

# PR Population Report



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# Background

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## **This document is a report of analysis of Census 2021 data for public relations practitioners in England and Wales.**

The census is undertaken by the Office for National Statistics (ONS) every 10 years. It collects demographic information from households and communal establishments. In 2021, 97% of households completed the census. According to the ONS, the census 'helps to build a detailed snapshot of our society' and information from the census supports government and local authorities in planning and funding local services, such as education, doctors' surgeries and roads.

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 ONS 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 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 and Wales on 21 March 2021<sup>2</sup>.

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. The Scottish Government announced in July 2020 that it would delay Scotland's census until March 2022 for this reason, and data related to occupations at the level of detail covered here is not currently available for analysis. The Northern Ireland Statistics and Research Agency ran its own census and results are not currently available through the ONS. For these reasons, analysis is limited to data for England and Wales. It is hoped that a future study might combine analysis of data from all four home countries.

This project represents the latest in a series of studies about the population of UK PR practitioners undertaken by Chalkstream. In November 2016, analysis of the results of the ONS' Annual Population Survey was undertaken to identify trends in public relations practitioners identified by that survey. 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.

<sup>2</sup> Except for the data in relation to employment history of those not currently employed who have previously worked in public relations.

For a complete list of Standard Occupational Classification groups see the Extended Standard Occupational Classification (SOC) 2020 Framework at: <https://www.ons.gov.uk/methodology/classificationsandstandards/standardoccupationalclassificationsoe/standardoccupationalclassificationsoeextensionproject>

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# Notes

- 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'.
- Percentages are rounded.
- 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>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>

# Executive Summary

This is unique analysis of data supplied by the Office for National Statistics about the results of the Census 2021 as they apply to those who classified themselves as working in public relations in March 2021.

# Headlines

As of 21 March 2021:

87%

of practitioners are of White ethnicity, 5% Asian, 4% of Mixed ethnicity and 3% Black.

Female practitioners are more likely to be younger than males.

63,563

public relations practitioners live in England and Wales.

46%

of the Director group are female

30%

classify themselves as 'Public relations and communications directors'.

54%

are male

70%

classify themselves, according to Standard Occupational Classifications, as 'Public relations professionals'.

45%

of practitioners are aged 16 to 34.

60%

of practitioners are female

40%

male



# Headlines

**90%**

of practitioners classify themselves as having a UK identity and 88% hold a UK passport.

**8%**

of practitioners say they run a small business and/or are self-employed.

**50%**

of practitioners have not married nor entered a civil partnership.

**94%**

of practitioners are in good or very good health.

Professional group and older respondents are more likely to work longer hours than younger ones.

Among those who travel to work in March 2021, 52% travel by car, 22% travel by underground, metro, light rail, tram or train and 16% by bicycle.

**7%**

of practitioners have a second address.

**51%**

of practitioners say they are not religious. 37% are Christian, 2% Jewish, 2% Muslim, 1% Sikh and 1% Hindu.

Those in the Director group are more likely to be married than those in the Professional group.

# Headlines

There is greater ethnic diversity among those in the Professional group than those in the Director group, among females than males, and among practitioners aged 16 to 34 than older age groups.

84%

of practitioners work from home at this point of the Covid-19 pandemic.

84%

of practitioners were born in the UK. Among those practitioners born outside the UK, 38% were born in EU countries, 18% in the Middle East or Asia and 14% in Africa.

8%

of practitioners are disabled. Those in the Professional group are more likely to be disabled than those in the Director group.

Among former practitioners not in employment, 79% had not worked in the 12 months prior to the census.

82%

of practitioners have a qualification at Level 4 or above. For 10% of practitioners, their highest level of qualification is at Level 3, equivalent to A-level.

67%

of practitioners work between 31 and 48 hours per week, with 13% of practitioners working 49 hours or more per week.

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# Comparison with other studies

## Methodology

The methodologies of recent studies exploring the population of public relations practitioners in the UK and/or its home countries differ.

- The census is a survey of almost all households. Respondents provide details of their jobs which allows analysis of results according to profession.
- The Annual Population Survey analysis identifies around 400 public relations practitioners from among the 300,000 or so respondents to that national quarterly survey. Those 400 are theoretically representative of the UK PR population because the broader sample of 300,000+ is representative of the whole UK population. This theory is then tested by applying the methodology to different sets of APS results to see whether the results are broadly similar, or represent a trend, each time the data produced by the different surveys is analysed.
- The analysis of LinkedIn job titles undertaken by Stephen Waddington, referenced below, searched for people working in the public relations and communications industry in the United Kingdom by identifying LinkedIn profiles according to industry<sup>4</sup>.

Nominally the census should be the most accurate source of population data because its sample most accurately represents the population under study as a result of methodology and geography. However, the fact that the Census 2021 took place at the tail end of the Covid pandemic raises questions about methodology that we explore in more detail below.

<sup>4</sup> It is unfortunately not possible to identify public relations practitioners within census results according to their industry. There is no distinct SIC (Standard Industrial Classification) code for public relations and if there were it would not necessarily capture public relations practitioners as many in-house practitioners, for instance, would register themselves as working in another industry as PR professionals.

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# Population size

The September 2017 analysis of Annual Population Survey (APS) results suggested that there were 71,000 PR practitioners in the UK at that time, 67,000 of whom lived in England and Wales. It is not clear why there are 4000 fewer practitioners in England and Wales in the Census 2021 results than there were in 2017 (according to the APS analysis). It may be that:

- the number of practitioners fell because of job losses.
- the APS 2017 study may have over-estimated the number of practitioners, although this seems unlikely given the results of the LinkedIn analysis discussed below and the fact that there were such clear trends in terms of population size across different years of APS analysis.
- the conditions of furlough, applied during the Covid pandemic, reduced the number of PR practitioners identified in the Census 2021. The ONS has confirmed that occupational data was affected by furlough, but it cannot say to what extent. The ONS issued guidance when completing the census; those on furlough, in quarantine or in self-isolation, were advised to select “Temporarily away from work ill, on holiday or temporarily laid off” when asked what they had been doing for the past seven days. This would have meant that individuals were still marked as economically active and retained their occupation code. However, it is not clear to what extent furloughed respondents followed these instructions and were therefore still included in the economically active population<sup>5</sup>.

While it is conceivable that some public relations practitioners classified themselves as outside the ‘1133 Public relations and communications directors’ and ‘2493 Public relations professionals’ groups in the census, this does not adequately explain the difference between census and APS results, because APS analysis is also based on Standard Occupational classifications<sup>6</sup>.

<sup>5</sup> The ONS says: “We are unable to determine how furloughed people followed guidance. However, our research suggests that there are inconsistencies between the number of people answering “Temporarily away from work” in Census 2021 and other administrative data sources. This may result in scattering of furloughed responses through other labour market categories. It is possible that the interaction of furloughed responses with technical aspects of census processing, such as edit and imputation, could multiply values in the observed census data. There is no specific flag for furloughed people within the data, and we are unable to quantify the effect that they may have had on the labour market data. See <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/methodologies/labourmarketqualityinformationforcensus2021> for further details.

<sup>6</sup> Alternative groups and unit groups under which a practitioner might conceivably identify themselves include:

- 2491 Newspaper, periodical and broadcast editors
- 2492 Newspaper and periodical broadcast journalists and reporters
- 1132 Marketing, sales and advertising directors
- 2432 Marketing and commercial managers
- 3554 Advertising and marketing associate professionals
- 2141 Web design professionals
- 2142 Graphic and multimedia designers
- 3417 Photographers, audio-visual and broadcasting equipment operators.

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Looking at APS results from 2013 to 2017, on average 95% of practitioners live in England and Wales. If these proportions are applied to the Census 2021 results, there were 66,908 public relations practitioners in the UK in March 2021.

The independent December 2021 study, conducted by Stephen Waddington, counted the number of people working in PR by identifying LinkedIn social media profile job titles according to industry. It estimated the UK PR industry population at 87,000<sup>7</sup>. Again, it is not entirely clear why there is such a significant difference between the Census 2021 results and the LinkedIn analysis. Furlough may have played a part. It is also the case that the LinkedIn search was undertaken according to different parameters to the census analysis. The LinkedIn search identified people who work in the industry rather than public relations practitioners per se. It would have included, for instance, people with professional services support roles (such as a head of HR or finance director) within a public relations agency.

## Sex

In the APS 2017 results, females made up 56% of the PR practitioner population, compared to 60% here. In the latest (2022) State of the Profession study undertaken on behalf of the CIPR, 67% of respondents were female, suggesting that females are over-represented in that survey. As in the State of the Profession series, although females make up most of the profession, they are in a minority in the Director group. Further analysis of practitioner age by sex in these Census 2021 results, alongside longstanding trends within the State of the Profession series, indicates that a significant proportion of female practitioners leave the profession in their thirties. This in turn raises questions about career progression and support given to female professionals with childcaring responsibilities and larger questions about equity and inclusion.

## Seniority

In the APS studies, two thirds of the workforce classified themselves as Professional and one third as Director and there are similar proportions here, despite the changes made to Standard Occupational Classification by the ONS.

<sup>7</sup> See: <https://www.wadds.co.uk/blog/2023/7/4/how-can-we-level-up-regional-public-relations-in-the-uk>

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## Working from home

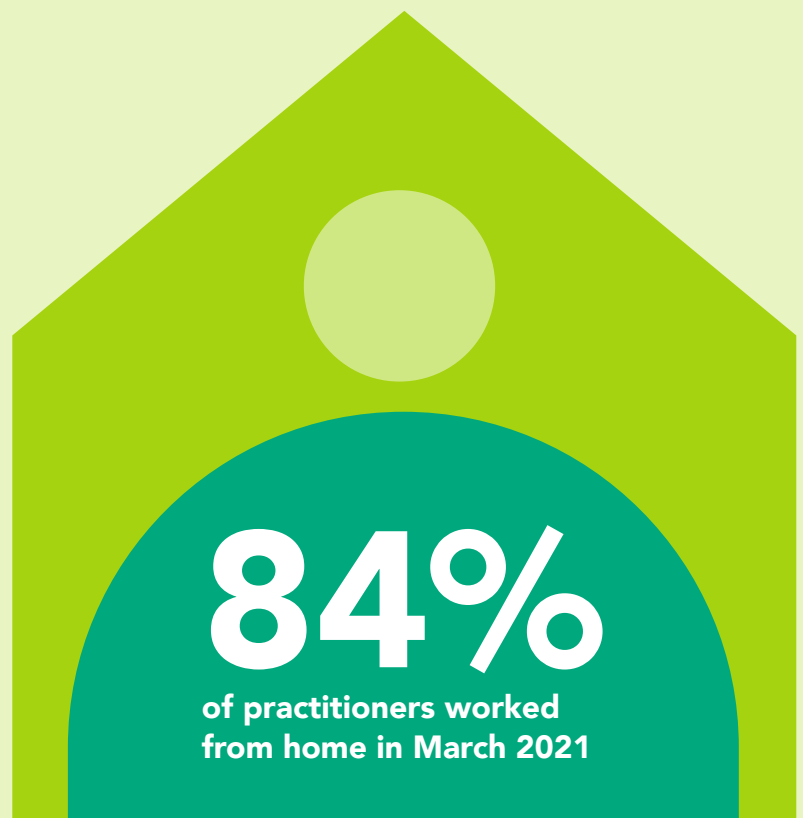
In the APS 2017 results, 18% of practitioners worked from home or worked in multiple locations with home as a base. In March 2021, as the UK was beginning to emerge from the Covid-19 pandemic, 84% of practitioners worked from home.

## Ethnicity

Data for ethnicity varies in the APS studies; in the APS 2017 analysis, 96% of the PR practitioner population was classified as of White ethnicity. In APS 2013 data, it was 90% of the population. The variability in data for ethnicity in APS results may be a result of the fact that, for reasons of confidentiality, the ONS suppresses some data. Here, 87% of practitioners are of White ethnicity. In the latest (2022) State of the Profession survey, 86% of practitioners were of White ethnicity.

## Religion

In the 2017 APS study, 45% of the workforce said they did not follow any religion and 40% said they were Christian, compared to 51% of practitioners who said they are not religious in the Census 2021 and 37% who said they are Christian.



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# Further research

## **Opportunities for further research include:**

- Commissioning data related to the industries in which practitioners operate<sup>8</sup>.
- Commissioning analysis of comparative data from The National Records of Scotland and the Northern Ireland Statistics and Research Agency to establish the UK-wide picture.
- Comparison of results against other industries.
- Comparison against Census 2011 results.

*Ben Verinder,  
Chalkstream, February 2024*

<sup>8</sup> By which we mean the industries in which their organisations operate, rather than public relations per se. There is no Standard Industrial Classification for public relations.

# Results



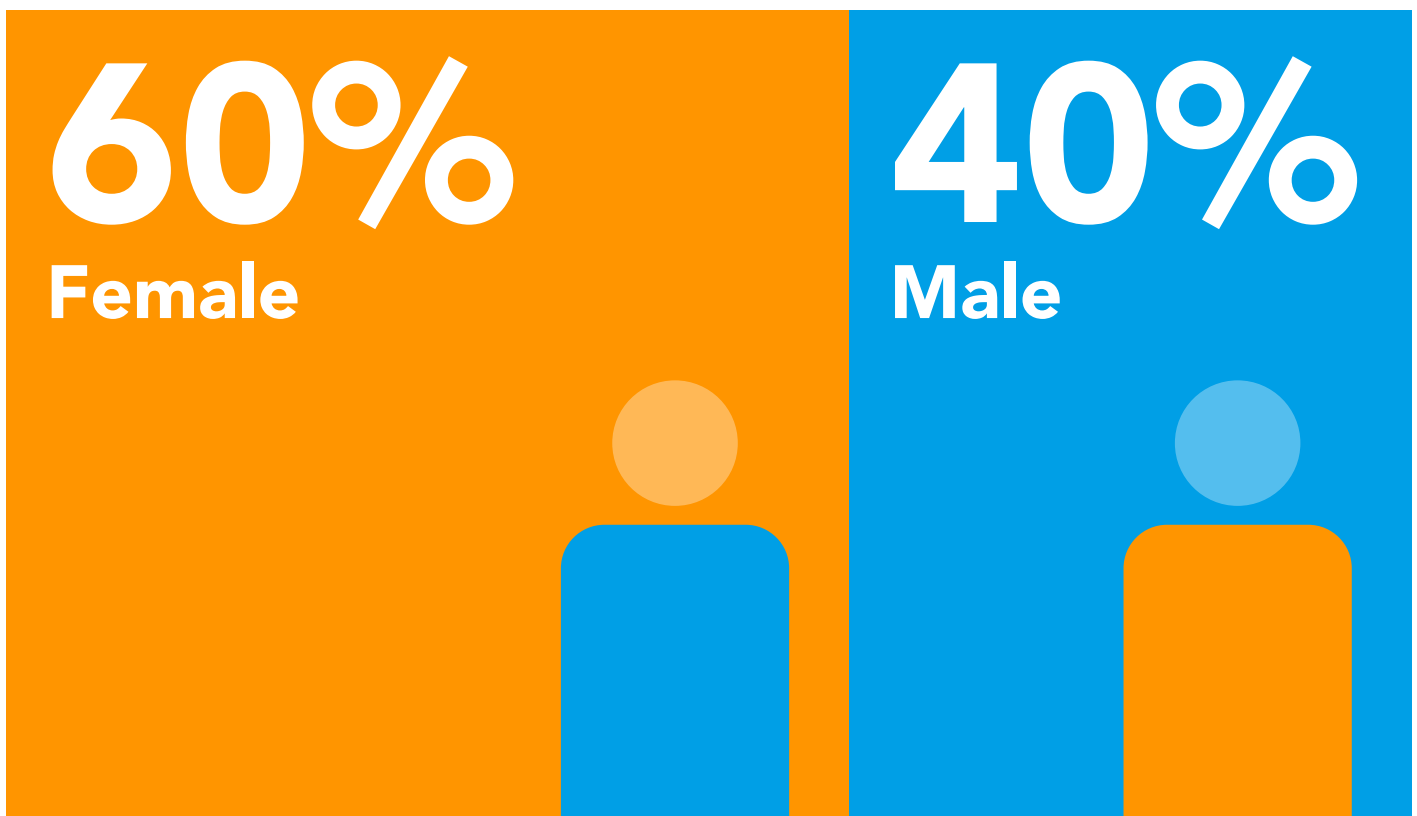
# Results

## Sex

Sex	%
Female	60%
Male	40%

## Sex by occupation

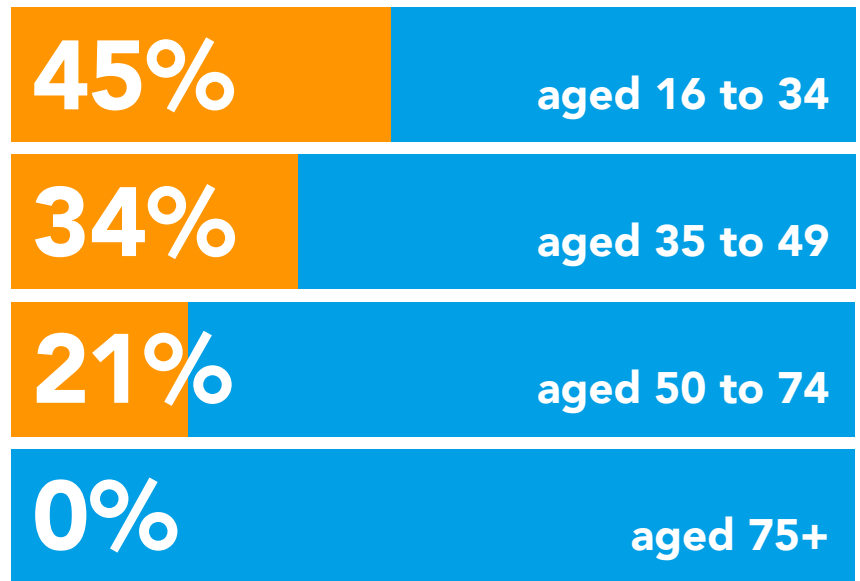
Sex	Director		Professional		Total	
	Number	%	Number	%	Number	%
Female	9,312	46%	28,848	66%	38,160	60%
Male	10,720	54%	14,679	34%	25,399	40%
Total	20,033	100%	43,530	100%	63,563	100%



# Age

## Age

Age group	%
16 to 34	45%
35 to 49	34%
50 to 74	21%
75+	0%



## Age by occupation

Age group	Director		Professional		Total	
	Number	%	Number	%	Number	%
16 to 34	2,538	13%	25,888	59%	28,426	45%
35 to 49	9,742	49%	12,123	28%	21,865	34%
50 to 74	7,654	38%	5,443	13%	13,097	21%
75+	98	0%	73	0%	171	0%
Total	20,032	100%	43,527	100%	63,559	100%

## Age by sex

Age group	Female		Male	
	Number	%	Number	%
16 to 34	19,215	50%	9,211	36%
35 to 49	13,207	35%	8,658	34%
50 to 74	5,698	15%	7,399	29%
75+	40	0%	131	1%
Total	38,160	100%	25,399	100%

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# Ethnicity

## Ethnicity

<b>Ethnic group</b>	<b>%</b>
Asian, Asian British or Asian Welsh	5%
Black, Black British, Black Welsh, Caribbean or African	3%
Mixed or Multiple ethnic groups	4%
White	87%
Other ethnic group	2%

## Ethnicity by occupation

<b>Ethnic group</b>	<b>Director</b>		<b>Professional</b>		<b>Total</b>	
	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
Asian, Asian British or Asian Welsh	849	4%	2,448	6%	3,297	5%
Black, Black British, Black Welsh, Caribbean or African	307	2%	1,485	3%	1,792	3%
Mixed or Multiple ethnic groups	470	2%	1,845	4%	2,315	4%
White	18,125	90%	36,941	85%	55,066	87%
Other ethnic group	283	1%	805	2%	1,088	2%
<b>Total</b>	<b>20,034</b>	<b>100%</b>	<b>43,524</b>	<b>100%</b>	<b>63,558</b>	<b>100%</b>

## Ethnicity by sex

Ethnic group	Female		Male	
	Number	%	Number	%
Asian, Asian British or Asian Welsh	2,021	5%	1,276	5%
Black, Black British, Black Welsh, Caribbean or African	1,113	3%	679	3%
Mixed or Multiple ethnic groups	1,632	4%	683	3%
White	32,749	86%	22,317	88%
Other ethnic group	643	2%	445	2%
Total	38,158	100%	25,400	100%

## Ethnicity by age

Ethnic group	16 to 34		35 to 49		50+	
	Number	%	Number	%	Number	%
Asian, Asian British or Asian Welsh	1,691	6%	1,209	6%	397	3%
Black, Black British, Black Welsh, Caribbean or African	1,037	4%	480	2%	275	2%
Mixed or Multiple ethnic groups	1,464	5%	652	3%	199	1%
White	23,730	83%	19,126	87%	12,210	92%
Other ethnic group	504	2%	397	2%	187	1%
Total	28,426	100%	21,864	100%	13,268	100%

# Continent of birth

## Continent of birth for non-UK practitioners

Continent <sup>9</sup>	%
Europe: Other Europe: EU countries	38%
Europe: Other Europe: Non- EU countries	6%
Africa	14%
Middle East and Asia	18%
North America and the Caribbean	12%
Central and South America	4%
Antarctica and Oceania (including Australasia) and Other	7%

## Continent of birth by occupation

Ethnic group	Director		Professional		Total	
	Number	%	Number	%	Number	%
Europe: United Kingdom	16,788	84%	35,958	83%	52,746	83%
Europe: Other Europe: EU countries	1,132	6%	3,001	7%	4,133	7%
Europe: Other Europe: Non- EU countries	185	1%	478	1%	663	1%
Africa	482	2%	985	2%	1,467	2%
Middle East and Asia	589	3%	1,396	3%	1,985	3%
North America and the Caribbean	470	2%	831	2%	1,301	2%
Central and South America	80	0%	353	1%	433	1%
Antarctica and Oceania (including Australasia) and Other	302	2%	507	1%	809	1%
British Overseas	7	0%	17	0%	24	0%
Total	20,035	100%	43,526	100%	63,561	100%

<sup>9</sup> Data is typically supplied according to Country of Birth but here ONS recommended continental categories to avoid suppression of data due to the risk of identification of respondents because of the lower numbers of responses in some categories. ONS note: Due to an error during the creation of the classifications, in the standard tables, Mayotte and St Martin (French part) were included in Africa and in the Caribbean respectively as a geographical location. In this table, those two countries have been included within EU countries. The National Statistics Country Classification (NSCC) classed Gibraltar as an EU country (EU 14) whilst not being an actual EU member. Please take this into consideration if comparing figures with country of birth standard tables.

## Non UK continent of birth by occupation

Continent	Director		Professional		Total	
	Number	%	Number	%	Number	%
Europe: Other Europe: EU countries	1,132	35%	3,001	40%	4,133	38%
Europe: Other Europe: Non- EU countries	185	6%	478	6%	663	6%
Africa	482	15%	985	13%	1,467	14%
Middle East and Asia	589	18%	1,396	18%	1,985	18%
North America and the Caribbean	470	14%	831	11%	1,301	12%
Central and South America	80	2%	353	5%	433	4%
Antarctica and Oceania (including Australasia) and Other	302	9%	507	7%	809	7%
British Overseas	7	0%	17	0%	24	0%
<b>Total</b>	<b>3,247</b>	<b>100%</b>	<b>7,568</b>	<b>100%</b>	<b>10,815</b>	<b>100%</b>



# Disability

## Disability

Disability	%	
Disabled under the Equality Act	Day-to-day activities limited a lot	1%
	Day-to-day activities limited a little	7%
Not disabled under the Equality Act	92%	

## Disability by occupation

Disability		Director		Professional		Total	
		Number	%	Number	%	Number	%
Disabled under the Equality Act	Day-to-day activities limited a lot	161	1%	525	1%	686	1%
	Day-to-day activities limited a little	1,199	6%	3,356	8%	4,555	7%
Not disabled under the Equality Act		18,673	93%	39,645	91%	58,318	92%
Total		20,033	100%	43,526	100%	63,559	100%

1%

Disabled and limited a lot day-to-day

7%

Disabled and limited a little day-to-day

92%

Not disabled under the Equality Act

# Distance travelled to work

## Distance travelled to work

Distance	%
Less than 10km	7%
10km to less than 30km	4%
30km or over	2%
Works mainly from home	84%
Works mainly at an offshore installation, in no fixed place, or outside the UK	2%

## Distance travelled to work by occupation

Distance	Director		Professional		Total	
	Number	%	Number	%	Number	%
Less than 10km	1,301	6%	3,382	8%	4,683	7%
10km to less than 30km	779	4%	1,942	4%	2,721	4%
30km or over	422	2%	702	2%	1,124	2%
Works mainly from home	17,045	85%	36,650	84%	53,695	84%
Works mainly at an offshore installation, in no fixed place, or outside the UK	486	2%	850	2%	1,336	2%
Total	20,033	100%	43,526	100%	63,559	100%



2%

travel 30km  
or more to  
work



# Employment history

(formerly in PR, not currently employed)

## Employment history of those not in employment<sup>10</sup>

History	%
Not in employment: Worked in the last 12 months	21%
Not in employment: Not worked in the last 12 months	79%

## Employment history of those not in employment by occupation

History	Director		Professional		Total	
	Number	%	Number	%	Number	%
Not in employment: Worked in the last 12 months	717	16%	2,707	23%	3,424	21%
Not in employment: Not worked in the last 12 months	3,745	84%	8,820	77%	12,565	79%
Total	4,462	100%	11,527	100%	15,989	100%



**79%**  
of unemployed  
PR practitioners  
have not worked  
in the last 12 months

<sup>10</sup> ONS Note: All usual residents aged 16 or over not in employment the week before the Census, with a former occupation of 1133 Public relations and communications directors and 2493 Public relations professionals.

# General health

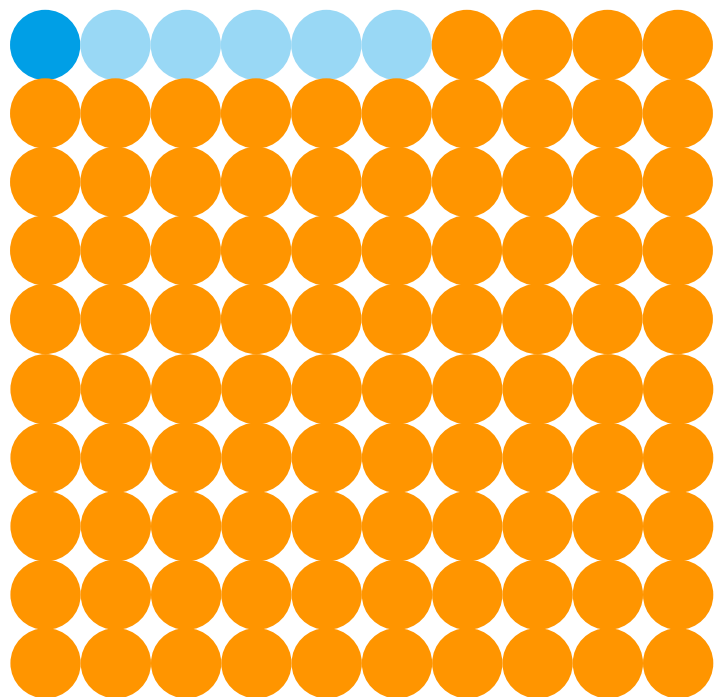
## Health

Health	%
Very good or good health	94%
Fair health	5%
Bad or very bad health	1%

## Health by occupation

Health	Director		Professional		Total	
	Number	%	Number	%	Number	%
Very good or good health	18,899	94%	41,043	94%	59,942	94%
Fair health	991	5%	2,101	5%	3,092	5%
Bad or very bad health	141	1%	383	1%	524	1%
Total	20,031	100%	43,527	100%	63,558	100%

**94%**  
of the PR Population  
have very good or  
good health



# Highest level of qualification

## Highest level of qualification

Level <sup>11</sup>	%
No qualifications	1%
Level 1 and entry level qualifications	1%
Level 2 qualifications	4%
Apprenticeship	1%
Level 3 qualifications	10%
Level 4 qualifications or above	82%
Other	1%

## Highest level of qualification by occupation

Level	Director		Professional		Total	
	Number	%	Number	%	Number	%
No qualifications	122	1%	380	1%	502	1%
Level 1 and entry level qualifications	275	1%	619	1%	894	1%
Level 2 qualifications	666	3%	1,841	4%	2,507	4%
Apprenticeship	139	1%	333	1%	472	1%
Level 3 qualifications	1,669	8%	4,909	11%	6,578	10%
Level 4 qualifications or above	17,077	85%	35,206	81%	52,283	82%
Other	84	0%	238	1%	322	1%
Total	20,032	100%	43,526	100%	63,558	100%

<sup>11</sup> ONS Note: 'Highest level of qualification' has been split into four levels, plus categories for 'None', 'Apprenticeship' and 'Other': No qualifications; Level 1 and entry level qualifications: 1 to 4 GCSEs grade A\* to C, Any GCSEs at other grades, O levels or CSEs (any grades), 1 AS level, NVQ level 1, Foundation GNVQ, Basic or Essential Skills; Level 2 qualifications: 5 or more GCSEs (A\* to C or 9 to 4), O levels (passes), CSEs (grade 1), School Certification, 1 A level, 2 to 3 AS levels, VCEs, Intermediate or Higher Diploma, Welsh Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First or General Diploma, RSA Diploma; Apprenticeships; Level 3 qualifications: 2 or more A levels or VCEs, 4 or more AS levels, Higher School Certificate, Progression or Advanced Diploma, Welsh Baccalaureate Advance Diploma, NVQ level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma; Level 4 qualifications or above: degree (BA, BSc), higher degree (MA, PhD, PGCE), NVQ level 4 to 5, HNC, HND, RSA Higher Diploma, BTEC Higher level, professional qualifications (for example, teaching, nursing, accountancy); Other: vocational or work-related qualifications, other qualifications achieved in England or Wales, qualifications achieved outside England or Wales (equivalent not stated or unknown).

# Hours worked

## Hours worked per week

Hours	%
15 or less	7%
16 to 30	12%
31 to 48	67%
49 or more	13%



**67%**

of PR professionals  
work 31 to 48 hours  
per week



**7%**

work 15  
hours or less  
each week



**12%**

work 16 to  
30 each week



**13%**

work 49 or  
more hours  
each week

## Hours worked per week by occupation

Hours	Director		Professional		Total	
	Number	%	Number	%	Number	%
15 or less	1,174	6%	3,459	8%	4,633	7%
16 to 30	1,882	9%	5,676	13%	7,558	12%
31 to 48	11,650	58%	30,727	71%	42,377	67%
49 or more	4,327	22%	3,668	8%	7,995	13%
Total	20,032	100%	43,527	100%	63,559	100%

## Hours worked per week by sex

Hours	Female		Male	
	Number	%	Number	%
15 or less	2,929	8%	1,704	7%
16 to 30	5,609	15%	1,949	8%
31 to 48	25,536	67%	16,841	66%
49 or more	4,089	11%	4,906	19%
Total	38,163	100%	25,399	100%

## Hours worked per week by age

Hours	16-34		35-49		50+	
	Number	%	Number	%	Number	%
15 or less	1,662	6%	1,290	6%	1,681	13%
16 to 30	2,395	8%	3,087	15%	2,076	16%
31 to 48	21,980	77%	13,680	66%	6,717	51%
49 or more	2,392	8%	2,805	13%	2,798	21%
Total	28,429	100%	20,862	100%	13,272	100%

# Living arrangements

## Living arrangements

Living arrangements <sup>12</sup>	%
Living in a couple (opposite-sex or same-sex): Married or in a civil partnership	41%
Living in a couple (opposite-sex or same-sex): Cohabiting or separated, but still married/in a civil partnership	22%
Not living in a couple: Single (never married or never registered in a civil partnership)	31%
Not living in a couple: Other*	6%

## Living arrangements by occupation

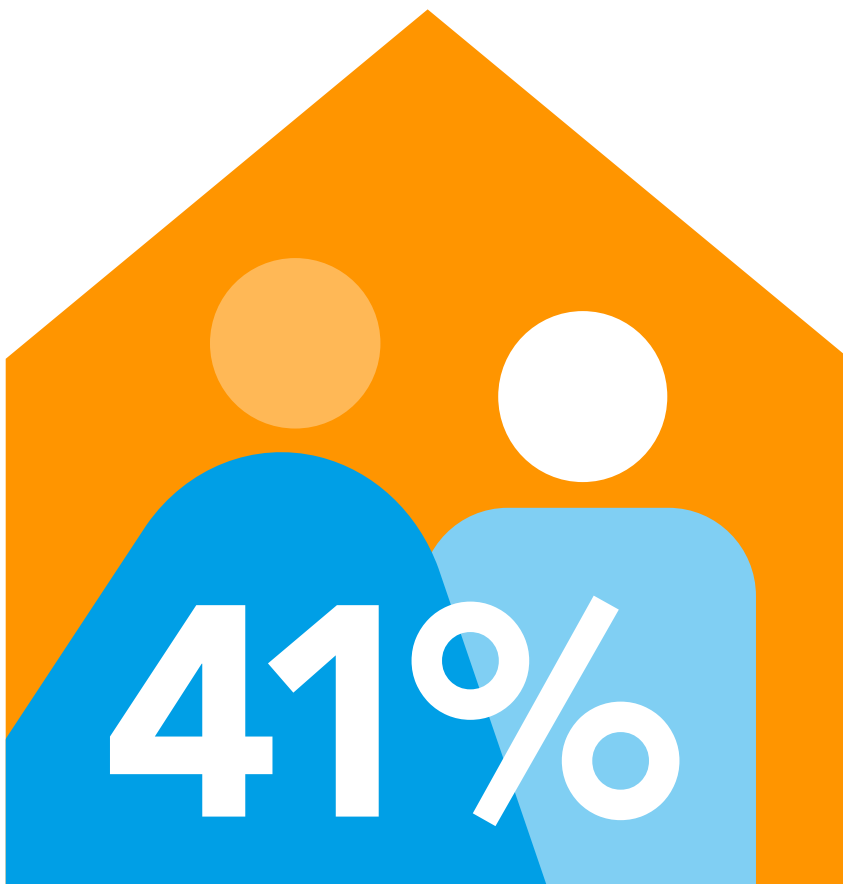
Living arrangements	Director		Professional		Total	
	Number	%	Number	%	Number	%
Living in a couple (opposite-sex or same-sex): Married or in a civil partnership	12,860	64%	13,407	31%	26,267	41% <sup>13</sup>
Living in a couple (opposite-sex or same-sex): Cohabiting or separated, but still married/in a civil partnership	3,155	16%	10,834	25%	13,989	22%
Not living in a couple: Single (never married or never registered in a civil partnership)	2,354	12%	17,114	39%	19,468	31%
Not living in a couple: Other*	1,655	8%	1,984	5%	3,639	6%
Total	20,024	100%	43,339	100%	63,363	100%

<sup>12</sup> ONS Notes: 1. \*'Not living in a couple: Other' includes: Not living in a couple: In an opposite-sex marriage or civil partnership; Not living in a couple: In a same-sex marriage or civil partnership; Not living in a couple: Separated (including those who are married and those who are in civil partnerships); Not living in a couple: Divorced; Not living in a couple: Dissolved civil partnership; Not living in a couple: Widowed partner from marriage; Not living in a couple: Survived partner from civil partnership. 2. The 'living arrangements' classification combines responses to the question on marital and civil partnership status with information about whether a person is living in a couple. This topic is only applicable to people in households. Living arrangements differs from marital and civil partnership status because cohabiting takes priority over other categories. For example, if a person is divorced and cohabiting, then in results for living arrangements they are classified as cohabiting.

<sup>13</sup> There is a discrepancy between these results and those for marital and civil partnership status which is not a result of rounding up. Here 26,267 practitioners (41% of the total population of 63,363) are married or in a civil partnership. In the following section 26,913 practitioner (42% of a total population of 63,557) are married or in a civil partnership. It is not clear how this difference has occurred.

## Living arrangements by age

Living arrangements	16-34		35-49		50+	
	Number	%	Number	%	Number	%
Living in a couple (opposite-sex or same-sex): Married or in a civil partnership	4,113	15%	13,305	61%	8,849	67%
Living in a couple (opposite-sex or same-sex): Cohabiting or separated, but still married/in a civil partnership	8,939	32%	3,696	17%	1,354	10%
Not living in a couple: Single (never married or never registered in a civil partnership)	14,932	53%	3,323	15%	1,213	9%
Not living in a couple: Other*	291	1%	1,511	7%	1,837	14%
Total	28,275	100%	21,835	100%	13,253	100%



**41%**  
of PR professionals  
are living in a  
couple (opposite-  
sex or same-sex):  
Married or in a  
civil partnership

# Marital and civil partnership status

## Marital and civil partnership status

Status	%
Never married and never registered a civil partnership	50%
Married: Opposite sex	41%
Divorced	5%
Married: Same sex	1%
Separated, but still married	1%
Other	2%

## Marital and civil partnership status by occupation

Status	Director		Professional		Total	
	Number	%	Number	%	Number	%
Never married and never registered a civil partnership	4,698	23%	27,352	63%	32,050	50%
Married: Opposite sex	12,809	64%	13,423	31%	26,232	41%
Married: Same sex	199	1%	226	1%	425	1%
In a registered civil partnership: Opposite sex	30	0%	41	0%	71	0%
In a registered civil partnership: Same sex	91	0%	94	0%	185	0%
Separated, but still married	394	2%	497	1%	891	1%
Separated, but still in a registered civil partnership	5	0%	11	0%	16	0%
Divorced	1,651	8%	1,709	4%	3,360	5%
Formerly in a civil partnership now legally dissolved	16	0%	15	0%	31	0%
Widowed	139	1%	153	0%	292	0%
Surviving partner from civil partnership	2	0%	2	0%	4	0%
Total	20,034	100%	43,523	100%	63,557	100%



# Method of travel to work

## Method of travel to work of those not working at home

Method	%
Driving a car or van	52%
Underground, metro, light rail, tram or train	22%
Bicycle or on foot	16%
Bus, minibus or coach	5%
Other method of travel to work	3%
Passenger in a car or van	2%
Taxi	1%

## Method of travel to work by occupation

Method	Director		Professional		Total	
	Number	%	Number	%	Number	%
Work mainly at or from home	17,045	85%	36,650	84%	53,695	84%
Underground, metro, light rail, tram or train	527	3%	1,608	4%	2,135	3%
Bus, minibus or coach	45	0%	402	1%	447	1%
Taxi	15	0%	54	0%	69	0%
Motorcycle, scooter or moped	17	0%	24	0%	41	0%
Driving a car or van	1,843	9%	3,272	8%	5,115	8%
Passenger in a car or van	29	0%	181	0%	210	0%
Bicycle or on foot	436	2%	1,150	3%	1,586	2%
Other method of travel to work	76	0%	186	0%	262	0%
Total	20,033	100%	43,527	100%	63,560	100%

# National identity

## National identity

Identity	%
UK identities	90%
Other European identities (EU)	5%
Other European identities (non-EU)	2%
Middle Eastern and Asian identities	1%
North American and Caribbean identities	1%
Antarctican and Oceanian or other identities	1%

## National identity by occupation

Identity	Director		Professional		Total	
	Number	%	Number	%	Number	%
UK identities	18,143	90%	38,657	89%	56,800	90%
Other European identities (EU)	808	4%	2,354	5%	3,162	5%
Other European identities (non-EU)	432	2%	738	2%	1,170	2%
African identities	65	0%	196	0%	261	0%
Middle Eastern and Asian identities	130	1%	531	1%	661	1%
North American and Caribbean identities	231	1%	460	1%	691	1%
Central and South American identities	26	0%	128	0%	154	0%
Antarctican and Oceanian or other identities	197	1%	462	1%	659	1%
Total	20,032	100%	43,226	100%	63,258	100%

# Passports held

## Passport category

Category	%
Europe: United Kingdom	88%
Europe: Other Europe: EU countries	6%
Middle East and Asia	1%
North America and the Caribbean	1%
Antarctica and Oceania, including Australasia	1%
No passport held	1%
Other	2%

## Passport category by occupation

Category	Director		Professional		Total	
	Number	%	Number	%	Number	%
Europe: United Kingdom	18,337	89%	38,374	87%	56,711	88%
Europe: Other Europe: EU countries	981	5%	3,001	7%	3,982	6%
Europe: Other Europe: Non- EU countries	74	0%	209	0%	283	0%
Africa	51	0%	169	0%	220	0%
Middle East and Asia	120	1%	496	1%	616	1%
North America and the Caribbean	211	1%	460	1%	671	1%
Central America and South America	32	0%	132	0%	164	0%
Antarctica and Oceania, including Australasia	129	1%	270	1%	399	1%
British Overseas Territories	0	0%	1	0%	1	0%
No passport held	95	0%	414	1%	509	1%
Total	20,030	100%	43,626	100%	63,656	100%

# Religion

## Religion

Religion	%
No religion	51%
Christian	37%
Hindu	1%
Jewish	2%
Muslim	2%
Sikh	1%
Other religion	1%
Not answered	5%

## Religion by occupation

Religion	Director		Professional		Total	
	Number	%	Number	%	Number	%
No religion	8,989	45%	23,231	53%	32,220	51%
Christian	8,912	44%	14,768	34%	23,680	37%
Buddhist	79	0%	184	0%	263	0%
Hindu	233	1%	479	1%	712	1%
Jewish	376	2%	699	2%	1,075	2%
Muslim	312	2%	1,048	2%	1,360	2%
Sikh	101	1%	281	1%	382	1%
Other religion	97	0%	314	1%	411	1%
Not answered	934	5%	2,522	6%	3,456	5%
Total	20,033	100%	43,526	100%	63,559	100%

# Second address

## Second address

Status	%
No second address	93%
Second address is in the UK	5%
Second address is outside the UK	2%

## Second address by occupation

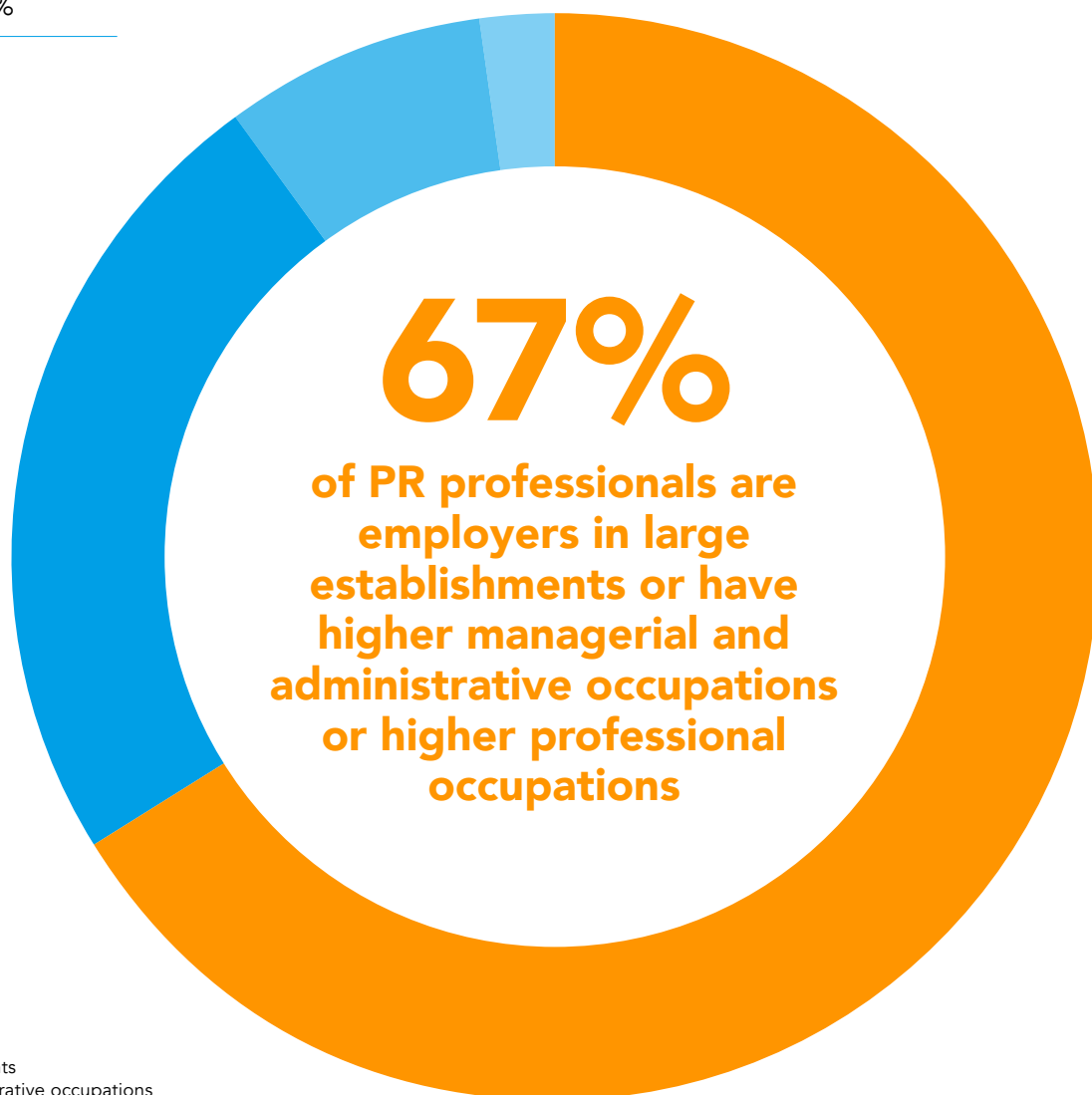
Status	Director		Professional		Total	
	Number	%	Number	%	Number	%
No second address	18,684	93%	40,350	93%	59,034	93%
Second address is in the UK	829	4%	2,333	5%	3,162	5%
Second address is outside the UK	521	3%	841	2%	1,362	2%
Total	20,034	100%	43,524	100%	63,558	100%



# Socio-economic classification

## National Statistics Socio-economic Classification<sup>14</sup>

Classification	%
L1 + L2 + L3	67%
L4 + L5 + L6	24%
L8 + L9	8%
L15	2%



<sup>14</sup> ONS Note:

- 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

## National Statistics Socio-economic Classification by occupation

Classification	Director		Professional		Total	
	Number	%	Number	%	Number	%
L1 + L2 + L3	0	0%	42,488	98%	42,488	67%
L4 + L5 + L6	15,186	76%	0	0%	15,186	24%
L8 + L9	4,798	24%	0	0%	4,798	8%
L15	49	0%	1,038	2%	1,087	2%
Total	20,033	100%	43,526	100%	63,559	100%

## National Statistics Socio-economic Classification by age

Status	16-34		35-49		50+	
	Number	%	Number	%	Number	%
L1 + L2 + L3	24,917	88%	12,064	55%	5,507	41%
L4 + L5 + L6	2,215	8%	7,897	36%	5,074	38%
L8 + L9	308	1%	1,827	8%	2,663	20%
L15	986	3%	74	0%	27	0%
Total	28,426	100%	21,862	100%	13,271	100%

# Appendix A:

## Major group 1 sub-unit group 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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