

# PR COALITION DIVERSITY TRACKING SURVEY 2005



Prepared for  
James E Murphy - Accenture

# Diversity in the PR Industry

## - *the survey*

### Background

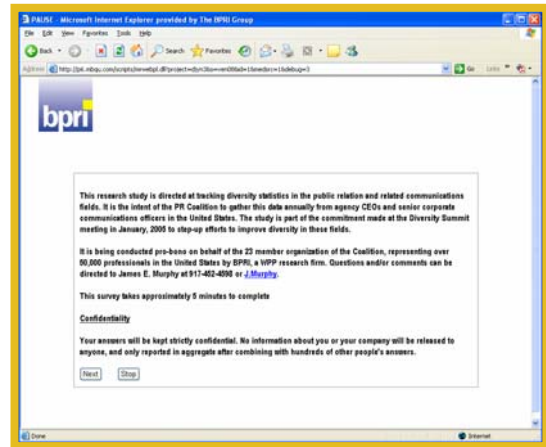
During July & August 2005 BPRI conducted research on behalf of the PR Coalition. Online surveys were completed by 73 respondents.

These respondents were mainly 'Heads of Corporate Communications' within large organizations or CEOs of PR agencies. The CEOs answered on behalf of their organization, whereas the Heads of Corporate Communications Departments answered for the departments they supervise.

### Sample Representation

The sample representation, and question methodology, is such that the study should not be treated a highly robust statistical analysis of the industry, but rather a snap-shot of senior managers current views and understandings of the level of employee diversity within their organizations or departments.

All observations reported are statistically valid (@ 95% confidence interval).



### Questionnaire

A copy of the questionnaire used is available in appendix A.

For any further information please contact:

[Adrian.McCallum@bprigroup.com](mailto:Adrian.McCallum@bprigroup.com)

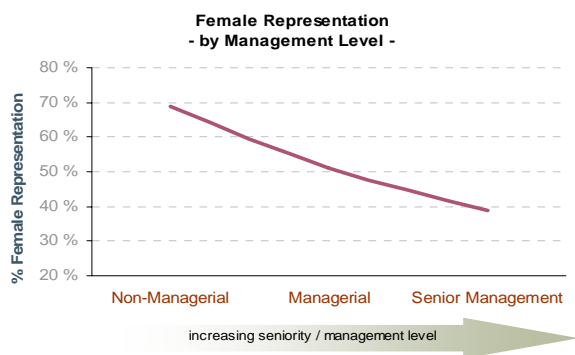
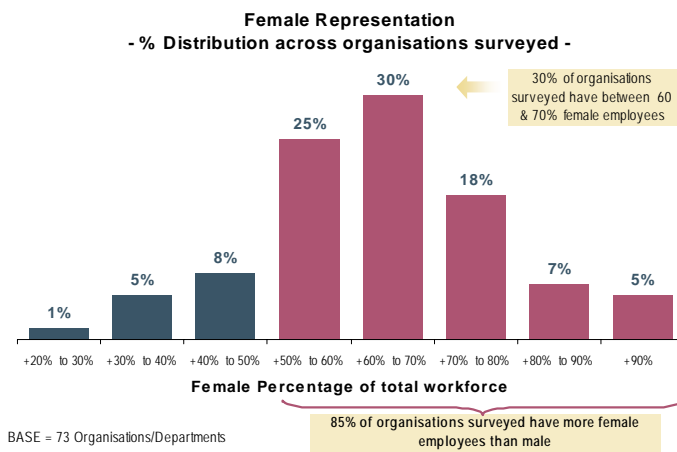
# PR Industry Demographics

## - Female Representation

### Gender Split

The PR industry, as often stated, is female dominated. Within the companies surveyed, on average 66% of employees are female.

Given the high level of female representation in the industry it is unsurprising that 60% respondents are in agreement that the industry is *very diverse* as it pertains to women at all levels. However 30% believe that the industry needs some improvements.



### Seniority / Management Level

Based on a proportional representation there are less females in senior management positions than expected. The level of female representation declines sharply with increased seniority.

On average 38% of Senior Management positions are being filled by females.

Although close to the national averages witnessed in other studies, this is a considerable under-representation based on the high proportion of women in the industry.

# PR Industry Demographics

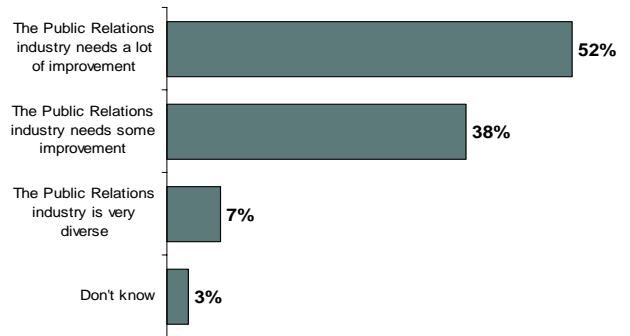
## - *Minority Representation*

### A Senior Managers View..

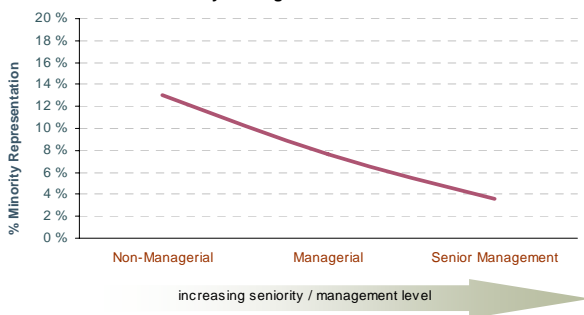
90% of the senior managers surveyed state that the PR Industry needs improvement as it pertains to minorities at all levels.

52% believe it requires 'a lot' of improvement.

PR Industry as it Pertains to Minorities at all levels



Minority Representation - by Management Level -



### Seniority / Management Level

As a percentage of all staff at each management level, representation of minority groups decreases significantly for Senior Management positions compared to Non-Managerial.

The chart opposite shows that on average minority groups represent 3.9% of Senior Management roles, however they represent 13% of Non-Managerial roles.

**NB**, As shown in the table on the next page, there are relatively high levels of uncertainty about minority representations, so this chart should be used more to show the trend in representation at different managerial levels opposed to absolute percentages.

# PR Industry Demographics

## - *Minority Representation*

### Minority Representation

The average levels of minority representation are shown in the table below.

**Note:** Publicly available national figures are shown here purely for quick 'guideline' comparisons opposed to proposing an ideal benchmark.

Red arrows denote an 'under representation', and Green an 'over-representation'

### Awareness

The high levels of 'don't know' responses for some minority representations do suggest that that this is not a closely monitored statistic.

	Don't Know	PR Industry	National Average*
White	3%	79.5% ↑	75.1%
Black or African American	26%	8.0% ↓	12.3%
Hispanic or Latino	34%	4.9% ↓	12.6%
Asian	47%	4.1% ↑	4.0%
American Indian	73%	0.1 % ↓	1.0%
Gays/Lesbians	59%	3.1% ↑	1.5% **
Disabled	30%	0.5% ↓	20%
Workers over 55	12%	7.4 % ↓	9.2% ***

\*National Average figures sourced from US Census Bureau, Census 2000: % of Total US Population

\*\* Multiple sources: <http://www.frc.org/get.cfm?i=IF04A01>

\*\*\*SOURCE: U.S. Census Bureau, Current Population Survey, March 2002, Special Populations Branch, Population Division. [age 55 to 64]

# PR Industry Demographics

## - *Enhancing Diversity*

### Areas for Improvement

Improving **Recruitment Practices** was selected as the key area that needs improvement to increase diversity. The related area of **Networking Activities** was also selected by over half of the respondents. This is recognition that changing *how & where* organizations recruit from is key to enhancing diversity in the industry.

Improving general advancement procedures and attitudes towards minorities and women are also seen as areas that need improvement by many respondents.

### Mentoring

A common theme in the 'Other' areas needing improving is the possible advances that could be made in attracting minorities into the industry during college. Such as:

*“Training & internships”*

*“Engagement with Universities and Colleges to attract minorities to this field”*

*“Mentoring at the college level*

*“Encouraging minorities into studies that lead to the profession”*

Areas that Need Improvement to enhance Diversity



### Other

There were several comments about improving the general image of the industry towards minority groups, such as improving the

*“visibility of blacks and Latinos in significant PR roles”*

# APPENDIX A

## - Questionnaire Used



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# PR Coalition Diversity Tracking Survey

## **Introduction**

This research study is directed at tracking diversity statistics in the public relation and related communications fields. It is the intent of the PR Coalition to gather this data annually from agency CEOs and senior corporate communications officers in the United States. The study is part of the commitment made at the Diversity Summit meeting in January, 2005 to step-up efforts to improve diversity in these fields.

It is being conducted pro-bono on behalf of the 23 member organization of the Coalition, representing over 50,000 professionals in the United States by BPRI, a WPP research firm. Questions and/or comments can be directed to James E. Murphy at 917-452-4598 or [james.e.murphy@accenture.com](mailto:james.e.murphy@accenture.com).

**This survey takes approximately 5 minutes to complete**

## **Confidentiality**

Your answers will be kept strictly confidential. No information about you or your company will be released to anyone, and only reported in aggregate after combining with hundreds of other people's answers.

## **Integrity**

For data integrity purposes please could you provide us with your email address? This will not be used to link your response to either yourself or your organization.

Enter Email address \_\_\_\_\_



Please answer a few questions about yourself:

**Q1. What is your Geographic Location within the United States: (Check one)**

- USA: Northeast
- USA: Southeast
- USA: Central
- USA: Midwest
- USA: Southwest
- USA: West Coast

**Q2. What is your title? (Check one)**

- CEO of PR Agency
- Head of Corporate Communications Department
- Other (Please specify)

**Q3. What is the total size of your agency or organization (based on revenue in US Millions)? (Enter number)**

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**Q4. For respondent other than PR Agency CEOs:**

**What is the size of your organization's annual budget? (Enter number)**

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**Q5. How many total employees do you supervise in your agency or department?**

- 0-250
- 251 – 500
- 501- 1000
- 10001 – 5000
- 5001 or more

**Q6. Based on the total number of U.S. employees you supervise, what is the percentage representation for each gender? (Should equal 100%)**

*(Enter percent for each)*

Males \_\_\_\_\_

Females \_\_\_\_\_

**Q7. Based on the total number of U.S. employees you supervise, what is the percentage representation for each of the ethnicities listed below? (Should equal 100%)**

*(Enter percent for each)*

White \_\_\_\_\_

Black or African American \_\_\_\_\_

Hispanic or Latino \_\_\_\_\_

Asian \_\_\_\_\_

American Indian \_\_\_\_\_

Other (please specify) \_\_\_\_\_

**Q8. Based on the total number of U.S. employees you supervise, what is the percentage representation for each of the populations listed below? (May not equal 100%)**

*(Enter percent for each)*

Gays/Lesbians  don't know \_\_\_\_\_

Disabled  don't know \_\_\_\_\_

Workers over age 55  don't know \_\_\_\_\_

**Q9. Based on the total number of U.S. employees you supervise, what is the percentage representation at each level for minority employees? (May not equal 100%)**

*(Enter percent for each)*

Senior Management	<input type="checkbox"/> don't know
Managerial	<input type="checkbox"/> don't know
Non-Managerial	<input type="checkbox"/> don't know

eg:     what percentage of Senior Management would be considered minority employees  
          what percentage of Management would be considered minority employees  
          what percentage of Non-Managerial employees would be considered minority employees

**Q10. Based on the total number of U.S. employees you supervise, what is the percentage representation at each level for female employees? (May not equal 100%)**

*(Enter percent for each)*

Senior Management	<input type="checkbox"/> don't know
Managerial	<input type="checkbox"/> don't know
Non-Managerial	<input type="checkbox"/> don't know

eg:     what percentage of Senior Management are Female  
          what percentage of Management are Female  
          what percentage of Non-Managerial employees are Female

**Q12. How diverse do you feel the PR industry is now as it pertains to minorities at all levels? (Check one)**

The Public Relations industry is very diverse	<input type="checkbox"/>
The Public Relations industry needs some improvement	<input type="checkbox"/>
The Public Relations industry needs a lot of improvement	<input type="checkbox"/>
Not applicable / Don't know	<input type="checkbox"/>

**Q13. How diverse do you feel the PR industry is now as it pertains to women at all levels?  
(Check one)**

- The Public Relations industry is very diverse
- The Public Relations industry needs some improvement
- The Public Relations industry needs a lot of improvement
- Not applicable / Don't know

**Q14. Which of the following areas do you think need improvement in the PR industry to  
enhance diversity? (Check all that apply)**

- Recruitment Practices
- Networking Activities
- Advancement Procedures
- Employee/Client Training
- Community Outreach
- Organizational Affiliations
- Attitudes towards Minorities and Women
- Raising entry level salaries
- Other (please specify)
- Not applicable / Don't know

**Thank you very much for your time and input.**

**For quality control purposes we occasionally need to re-contact respondents. If you are happy for us to do this, please enter your details below. They will not be linked to your answers or used for any other purposes.**

**Name**

**Company**

**Email Address**

**Contact Phone Number**

**I agree to be re-contacted regarding this research Yes/No**

Your answers will be kept strictly confidential. No information about you or your company will be released to anyone, and only reported in aggregate after combining with hundreds of other people's answers. If you have any concerns regarding data security or confidentiality please contact:

[Adrian McCallum](#)

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