

30th Survey of the Profession, Part II: Salaries, Benefits & Work Conditions **PR TODAY = LONG DAYS & WEEKENDS, REPORTING AT THE TOP, GOOD BENEFITS, MEDIOCRE MEDIAN SALARY BUT MANY MAKE TOP \$\$**

Only 8% of practitioners work 40 hrs or less -- & nearly 1/3 work 55+ hrs. 2/3rds say they work at least 1 Saturday/month -- & one-quarter work 2 or more. But 50% report at the EVP/SVP/CEO level.

Pay is still better in the Northeast, with a \$70,000 median salary vs. \$59,000 in the South. Half the respondents get 4 or more vacation weeks & 2/3 get 80-100% employer-paid health insurance. 70% have 401k plans.

TABLE 1: MEDIAN SALARIES BY AGE & GENDER

| Age Groups | % of Total | % Men | % Women* | Median Salary | | |
|-----------------------|------------|-------|----------|---------------|----------|----------|
| | | | | Overall | Men | Women |
| Overall (US & Canada) | | 44% | 54% | \$62,000 | \$72,000 | \$56,000 |
| 30 & under | 10% | 14% | 86% | \$39,750 | \$40,875 | \$39,750 |
| 31 - 45 | 39% | 36% | 63% | \$56,000 | \$61,000 | \$52,000 |
| 46 - 59 | 44% | 54% | 44% | \$75,000 | \$80,000 | \$70,000 |
| 60 & over | 7% | 68% | 19% | \$80,000 | \$80,000 | \$73,950 |

* 2% did not indicate M/F so some categories will not total 100%

WANTED, A FEW GOOD MEN -- TO KEEP THE FIELD REFLECTING SOCIETY

It's generally felt pr's practitioner complement should mirror society -- the reason minorities are actively recruited, for instance. Survey verifies again the preponderance of women in the profession. As Table 3 shows, females are the larger number in all length-of-service categories until 21-25 years. The women-dominated categories account for 66% of respondents.

But women still receive lower pay. This is true at nearly all experience levels, including newer entrants to the field where they predominate. As Table 4 reveals, it is also true for nearly all titles/positions.

- *It is no longer possible to deny a prejudice here -- so the issue now turns to pr women refusing to accept the discrepancy & the professional societies campaigning to eliminate it.*

The historical pattern is clear in these data. Practitioners 45 & under are overwhelming female, paralleling their preponderance in college pr dep'ts over the past quarter century. In the 45-59 category, men predominate -- and significantly so in the 60 & over group.



| TABLE 2: SELF-REPORTED EXPERIENCED PRACTITIONERS' CURRENT SALARIES, COMPARED WITH LAST YEAR, GROUPED BY TYPE OF ORGANIZATION | | | | |
|---|---------------|----------|--------------------|-------------------------|
| | Median Salary | | Salary | Median Change |
| | '98 | '97# | Range | reported by '98 sample# |
| All US | \$63,400 | \$60,000 | \$21,000-\$500,000 | \$3,000 |
| All Canada | \$46,200 | \$45,560 | \$24,000-\$100,000 | \$1,000 |
| PR Firms, Ad Agencies & Other Consulting | \$70,000 | \$62,000 | \$23,000-\$500,000 | \$3,200 |
| Financial Institutions (including Banks & Insurance) | \$56,750 | \$52,500 | \$32,000-\$270,000 | \$4,000 |
| Corporations (all types) | \$76,000 | \$70,000 | \$21,000-\$326,000 | \$5,000 |
| Healthcare | \$50,000 | \$47,000 | \$21,500-\$136,000 | \$2,500 |
| Educators | \$55,000 | \$56,400 | \$30,000-\$119,500 | \$2,000 |
| Education Practitioners | \$61,000 | \$59,715 | \$23,000-\$111,000 | \$2,149 |
| Trade/Prof'l Assns | \$70,000 | \$61,500 | \$23,000-\$225,000 | \$4,050 |
| NPOs (all types) | \$42,000 | \$41,500 | \$23,000-\$130,000 | \$2,000 |
| Government/Federal | \$65,000 | \$63,000 | \$32,274-\$108,000 | \$2,000 |
| Government/State | \$45,560 | \$39,780 | \$25,176-\$70,000 | \$1,776 |
| Government/Local | \$56,000 | \$53,700 | \$40,260-\$83,700 | \$3,000 |
| Travel, Tourism & Entertainment | \$58,000 | \$56,000 | \$34,500-\$177,000 | \$1,875 |

Refers to this year's respondents' answers to "Last year's salary"; 13% did not answer. (It is impossible to say why this query should be difficult to answer, or create resistance to answering. Next year we'll seek a question wording more likely to induce responses; ideas are welcome)

* Canadian respondents were asked to state salaries in US dollars

Total sample size is 441. Respondents hail from 43 States & DC & 8 Provinces. Only job titles implying experience & advanced responsibility are included in the Survey.

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

| Years in PR | % of Total* | % Men | % Women** | Median Salary | | |
|---------------|-------------|-------|-----------|---------------|-----------|----------|
| | | | | Overall | Men | Women |
| 1-5 years | 9% | 33% | 67% | \$32,637 | \$40,000 | \$32,000 |
| 6-10 years | 19% | 31% | 69% | \$52,000 | \$59,000 | \$49,000 |
| 11-15 years | 18% | 38% | 61% | \$60,500 | \$59,750 | \$60,000 |
| 16-20 years | 20% | 36% | 59% | \$70,000 | \$78,800 | \$65,000 |
| 21-25 years | 15% | 58% | 38% | \$81,000 | \$80,500 | \$79,350 |
| 26-30 years | 12% | 59% | 39% | \$80,000 | \$82,500 | \$70,000 |
| Over 30 years | 7% | 83% | 13% | \$100,000 | \$101,500 | \$81,600 |
| Didn't answer | 1% | 20% | 80% | | | |

* Due to rounding, totals may not equal 100%

** 2% did not indicate M/F so some categories will not total 100%

SALARY MEDIANS PASS "FEELS RIGHT" TEST, WITH CORP'NS AT TOP

Corporate pay sets the pace, as usual -- followed by trade/prof'l ass'ns & the counselors working in pr firms, ad agency pr dep'ts & other consulting org'ns (Table 2). Practitioners in non-profits have the lowest pay, again, as usual.

Some notable findings: a) education practitioners earn more than educators; b) tho healthcare salaries have been rising as businesslike conditions prevail, the median here remains surprisingly low; c) state gov'ts pay less than the feds & municipal gov'ts -- perhaps not a surprise since states are often the more penurious.

TABLE 4: SALARY BY TITLE & BY GENDER

| Title | % of Respondents* | % In Each Title | | Median Salary | | |
|---------------------------------------|-------------------|-----------------|---------|---------------|-----------|----------|
| | | Men | Women** | Overall | Men | Women |
| CEO/President/ Head of Org'n | 11% | 61% | 29% | \$88,600 | \$100,000 | \$75,000 |
| Senior/Executive Vice President | 5% | 55% | 46% | \$80,000 | \$100,000 | \$75,000 |
| Vice president/ Senior Counsel | 13% | 48% | 48% | \$95,000 | \$106,500 | \$70,000 |
| Director/Head of Department | 36% | 38% | 60% | \$62,768 | \$72,000 | \$60,000 |
| Supervisor/ Manager of Unit | 20% | 45% | 55% | \$48,600 | \$55,000 | \$45,000 |
| Coordinator/Specialist | 3% | 33% | 67% | \$32,500 | \$28,000 | \$38,000 |
| Self-employed/ Independent Counsel | 7% | 41% | 56% | \$60,000 | \$70,000 | \$60,000 |
| Other | 3% | 47% | 53% | \$52,500 | \$42,927 | \$60,000 |
| No title given | 1% | -- | 100% | \$40,600 | -- | \$40,600 |

* Due to rounding, totals may not equal 100%

** 2% did not indicate M/F so some categories will not total 100%

TABLE 5: REGIONAL DIFFERENCES

| Region | Median Salaries | |
|---------------|-----------------|----------|
| | 1998 | 1997* |
| Northeast | \$70,000 | \$65,000 |
| South | \$59,000 | \$53,700 |
| North Central | \$63,000 | \$61,000 |
| West | \$65,000 | \$63,000 |
| Canada (USD) | \$46,200 | \$45,560 |

* Refers to this year's respondents' answers to "last year's salary" question

ADDITIONAL DETAIL AVAILABLE

Data on specific types of org'ns within the broad employment categories, for instance. Or cross-references among job title, region or salary level to various benefit programs or hours worked.

NOTE: The "coordinator/specialist" job category (which 3% selected) may reflect some solo practitioners who position themselves in a specialty, as well as staffers.

TABLE 6: UPPER-LEVEL MEN & WOMEN BY TYPE OF ORGANIZATION

| Sectors where women dominate: | | Sectors where men dominate: | |
|--|---------|-----------------------------|-----|
| Ad Agency | 63% | Other Consulting | 64% |
| Insurance | 58% | Consumer Products | 67% |
| Other Financial | 71% | Industrial Companies | 77% |
| Healthcare-Hospitals | 81% | Utilities | 67% |
| Healthcare-other | 63% | Government-Federal | 63% |
| Higher Ed | 71% | | |
| Schools | 75% | | |
| Trade/Prof'l Assn | 61% | | |
| Social/NPOs | 76% | | |
| Travel/Tourism/Hotel | 63% | | |
| High Tech | 75% | | |
| Sectors where men & women share dominance:* | | | |
| PR Firms | 47% men | 48% women | |
| Banks | 50% men | 40% women | |
| Educators | 50% men | 50% women | |
| Government/State | 55% men | 46% women | |
| Government/Local | 46% men | 55% women | |
| Telecommunications | 50% men | 50% women | |

* 2% did not indicate M/F so some categories will not total 100%; & due to rounding, totals may not equal 100%

AS IF SATURDAYS WEREN'T ENOUGH, 38% OFTEN WORK ON SUNDAY

This is nothing new, of course. And in any professional service field, practitioners must respond whenever there is a need. But this data has rarely, if ever, been quantified. PR has always wanted to be as important as lawyers, for example -- and now in terms of 60-80 hour weeks it looks like we've made it!

| TABLE 7: NUMBER OF HOURS WORKED/WEEK | |
|---|------------------|
| Hours worked | % of Respondents |
| Less than 40 | 8% |
| 40-44 | 15% |
| 45-49 | 20% |
| 50-54 | 28% |
| 55-59 | 13% |
| 60-69 | 13% |
| 70-79 | 1% |
| 80+ | 1% |
| No response | 1% |

| TABLE 8: TITLE OF PERSON YOU REPORT TO | | |
|---|-------------|-------------|
| | <u>1998</u> | <u>1993</u> |
| CEO | 38% | 33% |
| SVP/EVP | 12% | 14% |
| VP/Sr Counsel | 14% | 14% |
| Dir/Dept Head | 14% | 9% |
| Supvr/Mgr | 2% | 2% |

| TABLE 9: WEEKEND DAYS WORKED PER MONTH | | | |
|--|-------------------|---------------------------------|-------------------|
| <u>Saturdays</u> worked per month | % of Respondents* | <u>Sundays</u> worked per month | % of Respondents* |
| None | 27% | None | 45% |
| 1 or part of 1 | 36% | 1 or part of 1 | 21% |
| 2 | 17% | 2 | 9% |
| 3 | 5% | 3 | 2% |
| 4 | 3% | 4 | 2% |
| As needed | 4% | As needed | 4% |
| No response | 9% | No response | 18% |

* Due to rounding totals may not equal 100%

BENEFITS GOOD -- MAYBE ONLY BECAUSE MOST WORK IN ORG'NS

This does suggest pr firms have enhanced benefits packages, which long lagged behind those of the client org'ns they counsel. Approximately one-quarter of respondents are from pr firms, ad agency pr dep'ts & other consultants, so they have significant impact on Tables 10-12.

Add & subtract. If weekends & long days worked are subtracted from the rising number of vacation weeks, either pr isn't such a luxurious field to labor in -- or more time off is an absolute necessity. 1 in 5 now report a month or more in vacation time (Table 10).

Paying for professional development. The absolute necessity of keeping abreast appears to be recognized by all types of employers. Only 1% report no fees paid for PD efforts; while 6x that many report no limit (Table 10).

Wide range of other benefits available. From flextime to travel, 19 were reported (Tables 11 & 12). Heading the list is 401k retirement plans with 70% -- a tax-deferral advantage in themselves, but sweetened for the 72% whose employers contribute. In contrast, only 27% now report profit sharing. Bonuses are still in place for nearly half the respondents.

TABLE 10: TOP 3 BENEFITS RECEIVED

| | |
|-----------------------------------|------------|
| Vacation | 94% |
| 1 week | 1% |
| 2 weeks | 17% |
| 3 weeks | 28% |
| 4 weeks | 31% |
| 5 weeks | 12% |
| 6+ weeks | 7% |
| No # given, but benefit checked | 4% |
| Health insurance | 90% |
| 0-19% employer paid | 1% |
| 20-39% employer paid | 1% |
| 40-59% employer paid | 9% |
| 60-79% employer paid | 7% |
| 80-99% employer paid | 23% |
| 100% employer paid | 41% |
| No % given, but benefit checked | 17% |
| Professional Development | 78% |
| 1-3 days | 8% |
| 4-5 days | 21% |
| 6-10 days | 15% |
| More than 10 days | 6% |
| No limit/negotiable | 22% |
| No % given, but benefit checked | 29% |
| No fees paid by employer | 1% |
| \$100-\$499 paid by employer | 31% |
| \$500-\$999 paid by employer | 14% |
| \$1,000-\$1,999 paid | 10% |
| \$2,000-\$2,999 paid | 3% |
| \$3,000 & over paid | 5% |
| No limit | 6% |
| No amt given, but benefit checked | 30% |

TABLE 11: OTHER BENEFITS RECEIVED

| | |
|--|-----|
| 401k or equivalent [72% report employers contribute] | 70% |
| Bonuses | 49% |
| Flextime | 39% |
| Assistance w/degree courses | 37% |
| Profit sharing | 27% |
| Compensatory time | 26% |
| Company stock purchase | 22% |
| Company car | 17% |
| Childcare | 4% |

TABLE 12: ADDITIONAL BENEFITS LISTED

| | |
|--|----|
| Retirement/pension | 4% |
| Life insurance | 3% |
| Dental | 3% |
| Travel allowance | 3% |
| Personal days/ summer hours | 3% |
| Club memberships | 2% |
| Disability | 2% |
| Eye care | 1% |
| Parking | 1% |
| Travel, entertainment & vacation freebies | 1% |

DOES TIME OF YEAR MATTER IN GETTING PRACTITIONERS TO RESPOND?

Past Surveys of the Profession have been mailed in April or May and generated a typical 23% response. Questionnaires went out this year in July -- and we received a 13% response. What, if any, is the lesson here?

Response rates are dropping for all research. PR pros know well that half or more of telephone survey targets won't cooperate. Respected mgmt research firm Kepner-Tregoe reports: For a blind survey where you are not contacting people you know & there is no particular incentive to respond, a rate of 5-7% is now typical. Especially for paper questionnaires.

Our sample changed little. Arthur W. Page Society was added to PRSA & CPRS. pr subscribers represented the 80% of practitioners who don't belong to these societies (which provides some overlap but brings in many other areas of practice). Watch for next year's Survey in April!

