

PRII Members Satisfaction Survey 2023



Presentation to
PRII National Council
November 2023



Celebrating
70
years
1953
2023

Field Work

- 1,240 Recipients
- 175 responses in total
- 15% response rate



The Respondents



Which is in line with the overall membership

- 60% were over the age of 35yrs
- 67 % working in PR / Comms for 10 yrs or more
- 57 % In-house / 35% Agency
- 77% of respondents in Agency at Director level,
- 47% of In-House respondents at Manager level;



The Respondents:

- 46% entered the field directly from education
- 54% migrated from another career area
- 22% have no formal qualifications in PR
- 23% hold the PRII Diploma in Public Relations

- 73% were Full PRII Members
 - 41% PRII Member for 10 yrs +
 - 30% members for 1 to 5 yrs
 - 17% for between 5 - 10yrs
 - 12% < 1year



Top Three Reasons for being a PRII Member

1. Professional profile - 45%
2. To receive information about emerging issues / skills / research affecting the profession – 17%
3. Access to learning events - 11%



Reasons for being a PRII Member

“Ear to the Ground and keeping up - thanks .”

Resources

“Both access to learning and to receive information about emerging issues.”

Media Sourcebook

Recruitment

“To encourage my team to join and participate and access learning / network.”

“To support the continued positive reputation and professionalism of the sector.”

“Championing of professional standards and ethics. I'm at the tail end of my career and appreciate that other reasons (eg, learning, career development) are vital - just not currently appropriate to me.”

“The weekly newsletter is valuable for providing an update on the sector in Ireland and key developments.”



How Members Rank PRII Priorities

- Providing education / training
- Championing standards of professionalism
- Providing a community/network
- Representation/advocacy
- Providing online resources
- Undertaking research



Satisfaction with PRII Membership

- 25% Very Satisfied (22% in 2021)
- 47% Satisfied - (53% in 2021)
- 20% Neither satisfied or unsatisfied (= 2021)

73% likely to recommend joining PRII to others (74% in 2021)



Top Five Ways Respondents engage:

1. Read Digest – 86% (77% in 2021 #1)
 - 68 % - read every week, up 10% on 2021
 2. Use Sourcebook – 60% (69% in 2021 #2)
 3. Take part in PRII research - 58% (Census, Strategy Survey etc)
 4. Read PRII Research – 55% (51% in 2021 #3)
 5. Attend PRII Briefings and Webinars - 48% (37% in 2021 #5)
- #8 - Look for new roles, which dropped from 4th place in 2021
- #15 – Attend PRII AGM



What would Members Like more of?

“Modernise, offer stronger leadership, show more understanding of the future direction of the industry.”

“Increase engagement outside of Dublin.”

“I would like to see more opportunities for sharing information/ advice on certain topics between members.”

“There is value for people who are new to the profession - recent graduates and those who are moving from a different sector, and the training supports can be good. So I am happy to recommend it to those who fall into those categories, but on a longer-term basis, apart from the ezine, other organisations and news outlets provide stronger thought leadership material and opportunities.”

“More online events would be welcome.”



What would Members Like more of...

“With 20 years now in communications, I feel I would appreciate far more really complex research and conferences, I am finding that as a practitioner and researcher that the PRII content is a bit too surface-level- great for more junior colleagues though.”

“Use the independent honest broker status more to connect, harvest insights and guide the industry better.”

“PR the profession! Raise more awareness amongst other professions about the value and skills of PR - many people think they can do what we do because they have a twitter or FB account.”

“Raise the profile of communications / PR amongst other professionals and the public - there's still a negative perception and misunderstanding around what we do and in the past month I've been accused of being 'the dark art of PR' and being 'the spin' for clients.”



What Members Like...

"I always found the sense of 'community' and the support provided by the PRII extremely valuable."

"The weekly ezine is excellent and very informative."

"Excellent service."

"Research has been helpful in recent years."

"The warm reception from the staff in the Head Office is a valuable asset."

"Website and ezine are excellent; staff are very engaged and helpful."



Anything Else About Member Services

“Social evenings be good / a pint!”

“Plenty of communications but little personalisation so important area of interest get missed.”

“The Institute team provide great services for such a small team. There may be potential for alliances/joint ventures with other national and like-minded international organisations.”

“I would like to see more in- person networking events. Thank you!”

“More free events included in the membership fees would be great.”

“I’m not very engaged but I value the work of PRII.”



In Summary

PRII Members are satisfied, or very satisfied with their membership

Engage in certain core ways – Digest, research, briefings & webinars

Have given us constructive feedback on our services

Value the education provision, championing of professionalism, and our online resources

And are very much likely to recommend joining PRII



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