

SGR Compensation & Benefits Survey



Executive Summary

Introduction

The SGR Compensation & Benefits Survey was conducted in 2022 over a period of several months by the State Government Affairs Council (SGAC) and Dynamic Benchmarking in response to member and prospective member interest in compensation and structure across the industry. The survey was designed to collect, analyze and provide reliable data on current compensation and team structures. In addition, a platform was developed so respondents who met the participation threshold can explore the data, utilizing filters which can help them compare their circumstances to other organizations in the field as well as provide understanding about other types of organizations within the field.

A total of 138 government relations professionals participated in the survey platform in 2022. This data will serve as a basis for future compensation and benefits surveys. This platform will be open for data collection and analysis in 2024, where respondents who meet the participation threshold will be able to explore data from not only 2024 but also 2022.

Methodology

Survey platform invitations were distributed via email to SGAC members and partner organization members as well as through social media channels, at in-person conference announcements, and by word of mouth. Individuals who are currently employed as state government relations professionals were invited to participate.

Survey respondents were asked to provide base salary, as well as bonuses and additional benefits, from 2021. In addition, respondents were asked demographic questions, and SGR function questions including how the SGR function interacts with external organizations.

Interactive Platform

This unique platform allows for individual respondents to analyze the data in a way that is most meaningful to them. There are three types of reports available for download by each individual user via the "Download Reports" tab in the platform. More focused analysis is available by using a variety of filters. So, for example, if respondents would like to see the position statistics report and compare two position titles, they are able to apply one title and download the report, and then apply a different title and download the report a second time to easily compare the results. All survey responses are anonymous and expressed in the aggregate.

Using the Compensation & Benefits Survey

Key findings are followed by two results sections (showing graphs of the raw data), the Position Statistics and the SGR Function. In addition to this document are several additional documents that can be accessed through the survey platform which summarize both sections of aggregate data without graph depictions of the raw data.

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Key Findings Summary

Benefits and Salary

- Salaries ranged up to \$300k+ while bonuses ranged for respondents from \$0 to \$120,000.
- Cash incentives are much more common than equity-based incentives.
- Unlimited PTO has grown in the SGR industry but is not a majority.

Team Structure and Activities Performed

- SGR Individuals likely work at home or remotely from the SGR HQ.
- Respondents show a lack of diversity.
- Most contract lobbyists are found from one of two sources.

Advocacy

- SGR respondents engage with many groups and organizations.

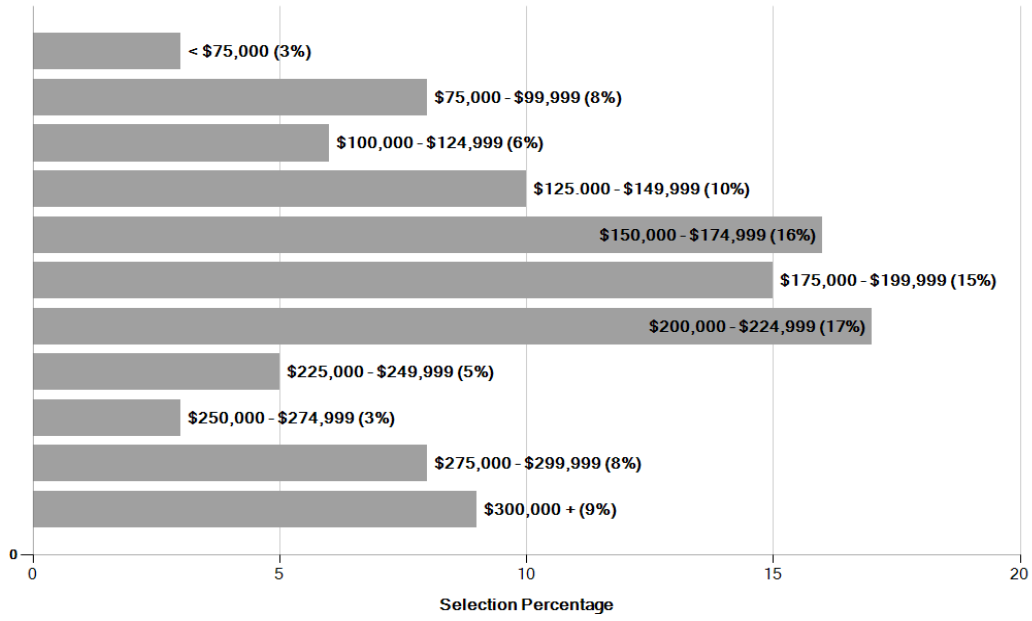
Evaluation and Performance

- SGR benefits are a varied incentive.
- SGR Industry uses several key standards for performance measurement.

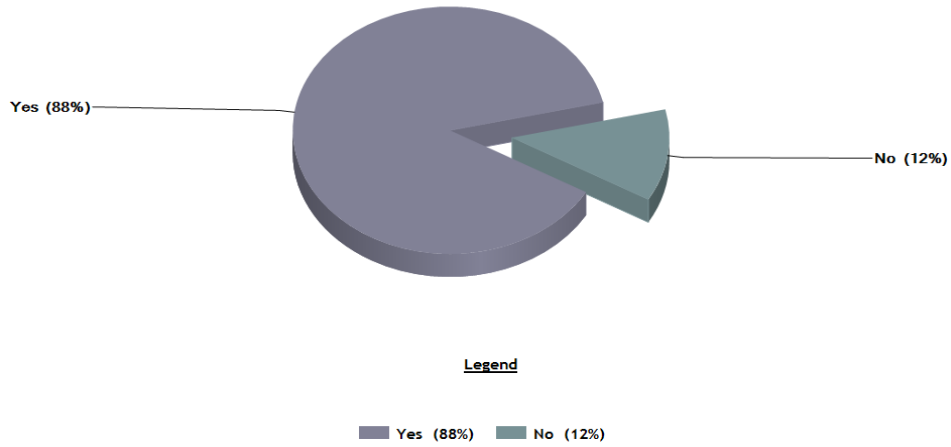
Benefits and Salary

- **Salaries ranged up to \$300k+ while bonuses ranged for respondents from \$0 to \$120,000.** Salary ranged among respondents from \$75k or under (3%) to \$300k+ (9%) with nearly half earning between 150k – 250k. For respondents who have Director as part of their title, salaries range from \$75k or under to \$300k+ with half earning between \$150k to \$225k. Respondents who have Manager as part of their title earn salaries in a range from \$75k or under to \$300k+ with 38% between \$100k – \$150k and 38% between \$175k - \$225k. Bonuses for respondents of up to 10k were in the bottom quartile with the transition points for the next quartiles being \$22k, and \$49k. The median bonus for trade association was \$12k and \$40k for corporations.
- **Cash incentives are much more common than equity-based incentives.** Vast majority of respondents are eligible for cash incentives and bonuses (88%). 20% of respondents reported receiving Restricted Stock Units (RSUs), while 19% reported being granted Stock Options, and 16% received some other form of Equity Compensation. The total access to equity incentives (55%) likely does not represent a majority because of grants of multiple types of bonus compensations to the same person.
- **Unlimited PTO has grown in the SGR industry but is not a majority.** In a 2019 SGAC sponsored survey roughly 5% of participants indicated they had unlimited PTO. 22% of respondents in the current survey selected they had unlimited PTO. Of respondents who had an allotted number of annual PTO days the bottom quartile was 15 days, followed by 20 days and 25 days for the next two quartiles. 5% of trade association respondents had unlimited PTO compared to 33% of corporation respondents.

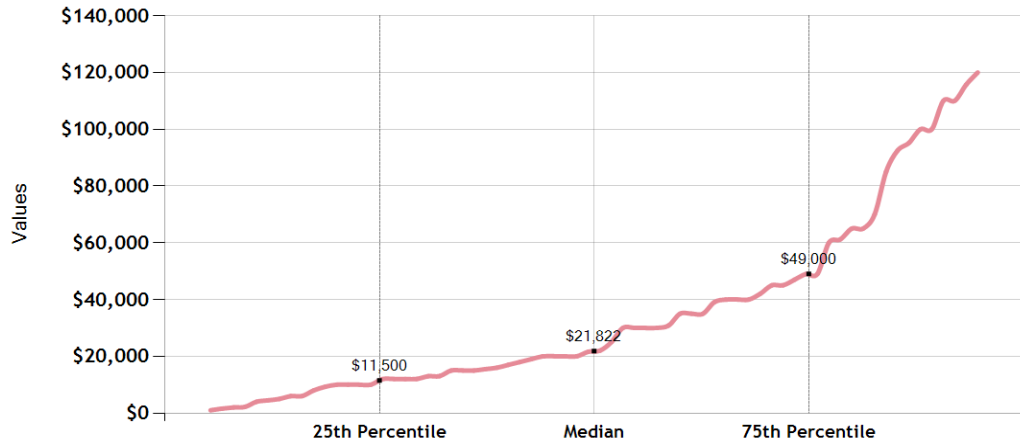
Base Salary Range



Eligible for Cash Incentives / Bonuses



Most Recent Calendar Year Bonus



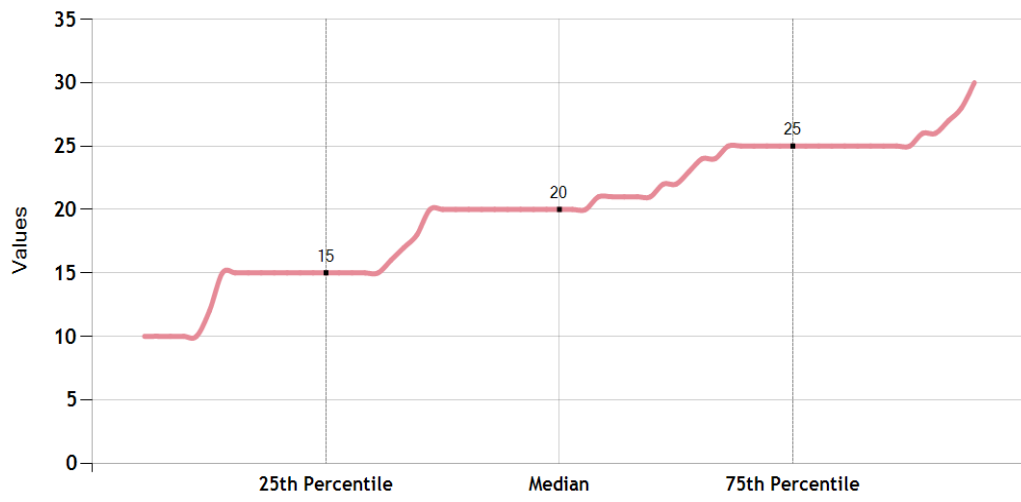
Number of Annual PTO Days



Legend

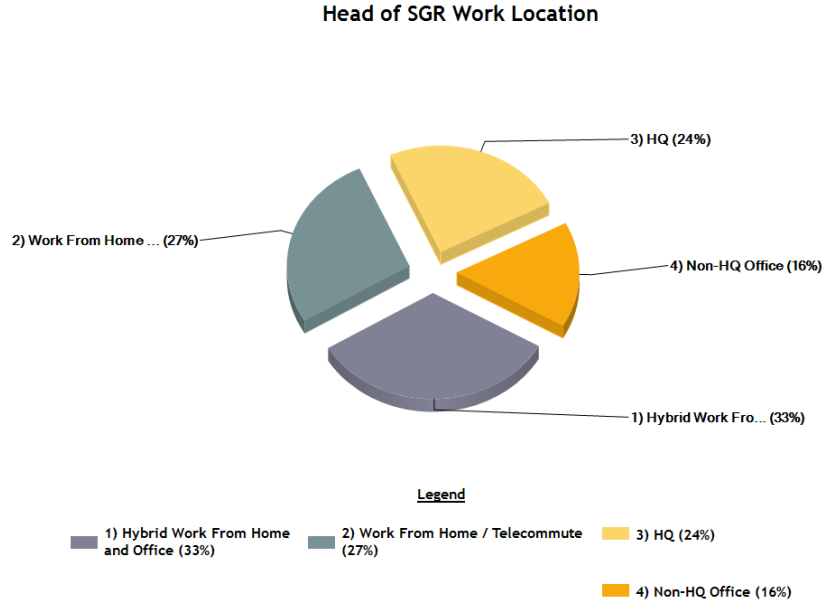
- 1) Numbered (78%)
- 2) Unlimited (22%)

Number of Annual PTO Days

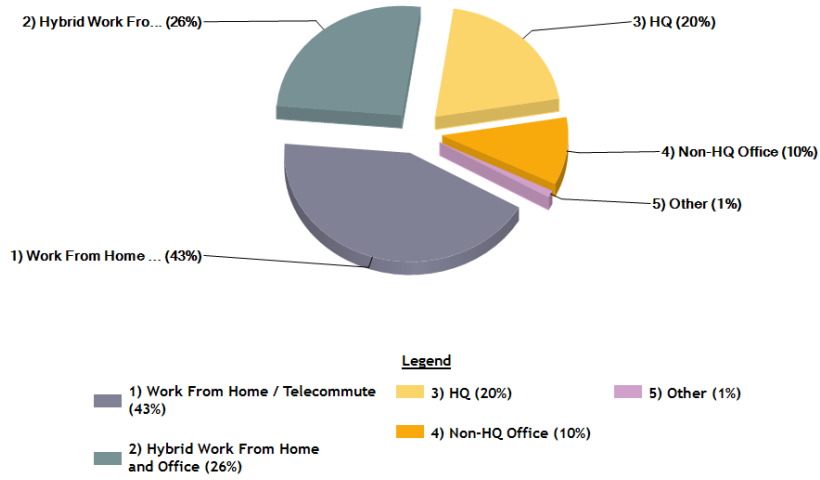


Team Structure and Activities Performed / Industry Demographics

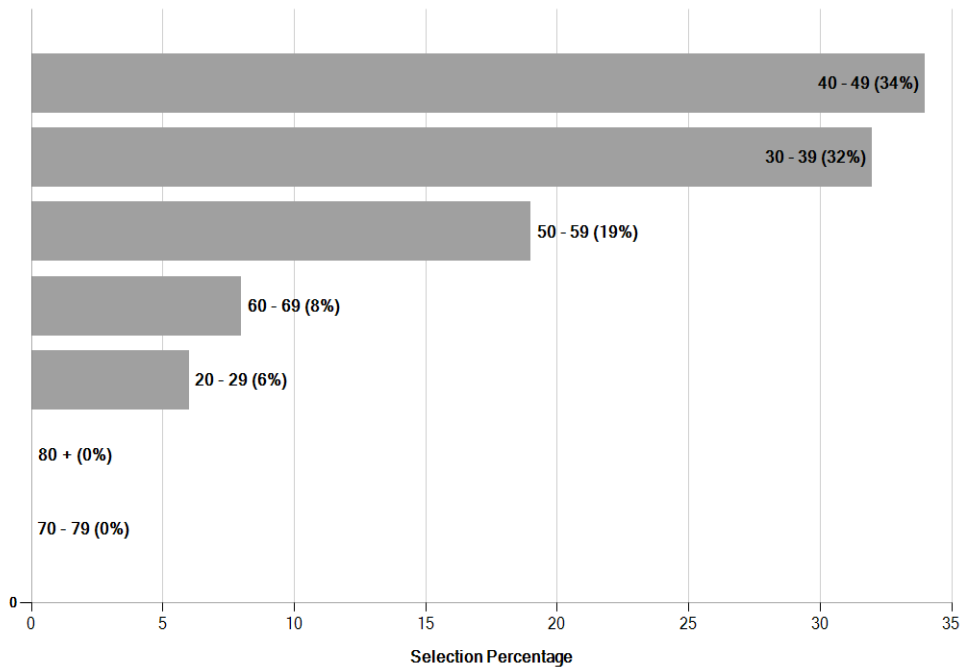
- **SGR Individuals likely work at home or remotely from the SGR HQ.** Heads of SGR Function are much more likely to work from headquarters (24%) or an office (16%). Survey respondents are much more likely to work from home (43%) or hybrid home and office (26%).
- **Respondents show a lack of diversity.** Focusing on diversity is an opportunity for the industry. Respondents were predominantly male (61%) and white (83%). Two thirds of respondents were between the ages 30 – 49.
- **Most contract lobbyists are found from one of two sources.** Typically referrals for contract lobbyists are received from known lobbyists in other states (88%) and peer networking groups (82%) such as SGAC. Another source for referrals is Lobbying Network Groups such as TAG, SLR, NASL, etc. (28%).



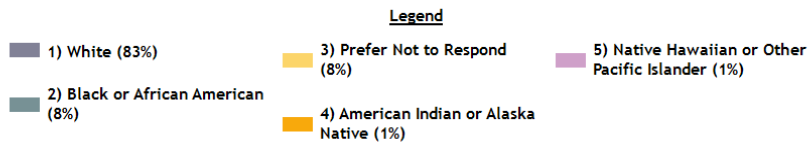
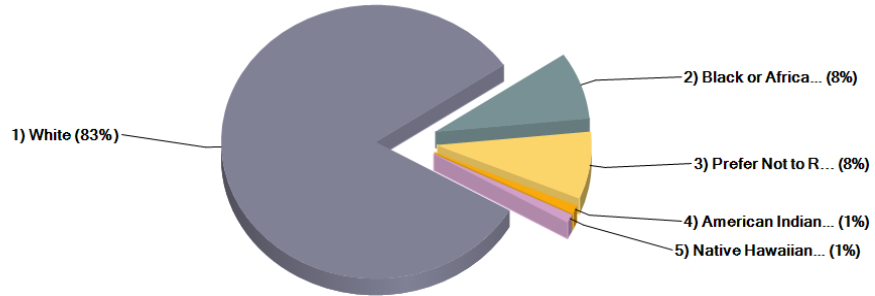
Respondent Work Location



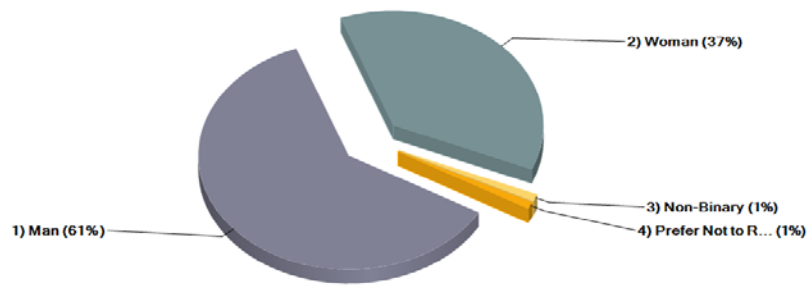
Age Range



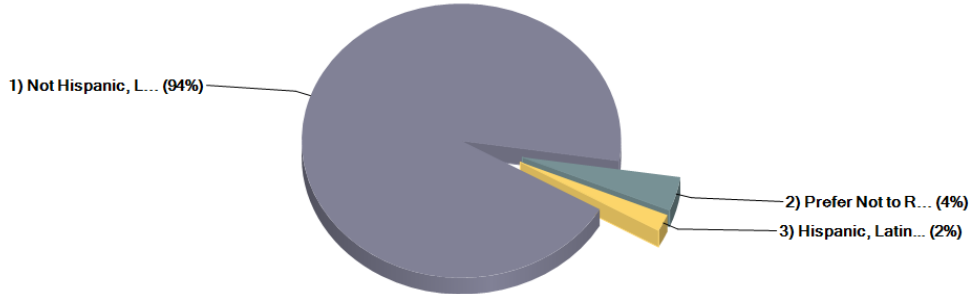
Race



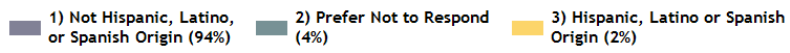
Gender Identity



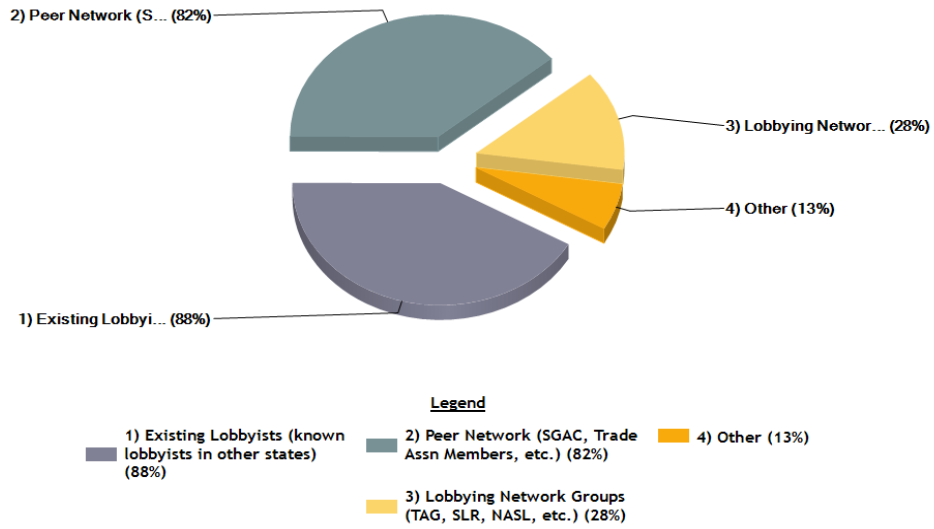
Ethnicity



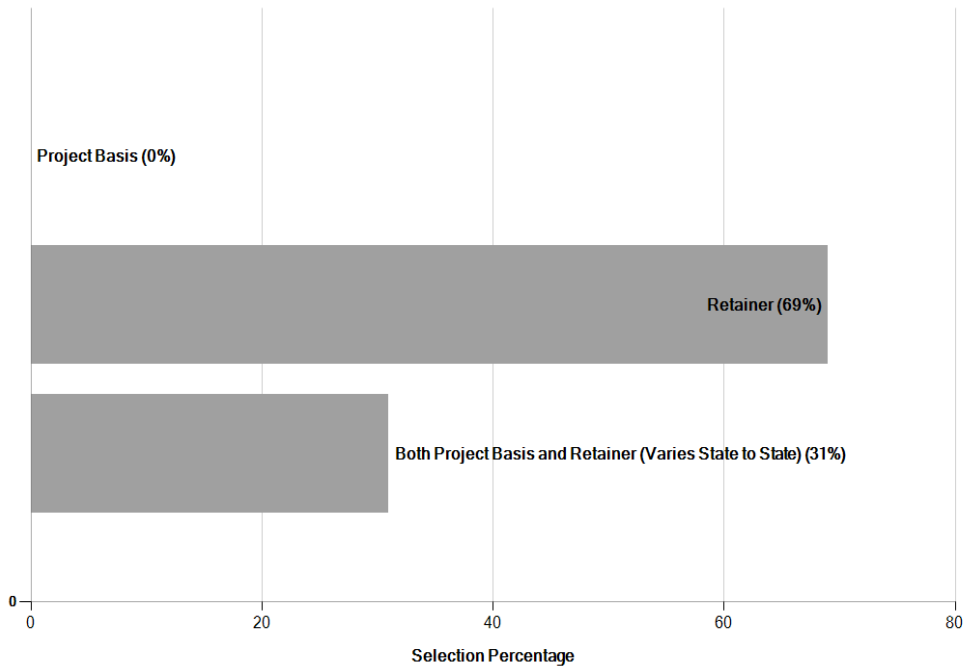
Legend



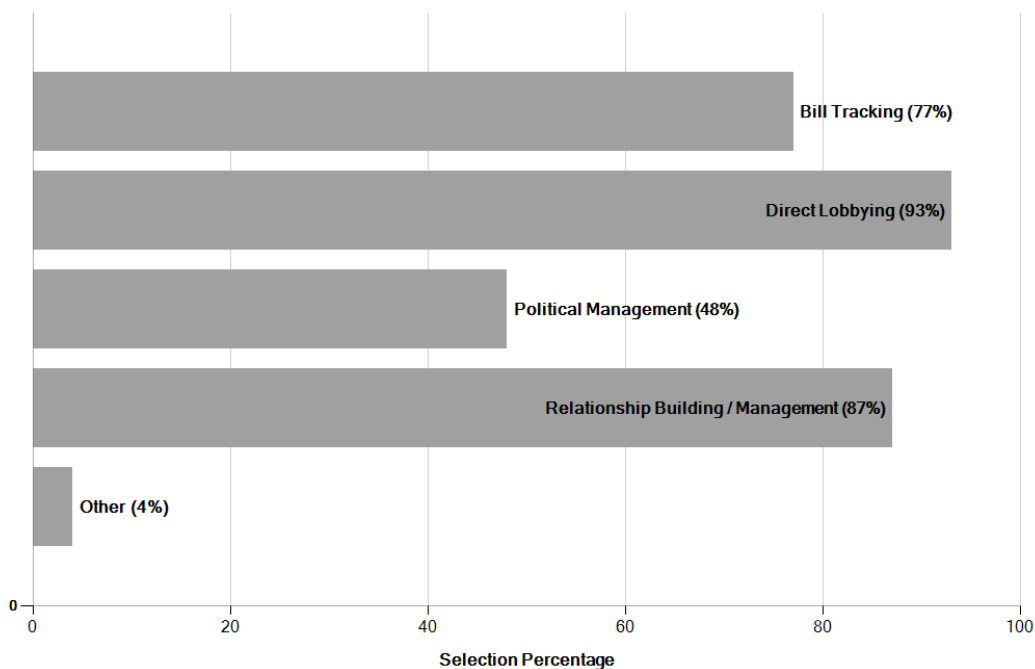
Referrals for Contract Lobbyists Received From



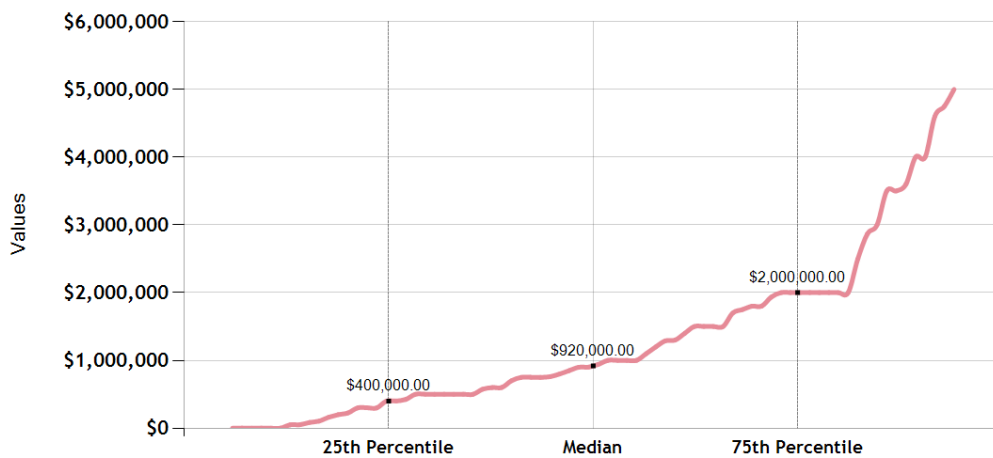
Contract Lobbyists Paid By

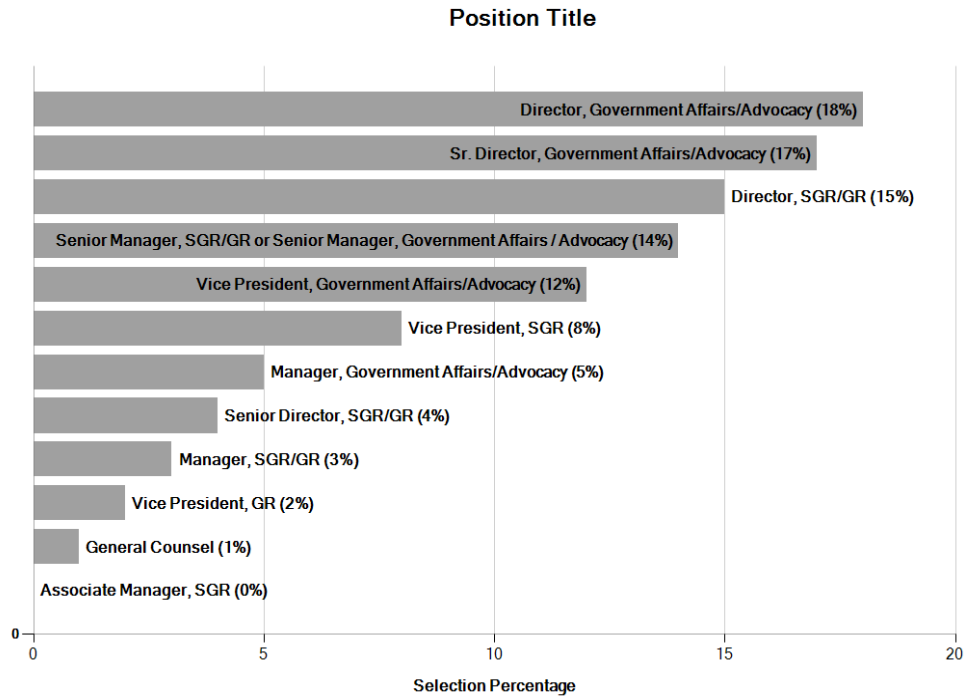


SGR Uses Contract Lobbyists For

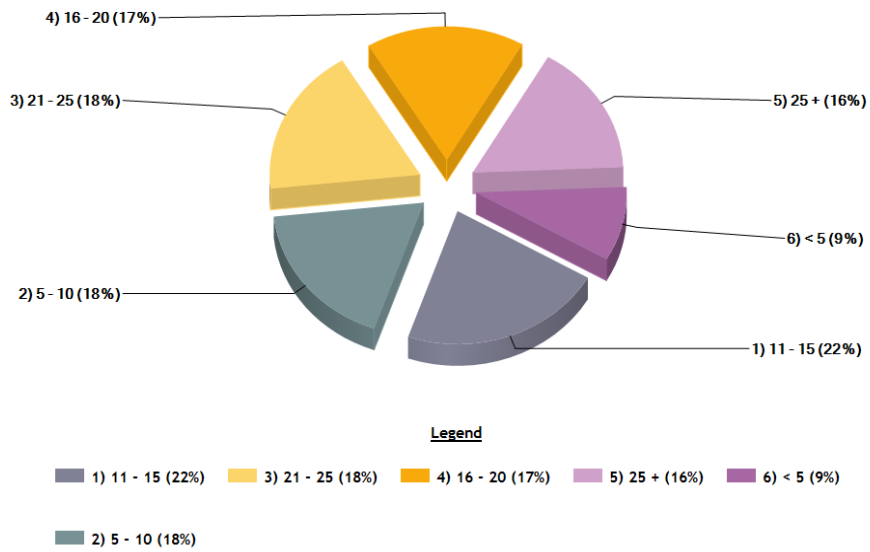


Total SGR Budget

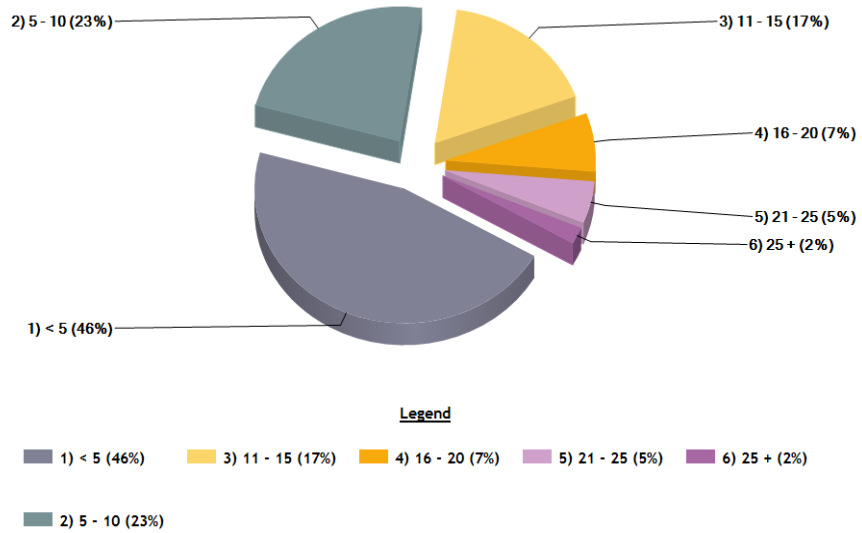




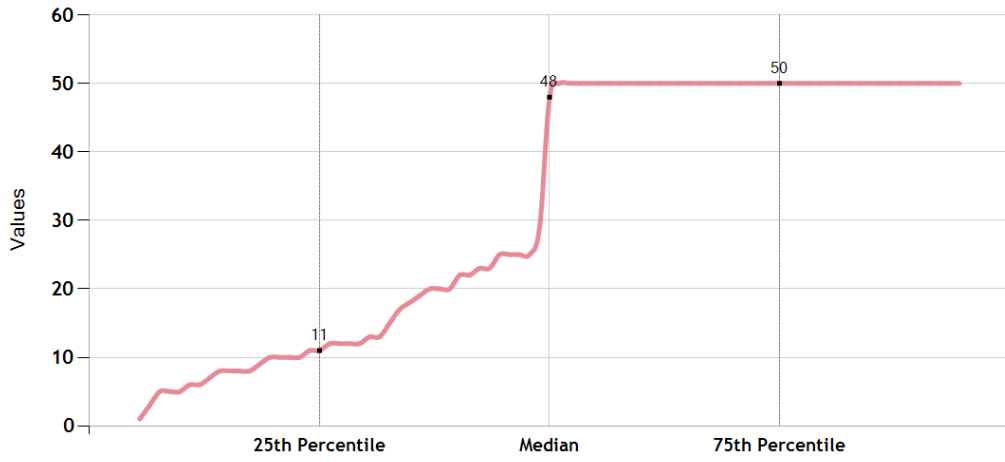
Number of Years GR Experience



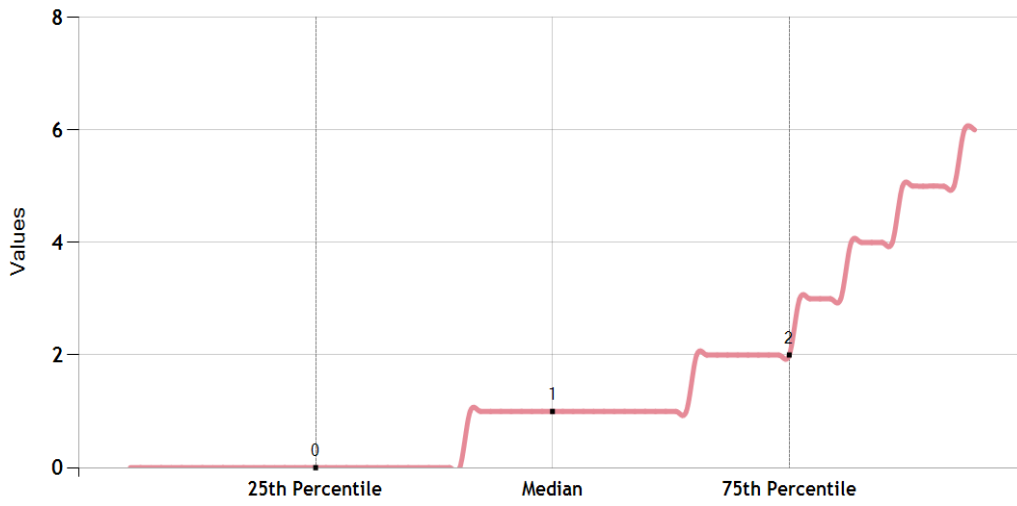
Number of Years with Company



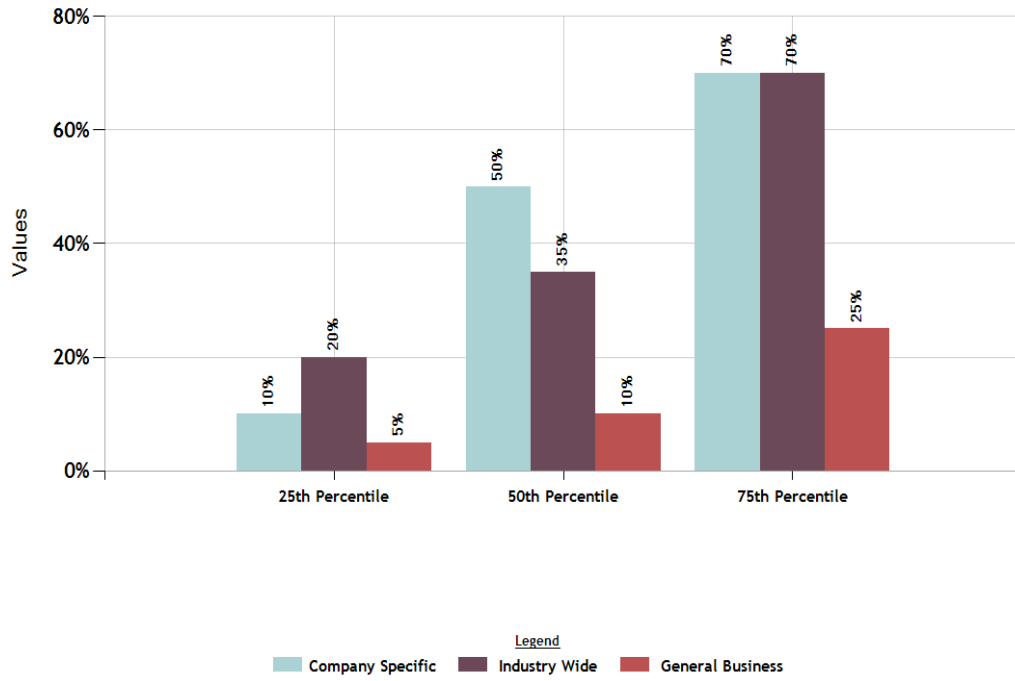
Number of States Covered



Number of Employees Supervised



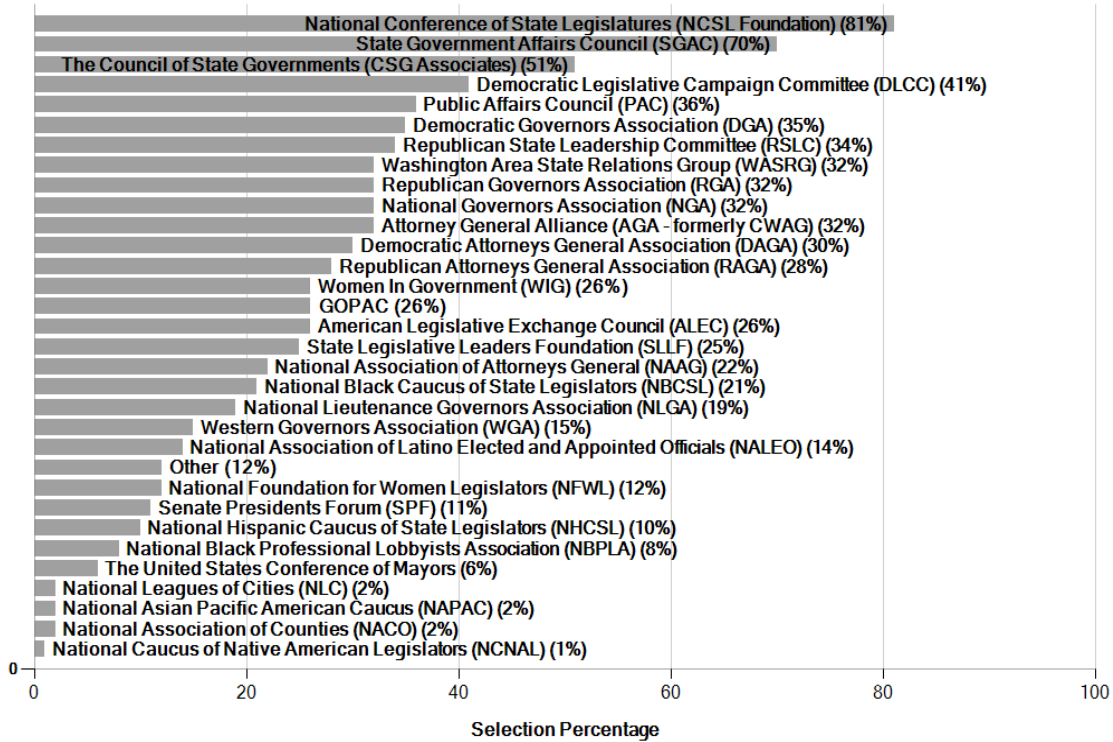
Share of Efforts Devoted to Issue Type



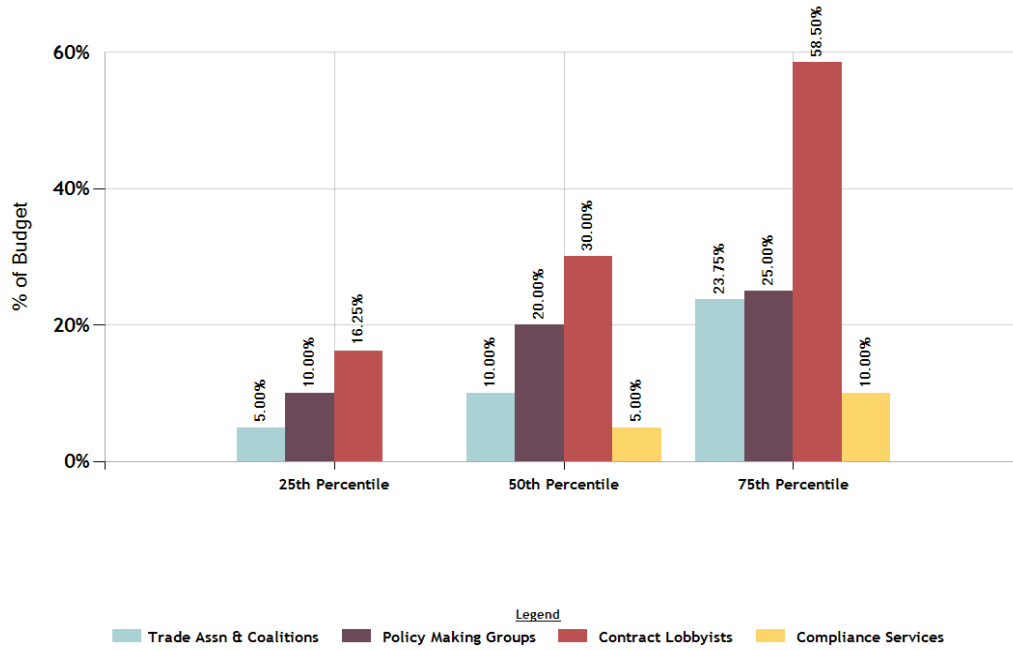
Advocacy

- SGR respondents engage with many groups and organizations.** Respondents reported belonging to 31 groups. Top three groups that respondents participated with are NCSL (81%), SGAC (70%), and CSG (51%).

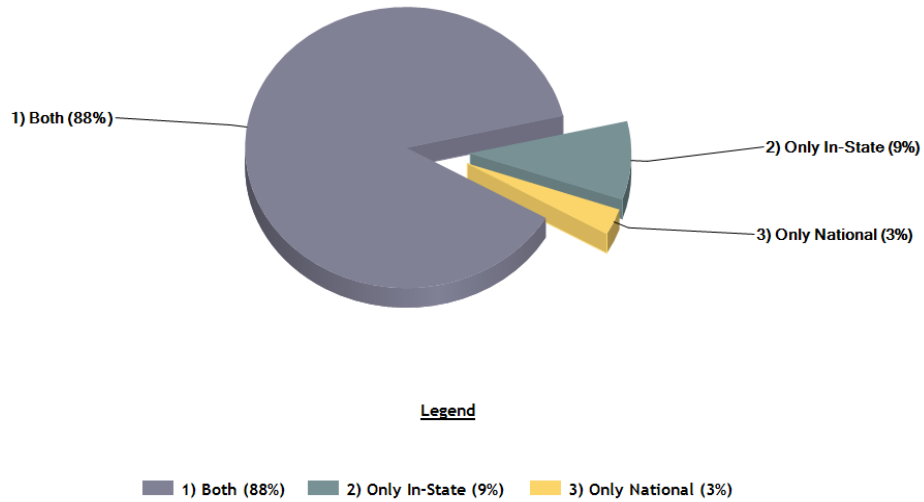
Groups Participation / Engagement



Dues/Sponsorships Compared to Total SGR Budget



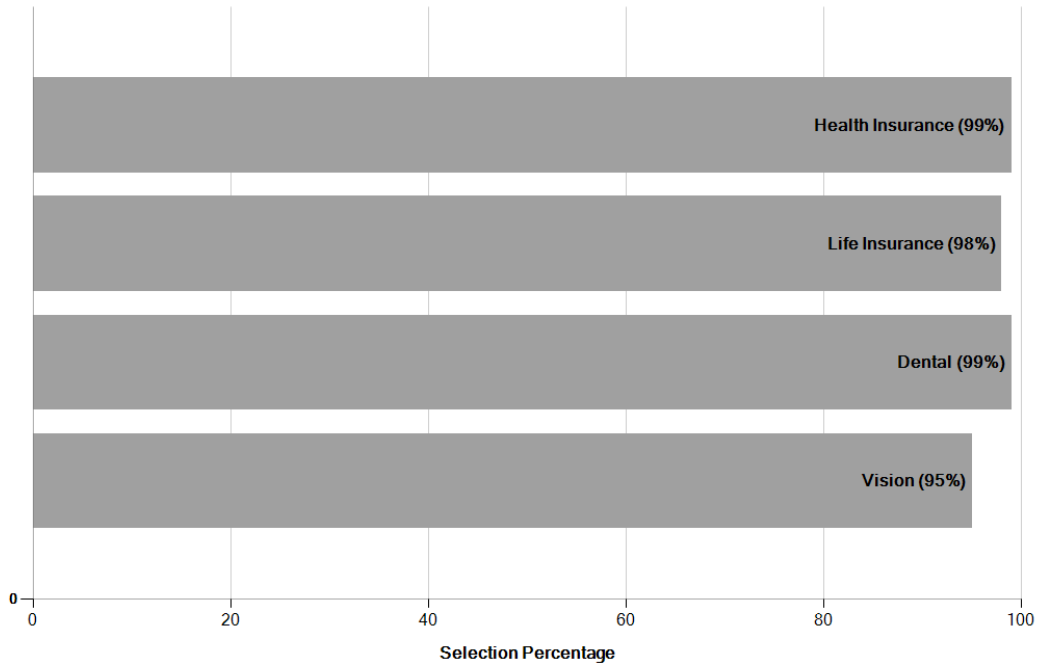
SGR Uses Coalitions / Advocacy Groups



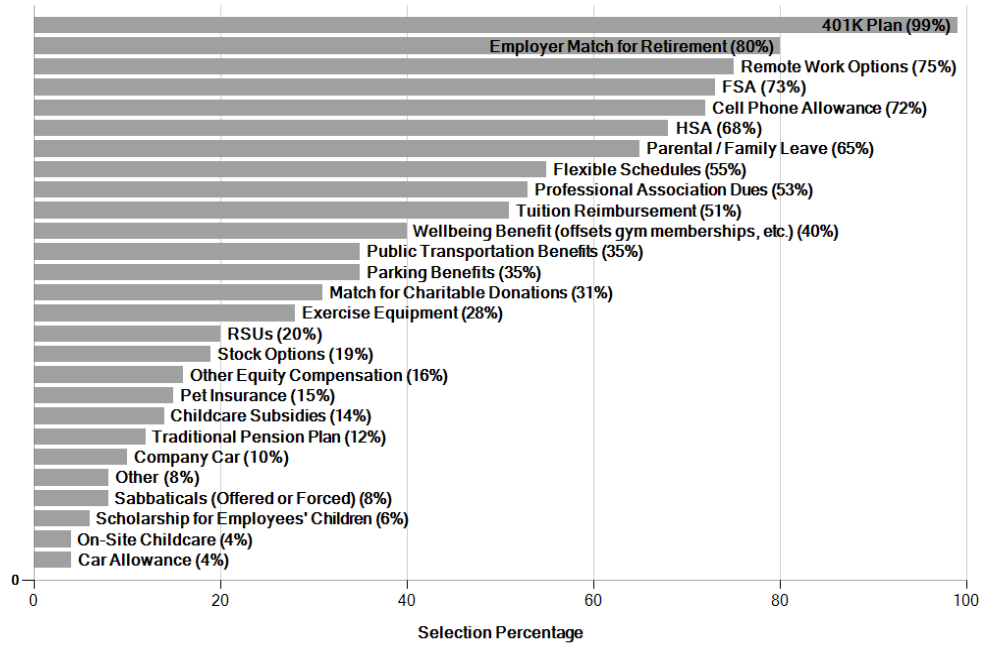
Evaluation and Performance

- **SGR benefits are a varied incentive.** Essentially all SGR representatives have access to a 401k plan (99%), and receive an employer match for retirement (80%). Next most common benefits are the ability to work remotely (75%), access to an FSA (73%), and cell phone allowance. Roughly half of respondents reported that their employer paid for Professional Association Dues (53%) and Tuition Reimbursement (51%). Relatively rare are access to a company car and car allowance (14%) while public transportation benefits or parking benefits are enjoyed by a third of respondents.
- **SGR Industry uses several key standards for performance measurement.** The most important factor is success, whether measured by objectives achieved (86%), or legislative wins and losses (76%). Somewhat less used is expenses avoided / defeating negative impacts (65%) and revenue created is a less common gauge (18%).

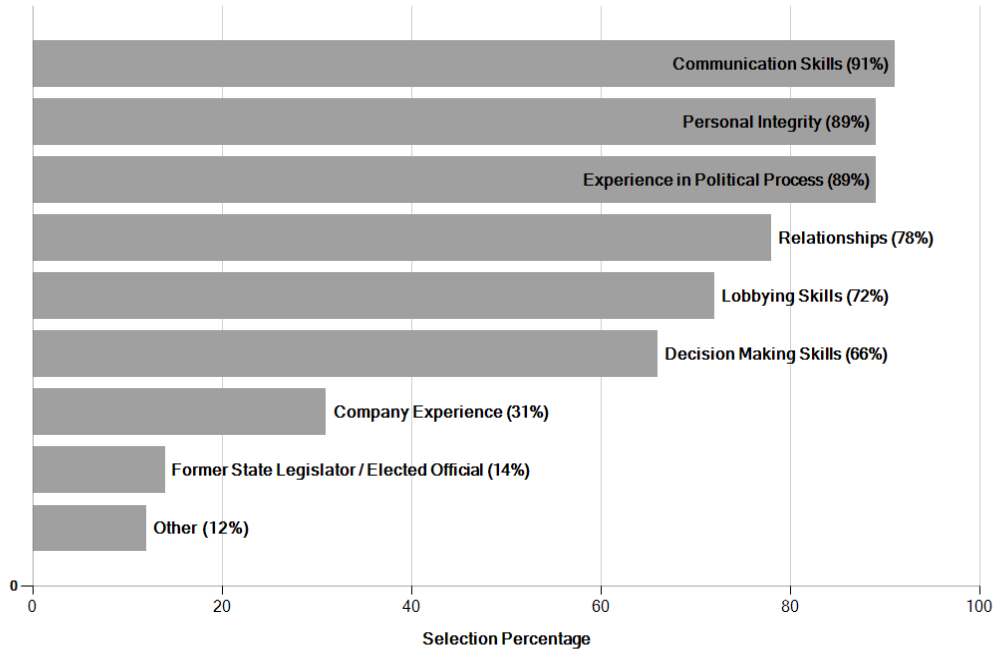
Health Insurance Options Offered



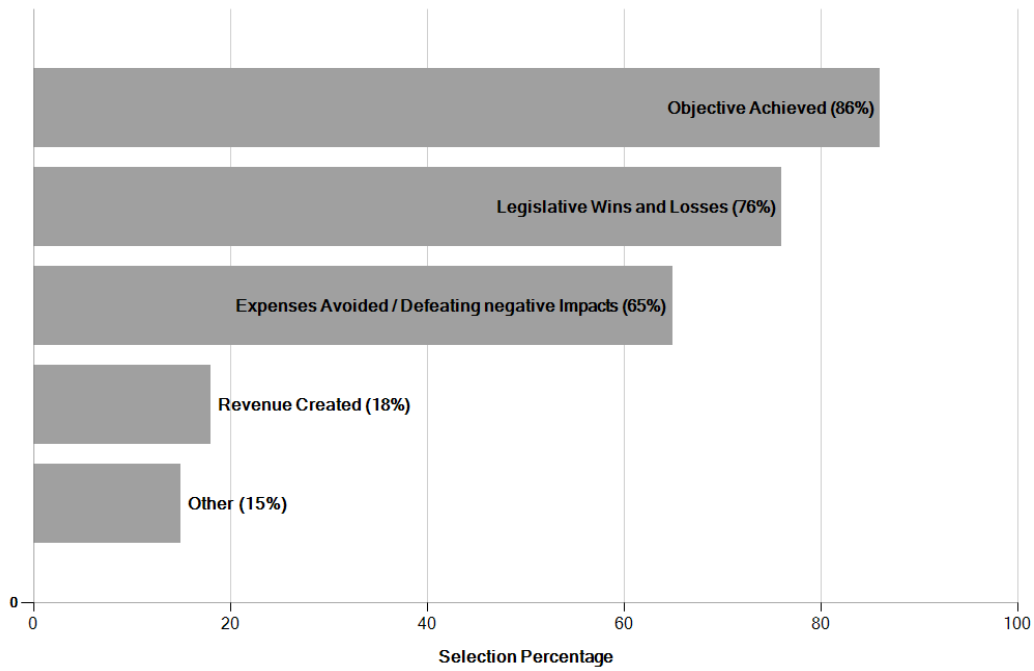
Additional Benefit Plan Options / Perks Offered



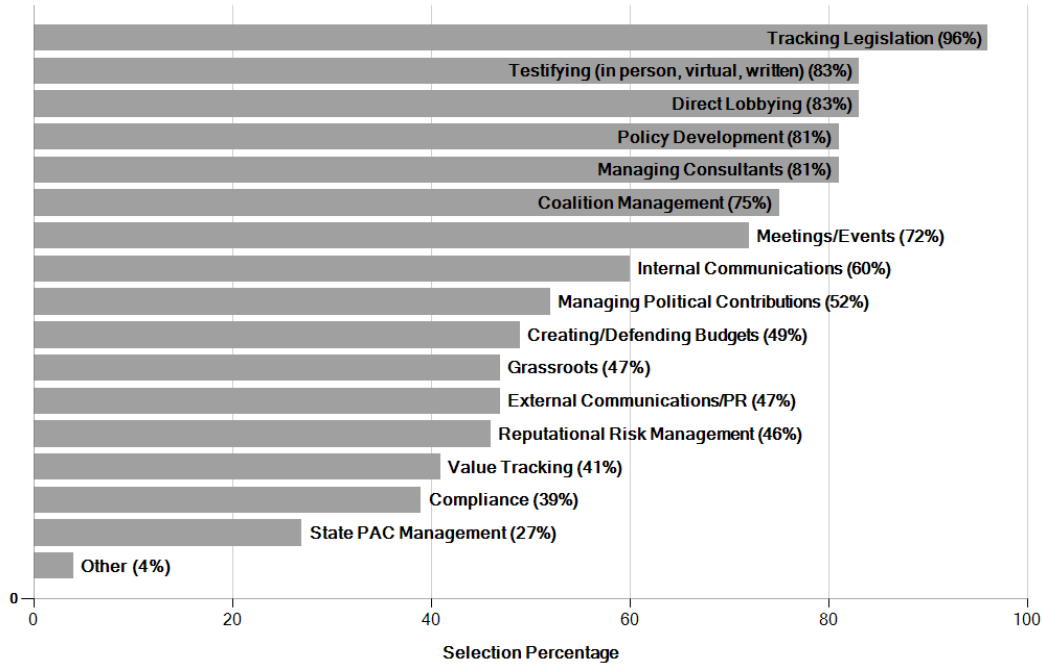
Attributes Used in Hiring SGR Staff



Measures Used to Gauge Performance



Activities Performed



Thank you to our 2022 survey participants and committed SGAC member volunteers who helped formulate and review the survey questions. Results were compiled and analyzed by Katie Kilgore, SGAC Director of Communications & Outreach and Dynamic Benchmarking.

Please reach out to stategovernmentaffairsCouncil@gmail.com or any of the SGAC staff with survey questions.