

Salary Survey, 2009

The 2009 IAI Salary Survey was conducted from September to December 2009. Members of [the IA Institute](#), [UXNet](#), [IxDA](#) and [sigia-l](#) were invited to participate. A total of 435 responses were collected. You may download the [expanded results](#) . 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 salary. In our analysis, we have estimated the average 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 fell within a range rather than thinking in terms of a specific salary.

Some of the survey findings:

Median Salary:

- The highest response group at 14.3% was in the 80,000-90,000 USD range; however the three next-higher groups each represented about 11% of the total.
- The inferred mean salary (not counting the Over 200,000 USD and Under 20,000 USD groups) was 90,000 USD, down 6,800 USD since last year, but 4,800 USD above the 2007 figure. For comparison purposes, the median midpoint was 84,999 USD.
- Rates for freelance consultants ranged from 25.00 USD per hour to 638.00 USD per hour, with a median of 85.00 USD per hour.

Salary by Region:

- US salaries remain the highest with all US regions at the top of the scale. US West and Alaska and Hawaii, were at the very top followed by US Northeast. Non-US regions follow in this order: United Kingdom, Canada, Asia, Non-UK European Union countries, India, South America, Africa and the Middle East.

Region	Inferred Average Salary (\$USD)	Median Salary (\$USD)
US: Alaska & Hawaii	104,000	104,000
US: West	104,754	104,999
US: Northeast	103,210	94,999
US: South	90,731	84,999
US: Midwest	82,263	84,999

United Kingdom	79,106	69,999
Canada	77,702	74,999
Asia (except India)	57,499	47,999
EU (except the UK)	56,041	49,999
India	48,749	49,999
South America	38,999	29,999
Africa	34,999	37,999
Middle East	32,499	32,499

- Of those areas with 10 or more respondents, Los Angeles had the highest earners, followed by New York, Chicago, Dallas/Ft. Worth, San Francisco, Boston, Seattle, Toronto, Washington DC, Portland (Oregon), and London.
- A number of areas with more than 3 respondents reported individual salaries within this range, including Barcelona, Baltimore, Atlanta, Minneapolis, Denver, Calgary, Detroit, Philadelphia, Austin, Vancouver and Madrid.
- *Note that a careful cost of living analysis should be considered when comparing one region to another, since living costs can be higher in some areas, particularly in the United States. Also when comparing on region to another, consider differences in benefits (such as medical) that are provided by the firm versus those that must be paid for by the individual or are subsidized by state programs. In the United States, these costs can be quite significant.*

Age/Gender Demographics:

- The field is predominantly 31-40 years old, but 46-50 year olds earn the most.
- Slightly more men than women completed the survey, but the difference in salary earned is insignificant, amounting to a 200 USD per year edge for women. There are more men than women in both the Under 29,999 USD and Over 200,000 USD ranges.
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Education Level:

- 94% of respondents have a Bachelors Degree or higher, with 42% earning a Bachelors degree and 48% earning a Masters. Only 4% of the total respondents, or 16 people, have a Doctorate degree.
- Earning a Masters degree appears to have very little effect on salary as a whole; in fact, women with a Masters earned almost 6,000 USD less annually versus women with a Bachelor degree, while men with a Masters gained just over 5,000 USD with the degree.
- Earning a Doctorate degree appears to have the most significant effect on salary.

Experience Level:

- Median salary data by years in current position indicate a significant increase in salary after the 6 month mark. Median salary data by years in current position do indicate significant increases at 2-3 years (13.2% and over 5 years (7.8%). Interestingly, responses to salary sorted by years serving within the field of IA indicate a corresponding increase beginning with at least 3 years of service.

Tasks Performed:

- Responsibilities appear to be highly varied, with most tasks representing less than half of the respondent's day. Write in comments also indicate that task performance can vary from project to project, so wording the question as part of a day could be problematic when analyzing these results.
- That said, we have found that 90 percent of respondents perform Wireframing/Sitemaps/Process Flows tasks, while 85.7 percent perform Interaction Design tasks.
- The next most likely tasks performed by respondents are Strategic work (business models, high-level categorization, scenario development, life cycle assessment) at 83.9 percent, Other user research at 80.1 percent and Audience Definitions/Persona development at 79.0 percent.
- Of these tasks, 22.0 percent spend more than half their time working on Wireframing/Sitemaps/Process Flows and 16.6 percent spend more than half their day on Interaction Design. A very small percentage, 3.3 percent and 4.5 percent respectively, say that these tasks are all they do.
- 5.7 percent spend more than half their time on Graphic/Interface Design and 2.9 percent spend more than half their time on Usability Testing and 2.4 percent spend more than half their time on Content Management/Strategy. No other category approached these figures.

Management:

- 31.7 percent of respondents or 138 people manage staff. 27.8 percent of respondents manage Full Time staff. 20.7 percent of respondents manage Contract staff. 10.1 percent of respondents manage Temp staff. 19.3 percent of respondents manage Management level staff.
- Of those who manage staff, the average number Full Time staff managed is 3.6 people. Average Contract staff managed is 1.1 people. Average Temp staff managed is 0.1 people. Average Management Level staff managed is 0.5 people.
- Six freelance consultants also manage staff.

Benefits:

- The most cited benefits were Health/Medical Insurance, cited by 85.2 percent of respondents, Flexible Schedule at 69.9 percent, Family Leave (Maternity/Paternity/Partner/Adoption) 66.6 percent, Life Insurance at 66.1 percent, 401K or Other Investment Plan at 65.1 percent, Disability Insurance at 64.5 percent and Personal Time Off at 63.8 percent. The predominance of medical insurance benefits reflects a largely US respondent population. In many countries these and similar benefits are provided by the state.
- 52.3 percent receive Bonus Pay. 6.4 percent get Overtime Pay and 17.1 percent get Compensatory Time, or additional time off. Check your local laws, though. Compensatory time off in lieu of pay is illegal in many areas.
- 30.6 percent receive a Stock Options/Purchase Plan from their companies, 12.2 percent participate in Profit Sharing and 32.1 percent have access to corporate discounts. Other retirement benefits include Pension Plan at 20.9 percent.
- 38 percent receive Tuition Reimbursement, but only 21.7 percent receive Professional Dues Reimbursement. 24 percent get Health Club/Gym Membership so at least some companies are taking care of their employees' bodies as well as their professional development. Only 2 percent have their Union Memberships paid by their employer.
- Meals/Entertainment (13.8 percent) and Transportation/Commuting Reimbursement (28.10 percent) round out the physical needs of our respondents.

Below are the complete question-by-question results from the 2009 IAI Salary Survey:

1. How old are you?		
	Response Percent	Response Count
under 21	0.0%	0
21-25	5.5%	24
26-30	16.8%	73
31-35	27.1%	118
36-40	27.6%	120
41-45	10.8%	47
46-50	6.7%	29
51-55	4.1%	18
56-60	1.4%	6
61-65	0.0%	0
over 65	0.0%	0
	<i>answered question</i>	435
	<i>skipped question</i>	0

2. What is Your Gender?

	Response Percent	Response Count
Female	49.0%	213
Male	51.0%	222
	<i>answered question</i>	435
	<i>skipped question</i>	0

3. What is your educational level?

	Response Percent	Response Count
No degree	2.5%	11
High school	1.4%	6
Junior college	2.3%	10
Bachelor's	41.8%	182
Master's	48.3%	210
Doctorate	3.7%	16
	<i>answered question</i>	435
	<i>skipped question</i>	0

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.

	Response Percent	Response Count
Executive/President/Owner	1.4%	6
Information Architect	23.7%	101
Interaction Designer/Architect	16.2%	69
User Experience Planner/Designer/Architect	32.8%	140
User Researcher	2.1%	9
Usability Engineer/Designer	4.2%	18
Consultant	4.0%	17
Human Factors Engineer	0.9%	4
Business Analyst/Architect	1.9%	8
Content Manager/Strategist	0.9%	4
Creative/Art Director	0.7%	3
Enterprise Architect (EIA)	0.2%	1
Interface/GUI Designer	2.3%	10
Librarian	0.2%	1
Knowledge Management	0.7%	3
Programmer	0.5%	2
Project Manager	1.6%	7
Product Manager	1.4%	6
Taxonomist	0.5%	2
Technical Writer	0.5%	2
Technical/Knowledge Architect	0.5%	2
Web Coordinator	0.0%	0
Web Designer/Developer	1.9%	8

Web Editor	0.5%	2
Webmaster	0.5%	2
Copywriter	0.0%	0
	answered question	427
	skipped question	8

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

	Response Count
Show replies	10
	answered question
	10
	skipped question
	425

6. Which of the following best describes your position level?

	Response Percent	Response Count
President	1.9%	8
Vice President	0.7%	3
Director	8.4%	36
Principal	5.1%	22
Manager	10.5%	45
Senior	50.3%	216
Junior	15.4%	66
Assistant	0.5%	2
Intern	0.0%	0
Freelance Consultant	7.2%	31
	answered question	429
	skipped question	6

7. During 2009, what do you estimate you will earn, including salary and bonus? (in US Dollars, before tax. [Currency Converter](#))

	Response Percent	Response Count
under \$29,999	3.7%	16
\$30,000-\$39,999	3.7%	16
\$40,000-\$49,999	5.1%	22
\$50,000-\$59,999	6.5%	28
\$60,000-\$69,999	9.0%	39
\$70,000-\$79,999	14.3%	62
\$80,000-\$89,999	11.5%	50
\$90,000-\$99,999	11.1%	48
\$100,000-109,999	10.9%	47
\$110,000-119,999	7.4%	32
\$120,000-129,999	4.8%	21
\$130,000-139,999	2.5%	11
\$140,000-149,999	3.0%	13
\$150,000-159,999	2.3%	10

\$160,000-169,999		1.4%	6
\$170,000-179,999		1.4%	6
\$180,000-189,999		0.2%	1
\$190,000-199,999		0.0%	0
\$200,000-or over		1.2%	5
		answered question	433
		skipped question	2

8. How large was your last salary increase?

	Response Percent	Response Count
not applicable	30.2%	130
my salary decreased	7.4%	32
1-5%	37.0%	159
6-10%	14.4%	62
11-15%	4.0%	17
16-20%	2.8%	12
21-25%	1.4%	6
26-30%	0.7%	3
31-35%	0.5%	2
36-40%	0.2%	1
41-45%	0.2%	1
46-50%	0.2%	1
over 50%	0.9%	4
answered question		430
skipped question		5

9. How long ago was your last salary increase?

	Response Percent	Response Count
not applicable	22.6%	97
0-3 months ago	13.3%	57
3-6 months ago	12.6%	54
6-9 months ago	10.3%	44
9-12 months ago	14.2%	61
1-2 years ago	20.5%	88
2-3 years ago	4.9%	21
3-4 years ago	0.2%	1
over 4 years ago	1.4%	6
answered question		429
skipped question		6

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

	Response Percent	Response Count

Under 20 hours	1.2%	5
20-30 hours	2.3%	10
30-40 hours	34.4%	149
40-50 hours	52.4%	227
50-60 hours	8.5%	37
over 60 hours	1.2%	5
	answered question	433
	skipped question	2

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

	Mostly review: Delegate to others	Occasionally (not every day)	An hour or so per day	About half my workday	More than half my workday	This is all I do	N/A	Response Count
Taxonomy development (thesauri, metadata, controlled vocabularies, etc.)	16.7% (70)	42.6% (179)	5.0% (21)	1.4% (6)	0.7% (3)	0.0% (0)	33.6% (141)	420
Strategic work (business models, high-level categorization, scenario development, life cycle assessment)	3.1% (13)	43.0% (182)	24.1% (102)	12.1% (51)	4.0% (17)	0.7% (3)	13.0% (55)	423
Wireframing/Sitemaps/Process flows	6.3% (27)	20.6% (88)	23.0% (98)	24.8% (106)	18.7% (80)	3.3% (14)	3.3% (14)	427
Audience definitions/Persona development	9.4% (39)	55.1% (228)	16.9% (70)	5.3% (22)	1.2% (5)	0.5% (2)	11.6% (48)	414
Usability testing	17.5% (73)	54.4% (227)	14.1% (59)	3.4% (14)	1.2% (5)	1.7% (7)	7.7% (32)	417
Other user research	11.3% (47)	49.9% (208)	21.6% (90)	7.4% (31)	1.0% (4)	0.2% (1)	8.6% (36)	417
Content generation/copywriting	31.6% (130)	25.3% (104)	7.3% (30)	2.2% (9)	0.7% (3)	0.2% (1)	32.6% (134)	411
Content management/strategy	21.3% (88)	32.9% (136)	16.7% (69)	2.2% (9)	1.7% (7)	0.7% (3)	24.6% (102)	414
Interaction design	8.3% (35)	18.8% (79)	26.8% (113)	23.5% (99)	12.1% (51)	4.5% (19)	5.9% (25)	421
Graphic/interface design	29.9% (125)	21.3% (89)	12.0% (50)	8.9% (37)	3.6% (15)	2.2% (9)	22.2% (93)	418
Database design	29.3% (120)	6.4% (26)	1.7% (7)	0.2% (1)	0.2% (1)	0.0% (0)	62.1% (254)	409
IT integration/programming	29.1% (118)	8.6% (35)	3.9% (16)	0.7% (3)	0.5% (2)	0.5% (2)	56.7% (230)	406
Project management	15.2% (63)	24.2% (100)	22.5% (93)	8.5% (35)	4.1% (17)	0.0% (0)	25.6% (106)	414
General business consulting	11.9% (49)	28.2% (116)	14.8% (61)	3.2% (13)	1.7% (7)	0.0% (0)	40.3% (166)	412
General IT consulting	20.3% (83)	14.4% (59)	4.4% (18)	1.5% (6)	0.5% (2)	0.0% (0)	58.9% (241)	409
Business administration/operations	15.2% (63)	18.7% (77)	15.1% (62)	1.5% (6)	0.5% (2)	0.7% (3)	46.0% (188)	411

administration/operations (non-IA)	17.3% (71)	18.7% (77)	(62)	1.5% (6)	0.7% (3)	(3)	(189)	411
Marketing/proposal writing	13.7% (56)	28.3% (116)	13.7% (56)	1.7% (7)	0.5% (2)	0.0% (0)	42.2% (173)	410
Staff training/recruiting/team management	13.7% (56)	29.5% (121)	16.3% (67)	4.4% (18)	0.5% (2)	0.0% (0)	35.6% (146)	410
Travel	8.7% (36)	48.3% (199)	7.5% (31)	0.7% (3)	0.5% (2)	0.2% (1)	34.0% (140)	412
Other	7.3% (17)	6.8% (16)	10.3% (24)	4.3% (10)	0.4% (1)	0.4% (1)	70.5% (165)	234
	answered question							431
	skipped question							4

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

	Response Count
Show replies	55
answered question	55
skipped question	380

14. If you manage staff, how many people report to you on a typical project?

	Response Average	Response Total	Response Count
Fulltime Staff	3.64	503	138
Contract Staff	1.43	152	106
Temp Agency	0.30	18	60
How many are Managers?	0.65	65	100
	answered question		155
	skipped question		280

15. How long is your annual paid vacation?

	Response Percent	Response Count
not applicable	13.1%	56
under 6 days	0.5%	2
6-10 days	10.0%	43
11-15 days	35.4%	152
16-20 days	19.1%	82
21-25 days	14.7%	63
over 25 days	7.2%	31
	answered question	429
	skipped question	6

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

	Response Percent	Response Count
0 days	10.6%	44
1-3 days	3.4%	14
4-6 days	26.4%	110

7-9 days	30.2%	126
9-11 days	23.0%	96
11-13 days	3.4%	14
13-15 days	1.7%	7
over 15 days	1.4%	6
	answered question	417
	skipped question	18

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

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	52.3%	205
Overtime Pay	6.4%	25
Compensatory Time	17.1%	67
Flexible Schedule	69.9%	274
Health/Medical Insurance	85.2%	334
Disability Insurance	64.5%	253
Life Insurance	66.1%	259
Flexible Medical Spending (e.g. Medical FSA or Health Savings Account HSA)	57.7%	226
Flexible Dependent Care Spending (e.g. Dependent FSA)	40.6%	159
Domestic Partner Benefits	38.3%	150
Family Leave (Maternity/Paternity/Partner/Adoption)	66.6%	261
Personal Time Off	63.8%	250
Dependent Care/Child Care/Babysitting	9.7%	38
Stock Options/Purchase Plan	30.6%	120
401K or Other Investment Plan	65.1%	255
Pension Plan	20.9%	82
Other Profit Sharing Plan	12.2%	48
Professional Training on the Job	47.2%	185
Professional Dues Reimbursement	21.7%	85
Tuition Reimbursement	38.0%	149
Union Membership	2.0%	8
Health Club/Gym Membership	24.0%	94
Transportation/Commuting Reimbursement	28.1%	110
Meals/Entertainment	13.8%	54
Corporate Discount Program	32.1%	126
	Show replies Describe above benefits or enter additional items:	24
	answered question	392
	skipped question	43

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

	Response	Response
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	Percent	Count
under 3 months	7.5%	32
3-6 months	8.2%	35
6-9 months	5.1%	22
9-12 months	6.8%	29
1-2 years	22.9%	98
2-3 years	21.0%	90
3-4 years	11.0%	47
4-5 years	5.1%	22
over 5 years	12.4%	53
	answered question	428
	skipped question	7

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	2.1%	9
1-2 years	7.9%	34
2-3 years	5.6%	24
3-4 years	8.9%	38
4-5 years	8.4%	36
5-6 years	7.9%	34
6-7 years	3.7%	16
7-8 years	5.8%	25
8-9 years	6.1%	26
9-10 years	11.9%	51
over 10 years	31.5%	135
	answered question	428
	skipped question	7

20. How many people does your company employ?

	Response Percent	Response Count
Self-employed	9.9%	42
2-5 employees	2.6%	11
6-10 employees	4.9%	21
11-25 employees	4.2%	18
26-50 employees	7.1%	30
51-300 employees	20.7%	88
301-750 employees	9.9%	42
751-3000 employees	10.1%	43
over 3000 employees	30.6%	130
	answered question	425
	skipped question	10

21. How many people perform Information Architecture related tasks:

Number of People						
	1 (just me)	2-5	6-10	11-20	> 20	Response Count
In your workgroup	30.5% (128)	46.5% (195)	14.1% (59)	5.5% (23)	3.3% (14)	419
In your company	19.1% (79)	34.9% (144)	16.0% (66)	10.2% (42)	19.9% (82)	413
answered question						422
skipped question						13

22. Where do you physically work?

	Never	1-25%	26-50%	51-75%	76-99%	100%	Rating Average	Response Count
At home	15.3% (60)	65.6% (257)	6.9% (27)	4.3% (17)	6.6% (26)	1.3% (5)	2.25	392
Own office	90.2% (257)	2.5% (7)	2.8% (8)	0.4% (1)	2.5% (7)	1.8% (5)	1.28	285
Employer/Company offices	8.5% (33)	6.4% (25)	6.7% (26)	13.3% (52)	46.7% (182)	18.5% (72)	4.39	390
Client office/premises	50.2% (163)	33.8% (110)	7.4% (24)	3.7% (12)	3.7% (12)	1.2% (4)	1.81	325
Shared office/coworking with others	79.6% (226)	10.9% (31)	1.1% (3)	1.8% (5)	2.8% (8)	3.9% (11)	1.49	284
Other (airport, car, train, cafe)	57.8% (177)	41.5% (127)	0.7% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.43	306
answered question								430
skipped question								5

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	0.2%	1
Asia (except India)	0.9%	4
India	0.9%	4
Australia and Pacific Rim	3.0%	13
Canada	8.6%	37
Central America, Mexico, Caribbean	0.5%	2
EU (except the UK)	5.6%	24
United Kingdom	6.8%	29
Non-EU Europe	0.0%	0
Middle East	0.5%	2
South America	2.1%	9
US: Northeast (includes D.C.)	25.5%	109
US: South (Texas through Delaware)	9.6%	41
US: Midwest (Eastern Plains and Midwest states)	12.1%	52
US: West (Pacific and Mountain States)	23.4%	100
US: Alaska & Hawaii	0.2%	1
answered question		408

		<i>unanswered question</i>	420
		<i>skipped question</i>	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		95.6%	413
No		4.4%	19
		<i>answered question</i>	432
		<i>skipped question</i>	3
25. If "yes" to the previous question, what is the name of this city?			
		Response Count	
	Show replies	403	
	<i>answered question</i>	403	
	<i>skipped question</i>	32	
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 replies	47	
	<i>answered question</i>	47	
	<i>skipped question</i>	388	

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