

REPORT  
REPORT  
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REPORT

UX RESEARCH  
**SALARY**  
**REPORT**  
2020



CREATED BY **UXR COLLECTIVE**

ABOUT UXRC

UXR CONFERENCE ANYWHERE

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## Introduction

### A MESSAGE FROM UXRC

On February 28th, 2020, we asked researchers to share their salaries along with a few personal details.

**The idea is to build transparency, and to arm researchers with the knowledge they need to set positive and achievable goals. We want to prove that no matter who you are or what your background, researchers everywhere can understand and ultimately drive their own growth.**

We're thrilled to be the platform where researchers can share this crucial information for the first time.

Special thanks to Dilan Ustek for her help getting this project off the ground and designing our survey.

## Key Takeaways

**Salaries in the United States are roughly double those in Canada, the EU, and the UK.**

→ SKIP TO RESULTS FOR THE [USA](#), [CANADA](#), OR THE [EU AND UK](#).

**Researchers with the most experience often saw the lowest salary growth as a percentage from 2018 to 2019.**

This holds true for researchers in the United States, the EU, and the UK. But in Canada, researchers with more than 10 years of employment experience actually saw an 8.8% dip in average earnings from 2018 to 2019.

→ SKIP TO SALARY GROWTH RESULTS FOR THE [USA](#), [CANADA](#), OR THE [EU AND UK](#).

**Higher education correlates with higher salary in a researcher's early career, but not necessarily in their late career.**

→ SKIP TO [FULL DISCUSSION](#).

**Female and male-identifying researchers earned similar salaries.**

→ SEE RESULTS BY GENDER FOR THE [USA](#), [CANADA](#), OR THE [EU AND UK](#).



## Methodology

Using a Typeform survey, we asked researchers about their salary, location, role, and company size. We received 969 \*complete and relevant\* responses.

**\*171 responses were discounted if the respondent:**

- \* WAS NOT IN A UX RESEARCH ROLE (EX. DESIGNERS, ACADEMIC RESEARCHERS, ETC.)
- \* GAVE OBVIOUSLY FALSE INFORMATION (EX. A SALARY OF \$3,000,000)
- \* DID NOT SHARE THEIR EARNINGS

# Results USA

**NOTE:** THE FOLLOWING SECTION FOCUSES ON THE UNITED STATES. FOR SALARIES OUTSIDE THE UNITED STATES, SEE RESULTS FROM [CANADA](#), THE [EU AND UK](#), OR FROM [EMERGING MARKETS](#).



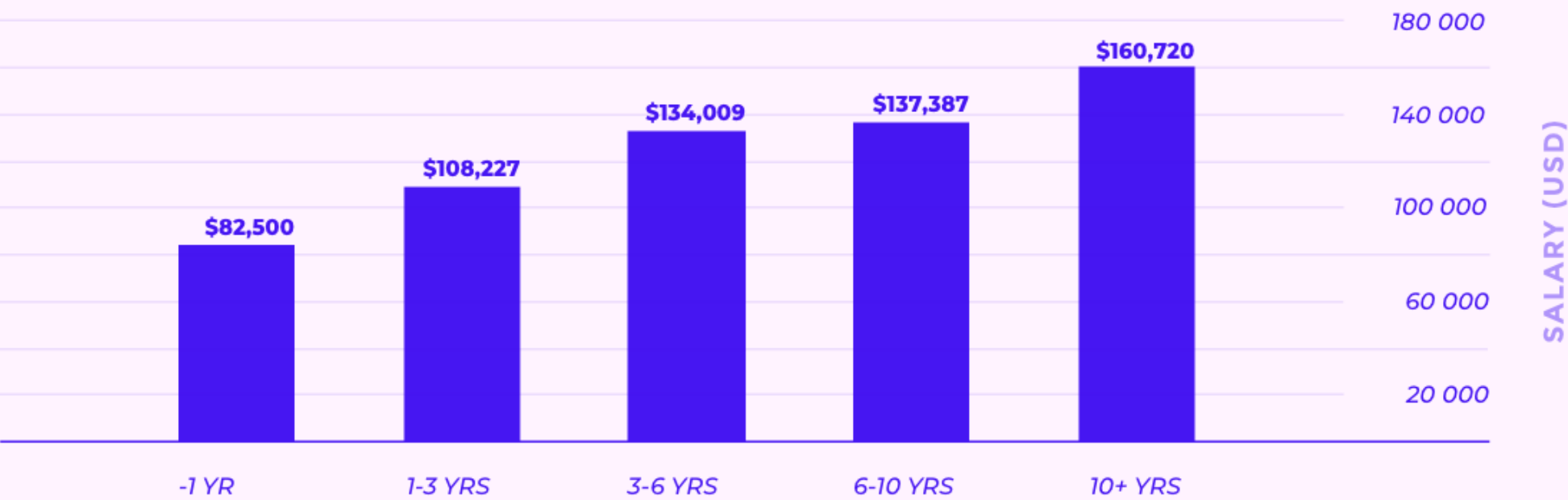
**\$125,750**

AVERAGE SALARY BASED ON

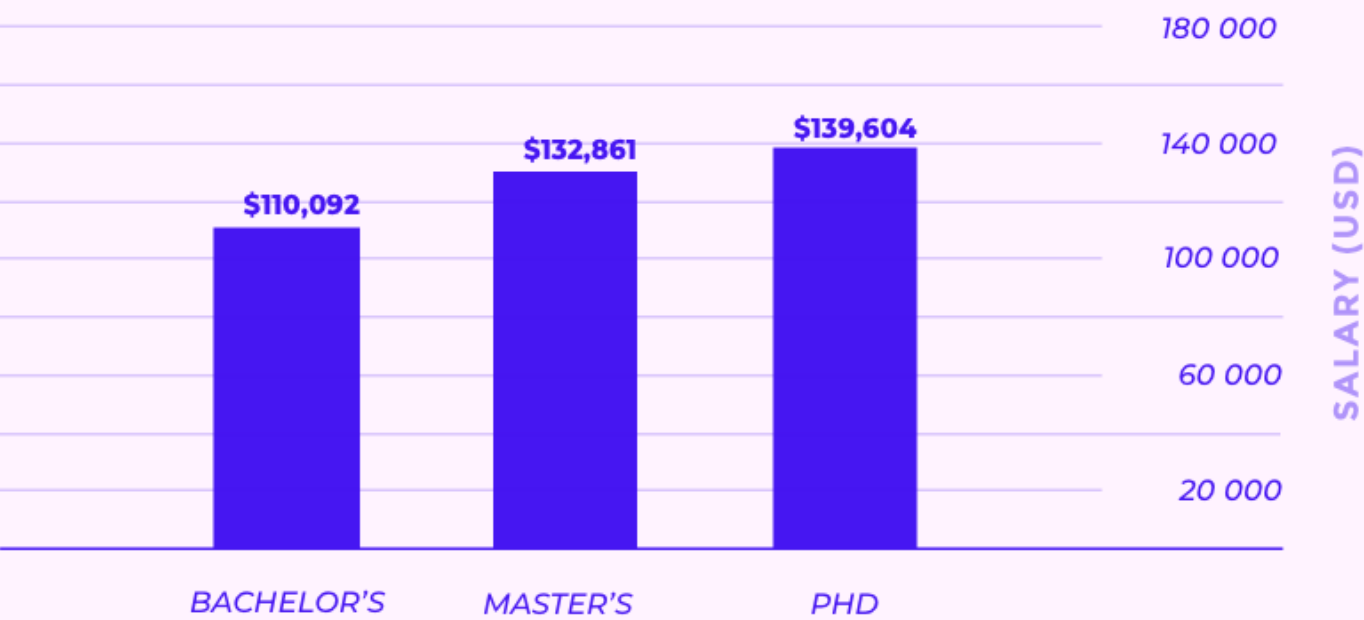
**560**

RESPONSES FROM AMERICANS  
WORKING IN RESEARCH

SALARY BASED ON EXPERIENCE



SALARY BASED ON EDUCATION



**\$125,750**

AVERAGE SALARY



**\$120,000**

MEDIAN SALARY



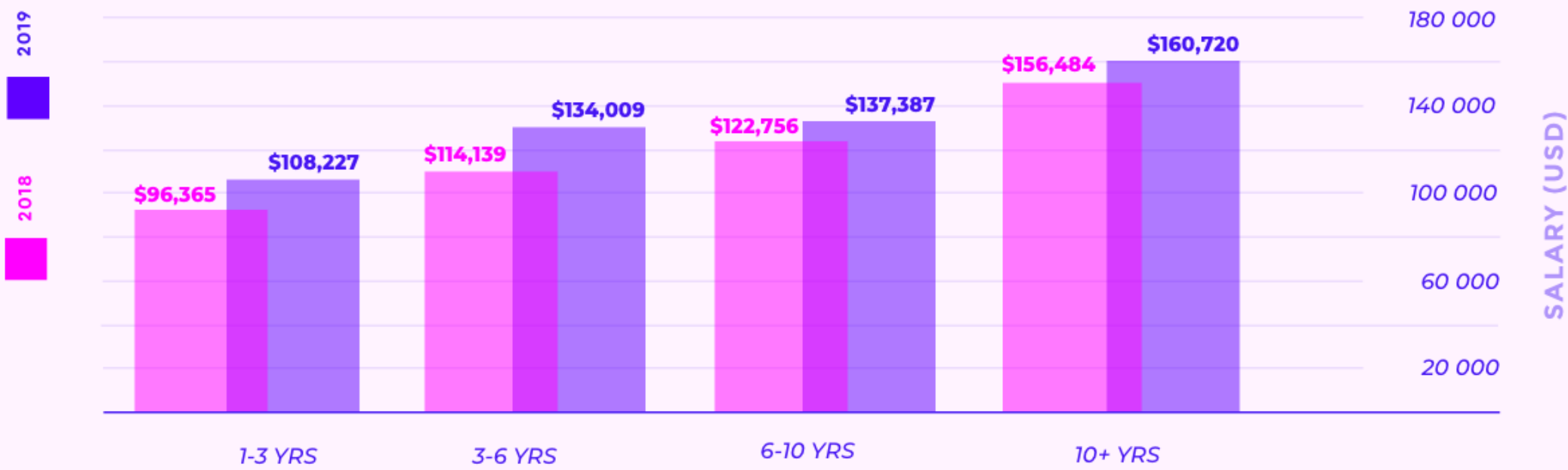
**\$68,363**

STANDARD DEVIATION

Salaries in the US are roughly double salaries in Canada, the EU, and the UK. Salaries in the US are also more standardized and predictable. Even when broken down into subgroups like gender and experience level, American salaries remain relatively standardized.

## Salary Trends 2018 to 2019

The graph below shows how salaries grew between 2018 and 2019. This data was collected simply by asking respondents for their current salary and their salary from the previous year.

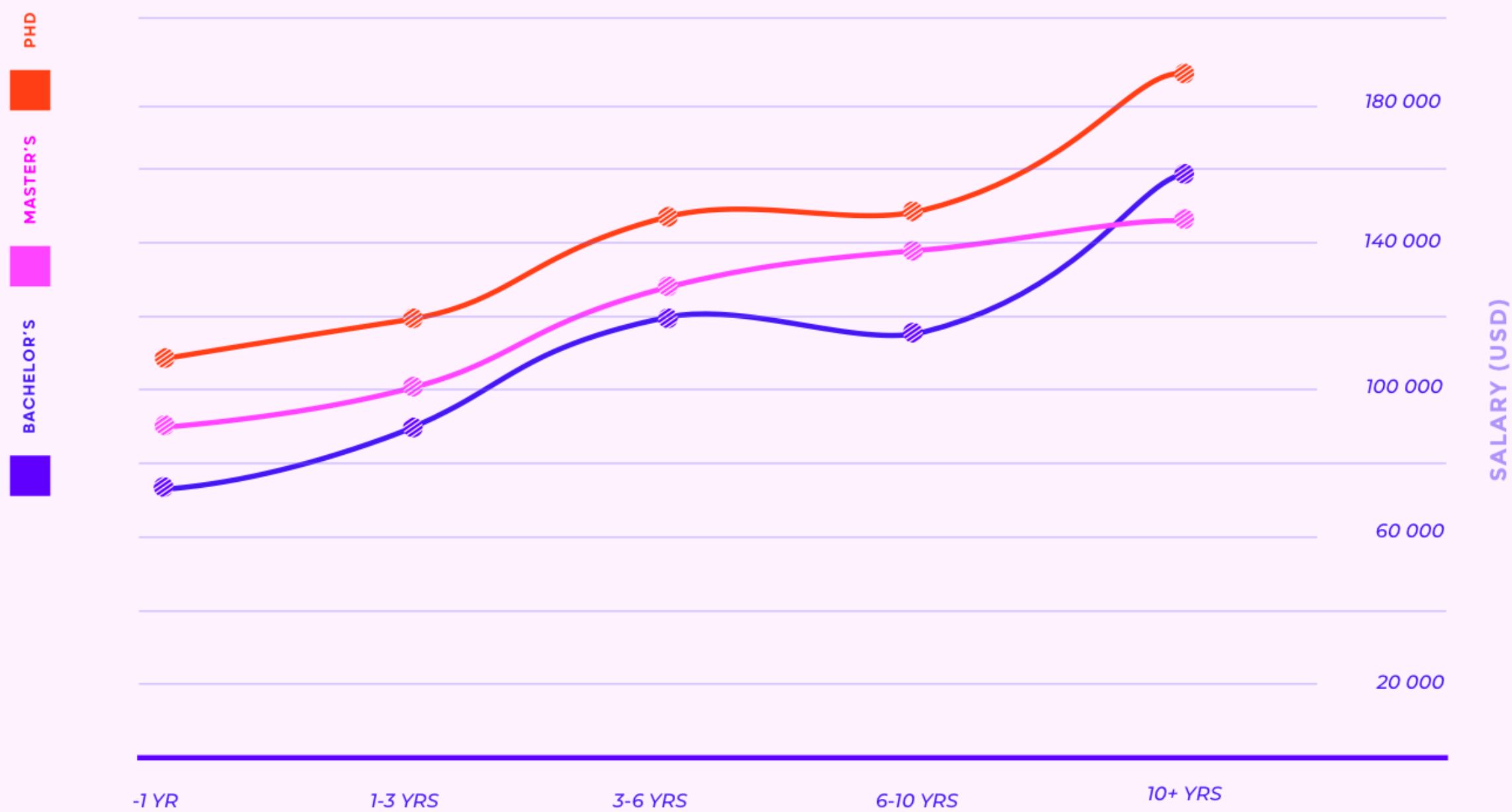


Notably, researchers with more than 10 years experience reported less salary growth as a percentage.



## Education vs Employment

The graph below shows how education level impacts salary at different stages of a researcher’s career. When starting out, a higher education level directly correlates with a higher salary – but that was not the case for more experienced researchers.

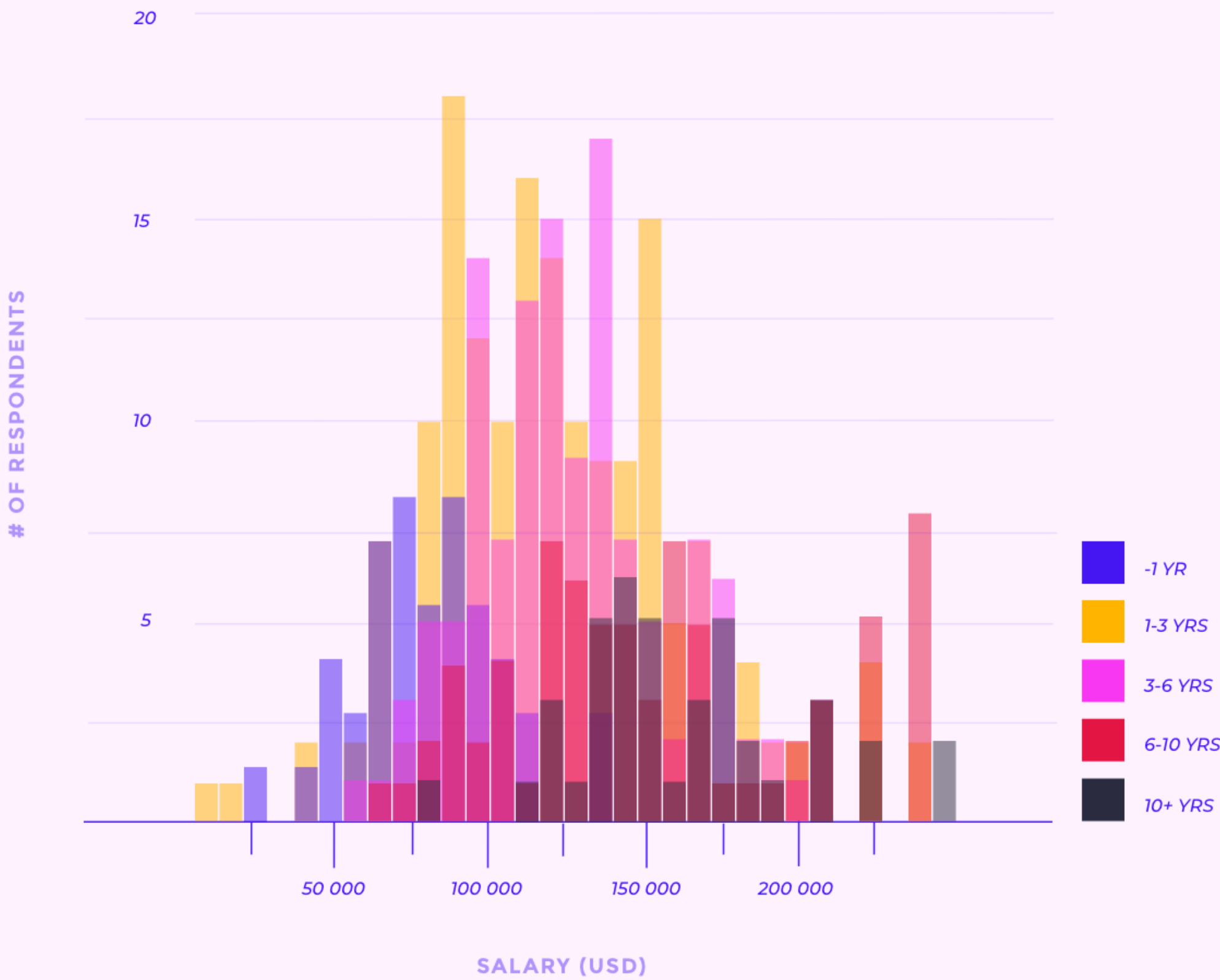


For those in the Bachelor’s and Master’s categories, education level generally becomes less predictive of a high salary at later stages in their career. Ultimately, those with only Bachelor’s degrees had a higher average salary than those with Master’s degrees in the 10+ year category.

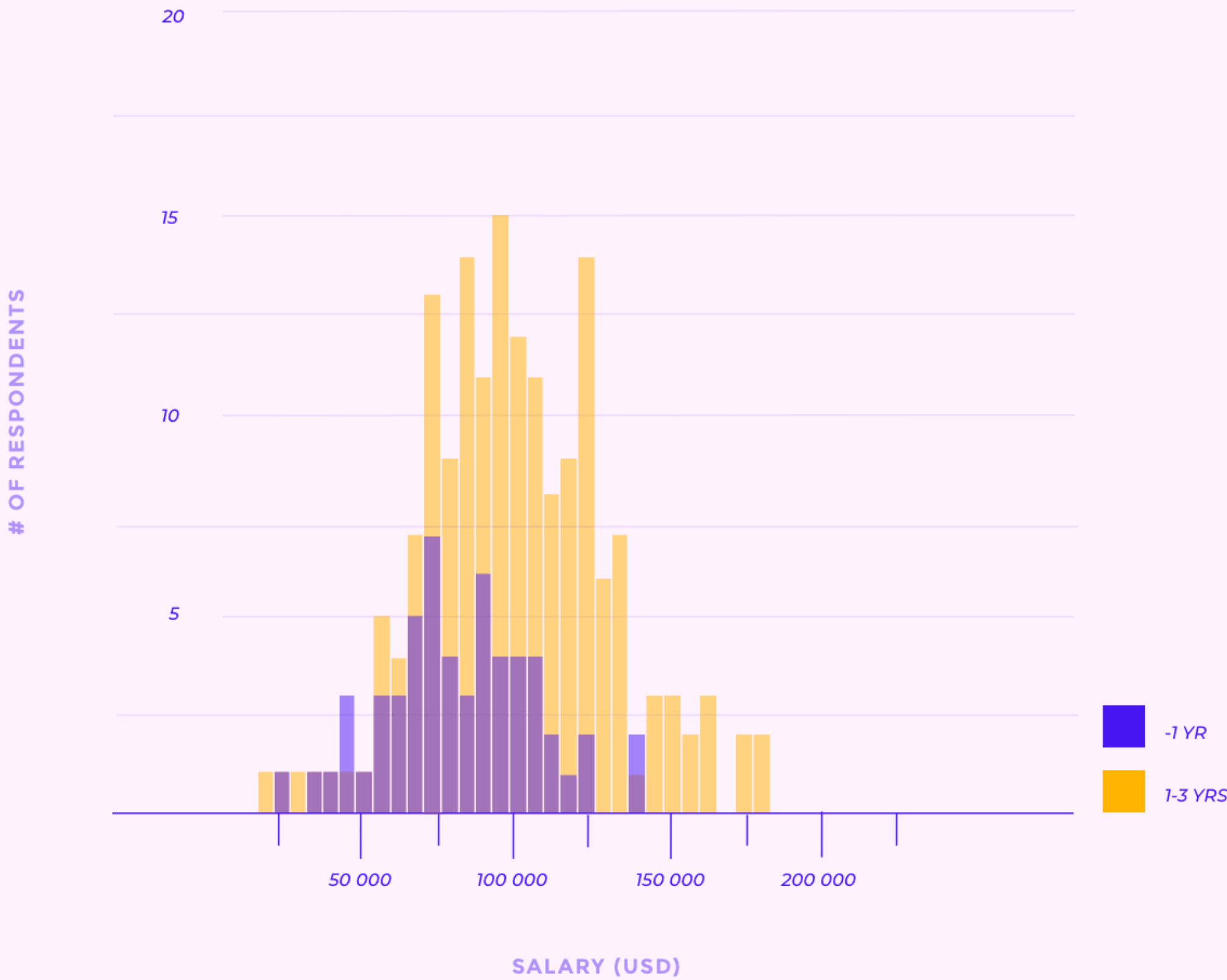


## Salary by Experience

Experience is generally a strong indicator of a higher salary, but in some cases, researchers with less experience reported a higher salary (and vice versa). See the following graphs for in-depth breakdowns of the experience categories.



## Salary by Experience: 0-3 Years

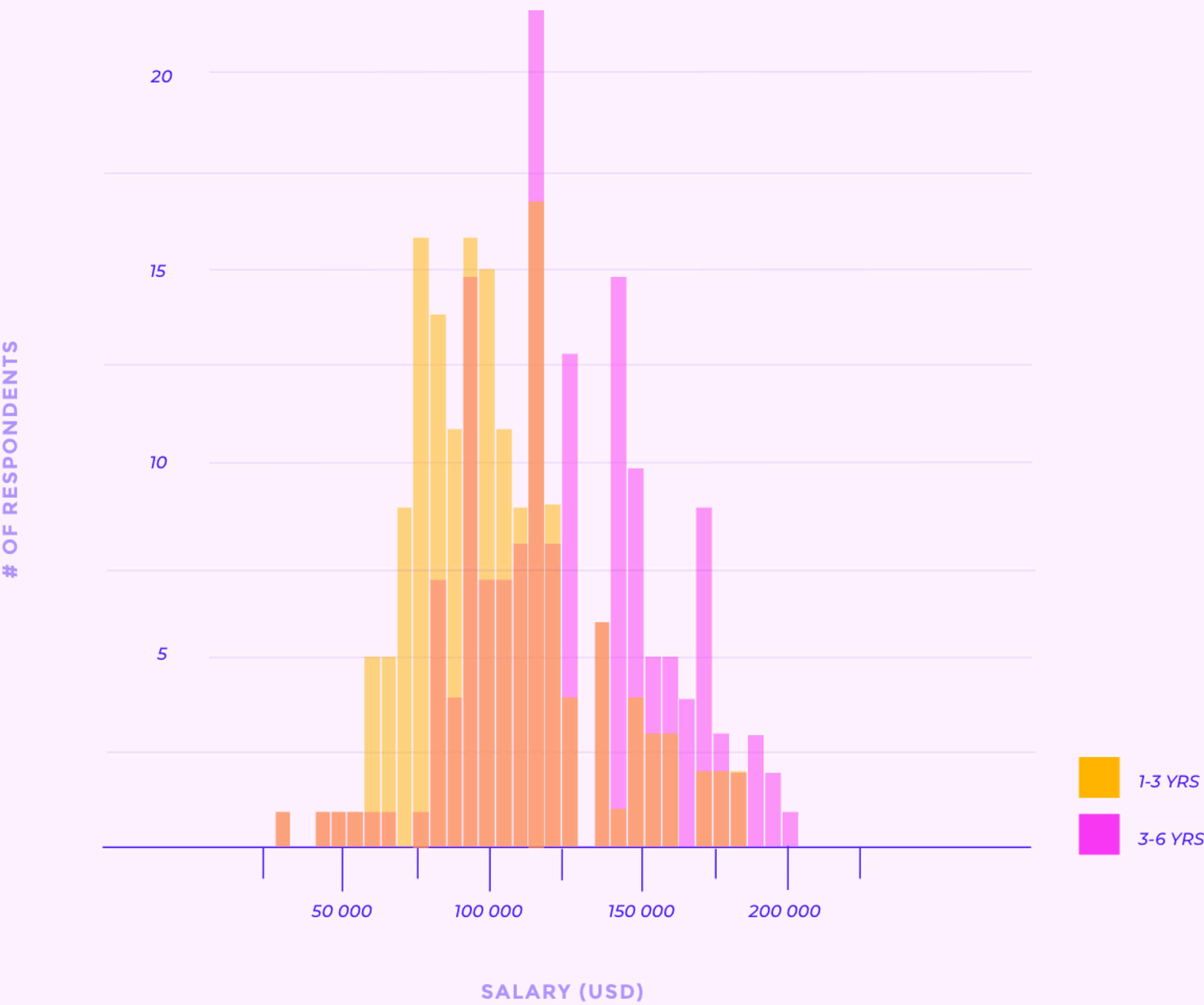


**\$82,500 USD**  
AVERAGE (LESS THAN 1 YEAR)

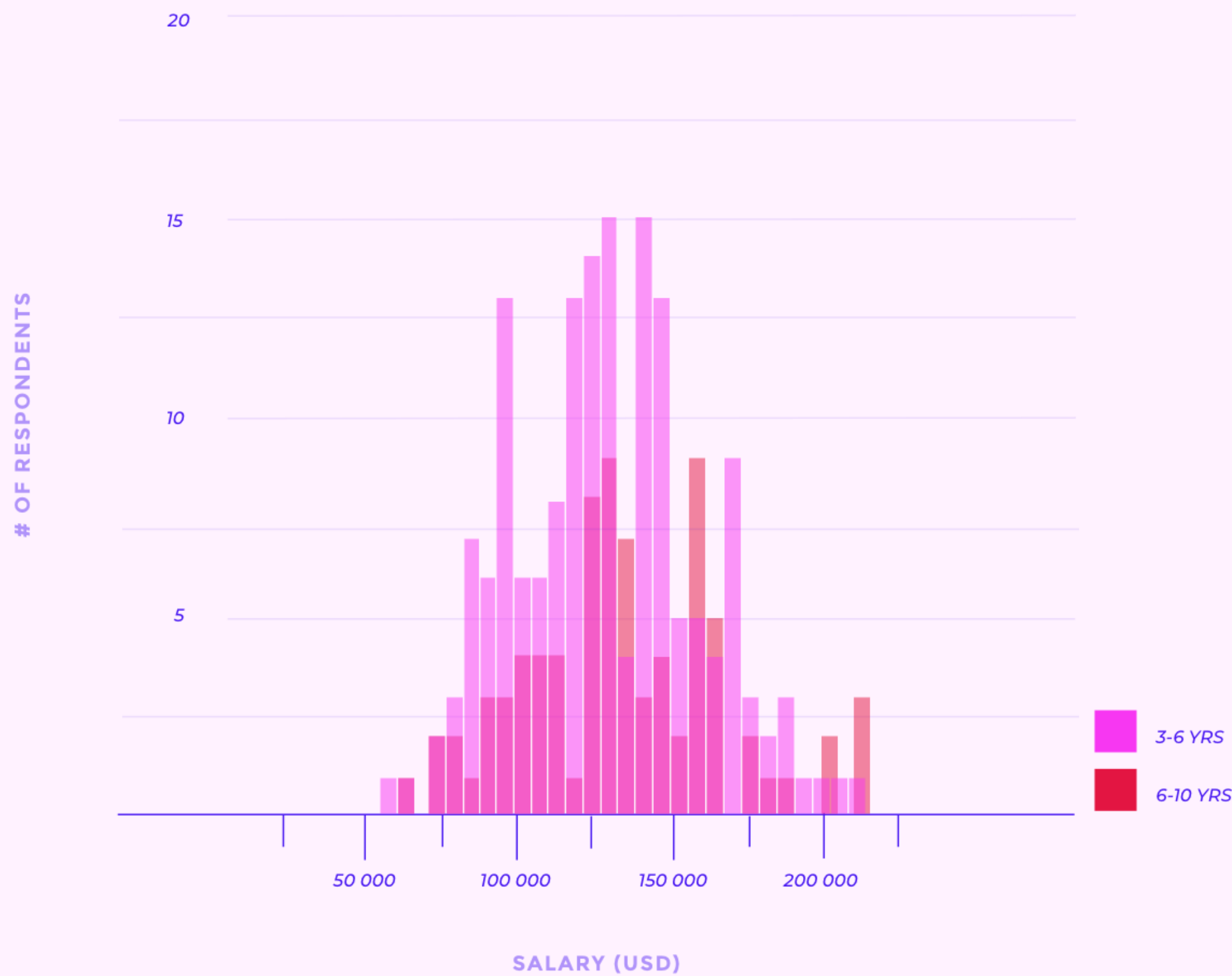
**\$108,227 USD**  
AVERAGE (1-3 YEARS)

Those in the 1-3 year category have a very wide range of salaries, and often made equal to or less than those with less experience.

## Salary by Experience: 1-6 Years



## Salary by Experience: 3-10 Years

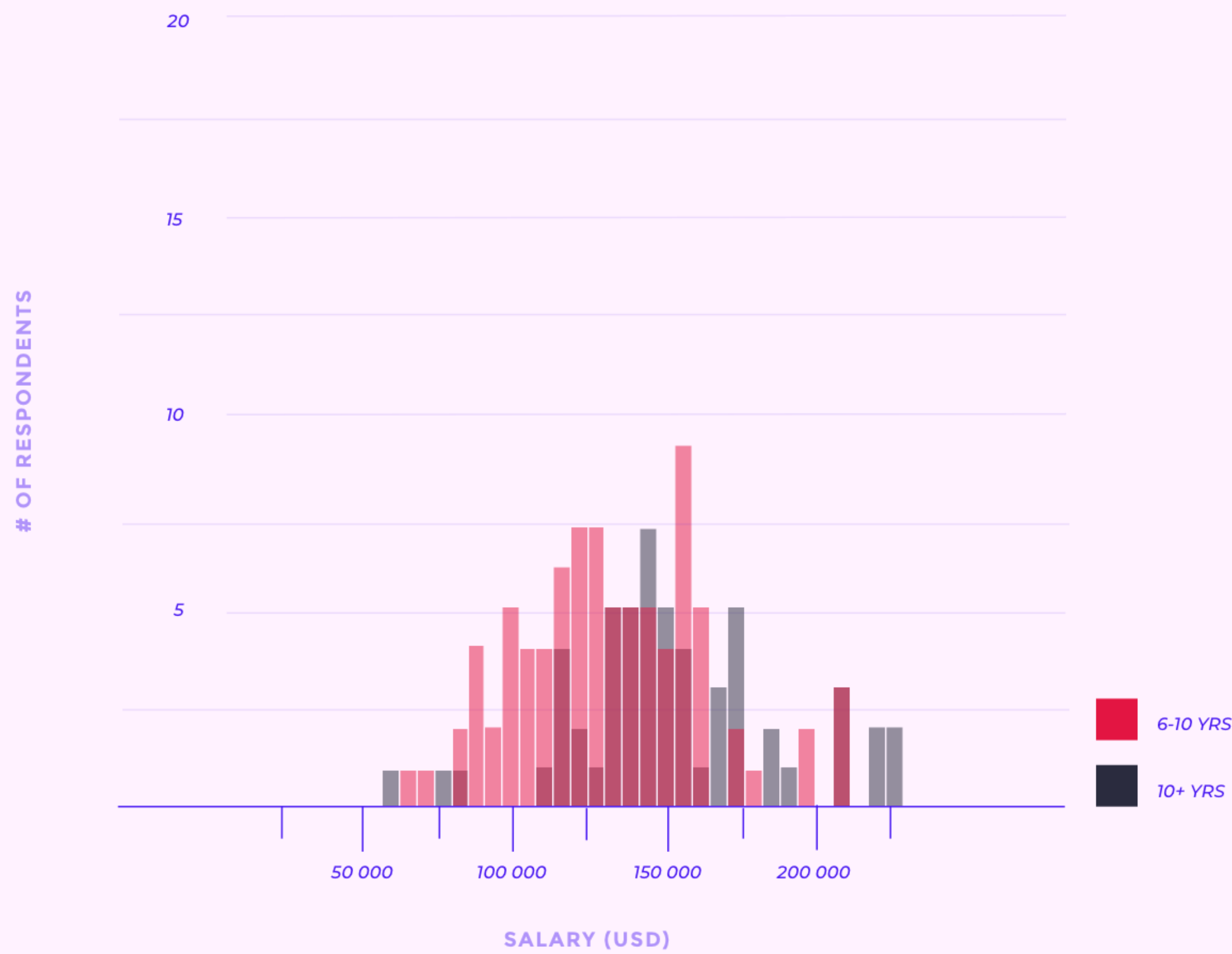


**\$134,009 USD**  
AVERAGE (3-6 YEARS)

**\$137,387 USD**  
AVERAGE (6-10 YEARS)

Researchers in the 6-10 year category have a wide range of salaries. Researchers in the 6-10 year category are not making significantly more than those in the 3-6 year category.

## Salary by Experience: Over 6 Years

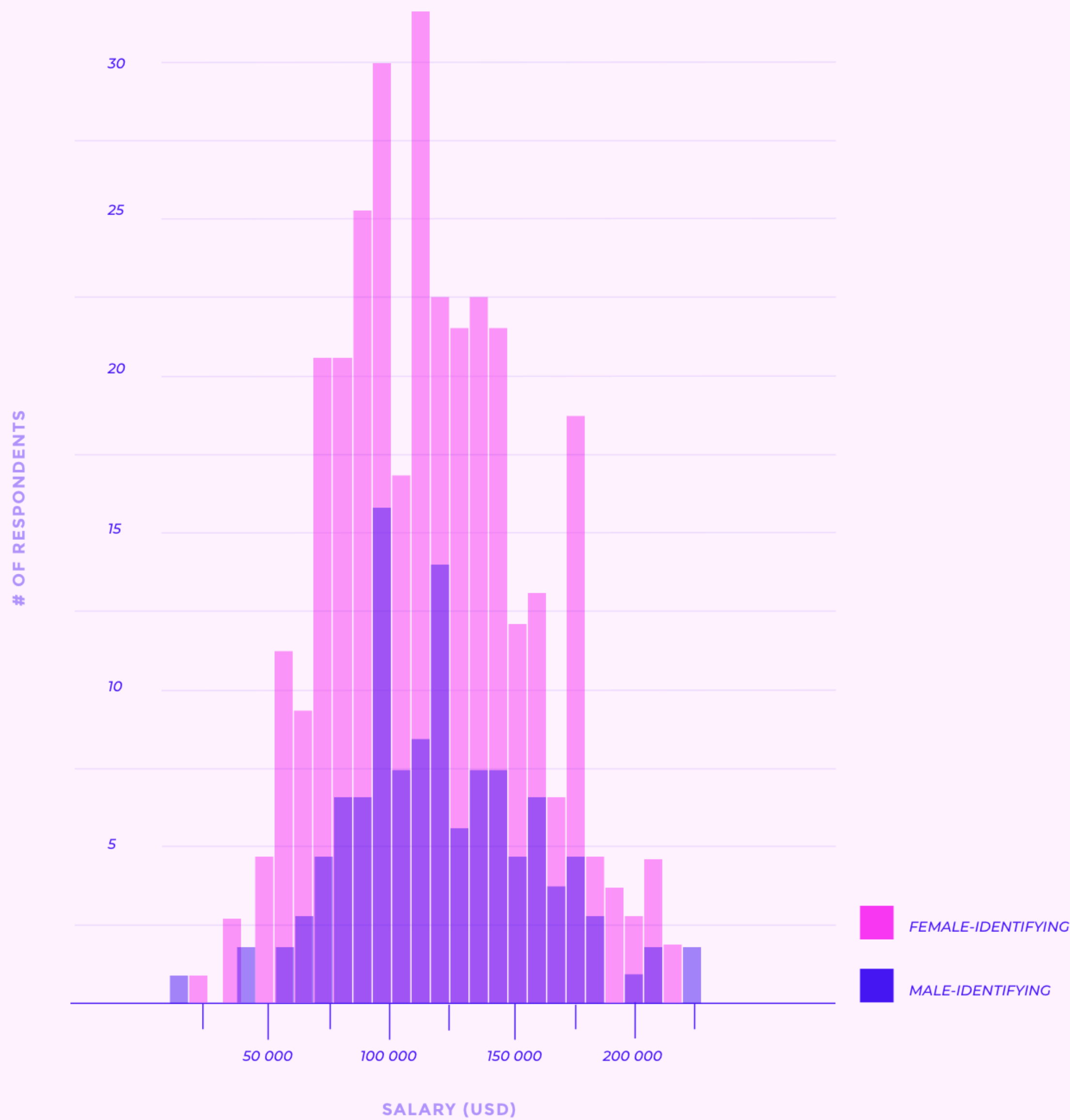


**\$137,387 USD**  
AVERAGE (6-10 YEARS)

**\$160,720 USD**  
AVERAGE (10+ YEARS)

Researchers in the 10+ year category have an even wider range of salaries than those in the 6-10 year category.

## Salary by Gender



FEMALE-IDENTIFYING

**\$121,705 USD**  
AVERAGE

**\$120,000 USD**  
MEDIAN

**\$41,996 USD**  
STANDARD DEVIATION

MALE-IDENTIFYING

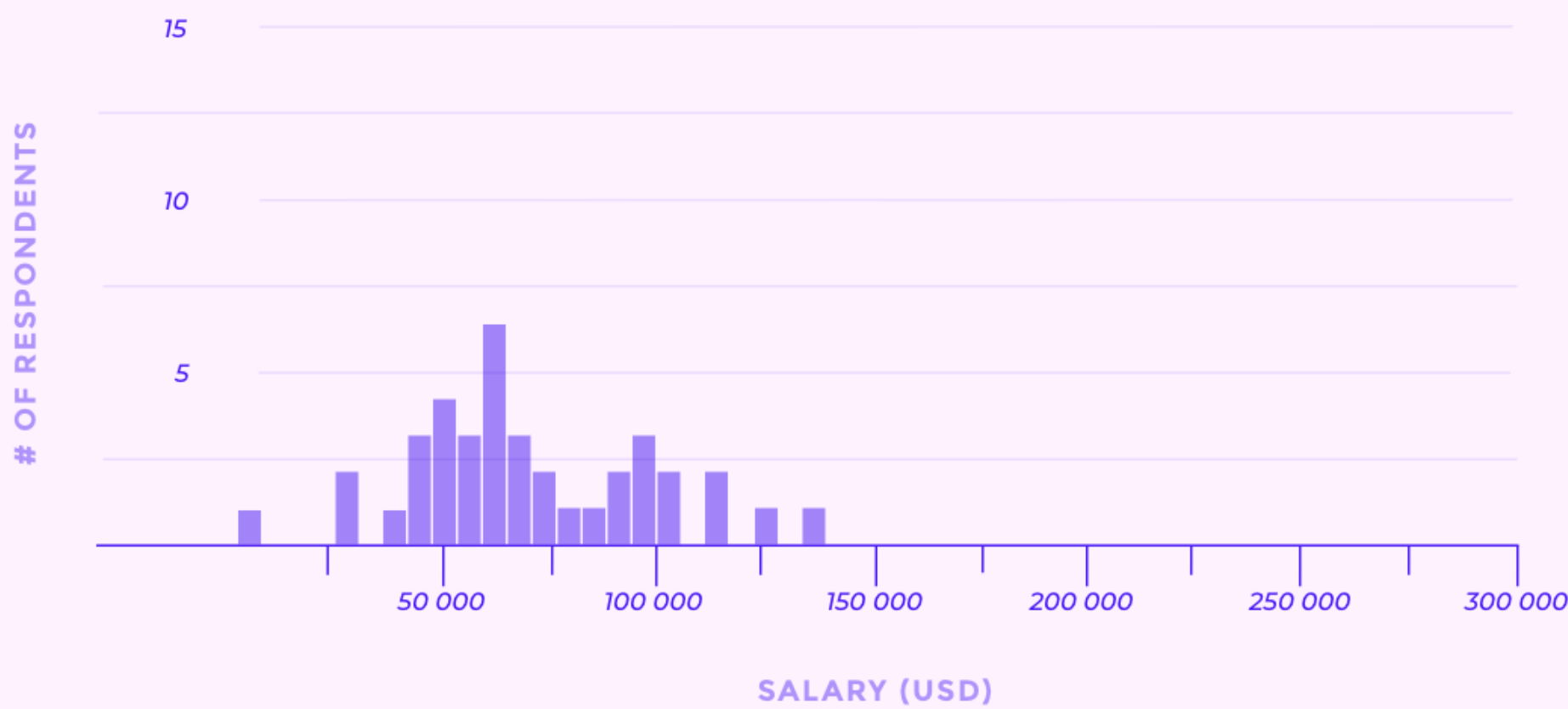
**\$127,524 USD**  
AVERAGE

**\$120,000 USD**  
MEDIAN

**\$49,454 USD**  
STANDARD DEVIATION

Male and female-identifying individuals reported similar average salaries.  
Male-identifying individuals had a wider range of salaries.

## Salary by Job Title: Junior Researcher



### JUNIOR RESEARCHER

**\$80,216 USD**  
AVERAGE

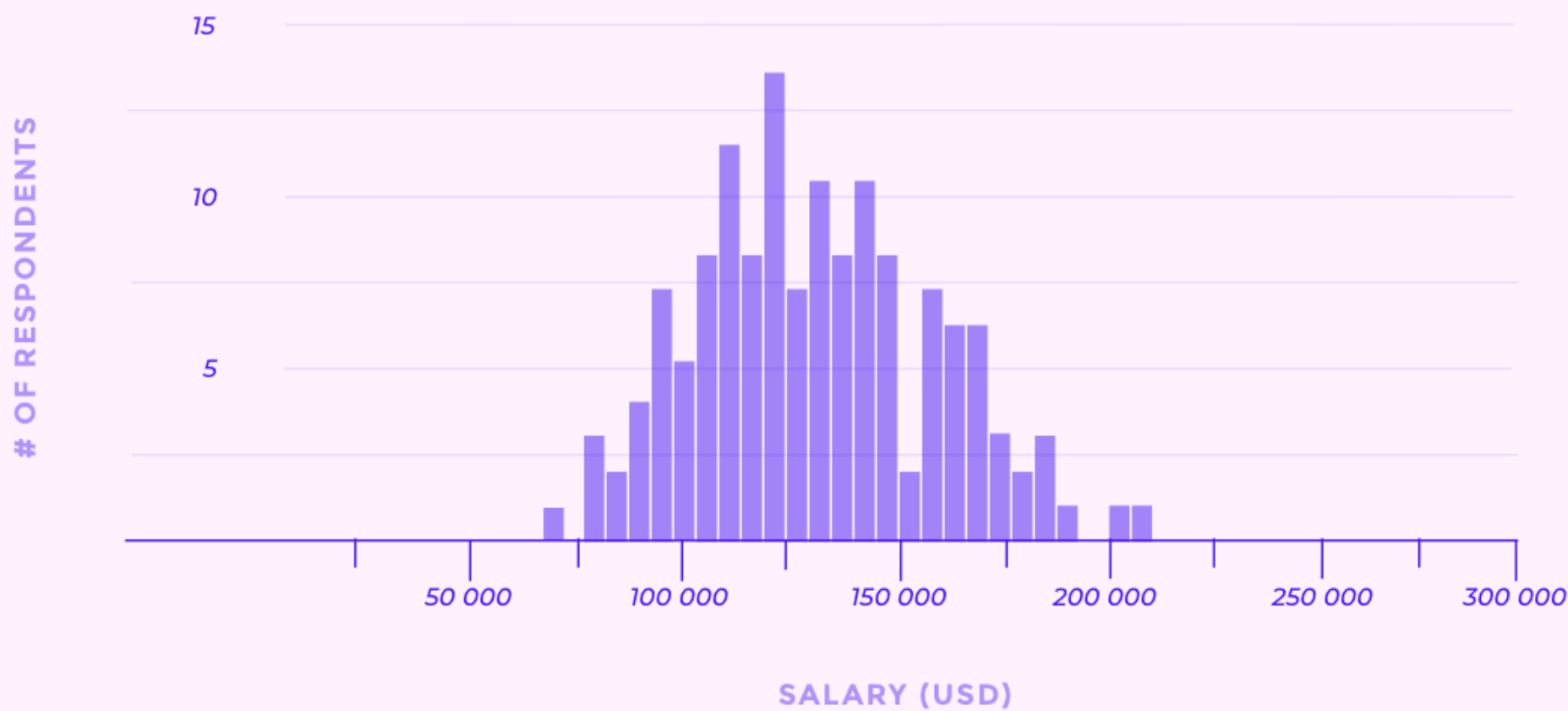
**\$75,000 USD**  
MEDIAN

**\$24,718.25 USD**  
STANDARD DEVIATION

Junior researcher salaries are relatively scattered and unpredictable, mostly coming in between \$55,000-\$110,000 USD.



## Salary by Job Title: Senior Researcher



### SENIOR RESEARCHER

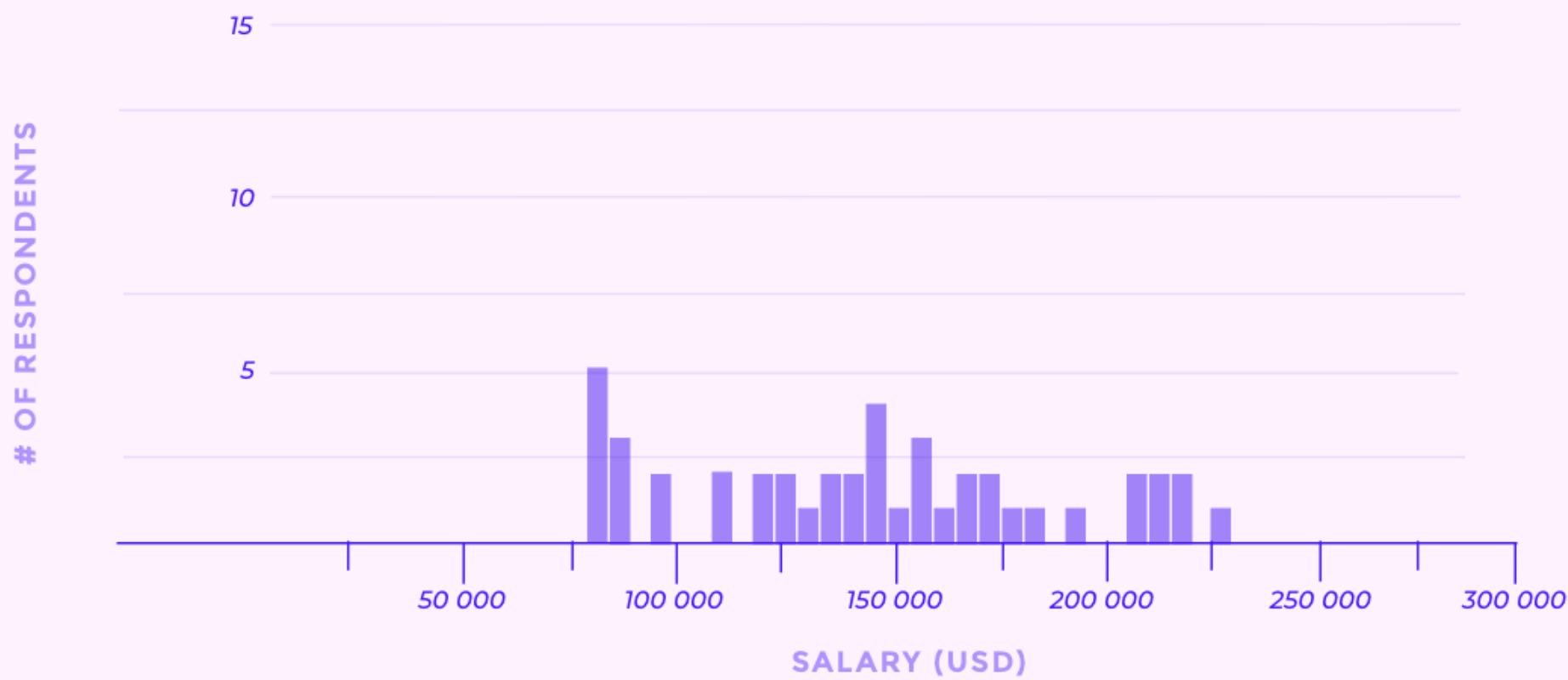
**\$131,698 USD**  
AVERAGE

**\$130,000 USD**  
MEDIAN

**\$31,037.94 USD**  
STANDARD DEVIATION

Senior researcher salaries are more clustered and predictable than salaries in other research positions, mostly coming in between \$100,000-\$150,000 USD.

## Salary by Job Title: Research Manager



### RESEARCH MANAGER

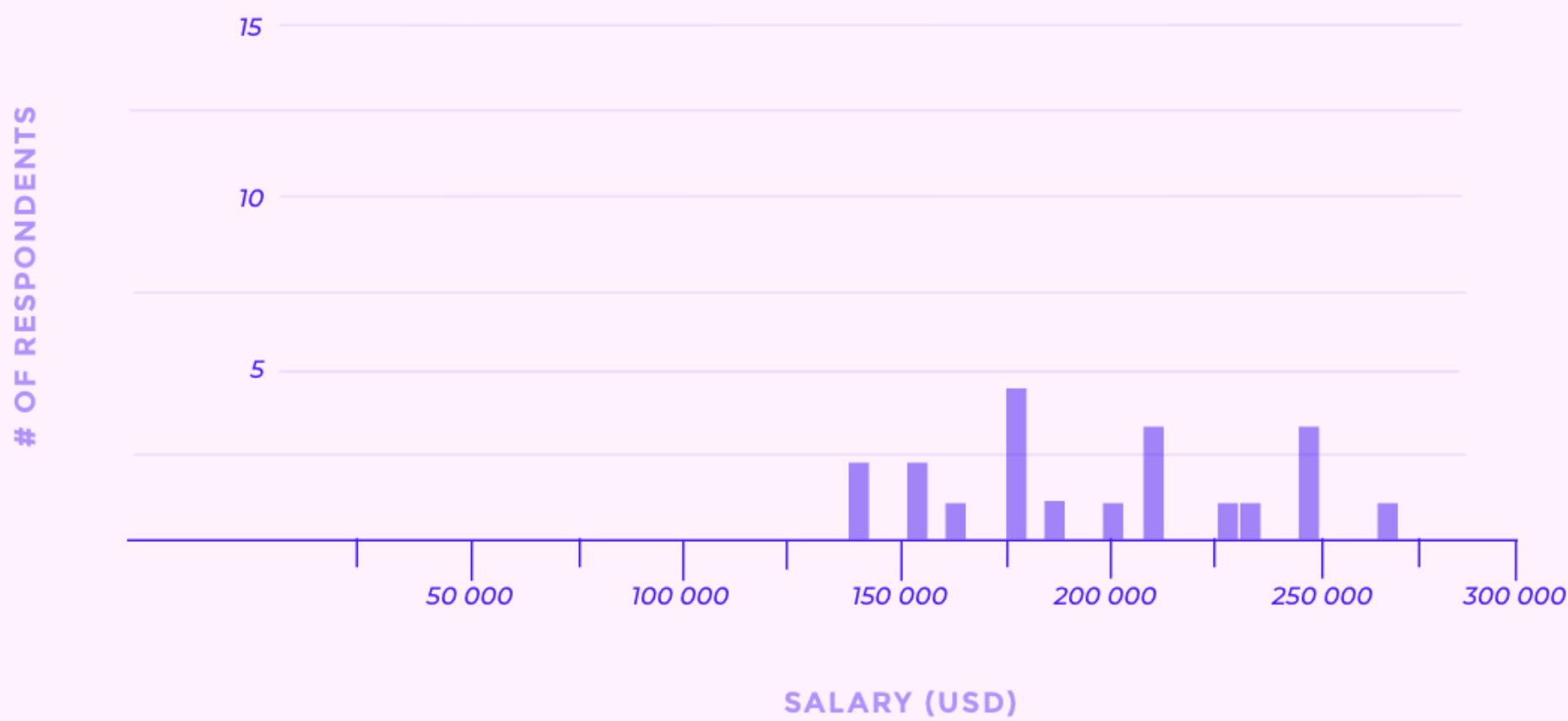
**\$149,906 USD**  
AVERAGE

**\$145,000 USD**  
MEDIAN

**\$51,391.97 USD**  
STANDARD DEVIATION

Research manager salaries have a very wide range and are unpredictable.

## Salary by Job Title: Director



### DIRECTOR

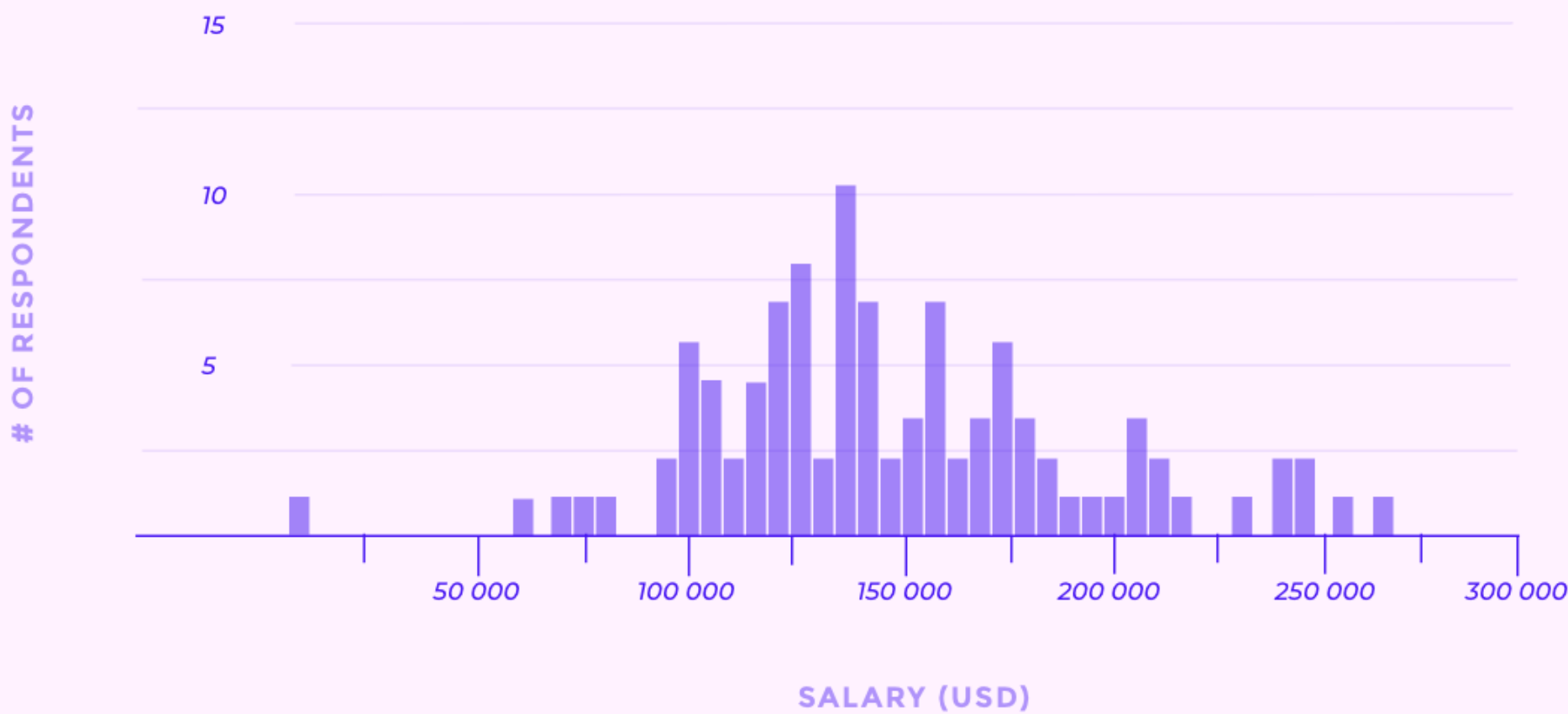
**\$195,689 USD**  
AVERAGE

**\$192,500 USD**  
MEDIAN

**\$42,264.43 USD**  
STANDARD DEVIATION

Director salaries are wide ranging. Salaries mostly fell between around \$175,000-\$250,000 USD.

## Salary by City: San Francisco



### SAN FRANCISCO

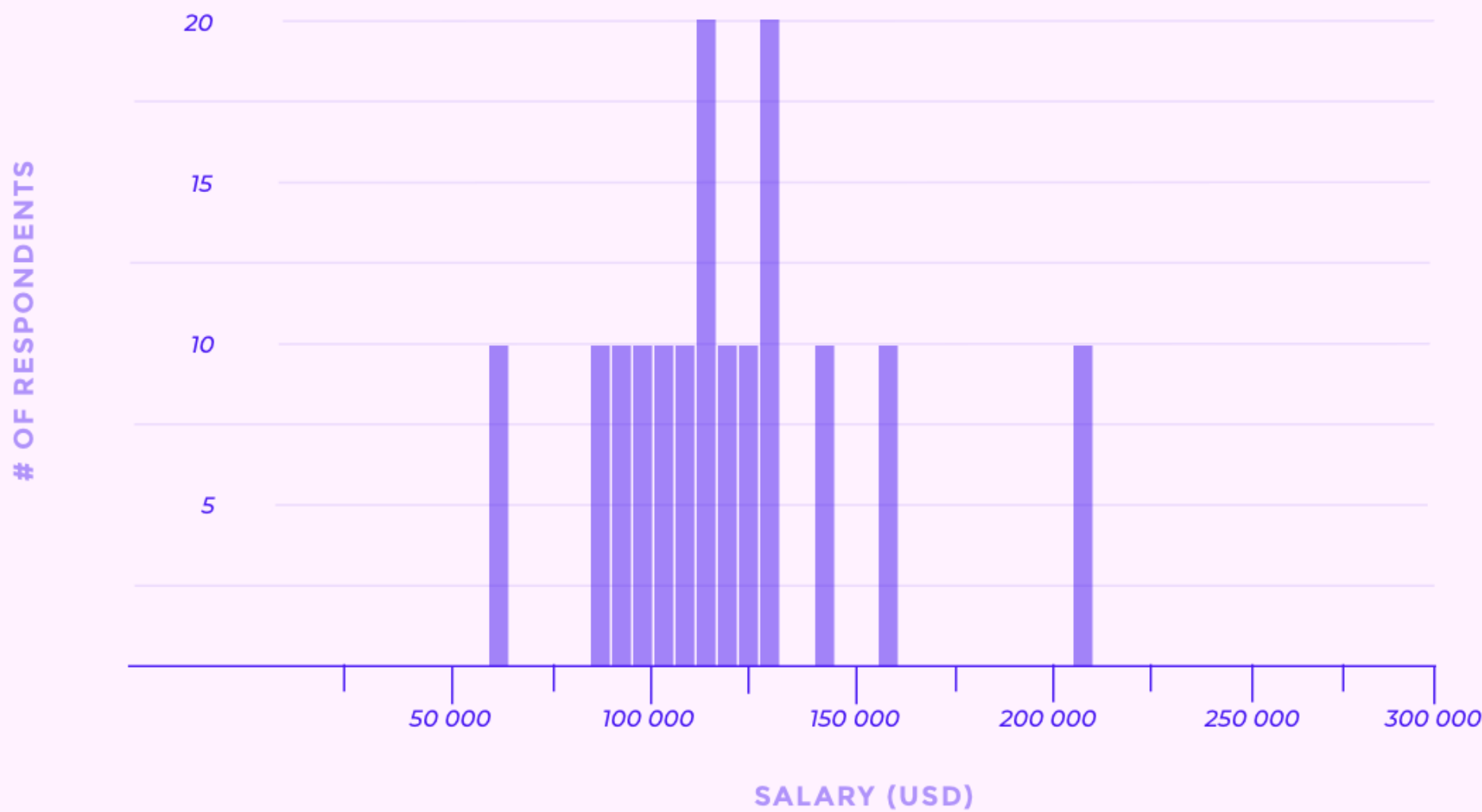
**\$147,327 USD**  
AVERAGE

**\$140,000 USD**  
MEDIAN

**\$45,924.71 USD**  
STANDARD DEVIATION

The average salary in San Francisco (\$147,327 USD) is significantly higher than the average salary in the US (\$125,750 USD). Salaries in San Francisco have a wide range, but mostly cluster around \$100,000-\$175,000 USD. Salaries of \$180,000-\$275,000 USD are less common, but not unseen.

## Salary by City: Los Angeles



### LOS ANGELES

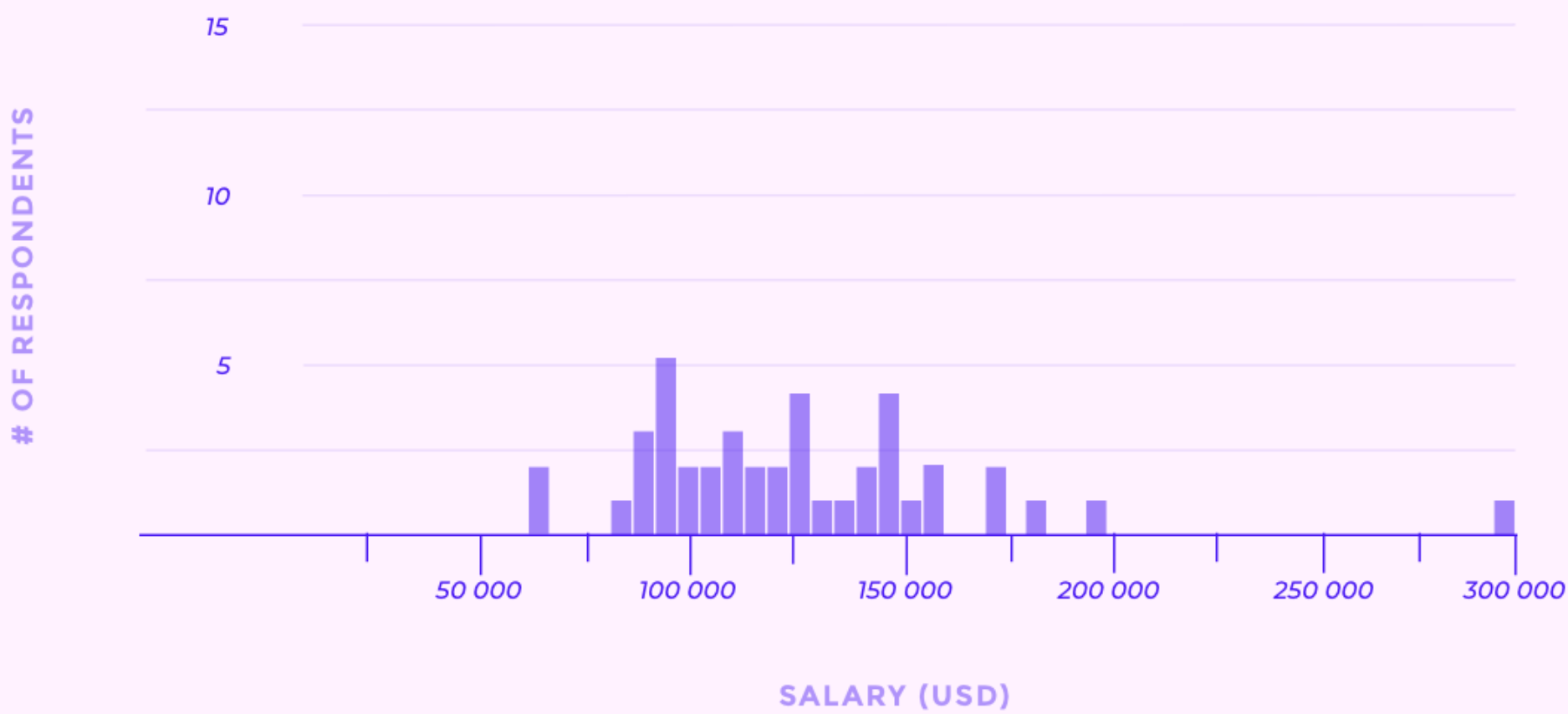
**\$119,583 USD**  
AVERAGE

**\$115,000 USD**  
MEDIAN

**\$34,188.25 USD**  
STANDARD DEVIATION

Salaries in Los Angeles mostly come in between \$80,000-\$130,000 USD. We received only 15 responses from researchers in Los Angeles – much fewer than we got for other cities. Because of the low number of responses, this graph may be a less accurate representation of salary than the other graphs in this section.

## Salary by City: New York



### NEW YORK

**\$124,857 USD**  
AVERAGE

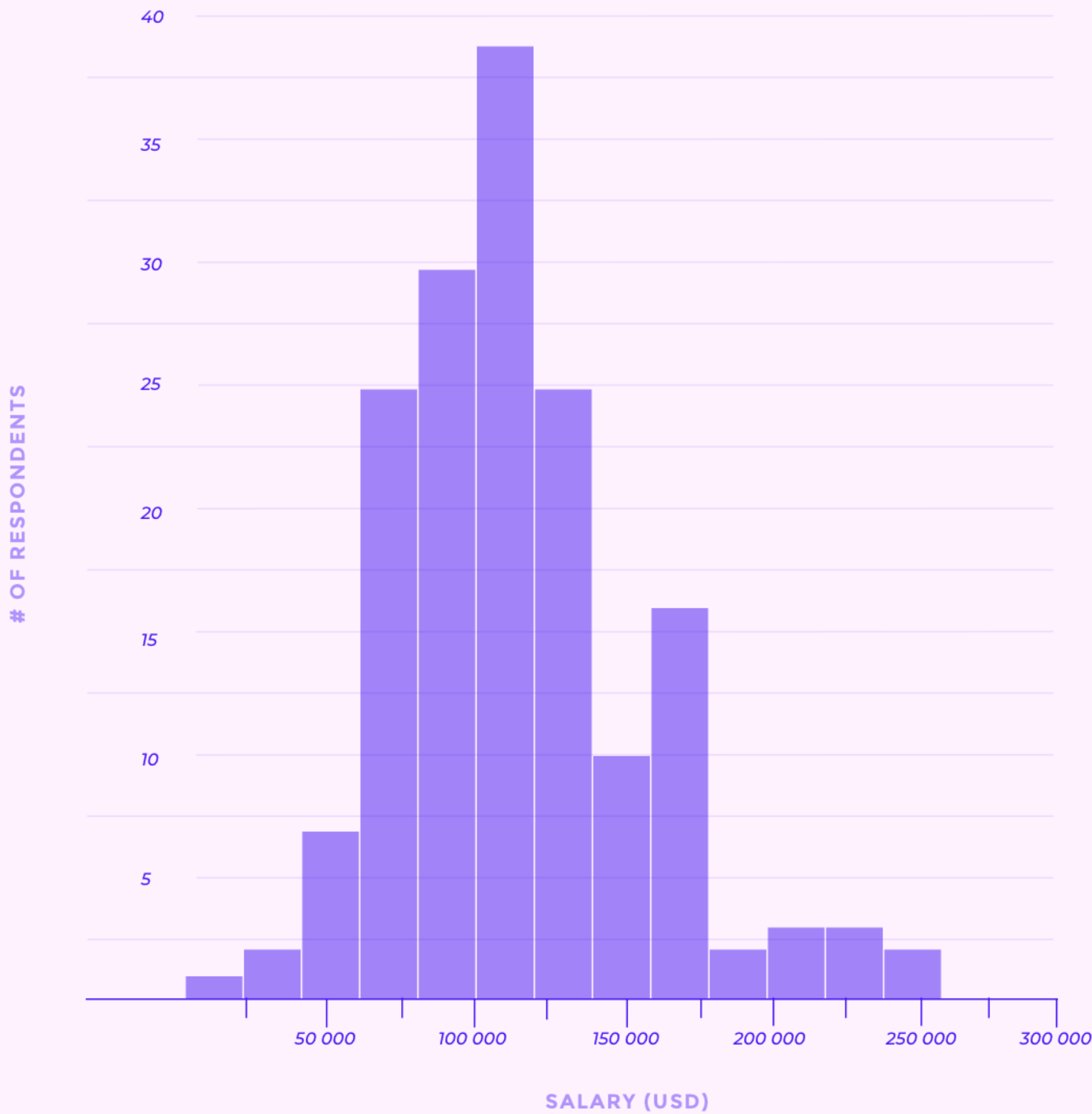
**\$120,000 USD**  
MEDIAN

**41,559.91 USD**  
STANDARD DEVIATION

Salaries in New York mostly come in between \$80,000-\$160,000 USD with some moderate outliers. We didn't receive a huge number of responses for New York, which may explain some of the gaps and outliers.

## Salary in Under-Represented Groups

**Note:** The following graphs only represent individuals who **self-identified** as being part of an under-represented group. We did not ask which specific groups our respondents were identifying with. We also drew no conclusions about which groups are actually under-represented in research.



### UNDER-REPRESENTED GROUPS

**\$116,744 USD**  
AVERAGE

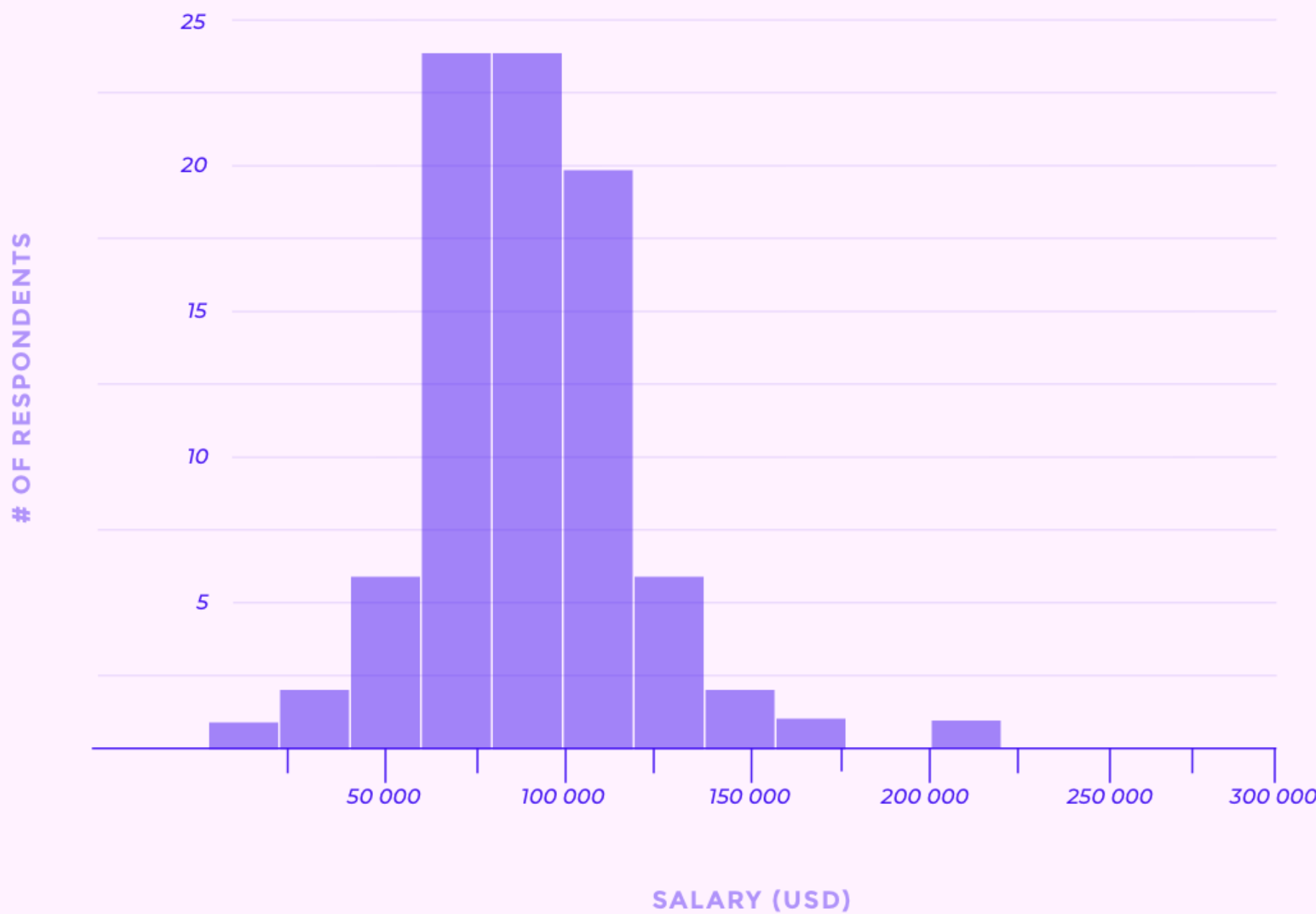
**\$114,500 USD**  
MEDIAN

**\$42,107 USD**  
STANDARD DEVIATION

Salaries in this category span a very wide range, and are slightly skewed towards lower salaries.



## Salary in Under-Represented Groups in Junior Positions



### UNDER-REPRESENTED RESEARCHERS IN JUNIOR POSITIONS

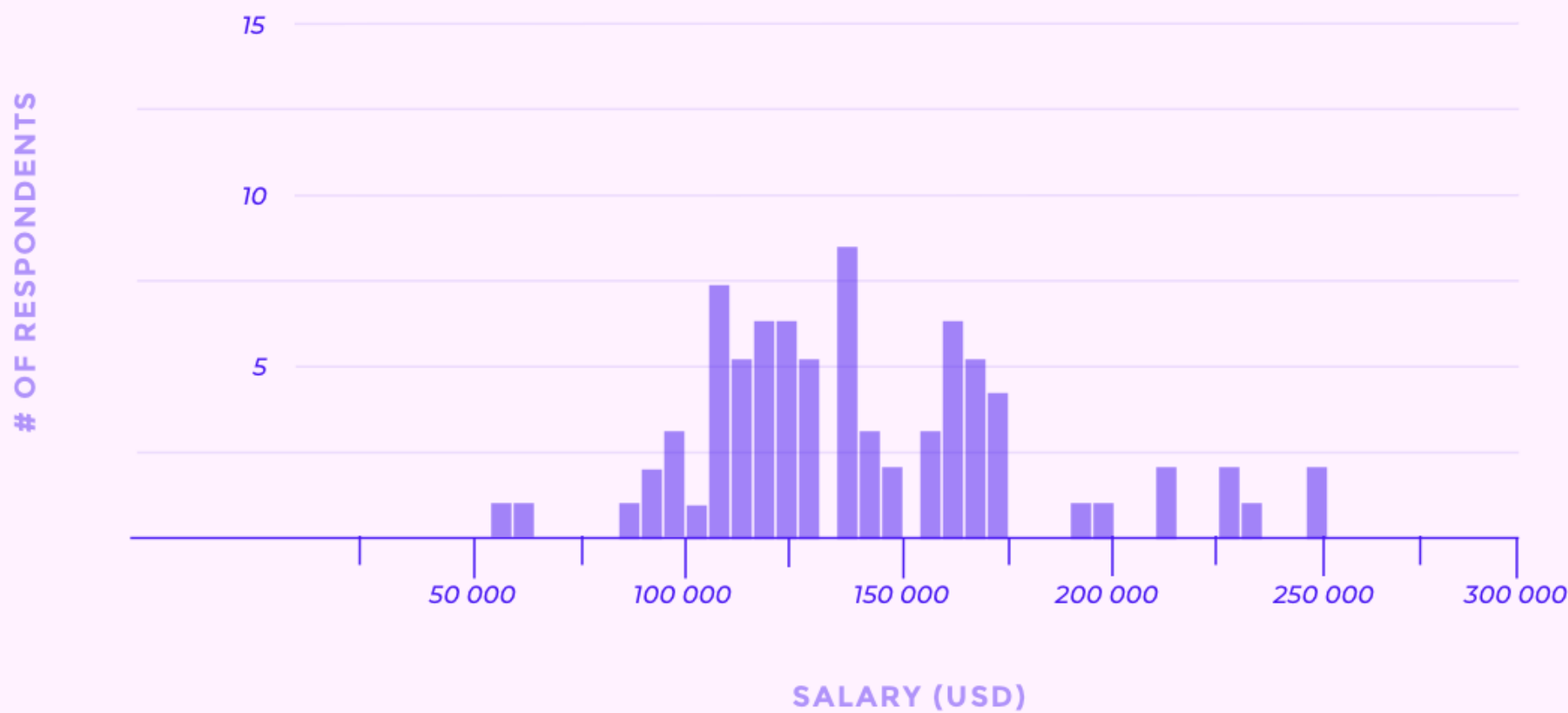
**\$93,544 USD**  
AVERAGE

**\$91,050 USD**  
MEDIAN

**\$29,059 USD**  
STANDARD DEVIATION

Salaries for junior positions fell mostly between \$75,000-\$125,000 USD. Respondents in this category had a wider range of salaries compared to junior researchers who did not identify themselves as under-represented. In both groups, most junior researchers made less than the median salary.

## Salary in Under-Represented Groups in Senior Positions



### UNDER-REPRESENTED RESEARCHERS IN SENIOR POSITIONS

**\$142,324 USD**  
AVERAGE

**\$138,000 USD**  
MEDIAN

**\$39,459 USD**  
STANDARD DEVIATION

This group's salaries were much more sporadic and wide-ranging than salaries of highly experienced respondents who did not identify as under-represented.

# Results Canada



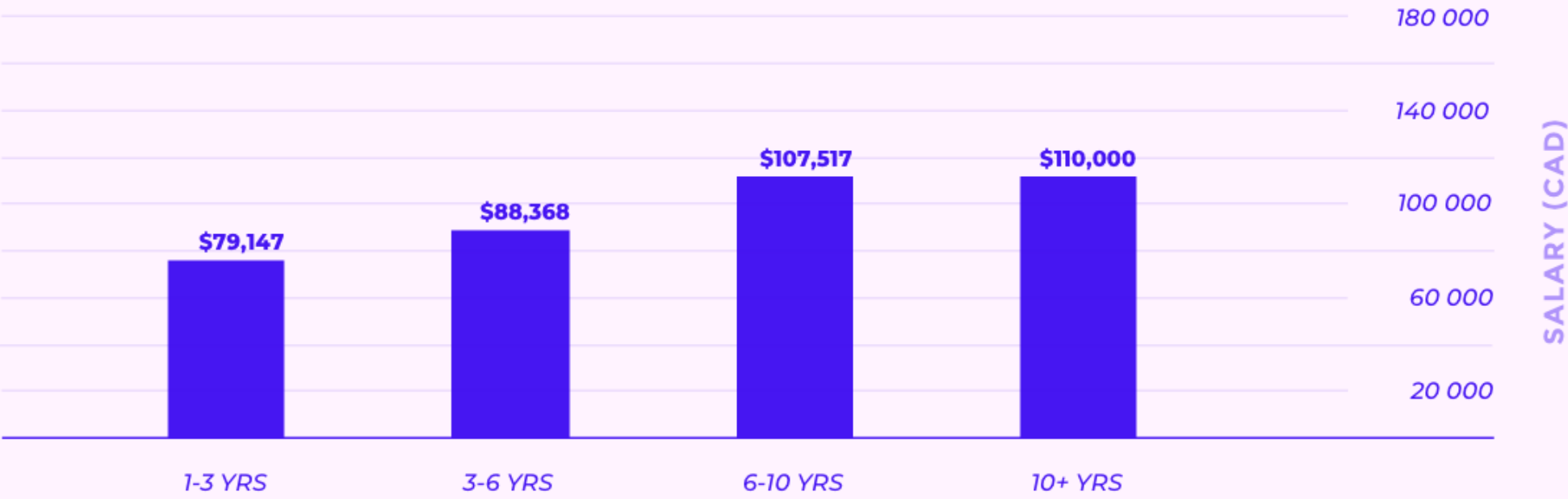
**\$86,101 CAD**

AVERAGE SALARY BASED ON

**183**

RESPONSES FROM CANADIANS  
WORKING IN RESEARCH

SALARY BASED ON EXPERIENCE



**\$86,101 CAD**  
AVERAGE SALARY



**\$85,000 CAD**  
MEDIAN SALARY

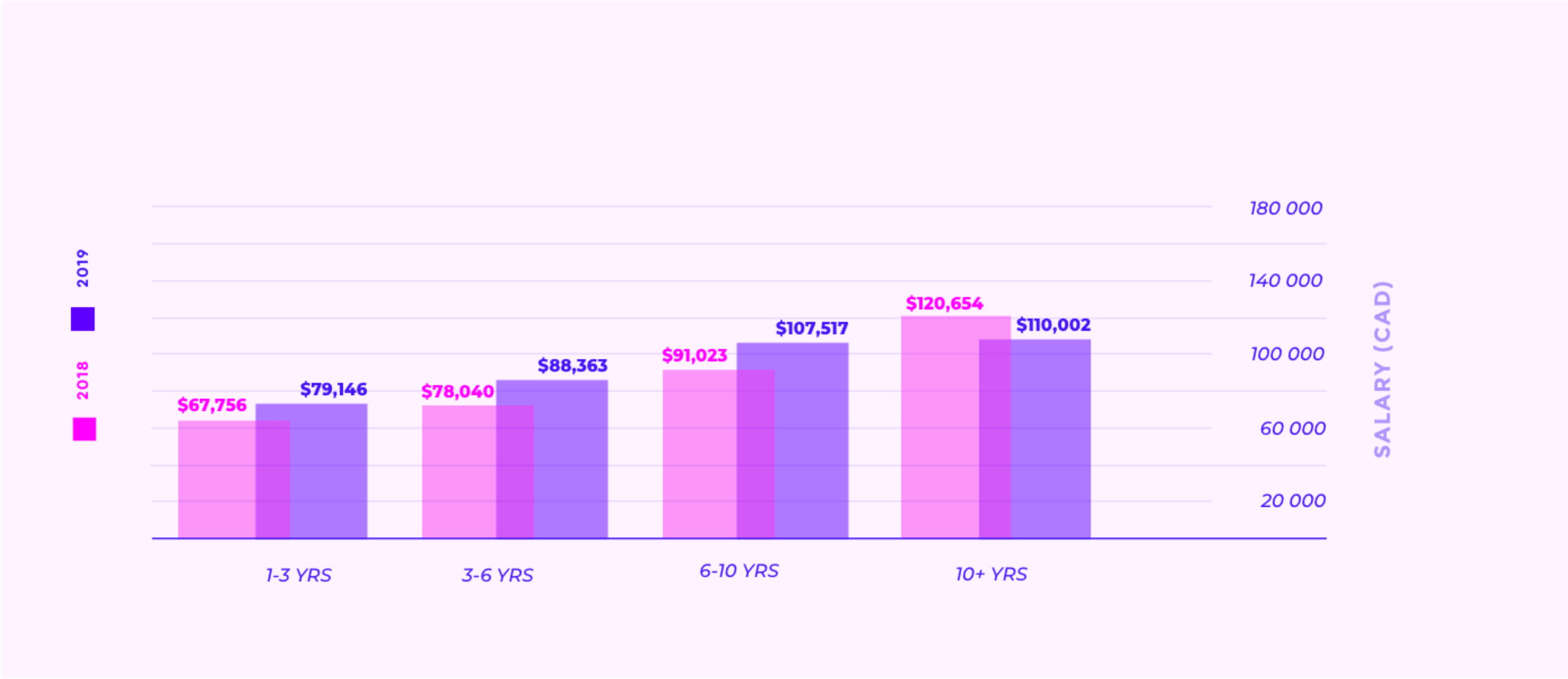


**\$85,000 CAD**  
STANDARD DEVIATION

Salaries in Canada were roughly half of those in the US on average. A large cluster of salaries fell below the median, around \$70,000 CAD.

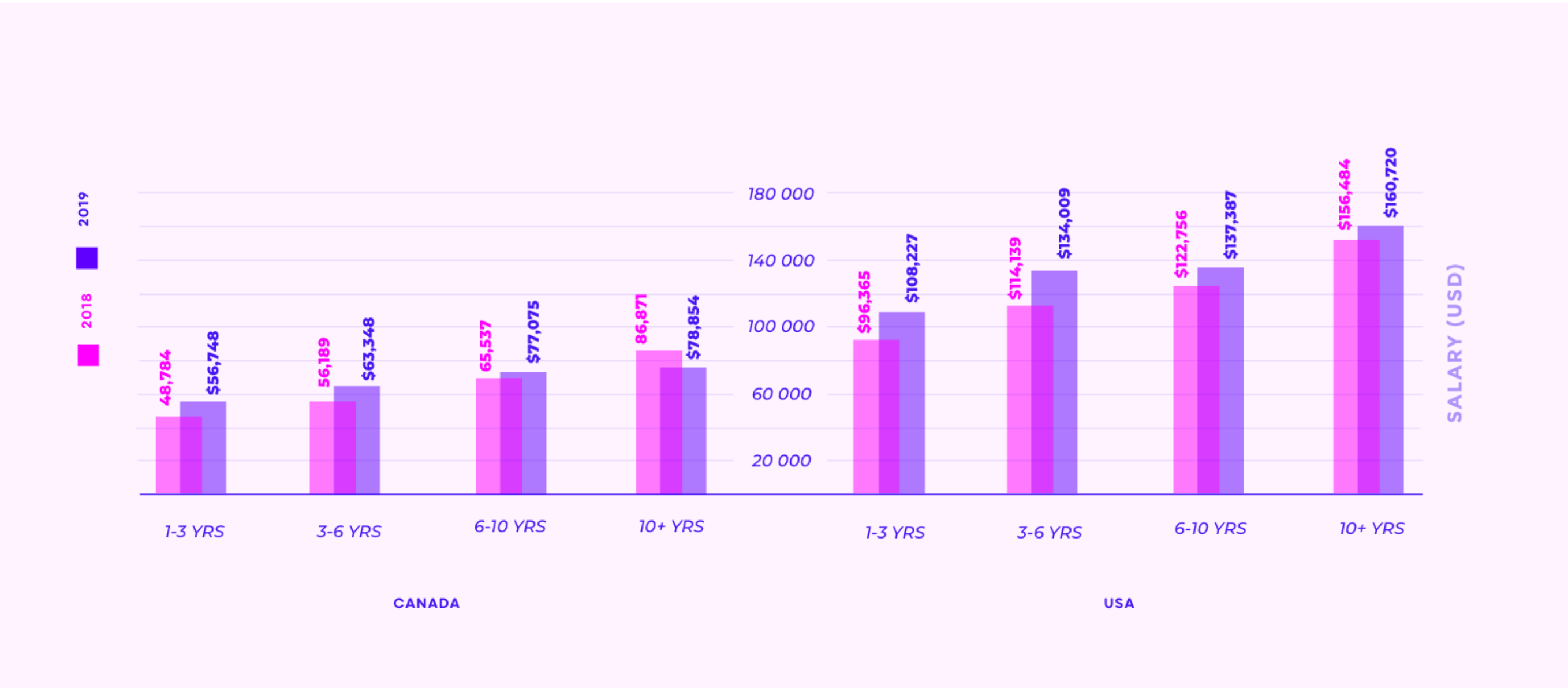
## Salary Trends 2018 to 2019

The graph below shows how salaries changed between 2018 and 2019. This data was collected simply by asking respondents for their current salary and their salary from the previous year.



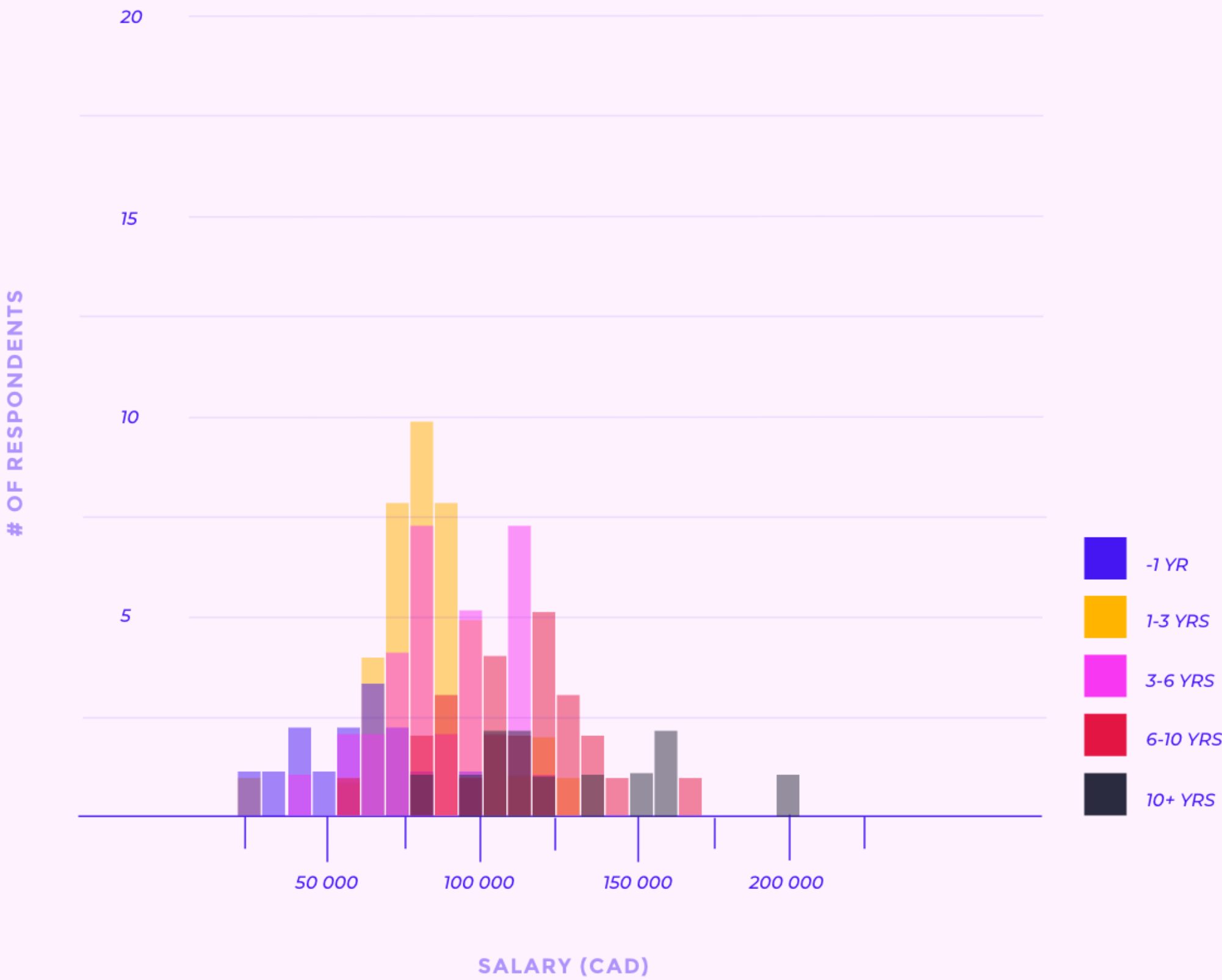
Canada was the only country studied where 2019 salary was actually lower than 2018 salary, on average, for researchers with more than 10 years of experience.

## Side-by-side: Canada vs. USA

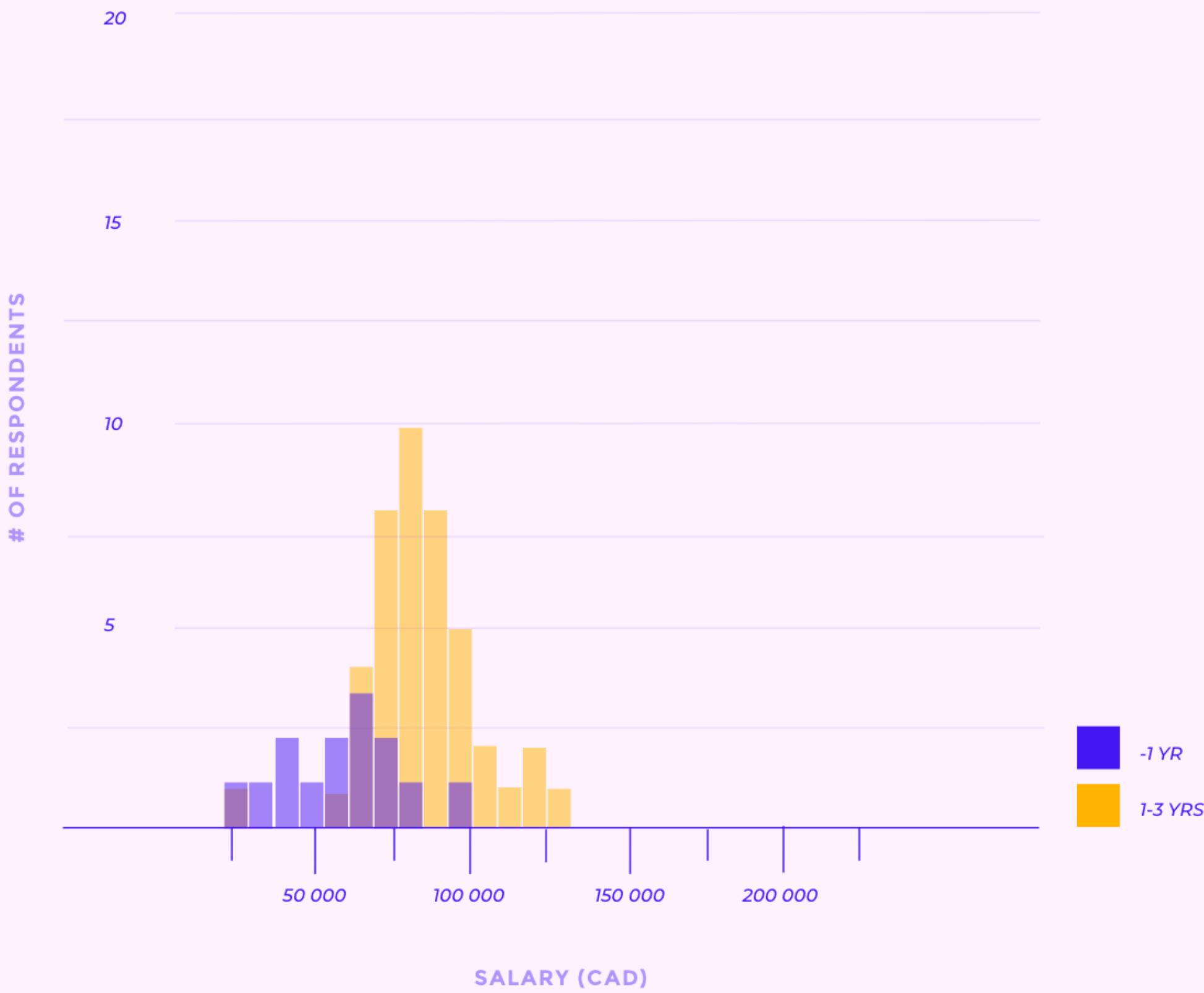


## Salary by Experience

Canadian salaries have significant spikes for common salaries such as \$60,000, \$75,000 and the low \$100,000's (CAD). Salaries are fairly concentrated around these spikes, unlike in the United States where the range of salaries is much wider and more evenly distributed.



## Salary by Experience: 0-3 Years



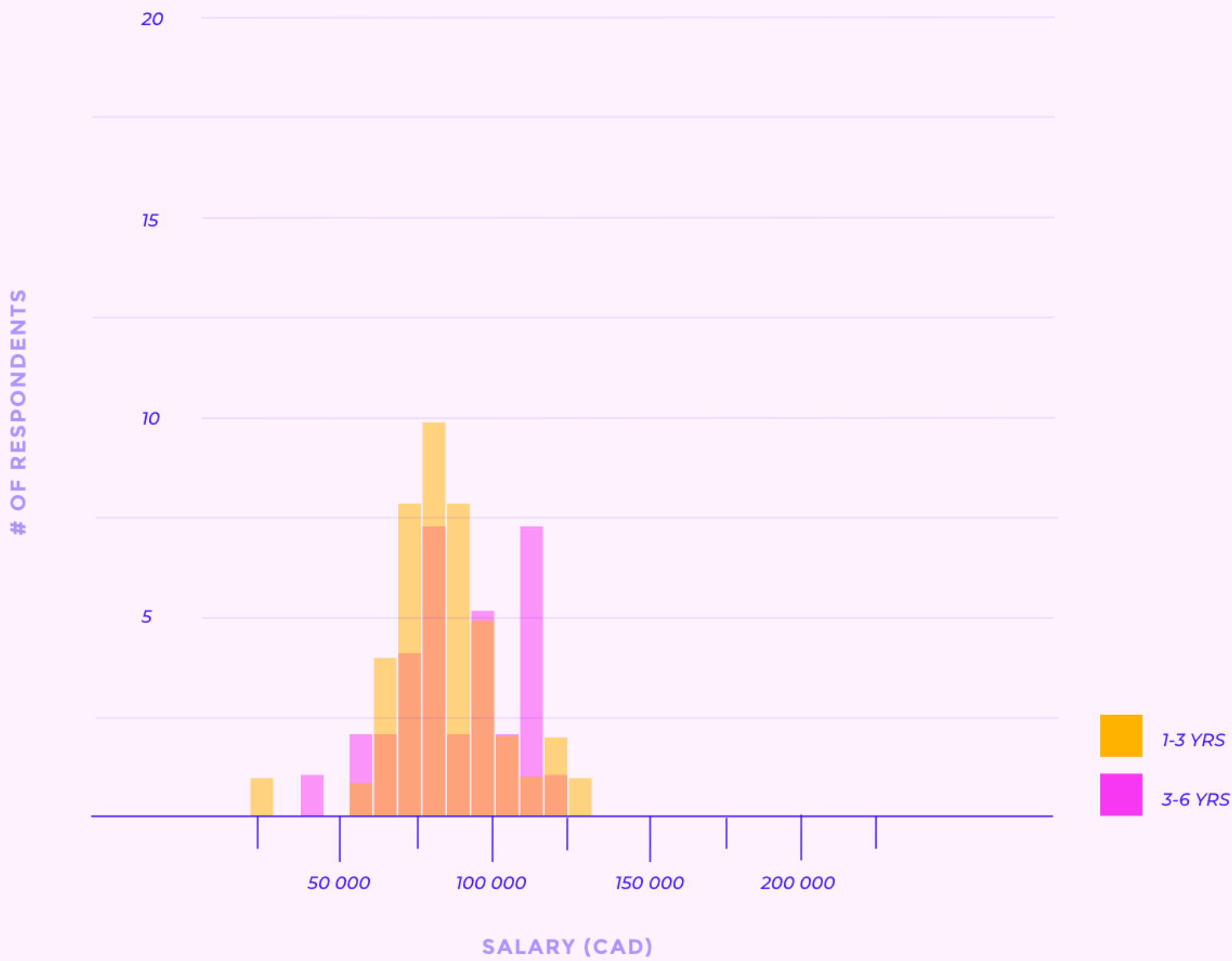
**\$56,694 CAD**  
AVERAGE (LESS THAN 1 YEAR)

**\$79,147 CAD**  
AVERAGE (1-3 YEARS)

There wasn't much salary overlap between these categories, so those with more experience generally had higher salaries.



## Salary by Experience: 1-6 Years

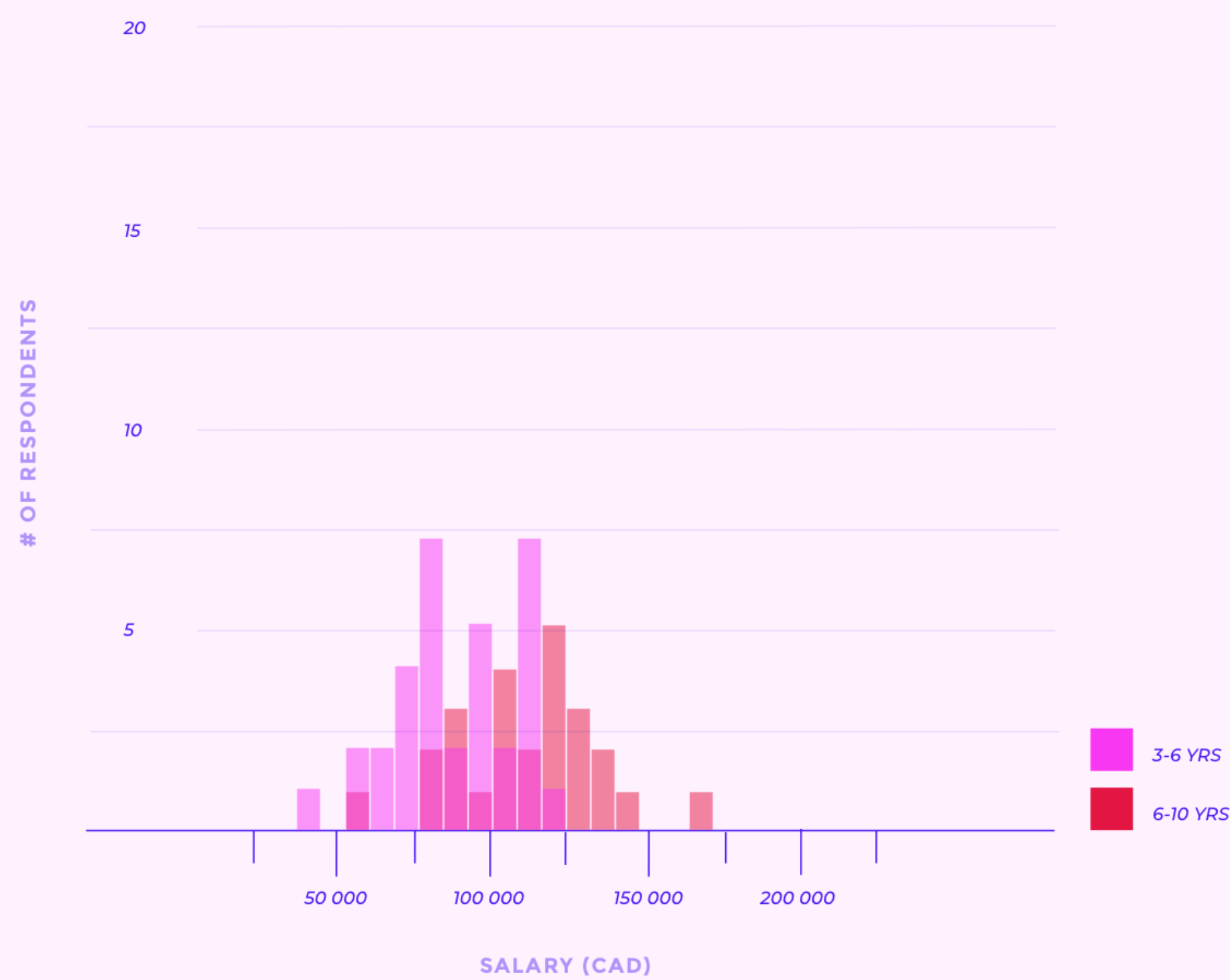


**\$79,147 CAD**  
AVERAGE (1-3 YEARS)

**\$88,368 CAD**  
AVERAGE (3-6 YEARS)

These two categories have a lot of overlap. That means researchers with more experience are often not making more money than those with less experience.

## Salary by Experience: 3-10 Years

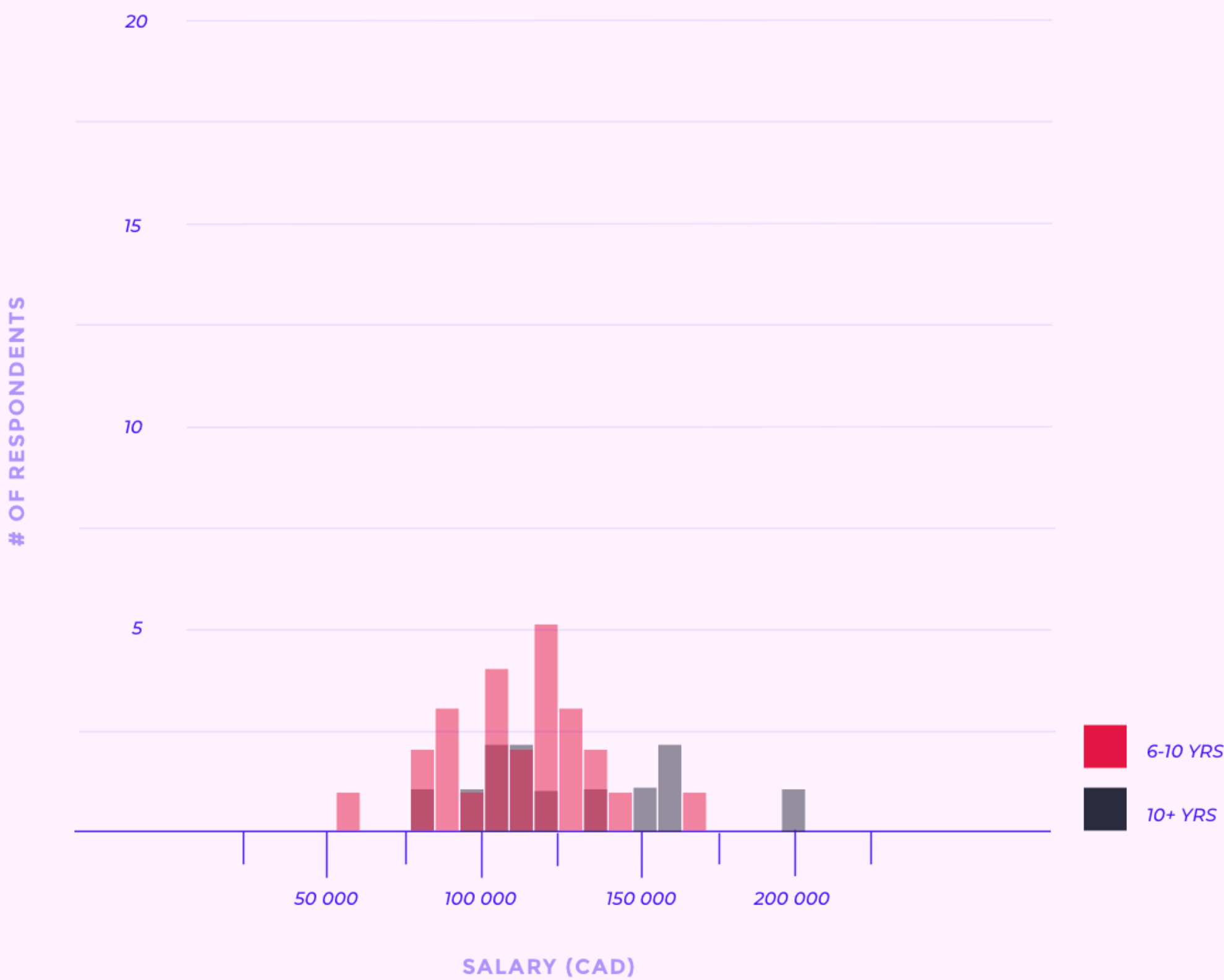


**\$88,368 CAD**  
AVERAGE (3-6 YEARS)

**\$107,517 CAD**  
AVERAGE (6-10 YEARS)

In the higher-experience categories, salaries are increasingly unpredictable and wide-ranging.

## Salary by Experience: Over 6 Years

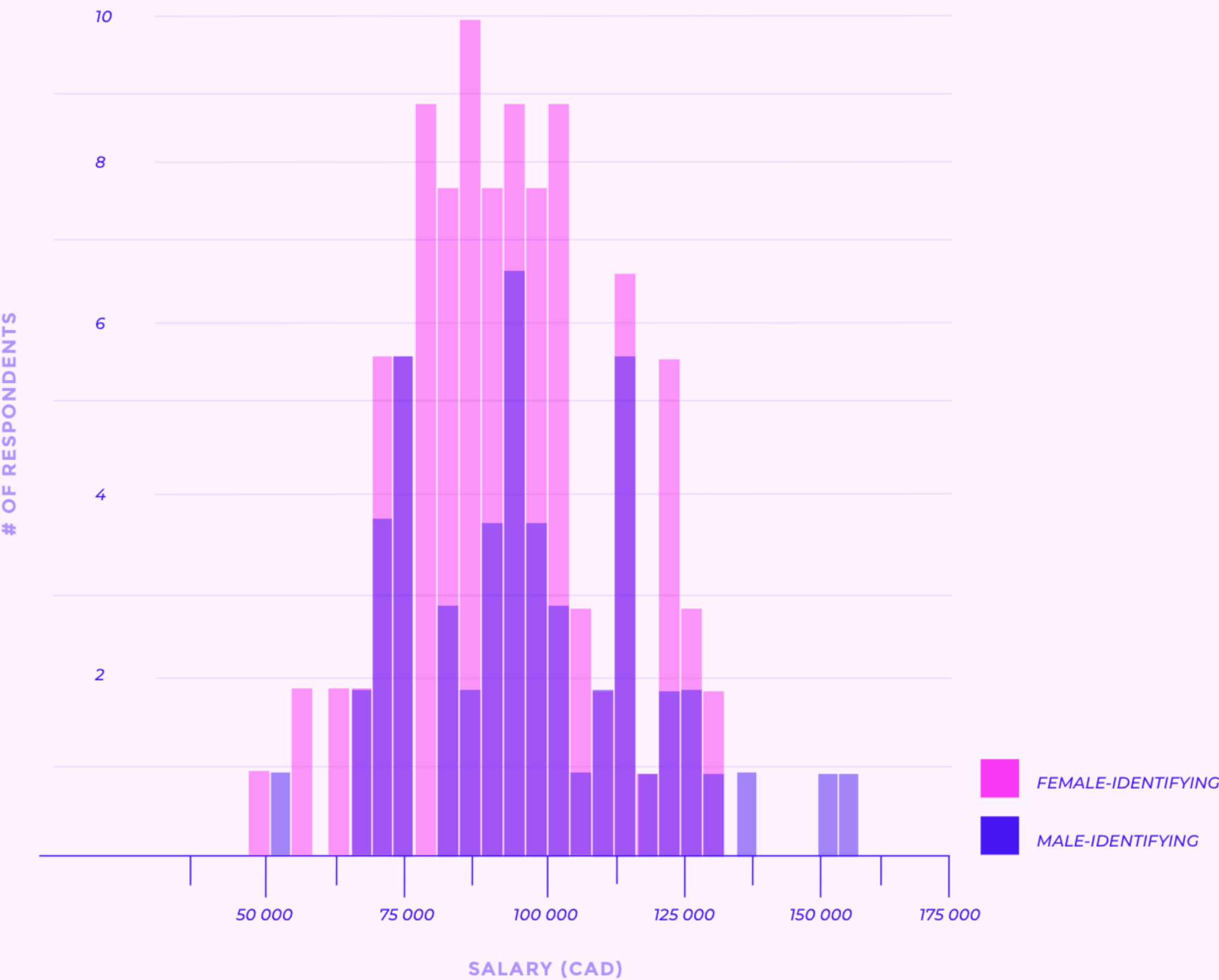


**\$107,517 CAD**  
AVERAGE (6-10 YEARS)

**\$110,000 CAD**  
AVERAGE (10+ YEARS)

We didn't receive much data on the 10+ category, but the data we did receive came in a very wide range. There is a fair amount of overlap in salaries for these categories, so more experience did not always lead to a higher salary.

## Salary by Gender



### FEMALE-IDENTIFYING

**\$85,560 CAD**  
AVERAGE

**\$85,000 CAD**  
MEDIAN

**\$21,599 CAD**  
STANDARD DEVIATION

### MALE-IDENTIFYING

**\$90,270 CAD**  
AVERAGE

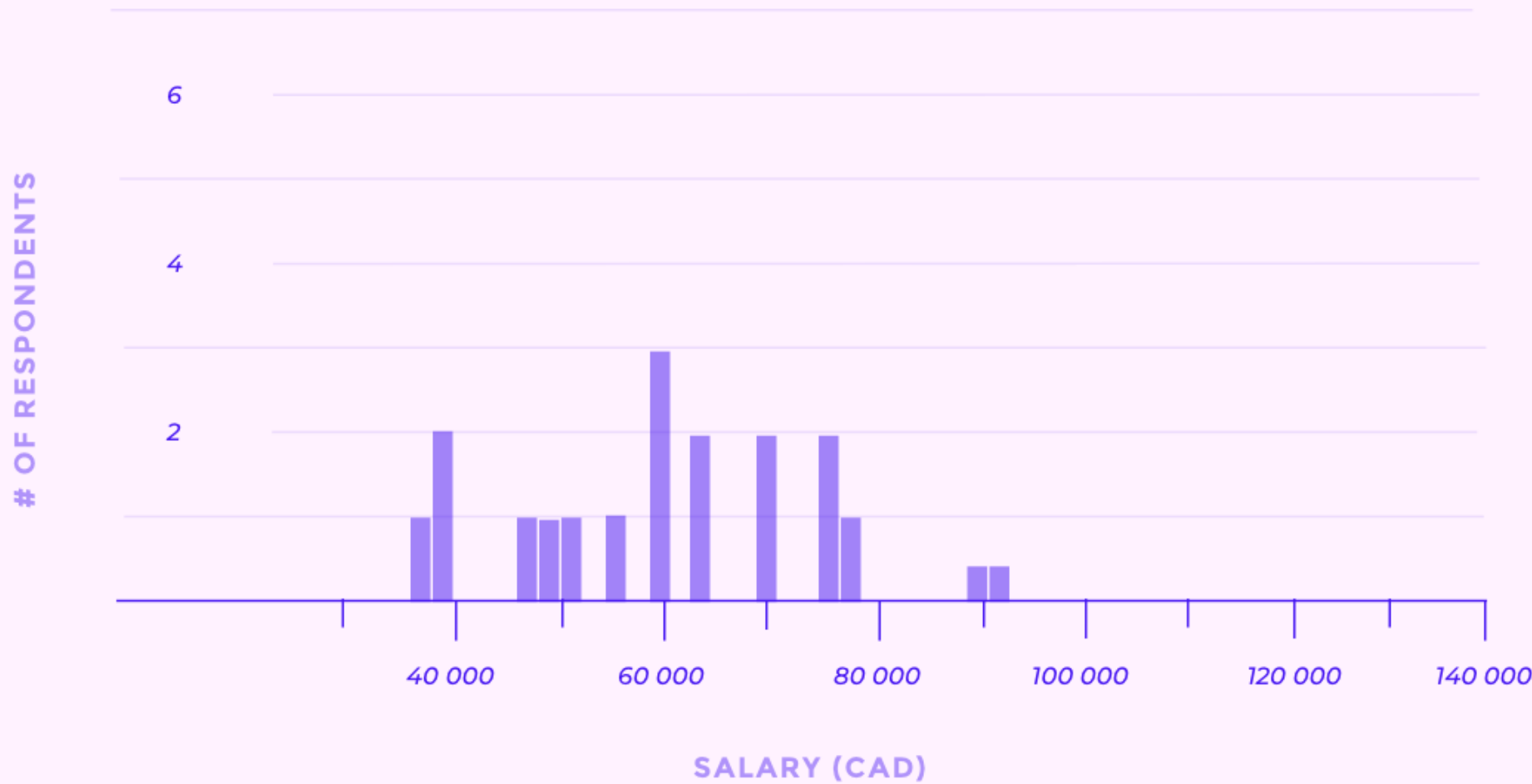
**\$85,000 CAD**  
MEDIAN

**\$26,515 CAD**  
STANDARD DEVIATION

Male-identifying respondents made \$4,710 CAD (\$3,376 USD) more than female-identifying respondents on average.

Like in the US results, most of our respondents identified as female. Also like the US, salaries came in a wider range for male-identifying individuals. Those identifying as female were more likely to earn more than the median of \$85,000 CAD.

## Salary by Job Title: Junior Researcher



### JUNIOR RESEARCHER

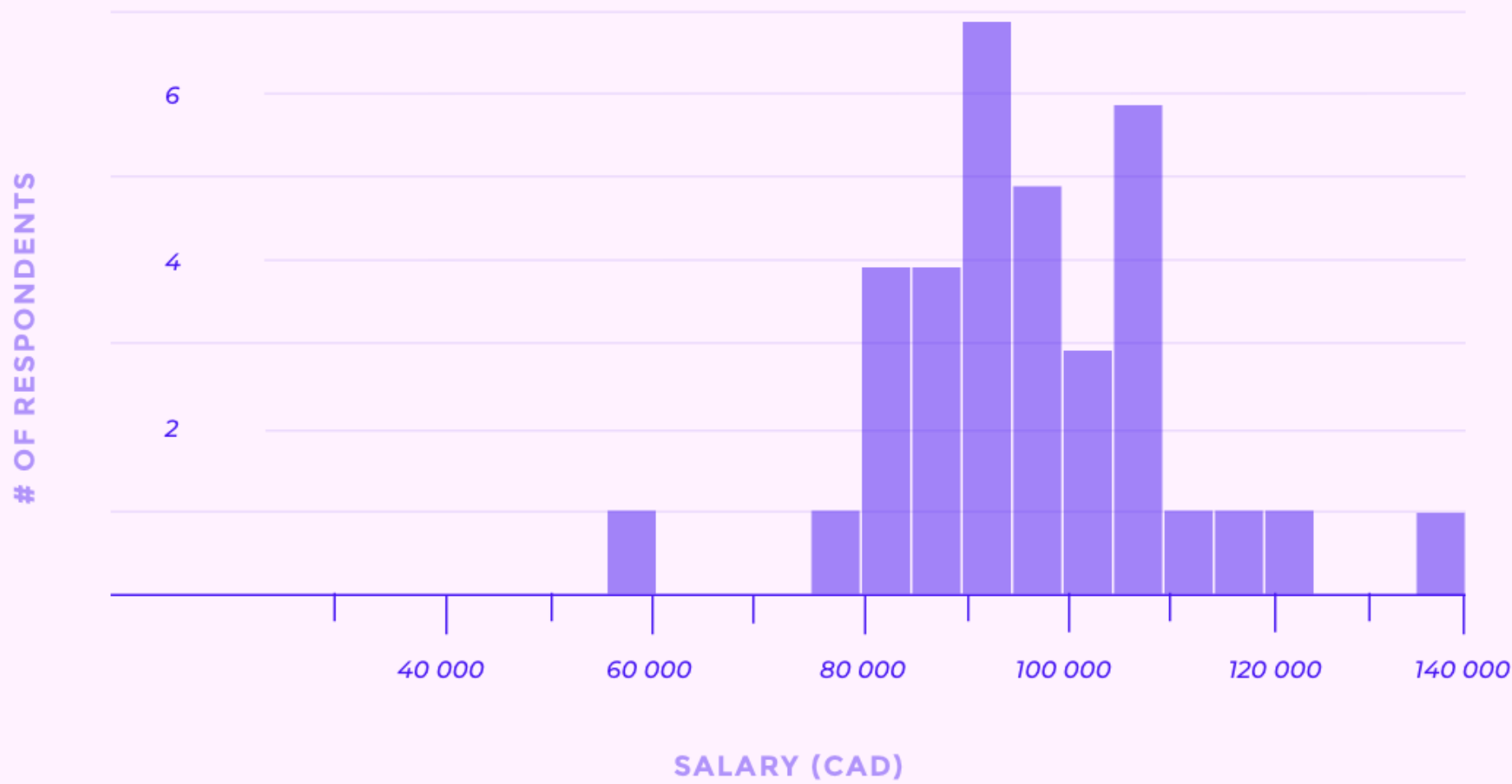
**\$55,278 CAD**  
AVERAGE

**\$59,930 CAD**  
MEDIAN

**\$18,492 CAD**  
STANDARD DEVIATION

Junior researchers in Canada have a lower and more limited salary range than those in the USA.

## Salary by Job Title: Senior Reasearcher



### SENIOR RESEARCHER

**\$95,486 CAD**  
AVERAGE

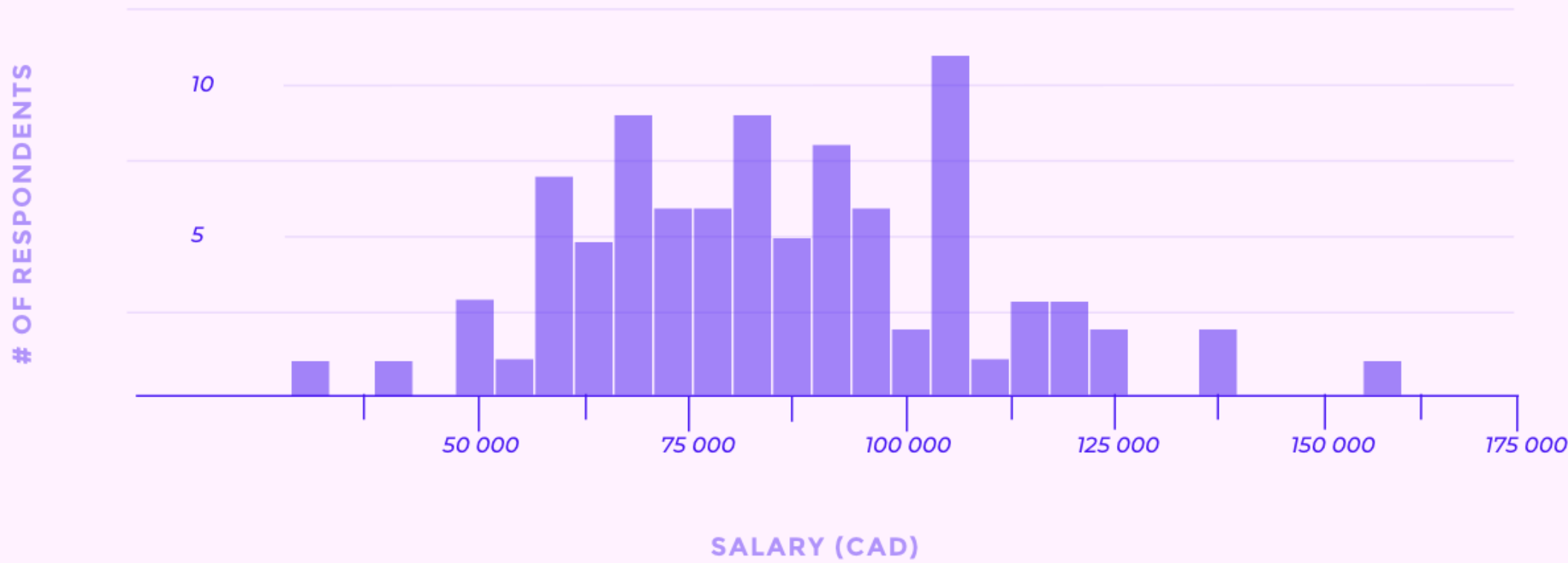
**\$96,000 CAD**  
MEDIAN

**\$21,727 CAD**  
STANDARD DEVIATION

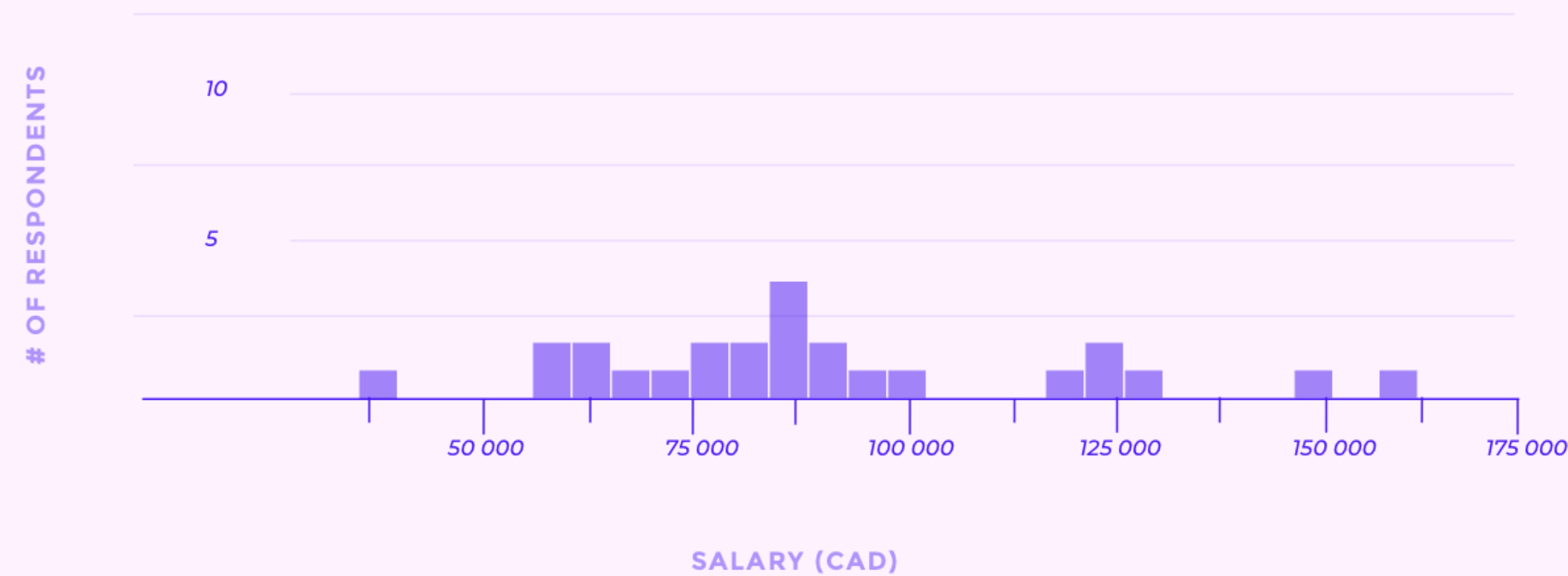
Senior researchers in Canada have a lower and more limited salary range than those in the USA.

## Salary by City

### Toronto



### Vancouver



#### TORONTO

**\$87,942 CAD**  
AVERAGE

**\$85,000 CAD**  
MEDIAN

**\$28,361 CAD**  
STANDARD DEVIATION

#### VANCOUVER

**\$85,430 CAD**  
AVERAGE

**\$87,500 CAD**  
MEDIAN

**\$37,143 CAD**  
STANDARD DEVIATION

Salaries in Toronto and Vancouver are significantly lower on average than salaries in Los Angeles, San Francisco, and New York. Compared to those cities, salaries in Toronto and Vancouver also come in a smaller range and tend to be closer to the median salary.



# Results The EU and UK



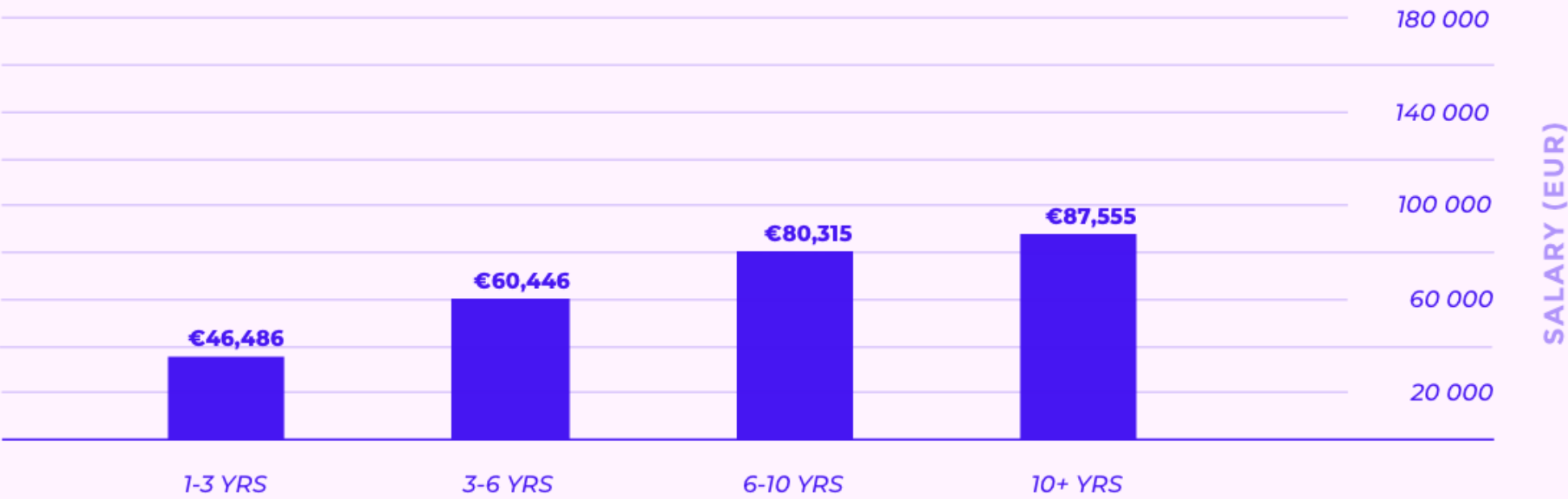
**€59,655**

AVERAGE SALARY BASED ON

**77**

RESPONSES FROM EUROPEANS  
WORKING IN RESEARCH

SALARY BASED ON EXPERIENCE



€59,655  
AVERAGE SALARY



€50,000  
MEDIAN SALARY

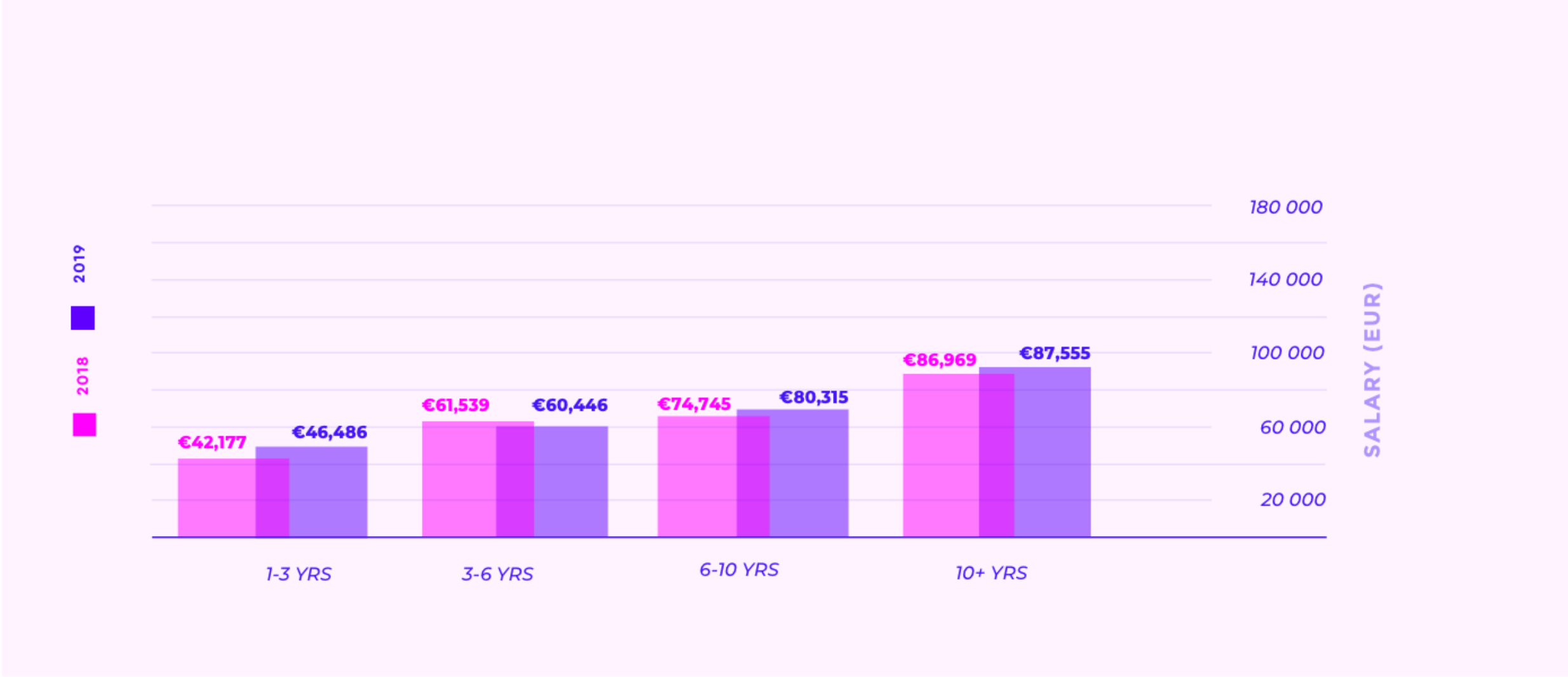


€36,854  
STANDARD DEVIATION

European salaries vary widely, cluster at €25,000-€80,000, and spike at €50,000. The following graphs breaking down experience level and gender role found similar trends to those found in US and Canadian responses. That being said, responses from European researchers were overall more scattered and unpredictable – probably due to the lower number of responses we collected from European researchers.

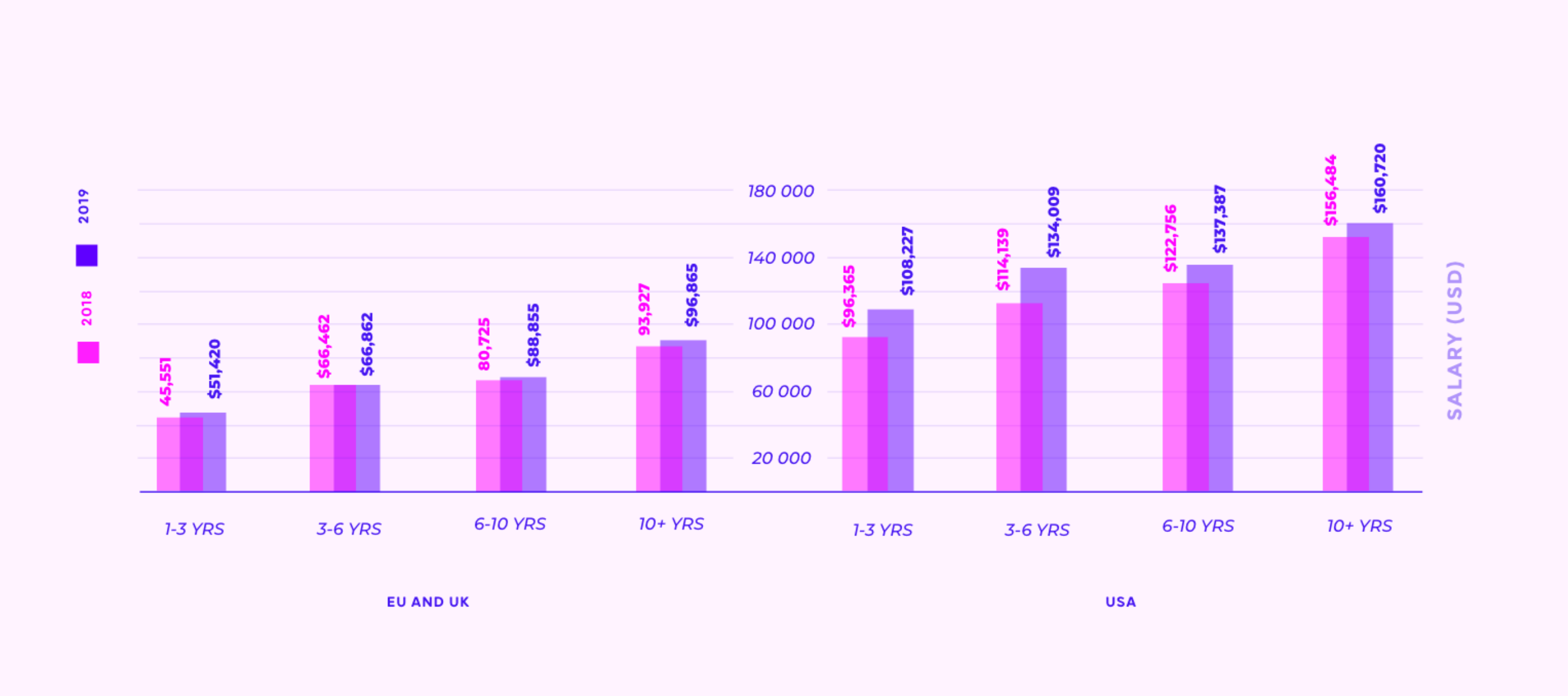
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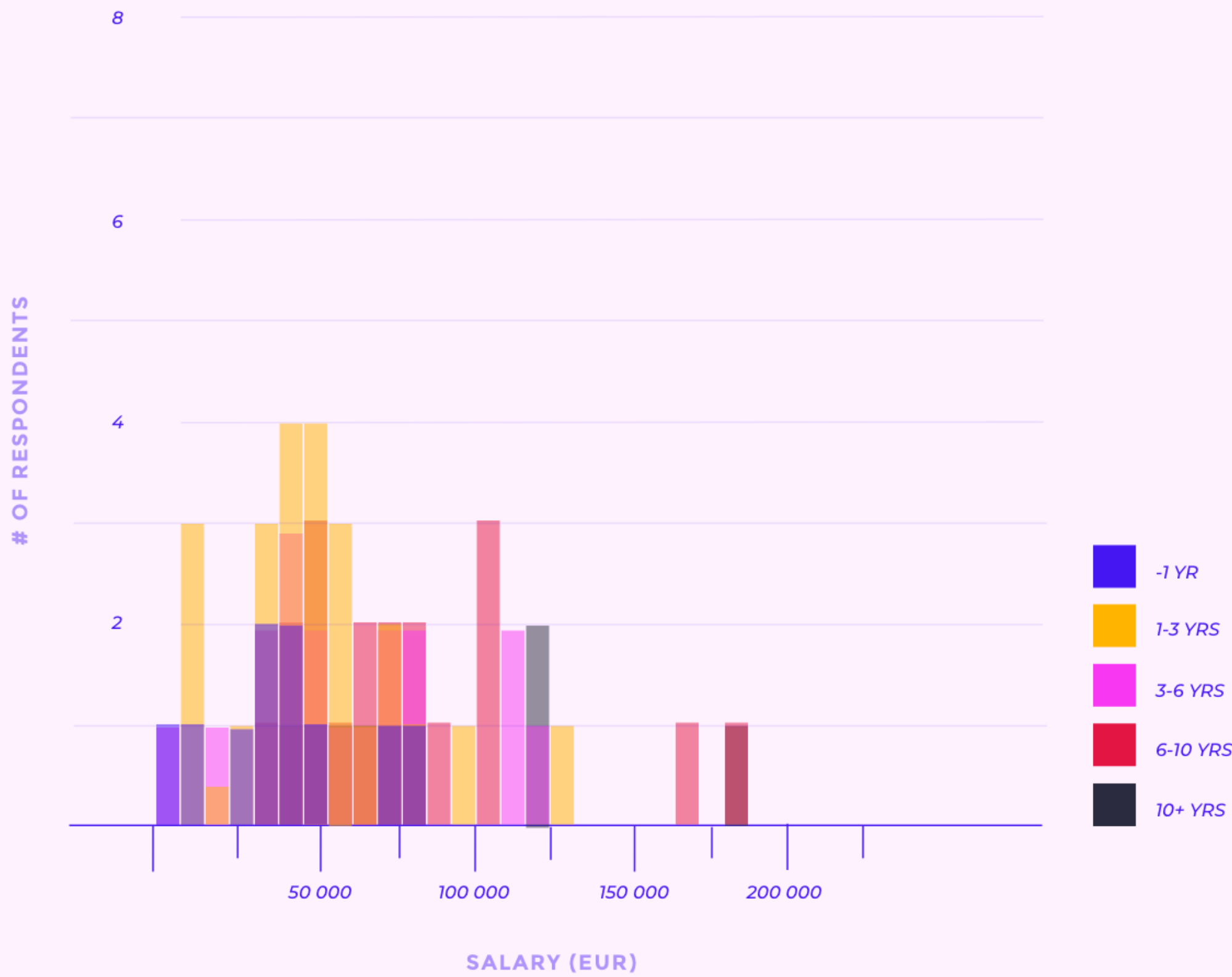
Salaries in the EU and UK saw less growth overall than those in the US and Canada. Like in the US and Canada, researchers in their early career saw a large average increase as a percentage.

## Side-by-side: EU and UK vs. USA

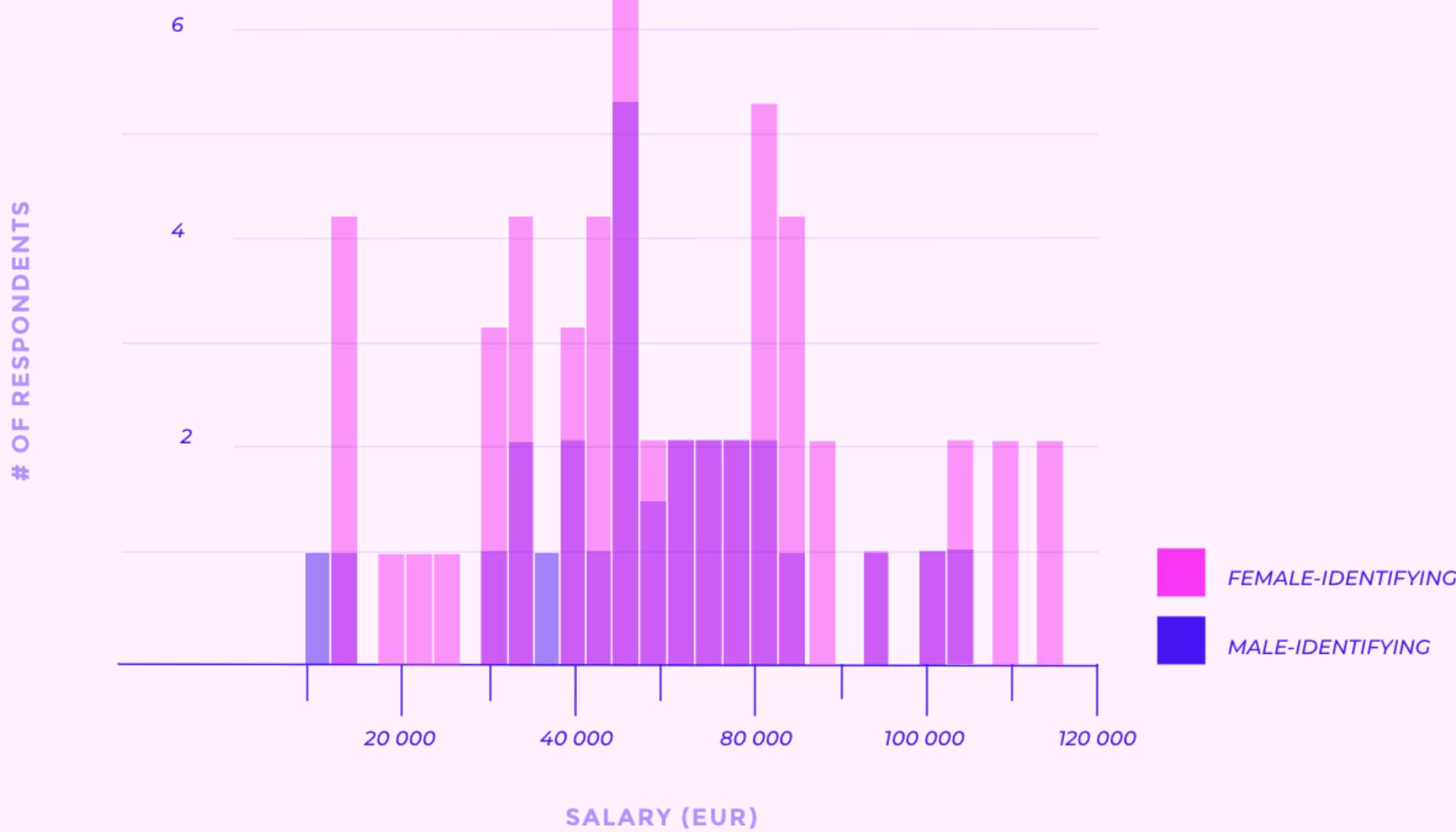


## Salary by Experience

Salaries based on experience were much more unpredictable in the European data as compared to the US and Canada. That may be because we collected a much smaller amount of data from European researchers. There were spikes around €45,000.



## Salary by Gender



### FEMALE-IDENTIFYING

**€53,151**  
AVERAGE

**€49,000**  
MEDIAN

**€29,843**  
STANDARD DEVIATION

### MALE-IDENTIFYING

**€54,087**  
AVERAGE

**€51,000**  
MEDIAN

**€23,965**  
STANDARD DEVIATION

As with data from the US and Canada, this data shows female and male-identifying respondents making similar salaries.

## Emerging Markets

We also collected a small number of responses from areas where the market for research is still emerging. Salaries in these regions were lower overall and varied widely. Here are the average salaries we collected (converted to USD):

**\$5,920 USD**

INDIA

**\$8,000 USD**

TAIWAN

**\$22,205 USD**

BRAZIL

**\$8,275 USD**

MEXICO

**Looking to make an impact on the research community, or just want to learn more?**

EMAIL US AT [HELLO@UXRCOLLECTIVE.COM](mailto:HELLO@UXRCOLLECTIVE.COM)

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