

This report is based on input from 82 salaried technical/marcom writers and documentation managers. Access to survey results is limited to participants who are either members of elephant or subscribers to the survey (participants receive a highly subsidized subscription price). For details go to [http://elephant.org.il/join\\_now](http://elephant.org.il/join_now).

## Survey Participation

Fiscal Quarter	Participants	Notes	No Work	%
Q4 2006	133	Q4 2006 data was gathered over a 3-month period. Starting in Q1 2007		
Q1 2007	91			
Q2 2007	92	1 writer is between jobs 3 moved from contracting to in-house	1	1.09%
Q3 2007	83	1 writer is between jobs 1 moved from contracting to in-house	1	1.20%
Q4 2007	84	1 writer is between jobs 3 stopped reporting (1 left the profession, 1 died in a tragic car accident, 1 - data was suspect)	1	1.19%
Q1 2008	112	Data for an additional writer was corrupted and removed	0	0.00%
Q2 2008	106	2 writers are between jobs I did not have time to check against list of freelance writers	2	1.89%
Q3 2008	86	5 writers are between jobs I did not have time to check against list of freelance writers	5	5.81%
Q4 2008	85	6 writers are between jobs and a number of others lost there jobs soon after the reporting period I did not have time to check against list of freelance writers	6	7.06%
Q1 2009	76	9 writers are between jobs	9	11.84%
Q2 2009	71	9 writers are between jobs	9	12.68%
Q3 2009	100	13 writers are between jobs	13	13.00%
Q4 2009	82	4 writers lost their jobs during the past 6 months and another 3 have been out of wrok for more than 6 months	7	8.54%

## Percentages

Percentages were rounded according to mathematical rounding rules, so the sum of percentages may equal 99 or 101%. Salaries for writers between jobs are not included, but the statistics on writer makeup are included in some of the breakdowns.

## Adjusted Salaries

The salaries are adjusted to include the value of a company car. When no car is taken, the adjusted salary is the same as the gross salary. When an employee gives up gross salary in return for a car, that amount is added to the gross salary. When an employee receives a car in addition to salary, an estimated value of the car is added to gross salary based on the cost to the employer or other information available.

Adjusted Salary1 does not include other monetary benefits.

Adjusted Salary2 adds in assorted monetary benefits for employees who do not include in their reporting of gross salary. However, information on bonuses was separated out, so even in special cases where a minimum annual bonus or 13th month salary is known, the monthly equivalent is NOT included Adjusted Salary1.

Adjusted Salary3 adds in the monthly value of bonuses received.

Adjusted salaries do not include value of stock options, educational fund, pension or other benefits.

## Average, Median and Percentiles

**Average** is calculated by adding up all salaries and dividing the sum by the number of salaries reported.  $\text{Average} = \text{SUM} / \# \text{ of entries}$ .

**Median** is what is the salary for the person in the middle, with the same number of people earning the same or more as those earning that salary or less.

Percentiles are a ranking of entries with the lowest at 1 and the highest at 100.

**25% salary** means that 25% earn that salary or less, and 75% earn that salary or more. This is a low-end salary - most writers earn more.

**50% salary** means that 50% earn that salary or less, and 50% earn that salary or more. This is what the average, run-of-the-mill technical writer should expect to earn.

**75% salary** means that 75% earn that salary or less, and 25% earn that salary or more. This is what a writer who is the starting point for a high-end salary.

**90% salary** means that 90% earn that salary or less, and 10% earn that salary or more. This is a high-end salary - these figures are not included in this report, but I do have them for personal consulting.

## Accounting for Part-Time

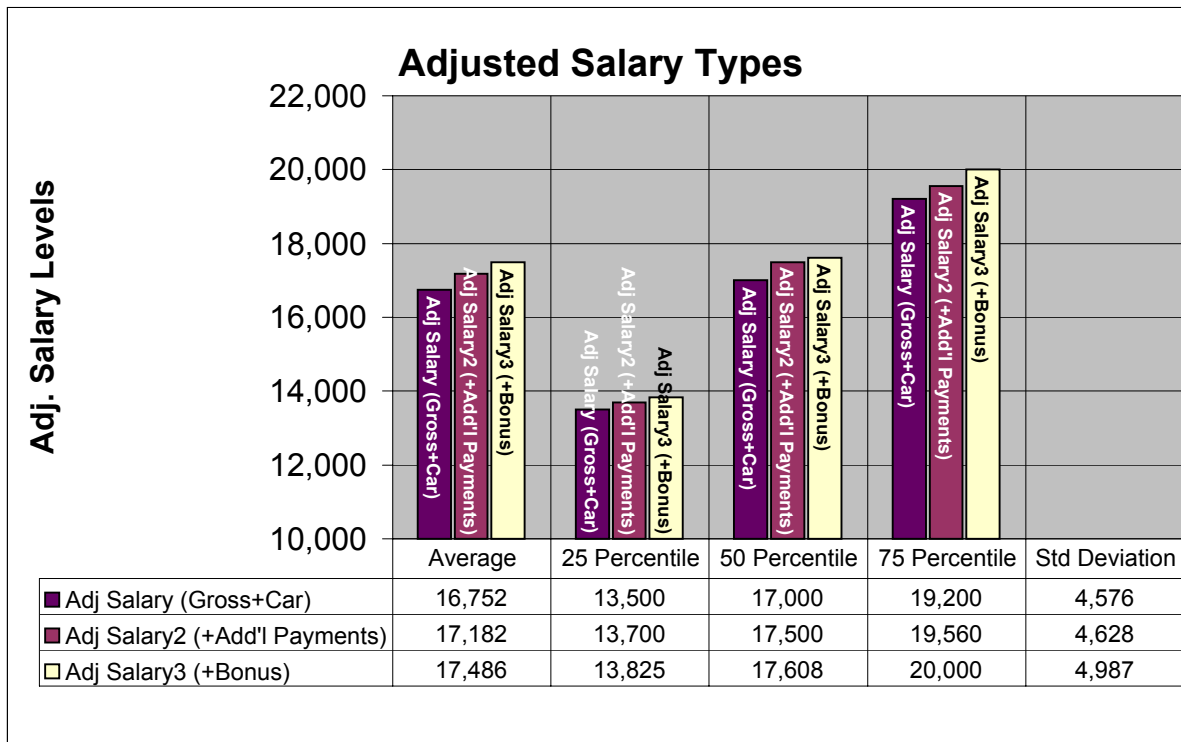
Most technical writing and marcom employees work full-time. Most of those who do work part-time appear to do so by choice either for personal reasons or because they also work as freelance writers. Therefore rates have been prorated using the following calculation:

**FT Adj. Salary = Adj. Salary / % of employment**

### Adjusted Salary Types

Note about Adjusted Salary2 and Adjusted Salary3:

Due to salary clarifications that were not completed, data for one writer were not included in the Adjusted Salary2 calculations and data for two writers were not included in the Adjusted Salary3 calculations..



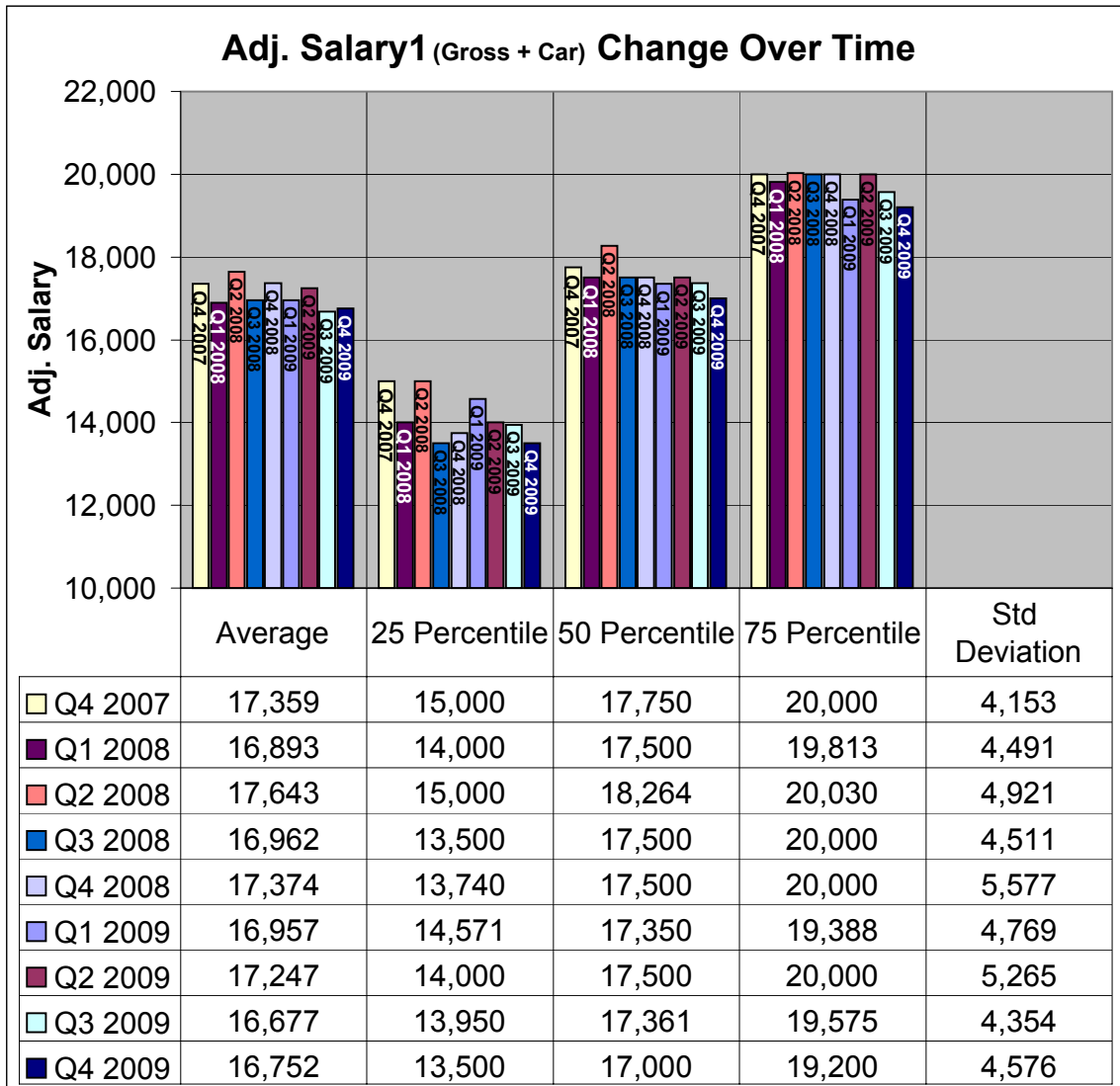
**One More Reason to Hire a Member of Elephant**

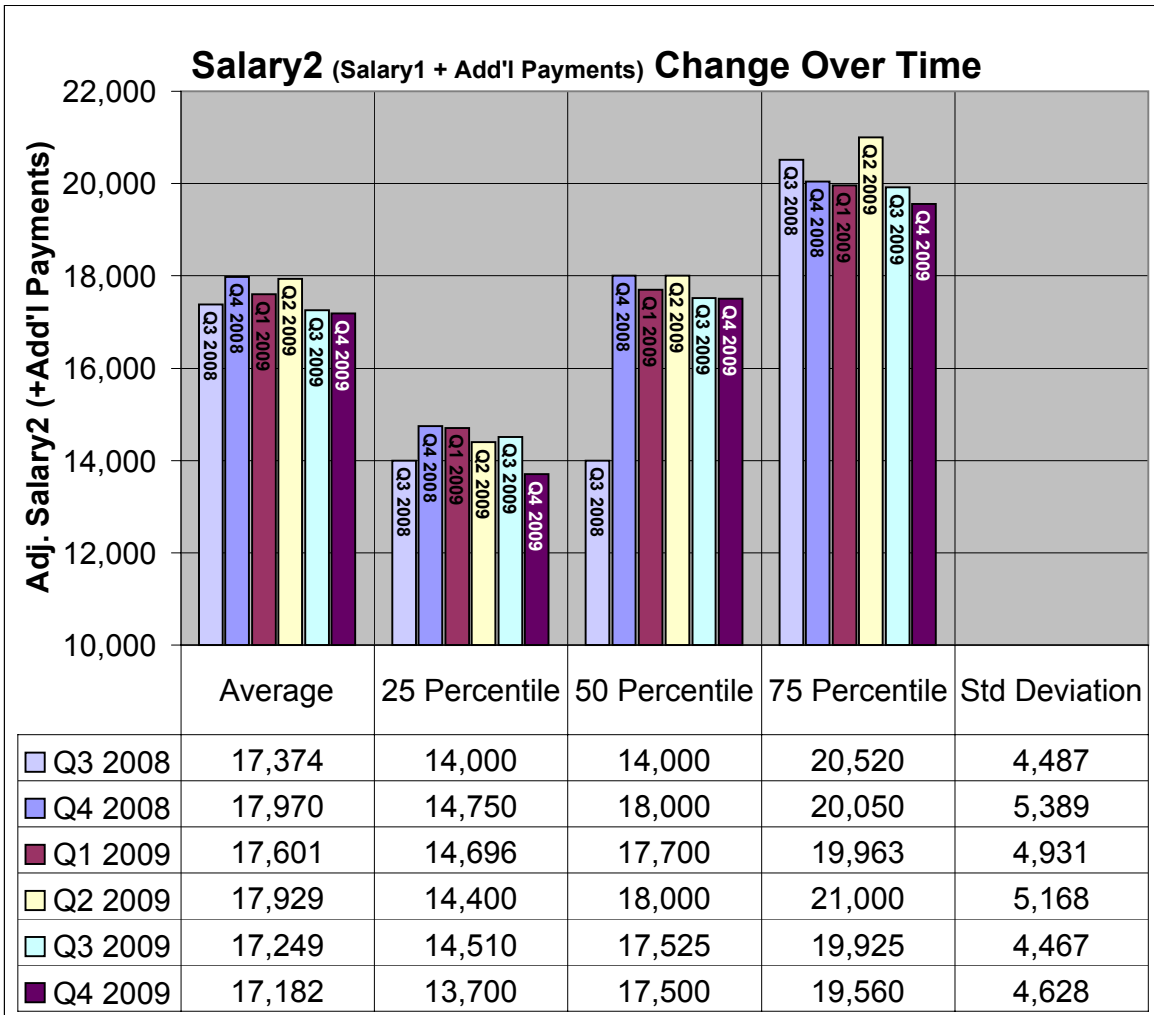
Elephant requires its members  
to abide by the

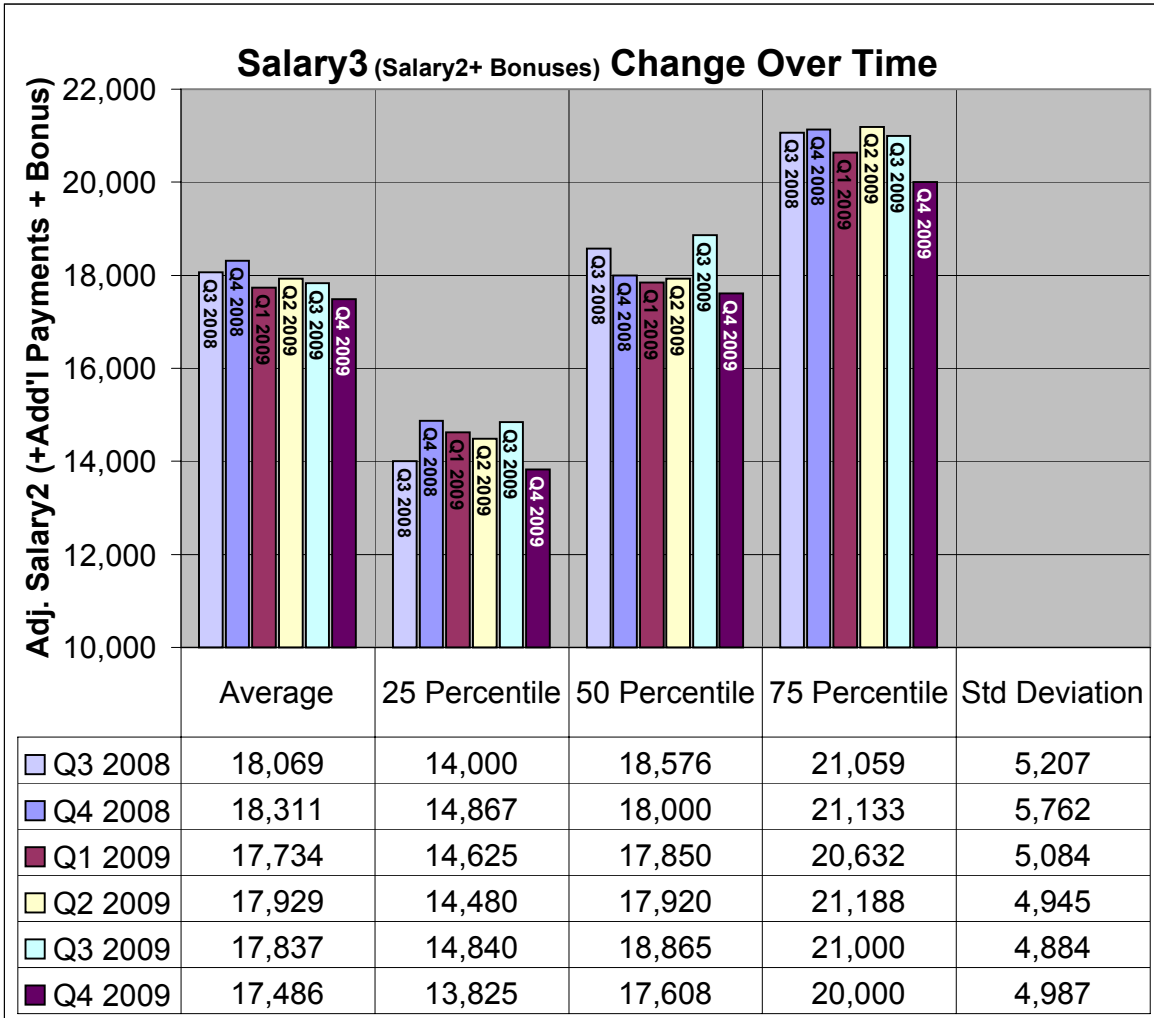
Code of Ethics

at <http://elephant.org.il/>

**Salary Change Over Time**

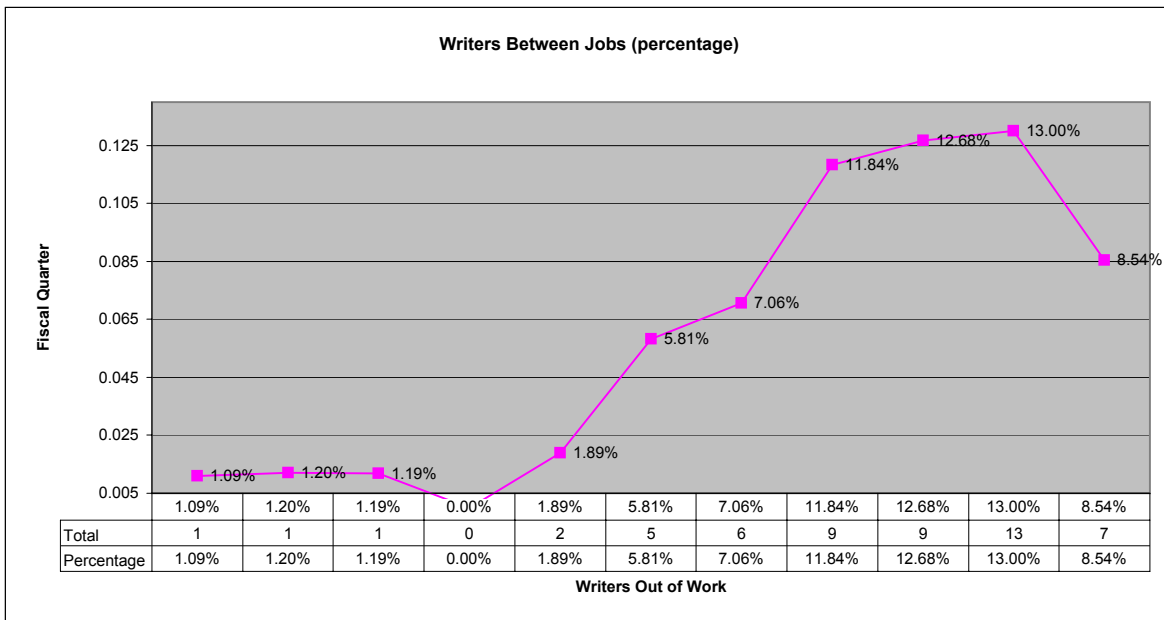
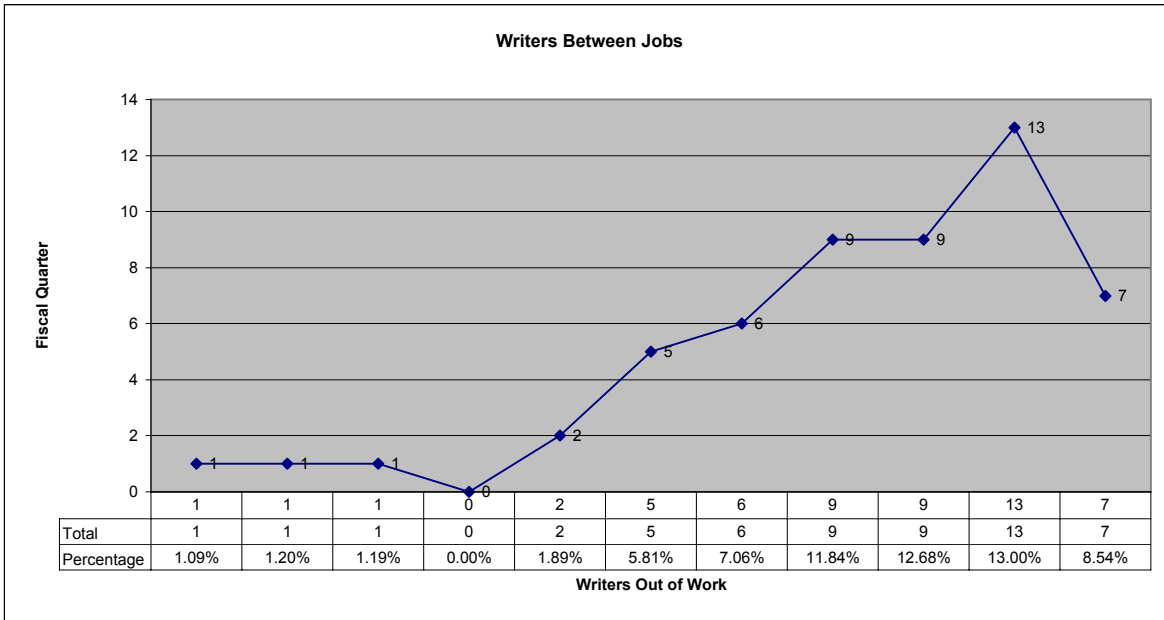






## Writers Between Jobs

Only those who reported in the past are allowed to report as between jobs. Between jobs only refers to being unemployed at the start of the reporting period, even if the reportee has a solid job offer in hand. It does not include those who changed jobs and during the previous quarter. A small number of employees between jobs does not necessarily indicate a slowdown, but growing numbers are important to watch for. At the start of Q1/08 no participants reported being between jobs, in Q2/08 2 writers reported being between jobs, Q3/08 the number rose to 5, Q4/08 the number rose to 6, Q1+Q2/09 it reached 9, Q3 it climbed to 13 but with a higher number of respondents. This quarter the number of respondents dropped to 7. This is the first quarter that the amount of time writers were unemployed was asked.

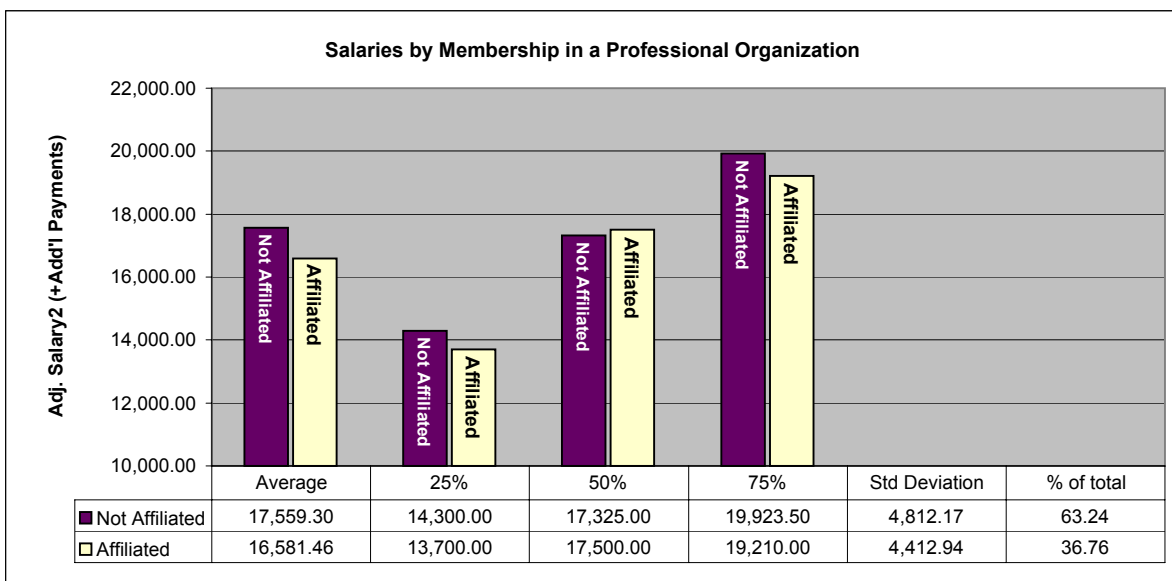
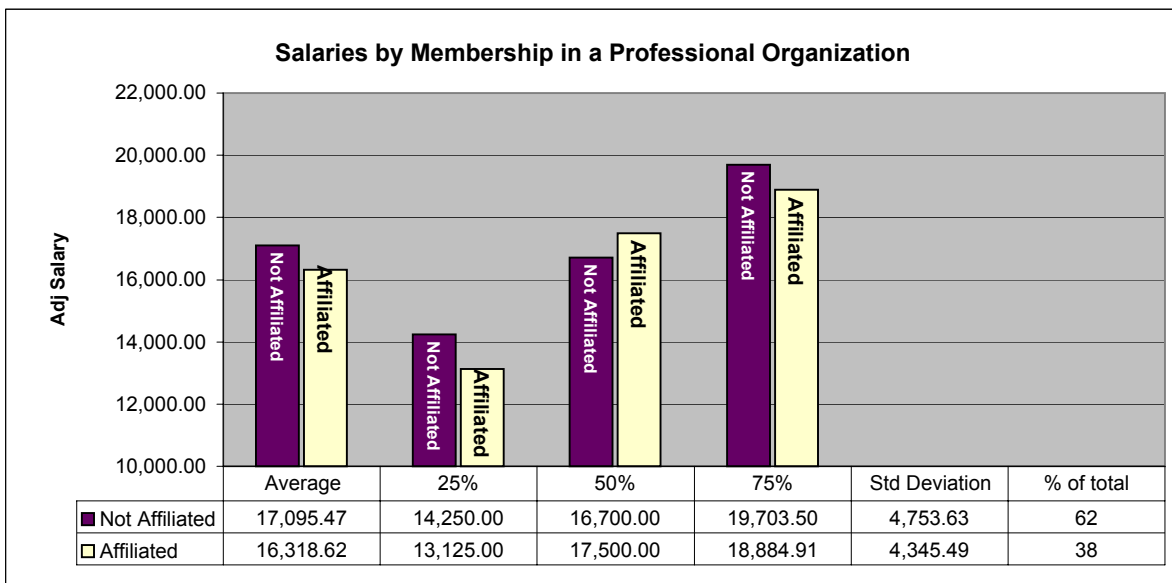
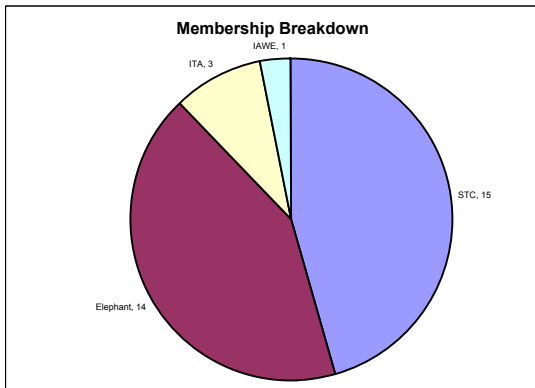


## Job Security

In Q2 2009 new questions were added regarding job security. In Q2 and Q3, just over 50% reported that their job was secure. This increased to 65% in Q4.

In addition to the number of writers out of work, three reported still being formally employed but having received notice and another 4 reported that their job is in danger.

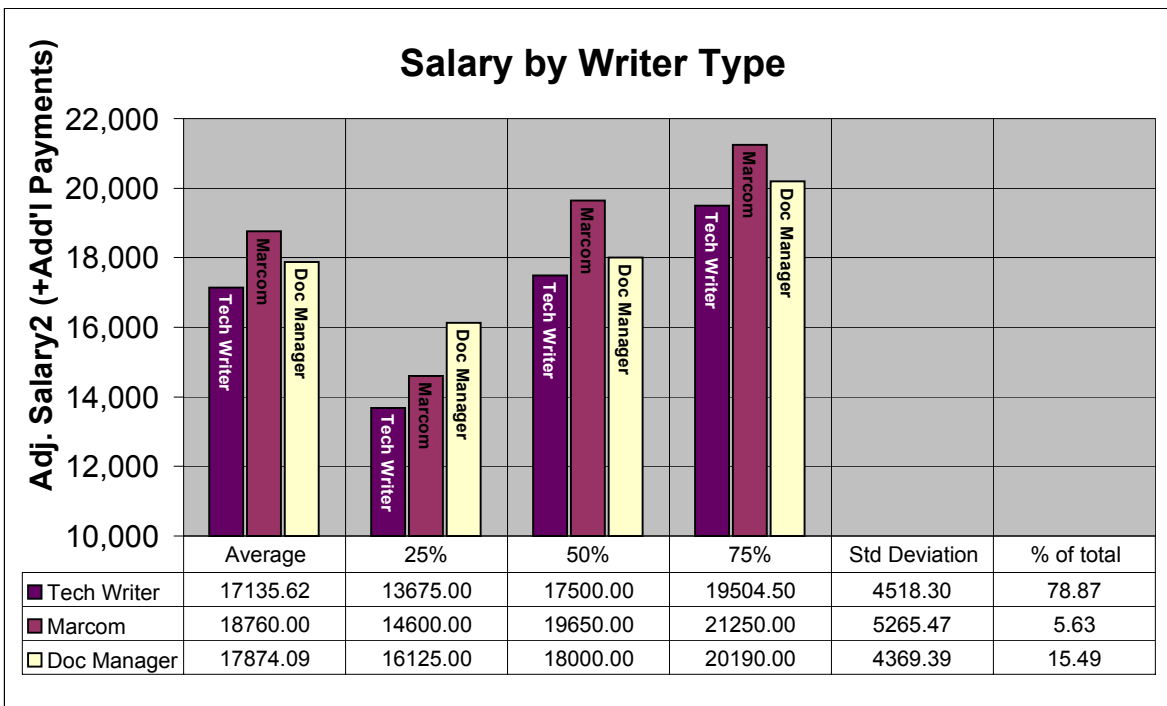
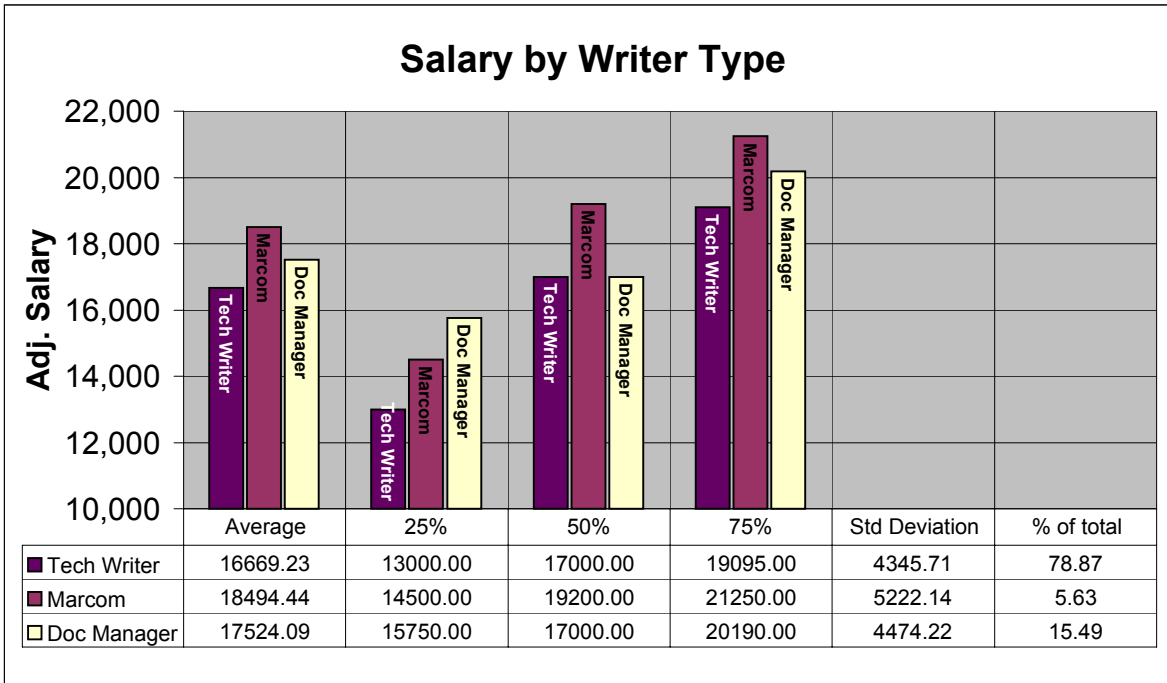
### Membership in Professional Organizations





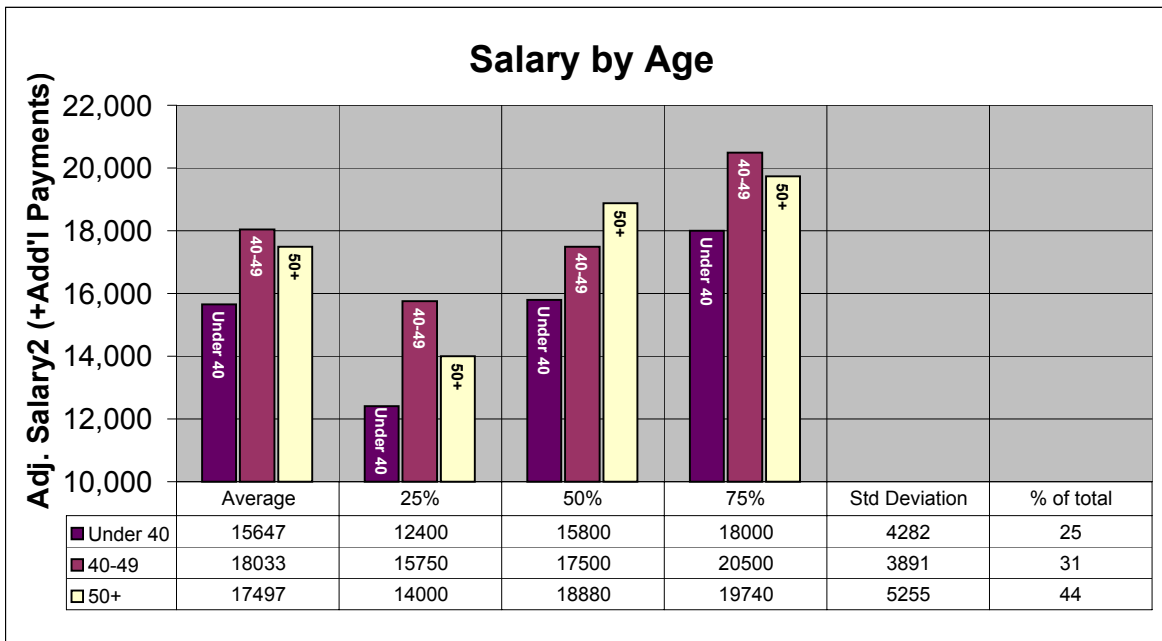
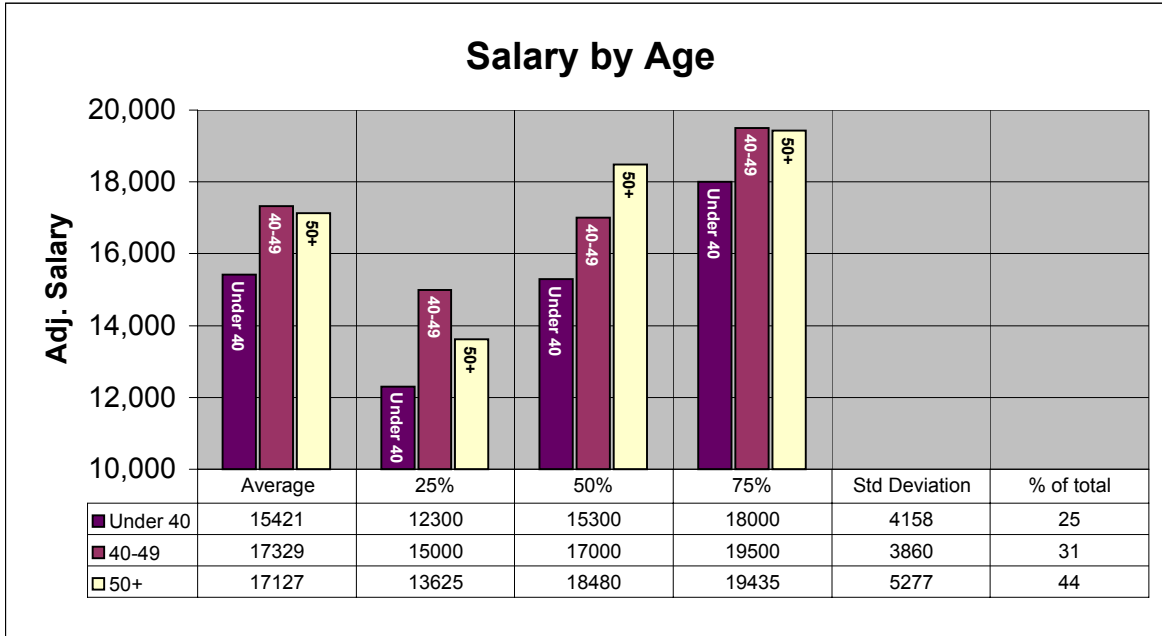
### Writer Types

Data for writers who reported 50% Technical Writer/50% Marcom Writer was weighted to include 50% of their true value in each category to more accurately reflect the breakdown of salaries. For example, if 10 writers reported salaries as technical writers and 10 as 50% Technical Writer/50% Marcom Writer the calculation for the average was  $(10 \times \text{TW salary} + (10 \times \text{TMW salary}/2)) / (10 + (10/2))$ . Median and percentile breakdowns followed the same principle.

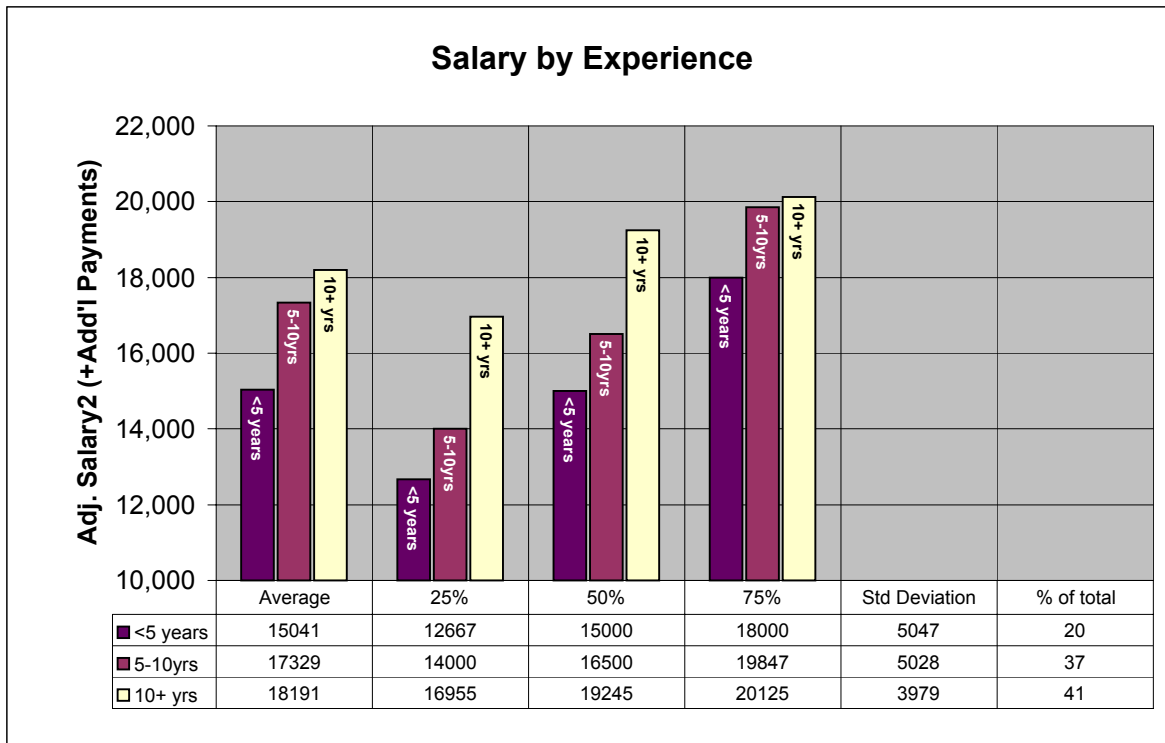
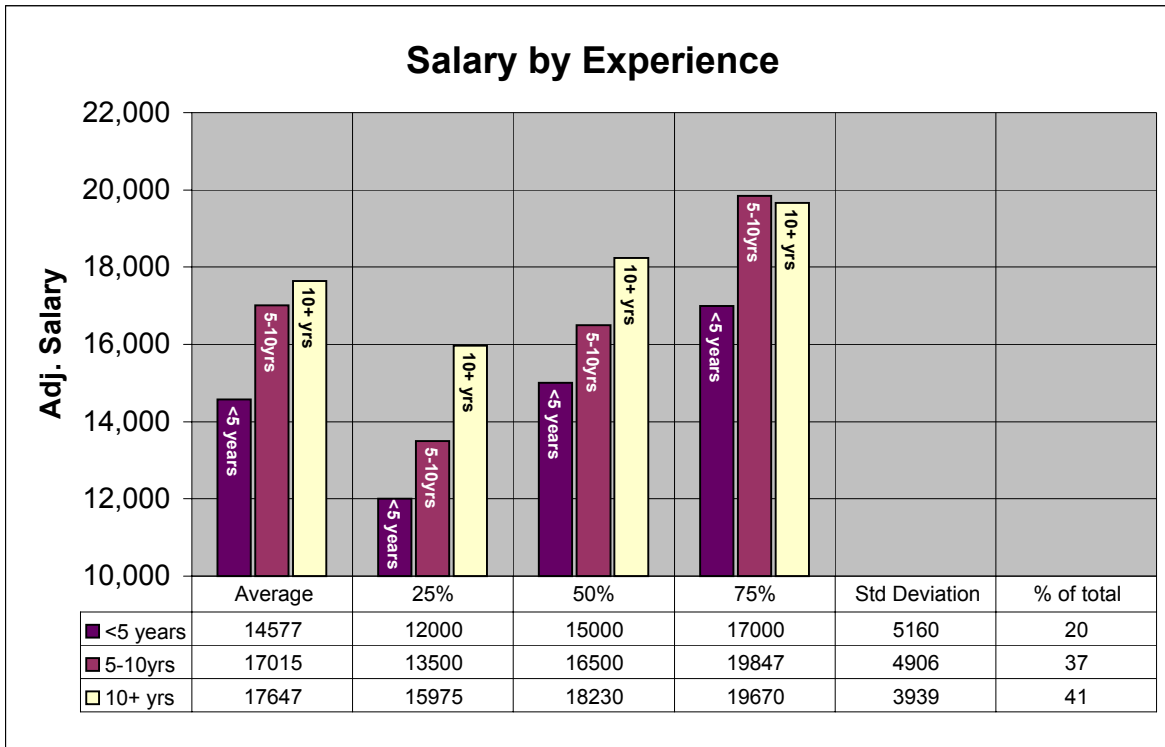


### Age

Age discrimination appears to have explained some of the anomalies in the relationship between salaries and experience in the past. Since the start of the survey we have seen a consistent pattern of change. However a reverse trend (increased age discrimination) has appeared for a number of consecutive quarters.



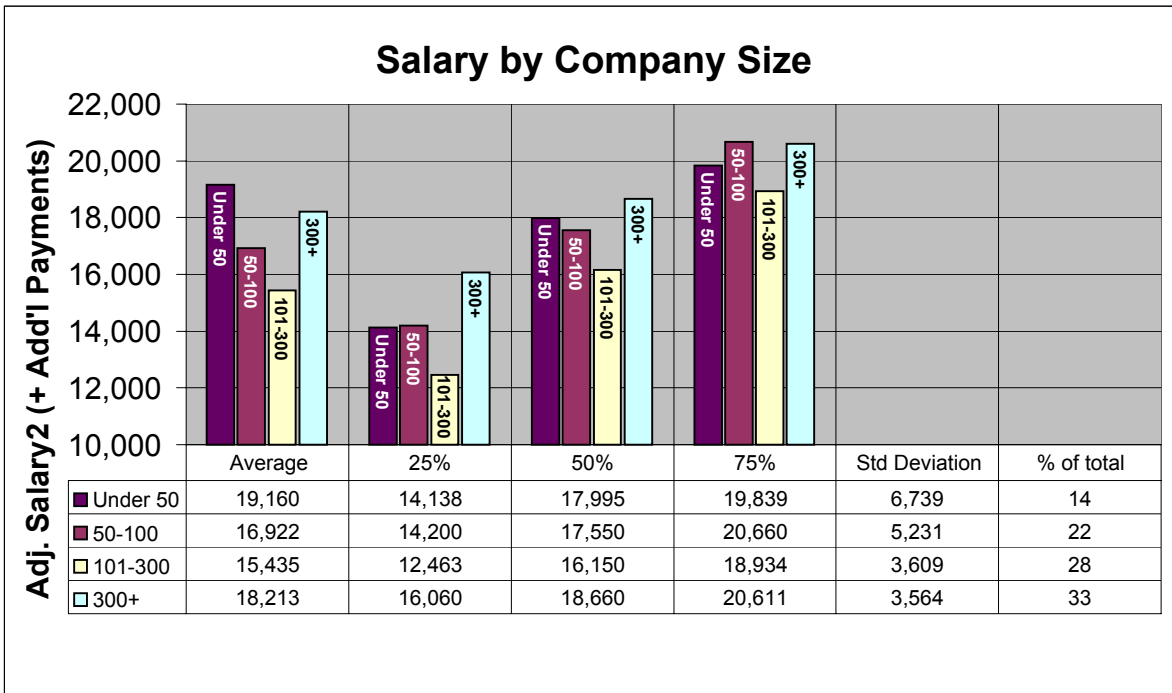
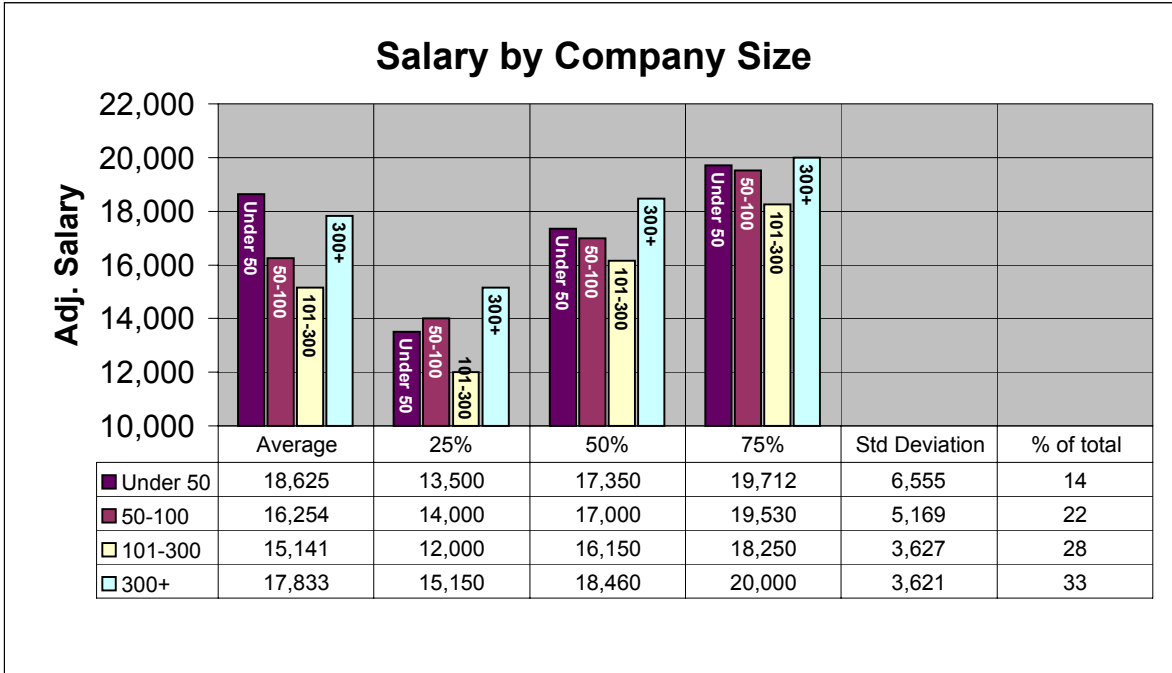
### Experience



### Company Size

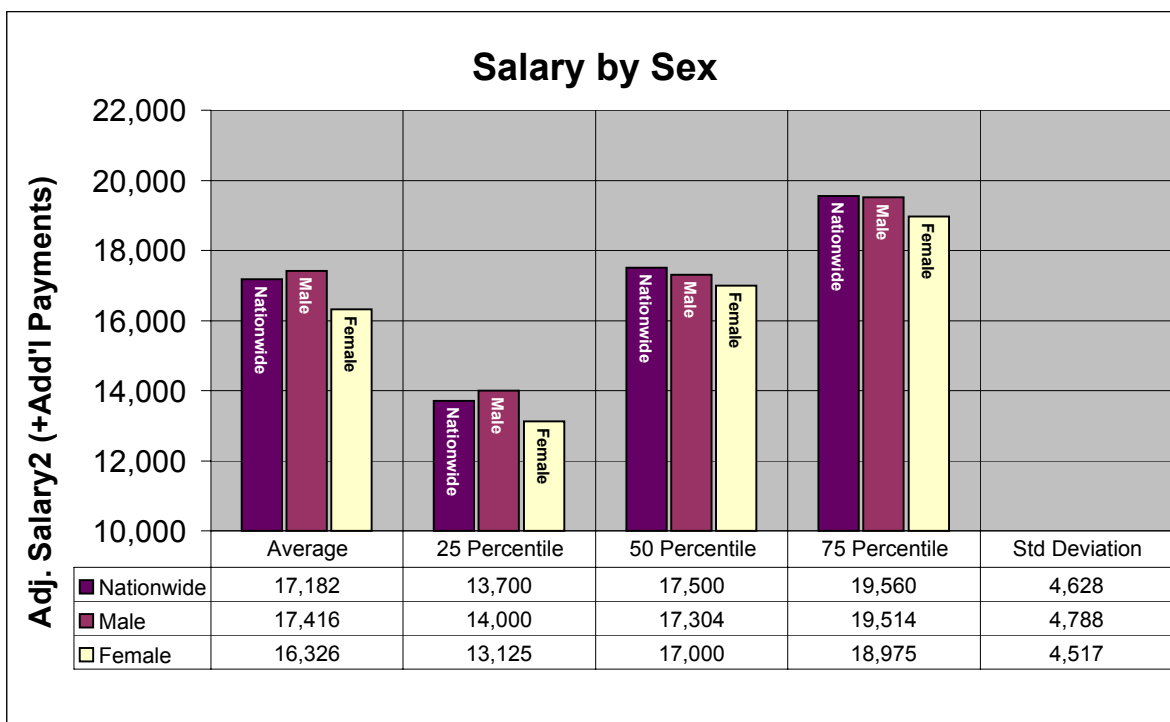
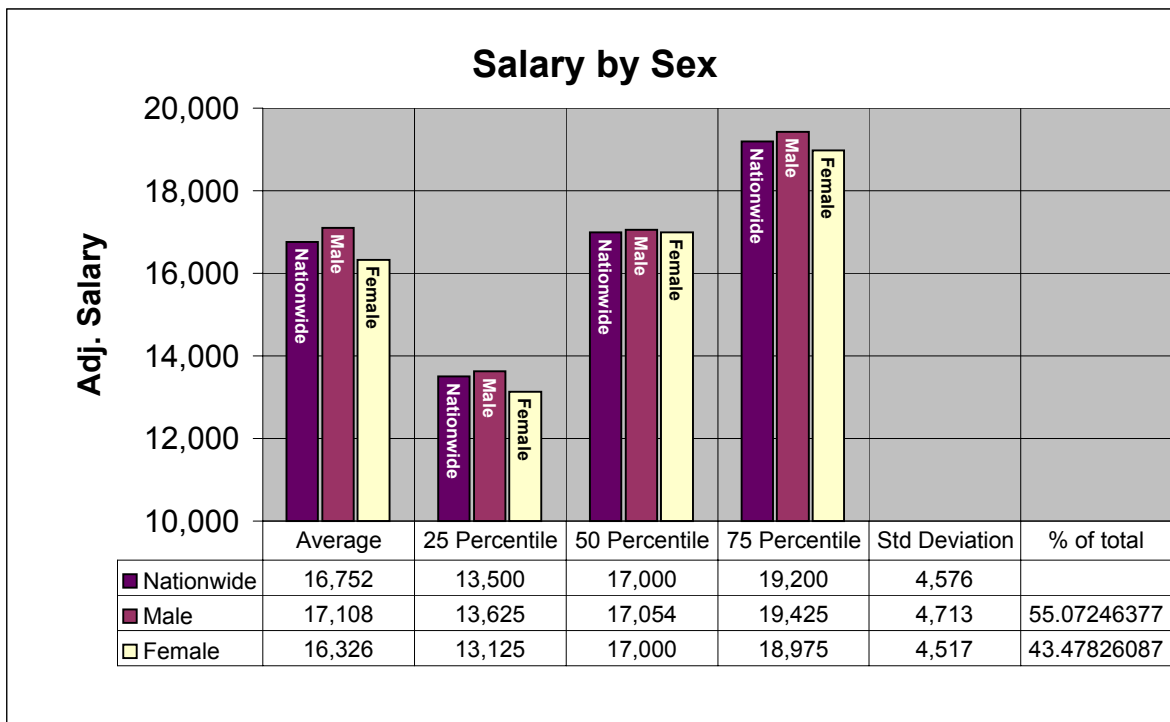
This breakdown has been one of the most interesting and volatile breakdowns over the past year.

17% reported working for small companies of up to 50 employees (no change), 18% at companies with 50-100 employees (down 2%), 35% at companies with 101-300 employees (up 6%) and 30% at companies with 301+ employees (down 2%).



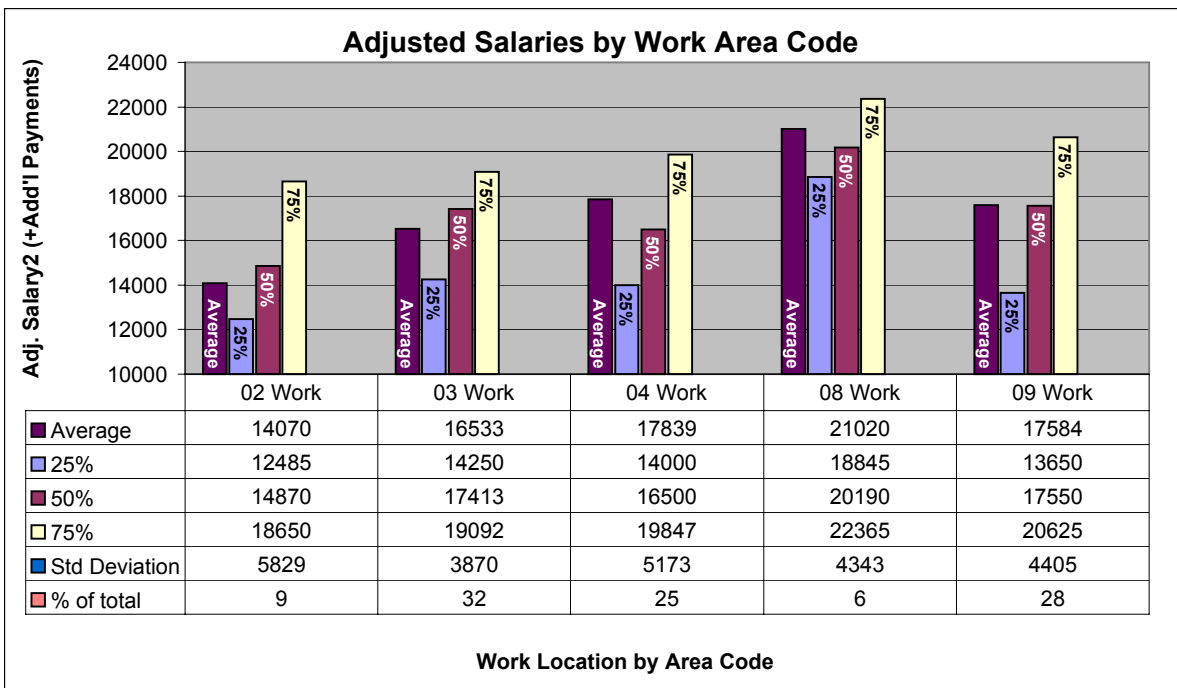
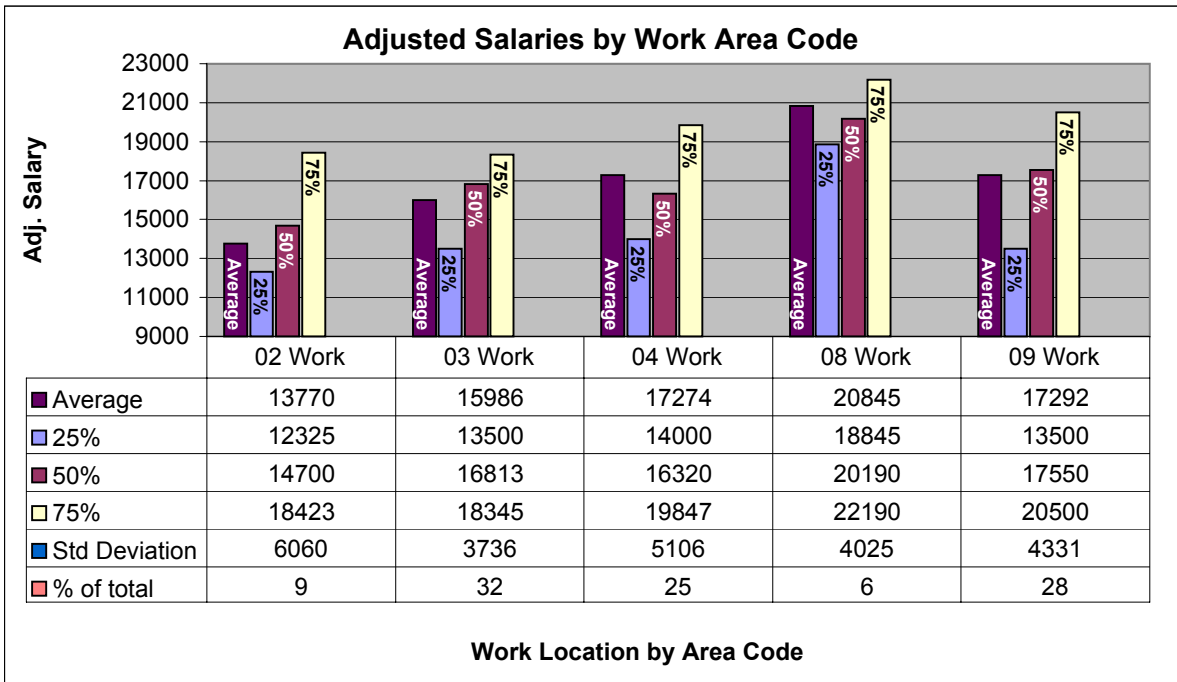
**Sex**

For a number of quarters there has been a growing pattern of higher salaries for men. This trend appears to be slowing down.

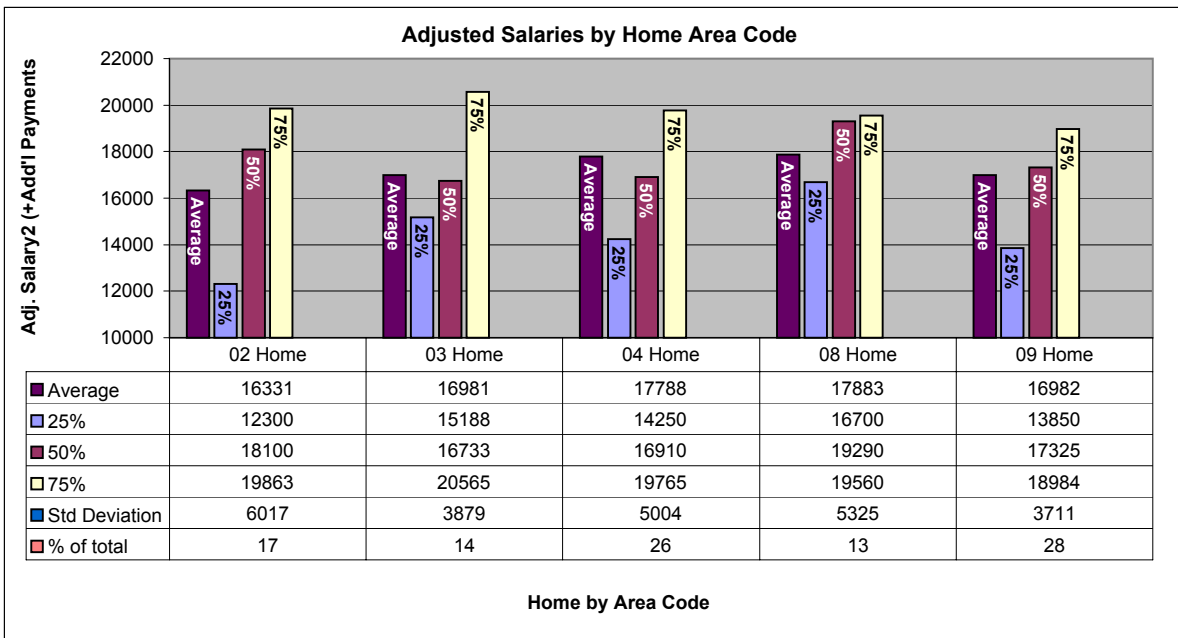
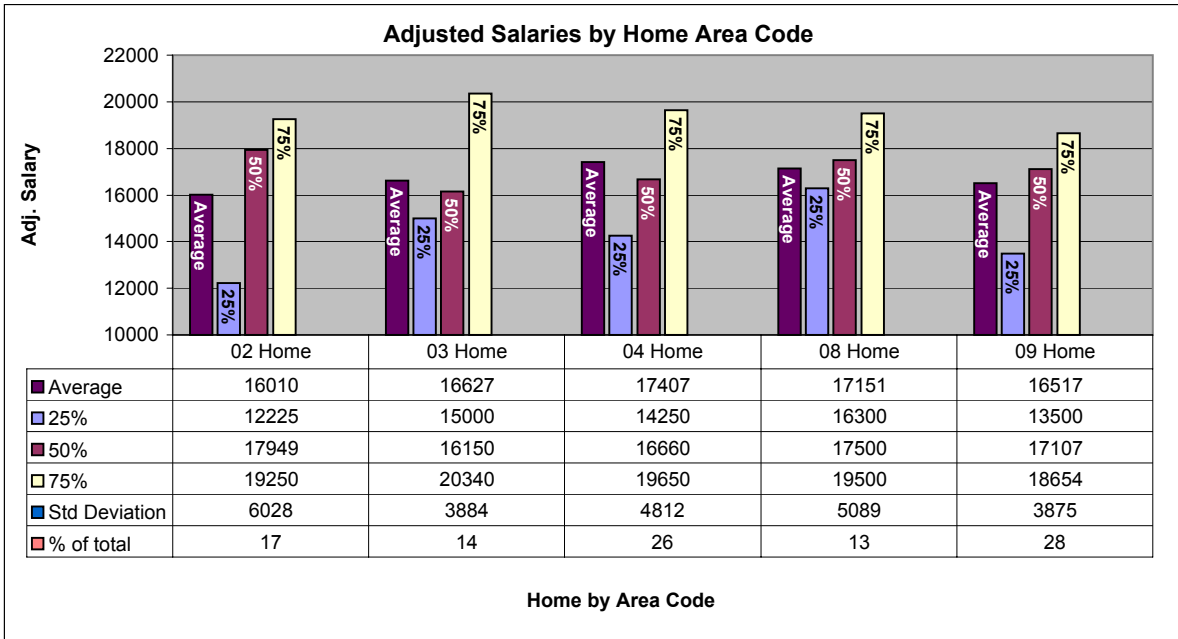


### Geography

Traditionally this has been considered to have a major impact on salary. Differences are most extreme at the low end and the 04 area code which has proved to be extremely volatile over time has the lowest median salaries. However writers in the 04 area traditionally have a very high rate of mobility between freelance and salaried status so anyone interested in this area code should also read the freelance rate report.



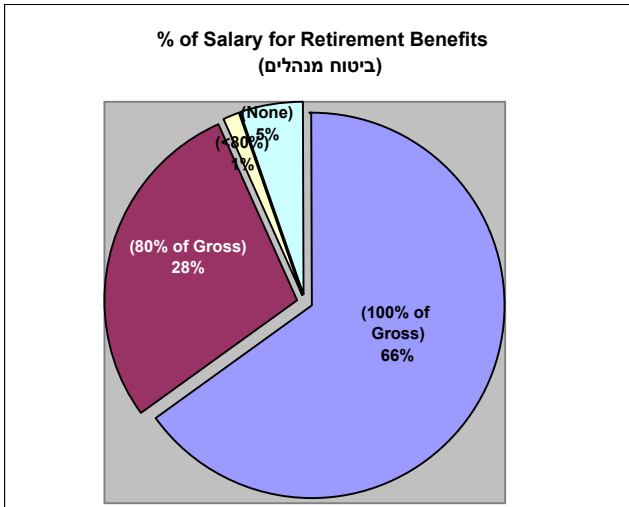
### Geography (cont.)



## Benefits

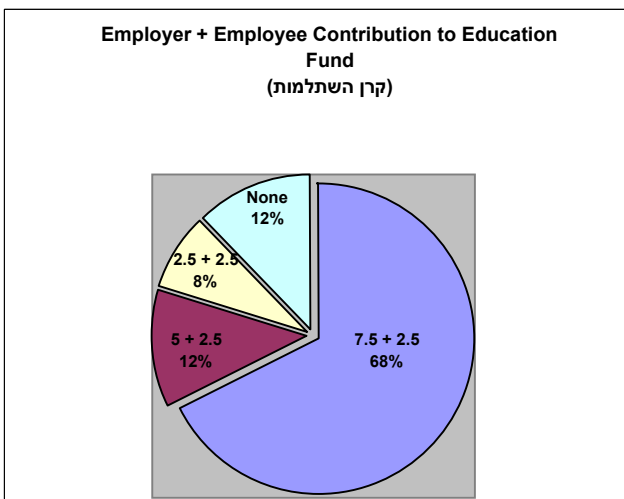
### Pension/Bituach Menehalim

The table below shows what on what percentage of gross salary the plan is based.



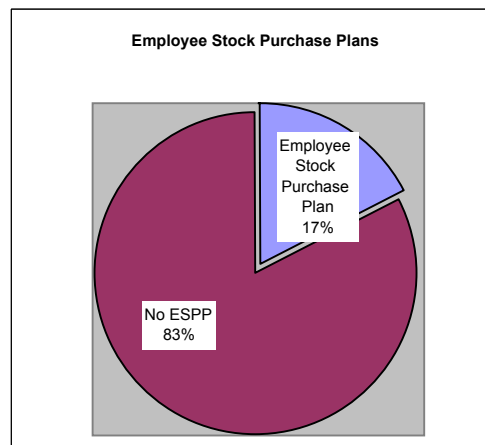
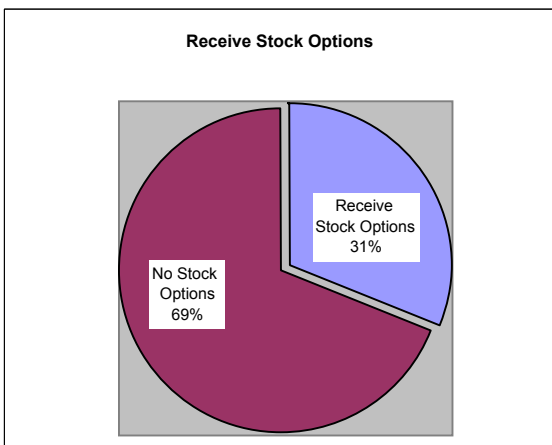
### Education Fund (Keren Hishtalmut)

The table below shows what percentage of gross salary the employer pays into the plan. Employees must pay 2.5% into the plan.



### Stock Options and Employee Stock Purchase Plans

Stock options and Employee Stock Purchase Plans have become very common benefits.





### **Salary Increases/Decreases (Raises and Job Changes)**

This statistic is based only on those writers who reported as employees in the relevant quarters. For the 1 quarter change this means this quarter and last quarter. For the 1 year change this mean this quarter and 1 year ago. It does not include writers who joined the survey this quarter, writers who moved from freelance to employees, or writers who are between jobs.

**The cross-referencing needed for these calculations is not yet ready.  
An update will be posted when this information is ready**

## Bonuses

This question was changed in the April 2008 survey. There are 2 statistics currently monitored, the percentage of those who received bonuses this quarter and the value of those bonuses. It is important to follow this statistic for the entire year because some of the bonuses may be annual bonuses, while others are quarterly bonuses.

