

# 2019 Digital Services Salary Report

A deep dive into how firms compensate their employees and owners.



**Bureau of  
Digital**

# About This Report

This report is a joint project between the Bureau of Digital and Promethean Research. The objectives of our Digital Services Salary Survey were to understand how digital service firms compensate their employees and owners, and to examine how it relates to the firm's overall profitability and revenue growth.

The survey was open to the Bureau of Digital community and the broader digital services community during May 2019. Ninety-three percent of respondents were companies associated with the Bureau of Digital community. The remaining 7% of the survey's participants came from Promethean Research's network of agencies who had not previously interacted with the Bureau of Digital.

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This report is the result of the compiled responses from digital service firm owners across 24 countries and 43 U.S. states. It is based on 1,082 individual employee salaries, 123 individual owner salaries, across 67 digital service companies.

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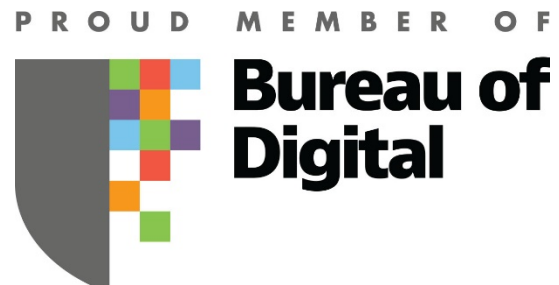
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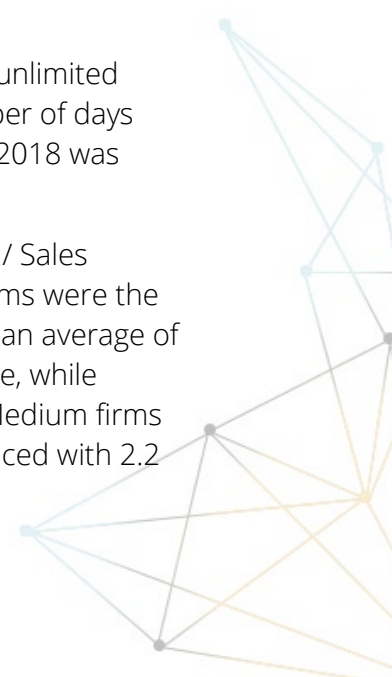
# Glossary

- Firm Size
  - Studio: <10 employees
  - Small: 10-24 employees
  - Medium: 25-49 employees
  - Large: >50 employees
- Firm Age
  - Young: <5 years old
  - Intermediate: 5-10 years old
  - Established: >10 years old
- Service Specialization
  - Extreme Service Specialists: Offered 3 or fewer services
  - Service Specialists: Offered 4-7 services
  - Service Generalists: Offered 8-11 services
  - Extreme Service Generalists: Offered 12-15 services
- U.S. Regions
- Industry Specialization
  - Extreme Industry Specialists: Offered 3 or fewer services
  - Industry Specialists: Offered 4-7 services
  - Industry Generalists: Offered 8-11 services
  - Extreme Industry Generalists: Offered 12-16 services
- Employee Work Locations
  - Remote: Offsite employees who aren't required to work from an office
  - In-office: Employees required to work from an office
  - Hybrid: Employees who are required to work from an office some of the time
- Turnover Rate
  - The percent of employees who left a firm during 2018

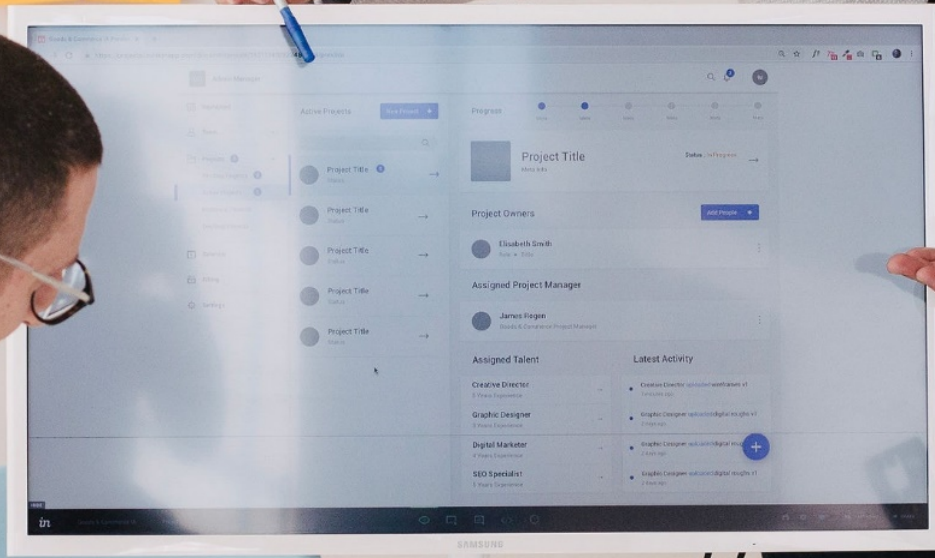


# Key Findings

- Average salaries are highest at Large firms (\$78k) and lowest at Small firms (\$63k).
- Studio firms plan to expand the most this year with expectations of a 31% growth in headcount.
- The highest U.S. salaries were seen in the Northeast at \$86k, while the lowest average salaries were in the South region at \$72k.
- The smaller the firm, the higher the concentration of designers in the employee mix.
- Medium firms tended to use significantly more contractors than other firms.
- Comparing North American salaries, United States salaries are on average 38% higher than Canadian.
- Service Specialist firms had the highest average salaries at \$70k, while the Extreme Service Specialists were slightly lower at \$67k.
- Remote employees were almost twice as experienced as their in-office counterparts.
- Studio and Medium firms tended to be the most specialized and serve the fewest industries.
- The average turnover rate for companies in our survey was 24% in 2018.
- Large firms had the lowest turnover rates at 13%, while Medium firms had the largest at 33%.
- The average number of Paid Time Off (PTO) days offered increases with firm size.
- For firms that provide “unlimited PTO” the average number of days taken by employees in 2018 was 19.5.
- Business Development / Sales employees at Studio firms were the most experienced with an average of 12.8 years of experience, while Account Managers at Medium firms were the least experienced with 2.2 years.



# Company Composition





## Size, Age & Composition

We categorized respondents to our survey into four sections according to firm size: Studio (less than 10 employees), Small (10 to 24 employees), Medium (25 to 49 employees), and Large (50 or more employees). Studio-sized firms made up 36% of respondents, Small firms were the largest group at 40%, Medium-sized firms were 16%, and Large firms were 8%.

The average Studio-sized company in our survey had 6 employees, Small-sized firms had an average of 15 employees, Medium-sized firms had an average of 31 employees, and Large firms averaged 59 employees.

As firms grow, the type of talent they employ changes. Smaller firms have a much higher concentration of designers than Large firms (28% of Studio-sized firm's employees are designers vs. 9% of Large-sized firms). The concentration of developers tends to rise with company size. Both Business Development / Sales and Operations make up a similar percentage of employees from Studio to Medium, but Large companies employ more of these positions.

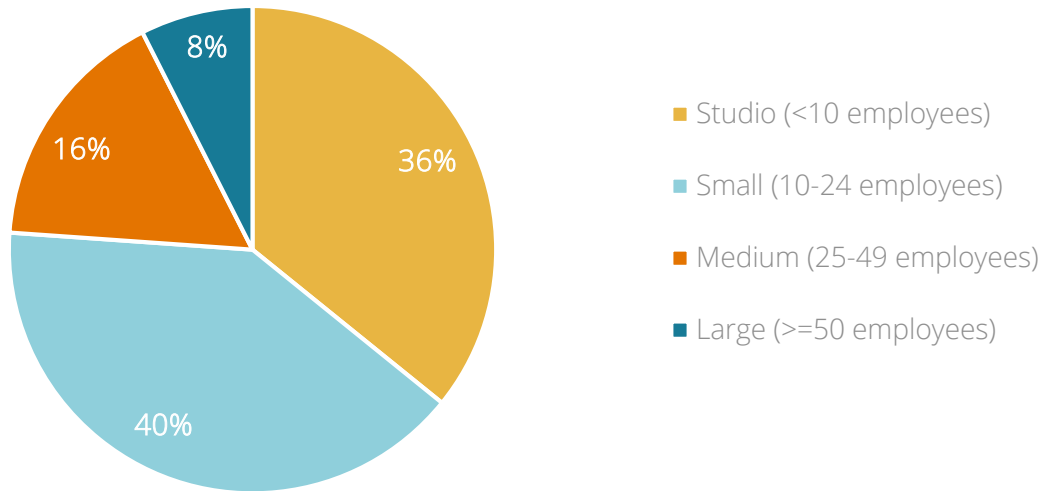
We also categorized respondent companies based on age into three sections: Young (less than 5 years old), Intermediate (5 to 10 years old), and Established (over 10 years old). Most responses, 58%, came from firms in the Established category, while Intermediate aged firms accounted for 36% of the total, and Young firms comprised 6% of survey responses.

Firm size and age distributions for this survey are similar to other survey work we have performed on this market. We believe this survey provides an accurate representation of the digital services marketplace.

Smaller firms have a much higher concentration of designers than Large firms (28% of Studio-sized firm's employees are designers vs. 9% of Large-sized firms).

## Surveyed Company Sizes

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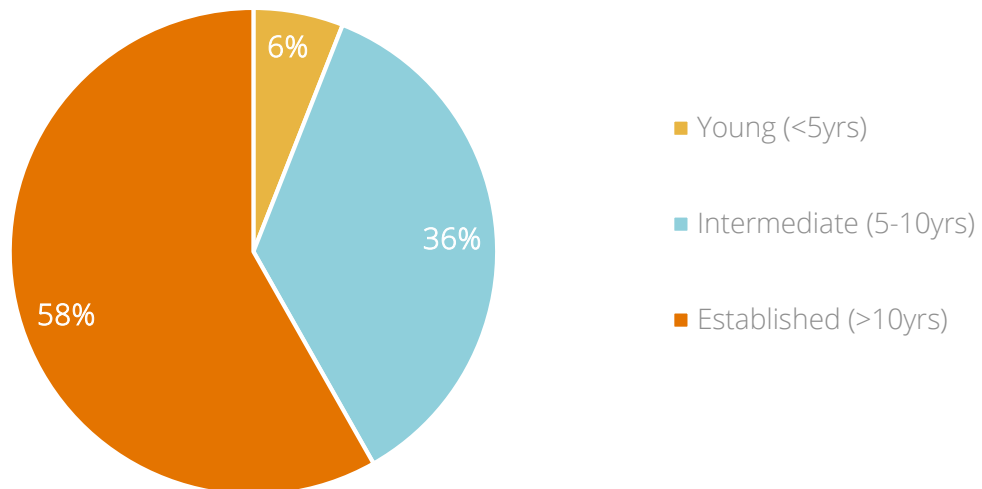


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Source: Promethean Research

## Surveyed Company Ages

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Source: Promethean Research

# Growth & Profitability

Most owners in this survey have a positive outlook for their growth prospects in 2019. Owners expect top-line growth of 17% on average in 2019. This average is skewed by a very optimistic group of Medium companies. They expect to grow revenue at an average rate of 31% Y/Y in 2019. Even accounting for faster-growing outliers, Medium company owners are still the most optimistic about 2019. The other three groups are much more in-line with the overall average. Studio firms expect to see 13% Y/Y revenue growth in 2019, Small firms expect to see 15% growth, and Large firms expect to grow at a rate of 18%.

To service this revenue growth, owners expect to add significantly to their company's headcount in 2019 with average headcount expected to increase 22% Y/Y.

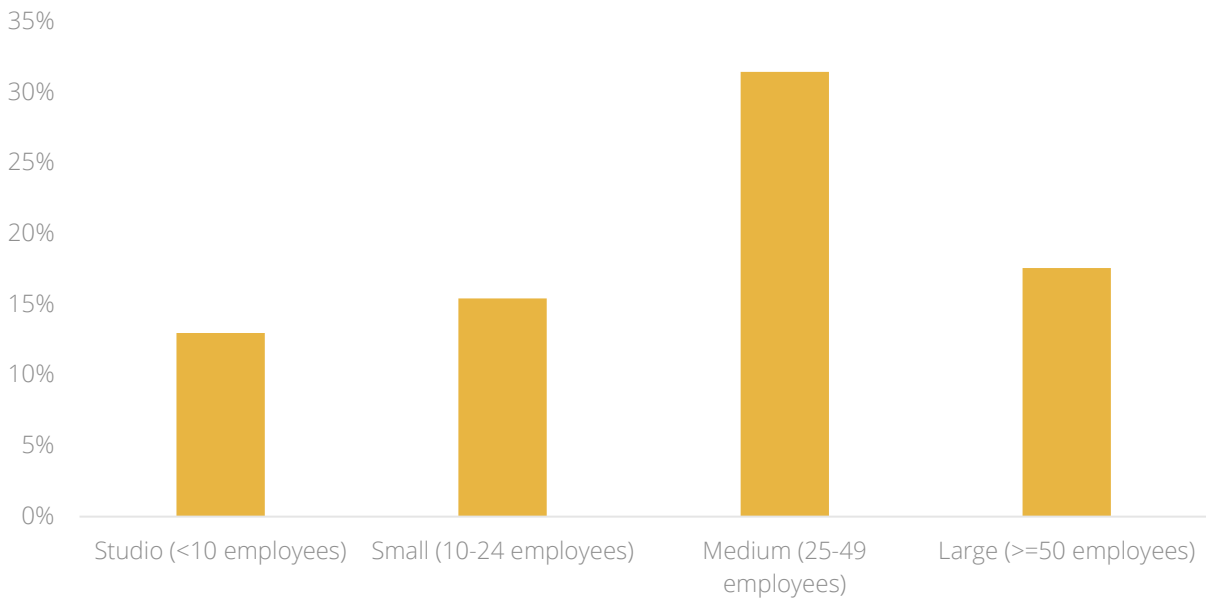
Studio firms plan to expand the most with expectations of a 31% growth in headcount. Medium firms expect to grow the next fastest at 24%, Small firms expect to grow their headcounts at a rate of 17%, while Large firms expect to grow their headcounts the least at 10% Y/Y. Studio firms expecting to grow headcount 2x faster than revenue could mean they expect additional upside to their revenue growth estimates.

Owners in prior surveys reported strong profitability in 2018 and this survey's respondents were no different, with a reported average profitability of 17%.

Owners expect to add significantly to their company's headcount in 2019 with average headcount expected to increase 22% Y/Y.

## Expected 2019 Revenue Growth Rates

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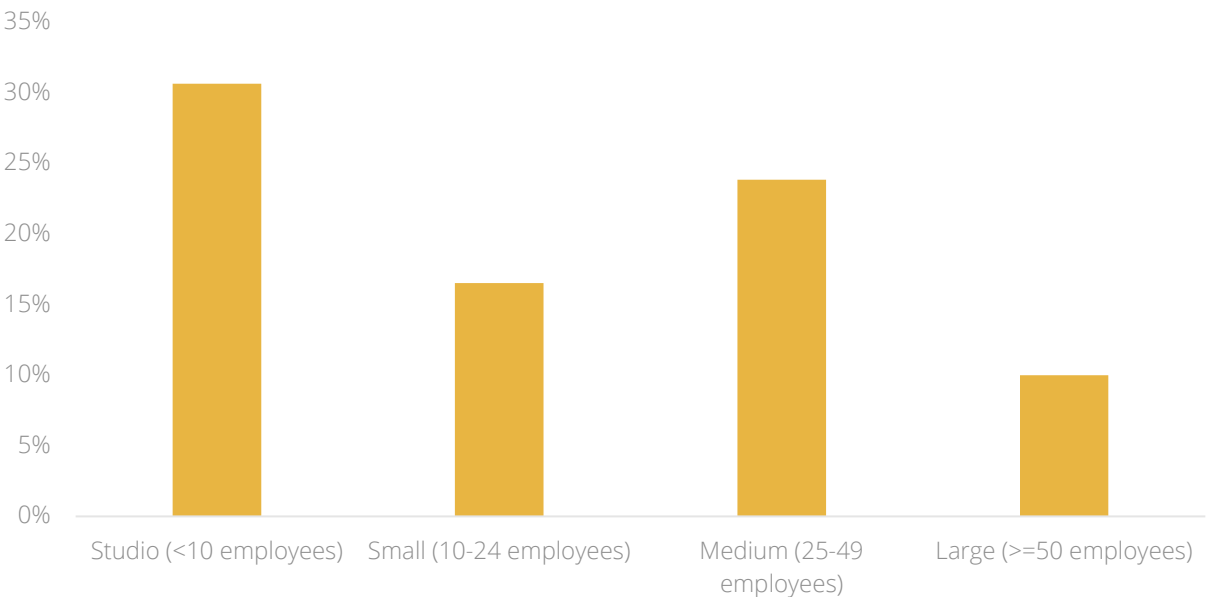


Source: Promethean Research

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## Expected 2019 Headcount Growth Rates

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Source: Promethean Research

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# Contractor Usage

The average company in our survey works with six contractors. Medium companies tended to use significantly more contractors than other firms.

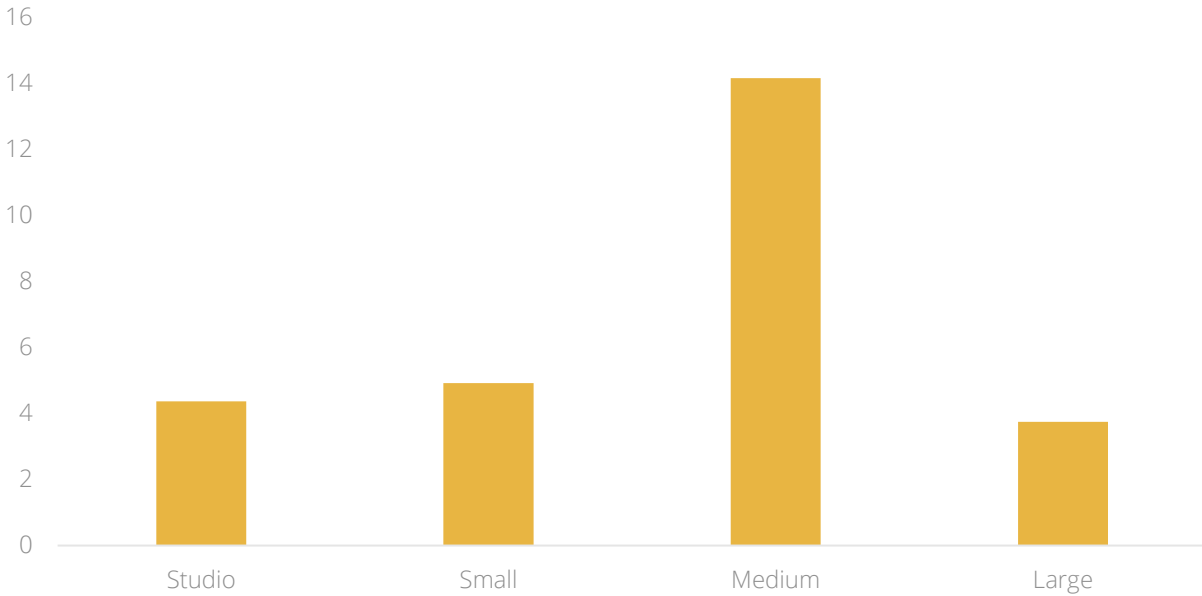
We found no correlations between the use of contractors and 2018 revenue growth or profitability in our study. However, firms that used more contractors expect to grow faster in 2019. We found a slight positive correlation between the use of contractors and owner outlooks for 2019 revenue growth.



Medium companies tended to use significantly more contractors than other firms.

## Average Number of Contractors Used by Firm Size

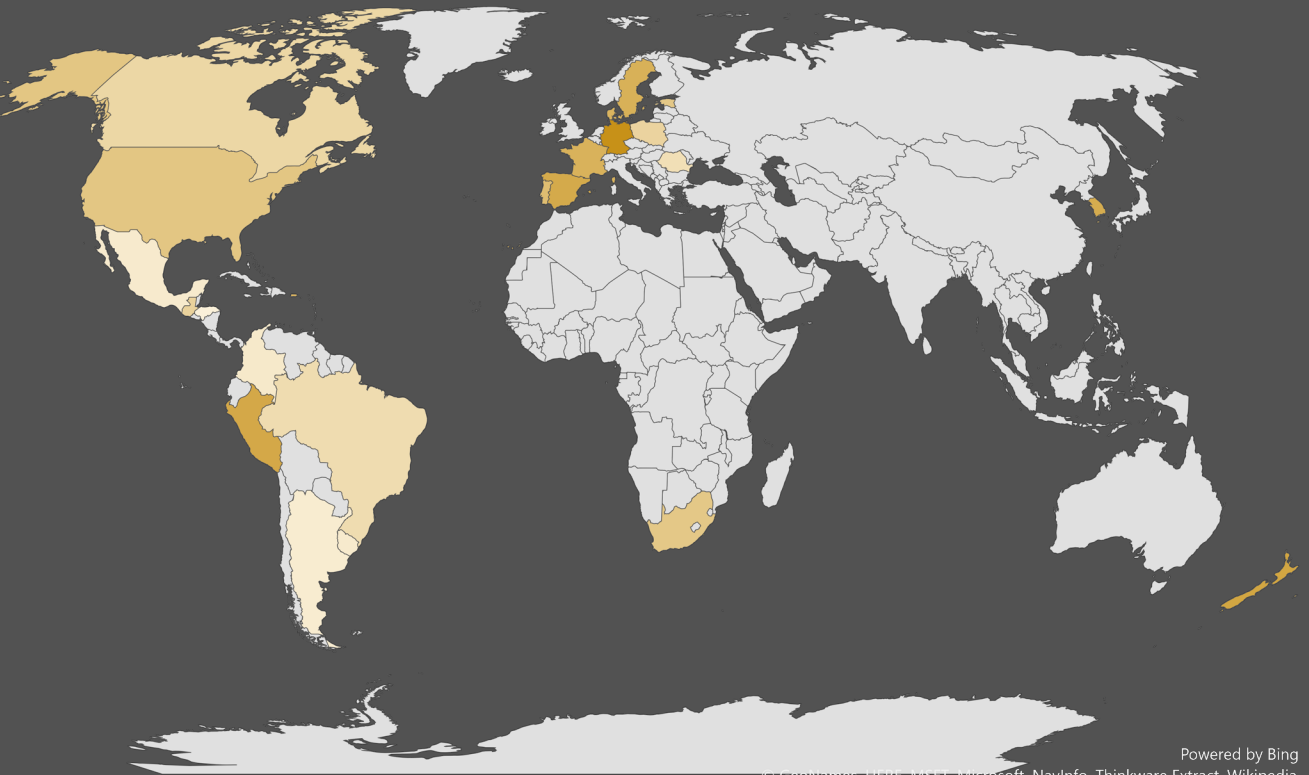
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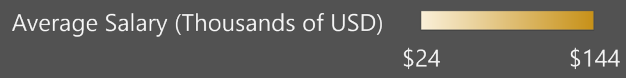
*Source: Promethean Research*

# Employee Compensation





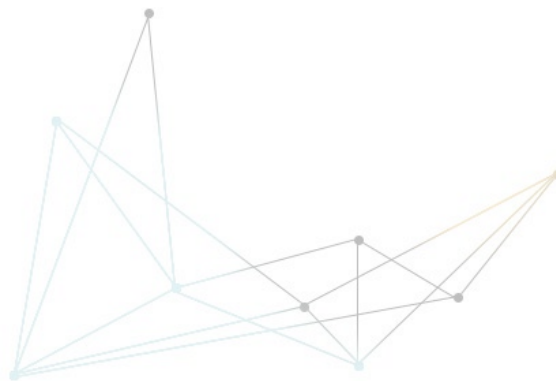
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# Global Salaries

Firms located in western European countries tended to pay higher average salaries than those in the Americas with an average salary of \$99k USD versus \$55k USD for the Americas. United States salaries are 38% higher than Canadian.



Country	Average Salary (Thousands of USD)
Honduras	\$24
Argentina	\$29
Mexico	\$31
Uruguay	\$31
Colombia	\$33
Romania	\$46
Brazil	\$49
Canada	\$56
Poland	\$60
Guatemala	\$62
Estonia	\$75
South Africa	\$75
United States	\$77
England	\$81
Portugal	\$89
Denmark	\$100
Puerto Rico	\$100
France	\$102
Sweden	\$104
South Korea	\$110
Spain	\$112
Peru	\$114
New Zealand	\$118
Germany	\$144

European countries tended to pay higher average salaries than those in the Americas.

# United States Salaries

Within the U.S., there was a 20% difference between regions with the highest and lowest average salaries. The highest were seen in the Northeast at \$86k, while the lowest average salaries were in the South region at \$72k.





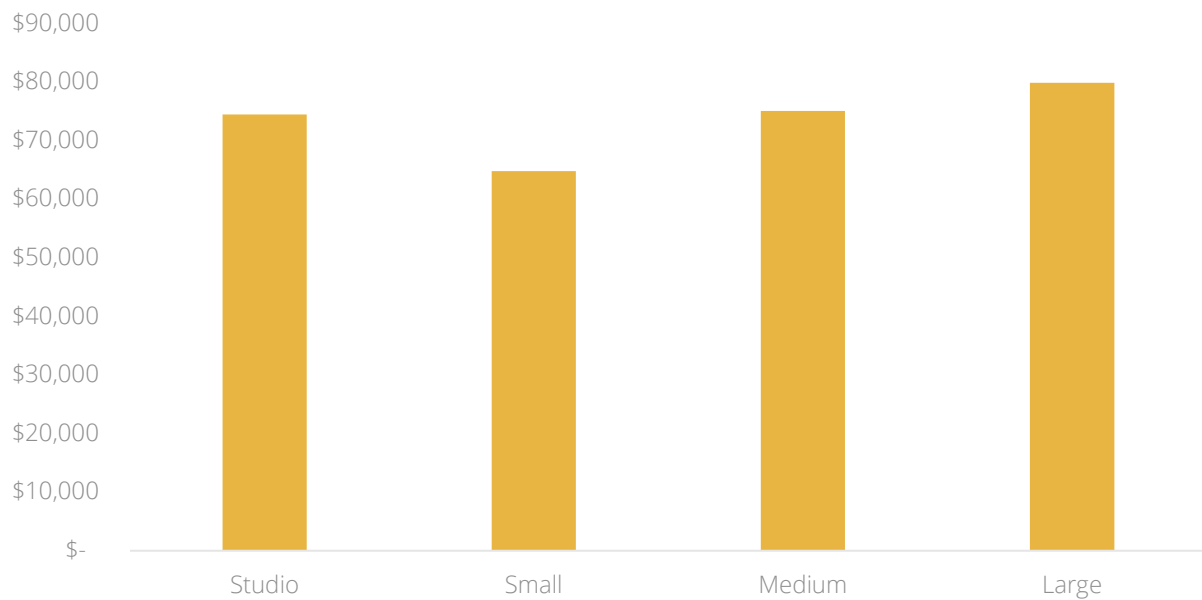
# Compensation by Role & Size

Average salaries are highest at Large firms (\$78k) and lowest at Small firms (\$63k). When examined by type of role, the average Operations employee at a Large firm earns the most at \$88k, compared to Operations employees at Studio firms earning \$39k. Business Development and Sales employees average salaries are similar across Small, Medium, and Large firms at ~\$80k.

When adding in average non-salary compensation of bonuses, profit sharing, and other cash compensation, Developers are the highest compensated among Studio firms at \$91k, while Business Development and Sales are the highest compensated among Small, Medium, and Large sized firms at \$83k, \$91k, and \$94k respectively. Studio (<10 employees) firms are the outliers when examining non-salary compensation as they pay an average of 186% more in non-salary compensation than Small, Medium, and Large firms.

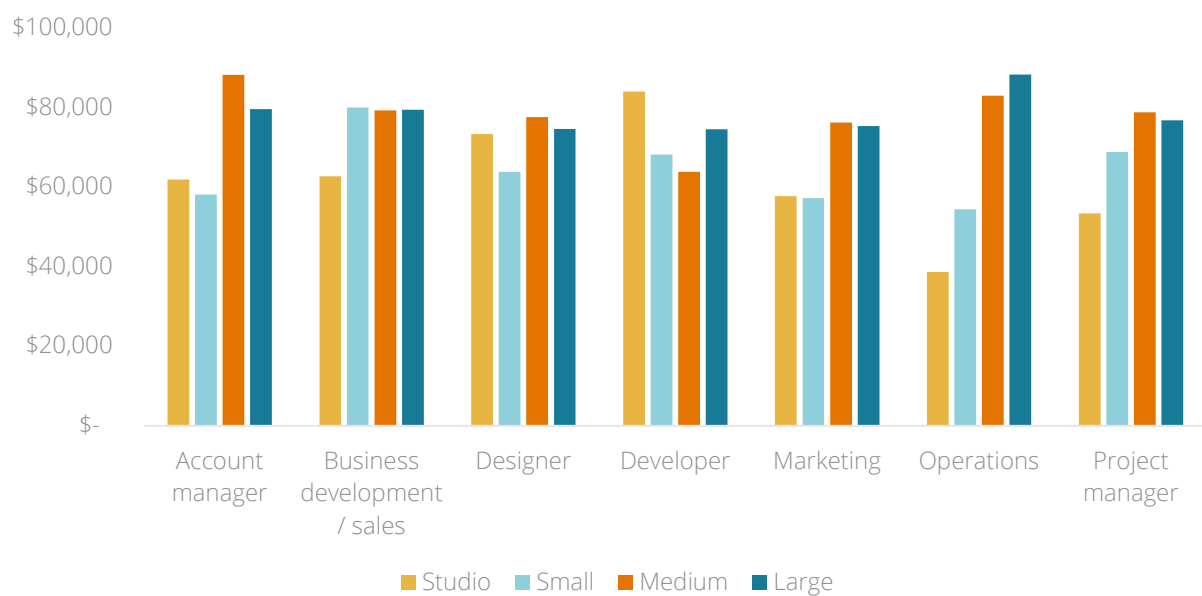
Developers are the highest compensated among Studio firms at \$91k, while Business Development and Sales are the highest compensated among Small, Medium, and Large firms at \$83k, \$91k, and \$94k respectively.

## Average Employee Salaries by Firm Size



Source: Promethean Research

## Average Employee Salaries by Firm Size & Main Role



Source: Promethean Research

# Services & Salaries

We categorized firms into four sections based on how many services they offer. Examples of services are: Web Design/Development, Digital Strategy, UX/UI Design, Mobile Design/Development, etc. Extreme Service Specialists offered three or fewer services, Service Specialists offered 4-7 services, Service Generalists offered 8-11 services, and Extreme Service Generalists offered 12-15 services.

All four types of firms had similar average salaries. Service Specialist firms had the highest average salaries at \$70k, while the Extreme Service Specialists were slightly lower at \$67k.

The number of services offered tends to increase with company size, until reaching the size of a Large firm. At that point they trim service offerings to just below what a Small firm offers. Studio sized firms were the most specialized and tended to primarily offer Web Design/Development, UX/UI Design, Digital Strategy, and UX/UI Strategy services.

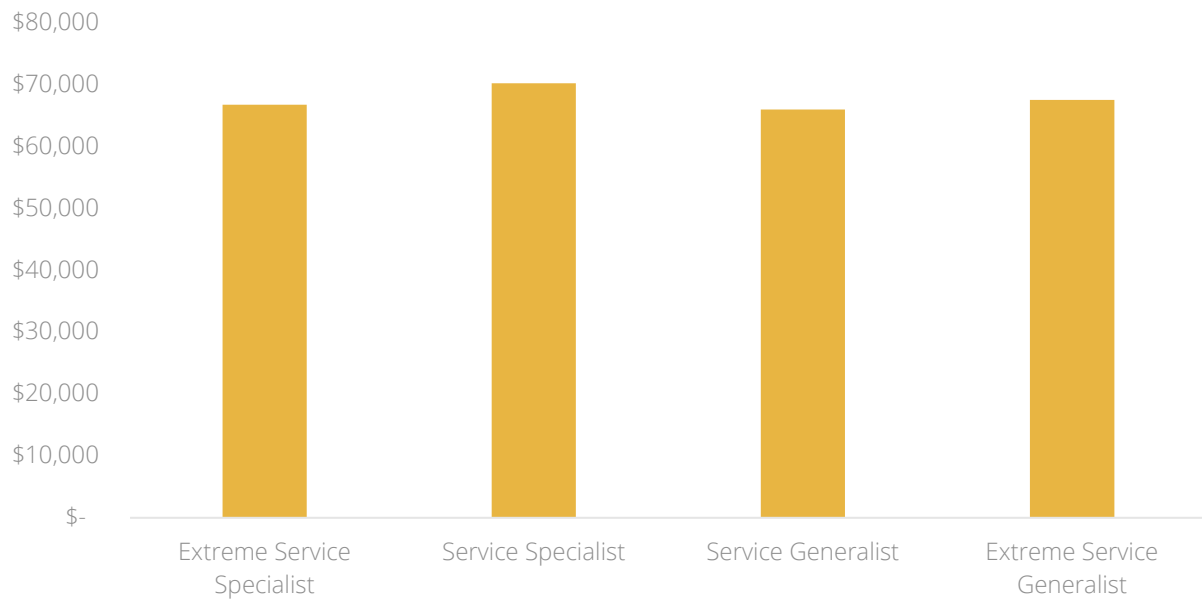
Small sized firms offered a similar suite of services, but tended to branch out more into Mobile Design/Development, SEO/SEM/PPC, App Design/Development, Identity/Brand Design, Graphic Design, and eCommerce.

Medium firms offered a similar suite of services as Small firms but put more resources into eCommerce.

The Large firms in our survey offered a suite of services more similar to the Studio sized firms, but slightly expanded into more Graphic Design, and Content Marketing.

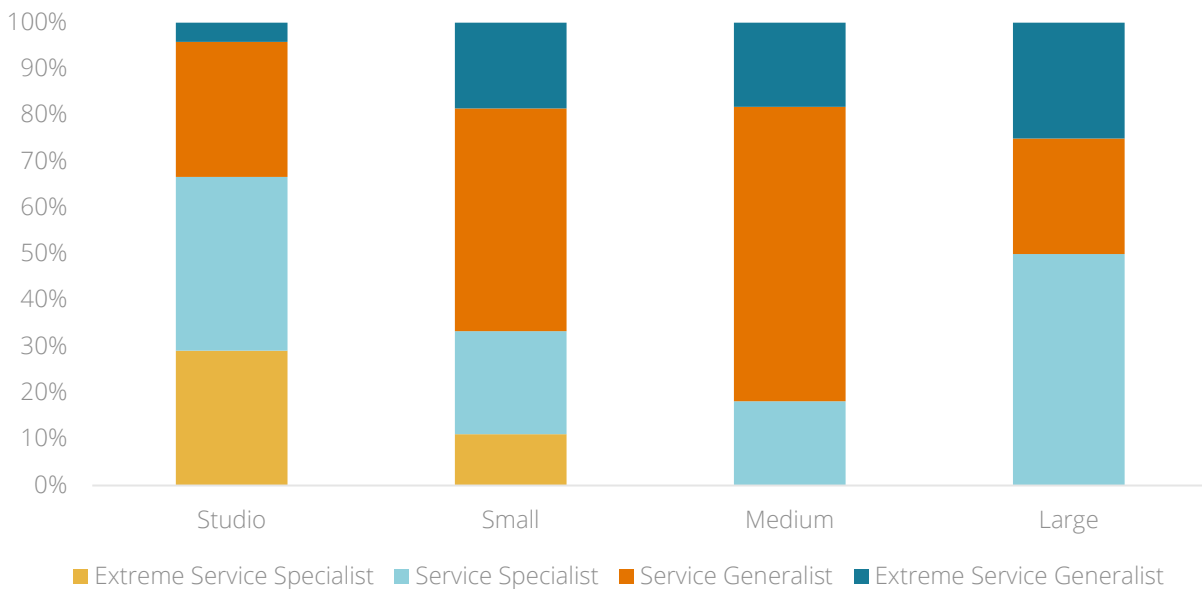
The number of services offered tends to increase with company size, until reaching the size of a Large firm. At that point they trim service offerings to just below what a Small firm offers.

## Average Employee Salary by Service Specialization



Source: Promethean Research

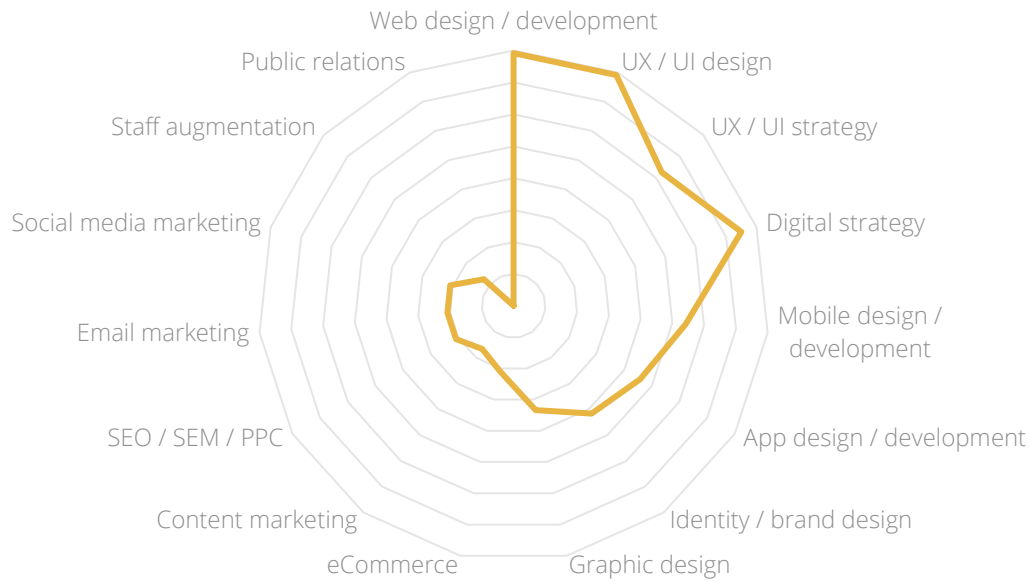
## Service Specialization Type by Firm Size



Source: Promethean Research

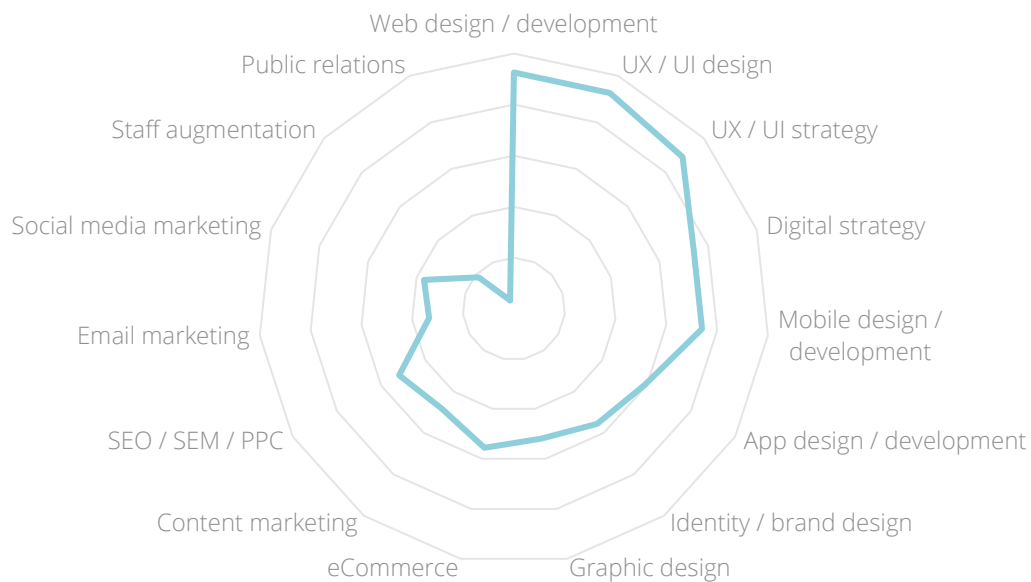


## Average Studio Firm Services Offered



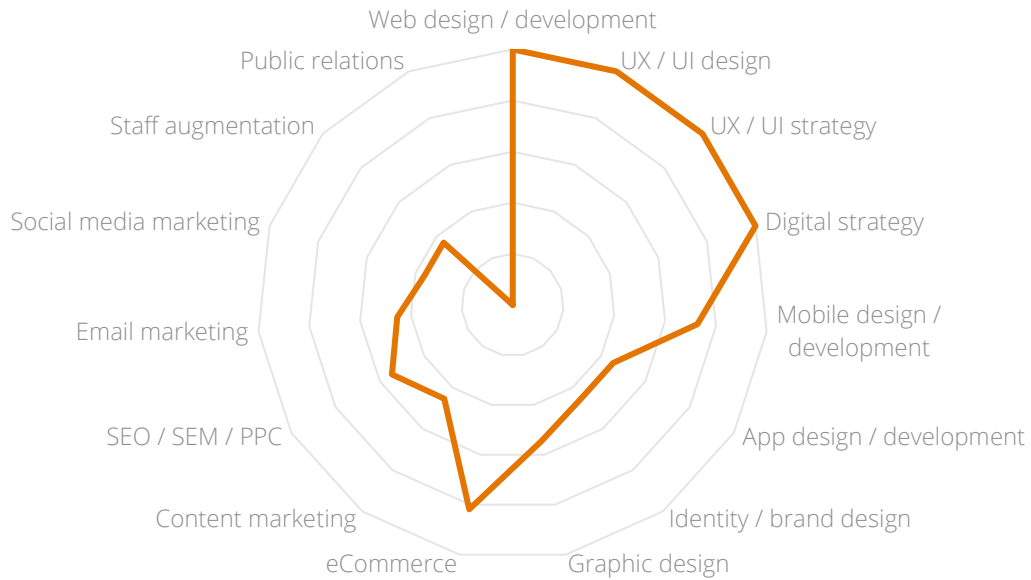
Source: Promethean Research

## Average Small Firm Services Offered



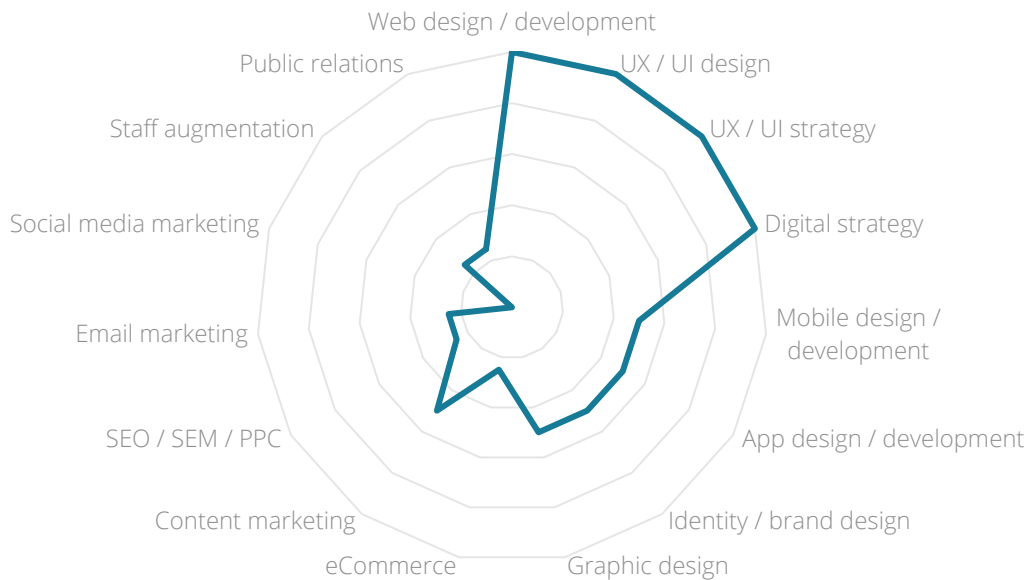
Source: Promethean Research

## Average Medium Firm Services Offered



Source: Promethean Research

## Average Large Firm Services Offered



Source: Promethean Research

## Industries & Salaries

We categorized firms into four sections based on how many industries they serve. Extreme Industry Specialists served three or fewer industries, Industry Specialists served 4-7 industries, Industry Generalists served 8-11 industries, and Extreme Industry Generalists served 12-16 industries. Industry Specialist firms paid the most in average salaries, while Industry Generalist firms paid the least. We also found positive correlations between higher average salaries and profitability and revenue growth.

When examining industry specialization, Studio and Medium sized firms tended to be the most specialized and serve the fewest industries, while Large-sized firms served slightly more and Small firms served significantly more. The most commonly served industry by companies in our survey was the Healthcare industry, followed by Higher Education, and Financial/Legal/Insurance/Professional Services.

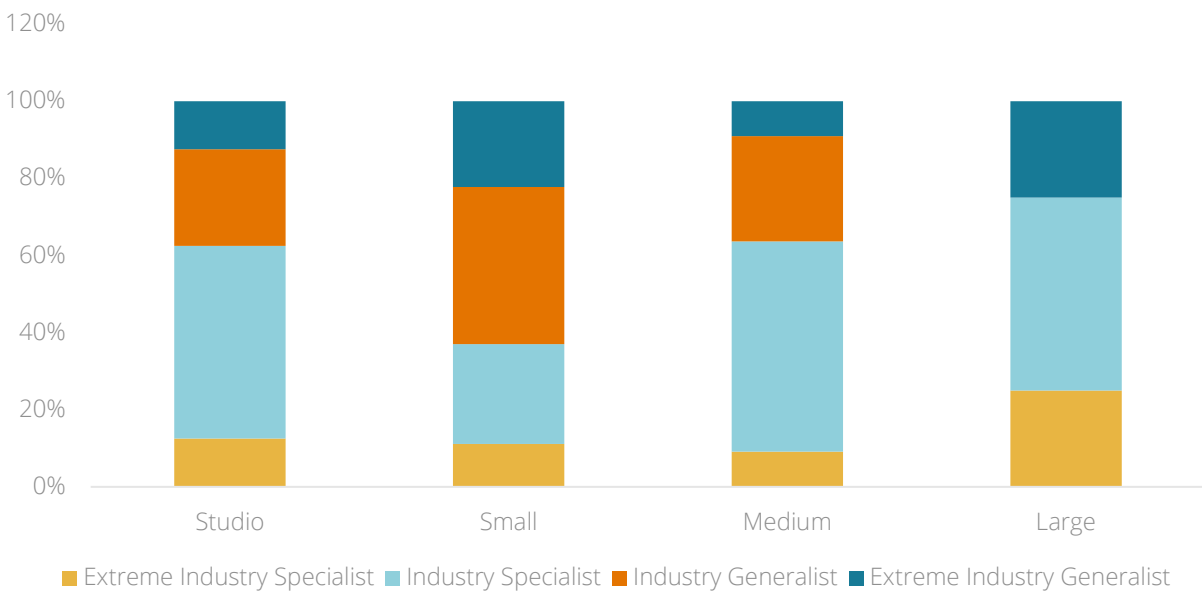
The most commonly served industry by companies in our survey was the Healthcare industry, followed by Higher Education, and Professional Services.

## Average Employee Salary by Industry Specialization



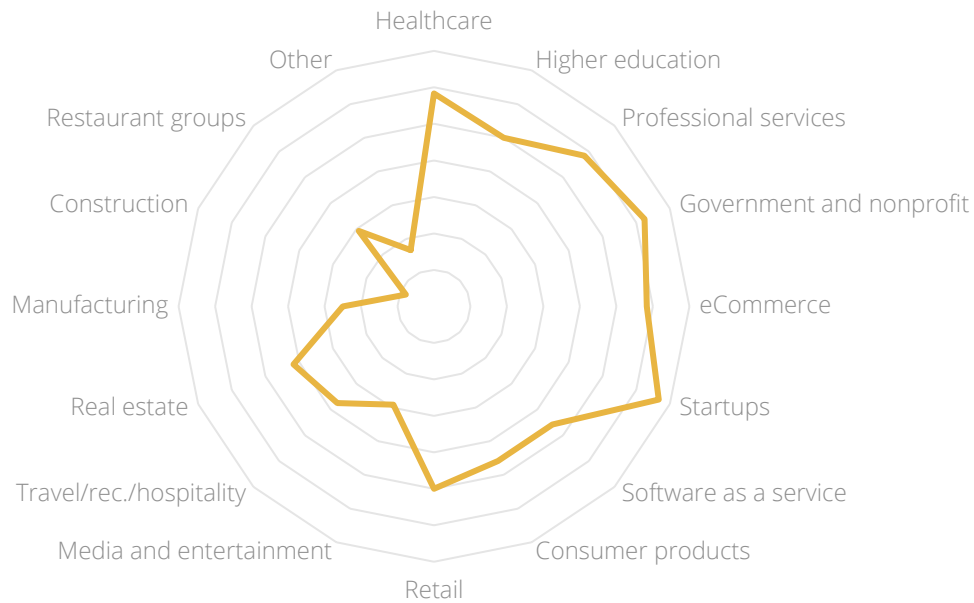
Source: Promethean Research

## Industry Specialization Type by Firm Size



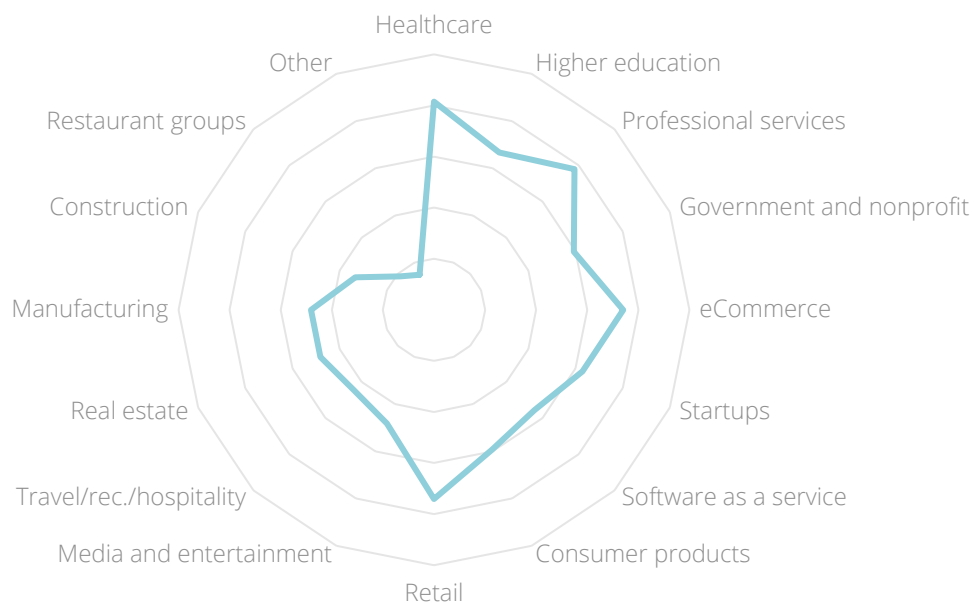
Source: Promethean Research

## Average Industries Served by Studio Firms



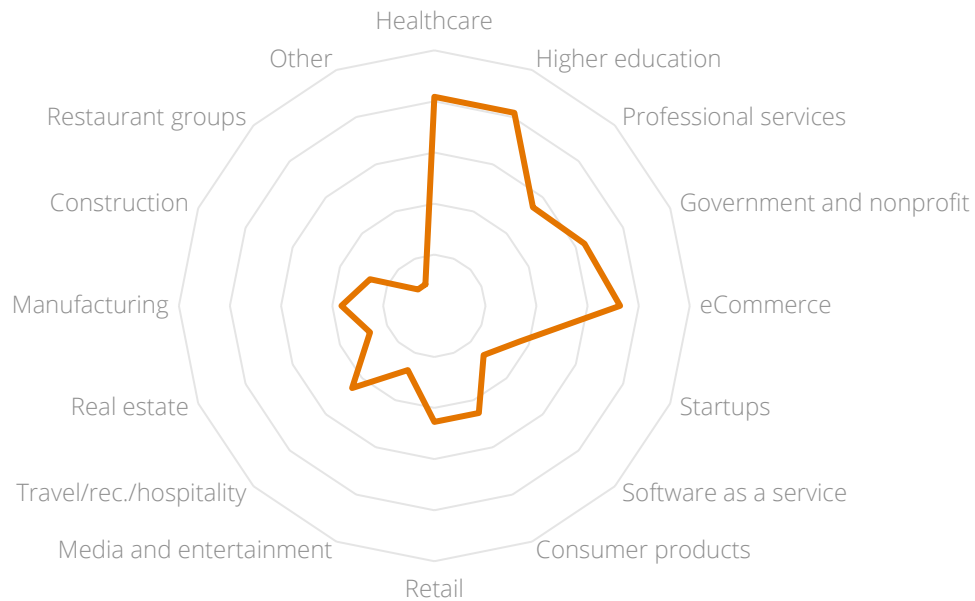
Source: Promethean Research

## Average Industries Served by Small Firms



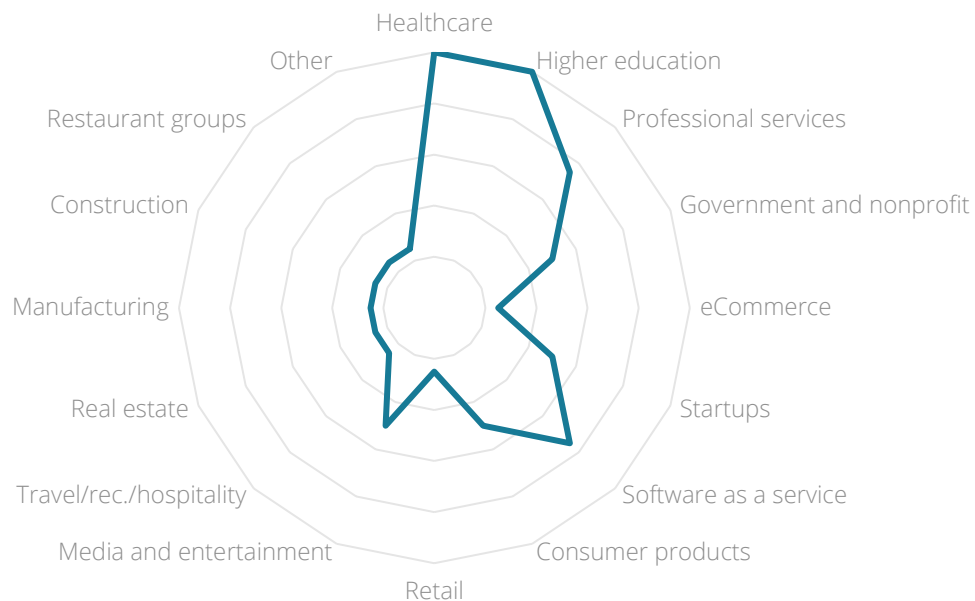
Source: Promethean Research

## Average Industries Served by Medium Firms



Source: Promethean Research

## Average Industries Served by Large Firms



Source: Promethean Research

# Employee Turnover

The average turnover rate for companies in our survey was 24% in 2018. We calculated this by taking the number of employees who left in 2018 and dividing it by the average employee counts at the beginning of 2018 and 2019. Large firms had the lowest turnover rates at 13%, while Medium firms had the largest at 33%. Studio firms saw rates of 20% while Small firms experienced slightly more turnover at 25%.

The age of the firm had little impact on the turnover rate. Young firms had the highest turnover rate at 26%, Intermediate firms had the lowest rate of 22%, and Established firms had a turnover rate of 25%.

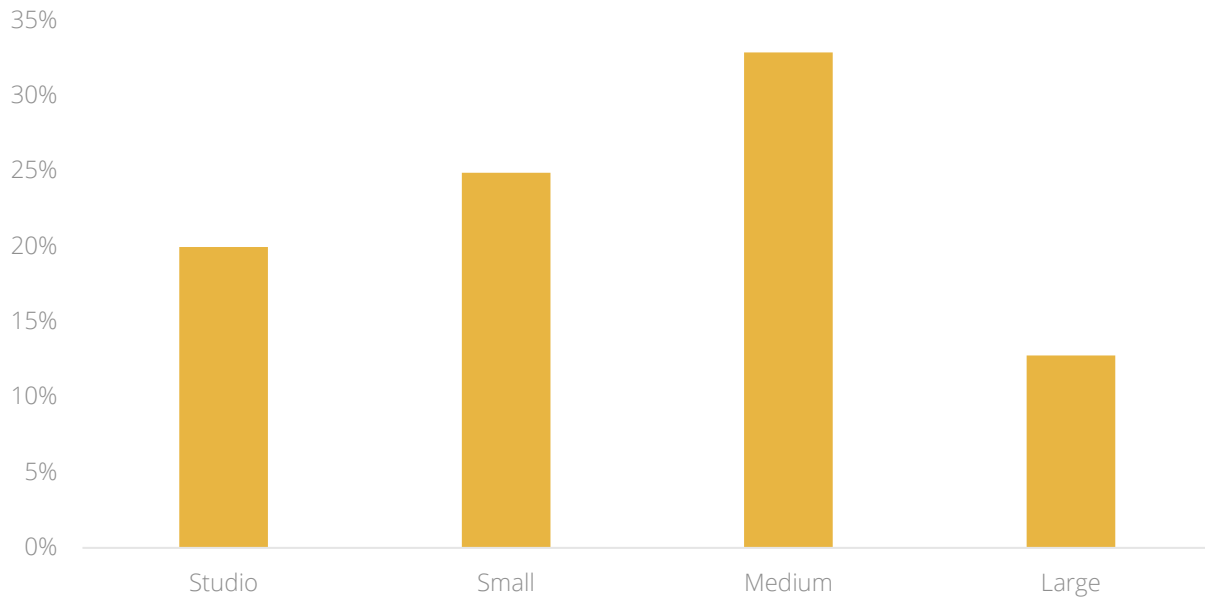
We found no strong relationships between turnover rates and average salaries, firm profitability, or revenue growth rates.



The average turnover rate for companies in our survey was 24% in 2018.

## Average Employee Turnover Rate by Firm Size

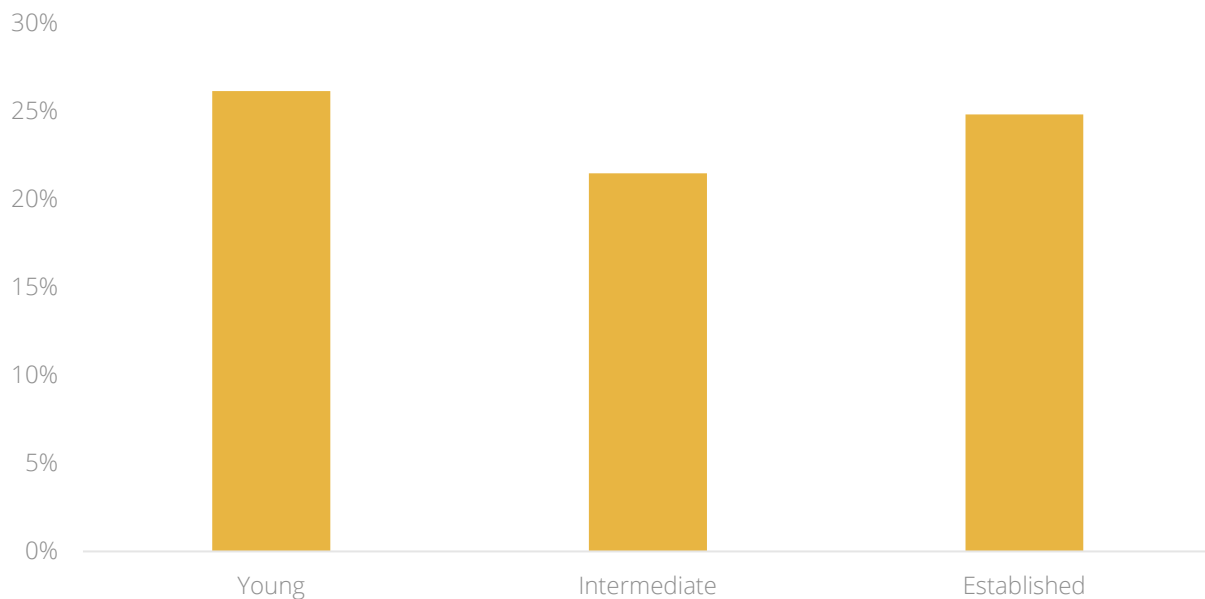
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Source: Promethean Research

## Average Employee Turnover Rate by Firm Age

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Source: Promethean Research



# Non-salary Compensation & Benefits

Studio firms (<10 employees) tend to shift more of their employee's compensation to non-salary items (options, bonuses, and profit-sharing plans), while Medium and Large firms tend to guarantee more compensation in salaries.

Business Development / Sales employees earned the highest average non-salary compensation at \$11,000. Excluding Business Development / Sales, the average non-salary compensation for employees was \$1,451. Designers and Account Managers were on the high-end with \$1,956 and \$1,896 respectively, with Project Managers at the lowest with \$1,171.

The average number of Paid Time Off (PTO) days offered increases with firm size. Studio firms averaged 13 PTO days per employee, Small firms averaged 14 days, and Medium and Large firms averaged 19 days.

PTO among genders was relatively equal, men and women received similar PTO with women averaging 17 days and men averaging 16. Account Managers and Marketing employees received the lowest average PTO at 15 days each, while Project Managers received the most at 18 days.

47% of employees at Large firms had unlimited PTO. This fell to 19% for Medium companies, 24% for Small companies, and 28% for Studio firms. For firms that provide "unlimited PTO" the average number of days taken by employees in 2018 was 19.5.

For U.S. employees in our survey, the average annual health insurance benefit was \$5,212. The average annual life insurance benefit was \$808, the average annual dental/vision insurance benefit was \$590, and the average annual retirement benefit was \$2,600. The average annual other insurance benefit in the U.S. was \$543.

For firms that provide “unlimited PTO” the average number of days taken by employees in 2018 was 19.5.

Additional benefits also included childcare, gym memberships, commuting/travel assistance, conference stipends, and technology stipends. Childcare benefits were rare with less than 1% of employees receiving them. 12% of employees received gym memberships or discounts. The likelihood of gym benefits increased with company size with 7% of Studio employees and 16% of Large employees receiving them.

Wellness programs were more prevalent with an average participation of 13%. Commuting / travel assistance was provided to 18% of employees and it was steady at Studio, Small, and Medium firms but instances fell at Large firms to 16% of employees. Conference stipends were provided to 36% of employees with Studio, Small, and Medium firms offering them to 39-40% of their employees. Conference stipends were offered to only 22% of employees at Large companies. Finally, technology stipends were offered to 22% of all employees, with Studio firms offering them the most often, to 41% of their employees. Small and Large companies both offered technology stipends to 28% of their employees, and Medium firms came in last, offering them to only 7% of employees.

Firm Size	Average Annual Salary	Average Total Non-Salary Compensation	Average Total Compensation
Studio	\$70,000	\$4,453	\$74,454
Small	\$63,249	\$1,534	\$64,783
Medium	\$73,578	\$1,477	\$75,055
Large	\$78,223	\$1,663	\$79,886
Average	\$70,738	\$1,856	\$72,593

# Billable Hours

Billable hours for Designers grew as company size increased but fell for Large-sized companies.

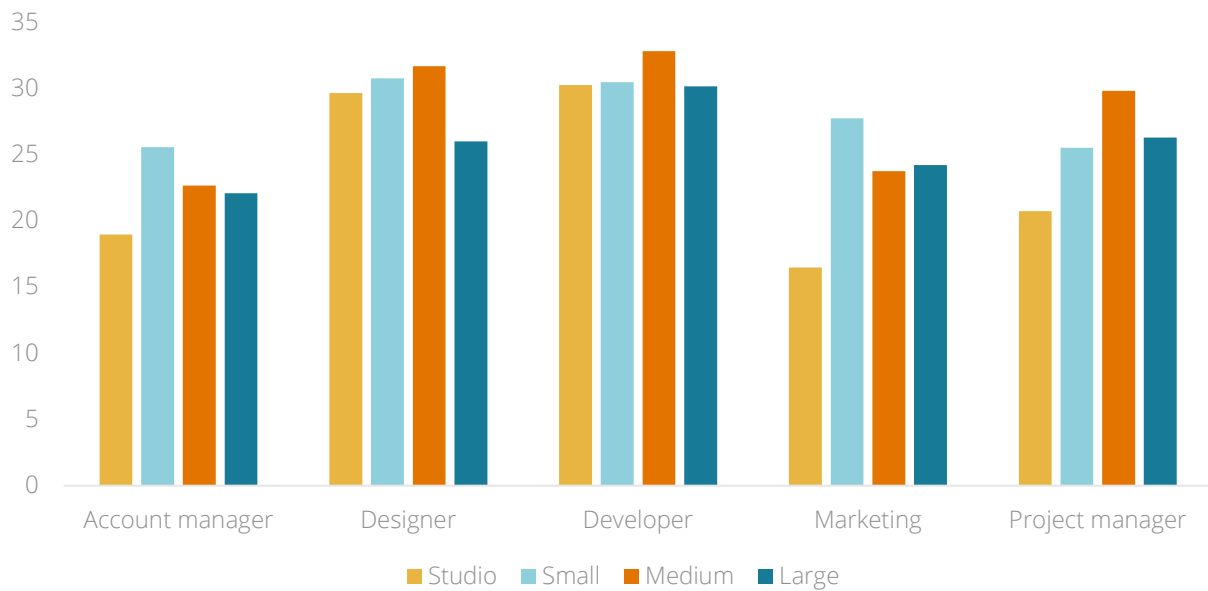
Expected billable hours for Account Managers, Designers, Developers, Marketers, and Project Managers averaged 30 hours per week. Account Managers were expected to bill 23 hours per week, Designers were expected to bill 30 hours per week, Developers were expected to bill 31 hours per week, Marketing employees were expected to bill 25 hours per week, and Project Managers were expected to bill 27 hours per week.

Billable hours for Designers grew as company size increased but fell for Large companies. Developer hours were stable across company sizes, approximately 31 billable hours per week. Project Managers were expected to bill more hours as company sizes grew, falling back slightly when moving from Medium to Large companies.

Expected non-billable hours for Account Managers, Designers, Developers, Marketers, and Project Managers averaged 10 hours per week. Non-billable hours for Account Managers and Developers trended down as company size grew. Non-billable hours for Designers remained stable at roughly 8 hours per week except for Large firms where it grew to 14 hours per week. Non-billable hours for Marketers fell sharply from Studio to Small firms, and then rose with company size. Hours for Project Managers trended slightly up with company size.

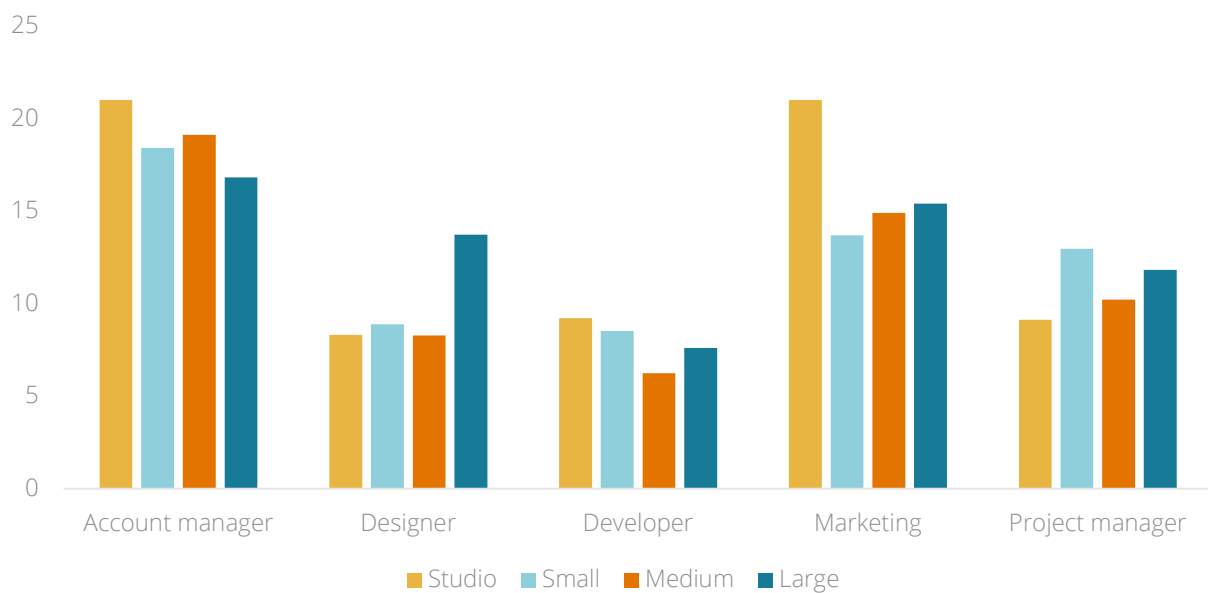
Total expected hours were stable for Designers, Developers, and Marketers at approximately 39 hours per week. Account Managers total expected hours per week averaged 40 for Studio firms, 44 for Small firms, 42 for Medium firms, and then fell back to 39 for Large firms. Project Managers at Studio firms were expected to put in 30 hours per week.

## Expected Weekly Billable Hours by Main Role & Firm Size



Source: Promethean Research

## Expected Weekly Non-billable Hours by Main Role & Firm Size



Source: Promethean Research

## Experience & Salaries

Remote employees were twice as experienced as in-office employees and were compensated an average of 23% more.

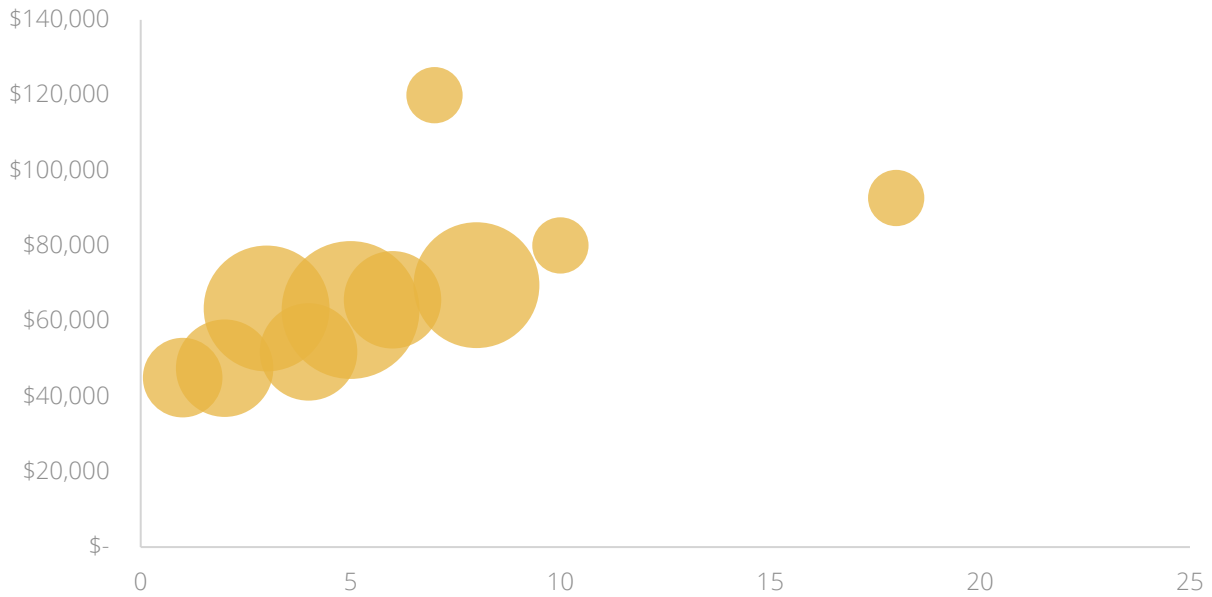
The average employee in our survey has 6.7 years of experience and has been working at their current company for 3.4 years. Account managers are by far the most inexperienced of the employee types, with an average of just 3.7 years of experience. Based on our findings, each additional year of experience is worth approximately a 4.5% increase in salary. Account Managers who were employed at a company longer had a positive correlation with a firm's 2018 revenue growth rate.

When taking firm size into account, Account Managers at Medium firms were the least experienced with 2.2 years of experience, while Business Development / Sales employees at Studio firms were the most experienced with an average of 12.8 years of experience.

Average experience decreases as firm size increases with Studio firm employees having an average of 8.5 years of experience, Small firms with 7.1 years of experience, Medium firms with 6.5 years, and Large firms with 5.3 years of experience. Designers were the only employee type that went against this trend and were more experienced at larger companies.

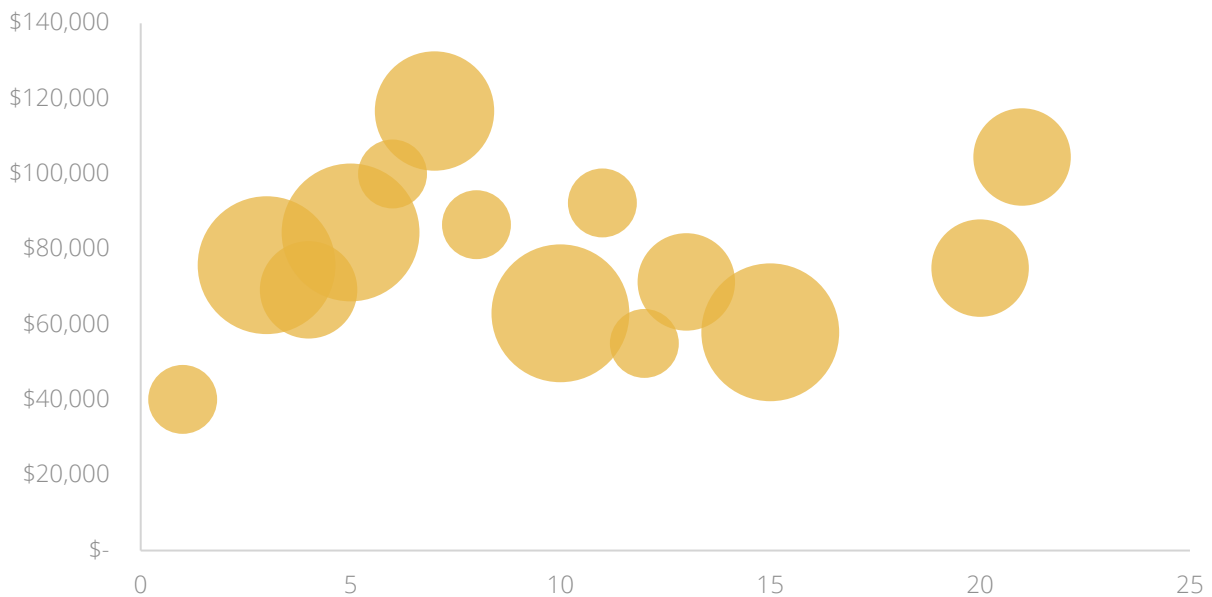
Remote employees were almost twice as experienced as in-office counterparts with an average of 10.3 years of experience versus 5.2 years for in-office employees. Remote employee salaries were an average of 23% higher than in-office employees. Hybrid employees (remote/ in-office mix) were closer in experience levels to remote employees with an average experience of 8.5 years and were paid 1% higher than in-office peers.

## Account Manager Salaries by Experience (Bubble size = # of responses)



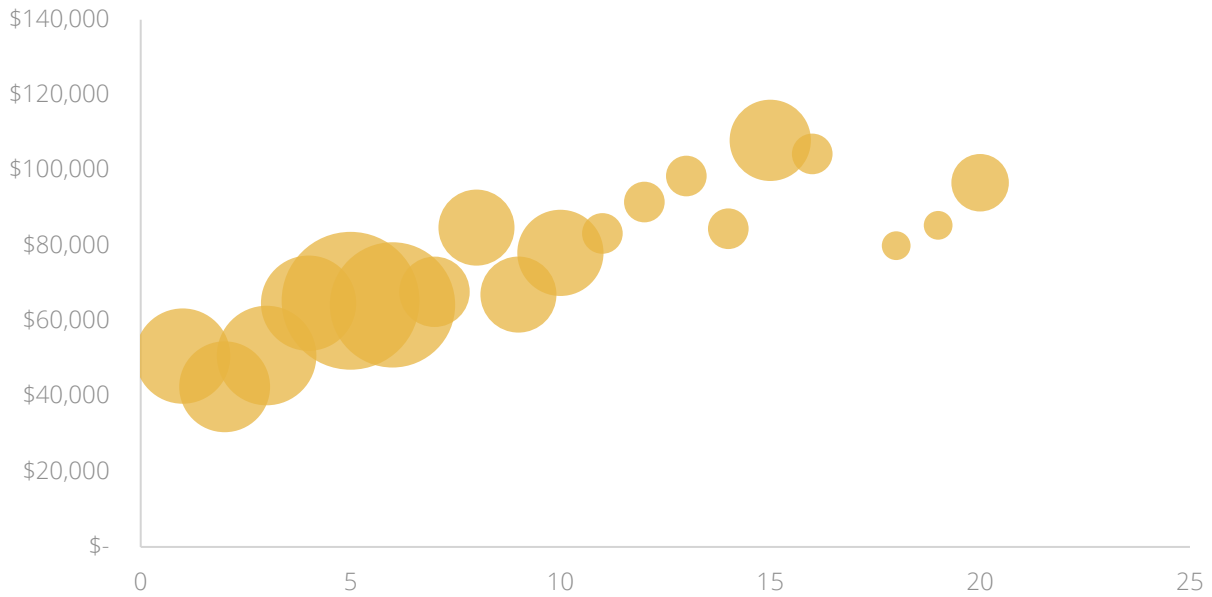
Source: Promethean Research

## Business Dev. / Sales Salaries by Experience (Bubble size = # of responses)



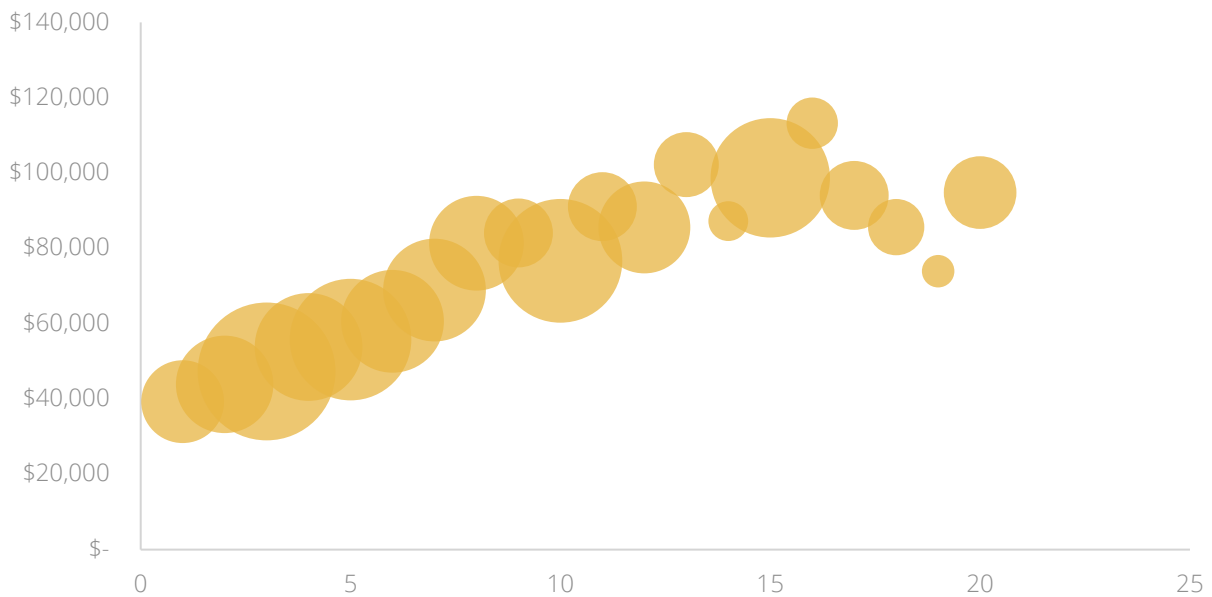
Source: Promethean Research

## Designer Salaries by Experience (Bubble size = # of responses)



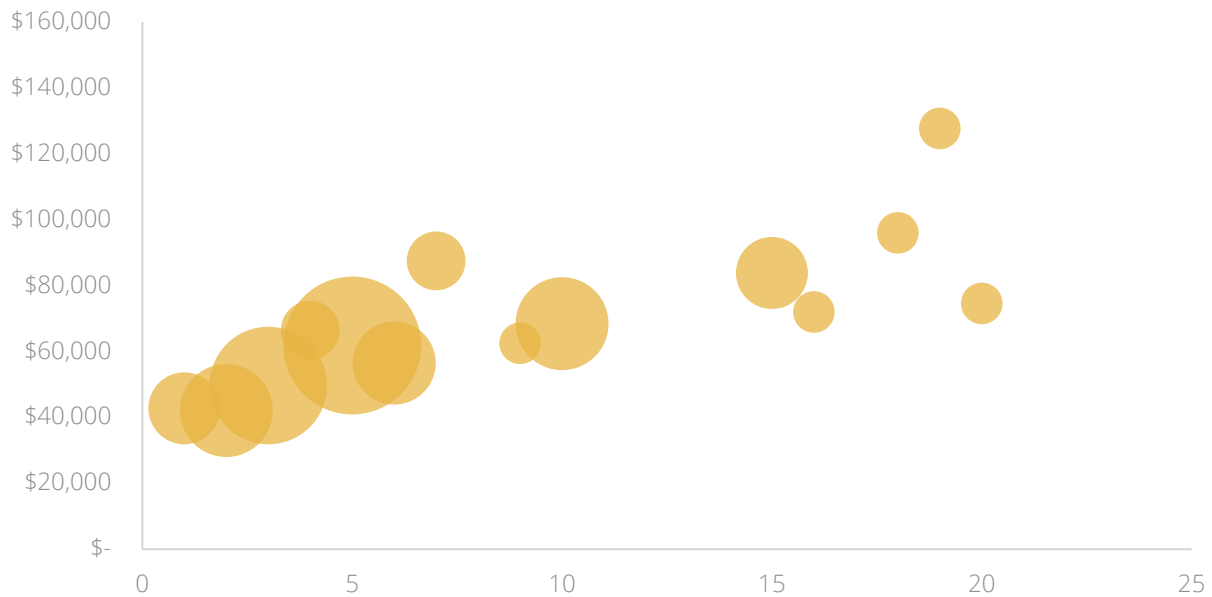
Source: Promethean Research

## Developer Salaries by Experience (Bubble size = # of responses)



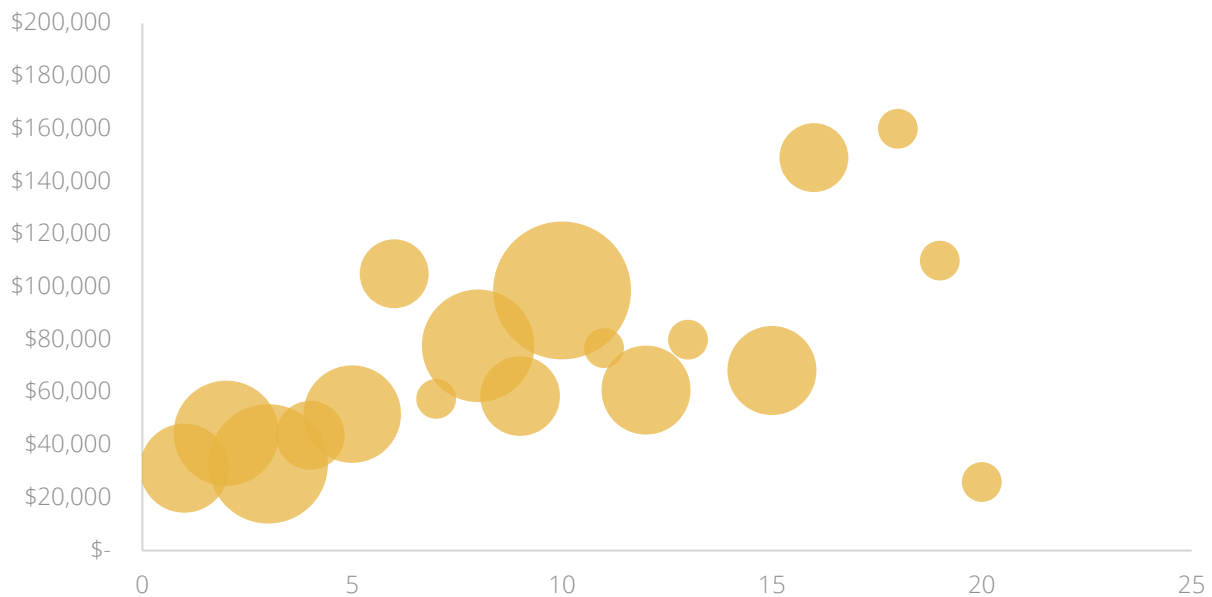
Source: Promethean Research

## Marketing Salaries by Experience (Bubble size = # of responses)



Source: Promethean Research

## Operations Salaries by Experience (Bubble size = # of responses)

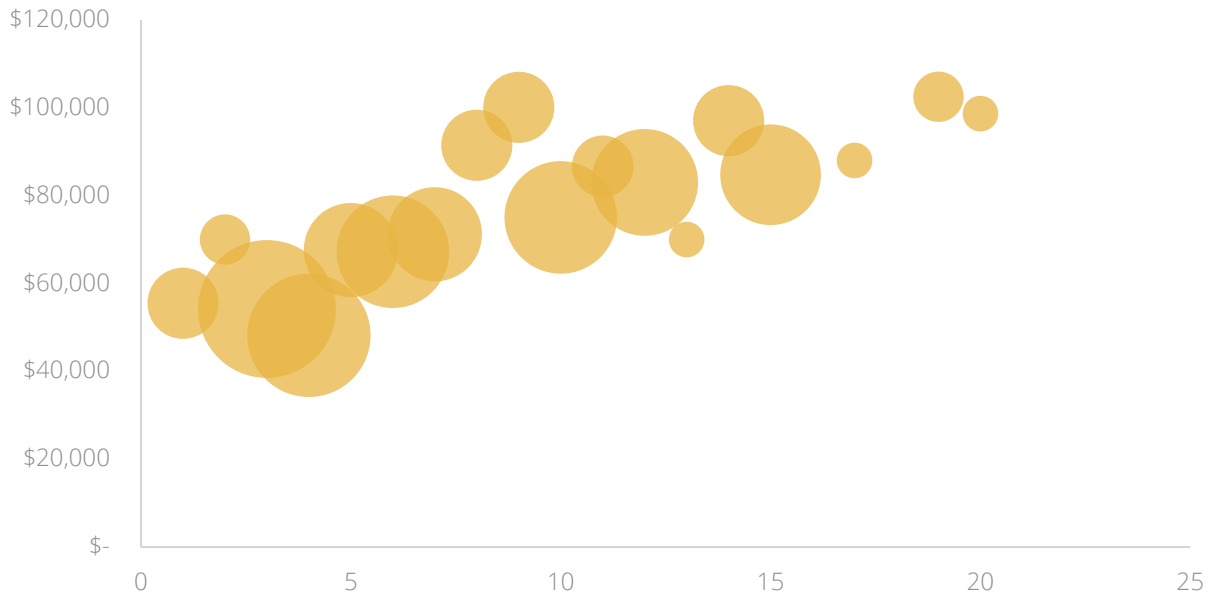


Source: Promethean Research



# Project Manager Salaries by Experience (Bubble size = # of responses)

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Source: Promethean Research

# Experience Demographics

For this report, we analyzed 1,082 employee's salaries from digital service firms. Of those employees, 94% were Full-time employees while 6% were Part-time. Full-time employees were paid an average of 75% more than Part-time employees and were expected to bill 89% more hours per week, but Full-time employees had an average of 31% less experience.

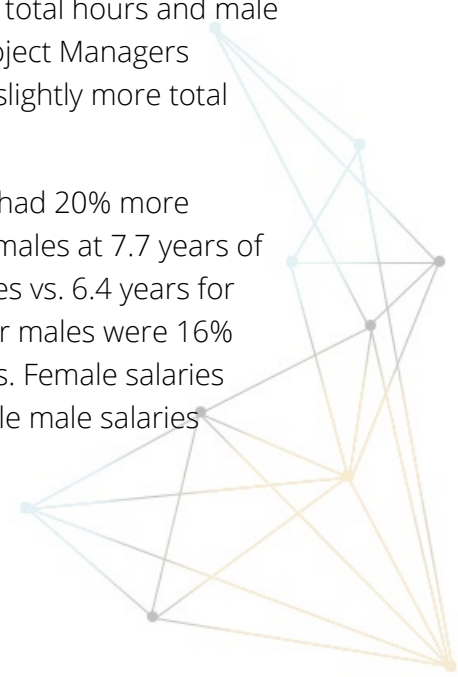
With regards to where employees worked, 69% were In-office, 23% were Remote, and 8% were a hybrid of the two. Both In-office and Remote employees were expected to bill a similar number of hours weekly at 26.2 and 26.4 hours respectively. Hybrid employees were expected to bill slightly fewer hours a week at 24.4 hours.

Looking at ethnicity, 78% were White, 6% were Asian, 6% were Hispanic or Latino, 3% were Black or African American, 1% were Native Hawaiian or Other Pacific Islander, and 7% were Other.

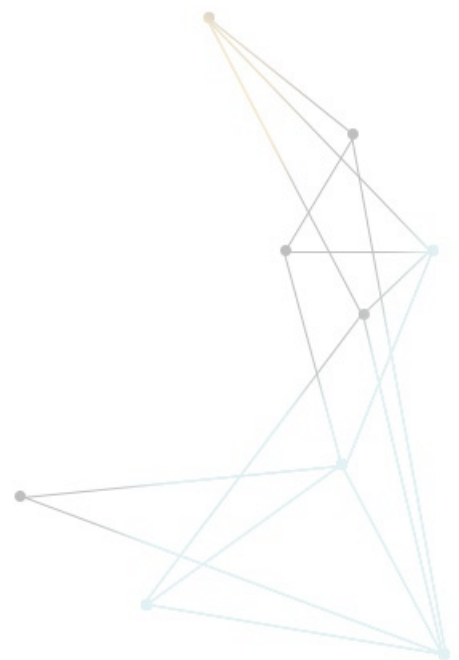
Excluding "Other," Whites were paid the highest average salaries at \$74k. On average, Hispanic or Latinos were paid 37% less than Whites, Native Hawaiian or Other Pacific Islanders 26% less than Whites, Black or African Americans 10% less than Whites, and Asians 6% less than Whites.

41% were female, 55% were male, and 4% preferred not to say. Total hours were similar across job functions with female Account Managers expected to put in slightly more total hours and male Operations and Project Managers expected to put in slightly more total hours per week.

On average, males had 20% more experience than females at 7.7 years of experience for males vs. 6.4 years for females. Salaries for males were 16% higher than females. Female salaries averaged \$64k, while male salaries averaged \$74k.



When controlling for job role type, the largest average salary discrepancy was for Operations employees, where males (36 responses) made on average 48% more than their female (73 responses) counterparts who had the same years of experience. This does not take into account differences in job titles. This discrepancy is partially due to Operations having a wide range of salaries, combined with a limitation on the granularity of this survey. When we examine the various job titles (a finer measure than the main roles) in detail, many more of the female roles are in lower-earning “Administrative Assistant” and “Office Manager” roles while the male job titles are higher-earning “Director” or “Manager” titles. Marketers appeared to be the most evenly compensated with males making an average of 2% more than females with 9% more experience. More research is required to fully explore the differences in compensation related to demographics.



Ethnicity	Average Salaries	Average Experience (years)	Percent of Population
Hispanic or Latino	\$46,611	4.7	6%
Native Hawaiian or Other Pacific Islander	\$54,525	3.5	1%
Black or African American	\$66,410	5.3	3%
Asian	\$69,097	4.1	6%
White	\$73,842	7.5	78%
Other	\$90,817	3.0	7%

Main Role	Billable Hours		Non-billable Hours		Total Hours	
	Male	Female	Male	Female	Male	Female
Account manager	22	23	19	19	41	43
Business development / sales	9	5	29	34	38	39
Designer	30	31	10	9	40	39
Developer	32	31	7	7	39	38
Marketing	27	24	14	16	41	40
Operations	14	7	26	30	39	37
Project manager	29	26	11	11	40	37
Other	28	22	10	15	38	37

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# Owner Compensation



# Compensation

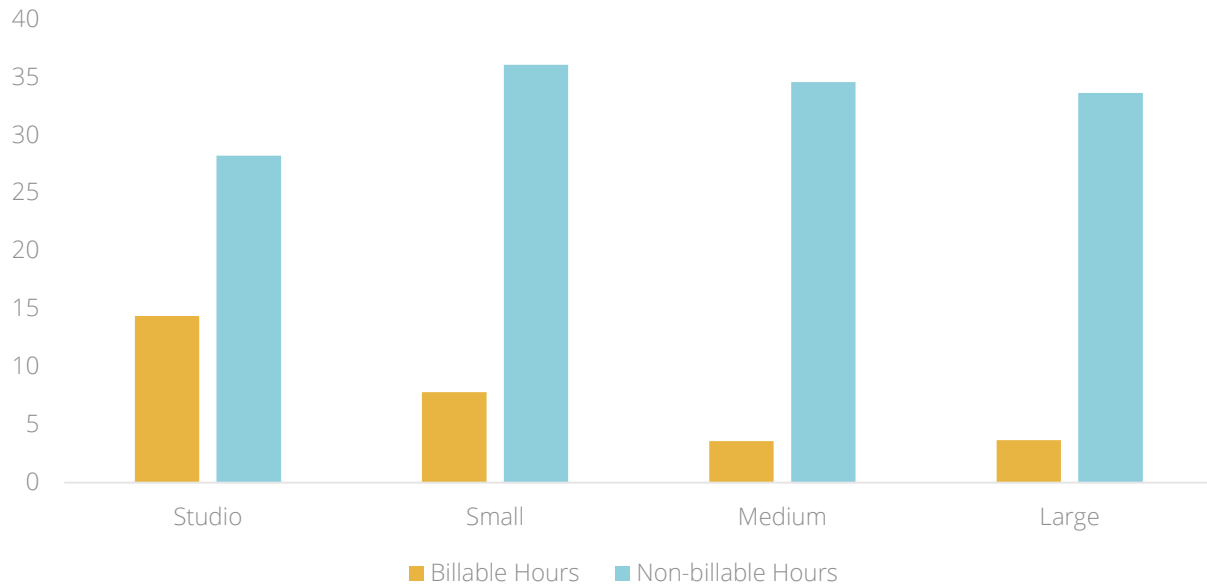
Owners take home an average total compensation of \$205k. This total compensation was comprised of an average annual salary of \$118k, and an average non-salary compensation of \$87k. Small firm owners typically took the majority of their compensation from non-salary sources (dividends, withdrawals, bonuses, etc.), while all other size firm owners derived an average of 36% of their total compensation from non-salary sources.

Owners of Medium firms were compensated the highest, with an average total compensation of \$244k. Large firm owners were second with \$221k, followed by Small firm owners at \$208k, and Studio firm owners at \$169k.

As firm size increases, the number of hours owners are expected to devote to billable work drops sharply. Studio owners expect to bill 14.4 hours per week, Small owners are expected to bill 7.8 hours, Medium and Large owners are expected to bill the least at 3.6 hours and 3.7 hours respectively.

Owners of Medium firms were compensated the highest, with an average total compensation of \$244k.

## Expected Owner Billable & Non-billable Hours Per Week



Source: Promethean Research

	Average of Annual salary in USD	Average of Total non-salary comp	Average of Total comp
Studio	\$106,693	\$62,016	\$168,709
Small	\$100,307	\$107,754	\$208,061
Medium	\$151,041	\$92,792	\$243,833
Large	\$149,280	\$72,200	\$221,480
Combined Averages	\$118,246	\$86,568	\$204,814



# Owner Demographics

The vast majority of owners in our survey reside in the United States with only 12% located outside the U.S. Of those surveyed, 80% were White, 6% were Hispanic or Latino, 3% were Asian, and 11% were Other or didn't wish to respond. The average tenure of an owner was 11 years and was mostly stable across firm sizes. Medium firms were run by lightly longer-tenured owners and Studio firms were run by slightly shorter-tenured owners.

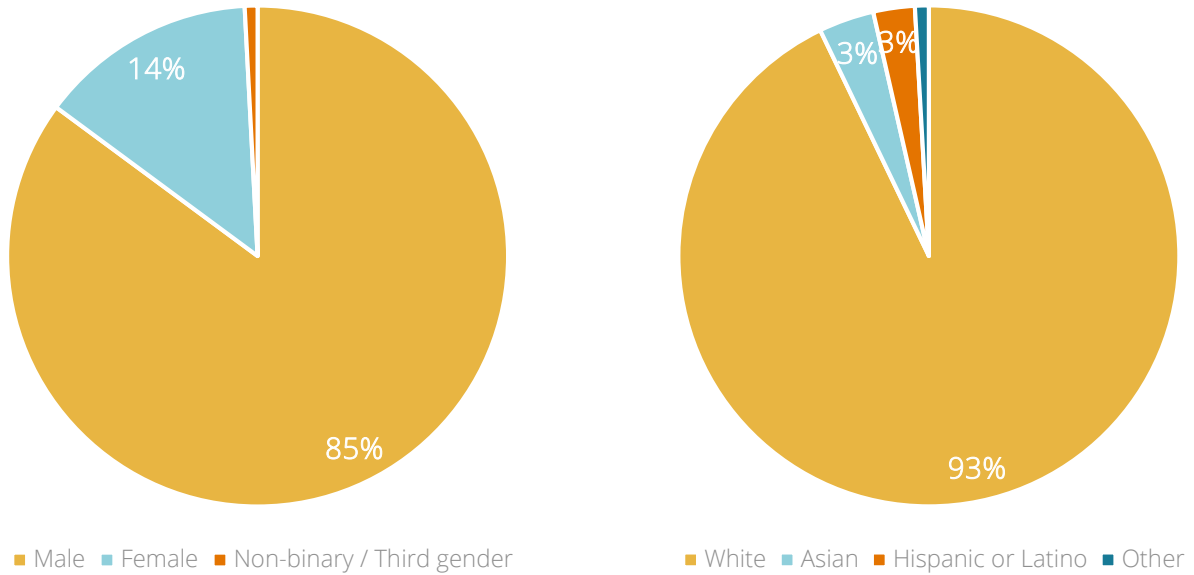
14% of the owners identified as female and 85% identified as male, and 1% declined to respond.

The average salary for female owners was \$109k while male owners salaries averaged \$119k.

Total average compensation across all company sizes for females averaged \$174k, while total compensation for males averaged \$210k. Female owners at Studio firms took home \$196k in total compensation while male counterparts took home \$161k. This reversed for Small and Medium firms with males taking home \$216k and \$265k respectively and females taking home \$123k and \$138k respectively. This reversed again at the Large firm level with females taking home \$270k and males taking home \$214k.

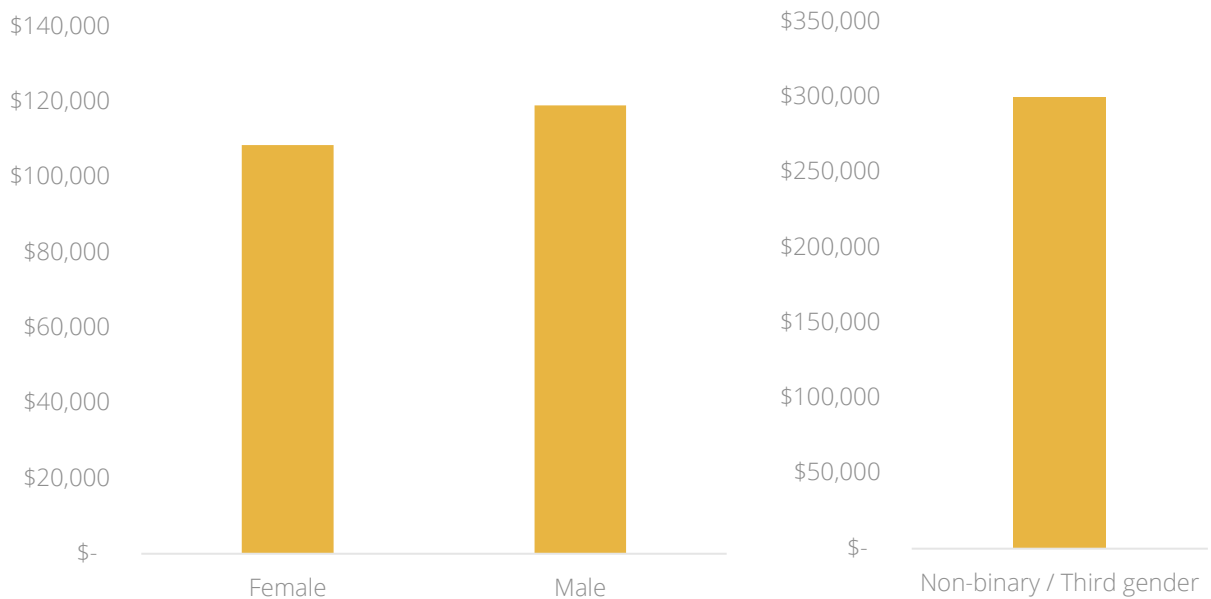
14% of the owners identified as female and 85% identified as male, and 1% declined to respond.

## Owner Gender & Ethnicity



Source: Promethean Research

## Average Owner Salary by Gender



Source: Promethean Research

# Owner PTO & Benefits

47% of owners have unlimited PTO available with the remaining having an average PTO benefit of 20 days.

For U.S. owners, the average health insurance benefit was \$9,691, the average life insurance benefit was \$2,254, and the average dental benefit was \$711.

The average annual retirement benefit was \$4,277 and other insurance benefits averaged \$909. Annual conference stipends averaged \$2,118, technology stipends averaged \$1,362, and other benefits averaged \$7,600.

# About The Bureau & Promethean



# Upcoming Bureau Events

Bureau events are a place for digital professionals to connect with peers, explore ideas and learn from one another. Each event is programmed to help you solve your challenges, gain inspiration and get back to work with a whole set of ideas to implement immediately.

- JULY 19: [Bureau Online Summit](#)
- AUGUST 29-30: [Financial Metrics, Forecasting & Operations Workshop NYC](#)
- SEPTEMBER 12-13: [Financial Metrics, Forecasting & Operations Workshop Seattle](#)
- SEPTEMBER 18-20: [Design Leadership Days Seattle](#)
- OCTOBER 20-22: [Digital PM Summit Orlando](#)
- NOVEMBER 3-5: [Women's Leadership Camp San Francisco](#)
- NOVEMBER 4-5: [Financial Metrics, Forecasting & Operations Workshop San Francisco](#)
- NOVEMBER 6: [Effective Collaboration For Teams Workshop San Francisco](#)
- NOVEMBER 6-8: [Operations Camp San Francisco](#)
- NOVEMBER 13-14: [Digital Diversity Days at Sparkbox](#)
- DECEMBER 8-11: [Owner "Ski" Camp Banff](#)



**Bureau of  
Digital**

# Promethean Research

We help digital service firms answer some of their toughest questions.

Owners are almost universally concerned about “managing growth” or “new business generation.” From simplifying growing pains to developing new growth strategies, we make growth easier.

We’re experts at helping companies grow. We do this through a combination of the following projects:

- Profitability / price optimization
- M&A strategies
- Industry landscape and competitor analysis
- New project analysis
- Growth strategies
- Market entry or expansion strategies

Work with us to build a platform for sustainable growth and a strategy to succeed!

Learn more at

[www.PrometheanResearch.com](http://www.PrometheanResearch.com)

