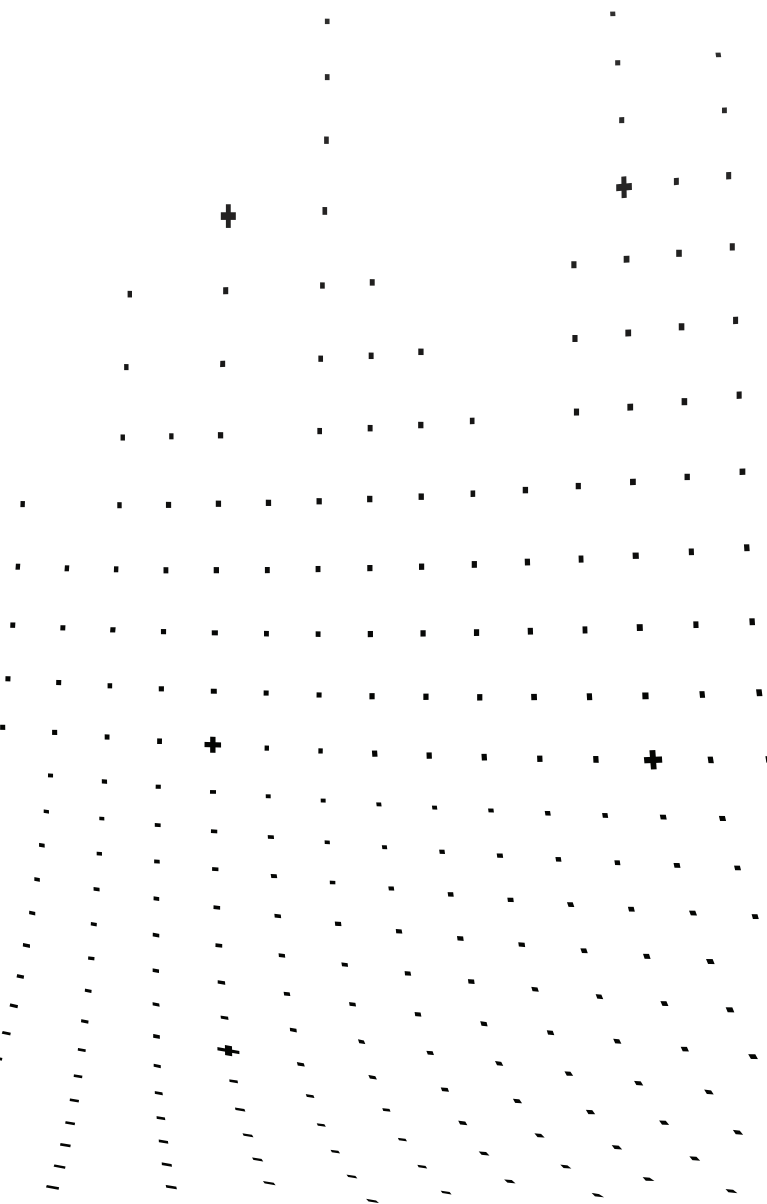




Special Report

# 2020 Compensation Trends in Government Relations

Bloomberg Government



## Introduction

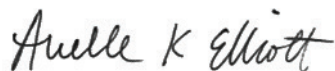
Welcome to the 2020 Bloomberg Government and Women in Government Relations (WGR) salary survey report, where we present the trends shaping government professionals' careers, with a focus on gender gaps as they relate to salary, compensation, benefits, and other important issues that women face in the work environment.

This continuing series of compensation surveys represents one of the many benefits of the ongoing relationship between Bloomberg Government and WGR. Together, we also established the WGR Leadership Institute to develop and train Washington's future leaders and continue to partner on programming and strategic initiatives.

This year's survey includes the impact of the pandemic on employees and their organizations. Also new this year is a look at diversity efforts within government affairs organizations and whether respondents believe their organizations are doing enough to encourage diversity and inclusion.

We encourage you to use the findings from this survey to proactively address issues at your organization, in your professional endeavors, and more.

Sincerely,



**Arielle Elliott**  
President  
Bloomberg Government



**Kate Shenk**  
President  
Women in Government Relations

# Top Findings

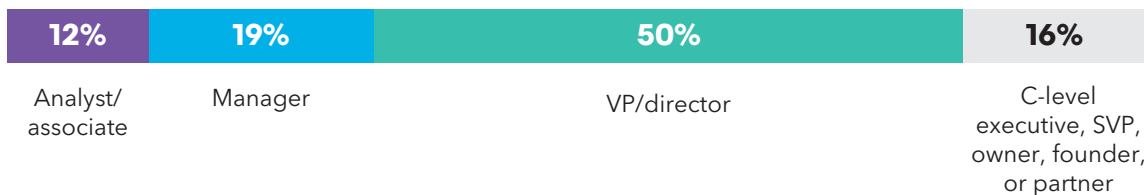
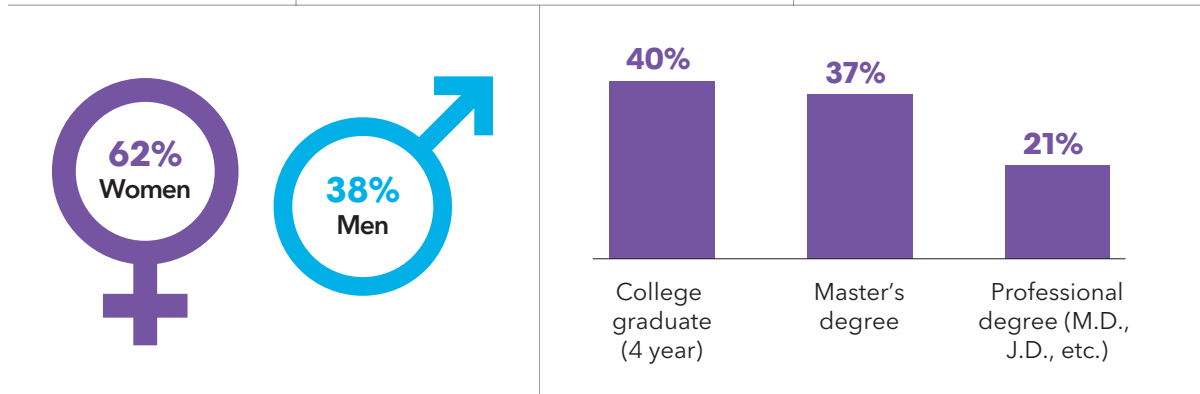
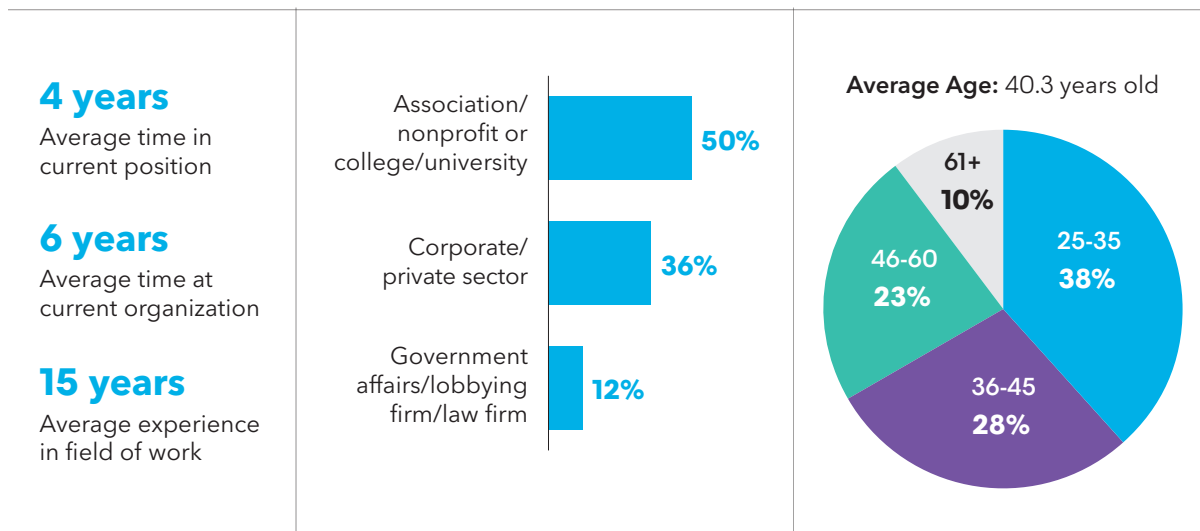
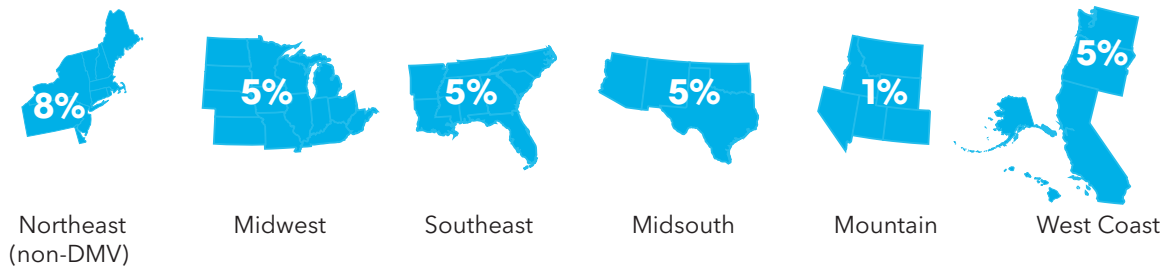
Some things changed compared to our 2018 findings, but much remained the same, particularly the gender pay gap. Women in 2020 still face many of the pervasive challenges in their work environment as they do every year.

Here are the important findings we're focusing on in this year's report:

1. Women make, on average, 72 cents on the dollar compared to men, a pay gap that is essentially unchanged from the last report and lower than the national average for women across all occupations.
2. In 2019, the average base salary was \$154,796. For men, the average was more than \$186,000, while the average base salary for women topped out at slightly more than \$135,000. Unsurprisingly, men also received higher bonus pay.
3. While 62% say they are satisfied that they are being fairly compensated for their work, those who work in associations/nonprofits or colleges/universities make less than their counterparts, leading to lower satisfaction in these subgroups.
4. Nearly three in four respondents believe that their organization is currently doing at least a moderate amount or a lot to promote diversity and inclusion initiatives. However, almost half disagree with the statement that women and minorities are equally represented in leadership positions.
5. While for-profit companies offered the largest variety of benefits, most employees across all organization types take advantage of these popular benefits: retirement matching and full health coverage.
6. There were no major surprises when we asked about the impacts of Covid-19. Remote work, budget changes, and adjusted 2020 goals top the list of how government affairs organizations have been affected by the pandemic.

# Survey Demographics at a Glance

**71%** of respondents in D.C. metropolitan area



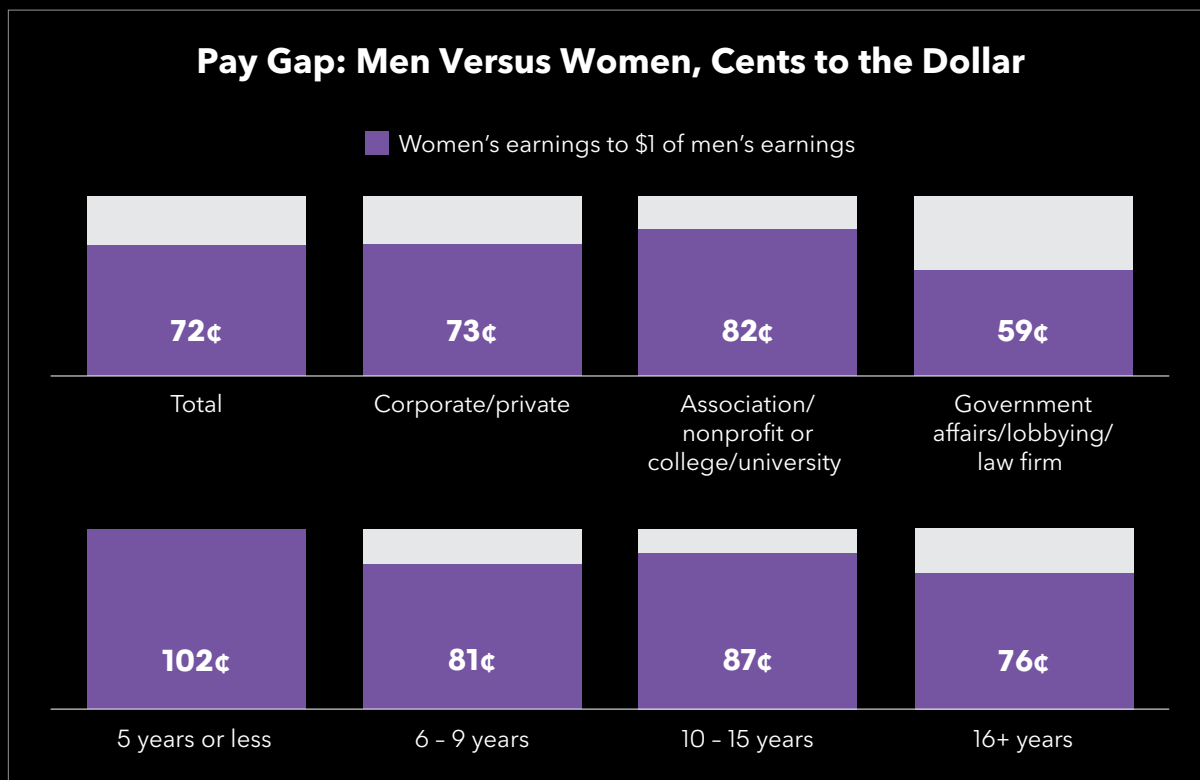
# The Gender Wage Gap

Women continue to make progress in many ways, yet significant wage gaps still exist between them and men. According to the Center for American Progress, across industries and across the U.S., women earned, on average, just 82 cents for every \$1 earned by men.<sup>1</sup>

This year, our survey shows that women make, on average, 72 cents on the dollar compared to men. Across organization types, the pay gap ranges from 59 cents to 82 cents to the dollar for women compared to men. In our 2018 findings, women in government relations positions made 75 cents on the dollar compared to men.

Looking at years of experience, the pay gap ranges from almost exactly on the dollar for less-experienced job holders to 76 cents to the dollar for women compared to men, where both have more than 15 years of experience.

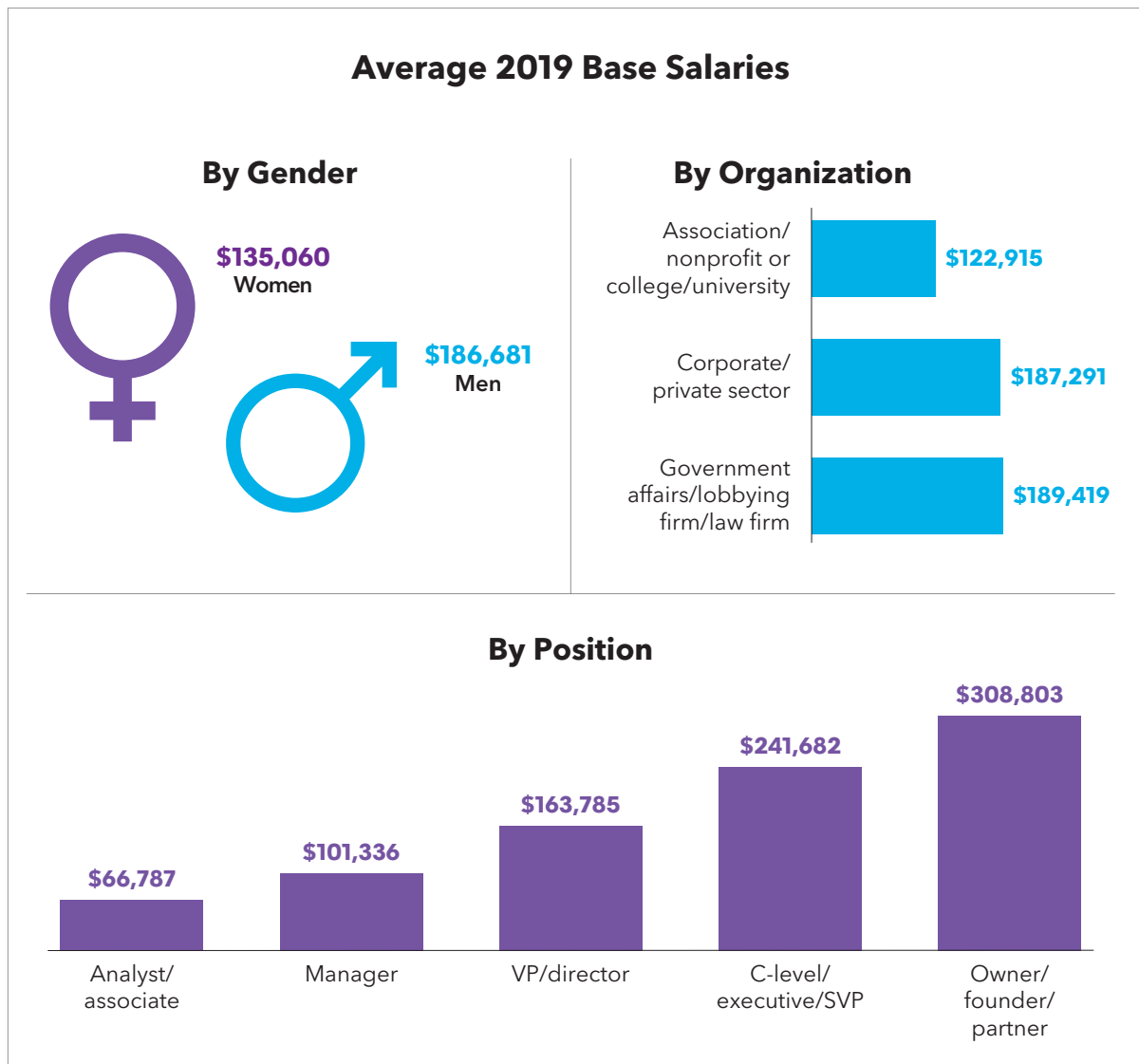
While women taking a break in their careers to have children or seeking lower-paid positions with more flexibility to support the needs of a family might account for some of the gender pay gap in general, when controlling for job title, years of experience, and organization type, women in various roles within government relations still earn, on average, less than men.



<sup>1</sup> "Quick Facts About the Gender Wage Gap," Robin Bleiweis, Center for American Progress, March 24, 2020

# Compensation Among Men and Women

The average 2019 base salary across all respondents was \$154,796. Those working for an association/nonprofit or college/university made about a third less than those in a corporate/private company (\$122,915 compared to \$187,291). Women made less than men (\$135,060 compared to \$186,681) on average across all types of organizations - a whopping 38% difference in base salary.

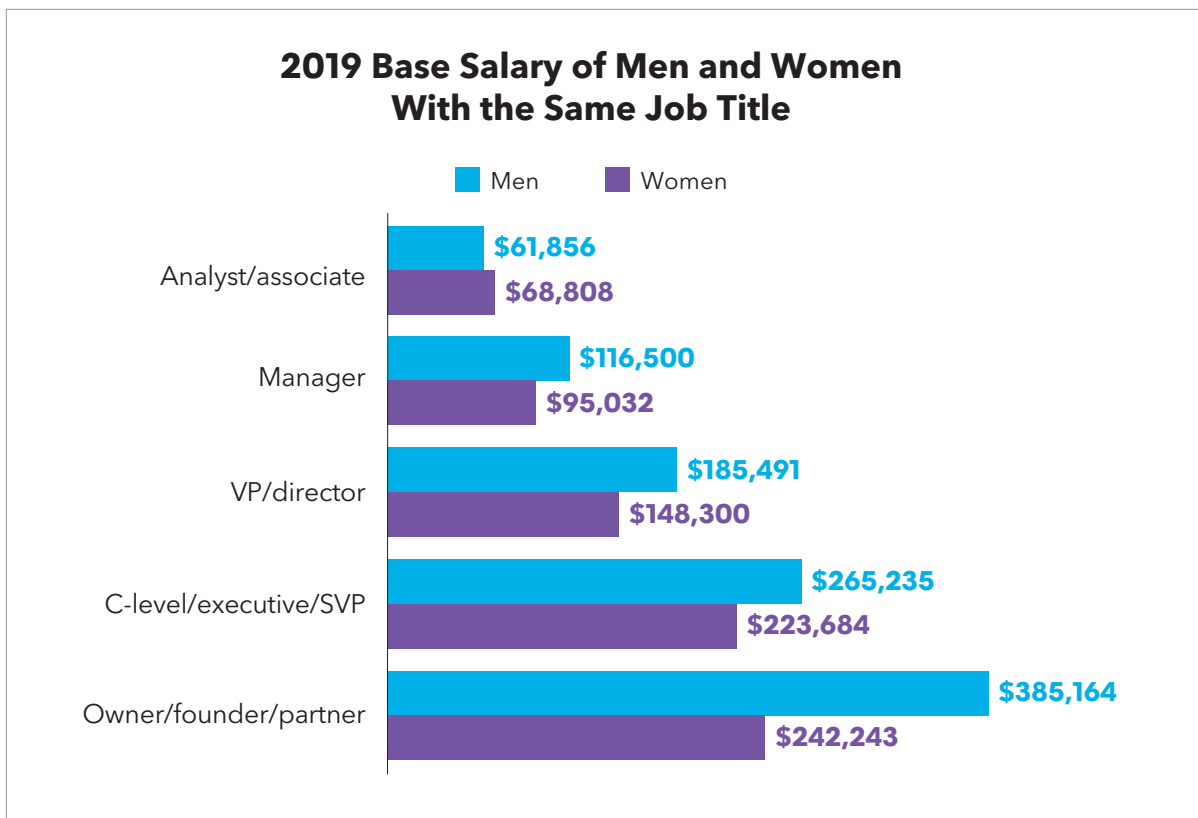
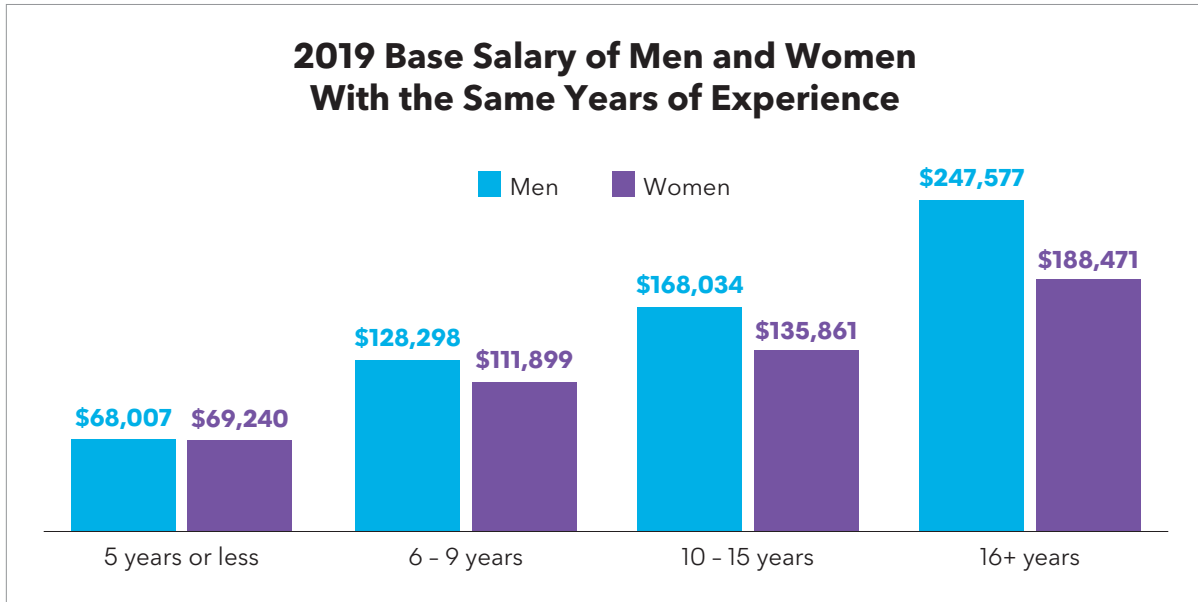


## Growing Further Apart Over Time

While women and men start their careers making comparable salaries, as they progress in experience, men’s base salaries grow at a higher rate, widening the earnings gap over time. When controlling for years of experience, the men in our survey tend to earn more than women as the years go on. For example, the most senior men - those with 16 or more years of experience - earned an average base salary of \$247,577 in 2019, which is more than 30% higher than the average base salary for senior women of \$188,471.

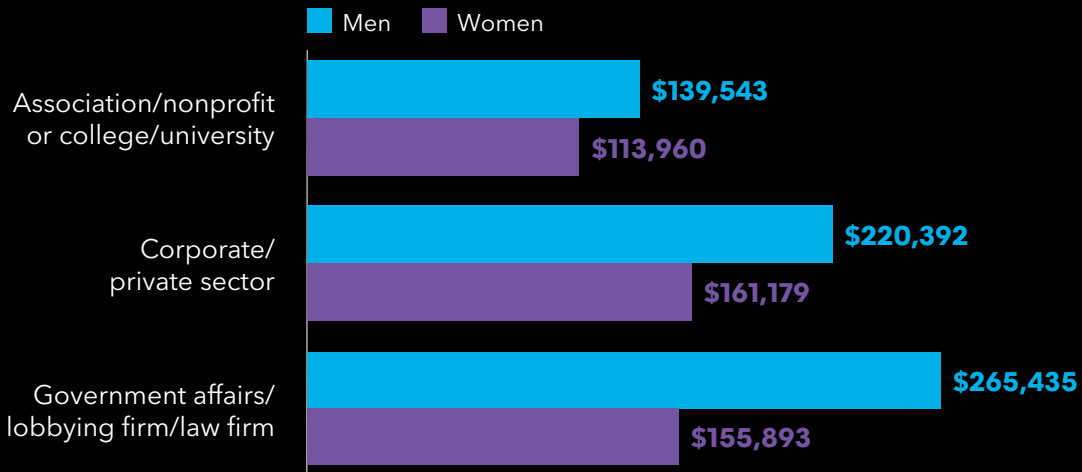
Similarly, female respondents with job titles that typically reflect more years of experience also earned, on average, less than their male counterparts with the same title. Take, for example, a VP or director-level position. Women earn on average \$148,300 for this job compared to men with the same title who earn \$185,491 on average - a 25% difference in base salary.

This reflects similar findings from a report by PayScale, which shows that the gender pay gap widens as women go up the corporate ladder, which creates larger deficits in potential lifetime earnings.<sup>2</sup>



2 "The State of the Gender Pay Gap 2020," PayScale, March 2020

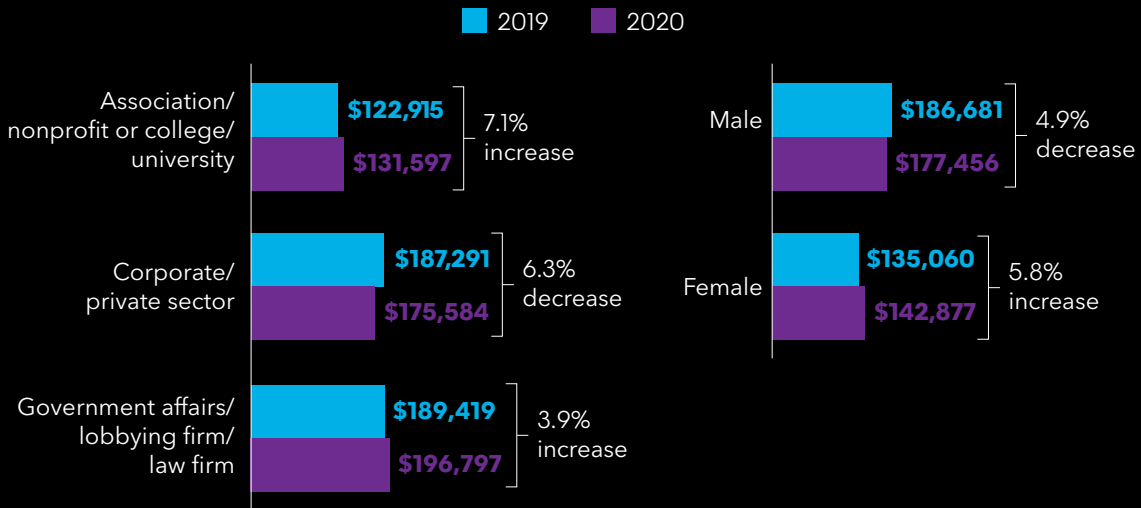
### 2019 Base Salary of Men and Women Within the Same Organization Type



### Seeing Slight Directional Improvements for Women

There are some small but positive signs of change. Women in associations/nonprofits reported a statistically significant increase of 6.8% in base salary for 2020 on average. In addition, there are other directional increases among women that are happening at the same time as directional decreases among men. While not yet significant statistically, these results show promising signs of gender salary adjustments taking place this year.

### Differences in 2019 vs. 2020 Base Salary by Organization and Gender

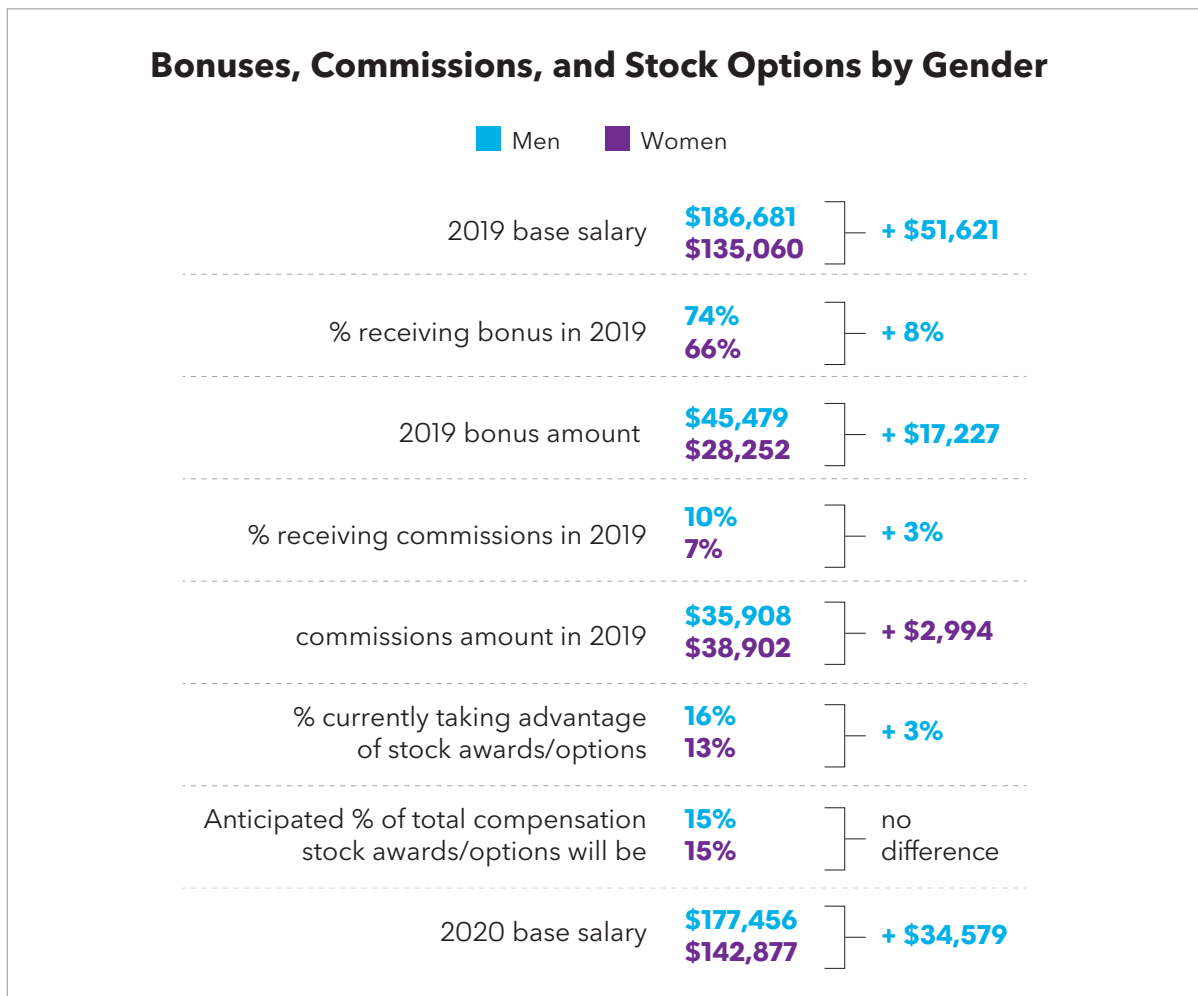




## Men Receive Higher Bonuses

For 2019, 69% of respondents received bonus pay, with an average bonus amount of \$35,552. Private and corporate companies reward their employees with the largest bonus amounts. Those in government affairs/lobbying or law firms are most likely to receive commissions, while those in the corporate and private sector are the most likely to receive stock awards or options.

A higher share of men than women received bonuses (74% of men compared to 66% of women). Bonuses received by men were significantly higher than women's, on average (\$45,479 compared to \$28,252) - a 61% higher bonus for men.

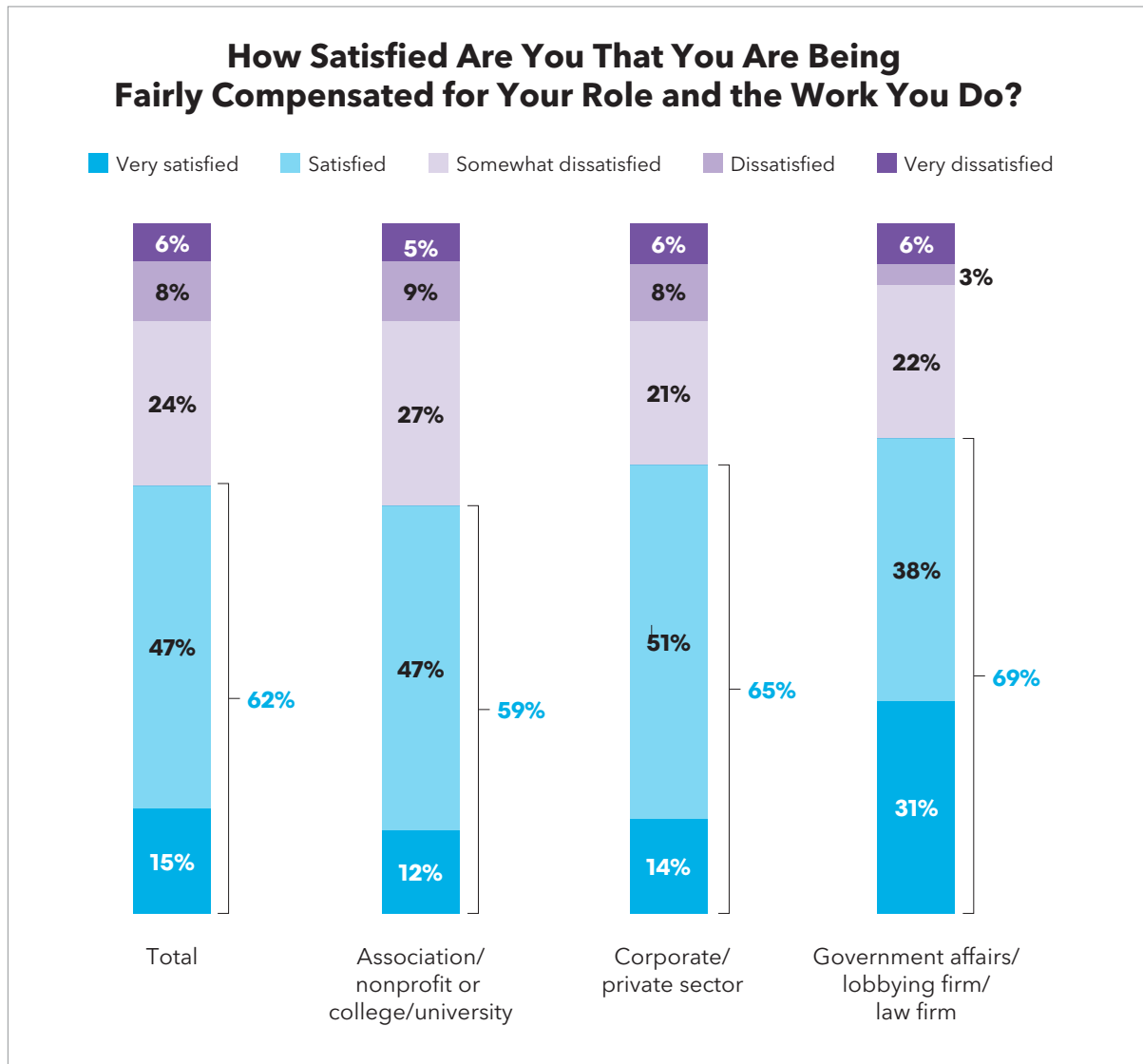


	Corporate/ private sector	Associations/ nonprofit/college	Government affairs/ lobbying firm/law firm
<b>Percentage receiving bonus in 2019</b>	84%	58%	71%
<b>Average 2019 bonus amount</b>	\$53,487	\$16,934	\$38,886

# Satisfaction Depends on Your Subgroup

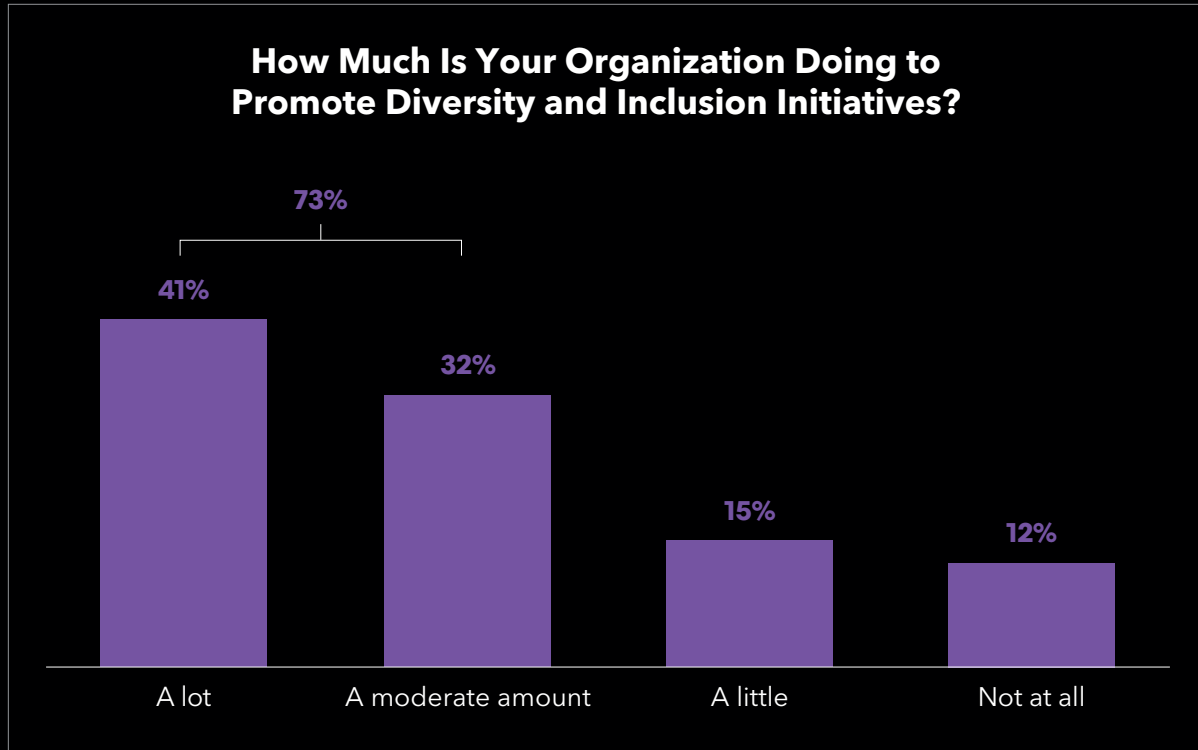
Roughly two-thirds of respondents in 2019 say they are satisfied that they are being fairly compensated for their work, which is a directional increase from our previous survey (62% in 2019 compared to 59% in 2018). However, satisfaction does differ by certain subgroups.

- Those working in government affairs/lobbying/law firms are the most likely to be “very satisfied”
- Those in the corporate/private sector or associations/nonprofits are the most likely to be “satisfied”
- Those in top-level positions are more likely to be satisfied than those in middle and junior positions



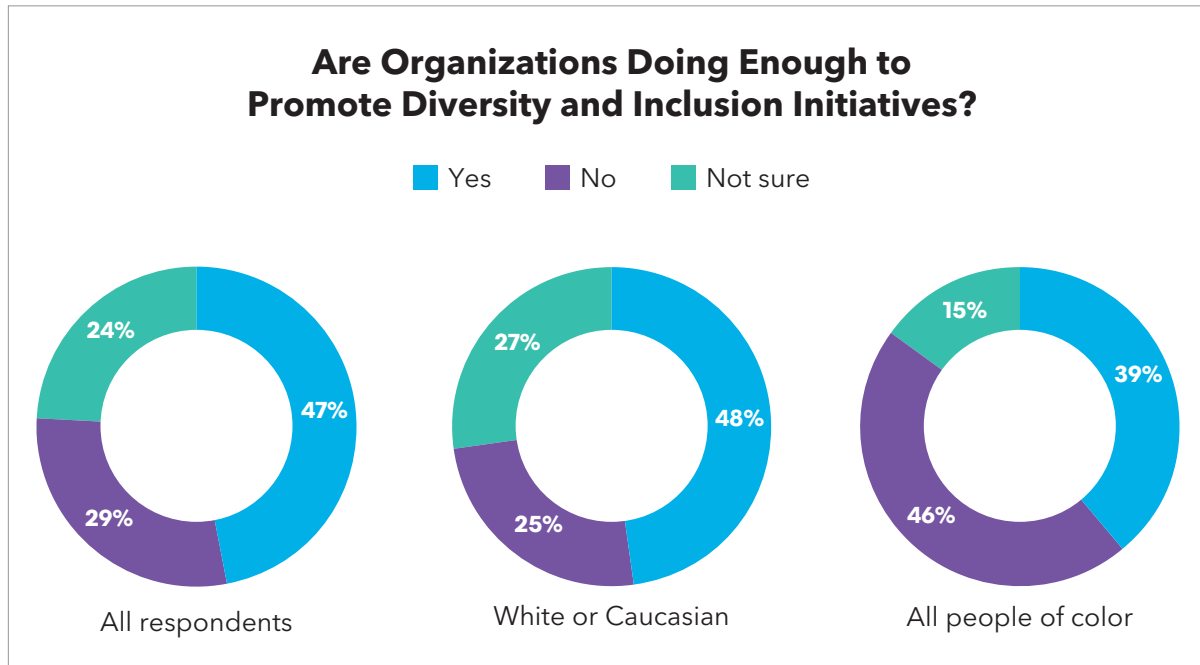
## Are Organizations Promoting Diversity and Inclusion?

New for this year, we asked survey respondents about their perceptions of the diversity and inclusion efforts and results within their organizations. Nearly three in four respondents (73%) believe that their organization is currently doing at least a moderate amount or a lot to promote diversity and inclusion initiatives. In fact, a plurality (41%) believe that their organization is doing a lot. Only around one-quarter (27%) believe that their organization is doing little to nothing at all.



When asked whether their organizations are doing enough in the area of diversity and inclusion, almost half (47%) of respondents believe that their organization's efforts to promote these initiatives are enough, while three in ten (29%) believe they are not enough. A quarter (24%) are not sure.

Respondents of color are significantly more likely than white or Caucasian respondents to believe that the efforts their organization is making to promote diversity and inclusion initiatives are not enough.

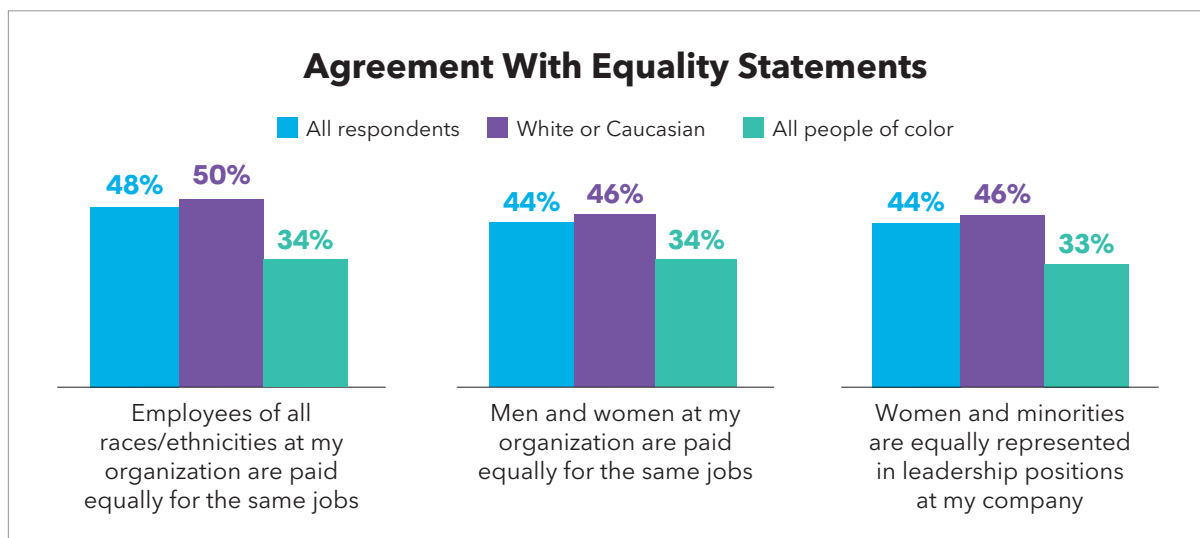


## Equal Pay and Representation

Somewhat less than half agree that employees of all races/ethnicities are paid equally for the same jobs (48%) and that men and women are paid equally for the same jobs at their organizations (44%). One-third (34%) state that they don't know whether there is equal pay for all races/ethnicities and 29% don't know whether there is equal pay for men and women. This finding, along with the gender pay gap finding, implies a lack of salary transparency in the organizations represented in the survey.

In an area where lack of transparency is not an issue, a majority (56%) at least somewhat disagree that women and minorities are equally represented in leadership positions.

White respondents are more likely to agree with all of the statements presented as compared to respondents of color.



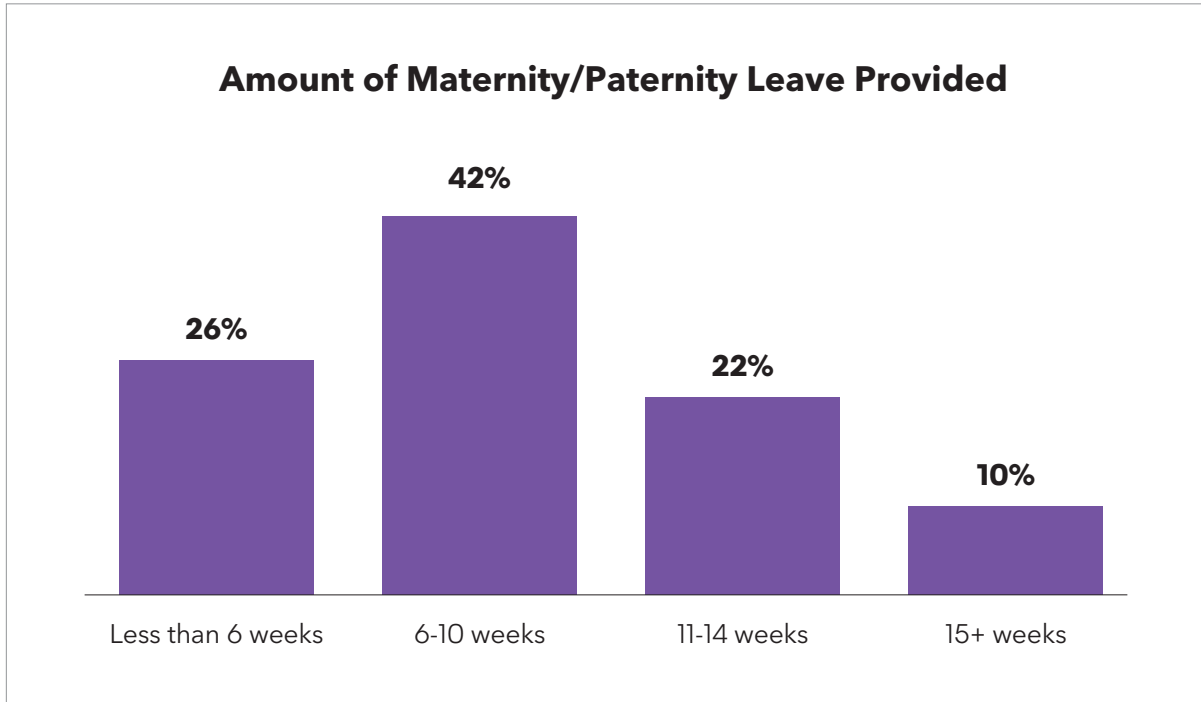
## Benefits Offered by Organizations

Most organizations (89%) offer retirement plan matching and full health coverage, and respondents are most likely to take advantage of these benefits, with 73% participating in retirement plan matching and 60% participating in full health coverage. At least one-fifth of respondents also take advantage of their organization’s transportation reimbursement (28%) and deferred compensation retirement plan benefits (22%).

While 79% of organizations offer paid parental leave, only 5% of respondents take advantage of the benefit. Across all organization types, 42% offer 6 to 10 weeks of maternity/paternity leave, while 26% offer less than 6 weeks.

### Benefits Offered and Taken Advantage Of

	Company offers	Currently taken advantage of	Company does not offer	Don't know
401(k)/403(b) retirement plan matching	89%	73%	11%	1%
Full health coverage	89%	60%	11%	1%
Transportation reimbursement	55%	28%	45%	10%
Deferred compensation retirement plan	34%	22%	66%	44%
Stock awards/options	22%	35%	78%	7%
Health and fitness subsidy	37%	13%	63%	7%
Profit-sharing	20%	12%	80%	15%
Pension plan	16%	11%	84%	11%
Unlimited paid time off	14%	8%	86%	7%
Ability to purchase restricted stock units	11%	7%	89%	7%
Paid parental leave	89%	73%	11%	1%
Tuition reimbursement	48%	4%	52%	17%
Adoption support	33%	3%	67%	68%
Subsidized child care	14%	2%	86%	36%
Pregnancy/reproduction assistance	19%	1%	81%	84%



# How Things Have Changed Since Covid-19

Most participants (62%) report that they have not experienced any life or career changes (such as a job change, move, marriage or divorce, time off for caregiving, birth or adoption of a child, disability, and others) in the past 12 months. Whether these findings are influenced by the effects of the pandemic on respondents' lives, we don't know, but what we do know is that this year's findings are consistent with our 2018 survey results.

Also consistent with previous findings, roughly one in five (22%) indicated that they changed jobs in the past year. Women, lower-level employees, and those working in corporations or private companies were more likely to have changed jobs.

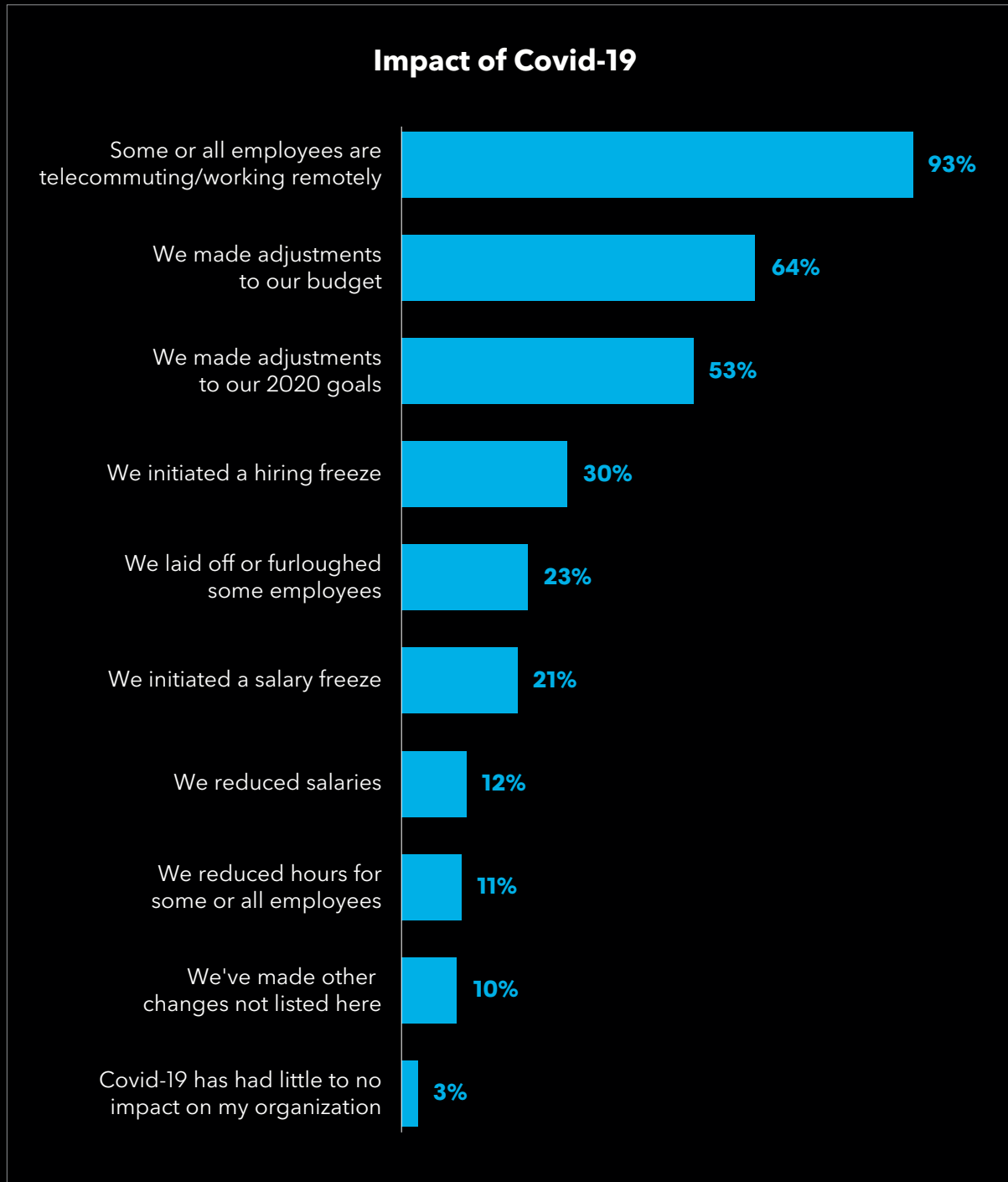
## More Likely to Have Had a Job Change in the Past 12 Months

- Women (25%) compared to men (17%)
- Corporations/private sector (26%) compared to associations/nonprofits (20%) and government affairs/lobbying or law firms (19%)
- Managers and associates/analysts (34% and 25%, respectively) compared to VPs/directors and C-level/executives (both 20%)
- Those with less than five years of experience (39%) compared to those with 5+ years of experience (21%)

## Remote Work and Budgets Most Impacted by Covid-19

The most prevalent change by far was shifting to a work-from-home model due to the pandemic, with 93% stating that some or all employees within their organizations are telecommuting or working remotely.

More than half report that their organization adjusted budgets (64%) and 2020 goals (53%) because of the pandemic. At least one in four respondents also cites hiring and salary freezes, as well as layoffs and furloughs, as ways in which Covid-19 has impacted their organization.





## Conclusion

While many of the findings here are undoubtedly disappointing for women in the government relations sector, our hope is that this information can ultimately be empowering and motivational. By giving you detailed insight into compensation across all organization types, job titles, and years of experience, this report can help you advocate for equal pay for yourself and greater salary transparency across the organization for which you work.

## About the Survey

The selected findings in this summary report are based on a survey conducted in September 2020 of 824 professionals whose job function is advocacy, consulting, government affairs, lobbying, grassroots organizing/mobilization, legal, or marketing communications. Respondents must work for either a corporate/private sector (for-profit) organization, association/nonprofit, college/university, government affairs/lobbying firm, or law firm. Respondents cannot be students or interns nor can they work for a government or public administration.



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## About Women in Government Relations (WGR)

Women in Government Relations (WGR) is the premier, nonpartisan professional society for those who have responsibilities and interests in the field of government relations and/or public affairs. Founded in 1975, WGR has over 1,200 members at every career level of government relations, representing a wide array of private, nonprofit, and public sector organizations. To join the robust Women in Government Relations community and empower women to succeed in government affairs, visit [wgr.org](https://wgr.org)

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