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2016 UX Salary Survey

March 2017

Research Methodology



Study Design

Online survey
(15 minutes)



Sample

1,228 UX Professionals

Initial respondents were recruited through postings on professional networks and websites, such as UXPA and LinkedIn. Additional respondents were recruited using snowball sampling.



Field Dates

September 2016
- January 2017

Respondent Demographics

Respondents (Global)

We received responses from people in 37 countries. The majority of respondents were from the United States (75%), France (5%), The United Kingdom (4%), Canada (3%), Germany (2%), India (1%), and Switzerland (1%).

The respondent sample differed slightly from 2014, where the majority of respondents were from the USA (66%), The UK (13%), Canada (3%), Australia (2%), India (2%), and Germany (1%).

Country	Percentage (2016)	Percentage (2014)	Percentage (2011)
United States of America (USA)	75%	66%	70%
France	5%	<1%	<1%
United Kingdom (UK)	4%	13%	7%
Canada	3%	3%	4%
Germany	2%	1%	2%
India	1%	2%	2%
Switzerland	1%	<1%	1%
Singapore	1%	1%	<1%
Czech Republic	1%	<1%	N/A
Australia	1%	2%	2%
Total N =	1,228	1,669	1,110

Numbers are for respondents who provided a salary.

Global Responses (Full List, 2016)

Country	Responses	%	Country	Responses	%
United States of America (USA)	927	75.49%	Ireland	3	0.24%
France	63	5.13%	Hungary	2	0.16%
United Kingdom (UK)	50	4.07%	Poland	2	0.16%
Canada	36	2.93%	Chile	2	0.16%
Germany	20	1.63%	Mexico	2	0.16%
India	17	1.38%	Portugal	2	0.16%
Switzerland	15	1.22%	Belgium	2	0.16%
Singapore	12	0.98%	Costa Rica	2	0.16%
Czech Republic	12	0.98%	New Zealand	2	0.16%
Australia	9	0.73%	Austria	2	0.16%
Netherlands	8	0.65%	Bulgaria	1	0.08%
Argentina	7	0.57%	Ukraine	1	0.08%
Spain	4	0.33%	Russia	1	0.08%
Philippines	4	0.33%	Sri Lanka	1	0.08%
Finland	3	0.24%	Cyprus	1	0.08%
Sweden	3	0.24%	Luxembourg	1	0.08%
China	3	0.24%	Iran	1	0.08%
Israel	3	0.24%	Uganda	1	0.08%
Brazil	3	0.24%	Total N =	1,228	100%

Numbers are for respondents who provided a salary.

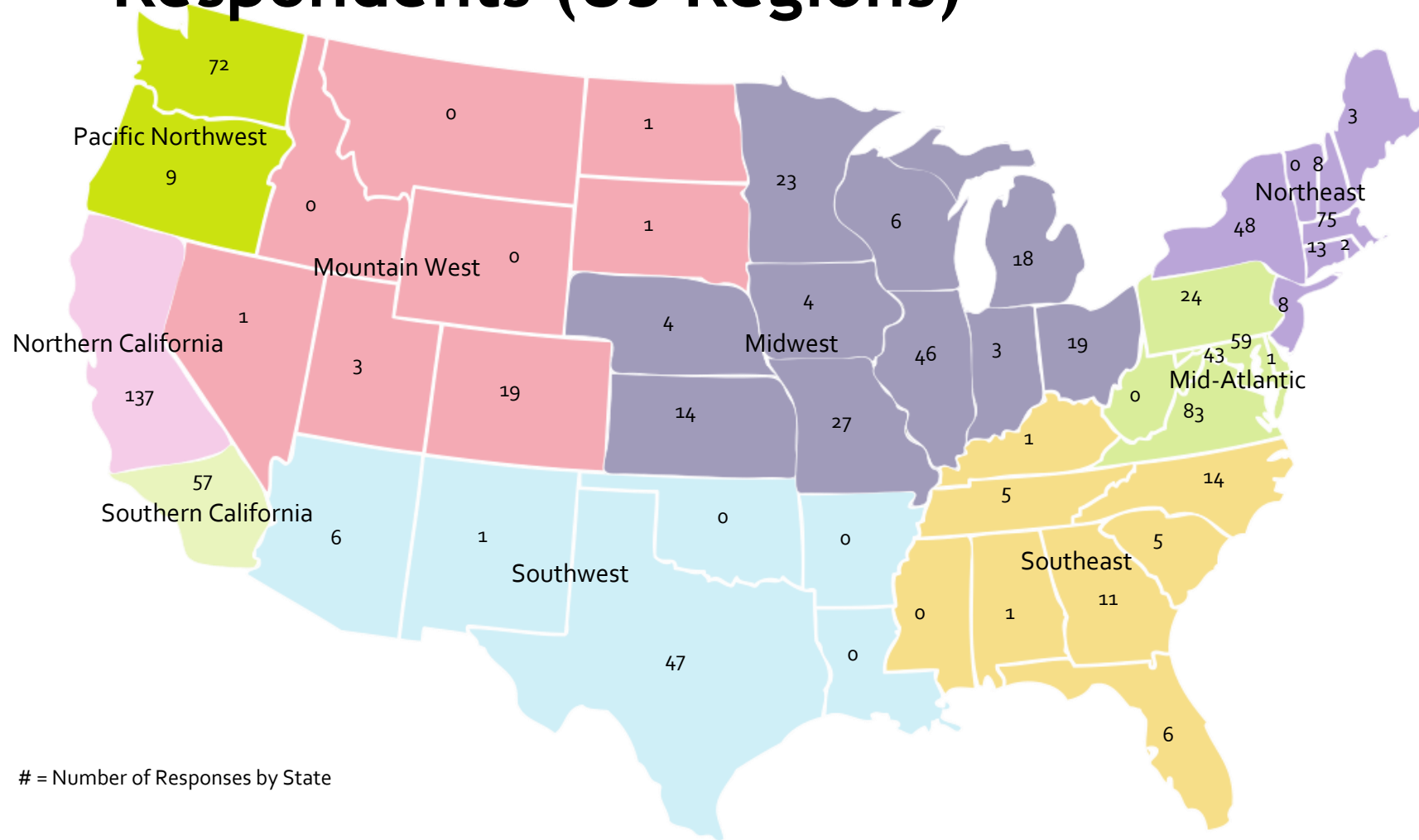
Respondents (US Regions)

The respondents from the US were mostly from the Mid-Atlantic (23%), Midwest (18%), Northeast (17%) and Northern California (15%). *This represents a slightly different sample than 2014, when the majority of respondents were from the Northeast (23%), followed by the Midwest (20%) then the Mid-Atlantic (14%).*

US Region	Percentage (2016)	Percentage (2014)
Mid-Atlantic	23%	14%
Midwest	18%	20%
Northeast	17%	23%
Northern California	15%	12%
Pacific Northwest	9%	6%
Southern California	6%	4%
Southwest	5%	10%
Southeast	5%	9%
Mountain West	3%	3%
Total N =	924	881

*Numbers are for respondents who provided a salary.
Regional breakdowns not available prior to 2014.*

Respondents (US Regions)

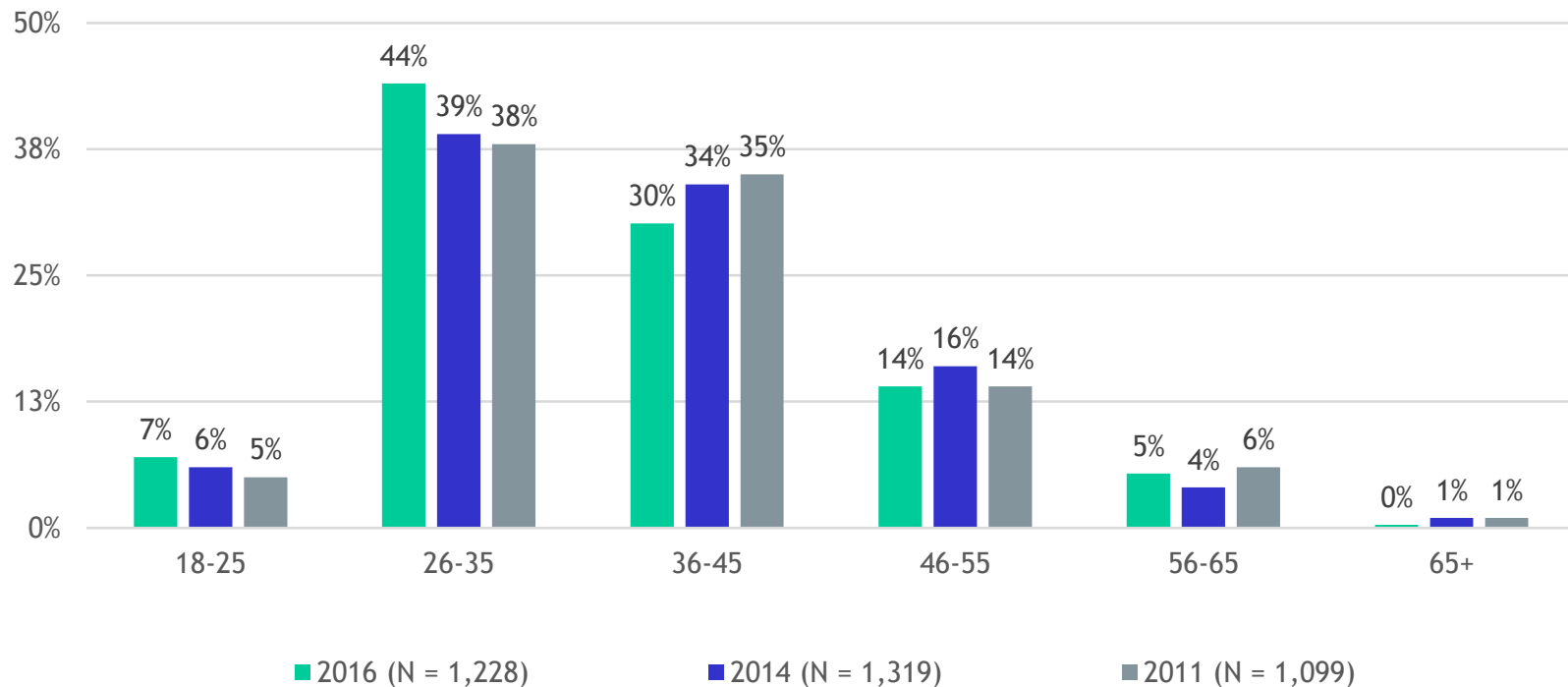


= Number of Responses by State

Numbers are for respondents who provided a salary.
N = 924

Respondents' Age

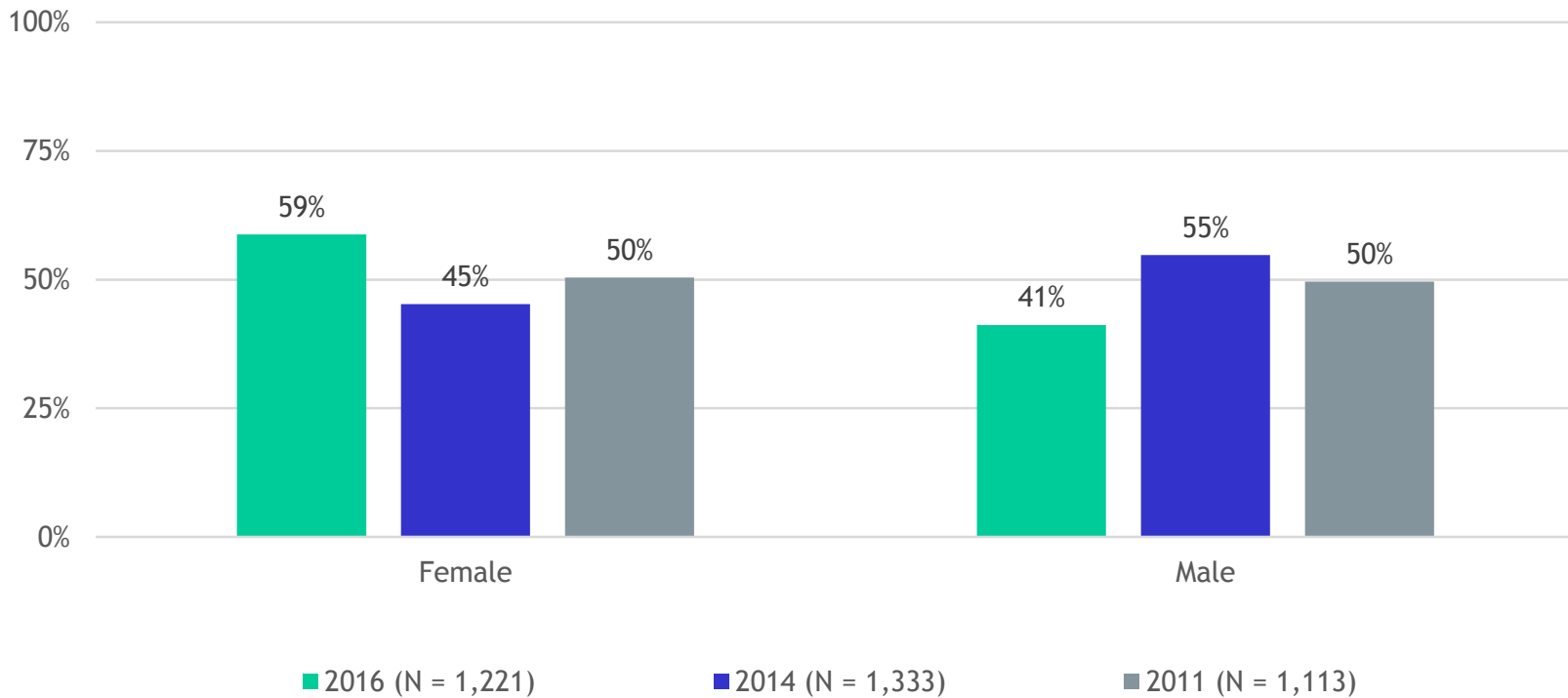
About three-fourths of the respondents were between the ages of 26 and 45 (74%) at the time of this survey in winter of 2016, mirroring results seen in 2014 and 2011.



Percentages are for respondents who provided a salary.

Respondents' Gender

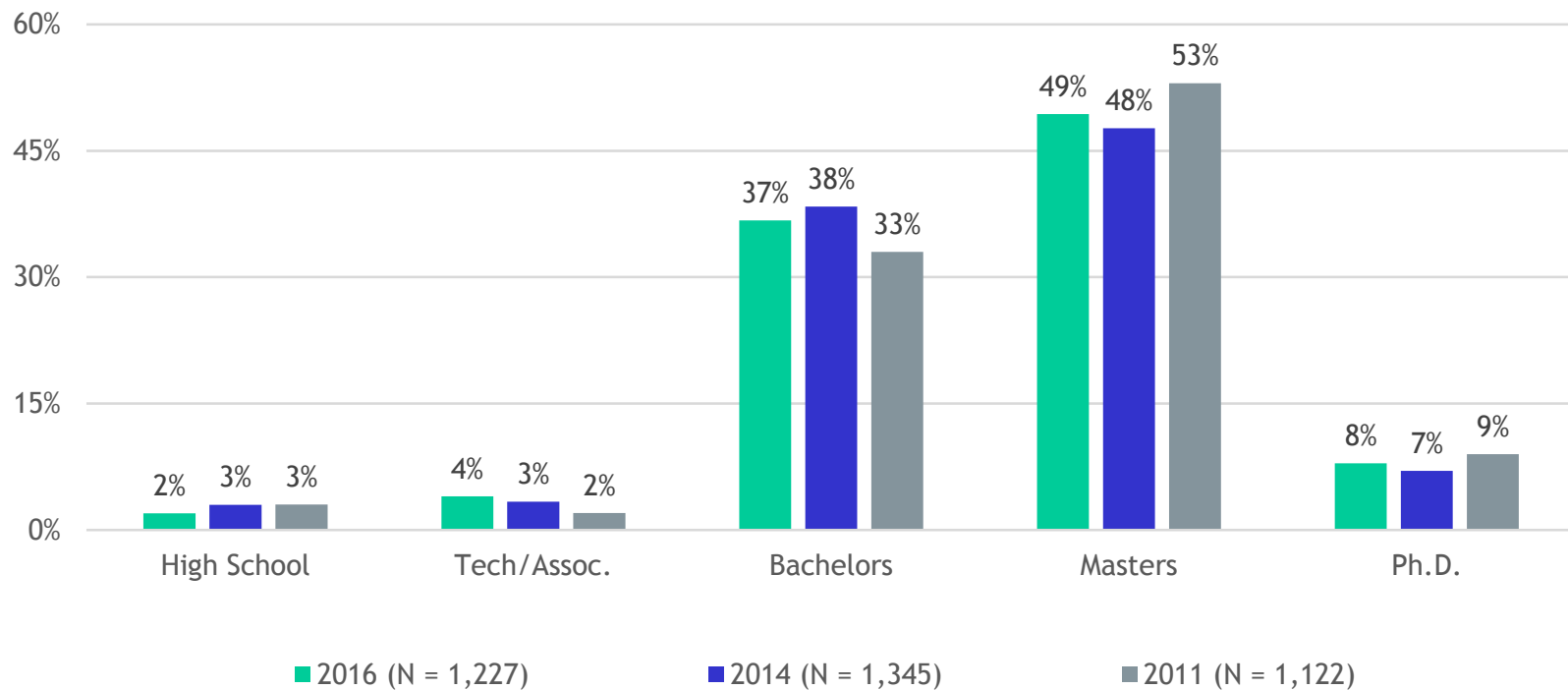
The majority (59%) of respondents in this year's survey were female. *This represents a different sample than 2014, in which the majority (54%) of respondents were male.*



Percentages are for respondents who provided a salary.

Respondents' Highest Degree Held

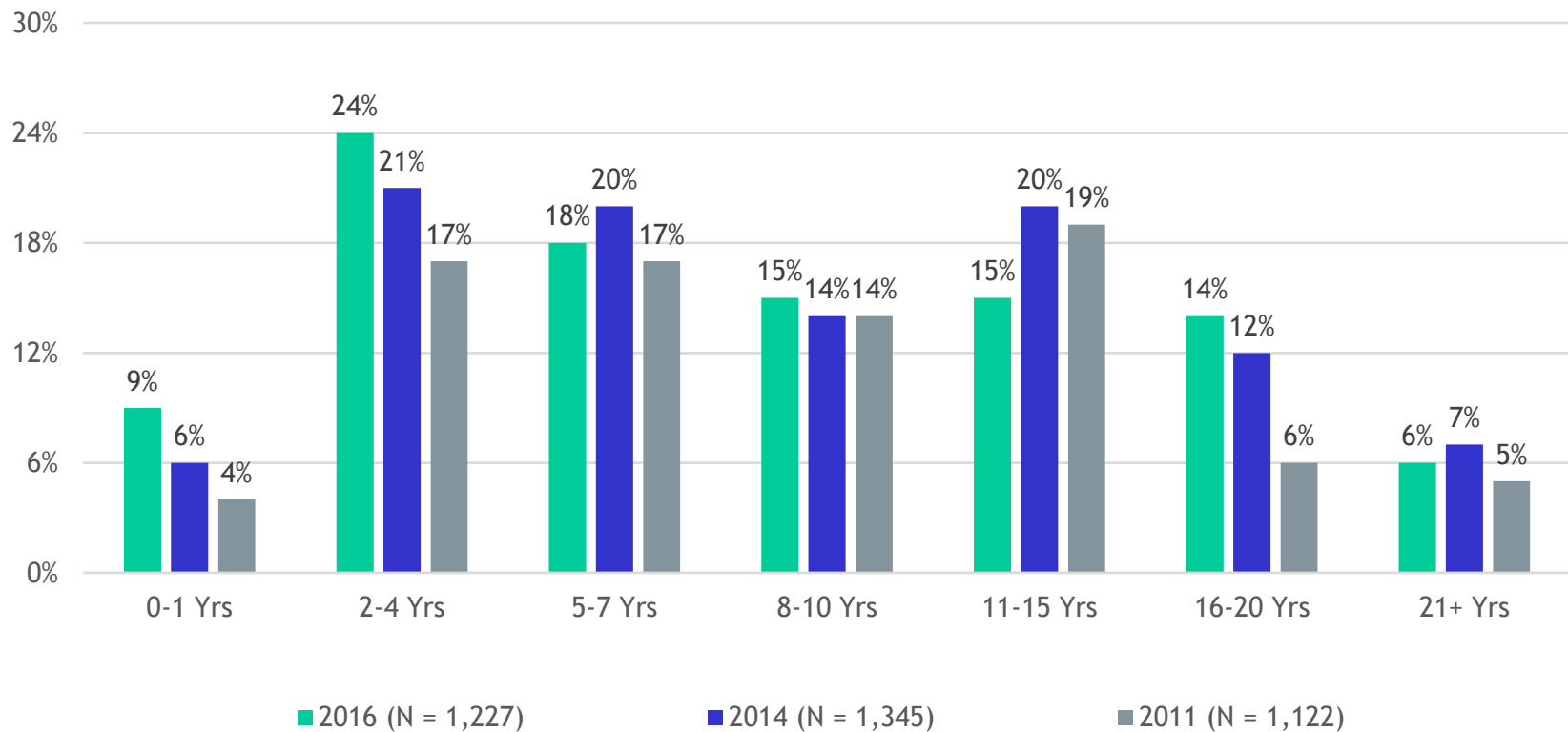
More than half of the respondents hold an advanced degree (57%), and 94% of respondents report having a Bachelor's degree or higher, mirroring results seen in 2014 and 2011.



Percentages are for respondents who provided a salary.

Respondents' In-Field Experience

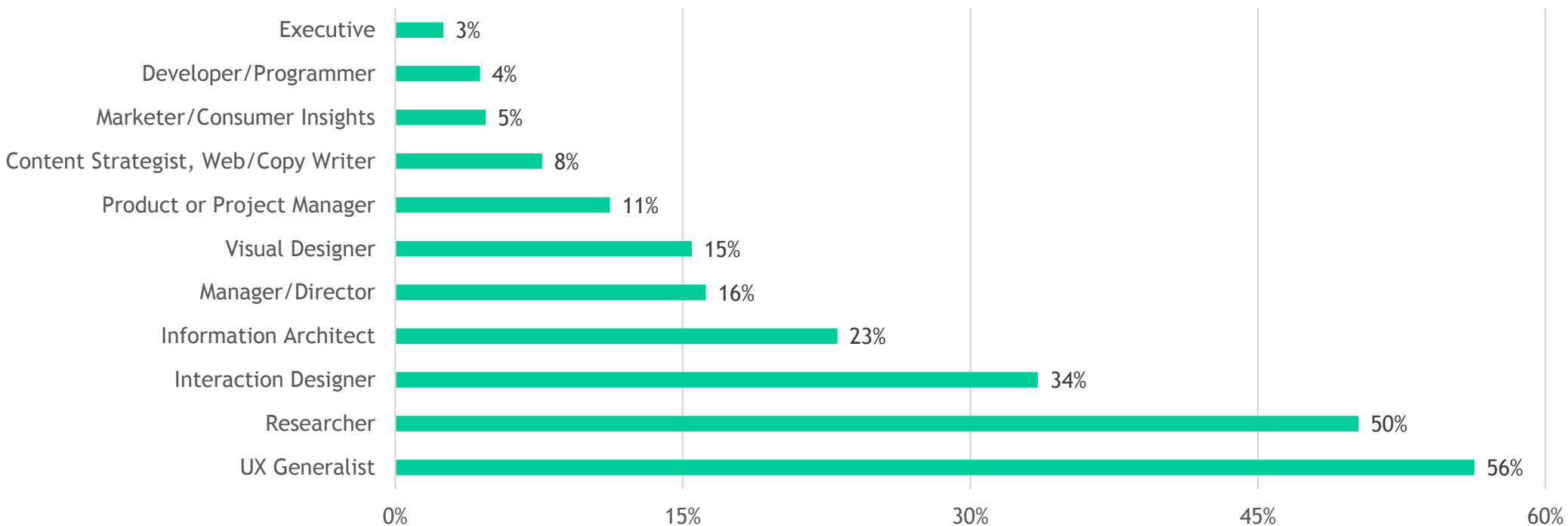
In 2016 half of respondents reported between 0 and 7 years of in field experience. 30% reported 8 to 15 years in the field, and 20% reported have 16 or more years of experience, mirroring results seen in 2014 and 2011.



Percentages are for respondents who provided a salary.

Respondents' Job Title

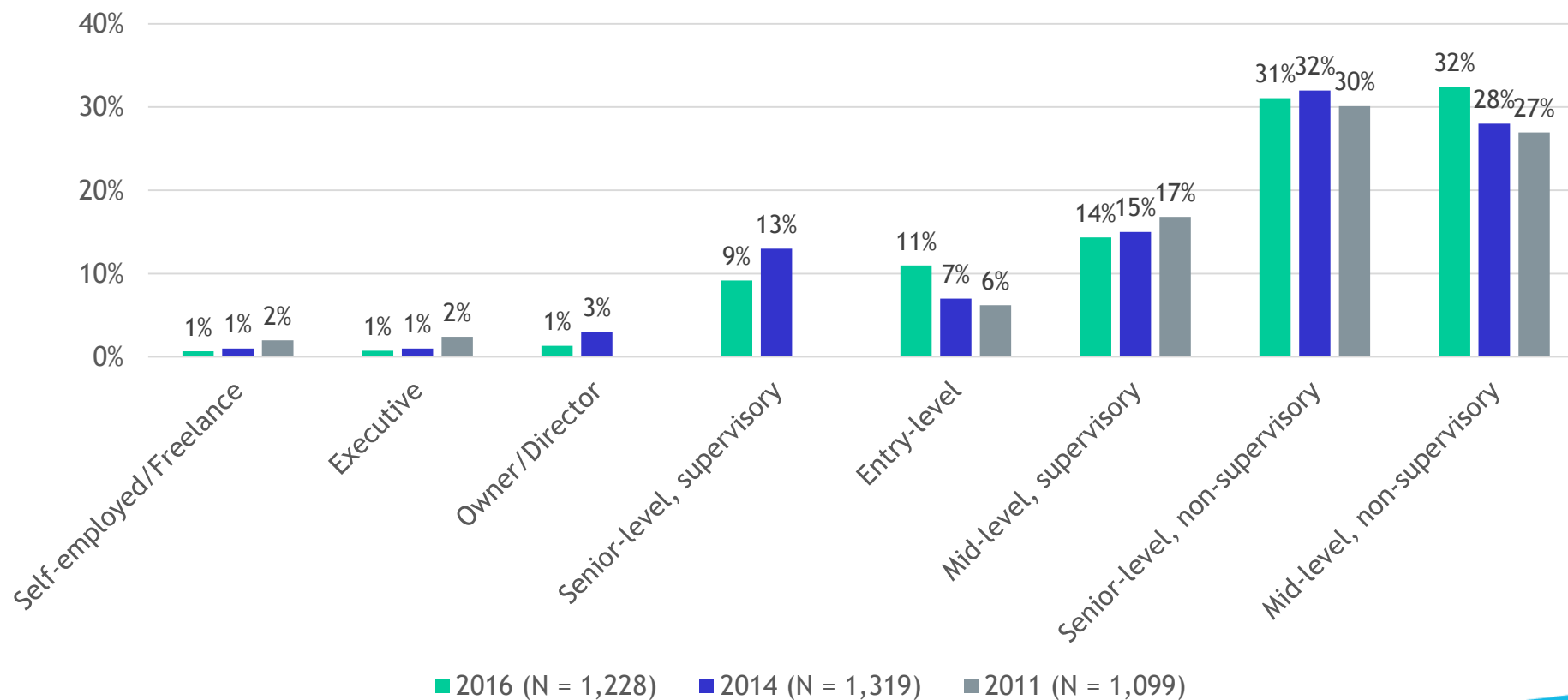
A variety of different professions were represented in the data set. Respondents were able to select multiple titles. The "UX Generalist" title was a new addition to the 2016 survey, and was selected by more than half of respondents, many of whom selected other titles as well.



Percentages are for respondents who provided a salary.
N = 1,255

Respondents' Employment Level

About half of the respondents reported being in a mid-level position (46%), and about half being at least at the senior level (41%). About a quarter of respondents are in supervisory or executive position. The proportion of entry-level respondents increased from 7% in 2014 to 11% in 2016. Only 1% of respondents indicated that they were self-employed.



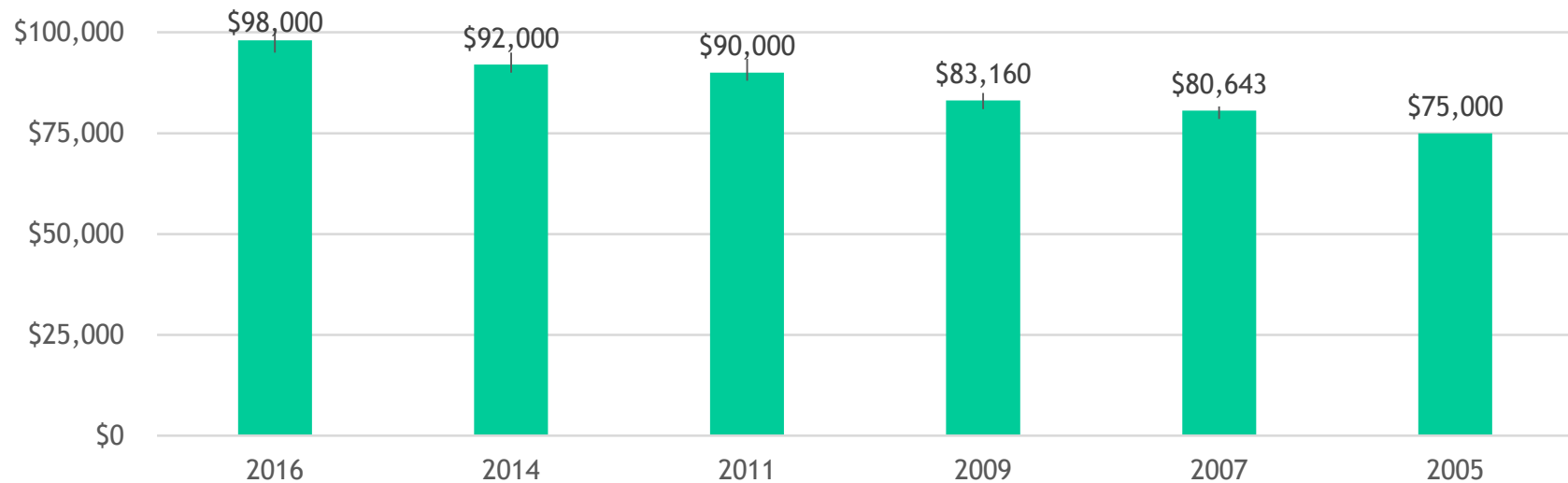
Percentages are for respondents who provided a salary.

UX Salary

Median Salary by Year

Median salaries rose significantly (7% lift) since the last UXPA survey in 2014.

All currencies have been converted to US Dollars.



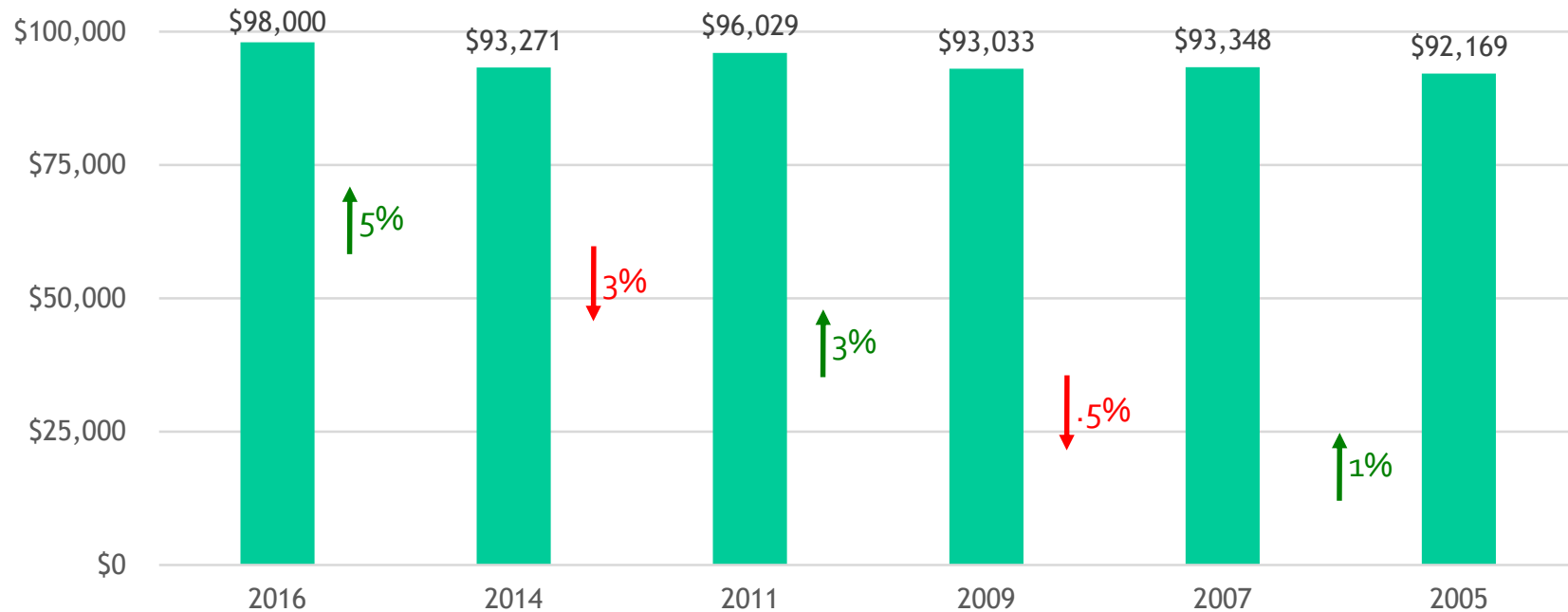
Note: data for 2007 confidence intervals were not available.

Median Salary by Year Constant 2016 Dollars

(Inflation Adjusted)

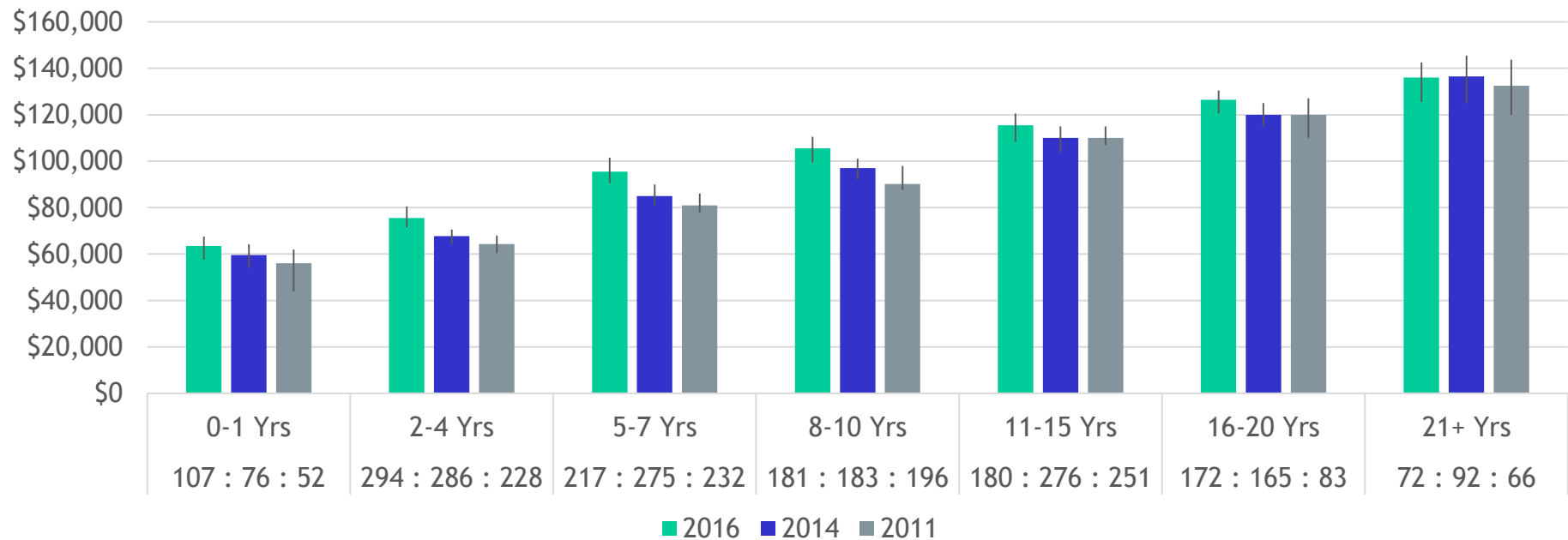
Median salaries increased by \$4,729 (5%) since 2014 after factoring in inflation.

All currencies have been converted to US Dollars.



Median Salary By Years of Experience

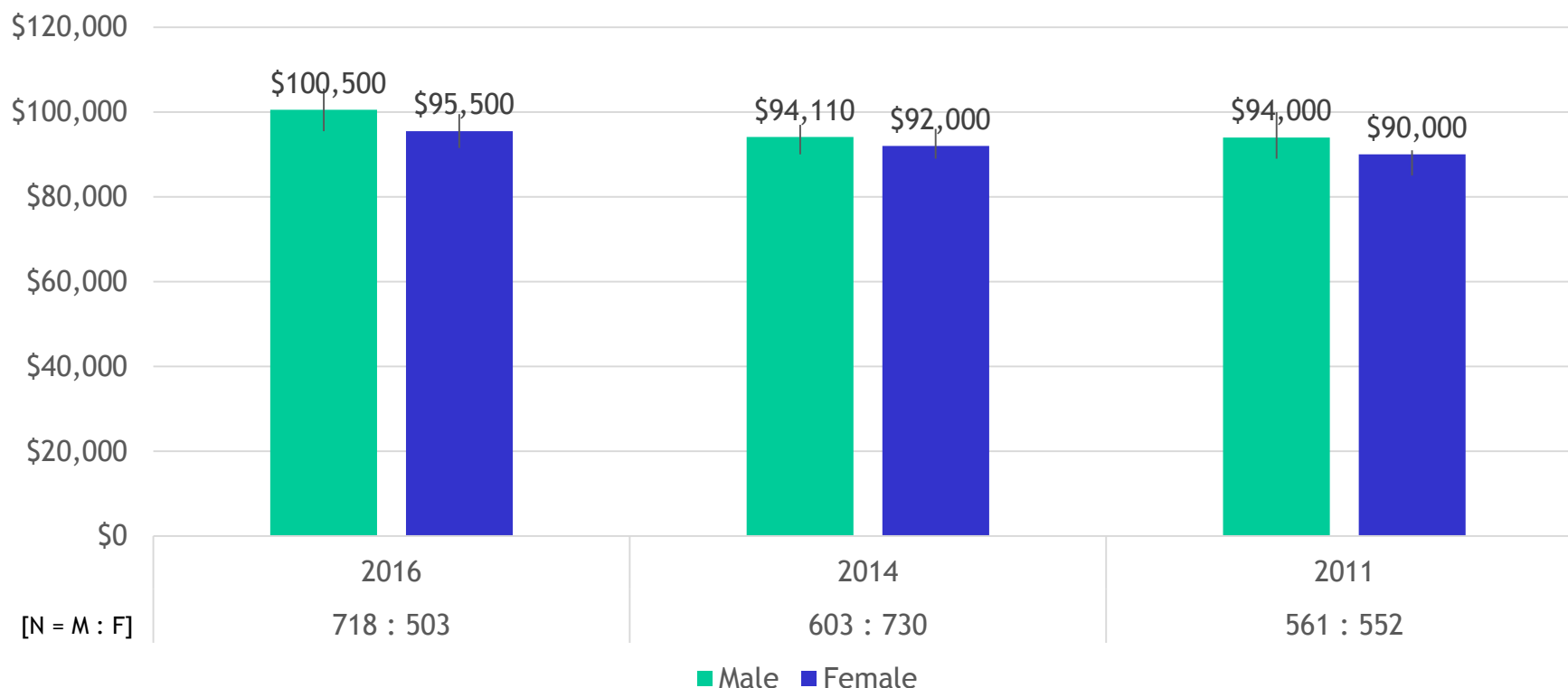
As shown in previous years, there is a linear pattern of years in the field and salary. Respondents with 21+ years of experience make at least 7% more annually than those with 20 years of experience or fewer.



[N = 2016 : 2014 : 2011]

Median Salary by Gender

The median salary for men is \$5k higher than for women, which is a statistically significant difference. Men’s salary increased by \$6,999 between 2014 and 2016, and women’s median salary increased by \$4,225 in the same period of time. In 2014, men made 2% more than women in the field. At the time of this survey, men made 5% more than women in the field.



Note: main effect of gender qualified by interaction displayed on slide 19

Salary Ranges by Gender

The first quartile salary ranges for men and women were equivalent. Men's second and third quartile salaries were larger than those for women.

Gender	1 st Quartile	2 nd Quartile	3 rd Quartile
Male	\$68,499	\$100,499	\$129,499
Female	\$68,499	\$95,499	\$123,499

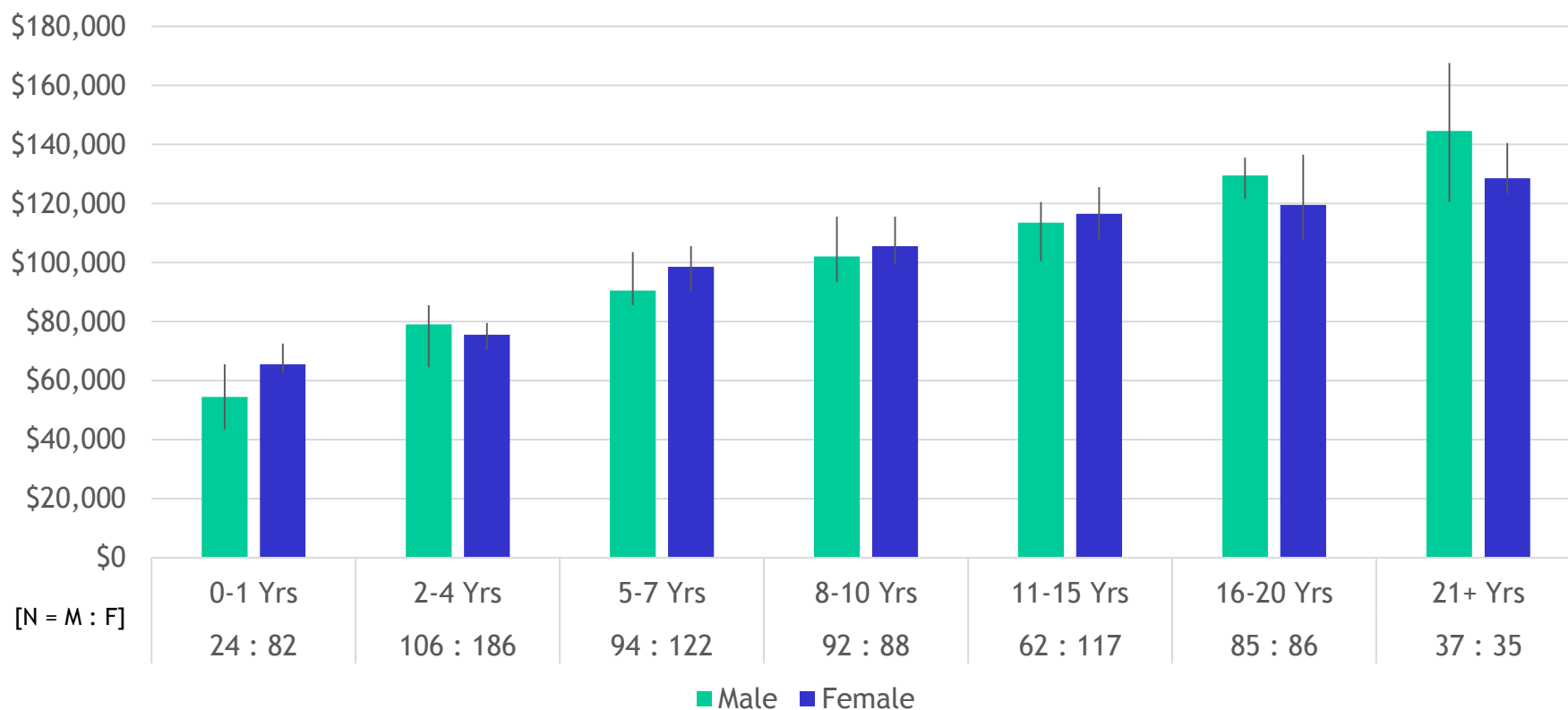
Q1: *The 25th percentile, or the mid-point between the lower number and the median of the entire data set.*

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.*

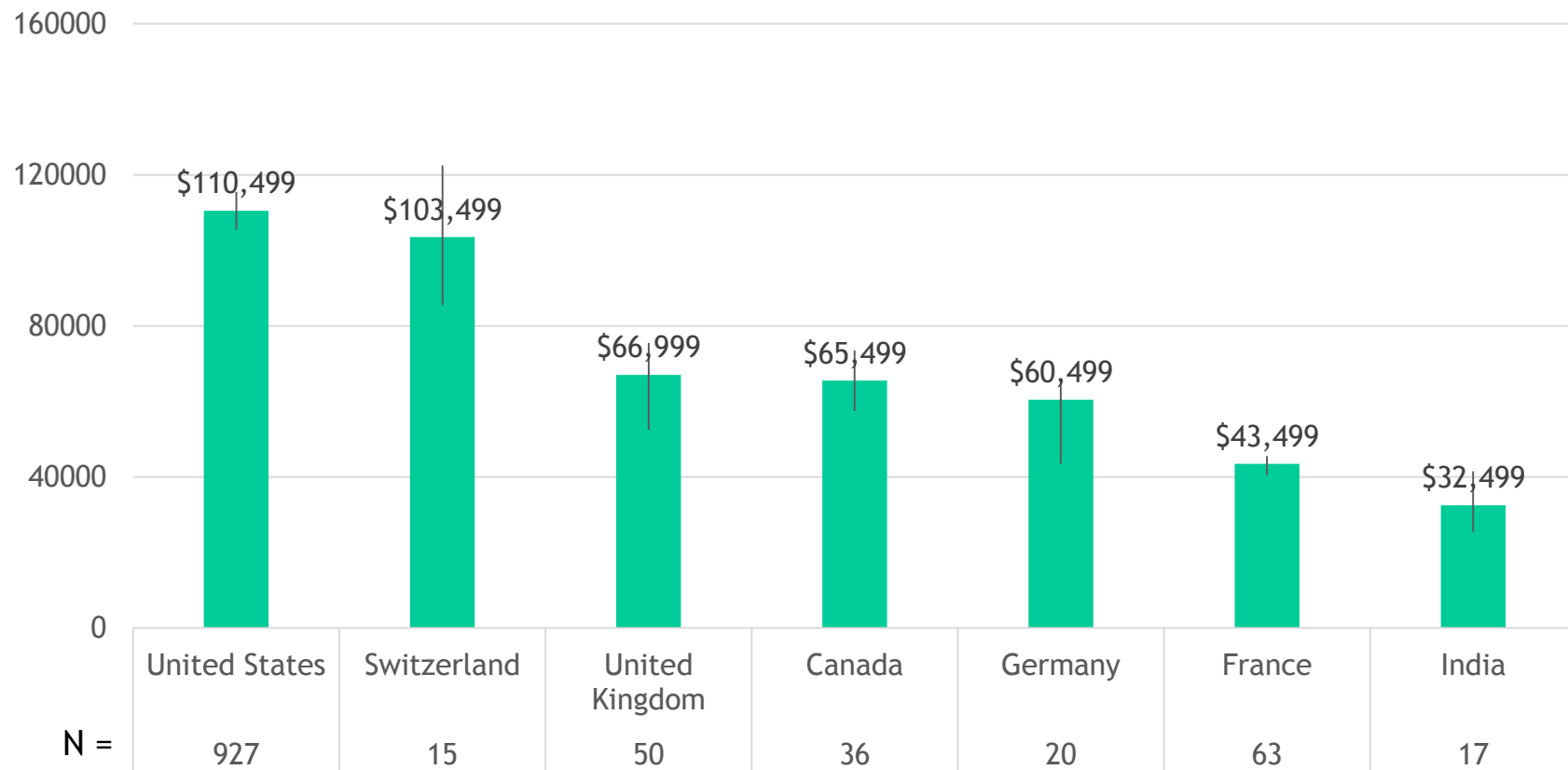
Median Salary By Gender and Experience

When the 2016 gender gap in pay is examined in relation to years in the field, an interesting interaction emerges: men with more experience generally outpace their female peers in pay, while women with the least experience (0-1 years in the field) make more than males with the same experience.



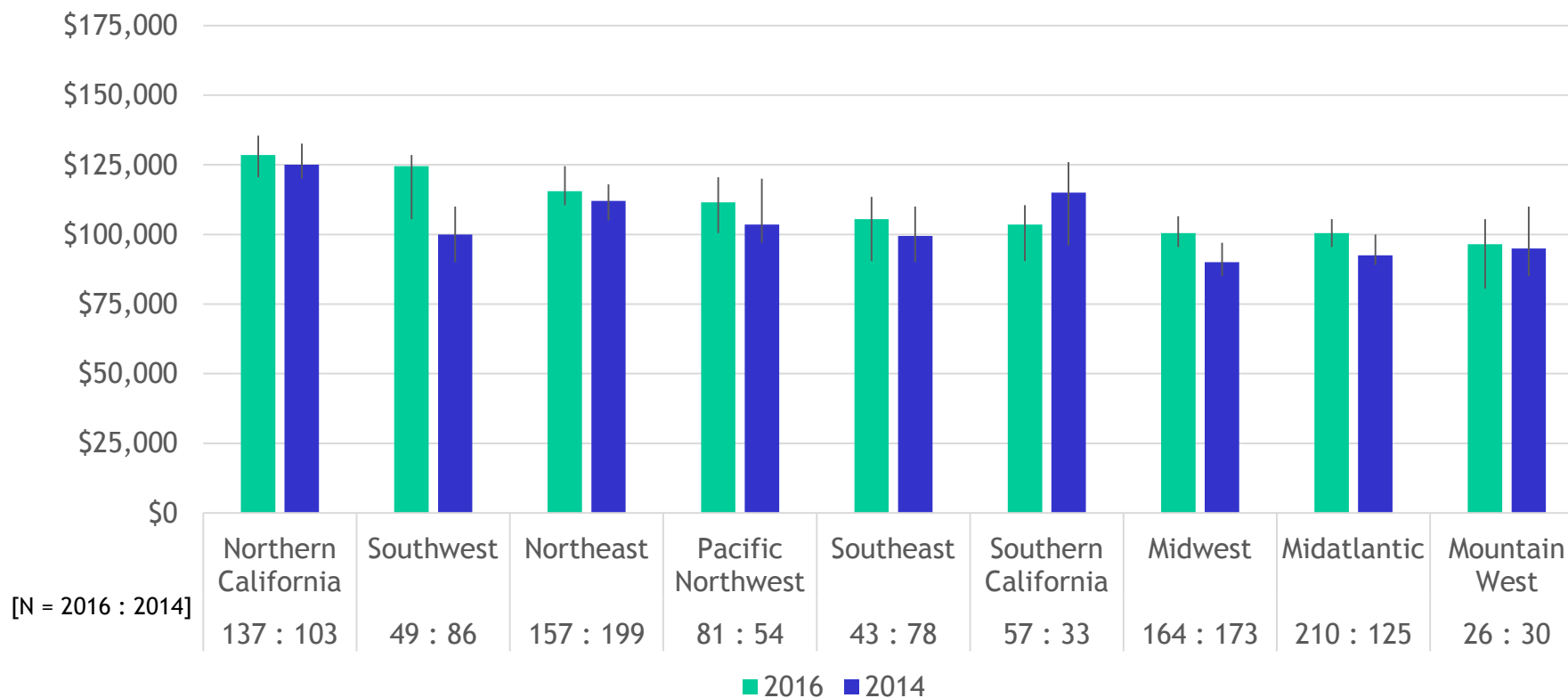
Median Salary by Country

The United States and Switzerland have the largest median income of the countries analyzed, with a difference of at least 50%. Compared to 2014, the UK, Canada, and Germany all showed median salary decreases greater than \$10k.



Median Salary by US Region

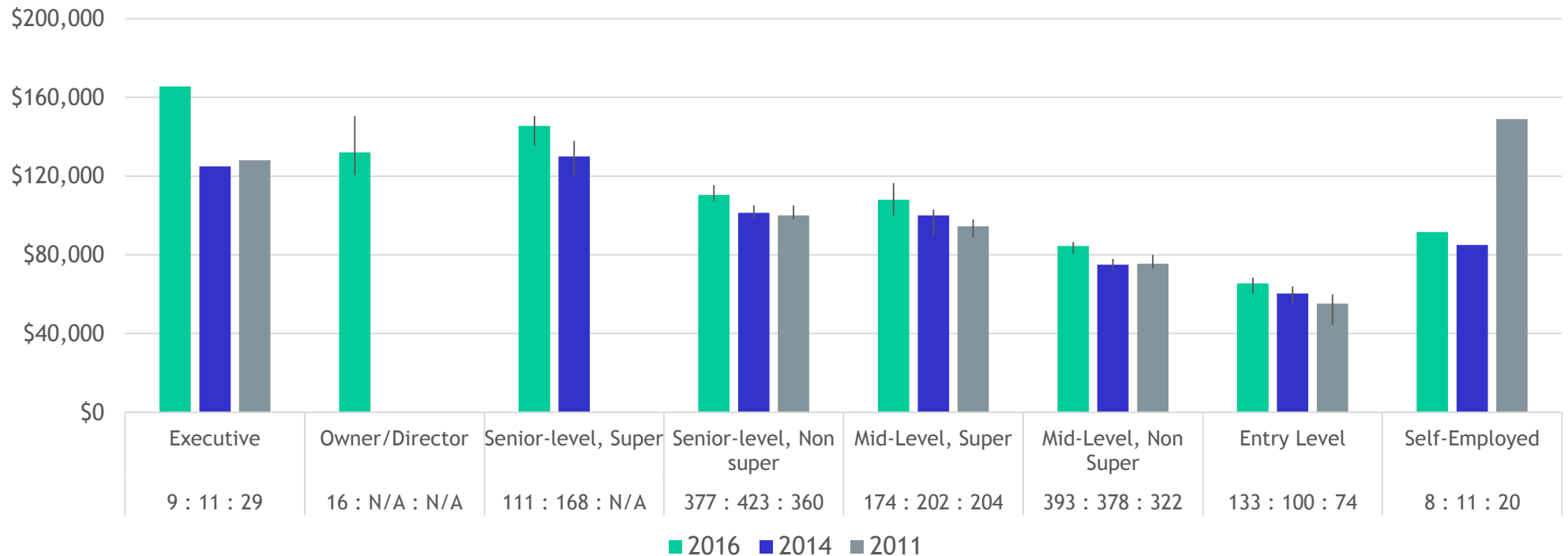
Northern California (mostly the Bay Area) has a reported median salary that is at least 3% higher than all other regions. The Southwest is mostly comprised of respondents from the Dallas (28) and Austin (18) metro areas and has a median salary of \$124,499, moving it from 5th place in 2014 to 2nd in 2016. Southern California showed the most dramatic drop in rank, moving from 2nd in 2014 to 6th in the current survey.



Median Salary by Job Level

In 2014, those in a senior-level supervisory position had the highest median salary at \$130,000. In the current survey, executives have the highest median salary, making at least 14% more than those in any other role.

The emergence of executives as top earners may stem from a change in the survey design; in the current survey, executives and owner/directors were specified as separate functions; they had been combined in 2014.

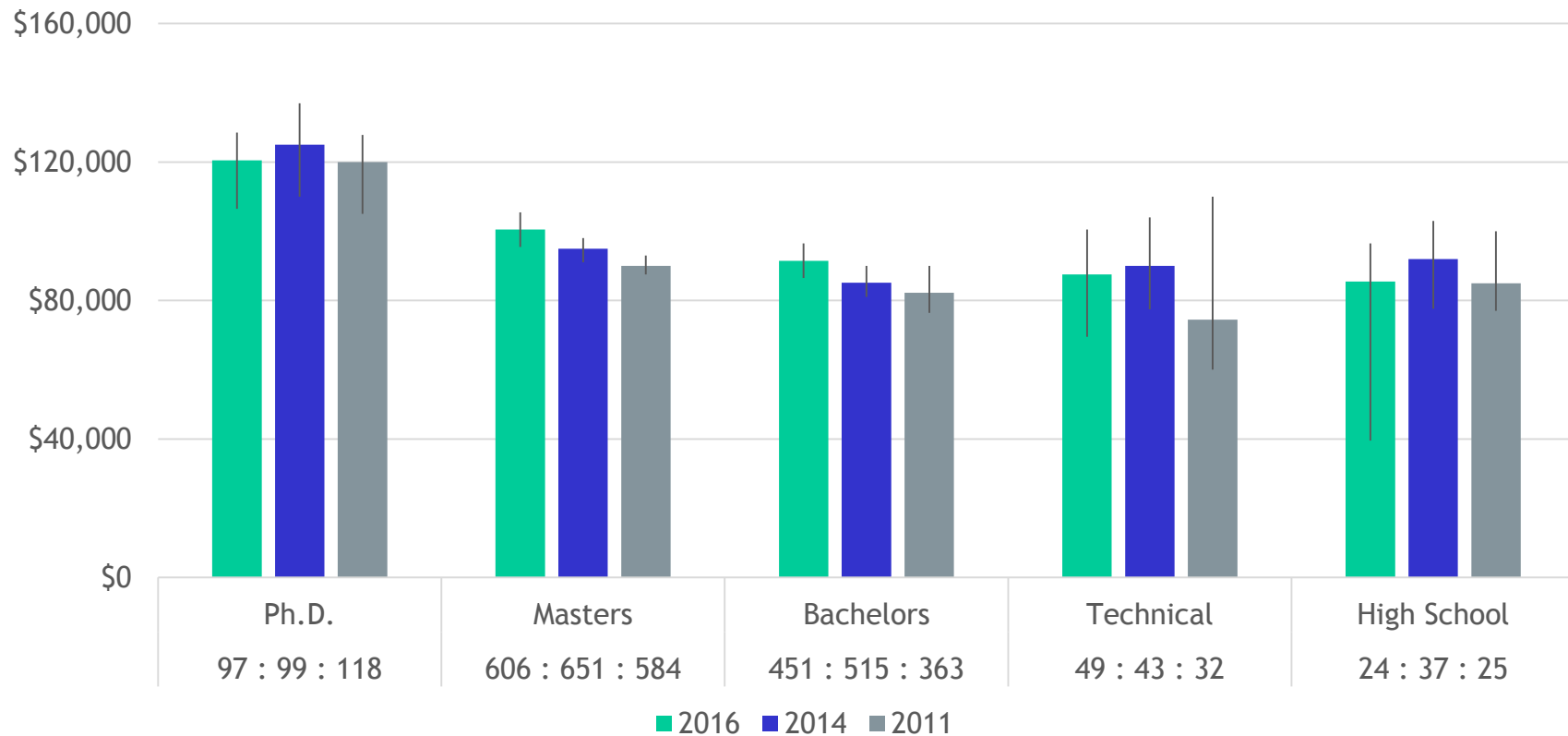


[N = 2016 : 2014 : 2011]

Note: confidence intervals unable to be calculated for executives and self-employed positions due to small sample sizes.

Median Salary by Education Level

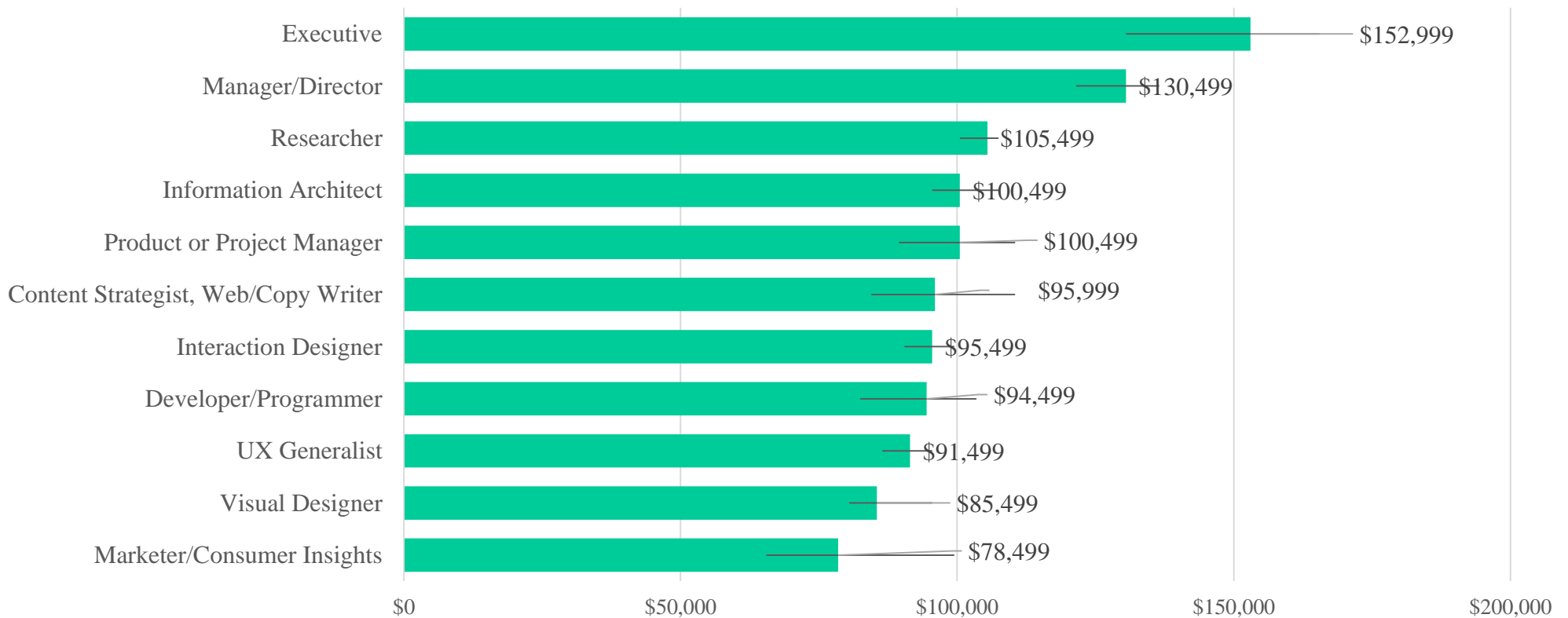
As expected, there is a strong linear pattern when median salaries were broken out by experience level. Ph.D.'s reported the highest annual median salary at \$120,499. Respondents with a master's degree reported a median salary of \$100,499, \$5,499 more than in 2014.



[N = 2016 : 2014 : 2011]

Median Salary by Job Title

Respondents who reported that at least one of their job titles was “Executive” had the highest median salary, earning at least 17% more than other respondents.



Salary Ranges by Job Title

Job Title	1 st Quartile 25 th Percentile	Median 50 th Percentile	3 rd Quartile 75 th Percentile
Marketer/Consumer Insights	\$53,499	\$78,499	\$115,249
Visual Designer	\$65,499	\$85,499	\$115,249
UX Generalist	\$65,499	\$91,499	\$120,499
Developer/Programmer	\$67,499	\$94,499	\$115,499
Interaction Designer	\$69,499	\$95,499	\$124,249
Content Strategist, Web/Copy Writer	\$65,499	\$95,999	\$125,499
Product or Project Manager	\$69,999	\$100,499	\$130,499
Information Architect	\$70,499	\$100,499	\$125,499
Researcher	\$72,999	\$105,499	\$128,499
Manager/Director	\$100,499	\$130,499	\$155,499
Executive	\$109,249	\$152,999	\$185,499

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