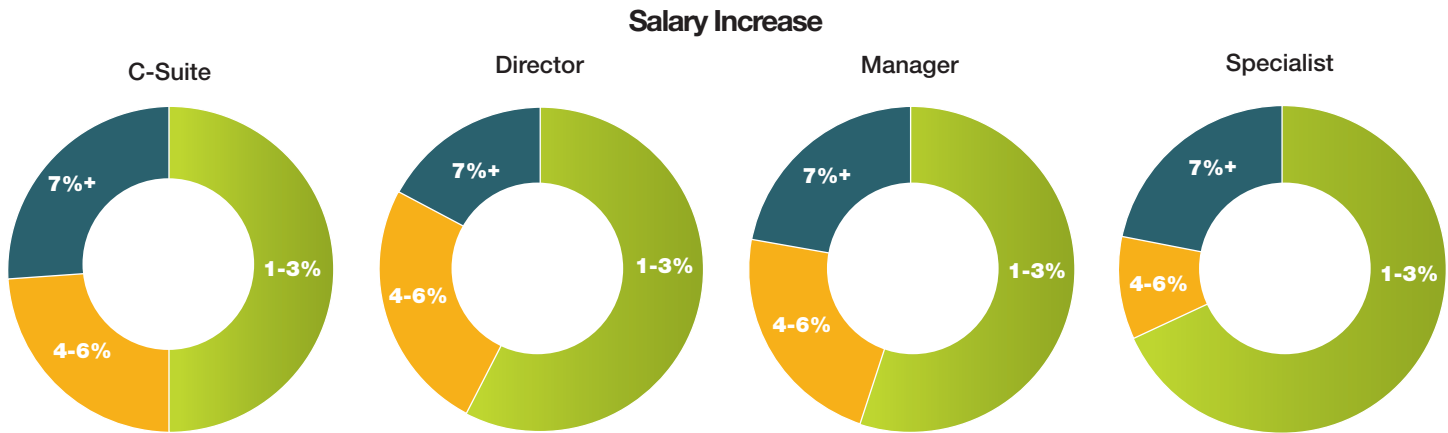


As might be expected, Specialists who report a salary increase are the least likely professionals to state that they received 4 percent plus. Between 42 percent and 50 percent of more senior titles got a 4 percent plus salary increase.



BONUSES

Half (49 percent) of PR professionals stated that they received a bonus. Three-quarters of those who received a bonus last year earned between \$1K and \$10K. Most (57 percent) earned a bonus of \$1K-\$5K, rebounding above the 49 percent in 2017 to the 2016 levels (57 percent). The downward decline in respondents who earn a bonus of \$31K or more continues this year (10 percent vs. 14 percent in 2017 and 11 percent in 2016, respectively).

Despite the prevalence of women in the industry, men are more likely than women to receive larger bonuses—a pattern first noted in the 2016 study. The gender gap widened this year. Men are now five times more likely than women to receive larger bonuses. In contrast, 64 percent of women earned the smallest bonuses (in the \$1K-\$5K bracket) vs. 36 percent of men. This is probably due to the fact that men are more likely to hold senior positions, and consequently, bring in the largest bonuses.

Bonus Range	Female Percent	Male Percent	Total Percent
\$1K-\$5K	64%	36%	57%
\$6K-\$10K	16%	21%	17%
\$11K-\$15K	5%	6%	5%
\$16K-\$20K	5%	6%	5%
\$21K-\$25K	3%	4%	3%
\$26K-\$30K	2%	3%	2%
\$31K or more	5%	25%	10%