

PR
CENSUS
2016



HOW DO YOU DEFINE SUCCESS FOR YOUR PR AGENCY?

The irony of trying to talk to PR professionals through advertising isn't lost on us, so we will skip right to the point – in an industry where margins, client satisfaction and talent retention are all crucial issues, what are you doing to stand out from the crowd, and is it enough?

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PR CENSUS 2016

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Francis Ingham MPRCA
PRCA Director General &
ICCO Chief Executive

“The PR industry is composed of plenty of unique hubs of PR excellence all around the country.”

Three things stand out for me from the PR Census 2016.

The first is growth. Our industry is surging ahead, becoming bigger and bigger. And that growth is seen in pretty much every sector. The industry, it seems to me, has settled down to a balance between what we used to think of as its new and its traditional forms. There's room for both, and there's a market for every type of PR expertise.

The second is difference. The last few pages of this report show some fascinating differences between different parts of the country – differences in gender balance; in pay; in expertise and duties. Quite naturally, we talk about the UK industry, but actually, that industry is composed of plenty of unique hubs of PR excellence all around the country, all powering forward in slightly different manners.

And the third is challenge. I have never been one of those who takes pleasure in knocking our industry. On the contrary, I think it's a fantastic success story, and a career of choice. But we need to balance that

pride and optimism with a readiness to face challenges. The gender pay gap is still obvious, and still troubling. We still recruit from too narrow a circle, denying ourselves access to some outstanding talent. And far too many of our industry still –remarkably- turn to AVEs when measuring their impact.

As the country's largest professional body, and as the leader of ICCO, operating in 48 countries around the world, we intend using every bit of influence we have to address every one of those challenges. In doing so, we will draw on the best of UK expertise, and on the best of practice from around the global community.

And in doing so, we will ensure that the next PRCA PR Census shows an even larger, even more vibrant, and event more futureproofed PR industry.

Francis Ingham MPRCA
PRCA Director General &
ICCO Chief Executive



*Raymond Kieser
Global Practice Director,
Marcoms, Deltek*

“On almost a daily basis, a PR professional will advocate the use of data – whether it’s research, a survey or a study.”

There has been a lot of movement in the PR industry since the last PR Census and the voice of the people is overwhelmingly positive, resulting in an ever-strengthening industry.

This is further reinforced by the numbers – according to the Kingston Smith report on the financial performance of marketing services companies in 2015, public relations is poised to disrupt one of the longest-standing trends in the industry. The report notes that “for the first time in 25 years, media buying could be overtaken as the most profitable of the marketing services disciplines by PR, which is now less than 0.5 percent behind”.

There are still challenges of course and this census does a great job of highlighting what agencies should look for and where resources should be focused. Having spoken to so many people within the PR industry it’s a great example of how data can benefit the industry. On almost a daily basis, a PR professional will advocate the use of data – whether it’s research, a survey or a study – to draw out media angles, business insight or simply a better understanding, so it makes sense to analyse internally the same way.

Looking inwards allows agencies to identify gaps, reinforce the positives and gather a better understanding of operational processes, staff talent and industry trends. In a landscape where PR services are continually

expanding and traditional structures are giving way to managing a wider set of resources, this kind of data analysis is invaluable, ensuring the real-time decisions being made are grounded in fact and insight.

*Raymond Kieser
Global Practice Director,
Marcoms, Deltek*





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in-house communications teams, freelancers and individuals

SECTION 1: EXECUTIVE SUMMARY

£12.9bn

Value of UK PR industry

83,000

Employees in PR industry

Summary

In 2016, the PR industry is estimated to be worth £12.9bn, showing growth of 34% since 2013 when it reached £9.62bn.

The PR industry has grown to around 83,000 employees. This is an impressive level of growth since 2013 when it was 62,000-strong.

Demographics

The PR industry remains a young industry, with an average age of 28. It is a female-led industry, with 64% of it's employees being women. 34% of PR people have children or dependents.

There has been little change in PR's diversity since 2011, with 91% being white and 89% being British. However, the youngest generations in the industry represent important improvements in diversity levels.

Undergraduate degrees remain the predominant highest form of education, a fact that becomes more prevalent with each younger generation.

Opinions

51% of industry members believe that PR is a profession.
40% see it as an industry.

The Barcelona Principles 2.0 are the leading form of PR evaluation, but AVEs remain a significant measurement format. This must be challenged.

Technology and health are the mostly hotly-tipped sectors to increase investment in PR in the coming years.

Digital, S.E.O., and online communications are seen as the tasks that have most increased in importance over the last two years, and also those that will increase most in the coming years.

Sales promotion, general media relations and writing articles, newsletters etc, are the roles thought to have most decreased in importance over the past two years.

Methodology



The online survey was generated by YouGov using two different sample sources:

- Targeted sample sent to PRCA members and PRWeek subscribers
- Public link on PRWeek and PRCA websites

The online survey generated 1,874 responses.

Respondents had to fulfill the following criteria: work in a communications, PR or corporate relations remit.

The fieldwork was undertaken between 17th February - 26th April 2016.

The market sizing data was calculated by taking a combination of historical data from the previous PR Censuses published in 2011 and 2013, combined with PRCA benchmarking studies, and the Government's ONS tables of industry sizing and growth.

Data may not equal totals due to rounding.

What do we do?

Our leading duties are general media relations, media relations strategy planning, and digital and social media.

The senior members of the industry oversee communications strategy development and reputation management; while younger members handle general media relations and writing.

Technology and consumer services, media, and marketing continue to be the most prevalent sectors in which PR agencies work.

PR agencies are most likely to be made up of between 11-50 people. In-house teams are overwhelmingly made up of 2-5 people, regardless of organisational size.

Salaries, benefits, and working hours

The average PR salary is £45,100, down from £53,781 in 2013.

The average agency salary is £44,805, down from £54,311 in 2013. Pay at the senior levels has fallen, but professionals who are Account Director-level or below have seen a small increase.

In-house salaries increase more uniformly, and the average salary is £43,591, down from £50,438.

The average freelancer salary is £56,789, down from £73,322 in 2013.

There is a significant pay disparity between men and women, an average of £9,111.

The highest salaries in PR agencies go to those handling central government work, alongside retail and wholesale, and food, beverages and tobacco. In-house salaries peak for those working for technology, finance, and utilities companies.

PR professionals are contracted to work, on average, 35 hours a week. However, the average amount of time they are actually working is 45 hours a week.

The leading form of flexible working in the PR industry is flexitime (core hours with flexible start and finish) which is taken up by 28% of the industry.

SECTION 2: DEMOGRAPHICS

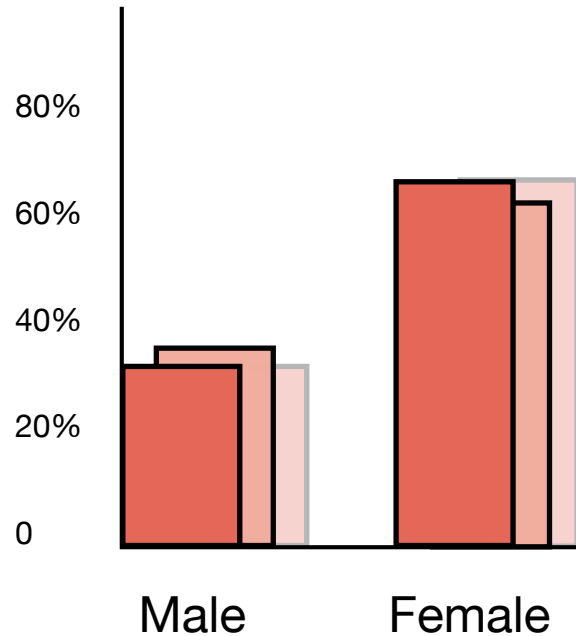
Gender

The PR industry remains a predominantly female industry, and the 64% majority has remained almost entirely stable since 2011.

64%

Women in the PR industry

2016 2013 2011

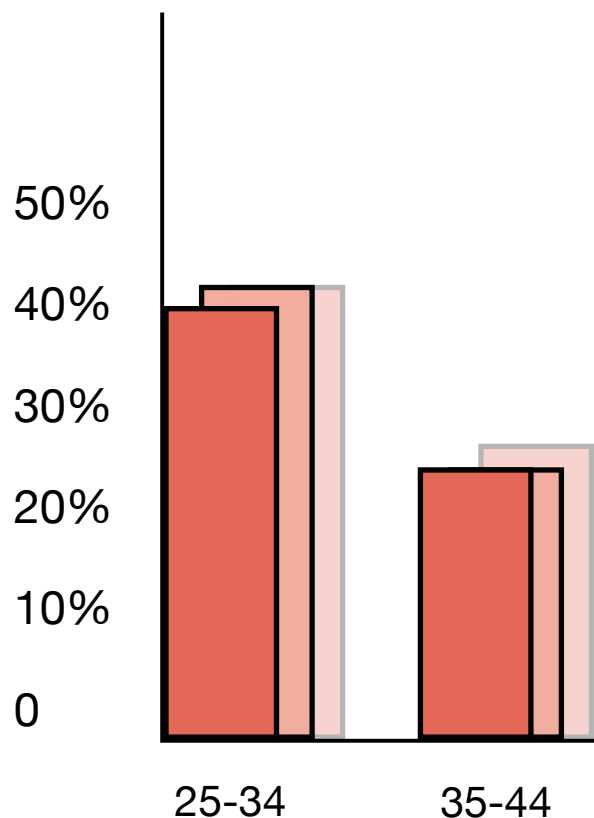


Age

The average age of the PR practitioner is 28. The most prevalent age bands are 25-34, and 35-44. This has largely remained static since 2011.

28

Average age of PR practitioner



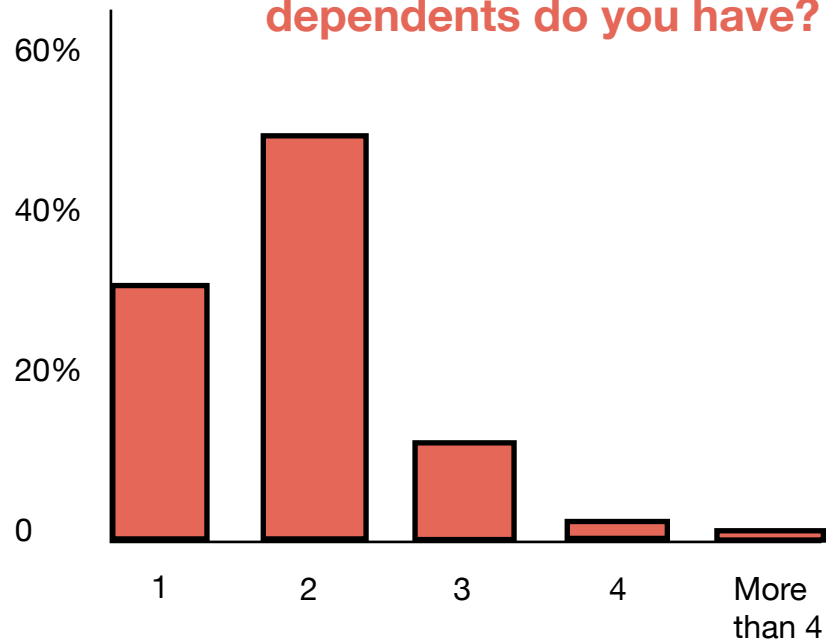
Children/dependents

34% of the PR industry currently have children or other dependents. In-house PR people are slightly more likely to have them, by 3%.

46% of men answered yes, compared to 27% of women. This is likely to be due to the fact that a higher percentage of men within the industry are older and more senior.

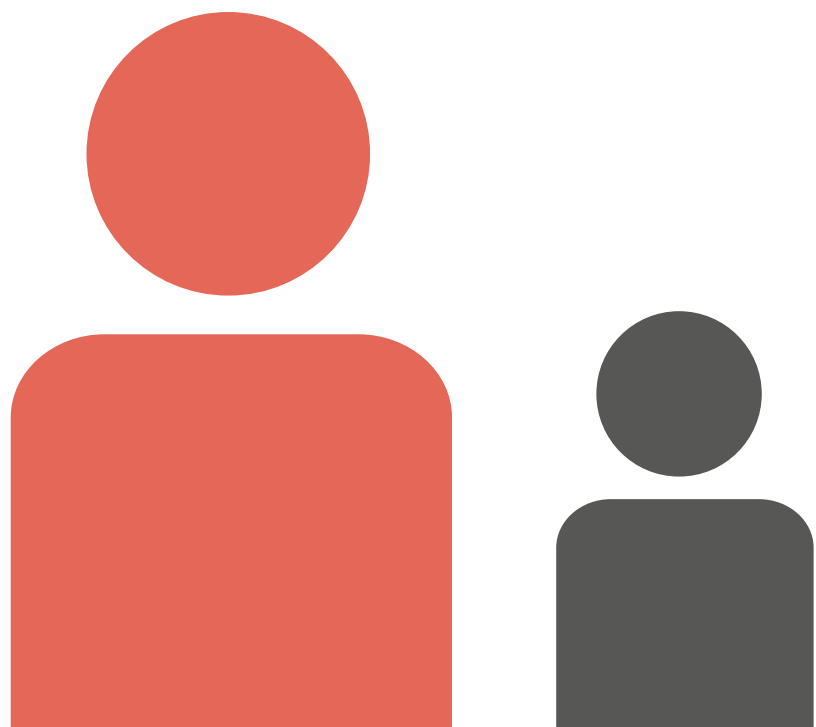
50% of those with children/dependents have two; 33% have one; and 13% have three.

How many children/dependents do you have?



34%

People with children or dependents



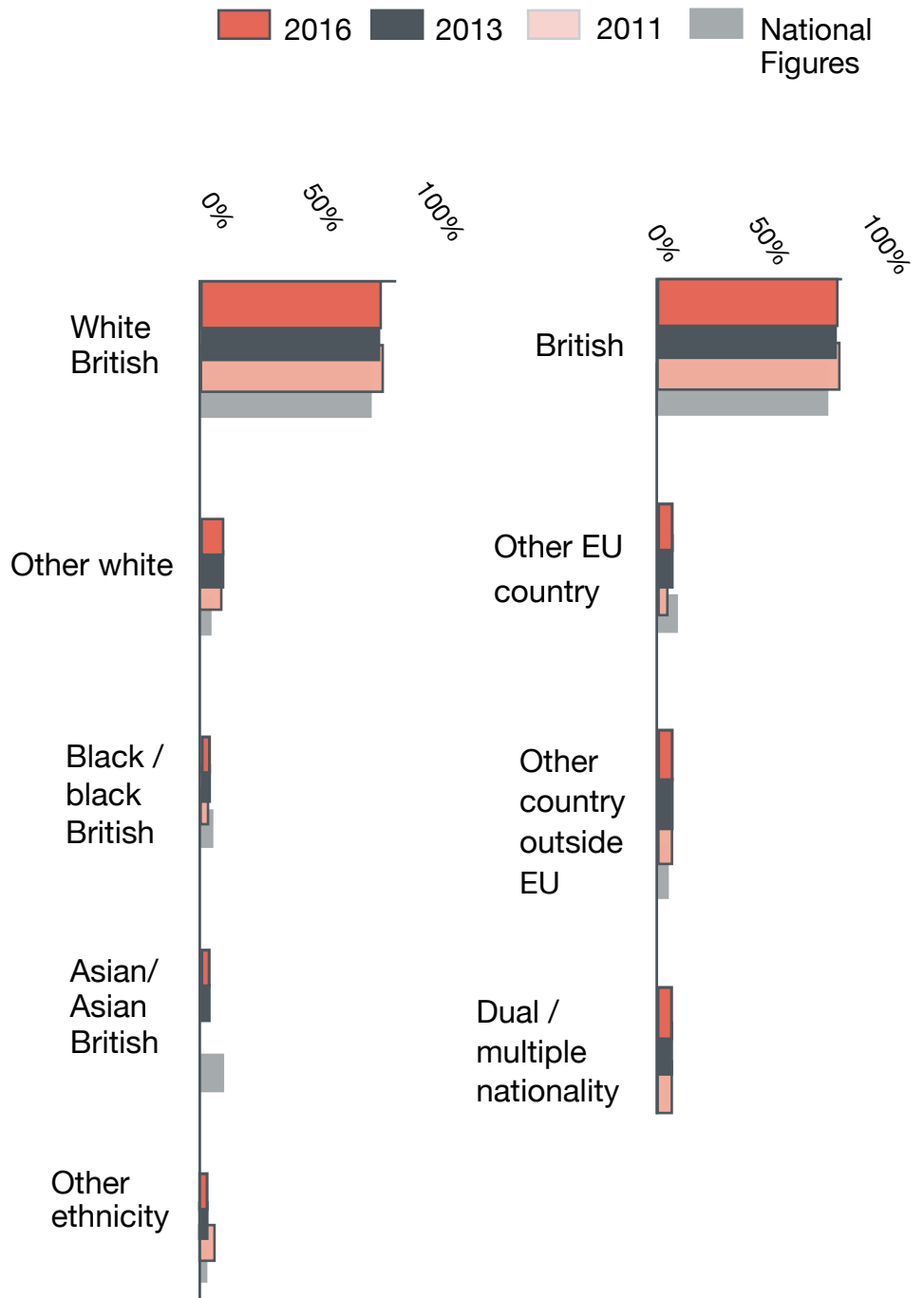
Ethnic origin and nationality

The ethnic origin of the PR industry remains largely unchanged since 2011. White British continues to dominate the industry at 83%, with other white at 8%. The most recent ONS data is from the 2011 UK Census, which shows that white British PR people are 3% higher than national levels.

In terms of nationality, British professionals remain at 89%, and the statistics have remained virtually identical for the last six years. The figures are roughly comparable with ONS figures of UK employment by nationality.

91%
White

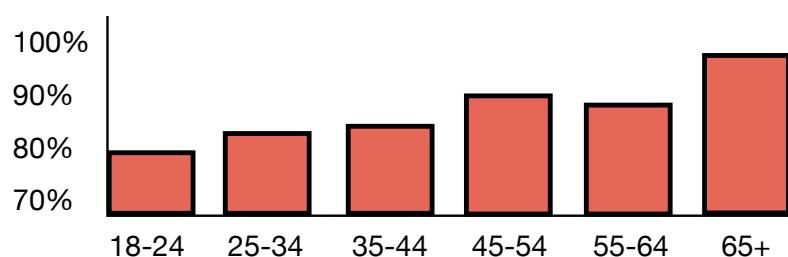
89%
British



Generationally, we can see that the younger the PR individual, the less likely they are to be white British. 79% of 18-24 year old practitioners are white British, rising to 94% of 65+ year olds.

88% of Chairmen/Chief Executives/MDs of PR agencies are white British, while 92% of Board Directors are, which is the highest percentage. There is no variation in ethnicity across agency, in-house, or freelance roles, with all three at 83% white British.

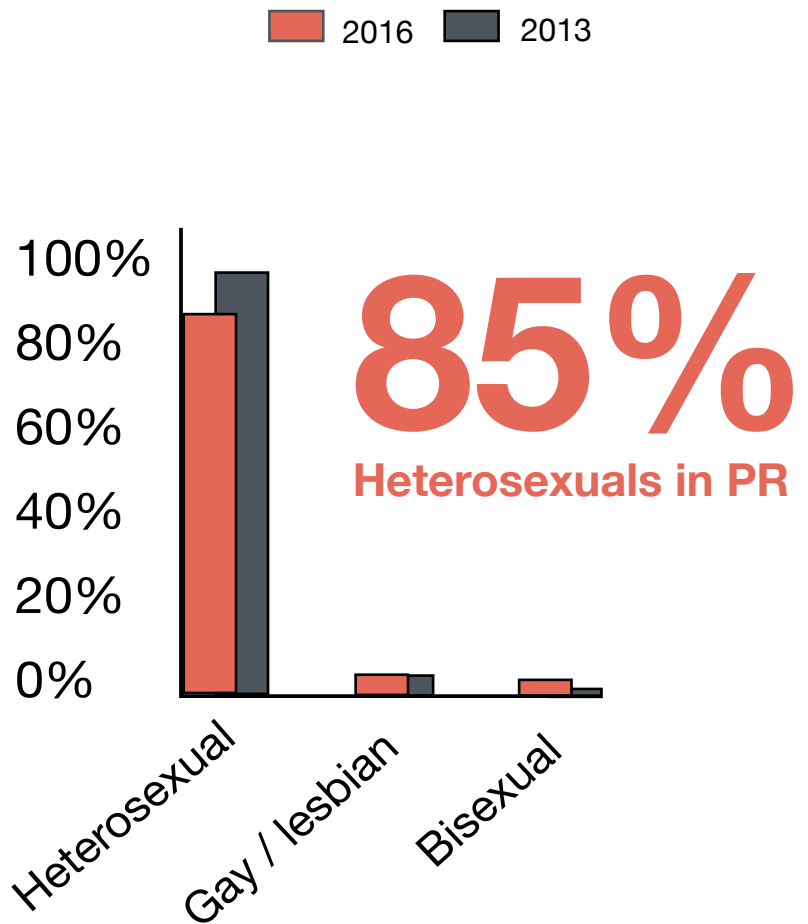
White British per age group



Sexual orientation

85% of people in the PR industry describe themselves as heterosexual. 4% describe themselves as gay, of which 9 out of 10 are gay men. 2% describe themselves as bisexual. 10% of respondents preferred not to say.

In terms of age groups, there is a marked increase in those describing themselves as bisexual between the ages of 18-24 (5%), and within that age group those describing themselves as homosexual are at their lowest (2%), compared to an even 4% across all other age groups. Those in the 55-64 age group are least likely to reveal their sexuality (19%).

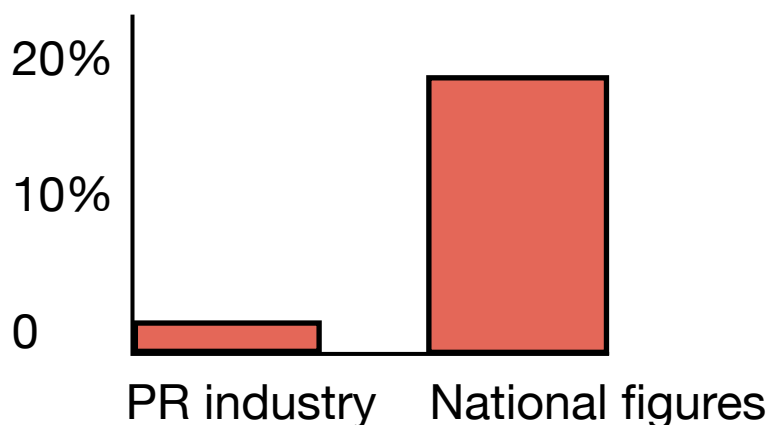
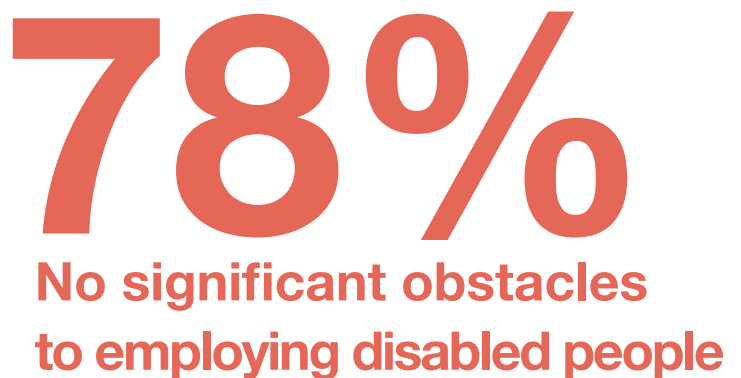


Disability

2% of PR people consider themselves to have a disability. ONS figures from the 2011 UK Census reveal that those with an activity limiting health problem or disability are at 17.9%.

Disabled PR people are most likely to be male (3% to 1%), and most likely to be in the 45-54 age bracket (4% of that age bracket). They are most likely to be freelancers or independent consultants, with 6% of that section of the industry considering themselves disabled. This suggests that agencies and in-house teams are still not entirely set up for the disabled.

However, 78% of all respondents suggested that there are no significant obstacles to their organisation employing disabled people in the PR and communications function.



Education

66% of respondents attended a state school, compared to 27% who were educated privately.

Privately educated people are more likely to have jobs in agencies than in-house teams. The state school-educated are more likely to be in in-house teams.

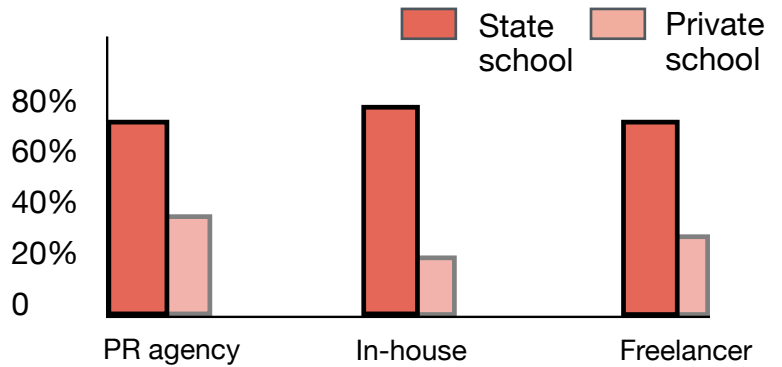
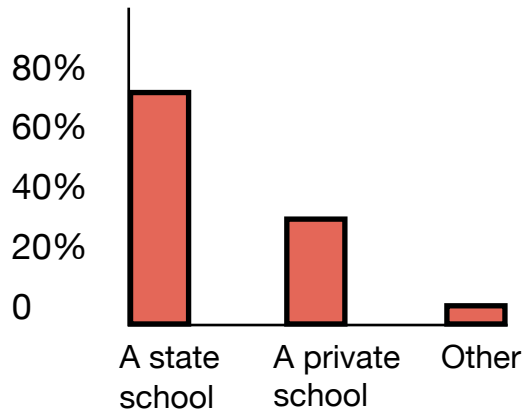
There is little variation in educational background across age groups, nor is there across job titles.

Undergraduate degrees remain the predominant highest form of education in the industry, at 64%.

Degrees are increasingly predominant with each younger age group, with 77% of 18-24 year olds having been educated to this level. And it is also most prevalent for agency staffers (70%), with more variation in education across in-house and freelance roles. Agency people are the least likely to have a Masters.

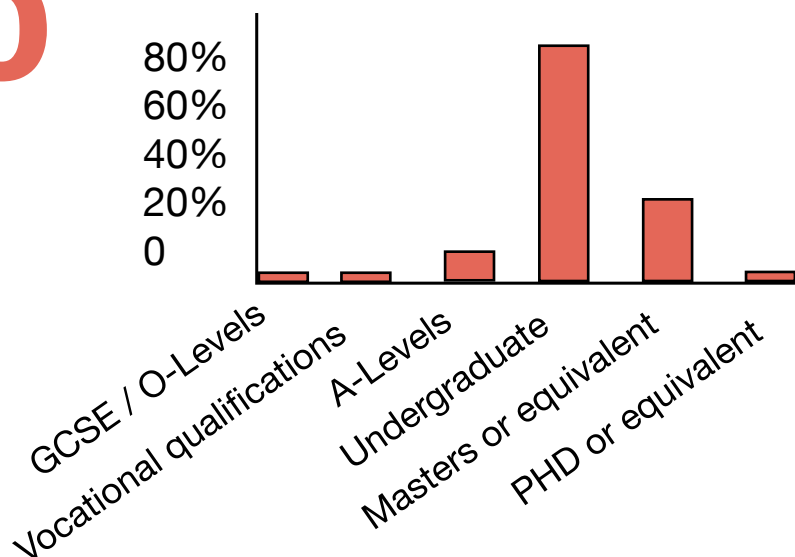
Men are more likely to have a Masters (30% to 24%) or PhD (2% to 0%) than women.

What type of school did you attend?



77%
18-24 year olds educated to degree level

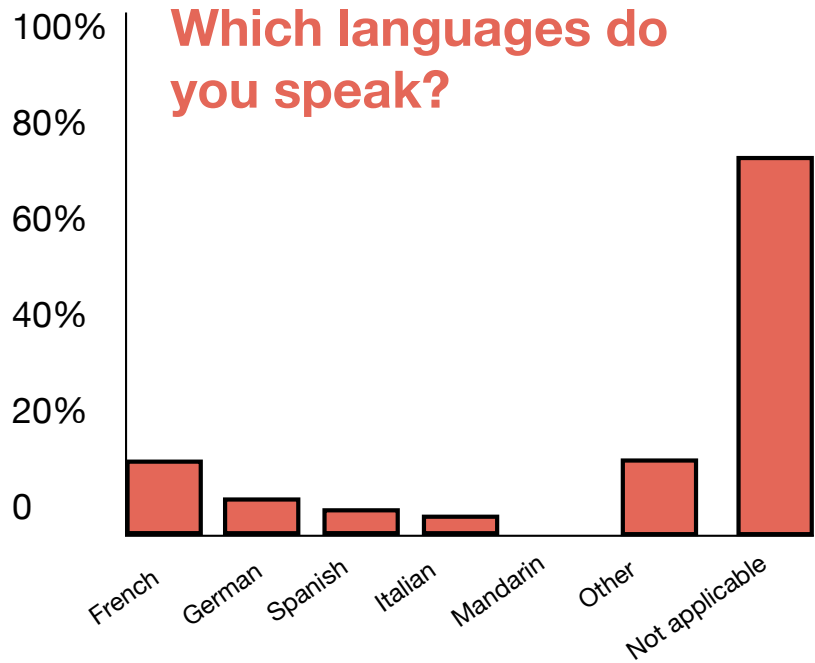
To what level are you educated?



Languages spoken

The second language most likely to be spoken by PR people is French, at 13%. It is surprising to note that not a single respondent stated that they speak Mandarin. 77% of respondents do not speak any additional languages.

The most common languages from those who responded with 'other' are Welsh, Arabic and Dutch.



77%

Do not speak any additional languages



3: OPINIONS

Is PR a profession or an industry?

51% of PR people believe that PR is a profession. 40% see it as an industry. 7% say neither.

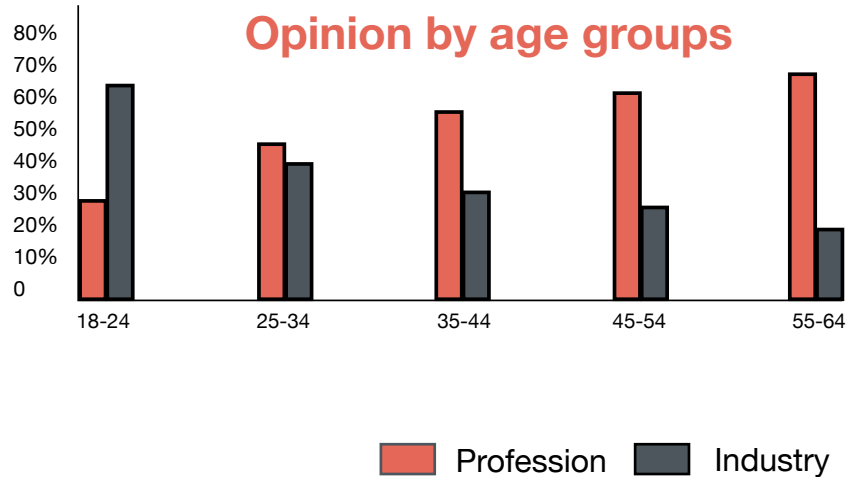
The data shows that as PR people increase in age, their likelihood to see PR as a profession increases, whilst the likelihood of them seeing it as an industry decreases.

The largest difference between those stating 'profession' and 'industry' in age comes from 55-64 year olds with a 48% difference.

51%

A profession

Opinion by age groups



40%

An industry

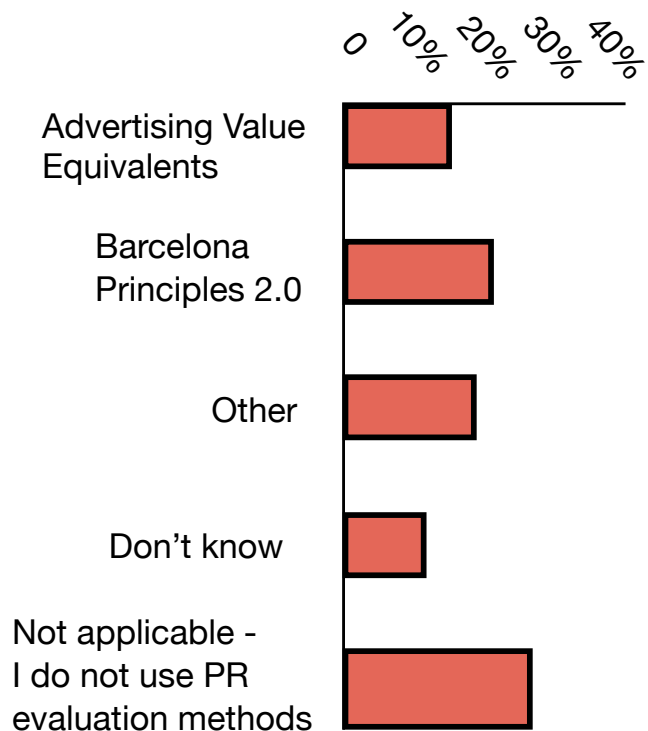
Evaluation

23% of respondents prefer to use Barcelona Principles 2.0 when evaluating, against the 16% who prefer to use AVEs. 30% of the industry do not use PR evaluation methods.

19% stated 'other', citing options such as 'KPIs agreed with client', 'bespoke evaluations per client' and 'a mix of message penetration, behaviour change, and claims data'.

AVE users are more likely to be working in agencies (18%); while Barcelona Principles 2.0 users are most likely to be freelancers (26%).

Data also shows that more senior staff prefer to use Barcelona Principles 2.0. In agencies, 40% of Chairmen, Chief Executives and MDs cite Barcelona Principles 2.0, against the 12% who prefer to use AVEs.



23%

Prefer to use Barcelona Principles 2.0

Investment in PR

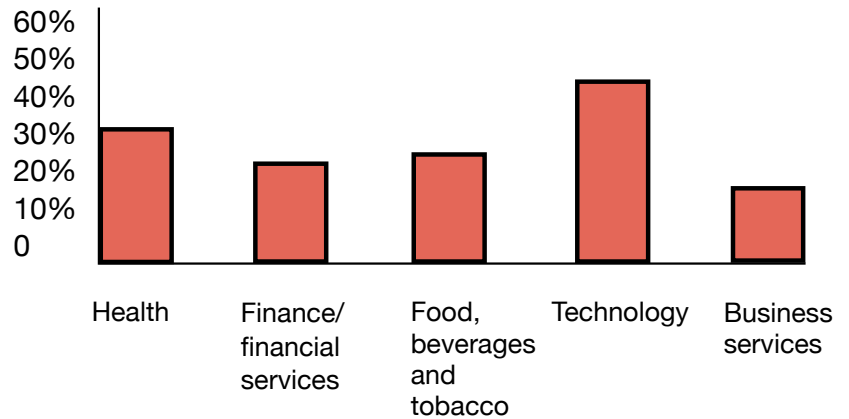
The data shows that the highest two sectors expected to increase investment in PR over the next two years are technology and health, at 49% and 34% respectively.

Agency Chairmen/Chief Executives/MDs – who would presumably be most ‘in the know’ – put these at 45% and 38%.

Health and technology were also the top sectors for projected increase in investment in the 2013 Census.

Other hotly tipped sectors include food, beverages and tobacco (28%) and finance/financial services (27%).

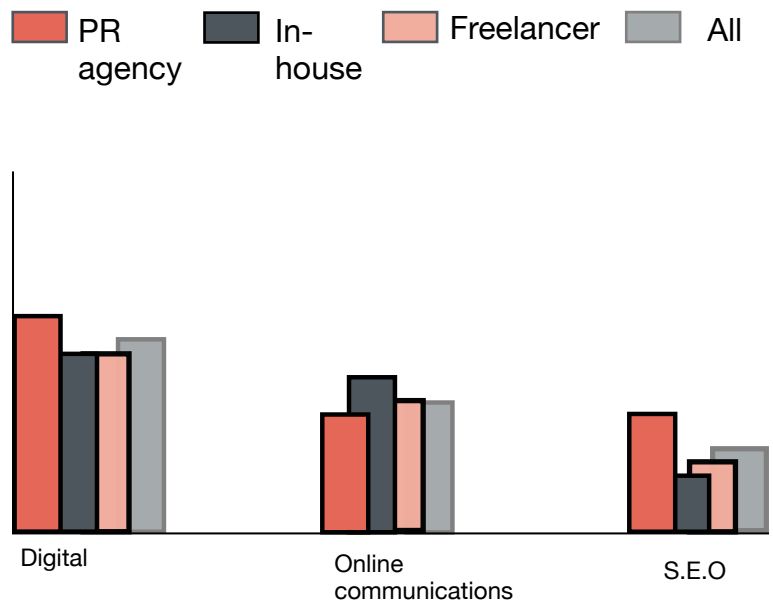
Which sectors are most likely to increase their investment in PR?



Increased importance of tasks and roles

Whilst all three of the tasks that have increased in importance over the last two years are the same as those from 2013 - digital, online communications and S.E.O. - the number of people choosing them has decreased dramatically.

There has been over a 50% drop in the overall figures from 2013 to 2016 for online communication and over a 30% drop in both digital and S.E.O. Clearly, the digital revolution in PR is levelling out.

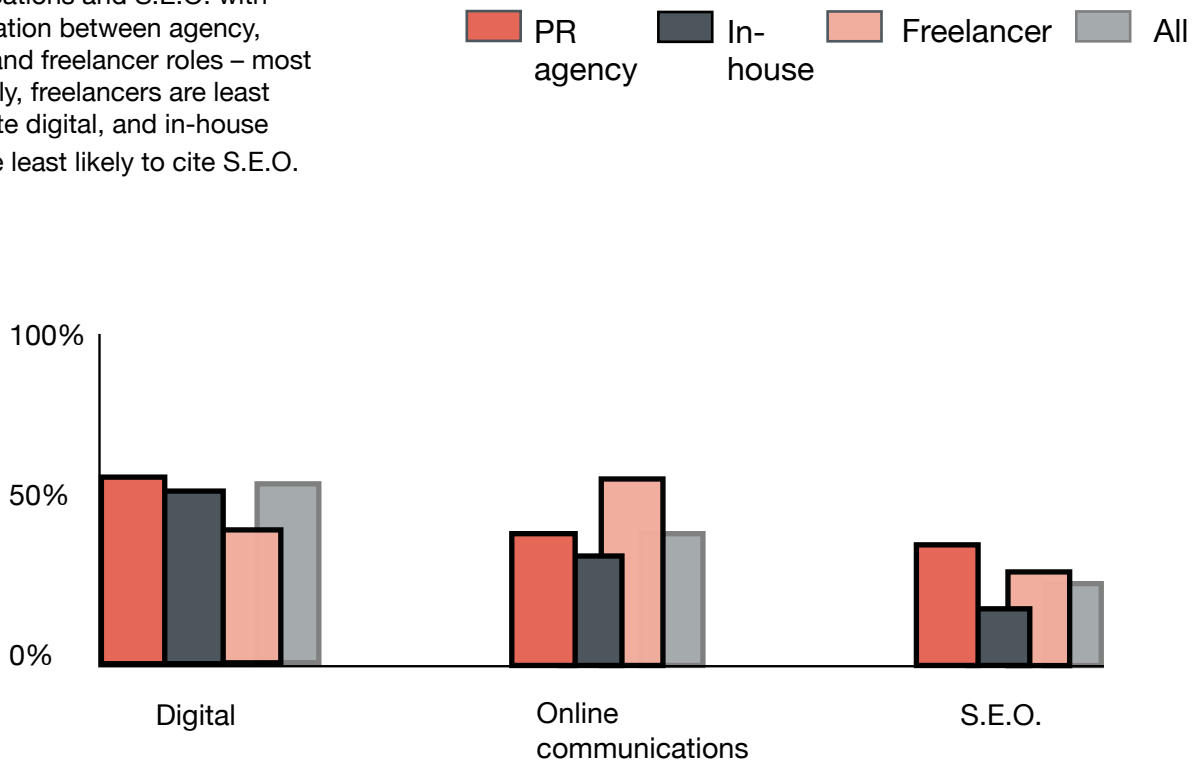


58%

Digital has increased in importance

Which tasks are expected to increase in importance?

The top three tasks are digital, online communications and S.E.O. with some variation between agency, in-house and freelancer roles – most significantly, freelancers are least likely to cite digital, and in-house people are least likely to cite S.E.O.

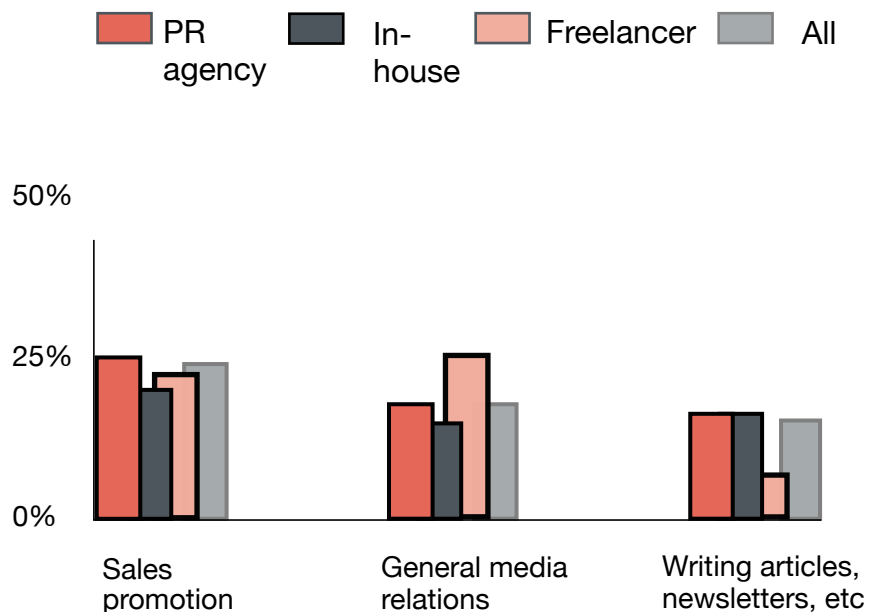


Decreased importance of tasks and roles

Sales promotion, general media relations, and writing articles, newsletters, etc. are the roles that are thought to have most decreased in importance over the past two years.

Agency staffers note that sales promotion is the least important role (25%), and freelancers see general media relations as the least important role (25%). It is clear that different types of organisations see different changes.

Event planning, which in the 2011 Census was the role most expected to decrease in importance, now appears to be making a partial comeback, at 15%.



4: WHAT DO
WE DO?

Main duties

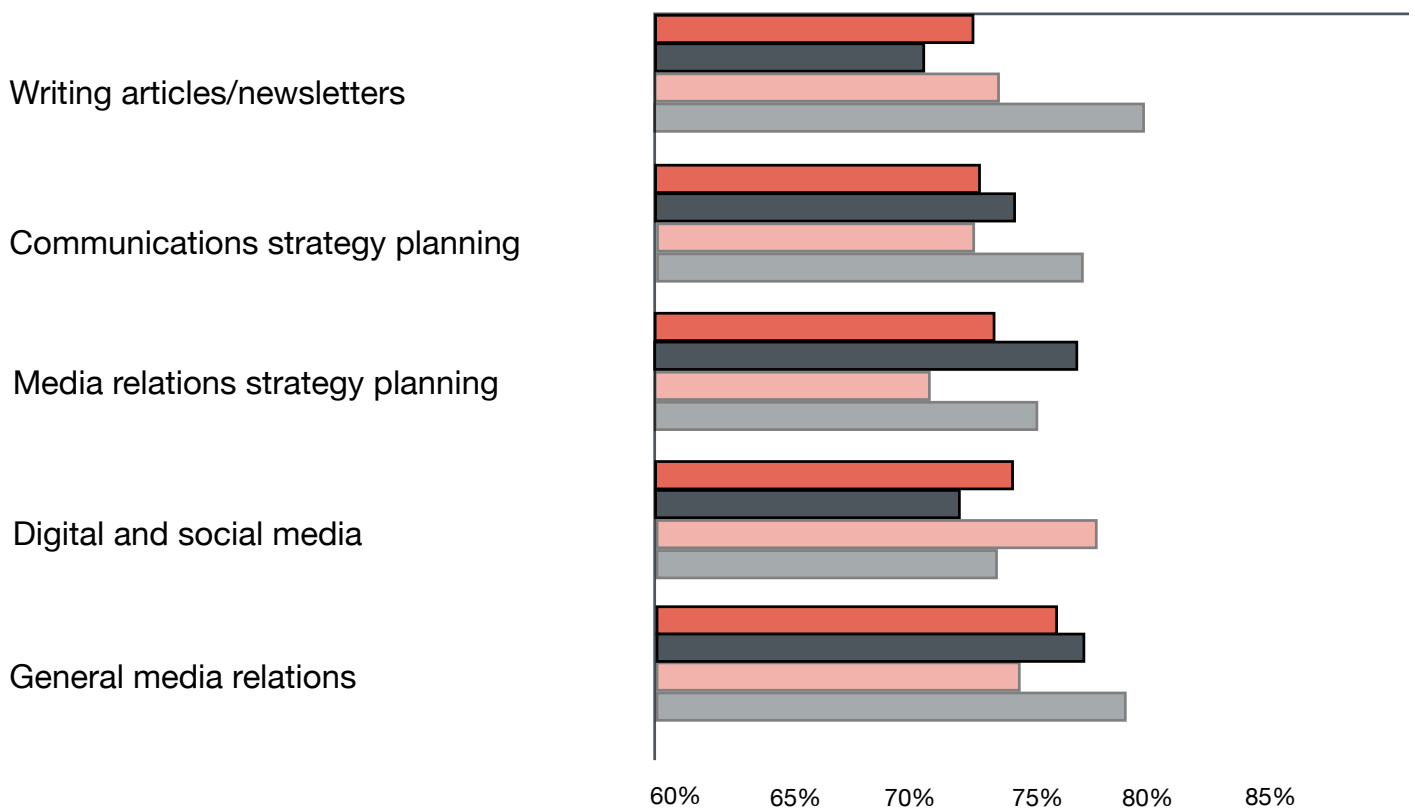
General media relations, media relations strategy planning, and digital and social media are the top three duties across the PR industry at 76%, 75% and 75%, respectively. This is despite the fact that general media relations was seen as one of the roles that has decreased most in importance.

Compared to the 2013 Census, things have not changed dramatically, however online communication has dropped from 74% to 69% this year. Digital and social media have become more important this year, leaping from 60% to 75%.



76%

General media relations



Main duties

When looking at the breakdown of duties and roles by age, it is unsurprising to see that 80% of PR professionals between the ages 35-64 are more involved in communications strategy development as they tend to occupy senior roles such as the role of Managing Director, Board Director and Associate Director. In contrast, only 56% of 18-24 year olds cited strategy development as a main duty.



80%

35-64 year olds involved in communications strategy development

78% of senior PR practitioners cite reputation management as a main role, compared to 44% of account executives.

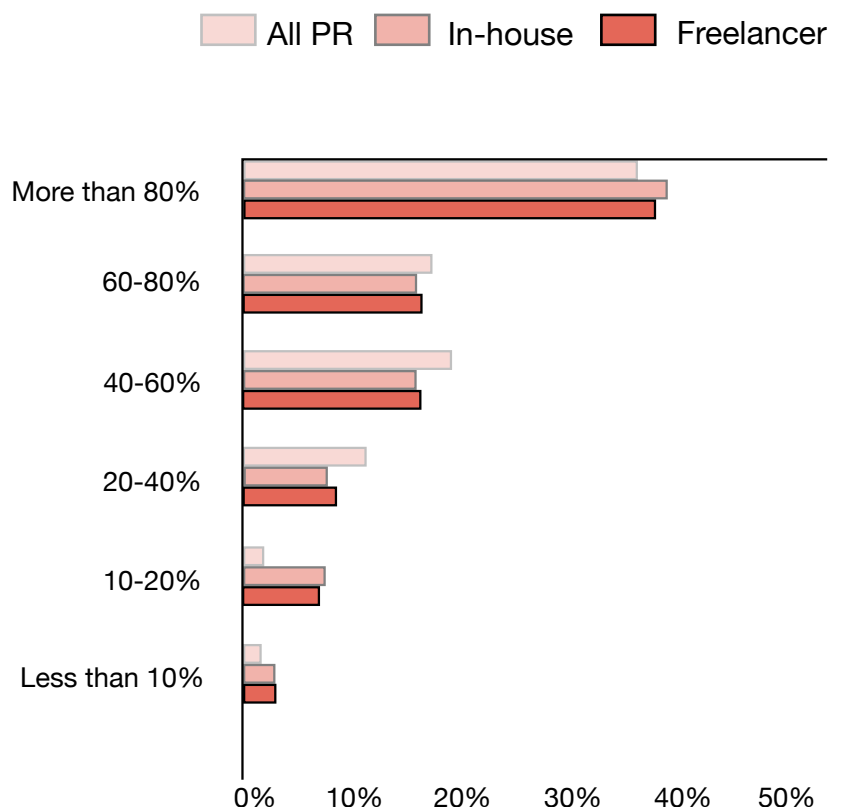
By contrast, 80% of PR professionals between the ages 18-34 are involved in general media relations, and 76% of them are involved in writing articles or newsletters.

Average time spent on PR activities

When focusing on in-house employees and freelancers, 40% of respondents say that over 80% of their time is spent on PR activities. This figure marks a 17% decrease from 2013. Whereas respondents claiming that PR represented 60-80% of their job increased from 15% to 19% this year.

This suggests that in-house teams and freelancers are increasingly diversifying their roles, as PR becomes more integrated with other services such as marketing and public affairs.

When this data is cross-referenced with age and job titles, we find that Junior Managers and Senior Executives are doing the bulk of PR related activities.



Where does the work come from?

Technology and consumer services, media and marketing continue to be the most prevalent sectors in which PR agencies or freelancers work. These sectors have in fact increased in importance since 2013. Technology increased from 17% to 29% and consumer services increased from 14% to 24%.

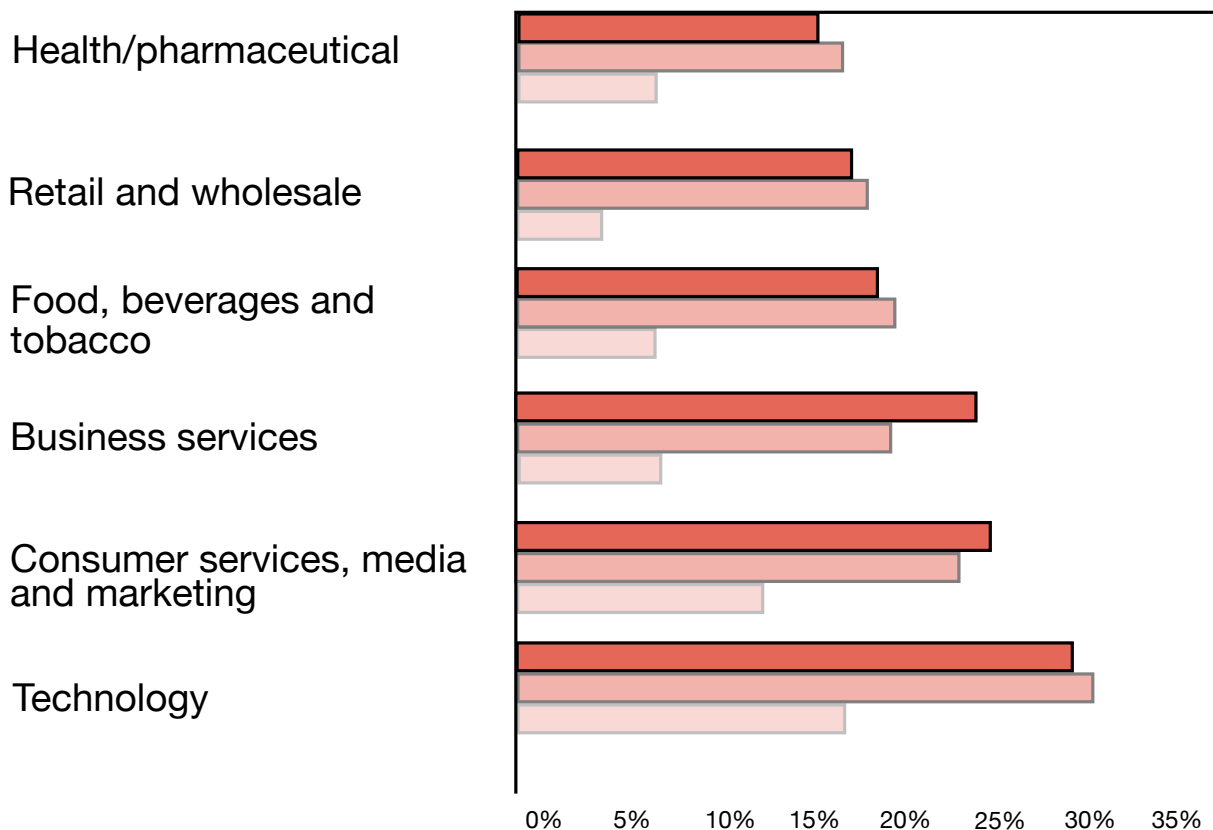
Following the 2013 PR Census, the sectors have largely remained in the same order. However, retail and wholesale has taken over from health/pharmaceutical as the 5th most important sector at 18%.



12%

Growth in technology business since 2013

■ All PR ■ Agency ■ 2013



Number of people in PR agencies

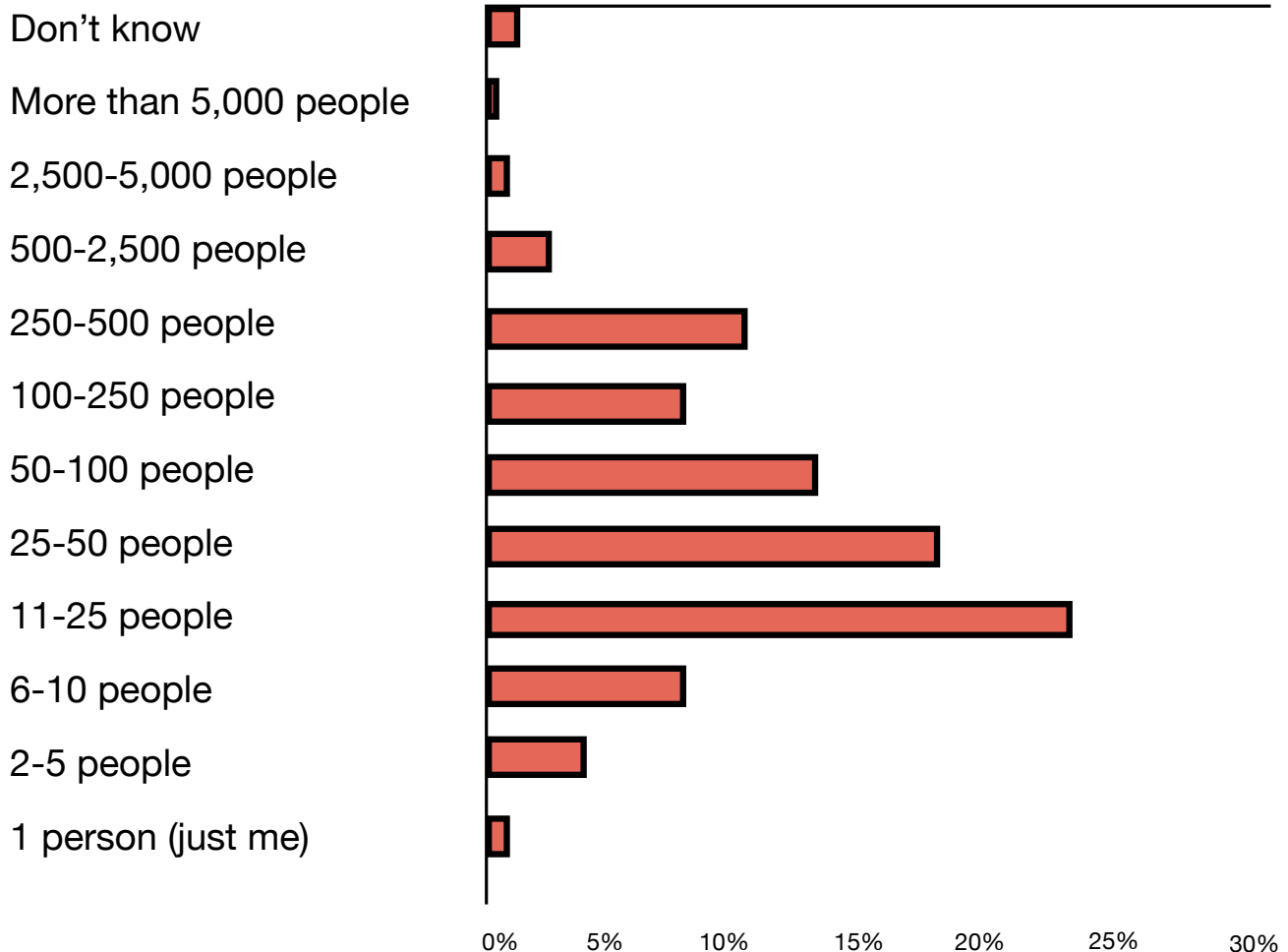
Most PR agencies tend to be made up of 11-25 people, or 25-50 people. When cross-referenced with agency turnover, we find that agencies made up of 11-25 people tend to have a turnover of £500,000 to £1m (62%) or £1m-£2.5m (58%). 48% agencies made up of 25-50 people tend to have a turnover of £2.5m-£5m.

The number of agencies with 250-500 or 500-2,500 people drops significantly to 8% and 2%, respectively.

These figures are unsurprising given that the PR industry is made up mostly of SMEs.

62%

Agencies of 11-25 staff with a turnover of £500k to £1m



Number of people in in-house teams

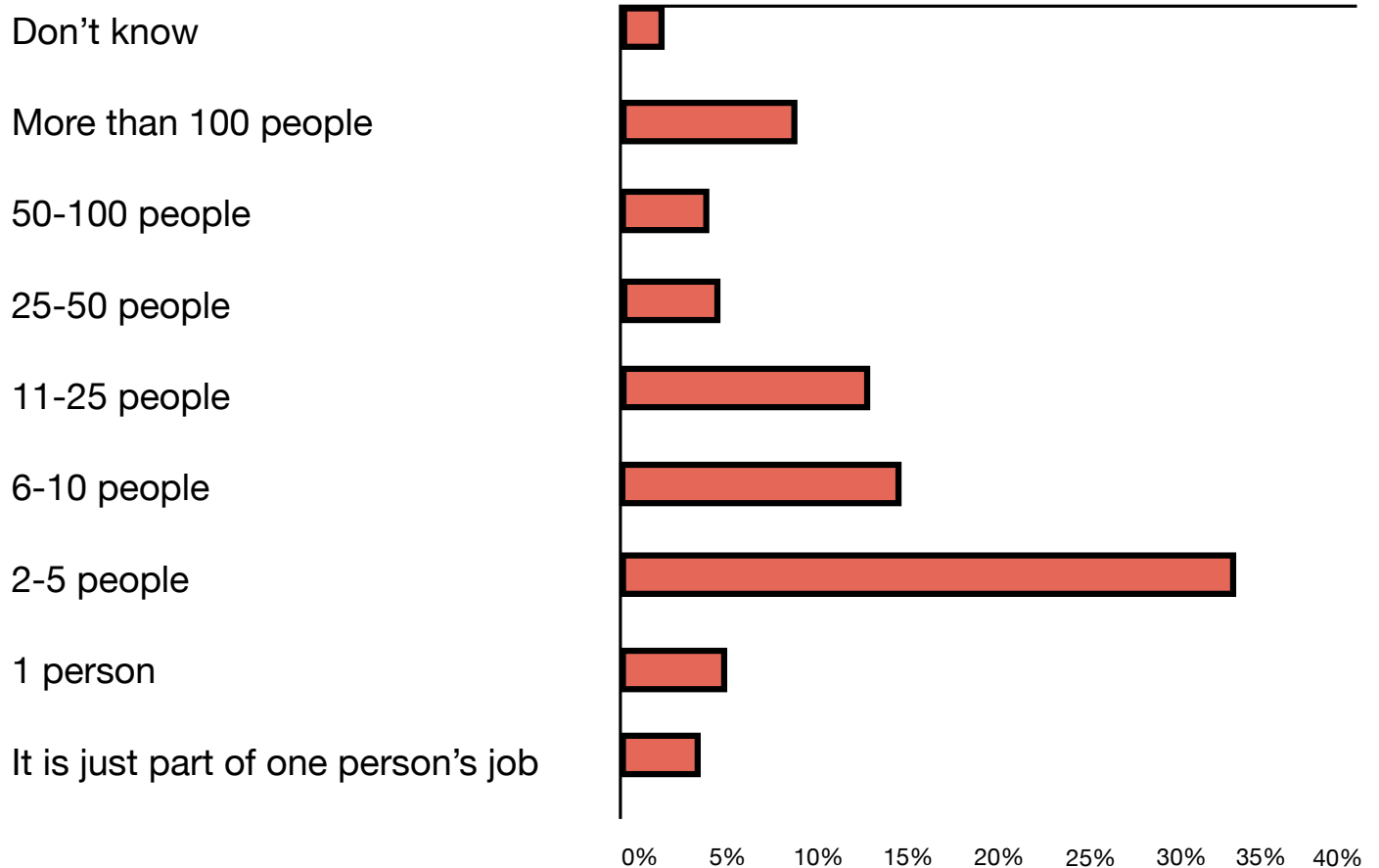
More in-house teams are made up of 2-5 people than any other size. 35% of respondents report they work in teams of 2-5 people.

There is little variation in this number by company turnover. Furthermore, 38% of companies with a turnover between £100m and £1bn have communications teams made up of 2-5 people.

Therefore it is not surprising to see that most in-house practitioners work beyond their contracted hours. On average in-house practitioners are contracted to work 35 hours per week, but actually end up working 45 hours per week.

35%

In-house teams of 2-5 people



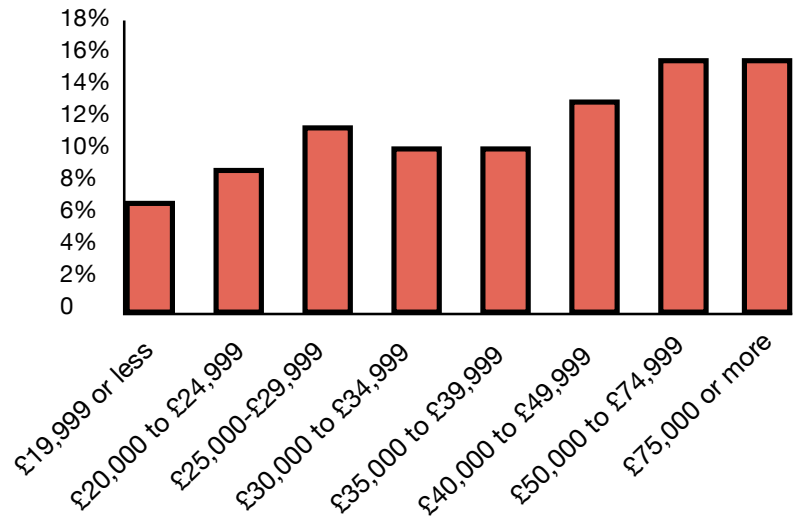
5: SALARIES, BENEFITS, AND WORKING HOURS

Average annual salary across the PR industry

The mean salary for PR professionals is £45,100. As an overall annual salary figure, this is down from £53,781 in the 2013 PR Census. The figure was £48,247 in the 2011 PR Census. Just 12% of the industry reported that they earn below £30,000.

£45,100

Average annual salary for PR professionals



Average annual agency salary

The average agency salary is now £44,805. It stood at £54,311 in 2013. With this in mind, this section has a significant drop, and sits even lower than the £47,955 figure from the 2011 PR Census.

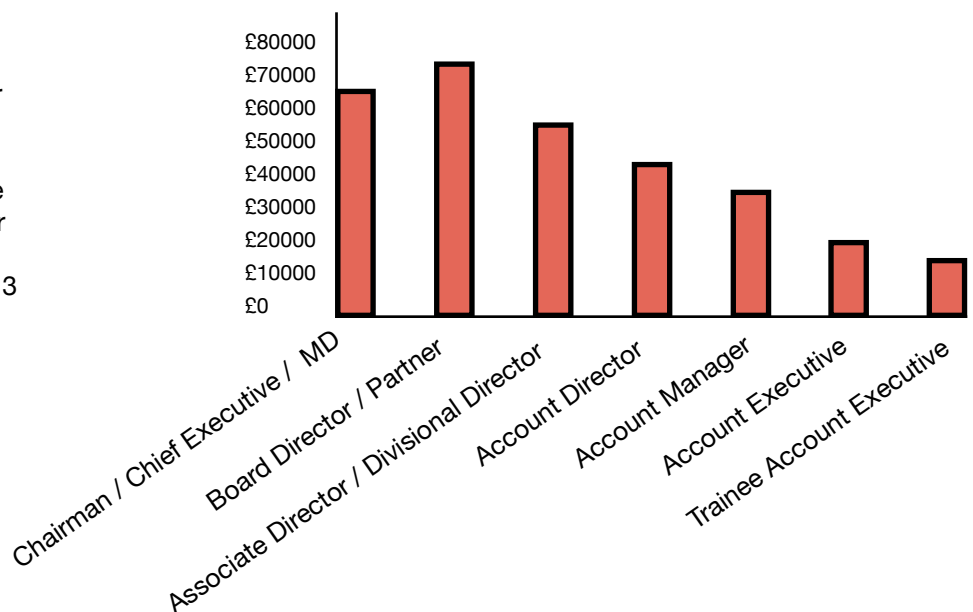
The average agency Chairman-level pay is now £67,162, and has decreased significantly from the £105,545 figure seen in the 2013 PR Census, and is even lower than the £77,935 figure in the 2011 PR Census.

£44,805

Average annual salary for PR professionals working in agencies

Associate Director salaries have fallen sharply from £67,839, by over £10,000. Account Director salaries have however increased from £41,072 in 2013 to a moderate £46,056 this year. Account Manager salaries have also had a moderate uplift from £29,767 in 2013 to £31,890 this year. Account Executive salaries have also seen a very small increase since 2013.

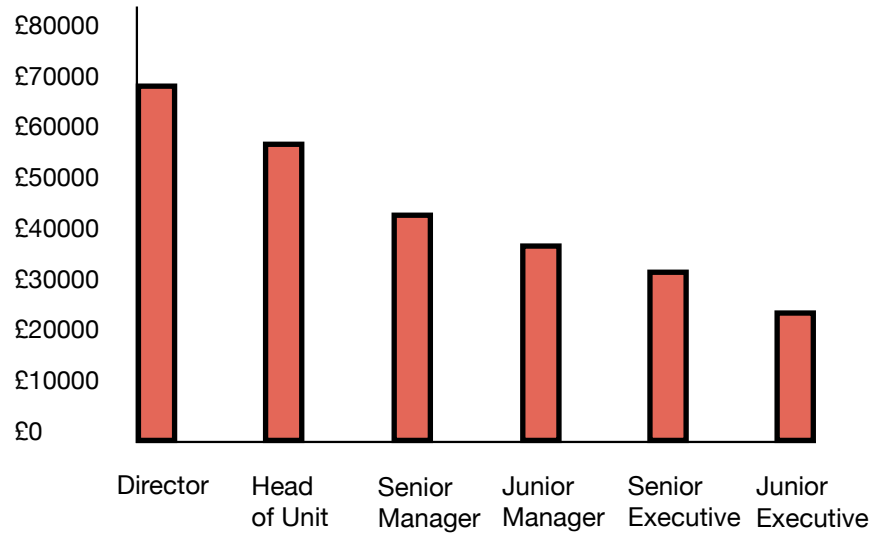
Effectively, top rates of pay have fallen, but professionals who are Account Director-level or below have seen a small increase.



Average annual in-house salary

The average in-house salary is £43,591. This stood at £50,438 in 2013, and at £49,007 in 2011, so this represents a significant drop.

Overall, in-house professional pay increases rise at very fixed levels, and the gap between Junior Executive and Junior Manager stands at only £12,000. The pay for Senior Manager after that increases to £44,593, which moves up again to £57,260 for Head of Unit. Directors working in-house can expect pay that is now comparable with their agency counterparts.



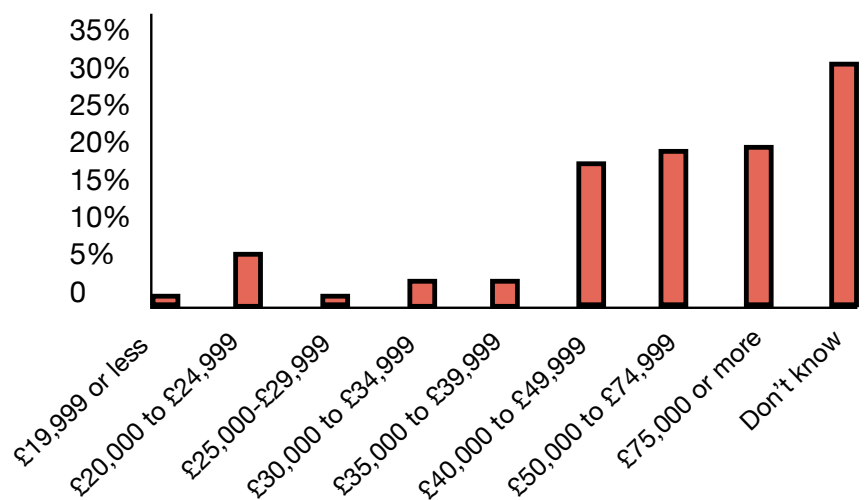
£43,591

Average annual salary for PR professionals working in-house

Average annual freelancer salary

The average annual salary for PR freelancers is £56,789. As shown in the previous Census, the average salary in 2013 was £73,322 which in itself represented a significant increase from the £46,967 reported in 2011.

Whilst freelancers tend to be paid well, the significant percentage who said they did not know their average annual salary goes some way to suggest that there are significant fluctuations in their income; enough fluctuation that a clear annual salary is not always an easy figure to produce.



£56,789

Average annual salary for PR professionals working freelance

Gender pay gap

There is a significant pay gap between men and women who responded to the PR Census 2016, with men earning an average of £51,260, and women earning an average of £42,149.

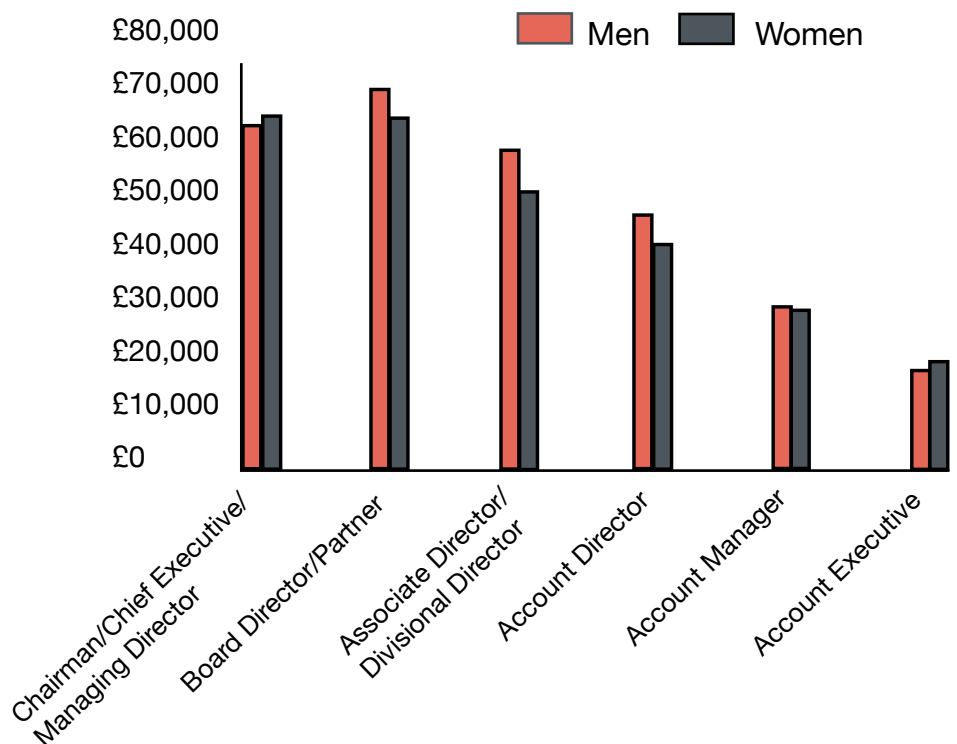
£9,111

Pay disparity by gender

Gender pay gap in agencies

Looking at agency salaries for men and women by job title, female Chairmen, Chief Executives and Managing Directors are paid on average over £2,000 more than their male counterparts. However, when it comes to Board Directors/ Partners, Associate Directors and Account Directors, men are paid on average between £5,300 to £7,700 more than their female counterparts.

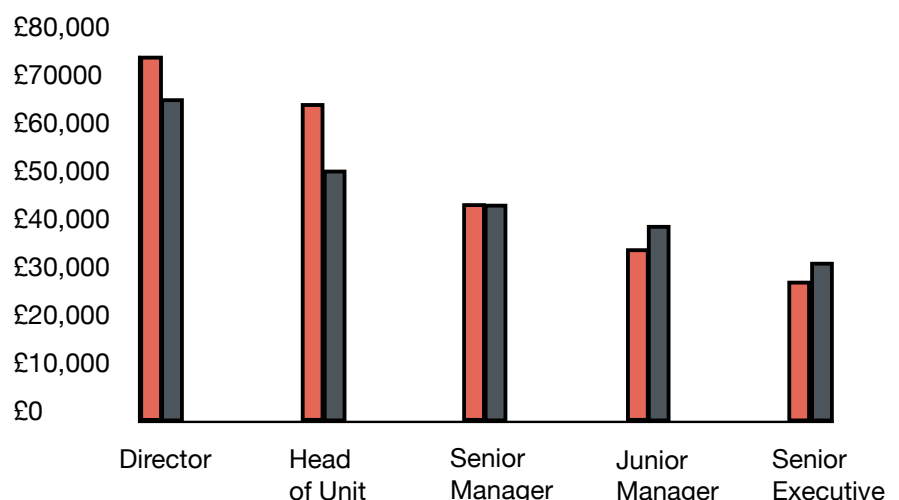
Account Managers are on roughly equal salaries, and female Account Executives get on average around £2,000 more than males.



Gender pay gap in in-house teams

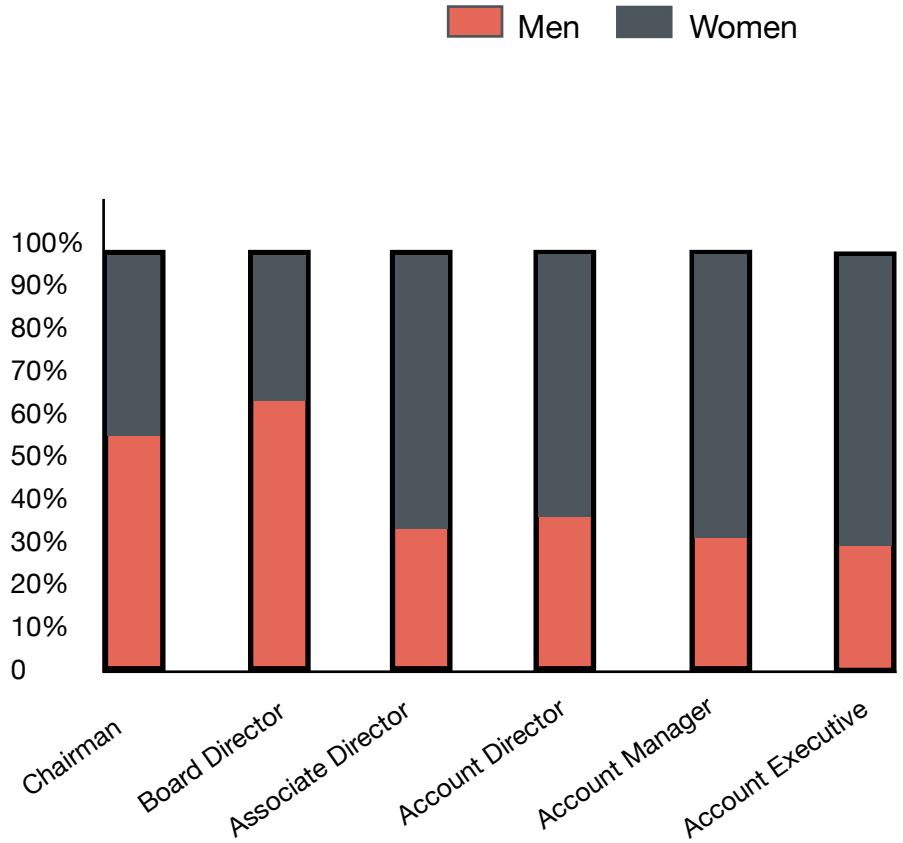
Looking at in-house salaries for men and women by job title, pay at senior levels is even more split than in agencies. Female Directors are paid on average over £8,000 less than men; for Heads of Unit, this split rises to £11,800.

For Senior Managers, pay is equal, while women are paid £2,500 to £4,000 more than men in the junior roles.



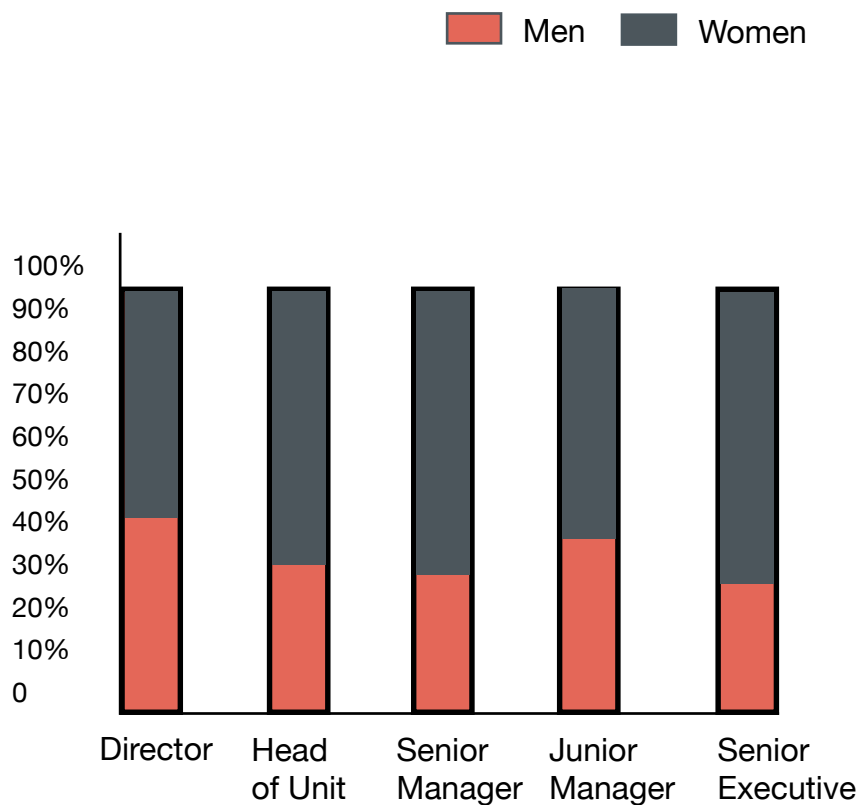
Job titles by gender - agency

Between the positions of Account Executive and Associate Director, women outnumber men 3:1, but this is turned on its head once we get to the Board, with 64% of Board Directors/Partners being men.



Job titles by gender – in-house

However, the gender split is reversed for in-house roles, representing a significant change on the 2013 figures, which saw men outnumber women in the top positions.



Sector pay - agency

The highest salaries in PR agencies go to those who handle central government client work, alongside retail and wholesale, and food, beverages and tobacco. Among the least well paid are those in utilities, NHS and charity PR.

Sector	Average salary
Central government	£49,949
Retail and wholesale	£48,370
Food, beverages and tobacco	£46,637
Local government	£46,074
Business services	£46,022
Consumer services, media and marketing	£45,671
Technology	£45,456
Health/pharmaceutical	£45,414
Finance/financial services	£45,324
Non-departmental body/agency (public sector)	£44,452
Property/construction	£43,453
Industrial/manufacturing	£41,924
Automotive	£41,915
Utilities/energy	£41,067
NHS	£39,595
Charity/third sector/NFP	£38,385

Sector pay – in-house

Looking at in-house, we see that the top-paid PR roles are in technology, finance and utilities. The lowest are with charities, NHS and local government.

Sector	Average salary
Technology	£57,639
Finance/financial services	£57,410
Utilities/energy	£54,124
Industrial/manufacturing	£51,624
Consumer services, media and marketing	£50,760
Retail and wholesale	£50,213
Food, beverages and tobacco	£49,943
Business services	£43,281
Health/pharmaceutical	£42,224
Automotive	£41,832
Non-departmental body/agency (public sector)	£40,941
Property/construction	£39,399
Central government	£39,170
Charity/third sector/NFP	£37,860
NHS	£37,204
Local government	£36,662

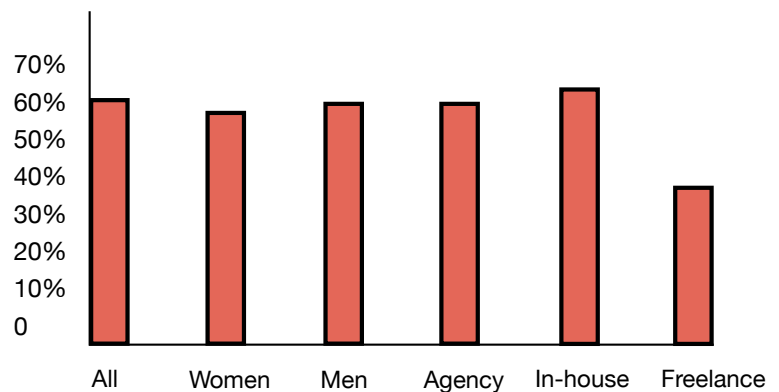
Pay rises

With the overall outlook for the industry strong, the percentage of professionals receiving a pay rise has increased to 61% from 58% in 2013.

The size of pay rises as a percentage of salary are mostly confined to single digits – 31% reported a rise of just 1-2%; 20% reported a rise of 3-4% and 15% reported a rise of 5-7%. At the other end of the spectrum, just 3% experienced a pay rise of more than 25%, and 7% of respondents received a pay rise of between 16-25%. The average pay rise was 6.9%.

61%

Received a pay rise in the past 12 months, with the average being a 6.9% increase



Bonuses

39% of all PR people received a bonus in the last 12 months. The average bonus is £4,605.

The most likely age group to receive a bonus is 45-54 year olds. Only 44% of agency workers received a bonus. For Chairmen/Chief Executives/MDs level, this rises to 53%.

In 2013, the average bonus reached £11,400, and peaked at £13,100 among in-house staff. This year's figure of £4,605 therefore represents a steep drop, which may in part be due to the fact we have returned to economic normality rather than being in recovery. Over half (56%) received a bonus in 2013, so 2016's results represent a significant drop to just 39%.

Average in-house bonus: £5,643

Average agency bonus: £4,107

Average freelancer bonus: £6,115

Average bonus for men: £5,782

Average bonus for women: £3,911

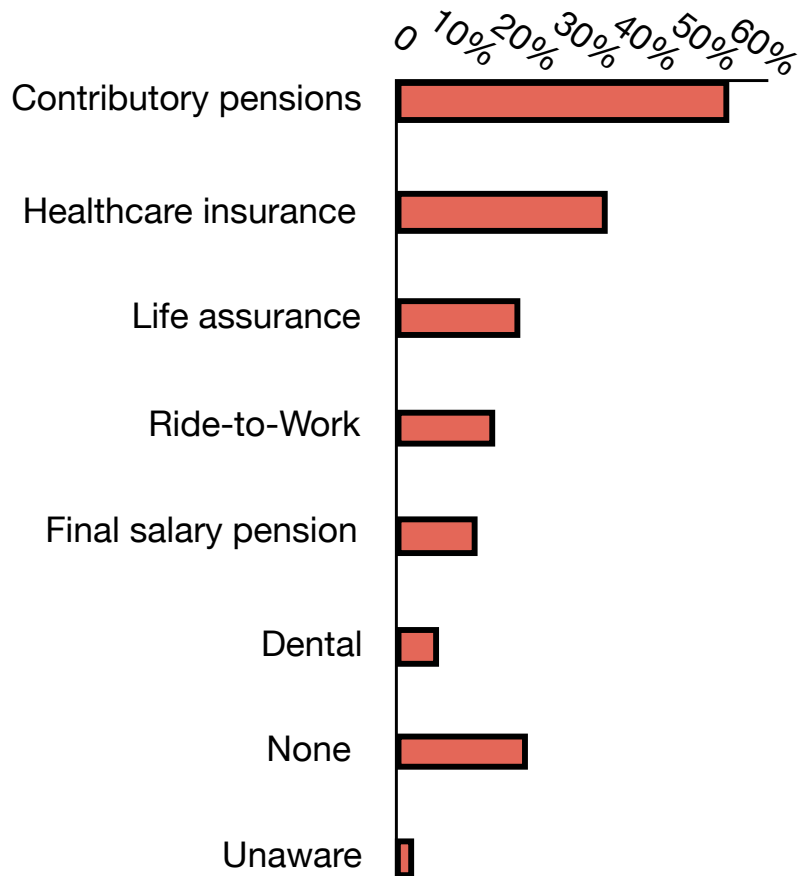
£4,605

Average bonus

Benefits

Contributory pensions are offered to more than half of those working in PR, and a third have access to healthcare benefits. 17% of 18-24 year olds access gym membership, whereas 38% of the 65+ age group take up life assurance and the same percentage take up healthcare insurance. 70% of freelance consultants reported that they have no benefits whatsoever, compared to 16% working at agencies and 10% working in-house.

The 2013 PR Census noted that contributory pensions, healthcare insurance and Ride-to-Work schemes were the most popular. Whilst overall figures have dropped across the board when it comes to benefits, Ride-to-Work now features as one of the least popular benefits, with a significant drop of 29%.



17%

18-24 year olds have access to gym membership



Working hours

PR professionals are contracted to work– on average– 35 hours a week. However, the average amount of time they are actually working is 45 hours a week.

Agency Chairmen, Chief Executives and Managing Directors are working an average of 55 hours a week, as are Board Directors and Partners. Similarly, in-house Directors work 55 hours a week, compared to Heads of Unit, who work 45.

In a similar vein, nearly half (45%) of the industry picks up emails or phone calls outside working hours every single day.

Flexible working

The leading form of flexible working in the PR industry is flexitime (core hours with flexible start and finish), which is taken up by 28% of the industry.

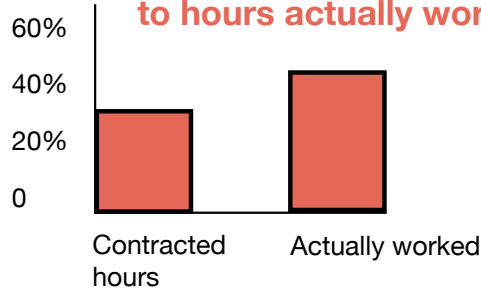
24% work from home at least one day a week, and this is particularly taken advantage of by the senior members of the industry: agency Chairmen, Chief Executives, and Managing Directors (38%); and in-house Communications Directors (36%) and Heads of Unit (40%).

Of the 8% who work part time, 73% report that they do so because they are responsible for a family or home. Just 4% and 9% say it is for a second job or freelance work respectively.

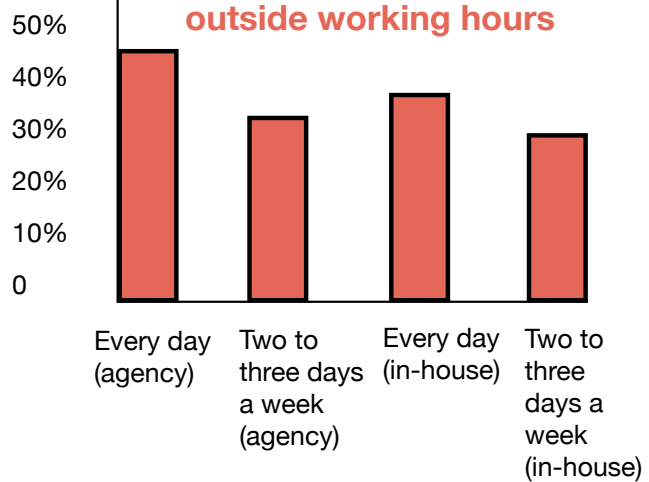
24%

Work from home at least one day a week

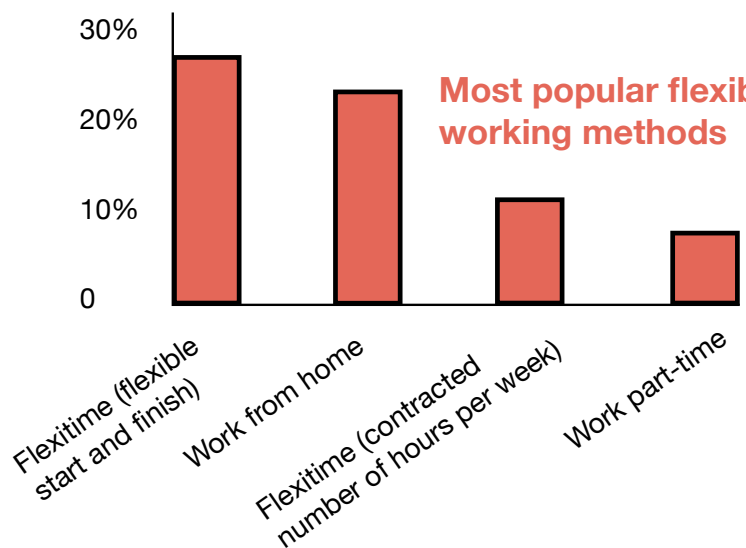
Contracted hours compared to hours actually worked



Taking phone calls and emails outside working hours



Most popular flexible working methods



Travel inside and outside the UK

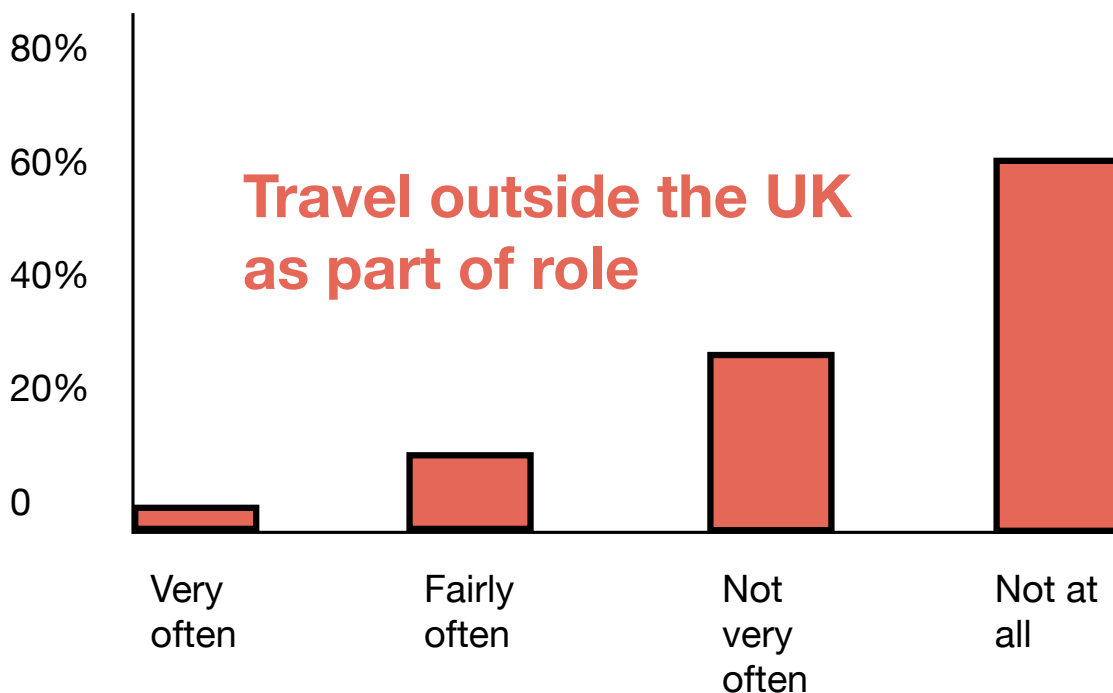
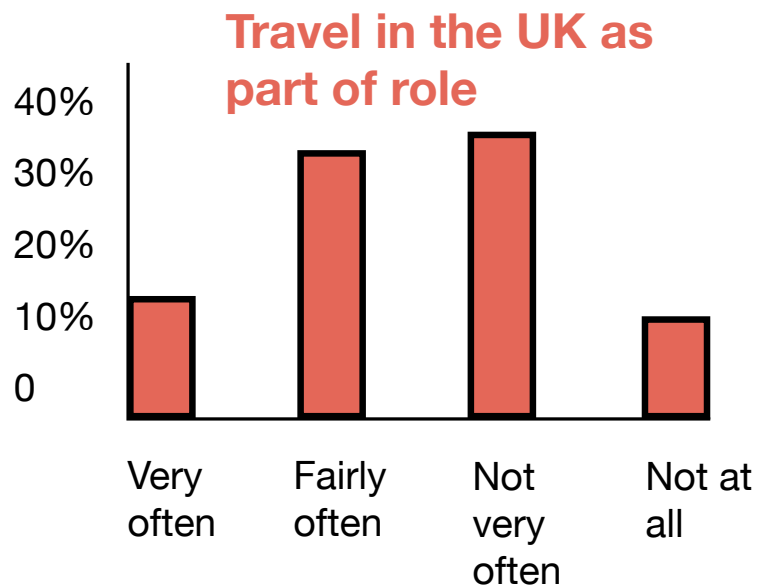
Whilst UK travel is down across the board, 14% report this as “very often”. 16% of agency workers overall report this, compared to 9% of in-house professionals.

Freelancers are the most likely to travel very often, with almost a fifth (19%) falling into this category. In terms of travel increasing with seniority, 28% of Chairmen, Chief Executives and Managing Directors travel very often, compared to 26% of in-house Directors.

Travel outside of the UK has also decreased, with 64% doing none as part of their PR role. Only 2% do so more than once a week, up 1% on 2013’s figures.

14%

Travel in the UK very often



6: NATIONAL AND REGIONAL BREAKDOWN

Greater London

Demographics

The gender split is 61% female / 39% male. London has the lowest majority of white British people, at 78%. London practitioners are least likely to have children or dependents (28%). The median age is 28.

Education

London PR has the highest number of privately educated people in the UK, at 33%. 44% of graduates studied a humanities degree, but only 10% studied a PR related degree.

Salaries

The average London PR salary is £48,702. Londoners are most likely to have received a pay rise in the last 12 months, at 65%. The median pay rise across the region was 6%.

Expertise / duties

London is one of the UK hubs for investor relations, with 16% of PR people handling it. It is also one of the hubs for political lobbying, with 28% handling it.

Consultancy work

The highest proportion of PR people working in agencies (69%), as opposed to in-house teams or freelancers, are in Greater London. London also plays host to the highest majority of PR agency workers and freelancers working in finance/financial services, at 21%.

In-house teams

Unsurprisingly, London is home to the highest number of central government communicators (15%), but also the smallest number of local government communicators (6%) and NHS (3%).

Final fact

Those in London are most likely to believe that PR is an industry (44%), the closest split UK-wide, against those believing it to be a profession (48%).

The South East

Demographics

The gender split in the South East is 72% female / 28% male. 88% of workers are white British. 38% have children or dependents. The average age is 38.

Education

26% of PR people in the South East went to a private school. Arts and humanities degrees dominate in the South East, at 28%.

Salaries

The average PR salary is £45,353. 56% have received a pay rise in the past 12 months, and the median pay rise is 3.5%. South Eastern PR people are also most likely to have received a bonus in the past year, at 49%.

Geographical points

Surrey is the main focus of PR in the region (27%), followed by Kent, Hampshire and Berkshire (all 17%).

Expertise / duties

Compared to the rest of the UK, those in the South East are most likely to see media relations strategy planning as their main function, at 13%. And they are least likely to handle some element of crisis comms, at 60%.

Consultancy work

Agencies are most likely to have between 11-25 members of staff, at 39%. Tech PR account work dominates, with 42% of agency workers and freelancers handling it.

In-house teams

The South East has the highest percentage of in-house tech PR staff across the UK, at 22%.

Final fact

AVEs (27%) are still more popular as a measurement tool than the Barcelona Principles 2.0 (20%).

The South West

Demographics

The gender split in the South West is 75% female / 25% male. The median age is 38. 93% of the industry are white British. 42% have children or dependents.

Education

Compared to the rest of the UK, the South West has the highest majority of workers educated to degree level (73%) rather than to any other level.

Salaries

The average salary is £38,907. 52% have received a pay rise in the past 12 months, and the median pay rise is 3.5%.

Geographical points

The highest percentage (42%) of workers in the region are based in Avon.

Expertise / duties

84% of PR workers see their role as including some element of communications strategy development, which is the highest percentage in the UK.

Consultancy work

62% of PR staffers in the region work at a PR agency. The main areas of consultancy business are industrial/manufacturing and business services (both 30%).

In-house teams

Nearly half (48%) of in-house teams are between 2-5 people. In-house people working in charities are highest in number, at 26%.

Final fact

45% of staff work flexitime, with flexible start and finish times.

East of England

Demographics

The gender split in the East of England is 66% female / 34% male. The average age is 38. 32% have children/dependents. 95% of the

industry are white British.

Education

80% of workers went to a state school. Compared to the rest of the UK, the area has the highest percentage of people educated to A Level (24%), rather than anything above or below. The region also contains the highest percentage of staff who studied a PR degree at university (26%).

Salaries

The average salary is £43,690. 61% have received a pay rise in the past 12 months, and the median pay rise is 3.5%.

Geographical points

29% of the industry in the East of England is based in Essex, the most populated by PRs in the region.

Expertise / duties

Communications strategy development is the primary main function of PRs in the region, at 24%. The lowest percentage of people in the UK handling some element of corporate PR are in the East of England, at 41%.

Consultancy work

Half of PR agency people state that there are 6-10 people in their agency. The primary area of of PR consultancy business is business services, at 27%.

In-house teams

47% of those in in-house teams work in teams of 2-5 people.

Final fact

This region boasts the highest number of agency people and freelancers that handle pro bono work, at 73%.

Midlands

Demographics

72% of the industry is female, and 28% is male. The average age is 38. 45% have children or dependents. 91% of the industry is white British.

Education

At 24%, a higher proportion of PR people in the Midlands studied a degree in business/management than anywhere else in the UK.

Salaries

The average salary is £38,614. 63% have received a pay rise in the past 12 months, and the median pay rise is 1.5%.

Geographical points

The largest focal point for the Midlands PR business is the West Midlands.

Expertise

The leading main function is communications strategy development (26%). Compared to the rest of the UK, the highest percentage of PR people handle S.E.O and graphic design work, at 37% and 35% respectively.

Consultancy work

The Midlands has the lowest percentage of agency workers in the UK, compared to in-house and freelance, at 31%. The biggest area of account work for agencies and freelancers is industrial/manufacturing, at 42%.

In-house teams

Half of practitioners in the region have an in-house role. The highest number work in local government (35%).

Final fact

51% of PR people spend over an hour commuting to and from work every day.

North East and Yorkshire

Demographics

96% are white British. 39% of PRs have children/dependents. The gender split is 63% female / 37% male. The average age is 38.

Education

80% of staff were educated at a state school. Graduates are most

likely to have studied a degree in arts and humanities (40%).

Salaries

The average salary is £42,339 and 63% have received a pay rise in the past 12 months, of a median percentage of 3.5%.

Geographical points

The main focal point of the PR industry is West Yorkshire (45%).

Expertise / duties

The most prevalent main function is general media relations (14%). The most prevalent role in PR is digital/social media, at 90%.

Consultancy work

PR agency people and freelancers are most likely to work on retail and wholesale accounts (58%). PR agencies are most likely to employ 11-25 people (29%).

In-house teams

36% of in-house teams have 2-5 people, the most populated bracket. In-house staffers are most likely to work in non-departmental bodies/agencies (29%).

Final fact

PR people in the North East and Yorkshire are most likely to use Barcelona Principles 2.0, at 41%.

North West

Demographics

The gender split is 62% female / 38% male. 89% are white British. 45% have children/dependents. The average age is 38.

Education

The highest percentage of PR people in the UK with a Masters are based in the North West, at 32%. 58% were educated to degree level. PR graduates are most likely to have studied an arts or humanities degree (28%).

Salaries

The average annual PR salary is £40,138. 53% have received a pay rise in the past 12 months, and the median pay rise is 3.5%.

Geographical points

The main focal points of PR in the North West are Greater Manchester (39%), and Lancashire (28%).

Expertise

The leading main functions are communications strategy development and media relations (both 14%). The role most prevalent with North West PR people is writing articles and newsletters etc (89%).

Consultancy work

PR agency people and freelancers are most likely to be working on food, beverages and tobacco accounts (40%), followed by retail and wholesale (37%). PR agencies are most likely to have 6-10 members of staff (33%), followed by 11-25 people (24%).

In-house teams

In-house comms staffers are most likely to work in local government or charities (both 27%). In-house teams are most likely to have 2-5 members (57%).

Final fact

58% of PRs in the region think PR is a profession, compared to 35% who think it is an industry.

Wales

Demographics

There is a 50/50 gender split. The average age is 38. 80% are white British. 60% have children/dependents.

Education

90% are state-school educated. PR people are most likely to have studied an arts or humanities degree (30%).

Salaries

The average annual salary is £36,555. 60% have received a pay rise in the past 12 months, and the median pay rise is 1.5%.

Geographical points

The main focal point of Welsh PR is South Glamorgan (60%).

Expertise / duties

The most prevalent role in PR is reputation management (100%).

Consultancy work

For PR agencies and freelancers, the most likely source of account work is business services (63%), followed by property and construction (50%). A third of PR agency people work for networked agencies of 50-100 people; another third for 100-250.

In-house teams

In-house staffers tend to be in teams of 2-10 people.

Final fact

30% of PR workers work part time.

Scotland

Demographics

The gender split is male 39% / female 61%. The average age is 38. There are 89% white British. 38% have children or dependents.

Education

PR people are most likely to have studied a media degree (25%).

Salaries

The average PR salary is £38,374. 62% have received a pay rise in the last 12 months, the median of which is 3.5%.

Geographical points

The main focal point of PR is Lothian (49%).

Expertise / duties

The most prevalent role in PR is writing articles/newsletters etc (89%). The most prevalent main function is general media relations (16%).

Consultancy work

The main areas of client work for agencies and freelancers are consumer services, media and marketing (27%), and business services (27%). PR agency people are likely to be in networked agencies of 100-250 people (37%).

In-house teams

In-house teams are likely to work in local government (31%) and are most likely to have 6-10 members of staff (23%).

Final fact

53% of PR people spend under an hour commuting to and from work every day.

Northern Ireland

Demographics

80% of PRs in the region are white British. 60% of PR people have children or dependents. The average age is 33.

Education

PR people are most likely to have studied an arts or humanities degree (50%).

Salaries

The average salary is £35,387. 40% have received a pay rise over the past 12 months, receiving a median pay rise of 2.5%.

Geographical points

The main focal point for PR business is County Antrim (70%).

Expertise / duties

The most prevalent PR duties are general media relations, and writing articles and newsletters etc (both 90%). The main areas of PR work for agencies and in-house teams are charity and consumer services, media and marketing (both 38%).

Consultancy work

Agencies tend to number 11-25 people (57%).

Final fact

30% of PR people take additional holiday as a flexible working option.



DID YOUR DEFINITION OF SUCCESS CHANGE?


This census identifies a raft of challenges and opportunities facing PR agencies in the UK. Have any of them made you think twice about how your agency operates? Get ahead by investing in technologies that streamline internal processes, scale with the business and put you on the path to success.

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