

FINDINGS FROM

THE WEB DESIGN SURVEY

2007

OCTOBER 16, 2007

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Introduction

Between April 24th and May 22nd, 2007, *A List Apart* conducted the first survey of “people who make websites” (alistapart.com/articles/webdesignsurvey); 32,831 web professionals participated. Straightforward survey responses are summarized in Figures i–xxviii. Detailed findings, derived by cross-referencing various data, make up the remainder and bulk of this report, and constitute its chief claim to significance.

A NOTE ON THE SUMMARY CHARTS

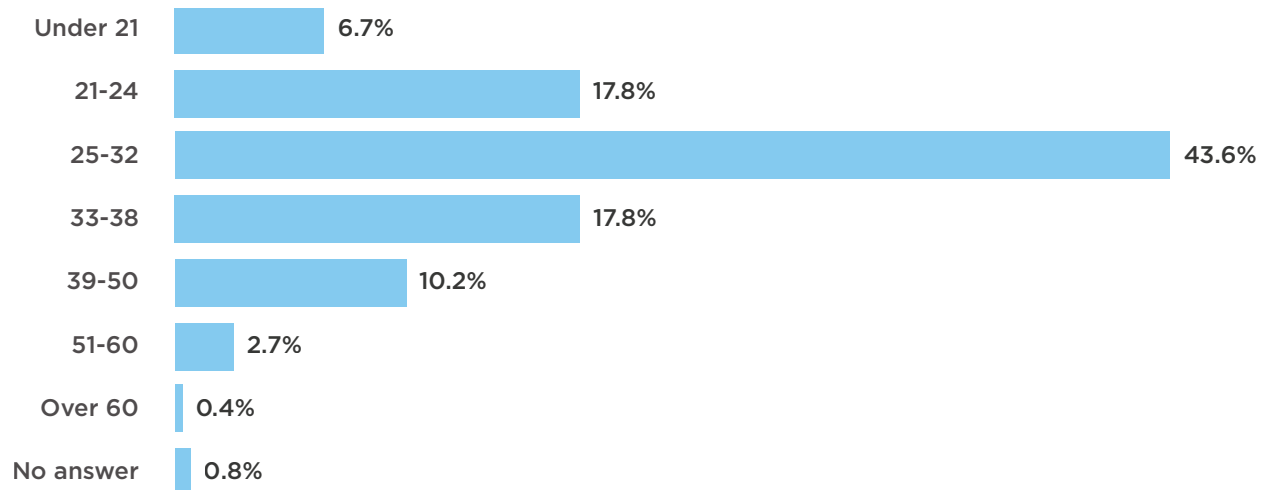
Participants occasionally chose not to answer a question. In the summary charts (i–xxviii), when a large number of respondents refrained from responding, we make note of the percentage of all respondents who answered the question and base the chart on those respondents who did answer the question. In all other cases, “No answer” is included as a data point in the chart.

WHO ARE YOU?

Come here often? What's your sign?

Respondents were asked basic questions about age, gender, job title, and so on.

I. Age



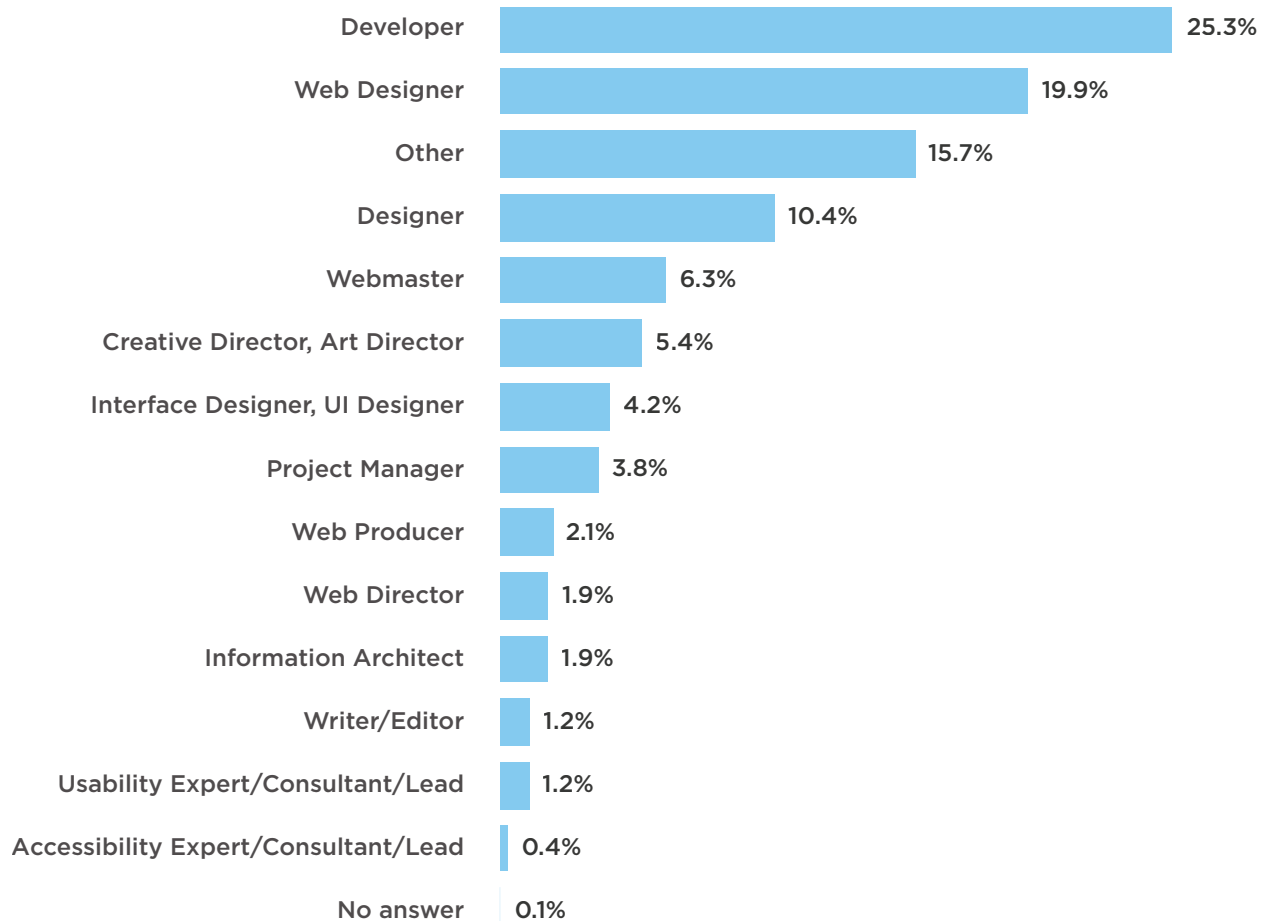
II. Gender



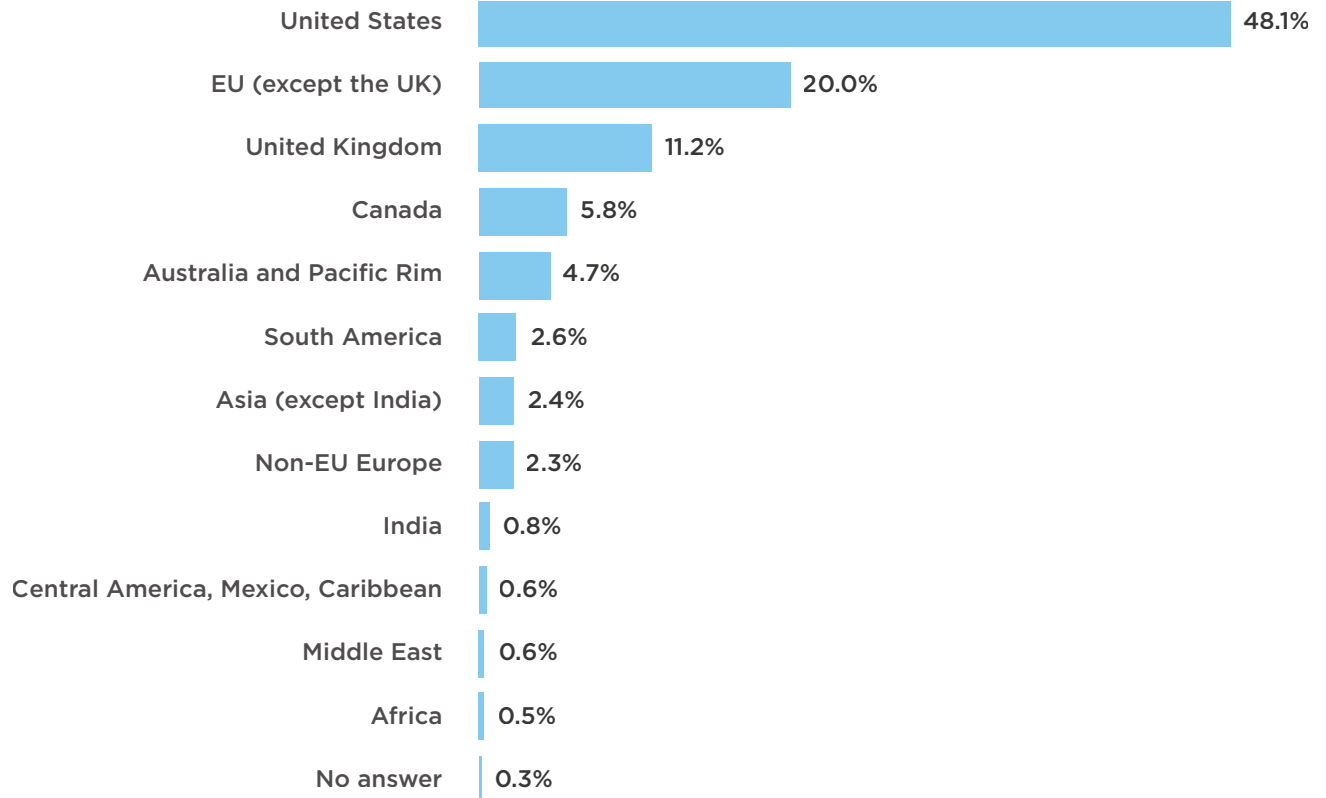
III. Ethnicity



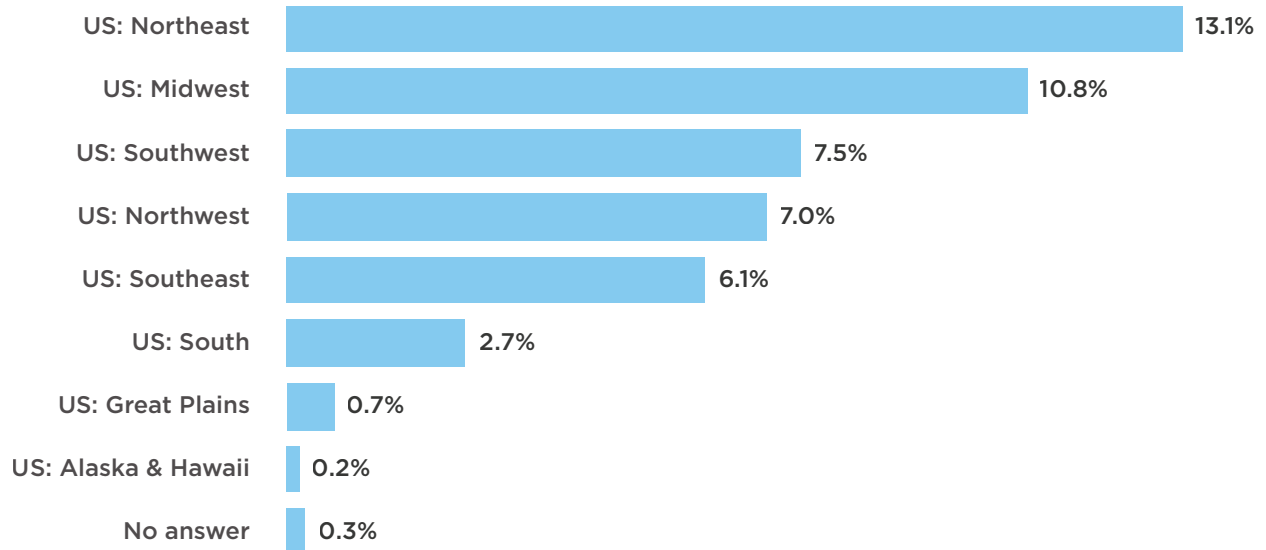
IV. Job title



v. Geographic region



vi. US region



DISCUSSION

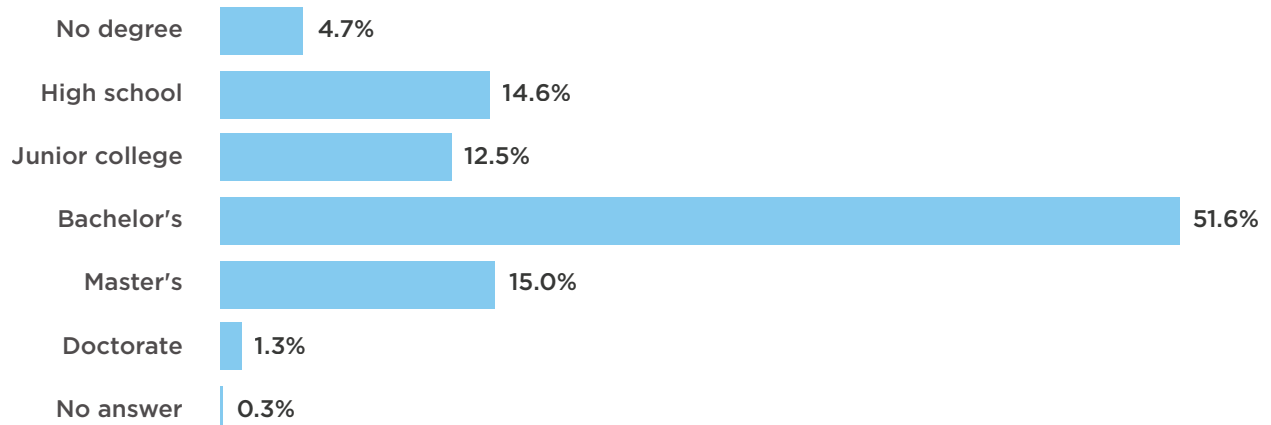
Questions about ethnicity are always problematic and more than occasionally ambiguous. Additionally, our breakout of US and non-US locations dismayed some respondents and may have invited misinterpretation. We will revise our approach to these areas next time. Our next survey will also use more consistent intervals in questions about age.

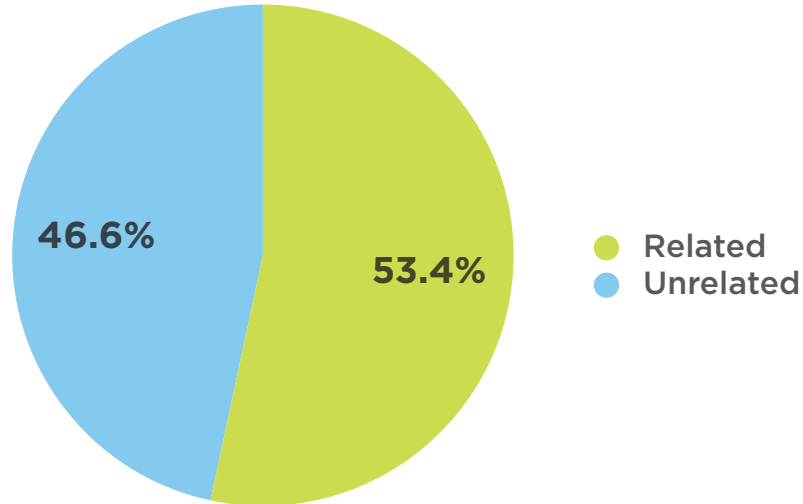
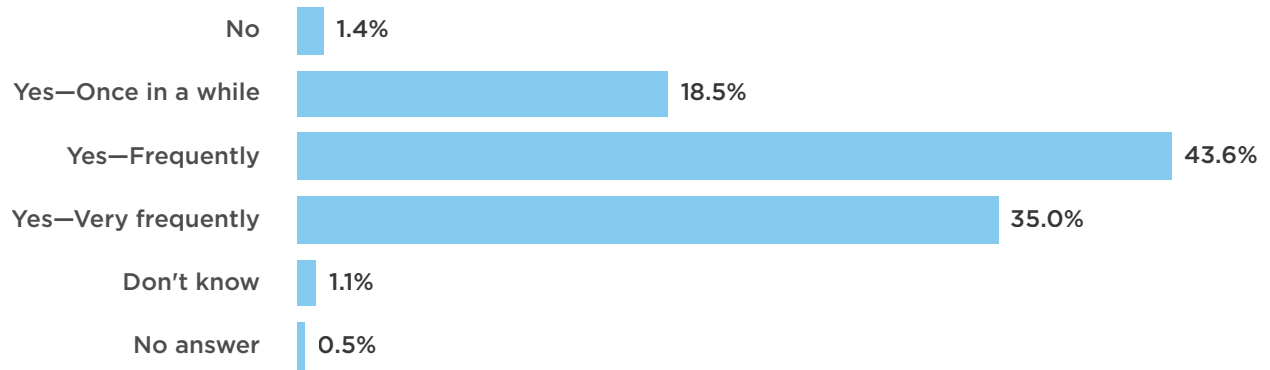
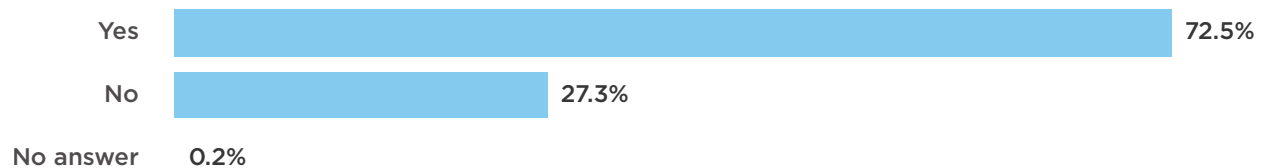
EDUCATION AND COMMITMENT

What's your major?

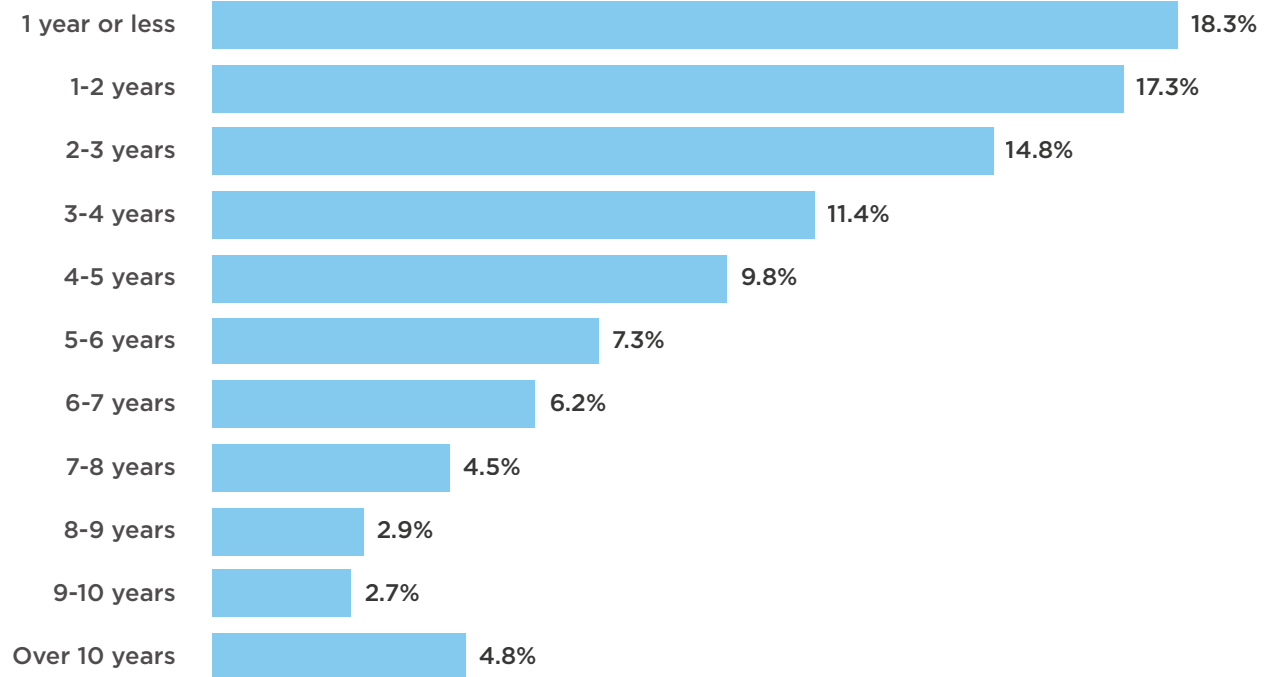
Respondents were asked about their educational background, extracurricular publications, and whether web work still turned them on.

VII. Education



viii. Field of study related or unrelated to current web work**ix. Excited by field****x. Have a personal site/blog**

XI. Time personal site/blog online



Percentages are based on the 72.5% of respondents who answered this question.

DISCUSSION

Next time, we'll reframe the question "What is your educational background?" as "What is your highest level of educational attainment?" Also, "no degree" was intended to mean no college degree, but could be interpreted, given its placement among the choices, as "no high school diploma." Reshuffling and updating the categories in this section will eliminate these ambiguities.

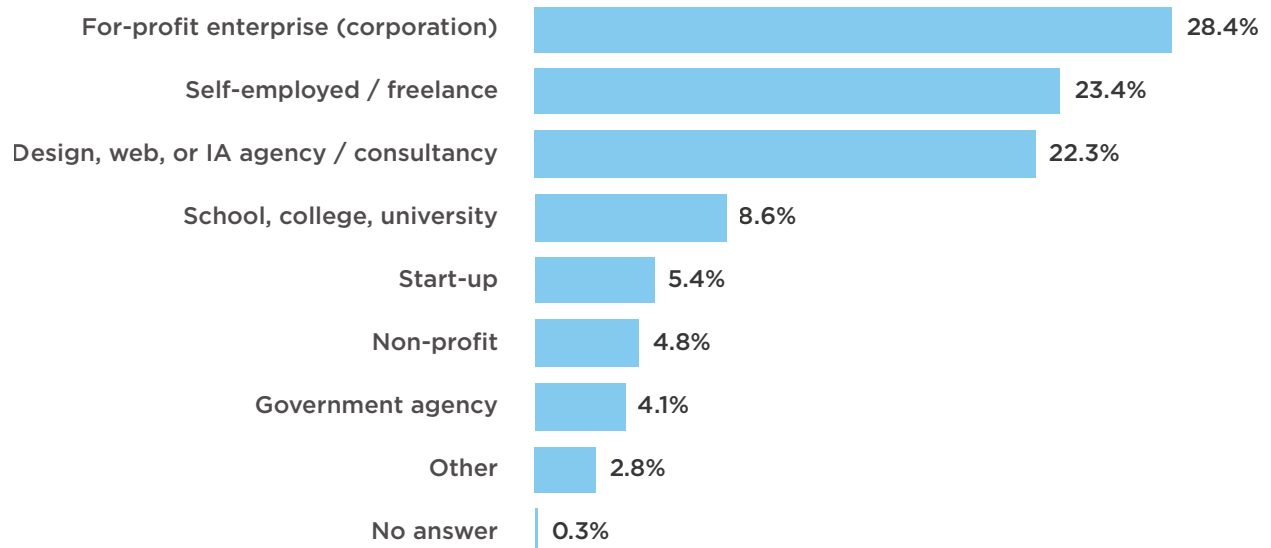
Question 10 asked, "Were your college studies directly related to your work as a web designer? (For instance, did you study Graphic Design, Computer Science, or Library Science?)" The question is ambiguous, and a scalar response (for instance, "on a scale of 1 to 10...") would be more meaningful than a yes/no answer.

IT'S A WORKADAY WORLD

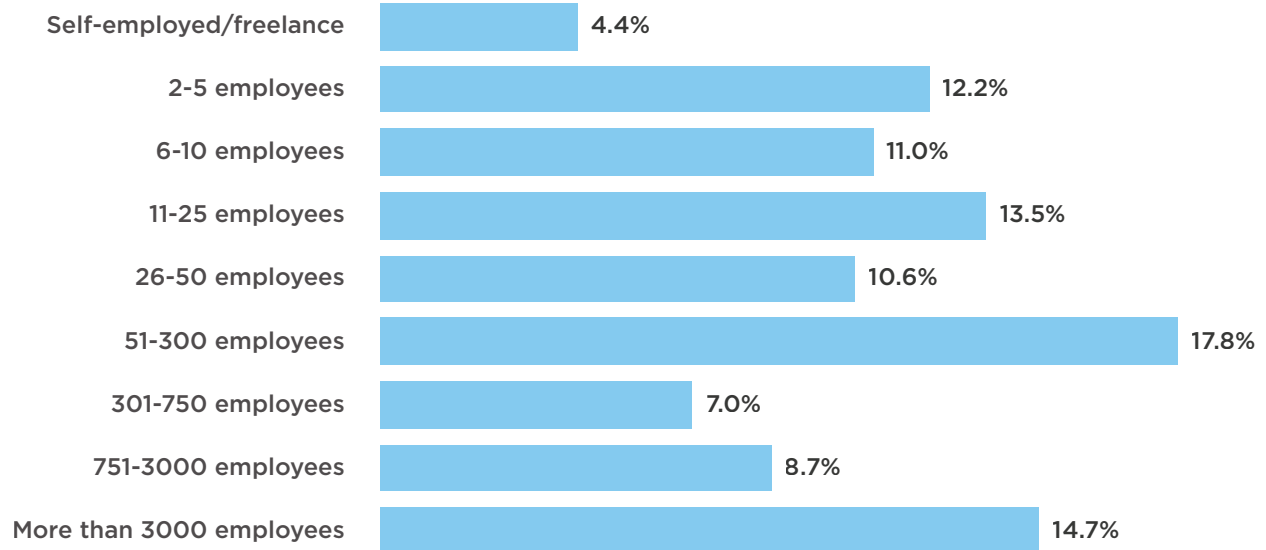
Plans and perks and places to work.

Respondents were asked about career plans and job perks, and to identify the kinds of organization that employ them.

xii. Type of organization

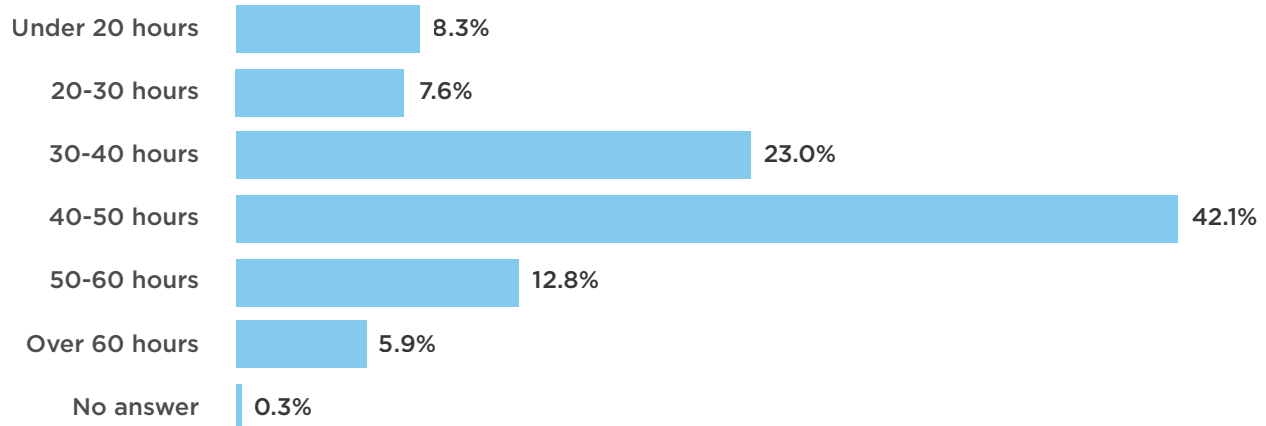


xiii. Organization size

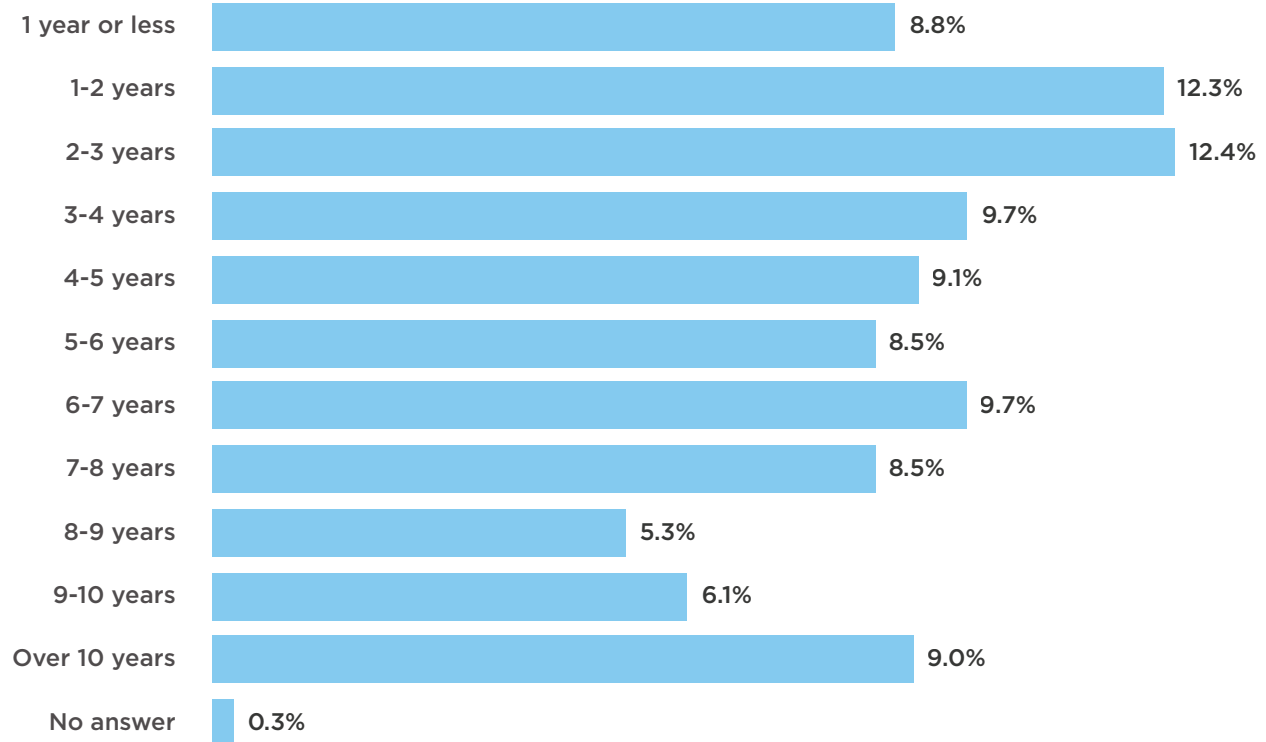


Percentages are based on the 76.3% of respondents who answered this question.

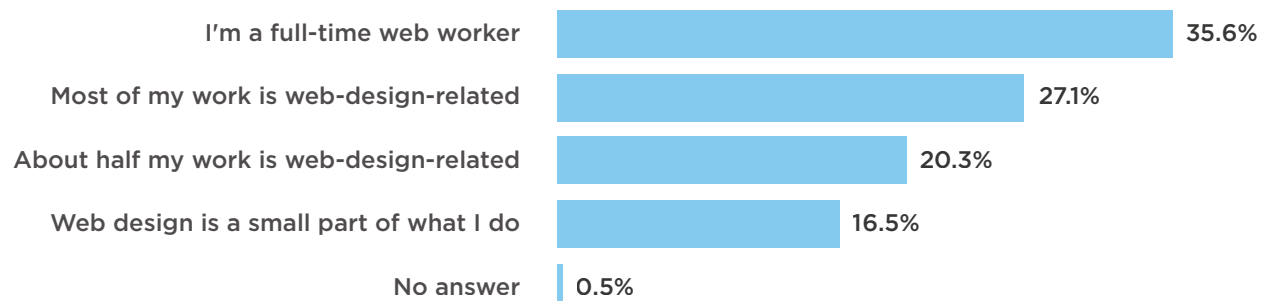
xiv. Hours worked per week

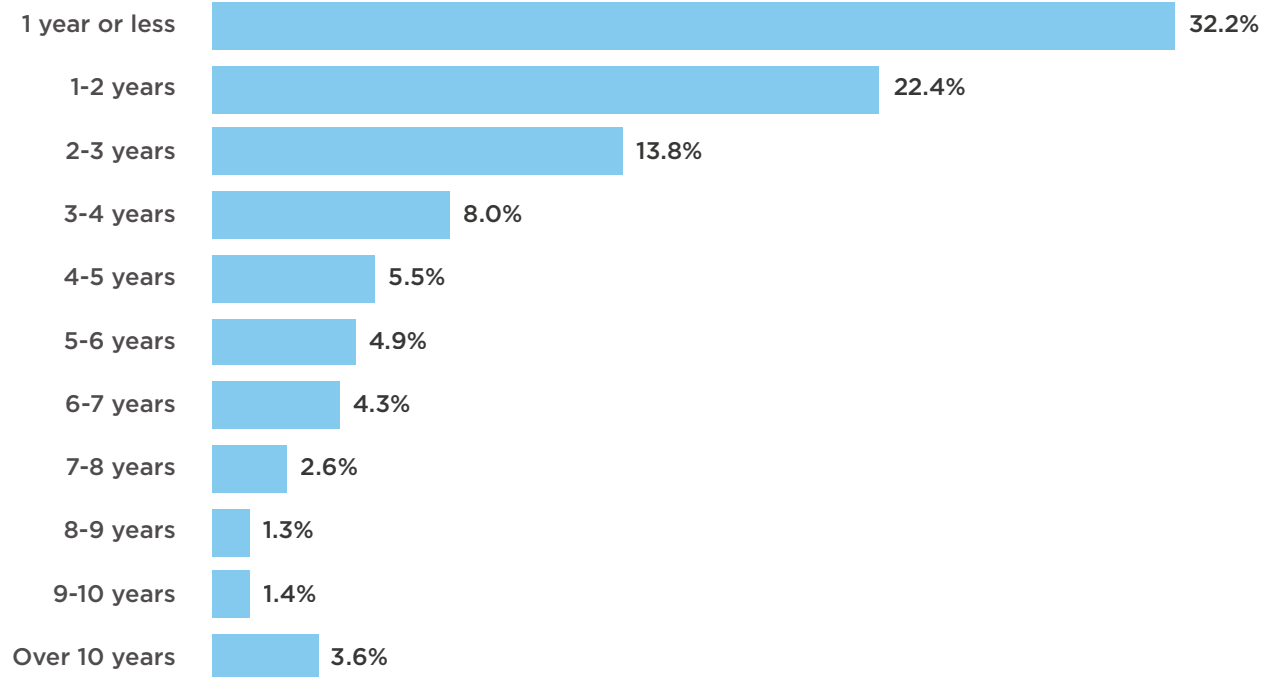


xv. Years in the field

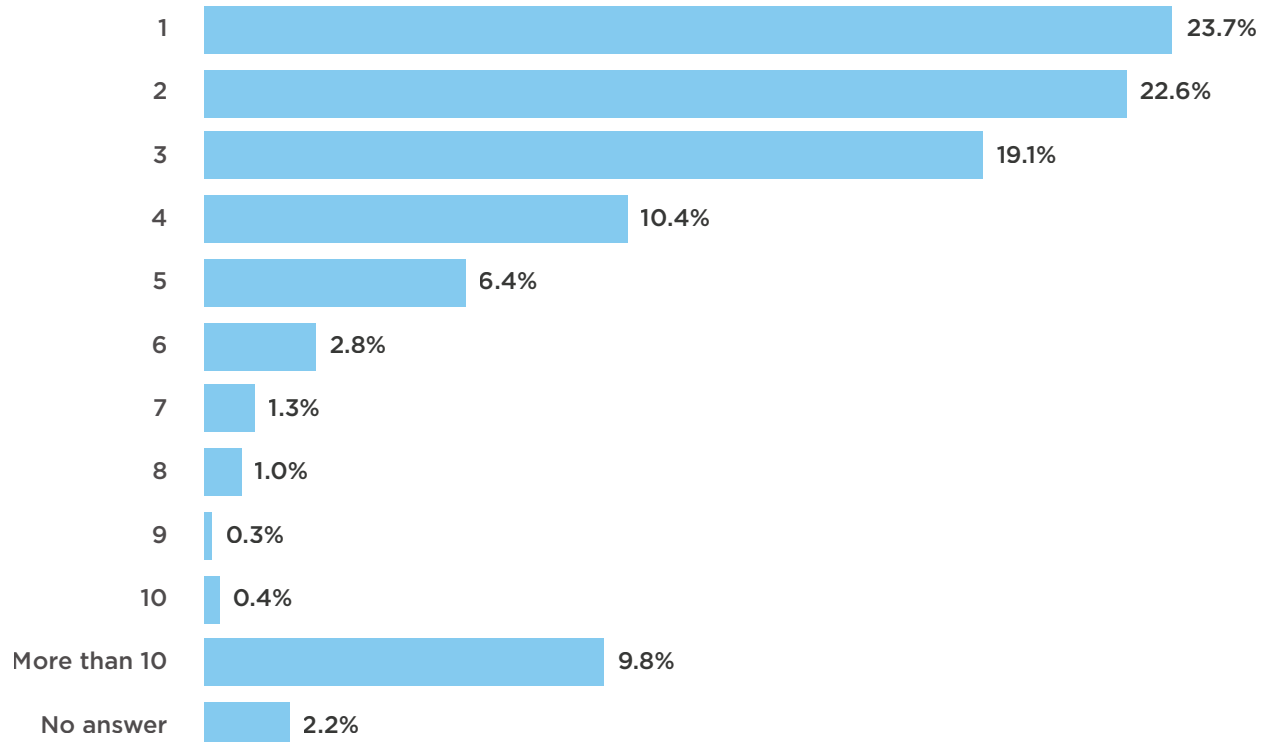


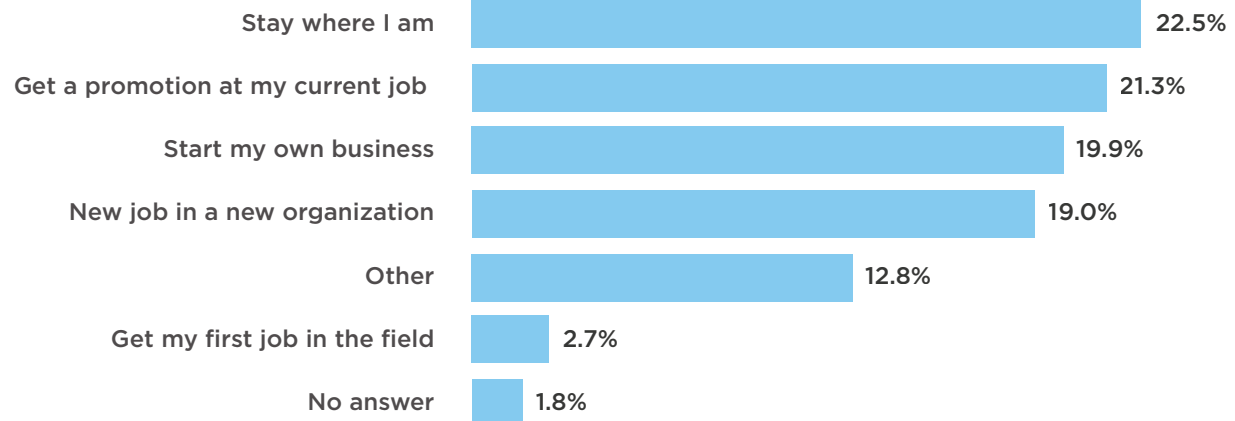
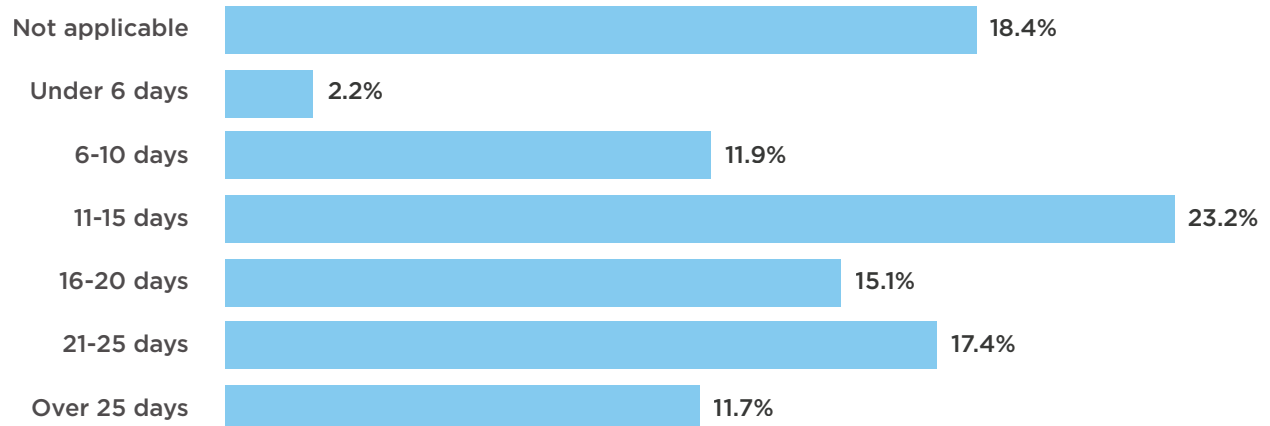
xvi. Degree of web work



xvii. Years at current job

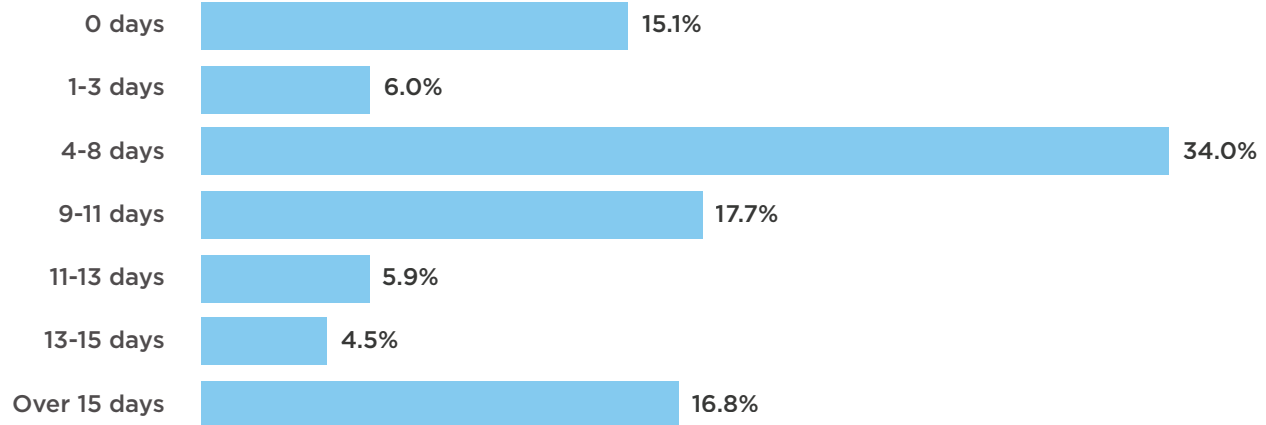
Percentages are based on the 76.2% of respondents who answered this question.

xviii. Number of jobs held

xix. Next career move**xx. Paid vacation**

Percentages are based on the 76.1% of respondents who answered this question.

xxi. Paid holidays



Percentages are based on the 73.5% of respondents who answered this question.

DISCUSSION

Although these questions bore fruit, the section proved somewhat ambiguous for freelancers, the self-employed, creators or employees of small startups, and others in niches that play a large role in the web design economy.

Question 14 (“For what kind of organization do you work?”) was especially problematic, as the choices were not mutually exclusive. A freelancer might legitimately answer “self-employed,” “start-up,” “for-profit enterprise,” and “design consultancy.”

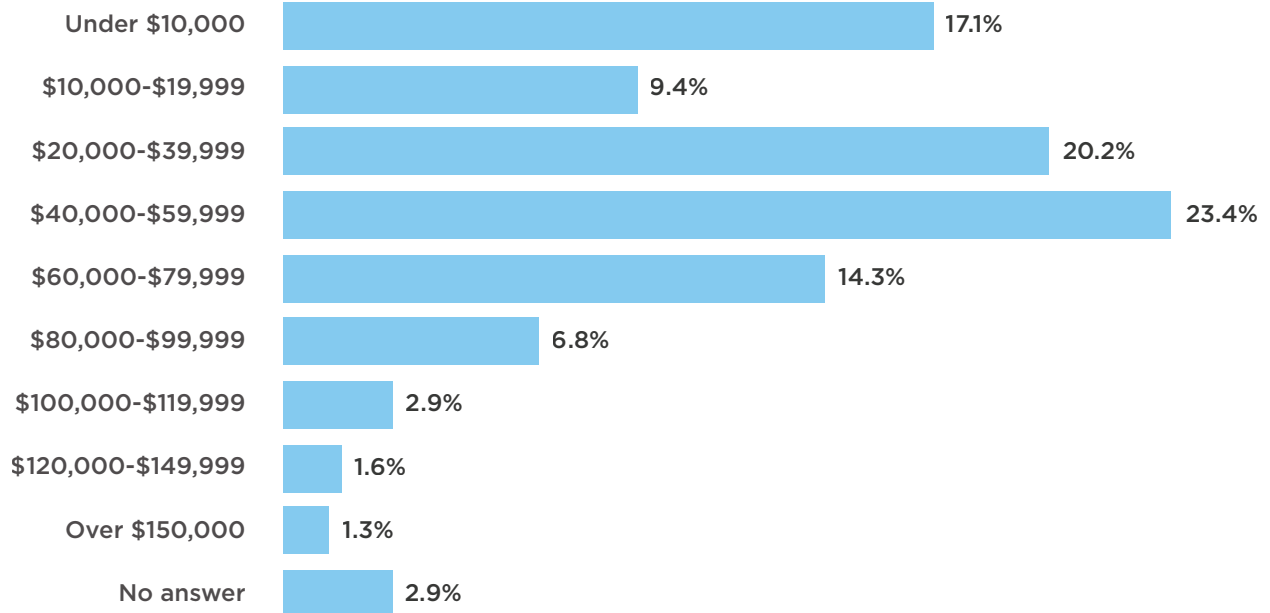
Next time, the question might be rephrased as “What is your employment status?” and choices could be: self-employed as a sole practitioner; self-employed head or partner in a consulting firm; employee of a non-profit; employee of a government agency; employee of a school/college/university; employee of a design, web or IA agency/consultancy; employee of other for-profit enterprise or company; full-time student; and other (specify).

MONEY, HONEY

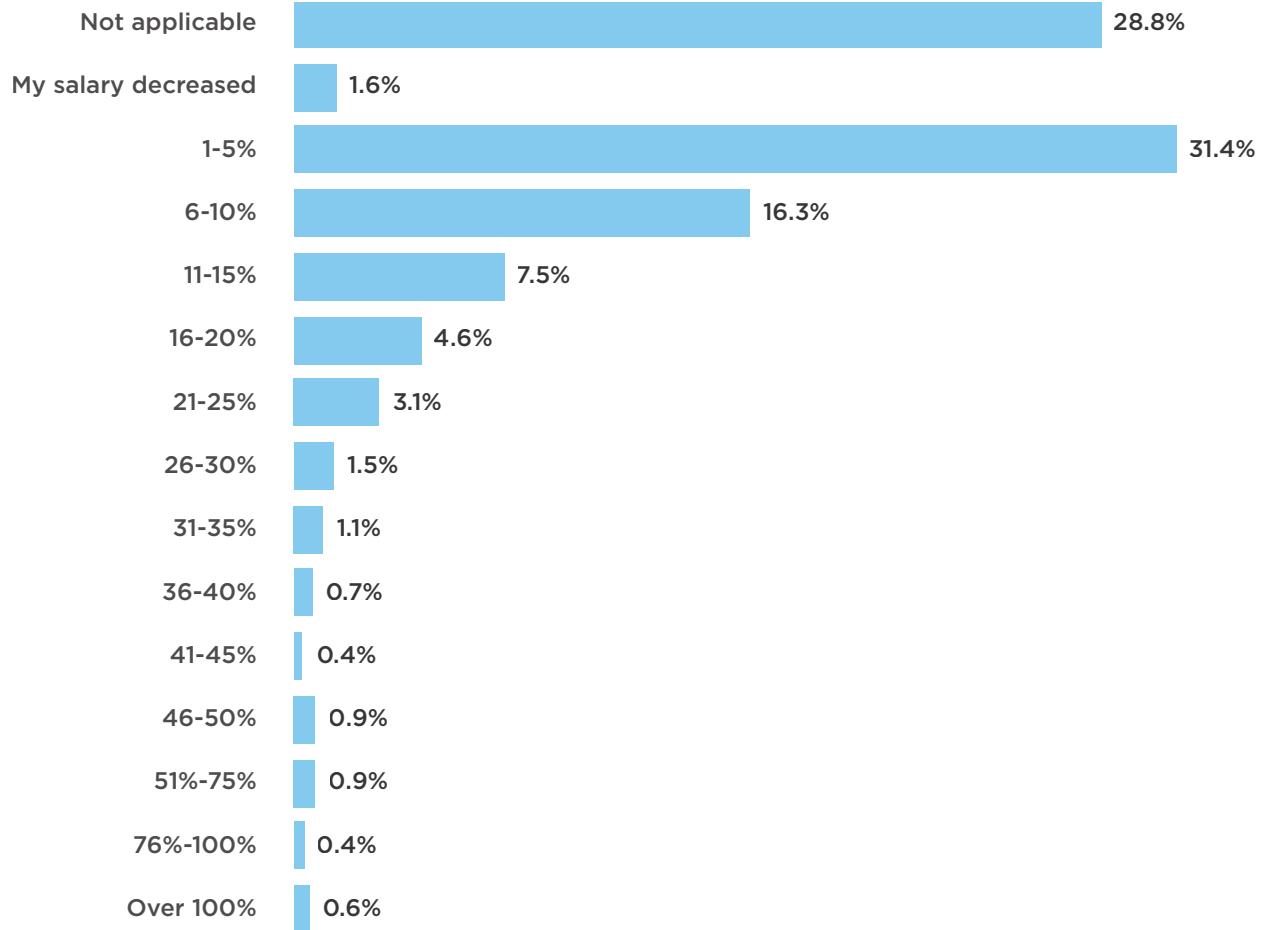
How are you doing?

Respondents were asked about salary and raises.

xxii. Salary

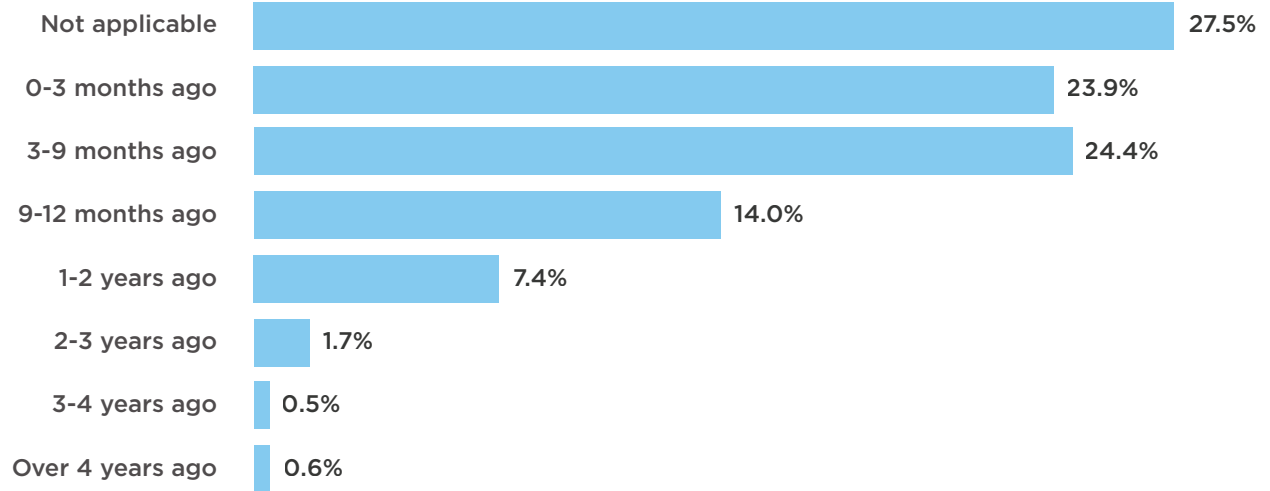


xxiii. Amount of last raise



Percentages are based on the 75.7% of respondents who answered this question.

xxiv. Time since last raise



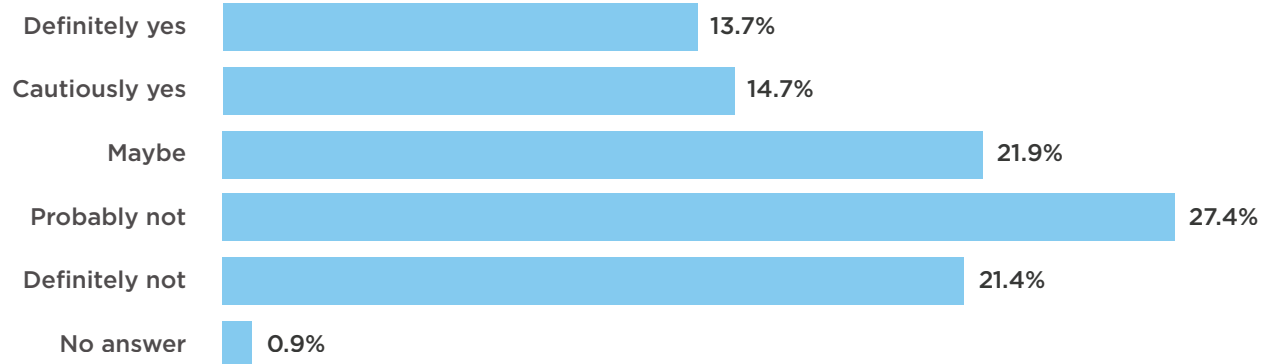
Percentages are based on the 75.7% of respondents who answered this question.

PERCEIVED BIASES

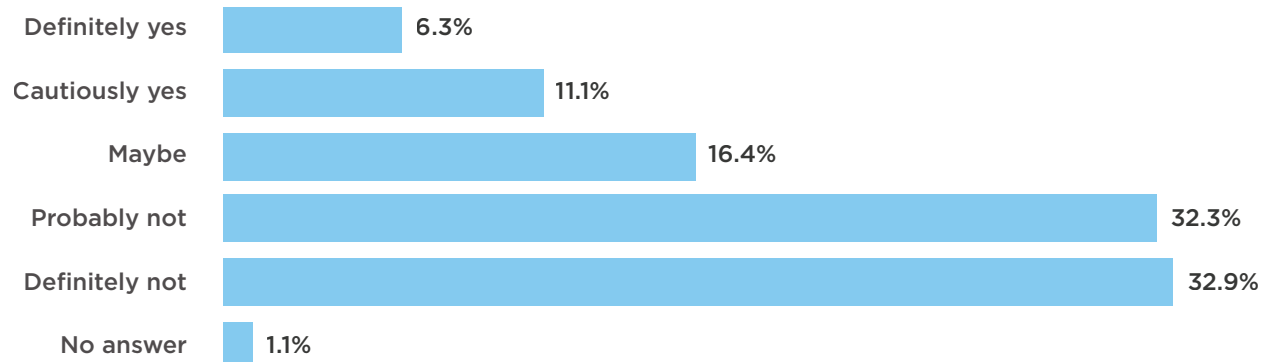
I'm okay, you're okay?

Respondents were asked if they believed geography, gender, and other factors had slowed the progress of their careers or made earning a living more difficult.

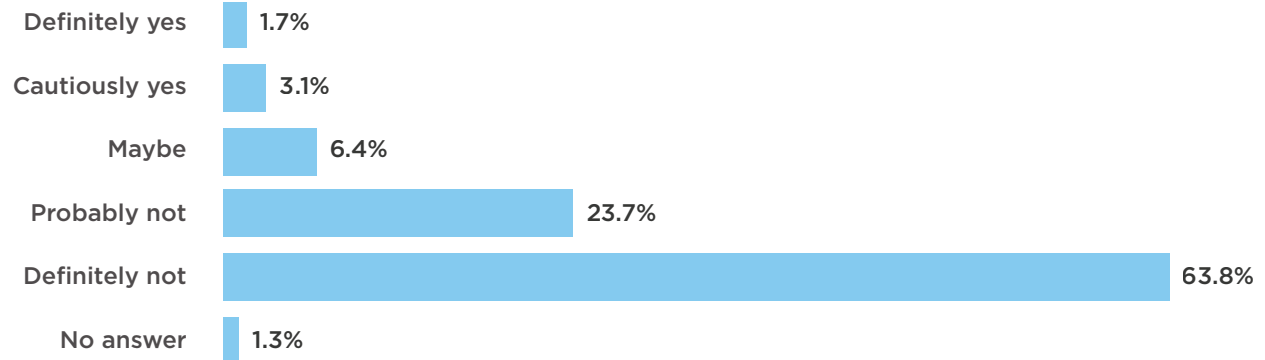
xxv. Perceived geographic bias

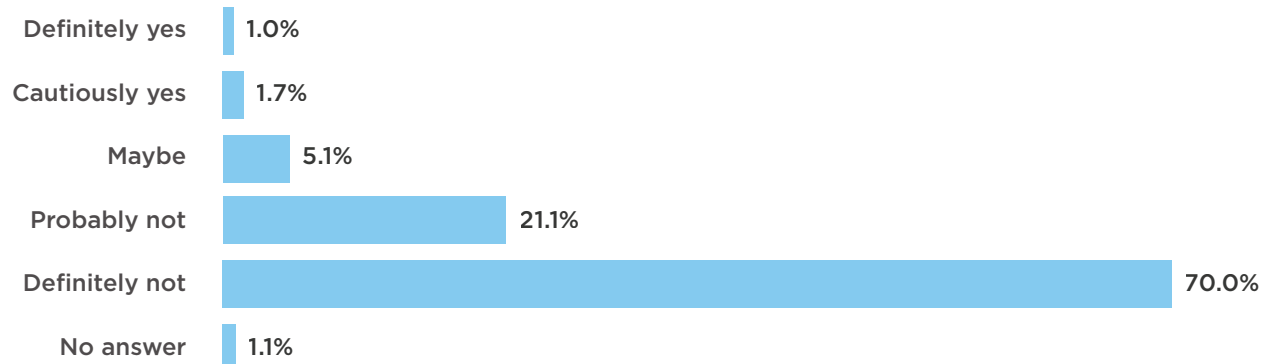


xxvi. Perceived age bias



xxvii. Perceived gender bias

**xxviii. Perceived ethnic bias**

**DISCUSSION**

We asked about respondents' personal experience of bias, not about their perception of bias in the field as a whole. Both questions are potentially useful, but our survey addressed only the first.

About the Detailed Findings

The findings presented next have been derived from the survey data, organized into numerous graphs and charts. A few notes may be of help:

- Because income figures are given in ranges, it is not possible to apply a formula that can determine a reliable average income for any particular subgroup of respondents. In some cases, we've "eyeballed" the distribution of respondents into income categories, and in others calculated a weighted average; both approaches are intended to help us reach conclusions about relative income for various segments of the sample. The weighted average computes an income amount for comparison purposes by assigning to each respondent the midpoint of the income range they indicated. This is not an average income for any segment of the sample, but it is a useful relative figure.
- Many factors can influence income: degree of career development and success, type of employer, number of hours worked per week, and the impact of potential discrimination regarding gender, ethnicity, etc. While the charts examine relative income across the entire sample with regard to these variables, the portion of the sample used to explore potential evidence of bias includes only the respondents who work essentially full-time (i.e., 40 to 60 hours per week).
- It is important to remember that questions about perceptions of bias in the web design field ask specifically if the respondent feels that his or her career has been impacted by bias, not whether the respondent perceives there to be discrimination in the field. This shaped the ways in which we were able to compare perception of bias to evidence of bias.
- Analyses contained in this report should be considered descriptive; we have made no attempt to assess causality among survey variables. Care should therefore be taken before extrapolating the observations that follow into predictive or causal relationships.
- We called this a "web design" survey, but it really describes all kinds of web professionals, not just designers—and all kinds of web professionals, not just designers, completed the survey. We plan to change the survey's name next year to include a larger group of our respondents.

JOBS AND TITLES

What does your business card say you do for a living?

1

The overall distribution of job titles in the survey responses was fairly broad, showing that many disciplines and skill sets are involved in the creation of websites (Fig. 1.1). The variety of titles also indicates an industry-wide lack of consensus and standardization.

FIG. 1.1 Job titles

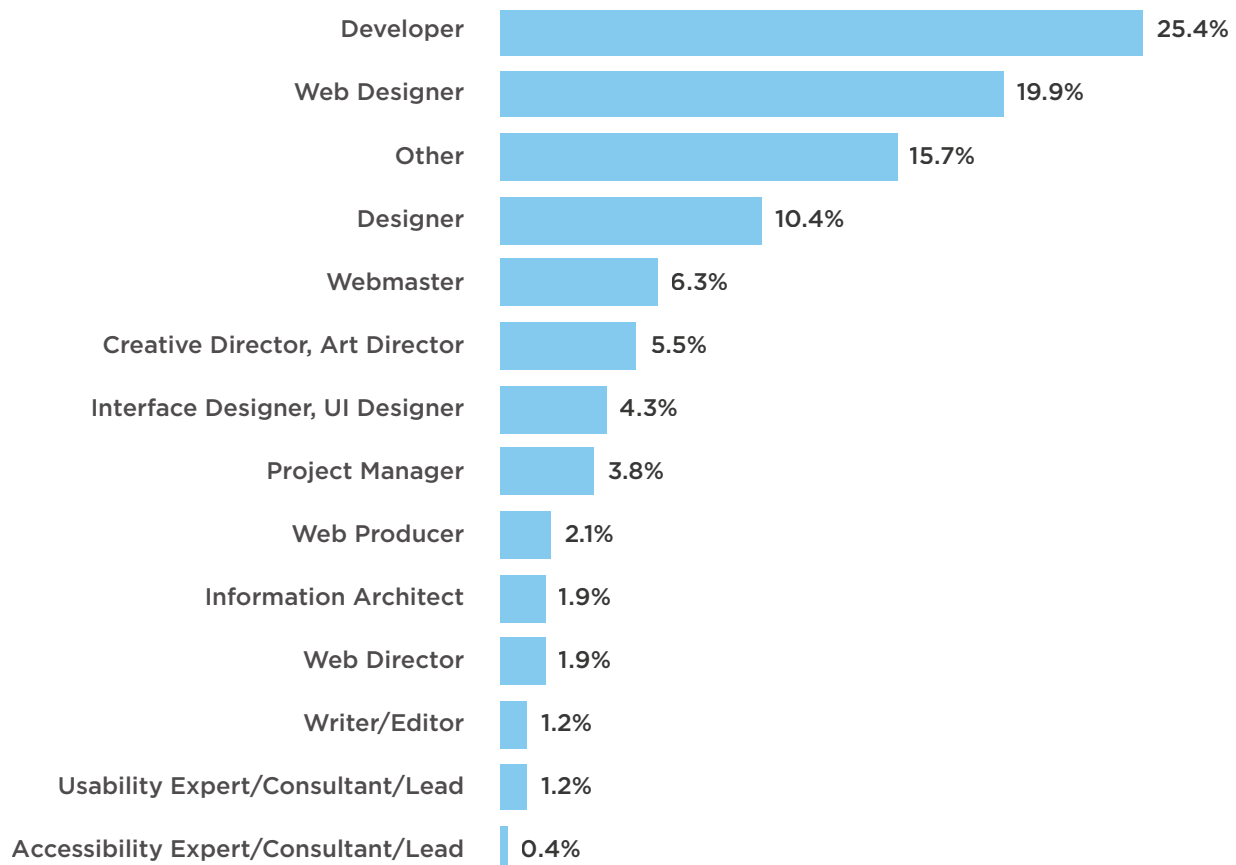


FIG. 1.2 Job title distribution by organization type

	Design, web, or IA agency/ consultancy	For-profit enterprise (corporation)	Government agency	Non-profit	School, college, university	Self- employed/ freelance	Start-up	Other	Overall
Accessibility Expert/ Consultant/Lead	0.4%	0.4%	1.3%	0.6%	0.4%	0.4%	0.1%	0.3%	0.4%
Creative Director, Art Director	10.9%	4.3%	1.2%	2.8%	1.4%	4.7%	6.0%	3.3%	5.5%
Designer	14.0%	7.8%	3.3%	7.4%	6.7%	14.0%	7.1%	11.3%	10.4%
Developer	24.7%	32.2%	24.8%	17.9%	18.9%	20.3%	34.8%	19.5%	25.4%
Information Architect	2.9%	2.3%	1.7%	1.5%	1.3%	1.0%	2.1%	1.2%	1.9%
Interface Designer, UI Designer	4.5%	6.6%	2.2%	2.1%	1.7%	2.1%	8.2%	3.8%	4.3%
Project Manager	5.2%	4.2%	4.2%	3.9%	3.0%	1.9%	5.4%	3.3%	3.8%
Usability Expert/ Consultant/Lead	1.7%	1.7%	1.3%	0.3%	0.8%	0.7%	0.6%	0.8%	1.2%
Web Designer	20.3%	16.0%	14.9%	14.3%	14.5%	30.1%	14.2%	16.5%	19.9%
Web Director	2.3%	1.9%	1.8%	3.1%	2.8%	1.1%	2.0%	1.3%	1.9%
Web Producer	2.2%	2.3%	1.9%	2.8%	1.4%	1.8%	1.9%	1.8%	2.1%
Webmaster	1.9%	5.2%	15.4%	15.9%	14.4%	6.0%	3.2%	7.3%	6.3%
Writer/Editor	0.3%	1.3%	2.1%	3.3%	1.7%	1.4%	0.8%	1.6%	1.2%
Other	8.9%	13.9%	24.0%	24.1%	31.0%	14.6%	13.4%	27.9%	15.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Titles vary somewhat by type of organization, as seen in Fig. 1.2.

- A greater percentage of creative directors is found at design, web, and information architecture agencies and consultancies than at other kinds of organizations.
- At for-profits and start-ups, there are greater percentages of developers and interface designers than there are at other kinds of organizations.

- Project managers are less likely—and web designers more likely—to be self-employed than respondents holding other titles.
- A smaller percentage of usability experts work at non-profits than at other kinds of organizations.
- A greater percentage of webmasters work at government, non-profit, and school/college jobs than at jobs in other kinds of organizations.

Overall, these findings seem to imply that titles representing a more current (or emerging) understanding of the field are more prevalent at for-profits and start-ups than at non-profits, government agencies, and schools. Put simply, based on this data, for-profit and start-up companies appear to be ahead of the curve in their understanding of the field.

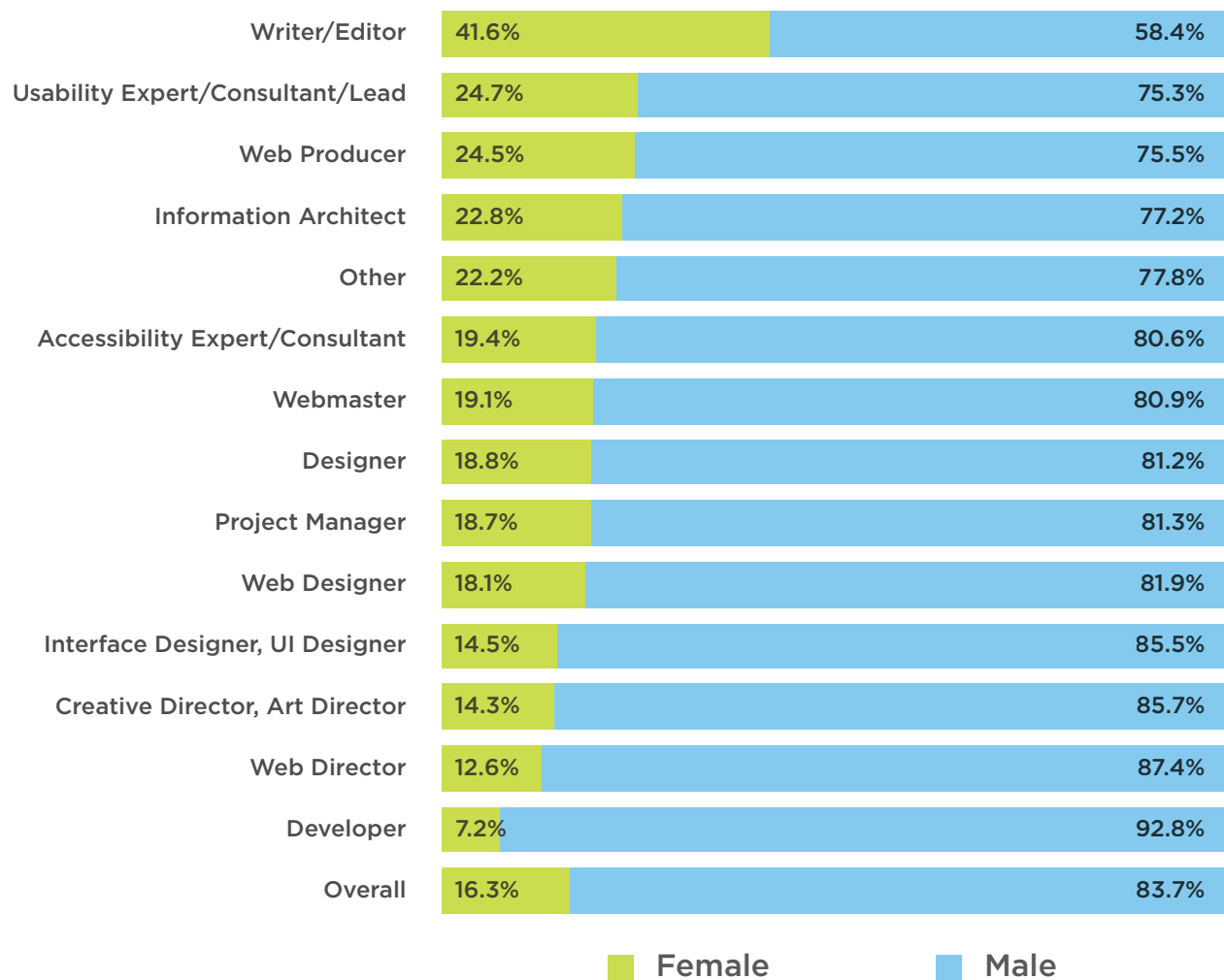
FIG. 1.3 Job title distribution by age group

	Under 21	21-24	25-32	33-38	39-50	51-60	Over 60	Overall
Accessibility Expert/Consultant/Lead	0.1%	0.2%	0.4%	0.5%	0.7%	0.8%	0.7%	0.4%
Creative Director, Art Director	1.3%	2.6%	5.9%	9.1%	5.6%	4.3%	0.7%	5.5%
Designer	11.6%	13.5%	11.1%	8.1%	7.1%	6.2%	3.6%	10.4%
Developer	25.5%	31.4%	27.9%	20.2%	17.3%	11.2%	8.7%	25.4%
Information Architect	0.6%	1.1%	1.7%	3.3%	2.8%	1.8%	1.4%	1.9%
Interface Designer, UI Designer	2.0%	3.6%	4.7%	5.2%	4.0%	1.7%	0.7%	4.3%
Project Manager	1.5%	2.6%	4.2%	4.5%	4.8%	2.6%	2.9%	3.8%
Usability Expert/Consultant/Lead	0.3%	0.5%	1.2%	1.7%	1.9%	2.3%	0.7%	1.2%
Web Designer	28.9%	23.9%	19.1%	16.7%	17.5%	17.6%	14.5%	19.9%
Web Director	0.5%	1.0%	2.0%	2.7%	3.0%	2.2%	0.7%	1.9%
Web Producer	1.0%	1.5%	2.1%	2.5%	2.7%	2.7%	0.7%	2.1%
Webmaster	10.6%	6.0%	4.9%	5.9%	8.0%	14.8%	22.5%	6.3%
Writer/Editor	0.8%	0.7%	0.9%	1.3%	2.7%	5.4%	5.8%	1.2%
Other	15.2%	11.6%	14.0%	18.4%	22.0%	26.3%	36.2%	15.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Job titles vary by age group as well as by organization type. In particular:

- The only job titles in which we see consistently increasing representation at ages above 32 are “Webmaster”, “Writer/Editor”, and “Other”. The last of these suggests, intriguingly, that older workers in the field fill roles not covered in our listed titles.
- Taken as a group, respondents under 21 and over 50 are more likely to hold the title “Web Designer” than any other listed title.

FIG. 1.4 Gender distribution by job title



Women made up 16.3% of the sample, but as Fig. 1.4 shows:

- Women make up significantly greater percentages of the information architects (22.8%), usability experts (24.7%), web producers (24.5%), and writers/editors (41.6%) than they do of other titles.
- Women comprise significantly lesser percentages of developers (7.2%) and web directors (12.6%).
- Women comprise slightly lesser percentages of creative directors (14.3%) and interface designers (14.5%).

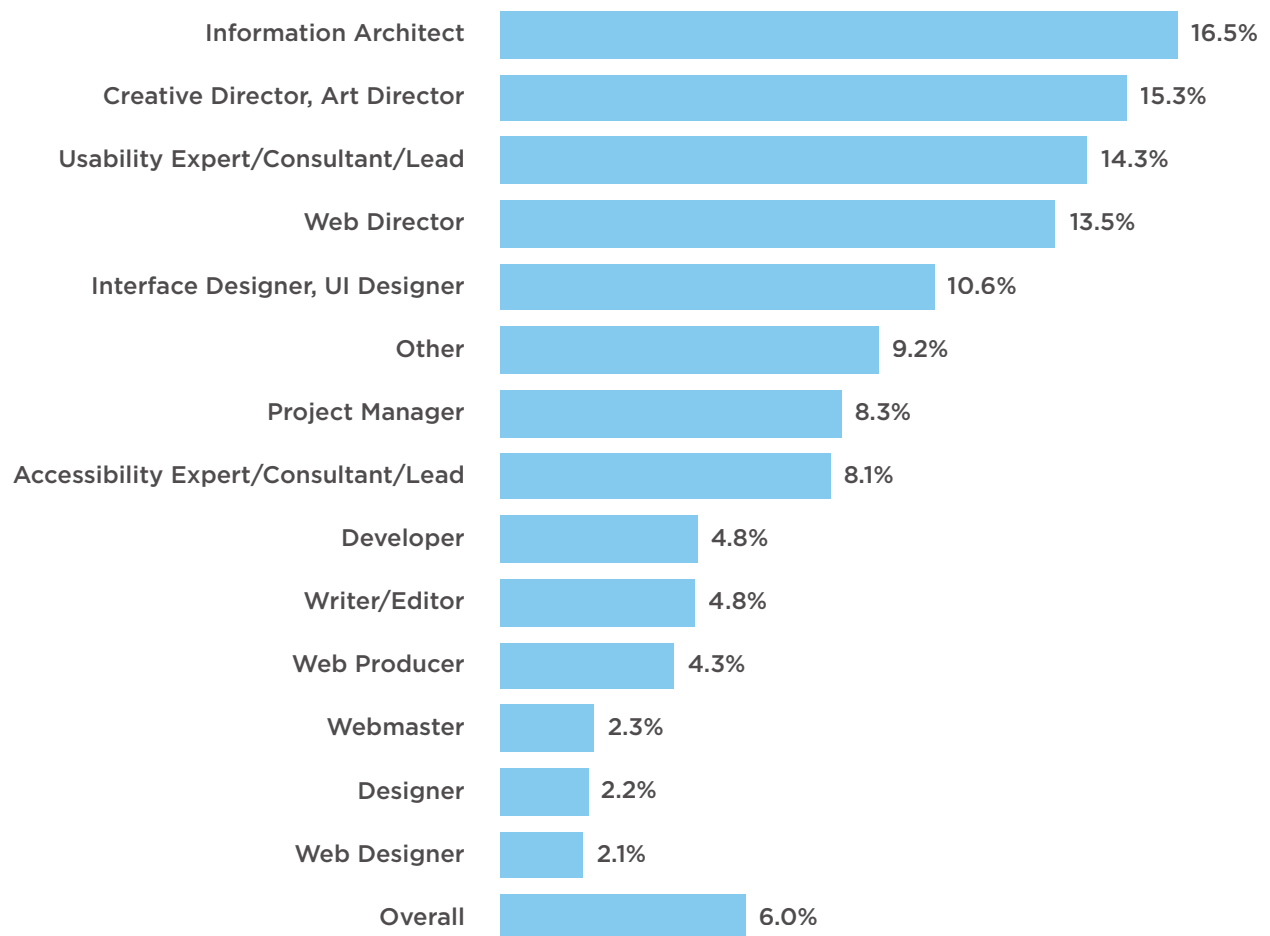
FIG. 1.5 Percentage of job-title holders who earn salaries of \$100K+

Fig. 1.5 shows the percentage of respondents with each job title who earn salaries of more than \$100K. We can make the following observations about the relation of job title to income:

- The job titles that consistently show higher earnings than the sample as a whole are: accessibility expert, creative director, information architect, interface designer, usability expert, web producer, and web director.
- Those job titles held by respondents who appear to earn less than the sample as a whole are: designer, web designer, and webmaster.

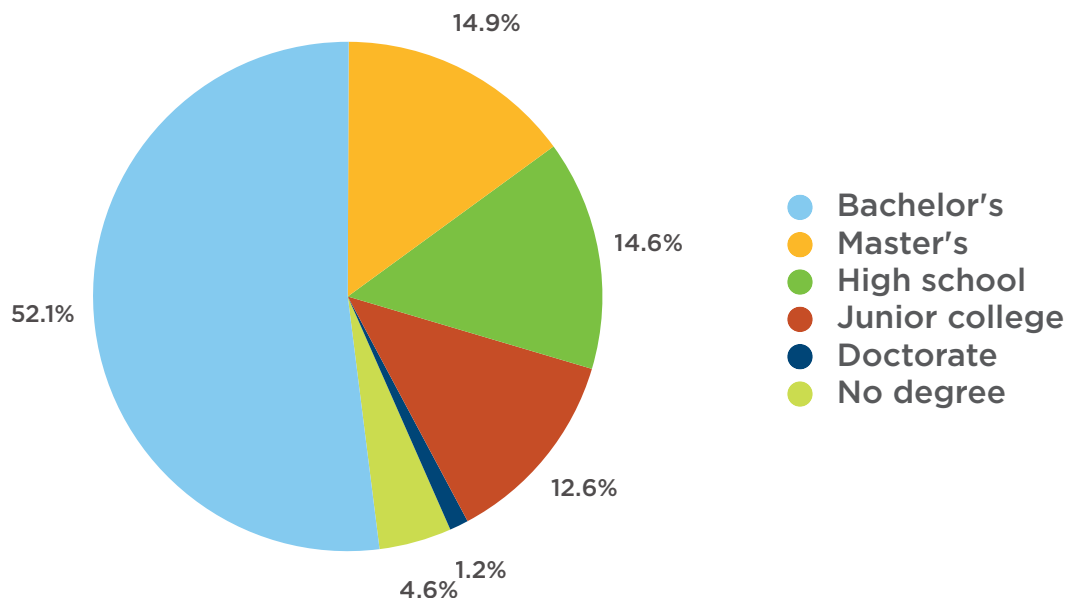
EDUCATION—HOW RELEVANT?

Bachelor's and master's and salaries, oh my!

2

The overall distribution of educational attainment among the survey respondents is as follows:

FIG. 2.1 Education levels



As indicated in Fig. 2.2, increased educational attainment generally appears to correspond to increased earning in our sample; we find smaller percentages in the lower earning categories and larger percentages in the upper earning categories as the education level increases. In that context, using a weighted-average approach to the analysis, we can make some additional observations:

- There is only a slight increase in earning from high school graduates to junior college graduates, and a similarly slight increase from bachelor's degrees to master's degrees. The increases in earnings from junior college degrees to bachelor's degrees and from master's degrees to doctoral degrees are more significant.
- A significantly greater percentage of respondents with doctorates earn over \$100,000 than do respondents with any other level of educational attainment, although the total number of doctorates is very small: under 400, and less than 1% of the survey responses.
- Among respondents indicating “no degree,” there are greater percentages at the lowest and the highest earning categories when compared to those with a bachelor's degree.

NOTE:

The “no degree” category is problematic because it is unclear whether it means “no high school diploma” or “no college degree.” We suspect it is a mixed segment of the sample, and it is therefore not useful in terms of our analysis.

FIG. 2.2 Salary range by education level

	Under \$20,000	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$79,999	\$80,000-\$99,999	Over \$100,000	Total
No degree	32.9%	18.4%	21.9%	12.7%	6.9%	7.2%	100.0%
High school	48.2%	17.2%	15.3%	10.3%	4.8%	4.1%	100.0%
Junior college	31.3%	26.7%	21.9%	11.7%	5.0%	3.5%	100.0%
Bachelor's	21.2%	21.3%	27.0%	16.6%	7.6%	6.2%	100.0%
Master's	23.3%	18.5%	25.7%	15.8%	8.5%	8.1%	100.0%
Doctorate	21.5%	17.7%	19.7%	17.2%	8.1%	15.9%	100.0%
Overall	27.3%	20.8%	24.1%	14.8%	7.0%	6.0%	100.0%

In the total sample, 53.4% of the respondents indicated that their college studies were relevant to their web design work (Fig. 2.3). Fig. 2.4 shows that as income level increases, the percentages of respondents for whom their college studies were relevant decreases, to a low of 43.1% of respondents making over \$100,000 (Fig. 2.4). This may be because increased earnings reflect, among other things, longevity in the field. The longer it has been since they graduated from college, the less relevant respondents' studies may be to their current work—or perhaps the less relevant they may seem to be to these respondents.

FIG. 2.3 Perceived relevance of education

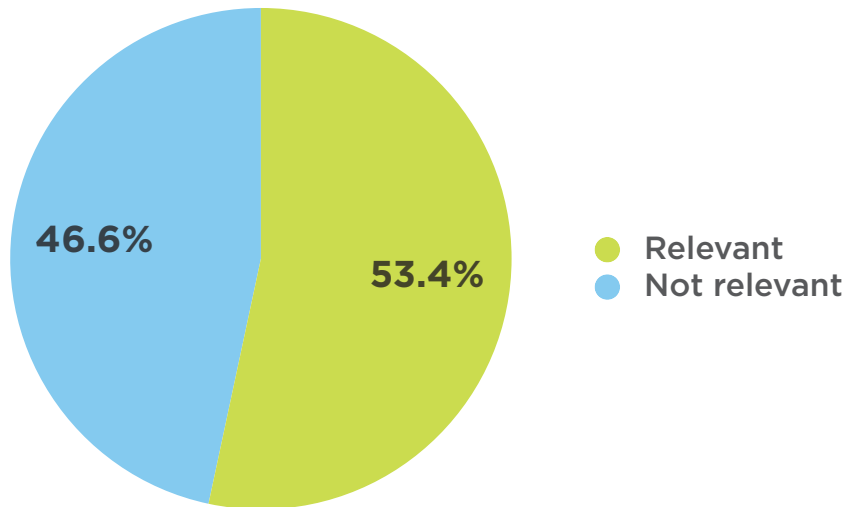


FIG. 2.4 Perceived relevance of education by salary range

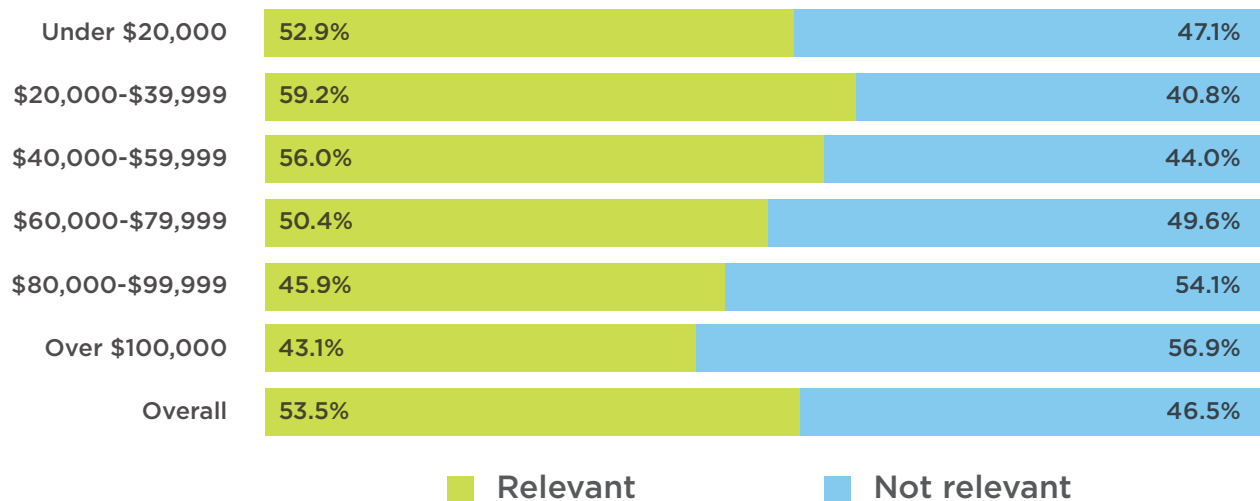


Fig. 2.5 shows that, except for those under 21 years old, the percentage of respondents who regard their college studies as relevant to their web design work decreases with age, from a high of 67.2% for 21-24 year olds, to a low of 23.6% for those over 60. This might suggest that there has been a recent expansion in web-design curricula in colleges and universities. It also may be that people who've been in the field for some time regard what they've learned through their work experience as more important or more relevant than their formal studies.

FIG. 2.5 Perceived relevance of education by age group

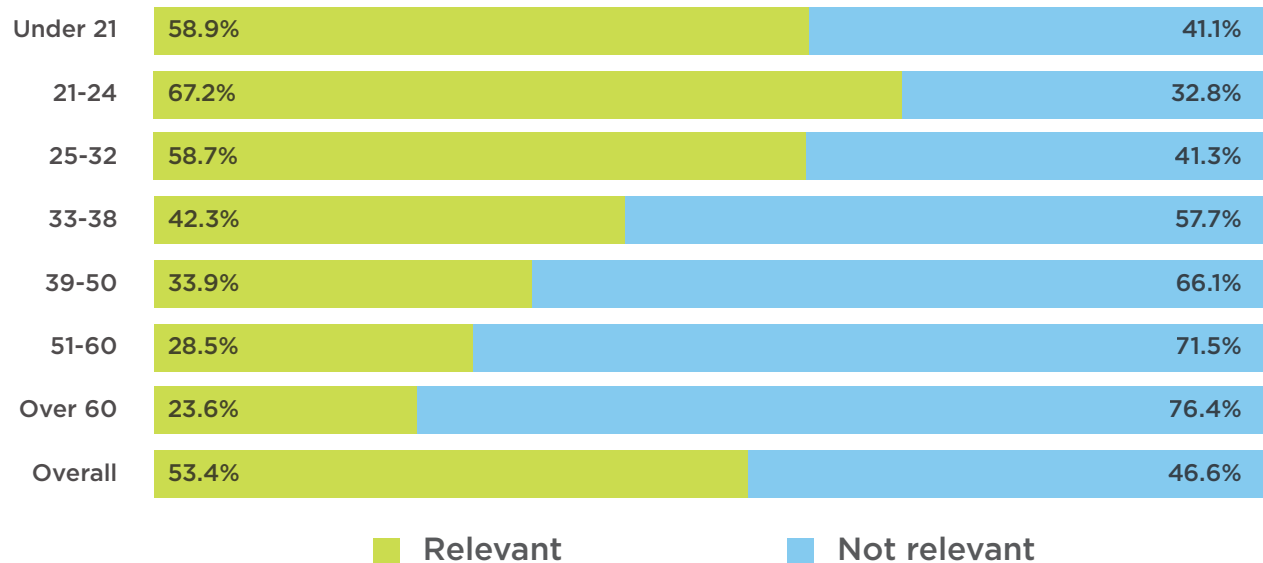
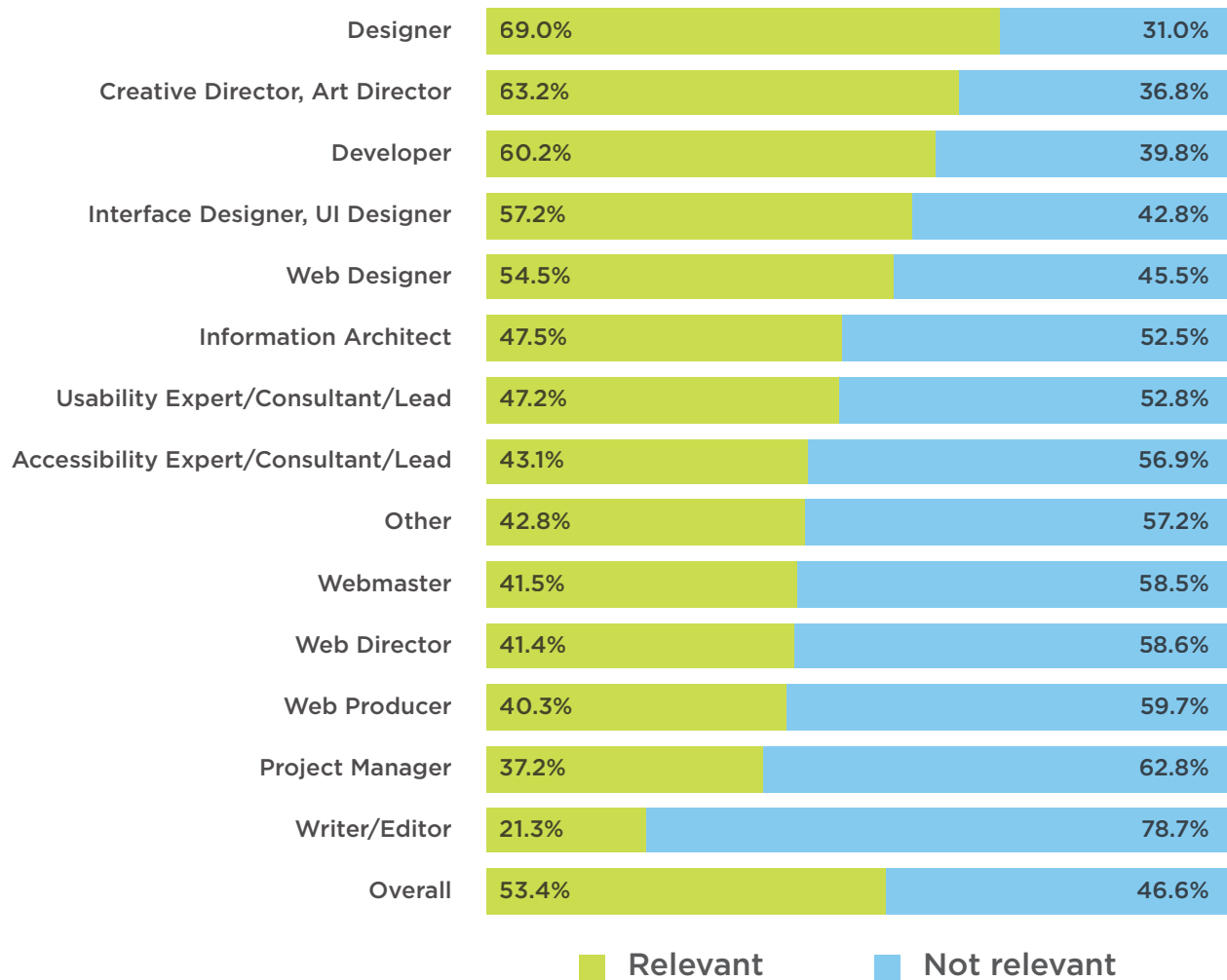


Fig. 2.6 shows the relationship between job title and the perception of the relevance of college studies to web design work. There are only three job titles for which over 60% of the respondents felt their college studies were relevant: creative director, designer, and developer. Two other job titles in which the percentage is over 50% are interface designer and web designer.

The two job titles with the lowest percentage of respondents indicating that their college studies were relevant are project manager (37.2%) and writer/editor (21.3%).

FIG. 2.6 Perceived relevance of education by job title



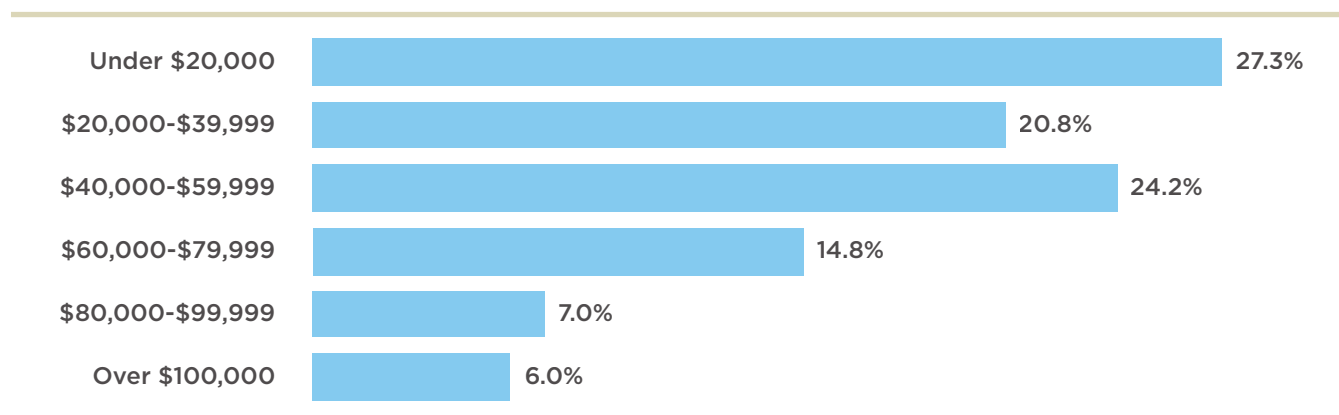
SALARIES

Plotting the range.

3

The overall distribution of salary ranges among the survey respondents is as follows:

FIG. 3.1 Salary levels



Relationships between the types of organizations respondents work at and their income are presented in Fig. 3.2. Patterns that appear to emerge are:

- Respondents working for for-profit companies seem to have higher incomes, with 18.5% making over \$80,000.
- Respondents working for government entities include lower percentages of people in the lowest and highest earning categories, with nearly 60% earning between \$40,000 and \$80,000. (Respondents who work at schools and colleges show this same pattern, but less dramatically.)
- Almost 50% of self-employed web professionals make under \$20,000, perhaps reflecting a very part-time web design business.
- Respondents indicating that they work at start-ups show higher percentages at the low end and at the high end, reflecting, perhaps, the nature of starting a business, the sacrifices some entrepreneurs make in the early stages of their start-ups, and the rewards they enjoy when their businesses become successful.

FIG. 3.2 Salary range by organization type

	Under \$20,000	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$79,999	\$80,000-\$99,999	Over \$100,000	Total
Design, web, or IA agency/	23.5%	24.6%	24.8%	14.8%	6.8%	5.5%	100.0%
For-profit enterprise	16.9%	19.1%	26.3%	19.2%	10.1%	8.4%	100.0%
Government agency	11.9%	19.8%	36.0%	22.7%	6.9%	2.8%	100.0%
Non-profit	29.1%	19.5%	30.1%	12.6%	4.8%	3.7%	100.0%
School, college, university	20.4%	23.5%	37.3%	14.2%	3.6%	1.1%	100.0%
Self-employed/freelance	48.2%	19.2%	13.8%	8.4%	4.5%	5.8%	100.0%
Start-up	31.3%	18.8%	18.1%	14.1%	9.4%	8.4%	100.0%
Other	31.5%	20.7%	22.1%	13.4%	5.9%	6.4%	100.0%
Overall	27.3%	20.8%	24.1%	14.7%	7.0%	6.0%	100.0%

Fig. 3.3 shows a general pattern of increased earnings for respondents working in larger organizations. At the two extremes of this pattern are these two findings:

- Over 60% of respondents in organizations of 10 employees or less make under \$40,000.
- Almost 25% of respondents in organizations of more than 3,000 employees make over \$80,000.

FIG. 3.3 Salary range by organization size

	Less than \$20,000	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$79,999	\$80,000-\$99,999	More than \$100,000	Total
Self-employed/freelance	60.1%	13.8%	9.6%	7.3%	4.0%	5.1%	100.0%
Less than 10 employees	33.5%	26.8%	20.4%	10.1%	4.4%	4.8%	100.0%
11-300 employees	19.1%	22.7%	29.4%	16.6%	7.2%	4.9%	100.0%
301-3,000 employees	11.1%	18.4%	33.5%	21.1%	9.9%	6.0%	100.0%
More than 3,000 employees	7.4%	13.7%	29.4%	24.6%	13.2%	11.7%	100.0%
Overall	27.3%	20.8%	24.1%	14.7%	7.0%	6.0%	100.0%

From Fig. 3.4, it is clear that the longer respondents are in the field, the more they earn.

FIG. 3.4 Salary range by longevity in the field

	Under \$20,000	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$79,999	\$80,000-\$99,999	Over \$100,000	Total
1 year or less	59.8%	22.3%	11.5%	3.7%	1.7%	1.1%	100.0%
1-2 years	49.7%	27.5%	16.5%	4.0%	1.1%	1.2%	100.0%
2-3 years	39.3%	27.7%	23.5%	6.4%	1.6%	1.6%	100.0%
3-4 years	32.5%	25.1%	27.2%	10.4%	2.9%	2.0%	100.0%
4-5 years	25.2%	23.5%	29.5%	13.9%	5.1%	2.8%	100.0%
5-6 years	20.8%	21.0%	30.1%	17.2%	6.5%	4.5%	100.0%
6-7 years	15.3%	18.7%	30.1%	21.9%	8.7%	5.3%	100.0%
7-8 years	10.4%	14.9%	29.9%	24.3%	12.4%	8.1%	100.0%
8-9 years	9.2%	13.7%	24.9%	25.7%	13.5%	13.0%	100.0%
9-10 years	7.3%	13.9%	24.9%	26.4%	15.2%	12.3%	100.0%
Overall	27.3%	20.8%	24.1%	14.7%	7.0%	6.0%	100.0%

Fig. 3.5 examines earnings and gender. While overall earnings are comparable, a greater percentage of men than women take home under \$20,000. On the flip side, a greater percentage of men than women make more than \$80,000; the same is true for earnings of more than \$100,000.

FIG. 3.5 Salary range by gender

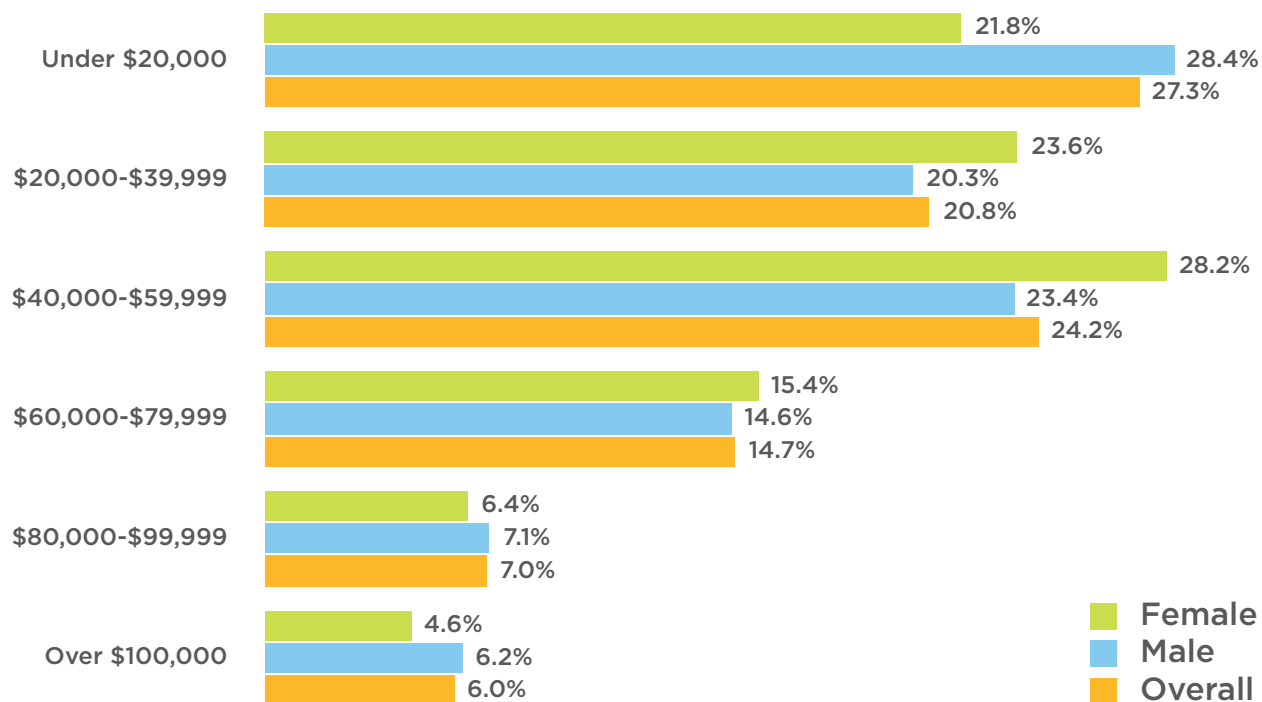
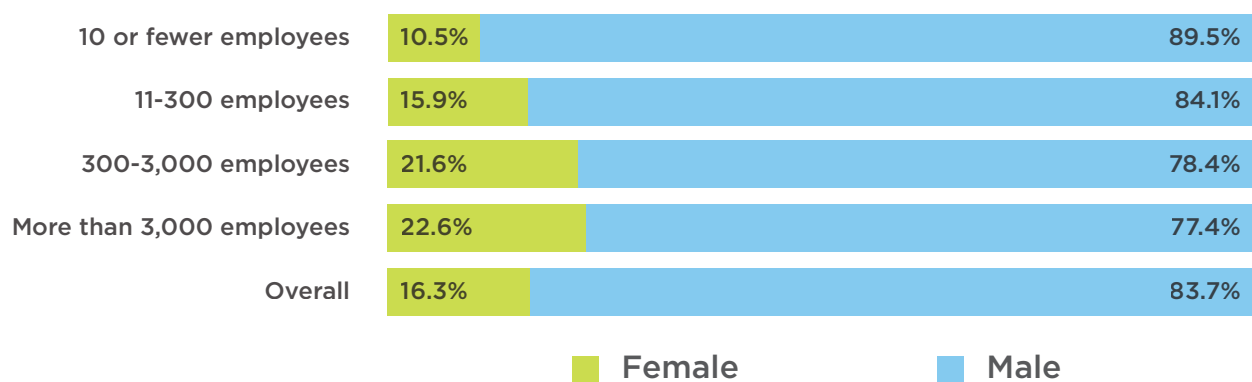


Fig. 3.6 shows the percentage of female web professionals increasing as organizational size increases.

FIG. 3.6 Gender distribution by organization size



As seen in Fig. 3.7, income increases with the age of the respondents until it dips slightly for respondents aged 51-60. For respondents over 60, there is a significant increase in the percentage of those making under \$20,000 and those making over \$100,000 than for respondents in age categories starting at 25 years old. This might reflect both a certain level of career success for experienced web designers, and a significant number of retirees who want to keep their hand in the field. It may also suggest that these respondents are simply “dabbling” because they don’t need to make a full-time living from web design.

FIG. 3.7 Salary range by age group

	Under \$20,000	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$79,999	\$80,000-\$99,999	Over \$100,000	Total
Under 21	84.9%	8.2%	3.2%	1.9%	0.6%	1.2%	100.0%
21-24	50.6%	27.0%	15.9%	4.7%	1.1%	0.8%	100.0%
25-32	20.6%	24.1%	29.1%	15.3%	6.5%	4.4%	100.0%
33-38	10.3%	15.3%	27.3%	23.1%	12.5%	11.4%	100.0%
39-50	10.8%	15.3%	25.3%	22.1%	12.6%	13.9%	100.0%
51-60	18.0%	15.5%	24.7%	20.5%	11.0%	10.3%	100.0%
Over 60	28.9%	13.3%	15.6%	14.1%	8.9%	19.3%	100.0%
Overall	27.3%	20.8%	24.1%	14.7%	7.0%	6.0%	100.0%

STICKING WITH IT

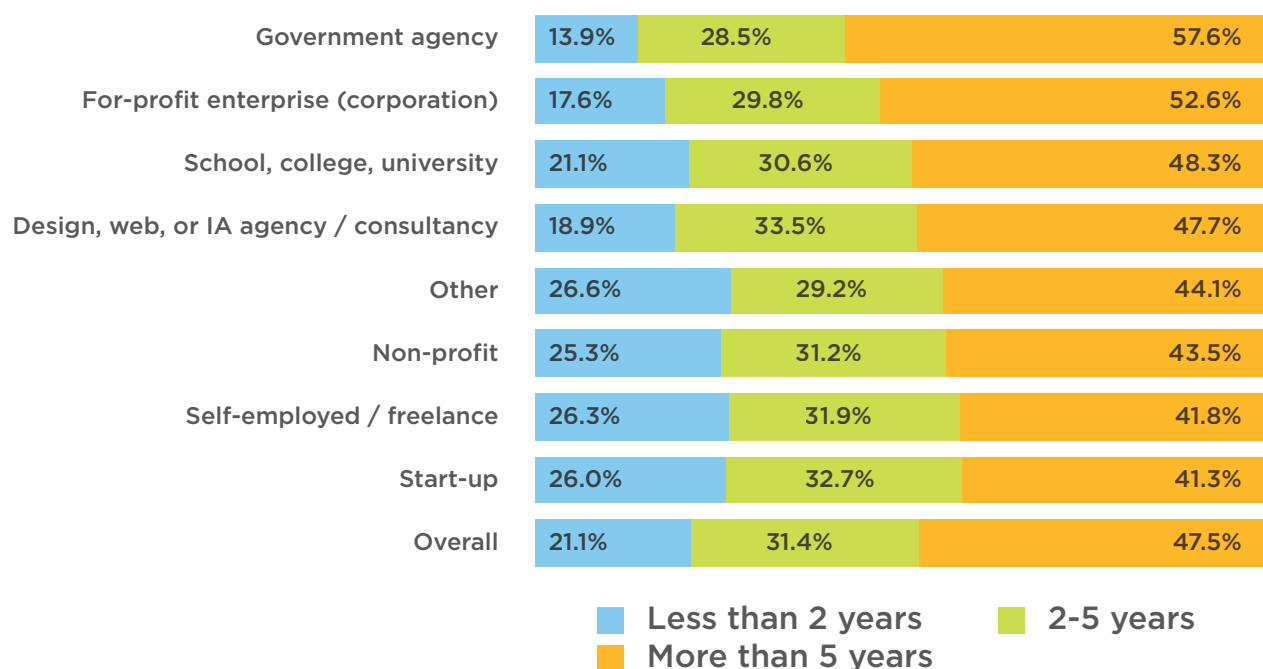
Longevity and happiness. Of gender and title, salary and satisfaction.

4

Among non-freelancers, 1027 respondents—approximately 4.1% of the non-freelancers—indicated that they had been at their present jobs longer than they’ve been web professionals. Such data indicates that for this group, web design responsibilities were added to their job descriptions after they were hired. A more granular analysis of career longevity would likely reveal many others who would say the same.

The workplaces with the greatest percentages of the respondents who have been web professionals for two years or less are non-profits and start-ups, at 25.3% and 26.0% respectively. The only two workplaces at which over 50% of respondents have been web professionals for more than five years are for-profit businesses and government agencies (Fig. 4.1).

FIG. 4.1 Longevity in field by organization type



Job titles within which over 60% of the respondents have been web professionals for more than five years are: accessibility expert, creative director, information architect, interface designer, usability expert, and web director. These would appear to be the positions in which the respondents have the most longevity in the field.

Survey responses confirm the common-sense inference that the longer a web professional is in the field, the more jobs he or she will have. Approximately two-thirds of all respondents have had three or fewer jobs in their web careers, while more than 10% have had ten jobs or more (Fig. 4.2).

FIG. 4.2 Number of jobs by years in field

	<1 yr	1-2 yrs	2-3 yrs	3-4 yrs	4-5 yrs	5-6 yrs	6-7 yrs	7-8 yrs	8-9 yrs	9-10 yrs	>10 yrs	Total
1	19.7%	19.8%	15.0%	9.6%	7.5%	6.6%	6.5%	5.1%	2.6%	3.0%	4.5%	100.0%
2	7.5%	14.1%	16.1%	12.2%	10.5%	9.1%	9.3%	7.5%	3.8%	4.3%	5.5%	100.0%
3	4.7%	7.5%	10.0%	10.1%	11.1%	10.5%	12.8%	11.3%	7.0%	6.6%	8.5%	100.0%
4	3.8%	6.0%	6.9%	6.6%	8.4%	8.9%	12.7%	13.2%	8.2%	10.9%	14.3%	100.0%
5	4.8%	8.0%	8.2%	5.3%	5.9%	7.4%	10.6%	10.1%	9.0%	11.8%	18.9%	100.0%
6	4.7%	8.9%	7.8%	6.8%	5.3%	4.9%	8.7%	10.2%	9.8%	12.2%	20.7%	100.0%
7	3.7%	10.4%	9.4%	8.8%	5.5%	8.1%	5.8%	8.8%	9.2%	9.7%	20.7%	100.0%
8	5.0%	14.6%	11.8%	6.2%	7.5%	6.8%	6.8%	5.6%	7.5%	6.2%	22.0%	100.0%
9	3.4%	12.5%	14.8%	11.4%	3.4%	9.1%	8.0%	11.4%	4.5%	5.7%	15.9%	100.0%
10	7.0%	15.4%	16.8%	9.8%	16.1%	6.3%	4.2%	2.8%	4.2%	7.0%	10.5%	100.0%
>10	3.1%	9.0%	12.7%	11.3%	10.9%	10.6%	10.9%	8.8%	5.3%	6.4%	11.1%	100.0%
Overall	8.7%	12.2%	12.5%	9.7%	9.1%	8.6%	9.8%	8.6%	5.4%	6.2%	9.1%	100.0%

When we limit the field to self-employed web professionals, the number who have had more than ten jobs doubles: 20.8% compared to 10.0% for all who took the survey. The choice of self-employment for many of the respondents may have been driven by the unsatisfying experience of too much job mobility over the course of their web career. It's also possible that these respondents read "jobs" in the question to mean "assignments" or "projects" they may have taken on as a freelancer. This would readily explain the high percentage of respondents with more than ten jobs.

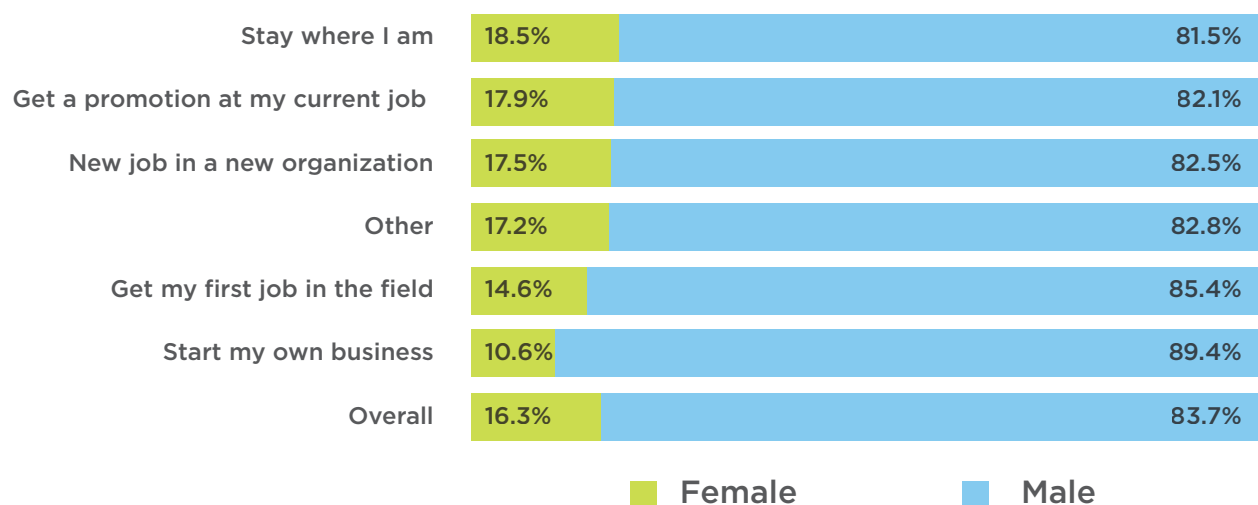
We pulled out the segment of the sample working in non-profits (a relatively small group totaling 1540), and identified the following findings:

- Women comprise just over 16% of the total sample, but make up almost 23% of the respondents working in non-profits.
- A slightly higher percentage of black respondents and a slightly lower percentage of Asian respondents work in non-profits than are presented in the sample as a whole.
- The respondents working in non-profits seem to have slightly fewer years of experience as web professionals than the sample as a whole.

We have not attempted to determine causal relationships behind these findings.

While women make up 16.3% of the total sample, only 10.6% of respondents who plan to start their own business as their next career move are women (Fig. 4.3).

FIG. 4.3 Future job moves by gender



On the basis of the indicators of job satisfaction derived from responses to the “next career move” question in the survey, we offer the following findings:

- Women respondents are more satisfied and less unsatisfied in their jobs than men (Fig. 4.4).
- All non-white respondents are less satisfied and more unsatisfied in their jobs than white respondents, with black respondents having the greatest disparity (Fig. 4.5).
- Respondents who are project managers and information architects indicated the highest satisfaction with their work. Those expressing the least satisfaction were designers, web designers, and webmasters (Fig. 4.6).
- Respondents working at non-profits and those who are self-employed indicate the least satisfaction with their current jobs (Fig. 4.7), although the self-employed also indicate the least dissatisfaction with their current jobs.
- As one might expect, job satisfaction as indicated by these measurements appears to increase with income, although there is a slight peak in satisfaction for respondents in the \$40,000 – \$59,999 range (Fig. 4.8).
- Job satisfaction appears to increase with age: respondents under 25 are less satisfied and more unsatisfied than the sample as a whole; those 25-32 years old are more satisfied but also more unsatisfied than the sample as a whole; all the older age categories contain more satisfied and less unsatisfied respondents than the sample as a whole (Fig. 4.9).

NOTE:

Because our job satisfaction indicators are derived from the respondents’ expressed plans related to job stability/mobility, this choice may have additional factors for older respondents. For example, older workers may be more reluctant to change jobs, regardless of their level of satisfaction with their current job. This is another reason to be cautious about identifying motives or causality in the data.

FIG. 4.4 Job satisfaction by gender

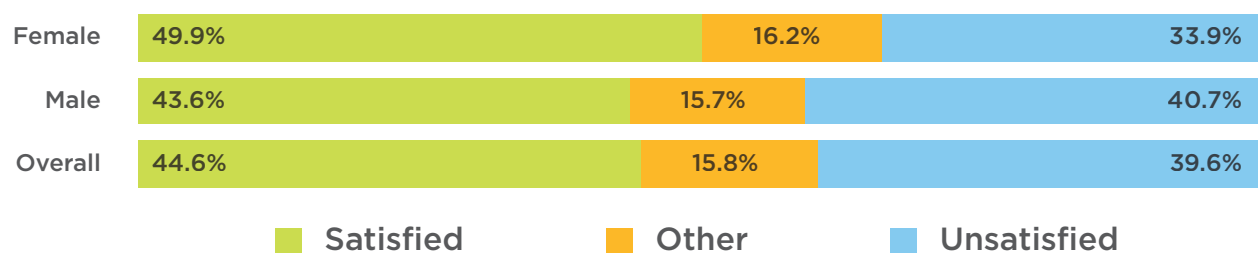


FIG. 4.5 Job satisfaction by ethnicity

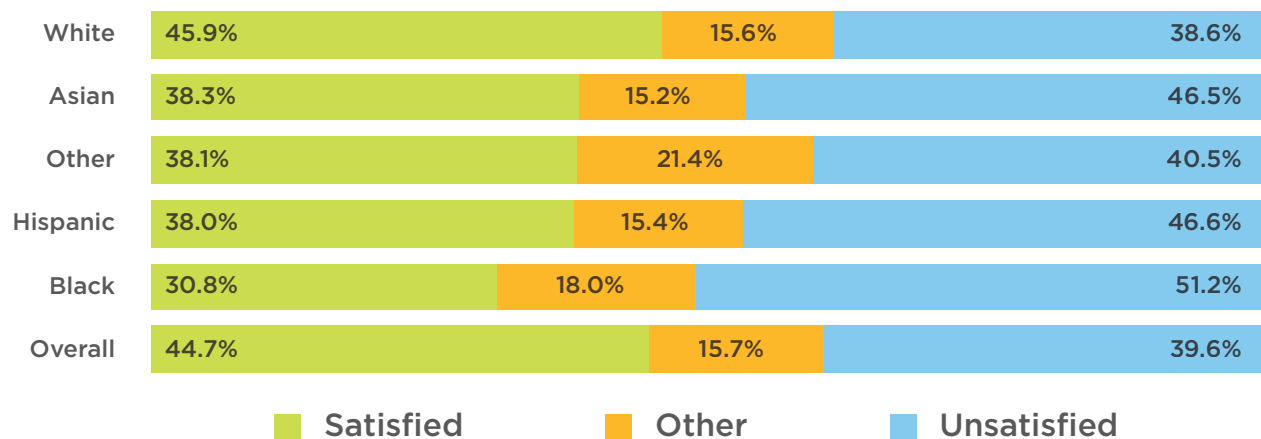


FIG. 4.6 Job satisfaction by job title

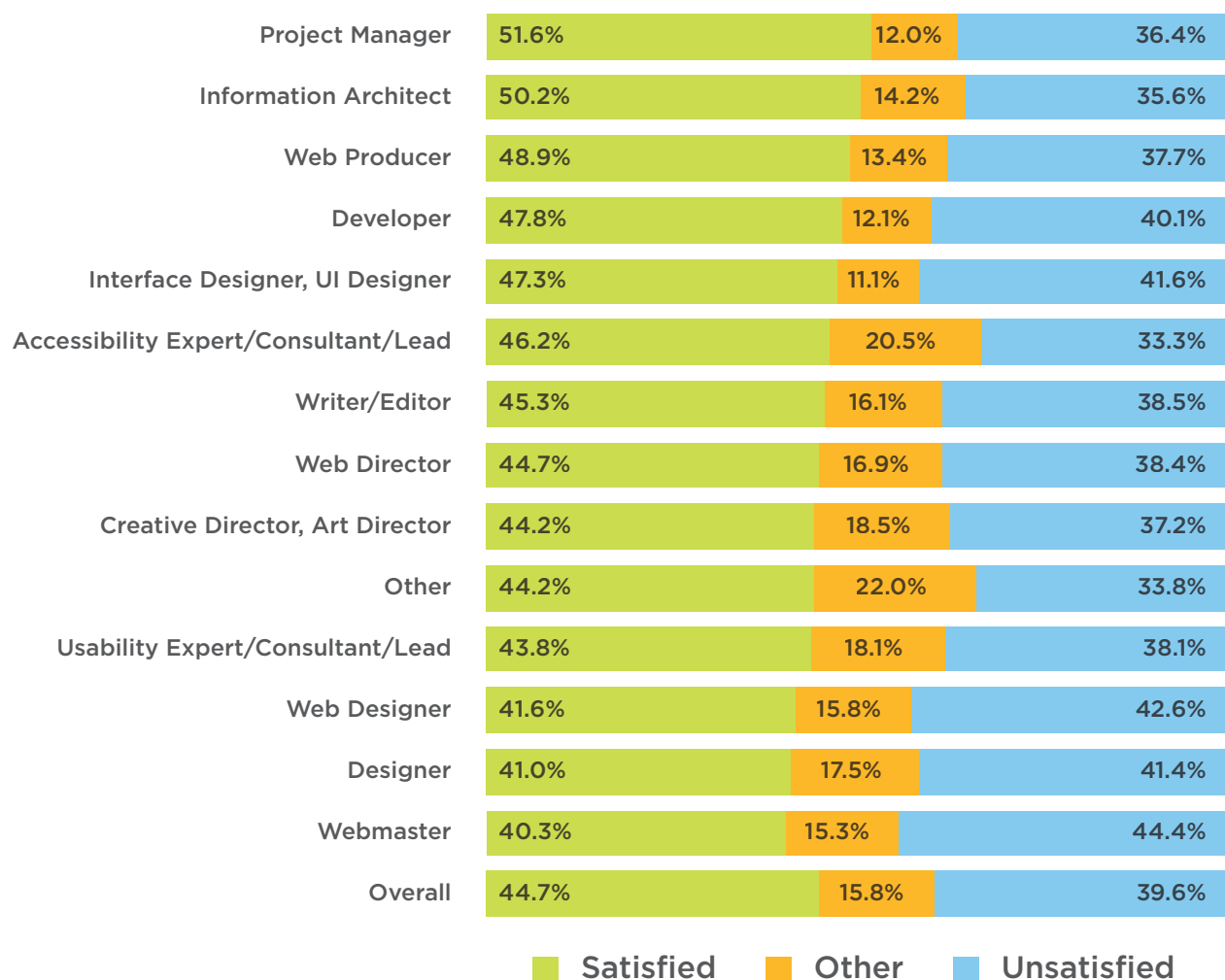


FIG. 4.7 Job satisfaction by organization type

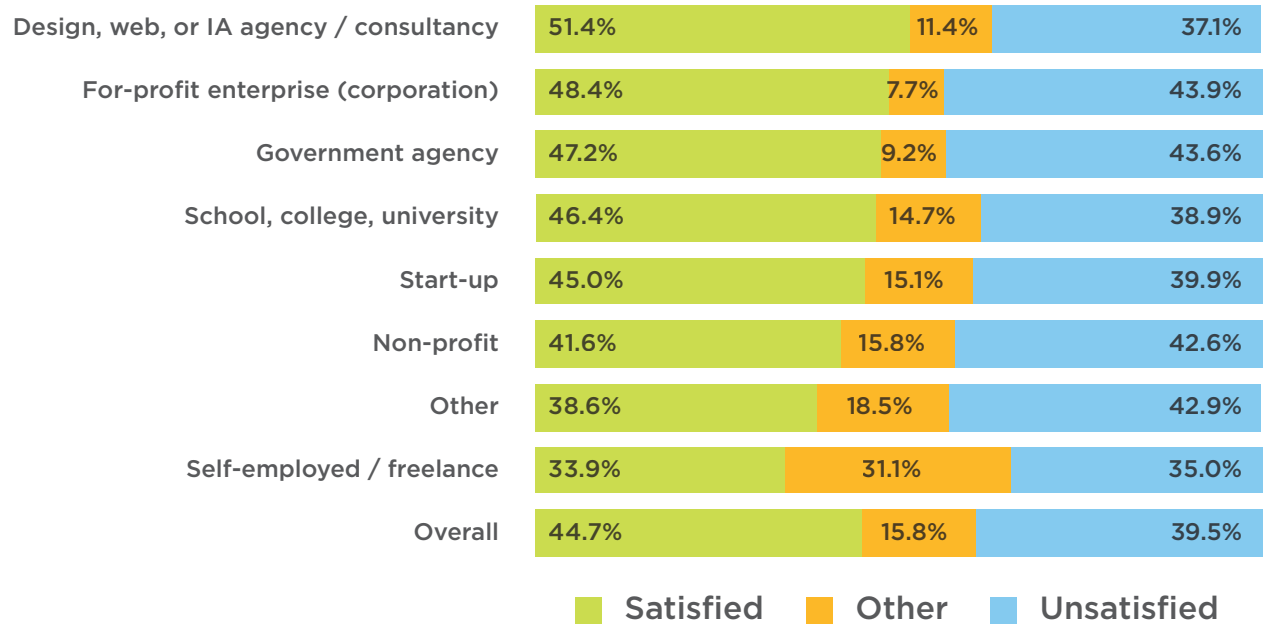


FIG. 4.8 Job satisfaction by salary range

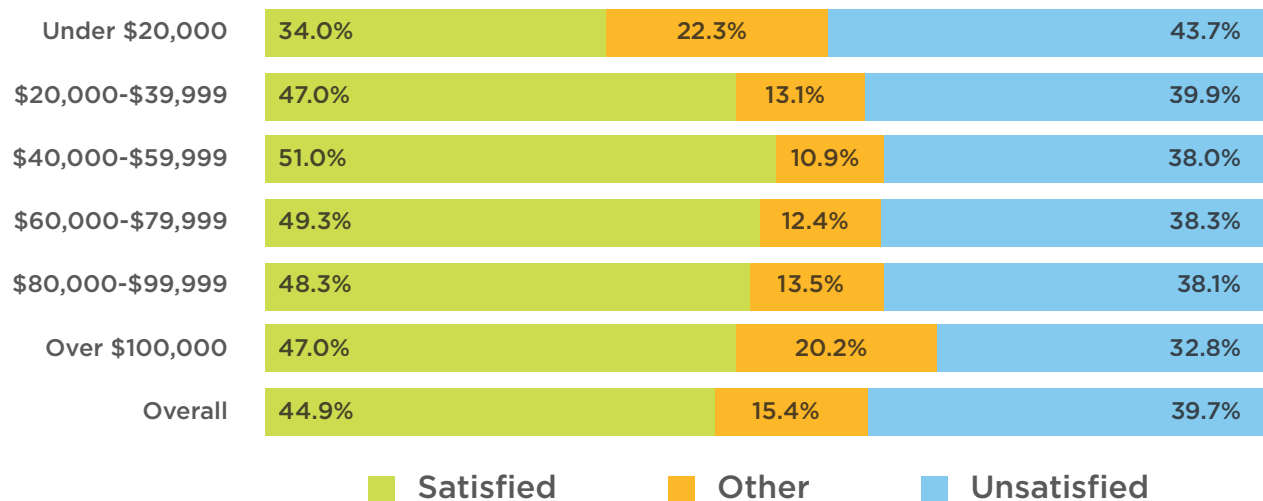
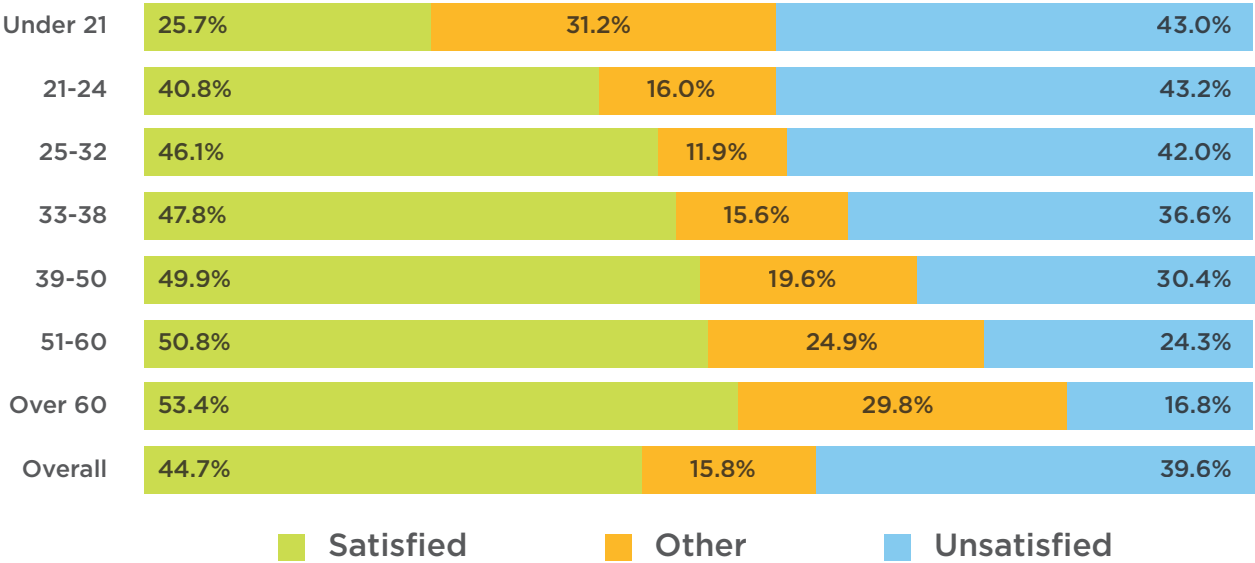


FIG. 4.9 Job satisfaction by age group



PUNCHING THE CLOCK

Working hard, hardly working.

5

Work hours are longer at some kinds of organizations than others, as seen in Fig. 5.1. Workplaces in which the smallest percentages of respondents work less than half-time (under 20 hours) are: web design firms, for-profit entities, and government agencies; these workplaces also have the greatest percentages of respondents working at least full-time (40 hours or more). Respondents working for non-profits and those who are self-employed have the highest percentages of those working less than 40 hours per week.

FIG. 5.1 Hours worked by organization type

	Under 20 hours	20-30 hours	30-40 hours	40-50 hours	50-60 hours	Over 60 hours	Total
Design, web, or IA agency/ consultancy	2.3%	3.6%	21.9%	51.4%	14.7%	6.1%	100.0%
For-profit enterprise (corporation)	2.0%	2.7%	23.6%	53.5%	13.1%	5.2%	100.0%
Government agency	2.4%	3.6%	38.7%	44.9%	8.0%	2.5%	100.0%
Non-profit	15.5%	8.2%	28.4%	35.2%	9.5%	3.1%	100.0%
Other	12.5%	7.4%	23.6%	40.2%	9.7%	6.6%	100.0%
School, college, university	9.5%	7.4%	31.0%	41.1%	8.3%	2.7%	100.0%
Self-employed/freelance	21.0%	18.2%	18.5%	22.0%	12.9%	7.5%	100.0%
Start-up	6.3%	8.0%	15.9%	40.5%	18.0%	11.3%	100.0%
Overall	8.3%	7.7%	23.1%	42.2%	12.8%	5.9%	100.0%

As seen in Fig. 5.2, respondents under 25 and over 60 years are most likely to work less than half time and least likely to work at least full time: over 40% of those under 21 and over 20% of those over 60 work less than half-time. Over 60% of respondents in all other age categories are working at least full-time.

FIG. 5.2 Hours worked by age group

	Under 20 hours	20-30 hours	30-40 hours	40-50 hours	50-60 hours	Over 60 hours	Total
Under 21	41.1%	22.6%	15.4%	14.1%	3.5%	3.3%	100.0%
21-24	13.1%	12.0%	24.8%	35.3%	9.9%	4.9%	100.0%
25-32	4.2%	4.9%	23.7%	47.4%	13.9%	6.0%	100.0%
33-38	3.3%	5.3%	23.2%	46.7%	14.9%	6.7%	100.0%
39-50	4.7%	6.0%	23.2%	43.9%	14.8%	7.4%	100.0%
51-60	8.7%	8.6%	20.0%	39.8%	15.8%	7.1%	100.0%
Over 60	20.3%	17.4%	19.6%	26.1%	8.0%	8.7%	100.0%
Overall	8.3%	7.7%	23.1%	42.2%	12.8%	5.9%	100.0%

A significantly smaller percentage of women than men work fewer than 20 hours or more than 60 hours per week. But a greater percentage of women than men work between 20 and 40 hours per week (Fig. 5.3).

FIG. 5.3 Hours worked by gender

	Under 20 hours	20-30 hours	30-40 hours	40-50 hours	50-60 hours	Over 60 hours	Total
Female	7.0%	8.2%	27.5%	44.0%	9.6%	3.8%	100.0%
Male	8.6%	7.6%	22.2%	41.8%	13.4%	6.3%	100.0%
Overall	8.3%	7.7%	23.1%	42.2%	12.8%	5.9%	100.0%

Almost two-thirds of respondents indicate that web design makes up all or most of their work. Fig. 5.4 seems to indicate that the greater the portion of the respondents' work that is web-related, the more likely they are to work longer hours.

The group of respondents who indicated that "web design is a small part of what I do" has the highest percentage of respondents who work less than half time and the lowest percentage who work at least full time. As the portion of the respondents' work that is web-related increases, so does the percentage of people working at least full time.

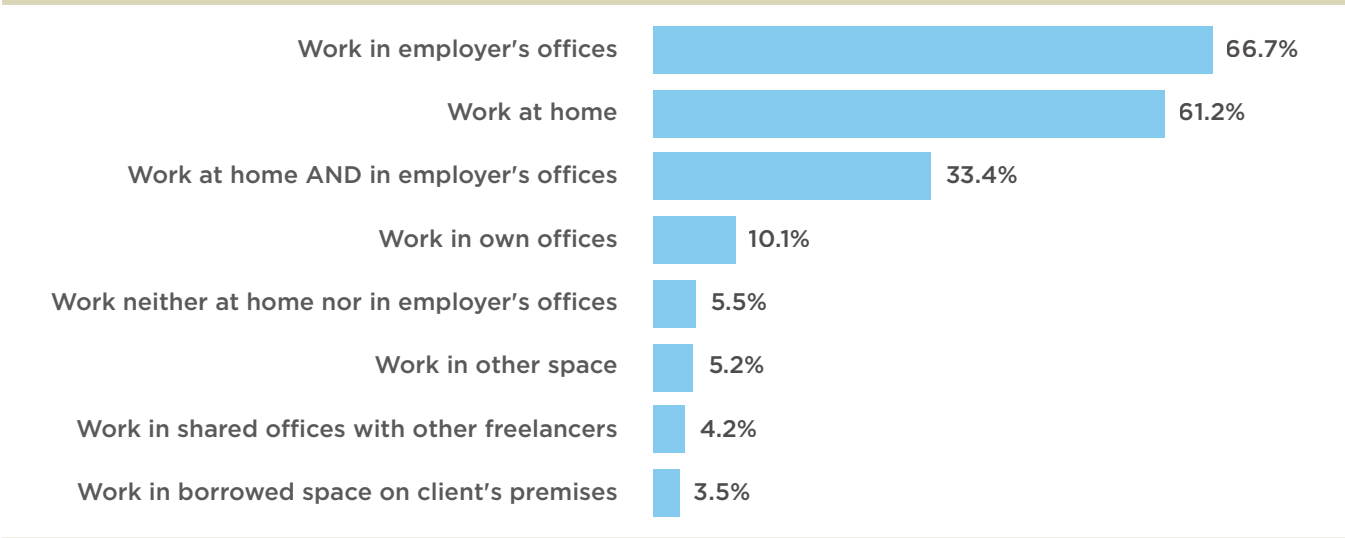
FIG. 5.4 Hours worked by degree of web work.

	Under 20 hours	20-30 hours	30-40 hours	40-50 hours	50-60 hours	Over 60 hours	Total
Web design is a small part of what I do	20.6%	7.0%	22.7%	35.5%	9.4%	4.8%	100.0%
About half my work is web-design-related	10.2%	10.9%	21.1%	38.8%	13.0%	5.9%	100.0%
Most of my work is web-design-related	7.4%	10.3%	23.0%	40.2%	13.0%	6.0%	100.0%
I'm a full-time web worker	2.3%	4.1%	24.3%	48.8%	14.0%	6.4%	100.0%
Overall	8.3%	7.7%	23.1%	42.2%	12.8%	5.9%	100.0%

The locations where the respondents do their web design work broke down as shown in Fig. 5.5.

NOTE:
Respondents were able to check all locations that applied.

FIG. 5.5 Location of work



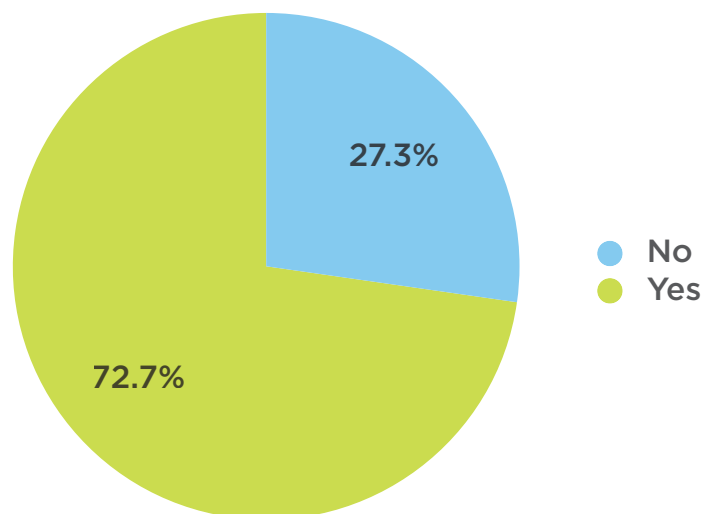
EVERYBODY'S GOT ONE (A BLOG)

Ownership of a personal website has little or no bearing on success.

6

Over 70% of the respondents indicate that they have a personal website or blog (Fig. 6.1). Percentages go down slightly with the age of the respondents, but never fall below 66% (Fig. 6.2). Similarly, there don't seem to be significantly different percentages of respondents with blogs or websites when the sample is broken down by gender, job title, or longevity as a web professional (Figs. 6.3 through 6.5).

FIG. 6.1 Prevalence of blogging



Respondents were asked to indicate whether or not they have a blog/personal website.

FIG. 6.2 Prevalence of blogging by age group

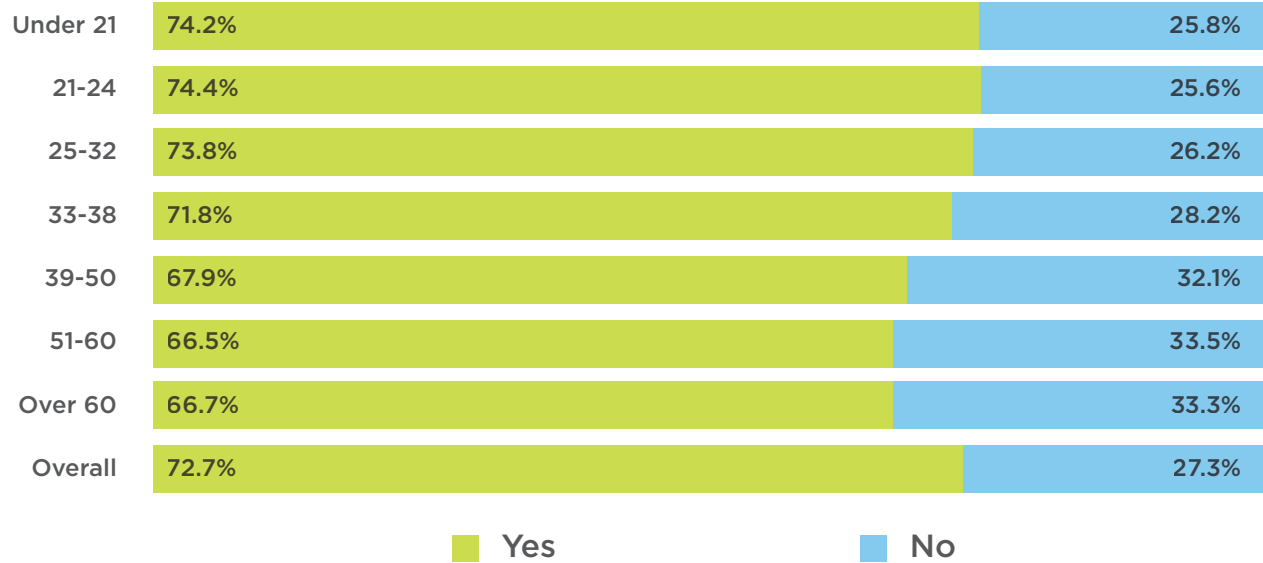


FIG. 6.3 Prevalence of blogging by gender

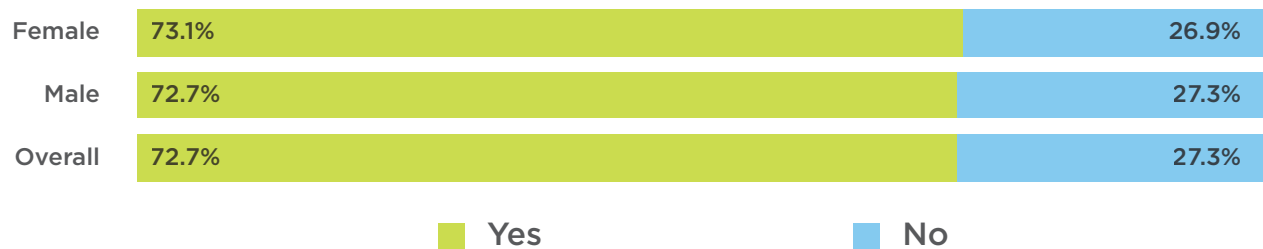


FIG. 6.4 Prevalence of blogging by job title

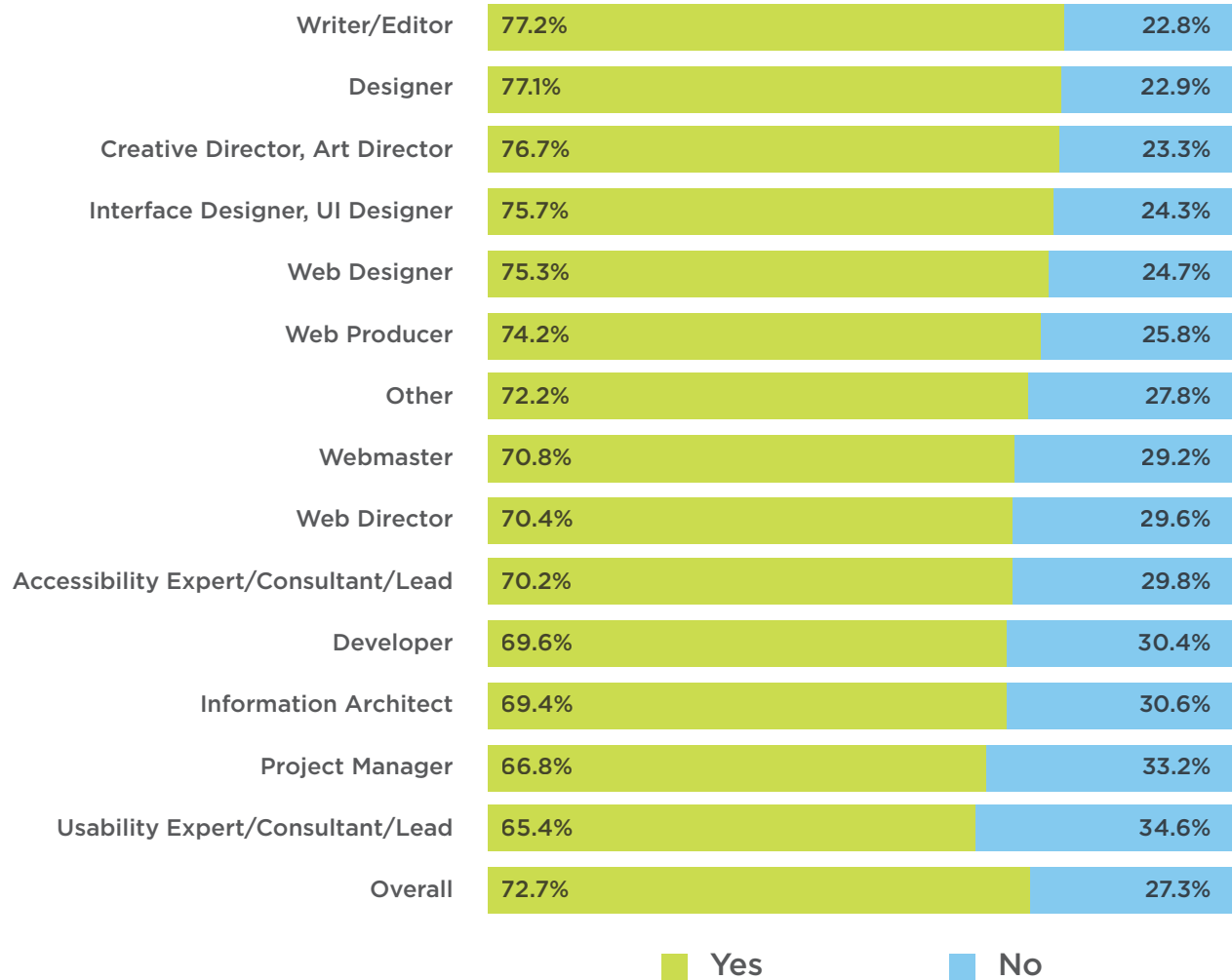
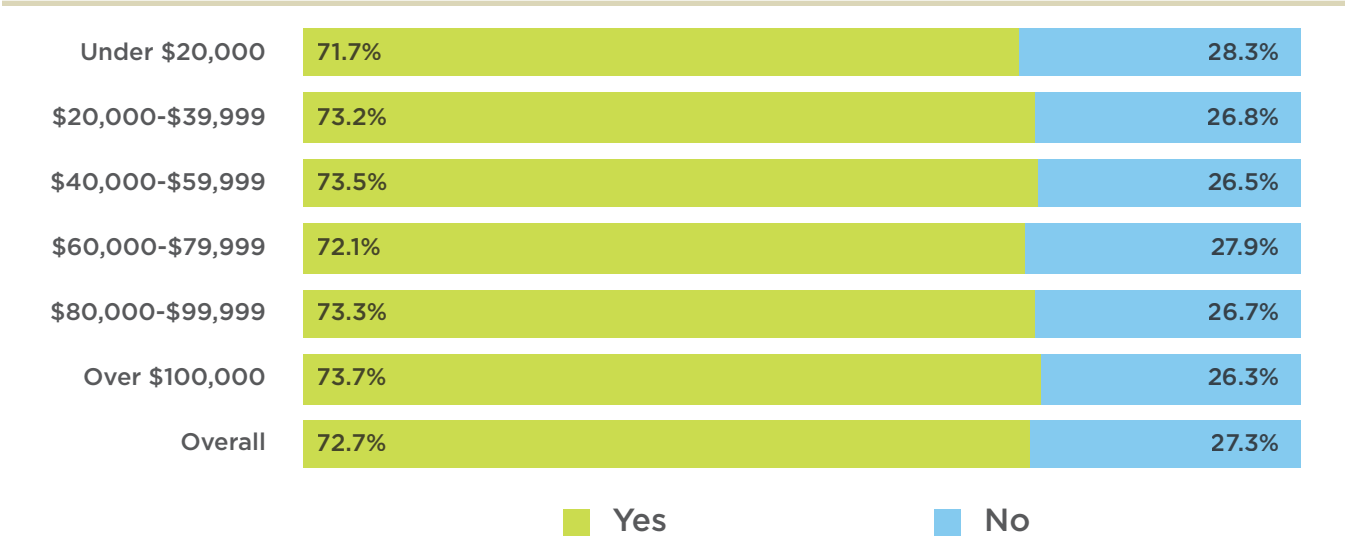


FIG. 6.5 Prevalence of blogging by salary range



PERCEPTIONS OF BIAS

In your opinion, has prejudice in the field affected your career?

7

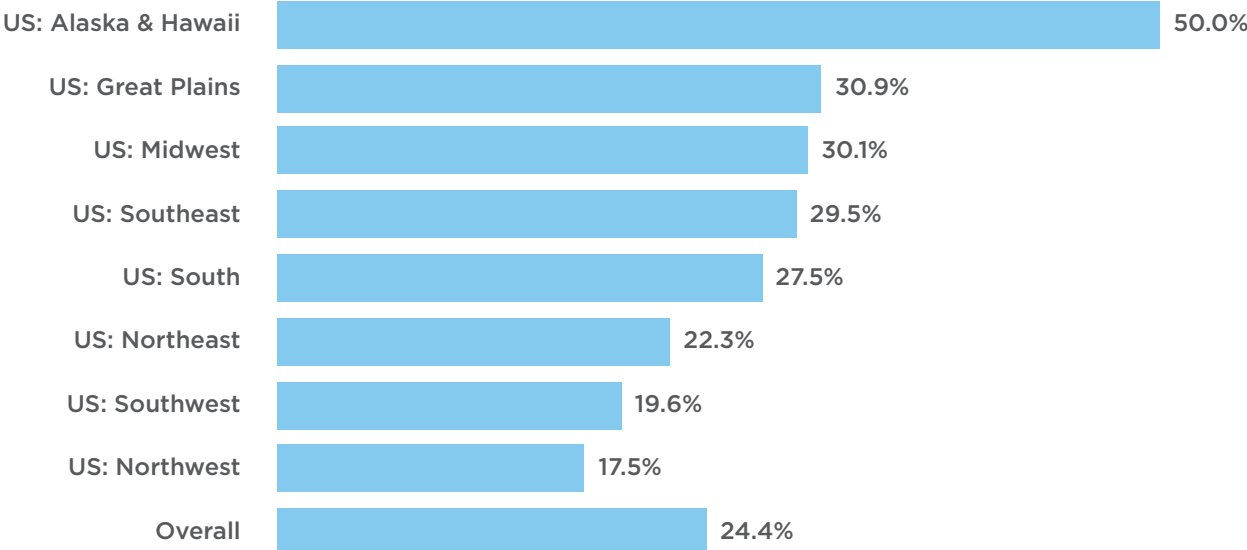
Do Americans have an advantage? A greater percentage of respondents from outside the US perceive a geographical bias that has slowed their careers than do respondents from the US (Fig. 7.1).

FIG. 7.1 Perceived geographic bias by global region



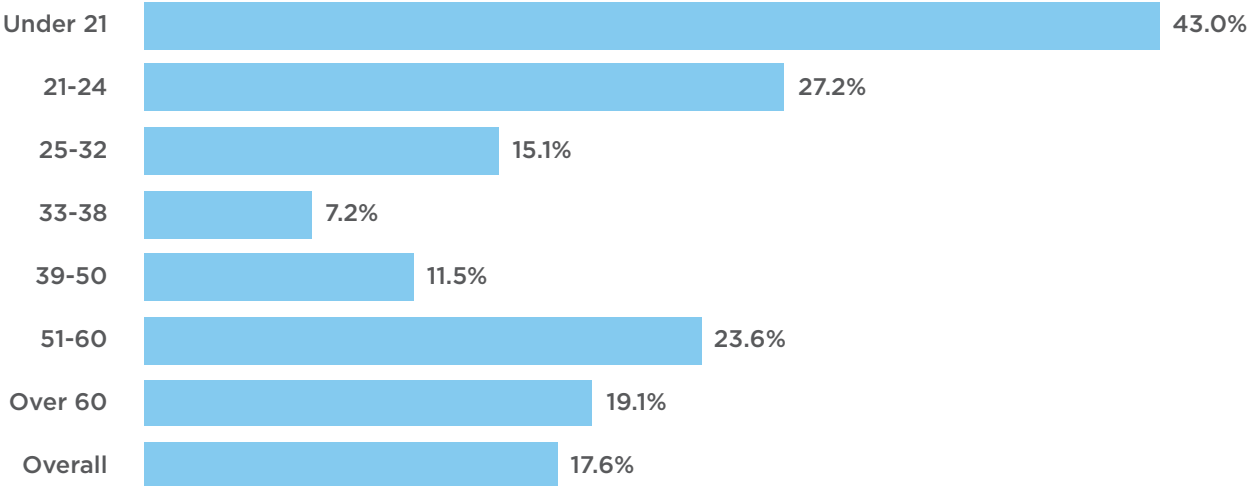
Respondents living in the American Northeast, Northwest, and Southwest are less likely to perceive that geographical bias has slowed their careers. Those from all other US regions are more likely (Fig. 7.2).

FIG. 7.2 Perceived geographic bias by US region



Those under 25 and over 50 are more likely to perceive an age bias that works against them professionally. Those aged 33 to 38 are least likely to perceive age bias (Fig. 7.3).

FIG. 7.3 Perceived age bias by age group



Outside the US and Europe, a slightly higher percentage of respondents perceive age bias (Fig. 7.4).

FIG. 7.4 Perceived age bias by global region



Predictably, a significantly greater percentage of women than men perceive there to be a gender bias that has adversely affected their careers (Fig. 7.5)

FIG. 7.5 Perceived gender bias by gender



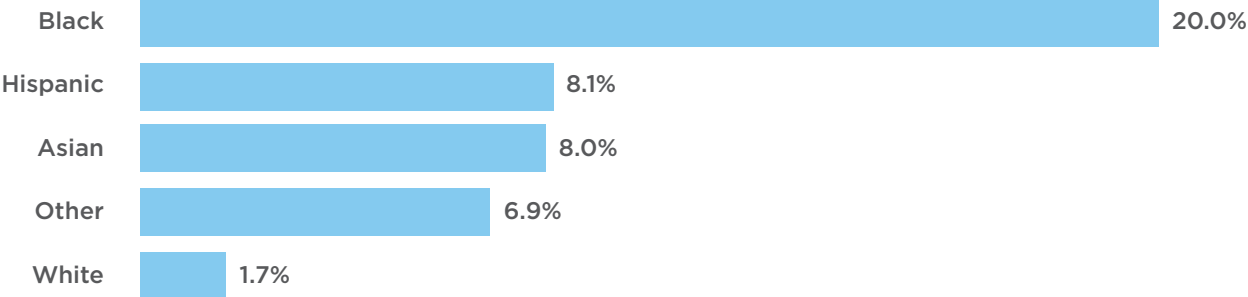
A lesser percentage of women from outside the US and Europe perceive there to be a gender bias that has slowed their careers (Fig. 7.6).

FIG. 7.6 Perceived gender bias among female respondents by global region



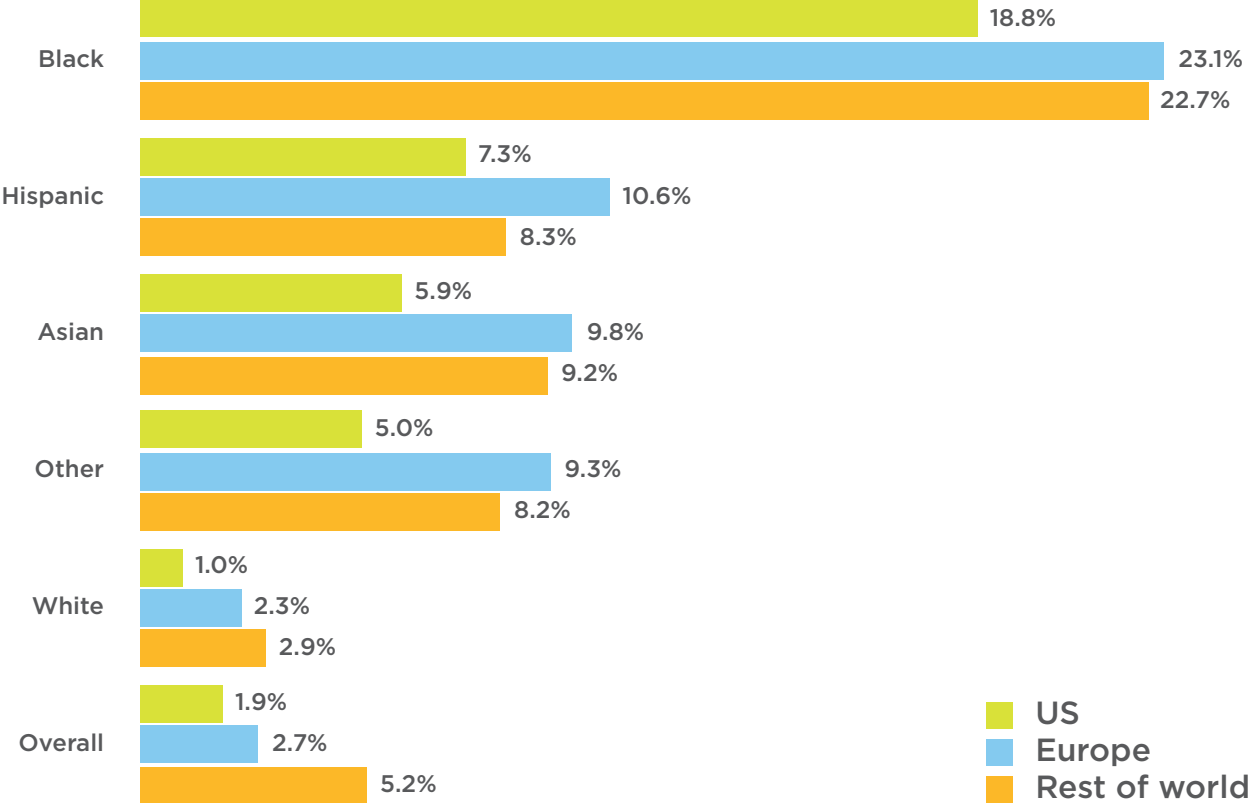
More non-white than white respondents perceive an ethnic bias that has slowed their careers. Approximately 8% of Asian and Hispanic respondents and 20% of black respondents perceive this bias, compared to 1.7% of white respondents (Fig. 7.7).

FIG. 7.7 Perceived ethnic bias by ethnicity



Perceptions are similar in the US, Europe, and the rest of the world. But in Europe and the rest of the world, greater percentages of all ethnic categories (including white respondents) perceive an ethnic bias that has slowed their careers than do their US counterparts (Fig. 7.8).

FIG. 7.8 Perceived ethnic bias by global region



EVIDENCE OF BIAS

Perception. Reality.

8

How accurate are perceptions of bias? In all three “regions” of the world—US, Europe, and rest of the world—full-time (40–60 hours per week) respondents who perceive there to be a geographical bias that has slowed their careers do indeed have significantly lower incomes than those who do not perceive such a bias (Figs. 8.1 through 8.3).

FIG. 8.1 Perceived geographic bias by salary range among full-time workers (US)

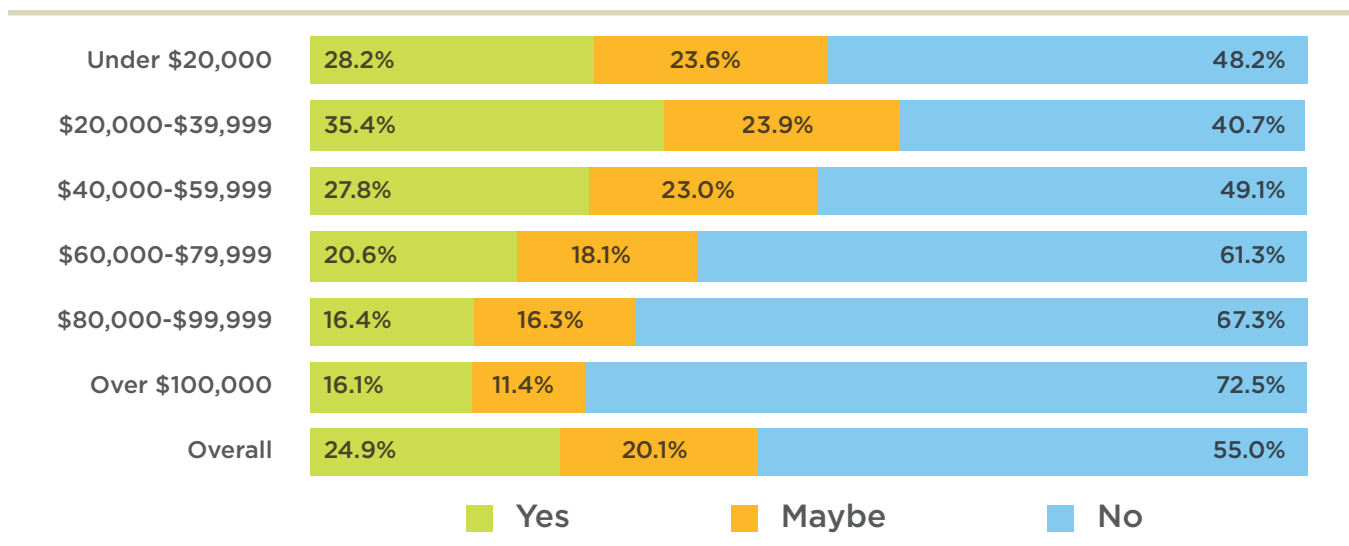


FIG. 8.2 Perceived geographic bias by salary range among full-time workers (EU/UK)

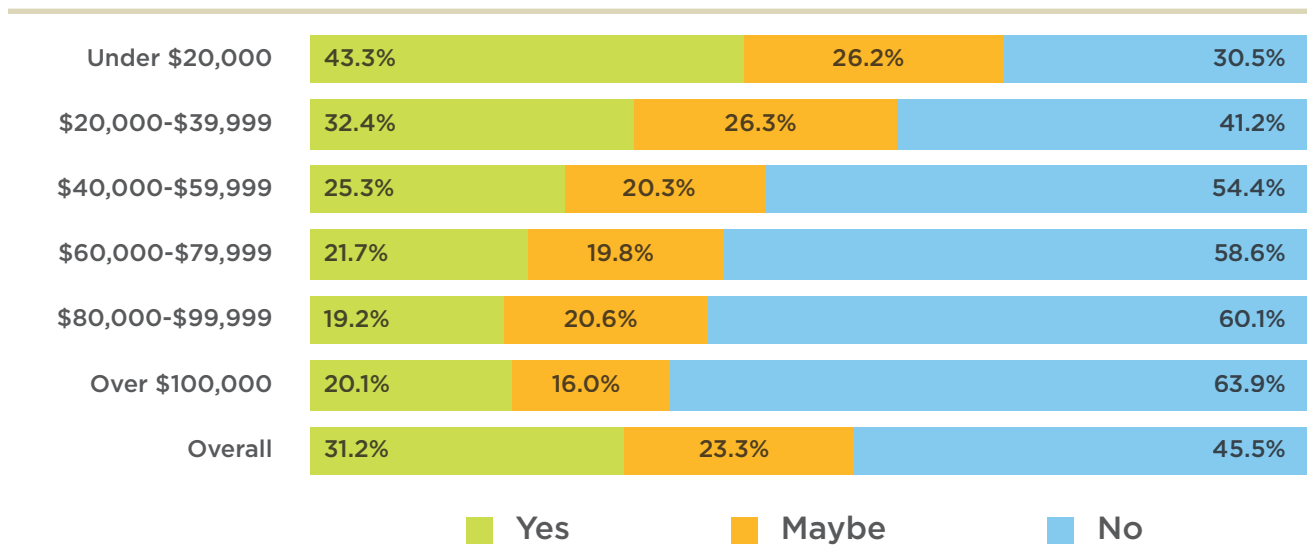
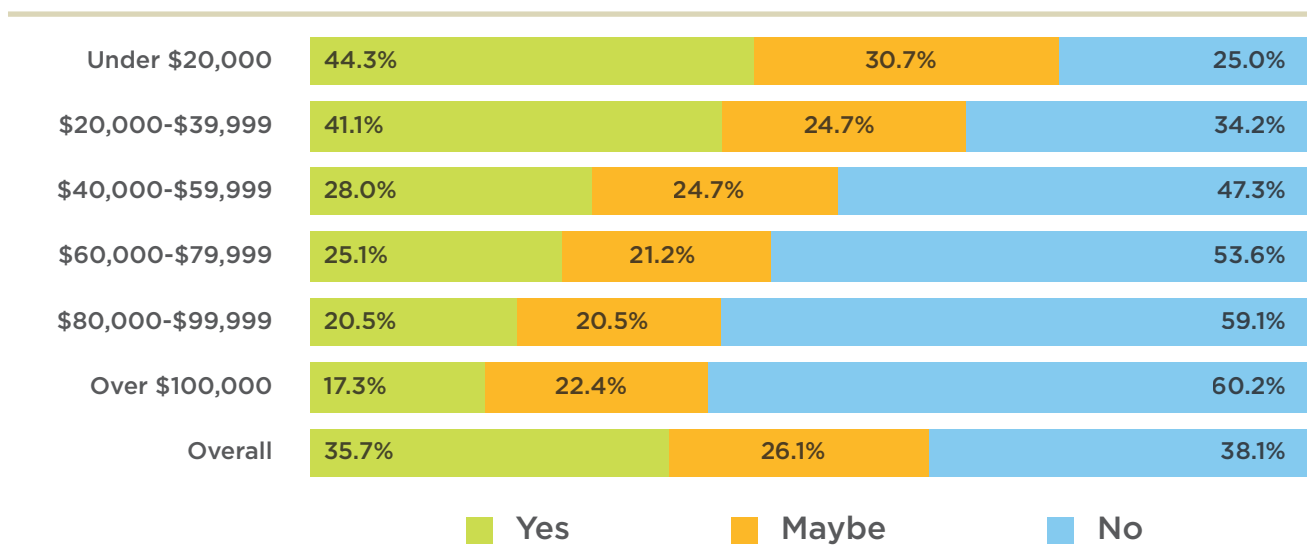


FIG. 8.3 Perceived geographic bias by salary range among full-time workers (Rest of the world)



Full-time workers who perceived an age bias that has slowed their careers show a mixed picture regarding their income. The younger respondents (under 25) who perceive an age bias don't appear to make significantly less than their contemporaries who do not perceive such a bias. But for the older respondents (over 50), there does appear to be a more pronounced income differential between those who do and don't perceive age bias (Figs. 8.4 through 8.5).

FIG. 8.4 Perceived age bias by salary range among full-time workers under 25

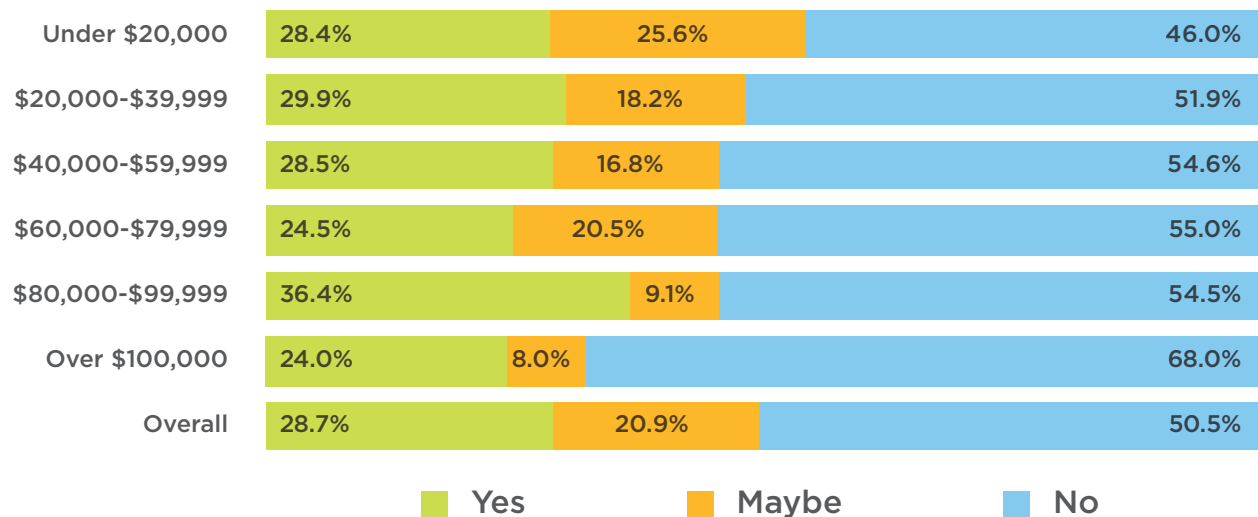
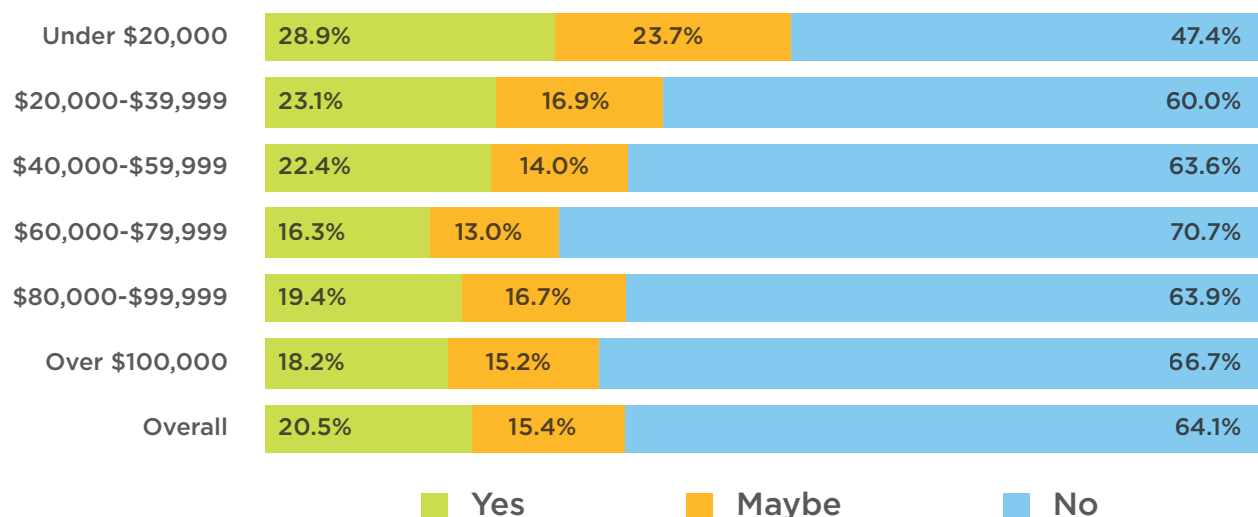


FIG. 8.5 Perceived age bias by salary range among full-time workers over 50



Contrary to what one might expect, full-time working women who perceive a gender bias that has slowed their careers actually seem to have slightly higher incomes than full-time working women who don't perceive such a bias (Fig. 8.6). Men who perceive a gender bias that has slowed their careers seem to earn significantly less than other men who don't perceive a gender bias (Fig. 8.7, overleaf).

In general, female respondents who work full time do not seem to make less than male respondents who also work full time, and in fact may earn a bit more. This pattern can be seen in Fig. 3.5., "Salary range by gender," in Section Three.

FIG. 8.6 Perceived gender bias by salary range among full-time female workers

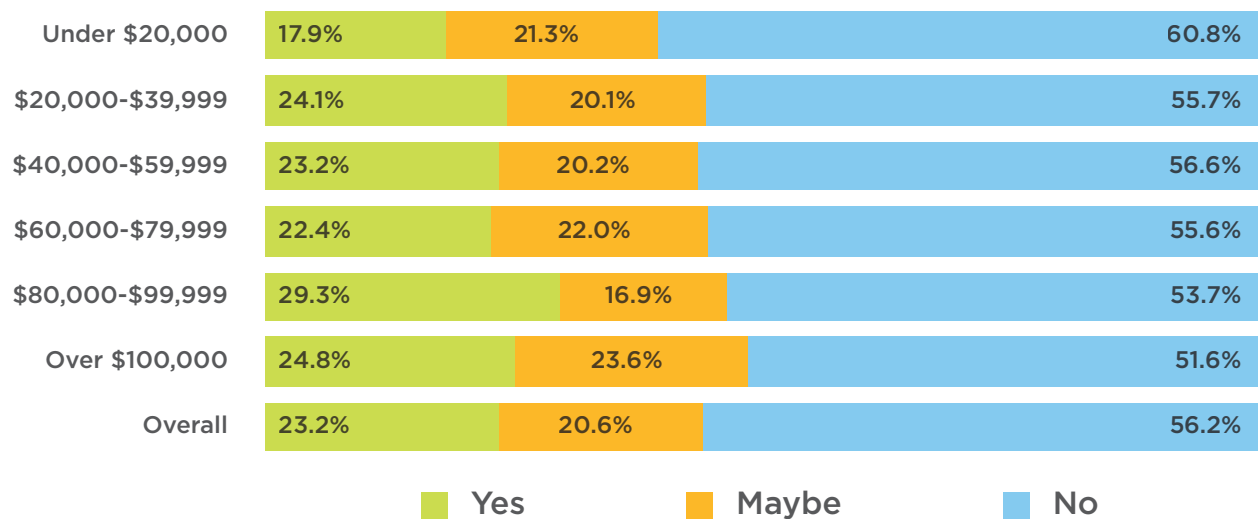
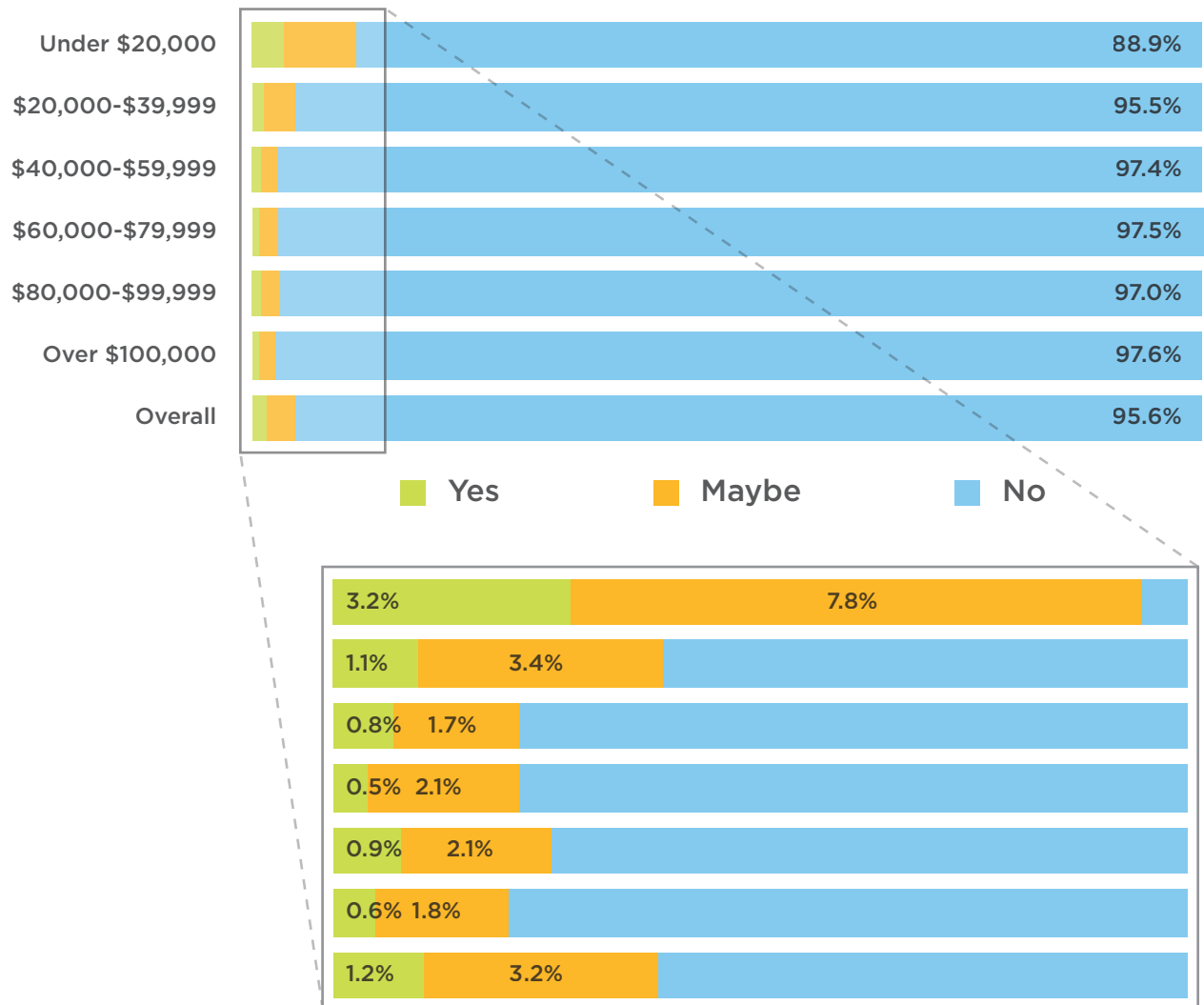


FIG. 8.7 Perceived gender bias by salary range among full-time male workers



Similar patterns emerge when we examine the relationship between income and the perception of ethnic bias. Of respondents who work full time, Asian, Hispanic, and white respondents who perceive ethnic bias appear to earn less than those who don't (Figs. 8.8 through 8.10). However, black respondents who work full time and perceive ethnic bias earn more than those who don't perceive ethnic bias (Fig. 8.11).

In general, of full-time workers, Asian and Hispanic respondents appear to earn less than white and black respondents, whose earnings are relatively equal.

FIG. 8.8 Perceived ethnic bias by salary range among full-time white workers

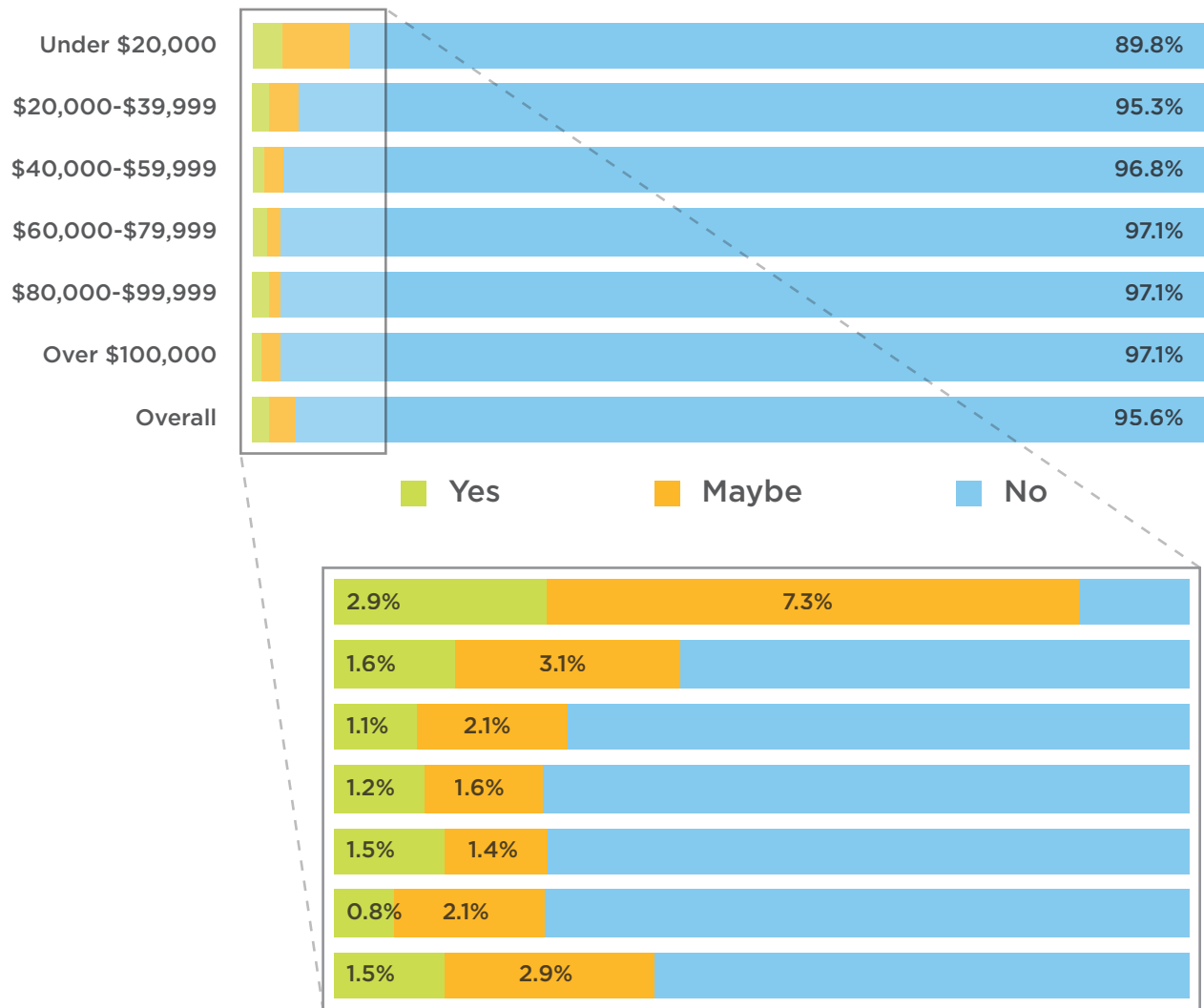


FIG. 8.9 Perceived ethnic bias by salary range among full-time Asian workers

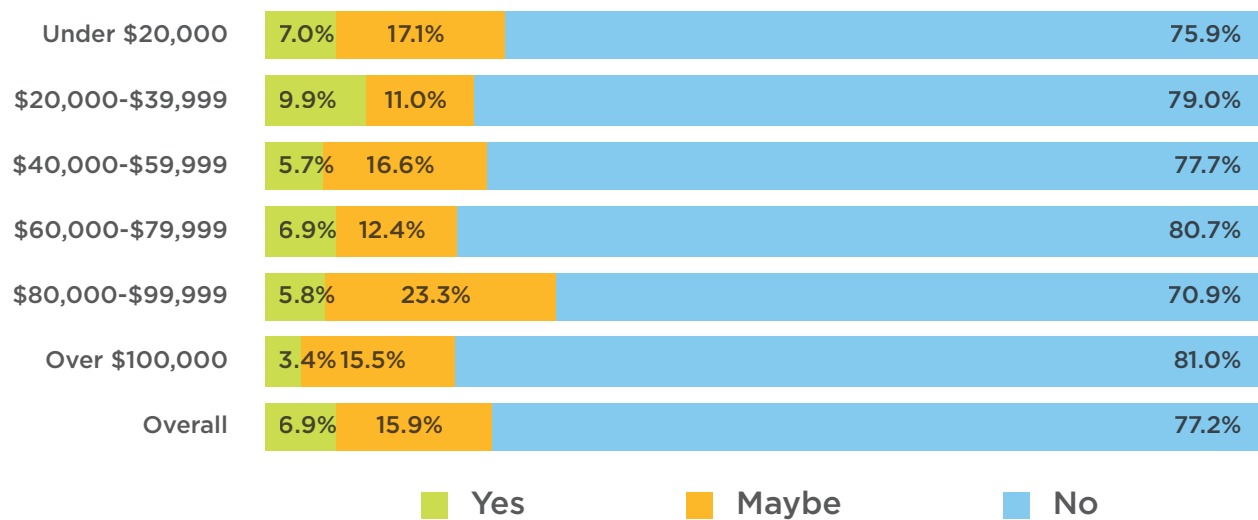


FIG. 8.10 Perceived ethnic bias by salary range among full-time Hispanic workers

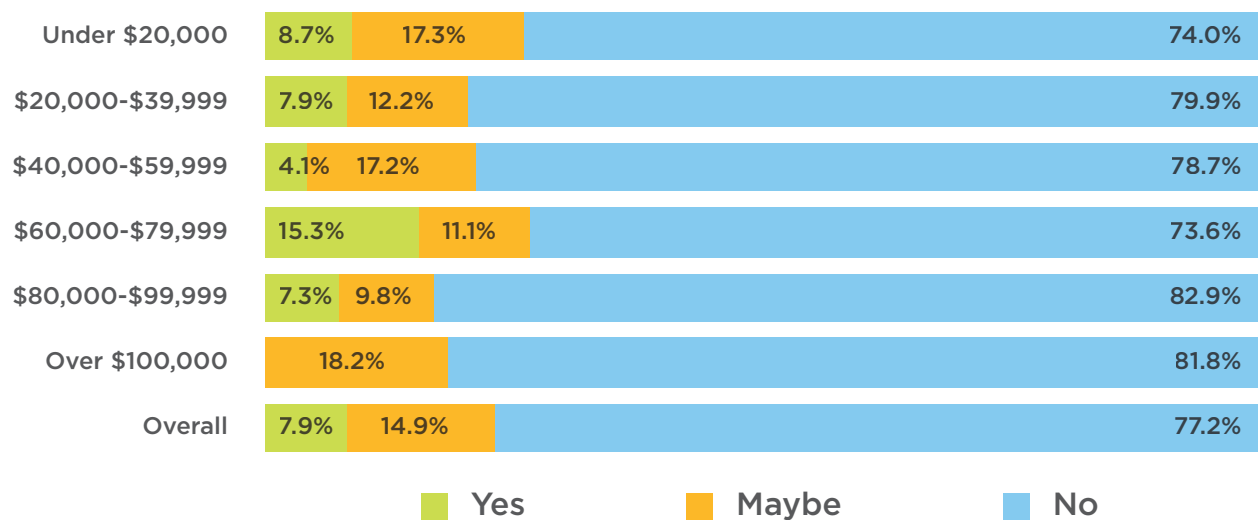
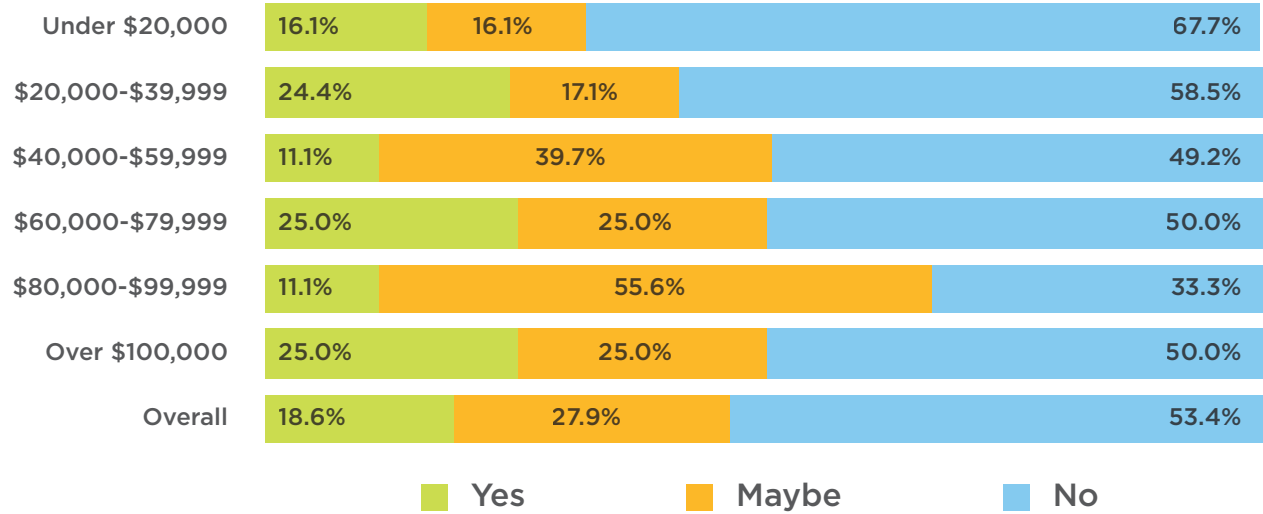


FIG. 8.11 Perceived ethnic bias by salary range among full-time black workers



STAYING CURRENT

Keeping up with the Joneses—and the specifications.

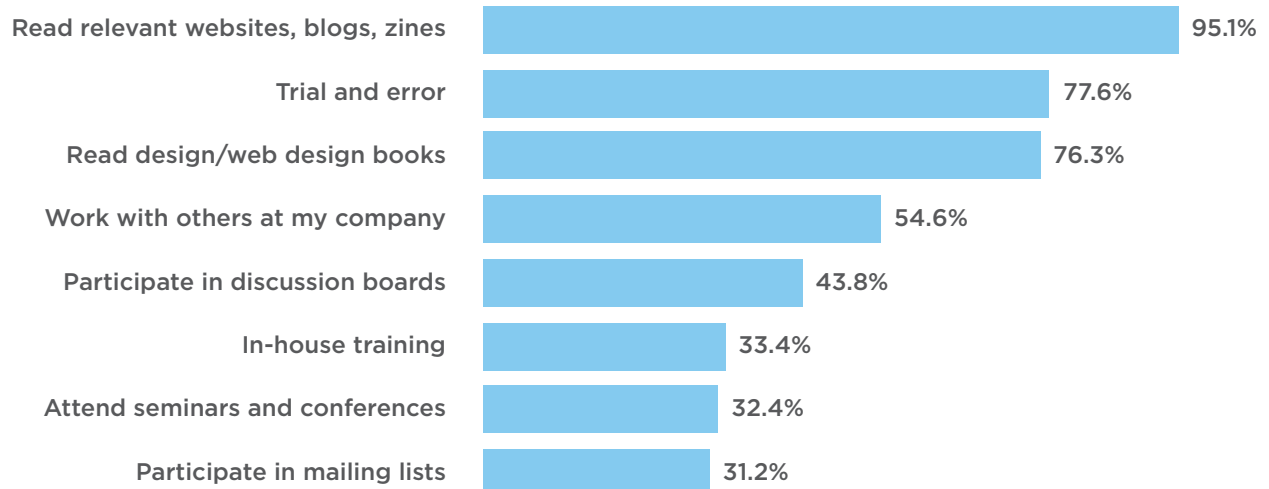
9

Respondents were asked how they stay current with their craft, and were invited to check as many items as applied. Reading relevant websites was by far the most popular answer. “Trial and error” and reading relevant books tied for a distant second place.

NOTE:

Respondents were able to check all that applied.

FIG. 9.1 Methods of staying current



If we define “formal training” as the two items in the survey checklist titled “attend conferences and seminars” and “in-house training,” then slightly over half of the respondents receive formal training.

Training participation rates vary by segment of our sample. Younger respondents (under 25) and older respondents (over 60) are less likely to participate in formal training (Fig. 9.2). Greater percentages of female respondents participate in formal training than do male respondents (Fig. 9.3).

FIG. 9.2 Participation in formal training by age group

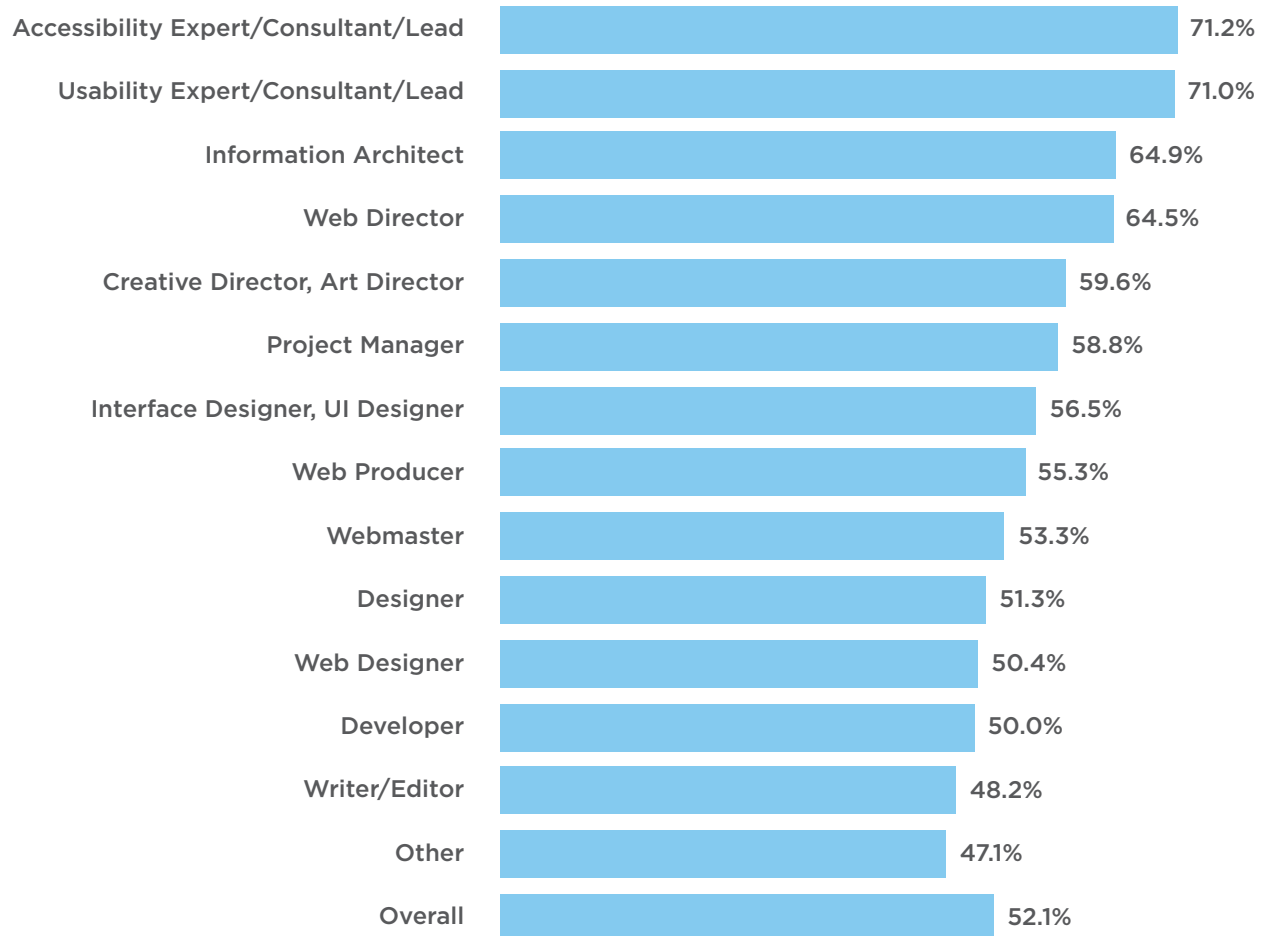


FIG. 9.3 Participation in formal training by gender



The positions in which the largest percentages of respondents participate in formal training are: accessibility expert and usability expert (the two highest at over 70%), information architect, and web director. This seems to indicate that respondents whose job titles reflect a more current or emerging sense of the field tend to participate more in formal training (Fig. 9.4).

FIG. 9.4 Participation in formal training by job title



Respondents who work at design firms or for government agencies have the highest percentage of those participating in formal training; those who are self-employed or who work in start-ups are less likely to participate in formal training. Moreover, the larger the organization, the greater the percentage of respondents who participate in formal training (Fig. 9.5).

FIG. 9.5 Participation in formal training by organization size



In general, as income increases, the percentage of respondents who participate in formal training increases, although not in a completely linear fashion (Fig. 9.6). It is tempting to envision causal relationships between training and earning, but again, we must tread cautiously, as we lack sufficient data. Do the respondents earn more because they have had more formal training? Do they participate in formal training because they can better afford it? Answering such questions would require more study.

FIG. 9.6 Participation in formal training by salary range



Training is not the only perk related to professional development. We analyzed which perks various segments of the sample received, and our findings were consistent with the “keeping current” findings summarized in Fig. 9.1. We received 10,000 null responses to our question about perks. Respondents who left the question blank may have meant to indicate that they receive none of the listed perks—or they may simply have skipped the question.

SKILLS AND SKILL GAPS

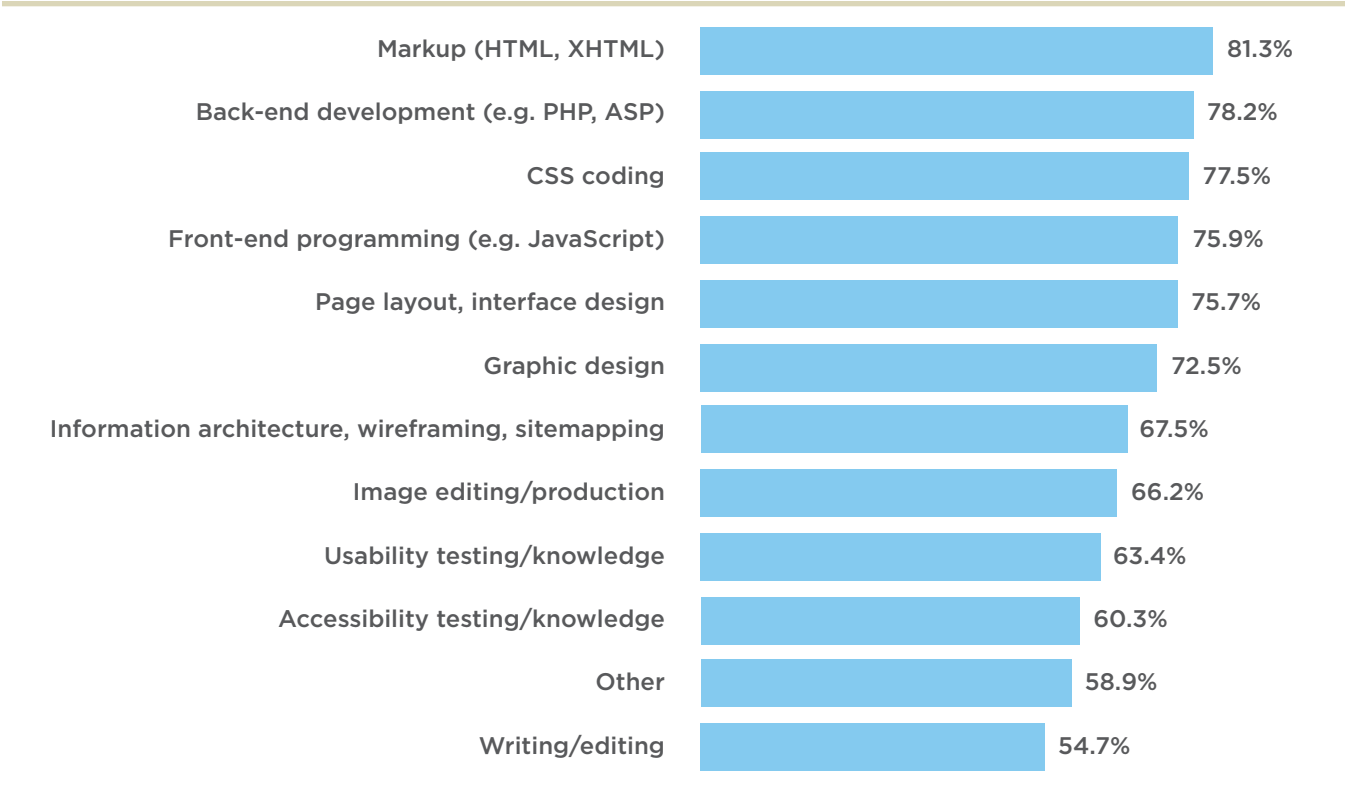
The known unknowns.

10

Respondents were asked to indicate if they needed a set of skills for their web design job, and, for each skill they indicated that they did need, whether or not they had that skill. The responses are summarized in Fig. 10.1.

NOTE:
Respondents were able to check all options that applied.

FIG. 10.1 Claimed skills



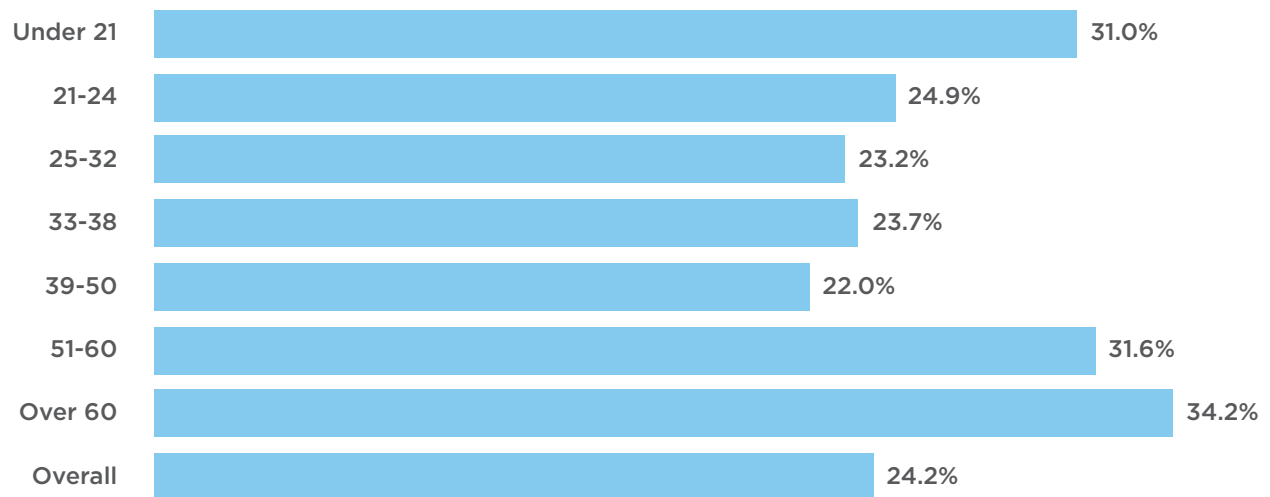
It is striking that the skill areas in which there are significant gaps include both leading-edge skills such as accessibility testing and information architecture, and more traditional skills such as writing and image editing.

Back-End Programming Skills and Skill Gaps

Over 20% of the respondents who need back-end development skills don't have them. We identified the gaps in back-end development skills for various segments of the sample.

Respondents under 21 and over 50 had the highest percentages of those who feel they need back-end development skills but don't have them.

FIG. 10.2 Perceived back-end skill gaps by age group



A greater percentage of women than men believe they lack a needed back-end development skill (Fig. 10.3).

FIG. 10.3 Perceived back-end skill gaps by gender

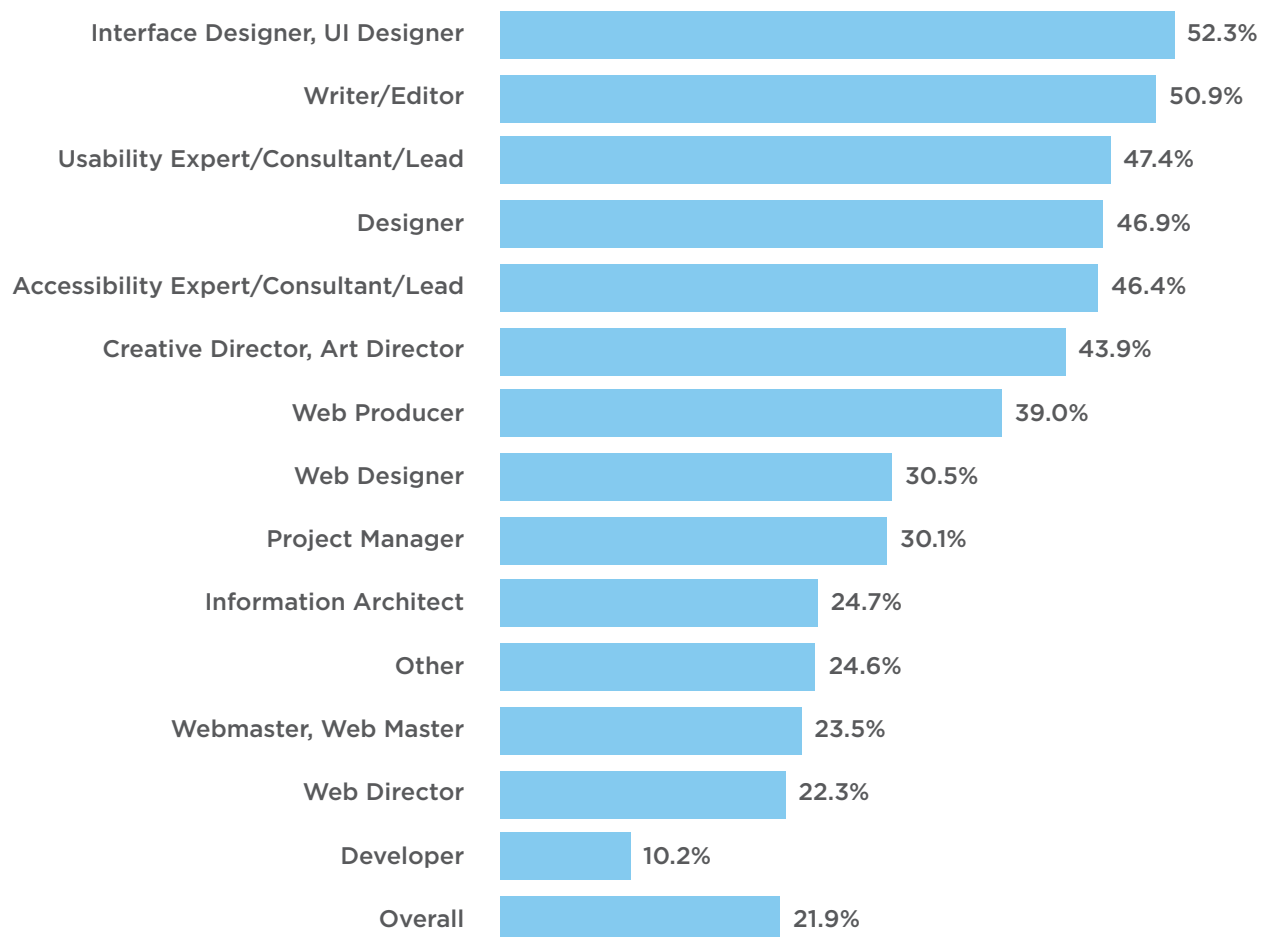


Longevity matters: a slightly greater percentage of respondents in the web design field for less than two years who need this skill set don't have it (Fig. 10.4). Fig. 10.5 shows the percentage of respondents who need, but lack, back-end programming skills, broken down by job title. As one might expect, developers are more likely than designers to possess needed back-end skills—and designers are, in turn, more likely than writers to possess those same skills.

FIG. 10.4 Perceived back-end skill gaps by longevity in field



FIG. 10.5 Perceived back-end skill gaps by job title



Front-End Programming Skills and Skill Gaps

Nearly 25% of respondents who need front-end programming skills don't have them. The segments of the sample with the greater skills gaps are similar to those above: skill gaps are more pronounced for respondents under 21 and over 60 years old, women, and those in the web design field for less than two years (Figs. 10.6 through 10.8).

FIG. 10.6 Perceived front-end skill gaps by age group

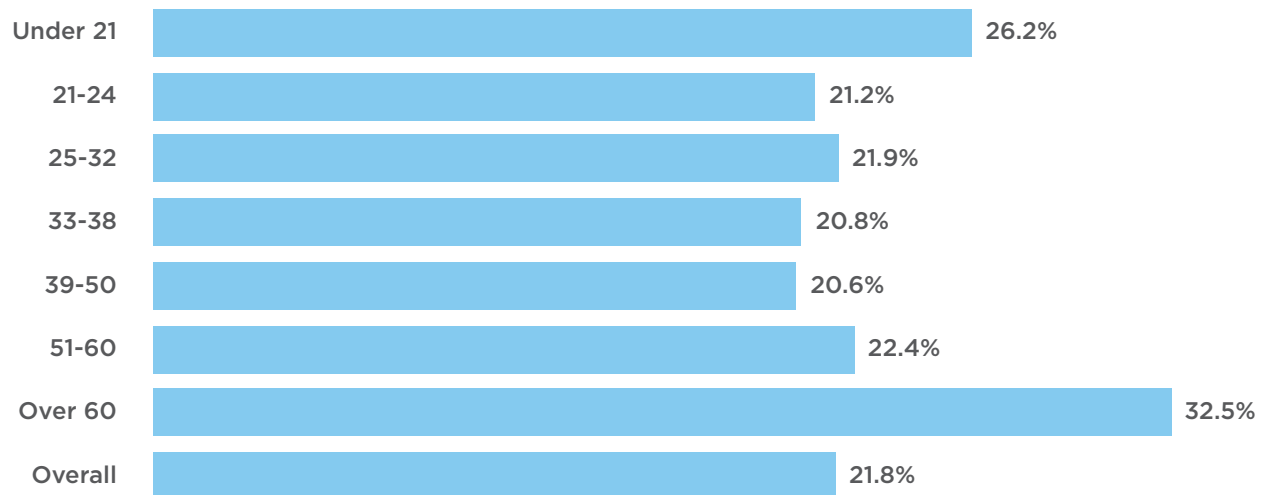


FIG. 10.7 Perceived front-end skill gaps by gender



FIG. 10.8 Perceived front-end skill gaps by longevity in field

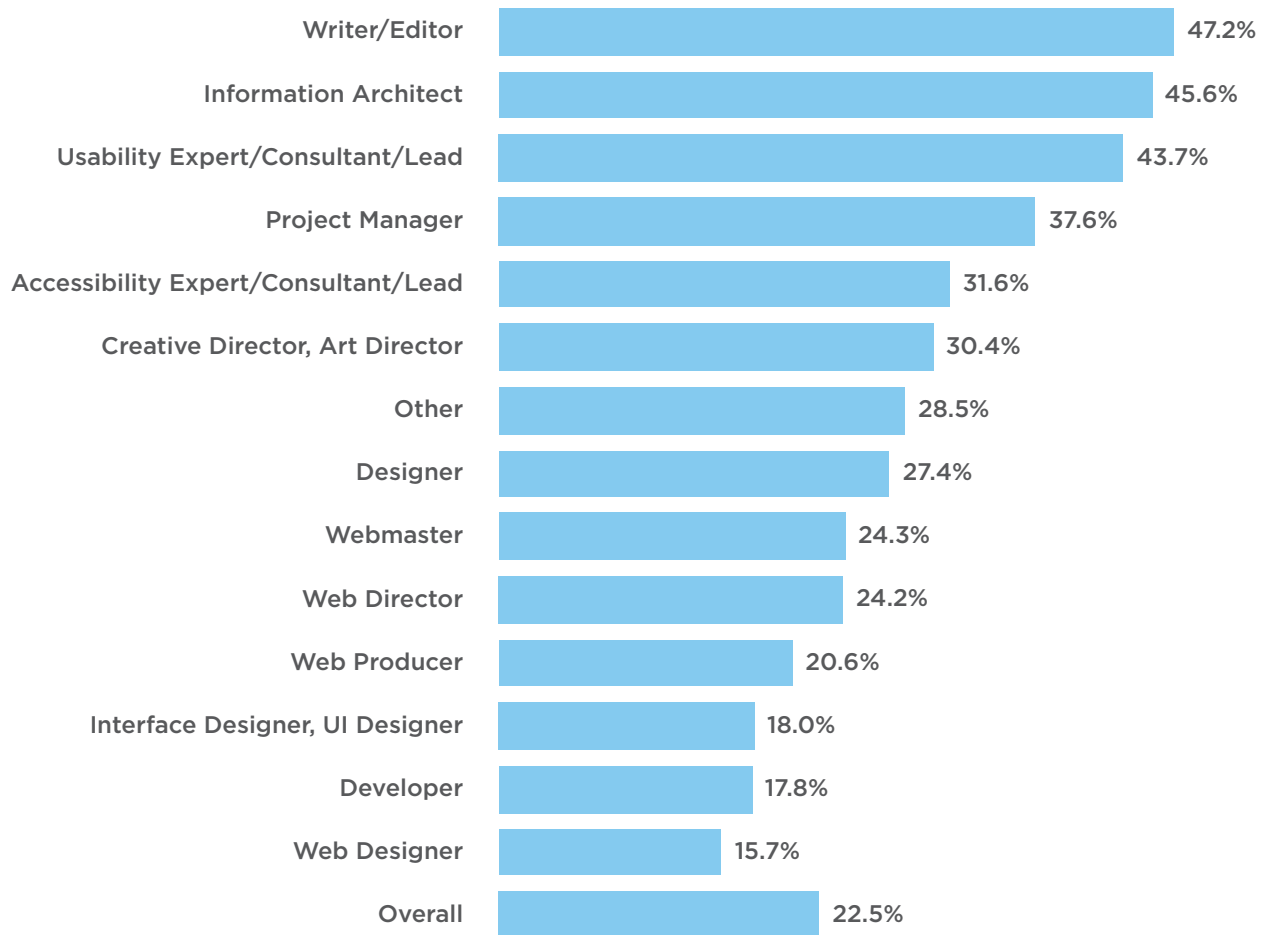
Gaps in front-end programming skills also vary by job title, as shown in Fig. 10.9.

FIG. 10.9 Perceived front-end skill gaps by job title

CSS Skills and Skill Gaps

Over 20% of respondents who believe they need CSS coding skills don't have them. The segments of the sample with the greatest skills gaps are similar to those seen in the above discussions of back-end and front-end programming skill gaps: the gaps are more pronounced for respondents over 60 years old, and only slightly more pronounced for women and those in the web design field for less than two years.

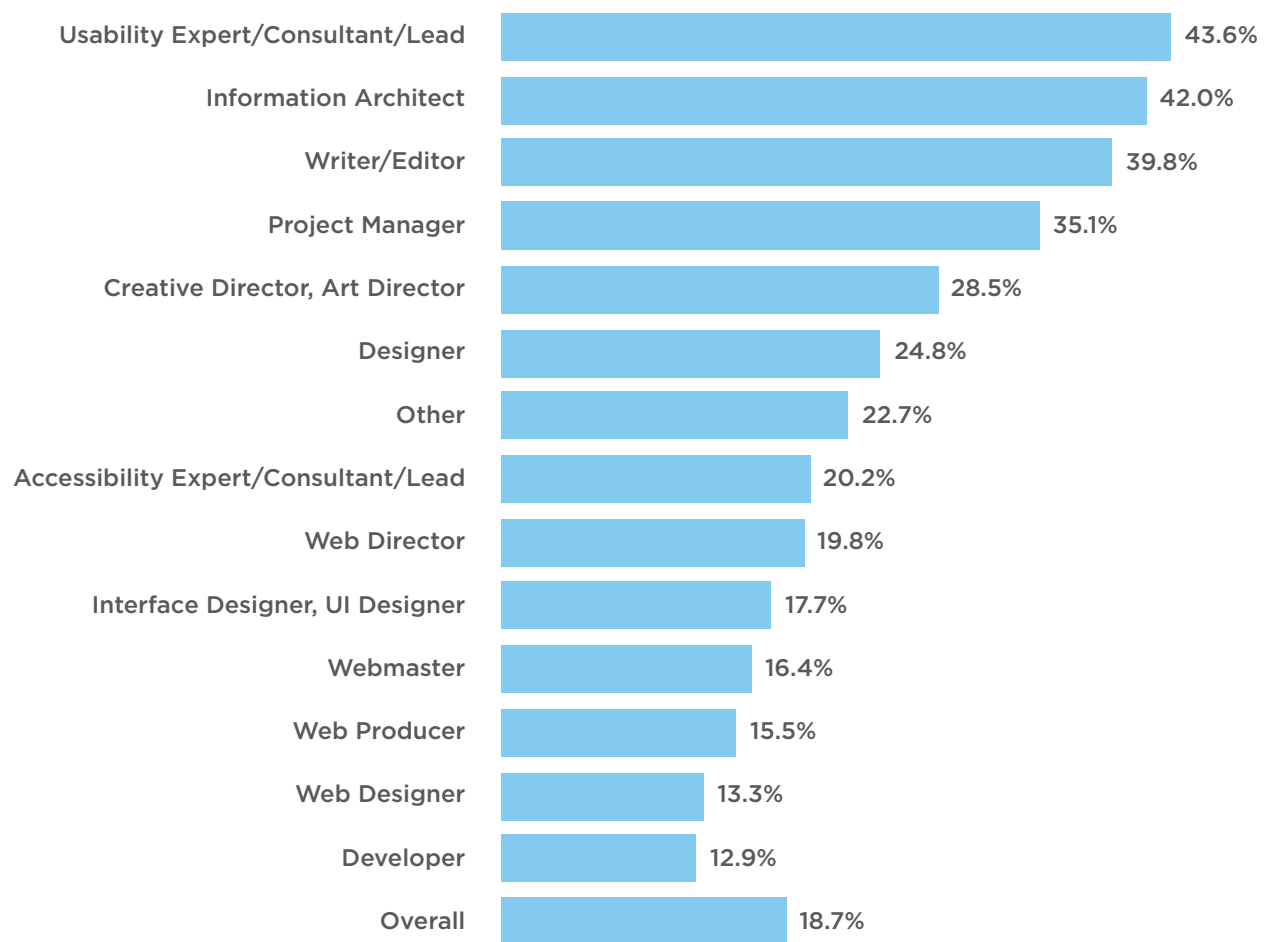
FIG. 10.10 Perceived CSS skill gaps by job title



Markup Skills and Skill Gaps

Almost 20% of respondents who believe they need markup skills don't have them. Unlike the other skill gaps we've analyzed, there do not seem to be significant differences in the gap related to markup skills by age, gender, or longevity in the field.

FIG. 10.11 Perceived markup skill gaps by job title



For Additional Study

Readers wishing to perform additional analyses can do so via the anonymized raw data files found at:

www.alistapart.com/articles/2007surveyresults

We encourage the community to use our data to engage in further analysis and debate; we will be watching.

Thanks

Thanks to all who participated in the survey, to all who will continue the conversation, and to everyone who has ever optimized a GIF image, written a line of code, or simply asked, “Is this right for our users?”

Credits

- Carrie Bickner-Zeldman, *Researcher*
- Alan Brickman, *Analyst*
- Andrew Kirkpatrick, *Accessibility Consultant*
- Erin Kissane, *Editor*
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