

# Results of a Survey

## Prepared on behalf of



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## Introduction & methodology

CommunicateResearch was delighted to be asked to conduct this survey on behalf of PubAffairs.

This survey updates the previous one conducted in 2003 and, in view of the rapidly changing public affairs environment – and the swift expansion of the PubAffairs network – is therefore timely.

CommunicateResearch conducted this survey using its online survey engine between June and September 2005 on behalf of PubAffairs.

250 public affairs practitioners took part, making this the largest survey of public affairs opinion ever undertaken.

It is hoped that the results will prove helpful to practitioners at all levels of seniority and across all sectors.

Andrew Hawkins  
CommunicateResearch Ltd

**CommunicateResearch** is a specialist research consultancy for the communications sector, providing polling and research services to the public affairs, campaigns, corporate communications and investor relations sectors. It has the largest survey research panel of MPs ever created, and the only panel of Peers.

CommunicateResearch also conducts independent perception audits and other tracking surveys of communications effectiveness, as well as campaign polling across different audiences.

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## All About You

### 1) Would you describe yourself as principally UK-based?

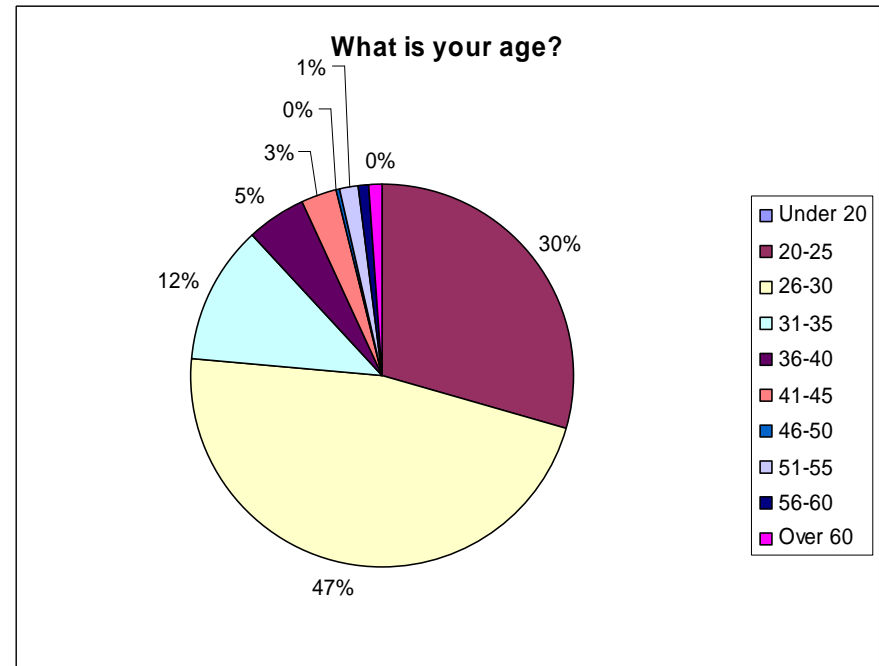
Yes	No
96%	4%

Non-UK based respondents were thanked for their interest but invited not to complete the survey.

### 2) Are you male or female?

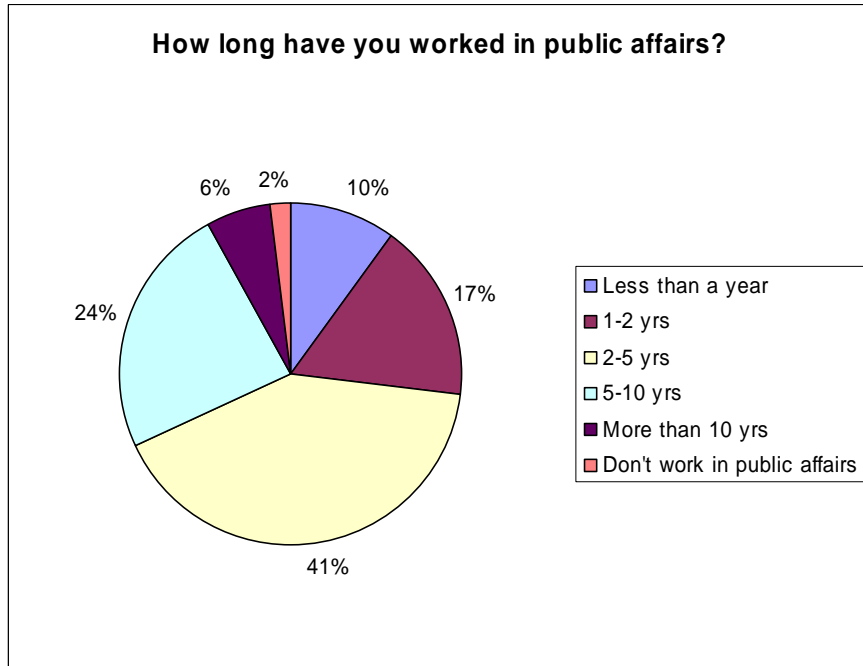
Male	Female
53%	47%

### 3) What is your age?



More than three quarters of the sample were aged under thirty, with almost half coming from the 26-30 age bracket. Fewer than ten per cent are aged over thirty-five.

**4) How long have you worked in public affairs?**



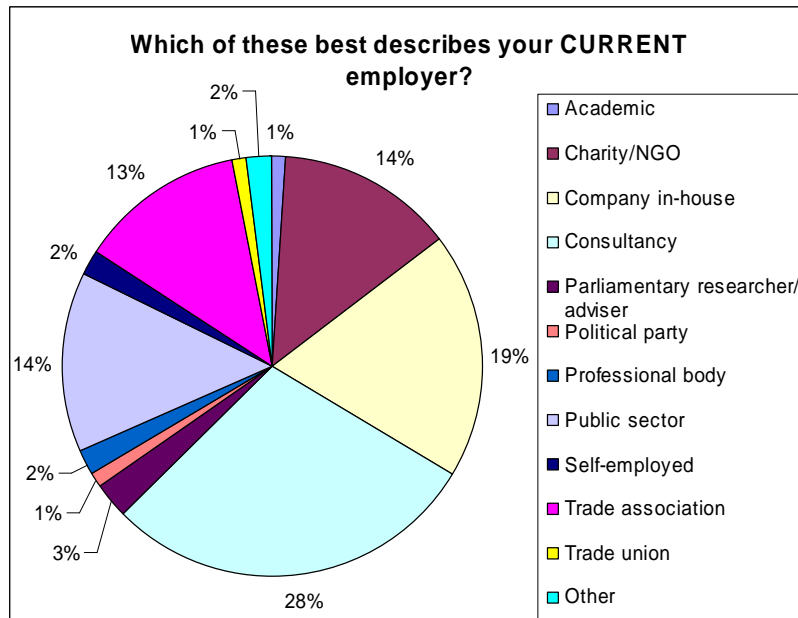
Perhaps as a direct result of the relative youth of the sector, the vast majority of PubAffairs members have been working in the industry for less than ten years. One quarter of respondents have been in public affairs for less than two years, two fifths for 2-5 years and another quarter for 5-10 years.

**5) 'Public affairs' is normally categorized as being part of the 'public relations' industry. Working in public affairs, do you consider yourself to be a:**

Public affairs practitioner	Public relations practitioner
88%	12%

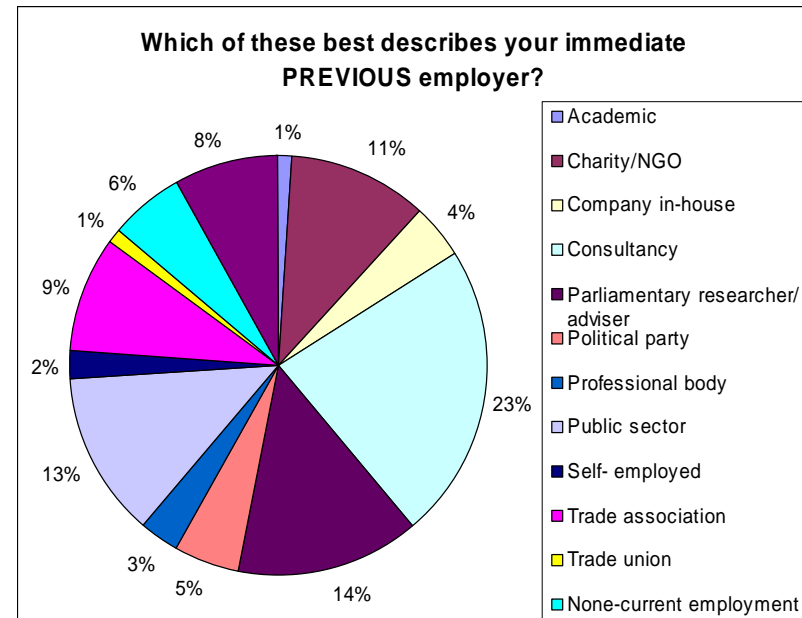
## Your Employer

### 1) Which of these best describes your current employer?



The largest proportion of respondents - 28% - works for a consultancy. Significant numbers also work for charities and NGOs, trade associations, public sector bodies and in-house.

### 2) And which of these best describes your immediate previous employer?



Again, most respondents have come directly from consultancy and the most commonly cited types of employer are generally the same as in the previous question. It appears also that the public affairs sector receives a relatively large influx of former parliamentary researchers and advisers.

## Your Position

### 1) What is your job title?

A huge range of unprompted responses were cited, ranging from the predictable 'Public Affairs Executive' and 'Public Affairs Officer' to 'Trainee Barrister', 'Director' and 'Stakeholder Relations Manager'. Of the overall responses, roughly 14% were at senior management level, 46% at medium level, and 40% at junior level.

financial incentive, and the rest referred to a wide range of motives such as interest in politics, increased responsibility, 'better prospects', and 'more rewarding'.

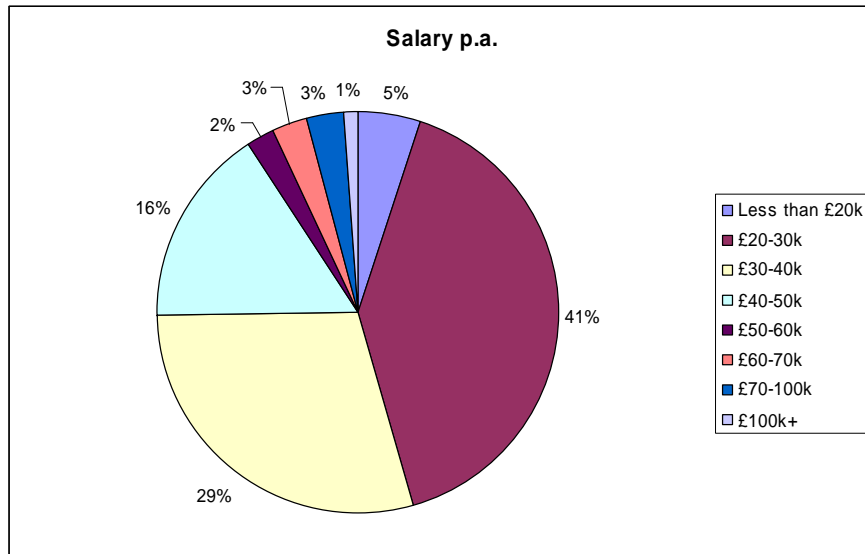
Only 3% of respondents were headhunted or approached by their current employer.

### 2) What prompted you to move to your current role?

Again, responses varied widely. Roughly 22% of responses could be characterized as 'push' factors - reasons why an employee was obliged to find a new job rather than being attracted to the specific position in question. Of these, one quarter specifically cited conclusion of an academic course as a reason for moving to their current job, 28% said relocation, and 18% mentioned redundancy. The remaining 28% blamed unattractive features of their former role, such as 'dissatisfaction with opportunities on offer', 'hatred of voluntary sector bureaucracy' and 'crap boss'.

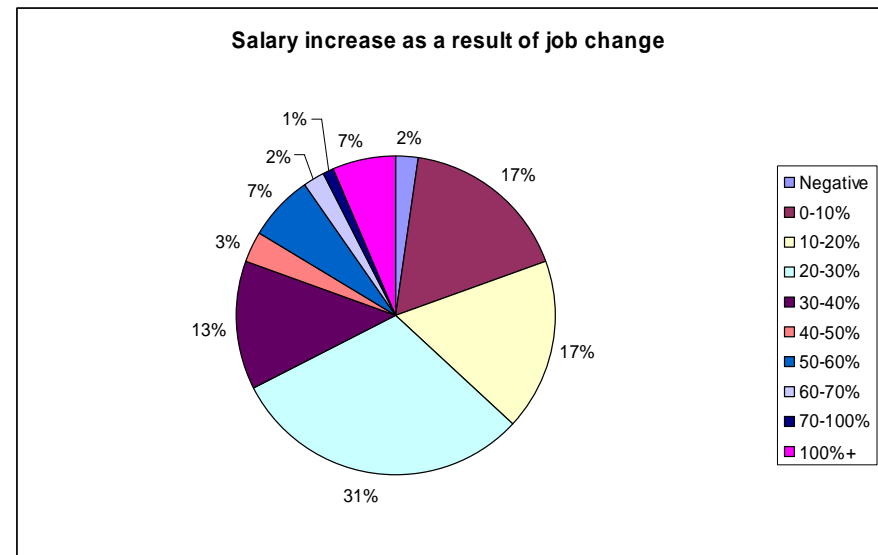
51% of respondents cited 'pull' factors – reasons why the specific role appealed to them. Of these 'pull' factors, 40% involved a

### 3) Please write in your basic annual salary.



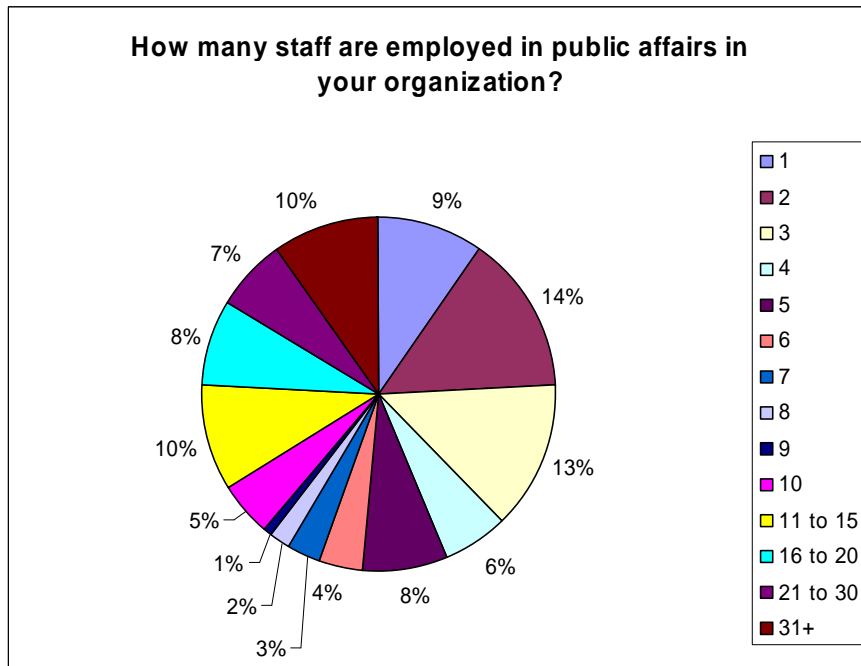
About two-fifths of respondents earn between £20,000 and £30,000 a year. One third of respondents earns between £30,000 and £40,000, and about one sixth earns £40,000 to £50,000. The PubAffairs membership, therefore, appears to be dominated by practitioners earning less than £50,000 a year. However, there were a few responses from members earning up to and excess of £100,000 a year.

### 4) Where applicable, where you have changed jobs in the last 12 months, what was the salary increase (as a percentage) as a result of that job change?



A sizeable proportion (17%) of respondents gained less than ten per cent from their last job move. An equal proportion gained ten to twenty per cent, and the largest number made gains between twenty and thirty per cent. From this point, the salary increases generally decrease in frequency as they increase in size, although it should be noted that seven per cent of respondents gained financially by one hundred per cent as a result of their last job change.

### 5) How many staff are employed in public affairs in your organization?



This question prompted a diverse range of responses, with a broad distribution of answers across all categories, although for some reason there are interestingly few firms employing 7-9 staff.

### 6) What is the job title of the person you report to?

Exactly one third of respondents report to a top level management figure, such as Chief Executive or Managing Director. A further 49% report to a senior public affairs executive of some description. 18% cited other job titles, listed below:

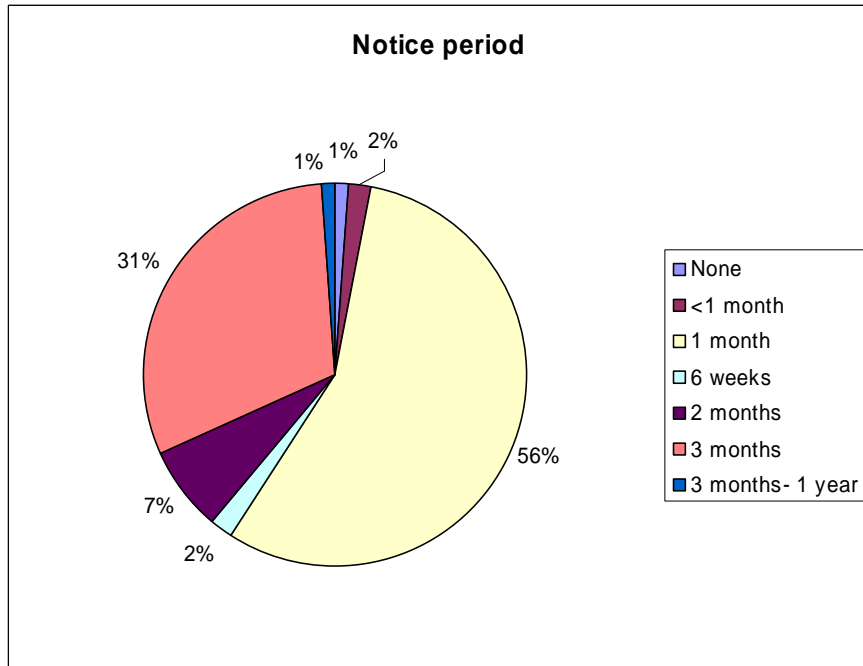
- |                        |                                       |
|------------------------|---------------------------------------|
| Account Executive      | Senior Account Manager                |
| Account Director       | New Business Director                 |
| Steering Group         | Member Liaison Manager                |
| Director of Monitoring | Head of Marketing & Communications    |
| Head of Research       | Flat Management Structure             |
| Regional Secretary     | Head of Corporate Services            |
| Floor Co-ordinator     | Director of Information and Marketing |
| Research Director      | International Team Manager            |
| Office Manager         | Head of Legal Affairs                 |
| Head of Research       | European Officer                      |
| Head of Marketing      | Research Director                     |
| Consultant             | Head of Marketing & Communications    |
| Counsellor             |                                       |



**7) Do you have any support team (assistants and/ or secretarial?)**

Yes	No
64%	36%

**8) What is your notice period?**



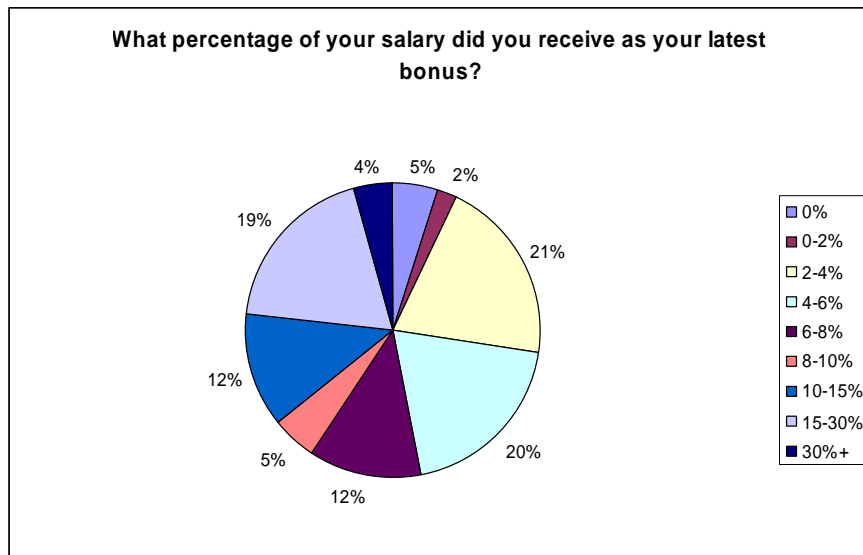
Most respondents are contractually bound to one or three months' notice.

## Bonuses and Benefits

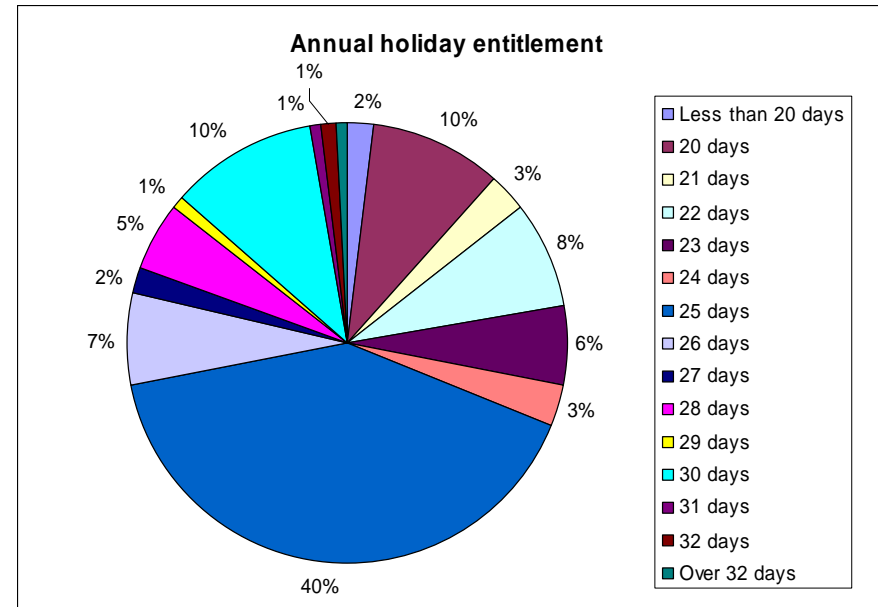
1) Do you have a performance-related bonus?

Yes	No
42%	58%

2) What percentage of your salary did you receive as your latest bonus?



3) What is your annual holiday entitlement?



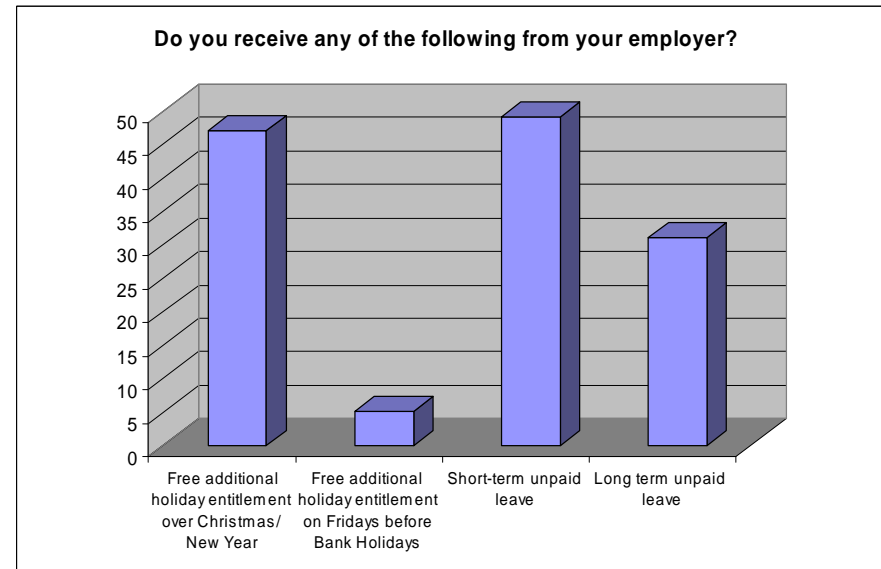
The standard holiday entitlement across the industry seems to be twenty five days. Beyond the two-fifths of respondents for whom this is the case exactly, the responses are spread fairly evenly across the board.

#### 4) Does your employer offer flexitime?

Yes	No
44%	56%

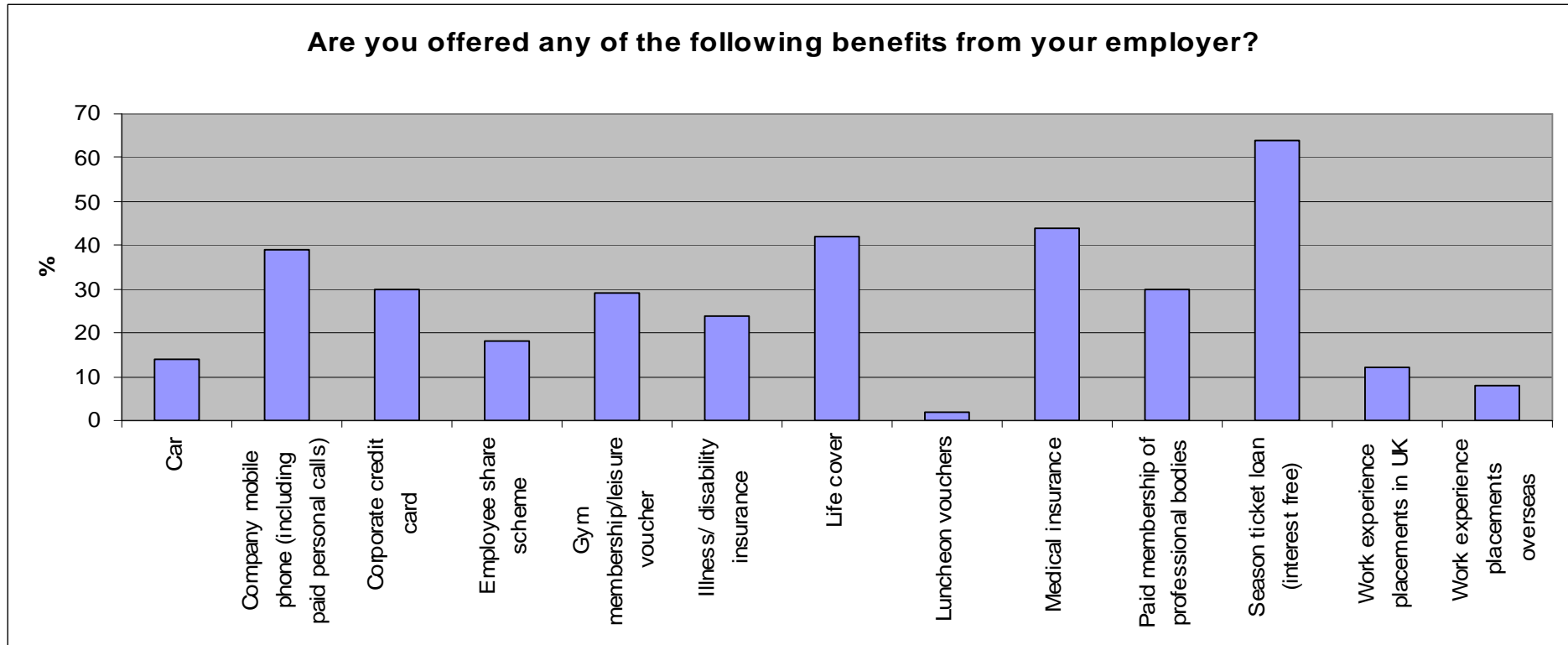
While more than half of all respondents report that their employers do not offer flexitime, it is reasonable to suppose that many employers behave more flexibly than this figure suggests. And, in any case, the 44% reporting flexitime is fairly high.

#### 5) Do you receive any of the following from your employer?



Almost half of employers give free additional holiday entitlement over Christmas or New Year, and are also happy to give short-term unpaid leave. Fewer than a third, however, give long-term unpaid leave, and only a tiny proportion (three per cent) give free additional holiday entitlement on Fridays before bank holidays.

## 6) Are you offered any of the following benefits from your employer?



The most common benefit offered by employers is an interest free season ticket loan. Other popular benefits are medical insurance, life cover and a company mobile phone. Lunch vouchers, work experience placements and company cars are only offered to a very small minority of PubAffairs members.

## Your Pension

1) Does your employer offer a pension scheme?

Yes	No
83%	16%

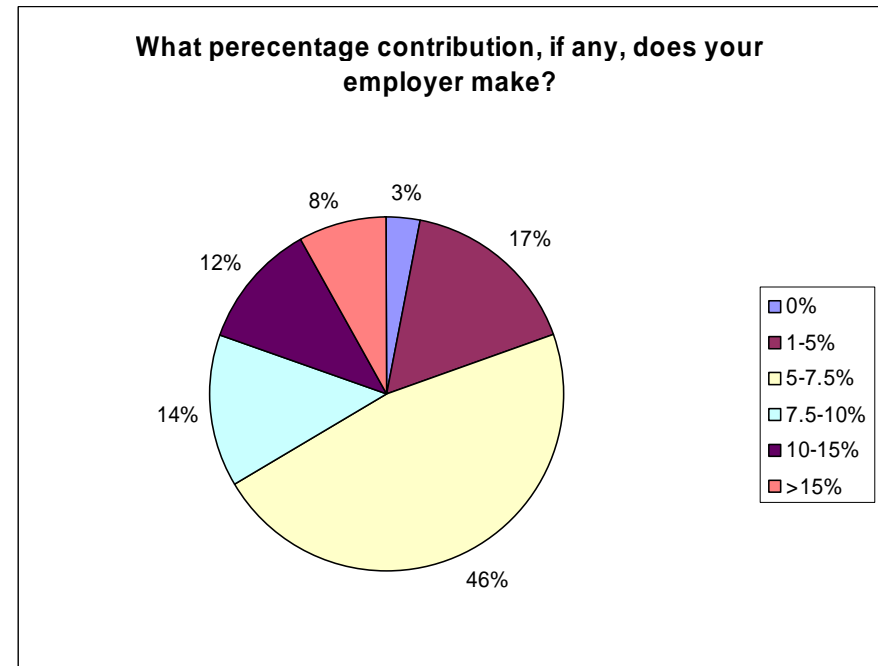
2) Is it a stakeholder pension?

Yes	No
40%	60%

3) Is it an occupational pension?

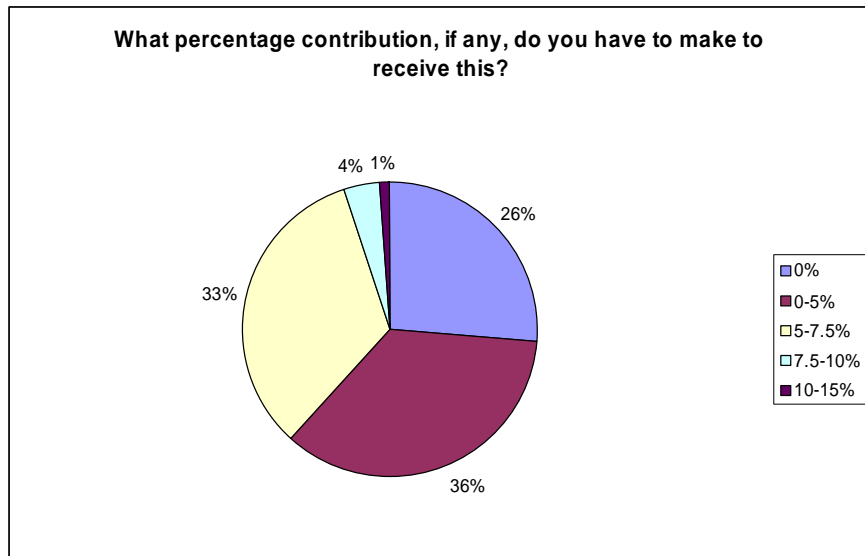
Yes	No
65%	35%

4) What percentage contribution, if any, does your employer make?



Almost half of employers contribute 5% to 7.5% of respondents' pensions. One-fifth of respondents receive a pension contribution greater than 10%, while 3% of employers give nothing at all.

## 5) What percentage contribution, if any, do you have to make to receive this?



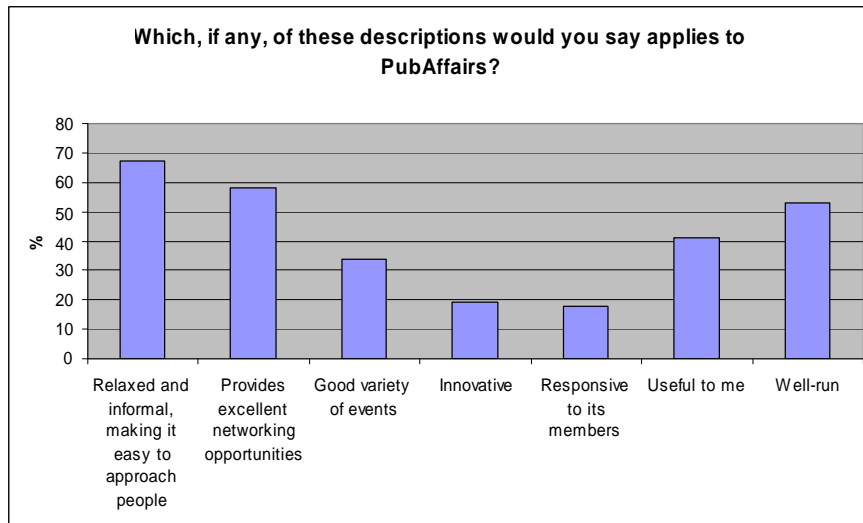
In order to receive a pension contribution from their employer, most respondents have to contribute some figure up to 7.5%; anything above this is unusual. However, more than one quarter of respondents do not have to contribute anything at all.

## About PubAffairs

### 1) Have you recommended PubAffairs to colleagues/ contacts/ friends?

Yes	No
82%	18%

### 2) Which, if any, of these descriptions would you say applies to PubAffairs?

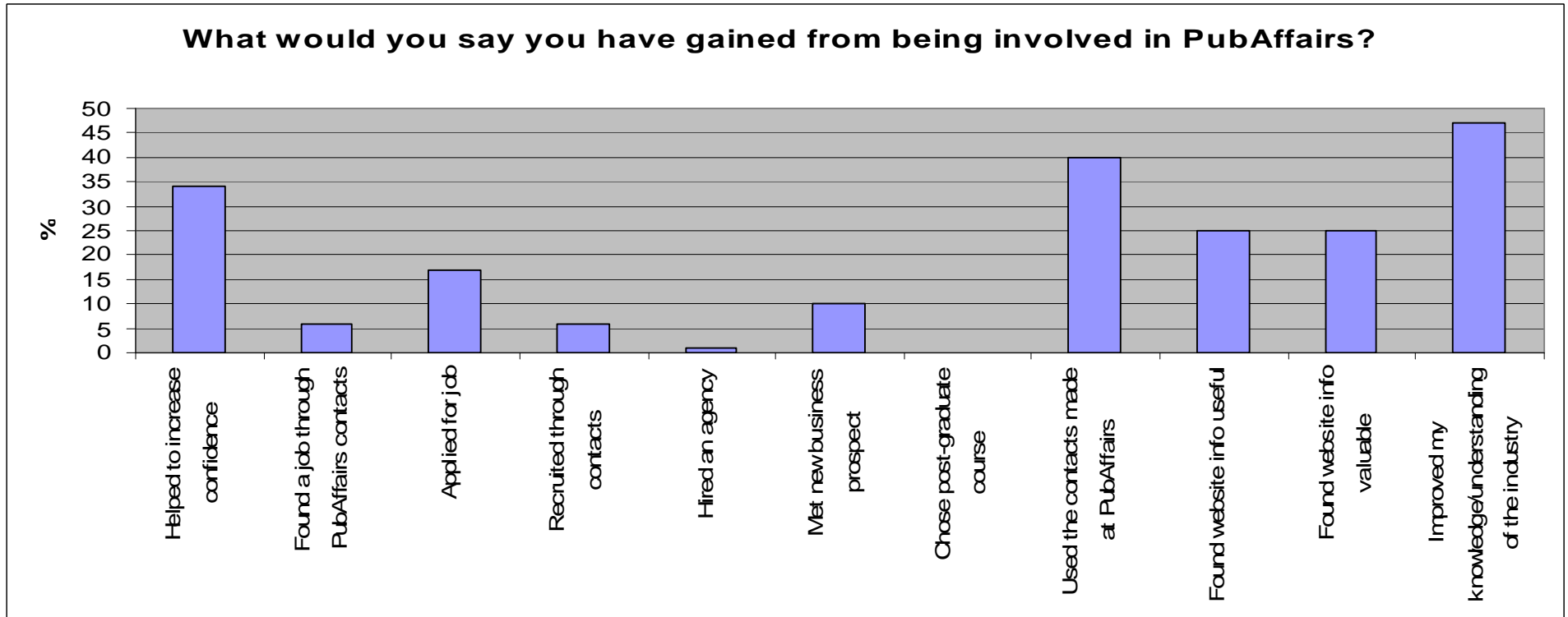


More than two thirds of respondents agreed that PubAffairs is 'relaxed and informal, making it easy to approach people'. A majority also thought that it to be well run and providing good networking opportunities.

### 3) What would you say is the one best thing about PubAffairs?

Among the wide range of responses, a few trends were evident. More than a quarter of respondents cited networking opportunities as the best thing about PubAffairs. Eleven per cent mentioned job adverts, 13% said they enjoyed the relaxed or informal nature of events, and 16% praised the social nature of the organization. Other factors mentioned more than once were 'free booze' and Phil Murphy!

#### 4) What would you say you have gained from being involved in PubAffairs?

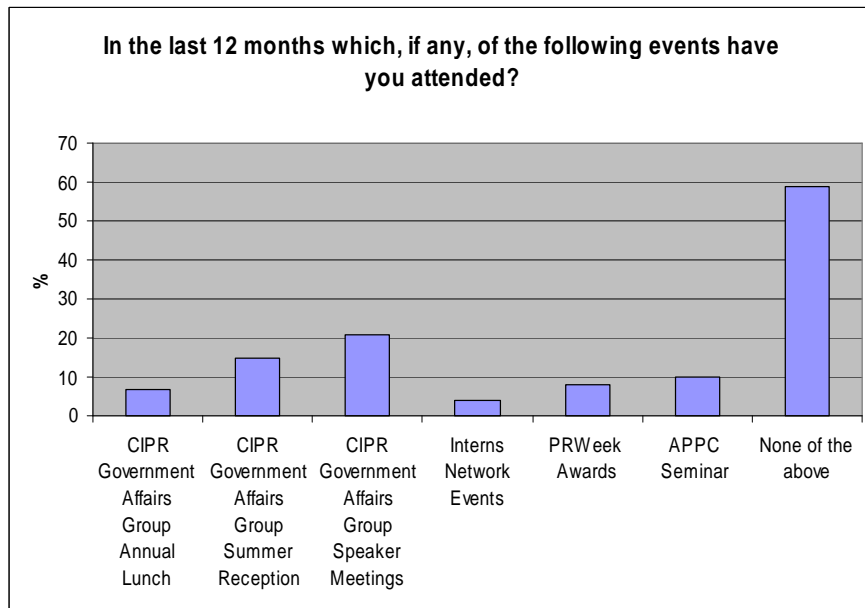


Almost half of all respondents felt they had improved their knowledge and understanding of the industry as a result of involvement with PubAffairs. Substantial proportions also felt that their confidence had increased and they had utilized the contacts they made there.



## Networking, Groups and Public Affairs

1) In the last 12 months which, if any, of the following events have you attended?



A majority of respondents had never attended any of the events mentioned.

2) Do you believe that the public affairs industry should have its own professional association?

Yes	No
79%	21%