

# STRATEGIC FRAMEWORK SURVEY RESULTS

**WE RECEIVED 500 RESPONSES TO THE SURVEY (461 ENGLISH + 39 FRENCH), WHICH IS FAR MORE THAN WE HAVE EVER RECEIVED ON THE MEMBER SURVEY.**



## HERE IS WHAT WE LEARNED FROM THE SURVEY:



**95%** of respondents support the concept of developing a strategic framework for CPRS



**44%** support adopting vision A, while **39%** support adopting vision B, and **17%** support the status quo



**80%** support adopting the new mission, while **20%** support the status quo



**91%** agree or strongly agree with maintaining the current values



**86%** agree or strongly agree with the goal of building a national community



**93%** agree or strongly agree (53% strongly) with the goal of improving collaboration amongst our members

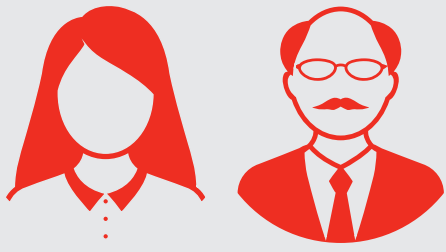


**90%** agree or strongly agree (57% strongly) that CPRS members should be supported at every stage of their career



**88%** agree or strongly agree (56% strongly) that CPRS and its members should be the conscience of the public relations and communications management industry in Canada

# WHO RESPONDED?



All age groups from **25-65+**

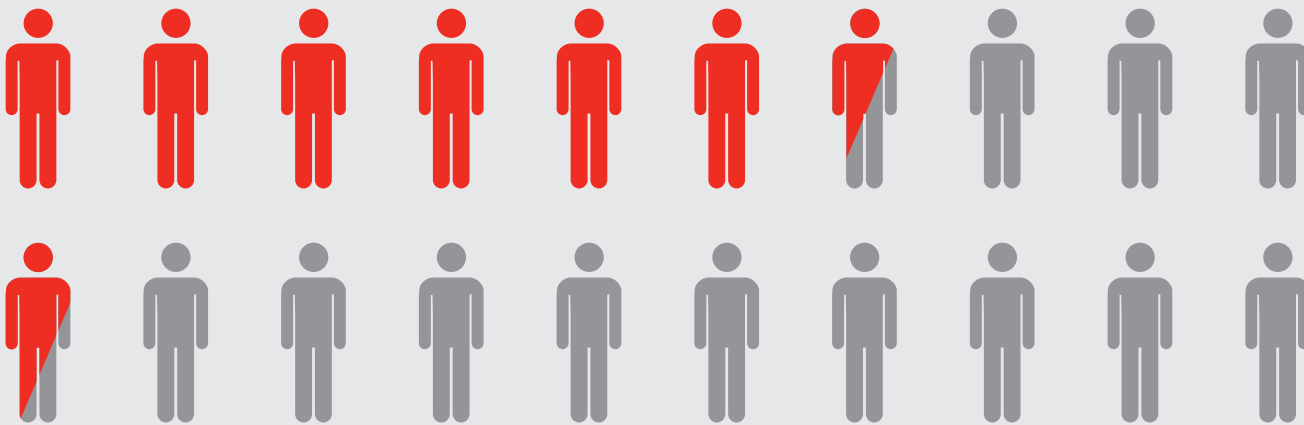


## ALL LEVELS OF EXPERIENCE

Two largest groups were those with **10-15 years** and **30+ years**



2 out of 3  
**RESPONDENTS ARE FEMALE**

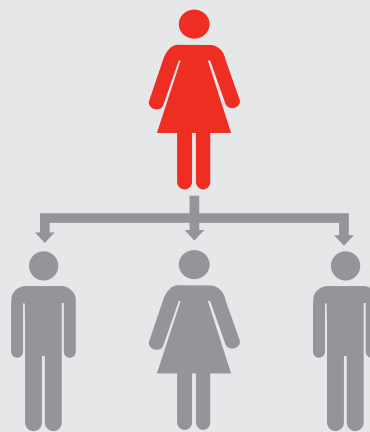


**66%**  
members

**6%**  
members of IABC



**32%**  
have APR



**62%**  
in leadership positions

**Management  
Executive  
Principal/president**

## MIX OF TYPES OF PR PROFESSIONAL



**63%**  
in house professionals



**14%**  
independent



**10%**  
agency