

# STC San Diego Chapter 2010 Salary Survey



The San Diego STC Chapter conducted their third salary survey in September 2010. The survey came in two versions; one for full-time regular (REGULAR) employees, and one for contract or self-employed workers (CONTRACT).

The results of the 2010 survey, along with the results of the two previous ones, are listed below for comparison purposes.

## Number of Participants

Year	Total	REGULAR	CONTRACT
2010	83	51	32
2007	67	52	8
2004	134	-	-

## Salary Averages

	2010	2007	2004
Average annual salary (combined salaried and independent contractor)	\$74,600 (83)	\$84,822 (60)	\$65,782
Average annual salary (salaried)	\$83,400 (51)	\$79,644 (52)	(not asked)
Average annual salary (independent contractor)	\$60,600 (32)	\$90,000 (8)	(not asked)
Range, salaries (salaried and independent contractors)	\$10,000- More than 100,000	\$49,700-134,000 (60)	\$30,000-\$130,000
Average hourly rate for hourly workers	\$43	\$33.75	\$39.00
Range, hourly rate	\$21-more than \$50	\$27.00-\$40.00 (4)	\$25.00-\$67.00
Declined to answer this question	0	3	

## Salary as Function of Experience

Experience	REGULAR Percent of Respondents 2010	REGULAR Annual Salary 2010	CONTRACT Percent of Respondents 2010	CONTRACT Annual Salary 2010	CONTRACT Hourly Rate 2010	Percent of Respondents 2007	Annual Salary 2007	Percent of Respondents 2004	Annual Salary 2004
Up to 2 years	5.9%	\$55,000	0%	-	-	0	0	5%	\$40,667
3 to 5 years	1.9%	\$65,000	3.1%	\$55,000	\$23	1%	\$60,000	17%	\$51,275
6 to 10 years	9.8%	\$53,000	12.5%	\$55,000	\$41	25%	\$70,793	28%	\$63,840
11-15 years	33.3%	\$86,200	12.5%	\$72,500	\$42	22%	\$86,452	16%	\$67,124
16-20 years	11.8%	\$97,500	31.3%	\$64,000	\$43	24%	\$73,892	17%	\$72,565
More than 20 years	-	-	-	-	-	28%	\$93,014	17%	\$86,708
21-25 years	17.6%	\$93,900	12.5%	\$45,000	\$46	-	-	-	-
26-30 years	13.7%	\$86,400	28.1%	\$61,700	\$46	-	-	-	-
More than 30 years	5.9%	\$86,700	0%	-	-	-	-	-	-

## Salary as Function of Industry

*Full-time regular employees only*

Sector or Industry	Percent of Respondents 2010	Annual Salary 2010	Percent of Respondents 2007	Annual Salary 2007	Percent of Respondents 2004	Annual Salary 2004
Academia	0%	-	0%	-	1%	\$50,000
Biotech/Medical	9.6%	\$86,000	15%	\$78,966	10%	\$63,100
Computer/electronic hardware	9.6%	\$96,000	7%	\$95,000	14%	\$64,182
Computer software	38.5%	\$79,000	37%	\$64,000	30%	\$67,099
Consumer products	1.9%	\$110,000	1%	\$64,000	5%	\$56,150
Government/Defense/ Aerospace	11.5%	\$67,500	5%	\$81,171	12%	\$65,954
Not-for-profit	0%	-	0%	-	0%	\$54,299
Telecommunications	17.3%	\$97,200	20%	\$91,760	14%	\$79,753
Other	9.6%	\$75,000	15%	\$76,532	14%	-

*Other industries included: Healthcare, Commercial Manufacturing, Environmental, and Financial Services.*

## Salary as Function of Job Function

Job Function	Percent of Respondents 2010	Annual Salary 2010
Business Analyst	2.4%	\$75,000
Information Architect or Designer	6.0%	90,000
Instructional Designer/Trainer/ Computer-based Training	2.4%	\$90,000
Project or Product Manager	10.8%	\$100,000
Technical Communicator or Editor	75.9%	\$69,100
Usability or Web Designer	2.4%	\$97,500

Primary Job Function	Percent of Respondents 2007	Annual Salary 2007	Percent of Respondents 2004	Annual Salary 2004
Manager	18%	\$97,819	13%	\$88,718
Writer	53%	\$74,938	63%	\$62,063
Editor	13%	\$73,936	11%	\$54,574
Help Author	5%	\$72,333	6%	\$66,325
Desktop Publisher	0%	-	3%	\$59,700
Illustrator	0%	-	1%	\$55,000
Instructional Designer	1%	\$73,000	2%	\$67,000
Other	8%	\$101,200	-	-

# Demographics

## Gender

Gender	Percent of Respondents 2010	Annual Salary 2010	Percent of Respondents 2007	Annual Salary 2007	Percent of Respondents 2004	Annual Salary 2004
Female	69%	\$72,500	68%	\$77,081	68%	\$63,135
Male	31%	\$79,200	32%	\$89,535	32%	\$71,679

## Age

### Average Age

2010: 58 years

2007: 49 years

2004: 46 years

Age	Percent of Respondents 2010	Annual Salary 2010	Percent of Respondents 2007	Annual Salary 2007	Percent of Respondents 2004	Annual Salary 2004
Under 30	1.2%	\$85,000	0%	-	7%	\$46,329
30-39	12.0%	\$62,000	7%	\$86,875	22%	\$54,000
40-49	21.7%	\$83,900	48%	\$78,006	34%	\$72,400
50-59	43.4%	\$73,800	40%	\$83,742	32%	\$64,800
Over 60	21.7%	\$73,600	5%	\$80,668	5%	\$64,678

## Level of Education

Level of Education	Percent of Respondents 2010	Annual Salary 2010	Percent of Respondents 2007	Annual Salary 2007	Percent of Respondents 2004	Annual Salary 2004
Did not complete high school	0%	-	0%	-	0%	-
High school, GED, or Associate degree	8.4%	\$70,000	11%	\$84,044	15%	\$66,279
Bachelors degree	59.0%	\$73,600	52%	\$79,117	50%	\$58,900
Masters degree	26.5%	\$80,200	30%	\$84,326	33%	\$69,900
Doctorate	3.6%	\$65,000	7%	\$75,675	2%	\$58,333
No response	2.4%	-	-	-	-	-

## Field of Education

Field of Education	Percent of Respondents 2010	Annual Salary 2010	Percent of Respondents 2007	Annual Salary 2007	Percent of Respondents 2004	Annual Salary 2004
English, Writing, languages, liberal arts	36.1%	\$72,500	31%	\$81,563	44%	\$60,600
Journalism	0%	-	7%	\$84,199	7%	\$64,900
Technical Communication	8.4%	\$87,100	8%	\$76,160	8%	\$60,358
Engineering or Computer Science	13.3%	\$81,400	3%	\$82,756	18%	\$67,500
Social Science (Psychology, History, Sociology, Economics, Political science)	13.3%	\$85,900	12%	\$90,142	9%	\$63,700
Education or Instructional Design	3.6%	\$51,700	5%	\$69,666	8%	\$74,900
Business	3.6%	\$65,000	14%	\$84,446	6%	\$64,900
Other & Unknown	21.7%	\$67,800	20%	\$76,225	(not asked)	(not asked)

*Other fields of education included: Nutrition, Geography, and unknown majors.*

## Professional Development

Professional Development	Percent of Respondents 2010
Adult Education (such as Community College courses, either in class or online courses)	53.0%
Professional Certification courses	47.0%
Self-directed (reading, studying, and learning tools & software by doing)	78.3%
Workshops provided by STC or STC chapters	47.0%
Workshops by other vendors (such as SkillPath, Microsoft, Adobe, etc.)	54.2%
Other	16.9%

*Other professional development included: Would like to do more professional development, but do not have the time, PMP certification, and various web-bases classes.*

## Job Leads

In the last 12 months, in which places did you obtain a job lead that led to an interview?

Place	Percent of Respondents 2010
An STC meeting	9.6%
Friends and family referrals	19.3%
Internet searches	36.1%
Job Fairs	0%
Linked In social networking	19.3%
STC contacts	14.5%
STC twitter feed	2.4%
STC chapter job board	4.8%
Not applicable (jobs find me)	26.5%

*Other job leads included: Not applicable (already employed), local recruiters, previous employers and referrals, job shops.*

# Recession

## Company Savings

*Full-time regular employees only*

Have you or your company experienced any of the following in the last 24 months?

<b>Saving</b>	<b>Percent of Respondents 2010</b>	<b>Percent of Respondents 2007</b>	<b>Percent of Respondents 2004</b>
Permanent staff layoff	49.0%	73%	43%
Contract staff layoff	45.1%	41%	19%
Canceled project(s)	39.2%	52%	33%
Increased workload due to staff cuts	52.9%	67%	50%
Training budget cuts	35.3%	37%	31%
No (or less than normal) salary increase	58.8%	48%	50%
Offshoring (work sent to an outside or inside intl. location)	27.5%	44%	(not asked)
Outsourcing (work sent to an outside, domestic company)	33.3%	32%	(not asked)
Travel budget cuts	47.1%	41%	(not asked)
Furlough days (forced to take days off unpaid)	11.8%		
Other		16%	(not asked)

*Other savings included: Salary cuts, not replacing staff that left, reduced awards, increased workload but no additional staff.*

## Job Stability

What percentage of time have you been **unemployed** over the past 24 months?

*Full-time regular employees only*

Percent	Percent of Respondents 2010
0 to 10%	76.5%
11 to 20%	7.8%
21 to 30%	0%
31 to 40%	2.0%
41 to 50%	5.9%
51 to 60%	2.0%
61 to 70%	0%
71 to 80%	0%
81 to 90%	0%
91 to 100%	2.0%
No answer	3.9%

What is your average length of contract over the last two years?

*Contract or self-employed workers only*

Length	Percent of Respondents 2010
1 to 3 months	6.3%
3 to 6 months	12.5%
6 to 9 months	15.6%
9 to 12 months	31.3%
More than 12 months	21.9%
Contract for hire	3.1%
Other	0.4%

*Other lengths included: No contract at all, varies a lot, and full time employee.*

What percentage of time have you been **fully employed** during the past 24 months?

*Contract or self-employed workers only*

Percent	Percent of Respondents 2010
0 to 10%	18.8%
11 to 20%	3.3%
21 to 30%	0%
31 to 40%	3.3%
41 to 50%	12.5%
51 to 60%	3.3%
61 to 70%	9.4%
71 to 80%	9.4%
81 to 90%	12.5%
91 to 100%	25.0%