

CIPR

CHARTERED INSTITUTE  
OF PUBLIC RELATIONS

# STATE OF THE PROFESSION 2019

#StateOfPR  
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For almost a decade, the CIPR's annual *State of the Profession* report has explored the trends, issues and challenges facing public relations. It is the largest and most statistically robust investigation of its kind.

From skills and salaries to diversity and gender pay, *State of the Profession* delivers industry-leading data on every aspect of the PR profession.

This year's research digs deeper into diversity and takes a closer look at the mental wellbeing of PR professionals. The report, validated by 2017/18 Office of National Statistics data on the PR population, delivers a compelling snapshot of the entire public relations industry.



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# METHODOLOGY

For the second year running, the CIPR chose to work with Chalkstream Ltd, an agency with a research specialism led by a Chartered PR Practitioner.

Last year's report was supported by a second study looking into the number of public relations professionals based on the Office of National Statistics (ONS) Annual Population Survey. This provided a higher level of assurance for the survey and the methodology used. It was decided to not repeat the ONS research each year but to benchmark against it in the future for the purposes of monitoring and ensuring the published data remains credible.

Chalkstream surveyed 1,503 respondents (compared to 1,752 in 2018) between 9 November and 14 December 2018. Invitations to complete the survey – which was incentivised by a prize draw for £100 of Amazon vouchers – were emailed

to CIPR members and those signed up to the Institute's non-member mailing list.

Responses were screened for 'speeding' and answer quality. As a result one response was quarantined and disregarded in the analysis.

Three new areas of information were introduced this year:

- 1 The numbers of practitioners who attended a fee-paying school**
- 2 Exploring details of professional qualifications**
- 3 Unpacking the sharp rise in reported mental health issues from the previous year's survey**

## Changes in reporting structure

A small number of changes have been made to the way results are reported compared to the 2018's State of the Profession report. These are:

- Intern, trainee, executive, associate and officer roles are described in this report as 'junior' rather than 'non-manager' roles. As set out in the recruitment section, one fifth of respondents in these roles play a part in recruitment, which suggests line-management responsibilities among at least some of this group. Thus, 'non-manager' is not an appropriate descriptor.
- Only two interns/trainees responded to the survey invitation; their results do not appear in the tables or charts analysing response according to role.

Percentages in data tables have been rounded up or down where relevant and may not add up to 100% in all cases.

# EXECUTIVE SUMMARY

## AN UPBEAT TAKE ON GROWTH AND PROFESSIONALISM

The profession continues to grow; more than half of agencies are growing and in-house PR departments are more likely to have grown than reduced in size.

Average salaries amongst full-time employees **grew by almost £1,500** to £53,044 per year. **The average salary for all practitioners is £51,804** (median figure is £30,000).

There is, once again, a close correlation between region and income; those working outside the UK, in the Channel Islands and in London earn the most with those in Wales and Northern Ireland earning the least.

There is evidence to suggest a move towards professionalism. Those who hold CIPR membership, professional qualifications and partake in Continuing Professional Development (CPD) are financially rewarded. **Chartered Practitioners earn an average of £18,000 more per year than the average respondent**, while those with a professional qualification earn **an average £3,800 more**. Full time CIPR members earn **£2,963** more than non-members.

Practitioners identify their strengths as copywriting, strategic thinking and research, planning and implementation. There remains a noticeable difference, particularly at a senior level, between what employers want and what practitioners have to offer; at a junior practitioner level, recruiters value *'technical and digital'*, *'research and evaluation'* and *'project and account management'* skills, attributes and knowledge highly but practitioners do not identify these as strengths. At a senior level this gap exists on matters such as *'research, evaluation and measurement'*, *'PR and corporate governance'* and *'people management'*.



## PR'S DIVERSITY AND INCLUSION PROBLEM

Public relations is failing to make progress on diversity. More than nine in ten (92%) now classify themselves as white – compared to 88% in 2018 and 90% in 2017. This is despite the widely held belief that public relations is more effective when practiced by teams comprised of ethnically diverse professionals. The results raise serious questions over public relations' ability to keep pace with the changing nature of the society it seeks to engage.

The results are compounded by data on respondents who attended fee-paying schools. **More than a quarter (28%) of respondents said they had attended a fee-paying school. This is four times higher than the national UK average of 7%** and a significant rise on the 16% figure reported in the 2015/16 *State of the Profession* report.

Crucially, there is a strong correlation between attendance at fee-paying schools and career progression and pay. Those who attended a private school are more likely on average to hold a senior post and be paid accordingly compared to those who did not.

**The industry is two-thirds (67%) female but men occupy nearly half (44%) of the industry's most senior roles.** As in previous years, the data suggests women face difficulty in obtaining the highest-paying roles, but there is cause for optimism on the gender pay gap.

The average difference between full-time income for males and females, before regression analysis, is now £9,991 – £579 less than 2018 and £2,325 than 2017. When a multiple linear regression analysis of full-time income is conducted, which takes into consideration all factors that influence pay such as seniority and length of service, **the true gender pay gap is £5,202 – £1,523 less than in 2018.**

Together these findings, each unique in their causes and required responses, paint a picture of a profession which lacks self-awareness and consciously or unconsciously disadvantages people based on who they are rather than what they do. While the profession may look to changing recruiting processes, these statistics beg the question; does public relations suffer from a cultural problem, resulting in a failure to support and retain diverse talent?



**28%** of respondents said they had attended a fee-paying school.

The infographic features a large yellow circle containing the number '28%' in a bold, pink font. To the right of the circle, the text 'of respondents said they had attended a fee-paying school.' is written in a smaller, black font. The background consists of several overlapping geometric shapes in shades of yellow, teal, and blue.

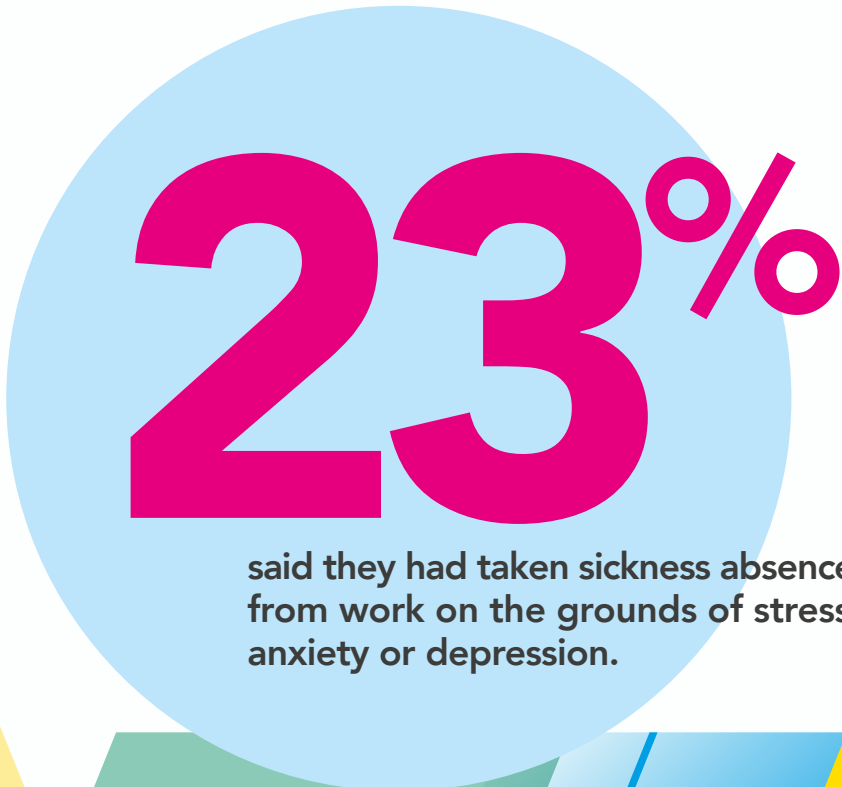
## PR FACING MENTAL HEALTH EPIDEMIC

Last year's survey highlighted a 10% annual rise in the number of practitioners living with a mental health condition. This year's survey explored those concerns further and, with the help of the mental health charity, Mind, a series of questions were developed which separated matters related to stress and mental health.

Just over one fifth (21%) of respondents live with, or have previously lived with, a diagnosed mental health condition. Based on the Office of National Statistics UK PR population data, this percentage equates to more than 16,000 PR professionals. More than half (53%) of respondents said their work contributes highly to their diagnosis.

While employers are commonly supportive in these circumstances, an alarming number are yet to develop mental-health policies to support employees. Almost a quarter (23%) of respondents who discussed concerns about their mental health with a manager said that nothing happened as a result of those conversations.

PR is an industry that the majority of practitioners find stressful, with workload, unsociable hours and unrealistic expectations driving stress. **63% of respondents rated the stressfulness of their job at 7 out of 10 or above.** The average score among practitioners was 6.7. Just shy of a quarter (23%) said they had taken sickness absence from work on the grounds of stress, anxiety or depression.



23%

said they had taken sickness absence from work on the grounds of stress, anxiety or depression.

## PR'S STRATEGIC AMBITIONS ARE A WORK IN PROGRESS

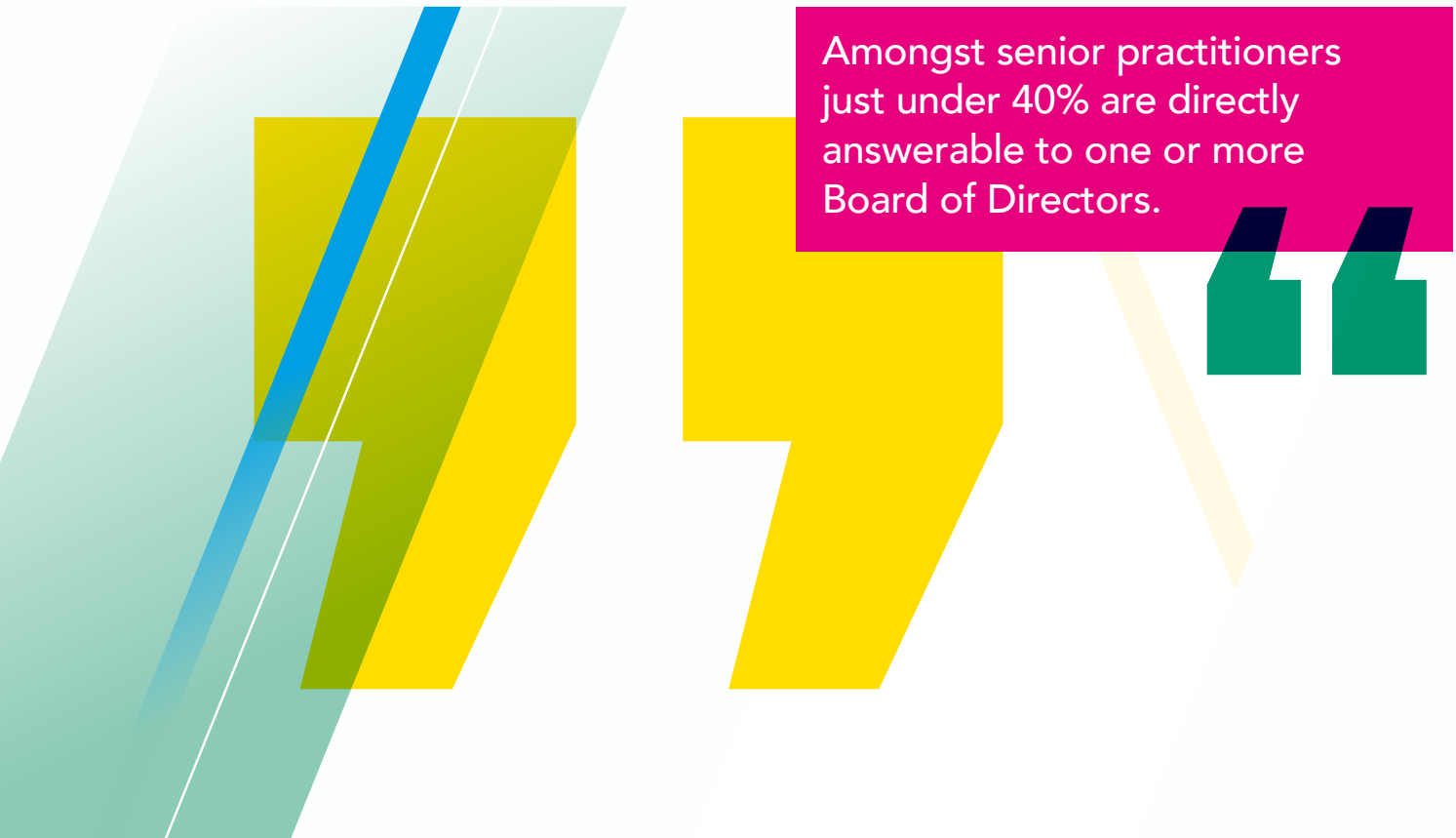
Despite calls for public relations professionals to shift away from tactics towards strategic influence, practitioners are still overwhelmingly engaged in tactical delivery. In both senior and junior roles, 'copywriting and editing' and 'media relations' are the two most commonly undertaken activities.

The activities commonly undertaken are consistent with last year's findings, however there was a significant fall in the number of PR professionals saying they spend most or some of their time on social media relations – this fell from the 5th most commonly undertaken activity to the 9th.

A majority of senior in-house practitioners (59%), consultancy and agency practitioners (57%) and independent practitioners (68%) influence their organisations or clients' overall business strategy.

When asked if they are directly responsible for business strategy these figures drop significantly – 4% for senior in-house practitioners, 23% for consultancy and agency practitioners and 16% for independent practitioners.

Under-representation of public relations practitioners at board level was identified as the second biggest challenge facing the profession (down from first place in the previous two years). Less than 1 in 10 (9%) of respondents in senior roles are executive members of a Board (compared to 11% in 2018) and 5% are non-executive members (up slightly from 2018). Amongst senior practitioners just under 40% are directly answerable to one or more Board of Directors.



Amongst senior practitioners just under 40% are directly answerable to one or more Board of Directors.



# 01 EMPLOYMENT DEMOGRAPHICS



# EMPLOYMENT DEMOGRAPHICS

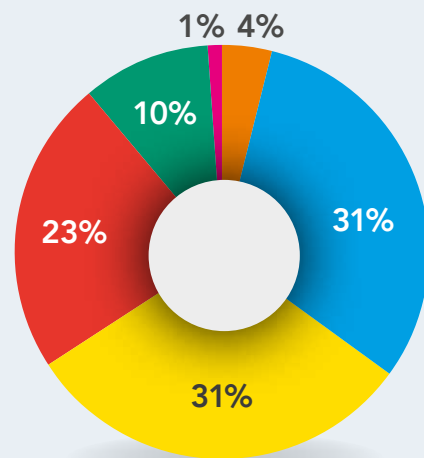
This section explores the PR population by age, gender, region and education. The issue of social mobility was explored via private education. This section examines the split between in-house and agency practitioners as well as their role, level of seniority and years of experience.

The ONS data research from the previous year's research showed there were around **71,000 practitioners working in public relations in 2016**. The profession has continued to grow so it can be assumed this figure is now higher.

Of the 1,503 responses, 138 were retired or students and not currently working in public relations and 263 respondents partially completed the survey. 50% of those who responded they no longer worked in PR had recently left the sector for either a break in career to work in other sectors entirely.

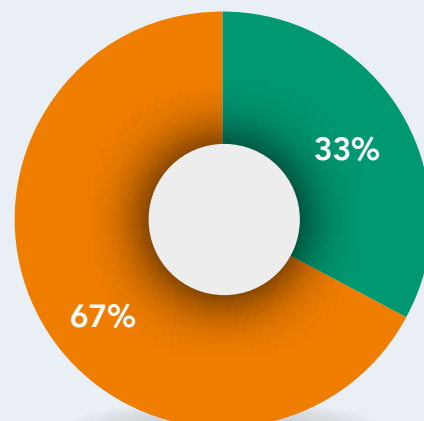
## Age Group %

- 16 to 24 = 4%
- 25 to 34 = 31%
- 35 to 44 = 31%
- 45 to 54 = 23%
- 55 to 64 = 10%
- Over 64 = 1%



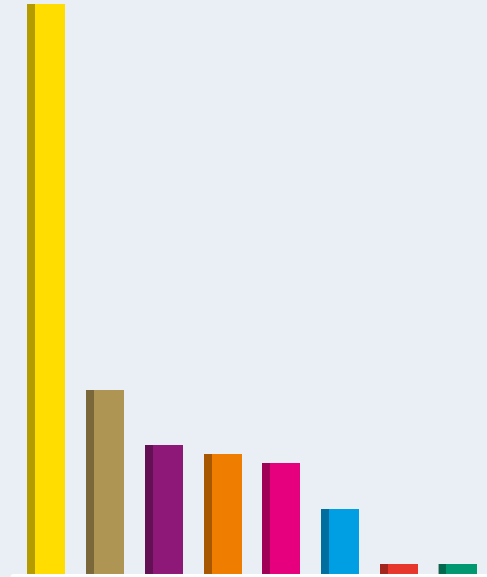
## Gender

- Male 33%
- Female 67%



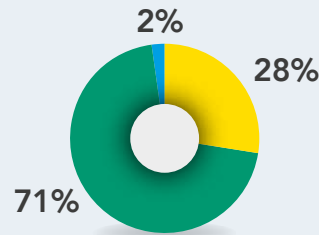
### Educational background

- I have an undergraduate degree in a subject other than public relations or communications **62%**
- I have a Masters degree in a subject other than public relations or communications **20%**
- I have an undergraduate degree in public relations or communications **14%**
- I have a Masters degree in public relations or communications **13%**
- I have another university qualification **12%**
- I do not have a higher education qualification **7%**
- I have a Doctorate/PHD in a subject other than public relations or communications **1%**
- I have a Doctorate/PHD in public relations or communications **1%**



### Attendance at fee-paying school

- Yes **28%**
- No **71%**
- Don't know / Prefer not to say **2%**



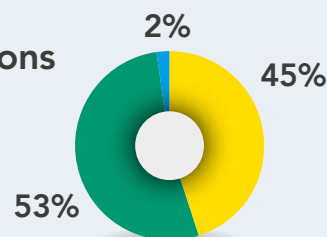
### Attendance at fee-paying school by age group

AGE	YES	NO	DON'T KNOW
Over 64	34%	64%	2%
55 to 64	34%	64%	2%
45 to 54	28%	70%	3%
35 to 44	21%	77%	2%
25 to 34	30%	69%	1%
16 to 24	33%	65%	2%

These figures show that PR professionals over the age of 55 and under the age of 25 are most likely to have attended a fee-paying school. This trend suggests that public relations may be disproportionately represented by privately educated professionals for years to come.

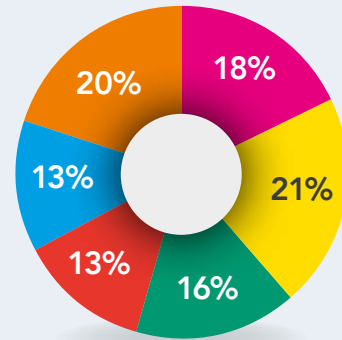
### Professional qualification in public relations

- Yes **45%**
- No **53%**
- Don't know **2%**



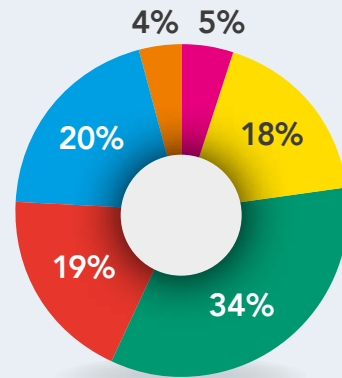
### Years in PR

● 0-4	18%
● 5-8	21%
● 9-12	16%
● 13-16	13%
● 17-20	13%
● 21+	20%



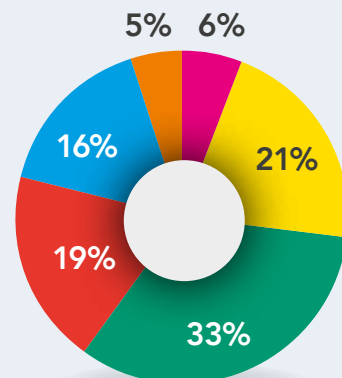
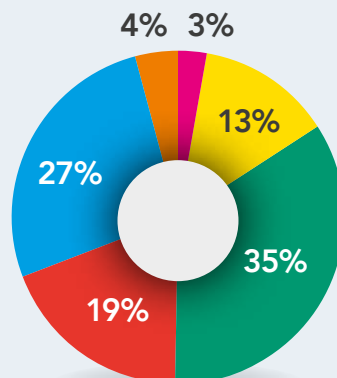
### Seniority

ROLE	%
● Assistant/Executive	5%
● Officer	18%
● Manager	34%
● Head of Communications/Associate Director	19%
● Director/Partner/Managing Director	20%
● Other	4%



### Seniority by gender

ROLE	MALE	FEMALE
● Assistant/Executive	3%	6%
● Officer	13%	21%
● Manager	35%	33%
● Head of Communications/Associate Director	19%	19%
● Director/Partner/Managing Director	27%	16%
● Other	4%	5%



# 02 THE PROFESSION



# THE PROFESSION

The growth in the profession continues from previous years with agencies/consultancies and in-house teams more likely to have grown or remained stable in the last year than those that have reduced in size. This is despite a backdrop of economic uncertainty and points to a recognition of the value of public relations amongst businesses. The challenges to the profession remain largely

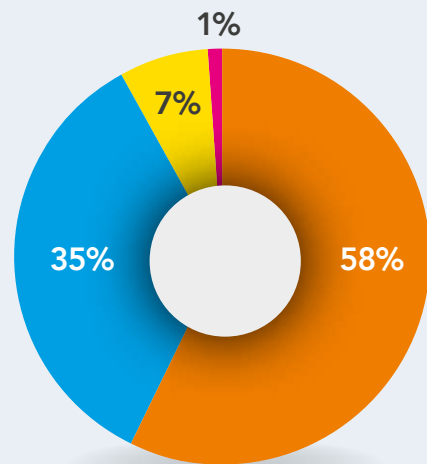
the same from the previous year with the changing social and digital landscape now seen as the biggest challenge that practitioners face.

This section also reveals where public relations is practised geographically, as well as the types of organisation practitioners work for.

## RECRUITMENT

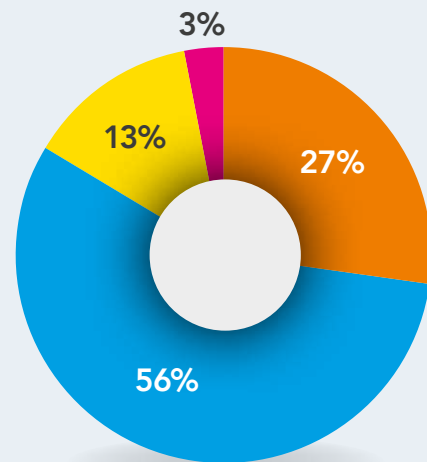
### Agency/consultancy recruitment

STATUS	%
● Growing	58%
● Stable	35%
● Reducing in size	7%
● I don't know	1%



### Department recruitment

STATUS	%
● Growing	27%
● Stable	56%
● Reducing in size	13%
● I don't know	3%



## CHALLENGES FACING THE INDUSTRY

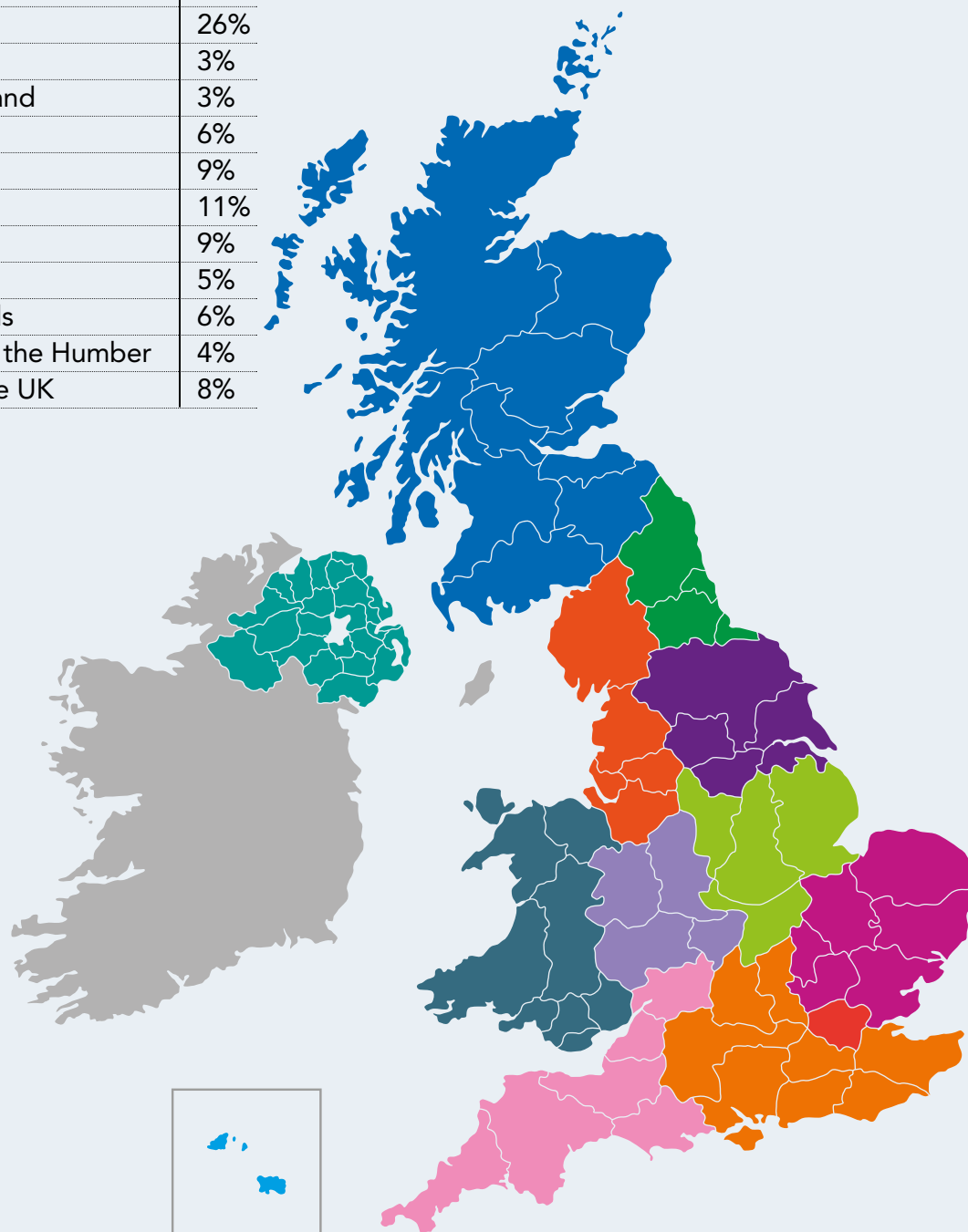
RANK	ITEM
1	Changing social and digital landscape
2	Under-representation of public relations practitioners at board level
3	Not being seen as a professional discipline
4	An expanding skill set required of professionals
5	Convergence with other disciplines
6	Unethical public relations practice
7	Emergence of fake news
8	Lack of analytical skills
9	Lack of diversity amongst PR professionals
10	A lack of collective self-belief and confidence
11	Automation/Artificial Intelligence

### Last year's challenges

1. Under-representation of public relations practitioners at board level
2. Changing social and digital landscape
3. Unethical public relations practice
4. An expanding skill set required of professionals
5. Not being seen as a professional discipline

## Workplace region

REGION	%
• Channel Islands	2%
• East of England	5%
• East Midlands	4%
• London	26%
• North East	3%
• Northern Ireland	3%
• North West	6%
• Scotland	9%
• South East	11%
• South West	9%
• Wales	5%
• West Midlands	6%
• Yorkshire and the Humber	4%
• Outside of the UK	8%

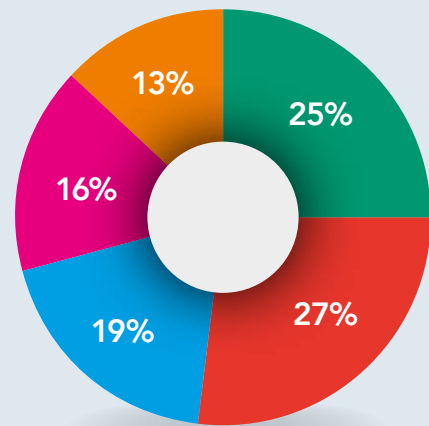




## Organisation type

### CURRENT EMPLOYMENT

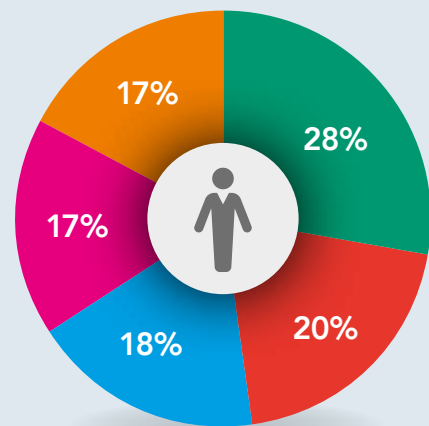
	%
I work in-house in the private sector	25%
I work in-house in the public sector	27%
I work in-house for a not-for-profit organisation / NGO	19%
I work in a consultancy / agency	16%
I am an independent practitioner	13%



## Organisation type by gender – men

### RESPONSE

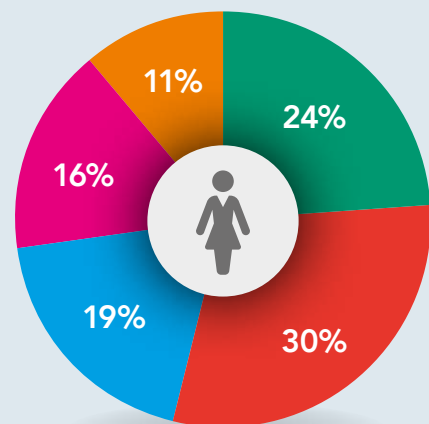
	%
I work in-house in the private sector	28%
I work in-house in the public sector	20%
I work in-house for a not-for-profit organisation / NGO	18%
I work in a consultancy/agency	17%
I am an independent practitioner	17%



## Organisation type by gender – women

### RESPONSE

	%
I work in-house in the private sector	24%
I work in-house in the public sector	30%
I work in-house for a not-for-profit organisation / NGO	19%
I work in a consultancy/agency	16%
I am an independent practitioner	11%



## Workplace region by organisation type

REGION	IN-HOUSE PRIVATE SECTOR	IN-HOUSE PUBLIC SECTOR	IN-HOUSE NOT FOR PROFIT ORGANISATION / NGO	CONSULTANCY / AGENCY	INDEPENDENT PRACTITIONER
Outside the UK	38%	17%	7%	20%	18%
Yorkshire and Humber	20%	29%	10%	29%	12%
West Midlands	23%	29%	19%	19%	10%
Wales	13%	36%	27%	15%	9%
South West	21%	35%	20%	14%	9%
South East	21%	31%	12%	13%	22%
Scotland	27%	30%	25%	11%	8%
North West	32%	37%	12%	8%	12%
Northern Ireland	8%	35%	19%	30%	8%
North East	11%	32%	19%	14%	24%
London	32%	18%	25%	15%	10%
East Midlands	17%	21%	19%	27%	15%
East of England	21%	37%	16%	10%	18%
Channel Islands	33%	0%	61%	0%	6%

# 03 SALARY

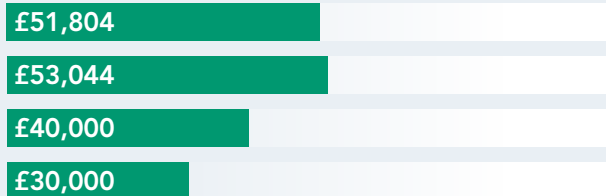


# SALARY

This section examines the average salaries of public relations professionals by age, role, experience, location and organisation type. Although incomes have grown slightly this has been at a slower rate compared to recent years.

## Annual income (including dividends and/or bonuses) before tax

### AVERAGE INCOME

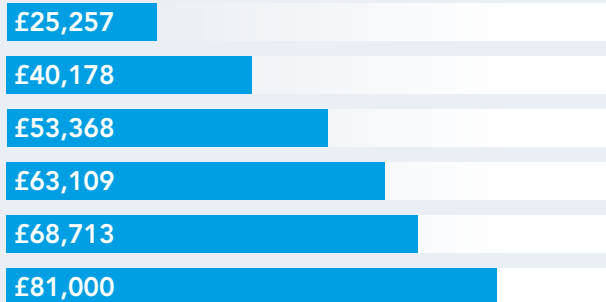


### FORMULA

Average (all)  
Average (full time practitioners only)  
Mode (all)  
Median (all)

## Average annual income by age

### ANNUAL INCOME

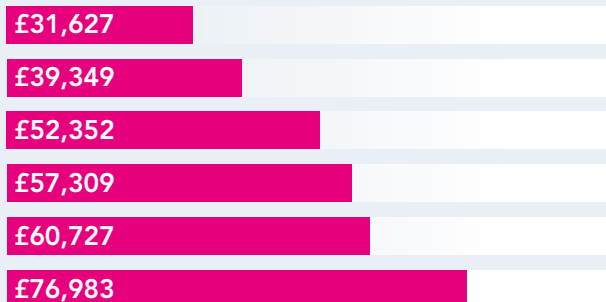


### AGE GROUP

16 to 24  
25 to 34  
35 to 44  
45 to 54  
55 to 64  
Over 64

## Average annual income by years in PR

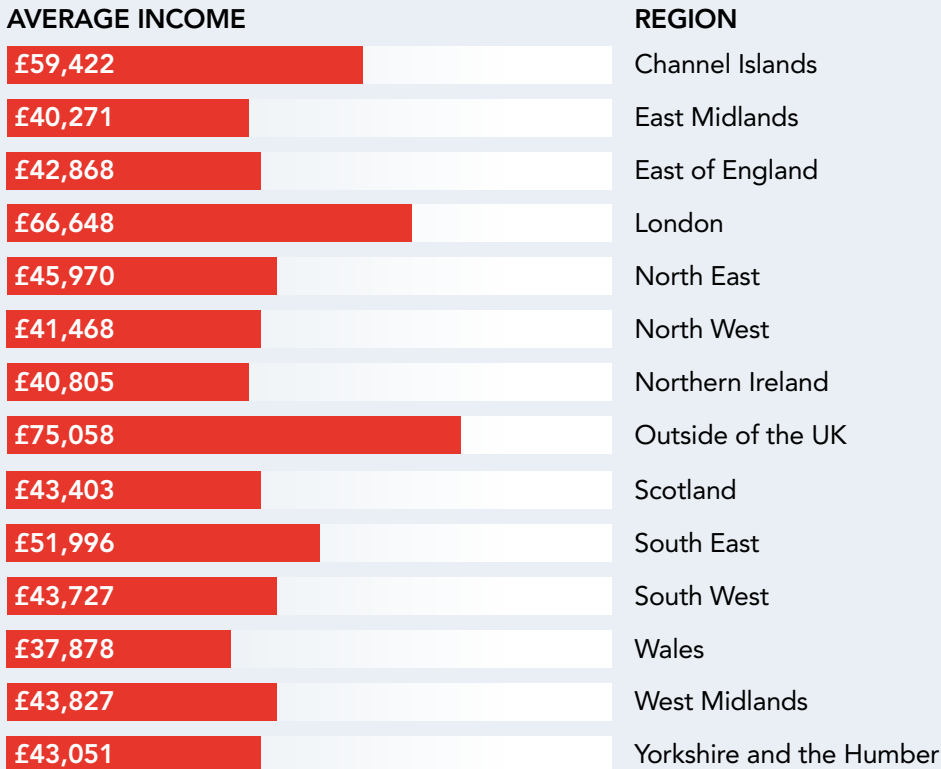
### ANNUAL INCOME



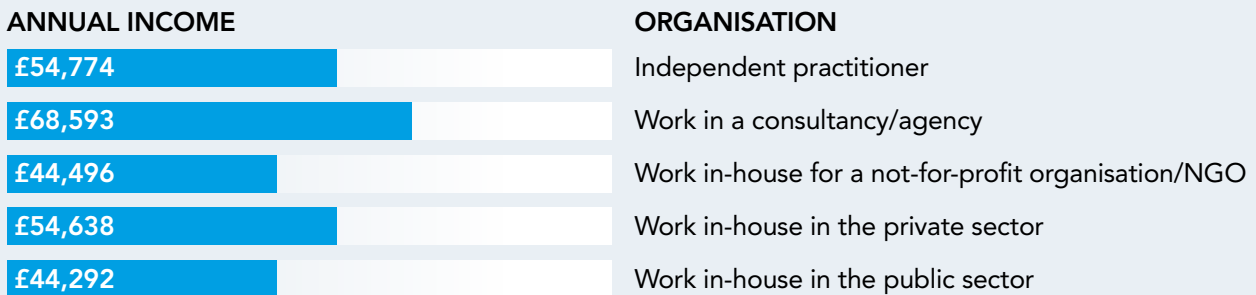
### YEARS IN PR

0 to 4  
5 to 8  
9 to 12  
13 to 16  
17 to 20  
21+

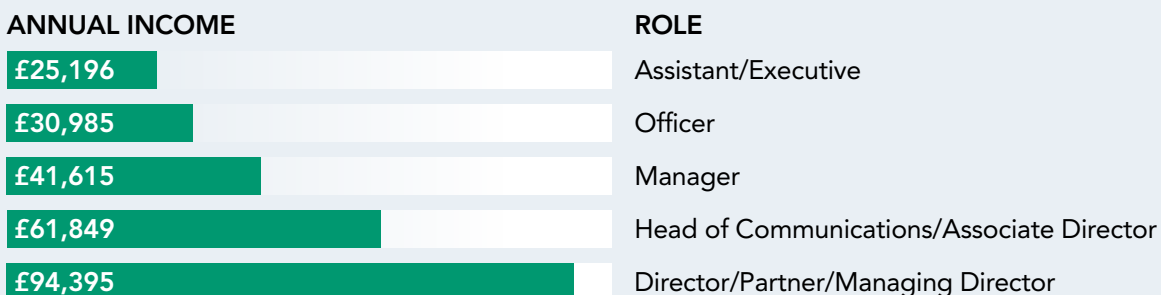
### Average annual income by location



### Average annual income by organisation type



### Average annual income by seniority

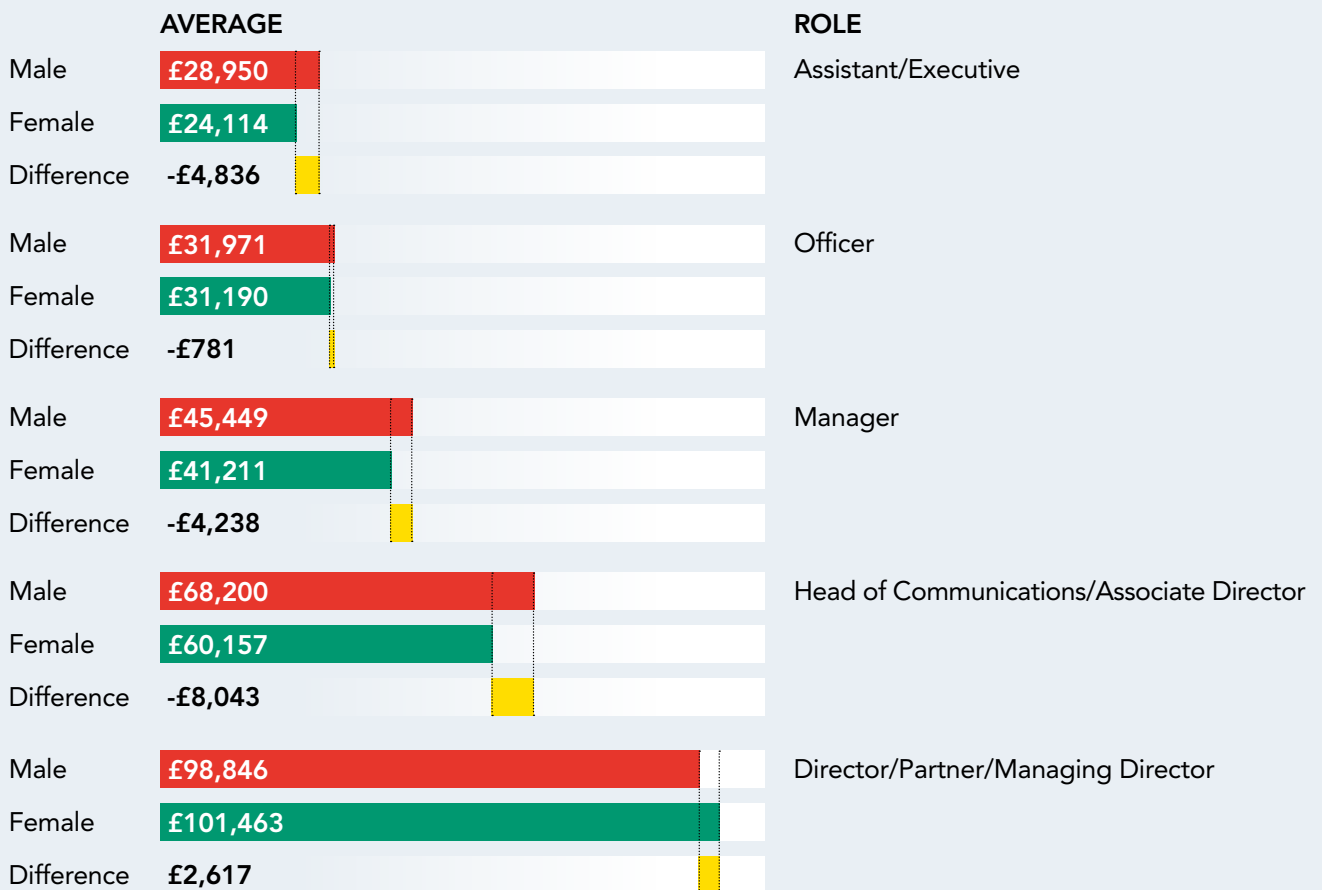


## GENDER PAY GAP

Though PR's gender pay gap persists, this year's data suggests the gap is shrinking. A multiple linear regression model, which factors in the variables including years of experience and seniority, detailed below, has been applied

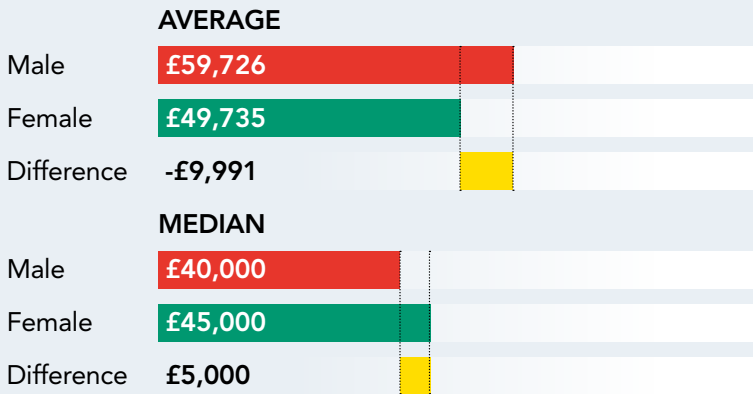
to the income data of those working full-time. This calculation reveals **women working full-time earn £5,202 less per year than men**, which is lower than the £6,725 difference reported in 2018.

### Average annual full-time income by seniority and gender

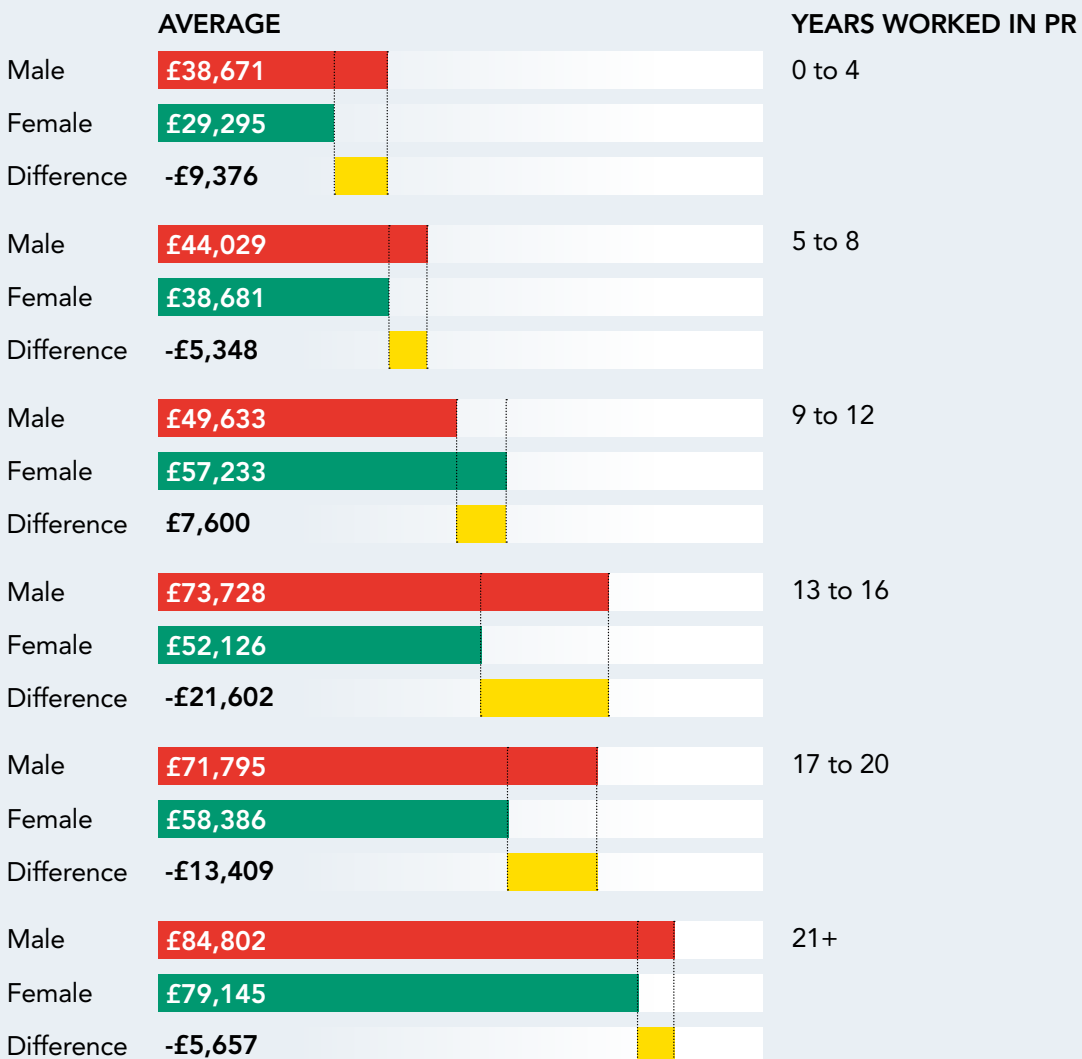


## GENDER PAY GAP CONTINUED

### Annual income by gender (full-time practitioners)



### Average annual income by years worked (full-time practitioners)



# 04 SKILLS, ATTRIBUTES AND KNOWLEDGE





# SKILLS, ATTRIBUTES AND KNOWLEDGE

Respondents were asked to reveal how they spent their time by selecting from a range of specific work activities. Those with a role in recruiting staff were asked which skills, attributes and specialist knowledge they value most when hiring junior and senior staff. The options were developed using

the Global Alliance's 'Global Body of Knowledge' framework. All respondents were also asked to list their strongest skills, attributes and areas of specialist knowledge, and the results compared to see where the biggest gaps are between what employers want and individuals have to offer.

## Public relations activities most commonly undertaken in current job

RANK	ACTIVITY	% OF RESPONDENTS CITING THIS AS A COMMON ACTIVITY	MOVEMENT FROM PREVIOUS YEAR (LAST YEAR'S POSITION)
1	Copywriting and editing	57%	=(1)
2	Media relations	50%	+1 (3)
3	PR programmes/campaigns	47%	-1 (2)
4	Crisis, issues management	42%	+2 (6)
5	Strategic planning	38%	-1 (4)
6	Internal/employee communication	37%	+2 (8)
7	Community and stakeholder relations	35%	=(7)
8	Events, conferences	31%	+1 (9)
9	Social media relations	28%	-4 (5)
10	Management of people, resources	26%	=(10)
11	Marketing	18%	+1 (12)
12	Research, evaluation, measurement	15%	-1 (11)
13	Project, account, client management	15%	=(13)
14	Public affairs	13%	=(14)
15	Defining mission/values, corporate governance	9%	=(15)
16	Technical/digital (exc social media)	6%	=(16)
17	Financial, investor relations	4%	=(17)

Social media relations fell by four places from 5th to 9th. Crisis, issues management climbed from 6th place last year to 4th place this year. Internal communications jumped from 8th place last year to 6th place this year.

**Senior roles – manager, head, associate director,  
managing director, partner**

RANK	RESPONSE	%
1	Copywriting and editing	50%
2	Media relations	48%
3	PR programmes/campaigns	48%
4	Strategic planning	46%
5	Crisis, issues management	45%

**Junior roles – intern, trainee,  
executive, assistant, officer**

RANK	ACTIVITY	%
1	Copywriting and editing	73%
2	Media relations	58%
3	Social media relations	45%
4	PR programmes/campaigns	45%
5	Events, conferences	41%

## SENIOR PRACTITIONERS

### PERCEIVED STRONGEST SKILLS AND EXPERIENCE

Copywriting and editing	55%
Strategic planning	51%
Crisis, issues management	45%
Media relations	45%
PR programmes/campaigns	42%

### SKILLS MOST VALUED BY RECRUITERS

Strategic Planning	70%
Management of people, resources	69%
Crisis, issues management	57%
PR programmes/campaigns	42%
Research, evaluation, measurement	31%

### PERCEIVED STRONGEST ATTRIBUTES

Strategic thinking	61%
Problem solving	40%
Emotional intelligence	39%
Writing ability	38%
Creativity	32%

### ATTRIBUTES MOST VALUED BY RECRUITERS

Strategic thinking	91%
Problem solving	48%
Emotional intelligence	41%
Active, critical listening	30%
Oral communication and presentation	26%

### PERCEIVED STRONGEST AREAS OF PROFESSIONAL KNOWLEDGE

Research, planning, implementation, evaluation	57%
Crisis communications management	48%
Business acumen	39%
Media and social channels, use of technology	38%
Communication models and theories	26%

### SPECIALIST KNOWLEDGE MOST VALUED BY RECRUITERS

Research, planning, implementation, evaluation	70%
Business acumen	58%
Crisis communications management	57%
Media and social channels, use of technology	31%
Communication models and theories	27%

## JUNIOR ROLES

PERCEIVED STRONGEST SKILLS AND EXPERIENCE		SKILLS MOST VALUED BY RECRUITERS	
Copywriting and editing	67%	Copywriting and editing	82%
Media relations	44%	Social media relations	62%
Social media relations	38%	Media relations	52%
PR programmes/campaigns	37%	PR programmes/campaigns	42%
Internal/employee communication	31%	Research, evaluation, measurement	28%

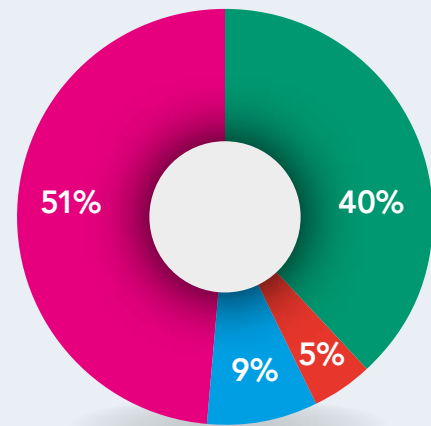
PERCEIVED STRONGEST ATTRIBUTES		ATTRIBUTES MOST VALUED BY RECRUITERS	
Writing ability	49%	Attention to detail	58%
Attention to detail	41%	Writing ability	56%
Creativity	39%	Creativity	46%
Strategic thinking	38%	Emotional intelligence	28%
Emotional intelligence	37%	Problem solving	26%

PERCEIVED STRONGEST AREAS OF PROFESSIONAL KNOWLEDGE		SPECIALIST KNOWLEDGE MOST VALUED BY RECRUITERS	
Research, planning, implementation, evaluation	60%	Research, planning, implementation, evaluation	70%
Something else	55%	Business acumen	58%
Crisis communications management	28%	Crisis communications management	57%
Communication models and theories	27%	Media and social channels, use of technology	31%
Business acumen	13%	Communication models and theories	27%

## SENIOR PRACTITIONER RESPONSIBILITIES

### Senior practitioner board level responsibilities

RESPONSIBILITY	%
● I am directly answerable to one or more Boards of Directors	40%
● I am a non-executive member of a Board of Directors	5%
● I am an executive member of a Board of Directors	9%
● None of the above	51%



### Responsibilities of senior in-house practitioners

	I AM RESPONSIBLE FOR	I INFLUENCE BUT I AM NOT RESPONSIBLE FOR	I DO NOT INFLUENCE
The marketing budget	27%	40%	34%
The public relations budget	48%	38%	14%
Other budgets in the organisation	23%	36%	41%
The communication strategy	62%	36%	2%
The organisations' business strategy	4%	59%	37%

## SENIOR PRACTITIONER RESPONSIBILITIES

### Responsibilities of senior consultancy/agency practitioners

	I AM RESPONSIBLE FOR	I INFLUENCE BUT I AM NOT RESPONSIBLE FOR	I DO NOT INFLUENCE
The organisation's budget	39%	36%	26%
Client marketing budgets	30%	49%	21%
Client public relations budgets	46%	43%	11%
Client communication strategies	69%	30%	1%
The organisation's business strategy	40%	46%	14%
Client business strategies	27%	57%	16%

### Responsibilities of independent practitioners

	I AM RESPONSIBLE FOR	I INFLUENCE BUT I AM NOT RESPONSIBLE FOR	I DO NOT INFLUENCE
Client marketing budgets	16%	48%	36%
Client public relations budgets	24%	58%	18%
Client communication strategies	55%	43%	2%
Client business strategies	16%	68%	16%

# 05 STRESS AND HEALTH

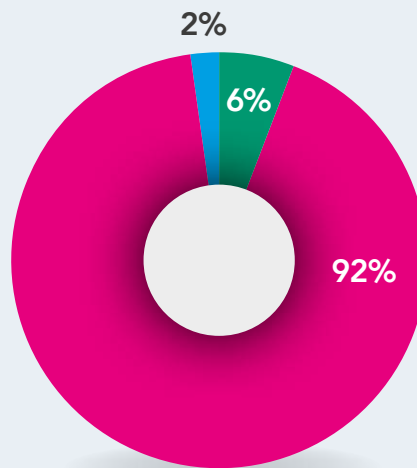


A series of questions were developed with the mental health charity, Mind, to explore the reported increase in PR professionals experiencing a mental health issue. This exercise saw the separation of issues related to stress and mental health conditions. These issues were explored further by seniority and organisation type, as well as time taken off work as a result.

The results point to a profession which is not only stressful to work in, but fails to provide support to those living with a mental health condition. The data also suggests public relations plays an active role in damaging the mental health of practitioners.

### Physical disability

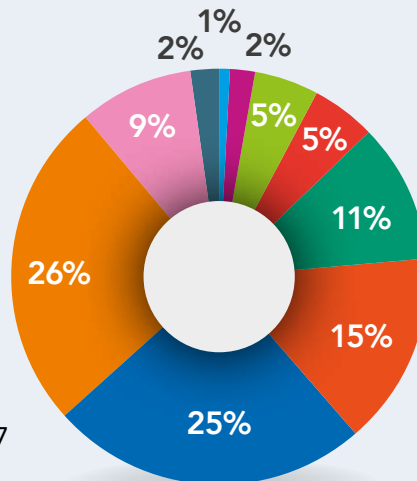
RESPONSE	%
Yes	6%
No	92%
Prefer not to say	2%



### Stressfulness of job (rating 1 lowest to 10 highest)

RESPONSE	%
1	1%
2	2%
3	5%
4	5%
5	11%
6	15%
7	25%
8	26%
9	9%
10	2%

Average rating: 6.7





### Stressfulness of job by seniority

AVERAGE RATING	ROLE
5.9	Assistant/Executive
6.4	Officer
6.7	Manager
7.3	Head of Communications/Associate Director
6.8	Director/Partner/Managing Director

### Stressfulness of job by organisation type

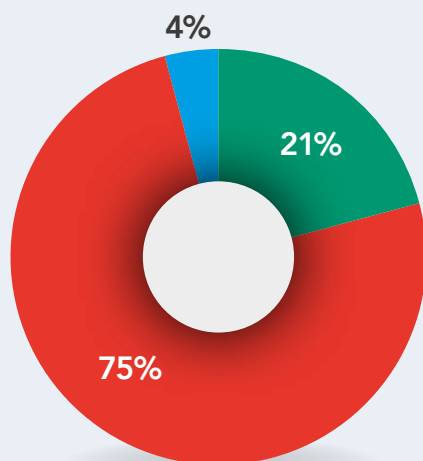
ORGANISATION	PROPORTION OF RESPONDENTS RATING STRESSFULNESS OF WORK AT 7+
I work in-house in the private sector	64%
I work in-house in the public sector	67%
I work in-house for a not-for-profit organisation / NGO	59%
I work in a consultancy/agency	73%
I am an independent practitioner	44%

## Factors making jobs stressful

FACTOR	% OF RESPONDENTS CITING AS A CAUSE OF WORKPLACE STRESS
Heavy/unmanageable workload	59%
Unrealistic deadlines or expectations from colleagues	46%
Unsociable hours/'always on' culture	32%
Unrealistic deadlines or expectations from clients	32%
Conflicting responsibilities	28%
Lack of clarity about role	27%
Unfair distribution of work	21%
Under-utilisation of skills/boring or repetitive work	20%
Poor supervision	19%
Limited influence over role (including performance targets)	18%
Something else	14%
Job insecurity	12%
Excessive travel time	12%
Inflexible schedule	6%

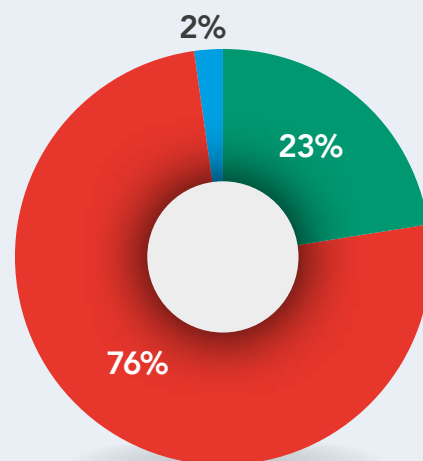
## Diagnosed mental health condition

RESPONSE	%
Yes	21%
No	75%
Prefer not to say	4%



## Absence from work on the grounds of stress, anxiety or depression

RESPONSE	%
Yes	23%
No	76%
Prefer not to say	2%

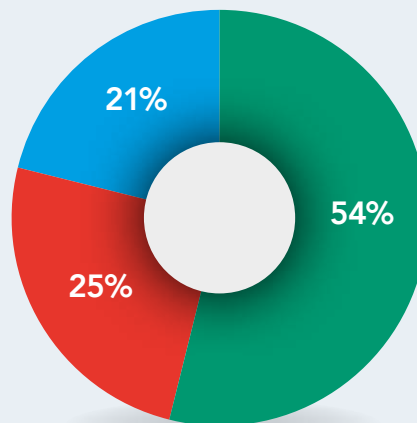


### Absence from work on the grounds of stress, anxiety or depression by organisation

ORGANISATION TYPE	YES	NO	PREFER NOT TO SAY
Independent Practitioner	21%	79%	1%
Consultancy/agency	18%	81%	1%
In-house not-for-profit / NGO	23%	74%	3%
In-house public sector	24%	74%	2%
In-house private sector	24%	75%	2%

### Workplace mental-health policy

RESPONSE	%
Yes	54%
No	25%
Don't know	21%

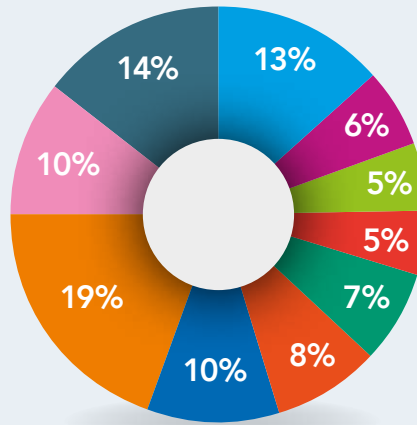


### Workplace mental-health policy by organisation type

ORGANISATION TYPE	YES	NO	DON'T KNOW
Consultancy/agency	23%	49%	29%
In-house not for profit organisation/NGO	45%	26%	29%
In-house public sector	74%	11%	15%
In-house private sector	59%	25%	16%

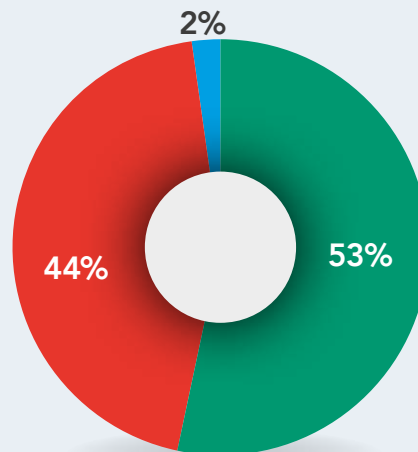
### Rating of contribution of work to diagnosed condition

RESPONSE	%
1	13%
2	6%
3	5%
4	5%
5	7%
6	8%
7	10%
8	19%
9	10%
10	14%



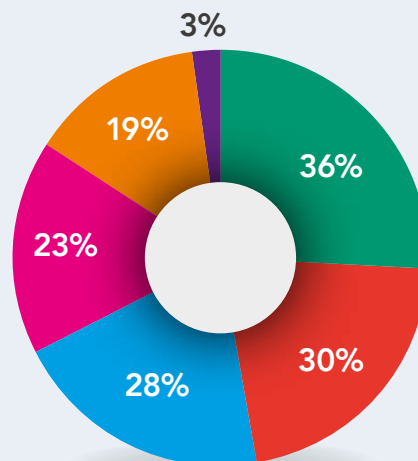
### Discussed mental health concerns with manager

RESPONSE	%
Yes	53%
No	44%
Don't know / prefer not to say	2%



### Result of discussing mental health concerns with manager

RESPONSE	%
Counselling	36%
Other	30%
Time off	28%
Nothing	23%
Work re-allocation	19%
Training	3%

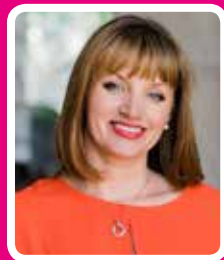


The *State of the Profession* survey places a renewed spotlight on increased reporting of mental issues in the PR industry. Whatever is driving the increase – be it a greater willingness to talk about mental health or a previously hidden truth about our sector – we can say with certainty that this comes at a huge human and financial cost to our business.

The CIPR Health group calls on employers to do more to recognise, support and nurture the mental health needs of their employees. Talk openly about mental health and act today to adapt the work environment to meet the needs of staff.

It is in everyone's best interests to support good mental and physical health: a happier and healthier workforce will be more productive, have reduced sickness and retain skilled talent. We owe it to ourselves to look after each other.

Rachel Royall  
Chart.PR MCIPR,  
Chair of CIPR Health



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# 06 DIVERSITY



# DIVERSITY

Year after year PR professionals reveal their belief that public relations is more effective when practiced by diverse teams. Despite this, **the profession is becoming less diverse, both in terms of its ethnicity and sexuality.**

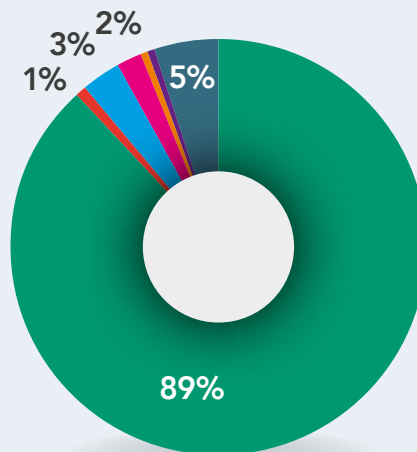
The vast majority (92%) of practitioners classify themselves as white, compared to 88% in 2015. This year 89% of practitioner respondents identified as heterosexual, up from 85% the previous year.

## Practitioner ethnicity

ETHNICITY	%
English/Welsh/Scottish/Northern Irish/British	81%
Irish	3%
Gypsy or Traveller	<1%
Any other White background	7%
White and Black Caribbean	<1%
White and Asian	<1%
Any other Mixed/Multiple ethnic background	<1%
Indian	2%
Pakistani	<1%
Any other Asian background	<1%
African	<3%
Caribbean	<1%
Any other Black/African/Caribbean background	<1%
Arab	<1%
Any other ethnic group	<1%

## Sexual orientation

RESPONSE	%
Heterosexual	89%
Lesbian	1%
Gay	3%
Bisexual	2%
Asexual	<1%
Other	<1%
Prefer not to say	5%



“The PR industry agrees that diversity is important for attracting the best talent to bring fresh thinking, creativity and insights into new audiences, but our actions speak louder than our words. And our actions are building a profession of white public school alumni; we are less diverse than we’ve been for the past five years, with 92% of our industry being white and nearly one in three practitioners (28%) coming from fee paying schools, compared to only 16% in 2015.

Who can make our industry a fairer place where there is opportunity for all? You! Every manager, every employee, every agency leader – we all need to challenge outdated and bias recruitment and retention policies. We are all responsible for shaping the future of our industry by establishing workplace cultures in which all talent is judged fairly and given an equal opportunity for progression. Without those inside changing the status quo, those outside will remain locked out and our profession will be the poorer for it.

Avril Lee MCIPR,  
Chair of the CIPR Diversity  
and Inclusion Forum





## ABOUT CIPR

The Chartered Institute of Public Relations (CIPR) was founded in 1948, the CIPR is the Royal Chartered professional body for public relations practitioners in the UK and overseas. The CIPR is the largest membership 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 CHALKSTREAM

Chalkstream specialises in in-depth, intelligent reputation and market research for education and membership body/trade association clients.

Our work involves secondary and primary research exploring attitudes, awareness and behaviours among diverse groups. We turn expert research design, first-class fieldwork and powerful analysis into clear, straightforward, practical recommendations that drive intelligent decision-making.

Current and former clients include NATO, City & Guilds Group, Association of Colleges, National Union of Students, Association of School and College Leaders, ZSL, University of Sussex, the UK Government.



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