CPRS National Membership Survey



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Executive Vice President, Leger Marketing presented at Sept. 20, 2011 CPRS Toronto board meeting

The Canadian Public Relations Society

Advancing public relations and communications management in Canada



CPRS National Membership Survey



May 2011

Canadian Public Relations Society

Société canadienne des relations publiques







RESEARCH METHODS

INSTRUMENT

- The survey was conducted between May 3rd and May 16th, 2011.
- Email invites were sent by CPRS to public relations professionals who are members of the Canadian Public Relations Society asking them to complete this survey.

SCOPE

• A total of 238 interviews were completed.

RELIABILITY

 A sample size of 238 respondents simulates a probability sample which would yield a maximum margin of error of +\-6.4%, 19 times out of 20.

QUALITY CONTROL

 Leger Marketing's experience and expertise in public opinion and market research extend to the quality and standards of every research project. Detailed verification and validation procedures at each stage of the process ensure data accuracy.







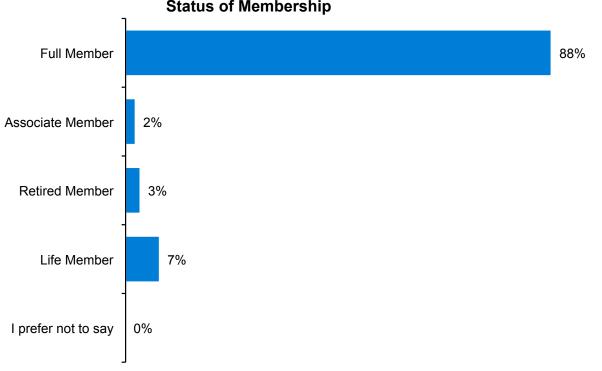
Membership Profile 2011





Nine out of ten are full members.

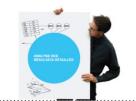
Membership



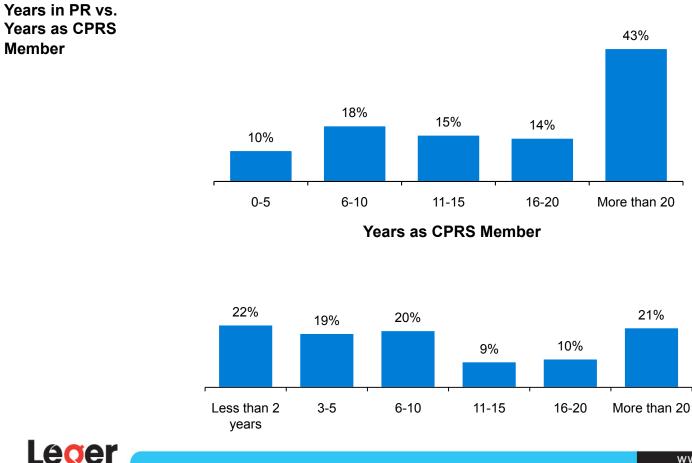




1. You are a ... Base: (n=238)



Almost three quarters of members surveyed (72%) have been working in the PR field for more than a decade. Two out of five have been CPRS members for five years or less.



Years in PR



2. How many years have you worked in the public relations field? Base: (n=238) 3. How many years have you been a Member of CPRS? Base: (n=238)

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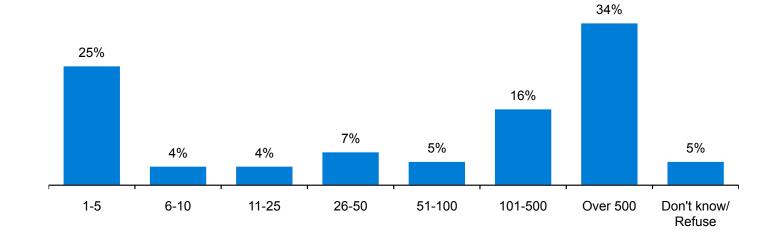


Just half say their company employs 100 staff members or more.

Number of Employees

Leger





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6. How many employees are in your company? Base: (n=238)

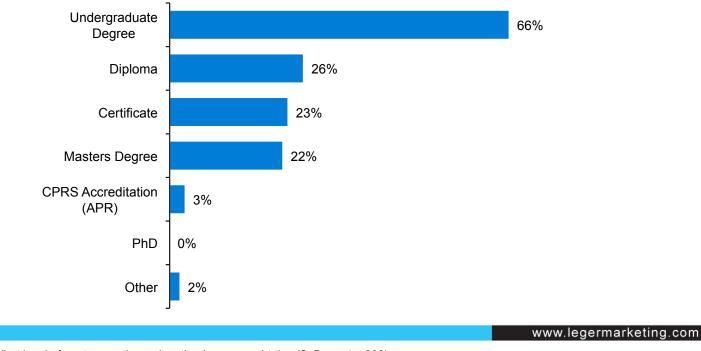
CPRS Membership Survey 2011 10



CPRS members tend to be highly educated.

Education

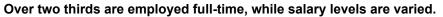
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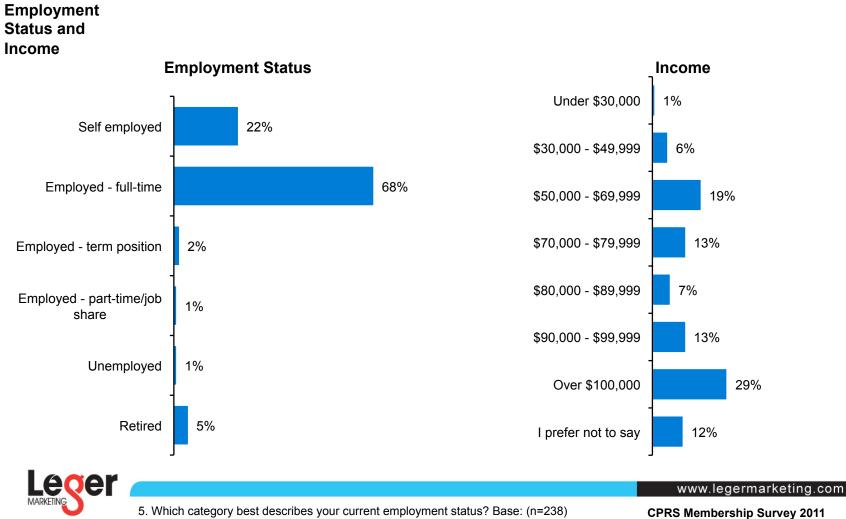


Level of Education

4. What level of post-secondary education have you obtained? Base: (n=238)







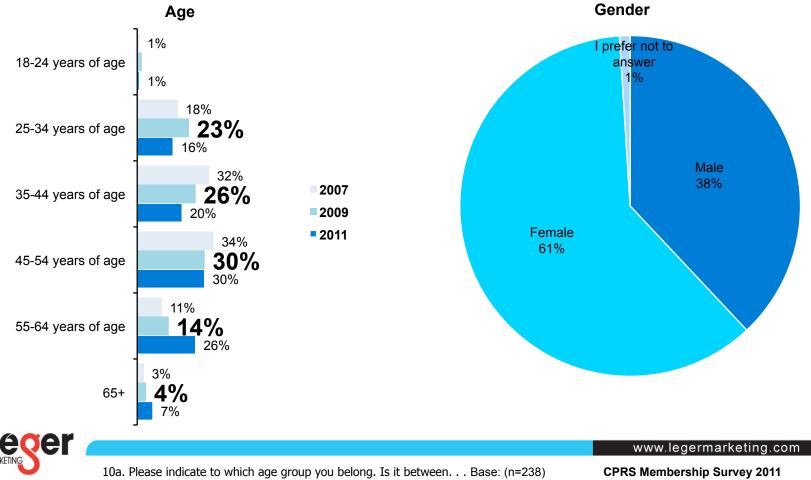
9. Your annual salary (not including benefits and bonuses) is in the range of: ... Base: (n=238)

membership Survey



The majority of members are female and between the ages of 35 to 64. Since 2007, there has been quite an advancement in the range of 55-64.

Age and Gender



10b. Please indicate your gender. Base: (n=238)



Over one quarter of members are working in consulting (28%).

Sector

Sector	2011	2009	2007
Consulting	28%	24%	21%
Association/charitable/non-profit	12%	13%	14%
Education	9%	7%	11%
Provincial government	8%	8%	7%
Regional/municipal government	8%	8%	8%
Crown Corporation/agency	8%	9%	7%
Industry/manufacturing/utilities	6%	7%	7%
Federal government	4%	4%	4%
Health services	3%	3%	5%
Information technology	3%	1%	3%
Retired	2%	2%	2%
Financial services	2%	7%	2%



7. The following best describes the sector in which I am currently working: Base: (n=238)



Nearly one third are working at the director or manager level within their organization.

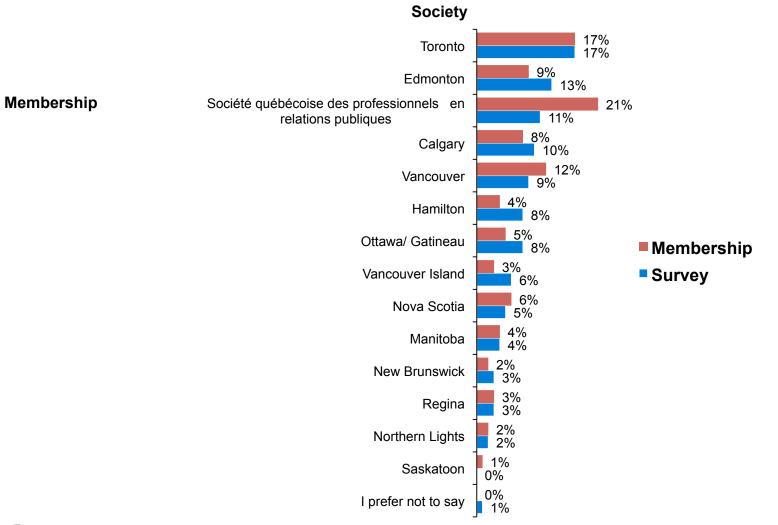
Position

Position	2011	2009	2007
Director	17%	15%	17%
Manager	15%	16%	17%
CEO	14%	9%	9%
Senior Consultant	10%	10%	8%
Consultant	9%	11%	10%
Coordinator	8%	7%	11%
Advisor	6%	7%	4%
Vice President	6%	8%	6%
Senior Manager	5%	8%	8%



8. Which best describes your position? Base: (n=238)







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11. Which society are you a Member of? If you belong to more than one local society, please pick the one that you are most involved with. Base: (n=238)



Many members specialize in strategic communications, corporate communications, and media relations.

Specialty	TOTAL
Strategic communications	49%
Corporate communications	45%
Media relations	41%
Marketing communications	28%
Issues management	25%
Employee relations/internal communications	20%
Public affairs	18%
Community relations	14%
Government relations	12%
Crisis management	11%
Social media	10%
Financial/investor relations	3%
Information services	3%
Entertainment/publicist	3%
Research and/or polling	3%
Product development	1%
Environmental analysis	1%
I prefer not to answer	0%

Specialty



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12. My main areas of specialty include: Base: (n=238)

Initial Awareness of CPRS and Satisfaction with Membership





CPRS members, university and college faculty are the drivers for over half of the membership.

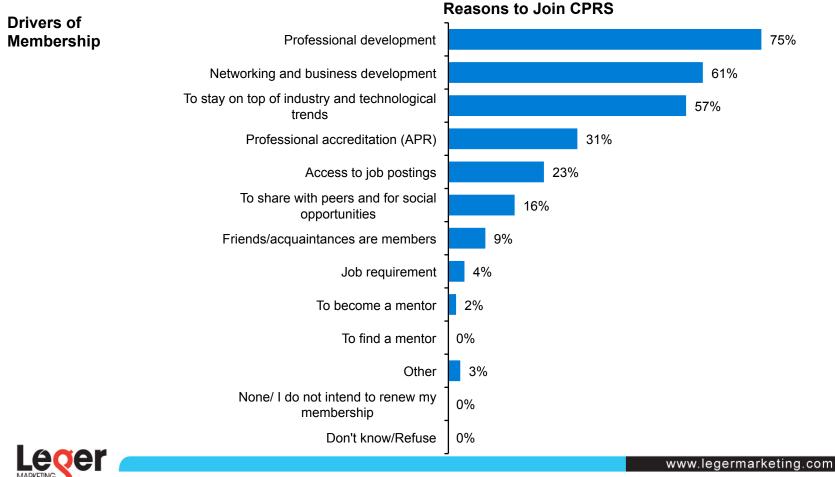




37. How did you initially become aware and interested in CPRS? Base: (n=238)



The majority of members joined CPRS for the opportunity for professional development.

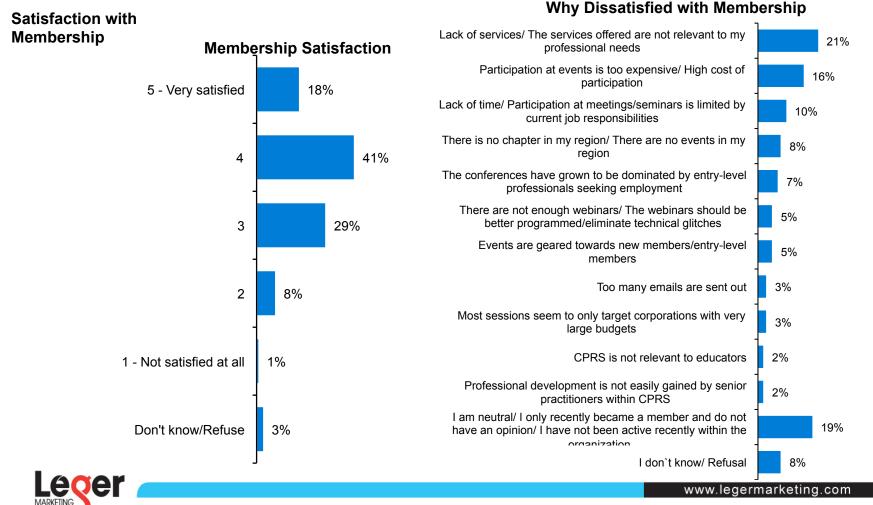


38. What are your three primary reasons for being a member of CPRS? Base: (n=238)

20 **CPRS Membership Survey 2011**



Almost two thirds of members are satisfied. One in ten have various reasons for their lack in satisfaction, from services not fitting their need to high costs for taking part in events.



39. Overall, how satisfied are you with the value of your membership in CPRS? Base: (n=238)
 40. Please explain why you are not satisfied with the value you receive from your membership in CPRS. (n=97 *Caution- small base size)

Membership Fees





Over half say that their employer pays for their fees for membership, professional development, and National Conference expenses.

- Those with their APR designation are much more likely to state that they pay all of their own fees when compared to those without this designation.
- Conversely, those without their APR designation are much more likely to note that their employer pays for their CPRS membership as well as any professional development fees (vs. those with an APR designation).

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	CPRS	Professional	National
	Membership	Development	Conference
I pay	2011 - 41%	2011 - 39%	2011 - 43%
	2009 – 33%	2009 – 33%	2009 - 38%
My employer pays some	2011 - 2%	2011 - 13%	2011 - 9%
	2009 - 5%	2009 – 17%	2009 – 8%
My employer pays all	2011 - 56%	2011 - 44%	2011 - 32%
	2009 – 60%	2009 – 47%	2009 - 36%
DK/Refusal	2011 - 2%	2011 - 4%	2011 - 16%
	2009 – 2%	2009 – 3%	2009 – 18%



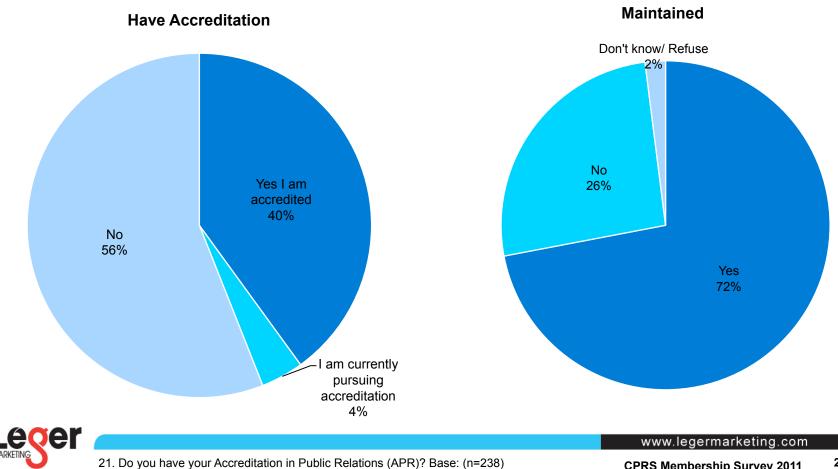
The Accreditation in Public Relations





Two out of five survey respondents have their APR designation. Among those who do, almost three quarters have maintained it over the past five years.

APR Designation



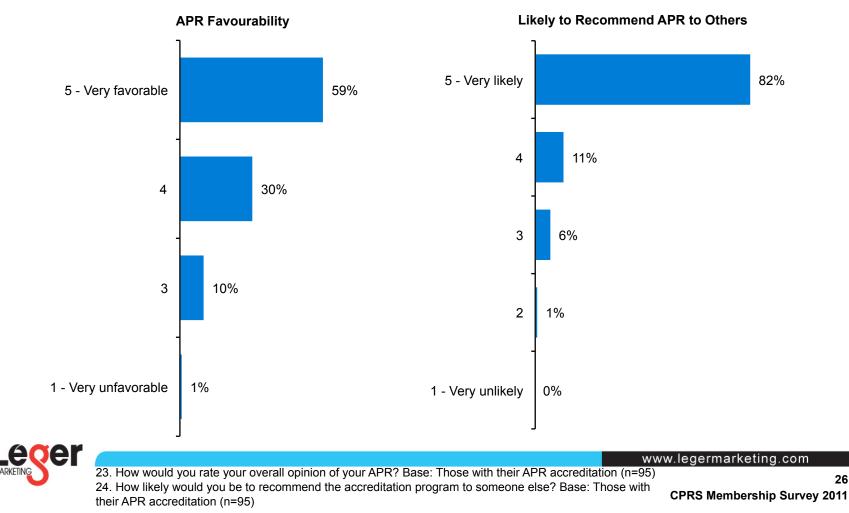
 21. Do you have your Accreditation in Public Relations (APR)? Base: (n=238)
 CPRS Membership Survey 2011

 22. If you have your APR, have you maintained your accreditation in the past five years? (n=95 *Caution- small base size)
 Central control of the past five years? (n=95 *Caution- small base size)



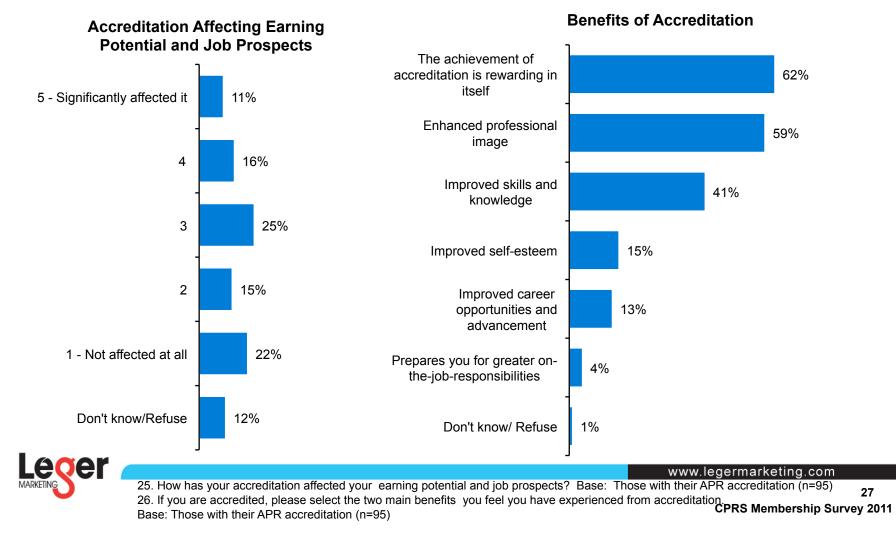
Nine out of ten members rate their APR accreditation favourably. Another nine out of ten would recommend the accreditation program to others.

APR Program





Benefits of an **APR** Designation





Many CPRS members say they are simply too busy to get accredited. Others believe that it would do little to advance their career.

Not Pursuing an APR Designation

Why Not Pursuing Accreditation





27. If you are not accredited and are not currently pursuing accreditation, why not? Base: Those who do not have an APR accreditation (n=133).

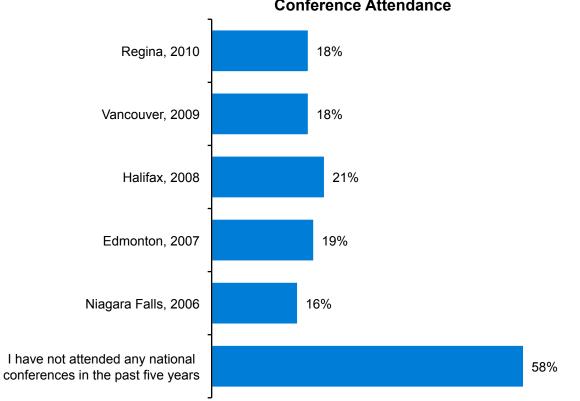
Conference Attendance





One in five attended the annual conferences over the last four years.

Conference Attendance



Conference Attendance

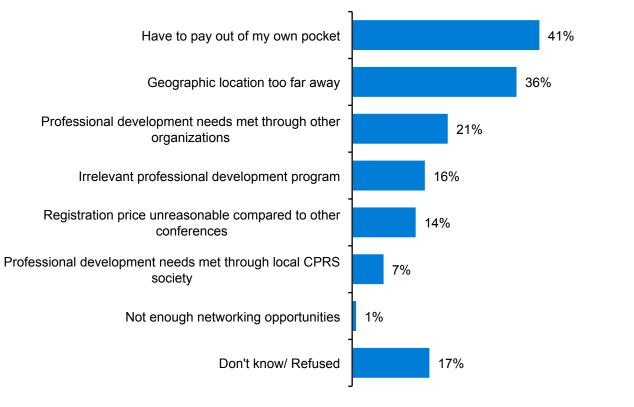


17. Which national conferences have you attended in the last five years? Base: (n=238)



Two in five say they don't attend the National conferences as it is a personal expense.

Conference Barriers



Reasons for Not Attending Conferences – Total Mentions



18. Provide reasons for not attending National conferences. Base: (n=238)

Volunteering and Involvement

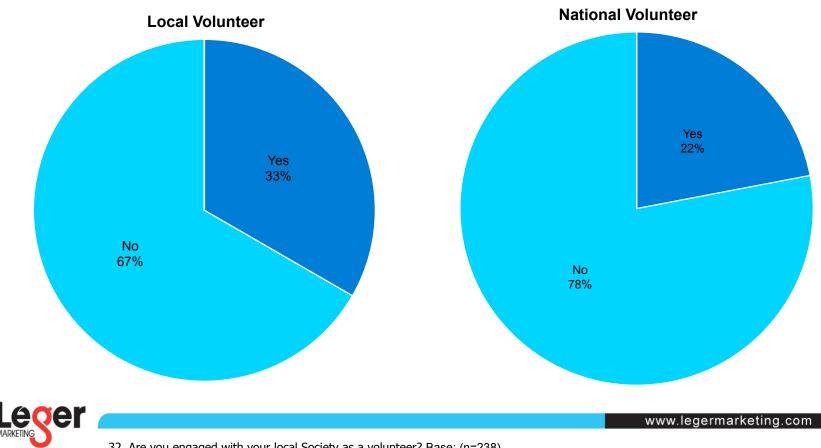




One third say they volunteer at a local level, while one in five volunteer at the national level.

• Those with their APR designation are much more likely to be involved at the local and national level.

Volunteering



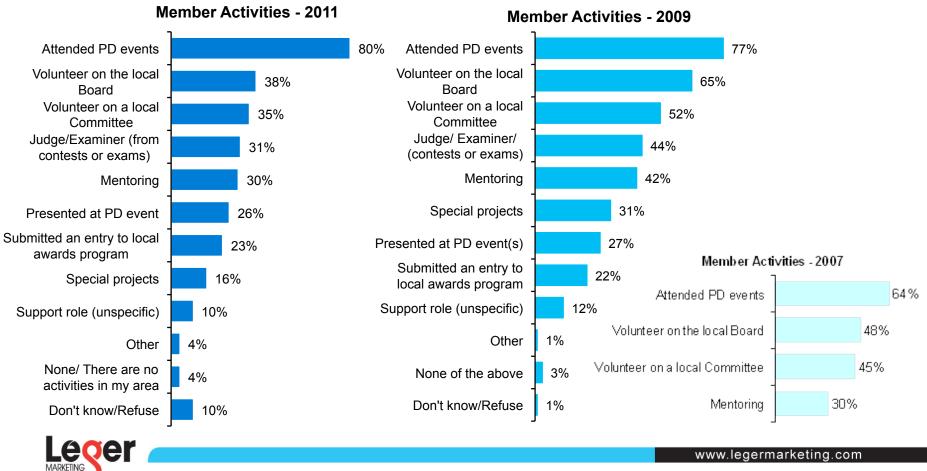
32. Are you engaged with your local Society as a volunteer? Base: (n=238)33. Are you engaged with the National Society as a volunteer? Base: (n=238)



Four out of five members will attend local professional development activities, which is remaining much better than in 2007.

However, only two in five are volunteering on their local board, down from two thirds who used to volunteer locally in 2009.

Member Activities - Local

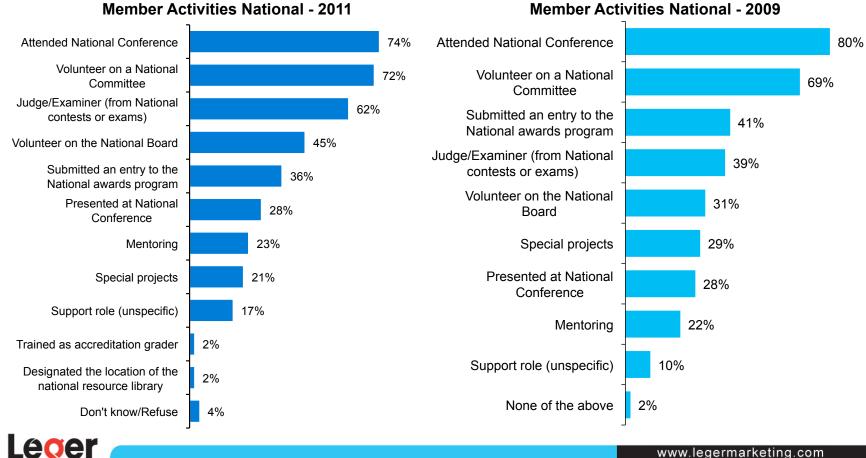


34. Which of the following local activities have you done as a CPRS Member? Base: (n=238)



Most have attended the National Conference or volunteered on a National Committee. Far fewer (28%) have actually presented.

Member Activities - National

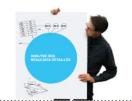


Member Activities National - 2009

35. Which of the following National activities have you done as a CPRS Member? Base: Those engaged with their national society as a member (n=53). CAUTION: Small base size.

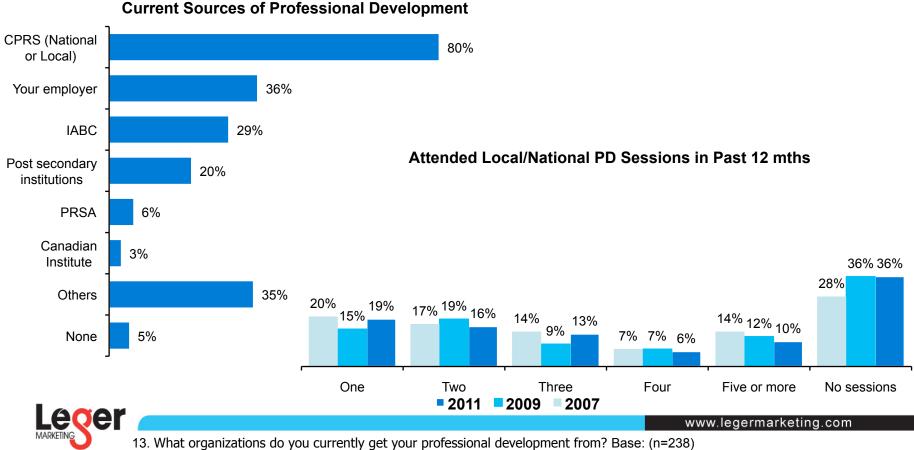
Professional Development





Most members currently pursue professional development from the local or National CPRS. Over one third of members took part in one to two professional development session over the past year.

Professional Development Needs



15. How many local and National CPRS professional development sessions have you attended in the past 12 months? Base: (n=238)



Over half of members prefer to have a speaker lunch event or webinar to meet needs of professional development.

PD Target Areas

Preference for Meeting Needs of Professional Development





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14. How would you prefer your CPRS professional development needs be met? Base: (n=238)

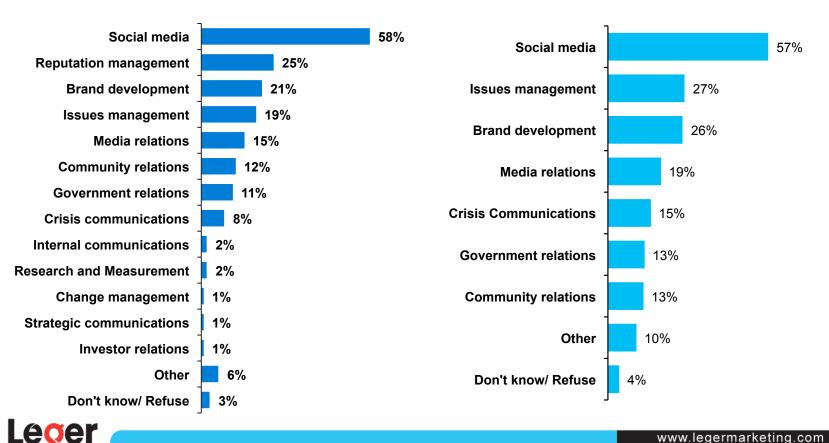


PD Target Areas in Next Two Years - 2011

Again this year, over half of members are going to focus on professional development in social media. Reputation management has entered the list of target areas for the first time, with one quarter of members seeking to explore this area.

PD Target Areas in Next Two Years - 2009

PD Target Areas



16. What are your top two professional development target areas for the next 2 years? Base: (n=238)

Communications

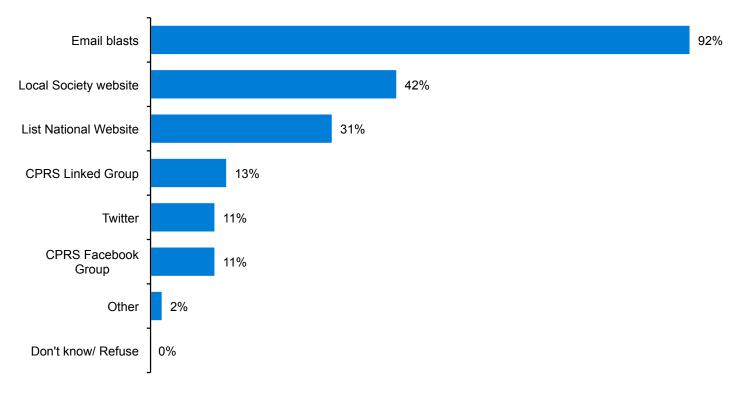


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Most information is received by email about CPRS activities and PD activities.

Communications



Receiving Info About CPRS Activities and PD



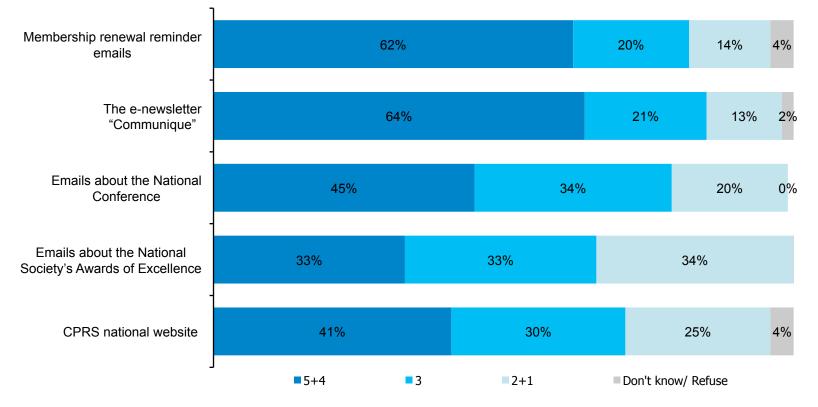
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28. How do you currently receive information about the Society and its activities, professional development, member benefits, etc.? Base: (n=238)



Renewal reminder emails are useful, say members, as are "Communique" and National Conference emails.

Communications



Useful Communications Vehicles



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22. How useful is each of the following CPRS communications vehicles to you? Please use a 5-point scale where 1 means it is not useful at all and 5 means it is very useful. Base: (n=238)



The majority of members will use LinkedIn or Facebook as social media tools for work.

Communications

	Facebook	Twitter	LinkedIn	Flickr	YouTube	Meetup	Blog
EVER ACCESS/ USES	77%	68%	78%	39%	84%	13%	53%
Hourly	8%	10%	1%				2%
Daily	36%	24%	18%	2%	11%		11%
Weekly	15%	15%	41%	8%	31%	1%	13%
Monthly	11%	7%	11%		21%	5%	11%
Less often	8%	12%	7%	21%	22%	7%	17%
Never	23%	32%	22%	58%	16%	80%	45%



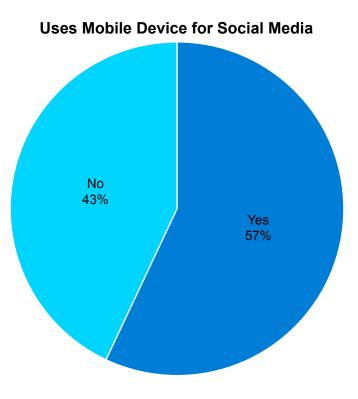
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26. Indicate how often you access or use these Social Media tools in your business or professional life..... Base: (n=238)



Over half of members will use a mobile device for social media tools.

Communications





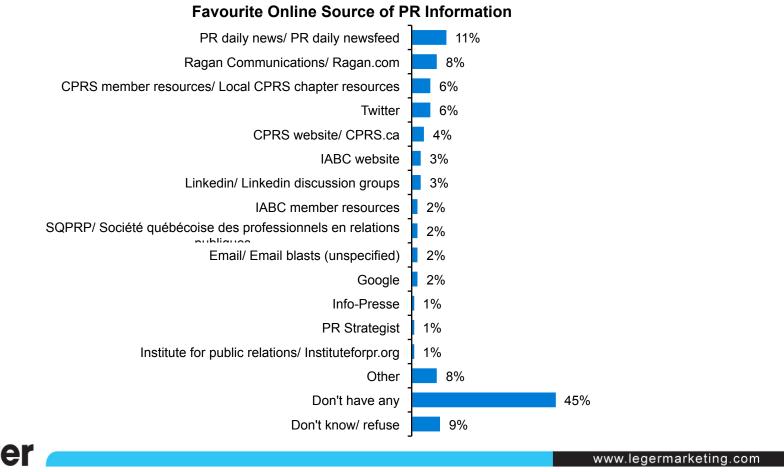
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29. Do you use a mobile device to access social media tools? Base: (n=238)



The daily news feed for PR is a favourite for one in ten members.

Source for PR information



30. What is your favorite online source for PR information? Base: (n=238)

Job Posting Services from CPRS National



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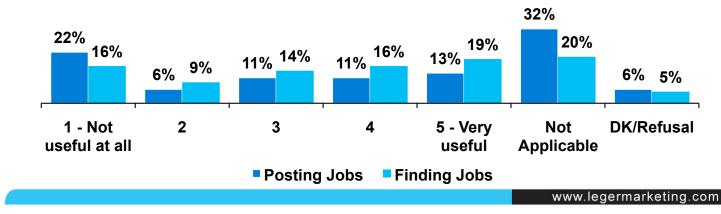


Two in five of members find the CPRS website's job postings useful in their job searches (down from half in 2009).

One third don't find it applicable as they don't post jobs.

Jobs

Job Postings





31. The CPRS National website offers bilingual job posting services for employers to post current employment opportunities. How useful is that service to you as member when it comes to....finding/posting jobs Base: (n=238)

Awareness of the Global Alliance

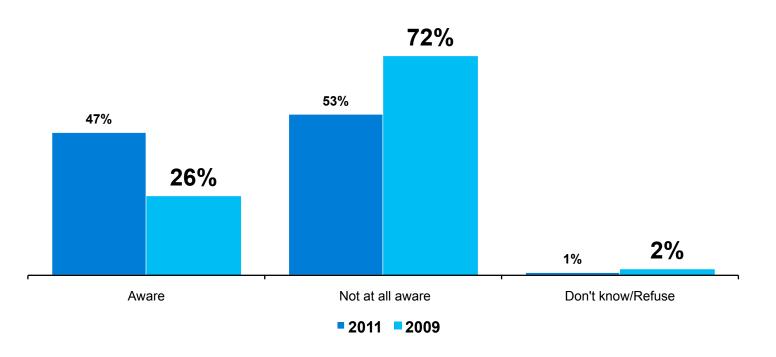


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Half of members are unaware of the Global Alliance or what it offers (47%), but this is an improvement since 2009 when only 26% were aware of this at all.

Global Alliance



Global Alliance

Leger

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19. To what degree are you aware of the Global Alliance and what it offers you as a member? Base: (n=238)

Familiarity with the MRP System



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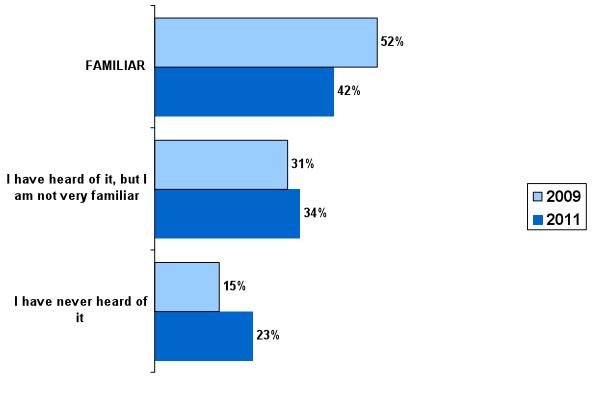
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Just two in five are familiar with the MRP system.

There are still one third of members (34%), however, who have heard of it but who are unfamiliar with the system (similar to 31% in 2009).

Comments/ Suggestions



Media Relations Ratings Points System



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20. How familiar are you with the CPRS Media Relations Rating Points® system (MRP®)? Base: (n=238)

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