

Chapter
2

Pay Data Report Guidelines

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Explanation of Pay Data Reports

Types of Pay Data Reports

This book contains two different reports containing cash compensation data for each job.

OP30-20-052 - Senior Graphic Designer

Performs complex graphics design duties requiring planning, scheduling, and implementation of graphic design projects. Reviews design drafts, proofs camera-ready art, and ensures proper pagination and color assignment. Applies established corporate branding specifications to ensure work meets organization guidelines. May produce technical illustrations for manuals, brochures, labels, or other documents. Operates under minimal supervision and assists junior graphic designers with design and technical issues. Typically requires six to nine years of graphics design experience.

Base Salary		Effective Date: July 1, 2008								
Data Group	# Co's	# Inc	Median Company Revenue In Millions USD	10th %ile	25th %ile	50th %ile	75th %ile	90th %ile	Avg Base Salary	Incent as % of Base Sal
All Companies	88	209	149.3	57.5	61.9	68.0	74.8	82.6	69.3	5.6%
Geographic Pay Zone										
Pay Zone 2	7	15	890.0	64.4	68.2	73.0	78.1	81.4	72.7	4.7%
Pay Zone 3	54	121	171.9	59.1	62.8	68.8	75.5	82.8	70.2	6.2%
Pay Zone 4	24	46	292.1	56.0	58.8	63.7	71.8	78.3	66.6	2.7%
Pay Zone 5	8	10	207.1	58.0	60.2	62.0	68.7	73.3	64.3	3.5%
Pay Zone 6	7	8	70.0	43.4	56.1	61.6	63.5	68.5	58.7	14.1%
Annual Revenue (USD Millions)										
Up to \$25	13	17	8.0	60.5	63.3	70.5	76.5	80.9	69.4	10.6%
Over \$25 to \$100	26	31	70.0	59.4	63.3	68.6	72.4	79.1	68.5	6.7%
Over \$100 to \$500	27	42	250.0	57.2	61.7	68.0	77.0	82.4	69.9	3.8%
Over \$500 to \$2,500	17	56	972.6	57.8	61.3	67.9	74.8	88.4	70.6	6.5%
Over \$2,500	5	63	10,605.0	58.1	61.9	67.1	74.2	78.2	68.1	4.0%
Number of Employees										
\$51 to 100	17	25	181.5	53.3	55.9	69.2	74.5	79.5	69.3	13.0%
Up to 100	7	10	7.4	55.1	63.9	71.1	76.9	84.6	66.7	14.8%
101 to 500	32	39	64.0	60.0	63.0	68.5	73.6	78.7	68.5	4.8%
1,001 to 5,000	22	47	422.5	57.6	62.0	72.8	79.6	90.8	73.2	3.8%
Over 5,000	10	88	1,940.0	58.0	61.3	66.3	73.0	79.4	67.7	3.6%
Corporate Status										
Public	39	114	313.0	57.1	61.4	69.0	75.7	84.6	70.0	3.8%
Private	43	61	70.0	59.3	62.8	68.6	74.5	79.9	69.1	8.8%
Non-Profit	5	8	98.0	59.4	65.1	71.3	78.7	80.6	71.0	0.4%
Industry										
Computer Hardware & Electronics	10	11	250.0	59.3	62.0	63.3	73.5	78.4	68.0	7.2%
eBusiness	14	31	124.0	60.9	63.1	68.9	74.5	78.0	69.1	11.1%
IT Services	11	52	264.1	60.7	64.8	70.4	78.8	79.6	70.5	2.2%
Software	36	55	92.9	56.6	59.3	67.7	74.2	81.3	67.7	4.7%
Telecom/Network/Internet Services	6	14	593.6	59.2	62.9	72.9	80.3	105.5	77.4	9.9%

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Total Targeted Cash Compensation		Effective Date: July 1, 2008								
Data Group	# Co's	# Inc	Median Company Revenue In Millions USD	10th %ile	25th %ile	50th %ile	75th %ile	90th %ile	Avg Cash Comp	Base Sal as % of Total Comp
All Companies	88	209	149.3	58.8	63.9	70.4	79.3	86.6	73.1	93.3%
Geographic Pay Zone										
Pay Zone 2	7	15	890.0	67.2	70.5	76.7	80.7	84.6	76.0	94.6%
Pay Zone 3	54	121	171.9	61.1	65.5	72.6	79.6	87.7	74.6	94.7%
Pay Zone 4	24	46	292.1	56.0	59.1	66.9	74.5	84.1	68.5	97.5%
Pay Zone 5	8	10	207.1	58.0	61.0	64.0	73.2	75.6	66.7	96.8%
Pay Zone 6	7	8	70.0	57.6	60.2	63.0	65.6	70.8	63.7	92.3%
Annual Revenue (USD Millions)										
Up to \$25	13	17	8.0	64.5	69.9	73.6	78.7	86.5	74.6	92.8%
Over \$25 to \$100	26	31	70.0	60.4	65.9	70.4	77.1	86.5	73.1	94.8%
Over \$100 to \$500	27	42	250.0	57.9	63.1	70.6	80.1	85.0	72.6	96.5%
Over \$500 to \$2,500	17	56	972.6	58.4	61.1	69.8	83.9	91.4	75.5	94.4%
Over \$2,500	5	63	10,605.0	58.5	64.4	70.0	76.5	80.3	70.8	96.4%
Number of Employees										
\$51 to 100	17	25	181.5	66.4	69.0	73.9	85.3	104.4	79.2	89.9%
Up to 100	7	10	7.4	67.0	69.3	72.7	82.5	88.4	75.5	90.6%
101 to 500	32	39	64.0	61.7	65.2	70.3	78.6	84.0	71.9	95.6%
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Non-Profit	5	8	98.0	60.7	66.6	71.3	78.7	80.6	71.2	99.6%
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Computer Hardware & Electronics	10	11	250.0	62.3	64.0	69.6	79.5	85.8	73.0	93.4%
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Software	36	55	92.9	56.9	60.1	69.0	77.9	87.2	70.4	96.5%
Telecom/Network/Internet Services	6	14	593.6	64.0	67.6	80.2	87.3	122.4	85.4	91.1%

1 Base Salary Report

Base salary consists of short-term and non-variable cash compensation typically paid out within a 12-month period. Base pay excludes short-term cash incentives, deferred cash payments (e.g., retirement contributions), short-term cash allowances, and any cash payments that are not guaranteed base salary.

2 Total Targeted Cash Compensation Report

Total targeted cash compensation is the sum total of all forms of short-term cash compensation including base salary, bonuses, commissions, allowances, cash profit sharing, and other forms of variable cash payments to be paid to an employee for performing at 100% of expected results. Short-term cash incentives are typically earned within a 12-month period and may vary by employee and/or corporate objectives. Total cash compensation excludes equity compensation, long-term compensation paid out over a year, profit sharing paid into a qualified retirement plan, deferred profit sharing plans, and contributions to a 401(k) or other qualified savings plan.

Compensation Component Outputs (Column Headings)

The data tables in this book contain the following outputs. Additional compensation components are available via our online compensation reports.

Co's

The number of companies providing data for the specified data component.

Inc

The total number of incumbents (persons actually occupying the job title) upon which the data is based.

Median Company Revenue in Millions USD

The median annual sales in U.S. dollars of the companies providing data for a given row of data.

Percentiles

The distribution of the dataset at various points. Percentiles may be calculated in a number of ways. The percentiles presented in Culpepper reports use an interpolated methodology identical to the manner in which percentiles are calculated within Microsoft Excel. Common percentile points presented within our reports are described below:

- **10th percentile:** The point at or below which 10% of the data falls within the dataset.
- **25th percentile:** The point at or below which 25% of the data falls within the dataset.
- **50th percentile:** The point at which 50% of the data falls above and 50% below.
- **75th percentile:** The point at or below which 75% of the data falls within the dataset.
- **90th percentile:** The point at or below which 90% of the data falls within the dataset.

Avg Base Salary (*Base Salary Report*)

The average salary (short-term and non-variable cash compensation) typically paid out within a 12-month period.

Incentive as % of Base Sal (*Base Salary Report*)

Targeted short-term cash incentives as a percent of current base salary.

Targeted short-term cash incentives include all forms of variable short-term cash compensation including bonuses, commissions, cash profit sharing, and other forms of variable cash payments to be paid to an employee for performing at 100% of expected results. Short-term cash incentives are typically earned within a 12-month period and may vary by employee and/or corporate objectives.

Avg Total Targ Cash Comp (*Total Targeted Cash Compensation Report*)

The average total targeted cash compensation.

Total targeted cash compensation includes all forms of short-term cash compensation including base salary, bonuses, commissions, allowances, cash profit sharing, and other forms of variable cash payments to be paid to an employee for performing at 100% of expected results. Short-term cash incentives are typically earned within a 12-month period and may vary by employee and/or corporate objectives.

Base Sal as % of Total Comp (*Total Targeted Cash Compensation Report*)

Base salary as a percent of total targeted cash compensation.

Data Cuts (Row Headings)

Pay data for each job level are shown by a variety of company characteristics (“data cuts”). Data cuts containing fewer than five companies and five incumbents are excluded from our reports. Additional data cuts and geographic segmentations are available via our online compensation reports.

All Companies

The first row provides a broad view of overall data available within a job level.

Number of Employees

Data is segmented by ranges of number of employees.

Annual Revenue (USD Millions)

Data is segmented by ranges of annual revenue.

Industry

Data is segmented by the following industry sectors:

- Biotechnology
- Computer Hardware & Electronics
- eBusiness
- IT Services
- Medical Devices & Equipment
- Pharmaceutical
- Research Services (Lab/Medical/Scientific)
- Software
- Telecom/Network/Internet Services

Geographic Pay Zone

Data is segmented by the following geographic pay zones:

- Pay Zone 1
- Pay Zone 2
- Pay Zone 3
- Pay Zone 4
- Pay Zone 5
- Pay Zone 6

Note: Due to space limitations in these printed reports, we are unable to provide data cuts for geographic locales and areas. However, our custom online reports provide the ability to view data by 100+ specific U.S. geographic locales and 23 geographic areas.

Tip: Appendix B provides a guide to using our geographic data cuts and a complete list of our geographic locales, areas, and pay zones. The table is sorted by zip code to make it easy for you to find your appropriate pay zone, area, and locale.

Appendix B also contains a data table with *Culpepper Geographic Pay Index (CGPI)* scores for each Geographic Pay Zone and Area.

Additional Online Report Options

The purpose of this book is to provide *Culpepper Compensation* subscribers with a printed hard copy report containing basic U.S. cash compensation for jobs in the *Culpepper Operations Compensation Survey*.

For more comprehensive and up-to-date compensation data and practices, subscribers should use our online reports. We collect data throughout the year and update our online compensation survey database each month. In addition to the basic cash compensation data provided in this book, our online reports include:

- **Additional Cash Compensation Data**
 - Allowances
 - Incentive Eligibility
 - Job Grade Salary Ranges
- **Custom Compensation Outputs**
- **Comprehensive Job Descriptions**
- **Equity Compensation Data**
 - Equity Eligibility
 - Ownership
 - Stock Awards
 - Stock Option Awards
- **International Data**
- **Pay Practices**

Tip: See *Appendix C* for a comprehensive list of all available online report options.

To access our online reports, please login to your *Culpepper Compensation Survey* account at www.culpepper.com.

Culpepper Support

Our support team is available Monday through Friday, 9:00 a.m. to 6:00 p.m. ET.

Phone: 770-641-5405

Email: support@culpepper.com

Orientation and Training Webinars

Do you need help with running reports, matching jobs, or completing your data submission materials?

We provide weekly webinars to help orient new users to our online reports, jobs library, and data submission materials. If you would like to participate in a webinar training session, please contact our support team or go to the webinars page on our website for a schedule of sessions.

www.culpepper.com/Webinars