



CHARTERED INSTITUTE  
OF PUBLIC RELATIONS

# PR Population Report

UK-wide edition

December 2025



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# Introduction



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**In 2023, Chalkstream undertook analysis of Census 2021 data for public relations practitioners in England and Wales. Data for Northern Ireland and Scotland was not, at that time, available for analysis.**

The census, conducted every 10 years, collects demographic information from households and communal establishments.

Because the census includes questions about the occupation of each adult within a household, it allows us to understand more about practitioners in particular professions.

In this case, data was supplied by the Office for National Statistics, the Northern Ireland Research and Statistics Agency and the National Records of Scotland to Chalkstream on behalf of the Chartered Institute of Public Relations (CIPR) relating to the following Standard Occupational Classification (SOC) unit groups:

**1133** Public relations and communications directors

**2493** Public relations professionals<sup>1</sup>

<sup>1</sup> These Standard Occupational Classification groups reflect changes made in 2020, prior to which public relations practitioners were represented by the following unit groups:

- 2472 – public relations professionals
- 1134 – advertising and public relations directors

Prior to this change, in order to identify those working in public relations in the SOC unit group 1134, those individuals working within the advertising industry were first extracted from the data.

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The Census 2021 was the first to be carried out primarily online. According to the ONS, the Covid-19 outbreak posed operational challenges for preparing and carrying out the research and the Scottish Government announced in July 2020 that it would delay Scotland’s census until March 2022 for this reason.

In June 2025, Chalkstream asked the National Records of Scotland and the Northern Ireland Research and Statistics Agency to supply relevant data from the Scotland (2022) and Northern Ireland (2021) censuses. The data was supplied in August 2025.

This report therefore represents the first ever analysis of UK-wide census data for public relations practitioners.

The comprehensive nature of the census means that this is an accurate snapshot of the population of those who classified themselves as ‘Public relations professional’ or ‘Public relations and communication director’ in England, Wales and Northern Ireland on 21 March 2021 and on 20 March 2022 in Scotland.

This project represents the latest in a series of studies about the population of UK PR practitioners undertaken by Chalkstream. In November 2016, Chalkstream analysed the ONS Annual Population Survey to identify trends among public relations practitioners captured in that dataset. Further analysis was undertaken in March 2017 and September 2017. Since 2018, Chalkstream has also been responsible for the CIPR’s State of the Profession study, which involves a large-scale survey of (predominantly) CIPR members.

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# Notes

- This report relates to census data collected from those who classify themselves as public relations practitioners. It excludes others, for instance, who work in functions such as human resources or finance within the public relations industry. As such, it represents the community of public relations practitioners rather than the entire population of the UK public relations industry<sup>2</sup>.
- Full details of the Standard Occupational Classification groups are set out in Appendix A<sup>3</sup>.
- Throughout this report, tables use the labels as supplied by the ONS, with the exception of occupation. The Standard Occupational Classification unit group of '1133 Public relations and communications directors' has been abbreviated to 'Director' and that of '2493 Public relations professionals' to 'Professional'.
- \* indicates data suppressed by the statistics office to protect confidentiality. Where any nation's category is suppressed, totals/percentages are not shown to prevent back-calculation.
- Percentages may not always amount to 100% due to rounding.
- Total number of respondents can vary between tables.
- The ONS notes that the 'Census 2021 was during a unique period of rapid change' because of the Covid-19 pandemic, and care should be taken when using this data for planning purposes. Responses to questions about distance travelled to work and method of travel to work, for instance, are likely to have been significantly affected by the pandemic.
- Numerical data for each occupation was supplied separately by ONS. Analysis has been undertaken by Chalkstream and any errors in analysis are ours.

<sup>2</sup> Data specific to The Standard Industrial Classification (SIC) code for Public relations and communication activities (70210) is not collected as part of the census, so analysis according to industry is not possible.

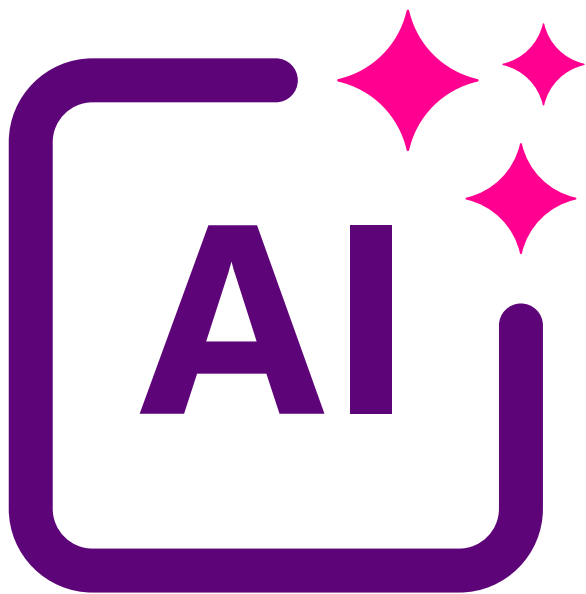
<sup>3</sup> Details as to how the ONS developed questions related to occupation for the 2021 Census can be found at: <https://www.ons.gov.uk/census/censustransformationprogramme/questiondevelopment/occupationindustryandtraveltoworkquestiondevelopmentforcensus2021>

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# AI statement

This report was written by the team at Chalkstream. Artificial intelligence was used to support the team in the production of this report in the following ways:

- Production of strategies for harmonisation of data sets.
- Sense and error checking of data calculations – addition and percentages.
- Sense and error checking of the Executive Summary.



# Executive Summary



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# Executive Summary

- Between 2011 and 2021, public relations practitioner numbers in the UK grew by 53% from 45,359 to 69,470.
- There are 63,563 practitioners in England and Wales, 4,967 in Scotland and 940 in Northern Ireland<sup>4</sup>.
- UK-wide, around 69% of practitioners classify themselves as 'Public relations professionals' and 31% as 'Public relations and communications directors'. Scotland and Northern Ireland have a higher proportion of professionals than England and Wales (74% vs 69%).
- Women form the majority of the workforce but remain the minority of practitioners at director level in England and Wales and Northern Ireland. Scotland is the the only nation where women hold most director level roles (51%). UK-wide, 60% of practitioners are female and 40% male, but women account for only 47% of practitioners at director level.
- 44% of UK practitioners are aged 16 to 34. Scotland's practitioner workforce is older on average, while Northern Ireland has the highest mid-career share.
- Practitioners in England and Wales are more ethnically diverse than those in Scotland; data for Northern Ireland is not available due to suppression for confidentiality purposes.
- 91% of UK-wide practitioners were born in Europe. Practitioners in Northern Ireland are least likely to have been born outside Europe.
- 9% of practitioners across the UK are disabled (as defined by the Equality Act). Practitioners in Scotland are markedly more likely to be disabled than those in England and Wales and Northern Ireland and more likely to say they are in fair, bad or very bad health.
- 94% of UK-wide practitioners are in very good or good health.

<sup>4</sup> As of the period March 2021 to March 2022, when the censuses were completed.

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- 80% of UK-wide practitioners work more than 30 hours per week. Practitioners in Scotland are more likely than those of other nations to work part-time (30 hours or less per week).
  - 50% of UK-wide practitioners are single and 37% are married or in a civil partnership. Practitioners in Northern Ireland are more likely than others to be married or in a civil partnership.
  - 84% of practitioners in England and Wales were working from home in the week of the 2021 census, compared to 58% of practitioners in Northern Ireland. 43% of practitioners in Scotland were working from home when they undertook the census (in 2022).
  - Practitioners in England and Wales are more likely than others to hold a UK passport and those in Northern Ireland less likely.
  - Practitioners in Northern Ireland are markedly more likely than others to be Christian.
  - UK-wide, 67% of practitioners work in 'senior or high-skilled professional roles' - people who run large organisations, senior managers/administrators, or 'higher-level professionals'. Data for Northern Ireland is not available due to suppression for confidentiality purposes.

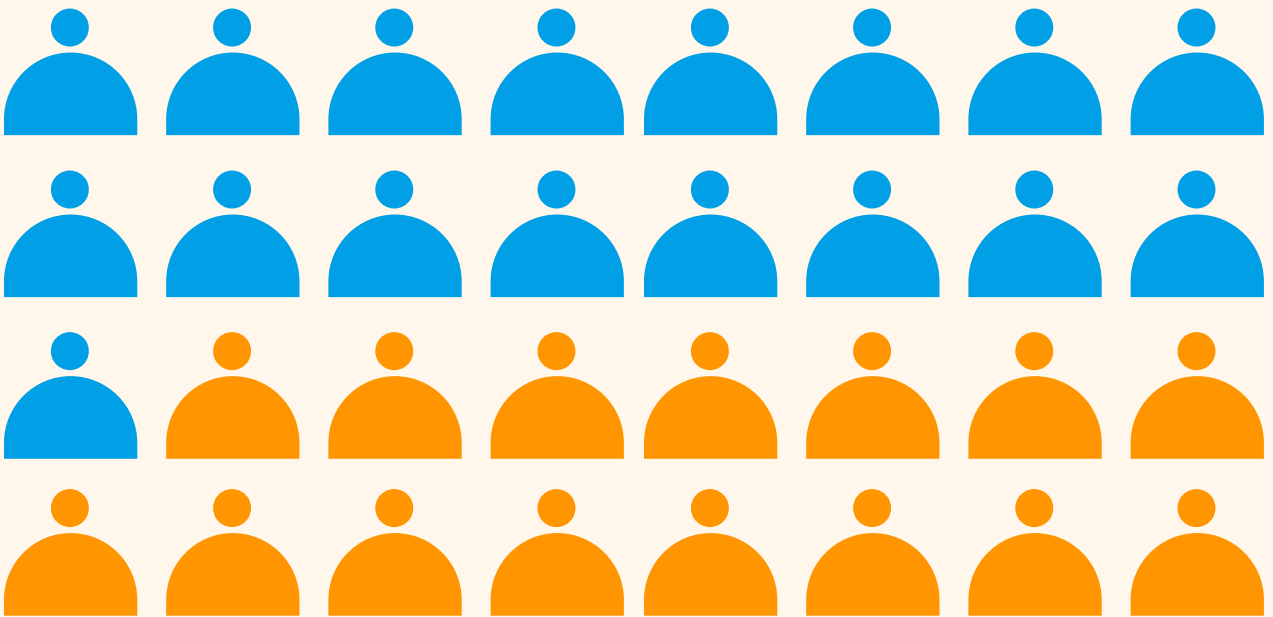
# Results

## Census 2011 vs 2021<sup>5</sup>

Year	England and Wales	Scotland	Northern Ireland	Total
2011	42,121	2,541	697	45,359
2021	63,563	4,967	940	69,470

# +53%

The UK PR industry has significantly grown since 2011, with a 53% increase in the number of PR practitioners.



<sup>5</sup> Standard Occupational Classification groups were changed in 2020, meaning that the methodology for calculating the number of practitioners also changed. In 2011, public relations practitioners were represented by the following unit groups:

- 2472 – public relations professionals
- 1134 – advertising and public relations directors.

In order to identify those working in public relations in the SOC unit group 1134, those individuals working within the advertising industry were first extracted from the data.

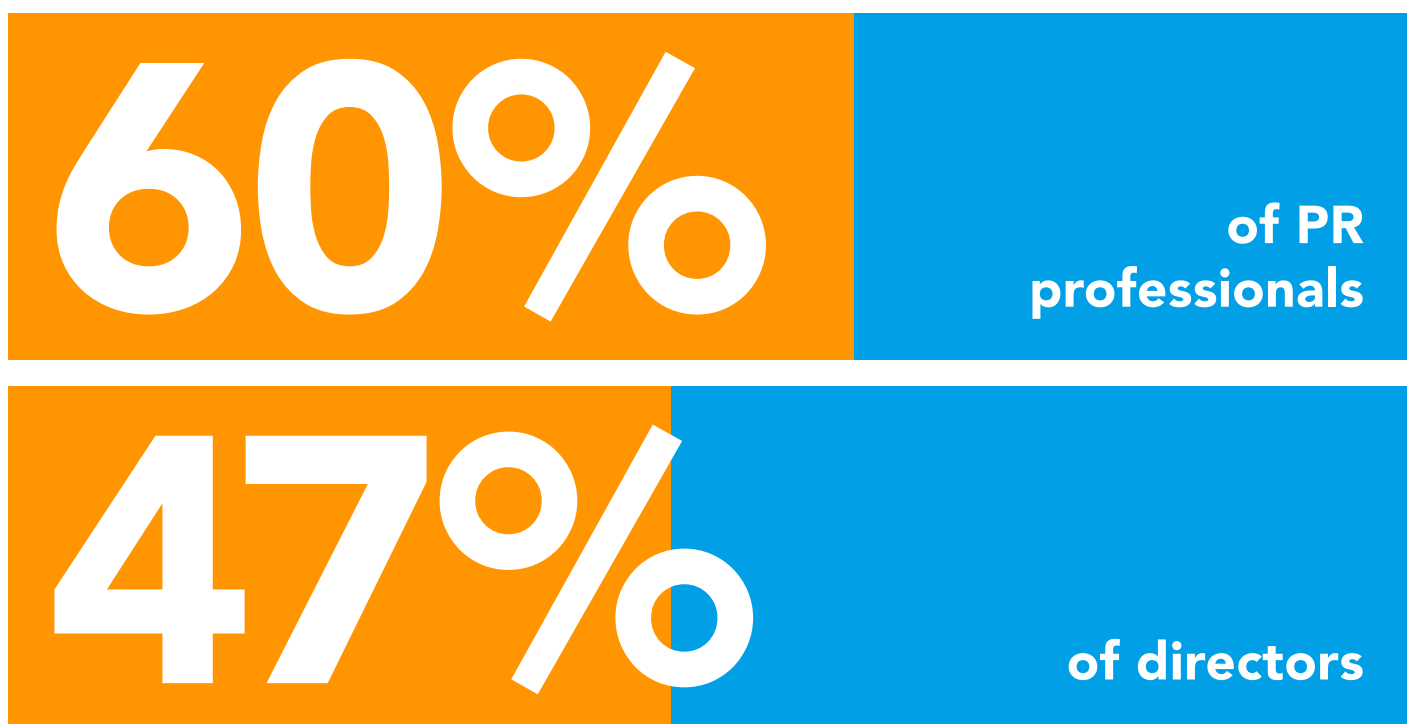
<sup>6</sup> Scotland's census was delayed due to the C19 pandemic and took place on 20 March 2022.

# Sex

## Sex

Sex	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Female	38,160	60%	2,886	58%	550	59%	41,596	60%
Male	25,399	40%	2,081	42%	388	41%	27,868	40%

**Women make up 60% of PR professionals in the UK but only 47% of directors**

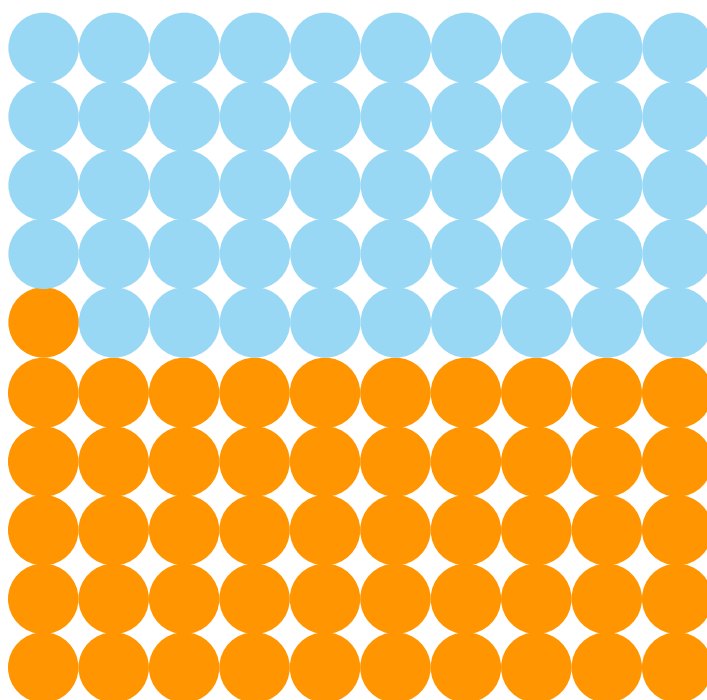


## Sex by occupation

Nation	Sex	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Female	9,312	46%	28,848	66%	38,160	60%
	Male	10,720	54%	14,679	34%	25,399	40%
	Total	20,032	100%	43,527	100%	63,559	100%
Scotland	Female	659	51%	2,227	60%	2,886	58%
	Male	630	49%	1,451	40%	2,081	42%
	Total	1,289	100%	3,678	100%	4,967	100%
Northern Ireland	Female	114	47%	436	63%	550	59%
	Male	127	53%	261	37%	388	41%
	Total	241	100%	697	100%	938	100%
United Kingdom	Female	10,085	47%	31,511	66%	41,596	60%
	Male	11,477	53%	16,391	34%	27,868	40%
	Total	21,562	100%	47,902	100%	69,464	100%

# 51%

Scotland is the only UK country with more female directors (51%) than male (49%)



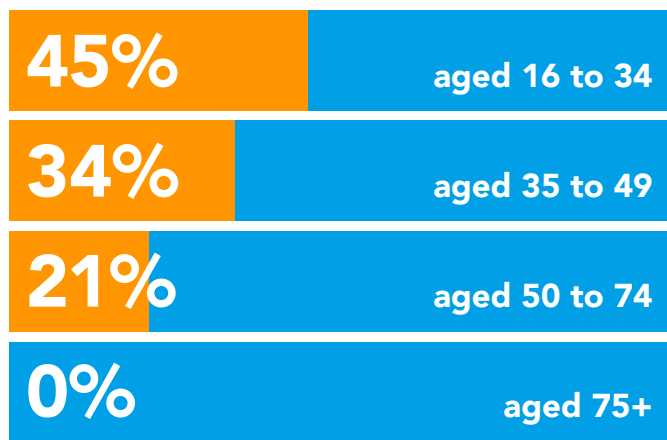
# Age

## Age

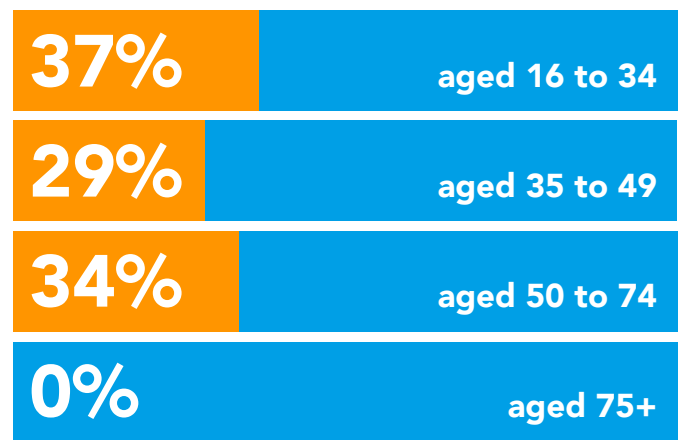
Age group	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
16-34	28,426	45%	1,823	37%	340	36%	30,589	44%
35-49	21,865	34%	1,436	29%	373	40%	23,674	34%
50-74	13,097	21%	1,703	34%	218	23%	15,018	22%
75+	171	0%	0%	0%	0%	0%	171	0%

**Note:** For Scotland and Northern Ireland, the 75+ population is included in the 50–74 band due to data availability. As the age group categories used by the Northern Ireland Statistics Agency differ from those of other offices, the Northern Ireland 45–54 data has here been split 50:50 across the 35–49 and 50–74 age ranges.

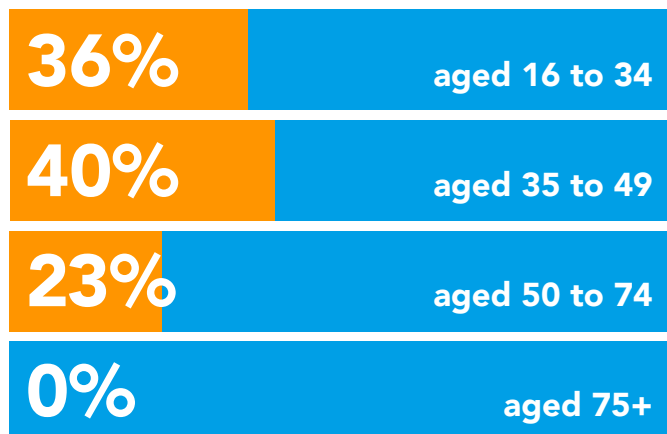
### England and Wales



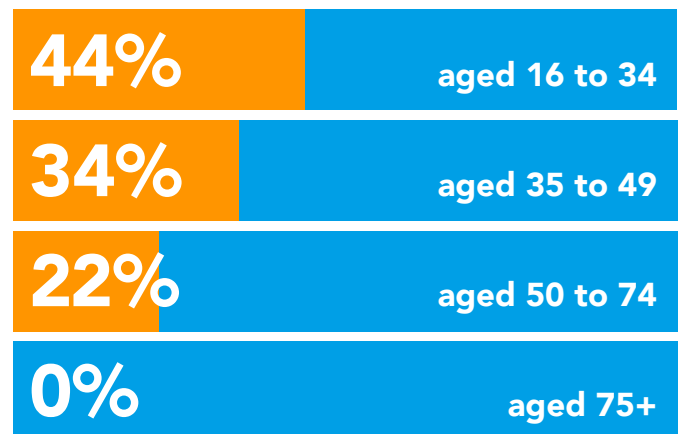
### Scotland



### Northern Ireland



### United Kingdom



## Age by occupation

Nation	Age group	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	16-34	2,538	13%	25,888	59%	28,426	45%
	35-49	9,742	49%	12,123	28%	21,865	34%
	50-74	7,654	38%	5,443	13%	13,097	21%
	75+	98	0%	73	0%	171	0%
Scotland	16-34	173	13%	1,650	45%	1,823	37%
	35-49	491	38%	945	26%	1,436	29%
	50-74	624	48%	1,079	29%	1,703	34%
	75+	0	0%	0	0%	0	0%
Northern Ireland	16-34	28	12%	312	45%	340	37%
	35-49	122	52%	251	36%	373	40%
	50-74	84	36%	134	19%	218	23%
	75+	0	0%	0	0%	0	0%
United Kingdom	16-34	2,739	13%	27,850	58%	30,589	44%
	35-49	10,355	48%	13,319	28%	23,674	34%
	50-74	8,362	39%	6,656	14%	15,018	22%
	75+	98	0%	73	0%	171	0%

# 44%

of PR practitioners in the United Kingdom are aged 16–34



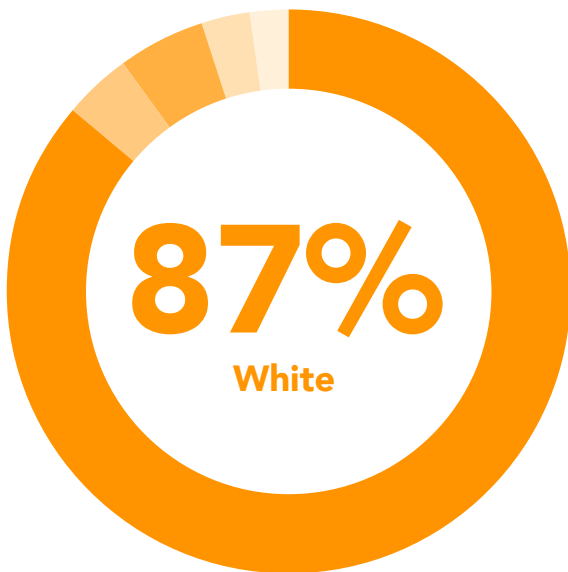
# Ethnicity

## Ethnicity

Ethnic group	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
White	55,066	87%	4,619	93%	*	*	*	*
Mixed	2,315	4%	71	1%	*	*	*	*
Asian	3,297	5%	185	4%	*	*	*	*
Black	1,792	3%	51	1%	*	*	*	*
Other	1,088	2%	37	1%	*	*	*	*

**Note:** Because different statistics offices use data with different categories, ethnicity data has here been collapsed into 5 summary groups. Northern Ireland data for Directors was suppressed and so it is not possible to publish the ethnicity data for the total population of Northern Ireland practitioners.

### England and Wales



### Scotland



## Ethnicity by occupation

Nation	Ethnic group	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	White	18,125	90%	36,941	85%	55,066	87%
	Mixed	470	2%	1,845	4%	2,315	4%
	Asian	849	4%	2,448	6%	3,297	5%
	Black	307	2%	1,485	3%	1,792	3%
	Other	283	1%	805	2%	1,088	2%
Scotland	White	1,238	96%	3,381	92%	4,619	93%
	Mixed	11	1%	60	2%	71	1%
	Asian	23	2%	162	4%	185	4%
	Black	4	0%	47	1%	51	1%
	Other	9	1%	28	1%	37	1%
Northern Ireland	White	*	*	675	97%	*	*
	Mixed	-	-	-	-	-	-
	Asian	-	-	-	-	-	-
	Black	-	-	-	-	-	-
	Other	*	*	22	3%	*	*
United Kingdom	White	*	*	37,616	85%	*	*
	Mixed	*	*	1,845	4%	*	*
	Asian	*	*	2,448	6%	*	*
	Black	*	*	1,485	3%	*	*
	Other	*	*	827	2%	*	*

# Continent of birth

## Continent of birth

Continent	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Europe	57,542	91%	4,566	92%	904	96%	63,012	91%
Other	6,019	9%	399	8%	33	4%	6,451	9%

**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into two to align with Northern Ireland groupings.

## Continent of birth by occupation

Nation	Continent	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Europe	18,105	90%	39,437	91%	57,542	91%
	Other	1,930	10%	4,089	9%	6,019	9%
Scotland	Europe	1,214	94%	3,352	91%	4,566	92%
	Other	71	6%	328	9%	399	8%
Northern Ireland	Europe	232	96%	672	97%	904	96%
	Other	9	4%	24	3%	33	4%
United Kingdom	Europe	19,551	91%	43,461	91%	63,012	91%
	Other	2,010	9%	4,441	9%	6,451	9%

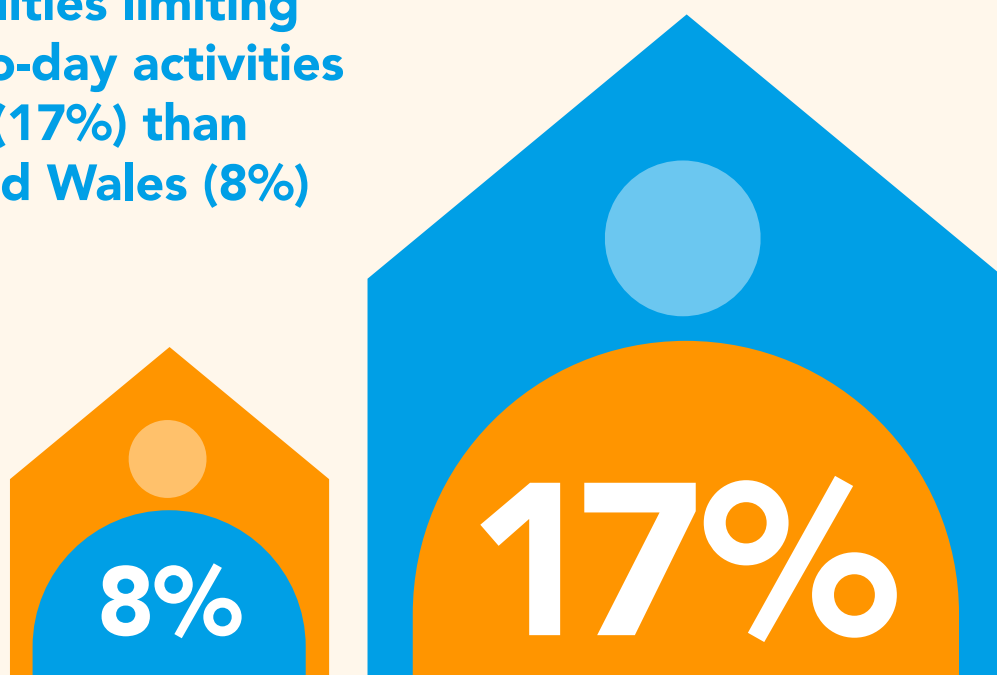
# Disability

## Disability

Disability	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Day-to-day activities limited	5,241	8%	844	17%	84	9%	6,169	9%
Day-to-day activities not limited	58,318	92%	4,127	83%	854	91%	63,299	91%

**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into two to align with Northern Ireland groupings.

Scotland has twice the number of practitioners with disabilities limiting their day-to-day activities per capita (17%) than England and Wales (8%)



## Disability by occupation

Nation	Disability	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Day-to-day activities limited	1,360	7%	3,881	9%	5,241	8%
	Day-to-day activities not limited	18,673	93%	39,645	91%	58,318	92%
Scotland	Day-to-day activities limited	172	13%	672	18%	844	17%
	Day-to-day activities not limited	1,121	87%	3,006	82%	4,127	83%
Northern Ireland	Day-to-day activities limited	17	7%	67	10%	84	9%
	Day-to-day activities not limited	224	93%	630	90%	854	91%
United Kingdom	Day-to-day activities limited	1,549	7%	4,620	10%	6,169	9%
	Day-to-day activities not limited	20,018	93%	43,281	90%	63,299	91%

# General health

## General health

General health	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Very good or good health	59,942	94%	4,290	86%	874	93%	65,106	94%
Fair, bad or very bad health	3,616	6%	678	14%	64	7%	4,358	6%

**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into two to align with Northern Ireland groupings.

## General health by occupation

Nation	General health	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Very good or good health	18,899	94%	41,043	94%	59,942	94%
	Fair, bad or very bad health	1,132	6%	2,484	6%	3,616	6%
Scotland	Very good or good health	1,141	88%	3,149	85%	4,290	86%
	Fair, bad or very bad health	147	11%	531	14%	678	14%
Northern Ireland	Very good or good health	228	95%	646	93%	874	93%
	Fair, bad or very bad health	13	5%	51	7%	64	7%
United Kingdom	Very good or good health	20,268	94%	44,838	94%	65,106	94%
	Fair, bad or very bad health	1,292	6%	3,066	6%	4,358	6%

# Hours worked

## Hours worked

Hours worked	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
30 hours or less per week	12,191	19%	1,281	26%	169	18%	13,641	20%
More than 30 hours per week	50,372	81%	3,686	74%	769	82%	54,827	80%

**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into two to align with Northern Ireland groupings.

## Hours worked by occupation

Nation	Hours worked	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	30 hours or less per week	3,056	16%	9,135	21%	12,191	19%
	More than 30 hours per week	15,977	84%	34,395	79%	50,372	81%
Scotland	30 hours or less per week	189	15%	1,092	30%	1,281	26%
	More than 30 hours per week	1,100	85%	2,586	70%	3,686	74%
Northern Ireland	30 hours or less per week	16	7%	153	22%	169	18%
	More than 30 hours per week	225	93%	544	78%	769	82%
United Kingdom	30 hours or less per week	3,261	16%	10,380	22%	13,641	20%
	More than 30 hours per week	17,302	84%	37,525	78%	54,827	80%

# Living arrangements

## Living arrangements

Living arrangements	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Married/civil	26,267	41%	2,158	44%	485	52%	28,910	42%
Cohabiting	13,989	22%	859	18%	115	12%	14,963	22%
Not in couple	23,107	36%	1,879	38%	337	36%	25,323	37%

**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into three to align with Northern Ireland groupings.

## Living arrangements by occupation

Nation	Living arrangements	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Married/civil	12,860	64%	13,407	31%	26,267	41%
	Cohabiting	3,155	16%	10,834	25%	13,989	22%
	Not in couple	4,009	20%	19,098	44%	23,107	36%
Scotland	Married/civil	817	63%	1,341	37%	2,158	44%
	Cohabiting	177	14%	682	19%	859	18%
	Not in couple	293	23%	1,586	44%	1,879	38%
Northern Ireland	Married/civil	180	75%	305	44%	485	52%
	Cohabiting	18	7%	97	14%	115	12%
	Not in couple	43	18%	294	42%	337	36%
United Kingdom	Married/civil	13,857	64%	15,053	32%	28,910	42%
	Cohabiting	3,350	16%	11,613	24%	14,963	22%
	Not in couple	4,345	20%	20,978	44%	25,323	37%

# Marital and civil partnership status

## Marital status

Marital status	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Single	32,050	50%	2,200	44%	384	41%	34,634	50%
Married/civil	26,913	42%	2,237	45%	491	52%	29,641	43%
Other	4,594	7%	530	11%	63	7%	5,187	7%

**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into three to align with Northern Ireland groupings.

## Marital status by occupation

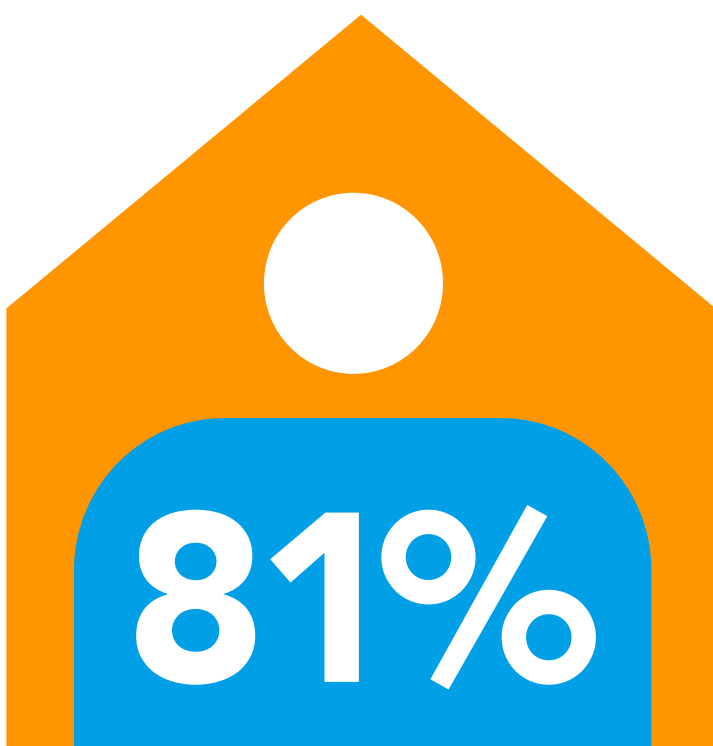
Nation	Marital Status	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Single	4,698	23%	27,352	63%	32,050	50%
	Married/civil	13,129	66%	13,784	32%	26,913	42%
	Other	2,207	11%	2,387	5%	4,594	7%
Scotland	Single	294	23%	1,906	52%	2,200	44%
	Married/civil	842	65%	1,395	38%	2,237	45%
	Other	153	12%	377	10%	530	11%
Northern Ireland	Single	41	17%	343	49%	384	41%
	Married/civil	180	75%	311	45%	491	52%
	Other	20	8%	43	6%	63	7%
United Kingdom	Single	5,033	23%	29,601	62%	34,634	50%
	Married/civil	14,151	66%	15,490	32%	29,641	43%
	Other	2,380	11%	2,807	6%	5,187	7%

# Method of travel to work

## Method of travel to work

Method	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Work from home	53,695	84%	2,156	43%	547	58%	56,398	81%
Train or Underground	2,135	3%	216	4%	22	2%	2,373	3%
Bus	447	1%	241	5%	26	3%	714	1%
Taxi	69	0%	5	0%	*	*	*	*
Motorcycle	41	0%	0	0%	*	*	*	*
Driving	5,115	8%	815	16%	279	30%	6209	9%
Passenger	210	0%	62	1%	14	1%	286	0%
Bicycle or On foot	1,586	2%	367	7%	*	*	*	*
Other	262	0%	43	1%	*	*	*	*
Not applicable	-	-	1,038	21%	-	-	-	-

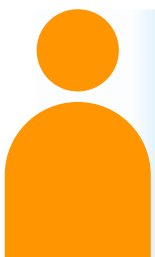
**Note:** Scotland data included a 'Not applicable' category.



**81%**  
of PR professionals  
work from home in  
the United Kingdom

## Method of travel to work by occupation

Nation	Method	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Work from home	17,045	85%	36,650	84%	53,695	84%
	Train or Underground	527	3%	1,608	4%	2,135	3%
	Bus	45	0%	402	1%	447	1%
	Taxi	15	0%	54	0%	69	0%
	Motorcycle	17	0%	24	0%	41	0%
	Driving	1843	9%	3272	8%	5115	8%
	Passenger	29	0%	181	0%	210	0%
	Bicycle/On foot	436	2%	1150	3%	1586	2%
	Other	76	0%	186	0%	262	0%
	Not applicable	-	-	-	-	-	-
Scotland	Work from home	539	42%	1,617	44%	2,156	44%
	Train or Underground	56	4%	160	4%	216	4%
	Bus	44	3%	197	5%	241	5%
	Taxi	2	0%	3	0%	5	0%
	Motorcycle	0	0%	0	0%	0	0%
	Driving	275	21%	540	15%	815	16%
	Passenger	7	1%	55	2%	62	1%
	Bicycle/On foot	55	4%	312	9%	367	7%
	Other	17	1%	26	1%	43	1%
	Not applicable	300	23%	738	20%	1038	21%



**4%** of PR practitioners in Scotland travel to work by Train or Underground

Nation	Method	Director		Professional		Total	
		Number	%	Number	%	Number	%
Northern Ireland	Work from home	133	55%	414	59%	547	58%
	Train or Underground	*	*	22	3%	*	*
	Bus	7	3%	19	3%	26	3%
	Taxi	*	*	*	*	*	*
	Motorcycle	*	*	*	*	*	*
	Driving	89	37%	190	27%	279	30%
	Passenger	*	*	14	1%	*	*
	Bicycle/On foot	*	*	25	4%	*	*
	Other	*	*	6	1%	*	*
	Not applicable	-	-	-	-	-	-
United Kingdom	Work from home	*	*	*	*	*	*
	Train or Underground	*	*	*	*	*	*
	Bus	*	*	*	*	*	*
	Taxi	*	*	*	*	*	*
	Motorcycle	*	*	*	*	*	*
	Driving	*	*	*	*	*	*
	Passenger	*	*	*	*	*	*
	Bicycle/On foot	*	*	*	*	*	*
	Other	*	*	*	*	*	*
Not applicable	*	*	*	*	*	*	

# Passports held

## Passports held

Passports	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
UK	56,711	89%	4,204	85%	463	49%	*	*
Other	6,336	10%	469	9%	407	43%	*	*
No passport held	509	1%	295	6%	*	*	*	*

**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into three to align with Northern Ireland groupings.

## Passports held by occupation

Nation	Passports	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	UK	18,337	92%	38,374	88%	56,711	89%
	Other	1,598	8%	4,738	11%	6336	10%
	No passport held	95	0%	414	1%	509	1%
Scotland	UK	1,173	91%	3,031	82%	4,204	85%
	Other	71	6%	398	11%	469	9%
	No passport held	45	3%	250	7%	295	6%
Northern Ireland	UK	117	63%	346	50%	463	49%
	Other	68	37%	339	49%	407	43%
	No passport held	*	*	12	2%	*	*
United Kingdom	UK	*	*	*	*	*	*
	Other	*	*	*	*	*	*
	No passport held	*	*	*	*	*	*

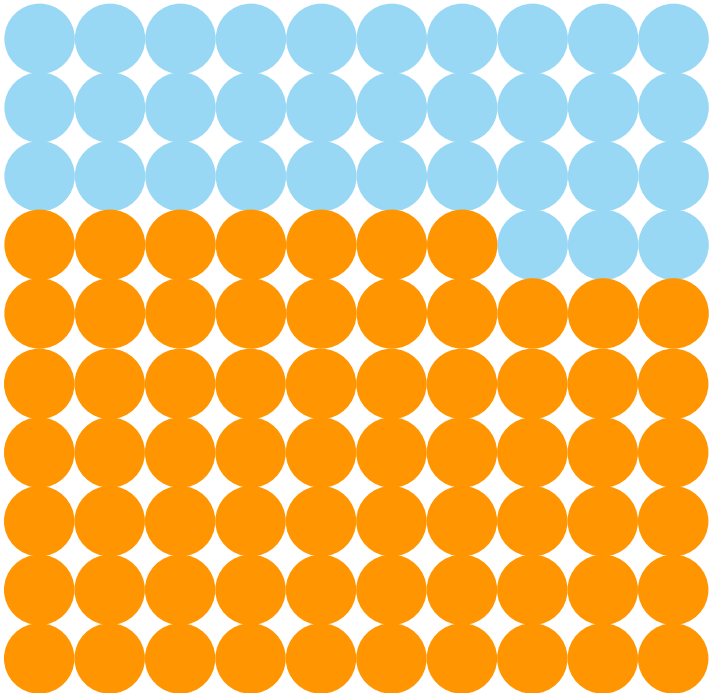
# Religion

## Religion

Religion	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
Christian	23,680	37%	1,664	33%	625	67%	*	*
No religion	32,220	51%	2,821	57%	294	31%	*	*
Other	4,223	7%	183	4%	*	*	*	*
Religion not stated	3,456	5%	303	6%	*	*	*	*

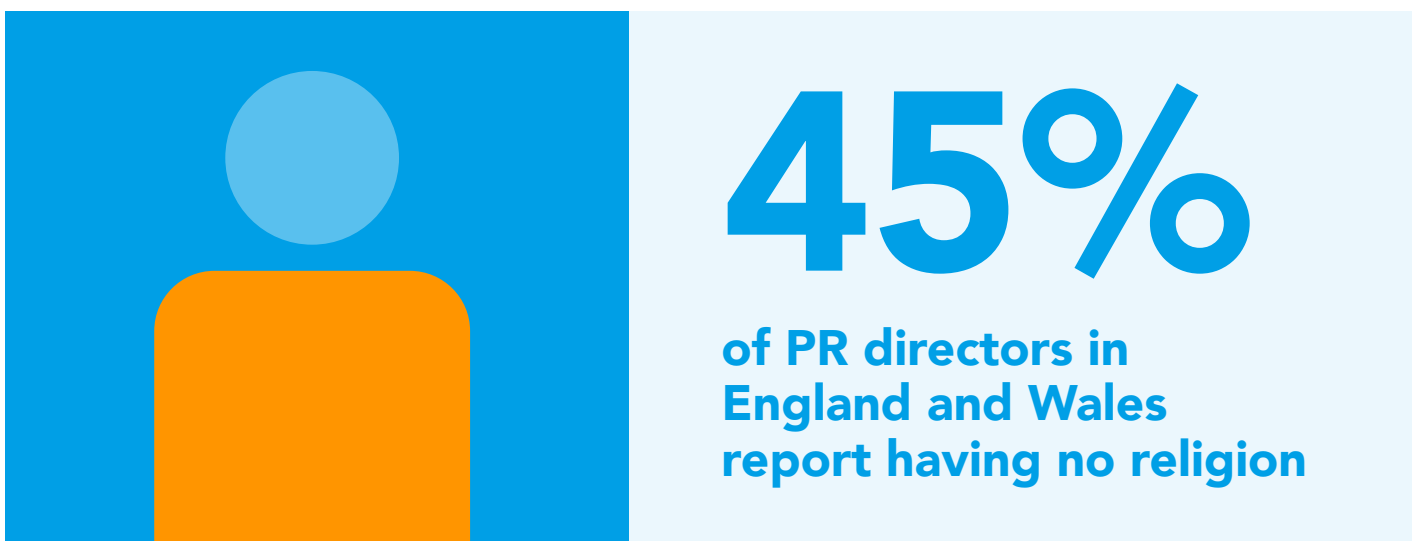
**Note:** Categories have been harmonised across nations. England and Wales and Scotland categories have been collapsed into four to align with Northern Ireland groupings.

**67%**  
of PR practitioners  
in Northern Ireland  
are Christian



## Religion by occupation

Nation	Religion	Director		Professional		Total	
		Number	%	Number	%	Number	%
England and Wales	Christian	8,912	44%	14,768	34%	23,680	37%
	No religion	8,989	45%	23,231	53%	32,220	51%
	Other	1,198	6%	3,025	7%	4,223	7%
	Religion not stated	934	5%	2522	6%	3456	5%
Scotland	Christian	481	37%	1183	32%	1,664	33%
	No religion	713	55%	2,108	57%	2,821	57%
	Other	36	3%	147	4%	183	4%
	Religion not stated	62	5%	241	7%	303	6%
Northern Ireland	Christian	170	71%	455	65%	625	67%
	No religion	70	29%	224	32%	294	31%
	Other	*	*	8	1%	*	*
	Religion not stated	*	*	10	1%	*	*
United Kingdom	Christian	*	*	*	*	*	*
	No religion	*	*	*	*	*	*
	Other	*	*	*	*	*	*
	Religion not stated	*	*	*	*	*	*



# Socio-economic status

## Socio-economic status

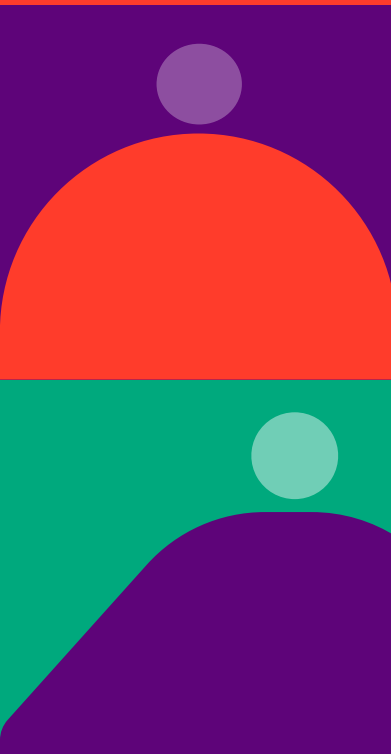
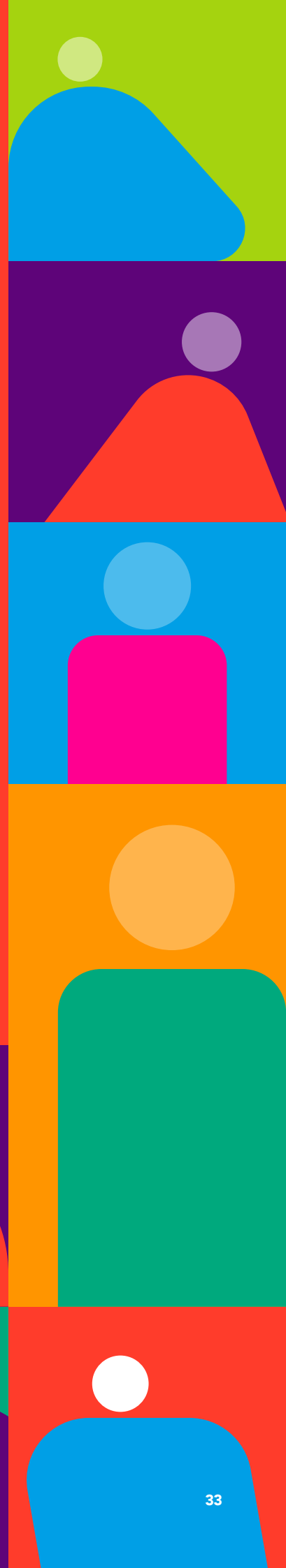
NS-SEC	England and Wales		Scotland		Northern Ireland		United Kingdom	
	Number	%	Number	%	Number	%	Number	%
L1-3	42,488	67%	3,316	67%	*	*	*	*
L4-6	15,186	24%	994	20%	*	*	*	*
L8-9	4,798	8%	269	5%	*	*	*	*
L15	1,087	2%	348	7%	*	*	*	*
Other	0%	0%	40	1%	*	*	*	*

**Note:** Categories have been harmonised across nations. Northern Ireland and Scotland categories have been collapsed into five to align with England and Wales groupings.

- L1: Employers in large establishments
- L2: Higher managerial and administrative occupations
- L3: Higher professional occupations
- L4: Lower professional and higher technical occupations
- L5: Lower managerial and administrative occupations
- L6: Higher supervisory occupations
- L8: Employers in small establishments
- L9: Own account workers
- L15: Full-Time students

# Appendix A:

## Descriptions of the extended SOC framework



Unit Group	Sub Unit Group	Group Title	Descriptions
1133	1133/00	Public relations and communications directors	<p>Entry is generally via career progression from related occupations (e.g., Communications officer, Public relations officer) and although there are no pre-set entry standards, in practice most communications and public relations directors hold a degree. Off and on-the-job training is provided.</p> <p>Public relations and communications directors plan, organise, direct and co-ordinate the public relations, communications and public information activities of an organisation or on behalf of clients.</p>
2493	2493/01	Press officers	<p>Press officers represent their organisation to the media. They encompass both reactive and proactive functions, they deal with the national and regional print media, broadcast and online media.</p>
2493	2493/02	Public relations officers	<p>Public relations officers represent a company or organisation to stakeholders and the public. They use communications strategies to promote an understanding of the activities and image of their clients in a favourable way.</p>
2493	2493/03	Social media managers	<p>Social media managers manage an organisation's online presence by developing a strategy, producing good content, analysing usage data, facilitating customer service and managing projects and campaigns.</p>
2493	2493/99	Public relations professionals n.e.c.	<p>Job holders in this group perform occupations not elsewhere classified in Unit Group 2493: Public relations professionals</p>

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