



Women in construction PR: 2018 snapshot

September 2018

Contents

1. Executive summary

2. Background

3. Methodology

4. Research findings

5. Recommendations

6. Bibliography

7. Appendices

1. Executive Summary

Perceptions of industry culture

Perceptions of the culture within the construction / property PR sector are somewhat negative. Most women (76%) felt there is a macho culture within the construction / property PR industry. Less than half (38%) believe the construction / property industry is an attractive place for women to work, and just 14% believe men and women are treated equally. The overall consensus is the industry is old-fashioned, traditional and slow to adapt, but the sector is definitely changing for the better.



Career progression

On the positive side, most women said it has not been difficult to progress their career in construction / property PR. For the minority that felt it has been difficult to progress their careers, the biggest barriers to development were felt to be a lack of opportunities to advance their careers and a lack of company investment in PR and marketing. Most women (89%) agree there are a wide range of interesting projects to work on in the sector.



Gender issues

Respondents felt there are some gender issues in construction / property PR. A large proportion (61%) reported experiencing unconscious bias, i.e. attitudes and stereotypes that influence judgement, decision-making and behaviour in ways that are outside of conscious awareness and/or control.

Nearly half (48%) agreed that it is easier for men than women to progress their careers in construction / property PR. This should be put into context with the results above, where most women said it has not been difficult to progress their careers.



Despite feeling it is easier for men than women to progress their careers, over half of the respondents (53%) said they do not feel they have had to adapt their personality to get by in their sector. This is an issue that has been reported among women in engineering.¹

Flexible working

Views on flexible working in the construction / property industry, and the PR industry in general, are somewhat mixed. Only 29% of respondents agreed a flexible working culture exists in the construction / property sector. Asked about the flexible working culture in their own company, however, there was more agreement that flexible working exists.



Most of the sample (88%) felt women would be attracted back into industries they have left if more flexible working was made available.

Mentoring and sponsorship

The survey participants overwhelmingly reported a lack of mentors and sponsors with 80% of respondents saying they do not have a mentor or a sponsor. Respondents most commonly reported they do not know how to find one with over half (54%) saying they would like a mentor or sponsor.



Gender equality networks

Most of the women in the sample said their organisation does not have a women's staff network group (63%). There was agreement, however, that gender equality networks help organisations support women in the workforce (44% agreed with this statement).



Leadership training

A high number of respondents agreed it would be helpful to train senior leaders on unconscious bias and how to work more inclusively (62%).



¹ Young & Finegold (2017), Stay or go – the experiences of female engineers in early career. Published by the IMechE

Pride

The majority of women are proud to work in the construction / property PR sector. Three quarters (77%) of the sample felt proud to work within this sector, with similarly high numbers (67%) recommending a career in construction / property PR to other women.



A qualitative examination of the open text responses to how more women can be attracted to the industry, revealed six themes:

- Flexible working
- Gender balance
- Equal opportunities and diversity
- Change attitudes and behaviour
- More job opportunities
- Better public image

Regression analysis

Regression analysis is a statistical technique that assesses the relative importance of multiple predictor (independent) variables in predicting the outcome of the variable you are interested in (the dependent variable). For example, it examines how factors such as 'perceived flexible working cultures' and 'perceptions the industry has a bad reputation' (independent or predictor variables) influence the extent to which people would recommend a career in construction / property PR to other women (dependent or outcome variable).

Two regression analyses were carried out – one using 'pride' as the dependent variable and one using 'recommending a career to other women' as the dependent variable.

Of the variables tested in the regression analysis, the following were significant in predicting the level of pride the respondents felt to work in the construction / property PR industry:

- Working on interesting projects
- Perceived flexible working cultures
- Feeling the industry is an attractive place for women to work
- Perceived bad reputation
- Perceived 'macho' culture
- Experiencing unconscious bias

Of the variables tested, the following were significant in predicting the recommending of a career in construction / property PR to other women:

- Perceiving the industry as an attractive place for women to work
- Feeling it is difficult to progress their career in the industry
- Perceived flexible working cultures (and the extent these would attract women back to work)
- Perceptions it is easier for men to progress in the industry
- Perceptions the industry has a bad reputation

Emerging Challenges

Telephone interviews with a smaller group of participants provided extra insight into the key themes emerging from the survey results.

Flexible working

Interviewees thought gender imbalance within the industry was the main reason the sector has been slow to adapt to flexible working. The most common needs for flexible working were flexible hours and remote working.

Industry reputation

Feelings were mixed over whether the industry's reputation is good or bad. A strong recurring theme was for the industry to 'shout' more about the great things it is doing and the exciting projects it offers.

Unconscious bias

The women interviewed were more often than not the 'only woman in the room'. A common theme that emerged was 'conscious bias', where women were subjected to jokes about 'making the coffee' or 'making the sandwiches'.

Feeling proud

The interviewees reported pride at being involved in an industry that is shaping the world around us. They also reported pride in helping to make a positive change in the sector.

Mentoring

Informal mentoring relationships tended to be more common than formal ones. Interviewees commonly identified time as a barrier to taking part in mentoring schemes. A recurring theme was companies and professional bodies like CIPR and CIMCIG (Chartered Institute of Marketing Construction Industry Group) should help facilitate mentoring schemes.

Recommendations

The research findings indicate five key areas where CAPSIG could support women working in property / construction PR and marketing:

1. Promote and encourage flexible working
2. Support the sector to promote and provide women's staff network groups
3. Support the sector to promote a positive image
4. Launch a mentoring scheme
5. Provide a service to help members address challenges



2. Background

This study explored the opinions and experiences of women working in all types of communication and marketing roles, across the construction and property industries.

There is a strong body of research on women working in construction. But this is the first time a study has been carried out with the 'niche' group of women who work in construction PR.

The aim of the study was to build on existing women in construction research, as well as complement the CIPR's existing research on gender in PR.²

The latest figures show women make up just 12% of the construction sector workforce.³ Women hold only 13% of executive roles in the construction industry.⁴

Studies⁵ have shown the construction and property industries must tackle many issues to improve workforce gender balance. These include:

- Breaking down gender-stereotypes and changing perceptions about roles usually seen as 'for men'
- Tackling a perceived 'macho' culture
- Tackling hostile and discriminatory behaviour against women
- Addressing a lack of welfare facilities
- Improving the industry's image
- Creating an inclusive culture
- Raising the profile of women already working in the sector

This study examined whether experiences and opinions were similar or different to those highlighted in studies of women working in the wider construction and property industries.

The study also investigated the skills required for construction PR. It looked at whether an extra level of technical expertise is needed in construction PR and marketing jobs.

²State of the Profession (CIPR, 2018); and PR and Pay Equality (Jungle Green, 2017)

³Source: ONS data (2018)

⁴Women Count 2018 (The Pipeline, 2018)

⁵Various studies were reviewed in the course of carrying out this research and are referenced in the bibliography

3. Methodology

The research was carried out for CAPSIG by JFG Communications Ltd, a boutique agency specialising in stakeholder engagement, public affairs, research, and gender diversity for the transport and infrastructure sectors.

It was designed to gather the views of as many women as possible working in all types of communications and marketing roles within the built environment, construction and property industries, including agencies and consultancies serving clients in those sectors.

Quantitative

The quantitative research was carried out by an anonymous online survey.

The survey findings are reported as percentages of total respondents and/or as the number of responses (n).

The study surveyed 163 women between February and April 2018 with almost all based in the UK. Survey respondents were most commonly located in London (n = 63). The most common age range of respondents was 25-34 years (n=62). (See data tables 1 and 2 in appendix 1).

Most of the sample were educated to degree level (n = 121, 74.2%), with most degrees in a subject other than public relations, communications or built environment (n = 102, 62.6%). (See data table 3, in appendix 1).

The women sampled mainly worked across a range of built environment industries, with construction being the most common. Many respondents mainly worked in more than one built-environment industry (see table 4 in appendix 1). Respondents most commonly worked in-house in private sector companies (see table 5 in appendix 1). The most common level of seniority was manager (see table 6 in appendix 1).

Participants were recruited on a self-selection basis. The survey was promoted to CAPSIG members and on social media. Industry bodies such as the National Association of Women in Construction, the Public Relations and Communications Association and CIMCIG also promoted the survey to their members.

This report includes a selection of data tables. The full set of data tables is available on request. Raw data is not available as the survey was carried out anonymously.

Qualitative

This aspect of the research consisted of two stages. Survey respondents were asked if they would be willing to take part in a telephone interview to explore some of the issues in more depth.

Just over one-quarter of respondents said they would be willing to take part in a follow-up interview (n=43). In-depth interviews were carried out with a random sample of these respondents (n=10).

The ten interviews took place by telephone. The researcher used an interview script, but there were opportunities to explore issues in more depth with free-flowing conversation.

The interview transcripts were analysed to identify common themes.

The interviews were confidential and all findings are presented anonymously.



4. Research findings

Quantitative

4.1 Reasons for working in construction PR

Those who took part were asked what led them to specialise in PR, marketing or communications for the construction, property or other built environment sectors. Interestingly, the most common reason was women had ended up working in this sector by accident. Almost half of survey respondents selected this option. (See table 7 in Appendix 2).

4.2 Skills needed for working in property or construction PR and marketing

The study investigated the skills required for working in construction PR. Survey participants were asked whether they had undertaken any sector specific training, in addition to PR training. The majority of respondents said they had not done any sector specific training (81%).

Some said they had been on construction related courses provided by their employer (12%). Seven per cent of the sample were CSCS (Construction Skills Certification Scheme) card holders. (See table 8 in Appendix 2).

The majority of the survey respondents (67%) had not joined any sector specific networks such as CAPSIG or CIMCIG. (See table 9 in appendix 2).

4.3 Opinions and experiences of women working in construction PR and marketing

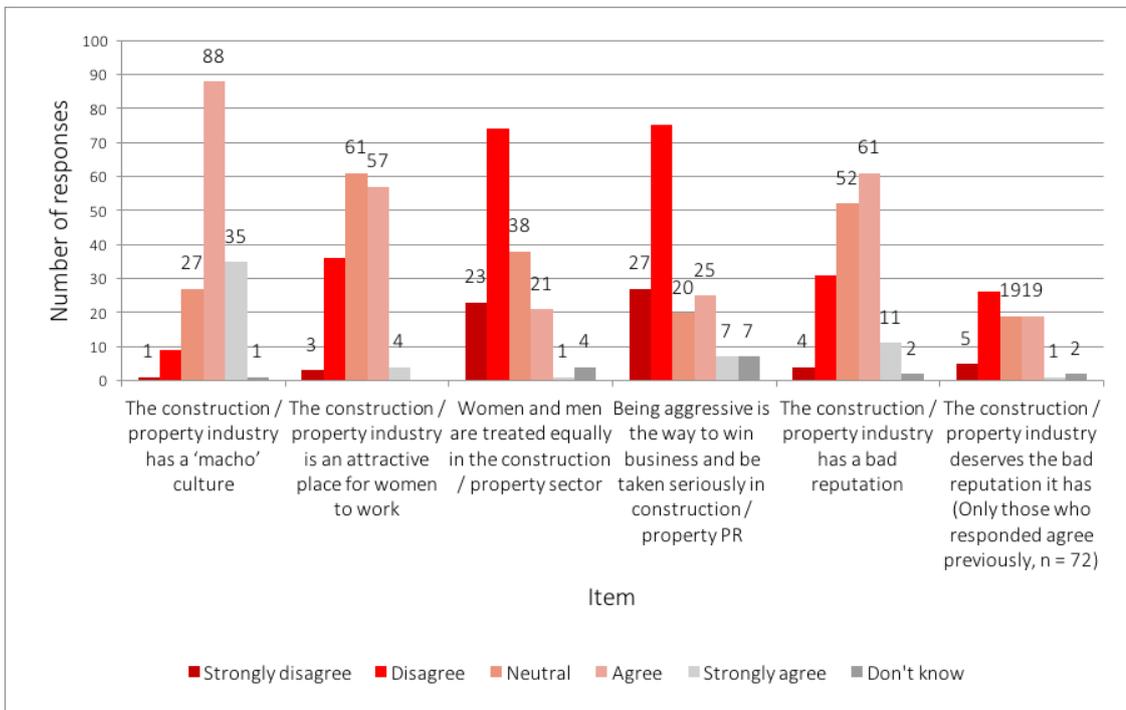
The survey explored the opinions and experiences of women working in construction PR and marketing. Where possible, these have been compared to the opinions and experiences highlighted in similar studies of women working in the wider construction and property industries.

a) Perceptions of industry culture

The culture within the construction / property PR sector is somewhat negative, the survey findings revealed. Most women felt there is a macho culture within the construction/ property PR industry. Less than half of respondents believe the construction / property industry is an attractive place for women to work. Just 14% believe men and women are treated equally. The frequency patterns of responses are shown in graph 1 and the summary findings are:

- 76% of women felt there is a macho culture (n=123)
- 38% of responses felt the construction / property industry is an attractive place for women to work (n=61)
- Just 14% (n=22) of respondents agreed men and women are treated equally in the sector
- Most respondents felt being aggressive is not the way to win business and be taken seriously in construction / property PR (63%, n=102)
- Nearly half (44%) of respondents felt the construction / property industry has a bad reputation (n=72)
- Of these women (n = 72), opinion was mixed as to whether this reputation was deserved (with 43% disagreeing (n=31), 27% agreeing (n=20), and 26% neutral (n=19)

Graph 1. Frequencies of responses to perceptions of industry culture (n=161)

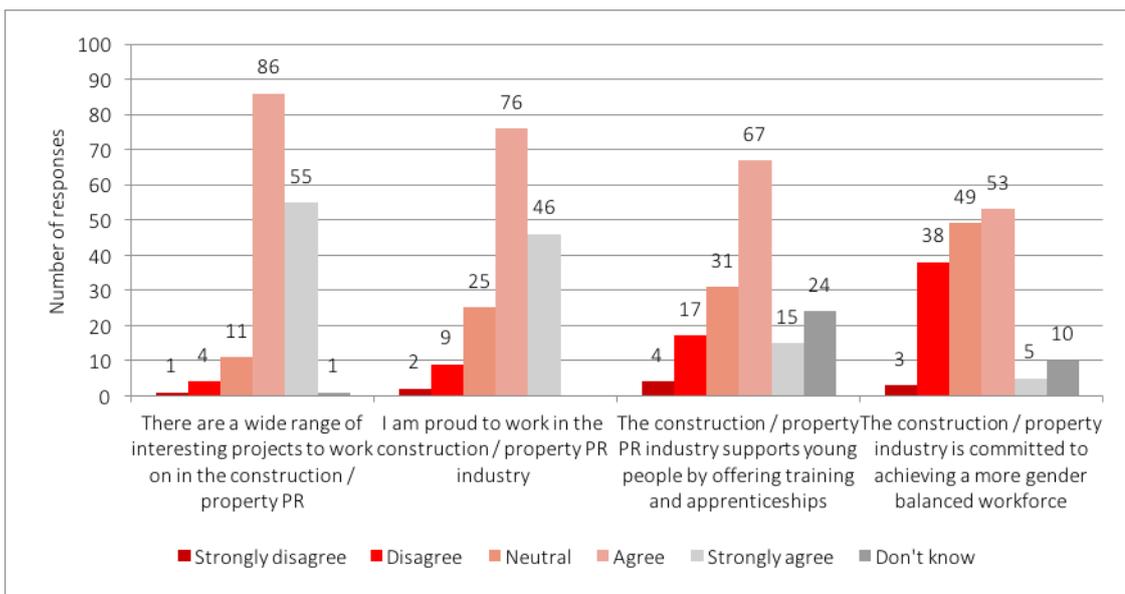


b) Career progression

Most women said it had not been difficult to progress their careers within construction PR and they have a positive outlook on career opportunities within the sector. The frequency patterns of responses are shown in graph 2 and the summary findings are:

- Most (half) of the survey respondents disagreed with the statement 'it has been difficult to progress my career in construction / property PR' (see table 10 in Appendix 2)
- For the minority that felt it has been difficult to progress their careers (22%), the biggest barriers to development were felt to be a lack of promotion opportunities and a lack of company investment. (see table 11 in Appendix 2)
- Most (89%, n=141) felt there are a wide range of interesting projects to work on in the construction / property PR sector
- Over three-quarters of the sample (77%, n=122) felt proud to work in the construction / property PR industry
- Half of the sample (51%, n=82) felt the construction / property PR industry supports young people by offering training and apprenticeships
- Opinions were mixed as to whether respondents felt the construction / property industry is committed to achieving a more gender balanced workforce (36% agreed it is committed, 25% disagreed, and 31% were neutral)

Graph 2. Frequencies of responses to perceived career opportunities (n=158)



c) Gender issues

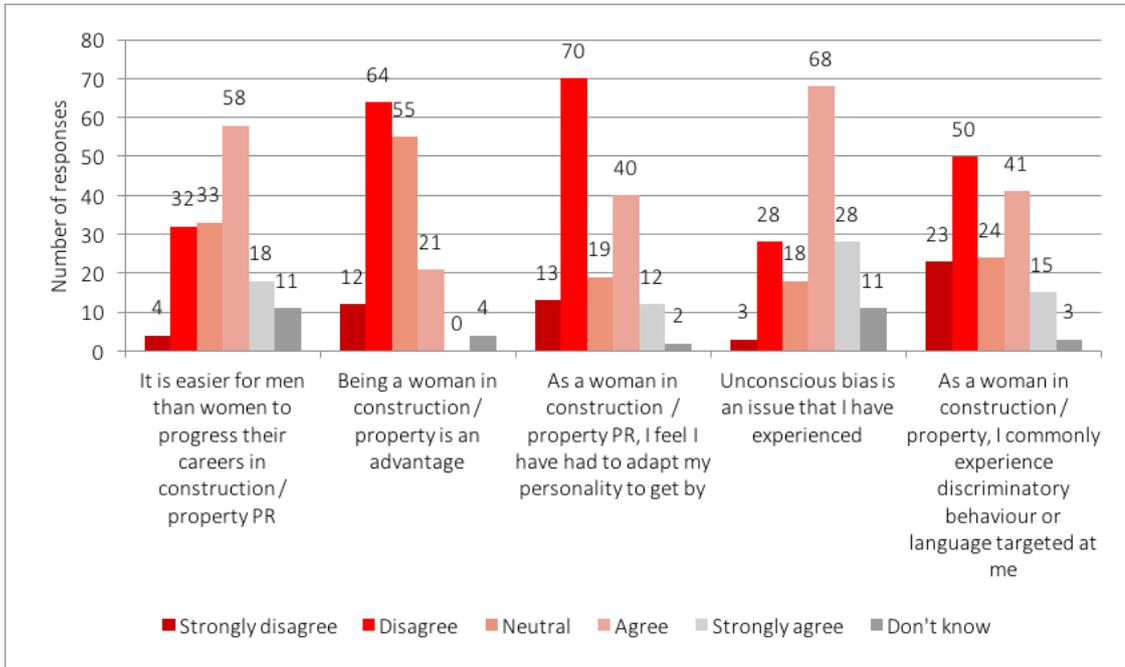
A large proportion reported they have experienced unconscious bias within the construction industry. Positively, over half of the respondents said they do not feel they have had to adapt their personality to progress in their sector. This is an issue that has been reported among women in engineering.⁶ The distribution of responses is shown in graph 3 and the summary findings are:

- Nearly half of the sample (48%, n=76) agreed it is easier for men than women to progress their careers in construction / property PR. Almost one-quarter of the sample disagreed with this statement (23%, n=36)
- 48% (n=76) of the survey respondents disagreed that being a woman in construction / property is an advantage. 35% of responses to this were neutral (n=55).

⁶Young & Finegold (2017), Stay or go – the experiences of female engineers in early career. Published by the IMechE2

- 33% (n=52) of the sample felt that, as a woman in construction / property PR, they have had to adapt their personality to get by. Over half (53%, n=83) said they do not feel they have had to adapt their personality. 12% (n=19) were neutral to this statement.
- 61% (n=96) of the sample felt they have experienced unconscious bias.
- Reported experience of discriminatory behaviour or language among this sample was mixed; (35% (n=56) agreed they commonly experienced this and 46% (n=73) disagreed

Graph 3. Distribution of perceived gender issues within construction and property PR (n = 156)



d) Flexible working

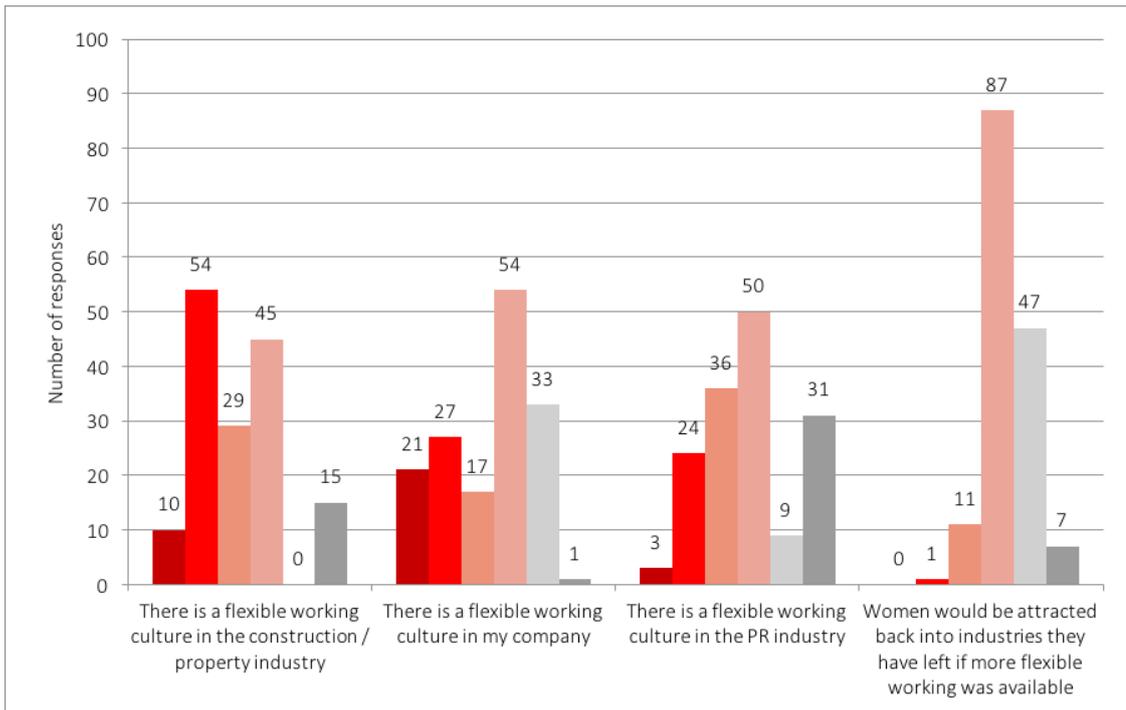
Views on flexible working culture in the construction / property industry, and the PR industry in general, are somewhat varied. When asked about the flexible working culture in their own company, more people agreed flexible working exists.

Most of the sample felt women would be attracted back into industries they have left if more flexible working was available.

The pattern of responses for each item is shown in graph 4 and the summary findings are:

- 29% (n=45) agreed a flexible working culture exists in the construction / property PR industry; 41% disagreed (n=64); and 19% (n=29) were neutral
- When considering flexible working culture in the context of their own company, 56%, (n=87) agreed there is a flexible working culture; 31% (n=48) disagreed, and 17% (n=27) were neutral
- Respondents were a little more mixed in terms of perceptions of the flexible working in the PR industry. 38% (n=59) agreed there is a flexible working culture; 17% (n=27) disagreed; 23% (n=36) were neutral; and 20% (n=31) did not know
- 88% (n=134) of the sample felt women would be attracted back into industries they have left if more flexible working was available

Graph 4. Distribution of perceptions of flexible working cultures (n = 153)

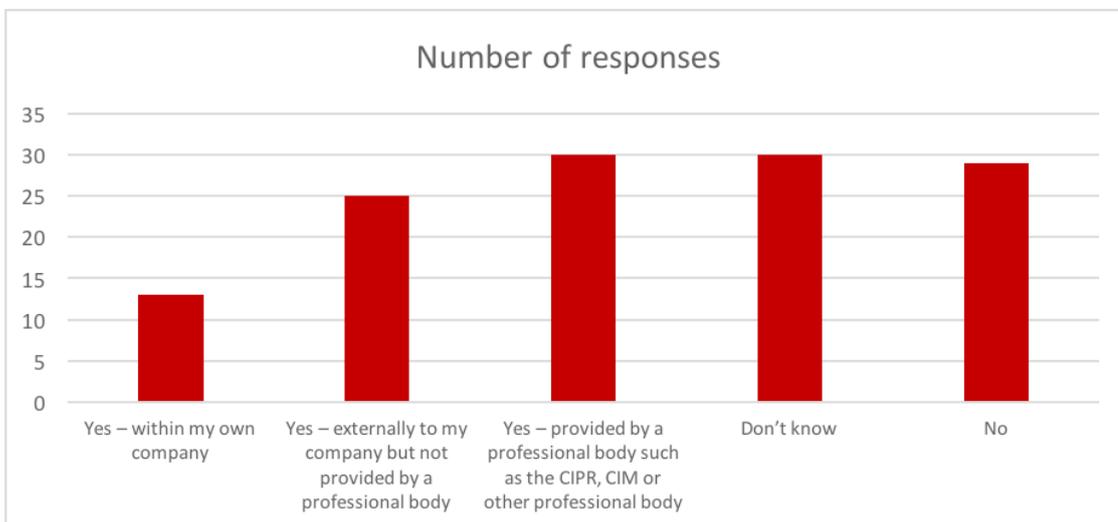


e) Mentoring and sponsorship

The respondents overwhelmingly reported a lack of mentors and sponsors with 80% (n=122) saying they do not have a mentor or a sponsor. Of those who said they do not have a mentor (or don't know if they have one) (n=127), over half (54%, n=68) said they would like a mentor or a sponsor. Feelings were mixed as to whether respondents would like a mentor or sponsor within their own company or externally. The most common reply (24%, n=30) was respondents would like professional bodies such as CIPR or CIMCIG to provide a mentor or sponsor. (See graph 5, below).

Among those who did not have a mentor or sponsor and would like one, the most common reason for not having a mentor or sponsor was that participants did not know how to find one (68%, n=46). (See table 12 in Appendix 2).

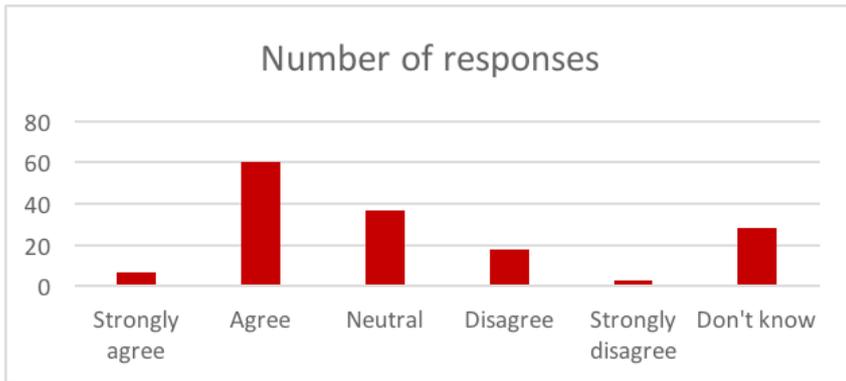
Graph 5. Distribution of responses to whether participants would like a mentor or sponsor (select one) (only those respondents who had answered 'no' to having a mentor or sponsor, n=127)



f) Gender equality networks

- Most of the women in the sample felt their organisation does not have a women's staff network group (63%)
- Of those who said their company does have a gender equality network (n = 34), 55% were part of a network, 41% were not, 3% did not know
- Most people (44%, n=67) felt gender equality networks help organisations to support women in their workforce. 14% (n=21) disagreed with this statement. (See graph 6).

Graph 6. Distribution of responses to 'gender equality networks help organisations support women in their workforce' (n=153)



g) Leadership training

Training on unconscious bias and how to work more inclusively would be helpful for their senior leaders, according to 62% of the respondents. Nine per cent disagreed with this; 14% were neutral; 8% said it did not apply to them as an independent practitioner, and 7% said they did not know.

h) Pride / recommending the sector

Our sample overwhelmingly reported feeling proud to work in the construction / property PR sector. Three-quarters (77%) of the sample said they are proud to work in this sector.

Respondents were asked how likely would they recommend a career in construction / property PR to other women. Participants were asked to rate this on a scale of 1 to 10 (with 10 being extremely likely) with 67% of respondents saying they would be likely to recommend a career in the industry to other women (score of 7 or above). The most commonly selected point on the scale was 7, with 23% of the sample selecting this point (n=35). See graph 7 below.

Respondents were also asked the open question 'What is the one thing your company can do to attract more women PRs into the construction / property industry?'

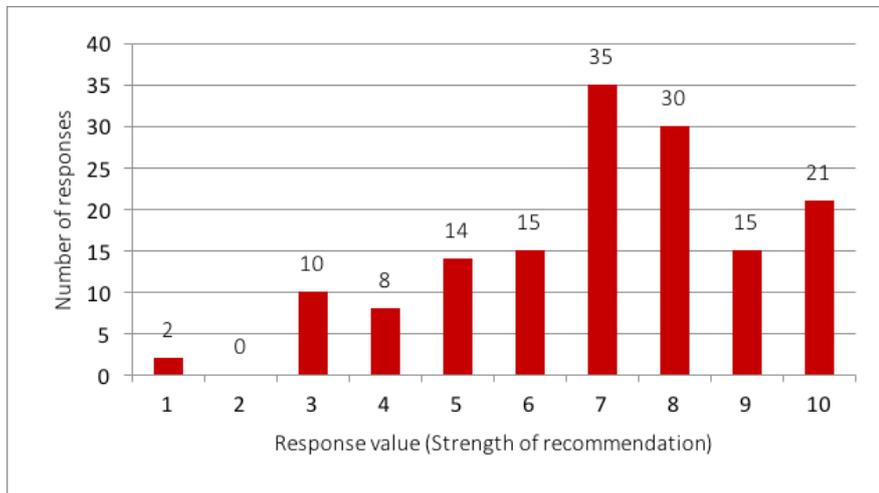
Less than half of the participants (n = 65) answered this question.

A qualitative examination of the open text responses revealed six themes that respondents felt were important:

- Flexible working
- Achieving greater gender balance
- Equal opportunities and diversity
- Change attitudes and behaviour, i.e. the culture of the industry

- More job and development opportunities
- Better public image – make the public more aware of the industry’s opportunities and experiences

Graph 7. Likelihood of recommending a career in construction/ property PR to other women (n=150)



4.4 Regression analysis

Two regression analyses were carried out to examine the factors that were significant in predicting:

1. Pride at working in the construction / property PR industry
2. The likelihood of recommending a career in construction / property PR to other women

Feeling proud

The following seven variables were found to be statistically significant in predicting the level of pride respondents felt in working in the construction / property PR industry:

- Working on a wide range of interesting projects was found to be the most strongly related predictor of women feeling proud to work in the industry, so the more participants thought there are a wide range of interesting projects, the more proud they felt
- Perceptions of a flexible working culture in the industry: the less respondents felt there is a flexible working culture in the industry, the more likely respondents were to feel proud. However, the more respondents believe there is a flexible working culture in their own company, the more likely they are to feel proud to work in the industry
- Feeling the industry is an attractive place for women to work also made a significant contribution to predicting the level of pride women felt to work in the industry
- Perceiving the construction / property industry has a bad reputation: the more respondents feel the industry has a bad reputation, the less proud they feel to work in the industry
- Perceptions of the construction / property industry having a ‘macho’ culture: the more people perceive the industry to have a macho culture, the less proud they feel
- Experiencing unconscious bias: for those who said they have experienced unconscious bias, the more likely they are to feel proud to work in the construction industry

Recommending a career in the industry

The following six variables were found to be statistically significant in predicting the recommending of a career in construction / property PR to other women:

- The more likely respondents were to perceive the construction / property industry as an attractive place for women to work, the more likely they were to recommend a career in the industry. This was the largest influence on the statistical model
- For those who felt it has been difficult to progress their career in construction / property PR, they were less inclined to recommend a career in the industry to other women
- Perceptions of a flexible working culture within their own company led people to be more inclined to recommend a career in construction / property PR to other women
- Similarly, respondents feeling that women would be attracted back into industries they have left if more flexible working was available were more likely to recommend this career to other women
- The more respondents agreed it is easier for men than women to progress their careers in construction / property PR, the less likely they were to recommend this career to other women
- The more people perceived the industry has a bad reputation, the less likely they were to recommend the career to other women

Qualitative

4.5 Exploring the issues in more depth

The telephone interviews explored in more depth some of the themes highlighted by the survey findings.

The key themes explored were:

- Flexible working
- Industry reputation
- Unconscious bias
- Feeling proud
- Mentoring

a) Flexible working

Gender imbalance in the workforce is the main reason the industry is slow to adapt to flexible working, according to those questioned. This is because flexible working is seen as something that women need more than men, for family reasons. There was also recognition that client demands are a barrier to flexible working.

“There are so few females in the industry that people think there isn’t really a requirement for flexible working, as there’s an old fashioned assumption that it only needs to be there for family reasons.”

Interviewees commonly mentioned the industry is old-fashioned, traditional and slow to adapt.

Flexible working hours and remote-working were the most commonly identified flexible working requirements.

b) Industry reputation

Feelings were mixed over whether the industry’s reputation is good or bad.

One theme that emerged was the skills shortage is an indicator that people do not want to join the industry. The industry is doing lots of great work and there are many exciting projects to work on, but the sector needs to make people more aware of the fascinating projects that are happening. There was a perception that the reputation of a few companies is bringing the rest of the industry down.

“The skills shortage suggests people don’t want to come into the industry. The various TV programmes don’t give us a great name, and we’re not good at doing our own PR. Working in construction isn’t something that people look up to, there are more sparkly and impressive sectors to work in.”

c) Unconscious bias

The women interviewed were more often than not the ‘only woman in the room’. But there was strong recognition that diversity is improving.

“I’m an Asian female, and I honestly can’t think of an occasion where I’ve been in a meeting and there’s been another Asian female alongside me. In fact, I can only think of a handful of times where there’s even been another female there, and I’ve been in the industry for eight years.”

Rather than unconscious bias, a strong theme that emerged was ‘conscious bias’. Women described being subjected to jokes about making the coffee or making the sandwiches; or they were expected to take notes in meetings.

d) Feeling proud

Interviewees commonly reported feeling proud to be involved in an industry that shapes the world around us and projects that touch people’s every day lives.

“The people I get to work with are all amazingly talented people. We deliver big infrastructure projects that have a massive impact on people’s everyday lives in things like transport and utilities, and I get to help shout about the good work that happens in these spaces.”

Despite perceptions the industry is old-fashioned, another recurring theme was the industry is definitely changing for the better. Interviewees commonly reported pride at being involved in making that positive change.

e) Mentoring

‘Informal’ mentoring relationships tended to be more common than formal ones.

“I’ve definitely benefited from having a really great line manager who I’ve been able to learn a lot from. They’ve been a good role model to follow, so I’ve never really felt the need for a formal mentorship.”

Some of the common barriers to having a mentor were identified as:

- Not having time
- Not having the confidence to ask
- Preferring a woman whereas only men were available

Companies and professional bodies like CIPR and CIMCIG offering mentoring schemes, was a strong theme.

5. Recommendations

The issues and perceptions reported by the women in this study are broadly similar to the issues and perceptions reported in existing research of women in construction; women in property; and women in engineering, including those noted in the literature review.

Comparisons between these studies are general, rather than specific. This is because each study was carried out with different samples and populations of women, and different measures, so it is not possible to completely compare the results.

The research findings show five key areas where CAPSIG could support women working in property / construction PR and marketing. The five recommendations are:

1. Promote and encourage flexible working

Flexible working was identified as a key factor in recommending the industry to other women and attracting women back into industries they have left. There was also a feeling that the gender imbalance of the sector is the main reason it has been slow to adapt to flexible working.

This suggests there is a role for CAPSIG to promote the benefits of flexible working and encourage companies to offer it.

2. Support the sector to promote and provide women's staff network groups

Most of the women surveyed thought their organisation did not have a women's staff networking group. They agreed, however, that gender equality networks help organisations to support women in their workforce.

This suggests there is a role for CAPSIG in supporting the sector to develop women's staff networking groups, or gender equality networks. CAPSIG could achieve this by developing a 'how to' guide and support a flourishing network of staff networking groups.

3. Support the sector to promote a positive image

While the majority of women are proud to work in the sector, many felt the industry needs to communicate more widely about the great work it is doing.

This indicates a role for CAPSIG in telling the story of the pride women feel at working in the sector. CAPSIG can play a role in enhancing the industry's reputation by sharing stories about interesting projects; supporting young people; and gender-balance initiatives.

4. Launch a mentoring scheme

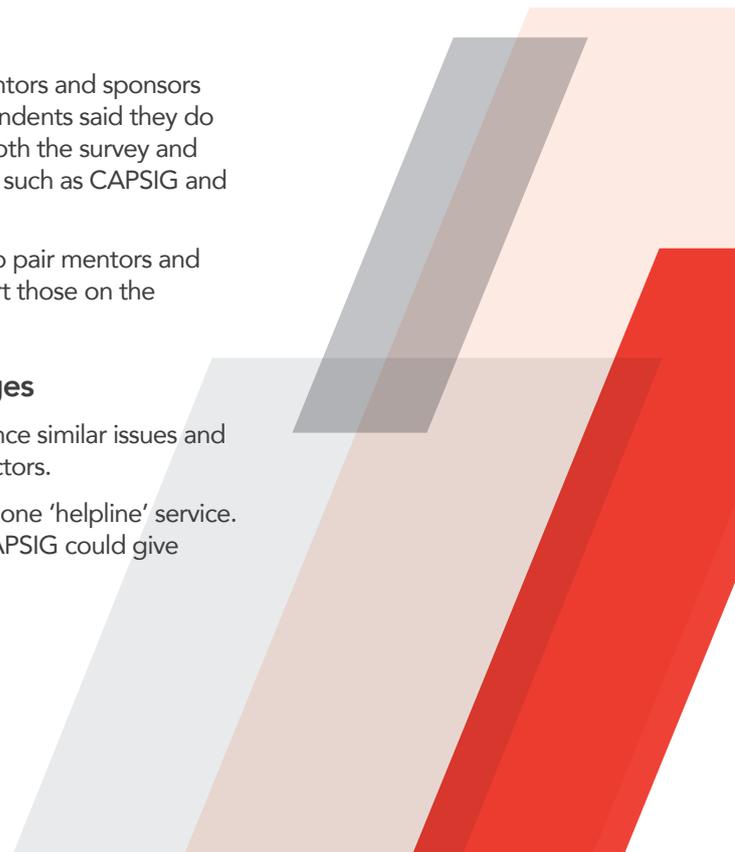
The survey results show an overwhelming gap in the availability of mentors and sponsors for women in construction PR and marketing. Eighty per cent of respondents said they do not have a mentor or a sponsor, and many said they would like one. Both the survey and the follow-up interviews reveal women would like professional bodies, such as CAPSIG and CIMCIG, to provide mentors or sponsors.

There is an opportunity for CAPSIG to develop a mentoring scheme to pair mentors and mentees. CAPSIG could also develop a training programme to support those on the scheme.

5. Provide a service to help members address challenges

It is clear women in construction / property PR and marketing experience similar issues and challenges as those women in the wider construction and property sectors.

This indicates a role for CAPSIG in providing an online, email or telephone 'helpline' service. This would enable members to raise their issues in confidence, and CAPSIG could give informal advice to help members address challenges.



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Appendix 1: sample make-up

Table 1. Age categories of sample

Age band	Frequency	%
16 to 24	18	11
25 to 34	62	38
35 to 44	44	27
45 to 54	28	17.2
55 to 64	11	6.7
Total	163	100

Table 2. Location of sample

Region	Frequency	%
East of England	3	1.8
East Midlands	15	9.2
London	63	38.7
North East	2	1.2
Northern Ireland	2	1.2
North West	7	4.3
Scotland	5	3.1
South East	27	16.6
South West	12	7.4
Wales	3	1.8
West Midlands	15	9.2
Yorkshire and Humber	8	4.9
Outside of UK	1	0.6
Total	163	100

Table 3. Education attainments of sample (select all that apply)

Education	Frequency	%
GCSEs	101	62
A-Levels	93	57.1
HNC / HND or equivalent	20	12.3
Undergraduate degree in public relations or communications	17	10.4
Undergraduate degree in a built environment related subject	2	1.2
Undergraduate degree in a subject other than public relations, communications or built environment	102	62.6
Master's degree in public relations or communications	11	6.7
Master's degree in a built environment related subject	2	1.2
Master's degree in a subject other than public relations, communications or built environment	25	15.3
Education - None of the above	1	0.61

Table 4. Industry sector mainly worked in (please select all that apply)

Industry sector	Frequency	%
Architecture and design	33	20.2
Construction	78	47.9
Construction products and materials	55	33.7
Consultancy / professional services	34	20.9
Facilities management	16	9.8
Housebuilding	28	17.2
Infrastructure	31	19
Planning	24	14.7
Property or estate management	26	16

The total number of selections made is 325, meaning that many people selected more than one industry (as our sample is 163).

Table 5. Type of organisation worked in (please select one)

Organisation type	Frequency	%
In-house – private sector	79	48.5
In-house – public sector	10	6.1
In-house – not-for-profit / NGO	15	9.2
Consultancy / Agency – serving solely or mainly built environment clients	47	28.8
Consultancy / Agency - with a minority of built environment clients	3	1.8
Independent practitioner	9	5.5
Total	163	100

Table 6. Level of seniority (select one)

Level	Frequency	%
Intern / Trainee	1	0.6
Assistant / Executive	32	19.6
Officer	6	3.7
Manager	61	37.4
Head of Communications / Associate Director	21	12.9
Director / Partner / Managing Director / Owner	31	19
Other - please state	11	6.7
Total	163	100

Appendix 2

Table 7. Reason that led respondents to specialise in PR, marketing or communications for the construction, property or other built environment sectors (select all that apply)

Reason	Frequency	%
A friend or family member suggested it to me	17	10.4
I was interested in civil engineering and / or major projects	9	5.5
I applied to a variety of gradate schemes and this is where I ended up	4	2.5
My agency allocated me to an account serving a construction / property client	18	11
I applied to work in an agency or consultancy that works mainly with construction and property clients	26	16
I ended up working in construction / property / built environment PR by accident	78	47.9
I moved from another role in the built environment sector into a PR / marketing / comms job	13	8
Other	23	14.11

Table 8. In addition to PR training, what sector-specific training undertaken (select all that apply)

Training	Frequency	%
CSCS (Construction Skills Certification Scheme) Card	12	7.4
Construction related courses provided by my employer, for example Health and Safety course	21	12.9
Construction or engineering qualification. (Please state which one in 'Other' field below)	1	0.6
None of the above	133	81.6
Other (Please specify)	12	7.36

Table 9. In addition to general PR networks, other sector-specific networks joined (select all that apply)

Networks	Frequency	%
CIPR's CAPSIG (construction and property special interest group)	19	11.7
CIMCIG (Chartered Institute of Marketing Construction Industry Group)	20	12.3
Membership of a construction, property and the built environment professional body. Please state	9	5.5
None of the above	110	67.5
Other special interest groups. Please state which one(s)	19	11.66

Table 10. Frequency responses to it has been difficult to progress my career in construction / property PR (n = 160)

Level of agreement	Frequency	%
Strongly disagree	19	11.9
Disagree	61	38.1
Neutral	40	25
Agree	26	16.3
Strongly agree	9	5.6
Don't know	5	3.1
Total	160	100

Table 11. Responses to reasons for difficulty (n = 35) (select all that apply)

Only if answered agree or strongly agree to previous question (n = 35)

Item	Frequency	%
Lack of promotion / progression opportunities	26	74.3
My company does not invest heavily in PR / Marketing	18	51.4
The hours no longer suit my needs	6	17.1
Construction / property PR is poorly paid	10	28.6
Lack of opportunities for new challenges	14	40
Other (please specify)	7	20

Table 12. Responses to: 'if you don't have a mentor or sponsor and would like one, what are the reasons you don't have one' (select all that apply)

Item	Number of responses
I don't know how to go about getting a mentor or sponsor	46
I haven't been able to find a suitable mentor or sponsor	14
I'm too afraid to ask the person I want to be my mentor or sponsor	3
I would like a woman to be my mentor or sponsor and only men are available	6
Other reason – please state	13

About

CIPR and CAPSIG

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 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).

CAPSIG works to develop the understanding and impact of effective PR in the construction and property sectors, to promote best practice and to provide a forum for communication.

About JFG Communications

JFG Communications Ltd is a boutique consultancy specialising in stakeholder engagement, public affairs, research, and gender diversity for the transport and infrastructure sectors.

We are experts in connecting people and policymakers to enable better decision making. We use social science research methods to underpin stakeholder engagement, research and consultation to inform policy.

We aim to engage, inspire and influence in all that we do.

This report is authored by Jo Field, Founder & Managing Director of JFG Communications. Jo is a committee member of the Chartered Institute of Public Relations (CIPR) Construction and Property Special Interest Group (CAPSIG); and a member of the CIPR's Diversity and Inclusion Forum.

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"Thanks very much to everyone who took part in this research."



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