Compensation Trends in Government Relations
Bloomberg Government and Women in Government Relations (WGR) are proud to present our second salary survey highlighting trends shaping government professionals’ careers, with a focus on gender gaps as they relate to salary, compensation, benefits, and other offerings.

The study showed that while the industry made much progress in reaching gender parity, there are still challenges that organizations must address in order for women to reach a more equal position within the field.

After the 2016 election, our last salary survey served as a tool for Washington professionals to explore the new terrain at the natural time for significant movement in the job market. This year, under a new political climate, government relations professionals are in high demand, but expectations in the workplace have shifted. We encourage you to use the findings from this survey to proactively address issues at your organization, in professional endeavors, and more.

Whether you work at a lobbying firm, corporation, or trade association, Bloomberg Government delivers the news, research, and tools that any government relations professional needs to influence and do business in Washington. Women in Government Relations (WGR) is an ideal partner for this survey, as they help women foster professional development and growth opportunities through a variety of programs designed to create generations of powerful female advocates.

This timely survey is just one example of the ongoing relationship between Bloomberg Government and Women in Government Relations. Together, we established the WGR Leadership Institute to develop and train Washington’s future leaders. The programming is centered on providing training and education for the mid-level professional while advancing and empowering women in the government relations industry, personally and professionally.

We hope you enjoy the second salary survey. To learn more about our government affairs solution, visit bgov.com/info. To join the robust Women in Government Relations community and empower women to succeed in government affairs, visit wgr.org.

Sincerely,

Arielle Elliott
President
Bloomberg Government

Suzanne Swink
President
Women in Government Relations
Table of Contents

Who Took the Survey .................................................................................................................. 6
Who’s Making What ..................................................................................................................... 8
Job Changes Over 12 Months ...................................................................................................... 10
Compensation Over the Year ........................................................................................................ 12
Key Takeaways ............................................................................................................................. 14

Bloomberg Government

About Bloomberg Government
Delivering rich data, sophisticated tools, and breaking news alongside original, in-depth analysis
from policy and contracting experts, BGOV solutions help government relations and government
contracting professionals perform at the top of their game.

About Women in Government Relations
Women in Government Relations (WGR) is dedicated to advancing and empowering women by
fostering professional development and growth opportunities through a community that supports
women’s leadership in government relations.
Who Took the Survey

Understanding the respondents:

- Age
- Organization type
- Gender breakdown
- Education level
- Time within organization + current role, total years of experience

78% of respondents in D.C. metro area

Northeast (non-DMV) 8%
Midwest 4%
Southeast 2%
Midsouth 3%
Mountain 1%
West Coast 4%

4 years
Average time in current position

6 years
Average time at current organization

12 years
Average experience in field of work

Association/nonprofit or college university 51%
Corporate/private sector 34%
Government affairs/lobbying firm or law firm 12%

Average Age: 41.5 years old

*1% preferred not to disclose gender

59% Female
40% Male

10% Analyst/associate
20% Manager
48% VP/director

17% C-suite executive, SVP, owner, founder, or partner

37% College graduate (4 year)
37% Master’s degree
23% Professional degree (M.D. and J.D., etc.)
**40 years old**

*Average age*

- **36%** Single
- **58%** Married
- **78%* B.A./M.A. degree
- **20%* Professional degree (M.D., J.D., etc.)
- **61%** Democrats
- **22%** Republicans
- **53%* Work in nonprofit
- **58%** Senior positions
- **66%** Work 40+ hours per week

**46 years old**

*Average age*

- **17%** Single
- **77%** Married
- **69%* B.A./M.A. degree
- **28%* Professional degree (M.D., J.D., etc.)
- **48%** Democrats
- **30%** Republicans
- **43%* Work in nonprofit
- **79%** Senior positions
- **79%** Work 40+ hours per week

*gender comparison not statistically significant

Men tend to have been at their organization longer, been in their role longer, and more years’ experience.

- **Years at current organization**
  5.7 years (W) vs. 6.3 years (M)
- **Years in current role**
  3.7 years (W) vs. 4.8 years (M)
- **Years in field work**
  11.6 years (W) vs. 13.2 years (M)

**Average total compensation**

- **$193,276** (W)
- **$282,906** (M)

Compensation Trends in Government Relations
Who’s Making What

• Average compensation by industry/type of organization

Corporate/private sector (for-profit) n=267
Association/nonprofit or college/university n=447
Government affairs/lobbying firm/law firm n=102

$298,058
$148,803
$281,938

• Average compensation by gender

Female n=621
$193,276
Male n=208
$282,906

• Pay gap: Men versus women, cents to the dollar

Women's earnings to $1 of men's earnings

Total
Corporate/private
Association/nonprofit or college/university
Government affairs/lobbying/law firm

68¢
63¢
82¢
75¢

Less than 1 year – 5 years
6 – 9 years
10 – 15 years
16 – 20 years
21+ years

71¢
66¢
70¢
90¢
79¢
• Changes: Industry (organization) and gender

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>2017</th>
<th>2018</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate/private sector (for-profit)</td>
<td>$187,197</td>
<td>$193,038</td>
<td>3.1%</td>
</tr>
<tr>
<td>Association/nonprofit or college/university</td>
<td>$129,588</td>
<td>$133,807</td>
<td>3.2%</td>
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<tr>
<td>Government affairs/lobbying firm/law firm</td>
<td>$177,797</td>
<td>$190,410</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

• Year-over-year differences in compensation for men and women based on the industry

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>2017 Male</th>
<th>2018 Male</th>
<th>% Increase</th>
<th>2017 Female</th>
<th>2018 Female</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate/private sector</td>
<td>$215,110</td>
<td>$218,299</td>
<td>3.1%</td>
<td>$162,803</td>
<td>$164,071</td>
<td>3.2%</td>
</tr>
<tr>
<td>Association/nonprofit or college/university</td>
<td>$153,481</td>
<td>$155,032</td>
<td>3.2%</td>
<td>$122,453</td>
<td>$125,603</td>
<td>3.4%</td>
</tr>
<tr>
<td>Government affairs/lobbying firm/law firm</td>
<td>$205,147</td>
<td>$207,767</td>
<td>2.3%</td>
<td>$171,837</td>
<td>$174,031</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

On average, those working for associations, nonprofits, and colleges and universities, along with Democrats and women, make less than their counterparts.
Job Changes Over 12 Months

21% of survey participants changed jobs over the past 12 months.

- Of those that changed jobs, most sought a financial increase

- Attitudes about compensation by organization type

<table>
<thead>
<tr>
<th>Corporate/private sector n=269</th>
<th>Association/nonprofit or college/university n=448</th>
<th>Government affairs/lobbying/law firm n=104</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay raise 68%</td>
<td>Promotion 54%</td>
<td>Internal job/role change 22%</td>
</tr>
<tr>
<td>Pay cut 2%</td>
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</tr>
<tr>
<td>Other 19%</td>
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</table>

I am optimistic about my future earning potential

- Corporate/private sector: 74%
- Association/nonprofit or college/university: 62%
- Government affairs/lobbying/law firm: 82%

I feel like I’m doing what I need to prepare financially for retirement

- Corporate/private sector: 78%
- Association/nonprofit or college/university: 64%
- Government affairs/lobbying/law firm: 67%

Men and women at my organization are paid equally for the same jobs

- Corporate/private sector: 65%
- Association/nonprofit or college/university: 63%
- Government affairs/lobbying/law firm: 73%

I plan on changing jobs in the next 12 months because that’s the only way to get a significant pay raise

- Corporate/private sector: 29%
- Association/nonprofit or college/university: 39%
- Government affairs/lobbying/law firm: 24%

I expect a significant pay increase in 2019

- Corporate/private sector: 19%
- Association/nonprofit or college/university: 30%
- Government affairs/lobbying/law firm: 46%

My salary is more important to me than my overall job satisfaction

- Corporate/private sector: 17%
- Association/nonprofit or college/university: 12%
- Government affairs/lobbying/law firm: 23%
Those with the least experience (1-5 years) were the most likely to have experienced a job change - 49% - with the percentage decreasing as experience increases.

Those working in corporations (33%) are the least likely to have had a life or career change in the past 12 months as compared to association/nonprofit (44%) and government affairs/lobbying or law firm (50%).
## Compensation Over the Year

In 2017, Bloomberg Government and Women in Government Relations collaborated to conduct this survey. Here’s the raw year-over-year data:

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<tr>
<td>Government affairs/lobbying firm/law firm</td>
<td>$107,250</td>
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<td>$74,416</td>
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### 2017 Base Salary

<table>
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<tr>
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<td>$7,425</td>
<td>$13,579</td>
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<td>$87,914</td>
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<tr>
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<td>Years of Experience</td>
<td>Gender</td>
<td>Political Party</td>
<td></td>
<td></td>
<td></td>
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<td>---------------------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Less than 1 year - 5 years</td>
<td>Male, Female</td>
<td>Republican, Democrat</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 - 9 years</td>
<td>$85,999, $20,277</td>
<td>$177,885, $27,383</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 - 15 years</td>
<td>$152,190, $57,602</td>
<td>$182,541, $51,758</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16+ years</td>
<td>$202,131, $152,190</td>
<td>$137,225, $28,123</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 - 15 years</td>
<td>Male, Female</td>
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<tr>
<td>16+ years</td>
<td>$186,592, $143,971</td>
<td>$188,277, $146,323</td>
<td></td>
<td></td>
<td></td>
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Key Takeaways

1. Democrats and women, along with professionals working at associations, nonprofits, colleges, and universities, make less than their counterparts. They’re more likely to change jobs in the next year because they’re less satisfied with compensation and less optimistic about future earning potential.

2. The gender gap is real. On average, women make 68 cents on the dollar compared to men. Women are more likely to be single (36% vs. 17%), less likely to be married (58% vs. 77%), more likely to be Democrat (61% vs. 48%), and less likely to be in a senior role (79% vs. 58%). Tenure plays a part: men have been at their organizations longer (6.3 years vs. 5.7), in their current roles longer (4.6 years vs. 3.7), and have more years of total professional experience (13.6 years vs. 11.6).

3. Even when the research is broken down by organization type and number of years of experience, male salaries are still consistently higher than female salaries.

4. There are signs of gender salary adjustments taking place. 2017 to 2018 base salary increases are higher among women than men (4.8% vs. 2.2%).

5. Men are more likely than women to agree with the statement “men and women at my organization are paid equally for the same jobs” (53% vs. 82%).

6. While corporations and private companies offer the most benefits, most organizations offer competitive benefits such as full health coverage, retirement matching, paid maternity/paternity leave, and transportation reimbursement.

7. A majority of organizations provide either maternity or parental leave, but associations, nonprofits, colleges, and universities offer the least leave, with less than a fifth providing 11+ weeks. This is unfortunate, since women in government affairs and relations are more likely to work at these organizations.
For more information about Bloomberg Government, visit about.bgov.com/info.

Contact Rob Recklaus at recklaus@bloomberg.net or 202.416.3450.