



CHARTERED INSTITUTE  
OF PUBLIC RELATIONS

# State of the Profession 2024



## Introduction

For over a decade the Chartered Institute of Public Relations (CIPR) has conducted industry-wide research exploring issues and challenges facing the public relations profession.

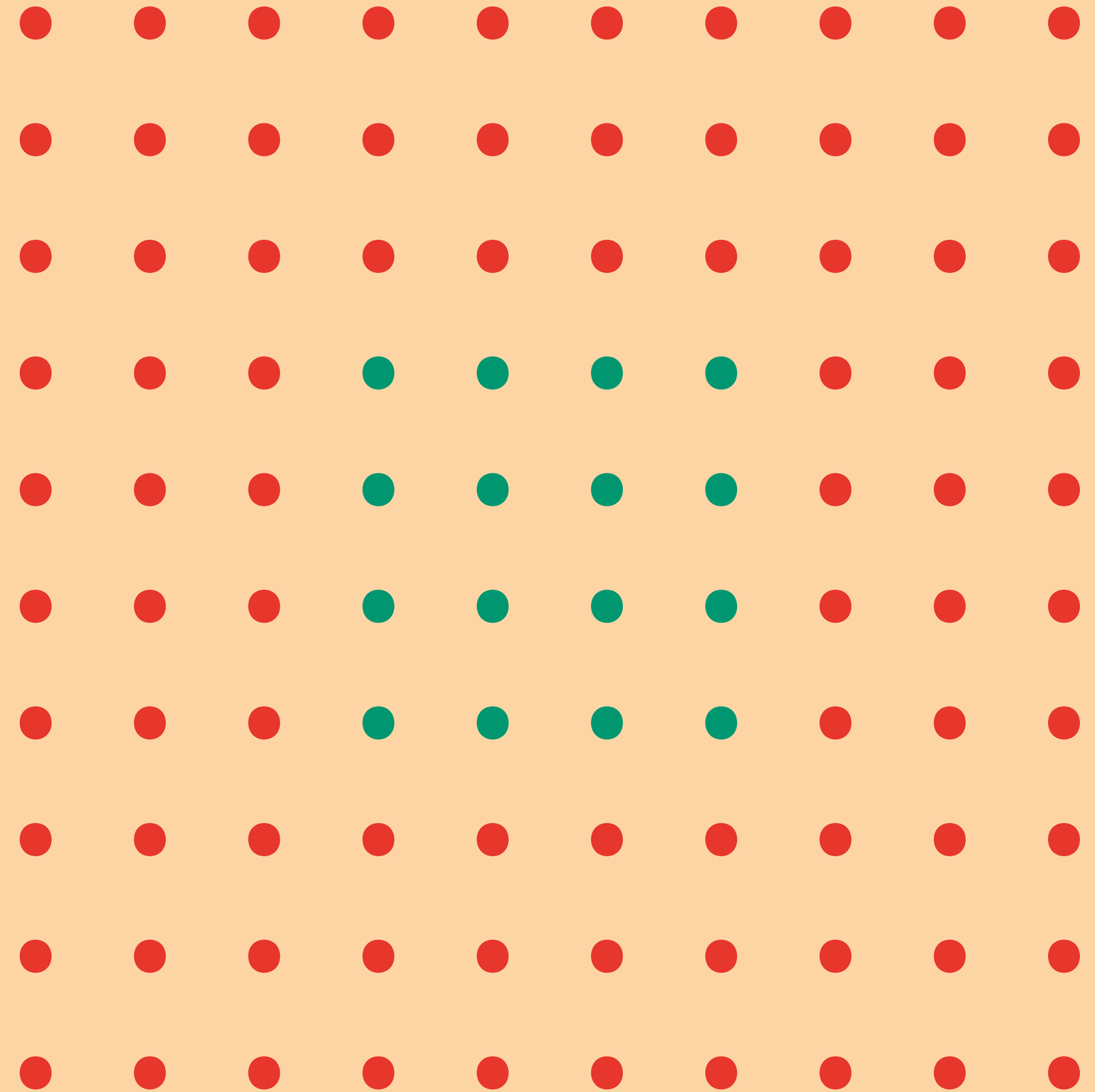
We use this data to provide industry leading insights on what working in public relations looks like, the challenges facing PR professionals, and to report on trends across the profession.

This year's study is the first since 2022 and explores how the PR industry has fared at a time of political and economic uncertainty by looking at issues including salaries, fees, training opportunities, and how artificial intelligence is being used across the profession.



# Contents

# Methodology



## Methodology

Executive summary

Practitioner demography

Employment

Organisation

Working patterns

Training and development – personal

Recruitment

Income

Reputation of PR in-house

Consultancy/agency fees

PR activities

Challenges

Artificial intelligence

About the CIPR

About Chalkstream

# Methodology

The Chartered Institute of Public Relations (CIPR) commissioned Chalkstream to deliver research support for the latest in the CIPR's State of the Profession series, which Chalkstream has managed since 2018.

Chalkstream conducted an online survey of CIPR membership and non-members. The survey questionnaire was designed by Chalkstream alongside the CIPR. The survey included incentivisation via a prize draw to win an Amazon voucher worth £100.

The survey was launched on 3 April 2024 and closed on 24 April.

2,016 people responded to this year's invitations to complete the State of the Profession survey - compared to 886 in 2022, an increase of 127%.

Of those who responded to the invitation to participate, 1,568 completed the survey in full. 23 people said they had never worked in or studied public relations and were therefore disqualified from completing the survey.

Percentages may not total 100 due to rounding.

## Responses

Responses	Number	%
Complete	1,568	78%
Partial	425	21%
Disqualified	23	1%
<b>Total</b>	<b>2,016</b>	<b>100%</b>

# Executive Summary



# Executive Summary

## No one PR industry

This year's State of the Profession report highlights the significant differences in working life for PR professionals. Experiences vary, sometimes wildly, depending on sector and organisation type but also age, seniority, and even ethnicity.

Who you work for influences your working environment, with in-house not-for-profit or non-governmental organisation (NGO) professionals being more than twice as likely to be fully remote compared to those working in-house in the private sector. Younger practitioners are three times more likely to work onsite full time compared to their older counterparts.

Differences in pay between men and women remain, although the pay gap is the smallest it has been since the CIPR began measuring it.

One area that unites the industry is the shift in work patterns, with part-time work becoming less common than in 2022. Specifically, part-time work among female respondents has dropped significantly, a change that may well be related to the cost of living crisis.

## Training opportunities

The different experiences within the PR profession are evident when it comes to access to training.

Those working in-house in the private sector are three times more likely to have their training chosen for them than those working for agencies and consultancies. In-house professionals and those working for not-for-profit organisations are over four times more likely to have had training requests turned down when compared to their agency and consultancy counterparts. In-house private sector professionals are most likely to say their training needs are determined by short-term business demands.

There is a significant and worrying gap between professionals of White ethnicity and other ethnic groups when it comes to training opportunities. White practitioners are more likely to have received training in the previous 12 months, are more likely to have agreed training needs with managers and are less likely to have had requests for training turned down.

Meanwhile, three-quarters of in-house professionals and 60% of agency or consultancy professionals identify a skills shortage within their teams and organisations.

## PR's AI experimentation

For the first time ever, AI and its impact on the profession is identified by practitioners as the major challenge facing the industry and the area with the biggest skills shortage.

Over half of PR professionals say they are using AI 'often' or 'sometimes'. Those working in-house in the private sector are most likely to use AI on a daily basis. Male practitioners are more likely, on average, to use AI than female practitioners.

The majority of professionals say their workplaces have policies on AI but there is some evidence, in these results and the broader literature, that they are exaggerating the level of organisational support for AI use. Far fewer professionals in agencies and consultancies say their organisation has an AI policy when compared to other organisation types. Two-thirds of PR professionals say they have received some form of AI training, with those working in agencies and consultancies less likely to have received training compared to those in other types of organisations.

# Executive Summary

## PR's strategic function being realised

Three years ago, the CIPR reported that, during the pandemic, increased demand propelled public relations into new areas within organisations, which in turn has had positive implications for its perceived value. The challenge was whether that could be maintained.

Today, the management function of PR professionals is being realised, with those in senior positions reporting they are spending most of their time managing people and resources. In comparison, two years ago, those in Head of Comms or Associate Director positions said they were spending most of their time copywriting and editing.

The increased reputation is still being felt. 7 out of 10 in-house professionals say their organisations are positive about the value and strategic contribution of the role of public relations. However, far fewer say their organisations have clear measures of success for PR when it comes to organisational outcomes.

Those working for not-for-profits and non-governmental organisations (NGOs) are less confident about their recognised value when compared to other in-house professionals, with less than half of those practitioners saying they believe their organisation sees PR as achieving its measures of success.

The data reveals an unexpected trend in recruitment involvement across different seniority levels. 86% of the most junior practitioners - those at an intern, assistant, or executive level - report playing an active role in recruitment, significantly higher than the involvement of those at officer and manager levels, and almost on par with Heads of Comms and Assistant Directors. It's possible that these junior postholders are engaged in certain aspects of the recruitment process, such as sitting in interviews or handling recruitment logistics.

## PR's business performance

The public relations industry, like others, has faced a challenging landscape marked by shifts in income, workload, and organisational dynamics that has seen the average annual full-time income decrease from £56,340 in 2022 to £53,052. Meanwhile over one-third of respondents reported an increase in working hours.

The financial outlook for agencies and consultancies has been mixed. The majority of respondents indicate that fees have significantly or moderately increased, although around one in 10 reported a decline. Consultancy and agency respondents were more likely than independent practitioners to have increased fees. Independent practitioners did report a higher tendency for fee stability.

Despite these financial fluctuations, over one-third of consultancy and agency respondents stated their organisations are growing, although this is a decrease compared to the research in 2022. Just under 10% said that their firms are getting smaller.

One-third of in-house practitioners said that their team is expanding, while 16% noted a reduction in size. There are more vacancies reported by consultancy and agency respondents than in-house practitioners, with nearly twice as many describing the process of filling those vacancies as somewhat or very challenging, compared to their in-house counterparts.

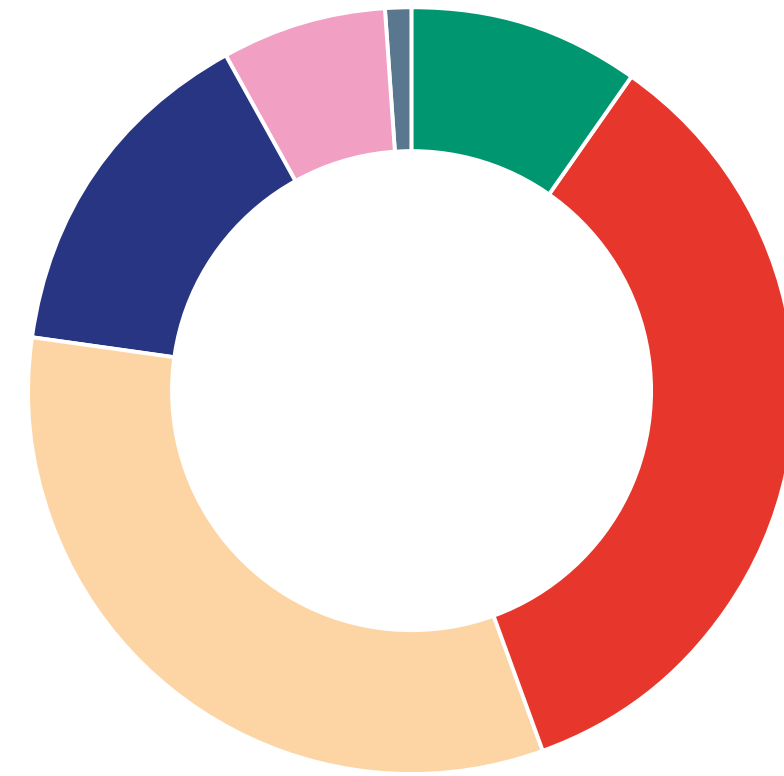


# Practitioner demography



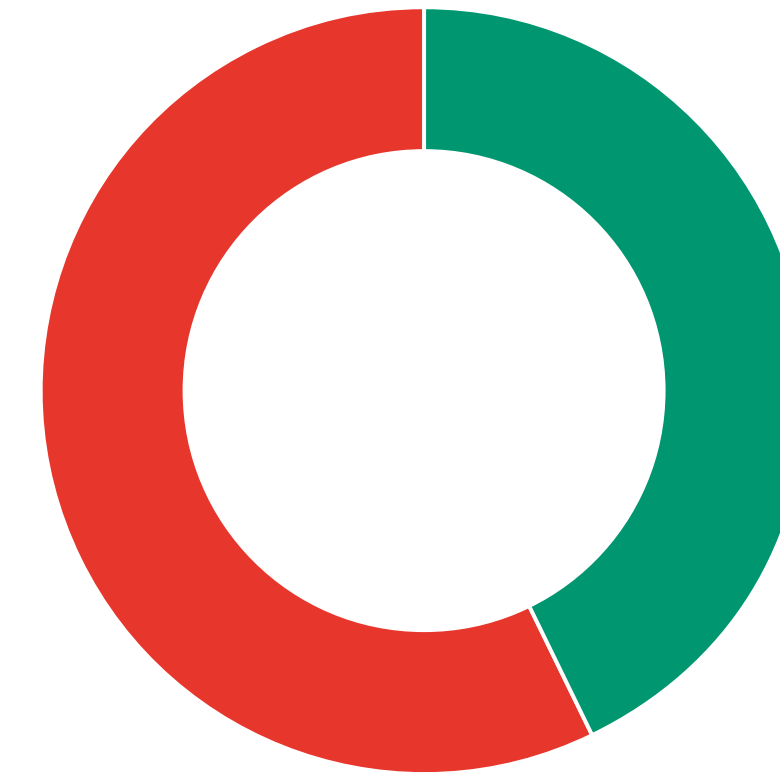
- Methodology
- Executive summary
- Practitioner demography**
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Practitioner demography



## Age

Age group	%
16 to 24	10%
25 to 34	35%
35 to 44	33%
45 to 54	15%
55 to 64	7%
Over 64	1%

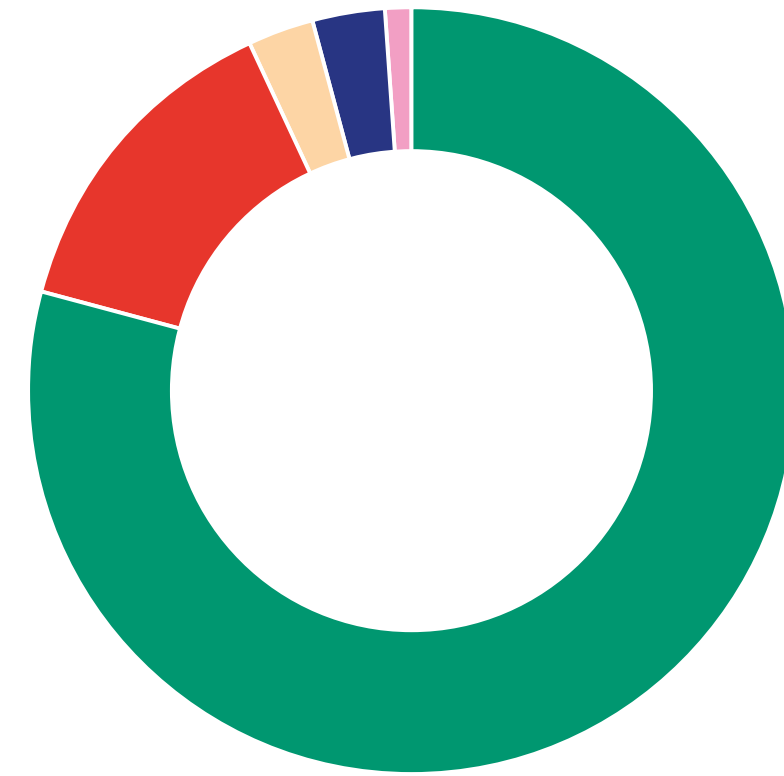


## Gender

Gender	%
Male	43%
Female	57%

- Methodology
- Executive summary
- Practitioner demography**
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

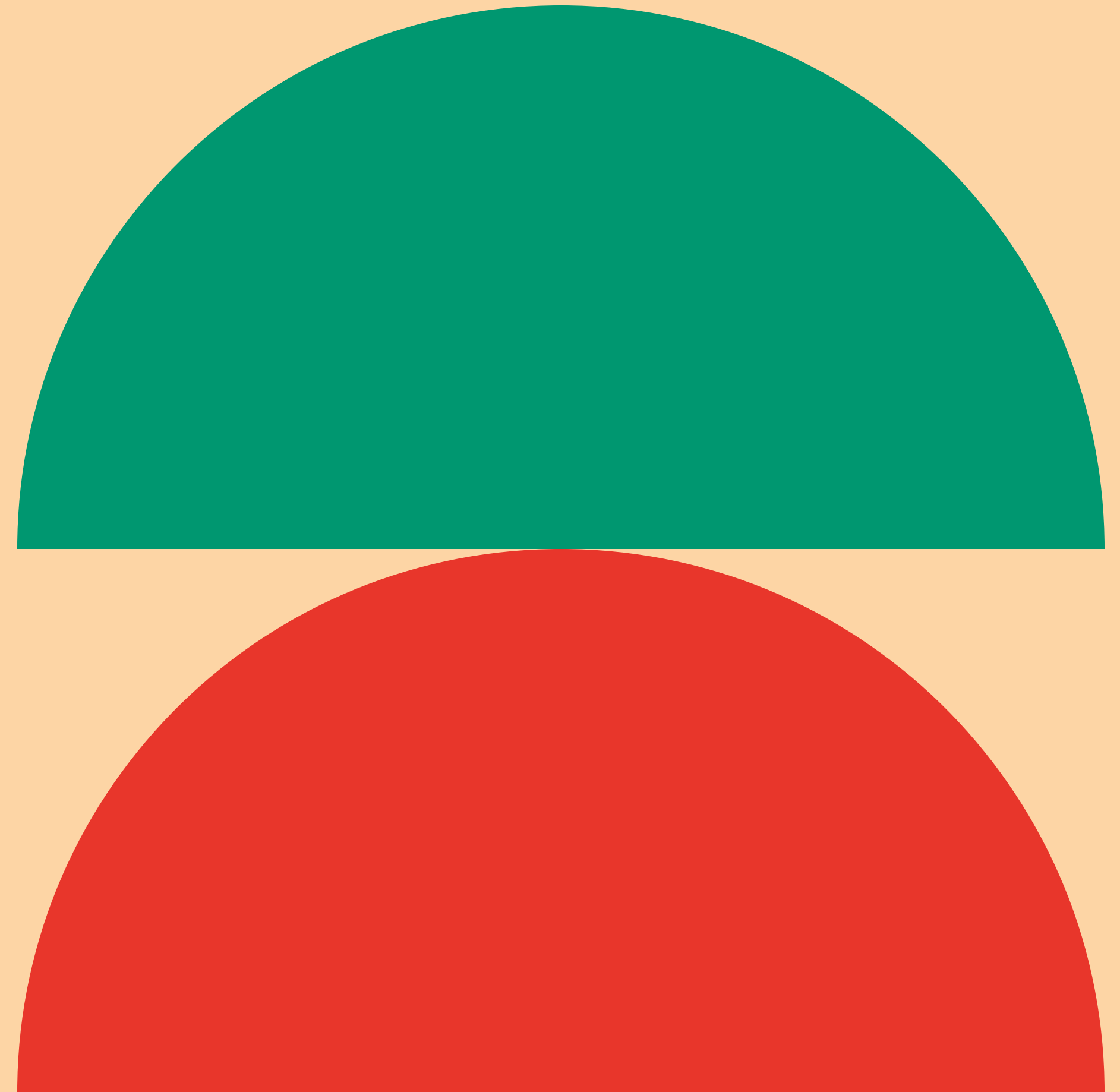
# Practitioner demography



## Ethnicity

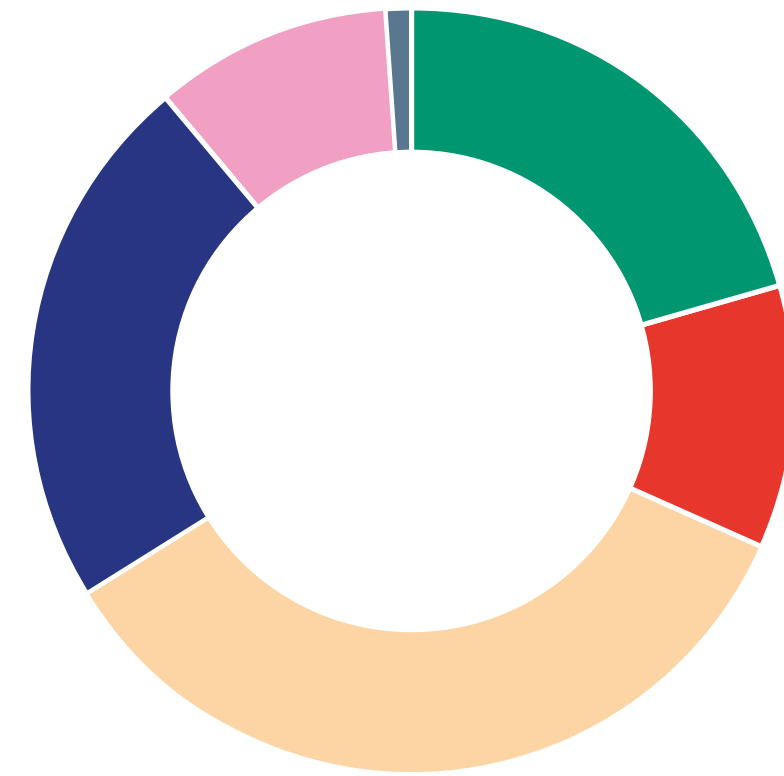
Ethnic group	%
White	80%
Mixed/Multiple ethnic groups	14%
Asian/Asian British	3%
Black/African/Caribbean/ Black British	3%
Other ethnic group	1%

# Employment



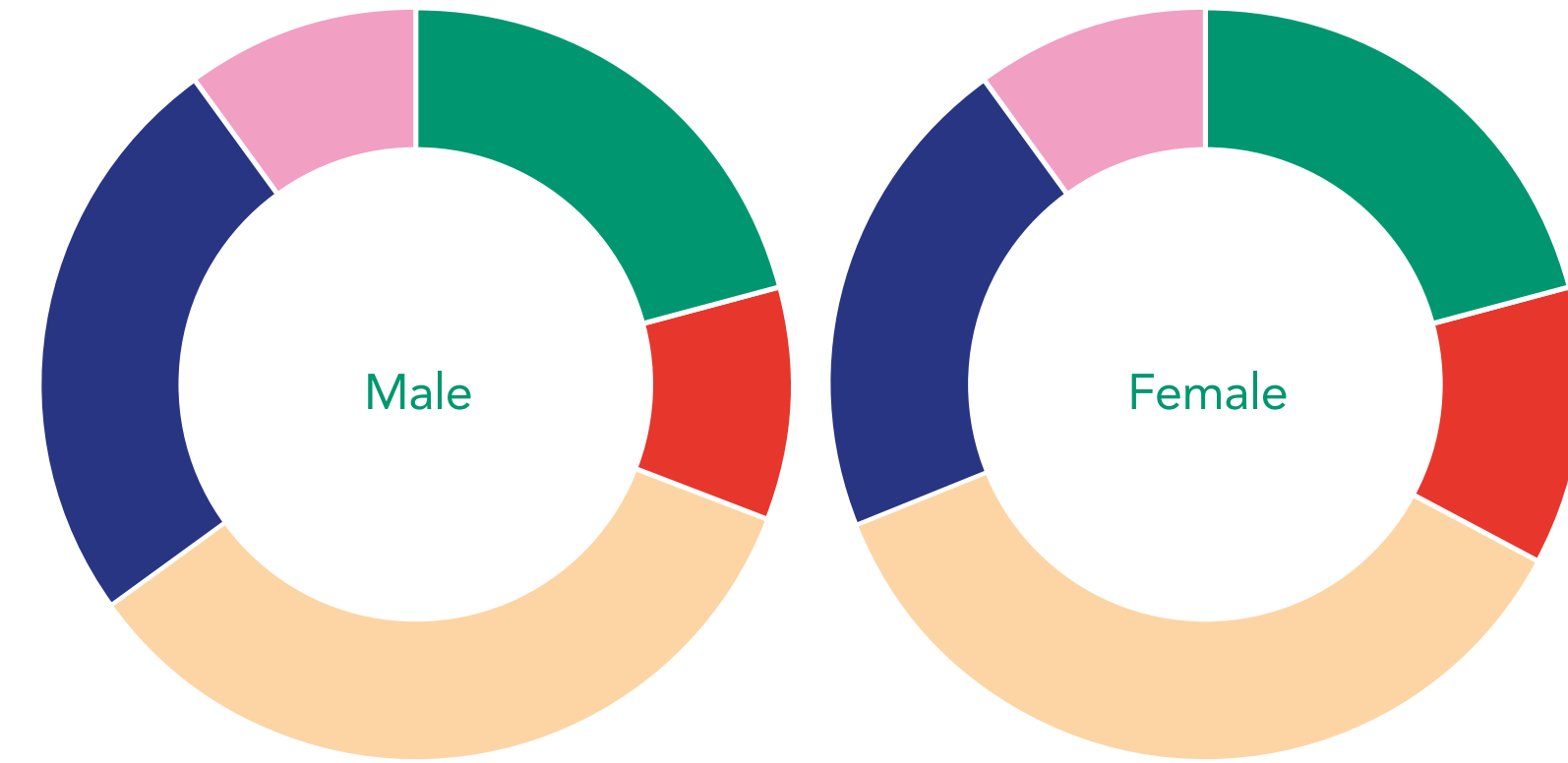
- Methodology
- Executive summary
- Practitioner demography
- Employment**
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Employment



## Seniority

Role	%
■ Intern / Trainee / Assistant / Executive	21%
■ Officer	11%
■ Manager	35%
■ Head of Communications / Associate Director	23%
■ Director/ Partner / Founder / Managing Director	10%
■ Other	1%

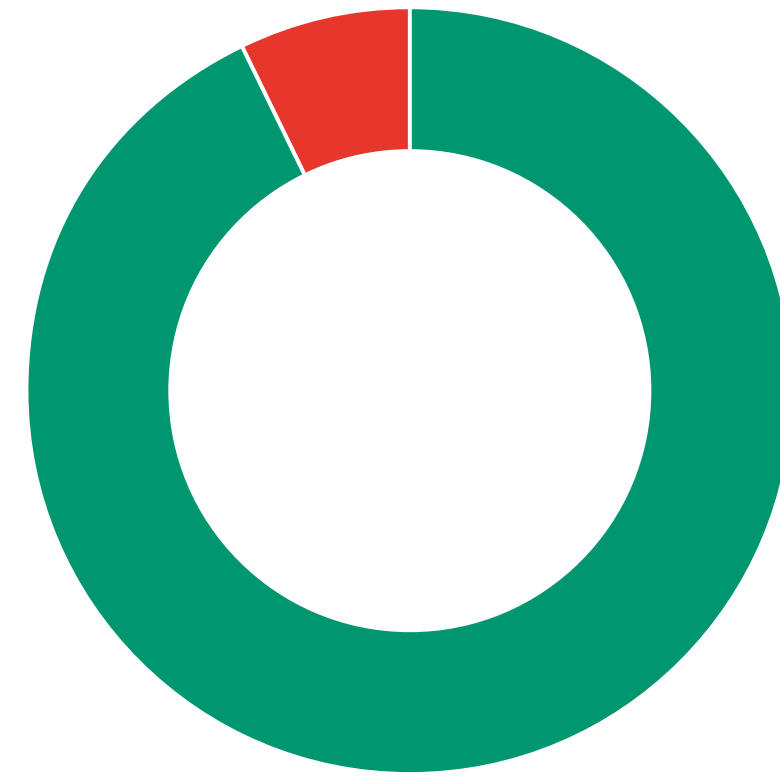


## Seniority by gender

Role	Male	Female
■ Intern / Trainee / Asst / Exec	21%	21%
■ Officer	10%	12%
■ Manager	34%	36%
■ Head of Comms / AD	25%	21%
■ Director/ Partner / Founder / MD	10%	10%

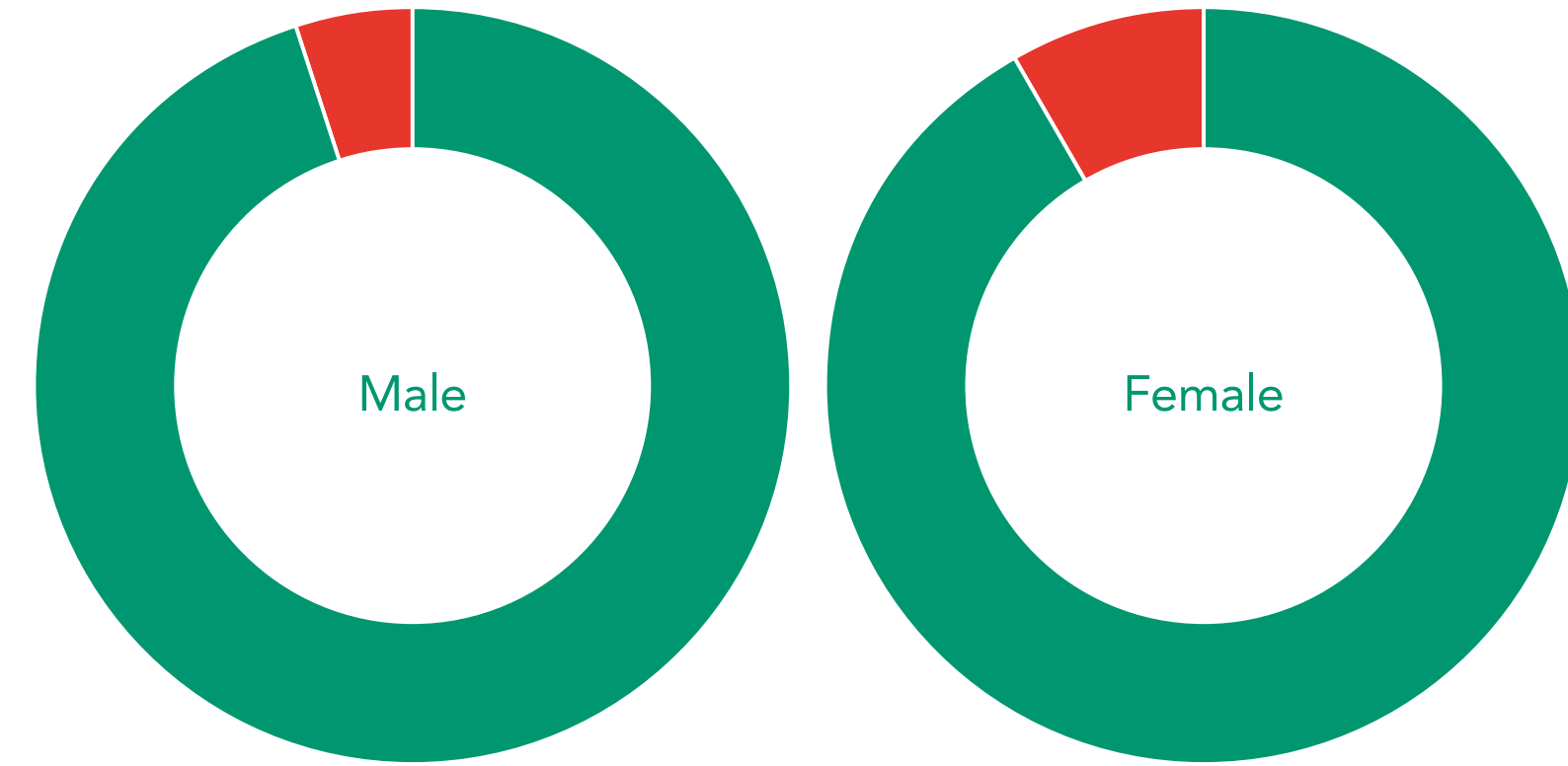
- Methodology
- Executive summary
- Practitioner demography
- Employment**
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Employment



**Hours worked per week**

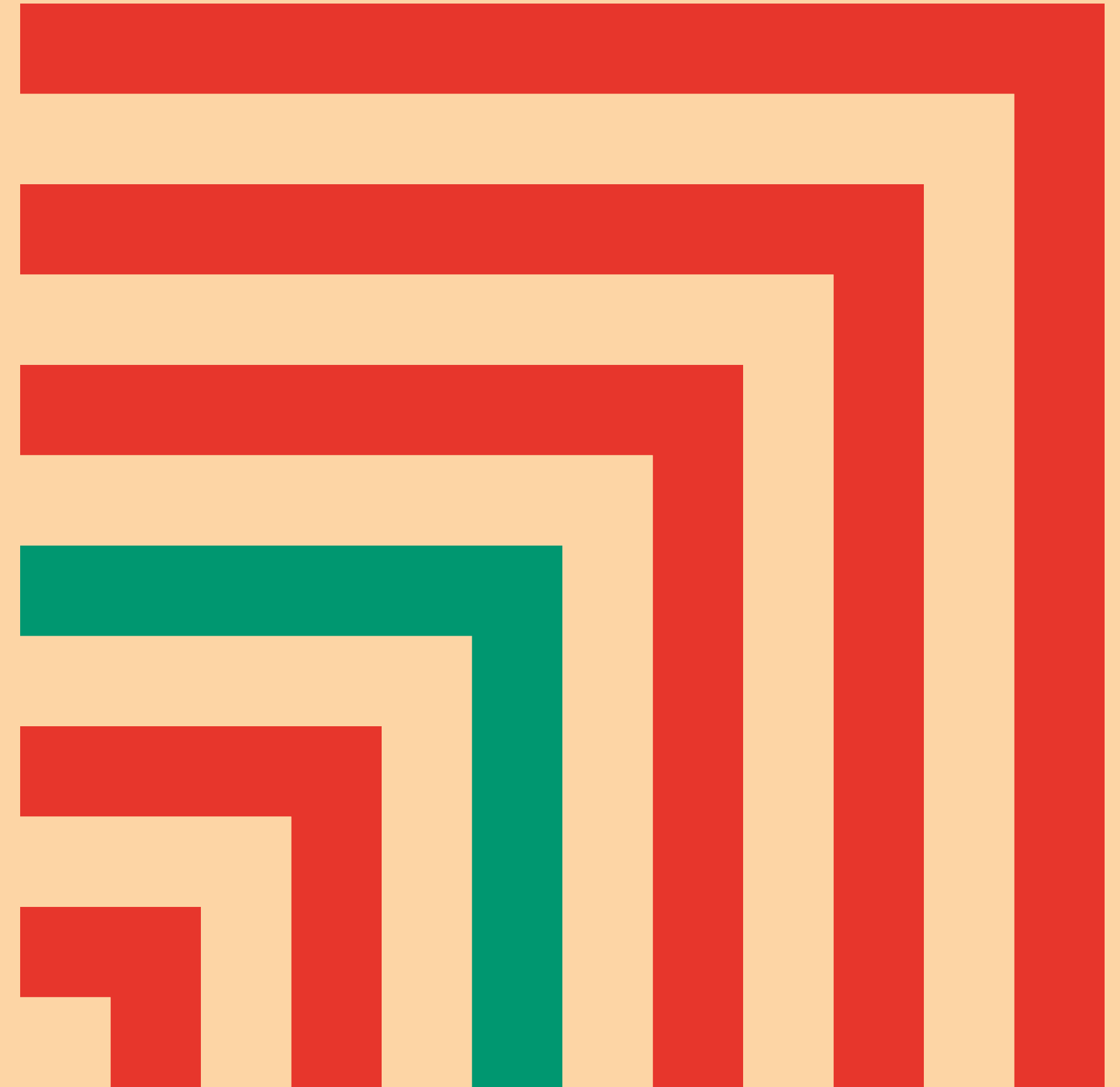
Response	%
■ Full time (30+ hours)	93%
■ Part time (less than 30 hours)	7%



**Hours worked by gender**

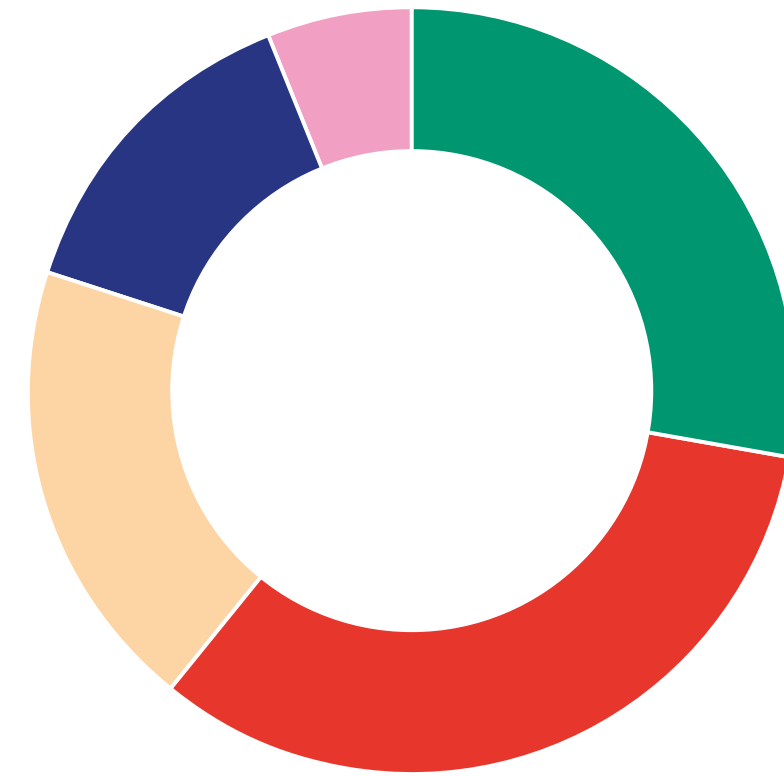
Response	Male	Female
■ Full time	95%	91%
■ Part time	5%	8%

# Organisation



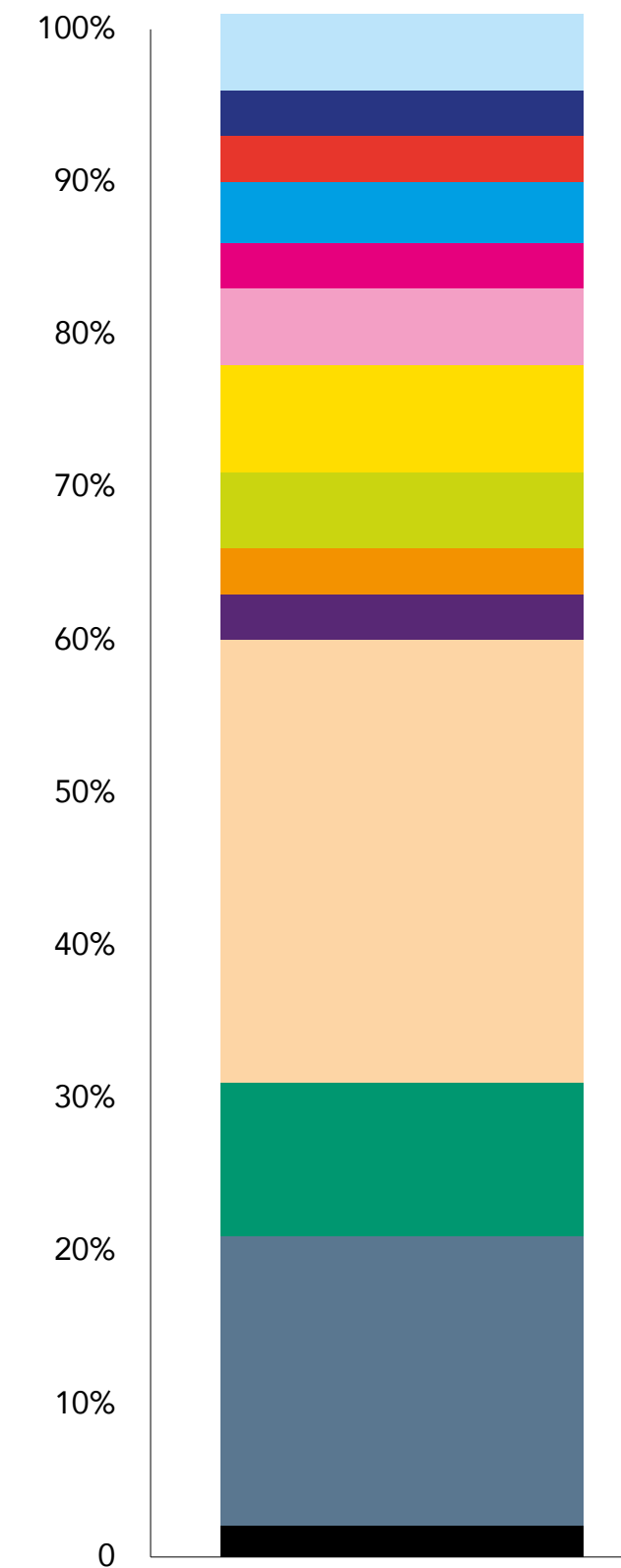
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation**
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Organisation



## Organisation type

Response	%
I work in-house in the private sector	28%
I work in-house in the public sector	33%
In-house NFP / NGO	19%
Consultancy / agency	14%
Independent practitioner	6%



## Region

Region	%
Channel Islands	2%
East of England	19%
East Midlands	10%
London	29%
North East	3%
Northern Ireland	3%
North West	5%
Scotland	7%
South East	5%
South West	3%
Wales	4%
West Midlands	3%
Yorkshire and the Humber	3%
Outside of the UK	5%



Methodology

Executive summary

Practitioner demography

Employment

**Organisation**

Working patterns

Training and development – personal

Recruitment

Income

Reputation of PR in-house

Consultancy/agency fees

PR activities

Challenges

Artificial intelligence

About the CIPR

About Chalkstream

# Organisation

## In-house organisation sectors – Top 10

Sector	%
Health (public and private)	11%
Arts, culture, entertainment	11%
Advertising	11%
Education	9%
Computing/technology	9%
Financial, insurance services	8%
Charity/voluntary	8%
Engineering	7%
Local, central government (exc social work)	7%
Marketing, market research	7%

## Consultancy/agency client sectors – Top 10

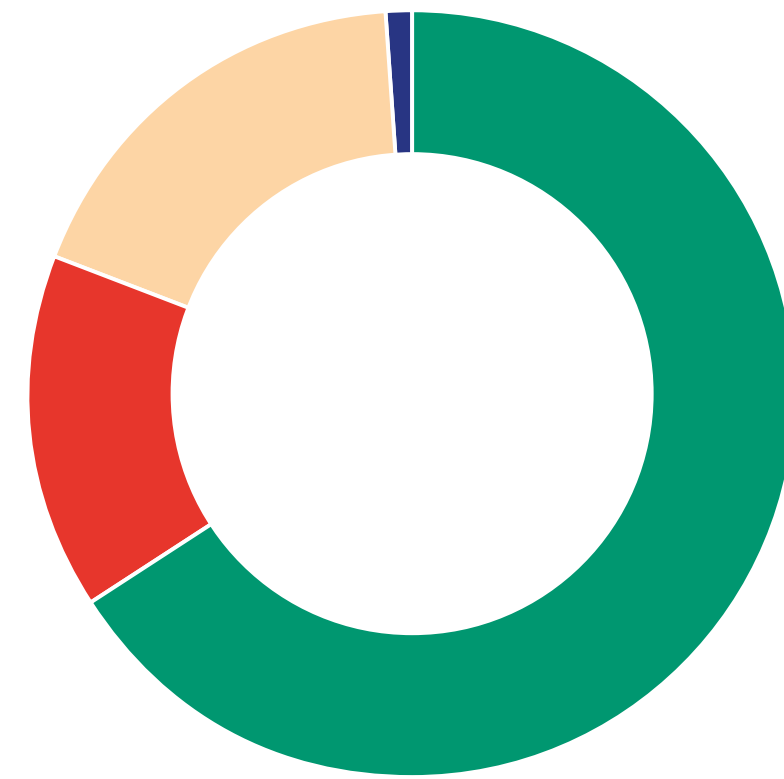
Sector	%
Financial, insurance services	24%
Charity/voluntary	24%
Health (public and private)	22%
Education	19%
Construction	18%
Computing/technology	17%
Arts, culture, entertainment	16%
Law, accountancy, management consultancy	16%
Engineering	15%
Hotels, catering, food services	15%

# Working patterns



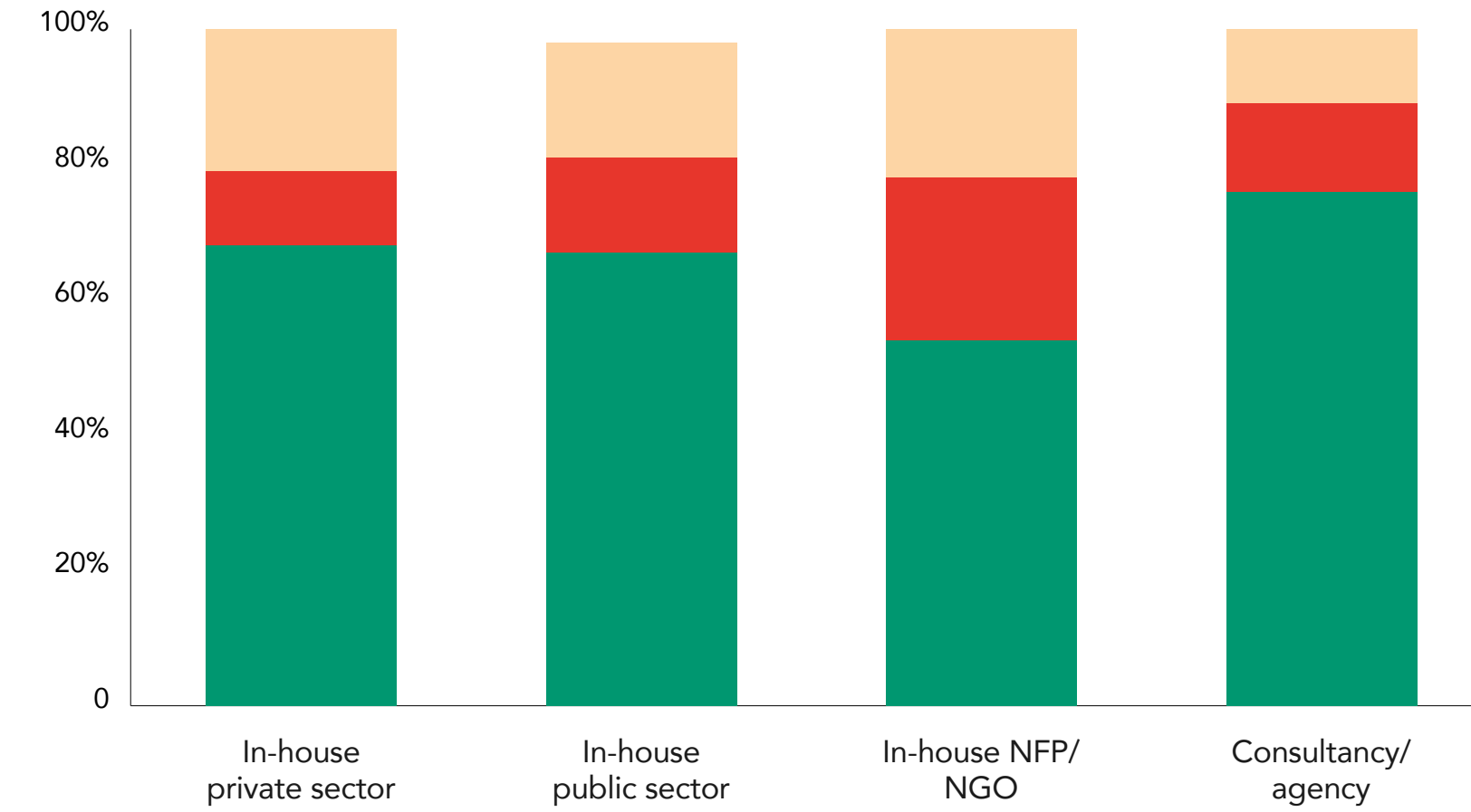
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns**
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Working patterns



## Mode of work

Mode	%
Hybrid – a mix of onsite and remote working	66%
Fully remote	15%
Fully onsite	18%
Don't know	1%

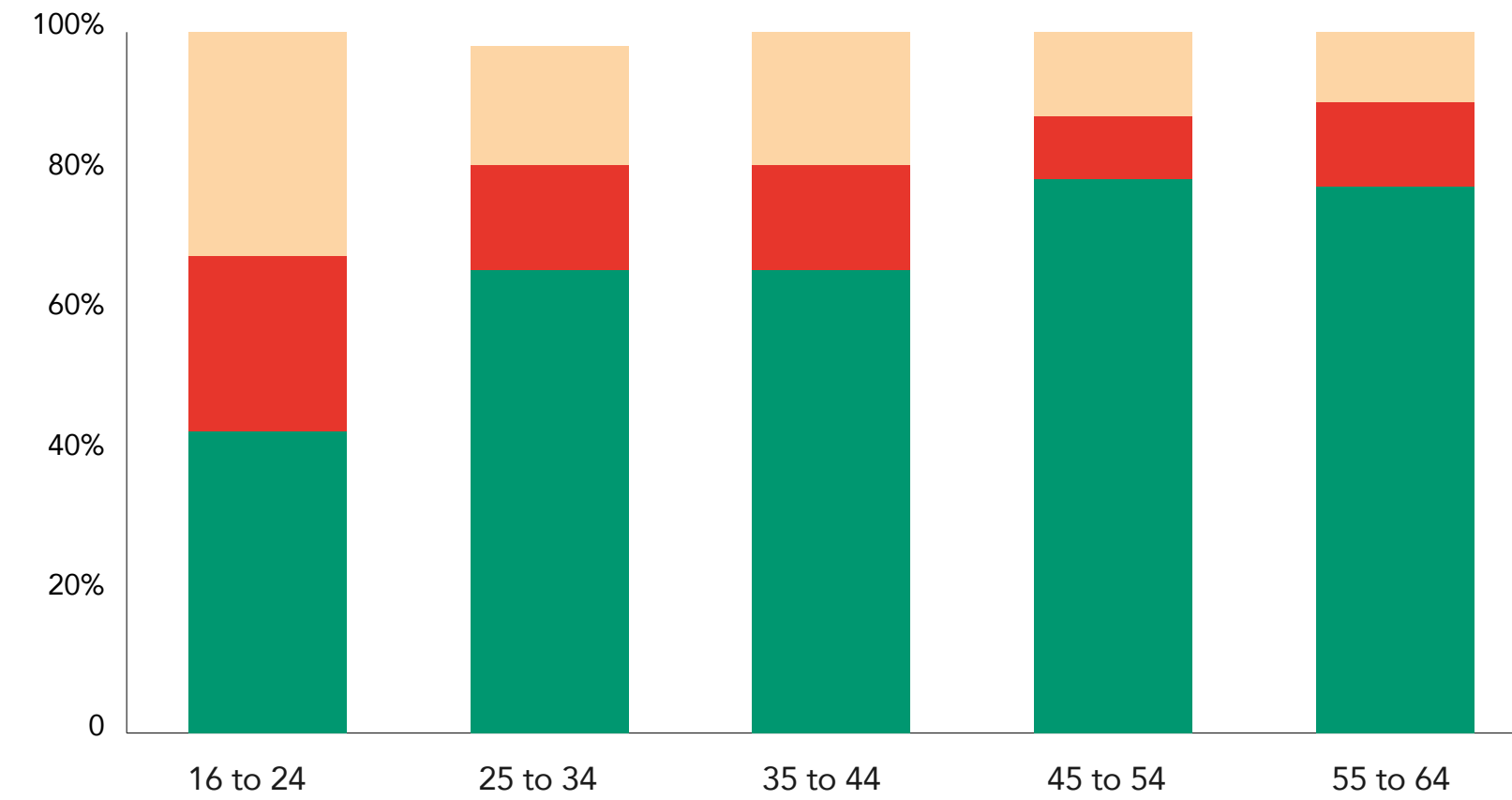


## Mode of work – organisation type

Mode	In-house private sector	In-house public sector	In-house NFP/NGO	Consultancy/agency
Hybrid – a mix of onsite and remote working	68%	67%	54%	76%
Fully remote	11%	14%	24%	13%
Fully onsite	21%	17%	22%	11%

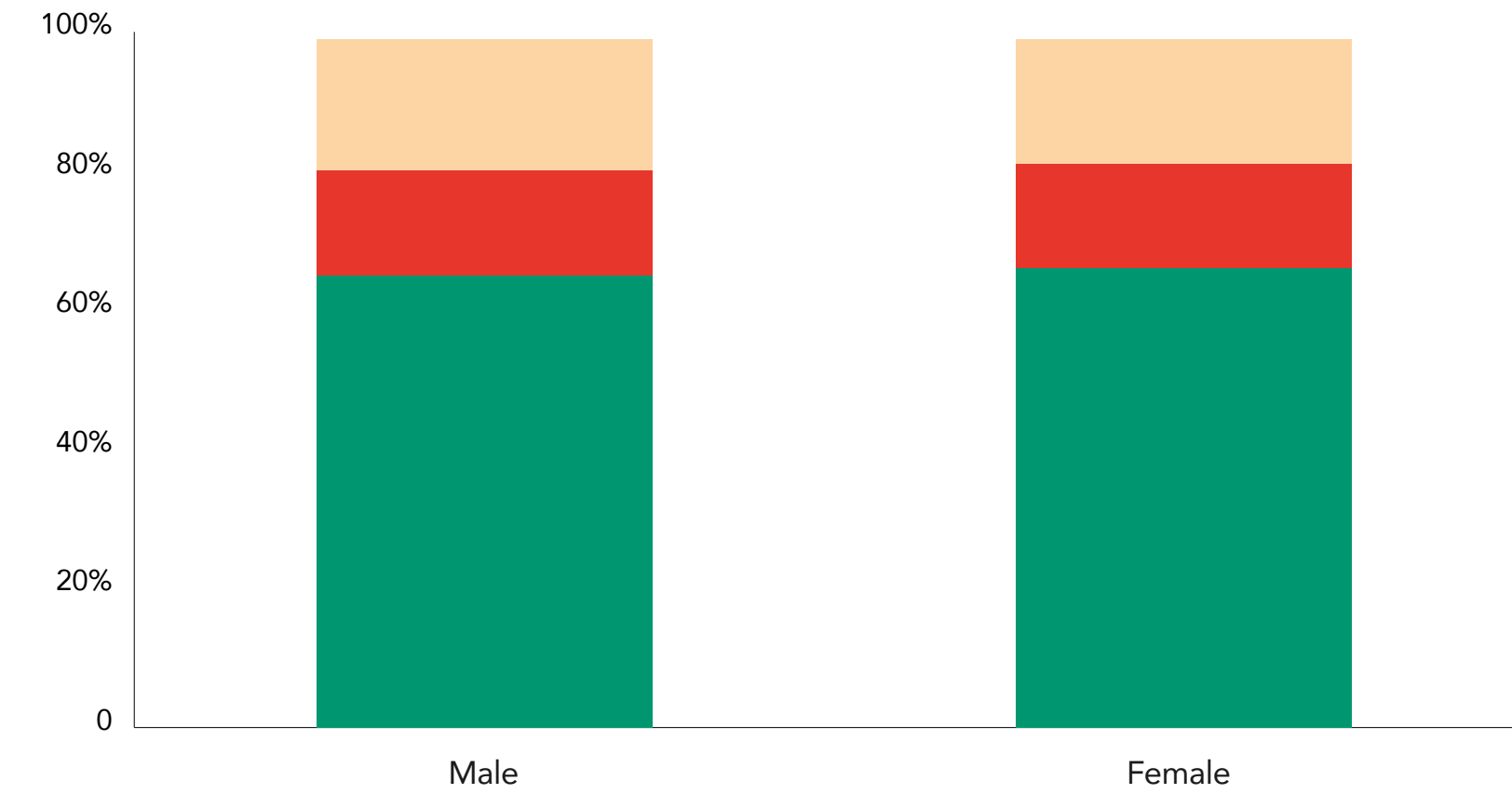
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns**
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Working patterns



**Mode of work – age group**

Mode	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
Hybrid – a mix of onsite and remote working	43%	66%	66%	79%	78%
Fully remote	25%	15%	15%	9%	12%
Fully onsite	32%	17%	19%	12%	10%

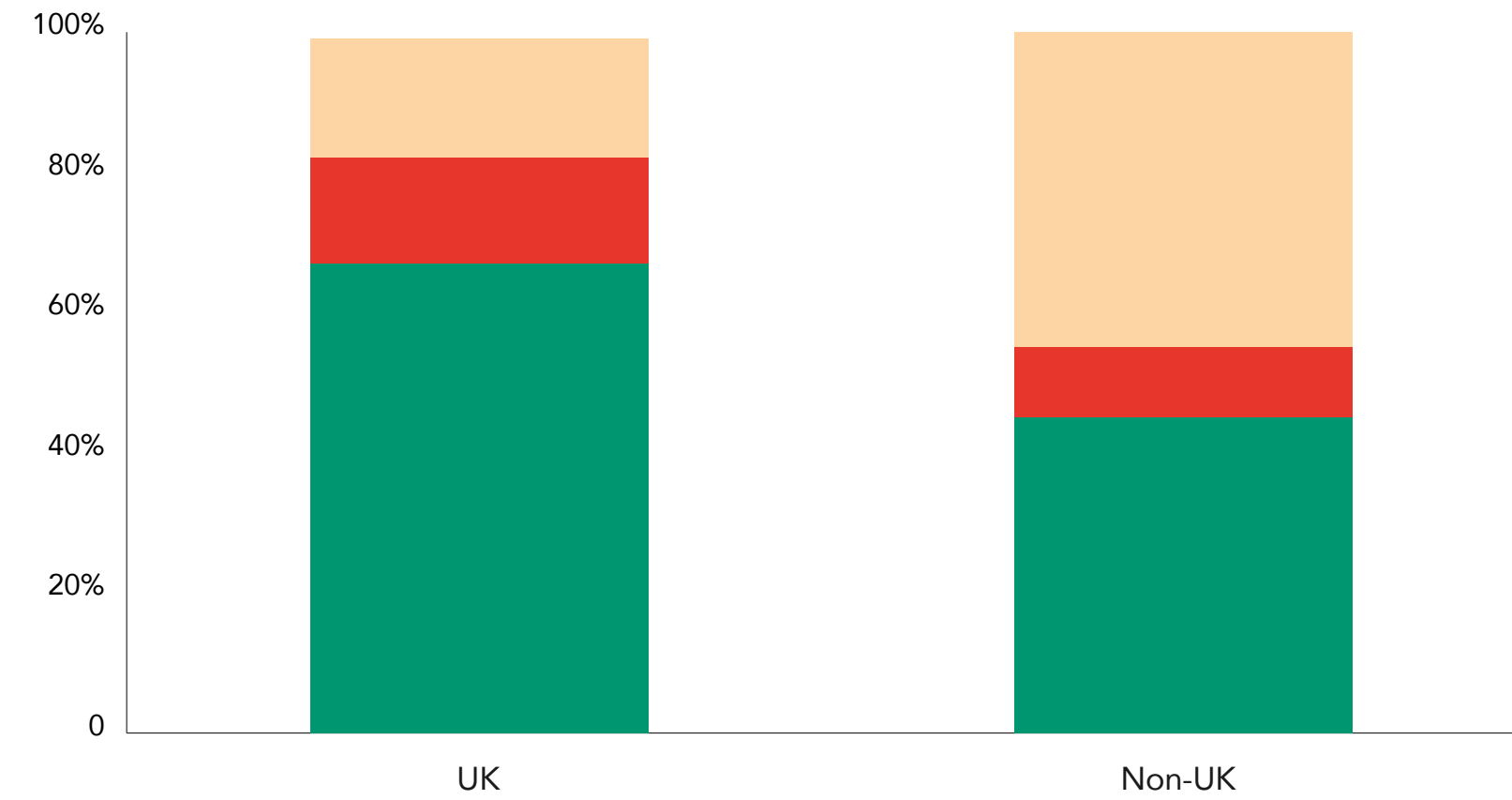


**Mode of work – gender**

Mode	Male	Female
Hybrid – a mix of onsite and remote working	65%	66%
Fully remote	15%	15%
Fully onsite	19%	18%

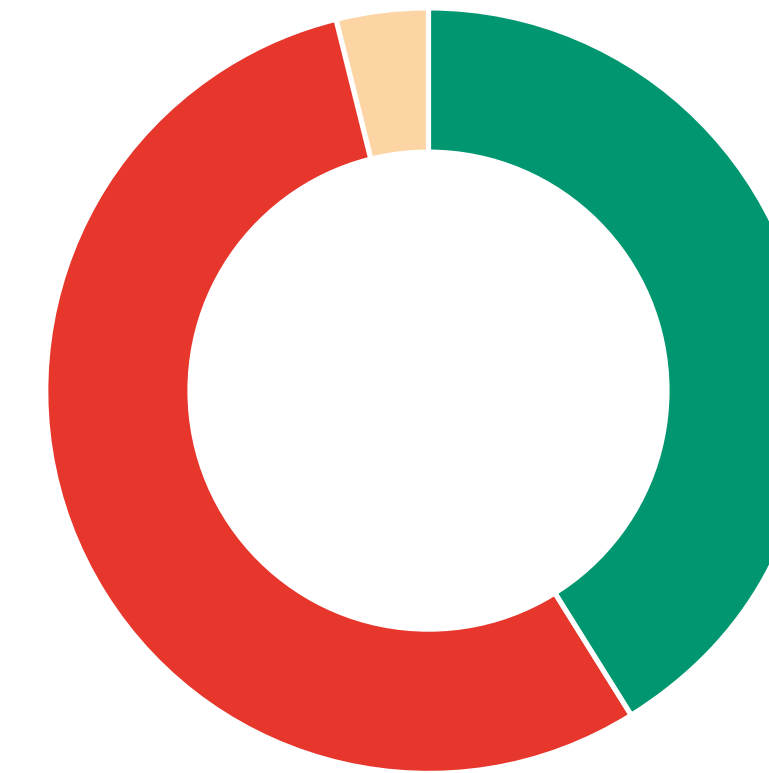
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns**
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Working patterns



## Mode of work – location

Mode	UK	Non-UK
Hybrid – a mix of onsite and remote working	67%	45%
Fully remote	15%	10%
Fully onsite	17%	45%

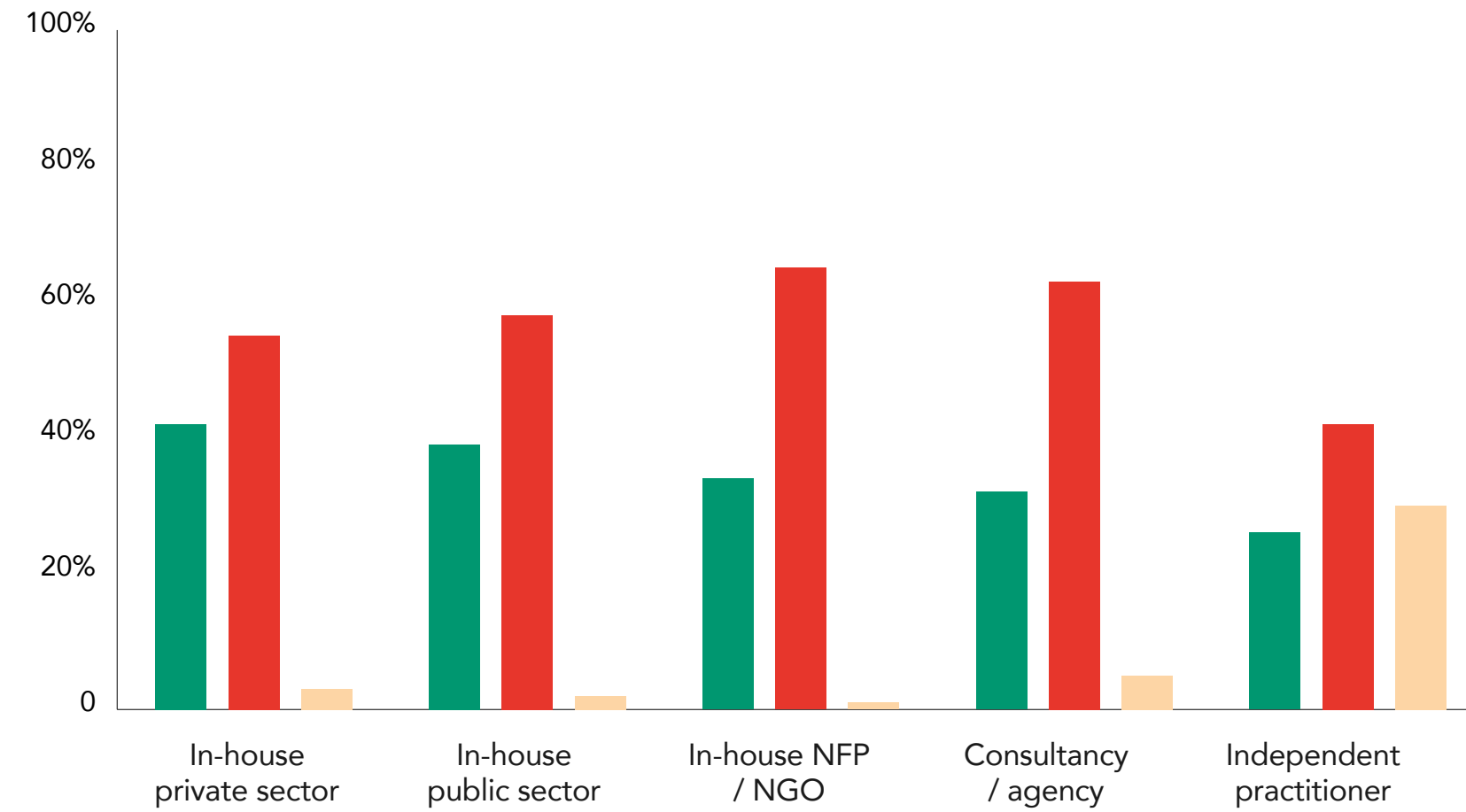


## Working hours over past 12 months

Response	%
Increased	37%
Remained stable	58%
Reduced	4%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns**
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Working patterns

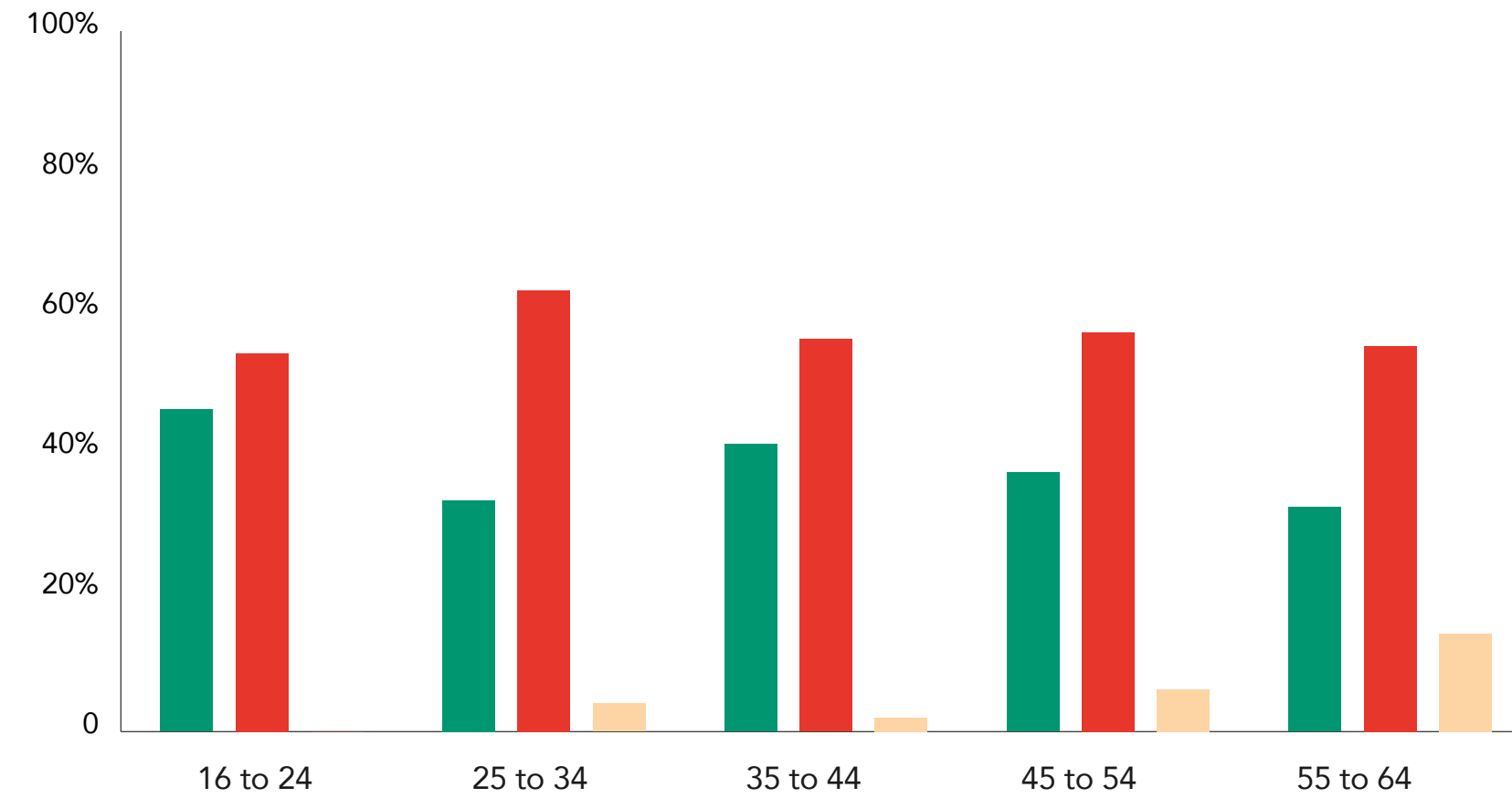


**Working hours over past 12 months – organisation type**

Response	In-house private sector	In-house public sector	In-house NFP / NGO	Consultancy / agency	Independent practitioner
Increased	42%	39%	34%	32%	26%
Remained stable	55%	58%	65%	63%	42%
Reduced	3%	2%	1%	5%	30%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns**
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Working patterns

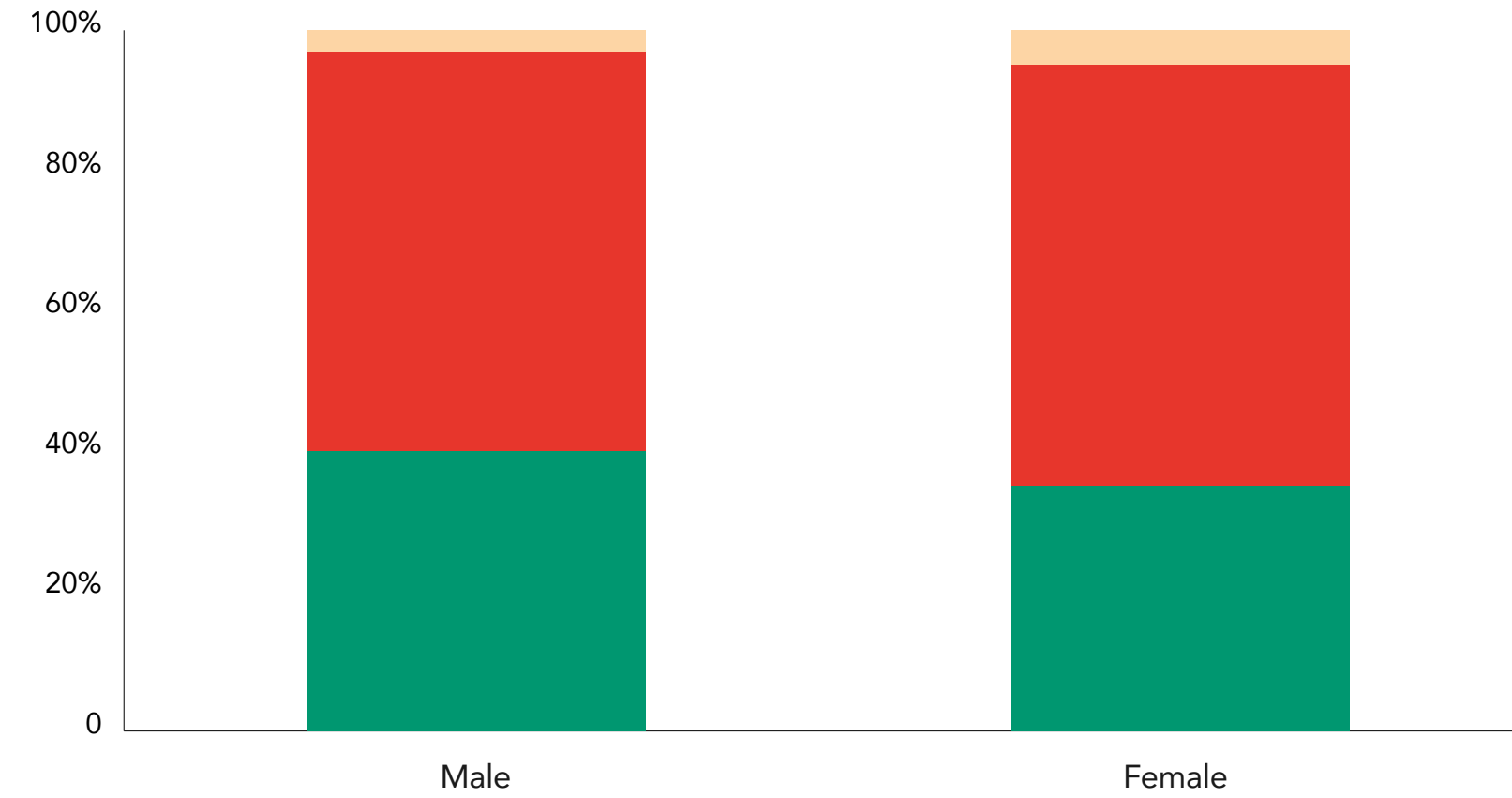


## Working hours over past 12 months – age group

Response	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
■ Increased	46%	33%	41%	37%	32%
■ Remained stable	54%	63%	56%	57%	55%
■ Reduced	0%	4%	2%	6%	14%

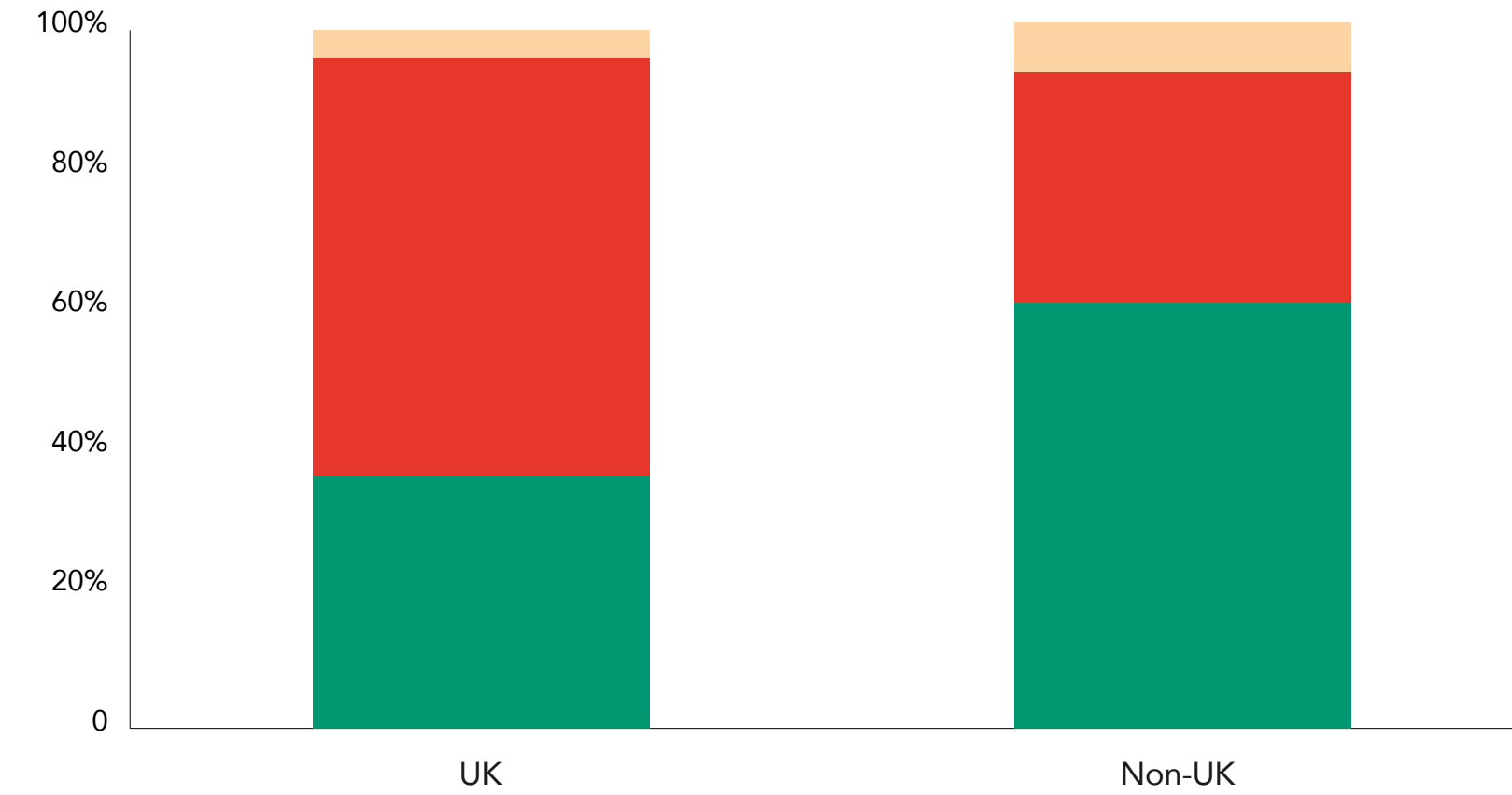
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns**
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Working patterns



**Working hours over past 12 months – gender**

Response	Male	Female
Increased	40%	35%
Remained stable	57%	60%
Reduced	3%	5%



**Working hours over past 12 months – location**

Response	UK	Non-UK
Increased	36%	61%
Remained stable	60%	33%
Reduced	4%	7%



# Training and development - personal



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal



**Received any job related training or development in the past 12 months**

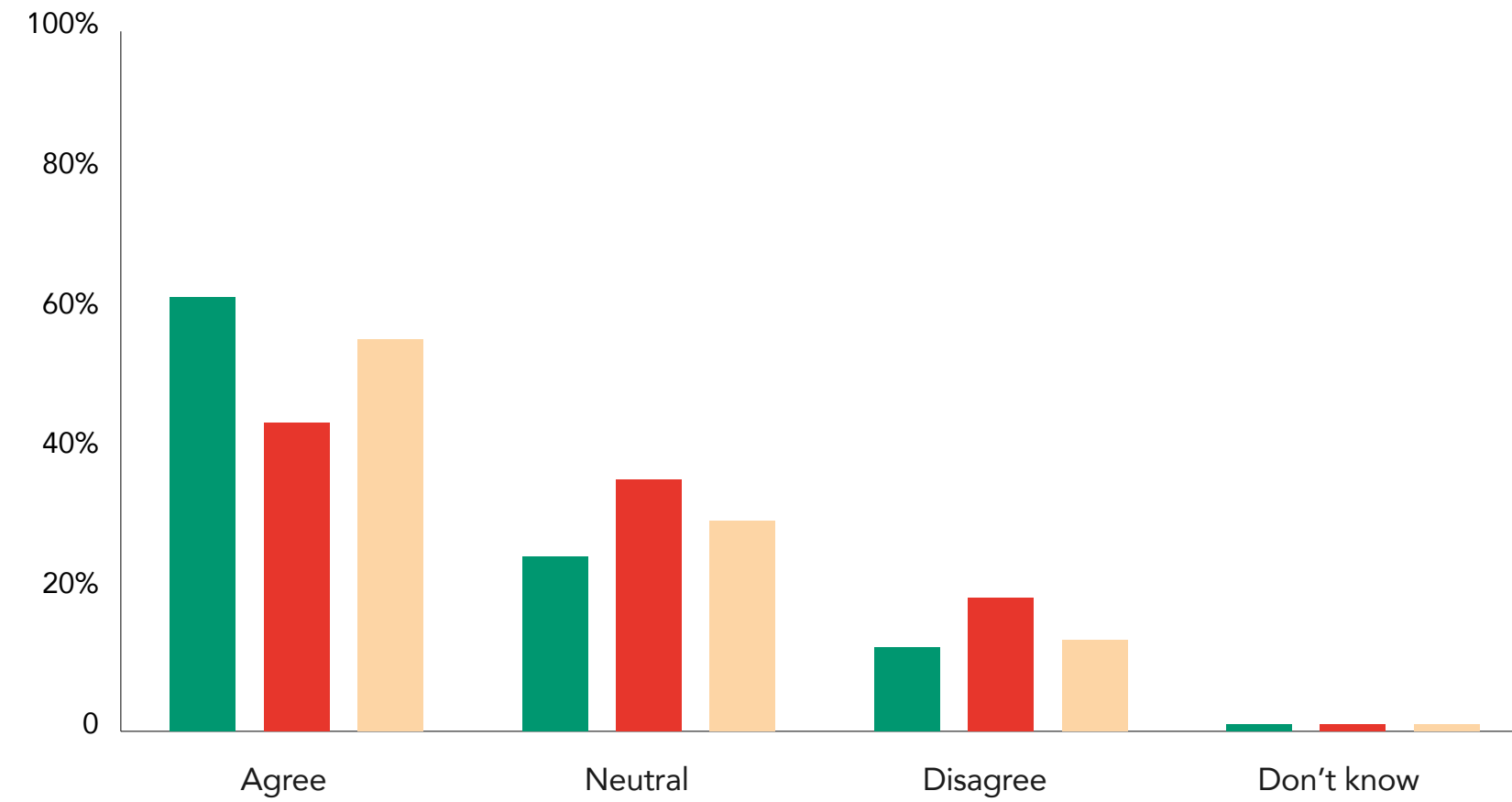
Response	%
Yes	77%
No	22%
Don't know	1%

## Topics on which training received – Top 10

Topic	%
Artificial intelligence (AI)	32%
Advertising, marketing, branding	29%
Digital PR, social media	29%
Equality, diversity, inclusion (EDI)	20%
Personal development (resilience, creativity, influencing etc)	19%
Community/stakeholder management	19%
Budgeting, financial management (specifically)	18%
Management, leadership	18%
Planning, strategy, campaigns	18%
Audio visual media	16%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal

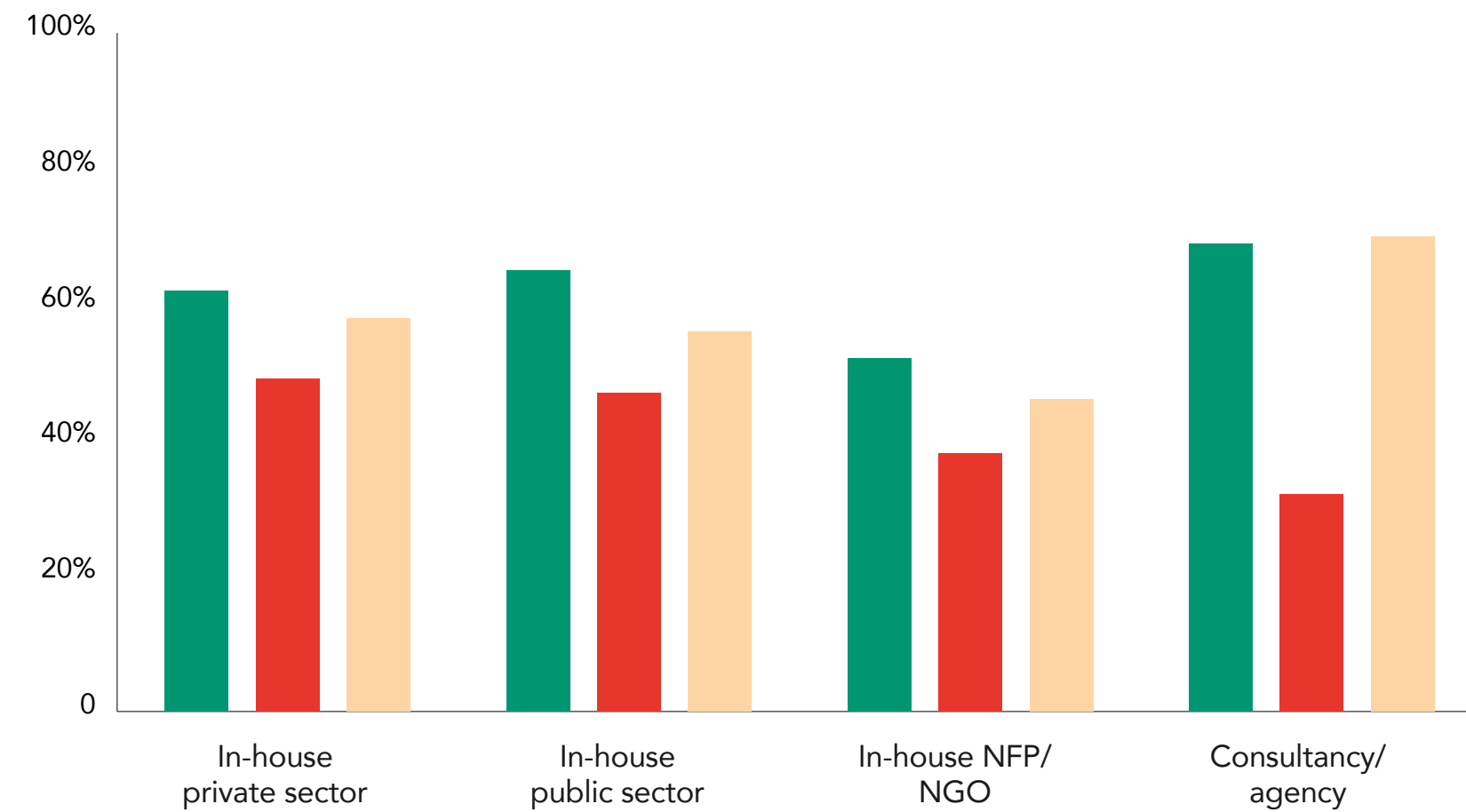


## How training needs are determined

Training needs in my organisation are determined by...	Agree	Neutral	Disagree	Don't know
■ A review and/or appraisal system	62%	25%	12%	1%
■ Short-term business demands	44%	36%	19%	1%
■ Long-term planning	56%	30%	13%	1%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal

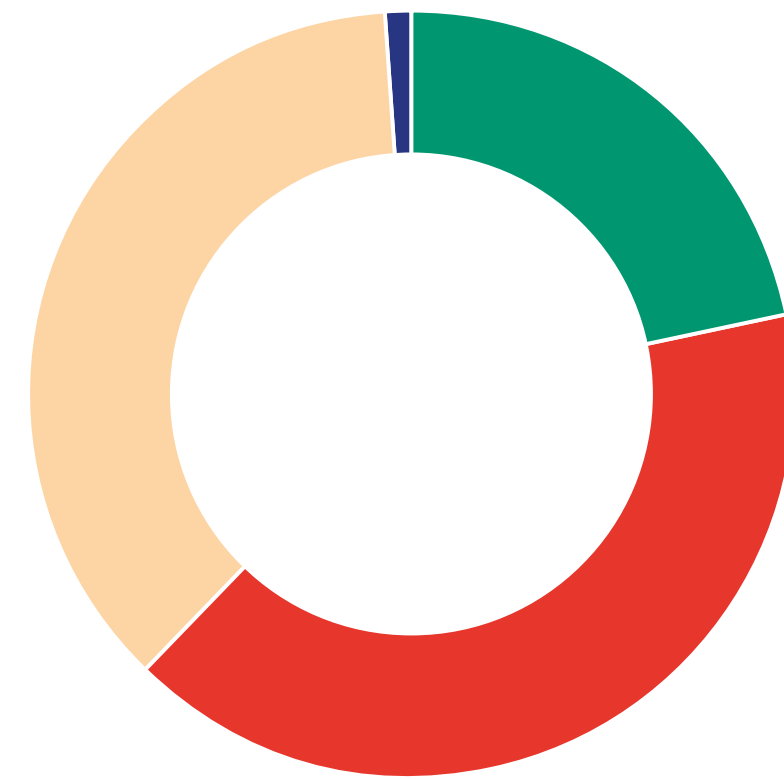


**How training needs are determined - organisation type (% agree)**

Training needs in my organisation are determined by...	In-house private sector	In-house public sector	In-house NFP/NGO	Consultancy/ agency
■ A review and/or appraisal system	62%	65%	52%	69%
■ Short-term business demands	49%	47%	38%	32%
■ Long-term planning	58%	56%	46%	70%

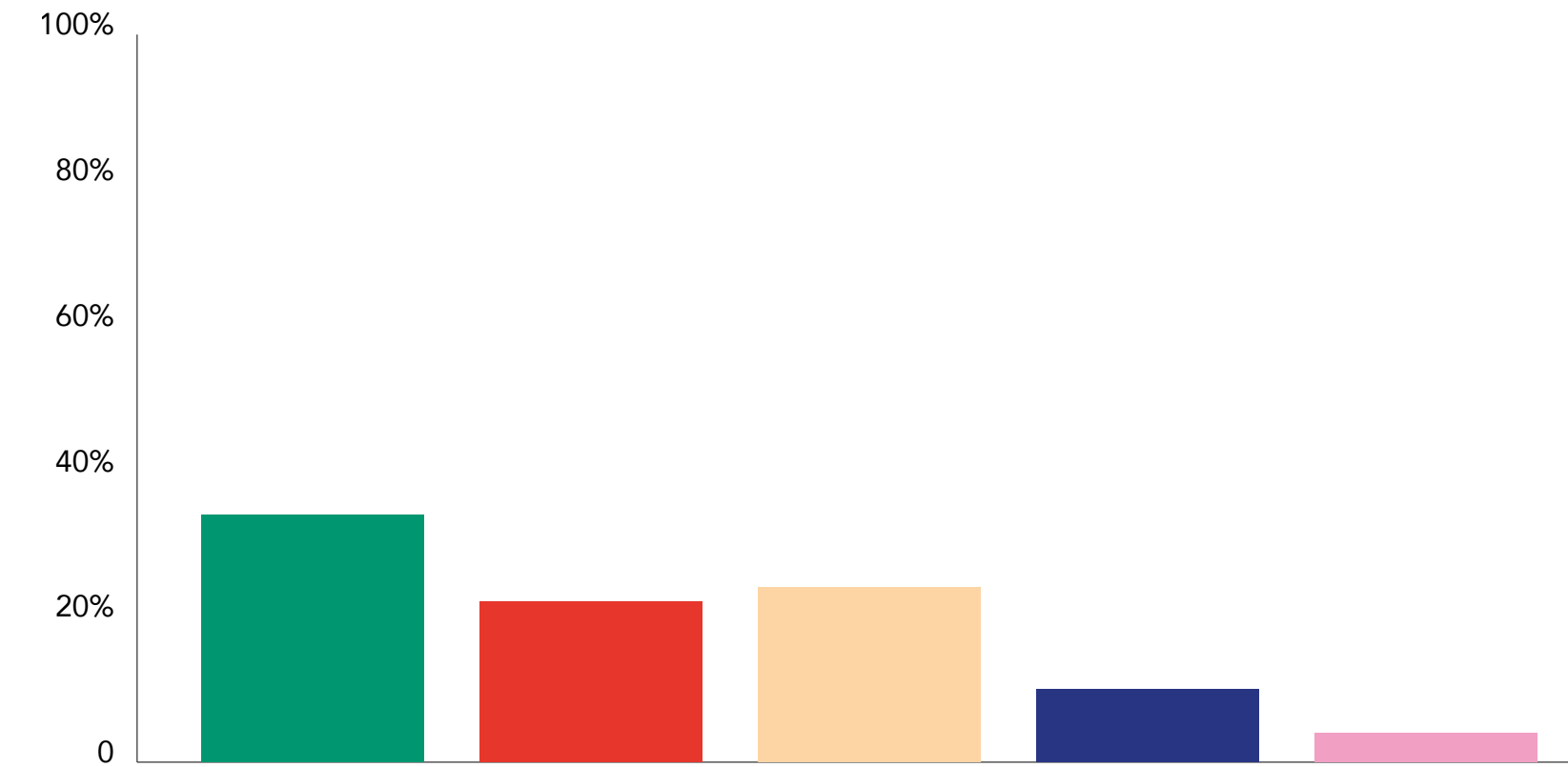
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal



## Training choices

Response	%
My training is chosen for me	22%
I choose what training I need	41%
My training needs are agreed in discussion with my manager and / or others	37%
Don't know / Not applicable	1%

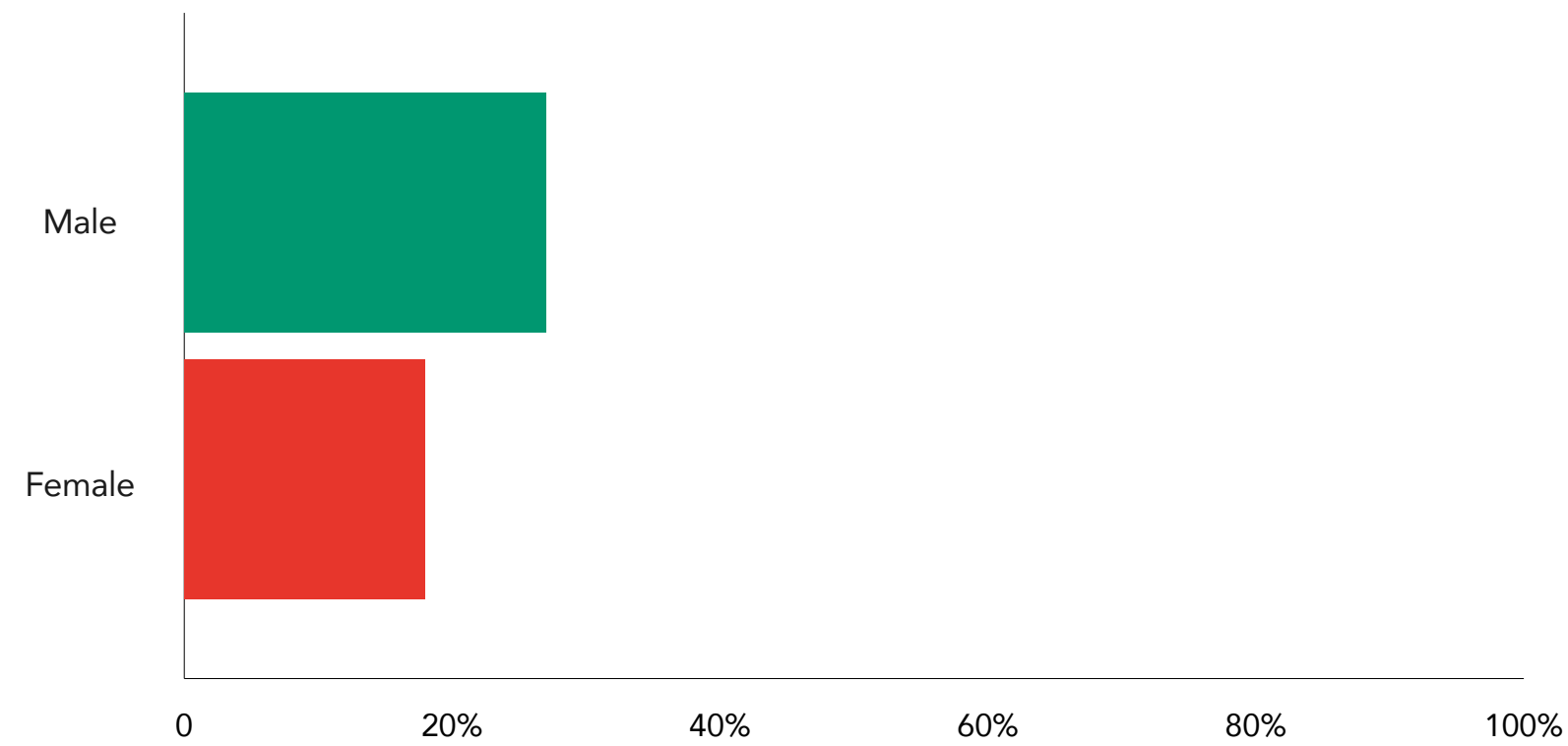


## My training is chosen for me – age group

16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
34%	22%	24%	10%	4%

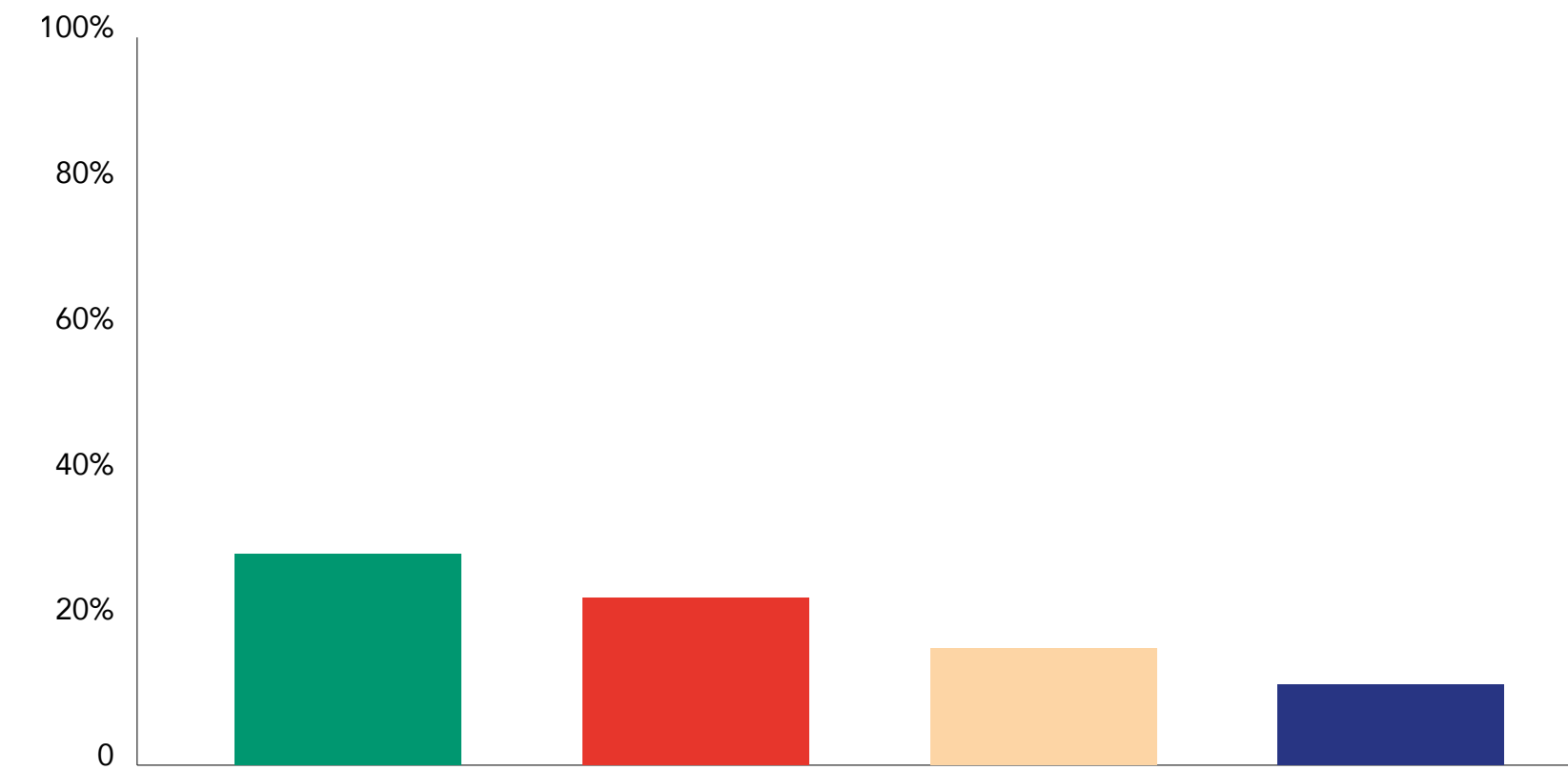
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal



**My training is chosen for me – gender**

Gender	%
Male	27%
Female	18%

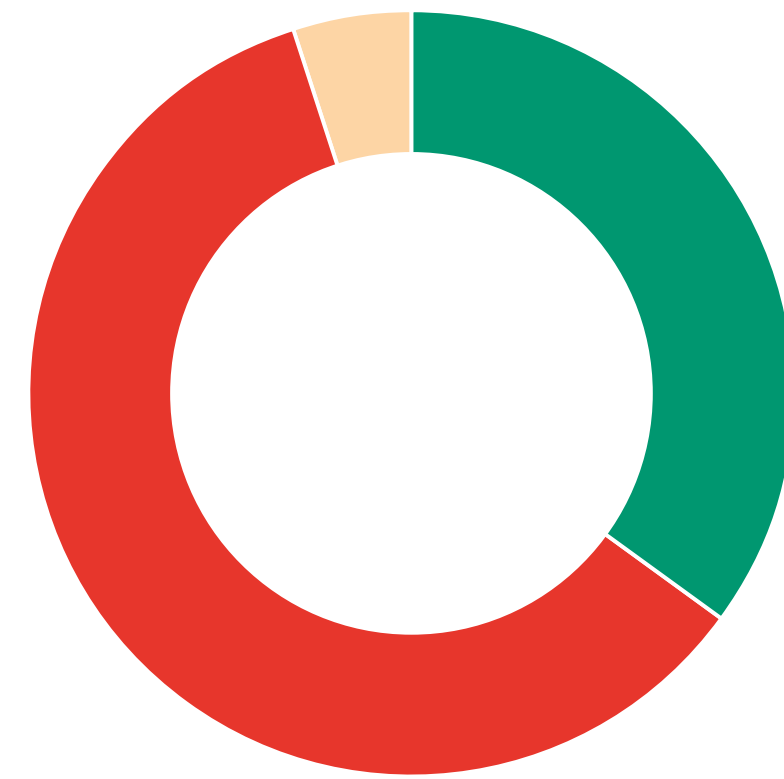


**My training is chosen for me – organisation type**

In-house private sector	In-house public sector	In-house NFP/NGO	Consultancy/agency
29%	23%	16%	11%

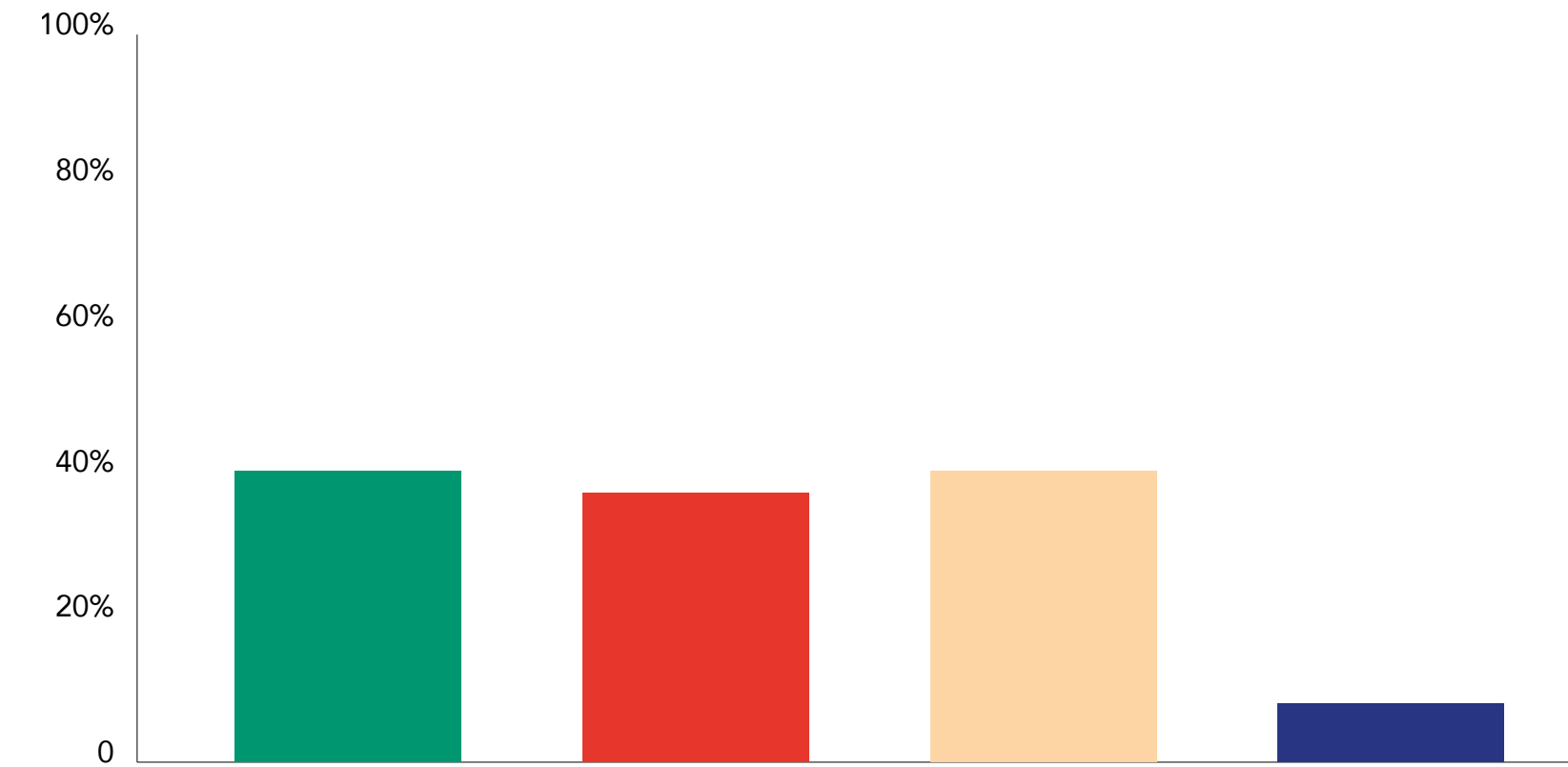
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal



**Training requests in current role turned down**

Response	%
Yes	35%
No	60%
Don't know / Not applicable	5%

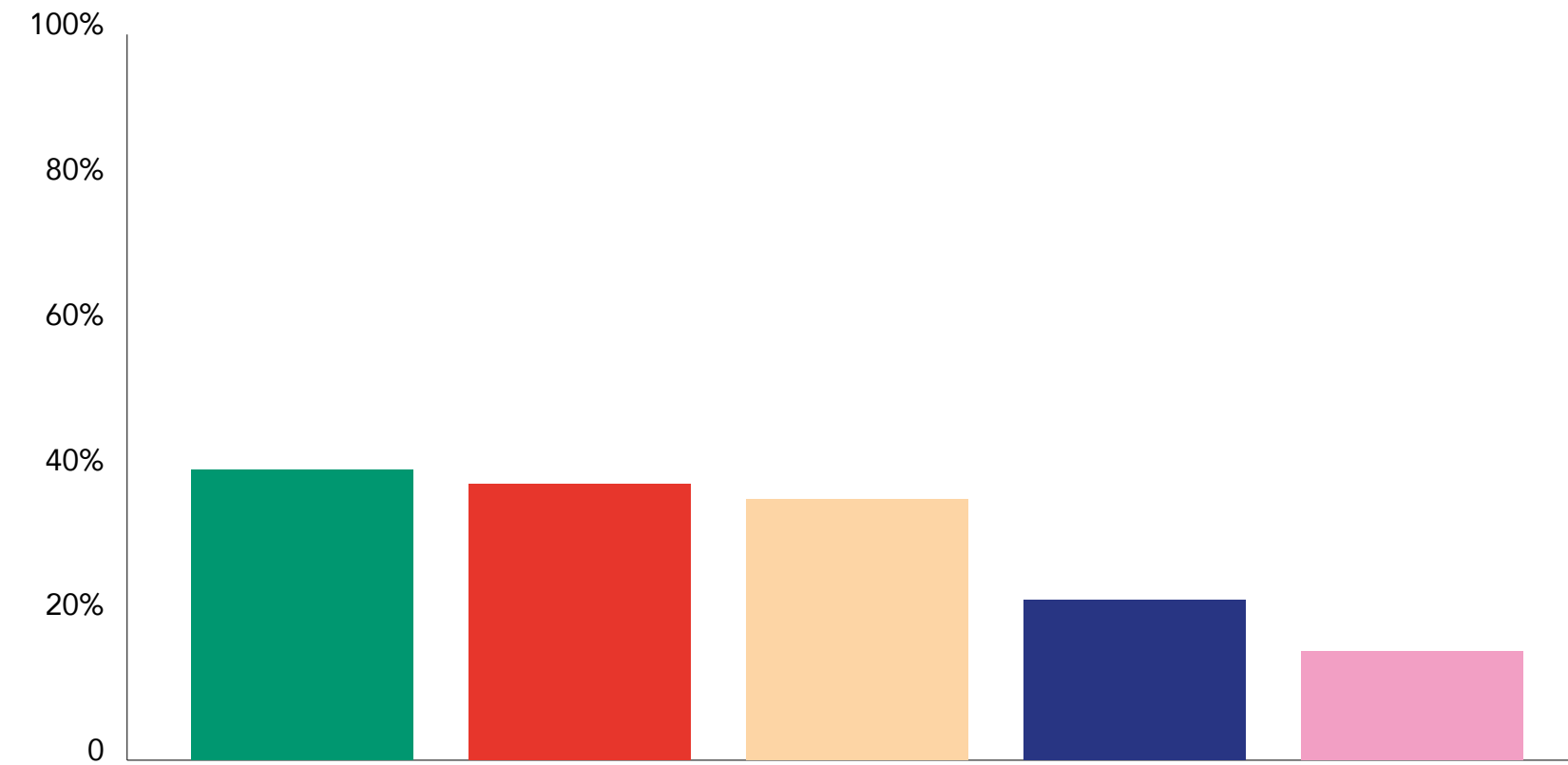


**Training requests in current role turned down – organisation type**

In-house private sector	In-house public sector	In-house NFP/NGO	Consultancy/agency
40%	37%	40%	8%

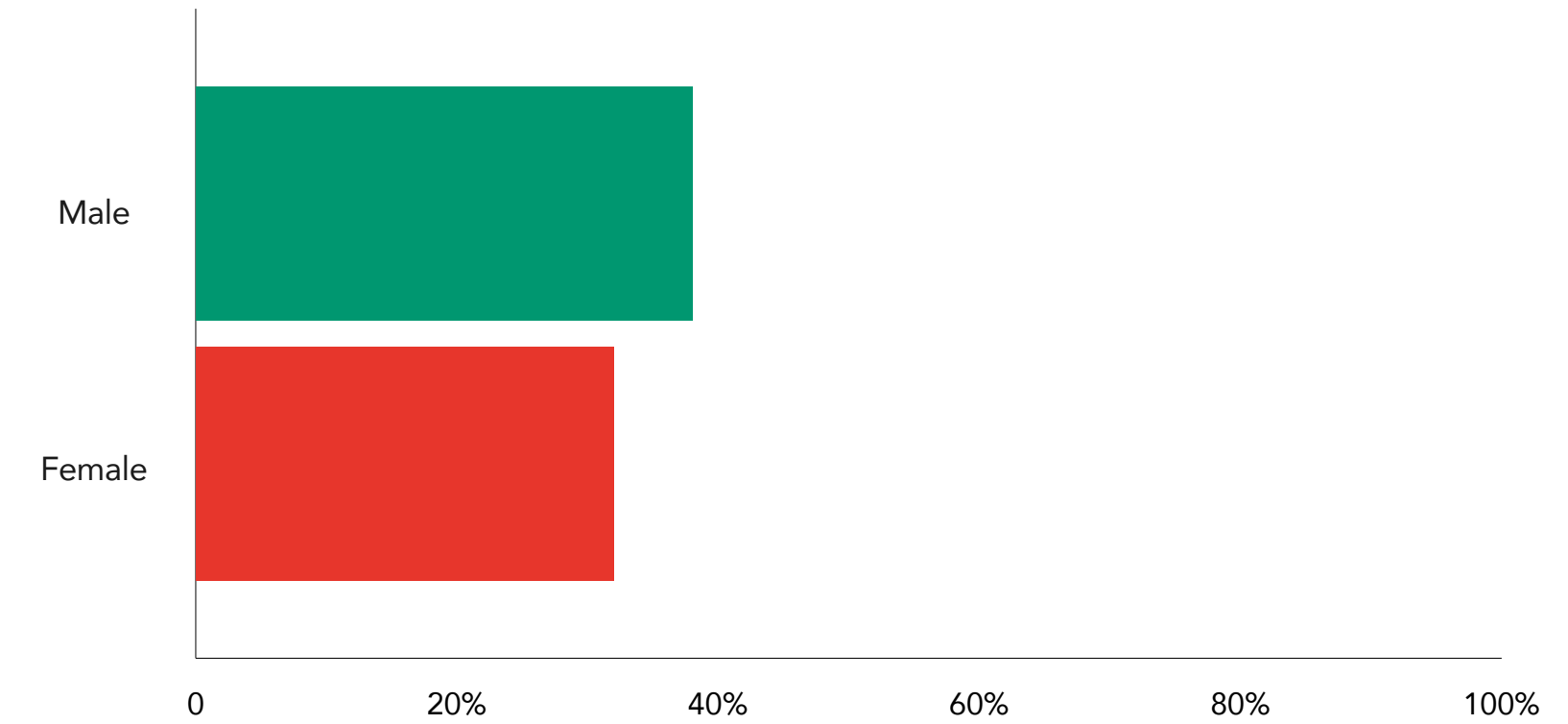
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal



**Training requests in current role turned down – age group**

Age Group	Percentage
16 to 24	40%
25 to 34	38%
35 to 44	36%
45 to 54	22%
55 to 64	15%



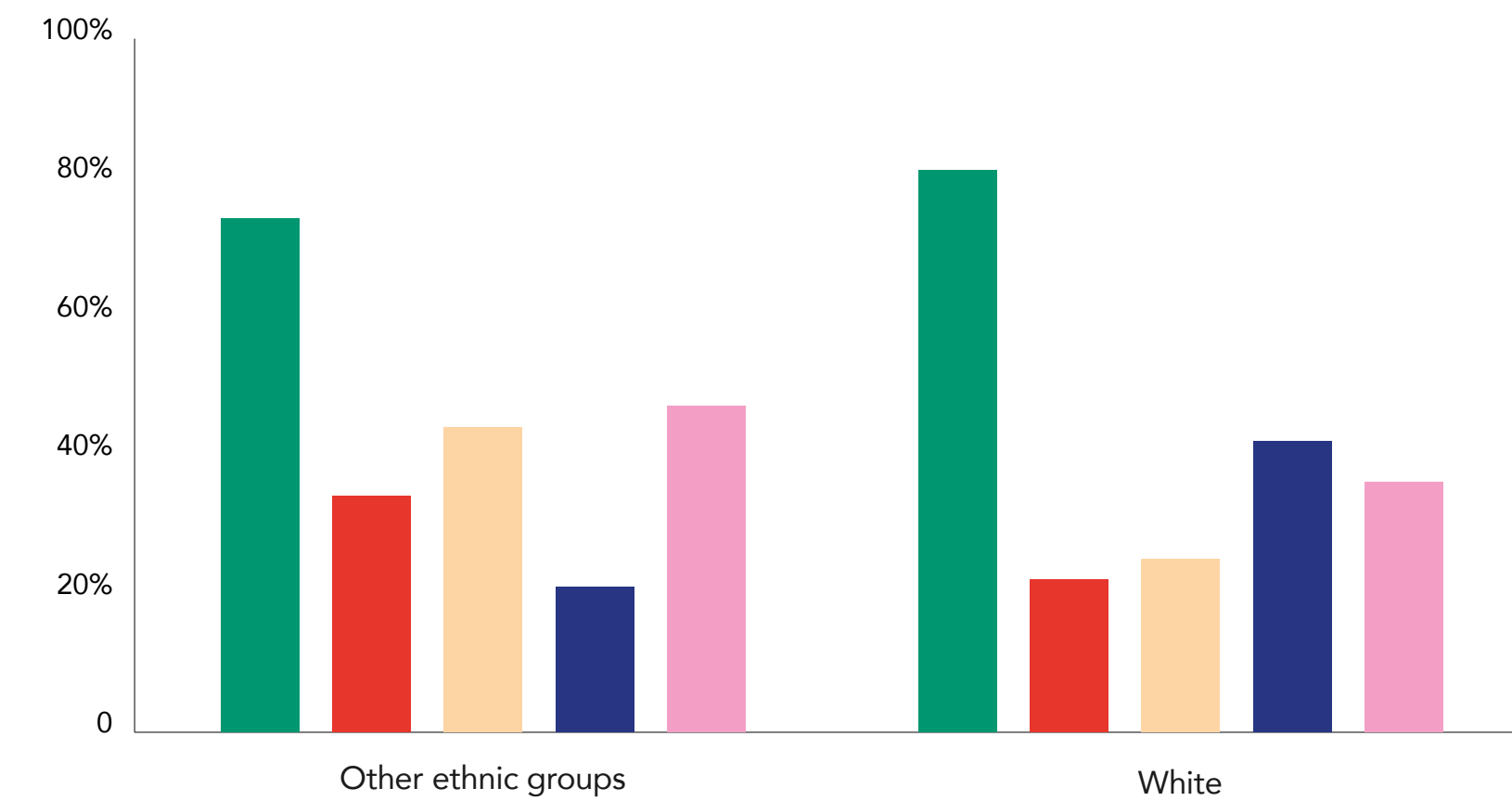
**Training requests in current role turned down – gender**

Gender	%
Male	38%
Female	32%



# Training and development - personal

Further analysis of the data was conducted to focus on the different experiences of white practitioners compared to practitioners from all other ethnic groups combined and female practitioners compared to male practitioners in executive, intern, assistant, officer and manager roles.

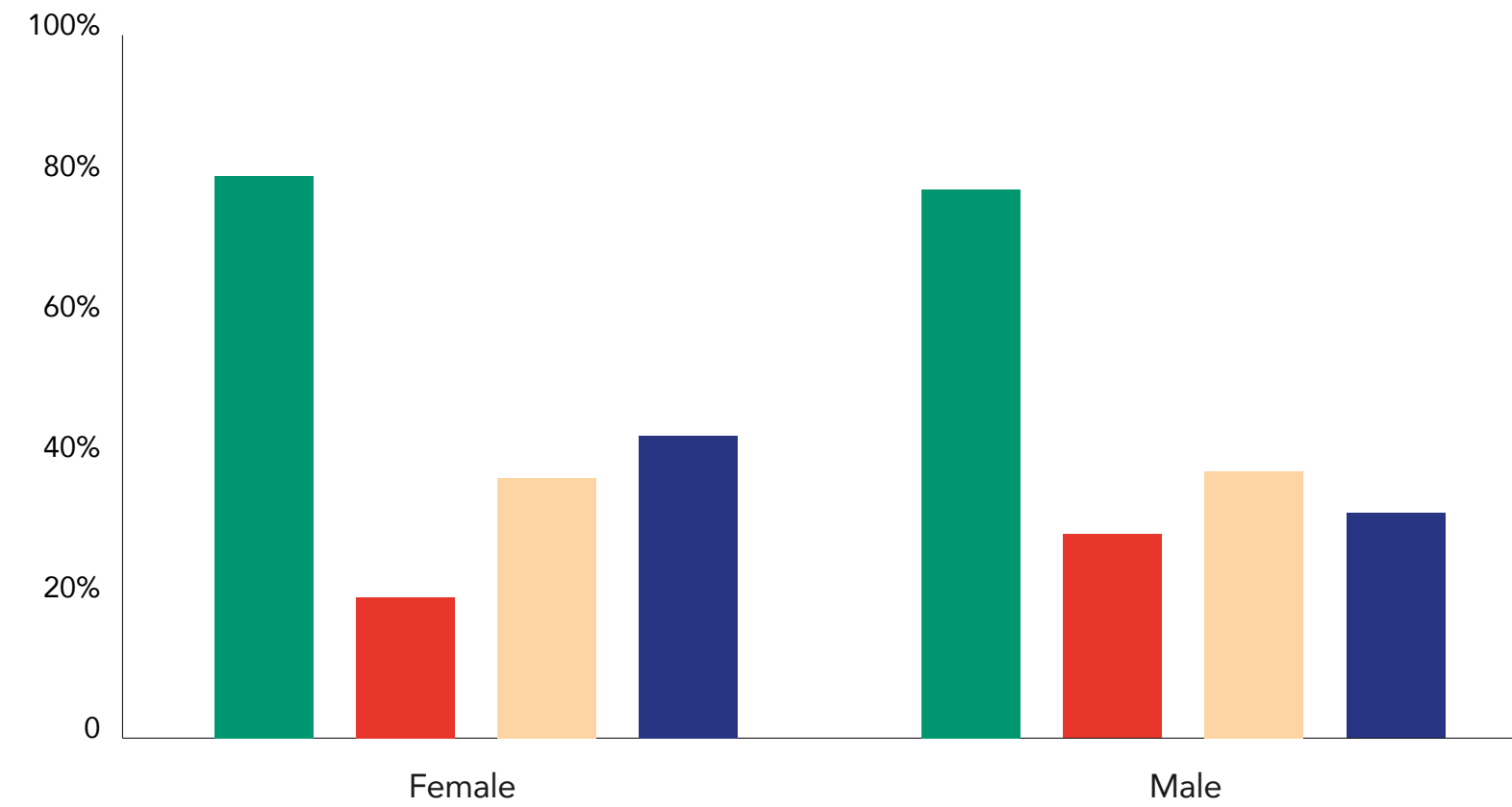


## Training experiences - ethnicity

	Other ethnic groups	White
Received job related training in the past twelve months	74%	81%
Have training in their current role chosen for them	34%	22%
Choose the training in their current role independently of others	44%	35%
Agree training needs in discussion with managers and others	21%	42%
Have requests for training in their current role turned down	47%	36%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal**
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Training and development - personal



## Training experiences - gender

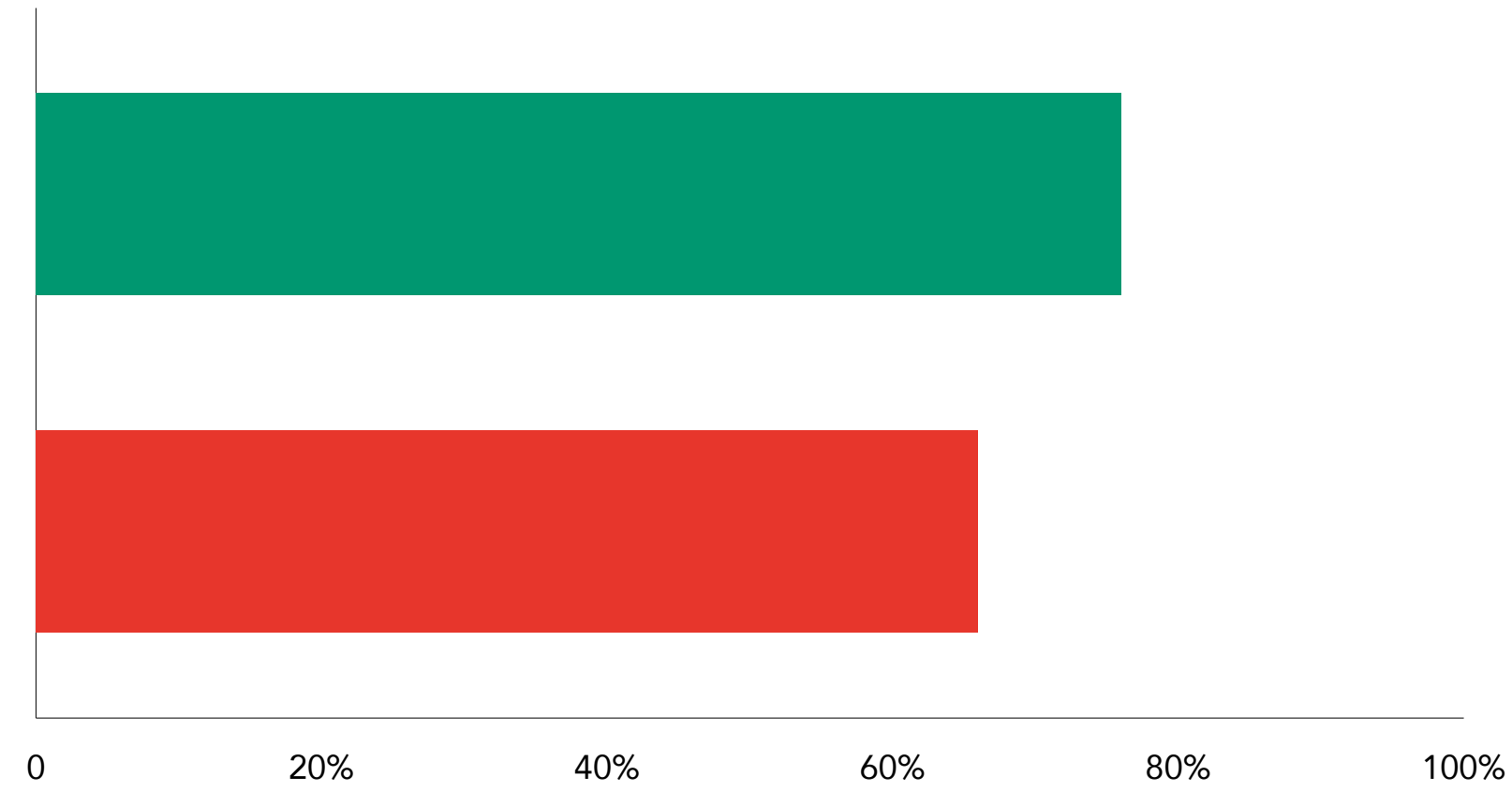
	Female	Male
Received job related training in the past twelve months	80%	78%
Have training in their current role chosen for them	20%	29%
Choose the training in their current role independently of others	37%	38%
Agree training needs in discussion with managers and others	43%	32%

# Recruitment



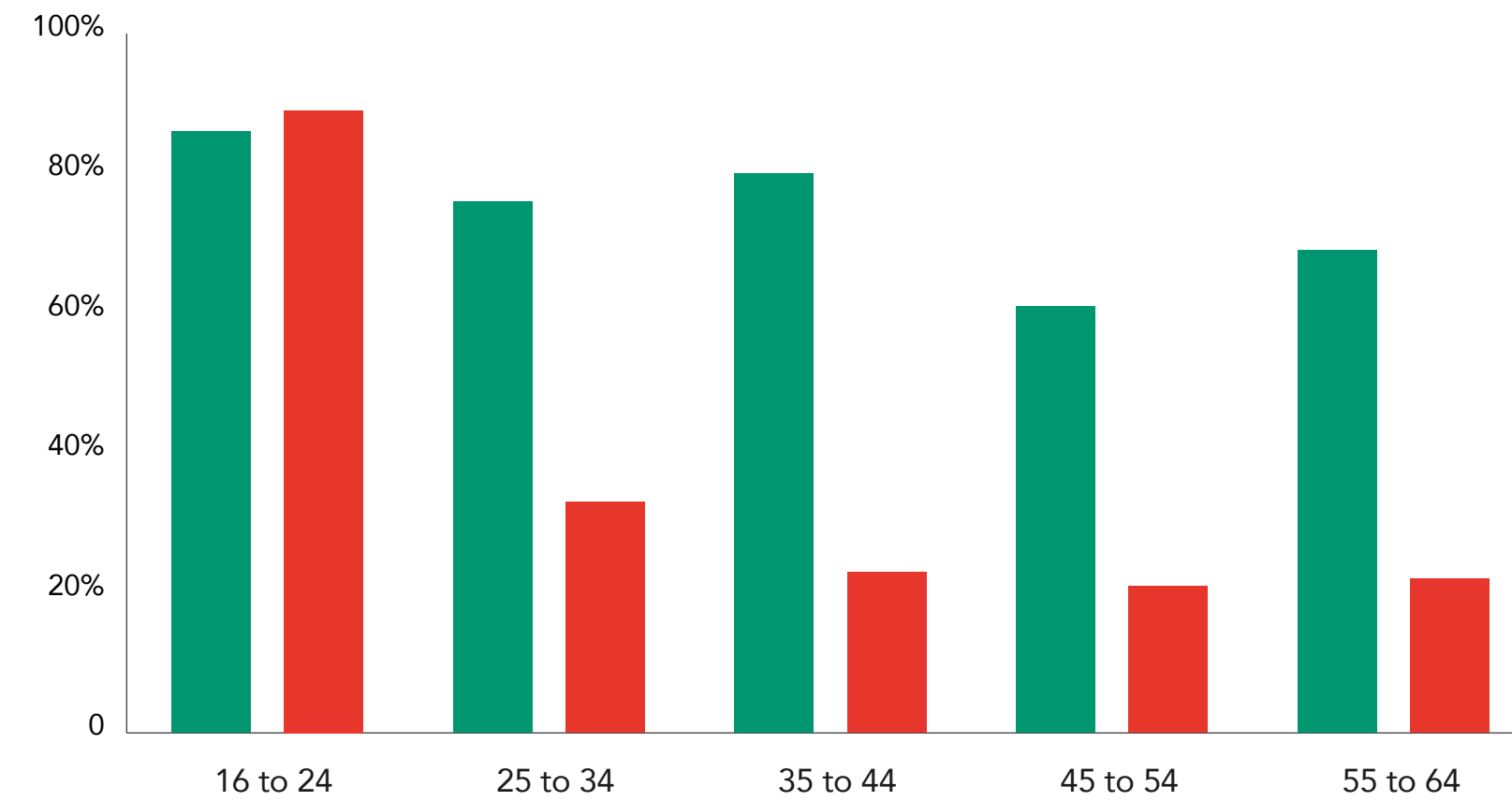
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Recruitment



## Active role in recruitment

In-house	Consultancy/agency
76%	66%

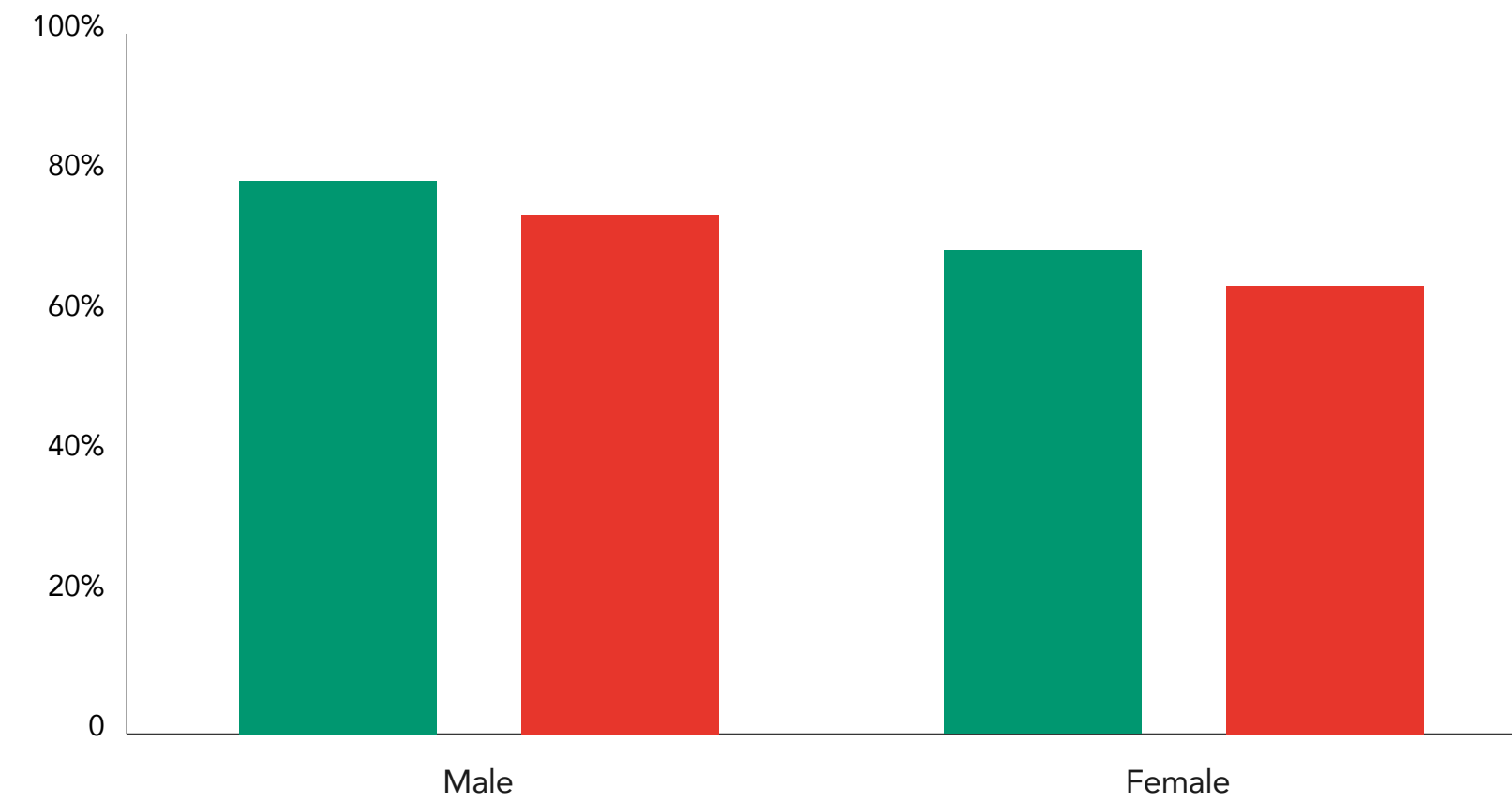


## Active role in recruitment – age group

Organisation type	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
In-house	86%	76%	80%	61%	69%
Consultancy/agency	89%	33%	23%	21%	22%

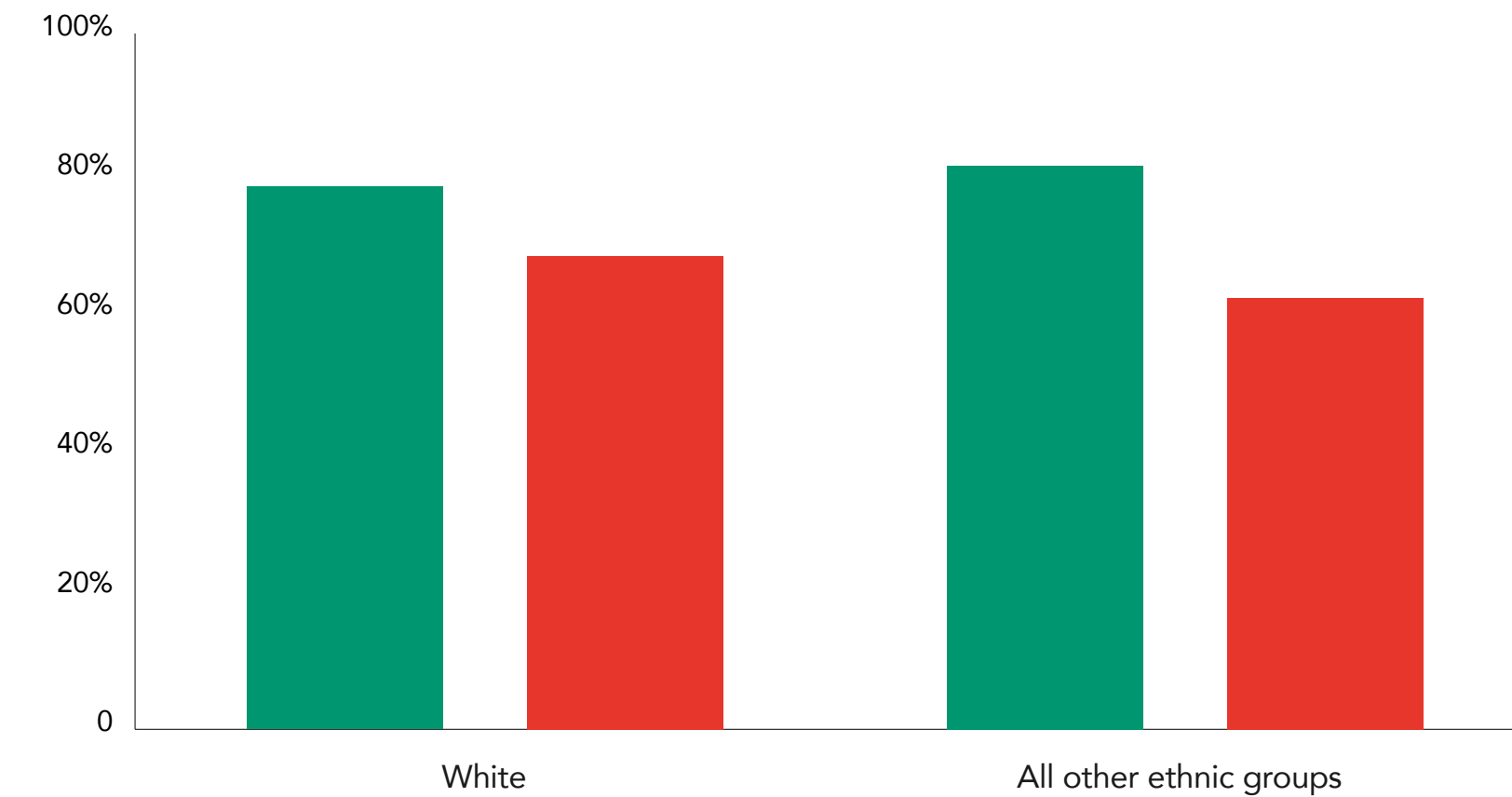
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Recruitment



**Active role in recruitment – gender**

Organisation type	Male	Female
In-house	79%	74%
Consultancy/agency	69%	64%

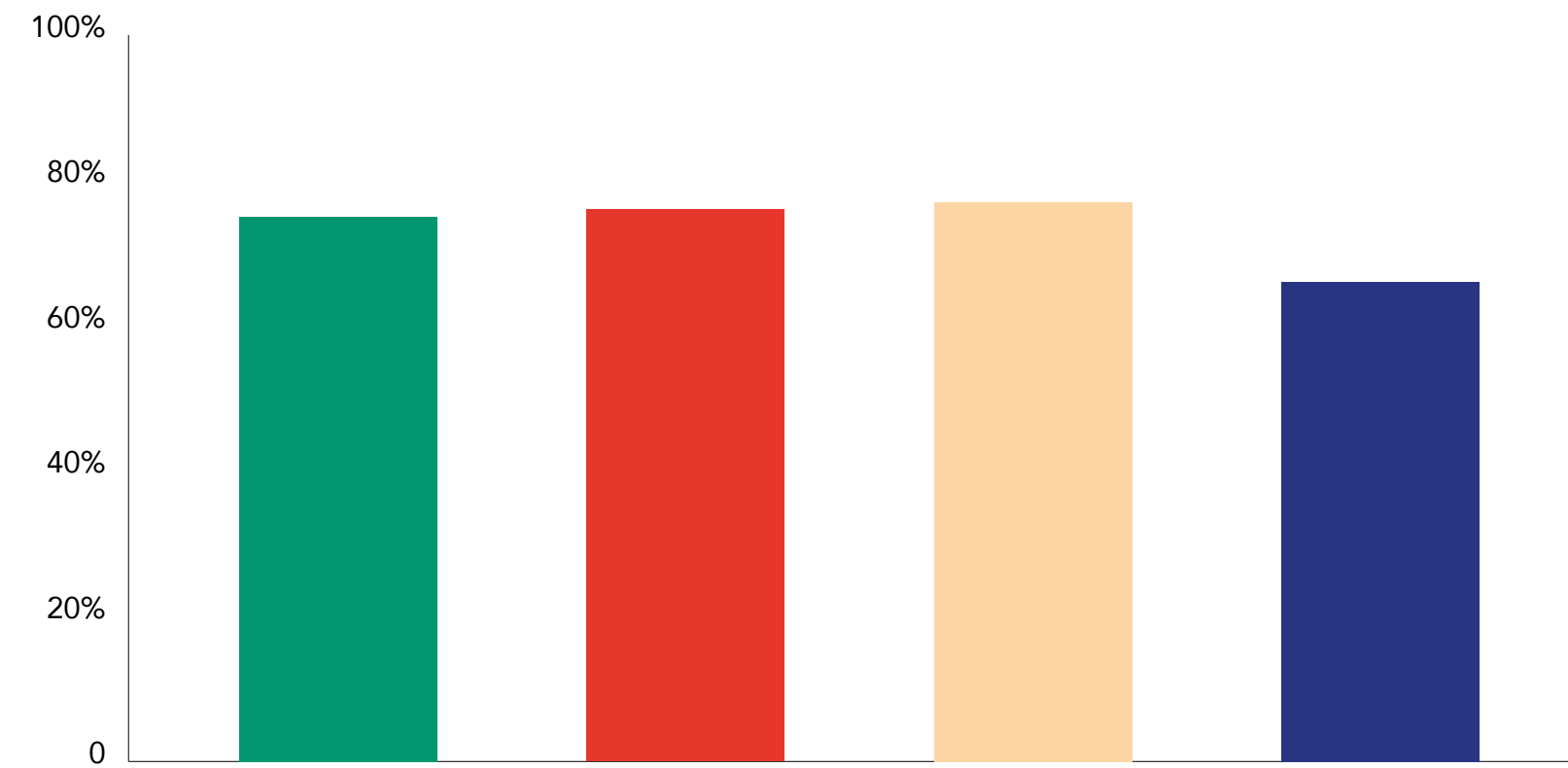


**Active role in recruitment – White vs Other ethnic groups**

Organisation type	White	All other ethnic groups
In-house	78%	68%
Consultancy/agency	81%	62%

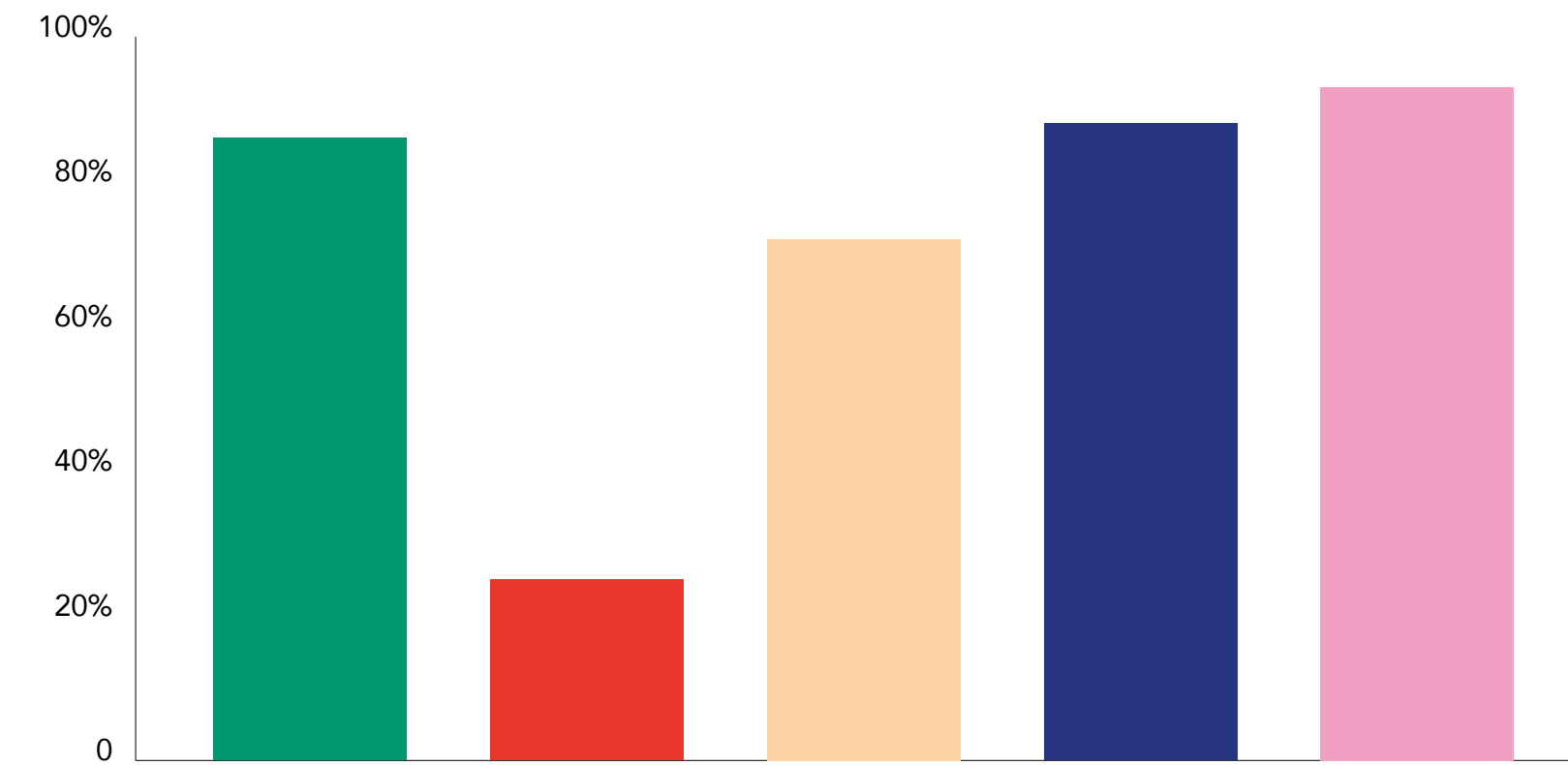
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Recruitment



**Active role in recruitment – organisation type**

In-house private sector	In-house public sector	In-house NFP / NGO	Consultancy / agency
75%	76%	77%	66%

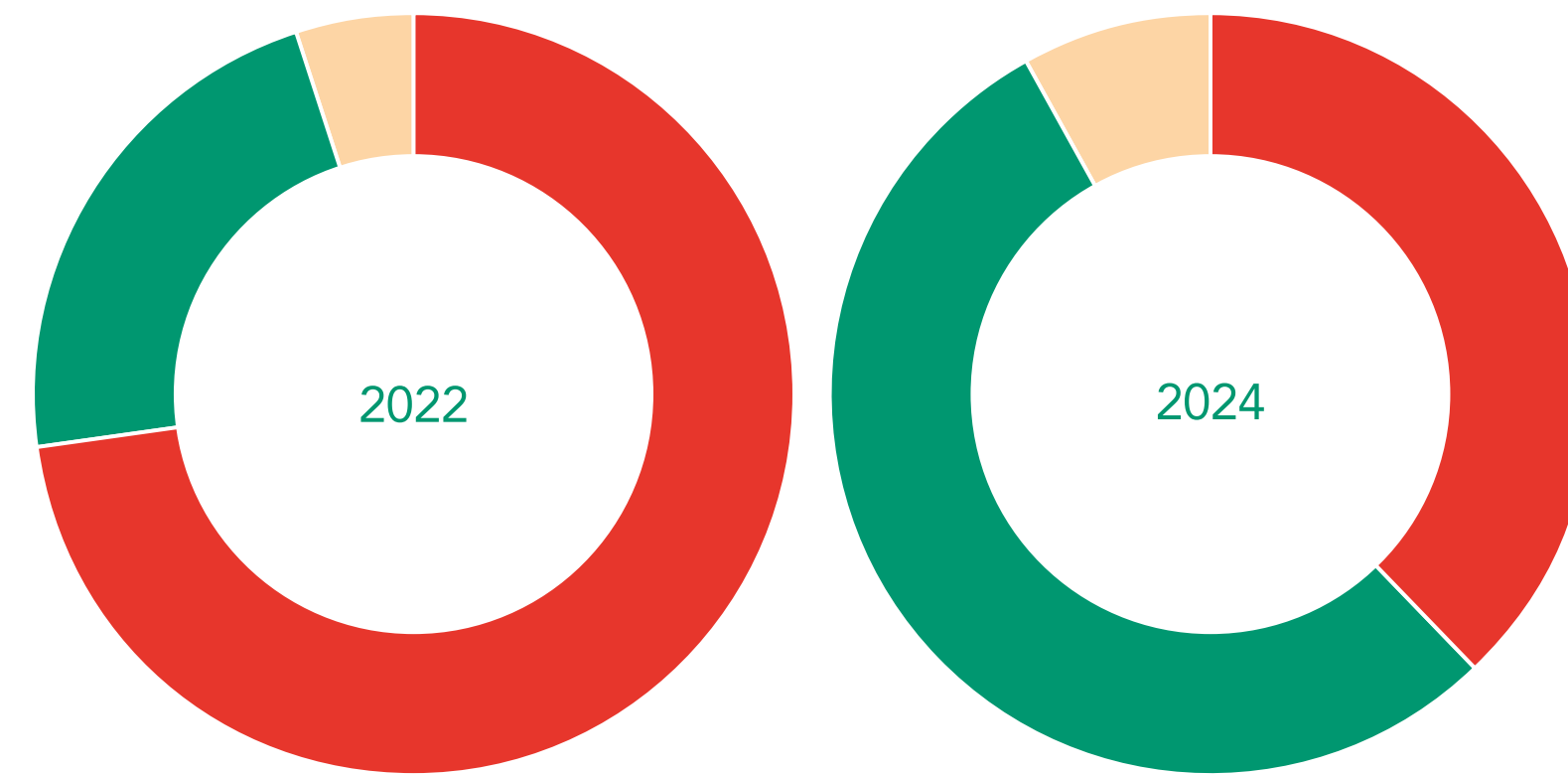


**Active role in in-house recruitment – seniority**

Intern/ Trainee/ Asst/Exec	Officer	Manager	Head of Comms/AD	Director/ Partner/ Founder/MD
86%	35%	72%	88%	93%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Recruitment status



## Consultancy/agency recruitment status

Status	2022	2024
■ Growing	73%	38%
■ Stable	22%	54%
■ Reducing in size	5%	8%

The consultancy/agency practitioners most likely to say their organisation is growing work with clients operating in the following sectors:

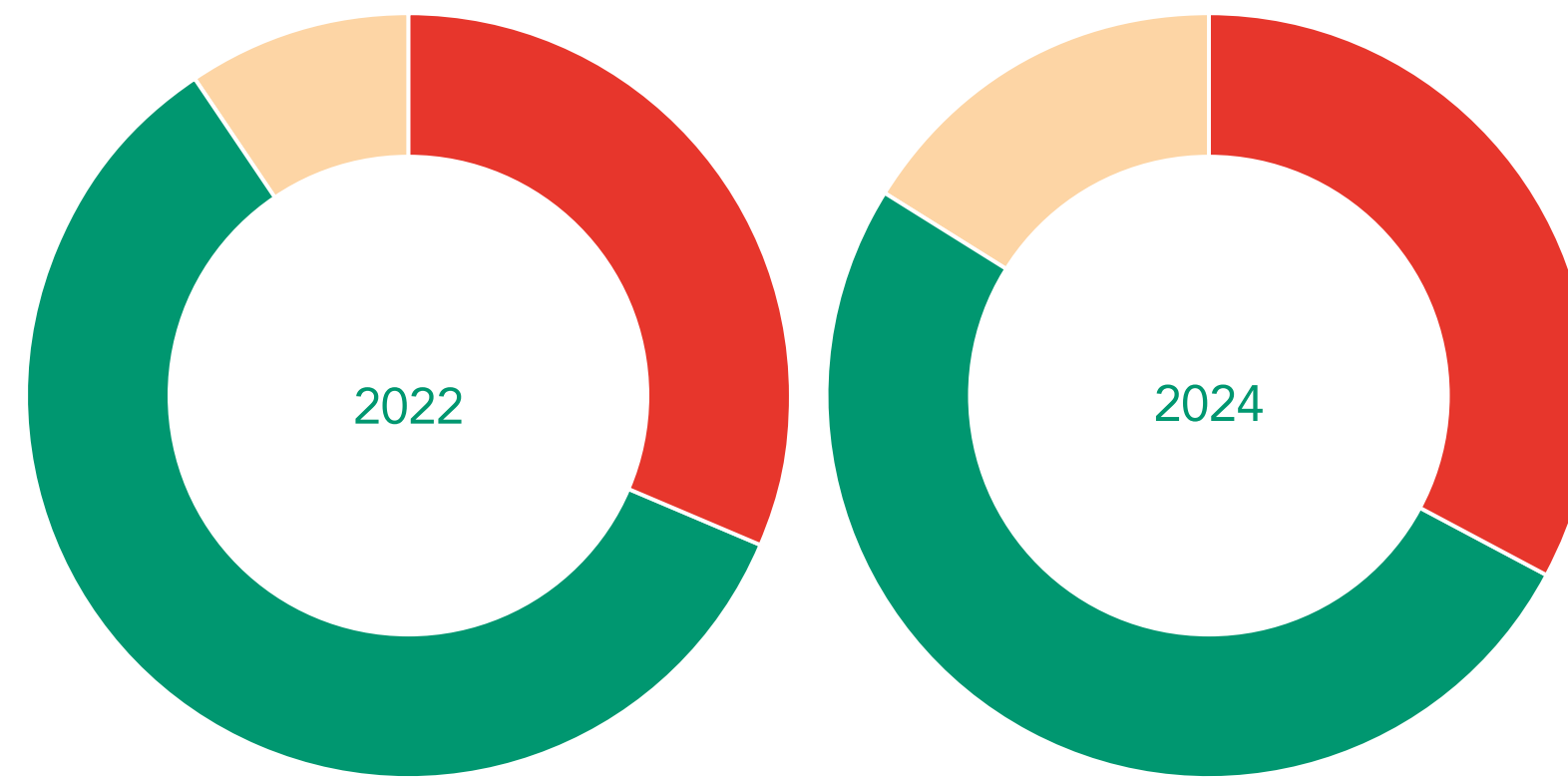
Rank	Sectors
1.	Automotive
2.	Travel agency
3.	Scientific research, development
4.	Utilities

In 2022 the sectors were:

Rank	Sectors
1.	Architecture
2.	Defence
3.	Property management, servicing
4.	Real estate - selling, letting

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Recruitment status



**Team/department recruitment status**

Status	2022	2024
■ Growing	31%	33%
■ Stable	58%	51%
■ Reducing in size	9%	16%



**Team growing – organisation type**

In-house private sector	In-house public sector	In-house NFP/NGO
■ 37%	■ 30%	■ 32%



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Recruitment status

The in-house practitioners most likely to say their team is growing work in the following sectors:

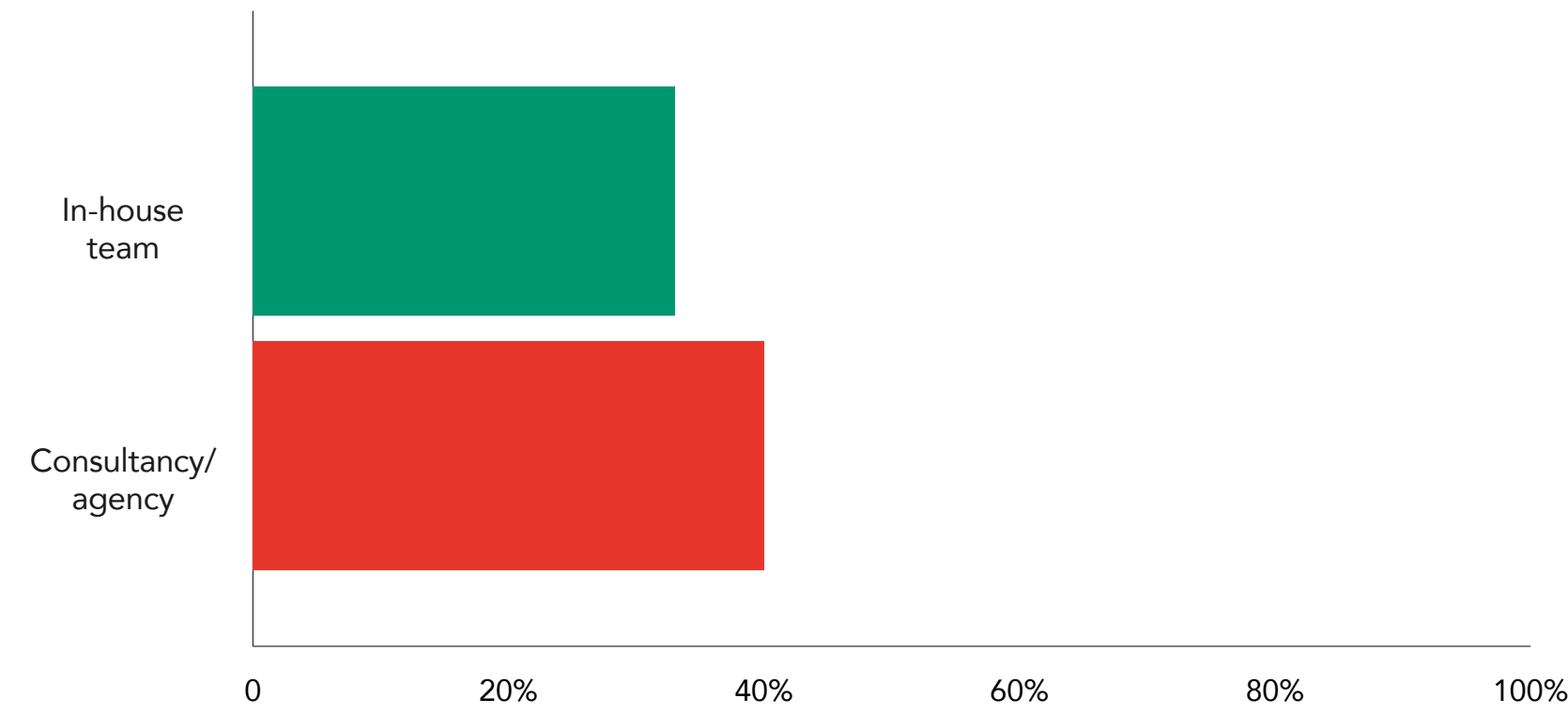
Rank	Sectors
1.	Travel agency
2.	Mining and quarrying
3.	FMCG (Fast-Moving Consumer Goods)
4.	Law, accountancy, management consultancy

In 2022 the sectors were:

Rank	Sectors
1.	Advertising, market research
2.	FMCG
3.	Hotels, catering, food services
4.	Property management, servicing

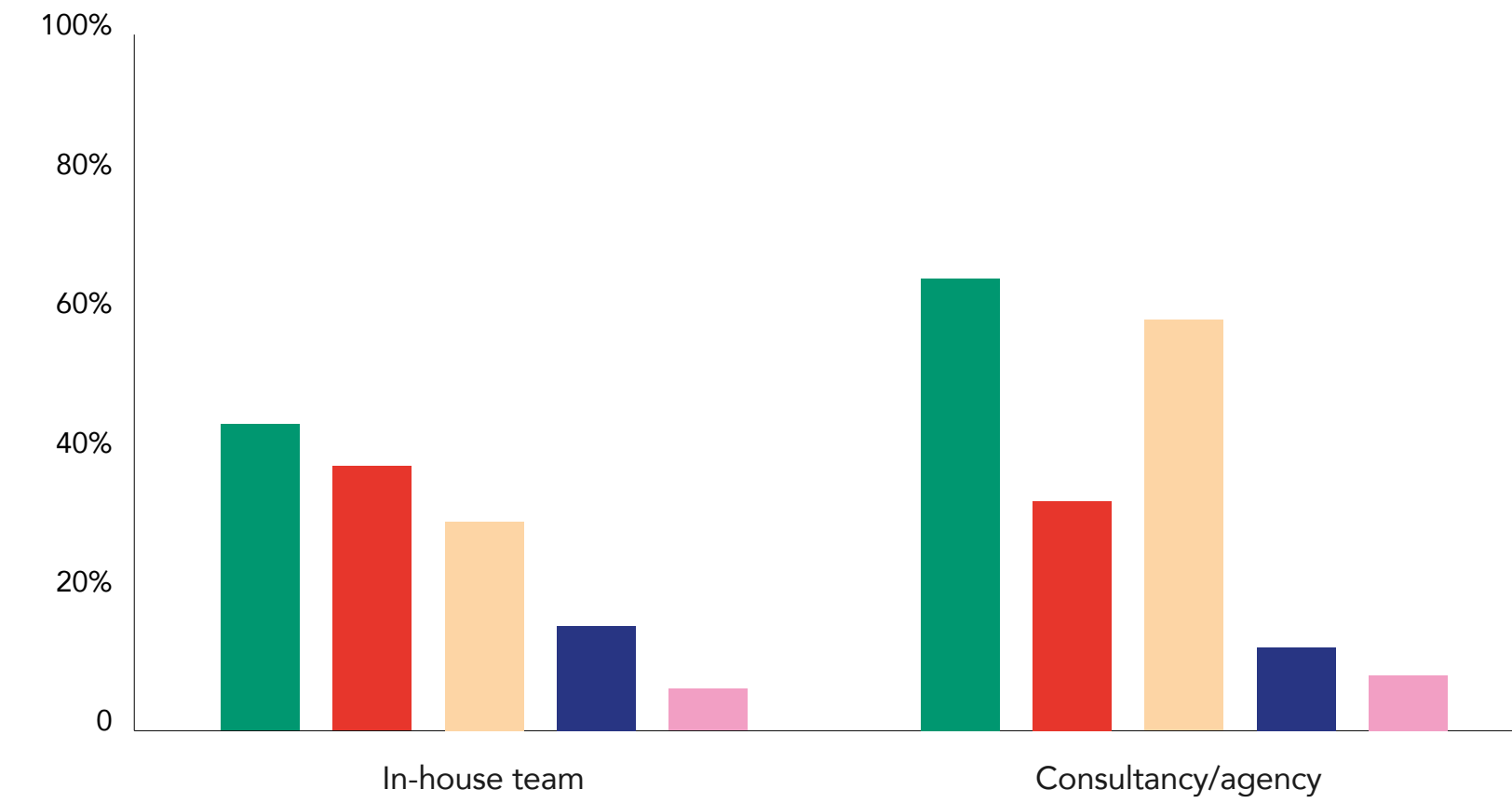
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Vacancies



## Currently experiencing vacancies

In-house team	Consultancy/agency
■ 33%	■ 40%

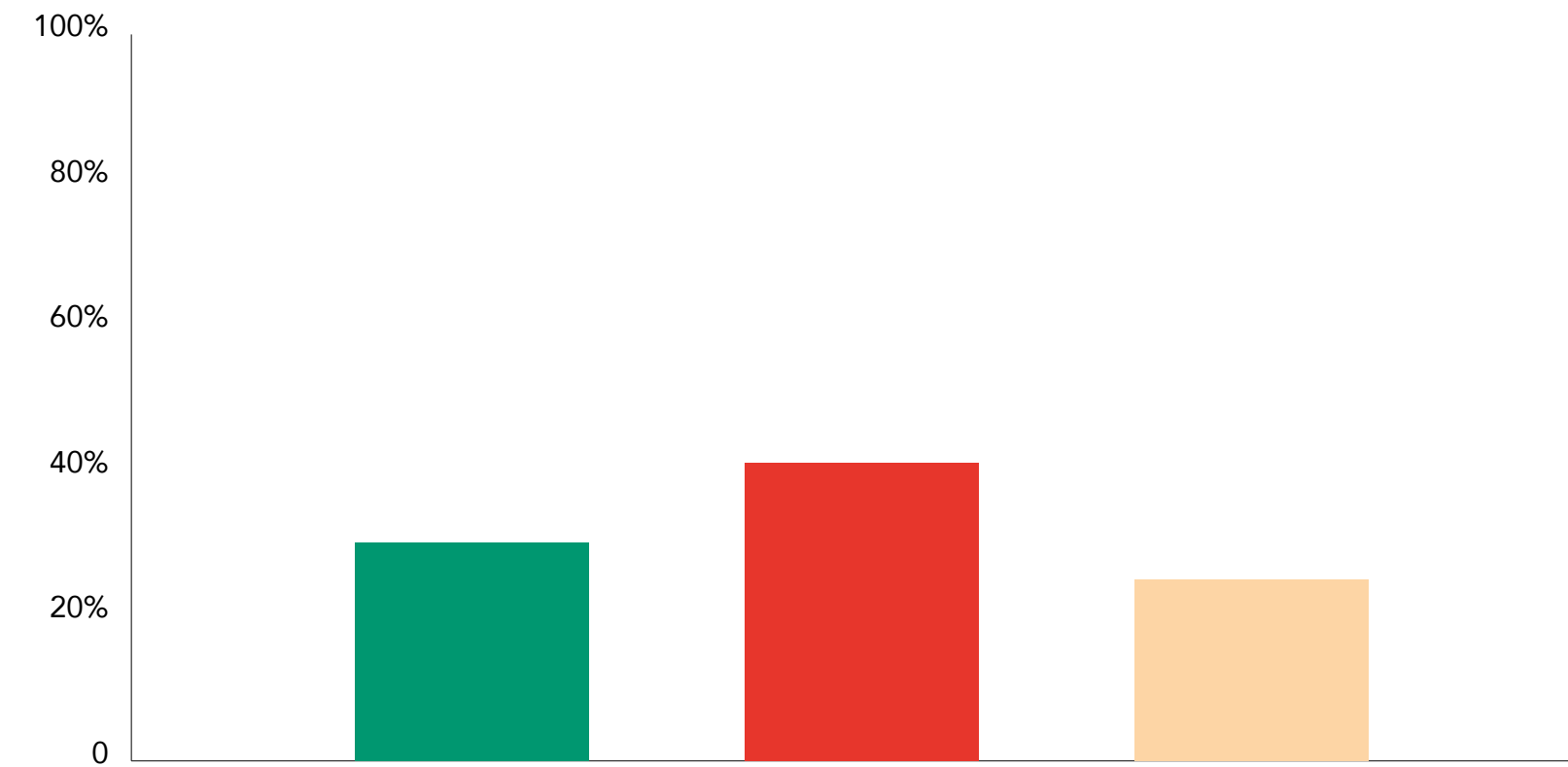


## Types of vacancies

Role	In-house team	Consultancy/agency
■ Intern / Trainee / Assistant / Executive	44%	65%
■ Officer	38%	33%
■ Manager	30%	59%
■ Head of Communications / Associate Director	15%	12%
■ Director / Partner / Managing Director	6%	8%

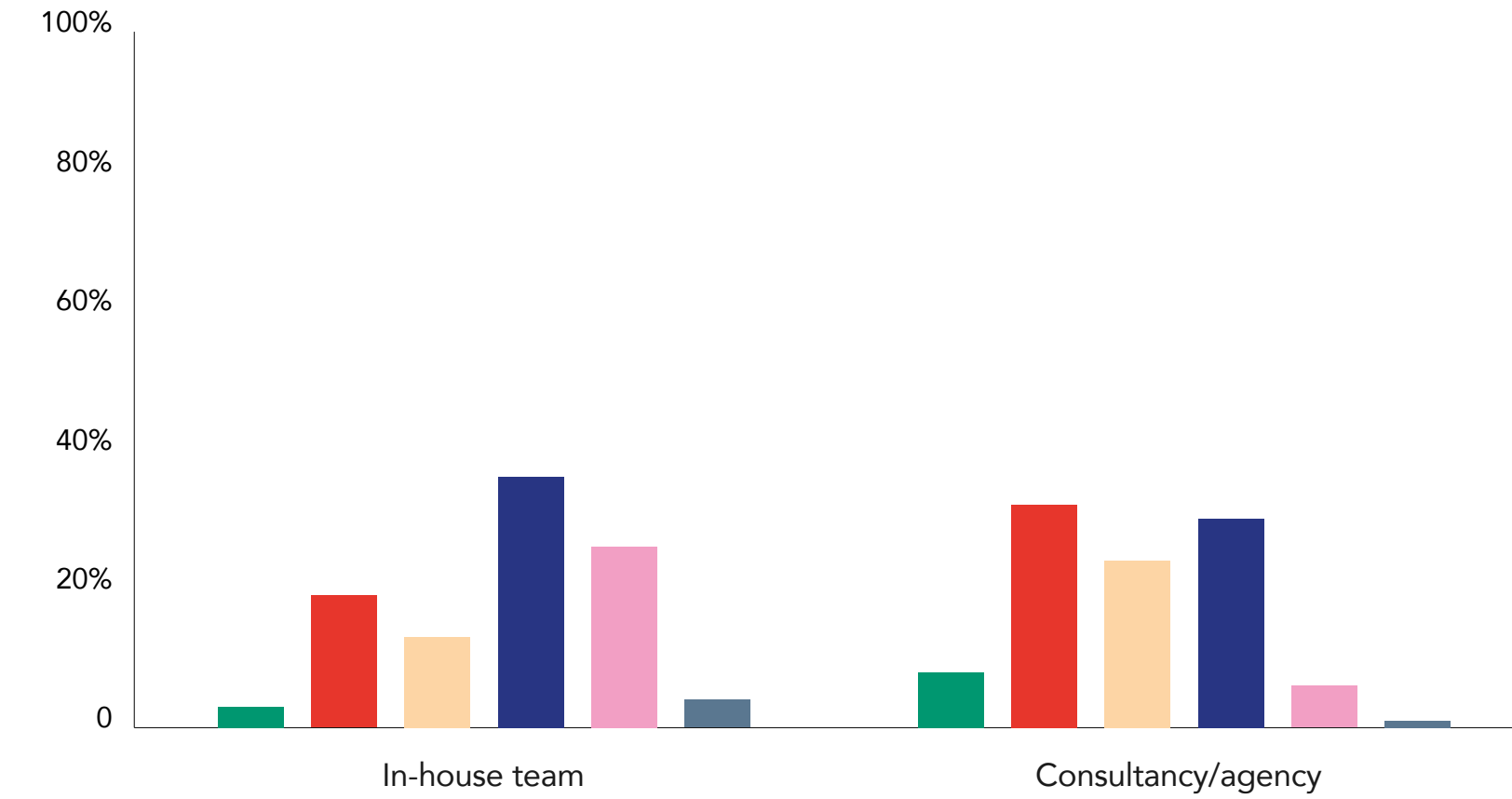
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Vacancies



**Teams currently experiencing vacancies – organisation type**

In-house private sector	In-house public sector	In-house NFP/NGO
30%	41%	25%

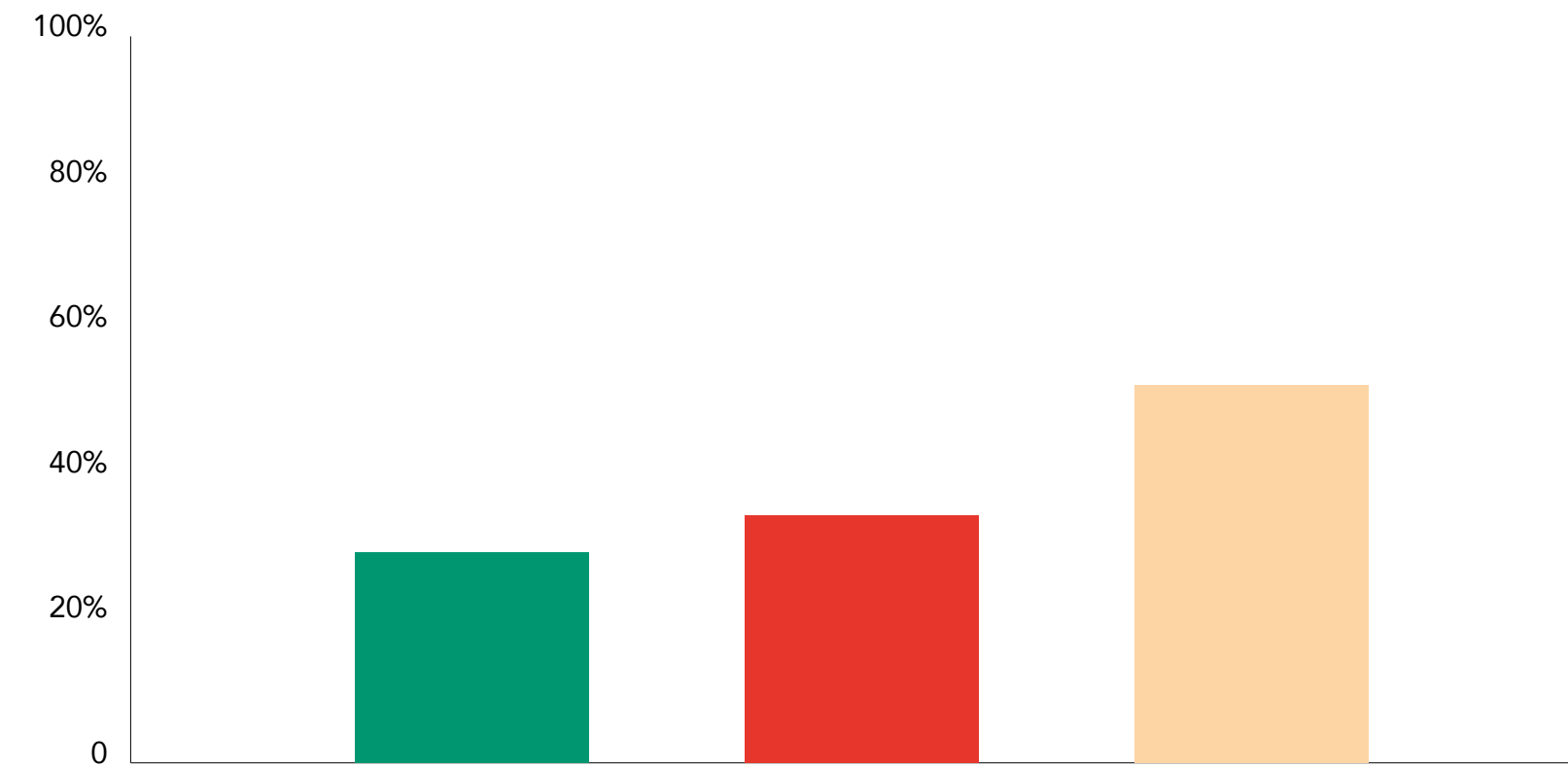


**Process of filling vacancies**

Response	In-house team	Consultancy/agency
Very easy	4%	8%
Somewhat easy	19%	32%
Neither easy nor difficult	13%	24%
Somewhat challenging	36%	30%
Very challenging	26%	6%
Don't know	4%	1%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Vacancies

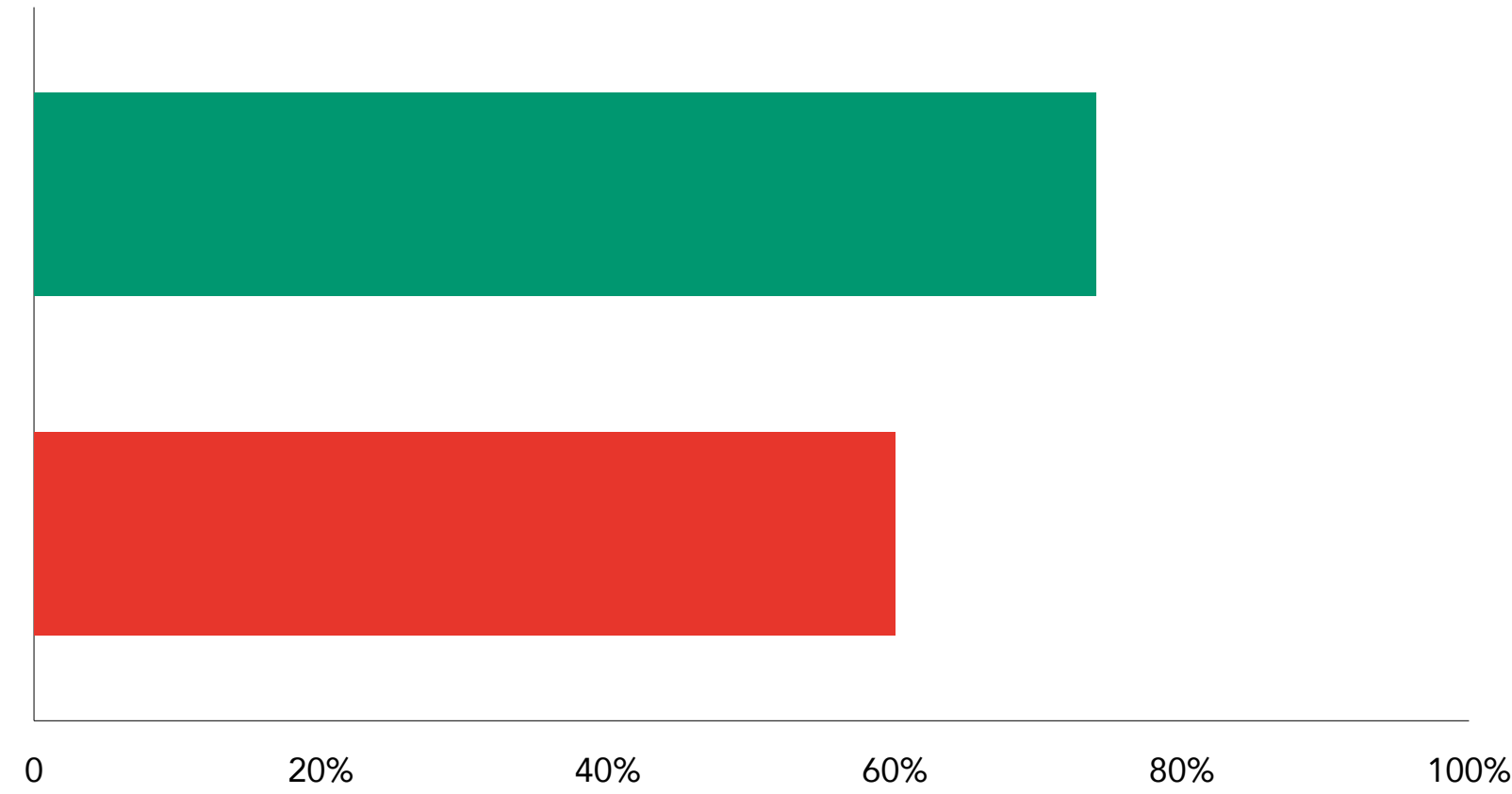


**Filling vacancies is challenging – organisation type**

In-house private sector	In-house public sector	In-house NFP/NGO
■ 29%	■ 34%	■ 52%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment**
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Skills shortages



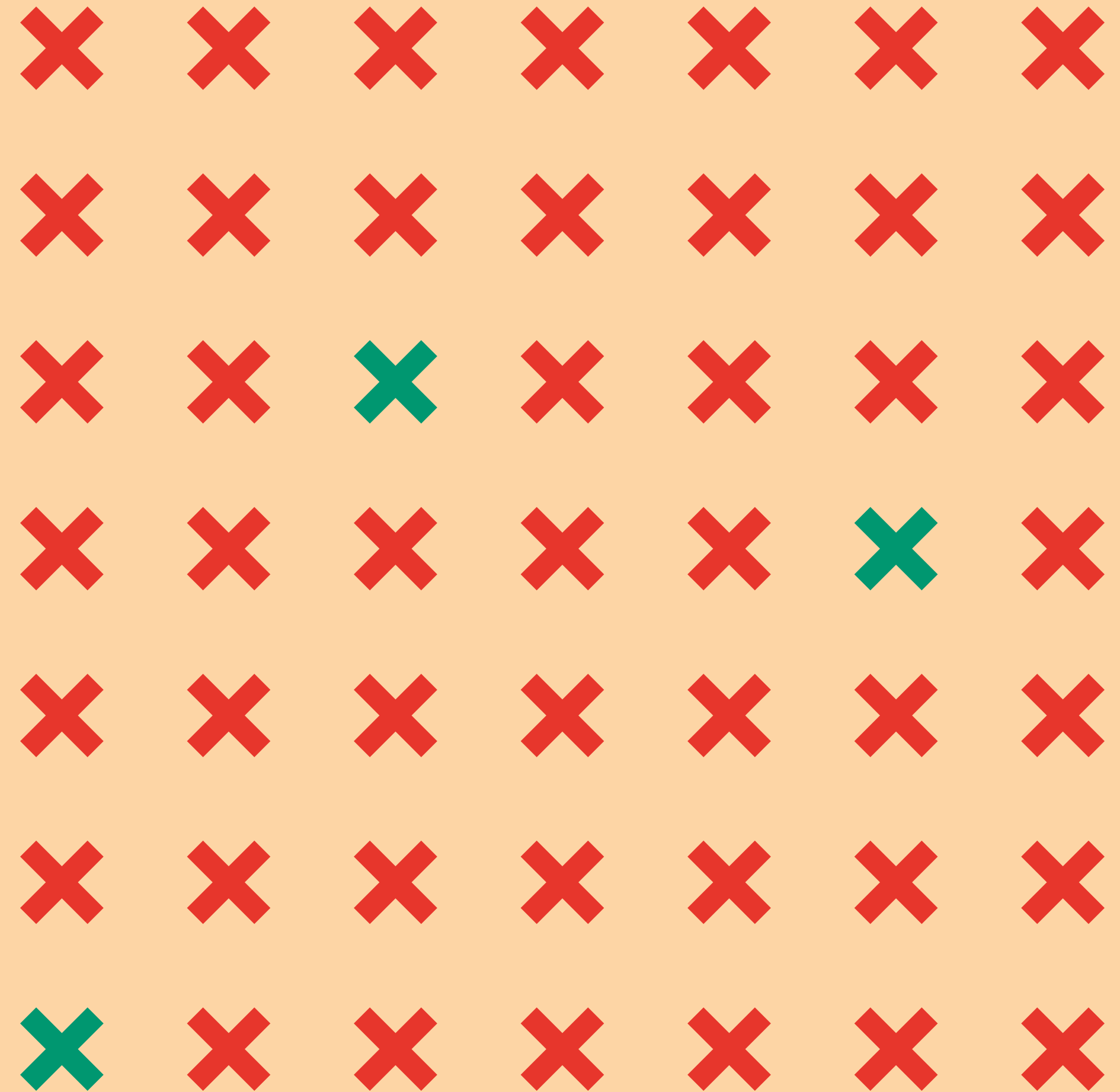
## Currently experiencing skills shortages



## Skills shortage areas – Top 10

Area	%
Artificial intelligence	36%
Digital PR, social media	30%
Audio visual media	23%
Equality, diversity, inclusion	19%
Planning, strategy, campaigns	19%
Media liaison	18%
Advertising, marketing, branding	17%
Risk, issues, crisis, reputation management	17%
Behavioural psychology	17%
Internal communication	17%

# Income



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income**
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Income

## Average income – full time practitioners

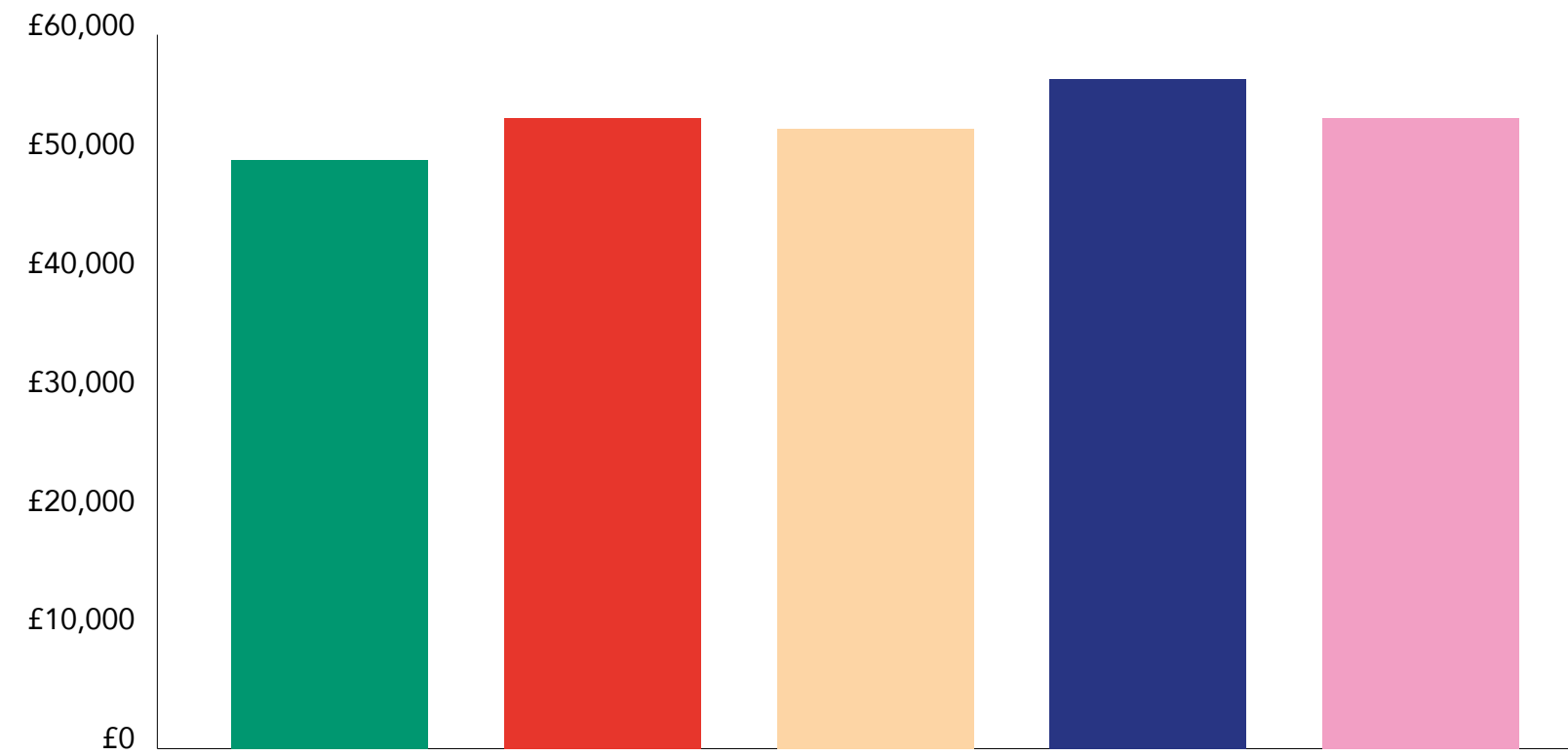
Practitioner type	Average income
All	£53,052
Intern/Trainee/Asst/Exec	£36,940
Officer	£37,533
Manager	£50,419
Head of Comms/AD	£58,547
Director/Partner/Founder/MD	£91,828
Male	£55,555
Female	£51,137
16 to 24	£39,005
25 to 34	£45,201
35 to 44	£57,082
45 to 54	£68,306
55 to 64	£80,553
In-house public sector	£51,088
In-house private sector	£54,117
In-house not-for-profit organisation / NGO	£47,999
Consultancy / agency	£59,718
Independent practitioner	£65,971

## Average income – full-time practitioners by region

Practitioner region	Average income
Outside of the UK	£82,050
North West	£59,494
London	£59,333
West Midlands	£59,306
South East	£56,838
Channel Islands	£54,088
Yorkshire and the Humber	£52,748
Wales	£52,488
South West	£52,097
Scotland	£50,309
Northern Ireland	£46,080
North East	£46,055
East Midlands	£43,411
East of England	£42,824

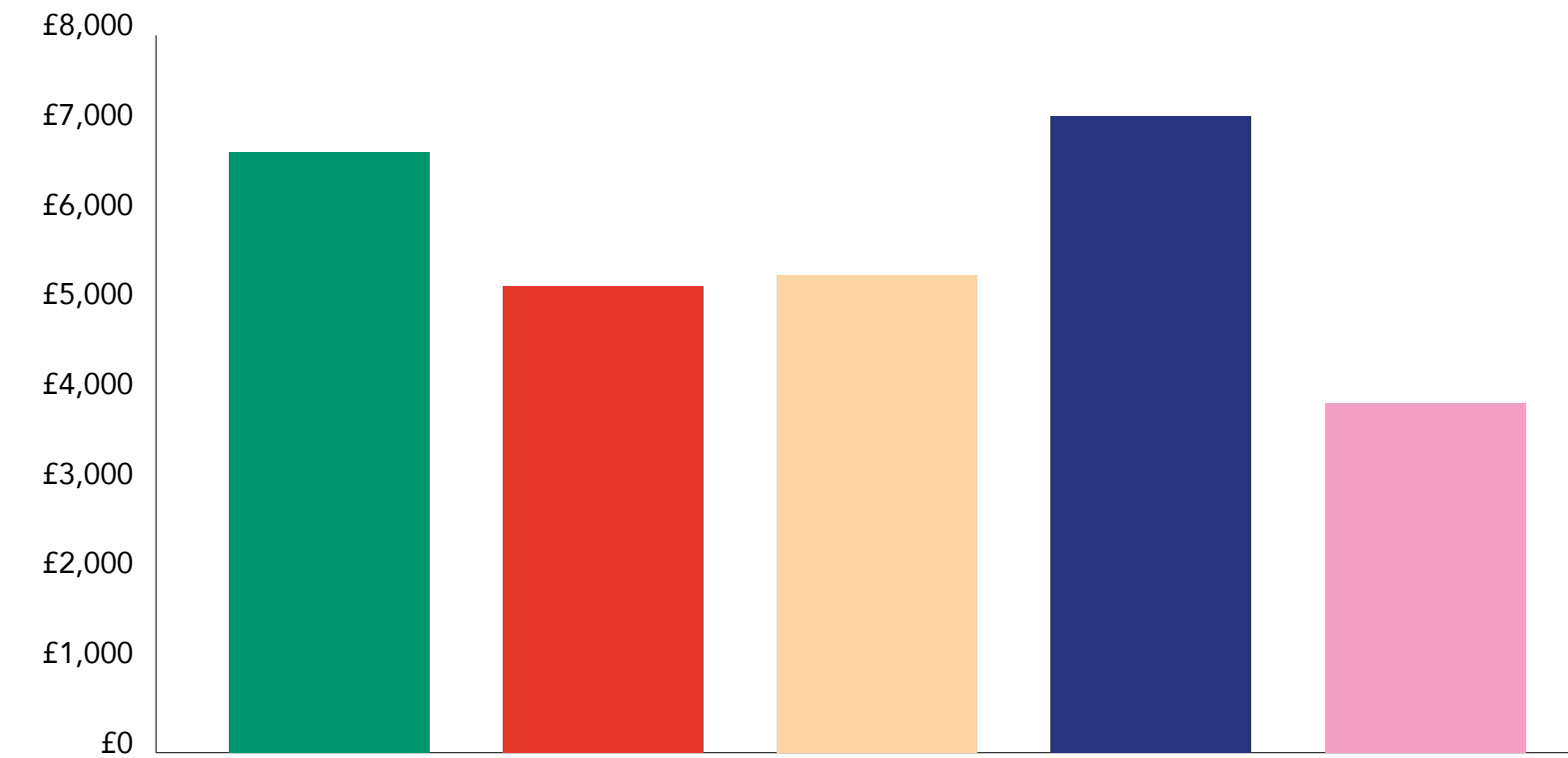
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income**
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Income



**Average annual full-time income – State of the Profession studies**

Year	Average income
2018	£49,552
2019	£53,044
2020	£52,136
2022	£56,340
2024	£53,052



**Gender pay-gap following regression analysis – State of the Profession studies**

Year	Gender pay gap
2018	£6,725
2019	£5,202
2020	£5,334
2022	£7,074
2024	£3,894



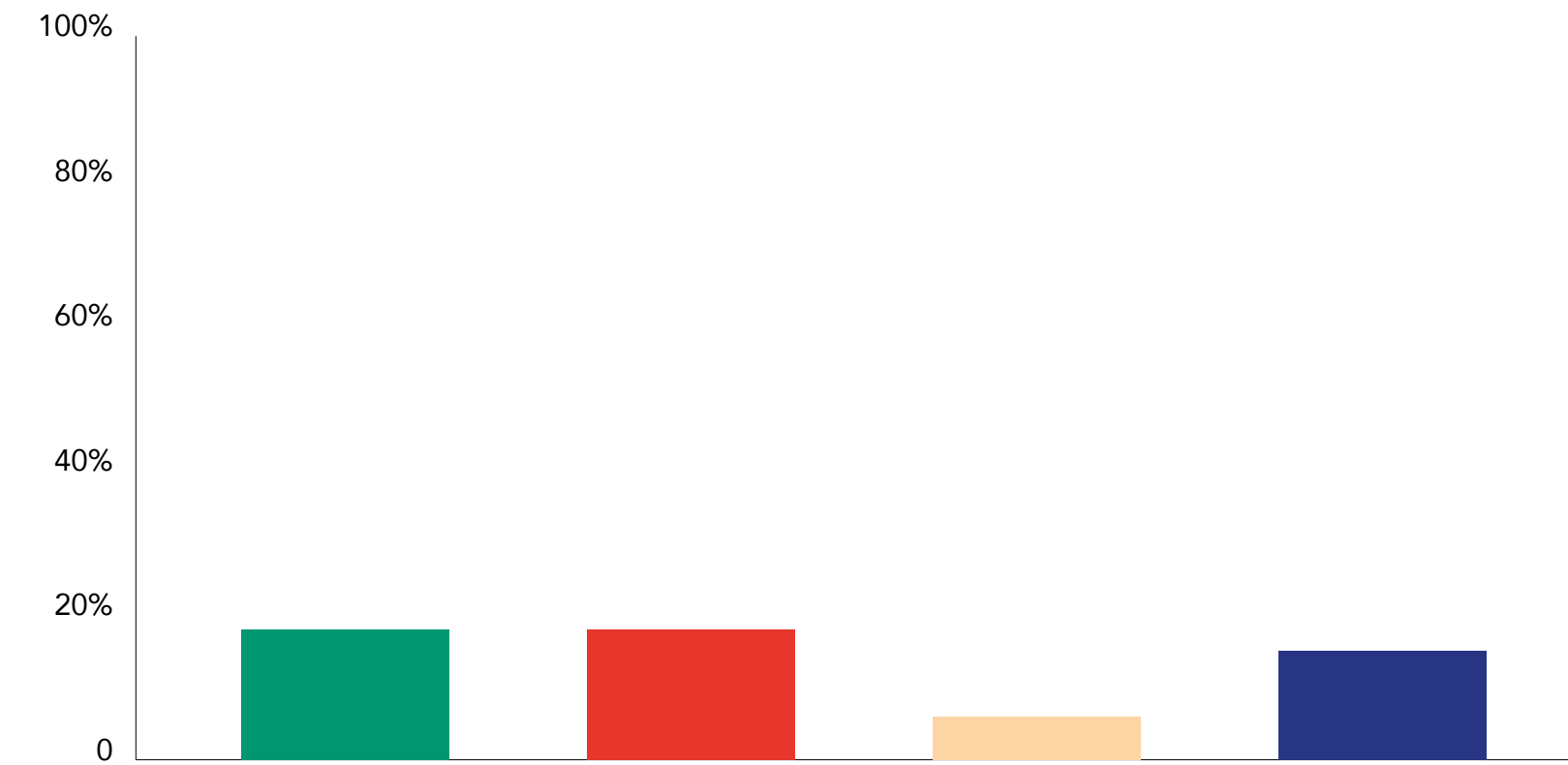
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income**
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Income



**Receives a bonus**

Gender	%
■ Yes	86%
■ No	14%

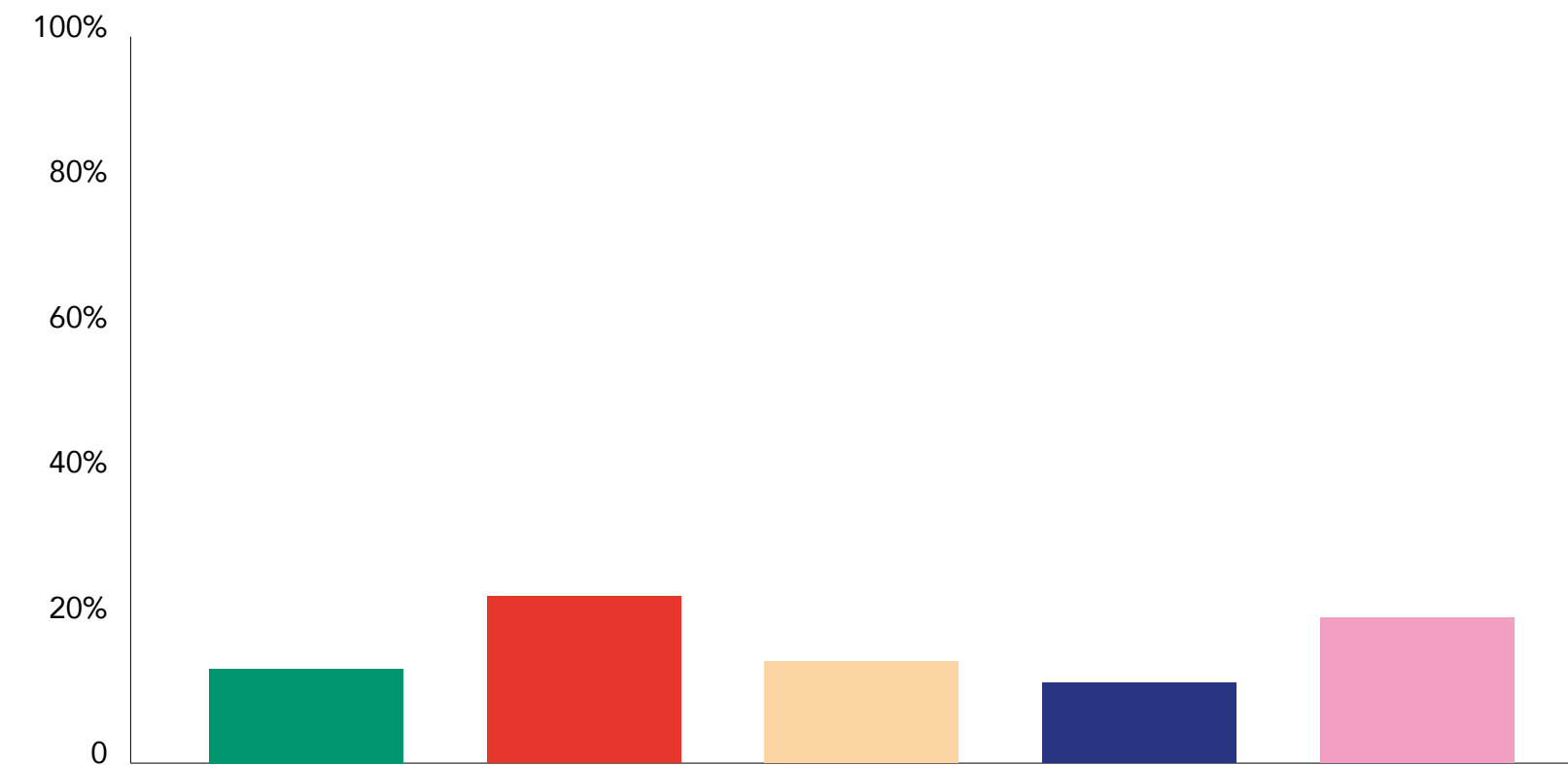


**Receives a bonus – organisation type**

In-house private sector	In-house public sector	In-house NFP/NGO	Consultancy/agency
■ 18%	■ 18%	■ 6%	■ 15%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income**
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

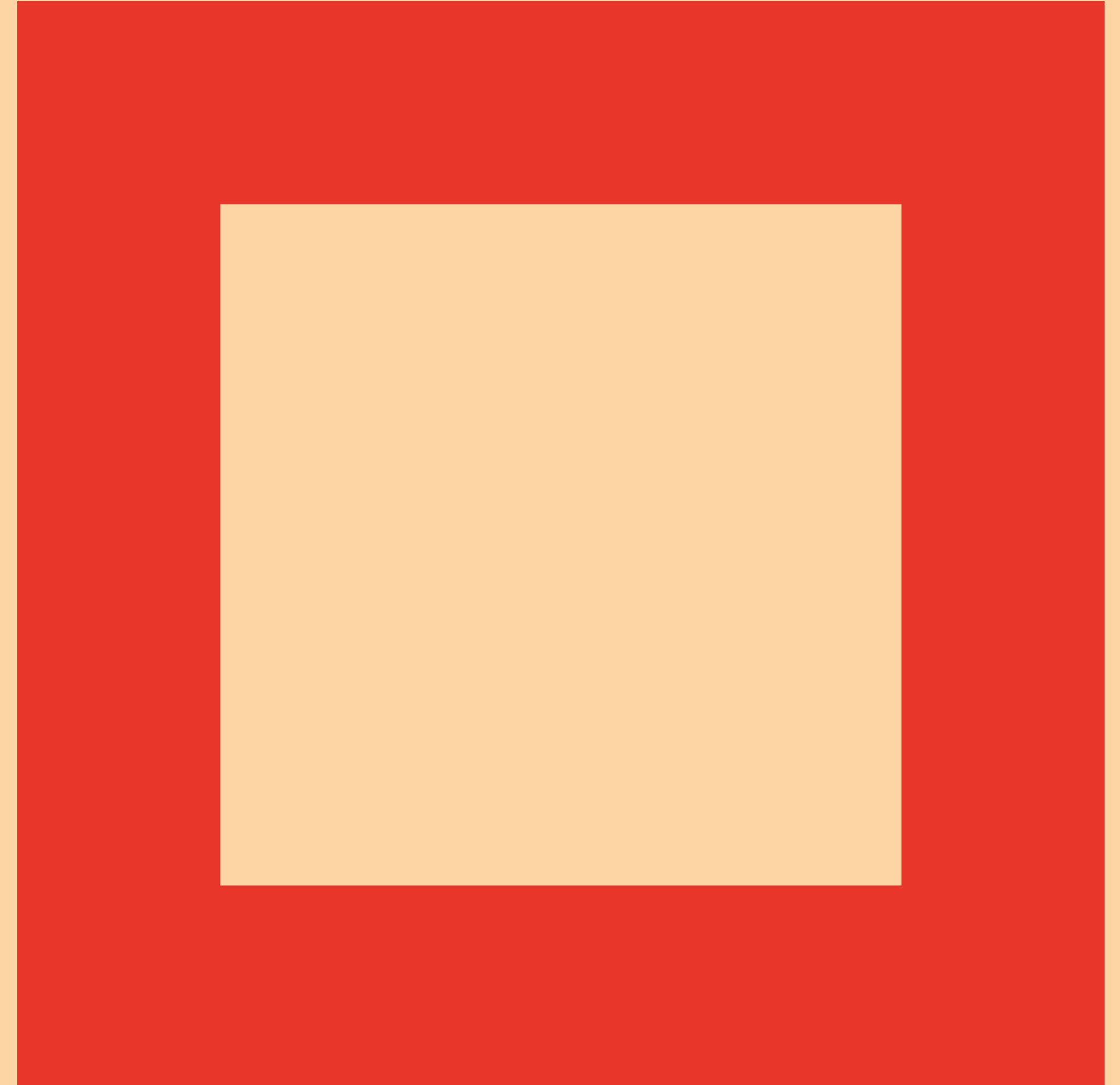
# Income



## Receives a bonus – seniority

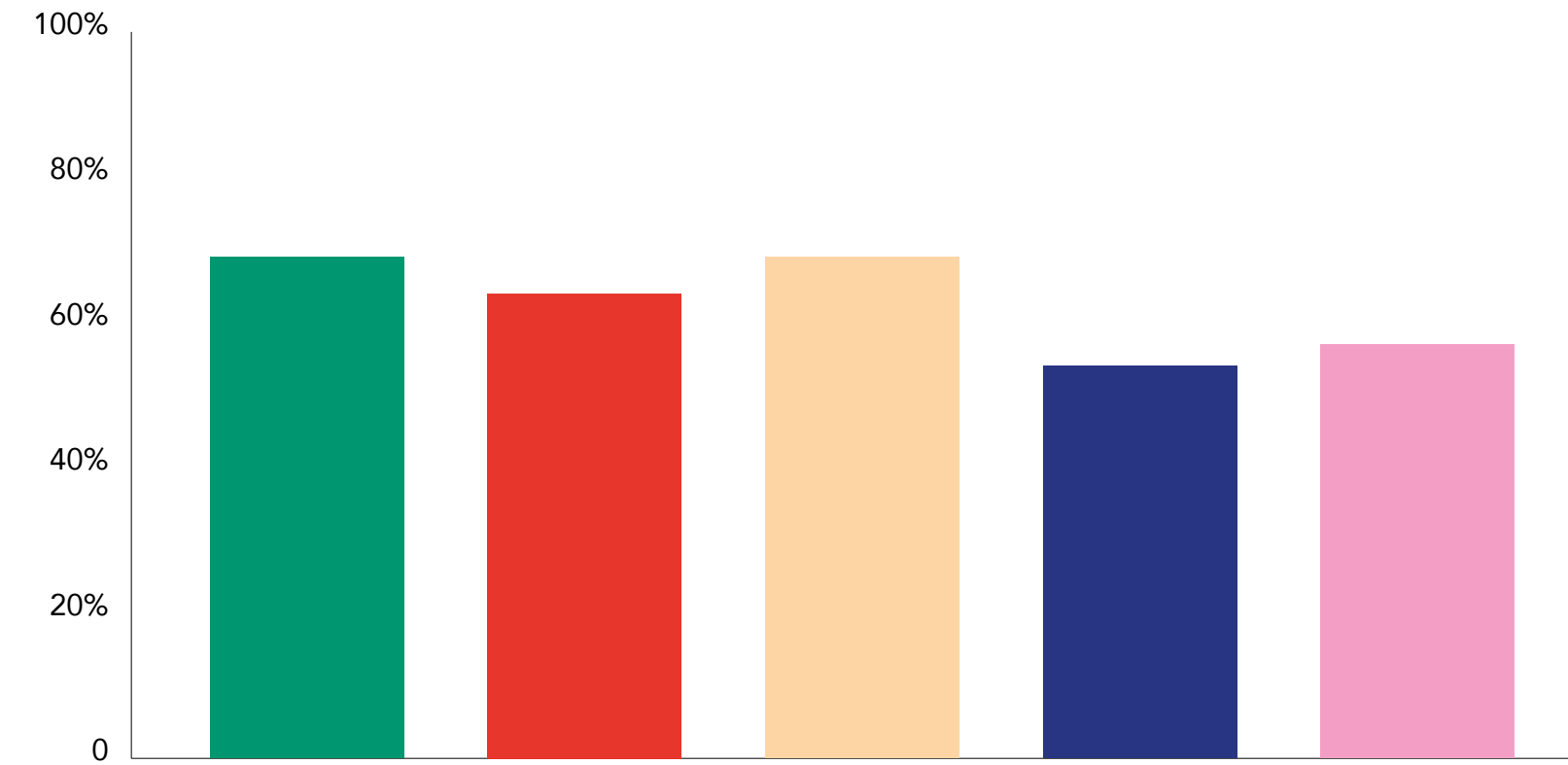
Intern/ Trainee/ Asst/Exec	Officer	Manager	Head of Comms/AD	Director/ Partner/ Founder/MD
13%	23%	14%	11%	20%

# Reputation of PR in-house



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house**
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Reputation of PR in-house

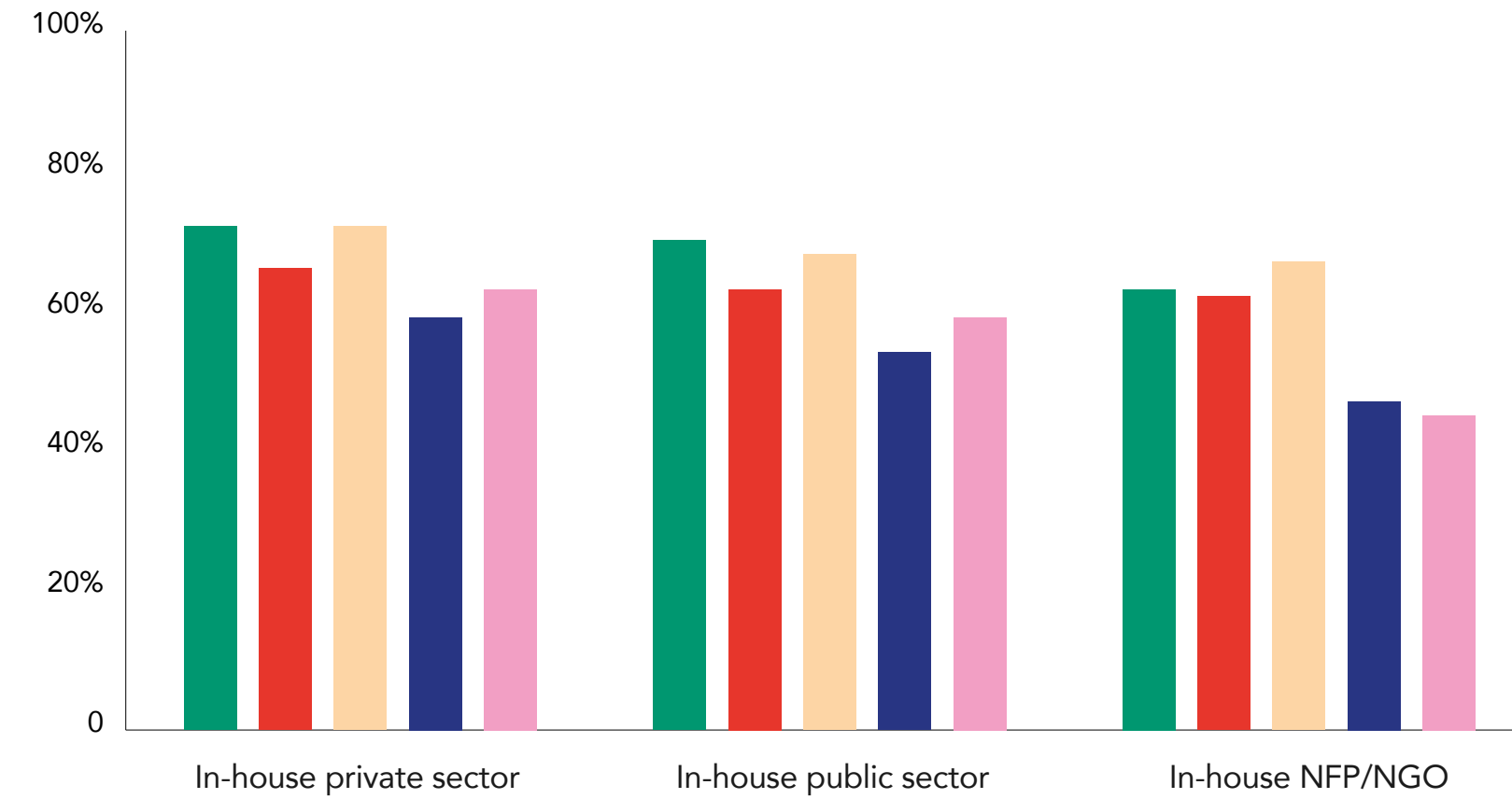


## Organisational view of PR

My organisation believes that PR...	Agree
Makes a valued, strategic contribution	69%
Undertakes work that is clearly linked to organisational outcomes	64%
Has an important impact	69%
Has clear measures of success for organisational outcomes	54%
Achieves its measures of success	57%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house**
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Reputation of PR in-house

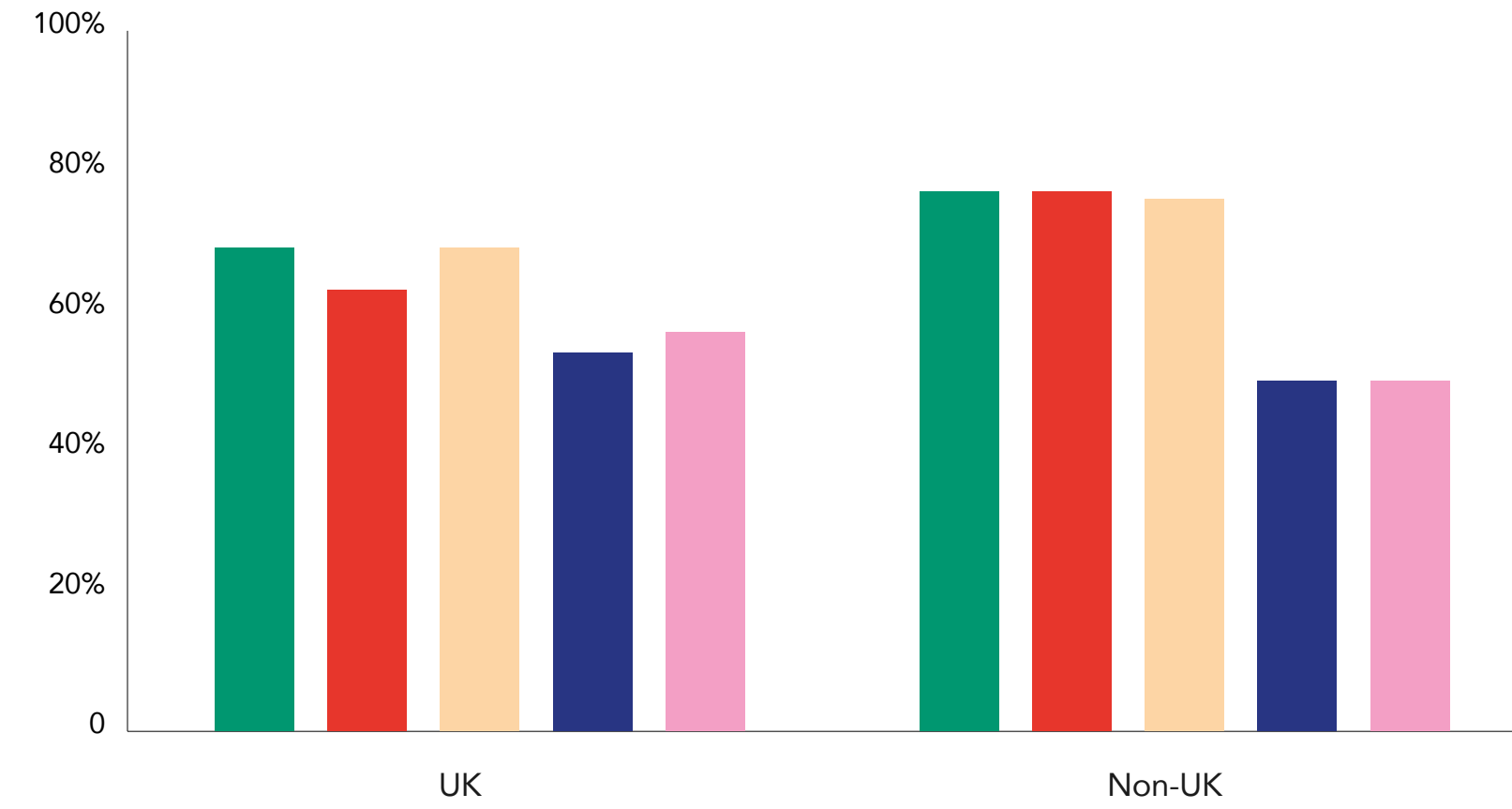


## Organisational view of PR – organisation type

My organisation believes that PR...	In-house private sector	In-house public sector	In-house NFP/ NGO
Makes a valued, strategic contribution	72%	70%	63%
Undertakes work that is clearly linked to organisational outcomes	66%	63%	62%
Has an important impact	72%	68%	67%
Has clear measures of success for organisational outcomes	59%	54%	47%
Achieves its measures of success	63%	59%	45%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house**
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

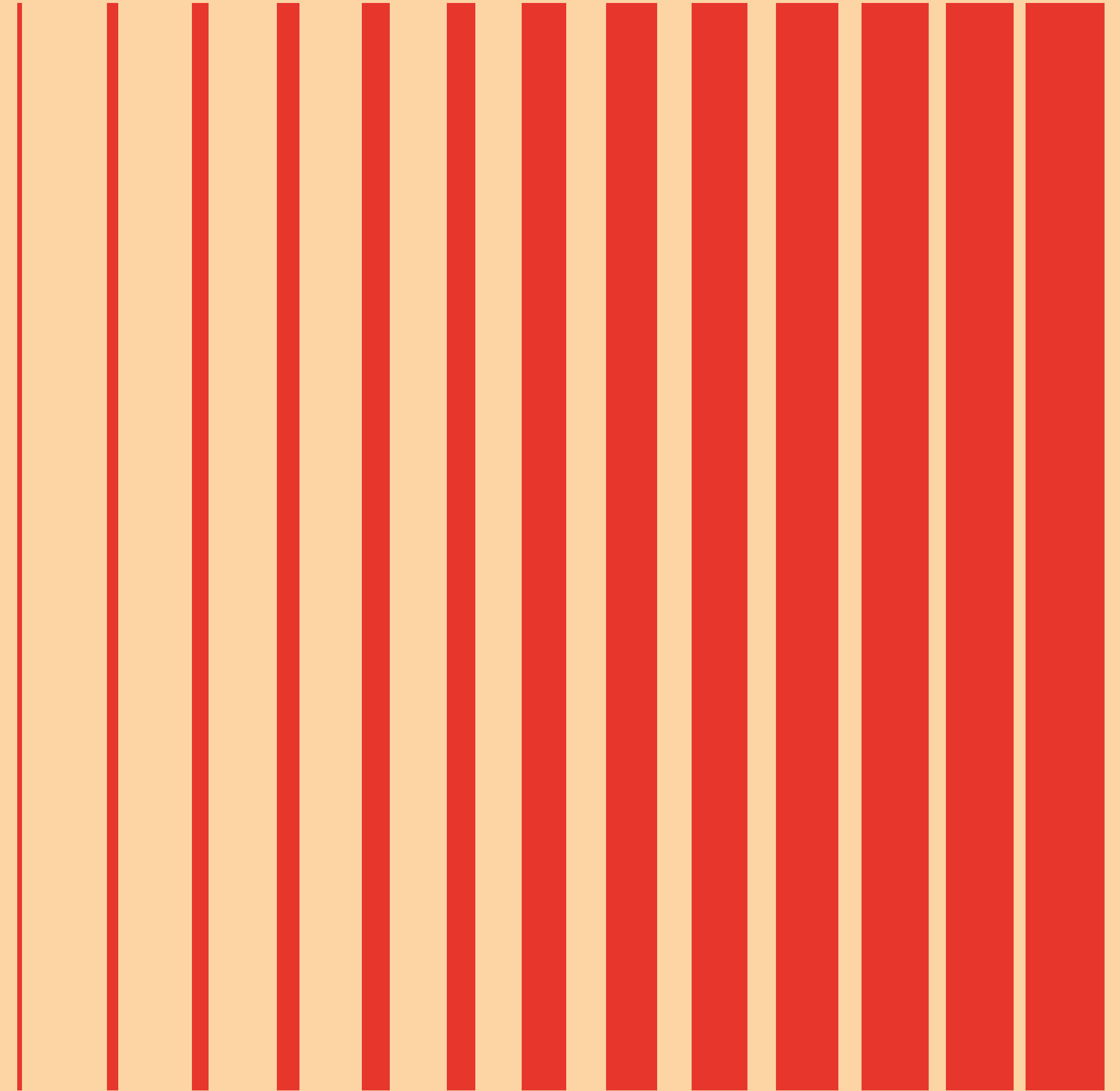
# Reputation of PR in-house



## Organisational view of PR – UK vs Non-UK based practitioners

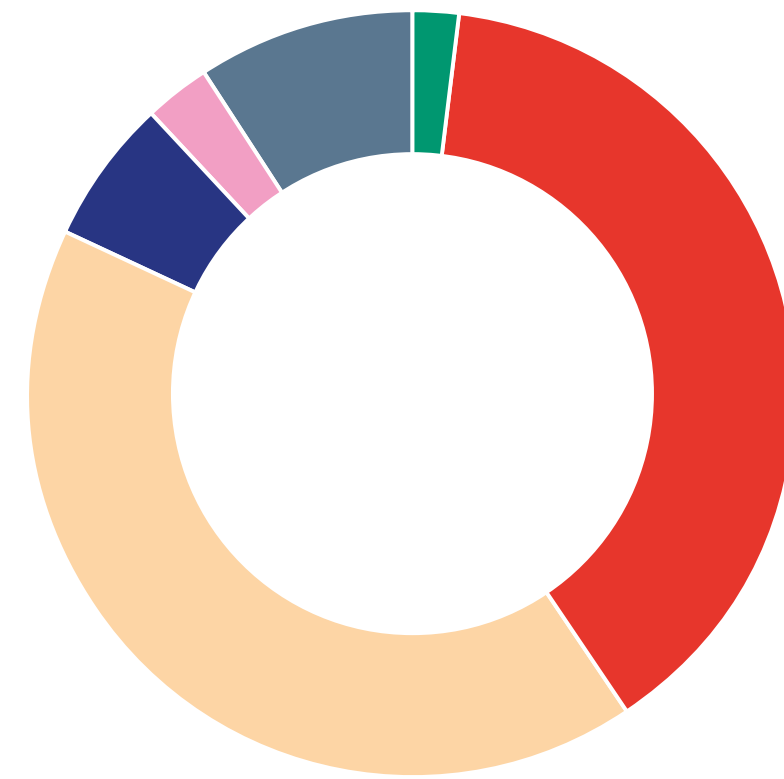
My organisation believes that PR...	UK	Non-UK
<span style="color: green;">■</span> Makes a valued, strategic contribution	69%	77%
<span style="color: red;">■</span> Undertakes work that is clearly linked to organisational outcomes	63%	77%
<span style="color: orange;">■</span> Has an important impact	69%	76%
<span style="color: darkblue;">■</span> Has clear measures of success for organisational outcomes	54%	50%
<span style="color: pink;">■</span> Achieves its measures of success	57%	50%

# Consultancy/ agency fees



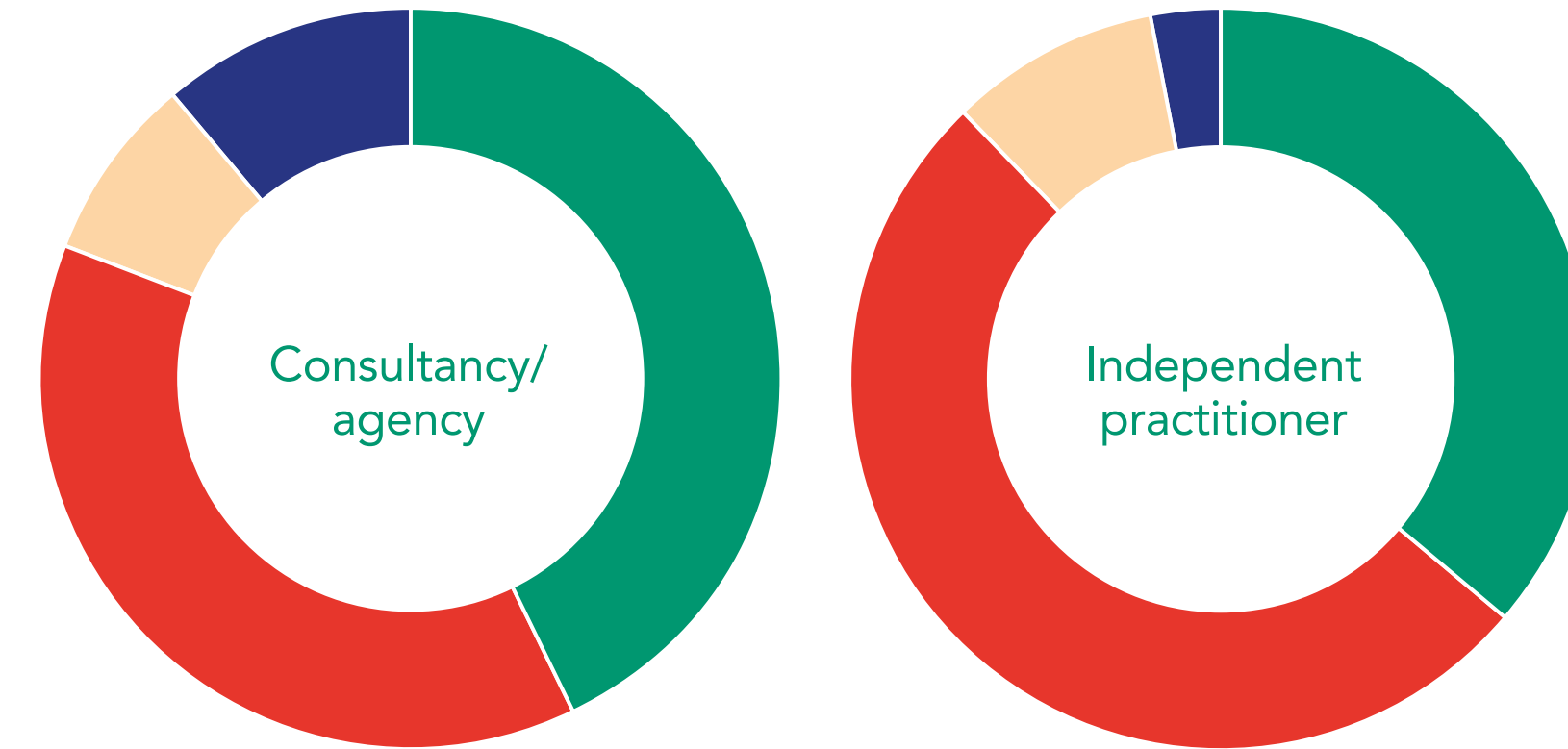
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees**
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Consultancy/agency fees



**Fee change over the past 12 months**

Change	%
Significantly increased	2%
Moderately increased	39%
Remained stable	42%
Moderately decreased	6%
Significantly decreased	3%
Don't know	9%



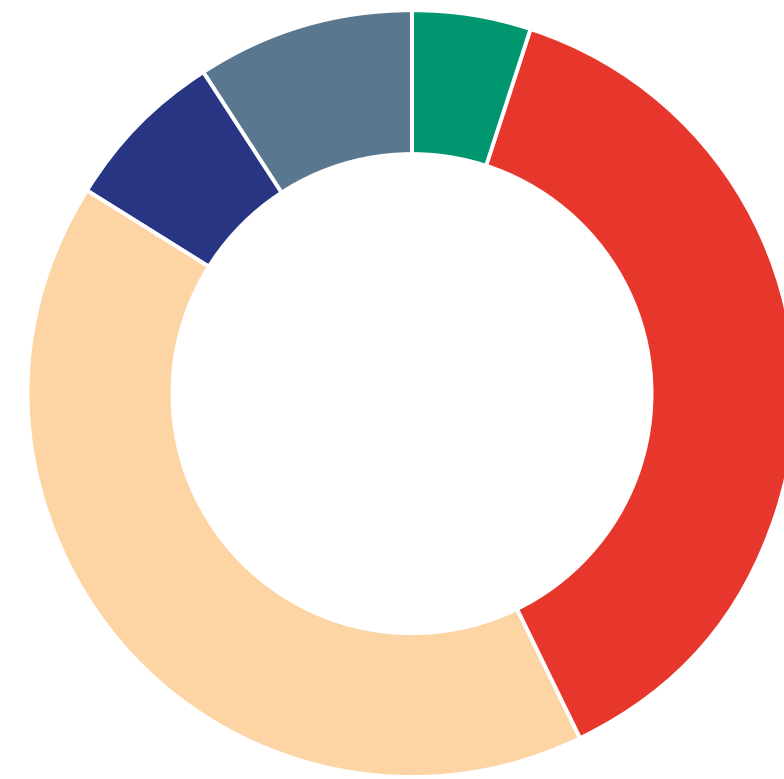
**Fee change over the past 12 months – organisation type**

Change	Consultancy/agency	Independent practitioner
Increased	43%	36%
Remained stable	38%	51%
Decreased	8%	9%
Don't know	11%	3%



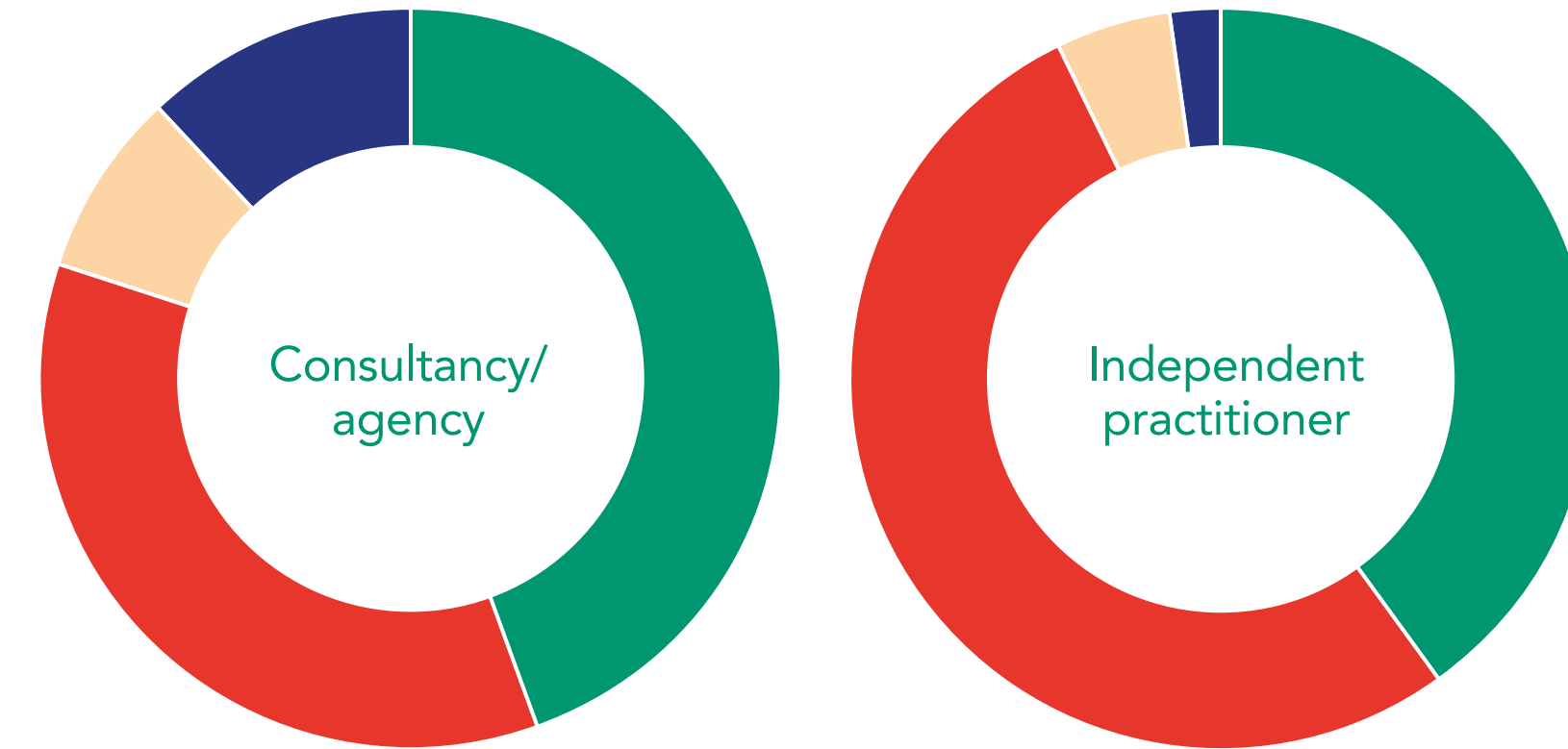
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees**
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Consultancy/agency fees



**Expected fee change over the next 12 months**

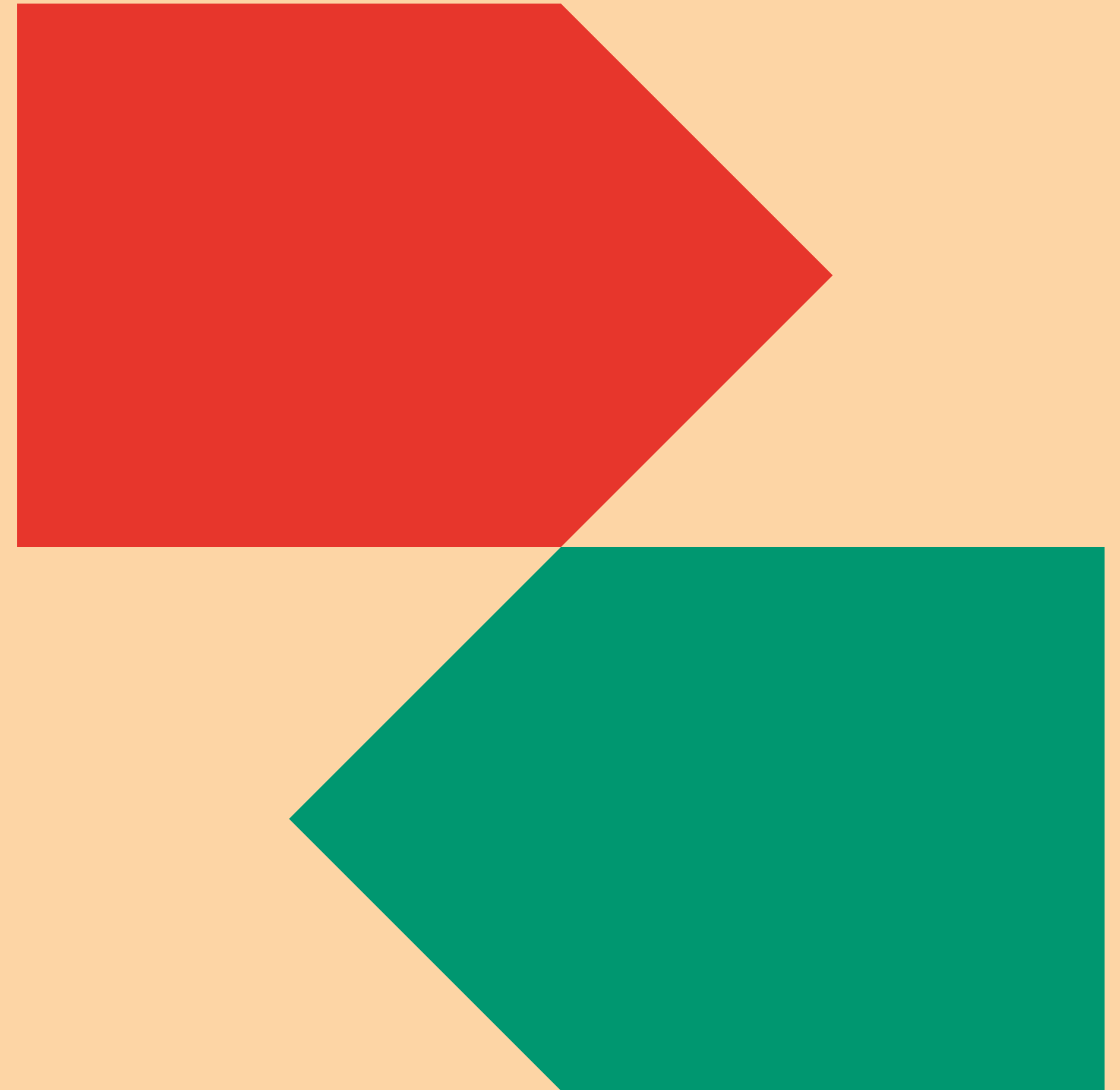
Change	%
Significantly increased	5%
Moderately increased	38%
Remained stable	41%
Moderately decreased	7%
Significantly decreased	0%
Don't know	9%



**Expected fee change over the next 12 months – organisation type**

Change	Consultancy/agency	Independent practitioner
Increased	45%	40%
Remained stable	36%	53%
Decreased	8%	5%
Don't know	12%	2%

# PR activities



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities**
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# PR activities

## PR activities commonly undertaken in role – Top 10

Activity	%
Copywriting and editing	33%
Community and stakeholder relations	33%
Media relations	32%
Crisis, issues management	28%
Management of people, resources	28%
Events, conferences	26%
PR programmes/campaigns	25%
Internal/employee communication	24%
Strategic planning	22%
Project, account, client management	20%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities**
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# PR activities

## PR activities commonly undertaken in role – seniority

Intern / Trainee / Asst / Exec	Officer	Manager	Head of Comms / AD	Director/ Partner / Founder / MD
Community and stakeholder relations	Copywriting and editing	Copywriting and editing	Management of people, resources	Management of people, resources
Media relations	Media relations	Community and stakeholder relations	Crisis, issues	Strategic planning
Events, conferences	Events, conferences	Media relations	Community and stakeholder relations	Crisis, issues management

## PR activities commonly undertaken in role – State of the Profession studies

2018	2019	2020	2022	2024
Copywriting and editing	Copywriting and editing	Copywriting and editing	Copywriting and editing	Copywriting and editing
Campaigns	Media relations	Campaigns	Campaigns	Stakeholder relations
Media relations	Campaigns	Strategic planning	Strategic planning	Media relations
Strategic planning	Crisis, issues management	Media relations	Media relations	Crisis, issues management
Social media relations	Strategic planning	Crisis, issues management	Stakeholder relations	Management of people, resources

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities**
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream

# PR activities

## Activities respondents are doing more of compared to 12 months ago – Top 10

Activity	%
Community and stakeholder relations	24%
Management of people, resources	23%
Copywriting and editing	23%
Events, conferences	20%
Internal/employee communication	20%
Crisis, issues management	18%
Marketing	17%
Project, account, client management	16%
Public affairs	15%
Financial, investor relations	14%

## Activities respondents are doing less of compared to 12 months ago – Top 10

Activity	%
Copywriting and editing	23%
Crisis, issues management	20%
Media relations	18%
PR programmes/campaigns	17%
Events, conferences	16%
Financial, investor relations	15%
Project, account, client management	12%
Internal/employee communication	10%
Management of people, resources	10%
Influencer relations	9%

# Challenges



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges**
- Artificial intelligence
- About the CIPR
- About Chalkstream

# Challenges

## Main challenge facing PR over the next 12 months – Top 10

Activity	%
Artificial Intelligence and its impacts	38%
Fake news/disinformation	32%
An expanding skill set required of individual practitioners/loss of specialisation	30%
Dominance of social and digital channels	28%
Lack of diversity amongst PR practitioners	25%
Lack of analytical skills	25%
A lack of collective self-belief and confidence	23%
Not being seen as a professional discipline	22%
Mental health problems among practitioners	21%
Convergence with other disciplines	21%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges**
- Artificial intelligence
- About the CIPR
- About Chalkstream

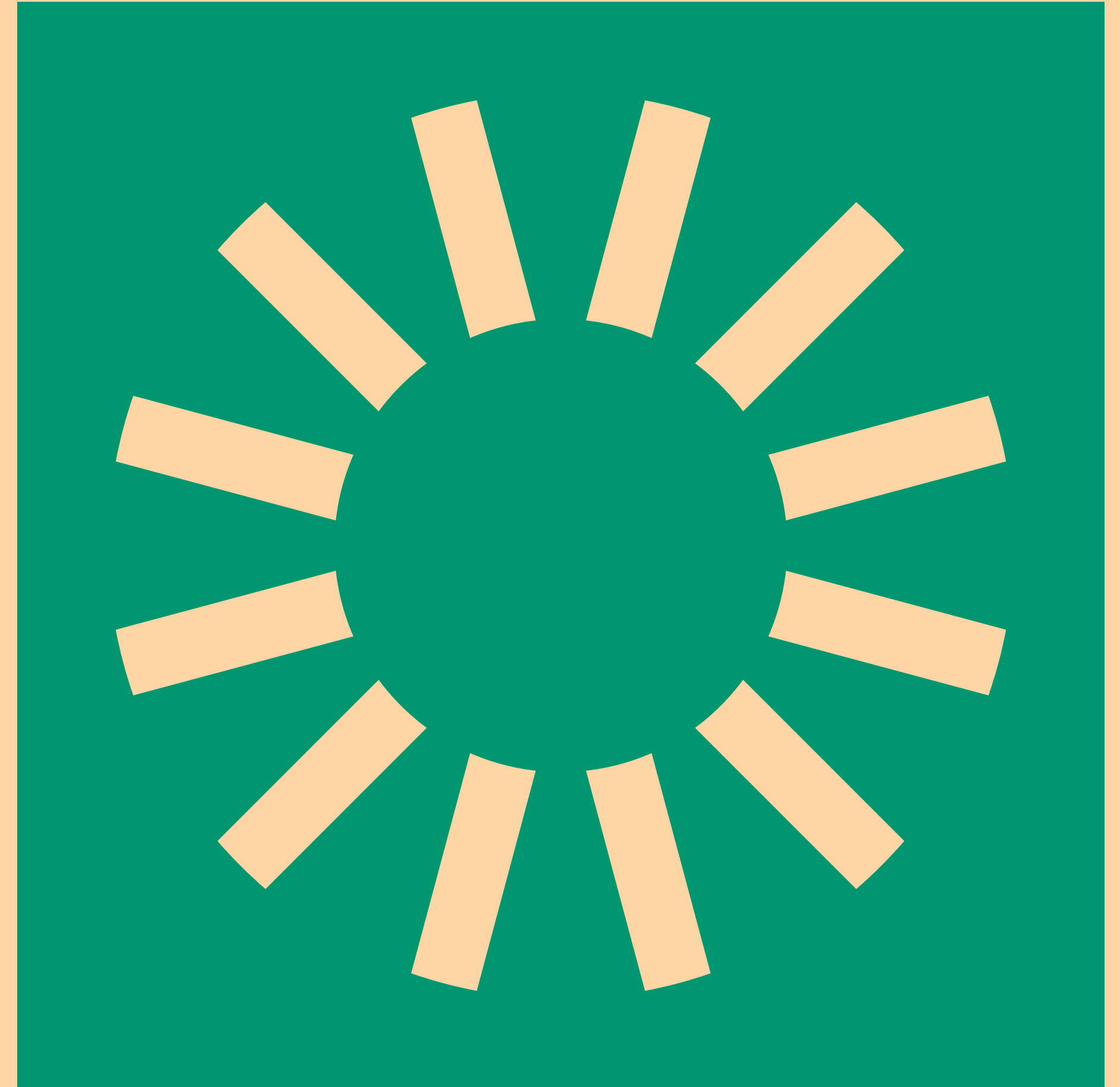
# Challenges

## Top 3 challenges facing PR – State of the Profession studies

	2017	2018	2019	2020	2021	2022	2024
	Under-representation of public relations practitioners at board level	Changing social and digital landscape	Changing social and digital landscape	Under-representation of public relations practitioners at board level	Mental health problems among practitioners	Mental health problems among practitioners	Artificial Intelligence and its impacts
	Poor reputation of PR in wider society	Under-representation of public relations practitioners at board level	Under-representation of public relations practitioners at board level	Not being seen as a professional discipline	Recession / Job losses	Fake news / disinformation	Fake news / disinformation
	Changing social and digital landscape	Not being seen as a professional discipline	Not being seen as a professional discipline	Changing social and digital landscape	Dominance of digital channels	Longer working hours among practitioners	An expanding skill set required of individual practitioners / loss of specialisation

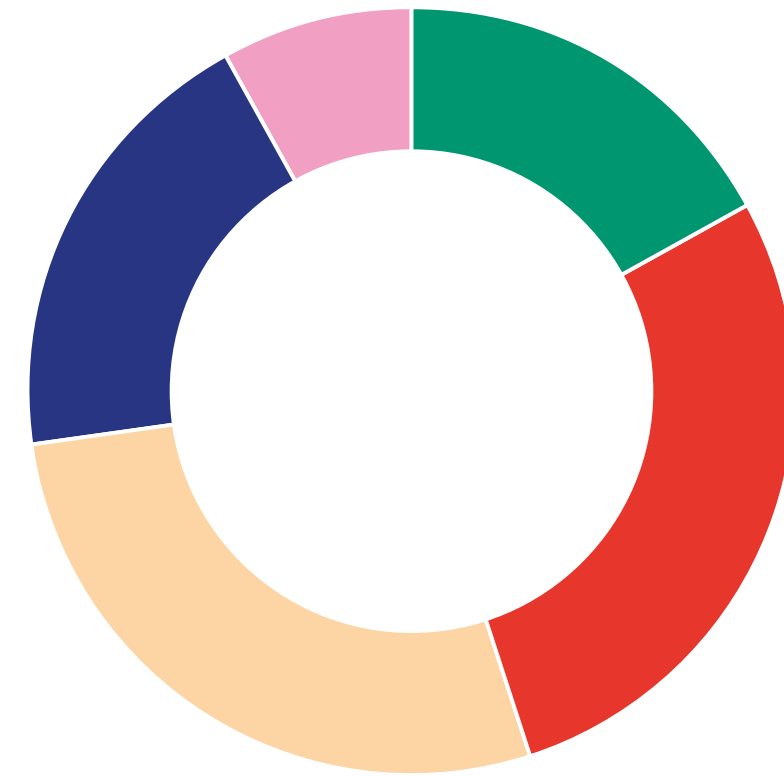


# Artificial intelligence



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence**
- About the CIPR
- About Chalkstream

# Artificial intelligence

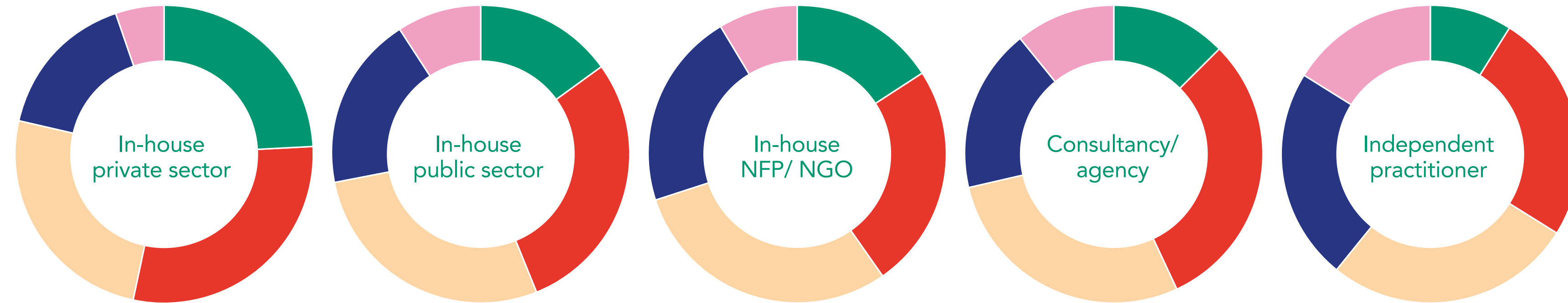


## AI use for work purposes

Frequency	%
■ On a daily basis	17%
■ Often	28%
■ Sometimes	28%
■ Rarely	19%
■ Never	8%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence**
- About the CIPR
- About Chalkstream

# Artificial intelligence

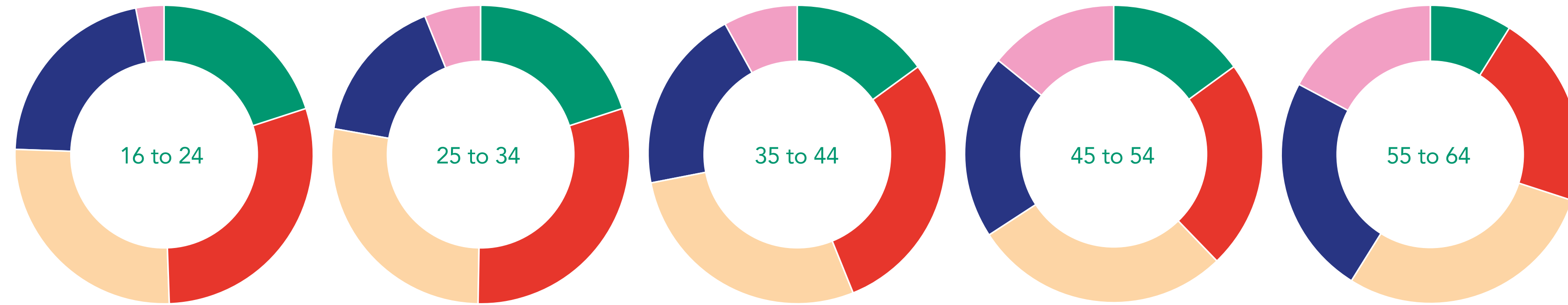


## AI use – organisation type

Frequency	In-house private sector	In-house public sector	In-house NFP/ NGO	Consultancy/ agency	Independent practitioner
■ On a daily basis	24%	15%	15%	13%	9%
■ Often	29%	29%	23%	31%	25%
■ Sometimes	25%	28%	29%	29%	27%
■ Rarely	16%	19%	23%	18%	23%
■ Never	5%	9%	10%	11%	16%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence**
- About the CIPR
- About Chalkstream

# Artificial intelligence



## AI use – age group

Frequency	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64
■ On a daily basis	20%	20%	15%	15%	9%
■ Often	29%	30%	29%	23%	21%
■ Sometimes	26%	27%	28%	28%	29%
■ Rarely	21%	16%	20%	20%	24%
■ Never	3%	6%	8%	14%	17%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence**
- About the CIPR
- About Chalkstream

# Artificial intelligence



**AI use – gender**

Frequency	Male	Female
■ On a daily basis	18%	16%
■ Often	30%	26%
■ Sometimes	29%	27%
■ Rarely	16%	21%
■ Never	7%	10%

**AI use – location**

Frequency	UK	Non-UK
■ On a daily basis	17%	19%
■ Often	28%	26%
■ Sometimes	28%	29%
■ Rarely	19%	15%
■ Never	9%	7%

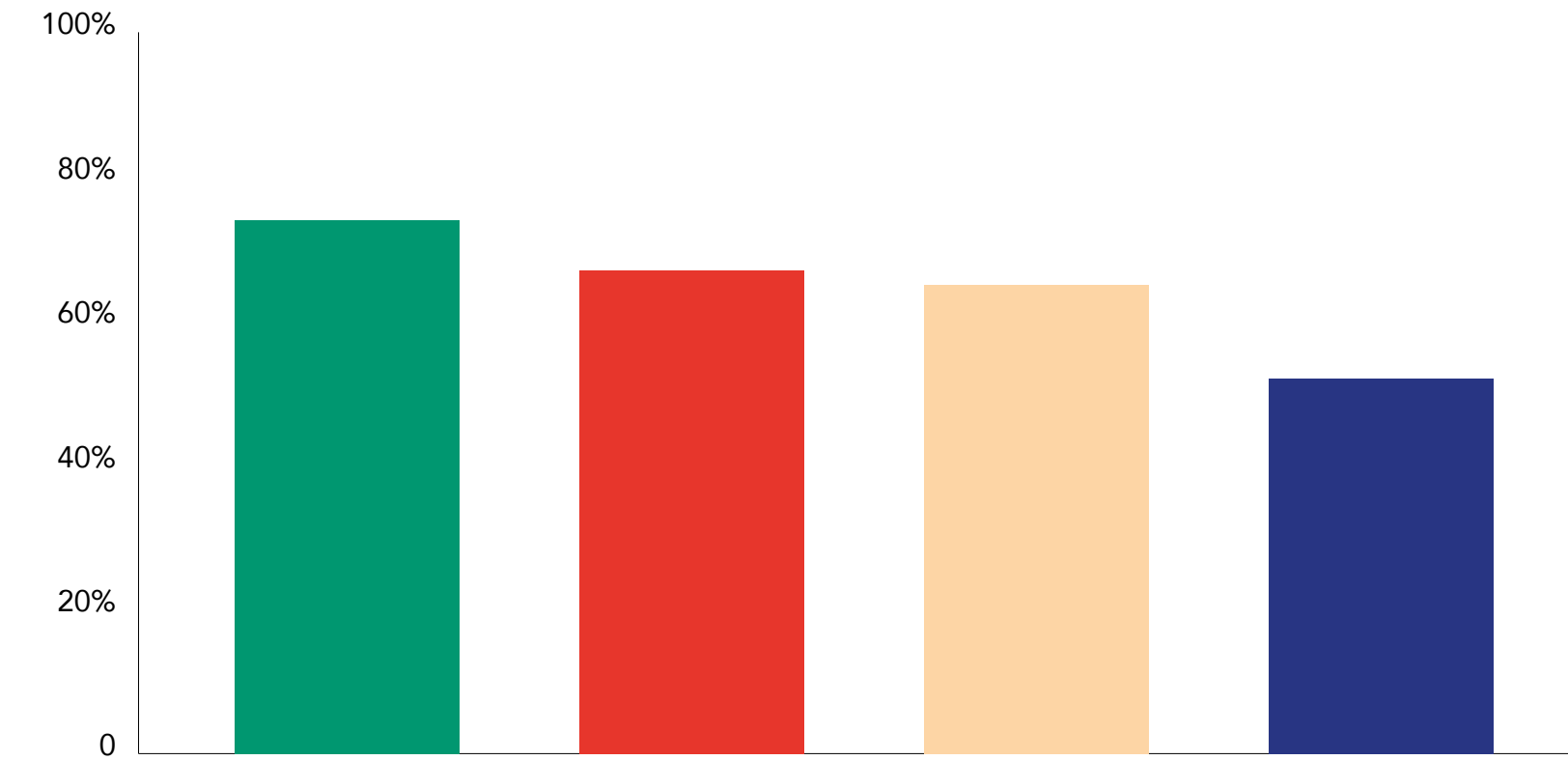
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence**
- About the CIPR
- About Chalkstream

# Artificial intelligence



## Workplace policy on AI

AI policy	%
Yes	67%
No	26%
Don't know	7%



## Workplace policy on AI – organisation type

Organisation type	%
In-house private sector	74%
In-house public sector	67%
In-house NFP / NGO	65%
Consultancy / agency	52%

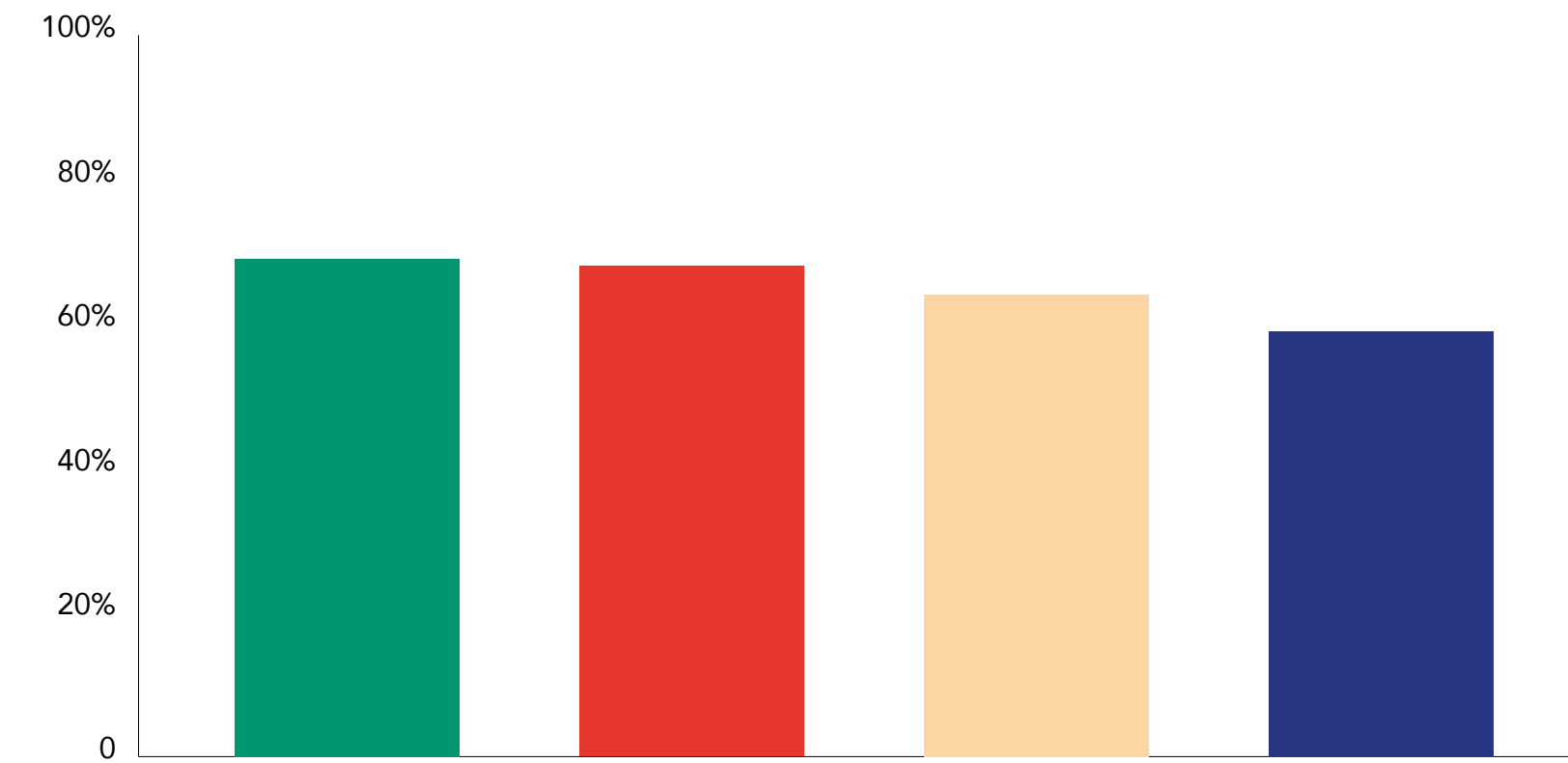
- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence**
- About the CIPR
- About Chalkstream

# Artificial intelligence



**Training received on AI**

AI training	%
Yes	66%
No	32%
Don't know	2%



**Training received on AI – organisation type**

Organisation type	%
In-house private sector	69%
In-house public sector	68%
In-house NFP / NGO	64%
Consultancy / agency	59%

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges

**Artificial intelligence**

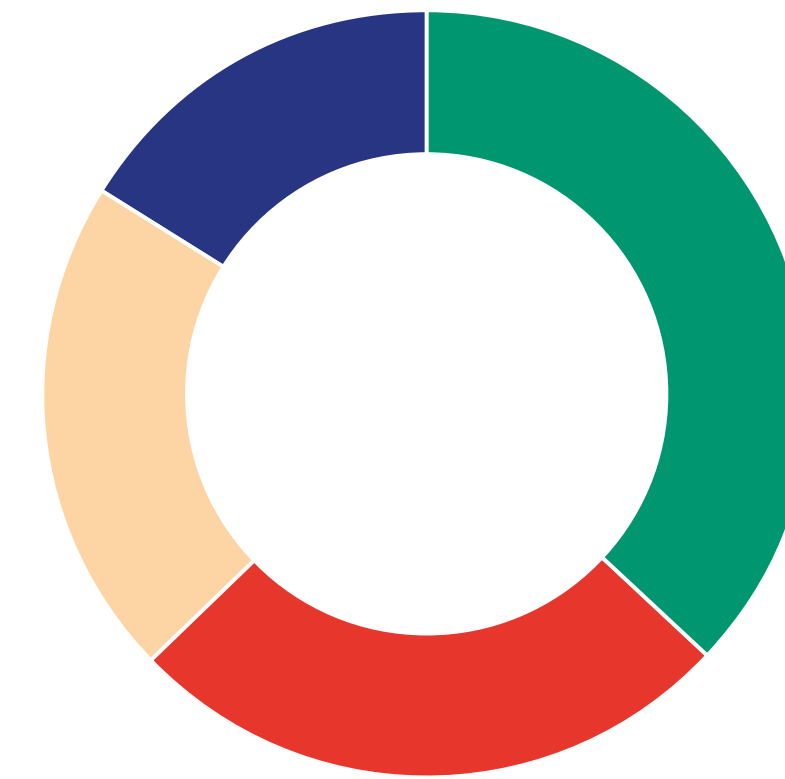
- About the CIPR
- About Chalkstream

# Artificial intelligence



**Workplace policy and training – frequency of use**

Type of user	My workplace has a policy on AI	I have received training on AI
■ Regular AI users	82%	82%
■ Irregular users	60%	60%
■ Non-users	18%	14%



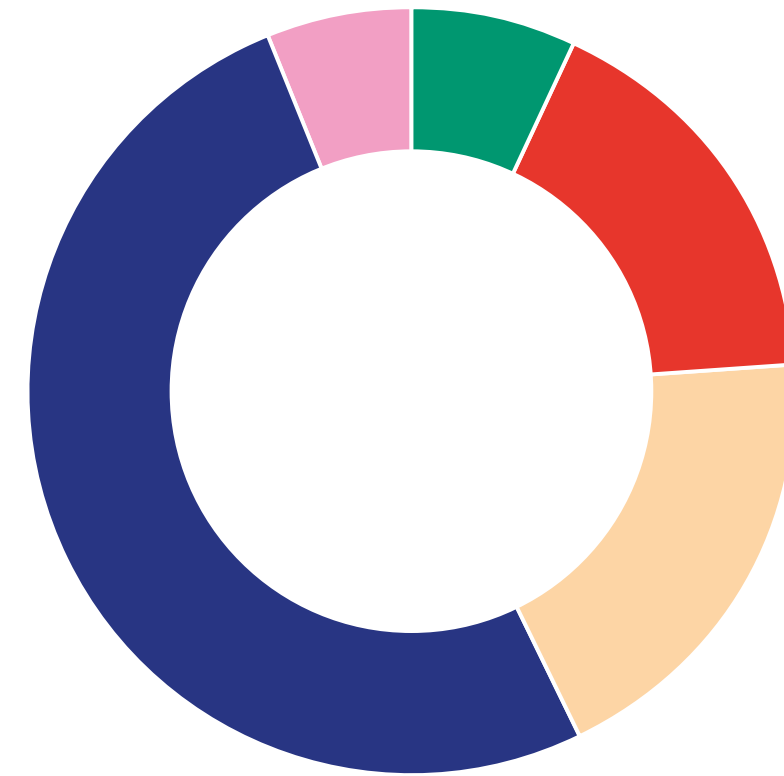
**How teams say they engage with PR agencies and freelancers regarding the use of AI**

How team engages on AI	%
■ We often ask them to tell us if they use AI in their work for us	37%
■ We sometimes ask them to tell us if they use AI in their work for us	26%
■ We rarely ask them to tell us if they use AI in their work for us	21%
■ We have never asked them to tell us if they use AI in their work for us	16%



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence**
- About the CIPR
- About Chalkstream

# Artificial intelligence



## How PR agencies and freelancers say they are engaged by teams regarding the use of AI

How agencies and freelancers are engaged on AI	%
■ Clients often ask us to inform them if we use AI in our work for them	7%
■ Clients sometimes ask us to inform them if we use AI in our work for them	17%
■ Clients rarely ask us to inform them if we use AI in our work for them	19%
■ No client has ever asked us to inform them if we use AI in our work for them	51%
■ Don't know	6%

# About us



- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR**
- About Chalkstream

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# About the Chartered Institute of Public Relations (CIPR)

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Founded in 1948, the Chartered Institute of Public Relations (CIPR) is the world's only Royal Chartered professional body for public relations practitioners in the UK and overseas with over 11,000 members.

The CIPR advances professionalism in public relations by making its members accountable to their employers and the public through a code of conduct and searchable public register, setting standards through training, qualifications, awards and the production of best practice and skills guidance, facilitating Continuing Professional Development (CPD), and awarding Chartered Public Relations Practitioner status (Chart.PR).

- Methodology
- Executive summary
- Practitioner demography
- Employment
- Organisation
- Working patterns
- Training and development – personal
- Recruitment
- Income
- Reputation of PR in-house
- Consultancy/agency fees
- PR activities
- Challenges
- Artificial intelligence
- About the CIPR
- About Chalkstream**

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## About Chalkstream

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Chalkstream specialises in in-depth, intelligent reputation and market research for education and membership body/trade association clients. Our work involves secondary and primary research exploring attitudes, awareness and behaviours among diverse groups. We turn expert research design, first-class fieldwork and powerful analysis into clear, straightforward, practical recommendations that drive intelligent decision-making. Current and former clients include NATO, City & Guilds Group, Institute of Chartered Accountants in England and Wales, Chartered Insurance Institute, Learning and Work Institute, Association of Colleges, National Union of Students, Association of School and College Leaders, ZSL, the UK Government.

**Chartered Institute of Public Relations**

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