

State of Public Relations Survey

16/12/2014

Prepared on behalf of the Chartered Institute of
Public Relations



Methodology

Fieldwork Dates

14th October – 12th December 2014

Data Collection Method

The survey was conducted online. Invitations to complete surveys were sent out by email to members of the CIPR Member and Non-Member database of communications professionals.

Population Sampled

Members of the CIPR and other PR Professionals working in or with a connection to the UK. 90% of respondents were currently working in the UK.

Sample Size

2,028

Data Weighting

As there has been no more authoritative data collected on the demographic makeup of PR professionals, data were not weighted. However, efforts were made to ensure that as wide and representative a sample of PR professionals were sampled through the use of an extended fieldwork period with multiple personalised email reminders sent to all potential participants, coupled with internal survey links to be shared within large corporate environments.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 2,028 it is 95% certain that the 'true' value will fall within the range of 2.2% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 1
Q1. What age group are you in?
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

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Table 2
Q2. What is your sex?
Base : All Respondents

	Total		Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

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Table 3
Q3. In which of the following national or regional areas are you based?
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
East of England	91 4.5%	32 4.4%	59 4.5%	-	-	91 36.5%	-	-	-	-	-	71 4.7%	20 3.8%	20 4.1%	15 3.9%	14 5.3%	21 4.3%	17 6.8%	19 4.3%	27 5.0%	11 3.7%	12 3.9%	21 4.6%	19 3.9%	29 4.9%	18 5.2%
East Midlands	61 3.0%	20 2.7%	41 3.2%	-	-	61 24.5%	-	-	-	-	-	52 3.5%	9 1.7%	16 3.3%	14 3.7%	7 2.6%	9 1.8%	11 4.4%	14 3.1%	17 3.1%	8 2.7%	7 2.3%	13 2.9%	9 1.9%	23 3.9%	12 3.5%
London	583 28.7%	229 31.4%	354 27.3%	583 100.0%	-	-	-	-	-	-	-	388 25.8%	195 37.1%	114 23.5%	120 31.6%	100 37.7%	167 33.8%	48 19.2%	102 22.9%	166 30.5%	107 35.9%	115 37.7%	142 31.4%	142 29.4%	170 28.5%	95 27.7%
North East	56 2.8%	25 3.4%	31 2.4%	-	-	-	56 20.3%	-	-	-	-	42 2.8%	14 2.7%	19 3.9%	6 1.6%	7 2.6%	13 2.6%	10 4.0%	13 2.9%	15 2.8%	9 3.0%	8 2.6%	11 2.4%	16 3.3%	18 3.0%	10 2.9%
Northern Ireland	47 2.3%	15 2.1%	32 2.5%	-	-	-	-	-	-	47 100.0%	-	42 2.8%	5 1.0%	8 1.6%	5 1.3%	6 2.3%	19 3.8%	6 2.4%	14 3.1%	10 1.8%	4 1.3%	9 3.0%	15 3.3%	6 1.2%	13 2.2%	10 2.9%
North West	133 6.6%	48 6.6%	85 6.5%	-	-	-	133 48.2%	-	-	-	-	97 6.5%	36 6.9%	32 6.6%	27 7.1%	17 6.4%	30 6.1%	10 4.0%	36 8.1%	33 6.1%	22 7.4%	14 4.6%	30 6.6%	33 6.8%	33 5.5%	20 5.8%
Scotland	163 8.0%	45 6.2%	118 9.1%	-	-	-	-	163 100.0%	-	-	-	118 7.9%	45 8.6%	59 12.1%	28 7.4%	20 7.5%	33 6.7%	11 4.4%	43 9.6%	48 8.8%	27 9.1%	18 5.9%	32 7.1%	42 8.7%	51 8.5%	26 7.6%
South East	265 13.1%	93 12.7%	172 13.3%	-	265 61.6%	-	-	-	-	-	-	198 13.2%	67 12.8%	55 11.3%	48 12.6%	30 11.3%	61 12.3%	49 19.6%	57 12.8%	65 11.9%	34 11.4%	38 12.5%	57 12.6%	53 11.0%	82 13.7%	51 14.9%
South West	165 8.1%	49 6.7%	116 8.9%	-	165 38.4%	-	-	-	-	-	-	121 8.1%	44 8.4%	47 9.7%	19 5.0%	15 5.7%	45 9.1%	27 10.8%	35 7.8%	41 7.5%	21 7.0%	25 8.2%	34 7.5%	38 7.9%	52 8.7%	29 8.5%
Wales	69 3.4%	23 3.2%	46 3.5%	-	-	-	-	-	69 100.0%	-	-	62 4.1%	7 1.3%	33 6.8%	11 2.9%	10 3.8%	10 2.0%	4 1.6%	29 6.5%	21 3.9%	7 2.3%	7 2.3%	21 4.6%	21 4.3%	16 2.7%	10 2.9%
West Midlands	97 4.8%	34 4.7%	63 4.9%	-	-	97 39.0%	-	-	-	-	-	81 5.4%	16 3.0%	17 3.5%	22 5.8%	16 6.0%	23 4.7%	14 5.6%	18 4.0%	27 5.0%	17 5.7%	15 4.9%	20 4.4%	23 4.8%	27 4.5%	22 6.4%
Yorkshire & Humber	87 4.3%	24 3.3%	63 4.9%	-	-	-	87 31.5%	-	-	-	-	60 4.0%	27 5.1%	23 4.7%	12 3.2%	10 3.8%	23 4.7%	11 4.4%	24 5.4%	27 5.0%	7 2.3%	10 3.3%	16 3.5%	25 5.2%	25 4.2%	13 3.8%
Outside the UK	211 10.4%	93 12.7%	118 9.1%	-	-	-	-	-	-	-	-	171 11.4%	40 7.6%	43 8.8%	53 13.9%	13 4.9%	40 8.1%	32 12.8%	42 9.4%	47 8.6%	24 8.1%	27 8.9%	40 8.8%	56 11.6%	58 9.7%	27 7.9%
SIGMA	2028 100.0%	730 100.0%	1298 100.0%	583 100.0%	430 100.0%	249 100.0%	276 100.0%	163 100.0%	69 100.0%	47 100.0%	211 100.0%	1503 100.0%	525 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%

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Table 4
Q4. Are you the parent of a child under the age of 18?
Base : All Respondents

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR					
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343		
Yes	689 34.0%	289 39.6%	400 30.8%	152 26.1%	167 38.8%	76 30.5%	102 37.0%	61 37.4%	27 39.1%	17 36.2%	87 41.2%	536 35.7%	153 29.1%	184 37.9%	124 32.6%	94 35.5%	151 30.6%	95 38.0%	105 23.5%	179 32.9%	118 39.6%	143 46.9%	62 13.7%	174 36.0%	294 49.2%	118 34.4%		
No	1339 66.0%	441 60.4%	898 69.2%	431 73.9%	263 61.2%	173 69.5%	174 63.0%	102 62.6%	42 60.9%	30 63.8%	124 58.8%	967 64.3%	372 70.9%	302 62.1%	256 67.4%	171 64.5%	343 69.4%	155 62.0%	341 76.5%	365 67.1%	180 60.4%	162 53.1%	390 86.3%	309 64.0%	303 50.8%	225 65.6%		
SIGMA	2028 100.0%	730 100.0%	1298 100.0%	583 100.0%	430 100.0%	249 100.0%	276 100.0%	163 100.0%	69 100.0%	47 100.0%	211 100.0%	1503 100.0%	525 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%		

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Table 5
Q5. Are you a member of the CIPR?
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
Yes	1503	574	929	388	319	204	199	118	62	42	171	1503	-	361	278	200	345	206	322	375	215	251	307	342	446	295
	74.1%	78.6%	71.6%	66.6%	74.2%	81.9%	72.1%	72.4%	89.9%	89.4%	81.0%	100.0%	-	74.3%	73.2%	75.5%	69.8%	82.4%	72.2%	68.9%	72.1%	82.3%	67.9%	70.8%	74.7%	86.0%
No	525	156	369	195	111	45	77	45	7	5	40	-	525	125	102	65	149	44	124	169	83	54	145	141	151	48
	25.9%	21.4%	28.4%	33.4%	25.8%	18.1%	27.9%	27.6%	10.1%	10.6%	19.0%	-	100.0%	25.7%	26.8%	24.5%	30.2%	17.6%	27.8%	31.1%	27.9%	17.7%	32.1%	29.2%	25.3%	14.0%
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 6
Q6. Which of the following types of school best describes where you undertook the majority of your secondary education?
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
Comprehensive school	1073	362	711	277	240	151	189	116	59	11	30	776	297	301	193	173	251	94	287	330	169	117	285	277	324	126	
	52.9%	49.6%	54.8%	47.5%	55.8%	60.6%	68.5%	71.2%	85.5%	23.4%	14.2%	51.6%	56.6%	61.9%	50.8%	65.3%	50.8%	37.6%	64.3%	60.7%	56.7%	38.4%	63.1%	57.3%	54.3%	36.7%	
Independent (fee-paying) school	327	132	195	127	79	41	29	23	2	1	25	246	81	54	56	28	104	64	48	67	43	80	55	63	113	75	
	16.1%	18.1%	15.0%	21.8%	18.4%	16.5%	10.5%	14.1%	2.9%	2.1%	11.8%	16.4%	15.4%	11.1%	14.7%	10.6%	21.1%	25.6%	10.8%	12.3%	14.4%	26.2%	12.2%	13.0%	18.9%	21.9%	
Grammar school	321	127	194	90	80	44	46	10	6	32	13	257	64	70	55	40	79	51	46	71	50	74	46	62	80	107	
	15.8%	17.4%	14.9%	15.4%	18.6%	17.7%	16.7%	6.1%	8.7%	68.1%	6.2%	17.1%	12.2%	14.4%	14.5%	15.1%	16.0%	20.4%	10.3%	13.1%	16.8%	24.3%	10.2%	12.8%	13.4%	31.2%	
Educated outside the UK	285	95	190	82	27	12	11	11	1	3	138	207	78	55	71	23	54	39	60	71	34	29	63	74	76	29	
	14.1%	13.0%	14.6%	14.1%	6.3%	4.8%	4.0%	6.7%	1.4%	6.4%	65.4%	13.8%	14.9%	11.3%	18.7%	8.7%	10.9%	15.6%	13.5%	13.1%	11.4%	9.5%	13.9%	15.3%	12.7%	8.5%	
Prefer not to say	22	14	8	7	4	1	1	3	1	-	5	17	5	6	5	1	6	2	5	5	2	5	3	7	4	6	
	1.1%	1.9%	0.6%	1.2%	0.9%	0.4%	0.4%	1.8%	1.4%	-	2.4%	1.1%	1.0%	1.2%	1.3%	0.4%	1.2%	0.8%	1.1%	0.9%	0.7%	1.6%	0.7%	1.4%	0.7%	1.7%	
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 7
Q7. Are you a university graduate?
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
Yes	1710	608	1102	521	340	192	234	134	61	37	191	1266	444	414	319	240	423	194	376	490	256	247	407	429	510	244	
	84.3%	83.3%	84.9%	89.4%	79.1%	77.1%	84.8%	82.2%	88.4%	78.7%	90.5%	84.2%	84.6%	85.2%	83.9%	90.6%	85.6%	77.6%	84.3%	90.1%	85.9%	81.0%	90.0%	88.8%	85.4%	71.1%	
No	306	115	191	59	87	56	42	27	7	9	19	227	79	70	58	24	68	54	68	52	40	55	44	52	84	94	
	15.1%	15.8%	14.7%	10.1%	20.2%	22.5%	15.2%	16.6%	10.1%	19.1%	9.0%	15.1%	15.0%	14.4%	15.3%	9.1%	13.8%	21.6%	15.2%	9.6%	13.4%	18.0%	9.7%	10.8%	14.1%	27.4%	
Prefer not to say	12	7	5	3	3	1	-	2	1	1	1	10	2	2	3	1	3	2	2	2	2	3	1	2	3	5	
	0.6%	1.0%	0.4%	0.5%	0.7%	0.4%	-	1.2%	1.4%	2.1%	0.5%	0.7%	0.4%	0.4%	0.8%	0.4%	0.6%	0.8%	0.4%	0.4%	0.7%	1.0%	0.2%	0.4%	0.5%	1.5%	
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 8
Q8. Please indicate which university group your academic institution(s) belonged to
Base : University graduate

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1710	608	1102	521	340	192	234	134	61	37	191	1266	444	414	319	240	423	194	376	490	256	247	407	429	510	244		
Oxford or Cambridge	70	35	35	39	15	8	5	1	-	-	2	52	18	16	10	15	18	5	9	16	15	15	10	20	18	16		
	4.1%	5.8%	3.2%	7.5%	4.4%	4.2%	2.1%	0.7%	-	-	1.0%	4.1%	4.1%	3.9%	3.1%	6.3%	4.3%	2.6%	2.4%	3.3%	5.9%	6.1%	2.5%	4.7%	3.5%	6.6%		
Other Russell Group university	484	176	308	186	93	52	75	33	16	13	16	361	123	107	86	69	135	57	97	149	62	83	132	128	109	85		
	28.3%	28.9%	27.9%	35.7%	27.4%	27.1%	32.1%	24.6%	26.2%	35.1%	8.4%	28.5%	27.7%	25.8%	27.0%	28.8%	31.9%	29.4%	25.8%	30.4%	24.2%	33.6%	32.4%	29.8%	21.4%	34.8%		
Other UK university	974	331	643	252	228	134	152	93	45	23	47	718	256	251	173	141	244	99	238	283	154	126	235	228	324	121		
	57.0%	54.4%	58.3%	48.4%	67.1%	69.8%	65.0%	69.4%	73.8%	62.2%	24.6%	56.7%	57.7%	60.6%	54.2%	58.8%	57.7%	51.0%	63.3%	57.8%	60.2%	51.0%	57.7%	53.1%	63.5%	49.6%		
Other university outside the UK	241	89	152	64	19	4	6	8	1	3	136	179	62	51	62	22	45	33	49	64	29	29	49	67	71	26		
	14.1%	14.6%	13.8%	12.3%	5.6%	2.1%	2.6%	6.0%	1.6%	8.1%	71.2%	14.1%	14.0%	12.3%	19.4%	9.2%	10.6%	17.0%	13.0%	13.1%	11.3%	11.7%	12.0%	15.6%	13.9%	10.7%		
Not sure	18	4	14	6	1	-	4	4	-	1	2	11	7	5	-	5	2	3	4	-	4	3	3	3	6	3		
	1.1%	0.7%	1.3%	1.2%	0.3%	-	1.7%	3.0%	-	2.7%	1.0%	0.9%	1.6%	1.2%	-	2.1%	0.5%	1.5%	1.1%	-	1.6%	1.2%	0.7%	0.7%	1.2%	1.2%		
SIGMA	1787	635	1152	547	356	198	242	139	62	40	203	1321	466	430	331	252	444	197	397	512	264	256	429	446	528	251		
	104.5%	104.4%	104.5%	105.0%	104.7%	103.1%	103.4%	103.7%	101.6%	108.1%	106.3%	104.3%	105.0%	103.9%	103.8%	105.0%	105.0%	101.5%	105.6%	104.5%	103.1%	103.6%	105.4%	104.0%	103.5%	102.9%		

Survation.

25 Feb 2015

Table 9
Q9. Which of the following university qualifications do you hold?
Base : University graduate

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1710	608	1102	521	340	192	234	134	61	37	191	1266	444	414	319	240	423	194	376	490	256	247	407	429	510	244	
Undergraduate degree in public relations or communications	252 14.7%	74 12.2%	178 16.2%	58 11.1%	46 13.5%	30 15.6%	35 15.0%	28 20.9%	8 13.1%	8 21.6%	39 20.4%	184 14.5%	68 15.3%	56 13.5%	48 15.0%	32 13.3%	67 15.8%	21 10.8%	69 18.4%	72 14.7%	31 12.1%	26 10.5%	68 16.7%	67 15.6%	76 14.9%	13 5.3%	
Undergraduate degree in a subject other than public relations or communications	1124 65.7%	403 66.3%	721 65.4%	377 72.4%	234 68.8%	134 69.8%	166 70.9%	77 57.5%	45 73.8%	23 62.2%	68 35.6%	822 64.9%	302 68.0%	290 70.0%	193 60.5%	170 70.8%	286 67.6%	129 66.5%	248 66.0%	328 66.9%	178 69.5%	170 68.8%	271 66.6%	287 66.9%	340 66.7%	170 69.7%	
Masters degree in public relations or communications	233 13.6%	83 13.7%	150 13.6%	59 11.3%	34 10.0%	17 8.9%	32 13.7%	23 17.2%	4 6.6%	9 24.3%	55 28.8%	177 14.0%	56 12.6%	53 12.8%	40 12.5%	40 16.7%	52 12.3%	27 13.9%	50 13.3%	58 11.8%	40 15.6%	31 12.6%	54 13.3%	49 11.4%	80 15.7%	29 11.9%	
Masters degree in a subject other than public relations or communications	325 19.0%	135 22.2%	190 17.2%	110 21.1%	59 17.4%	35 18.2%	24 10.3%	28 20.9%	11 18.0%	6 16.2%	52 27.2%	258 20.4%	67 15.1%	83 20.0%	60 18.8%	45 18.8%	66 15.6%	40 20.6%	53 14.1%	92 18.8%	49 19.1%	54 21.9%	64 15.7%	85 19.8%	94 18.4%	51 20.9%	
Doctorate/PHD in public relations or communications	12 0.7%	8 1.3%	4 0.4%	3 0.6%	2 0.6%	2 1.0%	1 0.4%	- -	1 1.6%	- -	3 1.6%	8 0.6%	4 0.9%	2 0.5%	- -	1 0.4%	2 0.5%	2 1.0%	1 0.3%	1 0.2%	2 0.8%	1 0.4%	- -	- -	3 0.6%	4 1.6%	
Doctorate/PHD in a subject other than public relations or communications	26 1.5%	17 2.8%	9 0.8%	4 0.8%	4 1.2%	4 2.1%	3 1.3%	3 2.2%	- -	- -	8 4.2%	22 1.7%	4 0.9%	3 0.7%	4 1.3%	5 2.1%	3 0.7%	6 3.1%	4 1.1%	3 0.6%	3 1.2%	3 1.2%	3 0.7%	6 1.4%	6 1.2%	6 2.5%	
Other university qualification	206 12.0%	83 13.7%	123 11.2%	40 7.7%	45 13.2%	19 9.9%	35 15.0%	18 13.4%	7 11.5%	7 18.9%	35 18.3%	165 13.0%	41 9.2%	49 11.8%	44 13.8%	20 8.3%	34 8.0%	36 18.6%	32 8.5%	50 10.2%	30 11.7%	32 13.0%	31 7.6%	46 10.7%	66 12.9%	40 16.4%	
SIGMA	2178 127.4%	803 132.1%	1375 124.8%	651 125.0%	424 124.7%	241 125.5%	296 126.5%	177 132.1%	76 124.6%	53 143.2%	260 136.1%	1636 129.2%	542 122.1%	536 129.5%	389 121.9%	313 130.4%	510 120.6%	261 134.5%	457 121.5%	604 123.3%	333 130.1%	317 128.3%	491 120.6%	540 125.9%	665 130.4%	313 128.3%	

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 10
Q10. Which of the following professional qualifications, if any, do you hold?
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
CIPR/PRCA/CIM or other relevant body Foundation Award	103 5.1%	30 4.1%	73 5.6%	26 4.5%	27 6.3%	20 8.0%	15 5.4%	3 1.8%	3 4.3%	2 4.2%	7 3.3%	85 5.7%	18 3.4%	24 4.9%	25 6.6%	16 6.0%	28 5.7%	5 2.0%	40 9.0%	23 4.2%	13 4.4%	17 5.6%	35 7.7%	22 4.6%	19 3.2%	22 6.4%	
CIPR/PRCA/CIM or other relevant body Advanced Certificate	184 9.1%	45 6.2%	139 10.7%	42 7.2%	35 8.1%	38 15.3%	31 11.2%	7 4.3%	11 15.9%	5 10.6%	15 7.1%	144 9.6%	40 7.6%	67 13.8%	44 11.6%	26 9.8%	31 6.3%	13 5.2%	76 17.0%	53 9.7%	21 7.0%	13 4.3%	67 14.8%	57 11.8%	42 7.0%	15 4.4%	
CIPR/PRCA/CIM or other relevant body Diploma	467 23.0%	149 20.4%	318 24.5%	104 17.8%	109 25.3%	58 23.3%	65 23.6%	38 23.3%	18 26.1%	10 21.3%	65 30.8%	373 24.8%	94 17.9%	127 26.1%	111 29.2%	61 23.0%	70 14.2%	56 22.4%	86 19.3%	147 27.0%	78 26.2%	50 16.4%	60 13.3%	141 29.2%	164 27.5%	60 17.5%	
CIPR/PRCA/CIM or other relevant body Internal Communication Certificate or Diploma	53 2.6%	18 2.5%	35 2.7%	11 1.9%	9 2.1%	9 3.6%	6 2.2%	2 1.2%	4 5.8%	-	12 5.7%	43 2.9%	10 1.9%	18 3.7%	15 3.9%	6 2.3%	2 0.4%	6 2.4%	15 3.4%	21 3.9%	5 1.7%	-	5 1.1%	21 4.3%	14 2.3%	7 2.0%	
CIPR/PRCA/CIM or other relevant body Public Affairs Certificate or Diploma	31 1.5%	12 1.6%	19 1.5%	10 1.7%	3 0.7%	3 1.2%	1 0.4%	4 2.5%	-	1 2.1%	9 4.3%	27 1.8%	4 0.8%	7 1.4%	9 2.4%	1 0.4%	3 0.6%	3 1.2%	5 1.1%	9 1.7%	4 1.3%	2 0.7%	3 0.7%	10 2.1%	6 1.0%	4 1.2%	
CIPR/PRCA/CIM or other relevant body Crisis Communication Certificate or Diploma	29 1.4%	10 1.4%	19 1.5%	9 1.5%	10 2.3%	1 0.4%	3 1.1%	2 1.2%	-	-	4 1.9%	25 1.7%	4 0.8%	10 2.1%	6 1.6%	1 0.4%	5 1.0%	5 2.0%	6 1.3%	6 1.1%	5 1.7%	3 1.0%	5 1.1%	6 1.2%	11 1.8%	5 1.5%	
Another professional qualification (i.e. Chartered Management Diploma)	275 13.6%	117 16.0%	158 12.2%	57 9.8%	58 13.5%	48 19.3%	38 13.8%	18 11.0%	11 15.9%	8 17.0%	37 17.5%	212 14.1%	63 12.0%	65 13.4%	45 11.8%	29 10.9%	62 12.6%	45 18.0%	38 8.5%	67 12.3%	40 13.4%	54 17.7%	33 7.3%	44 9.1%	101 16.9%	68 19.8%	
None of the above	1060 52.3%	402 55.1%	658 50.7%	357 61.2%	225 52.3%	106 42.6%	136 49.3%	101 62.0%	31 44.9%	27 57.4%	77 36.5%	741 49.3%	319 60.8%	214 44.0%	168 44.2%	145 54.7%	319 64.6%	141 56.4%	222 49.8%	261 48.0%	160 53.7%	186 61.0%	264 58.4%	223 46.2%	303 50.8%	197 57.4%	
SIGMA	2202 108.6%	783 107.3%	1419 109.3%	616 105.7%	476 110.7%	283 113.7%	295 106.9%	175 107.4%	78 113.0%	53 112.8%	226 107.1%	1650 109.8%	552 105.1%	532 109.5%	423 111.3%	285 107.5%	520 105.3%	274 109.6%	488 109.4%	587 107.9%	326 109.4%	325 106.6%	472 104.4%	524 108.5%	660 110.6%	378 110.2%	



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Table 11
Q11. Do you currently work in a public relations role?
Base : All Respondents

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
Yes	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343	
	92.5%	91.4%	93.1%	94.2%	92.1%	94.8%	90.6%	92.6%	98.6%	93.6%	85.8%	92.5%	92.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
No	153	63	90	34	34	13	26	12	1	3	30	113	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7.5%	8.6%	6.9%	5.8%	7.9%	5.2%	9.4%	7.4%	1.4%	6.4%	14.2%	7.5%	7.6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 12
Q11. Do you currently work in a public relations role?
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Yes	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
	92.5%	82.1%	95.5%	94.0%	92.7%	75.7%	92.9%	88.0%	80.7%	93.0%	92.5%	91.0%	94.0%	91.6%	93.8%	92.4%	89.5%	94.3%	93.6%	91.9%	84.9%	100.0%	100.0%
No	153	19	29	36	42	27	121	21	21	124	125	11	41	112	34	92	32	61	21	26	43	-	-
	7.5%	17.9%	4.5%	6.0%	7.3%	24.3%	7.1%	12.0%	19.3%	7.0%	7.5%	9.0%	6.0%	8.4%	6.2%	7.6%	10.5%	5.7%	6.4%	8.1%	15.1%	-	-
SIGMA	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Table 13
Q12. Which of the following best describes your current employment?
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343	
I work in-house in the private sector	380 20.3%	123 18.4%	257 21.3%	120 21.9%	67 16.9%	51 21.6%	45 18.0%	28 18.5%	11 16.2%	5 11.4%	53 29.3%	278 20.0%	102 21.0%	- -	380 100.0%	- -	- -	- -	97 21.7%	158 29.0%	84 28.2%	31 10.2%	103 22.8%	125 25.9%	103 17.3%	49 14.3%	
I work in-house in the public sector	486 25.9%	153 22.9%	333 27.6%	114 20.8%	102 25.8%	53 22.5%	74 29.6%	59 39.1%	33 48.5%	8 18.2%	43 23.8%	361 26.0%	125 25.8%	486 100.0%	- -	- -	- -	- -	176 39.5%	190 34.9%	97 32.6%	17 5.6%	109 24.1%	147 30.4%	172 28.8%	58 16.9%	
I work in-house for a not-for-profit organisation / NGO	265 14.1%	92 13.8%	173 14.3%	100 18.2%	45 11.4%	37 15.7%	34 13.6%	20 13.2%	10 14.7%	6 13.6%	13 7.2%	200 14.4%	65 13.4%	- -	- -	265 100.0%	- -	- -	87 19.5%	82 15.1%	65 21.8%	26 8.5%	69 15.3%	78 16.1%	89 14.9%	29 8.5%	
I work in a consultancy / agency	494 26.3%	196 29.4%	298 24.7%	167 30.4%	106 26.8%	53 22.5%	66 26.4%	33 21.9%	10 14.7%	19 43.2%	40 22.1%	345 24.8%	149 30.7%	- -	- -	- -	494 100.0%	- -	86 19.3%	114 21.0%	52 17.4%	231 75.7%	160 35.4%	102 21.1%	139 23.3%	93 27.1%	
I am an independent practitioner	250 13.3%	103 15.4%	147 12.2%	48 8.7%	76 19.2%	42 17.8%	31 12.4%	11 7.3%	4 5.9%	6 13.6%	32 17.7%	206 14.8%	44 9.1%	- -	- -	- -	- -	250 100.0%	- -	- -	- -	- -	11 2.4%	31 6.4%	94 15.7%	114 33.2%	
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%	

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Table 14
Q12. Which of the following best describes your current employment?
Base : Work in a public relations

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
I work in-house in the private sector	380	14	152	116	90	8	318	37	13	341	315	20	124	256	95	229	58	193	56	55	71	365	15
	20.3%	16.1%	24.9%	20.6%	16.9%	9.5%	20.1%	24.0%	14.8%	20.7%	20.5%	18.0%	19.1%	20.9%	18.4%	20.6%	21.2%	19.1%	18.3%	18.6%	29.3%	21.9%	7.3%
I work in-house in the public sector	486	8	147	180	138	13	400	42	28	418	398	27	184	302	123	304	70	301	54	70	55	451	35
	25.9%	9.2%	24.1%	32.0%	26.0%	15.5%	25.3%	27.3%	31.8%	25.3%	25.9%	24.3%	28.4%	24.6%	23.9%	27.3%	25.5%	29.7%	17.6%	23.7%	22.7%	27.0%	17.0%
I work in-house for a not-for-profit organisation / NGO	265	8	108	81	65	3	228	18	15	231	217	20	94	171	82	166	24	173	28	40	23	238	27
	14.1%	9.2%	17.7%	14.4%	12.2%	3.6%	14.4%	11.7%	17.0%	14.0%	14.1%	18.0%	14.5%	13.9%	15.9%	14.9%	8.8%	17.1%	9.2%	13.6%	9.5%	14.3%	13.1%
I work in a consultancy / agency	494	56	186	117	115	20	433	36	23	446	419	29	151	343	153	281	68	251	104	79	54	453	41
	26.3%	64.4%	30.5%	20.8%	21.7%	23.8%	27.4%	23.4%	26.1%	27.0%	27.2%	26.1%	23.3%	28.0%	29.7%	25.2%	24.8%	24.8%	34.0%	26.8%	22.3%	27.1%	19.9%
I am an independent practitioner	250	1	17	69	123	40	200	21	9	213	190	15	95	155	62	134	54	94	64	51	39	162	88
	13.3%	1.1%	2.8%	12.3%	23.2%	47.6%	12.7%	13.6%	10.2%	12.9%	12.3%	13.5%	14.7%	12.6%	12.0%	12.0%	19.7%	9.3%	20.9%	17.3%	16.1%	9.7%	42.7%
SIGMA	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 15
Q13. Which of the following best describes your current employment?
Base : Not work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR					
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	153	63	90	34	34	13	26	12	1	3	30	113	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am currently employed in a non-public relations role	86	35	51	23	17	9	13	3	1	1	19	59	27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	56.2%	55.6%	56.7%	67.6%	50.0%	69.2%	50.0%	25.0%	100.0%	33.3%	63.3%	52.2%	67.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am not currently employed	30	8	22	6	6	2	4	4	-	-	8	24	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	19.6%	12.7%	24.4%	17.6%	17.6%	15.4%	15.4%	33.3%	-	-	26.7%	21.2%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am retired	19	15	4	3	9	-	2	1	-	2	2	13	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	12.4%	23.8%	4.4%	8.8%	26.5%	-	7.7%	8.3%	-	66.7%	6.7%	11.5%	15.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am a full-time student	18	5	13	2	2	2	7	4	-	-	1	17	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	11.8%	7.9%	14.4%	5.9%	5.9%	15.4%	26.9%	33.3%	-	-	3.3%	15.0%	2.5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SIGMA	153	63	90	34	34	13	26	12	1	3	30	113	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 16
Q13. Which of the following best describes your current employment?
Base : Not work in a public relations

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	153	19	29	36	42	27	121	21	21	124	125	11	41	112	34	92	32	61	21	26	43	-	-
I am currently employed in a non-public relations role	86	3	20	25	28	10	68	12	6	75	72	4	29	57	24	55	13	33	15	16	22	-	-
	56.2%	15.8%	69.0%	69.4%	66.7%	37.0%	56.2%	57.1%	28.6%	60.5%	57.6%	36.4%	70.7%	50.9%	70.6%	59.8%	40.6%	54.1%	71.4%	61.5%	51.2%	-	-
I am not currently employed	30	2	7	10	10	1	22	5	8	20	26	2	10	20	5	22	3	13	1	3	11	-	-
	19.6%	10.5%	24.1%	27.8%	23.8%	3.7%	18.2%	23.8%	38.1%	16.1%	20.8%	18.2%	24.4%	17.9%	14.7%	23.9%	9.4%	21.3%	4.8%	11.5%	25.6%	-	-
I am retired	19	-	-	-	3	16	18	1	5	14	18	-	-	19	5	3	11	8	3	7	1	-	-
	12.4%	-	-	-	7.1%	59.3%	14.9%	4.8%	23.8%	11.3%	14.4%	-	-	17.0%	14.7%	3.3%	34.4%	13.1%	14.3%	26.9%	2.3%	-	-
I am a full-time student	18	14	2	1	1	-	13	3	2	15	9	5	2	16	-	12	5	7	2	-	9	-	-
	11.8%	73.7%	6.9%	2.8%	2.4%	-	10.7%	14.3%	9.5%	12.1%	7.2%	45.5%	4.9%	14.3%	-	13.0%	15.6%	11.5%	9.5%	-	20.9%	-	-
SIGMA	153	19	29	36	42	27	121	21	21	124	125	11	41	112	34	92	32	61	21	26	43	-	-
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-

Survation.

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Table 17
Q14. Do you consider yourself to work full-time or part-time?
Base : Work in a public relations

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR				

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Table 18
Q14. Do you consider yourself to work full-time or part-time?
Base : Work in a public relations

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
Full-time	1669	79	580	496	459	55	1407	141	77	1473	1373	102	528	1141	466	996	232	912	262	255	221	1669	-
	89.0%	90.8%	95.1%	88.1%	86.4%	65.5%	89.1%	91.6%	87.5%	89.3%	89.2%	91.9%	81.5%	93.0%	90.5%	89.4%	84.7%	90.1%	85.6%	86.4%	91.3%	100.0%	-
Part-time	206	8	30	67	72	29	172	13	11	176	166	9	120	86	49	118	42	100	44	40	21	-	206
	11.0%	9.2%	4.9%	11.9%	13.6%	34.5%	10.9%	8.4%	12.5%	10.7%	10.8%	8.1%	18.5%	7.0%	9.5%	10.6%	15.3%	9.9%	14.4%	13.6%	8.7%	-	100.0%
SIGMA	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 19
Q15. Does your organisation promote a flexible working culture?
Base : Work in a public relations and non-practitioner

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1625	564	1061	501	320	194	219	140	64	38	149	1184	441	486	380	265	494	-	446	544	298	305	441	452	503	229
Yes	1138	420	718	337	237	144	157	106	53	25	79	842	296	390	231	191	326	-	292	361	205	256	257	304	392	185
	70.0%	74.5%	67.7%	67.3%	74.1%	74.2%	71.7%	75.7%	82.8%	65.8%	53.0%	71.1%	67.1%	80.2%	60.8%	72.1%	66.0%	-	65.5%	66.4%	68.8%	83.9%	58.3%	67.3%	77.9%	80.8%
No	375	117	258	123	65	39	48	26	9	10	55	262	113	70	124	52	129	-	107	143	79	39	130	125	81	39
	23.1%	20.7%	24.3%	24.6%	20.3%	20.1%	21.9%	18.6%	14.1%	26.3%	36.9%	22.1%	25.6%	14.4%	32.6%	19.6%	26.1%	-	24.0%	26.3%	26.5%	12.8%	29.5%	27.7%	16.1%	17.0%
Not sure	112	27	85	41	18	11	14	8	2	3	15	80	32	26	25	22	39	-	47	40	14	10	54	23	30	5
	6.9%	4.8%	8.0%	8.2%	5.6%	5.7%	6.4%	5.7%	3.1%	7.9%	10.1%	6.8%	7.3%	5.3%	6.6%	8.3%	7.9%	-	10.5%	7.4%	4.7%	3.3%	12.2%	5.1%	6.0%	2.2%
SIGMA	1625	564	1061	501	320	194	219	140	64	38	149	1184	441	486	380	265	494	-	446	544	298	305	441	452	503	229
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 20
Q15. Does your organisation promote a flexible working culture?
Base : Work in a public relations and non-practitioner

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1625	86	593	494	408	44	1379	133	79	1436	1349	96	553	1072	453	980	220	918	242	244	203	1507	118
Yes	1138	41	367	372	320	38	979	77	55	1004	943	71	430	708	300	684	171	658	168	185	116	1038	100
	70.0%	47.7%	61.9%	75.3%	78.4%	86.4%	71.0%	57.9%	69.6%	69.9%	69.9%	74.0%	77.8%	66.0%	66.2%	69.8%	77.7%	71.7%	69.4%	75.8%	57.1%	68.9%	84.7%
No	375	27	174	95	74	5	311	38	17	334	312	18	100	275	117	227	39	198	60	44	66	365	10
	23.1%	31.4%	29.3%	19.2%	18.1%	11.4%	22.6%	28.6%	21.5%	23.3%	23.1%	18.8%	18.1%	25.7%	25.8%	23.2%	17.7%	21.6%	24.8%	18.0%	32.5%	24.2%	8.5%
Not sure	112	18	52	27	14	1	89	18	7	98	94	7	23	89	36	69	10	62	14	15	21	104	8
	6.9%	20.9%	8.8%	5.5%	3.4%	2.3%	6.5%	13.5%	8.9%	6.8%	7.0%	7.3%	4.2%	8.3%	7.9%	7.0%	4.5%	6.8%	5.8%	6.1%	10.3%	6.9%	6.8%
SIGMA	1625	86	593	494	408	44	1379	133	79	1436	1349	96	553	1072	453	980	220	918	242	244	203	1507	118
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 21
Q16. Please select the description that best fits your current level of seniority.
Base : Work in a public relations and non-practitioner

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

Table 22
Q16. Please select the description that best fits your current level of seniority.
Base : Work in a public relations and non-practitioner

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1625	86	593	494	408	44	1379	133	79	1436	1349	96	553	1072	453	980	220	918	242	244	203	1507	118
Intern / Trainee	8	5	2	1	-	-	6	2	-	7	5	3	1	7	1	5	2	2	1	2	3	6	2
	0.5%	5.8%	0.3%	0.2%	-	-	0.4%	1.5%	-	0.5%	0.4%	3.1%	0.2%	0.7%	0.2%	0.5%	0.9%	0.2%	0.4%	0.8%	1.5%	0.4%	1.7%
Assistant / Executive	126	58	55	8	5	-	104	16	6	113	107	8	13	113	33	81	16	78	19	9	20	119	7
	7.8%	67.4%	9.3%	1.6%	1.2%	-	7.5%	12.0%	7.6%	7.9%	7.9%	8.3%	2.4%	10.5%	7.3%	8.3%	7.3%	8.5%	7.9%	3.7%	9.9%	7.9%	5.9%
Officer	312	10	152	92	51	7	251	32	20	268	252	15	91	221	70	200	50	207	28	35	37	279	33
	19.2%	11.6%	25.6%	18.6%	12.5%	15.9%	18.2%	24.1%	25.3%	18.7%	18.7%	15.6%	16.5%	20.6%	15.5%	20.4%	22.7%	22.5%	11.6%	14.3%	18.2%	18.5%	28.0%
Manager	544	11	257	170	101	5	458	43	24	479	456	28	179	365	164	340	52	330	67	71	71	506	38
	33.5%	12.8%	43.3%	34.4%	24.8%	11.4%	33.2%	32.3%	30.4%	33.4%	33.8%	29.2%	32.4%	34.0%	36.2%	34.7%	23.6%	35.9%	27.7%	29.1%	35.0%	33.6%	32.2%
Head of Communications / Associate Director	298	-	74	114	100	10	265	17	10	272	250	21	118	180	77	184	40	169	43	50	34	280	18
	18.3%	-	12.5%	23.1%	24.5%	22.7%	19.2%	12.8%	12.7%	18.9%	18.5%	21.9%	21.3%	16.8%	17.0%	18.8%	18.2%	18.4%	17.8%	20.5%	16.7%	18.6%	15.3%
Director / Partner / MD	205	-	31	66	96	12	185	8	10	182	168	13	93	112	71	105	28	74	53	57	16	195	10
	12.6%	-	5.2%	13.4%	23.5%	27.3%	13.4%	6.0%	12.7%	12.7%	12.5%	13.5%	16.8%	10.4%	15.7%	10.7%	12.7%	8.1%	21.9%	23.4%	7.9%	12.9%	8.5%
Owner	100	-	8	34	50	8	86	8	9	84	86	4	50	50	27	48	27	43	27	17	13	92	8
	6.2%	-	1.3%	6.9%	12.3%	18.2%	6.2%	6.0%	11.4%	5.8%	6.4%	4.2%	9.0%	4.7%	6.0%	4.9%	12.3%	4.7%	11.2%	7.0%	6.4%	6.1%	6.8%
Other	32	2	14	9	5	2	24	7	-	31	25	4	8	24	10	17	5	15	4	3	9	30	2
	2.0%	2.3%	2.4%	1.8%	1.2%	4.5%	1.7%	5.3%	-	2.2%	1.9%	4.2%	1.4%	2.2%	2.2%	1.7%	2.3%	1.6%	1.7%	1.2%	4.4%	2.0%	1.7%
SIGMA	1625	86	593	494	408	44	1379	133	79	1436	1349	96	553	1072	453	980	220	918	242	244	203	1507	118
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 23
Q17. How many years have you worked in public relations?
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

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Table 24
Q17. How many years have you worked in public relations?
Base : Work in a public relations

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
0-2	160 8.5%	73 83.9%	64 10.5%	17 3.0%	6 1.1%	-	126 8.0%	25 16.2%	6 6.8%	142 8.6%	131 8.5%	11 9.9%	20 3.1%	140 11.4%	44 8.5%	101 9.1%	18 6.6%	100 9.9%	19 6.2%	16 5.4%	23 9.5%	147 8.8%	13 6.3%
3-5	292 15.6%	14 16.1%	215 35.2%	45 8.0%	17 3.2%	1	248 15.7%	26 16.9%	12 13.6%	265 16.1%	248 16.1%	21 18.9%	42 6.5%	250 20.4%	97 18.8%	178 16.0%	26 9.5%	185 18.3%	36 11.8%	30 10.2%	40 16.5%	281 16.8%	11 5.3%
6-10	483 25.8%	-	275 45.1%	143 25.4%	62 11.7%	3	405 25.6%	36 23.4%	20 22.7%	424 25.7%	397 25.8%	29 26.1%	174 26.9%	309 25.2%	146 28.3%	294 26.4%	52 19.0%	277 27.4%	63 20.6%	62 21.0%	74 30.6%	442 26.5%	41 19.9%
11-15	358 19.1%	-	54 8.9%	221 39.3%	80 15.1%	3	291 18.4%	33 21.4%	15 17.0%	314 19.0%	289 18.8%	20 18.0%	171 26.4%	187 15.2%	76 14.8%	239 21.5%	48 17.5%	210 20.8%	61 19.9%	37 12.5%	47 19.4%	317 19.0%	41 19.9%
16-20	239 12.7%	-	1 0.2%	120 21.3%	112 21.1%	6	203 12.9%	18 11.7%	14 15.9%	206 12.5%	192 12.5%	16 14.4%	123 19.0%	116 9.5%	51 9.9%	154 13.8%	36 13.1%	114 11.3%	52 17.0%	43 14.6%	29 12.0%	209 12.5%	30 14.6%
21+	343 18.3%	-	1 0.2%	17 3.0%	254 47.8%	71	306 19.4%	16 10.4%	21 23.9%	298 18.1%	282 18.3%	14 12.6%	118 18.2%	225 18.3%	101 19.6%	148 13.3%	94 34.3%	126 12.5%	75 24.5%	107 36.3%	29 12.0%	273 16.4%	70 34.0%
SIGMA	1875 100.0%	87 100.0%	610 100.0%	563 100.0%	531 100.0%	84 100.0%	1579 100.0%	154 100.0%	88 100.0%	1649 100.0%	1539 100.0%	111 100.0%	648 100.0%	1227 100.0%	515 100.0%	1114 100.0%	274 100.0%	1012 100.0%	306 100.0%	295 100.0%	242 100.0%	1669 100.0%	206 100.0%

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Table 25
Q18. On a scale of 1-5, how would you rate your current level of work related stress?
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343		
1	47	21	26	15	10	7	4	3	3	1	4	32	15	12	9	9	8	9	10	13	5	8	8	12	17	10		
	2.5%	3.1%	2.2%	2.7%	2.5%	3.0%	1.6%	2.0%	4.4%	2.3%	2.2%	2.3%	3.1%	2.5%	2.4%	3.4%	1.6%	3.6%	2.2%	2.4%	1.7%	2.6%	1.8%	2.5%	2.8%	2.9%		
2	308	123	185	77	77	40	43	21	12	4	34	230	78	76	48	40	68	76	87	70	38	31	77	72	90	69		
	16.4%	18.4%	15.3%	14.0%	19.4%	16.9%	17.2%	13.9%	17.6%	9.1%	18.8%	16.5%	16.1%	15.6%	12.6%	15.1%	13.8%	30.4%	19.5%	12.9%	12.8%	10.2%	17.0%	14.9%	15.1%	20.1%		
3	766	275	491	227	166	100	88	68	31	23	63	555	211	195	163	110	195	103	204	233	92	120	213	187	231	135		
	40.9%	41.2%	40.6%	41.3%	41.9%	42.4%	35.2%	45.0%	45.6%	52.3%	34.8%	39.9%	43.5%	40.1%	42.9%	41.5%	39.5%	41.2%	45.7%	42.8%	30.9%	39.3%	47.1%	38.7%	38.7%	39.4%		
4	635	216	419	200	118	73	97	54	19	15	59	477	158	166	137	87	186	59	126	202	124	114	136	173	222	104		
	33.9%	32.4%	34.7%	36.4%	29.8%	30.9%	38.8%	35.8%	27.9%	34.1%	32.6%	34.3%	32.6%	34.2%	36.1%	32.8%	37.7%	23.6%	28.3%	37.1%	41.6%	37.4%	30.1%	35.8%	37.2%	30.3%		
5	119	32	87	30	25	16	18	5	3	1	21	96	23	37	23	19	37	3	19	26	39	32	18	39	37	25		
	6.3%	4.8%	7.2%	5.5%	6.3%	6.8%	7.2%	3.3%	4.4%	2.3%	11.6%	6.9%	4.7%	7.6%	6.1%	7.2%	7.5%	1.2%	4.3%	4.8%	13.1%	10.5%	4.0%	8.1%	6.2%	7.3%		
SIGMA	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Survation.

Table 26
Q18. On a scale of 1-5, how would you rate your current level of work related stress?
Base : Work in a public relations

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
1	47 2.5%	3 3.4%	11 1.8%	16 2.8%	15 2.8%	2 2.4%	39 2.5%	4 2.6%	1 1.1%	42 2.5%	36 2.3%	3 2.7%	13 2.0%	34 2.8%	7 1.4%	31 2.8%	9 3.3%	26 2.6%	6 2.0%	8 2.7%	7 2.9%	40 2.4%	7 3.4%
2	308 16.4%	19 21.8%	83 13.6%	91 16.2%	84 15.8%	31 36.9%	264 16.7%	21 13.6%	14 15.9%	270 16.4%	252 16.4%	17 15.3%	112 17.3%	196 16.0%	89 17.3%	168 15.1%	50 18.2%	162 16.0%	57 18.6%	53 18.0%	31 12.8%	236 14.1%	72 35.0%
3	766 40.9%	44 50.6%	271 44.4%	212 37.7%	204 38.4%	35 41.7%	643 40.7%	71 46.1%	37 42.0%	677 41.1%	639 41.5%	45 40.5%	267 41.2%	499 40.7%	214 41.6%	442 39.7%	121 44.2%	426 42.1%	121 39.5%	127 43.1%	87 36.0%	677 40.6%	89 43.2%
4	635 33.9%	19 21.8%	210 34.4%	203 36.1%	189 35.6%	14 16.7%	540 34.2%	45 29.2%	29 33.0%	566 34.3%	518 33.7%	40 36.0%	215 33.2%	420 34.2%	169 32.8%	399 35.8%	79 28.8%	350 34.6%	101 33.0%	85 28.8%	89 36.8%	603 36.1%	32 15.5%
5	119 6.3%	2 2.3%	35 5.7%	41 7.3%	39 7.3%	2 2.4%	93 5.9%	13 8.4%	7 8.0%	94 5.7%	94 6.1%	6 5.4%	41 6.3%	78 6.4%	36 7.0%	74 6.6%	15 5.5%	48 4.7%	21 6.9%	22 7.5%	28 11.6%	113 6.8%	6 2.9%
SIGMA	1875 100.0%	87 100.0%	610 100.0%	563 100.0%	531 100.0%	84 100.0%	1579 100.0%	154 100.0%	88 100.0%	1649 100.0%	1539 100.0%	111 100.0%	648 100.0%	1227 100.0%	515 100.0%	1114 100.0%	274 100.0%	1012 100.0%	306 100.0%	295 100.0%	242 100.0%	1669 100.0%	206 100.0%

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Table 27
Q19.On a scale of 1-5, how would you rate your current enjoyment of your current job?
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343	
1	38 2.0%	13 1.9%	25 2.1%	17 3.1%	5 1.3%	1 0.4%	9 3.6%	2 1.3%	1 1.5%	- -	3 1.7%	27 1.9%	11 2.3%	12 2.5%	12 3.2%	4 1.5%	8 1.6%	2 0.8%	12 2.7%	9 1.7%	10 3.4%	5 1.6%	7 1.5%	13 2.7%	13 2.2%	5 1.5%	
2	152 8.1%	44 6.6%	108 8.9%	52 9.5%	33 8.3%	19 8.1%	22 8.8%	12 7.9%	7 10.3%	2 4.5%	5 2.8%	107 7.7%	45 9.3%	56 11.5%	30 7.9%	25 9.4%	31 6.3%	10 4.0%	50 11.2%	57 10.5%	22 7.4%	13 4.3%	41 9.1%	41 8.5%	53 8.9%	17 5.0%	
3	498 26.6%	182 27.3%	316 26.2%	166 30.2%	105 26.5%	55 23.3%	60 24.0%	34 22.5%	25 36.8%	11 25.0%	42 23.2%	368 26.5%	130 26.8%	142 29.2%	105 27.6%	77 29.1%	122 24.7%	52 20.8%	134 30.0%	157 28.9%	79 26.5%	64 21.0%	125 27.7%	140 29.0%	164 27.5%	69 20.1%	
4	775 41.3%	273 40.9%	502 41.6%	211 38.4%	165 41.7%	105 44.5%	100 40.0%	75 49.7%	22 32.4%	20 45.5%	77 42.5%	557 40.1%	218 44.9%	181 37.2%	156 41.1%	116 43.8%	208 42.1%	114 45.6%	172 38.6%	231 42.5%	126 42.3%	120 39.3%	195 43.1%	195 40.4%	238 39.9%	147 42.9%	
5	412 22.0%	155 23.2%	257 21.3%	103 18.8%	88 22.2%	56 23.7%	59 23.6%	28 18.5%	13 19.1%	11 25.0%	54 29.8%	331 23.8%	81 16.7%	95 19.5%	77 20.3%	43 16.2%	125 25.3%	72 28.8%	78 17.5%	90 16.5%	61 20.5%	103 33.8%	84 18.6%	94 19.5%	129 21.6%	105 30.6%	
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%	

Table 28
Q19. On a scale of 1-5, how would you rate your current enjoyment of your current job?
Base : Work in a public relations

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1875	87	610	563	531	84	1579	154	88	1649	1539	111	648	1227	515	1114	274	1012	306	295	242	1669	206
1	38 2.0%	2 2.3%	9 1.5%	17 3.0%	10 1.9%	-	30 1.9%	5 3.2%	2 2.3%	32 1.9%	33 2.1%	2 1.8%	12 1.9%	26 2.1%	10 1.9%	22 2.0%	7 2.6%	23 2.3%	5 1.6%	6 2.0%	4 1.7%	34 2.0%	4 1.9%
2	152 8.1%	7 8.0%	48 7.9%	54 9.6%	37 7.0%	6 7.1%	133 8.4%	10 6.5%	17 19.3%	128 7.8%	130 8.4%	9 8.1%	45 6.9%	107 8.7%	48 9.3%	89 8.0%	18 6.6%	89 8.8%	23 7.5%	24 8.1%	13 5.4%	137 8.2%	15 7.3%
3	498 26.6%	24 27.6%	186 30.5%	142 25.2%	133 25.0%	13 15.5%	418 26.5%	40 26.0%	23 26.1%	436 26.4%	398 25.9%	34 30.6%	179 27.6%	319 26.0%	157 30.5%	294 26.4%	55 20.1%	282 27.9%	80 26.1%	70 23.7%	62 25.6%	443 26.5%	55 26.7%
4	775 41.3%	38 43.7%	265 43.4%	229 40.7%	206 38.8%	37 44.0%	662 41.9%	53 34.4%	27 30.7%	693 42.0%	638 41.5%	40 36.0%	258 39.8%	517 42.1%	205 39.8%	465 41.7%	115 42.0%	408 40.3%	129 42.2%	126 42.7%	102 42.1%	685 41.0%	90 43.7%
5	412 22.0%	16 18.4%	102 16.7%	121 21.5%	145 27.3%	28 33.3%	336 21.3%	46 29.9%	19 21.6%	360 21.8%	340 22.1%	26 23.4%	154 23.8%	258 21.0%	95 18.4%	244 21.9%	79 28.8%	210 20.8%	69 22.5%	69 23.4%	61 25.2%	370 22.2%	42 20.4%
SIGMA	1875 100.0%	87 100.0%	610 100.0%	563 100.0%	531 100.0%	84 100.0%	1579 100.0%	154 100.0%	88 100.0%	1649 100.0%	1539 100.0%	111 100.0%	648 100.0%	1227 100.0%	515 100.0%	1114 100.0%	274 100.0%	1012 100.0%	306 100.0%	295 100.0%	242 100.0%	1669 100.0%	206 100.0%

Survation.

Table 29
Q20. What is your current gross basic salary per annum?
Base : All Answering

	Total		Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

Survation.

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Table 30
Q20. What is your current gross basic salary per annum?
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1616	85	592	492	404	43	1377	129	79	1427	1342	96	548	1068	453	974	217	916	242	243	198	1500	116
£0-£19,999	141	42	39	33	23	4	96	32	4	123	105	15	51	90	21	105	17	70	13	16	40	121	20
	8.7%	49.4%	6.6%	6.7%	5.7%	9.3%	7.0%	24.8%	5.1%	8.6%	7.8%	15.6%	9.3%	8.4%	4.6%	10.8%	7.8%	7.6%	5.4%	6.6%	20.2%	8.1%	17.2%
£20,000-£39,999	707	42	364	190	100	11	604	49	39	615	596	34	194	513	196	443	83	457	78	89	78	650	57
	43.8%	49.4%	61.5%	38.6%	24.8%	25.6%	43.9%	38.0%	49.4%	43.1%	44.4%	35.4%	35.4%	48.0%	43.3%	45.5%	38.2%	49.9%	32.2%	36.6%	39.4%	43.3%	49.1%
£40,000-£59,999	420	1	153	140	115	11	368	31	16	383	357	25	149	271	108	247	71	253	68	61	36	396	24
	26.0%	1.2%	25.8%	28.5%	28.5%	25.6%	26.7%	24.0%	20.3%	26.8%	26.6%	26.0%	27.2%	25.4%	23.8%	25.4%	32.7%	27.6%	28.1%	25.1%	18.2%	26.4%	20.7%
£60,000-£79,999	175	-	26	70	68	11	157	8	8	159	148	11	72	103	58	95	24	80	33	39	20	167	8
	10.8%	-	4.4%	14.2%	16.8%	25.6%	11.4%	6.2%	10.1%	11.1%	11.0%	11.5%	13.1%	9.6%	12.8%	9.8%	11.1%	8.7%	13.6%	16.0%	10.1%	11.1%	6.9%
£80,000-£99,999	66	-	6	28	30	2	58	1	5	53	48	5	28	38	25	32	10	26	16	14	9	66	-
	4.1%	-	1.0%	5.7%	7.4%	4.7%	4.2%	0.8%	6.3%	3.7%	3.6%	5.2%	5.1%	3.6%	5.5%	3.3%	4.6%	2.8%	6.6%	5.8%	4.5%	4.4%	-
£100,000+	106	-	4	31	67	4	93	8	7	93	87	6	53	53	45	52	12	30	34	24	15	99	7
	6.6%	-	0.7%	6.3%	16.6%	9.3%	6.8%	6.2%	8.9%	6.5%	6.5%	6.3%	9.7%	5.0%	9.9%	5.3%	5.5%	3.3%	14.0%	9.9%	7.6%	6.6%	6.0%
Mean	46596.70	21021.79	36162.84	50340.91	62214.82	51584.75	46952.17	44019.76	52007.18	46563.26	46213.27	44203.50	51429.67	44121.41	52181.12	44318.65	46442.98	41985.00	58606.10	51941.00	45380.59	47137.34	39610.61
SIGMA	1615	85	592	492	403	43	1376	129	79	1426	1341	96	547	1068	453	974	217	916	242	243	198	1499	116
	99.9%	100.0%	100.0%	100.0%	99.8%	100.0%	99.9%	100.0%	100.0%	99.9%	99.9%	100.0%	99.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%

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Table 31
Q20. What is your current gross basic salary per annum?
Base : All Answering

	Total	Sectors																							
	Aerospace/ Defence	Arts/ culture	Automotive	Charity/ voluntary sector	Computing/ technology	Education	Fashion/ beauty	Financial services/ corporate	FMCG	Health/ pharmaceut ical (private sector)	Insurance/ legal	Manufactur ing	Media	Profession al body/ trade associatio n	Property and constructi on	Public sector - armed services/ emergency services/ NHS	Public sector - local/ central government	Retail/ wholesale	Sport	Science/ engineerin g	Travel and tourism	Transport	Utilities (waste, water, oil, gas, electricit y)	Other	
Unweighted Total	1616	62	101	83	300	173	256	69	259	131	153	122	158	124	179	257	240	403	184	97	131	175	146	174	196
£0-£19,999	141 8.7%	2 3.2%	14 13.9%	17 20.5%	31 10.3%	26 15.0%	24 9.4%	8 11.6%	28 10.8%	18 13.7%	11 7.2%	18 14.8%	28 17.7%	19 15.3%	22 12.3%	27 10.5%	13 5.4%	33 8.2%	23 12.5%	16 16.5%	13 9.9%	23 13.1%	13 8.9%	16 9.2%	20 10.2%
£20,000-£39,999	707 43.8%	20 32.3%	47 46.5%	23 27.7%	142 47.3%	60 34.7%	120 46.9%	28 40.6%	72 27.8%	35 26.7%	51 33.3%	39 32.0%	51 32.3%	43 34.7%	68 38.0%	110 42.8%	109 45.4%	195 48.4%	72 39.1%	34 35.1%	55 42.0%	70 40.0%	46 31.5%	67 38.5%	79 40.3%
£40,000-£59,999	420 26.0%	16 25.8%	22 21.8%	20 24.1%	69 23.0%	33 19.1%	59 23.0%	15 21.7%	69 26.6%	27 20.6%	38 24.8%	31 25.4%	39 24.7%	24 19.4%	37 20.7%	57 22.2%	65 27.1%	107 26.6%	42 22.8%	18 18.6%	28 21.4%	30 17.1%	48 32.9%	46 26.4%	59 30.1%
£60,000-£79,999	175 10.8%	9 14.5%	10 9.9%	10 12.0%	29 9.7%	20 11.6%	29 11.3%	9 13.0%	35 13.5%	25 19.1%	20 13.1%	12 9.8%	17 10.8%	15 12.1%	22 12.3%	31 12.1%	29 12.1%	33 8.2%	22 12.0%	13 13.4%	15 11.5%	20 11.4%	8 5.5%	19 10.9%	19 9.7%
£80,000-£99,999	66 4.1%	5 8.1%	5 5.0%	5 6.0%	11 3.7%	11 6.4%	9 3.5%	2 2.9%	21 8.1%	10 7.6%	8 5.2%	7 5.7%	7 4.4%	8 6.5%	9 5.0%	10 3.9%	6 2.5%	11 2.7%	7 3.8%	4 4.1%	7 5.3%	10 5.7%	11 7.5%	7 4.0%	6 3.1%
£100,000+	106 6.6%	10 16.1%	3 3.0%	8 9.6%	18 6.0%	22 12.7%	15 5.9%	7 10.1%	34 13.1%	16 12.2%	25 16.3%	15 12.3%	16 10.1%	15 12.1%	21 11.7%	22 8.6%	18 7.5%	24 6.0%	18 9.8%	12 12.4%	13 9.9%	22 12.6%	20 13.7%	19 10.9%	13 6.6%
Mean	46596.70	66155.29	40493.89	53189.32	44136.39	53952.77	45090.90	47670.46	56428.60	54432.78	59118.71	53919.81	50534.75	51957.92	53058.04	47051.27	49188.50	44307.20	47475.63	50175.66	51502.31	52419.01	54495.29	51603.43	46198.29
SIGMA	1615 99.9%	62 100.0%	101 100.0%	83 100.0%	300 100.0%	172 99.4%	256 100.0%	69 100.0%	259 100.0%	131 100.0%	153 100.0%	122 100.0%	158 100.0%	124 100.0%	179 100.0%	257 100.0%	240 100.0%	403 100.0%	184 100.0%	97 100.0%	131 100.0%	175 100.0%	146 100.0%	174 100.0%	196 100.0%

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Table 32
Q21. Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?
Base : Work in a public relations and non-practitioner

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1625	564	1061	501	320	194	219	140	64	38	149	1184	441	486	380	265	494	-	446	544	298	305	441	452	503	229	
Yes	599 36.9%	226 40.1%	373 35.2%	219 43.7%	107 33.4%	60 30.9%	67 30.6%	37 26.4%	19 29.7%	15 39.5%	75 50.3%	431 36.4%	168 38.1%	77 15.8%	240 63.2%	63 23.8%	219 44.3%	-	119 26.7%	210 38.6%	109 36.6%	145 47.5%	157 35.6%	168 37.2%	180 35.8%	94 41.0%	
No	977 60.1%	311 55.1%	666 62.8%	269 53.7%	205 64.1%	126 64.9%	149 68.0%	98 70.0%	45 70.3%	22 57.9%	63 42.3%	716 60.5%	261 59.2%	400 82.3%	129 33.9%	197 74.3%	251 50.8%	-	319 71.5%	323 59.4%	181 60.7%	138 45.2%	274 62.1%	273 60.4%	306 60.8%	124 54.1%	
Prefer not to say	49 3.0%	27 4.8%	22 2.1%	13 2.6%	8 2.5%	8 4.1%	3 1.4%	5 3.6%	-	1 2.6%	11 7.4%	37 3.1%	12 2.7%	9 1.9%	11 2.9%	5 1.9%	24 4.9%	-	8 1.8%	11 2.0%	8 2.7%	22 7.2%	10 2.3%	11 2.4%	17 3.4%	11 4.8%	
SIGMA	1625 100.0%	564 100.0%	1061 100.0%	501 100.0%	320 100.0%	194 100.0%	219 100.0%	140 100.0%	64 100.0%	38 100.0%	149 100.0%	1184 100.0%	441 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	-	446 100.0%	544 100.0%	298 100.0%	305 100.0%	441 100.0%	452 100.0%	503 100.0%	229 100.0%	

Survation.

25 Feb 2015

Table 33
Q21. Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?
Base : Work in a public relations and non-practitioner

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1625	86	593	494	408	44	1379	133	79	1436	1349	96	553	1072	453	980	220	918	242	244	203	1507	118
Yes	599	26	237	182	138	16	506	54	24	532	497	37	198	401	179	344	79	306	103	97	86	571	28
	36.9%	30.2%	40.0%	36.8%	33.8%	36.4%	36.7%	40.6%	30.4%	37.0%	36.8%	38.5%	35.8%	37.4%	39.5%	35.1%	35.9%	33.3%	42.6%	39.8%	42.4%	37.9%	23.7%
No	977	58	345	299	249	26	840	71	53	864	819	56	332	645	261	606	136	590	131	141	106	888	89
	60.1%	67.4%	58.2%	60.5%	61.0%	59.1%	60.9%	53.4%	67.1%	60.2%	60.7%	58.3%	60.0%	60.2%	57.6%	61.8%	61.8%	64.3%	54.1%	57.8%	52.2%	58.9%	75.4%
Prefer not to say	49	2	11	13	21	2	33	8	2	40	33	3	23	26	13	30	5	22	8	6	11	48	1
	3.0%	2.3%	1.9%	2.6%	5.1%	4.5%	2.4%	6.0%	2.5%	2.8%	2.4%	3.1%	4.2%	2.4%	2.9%	3.1%	2.3%	2.4%	3.3%	2.5%	5.4%	3.2%	0.8%
SIGMA	1625	86	593	494	408	44	1379	133	79	1436	1349	96	553	1072	453	980	220	918	242	244	203	1507	118
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

25 Feb 2015

Table 34
Q21. Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?
Base : Work in a public relations and non-practitioner

	Total	Sectors																							
	Aerospace/ Defence	Arts/ culture	Automotive	Charity/ voluntary sector	Computing/ technology	Education	Fashion/ beauty	Financial services/ corporate	FMCG	Health/ pharmaceut ical (private sector)	Insurance/ legal	Manufactur ing	Media	Profession al body/ trade associatio n	Property and constructi on	Public sector - armed services/ emergency services/ NHS	Public sector - local/ central government	Retail/ wholesale	Sport	Science/ engineerin g	Travel and tourism	Transport	Utilities (waste, water, oil, gas, electricit y)	Other	
Unweighted Total	1625	63	101	83	301	174	258	70	261	132	155	123	159	126	179	258	241	407	185	97	131	176	147	174	197
Yes	599 36.9%	38 60.3%	38 37.6%	44 53.0%	92 30.6%	82 47.1%	75 29.1%	30 42.9%	134 51.3%	74 56.1%	86 55.5%	65 52.8%	84 52.8%	50 39.7%	73 40.8%	123 47.7%	57 23.7%	110 27.0%	104 56.2%	42 43.3%	64 48.9%	77 43.8%	67 45.6%	94 54.0%	88 44.7%
No	977 60.1%	23 36.5%	60 59.4%	38 45.8%	201 66.8%	81 46.6%	169 65.5%	37 52.9%	114 43.7%	50 37.9%	55 35.5%	52 42.3%	64 40.3%	66 52.4%	95 53.1%	126 48.8%	178 73.9%	284 69.8%	72 38.9%	47 48.5%	62 47.3%	94 53.4%	73 49.7%	73 42.0%	107 54.3%
Prefer not to say	49 3.0%	2 3.2%	3 3.0%	1 1.2%	8 2.7%	11 6.3%	14 5.4%	3 4.3%	13 5.0%	8 6.1%	14 9.0%	6 4.9%	11 6.9%	10 7.9%	11 6.1%	9 3.5%	6 2.5%	13 3.2%	9 4.9%	8 8.2%	5 3.8%	5 2.8%	7 4.8%	7 4.0%	2 1.0%
SIGMA	1625 100.0%	63 100.0%	101 100.0%	83 100.0%	301 100.0%	174 100.0%	258 100.0%	70 100.0%	261 100.0%	132 100.0%	155 100.0%	123 100.0%	159 100.0%	126 100.0%	179 100.0%	258 100.0%	241 100.0%	407 100.0%	185 100.0%	97 100.0%	131 100.0%	176 100.0%	147 100.0%	174 100.0%	197 100.0%

25 Feb 2015

Table 35
Q22. What was your personal income from your business at the end of the last financial year?
Base : Independent practitioner

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR					
															</													

Survation.

25 Feb 2015

Table 36
Q22. What was your personal income from your business at the end of the last financial year?
Base : Independent practitioner

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	250	1	17	69	123	40	200	21	9	213	190	15	95	155	62	134	54	94	64	51	39	162	88
Income	162	-	8	40	87	27	135	10	6	139	132	9	64	98	41	87	36	57	45	35	24	111	51
	64.8%	-	47.1%	58.0%	70.7%	67.5%	67.5%	47.6%	66.7%	65.3%	69.5%	60.0%	67.4%	63.2%	66.1%	64.9%	66.7%	60.6%	70.3%	68.6%	61.5%	68.5%	58.0%
Don't know	88	1	9	29	36	13	65	11	3	74	58	6	31	57	21	47	18	37	19	16	15	51	37
	35.2%	100.0%	52.9%	42.0%	29.3%	32.5%	32.5%	52.4%	33.3%	34.7%	30.5%	40.0%	32.6%	36.8%	33.9%	35.1%	33.3%	39.4%	29.7%	31.4%	38.5%	31.5%	42.0%
SIGMA	250	1	17	69	123	40	200	21	9	213	190	15	95	155	62	134	54	94	64	51	39	162	88
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

25 Feb 2015

Table 37
Q22. What was your personal income from your business at the end of the last financial year?
Base : Independent practitioner

	Total	Sectors																							
		Aerospace/ Defence	Arts/ culture	Automotive	Charity/ voluntary sector	Computing/ technology	Education	Fashion/ beauty	Financial services/ corporate	FMCG	Health/ pharmaceut ical (private sector)	Insurance/ legal	Manufactur ing	Media	Profession al body/ trade associatio n	Property and constructi on	Public sector - armed services/ emergency services/ NHS	Public sector - local/ central government	Retail/ wholesale	Sport	Science/ engineerin g	Travel and tourism	Transport	Utilities (waste, water, oil, gas, electricit y)	Other
Unweighted Total	250	16	34	14	92	42	59	20	38	23	33	18	32	35	36	52	41	57	35	13	31	42	28	28	39
Income	162	13	20	9	60	31	33	10	32	19	19	13	23	24	26	34	25	30	22	8	24	27	17	21	24
	64.8%	81.3%	58.8%	64.3%	65.2%	73.8%	55.9%	50.0%	84.2%	82.6%	57.6%	72.2%	71.9%	68.6%	72.2%	65.4%	61.0%	52.6%	62.9%	61.5%	77.4%	64.3%	60.7%	75.0%	61.5%
Don't know	88	3	14	5	32	11	26	10	6	4	14	5	9	11	10	18	16	27	13	5	7	15	11	7	15
	35.2%	18.8%	41.2%	35.7%	34.8%	26.2%	44.1%	50.0%	15.8%	17.4%	42.4%	27.8%	28.1%	31.4%	27.8%	34.6%	39.0%	47.4%	37.1%	38.5%	22.6%	35.7%	39.3%	25.0%	38.5%
SIGMA	250	16	34	14	92	42	59	20	38	23	33	18	32	35	36	52	41	57	35	13	31	42	28	28	39
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

25 Feb 2015

Table 38
Q22. What was your personal income from your business at the end of the last financial year?
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

Survation.

25 Feb 2015

Table 39
Q22. What was your personal income from your business at the end of the last financial year?
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	161	-	8	40	87	26	135	10	6	139	132	9	64	97	41	86	36	57	45	35	23	110	51
£0-£19,999	61 37.9%	-	2	14	34	11	48	6	1	52	48	3	19	42	16	31	15	18	24	12	6	39	22
£20,000-£39,999	18 11.2%	-	1	5	11	1	17	-	1	16	14	2	7	11	4	10	4	8	-	7	3	9	9
£40,000-£59,999	32 19.9%	-	-	8	19	5	29	1	2	28	28	1	13	19	10	14	9	10	9	6	7	22	10
£60,000-£79,999	17 10.6%	-	2	5	5	5	13	1	-	15	13	1	6	11	4	10	3	7	2	6	2	14	3
£80,000-£99,999	4 2.5%	-	1	-	3	-	4	-	1	3	3	1	2	2	2	2	-	2	1	-	1	3	1
£100,000+	18 11.2%	-	1	4	10	3	15	1	1	15	16	1	12	6	4	13	1	4	7	3	4	15	3
Mean	35964.37	-	42174.38	32817.50	35315.50	41066.15	37130.06	23420.50	52000.00	35968.37	37390.63	38226.67	42659.55	31546.93	38442.37	38022.92	27476.53	34685.26	34360.93	34680.03	45398.26	38969.66	29482.35
SIGMA	150 93.2%	-	7	36	82	25	126	9	6	129	122	9	59	91	40	80	32	49	43	34	23	102	48
		-	87.5%	90.0%	94.3%	96.2%	93.3%	90.0%	100.0%	92.8%	92.4%	100.0%	92.2%	93.8%	97.6%	93.0%	88.9%	86.0%	95.6%	97.1%	100.0%	92.7%	94.1%

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 40
Q22. What was your personal income from your business at the end of the last financial year?
Base : All Answering

	Total	Sectors																							
		Aerospace/ Defence	Arts/ culture	Automotive	Charity/ voluntary sector	Computing/ technology	Education	Fashion/ beauty	Financial services/ corporate	FMCG	Health/ pharmaceut ical (private sector)	Insurance/ legal	Manufactur ing	Media	Profession al body/ trade associatio n	Property and constructi on	Public sector - armed services/ emergency services/ NHS	Public sector - local/ central government	Retail/ wholesale	Sport	Science/ engineerin g	Travel and tourism	Transport	Utilities (waste, water, oil, gas, electricit y)	Other
Unweighted Total	161	13	20	9	60	31	33	10	32	19	19	13	23	24	26	34	25	29	22	8	24	27	17	21	24
£0-£19,999	61 37.9%	5 38.5%	8 40.0%	6 66.7%	26 43.3%	12 38.7%	17 51.5%	1 10.0%	7 21.9%	3 15.8%	4 21.1%	3 23.1%	8 34.8%	10 41.7%	11 42.3%	13 38.2%	8 32.0%	10 34.5%	7 31.8%	3 37.5%	7 29.2%	11 40.7%	10 58.8%	7 33.3%	9 37.5%
£20,000-£39,999	18 11.2%	- -	1 5.0%	- -	7 11.7%	6 19.4%	2 6.1%	1 10.0%	5 15.6%	- -	3 15.8%	- -	2 8.7%	- -	2 7.7%	6 17.6%	2 8.0%	5 17.2%	1 4.5%	1 12.5%	3 12.5%	4 14.8%	- -	4 19.0%	4 16.7%
£40,000-£59,999	32 19.9%	4 30.8%	5 25.0%	1 11.1%	10 16.7%	5 16.1%	9 27.3%	4 40.0%	11 34.4%	7 36.8%	5 26.3%	5 38.5%	7 30.4%	5 20.8%	7 26.9%	9 26.5%	6 24.0%	9 31.0%	7 31.8%	2 25.0%	9 37.5%	8 29.6%	3 17.6%	4 19.0%	6 25.0%
£60,000-£79,999	17 10.6%	2 15.4%	3 15.0%	1 11.1%	5 8.3%	6 19.4%	2 6.1%	1 10.0%	- -	2 10.5%	2 10.5%	1 7.7%	3 13.0%	3 12.5%	1 3.8%	- -	4 16.0%	2 6.9%	2 9.1%	- -	3 12.5%	- -	2 11.8%	1 4.8%	2 8.3%
£80,000-£99,999	4 2.5%	- -	- -	- -	1 1.7%	- -	- -	1 10.0%	- -	1 5.3%	1 5.3%	3 23.1%	- -	- -	1 3.8%	- -	1 4.0%	1 3.4%	- -	1 12.5%	- -	1 3.7%	1 5.9%	1 4.8%	- -
£100,000+	18 11.2%	2 15.4%	2 10.0%	1 11.1%	8 13.3%	2 6.5%	2 6.1%	1 10.0%	6 18.8%	4 21.1%	2 10.5%	1 7.7%	3 13.0%	4 16.7%	3 11.5%	2 5.9%	3 12.0%	1 3.4%	2 9.1%	1 12.5%	1 4.2%	3 11.1%	1 5.9%	4 19.0%	2 8.3%
Mean	\$5964.37	47465.00	36345.35	31006.67	35868.17	33033.55	27393.03	52918.50	42703.00	57170.79	45075.26	51083.08	41484.35	39993.75	37421.92	27755.00	42801.60	29941.04	35444.77	49625.00	34564.17	34489.26	31417.65	42719.05	32190.42
SIGMA	150 93.2%	13 100.0%	19 95.0%	9 100.0%	57 95.0%	31 100.0%	32 97.0%	9 90.0%	29 90.6%	17 89.5%	17 89.5%	13 100.0%	23 100.0%	22 91.7%	25 96.2%	30 88.2%	24 96.0%	28 96.6%	19 86.4%	8 100.0%	23 95.8%	27 100.0%	17 100.0%	21 100.0%	23 95.8%

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Table 41
Q23. Please indicate which of the following you are a budget holder for
Base : All Answering

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

25 Feb 2015

Table 42
Q23. Please indicate which of the following you are a budget holder for
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensiv e school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1131	30	407	377	293	24	946	97	56	990	930	67	402	729	300	699	152	667	138	165	149	1054	77
The wider marketing communications budget, including public relations activity	277 24.5%	-	63 15.5%	105 27.9%	103 35.2%	6 25.0%	240 25.4%	20 20.6%	14 25.0%	243 24.5%	225 24.2%	27 40.3%	116 28.9%	161 22.1%	71 23.7%	182 26.0%	27 17.8%	154 23.1%	42 30.4%	42 25.5%	36 24.2%	259 24.6%	18 23.4%
Only the public relations budget	312 27.6%	5 16.7%	110 27.0%	111 29.4%	81 27.6%	5 20.8%	263 27.8%	24 24.7%	12 21.4%	275 27.8%	251 27.0%	20 29.9%	113 28.1%	199 27.3%	84 28.0%	185 26.5%	47 30.9%	171 25.6%	38 27.5%	51 30.9%	50 33.6%	301 28.6%	11 14.3%
I am not a budget holder	542 47.9%	25 83.3%	234 57.5%	161 42.7%	109 37.2%	13 54.2%	443 46.8%	53 54.6%	30 53.6%	472 47.7%	454 48.8%	20 29.9%	173 43.0%	369 50.6%	145 48.3%	332 47.5%	78 51.3%	342 51.3%	58 42.0%	72 43.6%	63 42.3%	494 46.9%	48 62.3%
SIGMA	1131 100.0%	30 100.0%	407 100.0%	377 100.0%	293 100.0%	24 100.0%	946 100.0%	97 100.0%	56 100.0%	990 100.0%	930 100.0%	67 100.0%	402 100.0%	729 100.0%	300 100.0%	699 100.0%	152 100.0%	667 100.0%	138 100.0%	165 100.0%	149 100.0%	1054 100.0%	77 100.0%

25 Feb 2015

Table 43
Q24. What is your level of responsibility in the development of your organisations communication strategy?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1131	368	763	334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136	
I am directly responsible for the communications strategy	494 43.7%	178 48.4%	316 41.4%	145 43.4%	92 43.0%	54 38.3%	67 43.8%	47 43.9%	20 37.0%	11 57.9%	58 53.2%	379 45.2%	115 39.4%	183 37.7%	173 45.5%	138 52.1%	-	-	52 14.4%	173 40.2%	194 78.9%	67 90.5%	79 28.1%	144 41.1%	192 52.7%	79 58.1%	
I contribute on an ad hoc basis to the development of communications strategy	571 50.5%	177 48.1%	394 51.6%	169 50.6%	103 48.1%	80 56.7%	74 48.4%	57 53.3%	33 61.1%	7 36.8%	48 44.0%	415 49.5%	156 53.4%	269 55.3%	187 49.2%	115 43.4%	-	-	261 72.5%	244 56.7%	49 19.9%	5 6.8%	170 60.5%	190 54.3%	159 43.7%	52 38.2%	
I don't contribute to communications strategy	58 5.1%	9 2.4%	49 6.4%	17 5.1%	15 7.0%	7 5.0%	11 7.2%	3 2.8%	1 1.9%	1 5.3%	3 2.8%	43 5.1%	15 5.1%	32 6.6%	17 4.5%	9 3.4%	-	-	42 11.7%	12 2.8%	1 0.4%	2 2.7%	28 10.0%	15 4.3%	11 3.0%	4 2.9%	
Not sure	8 0.7%	4 1.1%	4 0.5%	3 0.9%	4 1.9%	-	1 0.7%	-	-	-	-	2 0.2%	6 2.1%	2 0.4%	3 0.8%	3 1.1%	-	-	5 1.4%	1 0.2%	2 0.8%	-	4 1.4%	1 0.3%	2 0.5%	1 0.7%	
SIGMA	1131 100.0%	368 100.0%	763 100.0%	334 100.0%	214 100.0%	141 100.0%	153 100.0%	107 100.0%	54 100.0%	19 100.0%	109 100.0%	839 100.0%	292 100.0%	486 100.0%	380 100.0%	265 100.0%	-	-	360 100.0%	430 100.0%	246 100.0%	74 100.0%	281 100.0%	350 100.0%	364 100.0%	136 100.0%	

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Table 44
Q24. What is your level of responsibility in the development of your organisations communication strategy?
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1131	30	407	377	293	24	946	97	56	990	930	67	402	729	300	699	152	667	138	165	149	1054	77
I am directly responsible for the communications strategy	494 43.7%	7 23.3%	145 35.6%	185 49.1%	152 51.9%	5 20.8%	413 43.7%	41 42.3%	20 35.7%	433 43.7%	400 43.0%	36 53.7%	202 50.2%	292 40.1%	143 47.7%	305 43.6%	55 36.2%	263 39.4%	69 50.0%	86 52.1%	73 49.0%	468 44.4%	26 33.8%
I contribute on an ad hoc basis to the development of communications strategy	571 50.5%	18 60.0%	230 56.5%	176 46.7%	129 44.0%	18 75.0%	481 50.8%	48 49.5%	31 55.4%	504 50.9%	476 51.2%	28 41.8%	190 47.3%	381 52.3%	139 46.3%	356 50.9%	84 55.3%	362 54.3%	60 43.5%	70 42.4%	72 48.3%	523 49.6%	48 62.3%
I don't contribute to communications strategy	58 5.1%	4 13.3%	29 7.1%	14 3.7%	10 3.4%	1 4.2%	46 4.9%	6 6.2%	4 7.1%	46 4.6%	47 5.1%	2 3.0%	9 2.2%	49 6.7%	16 5.3%	31 4.4%	13 8.6%	40 6.0%	7 5.1%	6 3.6%	3 2.0%	55 5.2%	3 3.9%
Not sure	8 0.7%	1 3.3%	3 0.7%	2 0.5%	2 0.7%	-	6 0.6%	2 2.1%	1 1.8%	7 0.7%	7 0.8%	1 1.5%	1 0.2%	7 1.0%	2 0.7%	7 1.0%	-	2 0.3%	2 1.4%	3 1.8%	1 0.7%	8 0.8%	-
SIGMA	1131 100.0%	30 100.0%	407 100.0%	377 100.0%	293 100.0%	24 100.0%	946 100.0%	97 100.0%	56 100.0%	990 100.0%	930 100.0%	67 100.0%	402 100.0%	729 100.0%	300 100.0%	699 100.0%	152 100.0%	667 100.0%	138 100.0%	165 100.0%	149 100.0%	1054 100.0%	77 100.0%

Survation.

25 Feb 2015

Table 45
Q25. What is your level of responsibility in the development of communication strategies for your clients?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	744	299	445	215	182	95	97	44	14	25	72	551	193	-	-	-	494	250	86	114	52	231	171	133	233	207
I work directly with my clients to develop their communications strategy	569 76.5%	220 73.6%	349 78.4%	173 80.5%	137 75.3%	69 72.6%	73 75.3%	31 70.5%	10 71.4%	24 96.0%	52 72.2%	425 77.1%	144 74.6%	-	-	-	394 79.8%	175 70.0%	47 54.7%	91 79.8%	46 88.5%	203 87.9%	115 67.3%	106 79.7%	187 80.3%	161 77.8%
I contribute on an ad-hoc basis to the development of client's communications strategy	156 21.0%	74 24.7%	82 18.4%	37 17.2%	41 22.5%	24 25.3%	23 23.7%	10 22.7%	4 28.6%	1 4.0%	16 22.2%	113 20.5%	43 22.3%	-	-	-	88 17.8%	68 27.2%	32 37.2%	20 17.5%	5 9.6%	27 11.7%	47 27.5%	23 17.3%	44 18.9%	42 20.3%
I play no role in developing communications strategies with my clients	16 2.2%	3 1.0%	13 2.9%	4 1.9%	3 1.6%	2 2.1%	1 1.0%	3 6.8%	-	-	3 4.2%	10 1.8%	6 3.1%	-	-	-	11 2.2%	5 2.0%	7 8.1%	3 2.6%	-	1 0.4%	9 5.3%	3 2.3%	1 0.4%	3 1.4%
Not sure	3 0.4%	2 0.7%	1 0.2%	1 0.5%	1 0.5%	-	-	-	-	-	1 1.4%	3 0.5%	-	-	-	-	1 0.2%	2 0.8%	-	-	1 1.9%	-	-	1 0.8%	1 0.4%	1 0.5%
SIGMA	744 100.0%	299 100.0%	445 100.0%	215 100.0%	182 100.0%	95 100.0%	97 100.0%	44 100.0%	14 100.0%	25 100.0%	72 100.0%	551 100.0%	193 100.0%	-	-	-	494 100.0%	250 100.0%	86 100.0%	114 100.0%	52 100.0%	231 100.0%	171 100.0%	133 100.0%	233 100.0%	207 100.0%

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Table 46
Q25. What is your level of responsibility in the development of communication strategies for your clients?
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	744	57	203	186	238	60	633	57	32	659	609	44	246	498	215	415	122	345	168	130	93	615	129
I work directly with my clients to develop their communications strategy	569 76.5%	27 47.4%	169 83.3%	149 80.1%	186 78.2%	38 63.3%	486 76.8%	42 73.7%	26 81.3%	505 76.6%	473 77.7%	29 65.9%	203 82.5%	366 73.5%	183 85.1%	311 74.9%	84 68.9%	253 73.3%	133 79.2%	109 83.8%	68 73.1%	500 81.3%	69 53.5%
I contribute on an ad-hoc basis to the development of client's communications strategy	156 21.0%	26 45.6%	32 15.8%	33 17.7%	46 19.3%	19 31.7%	134 21.2%	10 17.5%	6 18.8%	136 20.6%	121 19.9%	14 31.8%	39 15.9%	117 23.5%	31 14.4%	90 21.7%	34 27.9%	84 24.3%	33 19.6%	20 15.4%	17 18.3%	104 16.9%	52 40.3%
I play no role in developing communications strategies with my clients	16 2.2%	4 7.0%	2 1.0%	3 1.6%	5 2.1%	2 3.3%	12 1.9%	4 7.0%	- -	16 2.4%	13 2.1%	1 2.3%	3 1.2%	13 2.6%	1 0.5%	12 2.9%	3 2.5%	7 2.0%	2 1.2%	1 0.8%	6 6.5%	9 1.5%	7 5.4%
Not sure	3 0.4%	- -	- -	1 0.5%	1 0.4%	1 1.7%	1 0.2%	1 1.8%	- -	2 0.3%	2 0.3%	- -	1 0.4%	2 0.4%	- -	2 0.5%	1 0.8%	1 0.3%	- -	- -	2 2.2%	2 0.3%	1 0.8%
SIGMA	744 100.0%	57 100.0%	203 100.0%	186 100.0%	238 100.0%	60 100.0%	633 100.0%	57 100.0%	32 100.0%	659 100.0%	609 100.0%	44 100.0%	246 100.0%	498 100.0%	215 100.0%	415 100.0%	122 100.0%	345 100.0%	168 100.0%	130 100.0%	93 100.0%	615 100.0%	129 100.0%

Survation.

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 47
Q26. What role does your board play in the development of communications strategy?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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25 Feb 2015

Table 48
Q26. What role does your board play in the development of communications strategy?
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1131	30	407	377	293	24	946	97	56	990	930	67	402	729	300	699	152	667	138	165	149	1054	77
There is someone on the board with direct responsibility for communications strategy	314 27.8%	7 23.3%	98 24.1%	98 26.0%	101 34.5%	10 41.7%	262 27.7%	29 29.9%	13 23.2%	273 27.6%	251 27.0%	22 32.8%	123 30.6%	191 26.2%	77 25.7%	195 27.9%	46 30.3%	186 27.9%	39 28.3%	44 26.7%	40 26.8%	299 28.4%	15 19.5%
A senior member of our communications staff briefs the board on communications strategy	544 48.1%	12 40.0%	204 50.1%	191 50.7%	126 43.0%	11 45.8%	467 49.4%	41 42.3%	26 46.4%	486 49.1%	459 49.4%	28 41.8%	201 50.0%	343 47.1%	147 49.0%	332 47.5%	73 48.0%	328 49.2%	65 47.1%	82 49.7%	65 43.6%	499 47.3%	45 58.4%
The board play no role in developing communication strategy	191 16.9%	7 23.3%	70 17.2%	63 16.7%	50 17.1%	1 4.2%	158 16.7%	17 17.5%	13 23.2%	161 16.3%	154 16.6%	13 19.4%	53 13.2%	138 18.9%	50 16.7%	120 17.2%	26 17.1%	108 16.2%	21 15.2%	27 16.4%	33 22.1%	181 17.2%	10 13.0%
Not sure	82 7.3%	4 13.3%	35 8.6%	25 6.6%	16 5.5%	2 8.3%	59 6.2%	10 10.3%	4 7.1%	70 7.1%	66 7.1%	4 6.0%	25 6.2%	57 7.8%	26 8.7%	52 7.4%	7 4.6%	45 6.7%	13 9.4%	12 7.3%	11 7.4%	75 7.1%	7 9.1%
SIGMA	1131 100.0%	30 100.0%	407 100.0%	377 100.0%	293 100.0%	24 100.0%	946 100.0%	97 100.0%	56 100.0%	990 100.0%	930 100.0%	67 100.0%	402 100.0%	729 100.0%	300 100.0%	699 100.0%	152 100.0%	667 100.0%	138 100.0%	165 100.0%	149 100.0%	1054 100.0%	77 100.0%

Survation.

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Table 49
Q27. What role do you play in developing the business strategy of your organisation?
Base : All Answering

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	1131	368	763	334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136
I have a direct role in developing my organisations business strategy	145 12.8%	70 19.0%	75 9.8%	53 15.9%	17 7.9%	11 7.8%	18 11.8%	14 13.1%	6 11.1%	5 26.3%	21 19.3%	111 13.2%	34 11.6%	44 9.1%	46 12.1%	55 20.8%	-	-	10 2.8%	36 8.4%	51 20.7%	43 58.1%	11 3.9%	31 8.9%	59 16.2%	44 32.4%
I contribute on an ad-hoc basis to my organisations business strategy	473 41.8%	165 44.8%	308 40.4%	127 38.0%	95 44.4%	65 46.1%	59 38.6%	43 40.2%	22 40.7%	9 47.4%	53 48.6%	354 42.2%	119 40.8%	203 41.8%	155 40.8%	115 43.4%	-	-	109 30.3%	202 47.0%	130 52.8%	23 31.1%	104 37.0%	148 42.3%	159 43.7%	62 45.6%
I play no role in developing my organisations business strategy	487 43.1%	125 34.0%	362 47.4%	145 43.4%	96 44.9%	65 46.1%	71 46.4%	48 44.9%	25 46.3%	5 26.3%	32 29.4%	357 42.6%	130 44.5%	221 45.5%	173 45.5%	93 35.1%	-	-	227 63.1%	186 43.3%	59 24.0%	8 10.8%	158 56.2%	161 46.0%	140 38.5%	28 20.6%
Not sure	26 2.3%	8 2.2%	18 2.4%	9 2.7%	6 2.8%	-	5 3.3%	2 1.9%	1 1.9%	-	3 2.8%	17 2.0%	9 3.1%	18 3.7%	6 1.6%	2 0.8%	-	-	14 3.9%	6 1.4%	6 2.4%	-	8 2.8%	10 2.9%	6 1.6%	2 1.5%
SIGMA	1131 100.0%	368 100.0%	763 100.0%	334 100.0%	214 100.0%	141 100.0%	153 100.0%	107 100.0%	54 100.0%	19 100.0%	109 100.0%	839 100.0%	292 100.0%	486 100.0%	380 100.0%	265 100.0%	-	-	360 100.0%	430 100.0%	246 100.0%	74 100.0%	281 100.0%	350 100.0%	364 100.0%	136 100.0%

Survation.

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Table 50
Q27. What role do you play in developing the business strategy of your organisation?
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	1131	30	407	377	293	24	946	97	56	990	930	67	402	729	300	699	152	667	138	165	149	1054	77
I have a direct role in developing my organisations business strategy	145 12.8%	1 3.3%	25 6.1%	55 14.6%	59 20.1%	5 20.8%	123 13.0%	11 11.3%	5 8.9%	125 12.6%	110 11.8%	15 22.4%	60 14.9%	85 11.7%	42 14.0%	90 12.9%	17 11.2%	78 11.7%	17 12.3%	27 16.4%	21 14.1%	137 13.0%	8 10.4%
I contribute on an ad-hoc basis to my organisations business strategy	473 41.8%	10 33.3%	151 37.1%	162 43.0%	137 46.8%	13 54.2%	388 41.0%	52 53.6%	24 42.9%	421 42.5%	392 42.2%	28 41.8%	179 44.5%	294 40.3%	108 36.0%	300 42.9%	72 47.4%	269 40.3%	57 41.3%	78 47.3%	64 43.0%	447 42.4%	26 33.8%
I play no role in developing my organisations business strategy	487 43.1%	19 63.3%	217 53.3%	153 40.6%	92 31.4%	6 25.0%	414 43.8%	32 33.0%	26 46.4%	420 42.4%	406 43.7%	23 34.3%	156 38.8%	331 45.4%	141 47.0%	292 41.8%	62 40.8%	308 46.2%	58 42.0%	57 34.5%	59 39.6%	447 42.4%	40 51.9%
Not sure	26 2.3%	-	14 3.4%	7 1.9%	5 1.7%	-	21 2.2%	2 2.1%	1 1.8%	24 2.4%	22 2.4%	1 1.5%	7 1.7%	19 2.6%	9 3.0%	17 2.4%	1 0.7%	12 1.8%	6 4.3%	3 1.8%	5 3.4%	23 2.2%	3 3.9%
SIGMA	1131 100.0%	30 100.0%	407 100.0%	377 100.0%	293 100.0%	24 100.0%	946 100.0%	97 100.0%	56 100.0%	990 100.0%	930 100.0%	67 100.0%	402 100.0%	729 100.0%	300 100.0%	699 100.0%	152 100.0%	667 100.0%	138 100.0%	165 100.0%	149 100.0%	1054 100.0%	77 100.0%

Survation.

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Table 51
Q28. What role do you play in the development of your client's business strategy?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	744	299	445	215	182	95	97	44	14	25	72	551	193	-	-	-	494	250	86	114	52	231	171	133	233	207
I have a direct role in developing my client's business strategy	198 26.6%	85 28.4%	113 25.4%	49 22.8%	47 25.8%	19 20.0%	29 29.9%	11 25.0%	5 35.7%	9 36.0%	29 40.3%	165 29.9%	33 17.1%	-	-	-	130 26.3%	68 27.2%	12 14.0%	21 18.4%	14 26.9%	81 35.1%	33 19.3%	31 23.3%	71 30.5%	63 30.4%
I contribute on an ad-hoc basis to my client's business strategy	375 50.4%	165 55.2%	210 47.2%	115 53.5%	96 52.7%	53 55.8%	43 44.3%	20 45.5%	7 50.0%	13 52.0%	28 38.9%	262 47.5%	113 58.5%	-	-	-	242 49.0%	133 53.2%	33 38.4%	48 42.1%	27 51.9%	129 55.8%	75 43.9%	61 45.9%	124 53.2%	115 55.6%
I play no role in developing my clients' business strategy	164 22.0%	47 15.7%	117 26.3%	50 23.3%	38 20.9%	22 23.2%	23 23.7%	13 29.5%	2 14.3%	3 12.0%	13 18.1%	117 21.2%	47 24.4%	-	-	-	118 23.9%	46 18.4%	40 46.5%	44 38.6%	10 19.2%	20 8.7%	61 35.7%	39 29.3%	37 15.9%	27 13.0%
Not sure	7 0.9%	2 0.7%	5 1.1%	1 0.5%	1 0.5%	1 1.1%	2 2.1%	-	-	-	2 2.8%	7 1.3%	-	-	-	-	4 0.8%	3 1.2%	1 1.2%	1 0.9%	1 1.9%	1 0.4%	2 1.2%	2 1.5%	1 0.4%	2 1.0%
SIGMA	744 100.0%	299 100.0%	445 100.0%	215 100.0%	182 100.0%	95 100.0%	97 100.0%	44 100.0%	14 100.0%	25 100.0%	72 100.0%	551 100.0%	193 100.0%	-	-	-	494 100.0%	250 100.0%	86 100.0%	114 100.0%	52 100.0%	231 100.0%	171 100.0%	133 100.0%	233 100.0%	207 100.0%

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Table 52
Q28. What role do you play in the development of your client's business strategy?
Base : All Answering

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	744	57	203	186	238	60	633	57	32	659	609	44	246	498	215	415	122	345	168	130	93	615	129
I have a direct role in developing my client's business strategy	198 26.6%	8 14.0%	44 21.7%	57 30.6%	72 30.3%	17 28.3%	163 25.8%	17 29.8%	9 28.1%	173 26.3%	159 26.1%	8 18.2%	70 28.5%	128 25.7%	57 26.5%	112 27.0%	30 24.6%	73 21.2%	51 30.4%	43 33.1%	28 30.1%	181 29.4%	17 13.2%
I contribute on an ad-hoc basis to my client's business strategy	375 50.4%	23 40.4%	99 48.8%	96 51.6%	124 52.1%	33 55.0%	320 50.6%	28 49.1%	19 59.4%	329 49.9%	311 51.1%	20 45.5%	134 54.5%	241 48.4%	107 49.8%	213 51.3%	60 49.2%	186 53.9%	82 48.8%	68 52.3%	35 37.6%	298 48.5%	77 59.7%
I play no role in developing my clients' business strategy	164 22.0%	25 43.9%	59 29.1%	31 16.7%	41 17.2%	8 13.3%	145 22.9%	11 19.3%	3 9.4%	152 23.1%	133 21.8%	16 36.4%	41 16.7%	123 24.7%	51 23.7%	85 20.5%	30 24.6%	83 24.1%	34 20.2%	18 13.8%	28 30.1%	132 21.5%	32 24.8%
Not sure	7 0.9%	1 1.8%	1 0.5%	2 1.1%	1 0.4%	2 3.3%	5 0.8%	1 1.8%	1 3.1%	5 0.8%	6 1.0%	- -	1 0.4%	6 1.2%	- -	5 1.2%	2 1.6%	3 0.9%	1 0.6%	1 0.8%	2 2.2%	4 0.7%	3 2.3%
SIGMA	744 100.0%	57 100.0%	203 100.0%	186 100.0%	238 100.0%	60 100.0%	633 100.0%	57 100.0%	32 100.0%	659 100.0%	609 100.0%	44 100.0%	246 100.0%	498 100.0%	215 100.0%	415 100.0%	122 100.0%	345 100.0%	168 100.0%	130 100.0%	93 100.0%	615 100.0%	129 100.0%

Survation.

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 53
Q29. In which of the following sectors does your organisation operate?
Base : All Answering

Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1131	368	763	334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136	
38 3.4%	11 3.0%	27 3.5%	15 4.5%	12 5.6%	3 2.1%	4 2.6%	-	2 3.7%	1 5.3%	0 0.9%	28 3.3%	10 3.4%	11 2.3%	21 5.5%	6 2.3%	-	-	7 1.9%	17 4.0%	10 4.1%	4 5.4%	8 2.8%	11 3.1%	15 4.1%	4 2.9%	
37 3.3%	14 3.8%	23 3.0%	16 4.8%	4 1.9%	2 1.4%	5 3.3%	5 4.7%	-	2 10.5%	3 2.8%	24 2.9%	13 4.5%	21 4.3%	4 1.1%	12 4.5%	-	-	13 3.6%	14 3.3%	9 3.7%	1 1.4%	9 3.2%	10 2.9%	13 3.6%	5 3.7%	
31 2.7%	12 3.3%	19 2.5%	12 3.6%	4 1.9%	2 1.4%	1 0.7%	1 0.9%	1 1.9%	-	10 9.2%	21 2.5%	10 3.4%	3 0.6%	21 5.5%	7 2.6%	-	-	8 2.2%	13 3.0%	7 2.8%	3 4.1%	8 2.8%	12 3.4%	9 2.5%	2 1.5%	
167 14.8%	56 15.2%	111 14.5%	68 20.4%	26 12.1%	19 13.5%	20 13.1%	15 14.0%	6 11.1%	8 42.1%	5 4.6%	122 14.5%	45 15.4%	14 2.9%	20 5.3%	133 50.2%	-	-	59 16.4%	45 10.5%	44 17.9%	16 21.6%	40 14.2%	46 13.1%	58 15.9%	23 16.9%	
51 4.5%	16 4.3%	35 4.6%	24 7.2%	13 6.1%	3 2.1%	1 0.7%	1 0.9%	3 5.6%	-	6 5.5%	38 4.5%	13 4.5%	16 3.3%	31 8.2%	4 1.5%	-	-	13 3.6%	20 4.7%	12 4.9%	6 8.1%	13 4.6%	14 4.0%	15 4.1%	9 6.6%	
153 13.5%	46 12.5%	107 14.0%	49 14.7%	24 11.2%	25 17.7%	13 8.5%	18 16.8%	14 25.9%	3 15.8%	7 6.4%	125 14.9%	28 9.6%	79 16.3%	25 6.6%	49 18.5%	-	-	56 15.6%	56 13.0%	28 11.4%	11 14.9%	47 16.7%	44 12.6%	45 12.4%	17 12.5%	
14 1.2%	2 0.5%	12 1.6%	6 1.8%	3 1.4%	1 0.7%	-	-	-	-	3 3.7%	11 1.3%	3 1.0%	1 0.2%	9 2.4%	4 1.5%	-	-	4 1.1%	7 1.6%	2 0.8%	1 1.4%	5 1.8%	5 1.4%	3 0.8%	1 0.7%	
105 9.3%	37 10.1%	68 8.9%	47 14.1%	14 6.5%	4 2.8%	12 7.8%	12 11.2%	3 5.6%	1 5.3%	12 11.0%	76 9.1%	29 9.9%	18 3.7%	77 20.3%	10 3.8%	-	-	22 6.1%	42 9.8%	30 12.2%	10 13.5%	22 7.8%	28 8.0%	39 10.7%	16 11.8%	
28 2.5%	6 1.6%	22 2.9%	8 2.4%	6 2.8%	4 2.8%	1 0.7%	1 0.9%	-	-	8 7.3%	22 2.6%	6 2.1%	2 0.4%	18 4.7%	8 3.0%	-	-	4 1.1%	12 2.8%	10 4.1%	2 2.7%	5 1.8%	11 3.1%	11 3.0%	1 0.7%	
63 5.6%	15 4.1%	48 6.3%	24 7.2%	13 6.1%	7 5.0%	4 2.6%	1 0.9%	1 1.9%	-	13 11.9%	46 5.5%	17 5.8%	13 2.7%	33 8.7%	17 6.4%	-	-	14 3.9%	22 5.1%	19 7.7%	8 10.8%	12 4.3%	16 4.6%	24 6.6%	11 8.1%	
47 4.2%	16 4.3%	31 4.1%	21 6.3%	8 3.7%	6 4.3%	4 2.6%	4 3.7%	1 1.9%	-	3 2.8%	34 4.1%	13 4.5%	9 1.9%	25 6.6%	13 4.9%	-	-	13 3.6%	18 4.2%	12 4.9%	3 4.1%	10 3.6%	15 4.3%	17 4.7%	5 3.7%	
46 4.1%	20 5.4%	26 3.4%	16 4.8%	7 3.3%	5 3.5%	4 2.6%	-	5 9.3%	1 5.3%	8 7.3%	39 4.6%	7 2.4%	3 0.6%	34 8.9%	9 3.4%	-	-	8 2.2%	23 5.3%	12 4.9%	3 4.1%	9 3.2%	16 4.6%	14 3.8%	7 5.1%	
58 5.1%	14 3.8%	44 5.8%	32 9.6%	9 4.2%	5 3.5%	3 2.0%	2 1.9%	3 5.6%	1 5.3%	3 2.8%	40 4.8%	18 6.2%	24 4.9%	23 6.1%	11 4.2%	-	-	19 5.3%	20 4.7%	13 5.3%	3 4.1%	19 6.8%	14 4.0%	17 4.7%	8 5.9%	
70 6.2%	29 7.9%	41 5.4%	33 9.9%	11 5.1%	10 7.1%	6 3.9%	4 3.7%	3 5.6%	-	3 2.8%	61 7.3%	9 3.1%	8 1.6%	17 4.5%	45 17.0%	-	-	18 5.0%	26 6.0%	17 6.9%	8 10.8%	22 7.8%	18 5.1%	20 5.5%	10 7.4%	
107 9.5%	36 9.8%	71 9.3%	38 11.4%	24 11.2%	12 8.5%	11 7.2%	8 7.5%	6 11.1%	3 15.8%	5 4.6%	91 10.8%	16 5.5%	22 4.5%	53 13.9%	32 12.1%	-	-	34 9.4%	42 9.8%	25 10.2%	5 6.8%	36 12.8%	32 9.1%	25 6.9%	14 10.3%	
177 15.6%	45 12.2%	132 17.3%	55 16.5%	40 18.7%	22 15.6%	26 17.0%	17 15.9%	9 16.7%	1 5.3%	7 6.4%	129 15.4%	48 16.4%	136 28.0%	18 4.7%	23 8.7%	-	-	55 15.3%	68 15.8%	45 18.3%	9 12.2%	36 12.8%	58 16.6%	59 16.2%	24 17.6%	
290 25.6%	105 28.5%	185 24.2%	91 27.2%	55 25.7%	28 19.9%	39 25.5%	32 29.9%	19 35.2%	6 31.6%	20 18.3%	221 26.3%	69 23.6%	239 49.2%	25 6.6%	26 9.8%	-	-	115 31.9%	110 25.6%	53 21.5%	9 12.2%	63 22.4%	94 26.9%	97 26.6%	36 26.5%	
56 5.0%	19 5.2%	37 4.8%	22 6.6%	10 4.7%	8 5.7%	4 2.6%	1 0.9%	2 3.7%	-	9 8.3%	39 4.6%	17 5.8%	8 1.6%	39 10.3%	9 3.4%	-	-	14 3.9%	25 5.8%	13 5.3%	4 5.4%	21 7.5%	14 4.0%	14 3.8%	7 5.1%	

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 53
Q29. In which of the following sectors does your organisation operate?
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
			Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	1131	368	763		334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136
Sport	32	15	17		12	6	3	6	3	-	-	2	23	9	11	15	6	-	-	9	13	6	4	3	8	15	6
	2.8%	4.1%	2.2%		3.6%	2.8%	2.1%	3.9%	2.8%	-	-	1.8%	2.7%	3.1%	2.3%	3.9%	2.3%	-	-	2.5%	3.0%	2.4%	5.4%	1.1%	2.3%	4.1%	4.4%
Science/engineering	59	15	44		19	20	6	6	5	1	1	1	46	13	21	23	15	-	-	20	23	11	4	20	15	20	4
	5.2%	4.1%	5.8%		5.7%	9.3%	4.3%	3.9%	4.7%	1.9%	5.3%	0.9%	5.5%	4.5%	4.3%	6.1%	5.7%	-	-	5.6%	5.3%	4.5%	5.4%	7.1%	4.3%	5.5%	2.9%
Travel and tourism	48	15	33		12	11	5	7	7	1	2	3	26	22	16	24	8	-	-	13	21	12	2	8	14	18	8
	4.2%	4.1%	4.3%		3.6%	5.1%	3.5%	4.6%	6.5%	1.9%	10.5%	2.8%	3.1%	7.5%	3.3%	6.3%	3.0%	-	-	3.6%	4.9%	4.9%	2.7%	2.8%	4.0%	4.9%	5.9%
Transport	65	21	44		20	11	11	9	4	1	2	7	49	16	22	34	9	-	-	15	32	13	5	14	18	23	10
	5.7%	5.7%	5.8%		6.0%	5.1%	7.8%	5.9%	3.7%	1.9%	10.5%	6.4%	5.8%	5.5%	4.5%	8.9%	3.4%	-	-	4.2%	7.4%	5.3%	6.8%	5.0%	5.1%	6.3%	7.4%
Utilities (waste, water, oil, gas, electricity)	89	29	60		23	20	9	11	10	5	3	8	67	22	19	61	9	-	-	35	29	16	5	27	28	25	9
	7.9%	7.9%	7.9%		6.9%	9.3%	6.4%	7.2%	9.3%	9.3%	15.8%	7.3%	8.0%	7.5%	3.9%	16.1%	3.4%	-	-	9.7%	6.7%	6.5%	6.8%	9.6%	8.0%	6.9%	6.6%
Other	141	47	94		34	29	17	22	9	7	1	22	101	40	41	49	51	-	-	43	60	25	9	32	47	41	21
	12.5%	12.8%	12.3%		10.2%	13.6%	12.1%	14.4%	8.4%	13.0%	5.3%	20.2%	12.0%	13.7%	8.4%	12.9%	19.2%	-	-	11.9%	14.0%	10.2%	12.2%	11.4%	13.4%	11.3%	15.4%
SIGMA	1972	641	1331		697	380	217	219	160	93	36	170	1479	493	757	699	516	-	-	611	758	444	135	489	588	637	258
	174.4%	174.2%	174.4%		208.7%	177.6%	153.9%	143.1%	149.5%	172.2%	189.5%	156.0%	176.3%	168.8%	155.8%	183.9%	194.7%	-	-	169.7%	176.3%	180.5%	182.4%	174.0%	168.0%	175.0%	189.7%

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 54
Q30. What is the principle sector(s) in which your client's businesses operate?
Base : All Respondents

Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
744	299	445	215	182	95	97	44	14	25	72	551	193	-	-	-	494	250	86	114	52	231	171	133	233	207
41	28	13	19	9	6	3	1	-	2	1	33	8	-	-	-	25	16	2	3	2	18	6	4	8	23
5.5%	9.4%	2.9%	8.8%	4.9%	6.3%	3.1%	2.3%	-	8.0%	1.4%	6.0%	4.1%	-	-	-	5.1%	6.4%	2.3%	2.6%	3.8%	7.8%	3.5%	3.0%	3.4%	11.1%
98	39	59	18	20	5	11	16	6	10	12	73	25	-	-	-	64	34	13	9	7	34	21	19	33	25
13.2%	13.0%	13.3%	8.4%	11.0%	5.3%	11.3%	36.4%	42.9%	40.0%	16.7%	13.2%	13.0%	-	-	-	13.0%	13.6%	15.1%	7.9%	13.5%	14.7%	12.3%	14.3%	14.2%	12.1%
66	32	34	18	14	13	12	-	2	1	6	44	22	-	-	-	52	14	8	7	10	27	9	15	13	29
8.9%	10.7%	7.6%	8.4%	7.7%	13.7%	12.4%	-	14.3%	4.0%	8.3%	8.0%	11.4%	-	-	-	10.5%	5.6%	9.3%	6.1%	19.2%	11.7%	5.3%	11.3%	5.6%	14.0%
226	103	123	53	57	31	29	17	6	12	21	185	41	-	-	-	134	92	24	28	11	71	49	28	73	76
30.4%	34.4%	27.6%	24.7%	31.3%	32.6%	29.9%	38.6%	42.9%	48.0%	29.2%	33.6%	21.2%	-	-	-	27.1%	36.8%	27.9%	24.6%	21.2%	30.7%	28.7%	21.1%	31.3%	36.7%
165	79	86	65	34	20	22	6	3	4	11	112	53	-	-	-	123	42	26	23	11	58	49	24	54	38
22.2%	26.4%	19.3%	30.2%	18.7%	21.1%	22.7%	13.6%	21.4%	16.0%	15.3%	20.3%	27.5%	-	-	-	24.9%	16.8%	30.2%	20.2%	21.2%	25.1%	28.7%	18.0%	23.2%	18.4%
164	76	88	36	36	19	33	15	7	2	16	130	34	-	-	-	105	59	17	19	9	59	32	25	60	47
22.0%	25.4%	19.8%	16.7%	19.8%	20.0%	34.0%	34.1%	50.0%	8.0%	22.2%	23.6%	17.6%	-	-	-	21.3%	23.6%	19.8%	16.7%	17.3%	25.5%	18.7%	18.8%	25.8%	22.7%
76	23	53	17	14	6	14	4	-	9	12	52	24	-	-	-	56	20	11	9	7	27	19	14	32	11
10.2%	7.7%	11.9%	7.9%	7.7%	6.3%	14.4%	9.1%	-	36.0%	16.7%	9.4%	12.4%	-	-	-	11.3%	8.0%	12.8%	7.9%	13.5%	11.7%	11.1%	10.5%	13.7%	5.3%
194	86	108	65	29	22	25	11	3	8	31	140	54	-	-	-	156	38	20	33	15	87	41	33	61	59
26.1%	28.8%	24.3%	30.2%	15.9%	23.2%	25.8%	25.0%	21.4%	32.0%	43.1%	25.4%	28.0%	-	-	-	31.6%	15.2%	23.3%	28.9%	28.8%	37.7%	24.0%	24.8%	26.2%	28.5%
127	54	73	45	29	12	11	8	2	10	10	85	42	-	-	-	104	23	15	14	16	57	30	17	37	43
17.1%	18.1%	16.4%	20.9%	15.9%	12.6%	11.3%	18.2%	14.3%	40.0%	13.9%	15.4%	21.8%	-	-	-	21.1%	9.2%	17.4%	12.3%	30.8%	24.7%	17.5%	12.8%	15.9%	20.8%
125	59	66	49	24	12	13	5	2	4	16	91	34	-	-	-	92	33	12	20	15	42	31	17	40	37
16.8%	19.7%	14.8%	22.8%	13.2%	12.6%	13.4%	11.4%	14.3%	16.0%	22.2%	16.5%	17.6%	-	-	-	18.6%	13.2%	14.0%	17.5%	28.8%	18.2%	18.1%	12.8%	17.2%	17.9%
94	41	53	28	21	9	14	4	2	2	14	72	22	-	-	-	76	18	13	12	5	46	20	16	28	30
12.6%	13.7%	11.9%	13.0%	11.5%	9.5%	14.4%	9.1%	14.3%	8.0%	19.4%	13.1%	11.4%	-	-	-	15.4%	7.2%	15.1%	10.5%	9.6%	19.9%	11.7%	12.0%	12.0%	14.5%
145	55	90	23	35	31	31	4	1	12	8	112	33	-	-	-	113	32	19	17	6	70	25	23	43	54
19.5%	18.4%	20.2%	10.7%	19.2%	32.6%	32.0%	9.1%	7.1%	48.0%	11.1%	20.3%	17.1%	-	-	-	22.9%	12.8%	22.1%	14.9%	11.5%	30.3%	14.6%	17.3%	18.5%	26.1%
103	60	43	33	22	6	9	6	4	6	17	73	30	-	-	-	68	35	11	8	8	41	24	14	37	28
13.8%	20.1%	9.7%	15.3%	12.1%	6.3%	9.3%	13.6%	28.6%	24.0%	23.6%	13.2%	15.5%	-	-	-	13.8%	14.0%	12.8%	7.0%	15.4%	17.7%	14.0%	10.5%	15.9%	13.5%
145	76	69	47	25	13	18	13	4	9	16	114	31	-	-	-	109	36	17	17	12	61	31	16	52	46
19.5%	25.4%	15.5%	21.9%	13.7%	13.7%	18.6%	29.5%	28.6%	36.0%	22.2%	20.7%	16.1%	-	-	-	22.1%	14.4%	19.8%	14.9%	23.1%	26.4%	18.1%	12.0%	22.3%	22.2%
203	88	115	40	53	34	34	18	7	8	9	164	39	-	-	-	151	52	29	27	13	81	50	34	56	63
27.3%	29.4%	25.8%	18.6%	29.1%	35.8%	35.1%	40.9%	50.0%	32.0%	12.5%	29.8%	20.2%	-	-	-	30.6%	20.8%	33.7%	23.7%	25.0%	35.1%	29.2%	25.6%	24.0%	30.4%
105	50	55	28	20	14	18	9	2	3	11	93	12	-	-	-	64	41	10	13	4	36	16	14	36	39
14.1%	16.7%	12.4%	13.0%	11.0%	14.7%	18.6%	20.5%	14.3%	12.0%	15.3%	16.9%	6.2%	-	-	-	13.0%	16.4%	11.6%	11.4%	7.7%	15.6%	9.4%	10.5%	15.5%	18.8%
174	85	89	42	39	17	21	23	6	6	20	140	34	-	-	-	117	57	23	16	11	65	37	26	63	48
23.4%	28.4%	20.0%	19.5%	21.4%	17.9%	21.6%	52.3%	42.9%	24.0%	27.8%	25.4%	17.6%	-	-	-	23.7%	22.8%	26.7%	14.0%	21.2%	28.1%	21.6%	19.5%	27.0%	23.2%
164	69	95	41	30	21	25	11	4	14	18	115	49	-	-	-	129	35	23	29	11	62	45	26	52	41
22.0%	23.1%	21.3%	19.1%	16.5%	22.1%	25.8%	25.0%	28.6%	56.0%	25.0%	20.9%	25.4%	-	-	-	26.1%	14.0%	26.7%	25.4%	21.2%	26.8%	26.3%	19.5%	22.3%	19.8%

Survation.

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Table 54
Q30. What is the principle sector(s) in which your client's businesses operate?
Base : All Respondents

	Total		Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	744	299	445	215	182	95	97	44	14	25	72	551	193	-	-	-	494	250	86	114	52	231	171	133	233	207		
Sport	78	28	50	21	20	3	9	10	4	5	6	54	24	-	-	-	65	13	16	12	8	29	25	13	22	18		
	10.5%	9.4%	11.2%	9.8%	11.0%	3.2%	9.3%	22.7%	28.6%	20.0%	8.3%	9.8%	12.4%	-	-	-	13.2%	5.2%	18.6%	10.5%	15.4%	12.6%	14.6%	9.8%	9.4%	8.7%		
Science/engineering	103	40	63	23	29	20	11	9	3	5	3	82	21	-	-	-	72	31	11	11	4	45	19	15	33	36		
	13.8%	13.4%	14.2%	10.7%	15.9%	21.1%	11.3%	20.5%	21.4%	20.0%	4.2%	14.9%	10.9%	-	-	-	14.6%	12.4%	12.8%	9.6%	7.7%	19.5%	11.1%	11.3%	14.2%	17.4%		
Travel and tourism	170	74	96	37	35	17	24	20	8	10	19	124	46	-	-	-	128	42	19	24	11	74	44	21	60	45		
	22.8%	24.7%	21.6%	17.2%	19.2%	17.9%	24.7%	45.5%	57.1%	40.0%	26.4%	22.5%	23.8%	-	-	-	25.9%	16.8%	22.1%	21.1%	21.2%	32.0%	25.7%	15.8%	25.8%	21.7%		
Transport	110	57	53	35	21	9	13	17	3	4	8	84	26	-	-	-	82	28	10	18	11	43	21	19	32	38		
	14.8%	19.1%	11.9%	16.3%	11.5%	9.5%	13.4%	38.6%	21.4%	16.0%	11.1%	15.2%	13.5%	-	-	-	16.6%	11.2%	11.6%	15.8%	21.2%	18.6%	12.3%	14.3%	13.7%	18.4%		
Utilities (waste, water, oil, gas, electricity)	113	49	64	34	23	12	12	12	4	5	11	85	28	-	-	-	85	28	16	20	3	45	26	21	33	33		
	15.2%	16.4%	14.4%	15.8%	12.6%	12.4%	27.3%	28.6%	20.0%	15.3%	15.4%	14.5%	-	-	-	17.2%	11.2%	18.6%	17.5%	5.8%	19.5%	15.2%	15.8%	14.2%	15.9%			
Other	95	34	61	21	31	16	12	6	2	-	7	74	21	-	-	-	56	39	11	13	6	26	20	18	28	29		
	12.8%	11.4%	13.7%	9.8%	17.0%	16.8%	12.4%	13.6%	14.3%	-	9.7%	13.4%	10.9%	-	-	-	11.3%	15.6%	12.8%	11.4%	11.5%	11.3%	11.7%	13.5%	12.0%	14.0%		
SIGMA	3084	1385	1699	838	670	368	424	245	85	151	303	2331	753	-	-	-	2226	858	376	402	216	1204	690	472	986	936		
	414.5%	463.2%	381.8%	389.8%	368.1%	387.4%	437.1%	556.8%	607.1%	604.0%	420.8%	423.0%	390.2%	-	-	-	450.6%	343.2%	437.2%	352.6%	415.4%	521.2%	403.5%	354.9%	423.2%	452.2%		

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Table 55
Q31. Over the past 12 months, has your public relations/communications budget increased, decreased or stayed the same?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1131	368	763	334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136		
Increased	233	98	135	79	46	30	20	14	8	1	35	179	54	68	93	72	-	-	49	90	65	27	62	76	64	31		
	20.6%	26.6%	17.7%	23.7%	21.5%	21.3%	13.1%	13.1%	14.8%	5.3%	32.1%	21.3%	18.5%	14.0%	24.5%	27.2%	-	-	13.6%	20.9%	26.4%	36.5%	22.1%	21.7%	17.6%	22.8%		
Decreased	346	109	237	88	62	42	64	33	18	10	29	249	97	193	92	61	-	-	114	135	74	17	65	113	119	49		
	30.6%	29.6%	31.1%	26.3%	29.0%	29.8%	41.8%	30.8%	33.3%	52.6%	26.6%	29.7%	33.2%	39.7%	24.2%	23.0%	-	-	31.7%	31.4%	30.1%	23.0%	23.1%	32.3%	32.7%	36.0%		
Stayed the same	414	129	285	120	76	58	47	47	21	7	38	315	99	159	150	105	-	-	111	167	98	27	83	124	159	48		
	36.6%	35.1%	37.4%	35.9%	35.5%	41.1%	30.7%	43.9%	38.9%	36.8%	34.9%	37.5%	33.9%	32.7%	39.5%	39.6%	-	-	30.8%	38.8%	39.8%	36.5%	29.5%	35.4%	43.7%	35.3%		
Not sure	138	32	106	47	30	11	22	13	7	1	7	96	42	66	45	27	-	-	86	38	9	3	71	37	22	8		
	12.2%	8.7%	13.9%	14.1%	14.0%	7.8%	14.4%	12.1%	13.0%	5.3%	6.4%	11.4%	14.4%	13.6%	11.8%	10.2%	-	-	23.9%	8.8%	3.7%	4.1%	25.3%	10.6%	6.0%	5.9%		
SIGMA	1131	368	763	334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Survation.

25 Feb 2015

Table 56
Q32. Over the past 12 months, have your client fees increased, decreased or stayed the same?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	744	299	445	215	182	95	97	44	14	25	72	551	193	-	-	-	494	250	86	114	52	231	171	133	233	207		
Increased	259	113	146	75	72	32	36	7	5	11	21	200	59	-	-	-	195	64	26	41	17	108	64	41	89	65		
	34.8%	37.8%	32.8%	34.9%	39.6%	33.7%	37.1%	15.9%	35.7%	44.0%	29.2%	36.3%	30.6%	-	-	-	39.5%	25.6%	30.2%	36.0%	32.7%	46.8%	37.4%	30.8%	38.2%	31.4%		
Decreased	77	33	44	27	13	10	12	6	1	1	7	57	20	-	-	-	37	40	2	5	6	22	7	7	28	35		
	10.3%	11.0%	9.9%	12.6%	7.1%	10.5%	12.4%	13.6%	7.1%	4.0%	9.7%	10.3%	10.4%	-	-	-	7.5%	16.0%	2.3%	4.4%	11.5%	9.5%	4.1%	5.3%	12.0%	16.9%		
Stayed the same	347	134	213	93	85	50	40	21	7	11	40	256	91	-	-	-	213	134	31	50	27	100	62	70	111	104		
	46.6%	44.8%	47.9%	43.3%	46.7%	52.6%	41.2%	47.7%	50.0%	44.0%	55.6%	46.5%	47.2%	-	-	-	43.1%	53.6%	36.0%	43.9%	51.9%	43.3%	36.3%	52.6%	47.6%	50.2%		
Not sure	61	19	42	20	12	3	9	10	1	2	4	38	23	-	-	-	49	12	27	18	2	1	38	15	5	3		
	8.2%	6.4%	9.4%	9.3%	6.6%	3.2%	9.3%	22.7%	7.1%	8.0%	5.6%	6.9%	11.9%	-	-	-	9.9%	4.8%	31.4%	15.8%	3.8%	0.4%	22.2%	11.3%	2.1%	1.4%		
SIGMA	744	299	445	215	182	95	97	44	14	25	72	551	193	-	-	-	494	250	86	114	52	231	171	133	233	207		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 57
Q33D. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Event management
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343		
I spend most of my time working on this area	111 5.9%	23 3.4%	88 7.3%	23 4.2%	16 4.0%	7 3.0%	14 5.6%	2 1.3%	7 10.3%	3 6.8%	39 21.5%	81 5.8%	30 6.2%	34 7.0%	26 6.8%	18 6.8%	22 4.5%	11 4.4%	36 8.1%	37 6.8%	11 3.7%	11 3.6%	38 8.4%	34 7.0%	30 5.0%	9 2.6%		
I spend some of my time working on this area	651 34.7%	205 30.7%	446 36.9%	180 32.8%	132 33.3%	88 37.3%	70 28.0%	54 35.8%	33 48.5%	20 45.5%	74 40.9%	491 35.3%	160 33.0%	151 31.1%	164 43.2%	107 40.4%	160 32.4%	69 27.6%	147 33.0%	194 35.7%	132 44.3%	97 31.8%	181 40.0%	172 35.6%	192 32.2%	106 30.9%		
I occasionally work on this area	800 42.7%	307 46.0%	493 40.8%	235 42.8%	189 47.7%	101 42.8%	122 48.8%	66 43.7%	18 26.5%	18 40.9%	51 28.2%	597 42.9%	203 41.9%	211 43.4%	132 34.7%	110 41.5%	230 46.6%	117 46.8%	191 42.8%	224 41.2%	115 38.6%	144 47.2%	168 37.2%	196 40.6%	282 47.2%	154 44.9%		
I never work on this area	313 16.7%	132 19.8%	181 15.0%	111 20.2%	59 14.9%	40 16.9%	44 17.6%	29 19.2%	10 14.7%	3 6.8%	17 9.4%	221 15.9%	92 19.0%	90 18.5%	58 15.3%	30 11.3%	82 16.6%	53 21.2%	72 16.1%	89 16.4%	40 13.4%	53 17.4%	65 14.4%	81 16.8%	93 15.6%	74 21.6%		
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%		

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Table 58
Q33G. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Public affairs/lobbying
Base : Work in a public relations

	Total		Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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Table 59
Q33B. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Corporate social responsibility
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343		
I spend most of my time working on this area	82 4.4%	23 3.4%	59 4.9%	12 2.2%	6 1.5%	9 3.8%	12 4.8%	4 2.6%	4 5.9%	1 2.3%	34 18.8%	70 5.0%	12 2.5%	15 3.1%	32 8.4%	11 4.2%	19 3.8%	5 2.0%	18 4.0%	26 4.8%	10 3.4%	17 5.6%	19 4.2%	23 4.8%	25 4.2%	15 4.4%		
I spend some of my time working on this area	439 23.4%	162 24.3%	277 22.9%	103 18.8%	97 24.5%	58 24.6%	51 20.4%	30 19.9%	15 22.1%	21 47.7%	64 35.4%	331 23.8%	108 22.3%	76 15.6%	121 31.8%	54 20.4%	125 25.3%	63 25.2%	87 19.5%	122 22.4%	70 23.5%	88 28.9%	104 23.0%	103 21.3%	134 22.4%	98 28.6%		
I occasionally work on this area	727 38.8%	270 40.5%	457 37.8%	215 39.2%	161 40.7%	97 41.1%	101 40.4%	62 41.1%	25 36.8%	16 36.4%	50 27.6%	551 39.6%	176 36.3%	167 34.4%	143 37.6%	99 37.4%	218 44.1%	100 40.0%	140 31.4%	202 37.1%	138 46.3%	139 45.6%	156 34.5%	186 38.5%	244 40.9%	141 41.1%		
I never work on this area	627 33.4%	212 31.8%	415 34.4%	219 39.9%	132 33.3%	72 30.5%	86 34.4%	55 36.4%	24 35.3%	6 13.6%	33 18.2%	438 31.5%	189 39.0%	228 46.9%	84 22.1%	101 38.1%	132 26.7%	82 32.8%	201 45.1%	194 35.7%	80 26.8%	61 20.0%	173 38.3%	171 35.4%	194 32.5%	89 25.9%		
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%		

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 60
Q33A. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Consumer or public campaigning
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343
I spend most of my time working on this area	223 11.9%	72 10.8%	151 12.5%	65 11.8%	37 9.3%	19 8.1%	28 11.2%	18 11.9%	9 13.2%	11 25.0%	36 19.9%	153 11.0%	70 14.4%	61 12.6%	42 11.1%	28 10.6%	69 14.0%	23 9.2%	48 10.8%	65 11.9%	41 13.8%	40 13.1%	52 11.5%	66 13.7%	75 12.6%	30 8.7%
I spend some of my time working on this area	583 31.1%	227 34.0%	356 29.5%	167 30.4%	116 29.3%	71 30.1%	87 34.8%	52 34.4%	20 29.4%	17 38.6%	53 29.3%	441 31.7%	142 29.3%	154 31.7%	83 21.8%	108 40.8%	164 33.2%	74 29.6%	139 31.2%	156 28.7%	95 31.9%	112 36.7%	142 31.4%	141 29.2%	192 32.2%	108 31.5%
I occasionally work on this area	534 28.5%	196 29.4%	338 28.0%	148 27.0%	107 27.0%	74 31.4%	77 30.8%	43 28.5%	18 26.5%	12 27.3%	55 30.4%	411 29.6%	123 25.4%	139 28.6%	100 26.3%	82 30.9%	141 28.5%	72 28.8%	120 26.9%	156 28.7%	81 27.2%	97 31.8%	123 27.2%	121 25.1%	178 29.8%	112 32.7%
I never work on this area	535 28.5%	172 25.8%	363 30.0%	169 30.8%	136 34.3%	72 30.5%	58 23.2%	38 25.2%	21 30.9%	4 9.1%	37 20.4%	385 27.7%	150 30.9%	132 27.2%	155 40.8%	47 17.7%	120 24.3%	81 32.4%	139 31.2%	167 30.7%	81 27.2%	56 18.4%	135 29.9%	155 32.1%	152 25.5%	93 27.1%
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%

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Table 61
Q33I. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Social or digital media management
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343		
I spend most of my time working on this area	291 15.5%	87 13.0%	204 16.9%	59 10.7%	63 15.9%	32 13.6%	49 19.6%	26 17.2%	12 17.6%	9 20.5%	41 22.7%	204 14.7%	87 17.9%	80 16.5%	38 10.0%	41 15.5%	93 18.8%	39 15.6%	94 21.1%	75 13.8%	35 11.7%	44 14.4%	112 24.8%	69 14.3%	80 13.4%	30 8.7%		
I spend some of my time working on this area	919 49.0%	312 46.8%	607 50.2%	255 46.4%	205 51.8%	133 56.4%	124 49.6%	79 52.3%	36 52.9%	24 54.5%	63 34.8%	690 49.6%	229 47.2%	268 55.1%	172 45.3%	156 58.9%	216 43.7%	107 42.8%	216 48.4%	268 49.3%	165 55.4%	151 49.5%	191 42.3%	246 50.9%	326 54.6%	156 45.5%		
I occasionally work on this area	515 27.5%	214 32.1%	301 24.9%	188 34.2%	97 24.5%	55 23.3%	57 22.8%	37 24.5%	11 16.2%	11 25.0%	59 32.6%	381 27.4%	134 27.6%	103 21.2%	119 31.3%	58 21.9%	157 31.8%	78 31.2%	93 20.9%	152 27.9%	82 27.5%	100 32.8%	105 23.2%	135 28.0%	154 25.8%	121 35.3%		
I never work on this area	150 8.0%	54 8.1%	96 7.9%	47 8.6%	31 7.8%	16 6.8%	20 8.0%	9 6.0%	9 13.2%	- 13.2%	18 9.9%	115 8.3%	35 7.2%	35 7.2%	51 13.4%	10 3.8%	28 5.7%	26 10.4%	43 9.6%	49 9.0%	16 5.4%	10 3.3%	44 9.7%	33 6.8%	37 6.2%	36 10.5%		
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%		

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Table 62
Q33C. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Crisis management
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343		
I spend most of my time working on this area	114 6.1%	42 6.3%	72 6.0%	33 6.0%	21 5.3%	12 5.1%	22 8.8%	7 4.6%	-	1 2.3%	18 9.9%	84 6.0%	30 6.2%	35 7.2%	26 6.8%	13 4.9%	23 4.7%	17 6.8%	20 4.5%	28 5.1%	28 9.4%	16 5.2%	19 4.2%	29 6.0%	37 6.2%	29 8.5%		
I spend some of my time working on this area	633 33.8%	251 37.6%	382 31.6%	190 34.6%	133 33.6%	67 28.4%	89 35.6%	50 33.1%	24 35.3%	18 40.9%	62 34.3%	471 33.9%	162 33.4%	187 38.5%	136 35.8%	94 35.5%	150 30.4%	66 26.4%	123 27.6%	190 34.9%	119 39.9%	126 41.3%	116 25.7%	180 37.3%	218 36.5%	119 34.7%		
I occasionally work on this area	834 44.5%	284 42.6%	550 45.5%	246 44.8%	173 43.7%	120 50.8%	104 41.6%	71 47.0%	27 39.7%	20 45.5%	73 40.3%	625 45.0%	209 43.1%	192 39.5%	160 42.1%	122 46.0%	245 49.6%	115 46.0%	173 38.8%	251 46.1%	137 46.0%	145 47.5%	193 42.7%	204 42.2%	273 45.7%	164 47.8%		
I never work on this area	294 15.7%	90 13.5%	204 16.9%	80 14.6%	69 17.4%	37 15.7%	35 14.0%	23 15.2%	17 25.0%	5 11.4%	28 15.5%	210 15.1%	84 17.3%	72 14.8%	58 15.3%	36 13.6%	76 15.4%	52 20.8%	130 29.1%	75 13.8%	14 4.7%	18 5.9%	124 27.4%	70 14.5%	69 11.6%	31 9.0%		
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%		

Survation.

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Table 63
Q33E. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Internal communications
Base : Work in a public relations

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343
I spend most of my time working on this area	269 14.3%	67 10.0%	202 16.7%	64 11.7%	52 13.1%	33 14.0%	42 16.8%	21 13.9%	12 17.6%	1 2.3%	44 24.3%	200 14.4%	69 14.2%	109 22.4%	89 23.4%	29 10.9%	18 3.6%	24 9.6%	83 18.6%	88 16.2%	45 15.1%	26 8.5%	68 15.0%	81 16.8%	90 15.1%	30 8.7%
I spend some of my time working on this area	648 34.6%	236 35.4%	412 34.1%	175 31.9%	143 36.1%	92 39.0%	79 31.6%	53 35.1%	24 35.3%	12 27.3%	70 38.7%	491 35.3%	157 32.4%	187 38.5%	138 36.3%	123 46.4%	121 24.5%	79 31.6%	156 35.0%	166 30.5%	135 45.3%	102 33.4%	148 32.7%	174 36.0%	209 35.0%	117 34.1%
I occasionally work on this area	677 36.1%	257 38.5%	420 34.8%	209 38.1%	150 37.9%	77 32.6%	84 33.6%	58 38.4%	23 33.8%	24 54.5%	52 28.7%	503 36.2%	174 35.9%	137 28.2%	110 28.9%	89 33.6%	240 48.6%	101 40.4%	134 30.0%	200 36.8%	89 29.9%	140 45.9%	153 33.8%	153 31.7%	219 36.7%	152 44.3%
I never work on this area	281 15.0%	107 16.0%	174 14.4%	101 18.4%	51 12.9%	34 14.4%	45 18.0%	19 12.6%	9 13.2%	7 15.9%	15 8.3%	196 14.1%	85 17.5%	53 10.9%	43 11.3%	24 9.1%	115 23.3%	46 18.4%	73 16.4%	90 16.5%	29 9.7%	37 12.1%	83 18.4%	75 15.5%	79 13.2%	44 12.8%
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%

Survation.

State of PR Survey
Prepared on behalf of the CIPR

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Table 64
Q33F. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Media relations
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343	
I spend most of my time working on this area	674 35.9%	230 34.5%	444 36.8%	187 34.1%	137 34.6%	87 36.9%	105 42.0%	50 33.1%	20 29.4%	18 40.9%	70 38.7%	478 34.4%	196 40.4%	164 33.7%	118 31.1%	72 27.2%	221 44.7%	99 39.6%	160 35.9%	205 37.7%	99 33.2%	101 33.1%	187 41.4%	180 37.3%	202 33.8%	105 30.6%	
I spend some of my time working on this area	744 39.7%	270 40.5%	474 39.2%	200 36.4%	154 38.9%	105 44.5%	94 37.6%	71 47.0%	29 42.6%	24 54.5%	67 37.0%	575 41.4%	169 34.8%	189 38.9%	148 38.9%	130 49.1%	185 37.4%	92 36.8%	160 35.9%	204 37.5%	137 46.0%	137 44.9%	144 31.9%	193 40.0%	265 44.4%	142 41.4%	
I occasionally work on this area	312 16.6%	124 18.6%	188 15.6%	113 20.6%	68 17.2%	32 13.6%	31 12.4%	23 15.2%	12 17.6%	2 4.5%	31 17.1%	234 16.8%	78 16.1%	83 17.1%	70 18.4%	47 17.7%	64 13.0%	48 19.2%	82 18.4%	84 15.4%	45 15.1%	47 15.4%	86 19.0%	66 13.7%	90 15.1%	70 20.4%	
I never work on this area	145 7.7%	43 6.4%	102 8.4%	49 8.9%	37 9.3%	12 5.1%	20 8.0%	7 4.6%	7 10.3%	- -	13 7.2%	103 7.4%	42 8.7%	50 10.3%	44 11.6%	16 6.0%	24 4.9%	11 4.4%	44 9.9%	51 9.4%	17 5.7%	20 6.6%	35 7.7%	44 9.1%	40 6.7%	26 7.6%	
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%	

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Table 65
Q33H. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice.
Research, planning and measurement
Base : Work in a public relations

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
														In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner										
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No						Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1875	667	1208	549	396	236	250	151	68	44	181	1390	485	486	380	265	494	250	446	544	298	305	452	483	597	343		
I spend most of my time working on this area	246 13.1%	83 12.4%	163 13.5%	76 13.8%	46 11.6%	21 8.9%	31 12.4%	15 9.9%	7 10.3%	8 18.2%	42 23.2%	181 13.0%	65 13.4%	44 9.1%	47 12.4%	30 11.3%	100 20.2%	25 10.0%	53 11.9%	70 12.9%	44 14.8%	48 15.7%	77 17.0%	61 12.6%	83 13.9%	25 7.3%		
I spend some of my time working on this area	965 51.5%	320 48.0%	645 53.4%	294 53.6%	211 53.3%	118 50.0%	134 53.6%	81 53.6%	34 50.0%	22 50.0%	71 39.2%	721 51.9%	244 50.3%	247 50.8%	188 49.5%	143 54.0%	268 54.3%	119 47.6%	217 48.7%	295 54.2%	154 51.7%	164 53.8%	229 50.7%	276 57.1%	295 49.4%	165 48.1%		
I occasionally work on this area	561 29.9%	225 33.7%	336 27.8%	150 27.3%	121 30.6%	83 35.2%	76 30.4%	50 33.1%	22 32.4%	13 29.5%	46 25.4%	418 30.1%	143 29.5%	168 34.6%	112 29.5%	86 32.5%	111 22.5%	84 33.6%	138 30.9%	159 29.2%	88 29.5%	83 27.2%	117 25.9%	129 26.7%	188 31.5%	127 37.0%		
I never work on this area	103 5.5%	39 5.8%	64 5.3%	29 5.3%	18 4.5%	14 5.9%	9 3.6%	5 3.3%	5 7.4%	1 2.3%	22 12.2%	70 5.0%	33 6.8%	27 5.6%	33 8.7%	6 2.3%	15 3.0%	22 8.8%	38 8.5%	20 3.7%	12 4.0%	10 3.3%	29 6.4%	17 3.5%	31 5.2%	26 7.6%		
SIGMA	1875 100.0%	667 100.0%	1208 100.0%	549 100.0%	396 100.0%	236 100.0%	250 100.0%	151 100.0%	68 100.0%	44 100.0%	181 100.0%	1390 100.0%	485 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%		

Survation.

State of PR Survey
Prepared on behalf of the CIPR

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Table 66
Q34. Excluding staff costs, what is the largest item of your organisation's public relations budget?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1131	368	763	334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136		
Consumer or public campaigning	192 17.0%	64 17.4%	128 16.8%	48 14.4%	32 15.0%	26 18.4%	40 26.1%	13 12.1%	8 14.8%	5 26.3%	20 18.3%	149 17.8%	43 14.7%	112 23.0%	36 9.5%	44 16.6%	- -	- -	73 20.3%	74 17.2%	38 15.4%	7 9.5%	52 18.5%	55 15.7%	65 17.9%	20 14.7%		
Contributing to business strategy	41 3.6%	11 3.0%	30 3.9%	9 2.7%	7 3.3%	8 5.7%	8 5.2%	1 0.9%	1 1.9%	2 10.5%	5 4.6%	37 4.4%	4 1.4%	19 3.9%	11 2.9%	11 4.2%	- -	- -	15 4.2%	15 3.5%	8 3.3%	2 2.7%	7 2.5%	16 4.6%	12 3.3%	6 4.4%		
Corporate social responsibility	41 3.6%	16 4.3%	25 3.3%	9 2.7%	8 3.7%	4 2.8%	3 2.0%	2 1.9%	3 5.6%	2 10.5%	10 9.2%	34 4.1%	7 2.4%	6 1.2%	32 8.4%	3 1.1%	- -	- -	16 4.4%	14 3.3%	8 3.3%	2 2.7%	11 3.9%	9 2.6%	13 3.6%	8 5.9%		
Crisis management	11 1.0%	2 0.5%	9 1.2%	3 0.9%	4 1.9%	2 1.4%	- -	1 0.9%	- -	- -	1 0.9%	7 0.8%	4 1.4%	3 0.6%	6 1.6%	2 0.8%	- -	- -	2 0.6%	2 0.5%	5 2.0%	2 2.7%	- -	7 2.0%	3 0.8%	1 0.7%		
Event management	181 16.0%	59 16.0%	122 16.0%	55 16.5%	30 14.0%	23 16.3%	15 9.8%	18 16.8%	14 25.9%	4 21.1%	22 20.2%	141 16.8%	40 13.7%	69 14.2%	65 17.1%	47 17.7%	- -	- -	58 16.1%	66 15.3%	39 15.9%	14 18.9%	53 18.9%	64 18.3%	45 12.4%	19 14.0%		
Internal communications	62 5.5%	20 5.4%	42 5.5%	13 3.9%	11 5.1%	10 7.1%	12 7.8%	11 10.3%	1 1.9%	- -	4 3.7%	41 4.9%	21 7.2%	21 4.3%	33 8.7%	8 3.0%	- -	- -	12 3.3%	24 5.6%	21 8.5%	2 2.7%	12 4.3%	17 4.9%	25 6.9%	8 5.9%		
Media relations	212 18.7%	77 20.9%	135 17.7%	71 21.3%	34 15.9%	25 17.7%	27 17.6%	24 22.4%	8 14.8%	3 15.8%	20 18.3%	144 17.2%	68 23.3%	82 16.9%	88 23.2%	42 15.8%	- -	- -	51 14.2%	90 20.9%	51 20.7%	14 18.9%	37 13.2%	70 20.0%	76 20.9%	29 21.3%		
Strategic planning	22 1.9%	3 0.8%	19 2.5%	8 2.4%	4 1.9%	4 2.8%	- -	1 0.9%	1 1.9%	- -	4 3.7%	16 1.9%	6 2.1%	10 2.1%	9 2.4%	3 1.1%	- -	- -	5 1.4%	14 3.3%	3 1.2%	- -	6 2.1%	10 2.9%	5 1.4%	1 0.7%		
Public affairs/ lobbying	50 4.4%	21 5.7%	29 3.8%	22 6.6%	8 3.7%	4 2.8%	5 3.3%	3 2.8%	2 3.7%	- -	6 5.5%	42 5.0%	8 2.7%	12 2.5%	16 4.2%	22 8.3%	- -	- -	16 4.4%	18 4.2%	12 4.9%	4 5.4%	20 7.1%	9 2.6%	15 4.1%	6 4.4%		
Research, planning and measurement	78 6.9%	22 6.0%	56 7.3%	31 9.3%	11 5.1%	9 6.4%	9 5.9%	10 9.3%	2 3.7%	- -	6 5.5%	59 7.0%	19 6.5%	23 4.7%	27 7.1%	28 10.6%	- -	- -	22 6.1%	30 7.0%	19 7.7%	6 8.1%	20 7.1%	30 8.6%	22 6.0%	6 4.4%		
Social or digital media management	72 6.4%	24 6.5%	48 6.3%	18 5.4%	13 6.1%	8 5.7%	11 7.2%	14 13.1%	2 3.7%	1 5.3%	5 4.6%	51 6.1%	21 7.2%	41 8.4%	14 3.7%	17 6.4%	- -	- -	19 5.3%	26 6.0%	16 6.5%	7 9.5%	16 5.7%	16 4.6%	30 8.2%	10 7.4%		
Other	169 14.9%	49 13.3%	120 15.7%	47 14.1%	52 24.3%	18 12.8%	23 15.0%	9 8.4%	12 22.2%	2 10.5%	6 5.5%	118 14.1%	51 17.5%	88 18.1%	43 11.3%	38 14.3%	- -	- -	71 19.7%	57 13.3%	26 10.6%	14 18.9%	47 16.7%	47 13.4%	53 14.6%	22 16.2%		
SIGMA	1131 100.0%	368 100.0%	763 100.0%	334 100.0%	214 100.0%	141 100.0%	153 100.0%	107 100.0%	54 100.0%	19 100.0%	109 100.0%	839 100.0%	292 100.0%	486 100.0%	380 100.0%	265 100.0%	- -	- -	360 100.0%	430 100.0%	246 100.0%	74 100.0%	281 100.0%	350 100.0%	364 100.0%	136 100.0%		

Survation.

State of PR Survey
Prepared on behalf of the CIPR

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Table 67
Q35. Excluding staff costs, what is the least amount of your organisation's public relations budget spent on?
Base : All Answering

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1131	368	763	334	214	141	153	107	54	19	109	839	292	486	380	265	-	-	360	430	246	74	281	350	364	136	
Consumer or public campaigning	75 6.6%	28 7.6%	47 6.2%	34 10.2%	7 3.3%	9 6.4%	10 6.5%	5 4.7%	2 3.7%	1 5.3%	7 6.4%	53 6.3%	22 7.5%	23 4.7%	40 10.5%	12 4.5%	-	-	13 3.6%	38 8.8%	18 7.3%	5 6.8%	7 2.5%	30 8.6%	20 5.5%	18 13.2%	
Contributing to business strategy	72 6.4%	27 7.3%	45 5.9%	23 6.9%	12 5.6%	8 5.7%	10 6.5%	7 6.5%	5 9.3%	1 5.3%	6 5.5%	51 6.1%	21 7.2%	32 6.6%	25 6.6%	15 5.7%	-	-	25 6.9%	24 5.6%	17 6.9%	5 6.8%	17 6.0%	14 4.0%	31 8.5%	10 7.4%	
Corporate social responsibility	134 11.8%	47 12.8%	87 11.4%	47 14.1%	30 14.0%	17 12.1%	14 9.2%	13 12.1%	3 5.6%	2 10.5%	8 7.3%	95 11.3%	39 13.4%	60 12.3%	26 6.8%	48 18.1%	-	-	31 8.6%	50 11.6%	32 13.0%	19 25.7%	26 9.3%	40 11.4%	44 12.1%	24 17.6%	
Crisis management	100 8.8%	26 7.1%	74 9.7%	27 8.1%	19 8.9%	10 7.1%	12 7.8%	8 7.5%	4 7.4%	4 21.1%	16 14.7%	77 9.2%	23 7.9%	28 5.8%	36 9.5%	36 13.6%	-	-	33 9.2%	39 9.1%	23 9.3%	5 6.8%	27 9.6%	25 7.1%	34 9.3%	14 10.3%	
Event management	74 6.5%	29 7.9%	45 5.9%	21 6.3%	13 6.1%	8 5.7%	13 8.5%	13 12.1%	2 3.7%	-	4 3.7%	51 6.1%	23 7.9%	30 6.2%	28 7.4%	16 6.0%	-	-	18 5.0%	28 6.5%	19 7.7%	6 8.1%	18 6.4%	25 7.1%	22 6.0%	9 6.6%	
Internal communications	125 11.1%	35 9.5%	90 11.8%	38 11.4%	16 7.5%	19 13.5%	13 8.5%	12 11.2%	4 7.4%	1 5.3%	22 20.2%	91 10.8%	34 11.6%	41 8.4%	43 11.3%	41 15.5%	-	-	37 10.3%	57 13.3%	19 7.7%	8 10.8%	38 13.5%	40 11.4%	38 10.4%	9 6.6%	
Media relations	58 5.1%	19 5.2%	39 5.1%	11 3.3%	19 8.9%	2 1.4%	8 5.2%	3 7.5%	3 5.6%	3 15.8%	4 3.7%	41 4.9%	17 5.8%	29 6.0%	18 4.7%	11 4.2%	-	-	24 6.7%	22 5.1%	8 3.3%	2 2.7%	21 7.5%	13 3.7%	17 4.7%	7 5.1%	
Strategic planning	42 3.7%	16 4.3%	26 3.4%	15 4.5%	4 1.9%	5 3.5%	7 4.6%	2 1.9%	2 3.7%	1 5.3%	6 5.5%	31 3.7%	11 3.8%	14 2.9%	16 4.2%	12 4.5%	-	-	13 3.6%	11 2.6%	14 5.7%	4 5.4%	7 2.5%	13 3.7%	15 4.1%	7 5.1%	
Public affairs/ lobbying	172 15.2%	65 17.7%	107 14.0%	40 12.0%	34 15.9%	32 22.7%	30 19.6%	18 16.8%	7 13.0%	1 5.3%	10 9.2%	133 15.9%	39 13.4%	90 18.5%	53 13.9%	29 10.9%	-	-	49 13.6%	59 13.7%	52 21.1%	9 12.2%	38 13.5%	58 16.6%	52 14.3%	24 17.6%	
Research, planning and measurement	80 7.1%	25 6.8%	55 7.2%	22 6.6%	16 7.5%	12 8.5%	7 4.6%	8 7.5%	5 9.3%	3 15.8%	7 6.4%	65 7.7%	15 5.1%	35 7.2%	29 7.6%	16 6.0%	-	-	25 6.9%	35 8.1%	15 6.1%	3 4.1%	12 4.3%	35 10.0%	27 7.4%	6 4.4%	
Social or digital media management	102 9.0%	25 6.8%	77 10.1%	25 7.5%	18 8.4%	11 7.8%	17 11.1%	5 4.7%	9 16.7%	2 10.5%	15 13.8%	81 9.7%	21 7.2%	42 8.6%	45 11.8%	15 5.7%	-	-	37 10.3%	35 8.1%	23 9.3%	4 5.4%	33 11.7%	28 8.0%	38 10.4%	3 2.2%	
Other	97 8.6%	26 7.1%	71 9.3%	31 9.3%	26 12.1%	8 5.7%	12 7.8%	8 7.5%	8 14.8%	-	4 3.7%	70 8.3%	27 9.2%	62 12.8%	21 5.5%	14 5.3%	-	-	55 15.3%	32 7.4%	6 2.4%	4 5.4%	37 13.2%	29 8.3%	26 7.1%	5 3.7%	
SIGMA	1131 100.0%	368 100.0%	763 100.0%	334 100.0%	214 100.0%	141 100.0%	153 100.0%	107 100.0%	54 100.0%	19 100.0%	109 100.0%	839 100.0%	292 100.0%	486 100.0%	380 100.0%	265 100.0%	-	-	360 100.0%	430 100.0%	246 100.0%	74 100.0%	281 100.0%	350 100.0%	364 100.0%	136 100.0%	

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Prepared on behalf of the CIPR

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Table 68
Q36. To what extent do you agree or disagree with the following statement?
“Being considered a professional is important to me”
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR					
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
Strongly agree	1591	540	1051	455	325	198	211	132	50	35	185	1203	388	395	316	208	367	191	333	441	248	237	335	394	479	269	
	78.5%	74.0%	81.0%	78.0%	75.6%	79.5%	76.4%	81.0%	72.5%	74.5%	87.7%	80.0%	73.9%	81.3%	83.2%	78.5%	74.3%	76.4%	74.7%	81.1%	83.2%	77.7%	74.1%	81.6%	80.2%	78.4%	
Tend to agree	355	146	209	100	86	39	55	26	19	11	19	249	106	76	55	51	97	42	97	87	39	51	96	78	93	54	
	17.5%	20.0%	16.1%	17.2%	20.0%	15.7%	19.9%	16.0%	27.5%	23.4%	9.0%	16.6%	20.2%	15.6%	14.5%	19.2%	19.6%	16.8%	21.7%	16.0%	13.1%	16.7%	21.2%	16.1%	15.6%	15.7%	
Neither agree nor disagree	63	31	32	23	13	9	7	4	-	1	6	39	24	13	6	4	21	16	12	12	8	12	14	9	22	15	
	3.1%	4.2%	2.5%	3.9%	3.0%	3.6%	2.5%	2.5%	-	2.1%	2.8%	2.6%	4.6%	2.7%	1.6%	1.5%	4.3%	6.4%	2.7%	2.2%	2.7%	3.9%	3.1%	1.9%	3.7%	4.4%	
Tend to disagree	10	8	2	2	1	3	2	1	-	-	1	7	3	1	3	1	3	1	3	1	2	2	4	2	2	1	
	0.5%	1.1%	0.2%	0.3%	0.2%	1.2%	0.7%	0.6%	-	-	0.5%	0.5%	0.6%	0.2%	0.8%	0.4%	0.6%	0.4%	0.7%	0.2%	0.7%	0.7%	0.9%	0.4%	0.3%	0.3%	
Strongly disagree	5	3	2	2	2	-	1	-	-	-	-	3	2	1	-	-	4	-	-	2	1	2	1	-	1	3	
	0.2%	0.4%	0.2%	0.3%	0.5%	-	0.4%	-	-	-	-	0.2%	0.4%	0.2%	-	-	0.8%	-	-	0.4%	0.3%	0.7%	0.2%	-	0.2%	0.9%	
Don't know	4	2	2	1	3	-	-	-	-	-	-	2	2	-	-	1	2	-	1	1	-	1	2	-	-	1	
	0.2%	0.3%	0.2%	0.2%	0.7%	-	-	-	-	-	-	0.1%	0.4%	-	-	0.4%	0.4%	-	0.2%	0.2%	-	0.3%	0.4%	-	-	0.3%	
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 69
Q37A. Which of the following best demonstrates professionalism in public relations?
Membership of a professional body
Base : All Respondents

	Total		Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
			Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298		583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
1	203	69	134		47	48	31	19	15	7	6	30	188	15	56	31	28	38	32	36	47	34	32	26	40	62	57
	10.0%	9.5%	10.3%		8.1%	11.2%	12.4%	6.9%	9.2%	10.1%	12.8%	14.2%	12.5%	2.9%	11.5%	8.2%	10.6%	7.7%	12.8%	8.1%	8.6%	11.4%	10.5%	5.8%	8.3%	10.4%	16.6%
2	331	144	187		76	87	47	40	23	13	14	31	297	34	80	55	50	81	46	66	80	50	66	63	66	106	77
	16.3%	19.7%	14.4%		13.0%	20.2%	18.9%	14.5%	14.1%	18.8%	29.8%	14.7%	19.8%	6.5%	16.5%	14.5%	18.9%	16.4%	18.4%	14.8%	14.7%	16.8%	21.6%	13.9%	13.7%	17.8%	22.4%
3	441	178	263		137	83	62	55	52	13	10	29	370	71	95	77	46	110	77	66	118	61	79	87	88	146	84
	21.7%	24.4%	20.3%		23.5%	19.3%	24.9%	19.9%	31.9%	18.8%	21.3%	13.7%	24.6%	13.5%	19.5%	20.3%	17.4%	22.3%	30.8%	14.8%	21.7%	20.5%	25.9%	19.2%	18.2%	24.5%	24.5%
4	504	171	333		158	106	45	82	33	15	8	57	356	148	113	103	70	126	52	128	138	76	61	128	146	121	69
	24.9%	23.4%	25.7%		27.1%	24.7%	18.1%	29.7%	20.2%	21.7%	17.0%	27.0%	23.7%	28.2%	23.3%	27.1%	26.4%	25.5%	20.8%	28.7%	25.4%	25.5%	20.0%	28.3%	30.2%	20.3%	20.1%
5	549	168	381		165	106	64	80	40	21	9	64	292	257	142	114	71	139	43	150	161	77	67	148	143	162	56
	27.1%	23.0%	29.4%		28.3%	24.7%	25.7%	29.0%	24.5%	30.4%	19.1%	30.3%	19.4%	49.0%	29.2%	30.0%	26.8%	28.1%	17.2%	33.6%	29.6%	25.8%	22.0%	32.7%	29.6%	27.1%	16.3%
SIGMA	2028	730	1298		583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 70
Q37B. Which of the following best demonstrates professionalism in public relations?
Enrolment in Continuing Professional Development (CPD)
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
1	96	37	59	22	22	11	12	9	2	3	15	77	19	31	12	13	17	9	21	22	17	11	19	15	37	11	
	4.7%	5.1%	4.5%	3.8%	5.1%	4.4%	4.3%	5.5%	2.9%	6.4%	7.1%	5.1%	3.6%	6.4%	3.2%	4.9%	3.4%	3.6%	4.7%	4.0%	5.7%	3.6%	4.2%	3.1%	6.2%	3.2%	
2	231	84	147	67	43	21	38	21	12	4	25	171	60	69	46	39	41	24	64	72	32	24	48	69	67	35	
	11.4%	11.5%	11.3%	11.5%	10.0%	8.4%	13.8%	12.9%	17.4%	8.5%	11.8%	11.4%	11.4%	14.2%	12.1%	14.7%	8.3%	9.6%	14.3%	13.2%	10.7%	7.9%	10.6%	14.3%	11.2%	10.2%	
3	449	159	290	124	98	60	58	27	17	7	58	307	142	114	80	73	109	41	96	117	85	69	93	120	140	64	
	22.1%	21.8%	22.3%	21.3%	22.8%	24.1%	21.0%	16.6%	24.6%	14.9%	27.5%	20.4%	27.0%	23.5%	21.1%	27.5%	22.1%	16.4%	21.5%	21.5%	28.5%	22.6%	20.6%	24.8%	23.5%	18.7%	
4	559	201	358	168	110	77	79	47	18	11	49	409	150	142	103	55	136	78	127	146	66	91	139	118	160	97	
	27.6%	27.5%	27.6%	28.8%	25.6%	30.9%	28.6%	28.8%	26.1%	23.4%	23.2%	27.2%	28.6%	29.2%	27.1%	20.8%	27.5%	31.2%	28.5%	26.8%	22.1%	29.8%	30.8%	24.4%	26.8%	28.3%	
5	693	249	444	202	157	80	89	59	20	22	64	539	154	130	139	85	191	98	138	187	98	110	153	161	193	136	
	34.2%	34.1%	34.2%	34.6%	36.5%	32.1%	32.2%	36.2%	29.0%	46.8%	30.3%	35.9%	29.3%	26.7%	36.6%	32.1%	38.7%	39.2%	30.9%	34.4%	32.9%	36.1%	33.8%	33.3%	32.3%	39.7%	
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Prepared on behalf of the CIPR

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Table 71
Q37C. Which of the following best demonstrates professionalism in public relations?
Industry training and qualifications
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
1	228	74	154	48	53	23	38	19	8	3	36	176	52	77	38	29	36	16	64	69	31	14	64	56	60	16	
	11.2%	10.1%	11.9%	8.2%	12.3%	9.2%	13.8%	11.7%	11.6%	6.4%	17.1%	11.7%	9.9%	15.8%	10.0%	10.9%	7.3%	6.4%	14.3%	12.7%	10.4%	4.6%	14.2%	11.6%	10.1%	4.7%	
2	474	182	292	135	101	61	63	29	21	13	51	343	131	117	100	66	110	41	111	132	81	62	112	109	142	71	
	23.4%	24.9%	22.5%	23.2%	23.5%	24.5%	22.8%	17.8%	30.4%	27.7%	24.2%	22.8%	25.0%	24.1%	26.3%	24.9%	22.3%	16.4%	24.9%	24.3%	27.2%	20.3%	24.8%	22.6%	23.8%	20.7%	
3	550	186	364	174	111	57	90	47	9	9	53	369	181	123	113	70	146	62	138	143	74	85	139	137	145	93	
	27.1%	25.5%	28.0%	29.8%	25.8%	22.9%	32.6%	28.8%	13.0%	19.1%	25.1%	24.6%	34.5%	25.3%	29.7%	26.4%	29.6%	24.8%	30.9%	26.3%	24.8%	27.9%	30.8%	28.4%	24.3%	27.1%	
4	481	176	305	143	113	62	49	38	15	15	46	365	116	98	92	62	133	70	87	132	72	86	84	114	158	99	
	23.7%	24.1%	23.5%	24.5%	26.3%	24.9%	17.8%	23.3%	21.7%	31.9%	21.8%	24.3%	22.1%	20.2%	24.2%	23.4%	26.9%	28.0%	19.5%	24.3%	24.2%	28.2%	18.6%	23.6%	26.5%	28.9%	
5	295	112	183	83	52	46	36	30	16	7	25	250	45	71	37	38	69	61	46	68	40	58	53	67	92	64	
	14.5%	15.3%	14.1%	14.2%	12.1%	18.5%	13.0%	18.4%	23.2%	14.9%	11.8%	16.6%	8.6%	14.6%	9.7%	14.3%	14.0%	24.4%	10.3%	12.5%	13.4%	19.0%	11.7%	13.9%	15.4%	18.7%	
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 72
Q37D. Which of the following best demonstrates professionalism in public relations?
Satisfying clients/employers
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
														In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No										0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
1	1122	422	700	352	234	144	149	84	41	30	88	769	353	228	220	139	330	150	244	311	156	189	259	286	324	198
	55.3%	57.8%	53.9%	60.4%	54.4%	57.8%	54.0%	51.5%	59.4%	63.8%	41.7%	51.2%	67.2%	46.9%	57.9%	52.5%	66.8%	60.0%	54.7%	57.2%	52.3%	62.0%	57.3%	59.2%	54.3%	57.7%
2	335	95	240	88	64	47	50	38	11	4	33	246	89	93	69	48	52	45	80	83	57	34	80	84	97	46
	16.5%	13.0%	18.5%	15.1%	14.9%	18.9%	18.1%	23.3%	15.9%	8.5%	15.6%	16.4%	17.0%	19.1%	18.2%	18.1%	10.5%	18.0%	17.9%	15.3%	19.1%	11.1%	17.7%	17.4%	16.2%	13.4%
3	178	68	110	43	37	18	22	13	9	5	31	148	30	53	24	28	29	21	33	53	27	18	35	34	53	33
	8.8%	9.3%	8.5%	7.4%	8.6%	7.2%	8.0%	8.0%	10.6%	10.6%	14.7%	9.8%	5.7%	10.9%	6.3%	10.6%	5.9%	8.4%	7.4%	9.7%	9.1%	5.9%	7.7%	7.0%	8.9%	9.6%
4	140	54	86	32	29	14	18	16	4	3	24	114	26	37	25	18	25	16	33	27	22	21	27	25	48	21
	6.9%	7.4%	6.6%	5.5%	6.7%	5.6%	6.5%	9.8%	5.8%	6.4%	11.4%	7.6%	5.0%	7.6%	6.6%	6.8%	5.1%	6.4%	7.4%	5.0%	7.4%	6.9%	6.0%	5.2%	8.0%	6.1%
5	253	91	162	68	66	26	37	12	4	5	35	226	27	75	42	32	58	18	56	70	36	43	51	54	75	45
	12.5%	12.5%	12.5%	11.7%	15.3%	10.4%	13.4%	7.4%	5.8%	10.6%	16.6%	15.0%	5.1%	15.4%	11.1%	12.1%	11.7%	7.2%	12.6%	12.9%	12.1%	14.1%	11.3%	11.2%	12.6%	13.1%
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 73
Q37E. Which of the following best demonstrates professionalism in public relations?
Commitment to industry codes of practice
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
														In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
1	379 18.7%	128 17.5%	251 19.3%	114 19.6%	73 17.0%	40 16.1%	58 21.0%	36 22.1%	11 15.9%	5 10.6%	42 19.9%	293 19.5%	86 16.4%	94 19.3%	79 20.8%	56 21.1%	73 14.8%	43 17.2%	81 18.2%	95 17.5%	60 20.1%	59 19.3%	84 18.6%	86 17.8%	114 19.1%	61 17.8%
2	657 32.4%	225 30.8%	432 33.3%	217 37.2%	135 31.4%	73 29.3%	85 30.8%	52 31.9%	12 17.4%	12 25.5%	71 33.6%	446 29.7%	211 40.2%	127 26.1%	110 28.9%	62 23.4%	210 42.5%	94 37.6%	125 28.0%	177 32.5%	78 26.2%	119 39.0%	149 33.0%	155 32.1%	185 31.0%	114 33.2%
3	410 20.2%	139 19.0%	271 20.9%	105 18.0%	101 23.5%	52 20.9%	51 18.5%	24 14.7%	21 30.4%	16 34.0%	40 19.0%	309 20.6%	101 19.2%	101 20.8%	86 22.6%	48 18.1%	100 20.2%	49 19.6%	113 25.3%	113 20.8%	51 17.1%	54 17.7%	98 21.7%	104 21.5%	113 18.9%	69 20.1%
4	344 17.0%	128 17.5%	216 16.6%	82 14.1%	72 16.7%	51 20.5%	48 17.4%	29 17.8%	17 24.6%	10 21.3%	35 16.6%	259 17.2%	85 16.2%	96 19.8%	57 15.0%	60 22.6%	74 15.0%	34 13.6%	71 15.9%	101 18.6%	62 20.8%	46 15.1%	74 16.4%	80 16.6%	110 18.4%	57 16.6%
5	238 11.7%	110 15.1%	128 9.9%	65 11.1%	49 11.4%	33 13.3%	34 12.3%	22 13.5%	8 11.6%	4 8.5%	23 10.9%	196 13.0%	42 8.0%	68 14.0%	48 12.6%	39 14.7%	37 7.5%	30 12.0%	56 12.6%	58 10.7%	47 15.8%	27 8.9%	47 10.4%	58 12.0%	75 12.6%	42 12.2%
SIGMA	2028 100.0%	730 100.0%	1298 100.0%	583 100.0%	430 100.0%	249 100.0%	276 100.0%	163 100.0%	69 100.0%	47 100.0%	211 100.0%	1503 100.0%	525 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%

Survation.

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Table 74
Q37. Ranked score table
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

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Table 75
Q38A. Which of the following qualities do you think is the most valuable asset for public relations professionals to have?
An academic qualification, but not in public relations
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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Table 76
Q38B. Which of the following qualities do you think is the most valuable asset for public relations professionals to have?
An academic qualification in public relations
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343		
1	79	32	47	16	14	5	8	3	-	3	30	68	11	17	18	6	19	7	26	17	5	10	25	16	14	12		
	3.9%	4.4%	3.6%	2.7%	3.3%	2.0%	2.9%	1.8%	-	6.4%	14.2%	4.5%	2.1%	3.5%	4.7%	2.3%	3.8%	2.8%	5.8%	3.1%	1.7%	3.3%	5.5%	3.3%	2.3%	3.5%		
2	230	78	152	54	38	17	37	29	6	5	44	187	43	52	48	30	50	21	57	59	31	26	51	51	73	26		
	11.3%	10.7%	11.7%	9.3%	8.8%	6.8%	13.4%	17.8%	8.7%	10.6%	20.9%	12.4%	8.2%	10.7%	12.6%	11.3%	10.1%	8.4%	12.8%	10.8%	10.4%	8.5%	11.3%	10.6%	12.2%	7.6%		
3	616	205	411	142	130	77	96	43	29	22	77	478	138	161	124	89	118	76	155	165	91	72	134	147	189	98		
	30.4%	28.1%	31.7%	24.4%	30.2%	30.9%	34.8%	26.4%	42.0%	46.8%	36.5%	31.8%	26.3%	33.1%	32.6%	33.6%	23.9%	30.4%	34.8%	30.3%	30.5%	23.6%	29.6%	30.4%	31.7%	28.6%		
4	413	141	272	111	106	61	59	33	8	7	28	284	129	109	74	57	95	51	81	131	65	56	85	106	129	66		
	20.4%	19.3%	21.0%	19.0%	24.7%	24.5%	21.4%	20.2%	11.6%	14.9%	13.3%	18.9%	24.6%	22.4%	19.5%	21.5%	19.2%	20.4%	18.2%	24.1%	21.8%	18.4%	18.8%	21.9%	21.6%	19.2%		
5	397	155	242	134	89	57	48	31	15	5	18	280	117	97	69	55	110	46	78	106	62	77	91	101	107	78		
	19.6%	21.2%	18.6%	23.0%	20.7%	22.9%	17.4%	19.0%	21.7%	10.6%	8.5%	18.6%	22.3%	20.0%	18.2%	20.8%	22.3%	18.4%	17.5%	19.5%	20.8%	25.2%	20.1%	20.9%	17.9%	22.7%		
6	293	119	174	126	53	32	28	24	11	5	14	206	87	50	47	28	102	49	49	66	44	64	66	62	85	63		
	14.4%	16.3%	13.4%	21.6%	12.3%	12.9%	10.1%	14.7%	15.9%	10.6%	6.6%	13.7%	16.6%	10.3%	12.4%	10.6%	20.6%	19.6%	11.0%	12.1%	14.8%	21.0%	14.6%	12.8%	14.2%	18.4%		
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 77
Q38C. Which of the following qualities do you think is the most valuable asset for public relations professionals to have?
A professional qualification, but not in public relations
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
1	16 0.8%	4 0.5%	12 0.9%	7 1.2%	2 0.5%	1 0.4%	5 1.8%	- -	1 1.4%	- -	- -	11 0.7%	5 1.0%	3 0.6%	1 0.3%	1 0.4%	5 1.0%	4 1.6%	1 0.2%	3 0.6%	3 1.0%	2 0.7%	4 0.9%	2 0.4%	3 0.5%	5 1.5%	
2	82 4.0%	36 4.9%	46 3.5%	22 3.8%	14 3.3%	10 4.0%	12 4.3%	9 5.5%	2 2.9%	3 6.4%	10 4.7%	52 3.5%	30 5.7%	18 3.7%	12 3.2%	9 3.4%	28 5.7%	10 4.0%	16 3.6%	27 5.0%	9 3.0%	15 4.9%	19 4.2%	21 4.3%	27 4.5%	10 2.9%	
3	194 9.6%	74 10.1%	120 9.2%	71 12.2%	37 8.6%	22 8.8%	24 8.7%	23 14.1%	9 13.0%	1 2.1%	7 3.3%	140 9.3%	54 10.3%	49 10.1%	36 9.5%	17 6.4%	63 12.8%	18 7.2%	38 8.5%	49 9.0%	31 10.4%	46 15.1%	42 9.3%	49 10.1%	55 9.2%	37 10.8%	
4	444 21.9%	170 23.3%	274 21.1%	116 19.9%	106 24.7%	61 24.5%	63 22.8%	23 14.1%	15 21.7%	14 29.8%	46 21.8%	335 22.3%	109 20.8%	120 24.7%	81 21.3%	60 22.6%	99 20.0%	53 21.2%	106 23.8%	114 21.0%	69 23.2%	60 19.7%	100 22.1%	98 20.3%	135 22.6%	80 23.3%	
5	691 34.1%	242 33.2%	449 34.6%	214 36.7%	135 31.4%	87 34.9%	88 31.9%	50 30.7%	22 31.9%	17 36.2%	78 37.0%	515 34.3%	176 33.5%	152 31.3%	142 37.4%	98 37.0%	146 29.6%	96 38.4%	148 33.2%	187 34.4%	96 32.2%	96 31.5%	139 30.8%	169 35.0%	208 34.8%	118 34.4%	
6	601 29.6%	204 27.9%	397 30.6%	153 26.2%	136 31.6%	68 27.3%	84 30.4%	58 35.6%	20 29.0%	12 25.5%	70 33.2%	450 29.9%	151 28.8%	144 29.6%	108 28.4%	80 30.2%	153 31.0%	69 27.6%	137 30.7%	164 30.1%	90 30.2%	86 28.2%	148 32.7%	144 29.8%	169 28.3%	93 27.1%	
SIGMA	2028 100.0%	730 100.0%	1298 100.0%	583 100.0%	430 100.0%	249 100.0%	276 100.0%	163 100.0%	69 100.0%	47 100.0%	211 100.0%	1503 100.0%	525 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%	

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Table 78
Q38D. Which of the following qualities do you think is the most valuable asset for public relations professionals to have?
A professional qualification in public relations
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
1	186	69	117	40	40	22	19	14	5	2	44	165	21	45	43	25	27	25	39	47	31	18	36	36	60	33	
	9.2%	9.5%	9.0%	6.9%	9.3%	8.8%	6.9%	8.6%	7.2%	4.3%	20.9%	11.0%	4.0%	9.3%	11.3%	9.4%	5.5%	10.0%	8.7%	8.6%	10.4%	5.9%	8.0%	7.5%	10.1%	9.6%	
2	761	260	501	168	180	110	112	47	32	22	90	581	180	206	137	114	149	86	187	198	114	99	143	198	227	124	
	37.5%	35.6%	38.6%	28.8%	41.9%	44.2%	40.6%	28.8%	46.4%	46.8%	42.7%	38.7%	34.3%	42.4%	36.1%	43.0%	30.2%	34.4%	41.9%	36.4%	38.3%	32.5%	31.6%	41.0%	38.0%	36.2%	
3	491	168	323	124	104	63	74	51	16	12	47	359	132	129	92	64	113	61	116	147	60	64	121	127	134	77	
	24.2%	23.0%	24.9%	21.3%	24.2%	25.3%	26.8%	31.3%	23.2%	25.5%	22.3%	23.9%	25.1%	26.5%	24.2%	24.2%	22.9%	24.4%	26.0%	27.0%	20.1%	21.0%	26.8%	26.3%	22.4%	22.4%	
4	292	109	183	118	54	28	36	24	11	7	14	211	81	50	54	34	101	40	50	73	48	64	74	57	91	57	
	14.4%	14.9%	14.1%	20.2%	12.6%	11.2%	13.0%	14.7%	15.9%	14.9%	6.6%	14.0%	15.4%	10.3%	14.2%	12.8%	20.4%	16.0%	11.2%	13.4%	16.1%	21.0%	16.4%	11.8%	15.2%	16.6%	
5	201	77	124	86	36	16	24	20	3	4	12	124	77	33	32	21	74	30	38	51	24	45	60	36	57	37	
	9.9%	10.5%	9.6%	14.8%	8.4%	6.4%	8.7%	12.3%	4.3%	8.5%	5.7%	8.3%	14.7%	6.8%	8.4%	7.9%	15.0%	12.0%	8.5%	9.4%	8.1%	14.8%	13.3%	7.5%	9.5%	10.8%	
6	97	47	50	47	16	10	11	7	2	-	4	63	34	23	22	7	30	8	16	28	21	15	18	29	28	15	
	4.8%	6.4%	3.9%	8.1%	3.7%	4.0%	4.0%	4.3%	2.9%	-	1.9%	4.2%	6.5%	4.7%	5.8%	2.6%	6.1%	3.2%	3.6%	5.1%	7.0%	4.9%	4.0%	6.0%	4.7%	4.4%	
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 79
Q38E. Which of the following qualities do you think is the most valuable asset for public relations professionals to have?
Experience in a public relations role
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343		
1	1612	568	1044	473	347	208	232	135	60	41	116	1162	450	394	302	217	397	196	353	451	242	241	349	404	493	260		
	79.5%	77.8%	80.4%	81.1%	80.7%	83.5%	84.1%	82.8%	87.0%	87.2%	55.0%	77.3%	85.7%	81.1%	79.5%	81.9%	80.4%	78.4%	79.1%	82.9%	81.2%	79.0%	77.2%	83.6%	82.6%	75.8%		
2	230	84	146	67	52	24	21	19	6	3	38	186	44	58	42	28	54	27	55	56	32	33	60	52	50	47		
	11.3%	11.5%	11.2%	11.5%	12.1%	9.6%	7.6%	11.7%	8.7%	6.4%	18.0%	12.4%	8.4%	11.9%	11.1%	10.6%	10.9%	10.8%	12.3%	10.3%	10.7%	10.8%	13.3%	10.8%	8.4%	13.7%		
3	134	57	77	32	24	14	18	4	1	1	40	111	23	27	26	13	31	16	30	26	18	20	34	20	34	25		
	6.6%	7.8%	5.9%	5.5%	5.6%	5.6%	6.5%	2.5%	1.4%	2.1%	19.0%	7.4%	4.4%	5.6%	6.8%	4.9%	6.3%	6.4%	6.7%	4.8%	6.0%	6.6%	7.5%	4.1%	5.7%	7.3%		
4	31	12	19	10	1	1	4	4	2	1	8	26	5	6	3	4	8	7	3	6	4	8	6	5	10	7		
	1.5%	1.6%	1.5%	1.7%	0.2%	0.4%	1.4%	2.5%	2.9%	2.1%	3.8%	1.7%	1.0%	1.2%	0.8%	1.5%	1.6%	2.8%	0.7%	1.1%	1.3%	2.6%	1.3%	1.0%	1.7%	2.0%		
5	17	8	9	1	6	-	1	1	-	1	7	15	2	1	5	3	2	4	3	4	1	3	2	1	9	3		
	0.8%	1.1%	0.7%	0.2%	1.4%	-	0.4%	0.6%	-	2.1%	3.3%	1.0%	0.4%	0.2%	1.3%	1.1%	0.4%	1.6%	0.7%	0.7%	0.3%	1.0%	0.4%	0.2%	1.5%	0.9%		
6	4	1	3	-	-	2	-	-	-	-	2	3	1	-	2	-	2	-	2	1	1	-	1	1	1	1		
	0.2%	0.1%	0.2%	-	-	0.8%	-	-	-	-	0.9%	0.2%	0.2%	-	0.5%	-	0.4%	-	0.4%	0.2%	0.3%	-	0.2%	0.2%	0.2%	0.3%		
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Prepared on behalf of the CIPR

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Table 80
Q38F. Which of the following qualities do you think is the most valuable asset for public relations professionals to have?
Experience in a role in another sector, but not in public relations
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343		
1	68 3.4%	36 4.9%	32 2.5%	22 3.8%	11 2.6%	7 2.8%	8 2.9%	5 3.1%	3 4.3%	1 2.1%	11 5.2%	51 3.4%	17 3.2%	16 3.3%	9 2.4%	12 4.5%	21 4.3%	5 2.0%	20 4.5%	14 2.6%	8 2.7%	16 5.2%	30 6.6%	12 2.5%	12 2.0%	9 2.6%		
2	432 21.3%	176 24.1%	256 19.7%	136 23.3%	95 22.1%	57 22.9%	61 22.1%	40 24.5%	15 21.7%	10 21.3%	18 8.5%	294 19.6%	138 26.3%	91 18.7%	79 20.8%	49 18.5%	116 23.5%	74 29.6%	85 19.1%	112 20.6%	59 19.8%	72 23.6%	103 22.8%	94 19.5%	134 22.4%	78 22.7%		
3	297 14.6%	114 15.6%	183 14.1%	107 18.4%	67 15.6%	34 13.7%	33 12.0%	17 10.4%	8 11.6%	7 14.9%	24 11.4%	204 13.6%	93 17.7%	63 13.0%	48 12.6%	41 15.5%	83 16.8%	38 15.2%	56 12.6%	76 14.0%	52 17.4%	48 15.7%	60 13.3%	70 14.5%	84 14.1%	59 17.2%		
4	480 23.7%	167 22.9%	313 24.1%	131 22.5%	88 20.5%	52 20.9%	72 26.1%	38 23.3%	20 29.0%	10 21.3%	69 32.7%	376 25.0%	104 19.8%	111 22.8%	94 24.7%	63 23.8%	106 21.5%	62 24.8%	111 24.9%	118 21.7%	62 20.8%	72 23.6%	95 21.0%	125 25.9%	129 21.6%	87 25.4%		
5	269 13.3%	95 13.0%	174 13.4%	55 9.4%	63 14.7%	39 15.7%	31 11.2%	25 15.3%	8 11.6%	8 17.0%	40 19.0%	208 13.8%	61 11.6%	85 17.5%	44 11.5%	34 12.8%	61 12.3%	25 10.0%	68 15.2%	72 13.2%	48 16.1%	32 10.5%	60 13.3%	65 13.5%	86 14.4%	38 11.1%		
6	482 23.8%	142 19.5%	340 26.2%	132 22.6%	106 24.7%	60 24.1%	71 25.7%	38 23.3%	15 21.7%	11 23.4%	49 23.2%	370 24.6%	112 21.3%	120 24.7%	106 27.9%	66 24.9%	107 21.7%	46 18.4%	106 23.8%	152 27.9%	69 23.2%	65 21.3%	104 23.0%	117 24.2%	152 25.5%	72 21.0%		
SIGMA	2028 100.0%	730 100.0%	1298 100.0%	583 100.0%	430 100.0%	249 100.0%	276 100.0%	163 100.0%	69 100.0%	47 100.0%	211 100.0%	1503 100.0%	525 100.0%	486 100.0%	380 100.0%	265 100.0%	494 100.0%	250 100.0%	446 100.0%	544 100.0%	298 100.0%	305 100.0%	452 100.0%	483 100.0%	597 100.0%	343 100.0%		

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Table 81
Q38. Ranked score table

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
An academic qualification, but not in public relations	5611	1970	3641	1859	1169	662	689	462	166	103	501	4081	1530	1253	1061	696	1536	689	1118	1543	860	942	1263	1320	1655	997
An academic qualification in public relations	6414	2254	4160	1661	1343	752	918	520	211	167	842	4873	1541	1577	1251	851	1443	745	1509	1728	912	864	1444	1521	1891	1011
A professional qualification, but not in public relations	4597	1698	2899	1365	954	569	635	364	161	107	442	3371	1226	1112	845	575	1164	566	989	1229	676	729	1013	1089	1363	797
A professional qualification in public relations	8260	2914	5346	2149	1806	1060	1137	642	295	199	972	6275	1985	2055	1559	1127	1840	1012	1875	2209	1209	1156	1775	1986	2446	1386
Experience in a public relations role	11489	4109	7380	3333	2453	1429	1583	935	400	270	1086	8457	3032	2782	2147	1512	2806	1404	2530	3117	1699	1721	2553	2782	3393	1923
Experience in a role in another sector, but not in public relations	6216	2385	3831	1875	1305	757	834	500	216	141	588	4506	1710	1426	1117	804	1585	834	1344	1598	902	993	1444	1444	1789	1089

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Table 82
Q39. Please select which of the following is most accurate in relation to recruitment and redundancies at your organisation
Base : Work in a public relations and non-practitioner

	Total		Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
			Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	1625		564	1061	501	320	194	219	140	64	38	149	1184	441	486	380	265	494	-	446	544	298	305	441	452	503	229
My consultancy/ public relations department is recruiting	568	35.0%	207	361	218	115	64	60	38	13	9	51	399	169	127	90	60	291	-	135	182	89	151	164	143	169	92
			36.7%	34.0%	43.5%	35.9%	33.0%	27.4%	27.1%	20.3%	23.7%	34.2%	33.7%	38.3%	26.1%	23.7%	22.6%	58.9%	-	30.3%	33.5%	29.9%	49.5%	37.2%	31.6%	33.6%	40.2%
My consultancy/ public relations department is not recruiting, nor making redundancies	934	57.5%	314	620	253	180	117	138	90	47	25	84	700	234	299	251	189	195	-	272	322	179	145	256	272	286	120
			55.7%	58.4%	50.5%	56.3%	60.3%	63.0%	64.3%	73.4%	65.8%	56.4%	59.1%	53.1%	61.5%	66.1%	71.3%	39.5%	-	61.0%	59.2%	60.1%	47.5%	58.0%	60.2%	56.9%	52.4%
My consultancy/ public relations department is making redundancies	123	7.6%	43	80	30	25	13	21	12	4	4	14	85	38	60	39	16	8	-	39	40	30	9	21	37	48	17
			7.6%	7.5%	6.0%	7.8%	6.7%	9.6%	8.6%	6.3%	10.5%	9.4%	7.2%	8.6%	12.3%	10.3%	6.0%	1.6%	-	8.7%	7.4%	10.1%	3.0%	4.8%	8.2%	9.5%	7.4%
SIGMA	1625	100.0%	564	1061	501	320	194	219	140	64	38	149	1184	441	486	380	265	494	-	446	544	298	305	441	452	503	229
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Prepared on behalf of the CIPR

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Table 83
Q40. When recruiting for junior public relations roles, are you aware if your organisation's recruitment process requires any of the following criteria of applicants?
Base : Work in a public relations and non-practitioner

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1625	564	1061	501	320	194	219	140	64	38	149	1184	441	486	380	265	494	-	446	544	298	305	441	452	503	229		
Candidates must have an undergraduate degree	783 48.2%	277 49.1%	506 47.7%	267 53.3%	139 43.4%	77 39.7%	85 38.8%	73 52.1%	28 43.8%	30 78.9%	84 56.4%	562 47.5%	221 50.1%	228 46.9%	178 46.8%	123 46.4%	254 51.4%	-	205 46.0%	257 47.2%	138 46.3%	168 55.1%	216 49.0%	211 46.7%	233 46.3%	123 53.7%		
Candidates must have a masters degree	20 1.2%	13 2.3%	7 0.7%	1 0.2%	-	1 0.5%	-	1 0.7%	-	1 2.6%	16 10.7%	16 1.4%	4 0.9%	8 1.6%	6 1.6%	1 0.4%	5 1.0%	-	8 1.8%	4 0.7%	2 0.7%	6 2.0%	4 0.9%	9 2.0%	5 1.0%	2 0.9%		
Candidates must be a member of a professional body	45 2.8%	29 5.1%	16 1.5%	6 1.2%	6 1.9%	4 2.1%	5 2.3%	5 3.6%	2 3.1%	-	17 11.4%	41 3.5%	4 0.9%	22 4.5%	10 2.6%	5 1.9%	8 1.6%	-	9 2.0%	10 1.8%	11 3.7%	14 4.6%	10 2.3%	4 0.9%	19 3.8%	12 5.2%		
Candidates must have a professional qualification	113 7.0%	47 8.3%	66 6.2%	13 2.6%	22 6.9%	10 5.2%	19 8.7%	9 6.4%	5 7.8%	5 13.2%	30 20.1%	87 7.3%	26 5.9%	51 10.5%	31 8.2%	14 5.3%	17 3.4%	-	48 10.8%	27 5.0%	18 6.0%	16 5.2%	23 5.2%	28 6.2%	42 8.3%	20 8.7%		
Candidates must have some on the job experience in a public relations role	843 51.9%	297 52.7%	546 51.5%	270 53.9%	154 48.1%	89 45.9%	113 51.6%	85 60.7%	29 45.3%	23 60.5%	80 53.7%	610 51.5%	233 52.8%	272 56.0%	191 50.3%	149 56.2%	231 46.8%	-	213 47.8%	268 49.3%	181 60.7%	161 52.8%	189 42.9%	244 54.0%	278 55.3%	132 57.6%		
I am not aware of any of these criteria being in place	264 16.2%	98 17.4%	166 15.6%	86 17.2%	59 18.4%	36 18.6%	34 15.5%	18 12.9%	15 23.4%	-	16 10.7%	189 16.0%	75 17.0%	73 15.0%	61 16.1%	37 14.0%	93 18.8%	-	68 15.2%	90 16.5%	50 16.8%	50 16.4%	80 18.1%	73 16.2%	81 16.1%	30 13.1%		
Not applicable - my organisation uses a recruitment consultant/agency to recruit employees	42 2.6%	9 1.6%	33 3.1%	11 2.2%	15 4.7%	2 1.0%	5 2.3%	3 2.1%	1 1.6%	1 2.6%	4 2.7%	31 2.6%	11 2.5%	7 1.4%	10 2.6%	8 3.0%	17 3.4%	-	9 2.0%	12 2.2%	9 3.0%	9 3.0%	10 2.3%	9 2.0%	18 3.6%	5 2.2%		
Don't know	168 10.3%	51 9.0%	117 11.0%	40 8.0%	37 11.6%	30 15.5%	31 14.2%	13 9.3%	9 14.1%	1 2.6%	7 4.7%	132 11.1%	36 8.2%	58 11.9%	46 12.1%	30 11.3%	34 6.9%	-	79 17.7%	67 12.3%	16 5.4%	5 1.6%	66 15.0%	48 10.6%	42 8.3%	12 5.2%		
SIGMA	2278 140.2%	821 145.6%	1457 137.3%	694 138.5%	432 135.0%	249 128.4%	292 133.3%	207 147.9%	89 139.1%	61 160.5%	254 170.5%	1668 140.9%	610 138.3%	719 147.9%	533 140.3%	367 138.5%	659 133.4%	-	639 143.3%	735 135.1%	425 142.6%	429 140.7%	598 135.6%	626 138.5%	718 142.7%	336 146.7%		

State of PR Survey
Prepared on behalf of the CIPR

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Table 84
Q41. When recruiting for senior public relations roles, are you aware if your organisation's recruitment process requires any of the following criteria of applicants?
Base : Work in a public relations and non-practitioner

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	1625	564	1061	501	320	194	219	140	64	38	149	1184	441	486	380	265	494	-	446	544	298	305	441	452	503	229
Candidates must have an undergraduate degree	757 46.6%	259 45.9%	498 46.9%	241 48.1%	148 46.3%	82 42.3%	100 45.7%	77 55.0%	26 40.6%	24 63.2%	59 39.6%	550 46.5%	207 46.9%	257 52.9%	161 42.4%	135 50.9%	204 41.3%	-	167 37.4%	263 48.3%	160 53.7%	152 49.8%	162 36.7%	213 47.1%	263 52.3%	119 52.0%
Candidates must have a masters degree	91 5.6%	33 5.9%	58 5.5%	11 2.2%	3 0.9%	5 2.6%	13 5.9%	8 5.7%	2 3.1%	1 2.6%	48 32.2%	73 6.2%	18 4.1%	40 8.2%	22 5.8%	12 4.5%	17 3.4%	-	23 5.2%	30 5.5%	17 5.7%	15 4.9%	18 4.1%	32 7.1%	33 6.6%	8 3.5%
Candidates must be a member of a professional body	246 15.1%	93 16.5%	153 14.4%	37 7.4%	46 14.4%	35 18.0%	32 14.6%	29 20.7%	11 17.2%	13 34.2%	43 28.9%	226 19.1%	20 4.5%	113 23.3%	55 14.5%	35 13.2%	43 8.7%	-	63 14.1%	74 13.6%	51 17.1%	51 16.7%	44 10.0%	56 12.4%	99 19.7%	47 20.5%
Candidates must have a professional qualification	329 20.2%	98 17.4%	231 21.8%	53 10.6%	74 23.1%	43 22.2%	51 23.3%	28 20.0%	10 15.6%	11 28.9%	59 39.6%	268 22.6%	61 13.8%	150 30.9%	74 19.5%	47 17.7%	58 11.7%	-	104 23.3%	102 18.8%	64 21.5%	53 17.4%	74 16.8%	97 21.5%	105 20.9%	53 23.1%
Candidates must have some on the job experience in a public relations role	1137 70.0%	403 71.5%	734 69.2%	349 69.7%	228 71.3%	135 69.6%	145 66.2%	104 74.3%	39 60.9%	28 73.7%	109 73.2%	842 71.1%	295 66.9%	349 71.8%	228 60.0%	182 68.7%	378 76.5%	-	252 56.5%	362 66.5%	244 81.9%	254 83.3%	245 55.6%	321 71.0%	382 75.9%	189 82.5%
I am not aware of any of these criteria being in place	113 7.0%	37 6.6%	76 7.2%	45 9.0%	12 3.8%	15 7.7%	15 6.8%	8 5.7%	10 15.6%	1 2.6%	7 4.7%	75 6.3%	38 8.6%	28 5.8%	41 10.8%	18 6.8%	26 5.3%	-	39 8.7%	46 8.5%	16 5.4%	12 3.9%	45 10.2%	34 7.5%	25 5.0%	9 3.9%
Not applicable - my organisation uses a recruitment consultant/agency to recruit employees	45 2.8%	9 1.6%	36 3.4%	17 3.4%	11 3.4%	4 2.1%	7 3.2%	2 1.4%	1 1.6%	1 2.6%	2 1.3%	33 2.8%	12 2.7%	8 1.6%	17 4.5%	7 2.6%	13 2.6%	-	7 1.6%	21 3.9%	8 2.7%	7 2.3%	9 2.0%	15 3.3%	14 2.8%	7 3.1%
Don't know	215 13.2%	69 12.2%	146 13.8%	64 12.8%	54 16.9%	26 13.4%	32 14.6%	17 12.1%	11 17.2%	4 10.5%	7 4.7%	144 12.2%	71 16.1%	63 13.0%	63 16.6%	41 15.5%	48 9.7%	-	127 28.5%	69 12.7%	11 3.7%	4 1.3%	118 26.8%	56 12.4%	36 7.2%	5 2.2%
SIGMA	2933 180.5%	1001 177.5%	1932 182.1%	817 163.1%	576 180.0%	345 177.8%	395 180.4%	273 195.0%	110 171.9%	83 218.4%	334 224.2%	2211 186.7%	722 163.7%	1008 207.4%	661 173.9%	477 180.0%	787 159.3%	-	782 175.3%	967 177.8%	571 191.6%	548 179.7%	715 162.1%	824 182.3%	957 190.3%	437 190.8%

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Table 85
Q42A. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Ethnically diverse
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
Agree	1015	378	637	332	200	109	126	58	35	17	138	755	260	255	181	149	209	117	228	262	136	150	224	225	292	170
	50.0%	51.8%	49.1%	56.9%	46.5%	43.8%	45.7%	35.6%	50.7%	36.2%	65.4%	50.2%	49.5%	52.5%	47.6%	56.2%	42.3%	46.8%	51.1%	48.2%	45.6%	49.2%	49.6%	46.6%	48.9%	49.6%
Disagree	525	210	315	137	114	79	75	51	16	15	38	381	144	117	99	54	166	57	102	148	86	94	109	131	159	94
	25.9%	28.8%	24.3%	23.5%	26.5%	31.7%	27.2%	31.3%	23.2%	31.9%	18.0%	25.3%	27.4%	24.1%	26.1%	20.4%	33.6%	22.8%	22.9%	27.2%	28.9%	30.8%	24.1%	27.1%	26.6%	27.4%
Don't know	488	142	346	114	116	61	75	54	18	15	35	367	121	114	100	62	119	76	116	134	76	61	119	127	146	79
	24.1%	19.5%	26.7%	19.6%	27.0%	24.5%	27.2%	33.1%	26.1%	31.9%	16.6%	24.4%	23.0%	23.5%	26.3%	23.4%	24.1%	30.4%	26.0%	24.6%	25.5%	20.0%	26.3%	26.3%	24.5%	23.0%
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

25 Feb 2015

Table 86
Q42A. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Ethnically diverse
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Agree	1015	48	299	302	310	56	805	130	66	868	818	74	356	659	267	616	151	504	155	161	184	812	99
	50.0%	45.3%	46.8%	50.4%	54.1%	50.5%	47.4%	74.3%	60.6%	49.0%	49.2%	60.7%	51.7%	49.2%	48.6%	51.1%	49.3%	47.0%	47.4%	50.2%	64.6%	48.7%	48.1%
Disagree	525	29	167	161	132	36	473	21	28	467	451	25	167	358	126	318	89	298	83	84	56	448	45
	25.9%	27.4%	26.1%	26.9%	23.0%	32.4%	27.8%	12.0%	25.7%	26.3%	27.1%	20.5%	24.2%	26.7%	23.0%	26.4%	29.1%	27.8%	25.4%	26.2%	19.6%	26.8%	21.8%
Don't know	488	29	173	136	131	19	422	24	15	438	395	23	166	322	156	272	66	271	89	76	45	409	62
	24.1%	27.4%	27.1%	22.7%	22.9%	17.1%	24.8%	13.7%	13.8%	24.7%	23.7%	18.9%	24.1%	24.0%	28.4%	22.6%	21.6%	25.3%	27.2%	23.7%	15.8%	24.5%	30.1%
SIGMA	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

25 Feb 2015

Table 87
Q42B. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Socially diverse
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
Agree	1400	494	906	418	293	159	184	105	47	35	159	1031	369	339	249	195	325	164	325	372	194	195	335	318	388	231
	69.0%	67.7%	69.8%	71.7%	68.1%	63.9%	66.7%	64.4%	68.1%	74.5%	75.4%	68.6%	70.3%	69.8%	65.5%	73.6%	65.8%	65.6%	72.9%	68.4%	65.1%	63.9%	74.1%	65.8%	65.0%	67.3%
Disagree	328	143	185	96	66	47	43	28	10	7	31	242	86	76	68	33	103	35	58	94	56	67	61	86	106	62
	16.2%	19.6%	14.3%	16.5%	15.3%	18.9%	15.6%	17.2%	14.5%	14.9%	14.7%	16.1%	16.4%	15.6%	17.9%	12.5%	20.9%	14.0%	13.0%	17.3%	18.8%	22.0%	13.5%	17.8%	17.8%	18.1%
Don't know	300	93	207	69	71	43	49	30	12	5	21	230	70	71	63	37	66	51	63	78	48	43	56	79	103	50
	14.8%	12.7%	15.9%	11.8%	16.5%	17.3%	17.8%	18.4%	17.4%	10.6%	10.0%	15.3%	13.3%	14.6%	16.6%	14.0%	13.4%	20.4%	14.1%	14.3%	16.1%	14.1%	12.4%	16.4%	17.3%	14.6%
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 88
Q42B. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Socially diverse
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Agree	1400 69.0%	79 74.5%	453 70.9%	392 65.4%	399 69.6%	77 69.4%	1152 67.8%	147 84.0%	82 75.2%	1219 68.8%	1146 68.9%	94 77.0%	465 67.5%	935 69.8%	374 68.1%	844 70.0%	203 66.3%	735 68.5%	218 66.7%	219 68.2%	214 75.1%	1129 67.6%	143 69.4%
Disagree	328 16.2%	16 15.1%	93 14.6%	113 18.9%	85 14.8%	21 18.9%	286 16.8%	16 9.1%	18 16.5%	284 16.0%	275 16.5%	16 13.1%	111 16.1%	217 16.2%	86 15.7%	195 16.2%	56 18.3%	174 16.2%	54 16.5%	54 16.8%	42 14.7%	291 17.4%	24 11.7%
Don't know	300 14.8%	11 10.4%	93 14.6%	94 15.7%	89 15.5%	13 11.7%	262 15.4%	12 6.9%	9 8.3%	270 15.2%	243 14.6%	12 9.8%	113 16.4%	187 14.0%	89 16.2%	167 13.8%	47 15.4%	164 15.3%	55 16.8%	48 15.0%	29 10.2%	249 14.9%	39 18.9%
SIGMA	2028 100.0%	106 100.0%	639 100.0%	599 100.0%	573 100.0%	111 100.0%	1700 100.0%	175 100.0%	109 100.0%	1773 100.0%	1664 100.0%	122 100.0%	689 100.0%	1339 100.0%	549 100.0%	1206 100.0%	306 100.0%	1073 100.0%	327 100.0%	321 100.0%	285 100.0%	1669 100.0%	206 100.0%

Survation.

25 Feb 2015

Table 89
Q42C. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Of all ages
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
Agree	1349	468	881	399	296	154	177	107	46	39	131	984	365	322	251	167	325	168	319	343	184	199	314	291	375	253
	66.5%	64.1%	67.9%	68.4%	68.8%	61.8%	64.1%	65.6%	66.7%	83.0%	62.1%	65.5%	69.5%	66.3%	66.1%	63.0%	65.8%	67.2%	71.5%	63.1%	61.7%	65.2%	69.5%	60.2%	62.8%	73.8%
Disagree	394	162	232	109	79	54	57	27	9	7	52	301	93	92	73	53	106	47	62	127	65	62	79	114	119	59
	19.4%	22.2%	17.9%	18.7%	18.4%	21.7%	20.7%	16.6%	13.0%	14.9%	24.6%	20.0%	17.7%	18.9%	19.2%	20.0%	21.5%	18.8%	13.9%	23.3%	21.8%	20.3%	17.5%	23.6%	19.9%	17.2%
Don't know	285	100	185	75	55	41	42	29	14	1	28	218	67	72	56	45	63	35	65	74	49	44	59	78	103	31
	14.1%	13.7%	14.3%	12.9%	12.8%	16.5%	15.2%	17.8%	20.3%	2.1%	13.3%	14.5%	12.8%	14.8%	14.7%	17.0%	12.8%	14.0%	14.6%	13.6%	16.4%	14.4%	13.1%	16.1%	17.3%	9.0%
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 90
Q42C. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Of all ages
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Agree	1349	77	410	365	408	89	1132	123	78	1177	1106	88	441	908	366	787	218	706	212	226	193	1087	146
	66.5%	72.6%	64.2%	60.9%	71.2%	80.2%	66.6%	70.3%	71.6%	66.4%	66.5%	72.1%	64.0%	67.8%	66.7%	65.3%	71.2%	65.8%	64.8%	70.4%	67.7%	65.1%	70.9%
Disagree	394	20	131	129	98	16	327	34	18	340	326	18	137	257	98	253	50	205	63	62	58	337	34
	19.4%	18.9%	20.5%	21.5%	17.1%	14.4%	19.2%	19.4%	16.5%	19.2%	19.6%	14.8%	19.9%	19.2%	17.9%	21.0%	16.3%	19.1%	19.3%	19.3%	20.4%	20.2%	16.5%
Don't know	285	9	98	105	67	6	241	18	13	256	232	16	111	174	85	166	38	162	52	33	34	245	26
	14.1%	8.5%	15.3%	17.5%	11.7%	5.4%	14.2%	10.3%	11.9%	14.4%	13.9%	13.1%	16.1%	13.0%	15.5%	13.8%	12.4%	15.1%	15.9%	10.3%	11.9%	14.7%	12.6%
SIGMA	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

25 Feb 2015

Table 91
Q42D. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Representative of the audience(s) they are communicating with
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
Agree	1318	460	858	364	289	158	174	98	47	36	152	974	344	320	230	165	317	170	301	347	174	188	295	310	377	220
	65.0%	63.0%	66.1%	62.4%	67.2%	63.5%	63.0%	60.1%	68.1%	76.6%	72.0%	64.8%	65.5%	65.8%	60.5%	62.3%	64.2%	68.0%	67.5%	63.8%	58.4%	61.6%	65.3%	64.2%	63.1%	64.1%
Disagree	493	195	298	155	98	63	69	45	11	11	41	370	123	117	98	69	136	46	90	145	89	89	107	119	146	94
	24.3%	26.7%	23.0%	26.6%	22.8%	25.3%	25.0%	27.6%	15.9%	23.4%	19.4%	24.6%	23.4%	24.1%	25.8%	26.0%	27.5%	18.4%	20.2%	26.7%	29.9%	29.2%	23.7%	24.6%	24.5%	27.4%
Don't know	217	75	142	64	43	28	33	20	11	-	18	159	58	49	52	31	41	34	55	52	35	28	50	54	74	29
	10.7%	10.3%	10.9%	11.0%	10.0%	11.2%	12.0%	12.3%	15.9%	-	8.5%	10.6%	11.0%	10.1%	13.7%	11.7%	8.3%	13.6%	12.3%	9.6%	11.7%	9.2%	11.1%	11.2%	12.4%	8.5%
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 92
Q42D. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Representative of the audience(s) they are communicating with
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Agree	1318 65.0%	71 67.0%	420 65.7%	374 62.4%	381 66.5%	72 64.9%	1088 64.0%	127 72.6%	71 65.1%	1153 65.0%	1085 65.2%	76 62.3%	447 64.9%	871 65.0%	333 60.7%	787 65.3%	214 69.9%	689 64.2%	195 59.6%	214 66.7%	205 71.9%	1063 63.7%	139 67.5%
Disagree	493 24.3%	25 23.6%	150 23.5%	151 25.2%	135 23.6%	32 28.8%	431 25.4%	31 17.7%	27 24.8%	432 24.4%	403 24.2%	34 27.9%	161 23.4%	332 24.8%	147 26.8%	296 24.5%	65 21.2%	265 24.7%	88 26.9%	82 25.5%	54 18.9%	427 25.6%	39 18.9%
Don't know	217 10.7%	10 9.4%	69 10.8%	74 12.4%	57 9.9%	7 6.3%	181 10.6%	17 9.7%	11 10.1%	188 10.6%	176 10.6%	12 9.8%	81 11.8%	136 10.2%	69 12.6%	123 10.2%	27 8.8%	119 11.1%	44 13.5%	25 7.8%	26 9.1%	179 10.7%	28 13.6%
SIGMA	2028 100.0%	106 100.0%	639 100.0%	599 100.0%	573 100.0%	111 100.0%	1700 100.0%	175 100.0%	109 100.0%	1773 100.0%	1664 100.0%	122 100.0%	689 100.0%	1339 100.0%	549 100.0%	1206 100.0%	306 100.0%	1073 100.0%	327 100.0%	321 100.0%	285 100.0%	1669 100.0%	206 100.0%

Survation.

25 Feb 2015

Table 93
Q42E. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Culturally diverse
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
Agree	1327	487	840	410	276	140	177	92	39	29	164	983	344	318	244	188	299	156	295	350	186	197	303	310	355	237
	65.4%	66.7%	64.7%	70.3%	64.2%	56.2%	64.1%	56.4%	56.5%	61.7%	77.7%	65.4%	65.5%	65.4%	64.2%	70.9%	60.5%	62.4%	66.1%	64.3%	62.4%	64.6%	67.0%	64.2%	59.5%	69.1%
Disagree	356	144	212	92	72	62	51	34	11	9	25	257	99	80	68	36	115	38	71	101	59	63	75	81	123	58
	17.6%	19.7%	16.3%	15.8%	16.7%	24.9%	18.5%	20.9%	15.9%	19.1%	11.8%	17.1%	18.9%	16.5%	17.9%	13.6%	23.3%	15.2%	15.9%	18.6%	19.8%	20.7%	16.6%	16.8%	20.6%	16.9%
Don't know	345	99	246	81	82	47	48	37	19	9	22	263	82	88	68	41	80	56	80	93	53	45	74	92	119	48
	17.0%	13.6%	19.0%	13.9%	19.1%	18.9%	17.4%	22.7%	27.5%	19.1%	10.4%	17.5%	15.6%	18.1%	17.9%	15.5%	16.2%	22.4%	17.9%	17.1%	17.8%	14.8%	16.4%	19.0%	19.9%	14.0%
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 94
Q42E. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Culturally diverse
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Agree	1327 65.4%	73 68.9%	413 64.6%	373 62.3%	392 68.4%	76 68.5%	1083 63.7%	149 85.1%	83 76.1%	1147 64.7%	1085 65.2%	90 73.8%	452 65.6%	875 65.3%	353 64.3%	812 67.3%	188 61.4%	676 63.0%	211 64.5%	207 64.5%	220 77.2%	1075 64.4%	130 63.1%
Disagree	356 17.6%	16 15.1%	108 16.9%	120 20.0%	90 15.7%	22 19.8%	319 18.8%	14 8.0%	13 11.9%	320 18.0%	301 18.1%	17 13.9%	119 17.3%	237 17.7%	88 16.0%	210 17.4%	63 20.6%	200 18.6%	58 17.7%	59 18.4%	34 11.9%	305 18.3%	32 15.5%
Don't know	345 17.0%	17 16.0%	118 18.5%	106 17.7%	91 15.9%	13 11.7%	298 17.5%	12 6.9%	13 11.9%	306 17.3%	278 16.7%	15 12.3%	118 17.1%	227 17.0%	108 19.7%	184 15.3%	55 18.0%	197 18.4%	58 17.7%	55 17.1%	31 10.9%	289 17.3%	44 21.4%
SIGMA	2028 100.0%	106 100.0%	639 100.0%	599 100.0%	573 100.0%	111 100.0%	1700 100.0%	175 100.0%	109 100.0%	1773 100.0%	1664 100.0%	122 100.0%	689 100.0%	1339 100.0%	549 100.0%	1206 100.0%	306 100.0%	1073 100.0%	327 100.0%	321 100.0%	285 100.0%	1669 100.0%	206 100.0%

Survation.

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Table 95
Q42F. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Made up of a proportionate number of men and women
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR						
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+				
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343				
Agree	1034	378	656	326	223	120	130	70	32	23	110	757	277	253	180	142	232	129	234	277	136	146	244	238	284	170				
	51.0%	51.8%	50.5%	55.9%	51.9%	48.2%	47.1%	42.9%	46.4%	48.9%	52.1%	50.4%	52.8%	52.1%	47.4%	53.6%	47.0%	51.6%	52.5%	50.9%	45.6%	47.9%	54.0%	49.3%	47.6%	49.6%				
Disagree	637	239	398	174	134	75	91	59	21	13	70	462	175	145	127	65	190	72	129	175	96	114	138	147	192	122				
	31.4%	32.7%	30.7%	29.8%	31.2%	30.1%	33.0%	36.2%	30.4%	27.7%	33.2%	30.7%	33.3%	29.8%	33.4%	24.5%	38.5%	28.8%	28.9%	32.2%	32.2%	37.4%	30.5%	30.4%	32.2%	35.6%				
Don't know	357	113	244	83	73	54	55	34	16	11	31	284	73	88	73	58	72	49	83	92	66	45	70	98	121	51				
	17.6%	15.5%	18.8%	14.2%	17.0%	21.7%	19.9%	20.9%	23.2%	23.4%	14.7%	18.9%	13.9%	18.1%	19.2%	21.9%	14.6%	19.6%	18.6%	16.9%	22.1%	14.8%	15.5%	20.3%	20.3%	14.9%				
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343				
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 96
Q42F. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Made up of a proportionate number of men and women
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Agree	1034 51.0%	57 53.8%	331 51.8%	286 47.7%	299 52.2%	61 55.0%	858 50.5%	98 56.0%	59 54.1%	903 50.9%	843 50.7%	70 57.4%	362 52.5%	672 50.2%	312 56.6%	595 49.3%	145 47.4%	521 48.6%	174 53.2%	169 52.6%	155 54.4%	818 49.0%	118 57.3%
Disagree	637 31.4%	34 32.1%	200 31.3%	190 31.7%	175 30.5%	38 34.2%	531 31.2%	57 32.6%	33 30.3%	553 31.2%	526 31.6%	34 27.9%	198 28.7%	439 32.8%	139 25.3%	405 33.6%	103 33.7%	347 32.3%	98 30.0%	99 30.8%	89 31.2%	544 32.6%	55 26.7%
Don't know	357 17.6%	15 14.2%	108 16.9%	123 20.5%	99 17.3%	12 10.8%	311 18.3%	20 11.4%	17 15.6%	317 17.9%	295 17.7%	18 14.8%	129 18.7%	228 17.0%	98 17.9%	206 17.1%	58 19.0%	205 19.1%	55 16.8%	53 16.5%	41 14.4%	307 18.4%	33 16.0%
SIGMA	2028 100.0%	106 100.0%	639 100.0%	599 100.0%	573 100.0%	111 100.0%	1700 100.0%	175 100.0%	109 100.0%	1773 100.0%	1664 100.0%	122 100.0%	689 100.0%	1339 100.0%	549 100.0%	1206 100.0%	306 100.0%	1073 100.0%	327 100.0%	321 100.0%	285 100.0%	1669 100.0%	206 100.0%

Survation.

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Table 97
Q42G. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Made up of a proportionate number of people with and without disabilities
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
Agree	607	215	392	191	121	68	89	31	27	10	70	451	156	168	97	96	97	70	135	159	79	76	126	136	175	91	
	29.9%	29.5%	30.2%	32.8%	28.1%	27.3%	32.2%	19.0%	39.1%	21.3%	33.2%	30.0%	29.7%	34.6%	25.5%	36.2%	19.6%	28.0%	30.3%	29.2%	26.5%	24.9%	27.9%	28.2%	29.3%	26.5%	
Disagree	746	291	455	220	155	101	91	60	22	19	78	540	206	154	142	84	239	86	150	208	110	141	163	184	222	136	
	36.8%	39.9%	35.1%	37.7%	36.0%	40.6%	33.0%	36.8%	31.9%	40.4%	37.0%	35.9%	39.2%	31.7%	37.4%	31.7%	48.4%	34.4%	33.6%	38.2%	36.9%	46.2%	36.1%	38.1%	37.2%	39.7%	
Don't know	675	224	451	172	154	80	96	72	20	18	63	512	163	164	141	85	158	94	161	177	109	88	163	163	200	116	
	33.3%	30.7%	34.7%	29.5%	35.8%	32.1%	34.8%	44.2%	29.0%	38.3%	29.9%	34.1%	31.0%	33.7%	37.1%	32.1%	32.0%	37.6%	36.1%	32.5%	36.6%	28.9%	36.1%	33.7%	33.5%	33.8%	
SIGMA	2028	730	1298	583	430	249	276	163	69	47	211	1503	525	486	380	265	494	250	446	544	298	305	452	483	597	343	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

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Table 98
Q42G. Do you agree or disagree with each of the following statements?
I believe that public relations campaigns are more effective if practiced by teams who are:
Made up of a proportionate number of people with and without disabilities
Base : All Respondents

	Total	Age					Ethnic Group		Disability		Sexual Orientation		Parent		University			Secondary Education				Employment	
		18 to 24	25 to 34	35 to 44	45 to 60	Over 60	White	BME	Yes	No	Heterosexual	Non-heterosexual	Yes	No	Russell Group	Other University	Did not go to University	Comprehensive school	Independent school	Grammar school	Educated outside the UK	Full-time	Part-time
Unweighted Total	2028	106	639	599	573	111	1700	175	109	1773	1664	122	689	1339	549	1206	306	1073	327	321	285	1669	206
Agree	607 29.9%	25 23.6%	177 27.7%	180 30.1%	188 32.8%	37 33.3%	477 28.1%	79 45.1%	49 45.0%	509 28.7%	489 29.4%	43 35.2%	214 31.1%	393 29.4%	153 27.9%	370 30.7%	95 31.0%	319 29.7%	84 25.7%	86 26.8%	109 38.2%	471 28.2%	57 27.7%
Disagree	746 36.8%	45 42.5%	237 37.1%	218 36.4%	200 34.9%	46 41.4%	642 37.8%	53 30.3%	33 30.3%	660 37.2%	630 37.9%	39 32.0%	244 35.4%	502 37.5%	178 32.4%	458 38.0%	119 38.9%	391 36.4%	129 39.4%	126 39.3%	93 32.6%	634 38.0%	71 34.5%
Don't know	675 33.3%	36 34.0%	225 35.2%	201 33.6%	185 32.3%	28 25.2%	581 34.2%	43 24.6%	27 24.8%	604 34.1%	545 32.8%	40 32.8%	231 33.5%	444 33.2%	218 39.7%	378 31.3%	92 30.1%	363 33.8%	114 34.9%	109 34.0%	83 29.1%	564 33.8%	78 37.9%
SIGMA	2028 100.0%	106 100.0%	639 100.0%	599 100.0%	573 100.0%	111 100.0%	1700 100.0%	175 100.0%	109 100.0%	1773 100.0%	1664 100.0%	122 100.0%	689 100.0%	1339 100.0%	549 100.0%	1206 100.0%	306 100.0%	1073 100.0%	327 100.0%	321 100.0%	285 100.0%	1669 100.0%	206 100.0%

Survation.

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 99
Q43. Which skills/competencies does your organisation look for when recruiting for junior roles?
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1607	553	1054	495	317	192	216	139	62	38	148	1175	432	483	376	261	487	-	440	535	298	302	434	447	497	229	
1077 67.0%	376 68.0%	701 66.5%	356 71.9%	208 65.6%	133 69.3%	135 62.5%	107 77.0%	35 56.5%	27 71.1%	76 51.4%	774 65.9%	303 70.1%	295 61.1%	236 62.8%	166 63.6%	380 78.0%	-	241 54.8%	345 64.5%	232 77.9%	239 79.1%	267 61.5%	294 65.8%	353 71.0%	163 71.2%	
81 5.0%	33 6.0%	48 4.6%	18 3.6%	17 5.4%	5 2.6%	10 4.6%	5 3.6%	- 2.6%	1 2.6%	25 16.9%	57 4.9%	24 5.6%	16 3.3%	25 6.6%	8 3.1%	32 6.6%	-	16 3.6%	24 4.5%	16 5.4%	23 7.6%	20 4.6%	22 4.9%	24 4.8%	15 6.6%	
51 3.2%	24 4.3%	27 2.6%	16 3.2%	6 1.9%	2 1.0%	7 3.2%	1 0.7%	2 3.2%	4 10.5%	13 8.8%	41 3.5%	10 2.3%	11 2.3%	14 3.7%	6 2.3%	20 4.1%	-	18 4.1%	11 2.1%	8 2.7%	12 4.0%	20 4.6%	13 2.9%	10 2.0%	8 3.5%	
942 58.6%	325 58.8%	617 58.5%	284 57.4%	192 60.6%	115 59.9%	116 53.7%	87 62.6%	32 51.6%	28 73.7%	88 59.5%	677 57.6%	265 61.3%	263 54.5%	200 53.2%	156 59.8%	323 66.3%	-	213 48.4%	297 55.5%	206 69.1%	207 68.5%	226 52.1%	261 58.4%	315 63.4%	140 61.1%	
52 3.2%	24 4.3%	28 2.7%	14 2.8%	8 2.5%	6 3.1%	11 5.1%	6 4.3%	- 2.6%	1 4.1%	8 4.1%	45 3.8%	7 1.6%	18 3.7%	13 3.5%	7 2.7%	14 2.9%	-	8 1.8%	11 2.1%	16 5.4%	16 5.3%	9 2.1%	12 2.7%	15 3.0%	16 7.0%	
1136 70.7%	401 72.5%	735 69.7%	361 72.9%	217 68.5%	142 74.0%	151 69.9%	103 74.1%	34 54.8%	33 86.8%	95 64.2%	816 69.4%	320 74.1%	314 65.0%	258 68.6%	187 71.6%	377 77.4%	-	262 59.5%	365 68.2%	238 79.9%	250 82.8%	275 63.4%	315 70.5%	366 73.6%	180 78.6%	
710 44.2%	266 48.1%	444 42.1%	265 53.5%	118 37.2%	70 36.5%	83 38.4%	63 45.3%	20 32.3%	22 57.9%	69 46.6%	504 42.9%	206 47.7%	195 40.4%	145 38.6%	100 38.3%	270 55.4%	-	159 36.1%	216 40.4%	145 48.7%	174 57.6%	178 41.0%	187 41.8%	221 44.5%	124 54.1%	
91 5.7%	35 6.3%	56 5.3%	30 6.1%	11 3.5%	9 4.7%	6 2.8%	4 2.9%	4 6.5%	3 7.9%	24 16.2%	74 6.3%	17 3.9%	23 4.8%	27 7.2%	8 3.1%	33 6.8%	-	27 6.1%	27 5.0%	14 4.7%	21 7.0%	23 5.3%	22 4.9%	30 6.0%	16 7.0%	
1084 67.5%	382 69.1%	702 66.6%	339 68.5%	207 65.3%	126 65.6%	144 66.7%	102 73.4%	43 69.4%	31 81.6%	92 62.2%	786 66.9%	298 69.0%	323 66.9%	230 61.2%	170 65.1%	361 74.1%	-	259 58.9%	337 63.0%	233 78.2%	236 78.1%	262 60.4%	292 65.3%	348 70.0%	182 79.5%	
985 61.3%	317 57.3%	668 63.4%	317 64.0%	186 58.7%	127 66.1%	135 62.5%	91 65.5%	30 48.4%	27 71.1%	72 48.6%	724 61.6%	261 60.4%	286 59.2%	206 54.8%	159 60.9%	334 68.6%	-	250 56.8%	302 56.4%	210 70.5%	208 68.2%	245 56.5%	284 63.5%	314 63.2%	142 62.0%	
217 13.5%	79 14.3%	138 13.1%	51 10.3%	50 15.8%	23 12.0%	33 15.3%	21 15.1%	6 9.7%	7 18.4%	26 17.6%	174 14.8%	43 10.0%	83 17.2%	42 11.2%	37 14.2%	55 11.3%	-	47 10.7%	67 12.5%	50 16.8%	50 16.6%	42 9.7%	66 14.8%	75 15.1%	34 14.8%	
268 16.7%	90 16.3%	178 16.9%	98 19.8%	52 16.4%	25 13.0%	27 12.5%	17 12.2%	9 14.5%	11 28.9%	29 19.6%	201 17.1%	67 15.5%	77 15.9%	63 16.8%	41 15.7%	87 17.9%	-	50 11.4%	73 13.6%	75 25.2%	65 21.5%	47 10.8%	76 17.0%	100 20.1%	45 19.7%	
92 5.7%	40 7.2%	52 4.9%	31 6.3%	19 6.0%	6 3.1%	7 3.2%	5 3.6%	2 3.2%	- 2.6%	22 14.9%	70 6.0%	22 5.1%	17 3.5%	23 6.1%	10 3.8%	42 8.6%	-	15 3.4%	25 4.7%	20 6.7%	26 8.6%	18 4.1%	26 5.8%	33 6.6%	15 6.6%	
83 5.2%	38 6.9%	45 4.3%	30 6.1%	19 6.0%	7 3.6%	10 4.6%	2 1.4%	2 3.2%	- 8.8%	13 8.8%	60 5.1%	23 5.3%	18 3.7%	20 5.3%	9 3.4%	36 7.4%	-	13 3.0%	24 4.5%	20 6.7%	21 7.0%	17 3.9%	23 5.1%	27 5.4%	16 7.0%	
303 18.9%	139 25.1%	164 15.6%	106 21.4%	44 13.9%	30 15.6%	40 18.5%	24 17.3%	8 12.9%	11 28.9%	40 27.0%	216 18.4%	87 20.1%	64 13.3%	43 11.4%	38 14.6%	158 32.4%	-	67 15.2%	85 15.9%	60 20.1%	83 27.5%	95 21.9%	79 17.7%	84 16.9%	45 19.7%	
116 7.2%	52 9.4%	64 6.1%	43 8.7%	18 5.7%	10 5.2%	22 10.2%	5 3.6%	1 1.6%	4 10.5%	13 8.8%	87 7.4%	29 6.7%	24 5.0%	24 6.4%	20 7.7%	48 9.9%	-	20 4.5%	27 5.0%	35 11.7%	33 10.9%	18 4.1%	29 6.5%	41 8.2%	28 12.2%	
63 3.9%	30 5.4%	33 3.1%	20 4.0%	8 2.5%	6 3.1%	6 2.8%	2 1.4%	2 3.2%	2 5.3%	17 11.5%	52 4.4%	11 2.5%	21 4.3%	13 3.5%	5 1.9%	24 4.9%	-	15 3.4%	21 3.9%	9 3.0%	16 5.3%	14 3.2%	20 4.5%	18 3.6%	11 4.8%	
834 51.9%	269 48.6%	565 53.6%	270 54.5%	170 53.6%	104 54.2%	114 52.8%	72 51.8%	27 43.5%	22 57.9%	55 37.2%	595 50.6%	239 55.3%	236 48.9%	180 47.9%	140 53.6%	278 57.1%	-	220 50.0%	255 47.7%	183 61.4%	161 53.3%	235 54.1%	232 51.9%	267 53.7%	100 43.7%	

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Table 99
Q43. Which skills/competencies does your organisation look for when recruiting for junior roles?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

Table 100
Q44. Which skills and competencies does your organisation look for when recruiting for senior roles?
Base : All Answering

Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1599	550	1049	492	315	192	215	139	61	38	147	1169	430	481	373	260	485	-	437	534	297	299	432	442	496	229	
900	310	590	272	176	115	116	88	29	24	80	664	236	257	175	140	328	-	174	295	200	214	189	261	295	155	
56.3%	56.4%	56.2%	55.3%	55.9%	59.9%	54.0%	63.3%	47.5%	63.2%	54.4%	56.8%	54.9%	53.4%	46.9%	53.8%	67.6%	-	39.8%	55.2%	67.3%	71.6%	43.8%	59.0%	59.5%	67.7%	
222	102	120	65	39	18	29	17	7	3	44	164	58	65	53	31	73	-	44	65	54	53	45	60	73	44	
13.9%	18.5%	11.4%	13.2%	12.4%	9.4%	13.5%	12.2%	11.5%	7.9%	29.9%	14.0%	13.5%	13.5%	14.2%	11.9%	15.1%	-	10.1%	12.2%	18.2%	17.7%	10.4%	13.6%	14.7%	19.2%	
929	317	612	275	185	110	125	85	30	26	93	680	249	268	185	153	323	-	187	298	209	215	193	261	320	155	
58.1%	57.6%	58.3%	55.9%	58.7%	57.3%	58.1%	61.2%	49.2%	68.4%	63.3%	58.2%	57.9%	55.7%	49.6%	58.8%	66.6%	-	42.8%	55.8%	70.4%	71.9%	44.7%	59.0%	64.5%	67.7%	
900	318	582	277	179	108	121	86	32	21	76	645	255	257	169	133	341	-	170	283	205	225	185	244	315	156	
56.3%	57.8%	55.5%	56.3%	56.8%	56.3%	56.3%	61.9%	52.5%	55.3%	51.7%	55.2%	59.3%	53.4%	45.3%	51.2%	70.3%	-	38.9%	53.0%	69.0%	75.3%	42.8%	55.2%	63.5%	68.1%	
23	8	15	4	3	2	3	1	-	1	9	18	5	7	6	3	7	-	7	8	3	5	7	7	6	3	
1.4%	1.5%	1.4%	0.8%	1.0%	1.0%	1.4%	0.7%	-	2.6%	6.1%	1.5%	1.2%	1.5%	1.6%	1.2%	1.4%	-	1.6%	1.5%	1.0%	1.7%	1.6%	1.6%	1.2%	1.3%	
1049	359	690	325	199	129	143	101	32	29	91	777	272	304	219	170	356	-	208	347	232	242	221	285	360	183	
65.6%	65.3%	65.8%	66.1%	63.2%	67.2%	66.5%	72.7%	52.5%	76.3%	61.9%	66.5%	63.3%	63.2%	58.7%	65.4%	73.4%	-	47.6%	65.0%	78.1%	80.9%	51.2%	64.5%	72.6%	79.9%	
1011	349	662	322	185	111	144	96	34	29	90	735	276	303	205	161	342	-	205	322	235	228	215	290	343	163	
63.2%	63.5%	63.1%	65.4%	58.7%	57.8%	67.0%	69.1%	55.7%	76.3%	61.2%	62.9%	64.2%	63.0%	55.0%	61.9%	70.5%	-	46.9%	60.3%	79.1%	76.3%	49.8%	65.6%	69.2%	71.2%	
1169	419	750	357	220	139	160	114	37	28	114	859	310	349	239	192	389	-	237	376	263	267	240	334	400	195	
73.1%	76.2%	71.5%	72.6%	69.8%	72.4%	74.4%	82.0%	60.7%	73.7%	77.6%	73.5%	72.1%	72.6%	64.1%	73.8%	80.2%	-	54.2%	70.4%	88.6%	89.3%	55.6%	75.6%	80.6%	85.2%	
979	338	641	298	189	121	139	93	34	23	82	736	243	299	195	149	336	-	196	327	212	223	212	267	331	169	
61.2%	61.5%	61.1%	60.6%	60.0%	63.0%	64.7%	66.9%	55.7%	60.5%	55.8%	63.0%	56.5%	62.2%	52.3%	57.3%	69.3%	-	44.9%	61.2%	71.4%	74.6%	49.1%	60.4%	66.7%	73.8%	
1038	368	670	293	205	131	144	105	35	26	99	756	282	310	207	162	359	-	208	343	230	237	215	298	355	170	
64.9%	66.9%	63.9%	59.6%	65.1%	68.2%	67.0%	75.5%	57.4%	68.4%	67.3%	64.7%	65.6%	64.4%	55.5%	62.3%	74.0%	-	47.6%	64.2%	77.4%	79.3%	49.8%	67.4%	71.6%	74.2%	
66	24	42	11	14	11	9	4	3	5	9	51	15	21	18	6	21	-	17	22	14	12	17	23	18	8	
4.1%	4.4%	4.0%	2.2%	4.4%	5.7%	4.2%	2.9%	4.9%	13.2%	6.1%	4.4%	3.5%	4.4%	4.8%	2.3%	4.3%	-	3.9%	4.1%	4.7%	4.0%	3.9%	5.2%	3.6%	3.5%	
991	338	653	299	192	130	129	99	31	22	89	723	268	290	197	160	344	-	200	323	231	218	211	286	342	152	
62.0%	61.5%	62.2%	60.8%	61.0%	67.7%	60.0%	71.2%	50.8%	57.9%	60.5%	61.8%	62.3%	60.3%	52.8%	61.5%	70.9%	-	45.8%	60.5%	77.8%	72.9%	48.8%	64.7%	69.0%	66.4%	
291	100	191	86	56	26	35	29	11	11	37	217	74	90	58	44	99	-	58	87	68	70	68	80	99	44	
18.2%	18.2%	18.2%	17.5%	17.8%	13.5%	16.3%	20.9%	18.0%	28.9%	25.2%	18.6%	17.2%	18.7%	15.5%	16.9%	20.4%	-	13.3%	16.3%	22.9%	23.4%	15.7%	18.1%	20.0%	19.2%	
273	90	183	78	56	28	37	23	10	8	33	203	70	81	59	40	93	-	52	75	67	70	60	73	99	41	
17.1%	16.4%	17.4%	15.9%	17.8%	14.6%	17.2%	16.5%	16.4%	21.1%	22.4%	17.4%	16.3%	16.8%	15.8%	15.4%	19.2%	-	11.9%	14.0%	22.6%	23.4%	13.9%	16.5%	20.0%	17.9%	
449	164	285	140	87	49	59	38	15	15	46	308	141	122	89	64	174	-	92	139	101	103	105	137	141	66	
28.1%	29.8%	27.2%	28.5%	27.6%	25.5%	27.4%	27.3%	24.6%	39.5%	31.3%	26.3%	32.8%	25.4%	23.9%	24.6%	35.9%	-	21.1%	26.0%	34.0%	34.4%	24.3%	31.0%	28.4%	28.8%	
100	39	61	23	18	15	13	6	2	5	18	77	23	14	26	8	52	-	25	29	13	30	30	25	27	18	
6.3%	7.1%	5.8%	4.7%	5.7%	7.8%	6.0%	4.3%	3.3%	13.2%	12.2%	6.6%	5.3%	2.9%	7.0%	3.1%	10.7%	-	5.7%	5.4%	4.4%	10.0%	6.9%	5.7%	5.4%	7.9%	
1114	389	725	350	209	136	150	105	38	24	102	821	293	331	222	185	376	-	223	355	248	265	228	318	381	187	
69.7%	70.7%	69.1%	71.1%	66.3%	70.8%	69.8%	75.5%	62.3%	63.2%	69.4%	70.2%	68.1%	68.8%	59.5%	71.2%	77.5%	-	51.0%	66.5%	83.5%	88.6%	52.8%	71.9%	76.8%	81.7%	
866	301	565	259	165	100	118	84	30	23	87	632	234	260	150	145	311	-	199	269	178	202	210	244	272	140	
54.2%	54.7%	53.9%	52.6%	52.4%	52.1%	54.9%	60.4%	49.2%	60.5%	59.2%	54.1%	54.4%	54.1%	40.2%	55.8%	64.1%	-	45.5%	50.4%	59.9%	67.6%	48.6%	55.2%	54.8%	61.1%	

25 Feb 2015

Table 100
Q44. Which skills and competencies does your organisation look for when recruiting for senior roles?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1599	550	1049	492	315	192	215	139	61	38	147	1169	430	481	373	260	485	-	437	534	297	299	432	442	496	229	
Written communication - digital/social	865	297	568	248	177	106	116	89	34	27	68	643	222	266	165	140	294	-	177	292	188	192	185	247	292	141	
	54.1%	54.0%	54.1%	50.4%	56.2%	55.2%	54.0%	64.0%	55.7%	71.1%	46.3%	55.0%	51.6%	55.3%	44.2%	53.8%	60.6%	-	40.5%	54.7%	63.3%	64.2%	42.8%	55.9%	58.9%	61.6%	
Written communication - traditional	1019	357	662	307	197	123	140	102	38	25	87	750	269	313	199	164	343	-	210	335	229	226	212	284	348	175	
	63.7%	64.9%	63.1%	62.4%	62.5%	64.1%	65.1%	73.4%	62.3%	65.8%	59.2%	64.2%	62.6%	65.1%	53.4%	63.1%	70.7%	-	48.1%	62.7%	77.1%	75.6%	49.1%	64.3%	70.2%	76.4%	
Other	38	10	28	17	4	3	3	4	2	2	3	33	5	11	9	3	15	-	3	11	7	16	5	6	14	13	
	2.4%	1.8%	2.7%	3.5%	1.3%	1.6%	1.4%	2.9%	3.3%	5.3%	2.0%	2.8%	1.2%	2.3%	2.4%	1.2%	3.1%	-	0.7%	2.1%	2.4%	5.4%	1.2%	1.4%	2.8%	5.7%	
Not applicable - my organisation uses a recruitment consultant/agency to recruit employees	43	9	34	20	7	3	6	3	-	-	4	32	11	11	20	7	5	-	13	19	7	3	13	12	10	8	
	2.7%	1.6%	3.2%	4.1%	2.2%	1.6%	2.8%	2.2%	-	-	2.7%	2.7%	2.6%	2.3%	5.4%	2.7%	1.0%	-	3.0%	3.6%	2.4%	1.0%	3.0%	2.7%	2.0%	3.5%	
Don't know	279	83	196	88	65	33	39	17	17	7	13	197	82	88	88	48	55	-	164	92	14	5	152	70	49	8	
	17.4%	15.1%	18.7%	17.9%	20.6%	17.2%	18.1%	12.2%	27.9%	18.4%	8.8%	16.9%	19.1%	18.3%	23.6%	18.5%	11.3%	-	37.5%	17.2%	4.7%	1.7%	35.2%	15.8%	9.9%	3.5%	
SIGMA	14614	5089	9525	4414	2827	1747	1978	1389	501	384	1374	10721	3893	4317	2953	2308	5036	-	3069	4712	3208	3321	3218	4112	4890	2394	
	913.9%	925.3%	908.0%	897.2%	897.5%	909.9%	920.0%	999.3%	821.3%	1010.5%	934.7%	917.1%	905.3%	897.5%	791.7%	887.7%	1038.4%	-	702.3%	882.4%	1080.1%	1110.7%	744.9%	930.3%	985.9%	1045.4%	

Table 101
Q45. Please select three of the following which you believe to be your strongest skills/competencies?
Base : All Answering

	Total	Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1754	629	1125	509	374	217	230	132	60	42	190	1307	447	434	336	225	443	239	384	481	265	276	388	427	536	326		
Attention to detail	360 20.5%	107 17.0%	253 22.5%	102 20.0%	77 20.6%	40 18.4%	51 22.2%	25 18.9%	19 31.7%	12 28.6%	34 17.9%	266 20.4%	94 21.0%	93 21.4%	69 20.5%	49 21.8%	79 17.8%	48 20.1%	104 27.1%	106 22.0%	42 15.8%	30 10.9%	98 25.3%	91 21.3%	100 18.7%	49 15.0%		
Behavioural psychology	62 3.5%	25 4.0%	37 3.3%	15 2.9%	17 4.5%	6 2.8%	8 3.5%	5 3.8%	2 3.3%	- 4.7%	9 4.7%	56 4.3%	6 1.3%	14 3.2%	11 3.3%	6 2.7%	13 2.9%	12 5.0%	10 2.6%	15 3.1%	11 4.2%	8 2.9%	13 3.4%	13 3.0%	18 3.4%	12 3.7%		
Budgeting and financial planning	53 3.0%	23 3.7%	30 2.7%	13 2.6%	12 3.2%	5 2.3%	9 3.9%	2 1.5%	1 1.7%	- 5.8%	11 5.8%	41 3.1%	12 2.7%	7 1.6%	7 2.1%	4 1.8%	30 6.8%	4 1.7%	10 2.6%	5 1.0%	8 3.0%	25 9.1%	7 1.8%	12 2.8%	17 3.2%	16 4.9%		
Creativity	485 27.7%	188 29.9%	297 26.4%	111 21.8%	103 27.5%	68 31.3%	70 30.4%	42 31.8%	16 26.7%	17 40.5%	58 30.5%	345 26.4%	140 31.3%	132 30.4%	74 22.0%	69 30.7%	132 29.8%	61 25.5%	111 28.9%	129 26.8%	81 30.6%	78 28.3%	116 29.9%	115 26.9%	146 27.2%	91 27.9%		
HTML and coding	12 0.7%	5 0.8%	7 0.6%	6 1.2%	1 0.3%	- -	2 0.9%	1 0.8%	- -	- -	2 1.1%	9 0.7%	3 0.7%	4 0.9%	1 0.3%	3 1.3%	3 0.7%	1 0.4%	6 1.6%	2 0.4%	1 0.4%	2 0.7%	7 1.8%	3 0.7%	2 0.4%	- -		
Interpersonal skills	664 37.9%	212 33.7%	452 40.2%	192 37.7%	151 40.4%	79 36.4%	85 37.0%	59 44.7%	23 38.3%	13 31.0%	62 32.6%	486 37.2%	178 39.8%	175 40.3%	147 43.8%	82 36.4%	151 34.1%	80 33.5%	157 40.9%	187 38.9%	104 39.2%	97 35.1%	142 36.6%	182 42.6%	204 38.1%	107 32.8%		
Knowledge of current affairs and industry trends	306 17.4%	142 22.6%	164 14.6%	102 20.0%	56 15.0%	29 13.4%	44 19.1%	22 16.7%	2 3.3%	10 23.8%	41 21.6%	237 18.1%	69 15.4%	72 16.6%	60 17.9%	36 16.0%	68 15.3%	57 23.8%	49 12.8%	84 17.5%	48 18.1%	48 17.4%	60 15.5%	73 17.1%	91 17.0%	69 21.2%		
Leadership and management skills	528 30.1%	214 34.0%	314 27.9%	207 40.7%	96 25.7%	58 26.7%	60 26.1%	32 24.2%	7 11.7%	11 26.2%	57 30.0%	407 31.1%	121 27.1%	112 25.8%	92 27.4%	80 35.6%	158 35.7%	58 24.3%	27 7.0%	106 22.0%	139 52.5%	159 57.6%	54 13.9%	109 25.5%	194 36.2%	143 43.9%		
Oral communication	269 15.3%	105 16.7%	164 14.6%	84 16.5%	56 15.0%	37 17.1%	24 10.4%	18 13.6%	17 28.3%	6 14.3%	27 14.2%	206 15.8%	63 14.1%	67 15.4%	50 14.9%	29 12.9%	78 17.6%	33 13.8%	71 18.5%	70 14.6%	28 10.6%	50 18.1%	68 17.5%	61 14.3%	77 14.4%	51 15.6%		
Organisational skills	372 21.2%	88 14.0%	284 25.2%	100 19.6%	84 22.5%	54 24.9%	47 20.4%	28 21.2%	13 21.7%	6 14.3%	40 21.1%	266 20.4%	106 23.7%	93 21.4%	85 25.3%	41 18.2%	86 19.4%	44 18.4%	108 28.1%	108 22.5%	50 18.9%	30 10.9%	99 25.5%	110 25.8%	89 16.6%	51 15.6%		
Photo/video editing	25 1.4%	10 1.6%	15 1.3%	7 1.4%	4 1.1%	5 2.3%	2 0.9%	- -	4 6.7%	- -	3 1.6%	19 1.5%	6 1.3%	12 2.8%	3 0.9%	3 1.3%	4 0.9%	2 0.8%	12 3.1%	7 1.5%	1 0.4%	1 0.4%	12 3.1%	7 1.6%	2 0.4%	3 0.9%		
Project management	271 15.5%	69 11.0%	202 18.0%	80 15.7%	55 14.7%	29 13.4%	34 14.8%	19 14.4%	13 21.7%	11 26.2%	30 15.8%	184 14.1%	87 19.5%	58 13.4%	68 20.2%	36 16.0%	69 15.6%	28 11.7%	56 14.6%	94 19.5%	49 18.5%	24 8.7%	54 13.9%	79 18.5%	92 17.2%	34 10.4%		
Qualitative data analysis	26 1.5%	15 2.4%	11 1.0%	8 1.6%	4 1.1%	2 0.9%	6 2.6%	2 1.5%	- -	- -	4 2.1%	18 1.4%	8 1.8%	5 1.2%	4 1.2%	1 0.4%	9 2.0%	3 1.3%	8 2.1%	6 1.2%	1 0.4%	4 1.4%	9 2.3%	4 0.9%	6 1.1%	3 0.9%		
Quantitative data analysis	17 1.0%	9 1.4%	8 0.7%	7 1.4%	3 0.8%	- -	3 1.3%	- -	- -	- -	4 2.1%	11 0.8%	6 1.3%	- -	5 1.5%	2 0.9%	6 1.4%	2 0.8%	4 1.0%	5 1.0%	1 0.4%	3 1.1%	5 1.3%	4 0.9%	4 0.7%	2 0.6%		
Research	89 5.1%	39 6.2%	50 4.4%	32 6.3%	16 4.3%	9 4.1%	10 4.3%	3 2.3%	3 5.0%	- 8.4%	16 8.4%	71 5.4%	18 4.0%	16 3.7%	16 4.8%	9 4.0%	26 5.9%	14 5.9%	30 7.8%	18 3.7%	6 2.3%	12 4.3%	34 8.8%	14 3.3%	22 4.1%	11 3.4%		
Search Engine Optimisation (SEO)	7 0.4%	3 0.5%	4 0.4%	3 0.6%	1 0.3%	- -	1 0.4%	1 0.8%	- -	1 2.4%	- -	6 0.5%	1 0.2%	2 0.5%	2 0.6%	- -	2 0.5%	1 0.4%	3 0.8%	1 0.2%	- -	2 0.7%	3 0.8%	- -	3 0.6%	1 0.3%		
Strategic management	483 27.5%	200 31.8%	283 25.2%	152 29.9%	104 27.8%	49 22.6%	57 24.8%	33 25.0%	14 23.3%	10 23.8%	64 33.7%	377 28.8%	106 23.7%	103 23.7%	88 26.2%	56 24.9%	130 29.3%	87 36.4%	28 7.3%	120 24.9%	97 36.6%	122 44.2%	42 10.8%	103 24.1%	191 35.6%	128 39.3%		
Time management	95 5.4%	26 4.1%	69 6.1%	28 5.5%	25 6.7%	9 4.1%	11 4.8%	6 4.5%	2 3.3%	- 7.4%	14 7.4%	61 4.7%	34 7.6%	23 5.3%	17 5.1%	11 4.9%	34 7.7%	5 2.1%	42 10.9%	26 5.4%	6 2.3%	10 3.6%	43 11.1%	22 5.2%	17 3.2%	8 2.5%		

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Table 101
Q45. Please select three of the following which you believe to be your strongest skills/competencies?
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1754	629	1125	509	374	217	230	132	60	42	190	1307	447	434	336	225	443	239	384	481	265	276	388	427	536	326
Written communication - digital/social	318 18.1%	114 18.1%	204 18.1%	64 12.6%	69 18.4%	45 20.7%	47 20.4%	34 25.8%	17 28.3%	11 26.2%	31 16.3%	243 18.6%	75 16.8%	104 24.0%	37 11.0%	56 24.9%	62 14.0%	50 20.9%	110 28.6%	95 19.8%	27 10.2%	23 8.3%	102 26.3%	77 18.0%	92 17.2%	38 11.7%
Written communication - traditional	820 46.8%	293 46.6%	527 46.8%	214 42.0%	188 50.3%	127 58.5%	119 51.7%	64 48.5%	27 45.0%	18 42.9%	63 33.2%	612 46.8%	208 46.5%	210 48.4%	172 51.2%	102 45.3%	189 42.7%	127 53.1%	206 53.6%	259 53.8%	95 35.8%	100 36.2%	196 50.5%	202 47.3%	241 45.0%	161 49.4%
SIGMA	5262 300.0%	1887 300.0%	3375 300.0%	1527 300.0%	1122 300.0%	651 300.0%	690 300.0%	396 300.0%	180 300.0%	126 300.0%	570 300.0%	3921 300.0%	1341 300.0%	1302 300.0%	1008 300.0%	675 300.0%	1329 300.0%	717 300.0%	1152 300.0%	1443 300.0%	795 300.0%	828 300.0%	1164 300.0%	1281 300.0%	1608 300.0%	978 300.0%

Survation.

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Table 102
Q46. Please select three of the following which you believe to be your weakest skills/competencies?
Base : All Respondents

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR						
														In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner										
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No							Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1748	627	1121	507	371	217	230	132	59	42	190	1302	446	432	335	225	441	238	384	477	265	275	386	425	536	324		
Attention to detail	51 2.9%	25 4.0%	26 2.3%	13 2.6%	7 1.9%	7 3.2%	11 4.8%	3 2.3%	1 1.7%	2 4.8%	7 3.7%	45 3.5%	6 1.3%	10 2.3%	6 1.8%	10 4.4%	16 3.6%	7 2.9%	13 3.4%	11 2.3%	10 3.8%	7 2.5%	15 3.9%	9 2.1%	14 2.6%	11 3.4%		
Behavioural psychology	328 18.8%	146 23.3%	182 16.2%	92 18.1%	64 17.3%	42 19.4%	55 23.9%	26 19.7%	13 22.0%	9 21.4%	27 14.2%	245 18.8%	83 18.6%	85 19.7%	72 21.5%	36 16.0%	81 18.4%	51 21.4%	76 19.8%	104 21.8%	40 15.1%	48 17.5%	81 21.0%	79 18.6%	94 17.5%	71 21.9%		
Budgeting and financial planning	320 18.3%	108 17.2%	212 18.9%	84 16.6%	57 15.4%	43 19.8%	46 20.0%	21 15.9%	13 22.0%	15 35.7%	41 21.6%	228 17.5%	92 20.6%	108 25.0%	50 14.9%	41 18.2%	70 15.9%	35 14.7%	118 30.7%	88 18.4%	22 8.3%	34 12.4%	96 24.9%	91 21.4%	92 17.2%	25 7.7%		
Creativity	51 2.9%	15 2.4%	36 3.2%	18 3.6%	5 1.3%	5 2.3%	11 4.8%	1 0.8%	3 5.1%	- 4.2%	8 4.2%	43 3.3%	8 1.8%	12 2.8%	10 3.0%	3 1.3%	18 4.1%	5 2.1%	13 3.4%	14 2.9%	9 3.4%	6 2.2%	15 3.9%	14 3.3%	17 3.2%	2 0.6%		
HTML and coding	1388 79.4%	475 75.8%	913 81.4%	398 78.5%	306 82.5%	176 81.1%	179 77.8%	107 81.1%	43 72.9%	33 78.6%	146 76.8%	1030 79.1%	358 80.3%	318 73.6%	281 83.9%	178 79.1%	366 83.0%	182 76.5%	287 74.7%	365 76.5%	228 86.0%	239 86.9%	292 75.6%	334 78.6%	422 78.7%	277 85.5%		
Interpersonal skills	18 1.0%	11 1.8%	7 0.6%	7 1.4%	2 0.5%	- -	1 0.4%	1 0.8%	1 1.7%	1 2.4%	5 2.6%	15 1.2%	3 0.7%	3 0.7%	2 0.6%	4 1.8%	7 1.6%	2 0.8%	4 1.0%	6 1.3%	3 1.1%	3 1.1%	6 1.6%	3 0.7%	7 1.3%	2 0.6%		
Knowledge of current affairs and industry trends	48 2.7%	11 1.8%	37 3.3%	10 2.0%	5 1.3%	9 4.1%	5 2.2%	5 3.8%	5 8.5%	- -	9 4.7%	34 2.6%	14 3.1%	7 1.6%	10 3.0%	13 5.8%	7 1.6%	5 2.1%	20 5.2%	11 2.3%	4 1.5%	1 0.4%	12 3.1%	16 3.8%	12 2.2%	2 0.6%		
Leadership and management skills	74 4.2%	20 3.2%	54 4.8%	24 4.7%	13 3.5%	10 4.6%	5 2.2%	6 4.5%	3 5.1%	2 4.8%	11 5.8%	51 3.9%	23 5.2%	23 5.3%	15 4.5%	14 6.2%	13 2.9%	4 1.7%	33 8.6%	23 4.8%	4 1.5%	2 0.7%	29 7.5%	21 4.9%	18 3.4%	1 0.3%		
Oral communication	29 1.7%	9 1.4%	20 1.8%	8 1.6%	8 2.2%	5 2.3%	2 0.9%	2 1.5%	- -	1 2.4%	3 1.6%	20 1.5%	9 2.0%	6 1.4%	4 1.2%	5 2.2%	10 2.3%	3 1.3%	12 3.1%	11 2.3%	1 0.4%	1 0.4%	13 3.4%	8 1.9%	6 1.1%	1 0.3%		
Organisational skills	29 1.7%	14 2.2%	15 1.3%	10 2.0%	7 1.9%	1 0.5%	5 2.2%	- -	- -	1 2.4%	5 2.6%	21 1.6%	8 1.8%	8 1.9%	4 1.2%	5 2.2%	10 2.3%	1 0.4%	6 1.6%	7 1.5%	7 2.6%	7 2.5%	10 2.6%	8 1.9%	7 1.3%	3 0.9%		
Photo/video editing	784 44.9%	277 44.2%	507 45.2%	261 51.5%	178 48.0%	83 38.2%	78 33.9%	65 49.2%	23 39.0%	11 26.2%	85 44.7%	586 45.0%	198 44.4%	174 40.3%	140 41.8%	92 40.9%	229 51.9%	110 46.2%	117 30.5%	201 42.1%	154 58.1%	147 53.5%	151 39.1%	171 40.2%	263 49.1%	160 49.4%		
Project management	54 3.1%	32 5.1%	22 2.0%	16 3.2%	10 2.7%	4 1.8%	9 3.9%	4 3.0%	- -	- -	11 5.8%	39 3.0%	15 3.4%	17 3.9%	6 1.8%	9 4.0%	10 2.3%	8 3.4%	11 2.9%	18 3.8%	7 2.6%	5 1.8%	10 2.6%	15 3.5%	17 3.2%	8 2.5%		
Qualitative data analysis	324 18.5%	108 17.2%	216 19.3%	71 14.0%	80 21.6%	58 26.7%	50 21.7%	19 14.4%	12 20.3%	12 28.6%	22 11.6%	251 19.3%	73 16.4%	84 19.4%	62 18.5%	37 16.4%	74 16.8%	58 24.4%	63 16.4%	108 22.6%	37 14.0%	46 16.7%	57 14.8%	79 18.6%	106 19.8%	73 22.5%		
Quantitative data analysis	418 23.9%	135 21.5%	283 25.2%	117 23.1%	85 22.9%	54 24.9%	63 27.4%	29 22.0%	13 22.0%	9 21.4%	48 25.3%	315 24.2%	103 23.1%	119 27.5%	68 20.3%	51 22.7%	96 21.8%	71 29.8%	90 23.4%	119 24.9%	50 18.9%	68 24.7%	91 23.6%	97 22.8%	124 23.1%	93 28.7%		
Research	70 4.0%	26 4.1%	44 3.9%	23 4.5%	7 1.9%	9 4.1%	9 3.9%	9 6.8%	3 5.1%	3 7.1%	7 3.7%	55 4.2%	15 3.4%	23 5.3%	17 5.1%	11 4.9%	8 1.8%	8 3.4%	18 4.7%	20 4.2%	12 4.5%	9 3.3%	12 3.1%	26 6.1%	21 3.9%	8 2.5%		
Search Engine Optimisation (SEO)	986 56.4%	360 57.4%	626 55.8%	293 57.8%	232 62.5%	116 53.5%	123 53.5%	78 59.1%	30 50.8%	21 50.0%	93 48.9%	727 55.8%	259 58.1%	225 52.1%	212 63.3%	130 57.8%	247 56.0%	130 54.6%	184 47.9%	267 56.0%	178 67.2%	165 60.0%	183 47.4%	240 56.5%	324 60.4%	197 60.8%		
Strategic management	71 4.1%	16 2.6%	55 4.9%	16 3.2%	15 4.0%	12 5.5%	8 3.5%	4 3.0%	6 10.2%	2 4.8%	8 4.2%	52 4.0%	19 4.3%	29 6.7%	8 2.4%	14 6.2%	11 2.5%	5 2.1%	44 11.5%	13 2.7%	2 0.8%	1 0.4%	38 9.8%	14 3.3%	13 2.4%	2 0.6%		
Time management	113 6.5%	58 9.3%	55 4.9%	32 6.3%	20 5.4%	9 4.1%	19 8.3%	11 8.3%	6 10.2%	2 4.8%	14 7.4%	79 6.1%	34 7.6%	25 5.8%	17 5.1%	18 8.0%	27 6.1%	18 7.6%	29 7.6%	22 4.6%	15 5.7%	19 6.9%	25 6.5%	33 7.8%	28 5.2%	19 5.9%		

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Table 102
Q46. Please select three of the following which you believe to be your weakest skills/competencies?
Base : All Respondents

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1748	627	1121	507	371	217	230	132	59	42	190	1302	446	432	335	225	441	238	384	477	265	275	386	425	536	324	
Written communication - digital/social	60 3.4%	23 3.7%	37 3.3%	17 3.4%	8 2.2%	6 2.8%	9 3.9%	5 3.8%	1 1.7%	1 2.4%	13 6.8%	48 3.7%	12 2.7%	14 3.2%	16 4.8%	1 0.4%	14 3.2%	10 4.2%	7 1.8%	14 2.9%	9 3.4%	13 4.7%	9 2.3%	10 2.4%	20 3.7%	16 4.9%	
Written communication - traditional	28 1.6%	12 1.9%	16 1.4%	11 2.2%	4 1.1%	2 0.9%	2 0.9%	- -	1 1.7%	1 2.4%	7 3.7%	22 1.7%	6 1.3%	6 1.4%	5 1.5%	3 1.3%	9 2.0%	1 0.4%	7 1.8%	9 1.9%	3 1.1%	4 1.5%	13 3.4%	7 1.6%	3 0.6%	1 0.3%	
SIGMA	5244 300.0%	1881 300.0%	3363 300.0%	1521 300.0%	1113 300.0%	651 300.0%	690 300.0%	396 300.0%	177 300.0%	126 300.0%	570 300.0%	3906 300.0%	1338 300.0%	1296 300.0%	1005 300.0%	675 300.0%	1323 300.0%	714 300.0%	1152 300.0%	1431 300.0%	795 300.0%	825 300.0%	1158 300.0%	1275 300.0%	1608 300.0%	972 300.0%	

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Table 103
Q47. In the next five years what do you think will provide the biggest challenge to the public relations industry?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1971	706	1265	568	416	245	265	162	63	46	206	1465	506	477	367	258	479	243	435	522	294	298	439	466	581	338	
An expanding skill set required of professionals	251 12.7%	76 10.8%	175 13.8%	59 10.4%	56 13.5%	37 15.1%	39 14.7%	18 11.1%	10 15.9%	5 10.9%	27 13.1%	187 12.8%	64 12.6%	75 15.7%	46 12.5%	37 14.3%	52 10.9%	29 11.9%	50 11.5%	90 17.2%	38 12.9%	27 9.1%	47 10.7%	61 13.1%	89 15.3%	42 12.4%	
Under-representation of public relations practitioners at board level	240 12.2%	80 11.3%	160 12.6%	65 11.4%	44 10.6%	23 9.4%	40 15.1%	24 14.8%	9 14.3%	6 13.0%	29 14.1%	187 12.8%	53 10.5%	73 15.3%	54 14.7%	33 12.8%	35 7.3%	23 9.5%	51 11.7%	64 12.3%	47 16.0%	29 9.7%	46 10.5%	69 14.8%	61 10.5%	42 12.4%	
Lack of understanding of measurement and evaluation	201 10.2%	77 10.9%	124 9.8%	70 12.3%	40 9.6%	27 11.0%	20 7.5%	16 9.9%	3 4.8%	6 13.0%	19 9.2%	145 9.9%	56 11.1%	39 8.2%	41 11.2%	32 12.4%	58 12.1%	19 7.8%	49 11.3%	55 10.5%	33 11.2%	27 9.1%	56 12.8%	51 10.9%	58 10.0%	24 7.1%	
The poor reputation of public relations in wider society	196 9.9%	84 11.9%	112 8.9%	65 11.4%	41 9.9%	25 10.2%	24 9.1%	10 6.2%	6 9.5%	3 6.5%	22 10.7%	144 9.8%	52 10.3%	34 7.1%	39 10.6%	17 6.6%	55 11.5%	34 14.0%	38 8.7%	46 8.8%	26 8.8%	34 11.4%	52 11.8%	37 7.9%	56 9.6%	34 10.1%	
Changing social and digital landscape	439 22.3%	146 20.7%	293 23.2%	113 19.9%	112 26.9%	60 24.5%	57 21.5%	37 22.8%	9 14.3%	9 19.6%	42 20.4%	321 21.9%	118 23.3%	116 24.3%	87 23.7%	57 22.1%	90 18.8%	62 25.5%	96 22.1%	123 23.6%	66 22.4%	58 19.5%	88 20.0%	116 24.9%	124 21.3%	84 24.9%	
Convergence and competition from other industries	230 11.7%	94 13.3%	136 10.8%	78 13.7%	43 10.3%	25 10.2%	34 12.8%	15 9.3%	3 4.8%	6 13.0%	26 12.6%	176 12.0%	54 10.7%	27 5.7%	22 6.0%	26 10.1%	109 22.8%	24 9.9%	35 8.0%	36 6.9%	30 10.2%	78 26.2%	39 8.9%	42 9.0%	66 11.4%	61 18.0%	
Ineffective leadership from professional/trade bodies	29 1.5%	17 2.4%	12 0.9%	12 2.1%	6 1.4%	3 1.2%	1 0.4%	1 0.6%	2 3.2%	- -	4 1.9%	22 1.5%	7 1.4%	5 1.0%	4 1.1%	3 1.2%	9 1.9%	4 1.6%	6 1.4%	4 0.8%	3 1.0%	7 2.3%	7 1.6%	4 0.9%	10 1.7%	4 1.2%	
Failure to prioritise training and education	44 2.2%	23 3.3%	21 1.7%	15 2.6%	6 1.4%	2 0.8%	7 2.6%	1 0.6%	1 1.6%	2 4.3%	10 4.9%	33 2.3%	11 2.2%	17 3.6%	6 1.6%	3 1.2%	10 2.1%	6 2.5%	10 2.3%	16 3.1%	8 2.7%	2 0.7%	16 3.6%	7 1.5%	13 2.2%	6 1.8%	
Impact of 24/7 newsrooms and 'always on' culture	237 12.0%	57 8.1%	180 14.2%	68 12.0%	45 10.8%	21 8.6%	30 11.3%	29 17.9%	13 20.6%	7 15.2%	24 11.7%	169 11.5%	68 13.4%	65 13.6%	54 14.7%	42 16.3%	33 6.9%	24 9.9%	69 15.9%	69 13.2%	31 10.5%	22 7.4%	60 13.7%	56 12.0%	74 12.7%	28 8.3%	
Not sure	58 2.9%	24 3.4%	34 2.7%	12 2.1%	12 2.9%	11 4.5%	9 3.4%	6 3.7%	6 9.5%	- -	2 1.0%	46 3.1%	12 2.4%	15 3.1%	10 2.7%	4 1.6%	11 2.3%	13 5.3%	20 4.6%	10 1.9%	4 1.4%	6 2.0%	20 4.6%	15 3.2%	12 2.1%	6 1.8%	
Other	46 2.3%	28 4.0%	18 1.4%	11 1.9%	11 2.6%	11 4.5%	4 1.5%	5 3.1%	1 1.6%	2 4.3%	1 0.5%	35 2.4%	11 2.2%	11 2.3%	4 1.1%	4 1.6%	17 3.5%	5 2.1%	11 2.5%	9 1.7%	8 2.7%	8 2.7%	8 1.8%	8 1.7%	18 3.1%	7 2.1%	
SIGMA	1971 100.0%	706 100.0%	1265 100.0%	568 100.0%	416 100.0%	245 100.0%	265 100.0%	162 100.0%	63 100.0%	46 100.0%	206 100.0%	1465 100.0%	506 100.0%	477 100.0%	367 100.0%	258 100.0%	479 100.0%	243 100.0%	435 100.0%	522 100.0%	294 100.0%	298 100.0%	439 100.0%	466 100.0%	581 100.0%	338 100.0%	

State of PR Survey
Prepared on behalf of the CIPR

25 Feb 2015

Table 104
Q48A. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
Advertising
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	1341	457	884	371	277	181	179	118	54	24	137	1015	326	476	367	258	-	240	350	414	244	72	284	368	445	244		
More closely	382	125	257	102	65	49	53	30	9	7	67	289	93	119	115	82	-	66	86	112	87	25	75	123	117	67		
	28.5%	27.4%	29.1%	27.5%	23.5%	27.1%	29.6%	25.4%	16.7%	29.2%	48.9%	28.5%	28.5%	25.0%	31.3%	31.8%	-	27.5%	24.6%	27.1%	35.7%	34.7%	26.4%	33.4%	26.3%	27.5%		
Neither more nor less closely	557	191	366	152	125	78	66	59	19	8	50	417	140	181	160	111	-	105	135	173	104	34	111	144	191	111		
	41.5%	41.8%	41.4%	41.0%	45.1%	43.1%	36.9%	50.0%	35.2%	33.3%	36.5%	41.1%	42.9%	38.0%	43.6%	43.0%	-	43.8%	38.6%	41.8%	42.6%	47.2%	39.1%	39.1%	42.9%	45.5%		
Less closely	106	36	70	30	25	15	13	8	4	3	8	81	25	45	30	10	-	21	29	39	13	4	18	25	44	19		
	7.9%	7.9%	7.9%	8.1%	9.0%	8.3%	7.3%	6.8%	7.4%	12.5%	5.8%	8.0%	7.7%	9.5%	8.2%	3.9%	-	8.8%	8.3%	9.4%	5.3%	5.6%	6.3%	6.8%	9.9%	7.8%		
Don't know	296	105	191	87	62	39	47	21	22	6	12	228	68	131	62	55	-	48	100	90	40	9	80	76	93	47		
	22.1%	23.0%	21.6%	23.5%	22.4%	21.5%	26.3%	17.8%	40.7%	25.0%	8.8%	22.5%	20.9%	27.5%	16.9%	21.3%	-	20.0%	28.6%	21.7%	16.4%	12.5%	28.2%	20.7%	20.9%	19.3%		
SIGMA	1341	457	884	371	277	181	179	118	54	24	137	1015	326	476	367	258	-	240	350	414	244	72	284	368	445	244		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 105
Q48B. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
Customer Service
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1339	456	883	371	277	181	179	117	54	24	136	1013	326	476	365	258	-	240	350	414	244	72	284	368	443	244	
More closely	598 44.7%	191 41.9%	407 46.1%	153 41.2%	118 42.6%	88 48.6%	89 49.7%	51 43.6%	21 38.9%	13 54.2%	65 47.8%	441 43.5%	157 48.2%	218 45.8%	155 42.5%	130 50.4%	-	95 39.6%	154 44.0%	188 45.4%	118 48.4%	37 51.4%	129 45.4%	164 44.6%	202 45.6%	103 42.2%	
Neither more nor less closely	502 37.5%	182 39.9%	320 36.2%	147 39.6%	105 37.9%	63 34.8%	56 31.3%	48 41.0%	25 46.3%	7 29.2%	51 37.5%	379 37.4%	123 37.7%	168 35.3%	150 41.1%	89 34.5%	-	95 39.6%	117 33.4%	165 39.9%	90 36.9%	28 38.9%	95 33.5%	138 37.5%	164 37.0%	105 43.0%	
Less closely	44 3.3%	16 3.5%	28 3.2%	11 3.0%	14 5.1%	5 2.8%	3 1.7%	3 2.6%	-	-	8 5.9%	36 3.6%	8 2.5%	14 2.9%	19 5.2%	4 1.6%	-	7 2.9%	15 4.3%	11 2.7%	9 3.7%	2 2.8%	10 3.5%	17 4.6%	13 2.9%	4 1.6%	
Don't know	195 14.6%	67 14.7%	128 14.5%	60 16.2%	40 14.4%	25 13.8%	31 17.3%	15 12.8%	8 14.8%	4 16.7%	12 8.8%	157 15.5%	38 11.7%	76 16.0%	41 11.2%	35 13.6%	-	43 17.9%	64 18.3%	50 12.1%	27 11.1%	5 6.9%	50 17.6%	49 13.3%	64 14.4%	32 13.1%	
SIGMA	1339 100.0%	456 100.0%	883 100.0%	371 100.0%	277 100.0%	181 100.0%	179 100.0%	117 100.0%	54 100.0%	24 100.0%	136 100.0%	1013 100.0%	326 100.0%	476 100.0%	365 100.0%	258 100.0%	-	240 100.0%	350 100.0%	414 100.0%	244 100.0%	72 100.0%	284 100.0%	368 100.0%	443 100.0%	244 100.0%	

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Table 106
Q48C. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
Events
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1340	457	883	371	277	181	179	117	54	24	137	1014	326	476	366	258	-	240	350	414	244	72	284	368	444	244	
586 43.7%	204 44.6%	382 43.3%	169 45.6%	112 40.4%	71 39.2%	73 40.8%	46 39.3%	21 38.9%	9 37.5%	85 62.0%	436 43.0%	150 46.0%	205 43.1%	160 43.7%	146 56.6%	-	75 31.3%	162 46.3%	183 44.2%	129 52.9%	29 40.3%	133 46.8%	185 50.3%	184 41.4%	84 34.4%	
522 39.0%	172 37.6%	350 39.6%	134 36.1%	115 41.5%	80 44.2%	70 39.1%	52 44.4%	22 40.7%	10 41.7%	39 28.5%	395 39.0%	127 39.0%	180 37.8%	146 39.9%	82 31.8%	-	114 47.5%	124 35.4%	156 37.7%	84 34.4%	35 48.6%	97 34.2%	126 34.2%	187 42.1%	112 45.9%	
57 4.3%	17 3.7%	40 4.5%	20 5.4%	13 4.7%	3 1.7%	5 2.8%	7 6.0%	1 1.9%	2 8.3%	6 4.4%	46 4.5%	11 3.4%	27 5.7%	16 4.4%	6 2.3%	-	8 3.3%	13 3.7%	21 5.1%	10 4.1%	5 6.9%	12 4.2%	14 3.8%	17 3.8%	14 5.7%	
175 13.1%	64 14.0%	111 12.6%	48 12.9%	37 13.4%	27 14.9%	31 17.3%	12 10.3%	10 18.5%	3 12.5%	7 5.1%	137 13.5%	38 11.7%	64 13.4%	44 12.0%	24 9.3%	-	43 17.9%	51 14.6%	54 13.0%	21 8.6%	3 4.2%	42 14.8%	43 11.7%	56 12.6%	34 13.9%	
1340 100.0%	457 100.0%	883 100.0%	371 100.0%	277 100.0%	181 100.0%	179 100.0%	117 100.0%	54 100.0%	24 100.0%	137 100.0%	1014 100.0%	326 100.0%	476 100.0%	366 100.0%	258 100.0%	-	240 100.0%	350 100.0%	414 100.0%	244 100.0%	72 100.0%	284 100.0%	368 100.0%	444 100.0%	244 100.0%	

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Table 107
Q48D. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
HR
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1341	457	884	371	277	181	179	118	54	24	137	1015	326	476	367	258	-	240	350	414	244	72	284	368	445	244		
More closely	491 36.6%	156 34.1%	335 37.9%	132 35.6%	102 36.8%	69 38.1%	74 41.3%	29 24.6%	17 31.5%	8 33.3%	60 43.8%	370 36.5%	121 37.1%	170 35.7%	168 45.8%	93 36.0%	- 25.0%	60 25.0%	98 28.0%	164 39.6%	122 50.0%	39 54.2%	92 32.4%	145 39.4%	175 39.3%	79 32.4%		
Neither more nor less closely	575 42.9%	207 45.3%	368 41.6%	164 44.2%	114 41.2%	78 43.1%	71 39.7%	64 54.2%	24 44.4%	10 41.7%	50 36.5%	429 42.3%	146 44.8%	209 43.9%	133 36.2%	121 46.9%	- 46.7%	112 46.7%	161 46.0%	176 42.5%	90 36.9%	27 37.5%	113 39.8%	152 41.3%	190 42.7%	120 49.2%		
Less closely	100 7.5%	38 8.3%	62 7.0%	28 7.5%	21 7.6%	8 4.4%	11 6.1%	9 7.6%	4 7.4%	2 8.3%	17 12.4%	80 7.9%	20 6.1%	44 9.2%	29 7.9%	12 4.7%	- 6.3%	15 8.0%	28 8.2%	34 7.8%	19 4.2%	3 4.2%	25 8.8%	28 7.6%	32 7.2%	15 6.1%		
Don't know	175 13.0%	56 12.3%	119 13.5%	47 12.7%	40 14.4%	26 14.4%	23 12.8%	16 13.6%	9 16.7%	4 16.7%	10 7.3%	136 13.4%	39 12.0%	53 11.1%	37 10.1%	32 12.4%	- 22.1%	53 22.1%	63 18.0%	40 9.7%	13 5.3%	3 4.2%	54 19.0%	43 11.7%	48 10.8%	30 12.3%		
SIGMA	1341 100.0%	457 100.0%	884 100.0%	371 100.0%	277 100.0%	181 100.0%	179 100.0%	118 100.0%	54 100.0%	24 100.0%	137 100.0%	1015 100.0%	326 100.0%	476 100.0%	367 100.0%	258 100.0%	- 100.0%	240 100.0%	350 100.0%	414 100.0%	244 100.0%	72 100.0%	284 100.0%	368 100.0%	445 100.0%	244 100.0%		

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Table 108
Q48E. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
IT
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

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Table 109
Q48F. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
Marketing
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1340	457	883	371	277	181	179	117	54	24	137	1014	326	476	366	258	-	240	350	414	244	72	284	368	444	244		
More closely	704	235	469	199	143	96	91	61	23	10	81	530	174	230	209	148	-	117	173	222	142	39	148	207	232	117		
	52.5%	51.4%	53.1%	53.6%	51.6%	53.0%	50.8%	52.1%	42.6%	41.7%	59.1%	52.3%	53.4%	48.3%	57.1%	57.4%	-	48.8%	49.4%	53.6%	58.2%	54.2%	52.1%	56.3%	52.3%	48.0%		
Neither more nor less closely	428	143	285	120	88	52	58	41	21	9	39	319	109	151	118	75	-	84	104	129	80	28	78	111	148	91		
	31.9%	31.3%	32.3%	32.3%	31.8%	28.7%	32.4%	35.0%	38.9%	37.5%	28.5%	31.5%	33.4%	31.7%	32.2%	29.1%	-	35.0%	29.7%	31.2%	32.8%	38.9%	27.5%	30.2%	33.3%	37.3%		
Less closely	40	15	25	9	8	7	5	2	1	1	7	30	10	19	9	8	-	4	10	17	7	1	9	11	14	6		
	3.0%	3.3%	2.8%	2.4%	2.9%	3.9%	2.8%	1.7%	1.9%	4.2%	5.1%	3.0%	3.1%	4.0%	2.5%	3.1%	-	1.7%	2.9%	4.1%	2.9%	1.4%	3.2%	3.0%	3.2%	2.5%		
Don't know	168	64	104	43	38	26	25	13	9	4	10	135	33	76	30	27	-	35	63	46	15	4	49	39	50	30		
	12.5%	14.0%	11.8%	11.6%	13.7%	14.4%	14.0%	11.1%	16.7%	16.7%	7.3%	13.3%	10.1%	16.0%	8.2%	10.5%	-	14.6%	18.0%	11.1%	6.1%	5.6%	17.3%	10.6%	11.3%	12.3%		
SIGMA	1340	457	883	371	277	181	179	117	54	24	137	1014	326	476	366	258	-	240	350	414	244	72	284	368	444	244		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 110
Q48G. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
Sales
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1340	457	883	371	276	181	179	118	54	24	137	1014	326	476	367	257	-	240	350	413	244	72	284	368	444	244		
More closely	328	106	222	92	64	42	41	26	5	9	49	245	83	53	128	71	-	76	59	98	76	17	69	99	99	61		
	24.5%	23.2%	25.1%	24.8%	23.2%	23.2%	22.9%	22.0%	9.3%	37.5%	35.8%	24.2%	25.5%	11.1%	34.9%	27.6%	-	31.7%	16.9%	23.7%	31.1%	23.6%	24.3%	26.9%	22.3%	25.0%		
Neither more nor less closely	555	189	366	160	114	81	77	50	19	8	46	410	145	179	160	114	-	102	126	176	103	38	103	145	191	116		
	41.4%	41.4%	41.4%	43.1%	41.3%	44.8%	43.0%	42.4%	35.2%	33.3%	33.6%	40.4%	44.5%	37.6%	43.6%	44.4%	-	42.5%	36.0%	42.6%	42.2%	52.8%	36.3%	39.4%	43.0%	47.5%		
Less closely	89	34	55	18	23	9	7	9	4	2	17	70	19	39	28	12	-	10	34	22	17	5	23	21	30	15		
	6.6%	7.4%	6.2%	4.9%	8.3%	5.0%	3.9%	7.6%	7.4%	8.3%	12.4%	6.9%	5.8%	8.2%	7.6%	4.7%	-	4.2%	9.7%	5.3%	7.0%	6.9%	8.1%	5.7%	6.8%	6.1%		
Don't know	368	128	240	101	75	49	54	33	26	5	25	289	79	205	51	60	-	52	131	117	48	12	89	103	124	52		
	27.5%	28.0%	27.2%	27.2%	27.1%	30.2%	28.0%	48.1%	20.8%	18.2%		28.5%	24.2%	43.1%	13.9%	23.3%	-	21.7%	37.4%	28.3%	19.7%	16.7%	31.3%	28.0%	27.9%	21.3%		
SIGMA	1340	457	883	371	276	181	179	118	54	24	137	1014	326	476	367	257	-	240	350	413	244	72	284	368	444	244		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 111
Q48H. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
Social/Digital
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

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Table 112
Q48. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago?
Summary table for More closely

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Advertising	28.5%	27.4%	29.1%	27.5%	23.5%	27.1%	29.6%	25.4%	16.7%	29.2%	48.9%	28.5%	28.5%	25.0%	31.3%	31.8%	-	27.5%	24.6%	27.1%	35.7%	34.7%	26.4%	33.4%	26.3%	27.5%
Customer Service	44.7%	41.9%	46.1%	41.2%	42.6%	48.6%	49.7%	43.6%	38.9%	54.2%	47.8%	43.5%	48.2%	45.8%	42.5%	50.4%	-	39.6%	44.0%	45.4%	48.4%	51.4%	45.4%	44.6%	45.6%	42.2%
Events	43.7%	44.6%	43.3%	45.6%	40.4%	39.2%	40.8%	39.3%	38.9%	37.5%	62.0%	43.0%	46.0%	43.1%	43.7%	56.6%	-	31.3%	46.3%	44.2%	52.9%	40.3%	46.8%	50.3%	41.4%	34.4%
HR	36.6%	34.1%	37.9%	35.6%	36.8%	38.1%	41.3%	24.6%	31.5%	33.3%	43.8%	36.5%	37.1%	35.7%	45.8%	36.0%	-	25.0%	28.0%	39.6%	50.0%	54.2%	32.4%	39.4%	39.3%	32.4%
IT	37.4%	34.6%	38.8%	35.6%	37.2%	33.7%	40.8%	31.4%	37.0%	41.7%	47.4%	37.6%	36.5%	44.1%	32.7%	36.8%	-	31.7%	33.4%	39.9%	43.0%	40.3%	36.3%	35.6%	37.3%	41.4%
Marketing	52.5%	51.4%	53.1%	53.6%	51.6%	53.0%	50.8%	52.1%	42.6%	41.7%	59.1%	52.3%	53.4%	48.3%	57.1%	57.4%	-	48.8%	49.4%	53.6%	58.2%	54.2%	52.1%	56.3%	52.3%	48.0%
Sales	24.5%	23.2%	25.1%	24.8%	23.2%	23.2%	22.9%	22.0%	9.3%	37.5%	35.8%	24.2%	25.5%	11.1%	34.9%	27.6%	-	31.7%	16.9%	23.7%	31.1%	23.6%	24.3%	26.9%	22.3%	25.0%
Social/Digital	76.0%	73.3%	77.3%	79.0%	75.5%	75.1%	73.2%	77.8%	70.4%	62.5%	76.6%	74.9%	79.4%	78.2%	75.1%	79.8%	-	68.8%	74.6%	77.5%	81.1%	86.1%	73.2%	77.2%	78.6%	72.5%

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Table 113
Q49A. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Consumer or public campaigning
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206		
531	192	339	159	92	61	69	39	20	12	79	395	136	203	118	130	-	80	136	165	111	33	119	143	181	88		
45.2%	47.6%	44.0%	48.5%	38.0%	39.1%	45.1%	39.0%	41.7%	66.7%	61.2%	44.8%	46.4%	48.2%	35.6%	55.8%	-	42.6%	44.9%	44.7%	48.1%	49.3%	48.8%	43.3%	45.9%	42.7%		
387	134	253	109	88	61	45	36	13	4	31	292	95	119	134	68	-	66	90	128	71	28	72	107	137	71		
33.0%	33.3%	32.8%	33.2%	36.4%	39.1%	29.4%	36.0%	27.1%	22.2%	24.0%	33.1%	32.4%	28.3%	40.5%	29.1%	-	35.1%	29.7%	34.7%	30.7%	41.8%	29.5%	32.4%	34.8%	34.5%		
26	9	17	7	8	2	4	-	1	2	2	19	7	6	15	4	-	1	11	9	4	1	7	9	6	4		
2.2%	2.2%	2.2%	2.1%	3.3%	1.3%	2.6%	-	2.1%	11.1%	1.6%	2.2%	2.4%	1.4%	4.5%	1.7%	-	0.5%	3.6%	2.4%	1.7%	1.5%	2.9%	2.7%	1.5%	1.9%		
230	68	162	53	54	32	35	25	14	-	17	175	55	93	64	32	-	41	66	67	45	5	46	71	70	43		
19.6%	16.9%	21.0%	16.2%	22.3%	20.5%	22.9%	25.0%	29.2%	-	13.2%	19.9%	18.8%	22.1%	19.3%	13.7%	-	21.8%	21.8%	18.2%	19.5%	7.5%	18.9%	21.5%	17.8%	20.9%		
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206		
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 114
Q49B. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Contributing to business strategy
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
564 48.0%	186 46.2%	378 49.0%	170 51.8%	107 44.2%	73 46.8%	79 51.6%	46 46.0%	16 33.3%	10 55.6%	63 48.8%	420 47.7%	144 49.1%	182 43.2%	152 45.9%	129 55.1%	-	101 53.7%	120 39.6%	170 46.1%	120 51.9%	47 70.1%	110 45.1%	153 46.4%	193 49.0%	108 52.4%	
411 35.0%	148 36.7%	263 34.1%	115 35.1%	81 33.5%	53 34.0%	44 28.8%	38 38.0%	30 41.7%	8 44.4%	52 40.3%	311 35.3%	100 34.1%	155 36.8%	128 38.7%	72 30.8%	-	56 29.8%	111 36.6%	138 37.4%	83 35.9%	17 25.4%	83 34.0%	122 37.0%	131 33.2%	75 36.4%	
42 3.6%	21 5.2%	21 2.7%	9 2.7%	14 5.8%	4 2.6%	3 2.0%	3 3.0%	2 4.2%	-	7 5.4%	31 3.5%	11 3.8%	18 4.3%	13 3.9%	4 1.7%	-	7 3.7%	7 2.3%	21 5.7%	5 2.2%	-	7 2.9%	11 3.3%	19 4.8%	5 2.4%	
157 13.4%	48 11.9%	109 14.1%	34 10.4%	40 16.5%	26 16.7%	27 17.6%	13 13.0%	10 20.8%	-	7 5.4%	119 13.5%	38 13.0%	66 15.7%	38 11.5%	29 12.4%	-	24 12.8%	65 21.5%	40 10.8%	23 10.0%	3 4.5%	44 18.0%	44 13.3%	51 12.9%	18 8.7%	
1174 100.0%	403 100.0%	771 100.0%	328 100.0%	242 100.0%	156 100.0%	153 100.0%	100 100.0%	48 100.0%	18 100.0%	129 100.0%	881 100.0%	293 100.0%	421 100.0%	331 100.0%	234 100.0%	-	188 100.0%	303 100.0%	369 100.0%	231 100.0%	67 100.0%	244 100.0%	330 100.0%	394 100.0%	206 100.0%	

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Table 115
Q49C. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Corporate social responsibility
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
440	155	285	115	74	60	61	33	10	9	78	341	99	107	180	78	-	75	98	147	85	27	93	125	141	81	
37.5%	38.5%	37.0%	35.1%	30.6%	38.5%	39.9%	33.0%	20.8%	50.0%	60.5%	38.7%	33.8%	25.4%	54.4%	33.3%	-	39.9%	32.3%	39.8%	36.8%	40.3%	38.1%	37.9%	35.8%	39.3%	
452	155	297	132	101	61	44	50	23	7	34	333	119	175	103	100	-	74	112	139	96	26	89	130	146	87	
38.5%	38.5%	38.5%	40.2%	41.7%	39.1%	28.8%	50.0%	47.9%	38.9%	26.4%	37.8%	40.6%	41.6%	31.1%	42.7%	-	39.4%	37.0%	37.7%	41.6%	38.8%	36.5%	39.4%	37.1%	42.2%	
54	25	29	20	12	6	6	1	1	-	8	44	10	21	16	12	-	5	14	21	11	3	11	16	22	5	
4.6%	6.2%	3.8%	6.1%	5.0%	3.8%	3.9%	1.0%	2.1%	-	6.2%	5.0%	3.4%	5.0%	4.8%	5.1%	-	2.7%	4.6%	5.7%	4.8%	4.5%	4.5%	4.8%	5.6%	2.4%	
228	68	160	61	55	29	42	16	14	2	9	163	65	118	32	44	-	34	79	62	39	11	51	59	85	33	
19.4%	16.9%	20.8%	18.6%	22.7%	18.6%	27.5%	16.0%	29.2%	11.1%	7.0%	18.5%	22.2%	28.0%	9.7%	18.8%	-	18.1%	26.1%	16.8%	16.9%	16.4%	20.9%	17.9%	21.6%	16.0%	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

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Prepared on behalf of the CIPR

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Table 116
Q49D. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Crisis management
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+			
Unweighted Total	1173	403	770	328	241	156	153	100	48	18	129	881	292	421	331	234	-	187	303	369	231	67	244	330	394	205		
More closely	587	195	392	170	112	73	76	49	22	13	72	440	147	211	178	112	-	86	146	182	128	34	118	177	198	94		
	50.0%	48.4%	50.9%	51.8%	46.5%	46.8%	49.7%	49.0%	45.8%	72.2%	55.8%	49.9%	50.3%	50.1%	53.8%	47.9%	-	46.0%	48.2%	49.3%	55.4%	50.7%	48.4%	53.6%	50.3%	45.9%		
Neither more nor less closely	418	165	253	120	90	57	51	41	15	3	41	314	104	139	111	95	-	73	96	138	79	28	79	108	140	91		
	35.6%	40.9%	32.9%	36.6%	37.3%	36.5%	33.3%	41.0%	31.3%	16.7%	31.8%	35.6%	35.6%	33.0%	33.5%	40.6%	-	39.0%	31.7%	37.4%	34.2%	41.8%	32.4%	32.7%	35.5%	44.4%		
Less closely	19	9	10	1	5	-	1	-	2	-	10	15	4	8	8	1	-	2	6	8	3	-	5	6	6	2		
	1.6%	2.2%	1.3%	0.3%	2.1%	-	0.7%	-	4.2%	-	7.8%	1.7%	1.4%	1.9%	2.4%	0.4%	-	1.1%	2.0%	2.2%	1.3%	-	2.0%	1.8%	1.5%	1.0%		
Don't know	149	34	115	37	34	26	25	10	9	2	6	112	37	63	34	26	-	26	55	41	21	5	42	39	50	18		
	12.7%	8.4%	14.9%	11.3%	14.1%	16.7%	16.3%	10.0%	18.8%	11.1%	4.7%	12.7%	12.7%	15.0%	10.3%	11.1%	-	13.9%	18.2%	11.1%	9.1%	7.5%	17.2%	11.8%	12.7%	8.8%		
SIGMA	1173	403	770	328	241	156	153	100	48	18	129	881	292	421	331	234	-	187	303	369	231	67	244	330	394	205		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 117
Q49E. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Event management
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
559	189	370	149	107	79	67	41	21	15	80	429	130	183	167	133	-	76	166	164	115	28	128	169	177	85	
47.6%	46.9%	48.0%	45.4%	44.2%	50.6%	43.8%	41.0%	43.8%	83.3%	62.0%	48.7%	44.4%	43.5%	50.5%	56.8%	-	40.4%	54.8%	44.4%	49.8%	41.8%	52.5%	51.2%	44.9%	41.3%	
442	160	282	135	92	57	55	45	14	2	42	322	120	161	127	73	-	81	88	156	80	34	80	117	156	89	
37.6%	39.7%	36.6%	41.2%	38.0%	36.5%	35.9%	45.0%	29.2%	11.1%	32.6%	36.5%	41.0%	38.2%	38.4%	31.2%	-	43.1%	29.0%	42.3%	34.6%	50.7%	32.8%	35.5%	39.6%	43.2%	
45	20	25	9	13	3	5	7	3	1	4	36	9	21	12	5	-	7	9	16	10	1	9	11	14	11	
3.8%	5.0%	3.2%	2.7%	5.4%	1.9%	3.3%	7.0%	6.3%	5.6%	3.1%	4.1%	3.1%	5.0%	3.6%	2.1%	-	3.7%	3.0%	4.3%	4.3%	1.5%	3.7%	3.3%	3.6%	5.3%	
128	34	94	35	30	17	26	7	10	-	3	94	34	56	25	23	-	24	40	33	26	4	27	33	47	21	
10.9%	8.4%	12.2%	10.7%	12.4%	10.9%	17.0%	7.0%	20.8%	-	2.3%	10.7%	11.6%	13.3%	7.6%	9.8%	-	12.8%	13.2%	8.9%	11.3%	6.0%	11.1%	10.0%	11.9%	10.2%	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 118
Q49F. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Internal communications
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
697	234	463	204	138	94	90	54	28	12	77	524	173	263	203	145	-	86	190	219	140	50	140	198	232	127	
59.4%	58.1%	60.1%	62.2%	57.0%	60.3%	58.8%	54.0%	58.3%	66.7%	59.7%	59.5%	59.0%	62.5%	61.3%	62.0%	-	45.7%	62.7%	59.3%	60.6%	74.6%	57.4%	60.0%	58.9%	61.7%	
330	126	204	93	68	41	38	36	10	5	39	246	84	102	96	60	-	72	74	104	66	12	72	93	108	57	
28.1%	31.3%	26.5%	28.4%	28.1%	26.3%	24.8%	36.0%	20.8%	27.8%	30.2%	27.9%	28.7%	24.2%	29.0%	25.6%	-	38.3%	24.4%	28.2%	28.6%	17.9%	29.5%	28.2%	27.4%	27.7%	
35	14	21	10	6	3	4	4	1	-	7	29	6	8	16	7	-	4	6	14	8	2	7	7	14	7	
3.0%	3.5%	2.7%	3.0%	2.5%	1.9%	2.6%	4.0%	2.1%	-	5.4%	3.3%	2.0%	1.9%	4.8%	3.0%	-	2.1%	2.0%	3.8%	3.5%	3.0%	2.9%	2.1%	3.6%	3.4%	
112	29	83	21	30	18	21	6	9	1	6	82	30	48	16	22	-	26	33	32	17	3	25	32	40	15	
9.5%	7.2%	10.8%	6.4%	12.4%	11.5%	13.7%	6.0%	18.8%	5.6%	4.7%	9.3%	10.2%	11.4%	4.8%	9.4%	-	13.8%	10.9%	8.7%	7.4%	4.5%	10.2%	9.7%	10.2%	7.3%	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

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Table 119
Q49G. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Media relations
Base : All Answering

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
More closely	706 60.1%	253 62.8%	453 58.8%	211 64.3%	134 55.4%	85 54.5%	87 56.9%	62 62.0%	25 52.1%	15 83.3%	87 67.4%	530 60.2%	176 60.1%	259 61.5%	198 59.8%	152 65.0%	-	97 51.6%	196 64.7%	231 62.6%	134 58.0%	35 52.2%	146 59.8%	214 64.8%	235 59.6%	111 53.9%	
Neither more nor less closely	345 29.4%	115 28.5%	230 29.8%	92 28.0%	78 32.2%	51 32.7%	43 28.1%	32 32.0%	13 27.1%	3 16.7%	33 25.6%	261 29.6%	84 28.7%	111 26.4%	107 32.3%	60 25.6%	-	67 35.6%	68 22.4%	104 28.2%	75 32.5%	29 43.3%	69 28.3%	80 24.2%	118 29.9%	78 37.9%	
Less closely	15 1.3%	6 1.5%	9 1.2%	2 0.6%	2 0.8%	2 1.3%	1 0.7%	1 1.0%	1 2.1%	-	6 4.7%	11 1.2%	4 1.4%	8 1.9%	3 0.9%	-	-	4 2.1%	2 0.7%	6 1.6%	3 1.3%	-	4 1.6%	4 1.2%	5 1.3%	2 1.0%	
Don't know	108 9.2%	29 7.2%	79 10.2%	23 7.0%	28 11.6%	18 11.5%	22 14.4%	5 5.0%	9 18.8%	-	3 2.3%	79 9.0%	29 9.9%	43 10.2%	23 6.9%	22 9.4%	-	20 10.6%	37 12.2%	28 7.6%	19 8.2%	3 4.5%	25 10.2%	32 9.7%	36 9.1%	15 7.3%	
SIGMA	1174 100.0%	403 100.0%	771 100.0%	328 100.0%	242 100.0%	156 100.0%	153 100.0%	100 100.0%	48 100.0%	18 100.0%	129 100.0%	881 100.0%	293 100.0%	421 100.0%	331 100.0%	234 100.0%	-	188 100.0%	303 100.0%	369 100.0%	231 100.0%	67 100.0%	244 100.0%	330 100.0%	394 100.0%	206 100.0%	

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Table 120
Q49H. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Strategic planning
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206		
More closely	649 55.3%	208 51.6%	441 57.2%	196 59.8%	123 50.8%	80 51.3%	89 58.2%	51 51.0%	26 54.2%	11 61.1%	73 56.6%	484 54.9%	165 56.3%	235 55.8%	164 49.5%	148 63.2%	- -	102 54.3%	150 49.5%	202 54.7%	144 62.3%	43 64.2%	117 48.0%	194 58.8%	218 55.3%	120 58.3%		
Neither more nor less closely	364 31.0%	143 35.5%	221 28.7%	99 30.2%	74 30.6%	54 34.6%	39 25.5%	36 36.0%	11 22.9%	7 38.9%	44 34.1%	280 31.8%	84 28.7%	121 28.7%	126 38.1%	58 24.8%	- -	59 31.4%	96 31.7%	120 32.5%	64 27.7%	20 29.9%	84 34.4%	90 27.3%	125 31.7%	65 31.6%		
Less closely	32 2.7%	21 5.2%	11 1.4%	6 1.8%	9 3.7%	1 0.6%	3 2.0%	4 4.0%	2 4.2%	- -	7 5.4%	24 2.7%	8 2.7%	11 2.6%	12 3.6%	5 2.1%	- -	4 2.1%	7 2.3%	13 3.5%	6 2.6%	1 1.5%	7 2.9%	10 3.0%	9 2.3%	6 2.9%		
Don't know	129 11.0%	31 7.7%	98 12.7%	27 8.2%	36 14.9%	21 13.5%	22 14.4%	9 9.0%	9 18.8%	- -	5 3.9%	93 10.6%	36 12.3%	54 12.8%	29 8.8%	23 9.8%	- -	23 12.2%	50 16.5%	34 9.2%	17 7.4%	3 4.5%	36 14.8%	36 10.9%	42 10.7%	15 7.3%		
SIGMA	1174 100.0%	403 100.0%	771 100.0%	328 100.0%	242 100.0%	156 100.0%	153 100.0%	100 100.0%	48 100.0%	18 100.0%	129 100.0%	881 100.0%	293 100.0%	421 100.0%	331 100.0%	234 100.0%	- -	188 100.0%	303 100.0%	369 100.0%	231 100.0%	67 100.0%	244 100.0%	330 100.0%	394 100.0%	206 100.0%		

State of PR Survey
Prepared on behalf of the CIPR

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Table 121
Q49J. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Research, planning and measurement
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206		
More closely	466 39.7%	139 34.5%	327 42.4%	154 47.0%	91 37.6%	54 34.6%	65 42.5%	31 31.0%	13 27.1%	7 38.9%	51 39.5%	338 38.4%	128 43.7%	182 43.2%	110 33.2%	110 47.0%	- -	64 34.0%	107 35.3%	155 42.0%	109 47.2%	25 37.3%	95 38.9%	134 40.6%	157 39.8%	80 38.8%		
Neither more nor less closely	502 42.8%	185 45.9%	317 41.1%	129 39.3%	91 37.6%	73 46.8%	59 38.6%	53 53.0%	23 47.9%	11 61.1%	63 48.8%	389 44.2%	113 38.6%	156 37.1%	166 50.2%	93 39.7%	- -	87 46.3%	125 41.3%	158 42.8%	89 38.5%	37 55.2%	101 41.4%	140 42.4%	168 42.6%	93 45.1%		
Less closely	50 4.3%	34 8.4%	16 2.1%	7 2.1%	18 7.4%	6 3.8%	3 2.0%	4 4.0%	1 2.1%	- -	11 8.5%	37 4.2%	13 4.4%	21 5.0%	16 4.8%	4 1.7%	- -	9 4.8%	15 5.0%	14 3.8%	10 4.3%	- -	9 3.7%	16 4.8%	15 3.8%	10 4.9%		
Don't know	156 13.3%	45 11.2%	111 14.4%	38 11.6%	42 17.4%	23 14.7%	26 17.0%	12 12.0%	11 22.9%	- -	4 3.1%	117 13.3%	39 13.3%	62 14.7%	39 11.8%	27 11.5%	- -	28 14.9%	56 18.5%	42 11.4%	23 10.0%	5 7.5%	39 16.0%	40 12.1%	54 13.7%	23 11.2%		
SIGMA	1174 100.0%	403 100.0%	771 100.0%	328 100.0%	242 100.0%	156 100.0%	153 100.0%	100 100.0%	48 100.0%	18 100.0%	129 100.0%	881 100.0%	293 100.0%	421 100.0%	331 100.0%	234 100.0%	- 100.0%	188 100.0%	303 100.0%	369 100.0%	231 100.0%	67 100.0%	244 100.0%	330 100.0%	394 100.0%	206 100.0%		

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Table 122
Q49K. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Social or digital media management
Base : All Answering

Total	Gender		Region									Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
824	270	554	240	163	106	108	72	29	13	93	619	205	306	220	168	-	130	203	265	172	45	160	236	281	147	
70.2%	67.0%	71.9%	73.2%	67.4%	67.9%	70.6%	72.0%	60.4%	72.2%	72.1%	70.3%	70.0%	72.7%	66.5%	71.8%	-	69.1%	67.0%	71.8%	74.5%	67.2%	65.6%	71.5%	71.3%	71.4%	
226	92	134	63	48	32	25	20	8	5	25	172	54	67	81	43	-	35	64	65	39	19	55	56	73	42	
19.3%	22.8%	17.4%	19.2%	19.8%	20.5%	16.3%	20.0%	16.7%	27.8%	19.4%	19.5%	18.4%	15.9%	24.5%	18.4%	-	18.6%	21.1%	17.6%	16.9%	28.4%	22.5%	17.0%	18.5%	20.4%	
15	10	5	2	4	3	1	1	-	-	4	11	4	4	5	4	-	2	2	9	1	-	4	6	3	2	
1.3%	2.5%	0.6%	0.6%	1.7%	1.9%	0.7%	1.0%	-	-	3.1%	1.2%	1.4%	1.0%	1.5%	1.7%	-	1.1%	0.7%	2.4%	0.4%	-	1.6%	1.8%	0.8%	1.0%	
109	31	78	23	27	15	19	7	11	-	7	79	30	44	25	19	-	21	34	30	19	3	25	32	37	15	
9.3%	7.7%	10.1%	7.0%	11.2%	9.6%	12.4%	7.0%	22.9%	-	5.4%	9.0%	10.2%	10.5%	7.6%	8.1%	-	11.2%	11.2%	8.1%	8.2%	4.5%	10.2%	9.7%	9.4%	7.3%	
1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

State of PR Survey
Prepared on behalf of the CIPR

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Table 123
Q49I. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Public affairs/lobbying
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
More closely	437	156	281	147	69	51	54	27	15	12	62	327	110	129	125	123	-	60	108	135	92	36	88	129	139	81	
	37.2%	38.7%	36.4%	44.8%	28.5%	32.7%	35.3%	27.0%	31.3%	66.7%	48.1%	37.1%	37.5%	30.6%	37.8%	52.6%	-	31.9%	35.6%	36.6%	39.8%	53.7%	36.1%	39.1%	35.3%	39.3%	
Neither more nor less closely	442	156	286	120	92	63	54	47	17	4	45	332	110	157	132	75	-	78	103	145	89	23	85	126	147	84	
	37.6%	38.7%	37.1%	36.6%	38.0%	40.4%	35.3%	47.0%	35.4%	22.2%	34.9%	37.7%	37.5%	37.3%	39.9%	32.1%	-	41.5%	34.0%	39.3%	38.5%	34.3%	34.8%	38.2%	37.3%	40.8%	
Less closely	62	27	35	14	19	3	5	8	2	2	9	46	16	28	19	6	-	9	16	21	13	1	18	17	19	8	
	5.3%	6.7%	4.5%	4.3%	7.9%	1.9%	3.3%	8.0%	4.2%	11.1%	7.0%	5.2%	5.5%	6.7%	5.7%	2.6%	-	4.8%	5.3%	5.7%	5.6%	1.5%	7.4%	5.2%	4.8%	3.9%	
Don't know	233	64	169	47	62	39	40	18	14	-	13	176	57	107	55	30	-	41	76	68	37	7	53	58	89	33	
	19.8%	15.9%	21.9%	14.3%	25.6%	25.0%	26.1%	18.0%	29.2%	-	10.1%	20.0%	19.5%	25.4%	16.6%	12.8%	-	21.8%	25.1%	18.4%	16.0%	10.4%	21.7%	17.6%	22.6%	16.0%	
SIGMA	1174	403	771	328	242	156	153	100	48	18	129	881	293	421	331	234	-	188	303	369	231	67	244	330	394	206	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 124
Q49. What areas of public relations practice have converged with the departments who now work more closely with public relations?
Summary table for More closely

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Consumer or public campaigning	45.2%	47.6%	44.0%	48.5%	38.0%	39.1%	45.1%	39.0%	41.7%	66.7%	61.2%	44.8%	46.4%	48.2%	35.6%	55.6%	-	42.6%	44.9%	44.7%	48.1%	49.3%	48.8%	43.3%	45.9%	42.7%
Contributing to business strategy	48.0%	46.2%	49.0%	51.8%	44.2%	46.8%	51.6%	46.0%	33.3%	55.6%	48.8%	47.7%	49.1%	43.2%	45.9%	55.1%	-	53.7%	39.6%	46.1%	51.9%	70.1%	45.1%	46.4%	49.0%	52.4%
Corporate social responsibility	37.5%	38.5%	37.0%	35.1%	30.6%	38.5%	39.9%	33.0%	20.8%	50.0%	60.5%	38.7%	33.8%	25.4%	54.4%	33.3%	-	39.9%	32.3%	39.8%	36.8%	40.3%	38.1%	37.9%	35.8%	39.3%
Crisis management	50.0%	48.4%	50.9%	51.8%	46.5%	46.8%	49.7%	49.0%	45.8%	72.2%	55.8%	49.9%	50.3%	50.1%	53.8%	47.9%	-	46.0%	48.2%	49.3%	55.4%	50.7%	48.4%	53.6%	50.3%	45.9%
Event management	47.6%	46.9%	48.0%	45.4%	44.2%	50.6%	43.8%	41.0%	43.8%	83.3%	62.0%	48.7%	44.4%	43.5%	50.5%	56.8%	-	40.4%	54.8%	44.4%	49.8%	41.8%	52.5%	51.2%	44.9%	41.3%
Internal communications	59.4%	58.1%	60.1%	62.2%	57.0%	60.3%	58.8%	54.0%	58.3%	66.7%	59.7%	59.5%	59.0%	62.5%	61.3%	62.0%	-	45.7%	62.7%	59.3%	60.6%	74.6%	57.4%	60.0%	58.9%	61.7%
Media relations	60.1%	62.8%	58.8%	64.3%	55.4%	54.5%	56.9%	62.0%	52.1%	83.3%	67.4%	60.2%	60.1%	61.5%	59.8%	65.0%	-	51.6%	64.7%	62.6%	58.0%	52.2%	59.8%	64.8%	59.6%	53.9%
Strategic planning	55.3%	51.6%	57.2%	59.8%	50.8%	51.3%	58.2%	51.0%	54.2%	61.1%	56.6%	54.9%	56.3%	55.8%	49.5%	63.2%	-	54.3%	49.5%	54.7%	62.3%	64.2%	48.0%	58.8%	55.3%	58.3%
Public affairs/ lobbying	37.2%	38.7%	36.4%	44.8%	28.5%	32.7%	35.3%	27.0%	31.3%	66.7%	48.1%	37.1%	37.5%	30.6%	37.8%	52.6%	-	31.9%	35.6%	36.6%	39.8%	53.7%	36.1%	39.1%	35.3%	39.3%
Research, planning and measurement	39.7%	34.5%	42.4%	47.0%	37.6%	34.6%	42.5%	31.0%	27.1%	38.9%	39.5%	38.4%	43.7%	43.2%	33.2%	47.0%	-	34.0%	35.3%	42.0%	47.2%	37.3%	38.9%	40.6%	39.8%	38.8%
Social or digital media management	70.2%	67.0%	71.9%	73.2%	67.4%	67.9%	70.6%	72.0%	60.4%	72.2%	72.1%	70.3%	70.0%	72.7%	66.5%	71.8%	-	69.1%	67.0%	71.8%	74.5%	67.2%	65.6%	71.5%	71.3%	71.4%

State of PR Survey
Prepared on behalf of the CIPR

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Table 125
Q50. What areas of marketing and other disciplines have converged with public relations?
Base : All Respondents

Total	Gender		Region										Member of CIPR		PR Role					Seniority				Years in PR			
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
1149	393	756	325	234	151	149	98	47	18	127	863	286	409	328	231	-	181	294	364	229	65	241	324	384	200		
348	116	232	72	77	42	53	31	11	6	56	255	93	109	106	75	-	58	103	92	70	19	76	109	100	63		
30.3%	29.5%	30.7%	22.2%	32.9%	27.8%	35.6%	31.6%	23.4%	33.3%	44.1%	29.5%	32.5%	26.7%	32.3%	32.5%	-	32.0%	35.0%	25.3%	30.6%	29.2%	31.5%	33.6%	26.0%	31.5%		
631	214	417	171	125	76	92	47	25	13	82	466	165	219	182	135	-	95	162	185	142	37	130	175	212	114		
54.9%	54.5%	55.2%	52.6%	53.4%	50.3%	61.7%	48.0%	53.2%	72.2%	64.6%	54.0%	57.7%	53.5%	55.5%	58.4%	-	52.5%	55.1%	50.8%	62.0%	56.9%	53.9%	54.0%	55.2%	57.0%		
462	153	309	139	105	52	58	36	11	10	51	347	115	132	133	104	-	93	89	142	103	28	82	132	167	81		
40.2%	38.9%	40.9%	42.8%	44.9%	34.4%	38.9%	36.7%	23.4%	55.6%	40.2%	40.2%	40.2%	32.3%	40.5%	45.0%	-	51.4%	30.3%	39.0%	45.0%	43.1%	34.0%	40.7%	43.5%	40.5%		
583	185	418	153	137	77	82	47	22	11	54	422	161	193	159	128	-	103	144	180	124	25	117	162	200	104		
50.7%	42.0%	55.3%	47.1%	58.5%	51.0%	55.0%	48.0%	46.8%	61.1%	42.5%	48.9%	56.3%	47.2%	48.5%	55.4%	-	56.9%	49.0%	49.5%	54.1%	38.5%	48.5%	50.0%	52.1%	52.0%		
274	91	183	84	52	37	37	25	6	4	29	206	68	86	69	71	-	48	66	86	58	13	53	77	90	54		
23.8%	23.2%	24.2%	25.8%	22.2%	24.5%	24.8%	25.5%	12.8%	22.2%	22.8%	23.9%	23.8%	21.0%	21.0%	30.7%	-	26.5%	22.4%	23.6%	25.3%	20.0%	22.0%	23.8%	23.4%	27.0%		
329	111	218	77	80	36	40	27	16	3	50	257	72	123	80	57	-	69	85	88	62	19	54	98	110	67		
28.6%	28.2%	28.8%	23.7%	34.2%	23.8%	26.8%	27.6%	34.0%	16.7%	39.4%	29.8%	25.2%	30.1%	24.4%	24.7%	-	38.1%	28.9%	24.2%	27.1%	29.2%	22.4%	30.2%	28.6%	33.5%		
119	37	82	38	28	16	11	10	-	2	14	85	34	20	39	22	-	38	24	32	21	3	25	33	43	18		
10.4%	9.4%	10.8%	11.7%	12.0%	10.6%	7.4%	10.2%	-	11.1%	11.0%	9.8%	11.9%	4.9%	11.9%	9.5%	-	21.0%	8.2%	8.8%	9.2%	4.6%	10.4%	10.2%	11.2%	9.0%		
326	127	199	92	69	45	44	29	9	6	32	244	82	119	82	67	-	58	68	103	66	25	63	90	104	69		
28.4%	32.3%	26.3%	28.3%	29.5%	29.8%	29.5%	29.6%	19.1%	33.3%	25.2%	28.3%	28.7%	29.1%	25.0%	29.0%	-	32.0%	23.1%	28.3%	28.8%	38.5%	26.1%	27.8%	27.1%	34.5%		
295	95	200	68	57	36	44	29	11	7	43	223	72	114	66	62	-	53	79	85	58	14	67	81	86	61		
25.7%	24.2%	26.5%	20.9%	24.4%	23.8%	29.5%	29.6%	23.4%	38.9%	33.9%	25.8%	25.2%	27.9%	20.1%	26.8%	-	29.3%	26.9%	23.4%	25.3%	21.5%	27.8%	25.0%	22.4%	30.5%		
35	17	18	7	7	2	7	2	1	2	7	28	7	11	6	7	-	11	5	7	8	3	5	9	14	7		
3.0%	4.3%	2.4%	2.2%	3.0%	1.3%	4.7%	2.0%	2.1%	11.1%	5.5%	3.2%	2.4%	2.7%	1.8%	3.0%	-	6.1%	1.7%	1.9%	3.5%	4.6%	2.1%	2.8%	3.6%	3.5%		
488	149	339	118	104	73	67	44	21	12	49	373	115	201	116	100	-	71	145	140	101	26	107	136	156	89		
42.5%	37.9%	44.8%	36.3%	44.4%	48.3%	45.0%	44.9%	44.7%	66.7%	38.6%	43.2%	40.2%	49.1%	35.4%	43.3%	-	39.2%	49.3%	38.5%	44.1%	40.0%	44.4%	42.0%	40.6%	44.5%		
250	64	186	54	50	42	38	19	9	8	30	182	68	62	83	58	-	47	72	71	49	8	58	77	78	37		
21.8%	16.3%	24.6%	16.6%	21.4%	27.8%	25.5%	19.4%	19.1%	44.4%	23.6%	21.1%	23.8%	15.2%	25.3%	25.1%	-	26.0%	24.5%	19.5%	21.4%	12.3%	24.1%	23.8%	20.3%	18.5%		
120	47	73	28	29	7	21	3	5	3	24	91	29	36	33	27	-	24	32	33	24	6	23	39	43	15		
10.4%	12.0%	9.7%	8.6%	12.4%	4.6%	14.1%	3.1%	10.6%	16.7%	18.9%	10.5%	10.1%	8.8%	10.1%	11.7%	-	13.3%	10.9%	9.1%	10.5%	9.2%	9.5%	12.0%	11.2%	7.5%		
103	36	67	24	24	13	12	4	1	4	21	78	25	17	38	17	-	31	27	25	17	2	21	28	31	23		
9.0%	9.2%	8.9%	7.4%	10.3%	8.6%	8.1%	4.1%	2.1%	22.2%	16.5%	9.0%	8.7%	4.2%	11.6%	7.4%	-	17.1%	9.2%	6.9%	7.4%	3.1%	8.7%	8.6%	8.1%	11.5%		
369	133	236	83	76	47	53	30	13	9	58	281	88	108	101	77	-	83	79	107	68	26	67	98	115	89		
32.1%	33.8%	31.2%	25.5%	32.5%	31.1%	35.6%	30.6%	27.7%	50.0%	45.7%	32.6%	30.8%	26.4%	30.8%	33.3%	-	45.9%	26.9%	29.4%	29.7%	40.0%	27.8%	30.2%	29.9%	44.5%		
290	95	195	84	52	38	44	29	6	8	29	216	74	74	85	60	-	71	54	82	56	23	52	84	93	61		
25.2%	24.2%	25.8%	25.8%	22.2%	25.2%	29.5%	29.6%	12.8%	44.4%	22.8%	25.0%	25.9%	18.1%	25.9%	26.0%	-	39.2%	18.4%	22.5%	24.5%	35.4%	21.6%	25.9%	24.2%	30.5%		
526	171	355	121	101	73	72	43	20	11	85	406	120	148	187	102	-	89	132	144	119	34	97	154	180	95		
45.8%	43.5%	47.0%	37.2%	43.2%	48.3%	48.3%	43.9%	42.6%	61.1%	66.9%	47.0%	42.0%	36.2%	57.0%	44.2%	-	49.2%	44.9%	39.6%	52.0%	52.3%	40.2%	47.5%	46.9%	47.5%		
407	135	272	115	73	52	54	36	14	11	52	305	102	140	106	90	-	71	78	115	102	35	46	115	144	102		
35.4%	34.4%	36.0%	35.4%	31.2%	34.4%	36.2%	36.7%	29.8%	61.1%	40.9%	35.3%	35.7%	34.2%	32.3%	39.0%	-	39.2%	26.5%	31.6%	44.5%	53.8%	19.1%	35.5%	37.5%	51.0%		
546	181	365	143	108	76	78	52	20	10	59	411	135	204	126	128	-	88	149	161	108	32	110	158	180	98		
47.5%	46.1%	48.3%	44.0%	46.2%	50.3%	52.3%	53.1%	42.6%	55.6%	46.5%	47.6%	47.2%	49.9%	38.4%	55.4%	-	48.6%	50.7%	44.2%	47.2%	49.2%	45.6%	48.8%	46.9%	49.0%		

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Table 125
Q50. What areas of marketing and other disciplines have converged with public relations?
Base : All Respondents

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

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Table 126
Q51C. And which of these ethnic groups do you consider yourself to belong to?
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR				
	Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	32	10	22	14	3	1	2	1	1	-	10	25	7	5	6	5	8	3	11	4	5	3	10	5	10	2	
Indian	13	4	9	9	2	-	-	-	1	-	1	10	3	3	1	2	4	2	6	2	1	1	4	3	4	1	
	40.6%	40.0%	40.9%	64.3%	66.7%	-	-	-	100.0%	-	10.0%	40.0%	42.9%	60.0%	16.7%	40.0%	50.0%	66.7%	54.5%	50.0%	20.0%	33.3%	40.0%	60.0%	40.0%	50.0%	
Pakistani	2	-	2	-	-	-	1	1	-	-	-	2	-	-	1	-	-	1	-	-	1	-	-	-	2	-	
	6.3%	-	9.1%	-	-	-	50.0%	100.0%	-	-	-	8.0%	-	-	16.7%	-	-	33.3%	-	-	20.0%	-	-	-	20.0%	-	
Bangladeshi	4	2	2	4	-	-	-	-	-	-	-	2	2	1	1	-	2	-	2	1	-	1	3	1	-	-	
	12.5%	20.0%	9.1%	28.6%	-	-	-	-	-	-	-	8.0%	28.6%	20.0%	16.7%	-	25.0%	-	18.2%	25.0%	-	33.3%	30.0%	20.0%	-	-	
Chinese	5	-	5	-	-	1	-	-	-	-	4	5	-	-	1	1	1	-	1	1	1	-	1	-	2	-	
	15.6%	-	22.7%	-	-	100.0%	-	-	-	-	40.0%	20.0%	-	-	16.7%	20.0%	12.5%	-	9.1%	25.0%	20.0%	-	10.0%	-	20.0%	-	
Any other Asian background	8	4	4	1	1	-	1	-	-	-	5	6	2	1	2	2	1	-	2	-	2	1	2	1	2	1	
	25.0%	40.0%	18.2%	7.1%	33.3%	-	50.0%	-	-	-	50.0%	24.0%	28.6%	20.0%	33.3%	40.0%	12.5%	-	18.2%	-	40.0%	33.3%	20.0%	20.0%	20.0%	50.0%	
SIGMA	32	10	22	14	3	1	2	1	1	-	10	25	7	5	6	5	8	3	11	4	5	3	10	5	10	2	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 127
Q51B. And which of these ethnic groups do you consider yourself to belong to?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR			
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	44	12	32	18	10	4	6	-	-	-	6	24	20	13	7	4	11	6	12	15	4	2	15	9	13	4	
White and Black Caribbean	10	3	7	7	2	-	1	-	-	-	-	4	6	2	1	-	4	1	8.3%	3	-	1	6	-	2	-	
	22.7%	25.0%	21.9%	38.9%	20.0%	-	16.7%	-	-	-	-	16.7%	30.0%	15.4%	14.3%	-	36.4%	16.7%	40.0%	20.0%	-	50.0%	40.0%	-	15.4%	-	
White and Black African	4	1	3	2	-	1	-	-	-	-	1	-	4	2	1	-	-	1	2	1	-	-	1	1	2	-	
	9.1%	8.3%	9.4%	11.1%	-	25.0%	-	-	-	-	16.7%	-	20.0%	15.4%	14.3%	-	-	16.7%	16.7%	6.7%	-	-	6.7%	11.1%	15.4%	-	
White and Asian	12	1	11	6	4	1	1	-	-	-	-	10	2	3	2	1	4	2	3	5	2	-	3	2	5	2	
	27.3%	8.3%	34.4%	33.3%	40.0%	25.0%	16.7%	-	-	-	-	41.7%	10.0%	23.1%	28.6%	25.0%	36.4%	33.3%	25.0%	33.3%	50.0%	-	20.0%	22.2%	38.5%	50.0%	
Any other Mixed / Multiple ethnic background	18	7	11	3	4	2	4	-	-	-	5	10	8	6	3	3	3	2	6	6	2	1	5	6	4	2	
	40.9%	58.3%	34.4%	16.7%	40.0%	50.0%	66.7%	-	-	-	83.3%	41.7%	40.0%	46.2%	42.9%	75.0%	27.3%	33.3%	50.0%	40.0%	50.0%	50.0%	33.3%	66.7%	30.8%	50.0%	
SIGMA	44	12	32	18	10	4	6	-	-	-	6	24	20	13	7	4	11	6	12	15	4	2	15	9	13	4	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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Table 128
Q51A. And which of these ethnic groups do you consider yourself to belong to?
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

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Table 129
Q51. Which ethnic group do you consider yourself to belong to?
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

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Table 130
Q51D. And which of these ethnic groups do you consider yourself to belong to?
Base : All Answering

	Total	Gender		Region							Member of CIPR		PR Role					Seniority				Years in PR						
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	77	32	45	16	2	7	-	-	1	-	51	62	15	22	19	5	14	8	21	20	7	8	21	17	21	9		
African	59	29	30	7	2	3	-	-	-	-	47	48	11	19	14	4	10	5	16	14	7	7	17	12	17	6		
	76.6%	90.6%	66.7%	43.8%	100.0%	42.9%	-	-	-	-	92.2%	77.4%	73.3%	86.4%	73.7%	80.0%	71.4%	62.5%	76.2%	70.0%	100.0%	87.5%	81.0%	70.6%	81.0%	66.7%		
Caribbean	16	3	13	8	-	4	-	-	1	-	3	13	3	3	4	1	4	3	5	5	-	1	4	4	4	3		
	20.8%	9.4%	28.9%	50.0%	-	57.1%	-	-	100.0%	-	5.9%	21.0%	20.0%	13.6%	21.1%	20.0%	28.6%	37.5%	23.8%	25.0%	-	12.5%	19.0%	23.5%	19.0%	33.3%		
Any other Black / African / Caribbean background	2	-	2	1	-	-	-	-	-	-	1	1	1	-	1	-	-	-	-	1	-	-	-	1	-	-		
	2.6%	-	4.4%	6.3%	-	-	-	-	-	-	2.0%	1.6%	6.7%	-	5.3%	-	-	-	-	5.0%	-	-	-	5.9%	-	-		
SIGMA	77	32	45	16	2	7	-	-	1	-	51	62	15	22	19	5	14	8	21	20	7	8	21	17	21	9		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 131
Q51E. And which of these ethnic groups do you consider yourself to belong to?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR					
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+		
Unweighted Total	20	7	13	11	1	-	-	-	-	-	8	14	6	2	5	4	2	4	6	4	1	2	4	5	7	1		
Arab	9	4	5	1	1	-	-	-	-	-	7	8	1	1	3	-	1	1	5	-	-	-	2	3	1	-		
	45.0%	57.1%	38.5%	9.1%	100.0%	-	-	-	-	-	87.5%	57.1%	16.7%	50.0%	60.0%	-	50.0%	25.0%	83.3%	-	-	-	50.0%	60.0%	14.3%	-		
Any other ethnic group	10	3	7	9	-	-	-	-	-	-	1	6	4	1	2	4	-	3	1	4	-	2	2	1	6	1		
	50.0%	42.9%	53.8%	81.8%	-	-	-	-	-	-	12.5%	42.9%	66.7%	50.0%	40.0%	100.0%	-	75.0%	16.7%	100.0%	-	100.0%	50.0%	20.0%	85.7%	100.0%		
Latin American	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-		
	5.0%	-	7.7%	9.1%	-	-	-	-	-	-	-	-	16.7%	-	-	-	50.0%	-	-	-	100.0%	-	-	20.0%	-	-		
SIGMA	20	7	13	11	1	-	-	-	-	-	8	14	6	2	5	4	2	4	6	4	1	2	4	5	7	1		
	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	-	-	-	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

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Table 132
Q52. Do you consider yourself to have a disability or long-term health condition?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role					Seniority				Years in PR				
		Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+	
Unweighted Total	1951	699	1252	562	414	243	262	160	62	46	202	1453	498	471	365	255	478	235	431	520	292	295	436	464	571	333	
Yes	109 5.6%	47 6.7%	62 5.0%	35 6.2%	30 7.2%	12 4.9%	11 4.2%	7 4.4%	3 4.8%	2 4.3%	9 4.5%	85 5.8%	24 4.8%	28 5.9%	13 3.6%	15 5.9%	23 4.8%	9 3.8%	26 6.0%	24 4.6%	10 3.4%	19 6.4%	18 4.1%	20 4.3%	29 5.1%	21 6.3%	
No	1773 90.9%	626 89.6%	1147 91.6%	512 91.1%	364 87.9%	222 91.4%	245 93.5%	151 94.4%	56 90.3%	42 91.3%	181 89.6%	1316 90.6%	457 91.8%	418 88.7%	341 93.4%	231 90.6%	446 93.3%	213 90.6%	388 90.0%	479 92.1%	272 93.2%	266 90.2%	407 93.3%	424 91.4%	520 91.1%	298 89.5%	
Prefer not to say	69 3.5%	26 3.7%	43 3.4%	15 2.7%	20 4.8%	9 3.7%	6 2.3%	2 1.3%	3 4.8%	2 4.3%	12 5.9%	52 3.6%	17 3.4%	25 5.3%	11 3.0%	9 3.5%	9 1.9%	13 5.5%	17 3.9%	17 3.3%	10 3.4%	10 3.4%	11 2.5%	20 4.3%	22 3.9%	14 4.2%	
SIGMA	1951 100.0%	699 100.0%	1252 100.0%	562 100.0%	414 100.0%	243 100.0%	262 100.0%	160 100.0%	62 100.0%	46 100.0%	202 100.0%	1453 100.0%	498 100.0%	471 100.0%	365 100.0%	255 100.0%	478 100.0%	235 100.0%	431 100.0%	520 100.0%	292 100.0%	295 100.0%	436 100.0%	464 100.0%	571 100.0%	333 100.0%	

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Table 133
Q53. What is your sexual orientation?
Base : All Answering

	Total		Gender		Region							Member of CIPR		PR Role						Seniority				Years in PR			
			Male	Female	London	South	Midlands & East	North	Scotland	Wales	NI	Outside the UK	Yes	No	In-house public sector	In-house private sector	In-house not-for-profit/ NGO	Consultancy / Agency	Independent practitioner	Non-Manager	Manager	Head of Communications / Associate Director	Director / Owner	0-5	6-10	11-20	21+
Unweighted Total	1950	699	1251		561	414	243	262	160	62	46	202	1452	498	471	365	255	477	235	430	520	292	295	435	464	571	333
Heterosexual	1664	554	1110		465	352	209	235	143	60	39	161	1245	419	398	315	217	419	190	364	456	250	254	379	397	481	282
	85.3%	79.3%	88.7%		82.9%	85.0%	86.0%	89.7%	89.4%	96.8%	84.8%	79.7%	85.7%	84.1%	84.5%	86.3%	85.1%	87.8%	80.9%	84.7%	87.7%	85.6%	86.1%	87.1%	85.6%	84.2%	84.7%
Lesbian	17	-	17		1	7	3	4	1	-	1	-	11	6	7	2	1	3	3	3	5	2	2	5	6	4	1
	0.9%	-	1.4%		0.2%	1.7%	1.2%	1.5%	0.6%	-	2.2%	-	0.8%	1.2%	1.5%	0.5%	0.4%	0.6%	1.3%	0.7%	1.0%	0.7%	0.7%	1.1%	1.3%	0.7%	0.3%
Gay	71	71	-		38	11	6	7	1	-	2	6	53	18	13	14	11	20	8	13	16	15	13	20	11	27	8
	3.6%	10.2%	-		6.8%	2.7%	2.5%	2.7%	0.6%	-	4.3%	3.0%	3.7%	3.6%	2.8%	3.8%	4.3%	4.2%	3.4%	3.0%	3.1%	5.1%	4.4%	4.6%	2.4%	4.7%	2.4%
Bi-sexual	25	14	11		8	3	2	4	4	-	-	4	19	6	5	3	5	6	2	7	5	4	2	5	8	3	5
	1.3%	2.0%	0.9%		1.4%	0.7%	0.8%	1.5%	2.5%	-	-	2.0%	1.3%	1.2%	1.1%	0.8%	2.0%	1.3%	0.9%	1.6%	1.0%	1.4%	0.7%	1.1%	1.7%	0.5%	1.5%
Asexual	1	-	1		-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	0.1%	-	0.1%		-	0.2%	-	-	-	-	-	-	0.1%	-	-	-	-	-	0.4%	-	-	-	-	-	-	0.2%	-
Other	8	2	6		-	-	1	-	-	-	-	7	8	-	2	1	3	-	1	3	2	-	-	2	4	1	-
	0.4%	0.3%	0.5%		-	-	0.4%	-	-	-	-	3.5%	0.6%	-	0.4%	0.3%	1.2%	-	0.4%	0.7%	0.4%	-	-	0.5%	0.9%	0.2%	-
Prefer not to say	164	58	106		49	40	22	12	11	2	4	24	115	49	46	30	18	29	30	40	36	21	24	24	38	54	37
	8.4%	8.3%	8.5%		8.7%	9.7%	9.1%	4.6%	6.9%	3.2%	8.7%	11.9%	7.9%	9.8%	9.8%	8.2%	7.1%	6.1%	12.8%	9.3%	6.9%	7.2%	8.1%	5.5%	8.2%	9.5%	11.1%
SIGMA	1950	699	1251		561	414	243	262	160	62	46	202	1452	498	471	365	255	477	235	430	520	292	295	435	464	571	333
	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

25 Feb 2015

Table 134
Q54. What is your religion?
Base : All Answering

	Total	Gender		Region								Member of CIPR		PR Role						Seniority				Years in PR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

	Page	Table	Title	Base Description	Base
	4	1	Q1. What age group are you in?	Base : All Respondents	2028
	5	2	Q2. What is your sex?	Base : All Respondents	2028
	6	3	Q3. In which of the following national or regional areas are you based?	Base : All Respondents	2028
	7	4	Q4. Are you the parent of a child under the age of 18?	Base : All Respondents	2028
	8	5	Q5. Are you a member of the CIPR?	Base : All Respondents	2028
	9	6	Q6. Which of the following types of school best describes where you undertook the majority of your secondary education?	Base : All Respondents	2028
	10	7	Q7. Are you a university graduate?	Base : All Respondents	2028
	11	8	Q8. Please indicate which university group your academic institution(s) belonged to	Base : University graduate	1710
	12	9	Q9. Which of the following university qualifications do you hold?	Base : University graduate	1710
	13	10	Q10. Which of the following professional qualifications, if any, do you hold?	Base : All Respondents	2028
	14	11	Q11. Do you currently work in a public relations role?	Base : All Respondents	2028
	15	12	Q11. Do you currently work in a public relations role?	Base : All Respondents	2028
	16	13	Q12. Which of the following best describes your current employment?	Base : Work in a public relations	1875
	17	14	Q12. Which of the following best describes your current employment?	Base : Work in a public relations	1875
	18	15	Q13. Which of the following best describes your current employment?	Base : Not work in a public relations	153
	19	16	Q13. Which of the following best describes your current employment?	Base : Not work in a public relations	153
	20	17	Q14. Do you consider yourself to work full-time or part-time?	Base : Work in a public relations	1875
	21	18	Q14. Do you consider yourself to work full-time or part-time?	Base : Work in a public relations	1875
	22	19	Q15. Does your organisation promote a flexible working culture?	Base : Work in a public relations and non-practitioner	1625

	Page	Table	Title	Base Description	Base
	23	20	Q15. Does your organisation promote a flexible working culture?	Base : Work in a public relations and non-practitioner	1625
	24	21	Q16. Please select the description that best fits your current level of seniority.	Base : Work in a public relations and non-practitioner	1625
	25	22	Q16. Please select the description that best fits your current level of seniority.	Base : Work in a public relations and non-practitioner	1625
	26	23	Q17. How many years have you worked in public relations?	Base : Work in a public relations	1875
	27	24	Q17. How many years have you worked in public relations?	Base : Work in a public relations	1875
	28	25	Q18.On a scale of 1-5, how would you rate your current level of work related stress?	Base : Work in a public relations	1875
	29	26	Q18.On a scale of 1-5, how would you rate your current level of work related stress?	Base : Work in a public relations	1875
	30	27	Q19.On a scale of 1-5, how would you rate your current enjoyment of your current job?	Base : Work in a public relations	1875
	31	28	Q19.On a scale of 1-5, how would you rate your current enjoyment of your current job?	Base : Work in a public relations	1875
	32	29	Q20. What is your current gross basic salary per annum?	Base : All Answering	1616
	33	30	Q20. What is your current gross basic salary per annum?	Base : All Answering	1616
	34	31	Q20. What is your current gross basic salary per annum?	Base : All Answering	1616
	35	32	Q21. Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?	Base : Work in a public relations and non-practitioner	1625
	36	33	Q21. Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?	Base : Work in a public relations and non-practitioner	1625
	37	34	Q21. Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?	Base : Work in a public relations and non-practitioner	1625
	38	35	Q22. What was your personal income from your business at the end of the last financial year?	Base : Independent practitioner	250
	39	36	Q22. What was your personal income from your business at the end of the last financial year?	Base : Independent practitioner	250

	Page	Table	Title	Base Description	Base
	40	37	Q22. What was your personal income from your business at the end of the last financial year?	Base : Independent practitioner	250
	41	38	Q22. What was your personal income from your business at the end of the last financial year?	Base : All Answering	161
	42	39	Q22. What was your personal income from your business at the end of the last financial year?	Base : All Answering	161
	43	40	Q22. What was your personal income from your business at the end of the last financial year?	Base : All Answering	161
	44	41	Q23. Please indicate which of the following you are a budget holder for	Base : All Answering	1131
	45	42	Q23. Please indicate which of the following you are a budget holder for	Base : All Answering	1131
	46	43	Q24. What is your level of responsibility in the development of your organisations communication strategy?	Base : All Answering	1131
	47	44	Q24. What is your level of responsibility in the development of your organisations communication strategy?	Base : All Answering	1131
	48	45	Q25. What is your level of responsibility in the development of communication strategies for your clients?	Base : All Answering	744
	49	46	Q25. What is your level of responsibility in the development of communication strategies for your clients?	Base : All Answering	744
	50	47	Q26. What role does your board play in the development of communications strategy?	Base : All Answering	1131
	51	48	Q26. What role does your board play in the development of communications strategy?	Base : All Answering	1131
	52	49	Q27. What role do you play in developing the business strategy of your organisation?	Base : All Answering	1131
	53	50	Q27. What role do you play in developing the business strategy of your organisation?	Base : All Answering	1131
	54	51	Q28. What role do you play in the development of your client's business strategy?	Base : All Answering	744
	55	52	Q28. What role do you play in the development of your client's business strategy?	Base : All Answering	744

	Page	Table	Title	Base Description	Base
	56	53	Q29. In which of the following sectors does your organisation operate?	Base : All Answering	1131
	57	53	Q29. In which of the following sectors does your organisation operate?	Base : All Answering	1131
	58	54	Q30. What is the principle sector(s) in which your client's businesses operate?	Base : All Respondents	744
	59	54	Q30. What is the principle sector(s) in which your client's businesses operate?	Base : All Respondents	744
	60	55	Q31. Over the past 12 months, has your public relations/communications budget increased, decreased or stayed the same?	Base : All Answering	1131
	61	56	Q32. Over the past 12 months, have your client fees increased, decreased or stayed the same?	Base : All Answering	744
	62	57	Q33D. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Event management	Base : Work in a public relations	1875
	63	58	Q33G. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Public affairs/lobbying	Base : Work in a public relations	1875
	64	59	Q33B. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Corporate social responsibility	Base : Work in a public relations	1875
	65	60	Q33A. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Consumer or public campaigning	Base : Work in a public relations	1875
	66	61	Q33I. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Social or digital media management	Base : Work in a public relations	1875
	67	62	Q33C. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Crisis management	Base : Work in a public relations	1875
	68	63	Q33E. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Internal communications	Base : Work in a public relations	1875

	Page	Table	Title	Base Description	Base
	69	64	Q33F. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Media relations	Base : Work in a public relations	1875
	70	65	Q33H. In your current role, how much time, if any, do you spend on each of the following areas of public relations practice. Research, planning and measurement	Base : Work in a public relations	1875
	71	66	Q34. Excluding staff costs, what is the largest item of your organisation's public relations budget?	Base : All Answering	1131
	72	67	Q35. Excluding staff costs, what is the least amount of your organisation's public relations budget spent on?	Base : All Answering	1131
	73	68	Q36. To what extent do you agree or disagree with the following statement? "Being considered a professional is important to me"	Base : All Respondents	2028
	74	69	Q37A. Which of the following best demonstrates professionalism in public relations? Membership of a professional body	Base : All Respondents	2028
	75	70	Q37B. Which of the following best demonstrates professionalism in public relations? Enrolment in Continuing Professional Development (CPD)	Base : All Respondents	2028
	76	71	Q37C. Which of the following best demonstrates professionalism in public relations? Industry training and qualifications	Base : All Respondents	2028
	77	72	Q37D. Which of the following best demonstrates professionalism in public relations? Satisfying clients/employers	Base : All Respondents	2028
	78	73	Q37E. Which of the following best demonstrates professionalism in public relations? Commitment to industry codes of practice	Base : All Respondents	2028
	79	74	Q37. Ranked score table	Base : All Respondents	2028
	80	75	Q38A. Which of the following qualities do you think is the most valuable asset for public relations professionals to have? An academic qualification, but not in public relations	Base : All Respondents	2028
	81	76	Q38B. Which of the following qualities do you think is the most valuable asset for public relations professionals to have? An academic qualification in public relations	Base : All Respondents	2028

	Page	Table	Title	Base Description	Base
	82	77	Q38C. Which of the following qualities do you think is the most valuable asset for public relations professionals to have? A professional qualification, but not in public relations	Base : All Respondents	2028
	83	78	Q38D. Which of the following qualities do you think is the most valuable asset for public relations professionals to have? A professional qualification in public relations	Base : All Respondents	2028
	84	79	Q38E. Which of the following qualities do you think is the most valuable asset for public relations professionals to have? Experience in a public relations role	Base : All Respondents	2028
	85	80	Q38F. Which of the following qualities do you think is the most valuable asset for public relations professionals to have? Experience in a role in another sector, but not in public relations	Base : All Respondents	2028
	86	81	Q38. Ranked score table		
	87	82	Q39. Please select which of the following is most accurate in relation to recruitment and redundancies at your organisation	Base : Work in a public relations and non-practitioner	1625
	88	83	Q40. When recruiting for junior public relations roles, are you aware if your organisation's recruitment process requires any of the following criteria of applicants?	Base : Work in a public relations and non-practitioner	1625
	89	84	Q41. When recruiting for senior public relations roles, are you aware if your organisation's recruitment process requires any of the following criteria of applicants?	Base : Work in a public relations and non-practitioner	1625
	90	85	Q42A. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Ethnically diverse	Base : All Respondents	2028
	91	86	Q42A. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Ethnically diverse	Base : All Respondents	2028
	92	87	Q42B. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Socially diverse	Base : All Respondents	2028

	Page	Table	Title	Base Description	Base
	93	88	Q42B. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Socially diverse	Base : All Respondents	2028
	94	89	Q42C. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Of all ages	Base : All Respondents	2028
	95	90	Q42C. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Of all ages	Base : All Respondents	2028
	96	91	Q42D. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Representative of the audience(s) they are communicating with	Base : All Respondents	2028
	97	92	Q42D. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Representative of the audience(s) they are communicating with	Base : All Respondents	2028
	98	93	Q42E. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Culturally diverse	Base : All Respondents	2028
	99	94	Q42E. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Culturally diverse	Base : All Respondents	2028
	100	95	Q42F. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Made up of a proportionate number of men and women	Base : All Respondents	2028

	Page	Table	Title	Base Description	Base
	101	96	Q42F. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Made up of a proportionate number of men and women	Base : All Respondents	2028
	102	97	Q42G. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Made up of a proportionate number of people with and without disabilities	Base : All Respondents	2028
	103	98	Q42G. Do you agree or disagree with each of the following statements? I believe that public relations campaigns are more effective if practiced by teams who are: Made up of a proportionate number of people with and without disabilities	Base : All Respondents	2028
	104	99	Q43. Which skills/competencies does your organisation look for when recruiting for junior roles?	Base : All Answering	1607
	105	99	Q43. Which skills/competencies does your organisation look for when recruiting for junior roles?	Base : All Answering	1607
	106	100	Q44. Which skills and competencies does your organisation look for when recruiting for senior roles?	Base : All Answering	1599
	107	100	Q44. Which skills and competencies does your organisation look for when recruiting for senior roles?	Base : All Answering	1599
	108	101	Q45. Please select three of the following which you believe to be your strongest skills/competencies?	Base : All Answering	1754
	109	101	Q45. Please select three of the following which you believe to be your strongest skills/competencies?	Base : All Answering	1754
	110	102	Q46. Please select three of the following which you believe to be your weakest skills/competencies?	Base : All Respondents	1748
	111	102	Q46. Please select three of the following which you believe to be your weakest skills/competencies?	Base : All Respondents	1748
	112	103	Q47. In the next five years what do you think will provide the biggest challenge to the public relations industry?	Base : All Answering	1971

	Page	Table	Title	Base Description	Base
	113	104	Q48A. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? Advertising	Base : All Answering	1341
	114	105	Q48B. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? Customer Service	Base : All Answering	1339
	115	106	Q48C. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? Events	Base : All Answering	1340
	116	107	Q48D. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? HR	Base : All Answering	1341
	117	108	Q48E. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? IT	Base : All Answering	1341
	118	109	Q48F. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? Marketing	Base : All Answering	1340
	119	110	Q48G. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? Sales	Base : All Answering	1340
	120	111	Q48H. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? Social/Digital	Base : All Answering	1340
	121	112	Q48. Please indicate if public relations in your organisation or your clients organisation is working more or less closely with each of the following departments compared to two years ago? Summary table for More closely		

	Page	Table	Title	Base Description	Base
	122	113	Q49A. What areas of public relations practice have converged with the departments who now work more closely with public relations? Consumer or public campaigning	Base : All Answering	1174
	123	114	Q49B. What areas of public relations practice have converged with the departments who now work more closely with public relations? Contributing to business strategy	Base : All Answering	1174
	124	115	Q49C. What areas of public relations practice have converged with the departments who now work more closely with public relations? Corporate social responsibility	Base : All Answering	1174
	125	116	Q49D. What areas of public relations practice have converged with the departments who now work more closely with public relations? Crisis management	Base : All Answering	1173
	126	117	Q49E. What areas of public relations practice have converged with the departments who now work more closely with public relations? Event management	Base : All Answering	1174
	127	118	Q49F. What areas of public relations practice have converged with the departments who now work more closely with public relations? Internal communications	Base : All Answering	1174
	128	119	Q49G. What areas of public relations practice have converged with the departments who now work more closely with public relations? Media relations	Base : All Answering	1174
	129	120	Q49H. What areas of public relations practice have converged with the departments who now work more closely with public relations? Strategic planning	Base : All Answering	1174
	130	121	Q49J. What areas of public relations practice have converged with the departments who now work more closely with public relations? Research, planning and measurement	Base : All Answering	1174
	131	122	Q49K. What areas of public relations practice have converged with the departments who now work more closely with public relations? Social or digital media management	Base : All Answering	1174
	132	123	Q49I. What areas of public relations practice have converged with the departments who now work more closely with public relations? Public affairs/lobbying	Base : All Answering	1174

	Page	Table	Title	Base Description	Base
	133	124	Q49. What areas of public relations practice have converged with the departments who now work more closely with public relations? Summary table for More closely		
	134	125	Q50. What areas of marketing and other disciplines have converged with public relations?	Base : All Respondents	1149
	135	125	Q50. What areas of marketing and other disciplines have converged with public relations?	Base : All Respondents	1149
	136	126	Q51C. And which of these ethnic groups do you consider yourself to belong to?	Base : All Answering	32
	137	127	Q51B. And which of these ethnic groups do you consider yourself to belong to?	Base : All Answering	44
	138	128	Q51A. And which of these ethnic groups do you consider yourself to belong to?	Base : All Answering	1700
	139	129	Q51. Which ethnic group do you consider yourself to belong to?	Base : All Answering	1951
	140	130	Q51D. And which of these ethnic groups do you consider yourself to belong to?	Base : All Answering	77
	141	131	Q51E. And which of these ethnic groups do you consider yourself to belong to?	Base : All Answering	20
	142	132	Q52. Do you consider yourself to have a disability or long-term health condition?	Base : All Answering	1951
	143	133	Q53. What is your sexual orientation?	Base : All Answering	1950
	144	134	Q54. What is your religion?	Base : All Answering	1949