



**THE GLOBAL ALLIANCE FOR PUBLIC RELATIONS  
AND COMMUNICATION MANAGEMENT**

# **Global survey on the economic impact of the profession**

**January 2007**

## **IMPORTANT NOTE**

The findings presented in this paper have been selected from an on-line survey published by the Global Alliance for Public Relations and Communication Management on its website in the period March 2006-November 2006, receiving a total of 767 responses from around the world.

The Global Alliance strongly advises the reader that the data contained in this document is in no way representative of the global pr and communication community.

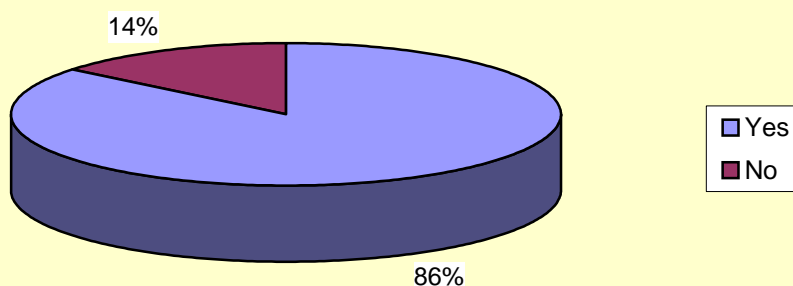
This survey is not based on a scientifically processed sample and has the sole purpose of engaging with readers of the GA website in order to gather information on the PR profession from around the world.\*

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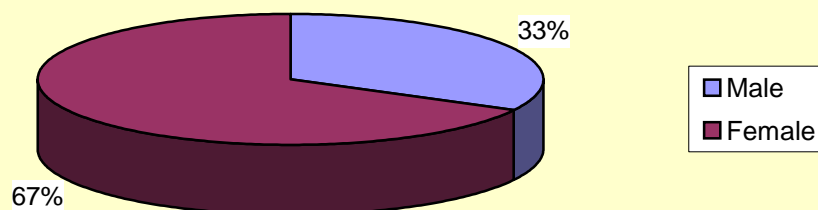
\* Full details of the survey can be found at: [www.surveymonkey.com/Report.asp?U=173232285003](http://www.surveymonkey.com/Report.asp?U=173232285003)

## SECTION 1: YOU AND YOUR JOB

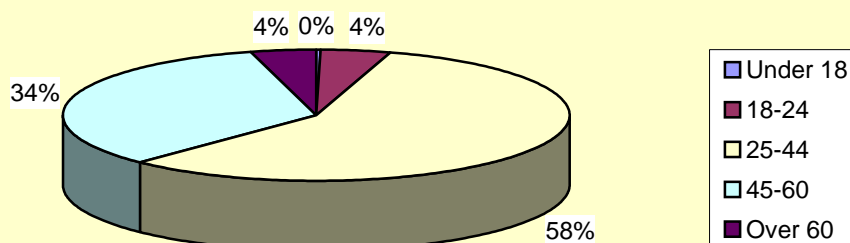
Are you a member of your national PR body?



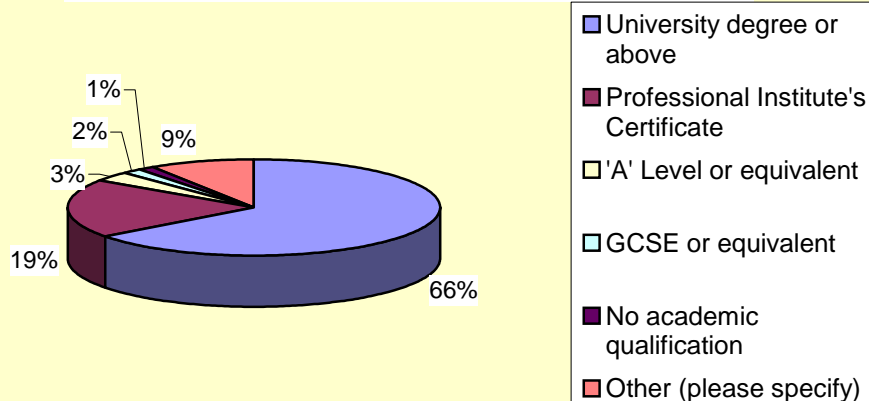
Are you male or female?



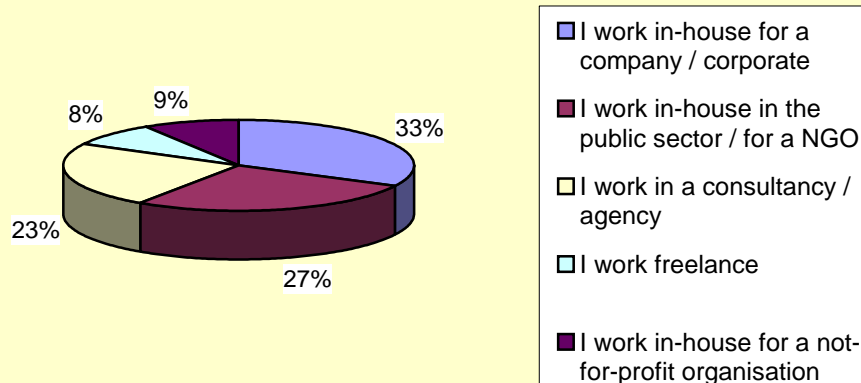
What is your age?



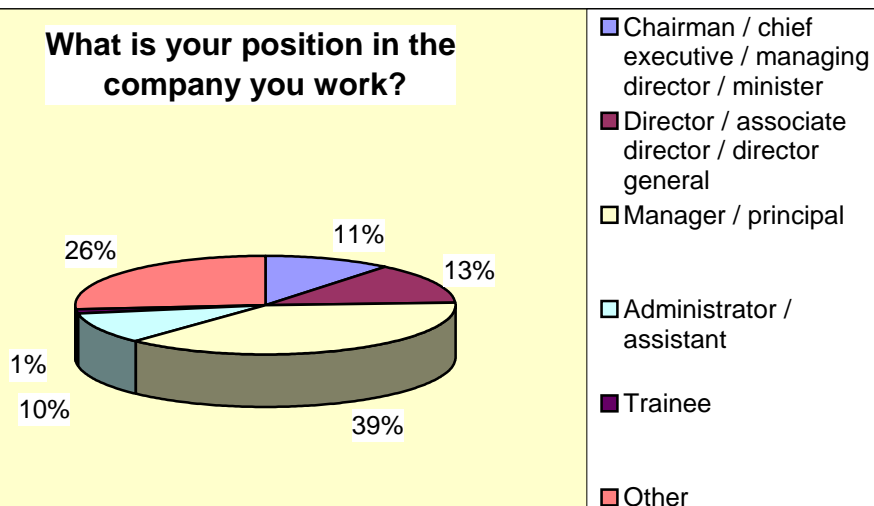
### What is the highest academic qualification(s) you have attained?

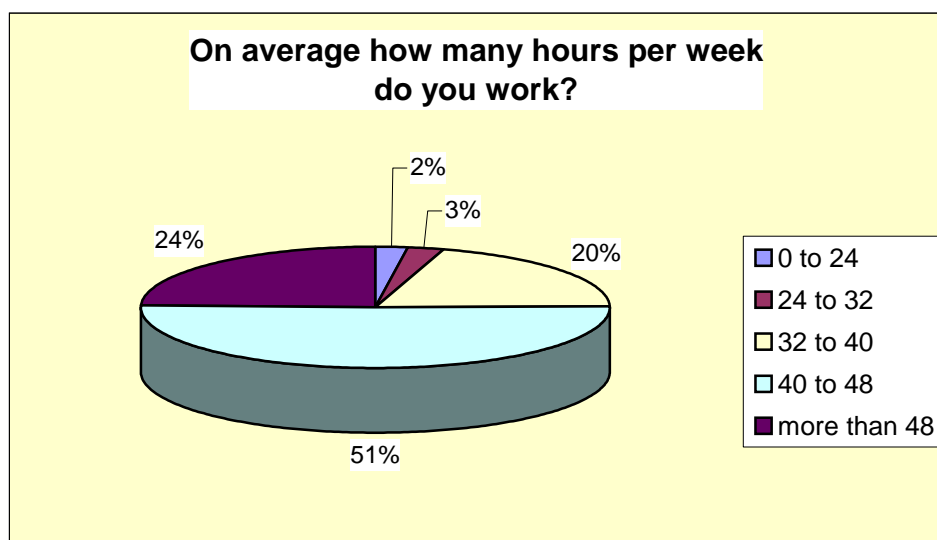
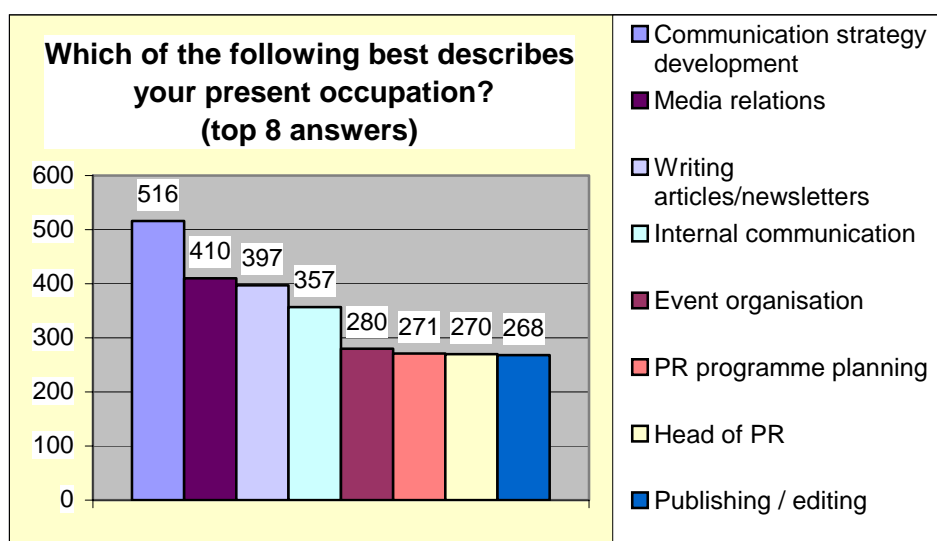
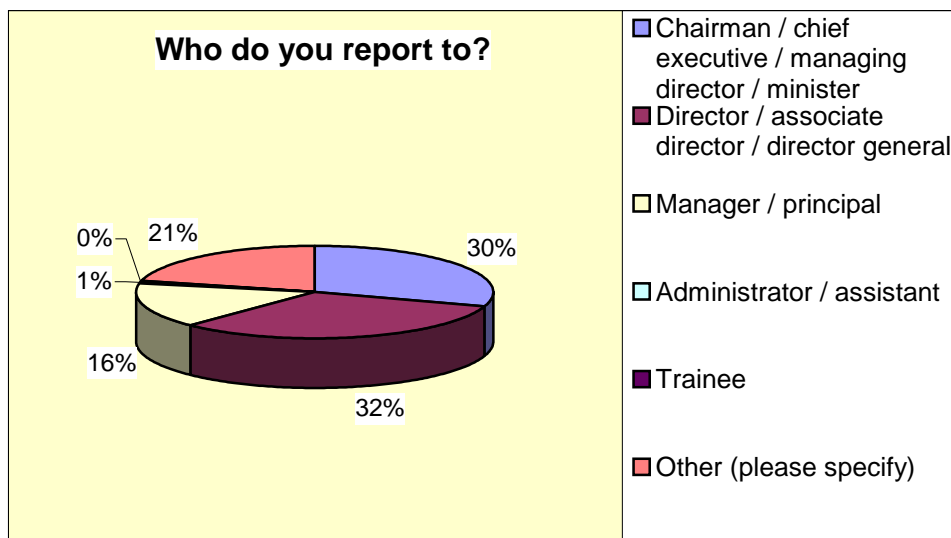


### Which of the following describe you / your organisation?



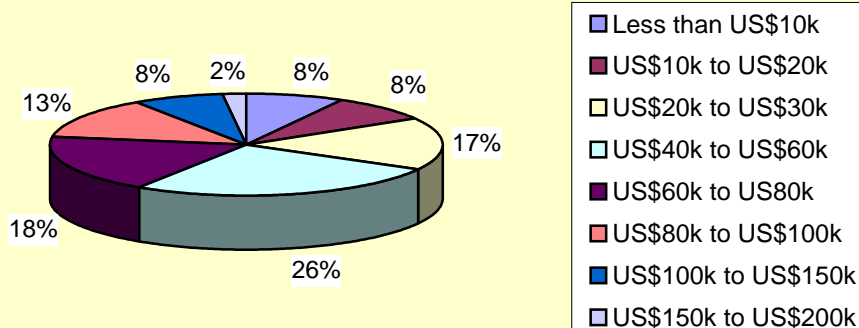
### What is your position in the company you work?



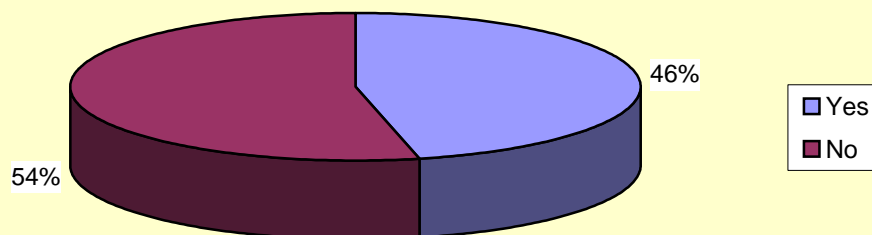


## SECTION 2: SALARIES AND WORK BENEFITS

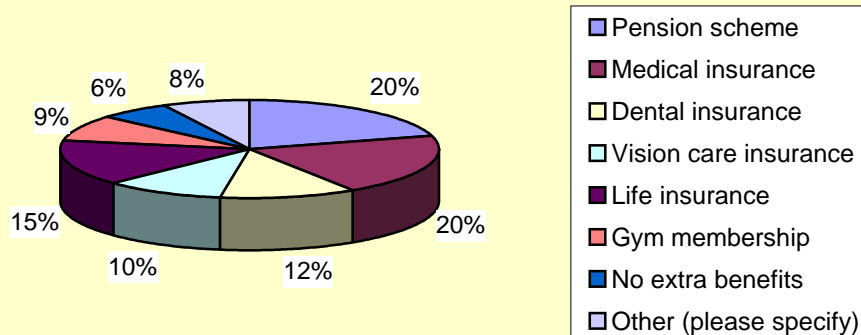
What is your current gross basic salary per annum?



Are you eligible to receive a bonus in addition to your basic salary?

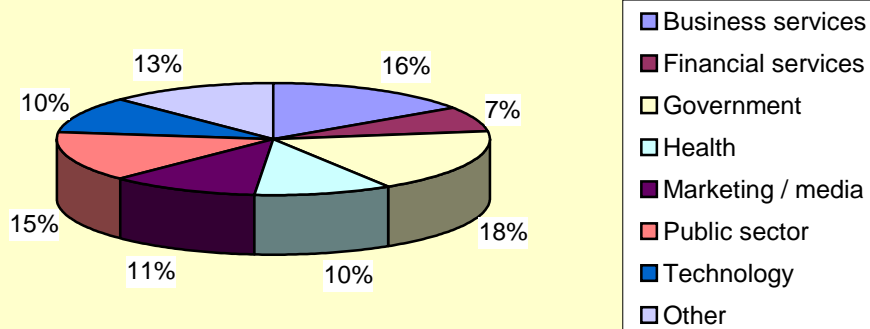


Does your company provide extra benefits?  
(top 8 answers)

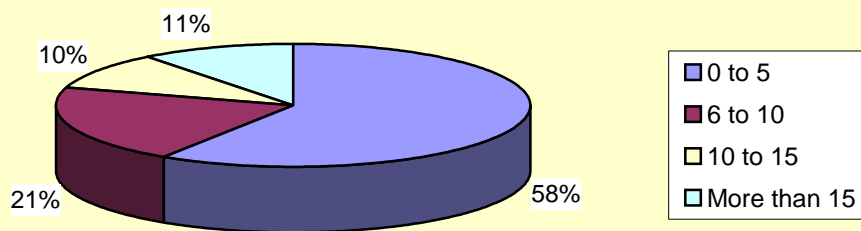


## SECTION 3: YOUR ORGANISATION

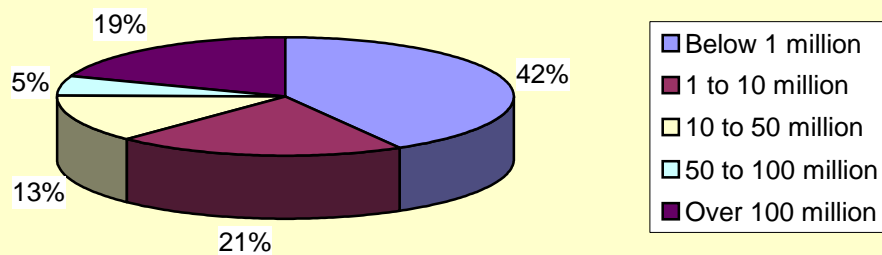
**What is the prime sector in which your business operates?  
(top 8 answers)**



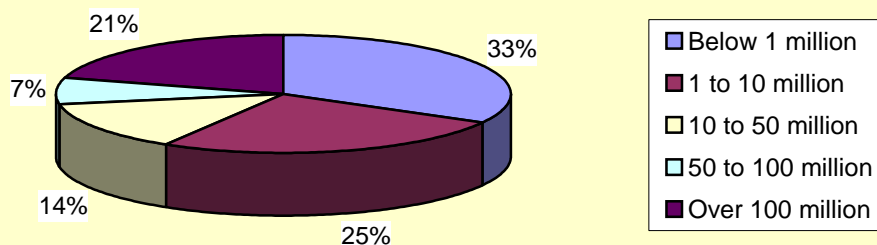
**How many people are there in your team  
or department?**



**What was your organisation's turnover 5 years ago?  
(answers in US\$)**



**What was your organisation's turnover last financial year? (answers in US\$)**



**What do you expect to be your organisation's turnover to be in 5 years time? (answers in US\$)**

