

26th ANNUAL SURVEY OF THE PROFESSION, PART I: SALARIES & DEMOGRAPHICS

US MEDIAN SALARY DROPS SLIGHTLY TO \$45,500; CANADA'S SINKS BY \$5,000

The public relations profession may be feeling the impact of a stumbling economy. The US median sank a notch below last year's \$46,000 (Table 2) while Canada's median salary declined to \$45,000 after last year's leap to \$50,000. Tho this year's sample of respondents claim a median pay increase of \$3,350 over '89 salaries (Table 2), when compared with last year's sample, salaries are lower.

THE VELVET GHETTO IS REALLY HAPPENING Women are now a majority in the field, 55.6% over 44.4%. Just last year, men beat out women 50.7% to 49.3% (Table 1). Note how men start to dominate after age 50; tho even then differences are not as sharp as last year, a sign that senior women are still pursuing pr careers. Results of this Table over the years indicate the field will progressively lose men, unless steps are taken to attract them and maintain a gender balance.

High concentration of women won't guarantee fair salary, and may even deter it (Bill Ehling t&t 8/27/90, Phil Lesly t&t 1/23/89). Salaries by gender remain consistent with last year's data which showed higher salaries for men in all categories. Women in the 25-29 age bracket are now outdistancing men by \$2,000, however. This reversal provides a small ray of light in our concern about salary sexism. Maybe upcoming generation of female practitioners will be better rewarded, or more demanding of equal pay. But, as noted by one female practitioner, women often start higher because they are given secretarial tasks.

TABLE 1: MEDIAN SALARIES BY AGE & GENDER

Age Groups	% of Total	% Men	% Women	Median Salary		
				Overall	Men	Women
<u>All (US & Canada)</u>		44.4	55.6	\$46,000	\$54,000	\$40,000
24 & under	0.1	0.0	100.0	-----*	-----*	-----*
25 - 29	11.8	20.5	79.5	\$30,000	\$28,000	\$30,000
30 - 34	14.0	29.5	69.9	\$37,950	\$42,750	\$36,400
35 - 39	17.9	37.7	61.8	\$45,000	\$48,000	\$43,000
40 - 49	32.7	50.8	48.9	\$52,000	\$59,500	\$46,540
50 - 59	16.4	63.4	36.1	\$60,000	\$68,000	\$50,000
60 - 64	4.4	64.6	35.4	\$51,500	\$60,750	\$45,000
65+	1.5	47.1	52.9	\$65,000	\$70,000	\$57,000
No Response	1.2	14.3	85.7			

* Sample size too small too compute valid median



TABLE 2: TOP-LEVEL PRACTITIONERS' CURRENT SALARIES COMPARED WITH THOSE OF LAST YEAR; GROUPED BY TYPE OF ORGANIZATION

	Median Salary		Salary Range	Increase# reported by '90 sample
	'90 Survey	'89 Survey		
All US Org'ns	\$45,500	\$46,000	\$10,500 - \$250,000	\$3,350
All Canadian**	\$45,000	\$50,000	\$20,470 - \$150,000	\$3,000
PR Firms	\$55,000	\$50,000	\$16,000 - \$250,000	\$5,000
Ad Agencies	\$42,000	\$47,250	\$19,000 - \$160,000	\$1,750
Other Consulting	\$56,600	----*	\$20,500 - \$120,000	\$9,100
Banks	\$42,000	\$46,000	\$27,800 - \$200,000	\$3,000
Insurance	\$49,500	\$53,850	\$24,500 - \$204,000	\$3,000
Other Fin'l Svcs	\$75,000	\$42,000	\$25,380 - \$140,000	\$8,000
Consumer Prod Cos	\$48,750	\$55,000	\$23,250 - \$114,000	\$ 750
Industrials	\$57,900	\$58,000	\$27,500 - \$175,000	\$3,900
Travel/Tourism	\$36,000	\$31,675	\$21,320 - \$ 80,000	\$2,750
Transportation	\$45,850	\$53,500	\$25,000 - \$130,000	\$4,075
Utilities	\$53,000	\$52,000	\$25,250 - \$138,000	\$3,000
Healthcare Hosp	\$41,000	\$38,500	\$25,000 - \$ 95,000	\$2,750
Healthcare Other	\$46,250	\$49,500	\$21,000 - \$125,000	\$8,500
Education Admin	\$42,584	\$40,000	\$17,000 - \$ 87,500	\$2,500
Education Academic	\$39,350	\$40,000	\$26,000 - \$ 76,000	\$3,350
Trade/Prof'l Ass'n	\$45,000	\$43,000	\$24,500 - \$160,000	\$5,000
Social/Nonprofit	\$32,000	\$31,750	\$14,000 - \$134,000	\$2,250
Government Federal	\$45,000	\$42,175	\$21,000 - \$ 65,000	\$2,000
Government State	\$43,640	\$40,000	\$22,000 - \$ 97,000	\$4,640
Government Local	\$42,000	\$42,225	\$25,000 - \$ 63,000	\$2,750
Telecommunications	\$42,850	\$38,000	\$28,000 - \$200,000	\$4,850
Other	\$41,830	\$39,000	\$10,500 - \$135,000	\$3,830

Refers to these respondents' answers to "last year's salary," not to '89 Survey.

* Sample size too small to compute valid median.

** Canadian respondents were asked to state salaries in US dollars.

Note: 1) top level positions include all supervisory positions, exclude professional specialists & account execs; 2) "median salary" and "median increase" refer to the midpoint among all responses; 3) total sample size is 1,114.

TABLE 3: MEDIAN SALARIES OF MEN & WOMEN BY YEARS IN PR

Years in PR	% of Total	% Men	% Women	Median Salary		
				Overall	Men	Women
1 yr or less	0.9%	30.0	70.0	\$23,250	\$42,000	\$21,000
2 - 3 years	4.5	28.0	72.0	\$28,000	\$28,000	\$28,000
4 - 5 years	9.2	20.4	79.6	\$34,000	\$37,000	\$33,000
6 - 9 years	18.5	36.4	63.6	\$39,000	\$42,000	\$37,000
10 - 14 years	22.5	32.7	67.3	\$46,000	\$50,000	\$43,000
15 - 19 years	15.4	50.0	50.0	\$55,000	\$58,250	\$50,000
20 - 29 years	17.5	70.2	29.8	\$60,000	\$63,750	\$54,000
30 - 39 years	5.3	83.6	16.4	\$70,000	\$70,000	\$41,000
40+	1.1	41.7	58.3	\$62,500	\$100,000	\$60,000
NR	5.1	43.6	56.4			

EXPERIENCE DOESN'T ALWAYS PAY IN PR While some contend that women make less because they leave jobs to have babies, re-enter the work force a decade later, it should be noted that discrepancies continue to surface even in the above table, which charts years in pr. Most alarming discrepancies are shown on the senior level, where men receive a range of \$70,000 to \$100,000 and women lurch behind at \$41,000 to \$60,000. Still, there may be some credence to the baby theory, since women might leave intermittently to tend to family matters more often than do fathers. Even now, mass media is touting what it calls the working woman's new dilemma -- eldercare. Not only is Practitioner Pam concerned about the kids, but she needs to take care of mom & dad as well. Who takes care of Practitioner Pete's parents? Probably his wife.

Female practitioners would have an across-the-board monopoly were it not for a few areas where men still proliferate: finance, industrials, utilities, transportation & federal government. But women are taking over in the male bastions of banking (60.7%) & insurance (48.4%). Consider 1987 data of men in the above mentioned categories: fed gov't, 82.1%, utilities, 72.1%, industrials, 72.3%, insurance 56.7%. It appears that men are losing their presence even in these areas as pr becomes more feminized as a whole.

TABLE 4: PERCENTAGE OF MEN & WOMEN BY TYPE OF ORGANIZATION

<u>Most industries have more women...</u>		<u>But men dominate...</u>	
Hospitals	81.7%	Other Financial	66.7%
Travel/Tourism	76.9	Industrials	64.6
Social Agencies	76.5	Utility	67.7
Telecommunications	75.0	Transportation	57.1
Government Local	64.7	Federal Government	57.5

TABLE 5: REGIONAL DIFFERENCES			TABLE 6: SALARIES BY EDUCATION				
Region	'90 Median	'89 Median	Level	%	Overall	Men	Women
West	\$47,982	\$50,000	HS	0.5	----*	----*	----*
Northeast	\$51,000	\$52,000	HS+	7.5	\$42,360	\$45,655	\$41,500
South	\$44,000	\$45,000	BS/BA	61.4	\$45,000	\$55,000	\$38,450
North Central	\$41,600	\$43,800	MS/MA	26.4	\$49,000	\$53,000	\$45,000
			Ph.D.	3.9	\$55,000	\$60,000	\$45,000

* Sample size too small to compute valid median.

PR SALARIES BY REGION A recent article in US News & World Report says if you're interested in a pr career, begin out West where salaries start higher. Then work toward the Northeast, where practitioners end up making more. Our data shows a slightly higher median for Northeastern practitioners, who average a few thousand more than Westerners. From the look of it, the North Central region of the US would be the least desirable, since it averages almost \$10,000 less than the Northeast. But don't forget to factor in the cost of living -- what costs more than living in New York City, Boston or Washington? (See Budgeteer Issue 9/10/90.)

MINORITIES STILL A SMALL PRESENCE A major thrust of professional societies has been to attract minorities in order to reflect the make-up of the population. But data has been scarce, so this year for the first time we inserted a question on the subject. Responses indicate the number of minority practitioners remains low. Data indicates that blacks comprise the largest group -- but at only 1.4%. Interestingly, those who responded to the question with "Jewish" make up the next largest group with 1.2%. Respondents self-identified whether they considered themselves a minority group -- yet it is likely many Jews do not think of themselves this way and did not so respond. Data could be slightly off, since 36.4% of respondents offered no answer. (52.9% specifically said "none.") Also, some volunteered they are homosexual, others may be but did not disclose -- again, a question of how one perceives minority status.

TABLE 7: MINORITIES	
African American	1.4%
Jewish	1.2
Hispanic	0.9
Asian	0.6
Native American	0.2
Acadian	0.4
Homosexual	0.4

Note: "Acadian" refers to descendants of a French colony in South Eastern Canada, now a dominant English-speaking area.

A number of women (5.7%) listed themselves as minorities. We omitted them from this list because, in fact, they are the numerical majority in both pr & society. However one interprets the data, attracting minorities to public relations practice is priority.

Responses to Question: "Are you a member of a minority group? If so, please specify."

TABLE 8: SIZE OF ORGANIZATION BUDGETS & COUNSELING FIRM BILLINGS

Budget	% of org'ns in budget category	% of counseling firms in billing category
Under \$50,000	7.3	3.1
\$50,000 - \$100,000	7.8	7.7
\$100,000 - \$249,000	16.4	9.7
\$250,000 - \$499,000	12.3	11.2
\$500,000 - \$749,000	8.3	6.2
\$750,000 - \$999,000	2.6	5.0
1 million +	19.3	44.8
NR or "varies"	18.9	10.4
Don't Know	4.7	1.9

TABLE 9: CHANGES SINCE '89 IN SIZE OF STAFF & BUDGET

	% More	% Less	% Same	% NR
# of prof'ls	20.6	9.0	67.7	2.9
Budget	32.6	10.7	43.8	12.9

PR budgets and billings tend to be high, with the largest category of each being \$1 million plus. And despite the afore-mentioned downswing of the economy, **most organizations have maintained their budgets and staff size.** Indeed, more are beefing them up than breaking them down.

TABLE 10 MEDIAN SALARY BY TITLE & BY GENDER

Title/Level	% of Total	% In Each Title		Median Salary		
		Men	Women	Overall	Men	Women
CEO/Pres of Firm	7.3%	58.0%	42.0%	\$70,000	\$75,000	\$62,500
Exec Dir (of NPO)	1.0	81.8	18.2	\$50,000	\$70,000	\$30,400
Owner	1.7	42.1	57.9	\$65,000	\$65,000	\$65,000
Consultant	2.9	37.5	62.5	\$50,000	\$62,400	\$40,025
Exec or Sr VP	3.1	50.0	50.0	\$68,000	\$81,000	\$50,000
VP	9.4	52.0	48.0	\$70,000	\$78,000	\$52,500
2nd or Ass't VP	0.8	22.2	77.8	\$52,000	\$62,125	\$52,000
Dir/Mgr	44.8	40.5	59.5	\$45,300	\$54,000	\$40,000
Ass't Dir/Mgr	1.6	44.4	55.6	\$39,640	\$36,592	\$41,640
Coord/Supervisor	5.7	27.0	73.0	\$35,970	\$43,500	\$33,976
Specialist	2.5	35.7	64.3	\$35,000	\$39,000	\$31,500
Officer	4.6	50.0	50.0	\$38,000	\$43,500	\$36,000
Editor	1.4	50.0	50.0	\$33,000	\$40,280	\$30,336
Professor	2.2	50.0	50.0	\$36,000	\$38,400	\$36,000
Account Exec	1.8	30.0	70.0	\$33,000	\$31,000	\$35,000
Other*	8.0	58.4	41.6	\$46,640	\$52,000	\$38,000
No Response	1.2					

* Includes associates, representatives, administrators, exec ass'ts, etc.

TABLE 11: TITLES TO WHICH PRACTITIONERS REPORT

CEO/pres	31.6%
Sr exec/vp	11.8
VP	15.9
Dir/head of dep't	19.0
Supervisor/mgr	3.9
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Self-employed	11.2
Other/NR	6.6

If this table reveals a trend, it could mean trouble. While it appears that a significant number of practitioners do report to the top brass of an organization, the percentages are down from last year when 33.3% reported to the CEO, 14.2% to the sr exec, 19% to a vp and 20.1% to the director or manager. As we keep saying, pr's enduring presence in the boardroom will determine its future as a profession. These percentages also fell in '89 from '88.

TABLE 12: POLITICAL PARTY AFFILIATION

Democrat	33.2%
Republican	24.2
None (specific)	11.8
Independent	8.7
Liberal	1.2
Conservative	0.8
Parti Quebecois	0.1
Reform	0.1
NR	19.8

Practitioners At The Ballot Box

Most are Democrats, but the data varies considerably by sex, age, & industry. Most Republican practitioners are about 45-60 yrs old; they tend to be male (50.7%) and are concentrated in pr firms (17.4%) & industrials (11.9%). Also ranking high are utilities (7.8%) and education-administration (7.4%).

Democratic practitioners tend to be a bit younger, between 30 & 50. 61.1% are female, they gather in healthcare other (14.3%), social agencies (10%) and pr firms (19.2%).

Interesting note: most US respondents declared party affiliation. A moderate percentage (16.6%) offered no response to what we thought might be a delicate question. In Canada, however, a nation in political upheaval, most shunned party affiliation. 40.7% specifically indicated no political party, and 40% didn't respond. Why would 81% of Canadians either duck the question, or be unaffiliated? Canadian readers, please let us know!

¶**Comments About The Findings.** Some startling findings require explanation: a) In Table 2, the lowest salary in the median salary range is that of an ordained minister in a religious organization; b) First year median salary for men was \$40,000. Respondents had been journalists, were given jobs as managers; c) Financial Services shows a marked increase, probably because this in-trouble industry needs pr -- more practitioners are being hired at a more competitive rate; d) Survey results are based on a sample size of 1,114 which yields an error margin of +/- 3% at the 95% confidence level. Total number of surveys sent: 4,393, to a statistical sampling of PRSA/CPRS members and subscribers -- a 25% return rate overall. Look forward to Survey Part II which will further dissect the data for underlying implications.