

CIPR – State of the Profession Survey

METHODOLOGY NOTE

ComRes interviewed 2,531 PR Professionals between the 25th October and 6th December 2013. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

CIPR State of the Profession Survey Autumn 2013

Membership	1
Base: All respondents	
Q1 - What age group are you in?	4
Base: All respondents	
Q2 - Are you:	7
Base: All respondents	
Q3 - In which of the following national or regional areas do you work?	10
Base: All respondents	
Q4 - Which ethnic group do you consider yourself to belong to?	17
Base: All respondents	
Q5 - Which of the following qualifications, if any, do you hold?	25
Base: All respondents	
Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have? Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important Most important	31
Base: All respondents	
Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have? Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important 2nd most important	34
Base: All respondents	
Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have? Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important 3rd most important	37
Base: All respondents	
Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have? Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important 4th most important	40
Base: All respondents	
Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have? Summary table	43
Base: All respondents	
Q7 - To what extent do you agree or disagree with the following statement? "Being considered a professional is important to me"?	44
Base: All respondents	
Q8 - To what extent do you agree or disagree with the following statement? "Being accountable to a code of conduct is important to me"	50
Base: All respondents	
Q9 - In which of the following ways, if any, do you demonstrate your professionalism?	56
Base: All respondents	
Q10 - Which of the following, if any, would you consider career goals for yourself?	61
Base: All respondents	
Q11 - Which of the following best describes your current employment?	64
Base: All respondents	
Q12 - How many years have you worked in Public Relations?	70
Base: All respondents	
Q13 - Please select the description that best fits your current level of seniority.	76
Base: All who are not unemployed or retired	
Q14 - How would you describe your current level of job satisfaction?	81
Base: All who are not unemployed or retired	
Q15 - What is your current gross basic salary per annum?	84

CIPR State of the Profession Survey Autumn 2013

Base: All who work in-house or for a consultancy / agency

Q16 - What is your current personal gross income per annum?	90
Base: All who work freelance	
Q15/Q16 - What is your current personal gross basic salary / income per annum?	96
Base: All who are not unemployed or retired	
Q17 - Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?	102
Base: All who are not unemployed or retired	
Q18 - Please indicate what percentage of your annual salary your bonus equated to:	105
Base: All who were paid a bonus in the last 12 months	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Branding	111
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Consumer or public campaigning	114
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Contributing to business strategy	117
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Corporate social responsibility	120
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Crisis management	123
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Event management	126
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Information provision	129
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Internal communications	132
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Media relations	135
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Strategic planning	138
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Public affairs/lobbying	141
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Research, planning and measurement	144
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Social or digital media management	147
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Sponsorship	150
Base: All who are not unemployed or retired	
Q19 - In your current role, how much time, if any, do you spend working on each of the following areas? Summary table	154
Base: All who are not unemployed or retired	
Q20 - Please indicate which of the following describes your level of responsibility.	156

CIPR State of the Profession Survey Autumn 2013

Base: All who are not unemployed or retired

Q21 - In which of the following sectors does your organisation do most of its work?	159
Base: All who work in-house	
Q22 - What is the principal sector(s) in which your clients' businesses operate?	169
Base: All who work for a consultancy / agency or freelance	
Q23 - What was the financial turnover of your business two years ago?	179
Base: All who work for a consultancy / agency or freelance and who provide an answer	
Q23 - What was the financial turnover of your business last financial year?	185
Base: All who work for a consultancy / agency or freelance and who provide an answer	
Q23 - What was the financial turnover of your business...?	190
Base: All who work for a consultancy / agency or freelance and who provide an answer	
Q23 - What was the financial turnover of your business two years ago?	191
Base: All who work in-house and who provide an answer	
Q23 - What was the financial turnover of your business last financial year?	197
Base: All who work in-house and who provide an answer	
Q23 - What was the financial turnover of your business...?	202
Base: All who work in-house and who provide an answer	
Q24 - What was your average client fee income per annum? Two years ago	203
Base: All who work for a consultancy / agency or freelance and who provide an answer	
Q24 - What was your average client fee income per annum? Last financial year	209
Base: All who work for a consultancy / agency or freelance and who provide an answer	
Q24 - What was your average client fee income per annum? The current financial year	215
Base: All who work for a consultancy / agency or freelance and who provide an answer	
Q24 - What was your average client fee income per annum?	221
Base: All who work for a consultancy / agency or freelance and who provide an answer	
Q25 - Compared to 12 months ago, are you spending more time, less time or about the same amount of time pitching for new business?	222
Base: All who work for a consultancy / agency or freelance	
Q26 - Has your public relations/communications budget increased or decreased over the past 12 months, or has it stayed the same?	225
Base: All who work in-house	
Q27 - Excluding staff costs, what is the majority of your organisation's public relations budget spent on?	228
Base: All who work in-house	
Q28 - (Excluding your staff costs) what is the majority of your clients' fees spent on for your clients?	234
Base: All who work for a consultancy / agency or freelance	
Q29a - Including yourself, how many employees currently work in your organisation in the UK?	240
Base: All who work in-house or for a consultancy	
Q29b - Including yourself, how many employees currently work in your organisation in the UK in PR-related activities?	246
Base: All who work in-house	
Q30 - In your opinion, does your board value the role of public relations, or does it not?	252
Base: All who work in-house or for a consultancy	
Q31 - What is their gender?	255

CIPR State of the Profession Survey Autumn 2013

Base: All who believe that their board values the role of public relations and have someone with responsibility for public relations on their board

Q32 - Do you agree or disagree with each of the following statements? My organisation is recruiting	258
Base: All who work in-house or for a consultancy	
Q32 - Do you agree or disagree with each of the following statements? My organisation is recruiting for new staff to work in public relations and communications	261
Base: All who work in-house or for a consultancy	
Q32 - Do you agree or disagree with each of the following statements? My organisation is making redundancies	264
Base: All who work in-house or for a consultancy	
Q32 - Do you agree or disagree with each of the following statements? My organisation is making redundancies in public relations and communications	267
Base: All who work in-house or for a consultancy	
Q32 - Do you agree or disagree with each of the following statements? Summary table	270
Base: All who work in-house or for a consultancy	
Q33 - When recruiting for junior or senior public relations roles, are you aware if your organisation's recruitment process requires any of the following criteria of applicants? Junior	271
Base: All who work in-house or for a consultancy	
Q33 - When recruiting for junior or senior public relations roles, are you aware if your organisation's recruitment process requires any of the following criteria of applicants? Senior	277
Base: All who work in-house or for a consultancy	
Q33 - When recruiting for junior or senior public relations roles, are you aware if your organisation's recruitment process requires any of the following criteria of applicants? Summary table	283
Base: All who work in-house or for a consultancy	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Ethnically diverse	284
Base: All respondents	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Socially diverse	287
Base: All respondents	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Of all ages	290
Base: All respondents	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Representative of the audience(s) they are communicating with	293
Base: All respondents	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Culturally diverse	296
Base: All respondents	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Made up of a proportionate number of men and women	299
Base: All respondents	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Made up of a proportionate number of people with and without disabilities	302
Base: All respondents	
Q34 - Do you agree or disagree with each of the following statements? "I believe that public relations campaigns can be more effective if practised by teams who are:" Summary table	305
Base: All respondents	
Q35 - Thinking about your professional skills, how satisfied, or otherwise, are you that at the current time you have the appropriate skills and knowledge required of your role / the roles you are applying for?	306
Base: All who are not retired	
Q36 - How satisfied, or otherwise, are you that you have the appropriate skills and knowledge to deal with changes to the practice of public relations in the future?	309
Base: All who are not retired	
Q37 - In the next five years what do you think will provide the biggest challenge to public relations?	312
Base: All respondents	
Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? Advertising	315

CIPR State of the Profession Survey Autumn 2013

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? Customer Service 318

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? Events 321

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? HR 324

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? IT 327

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? Marketing 330

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? Sales 333

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? Summary table 336

Base: All who work in-house or for a consultancy

Q38 - Please indicate if public relations in your organisation is working more or less closely with each of the following departments compared to two years ago? Summary table - More closely 337

Base: All who work in-house or for a consultancy

Q39 - What areas of public relations practice have converged between the departments who now work more closely? 341

Base: All who say that public relations in their organisation is working more closely with other departments

Q40 - What areas of marketing and other disciplines do you now have responsibility for? 347

Base: All who say that public relations in their organisation is working more closely with other departments

CIPR State of the Profession Survey Autumn 2013

Membership
Base: All respondents

Significance Level: 90%
Significance Level: 95%

Total	Membership		Role								Gender		Age				
	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
2531 100%	1895 100%	636 100%	586 100%	696 100%	328 100%	1610 100%	535 100%	244 100%	96 100%	25 100%	868 100%	1653 100%	130 100%	831 100%	688 100%	737 100%	135 100%
Member 1895 75%	1895 100%	- -	448 76%	494 71%	247 75%	1189 74%	364 68%	218 89%	84 88%	25 100%	710 82%	1178 71%	99 76%	550 66%	510 74%	603 82%	125 93%
		B	BE		E	E		ABCDE	ABCDE	ABCDEFg	B		B		B	BC	ABCD
Non-member 636 25%	- -	636 100%	138 24%	202 29%	81 25%	421 26%	171 32%	26 11%	12 13%	- -	158 18%	475 29%	31 24%	281 34%	178 26%	134 18%	10 7%
		A	FGH	AFGH	FGH	FGH	ACDFGH	h	h		A		E	ACDE	DE	E	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Membership
Base: All respondents

Total	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None	
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Member	1895	207	237	425	357	220	179	135	125	1161	111	270	1272	1542	270	56	1437	920	174
	75%	71%	61%	70%	77%	79%	83%	94%	93%	96%	59%	45%	91%	77%	69%	60%	75%	82%	71%
		B	B	ABC	ABC	ABCd	ABCDEF	ABCDEF		BCDEFG	C		BCEFG	BCFG	BC	C		AC	
Non-member	636	86	150	178	105	58	37	8	10	49	77	329	126	455	123	37	482	204	71
	25%	29%	39%	30%	23%	21%	17%	6%	7%	4%	41%	55%	9%	23%	31%	40%	25%	18%	29%
		DEFGH	ACDEFGH	DEFGH	fGH	GH	GH				ADEF	ABDEFG	A	AD	ADE	ADE	B		B

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Membership
Base: All respondents

Significance Level: 90%
Significance Level: 95%

Total	Region														Ethnicity	
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B
2531 100%	15 100%	117 100%	73 100%	778 100%	61 100%	51 100%	151 100%	199 100%	302 100%	184 100%	75 100%	125 100%	111 100%	280 100%	2236 100%	237 100%
Member 1895 75%	15 100%	88 75%	60 82%	547 70%	48 79%	40 78%	117 77%	160 80%	229 76%	133 72%	61 81%	97 78%	87 78%	206 74%	1673 75%	172 73%
	BcDefGhI J kLMN		Dj				d	Djn	d		D	d	d			
Non-member 636 25%	- -	29 25%	13 18%	231 30%	13 21%	11 22%	34 23%	39 20%	73 24%	51 28%	14 19%	28 22%	24 22%	74 26%	563 25%	65 27%
		A	a	ACgHiKlm	a	a	A	a	A	Ach	a	A	A	Ah		

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q1 - What age group are you in?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18 to 24	130	99	31	22	20	7	49	36	2	43	-	27	103	130	-	-	-	-
	5%	5%	5%	4%	3%	2%	3%	7%	1%	45%	-	3%	6%	100%	-	-	-	-
				F	f		F	ABCDF		ABCDEFH			A	BCDE				
25 to 34	831	550	281	231	236	141	608	179	24	19	-	224	607	-	831	-	-	-
	33%	29%	44%	39%	34%	43%	38%	33%	10%	20%	-	26%	37%	-	100%	-	-	-
			A	BEFGH	FGH	BdEFGH	beFGH	FGH		FH			A	ACDE				
35 to 44	688	510	178	187	202	96	485	125	63	12	-	241	446	-	-	688	-	-
	27%	27%	28%	32%	29%	29%	30%	23%	26%	13%	-	28%	27%	-	-	100%	-	-
				EfGH	EGH	eGH	EGH	GH	GH	h				ABDE				
45 to 60	737	603	134	135	221	75	431	161	116	17	4	287	449	-	-	-	737	-
	29%	32%	21%	23%	32%	23%	27%	30%	48%	18%	16%	33%	27%	-	-	-	100%	-
		B		ACDGh			ag	ACG	ABCDEGH			B					ABCE	
Over 60	135	125	10	11	15	9	35	33	39	5	21	89	45	-	-	-	-	135
	5%	7%	2%	2%	2%	3%	2%	6%	16%	5%	84%	10%	3%	-	-	-	-	100%
		B					ABCD	ABCDEG		Abd	ABCDEFG	B						ABCD
Not Stated	10	8	2	-	2	-	2	1	-	-	-	-	3	-	-	-	-	-
	*	*	*	-	*	-	*	*	-	-	-	-	*	-	-	-	-	-

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q1 - What age group are you in?

Base: All respondents

Significance Level: 90%
Significance Level: 95%

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held					
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None	
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C		
	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
18 to 24	130	111	19	-	-	-	-	-	-	52	10	32	62	94	24	3	100	21	19	
	5%	38%	5%	-	-	-	-	-	-	4%	5%	5%	4%	5%	6%	3%	5%	2%	8%	
		BCDEF GH	CDEFG H														B		B	
25 to 34	831	131	264	345	86	4	-	-	-	331	64	232	395	627	155	36	717	346	33	
	33%	45%	68%	57%	19%	1%	-	-	-	27%	34%	39%	28%	31%	39%	39%	37%	31%	13%	
		DEFGH	ACDEF GH	ADEFG H	EFGH	f					a	ADE		AD	ADE	AD	BC		C	
35 to 44	688	31	72	175	246	125	37	-	1	327	50	177	377	554	100	23	537	333	57	
	27%	11%	19%	29%	53%	45%	17%	-	1%	27%	27%	30%	27%	28%	25%	25%	28%	30%	23%	
		GH	AGH	ABFGH	ABCEF GH	ABCFG H	AGH												C	
45 to 60	737	20	32	77	124	137	165	123	54	417	52	136	469	605	97	27	501	359	99	
	29%	7%	8%	13%	27%	49%	76%	86%	40%	34%	28%	23%	34%	30%	25%	29%	26%	32%	40%	
				AB	ABC	ABCDh	ABCDE H	ABCDEF H	ABCD	bCEF			CEF	CF					A	AB
Over 60	135	-	-	5	6	12	13	19	80	80	12	22	92	114	17	4	63	63	37	
	5%	-	-	1%	1%	4%	6%	13%	59%	7%	6%	4%	7%	6%	4%	4%	3%	6%	15%	
				b	aB	ABCD	ABCD	ABCDEF	ABCDEF G	Cf			Cf	C					A	AB
Not Stated	10	-	-	1	-	-	1	1	-	3	-	-	3	3	-	-	1	2	-	
	*	-	-	*	-	-	*	1%	-	*	-	-	*	*	-	-	*	*	-	
								d												

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q1 - What age group are you in?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Total	Region														Ethnicity				
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group			
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B			
2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237			
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
18 to 24	130	1	5	2	39	7	11	9	18	10	3	5	8	11	103	25			
5%	7%	4%	3%	5%	11%	2%	7%	5%	6%	5%	4%	4%	7%	4%	5%	11%			
					bCDfHkIN												A		
25 to 34	831	4	34	23	300	12	17	50	60	87	60	30	34	42	78	737	83		
33%	27%	29%	32%	39%	20%	33%	33%	30%	29%	33%	40%	27%	38%	28%	33%	35%			
				BEHILN															
35 to 44	688	2	29	16	208	21	13	32	63	69	53	19	31	31	100	601	72		
27%	13%	25%	22%	27%	34%	25%	21%	32%	23%	29%	25%	25%	28%	36%	27%	30%			
					Gi														
45 to 60	737	7	39	30	195	19	17	51	62	103	50	19	47	25	72	661	55		
29%	47%	33%	41%	25%	31%	33%	34%	31%	34%	27%	25%	38%	23%	26%	30%	23%			
					aBCDGIKL														
Over 60	135	1	10	2	36	2	2	6	5	25	10	4	8	5	19	131	2		
5%	7%	9%	3%	5%	3%	4%	4%	3%	8%	5%	5%	6%	5%	7%	6%	1%			
					dkMn dm DJKMN DMn d DMN DjkmN												B		
Not Stated	10	-	-	-	-	-	1	1	-	-	1	-	-	-	-	3	-		
*	-	-	-	-	-	-	2%	1%	-	-	1%	-	-	-	*	-			
							DHIN												D

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q2 - Are you:

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	868	710	158	195	224	96	515	211	98	21	18	868	-	27	224	241	287	89
	34%	37%	25%	33%	32%	29%	32%	39%	40%	22%	72%	100%	-	21%	27%	35%	39%	66%
		B		G	G		G	ABCDG	aBCDG		ABCDEFG	B				AB	AB	ABCD
Female	1653	1178	475	391	470	232	1093	324	146	74	7	-	1653	103	607	446	449	45
	65%	62%	75%	67%	68%	71%	68%	61%	60%	77%	28%	-	100%	79%	73%	65%	61%	33%
		A		EfH	EFH	EFH	EFH	H	H	AbdEFH		A		CDE	CDE	E	E	
Not Stated	10	7	3	-	2	-	2	-	-	1	-	-	-	-	-	1	1	1
	*	*	*	-	*	-	*	-	-	1%	-	-	-	-	-	*	*	1%
										AcDE								B

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q2 - Are you:

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%																			
	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	868	69	121	179	160	105	81	65	86	452	65	168	517	685	134	39	658	379	89
	34%	24%	31%	30%	35%	38%	38%	45%	64%	37%	35%	28%	37%	34%	34%	42%	34%	34%	36%
			A	a	Ac	AbC	AC	ABCD	ABCDEFGH	Ce	c		C	C	C	C			
Female	1653	224	266	422	301	173	135	78	49	757	123	430	880	1310	259	53	1258	743	156
	65%	76%	69%	70%	65%	62%	63%	55%	36%	63%	65%	72%	63%	66%	66%	57%	66%	66%	64%
		BCDEFGH	eGH	dEFGH	GH	H	H	H				AbDEFG		ag					
Not Stated	10	-	-	2	1	-	-	-	-	1	-	1	1	2	-	1	3	2	-
	*	-	-	*	*	-	-	-	-	*	-	*	*	*	-	1%	*	*	-
															ADEF				

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q2 - Are you:

Base: All respondents

Total	Region														Ethnicity		
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Male	868	5	40	25	289	19	18	47	61	93	52	29	48	30	112	756	94
34%	33%	34%	34%	37%	31%	35%	31%	31%	31%	28%	39%	38%	27%	40%	34%	40%	
				hiJM							m	jm		gHIJM		a	
Female	1653	10	77	48	489	42	33	104	138	208	132	46	76	81	167	1479	142
65%	67%	66%	66%	63%	69%	65%	69%	69%	69%	72%	61%	61%	73%	60%	66%	60%	
							n	dN	dN	DLN			DkLN		b		
Not Stated	10	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	
*	-	-	-	-	-	-	-	-	-	*	-	-	1%	-	*	*	
												D		d		a	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q3 - In which of the following national or regional areas do you work?

Base: All respondents

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Channel Islands	15	15	-	5	2	-	7	8	-	-	-	5	10	1	4	2	7	1
	1%	1%	-	1%	*	-	*	1%	-	-	-	1%	1%	1%	*	*	1%	1%
		B		c				BCDf										
East of England	117	88	29	16	35	24	75	18	16	4	3	40	77	5	34	29	39	10
	5%	5%	5%	3%	5%	7%	5%	3%	7%	4%	12%	5%	5%	4%	4%	4%	5%	7%
		A		A		ADE	A		AE		AdE							b
East Midlands	73	60	13	10	30	11	51	14	7	1	-	25	48	2	23	16	30	2
	3%	3%	2%	2%	4%	3%	3%	3%	3%	1%	-	3%	3%	2%	3%	2%	4%	1%
		A		A		a												c
London	778	547	231	192	149	140	481	188	82	21	5	289	489	39	300	208	195	36
	31%	29%	36%	33%	21%	43%	30%	35%	34%	22%	20%	33%	30%	30%	36%	30%	26%	27%
		A		BG		ABDEFGH	Bg	BDG	BG			b			CDE			
North East	61	48	13	7	17	8	32	12	9	6	1	19	42	7	12	21	19	2
	2%	3%	2%	1%	2%	2%	2%	2%	4%	6%	4%	2%	3%	5%	1%	3%	3%	1%
									Ad	ABcDE				Bde		B		
Northern Ireland	51	40	11	5	15	5	25	19	5	1	-	18	33	1	17	13	17	2
	2%	2%	2%	1%	2%	2%	2%	4%	2%	1%	-	2%	2%	1%	2%	2%	2%	1%
					a			AcD										
North West	151	117	34	37	59	14	110	23	9	7	1	47	104	11	50	32	51	6
	6%	6%	5%	6%	8%	4%	7%	4%	4%	7%	4%	5%	6%	8%	6%	5%	7%	4%
					CEF		cEf							c			c	
Scotland	199	160	39	37	70	22	129	42	14	11	-	61	138	9	60	63	62	5
	8%	8%	6%	6%	10%	7%	8%	8%	6%	11%	-	7%	8%	7%	7%	9%	8%	4%
		b			AcFh					afh						E	e	
South East	302	229	73	75	81	36	192	57	40	10	2	93	208	18	87	69	103	25
	12%	12%	11%	13%	12%	11%	12%	11%	16%	10%	8%	11%	13%	14%	10%	10%	14%	19%
									bcDE								BC	BC

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q3 - In which of the following national or regional areas do you work?

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South West	184	133	51	35	65	12	112	46	17	5	4	52	132	10	60	53	50	10
	7%	7%	8%	6%	9%	4%	7%	9%	7%	5%	16%	6%	8%	8%	7%	8%	7%	7%
					ACD		C	aC	c		ACdg		a					
Wales	75	61	14	16	30	12	58	9	4	4	-	29	46	3	30	19	19	4
	3%	3%	2%	3%	4%	4%	4%	2%	2%	4%	-	3%	3%	2%	4%	3%	3%	3%
					Ef	e	E											
West Midlands	125	97	28	25	43	18	86	22	11	3	2	48	76	5	34	31	47	8
	5%	5%	4%	4%	6%	5%	5%	4%	5%	3%	8%	6%	5%	4%	4%	5%	6%	6%
																	B	
Yorkshire & The Humber	111	87	24	19	38	8	65	30	11	4	-	30	81	8	42	31	25	5
	4%	5%	4%	3%	5%	2%	4%	6%	5%	4%	-	3%	5%	6%	5%	5%	3%	4%
					aC		aC						a					
Outside the UK	280	206	74	107	61	18	186	47	19	19	7	112	167	11	78	100	72	19
	11%	11%	12%	18%	9%	5%	12%	9%	8%	20%	28%	13%	10%	8%	9%	15%	10%	14%
				BCDEF	c		BCef	c		BCDEF	BCDEF	B			aBD		b	
Not Stated	9	7	2	-	1	-	1	-	-	-	-	-	2	-	-	1	1	-
	*	*	*	-	*	-	*	-	-	-	-	-	*	-	-	*	*	-

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q3 - In which of the following national or regional areas do you work?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%																			
	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Channel Islands	15	1	3	3	2	2	3	1	-	10	1	1	11	12	3	-	8	11	3
	1%	*	1%	*	*	1%	1%	1%	-	1%	1%	*	1%	1%	1%	-	*	1%	1%
										c								a	a
East of England	117	14	22	19	19	14	12	6	11	57	7	31	64	95	15	4	77	58	14
	5%	5%	6%	3%	4%	5%	6%	4%	8%	5%	4%	5%	5%	5%	4%	4%	4%	5%	6%
			c						Cd										
East Midlands	73	7	10	18	13	6	12	4	3	40	4	14	44	58	11	3	54	45	4
	3%	2%	3%	3%	3%	2%	6%	3%	2%	3%	2%	2%	3%	3%	3%	3%	3%	4%	2%
							abcdE											ac	
London	778	94	126	195	134	79	65	48	36	346	59	183	405	588	145	33	649	288	62
	31%	32%	33%	32%	29%	28%	30%	34%	27%	29%	31%	31%	29%	29%	37%	35%	34%	26%	25%
															ACDE		BC		
North East	61	10	5	16	13	4	6	5	1	30	5	16	35	51	8	-	47	28	6
	2%	3%	1%	3%	3%	1%	3%	3%	1%	2%	3%	3%	3%	3%	2%	-	2%	2%	2%
		b						b											
Northern Ireland	51	4	6	13	14	6	3	4	1	26	7	12	33	45	5	1	39	26	8
	2%	1%	2%	2%	3%	2%	1%	3%	1%	2%	4%	2%	2%	2%	1%	1%	2%	2%	3%
										f									
North West	151	19	20	44	24	18	7	14	5	79	8	28	87	115	27	7	102	85	14
	6%	6%	5%	7%	5%	6%	3%	10%	4%	7%	4%	5%	6%	6%	7%	8%	5%	8%	6%
				F				bDFH										A	
Scotland	199	27	24	44	38	29	20	9	5	95	16	49	111	160	28	7	162	78	17
	8%	9%	6%	7%	8%	10%	9%	6%	4%	8%	9%	8%	8%	8%	7%	8%	8%	7%	7%
		H			h	BH	H												
South East	302	29	44	57	54	36	36	18	28	149	8	81	157	238	47	13	208	136	42
	12%	10%	11%	9%	12%	13%	17%	13%	21%	12%	4%	14%	11%	12%	12%	14%	11%	12%	17%
							AbCd		ABCDEg	B		B	B	B	B	B			AB

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q3 - In which of the following national or regional areas do you work?

Base: All respondents

	Years in PR									Being accountable to a code of conduct is important to me						Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%																			
	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
South West	184	18	34	46	33	20	13	6	13	97	9	43	106	149	27	6	130	95	19
	7%	6%	9%	8%	7%	7%	6%	4%	10%	8%	5%	7%	8%	7%	7%	6%	7%	8%	8%
			g						g									a	
Wales	75	10	13	16	19	9	5	1	2	42	3	17	45	62	11	2	60	40	5
	3%	3%	3%	3%	4%	3%	2%	1%	1%	3%	2%	3%	3%	3%	3%	2%	3%	4%	2%
		g	g		G														
West Midlands	125	13	13	31	25	16	11	8	8	58	6	31	64	95	21	7	83	67	20
	5%	4%	3%	5%	5%	6%	5%	6%	6%	5%	3%	5%	5%	5%	5%	8%	4%	6%	8%
																		A	A
Yorkshire & The Humber	111	15	15	32	21	10	6	8	4	56	6	24	62	86	16	6	80	53	10
	4%	5%	4%	5%	5%	4%	3%	6%	3%	5%	3%	4%	4%	4%	4%	6%	4%	5%	4%
Outside the UK	280	32	52	68	53	29	17	11	18	125	49	69	174	243	28	4	219	113	21
	11%	11%	13%	11%	11%	10%	8%	8%	13%	10%	26%	12%	12%	12%	7%	4%	11%	10%	9%
			Fg					f		fg	ACDEFG	FG	aFG	FG					
Not Stated	9	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	*	*	-
															adE				

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q3 - In which of the following national or regional areas do you work?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Channel Islands	15	15	-	-	-	-	-	-	-	-	-	-	-	-	-	15	-
	1%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-
		BCDEFG															
		H															
		IJKLMN															
East of England	117	-	117	-	-	-	-	-	-	-	-	-	-	-	-	114	2
	5%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	5%	1%
		ACDEFG															
		H															
		IJKLMN															
East Midlands	73	-	-	73	-	-	-	-	-	-	-	-	-	-	-	68	4
	3%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	3%	2%
				ABDEFG													
				H													
				IJKLMN													
London	778	-	-	-	778	-	-	-	-	-	-	-	-	-	-	685	82
	31%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	31%	35%
					ABCEFG												
					H												
					IJKLMN												
North East	61	-	-	-	-	61	-	-	-	-	-	-	-	-	-	55	6
	2%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	2%	3%
						ABCEFG											
						H											
						IJKLMN											
Northern Ireland	51	-	-	-	-	-	51	-	-	-	-	-	-	-	-	51	-
	2%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	2%	-
							ABCDEG										
							H										
							IJKLMN										

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q3 - In which of the following national or regional areas do you work?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North West	151	-	-	-	-	-	151	-	-	-	-	-	-	-	145	6	
	6%	-	-	-	-	-	100%	-	-	-	-	-	-	-	6%	3%	
							ABCDEF H IJKLMN									B	
Scotland	199	-	-	-	-	-	-	199	-	-	-	-	-	-	185	6	
	8%	-	-	-	-	-	-	100%	-	-	-	-	-	-	8%	3%	
							ABCDEF G IJKLMN									B	
South East	302	-	-	-	-	-	-	-	302	-	-	-	-	-	287	8	
	12%	-	-	-	-	-	-	-	100%	-	-	-	-	-	13%	3%	
									ABCDEF G HIJKLMN							B	
South West	184	-	-	-	-	-	-	-	-	184	-	-	-	-	179	5	
	7%	-	-	-	-	-	-	-	-	100%	-	-	-	-	8%	2%	
										ABCDEF G HIJKLMN						B	
Wales	75	-	-	-	-	-	-	-	-	-	75	-	-	-	74	1	
	3%	-	-	-	-	-	-	-	-	-	100%	-	-	-	3%	*	
											ABCDEF G HIJKLMN					B	
West Midlands	125	-	-	-	-	-	-	-	-	-	-	125	-	-	115	9	
	5%	-	-	-	-	-	-	-	-	-	-	100%	-	-	5%	4%	
												ABCDEF G HIJKLMN					

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q3 - In which of the following national or regional areas do you work?

Base: All respondents

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yorkshire & The Humber	111	-	-	-	-	-	-	-	-	-	-	-	-	111	-	103	7
	4%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	5%	3%
													ABCDEF HIJKLMN				
Outside the UK	280	-	-	-	-	-	-	-	-	-	-	-	-	-	280	159	101
	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	7%	43%
													ABCDEF G HIJKLM				A
Not Stated	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White British	1933	1460	473	424	554	258	1236	431	190	42	23	676	1256	82	621	509	593	126
	76%	77%	74%	72%	80%	79%	77%	81%	78%	44%	92%	78%	76%	63%	75%	74%	80%	93%
				G	AG	AG	AG	AdG	aG		AdfG				A	A	ABC	ABCD
Irish	63	47	16	17	12	10	39	15	6	3	-	20	43	3	21	17	20	1
	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	-	2%	3%	2%	3%	2%	3%	1%
Other white background	240	166	74	86	44	28	158	44	24	14	-	60	180	18	95	75	48	4
	9%	9%	12%	15%	6%	9%	10%	8%	10%	15%	-	7%	11%	14%	11%	11%	7%	3%
			A	BCDEfH			Bh	b	BcEH			A		DE	DE	DE		
White and black Caribbean	9	4	5	1	3	1	5	3	1	-	-	4	5	-	4	5	-	-
	*	*	1%	*	*	*	*	1%	*	-	-	*	*	-	*	1%	-	-
			A												d	D		
White and black African	8	5	3	3	1	2	6	1	-	1	-	3	5	1	3	2	2	-
	*	*	*	1%	*	1%	*	*	-	1%	-	*	*	1%	*	*	*	-
White and Asian	21	15	6	1	9	3	13	3	2	1	1	7	14	-	10	3	8	-
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	4%	1%	1%	-	1%	*	1%	-
					A		a				AdE							
Another mixed background	30	23	7	5	9	5	19	6	3	1	1	14	16	1	11	9	8	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%	1%
Chinese	14	13	1	1	4	2	7	1	1	5	-	4	10	5	2	3	4	-
	1%	1%	*	*	1%	1%	*	*	*	5%	-	*	1%	4%	*	*	1%	-
										ABCDEF				BCDE				
Japanese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indian	29	17	12	4	11	3	18	5	1	5	-	9	20	6	9	12	2	-
	1%	1%	2%	1%	2%	1%	1%	1%	*	5%	-	1%	1%	5%	1%	2%	*	-
			A							ABCDEF				BCDE	d	D		

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pakistani	1	-	1	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-
	*	-	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-
			a															
Bangladeshi	1	1	-	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-
	*	*	-	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-
Another Asian background	24	18	6	4	9	4	17	4	1	2	-	9	15	2	8	8	6	-
	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	-	1%	1%	2%	1%	1%	1%	-
Caribbean	13	11	2	3	4	1	8	-	3	2	-	1	12	1	2	6	4	-
	1%	1%	*	1%	1%	*	*	-	1%	2%	-	*	1%	1%	*	1%	1%	-
				e	e				E	acDE			A			b		
African	81	60	21	25	25	5	55	11	4	11	-	41	39	7	30	24	19	1
	3%	3%	3%	4%	4%	2%	3%	2%	2%	11%	-	5%	2%	5%	4%	3%	3%	1%
				CEf	c		c			ABCDEFh		B		dE	e	e		
Another black background	6	5	1	2	2	-	4	-	1	1	-	1	5	2	2	-	2	-
	*	*	*	*	*	-	*	-	*	1%	-	*	*	2%	*	-	*	-
										cE				BCD				
Prefer not to say	58	50	8	10	7	6	23	11	7	8	-	18	32	2	11	15	21	2
	2%	3%	1%	2%	1%	2%	1%	2%	3%	8%	-	2%	2%	2%	1%	2%	3%	1%
		B							Bd	ABCDEF							B	
Nets																		
White	2236	1673	563	527	610	296	1433	490	220	59	23	756	1479	103	737	601	661	131
	88%	88%	89%	90%	88%	90%	89%	92%	90%	61%	92%	87%	89%	79%	89%	87%	90%	97%
				G	G	G	G	BdG	G		G	a		A	A	A	ABCD	
Other ethnic group	237	172	65	49	79	26	154	34	17	29	2	94	142	25	83	72	55	2
	9%	9%	10%	8%	11%	8%	10%	6%	7%	30%	8%	11%	9%	19%	10%	10%	7%	1%
				acEf			E			ABCDEFH		b		BCDE	dE	DE	E	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White British	1933	188	282	456	351	223	185	122	122	940	116	454	1056	1510	320	75	1436	907	202
	76%	64%	73%	76%	76%	80%	86%	85%	90%	78%	62%	76%	76%	76%	81%	81%	75%	81%	82%
		A	A	A	A	AB	ABCD	ABCDE		B	B	B	B	BCDE	B		A	A	
Irish	63	6	7	13	14	8	6	7	2	35	4	15	39	54	5	3	52	27	6
	2%	2%	2%	2%	3%	3%	3%	5%	1%	3%	2%	3%	3%	3%	1%	3%	3%	2%	2%
							Bc			f		f	f						
Other white background	240	37	51	67	38	23	10	7	7	104	29	58	133	191	38	7	200	73	19
	9%	13%	13%	11%	8%	8%	5%	5%	5%	9%	15%	10%	10%	10%	10%	8%	10%	6%	8%
		DeFGH	DEFGH	FGH	f						ACDEFg						B		
White and black Caribbean	9	1	2	3	3	-	-	-	-	6	-	2	6	8	-	-	8	4	-
	*	*	1%	*	1%	-	-	-	-	*	-	*	*	*	-	-	*	*	-
White and black African	8	5	1	2	-	-	-	-	-	3	1	1	4	5	-	1	2	3	3
	*	2%	*	*	-	-	-	-	-	*	1%	*	*	*	-	1%	*	*	1%
		BCDEf													F				AB
White and Asian	21	1	4	7	4	2	1	1	1	9	2	5	11	16	3	1	18	10	1
	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
Another mixed background	30	3	6	6	7	5	2	1	-	14	3	4	17	21	8	-	22	16	2
	1%	1%	2%	1%	2%	2%	1%	1%	-	1%	2%	1%	1%	1%	2%	-	1%	1%	1%
															c				
Chinese	14	7	-	2	2	2	1	-	-	6	1	5	7	12	2	-	13	1	-
	1%	2%	-	*	*	1%	*	-	-	*	1%	1%	1%	1%	1%	-	1%	*	-
		BCDfgh				b										B			
Japanese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None	
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C		
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245	
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Indian	29	9	3	7	7	1	1	1	-	8	4	13	12	25	3	-	23	10	2	
	1%	3%	1%	1%	2%	*	*	1%	-	1%	2%	2%	1%	1%	1%	-	1%	1%	1%	
		BCEFH									A	ADf								
Pakistani	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	
	*	-	-	*	-	-	-	-	-	-	-	*	-	*	-	-	*	-	-	
Bangladeshi	1	-	1	-	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	
	*	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	*	-	-	
Another Asian background	24	5	6	5	5	2	1	-	-	12	2	8	14	22	2	-	19	8	2	
	1%	2%	2%	1%	1%	1%	*	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	
Caribbean	13	1	-	4	6	1	-	1	-	9	1	1	10	11	1	-	11	5	1	
	1%	*	-	1%	1%	*	-	1%	-	1%	1%	*	1%	1%	*	-	1%	*	*	
				Bf																
African	81	21	17	19	15	5	1	-	2	43	16	16	59	75	4	2	71	38	3	
	3%	7%	4%	3%	3%	2%	*	-	1%	4%	9%	3%	4%	4%	1%	2%	4%	3%	1%	
		CDEFGH		eFG	FG	FG				F	ACDEFG		f	cF	F		C	c		
Another black background	6	2	1	2	-	-	1	-	-	1	2	1	3	4	2	-	5	3	-	
	*	1%	*	*	-	-	*	-	-	*	1%	*	*	*	1%	-	*	*	-	
		d								Acde				a						
Prefer not to say	58	7	6	9	10	6	7	3	1	19	7	15	26	41	5	4	37	19	4	
	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	4%	3%	2%	2%	1%	4%	2%	2%	2%	
										Adf					af					
Nets																				
White	2236	231	340	536	403	254	201	136	131	1079	149	527	1228	1755	363	85	1688	1007	227	
	88%	79%	88%	89%	87%	91%	93%	95%	97%	89%	79%	88%	88%	88%	92%	91%	88%	90%	93%	
		A	A	A	Ad	ABcD	ABCD	ABCDE		B	B	B	B	aBCDE	B				A	

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other ethnic group	237	55	41	58	49	18	8	4	3	112	32	57	144	201	25	4	194	98	14
	9%	19%	11%	10%	11%	6%	4%	3%	2%	9%	17%	10%	10%	10%	6%	4%	10%	9%	6%
	BCDEFGH	eFGH	FGH	eFGH	h					f	ACDEFG	fg	Fg	Fg		C			

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White British	1933	14	108	64	575	54	35	139	155	268	173	69	111	98	69	1933	-
	76%	93%	92%	88%	74%	89%	69%	92%	78%	89%	94%	92%	89%	88%	25%	86%	-
		dfN	DFHN	DFhN	N	DFhN	N	DFHN	N	DFHN	cDFHilmN	DFHN	DFHN	DFHN		B	
Irish	63	-	2	1	21	-	16	2	4	4	1	3	2	1	6	63	-
	2%	-	2%	1%	3%	-	31%	1%	2%	1%	1%	4%	2%	1%	2%	3%	-
				j		ABCDEG	H									B	
						IJKLMNOP					J					B	
Other white background	240	1	4	3	89	1	-	4	26	15	5	2	2	4	84	240	-
	9%	7%	3%	4%	11%	2%	-	3%	13%	5%	3%	3%	2%	4%	30%	11%	-
		f			BcEFGIJ				BCEFGIJ					aBCDEF			
					K				K					G		B	
					LM				LM					HIJKLM			
White and black Caribbean	9	-	-	-	6	-	-	-	1	-	-	-	1	-	1	-	9
	*	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	*	-	4%
																	A
White and black African	8	-	-	-	3	-	-	-	-	-	1	-	-	-	4	-	8
	*	-	-	-	*	-	-	-	-	-	1%	-	-	-	1%	-	3%
															dhl		A
White and Asian	21	-	-	-	10	-	-	-	1	-	2	-	-	1	7	-	21
	1%	-	-	-	1%	-	-	-	1%	-	1%	-	-	1%	3%	-	9%
					l						i			i	bghll		A
Another mixed background	30	-	-	1	13	1	-	2	1	3	1	1	2	2	3	-	30
	1%	-	-	1%	2%	2%	-	1%	1%	1%	1%	1%	2%	2%	1%	-	13%
																	A
Chinese	14	-	1	-	5	1	-	1	-	-	-	-	-	-	6	-	14
	1%	-	1%	-	1%	2%	-	1%	-	-	-	-	-	-	2%	-	6%
						hlj									DHlJI		A

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Japanese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indian	29	-	-	1	13	2	-	-	-	1	-	-	2	2	8	-	29
	1%	-	-	1%	2%	3%	-	-	*	-	-	-	2%	2%	3%	-	12%
				h	hij	bGHIJ							hj	ghj	bGHIJ		A
Pakistani	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	*
								D									A
Bangladeshi	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	*
													D				A
Another Asian background	24	-	-	-	11	1	-	-	-	2	1	-	-	-	9	-	24
	1%	-	-	-	1%	2%	-	-	-	1%	1%	-	-	-	3%	-	10%
					h	h									bdGHjLm		A
Caribbean	13	-	1	1	6	-	-	-	-	-	-	-	2	-	3	-	13
	1%	-	1%	1%	1%	-	-	-	-	-	-	-	2%	-	1%	-	5%
				hl									hlj		i		A
African	81	-	-	1	14	1	-	1	3	1	-	-	1	1	58	-	81
	3%	-	-	1%	2%	2%	-	1%	2%	*	-	-	1%	1%	21%	-	34%
				ij	j				j						aBCDEFG HIJKLM		A
Another black background	6	-	-	-	1	-	-	1	-	1	-	-	-	1	2	-	6
	*	-	-	-	*	-	-	1%	-	*	-	-	-	1%	1%	-	3%
																	A
Prefer not to say	58	-	1	1	11	-	-	-	8	7	-	-	1	1	20	-	-
	2%	-	1%	1%	1%	-	-	-	4%	2%	-	-	1%	1%	7%	-	-
									DGJKl	gJ					BcDEFGIJ KLM		

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q4 - Which ethnic group do you consider yourself to belong to?

Base: All respondents

Total	Region														Ethnicity		
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
2531 100%	15 100%	117 100%	73 100%	778 100%	61 100%	51 100%	151 100%	199 100%	302 100%	184 100%	75 100%	125 100%	111 100%	280 100%	2236 100%	237 100%	
Nets																	
White	2236 88%	15 100%	114 97%	68 93%	685 88%	55 90%	51 100%	145 96%	185 93%	287 95%	179 97%	74 99%	115 92%	103 93%	159 57%	2236 100%	- -
		N	DEhIN	N	N	N	cDEhLmN	DeN	DN	DN	DEhLmN	cDEhLmN	N	N		B	
Other ethnic group	237 9%	- -	2 2%	4 5%	82 11%	6 10%	- -	6 4%	6 3%	8 3%	5 3%	1 1%	9 7%	7 6%	101 36%	- -	237 100%
			f	BFGHIJK	BFGHIJK							Bfhijk	bfi	ABCDEFGHIJKL		A	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q5 - Which of the following qualifications, if any, do you hold?

Base: All respondents

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>Academic qualifications</u>	1919	1437	482	450	522	257	1229	415	184	71	9	658	1258	100	717	537	501	63
	76%	76%	76%	77%	75%	78%	76%	78%	75%	74%	36%	76%	76%	77%	86%	78%	68%	47%
				H	H	H	H	H	H	H				DE	ACDE	DE	E	
Undergraduate degree in a subject other than public relations	1286	961	325	286	359	185	830	294	126	23	5	464	821	37	476	373	358	42
	51%	51%	51%	49%	52%	56%	52%	55%	52%	24%	20%	53%	50%	28%	57%	54%	49%	31%
				GH	GH	AGH	GH	AGH	GH			b			ADE	ADE	AE	
Master's degree in a subject other than public relations	432	332	100	97	122	61	280	82	58	7	2	174	257	4	146	120	142	19
	17%	18%	16%	17%	18%	19%	17%	15%	24%	7%	8%	20%	16%	3%	18%	17%	19%	14%
				G	G	G	G	G	ABDEGH			B			A	A	A	A
Undergraduate degree in public relations or communications	323	249	74	76	96	35	207	62	22	29	2	71	251	51	151	79	37	5
	13%	13%	12%	13%	14%	11%	13%	12%	9%	30%	8%	8%	15%	39%	18%	11%	5%	4%
					f		f			ABCDEFH		A		BCDE	CDE	DE		
Master's degree in public relations or communications	227	176	51	61	58	25	144	41	21	21	-	78	149	16	84	64	55	8
	9%	9%	8%	10%	8%	8%	9%	8%	9%	22%	-	9%	9%	12%	10%	9%	7%	6%
				h			ABCDEFH							de	d			
PhD	45	38	7	10	15	4	29	3	10	-	-	25	20	-	3	11	25	6
	2%	2%	1%	2%	2%	1%	2%	1%	4%	-	-	3%	1%	-	*	2%	3%	4%
				e	E		E		ACDEG			B				B	ABC	ABC
<u>Professional qualifications</u>	1124	920	204	274	369	152	795	173	118	19	11	379	743	21	346	333	359	63
	44%	49%	32%	47%	53%	46%	49%	32%	48%	20%	44%	44%	45%	16%	42%	48%	49%	47%
		B		EG	ACEG	EG	EG	G	EG		G				A	AB	AB	A
CIPR/PRCA/CIM or other relevant body Diploma	468	420	48	106	158	72	336	67	48	7	6	153	315	3	149	147	153	15
	18%	22%	8%	18%	23%	22%	21%	13%	20%	7%	24%	18%	19%	2%	18%	21%	21%	11%
		B		EG	AEG	EG	EG		EG		eG				Ae	AbE	AE	A

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q5 - Which of the following qualifications, if any, do you hold?

Base: All respondents

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CIPR/PRCA/CIM or other relevant body Advanced Certificate	182	156	26	48	61	29	138	30	10	4	-	39	142	9	81	43	46	3
	7%	8%	4%	8%	9%	9%	9%	6%	4%	4%	-	4%	9%	7%	10%	6%	6%	2%
		B		eF	EF	eF	EF					A		e	CDE	e	e	
CIPR/PRCA/CIM or other relevant body Internal Communication Certificate or Diploma	96	86	10	33	39	10	82	4	5	2	2	15	80	1	27	36	30	2
	4%	5%	2%	6%	6%	3%	5%	1%	2%	2%	8%	2%	5%	1%	3%	5%	4%	1%
		B		cEF	cEF	E	EF				Ef	A				Abe	a	
CIPR/PRCA/CIM or other relevant body Public Affairs Certificate or Diploma	65	56	9	21	18	8	47	9	6	1	1	22	43	-	24	18	21	2
	3%	3%	1%	4%	3%	2%	3%	2%	2%	1%	4%	3%	3%	-	3%	3%	3%	1%
		B		E											a	a	a	
CIPR/PRCA/CIM or other relevant body Foundation Award	64	34	30	17	23	5	45	10	7	1	-	22	42	6	27	12	16	3
	3%	2%	5%	3%	3%	2%	3%	2%	3%	1%	-	3%	3%	5%	3%	2%	2%	2%
			A											C	c			
CIPR/PRCA/CIM or other relevant body Crisis Communication Certificate or Diploma	29	27	2	7	8	4	19	2	6	1	-	6	23	2	8	12	7	-
	1%	1%	*	1%	1%	1%	1%	*	2%	1%	-	1%	1%	2%	1%	2%	1%	-
		B							E									
Another professional qualification (i.e. Chartered Management Diploma)	432	333	99	88	145	49	282	78	60	7	4	184	248	5	85	127	173	41
	17%	18%	16%	15%	21%	15%	18%	15%	25%	7%	16%	21%	15%	4%	10%	18%	23%	30%
				G	ACdEG	g	G	g	ACDEG			B			A	AB	ABC	ABCd
None of the above	245	174	71	38	60	20	118	75	29	15	8	89	156	19	33	57	99	37
	10%	9%	11%	6%	9%	6%	7%	14%	12%	16%	32%	10%	9%	15%	4%	8%	13%	27%
							ABCD	ACD		ABCD	ABCDEFg			BC		B	BC	ABCD
Not Stated	18	14	4	1	1	3	5	3	-	1	1	3	8	1	1	4	2	2
	1%	1%	1%	*	*	1%	*	1%	-	1%	4%	*	*	1%	*	1%	*	1%
						b					ABDEF							Bd

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q5 - Which of the following qualifications, if any, do you hold?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>Academic qualifications</u>	1919	214	309	488	367	219	148	105	65	913	144	457	1057	1514	300	74	1919	775	-
	76%	73%	80%	81%	79%	79%	69%	73%	48%	75%	77%	76%	76%	76%	80%	100%	69%	-	
		H	AFH	AFGH	AFH	FH	H	H								BC	C		
Undergraduate degree in a subject other than public relations	1286	117	207	329	250	146	111	80	43	615	83	304	698	1002	217	53	1286	593	-
	51%	40%	53%	55%	54%	53%	51%	56%	32%	51%	44%	51%	50%	50%	55%	57%	67%	53%	-
			AH	AH	AH	AH	AH	AH		b					Bde	B	BC	C	
Master's degree in a subject other than public relations	432	30	83	107	88	51	33	22	17	216	38	98	254	352	58	15	432	173	-
	17%	10%	21%	18%	19%	18%	15%	15%	13%	18%	20%	16%	18%	18%	15%	16%	23%	15%	-
			AfH	A	Ah	A	a				f						BC	C	
Undergraduate degree in public relations or communications	323	68	50	80	60	39	9	9	8	149	25	78	174	252	57	6	323	110	-
	13%	23%	13%	13%	13%	14%	4%	6%	6%	12%	13%	13%	12%	13%	15%	6%	17%	10%	-
		BCDEFGH	FGH	FGH	FGH	FGH				g	g	g	g	g	G		BC	C	
Master's degree in public relations or communications	227	32	30	52	49	26	18	11	9	118	25	51	143	194	25	5	227	57	-
	9%	11%	8%	9%	11%	9%	8%	8%	7%	10%	13%	9%	10%	10%	6%	5%	12%	5%	-
										F	cFG		F	F			BC	C	
PhD	45	1	3	8	13	8	3	3	5	24	8	6	32	38	5	-	45	16	-
	2%	*	1%	1%	3%	3%	1%	2%	4%	2%	4%	1%	2%	2%	1%	-	2%	1%	-
				ABc	AB		a	ABc			aCEFG		c				bC	c	
<u>Professional qualifications</u>	1124	84	168	287	239	118	101	75	50	633	78	211	711	922	164	29	775	1124	-
	44%	29%	43%	48%	52%	42%	47%	52%	37%	52%	41%	35%	51%	46%	42%	31%	40%	100%	-
			A	AH	ABEH	A	Ah	AbeH	a	BCEFG	g		BCEFG	CG	Cg		C	AC	
CIPR/PRCA/CIM or other relevant body Diploma	468	16	42	145	115	60	49	25	15	302	29	64	331	395	60	9	345	468	-
	18%	5%	11%	24%	25%	22%	23%	17%	11%	25%	15%	11%	24%	20%	15%	10%	18%	42%	-
			A	ABgH	ABgH	ABH	ABH	AB	A	BCEFG	c		BCEFG	CFG	C		C	AC	

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q5 - Which of the following qualifications, if any, do you hold?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CIPR/PRCA/CIM or other relevant body Advanced Certificate	182 7%	25 9%	34 9%	46 8%	41 9%	11 4%	12 6%	10 7%	3 2%	110 9%	7 4%	29 5%	117 8%	146 7%	28 7%	6 6%	125 7%	182 16%	- -
		EH	EH	EH	EH			h		BCe			BC	bC		C	AC		
CIPR/PRCA/CIM or other relevant body Internal Communication Certificate or Diploma	96 4%	7 2%	25 6%	30 5%	19 4%	7 3%	3 1%	2 1%	3 2%	38 3%	10 5%	24 4%	48 3%	72 4%	17 4%	4 4%	63 3%	96 9%	- -
			AEFGH	aeFg	f											C	AC		
CIPR/PRCA/CIM or other relevant body Public Affairs Certificate or Diploma	65 3%	4 1%	10 3%	12 2%	16 3%	9 3%	7 3%	5 3%	2 1%	40 3%	4 2%	11 2%	44 3%	55 3%	9 2%	1 1%	46 2%	65 6%	- -
					a					c						C	AC		
CIPR/PRCA/CIM or other relevant body Foundation Award	64 3%	13 4%	26 7%	7 1%	1 *	4 1%	2 1%	6 4%	5 4%	36 3%	2 1%	15 3%	38 3%	53 3%	11 3%	- -	34 2%	64 6%	- -
		CDEF	CDEF	d		D		CDeF	CDf	g						C	AC		
CIPR/PRCA/CIM or other relevant body Crisis Communication Certificate or Diploma	29 1%	2 1%	4 1%	6 1%	13 3%	- -	1 *	3 2%	- -	22 2%	1 1%	1 *	23 2%	24 1%	5 1%	- -	26 1%	29 3%	- -
			e	e	AbCEFH			Eh		C			C	C	C	c	AC		
Another professional qualification (i.e. Chartered Management Diploma)	432 17%	28 10%	49 13%	86 14%	91 20%	50 18%	50 23%	46 32%	31 23%	227 19%	35 19%	88 15%	262 19%	350 18%	64 16%	16 17%	295 15%	432 38%	- -
			A	ABC	Ab	ABC	ABCDEfh	ABC		C			C			C	AC		
None of the above	245 10%	37 13%	26 7%	37 6%	34 7%	24 9%	31 14%	12 8%	43 32%	106 9%	15 8%	70 12%	121 9%	191 10%	38 10%	9 10%	- -	- -	245 100%
		BCD				BCDEg		ABCDEFG				AD							AB
Not Stated	18 1%	2 1%	- -	3 *	1 *	1 *	1 *	1 1%	1 1%	8 1%	1 1%	1 *	9 1%	10 1%	- -	- -	- -	- -	- -
								b											

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q5 - Which of the following qualifications, if any, do you hold?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																	
Significance Level: 95%																	
Academic qualifications	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	1919	8	77	54	649	47	39	102	162	208	130	60	83	80	219	1688	194
	76%	53%	66%	74%	83%	77%	76%	68%	81%	69%	71%	80%	66%	72%	78%	75%	82%
				ABCGIJLM		a	a		ABGIJLm			ABgIL			ABGijL		A
Undergraduate degree in a subject other than public relations	1286	7	58	38	465	29	29	70	107	151	88	47	53	54	90	1172	94
	51%	47%	50%	52%	60%	48%	57%	46%	54%	50%	48%	63%	42%	49%	32%	52%	40%
			N	N	BeGIJLMN	N	IN	N	LN	N	N	beGiJLmN	N	N		B	
Master's degree in a subject other than public relations	432	2	14	10	177	12	9	8	32	32	22	10	18	9	77	359	62
	17%	13%	12%	14%	23%	20%	18%	5%	16%	11%	12%	13%	14%	8%	28%	16%	26%
			G	G	BcGHIJKL				GiM	Gm		GiM	g	G	G		BCGHIJKL
				M	GIM	Gm			GiM			G	G		M		A
Undergraduate degree in public relations or communications	323	1	10	10	85	9	6	23	26	36	24	9	18	22	43	270	44
	13%	7%	9%	14%	11%	15%	12%	15%	13%	12%	13%	12%	14%	20%	15%	12%	19%
								b						BDI	bd		A
Master's degree in public relations or communications	227	1	10	3	54	6	8	14	23	15	13	10	6	9	55	181	40
	9%	7%	9%	4%	7%	10%	16%	9%	12%	5%	7%	13%	5%	8%	20%	8%	17%
							CDijL	i	cDIL			CDIL			BCDeGHIJ		A
														LM			
PhD	45	-	2	-	12	-	2	2	2	4	2	2	-	2	15	36	7
	2%	-	2%	-	2%	-	4%	1%	1%	1%	1%	3%	-	2%	5%	2%	3%
							cL					I			CDeGHIJL		
Professional qualifications	1124	11	58	45	288	28	26	85	78	136	95	40	67	53	113	1007	98
	44%	73%	50%	62%	37%	46%	51%	56%	39%	45%	52%	53%	54%	48%	40%	45%	41%
		bDeHImN	Dhn	DeHImN			D	DHIN		D	DHN	DHN	DHN	D			
CIPR/PRCA/CIM or other relevant body Diploma	468	6	28	13	112	11	14	37	44	53	38	21	23	17	50	417	44
	18%	40%	24%	18%	14%	18%	27%	25%	22%	18%	21%	28%	18%	15%	18%	19%	19%
		cDeIjMN	D				Dim	Dim	D		D	DIMn					

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

Most important

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Experience in a public relations role	1733	1283	450	410	482	251	1143	354	154	64	11	583	1149	96	623	474	467	70
	68%	68%	71%	70%	69%	77%	71%	66%	63%	67%	44%	67%	70%	74%	75%	69%	63%	52%
				fH	fH	ABDEFgH	EFH	H	h	H				DE	CDE	DE	E	
A professional qualification	292	234	58	72	102	36	210	35	32	9	6	97	193	9	72	89	104	18
	12%	12%	9%	12%	15%	11%	13%	7%	13%	9%	24%	11%	12%	7%	9%	13%	14%	13%
		B		E	E	E	E		E		acEg					aB	AB	ab
An academic qualification	250	193	57	54	59	18	131	74	28	13	3	84	166	15	88	61	68	18
	10%	10%	9%	9%	8%	5%	8%	14%	11%	14%	12%	10%	10%	12%	11%	9%	9%	13%
				C	c			ABCD	Cd	Cd								
Experience in a role in another sector, not necessarily in public relations	152	106	46	28	40	17	85	39	20	5	2	61	91	5	32	42	54	19
	6%	6%	7%	5%	6%	5%	5%	7%	8%	5%	8%	7%	6%	4%	4%	6%	7%	14%
								ad	ad							B	B	ABCD
None of the above	35	27	8	8	3	3	14	15	5	1	-	21	14	1	6	8	16	4
	1%	1%	1%	1%	*	1%	1%	3%	2%	1%	-	2%	1%	1%	1%	1%	2%	3%
				b				aBcD	Bd			B					B	B
Don't know	13	10	3	1	7	1	9	1	-	2	-	5	8	2	-	4	6	1
	1%	1%	*	*	1%	*	1%	*	-	2%	-	1%	*	2%	-	1%	1%	1%
					ae					AcdeF				B		B	B	B
Not Stated	56	42	14	13	3	2	18	17	5	2	3	17	32	2	10	10	22	5
	2%	2%	2%	2%	*	1%	1%	3%	2%	2%	12%	2%	2%	2%	1%	1%	3%	4%
				Bcd				BCD	B	b	ABCDEFG						Bc	Bc

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?

Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important

Most important

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Experience in a public relations role	1733	190	287	434	322	201	131	98	69	807	113	429	920	1349	296	65	1306	765	178
	68%	65%	74%	72%	70%	72%	61%	69%	51%	67%	60%	72%	66%	68%	75%	70%	68%	68%	73%
		H	AFH	AFH	FH	aFH	h	H		b		ABDe		B	ABDE				
A professional qualification	292	39	34	68	56	27	32	15	20	173	35	52	208	260	22	4	214	183	21
	12%	13%	9%	11%	12%	10%	15%	10%	15%	14%	19%	9%	15%	13%	6%	4%	11%	16%	9%
		b					Be		B	CFG	CEFG	f	CFG	CFG				AC	
An academic qualification	250	28	31	58	44	26	26	13	23	132	22	50	154	204	33	11	231	86	10
	10%	10%	8%	10%	10%	9%	12%	9%	17%	11%	12%	8%	11%	10%	8%	12%	12%	8%	4%
							ABCDEG			c		c					BC	C	
Experience in a role in another sector, not necessarily in public relations	152	23	28	31	22	14	13	6	15	65	10	39	75	114	27	8	102	58	22
	6%	8%	7%	5%	5%	5%	6%	4%	11%	5%	5%	7%	5%	6%	7%	9%	5%	5%	9%
		d							CDEfG										AB
None of the above	35	4	3	2	4	6	6	6	4	10	4	9	14	23	7	3	23	10	7
	1%	1%	1%	*	1%	2%	3%	4%	3%	1%	2%	2%	1%	1%	2%	3%	1%	1%	3%
		c				C	bCd	aBCD	bCd		a				Ade				AB
Don't know	13	5	-	3	3	-	-	1	-	2	1	6	3	9	1	-	8	6	3
	1%	2%	-	*	1%	-	-	1%	-	*	1%	1%	*	*	*	-	*	1%	1%
		BcEf										AD							a
Not Stated	56	4	4	7	11	4	8	4	4	21	3	14	24	38	7	2	35	16	4
	2%	1%	1%	1%	2%	1%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
						aBC													

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

Most important

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Experience in a public relations role	1733	9	89	45	546	41	39	124	139	228	125	49	93	79	127	1593	118
	68%	60%	76%	62%	70%	67%	76%	82%	70%	75%	68%	65%	74%	71%	45%	71%	50%
			CN	N	N	N	cN	ACDEHJK									
								MN	N	CdjkN	N	N	cN	N		B	
A professional qualification	292	4	10	9	61	14	5	9	13	32	26	13	10	12	73	227	57
	12%	27%	9%	12%	8%	23%	10%	6%	7%	11%	14%	17%	8%	11%	26%	10%	24%
		BDfGHiLm				BDFGHILM					DGH	bDGHL			BCDFGHIJ		
															LM		A
An academic qualification	250	1	7	9	81	2	3	6	24	24	17	6	6	13	51	202	40
	10%	7%	6%	12%	10%	3%	6%	4%	12%	8%	9%	8%	5%	12%	18%	9%	17%
				eGI	eGL				bEGL		g			eGI	BDEFGhIJ		A
															KL		
Experience in a role in another sector, not necessarily in public relations	152	1	8	6	57	4	2	6	14	10	10	6	9	5	14	135	9
	6%	7%	7%	8%	7%	7%	4%	4%	7%	3%	5%	8%	7%	5%	5%	6%	4%
				i	l				i			i	i				
None of the above	35	-	-	3	19	-	-	2	1	3	3	-	3	-	1	33	1
	1%	-	-	4%	2%	-	-	1%	1%	1%	2%	-	2%	-	*	1%	*
				BHikMN	bhmN								bn				
Don't know	13	-	-	1	1	-	1	-	3	2	-	-	1	-	4	10	3
	1%	-	-	1%	*	-	2%	-	2%	1%	-	-	1%	-	1%	*	1%
				D			Dgj		Dj						D		a
Not Stated	56	-	3	-	13	-	1	4	5	3	3	1	3	2	10	36	9
	2%	-	3%	-	2%	-	2%	3%	3%	1%	2%	1%	2%	2%	4%	2%	4%
															dl		A

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

2nd most important

Base: All respondents

	Membership			Role								Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A professional qualification	867	671	196	210	308	125	643	117	68	30	7	283	584	39	307	246	240	34
	34%	35%	31%	36%	44%	38%	40%	22%	28%	31%	28%	33%	35%	30%	37%	36%	33%	25%
		B		EF	AcdeFG	EF	aEFg		e	E					dE	E	e	
Experience in a role in another sector, not necessarily in public relations	554	398	156	123	116	75	314	154	59	20	5	197	357	22	172	157	167	34
	22%	21%	25%	21%	17%	23%	20%	29%	24%	21%	20%	23%	22%	17%	21%	23%	23%	25%
		a		B		B		ABcD	Bd									
Experience in a public relations role	520	406	114	115	153	58	326	115	59	14	5	179	340	15	142	150	171	42
	21%	21%	18%	20%	22%	18%	20%	21%	24%	15%	20%	21%	21%	12%	17%	22%	23%	31%
		b			g				cg							AB	AB	ABCD
An academic qualification	486	341	145	116	106	64	286	116	48	27	5	166	318	49	194	113	115	15
	19%	18%	23%	20%	15%	20%	18%	22%	20%	28%	20%	19%	19%	38%	23%	16%	16%	11%
			A	B		b		BD		aBcDf				BCDE	CDE			
None of the above	35	27	8	8	3	3	14	15	5	1	-	21	14	1	6	8	16	4
	1%	1%	1%	1%	*	1%	1%	3%	2%	1%	-	2%	1%	1%	1%	1%	2%	3%
				b				aBcD	Bd			B					B	B
Don't know	13	10	3	1	7	1	9	1	-	2	-	5	8	2	-	4	6	1
	1%	1%	*	*	1%	*	1%	*	-	2%	-	1%	*	2%	-	1%	1%	1%
					ae					AcdeEF				B		B	B	B
Not Stated	56	42	14	13	3	2	18	17	5	2	3	17	32	2	10	10	22	5
	2%	2%	2%	2%	*	1%	1%	3%	2%	2%	12%	2%	2%	2%	1%	1%	3%	4%
				Bcd				BCD	B	b	ABCDEFg						Bc	Bc

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

2nd most important

Base: All respondents

	Years in PR									Being accountable to a code of conduct is important to me							Qualifications held		
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A professional qualification	867	91	141	224	169	103	68	43	28	452	59	203	511	714	121	20	626	502	73
	34%	31%	36%	37%	37%	37%	31%	30%	21%	37%	31%	34%	37%	36%	31%	22%	33%	45%	30%
		H	H	aH	H	H	H	h		FG	g	G	FG	fG	g			AC	
Experience in a role in another sector, not necessarily in public relations	554	60	87	122	100	64	47	34	39	221	50	143	271	414	107	29	405	195	84
	22%	20%	22%	20%	22%	23%	22%	24%	29%	18%	27%	24%	19%	21%	27%	31%	21%	17%	34%
								aCd			ADe	AD		a	ADE	ADE	B		AB
Experience in a public relations role	520	57	69	124	91	51	57	27	42	284	40	101	324	425	70	19	396	248	43
	21%	19%	18%	21%	20%	18%	26%	19%	31%	23%	21%	17%	23%	21%	18%	20%	21%	22%	18%
							aBcDE	ABCDEG		CF			CF	C					
An academic qualification	486	72	83	121	84	50	30	28	18	220	31	123	251	374	80	20	426	147	31
	19%	25%	21%	20%	18%	18%	14%	20%	13%	18%	16%	21%	18%	19%	20%	22%	22%	13%	13%
		DeFH	FH	Fh													BC		
None of the above	35	4	3	2	4	6	6	6	4	10	4	9	14	23	7	3	23	10	7
	1%	1%	1%	*	1%	2%	3%	4%	3%	1%	2%	2%	1%	1%	2%	3%	1%	1%	3%
		c				C	bCd	aBCD	bCd		a					Ade			AB
Don't know	13	5	-	3	3	-	-	1	-	2	1	6	3	9	1	-	8	6	3
	1%	2%	-	*	1%	-	-	1%	-	*	1%	1%	*	*	*	-	*	1%	1%
		BcEf										AD							a
Not Stated	56	4	4	7	11	4	8	4	4	21	3	14	24	38	7	2	35	16	4
	2%	1%	1%	1%	2%	1%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
							aBC												

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

2nd most important

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B
	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A professional qualification	867	6	48	29	215	22	23	83	66	120	64	27	47	36	81	787	66
	34%	40%	41%	40%	28%	36%	45%	55%	33%	40%	35%	36%	38%	32%	29%	35%	28%
			DN	Dn			DN	BCDEHIJK LMN		DN	d		Dn			B	
Experience in a role in another sector, not necessarily in public relations	554	1	30	11	211	10	10	19	48	56	48	12	29	26	43	508	41
	22%	7%	26%	15%	27%	16%	20%	13%	24%	19%	26%	16%	23%	23%	15%	23%	17%
			cGN		aCeGIKN				GN		acGIkN		Gn	Gn		b	
Experience in a public relations role	520	6	20	21	152	17	8	13	33	60	40	22	19	22	86	437	66
	21%	40%	17%	29%	20%	28%	16%	9%	17%	20%	22%	29%	15%	20%	31%	20%	28%
		BDFGHIL													BDFGHIJL		
		m	G	bdfGHIL	G	bGhL			G	G	G	BDFGHIL	g	G	M		A
An academic qualification	486	2	16	8	167	12	8	30	43	58	26	13	23	25	55	425	51
	19%	13%	14%	11%	21%	20%	16%	20%	22%	19%	14%	17%	18%	23%	20%	19%	22%
				bCJ				c	bCj	c				bCj	c		
None of the above	35	-	-	3	19	-	-	2	1	3	3	-	3	-	1	33	1
	1%	-	-	4%	2%	-	-	1%	1%	1%	2%	-	2%	-	*	1%	*
				BHikMN	bhmN								bn				
Don't know	13	-	-	1	1	-	1	-	3	2	-	-	1	-	4	10	3
	1%	-	-	1%	*	-	2%	-	2%	1%	-	-	1%	-	1%	*	1%
				D			Dgj		Dj						D		a
Not Stated	56	-	3	-	13	-	1	4	5	3	3	1	3	2	10	36	9
	2%	-	3%	-	2%	-	2%	3%	3%	1%	2%	1%	2%	2%	4%	2%	4%
															dl		A

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

3rd most important

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A professional qualification	849	629	220	185	199	121	505	199	99	34	7	290	559	53	282	225	238	49
	34%	33%	35%	32%	29%	37%	31%	37%	41%	35%	28%	33%	34%	41%	34%	33%	32%	36%
						Bd		ABD	ABD					cd				
An academic qualification	774	577	197	187	235	102	524	152	65	27	5	240	533	40	277	221	202	33
	31%	30%	31%	32%	34%	31%	33%	28%	27%	28%	20%	28%	32%	31%	33%	32%	27%	24%
					EF		ef					A		DE	de			
Experience in a role in another sector, not necessarily in public relations	663	505	158	157	210	90	457	122	56	20	6	243	419	21	215	184	207	36
	26%	27%	25%	27%	30%	27%	28%	23%	23%	21%	24%	28%	25%	16%	26%	27%	28%	27%
					EFg		Ef							A	A	A	A	A
Experience in a public relations role	141	105	36	35	39	9	83	29	14	10	4	52	88	11	41	36	46	7
	6%	6%	6%	6%	6%	3%	5%	5%	6%	10%	16%	6%	5%	8%	5%	5%	6%	5%
				C	C		c	c	c	bCDe	ABCDEF			b				
None of the above	35	27	8	8	3	3	14	15	5	1	-	21	14	1	6	8	16	4
	1%	1%	1%	1%	*	1%	1%	3%	2%	1%	-	2%	1%	1%	1%	1%	2%	3%
				b			aBcD	Bd				B					B	B
Don't know	13	10	3	1	7	1	9	1	-	2	-	5	8	2	-	4	6	1
	1%	1%	*	*	1%	*	1%	*	-	2%	-	1%	*	2%	-	1%	1%	1%
					ae					AcdEF				B		B	B	B
Not Stated	56	42	14	13	3	2	18	17	5	2	3	17	32	2	10	10	22	5
	2%	2%	2%	2%	*	1%	1%	3%	2%	2%	12%	2%	2%	2%	1%	1%	3%	4%
				Bcd				BCD	B	b	ABCDEF						Bc	Bc

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?

Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important

3rd most important

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A professional qualification	849	97	137	204	143	93	68	47	58	393	53	218	446	664	142	31	646	322	100
	34%	33%	35%	34%	31%	33%	31%	33%	43%	32%	28%	36%	32%	33%	36%	33%	34%	29%	41%
												aBd			b	B		AB	
An academic qualification	774	89	124	192	154	85	50	49	31	381	55	176	436	612	128	24	604	376	63
	31%	30%	32%	32%	33%	31%	23%	34%	23%	31%	29%	29%	31%	31%	33%	26%	31%	33%	26%
		f	FH	FH	FH	f		FH									c	C	
Experience in a role in another sector, not necessarily in public relations	663	67	102	166	121	74	71	32	29	331	53	144	384	528	97	31	479	327	61
	26%	23%	26%	28%	26%	27%	33%	22%	21%	27%	28%	24%	27%	26%	25%	33%	25%	29%	25%
							AbdGH								cf			A	
Experience in a public relations role	141	27	17	29	26	16	13	4	9	72	19	32	91	123	11	2	124	67	7
	6%	9%	4%	5%	6%	6%	6%	3%	7%	6%	10%	5%	7%	6%	3%	2%	6%	6%	3%
		BCdG								F	ACdEFG	f	Fg	F			C	c	
None of the above	35	4	3	2	4	6	6	6	4	10	4	9	14	23	7	3	23	10	7
	1%	1%	1%	*	1%	2%	3%	4%	3%	1%	2%	2%	1%	1%	2%	3%	1%	1%	3%
		c			C	bCd	aBCD	bCd			a				Ade				AB
Don't know	13	5	-	3	3	-	-	1	-	2	1	6	3	9	1	-	8	6	3
	1%	2%	-	*	1%	-	-	1%	-	*	1%	1%	*	*	*	-	*	1%	1%
		BcEf										AD							a
Not Stated	56	4	4	7	11	4	8	4	4	21	3	14	24	38	7	2	35	16	4
	2%	1%	1%	1%	2%	1%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
							aBC												

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

3rd most important

Base: All respondents

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A professional qualification	849	4	42	24	277	24	12	39	82	93	56	25	41	45	85	756	78
	34%	27%	36%	33%	36%	39%	24%	26%	41%	31%	30%	33%	33%	41%	30%	34%	33%
			g	fG	fg			FGIJN					FGijn				
An academic qualification	774	7	33	23	229	21	16	59	54	92	55	23	43	34	84	693	65
	31%	47%	28%	32%	29%	34%	31%	39%	27%	30%	30%	31%	34%	31%	30%	31%	27%
								bDHijn									
Experience in a role in another sector, not necessarily in public relations	663	4	36	19	204	14	19	41	39	104	56	24	29	23	51	608	46
	26%	27%	31%	26%	26%	23%	37%	27%	20%	34%	30%	32%	23%	21%	18%	27%	19%
			HmN	hN		dHIMN	hN		DeHLMN	HmN	HmN					B	
Experience in a public relations role	141	-	3	3	35	2	2	6	15	5	11	2	5	7	45	100	35
	6%	-	3%	4%	4%	3%	4%	4%	8%	2%	6%	3%	4%	6%	16%	4%	15%
				l				bdI			l			l	aBCDEFG		A
															HIJKLM		
None of the above	35	-	-	3	19	-	-	2	1	3	3	-	3	-	1	33	1
	1%	-	-	4%	2%	-	-	1%	1%	1%	2%	-	2%	-	*	1%	*
			BHikMN	bhmN									bn				
Don't know	13	-	-	1	1	-	1	-	3	2	-	-	1	-	4	10	3
	1%	-	-	1%	*	-	2%	-	2%	1%	-	-	1%	-	1%	*	1%
				D			Dgj		Dj						D		a
Not Stated	56	-	3	-	13	-	1	4	5	3	3	1	3	2	10	36	9
	2%	-	3%	-	2%	-	2%	3%	3%	1%	2%	1%	2%	2%	4%	2%	4%
														dl			A

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

4th most important

Base: All respondents

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Experience in a role in another sector, not necessarily in public relations	1058	807	251	256	317	140	713	187	99	46	9	324	732	77	396	283	265	36
	42%	43%	39%	44%	46%	43%	44%	35%	41%	48%	36%	37%	44%	59%	48%	41%	36%	27%
				E	E	E	E			E			A	BCDE	CDE	DE	E	
An academic qualification	917	705	212	207	283	138	628	160	93	24	9	335	582	21	256	271	308	59
	36%	37%	33%	35%	41%	42%	39%	30%	38%	25%	36%	39%	35%	16%	31%	39%	42%	44%
		b		eG	aEG	AEG	EG		EG			b			A	AB	AB	AB
A professional qualification	419	282	137	97	74	40	211	151	35	18	2	155	263	24	154	106	111	24
	17%	15%	22%	17%	11%	12%	13%	28%	14%	19%	8%	18%	16%	18%	19%	15%	15%	18%
			A	BcD			b	ABCDfGh		B					d			
Experience in a public relations role	33	22	11	4	9	4	17	4	7	3	2	11	22	3	9	6	9	6
	1%	1%	2%	1%	1%	1%	1%	1%	3%	3%	8%	1%	1%	2%	1%	1%	1%	4%
									ADE	AdE	ABCDE							BCD
None of the above	35	27	8	8	3	3	14	15	5	1	-	21	14	1	6	8	16	4
	1%	1%	1%	1%	*	1%	1%	3%	2%	1%	-	2%	1%	1%	1%	1%	2%	3%
				b				aBcD	Bd			B					B	B
Don't know	13	10	3	1	7	1	9	1	-	2	-	5	8	2	-	4	6	1
	1%	1%	*	*	1%	*	1%	*	-	2%	-	1%	*	2%	-	1%	1%	1%
					ae					AccdEF				B		B	B	B
Not Stated	56	42	14	13	3	2	18	17	5	2	3	17	32	2	10	10	22	5
	2%	2%	2%	2%	*	1%	1%	3%	2%	2%	12%	2%	2%	2%	1%	1%	3%	4%
				Bcd				BCD	B	b	ABCDEFG						Bc	Bc

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

4th most important

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Experience in a role in another sector, not necessarily in public relations	1058	130	163	272	201	116	71	60	44	560	67	244	627	871	147	20	867	512	64
	42%	44%	42%	45%	44%	42%	33%	42%	33%	46%	36%	41%	45%	44%	37%	22%	45%	46%	26%
		FH	Fh	FH	FH	Fh		f		BCFG	G	G	BcFG	BFG	G		C	C	
An academic qualification	917	91	142	220	162	107	96	42	55	444	72	221	516	737	137	33	592	483	127
	36%	31%	37%	36%	35%	38%	44%	29%	41%	37%	38%	37%	37%	37%	35%	35%	31%	43%	52%
					ag	AbCDG		aG										A	AB
A professional qualification	419	53	68	95	76	45	34	27	21	159	33	97	192	289	93	33	367	85	37
	17%	18%	18%	16%	16%	16%	16%	19%	16%	13%	18%	16%	14%	14%	24%	35%	19%	8%	15%
												a		AbCDE	ABCDEF		B	B	
Experience in a public relations role	33	6	7	4	5	-	1	3	7	14	8	8	22	30	1	2	27	12	3
	1%	2%	2%	1%	1%	-	*	2%	5%	1%	4%	1%	2%	2%	*	2%	1%	1%	1%
		cE	cE	e				E	aBCDEF		ACDEF	f	F	F		F			
None of the above	35	4	3	2	4	6	6	6	4	10	4	9	14	23	7	3	23	10	7
	1%	1%	1%	*	1%	2%	3%	4%	3%	1%	2%	2%	1%	1%	2%	3%	1%	1%	3%
		c			C	bCd	aBCD	bCd			a				Ade				AB
Don't know	13	5	-	3	3	-	-	1	-	2	1	6	3	9	1	-	8	6	3
	1%	2%	-	*	1%	-	-	1%	-	*	1%	1%	*	*	*	-	*	1%	1%
		BcEf										AD							a
Not Stated	56	4	4	7	11	4	8	4	4	21	3	14	24	38	7	2	35	16	4
	2%	1%	1%	1%	2%	1%	4%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%
						aBC													

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

**Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?
Please rank your answers in order of importance, with 1 being the most important, and 4 being the least important**

4th most important

Base: All respondents

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Experience in a role in another sector, not necessarily in public relations	1058	9	40	33	273	33	18	79	89	124	64	32	51	55	157	906	128
	42%	60%	34%	45%	35%	54%	35%	52%	45%	41%	35%	43%	41%	50%	56%	41%	54%
		bDfj		d		BDFiJl		BDFiJl	bDJ	d				BdFJ	BcDFHIJK		
														L			A
An academic qualification	917	5	58	29	268	26	22	50	69	120	80	32	46	37	75	837	68
	36%	33%	50%	40%	34%	43%	43%	33%	35%	40%	43%	43%	37%	33%	27%	37%	29%
			DGHILMN	N	N	N	N		n	N	DghmN	N	N			B	
A professional qualification	419	1	14	7	192	1	9	14	29	49	32	9	20	16	26	387	23
	17%	7%	12%	10%	25%	2%	18%	9%	15%	16%	17%	12%	16%	14%	9%	17%	10%
			E	e	BCEGHlJK												
					LMN		En	e	En	EGN	EGN	E	EgN	E	E	B	
Experience in a public relations role	33	-	2	-	12	1	-	2	3	1	2	1	1	1	7	27	5
	1%	-	2%	-	2%	2%	-	1%	2%	*	1%	1%	1%	1%	3%	1%	2%
															l		
None of the above	35	-	-	3	19	-	-	2	1	3	3	-	3	-	1	33	1
	1%	-	-	4%	2%	-	-	1%	1%	1%	2%	-	2%	-	*	1%	*
			BHikMN		bhmN								bn				
Don't know	13	-	-	1	1	-	1	-	3	2	-	-	1	-	4	10	3
	1%	-	-	1%	*	-	2%	-	2%	1%	-	-	1%	-	1%	*	1%
				D			Dgj		Dj						D		a
Not Stated	56	-	3	-	13	-	1	4	5	3	3	1	3	2	10	36	9
	2%	-	3%	-	2%	-	2%	3%	3%	1%	2%	1%	2%	2%	4%	2%	4%
														dl			A

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q6 - Which of the following qualities do you think is the most important asset for public relations professionals to have?

Summary table

Base: All respondents

	Total	Most important	2nd most important	3rd most important	4th most important	None of the above	Don't know	Not Stated	Mean score
		a	b	c	d	e	f	g	h
		A	B	C	D	E	F	G	H
An academic qualification	2531 100%	250 10%	486 19%	774 31%	917 36%	35 1%	13 1%	56 2%	2.97
A professional qualification	2531 100%	292 12%	867 34%	849 34%	419 17%	35 1%	13 1%	56 2%	2.57
Experience in a public relations role	2531 100%	1733 68%	520 21%	141 6%	33 1%	35 1%	13 1%	56 2%	1.37
Experience in a role in another sector, not necessarily in public relations	2531 100%	152 6%	554 22%	663 26%	1058 42%	35 1%	13 1%	56 2%	3.08

Columns Tested: A,B,C,D,E,F,G,H

CIPR State of the Profession Survey Autumn 2013

Q7 - To what extent do you agree or disagree with the following statement?

"Being considered a professional is important to me"?

Base: All respondents

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
Significance Level: 90%		A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 95%																		
Strongly agree (2.0)	2531 100%	1895 100%	636 100%	586 100%	696 100%	328 100%	1610 100%	535 100%	244 100%	96 100%	25 100%	868 100%	1653 100%	130 100%	831 100%	688 100%	737 100%	135 100%
Strongly agree (2.0)	1816 72%	1401 74%	415 65%	443 76%	520 75%	210 64%	1173 73%	373 70%	184 75%	60 63%	20 80%	594 68%	1220 74%	72 55%	583 70%	521 76%	542 74%	96 71%
				CEG	CeG		CG	c	CG				A		A	AB	A	A
Tend to agree (1.0)	555 22%	405 21%	150 24%	107 18%	141 20%	106 32%	354 22%	119 22%	46 19%	28 29%	5 20%	206 24%	349 21%	46 35%	200 24%	131 19%	147 20%	30 22%
						ABDEF	a	a		ABF				BCDE	CD			
Neither agree nor disagree (0.0)	117 5%	66 3%	51 8%	31 5%	29 4%	10 3%	70 4%	31 6%	9 4%	6 6%	- -	51 6%	66 4%	9 7%	36 4%	32 5%	34 5%	6 4%
								c				B						
Tend to disagree (-1.0)	21 1%	8 *	13 2%	3 1%	5 1%	2 1%	10 1%	6 1%	3 1%	1 1%	- -	9 1%	11 1%	2 2%	10 1%	2 *	6 1%	1 1%
														c	C			
Strongly disagree (-2.0)	11 *	6 *	5 1%	1 *	1 *	- -	2 *	6 1%	2 1%	1 1%	- -	7 1%	4 *	1 1%	2 *	1 *	5 1%	2 1%
								ABcD	D	cD		B						BC
Don't know	2 *	2 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *	1 *	- -
Not Stated	9 *	7 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -
Nets																		
Agree	2371 94%	1806 95%	565 89%	550 94%	661 95%	316 96%	1527 95%	492 92%	230 94%	88 92%	25 100%	800 92%	1569 95%	118 91%	783 94%	652 95%	689 93%	126 93%
					E	Eg	E					A			a			
Disagree	32 1%	14 1%	18 3%	4 1%	6 1%	2 1%	12 1%	12 2%	5 2%	2 2%	- -	16 2%	15 1%	3 2%	12 1%	3 *	11 1%	3 2%
							ABcD	aD				B		C	C		C	C

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q7 - To what extent do you agree or disagree with the following statement?

"Being considered a professional is important to me"?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Mean Score

Std Deviation

Std Error

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e	
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean Score	1.64	1.69	1.51	1.69	1.69	1.60	1.67	1.58	1.67	1.51	1.80	1.58	1.68	1.43	1.63	1.70	1.66	1.61
		B		CEG	CEG	CEG	CEG		g		cg		A		A	AB	A	a
Std Deviation	.65	.59	.79	.61	.60	.58	.60	.75	.69	.75	.41	.72	.61	.76	.65	.58	.67	.74
Std Error	.013	.014	.032	.025	.023	.032	.015	.032	.044	.077	.082	.025	.015	.066	.023	.022	.025	.064

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q7 - To what extent do you agree or disagree with the following statement?

"Being considered a professional is important to me"?

Base: All respondents

	Total	Years in PR							Being accountable to a code of conduct is important to me							Qualifications held			
		0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Strongly agree (2.0)	2531 100%	293 100%	387 100%	603 100%	462 100%	278 100%	216 100%	143 100%	135 100%	1210 100%	188 100%	599 100%	1398 100%	1997 100%	393 100%	93 100%	1919 100%	1124 100%	245 100%
Tend to agree (1.0)	1816 72%	171 58%	249 64%	436 72%	368 80%	211 76%	171 79%	107 75%	100 74%	994 82%	129 69%	427 71%	1123 80%	1550 78%	211 54%	35 38%	1419 74%	874 78%	143 58%
Neither agree nor disagree (0.0)	555 22%	90 31%	107 28%	140 23%	76 16%	52 19%	35 16%	27 19%	28 21%	195 16%	50 27%	133 22%	245 18%	378 19%	127 32%	36 39%	401 21%	209 19%	68 28%
Tend to disagree (-1.0)	117 5%	28 10%	25 6%	20 3%	13 3%	11 4%	7 3%	8 6%	5 4%	15 1%	7 4%	33 6%	22 2%	55 3%	46 12%	13 14%	70 4%	30 3%	30 12%
Strongly disagree (-2.0)	21 1%	2 1%	5 1%	4 1%	4 1%	2 1%	3 1%	- -	- -	3 *	1 1%	6 1%	4 *	10 1%	7 2%	4 4%	18 1%	7 1%	2 1%
Don't know	11 *	1 *	1 *	3 *	1 *	2 1%	- -	1 1%	2 1%	3 *	1 1%	- -	4 *	4 *	2 1%	5 5%	9 *	3 *	2 1%
Not Stated	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
Nets																			
Agree	2371 94%	261 89%	356 92%	576 96%	444 96%	263 95%	206 95%	134 94%	128 95%	1189 98%	179 95%	560 93%	1368 98%	1928 97%	338 86%	71 76%	1820 95%	1083 96%	211 86%
				AB	AB	A	A	a		BCEFG	FG	FG	BCEFG	CFG	G		C	aC	

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q7 - To what extent do you agree or disagree with the following statement?

"Being considered a professional is important to me"?

Base: All respondents

	Years in PR									Being accountable to a code of conduct is important to me							Qualifications held		
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Disagree	32	3	6	7	5	4	3	1	2	6	2	6	8	14	9	9	27	10	4
	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	10%	1%	1%	2%
															ADE ABCDEF				
Mean Score	1.64	1.47	1.55	1.66	1.74	1.68	1.73	1.67	1.66	1.80	1.62	1.64	1.77	1.73	1.37	.99	1.67	1.73	1.42
			AB	ABC	AB	AB	Ab	A		BCEFG	FG	FG	BCEFG	BCFG	G		C	AC	
Std Deviation	.65	.72	.70	.62	.57	.65	.59	.65	.69	.48	.64	.63	.51	.55	.80	1.09	.64	.57	.80
Std Error	.013	.042	.035	.025	.027	.039	.040	.054	.060	.014	.047	.026	.014	.012	.040	.113	.015	.017	.051

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q7 - To what extent do you agree or disagree with the following statement?

"Being considered a professional is important to me"?

Base: All respondents

		Region														Ethnicity		
Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B		
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237	
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(2.0)	1816	12	83	57	545	39	36	110	146	213	136	52	82	75	230	1609	173
	72%	80%	71%	78%	70%	64%	71%	73%	73%	71%	74%	69%	66%	68%	82%	72%	73%	
				el										BDEFGHIJ				
														KLM				
Tend to agree	(1.0)	555	2	25	14	180	14	13	29	38	74	43	17	36	31	38	497	47
	22%	13%	21%	19%	23%	23%	25%	19%	19%	25%	23%	23%	29%	28%	14%	22%	20%	
			n	N	n	N	N	N	N	n	gHN	ghN	ghN	ghN	ghN	ghN	ghN	
Neither agree nor disagree	(0.0)	117	1	7	2	38	6	1	9	10	12	4	6	6	4	11	99	14
	5%	7%	6%	3%	5%	10%	2%	6%	5%	4%	2%	8%	5%	4%	4%	4%	4%	6%
			j			cdfiJmn		j				J						
Tend to disagree	(-1.0)	21	-	2	-	12	2	-	1	2	1	-	-	1	-	-	19	1
	1%	-	2%	-	2%	3%	-	1%	1%	*	-	-	1%	-	-	1%	*	
			jN		jN	IjMn		n										
Strongly disagree	(-2.0)	11	-	-	3	-	1	2	1	2	1	-	-	1	-	-	10	1
	*	-	-	-	*	-	2%	1%	1%	1%	1%	-	-	1%	-	-	*	*
							N	n										
Don't know		2	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1
	*	-	-	-	-	-	-	-	1%	-	-	-	-	-	*	-	*	*
									D						d		a	
Not Stated		9	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	*	-
									D									
Nets																		
Agree	2371	14	108	71	725	53	49	139	184	287	179	69	118	106	268	2106	220	
	94%	93%	92%	97%	93%	87%	96%	92%	92%	95%	97%	92%	94%	95%	96%	94%	93%	
				E	e		e			E	BDEGHk		e	E	E			

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q7 - To what extent do you agree or disagree with the following statement?

"Being considered a professional is important to me"?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B
	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Disagree	32	-	2	-	15	2	1	3	3	3	1	-	1	1	-	29	2
	1%	-	2%	-	2%	3%	2%	2%	2%	1%	1%	-	1%	1%	-	1%	1%
			N		N	jN	N	N	N	n							
Mean Score	1.64	1.73	1.62	1.75	1.61	1.48	1.63	1.62	1.65	1.64	1.70	1.61	1.59	1.61	1.78	1.65	1.65
			dEi					e	e	dE				BDEfGHij			
														K	LM		
Std Deviation	.65	.59	.68	.49	.69	.81	.72	.75	.67	.64	.57	.63	.62	.65	.50	.65	.65
Std Error	.013	.153	.063	.058	.025	.104	.101	.061	.048	.037	.042	.073	.056	.062	.030	.014	.042

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q8 - To what extent do you agree or disagree with the following statement?

"Being accountable to a code of conduct is important to me"

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree, that's why I am signed up to the CIPR code of conduct	1210	1161	49	277	310	147	734	253	154	46	19	452	757	52	331	327	417	80
	48%	61%	8%	47%	45%	45%	46%	47%	63%	48%	76%	52%	46%	40%	40%	48%	57%	59%
		B						ABCDEG		ABCDEG		B			B	ABC	ABC	
Agree, that's why I am signed up to an industry code of conduct other than the CIPR's	188	111	77	48	48	12	108	51	16	11	1	65	123	10	64	50	52	12
	7%	6%	12%	8%	7%	4%	7%	10%	7%	11%	4%	7%	7%	8%	8%	7%	7%	9%
			A	C	C		C	bCD		Cd								
Agree, but I am not signed up to an industry code of conduct	599	270	329	145	182	95	422	114	36	22	2	168	430	32	232	177	136	22
	24%	14%	52%	25%	26%	29%	26%	21%	15%	23%	8%	19%	26%	25%	28%	26%	18%	16%
			A	Fh	EFH	EFH	EFH	F		fh			A	e	DE	DE		
Neither agree nor disagree	393	270	123	91	118	60	269	79	30	10	3	134	259	24	155	100	97	17
	16%	14%	19%	16%	17%	18%	17%	15%	12%	10%	12%	15%	16%	18%	19%	15%	13%	13%
			A		f	fg	f								CDe			
Disagree, I do not need to be accountable to a professional/industry body	93	56	37	18	25	11	54	28	4	6	-	39	53	3	36	23	27	4
	4%	3%	6%	3%	4%	3%	3%	5%	2%	6%	-	4%	3%	2%	4%	3%	4%	3%
			A				aDF			F								
Don't know	34	18	16	6	11	3	20	9	3	1	-	10	24	7	12	10	5	-
	1%	1%	3%	1%	2%	1%	1%	2%	1%	1%	-	1%	1%	5%	1%	1%	1%	-
			A											BCDE				
Not Stated	14	9	5	1	2	-	3	1	1	-	-	-	7	2	1	1	3	-
	1%	*	1%	*	*	-	*	*	*	-	-	-	*	2%	*	*	*	-
													a	BC				
Nets																		
Agree and signed up to code	1398	1272	126	325	358	159	842	304	170	57	20	517	880	62	395	377	469	92
	55%	67%	20%	55%	51%	48%	52%	57%	70%	59%	80%	60%	53%	48%	48%	55%	64%	68%
		B		C			bCd	ABCDEg		c	ABCDEg	B			B	ABC	ABC	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q8 - To what extent do you agree or disagree with the following statement?

"Being accountable to a code of conduct is important to me"

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Agree

Total	Membership		Role								Gender		Age				
	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1997	1542	455	470	540	254	1264	418	206	79	22	685	1310	94	627	554	605	114
79%	81%	72%	80%	78%	77%	79%	78%	84%	82%	88%	79%	79%	72%	75%	81%	82%	84%
		B						BCDE						AB	AB	AB	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q8 - To what extent do you agree or disagree with the following statement?

"Being accountable to a code of conduct is important to me"

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree, that's why I am signed up to the CIPR code of conduct	1210	98	154	265	232	142	132	101	84	1210	-	-	1210	1210	-	-	913	633	106
	48%	33%	40%	44%	50%	51%	61%	71%	62%	100%	-	-	87%	61%	-	-	48%	56%	43%
		a	A	ABC	ABC	ABCDE	ABCDEF	ABCDE		BCDEFG			BCEFG	BCFG				AC	
Agree, that's why I am signed up to an industry code of conduct other than the CIPR's	188	28	26	48	28	24	14	7	13	-	188	-	188	188	-	-	144	78	15
	7%	10%	7%	8%	6%	9%	6%	5%	10%	-	100%	-	13%	9%	-	-	8%	7%	6%
		dg									ACDEFG		ACEFG	ACFG					
Agree, but I am not signed up to an industry code of conduct	599	94	109	157	113	58	40	13	13	-	-	599	-	599	-	-	457	211	70
	24%	32%	28%	26%	24%	21%	19%	9%	10%	-	-	100%	-	30%	-	-	24%	19%	29%
		cDEFGH	EFGH	eFGH	fGH	GH	GH					ABDEFG		ABDFG			B		B
Neither agree nor disagree	393	53	75	102	66	37	23	17	20	-	-	-	-	-	393	-	300	164	38
	16%	18%	19%	17%	14%	13%	11%	12%	15%	-	-	-	-	-	100%	-	16%	15%	16%
		Fg	DEFG	F											ABCDEG				
Disagree, I do not need to be accountable to a professional/industry body	93	8	13	25	19	14	5	5	4	-	-	-	-	-	-	93	74	29	9
	4%	3%	3%	4%	4%	5%	2%	3%	3%	-	-	-	-	-	-	100%	4%	3%	4%
															ABCDEF		b		
Don't know	34	10	10	5	4	2	2	-	-	-	-	-	-	-	-	-	26	8	6
	1%	3%	3%	1%	1%	1%	1%	-	-	-	-	-	-	-	-	-	1%	1%	2%
		CDEFGH	Cdegh																B
Not Stated	14	2	-	1	-	1	-	-	1	-	-	-	-	-	-	-	5	1	1
	1%	1%	-	*	-	*	-	-	1%	-	-	-	-	-	-	-	*	*	*
		d							bd										

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q8 - To what extent do you agree or disagree with the following statement?

"Being accountable to a code of conduct is important to me"

Base: All respondents

Significance Level: 90%
Significance Level: 95%

Total	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held			
	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
2531 100%	293 100%	387 100%	603 100%	462 100%	278 100%	216 100%	143 100%	135 100%	1210 100%	188 100%	599 100%	1398 100%	1997 100%	393 100%	93 100%	1919 100%	1124 100%	245 100%
Nets																		
Agree and signed up to code	1398 55%	126 43%	180 47%	313 52%	260 56%	166 60%	146 68%	108 76%	97 72%	1210 100%	188 100%	- -	1398 100%	1398 70%	- -	1057 55%	711 63%	121 49%
			Ab	AB	ABC	ABCDe	ABCDE	ABCDE		CEFG	CEFG		CEFG	CFG		c	AC	
Agree	1997 79%	220 75%	289 75%	470 78%	373 81%	224 81%	186 86%	121 85%	110 81%	1210 100%	188 100%	599 100%	1398 100%	1997 100%	- -	1514 79%	922 82%	191 78%
				aB	b	ABCd	ABc			FG	FG	FG	FG	FG		A		

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q8 - To what extent do you agree or disagree with the following statement?

"Being accountable to a code of conduct is important to me"

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree, that's why I am signed up to the CIPR code of conduct	1210	10	57	40	346	30	26	79	95	149	97	42	58	56	125	1079	112
	48%	67%	49%	55%	44%	49%	51%	52%	48%	49%	53%	56%	46%	50%	45%	48%	47%
		dn	d				d			Dn	dn						
Agree, that's why I am signed up to an industry code of conduct other than the CIPR's	188	1	7	4	59	5	7	8	16	8	9	3	6	6	49	149	32
	7%	7%	6%	5%	8%	8%	14%	5%	8%	3%	5%	4%	5%	5%	18%	7%	14%
				l	l	bGIJKLm		l						BCDeGHI			A
														J			
														KLM			
Agree, but I am not signed up to an industry code of conduct	599	1	31	14	183	16	12	28	49	81	43	17	31	24	69	527	57
	24%	7%	26%	19%	24%	26%	24%	19%	25%	27%	23%	23%	25%	22%	25%	24%	24%
			a							ag							
Neither agree nor disagree	393	3	15	11	145	8	5	27	28	47	27	11	21	16	28	363	25
	16%	20%	13%	15%	19%	13%	10%	18%	14%	16%	15%	15%	17%	14%	10%	16%	11%
				N				N		N			n		B		
Disagree, I do not need to be accountable to a professional/industry body	93	-	4	3	33	-	1	7	7	13	6	2	7	6	4	85	4
	4%	-	3%	4%	4%	-	2%	5%	4%	4%	3%	3%	6%	5%	1%	4%	2%
				N				eN		eN			eN	eN		b	
Don't know	34	-	2	-	12	2	-	2	3	2	2	-	2	3	4	28	6
	1%	-	2%	-	2%	3%	-	1%	2%	1%	1%	-	2%	3%	1%	1%	3%
					i									i			
Not Stated	14	-	1	1	-	-	-	-	1	2	-	-	-	-	1	5	1
	1%	-	1%	1%	-	-	-	-	1%	1%	-	-	-	-	*	*	*
			D	D					D	D					d		
Nets																	
Agree and signed up to code	1398	11	64	44	405	35	33	87	111	157	106	45	64	62	174	1228	144
	55%	73%	55%	60%	52%	57%	65%	58%	56%	52%	58%	60%	51%	56%	62%	55%	61%
							di								DIL		a

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q8 - To what extent do you agree or disagree with the following statement?

"Being accountable to a code of conduct is important to me"

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Agree

Total	Region														Ethnicity	
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B
2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1997	12	95	58	588	51	45	115	160	238	149	62	95	86	243	1755	201
79%	80%	81%	79%	76%	84%	88%	76%	80%	79%	81%	83%	76%	77%	87%	78%	85%
							Dgl							DGhijLM		A

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q9 - In which of the following ways, if any, do you demonstrate your professionalism?

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am a member of the CIPR	1844	1773	71	434	491	243	1168	358	213	76	23	682	1160	90	548	506	579	119
	73%	94%	11%	74%	71%	74%	73%	67%	87%	79%	92%	79%	70%	69%	66%	74%	79%	88%
		B		E		E	E		ABCDEg	bE	ABCDE	B				B	ABC	ABCD
I participate in the CIPR's CPD scheme	544	527	17	130	181	84	395	82	56	7	-	184	360	13	203	179	138	9
	21%	28%	3%	22%	26%	26%	25%	15%	23%	7%	-	21%	22%	10%	24%	26%	19%	7%
		B		EGH	EGH	EGH	EGH	GH	EGH						ADE	ADE	AE	
I am a member of another professional association	526	395	131	105	116	58	279	157	66	16	6	230	295	17	119	130	211	49
	21%	21%	21%	18%	17%	18%	17%	29%	27%	17%	24%	26%	18%	13%	14%	19%	29%	36%
								ABCDG	ABCDG			B				B	ABC	ABCd
I am undertaking CIPR qualifications and/or training	382	292	90	108	135	60	303	46	17	14	1	123	259	37	190	101	50	3
	15%	15%	14%	18%	19%	18%	19%	9%	7%	15%	4%	14%	16%	28%	23%	15%	7%	2%
				EFh	EFh	EFh	EFh			eF				CDE	CDE	DE	E	
I am undertaking qualifications and/or training delivered by a relevant body	304	212	92	73	97	38	208	62	20	13	1	98	206	20	118	83	77	6
	12%	11%	14%	12%	14%	12%	13%	12%	8%	14%	4%	11%	12%	15%	14%	12%	10%	4%
			A	f	F	F	F							E	DE	E	E	
I participate in a CPD scheme run by another relevant body	98	83	15	19	36	15	70	16	12	-	-	45	53	1	24	30	38	5
	4%	4%	2%	3%	5%	5%	4%	3%	5%	-	-	5%	3%	1%	3%	4%	5%	4%
		B		g	aeG	G	G	g	G			B				A	AB	
Other	225	165	60	44	69	26	139	43	29	8	3	94	130	7	54	56	91	16
	9%	9%	9%	8%	10%	8%	9%	8%	12%	8%	12%	11%	8%	5%	6%	8%	12%	12%
									Ade			B					ABC	aB
None of the above	306	32	274	63	91	37	191	92	13	7	1	79	227	14	134	88	62	7
	12%	2%	43%	11%	13%	11%	12%	17%	5%	7%	4%	9%	14%	11%	16%	13%	8%	5%
			A	F	F	F	F	ABCDGh				A		e	cDE	DE		
Not Stated	13	10	3	-	-	-	-	1	2	-	-	-	6	-	1	1	3	1
	1%	1%	*	-	-	-	-	*	1%	-	-	-	*	-	*	*	*	1%
								d	ABD			a						

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q9 - In which of the following ways, if any, do you demonstrate your professionalism?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
									Agree -	Agree -	Agree -	Net:	Net:	Neither		Acad	Profes	None	
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	CIPR code	other code	- no code	Agree and code	Agree	agree nor disagree	Disagree	emic	sional	
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%																			
Significance Level: 95%																			
I am a member of the CIPR	2531 100%	293 100%	387 100%	603 100%	462 100%	278 100%	216 100%	143 100%	135 100%	1210 100%	188 100%	599 100%	1398 100%	1997 100%	393 100%	93 100%	1919 100%	1124 100%	245 100%
I am a member of the CIPR	1844 73%	197 67%	240 62%	419 69%	348 75%	213 77%	178 82%	130 91%	117 87%	1153 95%	111 59%	263 44%	1264 90%	1527 76%	252 64%	48 52%	1397 73%	921 82%	168 69%
I participate in the CIPR's CPD scheme	544 21%	49 17%	76 20%	161 27%	121 26%	58 21%	43 20%	25 17%	10 7%	403 33%	24 13%	50 8%	427 31%	477 24%	54 14%	7 8%	441 23%	358 32%	26 11%
I am a member of another professional association	526 21%	33 11%	43 11%	102 17%	112 24%	74 27%	71 33%	43 30%	46 34%	268 22%	90 48%	98 16%	358 26%	456 23%	56 14%	11 12%	396 21%	267 24%	47 19%
I am undertaking CIPR qualifications and/or training	382 15%	83 28%	112 29%	104 17%	51 11%	18 6%	6 3%	6 4%	2 1%	193 16%	22 12%	86 14%	215 15%	301 15%	64 16%	9 10%	294 15%	193 17%	36 15%
I am undertaking qualifications and/or training delivered by a relevant body	304 12%	45 15%	54 14%	74 12%	53 11%	29 10%	25 12%	17 12%	6 4%	131 11%	32 17%	90 15%	163 12%	253 13%	41 10%	7 8%	244 13%	148 13%	22 9%
I participate in a CPD scheme run by another relevant body	98 4%	6 2%	9 2%	30 5%	21 5%	10 4%	8 4%	11 8%	3 2%	60 5%	13 7%	14 2%	73 5%	87 4%	9 2%	2 2%	76 4%	72 6%	3 1%
Other	225 9%	12 4%	23 6%	49 8%	47 10%	26 9%	29 13%	21 15%	18 13%	94 8%	17 9%	51 9%	111 8%	162 8%	40 10%	20 22%	172 9%	102 9%	22 9%

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q9 - In which of the following ways, if any, do you demonstrate your professionalism?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	306	44	65	87	51	30	17	5	7	12	15	160	27	187	81	26	246	65	40
	12%	15%	17%	14%	11%	11%	8%	3%	5%	1%	8%	27%	2%	9%	21%	28%	13%	6%	16%
		FGH	DEFGH	FGH	GH	Gh	g				AD	ABDEF	A	AD	ABDE	ABDE	B	B	B
Not Stated	13	-	-	1	1	-	-	-	1	2	-	1	2	3	-	-	5	1	-
	1%	-	-	*	*	-	-	-	1%	*	-	*	*	*	-	-	*	*	-
																			b

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q9 - In which of the following ways, if any, do you demonstrate your professionalism?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am a member of the CIPR	1844	15	87	58	543	46	41	115	156	227	133	59	98	84	181	1648	159
	73%	100%	74%	79%	70%	75%	80%	76%	78%	75%	72%	79%	78%	76%	65%	74%	67%
I participate in the CIPR's CPD scheme	544	11	27	17	143	18	16	40	47	61	46	22	29	26	40	496	39
	21%	73%	23%	23%	18%	30%	31%	26%	24%	20%	25%	29%	23%	23%	14%	22%	16%
I am a member of another professional association	526	2	21	16	159	12	19	30	40	46	29	11	30	18	92	447	60
	21%	13%	18%	22%	20%	20%	37%	20%	20%	15%	16%	15%	24%	16%	33%	20%	25%
I am undertaking CIPR qualifications and/or training	382	2	16	12	111	7	5	33	29	45	22	16	17	10	56	322	54
	15%	13%	14%	16%	14%	11%	10%	22%	15%	15%	12%	21%	14%	9%	20%	14%	23%
I am undertaking qualifications and/or training delivered by a relevant body	304	1	12	8	79	3	9	23	23	40	17	5	13	14	57	260	35
	12%	7%	10%	11%	10%	5%	18%	15%	12%	13%	9%	7%	10%	13%	20%	12%	15%
I participate in a CPD scheme run by another relevant body	98	-	5	7	21	3	3	6	6	10	8	2	6	6	15	80	14
	4%	-	4%	10%	3%	5%	6%	4%	3%	3%	4%	3%	5%	5%	5%	4%	6%
Other	225	1	11	9	78	4	2	14	12	24	19	5	14	7	25	201	19
	9%	7%	9%	12%	10%	7%	4%	9%	6%	8%	10%	7%	11%	6%	9%	9%	8%

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q9 - In which of the following ways, if any, do you demonstrate your professionalism?

Base: All respondents

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	306	-	15	7	117	6	5	13	19	38	25	8	11	18	24	281	23
	12%	-	13%	10%	15%	10%	10%	9%	10%	13%	14%	11%	9%	16%	9%	13%	10%
				GHIN							n		aghIN				
Not Stated	13	-	-	-	1	-	-	2	2	-	-	-	-	-	-	5	-
	1%	-	-	-	*	-	-	1%	1%	-	-	-	-	-	-	*	-
							DIn	Din									

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q10 - Which of the following, if any, would you consider career goals for yourself?

Base: All respondents

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I want public relations to be my career for life	879	698	181	227	279	108	614	147	66	49	2	297	582	75	318	248	218	19
	35%	37%	28%	39%	40%	33%	38%	27%	27%	51%	8%	34%	35%	58%	38%	36%	30%	14%
		B		cEFH	CEFH	eH	cEFH	H	H	ABCDEFH				BCDE	DE	DE	E	
I want to hold a senior management position, but not in a public relations firm	695	515	180	227	201	133	561	86	28	20	-	220	475	33	330	201	128	3
	27%	27%	28%	39%	29%	41%	35%	16%	11%	21%	-	25%	29%	25%	40%	29%	17%	2%
				BdEFGH	EFgH	BDEFGH	BEFGH	fH	h	FH		a		DE	ACDE	DE	E	
I have already achieved my career goal(s)	484	400	84	61	76	25	162	175	113	8	22	201	282	-	20	104	256	103
	19%	21%	13%	10%	11%	8%	10%	33%	46%	8%	88%	23%	17%	-	2%	15%	35%	76%
		B			c		ABCDG	ABCDEG		ABCDEFG		B			a	AB	ABC	ABCD
I want to own my own company	456	345	111	113	109	53	275	97	50	32	2	175	281	41	189	120	96	10
	18%	18%	17%	19%	16%	16%	17%	18%	20%	33%	8%	20%	17%	32%	23%	17%	13%	7%
				b					b	ABCDEFH		b		BCDE	CDE	DE	e	
I want to be an MD/owner/director of a public relations firm	317	251	66	66	59	22	147	117	28	21	3	136	181	47	131	81	52	6
	13%	13%	10%	11%	8%	7%	9%	22%	11%	22%	12%	16%	11%	36%	16%	12%	7%	4%
		b		bC			ABCDF	C	ABCDF			B		BCDE	CDE	DE		
Other	194	155	39	32	47	32	111	51	21	6	3	77	117	3	51	50	72	17
	8%	8%	6%	5%	7%	10%	7%	10%	9%	6%	12%	9%	7%	2%	6%	7%	10%	13%
		b				Abd	AbD	a							a	A	ABc	ABC
None of the above	301	198	103	60	106	51	217	51	21	9	1	92	208	6	103	106	80	5
	12%	10%	16%	10%	15%	16%	13%	10%	9%	9%	4%	11%	13%	5%	12%	15%	11%	4%
			A		AEF	AEF	AEF								AE	AbDE	AE	
Not Stated	23	18	5	4	4	1	9	1	1	-	-	3	12	1	4	1	8	2
	1%	1%	1%	1%	1%	*	1%	*	*	-	-	*	1%	1%	*	*	1%	1%
																	C	C

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q10 - Which of the following, if any, would you consider career goals for yourself?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I want public relations to be my career for life	879	135	141	212	170	85	65	36	35	502	56	193	558	751	101	12	659	416	78
	35%	46%	36%	35%	37%	31%	30%	25%	26%	41%	30%	32%	40%	38%	26%	13%	34%	37%	32%
		BCDEFGH	GH	GH	efGH					BCEFG	G	FG	BCFG	BCFG	G				
I want to hold a senior management position, but not in a public relations firm	695	82	122	231	123	71	40	19	7	320	52	181	372	553	115	20	596	310	31
	27%	28%	32%	38%	27%	26%	19%	13%	5%	26%	28%	30%	27%	28%	29%	22%	31%	28%	13%
		FGH	eFGH	ABDEFGH	FGH	fGH	H	H				adg					BC	C	
I have already achieved my career goal(s)	484	9	19	37	73	93	87	77	88	272	36	76	308	384	66	29	306	219	85
	19%	3%	5%	6%	16%	33%	40%	54%	65%	22%	19%	13%	22%	19%	17%	31%	16%	19%	35%
				a	ABC	ABCD	ABCD	ABCDEF	ABCDEFg	CEF	C		CEF	C	c	aBCDEF		A	AB
I want to own my own company	456	72	81	132	89	31	23	15	12	226	41	94	267	361	75	14	375	199	32
	18%	25%	21%	22%	19%	11%	11%	10%	9%	19%	22%	16%	19%	18%	19%	15%	20%	18%	13%
		dEFGH	EFGH	EFGH	EFGH							c	c				C	c	
I want to be an MD/owner/director of a public relations firm	317	68	53	87	56	19	17	9	8	178	27	65	205	270	39	4	262	127	25
	13%	23%	14%	14%	12%	7%	8%	6%	6%	15%	14%	11%	15%	14%	10%	4%	14%	11%	10%
		BCDEFGH	EFGH	EFGH	EFGH					CFG	G	g	CFG	cfG	g		b		
Other	194	12	33	34	38	25	18	19	14	101	14	38	115	153	31	10	154	95	14
	8%	4%	9%	6%	8%	9%	8%	13%	10%	8%	7%	6%	8%	8%	8%	11%	8%	8%	6%
			Ac		Ac	Ac	A	ACd	AC										
None of the above	301	37	51	84	67	32	21	4	5	88	25	80	113	193	79	21	222	125	39
	12%	13%	13%	14%	15%	12%	10%	3%	4%	7%	13%	13%	8%	10%	20%	23%	12%	11%	16%
		GH	GH	GH	fGH	GH	GH				AD	ADE		A	ABCDE	ABCDE			AB
Not Stated	23	1	1	4	3	-	1	1	1	10	-	3	10	13	-	-	11	7	1
	1%	*	*	1%	1%	-	*	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	*
										f			f						

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q10 - Which of the following, if any, would you consider career goals for yourself?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I want public relations to be my career for life	879	6	38	32	246	17	17	68	73	106	56	28	43	36	112	771	95
	35%	40%	32%	44%	32%	28%	33%	45%	37%	35%	30%	37%	34%	32%	40%	34%	40%
			DeJ				BDEIJIM							DeJ		a	
I want to hold a senior management position, but not in a public relations firm	695	3	23	16	261	15	10	43	48	80	43	22	25	32	74	630	54
	27%	20%	20%	22%	34%	25%	20%	28%	24%	26%	23%	29%	20%	29%	26%	28%	23%
				BCFHIJLN			b								b		
I have already achieved my career goal(s)	484	6	26	15	133	13	12	23	37	69	38	16	34	17	45	454	18
	19%	40%	22%	21%	17%	21%	24%	15%	19%	23%	21%	21%	27%	15%	16%	20%	8%
		DGHjMN							DgmN			DGhMN			B		
I want to own my own company	456	2	20	13	166	10	5	23	33	36	29	10	14	22	73	377	71
	18%	13%	17%	18%	21%	16%	10%	15%	17%	12%	16%	13%	11%	20%	26%	17%	30%
				FgljL										ll	bFGHIJKL	A	
I want to be an MD/owner/director of a public relations firm	317	3	9	11	108	8	7	12	28	29	24	10	8	9	51	255	58
	13%	20%	8%	15%	14%	13%	14%	8%	14%	10%	13%	13%	6%	8%	18%	11%	24%
		I		L	bGiLm				bgL		I	I			BdGILM	A	
Other	194	2	11	4	53	2	3	14	13	24	18	4	12	10	24	170	19
	8%	13%	9%	5%	7%	3%	6%	9%	7%	8%	10%	5%	10%	9%	9%	8%	8%
None of the above	301	-	18	6	97	13	6	14	25	39	27	13	15	18	10	275	19
	12%	-	15%	8%	12%	21%	12%	9%	13%	13%	15%	17%	12%	16%	4%	12%	8%
			N	n	aCDGhiIN	N	N	N	N	N	N	acgN	N	agN		b	
Not Stated	23	-	-	-	4	-	-	3	3	2	-	-	-	1	2	13	1
	1%	-	-	-	1%	-	-	2%	2%	1%	-	-	-	1%	1%	1%	*
							dj		j								

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q11 - Which of the following best describes your current employment?

Base: All respondents

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently empl oyed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I work in-house in the private sector	586	448	138	586	-	-	586	-	-	-	-	195	391	22	231	187	135	11
	23%	24%	22%	100%	-	-	36%	-	-	-	-	22%	24%	17%	28%	27%	18%	8%
				BCDEF GH			BCEFG H							E	ADE	ADE	E	
I work in-house in the public sector	696	494	202	-	696	-	696	-	-	-	-	224	470	20	236	202	221	15
	27%	26%	32%	-	100%	-	43%	-	-	-	-	26%	28%	15%	28%	29%	30%	11%
			A		ACDEF GH		ACEFG H								AE	AE	AE	
I work in-house for a not-for-profit organisation / NGO	328	247	81	-	-	328	328	-	-	-	-	96	232	7	141	96	75	9
	13%	13%	13%	-	-	100%	20%	-	-	-	-	11%	14%	5%	17%	14%	10%	7%
						ABDEFG H	ABEFGH						A		ADE	ADE	a	
I work in a consultancy / agency	535	364	171	-	-	-	-	535	-	-	-	211	324	36	179	125	161	33
	21%	19%	27%	-	-	-	-	100%	-	-	-	24%	20%	28%	22%	18%	22%	24%
			A					ABCDF GH				B		C			c	c
I work freelance	244	218	26	-	-	-	-	-	244	-	-	98	146	2	24	63	116	39
	10%	12%	4%	-	-	-	-	-	100%	-	-	11%	9%	2%	3%	9%	16%	29%
		B							ABCDE GH							AB	ABC	ABCD
I am not currently employed	96	84	12	-	-	-	-	-	-	96	-	21	74	43	19	12	17	5
	4%	4%	2%	-	-	-	-	-	-	100%	-	2%	4%	33%	2%	2%	2%	4%
		B								ABCDEF H			A	BCDE				
I am retired	25	25	-	-	-	-	-	-	-	-	25	18	7	-	-	-	4	21
	1%	1%	-	-	-	-	-	-	-	-	100%	2%	*	-	-	-	1%	16%
		B									ABCDEF G						Bc	ABCD
Not Stated	21	15	6	-	-	-	-	-	-	-	-	5	9	-	1	3	8	2
	1%	1%	1%	-	-	-	-	-	-	-	-	1%	1%	-	*	*	1%	1%
																	B	B

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q11 - Which of the following best describes your current employment?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

Net: In-house

Total	Membership		Role								Gender		Age				
	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently empl oyed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1610	1189	421	586	696	328	1610	-	-	-	-	515	1093	49	608	485	431	35
64%	63%	66%	100%	100%	100%	100%	-	-	-	-	59%	66%	38%	73%	70%	58%	26%
			EFGH	EFGH	EFGH	EFGH					A		E	ADE	ADE	AE	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q11 - Which of the following best describes your current employment?

Base: All respondents

	Years in PR									Being accountable to a code of conduct is important to me							Qualifications held		
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I work in-house in the private sector	586	70	104	172	108	66	32	24	9	277	48	145	325	470	91	18	450	274	38
	23%	24%	27%	29%	23%	24%	15%	17%	7%	23%	26%	24%	23%	24%	23%	19%	23%	24%	16%
		FgH	FGH	dFGH	FgH	FgH	H	H								C	C		
I work in-house in the public sector	696	62	126	193	150	72	57	21	14	310	48	182	358	540	118	25	522	369	60
	27%	21%	33%	32%	32%	26%	26%	15%	10%	26%	26%	30%	26%	27%	30%	27%	27%	33%	24%
		H	AeGH	AeGH	AeGH	GH	GH					AD		ad				AC	
I work in-house for a not-for-profit organisation / NGO	328	43	58	95	52	34	22	17	7	147	12	95	159	254	60	11	257	152	20
	13%	15%	15%	16%	11%	12%	10%	12%	5%	12%	6%	16%	11%	13%	15%	12%	13%	14%	8%
		H	fH	DFH	H	H	h	H		B		ABDE	B	B	BD		C	C	
I work in a consultancy / agency	535	53	77	109	87	66	59	41	43	253	51	114	304	418	79	28	415	173	75
	21%	18%	20%	18%	19%	24%	27%	29%	32%	21%	27%	19%	22%	21%	20%	30%	22%	15%	31%
					ac	ABCD	ABCD	ABCDe		aCdEf					ACdEF		B		AB
I work freelance	244	7	13	25	52	32	41	34	40	154	16	36	170	206	30	4	184	118	29
	10%	2%	3%	4%	11%	12%	19%	24%	30%	13%	9%	6%	12%	10%	8%	4%	10%	10%	12%
				ABC	ABC	ABCDE	ABCDE	ABCDEF		CEFG			CeFG	Cg					
I am not currently employed	96	58	8	8	8	5	2	4	2	46	11	22	57	79	10	6	71	19	15
	4%	20%	2%	1%	2%	2%	1%	3%	1%	4%	6%	4%	4%	4%	3%	6%	4%	2%	6%
		BCDEFGH									F				f	B		aB	
I am retired	25	-	-	-	1	1	2	2	19	19	1	2	20	22	3	-	9	11	8
	1%	-	-	-	*	*	1%	1%	14%	2%	1%	*	1%	1%	1%	-	*	1%	3%
						abC	ABCd	ABCDEFg		C			C	c				a	AB
Not Stated	21	-	1	1	4	2	1	-	1	4	1	3	5	8	2	1	11	8	-
	1%	-	*	*	1%	1%	*	-	1%	*	1%	1%	*	*	1%	1%	1%	1%	-
				c															

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q11 - Which of the following best describes your current employment?

Base: All respondents

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: In-house	1610	175	288	460	310	172	111	62	30	734	108	422	842	1264	269	54	1229	795	118
	64%	60%	74%	76%	67%	62%	51%	43%	22%	61%	57%	70%	60%	63%	68%	58%	64%	71%	48%
		fGH	ADEFGH	ADEFGH	AFGH	FGH	H	H				ABDEG	d	ABDeg		C	AC		

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q11 - Which of the following best describes your current employment?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I work in-house in the private sector	586	5	16	10	192	7	5	37	37	75	35	16	25	19	107	527	49
	23%	33%	14%	14%	25%	11%	10%	25%	19%	25%	19%	21%	20%	17%	38%	24%	21%
		bcEF			BCEFHm			BcEF		BCEFm		f			BCDEFGH		
															IJKLM		
I work in-house in the public sector	696	2	35	30	149	17	15	59	70	81	65	30	43	38	61	610	79
	27%	13%	30%	41%	19%	28%	29%	39%	35%	27%	35%	40%	34%	34%	22%	27%	33%
			Dn	ADIN			d	aDIN	aDIN	D	aDIN	aDIN	DN	DN			A
I work in-house for a not-for-profit organisation / NGO	328	-	24	11	140	8	5	14	22	36	12	12	18	8	18	296	26
	13%	-	21%	15%	18%	13%	10%	9%	11%	12%	7%	16%	14%	7%	6%	13%	11%
			afGHIJMN	JmN	aGHIJMN	n		n	jN		aJmN	JmN					
I work in a consultancy / agency	535	8	18	14	188	12	19	23	42	57	46	9	22	30	47	490	34
	21%	53%	15%	19%	24%	20%	37%	15%	21%	19%	25%	12%	18%	27%	17%	22%	14%
		BCDEGH						BCDEGHI									
		JKLMN			BGiKN			KLN		k		BGKN		BGiKIN		B	
I work freelance	244	-	16	7	82	9	5	9	14	40	17	4	11	11	19	220	17
	10%	-	14%	10%	11%	15%	10%	6%	7%	13%	9%	5%	9%	10%	7%	10%	7%
			GhkN		gn	GhkN				GHkN							
I am not currently employed	96	-	4	1	21	6	1	7	11	10	5	4	3	4	19	59	29
	4%	-	3%	1%	3%	10%	2%	5%	6%	3%	3%	5%	2%	4%	7%	3%	12%
					bCDFIJLm				D						cDijl		A
I am retired	25	-	3	-	5	1	-	1	-	2	4	-	2	-	7	23	2
	1%	-	3%	-	1%	2%	-	1%	-	1%	2%	-	2%	-	3%	1%	1%
			DHm			h					dH		h		DHim		
Not Stated	21	-	1	-	1	1	1	1	3	1	-	-	1	1	2	11	1
	1%	-	1%	-	*	2%	2%	1%	2%	*	-	-	1%	1%	1%	*	*
						Dj	Dj		Dj								

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q11 - Which of the following best describes your current employment?

Base: All respondents

Total	Region														Ethnicity		
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Net: In-house	1610	7	75	51	481	32	25	110	129	192	112	58	86	65	186	1433	154
64%	47%	64%	70%	62%	52%	49%	73%	65%	64%	61%	77%	69%	59%	66%	64%	65%	
		f	aEF	f			ADEFIJM	eF	F		AbDEFHIJ	Mn	aEF	EF			

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q12 - How many years have you worked in Public Relations?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
2531	1895	636		586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-2	293	207	86	70	62	43	175	53	7	58	-	69	224	111	131	31	20	-
12%	11%	14%		12%	9%	13%	11%	10%	3%	60%	-	8%	14%	85%	16%	5%	3%	-
		a		bFh	F	BFh	Fh	Fh		ABCDEFH			A	BCDE	CDE	dE	e	
3-5	387	237	150	104	126	58	288	77	13	8	-	121	266	19	264	72	32	-
15%	13%	24%		18%	18%	18%	18%	14%	5%	8%	-	14%	16%	15%	32%	10%	4%	-
		A		FGH	eFGH	FGH	eFGH	FH						DE	ACDE	DE	E	
6-10	603	425	178	172	193	95	460	109	25	8	-	179	422	-	345	175	77	5
24%	22%	28%		29%	28%	29%	29%	20%	10%	8%	-	21%	26%	-	42%	25%	10%	4%
		A		EFGH	EFGH	EFGH	EFGH	FGH	h				A		ACDE	ADE	AE	A
11-15	462	357	105	108	150	52	310	87	52	8	1	160	301	-	86	246	124	6
18%	19%	17%		18%	22%	16%	19%	16%	21%	8%	4%	18%	18%	-	10%	36%	17%	4%
				Gh	CEGH	g	Gh	G	ceGH						AE	ABDE	ABE	A
16-20	278	220	58	66	72	34	172	66	32	5	1	105	173	-	4	125	137	12
11%	12%	9%		11%	10%	10%	11%	12%	13%	5%	4%	12%	10%	-	*	18%	19%	9%
		b		g			g	G	G							ABE	ABE	AB
21-25	216	179	37	32	57	22	111	59	41	2	2	81	135	-	-	37	165	13
9%	9%	6%		5%	8%	7%	7%	11%	17%	2%	8%	9%	8%	-	-	5%	22%	10%
		B			aG	g	g	AbCDG	ABCDEG							AB	ABCE	ABc
26-30	143	135	8	24	21	17	62	41	34	4	2	65	78	-	-	-	123	19
6%	7%	1%		4%	3%	5%	4%	8%	14%	4%	8%	7%	5%	-	-	-	17%	14%
		B				b		ABD	ABCDEG			B					ABC	ABC
31-35	69	63	6	7	8	5	20	22	21	1	5	34	35	-	-	-	44	25
3%	3%	1%		1%	1%	2%	1%	4%	9%	1%	20%	4%	2%	-	-	-	6%	19%
		B						ABCD	ABCDEG			B					ABC	ABCD

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E



CIPR State of the Profession Survey Autumn 2013

Q12 - How many years have you worked in Public Relations?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consultancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
	2531	1895	636	586	696	328	1610	535	244	96	25	868	1653	130	831	688	737	135
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
36-40	32	29	3	2	4	-	6	10	10	1	5	22	10	-	-	-	7	25
	1%	2%	*	*	1%	-	*	2%	4%	1%	20%	3%	1%	-	-	-	1%	19%
		B						ABCD	ABCDe	c	ABCDEFGH	B					BC	ABCD
40+	34	33	1	-	2	2	4	11	9	-	9	30	4	-	-	1	3	30
	1%	2%	*	-	*	1%	*	2%	4%	-	36%	3%	*	-	-	*	*	22%
		B			a			ABcD	ABCdG		ABCDEFg	B					b	ABCD
Not Stated	14	10	4	1	1	-	2	-	-	1	-	2	5	-	1	1	5	-
	1%	1%	1%	*	*	-	*	-	-	1%	-	*	*	-	*	*	1%	-
										cDE							b	
Net: 31+	135	125	10	9	14	7	30	43	40	2	19	86	49	-	-	1	54	80
	5%	7%	2%	2%	2%	2%	2%	8%	16%	2%	76%	10%	3%	-	-	*	7%	59%
		B						ABCDG	ABCDEG		ABCDEFg	B					ABC	ABCD

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q12 - How many years have you worked in Public Relations?

Base: All respondents

Significance Level: 90%
Significance Level: 95%

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-2	293	293	-	-	-	-	-	-	-	98	28	94	126	220	53	8	214	84	37
	12%	100%	-	-	-	-	-	-	-	8%	15%	16%	9%	11%	13%	9%	11%	7%	15%
		BCDEF																	
		GH																	
3-5	387	-	387	-	-	-	-	-	-	154	26	109	180	289	75	13	309	168	26
	15%	-	100%	-	-	-	-	-	-	13%	14%	18%	13%	14%	19%	14%	16%	15%	11%
			ACDEF																
			GH																
6-10	603	-	-	603	-	-	-	-	-	265	48	157	313	470	102	25	488	287	37
	24%	-	-	100%	-	-	-	-	-	22%	26%	26%	22%	24%	26%	27%	25%	26%	15%
				ABDEF															
				GH															
11-15	462	-	-	-	462	-	-	-	-	232	28	113	260	373	66	19	367	239	34
	18%	-	-	-	100%	-	-	-	-	19%	15%	19%	19%	19%	17%	20%	19%	21%	14%
					ABCEF														
					GH														
16-20	278	-	-	-	-	278	-	-	-	142	24	58	166	224	37	14	219	118	24
	11%	-	-	-	-	100%	-	-	-	12%	13%	10%	12%	11%	9%	15%	11%	10%	10%
						ABCDF													
						GH													
21-25	216	-	-	-	-	-	216	-	-	132	14	40	146	186	23	5	148	101	31
	9%	-	-	-	-	-	100%	-	-	11%	7%	7%	10%	9%	6%	5%	8%	9%	13%
							ABCDE												
							GH												
26-30	143	-	-	-	-	-	-	143	-	101	7	13	108	121	17	5	105	75	12
	6%	-	-	-	-	-	-	100%	-	8%	4%	2%	8%	6%	4%	5%	5%	7%	5%
								ABCDE											
								H											
									BCEF				BCeF		C	c	c		

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C



CIPR State of the Profession Survey Autumn 2013

Q12 - How many years have you worked in Public Relations?

Base: All respondents

Significance Level: 90%

Significance Level: 95%

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
	2531	293	387	603	462	278	216	143	135	1210	188	599	1398	1997	393	93	1919	1124	245
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
31-35	69	-	-	-	-	-	-	-	69	40	8	6	48	54	14	1	43	24	18
	3%	-	-	-	-	-	-	-	51%	3%	4%	1%	3%	3%	4%	1%	2%	2%	7%
									ABCDEFG	C	C		C	C	C				AB
36-40	32	-	-	-	-	-	-	-	32	21	2	2	23	25	4	2	10	9	15
	1%	-	-	-	-	-	-	-	24%	2%	1%	*	2%	1%	1%	2%	1%	1%	6%
									ABCDEFG	C			C	c	C				AB
40+	34	-	-	-	-	-	-	-	34	23	3	5	26	31	2	1	12	17	10
	1%	-	-	-	-	-	-	-	25%	2%	2%	1%	2%	2%	1%	1%	1%	2%	4%
									ABCDEFG	cf			cf					A	AB
Not Stated	14	-	-	-	-	-	-	-	-	2	-	2	2	4	-	-	4	2	1
	1%	-	-	-	-	-	-	-	-	*	-	*	*	*	-	-	*	*	*
Net: 31+	135	-	-	-	-	-	-	-	135	84	13	13	97	110	20	4	65	50	43
	5%	-	-	-	-	-	-	-	100%	7%	7%	2%	7%	6%	5%	4%	3%	4%	18%
									ABCDEFG	Ce	C		Ce	C	C				AB

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q12 - How many years have you worked in Public Relations?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-2	293	1	14	7	94	10	4	19	27	29	18	10	13	15	32	231	55
	12%	7%	12%	10%	12%	16%	8%	13%	14%	10%	10%	13%	10%	14%	11%	10%	23%
																	A
3-5	387	3	22	10	126	5	6	20	24	44	34	13	13	15	52	340	41
	15%	20%	19%	14%	16%	8%	12%	13%	12%	15%	18%	17%	10%	14%	19%	15%	17%
			el	el						ehl				EhL			
6-10	603	3	19	18	195	16	13	44	44	57	46	16	31	32	68	536	58
	24%	20%	16%	25%	25%	26%	25%	29%	22%	19%	25%	21%	25%	29%	24%	24%	24%
				Bl	Bl		Bl			b			Bl	b			
11-15	462	2	19	13	134	13	14	24	38	54	33	19	25	21	53	403	49
	18%	13%	16%	18%	17%	21%	27%	16%	19%	18%	18%	25%	20%	19%	19%	18%	21%
						bdg					dg						
16-20	278	2	14	6	79	4	6	18	29	36	20	9	16	10	29	254	18
	11%	13%	12%	8%	10%	7%	12%	12%	15%	12%	11%	12%	13%	9%	10%	11%	8%
									d							b	
21-25	216	3	12	12	65	6	3	7	20	36	13	5	11	6	17	201	8
	9%	20%	10%	16%	8%	10%	6%	5%	10%	12%	7%	7%	9%	5%	6%	9%	3%
		fGjMN	g	DfGjKMN					g	dGjmN					B		
26-30	143	1	6	4	48	5	4	14	9	18	6	1	8	8	11	136	4
	6%	7%	5%	5%	6%	8%	8%	9%	5%	6%	3%	1%	6%	7%	4%	6%	2%
				k	k	k	hJKN				k		k	k	B		
31-35	69	-	6	3	15	1	1	2	4	14	7	-	6	2	8	66	2
	3%	-	5%	4%	2%	2%	2%	1%	2%	5%	4%	-	5%	2%	3%	3%	1%
			DgK	k					Dgk	k		Dgk			b		
36-40	32	-	-	-	10	-	-	3	1	8	2	1	1	-	6	31	1
	1%	-	-	-	1%	-	-	2%	1%	3%	1%	1%	1%	-	2%	1%	*
									bhm								

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q12 - How many years have you worked in Public Relations?

Base: All respondents

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2531	15	117	73	778	61	51	151	199	302	184	75	125	111	280	2236	237
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
40+	34	-	5	-	11	-	-	-	-	6	4	1	1	2	4	34	-
	1%	-	4%	-	1%	-	-	-	-	2%	2%	1%	1%	2%	1%	2%	-
			cDGHln		h					gH	gH			gh	h	b	
Not Stated	14	-	-	-	1	1	-	-	3	-	1	-	-	-	-	4	1
	1%	-	-	-	*	2%	-	-	2%	-	1%	-	-	-	-	*	*
					DIN				DIN								
Net: 31+	135	-	11	3	36	1	1	5	5	28	13	2	8	4	18	131	3
	5%	-	9%	4%	5%	2%	2%	3%	3%	9%	7%	3%	6%	4%	6%	6%	1%
			DefGHkm						DEfGHkm	H			h		H	B	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q13 - Please select the description that best fits your current level of seniority.

Base: All who are not unemployed or retired

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
Intern / Trainee	27	22	5	7	7	2	16	8	3	-	-	8	19	18	8	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	21%	1%	-	*	-
														BCDE	CD			
Assistant / Executive	159	96	63	39	42	19	100	54	5	-	-	37	122	45	79	21	13	1
	7%	5%	10%	7%	6%	6%	6%	10%	2%	-	-	4%	8%	52%	10%	3%	2%	1%
				F	F	F	F	ABCDF					A	BCDE	CDE			
Officer	404	266	138	89	220	76	385	10	9	-	-	107	297	17	224	92	66	4
	17%	15%	22%	15%	32%	23%	24%	2%	4%	-	-	13%	19%	20%	28%	14%	9%	4%
				EF	ACDEF	AEF	AEF						A	DE	CDE	DE	e	
Manager	749	525	224	248	263	115	626	101	22	-	-	223	526	6	341	222	170	10
	31%	30%	36%	42%	38%	35%	39%	19%	9%	-	-	27%	34%	7%	42%	33%	24%	9%
				bCEF	EF	EF	EF	F					A	ACDE	ADE	AE		
Head of Communications / Associate Director	391	306	85	124	118	78	320	48	23	-	-	135	254	-	91	146	140	14
	16%	17%	14%	21%	17%	24%	20%	9%	9%	-	-	16%	16%	-	11%	22%	20%	13%
				bEF	EF	BEF	EF								A	ABE	ABe	A
Director / Partner / MD	293	240	53	51	22	30	103	153	37	-	-	149	144	-	37	99	134	22
	12%	14%	9%	9%	3%	9%	6%	29%	15%	-	-	18%	9%	-	5%	15%	19%	21%
				Bd		Bd	B	ABCDF	ABCD				B		A	AB	ABC	AB
Owner	274	242	32	8	-	-	8	147	119	-	-	131	143	-	14	75	141	44
	11%	14%	5%	1%	-	-	*	27%	49%	-	-	16%	9%	-	2%	11%	20%	41%
				BCD			b	ABCD	ABCDE				B		AB	ABC	ABCD	
Other	90	73	17	20	24	8	52	12	26	-	-	34	56	1	17	18	42	11
	4%	4%	3%	3%	3%	2%	3%	2%	11%	-	-	4%	4%	1%	2%	3%	6%	10%
								ABCDE									aBC	ABCd
Not Stated	2	1	1	-	-	-	-	2	-	-	-	-	2	-	-	-	1	1
	*	*	*	-	-	-	-	*	-	-	-	-	*	-	-	-	*	1%
								D										BC

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q13 - Please select the description that best fits your current level of seniority.

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held						
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None		
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c			
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C			
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222		
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Intern / Trainee	27	25	1	1	-	-	-	-	-	11	7	4	18	22	4	21	4	4			
	1%	11%	*	*	-	-	-	-	-	1%	4%	1%	1%	1%	1%	1%	*	2%			
		BCDEF								ACDEFg								B		B	
		GH																			
Assistant / Executive	159	84	42	23	7	1	1	1	-	59	12	53	71	124	22	4	111	56	20		
	7%	36%	11%	4%	2%	*	*	1%	-	5%	7%	9%	5%	7%	6%	5%	6%	5%	9%		
		BCDEF	CDEFG							ADEF										aB	
		GH	H	DEFgH																	
Officer	404	71	137	116	38	21	11	6	4	167	20	122	187	309	79	12	302	199	29		
	17%	30%	36%	20%	8%	8%	5%	4%	4%	15%	11%	21%	14%	16%	21%	14%	17%	18%	13%		
		CDEFG	CDEFG							ABDE											c
		H	H	DEFGH	h									bd	ABDE						
Manager	749	38	151	272	160	61	37	14	15	310	58	196	368	564	142	29	585	363	48		
	31%	16%	40%	46%	36%	23%	18%	10%	13%	27%	33%	34%	28%	30%	38%	34%	32%	33%	22%		
		AEFGH	AbDEFG							ADE											C
		H	H	AEFGH	aGH	g															
Head of Communications / Associate Director	391	2	22	110	109	63	47	25	13	197	27	94	224	318	55	15	325	191	28		
	16%	1%	6%	19%	24%	23%	22%	18%	12%	17%	15%	16%	17%	17%	15%	17%	18%	18%	13%		
		A	ABh	ABCH	ABH	ABH	AB	AB		ADE											c
Director / Partner / MD	293	4	6	35	76	66	44	43	18	170	21	55	191	246	34	12	229	119	31		
	12%	2%	2%	6%	17%	24%	21%	31%	16%	15%	12%	10%	15%	13%	9%	14%	13%	11%	14%		
				AB	ABC	ABCDh	ABC	ABCD	ABC	CF											
Owner	274	2	11	22	45	44	63	41	46	174	23	36	197	233	26	12	188	114	50		
	11%	1%	3%	4%	10%	16%	30%	30%	41%	15%	13%	6%	15%	12%	7%	14%	10%	10%	23%		
			a	A	ABC	ABCD	ABCDE	ABCDE	ABCDEF	CF											
										CEF	CF		CEF	CF		CF			AB		

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q13 - Please select the description that best fits your current level of seniority.

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 90%	2389	235	378	594	449	270	211	137	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other	90	9	8	15	14	14	8	7	52	7	12	59	71	16	1	66	39	11
	4%	4%	2%	3%	3%	5%	4%	5%	5%	4%	2%	4%	4%	4%	1%	4%	4%	5%
					BC		b	ABCDEFG	C			C	c	c				
Not Stated	2	-	-	-	-	-	-	2	1	-	-	1	1	-	1	1	1	1
	*	-	-	-	-	-	-	2%	*	-	-	*	*	-	1%	*	*	*
								ABCDEF							ACDEF			a

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q13 - Please select the description that best fits your current level of seniority.

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intern / Trainee	27	-	-	2	13	1	-	1	1	1	1	-	-	2	5	18	8
	1%	-	-	3%	2%	2%	-	1%	1%	*	1%	-	-	2%	2%	1%	4%
			bll	i										i		A	
Assistant / Executive	159	3	6	4	46	3	3	7	12	17	10	4	9	10	25	139	19
	7%	20%	6%	6%	6%	6%	6%	5%	6%	6%	6%	6%	8%	9%	10%	6%	9%
		BcDeGhI															
		J															
		k													Dgi		
Officer	404	1	29	13	84	7	5	38	37	57	35	18	23	19	38	354	43
	17%	7%	27%	18%	11%	13%	10%	27%	20%	20%	20%	25%	19%	18%	15%	17%	21%
			aDeFN	d				aDEFiN	D	D	D	DeFN	D	D			
Manager	749	3	25	22	242	16	16	42	58	92	60	27	39	33	73	676	64
	31%	20%	23%	31%	32%	30%	33%	30%	31%	32%	34%	38%	33%	31%	29%	32%	31%
				b						b	B	B					
Head of Communications / Associate Director	391	1	15	8	146	13	7	24	30	45	26	11	16	6	43	357	27
	16%	7%	14%	11%	19%	25%	14%	17%	16%	16%	15%	15%	13%	6%	17%	17%	13%
			M		cM	bCIM	m	M	M	M	M	M	m		M		
Director / Partner / MD	293	5	14	11	121	3	6	12	24	30	16	3	7	12	29	270	19
	12%	33%	13%	15%	16%	6%	12%	8%	13%	10%	9%	4%	6%	11%	12%	13%	9%
		BdEfGHI															
		J															
		KLMN	kl	eKL	EGIJkLn				KL					k	kl		
Owner	274	2	17	9	70	10	8	12	17	41	22	7	20	18	21	249	15
	11%	13%	16%	13%	9%	19%	16%	8%	9%	14%	13%	10%	17%	17%	8%	12%	7%
			DghN			DGhN	n		DgN			DGhN	DGhN		b		
Other	90	-	3	3	29	-	4	6	5	5	5	1	5	6	18	78	10
	4%	-	3%	4%	4%	-	8%	4%	3%	2%	3%	1%	4%	6%	7%	4%	5%
				i			EhIjk							el	DEHijk		

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q13 - Please select the description that best fits your current level of seniority.

Base: All who are not unemployed or retired

Total	Region														Ethnicity	
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B
2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not Stated	2	-	-	-	-	-	-	1	1	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	1%	*	-	-	-	-	-	*	-
								D								

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q14 - How would you describe your current level of job satisfaction?

Base: All who are not unemployed or retired

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I enjoy my job and look forward to work	940	716	224	226	207	131	564	230	146	-	-	363	575	37	247	265	328	62
	39%	40%	36%	39%	30%	40%	35%	43%	60%	-	-	44%	37%	43%	30%	39%	46%	58%
		b		B		Bd	B	BD	ABCDE			B		B		B	BC	ABCD
I enjoy my job but feel under pressure at work	661	489	172	181	220	80	481	152	28	-	-	187	474	25	242	198	179	16
	28%	28%	28%	31%	32%	24%	30%	28%	11%	-	-	23%	30%	29%	30%	29%	25%	15%
				CF	CF	F	CF	F				A		E	DE	dE	E	
I enjoy aspects of my job, but not all	712	515	197	164	238	106	508	140	64	-	-	247	465	25	292	184	183	27
	30%	29%	32%	28%	34%	32%	32%	26%	26%	-	-	30%	30%	29%	36%	27%	26%	25%
				AEF		e	Ef								CDE			
I don't enjoy my job	58	37	21	8	26	9	43	12	3	-	-	22	36	-	24	20	13	1
	2%	2%	3%	1%	4%	3%	3%	2%	1%	-	-	3%	2%	-	3%	3%	2%	1%
			a		Af		a											
I have no feelings one way or the other	11	9	2	4	3	-	7	1	3	-	-	3	8	-	3	3	4	1
	*	1%	*	1%	*	-	*	*	1%	-	-	*	1%	-	*	*	1%	1%
									Ce									
Don't know	4	2	2	2	1	1	4	-	-	-	-	1	3	-	2	1	1	-
	*	*	*	*	*	*	*	-	-	-	-	*	*	-	*	*	*	-
Not Stated	3	3	-	1	1	1	3	-	-	-	-	1	2	-	1	2	-	-
	*	*	-	*	*	*	*	-	-	-	-	*	*	-	*	*	-	-

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q14 - How would you describe your current level of job satisfaction?

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held		
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 90%	2389	235	378	594	449	270	211	137	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I enjoy my job and look forward to work	940	101	118	186	188	121	96	63	466	72	221	538	759	133	31	693	426	106
	39%	43%	31%	31%	42%	45%	45%	46%	41%	41%	39%	41%	40%	35%	36%	38%	39%	48%
		BC		BC	BC	BC	BC	ABCDEFg	f			F	f					AB
I enjoy my job but feel under pressure at work	661	52	115	186	124	79	56	33	340	44	169	384	553	82	17	514	310	51
	28%	22%	30%	31%	28%	29%	27%	24%	30%	25%	30%	29%	29%	22%	20%	28%	29%	23%
		h	AH	AgH	H	aH	H	h	FG		Fg	Fg	Fg					c
I enjoy aspects of my job, but not all	712	76	131	204	112	66	55	39	304	56	164	360	524	145	34	556	317	58
	30%	32%	35%	34%	25%	24%	26%	28%	27%	32%	29%	27%	28%	38%	40%	30%	29%	26%
		DE	DEFh	DEFh										ACDE	ACDE			
I don't enjoy my job	58	4	11	16	17	4	3	1	23	2	13	25	38	14	4	51	23	4
	2%	2%	3%	3%	4%	1%	1%	1%	2%	1%	2%	2%	2%	4%	5%	3%	2%	2%
				efg										abDE	bde			
I have no feelings one way or the other	11	1	1	2	4	-	1	1	7	-	1	7	8	3	-	8	7	2
	*	*	*	*	1%	-	*	1%	1%	-	*	1%	*	1%	-	*	1%	1%
Don't know	4	1	1	-	2	-	-	-	-	1	3	1	4	-	-	3	1	1
	*	*	*	-	*	-	-	-	-	1%	1%	*	*	-	-	*	*	*
										Ad	Ad							
Not Stated	3	-	1	-	2	-	-	-	1	-	1	1	2	1	-	3	2	-
	*	-	*	-	*	-	-	-	*	-	*	*	*	*	-	*	*	-

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q14 - How would you describe your current level of job satisfaction?

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I enjoy my job and look forward to work	940	6	43	35	275	25	29	49	70	115	62	22	44	35	129	820	101
	39%	40%	39%	49%	37%	47%	59%	35%	38%	40%	35%	31%	37%	33%	51%	38%	49%
			DGjKM		km	BDGHIJKL	M							BDGHIJKL		A	
I enjoy my job but feel under pressure at work	661	6	35	15	203	12	10	49	63	93	56	21	28	27	43	619	34
	28%	40%	32%	21%	27%	23%	20%	35%	34%	32%	32%	30%	24%	25%	17%	29%	17%
		N	cN	N			CdfIN	CdfIN	cdfIN	cN	N		n		B		
I enjoy aspects of my job, but not all	712	2	29	18	247	15	10	42	43	71	55	27	43	39	71	641	58
	30%	13%	27%	25%	33%	28%	20%	30%	23%	25%	31%	38%	36%	37%	28%	30%	28%
				fHI						h	acFHI	aFHI	acFHI				
I don't enjoy my job	58	1	2	2	22	1	-	2	5	7	2	1	2	4	7	48	9
	2%	7%	2%	3%	3%	2%	-	1%	3%	2%	1%	1%	2%	4%	3%	2%	4%
		f														a	
I have no feelings one way or the other	11	-	-	-	3	-	-	-	2	2	-	-	2	-	2	9	2
	*	-	-	-	*	-	-	-	1%	1%	-	-	2%	-	1%	*	1%
												dj					
Don't know	4	-	-	2	-	-	-	-	-	1	-	-	-	1	-	3	1
	*	-	-	3%	-	-	-	-	-	*	-	-	-	1%	-	*	*
			bdGHIJIN										D				
Not Stated	3	-	-	-	1	-	-	-	2	-	-	-	-	-	-	3	-
	*	-	-	-	*	-	-	-	1%	-	-	-	-	-	-	*	-
								Din									

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q15 - What is your current gross basic salary per annum?

Base: All who work in-house or for a consultancy / agency

	Total	Membership		Role								Gender		Age				
		Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
Significance Level: 90%		A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 95%		A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
	2145	1553	592	586	696	328	1610	535	-	-	-	726	1417	85	787	610	592	68
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%	100%	100%
Less than £10,000	(5.0)	49	38	11	14	11	5	30	19	-	-	16	33	13	13	17	5	1
	2%	2%	2%	2%	2%	2%	2%	4%	-	-	-	2%	2%	15%	2%	3%	1%	1%
								BcD						BCDE		D		
£10,001 to £20,000	(15.0)	120	70	50	33	40	12	85	35	-	-	33	87	33	57	21	8	1
	6%	5%	8%	6%	6%	4%	5%	7%	-	-	-	5%	6%	39%	7%	3%	1%	1%
			A					c						BCDE	CDe	D		
£20,001 to £30,000	(25.0)	420	275	145	86	173	81	340	80	-	-	103	317	32	259	71	54	3
	20%	18%	24%	15%	25%	25%	21%	15%	-	-	-	14%	22%	38%	33%	12%	9%	4%
			A		ADE	AE	AE						A	CDE	CDE	e		
£30,001 to £40,000	(35.0)	492	345	147	112	208	90	410	82	-	-	147	345	5	241	122	116	8
	23%	22%	25%	19%	30%	27%	25%	15%	-	-	-	20%	24%	6%	31%	20%	20%	12%
				e	ADE	AE	AE						A		ACDE	A	A	
£40,001 to £50,000	(45.0)	340	255	85	91	113	63	267	73	-	-	103	237	-	120	119	90	10
	16%	16%	14%	16%	16%	19%	17%	14%	-	-	-	14%	17%	-	15%	20%	15%	15%
						E									A	ABD	A	A
£50,001 to £60,000	(55.0)	190	137	53	54	63	24	141	49	-	-	67	123	-	43	77	63	7
	9%	9%	9%	9%	9%	7%	9%	9%	-	-	-	9%	9%	-	5%	13%	11%	10%
															A	AB	AB	A
£60,001 to £70,000	(65.0)	121	99	22	35	35	15	85	36	-	-	58	62	-	14	45	53	9
	6%	6%	4%	6%	5%	5%	5%	7%	-	-	-	8%	4%	-	2%	7%	9%	13%
			B									B			AB	AB	ABc	
£70,001 to £80,000	(75.0)	99	81	18	43	15	12	70	29	-	-	42	57	-	14	39	40	6
	5%	5%	3%	7%	2%	4%	4%	5%	-	-	-	6%	4%	-	2%	6%	7%	9%
				BCD			B	B				b			AB	AB	AB	
£80,001 to £90,000	(85.0)	53	42	11	26	8	6	40	13	-	-	18	35	-	5	25	23	-
	2%	3%	2%	4%	1%	2%	2%	2%	-	-	-	2%	2%	-	1%	4%	4%	-
				BCDe			B	b							aBe	aBe		

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q15 - What is your current gross basic salary per annum?

Base: All who work in-house or for a consultancy / agency

	Membership			Role								Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
Significance Level: 90%		A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 95%		A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
	2145	1553	592	586	696	328	1610	535	-	-	-	726	1417	85	787	610	592	68
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%	100%	100%
£90,001 to £100,000	(95.0)	31	29	2	14	-	-	14	17	-	-	21	10	-	1	12	18	-
	1%	2%	*	2%	-	-	1%	3%	-	-	-	3%	1%	-	*	2%	3%	-
		B		BCD			Bc	BCD				B				B	B	
£100,001 to £150,000	(125.0)	33	29	4	9	6	4	19	14	-	-	16	17	-	1	5	24	3
	2%	2%	1%	2%	1%	1%	1%	3%	-	-	-	2%	1%	-	*	1%	4%	4%
		B		BCD				BD				b				B	aBC	aBC
More than £150,000	(175.0)	92	76	16	33	12	7	52	40	-	-	53	39	-	4	20	57	10
	4%	5%	3%	6%	2%	2%	3%	7%	-	-	-	7%	3%	-	1%	3%	10%	15%
		B		BCD			B	BCD				B				aB	ABC	ABC
I prefer not to say	102	75	27	36	10	8	54	48	-	-	-	49	53	2	14	36	40	10
	5%	5%	5%	6%	1%	2%	3%	9%	-	-	-	7%	4%	2%	2%	6%	7%	15%
		BCD		BCD			B	aBCD				B				B	B	ABCD
Not Stated	3	2	1	-	2	1	3	-	-	-	-	-	2	-	1	1	1	-
	*	*	*	-	*	*	*	-	-	-	-	-	*	-	*	*	*	-
Median	35	45	35	45	35	35	35	45	-	-	-	45	35	15	35	45	55	55
Mean Score	48.27	50.79	41.70	53.89	40.56	42.77	45.73	56.38	-	-	-	56.62	44.11	18.49	34.84	51.09	65.62	75.34
		B		BCD			B	BCD				B			A	AB	ABC	ABC
Std Deviation	34.78	36.40	29.14	38.27	24.74	26.97	31.20	43.35	-	-	-	41.55	30.05	8.18	17.17	31.46	44.24	51.13
Std Error	.770	.948	1.227	1.632	.946	1.510	.792	1.964	-	-	-	1.597	.814	.898	.618	1.314	1.885	6.713

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q15 - What is your current gross basic salary per annum?

Base: All who work in-house or for a consultancy / agency

	Total	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
		0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None	
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Less than £10,000	(5.0)	2145 100%	228 100%	365 100%	569 100%	397 100%	238 100%	170 100%	103 100%	73 100%	987 100%	159 100%	536 100%	1146 100%	1682 100%	348 100%	82 100%	1644 100%	968 100%	193 100%
		49 2%	17 7%	6 2%	18 3%	3 1%	2 1%	1 1%	1 1%	1 1%	22 2%	11 7%	7 1%	33 3%	40 2%	6 2%	2 2%	36 2%	16 2%	6 3%
			BCDEFGH		Def							ACDEF		C						
£10,001 to £20,000	(15.0)	120 6%	51 22%	34 9%	19 3%	10 3%	3 1%	2 1%	- -	1 1%	44 4%	13 8%	33 6%	57 5%	90 5%	17 5%	4 5%	92 6%	34 4%	14 7%
			BCDEFGH	CDEFGH	eg							Ad						B		B
£20,001 to £30,000	(25.0)	420 20%	105 46%	145 40%	103 18%	33 8%	18 8%	7 4%	6 6%	2 3%	176 18%	22 14%	130 24%	198 17%	328 20%	72 21%	13 16%	316 19%	188 19%	29 15%
			CDEFGH	CDEFGH	DEFGH	fh							ABDEg		b	b				
£30,001 to £40,000	(35.0)	492 23%	31 14%	115 32%	172 30%	93 23%	36 15%	27 16%	8 8%	10 14%	225 23%	23 14%	126 24%	248 22%	374 22%	94 27%	18 22%	372 23%	250 26%	40 21%
				ADEFGH	ADEFGH	AEFGH	g	g			B		B	B	B	BDe			a	
£40,001 to £50,000	(45.0)	340 16%	11 5%	29 8%	121 21%	93 23%	44 18%	13 8%	17 17%	12 16%	150 15%	31 19%	80 15%	181 16%	261 16%	65 19%	13 16%	258 16%	172 18%	30 16%
					ABF	ABF	ABF		ABF	ABF										
£50,001 to £60,000	(55.0)	190 9%	3 1%	10 3%	59 10%	47 12%	28 12%	30 18%	7 7%	6 8%	90 9%	15 9%	53 10%	105 9%	158 9%	20 6%	8 10%	148 9%	93 10%	16 8%
					AB	AB	AB	ABCdeGh	Ab	AB	F		F	F	F					
£60,001 to £70,000	(65.0)	121 6%	1 *	4 1%	24 4%	36 9%	24 10%	14 8%	12 12%	6 8%	64 6%	6 4%	28 5%	70 6%	98 6%	20 6%	2 2%	107 7%	58 6%	4 2%
					AB	ABC	ABC	ABC	ABC	AB								C	C	
£70,001 to £80,000	(75.0)	99 5%	- -	6 2%	15 3%	26 7%	24 10%	18 11%	8 8%	2 3%	54 5%	5 3%	25 5%	59 5%	84 5%	10 3%	5 6%	77 5%	40 4%	13 7%
				a	A	ABC	ABCH	ABCH	ABC	A	f		f	f						

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q15 - What is your current gross basic salary per annum?

Base: All who work in-house or for a consultancy / agency

	Total	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held		
		a	b	c	d	e	f	g	h	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 90%																			
Significance Level: 95%																			
£80,001 to £90,000 (85.0)	2145 100%	228 100%	365 100%	569 100%	397 100%	238 100%	170 100%	103 100%	73 100%	987 100%	159 100%	536 100%	1146 100%	1682 100%	348 100%	82 100%	1644 100%	968 100%	193 100%
	53 2%	2 1%	1 *	7 1%	20 5%	14 6%	7 4%	- -	2 3%	23 2%	8 5%	11 2%	31 3%	42 2%	6 2%	5 6%	44 3%	18 2%	6 3%
				ABCG	ABCG	ABCG		Bg		aCeF					ACdEF				
£90,001 to £100,000 (95.0)	31 1%	- -	- -	- -	3 1%	10 4%	7 4%	7 7%	4 5%	19 2%	4 3%	1 *	23 2%	24 1%	5 1%	2 2%	23 1%	9 1%	6 3%
				bC	ABCD	ABCD	ABCD	ABCD	C	C		C	C	C	C			aB	
£100,001 to £150,000 (125.0)	33 2%	1 *	- -	- -	5 1%	3 1%	12 7%	7 7%	5 7%	23 2%	2 1%	5 1%	25 2%	30 2%	2 1%	1 1%	22 1%	16 2%	5 3%
				BC	BC	ABCDE	ABCDE	ABCDE	cF			cF	f						
More than £150,000 (175.0)	92 4%	- -	1 *	10 2%	8 2%	19 8%	25 15%	20 19%	9 12%	50 5%	9 6%	12 2%	59 5%	71 4%	15 4%	5 6%	76 5%	30 3%	9 5%
				AB	AB	ABCD	ABCDE	ABCDE	ABCD	C	C		C	C	c	C	b		
I prefer not to say	102 5%	6 3%	13 4%	19 3%	20 5%	13 5%	7 4%	10 10%	13 18%	47 5%	10 6%	23 4%	57 5%	80 5%	16 5%	3 4%	71 4%	42 4%	15 8%
				ABCdf	ABCDEF													AB	
Not Stated	3 *	- -	1 *	2 *	- -	- -	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	1 1%	2 *	2 *	- -
												aD				ADEF			
Median	35	25	25	35	45	55	65	65	55	45	45	35	45	35	35	45	35	35	40
Mean Score	48.27	25.14	31.38	41.41	51.23	64.38	78.44	86.08	76.33	51.43	50.17	43.36	51.25	48.73	46.11	53.46	48.97	46.86	51.18
			A	AB	ABC	ABCD	ABCDE	ABCDE	ABCDE	CeF	C		CeF	C	Cf				
Std Deviation	34.78	13.60	14.25	23.67	26.84	39.75	48.40	53.25	50.00	37.04	39.64	27.94	37.39	34.84	33.44	39.18	35.33	30.92	37.93
Std Error	.770	.913	.761	1.011	1.382	2.650	3.791	5.522	6.455	1.208	3.247	1.236	1.133	.871	1.835	4.437	.891	1.017	2.843

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q15 - What is your current gross basic salary per annum?

Base: All who work in-house or for a consultancy / agency

	Total	Region														Ethnicity		
		Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%		2145	15	93	65	669	44	44	133	171	249	158	67	108	95	233	1923	188
Significance Level: 95%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than £10,000	(5.0)	49	-	2	1	6	2	1	1	-	2	-	-	1	3	30	26	20
		2%	-	2%	2%	1%	5%	2%	1%	-	1%	-	-	1%	3%	13%	1%	11%
				hj		DgHIJk		Hj						dHJ	BCDFGHIJ			
															KLM			A
£10,001 to £20,000	(15.0)	120	-	6	8	17	4	2	7	8	11	8	5	4	6	34	89	28
		6%	-	6%	12%	3%	9%	5%	5%	5%	4%	5%	7%	4%	6%	15%	5%	15%
				D	DgHIJL		D		d			d	D		D	BDFGHIJL		
															M			A
£20,001 to £30,000	(25.0)	420	2	29	12	86	9	13	33	43	49	43	22	25	30	24	382	36
		20%	13%	31%	18%	13%	20%	30%	25%	25%	20%	27%	33%	23%	32%	10%	20%	19%
				cDIN	n		n	DN	DN	DN	DN	DiN	cDIN	DN	cDIN			
£30,001 to £40,000	(35.0)	492	2	23	19	125	13	14	44	44	73	44	17	27	22	24	453	33
		23%	13%	25%	29%	19%	30%	32%	33%	26%	29%	28%	25%	25%	23%	10%	24%	18%
				N	DN	N	dN	DN	DN	DN	DN	DN	N	N	N		b	
£40,001 to £50,000	(45.0)	340	3	14	10	126	6	5	28	24	36	27	12	21	17	11	315	21
		16%	20%	15%	15%	19%	14%	11%	21%	14%	14%	17%	18%	19%	18%	5%	16%	11%
			N	N	N	N	N	n	N	N	N	N	N	N	N		b	
£50,001 to £60,000	(55.0)	190	4	6	5	75	7	3	9	15	21	10	2	10	10	13	176	12
		9%	27%	6%	8%	11%	16%	7%	7%	9%	8%	6%	3%	9%	11%	6%	9%	6%
			BCdFGHI															
			J															
			KLmN			jKN	bgJKN								k			
£60,001 to £70,000	(65.0)	121	1	4	3	50	-	2	6	13	14	8	1	6	2	11	110	10
		6%	7%	4%	5%	7%	-	5%	5%	8%	6%	5%	1%	6%	2%	5%	6%	5%
			e			ekm				ekm								
£70,001 to £80,000	(75.0)	99	1	3	1	41	1	-	1	9	7	7	2	4	2	20	93	5
		5%	7%	3%	2%	6%	2%	-	1%	5%	3%	4%	3%	4%	2%	9%	5%	3%
			fg			fGI				G		g			bcFGIM			

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q15 - What is your current gross basic salary per annum?

Base: All who work in-house or for a consultancy / agency

	Total	Region														Ethnicity		
		Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																		
Significance Level: 95%																		
	2145	15	93	65	669	44	44	133	171	249	158	67	108	95	233	1923	188	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
£80,001 to £90,000	(85.0)	53	1	-	1	24	-	-	1	3	9	3	3	1	-	7	48	3
	2%	7%	-	2%	4%	-	-	1%	2%	4%	2%	4%	1%	-	3%	2%	2%	
		BefgM			bgm					bgm		BgM			bm			
£90,001 to £100,000	(95.0)	31	-	-	22	-	-	-	-	2	-	-	-	-	7	31	-	
	1%	-	-	-	3%	-	-	-	-	1%	-	-	-	-	3%	2%	-	
					bGHJlm										bGHJlm	b		
£100,001 to £150,000	(125.0)	33	-	-	1	14	-	1	1	6	1	1	-	1	6	32	-	
	2%	-	-	2%	2%	-	2%	1%	1%	2%	1%	1%	-	1%	3%	2%	-	
					l										l	b		
More than £150,000	(175.0)	92	1	1	1	47	-	1	1	5	11	3	-	2	-	19	87	4
	4%	7%	1%	2%	7%	-	2%	1%	3%	4%	2%	-	2%	-	8%	5%	2%	
		egKM			BceGHJK					m	gkM				BceGHJK			
					L										LM			
					M													
I prefer not to say	102	-	5	3	35	1	2	1	6	8	4	2	6	2	27	80	15	
	5%	-	5%	5%	5%	2%	5%	1%	4%	3%	3%	3%	6%	2%	12%	4%	8%	
			G	g	G		g						G		bcDeGHIJ			
															KIM		A	
Not Stated	3	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1	1	
	*	-	-	-	*	2%	-	-	-	-	-	-	1%	-	-	*	1%	
					DgHlJN												A	
Median	35	55	35	35	45	35	35	35	35	35	35	35	35	35	35	35	35	
Mean Score	48.27	58.33	36.93	39.84	58.51	35.24	39.76	38.48	44.94	48.94	41.88	37.92	42.13	35.97	52.72	49.46	35.81	
		BCEFGH			BCEFGHI										BCEFGHJ			
		J			J										K			
		KLM			KLMn				BEGkM	BcEGJKIM	M		eM		LM	B		
Std Deviation	34.78	36.38	21.06	26.04	39.74	15.06	28.48	19.34	29.14	35.00	25.53	19.90	24.39	17.07	48.90	35.02	28.87	
Std Error	.770	9.394	2.245	3.306	1.579	2.324	4.394	1.683	2.269	2.254	2.057	2.468	2.426	1.770	3.407	.816	2.201	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q16 - What is your current personal gross income per annum?

Base: All who work freelance

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
Significance Level: 90%	244	218	26	-	-	-	-	-	244	-	-	98	146	2	24	63	116	39
Significance Level: 95%	100%	100%	100%	-	-	-	-	-	100%	-	-	100%	100%	100%	100%	100%	100%	100%
Less than £10,000 (5.0)	12	10	2	-	-	-	-	-	12	-	-	6	6	-	-	5	5	2
	5%	5%	8%	-	-	-	-	-	5%	-	-	6%	4%	-	-	8%	4%	5%
£10,001 to £20,000 (15.0)	16	13	3	-	-	-	-	-	16	-	-	6	10	2	5	2	4	3
	7%	6%	12%	-	-	-	-	-	7%	-	-	6%	7%	100%	21%	3%	3%	8%
														BCDE	CD			
£20,001 to £30,000 (25.0)	28	24	4	-	-	-	-	-	28	-	-	10	18	-	2	10	14	2
	11%	11%	15%	-	-	-	-	-	11%	-	-	10%	12%	-	8%	16%	12%	5%
£30,001 to £40,000 (35.0)	33	31	2	-	-	-	-	-	33	-	-	9	24	-	4	10	17	2
	14%	14%	8%	-	-	-	-	-	14%	-	-	9%	16%	-	17%	16%	15%	5%
£40,001 to £50,000 (45.0)	29	28	1	-	-	-	-	-	29	-	-	15	14	-	3	8	13	5
	12%	13%	4%	-	-	-	-	-	12%	-	-	15%	10%	-	13%	13%	11%	13%
£50,001 to £60,000 (55.0)	30	27	3	-	-	-	-	-	30	-	-	13	17	-	4	9	11	6
	12%	12%	12%	-	-	-	-	-	12%	-	-	13%	12%	-	17%	14%	9%	15%
£60,001 to £70,000 (65.0)	16	16	-	-	-	-	-	-	16	-	-	4	12	-	2	3	9	2
	7%	7%	-	-	-	-	-	-	7%	-	-	4%	8%	-	8%	5%	8%	5%
£70,001 to £80,000 (75.0)	16	14	2	-	-	-	-	-	16	-	-	11	5	-	-	5	9	2
	7%	6%	8%	-	-	-	-	-	7%	-	-	11%	3%	-	-	8%	8%	5%
												B						
£80,001 to £90,000 (85.0)	7	6	1	-	-	-	-	-	7	-	-	2	5	-	-	3	3	1
	3%	3%	4%	-	-	-	-	-	3%	-	-	2%	3%	-	-	5%	3%	3%
£90,001 to £100,000 (95.0)	3	2	1	-	-	-	-	-	3	-	-	1	2	-	-	1	2	-
	1%	1%	4%	-	-	-	-	-	1%	-	-	1%	1%	-	-	2%	2%	-
£100,001 to £150,000 (125.0)	6	5	1	-	-	-	-	-	6	-	-	4	2	-	-	2	3	1
	2%	2%	4%	-	-	-	-	-	2%	-	-	4%	1%	-	-	3%	3%	3%
More than £150,000 (175.0)	11	11	-	-	-	-	-	-	11	-	-	7	4	-	-	1	7	3
	5%	5%	-	-	-	-	-	-	5%	-	-	7%	3%	-	-	2%	6%	8%

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q16 - What is your current personal gross income per annum?

Base: All who work freelance

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e	
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
Significance Level: 90%	244	218	26	-	-	-	-	-	244	-	-	98	146	2	24	63	116	39
Significance Level: 95%	100%	100%	100%	-	-	-	-	-	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I prefer not to say	37	31	6	-	-	-	-	-	37	-	-	10	27	-	4	4	19	10
	15%	14%	23%	-	-	-	-	-	15%	-	-	10%	18%	-	17%	6%	16%	26%
												a					c	C
Median	45	45	35	-	-	-	-	-	45	-	-	45	45	15	35	45	45	55
Mean Score	52.68	53.56	44.50	-	-	-	-	-	52.68	-	-	58.52	48.36	15.00	37.50	48.39	56.96	60.17
												b					B	B
Std Deviation	38.33	38.86	32.68	-	-	-	-	-	38.33	-	-	43.71	33.35	-	17.43	31.55	41.47	47.10
Std Error	2.664	2.842	7.308	-	-	-	-	-	2.664	-	-	4.659	3.057	-	3.898	4.107	4.211	8.747

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q16 - What is your current personal gross income per annum?

Base: All who work freelance

	Total	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held			
		0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%																			
Less than £10,000 (5.0)	244 100%	7 100%	13 100%	25 100%	52 100%	32 100%	41 100%	34 100%	40 100%	154 100%	16 100%	36 100%	170 100%	206 100%	30 100%	4 100%	184 100%	118 100%	29 100%
	12 5%	1 14%	1 8%	4 16%	- -	3 9%	2 5%	- -	1 3%	7 5%	- -	1 3%	7 4%	8 4%	4 13%	- -	9 5%	7 6%	3 10%
		DG	D	DGh		Dg									aDE				
£10,001 to £20,000 (15.0)	16 7%	1 14%	3 23%	4 16%	2 4%	- -	- -	3 9%	3 8%	6 4%	1 6%	4 11%	7 4%	11 5%	3 10%	1 25%	11 6%	8 7%	1 3%
		EF	DEF	dEF				ef	f			ad			Ade				
£20,001 to £30,000 (25.0)	28 11%	1 14%	2 15%	2 8%	9 17%	2 6%	6 15%	3 9%	3 8%	19 12%	- -	4 11%	19 11%	23 11%	3 10%	1 25%	18 10%	16 14%	3 10%
															b				
£30,001 to £40,000 (35.0)	33 14%	2 29%	2 15%	5 20%	7 13%	6 19%	4 10%	3 9%	4 10%	28 18%	- -	3 8%	28 16%	31 15%	2 7%	- -	27 15%	12 10%	5 17%
										b			b	b					
£40,001 to £50,000 (45.0)	29 12%	- -	1 8%	3 12%	9 17%	1 3%	5 12%	3 9%	7 18%	17 11%	3 19%	3 8%	20 12%	23 11%	6 20%	- -	24 13%	11 9%	5 17%
					e			e	e										
£50,001 to £60,000 (55.0)	30 12%	- -	3 23%	3 12%	6 12%	4 13%	4 10%	4 12%	6 15%	20 13%	2 13%	5 14%	22 13%	27 13%	1 3%	1 25%	17 9%	13 11%	8 28%
															f				AB
£60,001 to £70,000 (65.0)	16 7%	- -	- -	2 8%	7 13%	3 9%	1 2%	1 3%	2 5%	10 6%	1 6%	3 8%	11 6%	14 7%	1 3%	1 25%	12 7%	11 9%	- -
					f										f				c
£70,001 to £80,000 (75.0)	16 7%	- -	- -	- -	3 6%	3 9%	6 15%	2 6%	2 5%	9 6%	1 6%	3 8%	10 6%	13 6%	3 10%	- -	14 8%	8 7%	- -
							C												
£80,001 to £90,000 (85.0)	7 3%	- -	- -	- -	- -	2 6%	3 7%	1 3%	1 3%	5 3%	1 6%	- -	6 4%	6 3%	1 3%	- -	6 3%	3 3%	1 3%
						d	d												

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q16 - What is your current personal gross income per annum?

Base: All who work freelance

	Total	Years in PR							Being accountable to a code of conduct is important to me						Qualifications held				
		0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%																			
	244	7	13	25	52	32	41	34	40	154	16	36	170	206	30	4	184	118	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£90,001 to £100,000	(95.0)	3	-	-	1	-	1	1	-	1	-	1	1	2	1	-	2	2	-
	1%	-	-	-	2%	-	2%	3%	-	1%	-	3%	1%	1%	3%	-	1%	2%	-
£100,001 to £150,000	(125.0)	6	-	-	2	-	3	1	-	3	1	2	4	6	-	-	5	4	-
	2%	-	-	-	4%	-	7%	3%	-	2%	6%	6%	2%	3%	-	-	3%	3%	-
							h												
More than £150,000	(175.0)	11	-	-	-	3	-	5	3	6	2	2	8	10	1	-	8	8	-
	5%	-	-	-	-	9%	-	15%	8%	4%	13%	6%	5%	5%	3%	-	4%	7%	-
					DF			CDF	Df										
I prefer not to say	37	2	1	2	6	5	6	7	8	23	4	5	27	32	4	-	31	15	3
	15%	29%	8%	8%	12%	16%	15%	21%	20%	15%	25%	14%	16%	16%	13%	-	17%	13%	10%
Median	45	25	30	35	45	55	55	55	45	45	60	55	45	45	45	40	45	45	45
Mean Score	52.68	23.00	31.67	31.96	49.13	61.30	56.71	73.15	56.25	51.26	80.00	57.90	53.67	54.43	45.38	40.00	53.43	56.75	39.62
				ABC	aBC	ABC	aBCD	abC			ADEF						c	c	
Std Deviation	38.33	13.04	17.75	19.64	24.37	46.92	31.57	55.61	43.01	35.85	51.79	42.99	38.06	38.88	37.25	23.80	38.41	43.76	19.02
Std Error	2.664	5.831	5.125	4.095	3.592	9.029	5.337	10.70	7.603	3.132	14.95	7.721	3.182	2.948	7.306	11.90	3.105	4.311	3.731

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q16 - What is your current personal gross income per annum?

Base: All who work freelance

	Total	Region														Ethnicity	
		Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	244	-	16	7	82	9	5	9	14	40	17	4	11	11	19	220	17
Significance Level: 95%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than £10,000 (5.0)	12	-	2	-	4	1	-	-	-	-	1	2	-	1	1	12	-
	5%	-	13%	-	5%	11%	-	-	-	-	6%	50%	-	9%	5%	5%	-
			l		l						cDGHlJLN		i				
£10,001 to £20,000 (15.0)	16	-	1	-	5	-	-	-	1	1	2	-	1	2	3	13	2
	7%	-	6%	-	6%	-	-	-	7%	3%	12%	-	9%	18%	16%	6%	12%
													i	i			
£20,001 to £30,000 (25.0)	28	-	2	2	5	1	2	3	1	8	2	-	1	1	-	27	-
	11%	-	13%	29%	6%	11%	40%	33%	7%	20%	12%	-	9%	9%	-	12%	-
				DN			DN	DN		DN							
£30,001 to £40,000 (35.0)	33	-	4	-	12	1	-	2	3	6	1	-	-	3	1	29	4
	14%	-	25%	-	15%	11%	-	22%	21%	15%	6%	-	-	27%	5%	13%	24%
			l											ln			
£40,001 to £50,000 (45.0)	29	-	2	1	13	1	-	-	3	3	2	1	1	1	1	26	2
	12%	-	13%	14%	16%	11%	-	-	21%	8%	12%	25%	9%	9%	5%	12%	12%
£50,001 to £60,000 (55.0)	30	-	-	2	7	4	3	1	-	6	3	-	2	2	-	28	2
	12%	-	-	29%	9%	44%	60%	11%	-	15%	18%	-	18%	18%	-	13%	12%
				BdHN		BDHiN	BDgHljkN			n	bn		bn	bn			
£60,001 to £70,000 (65.0)	16	-	-	-	9	-	-	-	1	-	2	1	2	1	-	14	2
	7%	-	-	-	11%	-	-	-	7%	-	12%	25%	18%	9%	-	6%	12%
					l				i		l	bIN	bln	i			
£70,001 to £80,000 (75.0)	16	-	3	1	5	-	-	-	1	2	1	-	1	-	2	14	2
	7%	-	19%	14%	6%	-	-	-	7%	5%	6%	-	9%	-	11%	6%	12%
			d														
£80,001 to £90,000 (85.0)	7	-	-	-	6	1	-	-	-	-	-	-	-	-	-	6	-
	3%	-	-	-	7%	11%	-	-	-	-	-	-	-	-	-	3%	-
					i	l											

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q16 - What is your current personal gross income per annum?

Base: All who work freelance

	Total	Region														Ethnicity	
		Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	244	-	16	7	82	9	5	9	14	40	17	4	11	11	19	220	17
Significance Level: 95%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£90,001 to £100,000	(95.0)	3	-	-	3	-	-	-	-	-	-	-	-	-	-	3	-
	1%	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	1%	-
£100,001 to £150,000	(125.0)	6	-	1	-	-	-	-	-	3	-	-	1	-	1	4	-
	2%	-	6%	-	-	-	-	-	-	8%	-	-	9%	-	5%	2%	-
			D							D			D		D		
More than £150,000	(175.0)	11	-	-	5	-	-	1	1	-	1	-	-	-	3	10	1
	5%	-	-	-	6%	-	-	11%	7%	-	6%	-	-	-	16%	5%	6%
								I	i					I			
I prefer not to say	37	-	1	1	8	-	-	2	3	11	2	-	2	-	7	34	2
	15%	-	6%	14%	10%	-	-	22%	21%	28%	12%	-	18%	-	37%	15%	12%
										bDem					BDEjM		
Median	45	-	35	50	45	55	55	35	45	35	45	25	55	35	60	45	45
Mean Score	52.68	-	43.67	46.67	57.30	46.11	43.00	53.57	54.09	48.79	50.33	30.00	58.33	35.00	77.50	51.94	55.00
					m								m		bim		
Std Deviation	38.33	-	32.04	19.41	39.40	22.61	16.43	54.60	43.46	30.40	40.33	30.00	31.62	18.97	67.84	38.09	38.17
Std Error	2.664	-	8.273	7.923	4.580	7.536	7.348	20.64	13.10	5.646	10.41	15.00	10.54	5.721	19.58	2.793	9.856

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q15/Q16 - What is your current personal gross basic salary / income per annum?

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
Less than £10,000 (5.0)	61	48	13	14	11	5	30	19	12	-	-	22	39	13	13	22	10	3
	3%	3%	2%	2%	2%	2%	2%	4%	5%	-	-	3%	2%	15%	2%	3%	1%	3%
								BcD	aBCD					BCDE		BD		
£10,001 to £20,000 (15.0)	136	83	53	33	40	12	85	35	16	-	-	39	97	35	62	23	12	4
	6%	5%	9%	6%	6%	4%	5%	7%	7%	-	-	5%	6%	40%	8%	3%	2%	4%
			A					c						BCDE		D		
£20,001 to £30,000 (25.0)	448	299	149	86	173	81	340	80	28	-	-	113	335	32	261	81	68	5
	19%	17%	24%	15%	25%	25%	21%	15%	11%	-	-	14%	21%	37%	32%	12%	10%	5%
			A		ADEF	AEF	AEF						A	CDE	CDE	E	e	
£30,001 to £40,000 (35.0)	525	376	149	112	208	90	410	82	33	-	-	156	369	5	245	132	133	10
	22%	21%	24%	19%	30%	27%	25%	15%	14%	-	-	19%	24%	6%	30%	20%	19%	9%
				ef	ADEF	AEF	AEF						A		ACDE	AE	AE	
£40,001 to £50,000 (45.0)	369	283	86	91	113	63	267	73	29	-	-	118	251	-	123	127	103	15
	15%	16%	14%	16%	16%	19%	17%	14%	12%	-	-	14%	16%	-	15%	19%	15%	14%
						EF	f								A	AbD	A	A
£50,001 to £60,000 (55.0)	220	164	56	54	63	24	141	49	30	-	-	80	140	-	47	86	74	13
	9%	9%	9%	9%	9%	7%	9%	9%	12%	-	-	10%	9%	-	6%	13%	10%	12%
									Cd						A	AB	AB	AB
£60,001 to £70,000 (65.0)	137	115	22	35	35	15	85	36	16	-	-	62	74	-	16	48	62	11
	6%	6%	4%	6%	5%	5%	5%	7%	7%	-	-	8%	5%	-	2%	7%	9%	10%
		B										B			AB	AB	AB	AB
£70,001 to £80,000 (75.0)	115	95	20	43	15	12	70	29	16	-	-	53	62	-	14	44	49	8
	5%	5%	3%	7%	2%	4%	4%	5%	7%	-	-	6%	4%	-	2%	7%	7%	7%
		B		BCD			B	B	B			B			AB	AB	AB	AB
£80,001 to £90,000 (85.0)	60	48	12	26	8	6	40	13	7	-	-	20	40	-	5	28	26	1
	3%	3%	2%	4%	1%	2%	2%	2%	3%	-	-	2%	3%	-	1%	4%	4%	1%
				BCDe			B	b	b						aB	aB		

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q15/Q16 - What is your current personal gross basic salary / income per annum?

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
£90,001 to £100,000 (95.0)	34	31	3	14	-	-	14	17	3	-	-	22	12	-	1	13	20	-
	1%	2%	*	2%	-	-	1%	3%	1%	-	-	3%	1%	-	*	2%	3%	-
		B		BCD			Bc	BCD	BC			B				B	Be	
£100,001 to £150,000 (125.0)	39	34	5	9	6	4	19	14	6	-	-	20	19	-	1	7	27	4
	2%	2%	1%	2%	1%	1%	1%	3%	2%	-	-	2%	1%	-	*	1%	4%	4%
		b						BD	b			B				B	aBC	aBC
More than £150,000 (175.0)	103	87	16	33	12	7	52	40	11	-	-	60	43	-	4	21	64	13
	4%	5%	3%	6%	2%	2%	3%	7%	5%	-	-	7%	3%	-	*	3%	9%	12%
		B		BCD			B	BCD	B			B				aB	ABC	ABC
I prefer not to say	139	106	33	36	10	8	54	48	37	-	-	59	80	2	18	40	59	20
	6%	6%	5%	6%	1%	2%	3%	9%	15%	-	-	7%	5%	2%	2%	6%	8%	19%
				BCD			B	aBCD	ABCDE			B				B	ABc	ABCD
Not Stated	3	2	1	-	2	1	3	-	-	-	-	-	2	-	1	1	1	-
	*	*	*	-	*	*	*	-	-	-	-	-	*	-	*	*	*	-
Median	35	45	35	45	35	35	35	45	45	-	-	45	35	15	35	45	45	55
Mean Score	48.68	51.10	41.80	53.89	40.56	42.77	45.73	56.38	52.68	-	-	56.84	44.45	18.41	34.91	50.84	64.32	70.29
		B		BCD			B	BCD	BCD			B			A	AB	ABC	ABC
Std Deviation	35.14	36.69	29.24	38.27	24.74	26.97	31.20	43.35	38.33	-	-	41.78	30.33	8.10	17.17	31.46	43.91	50.07
Std Error	.741	.900	1.210	1.632	.946	1.510	.792	1.964	2.664	-	-	1.510	.788	.879	.610	1.251	1.725	5.368

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q15/Q16 - What is your current personal gross basic salary / income per annum?

Base: All who are not unemployed or retired

	Total	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held		
		0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%																			
Less than £10,000 (5.0)	2389 100%	235 100%	378 100%	594 100%	449 100%	270 100%	211 100%	137 100%	113 100%	1141 100%	175 100%	572 100%	1316 100%	1888 100%	378 100%	86 100%	1828 100%	1086 100%	222 100%
	61 3%	18 8%	7 2%	22 4%	3 1%	5 2%	3 1%	1 1%	2 2%	29 3%	11 6%	8 1%	40 3%	48 3%	10 3%	2 2%	45 2%	23 2%	9 4%
		BCDEFGH		bDg							ACDEF		C						b
£10,001 to £20,000 (15.0)	136 6%	52 22%	37 10%	23 4%	12 3%	3 1%	2 1%	3 2%	4 4%	50 4%	14 8%	37 6%	64 5%	101 5%	20 5%	5 6%	103 6%	42 4%	15 7%
		BCDEFGH	CDEFGH	EF							Ad	a					B		b
£20,001 to £30,000 (25.0)	448 19%	106 45%	147 39%	105 18%	42 9%	20 7%	13 6%	9 7%	5 4%	195 17%	22 13%	134 23%	217 16%	351 19%	75 20%	14 16%	334 18%	204 19%	32 14%
		CDEFGH	CDEFGH	DEFGH	h							ABDE		B	B				
£30,001 to £40,000 (35.0)	525 22%	33 14%	117 31%	177 30%	100 22%	42 16%	31 15%	11 8%	14 12%	253 22%	23 13%	129 23%	276 21%	405 21%	96 25%	18 21%	399 22%	262 24%	45 20%
		g	ADEFGH	ADEFGH	AEFGH	G	g			B		B	B	B	Bde				
£40,001 to £50,000 (45.0)	369 15%	11 5%	30 8%	124 21%	102 23%	45 17%	18 9%	20 15%	19 17%	167 15%	34 19%	83 15%	201 15%	284 15%	71 19%	13 15%	282 15%	183 17%	35 16%
				ABFg	ABeFG	ABF		ABf	ABF						ace				
£50,001 to £60,000 (55.0)	220 9%	3 1%	13 3%	62 10%	53 12%	32 12%	34 16%	11 8%	12 11%	110 10%	17 10%	58 10%	127 10%	185 10%	21 6%	9 10%	165 9%	106 10%	24 11%
				AB	AB	AB	ABCG	AB	AB	F	f	F	F	F		f			
£60,001 to £70,000 (65.0)	137 6%	1 *	4 1%	26 4%	43 10%	27 10%	15 7%	13 9%	8 7%	74 6%	7 4%	31 5%	81 6%	112 6%	21 6%	3 3%	119 7%	69 6%	4 2%
				AB	ABC	ABC	AB	ABC	AB							C	C		
£70,001 to £80,000 (75.0)	115 5%	-	6 2%	15 3%	29 6%	27 10%	24 11%	10 7%	4 4%	63 6%	6 3%	28 5%	69 5%	97 5%	13 3%	5 6%	91 5%	48 4%	13 6%
			a	A	ABC	ABCdH	ABCDH	ABC	A										

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q15/Q16 - What is your current personal gross basic salary / income per annum?

Base: All who are not unemployed or retired

	Total	Years in PR							Being accountable to a code of conduct is important to me						Qualifications held				
		0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£80,001 to £90,000	(85.0)	60	2	1	7	20	16	10	1	28	9	11	37	48	7	5	50	21	7
	3%	1%	*	1%	4%	6%	5%	1%	3%	2%	5%	2%	3%	3%	2%	6%	3%	2%	3%
				ABCG	ABCG	ABCG		B		ACdEF			aCeF						
£90,001 to £100,000	(95.0)	34	-	-	-	4	10	8	8	20	4	2	24	26	6	2	25	11	6
	1%	-	-	-	1%	4%	4%	6%	4%	2%	2%	*	2%	1%	2%	2%	1%	1%	3%
				bC	ABCD	ABCD	ABCD	ABCD	ABCD	C	C		C	C	C	C			
£100,001 to £150,000	(125.0)	39	1	-	-	7	3	15	8	26	3	7	29	36	2	1	27	20	5
	2%	*	-	-	2%	1%	7%	6%	4%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%
				BC	BC	ABCDE	ABCDE	ABCdE		F			F	f					
More than £150,000	(175.0)	103	-	1	10	8	22	25	25	56	11	14	67	81	16	5	84	38	9
	4%	-	*	2%	2%	8%	12%	18%	11%	5%	6%	2%	5%	4%	4%	6%	5%	3%	4%
				AB	AB	ABCD	ABCD	ABCDEfh	ABCD	C	C		C	C	c				
I prefer not to say	139	8	14	21	26	18	13	17	21	70	14	28	84	112	20	3	102	57	18
	6%	3%	4%	4%	6%	7%	6%	12%	19%	6%	8%	5%	6%	6%	5%	3%	6%	5%	8%
				c	abC		ABCDEf	ABCDEF											
Not Stated	3	-	1	2	-	-	-	-	-	-	-	2	-	2	-	1	2	2	-
	*	-	*	*	-	-	-	-	-	-	-	*	-	*	-	1%	*	*	-
												AD			ADEF				
Median	35	25	25	35	45	55	55	65	55	45	45	35	45	35	35	45	35	35	45
Mean Score	48.68	25.09	31.39	41.02	51.00	64.05	74.60	83.17	69.35	51.41	52.39	44.19	51.53	49.29	46.06	52.80	49.37	47.85	49.71
			A	AB	ABC	ABCD	ABCDE	ABCDEh	ABCD	CF	Cf		CeF	C		C			
Std Deviation	35.14	13.57	14.35	23.58	26.56	40.48	46.55	53.83	48.41	36.88	41.22	29.15	37.46	35.29	33.67	38.59	35.62	32.55	36.25
Std Error	.741	.900	.753	.987	1.292	2.550	3.309	4.914	5.047	1.127	3.249	1.252	1.067	.838	1.780	4.261	.858	1.016	2.538

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q15/Q16 - What is your current personal gross basic salary / income per annum?

Base: All who are not unemployed or retired

	Total	Region														Ethnicity	
		Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than £10,000 (5.0)	61	-	4	1	10	3	1	1	-	2	1	2	1	4	31	38	20
	3%	-	4%	1%	1%	6%	2%	1%	-	1%	1%	3%	1%	4%	12%	2%	10%
			dgHlj			DGHlJ	h					H		dgHlj	BCDFGHlJ		A
															KLM		
£10,001 to £20,000 (15.0)	136	-	7	8	22	4	2	7	9	12	10	5	5	8	37	102	30
	6%	-	6%	11%	3%	8%	4%	5%	5%	4%	6%	7%	4%	8%	15%	5%	15%
			d	Dghll		d					d	d		D	BDFGHlJk		A
															Lm		
£20,001 to £30,000 (25.0)	448	2	31	14	91	10	15	36	44	57	45	22	26	31	24	409	36
	19%	13%	28%	19%	12%	19%	31%	25%	24%	20%	26%	31%	22%	29%	10%	19%	18%
			DiN	dN		n	DiN	DN	DN	DN	DN	DIN	DN	DIN			
£30,001 to £40,000 (35.0)	525	2	27	19	137	14	14	46	47	79	45	17	27	25	25	482	37
	22%	13%	25%	26%	18%	26%	29%	32%	25%	27%	26%	24%	23%	24%	10%	22%	18%
			N	dN	N	N	dN	DIN	DN	DN	DN	N	N	N			
£40,001 to £50,000 (45.0)	369	3	16	11	139	7	5	28	27	39	29	13	22	18	12	341	23
	15%	20%	15%	15%	19%	13%	10%	20%	15%	13%	17%	18%	18%	17%	5%	16%	11%
			N	N	iN	N		iN	N	N	N	N	N	N		b	
£50,001 to £60,000 (55.0)	220	4	6	7	82	11	6	10	15	27	13	2	12	12	13	204	14
	9%	27%	6%	10%	11%	21%	12%	7%	8%	9%	7%	3%	10%	11%	5%	10%	7%
		BcdGHlJK				BcDGHlJK											
		N		k	bKN	IN	Kn			kn			kn	KN			
£60,001 to £70,000 (65.0)	137	1	4	3	59	-	2	6	14	14	10	2	8	3	11	124	12
	6%	7%	4%	4%	8%	-	4%	4%	8%	5%	6%	3%	7%	3%	4%	6%	6%
		e			Eimn				Em		e		e				
£70,001 to £80,000 (75.0)	115	1	6	2	46	1	-	1	10	9	8	2	5	2	22	107	7
	5%	7%	6%	3%	6%	2%	-	1%	5%	3%	5%	3%	4%	2%	9%	5%	3%
		fg	fG		fGim				fG		G		g		ceFGljkM		

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q15/Q16 - What is your current personal gross basic salary / income per annum?

Base: All who are not unemployed or retired

	Total	Region														Ethnicity		
		Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																		
Significance Level: 95%																		
	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
£80,001 to £90,000	(85.0)	60	1	-	1	30	1	-	1	3	9	3	3	1	-	7	54	3
	3%	7%	-	1%	4%	2%	-	1%	2%	3%	2%	4%	1%	-	3%	3%	1%	
		BfglM			BGIM					bm		BgM			bm			
£90,001 to £100,000	(95.0)	34	-	-	25	-	-	-	-	2	-	-	-	-	7	34	-	
	1%	-	-	-	3%	-	-	-	-	1%	-	-	-	-	3%	2%	-	
					bGHlJLm										bGHlJlM	b		
£100,001 to £150,000	(125.0)	39	-	1	1	14	-	1	1	9	1	1	1	1	7	36	-	
	2%	-	1%	1%	2%	-	2%	1%	1%	3%	1%	1%	1%	1%	3%	2%	-	
										hj					hj	b		
More than £150,000	(175.0)	103	1	1	1	52	-	1	2	6	11	4	-	2	-	22	97	5
	4%	7%	1%	1%	7%	-	2%	1%	3%	4%	2%	-	2%	-	9%	5%	2%	
		eKM			BcEGhiJK LM				m	kM					BCEGHIJ K LM			
I prefer not to say	139	-	6	4	43	1	2	3	9	19	6	2	8	2	34	114	17	
	6%	-	6%	6%	6%	2%	4%	2%	5%	7%	3%	3%	7%	2%	13%	5%	8%	
					gm					Gm			gm		BcDEfGHI JKIM		a	
Not Stated	3	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1	1	
	*	-	-	-	*	2%	-	-	-	-	-	-	1%	-	-	*	*	
						DhIjN											A	
Median	35	55	35	35	45	35	35	35	35	35	35	35	35	35	35	35	35	
Mean Score	48.68	58.33	37.91	40.44	58.38	37.16	40.11	39.24	45.51	48.93	42.63	37.46	43.45	35.87	54.08	49.68	37.35	
		BCEFGJ			BCEFGHI										BCEfGHJ			
		K			J										K			
		LM			KLM				BeGKM	BcEfGJKM	M		bkM		LM	B		
Std Deviation	35.14	36.38	22.91	25.48	39.68	16.89	27.34	22.26	30.15	34.48	27.11	20.39	25.28	17.19	50.24	35.31	30.05	
Std Error	.741	9.394	2.257	3.089	1.492	2.365	3.987	1.888	2.272	2.098	2.085	2.455	2.410	1.685	3.403	.784	2.198	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q17 - Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?

Base: All who are not unemployed or retired

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
Yes	811	603	208	390	102	82	574	220	17	-	-	305	505	18	305	250	215	23
	34%	34%	34%	67%	15%	25%	36%	41%	7%	-	-	37%	32%	21%	38%	37%	30%	21%
				BCDEF	F	BF	BCF	BCDF				B			ADE	ADE	ae	
No	1451	1075	376	169	587	236	992	263	196	-	-	468	982	58	481	388	449	72
	61%	61%	61%	29%	84%	72%	62%	49%	80%	-	-	57%	63%	67%	59%	58%	63%	67%
					ACDE	ADE	AE	A	ACDE			A					C	c
Prefer not to say	120	87	33	26	6	9	41	50	29	-	-	49	71	11	23	35	40	11
	5%	5%	5%	4%	1%	3%	3%	9%	12%	-	-	6%	5%	13%	3%	5%	6%	10%
				BD		B	B	ABCD	ABCD					BCD		B	B	BCd
Not Stated	7	6	1	1	1	1	3	2	2	-	-	2	5	-	2	-	4	1
	*	*	*	*	*	*	*	*	1%	-	-	*	*	-	*	-	1%	1%
								d									c	C

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q17 - Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	811	65	137	219	152	100	71	39	28	373	66	190	439	629	133	35	629	326	77
	34%	28%	36%	37%	34%	37%	34%	28%	25%	33%	38%	33%	33%	33%	35%	41%	34%	30%	35%
			AH	AgH	ah	AgH	h									B			
No	1451	153	226	348	279	154	129	85	76	706	93	348	799	1147	236	47	1104	709	132
	61%	65%	60%	59%	62%	57%	61%	62%	67%	62%	53%	61%	61%	61%	62%	55%	60%	65%	59%
		ce						ce		B	b	b	B	B			Ac		
Prefer not to say	120	17	12	26	18	16	10	11	9	59	15	32	74	106	9	3	91	48	12
	5%	7%	3%	4%	4%	6%	5%	8%	8%	5%	9%	6%	6%	6%	2%	3%	5%	4%	5%
		Bcd			b		Bcd	Bd		F	aF	F	F	F					
Not Stated	7	-	3	1	-	-	1	2	-	3	1	2	4	6	-	1	4	3	1
	*	-	1%	*	-	-	*	1%	-	*	1%	*	*	*	-	1%	*	*	*
			d				aCDE								F				

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q17 - Were you paid a bonus in addition to your gross basic salary over the course of the last 12 months?

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	811	6	27	19	319	10	12	38	48	87	47	20	31	32	115	717	84
	34%	40%	25%	26%	42%	19%	24%	27%	26%	30%	27%	28%	26%	30%	46%	33%	41%
		e		BCEFGHI	J									BCEFGHI	J		
				KLM					e					KLM		A	
No	1451	8	78	47	394	41	33	102	128	187	121	49	77	69	116	1326	105
	61%	53%	72%	65%	52%	77%	67%	72%	69%	65%	69%	69%	65%	65%	46%	62%	51%
			DN	DN	n	aDiN	DN	DN	DN	DN	DN	DN	DN	DN	B		
Prefer not to say	120	1	4	6	35	1	4	2	9	14	6	2	11	4	21	95	14
	5%	7%	4%	8%	5%	2%	8%	1%	5%	5%	3%	3%	9%	4%	8%	4%	7%
				G	g		G		g	g		bDeGijk		DGJ			
Not Stated	7	-	-	-	3	1	-	-	-	1	1	-	-	1	-	5	2
	*	-	-	-	*	2%	-	-	-	*	1%	-	-	1%	-	*	1%
					hN											a	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q18 - Please indicate what percentage of your annual salary your bonus equated to:

Base: All who were paid a bonus in the last 12 months

	Membership		Role									Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60	
		a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e	
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E		
Significance Level: 90%	811	603	208	390	102	82	574	220	17	-	-	305	505	18	305	250	215	23	
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	
0-10%	(5.0)	467	335	132	198	80	70	348	114	5	-	-	147	320	15	224	115	101	12
		58%	56%	63%	51%	78%	85%	61%	52%	29%	-	-	48%	63%	83%	73%	46%	47%	52%
				A	f	ADEF	ADEF	AEF	f				A	CDE	CDE				
11-20%	(15.5)	172	121	51	104	9	6	119	49	4	-	-	75	97	3	50	70	47	2
		21%	20%	25%	27%	9%	7%	21%	22%	24%	-	-	25%	19%	17%	16%	28%	22%	9%
					BCD			BC	BC	bC			b			BE			
21-30%	(25.5)	42	34	8	26	2	1	29	11	2	-	-	19	23	-	8	16	17	1
		5%	6%	4%	7%	2%	1%	5%	5%	12%	-	-	6%	5%	-	3%	6%	8%	4%
					bc					BC						B	B		
31-40%	(35.5)	16	13	3	9	-	1	10	5	1	-	-	6	10	-	1	7	5	3
		2%	2%	1%	2%	-	1%	2%	2%	6%	-	-	2%	2%	-	*	3%	2%	13%
										B						B	B	BCD	
41-50%	(45.5)	13	11	2	6	-	-	6	7	-	-	-	7	6	-	1	5	7	-
		2%	2%	1%	2%	-	-	1%	3%	-	-	-	2%	1%	-	*	2%	3%	-
									bD								b	B	
More than 50%	(75.0)	28	26	2	13	2	1	16	10	2	-	-	21	7	-	3	9	14	2
		3%	4%	1%	3%	2%	1%	3%	5%	12%	-	-	7%	1%	-	1%	4%	7%	9%
			B							aBCD			B			B	B	B	
Prefer not to say		59	51	8	28	5	2	35	22	2	-	-	25	33	-	12	22	22	3
		7%	8%	4%	7%	5%	2%	6%	10%	12%	-	-	8%	7%	-	4%	9%	10%	13%
			B						Cd	c						B	B	B	
Don't know		12	10	2	6	2	1	9	2	1	-	-	4	8	-	5	6	1	-
		1%	2%	1%	2%	2%	1%	2%	1%	6%	-	-	1%	2%	-	2%	2%	*	-
										e						d			
Not Stated		2	2	-	-	2	-	2	-	-	-	-	1	1	-	1	-	1	-
		*	*	-	-	2%	-	*	-	-	-	-	*	*	-	*	-	*	-
						AdE													
Median		5	5	5	5	5	5	5	16	-	-	5	5	5	5	5	5	5	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q18 - Please indicate what percentage of your annual salary your bonus equated to:

Base: All who were paid a bonus in the last 12 months

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	811	603	208	390	102	82	574	220	17	-	-	305	505	18	305	250	215	23
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
Mean Score	12.64	13.57	10.11	13.57	7.96	7.33	11.65	14.57	23.11	-	-	16.32	10.46	6.75	8.38	14.50	16.82	18.65
		B		BCD			BC	BCD	ABCDe			B				AB	AB	AB
Std Deviation	15.05	16.43	10.00	14.84	10.84	9.12	13.74	17.13	23.89	-	-	19.20	11.40	4.03	8.94	15.52	19.24	22.37
Std Error	.554	.707	.710	.786	1.124	1.026	.598	1.223	6.386	-	-	1.158	.530	.949	.528	1.042	1.392	5.001

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q18 - Please indicate what percentage of your annual salary your bonus equated to:

Base: All who were paid a bonus in the last 12 months

	Total	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
		0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None	
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
Significance Level: 90%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
0-10%	(5.0)	811 100%	65 100%	137 100%	219 100%	152 100%	100 100%	71 100%	39 100%	28 100%	373 100%	66 100%	190 100%	439 100%	629 100%	133 100%	35 100%	629 100%	326 100%	77 100%
		467 58%	51 78%	102 74%	141 64%	76 50%	39 39%	32 45%	16 41%	10 36%	218 58%	37 56%	112 59%	255 58%	367 58%	75 56%	17 49%	363 58%	200 61%	43 56%
			CDEFGH	CDEFGH	DEFGH	e														
11-20%	(15.5)	172 21%	9 14%	23 17%	48 22%	39 26%	26 26%	14 20%	8 21%	5 18%	69 18%	13 20%	48 25%	82 19%	130 21%	26 20%	14 40%	141 22%	66 20%	11 14%
					ab	ab											ABcDEF			
21-30%	(25.5)	42 5%	2 3%	2 1%	5 2%	10 7%	11 11%	9 13%	3 8%	- -	24 6%	2 3%	12 6%	26 6%	38 6%	3 2%	- -	33 5%	17 5%	1 1%
					BC	aBCh	ABCh	Bc			f		f	f	f					
31-40%	(35.5)	16 2%	- -	- -	2 1%	4 3%	4 4%	1 1%	2 5%	3 11%	7 2%	2 3%	- -	9 2%	9 1%	6 5%	1 3%	9 1%	6 2%	5 6%
					b	Bc		aBc	ABCDF		c	C		C	c	aCE	C			AB
41-50%	(45.5)	13 2%	1 2%	1 1%	2 1%	3 3%	4 6%	- -	1 4%		5 1%	2 3%	2 1%	7 2%	9 1%	3 2%	- -	9 1%	4 1%	2 3%
					c	BCd			c											
More than 50%	(75.0)	28 3%	1 2%	3 2%	3 1%	4 3%	4 4%	5 7%	5 13%	3 11%	11 3%	3 5%	6 3%	14 3%	20 3%	6 5%	2 6%	20 3%	8 2%	5 6%
							bC	ABCDe	ABCD											b
Prefer not to say		59 7%	1 2%	3 2%	11 5%	16 11%	12 12%	6 8%	5 13%	5 18%	32 9%	6 9%	7 4%	38 9%	45 7%	12 9%	1 3%	42 7%	20 6%	9 12%
					ABC	ABC	aB	ABc	ABC		C	c		C	c	C				b
Don't know		12 1%	- -	3 2%	7 3%	1 1%	1 1%	- -	- -	- -	6 2%	- -	3 2%	6 1%	9 1%	2 2%	- -	10 2%	4 1%	1 1%
					d															

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q18 - Please indicate what percentage of your annual salary your bonus equated to:

Base: All who were paid a bonus in the last 12 months

	Years in PR								Being accountable to a code of conduct is important to me						Qualifications held				
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	811	65	137	219	152	100	71	39	28	373	66	190	439	629	133	35	629	326	77
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not Stated	2	-	-	1	-	-	-	-	1	1	-	2	2	-	-	2	1	-	
	*	-	-	*	-	-	-	-	*	2%	-	*	*	-	-	*	*	-	
								BcDe											
Median	5	5	5	5	5	16	16	16	5	5	5	5	5	5	10	5	5	5	
Mean Score	12.64	8.84	9.07	9.59	13.13	16.75	18.45	21.37	22.93	12.19	13.97	11.95	12.46	12.30	13.90	14.34	12.30	11.47	15.74
				ABC	ABCd	ABCD	ABCD	ABCD											aB
Std Deviation	15.05	10.86	11.62	10.37	13.98	16.61	19.99	24.24	24.50	14.40	17.30	13.85	14.86	14.54	17.12	16.80	14.45	13.31	19.98
Std Error	.554	1.357	1.015	.733	1.203	1.781	2.479	4.158	5.224	.788	2.253	1.032	.750	.607	1.570	2.880	.603	.767	2.441

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q18 - Please indicate what percentage of your annual salary your bonus equated to:

Base: All who were paid a bonus in the last 12 months

		Region														Ethnicity		
Total		Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%		811	6	27	19	319	10	12	38	48	87	47	20	31	32	115	717	84
Significance Level: 95%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-10%	(5.0)	467	3	15	14	181	8	9	23	32	56	27	10	26	20	43	424	38
		58%	50%	56%	74%	57%	80%	75%	61%	67%	64%	57%	50%	84%	63%	37%	59%	45%
			n	N	N	N	N	N	N	N	N		aBDGhIJ K mN				B	
11-20%	(15.5)	172	1	5	3	63	-	-	12	11	14	10	5	5	7	36	150	22
		21%	17%	19%	16%	20%	-	-	32%	23%	16%	21%	25%	16%	22%	31%	21%	26%
					f			dEFi	ef		f	ef		f	DEFiI			
21-30%	(25.5)	42	2	1	-	23	-	3	1	-	3	2	1	-	1	5	38	3
		5%	33%	4%	-	7%	-	25%	3%	-	3%	4%	5%	-	3%	4%	5%	4%
			BCDeGHI J kLMN		h			BCDGHij L MN										
31-40%	(35.5)	16	-	1	-	9	-	-	1	-	1	2	-	-	-	2	15	1
		2%	-	4%	-	3%	-	-	3%	-	1%	4%	-	-	-	2%	2%	1%
41-50%	(45.5)	13	-	1	-	6	-	-	-	2	1	-	-	-	-	3	13	-
		2%	-	4%	-	2%	-	-	-	4%	1%	-	-	-	-	3%	2%	-
More than 50%	(75.0)	28	-	-	-	13	1	-	-	-	3	2	1	-	-	8	21	6
		3%	-	-	-	4%	10%	-	-	-	3%	4%	5%	-	-	7%	3%	7%
							gHIm									gh		A
Prefer not to say		59	-	3	1	16	1	-	1	3	9	4	3	-	4	14	48	9
		7%	-	11%	5%	5%	10%	-	3%	6%	10%	9%	15%	-	13%	12%	7%	11%
				l			l			dl	l	dgL		dL	DgL			
Don't know		12	-	1	1	7	-	-	-	-	-	-	-	-	-	3	7	4
		1%	-	4%	5%	2%	-	-	-	-	-	-	-	-	-	3%	1%	5%
				i	l													A
Not Stated		2	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	1
		*	-	-	-	*	-	-	-	-	-	-	-	-	1%	*	1%	
																	a	
Median		5	10	5	5	5	5	5	5	5	5	5	5	5	16	5	5	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q18 - Please indicate what percentage of your annual salary your bonus equated to:

Base: All who were paid a bonus in the last 12 months

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																	
Significance Level: 95%																	
Mean Score	811	6	27	19	319	10	12	38	48	87	47	20	31	32	115	717	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	12.64	13.58	11.26	6.85	13.68	12.78	10.13	9.78	9.37	11.28	13.07	13.41	6.69	8.36	17.61	12.27	15.61
		CLm	L		chLm		l	L		l	L	L			CDGHILM		a
Std Deviation	15.05	10.09	10.96	4.13	16.11	23.33	9.27	7.12	9.09	14.86	16.04	17.08	3.93	5.70	19.53	14.34	19.46
Std Error	.554	4.118	2.284	1.001	.938	7.778	2.676	1.171	1.355	1.683	2.446	4.143	.705	1.077	1.983	.558	2.326

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Branding

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	152	100	52	37	34	26	97	36	19	-	-	53	98	17	54	42	38	1
	6%	6%	8%	6%	5%	8%	6%	7%	8%	-	-	6%	6%	20%	7%	6%	5%	1%
			A			b			b					BCDE	E	E	E	
I spend some of my time working on this area	730	534	196	186	228	103	517	146	67	-	-	204	526	19	243	201	244	22
	31%	30%	32%	32%	33%	31%	32%	27%	27%	-	-	25%	34%	22%	30%	30%	34%	21%
					E		E					A			E	E	AbcE	
I occasionally work on this area	894	679	215	207	245	120	572	224	98	-	-	325	568	27	297	255	276	38
	37%	38%	35%	35%	35%	37%	36%	42%	40%	-	-	39%	36%	31%	37%	38%	39%	36%
							ABD											
I never work on this area	475	346	129	119	160	66	345	96	34	-	-	186	289	21	188	138	104	23
	20%	20%	21%	20%	23%	20%	21%	18%	14%	-	-	23%	18%	24%	23%	21%	15%	21%
				F	EF	f	eF					B		D	D	D		d
Not Stated	138	112	26	37	29	13	79	33	26	-	-	56	82	3	29	37	46	23
	6%	6%	4%	6%	4%	4%	5%	6%	11%	-	-	7%	5%	3%	4%	5%	6%	21%
		b		b				ABCDE								b	B	ABCD
Nets																		
Most / some	882	634	248	223	262	129	614	182	86	-	-	257	624	36	297	243	282	23
	37%	36%	40%	38%	38%	39%	38%	34%	35%	-	-	31%	40%	41%	37%	36%	40%	21%
			a				e					A		E	E	E	E	
Ever work in this area	1776	1313	463	430	507	249	1186	406	184	-	-	582	1192	63	594	498	558	61
	74%	74%	75%	73%	73%	76%	74%	76%	75%	-	-	71%	76%	72%	73%	74%	79%	57%
												A		E	E	E	BCE	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Branding

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	152	19	31	35	28	8	21	5	5	76	17	35	93	128	21	2	122	69	15
	6%	8%	8%	6%	6%	3%	10%	4%	4%	7%	10%	6%	7%	7%	6%	2%	7%	6%	7%
		Eg	Eg	e	e		CdEGh				fG		g						
I spend some of my time working on this area	730	48	95	195	147	92	72	55	25	384	43	163	427	590	101	26	549	357	61
	31%	20%	25%	33%	33%	34%	34%	40%	22%	34%	25%	28%	32%	31%	27%	30%	30%	33%	27%
				ABH	ABH	ABH	ABH	ABH		BCF			BcF	bf					
I occasionally work on this area	894	85	144	213	169	111	82	45	44	422	61	232	483	715	141	29	681	382	94
	37%	36%	38%	36%	38%	41%	39%	33%	39%	37%	35%	41%	37%	38%	37%	34%	37%	35%	42%
																			B
I never work on this area	475	70	91	133	79	38	25	20	19	193	41	109	234	343	93	27	380	216	30
	20%	30%	24%	22%	18%	14%	12%	15%	17%	17%	23%	19%	18%	18%	25%	31%	21%	20%	14%
		CDEFGH	DEFG	dEFG	f						Ade				ACDE	ACDE	C	C	
Not Stated	138	13	17	18	26	21	11	12	20	66	13	33	79	112	22	2	96	62	22
	6%	6%	4%	3%	6%	8%	5%	9%	18%	6%	7%	6%	6%	6%	6%	2%	5%	6%	10%
		c			C	bC		bC	ABCDEFGH		g								AB
Nets																			
Most / some	882	67	126	230	175	100	93	60	30	460	60	198	520	718	122	28	671	426	76
	37%	29%	33%	39%	39%	37%	44%	44%	27%	40%	34%	35%	40%	38%	32%	33%	37%	39%	34%
				AbH	AbH	AH	ABH	ABH		CF			CF	F					
Ever work in this area	1776	152	270	443	344	211	175	105	74	882	121	430	1003	1433	263	57	1352	808	170
	74%	65%	71%	75%	77%	78%	83%	77%	65%	77%	69%	75%	76%	76%	70%	66%	74%	74%	77%
		a		AH	AbH	AbH	ABCdH	Ah		BFG		fg	BFG	BFG					

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Branding

Base: All who are not unemployed or retired

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	152	-	5	5	52	2	1	8	12	16	7	-	9	2	33	115	35
	6%	-	5%	7%	7%	4%	2%	6%	6%	6%	4%	-	8%	2%	13%	5%	17%
			k	Km	KM		K	Km	K	k		KM		BDeFGHIJ		A	
I spend some of my time working on this area	730	2	31	23	184	21	17	50	53	109	66	26	43	25	80	665	56
	31%	13%	28%	32%	25%	40%	35%	35%	29%	38%	38%	37%	36%	24%	32%	31%	27%
					aDM		aDM		abDHM	aDhM	aDm	aDM		D			
I occasionally work on this area	894	10	50	30	264	21	16	57	77	105	70	25	44	46	79	819	58
	37%	67%	46%	42%	35%	40%	33%	40%	42%	36%	40%	35%	37%	43%	31%	38%	28%
		cDeFghIJ															
		K															
		LmN	DiN				n	N		n			dN		B		
I never work on this area	475	2	19	10	206	5	10	20	35	45	24	16	16	27	40	426	41
	20%	13%	17%	14%	27%	9%	20%	14%	19%	16%	14%	23%	13%	25%	16%	20%	20%
				BCEGHIJ													
				L													
				N								ej	cEGIJLN				
Not Stated	138	1	4	4	45	4	5	7	8	14	8	4	7	6	20	118	15
	6%	7%	4%	6%	6%	8%	10%	5%	4%	5%	5%	6%	6%	6%	8%	6%	7%
Nets																	
Most / some	882	2	36	28	236	23	18	58	65	125	73	26	52	27	113	780	91
	37%	13%	33%	39%	31%	43%	37%	41%	35%	43%	42%	37%	44%	25%	45%	36%	44%
			am		AdM	a	ADM	am	AbDhM	ADM	a	AbDM		ABDHM		A	
Ever work in this area	1776	12	86	58	500	44	34	115	142	230	143	51	96	73	192	1599	149
	74%	80%	79%	81%	67%	83%	69%	81%	77%	80%	82%	72%	81%	69%	76%	75%	73%
			Dm	Dm	Dm		DfM	D	DM	DfM		DM		D			

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Consumer or public campaigning

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	230	149	81	41	76	42	159	56	15	-	-	59	170	19	103	54	46	8
	10%	8%	13%	7%	11%	13%	10%	10%	6%	-	-	7%	11%	22%	13%	8%	6%	7%
			A		AF	AF	Af	Af				A		BCDE	CD			
I spend some of my time working on this area	639	478	161	136	190	105	431	149	59	-	-	238	401	23	221	183	186	24
	27%	27%	26%	23%	27%	32%	27%	28%	24%	-	-	29%	26%	26%	27%	27%	26%	22%
					a	AdF	a	a				b						
I occasionally work on this area	669	503	166	147	192	90	429	168	72	-	-	245	423	23	211	197	204	34
	28%	28%	27%	25%	28%	27%	27%	31%	30%	-	-	30%	27%	26%	26%	29%	29%	32%
								AD										
I never work on this area	696	521	175	220	201	76	497	128	71	-	-	220	476	20	245	205	210	15
	29%	29%	28%	38%	29%	23%	31%	24%	29%	-	-	27%	30%	23%	30%	30%	30%	14%
				BCDEF	ce		CE					a			E	E	E	
Not Stated	155	120	35	42	37	15	94	34	27	-	-	62	93	2	31	34	62	26
	6%	7%	6%	7%	5%	5%	6%	6%	11%	-	-	8%	6%	2%	4%	5%	9%	24%
									aBCDE								ABC	ABCD
Nets																		
Most / some	869	627	242	177	266	147	590	205	74	-	-	297	571	42	324	237	232	32
	36%	35%	39%	30%	38%	45%	37%	38%	30%	-	-	36%	37%	48%	40%	35%	33%	30%
			a		AF	ABDeF	Af	AF						CDE	cDE			
Ever work in this area	1538	1130	408	324	458	237	1019	373	146	-	-	542	994	65	535	434	436	66
	64%	64%	66%	55%	66%	72%	63%	70%	60%	-	-	66%	64%	75%	66%	64%	62%	62%
					Af	ABDF	A	ADF						cDe	d			

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Consumer or public campaigning

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Academic	Professional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	230	32	51	56	36	22	15	8	10	98	23	51	121	172	50	6	175	100	20
	10%	14%	13%	9%	8%	8%	7%	6%	9%	9%	13%	9%	9%	9%	13%	7%	10%	9%	9%
		cDEFG	CDEFG								ade			ACDE					
I spend some of my time working on this area	639	53	101	161	129	70	58	43	24	318	44	160	362	522	92	16	486	287	58
	27%	23%	27%	27%	29%	26%	27%	31%	21%	28%	25%	28%	28%	28%	24%	19%	27%	26%	26%
		a						ah		g		g	g	g					
I occasionally work on this area	669	58	93	158	130	91	59	39	41	334	43	157	377	534	93	31	523	299	59
	28%	25%	25%	27%	29%	34%	28%	28%	36%	29%	25%	27%	29%	28%	25%	36%	29%	28%	27%
					ABC			ABC		f					bF				
I never work on this area	696	76	115	198	127	64	69	28	18	314	49	172	363	535	117	31	534	333	60
	29%	32%	30%	33%	28%	24%	33%	20%	16%	28%	28%	30%	28%	28%	31%	36%	29%	31%	27%
		EGH	eGH	dEGH	gH	h	EGH								ad				
Not Stated	155	16	18	21	27	23	10	19	20	77	16	32	93	125	26	2	110	67	25
	6%	7%	5%	4%	6%	9%	5%	14%	18%	7%	9%	6%	7%	7%	7%	2%	6%	6%	11%
		C			c	bC		ABCDeF	ABCDEF		cG		g						AB
Nets																			
Most / some	869	85	152	217	165	92	73	51	34	416	67	211	483	694	142	22	661	387	78
	36%	36%	40%	37%	37%	34%	35%	37%	30%	36%	38%	37%	37%	37%	38%	26%	36%	36%	35%
			h							G	G	G	G	G	G				
Ever work in this area	1538	143	245	375	295	183	132	90	75	750	110	368	860	1228	235	53	1184	686	137
	64%	61%	65%	63%	66%	68%	63%	66%	66%	66%	63%	64%	65%	65%	62%	62%	65%	63%	62%

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Consumer or public campaigning

Base: All who are not unemployed or retired

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	230	-	7	10	75	8	11	7	20	25	10	10	8	8	31	191	31
	10%	-	6%	14%	10%	15%	22%	5%	11%	9%	6%	14%	7%	8%	12%	9%	15%
			bGJ	gj	bGJl	ABDGHJL	Mn	gj			bGJl				bGJ		A
I spend some of my time working on this area	639	6	35	16	187	18	14	41	57	74	45	23	24	30	69	573	53
	27%	40%	32%	22%	25%	34%	29%	29%	31%	26%	26%	32%	20%	28%	27%	27%	26%
		l	L		l			L				l					
I occasionally work on this area	669	6	35	22	195	17	9	46	55	80	52	17	43	29	63	605	58
	28%	40%	32%	31%	26%	32%	18%	32%	30%	28%	30%	24%	36%	27%	25%	28%	28%
		f	f			f							DFikN				
I never work on this area	696	2	27	18	250	8	10	42	45	94	57	17	31	32	63	637	48
	29%	13%	25%	25%	33%	15%	20%	30%	24%	33%	33%	24%	26%	30%	25%	30%	23%
				bEfHN			E		Efhn	Ehn			E		b		
Not Stated	155	1	5	6	44	2	5	6	8	16	11	4	13	7	26	137	15
	6%	7%	5%	8%	6%	4%	10%	4%	4%	6%	6%	6%	11%	7%	10%	6%	7%
												bDGHi		bDGHi			
Nets																	
Most / some	869	6	42	26	262	26	25	48	77	99	55	33	32	38	100	764	84
	36%	40%	39%	36%	35%	49%	51%	34%	42%	34%	31%	46%	27%	36%	40%	36%	41%
			l	l	DglJL	DGIJLm		dJL			dgiJL				jL		
Ever work in this area	1538	12	77	48	457	43	34	94	132	179	107	50	75	67	163	1369	142
	64%	80%	71%	67%	61%	81%	69%	66%	71%	62%	61%	70%	63%	63%	65%	64%	69%
			D		cDGIJLMN			DIJ									

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Contributing to business strategy

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b	a	b	c	d	e	f	g	h	a	b	a	b	c	d	e	
	A	B	A	B	C	D	E	F	G	H	A	B	A	B	C	D	E	
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	415	318	97	86	80	52	218	142	55	-	-	143	271	9	121	127	142	16
	17%	18%	16%	15%	11%	16%	14%	27%	23%	-	-	17%	17%	10%	15%	19%	20%	15%
				b		b		ABCD	ABCD							aB	AB	
I spend some of my time working on this area	1057	791	266	276	280	133	689	253	115	-	-	368	688	26	332	297	343	56
	44%	45%	43%	47%	40%	41%	43%	47%	47%	-	-	45%	44%	30%	41%	44%	48%	52%
				Bcd				Bcd	b						A	A	AB	AB
I occasionally work on this area	592	438	154	144	211	102	457	90	45	-	-	218	374	34	223	169	145	21
	25%	25%	25%	25%	30%	31%	28%	17%	18%	-	-	26%	24%	39%	27%	25%	20%	20%
				Ef	AEF	AEF	aEF							BCDE	De	D		
I never work on this area	227	154	73	55	94	33	182	32	13	-	-	56	171	15	114	53	43	2
	10%	9%	12%	9%	14%	10%	11%	6%	5%	-	-	7%	11%	17%	14%	8%	6%	2%
			A	Ef	AEF	EF	EF					A		CDE	CDE	E	e	
Not Stated	98	70	28	25	31	8	64	18	16	-	-	39	59	3	21	27	35	12
	4%	4%	5%	4%	4%	2%	4%	3%	7%	-	-	5%	4%	3%	3%	4%	5%	11%
									CdE								B	ABCD
Nets																		
Most / some	1472	1109	363	362	360	185	907	395	170	-	-	511	959	35	453	424	485	72
	62%	63%	59%	62%	52%	56%	56%	74%	70%	-	-	62%	61%	40%	56%	63%	69%	67%
		b		BD			B	ABCD	ABCD						A	AB	ABC	AB
Ever work in this area	2064	1547	517	506	571	287	1364	485	215	-	-	729	1333	69	676	593	630	93
	86%	87%	84%	86%	82%	88%	85%	91%	88%	-	-	88%	85%	79%	83%	88%	89%	87%
		B		B		B		ABD	B			B			AB	AB		

Columns Tested: A,B - A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Contributing to business strategy

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	415	18	45	90	102	44	55	36	25	225	37	84	262	346	52	17	326	186	36
	17%	8%	12%	15%	23%	16%	26%	26%	22%	20%	21%	15%	20%	18%	14%	20%	18%	17%	16%
		a	A	ABCE	A	ABCE	ABCE	ABc		CF	CF		CF	CF					
I spend some of my time working on this area	1057	73	142	275	201	140	97	78	49	523	74	252	597	849	156	35	828	486	91
	44%	31%	38%	46%	45%	52%	46%	57%	43%	46%	42%	44%	45%	45%	41%	41%	45%	45%	41%
			AB	AB	ABd	AB	ABCD	AB											
I occasionally work on this area	592	72	120	157	102	61	38	15	27	268	39	144	307	451	106	23	430	279	58
	25%	31%	32%	26%	23%	23%	18%	11%	24%	23%	22%	25%	23%	24%	28%	27%	24%	26%	26%
		DEFG	cDEFG	FG	G	G	g	G							ade				
I never work on this area	227	60	57	58	28	10	8	4	2	75	16	71	91	162	50	9	171	93	24
	10%	26%	15%	10%	6%	4%	4%	3%	2%	7%	9%	12%	7%	9%	13%	10%	9%	9%	11%
		BCDEFGH	CDEFGH	DEFGH	h							ADE		Ad	ADE				
Not Stated	98	12	14	14	16	15	13	4	10	50	9	21	59	80	14	2	73	42	13
	4%	5%	4%	2%	4%	6%	6%	3%	9%	4%	5%	4%	4%	4%	4%	2%	4%	4%	6%
		C				C	C	BCDG											
Nets																			
Most / some	1472	91	187	365	303	184	152	114	74	748	111	336	859	1195	208	52	1154	672	127
	62%	39%	49%	61%	67%	68%	72%	83%	65%	66%	63%	59%	65%	63%	55%	60%	63%	62%	57%
			A	AB	ABC	ABc	ABC	ABCDEFH	AB	CF	f		CF	CF			c		
Ever work in this area	2064	163	307	522	405	245	190	129	101	1016	150	480	1166	1646	314	75	1584	951	185
	86%	69%	81%	88%	90%	91%	90%	94%	89%	89%	86%	84%	89%	87%	83%	87%	87%	88%	83%
			A	AB	AB	AB	AB	ABC	AB	CF			CF	CF					c

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Contributing to business strategy

Base: All who are not unemployed or retired

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	415	-	14	10	143	13	9	19	32	41	26	6	16	19	67	355	52
	17%	-	13%	14%	19%	25%	18%	13%	17%	14%	15%	8%	13%	18%	27%	17%	25%
				aiK	AbgiKl	a		ak					ak	ABCDEFGHIJKLm		A	
I spend some of my time working on this area	1057	9	43	37	341	21	21	66	88	129	71	36	52	47	96	969	69
	44%	60%	39%	51%	45%	40%	43%	46%	48%	45%	41%	51%	44%	44%	38%	45%	34%
		n	N	N	N	N	N	N	N	n	n	n	N	n	N	B	
I occasionally work on this area	592	5	31	18	171	14	13	40	50	80	51	19	33	23	44	539	46
	25%	33%	28%	25%	23%	26%	27%	28%	27%	28%	29%	27%	28%	22%	17%	25%	22%
			N	n	n	N	N	N	dN	dN	n	N					
I never work on this area	227	-	18	5	69	4	2	12	9	28	18	6	11	11	34	193	28
	10%	-	17%	7%	9%	8%	4%	8%	5%	10%	10%	8%	9%	10%	13%	9%	14%
			acDFgHi	h					h	h			h	dfH		A	
Not Stated	98	1	3	2	27	1	4	5	6	11	9	4	7	6	11	87	10
	4%	7%	3%	3%	4%	2%	8%	4%	3%	4%	5%	6%	6%	6%	4%	4%	5%
Nets																	
Most / some	1472	9	57	47	484	34	30	85	120	170	97	42	68	66	163	1324	121
	62%	60%	52%	65%	64%	64%	61%	60%	65%	59%	55%	59%	57%	62%	65%	62%	59%
			b	BiJ				Bj						Bj			
Ever work in this area	2064	14	88	65	655	48	43	125	170	250	148	61	101	89	207	1863	167
	86%	93%	81%	90%	87%	91%	88%	88%	92%	87%	85%	86%	85%	84%	82%	87%	81%
				bn	bN			BdiJIMN								B	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Corporate social responsibility

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	96	73	23	53	13	8	74	16	6	-	-	36	59	7	32	29	21	7
	4%	4%	4%	9%	2%	2%	5%	3%	2%	-	-	4%	4%	8%	4%	4%	3%	7%
				BCDEF			Bc							bD				d
I spend some of my time working on this area	519	391	128	171	101	57	329	123	67	-	-	165	354	17	156	158	166	22
	22%	22%	21%	29%	15%	17%	20%	23%	27%	-	-	20%	23%	20%	19%	23%	23%	21%
				BCDE			B	BC	BCD							B	B	
I occasionally work on this area	895	668	227	213	237	120	570	241	84	-	-	313	581	28	299	237	293	38
	37%	38%	37%	36%	34%	37%	35%	45%	34%	-	-	38%	37%	32%	37%	35%	41%	36%
							ABCDF										abC	
I never work on this area	740	529	211	119	308	129	556	124	60	-	-	248	492	33	301	209	178	16
	31%	30%	34%	20%	44%	39%	35%	23%	25%	-	-	30%	31%	38%	37%	31%	25%	15%
			A		ADEF	AdEF	AEF							DE	CDE	DE	E	
Not Stated	139	110	29	30	37	14	81	31	27	-	-	62	77	2	23	40	50	24
	6%	6%	5%	5%	5%	4%	5%	6%	11%	-	-	8%	5%	2%	3%	6%	7%	22%
								ABCDE				B				B	aB	ABCD
Nets																		
Most / some	615	464	151	224	114	65	403	139	73	-	-	201	413	24	188	187	187	29
	26%	26%	24%	38%	16%	20%	25%	26%	30%	-	-	24%	26%	28%	23%	28%	26%	27%
				BCDEF			BC	BC	BC							B		
Ever work in this area	1510	1132	378	437	351	185	973	380	157	-	-	514	994	52	487	424	480	67
	63%	64%	61%	75%	50%	56%	60%	71%	64%	-	-	62%	64%	60%	60%	63%	68%	63%
				BCDF		b	B	BCDf	Bc								Bc	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Corporate social responsibility

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None	
	a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c	
Total	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	96	11	16	27	16	8	7	2	9	51	14	15	65	80	12	4	70	48	10
	4%	5%	4%	5%	4%	3%	3%	1%	8%	4%	8%	3%	5%	4%	3%	5%	4%	4%	5%
				g					DEFG	c	ACdEF		C	c					
I spend some of my time working on this area	519	42	72	113	125	58	49	36	24	274	38	114	312	426	71	15	383	230	54
	22%	18%	19%	19%	28%	21%	23%	26%	21%	24%	22%	20%	24%	23%	19%	17%	21%	21%	24%
				ABCe					abc	cF			cF						
I occasionally work on this area	895	73	123	236	165	109	86	59	44	453	67	216	520	736	119	29	686	418	86
	37%	31%	33%	40%	37%	40%	41%	43%	39%	40%	38%	38%	40%	39%	31%	34%	38%	38%	39%
				AB		AB	AB	AB		F		F	F	F					
I never work on this area	740	98	150	200	119	73	56	25	18	296	43	194	339	533	153	37	594	331	48
	31%	42%	40%	34%	27%	27%	27%	18%	16%	26%	25%	34%	26%	28%	40%	43%	32%	30%	22%
		CDEFGH	cDEFGH	DefGH	GH	gH	gH					ABDE			ABCDE	ABcDE	C	C	
Not Stated	139	11	17	18	24	22	13	15	18	67	13	33	80	113	23	1	95	59	24
	6%	5%	4%	3%	5%	8%	6%	11%	16%	6%	7%	6%	6%	6%	6%	1%	5%	5%	11%
				c	bC	C	ABCD	ABCDEF		g	G	g	g	g	g				AB
Nets																			
Most / some	615	53	88	140	141	66	56	38	33	325	52	129	377	506	83	19	453	278	64
	26%	23%	23%	24%	31%	24%	27%	28%	29%	28%	30%	23%	29%	27%	22%	22%	25%	26%	29%
				ABCE						CF	cF		CF	Cf					
Ever work in this area	1510	126	211	376	306	175	142	97	77	778	119	345	897	1242	202	48	1139	696	150
	63%	54%	56%	63%	68%	65%	67%	71%	68%	68%	68%	60%	68%	66%	53%	56%	62%	64%	68%
				AB	AB	AB	AB	ABc	AB	CFG	cFg	F	CFG	CFg					

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Corporate social responsibility

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	96	2	7	2	20	2	-	3	7	6	5	3	4	3	32	68	25
	4%	13%	6%	3%	3%	4%	-	2%	4%	2%	3%	4%	3%	3%	13%	3%	12%
		cDFGhJIm	Dfgl											bCDeFGHIJKLM		A	
I spend some of my time working on this area	519	7	20	14	134	13	15	31	39	64	40	19	25	27	71	467	42
	22%	47%	18%	19%	18%	25%	31%	22%	21%	22%	23%	27%	21%	25%	28%	22%	20%
		BCDGHJILm					bD				d		d	BDh			
I occasionally work on this area	895	3	35	27	268	25	20	59	76	123	62	24	50	45	78	815	64
	37%	20%	32%	38%	36%	47%	41%	42%	41%	43%	35%	34%	42%	42%	31%	38%	31%
					abdN		N	N	N	abDN		N	aN		b		
I never work on this area	740	2	43	25	283	10	10	41	51	81	61	23	28	26	56	669	62
	31%	13%	39%	35%	38%	19%	20%	29%	28%	28%	35%	32%	24%	25%	22%	31%	30%
		aEFgHILM		aEFGHILM							aEflmN	en					
Not Stated	139	1	4	4	46	3	4	8	12	15	7	2	12	5	15	124	12
	6%	7%	4%	6%	6%	6%	8%	6%	6%	5%	4%	3%	10%	5%	6%	6%	6%
													biJk				
Nets																	
Most / some	615	9	27	16	154	15	15	34	46	70	45	22	29	30	103	535	67
	26%	60%	25%	22%	21%	28%	31%	24%	25%	24%	26%	31%	24%	28%	41%	25%	33%
		BCDEFGHIJKLM					d				D		d	BCDeGHIJLM		A	
Ever work in this area	1510	12	62	43	422	40	35	93	122	193	107	46	79	75	181	1350	131
	63%	80%	57%	60%	56%	75%	71%	65%	66%	67%	61%	65%	66%	71%	72%	63%	64%
		bd				BcDj	bD	D	D	bD		D	BD	BcDJ			

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Crisis management

Base: All who are not unemployed or retired

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	161	128	33	36	63	10	109	38	14	-	-	68	93	3	46	58	47	7
	7%	7%	5%	6%	9%	3%	7%	7%	6%	-	-	8%	6%	3%	6%	9%	7%	7%
				C	aCd		C	C				B			aB			
I spend some of my time working on this area	807	616	191	217	249	103	569	163	75	-	-	293	513	23	258	233	253	38
	34%	35%	31%	37%	36%	31%	35%	30%	31%	-	-	36%	33%	26%	32%	35%	36%	36%
		b		cEf	e		E										a	
I occasionally work on this area	996	722	274	235	274	139	648	242	106	-	-	339	656	30	356	274	297	39
	42%	41%	44%	40%	39%	42%	40%	45%	43%	-	-	41%	42%	34%	44%	41%	42%	36%
							aBD								a			
I never work on this area	322	230	92	69	85	66	220	72	30	-	-	84	238	27	130	82	76	7
	13%	13%	15%	12%	12%	20%	14%	13%	12%	-	-	10%	15%	31%	16%	12%	11%	7%
						ABDEF						A		BCDE	CDE	e		
Not Stated	103	75	28	29	25	10	64	20	19	-	-	40	63	4	21	26	35	16
	4%	4%	5%	5%	4%	3%	4%	4%	8%	-	-	5%	4%	5%	3%	4%	5%	15%
								BCDE									B	ABCD
Nets																		
Most / some	968	744	224	253	312	113	678	201	89	-	-	361	606	26	304	291	300	45
	41%	42%	36%	43%	45%	34%	42%	38%	36%	-	-	44%	39%	30%	37%	43%	42%	42%
		B		Cef	CEF		Cef					B			AB	Ab	a	
Ever work in this area	1964	1466	498	488	586	252	1326	443	195	-	-	700	1262	56	660	565	597	84
	82%	83%	81%	83%	84%	77%	82%	83%	80%	-	-	85%	81%	64%	81%	84%	84%	79%
				C	C		C	C				B			A	A	A	A

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Crisis management

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	161	8	18	46	38	20	9	12	10	85	14	38	99	137	17	6	126	76	12
	7%	3%	5%	8%	8%	7%	4%	9%	9%	7%	8%	7%	8%	7%	4%	7%	7%	7%	5%
				Abf	ABf	a		Abf	Af	F	f		F	f					
I spend some of my time working on this area	807	50	106	193	182	99	82	55	40	416	55	171	471	642	127	29	634	375	71
	34%	21%	28%	32%	41%	37%	39%	40%	35%	36%	31%	30%	36%	34%	34%	34%	35%	35%	32%
			a	A	ABC	AB	ABc	ABc	A	C			C	c					
I occasionally work on this area	996	76	172	259	183	109	93	57	46	469	78	252	547	799	150	34	764	453	91
	42%	32%	46%	44%	41%	40%	44%	42%	41%	41%	45%	44%	42%	42%	40%	40%	42%	42%	41%
			A	A	A	a	A	a											
I never work on this area	322	87	68	80	31	28	19	4	5	126	15	86	141	227	66	17	238	133	31
	13%	37%	18%	13%	7%	10%	9%	3%	4%	11%	9%	15%	11%	12%	17%	20%	13%	12%	14%
		BCDEFGH	cDEFGH	DfGH	g	Gh	G					ABDe			ABDE	ABDE			
Not Stated	103	14	14	16	15	14	8	9	12	45	13	25	58	83	18	-	66	49	17
	4%	6%	4%	3%	3%	5%	4%	7%	11%	4%	7%	4%	4%	4%	5%	-	4%	5%	8%
		C				c		Cd	BCDeF	g	AdeG	G	G	G	G				Ab
Nets																			
Most / some	968	58	124	239	220	119	91	67	50	501	69	209	570	779	144	35	760	451	83
	41%	25%	33%	40%	49%	44%	43%	49%	44%	44%	39%	37%	43%	41%	38%	41%	42%	42%	37%
			A	AB	ABC	AB	AB	ABc	AB	CF			Cf	C					
Ever work in this area	1964	134	296	498	403	228	184	124	96	970	147	461	1117	1578	294	69	1524	904	174
	82%	57%	78%	84%	90%	84%	87%	91%	85%	85%	84%	81%	85%	84%	78%	80%	83%	83%	78%
			A	AB	ABCE	Ab	AB	ABCe	A	CF	f		CF	cF			c	c	

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Crisis management

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																	
Significance Level: 95%																	
I spend most of my time working on this area	2389 100%	15 100%	109 100%	72 100%	751 100%	53 100%	49 100%	142 100%	185 100%	289 100%	175 100%	71 100%	119 100%	106 100%	252 100%	2143 100%	205 100%
I spend some of my time working on this area	161 7%	1 7%	6 6%	3 4%	51 7%	3 6%	2 4%	7 5%	11 6%	15 5%	12 7%	4 6%	8 7%	2 2%	36 14%	129 6%	28 14%
I occasionally work on this area	807 34%	7 47%	37 34%	20 28%	266 35%	15 28%	18 37%	50 35%	65 35%	91 31%	70 40%	22 31%	43 36%	39 37%	64 25%	747 35%	51 25%
I never work on this area	996 42%	5 33%	49 45%	36 50%	308 41%	24 45%	23 47%	56 39%	79 43%	127 44%	60 34%	34 48%	44 37%	53 50%	98 39%	899 42%	81 40%
Not Stated	322 13%	1 7%	14 13%	10 14%	93 12%	9 17%	3 6%	23 16%	22 12%	48 17%	27 15%	7 10%	19 16%	9 8%	37 15%	279 13%	34 17%
	103 4%	1 7%	3 3%	3 4%	33 4%	2 4%	3 6%	6 4%	8 4%	8 3%	6 3%	4 6%	5 4%	3 3%	17 7%	89 4%	11 5%
Nets																	
Most / some	968 41%	8 53%	43 39%	23 32%	317 42%	18 34%	20 41%	57 40%	76 41%	106 37%	82 47%	26 37%	51 43%	41 39%	100 40%	876 41%	79 39%
Ever work in this area	1964 82%	13 87%	92 84%	59 82%	625 83%	42 79%	43 88%	113 80%	155 84%	233 81%	142 81%	60 85%	95 80%	94 89%	198 79%	1775 83%	160 78%

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Event management

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	166	110	56	42	53	26	121	24	21	-	-	47	119	13	70	41	37	5
	7%	6%	9%	7%	8%	8%	8%	4%	9%	-	-	6%	8%	15%	9%	6%	5%	5%
			A	e	E	E	E		E				a	bCDE	cD			
I spend some of my time working on this area	757	552	205	214	209	108	531	156	70	-	-	221	535	32	275	206	214	29
	32%	31%	33%	37%	30%	33%	33%	29%	29%	-	-	27%	34%	37%	34%	31%	30%	27%
				BEF								A						
I occasionally work on this area	1038	793	245	234	306	138	678	254	106	-	-	392	645	35	337	305	317	43
	43%	45%	40%	40%	44%	42%	42%	47%	43%	-	-	48%	41%	40%	42%	45%	45%	40%
			B					AD				B						
I never work on this area	321	232	89	70	106	44	220	72	29	-	-	113	208	5	110	97	96	12
	13%	13%	14%	12%	15%	13%	14%	13%	12%	-	-	14%	13%	6%	14%	14%	14%	11%
					a										A	A	A	
Not Stated	107	84	23	26	22	12	60	29	18	-	-	51	56	2	19	24	44	18
	4%	5%	4%	4%	3%	4%	4%	5%	7%	-	-	6%	4%	2%	2%	4%	6%	17%
								Bd	aBCD			B					BC	ABCD
Nets																		
Most / some	923	662	261	256	262	134	652	180	91	-	-	268	654	45	345	247	251	34
	39%	37%	42%	44%	38%	41%	40%	34%	37%	-	-	33%	42%	52%	43%	37%	35%	32%
			A	BEf		E	E					A		CDE	CDE			
Ever work in this area	1961	1455	506	490	568	272	1330	434	197	-	-	660	1299	80	682	552	568	77
	82%	82%	82%	84%	82%	83%	83%	81%	81%	-	-	80%	83%	92%	84%	82%	80%	72%
												a		bCDE	DE	E	e	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Event management

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
									Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None	
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
I spend most of my time working on this area	2389 100%	235 100%	378 100%	594 100%	449 100%	270 100%	211 100%	137 100%	113 100%	1141 100%	175 100%	572 100%	1316 100%	1888 100%	378 100%	86 100%	1828 100%	1086 100%	222 100%
I spend some of my time working on this area	166 7%	21 9%	41 11%	41 7%	29 6%	16 6%	10 5%	1 1%	6 5%	71 6%	16 9%	46 8%	87 7%	133 7%	23 6%	6 7%	116 6%	74 7%	20 9%
I occasionally work on this area	757 32%	77 33%	113 30%	188 32%	157 35%	68 25%	78 37%	38 28%	38 34%	364 32%	58 33%	162 28%	422 32%	584 31%	136 36%	22 26%	568 31%	342 31%	76 34%
I never work on this area	1038 43%	90 38%	156 41%	275 46%	189 42%	136 50%	86 41%	64 47%	42 37%	517 45%	67 38%	248 43%	584 44%	832 44%	148 39%	44 51%	816 45%	484 45%	83 37%
Not Stated	107 4%	9 4%	13 3%	13 2%	16 4%	18 7%	8 4%	15 11%	14 12%	54 5%	7 4%	26 5%	61 5%	87 5%	19 5%	-	79 4%	49 5%	14 6%
Nets																			
Most / some	923 39%	98 42%	154 41%	229 39%	186 41%	84 31%	88 42%	39 28%	44 39%	435 38%	74 42%	208 36%	509 39%	717 38%	159 42%	28 33%	684 37%	416 38%	96 43%
Ever work in this area	1961 82%	188 80%	310 82%	504 85%	375 84%	220 81%	174 82%	103 75%	86 76%	952 83%	141 81%	456 80%	1093 83%	1549 82%	307 81%	72 84%	1500 82%	900 83%	179 81%

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Event management

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																	
Significance Level: 95%																	
I spend most of my time working on this area	2389 100%	15 100%	109 100%	72 100%	751 100%	53 100%	49 100%	142 100%	185 100%	289 100%	175 100%	71 100%	119 100%	106 100%	252 100%	2143 100%	205 100%
I spend some of my time working on this area	757 32%	5 33%	34 31%	23 32%	228 30%	20 38%	21 43%	48 34%	54 29%	83 29%	54 31%	30 42%	43 36%	29 27%	85 34%	675 31%	73 36%
I occasionally work on this area	1038 43%	9 60%	49 45%	38 53%	320 43%	21 40%	14 29%	71 50%	86 46%	129 45%	84 48%	24 34%	55 46%	54 51%	84 33%	950 44%	67 33%
I never work on this area	321 13%	- -	16 15%	7 10%	121 16%	6 11%	4 8%	15 11%	31 17%	41 14%	21 12%	10 14%	9 8%	14 13%	26 10%	290 14%	24 12%
Not Stated	107 4%	1 7%	3 3%	2 3%	38 5%	3 6%	4 8%	5 4%	4 2%	11 4%	6 3%	4 6%	4 3%	4 4%	17 7%	97 5%	8 4%
Nets																	
Most / some	923 39%	5 33%	41 38%	25 35%	272 36%	23 43%	27 55%	51 36%	64 35%	108 37%	64 37%	33 46%	51 43%	34 32%	125 50%	806 38%	106 52%
Ever work in this area	1961 82%	14 93%	90 83%	63 88%	592 79%	44 83%	41 84%	122 86%	150 81%	237 82%	148 85%	57 80%	106 89%	88 83%	209 83%	1756 82%	173 84%

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Information provision

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	365	270	95	111	135	48	294	45	26	-	-	121	244	12	139	102	100	12
	15%	15%	15%	19%	19%	15%	18%	8%	11%	-	-	15%	16%	14%	17%	15%	14%	11%
				cEF	cEF	E	EF											
I spend some of my time working on this area	1056	781	275	256	330	154	740	208	108	-	-	333	721	37	337	298	343	38
	44%	44%	44%	44%	47%	47%	46%	39%	44%	-	-	40%	46%	43%	42%	44%	48%	36%
				E	E	E	E					A			e	BE		
I occasionally work on this area	627	476	151	139	163	77	379	175	73	-	-	238	389	22	213	183	184	25
	26%	27%	24%	24%	23%	23%	24%	33%	30%	-	-	29%	25%	25%	26%	27%	26%	23%
								ABCD	aBcD			B						
I never work on this area	211	141	70	49	43	33	125	69	17	-	-	69	142	12	90	58	43	8
	9%	8%	11%	8%	6%	10%	8%	13%	7%	-	-	8%	9%	14%	11%	9%	6%	7%
			A			B		ABDF						D	D	d		
Not Stated	130	103	27	31	25	16	72	38	20	-	-	63	67	4	32	32	38	24
	5%	6%	4%	5%	4%	5%	4%	7%	8%	-	-	8%	4%	5%	4%	5%	5%	22%
								BD	BD			B						ABCD
Nets																		
Most / some	1421	1051	370	367	465	202	1034	253	134	-	-	454	965	49	476	400	443	50
	59%	59%	60%	63%	67%	62%	64%	47%	55%	-	-	55%	62%	56%	59%	59%	63%	47%
				EF	EF	E	EF		E			A			E	E	E	
Ever work in this area	2048	1527	521	506	628	279	1413	428	207	-	-	692	1354	71	689	583	627	75
	86%	86%	84%	86%	90%	85%	88%	80%	85%	-	-	84%	87%	82%	85%	87%	89%	70%
				E	ACdEF	e	E					a		e	E	E	aBE	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Information provision

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	365	43	73	96	67	26	34	9	17	182	31	91	213	304	49	8	280	162	40
	15%	18%	19%	16%	15%	10%	16%	7%	15%	16%	18%	16%	16%	16%	13%	9%	15%	15%	18%
		EG	dEG	EG	EG		EG		G		g		g	g					
I spend some of my time working on this area	1056	89	165	269	201	124	103	60	43	506	74	258	580	838	170	38	801	487	90
	44%	38%	44%	45%	45%	46%	49%	44%	38%	44%	42%	45%	44%	44%	45%	44%	44%	45%	41%
		a	a	a	a	Ah													
I occasionally work on this area	627	55	83	164	119	89	46	45	26	308	47	142	355	497	98	20	495	308	48
	26%	23%	22%	28%	27%	33%	22%	33%	23%	27%	27%	25%	27%	26%	23%		27%	28%	22%
				Bf		ABdFh		ABFh									c	C	
I never work on this area	211	36	41	52	33	13	18	8	10	75	12	54	87	141	45	16	161	74	24
	9%	15%	11%	9%	7%	5%	9%	6%	9%	7%	7%	9%	7%	7%	12%	19%	9%	7%	11%
		CDEFGh	dEg	E								AD			AbDE	ABCDEF	b		B
Not Stated	130	12	16	13	29	18	10	15	17	70	11	27	81	108	16	4	91	55	20
	5%	5%	4%	2%	6%	7%	5%	11%	15%	6%	6%	5%	6%	6%	4%	5%	5%	5%	9%
		C	c		C	C	c	ABCdF	ABCDEF										AB
Nets																			
Most / some	1421	132	238	365	268	150	137	69	60	688	105	349	793	1142	219	46	1081	649	130
	59%	56%	63%	61%	60%	56%	65%	50%	53%	60%	60%	61%	60%	60%	58%	53%	59%	60%	59%
			aeGh	Gh	g		aEGH												
Ever work in this area	2048	187	321	529	387	239	183	114	86	996	152	491	1148	1639	317	66	1576	957	178
	86%	80%	85%	89%	86%	89%	87%	83%	76%	87%	87%	86%	87%	87%	84%	77%	86%	88%	80%
			aH	AbgH	AH	AH	AH			fG	G	G	fG	G			C	C	

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Information provision

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																	
Significance Level: 95%																	
I spend most of my time working on this area	2389 100%	15 100%	109 100%	72 100%	751 100%	53 100%	49 100%	142 100%	185 100%	289 100%	175 100%	71 100%	119 100%	106 100%	252 100%	2143 100%	205 100%
I spend some of my time working on this area	365 15%	2 13%	19 17%	12 17%	93 12%	7 13%	6 12%	15 11%	26 14%	50 17%	24 14%	13 18%	17 14%	11 10%	70 28%	302 14%	57 28%
I occasionally work on this area	627 26%	4 27%	29 27%	21 29%	217 29%	14 26%	11 22%	41 29%	46 25%	70 24%	46 26%	15 21%	37 31%	31 29%	45 18%	577 27%	35 17%
I never work on this area	211 9%	- -	12 11%	3 4%	83 11%	4 8%	5 10%	12 8%	10 5%	26 9%	13 7%	2 3%	7 6%	9 8%	25 10%	185 9%	23 11%
Not Stated	130 5%	1 7%	2 2%	4 6%	50 7%	1 2%	5 10%	5 4%	11 6%	12 4%	10 6%	4 6%	5 4%	5 5%	15 6%	112 5%	15 7%
Nets																	
Most / some	1421 59%	10 67%	66 61%	44 61%	401 53%	34 64%	28 57%	84 59%	118 64%	181 63%	106 61%	50 70%	70 59%	61 58%	167 66%	1269 59%	132 64%
Ever work in this area	2048 86%	14 93%	95 87%	65 90%	618 82%	48 91%	39 80%	125 88%	164 89%	251 87%	152 87%	65 92%	107 90%	92 87%	212 84%	1846 86%	167 81%

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Internal communications

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	382	277	105	141	148	41	330	27	25	-	-	108	274	14	151	114	96	7
	16%	16%	17%	24%	21%	13%	20%	5%	10%	-	-	13%	18%	16%	19%	17%	14%	7%
				CdEF	CEF	E	CEF		E				A	E	DE	dE	E	
I spend some of my time working on this area	829	619	210	197	300	133	630	133	66	-	-	282	546	28	240	240	289	31
	35%	35%	34%	34%	43%	41%	39%	25%	27%	-	-	34%	35%	32%	30%	36%	41%	29%
				Ef	AdEF	AEF	AEF									B	BCE	
I occasionally work on this area	789	584	205	170	178	101	449	247	93	-	-	285	503	31	266	221	230	40
	33%	33%	33%	29%	26%	31%	28%	46%	38%	-	-	35%	32%	36%	33%	33%	32%	37%
						b	ABCD	ABCD										
I never work on this area	298	215	83	58	59	43	160	98	40	-	-	104	194	12	135	74	65	11
	12%	12%	13%	10%	8%	13%	10%	18%	16%	-	-	13%	12%	14%	17%	11%	9%	10%
						Bd	ABCD	ABD							CDe			
Not Stated	91	76	15	20	11	10	41	30	20	-	-	45	46	2	19	24	28	18
	4%	4%	2%	3%	2%	3%	3%	6%	8%	-	-	5%	3%	2%	2%	4%	4%	17%
		B		B			aBcD	ABCD				B					b	ABCD
Nets																		
Most / some	1211	896	315	338	448	174	960	160	91	-	-	390	820	42	391	354	385	38
	51%	51%	51%	58%	64%	53%	60%	30%	37%	-	-	47%	52%	48%	48%	53%	54%	36%
				EF	ACDEF	EF	CEF		E				A	e	E	bE	BE	
Ever work in this area	2000	1480	520	508	626	275	1409	407	184	-	-	675	1323	73	657	575	615	78
	84%	84%	84%	87%	90%	84%	88%	76%	75%	-	-	82%	85%	84%	81%	85%	87%	73%
				EF	aCdEF	EF	cEF						a	e	E	BE	BE	

Columns Tested: A,B - A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Internal communications

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	382	45	81	107	80	25	28	9	7	180	29	102	209	311	51	14	272	202	39
	16%	19%	21%	18%	18%	9%	13%	7%	6%	16%	17%	18%	16%	16%	13%	16%	15%	19%	18%
		EFGH	EFGH	EGH	EGH		Gh					f						A	
I spend some of my time working on this area	829	69	112	205	161	107	77	56	41	421	52	200	473	673	112	27	613	393	80
	35%	29%	30%	35%	36%	40%	36%	41%	36%	37%	30%	35%	36%	36%	30%	31%	34%	36%	36%
				ab	AB		b	AB		bF		f	F	F					
I occasionally work on this area	789	66	125	179	152	101	75	51	39	368	68	184	436	620	131	29	641	329	61
	33%	28%	33%	30%	34%	37%	36%	37%	35%	32%	39%	32%	33%	33%	35%	34%	35%	30%	27%
					AC		a	a			a						BC		
I never work on this area	298	47	50	92	38	25	25	11	10	120	19	69	139	208	70	15	237	121	28
	12%	20%	13%	15%	8%	9%	12%	8%	9%	11%	11%	12%	11%	11%	19%	17%	13%	11%	13%
		BDEFGH	D	DEGh										ABCDE	ADe				
Not Stated	91	8	10	11	18	12	6	10	16	52	7	17	59	76	14	1	65	41	14
	4%	3%	3%	2%	4%	4%	3%	7%	14%	5%	4%	3%	4%	4%	4%	1%	4%	4%	6%
				C	C		aBCf	ABCDEFg											Ab
Nets																			
Most / some	1211	114	193	312	241	132	105	65	48	601	81	302	682	984	163	41	885	595	119
	51%	49%	51%	53%	54%	49%	50%	47%	42%	53%	46%	53%	52%	52%	43%	48%	48%	55%	54%
				h	H					F		F	F	F				A	
Ever work in this area	2000	180	318	491	393	233	180	116	87	969	149	486	1118	1604	294	70	1526	924	180
	84%	77%	84%	83%	88%	86%	85%	85%	77%	85%	85%	85%	85%	85%	78%	81%	83%	85%	81%
			Ah	A	ACH	AH	Ah	a		F	F	F	F	F					

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Internal communications

Base: All who are not unemployed or retired

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	382	3	16	13	92	6	3	36	20	57	25	5	26	19	60	321	51
	16%	20%	15%	18%	12%	11%	6%	25%	11%	20%	14%	7%	22%	18%	24%	15%	25%
			fK				BDEFHJK		DFHK			DFHJK	fK	bDEFHJK		A	
I spend some of my time working on this area	829	4	44	30	231	15	22	44	67	96	71	35	44	33	93	753	64
	35%	27%	40%	42%	31%	28%	45%	31%	36%	33%	41%	49%	37%	31%	37%	35%	31%
			D	d		Degm			Dg	DEGHlMn				d			
I occasionally work on this area	789	4	33	22	263	22	14	47	68	98	60	17	36	36	69	726	51
	33%	27%	30%	31%	35%	42%	29%	33%	37%	34%	34%	24%	30%	34%	27%	34%	25%
				kN	KN			kN							B		
I never work on this area	298	4	13	4	132	9	7	11	25	30	15	10	9	12	17	261	32
	12%	27%	12%	6%	18%	17%	14%	8%	14%	10%	9%	14%	8%	11%	7%	12%	16%
		CGiJLN		CGiJLN	CgJlN	n		cgN				cN					
Not Stated	91	-	3	3	33	1	3	4	5	8	4	4	4	6	13	82	7
	4%	-	3%	4%	4%	2%	6%	3%	3%	3%	2%	6%	3%	6%	5%	4%	3%
Nets																	
Most / some	1211	7	60	43	323	21	25	80	87	153	96	40	70	52	153	1074	115
	51%	47%	55%	60%	43%	40%	51%	56%	47%	53%	55%	56%	59%	49%	61%	50%	56%
			De	DEh				DEh		De	De	De	DEH		DEHIM		
Ever work in this area	2000	11	93	65	586	43	39	127	155	251	156	57	106	88	222	1800	166
	84%	73%	85%	90%	78%	81%	80%	89%	84%	87%	89%	80%	89%	83%	88%	84%	81%
			d	aDfk				aDfk	d	D	aDfk		aDk		aDk		

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Media relations

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	743	528	215	166	213	93	472	202	69	-	-	256	486	38	298	200	178	29
	31%	30%	35%	28%	31%	28%	29%	38%	28%	-	-	31%	31%	44%	37%	30%	25%	27%
			A				ABCDF							CDE	CDe	d		
I spend some of my time working on this area	983	752	231	236	278	144	658	213	112	-	-	347	635	29	286	301	319	46
	41%	42%	37%	40%	40%	44%	41%	40%	46%	-	-	42%	41%	33%	35%	45%	45%	43%
			B												AB	AB		
I occasionally work on this area	411	313	98	114	115	59	288	86	37	-	-	134	277	12	145	100	137	16
	17%	18%	16%	19%	17%	18%	18%	16%	15%	-	-	16%	18%	14%	18%	15%	19%	15%
																C		
I never work on this area	189	128	61	48	77	25	150	21	18	-	-	65	124	6	71	57	51	4
	8%	7%	10%	8%	11%	8%	9%	4%	7%	-	-	8%	8%	7%	9%	8%	7%	4%
			A	E	acE	E	E	E	E						e	e		
Not Stated	63	50	13	22	13	7	42	13	8	-	-	22	41	2	11	15	23	12
	3%	3%	2%	4%	2%	2%	3%	2%	3%	-	-	3%	3%	2%	1%	2%	3%	11%
				B													B	ABCD
Nets																		
Most / some	1726	1280	446	402	491	237	1130	415	181	-	-	603	1121	67	584	501	497	75
	72%	72%	72%	69%	71%	72%	70%	78%	74%	-	-	73%	72%	77%	72%	74%	70%	70%
							ABcD									d		
Ever work in this area	2137	1593	544	516	606	296	1418	501	218	-	-	737	1398	79	729	601	634	91
	89%	90%	88%	88%	87%	90%	88%	94%	89%	-	-	89%	89%	91%	90%	89%	90%	85%
							ABcDF											

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Media relations

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
									Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None	
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
I spend most of my time working on this area	2389 100%	235 100%	378 100%	594 100%	449 100%	270 100%	211 100%	137 100%	113 100%	1141 100%	175 100%	572 100%	1316 100%	1888 100%	378 100%	86 100%	1828 100%	1086 100%	222 100%
I spend some of my time working on this area	743 31%	77 33%	144 38%	197 33%	142 32%	69 26%	52 25%	27 20%	35 31%	359 31%	47 27%	186 33%	406 31%	592 31%	112 30%	32 37%	577 32%	316 29%	64 29%
I occasionally work on this area	983 41%	67 29%	127 34%	235 40%	192 43%	149 55%	101 48%	70 51%	42 37%	498 44%	62 35%	224 39%	560 43%	784 42%	150 40%	32 37%	768 42%	455 42%	85 38%
I never work on this area	411 17%	46 20%	61 16%	98 16%	82 18%	37 14%	39 18%	26 19%	22 19%	189 17%	40 23%	94 16%	229 17%	323 17%	69 18%	13 15%	309 17%	182 17%	45 20%
Not Stated	189 8%	34 14%	39 10%	55 9%	28 6%	9 3%	12 6%	8 6%	3 3%	64 6%	18 10%	54 9%	82 6%	136 7%	38 10%	9 10%	135 7%	102 9%	17 8%
Nets	63 3%	11 5%	7 2%	9 2%	5 1%	6 2%	7 3%	6 4%	11 10%	31 3%	8 5%	14 2%	39 3%	53 3%	9 2%	-	39 2%	31 3%	11 5%
Most / some	1726 72%	144 61%	271 72%	432 73%	334 74%	218 81%	153 73%	97 71%	77 68%	857 75%	109 62%	410 72%	966 73%	1376 73%	262 69%	64 74%	1345 74%	771 71%	149 67%
Ever work in this area	2137 89%	190 81%	332 88%	530 89%	416 93%	255 94%	192 91%	123 90%	99 88%	1046 92%	149 85%	504 88%	1195 91%	1699 90%	331 88%	77 90%	1654 90%	953 88%	194 87%

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C



CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Media relations

Base: All who are not unemployed or retired

	Region															Ethnicity	
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	743	8	32	23	245	17	19	35	60	90	58	25	36	27	68	662	68
	31%	53%	29%	32%	33%	32%	39%	25%	32%	31%	33%	35%	30%	25%	27%	31%	33%
		bdGiIMN		gn		gmn				g							
I spend some of my time working on this area	983	4	60	33	281	25	22	58	81	132	67	27	52	49	92	899	70
	41%	27%	55%	46%	37%	47%	45%	41%	44%	46%	38%	38%	44%	46%	37%	42%	34%
		ADGhiJKI		N						DN				dn		B	
I occasionally work on this area	411	1	14	10	134	7	3	33	32	43	33	14	17	18	52	371	35
	17%	7%	13%	14%	18%	13%	6%	23%	17%	15%	19%	20%	14%	17%	21%	17%	17%
				F				BFil	f	f	F	F		f	bFi		
I never work on this area	189	1	2	4	70	2	3	11	10	19	13	5	10	9	30	156	25
	8%	7%	2%	6%	9%	4%	6%	8%	5%	7%	7%	7%	8%	8%	12%	7%	12%
				Bh				B		b	B	b	B	B	BeHI		A
Not Stated	63	1	1	2	21	2	2	5	2	5	4	-	4	3	10	55	7
	3%	7%	1%	3%	3%	4%	4%	4%	1%	2%	2%	-	3%	3%	4%	3%	3%
		hK					k							hk			
Nets																	
Most / some	1726	12	92	56	526	42	41	93	141	222	125	52	88	76	160	1561	138
	72%	80%	84%	78%	70%	79%	84%	65%	76%	77%	71%	73%	74%	72%	63%	73%	67%
			DGhiJkIM														
			N	gN	n	gN	DGjN		dGN	DGN	n		N			b	
Ever work in this area	2137	13	106	66	660	49	44	126	173	265	158	66	105	94	212	1932	173
	89%	87%	97%	92%	88%	92%	90%	89%	94%	92%	90%	93%	88%	89%	84%	90%	84%
			acDFGiJ														
			L														
			MN					DN	dN	n	n					B	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Strategic planning

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	541	415	126	119	125	61	305	174	62	-	-	173	367	8	168	173	174	18
	23%	23%	20%	20%	18%	19%	19%	33%	25%	-	-	21%	23%	9%	21%	26%	25%	17%
								ABCDF	BcD						A	ABE	Abe	
I spend some of my time working on this area	1212	911	301	305	342	179	826	268	118	-	-	442	769	31	400	351	376	51
	51%	51%	49%	52%	49%	55%	51%	50%	48%	-	-	54%	49%	36%	49%	52%	53%	48%
												B			A	A	A	a
I occasionally work on this area	456	323	133	115	163	68	346	67	43	-	-	155	301	30	182	105	117	22
	19%	18%	22%	20%	23%	21%	21%	13%	18%	-	-	19%	19%	34%	22%	16%	17%	21%
				E	Ef	E	E		e					BCDE	CD			
I never work on this area	102	67	35	27	45	15	87	12	3	-	-	24	78	16	42	27	15	2
	4%	4%	6%	5%	6%	5%	5%	2%	1%	-	-	3%	5%	18%	5%	4%	2%	2%
			A	EF	EF	eF	EF						A	BCDE	D	D		
Not Stated	78	55	23	20	21	5	46	14	18	-	-	30	48	2	19	17	26	14
	3%	3%	4%	3%	3%	2%	3%	3%	7%	-	-	4%	3%	2%	2%	3%	4%	13%
				c					ABCDE									ABCD
Nets																		
Most / some	1753	1326	427	424	467	240	1131	442	180	-	-	615	1136	39	568	524	550	69
	73%	75%	69%	72%	67%	73%	70%	83%	74%	-	-	75%	73%	45%	70%	78%	78%	64%
		B		B		b		ABCDF	b						A	ABE	ABE	A
Ever work in this area	2209	1649	560	539	630	308	1477	509	223	-	-	770	1437	69	750	629	667	91
	92%	93%	91%	92%	91%	94%	92%	95%	91%	-	-	93%	92%	79%	92%	93%	94%	85%
		B				b		ABDF							AE	AE	AE	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Strategic planning

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
									Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None	
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	a	b	c	d	e	f	g	a	b	c
Significance Level: 90%		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
Significance Level: 95%		A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C
I spend most of my time working on this area	2389 100%	235 100%	378 100%	594 100%	449 100%	270 100%	211 100%	137 100%	113 100%	1141 100%	175 100%	572 100%	1316 100%	1888 100%	378 100%	86 100%	1828 100%	1086 100%	222 100%
I spend some of my time working on this area	541 23%	18 8%	59 16%	130 22%	128 29%	69 26%	65 31%	45 33%	27 24%	296 26%	45 26%	114 20%	341 26%	455 24%	66 17%	17 20%	437 24%	233 21%	41 18%
I occasionally work on this area	1212 51%	84 36%	182 48%	319 54%	241 54%	151 56%	109 52%	70 51%	55 49%	584 51%	86 49%	290 51%	670 51%	960 51%	187 49%	48 56%	942 52%	545 50%	116 52%
I never work on this area	456 19%	78 33%	106 28%	109 18%	64 14%	34 13%	30 14%	12 9%	22 19%	196 17%	35 20%	112 20%	231 18%	343 18%	86 23%	16 19%	330 18%	232 21%	35 16%
Not Stated	102 4%	42 18%	22 6%	23 4%	8 2%	3 1%	2 1%	2 1%	- -	31 3%	2 1%	38 7%	33 3%	71 4%	23 6%	4 5%	68 4%	40 4%	16 7%
Nets	78 3%	13 6%	9 2%	13 2%	8 2%	13 5%	5 2%	8 6%	9 8%	34 3%	7 4%	18 3%	41 3%	59 3%	16 4%	1 1%	51 3%	36 3%	14 6%
Most / some	1753 73%	102 43%	241 64%	449 76%	369 82%	220 81%	174 82%	115 84%	82 73%	880 77%	131 75%	404 71%	1011 77%	1415 75%	253 67%	65 76%	1379 75%	778 72%	157 71%
Ever work in this area	2209 92%	180 77%	347 92%	558 94%	433 96%	254 94%	204 97%	127 93%	104 92%	1076 94%	166 95%	516 90%	1242 94%	1758 93%	339 90%	81 94%	1709 93%	1010 93%	192 86%

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C



CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Strategic planning

Base: All who are not unemployed or retired

	Region														Ethnicity		
	Total	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	541	-	20	15	207	16	8	33	39	45	35	10	15	21	77	473	54
	23%	-	18%	21%	28%	30%	16%	23%	21%	16%	20%	14%	13%	20%	31%	22%	26%
			a	a	ABfhIJKLm	AbIKL	a	AiL	Al	a	al			a	ABFHijkl		
I spend some of my time working on this area	1212	12	52	37	387	23	31	67	101	164	83	39	66	55	94	1108	89
	51%	80%	48%	51%	52%	43%	63%	47%	55%	57%	47%	55%	55%	52%	37%	52%	43%
		BCDEGhi															
		J															
		kIMN	n	N	N		bEgJN	n	N	egjN	N	N	N	N		B	
I occasionally work on this area	456	2	25	16	110	11	9	32	33	55	47	12	31	21	52	405	42
	19%	13%	23%	22%	15%	21%	18%	23%	18%	19%	27%	17%	26%	20%	21%	19%	20%
			D	d				D		d	DHIk		Dh		D		
I never work on this area	102	-	9	3	30	1	-	5	8	13	4	6	2	5	16	85	15
	4%	-	8%	4%	4%	2%	-	4%	4%	4%	2%	8%	2%	5%	6%	4%	7%
			DFJL									dFJL			fj	A	
Not Stated	78	1	3	1	17	2	1	5	4	12	6	4	5	4	13	72	5
	3%	7%	3%	1%	2%	4%	2%	4%	2%	4%	3%	6%	4%	4%	5%	3%	2%
										d		d			D		
Nets																	
Most / some	1753	12	72	52	594	39	39	100	140	209	118	49	81	76	171	1581	143
	73%	80%	66%	72%	79%	74%	80%	70%	76%	72%	67%	69%	68%	72%	68%	74%	70%
				BGIJKLmN			b		bjn								
Ever work in this area	2209	14	97	68	704	50	48	132	173	264	165	61	112	97	223	1986	185
	92%	93%	89%	94%	94%	94%	98%	93%	94%	91%	94%	86%	94%	92%	88%	93%	90%
				k	bKN		bKN	k	kn		KN		kn				

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Public affairs/lobbying

Base: All who are not unemployed or retired

	Membership		Role								Gender		Age					
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	175	142	33	56	35	41	132	31	12	-	-	87	87	4	71	49	43	8
	7%	8%	5%	10%	5%	13%	8%	6%	5%	-	-	11%	6%	5%	9%	7%	6%	7%
		B		BEF		BDEF	Bef					B			D			
I spend some of my time working on this area	431	329	102	97	122	90	309	78	44	-	-	189	242	10	117	122	153	27
	18%	19%	17%	17%	18%	27%	19%	15%	18%	-	-	23%	15%	11%	14%	18%	22%	25%
						ABDEF	E					B			b	AB	ABc	
I occasionally work on this area	619	461	158	155	177	97	429	131	59	-	-	222	397	29	203	173	190	24
	26%	26%	26%	26%	25%	30%	27%	24%	24%	-	-	27%	25%	33%	25%	26%	27%	22%
														be				
I never work on this area	1013	726	287	232	327	91	650	257	106	-	-	268	744	41	393	289	265	25
	42%	41%	46%	40%	47%	28%	40%	48%	43%	-	-	33%	48%	47%	48%	43%	37%	23%
			A	C	ACD		C	ACD	C				A	dE	CDE	DE	E	
Not Stated	151	113	38	46	35	9	90	38	23	-	-	58	93	3	27	40	57	23
	6%	6%	6%	8%	5%	3%	6%	7%	9%	-	-	7%	6%	3%	3%	6%	8%	21%
				BCd	c		C	C	BCD							B	B	ABCD
Nets																		
Most / some	606	471	135	153	157	131	441	109	56	-	-	276	329	14	188	171	196	35
	25%	27%	22%	26%	23%	40%	27%	20%	23%	-	-	33%	21%	16%	23%	25%	28%	33%
		B		E		ABDEF	BE					B			a	AB	AB	
Ever work in this area	1225	932	293	308	334	228	870	240	115	-	-	498	726	43	391	344	386	59
	51%	53%	47%	53%	48%	70%	54%	45%	47%	-	-	60%	46%	49%	48%	51%	55%	55%
		B		E		ABDEF	BEF					B					B	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Public affairs/lobbying

Base: All who are not unemployed or retired

	Years in PR								Being accountable to a code of conduct is important to me							Qualifications held			
	Total	0-2	3-5	6-10	11-15	16-20	21-25	26-30	31+	Agree - CIPR code	Agree - other code	Agree - no code	Net: Agree and code	Net: Agree	Neither agree nor disagree	Disagree	Acad emic	Profes sional	None
		a	b	c	d	e	f	g	h	a	b	c	d	e	f	g	a	b	c
	A	B	C	D	E	F	G	H	A	B	C	D	E	F	G	A	B	C	
Significance Level: 90%	2389	235	378	594	449	270	211	137	113	1141	175	572	1316	1888	378	86	1828	1086	222
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	175	13	35	37	50	15	9	13	3	89	21	31	110	141	28	5	150	71	7
	7%	6%	9%	6%	11%	6%	4%	9%	3%	8%	12%	5%	8%	7%	7%	6%	8%	7%	3%
			aceFH		ACEFH			fH		c	aCEf		C	c			C	c	
I spend some of my time working on this area	431	28	48	98	105	56	40	29	27	234	33	85	267	352	63	12	345	197	33
	18%	12%	13%	16%	23%	21%	19%	21%	24%	21%	19%	15%	20%	19%	17%	14%	19%	18%	15%
			a	ABC	AB	AB	AB	ABc		C			C	C					
I occasionally work on this area	619	56	99	154	95	75	67	44	29	302	50	151	352	503	86	21	471	313	54
	26%	24%	26%	26%	21%	28%	32%	32%	26%	26%	29%	26%	27%	27%	23%	24%	26%	29%	24%
			d	d	D	aD	aD											a	
I never work on this area	1013	120	179	287	170	108	78	35	35	442	58	270	500	770	176	47	762	444	100
	42%	51%	47%	48%	38%	40%	37%	26%	31%	39%	33%	47%	38%	41%	47%	55%	42%	41%	45%
		DEFGH	DeFGH	DEFGH	G	Gh	G					ABDE		B	ABDE	ABDE			
Not Stated	151	18	17	18	29	16	17	16	19	74	13	35	87	122	25	1	100	61	28
	6%	8%	4%	3%	6%	6%	8%	12%	17%	6%	7%	6%	7%	6%	7%	1%	5%	6%	13%
		C			C	C	bC	BCDE	ABCDEF	G	G	g	G	G	G				AB
Nets																			
Most / some	606	41	83	135	155	71	49	42	30	323	54	116	377	493	91	17	495	268	40
	25%	17%	22%	23%	35%	26%	23%	31%	27%	28%	31%	20%	29%	26%	24%	20%	27%	25%	18%
				a	ABCEF	A		ABc	A	Cg	Cfg		Cfg	C			C	C	
Ever work in this area	1225	97	182	289	250	146	116	86	59	625	104	267	729	996	177	38	966	581	94
	51%	41%	48%	49%	56%	54%	55%	63%	52%	55%	59%	47%	55%	53%	47%	44%	53%	53%	42%
			a	a	ABC	A	A	ABCeh	a	CFg	CeFG		CFG	CF			C	C	

Columns Tested: A,B,C,D,E,F,G,H - A,B,C,D,E,F,G - A,B,C

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Public affairs/lobbying

Base: All who are not unemployed or retired

Total	Region														Ethnicity		
	Channel Islands	East of England	East Midlands	London	North East	Northern Ireland	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire & The Humber	Outside the UK	White	Other ethnic group	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	A	B	
Significance Level: 90%																	
Significance Level: 95%																	
	2389	15	109	72	751	53	49	142	185	289	175	71	119	106	252	2143	205
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	175	-	8	2	71	6	6	3	17	10	5	8	1	2	36	145	25
	7%	-	7%	3%	9%	11%	12%	2%	9%	3%	3%	11%	1%	2%	14%	7%	12%
			GijLm		cGIJLM	cGIJLM	CGIJLM		cGIJLM			CGIJLM			bCDGIJLM		A
I spend some of my time working on this area	431	1	16	11	149	10	13	23	37	36	26	17	20	12	60	379	46
	18%	7%	15%	15%	20%	19%	27%	16%	20%	12%	15%	24%	17%	11%	24%	18%	22%
				IM			bljM		Im			ljM			bgljM		a
I occasionally work on this area	619	5	35	19	176	11	15	37	40	87	41	20	38	32	63	565	43
	26%	33%	32%	26%	23%	21%	31%	26%	22%	30%	23%	28%	32%	30%	25%	26%	21%
			DH							DH			DH			b	
I never work on this area	1013	7	45	34	306	23	13	70	83	137	93	22	50	56	74	918	78
	42%	47%	41%	47%	41%	43%	27%	49%	45%	47%	53%	31%	42%	53%	29%	43%	38%
			fN	FKN	FN	fN		dFKN	FKN	dFKN	bDFKIN		fN	bDFKN			
Not Stated	151	2	5	6	49	3	2	9	8	19	10	4	10	4	19	136	13
	6%	13%	5%	8%	7%	6%	4%	6%	4%	7%	6%	6%	8%	4%	8%	6%	6%
Nets																	
Most / some	606	1	24	13	220	16	19	26	54	46	31	25	21	14	96	524	71
	25%	7%	22%	18%	29%	30%	39%	18%	29%	16%	18%	35%	18%	13%	38%	24%	35%
			m		aCGIJLM	agljM	ABCGIJLM		acGIJLM			AbCGIJLM			ABCDGhJLM		A
Ever work in this area	1225	6	59	32	396	27	34	63	94	133	72	45	59	46	159	1089	114
	51%	40%	54%	44%	53%	51%	69%	44%	51%	46%	41%	63%	50%	43%	63%	51%	56%
			J		giJm		AbCDeGHIJLM		j			aCdGhJIM		aCDGHIJLM		M	

Columns Tested: A,B,C,D,E,F,G,H,I,J,K,L,M,N - A,B

CIPR State of the Profession Survey Autumn 2013

Q19 - In your current role, how much time, if any, do you spend working on each of the following areas?

Research, planning and measurement

Base: All who are not unemployed or retired

	Membership		Role									Gender		Age				
	Total	Member	Non-Member	In house private	In house public	In house NGO	Net: In house	Consul tancy / agency	Free lance	Not currently employed	Retired	Male	Female	18-24	25-34	35-44	45-60	Over 60
	a	b		a	b	c	d	e	f	g	h	a	b	a	b	c	d	e
	A	B		A	B	C	D	E	F	G	H	A	B	A	B	C	D	E
Significance Level: 90%	2389	1771	618	586	696	328	1610	535	244	-	-	824	1563	87	811	673	708	107
Significance Level: 95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%
I spend most of my time working on this area	262	176	86	54	58	37	149	94	19	-	-	71	190	22	120	67	50	3
	11%	10%	14%	9%	8%	11%	9%	18%	8%	-	-	9%	12%	25%	15%	10%	7%	3%
			A				ABCD					A		BCDE	CDE	dE	e	
I spend some of my time working on this area	1118	839	279	282	318	160	760	251	107	-	-	349	768	28	378	335	343	32
	47%	47%	45%	48%	46%	49%	47%	47%	44%	-	-	42%	49%	32%	47%	50%	48%	30%
												A			AE	AE	AE	
I occasionally work on this area	751	551	200	192	235	102	529	135	87	-	-	293	458	28	249	202	230	41
	31%	31%	32%	33%	34%	31%	33%	25%	36%	-	-	36%	29%	32%	31%	30%	32%	38%
				E	E	e	E		E			B						c
I never work on this area	150	118	32	32	55	20	107	30	13	-	-	65	85	8	44	47	44	7
	6%	7%	5%	5%	8%	6%	7%	6%	5%	-	-	8%	5%	9%	5%	7%	6%	7%
					a							B						
Not Stated	108	87	21	26	30	9	65	25	18	-	-	46	62	1	20	22	41	24
	5%	5%	3%	4%	4%	3%	4%	5%	7%	-	-	6%	4%	1%	2%	3%	6%	22%
									abCD			b					aBC	ABCD
Nets																		
Most / some	1380	1015	365	336	376	197	909	345	126	-	-	420	958	50	498	402	393	35
	58%	57%	59%	57%	54%	60%	56%	64%	52%	-	-	51%	61%	57%	61%	60%	56%	33%
						bF		ABDF				A		E	DE	E	E	
Ever work in this area	2131	1566	565	528	611	299	1438	480	213	-	-	713	1416	78	747	604	623	76
	89%	88%	91%	90%	88%	91%	89%	90%	87%	-	-	87%	91%	90%	92%	90%	88%	71%
			A									A		E	DE	E	E	

Columns Tested: A,B - A,B,C,D,E,F,G,H - A,B - A,B,C,D,E