

2009 Marketing Compensation Survey



DETAIL REPORT

REPORT ID = Sample Report - Fictitious Data

12 January 2010

1101 MARKETING COMMUNICATIONS MANAGER/DIRECTOR A

	Current Base Pay March 1, 2009	Most Recent FY Bonus Payout	Most Recent FY Profit Sharing	Current Total Compensation	Target Bonus	Span of Control
Highest	\$205,000	\$103,659	\$36,000	\$232,999	40.0 %	40
90th Percentile	\$132,292	\$27,751	\$28,056	\$152,500	20.7 %	11
75th Percentile	\$114,000	\$19,000	\$24,560	\$130,750	16.0 %	7
50th Percentile	\$100,000	\$12,525	\$9,450	\$110,196	15.0 %	4
25th Percentile	\$88,288	\$7,500	\$3,150	\$95,992	10.0 %	2
10th Percentile	\$79,040	\$3,726	\$2,235	\$82,739	7.5 %	1
Lowest	\$62,000	\$500	\$1,896	\$62,000	0.0 %	1
Number Of Employees	584	465	20	584	457	180
Employee Weighted Average	\$102,808	\$14,566	\$14,253	\$114,894	14.0 %	5
Number Of Companies	108	95	6	108	95	57
Company Weighted Average	\$106,299	\$15,881	\$16,840	\$120,517	15.1 %	5
Earning Mix	87.3 %	12.2 %	0.5 %	100%		
Percent Of Total Employees Eligible For Payment		91.3 %	9.6 %			
Percent Of Companies With Employees Eligible For Payment		94.4 %	9.3 %			
Percent Of Eligible Employees Actually Receiving Payment		87.2 %	35.7 %			
Percent Of Total Employees Receiving Payment		79.6 %	3.4 %			
Impact: Other Cash/Base Pay - Total Employee Count		11.3 %	0.5 %			
Impact: Other Cash/Base Pay - Employees Receiving Payment		14.0 %	13.2 %			
Percent of Total Employees Eligible for LTI	Stock Option:	18.3 %	Long Term Cash: Division/Business Unit:	4.5 %	Both Stock & Cash:	5.3 %
Organization Level	Corporate Only:	32.2 %		31.0 %	Both or Unknown:	36.8 %
Global Responsibility	Domestic USA Only:	95.4 %	Total Global:	4.6 %	Non-USA Only:	0.0 %
FLSA Status	Exempt:	100.0 %	Non-Exempt:	0.0 %		

Empty Cell = Insufficient or no data for analysis.

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