

2019 Privacy Professionals Salary Survey

iapp



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Executive Summary

The privacy profession has been growing steadily since its inception, but it exploded in the last two years. With the coming into force of the EU General Data Protection Regulation in 2018 and the impending legislative reforms in Washington and some U.S. states, privacy and data protection professionals have never been busier – or more in demand.

Chief privacy officers command an impressive \$200,000 median salary in 2019 – \$212,000 for those in the U.S. CPOs and privacy leaders, in general, receive the highest salaries of all privacy professionals and tend also to have enjoyed the largest increases in pay since 2017. Meanwhile, those filling the new GDPR-mandated data protection officer role appear to be lower-level employees and tend to have much lower salaries on average (half that of CPOs), particularly if they're located in the EU and United Kingdom.

Among respondents to the survey from the EU and the U.K. combined, 35% have been appointed DPO because of the GDPR. The prevalence of CPOs and lead privacy counsel in the U.S., in addition to the lower-paid GDPR-mandated role of DPO in the EU, largely explains why median salaries in the United States are more than 50% higher than the median salaries of privacy pros in the EU and U.K.

For women, working in the U.S. generally brings a higher salary than in the EU and as many job opportunities as men have. However, this year's survey reveals that — apart from CPO positions — there is a notable imbalance in salaries, raises and bonuses between U.S. male and female privacy professionals.

For the most part, on a global scale, privacy professionals are being rewarded financially for their hard work and unique and valuable skills. Since the last salary survey in 2017, median salaries overall have risen by more than \$8,000 to \$123,050, and additional compensation in the form of bonuses and raises is also up – the median value of additional compensation last year was \$20,000. Although areas like banking and health care have faced privacy regulation for decades, it's the software and tech hardware industries that provide the highest median salaries. Predictably, working for a larger firm in a large urban area also typically commands more pay.

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Canadian respondents, meanwhile, have significantly lower median salaries than privacy professionals from other regions. This is largely owing to the large percentage of them working in the government sector.

In this survey, privacy professionals can find where they stack up among their peers by job title, geographic region, industry, number of rungs away from the CEO and other factors.

Methods

This IAPP's biennial salary survey was fielded in early 2019 with third-party research firm Fondulas Strategic Research. The survey was sent to privacy professionals by email and via a link in the Daily Dashboard to its more than 44,000 subscribers, and the survey link was also distributed through the IAPP's social media channels. Since 2003, we have focused on salaries, bonuses and raises, and this year we also looked at additional forms of compensation, including company stock/equity, commissions, and profit-sharing contributions. More than 1,000 respondents from around the globe provided detailed information about pay in their own currency, and all salary-related figures were converted to U.S. dollars for ease of comparison in this report. Responses were anonymous and only analyzed in the aggregate. The survey did not consider differences in the components of total remuneration packages that might include health care, pension benefits, vacation or family leave allowances.

Across regions, privacy professionals are earning more

Since the IAPP began tracking privacy professionals' salaries in 2003, much has changed. The IAPP's membership has soared to 50,000 members globally and climbing. The ranks of people working in privacy below leadership levels has filled out, helping IAPP's membership to assume more of a pyramid shape than a Roman column. Moreover, the percentage of survey respondents from the EU and U.K. combined in this survey was 11% higher than in 2017.

Salaries in the U.S. (in U.S. dollars) have always been higher than those in the EU for comparable titles and industries,

The anatomy of a 2019 privacy pro

Our 2019 survey reflected the IAPP's global membership, as well as its largest populations in the United States, the European Union, the United Kingdom and Canada. We focused this year's survey on those working in-house in the private sector, government, academia or nonprofits and generally excluded outside counsel and consultants.

Privacy professionals are far more likely to work in an urban area than a rural one, with 63% of respondents hailing from a large city and 22% from a small one. If based in the United States, respondents were concentrated most often in California (20%) or New York (11%), with Illinois, Texas, Massachusetts, New Jersey, Minnesota and Washington the next most common of respondents' home states.

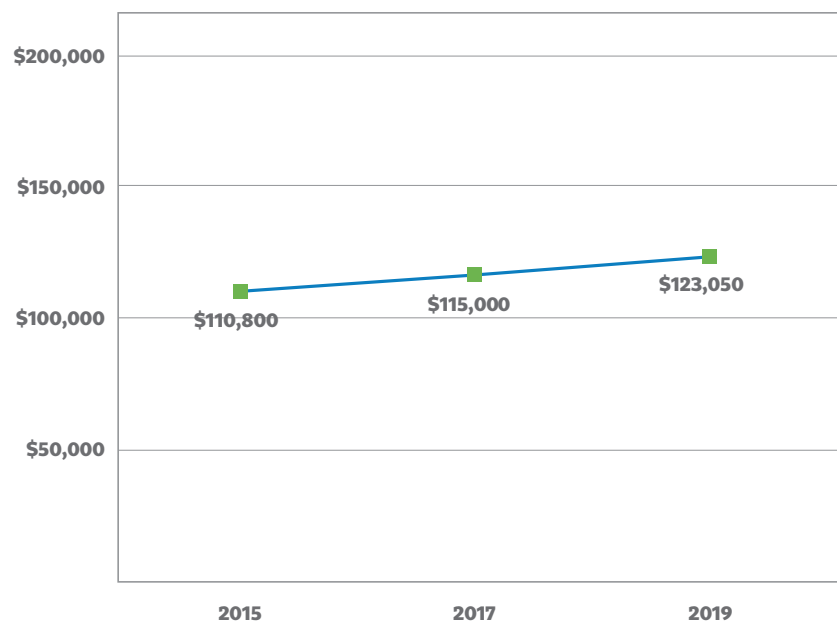
As we've found in past surveys, the privacy profession is made up of as many women as men. Most (nearly seven out of 10) head into an office each day, while only about 7% primarily work from home. Interestingly, approximately one-quarter of all respondents say their work routine entails a mix of working from home and from the office. Wherever they work, it is mostly head-down all day long on privacy, with respondents reporting they put in at least 31 hours per week on privacy work. Those in the U.K. put in the most privacy time – 34 hours per week – although we find no correlation between the intense focus on privacy (as opposed to spending more time on other tasks) and salary.

Privacy professionals tend to be highly educated and they ambitiously seek certification and other credentials throughout their careers. Indeed, 42% of respondents holds a professional degree, such as an MBA, LLM or JD, while 24 percent has at

but even with the larger percentage of lower-ranking professionals and EU respondents in this year's survey, we still saw a sizeable increase in median salaries among all privacy professionals globally.

The median salary for privacy professionals globally in 2019 is \$123,050, an increase of \$8,050 from 2017.

Median Base Salary of Respondents Over Time



Salaries are still highest in the U.S., where the median salary of a privacy pro is \$150,000, up from \$130,000 in 2017. This compares to a median salary of about \$98,000 in the EU (excluding the U.K.) and about \$101,000 in the U.K. The median salary for privacy pros in Canada, meanwhile, is around \$72,000.

least a master's degree. Nearly one in three privacy professionals holds a CIPP/E certification from the IAPP, up a remarkable 11% from 2017. This, of course, reflects not only the importance of the GDPR to privacy professionals globally, but also the increase in EU representation among IAPP members and salary survey respondents. Pursuit of the CIPM credential also grew – 8% since 2017 – also owing to its role in managing GDPR matters internally. Meanwhile, although more people than ever hold the CIPP/US credential, its popularity as an overall percentage of respondents has fallen to 34% from 42% in 2017. The IAPP predicts that by 2021 the exam will recover its leading role in light of new state laws like the California Consumer Privacy Act.

Privacy pros by region at-a-glance

	U.S.	U.K.	EU (excluding U.K.)	Canada
Median salary	\$150,000	\$100,870	\$97,777	\$72,000
Median bonus among receivers	\$26,000	\$17,000	\$11,500	\$7,600
Works in office	70%	67%	58%	75%
Blends office/ home	23%	29%	35%	19%
Is a DPO (%)	5%	39%	37%	2%
Is a CPO	17%	10%	8%	7%
Most common word in title	"Privacy"	"Data Protection"	"Data Protection"	"Privacy"
Average years working in privacy	8.2	7.6	6.6	8.8
Most common IAPP certification	CIPP/US	CIPP/E	CIPP/E	CIPP/C

Privacy professionals who work in larger organizations also tend to earn more than those working in smaller ones. While the median salary for privacy pros working in organizations with fewer than 1,000 employees is around \$100,000, for those working in organizations that employ anywhere between 1,000 to 25,000 employees, it's around \$122,000, and in the largest organizations (more than 25,000 employees) median salary is \$133,000.

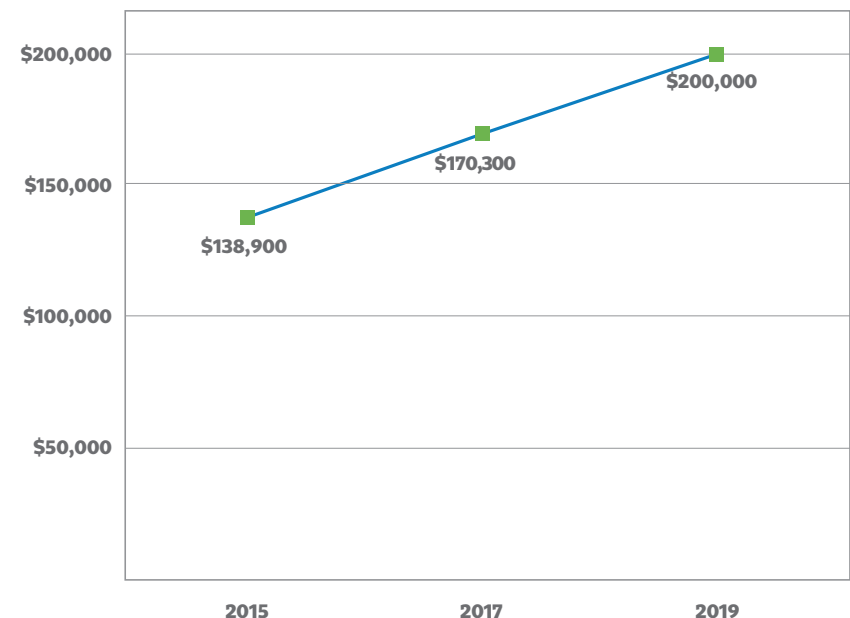
Privacy pros working in the software and services industry tend to earn higher salaries, with a median of \$140,000.

Across the sample, privacy pros working in the software and services industry tend to earn higher salaries, with a median of \$140,000, followed closely by the technology and hardware equipment industry, whose privacy professionals have a median salary of \$138,000. The third highest-paid sector is telecommunications, with a median salary of \$129,000. The three lowest-earning sectors are government (\$93,000), education (\$88,000) and nonprofit (\$75,000).

CPOs rule the roost

Chief privacy officers and lead policy counsels tend to be the highest earners in the sample. Indeed, CPOs commanded the highest salaries among all positions, with a median salary of \$200,000 globally and nearly \$212,000 in the U.S. (n=96). Across the pond, the median salary for a CPO in the U.K. in 2019 was about \$185,000 (n=14) and about \$142,000 in the EU (n=12).

Median Base Salary of CPOs Over Time



Comparing this to the median salary of everyone else (i.e., privacy professionals who hold a title other than CPO), which is \$116,000, there is a roughly \$80,000 difference between the median salary of CPOs and the median salary of non-CPOs.

For those with the title of lead privacy counsel (n=65), the median salary is roughly \$183,000 globally. In the U.S., lead privacy counsels earn the highest median salaries (\$190,000, n=52), followed by those in the U.K. (\$179,000, n=6) and in the EU (\$107,000, n=4).

In addition, the more people a privacy professional has directly reporting to them, the more that pro tends to earn. Respondents with no direct reports (53% of the sample)

earn a median salary of \$105,000. Meanwhile, respondents with one person directly reporting to them (13% of the sample) earn a median salary of \$124,000, while those with two people reporting directly to them (8% of the sample) have a median salary of \$145,000. Lastly, those with three or more people reporting directly to them earn a median salary of \$160,000.

There is a roughly \$80,000 difference between the median salary of CPOs and the median salary of non-CPOs.

Not surprisingly, the number of years that a person has spent working in the field of privacy is also strongly related to their compensation. On average, privacy pros have worked eight years in privacy. For those who have worked seven years or fewer in the field of privacy (45% of the sample), their median salary is \$107,000. The median salary for privacy professionals who have worked eight or more years in privacy, by comparison, is \$145,000. Those with 15 or more years of experience working in privacy (17% of the sample) have a median salary of \$155,000, while those with 20 or more years of experience (6% of the sample) earn \$175,000.

In addition, the more years of formal education that privacy professionals have, the more they tend to earn. Across the sample, respondents with a graduate or professional degree have a median salary of \$135,000, while those with only an undergraduate degree had a median salary of \$105,000. Finally, respondents with less than a college degree have a median salary of about \$91,000.

Median Salary By Years in Privacy, Over Time

Salary Among Those Whose Privacy Experience Is:	2015	2017	2019
0–5 years	\$110.0	\$99.0	\$104.8
6–10 years	\$118.7	\$123.0	\$138.0
11–15 years	\$116.0	\$130.0	\$141.0
16–20 years	*	\$146.5	\$160.0
21–25 years	*	\$158.4	\$170.3

** Number of respondents is too small to report reliable results*

Data protection officer is the most popular title, but commands a lower salary

Reflecting the large mark that the GDPR has already left on the privacy profession, the most common title of respondents in this year's survey is data protection officer. Approximately 17% of respondents have this job title. Of these, 70% are fulfilling a role mandated by the GDPR, while 5% have a role mandated by a law other than the GDPR. The remaining 25% with the title of DPO have jobs not mandated by any law.

Judging by salaries, the DPO role is shaping up to be a relatively low- or, at best, mid-level compliance position rather than a leadership or executive role, like the CPO or lead privacy counsel. DPOs have a median salary of about \$100,000. This figure is down from 2017, when the median salary reported for DPOs was reported to be \$106,500, likely due to the fact that significantly fewer DPOs from the United States were included in this year's survey. This year's median DPO salary is also just half of the \$200,000 median salary CPOs now enjoy.

When we look at DPOs just in the U.S., however, they continue to command higher salaries than their

counterparts around the world. This year, DPOs in the U.S. (n=28) reported earning a median salary of about \$140,000. By comparison, DPOs in the EU (including the U.K.) (n=146) had a median salary of about \$88,000.

Meanwhile, the median salary of privacy professionals who hold a title that was neither CPO nor DPO (i.e., privacy counsel, director of privacy, privacy manager, etcetera) is \$120,000.

- **Chief privacy officer: \$200,000**
- **Lead privacy counsel: \$183,000**
- **Director of privacy: \$147,000**
- **Deputy chief privacy officer: \$141,000**
- **Privacy engineer: \$136,000**
- **Data privacy manager: \$134,000**
- **Privacy counsel: \$130,000**
- **Privacy officer: \$121,000**
- **Privacy manager: \$105,000**
- **Data protection officer: \$100,000**
- **Privacy analyst: \$76,000**

Gender gap exists in salaries, raises and bonuses, especially in the U.S.

This year's survey also paid special attention to gender differences in salaries, raises and bonuses around the globe. The results are enlightening and suggest that gender gaps are visible in the U.S. and in the U.K., although compensation for male and female privacy pros in the EU and Canada is virtually equal.

Across the sample, the median salary for male privacy professionals is nearly \$134,000, while for female privacy professionals it is just \$115,000. In the U.S., the median salary for a male privacy professional is \$161,000 (n=267); for females, it's \$134,000 (n=308), a difference of almost 17%. Similarly, in the U.K., male privacy pros earn a median salary of just over \$111,000 (n=73), which was 12% higher than females' median salary of \$98,000 (n=65).

For privacy professionals, the EU presents a brighter picture in terms of gender pay equality; male privacy pros in the EU (excluding the U.K.) have a median salary of about \$98,000 (n=87), while females have a median salary of roughly \$97,000 (n=56), a difference of just around 1%.

Profile of the highest-paid privacy pro

- **Lives in the United States.**
- **Works for a large company headquartered in New York or California, likely a software or tech hardware firm.**
- **Holds the title of chief privacy officer or lead privacy counsel.**
- **Has multiple direct reports.**
- **Has worked in the privacy profession more than eight years.**
- **Earned a graduate degree.**
- **Holds more than one IAPP certification.**

Raises and bonuses commonplace and highest in U.S.-based large companies in large urban areas

Beyond their base salary, a significant number of privacy professionals receive additional compensation based on their personal performance, the performance of their company, or a combination of both. About 72% of privacy pros reported getting a bonus this year, compared to 60% who did in 2017. Among those who took home some form of additional compensation, the median bonus was about \$20,000.

Privacy professionals working at large companies in large urban areas in the United States and who have spent more time than others in their current position are more likely to report having received additional compensation over the past year. While 80% of U.S. privacy professionals received a bonus in the past 12 months, 62% of non-U.S. privacy professionals reported getting one.

Moreover, their employer's size is an important determinant of whether privacy pros receive any type of additional compensation. While 50% of privacy professionals working for organizations with fewer than 250 employees received additional compensation over the past year, the percentage receiving bonuses climbs steadily with company size to a high of 83% among respondents working for companies with 25,001 or more employees.

A person's base salary is crucial to the bonus size: By and large, the more a person earns, the larger the bonus they receive not only in absolute terms, but also relative to their salary. For example, among those who received a bonus, privacy pros with an annual salary of less than \$50,000 had a median bonus of \$5,000. But the median value of

additional compensation received by privacy professionals earning \$200,001 to \$300,000 was \$80,000, and for those earning more than \$300,001, the median bonus was over \$316,000.

Bonuses were also highest for privacy professionals working in the technology, hardware and equipment sector, which paid privacy pros a median bonus of nearly \$29,000, followed by the software and services, telecommunications, and retail industries, which each paid a median bonus of \$25,000.

Regarding the likelihood of getting a bonus, gender differences were again visible in the United States and the U.K. Among U.S. males, 83% received a bonus last year compared to 77% of U.S. female respondents. Similarly, in the U.K., 71% of men received additional compensation, compared to 64% of women.

On this compensation metric, as well, the EU exhibits somewhat greater gender equality than either the U.S. or U.K. In fact, more women in the EU (72%) reported they received a bonus than men in the EU (63%).

However, across the U.S., EU and U.K., men earn slightly higher bonuses than women, with the median bonus for U.S. men being \$30,000, compared to a median bonus of \$25,000 for U.S. women. In the U.K., the median bonus for men (\$19,650) was more than double that of U.K. women (\$9,170), while in the EU, the gap between men's and women's bonuses was the smallest, with EU men having a median bonus of \$11,500 and EU women taking home a median bonus of \$9,200.

Slightly more privacy professionals also reported receiving a raise over the past 12 months than have in previous years. In 2019, 73% of privacy pros reported getting a raise, compared

to 70% in 2017. Moreover, roughly the same proportion of men and women in the U.S. and the EU reported receiving a raise. Only in the U.K. were a higher percentage of men (73%) awarded raises than women (64%).

In addition, the title that a privacy pro held does not seem to affect their chances of having received a raise, nor did other factors examined in this survey (e.g., experience, education, CIPx certifications, etcetera).

Most are in legal

All respondents were also asked to identify the department within their organization where the privacy leader is located. For most, it was the legal department (43%), regulatory compliance (15%), or information security (10%). Other common places for the privacy leader to be located were information technology (6%) and corporate ethics (5%).

For organizations with higher annual revenues, the privacy lead was more likely to be in the marketing department.

For organizations with lower annual revenues, the privacy lead was more likely to be in the IT department.

Interestingly, for organizations with higher annual revenues, the privacy lead was more likely to be in the marketing department. For organizations with lower annual revenues, the privacy lead was more likely to be in the IT department.

Conclusion

This year's IAPP Salary Survey demonstrates continued strength of the profession, with median salaries and bonuses considerably higher than in prior years. It also shows the profession's growth globally and within firms. Post-GDPR, more organizations from the EU and the U.K. are joining the IAPP, while globally organizations are appointing DPOs. Given the complexity of privacy and data protection compliance, moreover, firms that previously had not been heavily regulated for privacy – like software and tech hardware firms – are investing heavily in privacy leadership and rewarding those professionals financially for their important roles, especially in the United States.

Meanwhile, DPOs dominate the ranks of privacy professionals in the EU and the U.K. where salaries across industries are lower than in the U.S. When a U.S. firm appoints a DPO, moreover, it tends to provide a higher salary than they would make in another region.

Finally, gender equity is apparent in terms of opportunity for females to work in the privacy profession. The IAPP has seen that trend for several years. This year's survey shows, however, that females' salaries are lagging behind those of their male counterparts, and the differences carry over into additional compensation, as well.

Looking ahead to the next salary survey in 2021, as the United States takes its turn at new privacy laws throughout several U.S. states and potentially at the federal level, one can predict that the profession's importance to the firm will only grow, and with it, responsibility, leadership and compensation.

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Research Objectives

The IAPP, since 2003, has been tracking the salary and overall compensation of privacy professionals around the globe. We survey privacy professionals on a biennial basis to track the way compensation is evolving and to provide a baseline for privacy professionals in the workplace. This year's study provides an update to privacy professionals' current compensation, including how it has changed since the last wave of salary research in 2017.

Method

General Target:
Privacy professionals
from across the globe



Approach:
Online survey invitation
sent to Daily Dashboard
subscribers and shared
on social media



Response:
A total of 1,084
respondents completed
the interview



The survey averaged 11 minutes in length and asked for a variety of information on professionals' salary, bonus and background.



Overview of Key Findings

COMPENSATION

- Mean privacy professional salary has increased by more than **\$11,000** since 2017, median salary by over **\$8,000**.
- As in prior years, mean salary is **significantly higher in the U.S.** than in Canada or the EU (with U.K.).
- Three-fourths of privacy professionals have **received a raise** in the past year.
- A similar three-fourths have received **additional compensation**; the median value of additional compensation is **\$20,000**.

BACKGROUND

- The proportion with **CIPx certification** has remained stable since 2017.
- There were more respondents this year with **CIPP/E** and **CIPM** certifications, but fewer with **CIPP/US**.

Sample Profile: Currency Conversions

- The following charts convert global currencies to United States dollars for comparison. The following exchange rates were used:

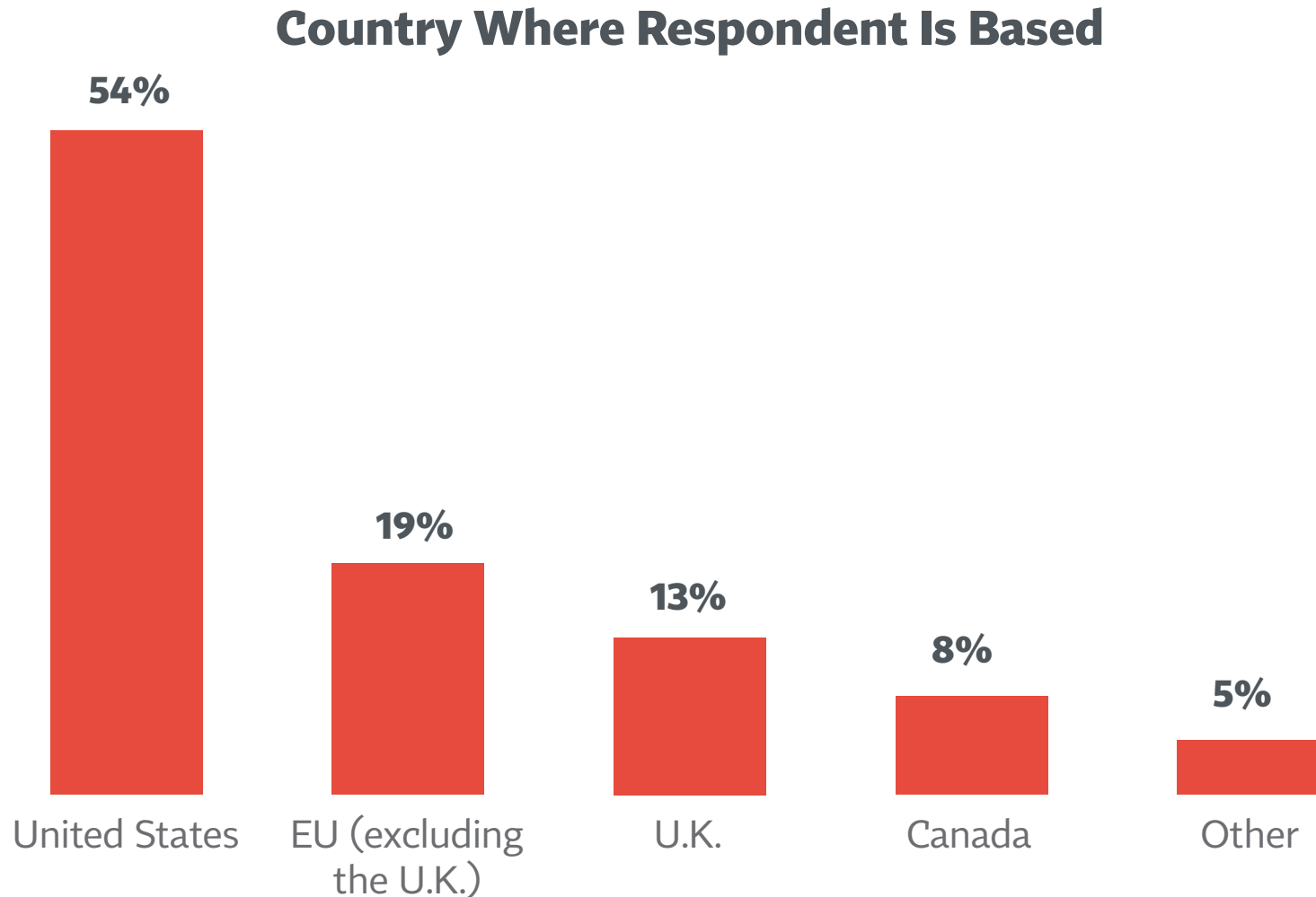
Cdn\$: 1 = 0.7866 U.S.\$
British Pounds: 1 = 1.1816 U.S.\$
EU (Euros): 1 = 1.1816 U.S.\$
Non-EU Europe (Euros): 1 = 1.0647 U.S.\$
Australian\$: 1 = 0.7469 U.S.\$
New Zealand\$: 1 = 0.7085 U.S.\$

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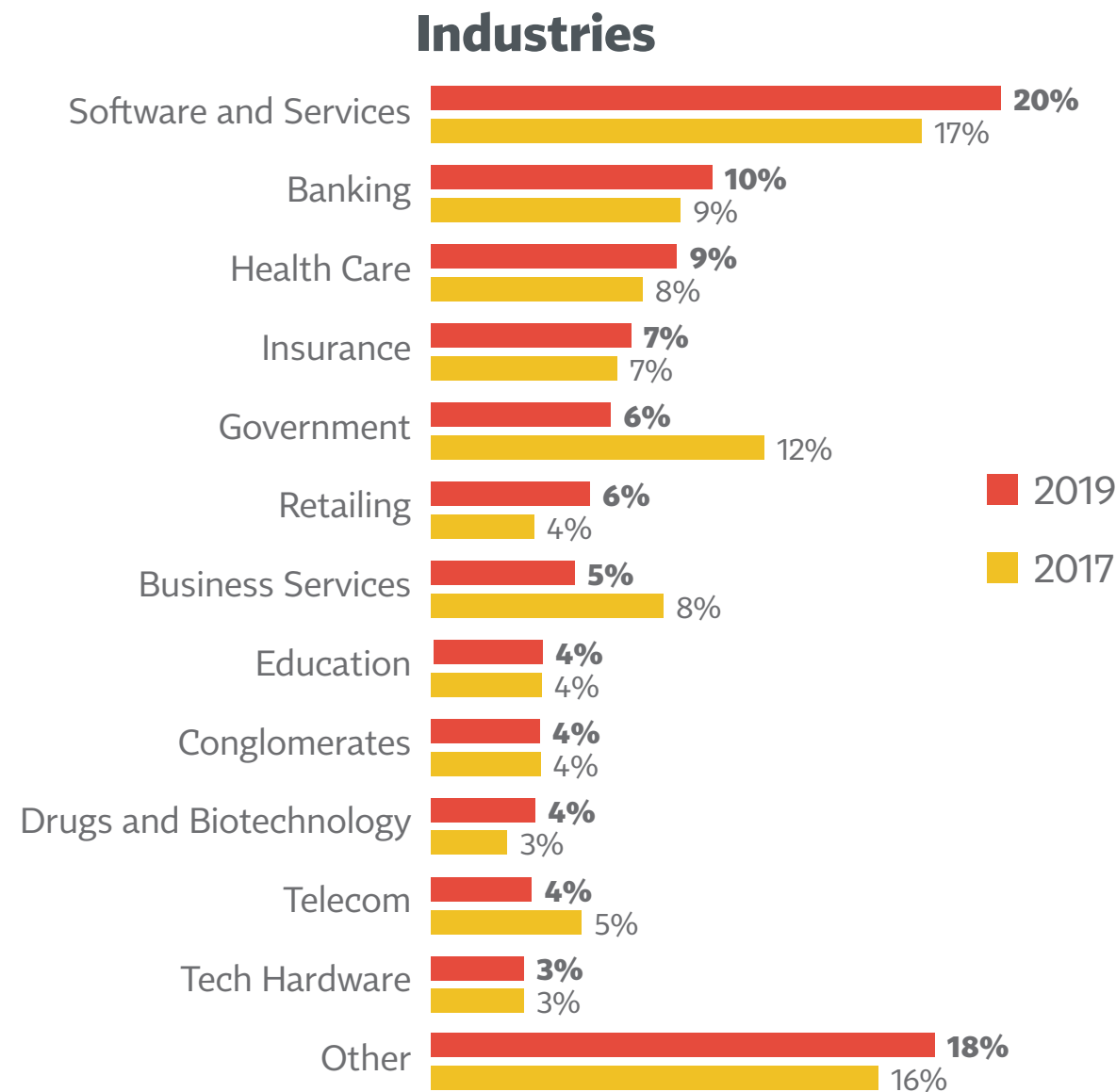


86% of respondents came from the U.S., EU or U.K.



A3. In what region and country are you (personally) currently based?

There were fewer government respondents this year compared to 2017



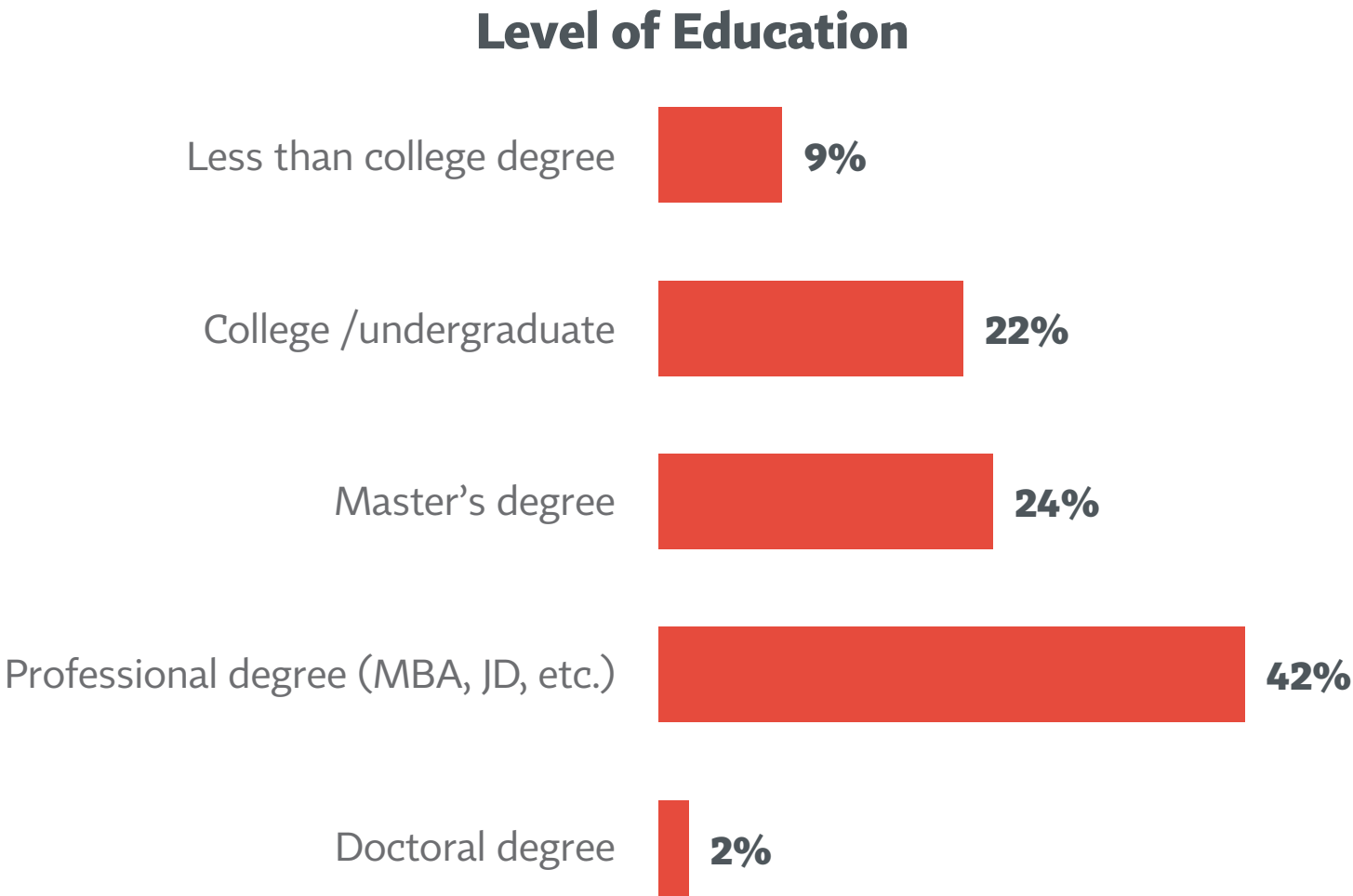
A2. Which sector listed below best describes how your company would be classified?

Gender breakdown within the sample varied significantly across regions

Gender of Respondents by Country

	Total	U.S.	Canada	EU w/o U.K.	U.K.
Male	49.5%	46.5%	33.5%	58.8%	52.1%
Female	49.7%	53%	66.5%	39.1%	47.1%
Non-binary identifying	0.8%	0.6%	0%	2%	0.7%

More than two-thirds of privacy professionals hold an advanced degree



C15. What was the last level of education that you completed?

More than half of U.S. pros work in software, banking, health care and insurance

Industry of Professionals by Region

	TOTAL	U.S.	CANADA	EU w/ U.K.
Software and services	20%	25%	10%	15%
Banking	10%	8%	7%	12%
Health care equipment and services	9%	11%	18%	3%
Insurance	7%	9%	8%	6%
Government	6%	5%	22%	5%
Retailing	6%	7%	2%	5%
Business services and supplies	5%	4%	5%	7%
Telecommunication service	4%	3%	6%	4%
Education and academia	4%	4%	7%	4%
Conglomerates (multiple sectors)	4%	4%	3%	4%
Drugs and Biotechnology	4%	2%	2%	6%
Technology hardware and equipment	3%	3%	1%	4%
Nonprofit	2%	2%	5%	2%
Media	2%	2%	0%	3%
Transportation	2%	1%	2%	3%
Other	11%	11%	1%	13%

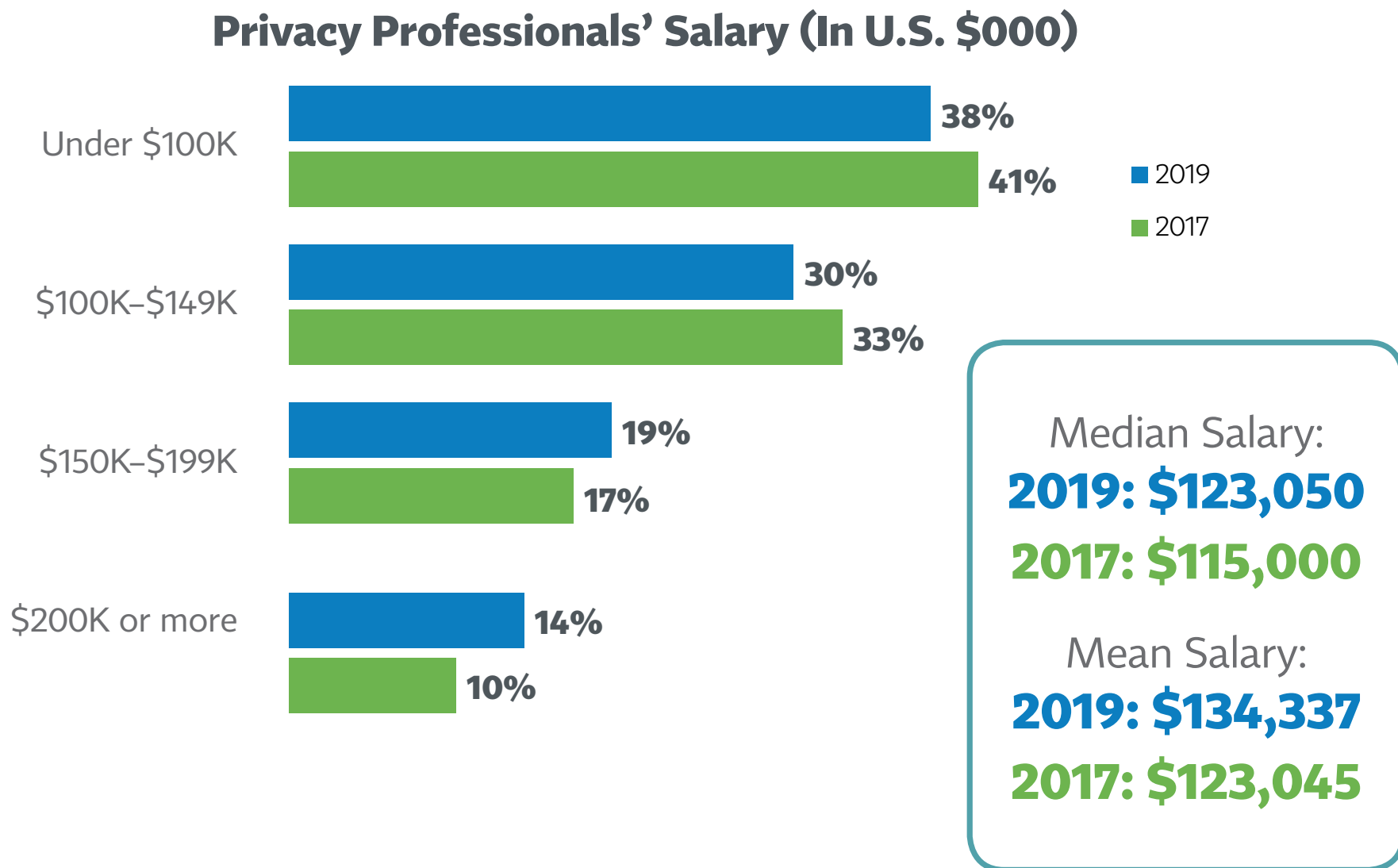
■ Significantly higher than total

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Privacy salaries reported in 2019 grew significantly since 2017



B1. What is your current base salary (expressed in U.S. dollars)?

Privacy salaries remain highest in the U.S., among large firms and in large urban areas

Privacy Professionals’ Salary (In U.S. \$000)

By Region		U.S.	Canada	EU w/ U.K.		
Median		\$150.0	\$72.2	\$98.2		
Mean		\$157.3	\$75.7	\$107.5		

By Employee Size	Less than 100	100–999	1,000–4,999	5,000–24,999	25,000–74,999	75,000+
Median	\$103.6	\$100.0	\$121.0	\$122.0	\$133.4	\$138.0
Mean	\$111.3	\$115.5	\$134.2	\$133.9	\$144.4	\$146.2

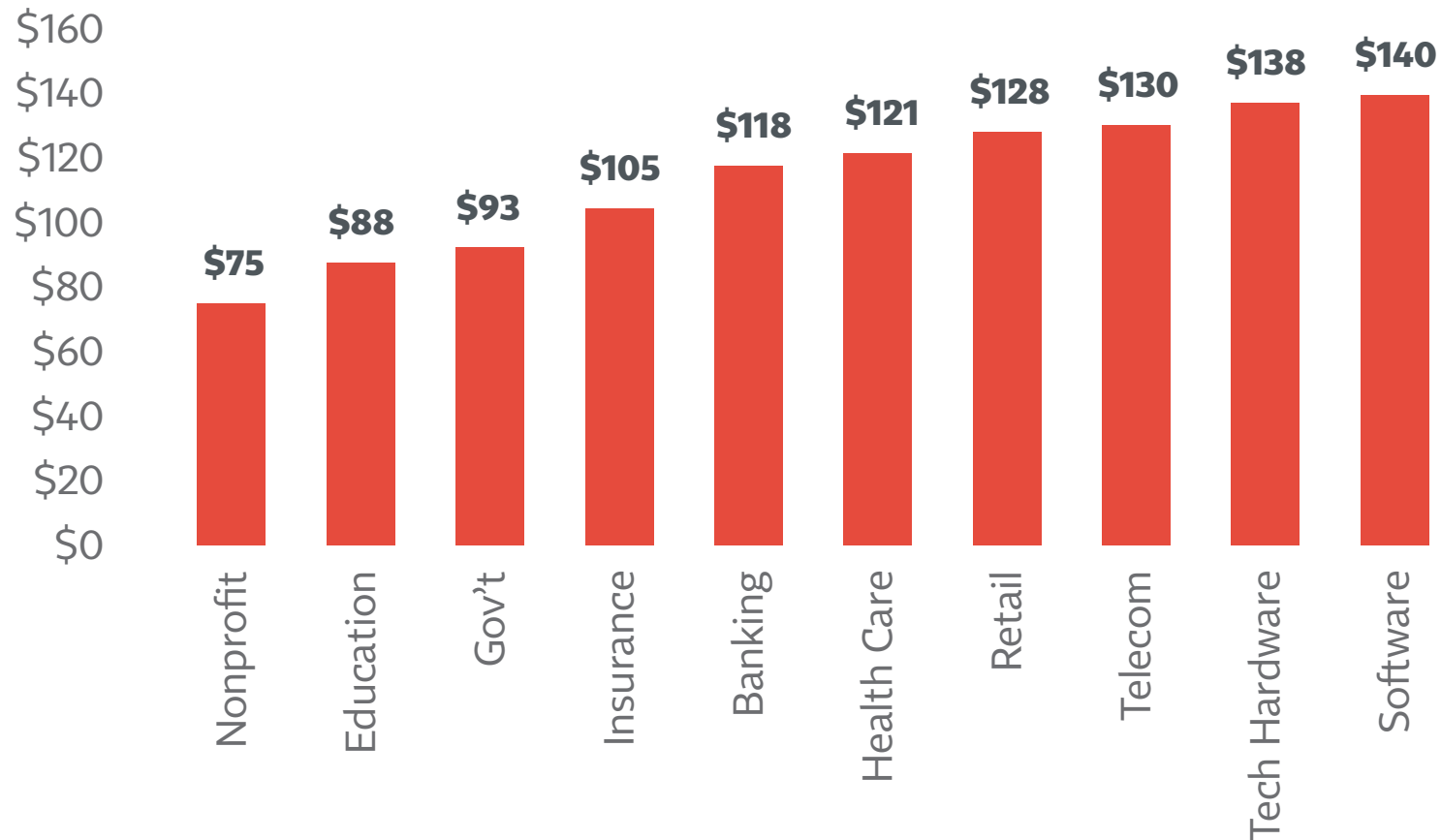
By Type of Location	Large Urban	Small Urban	Suburban
Median	\$133.4	\$104.0	\$115.0
Mean	\$141.6	\$118.5	\$124.2

Significantly different from total

B1. What is your current base salary (expressed in U.S. dollars)?

Privacy professionals in software firms have the highest salary levels, followed by tech hardware

Privacy Professionals' Median Salary (In U.S. \$000)



B1. What is your current base salary (expressed in U.S. dollars)?

Salaries are especially high among privacy leaders and those with a CPO title

Privacy Professionals' Salary (In U.S. \$000)

By Chief Privacy Officer Status	CPO	Not CPO
Median	\$200.0	\$116.0
Mean	\$204.6	\$127.3

By Privacy Lead Status	Privacy Lead	Not Privacy Lead
Median	\$140.0	\$115.0
Mean	\$151.6	\$121.8

By Data Protection Officer Status	DPO	Not DPO
Median	\$100.0	\$128.2
Mean	\$106.3	\$139.2

Significantly different from total

B1. What is your current base salary (expressed in U.S. dollars)?

Average salary increases with experience, education and CIPx status

Privacy Professionals' Salary (In U.S. \$000)

By Years in Privacy	0-5	6-10	11-15	16-20	21+
Median	\$104.8	\$138.0	\$141.0	\$160.0	\$170.3
Mean	\$115.5	\$140.8	\$150.0	\$172.1	\$177.1

By Certifications Held	CIPP	CIPM	CIPT	Any CIPx	No CIPx	Multiple CIPxs
Median	\$134.0	\$130.0	\$150.0	\$132.0	\$105.0	\$145.0
Mean	\$143.4	\$140.7	\$154.1	\$141.9	\$116.4	\$151.8

By Level of Education	Less Than College Degree	Undergraduate Degree	Graduate/ Professional Degree
Median	\$91.2	\$105.0	\$135.1
Mean	\$100.0	\$115.2	\$145.5

■ Significantly different from total

B1. What is your current base salary (expressed in U.S. dollars)?

Salaries for men and women in the EU and Canada are nearly equal, while a gender gap exists in the U.S. and U.K.

Privacy Professionals’ Salary (In U.S. \$000)

	U.S.	U.K.	EU (w/o U.K.)	Canada
Male				
Median	\$161.2	\$111.4	\$98.2	\$72.0
Mean	\$170.8	\$114.0	\$108.0	\$81.9
Female				
Median	\$134.3	\$97.8	\$96.6	\$72.0
Mean	\$145.5	\$106.4	\$101.0	\$72.5

B1. What is your current base salary (expressed in U.S. dollars)?

CPOs enjoy salary parity, but other roles show troubling gender disparities

Privacy Pros' Median Salary by Role (In U.S. \$000)

	Male	Female
Chief privacy officer	\$200.0	\$196.0
Lead privacy counsel	\$190.0	\$165.3
Director of privacy	\$151.0	\$121.1
Privacy leader	\$147.7	\$130.0
Privacy engineer	\$146.8	\$105.0
Deputy chief privacy officer	\$136.3	\$140.8
Privacy counsel	\$131.1	\$125.0
Privacy officer	\$126.0	\$120.0
Privacy manager	\$117.0	\$102.2
Data privacy manager	\$116.0	\$140.0
Data protection officer	\$98.1	\$101.1
Privacy analyst	\$76.0	\$78.8

Note: The sub-samples highlighted in green had fewer than 20 respondents, so care should be taken before generalizing these findings.

B1. What is your current base salary (expressed in U.S. dollars)?

Turning to the U.S., salaries are highest in mid-sized companies and among CPOs



Privacy Professionals' Salary (In U.S. \$000)

By Employee Size	Less than 100	100–999	1,000–4,999	5,000–24,999	25,000–74,999	75,000+
Median	\$140.0	\$130.0	\$160.0	\$145.0	\$162.0	\$150.0
Mean	\$136.0	\$152.0	\$170.9	\$151.5	\$163.0	\$156.0

By Title	CPO	Not CPO	Privacy Lead	Not Privacy Lead	DPO	Not DPO
Median	\$212.0	\$143.5	\$180.0	\$131.5	\$140.0	\$150.0
Mean	\$223.2	\$149.4	\$186.7	\$138.0	\$142.8	\$158.0

Significantly different from total

B1. What is your current base salary (expressed in U.S. dollars)?

Those working in the software and services industry are among the highest-earning privacy professionals



Privacy Professionals’ Salary (In U.S. \$000)

By Industry	Software	Health Care	Banking	Gov’t	Insurance
Median	\$158.0	\$150.0	\$142.0	\$125.0	\$120.0
Mean	\$172.9	\$149.8	\$150.5	\$128.0	\$147.6

B1. What is your current base salary (expressed in U.S. dollars)?

Significantly different from total

In the U.S., women trail men in salary in all industries except banking



Privacy Professionals’ Salary (In U.S. \$000)

By Gender	Male	Female
Median	\$161.2	\$134.3
Mean	\$170.8	\$145.5

By Gender x Industry	Software		Banking		Health Care	
	Male	Female	Male	Female	Male	Female
Median	\$186.0	\$145.0	\$140.0	\$150.0	\$165.0	\$127.0
Mean	\$190.3	\$155.2	\$146.1	\$154.4	\$164.9	\$138.6

B1. What is your current base salary (expressed in U.S. dollars)?

Significantly different from total

CIPx-certified U.S. privacy professionals make more than those without certification



Privacy Professionals' Salary (In U.S. \$000)

By Certifications Held	CIPT	CIPP	CIPM	Multiple CIPxs	Any CIPx	No CIPx
Median	\$158.0	\$156.0	\$153.0	\$160.0	\$155.0	\$125.0
Mean	\$170.3	\$164.6	\$162.7	\$167.6	\$163.8	\$138.2

B1. What is your current base salary (expressed in U.S. dollars)?

Significantly different from total

In Canada, privacy leaders, CPOs and those with CIPx certification have higher salaries



Privacy Professionals’ Salary (In U.S. \$000)

By Chief Privacy Officer Status	CPO	Not CPO
Median	\$95.0	\$72.2
Mean	\$101.4	\$74.9

By Privacy Lead Status	Privacy Lead	Not Privacy Lead
Median	\$81.3	\$69.9
Mean	\$83.6	\$69.9

By Certifications Held	Any CIP	No CIP
Median	\$73.7	\$71.4
Mean	\$80.1	\$69.3

Significantly different from total

B1. What is your current base salary (expressed in U.S. dollars)?

In the EU w/U.K., privacy leaders, CPOs and non-DPOs make higher salaries



WITH U.K.

Privacy Professionals' Salary (In U.S. \$000)

By Chief Privacy Officer Status	CPO	Not CPO
Median	\$143.8	\$94.3
Mean	\$170.7	\$101.8
By Privacy Lead Status	Privacy Lead	Not Privacy Lead
Median	\$103.5	\$94.3
Mean	\$114.5	\$101.3
By Data Protection Officer Status	DPO	Not DPO
Median	\$88.4	\$103.5
Mean	\$97.2	\$113.9

■ Significantly different from total

B1. What is your current base salary (expressed in U.S. dollars)?

In the EU w/ U.K., salaries are highest in Tech



WITH U.K.

Privacy Professionals' Salary (In U.S. \$000)

By Industry	Tech	Telecom	Health Care
Median	\$131.0	\$93.8	\$85.1
Mean	\$132.2	\$112.0	\$93.8

By Gender x Industry	Software		Banking		Health Care	
	Male	Female	Male	Female	Male	Female
Median	\$94.8	\$101.5	\$105.3	\$98.2	\$103.3	\$81.4
Mean	\$110.6	\$97.2	\$121.4	\$124.2	\$100.7	\$81.8

B1. What is your current base salary (expressed in U.S. dollars)?

Gender salary gap wider in the U.K. than in the EU (w/o U.K.), except among DPOs

Privacy Professionals' Salary (In U.S. \$000)

By Gender x Title	Privacy Leader		DPO	
	Male	Female	Male	Female
Median	\$111.4	\$104.8	\$86.5	\$85.2
Mean	\$110.5	\$122.0	\$98.0	\$92.4



By Gender x Title	Privacy Leader		DPO	
	Male	Female	Male	Female
Median	\$103.3	\$103.5	\$97.8	\$86.7
Mean	\$119.3	\$105.0	\$104.1	\$89.4






WITHOUT U.K.

B1. What is your current base salary (expressed in U.S. dollars)?

As in 2017, CIPx certification has a much larger salary impact in the U.S. than in the EU or Canada

Privacy Professionals' Salary (In U.S. \$000)

		No CIPx	Any CIPx	Multiple CIPxs
	Median	\$125.0	\$155.0	\$160.0
	Mean	\$138.2	\$163.8	\$167.6
 WITH U.K.	Median	\$98.3	\$98.3	\$109.3
	Mean	\$101.3	\$110.5	\$119.9
	Median	\$71.4	\$73.7	\$83.6
	Mean	\$69.3	\$80.1	\$94.2

■ Significantly different from regional total

B1. What is your current base salary (expressed in U.S. dollars)?

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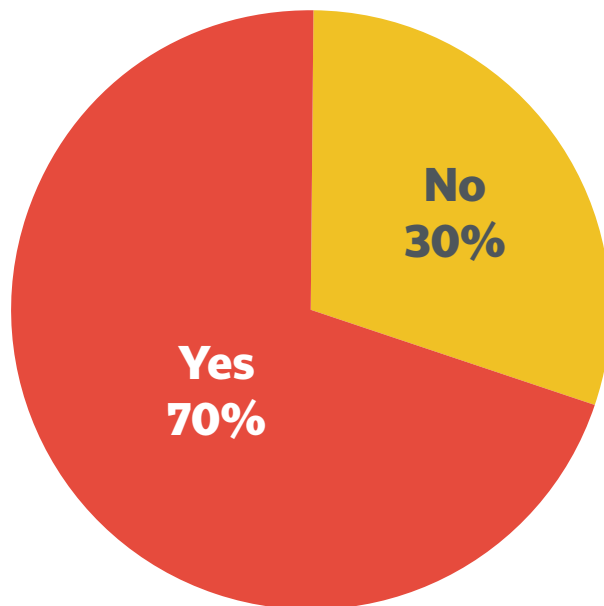
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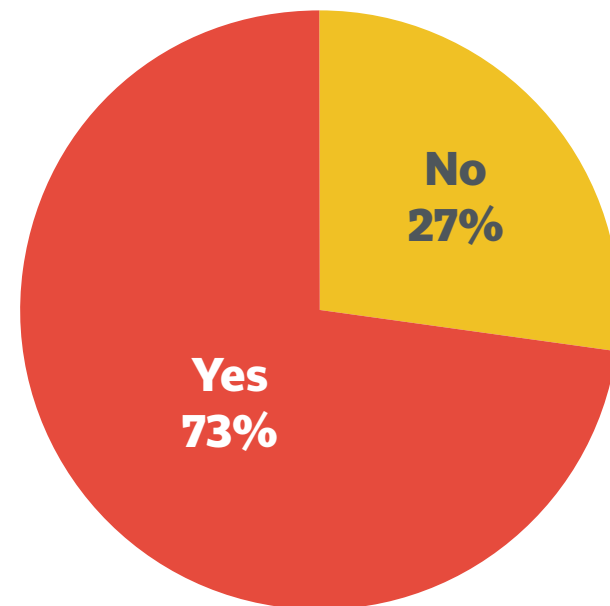
Nearly three of four privacy pros received a raise in the past year, directionally higher than in 2017

Whether Received Raise in Past 12 Months

2017



2019



B2. Did you receive a raise in your base salary during the past 12 months?

U.S. privacy professionals and those in relatively large organizations are more likely to have received raises

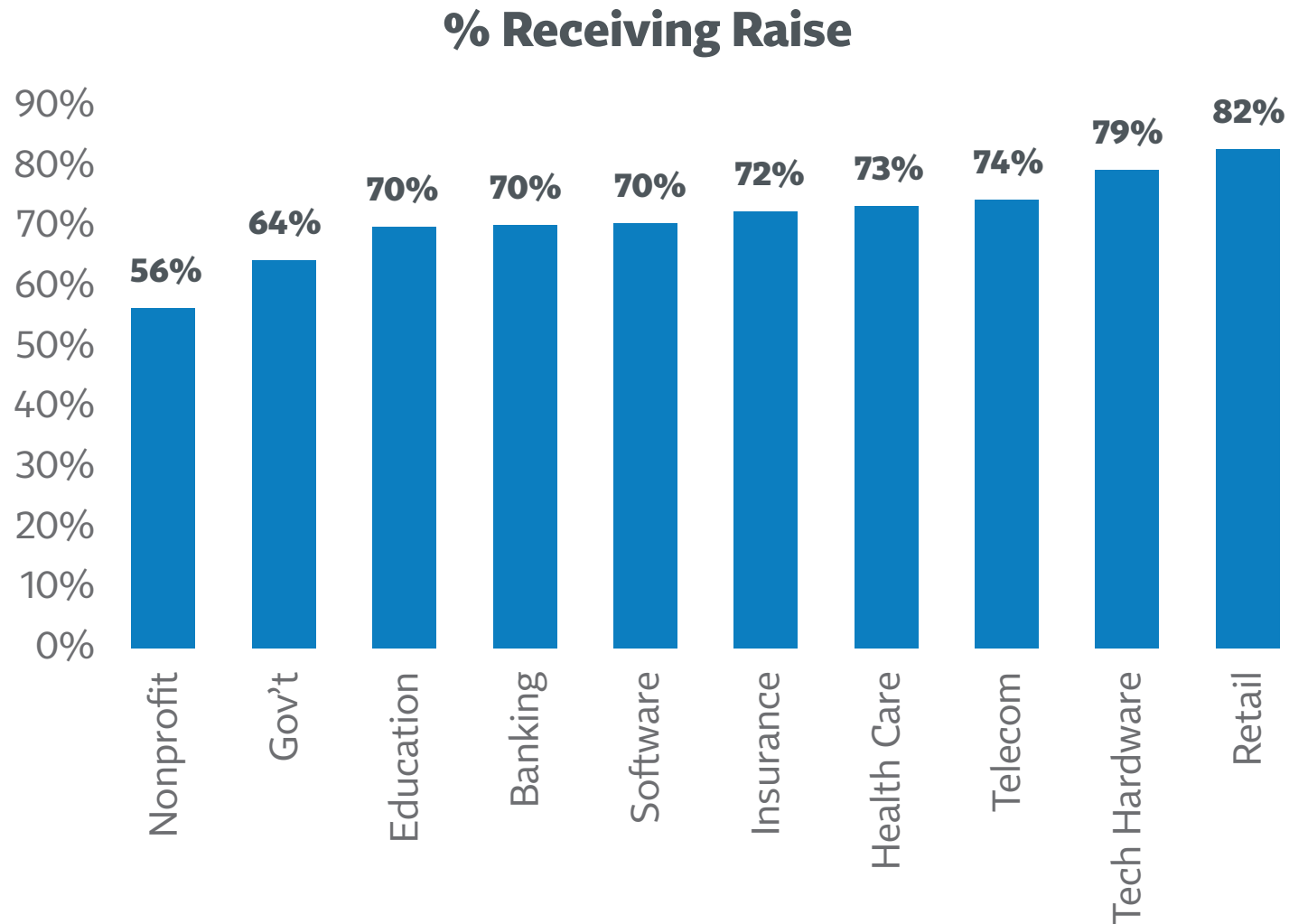
% Receiving Raise

By Region		U.S.		Canada		EU w/U.K.	
		77%		70%		66%	
By Employee Size		Less than 100	100–999	1,000–4,999	5,000–24,999	25,000–74,999	75,000+
		50%	67%	68%	77%	82%	75%
By Type of Location		Large Urban		Small Urban		Suburban	
		74%		72%		69%	

■ Significantly different from total

B2. Did you receive a raise in your base salary during the past 12 months?

Raises were more common in retail and tech hardware firms and less common in government and nonprofit



B2. Did you receive a raise in your base salary during the past 12 months?

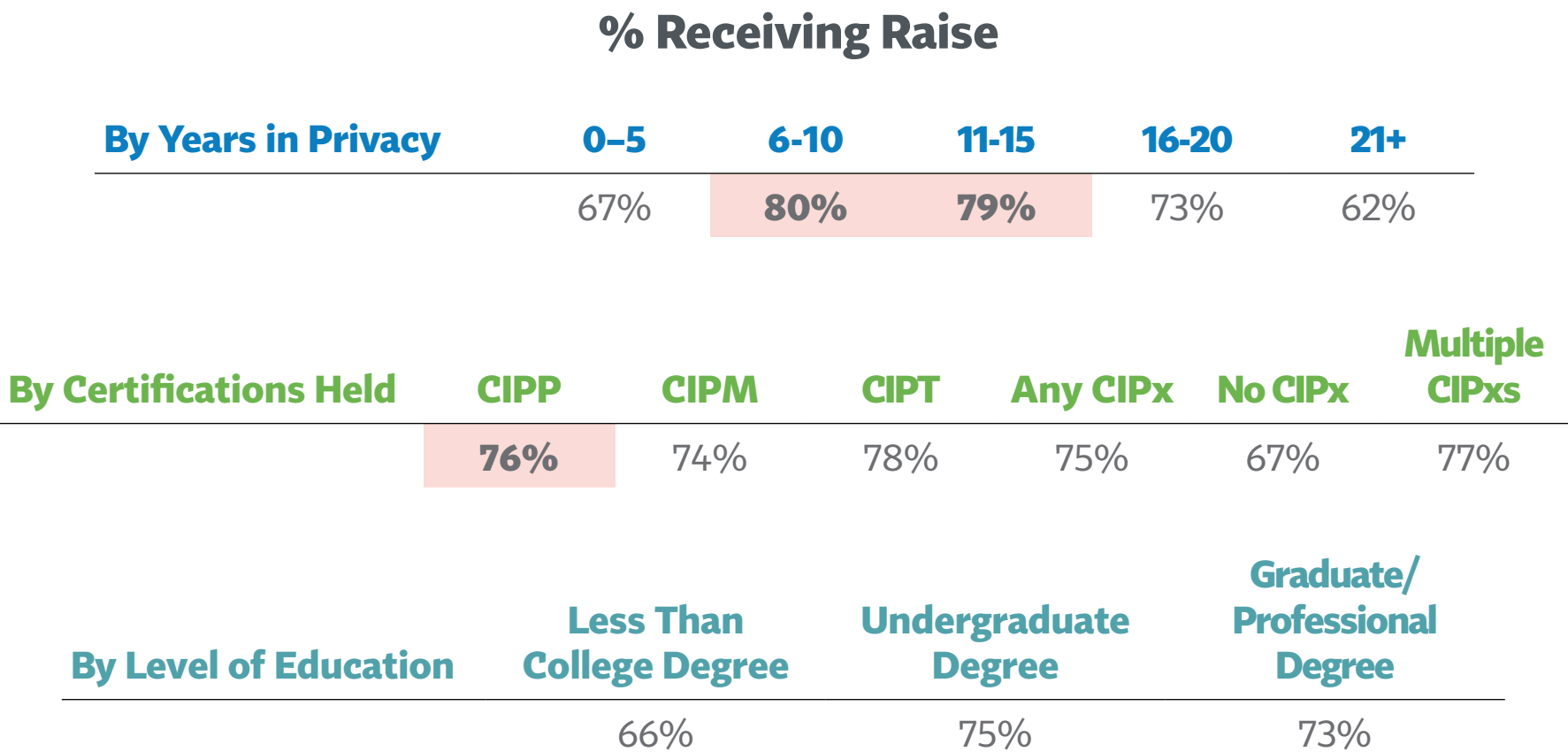
The likelihood of salary raise does not differ much by privacy title or responsibilities

% Receiving Raise

By Chief Privacy Officer Status	CPO	Not CPO
	73%	71%
By Privacy Lead Status	Privacy Lead	Not Privacy Lead
	72%	74%
By Data Protection Officer Status	DPO	Not DPO
	68%	74%

B2. Did you receive a raise in your base salary during the past 12 months?

The likelihood of receiving a raise peaks among professionals with six to 15 years of experience



B2. Did you receive a raise in your base salary during the past 12 months?

Significantly different from total

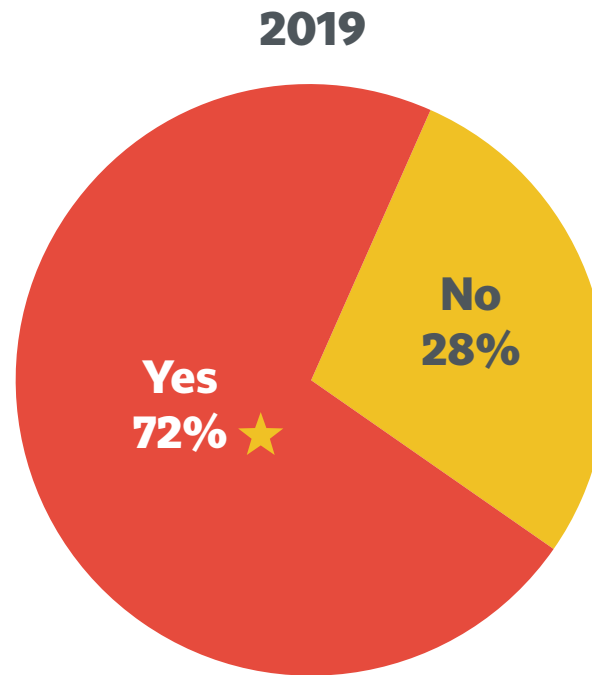
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Three in four privacy professionals say they received compensation in addition to salary in the past year

Whether Received Additional Compensation in Past 12 Months
(NOTE: 2017 survey specified “bonus” only; results not strictly comparable)



★ Significantly different from 2017

Median Bonus (for Those Receiving):
2019: \$20,000

B4. In addition to your base salary, did you receive any additional compensation during the past 12 months? This could include a bonus, shares of company stock, commissions, profit sharing contributions, etcetera.

Additional compensation is much more common in the U.S., large firms and firms based in urban areas

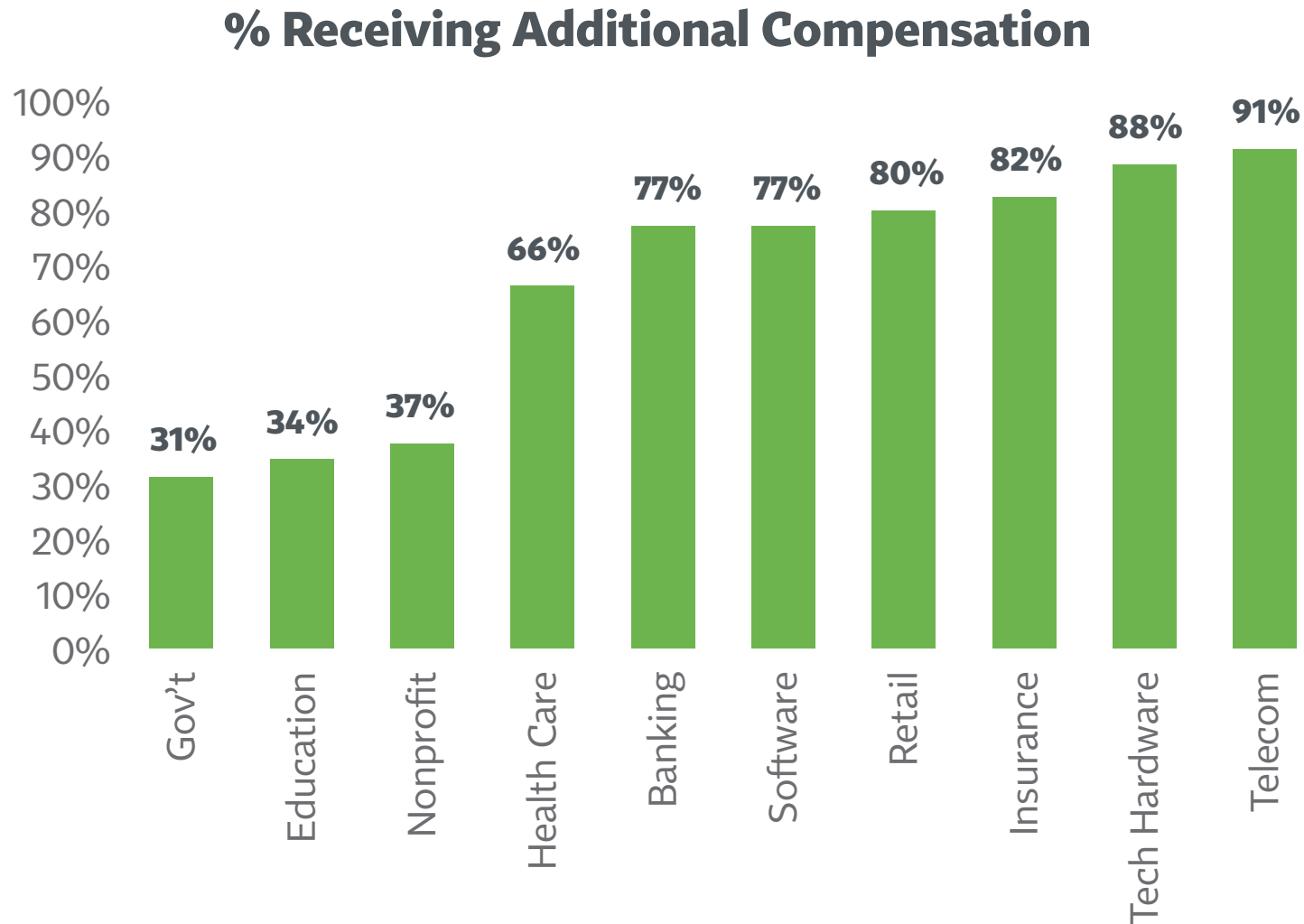
% Receiving Additional Compensation

By Region	U.S.		Canada		EU w/U.K.	
	80%		41%		66%	
By Employee Size	Less than 100	100–999	1,000–4,999	5,000–24,999	25,000–74,999	75,000+
	45%	57%	65%	74%	82%	84%
By Type of Location	Large Urban		Small Urban		Suburban	
	77%		63%		61%	

■ Significantly different from total

B4. In addition to your base salary, did you receive any additional compensation during the past 12 months? This could include a bonus, shares of company stock, commissions, profit sharing contributions, etcetera.

Additional compensation was common in all industries except nonprofit, education and government



B4. In addition to your base salary, did you receive any additional compensation during the past 12 months? This could include a bonus, shares of company stock, commissions, profit sharing contributions, etcetera.

Among privacy-related titles, CPOs were most likely to have received additional compensation

% Receiving Additional Compensation

By Chief Privacy Officer Status	CPO	Not CPO
	81%	70%
By Privacy Lead Status	Privacy Lead	Not Privacy Lead
	68%	74%
By Data Protection Officer Status	DPO	Not DPO
	64%	73%

Significantly different from total

B4. In addition to your base salary, did you receive any additional compensation during the past 12 months? This could include a bonus, shares of company stock, commissions, profit sharing contributions, etcetera.

Additional compensation was most common among CIPx professionals, as well as the most educated

% Receiving Additional Compensation

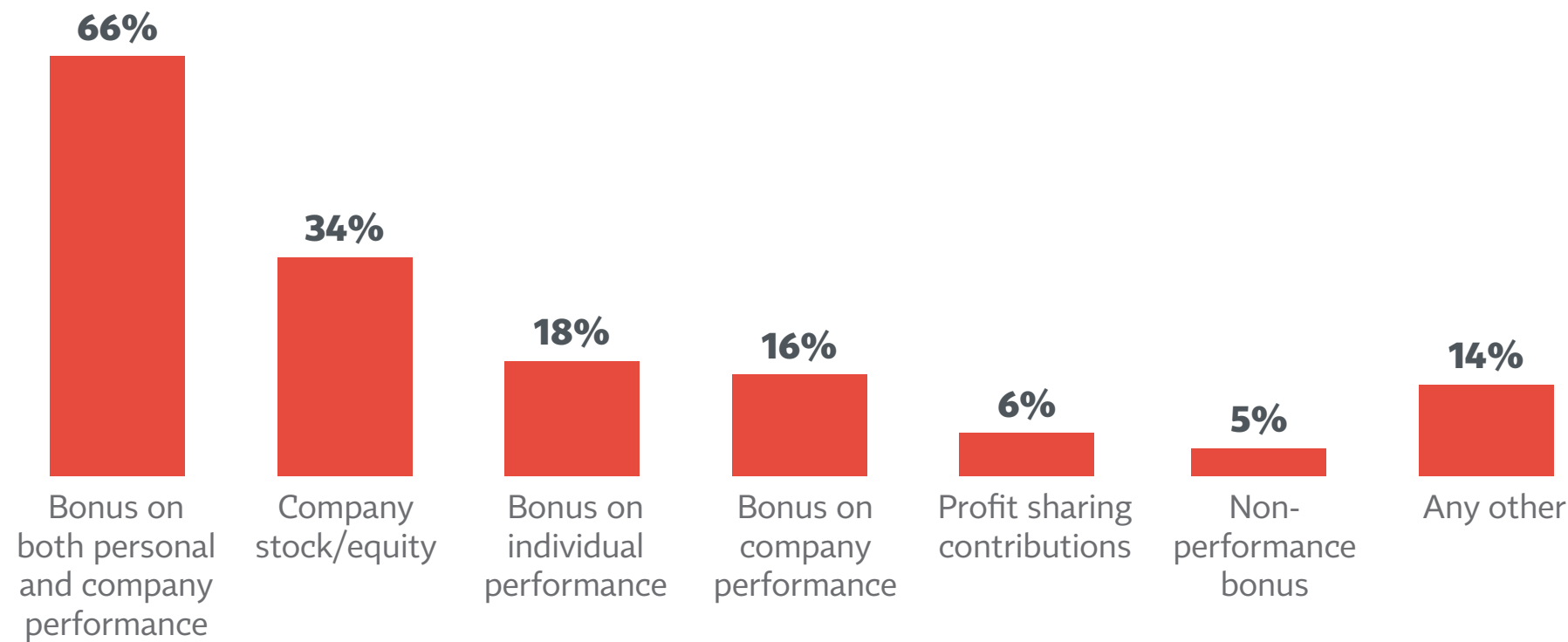
By Years in Privacy	0-5	6-10	11-15	16-20	21+	
	66%	78%	72%	81%	67%	
By Certifications Held	CIPP	CIPM	CIPT	Any CIPx	No CIPx	Multiple CIPxs
	77%	76%	77%	76%	62%	79%
By Level of Education	Less Than College Degree	Undergrad Degree	Graduate/ Professional Degree			
	58%	68%	74%			

Significantly different from total

B4. In addition to your base salary, did you receive any additional compensation during the past 12 months? This could include a bonus, shares of company stock, commissions, profit sharing contributions, etcetera.

The most common additional compensation structure, by far, is one based on both company and personal performance

Type of Additional Compensation Received, Among Receivers



B5. What type of additional compensation did you receive in the past 12 months?

Stock/equity is much more common as a source of additional compensation in the U.S. than elsewhere

Type of Additional Compensation Received, by Region

	U.S.	Canada	EU w/U.K.
Bonus on both personal and company performance	68%	65%	62%
Bonus on individual performance	16%	29%	19%
Bonus on company performance	18%	15%	12%
Company stock/equity	41%	19%	24%
Profit-sharing contributions	7%	8%	4%
Non-performance bonus	4%	0%	7%
Any other	10%	11%	21%

■ Significantly different from total

B5. What type of additional compensation did you receive in the past 12 months?

As firm size increases, so does company and personal performance as the basis for additional compensation

Type of Additional Compensation Received, by Company Size

	Less than 100	100–999	1,000– 4,999	5,000– 24,999	25,000– 74,999	75,000+
Bonus on both personal and company performance	45%	50%	69%	66%	70%	73%
Bonus on individual performance	31%	20%	17%	15%	18%	17%
Bonus on company performance	10%	17%	15%	19%	18%	10%
Company stock/equity	28%	21%	31%	33%	43%	38%
Profit-sharing contributions	3%	6%	7%	7%	5%	5%
Non-performance bonus	0%	6%	6%	5%	6%	3%
Any other	7%	17%	10%	19%	9%	13%

■ Significantly different from total

B5. What type of additional compensation did you receive in the past 12 months?

Those most likely to have received additional compensation also tend to have received the highest dollar amounts

% Receiving Add'l Compensation/Median (In U.S. \$000) Among Receivers

By Region		U.S.	Canada	EU w/U.K.		
Received bonus		80%	41%	66%		
Median bonus		\$26.0	\$7.6	\$11.5		

By Employee Size						
	Less than 100	100–999	1,000–4,999	5,000–24,999	25,000–74,999	75,000+
Received bonus	45%	57%	65%	74%	82%	84%
Median bonus	\$9.2	\$11.0	\$17.2	\$21.0	\$26.0	\$25.0

By Type of Location		Large Urban	Small Urban	Suburban
Received bonus		77%	63%	61%
Median bonus		\$20.0	\$15.0	\$17.2

Significantly different from total

B6. What is the total monetary value of the additional compensation you received during the last 12 months, in addition to your base salary...?

Additional compensation by industry hovers around \$25K but is lower for education, nonprofit and government

% Receiving Add'l Compensation/Median (In U.S. \$000) Among Receivers

By Industry	Tech	Software	Telecom	Retail	Banking
Received bonus	88%	77%	91%	80%	77%
Median bonus	\$28.8	\$25.0	\$25.0	\$25.0	\$20.0
	Insurance	Health Care	Education	Nonprofit	Gov't
Received bonus	82%	66%	34%	37%	31%
Median bonus	\$15.0	\$13.2	\$8.0	\$4.6	\$4.6

Significantly different from total

B6. What is the total monetary value of the additional compensation you received during the last 12 months, in addition to your base salary...?

CPOs and privacy leaders who received additional compensation also received the highest dollar amounts

% Receiving Add'l Compensation/Median (In U.S. \$000) Among Receivers

By Chief Privacy Officer Status	CPO	Not CPO
Received bonus	81%	70%
Median bonus	\$70.0	\$17.2

By Privacy Lead Status	Privacy Lead	Not Privacy Lead
Received bonus	68%	74%
Median bonus	\$26.2	\$15.0

By Data Protection Officer Status	DPO	Not DPO
Received bonus	64%	73%
Median bonus	\$64.0	\$22.0

Significantly different from total

B6. What is the total monetary value of the additional compensation you received during the last 12 months, in addition to your base salary...?

As with receiving compensation itself, amounts are highest for CIPx pros and those with 16–20 years of experience

% Receiving Add'l Compensation/Median (In U.S. \$000) Among Receivers

By Years in Privacy	0–5	6–10	11–15	16–20	21+
Received bonus	66%	78%	72%	81%	67%
Median bonus	\$13.0	\$25.0	\$28.6	\$40.0	\$19.7

By Certifications Held	CIPP	CIPM	CIPT	Any CIPx	No CIPx	Multiple CIPxs
Received bonus	77%	76%	77%	76%	62%	79%
Median bonus	\$20.0	\$22.0	\$23.0	\$20.0	\$15.0	\$25.0

By Level of Education	Less Than College Degree	Undergraduate Degree	Graduate/Professional Degree
Received bonus	58%	68%	74%
Median bonus	\$12.4	\$17.0	\$23.0

B6. What is the total monetary value of the additional compensation you received during the last 12 months, in addition to your base salary...?

Gender gap in value of additional compensation exists across the EU, U.S. and U.K.

% Receiving Add'l Compensation/Median (In U.S. \$000) Among Receivers

EU w/o U.K.	Male	Female
Received bonus	63%	72%
Median bonus	\$11.5	\$9.2
U.S.	Male	Female
Received bonus	83%	77%
Median bonus	\$30.0	\$24.5
U.K.	Male	Female
Received bonus	71%	64%
Median bonus	\$19.7	\$10.0

Significantly different from total

B6. What is the total monetary value of the additional compensation you received during the last 12 months, in addition to your base salary...?

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The word “privacy” is most likely to be in a privacy professional’s title; except in the EU, where “data protection” is most common

Terms in Title

	Total	U.S.	Canada	EU w/U.K.
Privacy	63%	69%	79%	48%
Data protection	29%	16%	6%	59%
Security	15%	17%	7%	12%

■ Significantly different from total

C8. Tell us if any of the following terms appear in [your title/any of your titles].

For the overall sample, specific privacy titles vary widely, with EU using “data protection” instead of “privacy”

Title That Best Describes Respondent

	U.S.	CANADA	EU w/ U.K.
Privacy manager	17%	18%	10%
Privacy officer	13%	31%	11%
Chief privacy officer	17%	8%	8%
Data protection officer (GDPR mandated)	1%	0%	34%
Privacy counsel	11%	3%	9%
Director of privacy	9%	10%	7%
Privacy analyst	10%	20%	4%
Lead privacy counsel	9%	2%	3%
Data protection officer (non-mandated)	3%	2%	7%
Deputy chief privacy officer	4%	4%	4%
Data privacy manager	3%	0%	2%
Privacy engineer	2%	2%	1%
Data protection officer (mandated by non-GDPR law)	0%	0%	1%

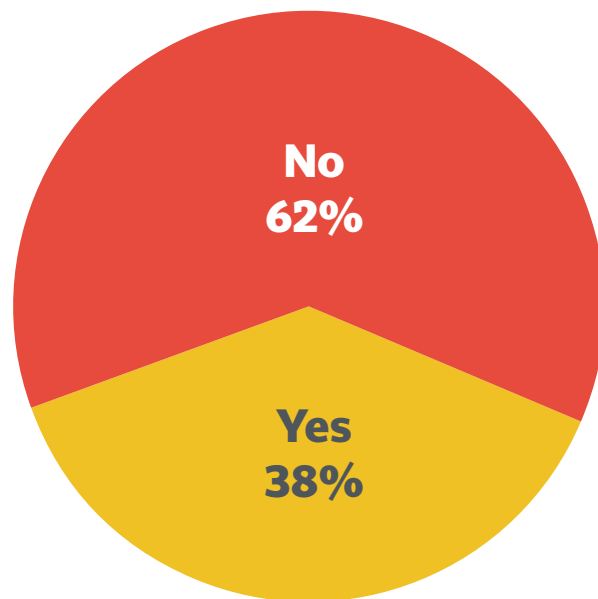
■ Significantly higher than total

C10. Please review the following titles and brief descriptions and indicate the one that is closest to your role at your organization when it comes to privacy specifically, even if it is not your exact title.

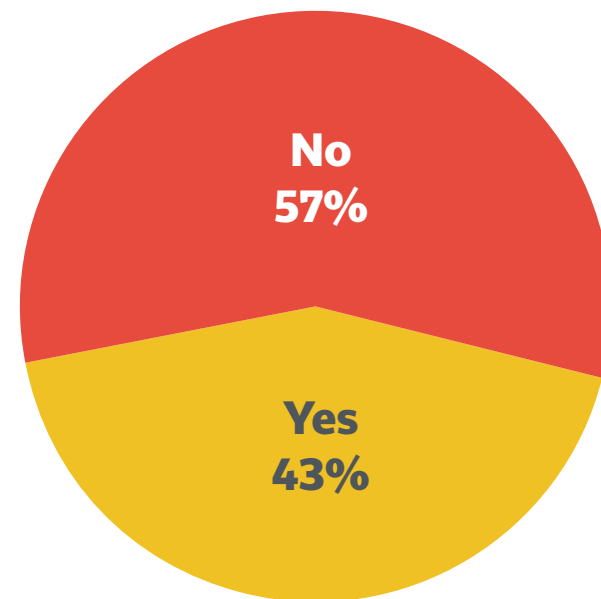
There has been a 5-point increase in the proportion of privacy professionals who say they are their firm's privacy leader

Are You the Company's Privacy Leader?

2017



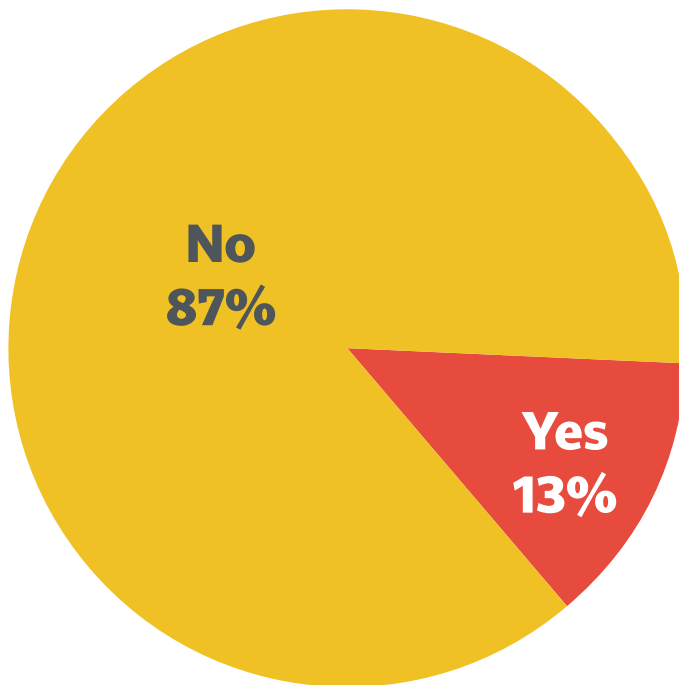
2019



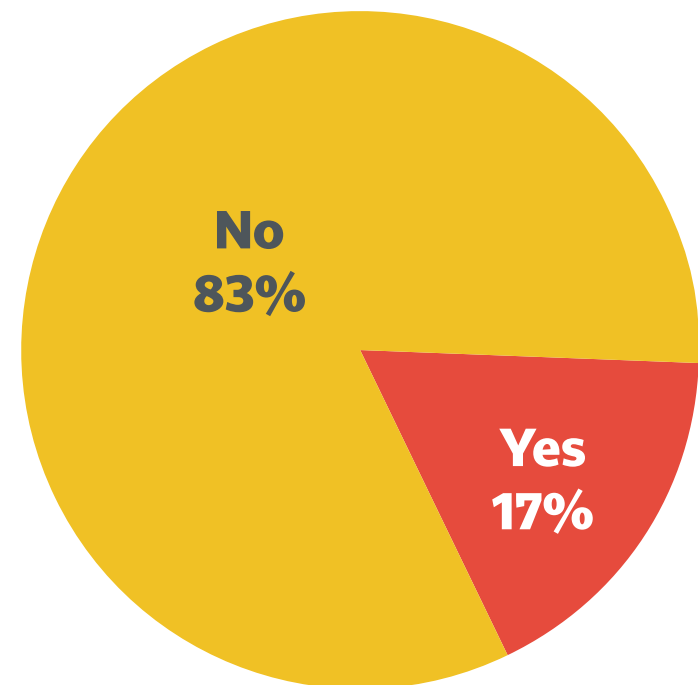
C2. Are you the company's privacy leader, defined as the person ultimately responsible for the operation and success of the organization's privacy program, or is that someone else?

As a job title, DPO is more common than CPO

**Are You The Firm's
"Chief Privacy Officer"?**



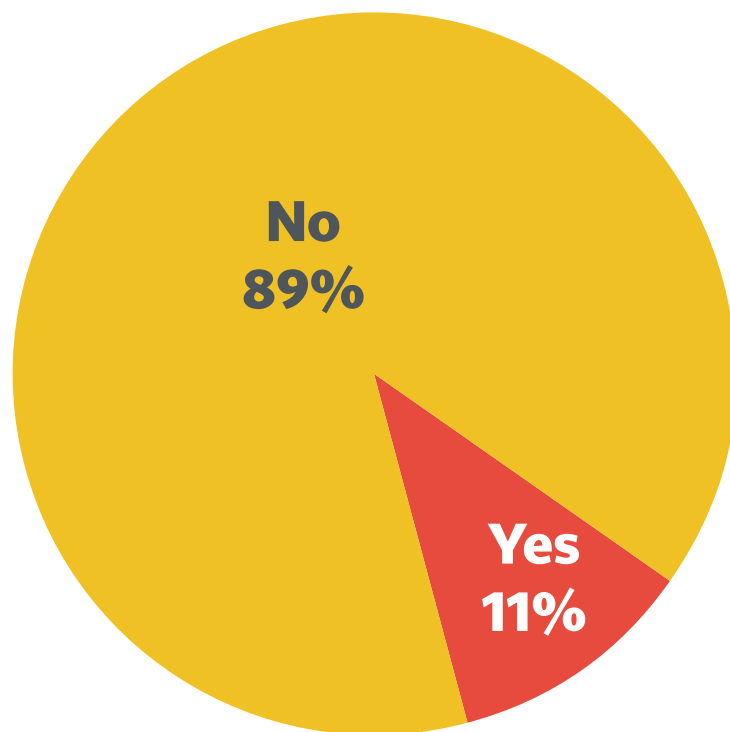
**Are You The Firm's
"Data Protection Officer"?**



C10. Please review the following titles and brief descriptions and indicate the one that is closest to your role at your organization when it comes to privacy specifically, even if it is not your exact title.

The vast majority of today's privacy pros worked in another profession before coming to privacy

Was Privacy First Professional Job?



Median Years In...

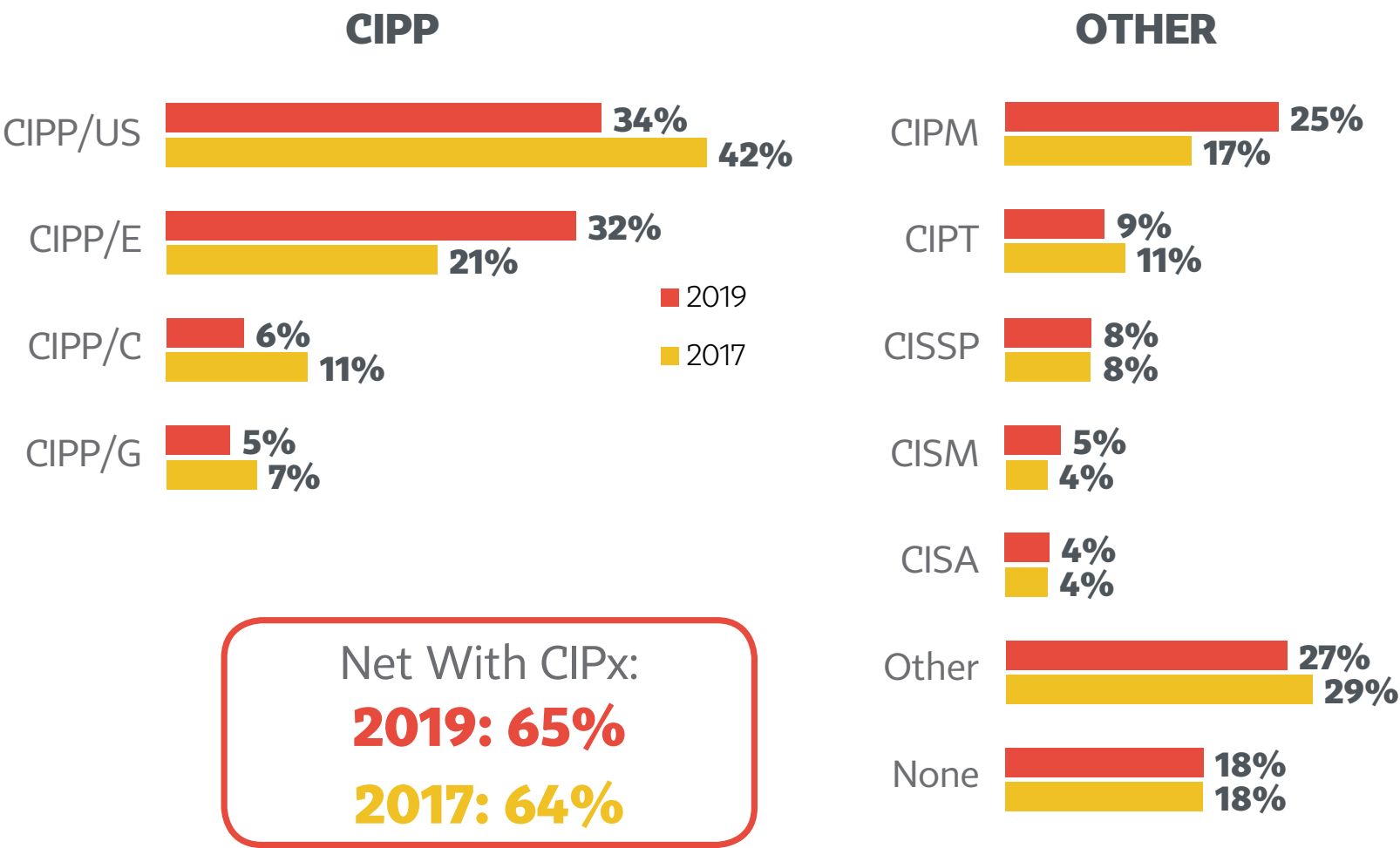
Position: 3

Privacy: 8

C14. Was privacy your first professional job?

The GDPR effect: Many more respondents in 2019 had a CIPP/E certification than in 2017

Credentials and Degrees Held by Privacy Professionals



C11. Which certifications do you hold?

Privacy professionals in the U.S. are most likely to have a CIPx certification, followed by those in the EU

Credentials and Degrees By Region: Key Differences

	U.S.	Canada	EU w/ U.K.
CIPP/US	60%	3%	4%
CIPP/E	20%	3%	58%
CIPP/C	3%	49%	0%
CIPT	11%	4%	5%
CIPx (NET)	75%	61%	66%
None	14%	25%	21%

Significantly higher than total

C11. Which certifications do you hold?

Multiple pros with a CIPx have the highest salaries and received the most additional compensation

Profile of Professionals, by Number of CIPx Certificates

	Among Those With...		
	No CIPx	One CIPx	Multiple CIPxs
Salary			
Median (in U.S. \$000)	\$105.0	\$122.0	\$145.0
Mean (in U.S. \$000)	\$116.4	\$134.4	\$151.8
Raise			
% receiving raise	67%	75%	77%
Additional Compensation			
% receiving additional compensation	62%	74%	79%
Median additional compensation (in U.S. \$000)	\$15.0	\$19.6	\$25.0

■ Significantly different from total

B1. What is your current base salary (expressed in U.S. dollars)?

Multiple CIPxs are also the most likely to be privacy leaders and CPOs

Profile of Professionals, by Number of CIPx Certificates

Among Those With...

	No CIPx	One CIPx	Multiple CIPxs
Privacy Role			
Privacy lead	40%	41%	47%
Data protection officer	19%	16%	17%
Have chief privacy officer title	11%	10%	20%
Average years of privacy experience	7	7	9

Significantly different from total

C11. Which certifications do you hold?

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A comparison by region shows higher salaries in the U.S., but more DPOs in the EU

Profile of Professionals by Region

	U.S.	Canada	EU w/U.K.
Salary			
Median (in U.S. \$000)	\$150.0	\$72.2	\$98.2
Mean (in U.S. \$000)	\$157.3	\$75.8	\$107.5
Certifications			
CIPx (NET)	75%	61%	66%
No certification at all	14%	25%	21%
Privacy Role			
Privacy lead	39%	43%	47%
Data protection officer	4%	2%	42%
Have chief privacy officer title	17%	8%	8%
Average years of privacy experience	8	9	7
Number of Hours Per Week Spent on Privacy			
Average number of hours	31	29	33
Gender			
Male	46%	34%	56%
Female	53%	66%	42%

Significantly different from total

For U.S. organizations, privacy leaders are more likely to be located in their firm's legal department

Profile of Professionals by Region

Department Privacy Leader is Based	U.S.	Canada	EU w/ U.K.
Legal	50%	27%	38%
Regulatory compliance	14%	12%	15%
Information security	11%	9%	8%
Information technology	5%	12%	5%
Corporate ethics	4%	2%	7%
Human resources	1%	2%	2%
Finance and accounting	1%	3%	3%
Internal audit	1%	0%	1%
Records management	0%	3%	1%
Marketing	0%	0%	1%
Government affairs	0%	2%	1%
Other	11%	28%	18%

■ Significantly different from total

C3. In which department within your organization is the privacy leader located?

Respondents in the U.S. more likely to work for larger companies than those in other regions

Size of Company by Region

Company Size	U.S.	Canada	EU w/ U.K.
1-250 employees	10%	21%	14%
251-1,000 employees	8%	21%	10%
1,001-5,000 employees	18%	26%	18%
5,001-25,000 employees	23%	20%	18%
25,001 or more employees	42%	13%	41%

A6. What is the total number of employees in your company (full-time and part-time)?

Privacy salaries highest in the U.S. among medium and large firms

Privacy Professionals' Median Salary (In U.S. \$000)

Company Size	U.S.	Canada	EU w/ U.K.
1-250 employees	\$135.0	\$69.9	\$78.6
251-1,000 employees	\$137.5	\$76.0	\$85.2
1,001-5,000 employees	\$160.0	\$72.2	\$97.2
5,001-25,000 employees	\$145.0	\$74.5	\$100.9
25,001 or more employees	\$150.0	\$72.2	\$111.4

A6. What is the total number of employees in your company (full-time and part-time)?

Salary Trend By Certification

Mean Salary (In U.S. \$000) By Certification Status, Over Time

Salary Among Those With	2012	2013	2015	2017	2019
CIPP/C	\$115.6	\$116.5	\$100.4	\$98.2	\$102.3
CIPP/E	\$215.0	\$122.6	\$131.8	\$122.3	\$136.4
CIPP/G	\$119.5	\$125.1	\$162.6	\$140.8	\$164.4
CIPP/US	\$127.9	\$138.4	\$149.5	\$151.1	\$164.9
CIPM	N/A	N/A	\$145.6	\$137.0	\$140.7
CIPT	\$116.1	\$122.1	\$143.9	\$133.4	\$154.1
Multiple CIPxs	N/A	N/A	N/A	\$143.0	\$151.8



B1. What is your current base salary (expressed in U.S. dollars)?

Salary Trend by Years In Privacy

Median Salary By Years in Privacy, Over Time

Salary Among Those Whose Privacy Experience Is:	2015	2017	2019
0–5 years	\$110.0	\$99.0	\$104.8
6–10 years	\$118.7	\$123.0	\$138.0
11–15 years	\$116.0	\$130.0	\$141.0
16–20 years	*	\$146.5	\$160.0
21–25 years	*	\$158.4	\$170.3

** Number of respondents is too small to report reliable results*

B1. What is your current base salary (expressed in U.S. dollars)?