



THE RESEARCH INTELLIGENCE GROUP



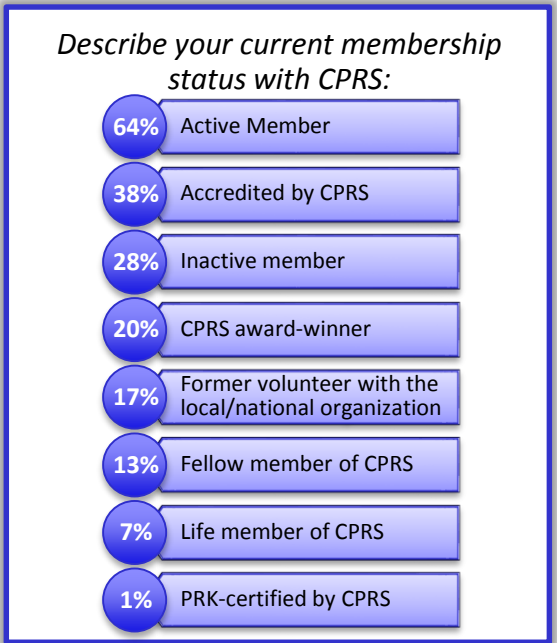
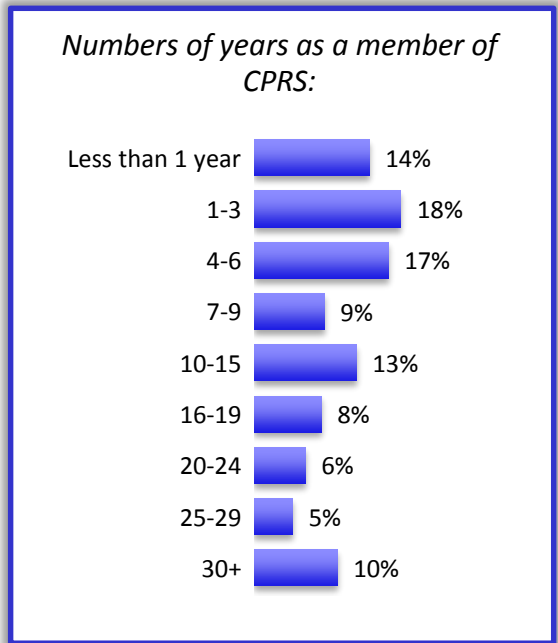
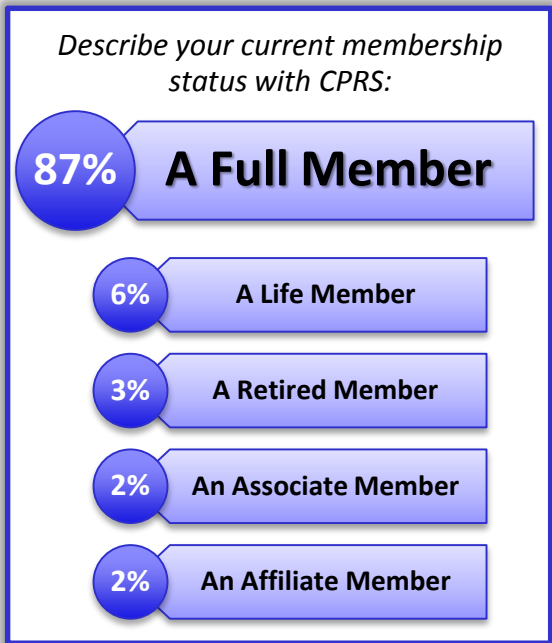
Canadian Public  
Relations Society

Advancing Public Relations &  
Communications Management

# **CPRS Members Survey Results**

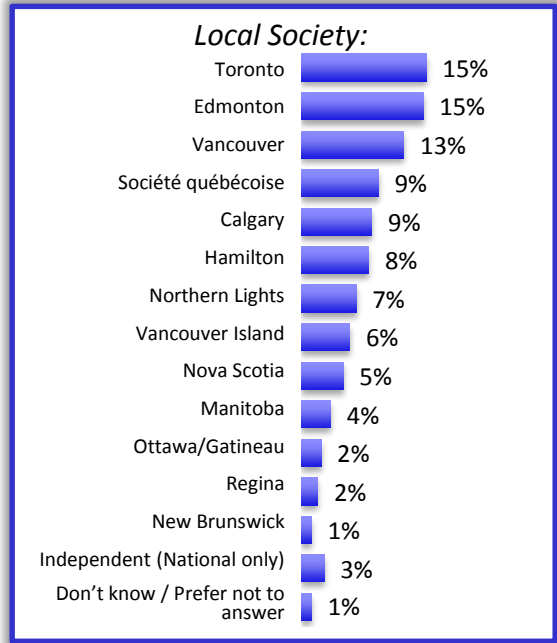
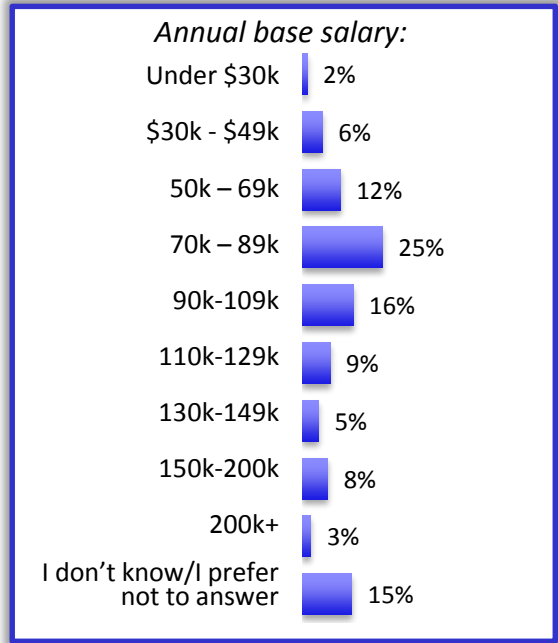
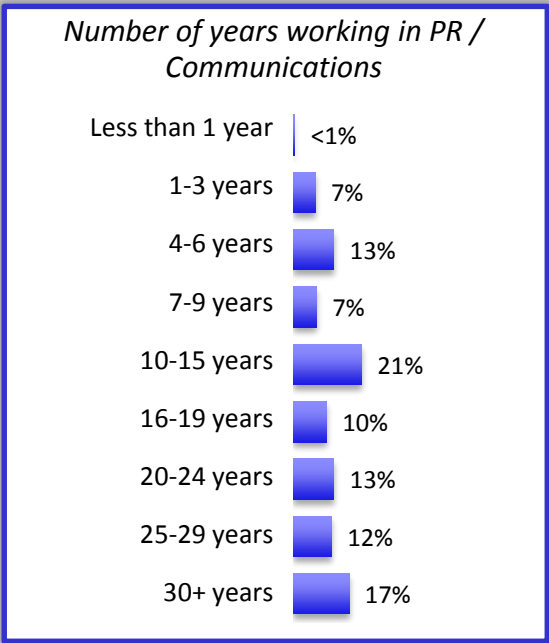
## **May 2017**

# CPRS Membership Status



Q1. Which of the following best describes your current membership status with CPRS? Base: Total sample (n=254)  
 Q2. How many years have you been a Member of CPRS? Base: Total sample (n=254)  
 Q8. Which of the following member characteristics, if any, describe your current relationship with CPRS? Base: Total sample (n=254)

# CPRS Membership Status - Continued



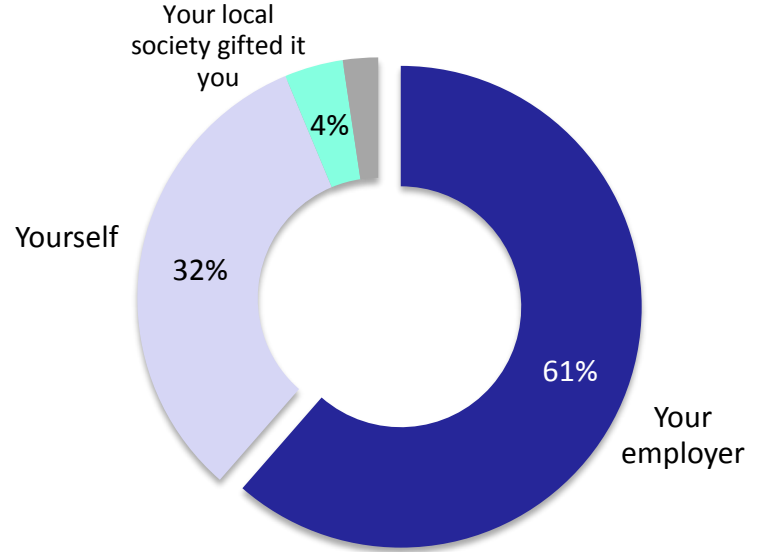
Q3. How many years have you been working in PR/communications? Base: Total sample (n=254)  
 Q4. What is your annual salary base? Base: Total Sample (n=254)  
 Q5. To which local society do you belong? Base: Total sample (n=254)

# Joining the CPRS

## Main reason for joining the CPRS:



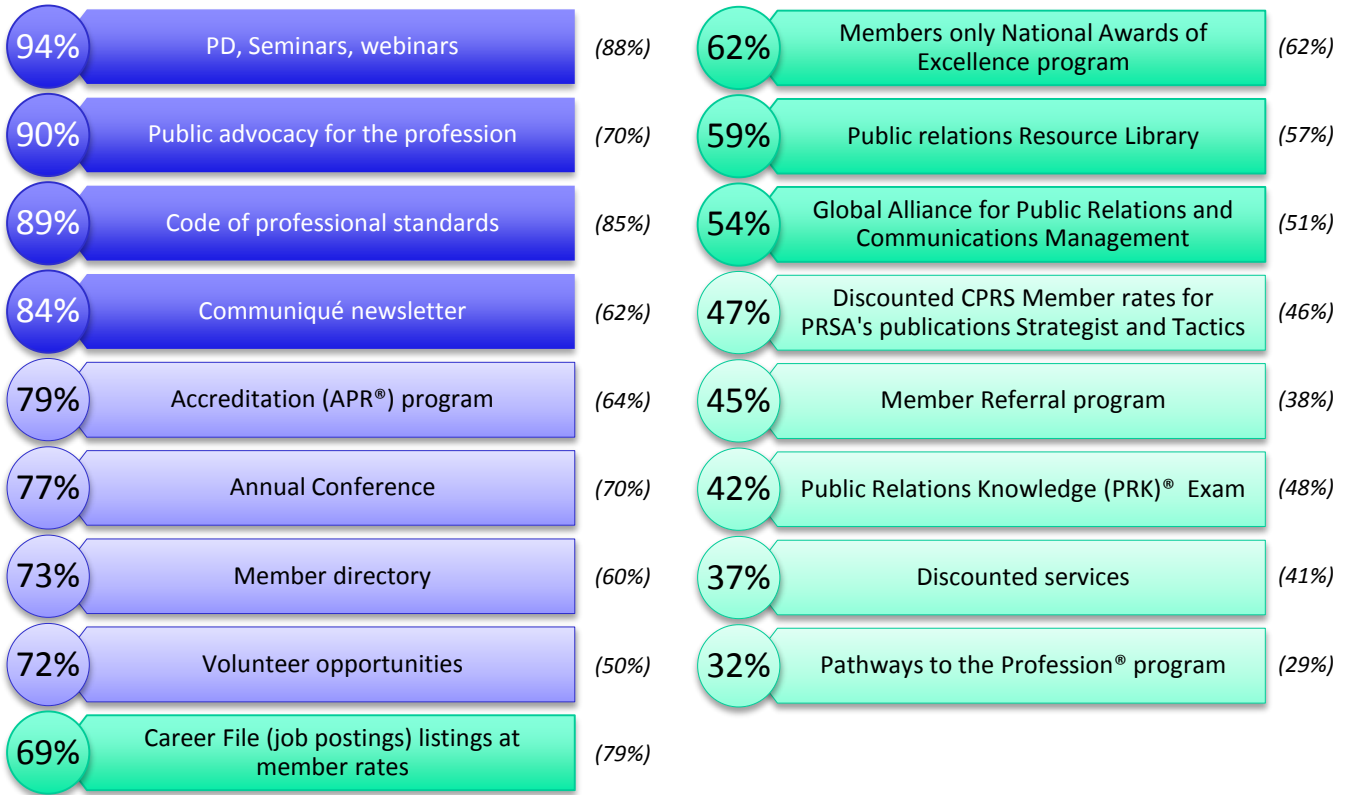
## Who pays for CPRS membership:



Q6. Why did you join CPRS? Base: Total Sample (n=254)  
 Q28. Who pays for your CPRS membership? Base: Total Sample (n=254)

# Relevance of benefits of belonging to CPRS

% Very relevant / somewhat relevant



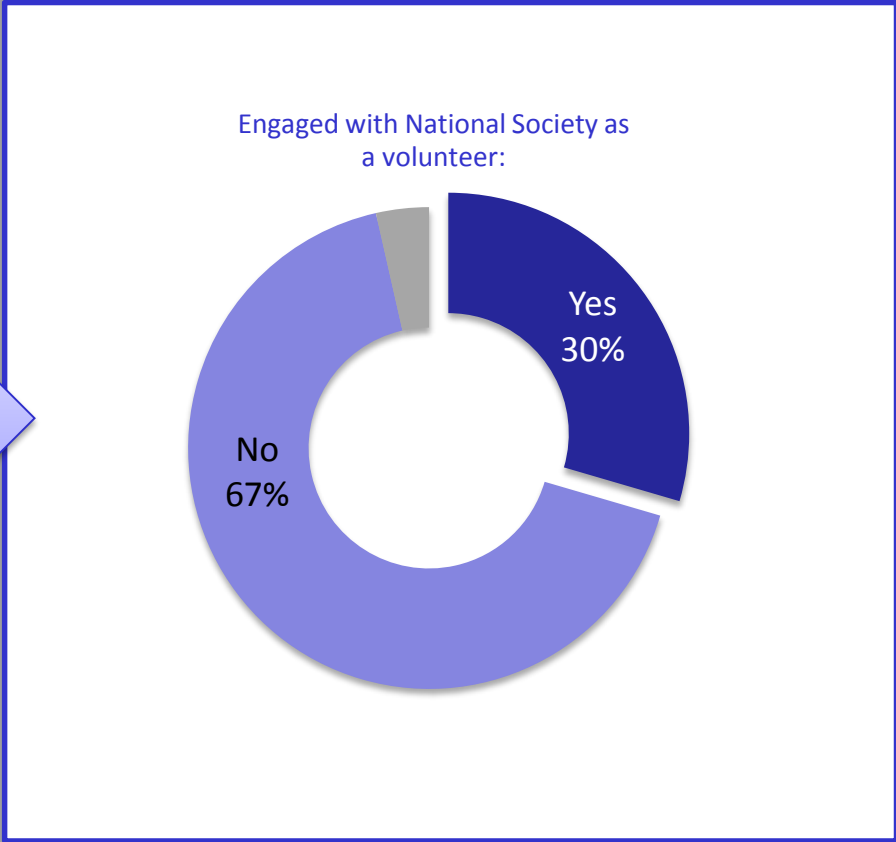
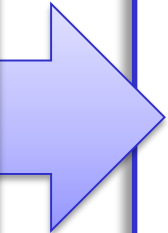
Q9. Reflecting on your current professional needs, how relevant are each of the following benefits of belonging to CPRS: Total Sample (n=254)

( %) 2015 results

# Volunteer engagement

72%

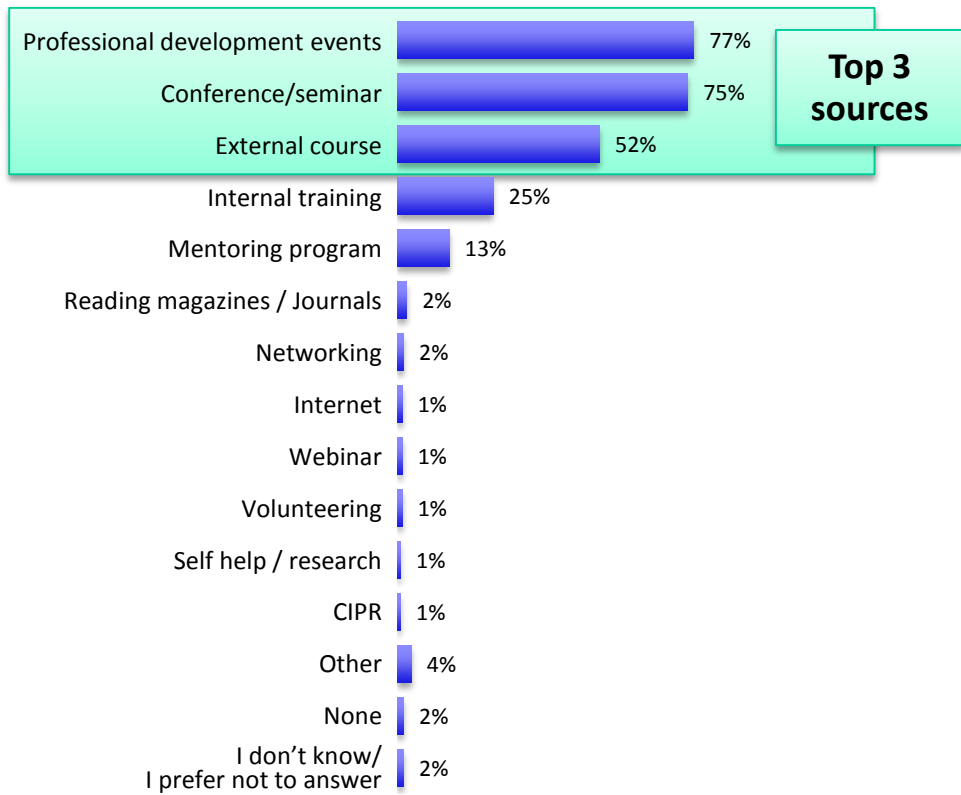
Say that being a member provides them with volunteering opportunities



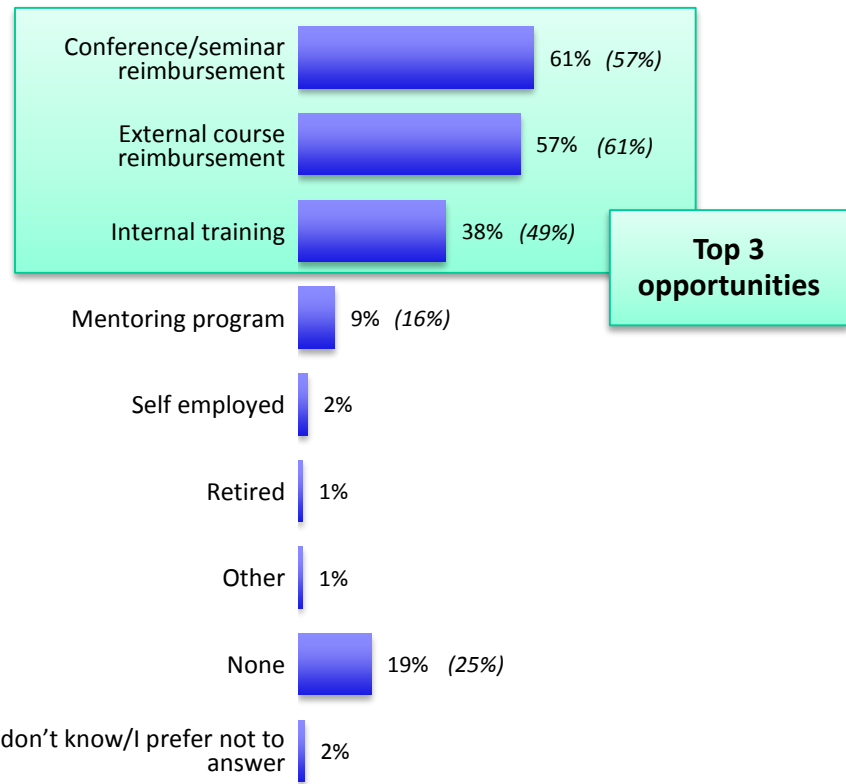
Q16. Are you engaged with the National Society as a volunteer? Base: Total Sample (n=254)

# Professional development

Main sources for professional development:



Professional Development opportunities available from employer:

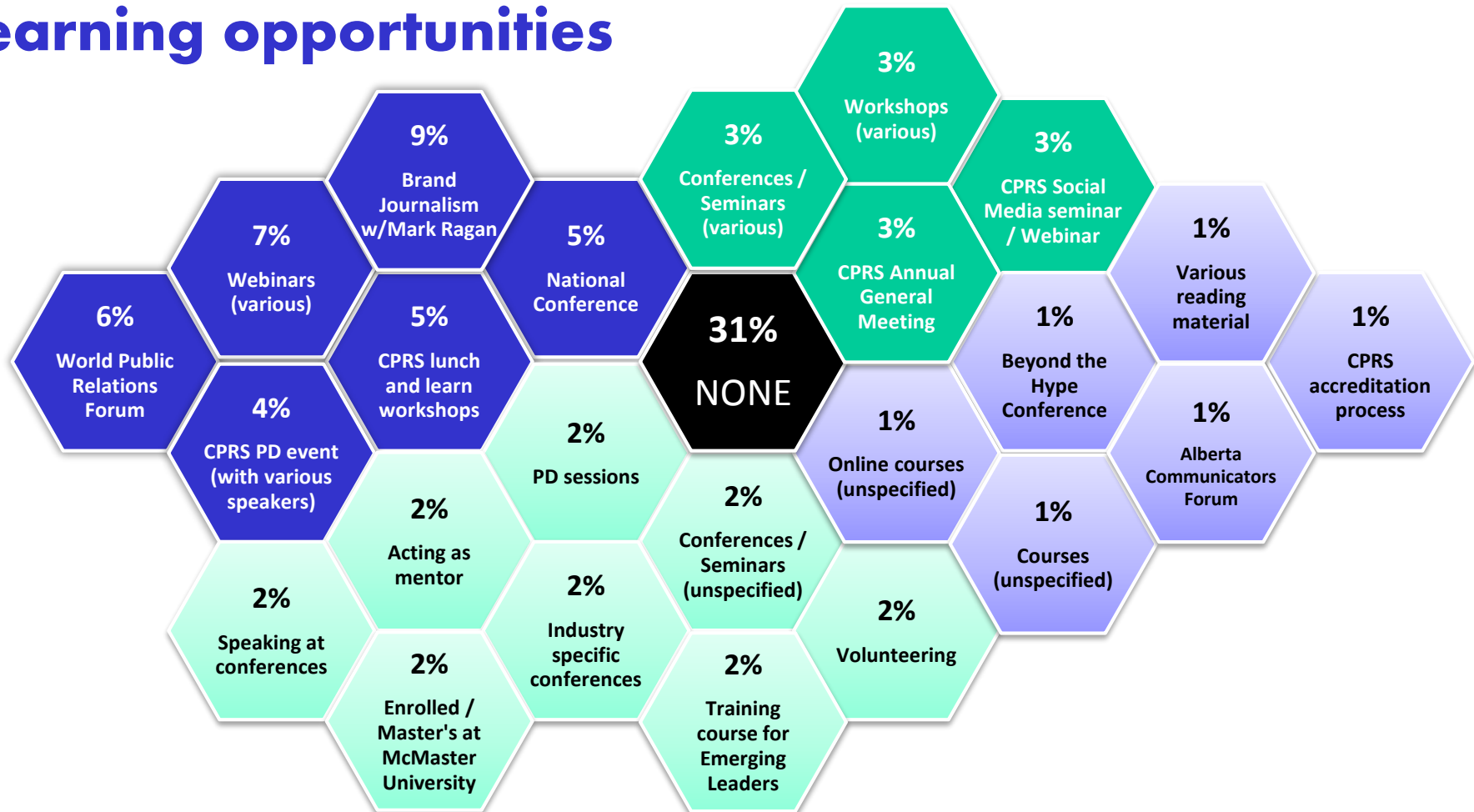


Q10. What are your main sources for Professional Development? Base: Total Sample (n=254)

Q11. What type of Professional Development, if any, is available from your employer? Base: Total Sample (n=254)

( %) 2015 results

# Learning opportunities

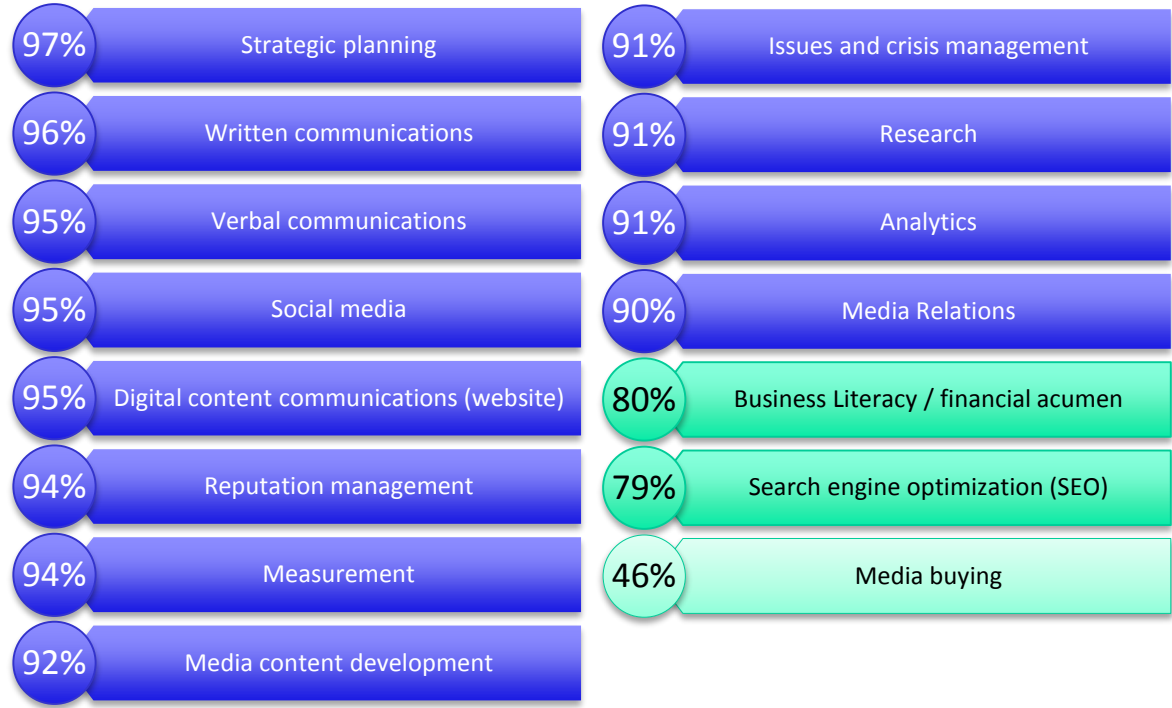


Q12. Thinking about the last year, please give an example of a learning opportunity that you enjoyed. [OPEN END] Total Sample (n=254)



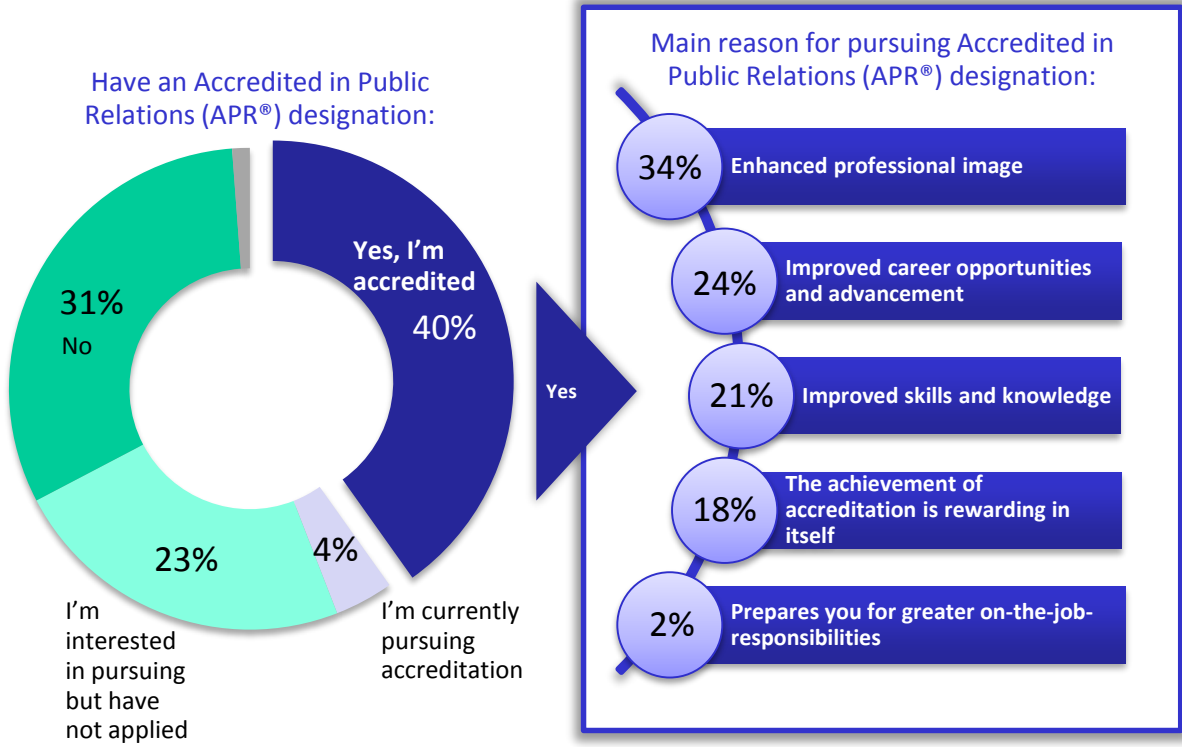
# Needs for achieving goals over next 5 years

Important areas of staff skills and expertise for depart / agency to achieve its goals over next 5 years: (% very important / somewhat important)



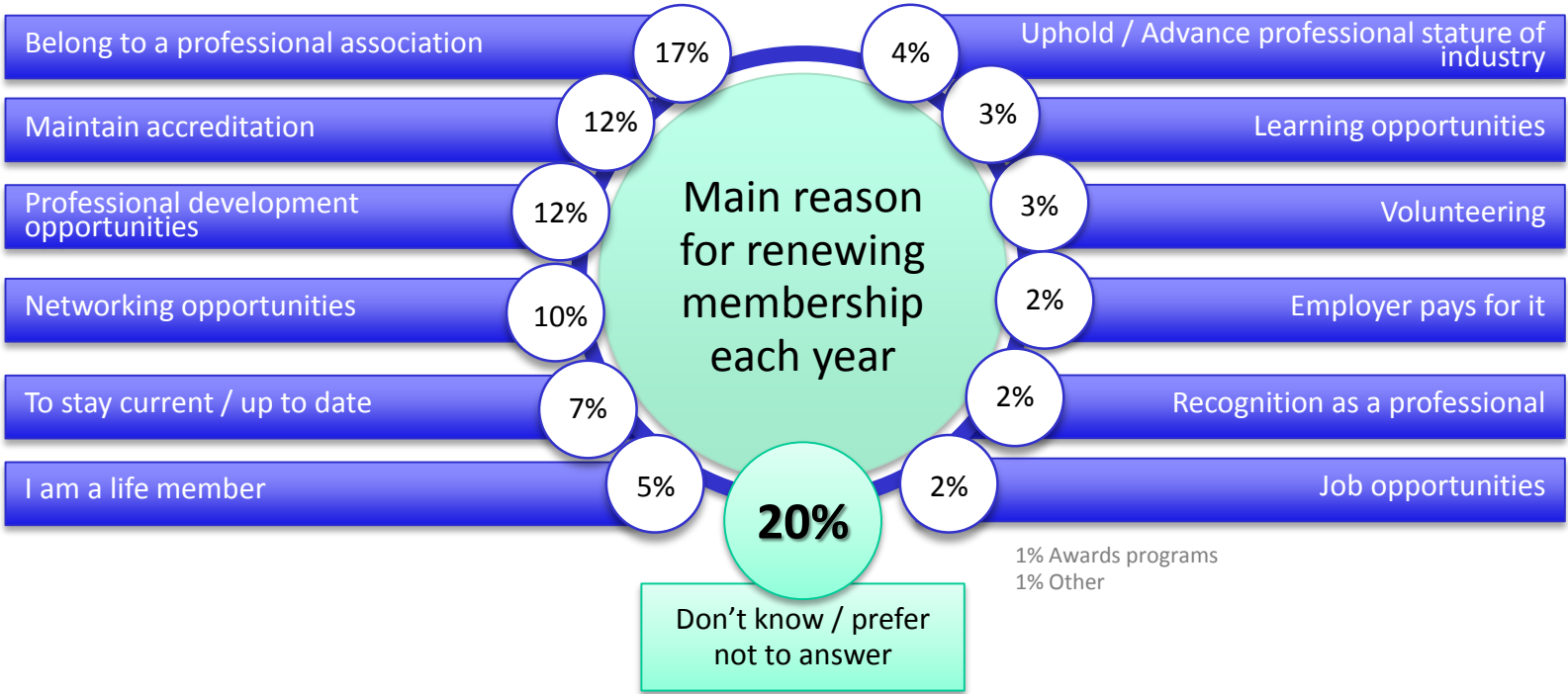
Q13. How important will the following areas of staff skills and expertise be for your department/agency to achieve its goals over the next 5 years. Total Sample (n=254)

# Pursuing an APR designation



Q14. Do you have an Accredited in Public Relations (APR®) designation? Base: Total Sample (n=254)  
Q15. What is the main reason you decided to pursue your APR® designation? Base: Have an APR Q14 (n=102)

# Reason for renewing membership each year



Q17. What is the main reason that you renew your membership with CPRS each year? [OPEN END] Base: Total Sample (n=254)

# Reason for renewing membership each year

Key values of CPRS membership that compel you to renew membership annually:



**2015:**

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34%

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50%

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61%

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54%

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16%

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44%

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59%

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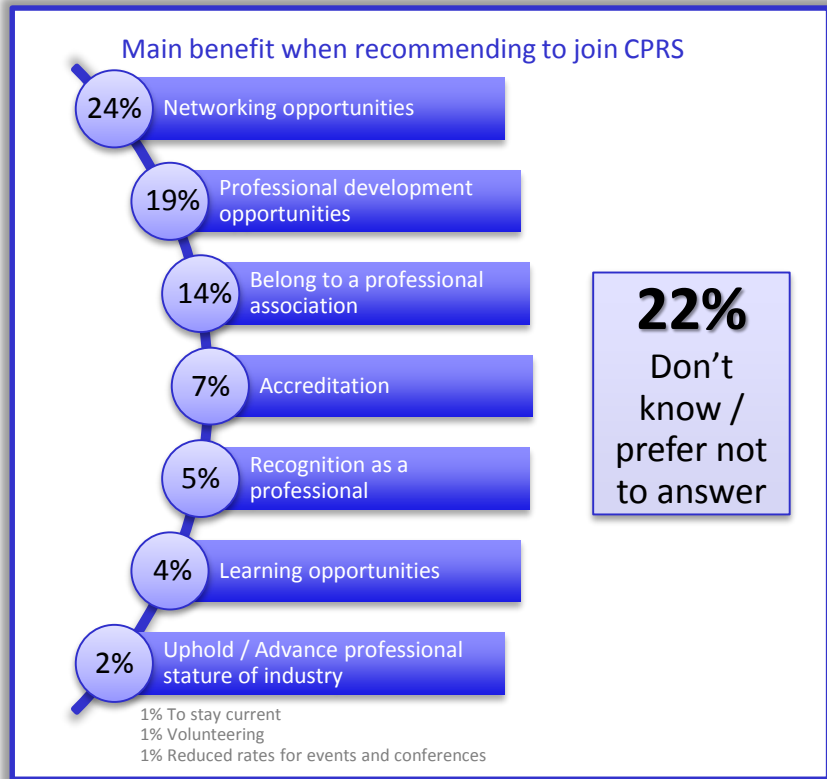
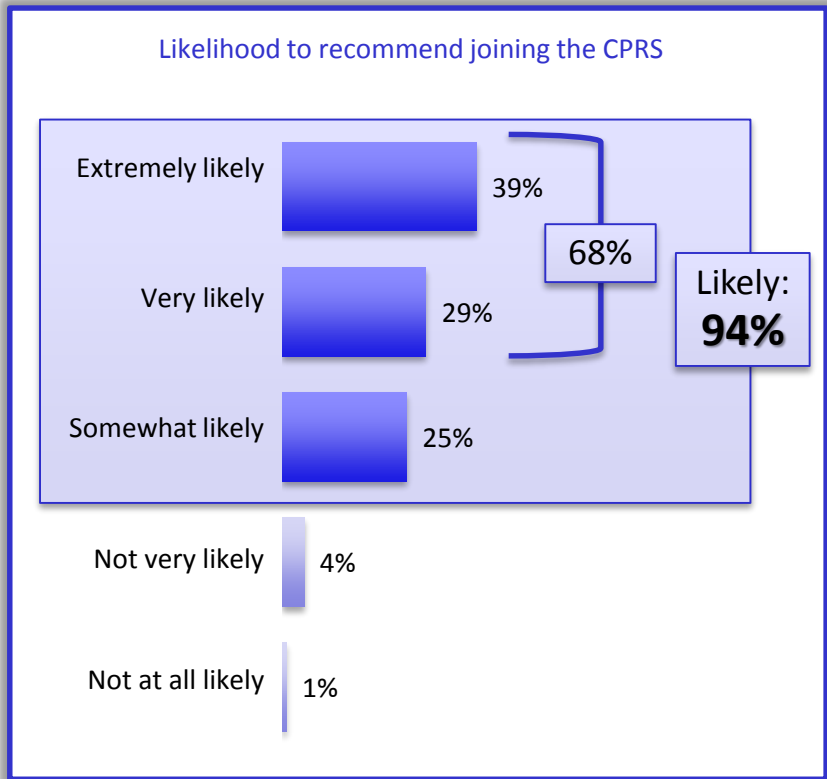
56%

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27%

Q18. What are the key values of your CPRS membership that compel you to renew your membership annually? Base: Total Sample (n=254)

# Recommending a CPRS membership



Q16x. If asked by a friend or colleague, how likely would you be to recommend they join CPRS? Base: Total Sample (n=254)

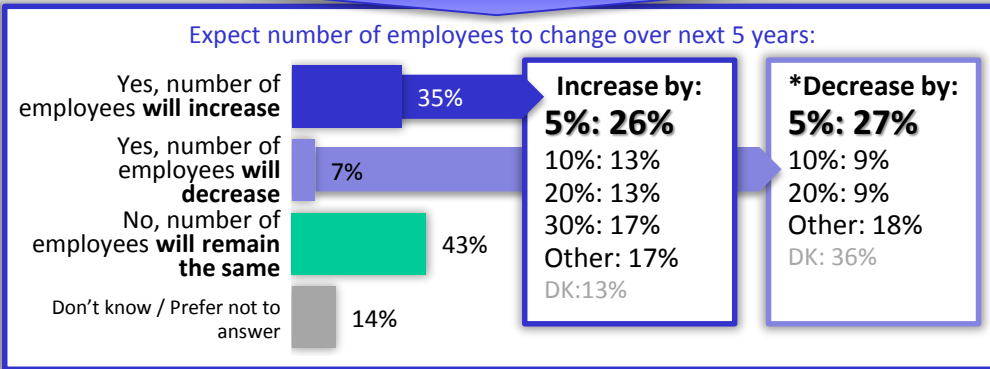
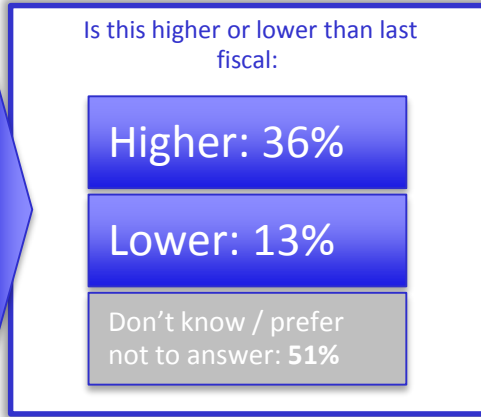
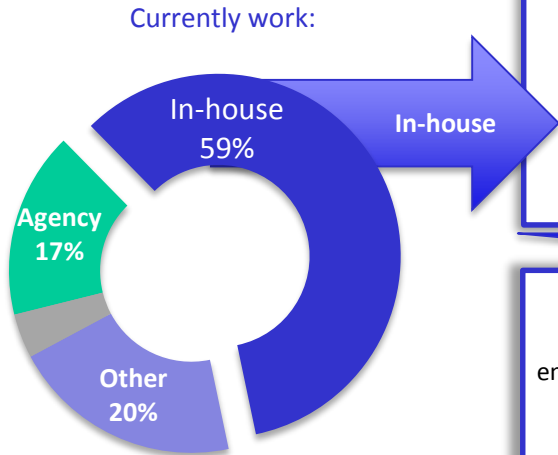
Q17x. If you recommended a friend or colleague join CPRS what would you state is the main benefit? [OPEN END] Base: Total Sample (n=254)

# Future role of professional associations



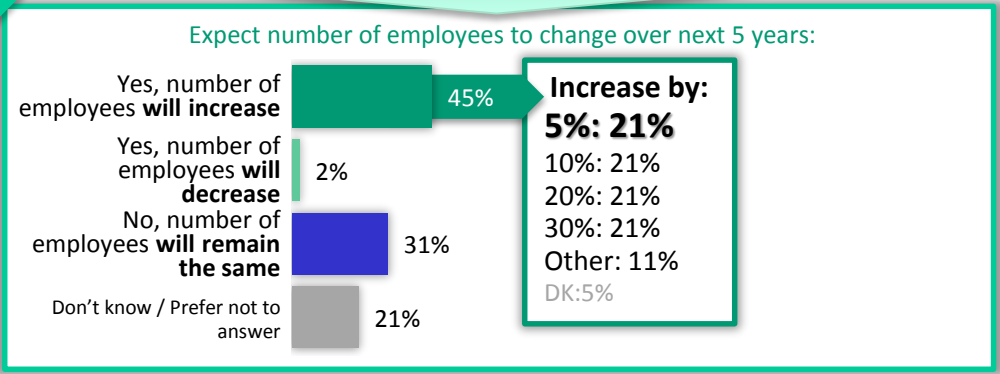
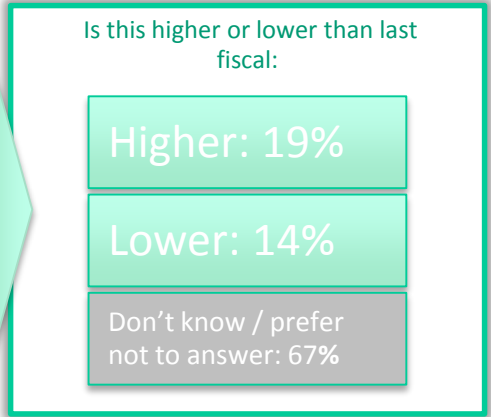
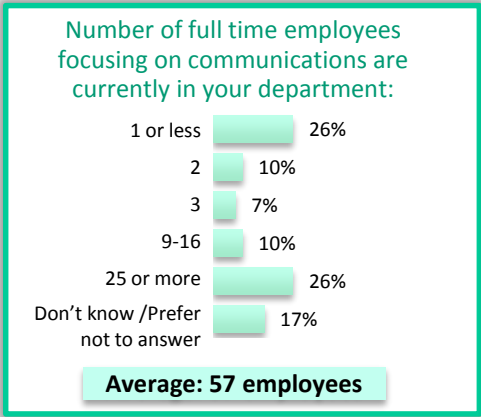
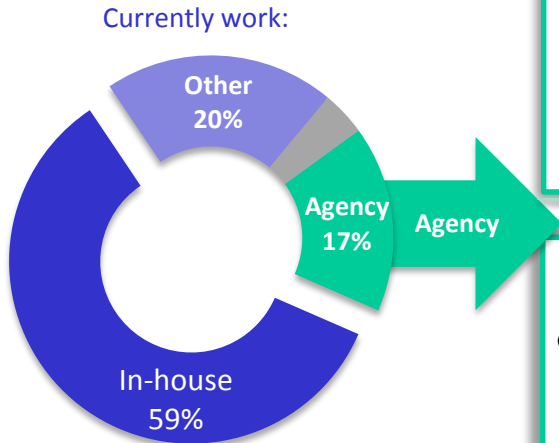
Q18x. What role do you see professional associations playing in the future? Base: Total Sample (n=254)

# Currently working in-house



Q19. Do you currently work at an agency or as an in-house practitioner? Total Sample (n=254) Q20. How many full time employees focusing on communications are currently in your department? Work in-house Q19 (n=150) Q21. Is that number higher or lower than last fiscal? Work in-house Q19 (n=150) Q22. Do you expect your department's number of employees to change over the next five years? Work in-house Q19 (n=150). Q22a/b. How much do you expect the number of employees to INCREASE/DECREASE by over the next five years? Base: Increase: (n=53), Decrease: (n=11) \*small base size

# Currently working in agency



Q19. Do you currently work at an agency or as an in-house practitioner? Total Sample (n=254) Q23. How many full time employees focusing on communications are currently in your department? Work in-house Q19 (n=42) Q24. Is that number higher or lower than last fiscal? Work in-house Q19 (n=42) Q25. Do you expect your department's number of employees to change over the next five years? Work in-house Q19 (n=42). Q25a/b. How much do you expect the number of employees to INCREASE by over the next five years? Base: Increase: (n=19)



# Challenges faced in job

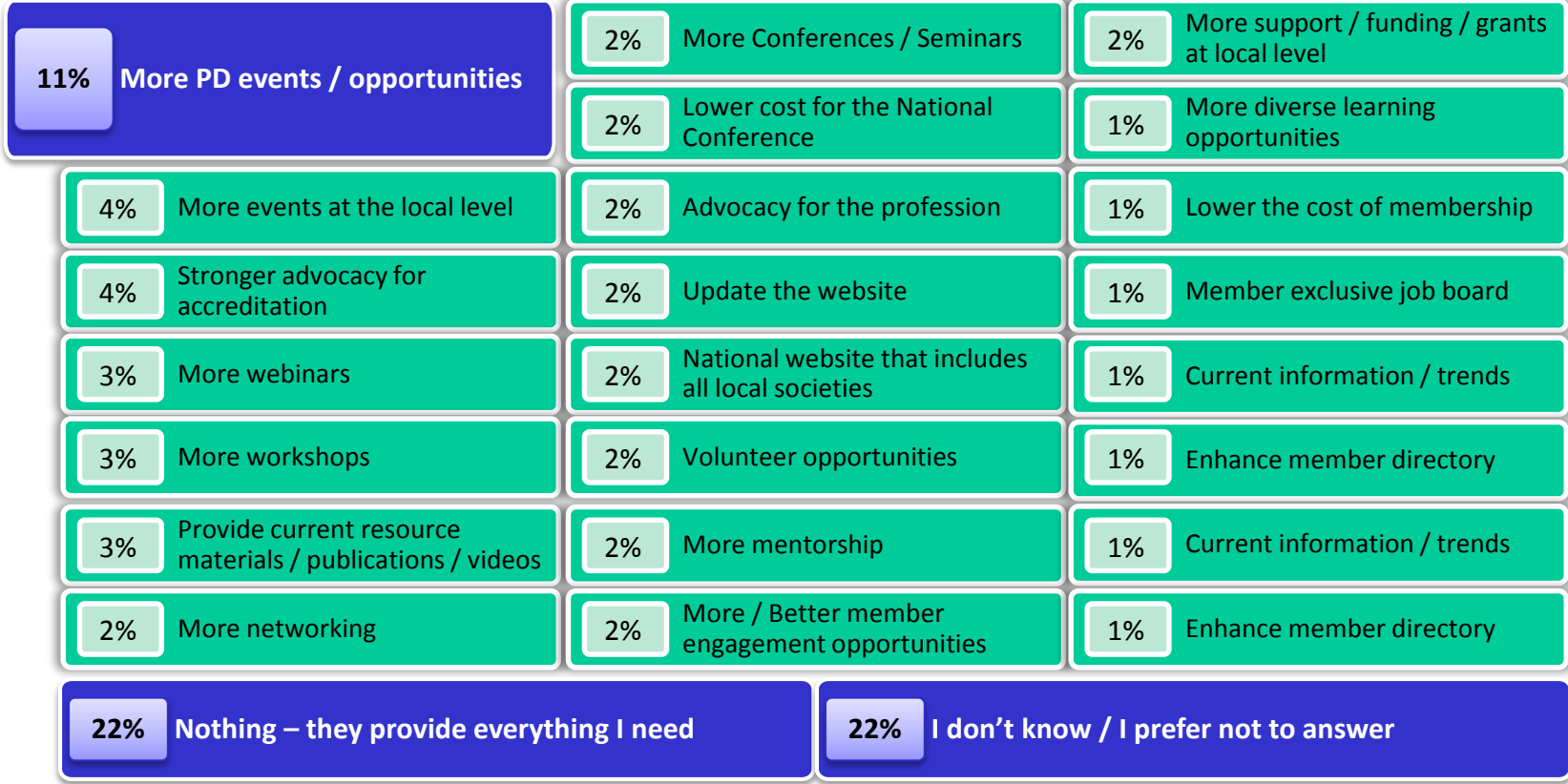


**13%**  
Don't anticipate any challenges

**18%**  
I don't know / I prefer not to answer

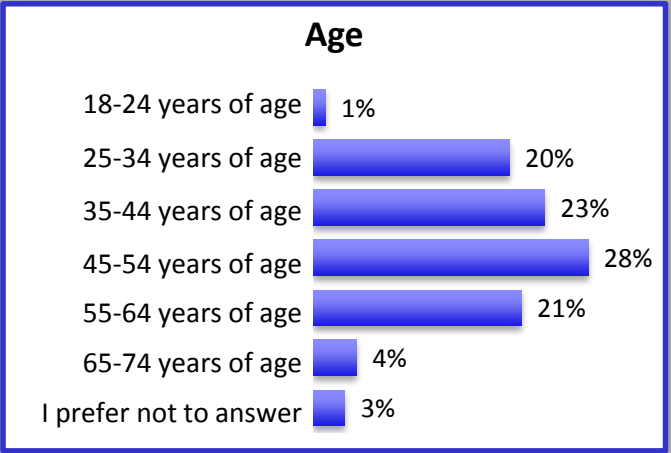
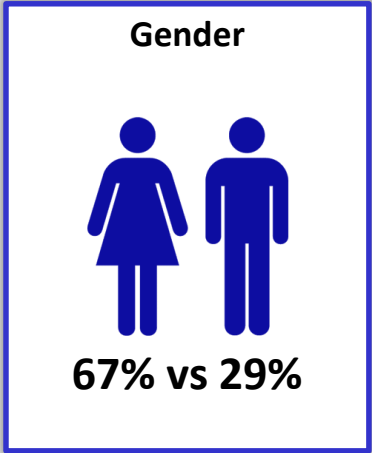
Q26. Please name one or two challenges that you believe you will face in your job this year Base: [OPEN END] Total Sample (n=254)

# Future enhancement of member experience



Q27. What is the one thing you'd like CPRS to provide in order to enhance your member experience? [OPEN END] Total Sample Base: (n=254)

# Respondent Profile



Base: Total sample (n=254)



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