



CIPR

State of the Profession 2013

METHODOLOGY NOTE

ComRes surveyed 1273 CIPR members online from 21st November 2012 to 9th January 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.

CIPR State of the Profession Survey November 2012

Q1 - Age

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR					
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
Total	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18 to 24	42	10	5	7	22	11	4	13	29	42	-	-	-	2	16	22	-	-	-	42	-	-	-	-
	3%	3%	2%	4%	3%	4%	3%	3%	4%	100%	-	-	-	11%	19%	2%	-	-	-	18%	-	-	-	-
25 to 34	356	111	98	58	267	72	9	96	260	-	356	-	-	8	47	286	-	-	7	152	169	35	-	-
	28%	37%	31%	34%	34%	25%	6%	20%	33%	-	100%	-	-	44%	56%	27%	-	-	33%	63%	60%	9%	-	-
35 to 44	367	91	109	54	254	68	38	137	230	-	-	367	-	3	18	328	8	-	6	29	76	236	25	1
	29%	30%	35%	32%	32%	24%	25%	28%	29%	-	-	100%	-	17%	21%	31%	10%	-	29%	12%	27%	60%	10%	1%
45 to 60	420	85	92	46	223	108	75	174	245	-	-	-	420	4	3	361	44	-	8	17	35	118	212	38
	33%	28%	29%	27%	28%	38%	49%	36%	31%	-	-	-	100%	22%	4%	34%	55%	-	38%	7%	12%	30%	81%	44%
Over 60	82	6	7	5	18	28	27	61	21	-	-	-	-	1	-	52	28	1	-	-	2	6	25	48
	6%	2%	2%	3%	2%	10%	18%	13%	3%	-	-	-	-	6%	-	5%	35%	100%	-	-	1%	2%	10%	55%
Not Stated	6	1	1	-	2	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-	-	1	1	-
	*	*	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	*	-

CIPR State of the Profession Survey November 2012

Q1 - Age

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18 to 24	42	1	1	11	3	5	2	4	3	2	-	1	3	2	2	2
	3%	9%	2%	3%	3%	5%	6%	5%	11%	2%	-	2%	8%	3%	4%	2%
25 to 34	356	4	15	142	15	23	10	18	8	26	5	16	15	14	21	23
	28%	36%	29%	33%	15%	21%	28%	23%	29%	25%	15%	30%	42%	22%	37%	28%
35 to 44	367	2	12	130	29	26	13	17	9	30	14	20	8	22	13	22
	29%	18%	23%	31%	30%	24%	36%	22%	32%	28%	42%	38%	22%	34%	23%	27%
45 to 60	420	3	19	121	44	44	10	31	6	42	14	10	8	23	17	28
	33%	27%	37%	28%	45%	41%	28%	40%	21%	40%	42%	19%	22%	35%	30%	34%
Over 60	82	1	5	22	7	9	1	7	2	6	-	5	2	4	3	8
	6%	9%	10%	5%	7%	8%	3%	9%	7%	6%	-	9%	6%	6%	5%	10%
Not Stated	6	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	2%	-	-	2%	-

CIPR State of the Profession Survey November 2012

Q1 - Age

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18 to 24	42	28	2	4	-	-	1	1	2	1	-	1	-	1	-	1
	3%	3%	8%	4%	-	-	17%	13%	29%	8%	-	50%	-	7%	-	50%
25 to 34	356	278	6	41	1	3	1	3	2	7	1	-	1	1	6	-
	28%	26%	23%	44%	33%	50%	17%	38%	29%	58%	100%	-	25%	7%	40%	-
35 to 44	367	305	9	27	1	1	1	2	1	4	-	1	1	5	5	-
	29%	29%	35%	29%	33%	17%	17%	25%	14%	33%	-	50%	25%	33%	33%	-
45 to 60	420	361	9	19	1	1	3	2	2	-	-	-	2	8	4	1
	33%	34%	35%	20%	33%	17%	50%	25%	29%	-	-	-	50%	53%	27%	50%
Over 60	82	77	-	2	-	1	-	-	-	-	-	-	-	-	-	-
	6%	7%	-	2%	-	17%	-	-	-	-	-	-	-	-	-	-
Not Stated	6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q2 - Gender

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1273	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	481	118	94	63	275	126	64	481	-	13	96	137	174	61	6	18	391	53	1	9	73	86	159	107	55
	38%	39%	30%	37%	35%	44%	42%	100%	-	31%	27%	37%	41%	74%	33%	21%	37%	66%	100%	43%	30%	30%	40%	41%	63%
Female	786	186	217	107	510	160	89	-	786	29	260	230	245	21	12	66	658	27	-	12	167	196	237	154	32
	62%	61%	70%	63%	65%	56%	58%	-	100%	69%	73%	63%	58%	26%	67%	79%	63%	34%	-	57%	70%	70%	60%	59%	37%
Not Stated	6	-	1	-	1	1	-	-	-	-	-	-	1	-	-	-	2	-	-	-	-	-	-	2	-
	*	-	*	-	*	*	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	1%	-

CIPR State of the Profession Survey November 2012

Q2 - Gender

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	481	2	14	172	37	49	14	31	10	28	14	17	14	22	16	41
	38%	18%	27%	40%	38%	46%	39%	40%	36%	26%	42%	32%	39%	34%	28%	49%
Female	786	9	38	253	61	58	22	46	18	78	19	36	22	43	40	42
	62%	82%	73%	59%	62%	54%	61%	60%	64%	74%	58%	68%	61%	66%	70%	51%
Not Stated	6	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-	2%	-

CIPR State of the Profession Survey November 2012

Q2 - Gender

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	481	406	10	29	-	3	1	6	2	1	-	1	3	1	7	1
	38%	39%	38%	31%	-	50%	17%	75%	29%	8%	-	50%	75%	7%	47%	50%
Female	786	643	16	64	3	3	5	2	5	11	1	1	1	14	8	1
	62%	61%	62%	69%	100%	50%	83%	25%	71%	92%	100%	50%	25%	93%	53%	50%
Not Stated	6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q3 - CIPR membership

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR					
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
Total	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Affiliate	18	5	3	11	2	2	6	12	2	8	3	4	1	18	-	-	-	-	-	11	2	5	-	-
	1%	2%	1%	2%	1%	1%	1%	2%	5%	2%	1%	1%	1%	100%	-	-	-	-	-	5%	1%	1%	-	-
Associate	84	32	23	67	14	2	18	66	16	47	18	3	-	-	84	-	-	-	-	57	18	8	1	-
	7%	11%	7%	9%	5%	1%	4%	8%	38%	13%	5%	1%	-	-	100%	-	-	-	-	24%	6%	2%	*	-
Member	1051	245	269	659	231	129	391	658	22	286	328	361	52	-	-	1051	-	-	-	159	251	361	224	55
	83%	81%	86%	84%	80%	84%	81%	84%	52%	80%	89%	86%	63%	-	-	100%	-	-	-	66%	89%	91%	85%	63%
Fellow	80	11	7	24	34	17	53	27	-	-	8	44	28	-	-	-	80	-	-	1	-	13	36	30
	6%	4%	2%	3%	12%	11%	11%	3%	-	-	2%	10%	34%	-	-	-	100%	-	-	*	-	3%	14%	34%
Hon Fellow	1	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	1%	*	-	-	-	-	-	1%	-	-	-	-	100%	-	-	-	-	-	1%
Global Affiliate	21	9	6	17	3	1	9	12	-	7	6	8	-	-	-	-	-	-	21	5	7	7	1	1
	2%	3%	2%	2%	1%	1%	2%	2%	-	2%	2%	2%	-	-	-	-	-	-	100%	2%	2%	2%	*	1%
I don't know	14	2	4	8	3	1	3	11	2	8	4	-	-	-	-	-	-	-	-	7	4	2	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	5%	2%	1%	-	-	-	-	-	-	-	-	3%	1%	1%	*	-
Not Stated	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



CIPR State of the Profession Survey November 2012

Q3 - CIPR membership

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Affiliate	18	-	-	6	1	-	2	2	-	-	-	1	-	-	1	5
	1%	-	-	1%	1%	-	6%	3%	-	-	-	2%	-	-	2%	6%
Associate	84	4	5	28	3	7	2	5	1	5	-	10	2	6	2	3
	7%	36%	10%	7%	3%	7%	6%	6%	4%	5%	-	19%	6%	9%	4%	4%
Member	1051	7	43	359	84	89	31	66	26	94	30	38	32	56	50	46
	83%	64%	83%	84%	86%	83%	86%	86%	93%	89%	91%	72%	89%	86%	88%	55%
Fellow	80	-	4	28	8	8	-	4	1	7	2	4	2	3	3	6
	6%	-	8%	7%	8%	7%	-	5%	4%	7%	6%	8%	6%	5%	5%	7%
Hon Fellow	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Global Affiliate	21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25%
I don't know	14	-	-	4	2	3	1	-	-	-	1	-	-	-	1	2
	1%	-	-	1%	2%	3%	3%	-	-	-	3%	-	-	-	2%	2%
Not Stated	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q3 - CIPR membership

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Affiliate	18	9	-	4	-	1	1	1	-	-	-	-	-	1	1	-
	1%	1%	-	4%	-	17%	17%	13%	-	-	-	-	-	7%	7%	-
Associate	84	75	1	3	-	-	-	2	-	2	-	-	-	-	-	-
	7%	7%	4%	3%	-	-	-	25%	-	17%	-	-	-	-	-	-
Member	1051	880	24	71	3	5	5	4	7	7	1	2	4	13	11	2
	83%	84%	92%	76%	100%	83%	83%	50%	100%	58%	100%	100%	100%	87%	73%	100%
Fellow	80	73	-	4	-	-	-	-	-	-	-	-	-	-	-	-
	6%	7%	-	4%	-	-	-	-	-	-	-	-	-	-	-	-
Hon Fellow	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global Affiliate	21	4	1	8	-	-	-	-	-	2	-	-	-	1	3	-
	2%	*	4%	9%	-	-	-	-	-	17%	-	-	-	7%	20%	-
I don't know	14	9	-	3	-	-	-	1	-	1	-	-	-	-	-	-
	1%	1%	-	3%	-	-	-	13%	-	8%	-	-	-	-	-	-
Not Stated	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q4 - Region where work

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1273	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Channel Islands	11	6	-	-	6	5	-	2	9	1	4	2	3	1	-	4	7	-	-	-	3	4	3	1	-
	1%	2%	-	-	1%	2%	-	*	1%	2%	1%	1%	1%	1%	-	5%	1%	-	-	-	1%	1%	1%	*	-
East Anglia	52	7	10	9	26	15	9	14	38	1	15	12	19	5	-	5	43	4	-	-	15	7	14	11	5
	4%	2%	3%	5%	3%	5%	6%	3%	5%	2%	4%	3%	5%	6%	-	6%	4%	5%	-	-	6%	2%	4%	4%	6%
Greater London	426	109	89	81	279	94	38	172	253	11	142	130	121	22	6	28	359	28	1	-	80	107	131	85	23
	33%	36%	29%	48%	35%	33%	25%	36%	32%	26%	40%	35%	29%	27%	33%	33%	34%	35%	100%	-	33%	38%	33%	32%	26%
Home Counties South	98	26	18	7	51	23	23	37	61	3	15	29	44	7	1	3	84	8	-	-	9	18	34	25	12
	8%	9%	6%	4%	6%	8%	15%	8%	8%	7%	4%	8%	10%	9%	6%	4%	8%	10%	-	-	4%	6%	9%	10%	14%
Midlands	107	30	24	11	65	26	14	49	58	5	23	26	44	9	-	7	89	8	-	-	19	22	24	30	12
	8%	10%	8%	6%	8%	9%	9%	10%	7%	12%	6%	7%	10%	11%	-	8%	8%	10%	-	-	8%	8%	6%	11%	14%
North East	36	5	11	5	21	7	6	14	22	2	10	13	10	1	2	2	31	-	-	-	11	11	8	5	1
	3%	2%	4%	3%	3%	2%	4%	3%	3%	5%	3%	4%	2%	1%	11%	2%	3%	-	-	-	5%	4%	2%	2%	1%
North West	77	12	25	10	47	19	7	31	46	4	18	17	31	7	2	5	66	4	-	-	12	12	30	21	2
	6%	4%	8%	6%	6%	7%	5%	6%	6%	10%	5%	5%	7%	9%	11%	6%	6%	5%	-	-	5%	4%	8%	8%	2%
Northern Ireland	28	4	7	3	14	11	1	10	18	3	8	9	6	2	-	1	26	1	-	-	6	8	8	3	3
	2%	1%	2%	2%	2%	4%	1%	2%	2%	7%	2%	2%	1%	2%	-	1%	2%	1%	-	-	3%	3%	2%	1%	3%
Scotland	106	21	30	15	66	23	14	28	78	2	26	30	42	6	-	5	94	7	-	-	21	14	40	21	10
	8%	7%	10%	9%	8%	8%	9%	6%	10%	5%	7%	8%	10%	7%	-	6%	9%	9%	-	-	9%	5%	10%	8%	11%
Thames & Chiltern	33	8	11	3	22	5	6	14	19	-	5	14	14	-	-	-	30	2	-	-	5	5	12	10	1
	3%	3%	4%	2%	3%	2%	4%	3%	2%	-	1%	4%	3%	-	-	-	3%	3%	-	-	2%	2%	3%	4%	1%
Wales	53	10	23	7	40	6	5	17	36	1	16	20	10	5	1	10	38	4	-	-	11	19	13	8	2
	4%	3%	7%	4%	5%	2%	3%	4%	5%	2%	4%	5%	2%	6%	6%	12%	4%	5%	-	-	5%	7%	3%	3%	2%
Wessex	36	8	10	4	22	5	6	14	22	3	15	8	8	2	-	2	32	2	-	-	10	11	7	6	2
	3%	3%	3%	2%	3%	2%	4%	3%	3%	7%	4%	2%	2%	2%	-	2%	3%	3%	-	-	4%	4%	2%	2%	2%
West of England	65	16	20	7	43	12	8	22	43	2	14	22	23	4	-	6	56	3	-	-	10	17	23	11	4
	5%	5%	6%	4%	5%	4%	5%	5%	5%	5%	4%	6%	5%	5%	-	7%	5%	4%	-	-	4%	6%	6%	4%	5%
Yorkshire & Lincolnshire	57	11	18	3	32	18	4	16	40	2	21	13	17	3	1	2	50	3	-	-	9	13	22	11	2
	4%	4%	6%	2%	4%	6%	3%	3%	5%	5%	6%	4%	4%	4%	6%	2%	5%	4%	-	-	4%	5%	6%	4%	2%
Outside the UK	83	30	16	5	51	18	12	41	42	2	23	22	28	8	5	3	46	6	-	21	18	14	27	15	8
	7%	10%	5%	3%	6%	6%	8%	9%	5%	5%	6%	6%	7%	10%	28%	4%	4%	8%	-	100%	8%	5%	7%	6%	9%

CIPR State of the Profession Survey November 2012

Q4 - Region where work

Base: All respondents

Total	Role						Gender		Age					CIPR affiliation					Years in PR					
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
1273 100%	304 100%	312 100%	170 100%	786 100%	287 100%	153 100%	481 100%	786 100%	42 100%	356 100%	367 100%	420 100%	82 100%	18 100%	84 100%	1051 100%	80 100%	1 100%	21 100%	240 100%	282 100%	396 100%	263 100%	87 100%
NET - UK excluding London 759 60%	164 54%	207 66%	84 49%	455 58%	175 61%	103 67%	268 56%	490 62%	29 69%	190 53%	215 59%	271 65%	52 63%	7 39%	52 62%	646 61%	46 58%	- -	- -	141 59%	161 57%	238 60%	163 62%	56 64%
Not Stated 5 *	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	- -

CIPR State of the Profession Survey November 2012

Q4 - Region where work

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Channel Islands	11	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East Anglia	52	-	52	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Greater London	426	-	-	426	-	-	-	-	-	-	-	-	-	-	-	-
	33%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
Home Counties South	98	-	-	-	98	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Midlands	107	-	-	-	-	107	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
North East	36	-	-	-	-	-	36	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-
North West	77	-	-	-	-	-	-	77	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
Northern Ireland	28	-	-	-	-	-	-	-	28	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
Scotland	106	-	-	-	-	-	-	-	-	106	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
Thames & Chiltern	33	-	-	-	-	-	-	-	-	-	33	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
Wales	53	-	-	-	-	-	-	-	-	-	-	53	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
Wessex	36	-	-	-	-	-	-	-	-	-	-	-	36	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
West of England	65	-	-	-	-	-	-	-	-	-	-	-	-	65	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-
Yorkshire & Lincolnshire	57	-	-	-	-	-	-	-	-	-	-	-	-	-	57	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Outside the UK	83	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%

CIPR State of the Profession Survey November 2012

Q4 - Region where work

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET - UK excluding London	759	11	52	-	98	107	36	77	28	106	33	53	36	65	57	-
	60%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Not Stated	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q4 - Region where work

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Channel Islands	11	10	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-
East Anglia	52	50	-	1	-	-	-	-	-	-	-	-	-	-	-	1
	4%	5%	-	1%	-	-	-	-	-	-	-	-	-	-	-	50%
Greater London	426	324	13	36	2	2	5	4	6	7	1	2	1	8	6	-
	33%	31%	50%	39%	67%	33%	83%	50%	86%	58%	100%	100%	25%	53%	40%	-
Home Counties South	98	91	-	4	-	-	1	-	-	-	-	-	-	1	-	-
	8%	9%	-	4%	-	-	17%	-	-	-	-	-	-	7%	-	-
Midlands	107	95	-	7	1	1	-	-	-	1	-	-	-	2	-	-
	8%	9%	-	8%	33%	17%	-	-	-	8%	-	-	-	13%	-	-
North East	36	33	-	-	-	-	-	1	1	-	-	-	1	-	-	-
	3%	3%	-	-	-	-	-	13%	14%	-	-	-	25%	-	-	-
North West	77	71	-	1	-	-	-	2	-	-	-	-	-	-	-	1
	6%	7%	-	1%	-	-	-	25%	-	-	-	-	-	-	-	50%
Northern Ireland	28	20	6	2	-	-	-	-	-	-	-	-	-	-	-	-
	2%	2%	23%	2%	-	-	-	-	-	-	-	-	-	-	-	-
Scotland	106	90	-	14	-	1	-	-	-	-	-	-	-	-	-	-
	8%	9%	-	15%	-	17%	-	-	-	-	-	-	-	-	-	-
Thames & Chiltern	33	30	1	1	-	-	-	-	-	-	-	-	-	1	-	-
	3%	3%	4%	1%	-	-	-	-	-	-	-	-	-	7%	-	-
Wales	53	48	-	4	-	-	-	-	-	-	-	-	-	-	-	-
	4%	5%	-	4%	-	-	-	-	-	-	-	-	-	-	-	-
Wessex	36	35	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	3%	3%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-
West of England	65	62	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	5%	6%	4%	-	-	-	-	-	-	-	-	-	-	7%	-	-
Yorkshire & Lincolnshire	57	52	1	-	-	1	-	1	-	1	-	-	1	-	-	-
	4%	5%	4%	-	-	17%	-	13%	-	8%	-	-	25%	-	-	-
Outside the UK	83	39	4	21	-	1	-	-	-	3	-	-	1	2	9	-
	7%	4%	15%	23%	-	17%	-	-	-	25%	-	-	25%	13%	60%	-

CIPR State of the Profession Survey November 2012

Q4 - Region where work

Base: All respondents

Total	Ethnicity															
	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background	
1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
NET - UK excluding London	759	687	9	36	1	3	1	4	1	2	-	-	2	5	-	2
	60%	65%	35%	39%	33%	50%	17%	50%	14%	17%	-	-	50%	33%	-	100%
Not Stated	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q5 - Ethnicity

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
White British	1051	245	262	138	645	245	131	406	643	28	278	305	361	77	9	75	880	73	1	4	172	230	329	239	80
	83%	81%	84%	81%	82%	85%	86%	84%	82%	67%	78%	83%	86%	94%	50%	89%	84%	91%	100%	19%	72%	82%	83%	91%	92%
Irish	26	5	6	7	18	5	3	10	16	2	6	9	9	-	-	1	24	-	-	1	6	5	8	6	1
	2%	2%	2%	4%	2%	2%	2%	2%	2%	5%	2%	2%	2%	-	-	1%	2%	-	-	5%	3%	2%	2%	2%	1%
Other white background	93	29	22	13	64	18	5	29	64	4	41	27	19	2	4	3	71	4	-	8	32	21	30	9	1
	7%	10%	7%	8%	8%	6%	3%	6%	8%	10%	12%	7%	5%	2%	22%	4%	7%	5%	-	38%	13%	7%	8%	3%	1%
White and black Caribbean	3	1	-	1	2	-	1	-	3	-	1	1	1	-	-	-	3	-	-	-	1	-	2	-	-
	*	*	-	1%	*	-	1%	-	*	-	*	*	*	-	-	-	*	-	-	-	*	-	1%	-	-
White and black African	6	1	2	1	4	-	1	3	3	-	3	1	1	1	1	-	5	-	-	-	3	-	2	1	-
	*	*	1%	1%	1%	-	1%	1%	*	-	1%	*	*	1%	6%	-	*	-	-	-	1%	-	1%	*	-
White and Asian	6	-	1	1	2	1	3	1	5	1	1	1	3	-	1	-	5	-	-	-	1	3	-	2	-
	*	-	*	1%	*	*	2%	*	1%	2%	*	*	1%	-	6%	-	*	-	-	-	*	1%	-	1%	-
Another mixed background	8	2	2	-	4	3	1	6	2	1	3	2	2	-	1	2	4	-	-	-	4	2	2	-	-
	1%	1%	1%	-	1%	1%	1%	1%	*	2%	1%	1%	*	-	6%	2%	*	-	-	-	2%	1%	1%	-	-
Chinese	7	2	-	2	4	-	2	2	5	2	2	1	2	-	-	-	7	-	-	-	3	1	2	-	1
	1%	1%	-	1%	1%	-	1%	*	1%	5%	1%	*	*	-	-	-	1%	-	-	-	1%	*	1%	-	1%
Japanese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indian	12	3	5	-	8	3	-	1	11	1	7	4	-	-	-	2	7	-	-	2	4	5	3	-	-
	1%	1%	2%	-	1%	1%	-	*	1%	2%	2%	1%	-	-	-	2%	1%	-	-	10%	2%	2%	1%	-	-
Pakistani	1	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-
	*	*	-	-	*	-	-	-	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-
Bangladeshi	2	-	-	-	-	1	1	1	1	1	-	1	-	-	-	-	2	-	-	-	1	-	1	-	-
	*	-	-	-	-	*	1%	*	*	2%	-	*	-	-	-	-	*	-	-	-	*	-	*	-	-
Another Asian background	4	-	-	2	2	1	-	3	1	-	1	1	2	-	-	-	4	-	-	-	1	-	3	-	-
	*	-	-	1%	*	*	-	1%	*	-	*	*	*	-	-	-	*	-	-	-	*	-	1%	-	-
Caribbean	15	2	5	3	10	1	2	1	14	1	1	5	8	-	1	-	13	-	-	1	1	6	5	1	2
	1%	1%	2%	2%	1%	*	1%	*	2%	2%	*	1%	2%	-	6%	-	1%	-	-	5%	*	2%	1%	*	2%
African	15	5	4	-	9	4	1	7	8	-	6	5	4	-	1	-	11	-	-	3	5	5	4	-	1
	1%	2%	1%	-	1%	1%	1%	1%	1%	-	2%	1%	1%	-	6%	-	1%	-	-	14%	2%	2%	1%	-	1%

CIPR State of the Profession Survey November 2012

Q5 - Ethnicity

Base: All respondents

Total	Role						Gender		Age					CIPR affiliation					Years in PR					
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
1273 100%	304 100%	312 100%	170 100%	786 100%	287 100%	153 100%	481 100%	786 100%	42 100%	356 100%	367 100%	420 100%	82 100%	18 100%	84 100%	1051 100%	80 100%	1 100%	21 100%	240 100%	282 100%	396 100%	263 100%	87 100%
Another black background 2 *	-	-	1 1%	1 *	-	1 1%	1 *	1 *	1 2%	-	-	1 *	-	-	-	2 *	-	-	-	1 *	-	-	1 *	-
Prefer not to say 22 2%	8 3%	3 1%	1 1%	12 2%	5 2%	1 1%	10 2%	8 1%	-	5 1%	4 1%	7 2%	2 2%	-	1 1%	12 1%	3 4%	-	2 10%	4 2%	4 1%	5 1%	4 2%	1 1%

CIPR State of the Profession Survey November 2012

Q5 - Ethnicity

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White British	1051	10	50	324	91	95	33	71	20	90	30	48	35	62	52	39
	83%	91%	96%	76%	93%	89%	92%	92%	71%	85%	91%	91%	97%	95%	91%	47%
Irish	26	-	-	13	-	-	-	-	6	-	1	-	-	1	1	4
	2%	-	-	3%	-	-	-	-	21%	-	3%	-	-	2%	2%	5%
Other white background	93	1	1	36	4	7	-	1	2	14	1	4	1	-	-	21
	7%	9%	2%	8%	4%	7%	-	1%	7%	13%	3%	8%	3%	-	-	25%
White and black Caribbean	3	-	-	2	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	*	-	1%	-	-	-	-	-	-	-	-	-	-
White and black African	6	-	-	2	-	1	-	-	-	1	-	-	-	-	1	1
	*	-	-	*	-	1%	-	-	-	1%	-	-	-	-	2%	1%
White and Asian	6	-	-	5	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-	-
Another mixed background	8	-	-	4	-	-	1	2	-	-	-	-	-	-	1	-
	1%	-	-	1%	-	-	3%	3%	-	-	-	-	-	-	2%	-
Chinese	7	-	-	6	-	-	1	-	-	-	-	-	-	-	-	-
	1%	-	-	1%	-	-	3%	-	-	-	-	-	-	-	-	-
Japanese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indian	12	-	-	7	-	1	-	-	-	-	-	-	-	-	1	3
	1%	-	-	2%	-	1%	-	-	-	-	-	-	-	-	2%	4%
Pakistani	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Bangladeshi	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Another Asian background	4	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1
	*	-	-	*	-	-	3%	-	-	-	-	-	-	-	2%	1%
Caribbean	15	-	-	8	1	2	-	-	-	-	1	-	-	1	-	2
	1%	-	-	2%	1%	2%	-	-	-	-	3%	-	-	2%	-	2%
African	15	-	-	6	-	-	-	-	-	-	-	-	-	-	-	9
	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	11%

CIPR State of the Profession Survey November 2012

Q5 - Ethnicity

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Another black background	2	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	2%	-	-	-	-	1%	-	-	-	-	-	-	-	-
Prefer not to say	22	-	-	9	1	-	-	2	-	1	-	1	-	1	-	3
	2%	-	-	2%	1%	-	-	3%	-	1%	-	2%	-	2%	-	4%

CIPR State of the Profession Survey November 2012

Q5 - Ethnicity

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White British	1051	1051	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	83%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irish	26	-	26	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other white background	93	-	-	93	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
White and black Caribbean	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
White and black African	6	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
White and Asian	6	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-
Another mixed background	8	-	-	-	-	-	-	8	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
Chinese	7	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
Japanese	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indian	12	-	-	-	-	-	-	-	-	12	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
Pakistani	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
Bangladeshi	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
Another Asian background	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Caribbean	15	-	-	-	-	-	-	-	-	-	-	-	-	15	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-
African	15	-	-	-	-	-	-	-	-	-	-	-	-	-	15	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-

CIPR State of the Profession Survey November 2012

Q5 - Ethnicity

Base: All respondents

Total	Ethnicity														
	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Another black background	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Prefer not to say	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q6 - Role

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1273	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	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	304	304	-	-	304	-	-	118	186	10	111	91	85	6	5	32	245	11	-	9	78	73	98	48	7
	24%	100%	-	-	39%	-	-	25%	24%	24%	31%	25%	20%	7%	28%	38%	23%	14%	-	43%	33%	26%	25%	18%	8%
I work in-house in the public sector	312	-	312	-	312	-	-	94	217	5	98	109	92	7	3	23	269	7	-	6	54	98	96	52	12
	25%	-	100%	-	40%	-	-	20%	28%	12%	28%	30%	22%	9%	17%	27%	26%	9%	-	29%	23%	35%	24%	20%	14%
I work in-house for a not-for-profit organisation/ NGO	170	-	-	170	170	-	-	63	107	7	58	54	46	5	3	12	145	6	-	2	38	42	58	27	5
	13%	-	-	100%	22%	-	-	13%	14%	17%	16%	15%	11%	6%	17%	14%	14%	8%	-	10%	16%	15%	15%	10%	6%
I work in a consultancy/agency	287	-	-	-	-	287	-	126	160	11	72	68	108	28	2	14	231	34	-	3	51	47	88	67	34
	23%	-	-	-	-	100%	-	26%	20%	26%	20%	19%	26%	34%	11%	17%	22%	43%	-	14%	21%	17%	22%	25%	39%
I work freelance	153	-	-	-	-	-	153	64	89	4	9	38	75	27	2	2	129	17	1	1	7	18	46	60	22
	12%	-	-	-	-	-	100%	13%	11%	10%	3%	10%	18%	33%	11%	2%	12%	21%	100%	5%	3%	6%	12%	23%	25%
I am not currently employed	30	-	-	-	-	-	-	7	23	5	7	7	10	1	3	1	24	-	-	-	12	3	10	3	2
	2%	-	-	-	-	-	-	1%	3%	12%	2%	2%	2%	1%	17%	1%	2%	-	-	-	5%	1%	3%	1%	2%
I am retired	9	-	-	-	-	-	-	8	1	-	-	-	1	8	-	-	5	4	-	-	-	-	-	3	5
	1%	-	-	-	-	-	-	2%	*	-	-	-	*	10%	-	-	*	5%	-	-	-	-	-	1%	6%
Not Stated	8	-	-	-	-	-	-	1	3	-	1	-	3	-	-	-	3	1	-	-	-	-	-	3	-
	1%	-	-	-	-	-	-	*	*	-	*	-	1%	-	-	*	1%	-	-	-	-	*	-	1%	-

CIPR State of the Profession Survey November 2012

Q6 - Role

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I work in-house in the private sector	304	6	7	109	26	30	5	12	4	21	8	10	8	16	11	30
	24%	55%	13%	26%	27%	28%	14%	16%	14%	20%	24%	19%	22%	25%	19%	36%
I work in-house in the public sector	312	-	10	89	18	24	11	25	7	30	11	23	10	20	18	16
	25%	-	19%	21%	18%	22%	31%	32%	25%	28%	33%	43%	28%	31%	32%	19%
I work in-house for a not-for-profit organisation/NGO	170	-	9	81	7	11	5	10	3	15	3	7	4	7	3	5
	13%	-	17%	19%	7%	10%	14%	13%	11%	14%	9%	13%	11%	11%	5%	6%
I work in a consultancy/agency	287	5	15	94	23	26	7	19	11	23	5	6	5	12	18	18
	23%	45%	29%	22%	23%	24%	19%	25%	39%	22%	15%	11%	14%	18%	32%	22%
I work freelance	153	-	9	38	23	14	6	7	1	14	6	5	6	8	4	12
	12%	-	17%	9%	23%	13%	17%	9%	4%	13%	18%	9%	17%	12%	7%	14%
I am not currently employed	30	-	1	12	-	1	2	3	1	3	-	2	2	-	3	-
	2%	-	2%	3%	-	1%	6%	4%	4%	3%	-	4%	6%	-	5%	-
I am retired	9	-	-	2	1	-	-	-	1	-	-	-	1	2	-	2
	1%	-	-	*	1%	-	-	-	4%	-	-	-	3%	3%	-	2%
Not Stated	8	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-
	1%	-	2%	*	-	1%	-	1%	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q6 - Role

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I work in-house in the private sector	304	245	5	29	1	1	-	2	2	3	1	-	-	2	5	-
	24%	23%	19%	31%	33%	17%	-	25%	29%	25%	100%	-	-	13%	33%	-
I work in-house in the public sector	312	262	6	22	-	2	1	2	-	5	-	-	-	5	4	-
	25%	25%	23%	24%	-	33%	17%	25%	-	42%	-	-	-	33%	27%	-
I work in-house for a not-for-profit organisation/NGO	170	138	7	13	1	1	1	-	2	-	-	-	2	3	-	1
	13%	13%	27%	14%	33%	17%	17%	-	29%	-	-	-	50%	20%	-	50%
I work in a consultancy/agency	287	245	5	18	-	-	1	3	-	3	-	1	1	1	4	-
	23%	23%	19%	19%	-	-	17%	38%	-	25%	-	50%	25%	7%	27%	-
I work freelance	153	131	3	5	1	1	3	1	2	-	-	1	-	2	1	1
	12%	12%	12%	5%	33%	17%	50%	13%	29%	-	-	50%	-	13%	7%	50%
I am not currently employed	30	17	-	6	-	1	-	-	1	1	-	-	1	2	1	-
	2%	2%	-	6%	-	17%	-	-	14%	8%	-	-	25%	13%	7%	-
I am retired	9	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Stated	8	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q7 - Years in PR

Base: All respondents

	Total	Role						Gender		Age					CIPR affiliation					Years in PR					
		In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
	1273	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-2	(1.0)	84	25	17	13	55	16	5	26	58	33	38	11	2	6	34	42	-	-	-	84	-	-	-	-
		7%	8%	5%	8%	7%	6%	3%	5%	7%	79%	11%	3%	*	33%	40%	4%	-	-	-	35%	-	-	-	-
3-5	(4.0)	156	53	37	25	115	35	2	47	109	9	114	18	15	5	23	117	1	5	156	-	-	-	-	
		12%	17%	12%	15%	15%	12%	1%	10%	14%	21%	32%	5%	4%	28%	27%	11%	1%	-	65%	-	-	-	-	
6-10	(8.0)	282	73	98	42	213	47	18	86	196	-	169	76	35	2	18	251	-	7	-	282	-	-	-	
		22%	24%	31%	25%	27%	16%	12%	18%	25%	-	47%	21%	8%	2%	21%	24%	-	33%	-	100%	-	-	-	
11-15	(13.0)	239	61	59	47	167	38	28	85	154	-	35	146	56	2	6	220	4	5	-	-	239	-	-	
		19%	20%	19%	28%	21%	13%	18%	18%	20%	-	10%	40%	13%	1%	7%	21%	5%	-	24%	-	-	60%	-	
16-20	(18.0)	157	37	37	11	85	50	18	74	83	-	-	90	62	3	2	141	9	2	-	-	157	-	-	
		12%	12%	12%	6%	11%	17%	12%	15%	11%	-	-	25%	15%	17%	2%	13%	11%	-	10%	-	-	40%	-	
21-25	(23.0)	181	33	42	18	93	47	36	71	109	-	-	25	143	-	1	162	16	1	-	-	-	181	-	
		14%	11%	13%	11%	12%	16%	24%	15%	14%	-	-	7%	34%	-	1%	15%	20%	-	5%	-	-	69%	-	
26-30	(28.0)	82	15	10	9	34	20	24	36	45	-	-	-	69	-	-	62	20	-	-	-	-	82	-	
		6%	5%	3%	5%	4%	7%	16%	7%	6%	-	-	-	16%	-	-	6%	25%	-	-	-	-	31%	-	
31-35	(33.0)	48	6	9	1	16	19	11	27	21	-	-	-	32	-	-	32	15	1	-	-	-	-	48	
		4%	2%	3%	1%	2%	7%	7%	6%	3%	-	-	-	8%	-	-	3%	19%	-	5%	-	-	-	55%	
36-40	(38.0)	18	-	2	3	5	9	2	9	9	-	-	1	5	-	-	14	4	-	-	-	-	-	18	
		1%	-	1%	2%	1%	3%	1%	2%	1%	-	-	*	1%	-	-	1%	5%	-	-	-	-	-	21%	
40+	(43.0)	21	1	1	1	3	6	9	19	2	-	-	-	1	-	-	9	11	1	-	-	-	-	21	
		2%	*	*	1%	*	2%	6%	4%	*	-	-	-	*	-	-	1%	14%	100%	-	-	-	-	24%	
Not Stated		5	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	
		*	-	-	-	-	-	-	*	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	
Mean Score	14.61	12.17	12.96	12.44	12.54	16.70	20.73	16.73	13.29	1.64	6.46	13.14	20.70	32.14	6.78	4.85	14.62	28.33	43.00	11.10	2.95	8.00	14.98	24.56	36.45
Std Deviation	9.66	8.21	8.22	8.49	8.27	10.49	10.07	10.58	8.81	1.25	3.24	5.31	7.82	9.04	6.40	4.62	8.86	8.73	-	7.26	1.43	-	2.45	2.32	4.20
Std Error	.271	.471	.465	.651	.295	.619	.814	.483	.314	.192	.172	.277	.382	1.005	1.509	.504	.273	.976	-	1.584	.093	-	.123	.143	.450



CIPR State of the Profession Survey November 2012

Q7 - Years in PR

Base: All respondents

		Region															
Total		Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK	
		1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-2	(1.0)	84	2	4	26	4	8	4	5	3	6	-	2	3	6	7	4
		7%	18%	8%	6%	4%	7%	11%	6%	11%	6%	-	4%	8%	9%	12%	5%
3-5	(4.0)	156	1	11	54	5	11	7	7	3	15	5	9	7	4	2	14
		12%	9%	21%	13%	5%	10%	19%	9%	11%	14%	15%	17%	19%	6%	4%	17%
6-10	(8.0)	282	4	7	107	18	22	11	12	8	14	5	19	11	17	13	14
		22%	36%	13%	25%	18%	21%	31%	16%	29%	13%	15%	36%	31%	26%	23%	17%
11-15	(13.0)	239	1	9	72	19	14	5	21	3	25	7	9	3	18	16	17
		19%	9%	17%	17%	19%	13%	14%	27%	11%	24%	21%	17%	8%	28%	28%	20%
16-20	(18.0)	157	2	5	59	15	10	3	9	5	15	5	4	4	5	6	10
		12%	18%	10%	14%	15%	9%	8%	12%	18%	14%	15%	8%	11%	8%	11%	12%
21-25	(23.0)	181	1	6	65	19	22	5	11	3	15	7	4	3	4	7	9
		14%	9%	12%	15%	19%	21%	14%	14%	11%	14%	21%	8%	8%	6%	12%	11%
26-30	(28.0)	82	-	5	20	6	8	-	10	-	6	3	4	3	7	4	6
		6%	-	10%	5%	6%	7%	-	13%	-	6%	9%	8%	8%	11%	7%	7%
31-35	(33.0)	48	-	3	12	6	8	1	1	1	6	-	1	1	2	-	6
		4%	-	6%	3%	6%	7%	3%	1%	4%	6%	-	2%	3%	3%	-	7%
36-40	(38.0)	18	-	-	5	2	1	-	1	1	2	1	1	1	2	1	-
		1%	-	-	1%	2%	1%	-	1%	4%	2%	3%	2%	3%	3%	2%	-
40+	(43.0)	21	-	2	6	4	3	-	-	1	2	-	-	-	-	1	2
		2%	-	4%	1%	4%	3%	-	-	4%	2%	-	-	-	-	2%	2%
Not Stated		5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
		*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Mean Score		14.61	10.00	14.88	14.07	17.71	16.36	10.75	15.17	13.96	15.53	15.88	12.34	12.61	14.03	13.84	15.02
Std Deviation		9.66	7.21	11.12	9.22	10.22	10.71	7.95	8.75	10.88	9.96	8.63	8.65	9.81	9.43	9.19	10.20
Std Error		.271	2.174	1.542	.447	1.032	1.035	1.325	.998	2.057	.968	1.502	1.189	1.635	1.170	1.217	1.126

CIPR State of the Profession Survey November 2012

Q7 - Years in PR

Base: All respondents

	Total	Ethnicity														
		White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0-2	(1.0)	84	57	2	9	-	1	1	3	3	2	-	1	1	2	1
		7%	5%	8%	10%	-	17%	17%	38%	43%	17%	-	25%	7%	13%	50%
3-5	(4.0)	156	115	4	23	1	2	-	1	-	2	1	-	-	3	-
		12%	11%	15%	25%	33%	33%	-	13%	-	17%	100%	50%	-	20%	-
6-10	(8.0)	282	230	5	21	-	-	3	2	1	5	-	-	6	5	-
		22%	22%	19%	23%	-	-	50%	25%	14%	42%	-	-	40%	33%	-
11-15	(13.0)	239	193	6	22	1	-	-	2	2	2	-	-	2	4	2
		19%	18%	23%	24%	33%	-	-	25%	29%	17%	-	-	50%	27%	13%
16-20	(18.0)	157	136	2	8	1	2	-	-	-	1	-	1	1	2	-
		12%	13%	8%	9%	33%	33%	-	-	-	8%	-	50%	25%	7%	13%
21-25	(23.0)	181	166	4	6	-	1	1	-	-	-	-	-	1	-	-
		14%	16%	15%	6%	-	17%	17%	-	-	-	-	-	7%	-	-
26-30	(28.0)	82	73	2	3	-	-	1	-	-	-	-	-	-	-	1
		6%	7%	8%	3%	-	-	17%	-	-	-	-	-	-	-	50%
31-35	(33.0)	48	43	1	-	-	-	-	1	-	-	-	-	1	1	-
		4%	4%	4%	-	-	-	-	14%	-	-	-	-	7%	7%	-
36-40	(38.0)	18	17	-	-	-	-	-	-	-	-	-	-	1	-	-
		1%	2%	-	-	-	-	-	-	-	-	-	-	7%	-	-
40+	(43.0)	21	20	-	1	-	-	-	-	-	-	-	-	-	-	-
		2%	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-
Not Stated		5	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score	14.61	15.33	13.58	10.37	11.67	11.33	12.67	6.13	10.00	7.83	4.00	11.00	11.25	14.20	9.93	14.50
Std Deviation	9.66	9.75	9.01	7.67	7.09	9.37	10.42	5.14	11.50	5.04	-	9.90	7.23	10.08	8.30	19.09
Std Error	.271	.301	1.767	.795	4.096	3.827	4.256	1.817	4.348	1.456	-	7.000	3.614	2.603	2.144	13.50

CIPR State of the Profession Survey November 2012

Q8 - Current level of seniority

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1273	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intern / Trainee	19	2	3	1	6	5	2	3	16	13	4	1	1	-	2	-	14	-	-	-	19	-	-	-	-
	1%	1%	1%	1%	1%	2%	1%	1%	2%	31%	1%	*	*	-	11%	-	1%	-	-	-	8%	-	-	-	-
Assistant / Executive	55	22	9	7	38	12	2	10	45	16	34	1	4	-	6	21	28	-	-	-	45	9	1	-	-
	4%	7%	3%	4%	5%	4%	1%	2%	6%	38%	10%	*	1%	-	33%	25%	3%	-	-	-	19%	3%	*	-	-
Officer	166	41	71	46	158	3	2	50	116	5	104	35	20	2	3	29	130	-	-	2	78	63	16	6	3
	13%	13%	23%	27%	20%	1%	1%	10%	15%	12%	29%	10%	5%	2%	17%	35%	12%	-	-	10%	33%	22%	4%	2%	3%
Manager	356	112	122	54	288	40	14	112	244	2	141	120	88	5	3	21	316	3	-	7	65	124	120	41	6
	28%	37%	39%	32%	37%	14%	9%	23%	31%	5%	40%	33%	21%	6%	17%	25%	30%	4%	-	33%	27%	44%	30%	16%	7%
Head of Communications / Associate Director	206	72	73	28	173	15	16	75	130	1	30	89	78	6	1	4	182	10	-	8	10	32	105	49	10
	16%	24%	23%	16%	22%	5%	10%	16%	17%	2%	8%	24%	19%	7%	6%	5%	17%	13%	-	38%	4%	11%	27%	19%	11%
Director / Partner / MD	239	39	22	29	90	118	25	130	109	3	22	76	112	26	-	2	204	31	-	2	11	29	89	82	28
	19%	13%	7%	17%	11%	41%	16%	27%	14%	7%	6%	21%	27%	32%	-	2%	19%	39%	-	10%	5%	10%	22%	31%	32%
Owner	169	5	-	-	5	83	78	79	89	1	7	38	94	29	1	6	129	31	-	1	5	14	54	67	29
	13%	2%	-	-	1%	29%	51%	16%	11%	2%	2%	10%	22%	35%	6%	7%	12%	39%	-	5%	2%	5%	14%	25%	33%
Other	58	11	12	5	28	11	14	21	37	1	14	7	23	13	2	1	47	5	1	1	7	11	11	18	11
	5%	4%	4%	3%	4%	4%	9%	4%	5%	2%	4%	2%	5%	16%	11%	1%	4%	6%	100%	5%	3%	4%	3%	7%	13%
Not Stated	5	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	*	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q8 - Current level of seniority

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intern / Trainee	19	-	-	4	-	3	3	2	2	-	-	-	1	1	2	1
	1%	-	-	1%	-	3%	8%	3%	7%	-	-	-	3%	2%	4%	1%
Assistant / Executive	55	2	2	17	3	4	1	2	2	5	1	2	1	4	4	5
	4%	18%	4%	4%	3%	4%	3%	3%	7%	5%	3%	4%	3%	6%	7%	6%
Officer	166	2	9	56	6	13	5	8	5	14	8	14	6	7	6	6
	13%	18%	17%	13%	6%	12%	14%	10%	18%	13%	24%	26%	17%	11%	11%	7%
Manager	356	4	12	118	25	31	6	27	10	29	9	22	12	25	10	16
	28%	36%	23%	28%	26%	29%	17%	35%	36%	27%	27%	42%	33%	38%	18%	19%
Head of Communications / Associate Director	206	1	6	75	15	15	7	12	2	17	3	5	7	14	9	18
	16%	9%	12%	18%	15%	14%	19%	16%	7%	16%	9%	9%	19%	22%	16%	22%
Director / Partner / MD	239	1	11	96	22	19	5	13	4	23	6	5	3	11	8	12
	19%	9%	21%	23%	22%	18%	14%	17%	14%	22%	18%	9%	8%	17%	14%	14%
Owner	169	1	10	41	21	16	7	11	3	13	5	4	5	3	14	15
	13%	9%	19%	10%	21%	15%	19%	14%	11%	12%	15%	8%	14%	5%	25%	18%
Other	58	-	2	19	6	6	2	2	-	5	1	1	1	-	4	9
	5%	-	4%	4%	6%	6%	6%	3%	-	5%	3%	2%	3%	-	7%	11%
Not Stated	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%

CIPR State of the Profession Survey November 2012

Q8 - Current level of seniority

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Intern / Trainee	19	6	1	4	-	1	1	1	1	1	-	-	-	1	1	1
	1%	1%	4%	4%	-	17%	17%	13%	14%	8%	-	-	-	7%	7%	50%
Assistant / Executive	55	38	2	9	-	-	-	2	1	1	-	-	-	-	-	-
	4%	4%	8%	10%	-	-	-	25%	14%	8%	-	-	-	-	-	-
Officer	166	136	2	10	-	1	-	1	1	1	1	-	-	5	6	-
	13%	13%	8%	11%	-	17%	-	13%	14%	8%	100%	-	-	33%	40%	-
Manager	356	300	9	23	1	1	1	-	1	7	-	-	-	6	3	1
	28%	29%	35%	25%	33%	17%	17%	-	14%	58%	-	-	-	40%	20%	50%
Head of Communications / Associate Director	206	165	7	21	1	1	2	1	-	2	-	-	1	-	2	-
	16%	16%	27%	23%	33%	17%	33%	13%	-	17%	-	-	25%	-	13%	-
Director / Partner / MD	239	212	3	11	1	-	1	1	1	-	-	1	2	2	1	-
	19%	20%	12%	12%	33%	-	17%	13%	14%	-	-	50%	50%	13%	7%	-
Owner	169	151	2	7	-	1	-	2	1	-	-	1	-	1	-	-
	13%	14%	8%	8%	-	17%	-	25%	14%	-	-	50%	-	7%	-	-
Other	58	42	-	8	-	1	1	-	1	-	-	-	1	-	2	-
	5%	4%	-	9%	-	17%	17%	-	14%	-	-	-	25%	-	13%	-
Not Stated	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q9 - Gross basic salary/income per annum

Base: All respondents

	Total	Role						Gender		Age					CIPR affiliation					Years in PR						
		In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affiliate	Associate	Member	Fellow	Hon Fellow	Global Affiliate	0-5	6-10	11-20	21-30	31+	
	1273	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Less than £10,000	(5.0)	32	3	-	2	5	12	8	11	21	10	3	6	10	3	1	2	27	2	-	-	15	4	6	5	2
	3%	1%	-	1%	1%	4%	5%	2%	3%	24%	1%	2%	2%	4%	6%	2%	3%	3%	-	-	6%	1%	2%	2%	2%	
£10,001 to £20,000	(15.0)	53	17	10	4	31	10	9	20	33	10	24	8	8	3	3	7	36	1	-	4	32	7	9	5	-
	4%	6%	3%	2%	4%	3%	6%	4%	4%	24%	7%	2%	2%	4%	17%	8%	3%	1%	-	19%	13%	2%	2%	2%	-	
£20,001 to £30,000	(25.0)	187	45	50	40	135	30	17	37	150	18	105	37	23	4	6	42	133	1	-	3	94	49	25	14	5
	15%	15%	16%	24%	17%	10%	11%	8%	19%	43%	29%	10%	5%	5%	33%	50%	13%	1%	-	14%	39%	17%	6%	5%	6%	
£30,001 to £40,000	(35.0)	281	54	93	56	203	52	21	91	190	1	123	84	64	9	4	18	246	3	-	5	60	103	80	29	9
	22%	18%	30%	33%	26%	18%	14%	19%	24%	2%	35%	23%	15%	11%	22%	21%	23%	4%	-	24%	25%	37%	20%	11%	10%	
£40,001 to £50,000	(45.0)	204	47	69	32	148	32	18	79	125	1	59	64	71	9	2	6	186	7	1	-	19	68	70	38	9
	16%	15%	22%	19%	19%	11%	12%	16%	16%	2%	17%	17%	17%	11%	11%	7%	18%	9%	100%	-	8%	24%	18%	14%	10%	
£50,001 to £60,000	(55.0)	124	25	38	13	76	32	15	50	73	-	19	48	49	7	1	2	111	9	-	-	9	17	52	35	11
	10%	8%	12%	8%	10%	11%	10%	10%	9%	-	5%	13%	12%	9%	6%	2%	11%	11%	-	-	4%	6%	13%	13%	13%	
£60,001 to £70,000	(65.0)	93	24	24	6	54	24	15	37	56	-	9	36	39	9	-	-	84	8	-	1	1	13	44	27	8
	7%	8%	8%	4%	7%	8%	10%	8%	7%	-	3%	10%	9%	11%	-	-	8%	10%	-	5%	*	5%	11%	10%	9%	
£70,001 to £80,000	(75.0)	56	18	8	8	34	17	5	32	24	-	6	20	25	4	-	4	45	6	-	1	1	8	28	16	3
	4%	6%	3%	5%	4%	6%	3%	7%	3%	-	2%	5%	6%	5%	-	5%	4%	8%	-	5%	*	3%	7%	6%	3%	
£80,001 to £90,000	(85.0)	29	11	4	3	18	7	3	12	17	-	1	11	14	3	-	-	26	3	-	-	2	2	16	7	2
	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%	-	*	3%	3%	4%	-	-	2%	4%	-	-	1%	1%	4%	3%	2%
£90,001 to £100,000	(95.0)	29	11	1	-	12	15	1	22	6	-	-	9	19	1	-	1	18	10	-	-	-	2	10	12	5
	2%	4%	*	-	2%	5%	1%	5%	1%	-	-	2%	5%	1%	-	1%	2%	13%	-	-	-	1%	3%	5%	6%	
£100,001 to £150,000	(125.0)	25	8	3	1	12	6	7	12	13	-	-	7	15	3	-	1	18	5	-	-	-	-	8	14	3
	2%	3%	1%	1%	2%	2%	5%	2%	2%	-	-	2%	4%	4%	-	1%	2%	6%	-	-	-	-	2%	5%	3%	
More than £150,000	(175.0)	71	32	4	4	40	24	7	44	27	-	-	20	46	5	1	-	55	13	-	2	2	2	24	33	10
	6%	11%	1%	2%	5%	8%	5%	9%	3%	-	-	5%	11%	6%	6%	-	5%	16%	-	10%	1%	1%	6%	13%	11%	
I prefer not to say		80	9	8	1	18	26	26	31	49	2	7	17	36	18	-	1	63	10	-	5	5	7	23	27	18
	6%	3%	3%	1%	2%	9%	17%	6%	6%	5%	2%	5%	9%	22%	-	1%	6%	13%	-	24%	2%	2%	6%	10%	21%	
Not Stated		9	-	-	-	-	-	1	3	2	-	-	-	1	4	-	-	3	2	-	-	-	-	1	1	2
	1%	-	-	-	-	-	1%	*	-	*	-	-	*	5%	-	-	*	3%	-	-	-	-	*	*	2%	
Median	45	45	35	35	45	45	45	45	35	20	35	45	55	55	25	25	45	75	45	35	25	35	45	55	55	
Mean Score	52.77	61.92	44.47	42.93	50.83	60.48	53.73	62.38	46.86	18.25	34.74	55.83	68.42	62.50	36.67	32.47	52.50	88.82	45.00	50.00	29.85	40.38	59.33	73.68	74.25	
Std Deviation	38.01	46.09	22.58	26.43	35.29	44.01	40.26	44.11	32.45	9.71	12.74	36.27	46.19	43.28	36.66	18.40	36.55	49.66	-	51.64	18.68	18.41	37.25	48.26	49.18	
Std Error	1.105	2.683	1.295	2.033	1.274	2.724	3.587	2.086	1.197	1.535	.682	1.939	2.360	5.588	8.641	2.020	1.165	6.022	-	12.91	1.219	1.110	1.931	3.148	6.009	

CIPR State of the Profession Survey November 2012

Q9 - Gross basic salary/income per annum

Base: All respondents

	Total	Region														
		Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than £10,000	(5.0)	32	3	8	2	3	4	1	2	-	1	-	2	1	2	3
	3%	-	6%	2%	2%	3%	11%	1%	7%	-	3%	-	6%	2%	4%	4%
£10,001 to £20,000	(15.0)	53	3	10	4	3	1	3	-	4	-	3	2	3	6	11
	4%	-	6%	2%	4%	3%	3%	4%	-	4%	-	6%	6%	5%	11%	13%
£20,001 to £30,000	(25.0)	187	2	14	34	9	20	7	11	9	21	5	15	7	13	12
	15%	18%	27%	8%	9%	19%	19%	14%	32%	20%	15%	28%	19%	20%	12%	14%
£30,001 to £40,000	(35.0)	281	4	11	84	18	27	13	23	8	23	8	19	11	12	9
	22%	36%	21%	20%	18%	25%	36%	30%	29%	22%	24%	24%	36%	31%	18%	19%
£40,001 to £50,000	(45.0)	204	1	6	73	10	24	4	13	4	17	8	6	6	16	6
	16%	9%	12%	17%	10%	22%	11%	17%	14%	16%	24%	11%	17%	25%	18%	7%
£50,001 to £60,000	(55.0)	124	1	6	39	10	13	3	5	1	13	4	5	2	10	3
	10%	9%	12%	9%	10%	12%	8%	6%	4%	12%	12%	9%	6%	15%	16%	4%
£60,001 to £70,000	(65.0)	93	2	3	39	13	5	-	5	1	6	3	2	2	4	5
	7%	18%	6%	9%	13%	5%	-	6%	4%	6%	9%	4%	6%	6%	5%	6%
£70,001 to £80,000	(75.0)	56	-	-	30	3	3	-	5	-	4	1	1	1	2	5
	4%	-	-	7%	3%	3%	-	6%	-	4%	3%	2%	3%	2%	4%	6%
£80,001 to £90,000	(85.0)	29	1	-	12	4	-	2	1	-	2	1	1	-	-	4
	2%	9%	-	3%	4%	-	6%	1%	-	2%	3%	2%	3%	-	-	5%
£90,001 to £100,000	(95.0)	29	-	-	24	2	-	-	-	-	-	-	-	-	-	3
	2%	-	-	6%	2%	-	-	-	-	-	-	-	-	-	-	4%
£100,001 to £150,000	(125.0)	25	-	-	11	3	1	-	3	1	1	-	1	-	1	3
	2%	-	-	3%	3%	1%	-	4%	4%	1%	-	2%	-	2%	-	4%
More than £150,000	(175.0)	71	-	-	42	7	6	-	2	-	4	-	-	1	2	6
	6%	-	-	10%	7%	6%	-	3%	-	4%	-	-	3%	3%	2%	7%
I prefer not to say	80	-	4	20	13	2	2	5	1	11	2	-	-	2	6	12
	6%	-	8%	5%	13%	2%	6%	6%	4%	10%	6%	-	-	3%	11%	14%
Not Stated	9	-	2	-	-	-	-	-	1	-	-	-	1	-	-	1
	1%	-	4%	-	-	-	-	-	4%	-	-	-	3%	-	-	1%
Median	45	35	35	45	45	35	35	35	35	35	45	35	35	45	35	40
Mean Score	52.77	45.91	34.57	64.58	60.29	47.86	34.71	48.61	36.15	47.95	43.39	38.58	41.29	45.63	41.67	56.86
Std Deviation	38.01	19.21	15.63	44.28	42.27	35.51	18.50	31.77	22.33	32.28	16.75	18.92	29.11	29.61	25.59	46.91

CIPR State of the Profession Survey November 2012

Q9 - Gross basic salary/income per annum

Base: All respondents

Total	Region														
	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1.105	5.793	2.304	2.197	4.585	3.465	3.173	3.744	4.379	3.312	3.009	2.599	4.921	3.731	3.583	5.607

Std Error

CIPR State of the Profession Survey November 2012

Q9 - Gross basic salary/income per annum

Base: All respondents

	Total	Ethnicity														
		White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than £10,000	(5.0)	32	20	1	5	-	-	-	2	-	-	-	-	1	3	-
		3%	2%	4%	5%	-	-	-	29%	-	-	-	-	7%	20%	-
£10,001 to £20,000	(15.0)	53	29	-	14	-	1	1	-	1	-	1	1	-	3	-
		4%	3%	-	15%	-	17%	17%	-	8%	-	50%	25%	-	20%	-
£20,001 to £30,000	(25.0)	187	156	2	14	-	1	-	3	1	4	-	-	3	3	-
		15%	15%	8%	15%	-	17%	-	38%	14%	33%	-	-	20%	20%	-
£30,001 to £40,000	(35.0)	281	238	5	15	1	3	2	-	1	2	-	2	5	2	-
		22%	23%	19%	16%	33%	50%	33%	-	14%	17%	-	-	50%	33%	13%
£40,001 to £50,000	(45.0)	204	172	5	12	1	-	-	1	1	2	1	-	4	1	1
		16%	16%	19%	13%	33%	-	-	13%	14%	17%	100%	-	27%	7%	50%
£50,001 to £60,000	(55.0)	124	107	3	9	-	-	1	1	1	1	-	-	1	-	-
		10%	10%	12%	10%	-	-	17%	13%	14%	8%	-	-	7%	-	-
£60,001 to £70,000	(65.0)	93	78	1	7	-	-	1	2	1	-	-	-	-	1	-
		7%	7%	4%	8%	-	-	17%	25%	14%	-	-	-	-	7%	-
£70,001 to £80,000	(75.0)	56	47	3	3	-	-	1	-	-	-	-	-	-	-	-
		4%	4%	12%	3%	-	-	17%	-	-	-	-	-	-	-	-
£80,001 to £90,000	(85.0)	29	26	-	2	1	-	-	-	-	-	-	-	-	-	-
		2%	2%	-	2%	33%	-	-	-	-	-	-	-	-	-	-
£90,001 to £100,000	(95.0)	29	27	1	-	-	-	-	-	-	-	-	-	-	-	-
		2%	3%	4%	-	-	-	-	-	-	-	-	-	-	-	-
£100,001 to £150,000	(125.0)	25	20	1	1	-	-	-	-	-	-	1	1	-	-	-
		2%	2%	4%	1%	-	-	-	-	-	-	50%	25%	-	-	-
More than £150,000	(175.0)	71	63	1	7	-	-	-	-	-	-	-	-	-	-	-
		6%	6%	4%	8%	-	-	-	-	-	-	-	-	-	-	-
I prefer not to say	80	63	3	4	-	1	-	-	-	2	-	-	-	1	2	1
	6%	6%	12%	4%	-	17%	-	-	-	17%	-	-	-	7%	13%	50%
Not Stated	9	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Median	45	45	45	35	45	35	45	35	35	30	45	70	35	35	25	45
Mean Score	52.77	54.21	56.74	48.82	55.00	29.00	46.67	40.00	33.57	33.00	45.00	70.00	52.50	35.00	24.23	45.00
Std Deviation	38.01	38.39	36.26	42.73	26.46	8.94	22.29	20.00	23.40	12.29	-	77.78	49.24	12.40	17.54	-

CIPR State of the Profession Survey November 2012

Q9 - Gross basic salary/income per annum

Base: All respondents

Total	Ethnicity														
	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1.105	1.224	7.561	4.530	15.28	4.000	9.098	7.071	8.845	3.887	-	55.00	24.62	3.315	4.865	-

Std Error

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Branding

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	100%	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	32	14	5	7	26	6	-	10	22	3	10	10	8	1	-	6	22	3	-	1	7	9	6	10	-
	3%	5%	2%	4%	3%	2%	-	2%	3%	9%	3%	3%	2%	2%	-	7%	2%	5%	-	5%	3%	3%	2%	5%	-
I spend some of my time working on this area	305	96	86	48	230	75	-	97	208	5	79	87	120	13	4	15	261	14	-	9	52	59	100	75	19
	28%	32%	28%	28%	29%	26%	-	24%	31%	15%	23%	27%	36%	28%	31%	19%	29%	24%	-	45%	24%	23%	29%	39%	33%
I occasionally work on this area	494	129	146	79	354	140	-	201	293	17	157	164	135	21	6	39	403	31	-	8	96	120	172	78	28
	46%	42%	47%	46%	45%	49%	-	50%	44%	52%	46%	51%	41%	46%	46%	48%	45%	53%	-	40%	43%	46%	51%	40%	48%
I never work on this area	185	53	62	29	144	41	-	76	109	7	86	45	41	6	2	19	155	5	-	2	60	62	40	16	7
	17%	17%	20%	17%	18%	14%	-	19%	16%	21%	25%	14%	12%	13%	15%	23%	17%	9%	-	10%	27%	24%	12%	8%	12%
Not Stated	57	12	13	7	32	25	-	17	38	1	7	16	27	5	1	2	49	5	-	-	6	10	22	15	4
	5%	4%	4%	4%	4%	9%	-	4%	6%	3%	2%	5%	8%	11%	8%	2%	6%	9%	-	-	3%	4%	6%	8%	7%
EVER WORK IN THIS AREA	831	239	237	134	610	221	-	308	523	25	246	261	263	35	10	60	686	48	-	18	155	188	278	163	47
	77%	79%	76%	79%	78%	77%	-	77%	78%	76%	73%	81%	79%	76%	77%	74%	77%	83%	-	90%	70%	72%	82%	84%	81%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Branding

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	32	-	-	7	3	5	-	3	3	3	-	-	1	-	1	5
	3%	-	-	2%	4%	5%	-	5%	12%	3%	-	-	4%	-	2%	7%
I spend some of my time working on this area	305	3	18	106	23	19	10	20	2	22	8	13	10	12	12	27
	28%	27%	44%	28%	31%	21%	36%	30%	8%	25%	30%	28%	37%	22%	24%	39%
I occasionally work on this area	494	4	20	157	28	48	13	35	14	43	14	23	16	28	24	27
	46%	36%	49%	42%	38%	53%	46%	53%	56%	48%	52%	50%	59%	51%	48%	39%
I never work on this area	185	2	3	81	13	14	3	5	6	17	4	7	-	11	10	9
	17%	18%	7%	22%	18%	15%	11%	8%	24%	19%	15%	15%	-	20%	20%	13%
Not Stated	57	2	-	22	7	5	2	3	-	4	1	3	-	4	3	1
	5%	18%	-	6%	9%	5%	7%	5%	-	4%	4%	7%	-	7%	6%	1%
EVER WORK IN THIS AREA	831	7	38	270	54	72	23	58	19	68	22	36	27	40	37	59
	77%	64%	93%	72%	73%	79%	82%	88%	76%	76%	81%	78%	100%	73%	74%	86%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Branding

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	32	26	-	2	-	-	-	-	-	1	-	-	1	-	-	-
	3%	3%	-	2%	-	-	-	-	-	9%	-	-	33%	-	-	-
I spend some of my time working on this area	305	254	5	21	2	1	1	1	2	2	-	1	1	3	3	1
	28%	29%	22%	26%	100%	25%	33%	14%	50%	18%	-	100%	33%	27%	23%	100%
I occasionally work on this area	494	416	10	37	-	3	1	5	1	3	-	-	1	7	6	-
	46%	47%	43%	45%	-	75%	33%	71%	25%	27%	-	-	33%	64%	46%	-
I never work on this area	185	147	8	17	-	-	1	1	1	4	1	-	-	1	4	-
	17%	17%	35%	21%	-	-	33%	14%	25%	36%	100%	-	-	9%	31%	-
Not Stated	57	47	-	5	-	-	-	-	-	1	-	-	-	-	-	-
	5%	5%	-	6%	-	-	-	-	-	9%	-	-	-	-	-	-
EVER WORK IN THIS AREA	831	696	15	60	2	4	2	6	3	6	-	1	3	10	9	1
	77%	78%	65%	73%	100%	100%	67%	86%	75%	55%	-	100%	100%	91%	69%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	Total	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	100%	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	83	16	28	16	60	23	-	33	50	3	35	23	15	7	2	6	67	5	-	2	25	20	22	12	4
	8%	5%	9%	9%	8%	8%	-	8%	7%	9%	10%	7%	5%	15%	15%	7%	8%	9%	-	10%	11%	8%	6%	6%	7%
I spend some of my time working on this area	363	90	103	73	266	97	-	144	218	14	116	104	113	15	2	25	305	20	-	8	74	89	112	68	20
	34%	30%	33%	43%	34%	34%	-	36%	33%	42%	34%	32%	34%	33%	15%	31%	34%	34%	-	40%	33%	34%	33%	35%	34%
I occasionally work on this area	309	80	102	50	232	77	-	111	198	6	99	95	98	11	4	22	256	18	-	7	61	73	105	56	14
	29%	26%	33%	29%	30%	27%	-	28%	30%	18%	29%	30%	30%	24%	31%	27%	29%	31%	-	35%	28%	28%	31%	29%	24%
I never work on this area	256	102	64	26	192	64	-	90	166	8	79	83	76	9	4	23	211	10	-	3	53	68	80	42	13
	24%	34%	21%	15%	24%	22%	-	22%	25%	24%	23%	26%	23%	20%	31%	28%	24%	17%	-	15%	24%	26%	24%	22%	22%
Not Stated	62	16	15	5	36	26	-	23	38	2	10	17	29	4	1	5	51	5	-	-	8	10	21	16	7
	6%	5%	5%	3%	5%	9%	-	6%	6%	6%	3%	5%	9%	9%	8%	6%	6%	9%	-	-	4%	4%	6%	8%	12%
EVER WORK IN THIS AREA	755	186	233	139	558	197	-	288	466	23	250	222	226	33	8	53	628	43	-	17	160	182	239	136	38
	70%	61%	75%	82%	71%	69%	-	72%	70%	70%	74%	69%	68%	72%	62%	65%	71%	74%	-	85%	72%	70%	70%	70%	66%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	83	-	1	34	1	6	6	6	5	7	1	5	1	1	3	6
	8%	-	2%	9%	1%	7%	21%	9%	20%	8%	4%	11%	4%	2%	6%	9%
I spend some of my time working on this area	363	3	16	108	35	26	10	24	12	31	6	17	9	19	20	27
	34%	27%	39%	29%	47%	29%	36%	36%	48%	35%	22%	37%	33%	35%	40%	39%
I occasionally work on this area	309	3	11	114	15	24	8	18	6	28	11	12	5	18	14	22
	29%	27%	27%	31%	20%	26%	29%	27%	24%	31%	41%	26%	19%	33%	28%	32%
I never work on this area	256	2	10	96	21	27	4	14	2	17	7	9	8	15	11	12
	24%	18%	24%	26%	28%	30%	14%	21%	8%	19%	26%	20%	30%	27%	22%	17%
Not Stated	62	3	3	21	2	8	-	4	-	6	2	3	4	2	2	2
	6%	27%	7%	6%	3%	9%	-	6%	-	7%	7%	7%	15%	4%	4%	3%
EVER WORK IN THIS AREA	755	6	28	256	51	56	24	48	23	66	18	34	15	38	37	55
	70%	55%	68%	69%	69%	62%	86%	73%	92%	74%	67%	74%	56%	69%	74%	80%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	83	63	-	8	1	-	-	-	-	1	-	1	1	-	5	-
	8%	7%	-	10%	50%	-	-	-	-	9%	-	100%	33%	-	38%	-
I spend some of my time working on this area	363	301	9	31	1	2	1	2	2	2	-	-	2	4	3	-
	34%	34%	39%	38%	50%	50%	33%	29%	50%	18%	-	-	67%	36%	23%	-
I occasionally work on this area	309	261	9	22	-	-	-	2	-	5	-	-	-	3	3	-
	29%	29%	39%	27%	-	-	-	29%	-	45%	-	-	-	27%	23%	-
I never work on this area	256	211	5	17	-	2	2	3	2	3	1	-	-	4	2	1
	24%	24%	22%	21%	-	50%	67%	43%	50%	27%	100%	-	-	36%	15%	100%
Not Stated	62	54	-	4	-	-	-	-	-	-	-	-	-	-	-	-
	6%	6%	-	5%	-	-	-	-	-	-	-	-	-	-	-	-
EVER WORK IN THIS AREA	755	625	18	61	2	2	1	4	2	8	-	1	3	7	11	-
	70%	70%	78%	74%	100%	50%	33%	57%	50%	73%	-	100%	100%	64%	85%	-

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	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	188	52	47	19	118	70	-	69	119	7	39	60	72	10	2	7	151	22	-	4	24	35	61	53	15
	18%	17%	15%	11%	15%	24%	-	17%	18%	21%	12%	19%	22%	22%	15%	9%	17%	38%	-	20%	11%	13%	18%	27%	26%
I spend some of my time working on this area	540	155	145	82	382	158	-	213	325	12	158	173	172	23	4	38	456	26	-	12	84	136	199	90	31
	50%	51%	46%	48%	49%	55%	-	53%	49%	36%	47%	54%	52%	50%	31%	47%	51%	45%	-	60%	38%	52%	59%	46%	53%
I occasionally work on this area	254	75	85	50	210	44	-	83	171	8	102	65	68	11	5	23	214	8	-	2	71	68	65	41	9
	24%	25%	27%	29%	27%	15%	-	21%	26%	24%	30%	20%	21%	24%	38%	28%	24%	14%	-	10%	32%	26%	19%	21%	16%
I never work on this area	65	16	27	15	58	7	-	24	41	6	34	18	7	-	1	12	47	-	-	2	37	16	7	4	1
	6%	5%	9%	9%	7%	2%	-	6%	6%	18%	10%	6%	2%	-	8%	15%	5%	-	-	10%	17%	6%	2%	2%	2%
Not Stated	26	6	8	4	18	8	-	12	14	-	6	6	12	2	1	1	22	2	-	-	5	5	8	6	2
	2%	2%	3%	2%	2%	3%	-	3%	2%	-	2%	2%	4%	4%	8%	1%	2%	3%	-	-	2%	2%	2%	3%	3%
EVER WORK IN THIS AREA	982	282	277	151	710	272	-	365	615	27	299	298	312	44	11	68	821	56	-	18	179	239	325	184	55
	92%	93%	89%	89%	90%	95%	-	91%	92%	82%	88%	93%	94%	96%	85%	84%	92%	97%	-	90%	81%	92%	96%	95%	95%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	188	1	8	64	13	19	2	12	3	17	2	5	6	3	10	23
	18%	9%	20%	17%	18%	21%	7%	18%	12%	19%	7%	11%	22%	5%	20%	33%
I spend some of my time working on this area	540	8	17	194	47	40	15	31	12	51	16	20	9	25	26	29
	50%	73%	41%	52%	64%	44%	54%	47%	48%	57%	59%	43%	33%	45%	52%	42%
I occasionally work on this area	254	2	12	77	12	25	7	16	7	15	8	17	11	20	11	13
	24%	18%	29%	21%	16%	27%	25%	24%	28%	17%	30%	37%	41%	36%	22%	19%
I never work on this area	65	-	4	27	1	3	4	6	3	4	1	2	1	6	-	3
	6%	-	10%	7%	1%	3%	14%	9%	12%	4%	4%	4%	4%	11%	-	4%
Not Stated	26	-	-	11	1	4	-	1	-	2	-	2	-	1	3	1
	2%	-	-	3%	1%	4%	-	2%	-	2%	-	4%	-	2%	6%	1%
EVER WORK IN THIS AREA	982	11	37	335	72	84	24	59	22	83	26	42	26	48	47	65
	92%	100%	90%	90%	97%	92%	86%	89%	88%	93%	96%	91%	96%	87%	94%	94%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	188	154	4	8	1	-	-	2	-	1	-	1	-	3	8	-
	18%	17%	17%	10%	50%	-	-	29%	-	9%	-	100%	-	27%	62%	-
I spend some of my time working on this area	540	456	11	41	1	2	1	2	3	5	-	-	3	4	4	-
	50%	51%	48%	50%	50%	50%	33%	29%	75%	45%	-	-	100%	36%	31%	-
I occasionally work on this area	254	210	6	20	-	2	2	2	1	5	-	-	-	4	-	1
	24%	24%	26%	24%	-	50%	67%	29%	25%	45%	-	-	-	36%	-	100%
I never work on this area	65	48	2	12	-	-	-	1	-	-	1	-	-	-	1	-
	6%	5%	9%	15%	-	-	-	14%	-	-	100%	-	-	-	8%	-
Not Stated	26	22	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	2%	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-
EVER WORK IN THIS AREA	982	820	21	69	2	4	3	6	4	11	-	1	3	11	12	1
	92%	92%	91%	84%	100%	100%	100%	86%	100%	100%	-	100%	100%	100%	92%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	100%	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	44	21	8	7	36	8	-	18	26	2	19	9	9	5	2	5	32	2	-	3	12	14	8	6	4
	4%	7%	3%	4%	5%	3%	-	4%	4%	6%	6%	3%	3%	11%	15%	6%	4%	3%	-	15%	5%	5%	2%	3%	7%
I spend some of my time working on this area	270	118	55	27	200	70	-	106	164	9	69	83	92	16	4	21	218	17	-	8	50	55	92	54	19
	25%	39%	18%	16%	25%	24%	-	26%	24%	27%	20%	26%	28%	35%	31%	26%	24%	29%	-	40%	23%	21%	27%	28%	33%
I occasionally work on this area	391	106	100	60	266	125	-	157	233	7	125	119	123	16	1	28	329	22	-	7	67	87	138	78	21
	36%	35%	32%	35%	34%	44%	-	39%	35%	21%	37%	37%	37%	35%	8%	35%	37%	38%	-	35%	30%	33%	41%	40%	36%
I never work on this area	302	46	131	67	244	58	-	96	206	14	116	95	70	7	5	24	255	11	-	2	84	93	79	35	11
	28%	15%	42%	39%	31%	20%	-	24%	31%	42%	34%	30%	21%	15%	38%	30%	29%	19%	-	10%	38%	36%	23%	18%	19%
Not Stated	66	13	18	9	40	26	-	24	41	1	10	16	37	2	1	3	56	6	-	-	8	11	23	21	3
	6%	4%	6%	5%	5%	9%	-	6%	6%	3%	3%	5%	11%	4%	8%	4%	6%	10%	-	-	4%	4%	7%	11%	5%
EVER WORK IN THIS AREA	705	245	163	94	502	203	-	281	423	18	213	211	224	37	7	54	579	41	-	18	129	156	238	138	44
	66%	81%	52%	55%	64%	71%	-	70%	63%	55%	63%	66%	68%	80%	54%	67%	65%	71%	-	90%	58%	60%	70%	71%	76%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	44	1	3	11	1	2	-	3	2	2	-	1	1	2	3	12
	4%	9%	7%	3%	1%	2%	-	5%	8%	2%	-	2%	4%	4%	6%	17%
I spend some of my time working on this area	270	5	11	87	24	27	5	12	5	22	8	14	5	16	10	19
	25%	45%	27%	23%	32%	30%	18%	18%	20%	25%	30%	30%	19%	29%	20%	28%
I occasionally work on this area	391	5	13	127	22	30	14	34	14	31	9	15	12	19	21	25
	36%	45%	32%	34%	30%	33%	50%	52%	56%	35%	33%	33%	44%	35%	42%	36%
I never work on this area	302	-	12	123	22	23	8	14	4	25	8	13	7	16	15	11
	28%	-	29%	33%	30%	25%	29%	21%	16%	28%	30%	28%	26%	29%	30%	16%
Not Stated	66	-	2	25	5	9	1	3	-	9	2	3	2	2	1	2
	6%	-	5%	7%	7%	10%	4%	5%	-	10%	7%	7%	7%	4%	2%	3%
EVER WORK IN THIS AREA	705	11	27	225	47	59	19	49	21	55	17	30	18	37	34	56
	66%	100%	66%	60%	64%	65%	68%	74%	84%	62%	63%	65%	67%	67%	68%	81%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	44	31	-	5	-	-	-	-	-	1	-	-	1	-	3	-
	4%	3%	-	6%	-	-	-	-	-	9%	-	-	33%	-	23%	-
I spend some of my time working on this area	270	222	7	22	2	3	1	1	-	5	-	-	-	3	2	-
	25%	25%	30%	27%	100%	75%	33%	14%	-	45%	-	-	-	27%	15%	-
I occasionally work on this area	391	338	7	25	-	-	1	2	2	3	-	1	1	1	4	1
	36%	38%	30%	30%	-	-	33%	29%	50%	27%	-	100%	33%	9%	31%	100%
I never work on this area	302	243	9	26	-	1	1	4	2	1	1	-	1	7	3	-
	28%	27%	39%	32%	-	25%	33%	57%	50%	9%	100%	-	33%	64%	23%	-
Not Stated	66	56	-	4	-	-	-	-	-	1	-	-	-	-	1	-
	6%	6%	-	5%	-	-	-	-	-	9%	-	-	-	-	8%	-
EVER WORK IN THIS AREA	705	591	14	52	2	3	2	3	2	9	-	1	2	4	9	1
	66%	66%	61%	63%	100%	75%	67%	43%	50%	82%	-	100%	67%	36%	69%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Crisis management

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	100%	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	79	24	33	8	65	14	-	36	43	2	23	33	17	4	1	5	67	5	-	1	11	21	30	11	6
	7%	8%	11%	5%	8%	5%	-	9%	6%	6%	7%	10%	5%	9%	8%	6%	8%	9%	-	5%	5%	8%	9%	6%	10%
I spend some of my time working on this area	443	133	156	56	345	98	-	169	272	8	131	147	134	21	2	32	373	25	-	5	73	113	152	85	20
	41%	44%	50%	33%	44%	34%	-	42%	41%	24%	39%	46%	40%	46%	15%	40%	42%	43%	-	25%	33%	43%	45%	44%	34%
I occasionally work on this area	389	99	95	76	270	119	-	146	243	12	128	103	132	14	4	27	322	24	-	10	76	86	129	73	25
	36%	33%	30%	45%	34%	41%	-	36%	36%	36%	38%	32%	40%	30%	31%	33%	36%	41%	-	50%	34%	33%	38%	38%	43%
I never work on this area	121	36	23	24	83	38	-	34	87	10	51	30	26	4	4	14	95	2	-	3	56	33	17	13	2
	11%	12%	7%	14%	11%	13%	-	8%	13%	30%	15%	9%	8%	9%	31%	17%	11%	3%	-	15%	25%	13%	5%	7%	3%
Not Stated	41	12	5	6	23	18	-	16	25	1	6	9	22	3	2	3	33	2	-	1	5	7	12	12	5
	4%	4%	2%	4%	3%	6%	-	4%	4%	3%	2%	3%	7%	7%	15%	4%	4%	3%	-	5%	2%	3%	4%	6%	9%
EVER WORK IN THIS AREA	911	256	284	140	680	231	-	351	558	22	282	283	283	39	7	64	762	54	-	16	160	220	311	169	51
	85%	84%	91%	82%	87%	80%	-	88%	83%	67%	83%	88%	85%	85%	54%	79%	86%	93%	-	80%	72%	85%	91%	87%	88%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Crisis management

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	79	1	3	31	6	8	3	9	1	5	1	1	1	1	1	7
	7%	9%	7%	8%	8%	9%	11%	14%	4%	6%	4%	2%	4%	2%	2%	10%
I spend some of my time working on this area	443	7	17	141	35	43	8	26	9	36	15	22	10	29	24	21
	41%	64%	41%	38%	47%	47%	29%	39%	36%	40%	56%	48%	37%	53%	48%	30%
I occasionally work on this area	389	2	15	137	27	27	12	26	10	31	6	19	13	20	17	26
	36%	18%	37%	37%	36%	30%	43%	39%	40%	35%	22%	41%	48%	36%	34%	38%
I never work on this area	121	1	5	48	4	11	5	4	5	9	3	4	1	4	6	11
	11%	9%	12%	13%	5%	12%	18%	6%	20%	10%	11%	9%	4%	7%	12%	16%
Not Stated	41	-	1	16	2	2	-	1	-	8	2	-	2	1	2	4
	4%	-	2%	4%	3%	2%	-	2%	-	9%	7%	-	7%	2%	4%	6%
EVER WORK IN THIS AREA	911	10	35	309	68	78	23	61	20	72	22	42	24	50	42	54
	85%	91%	85%	83%	92%	86%	82%	92%	80%	81%	81%	91%	89%	91%	84%	78%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Crisis management

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	79	62	2	8	-	1	-	-	-	-	-	-	-	1	3	-
	7%	7%	9%	10%	-	25%	-	-	-	-	-	-	-	9%	23%	-
I spend some of my time working on this area	443	382	7	25	2	2	1	2	1	8	-	-	1	4	4	-
	41%	43%	30%	30%	100%	50%	33%	29%	25%	73%	-	-	33%	36%	31%	-
I occasionally work on this area	389	329	8	31	-	-	2	3	2	2	-	-	1	2	3	1
	36%	37%	35%	38%	-	-	67%	43%	50%	18%	-	-	33%	18%	23%	100%
I never work on this area	121	85	6	16	-	1	-	2	1	-	1	1	1	4	2	-
	11%	10%	26%	20%	-	25%	-	29%	25%	-	100%	100%	33%	36%	15%	-
Not Stated	41	32	-	2	-	-	-	-	-	1	-	-	-	-	1	-
	4%	4%	-	2%	-	-	-	-	-	9%	-	-	-	-	8%	-
EVER WORK IN THIS AREA	911	773	17	64	2	3	3	5	3	10	-	-	2	7	10	1
	85%	87%	74%	78%	100%	75%	100%	71%	75%	91%	-	-	67%	64%	77%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Event management

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	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	63	21	17	13	51	12	-	20	43	5	27	12	15	4	2	8	47	3	-	3	16	19	12	13	3
	6%	7%	5%	8%	6%	4%	-	5%	6%	15%	8%	4%	5%	9%	15%	10%	5%	5%	-	15%	7%	7%	4%	7%	5%
I spend some of my time working on this area	411	126	137	60	323	88	-	124	286	16	140	122	121	11	6	35	346	11	-	8	93	110	130	62	16
	38%	41%	44%	35%	41%	31%	-	31%	43%	48%	41%	38%	37%	24%	46%	43%	39%	19%	-	40%	42%	42%	38%	32%	28%
I occasionally work on this area	451	117	122	76	315	136	-	182	268	12	143	138	134	23	4	33	375	30	-	6	91	99	145	88	28
	42%	38%	39%	45%	40%	47%	-	45%	40%	36%	42%	43%	40%	50%	31%	41%	42%	52%	-	30%	41%	38%	43%	45%	48%
I never work on this area	108	32	28	15	75	33	-	55	53	-	25	41	37	5	1	4	86	11	-	3	15	29	41	16	7
	10%	11%	9%	9%	10%	11%	-	14%	8%	-	7%	13%	11%	11%	8%	5%	10%	19%	-	15%	7%	11%	12%	8%	12%
Not Stated	40	8	8	6	22	18	-	20	20	-	4	9	24	3	-	1	36	3	-	-	6	3	12	15	4
	4%	3%	3%	4%	3%	6%	-	5%	3%	-	1%	3%	7%	7%	-	1%	4%	5%	-	-	3%	1%	4%	8%	7%
EVER WORK IN THIS AREA	925	264	276	149	689	236	-	326	597	33	310	272	270	38	12	76	768	44	-	17	200	228	287	163	47
	86%	87%	88%	88%	88%	82%	-	81%	89%	100%	91%	84%	82%	83%	92%	94%	86%	76%	-	85%	90%	88%	84%	84%	81%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Event management

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	63	-	2	19	3	8	1	3	2	5	1	2	1	3	2	11
	6%	-	5%	5%	4%	9%	4%	5%	8%	6%	4%	4%	4%	5%	4%	16%
I spend some of my time working on this area	411	5	12	133	34	38	11	24	11	31	10	23	13	24	15	27
	38%	45%	29%	36%	46%	42%	39%	36%	44%	35%	37%	50%	48%	44%	30%	39%
I occasionally work on this area	451	4	19	163	30	32	10	29	12	45	10	14	12	20	27	23
	42%	36%	46%	44%	41%	35%	36%	44%	48%	51%	37%	30%	44%	36%	54%	33%
I never work on this area	108	2	5	42	5	7	5	7	-	7	4	5	1	6	5	7
	10%	18%	12%	11%	7%	8%	18%	11%	-	8%	15%	11%	4%	11%	10%	10%
Not Stated	40	-	3	16	2	6	1	3	-	1	2	2	-	2	1	1
	4%	-	7%	4%	3%	7%	4%	5%	-	1%	7%	4%	-	4%	2%	1%
EVER WORK IN THIS AREA	925	9	33	315	67	78	22	56	25	81	21	39	26	47	44	61
	86%	82%	80%	84%	91%	86%	79%	85%	100%	91%	78%	85%	96%	85%	88%	88%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Event management

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	63	46	-	7	-	1	-	-	1	1	-	-	1	-	4	-
	6%	5%	-	9%	-	25%	-	-	25%	9%	-	-	33%	-	31%	-
I spend some of my time working on this area	411	337	11	26	2	2	3	2	-	4	-	1	2	9	8	-
	38%	38%	48%	32%	100%	50%	100%	29%	-	36%	-	100%	67%	82%	62%	-
I occasionally work on this area	451	380	8	38	-	1	-	5	3	6	-	-	-	2	1	1
	42%	43%	35%	46%	-	25%	-	71%	75%	55%	-	-	-	18%	8%	100%
I never work on this area	108	91	4	9	-	-	-	-	-	-	1	-	-	-	-	-
	10%	10%	17%	11%	-	-	-	-	-	-	100%	-	-	-	-	-
Not Stated	40	36	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	4%	4%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-
EVER WORK IN THIS AREA	925	763	19	71	2	4	3	7	4	11	-	1	3	11	13	1
	86%	86%	83%	87%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Information provision

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	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	180	52	70	33	155	25	-	73	106	7	61	55	49	7	5	15	151	1	-	8	37	45	58	31	9
	17%	17%	22%	19%	20%	9%	-	18%	16%	21%	18%	17%	15%	15%	38%	19%	17%	2%	-	40%	17%	17%	17%	16%	16%
I spend some of my time working on this area	523	142	175	91	408	115	-	168	355	13	176	153	162	18	3	39	447	21	-	7	111	145	160	87	20
	49%	47%	56%	54%	52%	40%	-	42%	53%	39%	52%	48%	49%	39%	23%	48%	50%	36%	-	35%	50%	56%	47%	45%	34%
I occasionally work on this area	236	69	42	34	145	91	-	100	136	13	67	72	74	10	2	20	189	17	-	3	51	43	81	46	15
	22%	23%	13%	20%	18%	32%	-	25%	20%	39%	20%	22%	22%	22%	15%	25%	21%	29%	-	15%	23%	17%	24%	24%	26%
I never work on this area	66	23	13	5	41	25	-	30	36	-	22	23	17	4	1	4	48	11	-	2	12	16	21	11	6
	6%	8%	4%	3%	5%	9%	-	7%	5%	-	6%	7%	5%	9%	8%	5%	5%	19%	-	10%	5%	6%	6%	6%	10%
Not Stated	68	18	12	7	37	31	-	30	37	-	13	19	29	7	2	3	55	8	-	-	10	11	20	19	8
	6%	6%	4%	4%	5%	11%	-	7%	6%	-	4%	6%	9%	15%	15%	4%	6%	14%	-	-	5%	4%	6%	10%	14%
EVER WORK IN THIS AREA	939	263	287	158	708	231	-	341	597	33	304	280	285	35	10	74	787	39	-	18	199	233	299	164	44
	88%	87%	92%	93%	90%	80%	-	85%	89%	100%	90%	87%	86%	76%	77%	91%	88%	67%	-	90%	90%	90%	88%	85%	76%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Information provision

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	180	-	7	53	12	24	4	15	1	17	2	9	3	7	4	22
	17%	-	17%	14%	16%	26%	14%	23%	4%	19%	7%	20%	11%	13%	8%	32%
I spend some of my time working on this area	523	4	24	166	44	40	17	33	18	42	15	22	16	33	27	21
	49%	36%	59%	45%	59%	44%	61%	50%	72%	47%	56%	48%	59%	60%	54%	30%
I occasionally work on this area	236	6	5	97	10	14	5	13	6	20	6	10	4	11	13	16
	22%	55%	12%	26%	14%	15%	18%	20%	24%	22%	22%	22%	15%	20%	26%	23%
I never work on this area	66	1	4	28	3	7	2	3	-	2	3	1	1	-	4	7
	6%	9%	10%	8%	4%	8%	7%	5%	-	2%	11%	2%	4%	-	8%	10%
Not Stated	68	-	1	29	5	6	-	2	-	8	1	4	3	4	2	3
	6%	-	2%	8%	7%	7%	-	3%	-	9%	4%	9%	11%	7%	4%	4%
EVER WORK IN THIS AREA	939	10	36	316	66	78	26	61	25	79	23	41	23	51	44	59
	88%	91%	88%	85%	89%	86%	93%	92%	100%	89%	85%	89%	85%	93%	88%	86%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Information provision

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	180	135	4	17	-	2	2	-	1	4	-	-	1	4	7	-
	17%	15%	17%	21%	-	50%	67%	-	25%	36%	-	-	33%	36%	54%	-
I spend some of my time working on this area	523	451	10	38	2	1	-	2	1	3	-	1	2	4	3	1
	49%	51%	43%	46%	100%	25%	-	29%	25%	27%	-	100%	67%	36%	23%	100%
I occasionally work on this area	236	198	7	17	-	1	1	3	1	3	1	-	-	1	1	-
	22%	22%	30%	21%	-	25%	33%	43%	25%	27%	100%	-	-	9%	8%	-
I never work on this area	66	52	2	5	-	-	-	2	1	-	-	-	-	1	-	-
	6%	6%	9%	6%	-	-	-	29%	25%	-	-	-	-	9%	-	-
Not Stated	68	54	-	5	-	-	-	-	-	1	-	-	-	1	2	-
	6%	6%	-	6%	-	-	-	-	-	9%	-	-	-	9%	15%	-
EVER WORK IN THIS AREA	939	784	21	72	2	4	3	5	3	10	1	1	3	9	11	1
	88%	88%	91%	88%	100%	100%	100%	71%	75%	91%	100%	100%	100%	82%	85%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Internal communications

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	100%	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	187	78	61	26	165	22	-	57	130	10	59	60	56	2	4	19	149	7	-	6	47	49	52	35	4
	17%	26%	20%	15%	21%	8%	-	14%	19%	30%	17%	19%	17%	4%	31%	23%	17%	12%	-	30%	21%	19%	15%	18%	7%
I spend some of my time working on this area	374	100	139	65	304	70	-	130	243	8	106	117	131	10	6	21	329	12	-	5	61	85	128	83	17
	35%	33%	45%	38%	39%	24%	-	32%	36%	24%	31%	36%	40%	22%	46%	26%	37%	21%	-	25%	28%	33%	38%	43%	29%
I occasionally work on this area	323	92	63	53	208	115	-	135	188	10	112	92	89	20	2	26	259	23	-	7	68	82	102	48	23
	30%	30%	20%	31%	26%	40%	-	34%	28%	30%	33%	29%	27%	43%	15%	32%	29%	40%	-	35%	31%	32%	30%	25%	40%
I never work on this area	142	23	37	21	81	61	-	57	85	4	56	41	34	7	-	11	118	9	-	2	37	36	44	18	7
	13%	8%	12%	12%	10%	21%	-	14%	13%	12%	17%	13%	10%	15%	-	14%	13%	16%	-	10%	17%	14%	13%	9%	12%
Not Stated	47	11	12	5	28	19	-	22	24	1	6	12	21	7	1	4	35	7	-	-	8	8	14	10	7
	4%	4%	4%	3%	4%	7%	-	5%	4%	3%	2%	4%	6%	15%	8%	5%	4%	12%	-	-	4%	3%	4%	5%	12%
EVER WORK IN THIS AREA	884	270	263	144	677	207	-	322	561	28	277	269	276	32	12	66	737	42	-	18	176	216	282	166	44
	82%	89%	84%	85%	86%	72%	-	80%	84%	85%	82%	84%	83%	70%	92%	81%	83%	72%	-	90%	80%	83%	83%	86%	76%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Internal communications

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	187	1	6	61	15	25	5	11	1	8	2	8	3	12	5	24
	17%	9%	15%	16%	20%	27%	18%	17%	4%	9%	7%	17%	11%	22%	10%	35%
I spend some of my time working on this area	374	3	14	124	29	24	8	30	5	27	15	17	11	26	24	17
	35%	27%	34%	33%	39%	26%	29%	45%	20%	30%	56%	37%	41%	47%	48%	25%
I occasionally work on this area	323	4	14	111	18	27	11	17	11	33	5	12	12	11	16	21
	30%	36%	34%	30%	24%	30%	39%	26%	44%	37%	19%	26%	44%	20%	32%	30%
I never work on this area	142	3	6	56	8	11	4	7	8	14	2	6	-	5	5	6
	13%	27%	15%	15%	11%	12%	14%	11%	32%	16%	7%	13%	-	9%	10%	9%
Not Stated	47	-	1	21	4	4	-	1	-	7	3	3	1	1	-	1
	4%	-	2%	6%	5%	4%	-	2%	-	8%	11%	7%	4%	2%	-	1%
EVER WORK IN THIS AREA	884	8	34	296	62	76	24	58	17	68	22	37	26	49	45	62
	82%	73%	83%	79%	84%	84%	86%	88%	68%	76%	81%	80%	96%	89%	90%	90%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Internal communications

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	187	143	1	16	-	2	1	-	1	4	1	-	1	6	5	1
	17%	16%	4%	20%	-	50%	33%	-	25%	36%	100%	-	33%	55%	38%	100%
I spend some of my time working on this area	374	329	5	22	1	2	2	2	1	1	-	1	1	2	1	-
	35%	37%	22%	27%	50%	50%	67%	29%	25%	9%	-	100%	33%	18%	8%	-
I occasionally work on this area	323	262	14	28	1	-	-	4	1	3	-	-	1	3	3	-
	30%	29%	61%	34%	50%	-	-	57%	25%	27%	-	-	33%	27%	23%	-
I never work on this area	142	119	3	12	-	-	-	1	1	2	-	-	-	-	2	-
	13%	13%	13%	15%	-	-	-	14%	25%	18%	-	-	-	-	15%	-
Not Stated	47	37	-	4	-	-	-	-	-	1	-	-	-	-	2	-
	4%	4%	-	5%	-	-	-	-	-	9%	-	-	-	-	15%	-
EVER WORK IN THIS AREA	884	734	20	66	2	4	3	6	3	8	1	1	3	11	9	1
	82%	82%	87%	80%	100%	100%	100%	86%	75%	73%	100%	100%	100%	100%	69%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Media relations

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	100%	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	397	112	108	58	278	119	-	140	257	15	149	120	104	9	6	41	324	12	-	8	97	114	119	50	17
	37%	37%	35%	34%	35%	41%	-	35%	38%	45%	44%	37%	31%	20%	46%	51%	36%	21%	-	40%	44%	44%	35%	26%	29%
I spend some of my time working on this area	404	101	121	75	297	107	-	156	246	10	103	139	130	20	2	20	350	23	-	7	68	77	155	82	22
	38%	33%	39%	44%	38%	37%	-	39%	37%	30%	30%	43%	39%	43%	15%	25%	39%	40%	-	35%	31%	30%	46%	42%	38%
I occasionally work on this area	165	57	47	24	128	37	-	67	98	5	52	37	59	12	3	14	129	16	-	2	29	37	45	43	11
	15%	19%	15%	14%	16%	13%	-	17%	15%	15%	15%	11%	18%	26%	23%	17%	14%	28%	-	10%	13%	14%	13%	22%	19%
I never work on this area	74	25	25	11	61	13	-	23	51	2	29	17	24	2	1	4	59	5	-	3	21	25	14	11	3
	7%	8%	8%	6%	8%	5%	-	6%	8%	6%	9%	5%	7%	4%	8%	5%	7%	9%	-	15%	10%	10%	4%	6%	5%
Not Stated	33	9	11	2	22	11	-	15	18	1	6	9	14	3	1	2	28	2	-	-	6	7	7	8	5
	3%	3%	4%	1%	3%	4%	-	4%	3%	3%	2%	3%	4%	7%	8%	2%	3%	3%	-	-	3%	3%	2%	4%	9%
EVER WORK IN THIS AREA	966	270	276	157	703	263	-	363	601	30	304	296	293	41	11	75	803	51	-	17	194	228	319	175	50
	90%	89%	88%	92%	89%	92%	-	91%	90%	91%	90%	92%	89%	89%	85%	93%	90%	88%	-	85%	88%	88%	94%	90%	86%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Media relations

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	397	5	16	131	25	32	12	26	13	40	9	17	8	20	19	24
	37%	45%	39%	35%	34%	35%	43%	39%	52%	45%	33%	37%	30%	36%	38%	35%
I spend some of my time working on this area	404	4	20	130	32	36	10	27	11	26	12	17	10	22	23	23
	38%	36%	49%	35%	43%	40%	36%	41%	44%	29%	44%	37%	37%	40%	46%	33%
I occasionally work on this area	165	1	3	63	11	14	4	10	-	18	3	9	6	6	4	13
	15%	9%	7%	17%	15%	15%	14%	15%	-	20%	11%	20%	22%	11%	8%	19%
I never work on this area	74	1	2	37	2	5	2	2	1	4	1	1	1	4	3	8
	7%	9%	5%	10%	3%	5%	7%	3%	4%	4%	4%	2%	4%	7%	6%	12%
Not Stated	33	-	-	12	4	4	-	1	-	1	2	2	2	3	1	1
	3%	-	-	3%	5%	4%	-	2%	-	1%	7%	4%	7%	5%	2%	1%
EVER WORK IN THIS AREA	966	10	39	324	68	82	26	63	24	84	24	43	24	48	46	60
	90%	91%	95%	87%	92%	90%	93%	95%	96%	94%	89%	93%	89%	87%	92%	87%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Media relations

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	397	321	9	29	1	3	2	5	2	7	-	-	1	5	8	-
	37%	36%	39%	35%	50%	75%	67%	71%	50%	64%	-	-	33%	45%	62%	-
I spend some of my time working on this area	404	345	5	33	1	1	-	2	1	3	-	1	2	3	2	-
	38%	39%	22%	40%	50%	25%	-	29%	25%	27%	-	100%	67%	27%	15%	-
I occasionally work on this area	165	143	7	8	-	-	-	-	1	1	-	-	-	-	2	-
	15%	16%	30%	10%	-	-	-	-	25%	9%	-	-	-	-	15%	-
I never work on this area	74	51	2	12	-	-	1	-	-	-	1	-	-	3	-	1
	7%	6%	9%	15%	-	-	33%	-	-	-	100%	-	-	27%	-	100%
Not Stated	33	30	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	3%	-	-	-	-	-	-	-	-	-	-	-	-	8%	-
EVER WORK IN THIS AREA	966	809	21	70	2	4	2	7	4	11	-	1	3	8	12	-
	90%	91%	91%	85%	100%	100%	67%	100%	100%	100%	-	100%	100%	73%	92%	-

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Strategic planning

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	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	297	70	81	38	189	108	-	111	186	7	85	105	91	9	4	13	252	18	-	6	43	65	111	62	16
	28%	23%	26%	22%	24%	38%	-	28%	28%	21%	25%	33%	27%	20%	31%	16%	28%	31%	-	30%	19%	25%	33%	32%	28%
I spend some of my time working on this area	529	144	156	90	390	139	-	201	327	13	161	165	162	26	3	35	446	31	-	9	94	130	179	95	31
	49%	47%	50%	53%	50%	48%	-	50%	49%	39%	47%	51%	49%	57%	23%	43%	50%	53%	-	45%	43%	50%	53%	49%	53%
I occasionally work on this area	173	60	54	36	150	23	-	59	114	12	63	38	52	8	3	19	141	7	-	2	56	48	37	26	6
	16%	20%	17%	21%	19%	8%	-	15%	17%	36%	19%	12%	16%	17%	23%	23%	16%	12%	-	10%	25%	18%	11%	13%	10%
I never work on this area	38	15	17	2	34	4	-	14	24	1	23	6	8	-	2	12	22	-	-	2	22	8	4	3	1
	4%	5%	5%	1%	4%	1%	-	3%	4%	3%	7%	2%	2%	-	15%	15%	2%	-	-	10%	10%	3%	1%	2%	2%
Not Stated	36	15	4	4	23	13	-	16	19	-	7	8	18	3	1	2	29	2	-	1	6	9	9	8	4
	3%	5%	1%	2%	3%	5%	-	4%	3%	-	2%	2%	5%	7%	8%	2%	3%	3%	-	5%	3%	3%	3%	4%	7%
EVER WORK IN THIS AREA	999	274	291	164	729	270	-	371	627	32	309	308	305	43	10	67	839	56	-	17	193	243	327	183	53
	93%	90%	93%	96%	93%	94%	-	93%	94%	97%	91%	96%	92%	93%	77%	83%	94%	97%	-	85%	87%	93%	96%	94%	91%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Strategic planning

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	297	3	14	117	14	23	7	18	2	27	6	7	5	13	14	27
	28%	27%	34%	31%	19%	25%	25%	27%	8%	30%	22%	15%	19%	24%	28%	39%
I spend some of my time working on this area	529	6	17	176	45	41	16	34	16	47	15	28	11	24	24	29
	49%	55%	41%	47%	61%	45%	57%	52%	64%	53%	56%	61%	41%	44%	48%	42%
I occasionally work on this area	173	2	5	55	10	17	5	10	5	13	4	9	8	14	8	7
	16%	18%	12%	15%	14%	19%	18%	15%	20%	15%	15%	20%	30%	25%	16%	10%
I never work on this area	38	-	5	10	-	5	-	4	2	1	1	1	-	3	2	4
	4%	-	12%	3%	-	5%	-	6%	8%	1%	4%	2%	-	5%	4%	6%
Not Stated	36	-	-	15	5	5	-	-	-	1	1	1	3	1	2	2
	3%	-	-	4%	7%	5%	-	-	-	1%	4%	2%	11%	2%	4%	3%
EVER WORK IN THIS AREA	999	11	36	348	69	81	28	62	23	87	25	44	24	51	46	63
	93%	100%	88%	93%	93%	89%	100%	94%	92%	98%	93%	96%	89%	93%	92%	91%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Strategic planning

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	297	237	12	23	1	-	1	2	2	3	-	1	1	3	7	-
	28%	27%	52%	28%	50%	-	33%	29%	50%	27%	-	100%	33%	27%	54%	-
I spend some of my time working on this area	529	447	8	37	1	3	1	4	1	7	-	-	2	7	4	-
	49%	50%	35%	45%	50%	75%	33%	57%	25%	64%	-	-	67%	64%	31%	-
I occasionally work on this area	173	146	3	14	-	1	1	-	1	1	-	-	-	1	1	1
	16%	16%	13%	17%	-	25%	33%	-	25%	9%	-	-	-	9%	8%	100%
I never work on this area	38	31	-	4	-	-	-	1	-	-	1	-	-	-	1	-
	4%	3%	-	5%	-	-	-	14%	-	-	100%	-	-	-	8%	-
Not Stated	36	29	-	4	-	-	-	-	-	-	-	-	-	-	-	-
	3%	3%	-	5%	-	-	-	-	-	-	-	-	-	-	-	-
EVER WORK IN THIS AREA	999	830	23	74	2	4	3	6	4	11	-	1	3	11	12	1
	93%	93%	100%	90%	100%	100%	100%	86%	100%	100%	-	100%	100%	100%	92%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	100%	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	101	35	21	31	87	14	-	60	41	1	42	26	29	3	2	5	87	4	-	1	21	24	32	22	2
	9%	12%	7%	18%	11%	5%	-	15%	6%	3%	12%	8%	9%	7%	15%	6%	10%	7%	-	5%	10%	9%	9%	11%	3%
I spend some of my time working on this area	194	49	56	45	150	44	-	93	101	5	47	66	68	7	-	9	163	15	-	5	34	39	74	37	10
	18%	16%	18%	26%	19%	15%	-	23%	15%	15%	14%	20%	21%	15%	-	11%	18%	26%	-	25%	15%	15%	22%	19%	17%
I occasionally work on this area	298	65	93	45	203	95	-	109	188	7	89	90	97	14	3	17	256	17	-	3	45	71	104	62	16
	28%	21%	30%	26%	26%	33%	-	27%	28%	21%	26%	28%	29%	30%	23%	21%	29%	29%	-	15%	20%	27%	31%	32%	28%
I never work on this area	420	140	125	44	309	111	-	117	303	19	152	122	108	19	7	47	333	18	-	10	114	114	111	55	26
	39%	46%	40%	26%	39%	39%	-	29%	45%	58%	45%	38%	33%	41%	54%	58%	37%	31%	-	50%	52%	44%	33%	28%	45%
Not Stated	60	15	17	5	37	23	-	22	37	1	9	18	29	3	1	3	51	4	-	1	7	12	19	18	4
	6%	5%	5%	3%	5%	8%	-	5%	6%	3%	3%	6%	9%	7%	8%	4%	6%	7%	-	5%	3%	5%	6%	9%	7%
EVER WORK IN THIS AREA	593	149	170	121	440	153	-	262	330	13	178	182	194	24	5	31	506	36	-	9	100	134	210	121	28
	55%	49%	54%	71%	56%	53%	-	65%	49%	39%	53%	57%	59%	52%	38%	38%	57%	62%	-	45%	45%	52%	62%	62%	48%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	101	-	1	50	6	5	4	7	3	8	1	-	1	5	1	9
	9%	-	2%	13%	8%	5%	14%	11%	12%	9%	4%	-	4%	9%	2%	13%
I spend some of my time working on this area	194	1	4	80	12	8	4	17	5	20	3	7	1	8	6	18
	18%	9%	10%	21%	16%	9%	14%	26%	20%	22%	11%	15%	4%	15%	12%	26%
I occasionally work on this area	298	5	11	89	25	29	9	13	10	21	7	18	10	8	26	17
	28%	45%	27%	24%	34%	32%	32%	20%	40%	24%	26%	39%	37%	15%	52%	25%
I never work on this area	420	5	23	137	28	40	11	25	7	29	13	19	12	31	16	23
	39%	45%	56%	37%	38%	44%	39%	38%	28%	33%	48%	41%	44%	56%	32%	33%
Not Stated	60	-	2	17	3	9	-	4	-	11	3	2	3	3	1	2
	6%	-	5%	5%	4%	10%	-	6%	-	12%	11%	4%	11%	5%	2%	3%
EVER WORK IN THIS AREA	593	6	16	219	43	42	17	37	18	49	11	25	12	21	33	44
	55%	55%	39%	59%	58%	46%	61%	56%	72%	55%	41%	54%	44%	38%	66%	64%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	101	75	6	10	-	-	-	1	1	1	-	-	-	-	3	-
	9%	8%	26%	12%	-	-	-	14%	25%	9%	-	-	-	-	23%	-
I spend some of my time working on this area	194	161	5	14	1	1	1	-	-	1	-	-	1	3	2	-
	18%	18%	22%	17%	50%	25%	33%	-	-	9%	-	-	33%	27%	15%	-
I occasionally work on this area	298	255	4	24	1	2	-	3	-	1	-	-	1	2	3	-
	28%	29%	17%	29%	50%	50%	-	43%	-	9%	-	-	33%	18%	23%	-
I never work on this area	420	351	7	28	-	1	2	3	3	8	1	1	1	6	3	1
	39%	39%	30%	34%	-	25%	67%	43%	75%	73%	100%	100%	33%	55%	23%	100%
Not Stated	60	48	1	6	-	-	-	-	-	-	-	-	-	-	2	-
	6%	5%	4%	7%	-	-	-	-	-	-	-	-	-	-	15%	-
EVER WORK IN THIS AREA	593	491	15	48	2	3	1	4	1	3	-	-	2	5	8	-
	55%	55%	65%	59%	100%	75%	33%	57%	25%	27%	-	-	67%	45%	62%	-

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	Total	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	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	104	34	22	15	71	33	-	36	68	6	45	27	24	2	5	13	75	5	-	4	29	27	27	16	5
	10%	11%	7%	9%	9%	11%	-	9%	10%	18%	13%	8%	7%	4%	38%	16%	8%	9%	-	20%	13%	10%	8%	8%	9%
I spend some of my time working on this area	469	124	144	73	341	128	-	158	310	17	160	145	137	8	2	31	406	21	-	5	91	130	153	82	13
	44%	41%	46%	43%	43%	45%	-	39%	46%	52%	47%	45%	41%	17%	15%	38%	46%	36%	-	25%	41%	50%	45%	42%	22%
I occasionally work on this area	369	102	111	65	278	91	-	149	220	7	102	118	119	23	3	29	299	26	-	8	72	76	127	67	27
	34%	34%	36%	38%	35%	32%	-	37%	33%	21%	30%	37%	36%	50%	23%	36%	34%	45%	-	40%	33%	29%	37%	35%	47%
I never work on this area	82	29	31	12	72	10	-	35	47	3	26	21	25	7	2	5	68	4	-	2	19	23	19	14	7
	8%	10%	10%	7%	9%	3%	-	9%	7%	9%	8%	7%	8%	15%	15%	6%	8%	7%	-	10%	9%	9%	6%	7%	12%
Not Stated	49	15	4	5	24	25	-	23	25	-	6	11	26	6	1	3	42	2	-	1	10	4	14	15	6
	5%	5%	1%	3%	3%	9%	-	6%	4%	-	2%	3%	8%	13%	8%	4%	5%	3%	-	5%	5%	2%	4%	8%	10%
EVER WORK IN THIS AREA	942	260	277	153	690	252	-	343	598	30	307	290	280	33	10	73	780	52	-	17	192	233	307	165	45
	88%	86%	89%	90%	88%	88%	-	86%	89%	91%	91%	90%	85%	72%	77%	90%	88%	90%	-	85%	87%	90%	90%	85%	78%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	104	1	8	37	7	9	3	4	-	6	2	3	1	5	1	17
	10%	9%	20%	10%	9%	10%	11%	6%	-	7%	7%	7%	4%	9%	2%	25%
I spend some of my time working on this area	469	6	14	156	30	32	18	35	13	47	10	16	14	28	27	23
	44%	55%	34%	42%	41%	35%	64%	53%	52%	53%	37%	35%	52%	51%	54%	33%
I occasionally work on this area	369	3	16	135	29	35	6	21	8	27	10	21	9	14	18	16
	34%	27%	39%	36%	39%	38%	21%	32%	32%	30%	37%	46%	33%	25%	36%	23%
I never work on this area	82	1	3	23	6	9	1	3	4	6	3	5	1	6	2	9
	8%	9%	7%	6%	8%	10%	4%	5%	16%	7%	11%	11%	4%	11%	4%	13%
Not Stated	49	-	-	22	2	6	-	3	-	3	2	1	2	2	2	4
	5%	-	-	6%	3%	7%	-	5%	-	3%	7%	2%	7%	4%	4%	6%
EVER WORK IN THIS AREA	942	10	38	328	66	76	27	60	21	80	22	40	24	47	46	56
	88%	91%	93%	88%	89%	84%	96%	91%	84%	90%	81%	87%	89%	85%	92%	81%

CIPR State of the Profession Survey November 2012

Q10/11 - 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 work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	104	72	5	11	1	-	-	2	1	5	-	1	1	-	5	-
	10%	8%	22%	13%	50%	-	-	29%	25%	45%	-	100%	33%	-	38%	-
I spend some of my time working on this area	469	400	9	29	1	2	3	2	2	4	-	-	1	6	3	-
	44%	45%	39%	35%	50%	50%	100%	29%	50%	36%	-	-	33%	55%	23%	-
I occasionally work on this area	369	314	7	25	-	1	-	3	1	1	1	-	1	4	4	1
	34%	35%	30%	30%	-	25%	-	43%	25%	9%	100%	-	33%	36%	31%	100%
I never work on this area	82	64	2	12	-	1	-	-	-	1	-	-	-	1	1	-
	8%	7%	9%	15%	-	25%	-	-	-	9%	-	-	-	9%	8%	-
Not Stated	49	40	-	5	-	-	-	-	-	-	-	-	-	-	-	-
	5%	4%	-	6%	-	-	-	-	-	-	-	-	-	-	-	-
EVER WORK IN THIS AREA	942	786	21	65	2	3	3	7	4	10	1	1	3	10	12	1
	88%	88%	91%	79%	100%	75%	100%	100%	100%	91%	100%	100%	100%	91%	92%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Social or digital media management

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	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	149	34	39	32	105	44	-	47	102	9	69	51	18	2	2	22	118	1	-	4	44	46	46	11	2
	14%	11%	13%	19%	13%	15%	-	12%	15%	27%	20%	16%	5%	4%	15%	27%	13%	2%	-	20%	20%	18%	14%	6%	3%
I spend some of my time working on this area	470	123	154	77	354	116	-	156	314	10	139	161	148	12	5	30	403	19	-	9	89	105	166	93	17
	44%	40%	49%	45%	45%	40%	-	39%	47%	30%	41%	50%	45%	26%	38%	37%	45%	33%	-	45%	40%	40%	49%	48%	29%
I occasionally work on this area	319	100	84	49	233	86	-	133	185	12	100	88	102	16	3	21	262	24	-	6	62	78	97	62	20
	30%	33%	27%	29%	30%	30%	-	33%	28%	36%	29%	27%	31%	35%	23%	26%	29%	41%	-	30%	28%	30%	29%	32%	34%
I never work on this area	91	38	26	7	71	20	-	49	42	2	25	13	40	10	1	6	73	8	-	1	21	25	17	16	12
	8%	13%	8%	4%	9%	7%	-	12%	6%	6%	7%	4%	12%	22%	8%	7%	8%	14%	-	5%	10%	10%	5%	8%	21%
Not Stated	44	9	9	5	23	21	-	16	27	-	6	9	23	6	2	2	34	6	-	-	5	6	14	12	7
	4%	3%	3%	3%	3%	7%	-	4%	4%	-	2%	3%	7%	13%	15%	2%	4%	10%	-	-	2%	2%	4%	6%	12%
EVER WORK IN THIS AREA	938	257	277	158	692	246	-	336	601	31	308	300	268	30	10	73	783	44	-	19	195	229	309	166	39
	87%	85%	89%	93%	88%	86%	-	84%	90%	94%	91%	93%	81%	65%	77%	90%	88%	76%	-	95%	88%	88%	91%	86%	67%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Social or digital media management

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	149	-	9	51	6	14	8	9	1	10	4	10	4	6	7	10
	14%	-	22%	14%	8%	15%	29%	14%	4%	11%	15%	22%	15%	11%	14%	14%
I spend some of my time working on this area	470	7	22	152	33	39	12	29	11	42	13	20	12	29	25	23
	44%	64%	54%	41%	45%	43%	43%	44%	44%	47%	48%	43%	44%	53%	50%	33%
I occasionally work on this area	319	3	7	123	26	22	7	22	10	23	8	11	8	13	14	22
	30%	27%	17%	33%	35%	24%	25%	33%	40%	26%	30%	24%	30%	24%	28%	32%
I never work on this area	91	1	3	28	6	12	1	3	3	10	-	5	1	5	2	11
	8%	9%	7%	8%	8%	13%	4%	5%	12%	11%	-	11%	4%	9%	4%	16%
Not Stated	44	-	-	19	3	4	-	3	-	4	2	-	2	2	2	3
	4%	-	-	5%	4%	4%	-	5%	-	4%	7%	-	7%	4%	4%	4%
EVER WORK IN THIS AREA	938	10	38	326	65	75	27	60	22	75	25	41	24	48	46	55
	87%	91%	93%	87%	88%	82%	96%	91%	88%	84%	93%	89%	89%	87%	92%	80%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Social or digital media management

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	149	117	2	17	-	-	-	2	-	4	-	1	1	1	2	-
	14%	13%	9%	21%	-	-	-	29%	-	36%	-	100%	33%	9%	15%	-
I spend some of my time working on this area	470	402	11	30	2	2	2	2	2	3	-	-	1	5	4	1
	44%	45%	48%	37%	100%	50%	67%	29%	50%	27%	-	-	33%	45%	31%	100%
I occasionally work on this area	319	263	9	24	-	2	1	3	2	2	-	-	1	2	4	-
	30%	30%	39%	29%	-	50%	33%	43%	50%	18%	-	-	33%	18%	31%	-
I never work on this area	91	73	1	8	-	-	-	-	-	1	1	-	-	3	2	-
	8%	8%	4%	10%	-	-	-	-	-	9%	100%	-	-	27%	15%	-
Not Stated	44	35	-	3	-	-	-	-	-	1	-	-	-	-	1	-
	4%	4%	-	4%	-	-	-	-	-	9%	-	-	-	-	8%	-
EVER WORK IN THIS AREA	938	782	22	71	2	4	3	7	4	9	-	1	3	8	10	1
	87%	88%	96%	87%	100%	100%	100%	100%	100%	82%	-	100%	100%	73%	77%	100%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Sponsorship

Base: All who work in-house or for consultancy

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
	1073	304	312	170	786	287	-	401	670	33	339	322	331	46	13	81	890	58	-	20	221	260	340	194	58
	100%	100%	100%	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	15	7	2	3	12	3	-	7	8	1	7	4	3	-	1	1	11	-	-	2	5	5	4	1	-
	1%	2%	1%	2%	2%	1%	-	2%	1%	3%	2%	1%	1%	-	8%	1%	1%	-	-	10%	2%	2%	1%	1%	-
I spend some of my time working on this area	138	61	25	15	101	37	-	45	93	4	43	30	50	10	2	10	111	9	-	5	28	31	42	27	10
	13%	20%	8%	9%	13%	13%	-	11%	14%	12%	13%	9%	15%	22%	15%	12%	12%	16%	-	25%	13%	12%	12%	14%	17%
I occasionally work on this area	329	98	61	55	214	115	-	120	209	11	90	108	100	20	4	25	268	24	-	5	54	68	116	68	23
	31%	32%	20%	32%	27%	40%	-	30%	31%	33%	27%	34%	30%	43%	31%	31%	30%	41%	-	25%	24%	26%	34%	35%	40%
I never work on this area	528	124	210	92	426	102	-	200	327	16	190	165	143	13	5	43	445	21	-	8	124	146	157	80	21
	49%	41%	67%	54%	54%	36%	-	50%	49%	48%	56%	51%	43%	28%	38%	53%	50%	36%	-	40%	56%	56%	46%	41%	36%
Not Stated	63	14	14	5	33	30	-	29	33	1	9	15	35	3	1	2	55	4	-	-	10	10	21	18	4
	6%	5%	4%	3%	4%	10%	-	7%	5%	3%	3%	5%	11%	7%	8%	2%	6%	7%	-	-	5%	4%	6%	9%	7%
EVER WORK IN THIS AREA	482	166	88	73	327	155	-	172	310	16	140	142	153	30	7	36	390	33	-	12	87	104	162	96	33
	45%	55%	28%	43%	42%	54%	-	43%	46%	48%	41%	44%	46%	65%	54%	44%	44%	57%	-	60%	39%	40%	48%	49%	57%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Sponsorship

Base: All who work in-house or for consultancy

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1073	11	41	373	74	91	28	66	25	89	27	46	27	55	50	69
	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	15	-	2	4	-	1	-	-	2	-	-	-	-	1	-	5
	1%	-	5%	1%	-	1%	-	-	8%	-	-	-	-	2%	-	7%
I spend some of my time working on this area	138	5	3	31	6	11	6	5	2	13	3	5	6	13	8	21
	13%	45%	7%	8%	8%	12%	21%	8%	8%	15%	11%	11%	22%	24%	16%	30%
I occasionally work on this area	329	6	10	108	30	26	9	22	11	28	6	12	10	15	16	20
	31%	55%	24%	29%	41%	29%	32%	33%	44%	31%	22%	26%	37%	27%	32%	29%
I never work on this area	528	-	24	208	32	44	13	35	9	43	15	27	8	24	24	21
	49%	-	59%	56%	43%	48%	46%	53%	36%	48%	56%	59%	30%	44%	48%	30%
Not Stated	63	-	2	22	6	9	-	4	1	5	3	2	3	2	2	2
	6%	-	5%	6%	8%	10%	-	6%	4%	6%	11%	4%	11%	4%	4%	3%
EVER WORK IN THIS AREA	482	11	15	143	36	38	15	27	15	41	9	17	16	29	24	46
	45%	100%	37%	38%	49%	42%	54%	41%	60%	46%	33%	37%	59%	53%	48%	67%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Sponsorship

Base: All who work in-house or for consultancy

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1073	890	23	82	2	4	3	7	4	11	1	1	3	11	13	1
	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	15	7	-	3	-	-	-	-	-	2	-	-	1	-	2	-
	1%	1%	-	4%	-	-	-	-	-	18%	-	-	33%	-	15%	-
I spend some of my time working on this area	138	106	5	13	1	2	-	-	-	1	-	-	-	3	6	-
	13%	12%	22%	16%	50%	50%	-	-	-	9%	-	-	-	27%	46%	-
I occasionally work on this area	329	275	8	28	1	-	1	4	1	1	-	1	1	2	1	-
	31%	31%	35%	34%	50%	-	33%	57%	25%	9%	-	100%	33%	18%	8%	-
I never work on this area	528	450	10	36	-	2	2	3	3	6	1	-	-	6	2	1
	49%	51%	43%	44%	-	50%	67%	43%	75%	55%	100%	-	-	55%	15%	100%
Not Stated	63	52	-	2	-	-	-	-	-	1	-	-	1	-	2	-
	6%	6%	-	2%	-	-	-	-	-	9%	-	-	33%	-	15%	-
EVER WORK IN THIS AREA	482	388	13	44	2	2	1	4	1	4	-	1	2	5	9	-
	45%	44%	57%	54%	100%	50%	33%	57%	25%	36%	-	100%	67%	45%	69%	-

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Summary table

Base: All who work in-house

	Total	I spend most of my time working on this area	I spend some of my time working on this area	I occasionally work on this area	I never work on this area	Not Stated	EVER WORK IN THIS AREA
Branding	786 100%	26 3%	230 29%	354 45%	144 18%	32 4%	610 78%
Consumer or public campaigning	786 100%	60 8%	266 34%	232 30%	192 24%	36 5%	558 71%
Contributing to business strategy	786 100%	118 15%	382 49%	210 27%	58 7%	18 2%	710 90%
Corporate social responsibility	786 100%	36 5%	200 25%	266 34%	244 31%	40 5%	502 64%
Crisis management	786 100%	65 8%	345 44%	270 34%	83 11%	23 3%	680 87%
Event management	786 100%	51 6%	323 41%	315 40%	75 10%	22 3%	689 88%
Information provision	786 100%	155 20%	408 52%	145 18%	41 5%	37 5%	708 90%
Internal communications	786 100%	165 21%	304 39%	208 26%	81 10%	28 4%	677 86%
Media relations	786 100%	278 35%	297 38%	128 16%	61 8%	22 3%	703 89%
Strategic planning	786 100%	189 24%	390 50%	150 19%	34 4%	23 3%	729 93%
Public affairs/lobbying	786 100%	87 11%	150 19%	203 26%	309 39%	37 5%	440 56%
Research, planning and measurement	786 100%	71 9%	341 43%	278 35%	72 9%	24 3%	690 88%
Social or digital media management	786 100%	105 13%	354 45%	233 30%	71 9%	23 3%	692 88%
Sponsorship	786 100%	12 2%	101 13%	214 27%	426 54%	33 4%	327 42%

CIPR State of the Profession Survey November 2012

Q10/11 - In your current role, how much time, if any, do you spend working on each of the following areas?

Summary table

Base: All who work in a consultancy

	Total	I spend most of my time working on this area	I spend some of my time working on this area	I occasionally work on this area	I never work on this area	Not Stated	EVER WORK IN THIS AREA
Branding	287 100%	6 2%	75 26%	140 49%	41 14%	25 9%	221 77%
Consumer or public campaigning	287 100%	23 8%	97 34%	77 27%	64 22%	26 9%	197 69%
Contributing to business strategy	287 100%	70 24%	158 55%	44 15%	7 2%	8 3%	272 95%
Corporate social responsibility	287 100%	8 3%	70 24%	125 44%	58 20%	26 9%	203 71%
Crisis management	287 100%	14 5%	98 34%	119 41%	38 13%	18 6%	231 80%
Event management	287 100%	12 4%	88 31%	136 47%	33 11%	18 6%	236 82%
Information provision	287 100%	25 9%	115 40%	91 32%	25 9%	31 11%	231 80%
Internal communications	287 100%	22 8%	70 24%	115 40%	61 21%	19 7%	207 72%
Media relations	287 100%	119 41%	107 37%	37 13%	13 5%	11 4%	263 92%
Strategic planning	287 100%	108 38%	139 48%	23 8%	4 1%	13 5%	270 94%
Public affairs/lobbying	287 100%	14 5%	44 15%	95 33%	111 39%	23 8%	153 53%
Research, planning and measurement	287 100%	33 11%	128 45%	91 32%	10 3%	25 9%	252 88%
Social or digital media management	287 100%	44 15%	116 40%	86 30%	20 7%	21 7%	246 86%
Sponsorship	287 100%	3 1%	37 13%	115 40%	102 36%	30 10%	155 54%

CIPR State of the Profession Survey November 2012

Q12 - Level of responsibility

Base: All respondents

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consultancy	Freelance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affiliate	Associate	Member	Fellow	Hon Fellow	Global Affiliate	0-5	6-10	11-20	21-30	31+	
Total	1273	304	312	170	786	287	153	481	786	42	356	367	420	82	18	84	1051	80	1	21	240	282	396	263	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am responsible for the communications budget of my organisation	455	86	94	52	232	133	85	190	265	5	53	159	198	39	3	15	381	45	-	7	30	59	190	129	47
	36%	28%	30%	31%	30%	46%	56%	40%	34%	12%	15%	43%	47%	48%	17%	18%	36%	56%	-	33%	13%	21%	48%	49%	54%
I am responsible for part of the communications budget of my organisation	425	148	111	72	331	56	27	164	260	16	143	128	128	9	4	31	359	16	-	9	80	121	132	79	13
	33%	49%	36%	42%	42%	20%	18%	34%	33%	38%	40%	35%	30%	11%	22%	37%	34%	20%	-	43%	33%	43%	33%	30%	15%
I directly brief board members/senior staff	754	187	211	114	512	149	74	291	462	14	203	239	251	45	7	36	640	47	-	16	100	181	257	164	52
	59%	62%	68%	67%	65%	52%	48%	60%	59%	33%	57%	65%	60%	55%	39%	43%	61%	59%	-	76%	42%	64%	65%	62%	60%
I contribute to the development of communications strategy	989	241	250	137	628	220	117	355	632	32	297	297	312	49	13	71	825	48	1	21	186	240	311	194	58
	78%	79%	80%	81%	80%	77%	76%	74%	80%	76%	83%	81%	74%	60%	72%	85%	78%	60%	100%	100%	78%	85%	79%	74%	67%
I contribute to the development of organisational strategy	539	116	110	77	303	149	77	220	319	18	122	168	194	36	6	28	448	38	-	13	78	105	182	131	43
	42%	38%	35%	45%	39%	52%	50%	46%	41%	43%	34%	46%	46%	44%	33%	33%	43%	48%	-	62%	33%	37%	46%	50%	49%
Not Stated	46	8	8	6	22	3	7	13	29	2	18	6	7	9	1	3	33	5	-	-	20	7	3	6	5
	4%	3%	3%	4%	3%	1%	5%	3%	4%	5%	5%	2%	2%	11%	6%	4%	3%	6%	-	-	8%	2%	1%	2%	6%

CIPR State of the Profession Survey November 2012

Q12 - Level of responsibility

Base: All respondents

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	1273	11	52	426	98	107	36	77	28	106	33	53	36	65	57	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am responsible for the communications budget of my organisation	455	-	26	135	46	41	12	26	11	41	11	16	15	20	22	33
	36%	-	50%	32%	47%	38%	33%	34%	39%	39%	33%	30%	42%	31%	39%	40%
I am responsible for part of the communications budget of my organisation	425	6	7	150	29	41	11	28	5	39	10	21	9	21	18	30
	33%	55%	13%	35%	30%	38%	31%	36%	18%	37%	30%	40%	25%	32%	32%	36%
I directly brief board members/senior staff	754	5	26	252	59	57	20	50	17	74	22	34	16	41	27	54
	59%	45%	50%	59%	60%	53%	56%	65%	61%	70%	67%	64%	44%	63%	47%	65%
I contribute to the development of communications strategy	989	9	36	330	79	82	29	65	20	85	26	44	25	51	41	67
	78%	82%	69%	77%	81%	77%	81%	84%	71%	80%	79%	83%	69%	78%	72%	81%
I contribute to the development of organisational strategy	539	2	25	188	45	38	16	38	11	38	14	18	15	26	19	46
	42%	18%	48%	44%	46%	36%	44%	49%	39%	36%	42%	34%	42%	40%	33%	55%
Not Stated	46	-	6	12	1	3	2	1	2	2	-	1	2	3	2	4
	4%	-	12%	3%	1%	3%	6%	1%	7%	2%	-	2%	6%	5%	4%	5%

CIPR State of the Profession Survey November 2012

Q12 - Level of responsibility

Base: All respondents

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	1273	1051	26	93	3	6	6	8	7	12	1	2	4	15	15	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am responsible for the communications budget of my organisation	455	389	4	29	1	1	2	5	1	3	-	-	3	6	4	1
	36%	37%	15%	31%	33%	17%	33%	63%	14%	25%	-	-	75%	40%	27%	50%
I am responsible for part of the communications budget of my organisation	425	350	12	33	1	1	-	-	1	6	1	1	2	4	4	1
	33%	33%	46%	35%	33%	17%	-	-	14%	50%	100%	50%	50%	27%	27%	50%
I directly brief board members/senior staff	754	634	15	54	3	1	3	3	1	8	-	1	2	9	7	2
	59%	60%	58%	58%	100%	17%	50%	38%	14%	67%	-	50%	50%	60%	47%	100%
I contribute to the development of communications strategy	989	826	19	66	3	4	4	6	5	11	1	2	3	12	12	2
	78%	79%	73%	71%	100%	67%	67%	75%	71%	92%	100%	100%	75%	80%	80%	100%
I contribute to the development of organisational strategy	539	455	9	37	3	-	3	3	2	2	-	1	2	5	7	2
	42%	43%	35%	40%	100%	-	50%	38%	29%	17%	-	50%	50%	33%	47%	100%
Not Stated	46	34	1	3	-	1	1	-	-	-	-	-	-	-	2	-
	4%	3%	4%	3%	-	17%	17%	-	-	-	-	-	-	-	13%	-

CIPR State of the Profession Survey November 2012

Q13 - What level of seniority is held by the person in your organisation with direct responsibility for public relations?

Base: All who work in-house

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	786	304	312	170	786	-	-	275	510	22	267	254	223	18	11	67	659	24	-	17	170	213	252	127	24
	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	
Senior Executive/Managing Director	119	68	34	17	119	-	-	50	68	2	30	34	46	6	1	4	101	7	-	4	19	27	41	28	4
	15%	22%	11%	10%	15%	-	-	18%	13%	9%	11%	13%	21%	33%	9%	6%	15%	29%	-	24%	11%	13%	16%	22%	17%
Director of Communications/PR	293	123	101	69	293	-	-	113	180	11	94	99	82	7	5	29	242	9	-	4	67	75	94	50	7
	37%	40%	32%	41%	37%	-	-	41%	35%	50%	35%	39%	37%	39%	45%	43%	37%	38%	-	24%	39%	35%	37%	39%	29%
Associate Director/Head of Communications	208	60	111	37	208	-	-	65	143	6	67	70	63	1	2	15	185	3	-	3	32	63	73	32	8
	26%	20%	36%	22%	26%	-	-	24%	28%	27%	25%	28%	28%	6%	18%	22%	28%	13%	-	18%	19%	30%	29%	25%	33%
Manager	104	24	45	35	104	-	-	28	76	2	48	34	17	3	1	13	86	1	-	3	32	31	28	9	4
	13%	8%	14%	21%	13%	-	-	10%	15%	9%	18%	13%	8%	17%	9%	19%	13%	4%	-	18%	19%	15%	11%	7%	17%
Other	61	28	21	12	61	-	-	19	42	1	28	17	14	1	2	6	44	4	-	3	20	17	16	7	1
	8%	9%	7%	7%	8%	-	-	7%	8%	5%	10%	7%	6%	6%	18%	9%	7%	17%	-	18%	12%	8%	6%	6%	4%
Not Stated	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-
	*	*	-	-	*	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	1%	-

CIPR State of the Profession Survey November 2012

Q13 - What level of seniority is held by the person in your organisation with direct responsibility for public relations?

Base: All who work in-house

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	786	6	26	279	51	65	21	47	14	66	22	40	22	43	32	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Senior Executive/Managing Director	119	2	4	39	4	8	2	12	2	8	3	5	6	7	8	9
	15%	33%	15%	14%	8%	12%	10%	26%	14%	12%	14%	13%	27%	16%	25%	18%
Director of Communications/PR	293	2	6	135	20	24	10	10	2	23	6	10	4	14	9	17
	37%	33%	23%	48%	39%	37%	48%	21%	14%	35%	27%	25%	18%	33%	28%	33%
Associate Director/Head of Communications	208	2	7	68	15	19	7	15	7	18	6	12	4	11	9	8
	26%	33%	27%	24%	29%	29%	33%	32%	50%	27%	27%	30%	18%	26%	28%	16%
Manager	104	-	5	23	10	8	2	6	2	11	3	10	6	8	3	7
	13%	-	19%	8%	20%	12%	10%	13%	14%	17%	14%	25%	27%	19%	9%	14%
Other	61	-	4	14	2	6	-	4	1	6	4	3	2	3	3	9
	8%	-	15%	5%	4%	9%	-	9%	7%	9%	18%	8%	9%	7%	9%	18%
Not Stated	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%

CIPR State of the Profession Survey November 2012

Q13 - What level of seniority is held by the person in your organisation with direct responsibility for public relations?

Base: All who work in-house

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	786	645	18	64	2	4	2	4	4	8	1	-	2	10	9	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Senior Executive/Managing Director	119	97	3	12	-	1	-	-	-	1	-	-	-	2	2	-
	15%	15%	17%	19%	-	25%	-	-	-	13%	-	-	-	20%	22%	-
Director of Communications/PR	293	235	8	24	2	2	1	1	3	2	1	-	1	5	2	1
	37%	36%	44%	38%	100%	50%	50%	25%	75%	25%	100%	-	50%	50%	22%	100%
Associate Director/Head of Communications	208	176	5	15	-	-	-	2	-	3	-	-	1	2	3	-
	26%	27%	28%	23%	-	-	-	50%	-	38%	-	-	50%	20%	33%	-
Manager	104	91	2	5	-	-	-	-	1	1	-	-	-	-	2	-
	13%	14%	11%	8%	-	-	-	-	25%	13%	-	-	-	-	22%	-
Other	61	46	-	7	-	1	1	1	-	1	-	-	-	1	-	-
	8%	7%	-	11%	-	25%	50%	25%	-	13%	-	-	-	10%	-	-
Not Stated	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q14a - Does this person sit on the board?

Base: All who work in-house

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	786	304	312	170	786	-	-	275	510	22	267	254	223	18	11	67	659	24	-	17	170	213	252	127	24
	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Yes	292	122	112	58	292	-	-	109	183	9	92	93	92	6	6	25	234	12	-	9	57	75	103	51	6
	37%	40%	36%	34%	37%	-	-	40%	36%	41%	34%	37%	41%	33%	55%	37%	36%	50%	-	53%	34%	35%	41%	40%	25%
No	465	170	188	107	465	-	-	155	309	13	158	156	125	11	5	39	401	11	-	8	105	125	143	74	18
	59%	56%	60%	63%	59%	-	-	56%	61%	59%	59%	61%	56%	61%	45%	58%	61%	46%	-	47%	62%	59%	57%	58%	75%
Don't know	27	10	12	5	27	-	-	10	17	-	17	4	5	1	-	3	22	1	-	-	8	13	4	2	-
	3%	3%	4%	3%	3%	-	-	4%	3%	-	6%	2%	2%	6%	-	4%	3%	4%	-	-	5%	6%	2%	2%	-
Not Stated	2	2	-	-	2	-	-	1	1	-	-	1	1	-	-	-	2	-	-	-	-	-	2	-	-
	*	1%	-	-	*	-	-	*	*	-	-	*	*	-	-	-	*	-	-	-	-	-	1%	-	-



CIPR State of the Profession Survey November 2012

Q14a - Does this person sit on the board?

Base: All who work in-house

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	786	6	26	279	51	65	21	47	14	66	22	40	22	43	32	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	292	1	8	96	18	20	7	25	4	28	8	13	11	17	12	24
	37%	17%	31%	34%	35%	31%	33%	53%	29%	42%	36%	33%	50%	40%	38%	47%
No	465	5	17	171	31	44	13	22	9	35	13	25	10	25	19	26
	59%	83%	65%	61%	61%	68%	62%	47%	64%	53%	59%	63%	45%	58%	59%	51%
Don't know	27	-	1	11	2	1	1	-	1	2	1	2	1	1	1	1
	3%	-	4%	4%	4%	2%	5%	-	7%	3%	5%	5%	5%	2%	3%	2%
Not Stated	2	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	2%	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q14a - Does this person sit on the board?

Base: All who work in-house

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	786	645	18	64	2	4	2	4	4	8	1	-	2	10	9	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Yes	292	244	7	22	1	-	1	2	1	2	-	-	-	3	3	-
	37%	38%	39%	34%	50%	-	50%	50%	25%	25%	-	-	-	30%	33%	-
No	465	381	11	39	1	4	1	1	3	5	1	-	2	5	5	1
	59%	59%	61%	61%	50%	100%	50%	25%	75%	63%	100%	-	100%	50%	56%	100%
Don't know	27	18	-	3	-	-	-	1	-	1	-	-	-	2	1	-
	3%	3%	-	5%	-	-	-	25%	-	13%	-	-	-	20%	11%	-
Not Stated	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIPR State of the Profession Survey November 2012

Q14b - What is their gender?

Base: All who work in-house

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	786	304	312	170	786	-	-	275	510	22	267	254	223	18	11	67	659	24	-	17	170	213	252	127	24
	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Male	374	168	130	76	374	-	-	183	191	9	119	120	114	12	7	23	315	13	-	10	83	94	125	59	13
	48%	55%	42%	45%	48%	-	-	67%	37%	41%	45%	47%	51%	67%	64%	34%	48%	54%	-	59%	49%	44%	50%	46%	54%
Female	412	136	182	94	412	-	-	92	319	13	148	134	109	6	4	44	344	11	-	7	87	119	127	68	11
	52%	45%	58%	55%	52%	-	-	33%	63%	59%	55%	53%	49%	33%	36%	66%	52%	46%	-	41%	51%	56%	50%	54%	46%



CIPR State of the Profession Survey November 2012

Q14b - What is their gender?

Base: All who work in-house

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	786	6	26	279	51	65	21	47	14	66	22	40	22	43	32	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	374	1	10	138	22	32	15	21	3	30	7	15	9	25	16	29
	48%	17%	38%	49%	43%	49%	71%	45%	21%	45%	32%	38%	41%	58%	50%	57%
Female	412	5	16	141	29	33	6	26	11	36	15	25	13	18	16	22
	52%	83%	62%	51%	57%	51%	29%	55%	79%	55%	68%	63%	59%	42%	50%	43%

CIPR State of the Profession Survey November 2012

Q14b - What is their gender?

Base: All who work in-house

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	786	645	18	64	2	4	2	4	4	8	1	-	2	10	9	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Male	374	310	9	25	1	4	1	3	1	4	1	-	2	4	4	1
	48%	48%	50%	39%	50%	100%	50%	75%	25%	50%	100%	-	100%	40%	44%	100%
Female	412	335	9	39	1	-	1	1	3	4	-	-	-	6	5	-
	52%	52%	50%	61%	50%	-	50%	25%	75%	50%	-	-	-	60%	56%	-

CIPR State of the Profession Survey November 2012

Q15 - In which of the following sectors does your organisation do most of its work?

Base: All who work in-house

	Role						Gender		Age					CIPR affiliation					Years in PR						
	Total	In house private	In house public	In house NGO	HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+
	786	304	312	170	786	-	-	275	510	22	267	254	223	18	11	67	659	24	-	17	170	213	252	127	24
	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Arts/culture	35	9	21	5	35	-	-	12	23	-	16	12	7	-	2	5	26	1	-	1	8	11	10	4	2
	4%	3%	7%	3%	4%	-	-	4%	5%	-	6%	5%	3%	-	18%	7%	4%	4%	-	6%	5%	5%	4%	3%	8%
Business services	74	38	14	22	74	-	-	29	45	1	24	25	21	3	1	3	65	4	-	1	13	18	23	16	4
	9%	13%	4%	13%	9%	-	-	11%	9%	5%	9%	10%	9%	17%	9%	4%	10%	17%	-	6%	8%	8%	9%	13%	17%
Charity/voluntary sector	123	9	16	98	123	-	-	43	80	6	42	41	30	4	-	16	101	2	-	3	28	36	39	16	4
	16%	3%	5%	58%	16%	-	-	16%	16%	27%	16%	16%	13%	22%	-	24%	15%	8%	-	18%	16%	17%	15%	13%	17%
Construction	59	40	11	8	59	-	-	26	33	2	20	15	19	3	1	5	51	2	-	-	14	15	20	6	4
	8%	13%	4%	5%	8%	-	-	9%	6%	9%	7%	6%	9%	17%	9%	7%	8%	8%	-	-	8%	7%	8%	5%	17%
Consumer services	19	9	3	7	19	-	-	8	11	1	7	5	4	2	-	2	14	2	-	1	4	5	3	4	3
	2%	3%	1%	4%	2%	-	-	3%	2%	5%	3%	2%	2%	11%	-	3%	2%	8%	-	6%	2%	2%	1%	3%	13%
Defence	22	13	7	2	22	-	-	8	14	-	5	11	6	-	-	-	20	1	-	1	3	3	13	2	1
	3%	4%	2%	1%	3%	-	-	3%	3%	-	2%	4%	3%	-	-	-	3%	4%	-	6%	2%	1%	5%	2%	4%
Education	118	19	62	37	118	-	-	35	83	4	35	34	41	4	1	8	101	4	-	2	27	31	25	30	5
	15%	6%	20%	22%	15%	-	-	13%	16%	18%	13%	13%	18%	22%	9%	12%	15%	17%	-	12%	16%	15%	10%	24%	21%
Fashion/beauty	11	9	2	-	11	-	-	3	8	-	5	2	4	-	1	-	9	-	-	1	2	3	5	1	-
	1%	3%	1%	-	1%	-	-	1%	2%	-	2%	1%	2%	-	9%	-	1%	-	-	6%	1%	1%	2%	1%	-
Financial services/corporate	87	65	8	14	87	-	-	31	56	3	34	29	19	2	1	7	74	4	-	-	17	24	29	13	4
	11%	21%	3%	8%	11%	-	-	11%	11%	14%	13%	11%	9%	11%	9%	10%	11%	17%	-	-	10%	11%	12%	10%	17%
Food, beverages and tobacco	31	23	4	4	31	-	-	13	18	1	13	9	8	-	1	3	23	2	-	1	7	9	10	5	-
	4%	8%	1%	2%	4%	-	-	5%	4%	5%	5%	4%	4%	-	9%	4%	3%	8%	-	6%	4%	4%	4%	4%	-
Health/pharmaceutical (private sector)	64	40	10	14	64	-	-	26	38	1	26	21	14	2	-	3	58	2	-	1	14	17	26	6	1
	8%	13%	3%	8%	8%	-	-	9%	7%	5%	10%	8%	6%	11%	-	4%	9%	8%	-	6%	8%	8%	10%	5%	4%
Manufacturing	39	30	-	9	39	-	-	20	19	2	15	8	12	2	-	2	31	5	-	1	8	11	10	8	2
	5%	10%	-	5%	5%	-	-	7%	4%	9%	6%	3%	5%	11%	-	3%	5%	21%	-	6%	5%	5%	4%	6%	8%
Marketing/media	43	20	12	11	43	-	-	16	27	1	13	14	12	3	2	3	31	5	-	2	8	13	12	5	5
	5%	7%	4%	6%	5%	-	-	6%	5%	5%	5%	6%	5%	17%	18%	4%	5%	21%	-	12%	5%	6%	5%	4%	21%
Property	41	25	4	12	41	-	-	15	26	-	18	11	10	2	-	2	38	1	-	-	7	11	15	5	3
	5%	8%	1%	7%	5%	-	-	5%	5%	-	7%	4%	4%	11%	-	3%	6%	4%	-	-	4%	5%	6%	4%	13%
Public sector - armed services/emergency services/NHS	89	9	67	13	89	-	-	33	55	1	37	31	17	2	1	7	79	2	-	-	18	25	33	9	4
	11%	3%	21%	8%	11%	-	-	12%	11%	5%	14%	12%	8%	11%	9%	10%	12%	8%	-	-	11%	12%	13%	7%	17%

CIPR State of the Profession Survey November 2012

Q15 - In which of the following sectors does your organisation do most of its work?

Base: All who work in-house

	Role						Gender		Age					CIPR affiliation					Years in PR						
	In house private	In house public	In house NGO	IN HOUSE TOTAL	Consul tancy	Free lance	Male	Female	18-24	25-34	35-44	45-60	Over 60	Affil iate	Asso ciate	Member	Fellow	Hon Fellow	Global Affil iate	0-5	6-10	11-20	21-30	31+	
Total	786	304	312	170	786	-	-	275	510	22	267	254	223	18	11	67	659	24	-	17	170	213	252	127	24
	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%
Public sector - local/central government	181	20	143	18	181	-	-	59	122	1	52	60	61	7	3	9	154	7	-	6	22	50	66	34	9
	23%	7%	46%	11%	23%	-	-	21%	24%	5%	19%	24%	27%	39%	27%	13%	23%	29%	-	35%	13%	23%	26%	27%	38%
Retail / wholesale	34	31	-	3	34	-	-	8	26	2	13	9	9	1	1	5	27	-	-	1	9	5	15	5	-
	4%	10%	-	2%	4%	-	-	3%	5%	9%	5%	4%	4%	6%	9%	7%	4%	-	-	6%	5%	2%	6%	4%	-
Sport	16	8	5	3	16	-	-	5	11	-	8	3	4	1	-	2	13	1	-	-	5	4	6	-	1
	2%	3%	2%	2%	2%	-	-	2%	2%	-	3%	1%	2%	6%	-	3%	2%	4%	-	-	3%	2%	2%	-	4%
Technology/science/engineering	61	42	10	9	61	-	-	27	34	1	24	16	18	2	-	1	57	2	-	1	8	19	20	8	6
	8%	14%	3%	5%	8%	-	-	10%	7%	5%	9%	6%	8%	11%	-	1%	9%	8%	-	6%	5%	9%	8%	6%	25%
Tourism	28	11	14	3	28	-	-	5	23	-	14	6	8	-	1	2	23	2	-	-	6	7	9	3	3
	4%	4%	4%	2%	4%	-	-	2%	5%	-	5%	2%	4%	-	9%	3%	3%	8%	-	-	4%	3%	4%	2%	13%
Transport	58	30	21	7	58	-	-	24	34	-	21	13	22	2	-	2	50	5	-	-	13	14	15	12	4
	7%	10%	7%	4%	7%	-	-	9%	7%	-	8%	5%	10%	11%	-	3%	8%	21%	-	-	8%	7%	6%	9%	17%
Utilities (waste, water, oil, gas, electricity)	62	48	8	6	62	-	-	30	32	1	22	20	18	-	-	5	53	3	-	1	13	19	19	10	1
	8%	16%	3%	4%	8%	-	-	11%	6%	5%	8%	8%	8%	-	-	7%	8%	13%	-	6%	8%	9%	8%	8%	4%
Web/digital	29	10	9	10	29	-	-	9	20	-	9	8	10	2	-	2	23	3	-	1	5	7	9	6	2
	4%	3%	3%	6%	4%	-	-	3%	4%	-	3%	3%	4%	11%	-	3%	3%	13%	-	6%	3%	3%	4%	5%	8%
Other	97	38	29	30	97	-	-	34	63	3	30	35	26	3	1	12	76	4	-	1	19	29	33	13	3
	12%	13%	9%	18%	12%	-	-	12%	12%	14%	11%	14%	12%	17%	9%	18%	12%	17%	-	6%	11%	14%	13%	10%	13%
Not Stated	1	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	*	-	-	-	*	-	*	-	-	-	9%	-	-	-	-	-	-	*	-	-	-

CIPR State of the Profession Survey November 2012

Q15 - In which of the following sectors does your organisation do most of its work?

Base: All who work in-house

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	786	6	26	279	51	65	21	47	14	66	22	40	22	43	32	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Arts/culture	35	-	1	12	1	3	3	3	1	4	-	3	-	1	1	2
	4%	-	4%	4%	2%	5%	14%	6%	7%	6%	-	8%	-	2%	3%	4%
Business services	74	-	1	36	2	4	6	5	1	4	4	4	1	2	-	4
	9%	-	4%	13%	4%	6%	29%	11%	7%	6%	18%	10%	5%	5%	-	8%
Charity/voluntary sector	123	-	5	54	7	6	4	5	4	15	1	8	3	3	3	5
	16%	-	19%	19%	14%	9%	19%	11%	29%	23%	5%	20%	14%	7%	9%	10%
Construction	59	-	1	23	8	6	2	2	-	4	4	1	2	3	3	-
	8%	-	4%	8%	16%	9%	10%	4%	-	6%	18%	3%	9%	7%	9%	-
Consumer services	19	-	-	4	1	5	-	3	2	2	1	-	-	-	-	1
	2%	-	-	1%	2%	8%	-	6%	14%	3%	5%	-	-	-	-	2%
Defence	22	-	1	8	1	-	-	1	-	-	2	1	3	1	1	3
	3%	-	4%	3%	2%	-	-	2%	-	-	9%	3%	14%	2%	3%	6%
Education	118	-	7	38	4	13	6	7	3	8	5	7	2	3	6	9
	15%	-	27%	14%	8%	20%	29%	15%	21%	12%	23%	18%	9%	7%	19%	18%
Fashion/beauty	11	-	-	5	2	1	1	1	-	-	-	-	-	-	-	1
	1%	-	-	2%	4%	2%	5%	2%	-	-	-	-	-	-	-	2%
Financial services/corporate	87	1	3	42	3	6	4	5	1	10	1	1	-	2	3	5
	11%	17%	12%	15%	6%	9%	19%	11%	7%	15%	5%	3%	-	5%	9%	10%
Food, beverages and tobacco	31	-	-	11	1	4	2	2	2	1	1	1	-	-	2	4
	4%	-	-	4%	2%	6%	10%	4%	14%	2%	5%	3%	-	-	6%	8%
Health/pharmaceutical (private sector)	64	1	3	29	7	4	1	4	-	3	2	2	2	-	2	4
	8%	17%	12%	10%	14%	6%	5%	9%	-	5%	9%	5%	9%	-	6%	8%
Manufacturing	39	-	1	9	3	9	-	3	-	2	2	2	-	3	2	3
	5%	-	4%	3%	6%	14%	-	6%	-	3%	9%	5%	-	7%	6%	6%
Marketing/media	43	-	1	20	2	3	-	4	1	3	-	6	1	-	-	2
	5%	-	4%	7%	4%	5%	-	9%	7%	5%	-	15%	5%	-	-	4%
Property	41	-	-	19	4	3	2	4	-	1	1	-	3	1	3	-
	5%	-	-	7%	8%	5%	10%	9%	-	2%	5%	-	14%	2%	9%	-
Public sector - armed services/emergency services/NHS	89	-	3	31	4	4	3	11	-	5	4	4	3	6	8	3
	11%	-	12%	11%	8%	6%	14%	23%	-	8%	18%	10%	14%	14%	25%	6%

CIPR State of the Profession Survey November 2012

Q15 - In which of the following sectors does your organisation do most of its work?

Base: All who work in-house

	Region															
	Total	Channel Islands	East Anglia	Greater London	Home Counties South	Midlands	North East	North West	Northern Ireland	Scotland	Thames & Chiltern	Wales	Wessex	West of England	Yorkshire & Lincolnshire	Outside the UK
	786	6	26	279	51	65	21	47	14	66	22	40	22	43	32	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public sector - local/central government	181	-	6	51	15	16	5	14	5	17	6	14	6	8	9	9
	23%	-	23%	18%	29%	25%	24%	30%	36%	26%	27%	35%	27%	19%	28%	18%
Retail / wholesale	34	2	1	13	3	4	-	4	2	1	2	-	-	-	1	1
	4%	33%	4%	5%	6%	6%	-	9%	14%	2%	9%	-	-	-	3%	2%
Sport	16	-	1	4	1	1	1	-	1	4	-	1	-	1	1	-
	2%	-	4%	1%	2%	2%	5%	-	7%	6%	-	3%	-	2%	3%	-
Technology/science/engineering	61	-	3	21	4	8	-	3	-	3	6	2	2	5	1	3
	8%	-	12%	8%	8%	12%	-	6%	-	5%	27%	5%	9%	12%	3%	6%
Tourism	28	-	-	10	-	4	1	2	2	4	-	-	2	1	-	1
	4%	-	-	4%	-	6%	5%	4%	14%	6%	-	-	9%	2%	-	2%
Transport	58	-	1	32	3	10	1	2	1	3	1	1	1	-	1	1
	7%	-	4%	11%	6%	15%	5%	4%	7%	5%	5%	3%	5%	-	3%	2%
Utilities (waste, water, oil, gas, electricity)	62	-	-	15	4	6	3	6	-	7	3	6	1	5	1	5
	8%	-	-	5%	8%	9%	14%	13%	-	11%	14%	15%	5%	12%	3%	10%
Web/digital	29	-	2	9	1	5	2	3	-	-	-	3	-	2	-	2
	4%	-	8%	3%	2%	8%	10%	6%	-	-	-	8%	-	5%	-	4%
Other	97	2	1	37	3	15	1	8	-	6	2	2	4	7	3	6
	12%	33%	4%	13%	6%	23%	5%	17%	-	9%	9%	5%	18%	16%	9%	12%
Not Stated	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%

CIPR State of the Profession Survey November 2012

Q15 - In which of the following sectors does your organisation do most of its work?

Base: All who work in-house

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	786	645	18	64	2	4	2	4	4	8	1	-	2	10	9	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Arts/culture	35	27	-	4	1	-	-	-	-	2	-	-	-	-	-	-
	4%	4%	-	6%	50%	-	-	-	-	25%	-	-	-	-	-	-
Business services	74	64	1	5	2	-	-	-	1	-	-	-	-	1	-	-
	9%	10%	6%	8%	100%	-	-	-	25%	-	-	-	-	10%	-	-
Charity/voluntary sector	123	99	4	12	-	1	2	-	2	-	-	-	-	2	-	-
	16%	15%	22%	19%	-	25%	100%	-	50%	-	-	-	-	20%	-	-
Construction	59	52	1	3	-	-	-	-	1	-	-	-	-	1	-	-
	8%	8%	6%	5%	-	-	-	-	25%	-	-	-	-	10%	-	-
Consumer services	19	17	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	2%	3%	-	2%	50%	-	-	-	-	-	-	-	-	-	-	-
Defence	22	17	1	2	-	-	-	-	1	1	-	-	-	-	-	-
	3%	3%	6%	3%	-	-	-	-	25%	13%	-	-	-	-	-	-
Education	118	91	8	7	1	-	-	-	1	2	-	-	-	3	2	1
	15%	14%	44%	11%	50%	-	-	-	25%	25%	-	-	-	30%	22%	100%
Fashion/beauty	11	5	-	4	-	-	-	-	-	-	-	-	-	1	-	-
	1%	1%	-	6%	-	-	-	-	-	-	-	-	-	10%	-	-
Financial services/corporate	87	72	2	7	-	-	-	-	-	-	-	-	-	2	-	-
	11%	11%	11%	11%	-	-	-	-	-	-	-	-	-	20%	-	-
Food, beverages and tobacco	31	23	-	5	-	1	-	1	-	-	-	-	-	1	-	-
	4%	4%	-	8%	-	25%	-	25%	-	-	-	-	-	10%	-	-
Health/pharmaceutical (private sector)	64	55	2	4	-	-	1	-	1	-	-	-	-	1	-	-
	8%	9%	11%	6%	-	-	50%	-	25%	-	-	-	-	10%	-	-
Manufacturing	39	32	-	6	-	-	-	-	1	-	-	-	-	-	-	-
	5%	5%	-	9%	-	-	-	-	25%	-	-	-	-	-	-	-
Marketing/media	43	31	-	6	2	-	-	-	1	1	-	-	-	-	1	-
	5%	5%	-	9%	100%	-	-	-	25%	13%	-	-	-	-	11%	-
Property	41	34	1	2	-	-	-	1	-	-	-	-	-	-	-	-
	5%	5%	6%	3%	-	-	-	25%	-	-	-	-	-	-	-	-
Public sector - armed services/emergency services/NHS	89	76	3	6	-	-	1	1	1	-	-	-	-	-	1	-
	11%	12%	17%	9%	-	-	50%	25%	25%	-	-	-	-	-	11%	-

CIPR State of the Profession Survey November 2012

Q15 - In which of the following sectors does your organisation do most of its work?

Base: All who work in-house

	Ethnicity															
	Total	White British	Irish	Other white background	White and black Caribbean	White and black African	White and Asian	Another mixed background	Chinese	Indian	Pakistani	Bangladeshi	Another Asian background	Caribbean	African	Another black background
	786	645	18	64	2	4	2	4	4	8	1	-	2	10	9	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Public sector - local/central government	181	151	3	16	1	-	-	1	-	4	-	-	-	2	1	-
	23%	23%	17%	25%	50%	-	-	25%	-	50%	-	-	-	20%	11%	-
Retail / wholesale	34	25	-	6	1	-	-	1	-	-	-	-	-	-	-	-
	4%	4%	-	9%	50%	-	-	25%	-	-	-	-	-	-	-	-
Sport	16	12	-	2	-	-	-	-	-	-	-	-	1	-	1	-
	2%	2%	-	3%	-	-	-	-	-	-	-	-	50%	-	11%	-
Technology/science/engineering	61	47	2	7	1	-	1	-	2	-	-	-	-	-	1	-
	8%	7%	11%	11%	50%	-	50%	-	50%	-	-	-	-	-	11%	-
Tourism	28	21	1	3	1	-	-	-	-	1	-	-	-	-	-	-
	4%	3%	6%	5%	50%	-	-	-	-	13%	-	-	-	-	-	-
Transport	58	45	2	5	1	-	-	-	1	1	-	-	-	2	1	-
	7%	7%	11%	8%	50%	-	-	-	25%	13%	-	-	-	20%	11%	-
Utilities (waste, water, oil, gas, electricity)	62	52	-	5	-	1	-	-	-	-	1	-	1	-	1	-
	8%	8%	-	8%	-	25%	-	-	-	-	100%	-	50%	-	11%	-
Web/digital	29	24	1	3	1	-	-	-	-	-	-	-	-	-	-	-
	4%	4%	6%	5%	50%	-	-	-	-	-	-	-	-	-	-	-
Other	97	78	3	10	-	1	-	-	1	1	-	-	-	1	1	-
	12%	12%	17%	16%	-	25%	-	-	25%	13%	-	-	-	10%	11%	-
Not Stated	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-