2016 PAC Salary Survey

Executive Summary
Introduction

The PAC Salary Survey is conducted annually by the Public Affairs Council in response to a demonstrated interest in compensation and job tasks for PAC practitioners. The survey is designed to collect, analyze and provide valid, reliable data on the current compensation levels for PAC positions.

This survey was completed only by individuals whose PAC responsibilities account for at least 50 percent of their job time. The survey asked respondents to provide base salary and percentage breakdown of job responsibilities, as well as bonus eligibility and bonus earned for fiscal year 2015. The survey also asked about the size of the PAC, supervisory roles, years of experience in the PAC field and additional job responsibilities. All survey responses are anonymous. A total of 162 PAC practitioners participated in this year’s survey (61% from corporations and 39% from associations).

This is an executive summary of the survey. The full 35-page survey analysis provides information on:

- Time spent on PAC management*
- Percentage of time spent on PAC activities
- Time spent on non-PAC activities*
- Base salary for PAC professionals*
- Base salary by job title*
- Base salary by organization size*
- Base salary for PAC supervisors*
- Fiscal year 2015 bonus analysis*
- Base salary and bonus detail by PAC size
- Base salary and bonus detail by years of experience

For access to the full report, please visit: pac.org/publications.

*Indicates analysis breaks down results by organization type (corporate and association)
Key Findings: Time Spent on Activities

• The median PAC practitioner spends 60 percent of his or time on PAC activities, up from 55 percent in 2015. Association PAC staff tend to spend slightly more time on PAC activities (median of 65%) over corporate PAC staff (median of 60%).

• Within the median 60 percent of time spent on PAC management and administration, PAC professionals manage many activities, with the top three most popular PAC activities being:
  – PAC fundraising (94% of respondents)
  – Developing PAC communications (94% of respondents)
  – PAC board management (84% of respondents)

• Nearly one-third of respondents spend three-quarters or more of their time on PAC-related activities, up from 19 percent in 2015. The top four most common other activities — and the number of respondents who spend at least some of their time on these activities — are:
  – Event planning (63% of respondents)
  – Grassroots management and administration (46% of respondents)
  – Communications (46% of respondents)
  – Lobbying compliance (46% of respondents)

• Grassroots management/administration is the activity that PAC practitioners spend the most time on outside of PAC.
Key Findings: PAC Salaries

• The median PAC practitioner has a base salary of **$87,750**. There is no significant difference between corporate or association PAC staff.

• Base salaries vary by title (analysis was done on three title groups: associate-level, manager-level and directors or above). While associate-level professionals have similar median salaries in both corporations and associations, manager-level and directors or above have higher median salaries in corporations than in associations.

• Organization size is not a consistent factor impacting PAC professionals’ salaries in either corporations or associations.

• Of total respondents, **31 percent** supervise other employees. Supervisor salaries are consistently higher than for those without supervisory responsibilities. The median PAC supervisor makes **21 percent** more than those without supervisory responsibilities.

• Eighty-one percent of respondents were bonus eligible in fiscal year 2015. Corporate PAC practitioners were more likely than their association counterparts to be bonus eligible. Mean bonus amounts also vary by organization type, with corporate bonus amounts significantly higher than association bonus amounts.
For the full PAC Salary Survey, please visit pac.org/publications.

The Public Affairs Council thanks all of the PAC practitioners who participated in this survey.

Questions?
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About the Public Affairs Council

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The Council’s staff professionals have direct experience in corporate and association public affairs management, lobbying, global public affairs, social media, corporate responsibility, campaign finance, grassroots advocacy, crisis communication and a host of related areas.

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