



2000 UPA Member Profile and Salary Survey

BACKGROUND

The goal of the 2000 Usability Professionals' Association (UPA) Member Profile and Salary Survey was to gather information that would enable the association to understand the make-up of the membership in order to ensure their needs are being met. The survey collected the following information about UPA members:

- Who they are
- Where they work
- What they do
- Salary
- UPA satisfaction level

The survey was conducted from Nov. 9, 2000 to Dec. 15, 2000. A total of 573 UPA members responded to the survey; 540 respondents provided salary information. See the Appendix for additional background information on the survey.

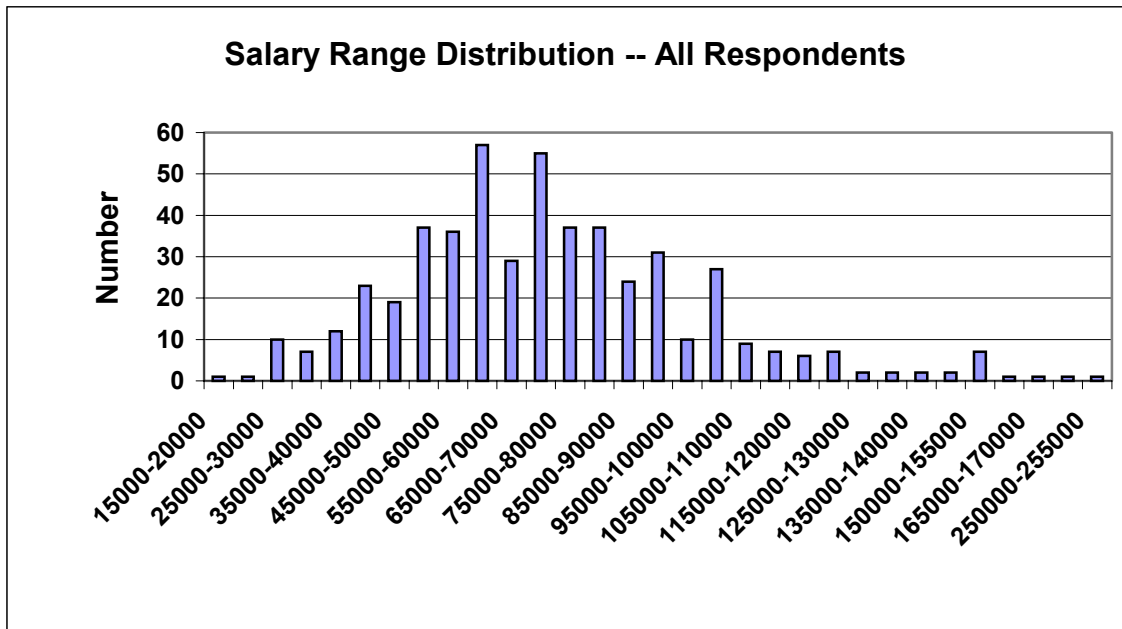
The appendix also provides detailed answers to all the questions on the survey, plus a summary to question number 20:

“Are there any suggestions you have for the UPA to improve its value as a professional organization?”

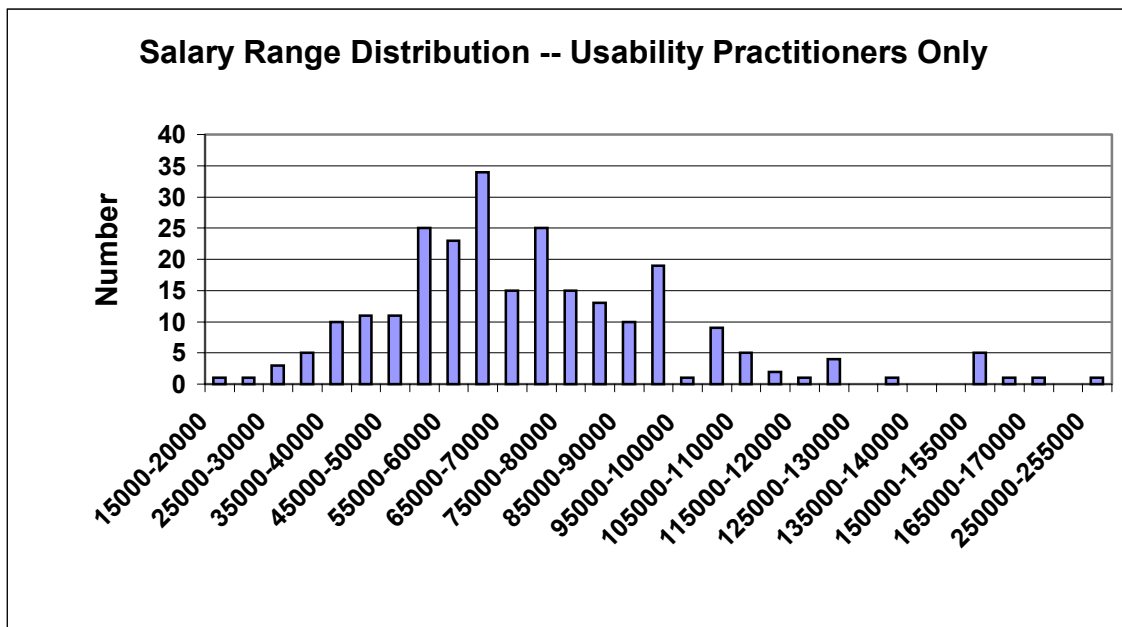
SURVEY HIGHLIGHTS

Salary factors:

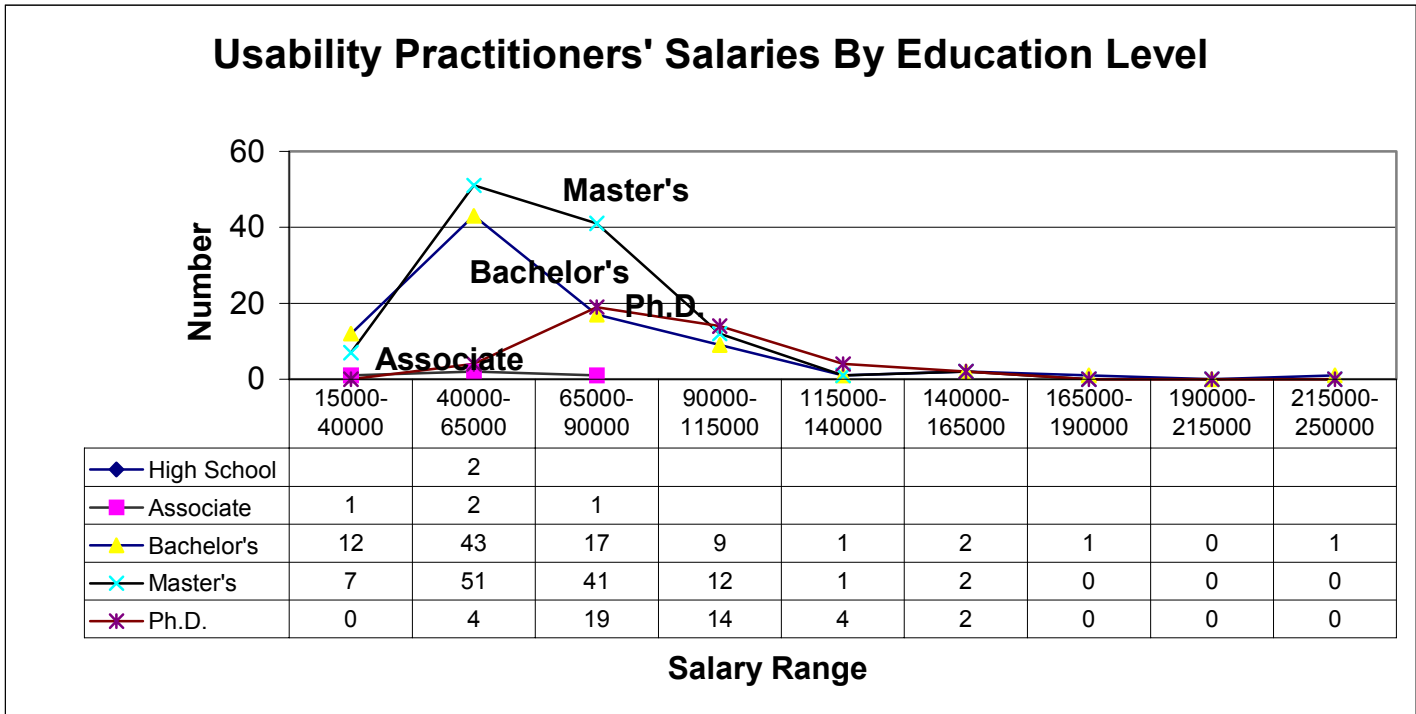
- The average salary of the respondents who answered the salary question was \$74,838. (not including consultants.)



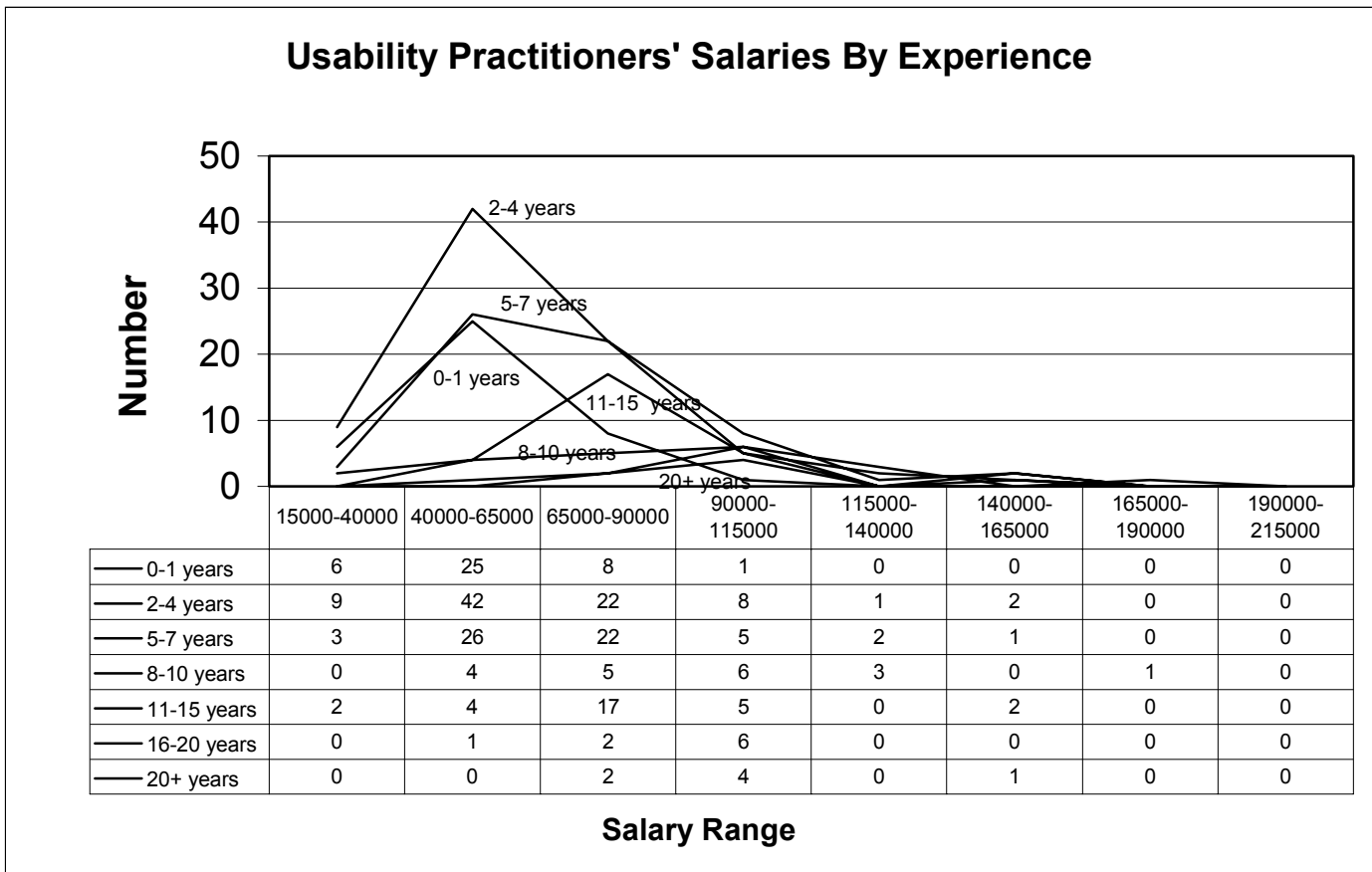
- The average salary of Usability Practitioners was \$70,094. (not including consultants.)



The chart below shows Usability Practitioners' salaries by level of education:

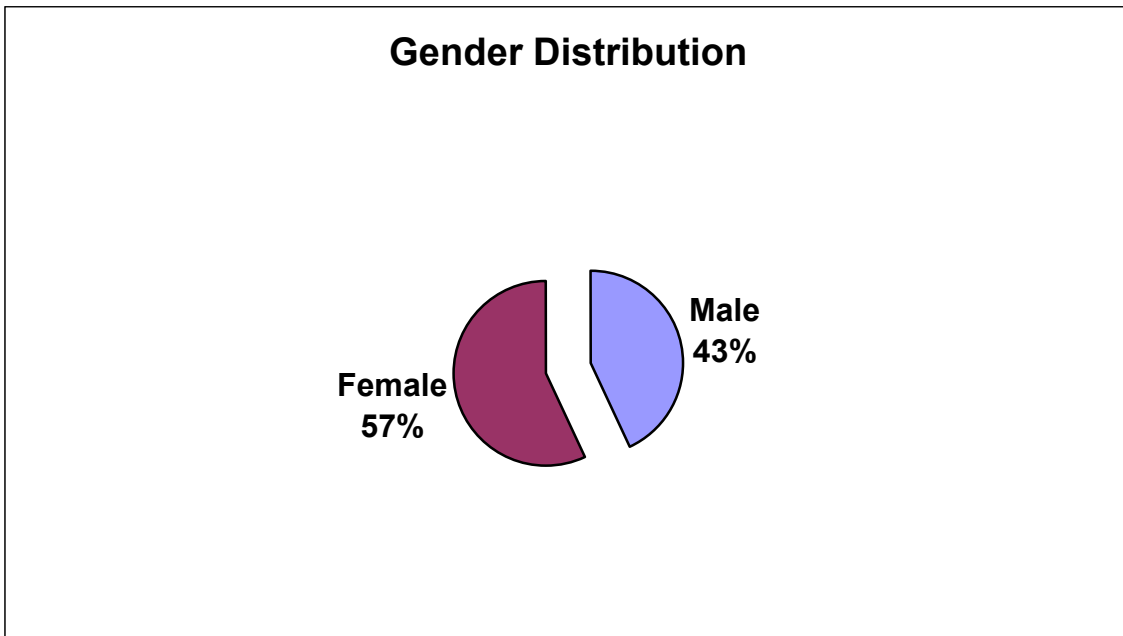


The chart below shows Usability Practitioners' salaries by years of experience:

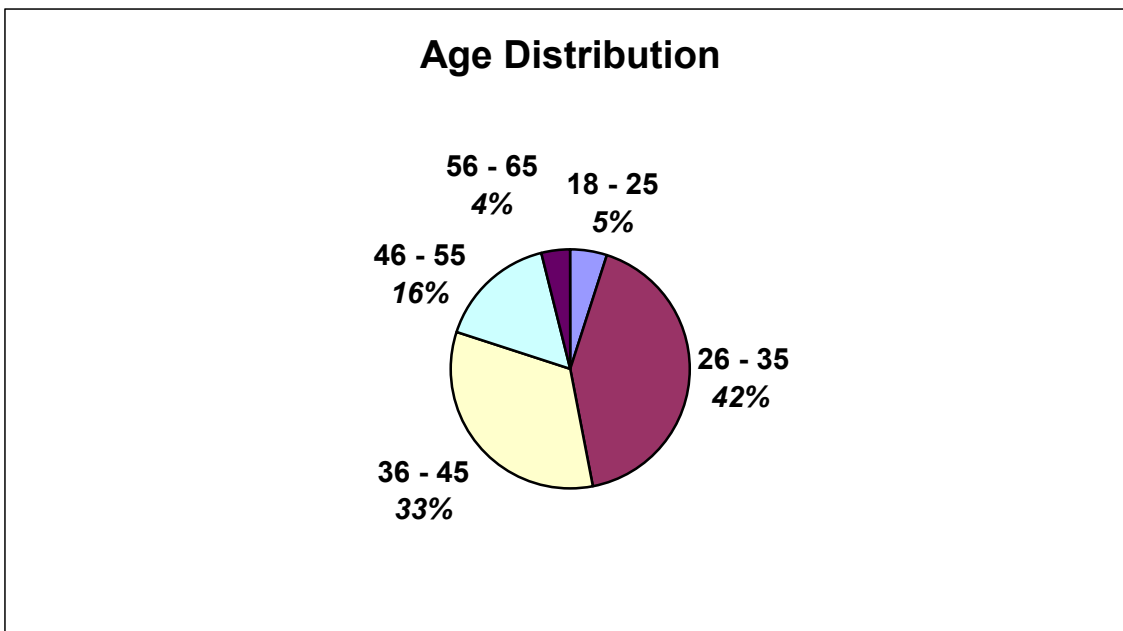


- The average salary for all male respondents was \$80,052; the average salary for all female respondents was \$70,820.
- The lowest salary reported was \$16,800. The highest salary included in the survey was \$250,000. In the salary statistics, we didn't include data from the 56 consultants who responded. Also, two of the salary responses that were over \$500,000 were not included, so as to not unduly skew the averages.
- Fifty-seven percent of those surveyed report that they feel they're fairly compensated.

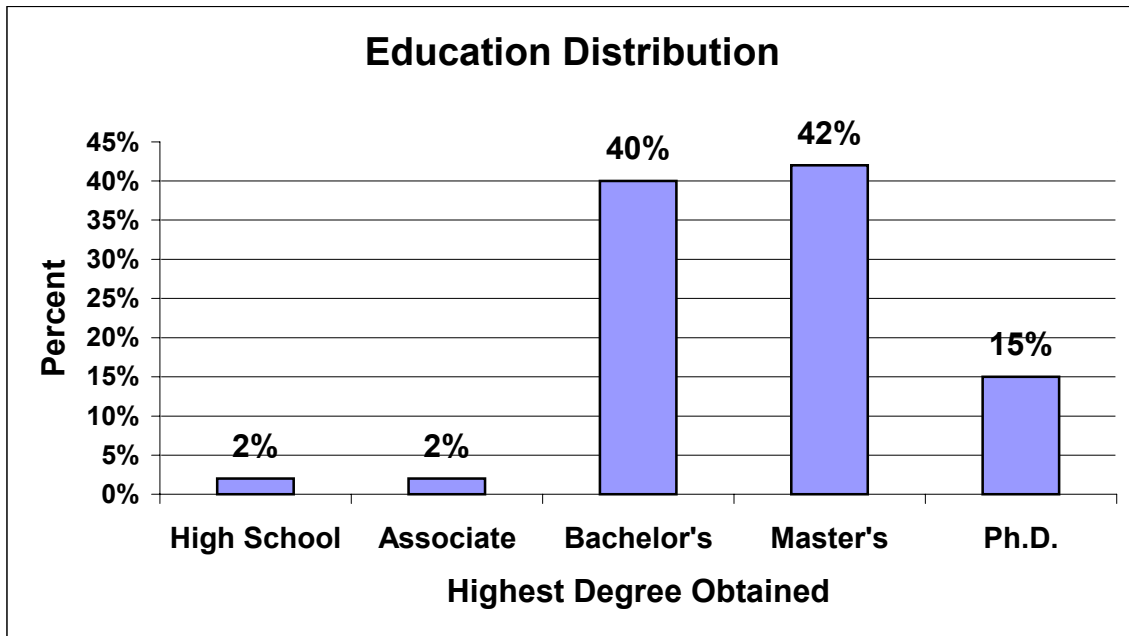
Gender: Fifty-seven percent of the respondents were female and 43 percent were male.



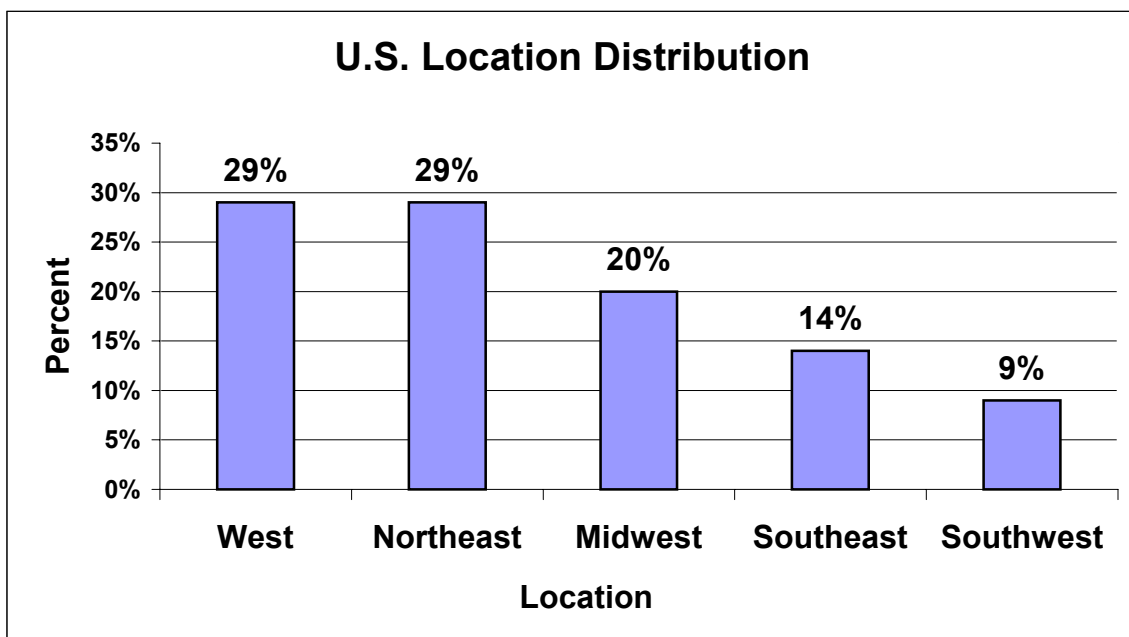
Age: Seventy-five percent of the respondents fell into the 26-to-45 age range.



Education: Forty-two percent of the respondents have earned at least a Master's degree,



Geography: Locations of the 491 respondents who indicated that their primary work location is in the U.S. are distributed as shown in the chart below:



Usability career factors:

- Fifty percent of the respondents reported that their positions are 100 percent usability, HCI, user interaction or human factors related.
- Thirty-three percent have worked in the usability field for two to four years.

APPENDIX

ADDITIONAL SURVEY BACKGROUND INFORMATION

The development, administration and analysis of the 2000 UPA Member Profile and Salary survey was accomplished by a few members of the UPA who volunteered for this effort. The objectives of the survey, the survey questions, and the results were reviewed by other members of the UPA, as well as by the UPA Board of Directors.

The survey was administered through the Web using a company called Zoomerang. Zoomerang is a Web-based survey service that allows businesses and individuals to conduct surveys online. All 1,490 UPA members received an e-mail inviting them to visit the Zoomerang site to participate in the survey. 573 members participated, for a response rate of 38%.

DETAILED SURVEY RESPONSES

Below are detailed percentage responses to the survey questions.

1. What is your gender?

Male	43%
Female	57%

2. What is your age range?

18 - 25	5%
26 - 35	42%
36 - 45	33%
46 - 55	16%
56 - 65	4%
65+	0%

3. Indicate your highest degree obtained.

High School	2%
Associate	2%
Bachelor's	40%
Master's	42%
Ph.D.	15%

4. Select the description that best describes your highest degree.

HCI, Human Factors	16%
Cognitive Psychology	11%
Computer Science	10%
Business Administration, Management	8%
Experimental Psychology	8%
Technical Communication	7%
Other Sciences	6%
Social Sciences	6%
Engineering	5%
Fine Arts	5%

5. Select your job classification.

Full-time employee	87%
Part-time employee	2%
Consultant	10%
Student	1%
Other	0%

6. Select your organization type.

Software Company	28%
Consulting firm	26%
Other	10%
Telecommunications	8%
Banking, Financial	6%
Consumer Product	5%
College, University	3%
Design Firm	3%
Content Provider, Media	2%
Government, military	2%
Healthcare, Medical	2%
Insurance	2%
Private research firm	1%
Industrial	1%
Chemical	0
Aerospace	0%

7. What is your employment level?

Entry	5%
Mid-level, non-supervisory	30%
Mid-level, supervisory	17%
Senior-level, non-supervisory	30%
Senior-level, supervisory	17%

8. Of the following options, which one best describes your current position?

Usability Practitioner	48%
Interface Designer	21%
Manager (within a software development area)	7%
Other	7%
Manager (not in a software development area)	6%
Technical Writer	5%
Business Analyst	2%
Technical Analyst	2%
Graphic Designer	1%
Programmer	1%
Trainer	1%

9. Select the primary U.S. location in which you work. (491 respondents answered this question.)

West	29%
Northeast	29%
Midwest	20%
Southeast	14%
Southwest.	9%

10. Select the primary place you work if outside the U.S. (75 respondents answered this question.)

Canada	32%
Sweden	22%
UK	15%
Other	9%
Germany	6%
Australia	6%
The Netherlands	3%
France	2%
Norway	1%
Switzerland	1%
Japan	1%
Finland	1%
India	1%
Denmark	0%

New Zealand	0%
Portugal	0%
Brazil	0%
Czech Republic	0%
Israel	0%
Hong Kong	0%

11. I would describe myself as:

Not very technical	2%
Below average technical	12%
Technical	37%
Above-average technical	37%
Very technical	13%

12. Approximately what percent of your job is Usability, HCI, User Interaction, or Human Factors related?

Zero percent of job is Usability, etc.	1%
Twenty-five percent of job is Usability, etc.	11%
Fifty percent of job is Usability, etc.	15%
Seventy-five percent of job is Usability, etc.	23%
One hundred percent of job is Usability, etc.	50%

13. Please select the following tools, techniques, or activities that you perform or use in your job. (Select all that apply.)

Usability evaluations with real users	87%
Task analysis and/or requirements gathering	86%
Design sessions with development teams	79%
Interface design	78%
Heuristic or expert reviews	76%
Low fidelity prototyping	75%
Surveys	59%
Cognitive walkthroughs	50%
Post-release analysis	50%
Focus groups	46%
Contextual inquiries	43%
Other	17%
None of the above	1%

14. How long have you worked in the field of Usability, HCI, User Interaction, or Human Factors?

0 –1 year	13%
2 – 4 years	33%
5 – 7 years	22%
8 – 10 years	9%

11 – 15 years	13%
16 – 20 years	5%
20+years	4%
N/A	1%

15. How long has your company had formal positions for Usability, HCI, User Interaction, or Human Factors professionals?

0 –1 year	21%
2 – 4 years	27%
5 – 7 years	16%
8 – 10 years	7%
10+ years	17%
None of the above: (my company does not have formal positions)	13%

16. What is your current salary (in US dollars before bonus, benefits, and taxes)? (Includes all respondents.)

Average Salary	Highest Salary	Lowest Salary
\$74,838	\$250,000	\$16,800

17. How do you feel about your current salary?

I'm underpaid	30%
I'm fairly compensated	57%
I'm overpaid	1%
I'm not really sure	12%

18. In addition to the UPA, what other professional organizations are you a member of? (Select all that apply.)

ACM/SIGCHI	61%
ACM	28%
HFES	27%
STC	21%
Internet Technical Group	6%
IEEE	5%
The Ergonomics Society	2%
British HCI Group	1%
IFIP	1%
Other	28%

19. Please rate your overall satisfaction with the UPA.

Extremely unsatisfied	1%
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Unsatisfied	8%
Satisfied	78%
Extremely satisfied	13%

20. Are there any suggestions you have for the UPA to improve its value as a professional organization?

The Board would like to thank all of the respondents to this question, all totaled, we received 155 comments. They included encouragement to continue some of our practices, especially noted was the high satisfaction with the conference, some encouraging new ideas and some asking for changes.

We categorized these responses into the following areas:

1. Professional Development

- More for the novice members.
- More for the more "expert" members.
- More formalized certification and educational programs.
- More regional professional development

2. Web site enhancements - more information, more resources.

3. Strengthen our focus on other aspects of Usability than testing.

These comments were used to help craft the Board's objectives for the year 2001. Given we get the support of our membership to help make these happen, our goals include:

- A Member's Only site for the UPA web site
- More local chapters
- "Webizing" the Usability Poster introduced last year.
- Develop a UPA Recommended Curriculum that can be used as a guideline for studies for the Usability Professional
- Deliver a paper-based and web version of the membership directory

UPA is a volunteer organization. If you would like to contribute to any of the programs above, we'd love to hear from you. Without volunteers, our progress will be much slower. Please contact:

Michele.Liebman@edwardjones.com if you would like to help.

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