

Key Survey Findings

OVERALL

Salary Increases

There is good and bad news in this survey. Compared with our 2015 study, more PR pros received higher salary increases. Yet the percentage of those surveyed receiving increases was nearly the same, about 68%. With a better economy, we expected that to rise.

Turning to the rate of increase in salaries, the news was slightly better. In 2015, nearly half the respondents (46%) garnered increases of 1%-3%; 3% of respondents received salary hikes in the 10%-12% range; and about 15% of respondents saw their salary rise 4%-6% in 2015.

As Figure A shows, nearly 16% saw a 4%-6% rise. The good, not great, news came from those getting larger increases. In 2016 5% received increases of 7%-9%, up from 1.8% in 2015. The percentage of those whose salaries rose 10%-12% (4.47%) and 13% (4.21%), respectively, also were larger than in 2015.

A trouble spot since 2014, the percentage of PR pros where salary increases did not apply, remained at 16%.

Bonuses

The only bonus category with a jump vs. '15 was \$6K-\$10K, nearly 16%. It was 9% in '15.

Fig. A: Percentage Salary Increase in Latest Review or Promotion

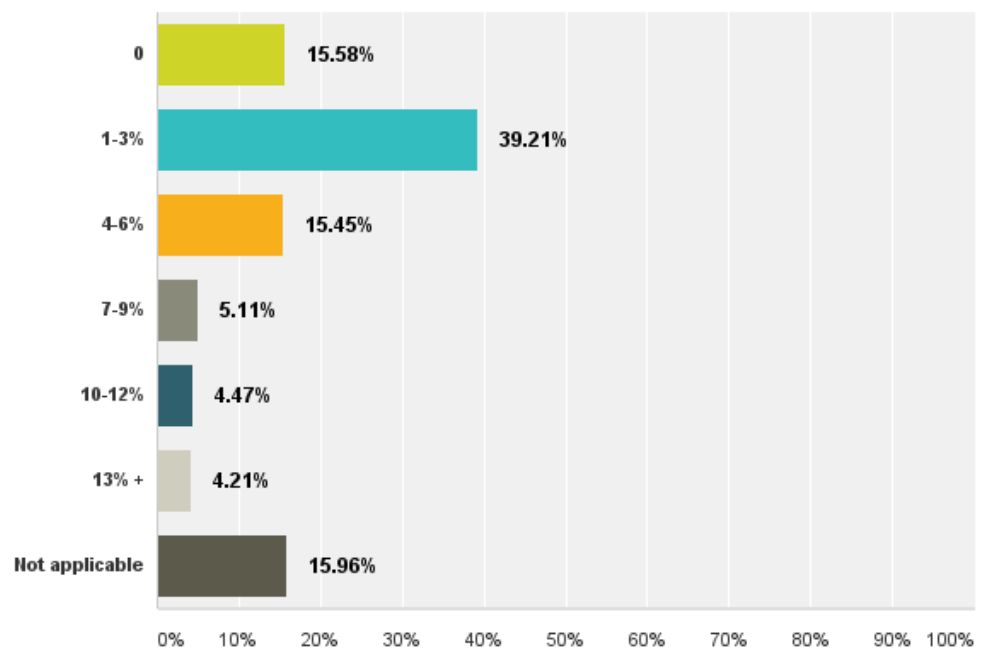


Fig. B: Bonus You Received

