

2005: Confidential DBA Survey

Charge out rates & salary levels

Unlike previous years, the report resulting from this survey will **only** be distributed to companies who return their completed questionnaire. The report, free and exclusive to DBA members, will enable you to benchmark your position within the industry. Members who **do not** participate in the survey will be able to purchase the report for £100 +vat. The report will not be available to non-members under any circumstances.

Please return your completed questionnaire **by 17 August 2005** at the very latest, direct to Amanda Merron at Willott Kingston Smith at the address overleaf. In order to give us as accurate a picture as possible we undertake not to publish a report unless the response exceeds 50 per cent, so your response is vital.

When answering the questions please use data current at July 2005. The information you provide will be treated in the strictest confidence and will not be released to a third party without your written consent.

1. Where is your company based?

- | | | | |
|--------------------------------|--|---|----------------------------------|
| <input type="radio"/> Anglia | <input type="radio"/> Northeast | <input type="radio"/> Scotland | <input type="radio"/> South West |
| <input type="radio"/> London | <input type="radio"/> Northwest | <input type="radio"/> South East (excluding | <input type="radio"/> Wales |
| <input type="radio"/> Midlands | <input type="radio"/> Northern Ireland | London) | <input type="radio"/> Yorkshire |

2. How many permanent employees does your organisation have? (inc. directors & partners) _____

3. Please complete the following table for your permanent employees:

	annual figures	Salary £	Benefits Value £	Bonus £	Total Package £	Hourly Charge £	Utilization rate (*) %
Principal/Proprietor/MD/CEO							
Creative Director							
Design Director							
Senior Account Director							
Account Director							
Account/Client Manager							
Client Services/New Business Director							
Consultants							
Senior Designer							
Designer							
Junior Designer							
Production Manager							
Mac Operator							
Digital Designer							
Digital Developer							
Head of New Media							
Finance Director							
FC Book-keeper/Clerical Assistant							
Receptionist/Administrative Assistant							
Secretary							
Studio Manager							
Personnel Officer							
IT Director							
IT Manager							
IT Administrator							

* What proportion of your employees' time is, on average, billed on to clients (please use percentages)

4. What average percentage pay rise do you expect to reward this year? _____ %

Do you pay overtime to: All employees Just senior employees Just junior employees None

If so, what is the rate paid? _____

5. Does your organisation currently employ the services of freelancers? Yes No

If 'Yes', how many on average, per year? _____

6. This year, I expect employee numbers to: Increase Decrease

Do you expect to increase your fees this year? Yes No

7. Do you offer share-based incentives (e.g. share options scheme or other) to:

Key senior employees All employees None

8. Please indicate which of the following you offer as part of the benefits package:

Medical Cover/PHI Dental Cover Life Assurance Season Ticket Loan

Car/Cash Allowance Healthclub Membership Other – please state _____

9. For companies employing more than 5 members of staff, it is compulsory to offer access to a stakeholder pension, scheme. Does your company contribute to the pension scheme on behalf of its employees?

N/A Yes No If 'Yes', how much? _____

Is this conditional on the employee also contributing? Yes No

If 'Yes', on what basis (e.g. contributions matched, employee 3%, employer 6%) _____

10. Does your company offer any of the following:

Training programmes? Yes No If 'Yes', are they internal or external (please state) _____

How much is allocated to training per head per year? _____

Formal staff review mechanism? Yes No If 'Yes', is it internal or external (please state) _____

Do staff have an annual bonus? Yes No

If yes, is it linked to: Individual achievement Group Both

11. How many days on average are your company employees entitled for:

Holidays _____ Sickness _____ Maternity _____ Paternity _____

12. Please indicate the type of design services you provide

(Please tick each service provided and rank the principal services – 1 being the most important)

Service		Rank
Identity / Branding	<input type="radio"/>	
Exhibition stands / displays	<input type="radio"/>	
Interior / Retail design	<input type="radio"/>	
Literature	<input type="radio"/>	
Digital design (Off and on-line)	<input type="radio"/>	
Packaging	<input type="radio"/>	
Product / Industrial design	<input type="radio"/>	
Other – please state	<input type="radio"/>	

Please add any other comments you have on salary and remuneration in the design services sector on a separate sheet and attach it to this questionnaire. Your comments will be treated as entirely confidential.



Please provide your contact details here. The final report will only be issued free of charge to DBA member companies who return their completed survey. The information you provide will be treated in the strictest confidence and will not be released to a third party without your written consent.

Name _____ Title _____

Company name _____

Email address _____ Telephone _____

Next Step

Please return completed questionnaires to Amanda Merron at Willott Kingston Smith, Quadrant House (Air Street Entrance), 80-82 Regent Street, London W1B 5RP **no later than 17 August 2005**. Thank you.

If you have any other questions please contact the DBA 35 – 39 Old Street, London EC1V 9HX 020 7251 9229