

23RD ANNUAL SURVEY OF THE PROFESSION, PART I: SALARIES & DEMOGRAPHICS

U.S. MEDIAN SALARY RISES \$3,000 TO \$45,000; HOWEVER, PR FIRMS, UTILITIES, INSURANCE & HOSPITALS SUFFER DECREASES IN MEDIAN; WORKFORCE CONTINUES TO BECOME YOUNGER, MORE FEMINIZED, BETTER EDUCATED

1. The US median salary increased to \$45,000 from last year's \$42,000, reversing a three-year decline. (See Table 2 on pg 2.)
2. With more Canadian practitioners faithfully reporting their devalued salaries in US dollars, their median dropped to \$40,000 (\$53,333 Can).
3. In the US, salary increases by individual practitioners were finally able to overcome the downward pressure on the median salary from the changing composition of the work force (toward lower-paid younger personnel & more women). But several industries do not yet reflect this renewed pattern: public relations firms, utilities, insurance companies & hospitals.
4. Women now account for 44.9% of all practitioners, up 2.3 percentage points from last year. On median, they still earn substantially less than men: \$35,500 vs. \$50,812. As shown in Table 1, women lag behind men at all age levels, even at the youngest levels where sex discrimination laws & practices should be reflected.

TABLE 1: MEDIAN SALARIES BY AGE & GENDER

Age Groups	% of Total	% of		1987 Median Salary		
		Men	Women	Total	Men	Women
All Respondents		53.9	44.9*	\$45,000	\$50,812	\$35,500
24 or below	0.7	50.0	50.0	19,750	20,000	19,500
25-29	6.8	18.5	81.5	28,000	30,400	25,480
30-34	15.6	38.2	61.8	35,000	38,500	33,500
35-39	18.9	41.9	58.1	41,000	45,000	38,500
40-49	32.5	66.0	34.0	49,430	55,000	40,000
50-59	18.9	69.4	30.6	51,000	60,000	38,000
60-64	4.7	87.5	12.5	57,430	57,430	60,000
65 or over	1.1	90.0	10.0	56,250	60,000	**
No Response	0.9	16.7	83.3	NA	NA	NA
	100.1					

* Percentage of men & women does not total 100% because of non-responses.
**Sample too small for valid figure.



TABLE 2: COMPARISON OF 1987 AND 1986 MEDIAN SALARIES OF
PUBLIC RELATIONS/PUBLIC AFFAIRS PRACTITIONERS
IN U.S. AND CANADA, AND BY TYPE OF ORGANIZATION

Type of Organization	Median Salary		Salary Range	Median Salary Increase*
	1987	1986		
All US Organizations	\$45,000	\$42,000	\$15,000 - 180,000	\$5,000
All Canadian Organizations#	40,000	44,500	17,000 - 120,000	3,250
PR Firms	48,000	50,000	15,000 - 180,000	3,000
Advertising Agencies (PR Section)	41,000	40,500	18,000 - 121,000	6,000
Other Consulting	45,000	42,000	24,500 - 100,000	5,000
Banks	45,000	44,000	19,800 - 160,000	2,000
Insurance Companies	45,000	46,500	18,500 - 120,000	5,000
Other Financial Service Org's	48,000	47,000	18,750 - 150,000	8,000
Consumer Product Companies	59,000	41,500	25,000 - 140,000	6,000
Industrials	56,000	53,250	18,000 - 150,000	2,000
Conglomerates	**	46,850	** **	**
Travel/Tourism	29,000	NA	19,500 - 118,000	4,000
Transportation	**	53,500	30,000 - 65,000	**
Utilities	50,675	54,250	26,500 - 127,000	8,675
Healthcare - Hospital	36,000	38,000	20,000 - 160,000	2,100
Healthcare - Other	40,500	NA	22,000 - 56,000	500
Education - Administration	40,000	33,680	20,000 - 80,000	4,300
Education - Academic	31,750	NA	20,000 - 57,000	1,750
Trade/Professional Associations	41,000	40,000	20,000 - 120,000	3,000
Social Services/Nonprofit	30,000	30,510	17,500 - 126,000	1,800
Government: Federal	43,000	41,000	17,000 - 63,000	4,250
State	32,500	30,000	20,800 - 60,000	(500)
Local	38,450	38,805	23,300 - 86,000	(250)

* Calculated on the difference between 1987 median salaries & median of "last year's salary" as reported by 1987 respondents.

**Sample size is too small to compute median.

For consistency, Canadian respondents were asked to state salaries in US dollars.

Notes: 1) 4,339 questionnaires were mailed to a random sample of PRSA & CPRS members & prr subscribers (to represent practitioners who are not members of these org'ns). 916 valid questionnaires were returned, or 21%. 2) "Median Salary" & "Median Increase" is the point on the scale above which -- & correspondingly below which -- 50% of respondents fall. 3) Salaries by type of org'n are for US only.

SALARY DIFFERENCES BY REGION, YEARS IN PR AND TITLE

Northeast Jumps Ahead. The trend toward rapidly fading regional salary differences remains except for the Northeast, whose median jumped to \$50,000 from last year's \$44,000. (See Table 3.) It leads by \$8,000 over the West and North Central regions. The South lags only by a slight \$250 under the West and \$1,000 under North Central.

Northeast	\$52,000
North Central	43,000
West	42,250
South	42,000

Despite Same Experience Level Or Title, Women's Salaries Lag Behind Men's. Demonstrating why median salaries in industries employing a high percentage of women are lower than the average are

statistics showing that women earn less than men even at beginning levels. (See Table 4.) There is almost a \$5,000 difference in the 1-year-or-less experience level and a \$13,000 difference in the 20-29 years level.

Years In PR	Men	Women	Median Salary		
			Total	Men	Women
1 yr or less	28.6%	71.4%	\$24,500	\$29,375	\$24,500
2-3 years	32.0	68.0	28,000	38,000	25,000
4-5	31.5	68.5	30,500	36,600	29,400
6-9	41.9	55.1	36,000	43,900	32,500
10-14	43.7	56.3	42,115	45,000	40,000
15-19	63.5	35.2	50,000	55,000	41,500
20-29	73.7	24.0	60,000	60,000	47,000
30-39	92.2	7.8	60,000	61,000	*
40 or more	85.7	14.3	51,000	52,000	*

*Sample too small for valid figure.

Differentials between men & women also occur at the same title levels. Men who

are vice presidents or director/managers earn \$15,000 more than women in the same position. (See Table 6 on pg 4.)

Table 6 also shows that the title of director or manager is most prevalent (47.2%). Those who hold officer titles total almost 30%, an increase of almost three percentage points over last year. If this increase holds, the organizational status of public relations is enhanced. Another sign of status is that 56.2% of practitioners in this sample report to the board of directors, the CEO, or a senior/executive vice president, as shown in Table 5.

Board of Directors	0.9%
CEO	39.8
Senior/Executive VP	15.5
Vice President	19.1
Director/Manager	20.1
Head of Section	4.6
Total	100.0

TABLE 6: MEDIAN SALARY OF MEN AND WOMEN BY TITLE

Title/Level	% of Total*	% Within Each Title		Median Salary		
		Men	Women	Total	Men	Women
President (of counseling firm)	10.0	62.0	38.0	\$51,000	\$60,000	\$40,000
Exec or Senior VP	3.5	53.1	46.9	75,000	85,000	60,000
Vice President	12.8	63.2	35.0	60,000	65,000	50,000
2nd or Assistant VP	2.7	32.0	68.0	47,200	55,750	39,500
Subtotal	(29.0)					
Director or Manager	47.2	54.2	44.7	45,000	51,000	36,000
Top PR/PA Position on Div'1, Regional or Plant Level	0.9	50.0	50.0	41,000	45,150	35,250
Head of Section	3.1	46.4	50.0	41,000	45,000	36,250
Coordinator/Officer	7.8	42.3	56.3	34,300	38,250	30,000
Account Executive	1.9	50.0	45.7	35,000	35,500	30,500
Professional Specialist	2.6	41.7	58.3	31,500	35,175	29,000
Editor	1.1	50.0	50.0	31,500	40,900	26,000
Professor	2.1	73.7	26.3	30,375	36,000	30,000
Other	0.8	57.1	42.9	48,500	52,000	41,000

*Does not total 100% because of non-responses

STABILIZATION IN SIZE OF PR STAFFS, BUT BUDGETS FARE BETTER

Continuing stability in employment is shown by the almost 2/3rds who report the number of professionals "about same." (See Table 7.) A slight slowing down in the rise in employment is reflected in the fewer who report hiring "more" -- 21.6% vs. 25.3% last year, but the figure for "less" hiring is also lower, 10.9% vs. last year's 11.6%.

Industries with the highest employment growth are advertising, public relations firms and other consulting firms: 35.1%, 34% and 28.6% respectively. Other industries that report higher than average percentages of "more" hiring of professionals are, in rank order, healthcare- hospitals, state government, other financial services, banks, consumer product companies.

Small public relations staffs predominate, as shown in Table 8 on pg 5. About a fifth employ only one professional, a little over half (52.8%) have three professionals or fewer, and 84% contain 10 or fewer. Seventeen respondents (1.8%) report having professional staffs of 100 or more. Of these, 11 have 100, 2 have 150, 2 have 200, and one each has over 300 and over 400.

TABLE 7: CHANGES SINCE LAST YEAR IN BUDGETS & NUMBER OF PROFESSIONALS

	More	Less	About Same
No. of Prof'ls	21.6%	10.9%	65.4%
Total PR Budget	44.4	13.3	35.7

TABLE 8: PROFESSIONAL STAFF SIZE

1 Professional	20.7%
2	16.5
3	15.6
4	8.4
5	6.2
6	4.0
7	3.6
8	2.2
9	1.7
10-14	5.0
15-25	5.9
26-49	2.5
50-99	1.5
100 or over	1.8
No response	4.0
	99.6%

Budgets are increasing at a faster rate than employment -- 44.4% report "more" -- but the percentage is lower than last year's 52.3% who reported increases. The largest clusters of budget ranges are:

\$111,000 to \$300,000	15.5%
\$301,000 to \$500,000	10.2%
More than \$1 million	14.2%

PROFILE OF PRACTITIONERS

Where The Young And Women Tend To Be Employed

Certain industries reflect the trend toward a younger and more feminized workforce more than others. Table 9

shows that 50% or more of public relations personnel in healthcare org'ns, travel/tourism, and trade/professional ass'ns are age 39 or less. At the other extreme, conglomerates, industrials, banks & utilities -- among others -- have 40% or fewer age 39 or less.

TABLE 9: INDUSTRIES WHERE THE YOUNG AND OLD ARE EMPLOYED

<u>Industry Group</u>	<u>% Practitioners Age 39 or Less</u>	<u>Industry Group</u>	<u>% Practitioners Age 39 or Less</u>
<u>With Young Personnel</u>		Federal Government	42.9
Healthcare - Other	78.6%	Other Consulting	42.8
Travel/Tourism	60.0	PR Firms	41.7
Healthcare - Hospital	59.4	<u>With Mostly Older Personnel</u>	
Trade/Prof'l Ass'ns	52.7	Other Fin'l Services Org'ns	38.1
<u>With Slightly Older Personnel</u>		Utilities	36.1
Ad Agencies (PR Section)	49.1	State Government	35.0
Insurance	46.7	Banks	34.9
Local Government	46.2	Industrials	33.1
Social Services/Nonprofit	43.6	Consumer Product	31.3
(continued in next column)		Education - Academic	30.0
		Conglomerates	14.3

Practitioners under 35 years of age account for almost a quarter (23.1%) of the public relations workforce. Practitioners in the 50 & older group also account for about a fourth (24.7%), but the percentage has dropped substantially from the 33.5% in 1980. This means half the workforce is in the narrow range between 35-50.

Interestingly, federal government departments are dominated by men & state government by women. (See Table 10.)

TABLE 10: INDUSTRY RANKINGS IN EMPLOYMENT OF MEN & WOMEN

<u>Employing 55% or More Women</u>		<u>Employing 55% or More Men</u>	
State Government	70.0%	Federal Government	82.1%
Healthcare - Hospital	67.2	Industrials	72.3
Travel/Tourism	66.7	Utilities	72.1
Social Services/Nonprofit	59.0	Advertising Agencies	57.9
Education - Administration	58.7	Insurance	56.7
Other Consulting	57.1	Consumer Product	56.3
Healthcare - Other	57.1	PR Firms	55.8
		Education - Academic	55.0

More Hold Master's Degrees. Altho bachelor's degree holders continue to prevail, the percentage with master's degrees has reached the impressive figure of 3 out of 10 practitioners. (See Table 11). What distinguishes the major fields of master's degree holders from bachelor's degrees is the almost 4 times higher percentage in management/administration -- 22.5% vs. 5.8%. This is further evidence that public relations is becoming more management-oriented. Management schools should get the signal so that their MBA programs pay more attention to public relations.

TABLE 11: EDUCATIONAL LEVEL & SALARIES

<u>Level</u>	<u>% Of Total</u>	<u>Median Salary</u>		
		<u>Total</u>	<u>Men</u>	<u>Women</u>
High School	0.8	\$40,000	*	*
Some College	7.6	40,000	\$50,000	\$33,125
Bachelor's Degree	57.1	42,000	51,000	34,850
Master's Degree	30.8	47,000	51,150	42,000
Ph.D.	3.4	44,200	44,200	32,000

*Sample size is too small.

TABLE 12: YEARS WITH EMPLOYER

High Turnover In Recent Years is suggested by the data in Table 12 showing the number of years worked for the present employer. Over a third have been with their employers for three years or less, and over 2/3rds for less than 10 years. These statistics can be interpreted as meaning that a practitioner's orientation to the profession supercedes his or her orientation to an employer -- a sign of continuing professionalism of public relations.

1 year or less	11.9%
2-3 years	23.3
4-5	14.4
6-9	19.0
10-14	12.8
15-19	8.4
20-29	4.6
30-39	2.1
40 or more	0.2
No response	3.4
	100.0