

2016 PAC Salary Survey

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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 at the 2016 National PAC Conference in March 2016, as well as via email and social media channels to the Council's PAC community in the late spring and early summer of 2016. 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 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, making it our largest and most comprehensive survey to date.

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 2016, the amount of time PAC professionals spent solely on PAC management and administration increased, reversing a downward trend in previous years.

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

	2016 Median	2015 Median	2014 Median	2013 Median
Corporate PAC Staff	60%	50%	55%	60%
Association PAC Staff	65%	55%	50%	75%
All PAC Staff	60%	55%	53%	60%

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.

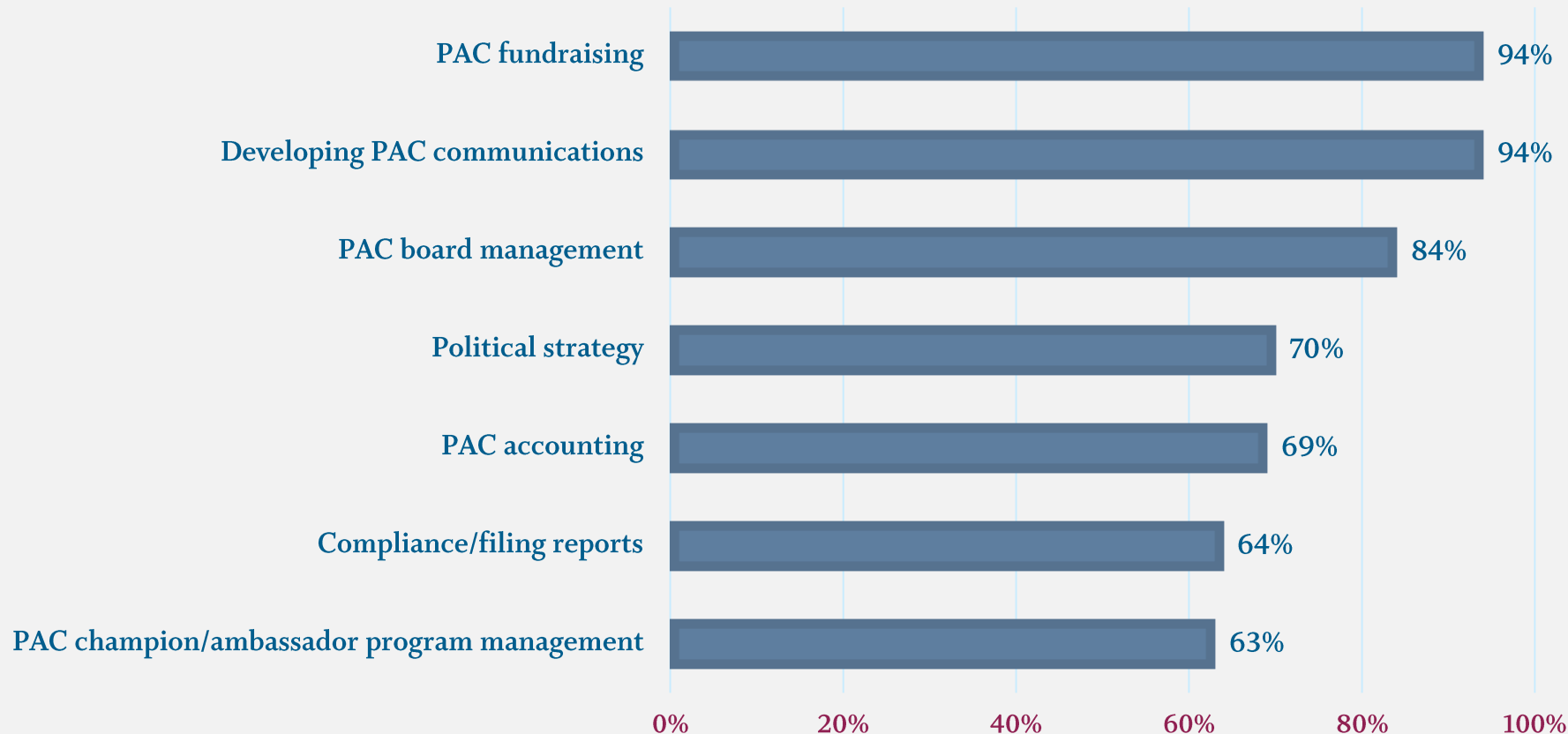
The following is an analysis of PAC practitioners' time spent on PAC administration and management:

	<i>N</i>	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC Staff	96	50%	50%	60%	75%	100%	64%
Association PAC Staff	63	50%	50%	65%	79%	100%	66%
All PAC Staff	159	50%	50%	60%	75%	100%	65%

Distribution of PAC-Related Responsibilities

Within the median 60 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 **60 percent** of his or her time on PAC management and administration. Nearly one-third of respondents spend three-quarters or more of their time on PAC-related activities, up from 19 percent in 2015. The most common other activities that they spend their remaining time on — and the number of respondents who spend at least some of their time on these activities — are:

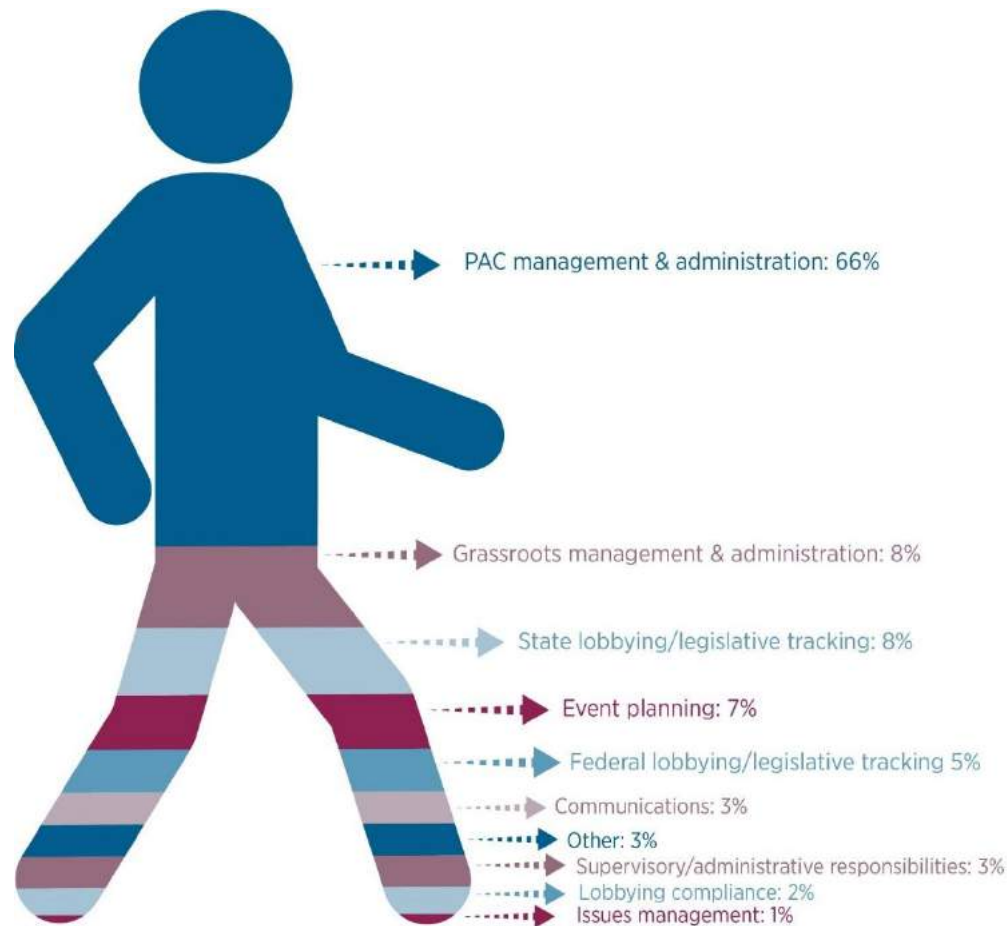
- **Event planning:** 63%
- **Grassroots management and administration:** 46%
- **Communications:** 46%
- **Lobbying compliance:** 46%
- **Federal lobbying/legislative tracking:** 34%
- **Supervisory/administrative responsibilities:** 29%

Percentage of PAC Practitioners Registered as Lobbyists

At the federal level	16%
At the state/local level	< 1%
At both the federal and state/local levels	< 1%

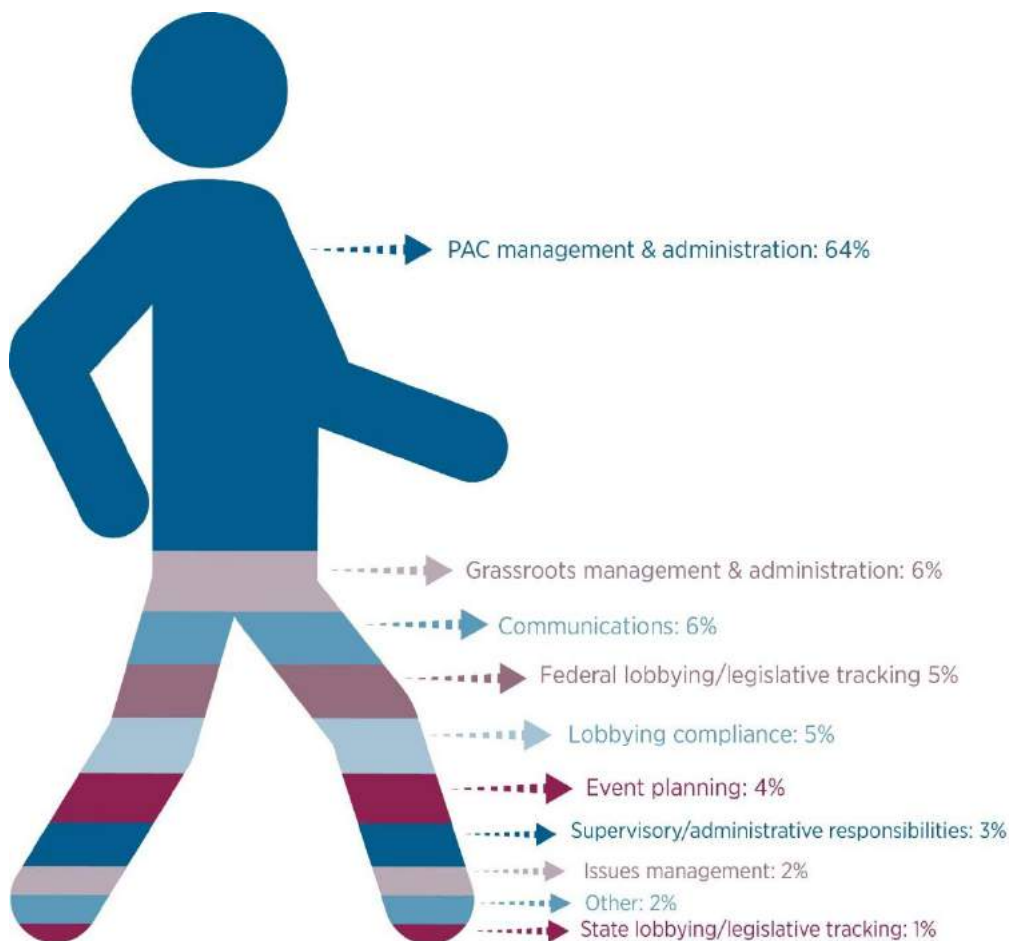
Association PAC Professionals' Responsibilities

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) 2015:

	<i>N</i>	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC Staff	99	\$35,000	\$73,500	\$88,000	\$110,000	\$195,000	\$93,598
Association PAC Staff	63	\$47,000	\$69,000	\$87,500	\$109,000	\$190,000	\$89,908
All PAC Staff	162	\$35,000	\$70,100	\$87,750	\$110,000	\$195,000	\$92,163

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):

	N	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate Associates*	18	\$35,000	\$57,000	\$65,008	\$71,050	\$75,000	\$62,656
Corporate Managers	56	\$60,000	\$79,500	\$94,000	\$110,000	\$151,000	\$96,061
Corporate Directors/ Vice Presidents	10	\$90,000	\$121,750	\$140,000	\$157,000	\$195,000	\$140,200
Association Associates*	10	\$50,000	\$61,750	\$66,500	\$74,959	\$87,000	\$67,801
Association Managers	22	\$47,000	\$60,250	\$70,000	\$86,625	\$113,000	\$72,439
Association Directors/ Vice Presidents	31	\$70,000	\$91,000	\$108,000	\$120,500	\$190,000	\$109,438

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

Note: 15 respondents did not include their title and were not counted in the above analysis.

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):

	<i>N</i>	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
< 30 employees	10	\$50,000	\$66,775	\$80,000	\$86,875	\$95,000	\$75,635
30–50 employees	6	\$47,000	**	\$79,500	**	\$190,000	\$92,500
51–100 employees	16	\$61,000	\$69,500	\$92,000	\$105,750	\$121,000	\$88,688
101–150 employees	9	\$48,000	**	\$95,318	**	\$130,000	\$91,924
151–200 employees	7	\$84,000	**	\$110,000	**	\$163,000	\$110,214
> 200 employees	13	\$63,400	\$71,000	\$89,000	\$100,000	\$178,750	\$93,082
Overall*	63	\$47,000	\$69,000	\$87,500	\$109,000	\$190,000	\$89,908

* Two association professionals did not specify their organization size and are only counted in the “Overall” line.

** The responses from those PAC professionals who did not provide organization size were too few to calculate full percentiles.

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):

	N	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
< \$1 billion	12	\$35,000	\$62,750	\$69,200	\$81,250	\$114,000	\$73,117
\$1 billion– \$3 billion	11	\$43,500	\$67,000	\$78,000	\$91,000	\$160,000	\$83,046
\$3.1 billion– \$5 billion	11	\$51,000	\$72,500	\$88,000	\$105,000	\$130,000	\$90,323
\$5.1 billion– \$10 billion	17	\$60,000	\$75,000	\$82,500	\$96,500	\$185,000	\$92,059
\$10.1 billion– \$20 billion	12	\$73,000	\$84,000	\$93,000	\$111,250	\$130,000	\$97,583
> \$20 billion	32	\$55,000	\$87,188	\$108,500	\$122,500	\$195,000	\$108,024
Overall*	99	\$35,000	\$73,500	\$88,000	\$110,000	\$195,000	\$93,598

* 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, **31 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:

	N	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC Staff who Supervise Employees	24	\$60,000	\$77,500	\$93,000	\$123,250	\$195,000	\$102,417
Association PAC Staff who Supervise Employees	26	\$63,400	\$90,000	\$109,000	\$118,750	\$190,000	\$108,855
All PAC Staff who Supervise Employees	50	\$60,000	\$85,750	\$106,500	\$122,250	\$195,000	\$105,764

FY 2015 Bonus Analysis (by Organization Type)

Of total respondents, **81 percent** were bonus-eligible in FY 2015. The mean bonus for this group was \$9,807. Corporate PAC practitioners were more likely than their association counterparts to be bonus-eligible.

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

	N	Lower Limit	25 th Percentile	Median	75 th Percentile	Upper Limit	Mean
Corporate PAC FY 2015 Bonuses	84	\$0	\$3,900	\$8,000	\$16,250	\$77,000	\$12,522
Association PAC FY 2015 Bonuses	41	\$0	\$1,000	\$3,500	\$6,000	\$15,000	\$4,244
All PAC FY 2015 Bonuses	125	\$0	\$2,000	\$5,000	\$12,000	\$77,000	\$9,807

Note: Six respondents who indicated that they were bonus-eligible did not indicate the amount of their FY 2015 bonus. As a result, they are not included in the above analysis.

Base Salary Detail (by PAC Size)

Sorted by 2015 annual PAC receipts and then by base salary in descending order:

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Time Spent on PAC Duties
2015 PAC Receipts Less Than \$74,999					
\$119,000	Yes	\$14,000	Corporation	Director or above	50%
\$100,000	Yes	\$9,000	Corporation	Manager	50%
\$96,000	No	N/A	Association	Director or above	55%
\$90,000	Yes	\$2,000	Corporation	Manager	75%
\$87,500	Yes	\$3,000	Association	Manager	50%
\$78,000	Yes	\$8,000	Corporation	Manager	50%
\$75,000	Yes	\$7,000	Corporation	Manager	50%
\$74,000	No	N/A	Corporation	Manager	50%
\$60,008	Yes	\$3,300	Corporation	Undisclosed	50%
\$60,000	Yes	\$5,000	Corporation	Manager	60%
\$47,000	Yes	\$500	Association	Manager	60%
2015 PAC Receipts Between \$75,000 and \$99,999					
\$114,000	Yes	\$0	Corporation	Manager	50%
\$109,000	Yes	\$35,000	Corporation	Manager	75%
\$100,000	Yes	\$15,000	Corporation	Manager	50%
\$70,000	Yes	\$0	Association	Director or above	80%
\$70,000	Yes	\$2,500	Association	Manager	50%
\$68,000	Yes	\$4,500	Association	Associate	50%
\$51,000	Yes	\$250	Corporation	Associate	53%
\$43,500	No	N/A	Corporation	Associate	65%
\$35,000	Yes	\$0	Corporation	Associate	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
2015 PAC Receipts Between \$100,000 and \$199,999					
\$160,000	Yes	\$8,000	Corporation	Director or above	50%
\$131,000	Yes	\$28,000	Corporation	Manager	50%
\$113,000	No	N/A	Association	Director or above	50%
\$110,000	Yes	\$5,000	Corporation	<i>Undisclosed</i>	50%
\$108,000	Yes	\$3,000	Association	Director or above	50%
\$92,000	No	N/A	Association	Director or above	90%
\$92,000	Yes	\$8,200	Corporation	<i>Undisclosed</i>	50%
\$90,000	Yes	\$10,000	Association	Director or above	50%
\$90,000	No	N/A	Association	Director or above	50%
\$80,000	Yes	\$5,000	Association	Manager	50%
\$75,000	Yes	\$3,000	Corporation	Manager	60%
\$73,000	Yes	\$2,000	Corporation	Associate	55%
\$61,000	Yes	\$5,000	Corporation	Manager	50%
\$55,000	Yes	\$0	Corporation	Associate	80%
\$49,000	Yes	\$2,000	Association	Manager	60%
\$48,000	No	N/A	Association	Manager	60%

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
2015 PAC Receipts Between \$200,000 and \$399,999					
\$185,000	Yes	\$50,000	Corporation	Director or above	50%
\$178,750	Yes	\$15,000	Association	Director or above	90%
\$148,000	Yes	\$57,000	Corporation	Director or above	75%
\$130,000	Yes	\$29,250	Corporation	Manager	80%
\$130,000	Yes	\$6,000	Association	Director or above	65%
\$130,000	No	N/A	Corporation	Director or above	80%
\$123,000	Yes	\$40,000	Corporation	Manager	50%
\$100,000	Yes	\$14,000	Corporation	Manager	50%
\$100,000	Yes	\$4,030	Corporation	Manager	60%
\$97,500	No	N/A	Association	Director or above	80%
\$96,000	Yes	\$8,600	Corporation	Manager	50%
\$95,000	Yes	\$15,000	Corporation	Manager	50%
\$90,000	No	N/A	Association	Manager	50%
\$90,000	Yes	No answer	Association	Manager	60%
\$90,000	No	N/A	Corporation	Manager	55%
\$88,000	Yes	\$8,000	Corporation	Undisclosed	50%
\$87,000	No	N/A	Corporation	Manager	70%
\$85,000	Yes	\$5,000	Corporation	Undisclosed	60%
\$85,000	Yes	\$4,200	Corporation	Manager	50%
\$82,000	Yes	\$3,600	Corporation	Manager	100%



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
2015 PAC Receipts Between \$200,000 and \$399,999 (continued)					
\$82,000	Yes	\$5,000	Corporation	<i>Undisclosed</i>	50%
\$80,000	No	N/A	Association	Associate	75%
\$80,000	Yes	\$14,630	Corporation	<i>Undisclosed</i>	70%
\$80,000	Yes	\$7,500	Corporation	Manager	60%
\$78,000	Yes	\$10,000	Corporation	<i>Undisclosed</i>	70%
\$75,000	Yes	\$0	Corporation	Associate	80%
\$73,500	Yes	\$9,000	Association	Director or above	75%
\$72,100	No	N/A	Association	Associate	60%
\$70,000	Yes	\$1,000	Corporation	Manager	70%
\$70,000	Yes	\$1,000	Corporation	Manager	70%
\$64,000	Yes	\$0	Association	Associate	70%
\$63,000	No	N/A	Corporation	Manager	50%
\$60,000	Yes	\$400	Corporation	Associate	60%
\$55,000	Yes	\$1,500	Association	Associate	60%
\$51,750	Yes	\$4,500	Association	Manager	50%
\$50,000	Yes	\$0	Association	Associate	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
2015 PAC Receipts Between \$400,000 and \$749,999					
\$149,000	Yes	\$40,000	Corporation	Manager	50%
\$125,000	Yes	\$0	Association	Director or above	50%
\$125,000	Yes	\$25,000	Corporation	Manager	60%
\$121,000	Yes	\$12,000	Association	Director or above	70%
\$120,000	Yes	\$10,000	Association	Director or above	60%
\$115,000	Yes	\$9,000	Association	Director or above	50%
\$115,000	Yes	\$33,000	Corporation	Manager	95%
\$112,000	Yes	\$17,000	Corporation	<i>Undisclosed</i>	65%
\$110,000	Yes	\$17,000	Corporation	<i>Undisclosed</i>	70%
\$110,000	Yes	\$0	Corporation	Manager	90%
\$110,000	Yes	\$12,000	Corporation	Manager	70%
\$110,000	Yes	\$25,000	Corporation	Manager	50%
\$108,000	Yes	\$1,500	Corporation	<i>Undisclosed</i>	75%
\$108,000	Yes	\$25,000	Corporation	<i>Undisclosed</i>	85%
\$105,000	Yes	\$25,000	Corporation	Manager	72%
\$100,000	Yes	\$5,000	Association	Manager	80%
\$96,500	Yes	\$18,000	Corporation	Manager	85%
\$95,318	Yes	\$3,500	Association	Director or above	80%
\$95,000	Yes	\$16,000	Corporation	Director or above	55%
\$95,000	Yes	\$3,000	Corporation	Manager	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
2015 PAC Receipts Between \$400,000 and \$749,999 (continued)					
\$93,000	Yes	\$9,000	Corporation	Manager	90%
\$89,000	Yes	\$5,000	Association	Manager	60%
\$87,250	No	N/A	Corporation	Manager	90%
\$87,000	Yes	\$8,000	Corporation	Manager	70%
\$85,000	Yes	\$10,000	Corporation	Manager	65%
\$85,000	No	N/A	Association	Director or above	70%
\$84,000	Yes	\$6,000	Corporation	Manager	50%
\$82,500	Yes	\$7,500	Corporation	Manager	50%
\$80,000	Yes	\$2,500	Association	Director or above	80%
\$76,000	Yes	\$6,000	Corporation	<i>Undisclosed</i>	100%
\$73,000	Yes	\$4,000	Corporation	Associate	70%
\$70,000	No	N/A	Corporation	Associate	50%
\$68,900	No	N/A	Corporation	Associate	50%
\$68,000	No	N/A	Corporation	Associate	80%
\$65,000	Yes	\$5,000	Corporation	Associate	50%
\$65,000	Yes	\$0	Association	Manager	50%
\$65,000	Yes	\$2,000	Association	Manager	80%
\$65,000	Yes	\$1,500	Association	Associate	65%
\$61,000	No	N/A	Association	Associate	50%
\$61,000	Yes	\$5,000	Association	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
2015 PAC Receipts Between \$750,000 and \$1 Million					
\$145,000	Yes	\$10,000	Corporation	Director or above	65%
\$124,000	Yes	\$35,000	Corporation	Manager	50%
\$122,000	Yes	\$27,500	Corporation	Manager	70%
\$114,000	Yes	\$5,000	Association	Director or above	70%
\$110,000	Yes	\$14,000	Corporation	Manager	95%
\$105,000	Yes	\$0	Association	Director or above	90%
\$95,000	Yes	\$5,000	Association	Director or above	100%
\$94,000	No	N/A	Association	Director or above	65%
\$84,000	No	N/A	Association	Manager	80%
\$84,000	No	N/A	Association	Manager	50%
\$75,000	Yes	\$4,000	Corporation	Associate	55%
\$70,000	Yes	\$0	Association	Director or above	70%
\$65,016	Yes	\$5,888	Corporation	Associate	70%
\$65,000	Yes	No answer	Corporation	Manager	75%
\$65,000	Yes	\$11,000	Corporation	Manager	80%
\$63,400	Yes	\$2,000	Association	Manager	75%

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
2015 PAC Receipts Greater Than \$1 Million					
\$195,000	Yes	\$77,000	Corporation	Director or above	75%
\$190,000	Yes	\$7,000	Association	Director or above	60%
\$163,000	Yes	\$8,000	Association	Director or above	60%
\$151,000	Yes	\$27,000	Corporation	Manager	60%
\$135,000	Yes	\$0	Corporation	Director or above	95%
\$130,000	Yes	\$10,000	Association	Director or above	80%
\$130,000	Yes	\$20,000	Corporation	Manager	50%
\$127,500	Yes	\$9,000	Association	Director or above	60%
\$120,000	Yes	\$17,500	Corporation	Manager	90%
\$115,000	No	N/A	Association	Director or above	95%
\$113,000	No	N/A	Association	Manager	50%
\$110,000	Yes	\$0	Association	Director or above	75%
\$100,000	Yes	\$15,000	Corporation	Manager	50%
\$92,196	Yes	\$3,000	Corporation	Manager	50%
\$90,000	Yes	\$12,000	Corporation	Director or above	80%
\$89,000	No	N/A	Association	Director or above	75%
\$87,000	No	N/A	Association	Associate	75%
\$84,000	Yes	\$4,000	Corporation	Manager	70%
\$78,000	Yes	\$9,000	Corporation	Undisclosed	50%
\$77,550	Yes	\$5,000	Corporation	Manager	60%



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
2015 PAC Receipts Greater Than \$1 Million (continued)					
\$75,912	Yes	\$5,000	Association	Associate	75%
\$71,400	Yes	No answer	Corporation	Associate	50%
\$71,000	Yes	\$1,000	Association	Manager	80%
\$70,400	Yes	\$4,000	Corporation	Manager	75%
\$70,000	Yes	\$0	Association	Manager	75%
\$62,000	Yes	\$0	Corporation	Associate	50%
\$61,000	Yes	\$0	Corporation	Associate	100%
\$60,000	No	N/A	Association	Manager	85%
\$56,000	Yes	\$2,000	Corporation	Associate	50%
\$55,000	No	N/A	Association	Manager	80%

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 descending order:

Base Salary	Bonus-Eligible?	FY 2015 Bonus Earned	Type of Organization	Title Band	Years in Current Role	Supervise Employees?	Time Spent on PAC Duties
Up to 2 years of experience							
\$108,000	Yes	\$1,500	Corporation	Undisclosed	2 or less	No	75%
\$100,000	Yes	\$15,000	Corporation	Manager	2 or less	No	50%
\$96,000	No	N/A	Association	Director or above	2 or less	No	55%
\$92,196	Yes	\$3,000	Corporation	Manager	2 or less	No	50%
\$92,000	Yes	\$8,200	Corporation	Undisclosed	2 or less	No	50%
\$90,000	Yes	No answer	Corporation	Undisclosed	2 or less	No	No answer
\$85,000	Yes	\$4,200	Corporation	Manager	2 or less	No	50%
\$85,000	Yes	\$5,000	Corporation	Undisclosed	2 or less	No	60%
\$85,000	Yes	\$10,000	Corporation	Manager	2 or less	No	65%
\$78,000	Yes	\$9,000	Corporation	Undisclosed	2 or less	No	50%
\$76,000	Yes	\$6,000	Corporation	Undisclosed	2 or less	Yes	100%
\$75,912	Yes	\$5,000	Association	Associate	2 or less	No	75%
\$72,100	No	N/A	Association	Associate	No answer	No	60%
\$71,400	Yes	No answer	Corporation	Associate	2 or less	No	50%
\$70,000	No	N/A	Corporation	Associate	2 or less	Yes	50%
\$68,900	No	N/A	Corporation	Associate	2 or less	No	50%
\$68,000	Yes	\$4,500	Association	Associate	2 or less	No	50%
\$65,016	Yes	\$5,888	Corporation	Associate	2 or less	No	70%
\$65,000	Yes	\$1,500	Association	Associate	2 or less	No	65%
\$65,000	Yes	No answer	Corporation	Manager	2 or less	No	75%

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?	Time Spent on PAC Duties
Up to 2 years of experience (continued)							
\$65,000	Yes	\$2,000	Association	Manager	2 or less	No	80%
\$64,000	Yes	\$0	Association	Associate	2 or less	No	70%
\$62,000	Yes	\$0	Corporation	Associate	2 or less	No	50%
\$61,000	Yes	\$0	Corporation	Associate	2 or less	No	100%
\$60,008	Yes	\$3,300	Corporation	<i>Undisclosed</i>	2 or less	No	50%
\$60,000	Yes	\$5,000	Corporation	Manager	2 or less	No	60%
\$60,000	Yes	\$400	Corporation	Associate	2 or less	Yes	60%
\$56,000	Yes	\$2,000	Corporation	Associate	2 or less	No	50%
\$55,000	No	N/A	Association	Manager	2 or less	No	80%
\$55,000	Yes	\$1,500	Association	Associate	2 or less	No	60%
\$51,750	Yes	\$4,500	Association	Manager	2 or less	No	50%
\$51,000	Yes	\$250	Corporation	Associate	2 or less	No	53%
\$50,000	Yes	\$0	Association	Associate	2 or less	No	50%
\$49,000	Yes	\$2,000	Association	Manager	2 or less	No	60%
\$48,000	No	N/A	Association	Manager	2 or less	No	60%
\$47,000	Yes	\$500	Association	Manager	3 to 5	No	60%
\$43,500	No	N/A	Corporation	Associate	2 or less	No	65%
\$35,000	Yes	\$0	Corporation	Associate	2 or less	No	50%



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?	Time Spent on PAC Duties
3–5 years of experience							
\$195,000	Yes	\$77,000	Corporation	Director or above	3 to 5	Yes	75%
\$151,000	Yes	\$27,000	Corporation	Manager	5 to 10	No	60%
\$130,000	Yes	\$10,000	Association	Director or above	3 to 5	Yes	80%
\$130,000	No	N/A	Corporation	Director or above	3 to 5	Yes	80%
\$123,000	Yes	\$40,000	Corporation	Manager	5 to 10	Yes	50%
\$122,000	Yes	\$27,500	Corporation	Manager	2 or less	No	70%
\$115,000	Yes	\$9,000	Association	Director or above	3 to 5	Yes	50%
\$113,000	No	N/A	Association	Manager	2 or less	Yes	50%
\$113,000	No	N/A	Association	Director or above	2 or less	Yes	50%
\$110,000	Yes	\$0	Association	Director or above	3 to 5	Yes	75%
\$110,000	Yes	\$0	Corporation	Manager	2 or less	No	90%
\$110,000	Yes	\$25,000	Corporation	Manager	3 to 5	Yes	50%
\$110,000	Yes	\$14,000	Corporation	Manager	3 to 5	No	95%
\$100,000	Yes	\$15,000	Corporation	Manager	3 to 5	No	50%
\$100,000	Yes	\$4,030	Corporation	Manager	2 or less	No	60%
\$95,318	Yes	\$3,500	Association	Director or above	3 to 5	Yes	80%
\$95,000	Yes	\$3,000	Corporation	Manager	3 to 5	No	70%
\$95,000	Yes	\$16,000	Corporation	Director or above	2 or less	No	55%
\$93,000	Yes	\$9,000	Corporation	Manager	3 to 5	No	90%
\$90,000	Yes	\$10,000	Association	Director or above	3 to 5	Yes	50%

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?	Time Spent on PAC Duties
3–5 years of experience (continued)							
\$90,000	No	N/A	Association	Manager	5 to 10	Yes	50%
\$90,000	Yes	No answer	Association	Manager	2 or less	Yes	60%
\$90,000	Yes	\$12,000	Corporation	Director or above	3 to 5	Yes	80%
\$88,000	Yes	\$8,000	Corporation	<i>Undisclosed</i>	2 or less	Yes	50%
\$87,500	Yes	\$3,000	Association	Manager	3 to 5	No	50%
\$87,250	No	N/A	Corporation	Manager	3 to 5	No	90%
\$87,000	No	N/A	Association	Associate	2 or less	No	75%
\$85,000	No	N/A	Association	Director or above	3 to 5	Yes	70%
\$84,000	No	N/A	Association	Manager	5 to 10	No	80%
\$84,000	No	N/A	Association	Manager	3 to 5	No	50%
\$82,000	Yes	\$3,600	Corporation	Manager	3 to 5	No	100%
\$82,000	Yes	\$5,000	Corporation	<i>Undisclosed</i>	2 or less	No	50%
\$80,000	Yes	\$7,500	Corporation	Manager	3 to 5	Yes	60%
\$80,000	Yes	\$2,500	Association	Director or above	3 to 5	Yes	80%
\$80,000	Yes	\$5,000	Association	Manager	3 to 5	Yes	50%
\$77,550	Yes	\$5,000	Corporation	Manager	2 or less	No	60%
\$75,000	Yes	\$4,000	Corporation	Associate	2 or less	No	55%
\$73,000	Yes	\$2,000	Corporation	Associate	3 to 5	No	55%
\$73,000	Yes	\$4,000	Corporation	Associate	2 or less	No	70%
\$70,000	Yes	\$0	Association	Director or above	2 or less	No	70%



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?	Time Spent on PAC Duties
3–5 years of experience (continued)							
\$70,000	Yes	\$1,000	Corporation	Manager	3 to 5	No	70%
\$70,000	Yes	\$1,000	Corporation	Manager	3 to 5	No	70%
\$70,000	Yes	\$0	Association	Manager	3 to 5	No	75%
\$70,000	Yes	\$2,500	Association	Manager	3 to 5	No	50%
\$65,000	Yes	\$0	Association	Manager	2 or less	No	50%
\$65,000	Yes	\$5,000	Corporation	Associate	3 to 5	No	50%
\$63,400	Yes	\$2,000	Association	Manager	3 to 5	Yes	75%
\$61,000	Yes	\$5,000	Association	Manager	2 or less	No	50%
\$60,000	No	N/A	Association	Manager	2 or less	No	85%

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?	Time Spent on PAC Duties
6–10 years of experience							
\$185,000	Yes	\$50,000	Corporation	Director or above	3 to 5	No	50%
\$160,000	Yes	\$8,000	Corporation	Director or above	5 to 10	No	50%
\$135,000	Yes	\$0	Corporation	Director or above	3 to 5	No	95%
\$131,000	Yes	\$28,000	Corporation	Manager	More than 10	Yes	50%
\$130,000	Yes	\$29,250	Corporation	Manager	2 or less	Yes	80%
\$130,000	Yes	\$20,000	Corporation	Manager	5 to 10	No	50%
\$125,000	Yes	\$25,000	Corporation	Manager	5 to 10	No	60%
\$124,000	Yes	\$35,000	Corporation	Manager	5 to 10	Yes	50%
\$120,000	Yes	\$10,000	Association	Director or above	3 to 5	Yes	60%
\$120,000	Yes	\$17,500	Corporation	Manager	More than 10	No	90%
\$119,000	Yes	\$14,000	Corporation	Director or above	2 or less	Yes	50%
\$115,000	No	N/A	Association	Director or above	2 or less	No	95%
\$114,000	Yes	\$5,000	Association	Director or above	5 to 10	Yes	70%
\$110,000	Yes	No answer	Association	Director or above	5 to 10	Yes	No answer
\$108,000	Yes	\$3,000	Association	Director or above	5 to 10	Yes	50%
\$105,000	Yes	\$0	Association	Director or above	3 to 5	Yes	90%
\$105,000	Yes	\$25,000	Corporation	Manager	2 or less	No	72%
\$100,000	Yes	\$5,000	Association	Manager	2 or less	Yes	80%
\$100,000	Yes	\$14,000	Corporation	Manager	3 to 5	No	50%
\$96,500	Yes	\$18,000	Corporation	Manager	2 or less	No	85%

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?	Time Spent on PAC Duties
6–10 years of experience (continued)							
\$95,000	Yes	\$5,000	Association	Director or above	2 or less	No	100%
\$95,000	Yes	\$15,000	Corporation	Manager	2 or less	No	50%
\$90,000	No	N/A	Corporation	Manager	5 to 10	No	55%
\$89,000	Yes	\$5,000	Association	Manager	5 to 10	No	60%
\$89,000	No	N/A	Association	Director or above	3 to 5	Yes	75%
\$87,000	No	N/A	Corporation	Manager	2 or less	No	70%
\$87,000	Yes	\$8,000	Corporation	Manager	3 to 5	No	70%
\$82,500	Yes	\$7,500	Corporation	Manager	5 to 10	No	50%
\$78,000	Yes	\$8,000	Corporation	Manager	5 to 10	No	50%
\$75,000	Yes	\$3,000	Corporation	Manager	2 or less	No	60%
\$75,000	Yes	\$7,000	Corporation	Manager	5 to 10	No	50%
\$73,500	Yes	\$9,000	Association	Director or above	5 to 10	No	75%
\$71,000	Yes	\$1,000	Association	Manager	2 or less	No	80%
\$70,000	Yes	\$0	Association	Director or above	2 or less	No	80%
\$68,000	No	N/A	Corporation	Associate	5 to 10	No	80%
\$65,000	Yes	\$11,000	Corporation	Manager	5 to 10	No	80%
\$63,000	No	N/A	Corporation	Manager	5 to 10	No	50%
\$61,000	No	N/A	Association	Associate	5 to 10	No	50%
\$61,000	Yes	\$5,000	Corporation	Manager	5 to 10	Yes	50%
\$55,000	Yes	\$0	Corporation	Associate	2 or less	No	80%

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?	Time Spent on PAC Duties
More than 10 years of experience							
\$190,000	Yes	\$7,000	Association	Director or above	5 to 10	Yes	60%
\$178,750	Yes	\$15,000	Association	Director or above	3 to 5	No	90%
\$163,000	Yes	\$8,000	Association	Director or above	3 to 5	Yes	60%
\$149,000	Yes	\$40,000	Corporation	Manager	5 to 10	Yes	50%
\$148,000	Yes	\$57,000	Corporation	Director or above	More than 10	No	75%
\$145,000	Yes	\$10,000	Corporation	Director or above	2 or less	No	65%
\$130,000	Yes	\$6,000	Association	Director or above	5 to 10	Yes	65%
\$127,500	Yes	\$9,000	Association	Director or above	5 to 10	Yes	60%
\$125,000	Yes	\$0	Association	Director or above	3 to 5	Yes	50%
\$121,000	Yes	\$12,000	Association	Director or above	5 to 10	No	70%
\$121,000	No	N/A	Corporation	Manager	More than 10	No	No answer
\$115,000	Yes	\$33,000	Corporation	Manager	5 to 10	Yes	95%
\$114,000	Yes	\$0	Corporation	Manager	2 or less	No	50%
\$112,000	Yes	\$17,000	Corporation	Undisclosed	5 to 10	No	65%
\$110,000	Yes	\$5,000	Corporation	Undisclosed	3 to 5	No	50%
\$110,000	Yes	\$12,000	Corporation	Manager	3 to 5	Yes	70%
\$110,000	Yes	\$17,000	Corporation	Undisclosed	5 to 10	No	70%
\$109,000	Yes	\$35,000	Corporation	Manager	2 or less	No	75%
\$108,000	Yes	\$25,000	Corporation	Undisclosed	2 or less	No	85%
\$100,000	Yes	\$9,000	Corporation	Manager	More than 10	No	50%

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?	Time Spent on PAC Duties
More than 10 years of experience (continued)							
\$97,500	No	N/A	Association	Director or above	3 to 5	No	80%
\$96,000	Yes	\$8,600	Corporation	Manager	5 to 10	Yes	50%
\$94,000	No	N/A	Association	Director or above	5 to 10	Yes	65%
\$92,000	No	N/A	Association	Director or above	2 or less	No	90%
\$90,000	No	N/A	Association	Director or above	3 to 5	No	50%
\$90,000	Yes	\$2,000	Corporation	Manager	2 or less	Yes	75%
\$84,000	Yes	\$6,000	Corporation	Manager	More than 10	No	50%
\$84,000	Yes	\$4,000	Corporation	Manager	More than 10	Yes	70%
\$80,000	Yes	\$14,630	Corporation	Undisclosed	2 or less	No	70%
\$80,000	No	N/A	Association	Associate	More than 10	No	75%
\$78,000	Yes	\$10,000	Corporation	Undisclosed	More than 10	Yes	70%
\$75,000	Yes	No answer	Corporation	Manager	More than 10	Yes	No answer
\$74,000	No	N/A	Corporation	Manager	3 to 5	Yes	50%
\$70,400	Yes	\$4,000	Corporation	Manager	3 to 5	No	75%

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 Specialist
- PAC Assistant
- Political Affairs Coordinator
- PAC Administrator
- Political Action Administrator
- PAC Coordinator
- Associate, PAC and Political Affairs
- Government Relations Associate

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

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
- Manager, PAC and Compliance

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

Have questions?

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