

Freelance contractor working through a staffing agency

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	652	652	\$47,900	\$62,200	\$83,000
Region					
New England	48	48	\$50,000	\$71,000	\$90,000
Middle Atlantic	134	134	\$55,000	\$73,400	\$90,800
East North Central	86	86	\$41,900	\$55,000	\$70,000
West North Central	16	16	\$48,400	\$63,500	\$94,500
South Atlantic	97	97	\$42,000	\$60,000	\$77,500
East South Central	4	4	N/A	N/A	N/A
West South Central	59	59	\$50,000	\$60,000	\$76,000
Mountain	14	14	\$44,300	\$50,000	\$55,800
Pacific	194	194	\$50,000	\$63,200	\$83,000
Metro area					
Atlanta GA	22	22	\$59,500	\$70,000	\$86,300
Austin TX	16	16	\$45,700	\$52,000	\$74,300
Baltimore MD	7	7	N/A	N/A	N/A
Boston MA	30	30	\$50,000	\$75,000	\$97,800
Bridgeport CT	2	2	N/A	N/A	N/A
Charlotte NC	5	5	N/A	N/A	N/A
Chicago IL	44	44	\$50,500	\$61,000	\$78,800
Cincinnati OH	1	1	N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	23	23	\$50,000	\$60,000	\$76,000
Denver CO	6	6	N/A	N/A	N/A
Detroit MI	15	15	\$43,000	\$52,000	\$60,000
Houston TX	17	17	\$58,000	\$72,500	\$105,300
Indianapolis IN	5	5	N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	44	44	\$50,000	\$63,500	\$80,000
Miami FL	9	9	N/A	N/A	N/A
Milwaukee WI	5	5	N/A	N/A	N/A
Minneapolis MN	14	14	\$46,000	\$58,000	\$80,300
Nashville TN	1	1	N/A	N/A	N/A
New York NY	114	114	\$60,000	\$75,000	\$96,000
Orlando FL	6	6	N/A	N/A	N/A
Philadelphia PA	20	20	\$43,200	\$54,500	\$72,500
Phoenix AZ	4	4	N/A	N/A	N/A
Pittsburgh PA			N/A	N/A	N/A
Portland OR	25	25	\$30,400	\$41,500	\$52,000
Providence RI	4	4	N/A	N/A	N/A
Raleigh NC	4	4	N/A	N/A	N/A
Richmond VA	8	8	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	18	18	\$38,800	\$52,000	\$65,800
San Francisco CA	33	33	\$57,300	\$78,000	\$110,000
San Jose CA	15	15	\$63,400	\$110,000	\$130,000
Seattle WA	51	51	\$54,000	\$65,000	\$80,000
Washington DC	20	20	\$50,300	\$67,500	\$90,300

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Freelance contractor working through a staffing agency

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	652	652	\$47,900	\$62,200	\$83,000
not-for-profit			N/A	N/A	N/A
other			N/A	N/A	N/A
Organization type					
freelancer	652	652	\$47,900	\$62,200	\$83,000
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy			N/A	N/A	N/A
interactive/multimedia agency			N/A	N/A	N/A
ad, marketing, PR agency			N/A	N/A	N/A
media/publishing firm			N/A	N/A	N/A
in-house department			N/A	N/A	N/A
other			N/A	N/A	N/A
Organization size					
1	652	652	\$47,900	\$62,200	\$83,000
2-9			N/A	N/A	N/A
10-99			N/A	N/A	N/A
100-999			N/A	N/A	N/A
1,000+			N/A	N/A	N/A
Client base					
local/regional only	283	283	\$45,000	\$60,000	\$75,000
national	141	141	\$45,000	\$70,000	\$90,000
international	147	147	\$50,000	\$66,000	\$85,000
Organization Design Areas					
book/publication/type design	188	188	\$42,000	\$55,000	\$71,800
graphic design	448	448	\$45,200	\$60,000	\$75,000
illustration	154	154	\$45,000	\$57,600	\$75,000
photography	118	118	\$50,000	\$60,000	\$78,000
multimedia/motion/video	126	126	\$52,000	\$67,500	\$85,000
interactive media	156	156	\$55,000	\$75,000	\$100,000
web design	346	346	\$50,000	\$68,600	\$90,000
web development	140	140	\$50,500	\$70,000	\$92,700
user experience/interface	240	240	\$60,000	\$75,000	\$105,400
information architecture	90	90	\$70,000	\$91,800	\$120,000
apps	157	157	\$59,100	\$80,000	\$109,000
environmental graphics	88	88	\$50,300	\$70,000	\$78,000
corporate identity	226	226	\$46,000	\$60,000	\$76,300
annual reports and corporate collateral	120	120	\$46,400	\$60,000	\$72,800
communication strategy	82	82	\$52,000	\$70,000	\$90,000
brand and packaging design	199	199	\$46,000	\$60,000	\$76,000
advertising/marketing/sales materials	308	308	\$47,600	\$61,300	\$77,800
direct mail	147	147	\$45,000	\$60,000	\$74,000
presentations	195	195	\$50,000	\$62,400	\$80,000
copywriting/technical writing	81	81	\$47,300	\$61,400	\$83,000
exhibitions/events	88	88	\$52,500	\$70,000	\$79,500
Benefits Received					
none	247	247	\$42,000	\$60,000	\$85,000
some	383	383	\$50,000	\$65,000	\$80,000
comprehensive	9	9	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Self-employed working on my own (no employees)

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	1585	1585	\$45,000	\$65,000	\$90,000
Region					
New England	129	129	\$50,000	\$70,000	\$90,000
Middle Atlantic	276	276	\$50,000	\$75,000	\$100,000
East North Central	190	190	\$42,800	\$60,000	\$80,000
West North Central	69	69	\$43,300	\$70,000	\$95,500
South Atlantic	238	238	\$40,000	\$60,000	\$80,000
East South Central	29	29	\$40,000	\$55,000	\$75,000
West South Central	118	118	\$40,000	\$55,000	\$81,300
Mountain	103	103	\$40,000	\$55,000	\$72,000
Pacific	433	433	\$50,000	\$70,000	\$100,000
Metro area					
Atlanta GA	38	38	\$48,800	\$60,000	\$75,500
Austin TX	37	37	\$36,000	\$70,000	\$97,000
Baltimore MD	25	25	\$41,500	\$60,000	\$94,000
Boston MA	63	63	\$50,000	\$70,000	\$100,000
Bridgeport CT	17	17	\$50,000	\$86,000	\$100,000
Charlotte NC	15	15	\$35,000	\$70,000	\$105,000
Chicago IL	77	77	\$46,000	\$60,000	\$92,500
Cincinnati OH	6	6	N/A	N/A	N/A
Cleveland OH	13	13	\$39,000	\$50,000	\$62,500
Dallas TX	32	32	\$40,000	\$72,500	\$98,800
Denver CO	26	26	\$33,800	\$47,500	\$76,000
Detroit MI	14	14	\$46,000	\$65,000	\$81,300
Houston TX	21	21	\$35,000	\$50,000	\$74,500
Indianapolis IN	13	13	\$47,500	\$60,000	\$79,000
Kansas City MO	7	7	N/A	N/A	N/A
Los Angeles CA	123	123	\$45,000	\$67,000	\$95,000
Miami FL	7	7	N/A	N/A	N/A
Milwaukee WI	11	11	\$50,000	\$80,000	\$100,000
Minneapolis MN	32	32	\$50,000	\$70,000	\$98,800
Nashville TN	10	10	\$47,500	\$53,500	\$85,000
New York NY	190	190	\$50,000	\$77,500	\$110,000
Orlando FL	9	9	N/A	N/A	N/A
Philadelphia PA	47	47	\$44,600	\$55,000	\$80,000
Phoenix AZ	20	20	\$38,500	\$61,000	\$92,000
Pittsburgh PA	10	10	\$41,300	\$60,000	\$80,000
Portland OR	56	56	\$45,800	\$60,000	\$75,000
Providence RI	10	10	\$53,800	\$75,000	\$92,500
Raleigh NC	7	7	N/A	N/A	N/A
Richmond VA	4	4	N/A	N/A	N/A
St. Louis MO	10	10	\$48,000	\$60,000	\$86,800
Salt Lake City UT	7	7	N/A	N/A	N/A
San Diego CA	38	38	\$50,000	\$75,000	\$101,600
San Francisco CA	99	99	\$64,000	\$90,000	\$125,000
San Jose CA	14	14	\$50,000	\$76,400	\$92,500
Seattle WA	40	40	\$49,300	\$70,000	\$100,000
Washington DC	69	69	\$48,500	\$70,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Self-employed working on my own (no employees)

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	1585	1585	\$45,000	\$65,000	\$90,000
not-for-profit			N/A	N/A	N/A
other			N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)	1585	1585	\$45,000	\$65,000	\$90,000
design studio or consultancy			N/A	N/A	N/A
interactive/multimedia agency			N/A	N/A	N/A
ad, marketing, PR agency			N/A	N/A	N/A
media/publishing firm			N/A	N/A	N/A
in-house department			N/A	N/A	N/A
other			N/A	N/A	N/A
Organization size					
1	1585	1585	\$45,000	\$65,000	\$90,000
2-9			N/A	N/A	N/A
10-99			N/A	N/A	N/A
100-999			N/A	N/A	N/A
1,000+			N/A	N/A	N/A
Client base					
local/regional only	659	659	\$40,000	\$60,000	\$80,000
national	626	626	\$50,000	\$70,000	\$100,000
international	286	286	\$50,000	\$75,000	\$110,000
Organization Design Areas					
book/publication/type design	733	733	\$45,000	\$62,000	\$85,000
graphic design	1341	1341	\$45,000	\$60,000	\$85,000
illustration	601	601	\$42,500	\$60,000	\$85,500
photography	442	442	\$45,000	\$65,000	\$92,300
multimedia/motion/video	419	419	\$50,000	\$75,000	\$100,000
interactive media	336	336	\$60,000	\$80,000	\$110,000
web design	1048	1048	\$47,000	\$65,000	\$90,000
web development	423	423	\$50,000	\$70,000	\$93,000
user experience/interface	460	460	\$55,000	\$75,500	\$109,100
information architecture	252	252	\$60,000	\$80,000	\$120,000
apps	286	286	\$56,100	\$80,000	\$120,000
environmental graphics	371	371	\$50,000	\$75,000	\$99,600
corporate identity	945	945	\$45,500	\$65,000	\$90,000
annual reports and corporate collateral	584	584	\$50,000	\$69,500	\$90,000
communication strategy	423	423	\$55,000	\$75,000	\$100,000
brand and packaging design	806	806	\$45,000	\$65,000	\$90,000
advertising/marketing/sales materials	943	943	\$46,000	\$67,000	\$95,000
direct mail	574	574	\$50,000	\$65,000	\$90,000
presentations	562	562	\$50,000	\$70,000	\$95,000
copywriting/technical writing	359	359	\$50,000	\$75,000	\$100,000
exhibitions/events	367	367	\$50,000	\$70,000	\$96,000
Benefits Received					
none	1585	1585	\$45,000	\$65,000	\$90,000
some			N/A	N/A	N/A
comprehensive			N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Owner, Partner, or Principal

An owner, partner, or principal holding an equity position who has major business responsibility for a firm having employees.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	526	526	\$75,000	\$100,000	\$150,000
Region					
New England	34	34	\$80,000	\$122,500	\$174,000
Middle Atlantic	100	100	\$86,300	\$110,000	\$175,000
East North Central	70	70	\$70,000	\$100,000	\$132,500
West North Central	39	39	\$70,000	\$120,000	\$160,000
South Atlantic	82	82	\$75,000	\$100,000	\$146,300
East South Central	14	14	\$89,800	\$120,000	\$153,800
West South Central	37	37	\$90,000	\$100,000	\$150,000
Mountain	34	34	\$78,800	\$105,000	\$130,000
Pacific	116	116	\$75,000	\$100,000	\$160,000
Metro area					
Atlanta GA	13	13	\$95,000	\$130,000	\$197,500
Austin TX	9	9	N/A	N/A	N/A
Baltimore MD	5	5	N/A	N/A	N/A
Boston MA	14	14	\$87,500	\$125,000	\$206,300
Bridgeport CT	4	4	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	30	30	\$80,000	\$105,000	\$151,000
Cincinnati OH	3	3	N/A	N/A	N/A
Cleveland OH	6	6	N/A	N/A	N/A
Dallas TX	10	10	\$90,000	\$100,000	\$123,800
Denver CO	6	6	N/A	N/A	N/A
Detroit MI	4	4	N/A	N/A	N/A
Houston TX	10	10	\$93,800	\$137,500	\$175,000
Indianapolis IN	2	2	N/A	N/A	N/A
Kansas City MO	2	2	N/A	N/A	N/A
Los Angeles CA	30	30	\$78,800	\$98,000	\$152,500
Miami FL	4	4	N/A	N/A	N/A
Milwaukee WI	2	2	N/A	N/A	N/A
Minneapolis MN	20	20	\$76,300	\$122,500	\$200,000
Nashville TN	5	5	N/A	N/A	N/A
New York NY	70	70	\$90,000	\$120,000	\$200,000
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA	11	11	\$90,000	\$135,000	\$150,000
Phoenix AZ	4	4	N/A	N/A	N/A
Pittsburgh PA	7	7	N/A	N/A	N/A
Portland OR	13	13	\$61,000	\$84,000	\$105,000
Providence RI	2	2	N/A	N/A	N/A
Raleigh NC	9	9	N/A	N/A	N/A
Richmond VA	4	4	N/A	N/A	N/A
St. Louis MO	3	3	N/A	N/A	N/A
Salt Lake City UT	4	4	N/A	N/A	N/A
San Diego CA	14	14	\$78,800	\$98,000	\$200,000
San Francisco CA	27	27	\$90,000	\$175,000	\$220,000
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	17	17	\$77,500	\$120,000	\$139,000
Washington DC	21	21	\$77,300	\$100,000	\$139,500

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Owner, Partner, or Principal

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	517	517	\$75,000	\$100,000	\$150,000
not-for-profit	4	4	N/A	N/A	N/A
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	333	333	\$75,000	\$100,000	\$150,000
interactive/multimedia agency	24	24	\$84,000	\$136,500	\$173,000
ad, marketing, PR agency	84	84	\$90,000	\$127,500	\$180,000
media/publishing firm			N/A	N/A	N/A
in-house department	16	16	\$65,000	\$98,500	\$148,000
other	68	68	\$70,000	\$95,500	\$130,000
Organization size					
1			N/A	N/A	N/A
2–9	373	373	\$70,000	\$95,000	\$125,000
10–99	137	137	\$120,000	\$150,000	\$208,000
100–999	9	9	N/A	N/A	N/A
1,000+	5	5	N/A	N/A	N/A
Client base					
local/regional only	131	131	\$60,000	\$84,000	\$115,000
national	231	231	\$80,000	\$110,000	\$150,000
international	160	160	\$90,000	\$130,000	\$200,000
Organization Design Areas					
book/publication/type design	247	247	\$78,000	\$100,000	\$150,000
graphic design	473	473	\$75,000	\$100,000	\$150,000
illustration	217	217	\$74,500	\$100,000	\$150,000
photography	215	215	\$75,000	\$100,000	\$154,000
multimedia/motion/video	263	263	\$80,000	\$120,000	\$168,000
interactive media	248	248	\$80,000	\$120,000	\$166,500
web design	458	458	\$75,000	\$100,000	\$150,000
web development	295	295	\$75,000	\$100,000	\$150,000
user experience/interface	265	265	\$78,800	\$115,000	\$171,500
information architecture	192	192	\$80,000	\$120,000	\$180,000
apps	192	192	\$85,000	\$120,000	\$168,000
environmental graphics	238	238	\$78,800	\$100,000	\$151,000
corporate identity	419	419	\$80,000	\$100,000	\$150,000
annual reports and corporate collateral	291	291	\$75,000	\$100,000	\$150,000
communication strategy	293	293	\$77,300	\$110,000	\$160,000
brand and packaging design	371	371	\$75,000	\$100,000	\$150,000
advertising/marketing/sales materials	378	378	\$75,000	\$100,000	\$150,000
direct mail	275	275	\$75,000	\$100,000	\$150,000
presentations	297	297	\$79,800	\$100,000	\$157,000
copywriting/technical writing	262	262	\$78,800	\$104,000	\$175,000
exhibitions/events	227	227	\$80,000	\$110,000	\$160,000
Benefits Received					
none	81	81	\$60,000	\$80,000	\$110,000
some	406	406	\$80,000	\$109,000	\$150,000
comprehensive	32	32	\$139,300	\$171,500	\$250,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Strategy Director or Design Strategist

A director responsible for the overall strategic direction of client initiatives through the research and development phase, in which a clear understanding of end user's or target audience's needs is gained, to the execution phase, where findings are applied to create solutions. This position would include design or account planning.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	223	292	\$80,000	\$105,000	\$140,000
Region					
New England	16	26	\$84,600	\$120,000	\$146,300
Middle Atlantic	46	59	\$90,000	\$120,000	\$165,000
East North Central	33	37	\$65,000	\$100,000	\$128,000
West North Central	15	23	\$75,000	\$106,000	\$115,000
South Atlantic	32	35	\$70,000	\$90,000	\$120,000
East South Central	6	12	\$60,600	\$75,000	\$123,800
West South Central	16	24	\$80,000	\$97,500	\$143,800
Mountain	9	9	N/A	N/A	N/A
Pacific	50	67	\$80,000	\$108,000	\$140,000
Metro area					
Atlanta GA	3	4	N/A	N/A	N/A
Austin TX	2	3	N/A	N/A	N/A
Baltimore MD	2	2	N/A	N/A	N/A
Boston MA	12	22	\$85,000	\$125,000	\$150,000
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	17	18	\$97,800	\$122,500	\$142,500
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	5	9	N/A	N/A	N/A
Denver CO	4	4	N/A	N/A	N/A
Detroit MI	3	3	N/A	N/A	N/A
Houston TX	7	10	\$80,000	\$90,000	\$110,000
Indianapolis IN	1	2	N/A	N/A	N/A
Kansas City MO	2	3	N/A	N/A	N/A
Los Angeles CA	12	18	\$74,300	\$85,000	\$125,000
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI	2	2	N/A	N/A	N/A
Minneapolis MN	8	12	\$111,300	\$115,000	\$143,800
Nashville TN	2	3	N/A	N/A	N/A
New York NY	35	44	\$91,300	\$128,000	\$165,000
Orlando FL	2	2	N/A	N/A	N/A
Philadelphia PA	4	8	N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	6	6	N/A	N/A	N/A
Portland OR	6	7	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	1	2	N/A	N/A	N/A
Richmond VA	3	3	N/A	N/A	N/A
St. Louis MO	1	3	N/A	N/A	N/A
Salt Lake City UT	1	1	N/A	N/A	N/A
San Diego CA	2	2	N/A	N/A	N/A
San Francisco CA	23	32	\$90,000	\$121,000	\$146,000
San Jose CA	2	2	N/A	N/A	N/A
Seattle WA	3	4	N/A	N/A	N/A
Washington DC	10	11	\$90,000	\$110,000	\$115,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Strategy Director or Design Strategist

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	207	274	\$80,000	\$107,000	\$140,000
not-for-profit	14	15	\$50,000	\$90,000	\$150,000
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	66	89	\$80,000	\$105,000	\$136,700
interactive/multimedia agency	11	12	\$75,000	\$135,500	\$161,300
ad, marketing, PR agency	47	69	\$70,000	\$85,000	\$122,500
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	63	76	\$90,000	\$124,500	\$150,000
other	35	45	\$80,000	\$90,000	\$117,500
Organization size					
1			N/A	N/A	N/A
2-9	39	42	\$60,000	\$72,500	\$100,000
10-99	92	128	\$75,000	\$90,000	\$118,800
100-999	46	71	\$105,000	\$128,000	\$150,000
1,000+	46	51	\$100,100	\$130,000	\$150,000
Client base					
local/regional only	22	26	\$72,500	\$81,000	\$106,300
national	76	105	\$72,500	\$96,000	\$122,500
international	109	145	\$82,500	\$120,000	\$150,000
Organization Design Areas					
book/publication/type design	92	128	\$76,300	\$100,000	\$133,800
graphic design	176	243	\$75,000	\$100,000	\$130,000
illustration	97	132	\$71,300	\$93,500	\$140,000
photography	110	150	\$75,000	\$100,000	\$140,000
multimedia/motion/video	144	196	\$80,000	\$110,000	\$140,000
interactive media	142	192	\$76,300	\$110,000	\$140,000
web design	180	230	\$75,000	\$105,000	\$140,000
web development	119	153	\$75,000	\$105,000	\$140,000
user experience/interface	144	187	\$80,000	\$110,000	\$140,000
information architecture	100	132	\$83,700	\$120,000	\$150,000
apps	111	144	\$80,000	\$115,000	\$143,800
environmental graphics	92	130	\$75,000	\$110,000	\$150,000
corporate identity	154	212	\$75,000	\$100,000	\$139,000
annual reports and corporate collateral	90	121	\$75,000	\$95,000	\$125,000
communication strategy	141	198	\$75,000	\$102,500	\$140,000
brand and packaging design	143	198	\$75,000	\$105,500	\$140,000
advertising/marketing/sales materials	147	199	\$75,000	\$95,000	\$125,000
direct mail	91	121	\$70,000	\$85,000	\$120,000
presentations	135	172	\$75,000	\$100,000	\$133,800
copywriting/technical writing	113	154	\$75,000	\$100,000	\$135,000
exhibitions/events	94	127	\$75,000	\$95,000	\$130,000
Benefits Received					
none	10	10	\$43,000	\$62,500	\$105,000
some	128	162	\$75,000	\$90,000	\$120,000
comprehensive	83	118	\$95,800	\$125,000	\$150,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Operations Director

A director in mid-sized or larger firms responsible for issues related to financial management, human resources, contracts and legal matters, technology resources, and facilities. The operations director oversees project management and makes sure there is a very close connection between project-level finances and the overall performance of the company. All financial and administrative staff report directly to the operations director.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	171	183	\$60,000	\$78,000	\$118,000
Region					
New England	12	15	\$70,000	\$100,000	\$120,000
Middle Atlantic	34	36	\$50,500	\$79,000	\$147,500
East North Central	24	24	\$50,000	\$72,500	\$100,000
West North Central	10	10	\$48,800	\$55,000	\$100,000
South Atlantic	30	32	\$48,800	\$71,000	\$107,500
East South Central	6	6	N/A	N/A	N/A
West South Central	5	5	N/A	N/A	N/A
Mountain	8	8	N/A	N/A	N/A
Pacific	42	47	\$70,000	\$83,000	\$120,000
Metro area					
Atlanta GA	7	7	N/A	N/A	N/A
Austin TX	1	1	N/A	N/A	N/A
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	8	11	\$90,000	\$120,000	\$120,000
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	9	9	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	1	1	N/A	N/A	N/A
Denver CO			N/A	N/A	N/A
Detroit MI	2	2	N/A	N/A	N/A
Houston TX	3	3	N/A	N/A	N/A
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	2	2	N/A	N/A	N/A
Los Angeles CA	15	18	\$67,500	\$72,500	\$100,000
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI	3	3	N/A	N/A	N/A
Minneapolis MN	2	2	N/A	N/A	N/A
Nashville TN	3	3	N/A	N/A	N/A
New York NY	19	21	\$55,000	\$125,000	\$150,000
Orlando FL	2	2	N/A	N/A	N/A
Philadelphia PA	7	7	N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	4	4	N/A	N/A	N/A
Portland OR	6	7	N/A	N/A	N/A
Providence RI	1	1	N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO	3	3	N/A	N/A	N/A
Salt Lake City UT	2	2	N/A	N/A	N/A
San Diego CA	2	2	N/A	N/A	N/A
San Francisco CA	10	10	\$79,300	\$120,000	\$146,000
San Jose CA			N/A	N/A	N/A
Seattle WA	6	7	N/A	N/A	N/A
Washington DC	9	10	\$68,800	\$80,000	\$133,800

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Operations Director

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	159	171	\$60,000	\$77,000	\$120,000
not-for-profit	9	9	N/A	N/A	N/A
other	3	3	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	52	53	\$51,000	\$80,000	\$105,000
interactive/multimedia agency	8	8	N/A	N/A	N/A
ad, marketing, PR agency	48	51	\$52,000	\$70,000	\$80,000
media/publishing firm	2	2	N/A	N/A	N/A
in-house department	33	35	\$80,000	\$100,000	\$125,000
other	28	34	\$57,500	\$81,000	\$120,000
Organization size					
1			N/A	N/A	N/A
2-9	42	43	\$45,000	\$55,000	\$70,000
10-99	83	88	\$60,000	\$75,500	\$100,000
100-999	21	23	\$85,000	\$110,000	\$150,000
1,000+	24	28	\$96,300	\$125,000	\$150,000
Client base					
local/regional only	30	30	\$42,000	\$70,000	\$85,000
national	71	75	\$52,000	\$75,000	\$100,000
international	64	70	\$65,000	\$80,000	\$125,000
Organization Design Areas					
book/publication/type design	77	79	\$51,600	\$72,000	\$100,000
graphic design	145	154	\$60,000	\$75,000	\$110,000
illustration	80	83	\$50,000	\$72,000	\$110,000
photography	86	96	\$56,300	\$75,000	\$120,000
multimedia/motion/video	113	121	\$60,000	\$75,000	\$120,000
interactive media	98	105	\$56,500	\$75,000	\$107,500
web design	130	136	\$55,800	\$75,000	\$100,000
web development	92	97	\$52,000	\$72,000	\$107,500
user experience/interface	97	103	\$60,000	\$75,000	\$115,000
information architecture	64	68	\$65,000	\$83,500	\$123,800
apps	75	79	\$64,200	\$80,000	\$120,000
environmental graphics	75	81	\$62,100	\$80,000	\$120,000
corporate identity	123	130	\$57,300	\$74,000	\$110,000
annual reports and corporate collateral	89	90	\$52,000	\$71,000	\$89,000
communication strategy	97	103	\$60,000	\$78,000	\$120,000
brand and packaging design	116	120	\$55,000	\$75,500	\$110,000
advertising/marketing/sales materials	124	134	\$56,500	\$75,000	\$106,300
direct mail	82	86	\$50,000	\$70,000	\$91,300
presentations	102	107	\$60,000	\$80,000	\$115,000
copywriting/technical writing	88	92	\$58,500	\$73,500	\$100,000
exhibitions/events	83	88	\$60,000	\$75,500	\$118,800
Benefits Received					
none	8	8	N/A	N/A	N/A
some	116	124	\$52,000	\$73,500	\$100,000
comprehensive	47	51	\$80,000	\$115,000	\$125,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Chief Design Officer

A member of a company's executive-level team who sets the overall strategy, vision and direction of the design capability; is responsible for multiple categories of products and disciplines of design; is responsible for organizational development of design including innovation and design sourcing strategies; and ensures that design objectives are matched to strategic corporate intent. This role also includes vendor and talent recruiting, development and leadership.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	220	223	\$83,000	\$120,000	\$160,000
Region					
New England	16	16	\$93,800	\$145,000	\$200,000
Middle Atlantic	39	41	\$91,000	\$135,000	\$200,000
East North Central	31	31	\$75,000	\$105,000	\$150,000
West North Central	13	13	\$80,000	\$120,000	\$175,000
South Atlantic	37	37	\$85,000	\$100,000	\$150,000
East South Central	5	6	N/A	N/A	N/A
West South Central	13	13	\$67,500	\$90,000	\$150,000
Mountain	15	15	\$60,000	\$89,000	\$100,000
Pacific	51	51	\$103,000	\$150,000	\$210,000
Metro area					
Atlanta GA	6	6	N/A	N/A	N/A
Austin TX	5	5	N/A	N/A	N/A
Baltimore MD			N/A	N/A	N/A
Boston MA	13	13	\$102,500	\$140,000	\$180,000
Bridgeport CT	2	2	N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	18	18	\$89,800	\$115,000	\$186,500
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	5	5	N/A	N/A	N/A
Denver CO	3	3	N/A	N/A	N/A
Detroit MI			N/A	N/A	N/A
Houston TX	2	2	N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	17	17	\$87,500	\$135,000	\$217,500
Miami FL	5	5	N/A	N/A	N/A
Milwaukee WI	1	1	N/A	N/A	N/A
Minneapolis MN	6	6	N/A	N/A	N/A
Nashville TN	2	2	N/A	N/A	N/A
New York NY	27	27	\$100,000	\$140,000	\$200,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	6	8	N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	2	2	N/A	N/A	N/A
Portland OR	7	7	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	3	3	N/A	N/A	N/A
Richmond VA	7	7	N/A	N/A	N/A
St. Louis MO	2	2	N/A	N/A	N/A
Salt Lake City UT	5	5	N/A	N/A	N/A
San Diego CA	4	4	N/A	N/A	N/A
San Francisco CA	13	13	\$135,000	\$157,000	\$205,000
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	7	7	N/A	N/A	N/A
Washington DC	9	9	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Chief Design Officer

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	197	200	\$89,300	\$120,000	\$168,800
not-for-profit	18	18	\$55,800	\$82,500	\$127,500
other	2	2	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	49	49	\$82,500	\$135,000	\$172,500
interactive/multimedia agency	10	10	\$98,800	\$150,000	\$182,800
ad, marketing, PR agency	44	45	\$85,000	\$120,000	\$181,000
media/publishing firm	10	10	\$96,800	\$137,500	\$152,500
in-house department	76	78	\$80,000	\$106,500	\$165,000
other	30	30	\$57,800	\$97,500	\$146,300
Organization size					
1			N/A	N/A	N/A
2-9	40	40	\$65,000	\$82,500	\$120,000
10-99	95	96	\$83,500	\$110,000	\$150,000
100-999	42	44	\$95,800	\$140,000	\$200,000
1,000+	41	41	\$116,000	\$150,000	\$217,500
Client base					
local/regional only	19	19	\$63,000	\$75,000	\$125,000
national	78	80	\$85,000	\$120,000	\$161,300
international	103	104	\$90,000	\$120,000	\$175,000
Organization Design Areas					
book/publication/type design	104	106	\$80,000	\$120,000	\$175,000
graphic design	197	200	\$80,500	\$112,000	\$155,300
illustration	105	105	\$84,000	\$120,000	\$153,500
photography	112	114	\$85,000	\$120,000	\$166,300
multimedia/motion/video	140	143	\$85,000	\$120,000	\$170,000
interactive media	124	127	\$90,000	\$120,000	\$175,000
web design	179	180	\$85,000	\$120,000	\$160,000
web development	108	109	\$85,000	\$120,000	\$162,500
user experience/interface	123	124	\$89,000	\$120,000	\$160,000
information architecture	80	80	\$100,000	\$135,000	\$175,000
apps	106	107	\$90,000	\$120,000	\$165,000
environmental graphics	92	93	\$89,500	\$135,000	\$188,000
corporate identity	162	165	\$84,000	\$115,000	\$165,000
annual reports and corporate collateral	103	104	\$71,300	\$100,000	\$149,500
communication strategy	125	128	\$85,000	\$120,000	\$175,000
brand and packaging design	138	141	\$87,500	\$120,000	\$175,000
advertising/marketing/sales materials	168	171	\$85,000	\$120,000	\$160,000
direct mail	99	102	\$75,000	\$115,000	\$150,000
presentations	132	133	\$80,000	\$120,000	\$165,000
copywriting/technical writing	102	103	\$85,000	\$120,000	\$175,000
exhibitions/events	100	101	\$85,000	\$120,000	\$167,500
Benefits Received					
none	7	7	N/A	N/A	N/A
some	129	130	\$70,000	\$104,000	\$150,000
comprehensive	82	84	\$100,000	\$146,500	\$200,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Design Manager

A manager of people and processes necessary in the development of design projects for a business unit or product category. The role involves design organization responsibility including staff coaching, managing internal and external design resources, project and budget management, and ensuring customer requirements are met.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	563	721	\$63,000	\$80,000	\$100,000
Region					
New England	40	46	\$70,000	\$80,000	\$102,000
Middle Atlantic	107	146	\$70,000	\$82,500	\$104,300
East North Central	102	119	\$60,000	\$75,000	\$89,000
West North Central	42	50	\$50,000	\$62,500	\$80,000
South Atlantic	84	108	\$60,000	\$73,600	\$85,000
East South Central	8	9	N/A	N/A	N/A
West South Central	28	34	\$58,400	\$69,500	\$82,800
Mountain	30	44	\$61,300	\$80,000	\$94,800
Pacific	122	165	\$75,000	\$90,000	\$117,500
Metro area					
Atlanta GA	13	22	\$53,800	\$65,500	\$80,000
Austin TX	7	7	N/A	N/A	N/A
Baltimore MD	6	7	N/A	N/A	N/A
Boston MA	25	28	\$76,300	\$91,500	\$108,000
Bridgeport CT	3	6	N/A	N/A	N/A
Charlotte NC	3	3	N/A	N/A	N/A
Chicago IL	41	49	\$75,000	\$85,000	\$100,000
Cincinnati OH	6	6	N/A	N/A	N/A
Cleveland OH	6	7	N/A	N/A	N/A
Dallas TX	6	6	N/A	N/A	N/A
Denver CO	10	14	\$58,800	\$72,500	\$98,000
Detroit MI	7	7	N/A	N/A	N/A
Houston TX	12	18	\$58,400	\$65,000	\$82,000
Indianapolis IN	6	10	\$45,800	\$71,500	\$75,000
Kansas City MO	3	3	N/A	N/A	N/A
Los Angeles CA	36	46	\$70,000	\$85,000	\$110,000
Miami FL	5	6	N/A	N/A	N/A
Milwaukee WI	9	9	N/A	N/A	N/A
Minneapolis MN	24	31	\$50,000	\$65,000	\$80,000
Nashville TN	1	1	N/A	N/A	N/A
New York NY	73	100	\$70,000	\$90,000	\$110,000
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA	15	18	\$71,000	\$80,300	\$105,000
Phoenix AZ	14	20	\$65,000	\$80,000	\$97,300
Pittsburgh PA	8	13	\$50,000	\$70,000	\$80,000
Portland OR	15	27	\$75,000	\$90,000	\$109,000
Providence RI	4	4	N/A	N/A	N/A
Raleigh NC	5	5	N/A	N/A	N/A
Richmond VA	5	7	N/A	N/A	N/A
St. Louis MO	3	3	N/A	N/A	N/A
Salt Lake City UT	1	1	N/A	N/A	N/A
San Diego CA	9	9	N/A	N/A	N/A
San Francisco CA	27	36	\$100,000	\$115,000	\$135,300
San Jose CA	7	8	N/A	N/A	N/A
Seattle WA	20	30	\$80,300	\$91,600	\$112,300
Washington DC	35	45	\$66,300	\$80,000	\$94,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Design Manager

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	473	619	\$65,000	\$80,000	\$100,000
not-for-profit	72	83	\$55,000	\$70,000	\$85,000
other	14	15	\$53,000	\$65,000	\$90,000
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	46	78	\$60,000	\$80,000	\$106,300
interactive/multimedia agency	10	11	\$55,000	\$63,000	\$90,000
ad, marketing, PR agency	53	66	\$57,300	\$78,000	\$95,000
media/publishing firm	14	15	\$68,800	\$93,000	\$100,000
in-house department	356	444	\$67,900	\$80,000	\$99,900
other	84	107	\$56,000	\$75,000	\$100,000
Organization size					
1			N/A	N/A	N/A
2-9	40	46	\$44,300	\$61,700	\$71,300
10-99	121	151	\$55,000	\$65,000	\$90,000
100-999	153	195	\$65,000	\$80,000	\$100,000
1,000+	246	325	\$72,000	\$85,000	\$102,500
Client base					
local/regional only	74	82	\$50,800	\$69,500	\$90,000
national	151	197	\$60,000	\$75,000	\$89,000
international	250	333	\$68,000	\$85,000	\$107,500
Organization Design Areas					
book/publication/type design	237	301	\$60,000	\$75,000	\$91,600
graphic design	467	590	\$60,000	\$76,000	\$95,000
illustration	214	281	\$60,000	\$75,000	\$95,500
photography	243	315	\$60,000	\$75,000	\$90,000
multimedia/motion/video	263	344	\$63,500	\$80,000	\$100,000
interactive media	221	302	\$68,000	\$85,000	\$104,300
web design	351	438	\$60,000	\$79,000	\$96,700
web development	169	217	\$60,000	\$80,000	\$100,000
user experience/interface	233	304	\$66,800	\$85,000	\$105,000
information architecture	134	180	\$70,400	\$90,000	\$110,000
apps	176	242	\$70,000	\$90,000	\$110,000
environmental graphics	177	248	\$60,000	\$75,000	\$96,200
corporate identity	334	437	\$60,000	\$75,000	\$93,000
annual reports and corporate collateral	222	273	\$60,000	\$73,000	\$90,000
communication strategy	220	291	\$65,000	\$80,000	\$100,000
brand and packaging design	286	395	\$64,000	\$80,000	\$100,000
advertising/marketing/sales materials	351	440	\$60,000	\$76,000	\$96,000
direct mail	233	280	\$58,000	\$70,000	\$87,000
presentations	302	411	\$63,000	\$80,000	\$96,000
copywriting/technical writing	173	223	\$60,000	\$80,000	\$98,000
exhibitions/events	199	276	\$60,000	\$75,000	\$100,000
Benefits Received					
none	9	13	\$47,500	\$80,000	\$80,000
some	249	299	\$56,000	\$70,000	\$87,000
comprehensive	303	405	\$70,000	\$85,000	\$102,500

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Marketing or New Business Manager/Director

A manager or director responsible for seeking business opportunities, developing proposals and/or marketing the firm's practices.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	209	242	\$50,000	\$73,000	\$100,000
Region					
New England	11	11	\$37,000	\$67,000	\$90,000
Middle Atlantic	30	34	\$57,500	\$73,500	\$107,000
East North Central	23	30	\$49,500	\$75,000	\$100,000
West North Central	19	20	\$50,000	\$67,500	\$120,000
South Atlantic	38	45	\$50,000	\$72,000	\$90,000
East South Central	2	4	N/A	N/A	N/A
West South Central	16	16	\$44,300	\$52,500	\$61,500
Mountain	19	21	\$42,500	\$60,000	\$75,000
Pacific	51	61	\$64,000	\$86,000	\$110,000
Metro area					
Atlanta GA	6	9	N/A	N/A	N/A
Austin TX	7	7	N/A	N/A	N/A
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	6	6	N/A	N/A	N/A
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	7	13	\$75,000	\$80,000	\$100,000
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	2	2	N/A	N/A	N/A
Dallas TX	1	1	N/A	N/A	N/A
Denver CO	5	5	N/A	N/A	N/A
Detroit MI	4	4	N/A	N/A	N/A
Houston TX	5	5	N/A	N/A	N/A
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	3	3	N/A	N/A	N/A
Los Angeles CA	23	27	\$64,000	\$85,000	\$110,000
Miami FL	7	8	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	8	9	N/A	N/A	N/A
Nashville TN	1	1	N/A	N/A	N/A
New York NY	21	25	\$62,000	\$90,000	\$110,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	3	3	N/A	N/A	N/A
Phoenix AZ	3	5	N/A	N/A	N/A
Pittsburgh PA	3	3	N/A	N/A	N/A
Portland OR	2	4	N/A	N/A	N/A
Providence RI	2	2	N/A	N/A	N/A
Raleigh NC	2	2	N/A	N/A	N/A
Richmond VA	3	3	N/A	N/A	N/A
St. Louis MO	3	3	N/A	N/A	N/A
Salt Lake City UT	3	3	N/A	N/A	N/A
San Diego CA	3	4	N/A	N/A	N/A
San Francisco CA	15	18	\$74,800	\$100,000	\$130,800
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	3	3	N/A	N/A	N/A
Washington DC	6	9	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Marketing or New Business Manager/Director

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	188	220	\$50,000	\$75,000	\$100,000
not-for-profit	20	21	\$56,000	\$70,000	\$85,000
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	42	53	\$60,000	\$80,000	\$100,000
interactive/multimedia agency	3	5	N/A	N/A	N/A
ad, marketing, PR agency	30	35	\$50,000	\$70,000	\$85,000
media/publishing firm	2	2	N/A	N/A	N/A
in-house department	90	103	\$50,000	\$74,000	\$110,000
other	42	44	\$40,000	\$65,000	\$95,000
Organization size					
1			N/A	N/A	N/A
2-9	33	33	\$40,000	\$60,000	\$82,000
10-99	97	114	\$50,000	\$64,000	\$90,000
100-999	43	50	\$64,500	\$85,000	\$109,300
1,000+	36	45	\$69,500	\$85,000	\$115,000
Client base					
local/regional only	47	49	\$50,000	\$70,000	\$88,000
national	55	62	\$50,000	\$67,500	\$100,000
international	88	109	\$50,000	\$75,000	\$100,000
Organization Design Areas					
book/publication/type design	82	94	\$50,000	\$68,000	\$85,000
graphic design	183	215	\$50,000	\$72,000	\$95,000
illustration	69	85	\$50,000	\$74,000	\$100,000
photography	108	130	\$50,000	\$75,000	\$100,000
multimedia/motion/video	115	135	\$50,000	\$75,000	\$100,000
interactive media	93	115	\$50,000	\$75,000	\$95,000
web design	156	179	\$50,000	\$72,000	\$95,000
web development	97	116	\$50,000	\$73,500	\$99,300
user experience/interface	102	121	\$59,300	\$80,000	\$100,000
information architecture	53	64	\$50,000	\$80,000	\$110,000
apps	66	77	\$59,300	\$80,000	\$110,000
environmental graphics	71	87	\$55,000	\$75,000	\$100,000
corporate identity	140	160	\$50,000	\$75,000	\$100,000
annual reports and corporate collateral	107	122	\$50,000	\$70,000	\$85,300
communication strategy	128	148	\$50,000	\$75,000	\$100,000
brand and packaging design	132	156	\$58,900	\$75,000	\$100,000
advertising/marketing/sales materials	176	205	\$50,000	\$70,000	\$97,500
direct mail	109	126	\$50,000	\$65,000	\$85,000
presentations	132	159	\$50,000	\$75,000	\$100,000
copywriting/technical writing	114	132	\$50,800	\$75,000	\$100,000
exhibitions/events	98	121	\$50,000	\$75,000	\$100,000
Benefits Received					
none	13	16	\$50,000	\$56,000	\$85,000
some	128	149	\$50,000	\$65,000	\$90,000
comprehensive	68	77	\$67,500	\$85,000	\$120,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Account Services Director

A director responsible for client interactions and direction of a staff of project managers to ensure that design execution remains on strategy.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	94	132	\$60,000	\$80,000	\$120,000
Region					
New England	4	4	N/A	N/A	N/A
Middle Atlantic	14	21	\$60,000	\$100,000	\$150,000
East North Central	12	15	\$32,000	\$70,000	\$75,000
West North Central	9	13	\$57,500	\$90,000	\$138,500
South Atlantic	18	27	\$65,000	\$75,000	\$84,000
East South Central	1	2	N/A	N/A	N/A
West South Central	11	13	\$60,000	\$70,000	\$82,500
Mountain	2	2	N/A	N/A	N/A
Pacific	23	35	\$80,000	\$110,000	\$145,000
Metro area					
Atlanta GA	4	7	N/A	N/A	N/A
Austin TX	2	3	N/A	N/A	N/A
Baltimore MD			N/A	N/A	N/A
Boston MA	3	3	N/A	N/A	N/A
Bridgeport CT			N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	2	3	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	5	5	N/A	N/A	N/A
Denver CO			N/A	N/A	N/A
Detroit MI			N/A	N/A	N/A
Houston TX	3	4	N/A	N/A	N/A
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	7	12	\$95,800	\$117,500	\$130,000
Miami FL	2	3	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	4	8	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	9	16	\$66,300	\$122,500	\$150,000
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA			N/A	N/A	N/A
Phoenix AZ			N/A	N/A	N/A
Pittsburgh PA	5	5	N/A	N/A	N/A
Portland OR	6	6	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	1	1	N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO	2	2	N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	2	4	N/A	N/A	N/A
San Francisco CA	4	7	N/A	N/A	N/A
San Jose CA			N/A	N/A	N/A
Seattle WA	3	5	N/A	N/A	N/A
Washington DC	5	10	\$75,000	\$80,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Account Services Director

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	89	126	\$63,800	\$80,000	\$121,300
not-for-profit	4	5	N/A	N/A	N/A
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	38	55	\$60,000	\$80,000	\$100,000
interactive/multimedia agency	2	3	N/A	N/A	N/A
ad, marketing, PR agency	31	38	\$60,000	\$75,000	\$93,300
media/publishing firm			N/A	N/A	N/A
in-house department	13	16	\$56,300	\$87,000	\$132,500
other	10	20	\$82,500	\$135,000	\$150,000
Organization size					
1			N/A	N/A	N/A
2-9	21	22	\$50,000	\$70,000	\$85,000
10-99	58	84	\$65,000	\$80,000	\$110,000
100-999	9	14	\$71,500	\$85,000	\$137,800
1,000+	6	12	\$94,300	\$150,000	\$150,000
Client base					
local/regional only	15	18	\$50,000	\$61,500	\$78,300
national	43	54	\$65,000	\$90,000	\$127,500
international	33	52	\$61,300	\$80,000	\$123,800
Organization Design Areas					
book/publication/type design	45	65	\$60,000	\$75,000	\$110,000
graphic design	86	118	\$60,000	\$78,000	\$110,000
illustration	52	67	\$60,000	\$75,000	\$125,000
photography	44	63	\$60,000	\$80,000	\$130,000
multimedia/motion/video	68	98	\$65,000	\$80,000	\$125,000
interactive media	66	97	\$62,500	\$80,000	\$122,500
web design	79	112	\$60,000	\$80,000	\$125,000
web development	59	83	\$60,000	\$80,000	\$125,000
user experience/interface	56	87	\$65,000	\$80,000	\$127,000
information architecture	42	59	\$65,000	\$80,000	\$125,000
apps	44	66	\$65,000	\$80,000	\$133,800
environmental graphics	46	68	\$65,000	\$80,000	\$125,000
corporate identity	76	107	\$60,000	\$76,000	\$125,000
annual reports and corporate collateral	57	72	\$60,000	\$71,000	\$83,000
communication strategy	69	97	\$60,000	\$75,000	\$110,000
brand and packaging design	76	104	\$60,000	\$76,000	\$123,800
advertising/marketing/sales materials	75	101	\$60,000	\$80,000	\$122,500
direct mail	56	70	\$55,000	\$71,000	\$90,000
presentations	69	94	\$60,000	\$75,000	\$125,000
copywriting/technical writing	66	97	\$65,000	\$80,000	\$130,000
exhibitions/events	56	78	\$60,000	\$75,000	\$100,000
Benefits Received					
none	4	4	N/A	N/A	N/A
some	63	92	\$61,300	\$80,000	\$128,800
comprehensive	27	36	\$66,300	\$87,000	\$100,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Account Manager

A manager responsible for client interactions and account management without supervisory responsibility.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	194	355	\$45,000	\$55,000	\$70,000
Region					
New England	12	13	\$41,000	\$50,000	\$64,000
Middle Atlantic	30	62	\$43,800	\$60,000	\$85,000
East North Central	19	39	\$38,000	\$55,000	\$60,000
West North Central	20	46	\$45,000	\$60,000	\$71,300
South Atlantic	33	66	\$47,000	\$52,500	\$70,000
East South Central	2	7	N/A	N/A	N/A
West South Central	15	29	\$45,000	\$68,000	\$70,000
Mountain	13	17	\$40,000	\$41,000	\$65,000
Pacific	50	76	\$55,000	\$65,000	\$77,300
Metro area					
Atlanta GA	4	8	N/A	N/A	N/A
Austin TX	5	12	\$58,300	\$68,000	\$70,000
Baltimore MD	1	2	N/A	N/A	N/A
Boston MA	6	7	N/A	N/A	N/A
Bridgeport CT	2	2	N/A	N/A	N/A
Charlotte NC	4	13	N/A	N/A	N/A
Chicago IL	5	9	N/A	N/A	N/A
Cincinnati OH	1	2	N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	4	5	N/A	N/A	N/A
Denver CO	4	4	N/A	N/A	N/A
Detroit MI	4	8	N/A	N/A	N/A
Houston TX	3	8	N/A	N/A	N/A
Indianapolis IN	2	7	N/A	N/A	N/A
Kansas City MO	2	2	N/A	N/A	N/A
Los Angeles CA	19	27	\$50,000	\$65,000	\$75,000
Miami FL	3	7	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	7	15	\$45,000	\$70,000	\$85,000
Nashville TN			N/A	N/A	N/A
New York NY	18	35	\$50,000	\$70,000	\$90,000
Orlando FL	3	7	N/A	N/A	N/A
Philadelphia PA	5	8	N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	4	11	N/A	N/A	N/A
Portland OR	2	4	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	3	7	N/A	N/A	N/A
Richmond VA	3	5	N/A	N/A	N/A
St. Louis MO	4	13	N/A	N/A	N/A
Salt Lake City UT	2	2	N/A	N/A	N/A
San Diego CA	4	5	N/A	N/A	N/A
San Francisco CA	12	18	\$55,000	\$71,500	\$85,000
San Jose CA			N/A	N/A	N/A
Seattle WA	6	11	\$70,000	\$80,000	\$80,000
Washington DC	4	8	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Account Manager

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	185	336	\$45,000	\$55,000	\$70,000
not-for-profit	8	17	\$42,500	\$55,000	\$72,500
other			N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	69	105	\$45,000	\$55,000	\$65,000
interactive/multimedia agency	5	6	N/A	N/A	N/A
ad, marketing, PR agency	49	108	\$38,500	\$55,000	\$70,000
media/publishing firm	4	10	N/A	N/A	N/A
in-house department	43	75	\$50,000	\$68,000	\$80,000
other	24	51	\$50,000	\$70,000	\$80,000
Organization size					
1			N/A	N/A	N/A
2-9	53	65	\$35,000	\$45,000	\$55,000
10-99	91	180	\$45,000	\$55,000	\$70,000
100-999	23	46	\$55,000	\$70,000	\$80,000
1,000+	27	64	\$56,300	\$70,000	\$90,000
Client base					
local/regional only	39	64	\$40,000	\$55,000	\$65,000
national	82	145	\$45,000	\$55,000	\$70,000
international	62	124	\$50,000	\$60,000	\$74,500
Organization Design Areas					
book/publication/type design	84	155	\$41,000	\$55,000	\$70,000
graphic design	174	320	\$45,000	\$55,000	\$70,000
illustration	79	155	\$45,000	\$60,000	\$70,000
photography	96	189	\$45,000	\$55,000	\$70,000
multimedia/motion/video	120	235	\$45,000	\$60,000	\$70,000
interactive media	99	205	\$45,000	\$55,000	\$70,000
web design	161	298	\$45,000	\$55,000	\$70,000
web development	110	203	\$43,000	\$55,000	\$70,000
user experience/interface	102	203	\$45,000	\$55,000	\$70,000
information architecture	68	128	\$46,300	\$55,000	\$72,300
apps	73	146	\$45,000	\$60,000	\$73,500
environmental graphics	87	171	\$40,000	\$55,000	\$70,000
corporate identity	153	282	\$45,000	\$55,000	\$70,000
annual reports and corporate collateral	101	198	\$40,000	\$55,000	\$70,000
communication strategy	124	236	\$45,000	\$55,000	\$70,000
brand and packaging design	140	257	\$42,500	\$55,000	\$70,000
advertising/marketing/sales materials	161	300	\$45,000	\$55,000	\$70,000
direct mail	114	219	\$41,000	\$55,000	\$70,000
presentations	119	232	\$45,000	\$55,000	\$70,000
copywriting/technical writing	113	225	\$45,000	\$55,000	\$70,000
exhibitions/events	104	200	\$41,000	\$55,000	\$70,000
Benefits Received					
none	10	12	\$35,000	\$37,500	\$57,500
some	133	226	\$41,800	\$55,000	\$70,000
comprehensive	50	113	\$52,500	\$68,000	\$80,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Agency Creative or Design Director

A designer responsible for communicating strategic goals into actionable design solutions, establishing the conceptual and stylistic direction for design staff and orchestrating their work, as well as the work of production professionals. Areas of work may include: branding, graphics, communications, industrial, interaction, motion, video, research/strategic, 3-D design, prototyping, interior design, or environmental design for print media or use on the Web. Creative/design directors typically engage in a good deal of supervisory and administrative work. The role ensures the right resources are in place, from designers to developers to copywriters and more, so that the interactive produced is visually compelling and able to drive revenues.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	545	649	\$83,000	\$104,000	\$130,000
Region					
New England	30	35	\$85,000	\$110,000	\$139,000
Middle Atlantic	109	135	\$92,500	\$120,000	\$158,000
East North Central	96	110	\$80,000	\$100,000	\$126,300
West North Central	46	58	\$82,000	\$100,000	\$120,000
South Atlantic	63	68	\$72,000	\$90,000	\$114,400
East South Central	11	13	\$65,000	\$80,000	\$112,300
West South Central	49	54	\$71,500	\$92,500	\$118,400
Mountain	32	37	\$74,000	\$92,000	\$123,000
Pacific	109	139	\$94,000	\$115,000	\$130,000
Metro area					
Atlanta GA	15	19	\$80,000	\$85,000	\$110,000
Austin TX	17	17	\$71,000	\$95,000	\$117,300
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	24	28	\$100,800	\$115,000	\$147,500
Bridgeport CT	2	3	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	41	49	\$96,500	\$109,000	\$130,000
Cincinnati OH	3	3	N/A	N/A	N/A
Cleveland OH	4	4	N/A	N/A	N/A
Dallas TX	11	15	\$85,000	\$115,000	\$150,000
Denver CO	10	12	\$70,100	\$117,500	\$140,000
Detroit MI	14	15	\$85,000	\$91,000	\$120,000
Houston TX	14	14	\$62,100	\$70,000	\$104,500
Indianapolis IN	3	3	N/A	N/A	N/A
Kansas City MO	4	5	N/A	N/A	N/A
Los Angeles CA	34	36	\$96,000	\$115,000	\$150,000
Miami FL	8	8	N/A	N/A	N/A
Milwaukee WI	10	13	\$85,000	\$91,000	\$165,000
Minneapolis MN	28	39	\$92,000	\$100,000	\$110,000
Nashville TN	5	5	N/A	N/A	N/A
New York NY	71	89	\$105,000	\$132,000	\$170,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	17	24	\$90,600	\$107,500	\$140,000
Phoenix AZ	6	6	N/A	N/A	N/A
Pittsburgh PA	10	10	\$74,300	\$84,000	\$105,000
Portland OR	18	20	\$67,300	\$80,000	\$98,500
Providence RI			N/A	N/A	N/A
Raleigh NC	3	3	N/A	N/A	N/A
Richmond VA	2	2	N/A	N/A	N/A
St. Louis MO	4	4	N/A	N/A	N/A
Salt Lake City UT	5	5	N/A	N/A	N/A
San Diego CA	8	10	\$76,300	\$100,000	\$112,500
San Francisco CA	27	40	\$110,000	\$120,000	\$130,000
San Jose CA	3	3	N/A	N/A	N/A
Seattle WA	14	25	\$117,000	\$125,000	\$150,000
Washington DC	20	21	\$72,500	\$100,000	\$115,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Agency Creative or Design Director

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	525	625	\$85,000	\$105,000	\$130,000
not-for-profit	14	18	\$69,500	\$92,500	\$102,800
other	4	4	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	159	201	\$80,000	\$100,000	\$123,000
interactive/multimedia agency	49	59	\$94,000	\$115,000	\$135,000
ad, marketing, PR agency	234	270	\$78,800	\$105,000	\$136,000
media/publishing firm	6	6	N/A	N/A	N/A
in-house department	50	64	\$85,000	\$100,000	\$123,800
other	47	49	\$81,500	\$100,000	\$130,000
Organization size					
1			N/A	N/A	N/A
2-9	80	81	\$60,000	\$75,000	\$100,000
10-99	266	323	\$80,000	\$100,000	\$120,000
100-999	129	158	\$103,000	\$125,000	\$150,000
1,000+	66	83	\$92,500	\$115,000	\$143,000
Client base					
local/regional only	80	81	\$66,200	\$85,000	\$107,500
national	229	263	\$80,000	\$105,000	\$130,000
international	225	290	\$92,500	\$110,000	\$140,000
Organization Design Areas					
book/publication/type design	200	240	\$75,500	\$100,000	\$125,000
graphic design	461	549	\$80,000	\$100,000	\$125,000
illustration	218	264	\$78,000	\$100,000	\$120,000
photography	239	296	\$80,000	\$100,000	\$130,000
multimedia/motion/video	354	426	\$85,000	\$102,000	\$130,000
interactive media	331	409	\$85,000	\$110,000	\$133,800
web design	459	543	\$80,000	\$100,000	\$130,000
web development	256	311	\$80,000	\$100,000	\$130,000
user experience/interface	318	377	\$82,000	\$101,000	\$130,000
information architecture	212	260	\$85,300	\$110,000	\$140,000
apps	264	327	\$90,000	\$110,000	\$140,000
environmental graphics	212	273	\$80,000	\$100,000	\$125,000
corporate identity	389	474	\$80,000	\$100,000	\$121,500
annual reports and corporate collateral	247	291	\$75,000	\$94,000	\$119,500
communication strategy	326	414	\$80,000	\$100,000	\$130,000
brand and packaging design	328	412	\$80,000	\$100,000	\$125,000
advertising/marketing/sales materials	404	483	\$80,000	\$100,000	\$130,000
direct mail	271	318	\$75,000	\$98,000	\$130,000
presentations	329	405	\$79,500	\$100,000	\$125,000
copywriting/technical writing	288	365	\$85,000	\$100,000	\$130,000
exhibitions/events	230	279	\$80,000	\$100,000	\$120,000
Benefits Received					
none	15	16	\$81,300	\$91,500	\$127,500
some	351	406	\$75,000	\$100,000	\$120,000
comprehensive	176	224	\$93,000	\$120,000	\$150,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

In-House Creative or Design Director

A head of design for a business unit or company, responsible for strategy, integration and execution of design activities. Duties typically include design research, interaction with the end-user and clients, design organization and design sourcing responsibility, oversight, and setting and management of an operational and organizational budget. This role also includes being a member of a strategic planning team and talent recruiting and development.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	1046	1099	\$65,000	\$85,000	\$112,000
Region					
New England	80	88	\$85,000	\$110,000	\$134,300
Middle Atlantic	172	186	\$80,000	\$103,000	\$140,000
East North Central	127	130	\$55,000	\$70,000	\$89,100
West North Central	57	57	\$52,500	\$70,000	\$98,300
South Atlantic	191	198	\$63,800	\$82,800	\$105,000
East South Central	29	30	\$52,000	\$65,000	\$80,500
West South Central	77	84	\$62,600	\$74,500	\$96,800
Mountain	63	64	\$60,000	\$75,000	\$93,900
Pacific	250	262	\$70,000	\$95,000	\$125,000
Metro area					
Atlanta GA	34	34	\$75,000	\$86,500	\$110,000
Austin TX	14	19	\$66,800	\$70,000	\$95,000
Baltimore MD	14	14	\$64,800	\$80,000	\$90,800
Boston MA	50	58	\$87,400	\$110,000	\$146,300
Bridgeport CT	6	6	N/A	N/A	N/A
Charlotte NC	7	11	\$60,000	\$115,000	\$150,000
Chicago IL	49	52	\$65,300	\$83,500	\$110,000
Cincinnati OH	8	8	N/A	N/A	N/A
Cleveland OH	8	8	N/A	N/A	N/A
Dallas TX	25	26	\$64,800	\$89,000	\$102,300
Denver CO	15	16	\$53,500	\$81,300	\$103,000
Detroit MI	10	10	\$51,000	\$58,000	\$76,300
Houston TX	23	24	\$56,300	\$80,500	\$99,000
Indianapolis IN	15	15	\$53,000	\$66,000	\$82,000
Kansas City MO	8	8	N/A	N/A	N/A
Los Angeles CA	67	73	\$65,000	\$95,000	\$127,500
Miami FL	17	18	\$68,800	\$86,500	\$100,000
Milwaukee WI	8	8	N/A	N/A	N/A
Minneapolis MN	22	22	\$60,800	\$78,300	\$118,800
Nashville TN	7	7	N/A	N/A	N/A
New York NY	113	123	\$91,000	\$120,000	\$145,000
Orlando FL	14	14	\$51,500	\$64,200	\$73,800
Philadelphia PA	29	33	\$69,300	\$85,000	\$108,500
Phoenix AZ	18	18	\$58,500	\$78,000	\$99,300
Pittsburgh PA	18	18	\$49,500	\$72,500	\$104,800
Portland OR	19	19	\$60,000	\$71,400	\$90,000
Providence RI	10	10	\$72,800	\$83,500	\$105,800
Raleigh NC	6	6	N/A	N/A	N/A
Richmond VA	3	3	N/A	N/A	N/A
St. Louis MO	9	9	N/A	N/A	N/A
Salt Lake City UT	7	7	N/A	N/A	N/A
San Diego CA	29	30	\$61,900	\$86,600	\$104,800
San Francisco CA	58	58	\$88,800	\$115,000	\$141,300
San Jose CA	14	14	\$114,400	\$167,500	\$176,300
Seattle WA	36	41	\$73,700	\$98,000	\$110,000
Washington DC	46	46	\$80,900	\$93,700	\$107,800

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

In-House Creative or Design Director

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	815	867	\$69,000	\$92,000	\$120,000
not-for-profit	195	196	\$55,000	\$70,500	\$90,000
other	36	36	\$52,300	\$66,000	\$78,800
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	13	14	\$63,800	\$82,500	\$111,300
interactive/multimedia agency	8	17	\$87,500	\$100,000	\$110,000
ad, marketing, PR agency	19	25	\$70,000	\$110,000	\$150,000
media/publishing firm	32	32	\$72,100	\$91,500	\$136,300
in-house department	861	885	\$65,000	\$87,200	\$115,000
other	110	123	\$55,000	\$70,000	\$90,000
Organization size					
1			N/A	N/A	N/A
2-9	39	44	\$55,000	\$70,000	\$89,000
10-99	223	229	\$52,500	\$72,100	\$95,500
100-999	350	364	\$65,000	\$85,000	\$112,000
1,000+	431	457	\$75,000	\$98,000	\$125,000
Client base					
local/regional only	148	153	\$52,000	\$70,000	\$91,500
national	237	252	\$65,000	\$85,000	\$110,000
international	403	432	\$70,000	\$91,000	\$120,000
Organization Design Areas					
book/publication/type design	505	525	\$62,300	\$82,600	\$105,000
graphic design	946	992	\$64,000	\$85,000	\$110,000
illustration	459	491	\$65,000	\$85,000	\$110,000
photography	591	623	\$64,000	\$83,000	\$110,000
multimedia/motion/video	550	592	\$68,600	\$90,000	\$115,000
interactive media	404	450	\$72,000	\$94,200	\$125,000
web design	716	764	\$66,100	\$88,400	\$115,000
web development	322	352	\$70,000	\$92,000	\$122,400
user experience/interface	448	487	\$75,000	\$95,000	\$126,000
information architecture	217	241	\$80,000	\$102,500	\$136,000
apps	320	354	\$78,000	\$100,000	\$130,000
environmental graphics	378	405	\$67,300	\$85,000	\$110,000
corporate identity	725	759	\$65,000	\$85,000	\$110,000
annual reports and corporate collateral	541	556	\$62,500	\$81,000	\$105,800
communication strategy	529	574	\$65,000	\$85,000	\$110,000
brand and packaging design	624	668	\$65,000	\$85,000	\$111,500
advertising/marketing/sales materials	824	868	\$64,000	\$85,000	\$110,000
direct mail	563	590	\$60,000	\$80,000	\$104,300
presentations	687	727	\$65,000	\$85,000	\$110,000
copywriting/technical writing	403	428	\$65,000	\$88,500	\$115,000
exhibitions/events	509	534	\$64,400	\$85,000	\$110,000
Benefits Received					
none	12	12	\$66,800	\$80,600	\$90,000
some	478	492	\$60,000	\$80,000	\$105,000
comprehensive	548	583	\$70,000	\$92,000	\$120,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Art Director

The art director establishes the conceptual and stylistic direction for design staff and orchestrates their work, as well as the work of production artists, photographers, illustrators, prepress technicians, printers, and anyone else who is involved in the development of a project. The art director generally selects vendors and, if there isn't a creative director on staff, has final creative authority.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	1396	1980	\$58,000	\$70,000	\$85,000
Region					
New England	96	140	\$65,000	\$75,200	\$85,000
Middle Atlantic	271	395	\$65,000	\$80,000	\$100,000
East North Central	184	277	\$53,000	\$64,800	\$75,000
West North Central	105	162	\$47,400	\$56,600	\$70,000
South Atlantic	238	308	\$55,000	\$70,000	\$82,400
East South Central	32	44	\$50,300	\$55,000	\$65,000
West South Central	90	136	\$50,000	\$60,000	\$75,000
Mountain	87	119	\$55,000	\$68,000	\$78,000
Pacific	293	399	\$70,000	\$85,000	\$100,000
Metro area					
Atlanta GA	38	55	\$60,000	\$80,000	\$90,000
Austin TX	23	35	\$60,000	\$65,000	\$80,000
Baltimore MD	20	24	\$60,000	\$65,000	\$72,500
Boston MA	55	81	\$70,000	\$85,000	\$94,000
Bridgeport CT	12	19	\$60,000	\$75,000	\$75,000
Charlotte NC	8	10	\$48,000	\$55,000	\$75,000
Chicago IL	87	138	\$60,000	\$70,000	\$80,000
Cincinnati OH	5	5	N/A	N/A	N/A
Cleveland OH	7	10	\$57,300	\$65,000	\$68,800
Dallas TX	32	50	\$50,000	\$58,000	\$71,300
Denver CO	19	33	\$56,000	\$70,000	\$80,500
Detroit MI	16	28	\$46,500	\$52,000	\$60,000
Houston TX	16	25	\$53,500	\$72,000	\$75,000
Indianapolis IN	12	20	\$36,000	\$50,000	\$60,000
Kansas City MO	15	21	\$46,000	\$55,000	\$60,000
Los Angeles CA	114	159	\$75,000	\$85,000	\$100,000
Miami FL	16	19	\$52,400	\$60,000	\$66,000
Milwaukee WI	15	20	\$57,000	\$65,000	\$95,500
Minneapolis MN	37	60	\$52,000	\$65,000	\$75,000
Nashville TN	9	13	\$51,300	\$65,000	\$74,000
New York NY	207	304	\$70,000	\$86,000	\$100,000
Orlando FL	9	9	N/A	N/A	N/A
Philadelphia PA	34	57	\$62,900	\$77,500	\$80,000
Phoenix AZ	19	30	\$55,000	\$55,000	\$70,000
Pittsburgh PA	9	14	\$50,000	\$67,000	\$75,000
Portland OR	22	28	\$60,000	\$65,000	\$78,000
Providence RI	12	16	\$57,800	\$65,000	\$70,000
Raleigh NC	10	12	\$51,700	\$68,800	\$79,100
Richmond VA	13	24	\$55,000	\$60,000	\$73,800
St. Louis MO	18	29	\$50,000	\$54,000	\$60,000
Salt Lake City UT	15	20	\$60,800	\$72,500	\$80,000
San Diego CA	20	21	\$67,500	\$80,000	\$87,500
San Francisco CA	74	111	\$75,000	\$90,000	\$115,000
San Jose CA	8	8	N/A	N/A	N/A
Seattle WA	34	46	\$67,000	\$80,000	\$88,100
Washington DC	70	74	\$73,100	\$82,300	\$92,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Art Director

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	1223	1788	\$58,000	\$70,900	\$86,000
not-for-profit	138	157	\$55,000	\$66,800	\$81,000
other	25	25	\$52,300	\$62,400	\$91,500
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	163	212	\$50,500	\$65,000	\$80,000
interactive/multimedia agency	49	77	\$67,500	\$81,000	\$90,000
ad, marketing, PR agency	375	614	\$54,000	\$67,500	\$85,000
media/publishing firm	92	123	\$60,000	\$72,000	\$90,000
in-house department	597	801	\$60,000	\$75,000	\$90,000
other	117	150	\$51,500	\$66,400	\$85,000
Organization size					
1			N/A	N/A	N/A
2-9	162	185	\$47,300	\$60,000	\$75,000
10-99	461	652	\$54,000	\$65,000	\$80,000
100-999	366	540	\$60,000	\$79,800	\$90,000
1,000+	401	591	\$65,000	\$77,500	\$100,000
Client base					
local/regional only	186	249	\$50,000	\$60,000	\$78,400
national	448	648	\$57,000	\$70,000	\$85,000
international	573	827	\$60,000	\$75,000	\$90,000
Organization Design Areas					
book/publication/type design	621	868	\$55,000	\$65,000	\$80,800
graphic design	1213	1703	\$55,000	\$70,000	\$85,000
illustration	552	806	\$55,000	\$70,000	\$85,000
photography	646	941	\$55,000	\$70,000	\$85,000
multimedia/motion/video	698	1094	\$57,000	\$72,000	\$87,100
interactive media	614	973	\$57,000	\$72,700	\$90,000
web design	981	1425	\$56,100	\$70,000	\$85,000
web development	411	668	\$55,000	\$70,000	\$85,000
user experience/interface	565	856	\$60,000	\$75,000	\$93,000
information architecture	320	507	\$62,400	\$75,000	\$93,000
apps	459	722	\$60,000	\$77,300	\$91,600
environmental graphics	498	718	\$55,000	\$70,000	\$85,000
corporate identity	882	1276	\$55,000	\$68,000	\$83,000
annual reports and corporate collateral	615	858	\$52,900	\$65,000	\$80,000
communication strategy	605	920	\$55,000	\$70,000	\$84,400
brand and packaging design	788	1162	\$55,000	\$70,000	\$85,000
advertising/marketing/sales materials	1053	1526	\$55,000	\$70,000	\$85,000
direct mail	700	1011	\$52,300	\$65,000	\$80,000
presentations	769	1130	\$56,000	\$70,000	\$85,000
copywriting/technical writing	485	796	\$55,000	\$70,000	\$83,000
exhibitions/events	547	791	\$55,000	\$70,000	\$83,000
Benefits Received					
none	31	42	\$49,500	\$75,000	\$85,000
some	761	1014	\$55,000	\$67,000	\$83,000
comprehensive	591	911	\$60,000	\$75,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Executive Producer

A manager responsible for running an entire motion design studio, developing executive-level client relationships, and identifying and expanding strategic development of new business.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	51	60	\$80,000	\$100,000	\$138,800
Region					
New England			N/A	N/A	N/A
Middle Atlantic	9	10	\$103,800	\$120,000	\$151,300
East North Central	4	6	N/A	N/A	N/A
West North Central	2	2	N/A	N/A	N/A
South Atlantic	8	8	N/A	N/A	N/A
East South Central	2	2	N/A	N/A	N/A
West South Central	4	4	N/A	N/A	N/A
Mountain	3	3	N/A	N/A	N/A
Pacific	19	25	\$87,500	\$120,000	\$175,000
Metro area					
Atlanta GA	2	2	N/A	N/A	N/A
Austin TX	1	1	N/A	N/A	N/A
Baltimore MD			N/A	N/A	N/A
Boston MA			N/A	N/A	N/A
Bridgeport CT			N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	3	3	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	2	2	N/A	N/A	N/A
Denver CO	1	1	N/A	N/A	N/A
Detroit MI	1	3	N/A	N/A	N/A
Houston TX	1	1	N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	9	13	\$127,500	\$175,000	\$200,000
Miami FL	1	1	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	1	1	N/A	N/A	N/A
Nashville TN	2	2	N/A	N/A	N/A
New York NY	8	9	N/A	N/A	N/A
Orlando FL			N/A	N/A	N/A
Philadelphia PA			N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	1	1	N/A	N/A	N/A
Portland OR	3	5	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA			N/A	N/A	N/A
San Francisco CA	4	4	N/A	N/A	N/A
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	1	1	N/A	N/A	N/A
Washington DC	2	2	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Executive Producer

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	46	55	\$80,000	\$100,000	\$140,000
not-for-profit	4	4	N/A	N/A	N/A
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	8	12	\$70,000	\$100,000	\$115,000
interactive/multimedia agency	2	2	N/A	N/A	N/A
ad, marketing, PR agency	19	22	\$80,000	\$120,000	\$185,000
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	16	17	\$75,000	\$90,000	\$112,500
other	5	6	N/A	N/A	N/A
Organization size					
1			N/A	N/A	N/A
2-9	4	4	N/A	N/A	N/A
10-99	17	20	\$70,000	\$92,500	\$123,800
100-999	12	17	\$96,000	\$130,000	\$200,000
1,000+	16	17	\$82,500	\$98,000	\$137,500
Client base					
local/regional only	2	2	N/A	N/A	N/A
national	22	24	\$70,000	\$87,500	\$133,800
international	27	34	\$91,500	\$110,000	\$148,800
Organization Design Areas					
book/publication/type design	20	24	\$70,000	\$90,000	\$120,000
graphic design	44	52	\$71,300	\$100,000	\$128,800
illustration	28	33	\$75,000	\$100,000	\$117,500
photography	34	40	\$72,500	\$100,000	\$137,500
multimedia/motion/video	49	57	\$77,500	\$100,000	\$132,500
interactive media	35	41	\$70,000	\$100,000	\$132,500
web design	38	44	\$71,300	\$100,000	\$133,800
web development	26	32	\$71,300	\$105,000	\$138,800
user experience/interface	29	35	\$70,000	\$100,000	\$125,000
information architecture	24	27	\$70,000	\$100,000	\$120,000
apps	29	32	\$70,000	\$92,500	\$120,000
environmental graphics	22	25	\$67,500	\$80,000	\$120,000
corporate identity	38	45	\$77,500	\$100,000	\$127,500
annual reports and corporate collateral	21	21	\$67,500	\$80,000	\$96,000
communication strategy	34	36	\$70,000	\$85,000	\$116,300
brand and packaging design	33	37	\$70,000	\$85,000	\$117,500
advertising/marketing/sales materials	42	47	\$70,000	\$98,000	\$135,000
direct mail	25	25	\$70,000	\$85,000	\$120,000
presentations	31	32	\$72,500	\$90,000	\$118,800
copywriting/technical writing	33	39	\$80,000	\$100,000	\$140,000
exhibitions/events	23	24	\$72,500	\$95,000	\$120,000
Benefits Received					
none	3	3	N/A	N/A	N/A
some	24	31	\$70,000	\$100,000	\$140,000
comprehensive	24	26	\$85,000	\$101,500	\$135,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Head of Production

A head of production is responsible for managing and coordinating an entire production department.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	156	164	\$64,700	\$80,000	\$100,000
Region					
New England	5	5	N/A	N/A	N/A
Middle Atlantic	45	49	\$69,000	\$90,000	\$106,500
East North Central	15	16	\$60,000	\$65,000	\$77,300
West North Central	13	14	\$48,800	\$69,000	\$81,300
South Atlantic	14	14	\$56,100	\$71,000	\$121,300
East South Central	7	7	N/A	N/A	N/A
West South Central	5	5	N/A	N/A	N/A
Mountain	5	5	N/A	N/A	N/A
Pacific	47	49	\$75,000	\$88,000	\$110,000
Metro area					
Atlanta GA	3	3	N/A	N/A	N/A
Austin TX			N/A	N/A	N/A
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	3	3	N/A	N/A	N/A
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	11	12	\$63,500	\$67,500	\$83,300
Cincinnati OH	1	1	N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	2	2	N/A	N/A	N/A
Denver CO			N/A	N/A	N/A
Detroit MI			N/A	N/A	N/A
Houston TX	3	3	N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	22	23	\$75,000	\$88,000	\$110,000
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI	2	2	N/A	N/A	N/A
Minneapolis MN	10	11	\$55,000	\$70,000	\$85,000
Nashville TN	3	3	N/A	N/A	N/A
New York NY	32	34	\$85,000	\$96,500	\$112,500
Orlando FL	2	2	N/A	N/A	N/A
Philadelphia PA	7	9	N/A	N/A	N/A
Phoenix AZ	2	2	N/A	N/A	N/A
Pittsburgh PA	4	4	N/A	N/A	N/A
Portland OR	6	7	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	1	1	N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	1	1	N/A	N/A	N/A
San Francisco CA	11	11	\$75,000	\$110,000	\$125,000
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	5	5	N/A	N/A	N/A
Washington DC	3	3	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Head of Production

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	137	144	\$65,000	\$80,000	\$104,300
not-for-profit	17	18	\$58,800	\$73,800	\$85,000
other	2	2	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	32	33	\$66,500	\$80,000	\$100,000
interactive/multimedia agency	5	5	N/A	N/A	N/A
ad, marketing, PR agency	33	36	\$65,000	\$87,500	\$110,000
media/publishing firm	2	2	N/A	N/A	N/A
in-house department	66	70	\$60,000	\$80,000	\$98,000
other	17	17	\$43,500	\$65,000	\$83,500
Organization size					
1			N/A	N/A	N/A
2-9	13	13	\$42,500	\$70,000	\$75,000
10-99	63	65	\$65,000	\$75,000	\$102,500
100-999	41	43	\$60,000	\$80,000	\$110,000
1,000+	38	42	\$67,200	\$81,500	\$98,500
Client base					
local/regional only	14	14	\$44,500	\$59,000	\$80,500
national	45	48	\$65,000	\$75,000	\$103,800
international	72	75	\$65,000	\$80,000	\$102,000
Organization Design Areas					
book/publication/type design	70	73	\$60,000	\$75,000	\$93,900
graphic design	127	133	\$60,000	\$75,000	\$96,500
illustration	57	59	\$60,000	\$75,000	\$95,000
photography	73	78	\$62,300	\$75,000	\$98,000
multimedia/motion/video	86	91	\$65,000	\$80,000	\$105,000
interactive media	69	73	\$65,000	\$82,000	\$108,000
web design	100	105	\$64,000	\$75,000	\$101,000
web development	46	49	\$64,000	\$75,000	\$105,500
user experience/interface	58	60	\$65,000	\$80,000	\$105,800
information architecture	36	37	\$62,500	\$85,000	\$110,000
apps	46	48	\$65,000	\$85,000	\$105,000
environmental graphics	58	60	\$60,800	\$75,000	\$95,000
corporate identity	95	99	\$64,600	\$75,000	\$95,000
annual reports and corporate collateral	66	69	\$65,000	\$75,000	\$93,900
communication strategy	76	77	\$65,000	\$75,000	\$100,000
brand and packaging design	98	101	\$64,800	\$75,000	\$100,000
advertising/marketing/sales materials	116	124	\$65,000	\$80,000	\$100,000
direct mail	60	63	\$60,000	\$72,000	\$90,000
presentations	88	92	\$65,000	\$75,000	\$97,300
copywriting/technical writing	60	63	\$65,000	\$75,000	\$100,000
exhibitions/events	69	72	\$60,000	\$75,000	\$98,000
Benefits Received					
none	2	2	N/A	N/A	N/A
some	93	97	\$60,000	\$80,000	\$103,500
comprehensive	60	64	\$65,000	\$80,000	\$98,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Production Manager

A manager responsible for running the process of producing design projects, and overseeing bids, production schedules and delivery.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	360	433	\$50,000	\$65,000	\$75,000
Region					
New England	29	31	\$50,000	\$70,000	\$75,000
Middle Atlantic	63	77	\$57,500	\$74,000	\$80,000
East North Central	39	42	\$40,000	\$51,000	\$68,500
West North Central	21	30	\$49,000	\$60,000	\$72,400
South Atlantic	73	84	\$50,000	\$60,000	\$70,000
East South Central	9	12	\$41,300	\$50,300	\$70,000
West South Central	17	18	\$45,800	\$55,000	\$61,300
Mountain	18	22	\$44,500	\$50,000	\$59,700
Pacific	91	117	\$65,000	\$75,000	\$90,000
Metro area					
Atlanta GA	10	17	\$55,000	\$60,000	\$87,500
Austin TX	7	7	N/A	N/A	N/A
Baltimore MD	6	6	N/A	N/A	N/A
Boston MA	19	20	\$53,800	\$71,000	\$75,000
Bridgeport CT	3	3	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	17	18	\$53,400	\$60,000	\$70,000
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	5	6	N/A	N/A	N/A
Dallas TX	3	3	N/A	N/A	N/A
Denver CO	4	4	N/A	N/A	N/A
Detroit MI	3	4	N/A	N/A	N/A
Houston TX	3	3	N/A	N/A	N/A
Indianapolis IN	2	2	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	35	46	\$49,300	\$70,500	\$90,000
Miami FL	7	7	N/A	N/A	N/A
Milwaukee WI	3	3	N/A	N/A	N/A
Minneapolis MN	14	22	\$57,500	\$62,500	\$74,000
Nashville TN	5	6	N/A	N/A	N/A
New York NY	44	56	\$60,000	\$75,000	\$84,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	11	12	\$57,500	\$72,500	\$82,500
Phoenix AZ	7	7	N/A	N/A	N/A
Pittsburgh PA	6	7	N/A	N/A	N/A
Portland OR	7	7	N/A	N/A	N/A
Providence RI	1	2	N/A	N/A	N/A
Raleigh NC	2	2	N/A	N/A	N/A
Richmond VA	3	3	N/A	N/A	N/A
St. Louis MO	4	4	N/A	N/A	N/A
Salt Lake City UT	2	2	N/A	N/A	N/A
San Diego CA	7	8	N/A	N/A	N/A
San Francisco CA	23	36	\$75,000	\$95,000	\$103,000
San Jose CA	4	4	N/A	N/A	N/A
Seattle WA	10	11	\$65,000	\$71,000	\$85,000
Washington DC	30	34	\$54,300	\$60,000	\$71,300

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Production Manager

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	304	370	\$50,000	\$65,000	\$79,900
not-for-profit	42	46	\$45,800	\$64,000	\$70,000
other	11	14	\$48,800	\$77,500	\$95,000
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	53	64	\$45,000	\$60,000	\$78,800
interactive/multimedia agency	6	10	\$39,800	\$60,000	\$60,000
ad, marketing, PR agency	68	87	\$50,000	\$60,000	\$75,000
media/publishing firm	12	12	\$46,000	\$52,500	\$70,300
in-house department	173	207	\$55,000	\$70,000	\$81,000
other	48	53	\$45,500	\$60,000	\$70,000
Organization size					
1			N/A	N/A	N/A
2-9	46	47	\$35,000	\$50,000	\$60,000
10-99	106	130	\$50,000	\$60,000	\$74,300
100-999	87	109	\$50,000	\$65,000	\$80,000
1,000+	119	145	\$60,000	\$70,000	\$84,500
Client base					
local/regional only	49	54	\$44,500	\$65,000	\$86,800
national	115	144	\$50,000	\$60,000	\$75,000
international	151	181	\$50,000	\$65,000	\$80,000
Organization Design Areas					
book/publication/type design	186	213	\$50,000	\$60,000	\$75,000
graphic design	306	372	\$50,000	\$65,000	\$75,000
illustration	139	163	\$50,000	\$68,000	\$80,000
photography	197	239	\$50,000	\$65,000	\$80,000
multimedia/motion/video	201	256	\$50,000	\$67,000	\$80,000
interactive media	152	186	\$50,000	\$60,000	\$75,000
web design	213	257	\$50,000	\$60,000	\$75,000
web development	130	151	\$48,500	\$60,000	\$75,000
user experience/interface	137	169	\$50,000	\$60,000	\$75,000
information architecture	83	94	\$50,000	\$60,000	\$75,000
apps	124	153	\$50,000	\$60,000	\$76,500
environmental graphics	130	147	\$50,000	\$65,000	\$80,000
corporate identity	228	268	\$50,000	\$60,000	\$75,000
annual reports and corporate collateral	177	202	\$50,000	\$60,000	\$75,000
communication strategy	181	211	\$50,000	\$65,000	\$75,000
brand and packaging design	221	271	\$50,000	\$65,000	\$78,000
advertising/marketing/sales materials	275	338	\$50,000	\$61,500	\$76,500
direct mail	185	214	\$50,000	\$60,000	\$75,000
presentations	206	243	\$50,000	\$65,000	\$76,000
copywriting/technical writing	159	181	\$50,000	\$60,000	\$75,000
exhibitions/events	167	200	\$50,000	\$65,000	\$78,000
Benefits Received					
none	13	13	\$46,500	\$65,000	\$71,000
some	191	223	\$45,000	\$60,000	\$75,000
comprehensive	155	196	\$58,000	\$70,000	\$85,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Producer, primarily print

Those for whom a majority of their work is with the print medium. A producer responsible for overseeing the planning, management and delivery of projects from concept through completion by working externally, interfacing with clients and helping them navigate key milestones; and internally, with creative directors, designers and animators through all project phases.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	134	211	\$41,200	\$52,000	\$65,000
Region					
New England	10	16	\$34,000	\$40,000	\$54,400
Middle Atlantic	15	24	\$40,000	\$60,000	\$65,000
East North Central	19	20	\$37,300	\$45,000	\$54,300
West North Central	15	22	\$48,000	\$51,000	\$65,000
South Atlantic	25	39	\$45,000	\$58,000	\$60,000
East South Central	4	10	N/A	N/A	N/A
West South Central	11	17	\$44,000	\$55,000	\$60,000
Mountain	8	10	\$30,800	\$43,100	\$50,000
Pacific	27	53	\$55,000	\$70,000	\$87,500
Metro area					
Atlanta GA	4	8	N/A	N/A	N/A
Austin TX	1	1	N/A	N/A	N/A
Baltimore MD	2	2	N/A	N/A	N/A
Boston MA	5	6	N/A	N/A	N/A
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	6	7	N/A	N/A	N/A
Cincinnati OH	2	2	N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	5	6	N/A	N/A	N/A
Denver CO	1	1	N/A	N/A	N/A
Detroit MI	2	2	N/A	N/A	N/A
Houston TX	2	6	N/A	N/A	N/A
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	12	23	\$70,000	\$85,000	\$104,000
Miami FL	5	7	N/A	N/A	N/A
Milwaukee WI	1	1	N/A	N/A	N/A
Minneapolis MN	13	20	\$48,000	\$51,000	\$65,000
Nashville TN	3	9	N/A	N/A	N/A
New York NY	9	13	\$40,000	\$62,000	\$85,000
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA	6	11	\$40,000	\$50,000	\$65,000
Phoenix AZ	2	2	N/A	N/A	N/A
Pittsburgh PA			N/A	N/A	N/A
Portland OR	4	8	N/A	N/A	N/A
Providence RI	2	7	N/A	N/A	N/A
Raleigh NC	1	1	N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	1	1	N/A	N/A	N/A
San Francisco CA	6	14	\$52,000	\$60,000	\$65,000
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	2	5	N/A	N/A	N/A
Washington DC	8	16	\$45,000	\$60,000	\$60,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Producer, primarily print

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	117	185	\$40,000	\$52,000	\$65,000
not-for-profit	14	23	\$50,000	\$52,000	\$65,000
other	3	3	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	16	27	\$45,000	\$55,000	\$65,000
interactive/multimedia agency	1	1	N/A	N/A	N/A
ad, marketing, PR agency	26	42	\$50,000	\$65,000	\$85,000
media/publishing firm	4	13	N/A	N/A	N/A
in-house department	64	89	\$40,000	\$50,000	\$64,000
other	23	39	\$40,000	\$48,000	\$60,000
Organization size					
1			N/A	N/A	N/A
2-9	14	15	\$30,000	\$35,000	\$65,000
10-99	32	55	\$40,000	\$50,000	\$55,000
100-999	39	55	\$50,000	\$60,000	\$70,000
1,000+	48	85	\$45,000	\$60,000	\$65,000
Client base					
local/regional only	21	35	\$44,000	\$54,000	\$60,000
national	45	70	\$40,000	\$52,000	\$66,300
international	50	75	\$45,000	\$50,000	\$65,000
Organization Design Areas					
book/publication/type design	70	120	\$45,000	\$55,000	\$65,000
graphic design	112	178	\$45,000	\$55,000	\$65,000
illustration	51	82	\$40,000	\$50,000	\$65,000
photography	68	111	\$45,000	\$60,000	\$65,000
multimedia/motion/video	48	74	\$48,000	\$62,500	\$75,000
interactive media	35	61	\$50,000	\$60,000	\$80,000
web design	59	101	\$48,000	\$55,000	\$66,000
web development	30	50	\$45,000	\$52,500	\$77,800
user experience/interface	35	60	\$40,000	\$50,000	\$65,000
information architecture	18	26	\$48,000	\$60,000	\$72,500
apps	34	57	\$45,800	\$54,500	\$70,000
environmental graphics	45	74	\$45,800	\$55,000	\$66,300
corporate identity	79	141	\$45,000	\$52,000	\$65,000
annual reports and corporate collateral	61	102	\$45,300	\$52,000	\$65,000
communication strategy	46	76	\$48,000	\$54,800	\$65,000
brand and packaging design	70	118	\$41,500	\$50,400	\$65,000
advertising/marketing/sales materials	98	161	\$43,500	\$52,000	\$65,000
direct mail	69	112	\$45,000	\$52,000	\$65,000
presentations	73	118	\$45,000	\$50,400	\$65,000
copywriting/technical writing	40	66	\$45,300	\$60,000	\$76,300
exhibitions/events	53	85	\$45,000	\$55,000	\$70,000
Benefits Received					
none	9	10	\$30,000	\$38,500	\$53,800
some	56	94	\$40,000	\$51,000	\$60,000
comprehensive	68	106	\$47,500	\$60,000	\$70,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Producer, primarily Web/interactive

Those for whom a majority of their work is with Web/interactive mediums. A producer responsible for overseeing the planning, management and delivery of projects from concept through completion by working externally, interfacing with clients and helping them navigate key milestones; and internally, with creative directors, designers and animators through all project phases.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	110	182	\$45,000	\$60,000	\$75,000
Region					
New England	7	7	N/A	N/A	N/A
Middle Atlantic	23	46	\$48,000	\$67,500	\$75,000
East North Central	9	11	\$40,000	\$50,000	\$70,000
West North Central	7	11	\$85,000	\$100,000	\$100,000
South Atlantic	15	19	\$50,000	\$62,000	\$75,000
East South Central	5	9	N/A	N/A	N/A
West South Central	9	22	\$44,000	\$68,500	\$90,000
Mountain	7	10	\$38,500	\$40,000	\$43,000
Pacific	28	47	\$50,000	\$60,000	\$75,000
Metro area					
Atlanta GA	3	3	N/A	N/A	N/A
Austin TX	2	6	N/A	N/A	N/A
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	4	4	N/A	N/A	N/A
Bridgeport CT	2	2	N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	5	5	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	3	11	N/A	N/A	N/A
Denver CO	1	1	N/A	N/A	N/A
Detroit MI			N/A	N/A	N/A
Houston TX	2	3	N/A	N/A	N/A
Indianapolis IN	2	4	N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	12	19	\$55,000	\$63,000	\$75,000
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	5	9	N/A	N/A	N/A
Nashville TN	2	5	N/A	N/A	N/A
New York NY	20	39	\$45,000	\$75,000	\$75,000
Orlando FL			N/A	N/A	N/A
Philadelphia PA	1	1	N/A	N/A	N/A
Phoenix AZ	2	4	N/A	N/A	N/A
Pittsburgh PA			N/A	N/A	N/A
Portland OR	1	2	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO	2	2	N/A	N/A	N/A
Salt Lake City UT	1	1	N/A	N/A	N/A
San Diego CA	2	2	N/A	N/A	N/A
San Francisco CA	4	5	N/A	N/A	N/A
San Jose CA	2	6	N/A	N/A	N/A
Seattle WA	4	10	N/A	N/A	N/A
Washington DC	4	7	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Producer, primarily Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	96	166	\$45,000	\$60,000	\$75,000
not-for-profit	10	12	\$52,500	\$65,500	\$98,900
other	4	4	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	11	14	\$38,800	\$57,500	\$85,000
interactive/multimedia agency	9	16	\$46,300	\$60,000	\$87,500
ad, marketing, PR agency	29	40	\$55,000	\$60,000	\$70,000
media/publishing firm	4	7	N/A	N/A	N/A
in-house department	38	71	\$50,000	\$68,000	\$85,000
other	19	34	\$45,000	\$63,500	\$76,300
Organization size					
1			N/A	N/A	N/A
2-9	14	18	\$40,000	\$46,500	\$65,000
10-99	41	63	\$50,000	\$60,000	\$70,000
100-999	26	43	\$45,000	\$60,000	\$90,000
1,000+	29	58	\$45,000	\$75,000	\$84,000
Client base					
local/regional only	11	16	\$54,500	\$75,000	\$88,000
national	34	51	\$50,000	\$60,000	\$75,000
international	43	72	\$45,000	\$60,000	\$75,000
Organization Design Areas					
book/publication/type design	38	54	\$45,000	\$55,000	\$75,000
graphic design	78	111	\$45,000	\$60,000	\$70,000
illustration	34	49	\$50,000	\$60,000	\$75,000
photography	49	74	\$50,000	\$61,000	\$75,000
multimedia/motion/video	67	106	\$50,000	\$65,000	\$80,000
interactive media	71	125	\$50,000	\$65,000	\$80,000
web design	93	153	\$50,000	\$62,000	\$80,000
web development	77	138	\$50,000	\$62,500	\$82,500
user experience/interface	76	126	\$50,000	\$65,000	\$80,500
information architecture	50	79	\$50,000	\$75,000	\$90,000
apps	51	91	\$54,000	\$68,000	\$90,000
environmental graphics	27	39	\$54,000	\$60,000	\$75,000
corporate identity	59	86	\$50,000	\$60,000	\$75,000
annual reports and corporate collateral	38	50	\$44,300	\$56,500	\$70,000
communication strategy	51	82	\$55,000	\$70,000	\$86,300
brand and packaging design	50	82	\$50,000	\$65,000	\$80,000
advertising/marketing/sales materials	74	114	\$53,500	\$65,000	\$75,500
direct mail	39	54	\$51,500	\$60,000	\$70,000
presentations	43	66	\$53,800	\$60,000	\$75,000
copywriting/technical writing	50	83	\$50,000	\$65,000	\$90,000
exhibitions/events	34	46	\$55,000	\$60,000	\$77,500
Benefits Received					
none	8	15	\$41,000	\$45,000	\$65,000
some	62	101	\$50,000	\$60,000	\$75,000
comprehensive	39	65	\$45,000	\$64,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Producer, print AND Web/interactive

Those whose work is about equally split between print and Web/interactive mediums. A producer responsible for overseeing the planning, management and delivery of projects from concept through completion by working externally, interfacing with clients and helping them navigate key milestones; and internally, with creative directors, designers and animators through all project phases.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	72	98	\$45,800	\$65,000	\$90,000
Region					
New England	6	6	N/A	N/A	N/A
Middle Atlantic	15	20	\$62,800	\$77,500	\$90,000
East North Central	8	8	N/A	N/A	N/A
West North Central			N/A	N/A	N/A
South Atlantic	15	15	\$35,000	\$45,000	\$70,000
East South Central	1	3	N/A	N/A	N/A
West South Central	2	2	N/A	N/A	N/A
Mountain	6	8	N/A	N/A	N/A
Pacific	19	36	\$55,000	\$77,500	\$98,800
Metro area					
Atlanta GA	2	2	N/A	N/A	N/A
Austin TX			N/A	N/A	N/A
Baltimore MD	2	2	N/A	N/A	N/A
Boston MA	4	4	N/A	N/A	N/A
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	4	4	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	2	2	N/A	N/A	N/A
Denver CO	3	3	N/A	N/A	N/A
Detroit MI	2	2	N/A	N/A	N/A
Houston TX			N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	8	17	\$55,000	\$100,000	\$110,000
Miami FL			N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN			N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	11	16	\$70,000	\$90,000	\$97,500
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA			N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	1	1	N/A	N/A	N/A
Portland OR	1	5	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	4	5	N/A	N/A	N/A
San Francisco CA	3	5	N/A	N/A	N/A
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	2	3	N/A	N/A	N/A
Washington DC	5	5	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Producer, print AND Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	62	88	\$48,000	\$65,000	\$90,000
not-for-profit	6	6	N/A	N/A	N/A
other	4	4	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	12	18	\$36,500	\$55,500	\$90,000
interactive/multimedia agency	4	5	N/A	N/A	N/A
ad, marketing, PR agency	15	29	\$65,000	\$75,000	\$100,000
media/publishing firm	2	2	N/A	N/A	N/A
in-house department	32	36	\$46,000	\$55,000	\$71,500
other	7	8	N/A	N/A	N/A
Organization size					
1			N/A	N/A	N/A
2-9	14	16	\$30,000	\$37,500	\$48,000
10-99	21	28	\$47,500	\$70,000	\$100,000
100-999	16	31	\$55,000	\$65,000	\$90,000
1,000+	21	23	\$47,500	\$62,000	\$72,200
Client base					
local/regional only	8	10	\$30,000	\$43,400	\$78,500
national	19	22	\$38,800	\$55,000	\$75,000
international	34	55	\$58,000	\$70,000	\$90,000
Organization Design Areas					
book/publication/type design	34	43	\$40,000	\$63,000	\$90,000
graphic design	59	84	\$46,200	\$65,000	\$90,000
illustration	29	38	\$41,200	\$67,000	\$91,000
photography	38	52	\$46,400	\$70,000	\$95,000
multimedia/motion/video	43	62	\$53,800	\$70,000	\$91,000
interactive media	38	57	\$52,500	\$70,000	\$94,500
web design	51	72	\$46,200	\$64,000	\$90,000
web development	33	51	\$48,000	\$70,000	\$90,000
user experience/interface	33	54	\$48,000	\$65,500	\$91,000
information architecture	17	25	\$49,000	\$85,000	\$90,000
apps	28	41	\$49,000	\$70,000	\$90,000
environmental graphics	22	32	\$51,300	\$70,000	\$93,800
corporate identity	50	70	\$45,400	\$65,500	\$90,000
annual reports and corporate collateral	30	41	\$44,800	\$68,000	\$90,000
communication strategy	37	47	\$48,000	\$56,000	\$72,000
brand and packaging design	44	60	\$46,400	\$65,500	\$90,000
advertising/marketing/sales materials	51	76	\$47,600	\$67,000	\$90,000
direct mail	36	47	\$48,000	\$62,000	\$90,000
presentations	41	54	\$47,100	\$62,500	\$90,000
copywriting/technical writing	34	47	\$55,000	\$70,000	\$100,000
exhibitions/events	28	35	\$46,000	\$63,000	\$85,000
Benefits Received					
none	3	4	N/A	N/A	N/A
some	36	52	\$45,500	\$65,000	\$85,000
comprehensive	32	40	\$49,300	\$66,500	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Project Manager, primarily print

Those for whom a majority of their work is with the print medium. A manager responsible for coordination and administration of individual print projects which may include: scheduling, developing budgets, procurement and acting as liaison between the client and the design team. Areas of work may include: branding, graphics, communications, research/strategic, or environmental design primarily for print media.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	195	286	\$45,000	\$60,000	\$70,000
Region					
New England	14	19	\$50,000	\$60,000	\$65,000
Middle Atlantic	32	44	\$52,300	\$65,000	\$78,800
East North Central	20	27	\$35,000	\$45,000	\$60,000
West North Central	14	28	\$50,000	\$65,000	\$69,000
South Atlantic	31	42	\$41,500	\$50,000	\$70,000
East South Central	6	7	N/A	N/A	N/A
West South Central	15	20	\$40,000	\$55,000	\$68,800
Mountain	8	17	\$45,000	\$45,000	\$60,000
Pacific	55	82	\$56,500	\$65,000	\$75,000
Metro area					
Atlanta GA	3	4	N/A	N/A	N/A
Austin TX	2	2	N/A	N/A	N/A
Baltimore MD	1	2	N/A	N/A	N/A
Boston MA	8	13	\$46,000	\$60,000	\$65,000
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	1	5	N/A	N/A	N/A
Chicago IL	6	7	N/A	N/A	N/A
Cincinnati OH	1	2	N/A	N/A	N/A
Cleveland OH	3	4	N/A	N/A	N/A
Dallas TX	4	5	N/A	N/A	N/A
Denver CO	1	1	N/A	N/A	N/A
Detroit MI	1	1	N/A	N/A	N/A
Houston TX	6	8	N/A	N/A	N/A
Indianapolis IN	1	2	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	20	26	\$54,000	\$60,000	\$70,000
Miami FL	2	4	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	9	20	\$50,000	\$65,000	\$70,000
Nashville TN	5	6	N/A	N/A	N/A
New York NY	21	31	\$65,000	\$70,000	\$80,000
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA	6	7	N/A	N/A	N/A
Phoenix AZ	4	9	N/A	N/A	N/A
Pittsburgh PA	3	3	N/A	N/A	N/A
Portland OR	4	4	N/A	N/A	N/A
Providence RI	2	2	N/A	N/A	N/A
Raleigh NC	2	5	N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT	1	2	N/A	N/A	N/A
San Diego CA	4	4	N/A	N/A	N/A
San Francisco CA	16	27	\$65,000	\$72,000	\$75,000
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	6	16	\$60,000	\$62,500	\$75,000
Washington DC	10	10	\$41,000	\$49,000	\$66,300

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Project Manager, primarily print

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	156	238	\$50,000	\$60,000	\$70,000
not-for-profit	28	36	\$42,500	\$50,000	\$60,800
other	7	7	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	22	32	\$45,000	\$65,000	\$70,000
interactive/multimedia agency	2	2	N/A	N/A	N/A
ad, marketing, PR agency	25	38	\$40,000	\$55,000	\$66,300
media/publishing firm	6	7	N/A	N/A	N/A
in-house department	109	165	\$50,000	\$60,000	\$71,000
other	31	42	\$42,800	\$56,000	\$70,000
Organization size					
1			N/A	N/A	N/A
2-9	18	20	\$35,300	\$42,800	\$58,800
10-99	50	75	\$40,000	\$53,000	\$65,000
100-999	51	71	\$45,000	\$65,000	\$74,000
1,000+	76	120	\$55,000	\$60,500	\$71,500
Client base					
local/regional only	29	41	\$45,000	\$55,000	\$70,000
national	43	76	\$50,000	\$55,000	\$65,000
international	77	116	\$50,000	\$65,000	\$74,800
Organization Design Areas					
book/publication/type design	102	149	\$45,000	\$59,000	\$65,000
graphic design	161	244	\$45,000	\$60,000	\$70,000
illustration	81	132	\$50,000	\$60,000	\$68,800
photography	92	156	\$50,000	\$60,000	\$70,000
multimedia/motion/video	85	147	\$50,000	\$60,000	\$70,000
interactive media	55	84	\$45,000	\$62,500	\$70,000
web design	104	159	\$45,000	\$60,000	\$65,000
web development	55	87	\$45,000	\$60,000	\$70,000
user experience/interface	52	86	\$50,000	\$65,000	\$70,000
information architecture	30	47	\$45,000	\$65,000	\$70,000
apps	43	67	\$45,000	\$60,000	\$65,000
environmental graphics	64	104	\$52,000	\$65,000	\$70,000
corporate identity	129	203	\$45,000	\$60,000	\$65,000
annual reports and corporate collateral	90	140	\$50,000	\$60,000	\$65,000
communication strategy	98	155	\$50,000	\$60,000	\$65,000
brand and packaging design	130	205	\$50,000	\$60,000	\$70,000
advertising/marketing/sales materials	141	215	\$45,000	\$60,000	\$70,000
direct mail	91	142	\$45,000	\$60,000	\$65,000
presentations	105	165	\$50,000	\$60,000	\$70,000
copywriting/technical writing	83	141	\$50,000	\$60,000	\$70,000
exhibitions/events	89	146	\$50,000	\$60,000	\$68,900
Benefits Received					
none	1	1	N/A	N/A	N/A
some	103	132	\$42,000	\$55,000	\$65,000
comprehensive	90	152	\$52,000	\$60,000	\$74,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Project Manager, primarily Web/interactive

Those for whom a majority of their work is with Web/interactive mediums. A manager responsible for coordination and administration of individual Web/interactive projects which may include: scheduling, developing budgets, procurement and acting as liaison between the client and the design team. Areas of work include digital, interaction and motion design.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	110	164	\$55,000	\$70,000	\$81,500
Region					
New England	6	7	N/A	N/A	N/A
Middle Atlantic	21	36	\$60,000	\$75,000	\$80,000
East North Central	18	19	\$42,000	\$60,000	\$85,000
West North Central	7	9	N/A	N/A	N/A
South Atlantic	11	14	\$40,000	\$55,000	\$80,000
East South Central	1	2	N/A	N/A	N/A
West South Central	15	21	\$43,800	\$70,000	\$90,000
Mountain	3	8	N/A	N/A	N/A
Pacific	28	48	\$65,000	\$75,000	\$85,000
Metro area					
Atlanta GA	3	3	N/A	N/A	N/A
Austin TX	6	12	\$70,000	\$85,000	\$90,000
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	3	3	N/A	N/A	N/A
Bridgeport CT	2	3	N/A	N/A	N/A
Charlotte NC	2	4	N/A	N/A	N/A
Chicago IL	9	9	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	1	1	N/A	N/A	N/A
Denver CO	3	8	N/A	N/A	N/A
Detroit MI	1	1	N/A	N/A	N/A
Houston TX	2	2	N/A	N/A	N/A
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	15	26	\$55,000	\$66,500	\$90,000
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	5	7	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	10	23	\$75,000	\$80,000	\$80,000
Orlando FL			N/A	N/A	N/A
Philadelphia PA	4	5	N/A	N/A	N/A
Phoenix AZ			N/A	N/A	N/A
Pittsburgh PA	4	5	N/A	N/A	N/A
Portland OR	1	1	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA	1	2	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	1	1	N/A	N/A	N/A
San Francisco CA	8	13	\$75,000	\$85,000	\$97,000
San Jose CA			N/A	N/A	N/A
Seattle WA	3	7	N/A	N/A	N/A
Washington DC	1	1	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Project Manager, primarily Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	100	153	\$55,000	\$70,000	\$83,500
not-for-profit	9	10	\$44,000	\$60,000	\$70,300
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	12	16	\$43,100	\$66,500	\$80,000
interactive/multimedia agency	9	16	\$42,500	\$77,500	\$80,000
ad, marketing, PR agency	19	29	\$50,000	\$60,000	\$72,500
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	42	63	\$69,000	\$80,000	\$90,000
other	27	39	\$50,000	\$65,000	\$75,000
Organization size					
1			N/A	N/A	N/A
2-9	12	13	\$37,000	\$48,000	\$60,000
10-99	40	59	\$50,000	\$65,000	\$80,000
100-999	30	42	\$62,300	\$75,000	\$89,300
1,000+	28	50	\$69,800	\$80,000	\$90,000
Client base					
local/regional only	14	19	\$39,000	\$60,000	\$70,000
national	33	50	\$55,000	\$69,000	\$80,000
international	41	61	\$55,000	\$74,000	\$80,000
Organization Design Areas					
book/publication/type design	35	45	\$50,000	\$69,000	\$80,000
graphic design	72	99	\$50,000	\$68,000	\$80,000
illustration	36	51	\$48,000	\$63,000	\$75,000
photography	41	59	\$50,000	\$65,000	\$75,000
multimedia/motion/video	66	99	\$55,000	\$70,000	\$80,000
interactive media	76	115	\$55,000	\$70,000	\$80,000
web design	95	147	\$58,000	\$70,000	\$82,000
web development	79	124	\$55,800	\$75,000	\$85,000
user experience/interface	94	143	\$58,000	\$70,000	\$80,000
information architecture	62	93	\$59,000	\$75,000	\$89,500
apps	63	106	\$55,000	\$75,000	\$85,000
environmental graphics	18	33	\$62,500	\$75,000	\$80,000
corporate identity	55	79	\$50,000	\$70,000	\$80,000
annual reports and corporate collateral	33	46	\$49,500	\$62,500	\$76,300
communication strategy	55	86	\$49,500	\$71,000	\$80,000
brand and packaging design	48	73	\$55,000	\$70,000	\$80,000
advertising/marketing/sales materials	69	104	\$50,000	\$69,000	\$80,000
direct mail	35	46	\$45,000	\$65,000	\$75,000
presentations	51	72	\$50,000	\$64,000	\$75,000
copywriting/technical writing	52	86	\$55,000	\$75,000	\$85,000
exhibitions/events	32	46	\$46,500	\$66,500	\$80,000
Benefits Received					
none	3	4	N/A	N/A	N/A
some	68	94	\$50,000	\$65,000	\$80,000
comprehensive	38	65	\$66,500	\$75,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Project Manager, print AND Web/interactive

Those whose work is about equally split between print and Web/interactive mediums. A manager responsible for coordination and administration of both individual print/Web and interactive projects which may include: scheduling, developing budgets, procurement and acting as liaison between the client and the design team. Areas of work may include: branding, graphics, communications, interaction, research/strategic, or environmental design for print media or digital delivery.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	155	218	\$50,000	\$60,000	\$70,000
Region					
New England	15	24	\$52,500	\$67,500	\$80,000
Middle Atlantic	24	30	\$50,000	\$65,000	\$68,500
East North Central	14	15	\$50,000	\$58,000	\$73,000
West North Central	14	18	\$44,500	\$55,800	\$65,800
South Atlantic	21	26	\$43,000	\$46,500	\$60,000
East South Central	2	3	N/A	N/A	N/A
West South Central	11	14	\$33,000	\$46,500	\$65,000
Mountain	9	10	\$37,800	\$50,000	\$60,000
Pacific	45	78	\$59,500	\$68,000	\$76,500
Metro area					
Atlanta GA	2	3	N/A	N/A	N/A
Austin TX	2	2	N/A	N/A	N/A
Baltimore MD	2	2	N/A	N/A	N/A
Boston MA	12	20	\$50,000	\$65,000	\$80,000
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	8	8	N/A	N/A	N/A
Cincinnati OH	2	3	N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	4	5	N/A	N/A	N/A
Denver CO	4	5	N/A	N/A	N/A
Detroit MI	1	1	N/A	N/A	N/A
Houston TX	3	5	N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO	2	2	N/A	N/A	N/A
Los Angeles CA	12	21	\$58,000	\$65,000	\$80,000
Miami FL			N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	6	8	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	14	20	\$61,300	\$65,000	\$68,500
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA	2	2	N/A	N/A	N/A
Phoenix AZ	2	2	N/A	N/A	N/A
Pittsburgh PA	3	3	N/A	N/A	N/A
Portland OR	8	16	\$56,300	\$60,000	\$60,000
Providence RI			N/A	N/A	N/A
Raleigh NC	3	3	N/A	N/A	N/A
Richmond VA	3	3	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT	2	2	N/A	N/A	N/A
San Diego CA	6	6	N/A	N/A	N/A
San Francisco CA	10	20	\$70,000	\$72,500	\$98,000
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	6	12	\$52,500	\$75,000	\$75,000
Washington DC	3	3	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Project Manager, print AND Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	123	182	\$50,000	\$61,000	\$70,000
not-for-profit	27	29	\$36,000	\$50,000	\$70,300
other	4	6	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	33	47	\$48,000	\$62,000	\$68,000
interactive/multimedia agency	1	5	N/A	N/A	N/A
ad, marketing, PR agency	27	47	\$50,000	\$60,000	\$70,000
media/publishing firm	6	6	N/A	N/A	N/A
in-house department	70	93	\$50,000	\$60,000	\$75,000
other	18	20	\$45,000	\$54,000	\$65,000
Organization size					
1			N/A	N/A	N/A
2-9	21	21	\$38,500	\$45,000	\$70,000
10-99	48	64	\$45,000	\$53,500	\$65,000
100-999	35	55	\$55,000	\$68,000	\$75,000
1,000+	51	78	\$55,800	\$61,500	\$80,000
Client base					
local/regional only	26	29	\$36,000	\$50,000	\$65,000
national	43	60	\$47,000	\$65,000	\$74,800
international	60	94	\$50,000	\$62,000	\$70,000
Organization Design Areas					
book/publication/type design	79	106	\$50,000	\$60,000	\$68,900
graphic design	140	200	\$50,000	\$60,000	\$71,900
illustration	60	81	\$47,000	\$60,000	\$70,000
photography	79	114	\$50,000	\$60,000	\$74,300
multimedia/motion/video	94	141	\$50,000	\$65,000	\$75,000
interactive media	76	118	\$55,000	\$65,000	\$75,000
web design	131	187	\$50,000	\$60,000	\$70,000
web development	78	116	\$45,000	\$60,000	\$75,000
user experience/interface	78	117	\$50,000	\$60,000	\$75,000
information architecture	54	83	\$50,000	\$60,000	\$75,000
apps	56	88	\$50,000	\$65,000	\$75,000
environmental graphics	60	92	\$50,000	\$65,000	\$70,000
corporate identity	109	152	\$50,000	\$60,000	\$70,000
annual reports and corporate collateral	73	93	\$47,000	\$60,000	\$69,300
communication strategy	87	118	\$49,500	\$60,000	\$68,100
brand and packaging design	97	138	\$50,000	\$60,000	\$70,000
advertising/marketing/sales materials	118	168	\$50,000	\$60,000	\$70,000
direct mail	86	115	\$48,000	\$60,000	\$70,000
presentations	99	137	\$50,000	\$60,000	\$75,000
copywriting/technical writing	78	116	\$50,000	\$65,000	\$75,000
exhibitions/events	74	110	\$50,000	\$64,500	\$72,900
Benefits Received					
none	7	8	N/A	N/A	N/A
some	87	115	\$50,000	\$60,000	\$68,500
comprehensive	61	95	\$50,000	\$65,000	\$76,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Senior Designer, primarily print

Those for whom a majority of their work is with the print medium. A senior designer is responsible for conceptualization and design of solutions to their completion. In some firms, a senior designer directs the work of one or more junior designers. In some cases, senior designers do not manage staff but are designated "senior" because of their authority in design decision making. Areas of work may include: branding, graphic, communications, research/strategic, or environmental design primarily for print media.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	1177	1607	\$50,000	\$60,000	\$74,000
Region					
New England	89	120	\$53,100	\$62,500	\$74,600
Middle Atlantic	196	298	\$55,300	\$70,000	\$78,100
East North Central	170	229	\$48,000	\$55,000	\$65,000
West North Central	99	133	\$45,000	\$56,000	\$65,000
South Atlantic	194	251	\$50,000	\$57,600	\$65,000
East South Central	24	28	\$42,300	\$52,000	\$57,700
West South Central	78	107	\$49,000	\$60,000	\$70,000
Mountain	73	105	\$48,100	\$55,000	\$67,500
Pacific	254	336	\$55,100	\$67,800	\$80,000
Metro area					
Atlanta GA	23	31	\$53,000	\$60,000	\$70,000
Austin TX	11	12	\$49,300	\$54,500	\$68,800
Baltimore MD	16	17	\$49,500	\$55,000	\$63,000
Boston MA	53	71	\$57,000	\$65,000	\$75,000
Bridgeport CT	8	9	N/A	N/A	N/A
Charlotte NC	15	20	\$47,400	\$59,000	\$75,000
Chicago IL	69	98	\$50,000	\$61,000	\$70,500
Cincinnati OH	10	15	\$49,000	\$55,000	\$75,000
Cleveland OH	11	14	\$41,300	\$47,500	\$65,000
Dallas TX	18	21	\$53,500	\$65,000	\$70,000
Denver CO	16	30	\$50,000	\$64,500	\$75,000
Detroit MI	11	15	\$50,000	\$50,000	\$65,000
Houston TX	32	53	\$55,000	\$63,000	\$72,000
Indianapolis IN	19	28	\$45,000	\$48,000	\$50,000
Kansas City MO	8	10	\$39,000	\$55,000	\$63,800
Los Angeles CA	74	97	\$56,000	\$70,000	\$80,000
Miami FL	19	36	\$55,000	\$59,000	\$63,800
Milwaukee WI	7	7	N/A	N/A	N/A
Minneapolis MN	44	58	\$52,000	\$65,000	\$80,000
Nashville TN	8	12	\$34,000	\$50,000	\$52,000
New York NY	146	232	\$62,000	\$70,000	\$80,000
Orlando FL	4	5	N/A	N/A	N/A
Philadelphia PA	29	36	\$51,300	\$63,500	\$68,800
Phoenix AZ	21	24	\$47,800	\$59,000	\$68,800
Pittsburgh PA	8	10	\$45,800	\$53,800	\$58,000
Portland OR	29	37	\$45,700	\$58,000	\$70,000
Providence RI	13	22	\$50,000	\$60,000	\$72,500
Raleigh NC	5	7	N/A	N/A	N/A
Richmond VA	10	11	\$47,500	\$60,000	\$67,000
St. Louis MO	9	13	\$48,500	\$55,000	\$57,500
Salt Lake City UT	14	22	\$50,000	\$50,300	\$64,000
San Diego CA	27	36	\$46,100	\$56,500	\$71,500
San Francisco CA	62	87	\$65,000	\$75,000	\$90,000
San Jose CA	4	4	N/A	N/A	N/A
Seattle WA	31	43	\$58,500	\$69,000	\$78,800
Washington DC	55	71	\$54,000	\$60,000	\$71,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Senior Designer, primarily print

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	914	1293	\$51,000	\$62,000	\$75,000
not-for-profit	199	239	\$48,000	\$57,000	\$67,000
other	58	66	\$46,400	\$55,000	\$70,000
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	168	224	\$52,300	\$65,000	\$75,000
interactive/multimedia agency	2	4	N/A	N/A	N/A
ad, marketing, PR agency	108	155	\$48,500	\$60,000	\$75,000
media/publishing firm	49	75	\$50,000	\$59,000	\$70,000
in-house department	713	972	\$50,100	\$60,000	\$74,000
other	137	177	\$50,000	\$55,700	\$68,500
Organization size					
1			N/A	N/A	N/A
2-9	124	141	\$45,000	\$56,000	\$65,000
10-99	271	369	\$50,000	\$58,000	\$70,000
100-999	337	459	\$50,000	\$60,000	\$75,000
1,000+	437	627	\$55,000	\$65,000	\$75,000
Client base					
local/regional only	216	264	\$45,000	\$55,000	\$67,300
national	303	413	\$50,000	\$60,000	\$71,000
international	457	684	\$53,300	\$63,000	\$75,000
Organization Design Areas					
book/publication/type design	665	923	\$50,000	\$60,000	\$70,000
graphic design	1100	1494	\$50,000	\$60,000	\$73,600
illustration	482	710	\$50,000	\$60,000	\$75,000
photography	551	791	\$50,000	\$60,000	\$75,000
multimedia/motion/video	413	633	\$52,000	\$64,200	\$75,000
interactive media	277	464	\$52,200	\$65,000	\$75,000
web design	580	842	\$51,200	\$60,000	\$75,000
web development	206	330	\$50,000	\$64,000	\$75,000
user experience/interface	237	383	\$55,000	\$65,000	\$78,000
information architecture	135	226	\$55,000	\$65,000	\$80,000
apps	205	347	\$55,000	\$65,000	\$80,000
environmental graphics	456	662	\$50,900	\$60,000	\$75,000
corporate identity	762	1087	\$50,000	\$60,000	\$74,000
annual reports and corporate collateral	597	836	\$50,000	\$60,000	\$70,500
communication strategy	477	710	\$52,000	\$65,000	\$75,000
brand and packaging design	687	976	\$50,000	\$60,000	\$75,000
advertising/marketing/sales materials	854	1168	\$50,000	\$60,000	\$71,000
direct mail	607	825	\$50,000	\$60,000	\$70,000
presentations	657	974	\$52,000	\$62,000	\$75,000
copywriting/technical writing	339	515	\$50,000	\$60,000	\$73,000
exhibitions/events	490	712	\$50,000	\$60,000	\$75,000
Benefits Received					
none	19	23	\$48,000	\$70,000	\$72,000
some	621	809	\$49,000	\$58,000	\$70,000
comprehensive	533	771	\$55,000	\$65,000	\$75,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Senior Designer, primarily Web/interactive

Those for whom a majority of their work is with Web/interactive mediums. A senior designer is responsible for conceptualization and design of solutions to their completion. In some firms, a senior designer directs the work of one or more junior designers. In some cases, senior designers do not manage staff but are designated "senior" because of their authority in design decision making. Areas of work include digital, interaction and motion design.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	484	713	\$63,000	\$75,000	\$90,000
Region					
New England	44	62	\$70,000	\$75,000	\$86,600
Middle Atlantic	89	138	\$65,000	\$77,500	\$95,000
East North Central	63	82	\$60,000	\$68,000	\$80,000
West North Central	20	33	\$51,500	\$64,000	\$70,000
South Atlantic	65	85	\$62,500	\$70,000	\$85,000
East South Central	9	10	\$38,800	\$48,000	\$75,000
West South Central	30	50	\$60,000	\$73,500	\$80,000
Mountain	24	34	\$55,000	\$60,000	\$75,000
Pacific	140	219	\$70,000	\$82,000	\$90,000
Metro area					
Atlanta GA	20	25	\$65,500	\$70,000	\$74,500
Austin TX	15	27	\$60,000	\$80,000	\$80,000
Baltimore MD	5	6	N/A	N/A	N/A
Boston MA	36	54	\$70,000	\$75,000	\$88,100
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	3	7	N/A	N/A	N/A
Chicago IL	30	42	\$67,300	\$75,000	\$88,000
Cincinnati OH	1	2	N/A	N/A	N/A
Cleveland OH	4	5	N/A	N/A	N/A
Dallas TX	6	9	N/A	N/A	N/A
Denver CO	6	6	N/A	N/A	N/A
Detroit MI	7	8	N/A	N/A	N/A
Houston TX	7	11	\$60,000	\$70,000	\$80,000
Indianapolis IN	2	2	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	35	52	\$70,000	\$80,000	\$89,300
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI	4	4	N/A	N/A	N/A
Minneapolis MN	13	18	\$56,800	\$70,000	\$95,000
Nashville TN	4	4	N/A	N/A	N/A
New York NY	64	104	\$65,900	\$81,000	\$95,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	14	19	\$65,000	\$75,000	\$77,500
Phoenix AZ	3	5	N/A	N/A	N/A
Pittsburgh PA	4	4	N/A	N/A	N/A
Portland OR	8	13	\$57,000	\$60,000	\$92,500
Providence RI			N/A	N/A	N/A
Raleigh NC	4	6	N/A	N/A	N/A
Richmond VA	2	2	N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT	3	9	N/A	N/A	N/A
San Diego CA	13	18	\$57,600	\$77,500	\$87,800
San Francisco CA	42	70	\$81,900	\$90,000	\$122,800
San Jose CA	13	19	\$80,000	\$100,000	\$124,000
Seattle WA	25	40	\$65,000	\$72,000	\$80,000
Washington DC	23	31	\$62,000	\$78,000	\$95,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Senior Designer, primarily Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	430	647	\$65,000	\$75,000	\$90,000
not-for-profit	43	55	\$51,000	\$65,000	\$77,500
other	8	8	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	44	60	\$60,000	\$65,000	\$90,000
interactive/multimedia agency	42	74	\$64,800	\$70,000	\$80,000
ad, marketing, PR agency	55	80	\$58,000	\$69,300	\$80,000
media/publishing firm	13	16	\$65,000	\$75,000	\$90,100
in-house department	230	349	\$67,000	\$80,000	\$94,500
other	99	133	\$60,000	\$70,000	\$90,000
Organization size					
1			N/A	N/A	N/A
2-9	36	41	\$52,500	\$65,000	\$77,500
10-99	131	190	\$59,900	\$70,000	\$83,500
100-999	132	207	\$63,000	\$73,500	\$90,000
1,000+	183	272	\$70,000	\$80,000	\$95,000
Client base					
local/regional only	50	60	\$55,000	\$68,300	\$90,000
national	125	190	\$64,800	\$75,000	\$85,000
international	210	337	\$65,000	\$75,000	\$90,000
Organization Design Areas					
book/publication/type design	109	167	\$60,000	\$70,000	\$85,000
graphic design	339	496	\$60,600	\$73,000	\$85,000
illustration	138	214	\$60,000	\$70,000	\$82,000
photography	133	198	\$60,000	\$70,000	\$85,000
multimedia/motion/video	216	334	\$60,000	\$72,800	\$82,000
interactive media	287	448	\$62,000	\$75,000	\$85,000
web design	428	635	\$62,000	\$75,000	\$90,000
web development	246	365	\$60,000	\$72,000	\$90,000
user experience/interface	386	582	\$65,000	\$75,000	\$90,000
information architecture	221	340	\$65,000	\$75,000	\$90,000
apps	285	460	\$65,000	\$75,000	\$90,000
environmental graphics	95	147	\$60,000	\$70,000	\$82,000
corporate identity	221	319	\$60,000	\$70,000	\$82,000
annual reports and corporate collateral	115	166	\$60,000	\$70,000	\$78,100
communication strategy	152	251	\$62,000	\$75,000	\$85,000
brand and packaging design	162	252	\$60,000	\$70,000	\$82,400
advertising/marketing/sales materials	227	356	\$60,000	\$70,000	\$82,000
direct mail	114	163	\$56,000	\$70,000	\$77,500
presentations	183	284	\$62,300	\$71,000	\$83,000
copywriting/technical writing	125	195	\$60,000	\$70,000	\$80,000
exhibitions/events	109	154	\$60,000	\$72,000	\$82,000
Benefits Received					
none	11	17	\$60,000	\$70,000	\$80,000
some	233	333	\$60,000	\$70,000	\$81,500
comprehensive	235	356	\$68,000	\$80,000	\$93,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Senior Designer, print AND Web/interactive

Those whose work is about equally split between print and Web/interactive mediums. A senior designer is responsible for conceptualization and design of solutions to their completion. In some firms, a senior designer directs the work of one or more junior designers. In some cases, senior designers do not manage staff but are designated "senior" because of their authority in design decision making. Areas of work may include: branding, graphics, communications, interaction, research/strategic, or environmental design for print media or digital delivery.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	813	1091	\$54,000	\$64,500	\$75,000
Region					
New England	72	100	\$60,000	\$70,000	\$76,800
Middle Atlantic	143	216	\$55,000	\$65,000	\$80,000
East North Central	125	163	\$50,000	\$56,000	\$65,000
West North Central	41	49	\$42,800	\$54,000	\$65,000
South Atlantic	129	166	\$52,000	\$60,000	\$70,000
East South Central	17	21	\$42,000	\$45,000	\$65,000
West South Central	58	72	\$50,000	\$55,000	\$65,000
Mountain	40	46	\$43,400	\$55,000	\$61,300
Pacific	188	258	\$60,000	\$72,300	\$83,000
Metro area					
Atlanta GA	20	29	\$55,500	\$60,000	\$70,000
Austin TX	12	13	\$45,000	\$50,000	\$64,500
Baltimore MD	8	8	N/A	N/A	N/A
Boston MA	51	78	\$64,500	\$71,000	\$80,500
Bridgeport CT	6	7	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	58	76	\$55,000	\$65,000	\$73,300
Cincinnati OH	10	16	\$50,700	\$55,000	\$62,400
Cleveland OH	12	18	\$53,800	\$60,000	\$65,000
Dallas TX	20	29	\$54,000	\$60,000	\$65,000
Denver CO	9	10	\$39,500	\$55,000	\$65,000
Detroit MI	4	4	N/A	N/A	N/A
Houston TX	14	16	\$50,000	\$60,000	\$66,300
Indianapolis IN	12	13	\$43,200	\$46,000	\$60,000
Kansas City MO	6	10	\$45,000	\$45,000	\$59,400
Los Angeles CA	49	63	\$57,000	\$70,000	\$80,000
Miami FL	11	13	\$55,500	\$60,000	\$63,500
Milwaukee WI	7	7	N/A	N/A	N/A
Minneapolis MN	24	28	\$46,800	\$60,000	\$65,000
Nashville TN	8	10	\$44,500	\$54,600	\$70,000
New York NY	102	159	\$61,000	\$70,000	\$80,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	20	28	\$52,300	\$65,000	\$72,800
Phoenix AZ	7	8	N/A	N/A	N/A
Pittsburgh PA	10	17	\$47,000	\$55,000	\$62,500
Portland OR	18	28	\$60,000	\$65,000	\$80,000
Providence RI	5	5	N/A	N/A	N/A
Raleigh NC	6	6	N/A	N/A	N/A
Richmond VA	5	10	\$48,500	\$50,000	\$52,000
St. Louis MO	2	2	N/A	N/A	N/A
Salt Lake City UT	7	10	\$46,000	\$57,500	\$60,000
San Diego CA	21	25	\$55,000	\$65,000	\$68,500
San Francisco CA	50	71	\$70,000	\$80,000	\$90,000
San Jose CA	10	10	\$80,000	\$88,000	\$97,000
Seattle WA	28	46	\$69,500	\$75,000	\$85,000
Washington DC	48	61	\$60,000	\$66,300	\$79,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Senior Designer, print AND Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	677	923	\$55,000	\$65,000	\$75,000
not-for-profit	105	133	\$50,100	\$60,500	\$72,000
other	28	32	\$48,400	\$65,000	\$74,300
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	167	255	\$50,000	\$60,000	\$72,000
interactive/multimedia agency	14	20	\$56,300	\$75,000	\$90,000
ad, marketing, PR agency	94	127	\$55,000	\$65,000	\$80,000
media/publishing firm	21	36	\$57,800	\$64,500	\$69,800
in-house department	437	566	\$54,000	\$65,000	\$75,000
other	80	87	\$48,500	\$58,000	\$70,000
Organization size					
1			N/A	N/A	N/A
2-9	129	157	\$50,000	\$60,000	\$69,000
10-99	212	276	\$50,000	\$60,000	\$70,000
100-999	217	282	\$54,000	\$65,000	\$80,000
1,000+	254	375	\$55,000	\$65,000	\$80,000
Client base					
local/regional only	118	141	\$47,800	\$56,000	\$68,000
national	237	307	\$52,000	\$60,000	\$72,500
international	349	516	\$55,000	\$65,000	\$80,000
Organization Design Areas					
book/publication/type design	424	596	\$54,000	\$63,300	\$72,000
graphic design	778	1033	\$53,000	\$64,000	\$75,000
illustration	339	473	\$50,000	\$60,000	\$75,000
photography	361	515	\$52,000	\$65,000	\$75,000
multimedia/motion/video	431	645	\$55,000	\$65,000	\$75,000
interactive media	412	627	\$55,000	\$65,000	\$75,000
web design	693	933	\$53,300	\$65,000	\$75,000
web development	310	447	\$52,000	\$63,000	\$75,000
user experience/interface	425	628	\$55,000	\$65,000	\$80,000
information architecture	199	340	\$55,000	\$65,000	\$79,500
apps	282	455	\$55,000	\$65,000	\$75,000
environmental graphics	306	452	\$55,000	\$64,700	\$75,000
corporate identity	610	835	\$53,000	\$63,000	\$75,000
annual reports and corporate collateral	456	612	\$55,000	\$63,000	\$75,000
communication strategy	382	563	\$55,000	\$65,000	\$75,000
brand and packaging design	477	671	\$54,000	\$65,000	\$75,000
advertising/marketing/sales materials	596	805	\$52,000	\$64,500	\$75,000
direct mail	393	515	\$50,000	\$60,000	\$74,000
presentations	520	725	\$54,800	\$64,500	\$75,000
copywriting/technical writing	270	428	\$55,000	\$65,000	\$76,700
exhibitions/events	364	532	\$55,000	\$65,000	\$75,000
Benefits Received					
none	17	18	\$44,400	\$60,000	\$76,300
some	432	542	\$50,000	\$60,000	\$72,000
comprehensive	359	524	\$55,000	\$66,200	\$79,900

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Designer, primarily print

Those for whom a majority of their work is with the print medium. A designer is responsible for creating and executing design concepts as well as maintaining visual appearance, usability and brand continuity. Areas of work may include: branding, graphics, communications, research/strategic, or environmental design primarily for print media.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	1518	2283	\$40,000	\$47,000	\$55,000
Region					
New England	97	137	\$42,300	\$47,500	\$57,000
Middle Atlantic	233	379	\$44,000	\$51,000	\$64,000
East North Central	253	379	\$37,000	\$44,000	\$50,000
West North Central	131	182	\$38,700	\$43,000	\$50,000
South Atlantic	271	380	\$40,000	\$45,700	\$55,000
East South Central	44	68	\$30,000	\$39,000	\$45,000
West South Central	89	131	\$35,000	\$41,000	\$50,000
Mountain	110	167	\$35,000	\$45,000	\$52,500
Pacific	290	460	\$45,000	\$51,100	\$62,000
Metro area					
Atlanta GA	42	67	\$42,000	\$50,000	\$55,000
Austin TX	11	15	\$38,000	\$41,000	\$53,000
Baltimore MD	28	32	\$38,000	\$42,000	\$55,000
Boston MA	55	78	\$45,000	\$50,000	\$58,500
Bridgeport CT	9	9	N/A	N/A	N/A
Charlotte NC	14	23	\$42,000	\$48,900	\$57,000
Chicago IL	92	125	\$40,000	\$50,000	\$60,000
Cincinnati OH	15	26	\$36,500	\$39,500	\$50,000
Cleveland OH	20	28	\$40,000	\$42,000	\$45,000
Dallas TX	30	41	\$38,000	\$42,000	\$48,000
Denver CO	26	40	\$39,800	\$46,000	\$59,300
Detroit MI	24	36	\$32,000	\$42,000	\$50,000
Houston TX	25	39	\$40,000	\$50,000	\$55,000
Indianapolis IN	23	42	\$34,800	\$40,000	\$45,000
Kansas City MO	9	11	\$27,000	\$40,000	\$55,000
Los Angeles CA	85	133	\$47,800	\$55,000	\$63,500
Miami FL	13	20	\$37,300	\$45,000	\$50,000
Milwaukee WI	12	20	\$34,000	\$43,000	\$45,000
Minneapolis MN	69	94	\$42,000	\$50,000	\$55,000
Nashville TN	19	35	\$30,000	\$44,000	\$45,000
New York NY	161	277	\$45,500	\$55,000	\$65,000
Orlando FL	8	15	\$32,000	\$37,000	\$40,000
Philadelphia PA	33	55	\$41,600	\$46,500	\$55,000
Phoenix AZ	23	46	\$42,000	\$50,000	\$55,000
Pittsburgh PA	13	15	\$35,000	\$40,000	\$44,000
Portland OR	32	53	\$42,000	\$46,000	\$57,600
Providence RI	11	24	\$45,000	\$47,500	\$55,000
Raleigh NC	9	14	\$37,800	\$39,300	\$46,500
Richmond VA	12	12	\$35,800	\$45,000	\$57,800
St. Louis MO	8	11	\$40,000	\$42,500	\$50,000
Salt Lake City UT	13	15	\$30,000	\$35,000	\$47,000
San Diego CA	46	58	\$41,800	\$47,500	\$55,000
San Francisco CA	56	94	\$50,000	\$60,000	\$65,500
San Jose CA	3	4	N/A	N/A	N/A
Seattle WA	34	76	\$45,000	\$55,000	\$61,500
Washington DC	72	97	\$45,000	\$50,000	\$60,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Designer, primarily print

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	1202	1871	\$40,000	\$47,000	\$55,000
not-for-profit	255	334	\$40,000	\$46,000	\$55,000
other	54	68	\$37,400	\$46,000	\$60,000
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	191	281	\$40,000	\$45,000	\$55,000
interactive/multimedia agency	2	2	N/A	N/A	N/A
ad, marketing, PR agency	134	215	\$35,000	\$45,000	\$60,000
media/publishing firm	82	128	\$35,000	\$45,000	\$50,000
in-house department	960	1454	\$40,000	\$48,000	\$56,500
other	146	200	\$38,000	\$45,000	\$57,200
Organization size					
1			N/A	N/A	N/A
2-9	167	190	\$34,100	\$40,000	\$50,000
10-99	382	540	\$36,600	\$42,000	\$50,000
100-999	442	688	\$40,000	\$48,000	\$58,000
1,000+	521	858	\$43,900	\$50,000	\$60,000
Client base					
local/regional only	299	399	\$35,400	\$43,000	\$50,000
national	377	552	\$40,000	\$45,000	\$55,000
international	546	910	\$40,000	\$50,000	\$60,000
Organization Design Areas					
book/publication/type design	757	1143	\$40,000	\$45,000	\$55,000
graphic design	1392	2070	\$40,000	\$46,300	\$55,000
illustration	533	884	\$40,000	\$48,000	\$55,000
photography	620	1013	\$40,000	\$48,000	\$56,000
multimedia/motion/video	447	762	\$40,000	\$48,000	\$55,000
interactive media	311	542	\$41,000	\$50,000	\$60,000
web design	621	996	\$40,000	\$48,000	\$55,000
web development	230	393	\$40,000	\$48,000	\$60,000
user experience/interface	252	457	\$40,000	\$50,000	\$60,000
information architecture	134	233	\$44,000	\$50,000	\$60,000
apps	242	404	\$40,000	\$48,000	\$55,000
environmental graphics	517	795	\$40,000	\$48,000	\$55,000
corporate identity	886	1354	\$40,000	\$46,900	\$55,000
annual reports and corporate collateral	669	1032	\$40,000	\$46,400	\$55,000
communication strategy	518	808	\$40,000	\$48,000	\$55,000
brand and packaging design	837	1334	\$40,000	\$48,000	\$55,000
advertising/marketing/sales materials	1028	1551	\$40,000	\$45,400	\$55,000
direct mail	722	1096	\$40,000	\$45,000	\$55,000
presentations	752	1205	\$40,000	\$48,000	\$57,000
copywriting/technical writing	353	624	\$40,000	\$50,000	\$55,000
exhibitions/events	547	880	\$40,000	\$48,000	\$58,000
Benefits Received					
none	21	25	\$35,000	\$45,000	\$59,000
some	868	1238	\$37,500	\$45,000	\$53,100
comprehensive	625	1015	\$44,000	\$50,000	\$60,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Designer, primarily Web/interactive

Those for whom a majority of their work is with Web/interactive mediums. A designer is responsible for creating and executing design concepts as well as maintaining visual appearance, usability and brand continuity. Areas of work include digital, interaction and motion design.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	603	943	\$45,000	\$55,000	\$70,000
Region					
New England	44	74	\$50,000	\$60,000	\$65,000
Middle Atlantic	127	190	\$50,000	\$60,000	\$75,000
East North Central	76	110	\$43,100	\$50,000	\$54,300
West North Central	28	41	\$41,100	\$50,000	\$62,000
South Atlantic	86	123	\$45,000	\$54,000	\$65,000
East South Central	8	12	\$39,400	\$45,000	\$45,800
West South Central	46	78	\$40,000	\$50,000	\$57,800
Mountain	26	44	\$45,000	\$51,000	\$65,000
Pacific	162	271	\$50,000	\$65,000	\$79,000
Metro area					
Atlanta GA	16	27	\$55,000	\$63,000	\$70,000
Austin TX	26	52	\$43,500	\$51,000	\$60,000
Baltimore MD	4	4	N/A	N/A	N/A
Boston MA	27	44	\$60,000	\$61,000	\$65,000
Bridgeport CT	2	3	N/A	N/A	N/A
Charlotte NC	4	8	N/A	N/A	N/A
Chicago IL	30	43	\$45,000	\$50,000	\$60,000
Cincinnati OH	6	10	\$45,600	\$50,000	\$50,000
Cleveland OH	4	5	N/A	N/A	N/A
Dallas TX	8	12	\$35,000	\$48,500	\$58,800
Denver CO	5	9	N/A	N/A	N/A
Detroit MI	4	8	N/A	N/A	N/A
Houston TX	9	11	\$40,000	\$45,000	\$54,000
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	4	4	N/A	N/A	N/A
Los Angeles CA	44	87	\$50,000	\$70,000	\$80,000
Miami FL	5	8	N/A	N/A	N/A
Milwaukee WI	8	9	N/A	N/A	N/A
Minneapolis MN	12	20	\$50,000	\$60,000	\$83,500
Nashville TN			N/A	N/A	N/A
New York NY	94	144	\$50,300	\$65,000	\$80,000
Orlando FL	6	11	\$35,000	\$38,000	\$40,000
Philadelphia PA	16	27	\$50,000	\$55,000	\$60,000
Phoenix AZ	6	8	N/A	N/A	N/A
Pittsburgh PA	6	7	N/A	N/A	N/A
Portland OR	8	10	\$39,500	\$55,000	\$66,300
Providence RI	4	4	N/A	N/A	N/A
Raleigh NC	4	5	N/A	N/A	N/A
Richmond VA	4	7	N/A	N/A	N/A
St. Louis MO	3	5	N/A	N/A	N/A
Salt Lake City UT	2	2	N/A	N/A	N/A
San Diego CA	17	23	\$50,000	\$65,000	\$75,000
San Francisco CA	46	71	\$60,000	\$72,000	\$80,000
San Jose CA	7	15	\$80,000	\$84,000	\$90,000
Seattle WA	36	58	\$50,000	\$58,000	\$65,000
Washington DC	27	33	\$48,000	\$55,000	\$72,500

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Designer, primarily Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	535	854	\$46,000	\$55,000	\$70,000
not-for-profit	48	64	\$45,000	\$53,000	\$70,000
other	16	21	\$43,000	\$52,000	\$80,000
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	51	61	\$40,000	\$50,000	\$70,000
interactive/multimedia agency	67	127	\$48,000	\$54,000	\$65,000
ad, marketing, PR agency	79	113	\$43,000	\$55,000	\$60,000
media/publishing firm	14	20	\$45,000	\$52,000	\$65,000
in-house department	283	470	\$50,000	\$60,000	\$75,000
other	107	147	\$41,100	\$50,000	\$63,000
Organization size					
1			N/A	N/A	N/A
2-9	55	66	\$36,000	\$46,300	\$50,500
10-99	178	260	\$43,500	\$50,000	\$64,000
100-999	188	315	\$47,500	\$57,000	\$70,000
1,000+	177	297	\$50,000	\$62,000	\$75,000
Client base					
local/regional only	72	102	\$41,500	\$53,000	\$65,000
national	173	260	\$45,000	\$55,000	\$70,000
international	236	385	\$45,000	\$55,000	\$65,000
Organization Design Areas					
book/publication/type design	137	212	\$45,000	\$60,000	\$70,000
graphic design	445	660	\$45,000	\$55,000	\$66,500
illustration	163	260	\$45,000	\$55,000	\$65,000
photography	179	287	\$45,000	\$55,000	\$65,000
multimedia/motion/video	267	460	\$48,000	\$58,500	\$70,000
interactive media	315	542	\$49,900	\$57,000	\$70,000
web design	526	824	\$45,000	\$55,000	\$70,000
web development	276	478	\$45,000	\$55,000	\$70,000
user experience/interface	435	714	\$48,000	\$60,000	\$70,000
information architecture	215	379	\$50,000	\$60,000	\$75,000
apps	301	518	\$50,000	\$60,000	\$75,000
environmental graphics	97	150	\$49,500	\$60,000	\$70,000
corporate identity	252	382	\$45,000	\$55,000	\$65,500
annual reports and corporate collateral	133	186	\$45,000	\$54,000	\$65,500
communication strategy	158	257	\$50,000	\$60,000	\$70,000
brand and packaging design	204	316	\$45,000	\$55,000	\$65,000
advertising/marketing/sales materials	318	497	\$45,000	\$55,000	\$67,000
direct mail	162	232	\$45,000	\$54,000	\$65,000
presentations	220	340	\$45,000	\$55,000	\$65,000
copywriting/technical writing	153	264	\$50,000	\$60,000	\$70,000
exhibitions/events	135	209	\$46,300	\$55,000	\$70,000
Benefits Received					
none	14	15	\$32,000	\$50,000	\$60,000
some	335	485	\$45,000	\$50,000	\$65,000
comprehensive	248	433	\$50,000	\$60,000	\$75,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Designer, print AND Web/interactive

Those whose work is about equally split between print and Web/interactive mediums. A designer is responsible for creating and executing design concepts as well as maintaining visual appearance, usability and brand continuity.

Areas of work may include: branding, graphics, communications, interaction, research/strategic, or environmental design for print media or digital delivery.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	929	1295	\$40,000	\$48,000	\$57,000
Region					
New England	43	65	\$45,000	\$50,000	\$60,000
Middle Atlantic	174	249	\$42,500	\$50,000	\$60,000
East North Central	150	205	\$36,300	\$42,500	\$50,000
West North Central	81	102	\$35,000	\$40,000	\$50,000
South Atlantic	153	209	\$40,000	\$46,000	\$55,000
East South Central	22	29	\$36,000	\$45,000	\$46,000
West South Central	62	90	\$36,300	\$40,000	\$50,000
Mountain	47	58	\$37,000	\$43,000	\$46,200
Pacific	197	288	\$45,000	\$55,000	\$65,000
Metro area					
Atlanta GA	24	36	\$40,300	\$47,500	\$69,000
Austin TX	19	22	\$40,000	\$45,500	\$50,500
Baltimore MD	11	12	\$36,300	\$43,000	\$51,800
Boston MA	30	45	\$46,000	\$53,000	\$61,000
Bridgeport CT	2	5	N/A	N/A	N/A
Charlotte NC	5	6	N/A	N/A	N/A
Chicago IL	61	86	\$40,000	\$46,000	\$55,000
Cincinnati OH	7	10	\$34,000	\$46,500	\$49,500
Cleveland OH	6	6	N/A	N/A	N/A
Dallas TX	12	19	\$40,000	\$40,000	\$45,000
Denver CO	11	15	\$40,000	\$45,000	\$55,000
Detroit MI	6	11	\$40,000	\$50,000	\$50,000
Houston TX	16	21	\$40,000	\$48,000	\$57,500
Indianapolis IN	9	12	\$33,000	\$33,500	\$40,000
Kansas City MO	13	18	\$38,400	\$39,500	\$48,000
Los Angeles CA	59	78	\$45,000	\$50,000	\$63,100
Miami FL	10	15	\$35,000	\$45,000	\$50,000
Milwaukee WI	9	13	\$34,500	\$49,000	\$65,000
Minneapolis MN	40	51	\$40,000	\$46,000	\$50,000
Nashville TN	9	11	\$41,000	\$45,000	\$50,000
New York NY	128	189	\$45,000	\$50,000	\$60,000
Orlando FL	4	4	N/A	N/A	N/A
Philadelphia PA	13	16	\$45,400	\$50,000	\$57,600
Phoenix AZ	8	8	N/A	N/A	N/A
Pittsburgh PA	14	25	\$36,000	\$45,000	\$48,000
Portland OR	17	30	\$45,000	\$50,000	\$65,000
Providence RI	4	7	N/A	N/A	N/A
Raleigh NC	7	7	N/A	N/A	N/A
Richmond VA	5	6	N/A	N/A	N/A
St. Louis MO	6	10	\$25,000	\$25,800	\$36,800
Salt Lake City UT	10	12	\$37,000	\$40,000	\$44,500
San Diego CA	19	23	\$42,000	\$48,500	\$60,000
San Francisco CA	44	68	\$55,000	\$65,000	\$80,000
San Jose CA	10	16	\$51,800	\$75,000	\$90,000
Seattle WA	26	47	\$50,000	\$55,000	\$65,000
Washington DC	52	70	\$45,000	\$50,000	\$57,300

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Designer, print AND Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	754	1078	\$40,000	\$48,000	\$57,000
not-for-profit	138	164	\$40,000	\$45,000	\$52,800
other	30	44	\$37,300	\$50,000	\$75,500
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	183	281	\$40,000	\$45,000	\$55,000
interactive/multimedia agency	18	33	\$39,500	\$50,000	\$70,000
ad, marketing, PR agency	143	204	\$40,000	\$50,000	\$60,000
media/publishing firm	21	31	\$40,000	\$45,000	\$50,000
in-house department	460	621	\$40,000	\$50,000	\$57,800
other	103	124	\$35,000	\$45,000	\$50,000
Organization size					
1			N/A	N/A	N/A
2-9	149	183	\$36,000	\$41,200	\$48,000
10-99	293	403	\$40,000	\$45,000	\$54,100
100-999	254	356	\$40,000	\$50,000	\$60,000
1,000+	230	350	\$43,900	\$50,000	\$62,000
Client base					
local/regional only	159	209	\$36,000	\$45,000	\$50,000
national	278	386	\$39,900	\$45,000	\$57,300
international	359	535	\$42,000	\$50,000	\$60,000
Organization Design Areas					
book/publication/type design	452	652	\$40,000	\$47,000	\$55,000
graphic design	895	1242	\$40,000	\$47,500	\$56,000
illustration	365	548	\$40,000	\$47,500	\$55,000
photography	408	598	\$40,000	\$45,000	\$55,000
multimedia/motion/video	473	717	\$40,000	\$48,000	\$58,500
interactive media	424	644	\$40,000	\$48,600	\$60,000
web design	769	1080	\$40,000	\$48,000	\$56,900
web development	342	555	\$40,000	\$47,500	\$58,600
user experience/interface	441	659	\$40,000	\$48,000	\$60,000
information architecture	224	368	\$44,100	\$50,000	\$65,000
apps	297	459	\$42,000	\$50,000	\$60,000
environmental graphics	338	504	\$40,000	\$47,800	\$58,000
corporate identity	646	937	\$40,000	\$47,500	\$56,300
annual reports and corporate collateral	491	688	\$40,000	\$47,500	\$55,000
communication strategy	406	607	\$40,000	\$47,000	\$55,000
brand and packaging design	521	751	\$40,000	\$47,500	\$56,000
advertising/marketing/sales materials	721	1003	\$40,000	\$47,000	\$55,000
direct mail	488	686	\$39,700	\$45,000	\$55,000
presentations	559	817	\$40,000	\$48,000	\$59,000
copywriting/technical writing	312	516	\$40,000	\$50,000	\$60,000
exhibitions/events	363	553	\$40,000	\$50,000	\$60,000
Benefits Received					
none	23	33	\$36,000	\$55,000	\$70,000
some	543	725	\$38,000	\$45,000	\$52,000
comprehensive	359	532	\$43,000	\$50,000	\$60,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Junior Designer, primarily print

Those for whom a majority of their work is with the print medium. A designer up to three years out of school who needs supervision in all aspects of design conception and implementation. Areas of work may include: branding, graphics, communications, research/strategic, or environmental design primarily for print media.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	638	895	\$32,000	\$38,000	\$45,000
Region					
New England	56	77	\$36,900	\$40,000	\$47,500
Middle Atlantic	124	174	\$34,800	\$40,000	\$45,100
East North Central	97	136	\$30,000	\$35,000	\$40,000
West North Central	48	60	\$30,000	\$35,000	\$40,800
South Atlantic	101	153	\$30,000	\$35,000	\$41,500
East South Central	12	20	\$30,000	\$35,500	\$47,500
West South Central	35	41	\$32,000	\$35,000	\$40,000
Mountain	44	68	\$30,000	\$35,000	\$40,000
Pacific	121	166	\$38,000	\$44,500	\$50,000
Metro area					
Atlanta GA	14	25	\$35,000	\$40,000	\$57,500
Austin TX	11	12	\$32,000	\$35,500	\$37,000
Baltimore MD	13	19	\$28,000	\$36,000	\$40,000
Boston MA	41	59	\$37,000	\$40,000	\$45,500
Bridgeport CT	6	6	N/A	N/A	N/A
Charlotte NC	4	9	N/A	N/A	N/A
Chicago IL	39	52	\$35,000	\$35,000	\$41,500
Cincinnati OH	7	11	\$32,000	\$35,000	\$35,000
Cleveland OH	4	5	N/A	N/A	N/A
Dallas TX	11	13	\$35,000	\$38,000	\$47,500
Denver CO	13	25	\$39,500	\$40,000	\$47,500
Detroit MI	8	8	N/A	N/A	N/A
Houston TX	8	11	\$32,000	\$32,500	\$40,000
Indianapolis IN	5	10	\$28,800	\$30,000	\$30,500
Kansas City MO	7	8	N/A	N/A	N/A
Los Angeles CA	39	57	\$40,000	\$40,000	\$50,000
Miami FL	7	12	\$20,000	\$30,000	\$40,000
Milwaukee WI	6	7	N/A	N/A	N/A
Minneapolis MN	27	35	\$30,000	\$34,000	\$49,000
Nashville TN	8	16	\$30,000	\$36,000	\$50,000
New York NY	94	135	\$38,000	\$44,000	\$50,000
Orlando FL	1	2	N/A	N/A	N/A
Philadelphia PA	13	17	\$30,000	\$35,000	\$50,000
Phoenix AZ	7	7	N/A	N/A	N/A
Pittsburgh PA	7	8	N/A	N/A	N/A
Portland OR	17	20	\$35,300	\$39,800	\$49,600
Providence RI	4	6	N/A	N/A	N/A
Raleigh NC	4	10	N/A	N/A	N/A
Richmond VA	2	4	N/A	N/A	N/A
St. Louis MO	4	7	N/A	N/A	N/A
Salt Lake City UT	5	11	\$28,500	\$28,500	\$30,000
San Diego CA	8	11	\$25,000	\$30,000	\$45,000
San Francisco CA	31	44	\$40,000	\$50,000	\$55,000
San Jose CA	4	6	N/A	N/A	N/A
Seattle WA	15	19	\$40,000	\$45,000	\$50,000
Washington DC	25	29	\$35,000	\$40,000	\$49,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Junior Designer, primarily print

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	526	738	\$32,000	\$38,000	\$45,000
not-for-profit	89	108	\$32,000	\$40,000	\$45,000
other	19	45	\$25,000	\$39,000	\$45,500
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	103	149	\$34,000	\$37,000	\$45,000
interactive/multimedia agency	3	3	N/A	N/A	N/A
ad, marketing, PR agency	83	118	\$32,000	\$40,000	\$45,000
media/publishing firm	31	44	\$33,000	\$38,000	\$44,500
in-house department	349	478	\$31,200	\$38,500	\$48,500
other	69	103	\$30,000	\$38,000	\$43,000
Organization size					
1			N/A	N/A	N/A
2-9	83	99	\$25,000	\$30,000	\$36,000
10-99	171	237	\$30,000	\$36,000	\$40,000
100-999	193	288	\$35,000	\$40,000	\$45,800
1,000+	190	270	\$35,000	\$40,000	\$50,000
Client base					
local/regional only	122	164	\$27,000	\$35,000	\$41,900
national	168	225	\$32,000	\$37,000	\$45,000
international	247	377	\$35,000	\$40,000	\$46,400
Organization Design Areas					
book/publication/type design	329	470	\$30,000	\$36,900	\$45,000
graphic design	581	815	\$31,500	\$38,000	\$45,000
illustration	223	342	\$30,000	\$40,000	\$45,300
photography	268	395	\$30,000	\$38,000	\$49,000
multimedia/motion/video	201	317	\$32,000	\$40,000	\$50,000
interactive media	164	241	\$32,500	\$40,000	\$50,000
web design	310	439	\$31,500	\$38,500	\$45,000
web development	118	161	\$32,000	\$38,000	\$50,000
user experience/interface	145	211	\$32,000	\$40,000	\$45,500
information architecture	86	114	\$30,000	\$36,600	\$45,000
apps	114	175	\$35,000	\$40,000	\$50,000
environmental graphics	240	344	\$32,000	\$40,000	\$45,000
corporate identity	390	551	\$32,000	\$38,000	\$45,000
annual reports and corporate collateral	289	394	\$32,000	\$40,000	\$45,000
communication strategy	249	348	\$32,000	\$40,000	\$45,000
brand and packaging design	388	553	\$31,800	\$38,000	\$45,000
advertising/marketing/sales materials	448	620	\$31,600	\$38,000	\$45,000
direct mail	299	418	\$30,000	\$38,000	\$46,000
presentations	318	464	\$30,300	\$39,000	\$45,000
copywriting/technical writing	183	265	\$30,000	\$38,000	\$45,000
exhibitions/events	239	346	\$32,000	\$40,000	\$45,000
Benefits Received					
none	25	34	\$26,900	\$30,800	\$48,400
some	370	509	\$30,000	\$37,000	\$43,000
comprehensive	240	349	\$35,000	\$40,000	\$50,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Junior Designer, primarily Web/interactive

Those for whom a majority of their work is with Web/interactive mediums. A designer up to three years out of school who needs supervision in all aspects of design conception and implementation. Areas of work include digital, interaction and motion design.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	205	310	\$35,800	\$45,000	\$50,300
Region					
New England	25	38	\$39,800	\$47,500	\$50,000
Middle Atlantic	43	66	\$41,500	\$50,000	\$56,300
East North Central	15	16	\$31,000	\$37,500	\$45,000
West North Central	9	10	\$30,000	\$34,400	\$40,000
South Atlantic	32	53	\$37,200	\$45,000	\$50,000
East South Central	4	16	N/A	N/A	N/A
West South Central	20	28	\$34,300	\$38,000	\$40,000
Mountain	7	8	N/A	N/A	N/A
Pacific	50	75	\$43,000	\$50,000	\$55,000
Metro area					
Atlanta GA	5	9	N/A	N/A	N/A
Austin TX	9	15	\$36,300	\$40,000	\$42,000
Baltimore MD	4	6	N/A	N/A	N/A
Boston MA	16	28	\$40,000	\$50,000	\$52,300
Bridgeport CT	3	4	N/A	N/A	N/A
Charlotte NC	4	9	N/A	N/A	N/A
Chicago IL	6	6	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	3	3	N/A	N/A	N/A
Denver CO	2	2	N/A	N/A	N/A
Detroit MI	3	3	N/A	N/A	N/A
Houston TX	6	8	N/A	N/A	N/A
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	13	23	\$35,000	\$50,000	\$60,000
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI	1	1	N/A	N/A	N/A
Minneapolis MN	3	3	N/A	N/A	N/A
Nashville TN	1	5	N/A	N/A	N/A
New York NY	38	59	\$45,000	\$50,000	\$60,000
Orlando FL	1	5	N/A	N/A	N/A
Philadelphia PA	1	1	N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	2	3	N/A	N/A	N/A
Portland OR	3	3	N/A	N/A	N/A
Providence RI	1	1	N/A	N/A	N/A
Raleigh NC	3	7	N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT	1	2	N/A	N/A	N/A
San Diego CA	1	1	N/A	N/A	N/A
San Francisco CA	21	29	\$46,500	\$51,000	\$57,500
San Jose CA	5	5	N/A	N/A	N/A
Seattle WA	6	13	\$43,000	\$50,000	\$55,000
Washington DC	9	11	\$40,000	\$48,000	\$52,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Junior Designer, primarily Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	189	286	\$36,300	\$45,000	\$55,000
not-for-profit	15	23	\$30,000	\$40,000	\$50,000
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	24	29	\$40,000	\$45,000	\$47,300
interactive/multimedia agency	19	33	\$40,000	\$50,000	\$53,500
ad, marketing, PR agency	28	43	\$31,500	\$40,000	\$50,000
media/publishing firm	6	10	\$47,500	\$50,000	\$51,600
in-house department	91	148	\$36,000	\$50,000	\$60,000
other	37	47	\$33,800	\$40,000	\$50,000
Organization size					
1			N/A	N/A	N/A
2-9	18	18	\$29,700	\$37,000	\$45,000
10-99	63	88	\$35,000	\$40,000	\$48,000
100-999	67	100	\$35,000	\$45,000	\$50,000
1,000+	56	103	\$43,000	\$50,000	\$60,000
Client base					
local/regional only	16	22	\$28,600	\$38,200	\$48,800
national	59	81	\$32,800	\$40,000	\$49,500
international	95	154	\$40,000	\$50,000	\$50,000
Organization Design Areas					
book/publication/type design	47	78	\$35,800	\$45,000	\$50,000
graphic design	150	231	\$36,000	\$45,000	\$50,000
illustration	55	88	\$35,000	\$45,000	\$50,000
photography	52	85	\$38,000	\$45,000	\$50,000
multimedia/motion/video	88	146	\$39,600	\$45,000	\$50,000
interactive media	108	185	\$40,000	\$50,000	\$55,000
web design	171	258	\$36,300	\$45,000	\$51,300
web development	83	139	\$36,400	\$45,000	\$55,000
user experience/interface	146	231	\$40,000	\$50,000	\$55,000
information architecture	81	130	\$40,000	\$50,000	\$55,000
apps	101	160	\$38,000	\$50,000	\$55,000
environmental graphics	34	64	\$40,000	\$45,000	\$50,000
corporate identity	77	119	\$35,000	\$42,000	\$50,000
annual reports and corporate collateral	45	62	\$35,800	\$43,500	\$50,000
communication strategy	61	97	\$40,000	\$45,000	\$50,000
brand and packaging design	64	110	\$35,000	\$45,000	\$50,000
advertising/marketing/sales materials	106	160	\$35,300	\$44,000	\$50,000
direct mail	38	53	\$35,000	\$40,000	\$50,000
presentations	80	128	\$35,300	\$45,000	\$50,000
copywriting/technical writing	54	83	\$40,000	\$45,000	\$50,000
exhibitions/events	43	76	\$38,000	\$45,000	\$50,000
Benefits Received					
none	8	9	N/A	N/A	N/A
some	100	145	\$35,000	\$42,000	\$50,000
comprehensive	95	153	\$40,000	\$50,000	\$55,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Junior Designer, print AND Web/interactive

Those whose work is about equally split between print and Web/interactive mediums. A designer up to three years out of school who needs supervision in all aspects of design conception and implementation. Areas of work may include: branding, graphics, communications, interaction, research/strategic, or environmental design for print media or digital delivery.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	369	479	\$33,400	\$40,000	\$46,000
Region					
New England	22	25	\$35,000	\$41,000	\$52,600
Middle Atlantic	86	107	\$35,000	\$40,000	\$47,500
East North Central	50	61	\$32,500	\$35,000	\$40,000
West North Central	27	35	\$31,000	\$35,000	\$45,000
South Atlantic	47	56	\$35,000	\$42,000	\$50,000
East South Central	12	14	\$27,300	\$32,000	\$32,500
West South Central	27	31	\$33,500	\$35,000	\$37,000
Mountain	17	27	\$30,000	\$40,000	\$45,000
Pacific	81	123	\$36,400	\$45,000	\$50,000
Metro area					
Atlanta GA	6	11	\$38,800	\$50,000	\$65,000
Austin TX	10	11	\$33,500	\$35,000	\$37,000
Baltimore MD	6	6	N/A	N/A	N/A
Boston MA	16	19	\$35,500	\$42,000	\$52,000
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	22	27	\$34,500	\$35,000	\$45,000
Cincinnati OH	3	3	N/A	N/A	N/A
Cleveland OH	3	3	N/A	N/A	N/A
Dallas TX	7	9	N/A	N/A	N/A
Denver CO	3	5	N/A	N/A	N/A
Detroit MI	2	4	N/A	N/A	N/A
Houston TX	5	5	N/A	N/A	N/A
Indianapolis IN	5	5	N/A	N/A	N/A
Kansas City MO	8	9	N/A	N/A	N/A
Los Angeles CA	20	29	\$35,500	\$43,000	\$60,000
Miami FL	3	4	N/A	N/A	N/A
Milwaukee WI	5	9	N/A	N/A	N/A
Minneapolis MN	9	11	\$35,000	\$40,000	\$46,000
Nashville TN	6	8	N/A	N/A	N/A
New York NY	68	87	\$35,000	\$40,000	\$50,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	5	5	N/A	N/A	N/A
Phoenix AZ	5	6	N/A	N/A	N/A
Pittsburgh PA	8	10	\$29,500	\$30,000	\$45,000
Portland OR	9	18	\$36,600	\$47,500	\$52,500
Providence RI	2	2	N/A	N/A	N/A
Raleigh NC	2	2	N/A	N/A	N/A
Richmond VA	2	2	N/A	N/A	N/A
St. Louis MO	4	5	N/A	N/A	N/A
Salt Lake City UT	3	6	N/A	N/A	N/A
San Diego CA	9	12	\$37,000	\$40,900	\$45,300
San Francisco CA	16	20	\$30,000	\$38,300	\$50,000
San Jose CA	5	9	N/A	N/A	N/A
Seattle WA	17	29	\$39,000	\$50,000	\$50,000
Washington DC	16	19	\$35,000	\$42,000	\$50,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Junior Designer, print AND Web/interactive

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	328	428	\$33,600	\$40,000	\$47,500
not-for-profit	34	41	\$29,000	\$38,000	\$44,000
other	6	9	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	84	109	\$32,000	\$35,000	\$43,500
interactive/multimedia agency	7	10	\$33,800	\$40,000	\$50,000
ad, marketing, PR agency	75	104	\$35,000	\$40,000	\$50,000
media/publishing firm	9	10	\$32,300	\$37,500	\$40,800
in-house department	156	201	\$35,000	\$43,000	\$50,000
other	38	45	\$30,000	\$36,000	\$45,000
Organization size					
1			N/A	N/A	N/A
2-9	66	76	\$30,200	\$35,000	\$40,000
10-99	132	158	\$32,000	\$35,000	\$40,500
100-999	89	116	\$32,600	\$40,000	\$50,000
1,000+	79	126	\$40,000	\$45,000	\$50,000
Client base					
local/regional only	59	71	\$30,000	\$35,000	\$40,000
national	107	126	\$32,000	\$36,000	\$46,000
international	174	248	\$35,000	\$40,000	\$50,000
Organization Design Areas					
book/publication/type design	174	234	\$32,900	\$40,000	\$50,000
graphic design	344	446	\$33,200	\$40,000	\$47,000
illustration	155	204	\$32,000	\$40,000	\$45,800
photography	154	211	\$33,500	\$40,000	\$48,000
multimedia/motion/video	194	273	\$33,800	\$40,000	\$50,000
interactive media	186	267	\$35,000	\$40,000	\$48,000
web design	299	396	\$33,100	\$40,000	\$46,000
web development	142	206	\$32,900	\$40,000	\$50,000
user experience/interface	186	274	\$35,000	\$40,000	\$48,500
information architecture	111	169	\$35,000	\$41,000	\$50,000
apps	133	198	\$35,000	\$43,000	\$50,000
environmental graphics	134	184	\$32,500	\$40,000	\$50,000
corporate identity	258	349	\$33,000	\$40,000	\$45,800
annual reports and corporate collateral	179	227	\$35,000	\$40,000	\$50,000
communication strategy	179	241	\$35,000	\$40,000	\$48,000
brand and packaging design	201	268	\$32,500	\$37,300	\$45,900
advertising/marketing/sales materials	278	360	\$34,600	\$40,000	\$46,000
direct mail	170	216	\$32,100	\$38,000	\$45,200
presentations	222	304	\$35,000	\$40,000	\$50,000
copywriting/technical writing	132	191	\$35,000	\$40,000	\$50,000
exhibitions/events	147	201	\$35,000	\$42,000	\$50,000
Benefits Received					
none	19	28	\$30,200	\$42,500	\$45,200
some	210	258	\$32,000	\$35,000	\$45,000
comprehensive	136	189	\$36,000	\$45,000	\$50,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Writer/Copywriter

A writer responsible for writing, editing and proofing message and story copy for print or interactive projects. Writers may also be responsible for strategic and conceptual development of messages and stories.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	640	1044	\$45,000	\$60,000	\$75,000
Region					
New England	35	61	\$57,500	\$70,000	\$80,000
Middle Atlantic	94	164	\$55,000	\$70,000	\$80,000
East North Central	102	167	\$45,000	\$55,000	\$70,000
West North Central	50	80	\$40,000	\$50,000	\$70,000
South Atlantic	112	174	\$45,000	\$55,000	\$70,000
East South Central	12	16	\$35,000	\$50,000	\$60,000
West South Central	57	93	\$41,300	\$50,000	\$60,000
Mountain	35	64	\$41,000	\$46,300	\$67,300
Pacific	143	225	\$55,000	\$65,000	\$79,000
Metro area					
Atlanta GA	20	38	\$50,000	\$54,500	\$65,000
Austin TX	18	35	\$42,500	\$50,000	\$60,000
Baltimore MD	7	13	\$45,000	\$59,000	\$61,200
Boston MA	24	46	\$63,800	\$70,000	\$80,000
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC	5	11	\$65,000	\$78,000	\$80,000
Chicago IL	48	79	\$45,000	\$65,000	\$80,000
Cincinnati OH	1	1	N/A	N/A	N/A
Cleveland OH	6	11	\$40,000	\$45,000	\$60,000
Dallas TX	13	18	\$29,800	\$50,000	\$65,800
Denver CO	10	23	\$45,000	\$50,000	\$70,000
Detroit MI	13	23	\$45,000	\$50,000	\$60,000
Houston TX	15	24	\$45,000	\$57,000	\$60,000
Indianapolis IN	5	7	N/A	N/A	N/A
Kansas City MO	3	7	N/A	N/A	N/A
Los Angeles CA	44	74	\$55,000	\$65,000	\$80,500
Miami FL	9	14	\$43,800	\$45,000	\$66,300
Milwaukee WI	3	8	N/A	N/A	N/A
Minneapolis MN	23	35	\$50,000	\$60,000	\$80,000
Nashville TN	3	7	N/A	N/A	N/A
New York NY	58	99	\$60,000	\$75,000	\$85,000
Orlando FL	6	7	N/A	N/A	N/A
Philadelphia PA	17	36	\$60,000	\$79,300	\$82,300
Phoenix AZ	7	11	\$45,000	\$55,000	\$55,000
Pittsburgh PA	11	16	\$35,300	\$47,500	\$62,500
Portland OR	14	16	\$50,000	\$65,000	\$72,300
Providence RI	3	7	N/A	N/A	N/A
Raleigh NC	4	4	N/A	N/A	N/A
Richmond VA	8	9	N/A	N/A	N/A
St. Louis MO	2	3	N/A	N/A	N/A
Salt Lake City UT	1	3	N/A	N/A	N/A
San Diego CA	13	20	\$46,400	\$65,000	\$69,800
San Francisco CA	38	62	\$63,800	\$75,000	\$90,000
San Jose CA	4	4	N/A	N/A	N/A
Seattle WA	22	41	\$45,500	\$65,000	\$72,000
Washington DC	27	38	\$48,000	\$52,500	\$70,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Writer/Copywriter

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	555	913	\$47,000	\$60,000	\$75,000
not-for-profit	69	105	\$45,000	\$50,000	\$61,900
other	13	22	\$37,900	\$53,500	\$72,000
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	83	111	\$40,000	\$60,000	\$75,000
interactive/multimedia agency	18	29	\$50,000	\$55,000	\$80,000
ad, marketing, PR agency	178	315	\$50,000	\$65,000	\$80,000
media/publishing firm	11	19	\$30,000	\$38,000	\$45,000
in-house department	284	475	\$47,000	\$60,000	\$70,000
other	66	95	\$37,400	\$50,000	\$63,000
Organization size					
1			N/A	N/A	N/A
2-9	80	87	\$36,000	\$45,000	\$65,000
10-99	207	333	\$40,000	\$55,000	\$70,000
100-999	197	346	\$50,000	\$65,000	\$75,000
1,000+	153	274	\$50,000	\$60,000	\$75,000
Client base					
local/regional only	109	151	\$40,000	\$50,000	\$65,000
national	203	325	\$45,000	\$60,000	\$75,000
international	249	435	\$50,000	\$60,000	\$78,000
Organization Design Areas					
book/publication/type design	282	453	\$45,000	\$55,000	\$68,000
graphic design	530	860	\$45,000	\$60,000	\$75,000
illustration	274	447	\$45,000	\$55,000	\$70,000
photography	357	578	\$45,000	\$57,000	\$70,000
multimedia/motion/video	416	718	\$50,000	\$60,000	\$75,000
interactive media	341	588	\$50,000	\$60,000	\$75,800
web design	480	789	\$48,500	\$60,000	\$75,000
web development	292	495	\$47,500	\$60,000	\$75,000
user experience/interface	325	566	\$50,000	\$60,000	\$75,000
information architecture	206	347	\$50,000	\$65,000	\$75,000
apps	234	422	\$50,000	\$60,000	\$75,000
environmental graphics	265	410	\$47,000	\$60,000	\$70,000
corporate identity	444	703	\$45,000	\$60,000	\$72,000
annual reports and corporate collateral	316	501	\$45,000	\$57,000	\$70,000
communication strategy	404	651	\$48,000	\$60,000	\$75,000
brand and packaging design	383	618	\$47,400	\$60,000	\$70,000
advertising/marketing/sales materials	522	863	\$46,000	\$60,000	\$75,000
direct mail	387	629	\$45,000	\$60,000	\$72,000
presentations	410	655	\$47,500	\$60,000	\$70,000
copywriting/technical writing	493	824	\$50,000	\$60,000	\$75,000
exhibitions/events	309	500	\$50,000	\$60,000	\$71,000
Benefits Received					
none	33	40	\$35,300	\$60,000	\$70,000
some	339	494	\$40,800	\$55,000	\$70,000
comprehensive	263	505	\$50,000	\$65,000	\$75,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web Content Strategist

A strategist responsible for planning content creation, delivery, and governance. Tasks may include: Web editorial strategies, guidelines, content analysis including metadata, taxonomy and search engine optimization. Often works with a writer.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	129	161	\$50,000	\$65,000	\$80,000
Region					
New England	6	8	N/A	N/A	N/A
Middle Atlantic	17	25	\$50,000	\$60,000	\$92,500
East North Central	14	15	\$50,000	\$70,000	\$75,000
West North Central	11	16	\$36,300	\$60,000	\$90,000
South Atlantic	32	34	\$48,300	\$63,500	\$79,200
East South Central			N/A	N/A	N/A
West South Central	7	11	\$35,000	\$47,000	\$80,000
Mountain	4	8	N/A	N/A	N/A
Pacific	38	44	\$60,000	\$69,500	\$83,800
Metro area					
Atlanta GA	4	4	N/A	N/A	N/A
Austin TX	2	6	N/A	N/A	N/A
Baltimore MD	4	4	N/A	N/A	N/A
Boston MA	5	7	N/A	N/A	N/A
Bridgeport CT			N/A	N/A	N/A
Charlotte NC	3	3	N/A	N/A	N/A
Chicago IL	6	6	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	2	2	N/A	N/A	N/A
Denver CO	1	1	N/A	N/A	N/A
Detroit MI	2	2	N/A	N/A	N/A
Houston TX	3	3	N/A	N/A	N/A
Indianapolis IN	2	2	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	8	10	\$56,300	\$65,000	\$70,500
Miami FL	2	2	N/A	N/A	N/A
Milwaukee WI	1	2	N/A	N/A	N/A
Minneapolis MN	5	9	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	12	17	\$45,000	\$70,000	\$95,000
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA	1	1	N/A	N/A	N/A
Phoenix AZ	1	5	N/A	N/A	N/A
Pittsburgh PA	2	2	N/A	N/A	N/A
Portland OR	5	6	N/A	N/A	N/A
Providence RI	1	1	N/A	N/A	N/A
Raleigh NC	1	1	N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	2	2	N/A	N/A	N/A
San Francisco CA	9	10	\$55,000	\$70,400	\$101,000
San Jose CA	2	2	N/A	N/A	N/A
Seattle WA	10	12	\$46,300	\$74,500	\$150,000
Washington DC	11	12	\$65,000	\$77,000	\$80,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web Content Strategist

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	100	131	\$50,000	\$65,000	\$85,000
not-for-profit	24	25	\$43,000	\$60,000	\$71,300
other	5	5	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	12	17	\$47,000	\$70,000	\$95,000
interactive/multimedia agency	3	4	N/A	N/A	N/A
ad, marketing, PR agency	21	29	\$52,500	\$65,000	\$82,500
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	68	85	\$50,000	\$65,000	\$82,500
other	24	25	\$41,000	\$65,000	\$79,300
Organization size					
1			N/A	N/A	N/A
2-9	9	10	\$32,500	\$45,000	\$66,300
10-99	45	47	\$40,000	\$60,000	\$70,000
100-999	40	53	\$51,000	\$65,000	\$82,500
1,000+	34	50	\$51,500	\$78,500	\$90,000
Client base					
local/regional only	13	14	\$39,000	\$64,000	\$83,000
national	33	45	\$55,000	\$65,000	\$80,000
international	54	68	\$45,000	\$63,000	\$83,800
Organization Design Areas					
book/publication/type design	49	63	\$42,000	\$55,000	\$75,000
graphic design	98	120	\$45,000	\$60,000	\$80,000
illustration	48	58	\$44,000	\$52,500	\$70,800
photography	57	66	\$44,800	\$60,000	\$80,000
multimedia/motion/video	78	105	\$46,000	\$65,000	\$82,500
interactive media	81	107	\$50,000	\$65,000	\$90,000
web design	118	150	\$50,000	\$65,000	\$80,000
web development	91	114	\$46,500	\$65,000	\$81,300
user experience/interface	96	120	\$50,000	\$65,400	\$90,000
information architecture	59	79	\$60,000	\$70,000	\$90,000
apps	71	98	\$50,000	\$65,000	\$90,000
environmental graphics	34	42	\$48,800	\$70,000	\$90,000
corporate identity	81	103	\$45,000	\$60,000	\$80,000
annual reports and corporate collateral	47	61	\$49,700	\$55,000	\$82,500
communication strategy	80	102	\$45,000	\$65,000	\$80,000
brand and packaging design	69	87	\$47,000	\$60,000	\$80,000
advertising/marketing/sales materials	80	102	\$50,000	\$65,000	\$85,000
direct mail	60	71	\$44,000	\$55,000	\$70,000
presentations	69	81	\$45,000	\$60,000	\$80,000
copywriting/technical writing	76	100	\$50,000	\$70,000	\$90,000
exhibitions/events	54	63	\$49,400	\$60,000	\$90,000
Benefits Received					
none	6	6	N/A	N/A	N/A
some	58	65	\$45,000	\$60,000	\$73,500
comprehensive	64	89	\$50,000	\$70,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Social Media or Online Community Manager

A professional responsible for developing and executing a clearly defined social media strategy and responsible for evaluating, planning, organizing, managing and contributing to all social media channels.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	146	172	\$35,000	\$43,500	\$55,000
Region					
New England	9	12	\$44,000	\$50,000	\$60,000
Middle Atlantic	26	30	\$35,600	\$40,000	\$60,000
East North Central	21	21	\$35,000	\$40,000	\$47,500
West North Central	13	17	\$37,500	\$40,000	\$45,000
South Atlantic	25	30	\$36,000	\$50,000	\$60,000
East South Central	1	1	N/A	N/A	N/A
West South Central	11	12	\$28,000	\$31,000	\$43,800
Mountain	5	5	N/A	N/A	N/A
Pacific	35	44	\$36,500	\$50,000	\$60,000
Metro area					
Atlanta GA	3	3	N/A	N/A	N/A
Austin TX	4	5	N/A	N/A	N/A
Baltimore MD	3	3	N/A	N/A	N/A
Boston MA	7	9	N/A	N/A	N/A
Bridgeport CT			N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	5	5	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	1	1	N/A	N/A	N/A
Dallas TX	2	2	N/A	N/A	N/A
Denver CO	1	1	N/A	N/A	N/A
Detroit MI	3	3	N/A	N/A	N/A
Houston TX			N/A	N/A	N/A
Indianapolis IN	3	3	N/A	N/A	N/A
Kansas City MO	4	4	N/A	N/A	N/A
Los Angeles CA	14	21	\$40,000	\$50,000	\$67,500
Miami FL	2	5	N/A	N/A	N/A
Milwaukee WI	1	1	N/A	N/A	N/A
Minneapolis MN	4	7	N/A	N/A	N/A
Nashville TN	1	1	N/A	N/A	N/A
New York NY	17	18	\$39,500	\$42,500	\$56,300
Orlando FL	2	2	N/A	N/A	N/A
Philadelphia PA	3	6	N/A	N/A	N/A
Phoenix AZ			N/A	N/A	N/A
Pittsburgh PA	4	4	N/A	N/A	N/A
Portland OR	5	7	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	1	1	N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT	1	1	N/A	N/A	N/A
San Diego CA	4	4	N/A	N/A	N/A
San Francisco CA	6	6	N/A	N/A	N/A
San Jose CA			N/A	N/A	N/A
Seattle WA	4	4	N/A	N/A	N/A
Washington DC	6	8	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Social Media or Online Community Manager

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	121	147	\$35,000	\$45,000	\$55,000
not-for-profit	23	23	\$36,000	\$40,000	\$55,000
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	19	20	\$32,300	\$39,500	\$45,000
interactive/multimedia agency	3	6	N/A	N/A	N/A
ad, marketing, PR agency	29	41	\$40,000	\$50,000	\$55,000
media/publishing firm	3	3	N/A	N/A	N/A
in-house department	70	75	\$35,000	\$40,000	\$55,000
other	22	27	\$36,000	\$40,000	\$55,000
Organization size					
1			N/A	N/A	N/A
2-9	28	28	\$28,300	\$37,500	\$53,800
10-99	63	72	\$35,000	\$40,000	\$50,000
100-999	37	50	\$40,000	\$45,000	\$55,000
1,000+	18	22	\$40,000	\$55,000	\$60,000
Client base					
local/regional only	34	38	\$34,800	\$40,000	\$50,000
national	40	47	\$35,000	\$45,000	\$55,000
international	55	68	\$36,300	\$47,500	\$60,000
Organization Design Areas					
book/publication/type design	67	78	\$35,000	\$40,000	\$55,000
graphic design	130	150	\$35,000	\$40,000	\$55,000
illustration	70	82	\$35,000	\$40,000	\$50,500
photography	87	99	\$35,000	\$40,000	\$55,000
multimedia/motion/video	92	114	\$35,900	\$45,000	\$55,000
interactive media	81	104	\$36,000	\$45,000	\$60,000
web design	126	149	\$35,000	\$42,000	\$55,000
web development	84	104	\$35,700	\$43,500	\$58,800
user experience/interface	84	106	\$35,900	\$45,000	\$56,300
information architecture	47	61	\$39,000	\$50,000	\$60,000
apps	63	79	\$38,000	\$45,000	\$55,000
environmental graphics	60	68	\$35,100	\$45,000	\$54,300
corporate identity	107	128	\$35,000	\$40,000	\$55,000
annual reports and corporate collateral	74	83	\$33,000	\$40,000	\$55,000
communication strategy	91	103	\$35,000	\$40,000	\$50,000
brand and packaging design	100	118	\$35,000	\$40,800	\$55,000
advertising/marketing/sales materials	122	147	\$35,000	\$45,000	\$55,000
direct mail	87	97	\$35,000	\$40,000	\$50,000
presentations	93	111	\$35,000	\$40,000	\$55,000
copywriting/technical writing	91	109	\$35,000	\$45,000	\$55,000
exhibitions/events	69	83	\$35,000	\$40,000	\$55,000
Benefits Received					
none	8	8	N/A	N/A	N/A
some	90	106	\$35,000	\$40,000	\$55,000
comprehensive	46	56	\$36,500	\$50,000	\$55,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Mobile Interface Designer

A designer responsible for designing mobile Web solutions, from icons to sitemaps and navigational models, for a range of devices.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	89	150	\$60,000	\$80,000	\$95,000
Region					
New England	7	16	\$60,000	\$75,000	\$80,000
Middle Atlantic	13	25	\$68,500	\$90,000	\$95,000
East North Central	9	14	\$59,500	\$67,500	\$105,000
West North Central	3	10	N/A	N/A	N/A
South Atlantic	9	9	N/A	N/A	N/A
East South Central			N/A	N/A	N/A
West South Central	6	14	\$55,000	\$70,000	\$82,500
Mountain	3	3	N/A	N/A	N/A
Pacific	39	59	\$68,000	\$85,000	\$110,000
Metro area					
Atlanta GA	2	2	N/A	N/A	N/A
Austin TX	6	14	\$55,000	\$70,000	\$82,500
Baltimore MD			N/A	N/A	N/A
Boston MA	7	16	\$60,000	\$75,000	\$80,000
Bridgeport CT			N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	4	8	N/A	N/A	N/A
Cincinnati OH	2	2	N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX			N/A	N/A	N/A
Denver CO			N/A	N/A	N/A
Detroit MI			N/A	N/A	N/A
Houston TX			N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO	1	5	N/A	N/A	N/A
Los Angeles CA	8	9	N/A	N/A	N/A
Miami FL	1	1	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	1	4	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	11	22	\$78,800	\$90,000	\$95,000
Orlando FL			N/A	N/A	N/A
Philadelphia PA			N/A	N/A	N/A
Phoenix AZ	2	2	N/A	N/A	N/A
Pittsburgh PA	2	3	N/A	N/A	N/A
Portland OR	1	1	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	1	1	N/A	N/A	N/A
San Francisco CA	12	20	\$76,300	\$110,000	\$110,000
San Jose CA	8	17	\$85,000	\$90,000	\$109,000
Seattle WA	7	8	N/A	N/A	N/A
Washington DC	2	2	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Mobile Interface Designer

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	88	147	\$60,000	\$80,000	\$95,000
not-for-profit	1	3	N/A	N/A	N/A
other			N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	9	15	\$65,000	\$70,000	\$85,000
interactive/multimedia agency	10	19	\$55,000	\$60,000	\$79,000
ad, marketing, PR agency	10	15	\$58,000	\$80,000	\$80,000
media/publishing firm	2	2	N/A	N/A	N/A
in-house department	42	73	\$75,000	\$92,500	\$107,500
other	16	26	\$40,000	\$70,000	\$80,000
Organization size					
1			N/A	N/A	N/A
2-9	6	8	N/A	N/A	N/A
10-99	25	37	\$40,000	\$60,000	\$77,000
100-999	24	37	\$65,000	\$80,000	\$105,000
1,000+	34	68	\$74,300	\$90,000	\$105,000
Client base					
local/regional only	7	8	N/A	N/A	N/A
national	19	36	\$60,000	\$74,500	\$85,000
international	42	69	\$55,000	\$72,000	\$85,000
Organization Design Areas					
book/publication/type design	12	21	\$45,000	\$58,000	\$80,000
graphic design	52	77	\$52,500	\$70,000	\$80,000
illustration	27	45	\$45,000	\$75,000	\$80,000
photography	19	29	\$54,000	\$80,000	\$80,000
multimedia/motion/video	39	70	\$45,000	\$70,000	\$85,000
interactive media	49	89	\$50,000	\$75,000	\$90,000
web design	60	102	\$60,000	\$80,000	\$90,000
web development	38	69	\$60,000	\$80,000	\$90,000
user experience/interface	83	142	\$60,000	\$80,000	\$95,000
information architecture	45	84	\$60,000	\$80,000	\$93,800
apps	82	142	\$60,000	\$80,000	\$95,000
environmental graphics	13	20	\$61,300	\$75,000	\$80,000
corporate identity	32	47	\$60,000	\$79,000	\$80,000
annual reports and corporate collateral	16	22	\$40,000	\$51,500	\$71,300
communication strategy	25	49	\$45,000	\$75,000	\$87,500
brand and packaging design	29	52	\$58,500	\$70,000	\$80,000
advertising/marketing/sales materials	35	56	\$60,000	\$75,000	\$80,000
direct mail	13	19	\$40,000	\$45,000	\$70,000
presentations	30	54	\$45,000	\$62,500	\$80,000
copywriting/technical writing	21	31	\$45,000	\$75,000	\$80,000
exhibitions/events	17	24	\$45,000	\$77,000	\$80,000
Benefits Received					
none	4	4	N/A	N/A	N/A
some	42	66	\$55,800	\$70,000	\$85,000
comprehensive	42	79	\$65,000	\$85,000	\$95,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

User Experience Designer

A designer with expertise in human factors that impact interactive experiences. Skills include: user analysis, wireframing, prototyping, architecture and interaction modeling, persona development, writing and graphic illustration.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	303	404	\$70,000	\$85,000	\$100,000
Region					
New England	22	39	\$75,000	\$80,000	\$100,000
Middle Atlantic	50	76	\$72,000	\$90,000	\$100,000
East North Central	36	52	\$69,300	\$80,000	\$100,000
West North Central	15	20	\$50,000	\$62,500	\$100,300
South Atlantic	49	59	\$63,600	\$85,000	\$100,000
East South Central	3	3	N/A	N/A	N/A
West South Central	18	25	\$60,000	\$70,000	\$85,000
Mountain	13	13	\$59,700	\$70,000	\$83,500
Pacific	97	117	\$75,000	\$95,000	\$115,000
Metro area					
Atlanta GA	9	9	N/A	N/A	N/A
Austin TX	9	16	\$65,300	\$70,000	\$82,500
Baltimore MD	2	2	N/A	N/A	N/A
Boston MA	19	36	\$75,000	\$80,000	\$100,000
Bridgeport CT	1	1	N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	24	34	\$76,500	\$90,000	\$100,000
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	3	3	N/A	N/A	N/A
Dallas TX	7	7	N/A	N/A	N/A
Denver CO	6	6	N/A	N/A	N/A
Detroit MI			N/A	N/A	N/A
Houston TX	1	1	N/A	N/A	N/A
Indianapolis IN	1	1	N/A	N/A	N/A
Kansas City MO	1	5	N/A	N/A	N/A
Los Angeles CA	13	15	\$65,000	\$70,000	\$90,000
Miami FL	4	5	N/A	N/A	N/A
Milwaukee WI	1	2	N/A	N/A	N/A
Minneapolis MN	10	11	\$80,000	\$95,000	\$105,000
Nashville TN			N/A	N/A	N/A
New York NY	42	61	\$75,000	\$90,000	\$105,500
Orlando FL			N/A	N/A	N/A
Philadelphia PA	1	2	N/A	N/A	N/A
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	4	7	N/A	N/A	N/A
Portland OR	7	7	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	2	6	N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT	1	1	N/A	N/A	N/A
San Diego CA	8	8	N/A	N/A	N/A
San Francisco CA	33	41	\$85,000	\$100,000	\$117,500
San Jose CA	14	20	\$100,000	\$120,000	\$133,800
Seattle WA	21	25	\$80,000	\$90,000	\$99,500
Washington DC	21	26	\$85,000	\$91,500	\$102,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

User Experience Designer

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	276	373	\$70,000	\$85,000	\$100,000
not-for-profit	17	21	\$59,500	\$75,000	\$112,500
other	9	9	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	27	41	\$70,000	\$75,000	\$90,000
interactive/multimedia agency	21	26	\$58,800	\$75,000	\$100,000
ad, marketing, PR agency	31	45	\$70,000	\$80,000	\$84,000
media/publishing firm	9	11	\$75,000	\$105,000	\$130,000
in-house department	125	172	\$71,300	\$92,500	\$109,500
other	90	109	\$65,000	\$80,000	\$100,000
Organization size					
1			N/A	N/A	N/A
2-9	11	12	\$52,500	\$65,000	\$85,000
10-99	74	90	\$59,800	\$73,500	\$90,000
100-999	92	130	\$72,800	\$90,000	\$105,300
1,000+	125	171	\$75,000	\$90,000	\$105,000
Client base					
local/regional only	16	19	\$70,000	\$90,000	\$105,000
national	85	114	\$67,500	\$80,000	\$100,000
international	147	196	\$70,000	\$82,500	\$104,500
Organization Design Areas					
book/publication/type design	37	52	\$52,500	\$73,500	\$95,000
graphic design	151	210	\$65,000	\$80,000	\$100,000
illustration	61	84	\$60,000	\$80,000	\$95,000
photography	46	66	\$65,000	\$80,000	\$95,000
multimedia/motion/video	102	147	\$65,000	\$75,000	\$95,000
interactive media	166	231	\$65,000	\$80,000	\$100,000
web design	220	301	\$70,000	\$80,000	\$100,000
web development	135	192	\$70,000	\$85,000	\$100,000
user experience/interface	296	397	\$70,000	\$85,000	\$100,000
information architecture	192	270	\$70,000	\$85,000	\$100,000
apps	221	312	\$70,000	\$85,000	\$100,000
environmental graphics	24	39	\$60,000	\$75,000	\$85,000
corporate identity	86	117	\$65,000	\$75,000	\$100,000
annual reports and corporate collateral	33	43	\$50,000	\$75,000	\$80,000
communication strategy	71	108	\$65,000	\$80,000	\$94,000
brand and packaging design	66	106	\$70,000	\$75,000	\$95,000
advertising/marketing/sales materials	83	115	\$65,000	\$75,000	\$95,000
direct mail	27	34	\$40,000	\$73,500	\$100,000
presentations	72	105	\$65,000	\$80,000	\$90,000
copywriting/technical writing	58	80	\$70,000	\$80,000	\$100,000
exhibitions/events	38	49	\$65,000	\$80,000	\$93,000
Benefits Received					
none	7	8	N/A	N/A	N/A
some	141	178	\$68,800	\$80,000	\$100,000
comprehensive	151	214	\$70,000	\$85,000	\$103,300

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Information Architect

A designer who applies user-centered research concepts and techniques to organize Websites and applications to best support the needs of users, through the development of navigation, labeling and searching systems that make it easy for users to find what they are looking for.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	73	104	\$75,000	\$80,000	\$100,000
Region					
New England	7	15	\$75,000	\$80,000	\$100,000
Middle Atlantic	19	25	\$70,000	\$95,000	\$115,000
East North Central	7	12	\$71,300	\$85,000	\$90,000
West North Central	3	7	N/A	N/A	N/A
South Atlantic	10	13	\$45,000	\$70,000	\$95,000
East South Central	2	3	N/A	N/A	N/A
West South Central	5	9	N/A	N/A	N/A
Mountain	2	2	N/A	N/A	N/A
Pacific	18	18	\$75,000	\$90,000	\$101,300
Metro area					
Atlanta GA	5	5	N/A	N/A	N/A
Austin TX	2	6	N/A	N/A	N/A
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	7	15	\$75,000	\$80,000	\$100,000
Bridgeport CT			N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	6	11	\$75,000	\$85,000	\$90,000
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX			N/A	N/A	N/A
Denver CO			N/A	N/A	N/A
Detroit MI			N/A	N/A	N/A
Houston TX	3	3	N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	4	4	N/A	N/A	N/A
Miami FL			N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	3	7	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	15	21	\$70,000	\$100,000	\$115,000
Orlando FL			N/A	N/A	N/A
Philadelphia PA	3	3	N/A	N/A	N/A
Phoenix AZ			N/A	N/A	N/A
Pittsburgh PA			N/A	N/A	N/A
Portland OR	2	2	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	3	3	N/A	N/A	N/A
San Francisco CA	4	4	N/A	N/A	N/A
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	4	4	N/A	N/A	N/A
Washington DC	3	6	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Information Architect

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	69	98	\$73,800	\$80,000	\$96,000
not-for-profit	3	5	N/A	N/A	N/A
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	5	9	N/A	N/A	N/A
interactive/multimedia agency	7	12	\$71,300	\$75,000	\$80,000
ad, marketing, PR agency	18	23	\$75,000	\$80,000	\$100,000
media/publishing firm	3	3	N/A	N/A	N/A
in-house department	24	38	\$80,000	\$85,000	\$94,500
other	16	19	\$50,000	\$75,000	\$100,000
Organization size					
1			N/A	N/A	N/A
2-9	5	5	N/A	N/A	N/A
10-99	19	20	\$60,000	\$79,000	\$90,000
100-999	16	25	\$70,000	\$80,000	\$100,000
1,000+	31	51	\$75,000	\$85,000	\$100,000
Client base					
local/regional only	3	6	N/A	N/A	N/A
national	29	37	\$60,000	\$80,000	\$99,500
international	35	49	\$70,000	\$80,000	\$92,500
Organization Design Areas					
book/publication/type design	16	20	\$70,000	\$77,500	\$96,800
graphic design	43	58	\$70,000	\$80,000	\$90,000
illustration	24	28	\$66,000	\$80,000	\$90,000
photography	21	25	\$67,500	\$80,000	\$95,000
multimedia/motion/video	47	71	\$70,000	\$80,000	\$90,000
interactive media	52	77	\$70,000	\$83,000	\$96,000
web design	63	94	\$70,000	\$80,000	\$92,800
web development	46	68	\$71,300	\$80,000	\$91,500
user experience/interface	67	98	\$73,800	\$81,500	\$100,000
information architecture	59	89	\$75,000	\$80,000	\$93,500
apps	57	88	\$75,000	\$80,000	\$98,000
environmental graphics	12	20	\$70,000	\$80,000	\$85,000
corporate identity	32	46	\$70,000	\$80,000	\$93,800
annual reports and corporate collateral	15	19	\$70,000	\$77,000	\$100,000
communication strategy	31	48	\$71,300	\$80,000	\$90,000
brand and packaging design	31	47	\$70,000	\$80,000	\$90,000
advertising/marketing/sales materials	35	54	\$70,000	\$80,000	\$90,000
direct mail	19	20	\$70,000	\$90,000	\$99,800
presentations	32	41	\$75,000	\$80,000	\$90,000
copywriting/technical writing	32	50	\$70,000	\$80,000	\$90,000
exhibitions/events	19	23	\$75,000	\$80,000	\$90,000
Benefits Received					
none	4	4	N/A	N/A	N/A
some	31	38	\$75,000	\$85,000	\$101,300
comprehensive	38	62	\$70,000	\$80,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Usability Analyst/Researcher/Engineer

A usability analyst, researcher or engineer helps inform business strategy and design approach by applying user-centered research concepts and techniques to understand the needs of users and how those needs can be best satisfied.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	56	81	\$63,000	\$78,000	\$100,000
Region					
New England	6	8	N/A	N/A	N/A
Middle Atlantic	4	5	N/A	N/A	N/A
East North Central	7	7	N/A	N/A	N/A
West North Central	2	4	N/A	N/A	N/A
South Atlantic	13	23	\$55,000	\$70,000	\$80,000
East South Central			N/A	N/A	N/A
West South Central	2	6	N/A	N/A	N/A
Mountain	2	3	N/A	N/A	N/A
Pacific	20	25	\$54,500	\$80,000	\$110,000
Metro area					
Atlanta GA	3	6	N/A	N/A	N/A
Austin TX	1	5	N/A	N/A	N/A
Baltimore MD			N/A	N/A	N/A
Boston MA	6	8	N/A	N/A	N/A
Bridgeport CT			N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	4	4	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX			N/A	N/A	N/A
Denver CO			N/A	N/A	N/A
Detroit MI	1	1	N/A	N/A	N/A
Houston TX	1	1	N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	6	10	\$45,000	\$67,500	\$87,500
Miami FL			N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	1	3	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	1	1	N/A	N/A	N/A
Orlando FL	1	1	N/A	N/A	N/A
Philadelphia PA	1	2	N/A	N/A	N/A
Phoenix AZ			N/A	N/A	N/A
Pittsburgh PA			N/A	N/A	N/A
Portland OR	2	3	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	2	6	N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA			N/A	N/A	N/A
San Francisco CA	6	6	N/A	N/A	N/A
San Jose CA	2	2	N/A	N/A	N/A
Seattle WA	2	2	N/A	N/A	N/A
Washington DC	5	5	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Usability Analyst/Researcher/Engineer

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	52	76	\$64,300	\$79,000	\$103,800
not-for-profit	3	4	N/A	N/A	N/A
other	1	1	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	4	4	N/A	N/A	N/A
interactive/multimedia agency			N/A	N/A	N/A
ad, marketing, PR agency	7	12	\$45,000	\$59,900	\$70,000
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	26	41	\$70,000	\$90,000	\$105,000
other	18	23	\$55,000	\$70,000	\$100,000
Organization size					
1			N/A	N/A	N/A
2-9	1	1	N/A	N/A	N/A
10-99	12	13	\$55,000	\$65,000	\$77,500
100-999	18	25	\$61,000	\$70,000	\$109,000
1,000+	24	41	\$70,000	\$80,000	\$105,000
Client base					
local/regional only	4	7	N/A	N/A	N/A
national	21	26	\$70,000	\$90,000	\$105,300
international	22	36	\$55,000	\$67,500	\$80,000
Organization Design Areas					
book/publication/type design	3	4	N/A	N/A	N/A
graphic design	27	39	\$58,000	\$70,000	\$100,000
illustration	11	15	\$62,000	\$70,000	\$110,000
photography	13	19	\$45,000	\$70,000	\$80,000
multimedia/motion/video	22	33	\$57,000	\$80,000	\$105,000
interactive media	23	32	\$60,500	\$73,500	\$95,000
web design	43	61	\$65,000	\$78,000	\$105,000
web development	33	50	\$59,500	\$72,500	\$105,000
user experience/interface	51	73	\$66,000	\$80,000	\$105,000
information architecture	42	60	\$70,000	\$80,000	\$105,000
apps	44	60	\$70,000	\$85,000	\$105,000
environmental graphics	8	10	\$50,500	\$70,000	\$102,500
corporate identity	21	29	\$49,500	\$70,000	\$97,500
annual reports and corporate collateral	7	8	N/A	N/A	N/A
communication strategy	13	20	\$62,500	\$87,500	\$105,000
brand and packaging design	15	24	\$67,800	\$80,000	\$105,000
advertising/marketing/sales materials	20	31	\$54,000	\$70,000	\$105,000
direct mail	9	10	\$57,000	\$71,000	\$95,000
presentations	13	17	\$70,000	\$90,000	\$108,500
copywriting/technical writing	14	26	\$51,800	\$70,000	\$97,500
exhibitions/events	6	9	N/A	N/A	N/A
Benefits Received					
none	2	2	N/A	N/A	N/A
some	20	24	\$47,300	\$67,500	\$87,500
comprehensive	34	55	\$70,000	\$80,000	\$105,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Motion/Video Editor

An editor responsible for organizing and executing post-production of motion-based imagery and design projects and for finalizing the presentation of material to clients.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	196	296	\$45,000	\$56,000	\$70,000
Region					
New England	15	22	\$45,000	\$60,000	\$75,000
Middle Atlantic	23	34	\$60,000	\$71,000	\$80,000
East North Central	28	40	\$40,000	\$50,000	\$60,000
West North Central	13	24	\$37,900	\$50,000	\$60,000
South Atlantic	31	41	\$40,000	\$47,000	\$65,000
East South Central	5	9	N/A	N/A	N/A
West South Central	18	33	\$47,000	\$55,000	\$72,500
Mountain	16	24	\$45,000	\$62,500	\$70,000
Pacific	47	69	\$50,000	\$60,000	\$80,000
Metro area					
Atlanta GA	7	8	N/A	N/A	N/A
Austin TX	5	12	\$56,000	\$75,000	\$85,000
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	11	17	\$45,000	\$65,000	\$75,000
Bridgeport CT			N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	9	12	\$40,000	\$54,000	\$60,000
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	1	2	N/A	N/A	N/A
Dallas TX	3	3	N/A	N/A	N/A
Denver CO	3	4	N/A	N/A	N/A
Detroit MI	1	3	N/A	N/A	N/A
Houston TX	7	12	\$45,500	\$53,500	\$58,800
Indianapolis IN	5	5	N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	22	33	\$49,000	\$70,000	\$80,000
Miami FL	3	5	N/A	N/A	N/A
Milwaukee WI	1	1	N/A	N/A	N/A
Minneapolis MN	4	9	N/A	N/A	N/A
Nashville TN	2	2	N/A	N/A	N/A
New York NY	15	26	\$60,000	\$73,500	\$80,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	4	4	N/A	N/A	N/A
Phoenix AZ	4	6	N/A	N/A	N/A
Pittsburgh PA	2	2	N/A	N/A	N/A
Portland OR	3	3	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC	2	6	N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT	1	1	N/A	N/A	N/A
San Diego CA	5	6	N/A	N/A	N/A
San Francisco CA	5	10	\$73,800	\$90,000	\$92,500
San Jose CA	1	1	N/A	N/A	N/A
Seattle WA	8	12	\$37,000	\$55,000	\$66,300
Washington DC	5	7	N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Motion/Video Editor

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	154	235	\$45,000	\$60,000	\$72,000
not-for-profit	36	53	\$45,000	\$54,000	\$70,000
other	6	8	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	20	26	\$45,000	\$57,500	\$65,000
interactive/multimedia agency	8	9	N/A	N/A	N/A
ad, marketing, PR agency	28	45	\$48,500	\$65,000	\$80,000
media/publishing firm	4	6	N/A	N/A	N/A
in-house department	110	167	\$45,000	\$56,000	\$75,000
other	26	43	\$40,000	\$50,000	\$70,000
Organization size					
1			N/A	N/A	N/A
2-9	15	24	\$35,400	\$40,000	\$45,000
10-99	53	71	\$40,000	\$52,000	\$65,000
100-999	60	90	\$46,000	\$61,000	\$75,000
1,000+	68	111	\$50,000	\$60,000	\$72,000
Client base					
local/regional only	35	51	\$45,000	\$55,000	\$70,000
national	46	72	\$40,500	\$55,000	\$79,500
international	85	132	\$47,000	\$60,000	\$71,500
Organization Design Areas					
book/publication/type design	92	127	\$45,000	\$56,000	\$70,000
graphic design	168	241	\$45,000	\$56,000	\$70,000
illustration	95	134	\$45,000	\$55,000	\$66,300
photography	131	192	\$45,000	\$55,000	\$65,000
multimedia/motion/video	178	274	\$45,000	\$60,000	\$70,000
interactive media	106	155	\$48,000	\$60,000	\$75,000
web design	128	184	\$45,000	\$60,000	\$75,000
web development	78	110	\$43,800	\$59,500	\$76,300
user experience/interface	95	137	\$46,500	\$60,000	\$80,000
information architecture	54	80	\$50,000	\$60,000	\$80,000
apps	79	124	\$45,300	\$60,000	\$78,800
environmental graphics	84	123	\$45,000	\$60,000	\$75,000
corporate identity	133	183	\$45,000	\$55,000	\$70,000
annual reports and corporate collateral	101	144	\$45,000	\$55,000	\$70,000
communication strategy	104	150	\$45,000	\$55,500	\$70,000
brand and packaging design	111	162	\$45,000	\$55,000	\$70,000
advertising/marketing/sales materials	145	220	\$45,000	\$55,000	\$70,000
direct mail	96	139	\$45,000	\$55,000	\$65,000
presentations	121	178	\$45,000	\$60,000	\$75,000
copywriting/technical writing	95	139	\$45,000	\$56,000	\$70,000
exhibitions/events	98	150	\$45,000	\$55,500	\$75,000
Benefits Received					
none	6	10	\$30,000	\$45,900	\$68,800
some	94	135	\$40,000	\$50,000	\$62,000
comprehensive	96	151	\$50,000	\$65,000	\$80,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Motion Graphics Designer/Animator

A designer who creates moving imagery for immersive experiences across digital platforms; possible expertise in Adobe Flash, Actionscript or Flex, illustration or 3-D modeling.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	202	328	\$50,000	\$63,000	\$80,000
Region					
New England	7	10	\$72,500	\$90,000	\$100,000
Middle Atlantic	29	50	\$57,500	\$60,000	\$82,000
East North Central	27	34	\$47,300	\$60,000	\$78,000
West North Central	11	17	\$50,000	\$53,000	\$60,000
South Atlantic	38	69	\$47,000	\$62,000	\$75,000
East South Central	9	21	\$50,000	\$60,000	\$69,000
West South Central	16	22	\$47,500	\$65,000	\$75,000
Mountain	9	12	\$36,000	\$57,500	\$65,000
Pacific	56	93	\$55,000	\$75,000	\$90,000
Metro area					
Atlanta GA	10	26	\$50,000	\$75,000	\$75,000
Austin TX	5	11	\$60,000	\$72,000	\$75,000
Baltimore MD	2	3	N/A	N/A	N/A
Boston MA	4	7	N/A	N/A	N/A
Bridgeport CT	2	2	N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	13	19	\$60,000	\$65,000	\$87,000
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	4	4	N/A	N/A	N/A
Dallas TX	3	3	N/A	N/A	N/A
Denver CO	3	4	N/A	N/A	N/A
Detroit MI	3	3	N/A	N/A	N/A
Houston TX	4	4	N/A	N/A	N/A
Indianapolis IN	3	3	N/A	N/A	N/A
Kansas City MO	5	11	\$50,000	\$60,000	\$60,000
Los Angeles CA	13	31	\$70,000	\$75,000	\$95,000
Miami FL	4	5	N/A	N/A	N/A
Milwaukee WI	1	1	N/A	N/A	N/A
Minneapolis MN	2	2	N/A	N/A	N/A
Nashville TN	6	10	\$45,300	\$60,000	\$60,000
New York NY	21	39	\$60,000	\$70,000	\$90,000
Orlando FL	1	2	N/A	N/A	N/A
Philadelphia PA	6	10	\$70,300	\$82,300	\$95,000
Phoenix AZ	1	1	N/A	N/A	N/A
Pittsburgh PA	4	6	N/A	N/A	N/A
Portland OR	7	14	\$45,000	\$70,000	\$80,000
Providence RI			N/A	N/A	N/A
Raleigh NC	1	5	N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO	1	1	N/A	N/A	N/A
Salt Lake City UT	2	3	N/A	N/A	N/A
San Diego CA	9	12	\$50,000	\$53,000	\$77,000
San Francisco CA	15	21	\$74,000	\$85,000	\$105,000
San Jose CA	2	2	N/A	N/A	N/A
Seattle WA	9	12	\$45,800	\$60,000	\$63,000
Washington DC	11	13	\$62,000	\$74,000	\$80,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Motion Graphics Designer/Animator

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	182	307	\$50,000	\$62,000	\$80,000
not-for-profit	13	14	\$47,500	\$70,000	\$78,100
other	6	6	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	35	67	\$50,000	\$60,000	\$87,000
interactive/multimedia agency	15	29	\$60,000	\$75,000	\$77,500
ad, marketing, PR agency	27	55	\$47,000	\$65,000	\$85,000
media/publishing firm	3	3	N/A	N/A	N/A
in-house department	95	144	\$50,000	\$69,000	\$77,500
other	27	30	\$40,000	\$50,000	\$65,000
Organization size					
1			N/A	N/A	N/A
2-9	24	34	\$43,800	\$60,000	\$81,300
10-99	61	100	\$45,000	\$55,000	\$75,000
100-999	51	76	\$50,600	\$71,500	\$90,000
1,000+	66	118	\$55,000	\$70,000	\$80,000
Client base					
local/regional only	20	24	\$34,000	\$42,000	\$72,000
national	59	96	\$48,500	\$60,000	\$75,000
international	92	154	\$60,000	\$75,000	\$87,000
Organization Design Areas					
book/publication/type design	66	98	\$50,000	\$60,000	\$75,000
graphic design	163	252	\$50,000	\$60,000	\$80,000
illustration	80	125	\$49,000	\$60,000	\$80,000
photography	94	136	\$50,000	\$65,000	\$80,000
multimedia/motion/video	191	312	\$50,000	\$62,000	\$80,000
interactive media	112	185	\$50,000	\$65,000	\$83,000
web design	126	195	\$50,000	\$65,000	\$80,000
web development	68	99	\$48,000	\$60,000	\$77,500
user experience/interface	95	164	\$55,000	\$65,000	\$80,000
information architecture	51	84	\$60,000	\$75,000	\$90,000
apps	75	132	\$55,000	\$65,000	\$80,000
environmental graphics	67	102	\$49,500	\$70,000	\$80,000
corporate identity	106	163	\$50,000	\$65,000	\$80,000
annual reports and corporate collateral	58	74	\$41,500	\$56,400	\$75,000
communication strategy	75	110	\$50,000	\$65,000	\$82,000
brand and packaging design	91	134	\$48,000	\$65,000	\$80,000
advertising/marketing/sales materials	127	209	\$48,000	\$60,000	\$80,000
direct mail	52	61	\$42,500	\$52,000	\$67,500
presentations	107	154	\$49,500	\$60,000	\$77,500
copywriting/technical writing	72	111	\$50,000	\$65,000	\$87,000
exhibitions/events	70	108	\$50,000	\$65,000	\$80,000
Benefits Received					
none	11	17	\$40,000	\$65,000	\$87,000
some	97	158	\$47,000	\$60,000	\$85,000
comprehensive	91	146	\$50,000	\$65,000	\$75,500

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web Developer (front end/interface systems)

A software engineer responsible for utilizing any number of Web technologies and scripting languages to create sites based on illustrations, wireframes, HTML markup and CSS provided by design team.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	450	678	\$50,000	\$65,000	\$80,000
Region					
New England	33	48	\$60,000	\$65,000	\$80,000
Middle Atlantic	75	136	\$51,000	\$65,000	\$85,000
East North Central	62	93	\$50,000	\$58,000	\$70,000
West North Central	28	39	\$50,000	\$70,000	\$77,000
South Atlantic	77	101	\$50,000	\$60,000	\$70,000
East South Central	8	14	\$45,000	\$46,800	\$71,500
West South Central	39	56	\$55,000	\$70,000	\$80,000
Mountain	26	31	\$40,000	\$50,000	\$65,000
Pacific	102	160	\$57,000	\$70,000	\$90,000
Metro area					
Atlanta GA	9	12	\$43,500	\$60,000	\$80,000
Austin TX	12	19	\$60,000	\$70,000	\$80,000
Baltimore MD	5	6	N/A	N/A	N/A
Boston MA	23	38	\$60,000	\$65,000	\$80,000
Bridgeport CT	4	4	N/A	N/A	N/A
Charlotte NC	2	2	N/A	N/A	N/A
Chicago IL	21	35	\$58,000	\$70,000	\$80,000
Cincinnati OH	2	2	N/A	N/A	N/A
Cleveland OH	3	3	N/A	N/A	N/A
Dallas TX	15	20	\$70,800	\$82,500	\$93,800
Denver CO	6	6	N/A	N/A	N/A
Detroit MI	7	9	N/A	N/A	N/A
Houston TX	8	11	\$50,000	\$60,000	\$70,000
Indianapolis IN	6	10	\$40,000	\$40,000	\$57,000
Kansas City MO	2	2	N/A	N/A	N/A
Los Angeles CA	24	47	\$65,000	\$80,000	\$90,000
Miami FL	8	13	\$45,000	\$50,000	\$50,000
Milwaukee WI	5	6	N/A	N/A	N/A
Minneapolis MN	14	20	\$50,000	\$72,500	\$85,000
Nashville TN	2	3	N/A	N/A	N/A
New York NY	43	87	\$65,000	\$70,000	\$100,000
Orlando FL	3	4	N/A	N/A	N/A
Philadelphia PA	15	19	\$50,000	\$60,000	\$64,000
Phoenix AZ	4	6	N/A	N/A	N/A
Pittsburgh PA	9	18	\$40,000	\$40,000	\$54,300
Portland OR	9	18	\$65,000	\$70,000	\$80,000
Providence RI			N/A	N/A	N/A
Raleigh NC	3	6	N/A	N/A	N/A
Richmond VA	3	4	N/A	N/A	N/A
St. Louis MO	3	5	N/A	N/A	N/A
Salt Lake City UT	3	5	N/A	N/A	N/A
San Diego CA	17	26	\$51,100	\$67,500	\$90,000
San Francisco CA	26	31	\$65,000	\$92,000	\$107,000
San Jose CA	2	3	N/A	N/A	N/A
Seattle WA	14	23	\$56,000	\$60,000	\$72,000
Washington DC	21	27	\$62,000	\$70,000	\$80,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web Developer (front end/interface systems)

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	395	609	\$50,000	\$65,000	\$80,000
not-for-profit	42	54	\$50,000	\$57,500	\$80,000
other	12	14	\$61,800	\$72,000	\$81,200
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	80	108	\$45,000	\$55,000	\$70,000
interactive/multimedia agency	25	45	\$47,500	\$70,000	\$82,500
ad, marketing, PR agency	73	116	\$50,000	\$60,000	\$76,500
media/publishing firm	4	6	N/A	N/A	N/A
in-house department	159	244	\$55,000	\$70,000	\$85,000
other	107	157	\$50,000	\$65,000	\$80,000
Organization size					
1			N/A	N/A	N/A
2-9	101	125	\$45,000	\$50,000	\$65,000
10-99	146	225	\$50,000	\$60,000	\$72,800
100-999	104	166	\$60,000	\$70,000	\$80,000
1,000+	97	159	\$60,000	\$72,000	\$88,000
Client base					
local/regional only	69	92	\$40,000	\$59,300	\$69,500
national	148	235	\$55,000	\$65,000	\$80,000
international	177	262	\$50,000	\$65,000	\$80,000
Organization Design Areas					
book/publication/type design	132	189	\$50,000	\$64,000	\$80,000
graphic design	318	464	\$50,000	\$60,000	\$75,000
illustration	140	224	\$50,000	\$65,000	\$80,000
photography	159	250	\$50,000	\$60,000	\$80,000
multimedia/motion/video	220	348	\$50,000	\$65,000	\$80,000
interactive media	249	409	\$51,500	\$65,000	\$80,000
web design	407	619	\$50,000	\$65,000	\$80,000
web development	384	580	\$50,000	\$65,000	\$80,000
user experience/interface	342	551	\$54,000	\$65,000	\$80,000
information architecture	207	358	\$54,000	\$65,000	\$80,000
apps	247	410	\$55,000	\$66,000	\$80,000
environmental graphics	100	155	\$50,000	\$70,000	\$80,000
corporate identity	237	353	\$50,000	\$60,000	\$77,000
annual reports and corporate collateral	150	200	\$45,000	\$55,500	\$72,000
communication strategy	195	286	\$50,000	\$60,000	\$80,000
brand and packaging design	188	278	\$50,000	\$60,000	\$75,000
advertising/marketing/sales materials	252	389	\$50,000	\$60,000	\$76,000
direct mail	161	227	\$45,000	\$56,000	\$70,000
presentations	193	307	\$50,000	\$65,000	\$80,000
copywriting/technical writing	160	257	\$50,000	\$60,000	\$77,000
exhibitions/events	131	196	\$50,000	\$65,000	\$80,000
Benefits Received					
none	23	28	\$40,800	\$60,000	\$75,000
some	261	388	\$50,000	\$60,000	\$70,800
comprehensive	162	257	\$55,000	\$72,000	\$89,500

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web Programmer/Developer (back end systems)

A back end developer/programmer responsible for working with Web server systems, databases, Web applications and APIs.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	211	306	\$50,000	\$65,000	\$80,000
Region					
New England	14	18	\$57,500	\$66,000	\$80,000
Middle Atlantic	34	55	\$50,000	\$60,000	\$75,000
East North Central	30	38	\$50,000	\$65,000	\$70,000
West North Central	9	12	\$50,000	\$55,000	\$85,000
South Atlantic	33	47	\$50,000	\$60,000	\$70,000
East South Central	6	7	N/A	N/A	N/A
West South Central	6	7	N/A	N/A	N/A
Mountain	20	27	\$40,000	\$55,000	\$75,000
Pacific	59	95	\$60,000	\$75,000	\$90,000
Metro area					
Atlanta GA	2	3	N/A	N/A	N/A
Austin TX	2	2	N/A	N/A	N/A
Baltimore MD	1	2	N/A	N/A	N/A
Boston MA	7	11	\$50,000	\$75,000	\$80,000
Bridgeport CT			N/A	N/A	N/A
Charlotte NC	3	3	N/A	N/A	N/A
Chicago IL	14	15	\$55,000	\$75,000	\$80,000
Cincinnati OH			N/A	N/A	N/A
Cleveland OH	2	3	N/A	N/A	N/A
Dallas TX	2	2	N/A	N/A	N/A
Denver CO	2	2	N/A	N/A	N/A
Detroit MI	3	4	N/A	N/A	N/A
Houston TX	1	1	N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO	1	1	N/A	N/A	N/A
Los Angeles CA	22	43	\$60,000	\$75,000	\$85,000
Miami FL	5	6	N/A	N/A	N/A
Milwaukee WI	1	1	N/A	N/A	N/A
Minneapolis MN	5	6	N/A	N/A	N/A
Nashville TN	3	4	N/A	N/A	N/A
New York NY	20	35	\$55,000	\$70,000	\$90,000
Orlando FL	3	3	N/A	N/A	N/A
Philadelphia PA	6	8	N/A	N/A	N/A
Phoenix AZ	3	7	N/A	N/A	N/A
Pittsburgh PA	6	10	\$44,500	\$55,000	\$71,300
Portland OR	5	9	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT	2	2	N/A	N/A	N/A
San Diego CA	7	10	\$62,500	\$70,000	\$85,000
San Francisco CA	10	13	\$50,000	\$90,000	\$115,000
San Jose CA			N/A	N/A	N/A
Seattle WA	7	8	N/A	N/A	N/A
Washington DC	7	15	\$50,000	\$60,000	\$66,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web Programmer/Developer (back end systems)

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	193	281	\$50,000	\$65,000	\$80,000
not-for-profit	14	20	\$50,000	\$55,000	\$66,000
other	3	3	N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	49	64	\$48,500	\$60,000	\$75,000
interactive/multimedia agency	13	28	\$50,000	\$70,000	\$90,000
ad, marketing, PR agency	44	73	\$55,000	\$65,000	\$80,000
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	58	70	\$50,000	\$65,500	\$80,000
other	46	70	\$50,000	\$60,000	\$75,000
Organization size					
1			N/A	N/A	N/A
2-9	73	92	\$45,000	\$60,000	\$75,000
10-99	83	129	\$50,000	\$65,000	\$75,000
100-999	35	52	\$50,000	\$68,000	\$80,000
1,000+	20	33	\$55,000	\$75,000	\$95,000
Client base					
local/regional only	30	38	\$35,000	\$60,000	\$70,000
national	81	113	\$50,000	\$65,000	\$75,000
international	90	144	\$55,000	\$68,000	\$80,000
Organization Design Areas					
book/publication/type design	85	117	\$50,000	\$60,000	\$80,000
graphic design	178	250	\$50,000	\$60,000	\$76,000
illustration	78	109	\$51,000	\$70,000	\$85,000
photography	102	146	\$50,000	\$65,000	\$80,000
multimedia/motion/video	124	185	\$50,000	\$65,000	\$80,000
interactive media	120	187	\$50,000	\$70,000	\$80,000
web design	204	297	\$50,000	\$65,000	\$80,000
web development	188	275	\$50,000	\$65,000	\$80,000
user experience/interface	153	232	\$50,000	\$67,000	\$80,000
information architecture	96	141	\$52,000	\$75,000	\$85,000
apps	114	173	\$57,000	\$70,000	\$80,000
environmental graphics	66	96	\$50,000	\$62,500	\$80,000
corporate identity	143	202	\$50,000	\$60,000	\$80,000
annual reports and corporate collateral	89	112	\$50,000	\$60,000	\$75,000
communication strategy	113	160	\$50,000	\$65,000	\$80,000
brand and packaging design	125	175	\$45,000	\$60,000	\$75,000
advertising/marketing/sales materials	152	214	\$50,000	\$60,000	\$79,300
direct mail	100	128	\$46,300	\$58,000	\$70,000
presentations	118	165	\$50,000	\$65,000	\$80,000
copywriting/technical writing	105	148	\$50,000	\$65,000	\$80,000
exhibitions/events	79	118	\$50,000	\$62,500	\$81,300
Benefits Received					
none	24	35	\$38,000	\$50,000	\$70,000
some	135	193	\$50,000	\$65,000	\$75,000
comprehensive	49	75	\$55,000	\$70,000	\$85,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Mobile App Developer

A mobile app developer specializes in designing interactive experiences for an increasing variety of mobile platforms utilizing emerging technologies including Java, Objective-C, C++ and HTML/CSS.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	47	86	\$55,000	\$80,000	\$90,000
Region					
New England	3	8	N/A	N/A	N/A
Middle Atlantic	13	22	\$75,000	\$85,000	\$100,000
East North Central	5	6	N/A	N/A	N/A
West North Central	3	6	N/A	N/A	N/A
South Atlantic	6	13	\$55,000	\$60,000	\$85,000
East South Central			N/A	N/A	N/A
West South Central	4	11	N/A	N/A	N/A
Mountain	1	1	N/A	N/A	N/A
Pacific	12	19	\$70,000	\$80,000	\$110,000
Metro area					
Atlanta GA	2	5	N/A	N/A	N/A
Austin TX	3	10	N/A	N/A	N/A
Baltimore MD			N/A	N/A	N/A
Boston MA	2	7	N/A	N/A	N/A
Bridgeport CT			N/A	N/A	N/A
Charlotte NC	1	1	N/A	N/A	N/A
Chicago IL	1	1	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX			N/A	N/A	N/A
Denver CO	1	1	N/A	N/A	N/A
Detroit MI	1	1	N/A	N/A	N/A
Houston TX			N/A	N/A	N/A
Indianapolis IN			N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	5	10	\$80,000	\$102,500	\$110,000
Miami FL	1	1	N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN	1	3	N/A	N/A	N/A
Nashville TN			N/A	N/A	N/A
New York NY	11	20	\$77,500	\$85,000	\$100,000
Orlando FL	1	5	N/A	N/A	N/A
Philadelphia PA	2	2	N/A	N/A	N/A
Phoenix AZ			N/A	N/A	N/A
Pittsburgh PA			N/A	N/A	N/A
Portland OR	2	3	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA			N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	1	1	N/A	N/A	N/A
San Francisco CA	2	2	N/A	N/A	N/A
San Jose CA			N/A	N/A	N/A
Seattle WA	1	1	N/A	N/A	N/A
Washington DC			N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Mobile App Developer

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	45	84	\$55,000	\$80,000	\$90,000
not-for-profit	2	2	N/A	N/A	N/A
other			N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	9	14	\$50,000	\$55,000	\$70,000
interactive/multimedia agency	6	13	\$55,000	\$60,000	\$90,000
ad, marketing, PR agency	6	11	\$75,000	\$80,000	\$80,000
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	12	24	\$85,000	\$85,000	\$98,800
other	13	23	\$50,000	\$70,000	\$100,000
Organization size					
1			N/A	N/A	N/A
2-9	7	10	\$51,500	\$70,000	\$100,000
10-99	22	41	\$52,500	\$60,000	\$80,000
100-999	9	17	\$72,500	\$80,000	\$85,000
1,000+	9	18	\$82,500	\$90,000	\$100,000
Client base					
local/regional only	2	4	N/A	N/A	N/A
national	17	24	\$60,000	\$80,000	\$85,000
international	23	50	\$55,000	\$80,000	\$90,000
Organization Design Areas					
book/publication/type design	16	22	\$50,000	\$65,000	\$80,000
graphic design	33	54	\$51,500	\$62,500	\$80,000
illustration	21	32	\$55,000	\$73,500	\$80,000
photography	19	27	\$60,000	\$72,000	\$80,000
multimedia/motion/video	26	45	\$55,000	\$75,000	\$82,500
interactive media	36	68	\$55,000	\$80,000	\$90,000
web design	40	70	\$55,000	\$80,000	\$90,000
web development	37	63	\$55,000	\$80,000	\$90,000
user experience/interface	42	81	\$55,000	\$80,000	\$90,000
information architecture	28	56	\$56,300	\$80,000	\$90,000
apps	45	82	\$55,000	\$80,000	\$90,000
environmental graphics	14	21	\$60,000	\$80,000	\$80,000
corporate identity	24	36	\$56,300	\$70,000	\$80,000
annual reports and corporate collateral	12	20	\$50,000	\$55,000	\$70,000
communication strategy	21	37	\$50,000	\$70,000	\$80,000
brand and packaging design	22	34	\$55,000	\$73,500	\$80,000
advertising/marketing/sales materials	27	49	\$55,000	\$70,000	\$80,000
direct mail	14	21	\$50,000	\$55,000	\$65,000
presentations	23	38	\$55,000	\$73,500	\$80,000
copywriting/technical writing	18	34	\$55,000	\$71,000	\$80,000
exhibitions/events	20	37	\$55,000	\$70,000	\$80,000
Benefits Received					
none	4	6	N/A	N/A	N/A
some	24	47	\$52,000	\$60,000	\$85,000
comprehensive	19	33	\$75,000	\$85,000	\$92,500

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web-based Rich Media and Motion Graphics Developer

A designer/developer working in scripting languages (such as Actionscript or JavaScript) to develop rich, immersive experiences such as online advertising, games, landing pages and dynamic Websites.

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
National	40	72	\$60,000	\$69,000	\$87,300
Region					
New England	2	3	N/A	N/A	N/A
Middle Atlantic	3	7	N/A	N/A	N/A
East North Central	7	9	N/A	N/A	N/A
West North Central	1	1	N/A	N/A	N/A
South Atlantic	4	5	N/A	N/A	N/A
East South Central	1	1	N/A	N/A	N/A
West South Central	6	13	\$55,000	\$65,000	\$85,000
Mountain			N/A	N/A	N/A
Pacific	16	33	\$60,000	\$69,000	\$90,000
Metro area					
Atlanta GA	1	1	N/A	N/A	N/A
Austin TX	3	8	N/A	N/A	N/A
Baltimore MD	1	1	N/A	N/A	N/A
Boston MA	2	3	N/A	N/A	N/A
Bridgeport CT			N/A	N/A	N/A
Charlotte NC			N/A	N/A	N/A
Chicago IL	3	3	N/A	N/A	N/A
Cincinnati OH			N/A	N/A	N/A
Cleveland OH			N/A	N/A	N/A
Dallas TX	2	4	N/A	N/A	N/A
Denver CO			N/A	N/A	N/A
Detroit MI	1	3	N/A	N/A	N/A
Houston TX	1	1	N/A	N/A	N/A
Indianapolis IN	2	2	N/A	N/A	N/A
Kansas City MO			N/A	N/A	N/A
Los Angeles CA	6	19	\$60,000	\$69,000	\$75,000
Miami FL			N/A	N/A	N/A
Milwaukee WI			N/A	N/A	N/A
Minneapolis MN			N/A	N/A	N/A
Nashville TN	1	1	N/A	N/A	N/A
New York NY	2	6	N/A	N/A	N/A
Orlando FL			N/A	N/A	N/A
Philadelphia PA	2	3	N/A	N/A	N/A
Phoenix AZ			N/A	N/A	N/A
Pittsburgh PA			N/A	N/A	N/A
Portland OR	1	3	N/A	N/A	N/A
Providence RI			N/A	N/A	N/A
Raleigh NC			N/A	N/A	N/A
Richmond VA	1	1	N/A	N/A	N/A
St. Louis MO			N/A	N/A	N/A
Salt Lake City UT			N/A	N/A	N/A
San Diego CA	2	2	N/A	N/A	N/A
San Francisco CA	3	4	N/A	N/A	N/A
San Jose CA			N/A	N/A	N/A
Seattle WA	3	4	N/A	N/A	N/A
Washington DC			N/A	N/A	N/A

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.

Web-based Rich Media and Motion Graphics Developer

	RESPONDENTS		TOTAL COMPENSATION		
	Number of respondents	Number in position	25% earn less	50% earn less	75% earn less
Sector					
for-profit	36	68	\$60,000	\$72,000	\$89,500
not-for-profit	4	4	N/A	N/A	N/A
other			N/A	N/A	N/A
Organization type					
freelancer			N/A	N/A	N/A
self-employed (solo)			N/A	N/A	N/A
design studio or consultancy	3	4	N/A	N/A	N/A
interactive/multimedia agency	3	5	N/A	N/A	N/A
ad, marketing, PR agency	12	23	\$60,000	\$75,000	\$90,000
media/publishing firm	1	1	N/A	N/A	N/A
in-house department	16	34	\$60,000	\$70,500	\$100,000
other	5	5	N/A	N/A	N/A
Organization size					
1			N/A	N/A	N/A
2-9	3	3	N/A	N/A	N/A
10-99	14	16	\$55,000	\$60,000	\$83,000
100-999	14	36	\$60,000	\$69,000	\$78,800
1,000+	9	17	\$72,500	\$85,000	\$90,000
Client base					
local/regional only	5	11	\$65,000	\$69,000	\$69,000
national	11	18	\$51,500	\$65,000	\$85,000
international	19	37	\$60,000	\$75,000	\$90,000
Organization Design Areas					
book/publication/type design	16	21	\$53,500	\$60,000	\$90,000
graphic design	30	50	\$60,000	\$67,000	\$80,000
illustration	17	31	\$60,000	\$65,000	\$77,000
photography	17	28	\$60,000	\$75,000	\$87,500
multimedia/motion/video	34	60	\$60,000	\$69,000	\$85,000
interactive media	32	56	\$60,000	\$70,000	\$90,000
web design	35	63	\$60,000	\$75,000	\$88,000
web development	30	55	\$60,000	\$75,000	\$85,000
user experience/interface	33	60	\$60,000	\$69,000	\$85,000
information architecture	21	30	\$60,000	\$82,500	\$90,000
apps	28	50	\$60,000	\$67,000	\$85,000
environmental graphics	6	13	\$60,000	\$60,000	\$85,000
corporate identity	21	35	\$60,000	\$75,000	\$85,000
annual reports and corporate collateral	13	15	\$52,000	\$65,000	\$88,000
communication strategy	17	28	\$60,000	\$65,000	\$83,800
brand and packaging design	19	31	\$60,000	\$80,000	\$85,000
advertising/marketing/sales materials	30	52	\$60,000	\$75,000	\$90,000
direct mail	13	14	\$50,000	\$60,000	\$77,800
presentations	25	35	\$50,000	\$60,000	\$80,000
copywriting/technical writing	21	36	\$61,300	\$75,000	\$85,000
exhibitions/events	11	14	\$53,800	\$80,000	\$90,000
Benefits Received					
none	1	1	N/A	N/A	N/A
some	26	48	\$60,000	\$69,000	\$83,000
comprehensive	11	21	\$53,500	\$85,000	\$90,000

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values.