


PR and Communications Census 2018



Are there questions
you have always wanted to ask?



*(Like, what do
people really think
of cloning?)*

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PR AND COMMUNICATIONS CENSUS 2018

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

Foreword

“Growth has been the hallmark of PR and communications for every year of the past decade, in good economic times and in bad, and we see no sign of that trend ending.”

Welcome to the definitive analysis of the size, structure, and direction of UK PR and communications.

What are the headlines?

Well the first is surely size. With 86,000 people working in PR and communications, generating a value of almost £14 billion, ours is a very considerable industry. It is also a growing one. Every successive PRCA PR and Communications Census reports bigger numbers. Growth has been the hallmark of PR and communications for every year of the past decade, in good economic times and in bad, and we see no sign of that trend ending.

The second must be breadth. We have reached a contented balance between the traditional elements of our practice, and those which we used to call the new ones. In the collision of disciplines that the past decade has produced, we have successfully adapted to new circumstances; extended the range of our offering; prospered by moving into other industries' and professions' territories.

The third is diversity. Our numbers show that the industry's determined efforts to mirror more closely the people it deals with have produced

results over the past two years. I would like to think that the PRCA has played a significant role in this work, but the truth is that we have succeeded here only because practitioners have embraced change enthusiastically.

Within all of this positive landscape though, we continue to face challenges. I'd highlight two.

The gender pay gap is real; entrenched; growing. We need to address it vigorously. So we will redouble our efforts to do so.

The second is evaluation. Though fewer and fewer every year, too many people still fail to embrace rigorous evaluation methods. Until we prove the value of what we do, we will never receive the respect - or earn the money- that we should. And until we do that, we will struggle to recruit and retain the very brightest of talent.

But for all the challenges we still face, the picture is clear: PR and communications is powerful and purposeful; powering ahead; and proud of the change it effects.

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



*Rosie Ayoub
Managing Director
Norstat UK*

Introduction

“The industry faces an almost unrivalled pace of change as the digital revolution continues and technology evolves at an ever-increasing pace.”

In an era of uncertainty, it is heartening to see the PR and communications industry showing solid growth. It is no wonder it continues to attract top new talent; the industry faces an almost unrivalled pace of change as the digital revolution continues and technology evolves at an ever-increasing pace.

It is impossible to escape the sheer magnitude of the digital revolution and the Information Age. What started in the 80s has morphed into something we could never have imagined in our wildest dreams. It is no surprise then as technology continues to evolve, that digital and online communications are the two areas where tasks and roles have increased in significance most in the last two years.

From Norstat’s point of view, it is reassuring to see that research and evaluation has also been on the rise. The research industry as a whole has also grown in the last three years and it seems no one is safe from its reach! Having conducted the fieldwork for this year’s data report and working across a variety of industries providing market research services, we see first hand how

the requirement for reliable data is paramount in all levels of business.

As the digital revolution has infiltrated the traditional working world, perhaps it is time to evaluate traditional employment contracts. It is positive to see that so many employers embrace technology and allow employees to take advantage of it, by working from home or working flexible hours. However, there is always a price to pay, and worryingly 41% of respondents answer calls or emails out of hours, every day of the week.

Reputation management was another growing area of responsibility, and as we have too often seen, crises rarely happen 9-5. Given the ongoing dialogue about wellbeing and mental health, I believe it is on employers to help manage expectations on all fronts. The always-on-call employee has to have that all-important time to recharge. The conversations have to happen, difficult as they can be, if everyone is to flourish and are to continue to grow this exceptional industry.

**Rosie Ayoub
Managing Director
Norstat UK**

1: EXECUTIVE SUMMARY

£13.8bn

Value of UK PR and communications

86,000

Practitioners in PR and communications

Methodology

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

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

The online survey generated 1,687 responses.

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

The fieldwork was conducted between 16th January – 5th March, 2018.

The market sizing data was calculated by taking a combination of historical data from the PR Census published in 2016, combined with annual PRCA benchmarking studies, and the Government's ONS tables of industry sizing and growth.

Summary

In 2018, the PR and communications industry is worth £13.8 billion, showing growth of 7% since 2016 when it reached £12.9 billion.

The PR and communications industry has grown to 86,000 employees. This is a steady increase from 2016, when there was a total of 83,000 employees.

Diversity

The PR and communications industry continues to be a female dominated industry: 66% of the industry is female. It is also an overwhelmingly young industry: the average industry practitioner is 29 years old.

Diversity in the industry has improved slightly and the industry is less White and British today compared to two years ago. In 2018, the PR and communications industry is 89% White, down from 91%; and it is 86% British, down from 89% in 2016.

81% of the industry holds an undergraduate degree, and 69% of the industry have been educated at a state-funded or state-run school.

Opinions

56% of the industry describe PR as a profession; 35% see it as an industry.

The Barcelona Principles 2.0 are the preferred evaluation method - 24% of the industry use this method. However, 12% of the industry still uses AVEs.

The leading tasks that have increased in importance are digital, online communications, and reputation management.

Sales promotion, general media relations, and writing articles or newsletters have decreased in importance in the past two years.

What do we do?

The leading duties in the industry are corporate public relations, communications strategy development, and general media relations.

Technology, consumer services, and business services are the dominant sectors for which agencies and freelancers work.

PR and communications agencies are most likely to be made up of 11-25 people, with an average annual turnover of between £500,000 and £2.5 million. In-house PR and communications teams are most likely to be made up of 2-5 people.

Employee wellbeing

PR and communications professionals continue to work beyond their contracted hours. They generally work 10 more hours a week than their contracted 35 hours.

41% of PR and communications professionals make work-related calls or answer emails outside of work hours every day of the week.

The preferred forms of flexible working are flexitime and working from home one day a week. The number of PR professionals working from home has increased to 33% this year.

Salaries

The average salary across the industry is £45,950, up marginally from £45,100 in 2016.

The average agency salary is £45,865, up from £44,805 in 2016.

The average in-house salary this year is £46,078, up from £43,591 in 2016.

The average freelancer salary is £50,966, down from £56,789 in 2016.

Gender pay gap

The gender pay gap in the PR and communications industry is 21%, up from 17.8% in 2016. The pay disparity is £11,364, which has increased by £2,253 since 2016.

2: DIVERSITY

Gender

The PR and communications industry remains predominantly female. This year's 66% marks a 2% increase from 2016.



Women
66%



Men
34%

Age

The average age of the PR and communications practitioner is 29, a small uplift from 2016's 28.

Ethnic origin

The ethnic origin of the PR and communications industry is once again predominantly White British. White British makes up 78% of the industry, and 11% of the industry is classified as Other White.

However this year's figures are noteworthy because they mark a decrease in the predominance of White British practitioners, and a marginal decrease in White practitioners overall. The 2016 Census revealed that 83% of the industry were White British, and 8% of the industry were Other White.

Furthermore, the most recent ONS UK Census in 2011 showed that White British made up 80.5% of the population. This means that for the first time since the PRCA began recording the industry's diversity, the predominance of White British practitioners is lower than the national average.

No individual ethnic groups have shown significant growth in the industry, but altogether, non-white ethnic groups are at 9%, up from 7% in 2016.

When looking at ethnicity by age group, we can see that younger professionals tend to be more ethnically diverse. 74% of 25-34 year olds consider themselves to be White British. This percentage rises to 83% in the 45-54 and 55-64 age bands. 93% of 65+ year olds are White British.

This trend is reflected across job roles, with 87% of Chairmen and Managing Directors being White British.



Average
age

Black Caribbean 1%

Black British 1%

Indian 1%

Asian British 1%

Mixed White/Asian 1%

Other mixed background 2%

Any other ethnic group 2%

2%

Increase since 2016

9%

78%

White British

Decrease since 2016

5%

89%

White

Decrease since 2016

2%

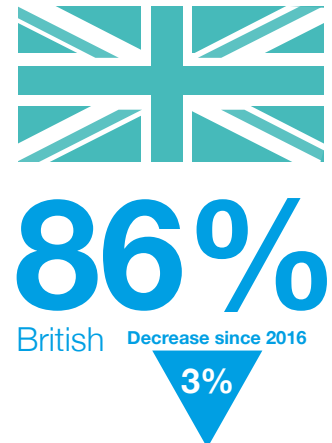


Nationality

British professionals make up 86% of the industry, which marks a 3% decrease since 2016. Non-UK EU nationals are the second most represented nationality at 7%. This is a 2% increase since 2016.

There are now more Non-UK EU nationals in the industry than the national average. There are 3.7 million Non-UK EU citizens living in the UK, which accounts for 6% of the population.

There has been a marginal increase in practitioners from outside the EU and with dual nationalities - both are up 1% to 4%.

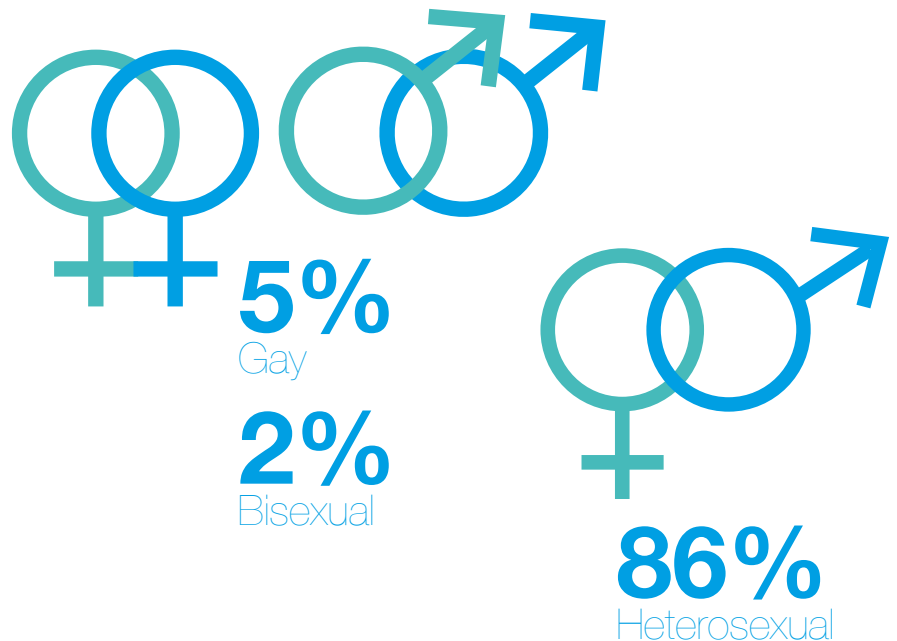


Sexual orientation

86% of the industry describe themselves as heterosexual. 5% describe themselves as gay, and 2% describe themselves to be bisexual. 8% of respondents preferred not to answer.

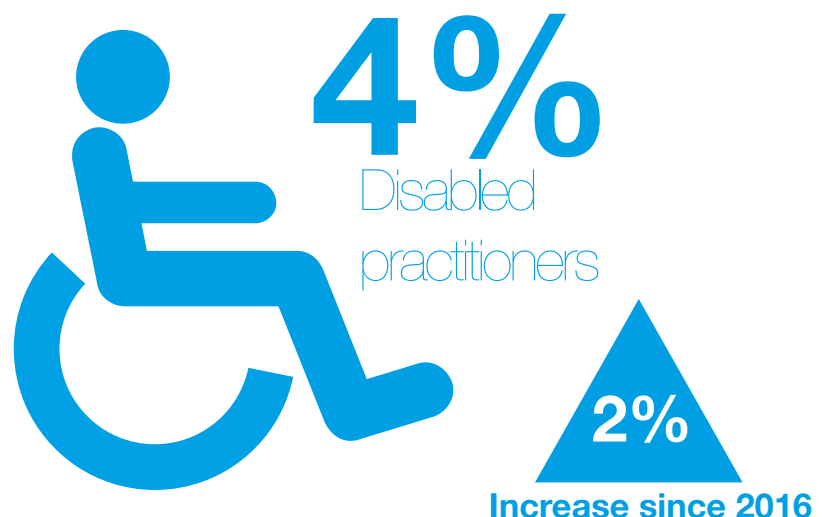
12% of men describe themselves as gay, compared to 1% of women. These figures remain virtually unchanged since 2013.

The majority of professionals describing themselves as gay are concentrated in the younger age bands. 7% of 18-24 year olds describe themselves as gay, in contrast to only 1% of 55-64 year olds. No one in the 65+ age group described themselves as gay, although this age group was also the least likely to reveal their sexual orientation (14%).



Disability

4% of practitioners have a disability. This marks a 2% increase since 2016. By comparison, the Department of Work and Pensions estimates that 16% of working age adults have a disability. There is a sharp increase in the percentage of disabled people in the 65+ age category, with 14% of professionals in this age category considering themselves to have a disability. Disabled practitioners are more likely to work as freelancers, with 10% of freelancers describing themselves as disabled.



Education

69% of PR and communications practitioners attended a state-funded or state-run school. 21% of practitioners attended an independent or fee-paying school.

Professionals in the 55-64 and 65+ age bands are more likely to be educated privately. Respectively, 27% and 36% of people in these age groups attended independent or fee-paying schools.

Agency professionals and freelancers are most likely to be educated privately, with 25% and 26% of these professionals having attended fee-paying schools. In comparison, only 14% of in-house professionals were educated privately.

81% of the industry have undergraduate degrees. This is particularly predominant for younger PR and communications professionals. 90% of professionals aged 25-34 hold an degree. This drops to 64% and 43% for professionals in the 55-64 and 65+ age bands.

23% of professionals have a Masters degree. In-house employees are more likely to have a Masters in comparison to their agency and freelance counterparts (27% to 21% and 22%, respectively).

69%
attended a state school

81%
have an undergraduate degree

23%
have a Masters degree



Social mobility

For the first time in the history of the PR and Communications Census, the survey asked questions on social mobility.

12% of professionals received household income support at any point during their school years.

Similarly, 10% of PR and communications professionals were on free school meals at some point during their school years.



12%

received household
income support



Languages spoken

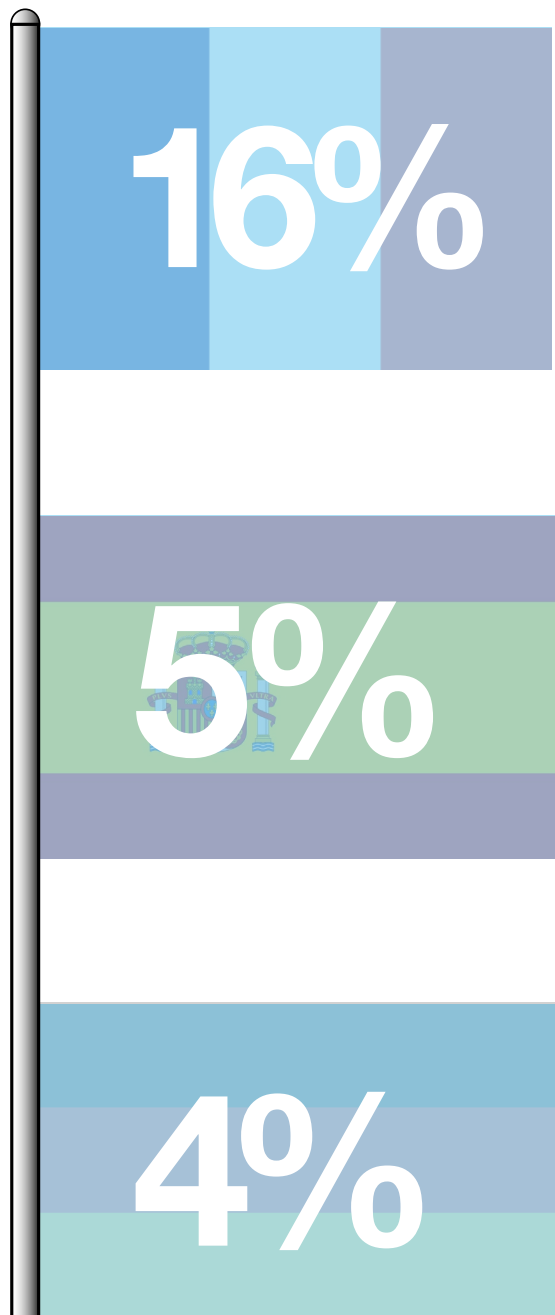
The second most common language spoken by practitioners is French, at 16%, followed by Spanish and German at 5% and 4%.

75% of respondents reported that they do not speak any additional languages.

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

75%

of respondents
reported that they
do not speak
any additional
languages



3: OPINIONS

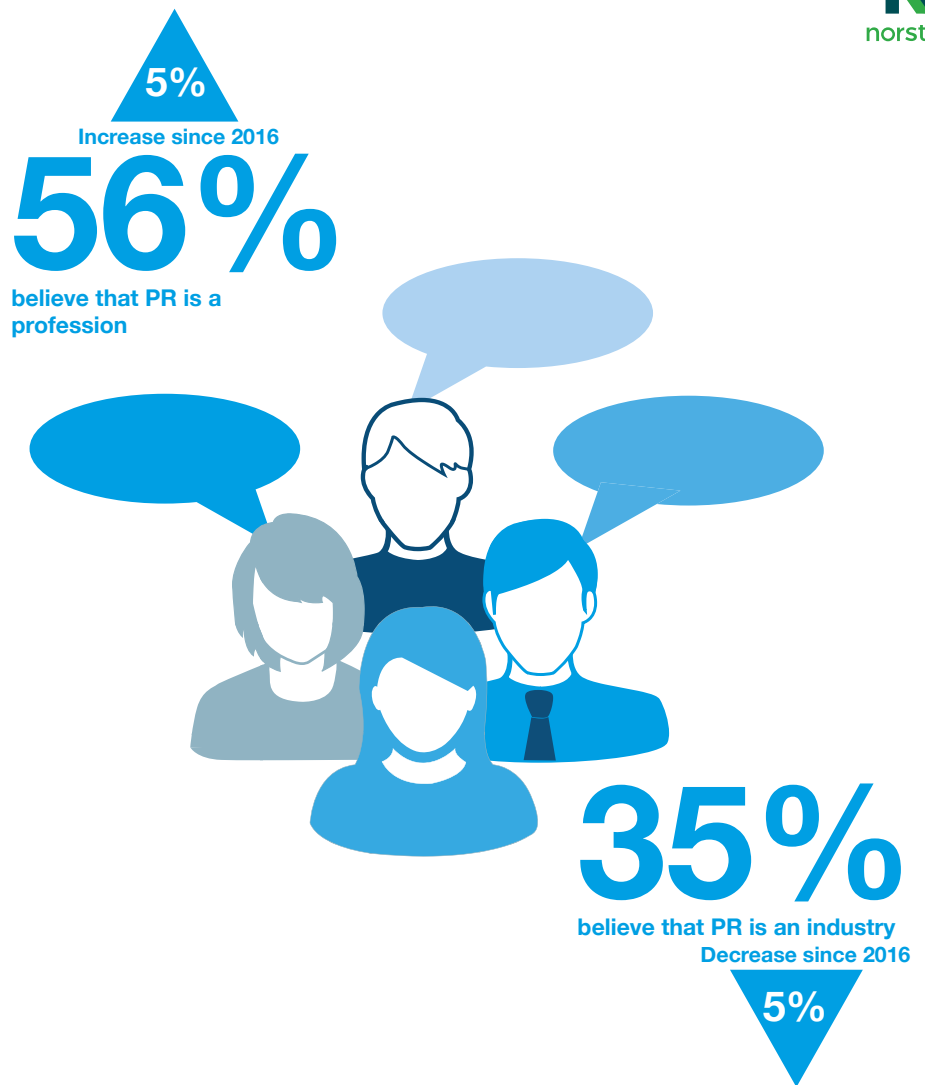
Is PR a profession or an industry?

The majority of PR and communications people believe that PR is a profession, at 56%. Only 35% view it as an industry, and 7% believe that PR is neither of these.

In-house employees and freelancers are more likely to view PR as a profession, at 66% and 62% respectively. In contrast, 48% of their agency counterparts view PR as a profession.

44% of agency practitioners view it as an industry, almost double of those in-house (24%).

People in the 55-64 and 65+ age bands are more likely to believe that PR is a profession. 71% of people in the 65+ age band believe that PR is a profession whereas 41% of 18-24 year olds believe PR is an industry.



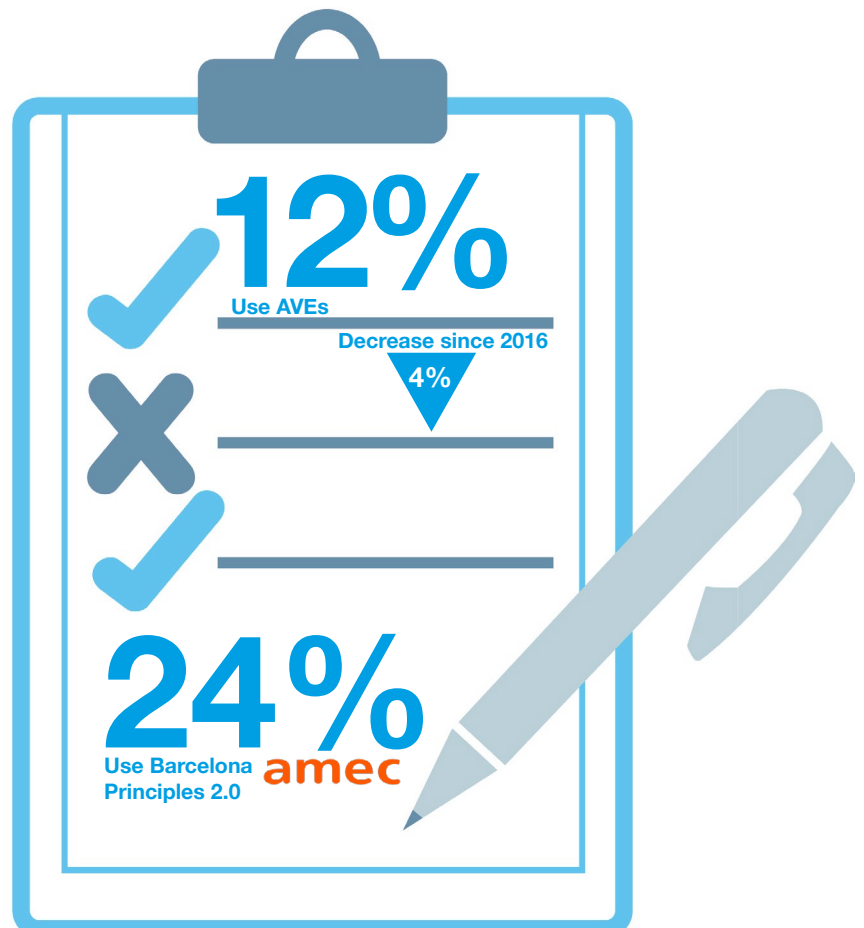
Evaluation

24% of professionals recognise Barcelona Principles 2.0 over other evaluation methods.

12% of professionals still use AVEs, however this has dropped by 4% since 2016. 33% of respondents said they do not use any evaluation methods.

20% of respondents cited "other" evaluation methods. Some of these methods included a "combination of methods including AMEC Barcelona, and in-house methods", "data from the audience insight team", "Google Analytics", "Coverage Books", "reputation tracking", and "social media analytics".

Senior employees tend to prefer using the Barcelona Principles 2.0. 39% of Chairmen, Chief Executives, and Managing Directors use this evaluation method. In contrast only 8% of Trainee Account Executives do so.



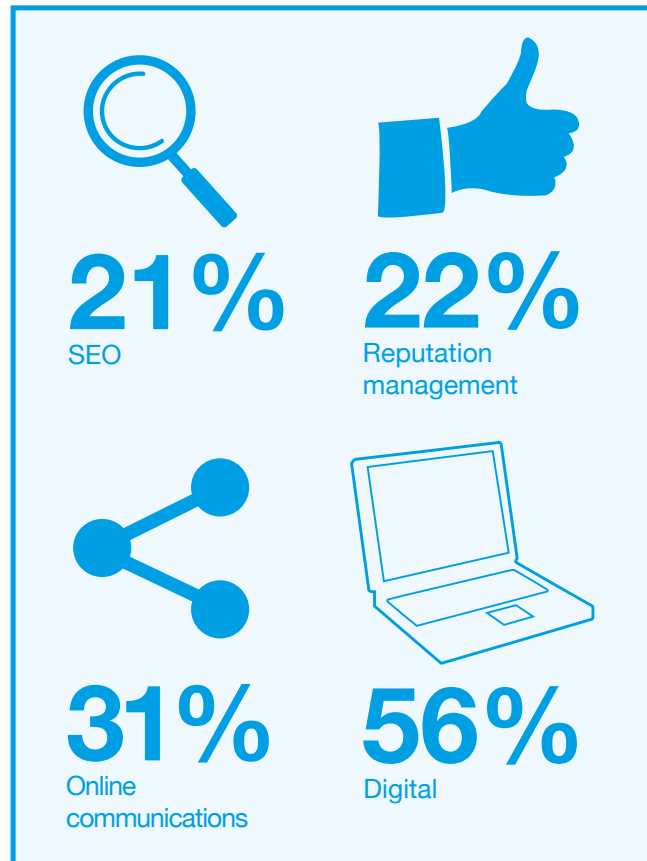
Tasks and roles

Increase in importance

This year, the tasks that have shown the biggest increases in importance are digital, online communications, and reputation management. For the first time reputation management overtook SEO in perceived importance.

25% of agency people believe that SEO has increased in importance, compared to 12% of in-house professionals.

There is a slight discrepancy across seniority levels. 31% of Partners and Board Directors said that reputation management had increased in importance, compared to 16% of Account Executives. Similarly, 71% of Account Managers said that Digital had increased in importance, compared to 46% of Board Directors and Partners.

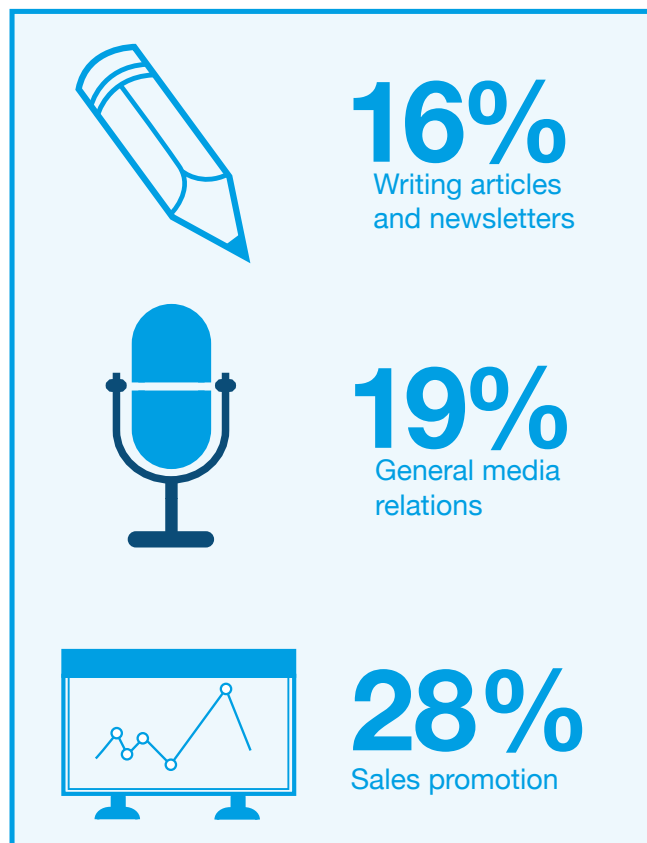


Decrease in importance

Sales promotion, general media relations, and writing articles/newsletters have seen the biggest decreases in importance over the past two years.

Freelancers view general media relations and sales promotion as the roles that have decreased most in importance, at 29%. 21% of in-house employees see writing articles and newsletters as the least important role.

When analysed across job titles, the belief that general media relations has decreased in importance increases with seniority. 26% of Chairmen said that general media relations has decreased in importance, compared to 9% of Account Executives.

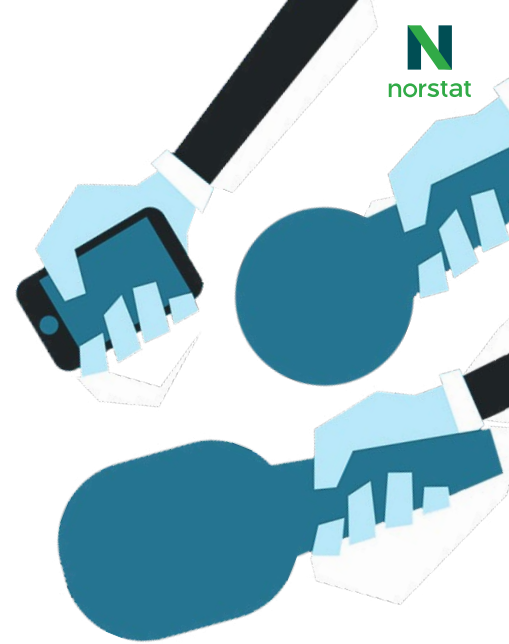


4: WHAT DO WE DO?

Main duties

The top three duties across the PR and communications industry are corporate public relations (22%), communications strategy development (18%), and general media relations (12%). General media relations remains high despite the fact that 19% of professionals believe that this role has decreased in importance over the past two years.

Reputation management has increased by 2% this year to 8%.



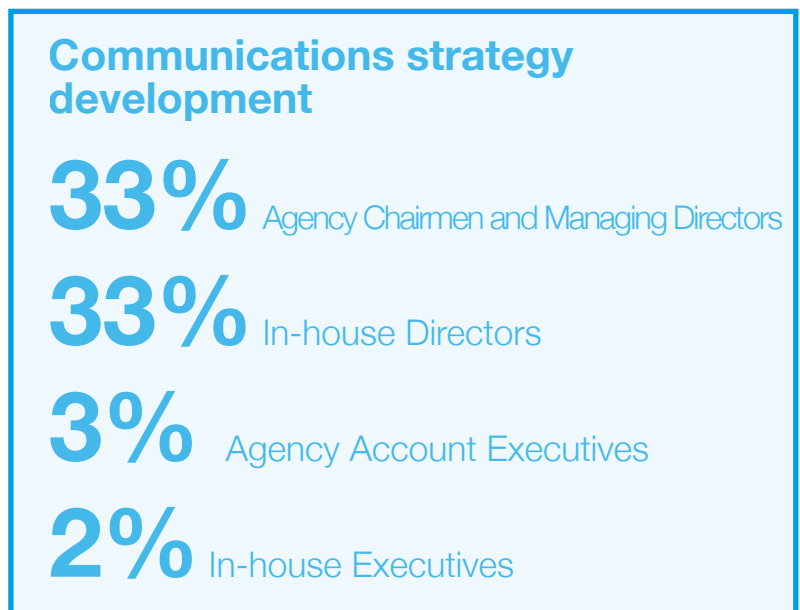
Communications strategy and reputation management

Responsibility for reputation management tends to lie with more senior members of staff. 12% of agency Managing Directors consider reputation management to be their main role, whereas only 5% of Account Executives see this as their role.

20% of in-house Directors describe reputation management as their main role, whereas only 6% of Senior Executives say the same thing.

Similarly, communications strategy development is led by senior agency members of staff. 33% of Managing Directors describe communications strategy development as their main role, while only 3% of Account Executives agree with their senior counterparts.

The figure drops to 2% of In-house Executives.



Media relations

Junior members across agencies and in-house teams frequently assume responsibility over general media relations and media relations planning.

At agencies, 25% of Account Executives report that general media relations is their main role. Only 8% of Chairmen and Managing Directors consider it to be their main role.

Within in-house teams, general media relations is handled by 27% of Senior Executives, but only by 5% of Directors.

11% of Agency Account Executives consider media relations strategy planning to be their main role, whereas only 6% of Managing Directors can say the same thing.

16% of in-house Senior Executives report that media relations strategy planning is their main role, and no Directors reported handling this.

General media relations

25% Agency Account Executives

27% In-house Senior Executives

8% Agency Chairmen and Managing Directors

5% In-house Directors

Corporate public relations

Agency Account Managers and Account Directors are more likely to take ownership over corporate public relations, with 14% of both claiming it is their main role. Only 5% of Account Executives and 2% of Managing Directors agree.

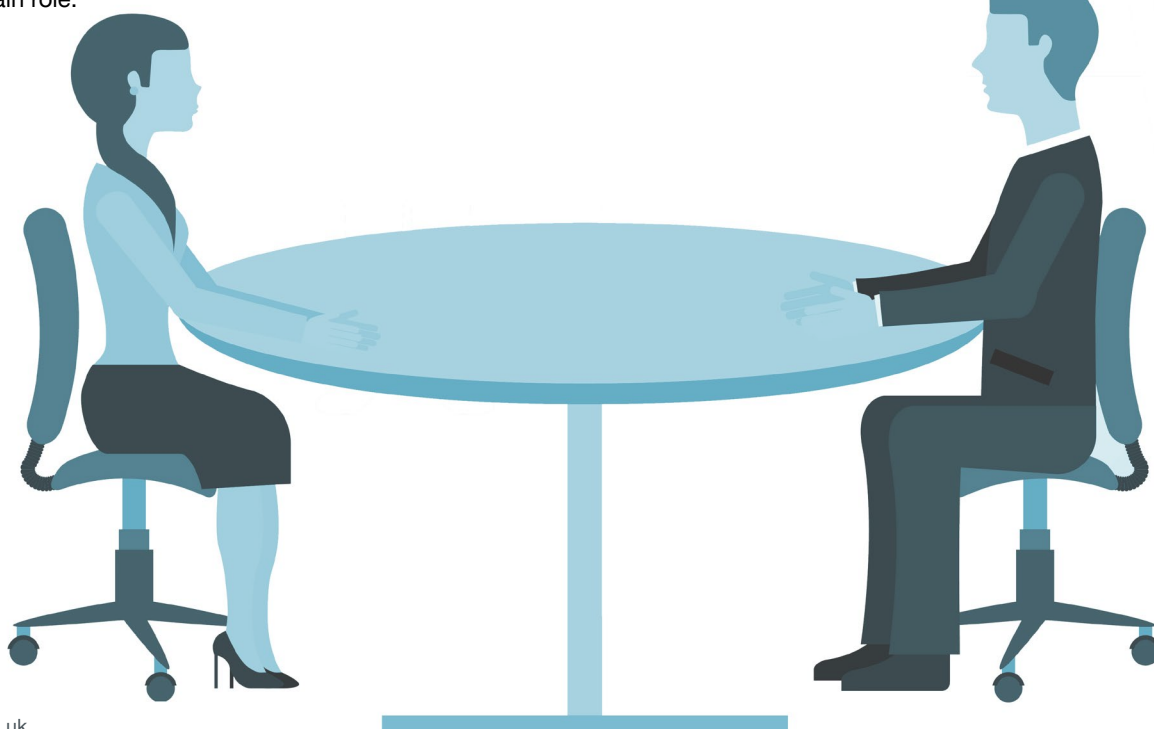
Senior Managers and Heads of Unit within in-house teams are also more likely to take ownership of corporate public relations, with 13% reporting it as their main role.

14%

Agency Account Managers and Account Directors have ownership of corporate public relations

13%

In-house Senior Managers and Heads of Unit have ownership of corporate public relations



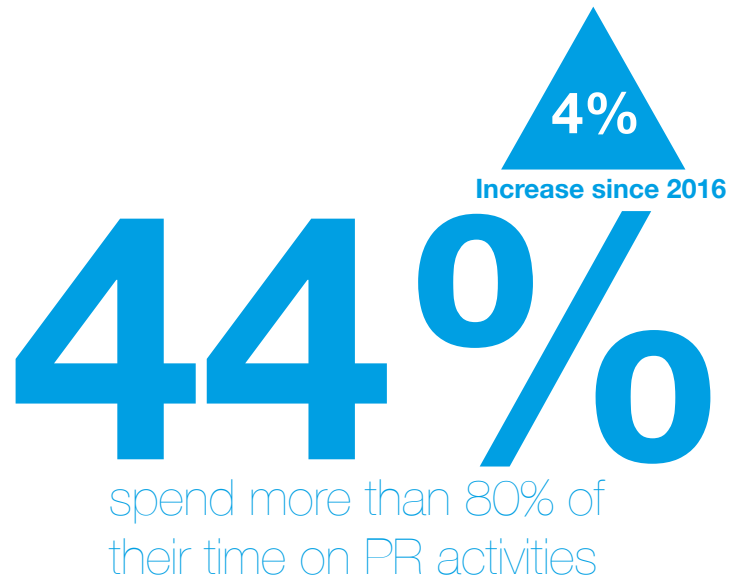
Average time spent on PR activities

44% of respondents say they spend more than 80% of their time on PR activities, a 4% increase since 2016.

Agency professionals spend more of their time on PR activities, compared to in-house and freelance professionals. 49% of agency professionals spend more than 80% of their time on PR activities, compared to 38% of in-house professionals and 39% of freelancers.

This continues a trend of previous years in which in-house professionals and freelancers are increasingly diversifying their roles and moving away from pure PR.

Within agencies, 60% of Account Managers and 56% of Account Executives say they spend more than 80% of their time on PR activities. At in-house organisations, 53% of Executives say they spend more than 80% of their time on PR activities.



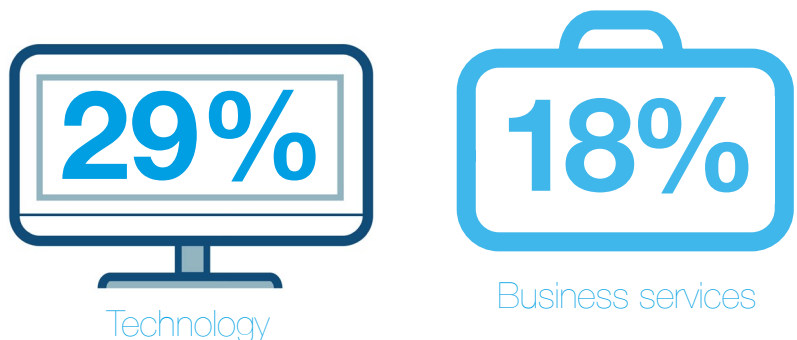
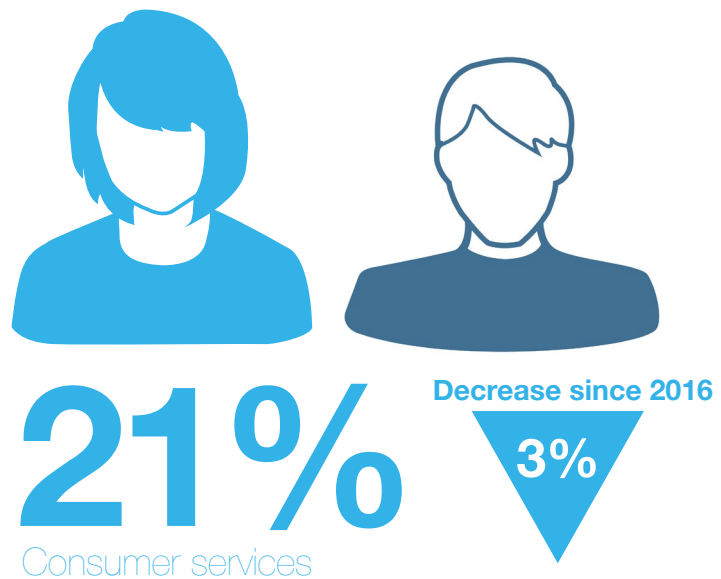
Main sectors

Technology and consumer services are the prevailing sectors in which agency professionals and freelancers are handling account work.

This dominance has remained relatively static since 2016, although consumer services has dropped slightly by 3% to 21%.

Technology remains the same as 2016, at 29%. This is followed by business services (18%), property/construction (16%), food, beverages, and tobacco (15%), and financial services (15%).

Health and pharmaceutical has dropped from the top sectors this year, from 16% to 14%. Retail and wholesale has had a dramatic fall from 18% to 11%, possibly due to the troubled climate in the retail sector over the past year.



Size of PR and communications team

Agencies

Agencies are most likely to be made up of 11-25 people. This has not changed since the 2016 Census. When cross-referenced with annual turnover, over half of agencies this size have an annual turnover of between £500,000 and £2.5 million.

The second largest category is made up of agencies with 100-250 staff members, with 15% of respondents reporting that they work for companies of this size. 56% of these organisations have an annual turnover between £10 million and £25 million; and 39% of these organisations have an annual turnover of £25 million – £50 million.

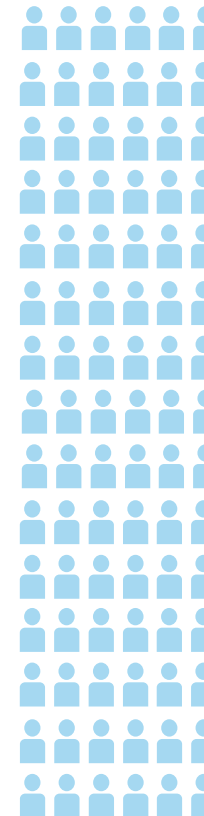
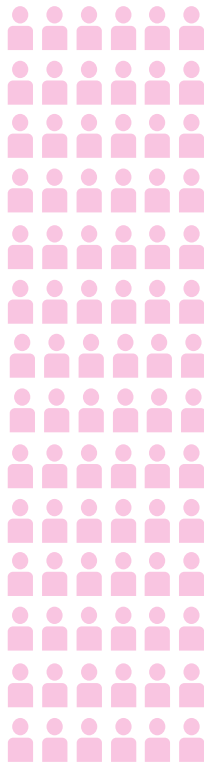
In-house

34% of in-house teams are made up of 2-5 people. This has remained unchanged over the past two years.

58% of in-house teams that are made up of 2-5 people are at companies that have an annual turnover between £500,000 and £1 million.

15% of respondents say their PR and communications departments are made up of 6-10 people. 15% of respondents say their PR departments are made up of 11-25 people. 20% of the latter work for organisations that have an annual turnover between £100 million and £1 billion.

Around 7% of in-house respondents reported that PR and communications is only part of one person's job. At the other extreme, 4% of respondents say their PR and communications teams are made up of more than 100 people.



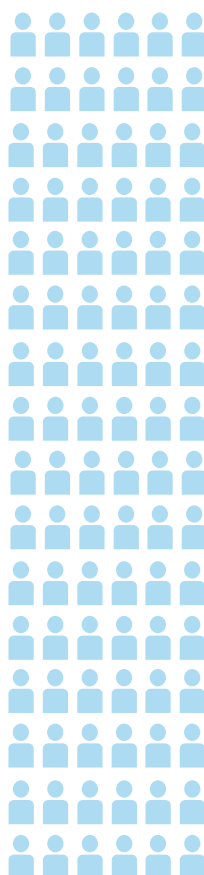
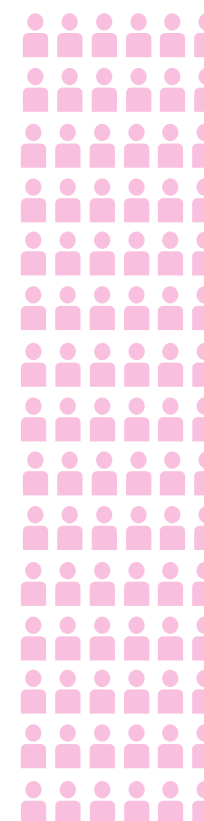
29%

Agencies with 11-25 staff members



34%

In-house teams of 2-5 people



5: EMPLOYEE WELLBEING

Benefits

The top three benefits that PR and communications professionals have access to and take advantage of are contributory pensions, healthcare insurance, and life assurance.

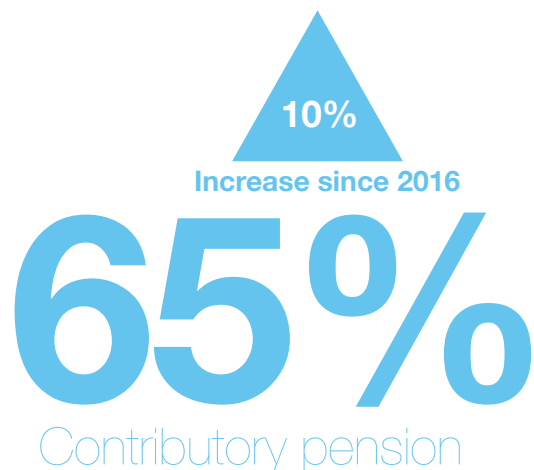
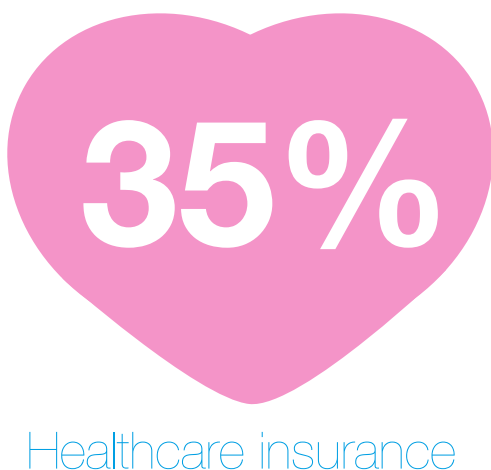
The number of professionals taking up life assurance increases with age. Only 9% of 18-24 year olds take up life assurance, in comparison to 26% of 45-54 year olds.

Professionals taking advantage of contributory pensions have increased by 10% since 2016 - to 65%.

16% of professionals are offered no benefits whatsoever. 70% of these respondents are freelancers.

Younger professionals are more likely to take advantage of gym membership. 16% of 18-24 year olds have access to gym membership, in contrast to 7% of 55-64 year olds. No professionals in the 65+ category reported taking advantage of gym membership.

21%
Life assurance



Work-life balance

PR and communications professionals continue to be overworked, considering they are contracted to work for 35 hours a week, but many end up working for 45 hours a week. In fact, only 14% of respondents say they actually work for their contracted 35 hours a week.

This trend is becoming more prevalent. In 2016, 21% of respondents said they worked for 45 hours a week. This has increased to 45%. Furthermore, 20% of professionals have reported that they work at least 55 hours a week. This has increased by 9%.

In 2016, only 4% of respondents said they worked more than 60 hours a week. This figure increased to 10% this year.

41% of professionals make work-related calls or answer emails outside work hours every day of the week. Only 3% never do this.



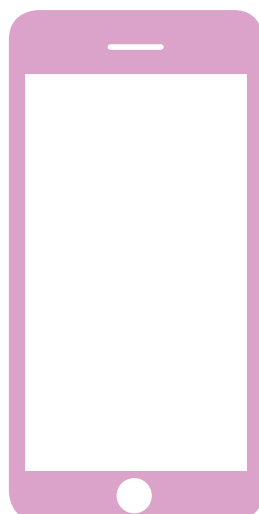
Agency

Senior agency workers generally put in even more overtime than their junior counterparts. Over 27% of Managing Directors say they end up working 55 hours a week, and an additional 22% say they actually work more than 60 hours a week.

37% of Associate Directors report that they work 55 hours a week.

Meanwhile 62% of Account Directors, Account Managers, and Account Executives work 45 hours a week.

64% of Managing Directors pick up emails or answer calls outside of work every day. This drops to 21% of Account Executives.



41%
make work-related
calls outside of work

The figure shows a large blue '41%' followed by the text 'make work-related calls outside of work' in a lighter blue font.

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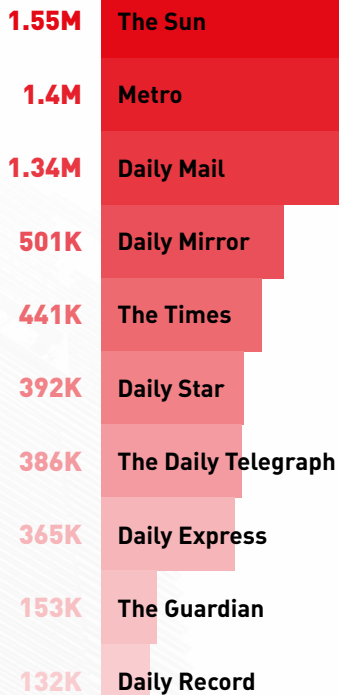


**SOCIAL MEDIA
OUTREACH**

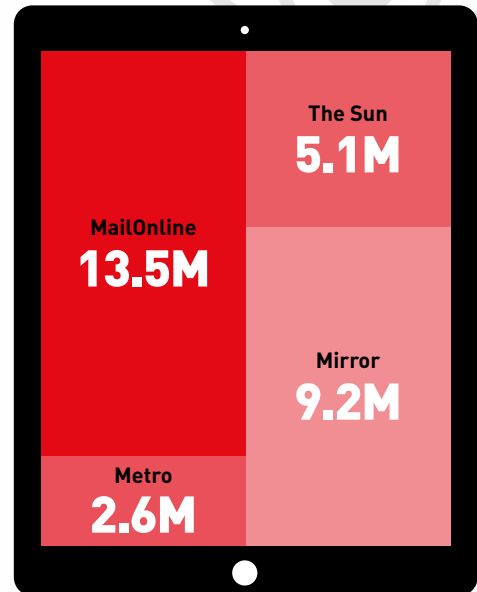
TOP NEWS BRANDS:

- 1 ***The Sun***
- 2 **METRO**
- 3 **Daily Mail**
- 4 **The Guardian**
- 5 **The Telegraph**
- 6 **Mirror**
- 7 **DAILY EXPRESS**
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In-house

25% of Directors state that they work 55 hours a week, and 24% say that they work more than 60 hours a week. 29% of Heads of Unit work 55 hours a week. In contrast, around 51% of Managers and Executives work 45 hours a week.

67% of Directors answer phone calls and emails outside of work hours, compared to 16% of Junior Executives.

33%

Flexitime - core hours with flexible start and finish time



5%

Increase since 2016

Flexible working

The preferred forms of flexible working among professionals are flexitime (flexible start and finish times) (33%) and working from home at least one day a week (33%).

Of those who do work from home, 63% of respondents usually only do so one day a week.

In-house employees are more likely to work from home at least once a week, with 36% of in-house employees taking this up, compared to 25% of agency professionals. 57% of freelancers work from home at least one day a week.

The ability to work from home at least once a week is more frequently used by senior employees - 43% of Managing Directors and 52% of Directors. In comparison, only 6% of Account Executives and 23% of Junior Executives do the same.

45% of professionals who have children work from home at least once a week.

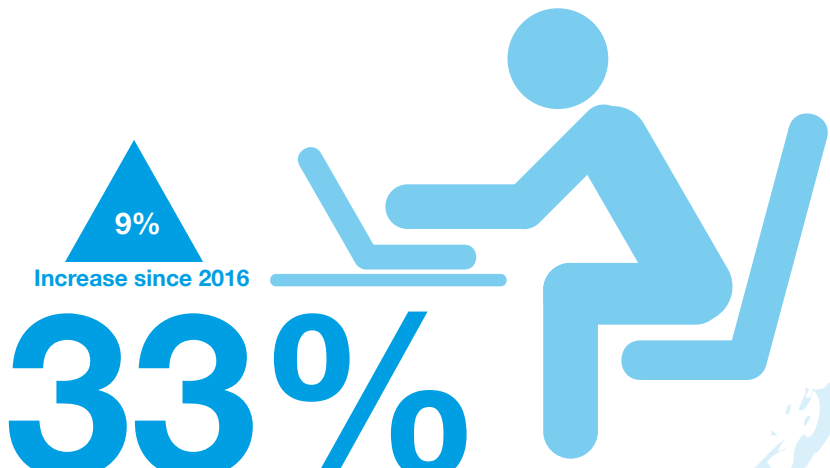
14% of the industry take additional holiday for working overtime.

11% of professionals work part-time, with around twice as many women doing so, compared to men. Over 73% of the professionals who work part-time do so because they have responsibilities maintaining a family and a home.



14%

Additional holiday



9%

Increase since 2016

33%

Work from home at least one day a week

Travel

Inside the UK

39% of professionals travel around the UK for work at least once every three months. 33% travel around the UK up to once a month. Only 14% travel for work more than once a week on average. This remains the same across agency, in-house, and freelance categories.

28% of Managing Directors travel for work more than once a week, compared to 7% of Account Executives. The same trend applies to in-house employees, with 19% of Heads of Unit traveling for work within the UK more than once a week, compared to 4% of Junior Executives.



14% travel in the UK more than once a week

Outside the UK

55% of respondents do not travel for work outside the UK. 12% travel outside the UK as part of their role more than once a month, up to once a week. Only 2% say they do this more than once a week, on average.

12%

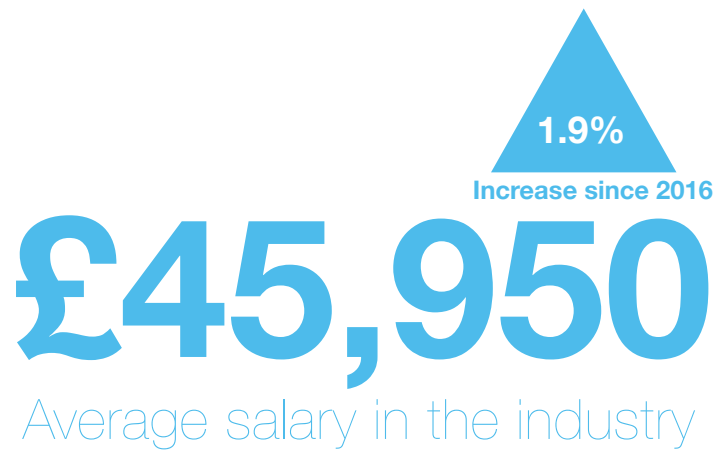
travel outside the UK as part of their role more than once a month, up to once a week



6: SALARIES

Average salaries

The average salary for all PR and communications professionals is £45,950. This is up slightly from the 2016 figure of £45,100. It is still considerably lower than £53,781, which was the average annual salary in 2013.



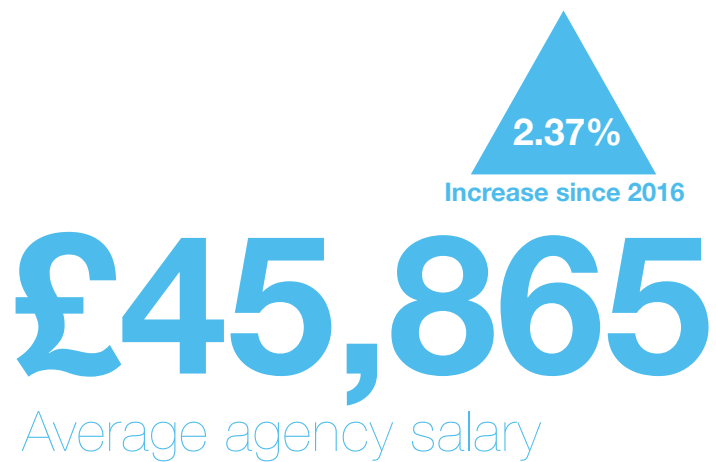
Agency

The average annual salary for agency professionals is £45,865, up from £44,805 in 2016. This figure is only slightly lower than the overall average salary for PR and communications professionals.

The average salary for a Managing Director/Chairman is £66,108, down from £67,162 in 2016.

Associate Director salaries have increased from £57,000 to £60,785 in the past two years. In 2016, these salaries experienced a sharp decrease of over £10,000, so the increase this year suggests a correction in salary levels.

Account Director and Account Manager salaries have decreased marginally in the past two years. Account Manager salaries are down from £31,890 to £31,793 and Account Director salaries are down from £46,056 to £45,394. In 2016, both of these salaries experienced moderate increases, which are now levelling off.



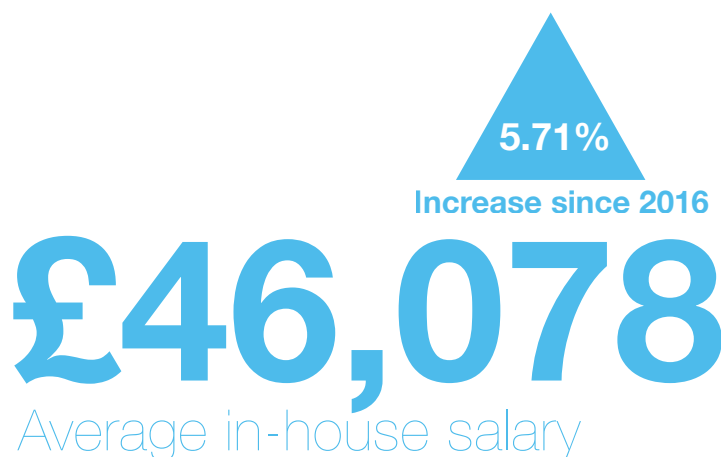
In-house

The average annual in-house salary is £46,078. This is significantly higher than the 2016 figure of £43,591.

Directors of in-house teams have experienced the highest salary increases compared to junior employees. This year, their salary increased from £69,035 to £74,349. Senior Managers have also seen a similar increase from £44,593 to £48,098.

Junior and Senior Executive salaries have increased from £25,999 to £27,794 and £31,595 to £32,890 respectively.

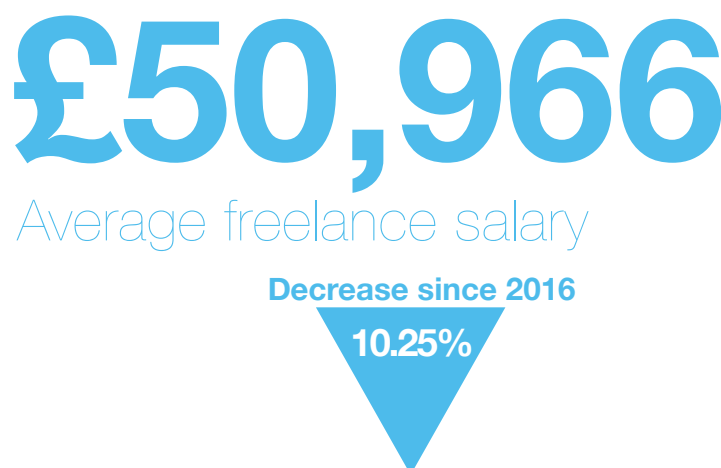
The only roles that have experienced salary decreases are Heads of Unit and Junior Managers. Heads of Unit have seen a decrease from £57,260 to £56,951. Junior Manager salaries have decreased from £38,453 to £36,712, marking the biggest drop amongst in-house salaries.



Freelance

The average annual freelancer salary is £50,966, which is significantly lower than the 2016 figure of £56,789.

Freelancer salaries tend to fluctuate due to the unpredictability of income and client fees. When asked to state their average annual salary, 50% of freelancers said they did not know.



Sector pay

Agency

The highest salaries in agencies go to those who handle account work from central government, finance, and the NHS. The least well paid roles are those working for the charity and automotive sectors. Those servicing retail and wholesale have gone from having the second highest paid salaries in 2016 to being amongst the lowest paid in 2018.

Sector	Average salary
Central government	£56,338
Finance/financial services	£53,428
NHS	£51,721
Consumer services, media, & marketing	£51,201
Local government	£50,434
Business services	£48,951
Non-departmental body/agency (public sector)	£46,263
Industrial/manufacturing	£45,285
Technology	£45,201
Utilities/energy	£44,234
Food/beverages/tobacco	£44,091
Property/construction	£43,421
Health/pharmaceutical	£42,982
Retail & wholesale	£41,561
Charity	£38,982
Automotive	£35,890

In-house

The highest paid in-house roles are in the finance, utilities/energy, and business services sectors. The lowest paid roles are within the automotive, consumer services, and food/beverages/tobacco sector. Roles within the NHS were the second lowest paid in 2016 but are amongst the highest paid roles in 2018.

Sector	Average salary
Finance/financial services	£60,952
Utilities/energy	£54,923
Business services	£47,674
NHS	£47,617
Retail & wholesale	£47,597
Central government	£47,490
Technology	£47,093
Health/pharmaceutical	£46,286
Non-departmental body (public sector)	£45,070
Industrial/manufacturing	£43,390
Property & construction	£41,648
Charity	£40,477
Local government	£39,286
Automotive	£38,740
Consumer services, media, & marketing	£38,204
Food/beverages/tobacco	£37,690

Pay rises

57% of PR and communications professionals have received a pay rise in the past 12 months. This has decreased from 61% in 2016, although the average pay rise has increased from 6.9% to 7.18%.

The majority of respondents received a 1-2% pay rise. 4% of respondents received a pay rise above 25%.

Agency employees and freelancers were more likely to get higher pay rises than their in-house counterparts. The average pay rise for agencies was 8.33% and 11.95% for freelancers. The average pay rise for in-house professionals was 4.74%.

57%

received a pay rise in
the past 12 months

Decrease since 2016

4%

8.33%

Average agency
pay rise

4.74%

Average in-house
pay rise

11.95%

Average freelancer
pay rise

7: GENDER PAY GAP

Industry-wide gender pay gap

There is a significant pay gap between male and female employees in the PR and communications industry. The gender pay gap is defined as the difference in average earnings between men and women.

The current gender pay gap in the industry is 21%, which is higher than the UK gender pay gap at 18.4% for all types of workplace. The industry's gender pay gap has increased since 2016, from 17.8%.

The pay disparity between men and women is £11,364. On average, women earn £42,588 and men earn £53,952.

Agency

The gender pay gap in agencies is higher than the industry average, sitting at 23.5%. The gender pay gap is most pronounced at the Managing Director and Chairman level, at 27%. Interestingly, the gender pay gap is in favour of women at Board Director and Partner levels, by 6%.

At all other levels there is a slight gender pay gap in favour of men, apart from a significant gender pay gap at the Account Executive level at 16%.

Women make up the majority of managerial and junior agency roles. However this changes at senior levels. Only 20% of women hold Managing Director roles, compared to 30% of men. Whereas 22% of women hold Account Manager roles, compared to 15% of men.

The situation has improved for women over the past two years. Only 13% of women made up Managing Director roles in 2016. This has increased by 7% since 2016.

21%

Gender pay gap in the PR and communications industry



£42,588

Average annual salary for female professionals



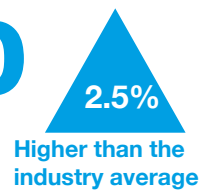
£53,952

Average annual salary for male professionals



23.5%

Agency gender pay gap



7%

Increase in female Managing Directors since 2016



In-house

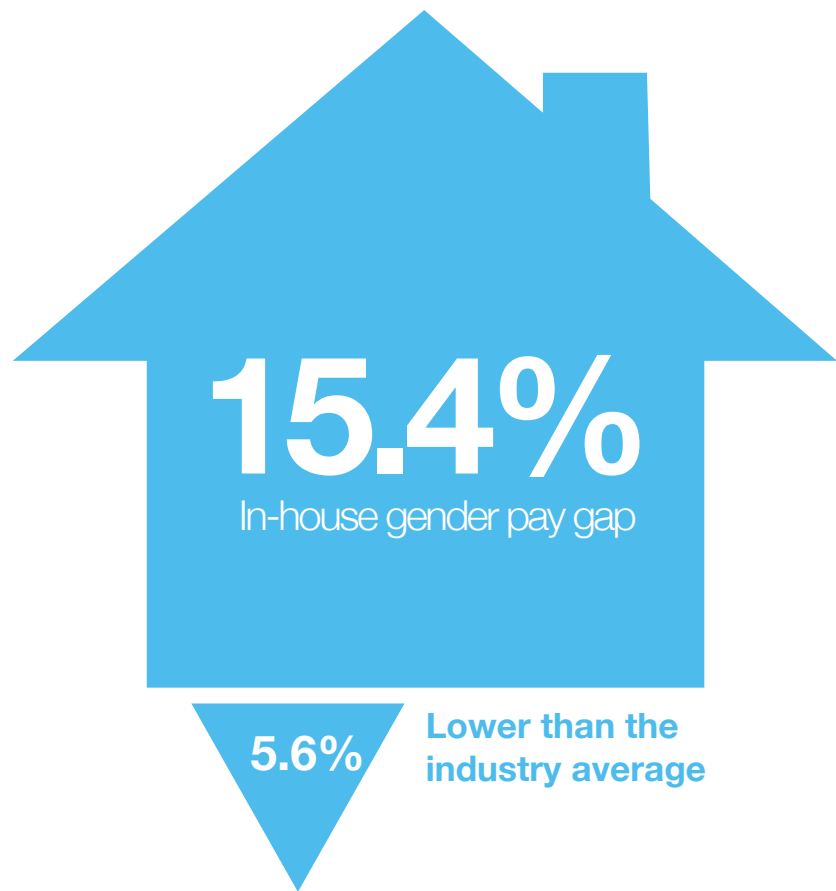
The gender pay gap across in-house teams is 15.4% - 5.6% lower than the industry average. The gender pay gap at Director level is only 1%. At Junior Manager level it is the most pronounced, at 12%. The second highest gender pay gap is at the Senior Manager level, at 9.8%.

Overall, the differences in salaries in in-house teams are not as significant when compared to agencies.

Only 10% of in-house women are Directors of in-house teams - this has not changed since 2016. In comparison, 25% of in-house men hold Director roles. This has increased by 8% since 2016.

In almost every other role, women outnumber men, which better reflects the general make up of the wider industry. Over 39% of in-house professionals have children or dependents.

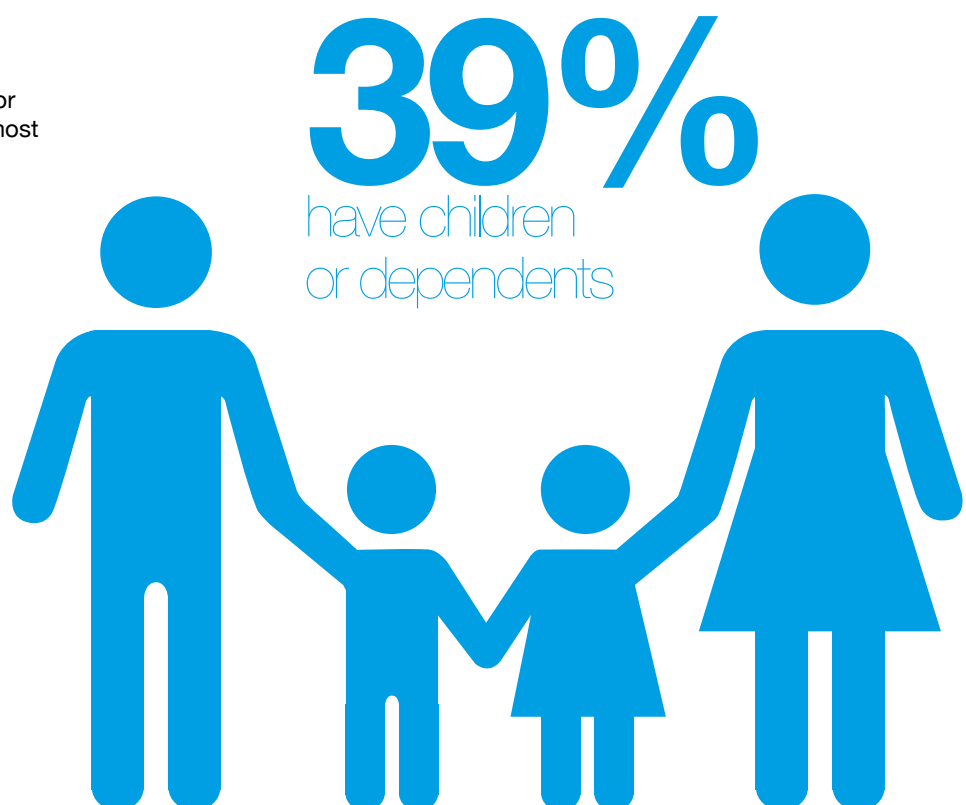
This suggests that the structure of in-house teams is more flexible and better suited to women who have children and dependents, and makes it possible for women to reach senior roles.



Children/dependents

39% of professionals have children or other dependents. Freelancers are most likely to have dependents at 57%.

49% of men have children and dependents, compared to 34% of women.



8: REGIONAL AND NATIONAL BREAKDOWN

London

Diversity

37% Male
63% Female
71% White British

Evaluation

12% AVEs
23% Barcelona
Principles 2.0

Salary

Average salary: £47,370
Average pay rise: 8.04%

Top sectors

Agency: 36% Technology
In-house: 23% Charity/third sector/NFP

Top duties

20% Communications
strategy development
12% General media relations
9% Corporate public relations

South East

Diversity

30% Male
70% Female
89% White British

Evaluation

10% AVEs
31% Barcelona
Principles 2.0

Salary

Average salary: £43,642
Average pay rise: 6.18%

Top sectors

Agency: 31% Technology
In-house: 24% Charity/third sector/NFP

Top duties

21% Communications
strategy development
10% Reputation management

South West

Diversity

25% Male
75% Female
86% White British

Evaluation

19% AVEs
21% Barcelona
Principles 2.0

Salary

Average salary: £37,202
Average pay rise: 5.77%

Top sectors

Agency: 30% Business services
In-house: 21% Charity/third sector/NFP

Top duties

17% Communications
strategy development
11% General media relations
11% Reputation management

East of England

Diversity

30% Male
70% Female
85% White British

Evaluation

7% AVEs
19% Barcelona
Principles 2.0

Salary

Average salary: £45,813
Average pay rise: 4.69%

Top sectors

Agency: 38% Property/construction
In-house: 27% Non-departmental
body / agency (public sector)

Top duties

11% Communications
strategy development
11% General media relations
19% Reputation management

West Midlands

Diversity

24% Male
76% Female
90% White British

Evaluation

17% AVEs
27% Barcelona
Principles 2.0

Salary

Average salary: £39,252
Average pay rise: 6.74%

Top sectors

Agency: 40% Property/construction

In-house: 31% Non-departmental body/agency (public sector)

Top duties

20% General media relations
15% Writing articles/newsletters
15% Communications strategy

East Midlands

Diversity

35% Male
65% Female
73% White British

Evaluation

13% AVEs
28% Barcelona
Principles 2.0

Salary

Average salary: £40,900
Average pay rise: 6.31%

Top sectors

Agency: 35% Business services

In-house: 15% Non-departmental body/agency (public sector)

Top duties

18% Communications strategy development
18% General media relations

North West

Diversity

28% Male
72% Female
96% White British

Evaluation

4% AVEs
44% Barcelona
Principles 2.0

Salary

Average salary: £45,969
Average pay rise: 6.28%

Top sectors

Agency: 32% Retail and wholesale

In-house: 24% Non-departmental body/agency (public sector)

Top duties

17% Communications strategy development
13% General media relations
11% PR programme planning

North East, Yorkshire, and the Humber

Diversity

31% Male
69% Female
93% White British

Evaluation

19% AVEs
29% Barcelona
Principles 2.0

Salary

Average salary: £42,465
Average pay rise: 9.06%

Top sectors

Agency: 33% Business services
In-house: 27% Local government

Top duties

21% Communications
strategy development
12% General media relations
12% Reputation management

Wales

Diversity

40% Male
60% Female
90% White British

Evaluation

15% AVEs
15% Barcelona
Principles 2.0

Salary

Average salary: £42,833
Average pay rise: 4.31%

Top sectors

Agency: 50% Charity/third sector/NFP
In-house: 18% Non-departmental
body/agency (public sector)

Top duties

15% Providing information (to the
public/shareholders)
10% General media relations
10% Reputation management

Scotland

Diversity

39% Male
61% Female
91% White British

Evaluation

5% AVEs
33% Barcelona
Principles 2.0

Salary

Average salary: £41,306
Average pay rise: 6.88%

Top sectors

Agency: 33% Property/construction
In-house: 32% Charity/third sector/NFP

Top duties

18% Communications
strategy development
12% General media relations
12% Corporate public relations

Northern Ireland

Diversity

32% Male
68% Female
56% White British

Evaluation

24% AVEs
28% Barcelona
Principles 2.0

Salary

Average salary: £35,490
Average pay rise: 4.98%

Top sectors

Agency: 50% Consumer services,
media, and marketing
In-house: 40% Non-departmental
body/ agency (public sector)

Top duties

16% Communications
strategy development
16% Reputation management

Have your questions
been answered?



*(Or maybe you
have new ones?)*

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