



PRCA | **50** YEARS
1969-2019

PR and Communications Census 2019



Delivering crucial data for your PR campaigns.



If you need numbers to support your PR campaigns, talk to us!

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Our speciality is finding out what people think and do, in all areas of life.

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We know how important it is to be sure of the quality of your data, especially when it enters the public domain.

Get in touch for a quick chat about how we can help you!

MD: Rosie Ayoub MPRCA
rosie.ayoub@norstat.co.uk

Sales: Remek Gabrys MPRCA
remek.gabrys@norstat.co.uk

www.norstat.co.uk

PRCA 50 YEARS 1969-2019



PR AND COMMUNICATIONS CENSUS 2019

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PRCA
82 Great Suffolk Street
London
SE1 0BE

T 020 7233 6026
F 020 7828 4797
www.prca.org.uk



Foreword

**Francis Ingham MPRCA
PRCA Director General
& ICCO Chief Executive**

“The industry’s growth is relentless, rapidly approaching the one hundred thousand practitioner mark, and the fifteen billion pound value threshold. This growth is being driven by the blending of disciplines working in our favour, powered in many fields by digital.”

This year’s PRCA Census once again provides the definitive analysis of where we are now, and where we are heading. Based on a quite exceptional number of individual practitioner responses, and making use of robust third-party data, this is essential reading for anyone who works in PR and communications. The insight it provides will frame much of the PRCA’s campaigning work over the coming year – our fiftieth.

The industry’s growth is relentless, rapidly approaching the one hundred thousand practitioner mark, and the fifteen billion pound value threshold. This growth is being driven by the blending of disciplines working in our favour, powered in many fields by digital.

The gender pay gap has shrunk, but the fact that we still have a gender pay gap is unacceptable. So we will continue to work with Women In PR and Global Women In PR in this vital area.

There is also excellent news on evaluation. AMEC’s work over the past decade has paid off. We can now safely say that AVEs are dead in the UK. And about time too.

But in too many areas, we are not making progress. There has essentially been no movement on diversity. Mental health is a huge issue, made all the worse by often crushingly long hours. And incomes have declined for agency practitioners, in-house ones, and freelancers alike.

For years now, talent has been the number one headache for PR leaders.

Declining salary levels will only compound this. Our long-standing belief is that evaluation is the answer to this problem. Until we can prove the value that we bring, we will not be able to charge the price that we should, and so to pay people the amount that they deserve. So we now double down on our work with AMEC, to build on our shared progress in this field, so that a growing industry will also mean a better rewarded one.

So – much to celebrate, but much more still to do.

**Francis Ingham MPRCA
PRCA Director General
& ICCO Chief Executive**



Introduction

**Rosie Ayoub MPRCA
Managing Director
Norstat UK**

“Despite the uncertainty the country and many industries have faced in the last couple of years, public relations and communications continues to grow and be a vital cog in many businesses.”

This is the second year Norstat UK has run the fieldwork and also sponsored the PRCA PR and Communications Census. It is fantastic to see the figures are up, the industry is growing at a healthy rate, and more professionals are joining our budding ranks. Despite the uncertainty the country and many industries have faced in the last couple of years, public relations and communications continues to grow and be a vital cog in many businesses.

While the overall picture is very positive, last year threw up some stark differences in some regions as we toured the UK with the results launch. It will be interesting to delve in further this year and see if gender and ethnic diversity have been addressed on a local level.

I think it is a very positive thing to bring mental health discussions into the main Census survey, alongside the standalone mental health survey. 32% is a big number - nearly one in three people are suffering with or have been diagnosed with mental ill health. I am a firm believer that the more we talk about it and bring the problem into the light, the more we can do to address the needs and bring some respite to those suffering.

While there is no obvious pattern between the two, it is interesting to see similar numbers working outside of core hours, and an even larger number who are working a large number of extra hours every week. Half of PR professionals are working 45 hours a week. It is encouraging to see the

outliers dropping slightly, though – the number working 60 hours a week is down, thankfully. Extended and out of hours work seems to be a price to pay for promotion and advancement, with the senior members taking one for the team.

Flexi working is widely embraced, not only by employees but also by employers who have clearly realised that to retain the best talent, working from home or flexibility around core hours is necessary. It is clear PR and communications is leading the way in this area. Long may it continue!

**Rosie Ayoub MPRCA
Managing Director
Norstat UK**

1

Executive Summary

£14.9bn

Value of UK PR and communications industry

95,000

Practitioners in PR and communications

METHODOLOGY

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

- Targeted sample sent to PRCA members.
- Public link on PRCA website.

The online survey generated 1,236 responses.

Respondents had to fulfil the following criteria: work in a communications or PR remit.

The fieldwork was conducted between 7th January - 20th March, 2019.

The market sizing data was calculated by taking a combination of historical data from the PR and Communications Census published in 2018, combined with annual PRCA benchmarking studies, and the Government's ONS tables of industry sizing and growth.

SUMMARY

In 2019, the PR and communications industry is worth £14.9 billion. The industry has grown by 7.9% since 2018 when the industry was worth £13.8 billion.

The PR and communications industry has grown to 95,000 employees. This shows significant growth since 2018 when there was a total of 86,000 employees.

DIVERSITY

PR and communications is a female dominated industry. It is 67% female and 33% male.

The industry is overwhelmingly young - the most common age range is 25-34. The median age in the industry is 33.

The industry is overwhelmingly White and British. It is 80% White British and 9% Other White. Therefore, White professionals make up 89% of the industry, which has not changed since last year. The number of non-White professionals has increased from 9% to 10%.

This year we asked about mental health for the first time in the history of the Census. 32% of PR professionals have suffered from, or been diagnosed with, mental ill health.

OPINIONS

50% believe that PR is a profession; 42% believe that PR is an industry.

Impressions are the preferred evaluation metric or process - 16% use this evaluation metric. The use of AVEs has dropped to 7% this year.

The main tasks that have increased in importance are digital, online communication, SEO, and reputation management.

The main tasks that have decreased in importance are sales promotion, writing articles/newsletters, and general media relations.

WHAT DO WE DO?

The top duties this year are communications strategy development, general media relations, corporate public relations, and media relations strategy planning.

The leading sectors across the industry are technology, consumer services, property/construction, and health/pharmaceutical.

17% of agencies are made up of 11-25 people with an annual turnover of between £500,000 and £2.5 million. 30% of in-house teams are made up of 2-5 people.

EMPLOYEE WELLBEING

On average, PR professionals work 45 hours a week which is 10 hours more than they are contracted to work. Similarly, 32% of PR professionals make work-related calls and emails outside of office hours.

The most popular forms of flexible working are flexitime and working from home one day a week. Flexitime is up by 8%. 31% of PR and communications professionals do not take advantage of any flexible working opportunities, but this is down by 4%.

SALARIES

The average salary across the industry is £42,700, down from £45,950.

The average salary at agencies is £41,846, down from £45,865

The average in-house salary is £43,300, down from £46,078.

The average freelancer income is £49,069, down from £50,966.

GENDER PAY GAP

The industry gender pay gap sits at 13.6% which is lower than last year's figure of 21%. The pay disparity between female and male employees is £6,412.

2

Diversity



f1 recruitment & search

TRAILBLAZING FOR TALENT



We are trailblazers in Inclusion & Diversity for the PR & Marketing sector.

We introduced the first 'returnships' in PR through our Back2businessship programme and CAMPAIGN named us a top ten 'trailblazer for change' for our work through BAME2020.

This year we are partnering with the PRCA Census, because...

- We all know that the % of BAME employees in PR agencies needs to rise.
- In a near full employment market it is too easy for recruiters to rely on moving the same talent from agency to agency. This leads to wage inflation and a workforce that has little loyalty & commitment to their employers. New pipelines of talent create a better balance in the market.
- We want PRCA member agencies to put more pressure on their recruitment partners to demonstrate what they are actively doing to increase the pipeline of BME talent into the PR industry.
- Over 20% of f1 candidates come from BAME backgrounds through the recommendation networks we have been building since we started business in 2004. Yet we are rarely asked to evidence our inclusion statistics to companies we are talent partners with.

Your in house talent teams and external talent partners are part of the solution as well as part of the problem. So engage with them and ask them about their plans to help your agency hire & develop more BAME professionals.

To find out more about f1's diverse candidate portfolio for your current and future recruitment needs please email:

amanda@f1recruitment.com

GENDER

The PR and communications industry continues to be predominantly female, with 67% identifying as female. This is up from 66% in 2018.

AGE

The most common age range is 25-34. The median age of the PR and communications industry is 33.

ETHNIC ORIGIN

As in previous years the ethnic makeup of the PR and communications industry is predominantly White British. This figure is up from 78% to 80% this year. However, the figure for Other White (e.g. European, American) has dropped from 11% to 9%, White practitioners still make up 89% of the industry.

Non-White ethnic groups make up 10% of the industry, which represents a 1% increase since 2018. Following a trend from previous years, younger PR professionals tend to be more ethnically diverse. For example, 13% of practitioners between the ages of 25-34 identify as non-White. In contrast, no one in the 65+ age bracket identifies as non-White. Therefore, there is hope that the industry will eventually become more diverse in the coming years.

This trend appears to be the same when ethnic origin is broken down by job level. Board Directors and Partners are the least diverse, with 89% identifying as White British. Similarly, 84% of Chairmen and Managing Directors identify as White British. In contrast, 77% and 78% of Senior Account Executives and Account Executives identify as White British respectively.



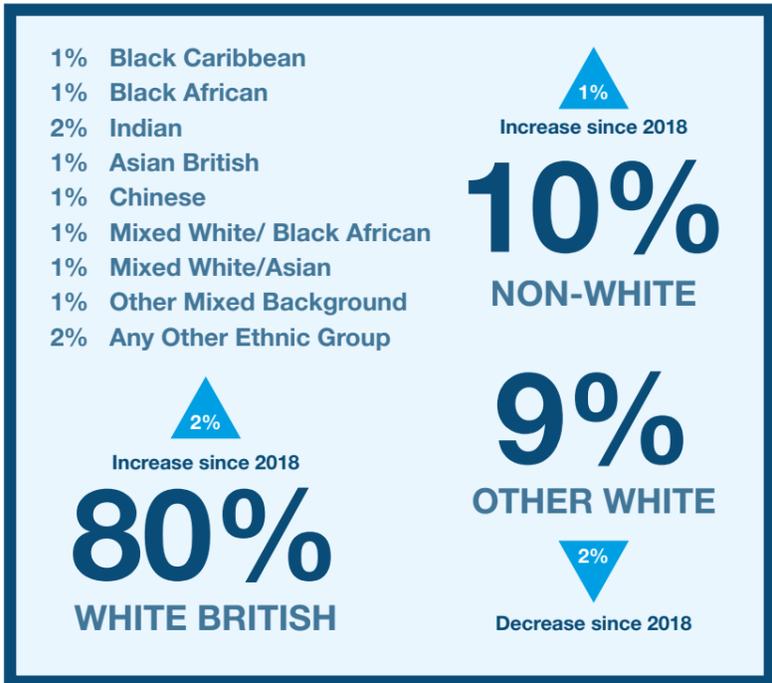
67%
FEMALE



33%
MALE



AVERAGE AGE



NATIONALITY

Unsurprisingly, British nationals make up the majority of the PR and communications industry, at 88%. This is up from 86% in 2018. This makes sense given the 2% increase in White British professionals this year.

Non-UK EU nationals are again the second most represented nationality in the industry, at 6%. This represents a 1% decrease since 2018. According to the ONS, there are 3.7 million EU citizens living in the UK, which is equal to 6% of the UK population.

6% of PR and communications professionals are nationals from outside the EU or have dual nationality. This represents a 2% increase since 2018 and for the first time this figure is equal to the number of the Non-UK EU nationals in the industry.

SEXUAL ORIENTATION

85% of communications professionals identify as heterosexual, down from 86% in 2018. 5% identify as gay, which has not changed since 2018. However, the number of professionals identifying as bisexual has increased from 2% to 3%. Around 7% of respondents preferred not to answer this question.

DISABILITY

Around 4% of PR and communications professionals consider themselves to have a disability, which remains unchanged since 2018. According to the ONS Labour Force survey in 2018, there are more than 3.7 million disabled people in work.

BRITISH NATIONALS

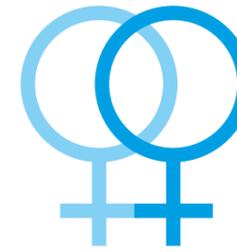


2% **88%**

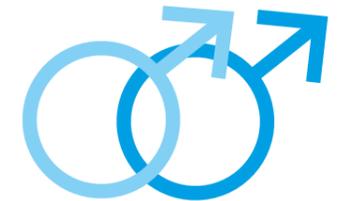
Increase since 2018



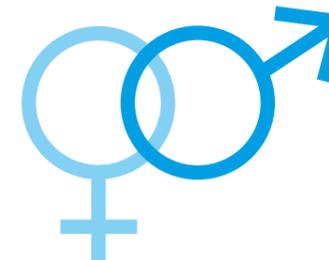
Decrease since 2018



5%
Gay/Lesbian



3% **1%**
Bisexual
Increase since 2018



85% Heterosexual
1% Decrease since 2018

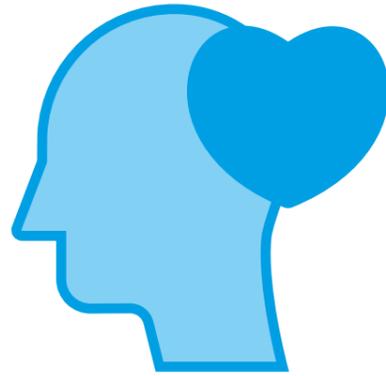


4%
Disabled practitioners

MENTAL HEALTH

For the first time, we asked respondents about their mental wellbeing, and 32% of respondents said they had suffered from, or been diagnosed with, mental ill health. 62% said they had not. 6% declined to answer. The PRCA also runs a separate annual mental health survey, in which 60% of respondents said they had suffered from, or been diagnosed with, mental ill health.

32%
suffered from or diagnosed with mental ill health



EDUCATION

71% of PR and communications practitioners have attended a state-run or state-funded school, which represents a 2% increase since 2018. 20% attended an independent fee-paying school. Finally, 7% attended a school outside of the UK.

Agency professionals are more likely to have attended an independent school, compared to in-house practitioners and freelancers. 23% of agency professionals said they had attended an independent school, compared to 14% and 17% of in-house employees and freelancers respectively.

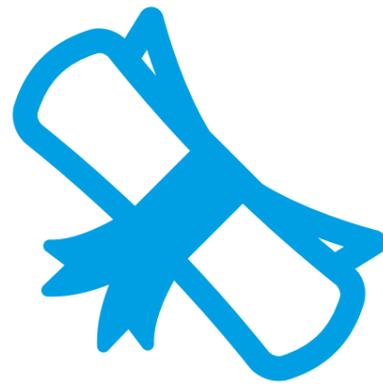
When analysed by age, older professionals are more likely to have been educated at an independent fee-paying school. 31% of respondents in the 55-64 age bracket were educated at an independent school, compared to 17% of respondents in the 25-34 age bracket.

When it comes to higher education, 80% of PR and communications professionals have an undergraduate degree. This is particularly the case amongst younger professionals; on average 82% of employees between the ages of 18-44 have an undergraduate degree. This drops to 68% in the 45-54 age bracket and 65% in the 55-64 age bracket. Masters degrees are less prevalent, as 22% of professionals are educated to this level. Professionals aged 35-44 are most likely to have a Masters Degree, at 28%.

71%
attended state school

80%
have an undergraduate degree

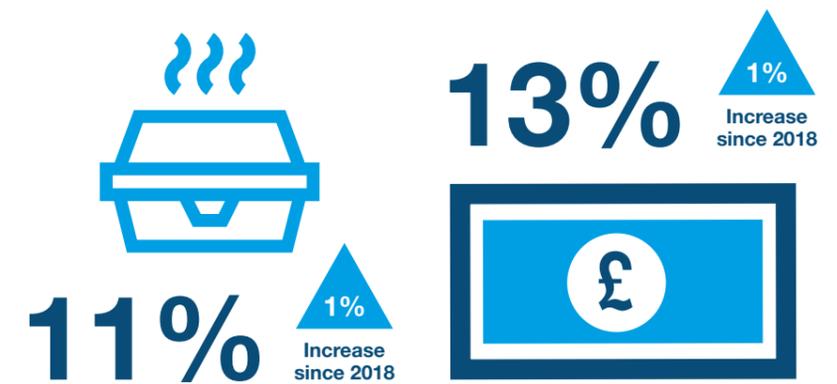
22%
have a Masters degree



SOCIAL MOBILITY

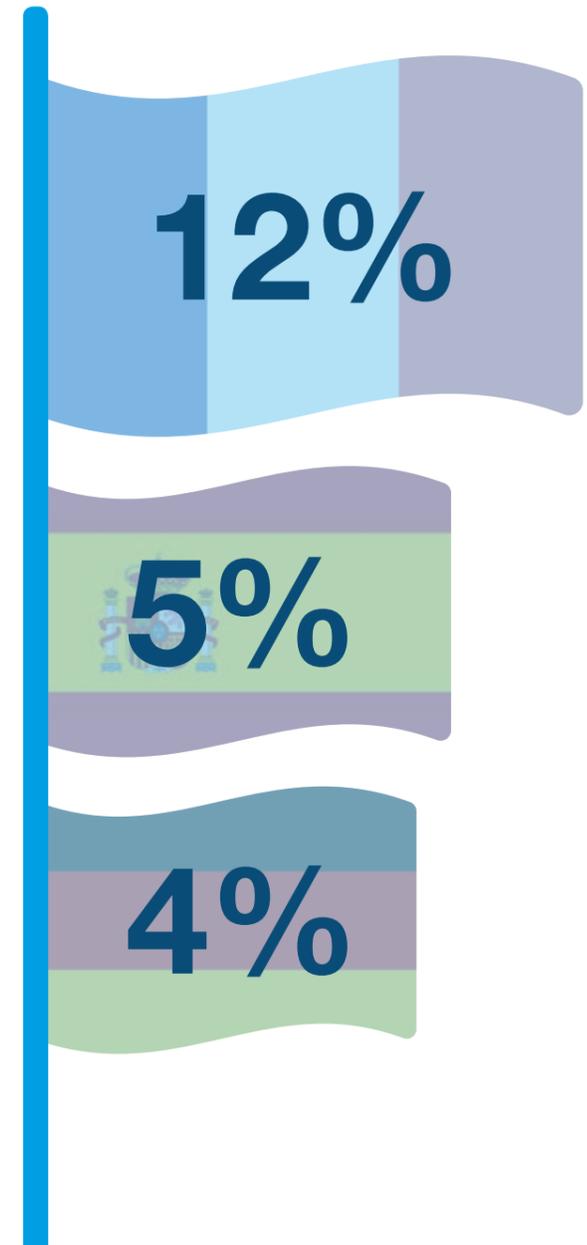
We asked respondents whether they had received free school meals or household income support during their school years, to give us a better picture of social mobility within the industry.

13% of respondents said their household had received income support, which is up from 12% in 2018. A similar increase was seen in the percentage of employees who received free school meals, which went up from 10% to 11%.



LANGUAGES SPOKEN

Apart from English, French (12%) and Spanish (5%) are the most commonly spoken languages in the industry. This is followed by German (4%), Italian (1%), and Mandarin (1%). 78% of respondents said they do not speak any additional languages, which is up by 3% since last year.



3

Opinions

unafraid to be different

We are Racepoint Global.

What makes us different is the importance we place on cultivating and retaining the top thinkers and doers in the industry. The result is bold work that stands apart from what's NOW and embraces what's NEXT.



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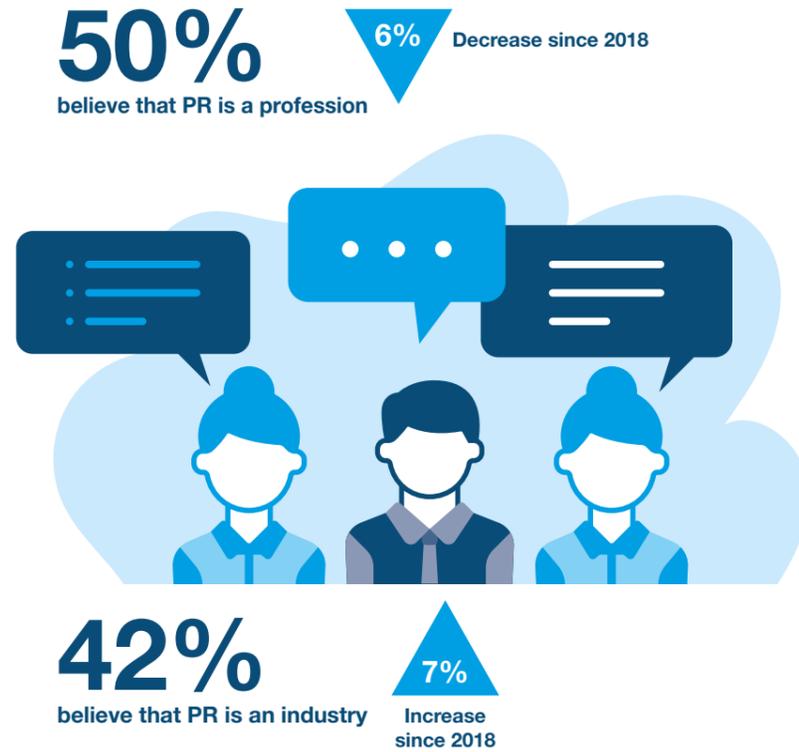
racepointglobal.com

IS PR A PROFESSION OR AN INDUSTRY?

50% of PR practitioners believe that PR is a profession. This has dropped from 56% since last year. 42% of practitioners believe that PR is an industry – this has increased from 35% since last year. Only 6% of respondents said that PR is neither a profession nor an industry.

In-house employees overwhelmingly said that PR is a profession (65%). Similarly, 58% of freelancers said the same thing. 51% of agency people said that PR is an industry. Only 28% of in-house practitioners agree with this statement.

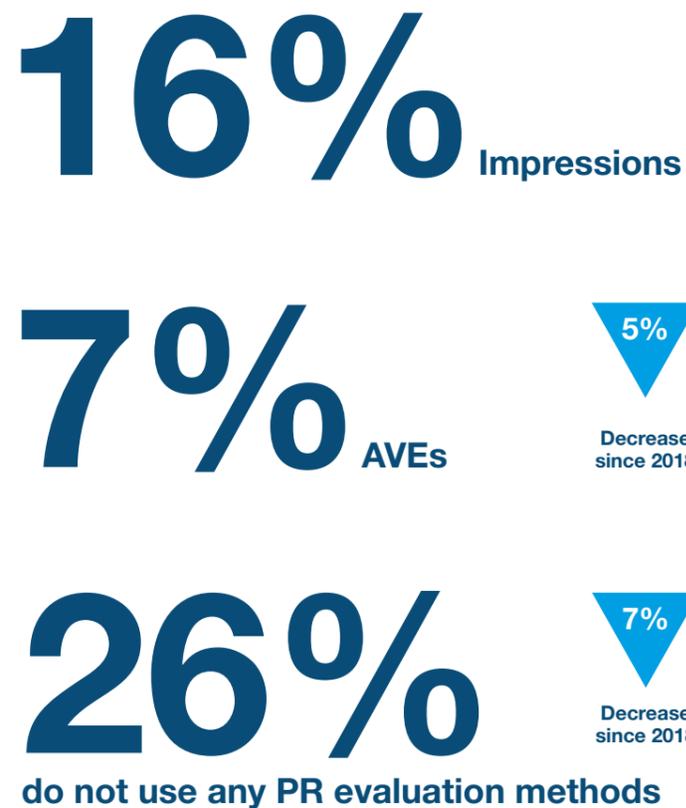
Younger PR practitioners tend to believe that PR is an industry - 52% of practitioners in the 18-34 age bracket believe this. In contrast, 61% of practitioners in the 35-65 age bracket believe that PR is a profession.



EVALUATION

This year, we gave respondents more options for their favourite evaluation metric or process. The most popular evaluation metric or process is impressions at 16%. This is followed by other evaluation methods (13%), Barcelona Principles 2.0 (9%), Integrated Evaluation Framework (9%), PESO (7%), and Advertising Value Equivalents (7%). Encouragingly, the use of AVEs has dropped by 5% since 2018.

26% do not use any PR evaluation metrics, which is down from 33% in 2018. In-house employees are less likely to use any PR evaluation metrics, at 29%, followed by 28% of freelancers, and 24% of agency professionals.



TASKS AND ROLES

Increase in importance

The tasks that have increased in importance are digital (52%), online communication (28%), SEO (21%), and reputation management (19%). These have largely remained the same since last year. However, SEO has regained its position over reputation management.

27% of agency professionals believe that SEO has increased in importance compared to 10% of in-house employees. Agency professionals, in-house employees, and freelancers generally agree on all the other tasks.

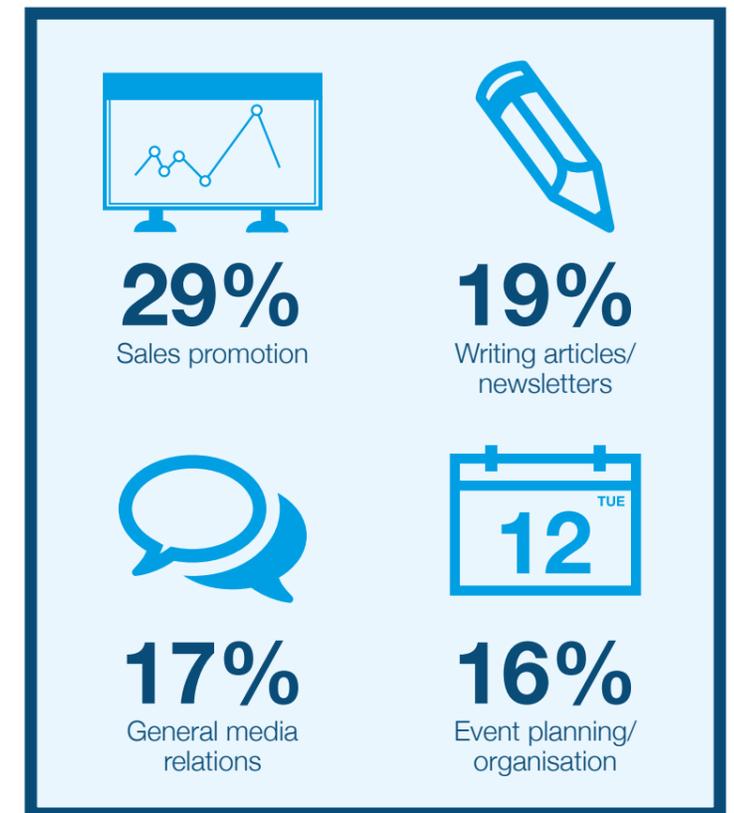


Decrease in importance

The tasks that have decreased in importance are sales promotion (29%), writing articles/newsletters (19%), general media relations (17%), and event planning/organisation (16%). Writing articles and newsletters has decreased in importance by 3% this year.

Only 7% of freelancers said that writing articles and newsletters has decreased in importance, compared to 21% of agency professionals and 18% of in-house professionals.

27% of freelancers believe that general media relations has decreased in importance, compared to 17% of agency professionals and 15% of in-house professionals.



A woman with dark hair, wearing black boxing gloves, is shown in profile, looking forward with a determined expression. She is wearing a dark top. The background is a solid red color.

Power Brand Performance

Strengthen your media intelligence and knock out the competition with insights that pack-a-punch. Our heavyweight data really delivers.

4

What do we do?

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- Award winning media monitoring, social listening & analytics*
- Big data platform and API integration
- In-house team of expert media analysts for bespoke curation and reports
- 40+ years of archived worldwide news

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MAIN DUTIES

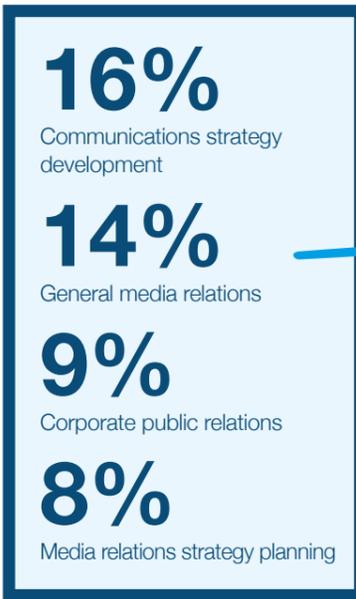
The top duties listed this year are communications strategy development (16%), general media relations (14%), corporate public relations (9%), and media relations strategy planning (8%). This has largely remained the same as last year. However, corporate public relations has dropped significantly since 2018. It was listed as the top duty last year at 22%, so we are looking at a 13% drop.

General media relations is the second most listed duty, despite being viewed as a task that has decreased in importance over the past year.

COMMUNICATIONS STRATEGY DEVELOPMENT

Communications strategy development tends to lie with the senior management team at agencies and in-house teams. 29% of Chairmen and Managing Directors classify communications strategy development as their main role, compared to 1% of Account Executives. A similar trend is seen in in-house teams where 31% of Directors claim that communications strategy development is their main role, compared to 6% of Executives.

Meanwhile, media relations strategy planning is a middle-management role. At agencies, 29% of Senior Account Directors take responsibility for this role, compared to 6% of Chairmen and Managing Directors, and 8% of Account Executives. It is a similar picture within in-house teams, where 11% of Heads of Unit take responsibility for this role, compared to 3% of Directors and 2% of Senior Executives.



MEDIA RELATIONS

On the other hand, general media relations is led by junior members of agencies and in-house teams. At agencies, 39% of Account Executives consider media relations to be their main role, compared to 6% of Chairmen and Managing Directors.

Within in-house teams, 22% of Executives claim responsibility over this role, compared to 3% of Directors.

CORPORATE PUBLIC RELATIONS

Agency Account Managers and Account Directors tend to take responsibility for corporate public relations. 13% of Account Directors and Account Managers take responsibility for this role. However 5% of Chairmen and Managing Directors and 9% of Account Executives do so.

Within in-house teams, 14% of Senior Managers and Senior Executives assume responsibility over corporate public relations. In comparison, 7% of Heads of Unit do so.



AVERAGE TIME SPENT ON PR ACTIVITIES

62% of respondents say that more than 80% of their role is focused on PR and communications related activities. This has increased significantly since 2018 when 44% of respondents said the same thing.

This figure remains consistent across agency, in-house, and freelancer roles. This reverses a trend in previous Censuses which showed that in-house employees and freelancers were spending less time on PR activities by diversifying their roles.

Following on from a trend in previous Censuses, Account Managers and Account Executives spend the most time on PR activities. 80% of Account Executives and 74% of Account Managers say they spend more than 80% of their time on PR activities. In contrast, 43% of Chairmen and Managing Directors can say the same thing.

It is a similar picture within in-house teams, where on average 70% of Executives spend more than 80% of their time on PR activities. In comparison, 41% of Directors can say the same thing.

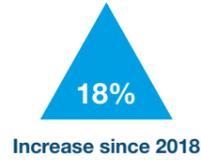
MAIN SECTORS

Following on from 2018, technology and consumer services are the top sectors in the PR and communications industry. Technology has grown from 29% to 35% this year, while consumer services has seen modest growth from 21% to 22%.

This is followed by property/construction (17%) and health/pharmaceutical (17%), which has increased from 14%. Business services has dropped from 18% to 16% this year.

62%

Spend more than 80% of their time on PR and communications activities



35%
Technology



22%
Consumer services



17%
Property/construction



17%
Health/pharmaceutical

SIZE OF PR AND COMMUNICATIONS TEAMS

Agencies

17% of agencies are made up of 11-25 people. This represents a 12% decrease since 2018. 51% of these agencies have an average annual turnover between £500,000-£2.5 million pounds.

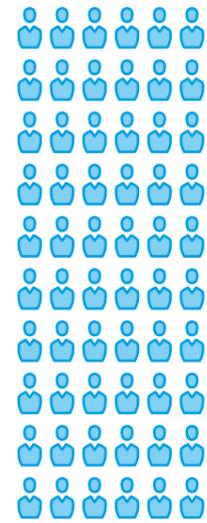
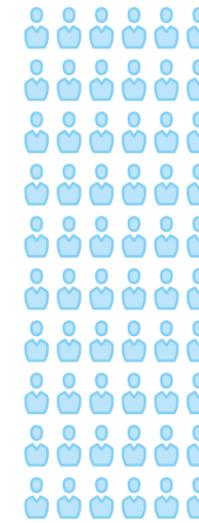
The second largest size bracket is 26-50. 15% of agencies are this size. 49% of these agencies have an annual turnover between £2.5 million and £5 million.

Last year, the second largest category was 100-250 employees. 15% of respondents reported that their agencies were this size. This year, this has dropped to 10%.

In-house

30% of in-house teams are made up of 2-5 people. This has not changed significantly since last year. This is followed by teams of 11-25 people at 18%, which has increased by 3% since 2018. This is an encouraging sign that companies are investing in their PR and communications teams. Last year, the second largest category was 6-10 people, which has dropped slightly from 15% to 14% this year.

4% of respondents say that PR is just part of one person's job, which has dropped by 3% this year. On the other hand, 8% of respondents say that their team is made up of more than 100 people, which has increased by 4% this year.

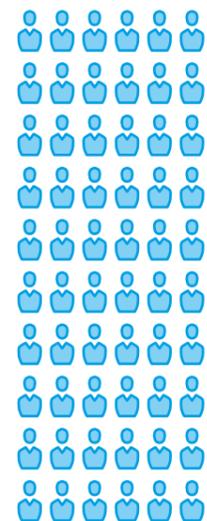
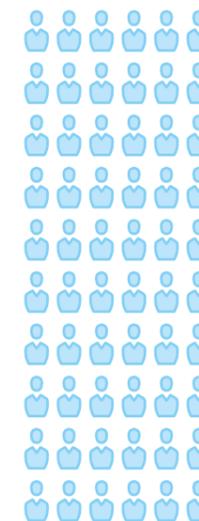


17%

Agencies with 11-25 staff members
Decrease since 2018 **12%**

30%

In-house teams of 2-5 people



5

Employee Wellbeing

72POINT.

CONTENT.
COVERED.

MAXIMISE YOUR MESSAGE

CONNECT TO AUDIENCES THROUGH CREATIVE CONTENT

In a world where attention spans are now measured in thumb-swipes on a mobile, we know how to cut through the blur of competition to deliver campaigns with headlines that make people stop, think and engage.

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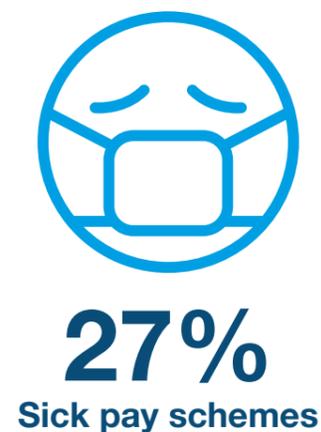
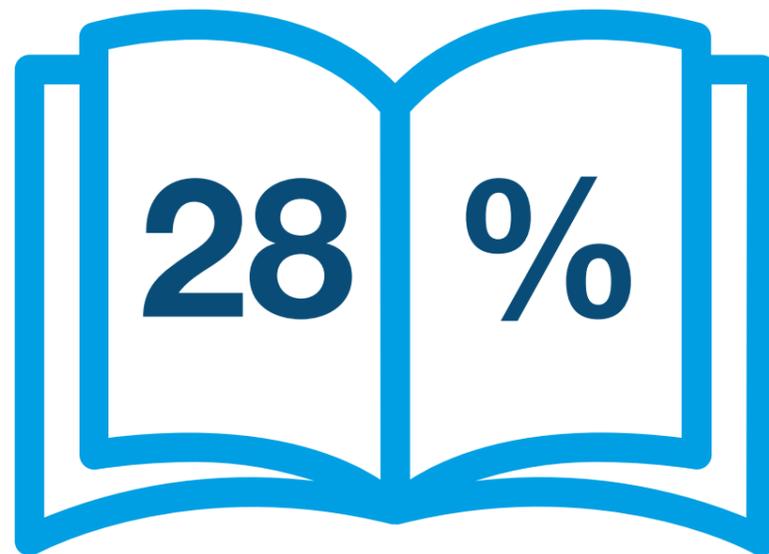
WINNERS OF IN-HOUSE TEAM OF THE
YEAR AT THE PRCA DIGITAL AWARDS 2019

BENEFITS

The top four benefits that PR and communications professionals currently take advantage of are: pension contribution (67%), subscriptions to professional bodies/journals (28%), sick pay schemes (27%), and private medical insurance (25%). Pension contribution has increased by 2% since 2018.

Other popular benefits are staff performance bonuses based on overall company performance (23%), time out to participate in volunteering/charities (22%), exercise classes/gym membership (21%), and schemes to encourage healthy lifestyles (21%). The use of gym memberships has increased by 8% this year.

12% of professionals do not take advantage of any benefits, which has dropped by 4% since 2018. Unsurprisingly, 64% of these professionals are freelancers.



WORK-LIFE BALANCE

On average, 62% of PR and communications professionals are contracted to work 35 hours a week. However, in reality only 21% of them work those hours. 50% end up working 45 hours a week, when in fact 32% are contracted to work these hours.

This figure reflects trends in previous Censuses, but this year there has been a 5% increase in the number of people working an additional 10 hours a week. In addition, 19% of respondents claim to work 55 hours a week. This has dropped slightly, by 1%.

Finally, 6% of respondents say they work more than 60 hours a week. Encouragingly this figure has dropped by 4% since last year.

32% of PR professionals make work-related calls and emails outside of office hours every day. This has dropped by 9% since 2018, which is a positive step towards the industry achieving a better work-life balance. Similarly, 7% of professionals never respond to emails and calls outside of office hours, which has increased by 4%.

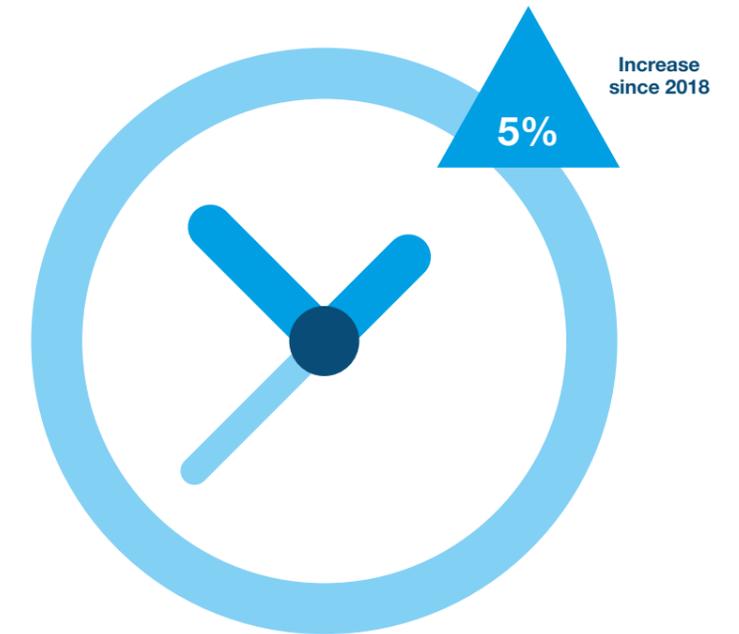
AGENCIES

Senior staff members at agencies are more likely to work overtime. 29% of Managing Directors claim to work more than 55 hours a week, and an additional 25% say they work more than 60 hours a week.

33% of Senior Account Directors work more than 55 hours a week. Although only 4% work more than 60 hours a week.

In contrast, 14% of Account Executives claim to work more than 55 hours a week, and none work more than 60 hours a week. The majority (69%) work 45 hours a week.

Finally, 62% of Managing Directors pick up emails and calls outside of office hours every day, whereas 17% of Account Executives do the same.



IN-HOUSE

It is a similar picture at in-house teams, where 46% of Directors work 55 hours a week. 22% of Heads of Unit work 55 hours a week. Only 9% of Executives do the same.

There seems to be a better work-life balance at in-house teams, as working more than 60 hours a week does not seem to be the norm. 8% of Directors claim to work these hours. This increases to 10% for Heads of Unit. No Executives claim to work these long hours.

54% of Directors pick up emails and calls outside of office hours every day, and 41% of Heads of Unit do the same. Only 4% of Junior Executives do so.

FLEXIBLE WORKING

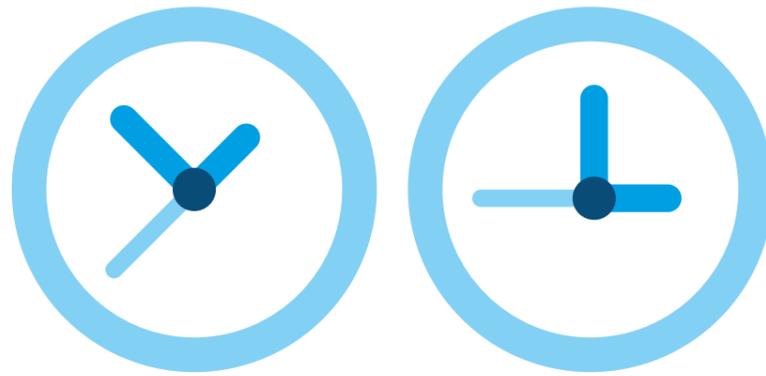
The most common forms of flexible working are flexitime (flexible start and finish times) (41%), working from home at least one day a week (31%), and shorter working days (12%).

The number of people working flexitime has increased by 8% this year. The number of people working from home at least one day a week has dropped by 2%.

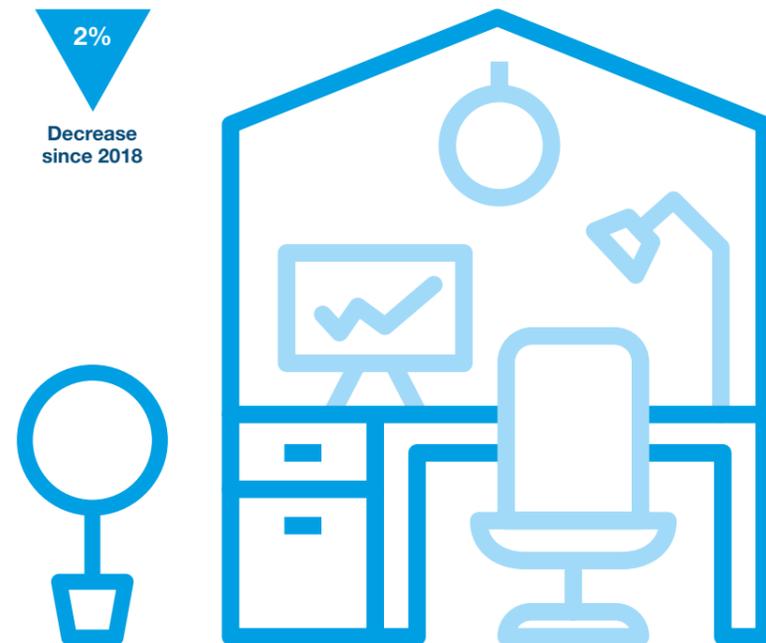
Senior staff members are more likely to work from home. 43% of Managing Directors and 50% of Directors do so at least once a week. In comparison, only 10% of Account Executives do the same. This increases to 35% for in-house Executives, which suggests that flexible working is more widely available throughout in-house teams.

10% of the industry work part-time: 12% of women do so, and 7% of men do so. Around 75% of those who work part-time do so because they are responsible for maintaining a family and a home. Overwhelmingly, 83% of part-time women do so for this reason, compared to 40% of part-time men.

31% do not take advantage of any flexible working arrangements, which is down by 4% since 2018.



Flexitime - core hours with flexible start and finish time



TRAVEL

Inside the UK

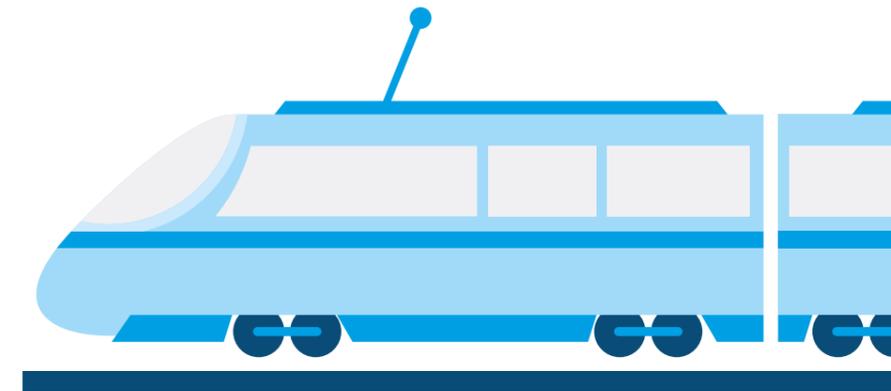
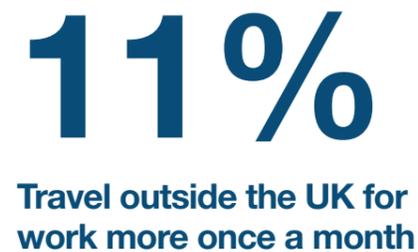
In the past three months, 11% of professionals have travelled fairly often (more than once a month, up to once a week) within the UK. 40% say they don't travel very often (at least once in the past three months, up to once a month). 11% say they travel very often (more than once a week on average). These figures remain fairly consistent across agency, in-house teams, and freelancers.

Account Directors are most likely to travel fairly often, with 53% saying they do so. This is followed by 47% of Managing Directors. At the bottom end of the scale, 28% of Account Executives say they travel very often.

At in-house teams, 41% of Heads of Unit travel for work fairly often, followed by 33% of Directors. Only 14% of Junior Executives travel for work fairly often.

Outside the UK

59% of respondents do not travel outside of the UK for work at all, which has increased by 4% this year. 11% say they travel outside the UK fairly often, and only 2% do so very often.



Travel in the UK for work more than once a week



6

Salaries

AVERAGE SALARIES

The average salary for all PR and communications professionals is £42,700. This is a decrease since 2018, when the average salary was £45,950. In general, salaries are lower across agency, in-house, and freelance.

£42,700

average salary in the industry

7.07%

Decrease
since 2018

AGENCY

The average annual salary for agency professionals is £41,846, down from £45,865 in 2018. This figure is slightly lower than the industry average.

£41,846

average agency salary

8.76%

Decrease
since 2018

The highest average salary at an agency level is at the Board Director/Partner level at £74,849. The average Chairman/Managing Director earns £66,887, which is slightly higher than the 2018 average of £66,108.

An Associate Director earns on average £59,072, which has decreased slightly from £60,785 in 2018.

Both Account Managers and Account Directors have seen increases in their average salaries. Account Managers have seen their salaries increase from £31,793 to £32,389. Likewise, Account Directors have seen their average salary increase from £45,394 to £45,942.

Finally, the average Account Executive salary is £22,374, which has increased from £21,101.



IN-HOUSE

The average annual in-house salary is £43,300 which is slightly higher than the industry and agency average. However, on average in-house salaries have decreased by 6.02% since 2018 when the figure was £46,078.

When broken down by job levels, in-house Directors have the highest pay, at £68,973. Directors have seen their salaries drastically decrease from £74,349 since last year.

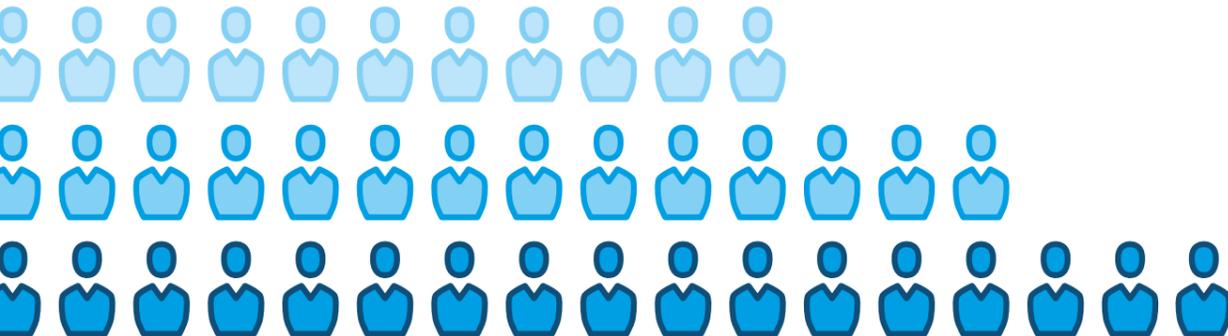
In contrast, Heads of Unit have seen their average salaries increase this year from £56,951 to £58,813. Junior Managers have seen the biggest increases in salary, from £36,712 to £39,154.

Salaries for Senior Managers have remained at roughly the same level, at £48,097.

Salaries for Junior Executives and Senior Executives have decreased significantly this year, reversing last year's increases. Junior Executive salaries have decreased from £27,794 to £24,807, while Senior Executive salaries have decreased from £32,890 to £29,902.

FREELANCE

The average annual freelancer income is £49,069, which has decreased slightly from £50,966.



SECTOR PAY

Agency

The highest paid salaries in agencies go to those that work for local government, business services, and automotive clients. The least well-paid sectors are those that have non-departmental bodies (public sector), charities, and the NHS as clients. NHS accounts were the third highest-pay sectors last year, so this year's drop is significant.

SECTOR	AVERAGE SALARY
Local government	£46,774
Business services	£46,258
Automotive	£44,760
Health / pharmaceutical	£43,094
Consumer services, media, & marketing	£42,603
Finance / financial services	£42,347
Food / beverages / tobacco	£42,261
Technology	£42,092
Industrial / manufacturing	£41,360
Retail & wholesale	£40,638
Utilities / energy	£40,514
Property & construction	£39,457
Central government	£38,900
NHS	£37,900
Charity / NFP / 3rd sector	£36,988
Non-departmental body (public sector)	£36,055

In-house

The highest paid in-house roles are in technology, financial services, and consumer services. The lowest paid roles are in local government, charities, and central government sectors. Consumer services has gone from one of the lowest paying sectors to one of the highest paying sectors this year.

SECTOR	AVERAGE SALARY
Technology	£54,845
Finance / financial services	£51,434
Consumer services, media, & marketing	£45,332
Health / pharmaceutical	£44,691
Non-departmental body (public sector)	£41,511
Business services	£40,632
Local government	£39,948
Charity / NFP / 3rd sector	£39,769
Central government	£37,734

PAY RISES

59% of PR and communications professionals have received a pay rise in the last 12 months. This is 2% more than in 2018. However, the average pay rise has decreased from 7.18% to 6.18%.

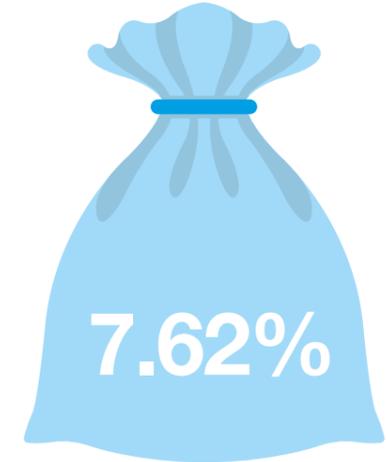
On average, agency professionals received higher pay rises than their in-house counterparts. The average pay rise for agency professionals is 7.62%, which is higher than the industry average. The average pay rise for in-house professionals is 3.57%. Finally, the average income rise for freelancers is 9.83%, again higher than the industry average.

59%

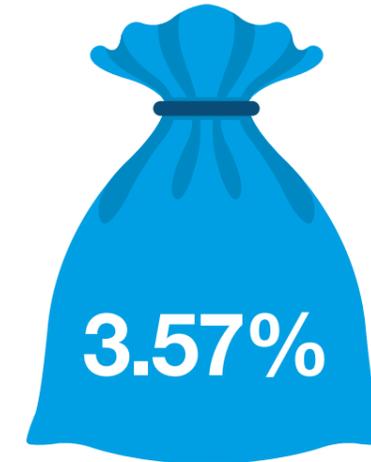
received a pay rise in the past 12 months



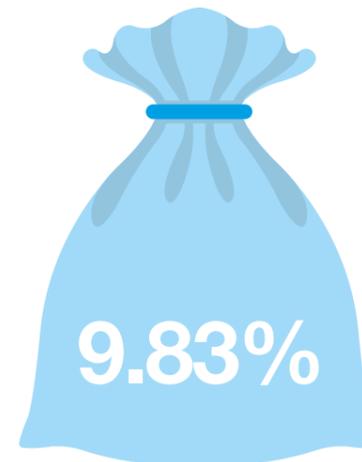
Increase since 2018



Average agency pay rise



Average in-house pay rise



Average freelancer pay rise



7

Gender Pay Gap

INDUSTRY-WIDE GENDER PAY GAP

The gender pay gap in the industry currently sits at 13.6%, down from 21% in 2018. According to the ONS, the gender pay gap for full-time employees in the UK is 8.6%. The ONS gender pay gap figure for all employees (including part-time and full-time employees) is 17.9%. The Census figure includes both part-time and full-time employees.

The pay disparity between men and women fell from £11,364 to £6,412 this year. The average male salary is £47,063, while the average female salary is £40,651.

AGENCY

The pay disparity between men and women is higher at agencies in comparison to the wider industry. On average, female agency employees earn £40,453, while male agency employees earn £47,820. The agency gender pay gap is 15.4% - lower than last year's figure of 23.5% but still higher than the industry average.

The gender pay gap is the most pronounced at senior levels, specifically at the Managing Director level at 14.7%. This figure is lower than the 2018 figure of 27%. The second largest gender pay gap in agencies is at the Board Director and Partner level at 10.8%, which is a stark difference to the 6% gender pay gap in favour of women at this level last year.

There is a gender pay gap in favour of women at the Account Executive level (14%) and the Senior Account Manager level (8.9%). At all other levels there is a slight gender pay gap in favour of men, the largest being at the Account Manager level at 6.5%.

13.6%

Gender pay gap in the PR and communications industry



£40,651

Average salary for female professionals



£47,063

Average salary for male professionals

15.4%

Agency gender pay gap



1.8%
Higher than the industry average

£7,367

disparity between male and female agency employees



IN-HOUSE

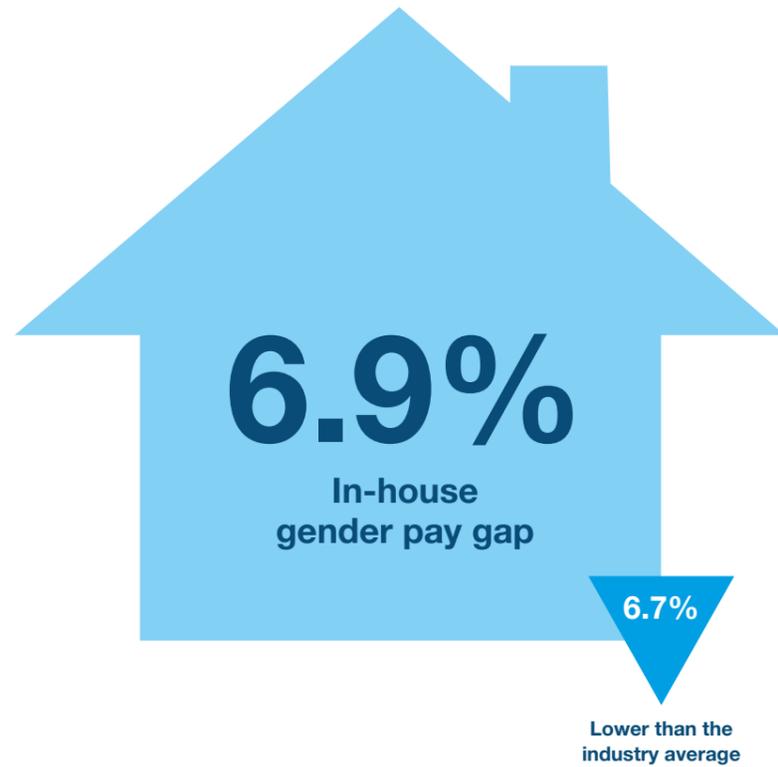
The gender pay gap across in-house teams is 6.9% - this is 6.7% lower than the industry average. The gender pay gap is most prominent at the Head of Unit level at 15.7%. The gender pay gap at Director level is 3%, which is 2% higher than last year but still significantly lower than the agency equivalent.

At the Senior Manager and Junior Manager level, the gender pay gap is in favour of women by 6% and 1.7%. However, at the Executive level there is a gender pay gap in favour of men, most noticeably at the Junior Executive level, at 7.1%.

CHILDREN/DEPENDENTS

30% of PR and communications professionals have children or dependents, which is 9% lower than in 2018.

35% of men have children or dependents, compared to 27% of women.



30%
Have children or dependents

8

Regional and National Breakdown

LONDON

Diversity

32% Male
68% Female
72% White British

Evaluation

15% Impressions
5% AVEs

Salary

Average salary: £46,138
Average pay rise: 6.97%



Top sectors

Agency: 42% Technology
In-house: 18% Charity/third sector/NFP

Top duties

17% Communications strategy development
14% General media relations

SOUTH WEST

Diversity

43% Male
57% Female
91% White British

Evaluation

15% Impressions
13% AVEs

Salary

Average salary: £41,096
Average pay rise: 3.87%



Top sectors

Agency: 39% Technology
In-house: 23% Charity/third sector/NFP

Top duties

26% General media relations
17% Communications strategy development

SOUTH EAST

Diversity

29% Male
71% Female
91% White British

Evaluation

19% Impressions
8% AVEs

Salary

Average salary: £39,517
Average pay rise: 5.43%



Top sectors

Agency: 32% Technology
In-house: 21% Local government

Top duties

22% Communications strategy development
11% General media relations

EAST OF ENGLAND

Diversity

24% Male
77% Female
94% White British

Evaluation

18% AVEs
18% Impressions

Salary

Average salary: £42,700
Average pay rise: 5.45%



Top sectors

Agency: 33% Business Services
In-house: 20% Charity/third sector/NFP

Top duties

24% Communications strategy development
18% General media relations

WEST MIDLANDS

Diversity

45% Male
55% Female
94% White British

Evaluation

26% Impressions
9% AVEs

Salary

Average salary: £35,349
Average pay rise: 5.44%

Top sectors

Agency: 58% Industrial/manufacturing
In-house: 31% Central Government

Top duties

25% Writing articles/newsletters
13% General media relations



EAST MIDLANDS

Diversity

30% Male
70% Female
91% White British

Evaluation

18% Impressions
18% AVEs

Salary

Average salary: £36,920
Average pay rise: 4.81%

Top sectors

Agency: 44% Technology
In-house: 29% Local Government

Top duties

17% Writing articles and newsletters
17% Communications strategy development



NORTH EAST, YORKSHIRE, & THE HUMBER

Diversity

23% Male
77% Female
82% White British

Evaluation

23% Impressions
3% AVEs

Salary

Average salary: £33,547
Average pay rise: 7.38%



Top sectors

Agency: 36% Property/construction
In-house: 29% Local government

Top duties

23% General media relations
13% Communications strategy planning

NORTH WEST

Diversity

41% Male
59% Female
93% White British

Evaluation

18% Impressions
5% AVEs

Salary

Average salary: £35,528
Average pay rise: 5.97%



Top sectors

Agency: 40% Technology
In-house: 30% Central Government

Top duties

25% Communications strategy development
11% General media relations

WALES

Diversity

26% Male
74% Female
78% White British

Evaluation

13% AVEs
13% Barcelona Principles 2.0

Salary

Average salary: £32,894
Average pay rise: 2.82%



Top sectors

Agency: 38% Technology
In-house: 40% Central Government

Top duties

17% Communications strategy development
17% General media relations

SCOTLAND

Diversity

36% Male
64% Female
88% White British

Evaluation

18% Barcelona Principles 2.0
4% AVEs

Salary

Average salary: £38,024
Average pay rise: 5.13%



Top sectors

Agency: 38% Food, beverages, and tobacco
In-house: 23% Charity/third sector/NFP

Top duties

15% General media relations
14% Corporate public relations

NORTHERN IRELAND

Diversity

8% Male
92% Female
58% White British

Evaluation

17% Impressions
17% AVEs

Salary

Average salary: £38,726
Average pay rise: 6.56%



Top sectors

Agency: 57% Business services
In-house: 60% Non-departmental body/agency (public sector)

Top duties

42% Communications strategy development

Hire a PRCA Apprentice

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- 1 An apprenticeship ensures the skills developed are matched to your organisation's needs.
- 2 75% of PRCA Apprentices stay with the same employer after their apprenticeship.
- 3 The average apprentice increases business productivity by £214 per week.
- 4 Apprentices often bring a fresh approach and a positive attitude to the workplace.
- 5 Apprenticeships promote diversity in the workplace and fulfil your CSR requirements.
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- 7 Our recruitment service makes hiring an apprentice stress-free.
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Andrew Thorp MPRCA,
Media Relations,
The Scouts



For more information about the PRCA's PR Apprenticeship programme, contact Stephanie.Umebuani@prca.org.uk

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MD: Rosie Ayoub MPRCA
rosie.ayoub@norstat.co.uk

Sales: Remek Gabrys MPRCA
remek.gabrys@norstat.co.uk

PRCA
82 Great Suffolk Street
London
SE1 0BE

T 020 7233 6026
F 020 7828 4797
www.prca.org.uk