



The Information Architecture Institute

# 2010

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# Salary Survey

Annual IA Salary and Benefits Survey

## About the IA Salary and Benefits 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](mailto:info@iainstitute.org).

## About the Information Architecture Institute

The Information Architecture Institute (IA Institute – 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.

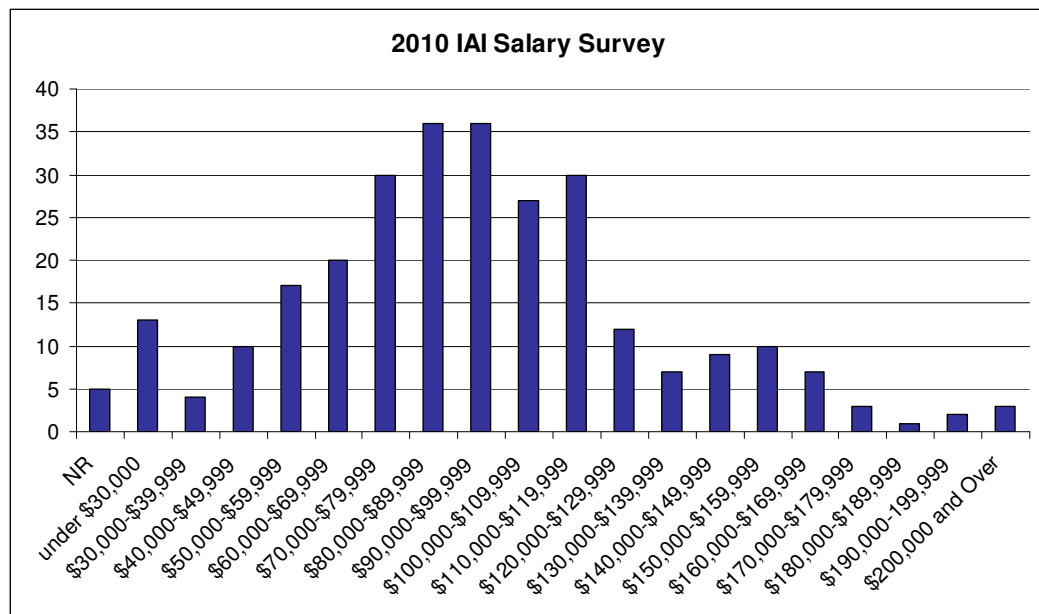
The 2010 IA Institute Salary Survey was conducted from September to December 2010. Members of the IA Institute, IxDA and sigia-l were invited to participate. A link to the survey was also promoted via the IA Institute homepage, newsletter and Twitter account. A total of 282 responses were collected. Respondents who did not enter a salary range were filtered out. You may download the expanded results from <http://iainstitute.org>. 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 \$30,000" 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.

## 2010 Highlights

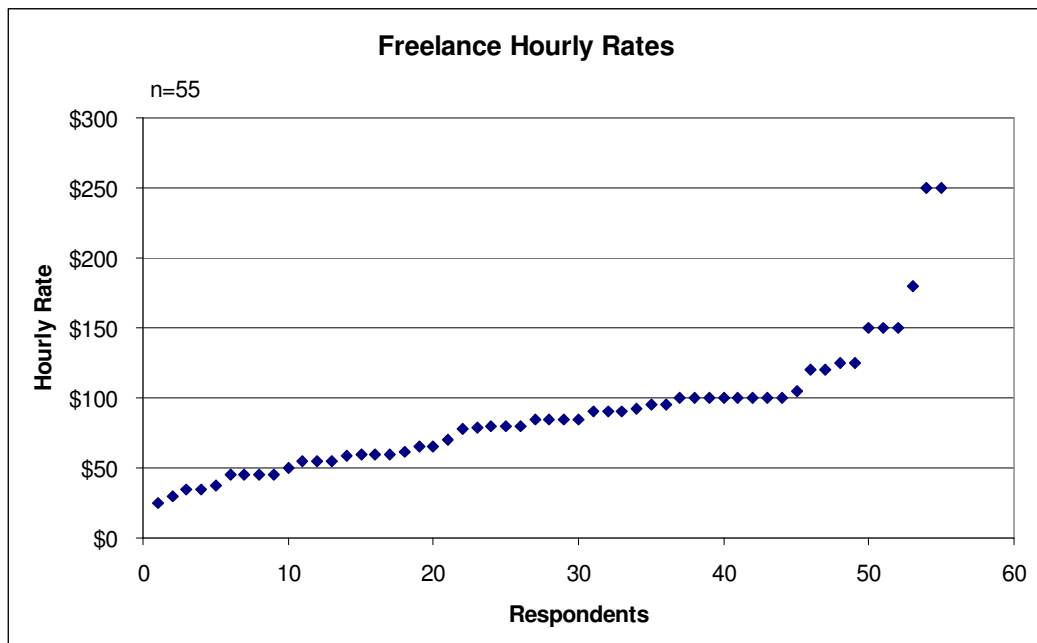
### Median Salary:

- The highest salary range was a tie between the USD\$80,000-90,000 and USD\$90,000-100,000 ranges, each representing 12.8% of the total responses.
- The ranges between USD\$70,000-74,999 and UDS\$110,000-119,999 tied for second highest at 10.6% each. The USD\$100,000-109,999 range represented 9.6% of responses.
- The top five ranges clustered between USD\$70,000 and USD\$114,999, representing 56.4% of the total.
- Using midpoints, the average salary was estimated to be USD\$95,252, up \$5,252 from 2009. (Using midpoints is inexact, particularly since the top and bottom ranges do not have identifiable midpoints.) When excluding the top and bottom ranges, the average salary is USD\$97,298, or 2.1% higher, than when these ranges are included.



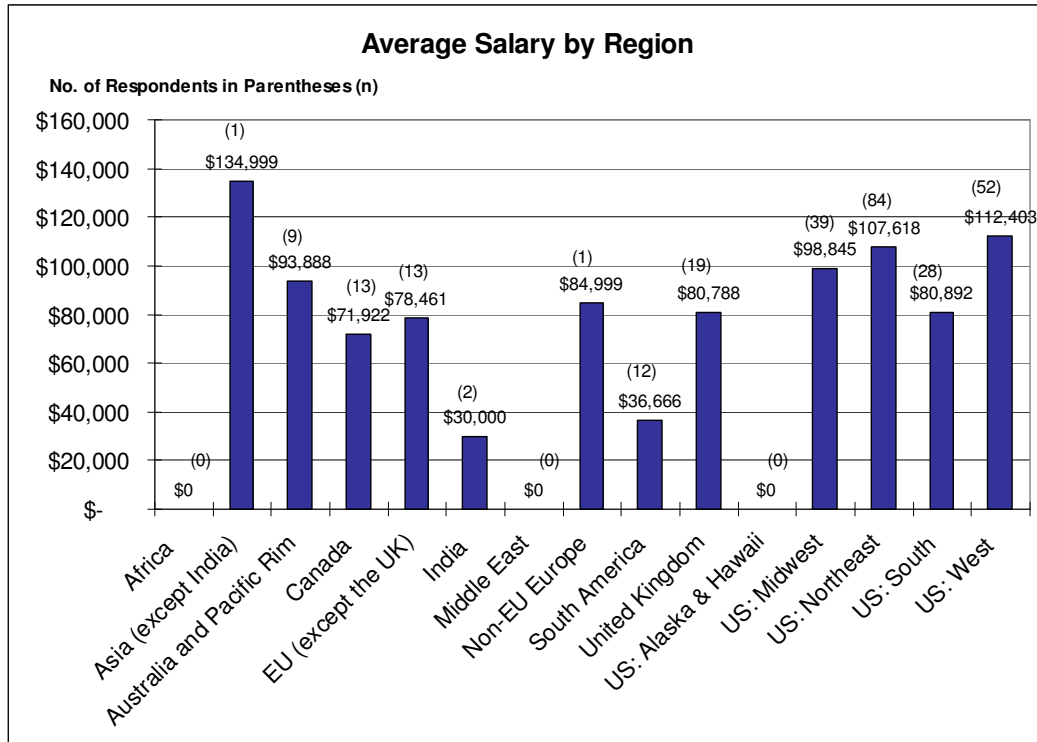
### Freelance Rates:

- Responses for freelance hourly rate ranged from USD\$25.00 to USD\$6,444.28 per hour, or USD\$25.00 to USD\$250.00 per hour, if you exclude two outliers at the top of the range, “930” and “6,444,28”.
- Excluding outliers, the average freelance rate was USD\$88.65, up USD\$3.65 over 2009. The median rate was USD\$85.00 and the modal rate was USD\$100.00, with eight people indicating that rate.



Salary by Region:

- Asia (except India) was the region reporting the highest inferred average, but this was based on only one response. Regions with higher response rates indicate more reliable inferred averages. These include US: West at USD\$112,403, US: Northeast at USD\$107,618, US: Midwest at USD\$98,845, US: South at USD\$80,892 and the United Kingdom at USD\$80,788.



Region		Inferred Average Salary (\$USD)	Median Salary (\$USD)
Asia (except India)	1	\$134,999	\$134,999
US: West	52	112,403	114,999
US: Northeast	84	107,618	104,999
US: Midwest	39	98,845	94,999
Australia and Pacific Rim	9	93,888	94,999
Non-EU Europe	1	84,999	84,999
US: South	28	80,892	84,999
United Kingdom	19	80,788	74,999
EU (except the UK)	13	78,461	54,999
Canada	13	71,922	74,999
South America	12	36,666	30,000
India	2	30,000	30,000

- Once again our survey had an overwhelming response from the United States; with 73.3% of responses coming from the US (which is, in fact, nearly identical to our US share of Professional level members). The United Kingdom, Canada, EU (except the UK), South America and Australia and Pacific Rim had fewer responses with many countries only having one to four responses each.
- We will need to do better outreach in 2011 to represent non-US regions more thoroughly. For example, Leisa Reichelt did an admirable job with her UK UX Freelancers Rate Survey, which drew 168 responses versus our 19 (freelance+company staff) from the UK. You can find the results of the UK Freelancers Rate survey here: <http://www.disambiguity.com/2010ratereview-ukuxfreelancers/>
- Responses sorted by metro area were higher in US cities than in other cities. Most of these areas had fewer than 20 responses. Also, given low response rates in some metro areas, the data potentially could be personally identifiable; therefore we hesitate to report results for metro areas with low response rates.

- Of the metro areas with 5 or more respondents, San Francisco had the highest earners, followed by New York, Washington DC, Boston, Los Angeles, Chicago, Philadelphia, Minneapolis/St.Paul, Atlanta, Seattle, London, Austin and Toronto.

Metropolitan Area	Respondents	Inferred Average Salary (\$USD)	Median Salary (\$USD)
San Francisco	25	\$130,799	\$124,999
New York City	19	\$119,210	\$114,999
Washington, DC	19	\$108,157	\$104,999
Boston	21	\$107,856	\$104,999
Los Angeles	9	\$101,666	\$104,999
Chicago	18	\$101,388	\$94,999
Philadelphia	12	\$97,499	\$94,999
Minneapolis/St.Paul Minnesota	6	\$93,332	\$89,999
Atlanta	9	\$90,555	\$84,999
Seattle	10	\$83,999	\$84,999
London	14	\$78,570	\$74,999
Austin	6	\$76,666	\$74,999
Toronto	6	\$69,999	\$74,999

- *Note that a careful cost of living analysis should be considered when comparing one region or metro area to another, since living costs can be much higher in some areas than in others. Also when comparing one region to another, consider differences in benefits that are offered through the employer versus those that must be paid for by the individual or that are subsidized by government programs. In the United States, for example, while medical insurance is considered a benefit, the actual costs can be quite significant compared to other countries.*

Age:

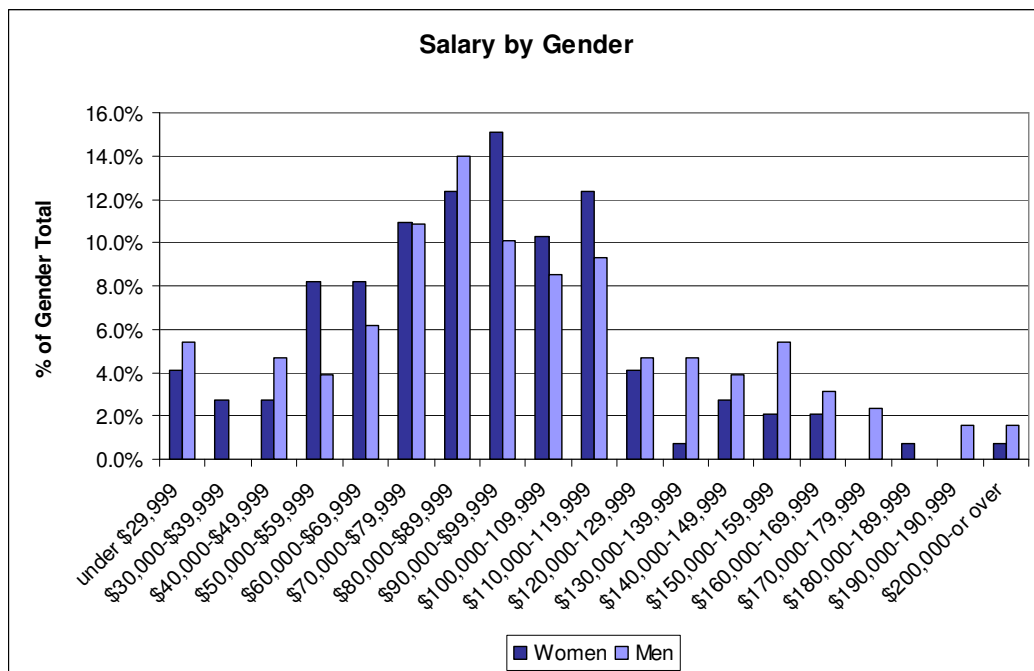
- The Information Architecture field is predominantly 31-40 years old, but 46-50 year olds earn the most. 31-35 year olds reported an average of USD \$88,268 while 36-40 year olds earned \$101,499. 46-50 year olds earned the most, averaging \$128,332. We noted a drop in salary in the 51-55 age group, but the 56-60 appeared to recover, indicating that peak salaries are in the 46-60 age group. Our oldest respondent, while earning less than the peak groups, still earned 51.0% more than the youngest group.

Age	Respondents	Percent of Responses	Inferred Average Salary (\$USD)	Median Salary (\$USD)
21-25	11	4.0%	\$69,544	\$74,999
26-30	46	16.8%	\$72,282	\$74,999
31-35	78	28.6%	\$88,268	\$84,999
36-40	70	25.6%	\$101,499	\$94,999
41-45	37	13.6%	\$117,296	\$114,999
<b>46-50</b>	<b>12</b>	<b>4.4%</b>	<b>\$128,332</b>	<b>\$124,999</b>
51-55	10	3.7%	\$116,999	\$124,999
56-60	8	2.9%	\$128,749	\$134,999
61-65	1	0.4%	\$104,999	\$104,999



Gender:

- This year, the gender breakdown was 52.7% female and 47.4% male respondents. The inferred average salary for females was USD\$90,513, lower than males' salaries (USD\$100,533) for the first time since we began tracking this data. Median salary, on the other hand was the same for males and females (USD\$94,999, reflecting a modal response in the USD\$90,000-\$99,999 range).
- Education level for males and females was similar: 56.2% of women and 53.1% of men reported a Masters Degree as their highest education level. 36.3% of women and 39.4% of men reported a Bachelors Degree as their highest education level. Women have slightly more Doctorate Degrees then men, 4.1% versus 3.6%.
- About half of both genders reported their position at the Senior level, 50% of women and 48.9% of men. More men sit in Director or higher positions, 19.1% versus 8.2% of women. No women indicated they are at the Vice President or President/CEO level. Compare this with 6.2% of men (3.1% at the Vice President level and 3.1% at the President/CEO level).
- More women (13.7%) work as Freelance consultants than men (8.3%), indicating a possible preference for sole proprietorships among women, or possible discrimination against women in leadership positions among IA practices. This is the first time we noted potential gender discrimination, but would need to do further research on the type of sole proprietorship that is typical among women versus men to rule out a preference for freelance work or other possible reasons for the discrepancy.



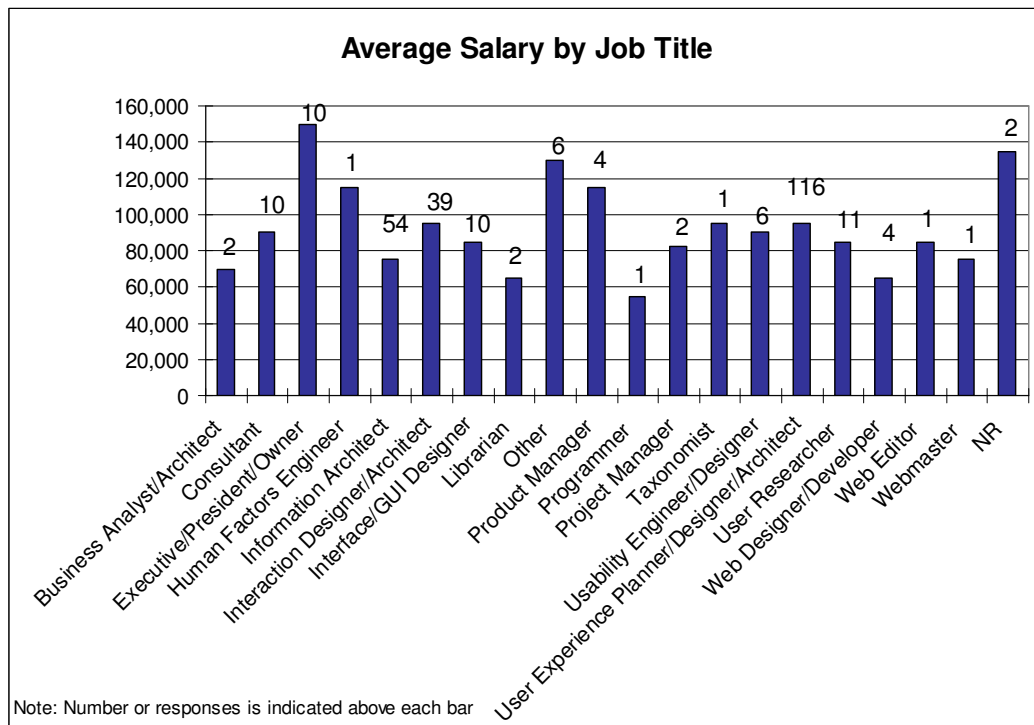
Education Level:

- The highest level of educational attainment for the majority of respondents is a Master's Degree (52.7%), followed by Bachelor's Degree (39.0%) and Doctorate Degree (3.6%). 95.3% of respondents have at least a Bachelor's Degree.
- Respondents with a Master's Degree earn 3.5% more than those with Bachelor's Degrees, a small salary advantage. While the number of respondents holding Doctorate Degrees is very low, figures indicate that they earn nearly 49% more than those with Master's Degrees and 54.3% more than those holding Bachelor's Degrees.
- Three respondents indicated their highest educational attainment was High School and also indicated healthy salaries between USD\$90,000-120,000. These respondents are located in high-paying, Eastern US and Australian metro areas, indicating, perhaps, that with diligence, a High School graduate can earn a salary comparable to that of their peers with degrees.
- A higher percentage of respondents have pursued post-baccalaureate degrees than in previous year's surveys, indicating that a degree may be more relevant than in the past for reasons other than pay.

Degree Earned	Respondents	Inferred Average Salary (\$USD)	Median Salary (\$USD)
No degree	2	\$99,999	\$99,999
High school	3	\$108,332	\$104,999
Junior college	8	\$73,749	\$84,999
Bachelor's	108	\$92,036	\$84,999
Master's	146	\$95,273	\$94,999
Doctorate	10	\$141,999	\$139,999

Job Title:

- The highest response for a Job Title was User Experience Planner/Designer/Architect (116), followed by Information Architect (54) and Interaction Designer/Architect (39). We also received responses from 11 User Researchers, ten Consultants and ten Executive/President/Owners. Six Usability Engineer/Designers responded. The rest of the titles received fewer than five responses.

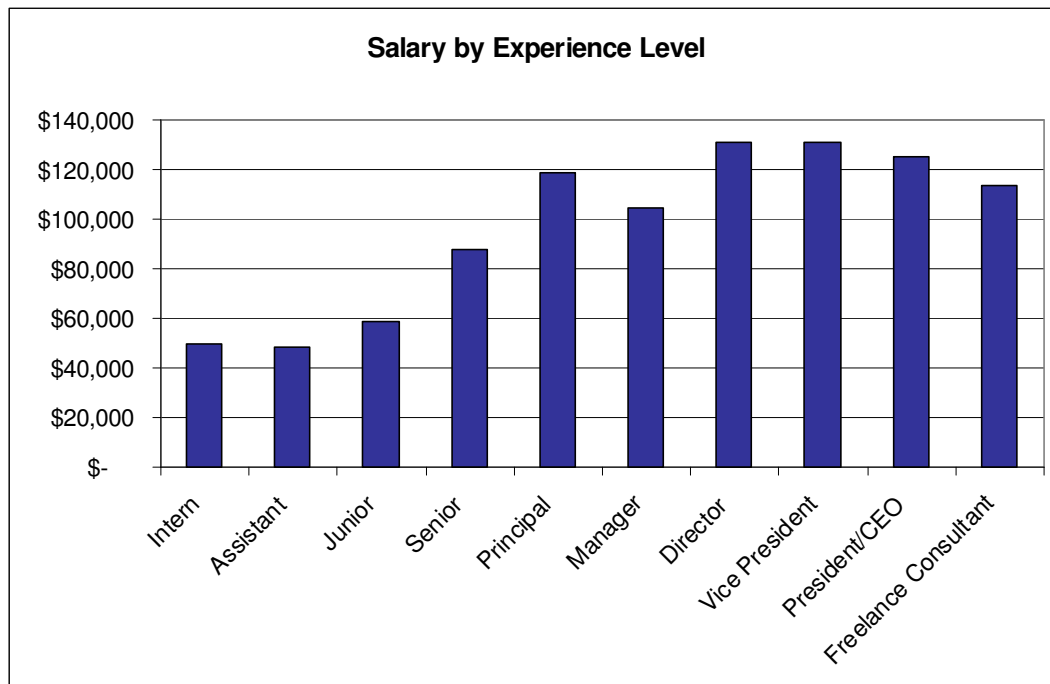


- One change we made to the survey this year was to split out the Experience Level (Junior, Lead, Director, etc.) from the Job Title responses (Information Architect, Interaction Designer, etc.). In previous surveys, we would receive dozens of responses under the “Other” column, primarily because the level of seniority did not match the basic job title we presented in the selections. This year we received only six “Other” responses, so we feel we made the right decision.
- Of six respondents entering “Other”, four entered a variation of “UX Director” or “UX Lead”, presumably because they identified the “Planner/ Designer/ Architect” label with lower seniority levels. We moved these entries to the “User Experience Planner/Designer/Architect” column to reflect their User Experience focus. A fifth “Other” response, “Director, Product Design” was included under “Product Manager”. A sixth entry was split between UX and Product Design, and is not reported in the results below. We note that two categories, Product

Manager and Project Manager, do indicate a seniority level. We may need to clarify these categories for next year.

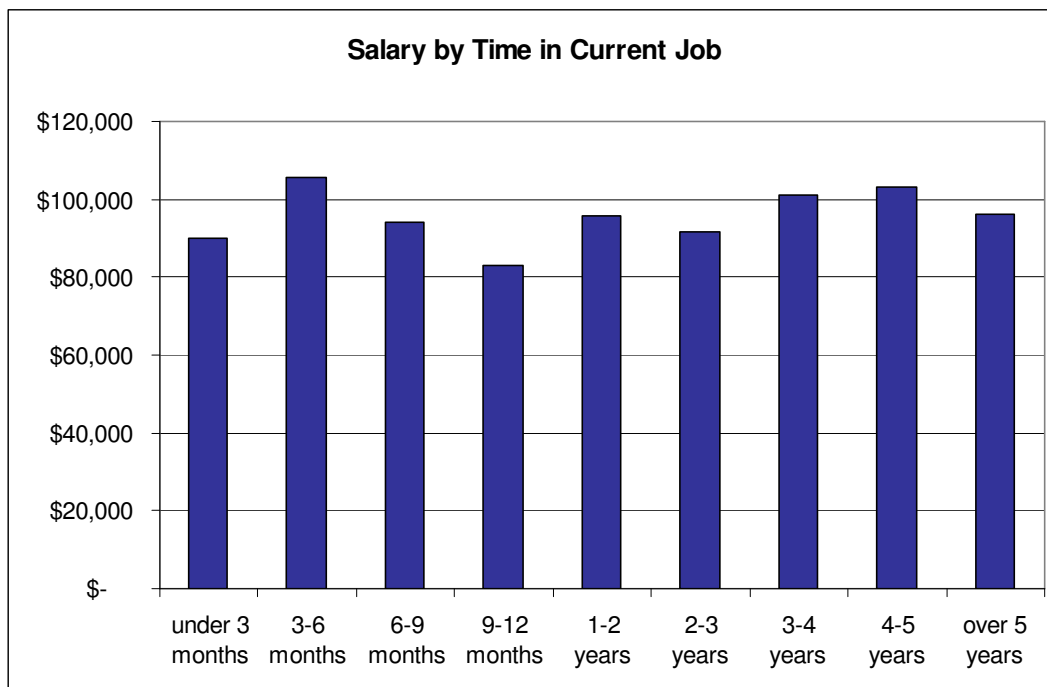
#### Experience Level:

- Most respondents (49.6%) identified their position level as "Senior". Managers made up 11.3% of respondents followed by Juniors and Directors, both at 10.6% and Principals at 5.5%. Freelancers made up 8.4% of respondents.
- Salary increases with position level. We noted that our definition of Principal may need some clarification. Most staff categories we have seen in the field track Principals as experienced producers, with Managers or "Leads" tracked toward management tasks. However this definition may not be held by our respondents. A closer review of tasks performed at each Experience Level would indicate potential skill requirements and pay rates for each level. This is beyond the scope of this report, but would make a good volunteer project for interested members.

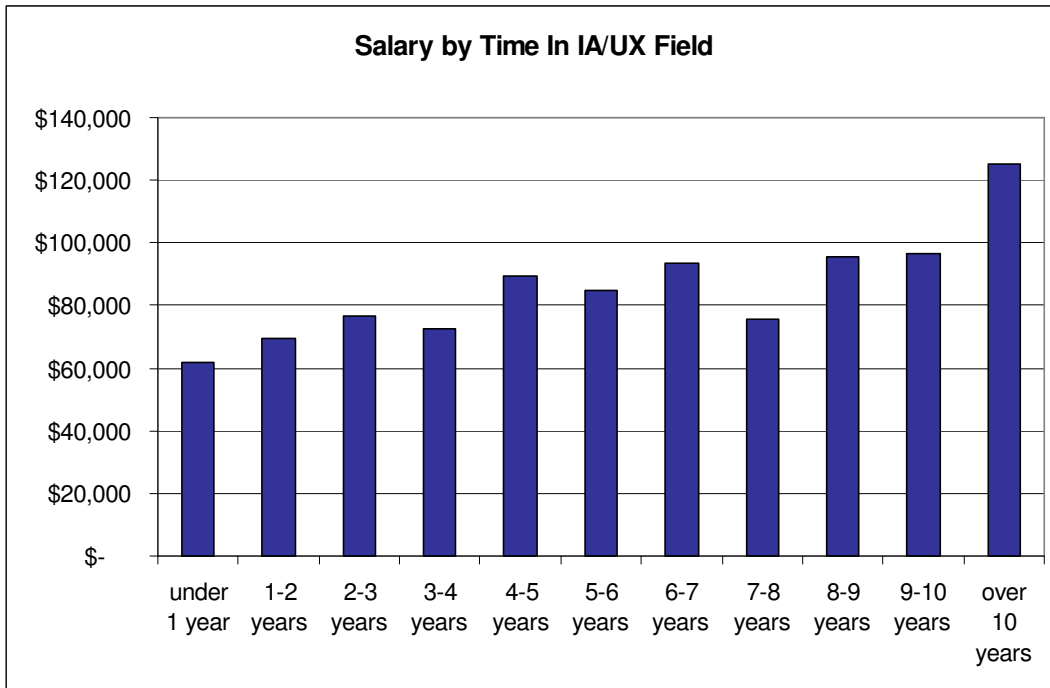


- Almost half of all respondents (49.5%) have been in their current job between 1-5 years. More than one third (36.8%) have been in their current job for less than one year. 10.5% have been in their current job over 5 years.

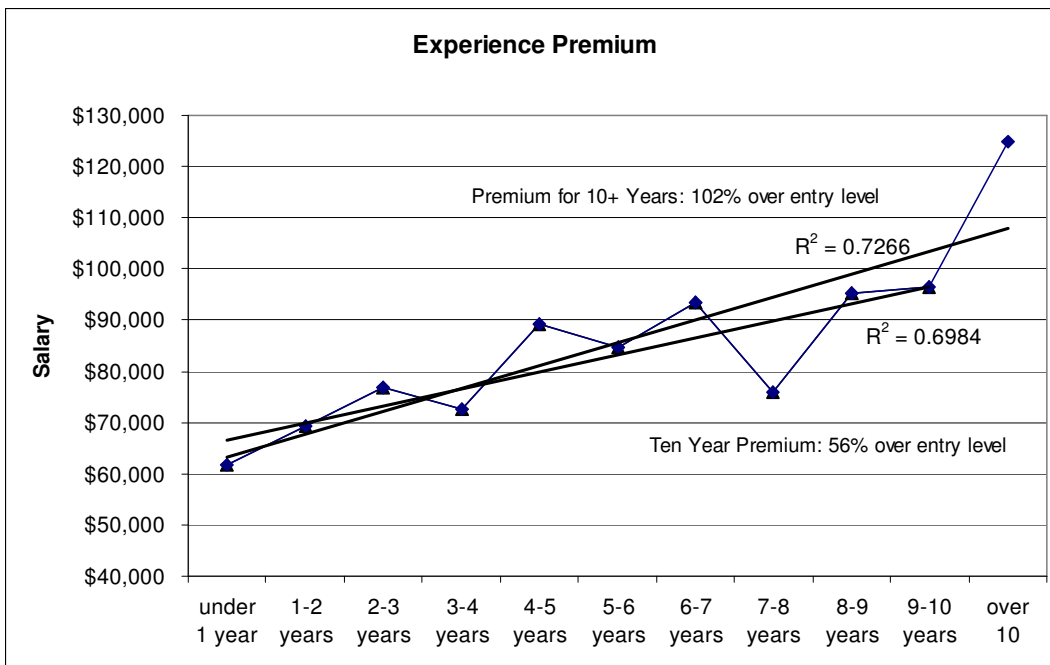
- The amount of time in current job does not appear to have any correlation on salary.



- Just under one-third of respondents (28.3%) have been in their current field between 1-5 years. Only 4.0% have been in working in the field for less than one year. More than a third (36.2%) have been in the field from 5 to 10 years. Manager and higher positions appear to require at least 8 years of experience in the field.
- Respondents who have at least ten years of experience in the field reported significantly higher salaries than those reporting less than five years in the field. Between five and 10 years of experience the difference is slight (Averages for single year periods between 1-5 years seem to jump up and down).



- Salaries for those reporting more than ten years experience were 29.5% higher than those reporting 9-10 years. Those with at least ten years experience earn 56% more than entry level respondents; and those with more than ten years experience earn 102% more than entry level.



#### Tasks Performed:

- We reworded the tasks question this year after responses to previous surveys indicated that project scope varies from one assignment to the next, suggesting that tasks as a percentage of a day is not a helpful indicator. For this year, respondents were asked to rate tasks relative to the number of projects that require performing a particular task. The response choices were therefore more subjective this year: Zero Projects, Few Projects, Some Projects, Most Projects, This is All I Do. We acknowledge that “This is All I Do” is answering a different question and will eliminate that response in the 2011 survey.
  
- Most performed tasks include (not necessarily in this order):
  - Strategic work (business models, high-level categorization, scenario development, life cycle assessment)
  - Wireframing/Sitemaps/Process flows
  - Audience definitions/Persona development
  - Usability testing
  - Other user research
  - Content generation/copywriting
  - Content management/strategy
  - Interaction design
  
- We have found that 88.5% of respondents perform Wireframing/Sitemaps/Process Flows tasks, while 83.5% perform Interaction Design tasks and 83.1% do some sort of strategic work. Of these tasks, just under 10% indicated that they do Wireframing/Sitemaps/Process Flows or Interaction Design exclusively. And only 2.2% perform Strategic tasks exclusively.

	Perform Task	Never	Mostly review: Delegate to others	Few projects require me to perform this task	Some projects require me to perform this task	Most projects require me to perform this task
Taxonomy development (thesauri, metadata, controlled vocabularies, etc.)	44.0%	33.5%	20.9%	25.5%	12.9%	5.0%
Strategic work (business models, high-level categorization, scenario development, life cycle assessment)	<b>84.0%</b>	10.8%	4.7%	20.5%	32.4%	28.1%
Wireframing/Sitemaps/Process flows	<b>88.5%</b>	2.9%	7.9%	6.1%	11.9%	61.5%
Audience definitions/Persona development	<b>77.6%</b>	7.6%	14.0%	22.7%	35.3%	18.3%
Usability testing	<b>76.2%</b>	5.8%	17.3%	23.0%	33.1%	16.9%
Other user research	<b>75.1%</b>	7.9%	14.7%	22.3%	27.3%	21.6%
Content generation/copywriting	38.5%	29.9%	28.4%	20.9%	12.6%	4.3%
Content management/strategy	47.0%	23.4%	26.3%	21.2%	15.8%	8.6%
Interaction design	<b>84.1%</b>	5.4%	9.7%	7.2%	20.1%	46.4%
Graphic/interface design	43.8%	24.1%	29.9%	12.9%	11.5%	14.4%
Database design	6.3%	73.4%	13.7%	3.6%	0.7%	1.8%
IT integration/programming	12.1%	70.9%	10.8%	4.7%	4.7%	2.2%
Project management	<b>56.4%</b>	25.5%	14.7%	20.9%	18.7%	15.1%
General business consulting	43.7%	38.5%	12.2%	16.9%	16.2%	8.6%
General IT consulting	16.3%	65.1%	11.2%	7.9%	4.7%	2.9%
Business administration/operations (non-IA)	23.8%	56.8%	11.2%	8.6%	6.8%	6.5%
Marketing/proposal writing	39.1%	42.8%	12.9%	18.7%	13.3%	5.4%
Staff training/recruiting/team management	49.3%	35.6%	11.2%	23.0%	13.7%	8.6%
Travel	<b>57.9%</b>	30.6%	8.6%	29.5%	20.1%	6.5%
Other	24.8%	16.5%	0.0%	0.4%	3.6%	5.0%



#### Management:

- Of 282 people who participated in the survey, 35.8% indicated that they manage staff. We will refer to these respondents as “Managers”.
- 86.1% of managers manage Full Time staff. 68.3% manage Contract Staff and 24.5% manage staff from Temp Agencies. 59.4% of managers indicated that they manage staff who themselves are at the management level.
- We asked Managers to indicate how many people they manage. Fulltime Staff make up 72.7% of managed personnel, or an average of 4.5 people per Manager. Another 27.3% are Contract or Temporary Agency staff, or 1.9 people per Manager. Finally, 9.8% are at the management level, indicating that those who manage staff average 0.9 people under their supervision who work at the management level themselves.
- Three Freelance Consultants indicated that they manage staff.

#### Benefits:

- The most cited benefits were Health/Medical Insurance, cited by 83.6% of respondents, 401K or Other Pension/Investment Plan (71.1%), Flexible Schedule (68.8%), Life Insurance Plan (66.0%), Family Leave (Maternity/Paternity/Partner/Adoption) (61.3%), Disability Insurance at (56.3%) Pretax Flexible Spending Account (eg. medical or childcare use) (54.3%), Bonus Pay (53.9%) and Professional Training/Continuing Education/Tuition Reimbursement (52.7%). The predominance of medical insurance benefits reflects a largely US-based respondent population. In many countries these and similar benefits are provided and/or required by the state.
- While 54.3% receive Bonus Pay, only 34.8% get Personal Time off or Sabbatical Leave. 21.5% get Compensatory Time, or additional time off. Check your local laws, though. Compensatory time off in lieu of pay is illegal in many areas. Only 7.0% receive Overtime Pay. 76.3% receive more than two weeks of vacation, with 32.4% in the 11-15 Days range.
- In addition to the 71.1% receiving a 401K or Other Pension/Investment Plan, 28.1% receive a Stock Options/Purchase Plan from their companies, 11.7% participate in Profit Sharing and 32.4% have access to corporate discounts.
- 52.7% receive Professional Training/Continuing Education/Tuition Reimbursement, less than half (45.7%) receive Conference Registration












reimbursement, but only 27.3% receive Professional Dues Reimbursement. Only 1.6% have their Union Memberships paid by their employer.



- As for family costs, while 61.3% get Family Leave (Maternity/Paternity/Partner/Adoption) benefits, only 32.8% receive benefits covering Domestic Partnerships. 16.8% have access to a Dependent Care/Child Care/Babysitting Program. 10.5% get Housing/Relocation assistance, and as noted above, 68.8% have access to a Flexible Schedule, if needed.
- 20.3% get a Health Club/Gym Membership reimbursement, indicating that some companies are taking care of their employees' bodies as well as their professional development. Meals/Entertainment (17.2%) and Transportation/Commuting Reimbursement (21.5%) round out the physical needs of our respondents.







Benefit	Response Percent
Health/Medical/Dental/Vision Insurance Plan	83.60%
401K or Other Pension/Investment Plan	71.10%
Flexible Schedule	68.80%
Life Insurance Plan	66.00%
Family Leave (Maternity/Paternity/Adoption)	61.30%
Disability Insurance Plan	56.30%
Pretax Flexible Spending Account (eg. medical or childcare use)	54.30%
Bonus Pay	53.90%
Professional Training/Continuing Education/Tuition Reimbursement	52.70%
Conference Registration	45.70%
Personal Time Off/Sabbatical Leave	34.80%
Domestic Partner Benefits	32.80%
Corporate Discount Program (shopping, hotels, travel, etc)	32.40%
Stock Options/Stock Purchase Plan	28.10%
Professional Association Dues Reimbursement	27.30%
Compensatory Time (time off in lieu of pay)	21.50%
Transportation/Commuting Reimbursement	21.50%
Health Club/Gym Membership	20.30%
Meals/Entertainment	17.20%
Dependent Care/Child Care/Babysitting Program	16.80%
Other Profit Sharing Plan	11.70%
Housing/Relocation assistance	10.50%
Overtime Pay	7.00%
Union Membership	1.60%

## APPENDIX: Survey Results



















Below are the complete question-by-question results from the 2010 IA Salary and Benefits Survey:

1. How old are you?			
answered questions			282
skipped question			0
		Response Percent	Response Count
under 21		0.0%	0
21-25		5.7%	16
26-30		16.7%	47
31-35		27.7%	78
36-40		25.2%	71
41-45		13.8%	39
46-50		4.3%	12
51-55		3.5%	10
56-60		2.8%	8
61-65		0.4%	1
over 65		0.0%	0

2. What is Your Gender?			
		Response Percent	Response Count
	answered question		280
	skipped question		2
Female		53.2%	149
Male		46.8%	131

3. What is your educational level?			
answered question		282	
skipped question		0	
		Response Percent	Response Count
No degree		0.7%	2
High school		1.1%	3
Junior college		3.2%	9
Bachelor's		39.4%	111
Master's		52.1%	147
Doctorate		3.5%	10

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.

	answered question		
	skipped question		
		Response Percent	Response Count
Executive/President/Owner		2.9%	8
Information Architect		20.4%	57
Interaction Designer/Architect		13.9%	39
User Experience Planner/Designer/Architect		40.7%	114
User Researcher		3.9%	11
Usability Engineer/Designer		2.1%	6
Consultant		3.6%	10
Human Factors Engineer		0.4%	1
Business Analyst/Architect		0.7%	2
Content Manager/Strategist		0.0%	0
Creative/Art Director		0.0%	0
Enterprise Architect (EIA)		0.4%	1
Interface/GUI Designer		3.6%	10
Librarian		0.7%	2
Knowledge Management		0.0%	0
Programmer		0.4%	1
Project Manager		0.7%	2
Product Manager		1.1%	3

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.











Taxonomist		0.4%	1
Technical Writer		0.0%	0
Technical/Knowledge Architect		0.0%	0
Web Coordinator		0.0%	0
Web Designer/Developer		1.4%	4
Web Editor		0.4%	1
Webmaster		0.4%	1
Copywriter		0.0%	0
Other		2.1%	6

5. If you answered "Other" in the previous question, please enter your title in the box below.	
answered question	11
skipped question	271
	Response Count
Show replies	11


















Replies:

1. Director, Product Design
2. Lead in User Experience
3. User Experience Director
4. Product Lead / UX Lead
5. That is an HR title but more reflective would be User Research & Design
6. Director User Experience
7. UX Director
8. Director of User Experience
9. Manage all IA, UX, User Research, IxD, etc.
10. Information Management Consultant
11. Director of User Experience


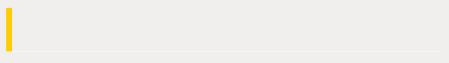















6. Which of the following best describes your position level?			
	answered question	281	
	skipped question	1	
		Response Percent	Response Count
President/CEO		1.4%	4
Vice President		1.4%	4
Director		10.3%	29
Principal		5.3%	15
Manager		11.0%	31
Senior		48.8%	137
Junior		11.4%	32
Assistant		1.1%	3
Intern		0.7%	2
Freelance Consultant		8.5%	24










7. During 2010, what do you estimate you will earn, including salary and bonus? (in US Dollars, before tax. Currency Converter)

	answered question	277	
	skipped question	5	
		Response Percent	Response Count
under \$29,999		4.7%	13
\$30,000-\$39,999		1.4%	4
\$40,000-\$49,999		3.6%	10
\$50,000-\$59,999		6.1%	17
\$60,000-\$69,999		7.2%	20
\$70,000-\$79,999		10.8%	30
\$80,000-\$89,999		13.0%	36
\$90,000-\$99,999		13.0%	36
\$100,000-109,999		9.7%	27
\$110,000-119,999		10.8%	30
\$120,000-129,999		4.3%	12
\$130,000-139,999		2.5%	7
\$140,000-149,999		3.2%	9
\$150,000-159,999		3.6%	10
\$160,000-169,999		2.5%	7
\$170,000-179,999		1.1%	3
\$180,000-189,999		0.4%	1

7. During 2010, what do you estimate you will earn, including salary and bonus? (in US Dollars, before tax. Currency Converter)

\$190,000-199,999		0.7%	2
\$200,000-or over		1.1%	3

8. How large was your last salary increase?			
		answered question	278
		skipped question	4
		Response Percent	Response Count
not applicable		26.3%	73
my salary decreased		6.8%	19
1-5%		33.5%	93
6-10%		15.8%	44
11-15%		7.6%	21
16-20%		5.0%	14
21-25%		2.2%	6
26-30%		1.1%	3
31-35%		0.4%	1
36-40%		0.0%	0
41-45%		0.7%	2
46-50%		0.4%	1
over 50%		0.4%	1

9. How long ago was your last salary increase?			
	answered question		276
	skipped question		6
		Response Percent	Response Count
not applicable		23.6%	65
0-3 months ago		15.6%	43
3-6 months ago		14.5%	40
6-9 months ago		15.2%	42
9-12 months ago		12.0%	33
1-2 years ago		12.7%	35
2-3 years ago		4.7%	13
3-4 years ago		1.1%	3
over 4 years ago		0.7%	2

10. If you are a freelance consultant, what is the average hourly rate you charged in 2010 (please convert amount to US Dollars)?







answered question	59
skipped question	223
	Response Count
Show replies	59

Responses:

- |               |               |
|---------------|---------------|
| 1. 60         | 31. 78        |
| 2. 55         | 32. \$85,00   |
| 3. 930.00*    | 33. 6.444,28* |
| 4. 70         | 34. 80        |
| 5. 30.00      | 35. \$45      |
| 6. 80         | 36. 79        |
| 7. \$100      | 37. \$35/hr   |
| 8. 250        | 38. 80        |
| 9. Clements** | 39. 90        |
| 10. \$95.00   | 40. 60        |
| 11. \$60      | 41. \$50      |
| 12. \$35.00   | 42. 100       |
| 13. \$65      | 43. 100       |
| 14. 45        | 44. 100       |
| 15. 45        | 45. 45        |
| 16. 25        | 46. 92.00     |
| 17. 85        | 47. \$150     |
| 18. 120       | 48. 120       |
| 19. Bird**    | 49. \$250     |
| 20. 90        | 50. \$180.00  |
| 21. \$85      | 51. 37.50     |
| 22. 125       | 52. 150       |
| 23. 62        | 53. 90        |
| 24. 125       | 54. 65        |
| 25. \$150     | 55. 100       |
| 26. \$100.00  | 56. 100       |
| 27. \$105     | 57. 100       |
| 28. 55        | 58. 95        |
| 29. 55        | 59. 85.00     |
| 30. 58.73     |               |

\* Outlier responses were removed from analysis.

\*\* Nonsense responses were removed from analysis.

11. On average, how many hours do you work each week?			
		Response Percent	Response Count
answered question			281
skipped question			1
Under 20 hours		0.4%	1
20-30 hours		2.8%	8
30-40 hours		31.7%	89
40-50 hours		58.0%	163
50-60 hours		5.3%	15
over 60 hours		1.8%	5

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

Feedback about this question from previous surveys has led us to redesign the answer on a subjective scale.

	answered question							278
	skipped question							4
	Never	Mostly review, delegate to others	Few projects require me to perform this task	Some projects require me to perform this task	Most projects require me to perform this task	This is all I do	N/A	Response Count
Taxonomy development (thesauri, metadata, controlled vocabularies, etc.)	33.8% (93)	21.1% (58)	25.8% (71)	13.1% (36)	5.1% (14)	0.0% (0)	1.1% (3)	275
Strategic work (business models, high-level categorization, scenario development, life cycle assessment)	10.9% (30)	4.7% (13)	20.7% (57)	32.7% (90)	28.4% (78)	2.2% (6)	0.4% (1)	275
Wireframing/Sitemaps/Process flows	2.9% (8)	7.9% (22)	6.1% (17)	11.9% (33)	61.5% (171)	9.0% (25)	0.7% (2)	278
Audience definitions/Persona development	7.6% (21)	14.1% (39)	22.7% (63)	35.4% (98)	18.4% (51)	1.1% (3)	0.7% (2)	277
Usability testing	5.8% (16)	17.3% (48)	23.1% (64)	33.2% (92)	17.0% (47)	2.9% (8)	0.7% (2)	277
Other user research	8.2% (22)	15.2% (41)	23.0% (62)	28.3% (76)	22.3% (60)	1.5% (4)	1.5% (4)	269
Content generation/copywriting	30.4% (83)	28.9% (79)	21.2% (58)	12.8% (35)	4.4% (12)	0.0% (0)	2.2% (6)	273
Content management/strategy	24.1% (65)	27.0% (73)	21.9% (59)	16.3% (44)	8.9% (24)	0.0% (0)	1.9% (5)	270
Interaction design	5.4% (15)	9.8% (27)	7.2% (20)	20.3% (56)	46.7% (129)	9.8% (27)	0.7% (2)	276
Graphic/interface design	24.5% (67)	30.3% (83)	13.1% (36)	11.7% (32)	14.6% (40)	4.4% (12)	1.5% (4)	274



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

Feedback about this question from previous surveys has led us to redesign the answer on a subjective scale.

answered question									278
skipped question									4
	Never	Mostly review, delegate to others	Few projects require me to perform this task	Some projects require me to perform this task	Most projects require me to perform this task	This is all I do	N/A	Response Count	
Database design	75.3% (204)	14.0% (38)	3.7% (10)	0.7% (2)	1.8% (5)	0.0% (0)	4.4% (12)	271	
IT integration/programming	72.4% (197)	11.0% (30)	4.8% (13)	4.8% (13)	2.2% (6)	0.4% (1)	4.4% (12)	272	
Project management	26.0% (71)	15.0% (41)	21.2% (58)	19.0% (52)	15.4% (42)	0.7% (2)	2.6% (7)	273	
General business consulting	39.6% (107)	12.6% (34)	17.4% (47)	16.7% (45)	8.9% (24)	0.7% (2)	4.1% (11)	270	
General IT consulting	67.0% (181)	11.5% (31)	8.1% (22)	4.8% (13)	3.0% (8)	0.4% (1)	5.2% (14)	270	
Business administration/operations (non-IA)	58.7% (158)	11.5% (31)	8.9% (24)	7.1% (19)	6.7% (18)	1.1% (3)	5.9% (16)	269	
Marketing/proposal writing	43.9% (119)	13.3% (36)	19.2% (52)	13.7% (37)	5.5% (15)	0.7% (2)	3.7% (10)	271	
Staff training/recruiting/team management	36.4% (99)	11.4% (31)	23.5% (64)	14.0% (38)	8.8% (24)	2.9% (8)	2.9% (8)	272	
Travel	31.1% (85)	8.8% (24)	30.0% (82)	20.5% (56)	6.6% (18)	0.7% (2)	2.2% (6)	273	
Other	42.2% (46)	0.0% (0)	0.9% (1)	9.2% (10)	12.8% (14)	1.8% (2)	33.0% (36)	109	

13. If you answered "Other" in the previous question, please let us know what other kinds of activities you perform.








answered question	28
Skipped question	254
	Response Count
Show replies	28





Replies:

1. Competitive UX analysis
2. Mentorship & UX feedback
3. Creating prototypes and widget libraries
4. Website Manager, produce monthly web metrics, business analyst
5. EVANGELIZE!!!! Upsell to executives; grow user research within a large corporation and sell our value - this is all I do! I think about this and calculate how we can get more buy-in and visibility every single moment I'm on the job.
6. Act as technical lead and developer point of contact
7. Business development; thought leadership (e.g. author articles, maintain Twitter account, etc.)
8. Management tasks
9. Mentoring and coaching
10. Design logos, product management, requirements gathering, writing user surveys and analyze
11. Usage modeling - mapping user needs to personas/scenarios/use cases, write use cases
12. Prototyping, collaborative design workshops
13. Mockups
14. Educating out agile team on UX
15. Project concept documents, heuristic reviews, competitive analysis
16. Competitive Analysis
17. Pitching and selling up to executive management to grow user research in our company, educational presentations and teaching
18. Training
19. Business analysis: number crunching, competitors review, etc.
20. Review of technology and architecture to support IA from foundational to user interface level
21. Blogging, speaking, writing
22. Present results to customer, conduct workshops
23. Requirements Analysis
24. Education and evangelism
25. Run training sessions and workshops
26. Business process design
27. Evangelizing need for user centered design
28. I Develop almost all of my own workshops: like workshop Facetedbased Navigation. And a workshop on Learning what the benefits of SharePoint can be for your department. I Interview users on their needs. I redesign the folder structures on networkdrives. Training customers in how to use an information system (from SharePoint to a Financial administrative system) and coach users on site.

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

answered question		101		
skipped question		181		
		Response Average	Response Total	Response Count
Fulltime Staff Show replies		4.53	394	87
Contract Staff Show replies		1.93	133	69
Temp Agency Show replies		0.47	15	32
How many are Managers? Show replies		0.88	53	60

15. How long is your annual paid vacation?			
	answered question		278
	skipped question		4
		Response Percent	Response Count
not applicable		13.3%	37
under 6 days		0.4%	1
6-10 days		10.1%	28
11-15 days		32.4%	90
16-20 days		23.0%	64
21-25 days		15.5%	43
over 25 days		5.4%	15

16. How many public holidays do you get in addition to your paid vacation? (Also called "bank holidays")			
	answered question		272
	skipped question		10
		Response Percent	Response Count
0 days		9.9%	27
1-3 days		4.8%	13
4-6 days		21.0%	57
7-9 days		29.4%	80
9-11 days		26.1%	71
11-13 days		6.6%	18
13-15 days		0.7%	2

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

over 15 days

















1.5%

4











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

We are working to reduce the US-centricity of this question. 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.

	answered question	256	
	skipped question	26	
		Response Percent	Response Count
Bonus Pay		53.9%	138
Overtime Pay		7.0%	18
Compensatory Time (time off in lieu of pay)		21.5%	55
Flexible Schedule		68.8%	176
Health/Medical/Dental/Vision Insurance Plan		83.6%	214
Disability Insurance Plan		56.3%	144
Life Insurance Plan		66.0%	169
Pretax Flexible Spending Account (eg. medical or childcare use)		54.3%	139
Dependent Care/Child Care/Babysitting Program		16.8%	43
Family Leave (Maternity/Paternity/Adoption)		61.3%	157
Personal Time Off/Sabbatical Leave		34.8%	89
Domestic Partner Benefits		32.8%	84
Stock Options/Stock Purchase Plan		28.1%	72
401K or Other Pension/Investment Plan		71.1%	182

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

We are working to reduce the US-centricity of this question. 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.

Other Profit Sharing Plan		11.7%	30
Professional Training/Continuing Education/Tuition Reimbursement		52.7%	135
Professional Association Dues Reimbursement		27.3%	70
Union Membership		1.6%	4
Conference Registration		45.7%	117
Transportation/Commuting Reimbursement		21.5%	55
Health Club/Gym Membership		20.3%	52
Housing/Relocation assistance		10.5%	27
Meals/Entertainment		17.2%	44
Corporate Discount Program (shopping, hotels, travel, etc)		32.4%	83
Describe above benefits or enter additional items: Show replies			16

Additional Benefits:


1. Free telecommunications services
2. Benefits suck at my company
3. They are offered, dont take advantage of them all
4. Free and discounted products/services from the company
5. Health plans have a deductible of 1% of salary for a single person, 2% for a family.
6. Meals only when traveling for work within a specific expense amount
7. Self-employed
8. £250 per year to spend on concert tickets, free breakfast and lunch every day (full fridge of food and I can ask for stuff I want, cool)
9. I'm freelance, so I did not answer these as I'm self-employed
10. Free or deeply discounted services from my company - premium cable TV, DVR, mid-tier high speed internet and digital voice

11. Free city centre parking
12. Interest rate discount on loans we take out from employer
13. Cycle to work scheme - discounted bike purchase
14. Profit Sharing 401k Match
15. Conference every other year
16. Personal Time Off/Sabbatical Leave: I get the option, but it is a non paid leave. Health Club/Gym Membership: We can subscribe Pretax to a gym.



18. How long have you worked at your present job?			
		answered question	279
		skipped question	3
		Response Percent	Response Count
under 3 months		11.5%	32
3-6 months		13.3%	37
6-9 months		8.2%	23
9-12 months		4.7%	13
1-2 years		16.8%	47
2-3 years		16.8%	47
3-4 years		11.5%	32
4-5 years		5.4%	15
over 5 years		11.8%	33

19. How long have you worked in your current field? (combine time worked at your current and past positions in this field.)

















	answered question	278	
	skipped question	4	
		Response Percent	Response Count
under 1 year		3.2%	9
1-2 years		3.2%	9
2-3 years		8.3%	23
3-4 years		8.6%	24
4-5 years		7.2%	20
5-6 years		10.1%	28
6-7 years		5.0%	14
7-8 years		3.6%	10
8-9 years		4.0%	11
9-10 years		11.9%	33
over 10 years		34.9%	97



20. How many people does your company employ?			
	answered question	276	
	skipped question	6	
		Response Percent	Response Count
Self-employed		7.6%	21
2-5 employees		2.9%	8
6-10 employees		2.5%	7
11-25 employees		7.2%	20
26-50 employees		8.7%	24
51-300 employees		21.0%	58
301-750 employees		8.7%	24
751-3000 employees		10.9%	30
over 3000 employees		30.4%	84

21. How many people perform Information Architecture related tasks:						
	answered question					276
	skipped question					6
Number of People	1 (just me)	2-5	6-10	11-20	> 20	Response Count
In your workgroup	26.3% (72)	45.6% (125)	16.8% (46)	6.9% (19)	4.4% (12)	274
In your company	16.5% (44)	27.4% (73)	21.8% (58)	13.5% (36)	20.7% (55)	266

22. Where do you physically work?							
	answered question					277	
	skipped question					5	
	Never	1-25%	26-50%	51-75%	76-100%	Rating Average	Response Count
At home	12.4% (32)	71.7% (185)	5.4% (14)	3.9% (10)	6.6% (17)	2.21	258
Own office	84.7% (160)	4.8% (9)	2.6% (5)	2.6% (5)	5.3% (10)	1.39	189
Employer/Company offices	10.0% (25)	6.8% (17)	5.2% (13)	20.1% (50)	57.8% (144)	4.09	249
Client office/premises	46.7% (99)	39.6% (84)	3.8% (8)	5.7% (12)	4.2% (9)	1.81	212
Shared office/coworking with others	79.0% (147)	9.1% (17)	0.5% (1)	3.8% (7)	7.5% (14)	1.52	186
Other (airport, car, train, cafe)	56.1% (110)	43.4% (85)	0.0% (0)	0.5% (1)	0.0% (0)	1.45	196

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)

	answered question	277	
	skipped question	5	
		Response Percent	Response Count
Africa		0.0%	0
Asia (except India)		0.4%	1
India		0.7%	2
Australia and Pacific Rim		3.2%	9
Canada		4.7%	13
Central America, Mexico, Caribbean		0.0%	0
EU (except the UK)		4.7%	13
United Kingdom		6.5%	18
Non-EU Europe		0.4%	1
Middle East		0.0%	0
South America		5.1%	14
US: Northeast (includes D.C.)		30.7%	85
US: South (Texas through Delaware)		10.1%	28
US: Midwest (Eastern Plains and Midwest states)		14.4%	40
US: West (Pacific and Mountain States)		19.1%	53
US: Alaska & Hawaii		0.0%	0

24. Are you located in or near a major metropolitan area? (Note: we know this is subjective, but give it your best shot)			
		answered question	278
		skipped question	4
		Response Percent	Response Count
Yes		94.6%	263
No		5.4%	15

25. If "yes" to the previous question, what is the name of this city?	
answered question	260
skipped question	22
	Response Count
Show replies	260

Replies:

San Francisco	25
Boston, MA	21
Non-Metro	20
New York City	19
Washington, DC	19
Chicago	18
London	14
Philadelphia	12
Seattle	10
Atlanta	9
Los Angeles	9
Austin	6
Minneapolis/St.Paul	
Minnesota	6
Toronto	6
Non-Metro US: Northeast	5
Dallas/Fort Worth	4
Vancouver	4
Bogotá	3
Detroit / Ann Arbor	3
Houston	3
Raleigh-Durham, NC	3
Santiago, Chile	3
Non-Metro EU (except UK)	3
Amsterdam	2
Brisbane	2
Canberra	2
Hartford, CT	2
Melbourne	2
Milwaukee, WI	2
Montreal	2
Pittsburgh, PA	2
Portland, OR	2



 The Information Architecture Institute  
2010 IA Salary and Benefits Survey

Rio de Janeiro	2
Non-Metro US: Midwest	2
Barcelona	1
Berlin	1
Bournemouth	1
Brighton	1
Bristol & London	1
Calgary	1
Charlotte, NC	1
Cincinnati	1
Cleveland	1
Cologne	1
Columbus	1
Copenhagen	1
Denver	1
Greensboro	1
Hamburg	1
Hyderabad	1
Indianapolis	1
Kansas City	1
Lisboa	1
Madrid	1
Manchester	1
Medellín	1
Miami	1
New Orleans	1
Newark	1
Porto Alegre	1
Reykjavik	1
Rome	1
Saint Louis	1
San Diego	1
São Paulo	1
Schaumburg	1
Sydney	1
Tokyo	1
Wellington	1
Non-Metro Australia	1
Non-Metro India	1
Non-Metro South America	1
Non-Metro United Kingdom	1
Non-Metro US: South	1
Non-Metro US: West	1

26. Please use this space to provide any additional information, clarification or thoughts on salaries and compensation in the field of Information Architecture.

answered question	41
skipped question	241
	Response Count
Show replies	41

Replies:

1. I work freelance mostly on 6-12 month projects for clients. Usually involves recruiting and building a UX team and or directing their current vendor agencies. Distinct pattern for last 2 hrs in UK has been to remove the dependency on Digital agencies and retain the knowledge in-house.
2. Perceived as a programmer (bricklayer), not a design expert (architect). Mgmt\_very\_slow to adopt new ideas, reluctant to change strategies or best practices. Not the rewarding, interdisciplinary field I'd hoped for when I got the degree.
3. I am freelancing through a large placement agency, so I answered most questions in that context.
4. Since working in the field of I/A I have noticed a lot of changes taking place, over the last year I have noticed a growing connection with UX
5. There is a great need for Information Architecture to be start being recognized in the government sector. Proper job titles and salaries are currently not present.
6. This is the first time I have contracted. I asked for a smaller rate and my client said he could do better and raided that > 25%! I guess I should have asked for more!
7. My large pay increasepercentage was due to a lot of hard work (and luck) in finding and accepting a new job. My previous employer would never have given me such a large salary increase.
8. It would be very interesting to see how compensation compares between independent consultants, consulting companies, and "innie" IAs.  
[IA Institute responds: A few respondents requested a breakdown by industry. We will look into adding this question for 2011.](#)
9. There seems to be a lot of confusion over different titles doing the same thing, i.e., Information Architect, User Experience Architect, UX Analyst, etc. Also, there are a lot of people who either don't have degrees actually IN the information design field (but have it in psychology) and a lot who don't have even related degrees. It makes it difficult for employers to know what to look for, what skillsets should be required, what they should expect from a new UX person, etc.
10. IA is just one small aspect of what we do as usability specialists (i.e. generalists).
11. Under position level, there's no clear option for just a regular worker, neither junior nor senior. The work hours question has overlapping answers that look accidental. Consider "31-40 hours, 41-50 hours" to be more precise, or "About 30 hours, about 35 hours, about 40 hours" to be more general. Consider breaking the health benefits question into separate questions, so we'd have more granular info on the less common components.  
[IA Institute responds: Thank you for the observations. We will consider these changes for 2011. Breaking out Health Benefits has always been tricky due to the somewhat odd healthcare situation in the United States. Any thoughts on this are appreciated.](#)

12. I am a freelance consultant, so some of these questions don't apply to me example vacation.
13. The spike in salary distributions evident previous surveys seems to reflect my experience - salaries may be somewhat tied to techcom salaries as an entry point to the IA field.
14. It would be useful to see a breakdown of salary based on title, since what an IA makes may be different from what a UX designer or interaction designer makes. Hopefully not, but verifications would be great.  
[IA Institute responds: We are working with volunteers on adding visualizations for various data comparisons \(salary and position levels, salary and education level, etc.\). Let us know what else you would like to see.](#)
15. I am not sure of my exact income level now but it is not as high as it once was - certainly I earn far less than I did a couple of years ago - although the demand remains on the high side. I refused to accept work for \$37 an hour and they came up to my bare minimum - \$62 an hour. I spend significant time communicating about product planning by asking I am not just IA - we do not split out that role as a separate role. We are all more UX generalists with most of us having a specialty or bent towards one area (IA, design, user research, etc)
16. I like that I get paid well to do something that I love. The organization of information creates new information.
17. I work at a non-profit. I think a question about the type and/or industry of employer you have would be interesting. For profit vs Non. Agency vs In House. Etc... THANKS!  
[IA Institute responds: Great idea. We'll see about adding this for 2011.](#)
18. I'm actually paid high for my area, but low if I were near a big city. But the difference is worth it to me for quality of life.
19. Find the job title very restrictive - Consultant is the best guess, but really about a three way split between consulting/dev/uk  
[IA Institute responds: We assume you mean "UX" and yes we needed to restrict the titles this year. We understand that many people have responsibilities that cross lines. Previous surveys indicated that breaking out the base title \(IA, UX, Project Manager, etc\) from the experience level \(Junior, Senior, Lead\) would be helpful. We had many fewer write-in responses after making this change which allows a more useful comparison.](#)
20. Salaries in IA seem to be closing in on a narrow band with everyone looking for \$80-100K regardless of number of years of experience or degrees. I wish there was more variation, especially at the entry level. I cannot pay entry level folks \$80k! I also find that the expensive UX mecca metro areas are skewing salary expectations in lower-cost metro areas, making recruitment difficult for employers such as mine, who are outside of NYC or California. The cost of living is considerably less yet salary expectations are astronomical from these folks!
21. Before this job (switched about 6 months ago) I worked for a small interactive agency in the same metro region. A senior user experience architect was paid about \$80K, junior about \$55K.
22. Glad to see that rate is on the survey; I hadn't realized that it was.
23. I work in a big enterprise, but I also do a lot of freelance job by my own
24. I took a 10K pay cut to work for a better company. I was told that I am not likely to see that kind of raise in this company for some time. Hopefully I get 10K in credibility out of this.
25. If we had standard terms for our jobs, that would help. There is still a lot of confusion and misunderstanding with terms such as IA, User Experience Designer, Usability Consultant, even in one's own company!
26. I'm the Director of a 20-person IA group comprising mostly Senior IAs. I make about 20% more than most of my colleagues. In general, my colleagues make between \$100K and \$125K. The ones who make the most take on more Project management duties.
27. I'm working as a business analyst and IA/UX related duties are just a fraction of what I do, so I'm not sure if should participate in this survey in the first place! But I'm doing my best and there's a chance I will become Usability Analyst at some point (I'm doing MSc in HCI-E at the moment). As

- for the salary, I know I'm underpaid - both as a IA and BA - and my salary isn't really representative. My job is really a mixture of two different jobs.
28. Other city reply could be "Ann Arbor"
  29. I got my salary increase when I mentioned I was going to change jobs.
  30. Technically, my role is a Lead IA managing two Senior IAs. IA sits within the Planning department of this marketing-focussed digital advertising agency.
  31. Most of the people in the Information Architecture field are overpaid for their level of expertise when compared to similar levels of expertise and responsibility in other fields.
  32. I have been reluctant to raise my rates during the recession, which has hit Ohio especially hard. So I have essentially been losing ground the last couple of years as the cost of living has increased.
  33. Lots of growing activity out there. Hopefully this translates to a return to some increases, at least for cost of living.
  34. I used to do user research/usability testing and was really underpaid. I recently landed a new job at a different company earning almost \$17k more a year.
  35. Ask if the highest degree someone has is related to the field.  
[IA Institute responds: Thanks for the idea. We are considering adding a question next year asking what the degree is in.](#)
  36. In my company people with the title of IA bill at a lower rate than those with UX in their title, so I would guess they proportionally earn less.
  37. Information Architect is a new position I helped to establish at my company. We're still in the process of defining the job description, which this site is helping me with. The salary survey should help me get a nice compensation increase by Q1 2011.
  38. Paid only when work. question 16 n/a
  39. The unique talent and ability skilled practitioners bring to any industry is in dire demand. The community brings tremendous value to business and the salaries should continue to command only top-tiers scales.
  40. Curious to see other hourly rates being charged. I have been working primarily with interactive firms and find that most really want a low hourly even though they will merely turn around and bill the client. I've found that \$85 an hour (if an hourly rate is asked for) works well in this area. Rate could be higher in Chicago, but really not interested in the longer commute.