

Comprehensive Survey: toward a better understanding of communication practices in Canadian organizations

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General Framework

- Survey objectives
 - Find out what communication organization models are used in Canadian companies and organizations
 - Define best practices and models
- Integration of public relations and marketing communication
- In collaboration with IPSOS
- With a financial contribution from The Canadian Public Relations Society and other of the Chair's partners
- With participation by:
 - AQESSS
 - ACMQ
 - CIRP
 - SQPRP

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Methodology

Construction of the questionnaire with partners

Pre-test with AQESS

Data gathering method

Web poll

Selection of respondents

Based on a list of names of communication managers (5000)

Sample size: 679

Minimal statistical margin of error (19 times out of 20) : 3.7%

Data gathering

February to June, 2010

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Highlights – Social and Demographic Profile

- Mainly women (68%). They are generally younger (less than 39 years old) and most hold an undergraduate degree. The men, on the other hand, are generally older and more educated.
- Balanced distribution among respondents aged 30 to 59 years. However, the younger ones (under 30) make up 10% of the positions, and are mainly female, while the older ones (60 or over) account for only 3% of jobs in communication.
- Most respondents have an undergraduate degree. Most of the holders of bachelor's degrees are under 39. In addition, respondents stating that they hold another category of diploma are among the older ones (40 or over).

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Highlights – Social and Demographic Profile

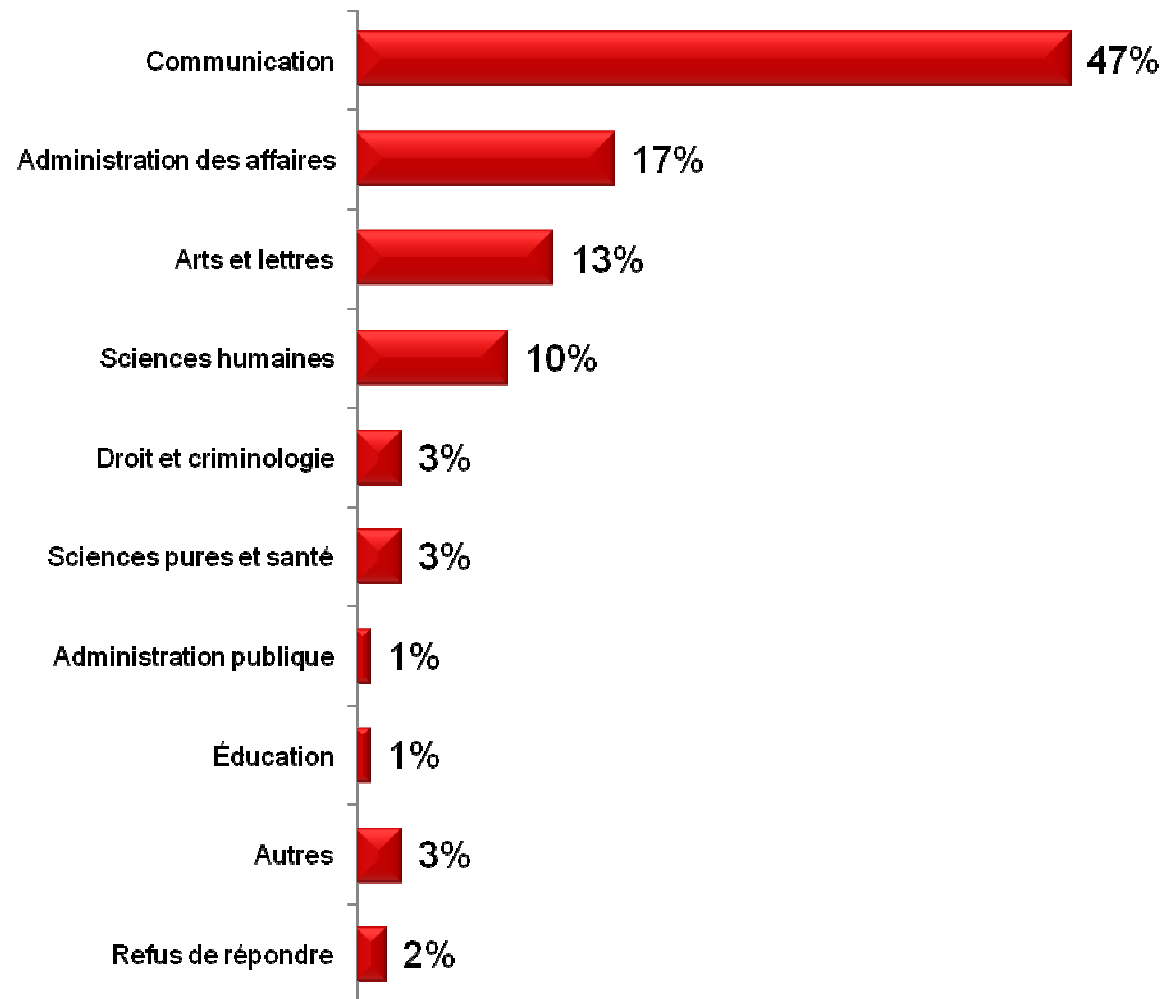
- The other degrees represented are probably undergraduate licences or certificates. 47% of respondents have received degrees in disciplines relating to communications.
- More than a third of the respondents held management positions. These respondents are generally older and have masters degrees or doctorates. It is interesting to note that vice presidents are mainly males, and they are also among the oldest, as are presidents. On the other hand, consultant positions are generally the preserve of younger people. The supervisor is also a director or other member of senior management.

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Discipline of Last Degree Earned

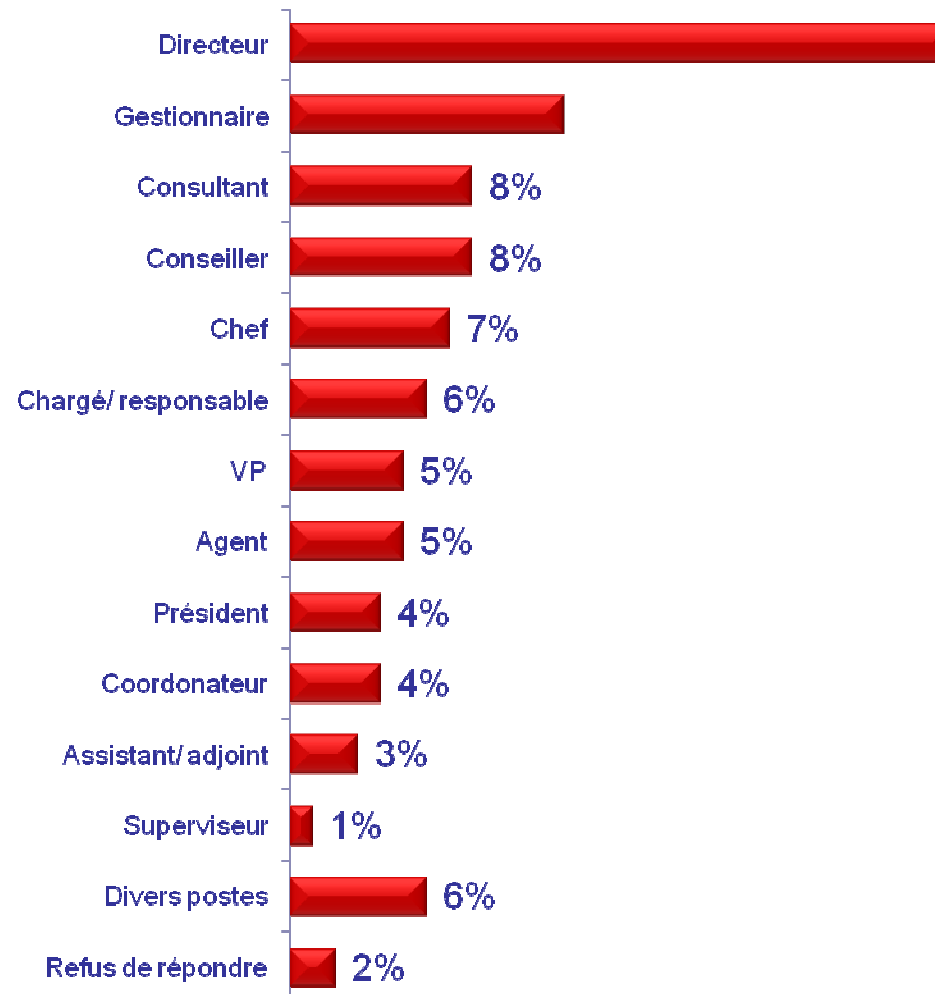


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Respondents' Positions

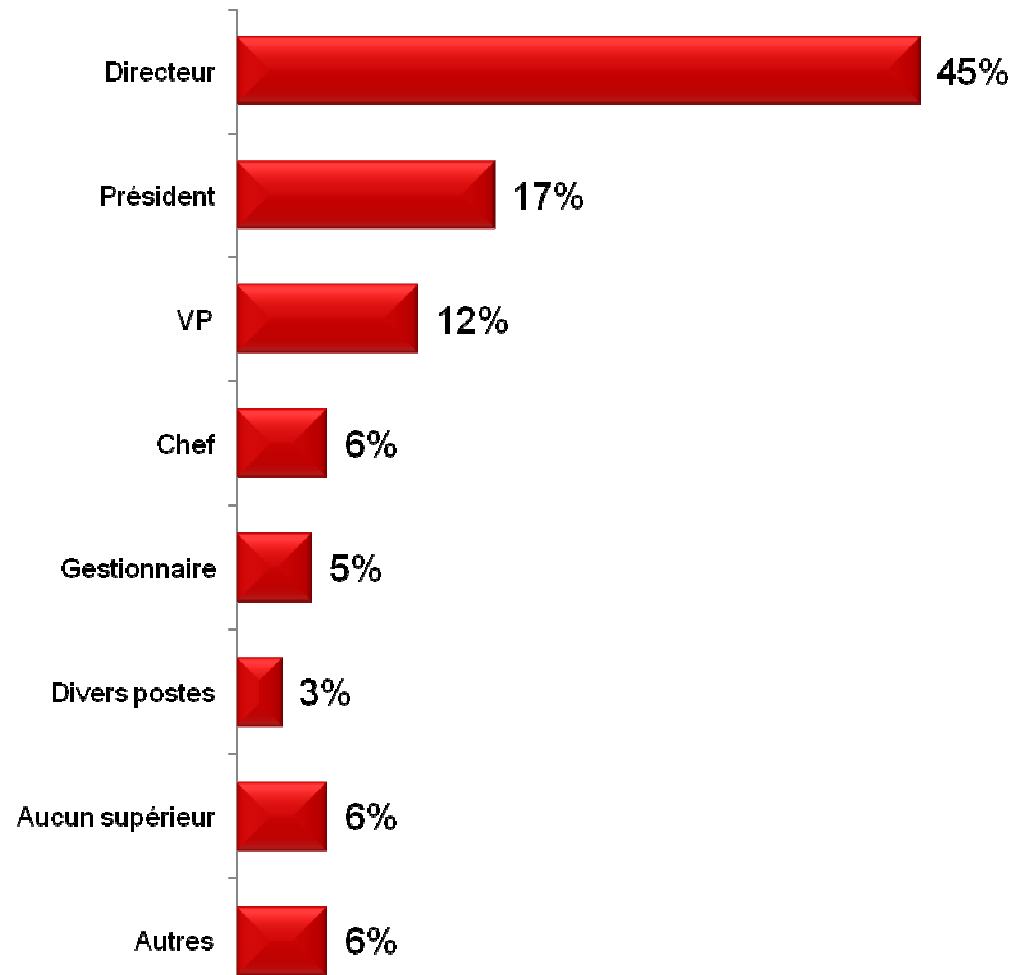


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Position Held by Superior

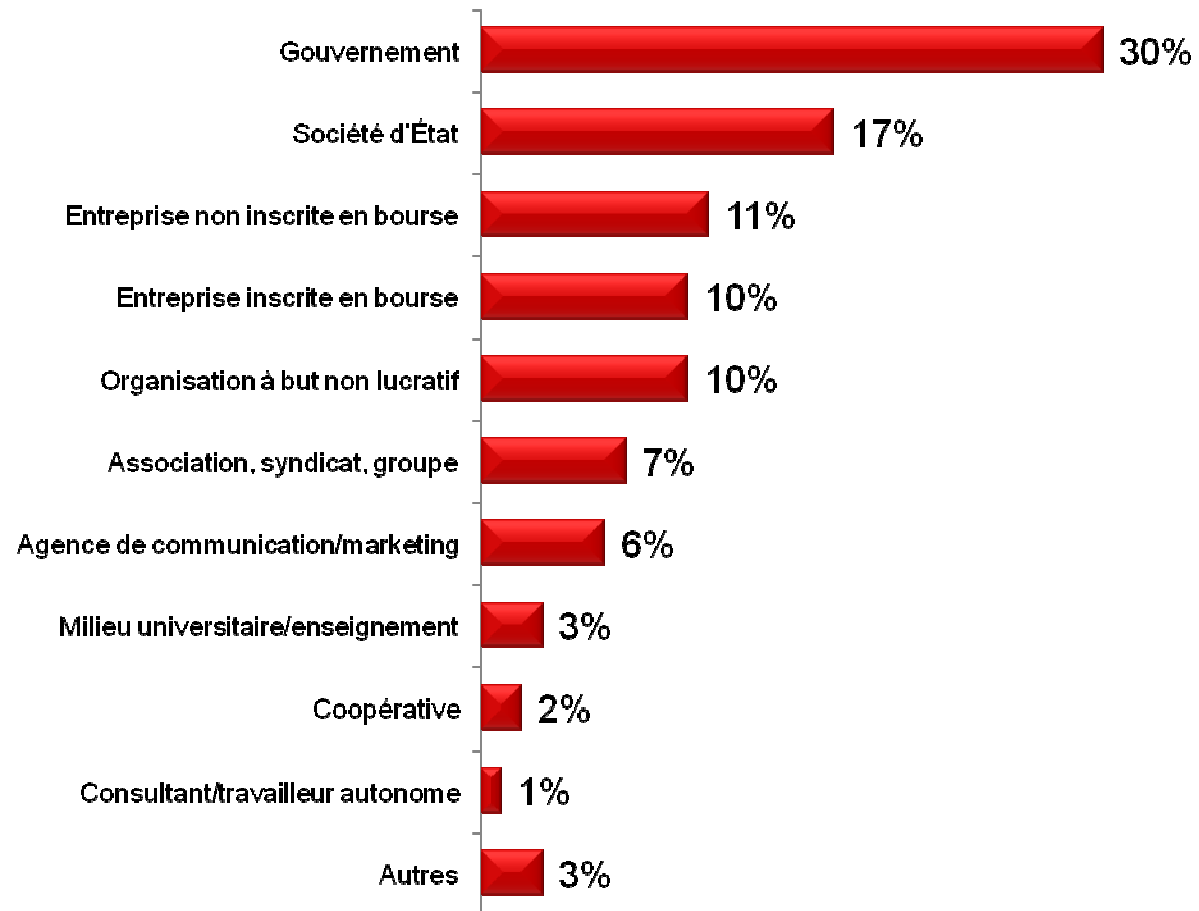


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Type of Organization

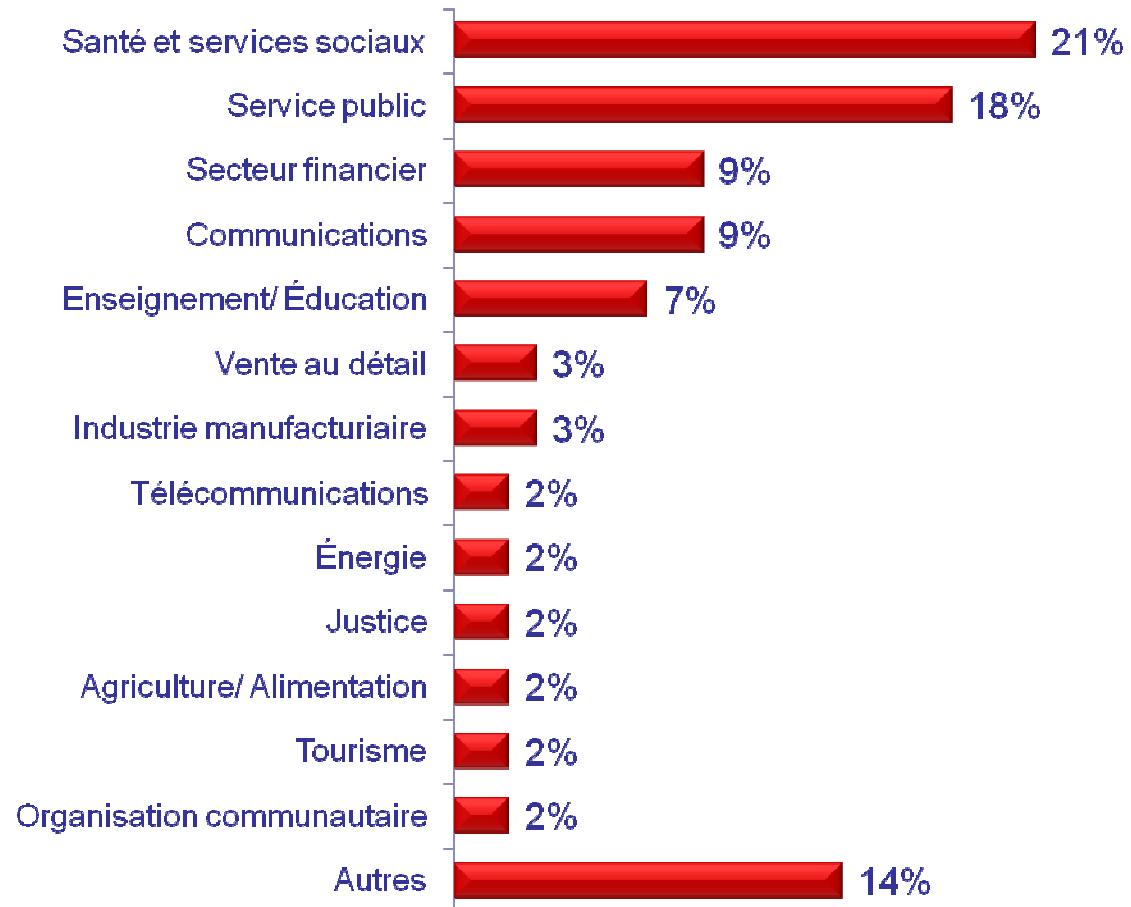


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Type of Industry

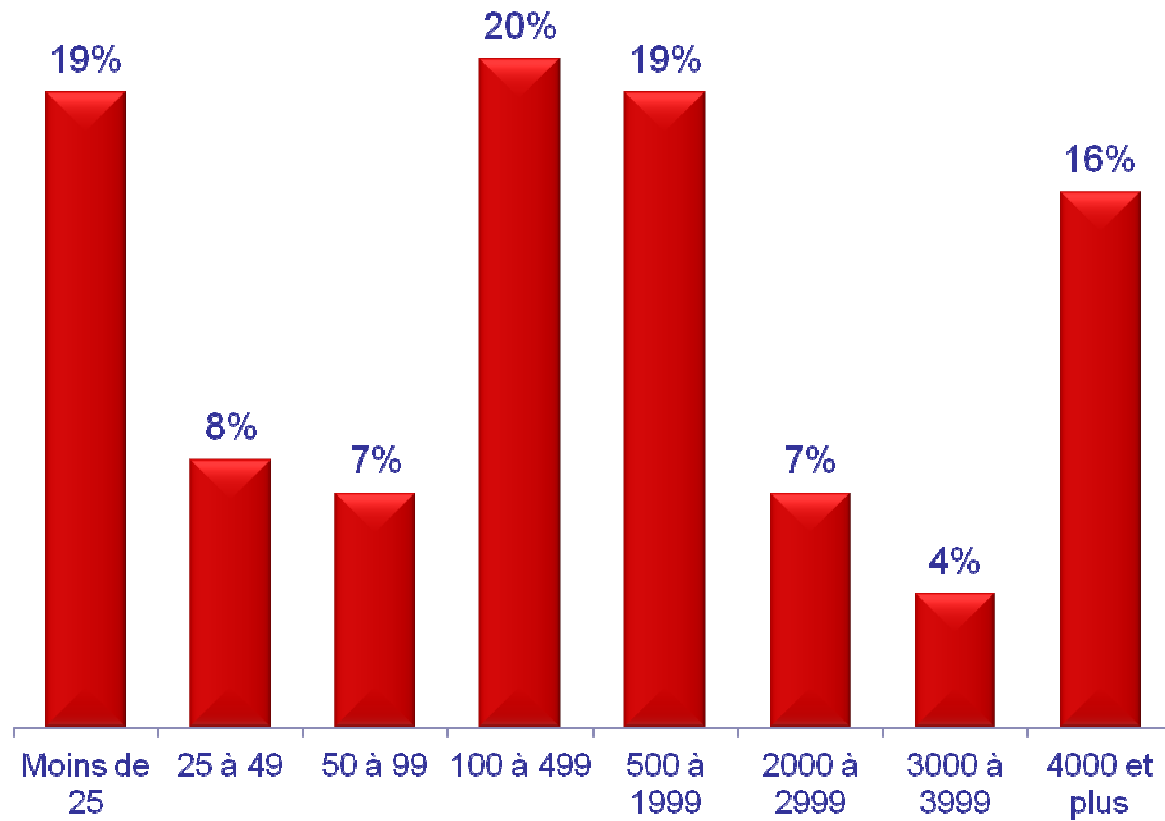


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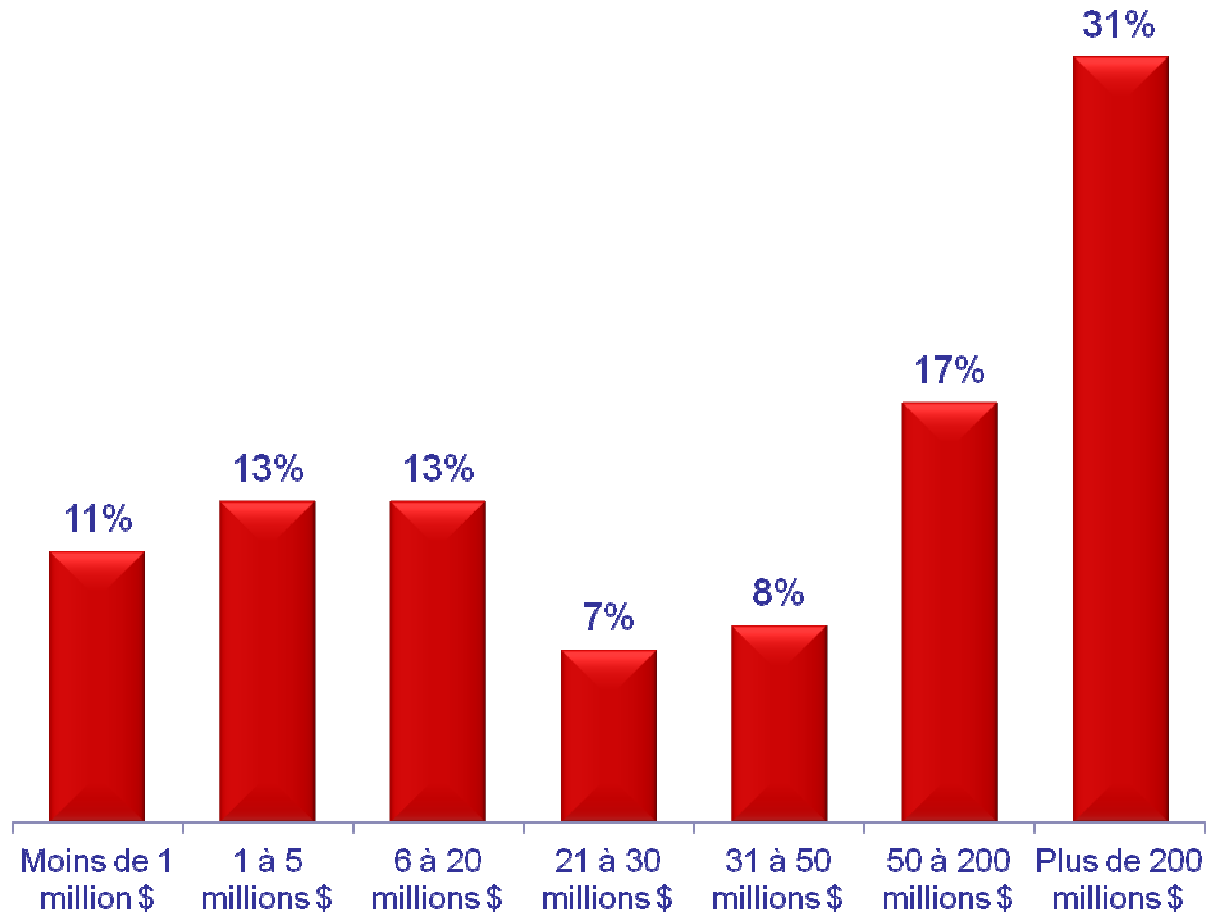
Number of Employees



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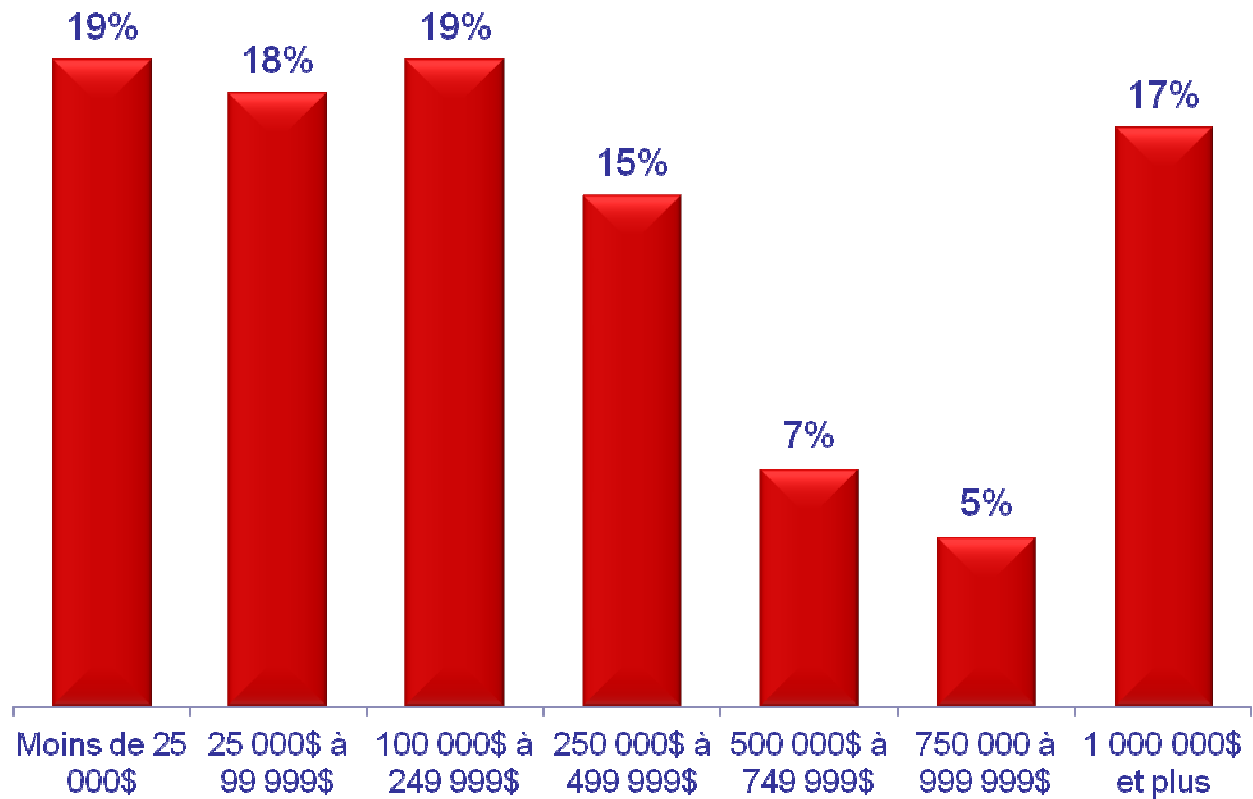
Sales



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Communication Budget



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Communication Activities

	Incidence of activities	Strategic importance for the organization	Respondent's involvement		Involvement of external resources		Formal method of evaluation
			Planning	Execution	Planning	Execution	
	n=679						
	Yes	Very and fairly important	Very and fairly involved	Very and fairly involved	Very and fairly important	Very and fairly important	Yes
Press relations (n=631)	93%	93%	85%	82%	17%	18%	59%
Website and social media (n=632)	93%	91%	82%	74%	49%	50%	40%
Internal communication (n=600)	88%	90%	81%	79%	10%	12%	40%
Events/sponsorships/donations (n=574)	85%	80%	72%	68%	21%	25%	47%
Relations with stakeholders	80%	94%	62%	62%	18%	16%	37%
Image/brand management (n=544)	80%	93%	80%	81%	49%	48%	43%
Public and government affairs (n=530)	78%	93%	65%	65%	21%	19%	39%
Advertising (n=516)	76%	77%	73%	69%	48%	55%	45%
Strategic analysis/consulting(n=488)	71%	89%	70%	71%	37%	28%	41%
Social responsibility/sustainable dev. (n=421)	62%	87%	57%	57%	23%	21%	54%
CRM/customer relations (n=348)	51%	91%	50%	50%	22%	19%	57%
Research/market studies (n=336)	50%	84%	49%	43%	59%	63%	54%
Sales promotion (n=250)	37%	81%	50%	47%	24%	26%	57%
Foundation (n=234)	35%	81%	39%	39%	18%	21%	45%

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Strategic Role

	Associations , unions, community groups/ Cooperatives/NPO	Marketing/public relations firms	Public and parapublic corporations/governm ent	Private companies	Other
Relations with stakeholders (n=546)	93%	96%	95%	94%	94%
Public and governmental affairs (n=530)	95%	92%	94%	91%	94%
Image/brand management (n=544)	91%	91%	93%	96%	95%
Press relations (n=631)	93%	91%	95%	87%	89%
Website/social media (n=632)	90%	92%	91%	89%	98%
CRM/customer relations(n=348)	89%	85%	91%	95%	84%
Internal communications (n=600)	86%	82%	91%	90%	93%
Strategic analysis/consulting (n=488)	84%	100%	89%	89%	89%
Social responsibility/sustainable dev. (n=421)	78%	84%	88%	89%	93%
Research/market studies (n=336)	80%	80%	81%	94%	80%
Foundation (n=234)	80%	57%	85%	76%	95%
Sales promotion (n=234)	84%	80%	69%	88%	74%
Events/sponsorships/donations (n=574)	88%	71%	74%	84%	93%
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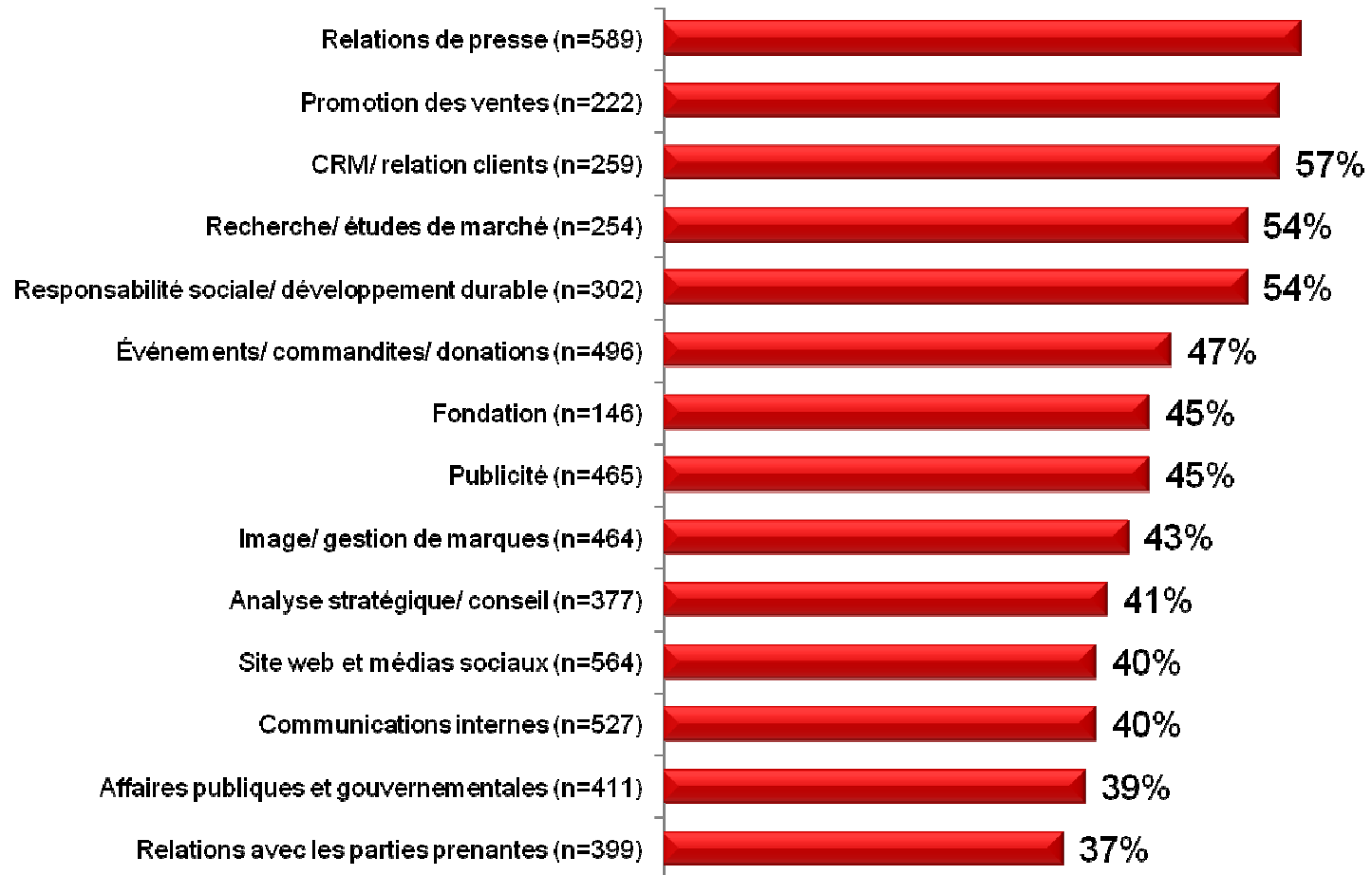
Importance of Human Resources

	Associations , unions, community groups/ Cooperatives/NPO	Marketing/public relations firms	Public and parapublic corporations/governm ent	Private companies	Other
Research/market studies (n=336)	76%	67%	67%	81%	70%
Advertising (n=516)	76%	73%	56%	82%	63%
Website/social media (n=632)	62%	75%	50%	72%	70%
Image/brand management (n=544)	63%	63%	55%	69%	72%
Strategic analysis/consulting (n=488)	46%	53%	38%	37%	46%
Sales promotion (n=234)	41%	45%	32%	50%	29%
Events/sponsorships/donations (n=574)	44%	41%	36%	45%	32%
Foundation (n=234)	43%	63%	29%	29%	38%
Social responsibility/sustainable dev. (n=421)	41%	57%	21%	49%	31%
CRM/customer relations (n=348)	42%	40%	23%	47%	15%
Public and governmental affairs (n=53)	42%	13%	23%	48%	37%
Press relations (n=631)	26%	41%	16%	58%	33%
Relations with stakeholders (n=546)	28%	31%	27%	33%	38%
Internal communications (n=600)	26%	11%	23%	26%	22%

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Mechanisms of Evaluation Used



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BY WAY OF CONCLUSION

- A function that is very present in all spheres of activity
- Completely fragmented organizational models
- Constants
 - Importance of press relations
 - Importance of the web and social media
- How can we improve our knowledge of these practices?
 - Expand the geographical sample (in cooperation with Mount St-Vincent University)
 - Personalized interviews with management
 - Comparison with other countries
- A systematic program of comparative studies by industry

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