

1. Welcome

Welcome to the Future of Public Relations Survey

PRSA and Booz Allen Hamilton, a leading consulting firm, are conducting an investigation into the future of the public relations profession. To that end, we are conducting a survey of all association members to get their input on trends in the field. The results of this survey will be presented at the PRSA International Convention in San Diego on November 9th and shared with the full membership. No one is in a better position than you to tell us where the industry is going. This survey should take 10 minutes to complete. We greatly appreciate your participation in this effort.

2. Demographics #1

1. What is your gender?

Male

Female

2. In what year were you born?

1900-1945

1946-1955

1956-1964

1965-1976

1977-1994

3. Which of the following best describes your highest level of education?

High school graduate

Some college

Associate's degree

Bachelor's degree

Master's degree

Other (please specify)

4. Which of the following best describes your race?

White, Caucasian

African American, African descent, Black

Asian, Pacific Islander, Asian American

American Indian, Native American

Multiracial

Other (please specify)

5. Are you of Hispanic, Latino or Spanish origin?

Yes

No

6. How many years have you worked in public relations?

Number of years

7. What is your employment status?

Working full time

Working part time

Student: currently employed

Student: currently unemployed

Currently unemployed

Retired

8. Which of the following best describes where you work?

Corporation

Educational institution

Government/military

Independent practitioner

Nonprofit/association

Professional services

Public relations/consultancy/agency

Other (please specify)

3. Demographics #2

9. Which of the following best describes your *primary* specialty?

- Advertising
- Branding
- Business development
- Business-to-business
- Community relations
- Consumer marketing
- Corporate communications
- Corporate social responsibility
- Crisis management
- Development/fundraising
- Employee communications
- Employee relations
- Global communications
- Investor relations/financial communications
- Management/administration Marketing
- Marketing communications
- Measurement and evaluation
- Media relations
- Media training
- Multicultural
- Public affairs
- Public relations counseling
- Reputation management
- Research
- Social media
- Special events
- Teaching
- Technology
- Writer/editor

Other (please specify)

4. Demographics #3

10. What job function or title is closest to yours?

President/CEO/executive director

Director

Partner/principal

Vice president

Manager

Staff

Consultant

Educator/professor

Retired

Student

Other (please specify)

11. How many employees does your organization have?

5 or fewer

6–10 employees

11–25 employees

26–50 employees

51–100 employees

101–500 employees

501–1,000 employees

1,001–5,000 employees

More than 5,000 employees

Not Applicable

12. Which salary range is closest to your own?

Under \$35,000

\$35,000–\$49,999

\$50,000–\$74,999

\$75,000–\$99,999

\$100,000–\$149,999

\$150,000–\$199,999

\$200,000–\$249,999

\$250,000–\$299,999

Over \$300,000

5. Demographics #4

13. In a standard work week, how many hours of your professional work time is spent using, creating, updating, or referring to traditional media sources (newspapers, magazines, tv and radio) on behalf of your organization or client?

0

less than 5

5 – 10

11 – 20

21 - 30

31 – 40

40 +

14. In a standard work week, how many hours of your professional work time is spent using, creating, updating or referring to social media (wikis, blogs, Facebook, Twitter, etc.) on behalf of your organization or client?

0

less than 5

5 – 10

11 – 20

21 - 30

31 – 40

40 +

15. In a standard work week, how often do you create, update or refer to the following social media tools on behalf of your organization or client?

	Never Used	Have Used Occasionally	Weekly	Daily	Hourly
Social networking (Facebook, Twitter, MySpace, LinkedIn)	jn	jn	jn	jn	jn
Wikis (Wikipedia)	jn	jn	jn	jn	jn
Video sharing (YouTube, Vimeo)	jn	jn	jn	jn	jn
Blogs	jn	jn	jn	jn	jn
Virtual worlds (Second Life)	jn	jn	jn	jn	jn
Online newsletters	jn	jn	jn	jn	jn
Interactive Web features (polls, viewer comments)	jn	jn	jn	jn	jn
Your organization or client Web site	jn	jn	jn	jn	jn
Other (please specify)	<input type="text"/>				

6. Future State of PR

16. On a scale from 1-5 with 1 being "not a challenge" and 5 being "a great challenge," to what extent do you expect to face the following challenges in providing public relations services on behalf of your organization or client over the next five years?

	1	2	3	4	5
Responding in a timely manner to inquiries in a 24-hour news environment	jn	jn	jn	jn	jn
Finding the time to engage in online social media communities on a regular basis	jn	jn	jn	jn	jn
Obtaining organization leadership support or content for media efforts	jn	jn	jn	jn	jn
Monitoring ever-expanding channels of communication	jn	jn	jn	jn	jn
Brand management in an era with few barriers to mass communication	jn	jn	jn	jn	jn
Limited resources due to economic pressures	jn	jn	jn	jn	jn
Maintaining individual privacy in a more connected world	jn	jn	jn	jn	jn
Demonstrating return on investment	jn	jn	jn	jn	jn

17. On a scale from 1-5 with 1 being "will not be a significant development" and 5 being "will be an extremely significant development," to what extent will the following be significant trends or developments in public relations over the next five years?

	1	2	3	4	5	Do not expect to occur
The growth of multimedia sharing capabilities found on sites like YouTube, Flickr, Twitter and Facebook	jn	jn	jn	jn	jn	jn
An increase in the number of media channels and methods for consuming information	jn	jn	jn	jn	jn	jn
A decrease in the number and influence of traditional media (print, radio, network broadcast TV)	jn	jn	jn	jn	jn	jn
The ability to manage an organization's brand in a Web 2.0 world	jn	jn	jn	jn	jn	jn
The need to stay active in monitoring, creating and engaging in social media	jn	jn	jn	jn	jn	jn
An increased use of and sophistication of graphic arts	jn	jn	jn	jn	jn	jn
Limited staff resources	jn	jn	jn	jn	jn	jn
Limited financial resources	jn	jn	jn	jn	jn	jn
Generation gaps in social media usage	jn	jn	jn	jn	jn	jn

Other (please specify)

18. On a scale from 1-5 with 1 being "strongly disagree" and 5 being "strongly agree," to what extent do you agree the following will be top opportunities for job growth or career success in public relations over the next five years?

	1	2	3	4	5
Social media (IT/technology experience, familiarity, application)	jn	jn	jn	jn	jn
Social media's integration with traditional media	jn	jn	jn	jn	jn
Strategic communications (breadth of experience)	jn	jn	jn	jn	jn
Investor relations	jn	jn	jn	jn	jn
Internal communications	jn	jn	jn	jn	jn
Crisis communications	jn	jn	jn	jn	jn
Health industry knowledge	jn	jn	jn	jn	jn
Environment industry knowledge	jn	jn	jn	jn	jn
Biotech industry knowledge	jn	jn	jn	jn	jn
Manufacturing industry knowledge	jn	jn	jn	jn	jn
Services industry knowledge	jn	jn	jn	jn	jn
Security industry knowledge	jn	jn	jn	jn	jn
Measurement and Evaluation	jn	jn	jn	jn	jn

Other (please specify)

7. Predictions of Future State of PR

19. On a scale from 1-5 with 1 being "strongly disagree" and 5 being "strongly agree," to what extent do you agree with the following statements?

	1	2	3	4	5
Public Relations has had a dramatic increase in two-way communication with the advent of social media.	jn	jn	jn	jn	jn
The Internet has inherent privacy issues for PR practitioners.	jn	jn	jn	jn	jn
Over the past five years there has been increased democratization (the ability for the general public to share their point of view).	jn	jn	jn	jn	jn
The impact of traditional media (print, radio, network broadcast) have declined.	jn	jn	jn	jn	jn

20. If you "Agree" or "Strongly Agree" with the previous statement, on a scale from 1-5 with 1 being "no impact" and 5 being "significant impact," to what extent have each of the following developments had an impact on the public relations profession?

	1	2	3	4	5	Not a result of a decline in traditional media
Difficulty in determining the credibility of news sources	jn	jn	jn	jn	jn	jn
Difficulty providing accurate information given tighter reporter/blogger deadlines	jn	jn	jn	jn	jn	jn
Monitoring a growing number of news sources	jn	jn	jn	jn	jn	jn
A greater risk to personal privacy	jn	jn	jn	jn	jn	jn
Difficulty reaching key audiences	jn	jn	jn	jn	jn	jn
Increased ability to reach key audiences	jn	jn	jn	jn	jn	jn
Opportunities to create two-way communication through social networks (Facebook, YouTube, etc)	jn	jn	jn	jn	jn	jn

Other (please specify)

8. Predictions of Future State of PR

21. Do you plan to use social media on behalf of your client/organization in the next five years?

Yes

No

22. If yes, how do you plan on using social media on behalf of your client/organization in the next five years?

23. Are there any trends emerging over the next five years that are not reflected here

9. Complete

Thank You

Thank you for taking the Future of Public Relations Survey. Your input will be invaluable in helping us to better understand the issues and concerns shaping the profession.

The survey is being conducted by Booz Allen Hamilton Inc. with the assistance of the Public Relations Society of America.