reimbursement; two weeks paid leave over standard entitlement; free hot beverages, espresso machines, milk, and subsidized soft drinks; Can work from home and on the road; stock grant (not options); Conferences, free beverages ;-)

15. How long have you worked at your present job?

Answer Options	Response Frequency	Response Count
under 3 months	9.8%	40
3-6 months	12.4%	51
6-9 months	8.8%	36
9-12 months	10.0%	41
1-2 years	21.7%	89
2-3 years	14.9%	61
3-4 years	7.6%	31
4-5 years	5.4%	22
over 5 years	9.5%	39
<i>answered question</i>		410
<i>skipped question</i>		4

16. How long have you worked as an information architect?

Answer Options	Response Frequency	Response Count
under 1 year	5.0%	20
1-2 years	9.5%	38
2-3 years	11.9%	48
3-4 years	9.5%	38
4-5 years	8.7%	35
5-6 years	6.2%	25
6-7 years	8.7%	35
7-8 years	7.7%	31
8-9 years	6.2%	25
9-10 years	9.7%	39
over 10 years	16.9%	68
<i>answered question</i>		402
<i>skipped question</i>		12

17. How many people does your company employ?

Answer Options	Response Frequency	Response Count
Self-employed	5.5%	22
2-5 employees	1.5%	6
6-10 employees	4.8%	19
11-25 employees	5.0%	20
26-50 employees	11.0%	44
51-300 employees	20.3%	81
301-750 employees	10.0%	40
751-3000 employees	10.3%	41
over 3000 employees	31.8%	127

<i>answered question</i>	400
<i>skipped question</i>	14

18. Where do you physically work?

Answer Options	Never	1-25%	26-50%	51-75%	76-99%	100%	Rating Average	Response Count
At home	40	286	18	8	15	3	2.14	370
Own office	193	7	5	6	14	5	1.50	230
Employer/Company offices	19	18	17	42	209	61	4.60	366
Client office/premises	107	108	23	8	11	1	1.88	258
Shared office/co-working with others	179	14	6	3	7	4	1.39	213
Other (airport, car, train, cafe)	121	96	4	1	1	0	1.50	223
<i>answered question</i>								411
<i>skipped question</i>								3

19. Where do you work geographically? If you travel a lot, where is your base of operations?

Answer Options	Response Frequency	Response Count
Africa	0.0%	0
Asia (except India)	0.5%	2
India	0.7%	3
Australia and Pacific Rim	7.6%	31
Canada	4.2%	17
Central America, Mexico, Caribbean	0.0%	0
EU (except the UK)	4.7%	19
United Kingdom	6.2%	25
Non-EU Europe	1.0%	4
Middle East	0.0%	0
South America	1.7%	7
US: Northeast (includes D.C.)	25.9%	105
US: South (Texas through Delaware)	11.1%	45
US: Midwest (Eastern Plains and Midwest states)	10.3%	42
US: West (Pacific and Mountain States)	25.9%	105
US: Alaska & Hawaii	0.2%	1
<i>answered question</i>		406
<i>skipped question</i>		8

20. Are you located in or near a major metropolitan area?
(Note: we know this is subjective, but give it your best shot)

Answer Options	Response Frequency	Response Count
Yes	94.2%	389
No	5.8%	24
<i>answered question</i>		413
<i>skipped question</i>		1

21. If "yes" to the previous question, what is the name of this city?

Answer Options	Response Count
	381
<i>answered question</i>	381
<i>skipped question</i>	33

Most frequent cities cited were (in no particular order): Toronto, London, San Francisco, Sydney, Austin, Sao Paulo, Berlin, Los Angeles, Seattle, New York City, Atlanta, Philadelphia, Chicago, Washington DC, Oxford, Dublin, Boston, Curitiba, Detroit, Dayton, San Jose, Baltimore, Tokyo, Houston, Pasadena, Vancouver, Dallas, Frankfurt, Columbus, Ottawa, Madrid, Pittsburgh, Amsterdam, Glasgow, Recife, Rio de Janeiro, Perth, Brighton, Canberra, St Paul and Bogota.