

# YouGov / Public Relations Consultants Association (PRCA)

Sample Size: 114 PRCA Members

Fieldwork: 10th July - 22nd August 2014

Total	Which one of these best describes where you are currently working?	
	In-house	Agency/freelance/other

Which of the following most closely matches your current job title?

	Base	114	55	59
Partner/owner	32%	-	61%	
Director	28%	35%	22%	
Head of department/team	24%	45%	3%	
Account director	6%	5%	7%	
Account executive	2%	2%	2%	
Consultant/freelance	3%	2%	3%	
Other	6%	11%	2%	

Which one of these best describes where you are currently working?

	Base	114	55	59
In-house	48%	100%	-	
Multi-client agency	46%	-	88%	
Freelance	4%	-	7%	
Other	3%	-	5%	

For how many years have you been working in public relations?

	Base	114	55	59
Less than 2 [1]	1%	2%	-	
2 – 5 [3.5]	4%	4%	5%	
6 – 10 [8]	25%	38%	12%	
11 – 20 [15.5]	25%	24%	27%	
More than 20 years [23]	45%	33%	56%	
Mean	16.36	14.39	18.19	
StdDev	6.84	6.97	6.23	

Are there any sectors you currently specialise in?

	Base	114	55	59
Technology	30%	13%	46%	
Health/pharma	12%	9%	15%	
Environment	14%	7%	20%	
Financial	17%	13%	20%	
Energy/utilities	14%	4%	24%	
Manufacturing	9%	-	17%	
Charity	20%	20%	20%	
Transport	12%	9%	15%	
Culture, arts, leisure, sport	12%	9%	15%	
Media	18%	20%	15%	
Tourism	11%	11%	12%	
Other	38%	40%	36%	
None	6%	4%	8%	

Total	Which one of these best describes where you are currently working?	
	In-house	Agency/freelance/other

What is your gender?

Base	114	55	59
Male	52%	49%	54%
Female	48%	51%	46%

How much do you believe your Board of Directors/clients' Board of Directors thinks reputation is linked to the overall financial performance of your/ their organisation?

Base	114	55	59
No link at all	-	-	-
Very weak link	7%	5%	8%
Reasonably weak link	17%	13%	20%
Reasonably strong link	43%	47%	39%
Very strong link	33%	35%	32%
Don't know	-	-	-
Net: No / weak link	24%	18%	29%
Net: Strong link	76%	82%	71%

Which of the following, if any, do you generally think of as direct benefits to a business that enjoys an enhanced reputation?

Base	114	55	59
Higher profitability	51%	42%	59%
Greater influence on Government	65%	69%	61%
Ability to recruit and retain the best staff	92%	93%	92%
Higher pricing of products	44%	31%	56%
Higher quality commercial partnerships	65%	56%	73%
Higher share price (if a listed business)	50%	33%	66%
More effective/better priced acquisitions	22%	11%	32%
Ability to raise capital or borrow money at better rates	33%	25%	41%
Negotiation of more favourable terms with suppliers	37%	40%	34%
Greater celebrity endorsement	29%	31%	27%
More positive media coverage	87%	91%	83%
More effective marketing/sales activity	75%	75%	76%
Ability to operate more easily outside the domestic market	26%	16%	36%
Improved financial ratios such as return of capital employed, earnings per share	22%	15%	29%
Greater likelihood of receiving benefit of the doubt from stakeholders if reputational damage incurred	75%	67%	81%
Higher sales levels	64%	55%	73%
None of these	-	-	-
Don't know	-	-	-

Total	Which one of these best describes where you are currently working?	
	In-house	Agency/freelance/other

And which three of the following do you think are most directly linked to an improvement in corporate reputation? Please tick up to 3 answers.

Base	114	55	59
Higher profitability	24%	18%	29%
Greater influence on Government	24%	33%	15%
Ability to recruit and retain the best staff	61%	56%	66%
Higher pricing of products	9%	7%	10%
Higher quality commercial partnerships	15%	16%	14%
Higher share price (if a listed business)	13%	11%	15%
More effective/better priced acquisitions	-	-	-
Ability to raise capital or borrow money at better rates	4%	5%	2%
Negotiation of more favourable terms with suppliers	1%	2%	-
Greater celebrity endorsement	-	-	-
More positive media coverage	41%	45%	37%
More effective marketing/sales activity	24%	25%	22%
Ability to operate more easily outside the domestic market	4%	5%	2%
Improved financial ratios such as return of capital employed, earnings per share	4%	2%	7%
Greater likelihood of receiving benefit of the doubt from stakeholders if reputational damage incurred	34%	29%	39%
Higher sales levels	19%	13%	25%
Don't know	-	-	-

Which of the following, if any, do you generally think of as direct damage to a business that suffers from a poor reputation?

Base	114	55	59
Lower profitability	45%	45%	44%
Less influence on Government	55%	64%	47%
Inability to recruit and retain the best staff	81%	78%	83%
Lower pricing of products	22%	22%	22%
Poorer quality commercial partnerships	43%	47%	39%
Lower share price (if a listed business)	38%	35%	41%
Less effective/worse priced acquisitions	16%	13%	19%
Inability to raise capital or borrow money at better rates	29%	24%	34%
Negotiation of less favourable terms with suppliers	19%	16%	22%
Less celebrity endorsement	24%	29%	19%
More negative media coverage	76%	80%	73%
Less effective marketing/sales activity	61%	56%	66%
Harder to operate outside domestic market	18%	22%	14%
Worse financial ratios such as return of capital employed, earnings per share	18%	13%	22%
Greater likelihood to not receive benefit of the doubt from stakeholders if incur reputational damage	61%	53%	69%
Lower sales levels	63%	62%	64%
None of these	1%	-	2%
Don't know	-	-	-

Total	Which one of these best describes where you are currently working?	
	In-house	Agency/freelance/other

And against which of these, if any, is the performance of your Communications team measured? By Communications team, we mean your internal team only, and not any external agencies.

Base	114	55	59
Higher profitability	10%	9%	10%
Greater influence on Government	35%	45%	25%
Ability to recruit and retain the best staff	27%	24%	31%
Higher pricing of products	3%	-	5%
Higher quality commercial partnerships	17%	18%	15%
Higher share price (if a listed business)	4%	7%	-
More effective/better priced acquisitions	1%	2%	-
Ability to raise capital or borrow money at better rates	1%	-	2%
Negotiation of more favourable terms with suppliers	5%	9%	2%
Greater celebrity endorsement	10%	13%	7%
More positive media coverage	83%	87%	80%
More effective marketing/sales activity	54%	53%	56%
Ability to operate more easily outside the domestic market	5%	5%	5%
Improved financial ratios such as return of capital employed, earnings per share	3%	4%	2%
Greater likelihood of receiving benefit of the doubt from stakeholders if reputational damage incurred	24%	27%	20%
Higher sales levels	27%	20%	34%
None of these	3%	-	5%
Don't know	3%	-	5%

**CEO : Thinking about your own company/ clients' companies, how much do you think each of these groups believes day-to-day management of your corporate reputation affects the organisation's bottom line?**

Base	114	55	59
Not at all	-	-	-
Only a small amount	6%	5%	7%
A reasonable amount	24%	16%	31%
A large amount	68%	75%	63%
Don't know	2%	4%	-
Net: Not at all / small amount	6%	5%	7%
Net: Reasonable / large amount	92%	91%	93%

**CFO : Thinking about your own company/ clients' companies, how much do you think each of these groups believes day-to-day management of your corporate reputation affects the organisation's bottom line?**

Base	114	55	59
Not at all	7%	4%	10%
Only a small amount	26%	16%	36%
A reasonable amount	36%	38%	34%
A large amount	25%	29%	20%
Don't know	6%	13%	-
Net: Not at all / small amount	33%	20%	46%
Net: Reasonable / large amount	61%	67%	54%

Total	Which one of these best describes where you are currently working?	
	In-house	Agency/freelance/other

**CMO : Thinking about your own company/ clients' companies, how much do you think each of these groups believes day-to-day management of your corporate reputation affects the organisation's bottom line?**

Base	114	55	59
Not at all	-	-	-
Only a small amount	5%	7%	3%
A reasonable amount	23%	16%	29%
A large amount	56%	45%	66%
Don't know	16%	31%	2%
Net: Not at all / small amount	5%	7%	3%
Net: Reasonable / large amount	79%	62%	95%

**The Board : Thinking about your own company/ clients' companies, how much do you think each of these groups believes day-to-day management of your corporate reputation affects the organisation's bottom line?**

Base	114	55	59
Not at all	2%	-	3%
Only a small amount	14%	13%	15%
A reasonable amount	39%	25%	53%
A large amount	41%	55%	29%
Don't know	4%	7%	-
Net: Not at all / small amount	16%	13%	19%
Net: Reasonable / large amount	81%	80%	81%

**Senior managers (below board level) : Thinking about your own company/ clients' companies, how much do you think each of these groups believes day-to-day management of your corporate reputation affects the organisation's bottom line?**

Base	114	55	59
Not at all	-	-	-
Only a small amount	21%	20%	22%
A reasonable amount	47%	38%	56%
A large amount	31%	40%	22%
Don't know	1%	2%	-
Net: Not at all / small amount	21%	20%	22%
Net: Reasonable / large amount	78%	78%	78%

**Staff in general : Thinking about your own company/ clients' companies, how much do you think each of these groups believes day-to-day management of your corporate reputation affects the organisation's bottom line?**

Base	114	55	59
Not at all	4%	5%	3%
Only a small amount	29%	22%	36%
A reasonable amount	47%	45%	49%
A large amount	14%	22%	7%
Don't know	5%	5%	5%
Net: Not at all / small amount	33%	27%	39%
Net: Reasonable / large amount	61%	67%	56%

Total	Which one of these best describes where you are currently working?	
	In-house	Agency/freelance/other

**We've tested our/most of my clients have tested their crisis communications PR plan in the last 12 months**

Base	114	55	59
Strongly disagree	35%	31%	39%
Slightly disagree	19%	11%	27%
Slightly agree	15%	9%	20%
Strongly agree	25%	44%	7%
Don't know	6%	5%	7%
Net: Disagree	54%	42%	66%
Net: Agree	39%	53%	27%

**Relative to our competitors we're weak/ relative to their competitors our clients are weak on social media**

Base	114	55	59
Strongly disagree	16%	27%	5%
Slightly disagree	39%	35%	44%
Slightly agree	33%	27%	39%
Strongly agree	9%	9%	8%
Don't know	3%	2%	3%
Net: Disagree	55%	62%	49%
Net: Agree	42%	36%	47%

**Employee communications is treated as more important than external communications in my company/ by my clients**

Base	114	55	59
Strongly disagree	20%	27%	14%
Slightly disagree	51%	38%	63%
Slightly agree	21%	25%	17%
Strongly agree	4%	5%	3%
Don't know	4%	4%	3%
Net: Disagree	71%	65%	76%
Net: Agree	25%	31%	20%

**Our chief executive/leader/ the chief executives/leaders of most of my clients' businesses are big supporters of PR**

Base	114	55	59
Strongly disagree	2%	4%	-
Slightly disagree	10%	2%	17%
Slightly agree	38%	35%	41%
Strongly agree	49%	58%	41%
Don't know	2%	2%	2%
Net: Disagree	11%	5%	17%
Net: Agree	87%	93%	81%

Total	Which one of these best describes where you are currently working?	
	In-house	Agency/ freelance/ other

**Our senior management/ my clients' senior management care much less about journalist criticism than they used to : q15grid\_grid**

Base	114	55	59
Strongly disagree	26%	29%	24%
Slightly disagree	37%	33%	41%
Slightly agree	29%	27%	31%
Strongly agree	3%	2%	3%
Don't know	5%	9%	2%
Net: Disagree	63%	62%	64%
Net: Agree	32%	29%	34%

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 114. Fieldwork was undertaken between 10/07/2014 - 22/08/2014. The survey was carried out online. Respondents were all from the PRCA's contact database.