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# 2018 UX Salary Survey

August 2018

# Research Methodology



## STUDY DESIGN

Online survey  
(15 minutes)



## SAMPLE SIZE

1,326 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.



## DATES OF STUDY

June 2018  
- August 2018

# Respondent Demographics

# Respondents (Global)

We received responses from people in 52 countries. The majority of respondents were from the United States (64%), the United Kingdom (5%), Canada (5%), France (5%), Mexico (2%), India (2%), Germany (2%) and Australia (2%).

*The respondent sample differed slightly from 2016, where more respondents were from the United States (75%), France (5%), the United Kingdom (4%), Canada (3%), Germany (2%), and India (1%).*

	Percentage (2018)	Percentage (2016)	Percentage (2014)	Percentage (2011)
United States (USA)	64%	75%	66%	70%
United Kingdom (UK)	5%	4%	13%	7%
Canada	5%	3%	3%	4%
France	5%	5%	<1%	<1%
Mexico	2%			
India	2%	1%	2%	2%
Germany	2%	2%	1%	2%
Australia	2%	1%	2%	2%

Numbers are for respondents who provided a salary.  
 N = 1,326

# Global Responses (Full List, 2018)

United States (USA)	64%	Colombia	<1%
United Kingdom (UK)	5%	Austria	<1%
Canada	5%	China	<1%
France	5%	Czech Republic	<1%
Mexico	2%	South Africa	<1%
India	2%	Costa Rica	<1%
Germany	2%	Japan	<1%
Australia	2%	Nigeria	<1%
Brazil	1%	United Arab Emirates	<1%
Netherlands	1%	Greece	<1%
Switzerland	1%	Romania	<1%
Italy	1%	Philippines	<1%
Chile	1%	Taiwan	<1%
Ireland {Republic}	1%	Senegal	<1%
Spain	1%	Turkey	<1%
Belgium	1%	Kenya	<1%
Israel	<1%	Latvia	<1%
Singapore	<1%	Slovenia	<1%
Luxembourg	<1%	Thailand	<1%
Sweden	<1%	Panama	<1%
Finland	<1%	Russian Federation	<1%
Portugal	<1%	Malaysia	<1%
Argentina	<1%	Uruguay	<1%
Poland	<1%	Vietnam	<1%
Denmark	<1%	Bulgaria	<1%
Colombia	<1%	Norway	<1%
		New Zealand	<1%

*Numbers are for respondents who provided a salary.*

*N = 1,326*

# Respondents (US Regions)

The respondents from the US were mostly from the Northeast (22%), Midwest (16%), Southeast (15%) and Pacific Northwest (11%). *This represents a slightly different sample than 2016, when the majority of respondents were from the Mid-Atlantic (23%), followed by the Midwest (18%) then the Northeast (17%).*

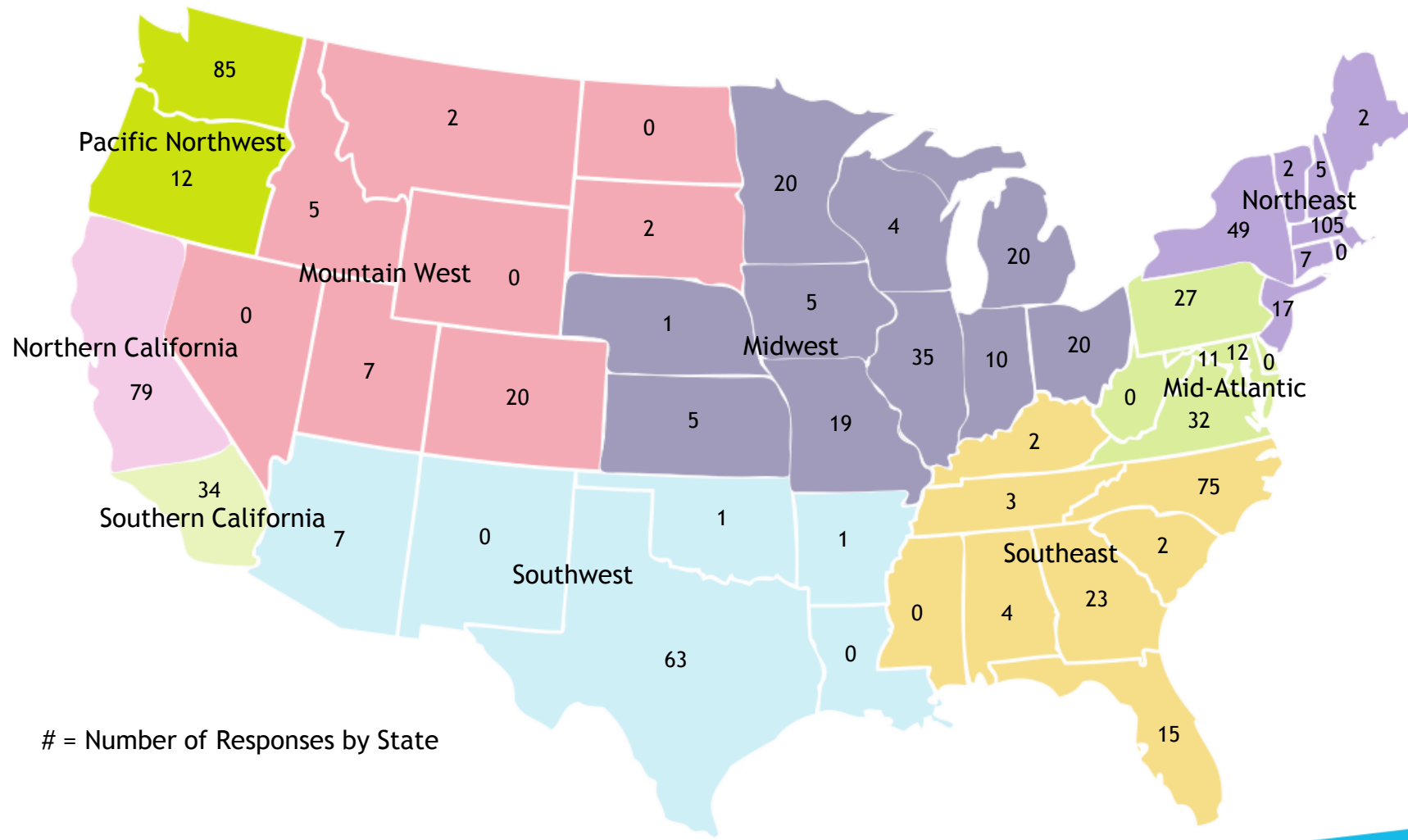
US Region	Percentage (2018)	Percentage (2016)	Percentage (2014)
Northeast	22%	17%	23%
Midwest	16%	18%	20%
Southeast	15%	5%	9%
Pacific Northwest	11%	9%	6%
Mid-Atlantic	10%	23%	14%
Northern California	9%	15%	12%
Southwest	9%	5%	10%
Mountain West	4%	3%	3%
Southern California	4%	6%	4%
<b>Total N =</b>	<b>848</b>	<b>924</b>	<b>881</b>

Numbers are for US respondents who provided a salary.

N=848

Regional breakdowns not available prior to 2014.

# Respondents (US Regions)

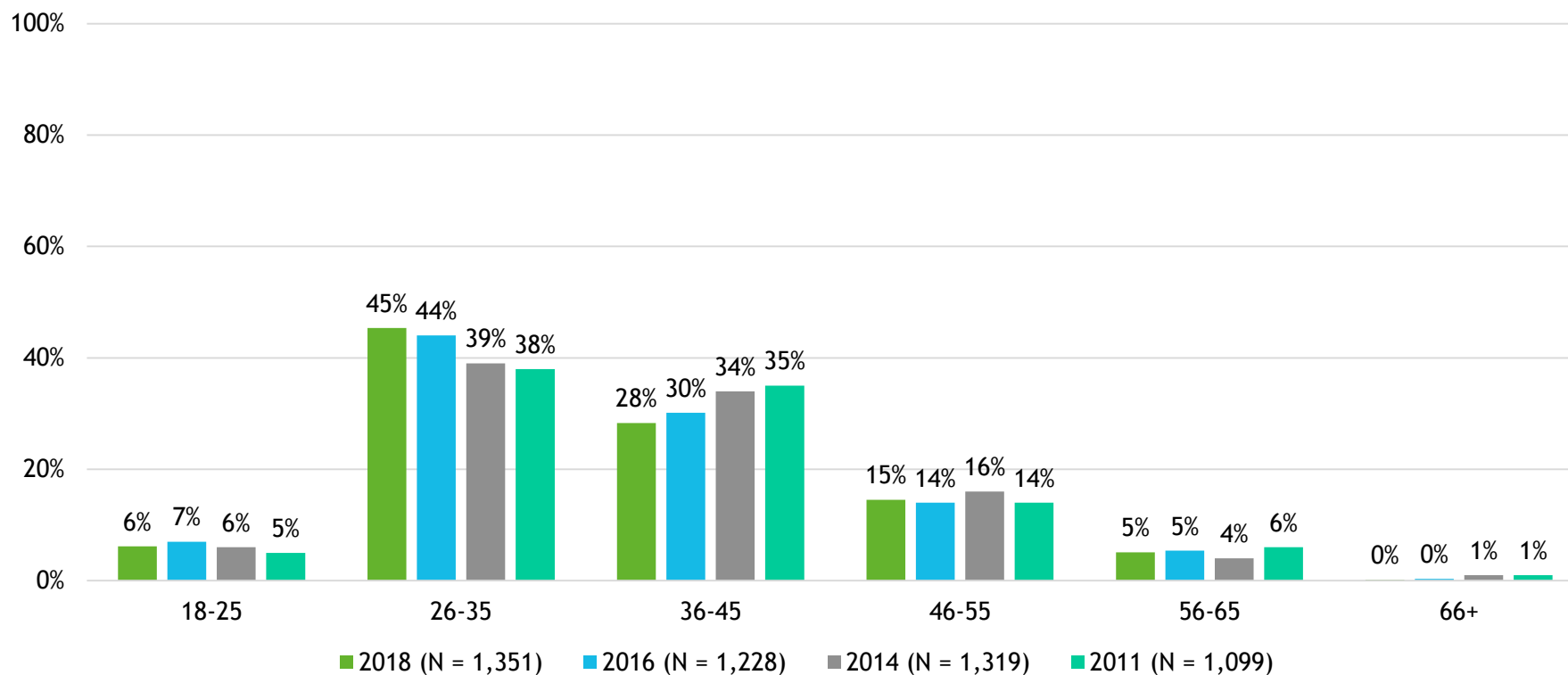


# = Number of Responses by State

Numbers are for US respondents who provided a salary.  
 N = 848

# Respondents' Age

About three-fourths of the respondents were between the ages of 26 and 45 (74%) at the time of this survey in summer of 2018, mirroring results seen in 2016, 2014 and 2011.

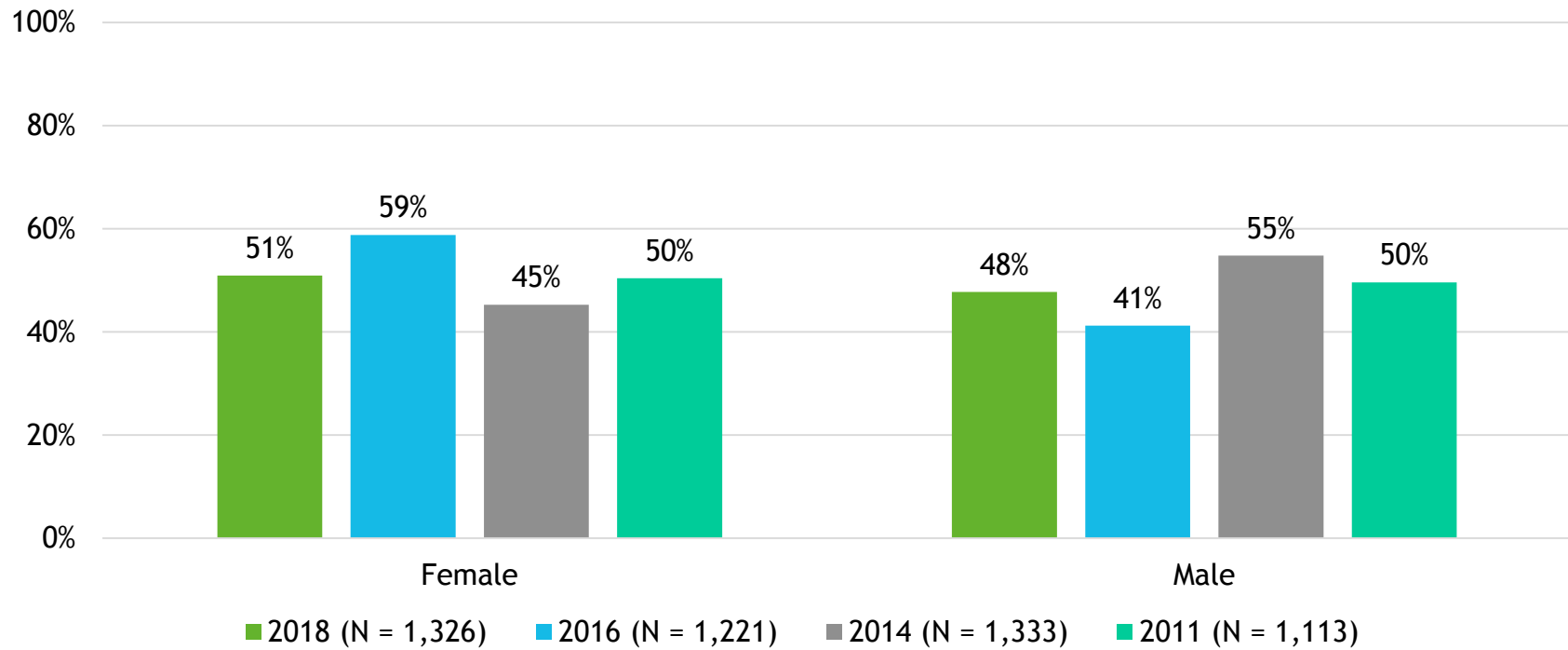


Numbers are for respondents who provided a salary.  
N = 1,326



# Respondents' Gender

A slight majority (51%) of respondents in this year's survey were female, a smaller proportion than 2016 where women made up a larger share (59%).

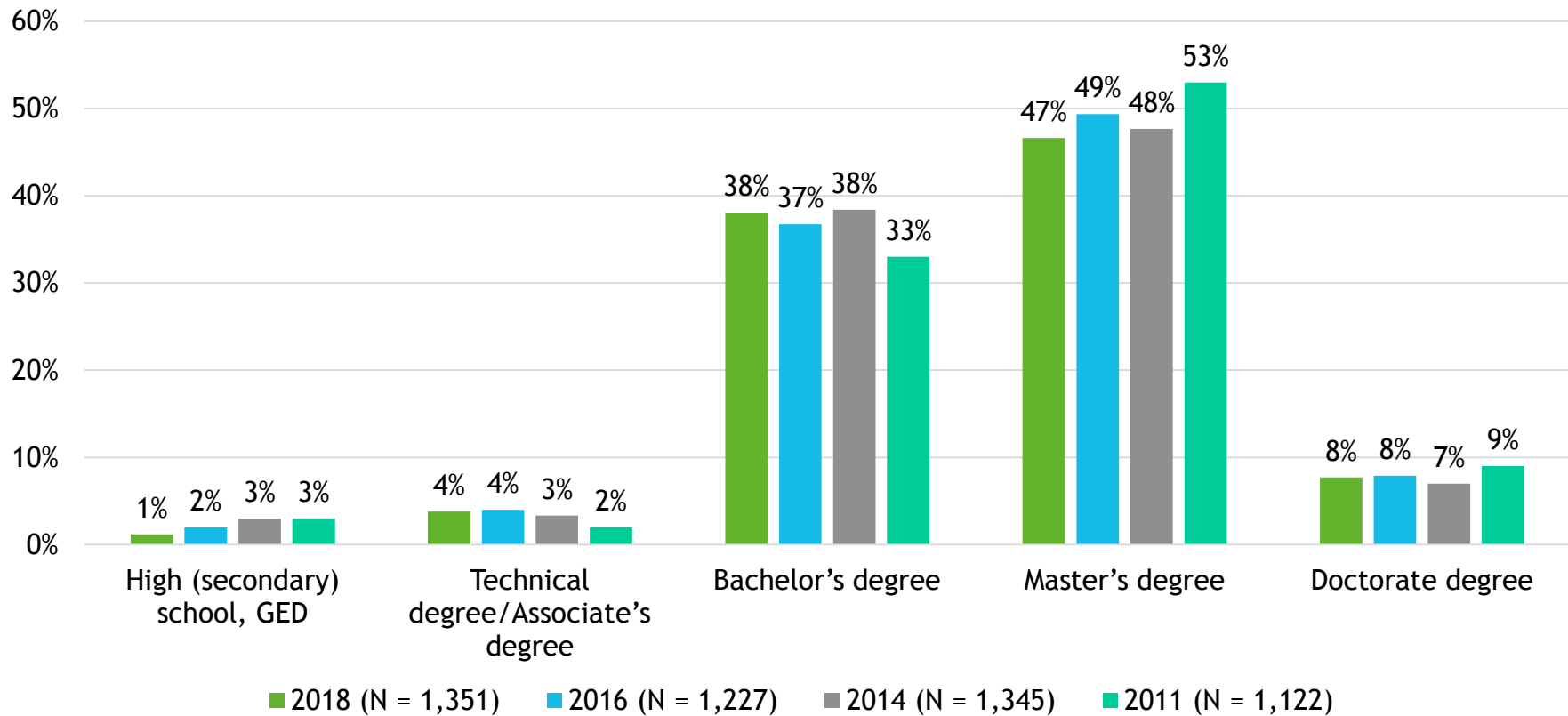


*Less than 1% selected Genderqueer/nonbinary  
 1% selected Prefer not to answer*

*Numbers are for respondents who provided a salary.  
 N = 1,326*

# Respondents' Highest Degree Held

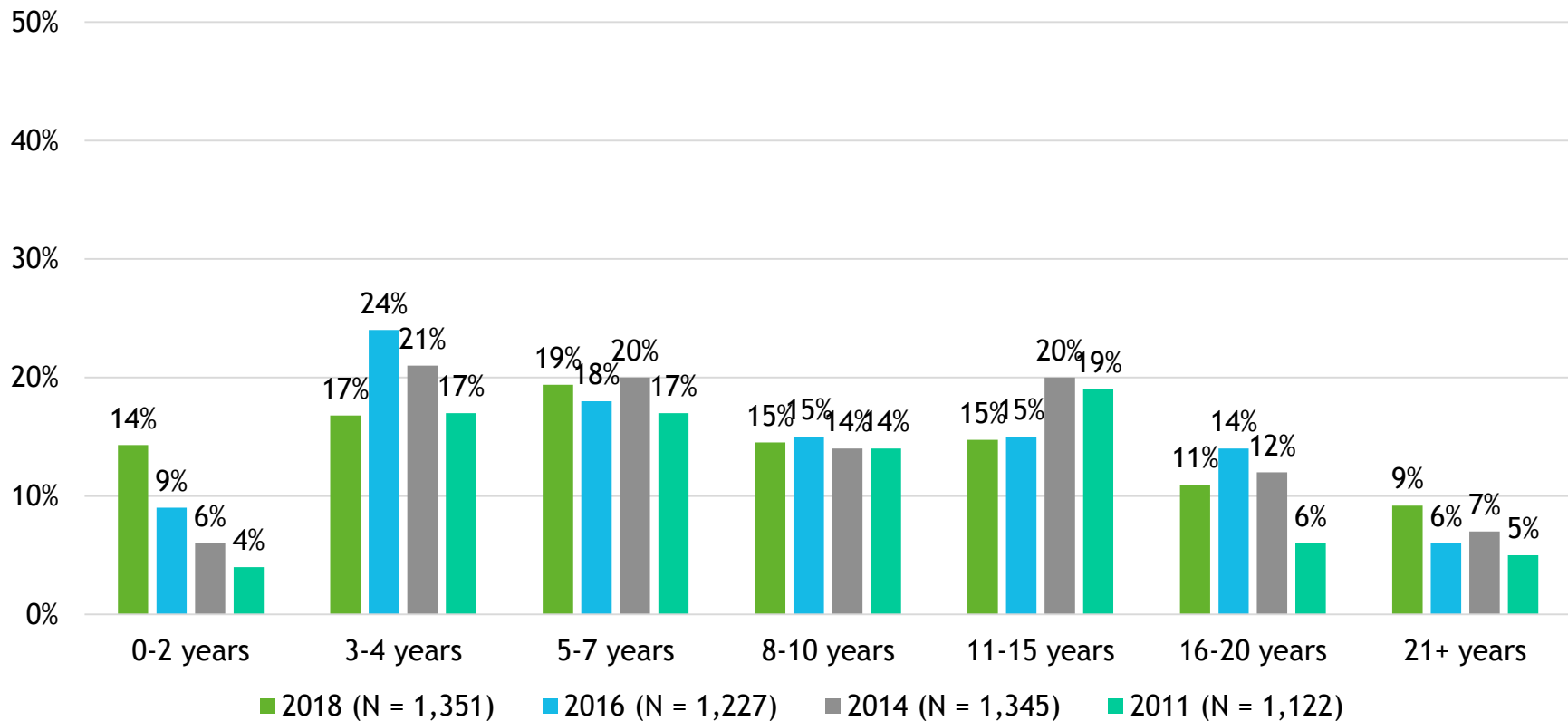
Almost half of the respondents hold a Master's degree (47%) and 92% of respondents report having a Bachelor's degree or higher, mirroring results seen in 2016, 2014 and 2011. The percent that hold a PhD (~8%) has remained unchanged in 7 years.



Numbers are for respondents who provided a salary.  
 N = 1,326

# Respondents' In-Field Experience

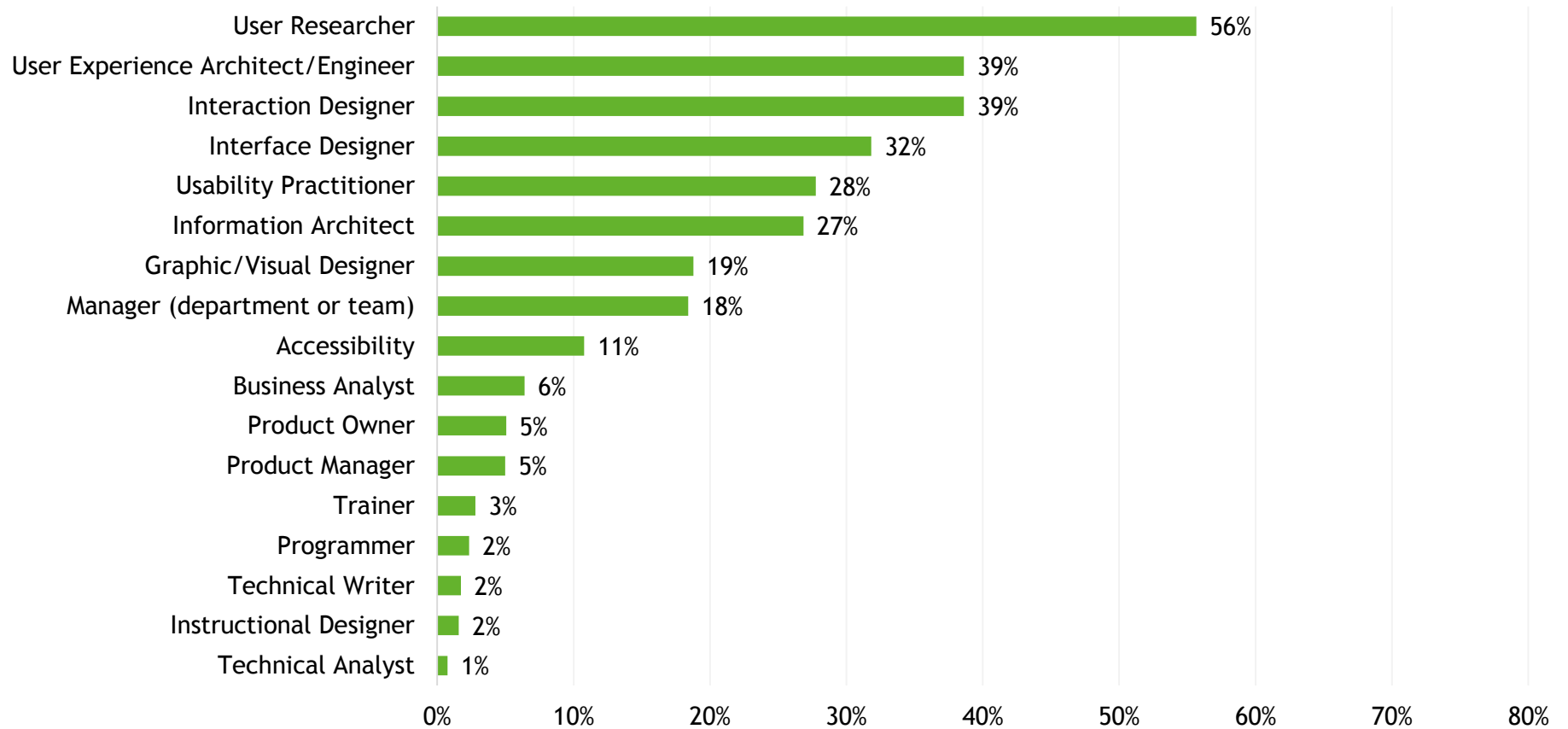
In 2018, half of respondents reported between 0 and 7 years of in field experience. 30% reported 8 to 15 years in the field, and 20% reported have 16 or more years of experience, mirroring results seen in 2016, 2014 and 2011. A higher percentage of the sample in 2018 had 0-2 years of experience.



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 N = 1,326

# Respondents' Job Title

A variety of different professions were represented in the data set and respondents were able to select multiple titles. "User Researcher" was the most popular job title, being selected by more than half of respondents (56%).

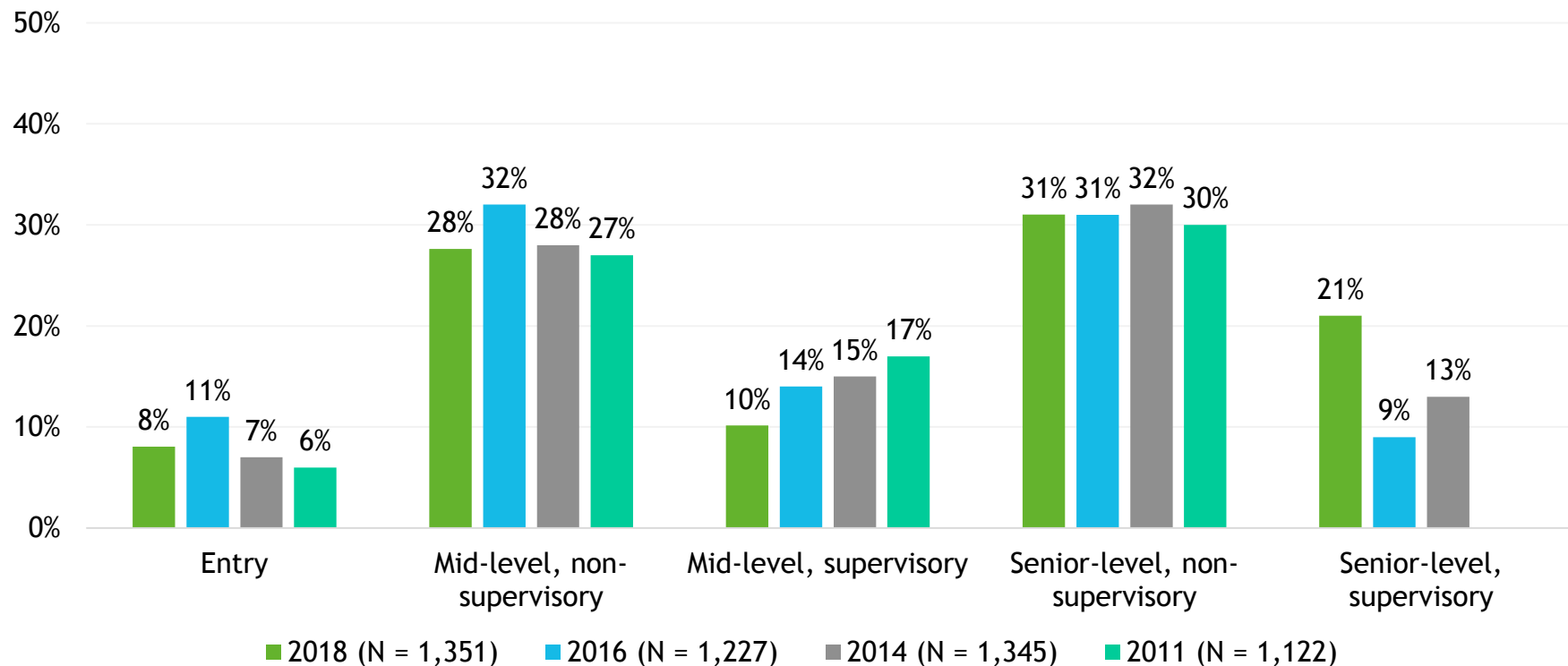


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N = 1,326

# Respondents' Employment Level

38% of the respondents reported being in a mid-level position and more than half being at least at the senior level (52%). 21% of respondents are in a supervisory position. The proportion of entry-level respondents decreased from 11% in 2016 to 8% in 2018.



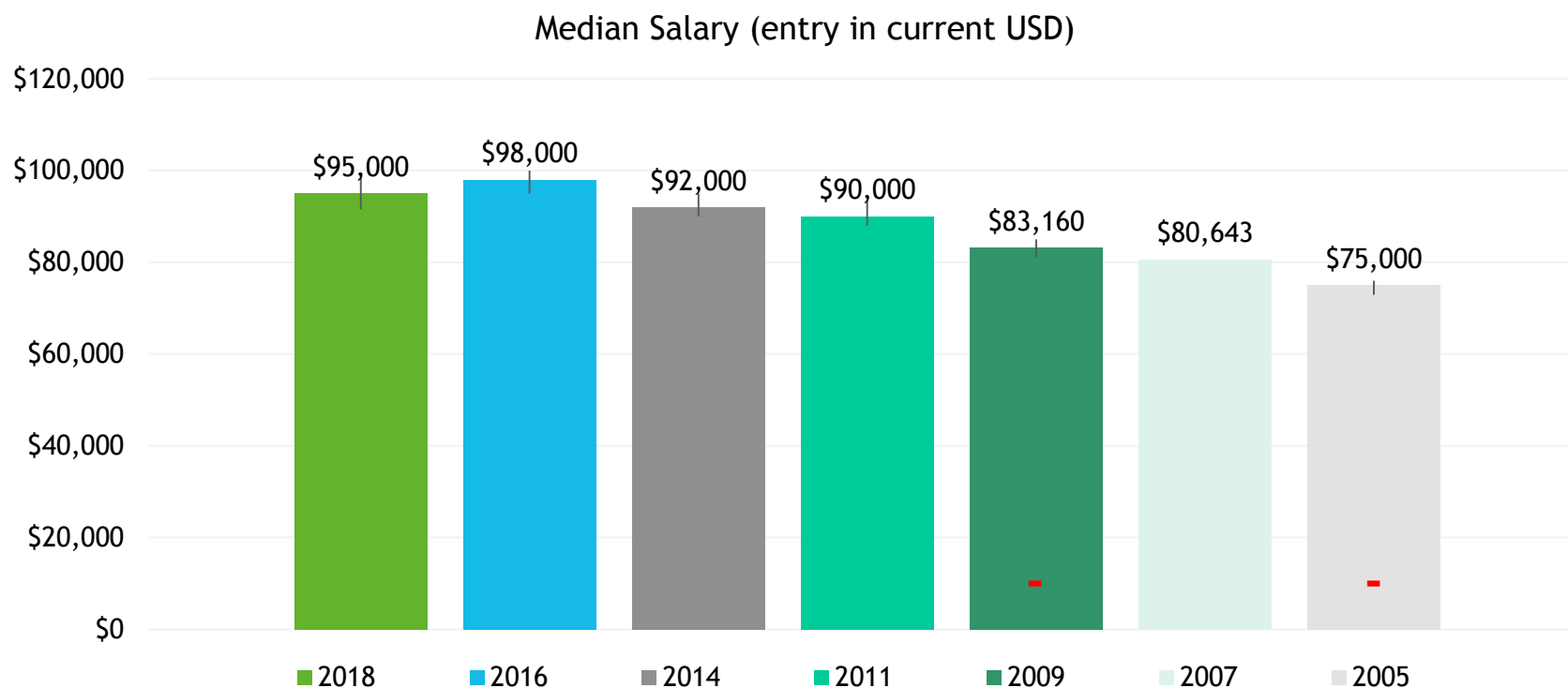
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# UX Salary

# Median Salary by Year

Median salaries dropped by 3% (\$3k) compared to 2016, although this slight dip was not statistically significant.

*All currencies have been converted to US Dollars.*



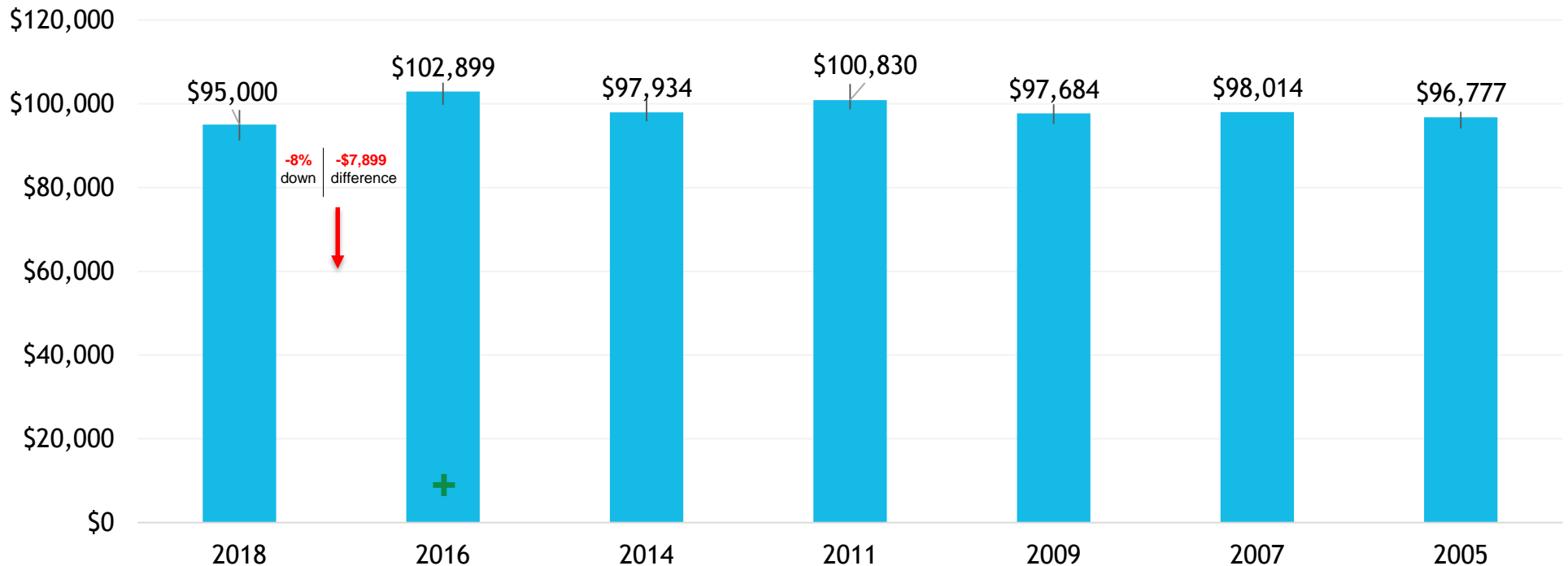
*Note: data for 2007 confidence intervals were not available.*

- Statistically lower than 2018

# Median Salary by Year Constant 2018 Dollars (Inflation Adjusted)

Median salaries decreased statistically by \$7,899 (-8%) since 2016 after factoring in inflation. The inflation adjusted median salary hasn't changed much since 2005. These differences may simply be a consequence of a different sample composition (more entry level respondents in 2018).

*All currencies have been converted to 2018 US Dollars.*



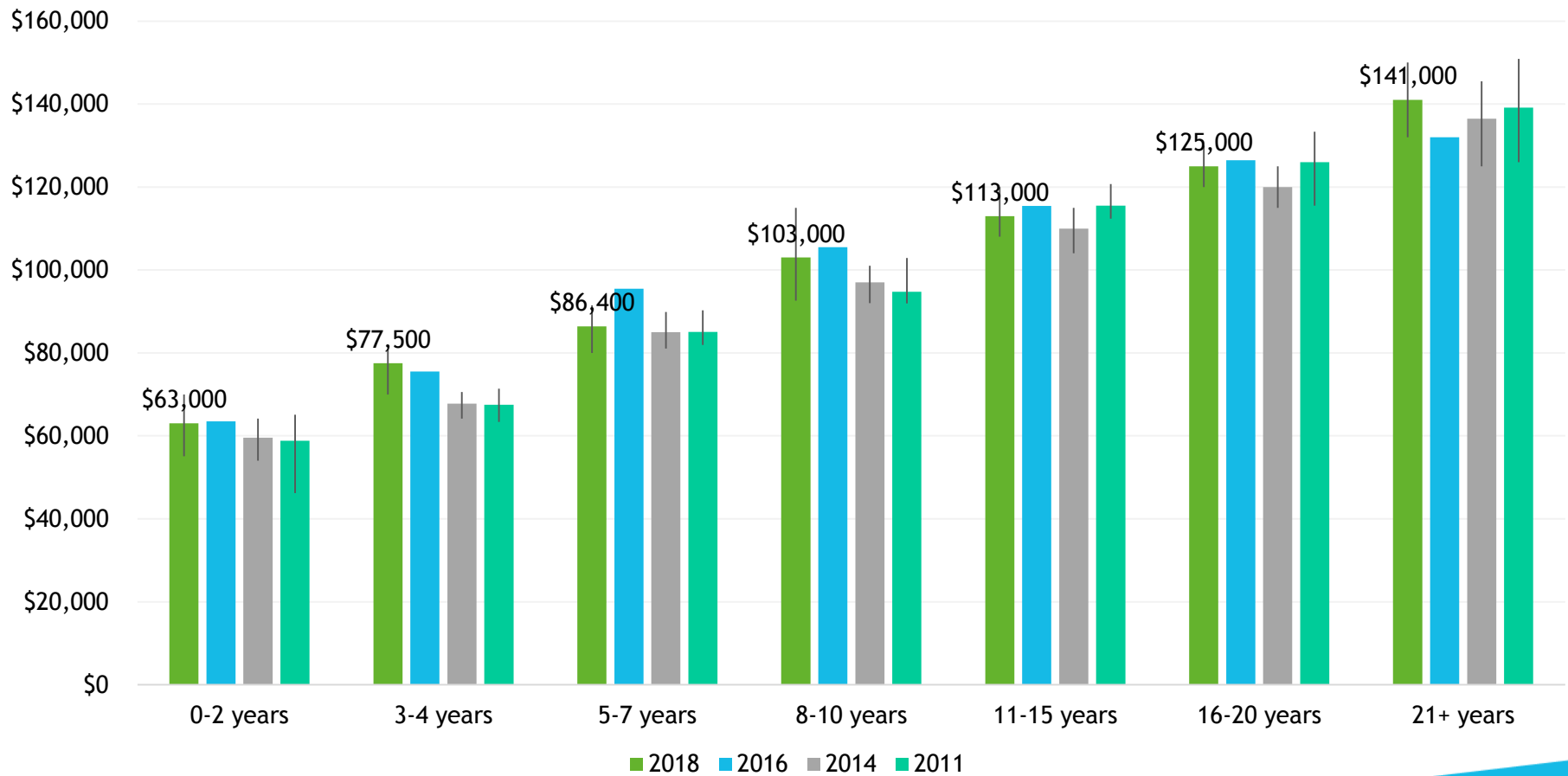
*Note: data for 2007 confidence intervals were not available.*

**+** Statistically higher than 2018



# 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 13% (\$16k) more annually than those with 20 years of experience or fewer.



# Median Salary by Gender

The median salary for men is \$2k (2%) higher than for women (not accounting for other variables), the difference is not statistically significant.



# Salary Ranges by Gender

The first quartile salary ranges were actually higher for women than men. Men's second and third quartile salaries were larger than those for women. Men's salaries show higher variability than women (a larger interquartile range)

Gender	1 <sup>st</sup> Quartile	2 <sup>nd</sup> Quartile	3 <sup>rd</sup> Quartile
Male	\$60,065	\$96,000	\$130,000
Female	\$65,000	\$94,000	\$125,000

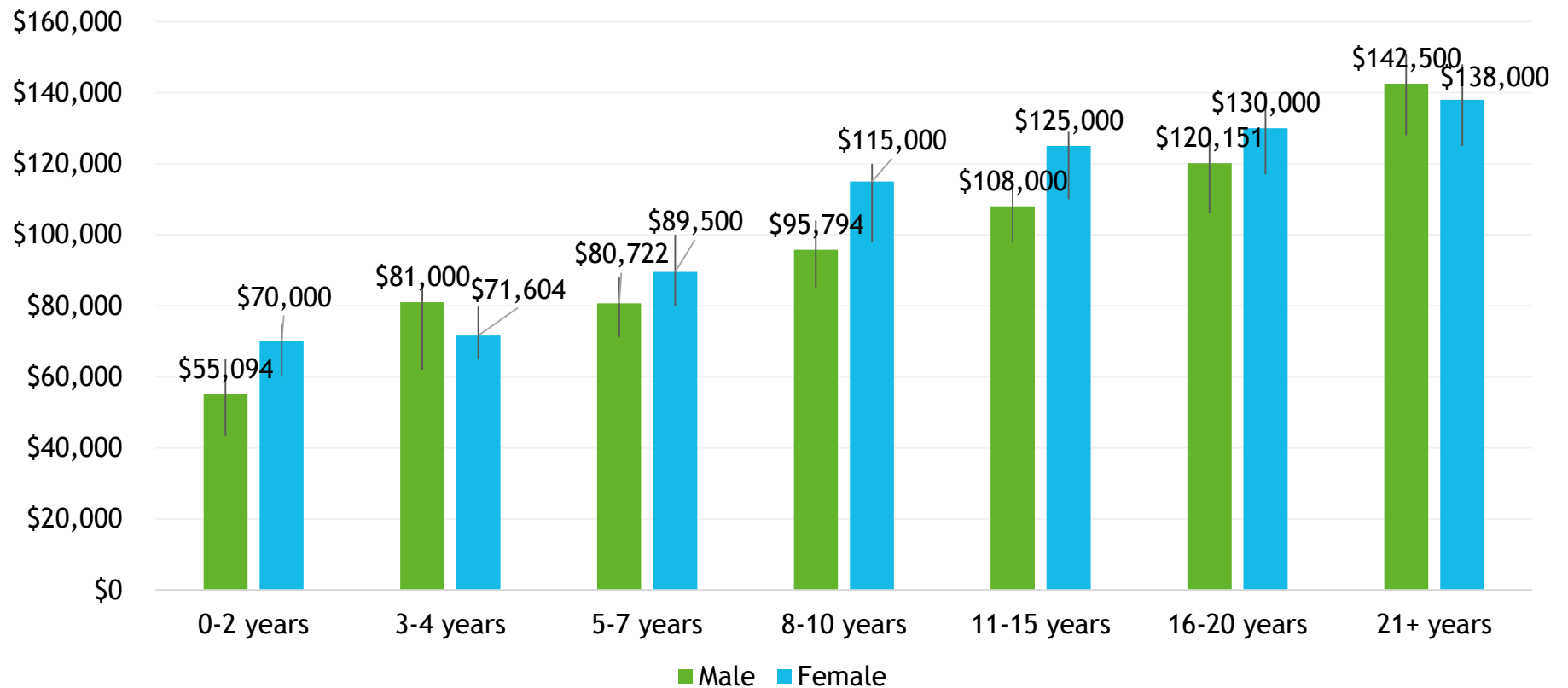
**Q1:** *The 25<sup>th</sup> percentile, or the mid-point between the lower number and the median of the entire data set.*

**Q2:** *The median (also the 50<sup>th</sup> percentile) of the entire data set.*

**Q3:** *The 75<sup>th</sup> percentile, or the median between the highest number and the median of the entire data set.*

# Median Salary By Gender and Experience

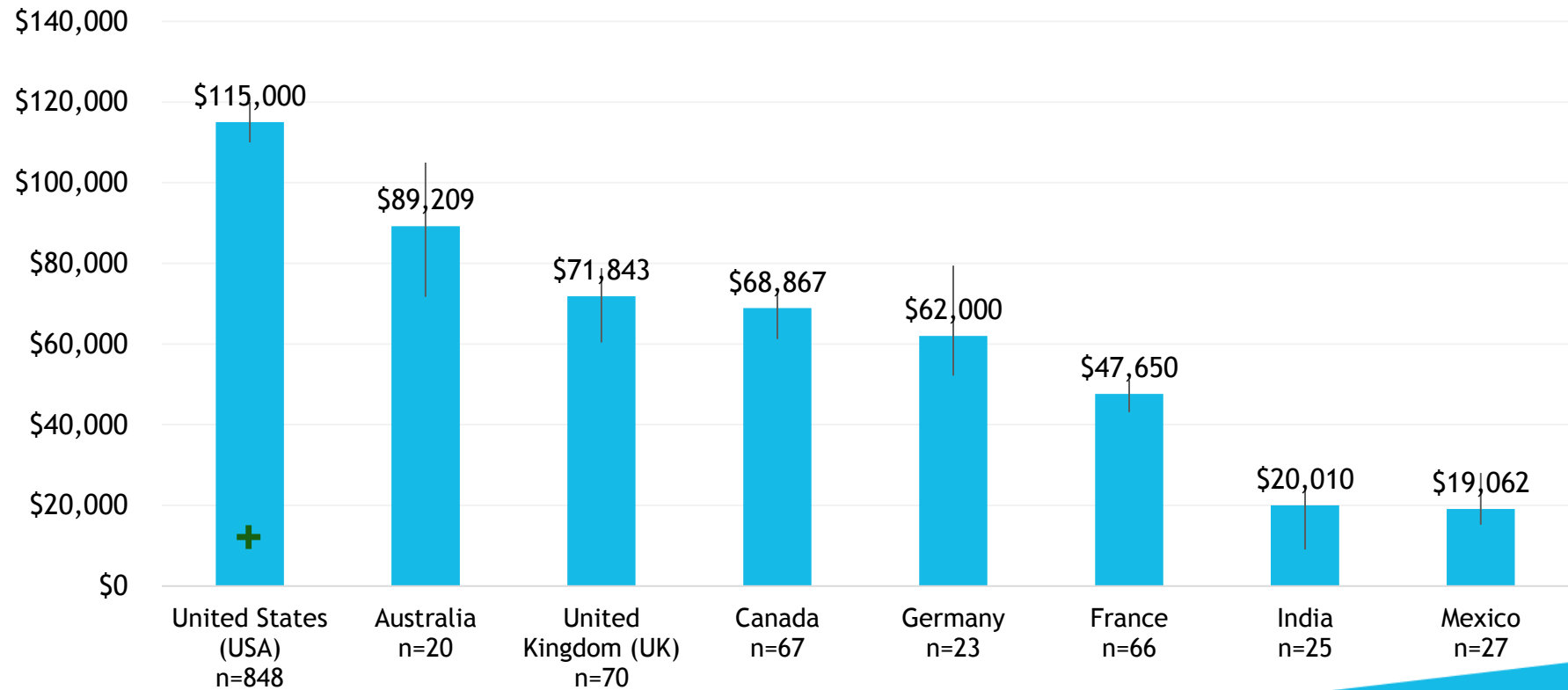
For 2018, women make nominally more than men in 5 of 7 experience brackets and men make nominally more than women in 2 of 7 experience brackets (3-4 years and 21+ years). None of the differences are statistically significant.



# Median Salary by Country

The median salary in the United States is statistically higher compared to Australia, the United Kingdom, Canada, Germany, France, India and Mexico.

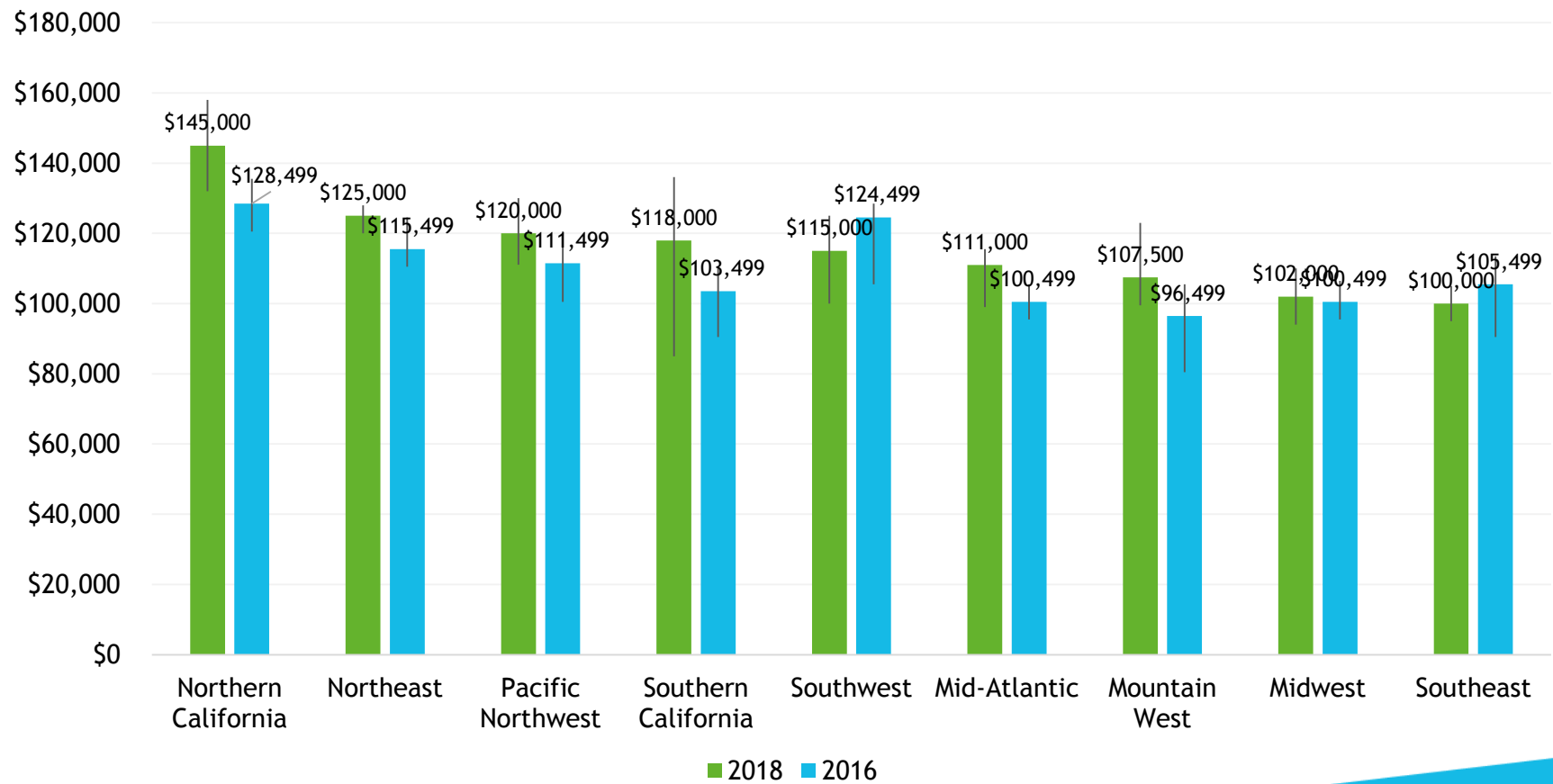
Compared to 2016, the United States and Australia are showing a median salary increases while the UK, Canada, Germany and India are all showing median salary decreases from 2016.



+ Statistically highest

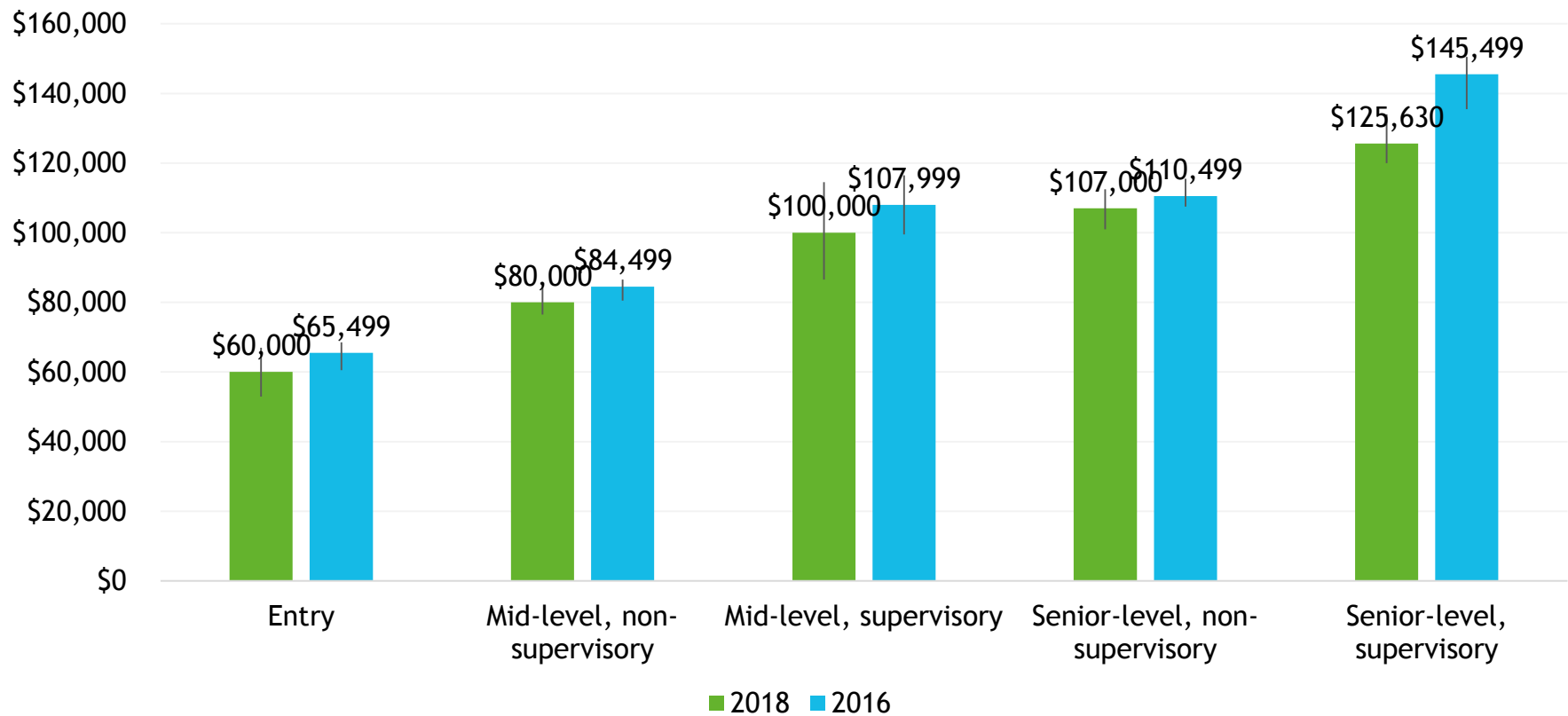
# Median Salary by US Region

Northern California has a reported median salary that is at least 16% (\$20k) higher than all other regions. All US regions had a higher median salary in 2018 compared to 2016, except for the Southwest and Southeast regions which showed a drop in median salary since 2016 (-8% and -5%, respectively).



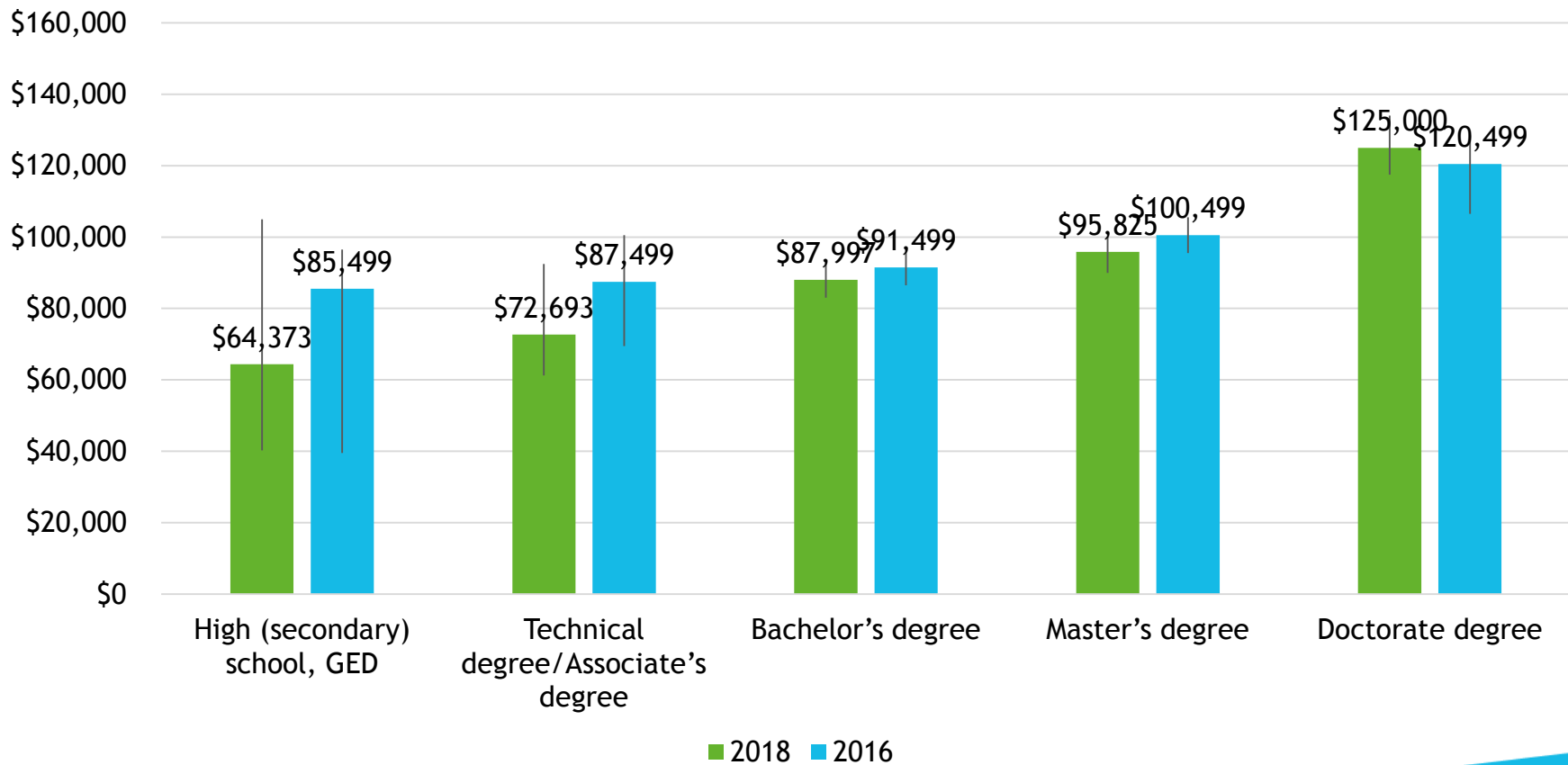
# Median Salary by Job Level

As in 2016, those in a senior-level supervisory position earned the highest amount in 2018. However, the median salary for those in a senior-level supervisory position dropped (statistically significant) about \$20k (-14%) from 2016 to 2018



# Median Salary by Education Level

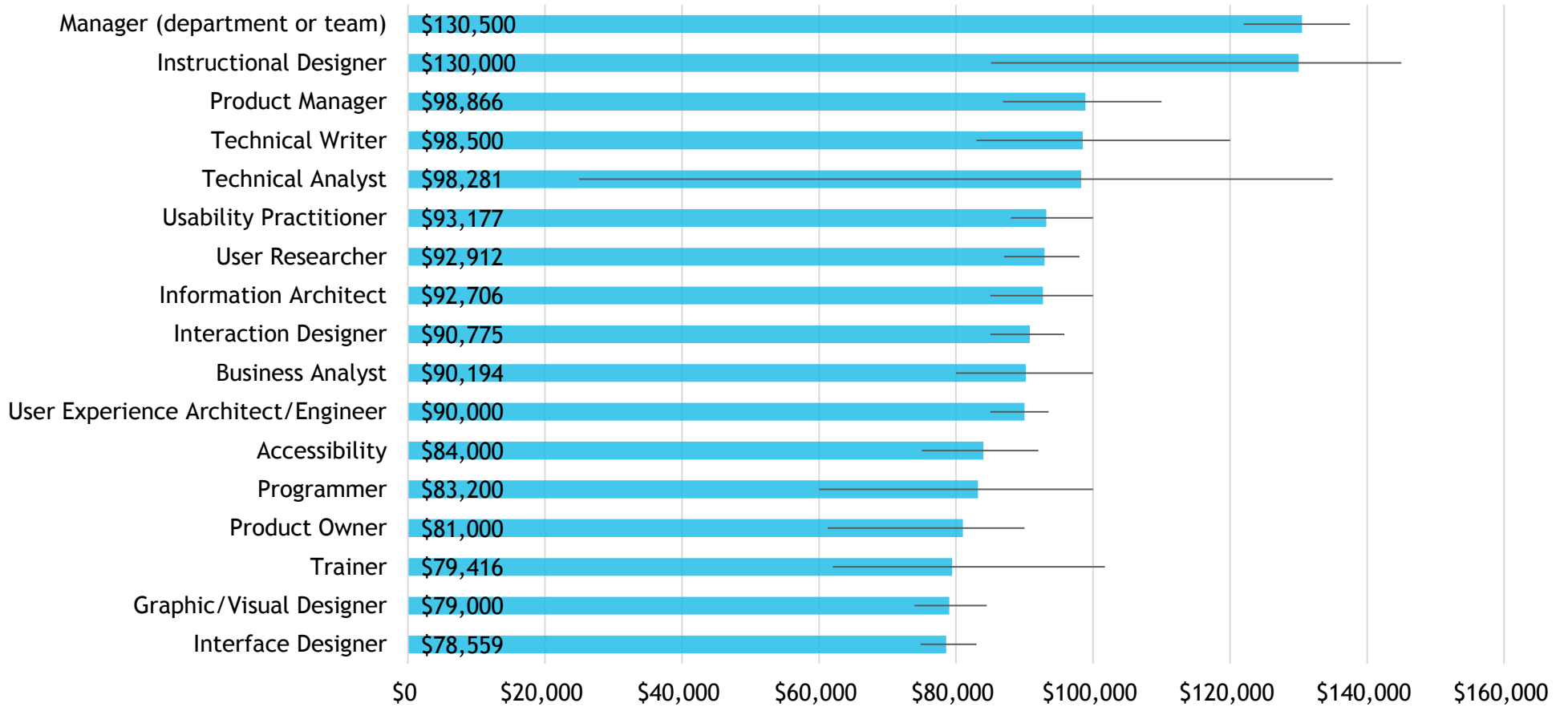
There is a linear pattern when median salaries were broken out by education level. Those with a doctorate degree reported the highest annual median salary at \$125,000. None of the differences were statistically significant.





# Median Salary by Job Title

Respondents who reported that at least one of their job titles as manager (department or team) had the highest median salary (\$130.5k).



# Salary Ranges by Job Title

Job Title	1 <sup>st</sup> Quartile 25 <sup>th</sup> Percentile	Median 50 <sup>th</sup> Percentile	3 <sup>rd</sup> Quartile 75 <sup>th</sup> Percentile
Manager (department or team)	\$91,956	\$130,500	\$155,963
Instructional Designer	\$85,088	\$130,000	\$155,618
Product Manager	\$68,217	\$98,866	\$129,000
Technical Writer	\$84,000	\$98,500	\$122,550
Technical Analyst	\$68,341	\$98,281	\$135,000
Usability Practitioner	\$65,000	\$93,177	\$125,000
User Researcher	\$62,552	\$92,912	\$125,497
Information Architect	\$61,366	\$92,706	\$127,039
Interaction Designer	\$65,000	\$90,775	\$124,250
Business Analyst	\$70,000	\$90,194	\$115,712
User Experience Architect/Engineer	\$60,000	\$90,000	\$125,000
Accessibility	\$59,414	\$84,000	\$113,500
Programmer	\$55,497	\$83,200	\$115,356
Product Owner	\$45,380	\$81,000	\$110,750
Trainer	\$55,776	\$79,416	\$115,712
Graphic/Visual Designer	\$48,319	\$79,000	\$111,000
Interface Designer	\$50,189	\$78,559	\$110,750

The *User Experience Professionals Association (UXPA) International* supports people who research, design, and evaluate the user experience of products and services.

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