



Public Relations Society of America  
San Diego/Imperial Counties

# DIVERSITY STUDY

2015



# SUMMARY

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PRSA SD/IC's Diversity Committee developed a survey with a broad range of questions related to the following:

- Membership
- Career
- Demographics
- Perception of diversity within the chapter and local PR industry

**68 TOTAL RESPONSES/272 MEMBERS**

# Q1: HOW LONG HAVE YOU BEEN A MEMBER OF THE SAN DIEGO AND IMPERIAL COUNTIES CHAPTER OF THE PRSA?

Answer Choices	Responses	
1 year or less	32.35%	22
2-5 years	26.47%	18
10-19 years	17.65%	12
6-9 years	13.24%	9
20+ years	10.29%	7
<b>Total</b>		<b>68</b>

Key Findings: A majority of respondents indicated that they have been members of the Chapter for 5 years or less.

# Q1: COMPARISON TO PRSA NATIONAL RESULTS

Professional		
	2011	2014
<b>Tenure within PRSA</b>		
1 year or less	19%	6%
2-5 years	30%	18%
6-9 years	10%	16%
10-19 years	23%	32%
20+ years	18%	28%

The majority of Chapter respondents have been in PRSASDIC for 1 year or less whereas, the majority of National respondents in 2014 indicated they have held membership for 10-19 years within PRSA.

## Q2: WHAT GEOGRAPHIC AREA OF SAN DIEGO COUNTY MOST CLOSELY REPRESENTS WHERE YOU CURRENTLY RESIDE?

Answered: 68 Skipped: 0

Answer Choices	Responses
San Diego Metropolitan Area (City of San Diego)	50.00% 34
North County (Encinitas, Carlsbad, Del Mar, Rancho Santa Fe, and Solana Beach)	27.94% 19
East County (El Cajon, La Mesa, Santee, Lemon Grove, Lakeside, Spring Valley, Jamul, and Alpine)	11.76% 8
South County (Bonita, Chula Vista, Imperial Beach, Lincoln Acres, National City, and South San Diego)	7.35% 5
Imperial County (Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial, and Westmorland)	2.94% 2
Mountain Empire (Boulevard, Buckman Springs, Campo, Descanso, Guatay, Jacumba, Lake Morena Village, Pine Valley, Potrero, Tecate, and Tierra del Sol)	0.00% 0
<b>Total</b>	<b>68</b>

**Key Findings:** Of an identified five regions in San Diego County, a majority of respondents indicated they reside in the City of San Diego, followed by North County.

### Q3: WHAT GEOGRAPHIC AREA OF SAN DIEGO COUNTY MOST CLOSELY REPRESENTS WHERE YOUR AGENCY/COMPANY IS HEADQUARTERED?

Answered: 68 Skipped: 0

Answer Choices	Responses
San Diego Metropolitan Area (City of San Diego)	<b>70.59%</b> 48
North County (Encinitas, Carlsbad, Del Mar, Rancho Santa Fe, and Solana Beach)	<b>22.06%</b> 15
South County (Bonita, Chula Vista, Imperial Beach, Lincoln Acres, National City, and South San Diego)	<b>4.41%</b> 3
East County (El Cajon, La Mesa, Santee, Lemon Grove, Lakeside, Spring Valley, Jamul, and Alpine)	<b>1.47%</b> 1
Imperial County (Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial, and Westmorland)	<b>1.47%</b> 1
Mountain Empire (Boulevard, Buckman Springs, Campo, Descanso, Guatay, Jacumba, Lake Morena Village, Pine Valley, Potrero, Tecate, and Tierra del Sol)	<b>0.00%</b> 0
<b>Total</b>	<b>68</b>

Key Findings: Similarly, of an identified five regions in San Diego County, a majority of respondents indicated they work in the City of San Diego, followed by North County.

# Q4: WHAT GENDER DO YOU IDENTIFY WITH?

Answered: 68 Skipped: 0

Answer Choices	Responses
Female	83.82% 57
Male	16.18% 11
<b>Total</b>	<b>68</b>

Key Findings: A large majority of respondents identified themselves as female.

# Q5: WHAT AGE GROUP DO YOU BELONG TO?

Answered: 68 Skipped: 0

Answer Choices	Responses	
20-37	60.29%	41
50+	25.00%	17
38-49	14.71%	10
<b>Total</b>		<b>68</b>

Key Findings: A majority of respondents identified themselves within 20-37 years of age.



# Q6: SELECT THE OPTION(S) THAT BEST REPRESENT YOUR ETHNICITY:

Answered: 68 Skipped: 0

Answer Choices	Responses	
Non-Hispanic White or Euro-American	<b>72.06%</b>	49
Hispanic or Latino American	<b>14.71%</b>	10
East Asian or Asian American or Pacific Islander	<b>11.76%</b>	8
Black, Afro-Caribbean, or African American	<b>2.94%</b>	2
Middle Eastern or Arab American	<b>1.47%</b>	1
Native American or Alaskan Native	<b>1.47%</b>	1
South Asian or Indian American	<b>0.00%</b>	0
<b>Total Respondents: 68</b>		

**Key Findings:** A large majority of respondents identified themselves as Non-Hispanic White or Euro-American.

## Q4, Q5 AND Q6: COMPARISON TO PRSA NATIONAL RESULTS

Personal			
	2008	2011	2014
Male	29%	30%	24%
Female	71%	70%	76%
<b>Race</b>			
White	88%	88%	89%
African-American	4%	4%	6%
Asian, Pacific Islander, Asian-American	1%	3%	2%
Other	6%	4%	3%
<b>Ethnicity</b>			
Hispanic, Latino, Spanish	5%	5%	5%
<b>Age Cohort</b>			
Millennials (ages 20-37)	N/A	27%	32%
Gen X (ages 38-49)	N/A	26%	38%
Boomers (ages 50+)	N/A	45%	29%

Similarly, females are prominent; however, the majority of Chapter respondents are in the “millennial” age group (60.29 percent) whereas, the largest age group for PRSA Nationals in 2014 was “Gen X.”

Relating to ethnicity, the results for PRSASDIC and PRSA Nationals are nearly identical with Non-Hispanic White or Euro-American making up almost 100 percent of the industry.

# Q7: PLEASE SELECT ANY OF THE FOLLOWING OPTIONS THAT YOU IDENTIFY WITH:

Answered: 68 Skipped: 0

Answer Choices	Responses	
None of the above	98.53%	67
Gay/Lesbian	1.47%	1
Bisexual	0.00%	0
Disabled	0.00%	0
<b>Total</b>		<b>68</b>

Key Findings: Only one respondent identified themselves as Gay/Lesbian and none indicated a disability.

# Q8: WHICH OF THE FOLLOWING BEST DESCRIBES YOUR JOB FUNCTION?

Answered: 66 Skipped: 2

Answer Choices	Responses	
Staff	36.36%	24
Manager	27.27%	18
Director	15.15%	10
Consultant	9.09%	6
Vice President/President/CEO/Executive Director	7.58%	5
Partner/Principal	4.55%	3
<b>Total</b>		<b>66</b>

Key Findings: Respondent job functions are relatively diverse within the Chapter.

# Q9: HOW MANY YEARS HAVE YOU BEEN A PRACTITIONER OF PUBLIC RELATIONS?

Answered: 66 Skipped: 2

Answer Choices	Responses	
10-19 Years	27.27%	18
2-5 Years	24.24%	16
6-9 Years	22.73%	15
20+ Years	16.67%	11
1 year or less	9.09%	6
<b>Total</b>		<b>66</b>

Key Findings: Majority of respondents have been in the PR industry for at least 10 years or more.

# Q10: WHAT IS YOUR NET ANNUAL SALARY?

Answered: 66 Skipped: 2

Answer Choices	Responses	
\$50k-\$99,999	46.97%	31
Less than \$50k	33.33%	22
\$100k+	19.70%	13
<b>Total</b>		<b>66</b>

Key Findings: Most respondents indicated they earn \$50k or more a year.

# Q8, Q9 AND Q10: COMPARISON TO PRSA NATIONAL RESULTS

Professional			
	2008	2011	2014
<b>PR Tenure</b>			
1 year or less	N/A	3%	3%
2-5 years	N/A	16%	11%
6-9 years	N/A	12%	13%
10-19 years	N/A	30%	32%
20+ years	N/A	38%	41%
<b>Salary</b>			
NET: <\$50K	26%	27%	15%
NET: \$50K-\$99,999	46%	41%	46%
NET: \$100K+	20%	19%	27%
<b>Job Function</b>			
Staff	N/A	18%	13%
Manager	N/A	24%	26%
Director	N/A	20%	24%
Vice President/President/CEO/ED	N/A	12%	14%
Consultant	N/A	7%	10%
Partner/Principal	N/A	6%	5%

Similar to PRSA National, a majority of Chapter respondents have 20+ years in the industry and are earning \$50K-\$99,999 annually. However, the majority of Chapter respondents indicated they hold a “Staff” position whereas, the majority of PRSA National respondents hold a “Manager” position.

# Q11: WHICH OF THE FOLLOWING INDUSTRIES BEST DESCRIBES YOUR PRIMARY AREA(S) OF PRACTICE CURRENTLY?

Answered: 60 Skipped: 8

Answer Choices	Responses
Government	13.33% 8
Utility Company	11.67% 7
Education	11.67% 7
Non-profit	10.00% 6
Marketing	10.00% 6
Professional Services (Accounting, Law, Management Consulting)	8.33% 5
Financial Services	6.67% 4
Real Estate	5.00% 3
Medical/Health Services	3.33% 2
Science/Research	3.33% 2
Transportation	3.33% 2
Food & Beverage	1.67% 1
Construction/Contracting	1.67% 1
TV/Newspaper/Radio	1.67% 1
Manufacturing	1.67% 1
Retail	1.67% 1
Hospitality	1.67% 1
Arts & Entertainment	1.67% 1
Agriculture	1.67% 1
IT/Communication	0.00% 0
<b>Total</b>	<b>60</b>

Key Findings: Majority of respondents reside in government- or private industry-related public relations.



# Q12: WHERE ARE YOU IN YOUR CAREER?

Answered: 66 Skipped: 2

Answer Choices	Responses	
At the mid-point	33.33%	22
A few years into it	25.76%	17
At the top of my career	10.61%	7
Just starting out	7.58%	5
Plan to retire in next 10 years	7.58%	5
Plan to retire in next 5 years	6.06%	4
A mentor to others	3.03%	2
Had a promotion or two	3.03%	2
Searching for a job	1.52%	1
Looking for a mentor	1.52%	1
Winding down	0.00%	0
<b>Total</b>		<b>66</b>

Key Findings: A majority of respondents indicated that they are not new to the public relations profession and most are in the mid-point of their career.

## Q12: COMPARISON TO PRSA NATIONAL RESULTS

Professional		
	2011	2014
<b>Stage in PR Career</b>		
Just starting out	6%	3%
A few years into it	17%	14%
At the mid-point	27%	32%
At the top of my career	17%	20%
Slowing down	4%	6%
Looking for a job	12%	11%
Ready for a change of employers	21%	24%
Ready for a change of careers	8%	7%
Looking for a mentor	15%	18%
A mentor to other	19%	31%
Plan to retire in next 5 years	7%	7%
Plan to retire in next 10 years	12%	12%
Had a promotion or two	19%	24%

Similarly, PRSA National respondents and Chapter respondents are at the midpoint of their career.

# Q13: ARE YOU ACCREDITED IN PUBLIC RELATIONS (APR)?

Answered: 66 Skipped: 2

Answer Choices	Responses	
No	71.21%	47
Yes	27.27%	18
In process (application has been submitted and approved at minimum)	1.52%	1
<b>Total</b>		<b>66</b>

Key Findings: A majority of respondents indicated they have not earned the APR credential.

# Q14: IF YOU ARE NOT ACCREDITED WHAT IS THE PRIMARY REASON YOU HAVE NOT SOUGHT ACCREDITATION (APR)?

Answered: 39 Skipped: 29

Answer Choices	Responses	
I don't see the value in the credential	35.90%	14
I don't have enough information	28.21%	11
No time	23.08%	9
Cost is too high	12.82%	5
<b>Total</b>		<b>39</b>

Key Findings: Although, a majority of respondents indicated they do not see value in the APR credential, almost the same amount believe they need more information, it's too early in their career or their superior does not see its value.\*

\*Some data included from entered responses.

# Q15: PLEASE RATE THE LEVEL OF DIVERSITY IN THE PUBLIC RELATIONS INDUSTRY.

Answered: 59 Skipped: 9

	PR industry needs a lot of improvement	PR industry is somewhat diverse	PR industry is very diverse	Total	Weighted Average
How diverse do you feel the PR industry is now as it pertains to females?	<b>10.71%</b> 6	<b>28.57%</b> 16	<b>60.71%</b> 34	56	2.50
How diverse do you feel the PR industry is now as it pertains to males?	<b>36.84%</b> 21	<b>47.37%</b> 27	<b>15.79%</b> 9	57	1.79
How diverse do you feel the PR industry is now as it pertains to gay/lesbian/bisexual people?	<b>32.08%</b> 17	<b>64.15%</b> 34	<b>3.77%</b> 2	53	1.72
How diverse do you feel the PR industry is now as it pertains to ethnic minorities?	<b>41.38%</b> 24	<b>51.72%</b> 30	<b>6.90%</b> 4	58	1.66
How diverse do you feel the PR industry is now as it pertains to disabled people?	<b>73.58%</b> 39	<b>26.42%</b> 14	<b>0.00%</b> 0	53	1.26

Key Findings: Majority of respondents believe the industry is very diverse in regard to females, but not males, LGBT or ethnic minorities. When it comes to disabled individuals, an overwhelming 74 percent stated the industry needs a lot of improvement.

**Q16: RANK THE FOLLOWING AREAS THAT YOU THINK MOST NEED IMPROVEMENT IN THE PR INDUSTRY TO ENHANCE DIVERSITY FROM HIGHEST (1) TO LOWEST (7) IN PRIORITY:**

Answered: 59 Skipped: 9

	1	2	3	4	5	6	7	Total	Score
Recruitment Practices	35.59% 21	11.86% 7	23.73% 14	13.56% 8	10.17% 6	3.39% 2	1.69% 1	59	5.32
Community Outreach	11.86% 7	23.73% 14	22.03% 13	18.64% 11	11.86% 7	8.47% 5	3.39% 2	59	4.66
Education Pipeline	22.03% 13	13.56% 8	13.56% 8	10.17% 6	16.95% 10	23.73% 14	0.00% 0	59	4.42
Networking Activities	8.47% 5	16.95% 10	20.34% 12	20.34% 12	16.95% 10	16.95% 10	0.00% 0	59	4.29
Attitudes towards individuals of diverse backgrounds	16.95% 10	11.86% 7	10.17% 6	22.03% 13	15.25% 9	18.64% 11	5.08% 3	59	4.17
Employee/Client Training	5.08% 3	22.03% 13	10.17% 6	15.25% 9	25.42% 15	20.34% 12	1.69% 1	59	3.98
Other	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.39% 2	8.47% 5	88.14% 52	59	1.15

Key Findings: Data suggests that improving recruitment practices, community outreach and the education pipeline are the top three areas that require most improvement in the public relations industry.

# Q18: RANK THE ITEMS THAT YOU THINK WOULD MOST ENABLE THE PRSA – SD/IC TO ENHANCE DIVERSITY FROM HIGHEST (1) TO LOWEST (7) IN PRIORITY WITHIN THE CHAPTER:

Answered: 59 Skipped: 9

	1	2	3	4	5	6	7	8	9	Total	Score
Board of Directors/Chapter Leadership Recruitment	22.03% 13	6.78% 4	13.56% 8	23.73% 14	20.34% 12	8.47% 5	3.39% 2	1.69% 1	0.00% 0	59	6.39
Mentorship Program specializing in supporting and advancing people of diverse backgrounds	16.95% 10	15.25% 9	18.64% 11	20.34% 12	11.86% 7	6.78% 4	3.39% 2	6.78% 4	0.00% 0	59	6.37
Communications with focus on diversity	11.86% 7	22.03% 13	6.78% 4	16.95% 10	18.64% 11	15.25% 9	5.08% 3	3.39% 2	0.00% 0	59	6.08
Diversity-centered Networking Events	10.17% 6	15.25% 9	16.95% 10	6.78% 4	18.64% 11	13.56% 8	15.25% 9	3.39% 2	0.00% 0	59	5.73
Speakers Bureau/Outreach to High School and College Students in school districts with high rate of minority enrollment	15.25% 9	8.47% 5	20.34% 12	1.69% 1	5.08% 3	6.78% 4	30.51% 18	10.17% 6	1.69% 1	59	5.24
Affinity Groups within PRSA-SDIC (Example: Hispanic Group, Gay/Lesbian Group, Public Policy Group, etc.)	11.86% 7	8.47% 5	8.47% 5	15.25% 9	11.86% 7	15.25% 9	15.25% 9	6.78% 4	6.78% 4	59	5.12
Scholarships for students from diverse backgrounds	8.47% 5	15.25% 9	8.47% 5	10.17% 6	5.08% 3	5.08% 3	8.47% 5	38.98% 23	0.00% 0	59	4.68
Chapter-hosted Diversity Training for members	3.39% 2	8.47% 5	6.78% 4	5.08% 3	8.47% 5	27.12% 16	18.64% 11	22.03% 13	0.00% 0	59	4.27
Other	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.69% 1	0.00% 0	6.78% 4	91.53% 54	59	1.12

Key Findings: Amongst the top three of responses, data suggests that recruiting more diverse people to the Board of Directors, a mentorship program specializing in advancing people of diverse backgrounds and diversity-centered communications will enhance diversity within the Chapter.

# ACKNOWLEDGEMENTS

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Special thanks to: PRSA SD/IC Board of Directors 2014-16

[www.prsasdic.org/diversity](http://www.prsasdic.org/diversity)