

For Immediate Release

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Results of the Comprehensive Survey of Communication Practices in Canada

Montreal, June 23, 2011 - By taking a poll of communication managers and salaried staff across Canada, the Chair sought to provide the industry with a realistic picture of the place and role of communication in today's organizations.

A relatively young industry mainly populated by women

Sixty-eight (68) percent of the communication managers and salaried staff who were polled are women. They tend to be younger (under 39) and mainly hold an undergraduate degree.

The majority of respondents are between 30 and 59. However, 10% are under 30 years of age.

Management positions are occupied mainly by holders of graduate and postgraduate degrees

Nearly a third of the respondents occupied a management position. They are generally older and hold graduate and postgraduate degrees. The vice-presidents are mainly men and are among the oldest, while the consultant position seems to be more the preserve of younger communicators. These are supervised by a manager or other member of senior management.

47% of respondents have a degree in a discipline related to the field of communications.

Importance of media relations and web/social media

Two communication activities play a very important role in organizations: media relations and websites and social media, with 93%.

Of the communication activities practiced by organizations, three are strategically important: press relations (93%), websites and social media (91%) and internal communications (90%).

The questionnaire was administered via the Internet from February to June 2010 and was completed by 679 managers and salaried staff in communication functions in Canada.

The survey was conducted by [the Chair of Public Relations and Marketing Communications](#) at UQAM in partnership with [Ipsos Descarie](#). It was designed by Professor Marc D. David (University of Sherbrooke) and Professor Bernard Motulsky (University of Quebec at Montreal). In addition, this study was conducted with the support from various industry associations such as the

Association québécoise d'établissements de santé et des services sociaux (AQESS), the Association des communicateurs municipaux du Québec (ACMQ), the CIRP, the Canadian Public Relations Society (CPRS) and the Société québécoise des professionnels en relations publiques (SQPRP).

More results: http://www.crpcm.uqam.ca/Pages/grande_enquete.aspx

Chair in Public Relations and Marketing Communications at UQAM

Founded in 2002, the Chair of Public Relations and Marketing Communications has a mission to contribute to the advancement of knowledge, training of students and public debate on all matters relating to the profession of communicator and its role in Quebec society.

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For information:

Pauline Breduillieard - breduilleard.pauline@uqam.ca or at 514-987-3000 ext 0862

Chair of Public Relations and Marketing Communications - UQAM
<http://www.crpcm.uqam.ca>

Information on the Comprehensive Survey:

motulsky.bernard@uqam.ca and Marc.D.David@usherbrooke.ca