

2017 TriUXPA and LTUX Survey of the Salaries of Local UX Professionals

Dr. Guiseppe Getto
Content Garden, Inc.
East Carolina University

Melissa Eggleston
UX Consultant
Ladies that UX Durham

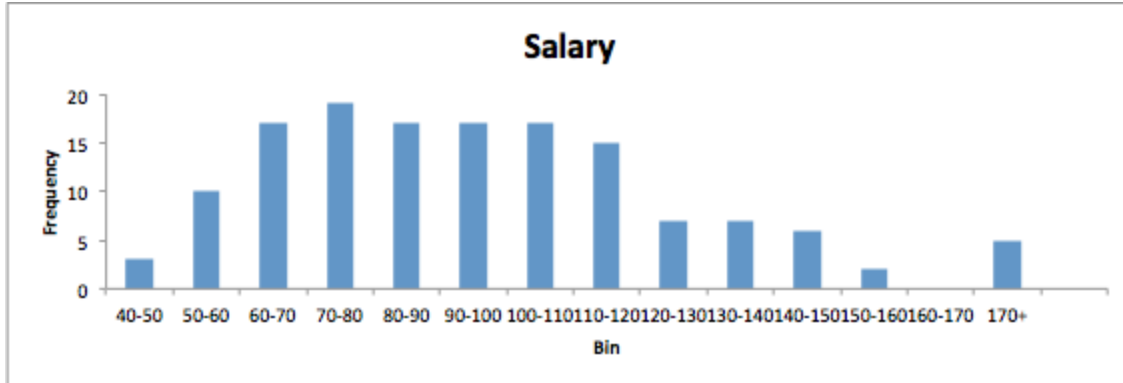
Dr. Michael Albers
East Carolina University

The Executive Council of the Triangle User Experience Professionals Association (Triangle UXPA) and the leaders of the Ladies That UX-Durham (LTUX DUR) professional organization recently asked us to conduct a survey of local UX professionals. The goal of the survey was to determine salary levels and demographics of UX professionals in the Triangle area.

We received 146 responses from the launch of the survey on 9/2/16 until it closed on 10/19/16. This is a response rate of approximately 7.8%, based on the number of members in both Triangle UXPA and LTUX DUR. The survey was open, though not directed to, the public. Therefore, there may be responses by UX professionals who are not in either organization.

What Is the Average Salary of Triangle UX Professionals?

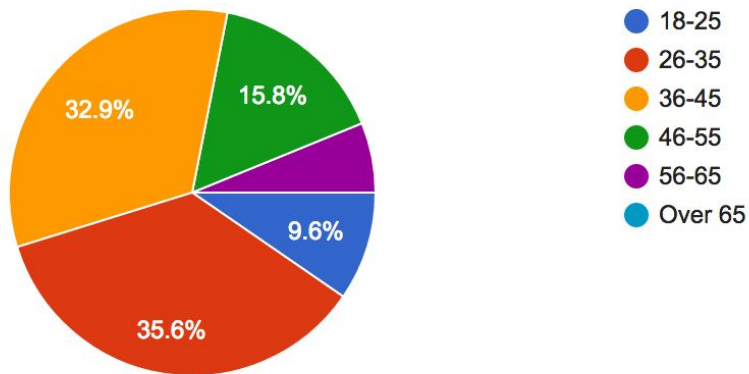
The average (mean) salary of UX professionals who responded to our survey was **\$95,201**, with a standard error of +/- \$2,750. The highest reported salary was **\$208,700**. The lowest reported was **\$41,300**.



What Are the Basic Demographics of Triangle UX Professionals?

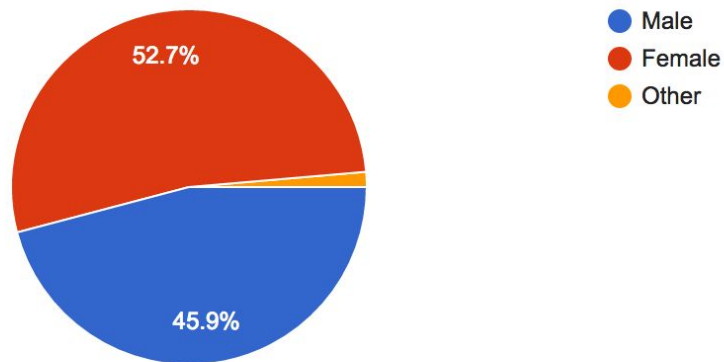
Survey respondents ranged in age from 18-25 to over 65. Most (68.5%) are between the ages of 26 and 45. The largest group is 26-35, the second largest is 36-45.

What is your current age? (146 responses)



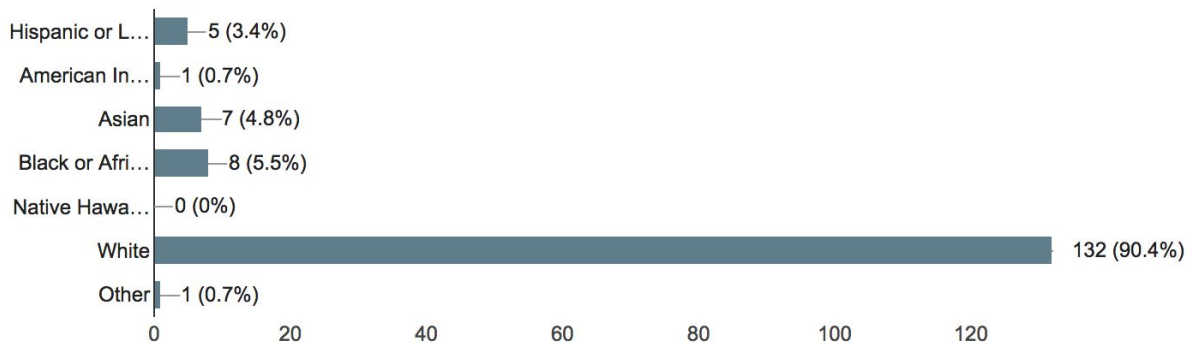
The majority of survey respondents (52.7%) were female, followed closely by male (45.9%). Only 1.4% of respondents reported as trans or intersex.

What is your gender? (146 responses)



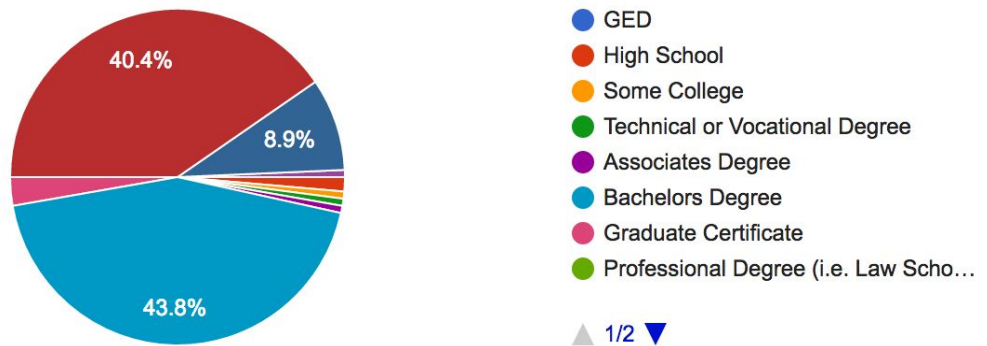
Survey respondents were overwhelmingly Caucasian (90.4%), followed distantly by Black or African-American (5.5%), Asian (4.8%), and Hispanic or Latino (3.4%).

What is your ethnicity? Check all that apply. (146 responses)



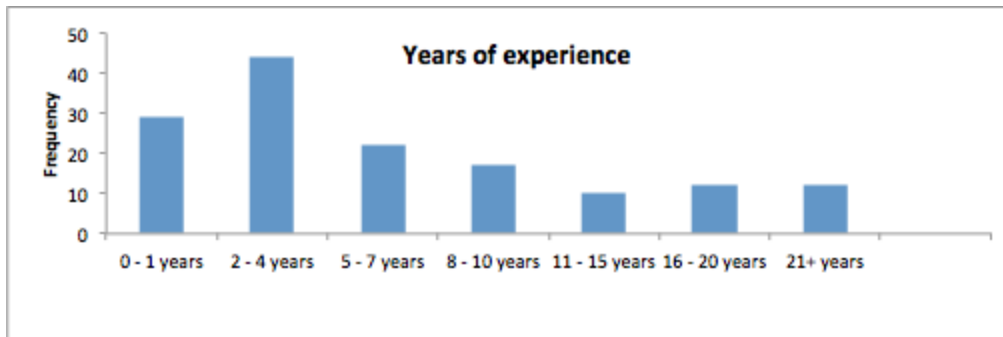
Respondents of the survey were overwhelmingly college-educated (84.2%). A large portion also hold a Master's degree (40.4%). The next largest group hold a Ph.D. (8.9%)

What is the highest degree you hold? (146 responses)



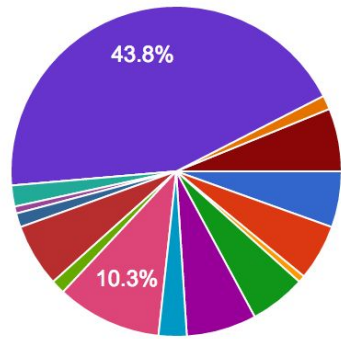
- Master's Degree (i.e., M.S., M.A., M.B.A.)
- Ph.D.

Half of respondents have 0-4 years of full-time experience as a UX professional. The other half have 5-21+ years of full-time experience. Respondents most frequently reported having 2-4 years of full-time experience.



The largest group of respondents reported their industry as “advertising/marketing/PR.” However, many different industries were represented by the majority of respondents.

What industry do you work in? (146 responses)



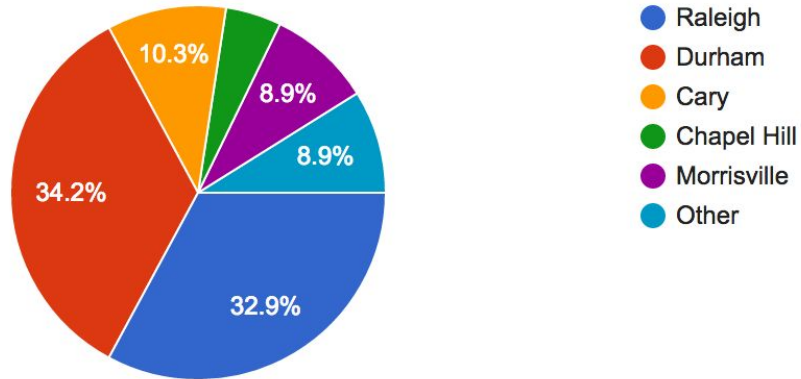
- Advertising/Marketing/PR
- Banking/Finance
- Carriers/Telecommunications
- Computers/Hardware
- Consulting (IT)
- Consulting (Non-IT)
- Education
- Government

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- Healthcare/Medical
- Insurance
- Manufacturing (Non-IT)
- Non-Profit/Trade Association
- Publishing/Media
- Software
- Retail/E-commerce
- Other

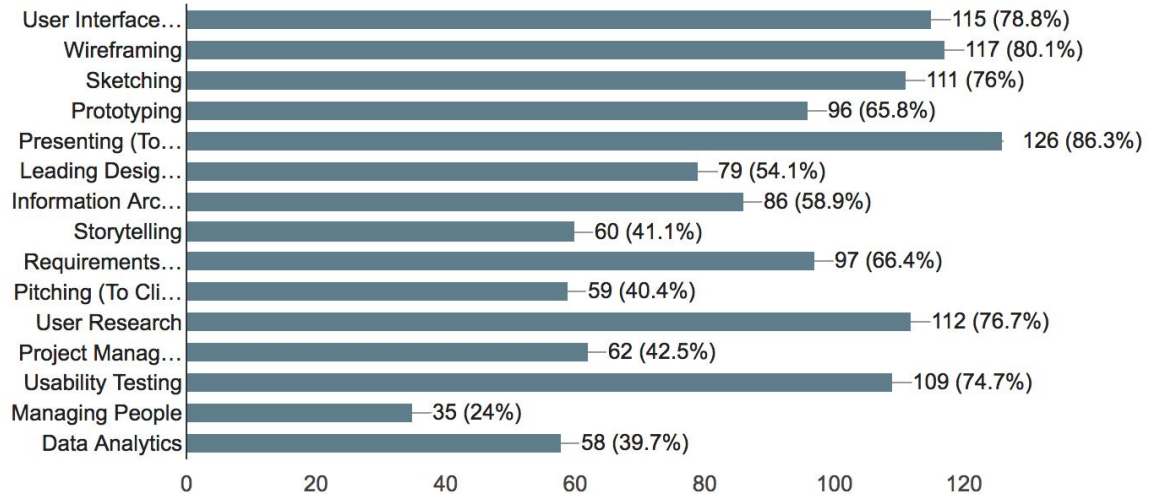
Respondents of the survey predominantly work in Raleigh-Durham.

What city do you primarily work in? (146 responses)



Respondents of the survey reported an incredibly diverse array of job functions.

What tasks do you perform in your job? Check all that apply. (146 responses)

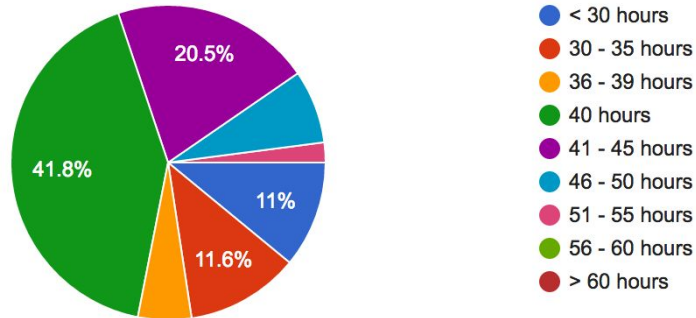


***Full tasks from above:** User Interface Design, Wireframing, Sketching, Prototyping, Presenting (To Management), Leading Design Discussions, Information Architecture, Storytelling, Requirements Gathering, Pitching (To Clients), User Research, Project Management, Usability Testing, Managing People, and Data Analytics.

Respondents of the survey typically work 40-45 hours per week.

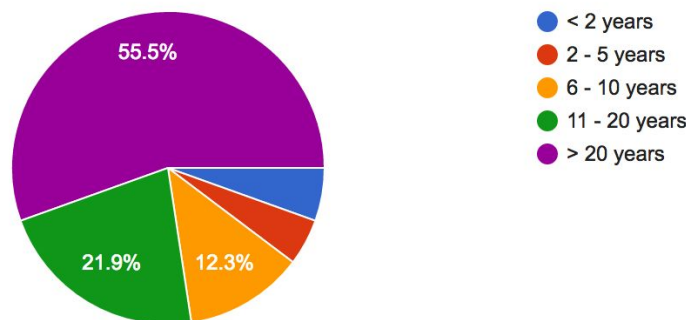
How many hours do you typically work each week? Include only UX-related work.

(146 responses)



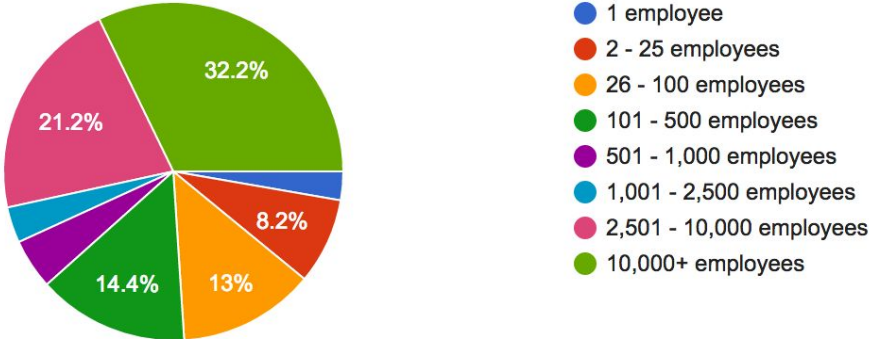
The majority of respondents work at companies that are 11+ years old.

How old is the company at which you perform UX-related duties? (146 responses)



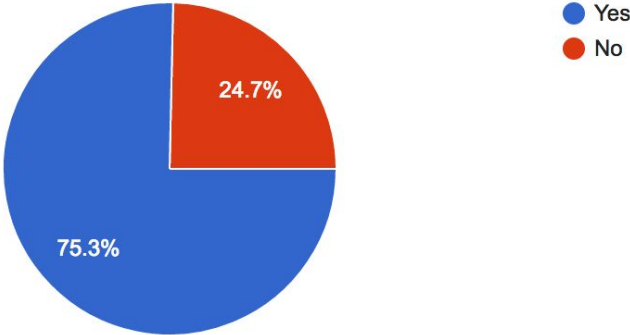
The majority of respondents work at companies that contain at least 2,501 employees. The largest group works at companies that employ 10,000+.

What size is the company? (146 responses)



The vast majority of respondents work as part of a UX team.

Do you work as part of a UX team? (146 responses)



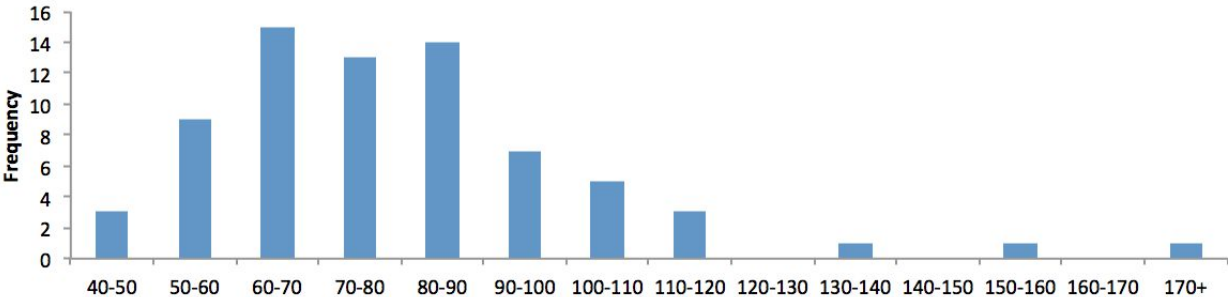
What Determines Salary Most Often for Triangle UX Professionals?

Professionals?

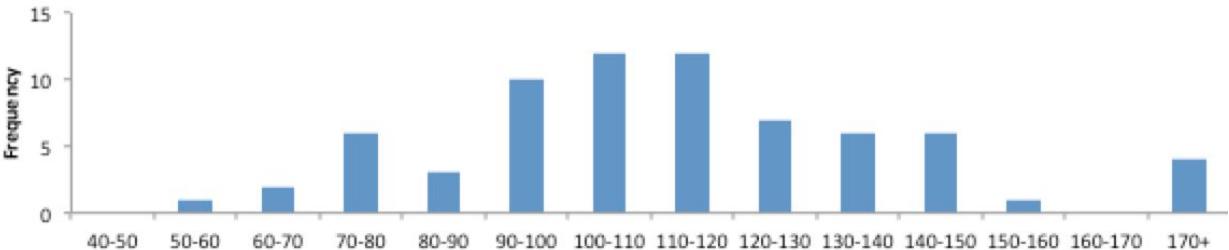
Experience

As can be seen from the following charts, experience level is one of the most important factors for determining how much UX professionals will make in the Triangle area, as reported by our respondents. For respondents with 0-4 years of experience, the average (mean) salary is **\$79,470**. For respondents with 5+ years of experience, however, it jumps up to **\$111,381**. This means that having 5 years of experience as a UX professional in the Triangle area is worth, on average, a bump in salary of **40%**.

Salary 0-4 years

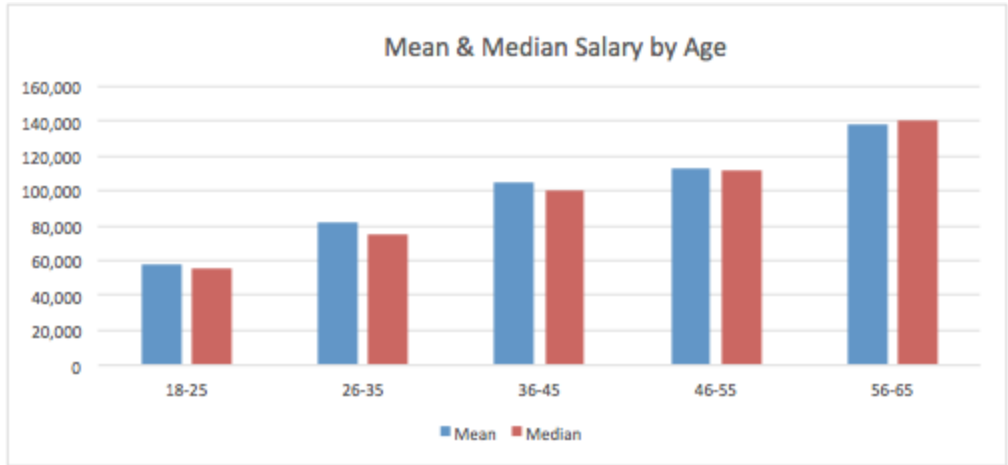


Salary 5+ years



Age

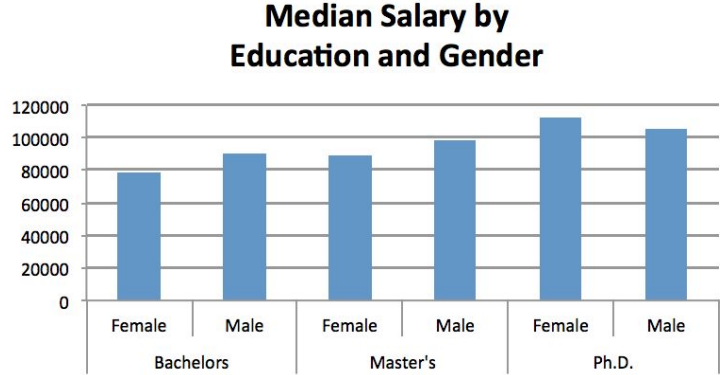
Age is also another key factor in determining salary. As can be seen from the following chart, there is a very linear relationship between age and salary, meaning as the ages of respondents went up, so did their salaries. The total increase from the salaries of respondents in the lowest age group to those of the highest age group was **133%**.



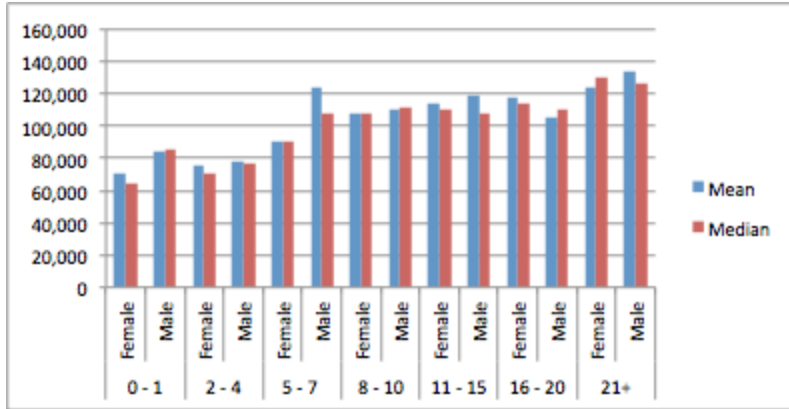
Gender

Interestingly, gender was not a statistically significant factor when we looked at the two genders most highly represented (male and female) and compared them across education, experience, and age. At least based on the data we collected, there was no significant difference between the salaries male and female UX professionals make. Age and experience are much more important for determining salary.

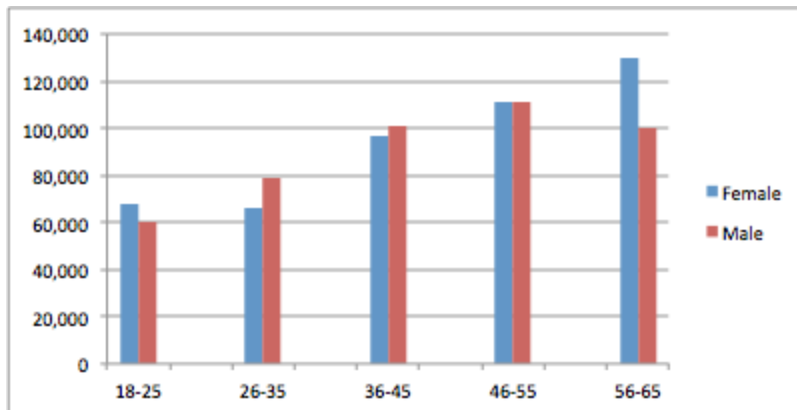
As we see below, male respondents with Bachelor's and Master's do make slightly more than female respondents with Bachelor's and Master's, but female respondents with Ph.D.s make more than male respondents with Ph.D.s.



If we look at gender differences across years of experience, however, we see that the genders are mostly equal, with salary increasing over years of experience, regardless of gender. Though male respondents do make more early in their careers, more experienced respondents were mostly equal in salary.



Finally, when we compare gender to age, we see that the youngest and oldest female respondents make slightly more than their male counterparts, while male respondents ages 26-45 make more than their female counterparts. Male and female respondents ages 46-55 make the same amount.



After running several statistical analyses, we found that these slight fluctuations between genders were not statistically significant, meaning that on average neither gender outperforms the other when it comes to salary. Again: the age and experience level of respondents were by far the most important factors when determining how much UX professionals in the Triangle area make.

We hope this information is of value to you. If you have any questions about this survey and its methodology, please contact Dr. Giuseppe Getto at giuseppegettoatwork@gmail.com.