

2011 Technical Communications Manager Survey




Results Overview



Date: 12/19/2011 9:08 AM PST
 Responses: Completes
 Filter: No filter applied






* Required Fields




2. Choose one:

Technical Communications Manager (supervisory and/or budget control for technical documentation)		307	48%
Non-Manager in a Technical Communications department – Writer, designer, trainer etc. (staff role in documentation department)		238	38%
Other – Executive Manager, Consultant, Vendor, etc. (no day-to-day management responsibility in a technical communications department)		89	14%
Total		634	100%
















Technical Communications Manager

3. What best describes your role/title as a manager?








Technical Communications Manager/Director		191	62%
Technical Communications Supervisor		47	15%
Lead Writer		25	8%
IT Manager		0	0%
Product or Project Manager		5	2%
Marketing/Communications Manager		9	3%


Engineering Manager		1	0%
Operations Manager		3	1%
Other, please specify		27	9%
Total		308	100%

4. What best describes the industry you are in?






Construction/Real Estate		0	0%
Consulting		10	3%
Customer Service		0	0%
Education		11	4%
Energy		13	4%
Financial Services/Insurance		28	9%
Government		6	2%
Information Technology		25	8%
Healthcare		6	2%
Hotel, Catering, Hospitality		2	1%
IT Services		12	4%
Manufacturing		37	12%
Medical/Pharmaceutical products		9	3%
Retail/Wholesale		3	1%
Software		104	34%
Telecommunications		16	5%
Non-profit		1	0%
Other		25	8%
Total		308	100%

5. How many employees are in your company?







Less than 50		30	10%
51-200		48	16%
201-500		32	10%
501-1,000		21	7%
1,001-5,000		70	23%
5,001-10,000		30	10%
10,001-20,000		26	9%

20,001 or more		48	16%
		Total	305
			100%

6. In what country or continent do you live?

United States		241	78%
Canada		31	10%
Australia		0	0%
Europe		18	6%
Asia		11	4%
South America		0	0%
Middle East		6	2%
Africa		0	0%
Other		1	0%
		Total	308
			100%



7. How many people do you supervise?

Just myself		32	11%
1-3		106	35%
4-8		89	29%
9-15		47	16%
16-25		21	7%
26+		7	2%
		Total	302
			100%

8. How many years experience do you have as a manager?

Less than one		13	4%
1-4 years		89	29%
5-9 years		83	27%
10-15 years		48	16%
15+ years		70	23%
		Total	303
			100%

9. What sort of staff does your company/department use?

Regular W-2 employees only		132	43%
Contractors only		11	4%

Both regular W-2 employees and contractors		161	53%
Total		304	100%




10. Are you using social-networking sites to enhance business related activities and/or relationships?



Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Often	Sometimes	Never
LinkedIn	71 23%	162 53%	72 24%
Twitter	16 5%	55 19%	222 76%
Facebook	22 8%	85 29%	186 63%
Yammer	8 3%	23 8%	252 89%
SharePoint	102 35%	59 20%	134 45%
Plaxo	2 1%	22 8%	253 91%
Other	18 7%	14 6%	209 87%

12. What is your annual income? (Optional)






Less than 60k		26	10%
60-70k		34	13%
70-80k		35	13%
80-90k		37	14%
90-100k		42	16%
100-110k		39	15%
110-120k		13	5%
120-130k		13	5%
More than 130k		21	8%
Total		260	100%

13. I am optimistic about my career in terms of advancement opportunities, job stability, income growth, etc.






Strongly agree		40	13%
Agree		132	43%
Neither agree nor disagree		87	28%

Disagree		34	11%
Strongly disagree		12	4%
Not applicable		1	0%
Total		306	100%










14. How do you feel your compensation compares to the industry standard for your role?













Top notch		16	5%
Above average		75	25%
Average		135	44%
Below average		76	25%
Barely worth cashing the check		3	1%
Total		305	100%

15. Did you receive a raise in your base salary this year?








Pay increase of 1-9%		205	67%
Pay increase of 10% or more		18	6%
Pay remained the same		63	21%
Pay decrease		3	1%
Pay decrease with reduced hours		0	0%
Not applicable		18	6%
Total		307	100%

16. What benefits and perks do you receive? (Choose all that apply)




Bonus		190	62%
Employee retirement program (e.g. pension, 401k etc.)		251	82%
Life Insurance		250	82%
Long term disability		226	74%
Short term disability		218	71%
Auto or auto allowance		11	4%
Sick pay		234	76%
Paid vacation		284	93%
Stock options		86	28%

Health Insurance		283	92%
Dental Insurance		260	85%
Vision Insurance		225	74%
Health Club allowance or in-house gym		108	35%
Club membership (golf or other)		2	1%
Flexible spending account		195	64%
Daycare		17	6%
Educational assistance		152	50%
Flexible hours		214	70%
Telecommute opportunities		179	58%
Paid time off for volunteer/community service		66	22%
Other		14	5%

17. How many weeks of paid time off (PTO/vacation) do you get per year? (Not including holidays)

2 weeks		24	8%
3 weeks		99	32%
4 weeks		97	32%
5 weeks		57	19%
6 weeks		11	4%
7+ weeks		3	1%
Not applicable		16	5%
Total		307	100%

18. How do you see your career in 5 years?

Probably in the same role with no significant change		82	27%
Expect a promotion and/or more responsibility still involving documentation		131	43%
Expect a promotion and/or more responsibility not involving		28	9%

documentation			
Expect to move out of the documentation field altogether		11	4%
Expect to move into a reduced role (e.g. technical writer without management responsibility)		9	3%
Hope to retire		21	7%
Not sure		24	8%
Total		306	100%






19. Have your staff levels changed within the past 12 months?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Increase	No change	Decrease	Unknown	N/A
Technical Writers	103 34%	128 43%	57 19%	0 0%	13 4%
Marketing Writers	18 6%	72 26%	12 4%	8 3%	168 60%
Editors	18 6%	93 33%	22 8%	1 0%	152 53%
Usability Specialists	16 6%	63 23%	3 1%	8 3%	187 68%
Localization/Translators	21 8%	71 26%	11 4%	5 2%	169 61%
Business Analysts	27 10%	50 18%	9 3%	12 4%	178 64%
Graphic/Web Designers	26 10%	84 31%	11 4%	9 3%	143 52%
Instructional Designers	22 8%	74 27%	7 3%	6 2%	170 61%
Programmers	46 17%	48 17%	19 7%	14 5%	150 54%
Project Managers	44 16%	61 22%	15 5%	11 4%	144 52%
Trainers	27 10%	66 24%	15 5%	9 3%	159 58%
Administration/Production staff	24 9%	85 31%	18 7%	11 4%	136 50%
Other	16 7%	31 13%	7 3%	7 3%	170 74%

21. How do you expect your staff levels to change over the next 12 months?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Increase	No change	Decrease	Unknown	N/A
Technical Writers	98 33%	163 54%	12 4%	18 6%	9 3%
Marketing Writers	12 4%	86 32%	3 1%	20 7%	148 55%
Editors	15 5%	119 43%	5 2%	8 3%	130 47%
Usability Specialists	17 6%	78 29%	3 1%	12 4%	159 59%
Localization/Translators	14 5%	98 36%	5 2%	8 3%	144 54%
Business Analysts	16 6%	75 28%	1 0%	20 7%	156 58%
Graphic/Web Designers	17 6%	100 37%	2 1%	19 7%	130 49%
Instructional Designers	15 6%	84 31%	1 0%	15 6%	156 58%
Programmers	46 17%	62 23%	0 0%	18 7%	138 52%
Project Managers	31 12%	77 29%	3 1%	20 8%	135 51%
Trainers	17 6%	87 33%	2 1%	16 6%	145 54%
Administration/Production staff	13 5%	103 38%	4 1%	20 7%	130 48%
Other	8 4%	41 19%	1 0%	15 7%	156 71%

23. What is your outlook on the economy?










In decline and will be for some time		52	17%
Flat with no real growth or decline		144	47%
Moderate growth over next 12+ months		94	31%
Strong growth over next 12+ months		7	2%
Unknown		9	3%
Total		306	100%

24. How has your budget changed over the past 12 months and how do you expect it to change over the next 12 months?






Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Increase	No change	Decrease	Unknown
Past 12 months	70 23%	139 45%	71 23%	28 9%
Next 12 months	69 23%	144 48%	47 16%	41 14%

Non-Manager

















27. What best describes your current role?

Technical Communicator		161	69%
Marketing Writer		2	1%
Editor		17	7%
Usability Specialist		0	0%
Localization/Translator		1	0%
Business Analyst		7	3%
Graphic/Web Designer		0	0%
Instructional Designer		4	2%
Illustrator		0	0%
Project or Product Manager		5	2%
Trainer/Training Developer		3	1%
Administration/Production		2	1%
Other, please specify		31	13%
Total		233	100%






28. What is your employment status?

Direct full-time employee		177	77%
Direct part-time employee		6	3%
Full-time contractor		33	14%
Part-time contractor		6	3%
Not currently working		8	3%
Not applicable		1	0%
Total		231	100%






29. What best describes the industry you are in?

Construction/Real Estate		1	0%
Consulting		2	1%
Customer Service		1	0%
Education		10	4%
Energy		8	3%
Financial Services/Insurance		12	5%
Government		11	5%
Information Technology		30	13%
Healthcare		11	5%
Hotel, Catering, Leisure		2	1%
IT Services		9	4%
Manufacturing		20	9%
Medical/Pharmaceutical products		9	4%
Retail/Wholesale		4	2%
Software		66	28%
Telecom		11	5%
Non-profit		5	2%
Other		21	9%
Total		233	100%

30. In what country or continent do you live?

United States		189	81%
Canada		21	9%
Australia		0	0%
Europe		10	4%
Asia		8	3%
South America		0	0%
Middle East		1	0%
Africa		1	0%
Other		2	1%
Total		232	100%

31. How do you expect recent economic issues to affect your Technical Communications budget over the next 12 months?

Significant decline in budget due to economy		26	11%
Moderate decline in budget due to economy		72	31%
No change or impact in budget due to economy		72	31%
Moderate increase in budget due to economy		17	7%
Significant increase in budget due to economy		0	0%
Not sure		42	18%
Total		229	100%

32. Are you using social-networking sites to enhance business related activities and/or relationships?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Often	Sometimes	Never
LinkedIn	53 23%	130 57%	45 20%
Twitter	23 11%	44 20%	152 69%
Facebook	32 14%	64 29%	125 57%
Yammer	4 2%	5 2%	200 96%
SharePoint	61 28%	45 21%	111 51%
Plaxo	2 1%	11 5%	193 94%
Other	17 10%	23 13%	135 77%

33. Have your staff levels changed within the past 12 months?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Increase	No change	Decrease	Unknown	N/A
Technical Writers	50 22%	109 47%	48 21%	5 2%	18 8%
Marketing Writers	21 10%	50 23%	13 6%	30 14%	102 47%






Editors	15 7%	72 33%	21 10%	9 4%	99 46%
Usability Specialists	14 7%	54 25%	11 5%	23 11%	113 53%
Localization/Translators	7 3%	57 26%	3 1%	28 13%	121 56%
Business Analysts	25 12%	53 25%	17 8%	24 11%	97 45%
Graphic/Web Designers	23 11%	57 26%	16 7%	27 12%	94 43%
Instructional Designers	15 7%	48 22%	13 6%	35 16%	107 49%
Programmers	50 23%	35 16%	27 12%	26 12%	79 36%
Project Managers	42 19%	58 27%	20 9%	25 12%	72 33%
Trainers	20 9%	50 23%	17 8%	38 18%	89 42%
Administration/Production staff	35 16%	51 24%	27 13%	29 13%	73 34%
Other	8 4%	25 14%	9 5%	25 14%	113 63%

35. How do you expect your staff levels to change over the next 12 months?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Increase	No change	Decrease	Unknown	N/A
Technical Writers	43 19%	120 53%	11 5%	35 16%	16 7%
Marketing Writers	7 3%	63 30%	4 2%	51 25%	83 40%
Editors	10 5%	69 33%	8 4%	37 18%	86 41%
Usability Specialists	9 4%	59 28%	2 1%	44 21%	94 45%
Localization/Translators	5 2%	55 27%	1 0%	44 21%	100 49%
Business Analysts	15 7%	63 30%	4 2%	45 22%	80 39%
Graphic/Web Designers	7 3%	73 35%	5 2%	42 20%	80 39%
Instructional Designers	9 4%	63 30%	4 2%	45 22%	88 42%
Programmers	40 19%	50 24%	6 3%	48 23%	68 32%









Project Managers	23 11%	68 32%	4 2%	44 21%	71 34%
Trainers	15 7%	54 26%	4 2%	51 25%	82 40%
Administration/Production staff	12 6%	73 35%	6 3%	48 23%	67 33%
Other	3 2%	33 20%	2 1%	37 22%	94 56%

37. What is your outlook on the economy?


In decline and will be for some time		42	18%
Flat with no real growth or decline		113	49%
Moderate growth over next 12+ months		58	25%
Strong growth over next 12+ months		3	1%
Unknown		15	6%
Total		231	100%




Other

38. What best describes your current role?

















Consultant		42	48%
Engineering Manager		1	1%
Sr. Executive		4	5%
HR Manager		0	0%
Industry vendor		3	3%
IT Manager		0	0%
Marketing Manager		2	2%
Project or Product Manager		7	8%
Training Manager		2	2%
Other, please specify		26	30%
Total		87	100%

39. What is your employment status?



Direct full-time		30	35%
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employee			
Direct part-time employee		0	0%
Full-time contractor		26	30%
Part-time contractor		18	21%
Not currently working		5	6%
Not applicable		7	8%
		Total	86
			100%

40. What best describes the industry you are in?

Construction/Real Estate		3	3%
Consulting		9	10%
Customer Service		1	1%
Education		8	9%
Energy		3	3%
Financial Services/Insurance		7	8%
Government		4	5%
Information Technology		9	10%
Healthcare		5	6%
Hotel, Catering, Leisure		0	0%
IT Services		3	3%
Manufacturing		7	8%
Medical/Pharmaceutical products		6	7%
Retail/Wholesale		0	0%
Software		10	11%
Staffing		1	1%
Telecom		0	0%
Non-profit		2	2%
Other		10	11%
		Total	88
			100%

41. In what country or continent do you live?





United States		73	84%
Canada		9	10%

Australia		1	1%
Europe		3	3%
Asia		1	1%
South America		0	0%
Middle East		0	0%
Africa		0	0%
Other		0	0%
Total		87	100%

42. Are you using social-networking sites to enhance business related activities and/or relationships?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Often	Sometimes	Never
LinkedIn	30 36%	47 57%	6 7%
Twitter	7 9%	19 24%	54 68%
Facebook	12 15%	35 44%	32 41%
MySpace	0 0%	0 0%	78 100%
Other	4 6%	20 30%	43 64%

43. What is your outlook on the economy?

In decline and will be for some time		19	22%
Flat with no change over the next 12 months		36	41%
Moderate growth over next 12+ months		25	28%
Strong growth over next 12+ months		0	0%
Unknown		8	9%
Total		88	100%