



MORE FOR LESS

Average training salaries plunge
\$8,000 in 2011-2012.



The wild ride continues: After rising slightly in 2010-2011, average training salaries nose-dived nearly \$8,000 to an average of \$75,657 in 2011-2012, according to *Training* magazine's Annual Salary Survey of 1,281 readers. The average increase in salary in the last 12 months (not including a promotion or change of employer) rose slightly to 2.81 percent in 2011-2012, up from 2.57 percent in 2010-2011. Some 43 percent of respondents said their salary was low relative to their responsibilities, while another 49 percent said it was equitable. Only 7 percent believe they are well paid relative to their responsibilities. Some 51 percent of respondents said they received a bonus last year, and 55 percent are eligible for one this year. The average cash bonus was \$9,536, down from \$11,272 in 2010-2011.

Despite the steep decrease in average trainer salaries, only 3.2 percent said employers asked them to take a pay cut versus 6.6 percent in 2010-2011. Some 50 percent of respondents said their organization cut budgets in the last 12 months, 4 percent less than in 2010-2011. Travel was slashed by 43 percent of respondents vs. 49 percent in 2010-2011. Some 21 percent froze salaries vs. 30 percent in 2010-2011. And 9.7 percent eliminated bonuses compared with 11.4 percent the year before. Employee layoffs remained virtually the same at 24 percent.

Most training professionals continue to enjoy what they do for a living, with 73.6 percent saying they wouldn't choose another career if they could do it all over again. Of those who preferred other careers, answers ranged from geneticist, horticulturist, optometrist, and computer programmer to acrobat, bail bondsman, pastry chef, and drummer in a rock-and-roll band.

Training Salaries by Region

	PACIFIC	MOUNTAIN	CENTRAL	GREAT LAKES	NORTHEAST	SOUTHEAST	CANADA
Regional Average	\$84,571	\$67,734	\$70,857	\$70,482	\$84,985	\$76,287	\$74,013
2011 Regional Average	\$89,158	\$79,394	\$79,201	\$78,385	\$94,358	\$83,421	\$87,567
Executive-level management	\$120,250	\$56,000	\$106,667	\$86,625	\$171,250	\$99,500	\$72,500
Executive-level training/HRD manager	\$120,425	\$112,429	\$117,300	\$96,344	\$99,769	\$101,605	\$81,000
Training department manager (+5 Trainers)	\$102,702	\$99,044	\$80,012	\$86,214	\$112,463	\$91,956	\$82,167
Training department manager (1-5 Trainers)	\$88,614	\$79,466	\$82,334	\$86,535	\$88,633	\$85,292	\$86,443
One-person training department	\$71,125	\$55,386	\$59,647	\$58,085	\$73,554	\$56,353	\$77,900
Information technology training manager	\$88,667	\$62,250	\$74,500	\$94,677	\$86,266	\$90,232	\$80,000
Classroom instructor/trainer	\$73,279	\$54,646	\$56,689	\$58,933	\$71,032	\$61,925	\$56,474
Instructional designer	\$79,688	\$60,499	\$65,149	\$67,256	\$73,256	\$67,917	\$58,475
CBT/Web/multimedia programmer/ designer/manager	\$84,167	\$57,510	\$63,215	\$59,750	\$87,214	\$62,533	\$101,500
Management/career/organizational development specialist	\$83,200	\$72,600	\$71,031	\$77,914	\$82,797	\$67,123	\$76,417
Independent consultant or other "outside" provider of training/HRD goods and services	\$87,750	\$78,500	\$91,716	\$64,750	\$83,000	\$92,009	\$77,000
Personnel manager/specialist	\$55,975	\$41,500	\$53,125	\$70,119	\$76,500	\$74,316	\$65,000
Line or staff manager other than training/HRD, personnel or IT	\$116,000	\$72,000	\$106,250	\$73,188	\$69,600	\$96,106	N/A
Professor/teacher/other education	\$42,500	\$70,000	\$87,544	\$59,056	\$63,383	\$131,021	\$85,000

Job Category	Overall Average	2011 Overall Average	Fewer than 100 employees	100-499
Average Salary	\$75,657	\$84,142	\$71,905	\$65,527
Executive-level management (e.g., CEO, CLO, CIO)	\$119,767	\$127,202	\$90,063	\$93,000
Executive-level training/HRD manager - other training managers report to you	\$104,470	\$124,811	\$94,700	\$86,500
Training department manager - more than five full-time trainers/learning specialists report to you	\$93,084	\$98,614	\$118,400	\$74,211
Training department manager - between one and five full-time trainers/learning specialists report to you	\$85,036	\$86,301	\$76,550	\$74,995
One-person training department	\$62,390	\$71,512	\$50,171	\$59,298
Information technology training manager	\$88,921	\$85,165	\$45,000	\$60,500
Classroom instructor/trainer	\$61,741	\$65,653	\$69,156	\$50,710
Instructional designer	\$68,676	\$74,691	\$60,781	\$62,161
CBT/Web/multimedia programmer/designer/manager	\$70,933	\$81,009	\$64,500	\$52,667
Management/career/organizational development specialist	\$73,897	\$81,675	\$61,250	\$70,245
Independent consultant or other "outside" provider of training/HRD goods and services	\$85,623	\$96,888	\$96,682	\$78,500
Personnel manager/specialist	\$60,815	\$73,492	\$55,038	\$58,035
Line or staff manager other than training/HRD, personnel or IT (e.g., sales, operations, manufacturing)	\$85,702	\$80,296	\$68,083	\$104,893
Professor/teacher/other education	\$75,573	\$76,684	\$28,750	\$61,333

Industry

Manufacturing	\$84,656	\$90,540	\$65,570	\$78,419
Retail/wholesale/distribution	\$68,799	\$86,969	\$61,583	\$58,177
Finance/banking/real estate/insurance	\$77,647	\$79,740	\$71,920	\$67,546
Business services/hospitality	\$80,677	\$93,911	\$76,250	\$71,911
Communications	\$68,832	\$79,452	\$55,000	\$68,481
Transportation/utilities	\$76,549	\$94,015	\$60,125	\$65,878
Health/medical services	\$76,888	\$87,140	\$67,532	\$57,676
Educational services/academic institution	\$66,846	\$71,553	\$75,090	\$55,539
Government/military	\$74,810	\$84,693	\$68,485	\$67,517
Consulting	\$83,942	\$95,169	\$83,161	\$87,630
Supplier to the training industry	\$77,738	\$83,219	\$70,683	\$67,337

Gross Sales/Fees

Less than \$1 million	\$70,382	\$74,505	\$72,843	\$62,278
\$1 million to \$49.9 million	\$68,157	\$76,832	\$72,510	\$63,679
\$50 million to \$399.9 million	\$73,372	\$84,011	\$53,000	\$73,315
\$400 million to \$999.9 million	\$76,763	\$80,996	\$69,000	\$72,911
\$1 billion to \$9.9 billion	\$82,894	\$97,150	\$39,000	\$58,779
\$10 billion or more	\$91,573	\$102,302	N/A	N/A

Education

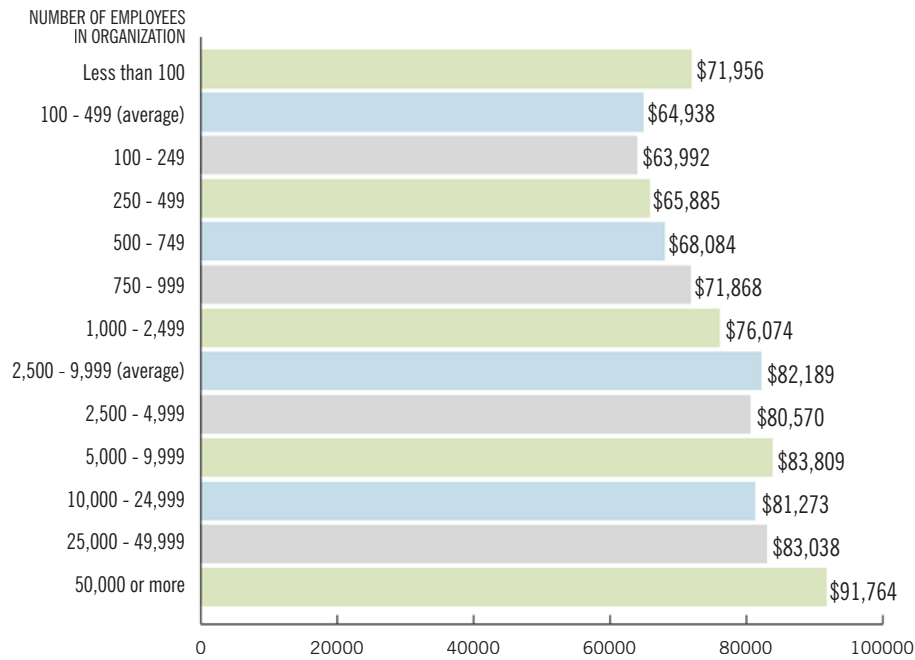
No college degree	\$65,620	\$67,354	\$58,655	\$58,428
Associate's degree	\$62,365	\$68,396	\$45,305	\$58,534
Bachelor's degree	\$72,573	\$80,800	\$72,676	\$66,849
Master's degree	\$80,501	\$92,227	\$74,069	\$67,749
Doctoral degree	\$98,431	\$99,922	\$105,500	\$60,331

Years of Experience

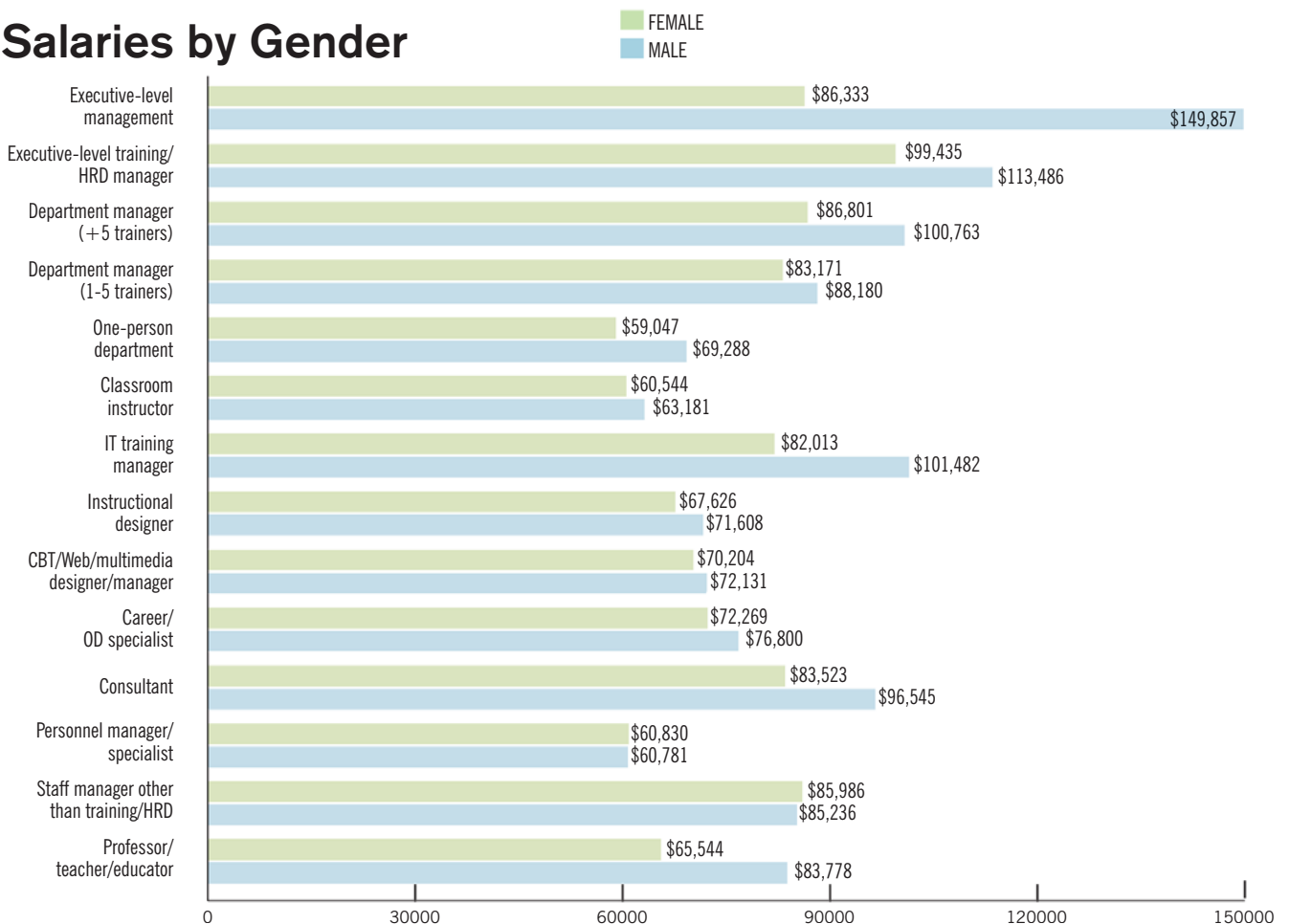
3 years or less	\$59,323	\$70,881	\$50,332	\$56,833
4 to 7 years	\$67,448	\$76,285	\$68,405	\$63,355
8 to 12 years	\$74,804	\$78,581	\$73,074	\$68,384
13 years or more	\$85,542	\$92,815	\$82,107	\$70,990

500-749	750-999	1,000-2,499	2,500-9,999	10,000-24,999	25,000-49,999	50,000 or more
\$70,543	\$70,063	\$73,285	\$76,598	\$79,414	\$85,346	\$86,309
\$190,000	N/A	\$146,500	\$159,250	\$189,500	\$294,000	N/A
\$105,750	N/A	\$91,293	\$110,738	\$88,449	\$122,389	\$120,782
\$88,500	\$58,445	\$78,625	\$91,949	\$102,808	\$102,600	\$114,278
\$72,177	\$70,134	\$90,219	\$81,551	\$89,054	\$90,059	\$110,758
\$58,645	\$66,457	\$65,505	\$73,825	\$66,248	\$69,844	\$76,526
\$116,000	\$115,833	\$66,000	\$84,996	\$87,660	\$134,000	\$87,133
\$65,839	\$59,650	\$57,242	\$62,929	\$64,385	\$63,288	\$66,813
\$59,887	\$74,078	\$67,627	\$65,492	\$71,906	\$71,460	\$79,506
N/A	N/A	\$52,550	\$70,409	\$80,800	\$86,833	\$77,209
N/A	\$58,000	\$66,404	\$70,475	\$84,625	\$79,000	\$87,744
N/A	N/A	\$98,600	\$72,778	\$74,250	\$84,667	\$87,625
\$51,125	N/A	\$70,111	\$66,500	\$73,500	N/A	\$55,750
\$34,500	\$68,500	\$93,667	\$88,700	\$70,000	N/A	\$94,150
\$83,000	\$60,000	\$70,000	\$101,495	\$67,500	N/A	N/A
\$71,786	\$65,833	\$72,261	\$76,078	\$94,238	\$111,671	\$96,467
\$82,795	\$45,250	\$71,066	\$77,146	\$70,641	\$70,167	\$69,161
\$76,787	\$123,400	\$70,113	\$79,352	\$84,765	\$73,801	\$87,670
\$66,643	\$81,831	\$91,535	\$74,006	\$66,064	\$99,833	\$90,665
N/A	\$64,700	\$50,000	\$64,357	\$82,548	\$61,429	\$70,888
\$73,750	\$75,250	\$70,415	\$80,408	\$83,322	\$54,864	\$87,357
\$69,500	\$58,567	\$66,033	\$81,279	\$77,401	\$84,033	\$91,661
\$64,477	\$59,480	\$65,856	\$68,338	\$68,357	\$114,667	\$76,400
\$56,830	\$56,516	\$75,455	\$73,334	\$84,249	\$98,604	\$92,757
\$106,000	\$59,000	\$84,000	\$84,650	\$72,500	\$80,000	\$91,633
\$76,735	\$79,375	\$89,000	\$85,895	\$61,167	\$112,963	\$72,859
N/A	\$17,500	\$104,800	\$71,000	\$54,650	N/A	N/A
\$67,918	\$75,449	\$67,516	\$67,098	\$82,903	\$66,750	\$65,263
\$75,966	\$69,929	\$76,663	\$73,757	\$66,950	\$71,799	\$68,360
\$79,667	\$54,000	\$81,323	\$77,164	\$72,194	\$76,628	\$71,960
\$72,167	\$73,000	\$72,702	\$86,033	\$84,671	\$89,032	\$83,552
N/A	\$39,000	\$71,088	\$85,879	\$92,159	\$101,918	\$91,392
\$54,264	\$84,486	\$57,708	\$72,426	\$73,444	\$51,232	\$71,007
\$58,453	\$71,667	\$56,788	\$73,106	\$58,436	\$73,000	\$69,250
\$66,811	\$69,088	\$72,691	\$69,532	\$78,646	\$83,483	\$79,186
\$72,664	\$63,575	\$79,220	\$81,566	\$82,177	\$93,783	\$93,651
\$98,617	\$73,500	\$94,984	\$101,295	\$112,660	\$86,967	\$112,844
\$43,877	\$62,600	\$58,943	\$63,110	\$67,709	\$62,085	\$71,066
\$58,730	\$57,290	\$63,340	\$72,142	\$69,739	\$76,089	\$65,616
\$67,617	\$61,060	\$71,636	\$76,019	\$77,811	\$82,918	\$83,539
\$91,622	\$82,817	\$82,099	\$82,495	\$87,547	\$102,369	\$101,415

Training Salaries by Number of Employees Trained



Salaries by Gender



Salaries by Age

