

I am confident my organisation could communicate effectively should a conflict arise today.

1. Strongly agree



2. Tend to agree



3. Neither agree/disagree



4. Tend to disagree

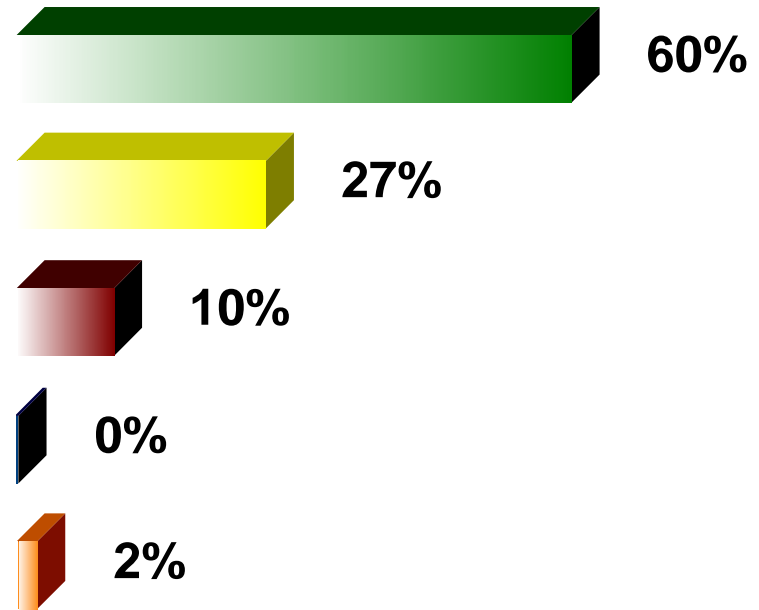


5. Strongly disagree



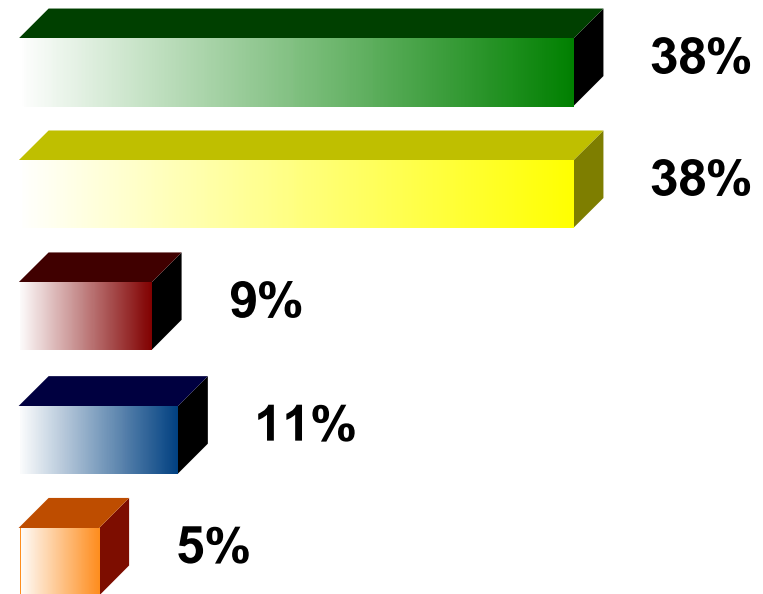
Preparing for conflict communications will become more important over the next five years.

1. Strongly agree
2. Tend to agree
3. Neither agree/disagree
4. Tend to disagree
5. Strongly disagree



An organisation's environmental impact affects its reputation as strongly as the quality of its products or services.

1. Strongly agree
2. Tend to agree
3. Neither agree/disagree
4. Tend to disagree
5. Strongly disagree



Globalisation has made public relations a "universal profession" whose strategies, tactics and capabilities are common worldwide.



In my organisation or among my clients, people from other professions (e.g. Legal, Finance, HR, Marketing, Sales, Operations) are assuming roles that are traditionally public relations.

1. Strongly agree



2. Tend to agree



3. Neither agree/disagree



4. Tend to disagree

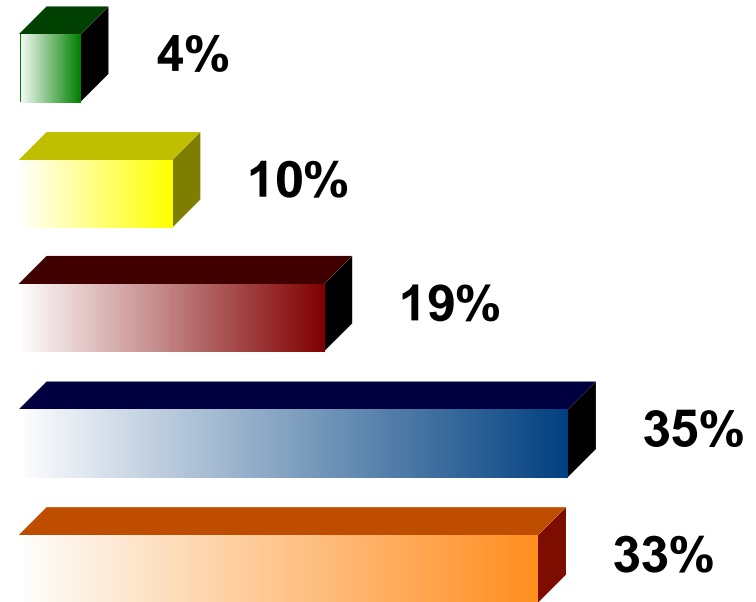


5. Strongly disagree



I believe that University degrees in public relations prepare people adequately for the challenges and opportunities they will encounter on the job.

1. Strongly agree
2. Tend to agree
3. Neither agree/disagree
4. Tend to disagree
5. Strongly disagree



In my experience, most PR professionals lack the full range of business skills now required by public relations' increasingly strategic role.

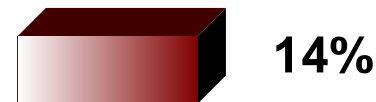
1. Strongly agree



2. Tend to agree



3. Neither agree/disagree



4. Tend to disagree



5. Strongly disagree

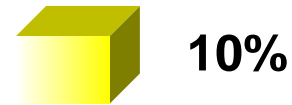


I consider payment for news coverage to be unprofessional.

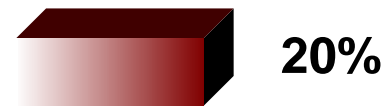
1. Strongly agree



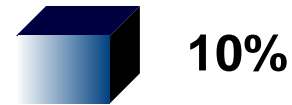
2. Tend to agree



3. Neither agree/disagree



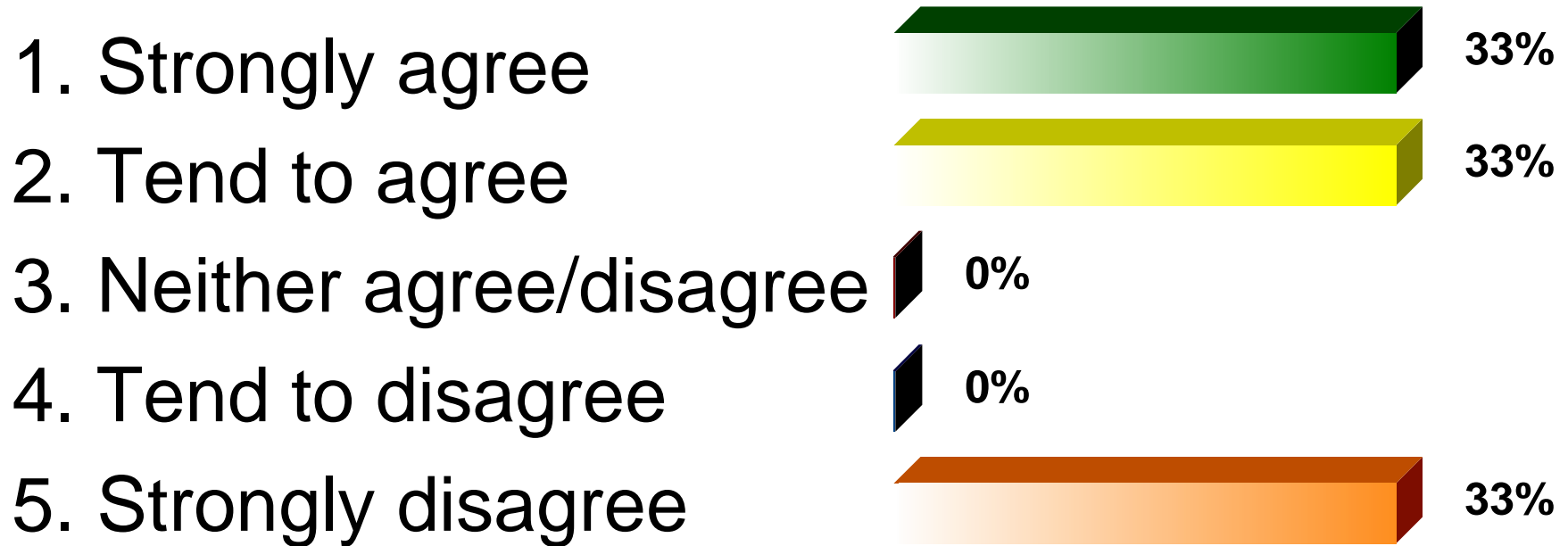
4. Tend to disagree



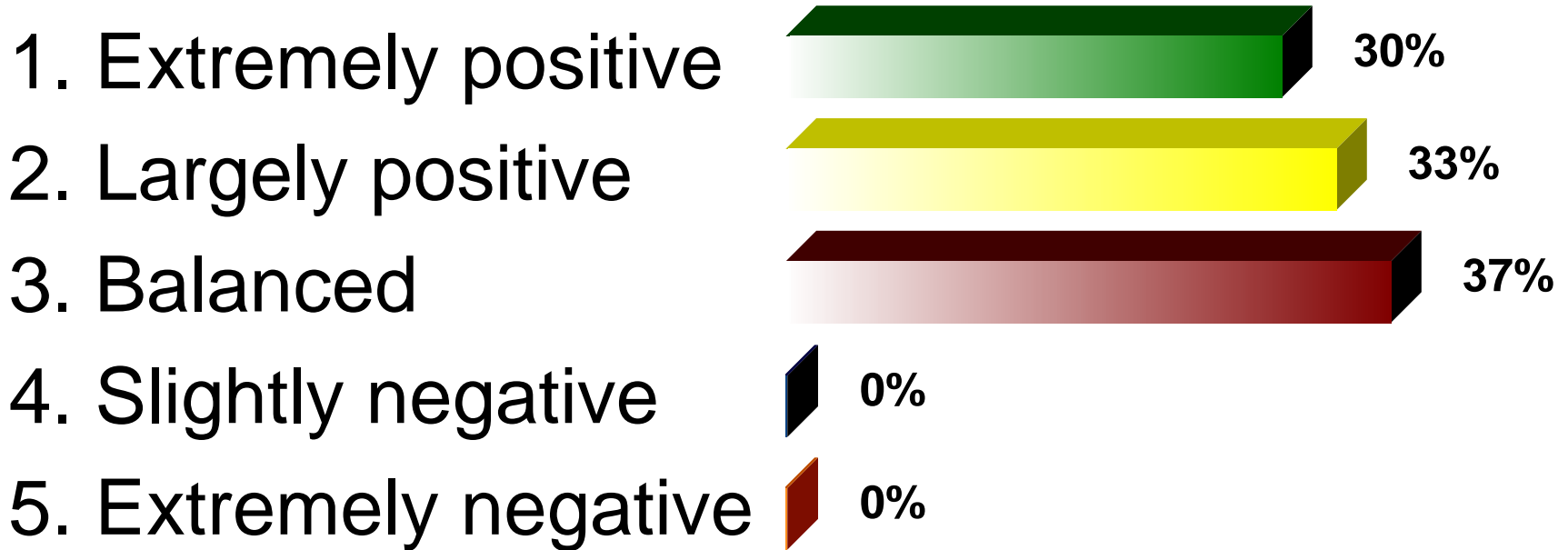
5. Strongly disagree



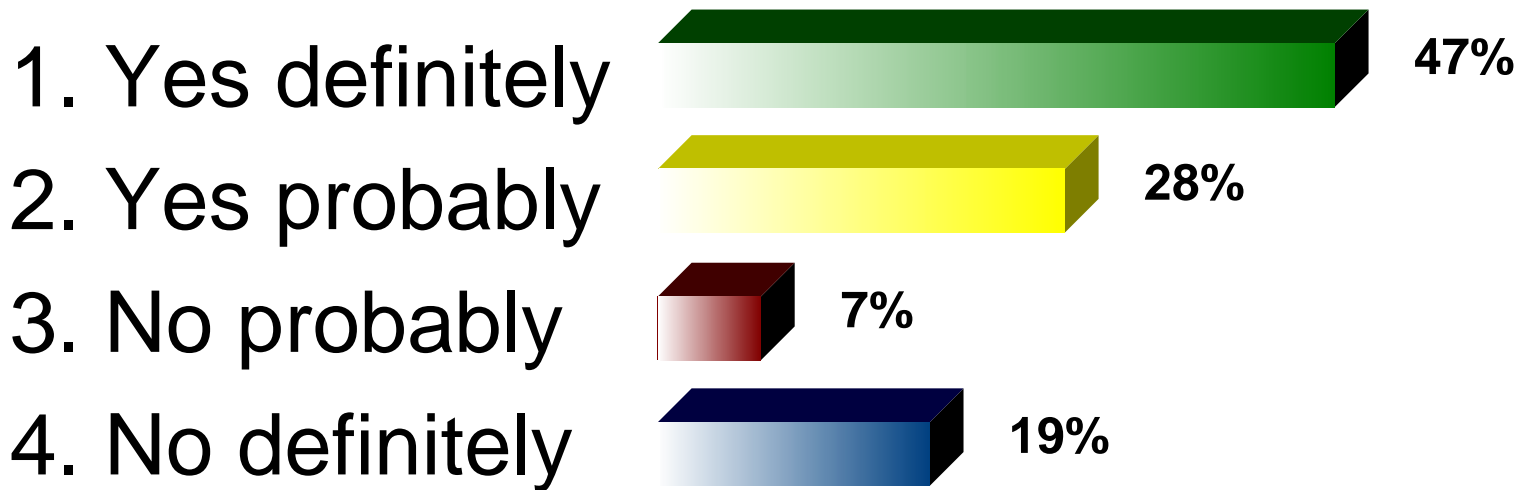
Local practices sometimes force me to pay in order to get coverage for a company or client.



To what extent do you believe your organisation makes a positive impact on local communities?



Would you give the same answer to the above question 'off the record'?



CSR activities should be directly related to my organisation's core business, irrespective of any more pressing environmental or social issues on the ground.

1. Strongly agree



2. Tend to agree



3. Neither agree/disagree



4. Tend to disagree



5. Strongly disagree



How are your CSR initiatives and communications perceived by local communities?

1. Extremely positively



2. Largely positively



3. Balanced



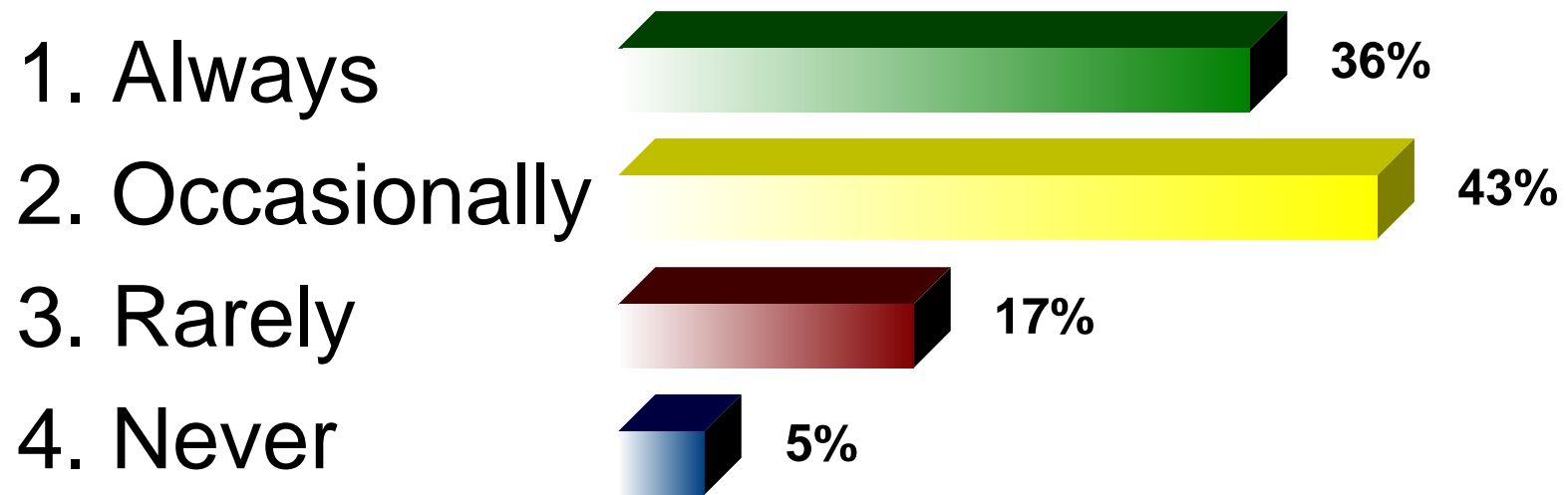
4. Slightly negatively



5. Extremely negatively



How often does your organisation leverage its CSR activities for PR purposes?



New and social media will be more influential within five years than print and broadcast media.

1. Strongly agree



2. Tend to agree



3. Neither agree/disagree



4. Tend to disagree



5. Strongly disagree



The media generally favour the viewpoints of pressure groups and activists over those of commercial or governmental organisations.

1. Strongly agree



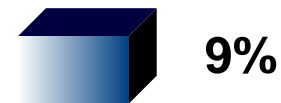
2. Tend to agree



3. Neither agree/disagree



4. Tend to disagree



5. Strongly disagree



Our local offices have a positive impact on the construction of our global communication strategies and messaging.

1. Strongly agree



2. Tend to agree



3. Neither agree/disagree



4. Tend to disagree



5. Strongly disagree

