



CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

STATE OF THE PROFESSION 2017

INSIGHT TO INFORM

#StateOfPR
cipr.co.uk

ABOUT THE CHARTERED INSTITUTE OF PUBLIC RELATIONS (CIPR)

Founded in 1948, the Chartered Institute of Public Relations (CIPR) is the Royal Chartered professional body for public relations practitioners in the UK and overseas. The CIPR is the biggest member organisation for PR practitioners outside of North America. By size of turnover and number of individually registered members, we are the leading representative body for the PR profession and industry in Europe.

The CIPR advances professionalism in public relations by making its members accountable to their employers and the public through a code of conduct and searchable public register, setting standards through training, qualifications, awards and the production of best practice and skills guidance, facilitating Continuing Professional Development (CPD), and awarding Chartered Public Relations Practitioner status (Chart.PR).

ABOUT SURVATION

Survation is an innovative market research agency and the UK's leading pollster, working alongside global brands and with key campaigns. The agency carries out online, face-to-face research with a major focus on social and political research. Survation is a member of the British Polling Council and abides by its guidelines.

EXECUTIVE SUMMARY

Now in its eighth year, the State of the Profession is the public relations industry's established authority on statistics, issues and trends impacting UK PR practice. As the industry's longest running survey, #StateofPR combines benchmarking data with sharp analysis on key issues affecting the profession.

Key findings from the 2017 study include:

STRATEGY ON THE RISE

A sharp increase in the number of PR professionals spending time on strategic planning, but senior professionals lack the financial skills demanded by recruiters.

TIGHTENING BUDGETS AND REDUCED FEES

Almost a third (32%) of in-house professional report budget cuts and double the number of agencies and consultancies (15%) cut fees, compared with last year.

BRACE FOR BREXIT

Fewer than 1 in 10 believe Brexit would have a positive impact on their organisation and just over half (51%) have implemented post-Brexit strategies or plan to do so soon.

MIXED OUTLOOK ON PAY

Average salaries rose to just over £50,000, but PR's gender pay gap persists. Gender remains the third largest influence on salary, behind years in PR and seniority.

ATTITUDES TO DIVERSITY ARE EVOLVING

A significant spike in the number of practitioners believing in the benefits of diversity, but ethnic diversity across the workforce remains extremely limited.

STRATEGY ON THE RISE

For the third year running respondents were asked to indicate how they spent their time by selecting from a broad list of tasks and competencies. There was a 10% rise in the number of respondents spending most or some of their time on strategic planning (69%), making it the third most common task for PR practitioners, behind content creation (81%) and media relations (73%).

The number of professionals spending most or some of their time on internal communications fell by 3 points to 49%, whilst there was a notable increase (7%) in respondents saying they spent most or some of their time on photo and video editing/creating.

TIGHTENING BUDGETS AND REDUCED FEES

Almost a third (32%) of in-house PR professionals said their budgets had been cut (up from 30%), whilst only 18% reported budget increases (down from 19%). The data also revealed that double the number (15%) of consultancies and independent practitioners said they cut fees over the past twelve months, compared with the previous year (8%). The number of independent practitioners and consultancies reporting an increase in fees charged fell 5% to just over a third (33%).

BRACE FOR BREXIT

This year respondents were asked for their thoughts on the UK's vote to leave the European Union. The survey revealed fewer than 1 in 10 (8%) PR professionals believe Brexit will have a positive impact on their organisation. Over half (57%) believed it would have a negative impact, whilst under a quarter (23%) felt Brexit would have no impact at all.

Respondents were also asked about whether they planned to implement new strategies following Britain's vote to leave the EU. 14% said they had already implemented new strategies, whilst 36% said their organisation would do so soon.

ATTITUDES TO DIVERSITY ARE EVOLVING

Respondents with recruiting responsibilities were asked if they agreed or disagreed that PR campaigns are more effective when practised by diverse teams. This year there was a rise in the number of respondents who believed that more diverse teams created better campaigns. The number of respondents believing ethnically diverse teams create better campaigns rose from 51% to 59%. However, these attitudes have so far failed to impact on the demographics of the PR workforce.

Nine out of ten (90%) of UK respondents identified themselves as white. Black/African/Caribbean/ Black British professionals accounted for just 2% of respondents, with Asian/Asian respondents accounting for a further 2%.

There also appears to be an easing of the traditional requirements needed to begin a career in PR. The number of recruiters demanding undergraduate degrees from junior candidates fell four points to 52% and the number of recruiters demanding on the job experience fell by eight points to 60%.

For the first time, respondents were asked directly about mental health. Nine out of ten (90%) said they did not consider themselves to have a mental health condition, whilst 6% said they did.



MIXED OUTLOOK ON PAY

The average salary of a PR professional rose to £50,447. In line with previous years, analysis reveals that London based professionals command the highest average salaries (£66,102), whilst the lowest average salaries were found in Northern Ireland (£36,537).

In-house professionals in the private sector earned the highest average wage (£58,679) followed by consultancy employees (£54,845), in-house not-for-profit employees (£45,297) and in-house public sector practitioners (£43,172). The average business turnover amongst independent practitioners was £62,671.

In recent years, State of the Profession research has suggested the PR industry is approximately two-thirds female. However, this year's research shows a 5% rise in the number of men, bringing the gender ratio to 61% female – 39% male. Despite the apparent evening of gender balance, the gender pay gap remains a key area of concern.

The average difference between male and female earnings is £12,316. However, to understand how gender truly impacts salary, Survation carried out comprehensive regression analyses for the third year running. This process takes into account other factors that might impact salary such as years in PR and seniority. These calculations reveal that the true gender pay gap in public relations is £5,784. This figure represents the difference in salary which cannot be explained by any of the other external factors tested for in the survey. The proximity of this figure to last year's (£6,004) suggests that efforts to close the gap have so far proved to have little, if any, impact.

The data also reveals that whilst the significant proportion of women and men earned between £20,000-£39,999, only 5% of women earned over £100,000, compared to 11% of men. This points once again, to an effective pay ceiling for women in the more senior parts of the profession.

To add context to these statistics, the CIPR recently carried out a qualitative study to identify the barriers preventing women from progressing in public relations and securing the industry's highest salaries. The research points to a combination of causes including company culture, stigma in discussing salaries, unconscious biases and a lack of transparency. The research will be published in March 2017.

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METHODOLOGY AND DATA TABLES

Survation surveyed **1578** public relations professionals between **19 October 2016 and 13 December 2016**. Invitations to complete the survey were sent via email to members of the CIPR and non-members signed up to the Institute's mailing list. Invitation links were also shared on social media.

The survey launched on 19 October 2016. Weekly reminders were sent out to prospective respondents, with the first of these sent on 28 October 2016 and the final invitation sent on 12 December 2016.

DATA TABLES

Full data tables are available **here**. Raw, non-aggregated data is not available as survey respondents completed the survey on the basis of full anonymity and that individual-level responses would not be made available. More information is available in the Market Research Society's Code of Conduct, which Survation abides by.



DEMOGRAPHICS

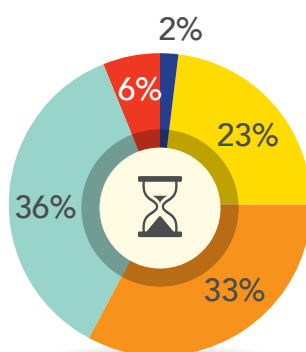


DEMOGRAPHICS PROFILE

The information below details the demographic information of all survey respondents. Questions were asked to ascertain the age, sex, education history and location of respondents. Further questions were asked about organisation type, seniority and industry experience.

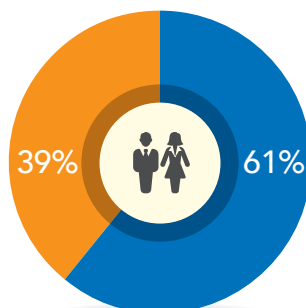
Age

- 18–24
- 25–34
- 35–44
- 45–60
- Over 60



Sex

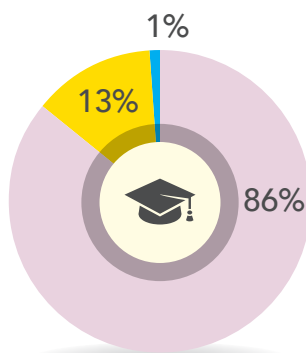
- Male
- Female



Education

Are you a university graduate?

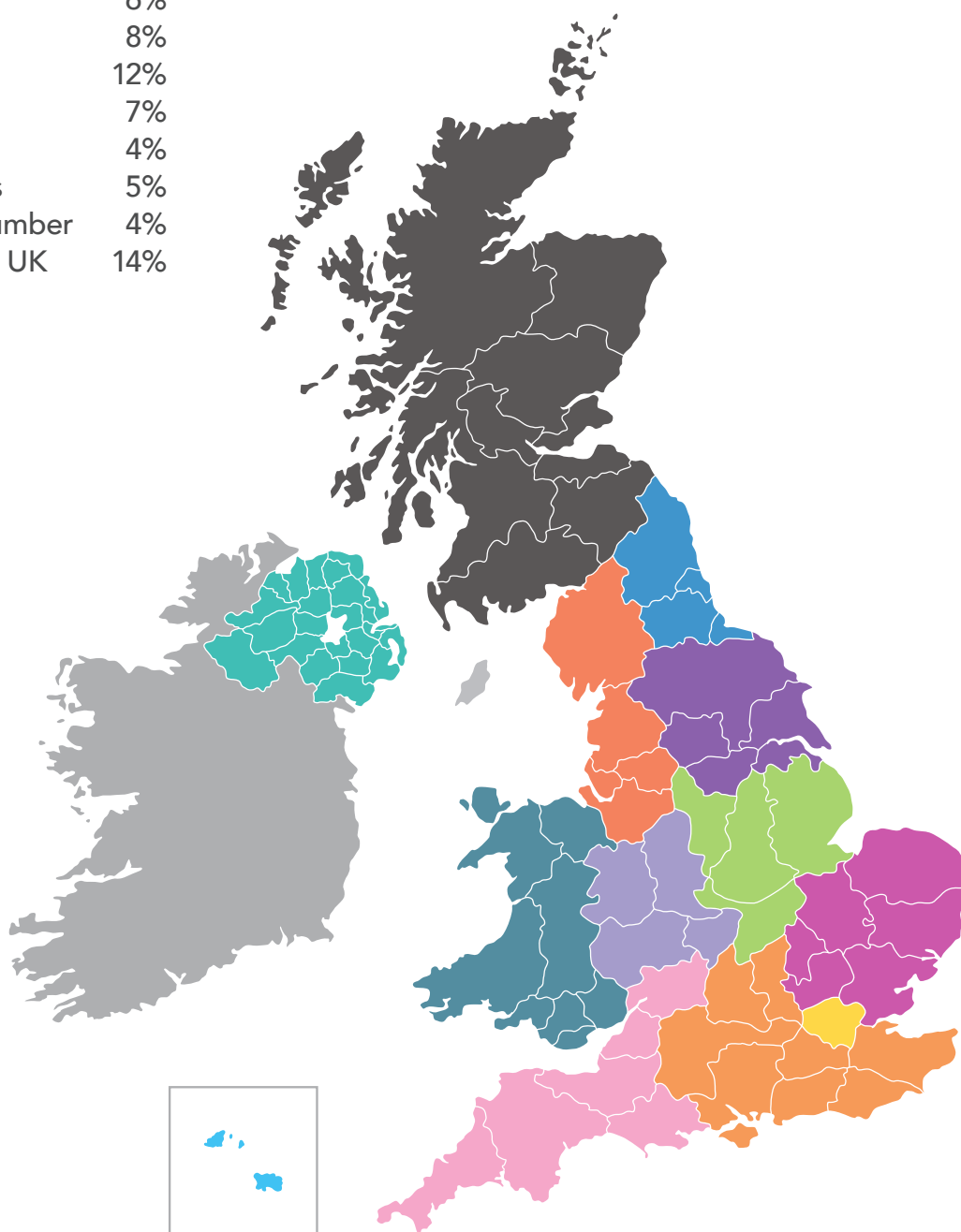
- Yes
- No
- Prefer not to say

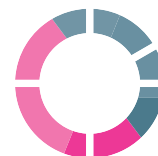




Location

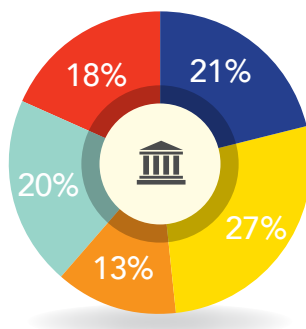
● Channel Islands	1%
● East of England	5%
● East Midlands	4%
● London	24%
● North East	3%
● Northern Ireland	2%
● North West	6%
● Scotland	8%
● South East	12%
● South West	7%
● Wales	4%
● West Midlands	5%
● Yorkshire & Humber	4%
● Outside of the UK	14%





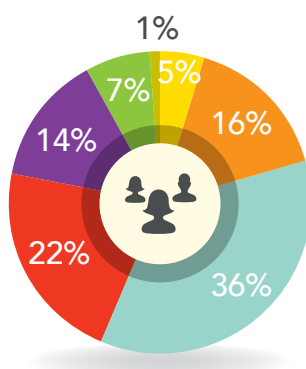
Organisation Type

- In-House Private Sector
- In-House Public Sector
- In House Not-for-Profit/NGO
- Consultancy/Agency
- Independent Practitioner



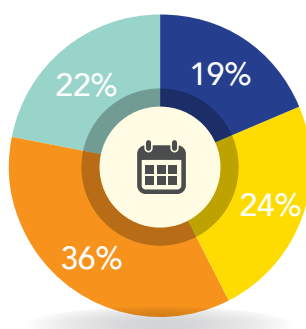
Seniority

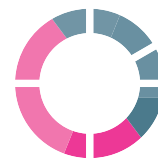
- Intern/Trainee
- Assistant/Executive
- Officer
- Manager
- Head of Comms/Assoc Director
- Director/Partner/MD
- Owner
- Other



Years in PR

- 0-5 yrs
- 6-10 yrs
- 11-20 yrs
- 21+ yrs

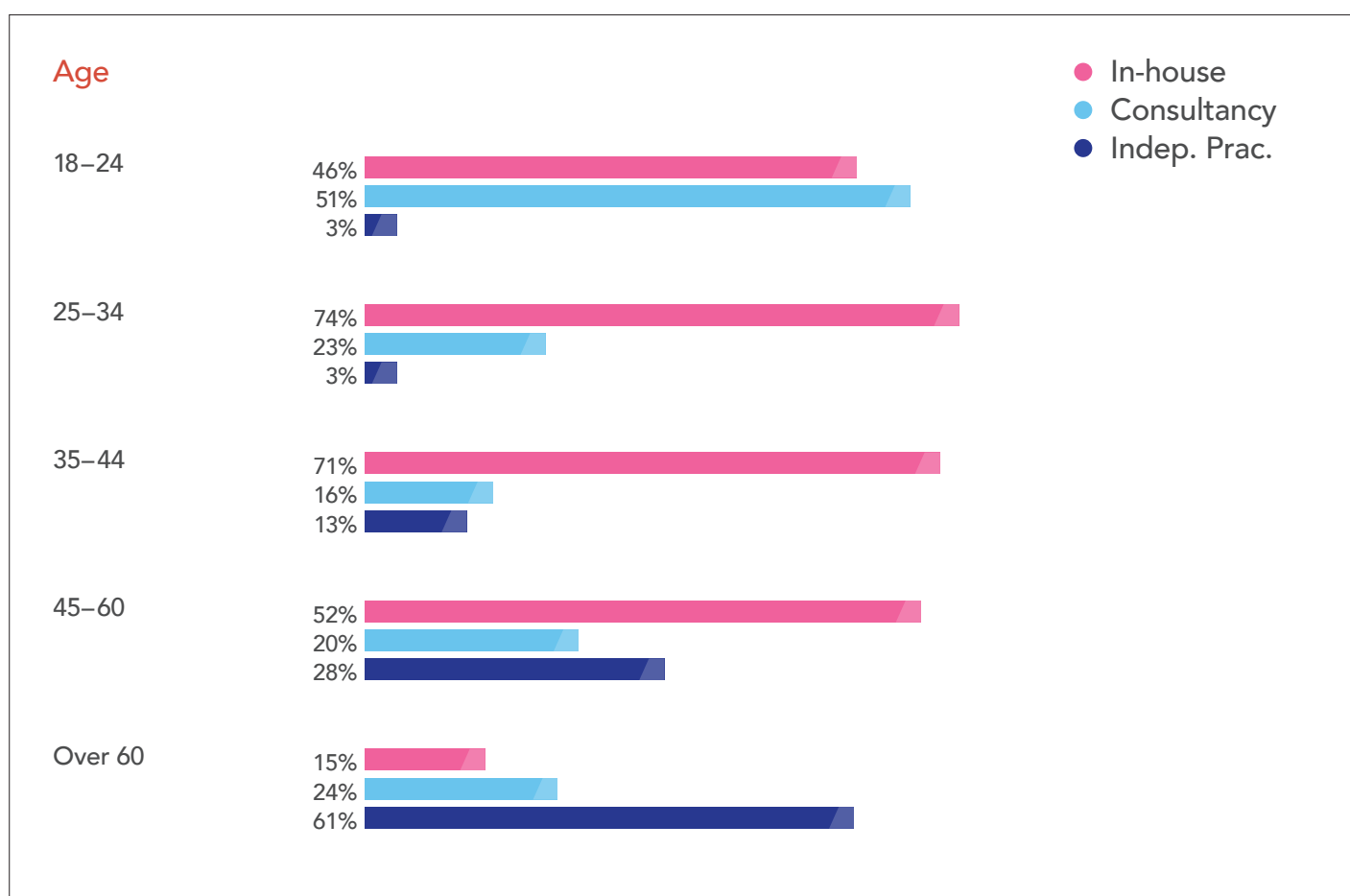




DEMOGRAPHICS

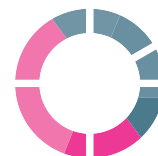
ORGANISATIONAL TYPE

This section outlines the demographic profiling of respondents to identify those working in-house, within a consultancy or as an independent practitioner.



DEMOGRAPHICS

ORGANISATIONAL TYPE

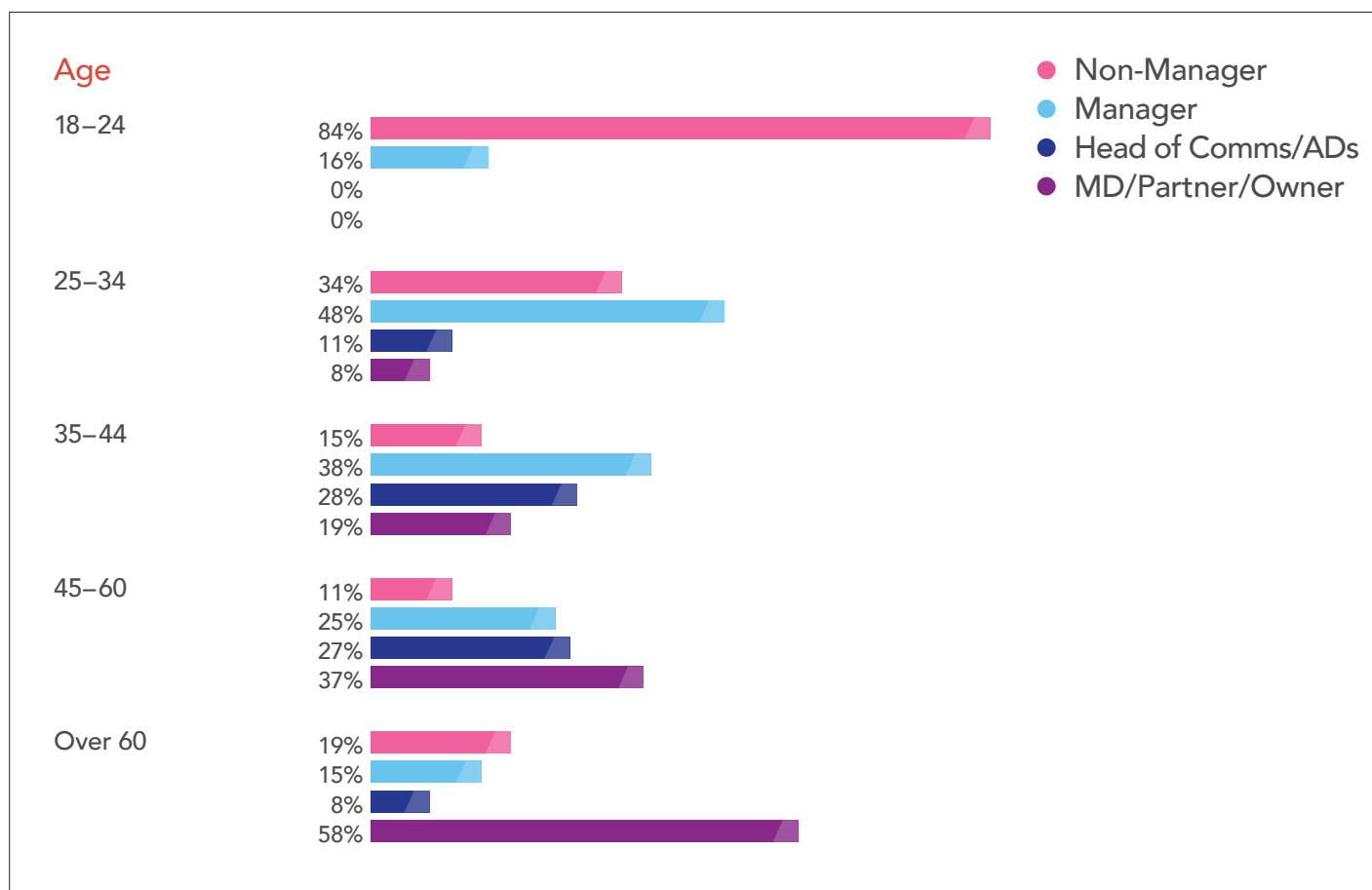


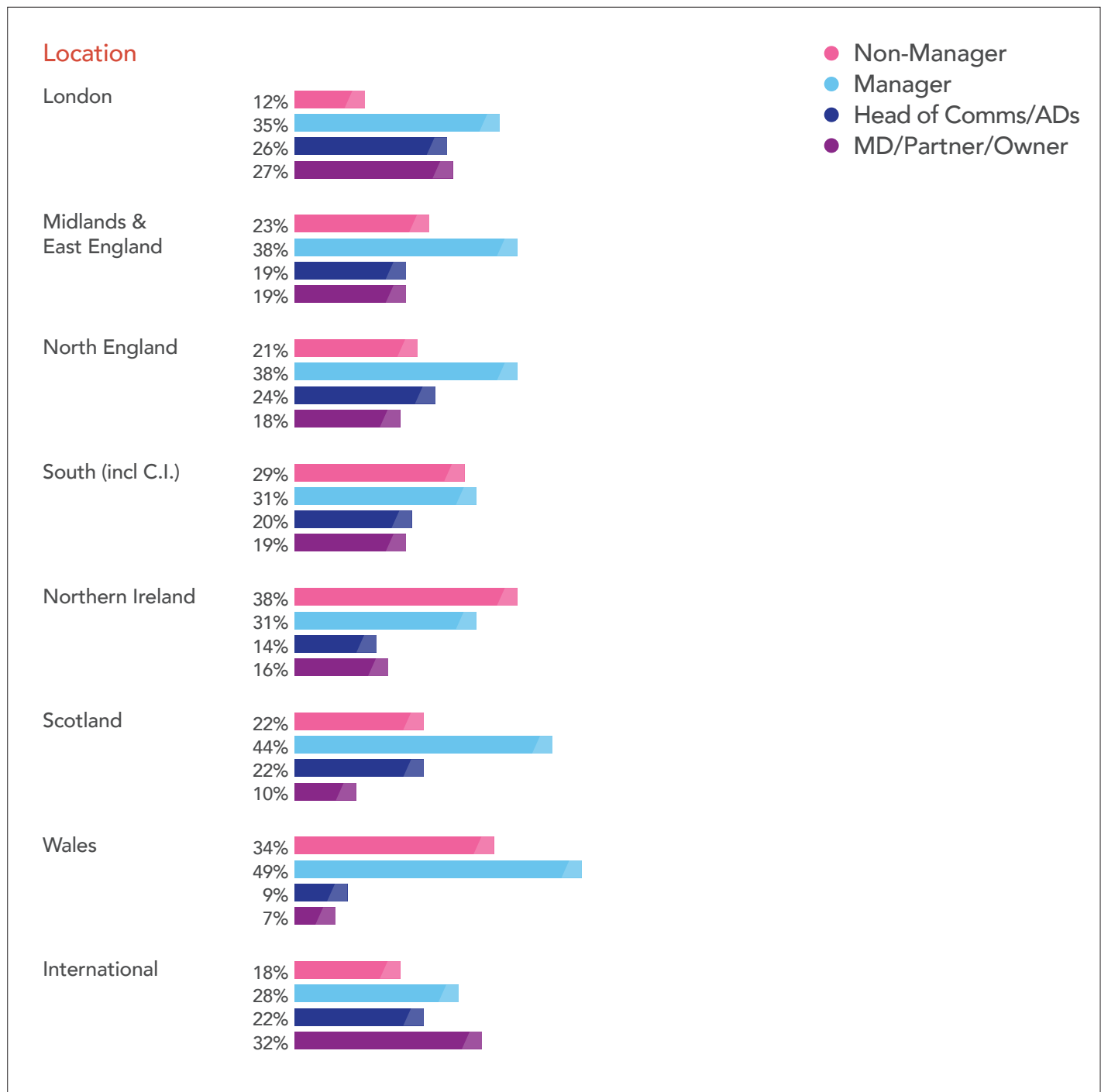
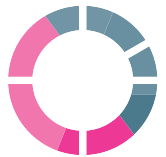


DEMOGRAPHICS

SENIORITY

The information below details the seniority of respondents in various demographic groups.

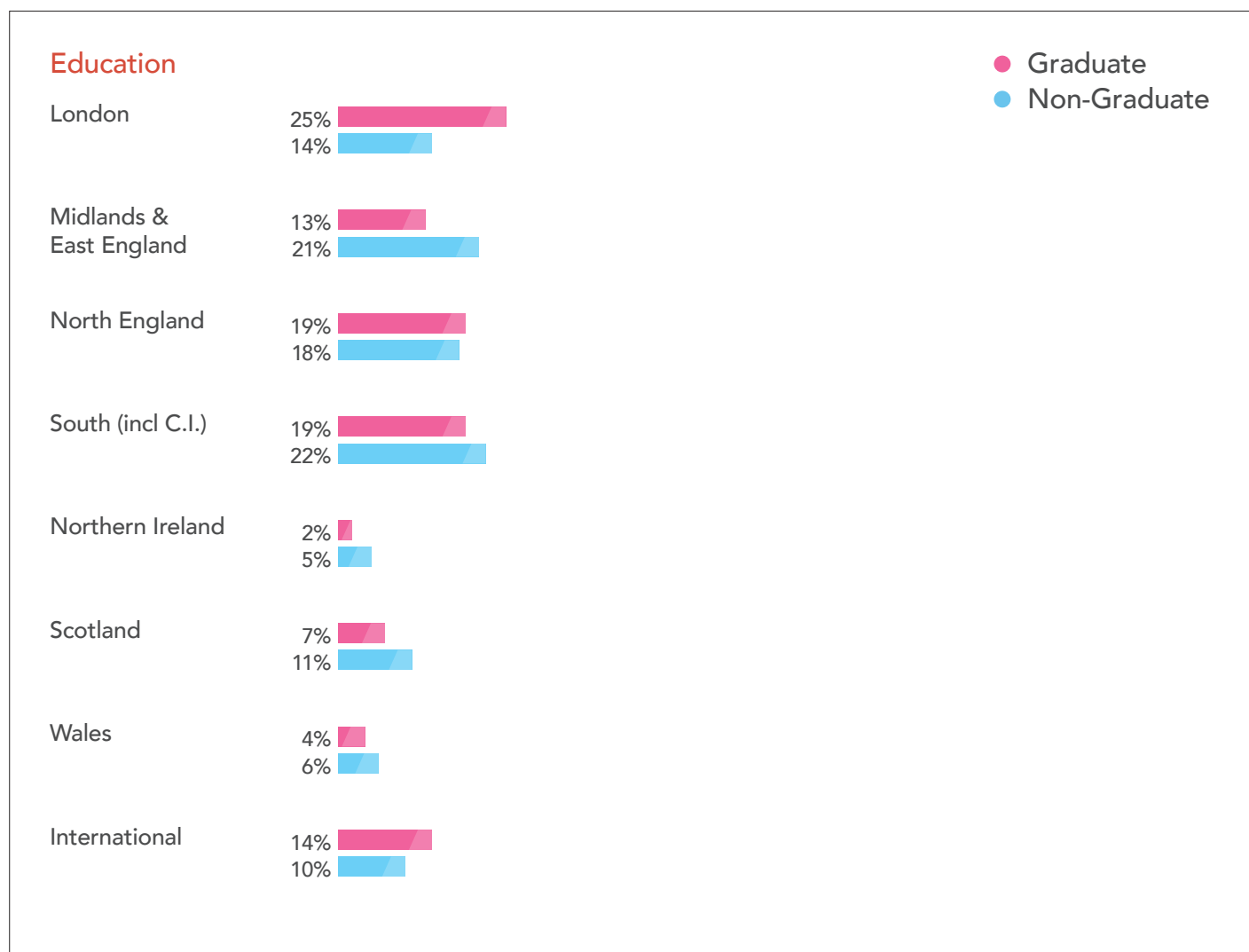


DEMOGRAPHICS
 SENIORITY




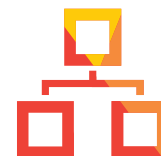
DEMOGRAPHICS

LOCATION





SALARIES & GENDER PAY



SALARIES AND GENDER PAY

The average salary of a PR professional rose to **£50,447**.

Mean Salary by Organisation Type

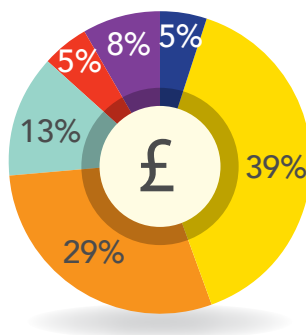
	2017	2016
In-house public	£43,172	£39,966
In-house private	£58,679	£51,075
In-house Non-Profit	£45,297	£43,498
Consultancy	£54,845	£47,383

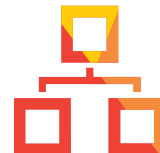
NB: Independent practitioners were asked to reveal their business turnover rather than salary and their responses are not featured above. The average business turnover for independent practitioners was £62,671.

The following provides insight into the distribution of earnings within the profession:

Salary Band

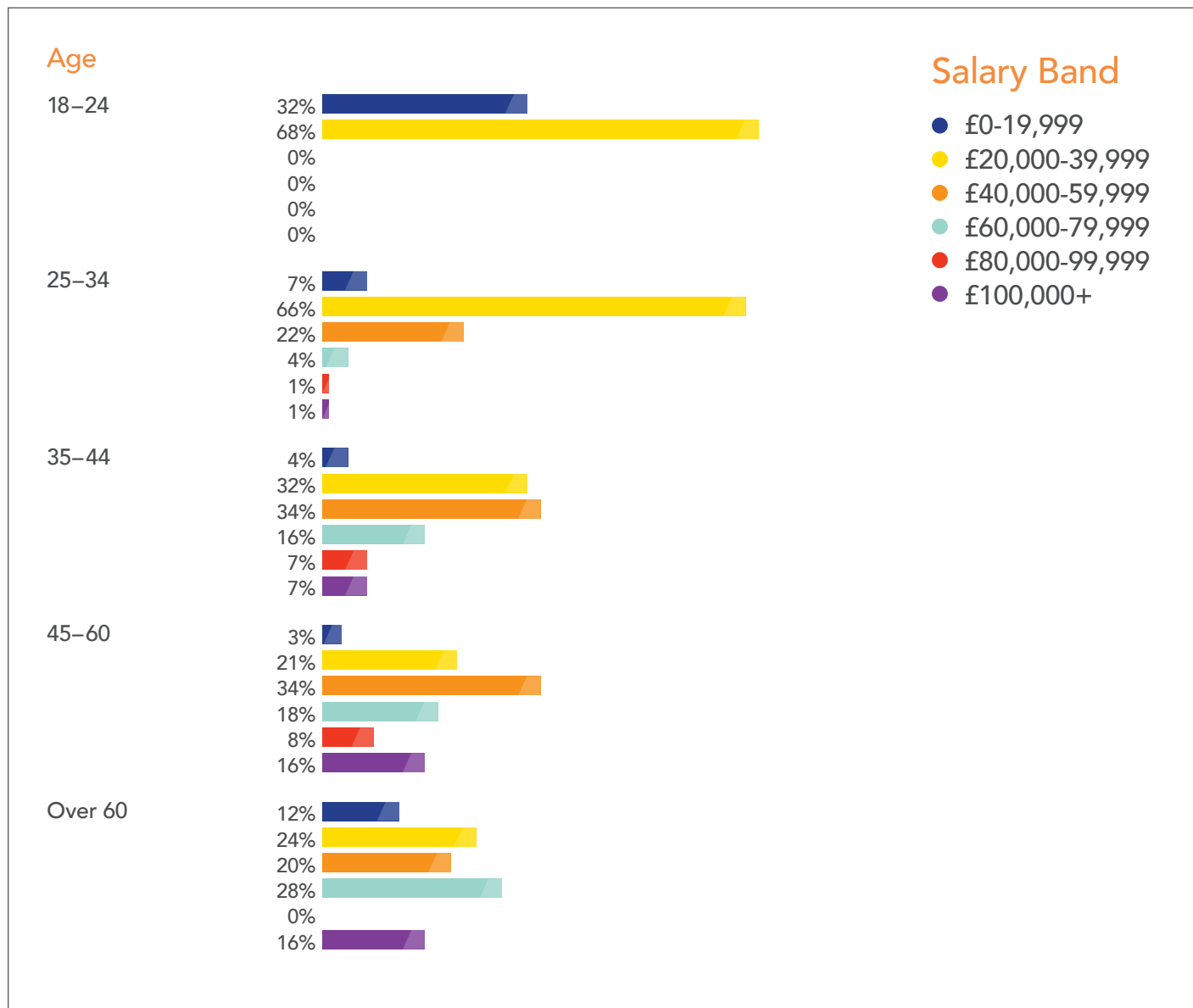
- £0-19,999
- £20,000-39,999
- £40,000-59,999
- £60,000-79,999
- £80,000-99,999
- £100,000+

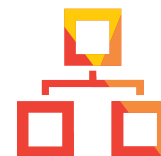




PERCENTAGE EARNINGS BY AGE

i.e. 32% of those who are aged 18-24 years old said they earned 0-19,999





Mean Salary by Location

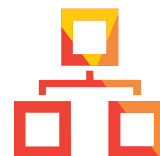
London	£66,102
Midlands & East Eng	£43,790
North England	£43,297
South (incl C.I.)	£44,899
Northern Ireland	£36,537
Scotland	£43,099
Wales	£37,181
International	£54,236

Mean Salary by Seniority

Non-Manager	£29,964
Manager	£41,418
Head of Comms	£59,289
MD/Partner/Owner	£77,911

Mean salary by years in PR

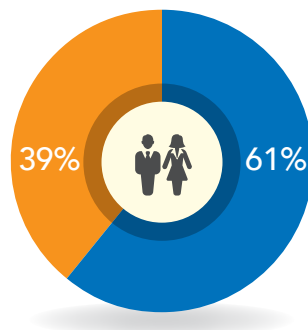
0-5yrs	£33,544
6-10yrs	£41,417
11-20yrs	£57,140
21+yrs	£72,414



GENDER PAY

Gender Balance

- Male
- Female



This year saw a mean pay gap (before regression analysis) of **£12,316**. Following a regression analysis removing external factors that influence pay, the true gender pay gap was revealed as **£5,784**.

Mean salary across the PR industry by gender

Female	£45,799
Male	£58,115

	Male	Female	Pay Gap	2015 pay gap
In-house Private	£65622.83	£53774.76	£11,848.07	£11,576.12
In-house Public	£47345.25	£40967.02	£6,378.23	£5,538.93
In-house NGO	£46758.54	£44441.42	£2,317.12	£2,550.80
Consultancy/Agency	£69744.85	£45479.54	£24,265.31	£22,204.96

The most notable discrepancy in gender pay lies within agencies (£24,265.31). Please note these figures account for a gap before regression analysis.

The chart below supports the theory that the best paid roles within PR remain difficult for women to reach.

Sex	Non-Manager	Manager	Head of Comms	MD/Partner/Owner
Female	72%	64%	57%	53%
Male	28%	36%	43%	47%



BREXIT & PUBLIC RELATIONS

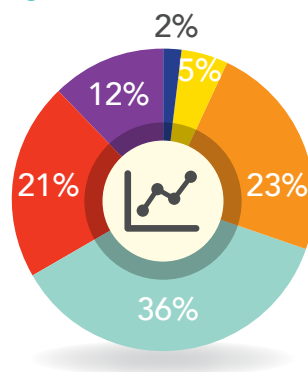


BREXIT AND PUBLIC RELATIONS

This year's survey examined the views of PR professionals on Britain's vote to leave the European Union. 57% of respondents believed Brexit would have a negative effect and around half of those have already implemented new strategies as a result of the vote, or plan to do so soon.

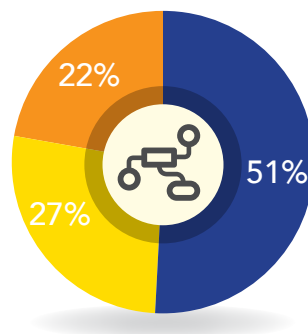
What impact will Brexit have?

- Very positive
- Slightly positive
- Neither positive or negative
- Slightly negative
- Very negative
- Don't know



Has your organisation implemented or is your organisation implementing strategies in the wake of brexit?

- Organisation is or will be implementing new strategies
- Organisation will not be implementing new strategies
- Do not know whether their organisation will be implementing new strategies



For updates on how Brexit will impact public relations, visit the CIPR's Brexit webpage



SKILLS AND AREAS OF PRACTICE



SKILLS AND AREAS OF PRACTICE

For the third year running, respondents were asked to reveal how they spent their time. This year's study combines the tasks/competencies respondents said they spend most and some of their time on to reveal the most common areas of practice. The figures below reveal how PR practice has evolved over the past twelve months.

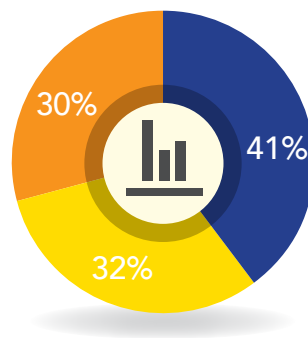
This year's research reveals a 10% jump in the number of respondents spending most and some of their time on strategic planning. The number of professionals spending most and some of their time on photo/video creation rose by 7%, whilst the same figures for internal communication fell by 4%.

No.	Task/Competency	Most or Some Time – 2017	Most or Some Time – 2016	Difference
1	Content creation	82%	81%	1%
2	Media relations	73%	72%	1%
3	Strategic planning	69%	59%	10%
4	Digital and social media management	66%	63%	3%
5	Content curation	63%	62%	1%
6	Crisis and reputation management	59%	55%	4%
7	Business planning & objective setting	58%	54%	4%
8	Measurement and evaluation	56%	55%	1%
9	Influencer relations	52%	49%	3%
10	Internal communications	50%	53%	-3%
11	Branding	40%	40%	SAME
12	Event management	38%	36%	2%
13	Photo and video creation & editing	35%	28%	7%
14	Community management	34%	34%	SAME
15	Audience segmentation & analysis	33%	32%	1%
16	Pitching	31%	31%	SAME
17	Corporate social responsibility	30%	27%	3%
18	Public affairs and lobbying	27%	21%	6%
19	Email marketing	24%	22%	2%
20	Web design and coding	12%	11%	1%
21	Advertising	14%	14%	SAME



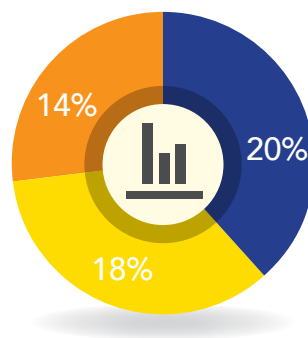
Top 3 perceived strongest skills/competencies

- Traditional written communication
- Strategic management
- Leadership and management



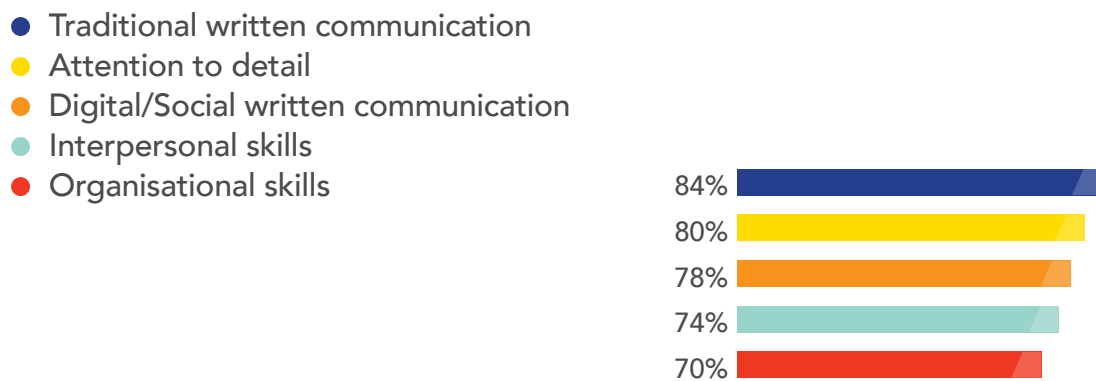
Top 3 perceived weakest skills/competencies

- Quantitative Data Analysis
- Email marketing
- Qualitative Data Analysis

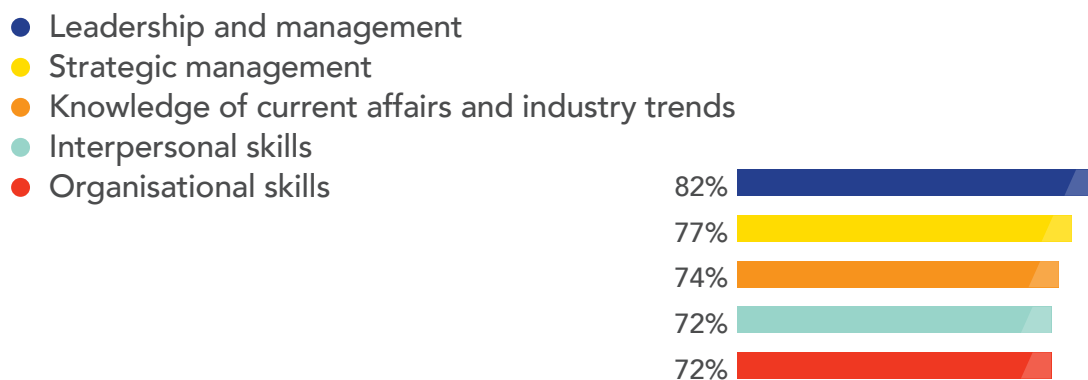




Top skills sought by recruiters hiring junior candidates



Top skills sought by recruiters hiring senior candidates





Which skills and competencies does your organisation look for when recruiting for roles?

	Junior	Senior
Attention to detail	80%	66%
Behavioural psychology	9%	23%
Budgeting and financial planning	4%	65%
Community management	11%	23%
Content creation	54%	43%
Creativity	67%	64%
Email marketing	10%	10%
Event management	15%	27%
HTML and coding	5%	2%
Interpersonal skills	74%	72%
Knowledge of current affairs and industry	45%	73%
Leadership and management	5%	82%
Monitoring and evaluation	21%	59%
Oral communication	69%	64%
Organisational skills	70%	72%
Photo/video editing	22%	9%
Pitching	6%	33%
Project management	19%	67%
Qualitative data analysis	6%	26%
Quantitative data analysis	7%	25%
Research	22%	33%
SEO	7%	8%
Strategic management	4%	77%
Time management	55%	58%
Written communication – digital and social	78%	59%
Written communication – traditional	84%	71%
Other	4%	3%
Don't know	3%	9%



DIVERSITY AND INCLUSION



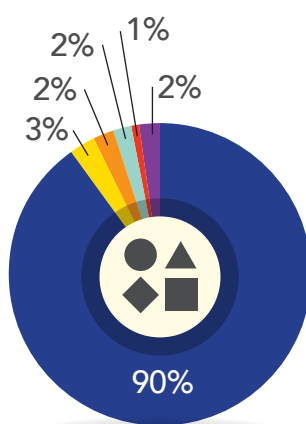
DIVERSITY AND INCLUSION

The survey records the demographic information of all respondents in relation to their ethnicity, religion, disability and sexuality. Findings show PR remains dominated by white professionals.

Respondents were also queried about their attitudes to diversity, and this year revealed an increase (8%) in the number of people believing diverse teams produce better campaigns.

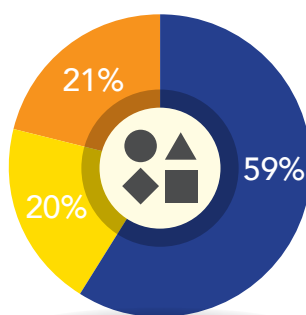
Ethnicity

- White
- Mixed
- Asian
- Black
- Other
- Prefer not to say



Do you agree or disagree that public relations campaigns are more effective if practiced by teams who are ethnically diverse?

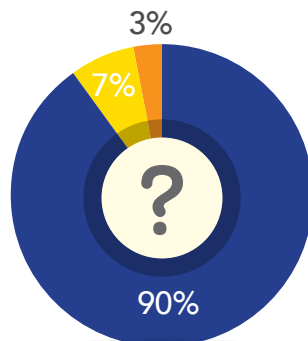
- Agree
- Disagree
- Don't know





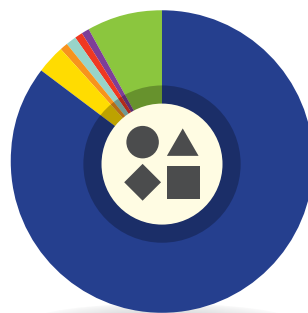
Do you consider yourself to suffer from a disability?

- No
- Yes
- Prefer not to say



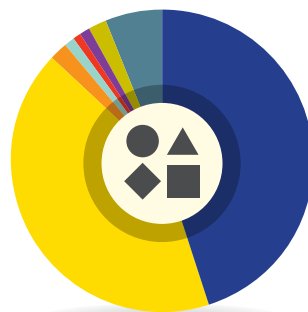
Sexuality

- Heterosexual – 85%
- Gay – 3%
- Lesbian – 1%
- Bisexual – 1%
- Asexual – <1%
- Other – <1%
- Prefer not to say – 8%



Religion

- Christian – 45%
- No religion – 42%
- Islam – 2%
- Judaism – 1%
- Buddhism – 1%
- Hinduism – 1%
- Sikhism – <1%
- Other – 2%
- Prefer not to say – 6%





HAPPINESS AND WELLBEING

This year found that happiness and wellbeing in the workplace had somewhat increased. Respondents were asked to rate their wellness on a scale of 1-5, with 1 being not happy at all and 5 being extremely happy.

On a scale of 1-5 how would you rate your wellbeing?

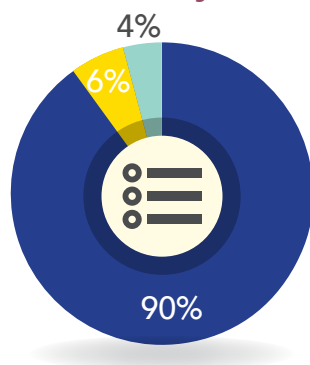
1:	4%
2:	9%
3:	28%
4:	44%
5:	16%

Organisation type	Average score
Independent practitioner	3.8
Consultancy/agency	3.7
In-house not-for-profit	3.6
In-house private	3.5
In-house public	3.4

Consistent with last year, older and more senior respondents reported higher scores of wellbeing than their younger counterparts.

Respondents were also asked directly about mental health for the first time.

- Said they did not suffer from a mental health condition
- Said they did suffer from a mental health condition
- Preferred not to say



The background is a solid green color. It features several abstract geometric shapes in various shades of green, orange, and yellow. These shapes are primarily horizontal bars and chevrons, some pointing right and some pointing left, creating a layered, architectural feel. The main title is centered over these shapes.

BUDGETS, FEES AND CHALLENGES



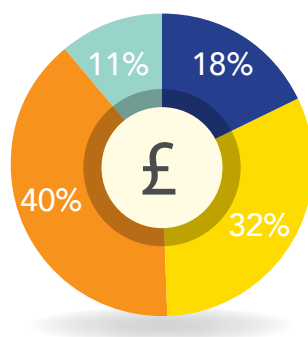
BUDGETS, FEES AND CHALLENGES

The following section details information on budgets and fees to reveal the financial health of the PR industry.

In-house budgets

Over the past 12 months has the PR budget increased/decreased/stayed the same?

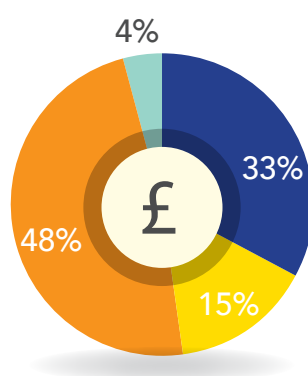
- Increased
- Decreased
- Stayed the same
- Not sure



Consultancy and independent practitioner fees

Over the past 12 months have your client fees increased, decreased or stayed the same?

- Increased
- Decreased
- Stayed the same
- Not sure



This 15% reduction on client fees has almost doubled from 8% the previous year. This points towards an increasingly competitive market for public relations service providers.



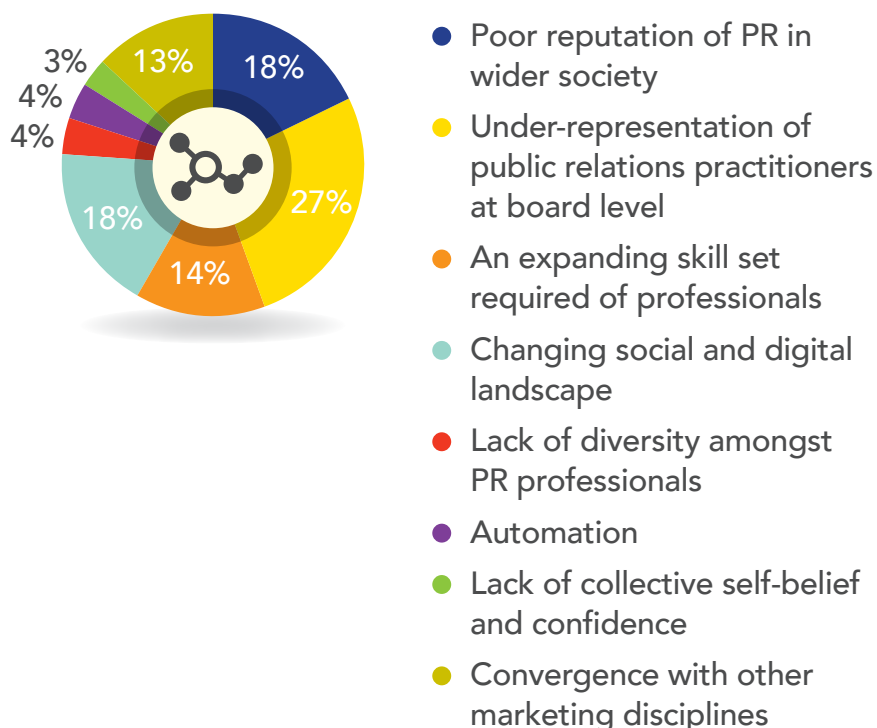
Largest items within in-house budgets

- Media relations
- Event management
- Consumer and public campaigns



Future challenges

Respondents were also asked about the challenges facing PR over the next five years.



These results highlight the perceived challenges according to PR practitioners. To further examine future challenges from a service user perspective, the CIPR established its Foresight Panel and collated views of senior business, Government and third sector leaders. The report featuring their views on public relations and its challenges will be published later this year.

For further information visit the Foresight Panel webpage.

¹**Methodology:** Please note these figures are the percentages of respondents who picked each issue as their top answer, when asked to pick 3 top future challenges.



CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

Chartered Institute of Public Relations
52-53 Russell Square
London WC1B 4HP
+44 (0)20 7631 6900

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