

2017 PAC Salary Survey



Public Affairs Council

MANAGE YOUR WORLD

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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.

Survey questionnaires were distributed via email and social media channels to the Council's PAC community in the late spring and early summer of 2017. Because PAC practitioners often have additional public affairs responsibilities, the questionnaire stated that it was to be 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 2016. 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 61 PAC practitioners participated in this year's survey.

Methodology

This report provides summary statistics on compensation for this position. The mean is an arithmetical average calculated by adding the figures in a set, then dividing the sum by the number of items in the set. For some questions, the data is presented in percentiles. Ordering the data from smallest to largest, those numbers falling below 25 percent of all the data analyzed are allocated in the 25th percentile, and so on for each quartile of data. The number reported in each percentile is the upper limit of that data set. The number noted for the 50th percentile is also the median.

Trends in Time Spent on PAC Management

In 2017, the amount of time PAC professionals spent solely on PAC management and administration decreased, continuing a decline after a brief increase last year.

Below are the median results for time spent working on PAC management (by organization type):

	2017 Median	2016 Median	2015 Median	2014 Median
Corporate PAC Staff	50%	60%	50%	55%
Association PAC Staff	58%	65%	55%	50%
All PAC Staff	50%	60%	55%	53%

Percentage of Time Spent on PAC Duties

The amount of time spent on PAC related duties does not vary widely between corporate and association PACs.

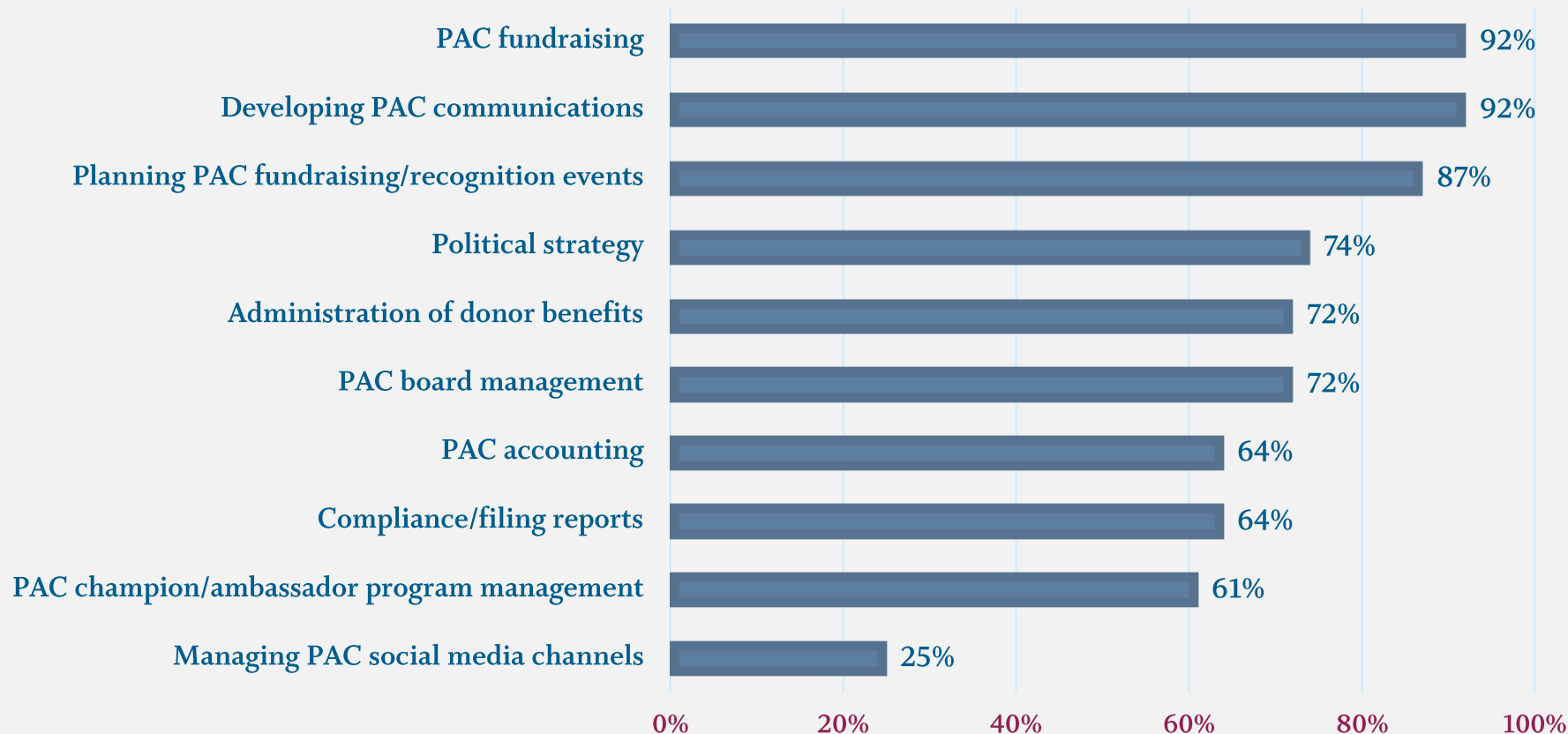
The following is an analysis of PAC practitioners' time spent on PAC administration and management:

	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC Staff	20%	48%	50%	60%	90%	51%
Association PAC Staff	20%	50%	58%	69%	80%	56%
All PAC Staff	20%	50%	50%	60%	90%	53%

Distribution of PAC-Related Responsibilities

Within the median 50 percent of time spent on PAC management and administration, PAC professionals manage many activities.

The following indicates how many respondents have these PAC-related duties as part of their role:



PAC Professionals' Responsibilities

The median PAC practitioner spends **50 percent** of his or her time on PAC management and administration. The most common other activities that they spend their remaining time on are:

- **Event planning:** 70%
- **Communications:** 52%
- **Employee/Member Engagement:** 52%
- **Lobbying Compliance:** 51%
- **Supervisory/Administrative Responsibilities:** 44%
- **Grassroots/Advocacy Program Management:** 34%
- **Federal lobbying/Legislative Tracking:** 34%
- **State Lobbying/Legislative Tracking:** 28%

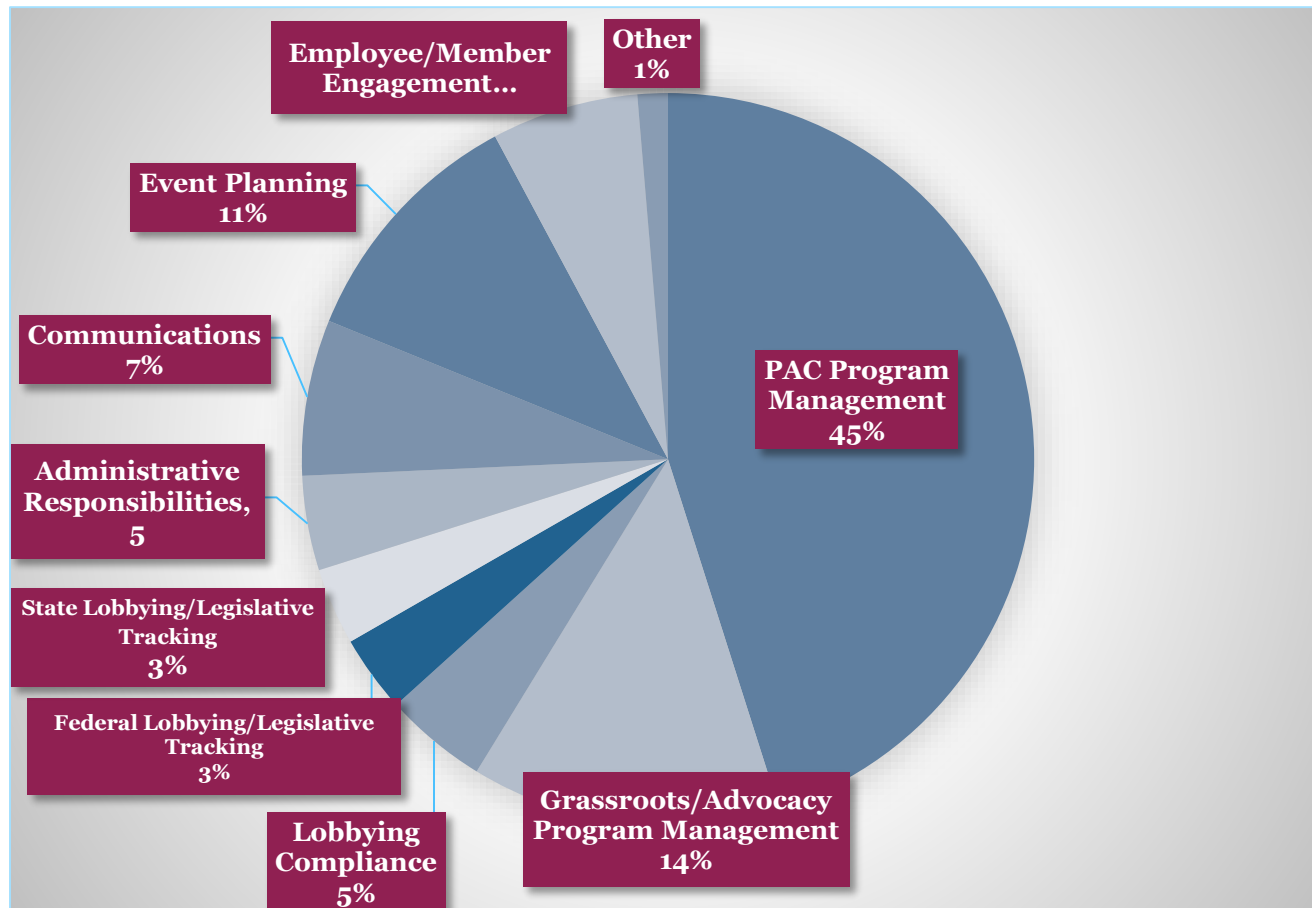
Percentage of PAC Practitioners Registered as Lobbyists

At the federal level	5%
At the state/local level	5%
At both the federal and state/local levels	2%



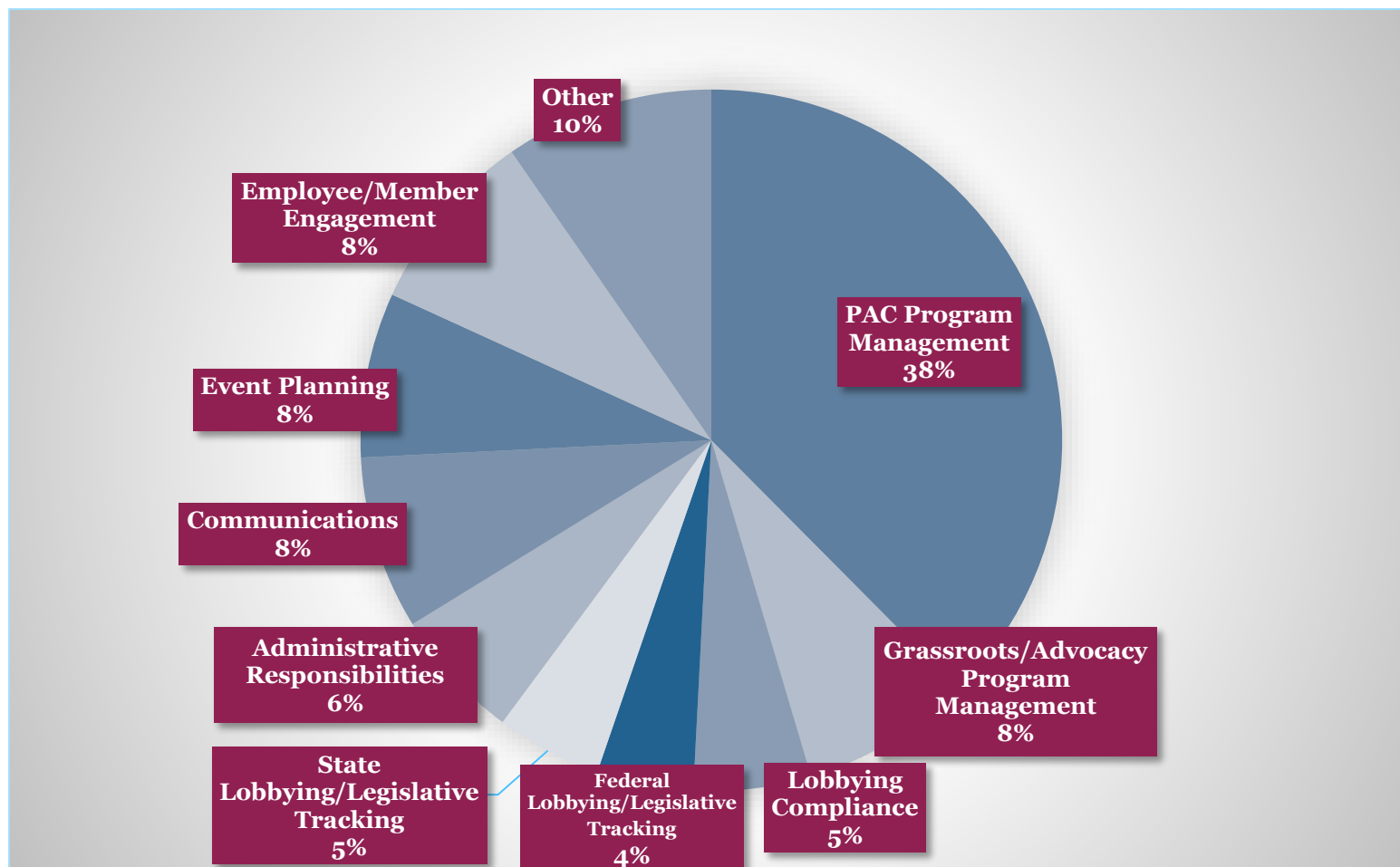
Association PAC Professionals' Responsibilities

Below is the average percentage of time spent by association PAC professionals on PAC and non-PAC activities:



Corporate PAC Professionals' Responsibilities

Below is the average percentage of time spent by corporate PAC professionals on PAC and non-PAC activities:



Base Salary for PAC Professionals

Median salaries for corporate PAC staff are only slightly higher than those of association PAC professionals.

The following is an analysis of PAC practitioners' base salary in fiscal year (FY) 2016:

	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC Staff	\$47,000	\$79,100	\$89,498	\$120,000	\$200,000	\$99,729
Association PAC Staff	\$37,000	\$59,500	\$84,000	\$94,500	\$135,000	\$81,787
All PAC Staff	\$37,000	\$72,000	\$87,000	\$110,000	\$200,000	\$92,964

Base Salary by Job Title

Salaries vary widely by title band – especially for corporate PAC practitioners.

The following is an analysis of the base salary for PAC practitioners
(by job title and organization type):

	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate Associates*	\$47,000	\$75,000	\$80,000	\$80,000	\$130,000	\$81,000
Corporate Managers	\$48,500	\$79,400	\$90,000	\$118,750	\$158,000	\$98,248
Corporate Directors/ Vice Presidents	\$70,018	\$98,750	\$139,000	\$160,500	\$200,000	\$133,503
Association Associates*	\$37,000	\$39,750	\$42,500	\$45,250	\$48,000	\$42,500
Association Managers	\$52,000	\$62,000	\$72,100	\$86,000	\$96,000	\$74,123
Association Directors/ Vice Presidents	\$47,500	\$92,250	\$108,500	\$122,500	\$135,000	\$104,063

* “Associates” include positions with titles such as administrator, specialist, coordinator, associate and assistant.

Base Salary by Organization Size (Association Responses)

Organization size is not a consistent factor impacting PAC professionals' salaries.

Below are the base salaries for association PAC practitioners
(by the number of employees within an association):

	Lower Limit	1st Quartile	Median	3rd Quartile	Upper Limit	Mean
<50 employees	\$37,000	\$48,000	\$56,500	\$72,100	\$83,000	\$59,320
51-100 employees	\$47,500	\$55,750	\$63,500	\$73,500	\$107,000	\$68,063
101-200 employees	\$90,000	\$93,750	\$103,000	\$117,500	\$130,000	\$106,500
>200 employees	\$86,000	\$86,750	\$90,000	\$103,500	\$135,000	\$100,250
Overall	\$37,000	\$59,500	\$84,000	\$94,500	\$135,000	\$81,787

Base Salary by Organization Size (Corporate Responses)

Organization size is not a consistent factor impacting PAC professionals' salaries.

Below are the base salaries for corporate PAC practitioners
(by the annual revenue of the respective corporation):

	Lower Limit	1st Quartile	Median	3rd Quartile	Upper Limit	Mean
<\$1 billion - \$3 billion	\$47,000	\$57,750	\$80,000	\$87,500	\$120,000	\$76,786
\$3.1 billion - \$10 billion	\$47,000	\$75,000	\$78,800	\$80,000	\$117,500	\$78,146
\$10.1 billion - \$20 billion	\$75,000	\$83,750	\$98,498	\$126,250	\$200,000	\$111,499
>\$20 billion	\$68,000	\$100,000	\$120,000	\$150,000	\$163,000	\$120,531
Overall	\$47,000	\$79,100	\$89,498	\$120,000	\$200,000	\$99,729

* Four corporate professionals did not specify their organization size and are only counted in the "Overall" line.

Base Salary for PAC Supervisors (by Organization Type)

Of total respondents, **30 percent** supervise other employees. Supervisor salaries are consistently higher than those without supervisory responsibilities.

The following is an analysis of the base salary for PAC practitioners with supervisory responsibilities:

	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC Staff who Supervise Employees	\$90,000	\$94,500	\$107,000	\$115,000	\$135,000	\$107,286
Association PAC Staff who Supervise Employees	\$67,000	\$79,400	\$80,000	\$112,450	\$163,000	\$99,245
All PAC Staff who Supervise Employees	\$67,000	\$80,000	\$94,500	\$117,000	\$163,000	\$102,372

FY 2016 Bonus Analysis (by Organization Type)

Of total respondents, **85 percent** were bonus-eligible in FY 2016. The mean bonus for this group was \$10,478. Corporate PAC practitioners were almost twice as likely as their association counterparts to be bonus-eligible.

The following chart illustrates a significant difference between association and corporate mean bonus amounts:

	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC FY 2016 Bonuses	\$0	\$2,000	\$8,900	\$16,000	\$80,000	\$13,937
Association PAC FY 2016 Bonuses	\$0	\$875	\$2,650	\$3,900	\$10,000	\$3,344
All PAC FY 2016 Bonuses	\$0	\$1,400	\$5,000	\$14,000	\$80,000	\$10,478

Base Salary Detail (by PAC Size)

Sorted by 2016 annual PAC receipts and then by base salary in ascending order:

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Time Spent on PAC Duties
2016 PAC Receipts Between \$50,000 and \$99,999					
\$47,000	Yes	\$1,400	Corporation	Associate	50%
\$48,000	Yes	\$3,000	Association	Associate	50%
\$48,500	Yes	\$800	Corporation	Associate	55%
\$68,000	Yes	\$0	Corporation	Associate	50%
\$80,000	No	n/a	Corporation	Associate	50%
\$80,000	No	n/a	Corporation	Manager	20%
\$93,000	No	n/a	Association	Director	65%
\$90,000	Yes	\$5,000	Corporation	Director	30%
2016 PAC Receipts Between \$100,000 and \$199,999					
\$47,000	Yes	0	Corporation	Associate	50%
\$52,000	Yes	\$3,000	Association	Associate	55%
\$57,000	Yes	\$2,000	Association	Manager	50%
\$62,000	No	n/a	Association	Manager	50%
\$67,000	Yes	\$5,000	Corporation	Manager	50%
\$83,000	No	n/a	Association	Manager	50%
\$84,000	Yes	\$2,500	Association	Manager	70%
\$88,000	Yes	\$8,900	Corporation	Manager	70%
\$100,000	Yes	\$15,000	Corporation	Manager	40%
\$130,000	Yes	\$10,000	Corporation	Manager	50%



Base Salary Detail (by PAC Size)

(continued)

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Time Spent on PAC Duties
2016 PAC Receipts Between \$100,000 and \$399,999					
\$47,000	Yes	\$0	Association	Associate	20%
\$47,500	Yes	\$2,800	Association	Director	30%
\$65,000	Yes	\$500	Association	Manager	55%
\$70,000	Yes	\$3,200	Association	Manager	60%
\$72,100	Yes	\$2,000	Association	Associate	60%
\$75,000	Yes	\$14,000	Corporation	Manager	65%
\$85,000	Yes	\$20,000	Corporation	Manager	50%
\$88,995	Yes	\$6,500	Corporation	Manager	50%
\$90,000	No	n/a	Corporation	Manager	50%
\$93,000	Yes	\$8,500	Association	Manager	40%
\$96,000	Yes	\$9,000	Association	Manager	70%
\$125,000	Yes	\$10,000	Corporation	Director	50%
\$130,000	No	n/a	Association	Director	70%
\$153,000	Yes	\$51,000	Corporation	Director	70%

Base Salary Detail (by PAC Size)

(continued)

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Time Spent on PAC Duties
2016 PAC Receipts Between \$400,000 and \$999,999					
\$75,000	Yes	\$0	Corporation	Associate	25%
\$75,000	Yes	\$2,000	Corporation	Manager	60%
\$78,800	Yes	\$9,000	Corporation	Manager	30%
\$80,000	Yes	\$7,000	Corporation	Associate	50%
\$100,000	Yes	\$14,000	Corporation	Manager	80%
\$108,000	Yes	\$8,900	Corporation	Manager	50%
\$110,000	Yes	\$0	Corporation	Associate	78%
\$120,000	Yes	\$0	Corporation	Manager	90%
\$122,000	Yes	\$18,500	Corporation	Manager	50%
\$158,000	Yes	\$29,000	Corporation	Manager	50%
\$200,000	Yes	\$80,000	Corporation	Director	35%
2015 PAC Receipts Over \$1 Million					
\$56,500	Yes	\$0	Association	Associate	70%
\$80,000	Yes	\$16,000	Corporation	Manager	50%
\$85,000	Yes	\$4,000	Corporation	Manager	25%
\$86,000	Yes	\$1,000	Association	Manager	60%
\$87,000	No	n/a	Association	Associate	80%
\$99,900	Yes	\$9,400	Corporation	Manager	20%

Base Salary Detail (by PAC Size)

(continued)

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Time Spent on PAC Duties
2016 PAC Receipts Over \$1 Million (continued)					
\$107,000	Yes	\$10,000	Association	Director	50%
\$110,000	Yes	\$6,000	Association	Director	70%
\$120,000	Yes	\$0	Association	Director	50%
\$120,000	Yes	\$16,000	Corporation	Manager	35%
\$135,000	Yes	\$15,000	Corporation	Manager	75%
\$135,000	No	n/a	Association	Director	60%
\$150,000	Yes	\$40,000	Corporation	Manager	60%
\$163,000	Yes	\$50,000	Corporation	Director	60%

Note: Four respondents did not indicate the size of their PAC and, as a result, were not included in the above analysis.

Base Salary Detail (by Years of Experience)

Sorted by total years of experience in the PAC space and then by base salary in ascending order:

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Years in Current Role	Supervise Employees?
Up to 2 years of experience						
\$37,000	Yes	\$0	Association	Associate	2 or less	No
\$47,000	Yes	\$0	Corporation	Associate	2 or less	No
\$47,000	Yes	\$1,400	Corporation	Associate	2 or less	No
\$47,500	Yes	\$2,800	Association	Director	2 or less	No
\$48,000	Yes	\$3,000	Association	Associate	2 or less	No
\$52,000	Yes	\$3,000	Association	Associate	2 or less	No
\$56,500	Yes	\$0	Association	Associate	2 or less	No
\$57,000	Yes	\$2,000	Association	Manager	2 or less	No
\$72,100	Yes	\$2,000	Association	Associate	3 - 5	No
\$78,800	Yes	\$9,000	Corporation	Manager	2 or less	Yes
\$80,000	Yes	n/a	Corporation	Associate	Unspecified	Yes
\$85,000	Yes	\$20,000	Corporation	Manager	2 or less	No
\$108,000	Yes	\$8,900	Corporation	Manager	2 or less	No
3–5 years of experience						
\$48,500	Yes	\$800	Corporation	Manager	3 - 5	Yes
\$62,000	No	n/a	Association	Manager	3 - 5	No
\$70,018	Yes	\$3,500	Corporation	Director	3 - 5	Yes
\$75,000	Yes	\$0	Corporation	Associate	2 or less	Yes
\$83,000	No	n/a	Association	Manager	2 or less	No



Base Salary Detail (by Years of Experience)

(continued)

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Years in Current Role	Supervise Employees?
3-5 years of experience (continued)						
\$84,000	Yes	\$2,500	Association	Manager	3 - 5	No
\$88,995	Yes	\$6,500	Corporation	Manager	3 - 5	No
\$90,000	Yes	\$5,000	Corporation	Director	2 or less	No
\$90,000	Yes	n/a	Association	Director	3 - 5	Yes
\$100,000	Yes	\$14,000	Corporation	Manager	3 - 5	No
\$110,000	Yes	\$6,000	Association	Director	3 - 5	Yes
\$110,000	Yes	\$0	Corporation	Associate	2 or less	No
\$120,000	Yes	\$0	Association	Director	2 or less	Yes
\$122,000	Yes	\$18,500	Corporation	Manager	3 - 5	No
\$125,000	Yes	\$10,000	Corporation	Director	3 - 5	Yes
\$130,000	Yes	\$10	Corporation	Manager	More than 10	No
\$135,000	No	n/a	Association	Director	2 or less	Yes
6-10 years of experience						
\$65,000	Yes	\$500	Association	Manager	5 - 10	No
\$67,000	Yes	\$5,000	Corporation	Manager	5 - 10	Yes
\$70,000	Yes	\$3,200	Association	Manager	5 - 10	No
\$75,000	Yes	\$2,000	Corporation	Manager	3 - 5	No
\$80,000	Yes	\$16,000	Corporation	Manager	5 - 10	No



Base Salary Detail (by Years of Experience)

(continued)

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Years in Current Role	Supervise Employees?
6-10 years of experience (Continued)						
\$86,000	Yes	\$1,000	Association	Manager	2 or less	No
\$87,000	No	n/a	Association	Associate	3 - 5	No
\$88,000	Yes	\$8,900	Corporation	Manager	2 or less	No
\$90,000	No	n/a	Corporation	Manager	5 - 10	No
\$93,000	Yes	\$8,500	Association	Manager	2 or less	Yes
\$96,000	Yes	\$9,000	Association	Manager	2 or less	Yes
\$99,900	Yes	\$9,400	Corporation	Manager	3 - 5	Yes
\$107,000	Yes	\$10,000	Association	Director	3 - 5	Yes
\$120,000	Yes	\$0	Corporation	Manager	2 or less	No
\$130,000	No	n/a	Association	Director	2 or less	No
\$135,000	Yes	\$15,000	Corporation	Manager	5 - 10	No
\$150,000	Yes	\$40,000	Corporation	Manager	5 - 10	No
\$200,000	Yes	\$80,000	Corporation	Director	2 or less	No
More than 10 years of experience						
\$68,000	Yes	\$0	Corporation	Manager	3 - 5	No
\$75,000	Yes	\$14,000	Corporation	Manager	More than 10	Yes
\$80,000	No	n/a	Corporation	Associate	5 - 10	Yes
\$80,000	No	n/a	Corporation	Associate	More than 10	Yes
\$80,000	Yes	\$7,000	Corporation	Associate	3 - 5	No

Base Salary Detail (by Years of Experience)

(continued)

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Years in Current Role	Supervise Employees?
More than 10 years of experience (continued)						
\$85,000	Yes	\$4,000	Corporation	Manager	2 or less	Yes
\$93,000	No	n/a	Association	Director	2 or less	No
\$100,000	Yes	\$15,000	Corporation	Manager	3 - 5	No
\$117,500	Yes	n/a	Corporation	Manager	More than 10	No
\$120,000	Yes	\$16,000	Corporation	Senior Manager	2 or less	No
\$153,000	Yes	\$51,000	Corporation	Director	More than 10	No
\$158,000	Yes	\$29,000	Corporation	Manager	More than 10	Yes
\$163,000	Yes	\$50,000	Corporation	Director	More than 10	Yes

Examples of PAC Job Titles

Below are examples of titles for respondents spending at least 50 percent of time on PAC activities:

Common Associate-Level Titles:

- PAC Administrator
- Coordinator, PAC and Grassroots
- PAC Coordinator
- Government Relations Associate

Common Manager-Level Titles:

- PAC Manager
- Political Programs Manager
- Government Affairs Manager
- Manager, Political Affairs and PAC
- Manager, PAC and Grassroots
- Manager, Federal Government Affairs
- Manager, Advocacy and PAC

Common Director-Level Titles:

- PAC Director
- Director, Government Relations
- Director, Political Affairs
- Director, Grassroots and Political Advocacy
- Director, Public Affairs
- Director, Political and Government Affairs
- Director, Political Programs

**Thank you to all of the
PAC practitioners who
participated in this survey.**

Have questions?

Kristin Brackemyre

Manager, PAC and Advocacy

kbracemyre@pac.org | 202.787.5969