

May 2015 progressive data salary survey

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Below are some results from the salary survey. If the N for a particular group is fewer than 3 people, no salary information is displayed, though the figures are included in the overall averages. Charts included are:

1. **Overview of survey respondents**
2. **Average salary by education level**
3. **...by race/ethnicity**
4. **... by job type and degree**
5. **... by job type and gender**
6. **... by organization type and gender**
7. **... by job type and education (bachelor's and master's only)**
8. **...by focus of work**
9. **...by years in data and gender**
10. **Counts of analysts, data directors, data managers by salary range**
11. **Salary negotiation outcomes by organization type**
12. **Average bonuses/commission pay by organization type**
13. **Skill self-assessments by job type**

1. Overview of survey respondents

		N	%
Gender	Women	73	36%
	Men	128	64%
Race or ethnicity	African-American	7	4%
	Asian-American	6	3%
	Asian-American, White	3	2%
	Atlantic Islander	1	1%
	black	1	1%
	Hispanic/Latino	7	4%
	Hispanic/Latino, White	6	3%
	Middle Eastern	2	1%
	Middle Eastern, White	1	1%
	Native American	1	1%
	Native American, White	1	1%
	White	162	81%
White, Jewish?	1	1%	
Organization	Business (non-consulting; e.g. a technology vendor)	29	14%
	Consulting firm	51	25%
	Freelance	6	3%
	Labor union	24	12%
	Nonprofit organization/c3/c4	63	31%
	Party committee	21	10%
	Political campaign	7	3%
Gay, lesbian, bisexual, queer	Yes	29	15%
	No	170	85%

Highest level of education	Associate's degree	2	1%
	Bachelor's degree	116	58%
	Master's degree	43	21%
	PhD or other doctoral degree	6	3%
	Professional degree	2	1%
	Some college credit, no degree	17	8%
	Some post-bachelor's work but no higher degree	15	7%

2. Average salary by education level

Education level	N	Avg salary + bonuses	Avg years in data
Associate's degree	2		6.5
Bachelor's degree	116	\$74,510	5.0
Master's degree	43	\$75,569	5.3
PhD or other doctoral degree	6	\$87,000	2.7
Professional degree	2		6.0
Some college credit, no degree	17	\$85,370	5.1
Some post-bachelor's work but no higher degree	15	\$80,815	6.0
Grand Total	201	\$76,506	5.1

3. Average salary by race / ethnicity

Race / ethnicity	N	Avg salary + bonuses	Avg years in data
African-American	7	\$ 85,850	8.0
Asian-American	6	\$ 68,500	3.7
Asian-American, White	3	\$ 90,667	6.7
Atlantic Islander	1		8.0
black	1		1.0
Hispanic/Latino	7	\$ 56,271	2.9
Hispanic/Latino, White	6	\$ 74,583	3.8
Middle Eastern	2		3.0
Middle Eastern, White	1		4.0
Native American	1		7.0
Native American, White	1		2.0
White	162	\$ 77,199	5.2
White, Jewish?	1		10.0
Grand Total	201	\$ 76,506	5.1

4. Average salary by job type and degree

Job category	Bachelor's degree			Master's degree		
	N	Avg salary + bonuses	Avg years in data	N	Avg salary + bonuses	Avg years in data
Analyst	17	\$63,365	3.8	8	\$70,691	4.1
Analytics director	4	\$114,750	8.0	4	\$116,500	10.5
Data director	20	\$68,000	5.1	2		10.0
Data manager	14	\$63,450	4.4	6	\$57,428	3.7
Data scientist	7	\$81,714	4.4	1		4.0
Dev/engineering	8	\$77,025	4.6	6	\$92,333	5.7
Freelance	3	\$75,000	6.3	2		5.5
None specified	3	\$64,667	3.5	5	\$73,800	4.5
Other	19	\$63,113	3.5	7	\$51,954	3.1
Other leadership	12	\$85,569	5.9			
Senior leadership	9	\$113,944	9.6	2		7.5
Grand Total	116	\$74,510	5.0	43	\$75,569	5.3

5. Average salary by job type and gender

JOB CATEGORY	WOMEN			MEN			TOTAL		
	N	Avg salary + bonuses	Avg years in data	N	Avg salary + bonuses	Avg years in data	N	Avg salary + bonuses	Avg years in data
Analyst	13	\$64,754	3.6	17	\$68,613	4.4	30	\$66,941	4.0
Analytics director	2		10.5	6	\$115,833	8.8	8	\$115,625	9.3
Data director	14	\$71,500	4.2	15	\$71,707	6.3	29	\$71,607	5.3
Data manager	9	\$60,636	3.9	21	\$61,820	4.6	30	\$61,465	4.4
Data scientist	4	\$73,000	1.4	8	\$88,750	4.6	12	\$83,500	3.5
Dev/engineering	3	\$66,000	3.7	14	\$87,871	5.1	17	\$84,012	4.8
Freelance	2		7.0	3	\$58,000	5.3	5	\$70,800	6.0
None specified				10	\$72,400	4.9	10	\$72,400	4.9
Other	19	\$62,165	3.4	12	\$60,227	3.5	31	\$61,415	3.5
Other leadership	5	\$88,500	5.1	8	\$84,540	6.9	13	\$86,063	6.2
Senior leadership	2		8.0	14	\$126,464	9.6	16	\$124,563	9.4
Grand Total	73	\$70,338	4.1	128	\$80,023	5.6	201	\$76,506	5.1

6. Average salary by organization type and gender

ORGANIZATION TYPE	WOMEN			MEN			TOTAL		
	N	Avg salary + bonuses	Avg years in data	N	Avg salary + bonuses	Avg years in data	N	Avg salary + bonuses	Avg years in data
Business (non-consulting; e.g. a technology vendor)	8	\$78,250	5.1	21	\$101,724	7.5	29	\$95,248	6.9
Consulting firm	17	\$71,588	3.0	34	\$93,304	5.8	51	\$86,066	4.8
Freelance	2		7.0	4	\$58,500	5.3	6	\$69,000	5.8
Labor union	12	\$84,103	4.4	12	\$73,661	5.8	24	\$78,882	5.1
Nonprofit organization/c3/c4		\$59,683	4.5	41	\$68,117	5.1	63	\$65,172	4.9
Party committee	7	\$68,286	4.4	14	\$64,693	4.3	21	\$65,890	4.4
Political campaign	5	\$62,280	2.6	2		3.0	7	\$61,343	2.7
Grand Total	73	\$70,338	4.1	128	\$80,023	5.7	201	\$76,506	5.1

7. Average salary by job type and education

Job category	Bachelor's degree			Master's degree		
	N	Avg salary + bonuses	Avg years in data	N	Avg salary + bonuses	Avg years in data
Analyst	17	\$63,365	3.8	8	\$70,691	4.1
Analytics director	4	\$114,750	8.0	4	\$116,500	10.5
Data director	20	\$68,000	5.1	2		10.0
Data manager	14	\$63,450	4.4	6	\$57,428	3.7
Data scientist	7	\$81,714	4.4	1		4.0
Dev/engineering	8	\$77,025	4.6	6	\$92,333	5.7
Freelance	3	\$75,000	6.3	2		5.5
None specified	3	\$64,667	3.5	5	\$73,800	4.5
Other	19	\$63,113	3.5	7	\$51,954	3.1
Other leadership	12	\$85,569	5.9			
Senior leadership	9	\$113,944	9.6	2		7.5
Grand Total	116	\$74,510	5.0	43	\$75,569	5.3

8. Average salary by focus of work

Focus of work	Avg salary + bonuses
Surveys / polling	\$ 86,460
General data (eg VAN admin)	\$ 70,627
General analytics or data science	\$ 79,463
Experiments / testing	\$ 86,046
Engineering	\$ 98,813
Digital analytics	\$ 95,100
Consulting / client relations	\$ 83,676

9. Average salary by years in data and gender

Avg years in data	WOMEN		MEN		TOTAL	
	N	Avg salary + bonuses	N	Avg salary + bonuses	N	Avg salary + bonuses
1	15	\$56,096	11	\$53,227	26	\$54,883
2	10	\$61,950	11	\$57,945	21	\$59,852
3	13	\$72,462	22	\$66,575	35	\$68,762
4	8	\$70,625	13	\$73,077	21	\$72,143
5	9	\$71,080	14	\$80,716	23	\$76,946
6	3	\$74,500	9	\$90,519	12	\$86,514
7	6	\$85,500	15	\$90,864	21	\$89,332
8	3	\$66,733	11	\$83,024	14	\$79,533
9						
10	2		6	\$96,167	8	\$104,375
More than 10	3	\$76,767	12	\$124,125	15	\$114,653
Grand Total	73	\$70,338	128	\$80,023	201	\$76,506

10. Counts of analysts, data directors, data managers by salary range

Salary range (including bonuses)	Analyst	Data director	Data manager
40-49k	3	4	6
50-59k	6	4	8
60-69k	9	9	5
70-79k	3	2	5
80-89k	3	5	5
90-99k	3		
100k and up	2	4	

11. Salary negotiation outcomes by organization type

Salary negotiation and outcome	Business (non-consulting; e.g. a technology vendor)	Consulting firm	Freelance	Labor union	Nonprofit organization /c3/c4	Party committee	Political campaign	Grand Total
I asked for an increase over the initial offer, but the employer did not increase their offer	3	4	1	2	6		1	17
I initially asked for an amount and the employer met that	4	7	2	1	4	4		22
I initially asked for an amount, but ultimately was offered a lower amount	1	1			3	1		6
I negotiated a 0-4% increase over the initial offer	4	8			9	1		22
I negotiated a 10-15% increase over the initial offer	2	3	1	1	2	2		11
I negotiated a 5-9% increase over the initial offer	4	4		1	12	4	1	26
I negotiated more than a 15% increase over the initial offer	1	3	1	1	2	1		9
N/A - union contract				4				4
No, I accepted the initial offer	8	19		13	23	8	5	76
Other	2	1	1	1	2			7
Grand Total	29	51	6	24	63	21	7	201

12. Average bonuses by org type

Organization type	N	Avg yearly bonus or commission pay	Avg salary of staff receiving bonuses
Business (non-consulting; e.g. a technology vendor)	13	\$11,731	\$98,077
Consulting firm	15	\$11,100	\$77,333
Freelance	2		
Labor union	1		
Nonprofit organization/c3/c4	4	\$15,125	\$76,100
Party committee	1		
Grand Total	36	\$11,561	\$82,011

13. Skill self-assessments by job type

Skill	Analyst	Analytics director	Data director	Data manager	Data scientist	Dev/engineering	Freelance	Other leadership	Senior leadership	Grand Total
VAN	5.1	5.5	8.6	8.8	3.7	4.0	7.0	7.9	7.0	6.7
NGP	1.9	1.5	4.0	4.0	1.5	1.7	2.6	3.5	3.3	2.8
Google Analytics	3.2	5.5	2.4	3.2	2.4	3.8	4.0	2.8	3.8	3.1
Excel	8.2	9.0	8.3	8.7	8.3	8.2	8.4	8.2	8.0	8.4
SQL	7.1	6.8	5.7	5.2	8.9	7.6	5.4	7.8	6.3	6.6
Python	3.6	3.6	1.9	2.3	4.9	5.4	2.0	3.2	2.9	3.1
Ruby	0.7	1.4	0.2	0.4	1.0	4.9	0.2	0.6	0.6	1.0
Perl	0.1	1.1	0.1	0.2	1.0	2.2	0.2	0.5	0.9	0.6
GIS	3.2	4.1	4.2	4.9	3.6	4.1	2.6	3.4	3.7	4.0
R	3.6	4.4	1.4	1.5	5.9	2.0	3.4	2.8	3.3	2.8
Stata	3.4	1.9	1.1	0.7	3.6	0.9	1.0	1.5	1.8	1.8
SPSS	2.0	2.5	1.1	0.9	2.3	0.3	2.0	0.2	1.6	1.4
Staff mgmt	4.2	6.1	5.5	5.8	4.5	4.6	7.8	6.4	8.1	5.5

Data notes:

- Used mean for salary reported as range (i.e. 60,000-70,000 was treated as 65k)
- Deleted couple responses with uncertain yearly total (e.g. freelancing at \$XX per hour)
- Deleted couple responses that appear to be from people outside progressive data world, based on job description or organization type
- Years in data have been rounded to nearest whole number
- Pay raise/time on job grid was a survey design failure, so we're not reporting results
- Job titles were bucketed