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TWENTY-FIRST ANNUAL SURVEY OF THE PROFESSION, PART I: SALARIES

CHANGING COMPOSITION OF PUBLIC RELATIONS PRACTITIONERS -- MORE WOMEN AND FEWER OLDER MEN -- RESULTS IN LOWER OVERALL U.S. MEDIAN SALARY

A \$1,000 drop in the median salary for US practitioners -- from \$44,000 last year to \$43,000 in 1985 (see Table 3) -- signals that public relations positions are being occupied by lower-paid individuals. Senior males of the post-World War II era are being replaced by younger persons, of whom an increasing number are women. These two trends -- the feminization of pr and the sharp decrease in older men drawing high salaries -- are discussed in detail below.

The drop in the '85 median salary is paralleled by decreases in several industries: banks, insurance, utilities, trade & professional ass'ns, other nonprofits. Among educational institutions, the median remains unchanged from last year. Industries showing the greatest increases are conglomerates, other financial service org'ns, consumer product cos. & hospitals.

Drop in the overall median salary and that of some industries does not mean practitioners are experiencing salary cuts.

As shown in the last column of Table 3, all industries received median salary increases ranging from a low \$1,900 for local gov't to a high of \$5,300 by conglomerates. On the average, practitioners received a 7% increase over last year's salaries.

Canadian respondents report an increase in median salary, to \$48,000 from last year's \$43,500. Rise may reflect the low value of the Canadian dollar compared to the US dollar.

TABLE 1: SALARIES BY AGE -- COMPARISON OF MEN & WOMEN

The good news for young women is that salary discrimination has on the whole ceased -- the evidence lies in the higher salary for women in the 25-29 age group. But women's salaries are lower than those of men in all other age groups. Differences rise dramatically up to the 50-59 age group, where it amounts to a whopping \$25,000.

Age Groups	1985 Median Salary			Difference
	Total	Men	Women	
24 or below	\$23,500	*	*	
25-29	28,100	\$27,500	\$29,800	+ \$2,300
30-34	35,020	38,050	34,450	- 3,600
35-39	40,000	44,800	38,050	- 6,750
40-49	49,550	53,000	36,000	- 17,000
50-59	54,550	58,850	33,850	- 25,000
60-64	44,850	50,200	36,400	- 13,800
65 or over	*	*	*	

*Sample too small



THE FEMINIZATION OF PR DEPRESSES MEDIAN SALARY

Calderon
R. P. 10/8

Feminization of public relations, previously noted in pr reporter, is now showing up as a depressant on the median salary because the figure is \$15,000 lower for women than it is for men. Men earn a median salary of \$50,000 compared to women's \$35,000. Forty percent of all practitioners are now women. That's almost double the percentage from '78 when a little over a fifth were women (see pr 9/25/78).

Table 2, which breaks down age groups by sex, dramatically shows that vastly more young women than men are entering pr jobs. In '85, more than 3 of 4 recent entrants between ages 25-29 are women; and in the next oldest group, 30-34, almost 2/3rds are women. After age 35, the proportion of men is higher, reaching a peak in the 50-59 group where 4 of 5 are men.

TABLE 2: AGE OF RESPONDENTS --
1985 & 1981 COMPARISON OF MEN & WOMEN

Age Groups	% Of Total		% Males		% Females	
	1985	1981	1985	1981	1985	1981
24 or below	0.8	0.6	*	*	*	*
25-29	6.5	7.3	23.1	38.0	76.9	62.0
30-34	15.4	16.0	34.4	49.1	65.6	50.9
35-39	19.7	18.4	58.0	72.4	42.0	27.6
40-49	29.0	26.6	66.3	74.9	33.7	25.1
50-59	20.4	24.1	80.5	82.5	19.5	17.5
60-64	7.1	6.8	67.4	87.2	32.6	12.8
65 or over	1.2	0.3	*	*	*	*

*Sample too small

Banks & financial service companies now surpass hospitals as the most receptive to employing women in public relations. Two-thirds of bank pr employees and about 3 of 5 financial service & hospital employees are women. Other industries with over 50% employment of women are educational institutions and local governments.

Utilities and conglomerates have the greatest proportion of men -- 4 of 5. Next in line are consumer product and insurance companies where over 7 of 10 are men. Other industries with over 50% employment of men are federal & state governments and trade or professional associations.

DROP IN OLDER MEN DRAWING HIGH SALARIES

R. P. 10/8

Because salaries rise along with age, particularly for men, the decline in the percentage of men in the 50-59 age group -- from 24.1% in '81 to 20.4% in '85 (see Table 2) -- is a second reason for the fall in the overall median salary. This age group, as shown in Table 1, receives the highest median salary: \$58,850. These men either retired or moved into positions bearing other than pr titles.

A tantalizing question is how many of these men in the 50-59 group are now occupying even higher-paid positions in marketing, public affairs and other areas and no longer belong to PRSA. Since the PRSA membership Register is used for a major portion of the survey sample, these individuals would no longer receive a questionnaire.

pr: Anob.

TABLE 3: COMPARISON OF 1985 AND 1984 MEDIAN SALARIES OF
TOP LEVEL PUBLIC RELATIONS/PUBLIC AFFAIRS PRACTITIONERS
IN U.S. AND CANADA, AND BY TYPE OF ORGANIZATION

Type of Organization	Median Salary		1985 Salary Range	Median Salary Increase*
	1985	1984		
All US Organizations	\$43,000	\$44,000	\$10,000 - 200,000	\$3,000
All Canadian Organizations	48,000	43,500	15,000 - 165,000	2,300
PR Firms	53,000	50,000	10,000 - 150,000	4,800
Advertising Agencies (PR Section)	42,125	36,500	12,000 - 85,000	4,000
Other Consulting	**	50,000	18,000 - 200,000	**
Banks	35,000	38,000	15,500 - 67,000	4,500
Insurance Companies	36,050	43,000	27,500 - 100,000	2,500
Other Financial Svc Org'ns	**	42,000	32,000 - 75,000	**
Consumer Product Companies	59,100	51,000	21,000 - 175,000	3,000
Industrials	54,000	51,000	29,000 - 160,000	4,000
Conglomerates	56,300	45,000	38,500 - 90,000	5,300
Transportation	**	45,000	22,000 - 107,000	**
Utilities	49,500	51,100	22,500 - 153,000	3,000
Hospitals	42,100	34,500	18,000 - 80,000	4,000
Educational	35,000	35,000	16,000 - 72,500	2,200
Trade/Professional Ass'ns	40,100	47,000	19,200 - 75,000	3,000
Other Nonprofits	31,650	35,100	15,500 - 86,500	2,500
Government: Federal	50,000	45,000	31,500 - 61,000	2,600
State	36,400	34,000	21,000 - 53,000	2,900
Local	35,700	32,000	21,000 - 53,000	1,900

*Calculated on the difference between 1985 & 1984 salaries as reported by each respondent.

**Sample too small to compute median.

Notes: 1) Top level positions include all supervisory positions; excluded are professional specialists & account executives. Of 830 valid questionnaires, 590 are defined as top level. 2) "Median Salary" and "Median Increase" is the point on the scale at which -- and correspondingly below which -- 50% of the respondents fall. 3) Salaries by type of organization include US salaries only.

TOP SALARIES SHRINK
IN SEVERAL INDUSTRIES

The drop in older men drawing high salaries is also an explanation for the lower figures in the high end of the median salary range. As summarized in Table 4, top salaries declined from 1984 to 1985 in the industries listed.

TABLE 4: 1984-1985 COMPARISON OF TOP SALARIES IN SELECTED INDUSTRIES		
	<u>1984</u>	<u>1985</u>
Industrials	\$182,000	\$160,000
Utilities	165,000	153,000
Hospitals	110,000	80,000
Associations	102,000	75,000
Educational	92,000	72,500
Banks	125,000	67,000

AGING & YOUTHFUL INDUSTRIES

Industries long associated with the use of pr generally have an older population of practitioners than industries where the value of pr was more recently recognized. Thus, as shown in Table 5, industrials, utilities and insurance companies have older practitioners than ad agencies (pr sections), hospitals or associations. Another reason accounting for greater age of practitioners is that in industries such as utilities, employees have frequently been transferred from line positions into public relations.

As older practitioners retire, job opportunities will open up. In this connection it is important to report that almost 50% of practitioners in insurance companies are in the 50-59 age group; among industrials it is slightly over a third.

TABLE 5: AGE GROUPINGS IN INDUSTRIES	
<u>Type of Organization</u>	<u>Percent</u>
<u>Oldest</u> -- 50%+ are 40 or over:	
Industrials	68.9
Utilities	66.6
PR Firms	65.2
Insurance	60.0
Educational	59.6
Banks	54.4
<u>Youngest</u> -- 50%+ are younger than 40:	
PR Sections of Ad Agencies	60.0
Hospitals	58.3

PR PROFESSION REMAINS HEALTHY --
TITLES HAVE NOT ERODED; STAFFS & BUDGETS GROW SLIGHTLY

Practitioners are holding on to titles even as incumbents become younger. A comparison with 1983 shows the percentage of practitioners holding high-level titles has increased. As shown in Table 6, 31.8% are now officers vs. 26.2% in '83. This increase partly accounts for the drop in the percentage of directors or managers from 45.8% in '83 to 39.4% in '85.

TABLE 6: TITLES/LEVELS IN 1985 COMPARED TO 1983 AND MEDIAN SALARY

<u>Title/Level</u>	<u>% Of Respondents</u>		<u>% Of Title By Sex ('85)</u>		<u>Median Salary 1985</u>
	<u>1985</u>	<u>1983</u>	<u>Men</u>	<u>Women</u>	
President (of Counseling Firm)	11.9	11.3	66.3	33.7	\$54,900
Exec or Senior VP	4.9	2.8	56.1	43.9	50,000
Vice President	10.3	10.7	70.6	29.4	53,000
2nd or Ass't VP	4.7	1.4	53.8	46.2	38,500
Subtotal	(31.8)	(26.2)			
Director or Manager	39.4	45.8	59.8	39.9	42,000
Top PR/PA Position on Divisional, Regional or Plant Level	7.6	6.9	63.9	36.1	40,000
Coordinator/Supvr (of Section)	8.4	6.7	47.1	52.9	38,000
Account Executive	2.3	1.9	42.1	57.9	29,000
Professional Specialist	7.4	7.5	55.7	44.3	27,900
Other	3.1	5.0			
Total	100.0	100.0			

Budgets

Employment prospects look moderately favorable. A slight majority report no change in number of professionals employed. But the percent hiring more professionals (27.6%) is greater than the percent reporting less hiring (16.6%). On the whole, the size of pr offices is small: about a fifth are one-person shops; a little over half have 3 professionals or fewer; and 84% have 10 or fewer.

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

	<u>More</u>	<u>Less</u>	<u>About Same</u>
No. of Professionals	27.6%	16.6%	55.7%
Total PR Budget	57.0%	12.4%	30.1%
Budgets show an even greater upward trend with 57% reporting increases. Three major budget clusters are:			
More than \$1 million		25.6%	
\$111,000 to \$300,000		25.0%	
\$110,000 or below		20.0%	

SALARY DIFFERENCES BY REGION, EDUCATION & EXPERIENCE

Regional salary differences are rapidly fading. Salaries, which varied by \$4,000 between the highest & lowest region in '83 and by \$3,000 last year, have now dropped to \$2,000. The West and Northeast remain the highest with a median of \$44,000. But the South, which has had the lowest salary in all previous survey years, is now ahead of the North Central region by \$1,000. This region is associated with troubled smokestack industries.

HIGHER EDUCATION PAYS OFF

Edwin

Having a master's degree or even a Ph.D. now pays off. Master's degree holders earn \$4,750 more than those with a bachelor's degree. In 1983 the difference amounted to only \$2,000. Ph.D. holders earned less than master's degree holders in 1983 but this year they're slightly ahead by \$1,250. Women benefit more from higher education than men. Master's degree holders earn \$6,100 more than those holding bachelor's degrees.

The upgrading of educational levels in pr is also apparent from Table 9. Altho the highest percentage still have bachelor's degrees (55%), the number of practitioners with master's degrees has risen from 28% in '83 to 33% now.

TABLE 8: REGIONAL DIFFERENCES
IN MEDIAN SALARIES

<u>Region</u>	<u>Median Salary</u>
West	\$44,000
Northeast	44,000
South	43,000
North Central	42,000

TABLE 9: SALARIES BY EDUCATIONAL LEVEL

<u>Level</u>	<u>Median Salary</u>		
	<u>Total</u>	<u>Men</u>	<u>Women</u>
High School	*	*	*
Some College	\$38,050	\$48,000	\$34,900
Bachelor's Degree	42,000	50,000	32,950
Some Grad School	42,250	61,000	34,250
Master's Degree	46,750	51,100	39,050
Ph.D.	48,000	52,000	48,000

*Sample too small (only 1 respondent)

WOMEN WITH SAME EXPERIENCE AS MEN
STILL GET PAID LESS

Women

Median salaries generally rise with increasing years of experience. But this relationship does not apply to women as much as to men. Particularly striking is the large median salary of \$81,250 for males with 30 or more years of experience and the fact that there are no females in this experience category.

Far fewer women have as many years of pr experience as men. 72% of total women have 10 or fewer years of experience; only 45% of men have this little experience. 36% of men have 15 years or more of experience; only 12% of women do. This experience factor accounts for part of the overall median salary difference between men & women. But as Table 7 shows, at each experience level men earn more than women. A disturbing statistic is that thus far, women with between 10-14 years experience have reached their maximum median salary level.

TABLE 10: SALARIES BY YEARS IN PR

<u>Years In PR</u>	<u>Median Salary</u>		
	<u>Total</u>	<u>Men</u>	<u>Women</u>
1 year or less	\$32,400	\$35,000	\$31,250
2-3 years	31,950	36,500	29,000
4-5	36,350	43,300	34,500
6-9	41,000	47,500	38,050
10-14	50,000	53,100	44,100
15-19	54,000	58,100	34,850
20-29	51,000	60,000	41,000
30-39	81,250	81,250	--
40 or more	--	--	--