

# The Prosperity Salary Survey

# 2022



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January 2022

## The Prosperity Recruitment 2022 employment and salary survey for Ireland's digital sector

Prosperity Recruitment's annual report for 2022 looks at how the digital sector in Ireland adapted to the multiple challenges and changes caused by Covid-19 and its effect on workers' salaries going into the new year.

Coinciding with the removal of government restrictions and the improved economic outlook, the second half of 2021 saw a big rebound in hiring as businesses adapted to new ways of working, altered priorities and new opportunities.

As the market became more dynamic and workers began to gain the confidence to seek elsewhere for jobs and change careers as part of the "Great Reshuffle", qualified and experienced candidates in the digital sector became scarcer, leading companies to react with better salaries, conditions and career development to both retain existing employees and capture new talent.

With the market on their side going into 2022, skilled and experienced workers in the digital sector are likely to command higher salaries and more flexible conditions than in 2021 as demand remains high for these talented professionals.

Prosperity Recruitment's Director Gary Mullan is confident about the outlook for 2022:

*"While employers have faced plenty of challenges in 2021, the outlook for Ireland's digital economy is still very positive. We hope our insights can help companies attract and engage with employees for an even better 2022."*

Gary Mullan. Managing Director. Prosperity.

## THE PROSPERITY SALARY SURVEY

### Key findings:

- Salaries will see a general uptick of 12% for 2022. Interviews with CEOs and hiring managers in the digital sector suggest that many companies have felt compelled to increase salaries in 2021 to both retain existing talent and attract new staff, and this is a trend that is likely to continue into 2022.
- The highest paid roles are Director of Marketing (up to €150,000), followed by Head of eCommerce, Head of Search/SEO, and Creative Directors (all up to €120,000).
- UX and Product Design will continue to grow fast in 2022, with demand pushing salaries up by 18% for these roles, and many companies are setting up separate departments for this area—meaning experienced professionals in Ireland are becoming increasingly scarce.
- Demand (and salaries) will continue to grow for talent specializing in specific platforms, such as Amazon, HubSpot, Magento, Shopify, WordPress or Salesforce as business moves from Monolithic to a Microservices environment.
- Candidates now expect clarity on working arrangements as a must-have before they even apply for a role. In 2022, the priorities for employees will be a flexible approach to office work, career progression, work-life balance and even sustainability.
- Nearshoring will become more widespread as a solution to worker shortages. The pressures of covering a broad base in SMEs have seen workers with broad digital marketing skills jump ship to larger companies to specialize, leaving the smaller companies with big gaps in their teams, having to resort to hybrid models, outsourcing and especially nearshoring.
- In 2022 many large Irish companies will realise the benefits of building an in-house marketing team, fuelling strong growth in both technical and strategic marketing roles.
- At the other end of the spectrum, SMEs are still growing strongly, but are hamstrung by resources, meaning digital professionals are needed to cover more bases such as content, SEO and PPC management, as well as overall strategy and execution.

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## 1. Digital - Client Side

Role	1-3 years €	3-5 years €	5+ years €
Ad Operations	30 - 35k	35 - 45K	45k +
CRM Executive	35 - 45k	45 - 55K	n/a
CRM Manager	60 - 70k	70 - 75K	75k +
E-Commerce Manager	55 - 70k	70 - 75K	75k +
Head of Ecommerce	75 - 110k	110 - 120K	120k +
Merchandiser	30 - 35k	35 - 45K	45k +
Trading Executive	35 - 45k	45 - 55K	n/a

## 2. Full Service Agency

Role	1-3 years €	3-5 years €	5+ years €
Account Director	60 - 70K	70 - 75K	75 - 80k
Account Executive	35 - 38K	38 - 45K	n/a
Account Manager	40 - 50K	50 - 55K	55 - 60k
Head of Client Services	70K	70 - 85K	85 - 100k
Copywriter	35 - 40K	40 - 55K	55 - 65k
Media Buyer	38 - 40K	40 - 45K	45 - 55k
Media Planner	35 - 40K	40 - 50K	50 - 70k
Production Manager	35 - 40K	40 - 60K	60k +
Strategy Planner	45 - 50K	50 - 65K	65 - 80k

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### 3. Digital - Agency

Role	1-3 years €	3-5 years €	5+ years €
Digital Account Director	60 – 65k	65 – 70k	70 – 80k
Digital Account Executive	35 – 40k	40 – 45k	n/a
Digital Account Manager	40 – 45k	45 – 55k	55 – 70k
Digital Creative Director	60 – 65k	65 – 75k	75 – 110k
Amazon Ads Manager	30 – 35k	35 – 45k	45 – 55k +
Head of Digital	70 – 75k	75 – 85k	85 – 120k
Digital Project Manager	45 – 50k	50 – 60k	60 – 80k
Head of Performance	55 – 65k	65 – 70k	70k +
Performance Manager	45 – 55k	55 – 60k	60k +
Head of SEO	65 – 75k	75 – 85k	85 – 120k
SEO Account Manager	40 – 45k	45 – 55k	55k +
SEO Account Executive	35 – 40k	n/a	n/a
PPC Account Manager	45 – 50k	50 – 55k	55k +
PPC Account Executive	40 – 45k	n/a	n/a
Head of Social	65 – 75k	75 – 85k	85k
Social Media Manager	35 – 40k	40 – 55k	55 – 60k

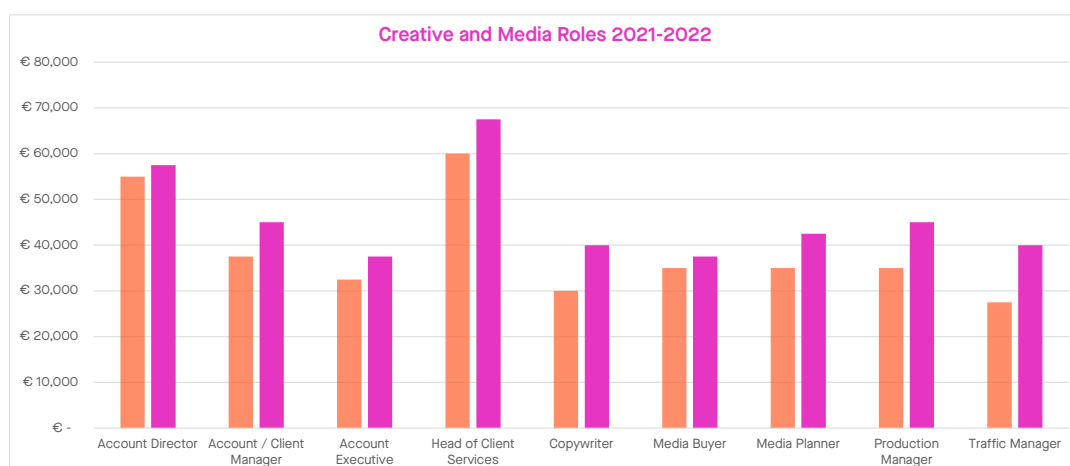
### 4. Creative, Experiential, PR Agency

Role	1-3 years €	3-5 years €	5+ years €
Account Director	55 – 60k	60 – 65k	65 – 80k
Account Executive	35 – 40k	40 – 45k	n/a
Account / Client Manager	40 – 45k	45 – 50k	50 – 60k
Project Manager	40 – 45k	45 – 55k	55k – 65k
Head of Client Services	65k	65 – 85k	85 – 100k
Copywriter	35 – 45k	45 – 55k	55 – 65k
Production Manager	40 – 50k	50 – 60k	60k +
Traffic Manager	35 – 45k	45 – 55k	55k +

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## 5. Media Agency

Role	1-3 years €	3-5 years €	5+ years €
Account Director	55 – 60k	60 – 70k	70 – 80k
Account Executive	35 – 40k	40 – 45k	n/a
Account / Client Manager	40 – 50k	50 – 60k	60 – 70k
Head of Client Services	65 – 70k	70 – 85k	85 – 100k
Media Buyer	35 – 40k	40 – 50k	50 – 60k
Media Planner	40 – 45k	45 – 55k	55 – 70k
Strategy Planner	45 – 55k	55 – 65k	65 – 80k



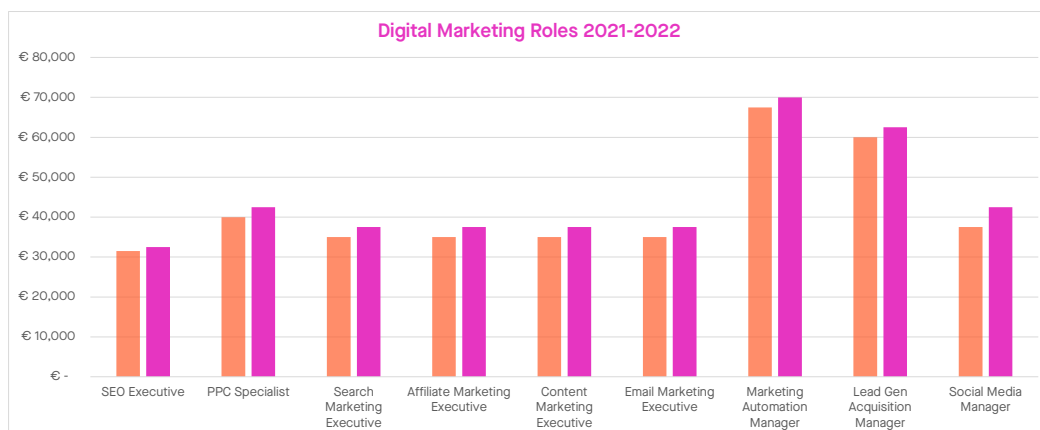
## 6. Marketing

Role	1-3 years €	3-5 years €	5+ years €
Marketing Assistant	30 – 32k	n/a	n/a
Marketing Executive	32 – 35k	35-45k	n/a
Marketing Manager	45 – 50k	50 – 65k	65-80k
B2B Marketing Manager	45 – 55k	55 – 70k	70k +
Marketing Director	75 – 80k	80 – 90k	90 – 150k
Brand Manager	40 – 45k	45 – 55k	55 – 65k
PR Manager	45 – 55k	55 – 65k	65 – 75k
Events Manager	35 – 40k	40 – 50k	50 – 70k
Marketing Communications Executive	35 – 45k	45 – 50k	n/a
Marketing Communications Manager	45 – 55k	55 – 65k	65 – 75k
Marketing Strategist	30 – 35k	35 – 45k	45 – 55k

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## 7. Digital Marketing

Role	1-3 years €	3-5 years €	5+ years €
Content Manager	45 – 55k	55 – 65k	65k +
Head of Digital Marketing	55 – 60k	60 – 75k	75 – 90k
Digital Marketing Manager	55 – 65k	65 – 75k	75k +
Project Manager	45 – 50k	50 – 60k	60 – 80k
Head of SEO	65 – 75k	75 – 85k	85 – 120k
SEO Manager	45 – 55k	55 – 65k	n/a
SEO Executive	30 – 35k	35 – 45k	n/a
PPC Specialist	40 – 45k	45 – 55k	n/a
Head of Search (SEO + PPC)	75 – 80k	80 – 90k	90 – 130k
Search Marketing Executive	35 – 40k	40 – 50k	n/a
Affiliate Marketing	35 – 40k	40 – 45k	55 – 70k
Content Marketing Executive	35 – 40k	40 – 50k	n/a
Email Marketing Executive	35 – 45k	45 – 50k	n/a
Marketing Automation Executive	42 – 45k	45 – 55k	n/a
Marketing Automation Manager	65 – 75k	75 – 80k	80k +
Online Campaign Manager	35 – 45k	45 – 60k	n/a
Lead Generation Acquisition Manager	55 – 70k	70 – 75k	75k +
Head of Social	65 – 75k	75 – 85k	85k
Social Media Manager	40 – 45k	45 – 55k	55 – 60k



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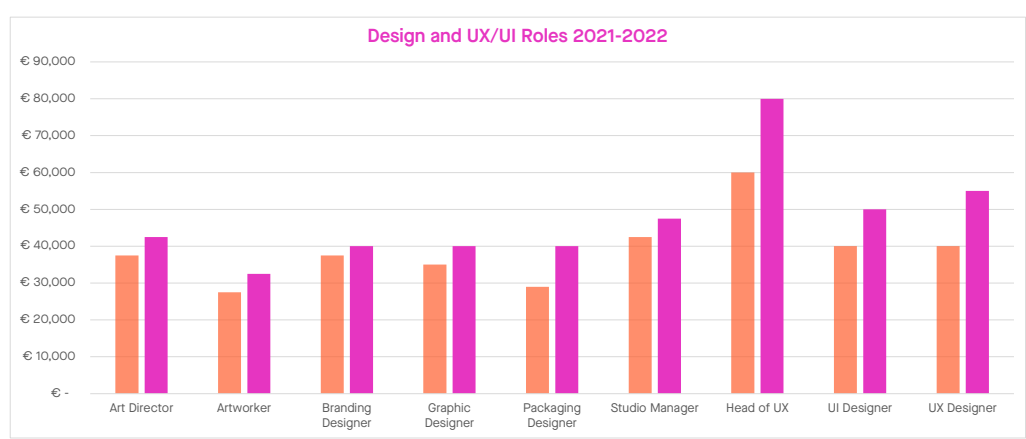


# 8. Sales

Role	1-3 years €	3-5 years €	5+ years €
Advertising Sales Executive	30 – 35k	35 – 45k	45 – 55k
Advertising Sales Manager	45 – 50k	50 – 60k	60 – 70k
Agency Sales Executive	30 – 38k	38 – 45k	45 – 65k
Agency Sales Manager	42 – 47k	47 – 65k	60k +
Business Development Executive	30 – 40k	40 – 50k	n/a
Business Development Manager	40 – 55k	55 – 65k	65 – 80k
Commercial Director	70 – 75k	75 – 100k	100 – 125k
Digital Sales Executive	35 – 45k	45 – 55k	55 – 65k
Digital Sales Manager	50 – 55k	55 – 65k	65k +
Lead Generation	30 – 35k	35 – 45k	45k +
EMEA Sales Manager	65 – 70k	70 – 80k	80k +
Partnerships Manager	50 – 60k	60 – 70k	70k +
SaaS Account Executive	35 – 45k	45 – 60k	60k +
SaaS Account Manager	45 – 55k	55 – 65k	65k +

# 9. Design

Role	1-3 years €	3-5 years €	5+ years €
Art Director	40 – 45k	45 – 65k	65k +
Artworker	30 – 35k	35 – 40k	40k +
Branding Designer	35 – 45k	45 – 55k	55k +
Creative Director	55 – 65k	65 – 75k	75 – 120k
Digital Designer	35 – 45k	45 – 55k	55k +
Graphic Designer	35 – 45k	45 – 55k	55k +
Packaging Designer	35 – 45k	45 – 55k	55k +
Studio Manager	45 – 50k	50 – 60k	60k +



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## 10. UX/UI

Role	1-3 years €	3-5 years €	5+ years €
Head of UX	85 – 95k	95 – 110k	110k+
UX Manager	55 – 65k	65 – 75k	75k +
UX Lead	55 – 65k	65 – 75k	75k +
UI Designer	45 – 55k	55 – 65k	65k +
UX Designer	50 – 60k	60 – 80k	80k +
UX Researcher	50 – 60k	60 – 80k	80k +
UX Writer	40 – 50k	50 – 60k	60k +

## 11. Web Development

Role	1-3 years €	3-5 years €	5+ years €
Front-End Developer	40 – 45k	45 – 65k	65 – 90k
Python Developer	45 – 50k	50 – 65k	65 – 75k
PHP Developer	40 – 45k	45 – 55k	55 – 65k
iOS Developer	40 – 45k	45 – 55k	55 – 65k
Android Developer	40 – 45k	45 – 55k	55 – 65k
Ruby on Rails Developer	40 – 45k	45 – 60k	60 – 70k
Full-stack Developer	50 – 55k	55 – 65k	65 – 70k
Backend Developer	50 – 55k	55 – 65k	65 – 70k

## 12. Product

Role	1-3 years €	3-5 years €	5+ years €
VP of Product	85 – 90k	90 – 100k	100k +
Head of Product	80 – 90k	90 – 100k	95 – 120k
Product Manager (Technical)	60 – 70k	70 – 85k	85 – 100k
Product Manager (Marketing)	55 – 65k	65 – 75k	75k +
Program Manager	55 – 65k	65 – 75k	75 – 90k
Product Owner	45 – 55k	60 – 80k	80 – 100k
Product Manager	55 – 65k	65 – 70k	80 – 100k
Product Designer	55 – 65k	65 – 70k	80 – 100k
Product Design Lead	75 – 80k	80 – 90k	90 – 110k
Solutions Architect	50 – 55k	60 – 75k	80 – 100k

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## 13. Data Analytics

Role	1-3 years €	3-5 years €	5+ years €
VP of Product	85 – 90k	90 – 100k	100k +
Head of Data Analytics	55 – 65k	65 – 85k	85 – 95k
Data Analyst	40 – 45k	45 – 65k	n/a
Data Scientist	38 – 50k	50 – 60k	60 – 80k
Insights Manager	45 – 55k	55 – 60k	60k +
CRO Lead	53 – 55k	55 – 60k	60k +
Business Analyst	45 – 50k	50 – 60k	65k +
BI Consultant	40 – 45k	45 – 60k	60 – 75k
CRM Data Analyst	45 – 50k	50 – 60k	75k +

## 2022 will continue 2021's trend for salary increases for in-demand digital positions:

As businesses moved online during 2020's lockdown, digital skills became more important than ever, with strong demand across the board for UX/UI designers, web and app developers, PPC and SEO specialists and digital marketing account managers to cope with the uptick in demand for both eCommerce and SaaS solutions. Going into 2021, as demand for these professionals persisted and confidence returned to the job market, Prosperity Director, Gary Mullan, highlighted that "even with the emergence of new strains of Covid in 2021, business seems to continue to be on the up, and companies are more battle-hardened with new variants coming in and, in terms of digital marketing, are progressing the industry faster."

*"While employers have faced plenty of challenges in 2021, the outlook for Ireland's digital economy is still very positive. We hope our insights can help companies attract and engage with employees for an even better 2022."*

- Gary Mullan, Prosperity Director

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## The Prosperity Salary Survey

This resilience in the market led to greater mobility in the digital sector with in-demand workers making the most of the scarcity in talent to leverage better conditions, whether in their existing company or elsewhere.

This in turn has led to greater demand for these professionals, driving salaries up across a significant number of sectors. Mullan underlined that “with a big shortfall in talent, increasingly companies, SMEs and agencies are under pressure to find solutions for their staff. Although the outlook for 2022 is positive, employers are still cautious.”

We’re seeing team growth across many sectors, and especially so in creative and digital marketing agencies that have seen demand for their services increase as businesses have readjusted to the post-lockdown economy.

*“With a big shortfall in talent, increasingly companies, SMEs and agencies are under pressure to find solutions for their staff. Although the outlook for 2022 is positive, employers are still cautious.”*

- Gary Mullan, Prosperity Director

Despite ongoing concerns around the emergence of new strains of Covid, the overall economic outlook appears to be buoyant, and both employers and employees can be confident that 2022 will be a positive year for growth and consolidation.

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## Web developers, PPC, SEO, and Platform specialists, and UX/UI experts will continue to command higher salaries:

Many of the pre-pandemic trends we noted in last year's salary survey are set to continue and with eCommerce booming, web developers, PPC specialists, SEO, and platform specific experts are in high demand. Prosperity Recruitment expects content writers with extensive SEO experience and eCommerce specialists to see small salary increases, but web designers and PPC experts may see a more significant change in their incomes this year.

*"The big jobs of the year are around design, product design, UX/UI design, and account managers are in huge demand. Some of the companies I've spoken to say that the cost of hiring an experienced developer has already gone up by 10%."*

- Daniela Honorio, Creative Recruitment Manager

"The big jobs of the year are around design, product design, UX/UI design. And account managers are in huge demand. Some of the companies I've spoken to say that the cost of hiring an experienced developer has already gone up by 10%," says Daniela Honorio, Creative Recruitment Manager at Prosperity. "We suspect this rise in salary is here to stay".

UX/UI and design professionals are going to feature among the biggest winners in 2022 – our findings have shown that salaries rose 18% on average in the past year due to increased demand for professionals, as well as for managers and strategists for newly-created in-house design/UX teams.

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## The Prosperity Salary Survey

In parallel, larger companies are developing in-house marketing teams, thereby creating new roles for specialists. Previously, these businesses might have outsourced the work to an agency, but now they are seeing the value and agility of having dedicated PPC or UX/UI professionals as an integral part of their marketing team.

This extends to specific platforms, such as a developer who specializes in Shopify for a PPC specialist laser-focused on Amazon ads. As a result, in 2022 we are likely to start seeing different salaries emerge within these specialities.

According to Wolfgang Digital's most recent [Online Economy Report](#), year on year revenue growth reached 263% in 2021 compared to 2019, and ad spend has kept pace, showing that companies are spending seriously both on ads and specialists.

For those investing in digital ads, their return on investment is much higher too. As a result, we expect to see salaries increase for PPC specialists in certain sectors that previously might not have turned to ads, like health.

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## In 2022, employers will have to negotiate beyond pay to attract and retain talent:

As a result of the pandemic, employers in Ireland have had to become more flexible in terms of working hours, location and even job sharing and, in 2021, workers have come to expect these to feature in discussions around salaries. Gary Mullan notes that “where employers aren’t in a position to offer pay rises, we expect to see case-by-case negotiations happening. I think having an open conversation around salary, benefits and flexibility is something that could ultimately benefit everyone involved.”

*“Where employers aren’t in a position to offer pay rises, we expect to see case-by-case negotiations happening. I think having an open conversation around salary, benefits and flexibility is something that could ultimately benefit everyone involved.”*

- Gary Mullan, Prosperity Director

Going into 2022, employees now expect hybrid working models or flexible hours, amongst other perks, and a “standard offer” good salary with five days in the office might not be that attractive to them. With the demand for experienced professional high across many sectors, the bargaining power is in their hands.

In our previous survey, one third of digital employees we spoke to said they’d take a pay cut in return for full-time WFH or working fewer hours, and when we asked them what was most important to them, career progression took precedence over salary.

Opportunities for growth remain a significant reason for employees to consider changing jobs – in late 2021 and going into 2022, companies have cottoned on to this trend for both existing and new employees.

As something of a compromise, companies are incorporating in-house training or built-in career growth into their job descriptions, along with their position on remote or hybrid working.

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*“While it won’t work for everyone, lots of employees have moved out of Dublin to areas where renting or buying is considerably cheaper. For these people, continuing to work from home will reduce transport costs, commuting times and should improve their quality of life.”*

- Gary Mullan, Prosperity Director

With reduced business costs for employers and less commuting time for employees, flexible working is an option that cash-strapped employers should bring to the table.

“While it won’t work for everyone, lots of employees have moved out of Dublin to areas where renting or buying is considerably cheaper,” Mullan says. “For these people, continuing to work from home will reduce transport costs, commuting times and should improve their quality of life.”

In addition to the expectation of career progression and flexible working arrangements, a company’s attitude to sustainability is an increasingly important factor in today’s candidate-weighted market.

“Candidates are becoming more conscious of what a company’s contribution to sustainability is,” says Gary Mullan, highlighting that Prosperity has received feedback from several employers in different-sized companies that candidates are increasingly frank in their expectation that businesses be proactive in their actions to reduce their environmental impact.

*“Candidates are becoming more conscious of what a company’s contribution to sustainability is.”*

- Gary Mullan, Prosperity Director

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Just as a company's culture has grown in importance as a part of its image, a business' sustainability credentials are more and more a factor that potential employees look at to ensure their future employer's values align with their own.

Measures such as actively offsetting a company's carbon emissions, providing financial help for low- or zero-carbon transport, promoting and subsidizing remote work or using green web hosting are likely to be increasingly common in 2022 as part of a company's CSR.

## In-office or WFH? Where employees want to work in 2022:

2021 was the year that saw many Irish companies attempt to formalize their approach to remote working and integrate it into the overall structure, often in collaboration with their existing workforce. Our findings have shown that there is rarely a comprehensive solution, and that companies have needed to negotiate bespoke arrangements.

On one hand, many Irish software and entirely digital companies took the plunge and went 100% remote, allowing workers to live away from the main cities and even hiring staff to deal with the tax and legal arrangements for those wanting to live abroad.

By contrast, this flexible approach has proved to be less feasible for "brick-and-mortar" companies that encourage in-person interactions, and these businesses gradually re-introduced expectations to be in the office as work from home restrictions were lifted in Ireland in 2021, with varying levels of success.

Gary Mullan draws attention to the different approaches" agencies were taking to managing business needs and employee expectations: "One digital agency we spoke to insisted that in-office collaboration was vital to the creative process, so having a fully remote team wouldn't work, whereas another media agency has arranged for a 30% of their staff to continue to work from home every day, bar the occasional in-office visit."

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*“One digital agency we spoke to insisted that in-office collaboration was vital to the creative process, so having a fully remote team wouldn’t work, whereas another media agency has arranged for a 30% of their staff to work from home every day, bar the occasional in-office visit.”*

- Gary Mullan, Prosperity Director

From Prosperity’s findings, digital agencies in Ireland tend to agree that some office time is desirable for the purposes of interactions, socializing and mental health – and employees often agree, provided the time in the office is structured and meaningful.

Whether the position is 100% remote or hybrid, candidates now expect a company’s working arrangements to be included in job descriptions as a key piece of info that will sway them to apply for a position or not.

Similarly, working arrangements have become an essential part of package negotiations for both new and existing employees accustomed to working from home since the first quarter of 2020. A 2021 consumer survey by PWC found that 34% of Irish respondents are working with some sort of flexible or hybrid arrangement, with 16% working from home all the time, and just under half (49%) needing to physically be in their physical workplace all of the time.

Interestingly, the survey also noted a difference in economic optimism between hybrid workers (76%) and non-hybrid staff (57%).

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## Nearshoring: bringing international talent and Irish companies together

In 2022, we predict that nearshoring will grow as an efficient way of addressing the shortage of digital workers by bringing international talent and Irish companies together.

Nearshoring is a B2B service where one company engages another (generally staffing or recruitment) to source and manage remote candidates, and it offers both a convenient solution for finding qualified workers and potentially better value for money than traditional “onshoring”.

Gary Mullan reveals that “companies struggling with the demands of hybrid positions or undergoing strong business growth are approaching Prosperity to investigate nearshoring – the client sees little change in cost but has access to a larger pool of highly-trained candidates.”

*“Companies struggling with the demands of hybrid positions or undergoing strong business growth are approaching Prosperity to investigate nearshoring – the client sees little change in cost but has access to a larger pool of highly-trained candidates.”*

- Gary Mullan, Prosperity Director

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These companies see nearshoring as a viable way to find skilled candidates outside Ireland without needing to dedicate resources to a full-time recruitment and HR team. By leveraging a larger pool of talent, Prosperity provides companies with access to highly trained candidates with international experience.

With the bottleneck caused by the growth of eCommerce and the digital sector in general, and the volume of people within Ireland changing jobs and companies being overstretched, Prosperity has successfully adapted their business model to incorporate nearshoring as a viable solution to the shortfall of workers in Ireland.

Gary Mullan clarifies: "After a successful period of working from home in 2020 and 2021, a long-term Irish client of ours has instructed us to tap into international talent to meet their staffing needs. This obviously opened up a huge pool of talent, and they chose to hire someone from another market as they were now confident in their work processes and structures."

*"After a successful period of working from home in 2020 and 2021, a long-term Irish client of ours has instructed us to tap into international talent to meet their staffing needs. This obviously opened up a huge pool of talent, and they chose to hire someone from another market as they were now confident in their work processes and structures."*

- Gary Mullan, Prosperity Director

With Prosperity's expansion into France and Spain, Irish employers now have access to a large, highly skilled, digitally native talent pool. Salaries and the cost of living are slightly lower than in Ireland, providing excellent value for money for Irish companies with minimum inconvenience.

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## Our methodology:

Our 2022 salary survey is based on an analysis of salary data, as well as our own data, industry insights and recruitment expertise. Because Ireland's economy has had a turbulent 2022, we also spoke directly with employees and employers as part of this year's research. We conducted a series of interviews with CEOs and hiring managers in the digital sector, as well as a survey of 100 specialists.

## About Prosperity:

Prosperity is Ireland's leading Digital Recruitment Agency, specialising in advertising, marketing, e-commerce, sales, data, UX and tech jobs. Established in 2001, Prosperity is dedicated to forging prosperous connections between candidates and recruiters. With a finger to the pulse of Ireland's digital economy, Prosperity is at the forefront of trends and developments in the sector.

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You can call us at:  
+353 1 544 8723.  
Or email [info@prosperity.ie](mailto:info@prosperity.ie)  
Or visit: [www.prosperity.ie](http://www.prosperity.ie)

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