

# Public relations in Austria 2014 – An international benchmark



## Key Facts

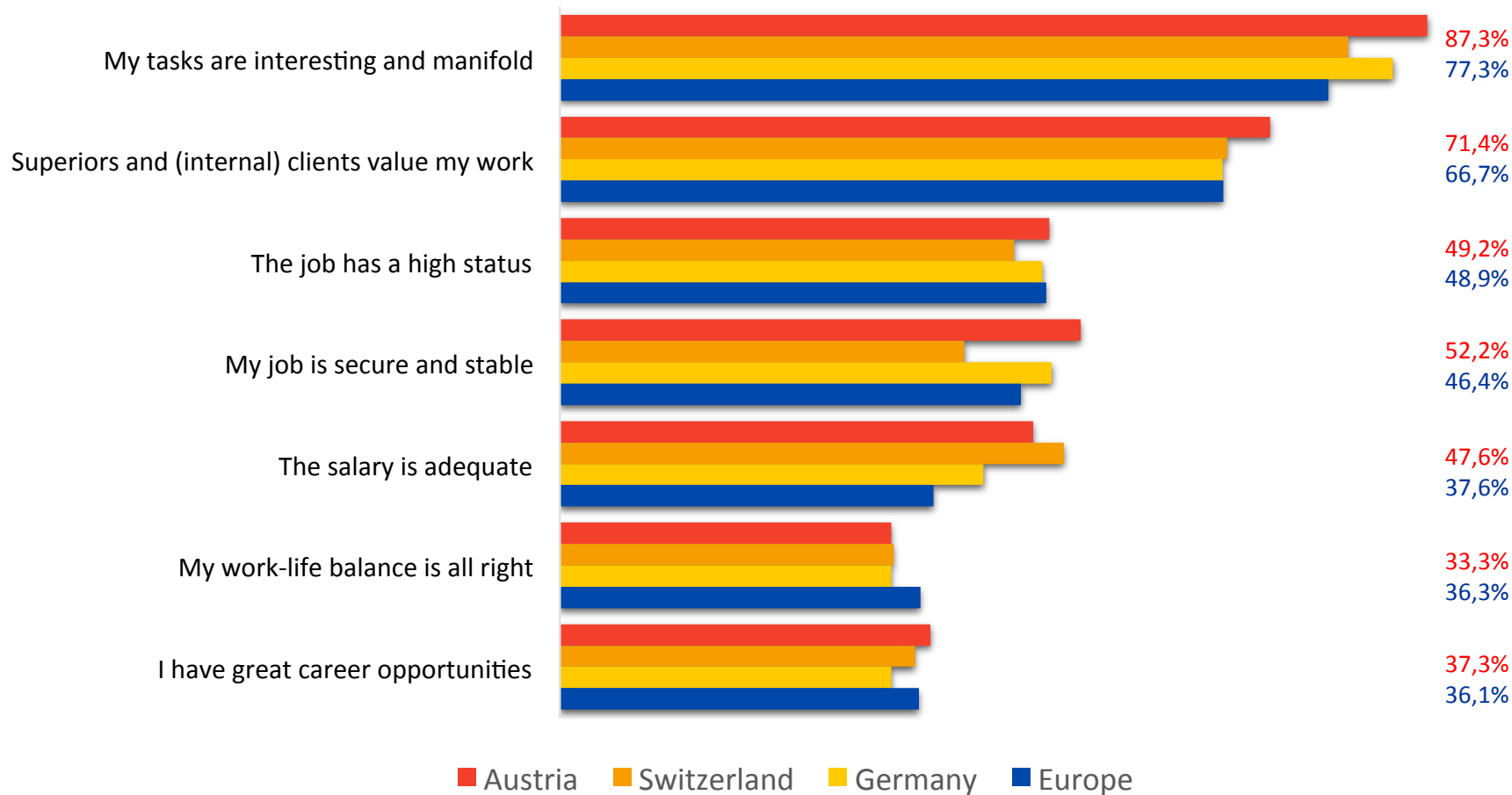
### Empirical study on the status and perspectives of public relations in Austria

- Country-specific insights based on the most comprehensive comparative study of public relations worldwide among communication professionals in 42 European countries
- Research project conducted by a group of professors from 11 renowned universities, led by Prof. Dr. Ansgar Zerfass, University of Leipzig / BI Norwegian Business School Oslo
- Supported by Ketchum Publico and PRVA Public Relations Verband Austria; organised by the European Public Relations Education and Research Association (EUPRERA), European Association of Communication Directors (EACD) and Communication Director Magazine
- Based on an international / national sample of 2.777 / 126 communication professionals
- Respondents in Austria: 71.4% work in PR for more than 10 years; average age 43 years; 46.8% work in communication departments; 53.2% in agencies
- Full research report with cross-European data available at [www.communicationmonitor.eu](http://www.communicationmonitor.eu)

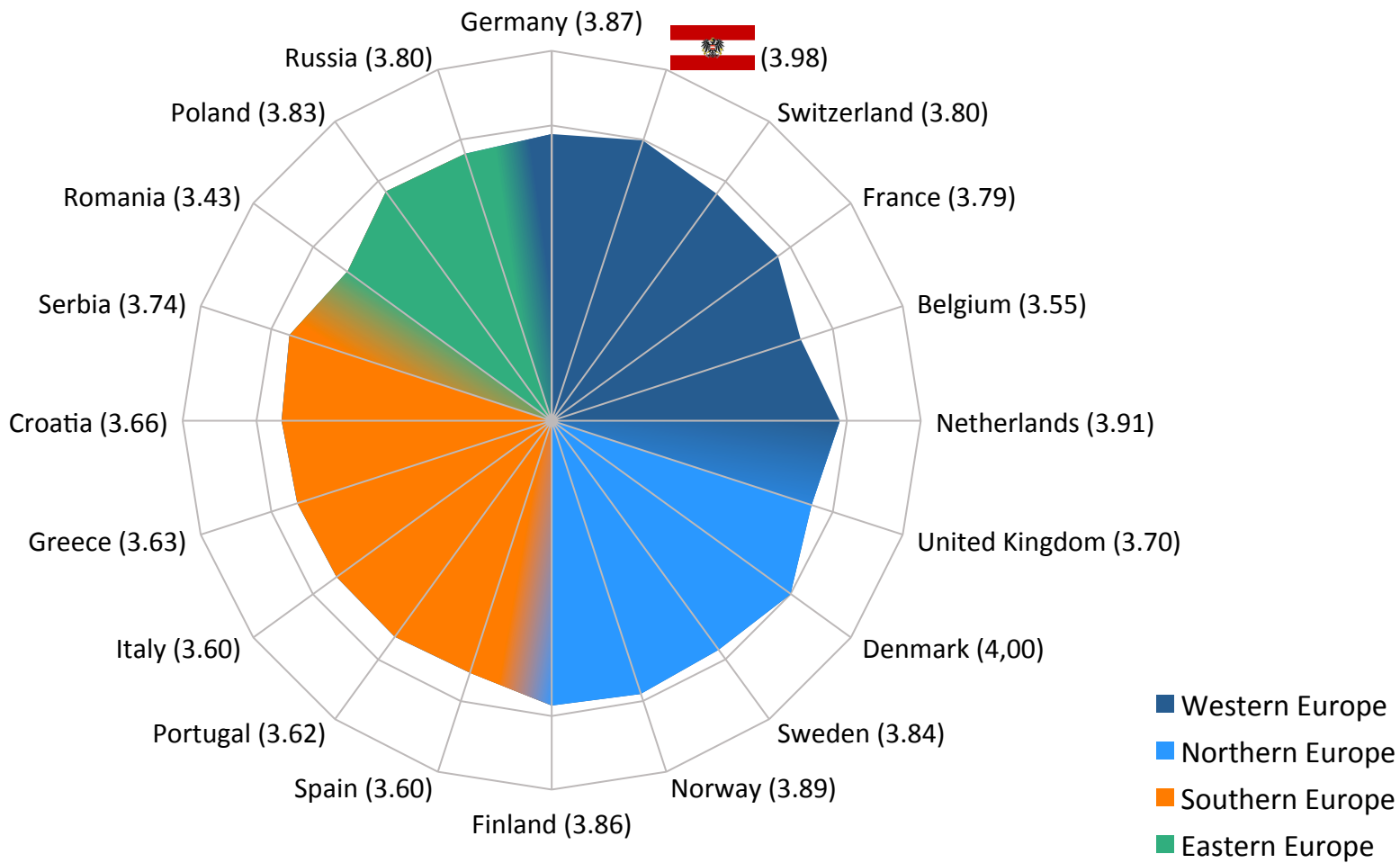
# Job attributes and satisfaction



## Austrian communication professionals feel quite positive about their actual job situation, compared to their peers in other countries

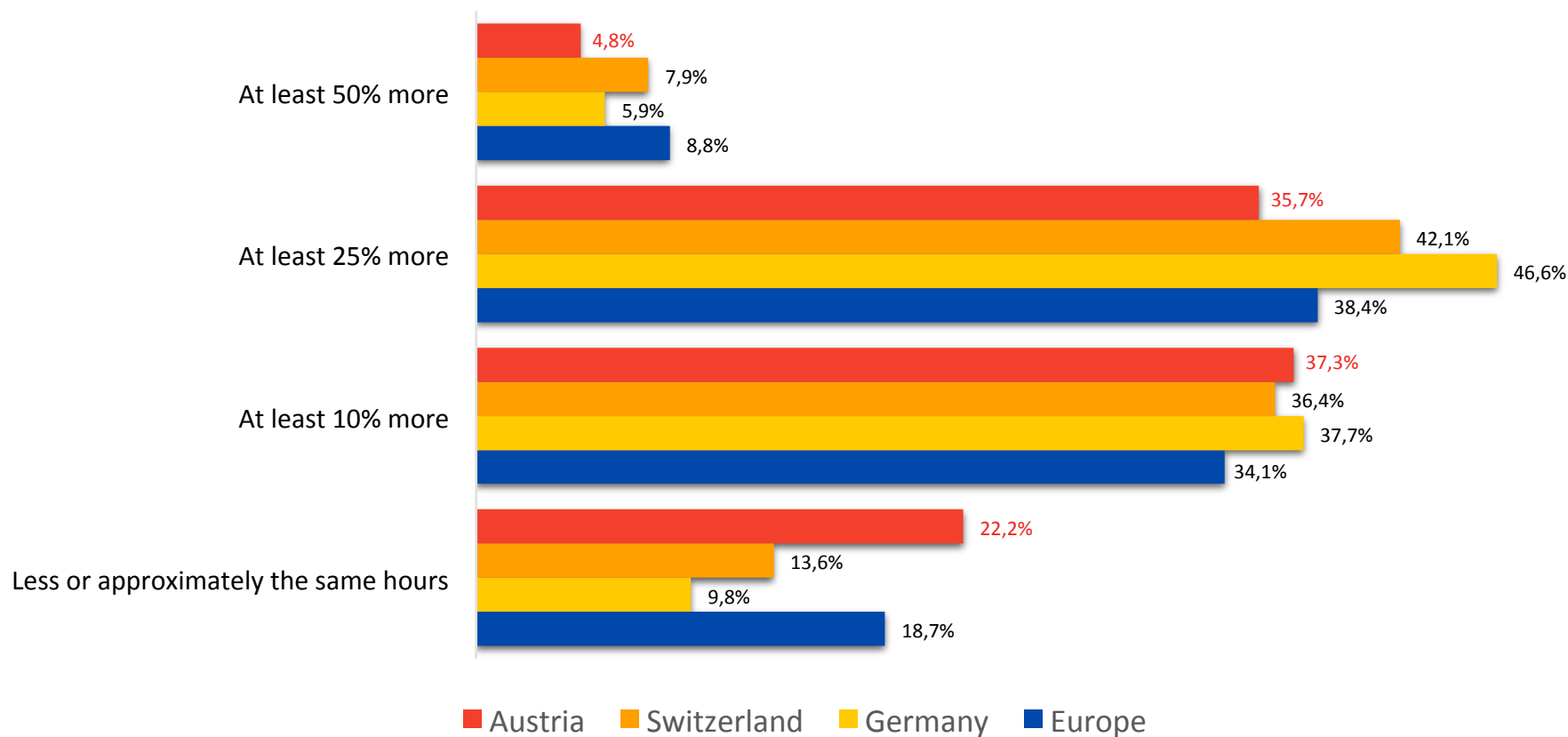


# Job satisfaction among Austrian PR practitioners is very high and only matched by Danish colleagues



## Austrian communication practitioners work less than their European counterparts

*Working hours in an average week (compared to the employment/job contract)*

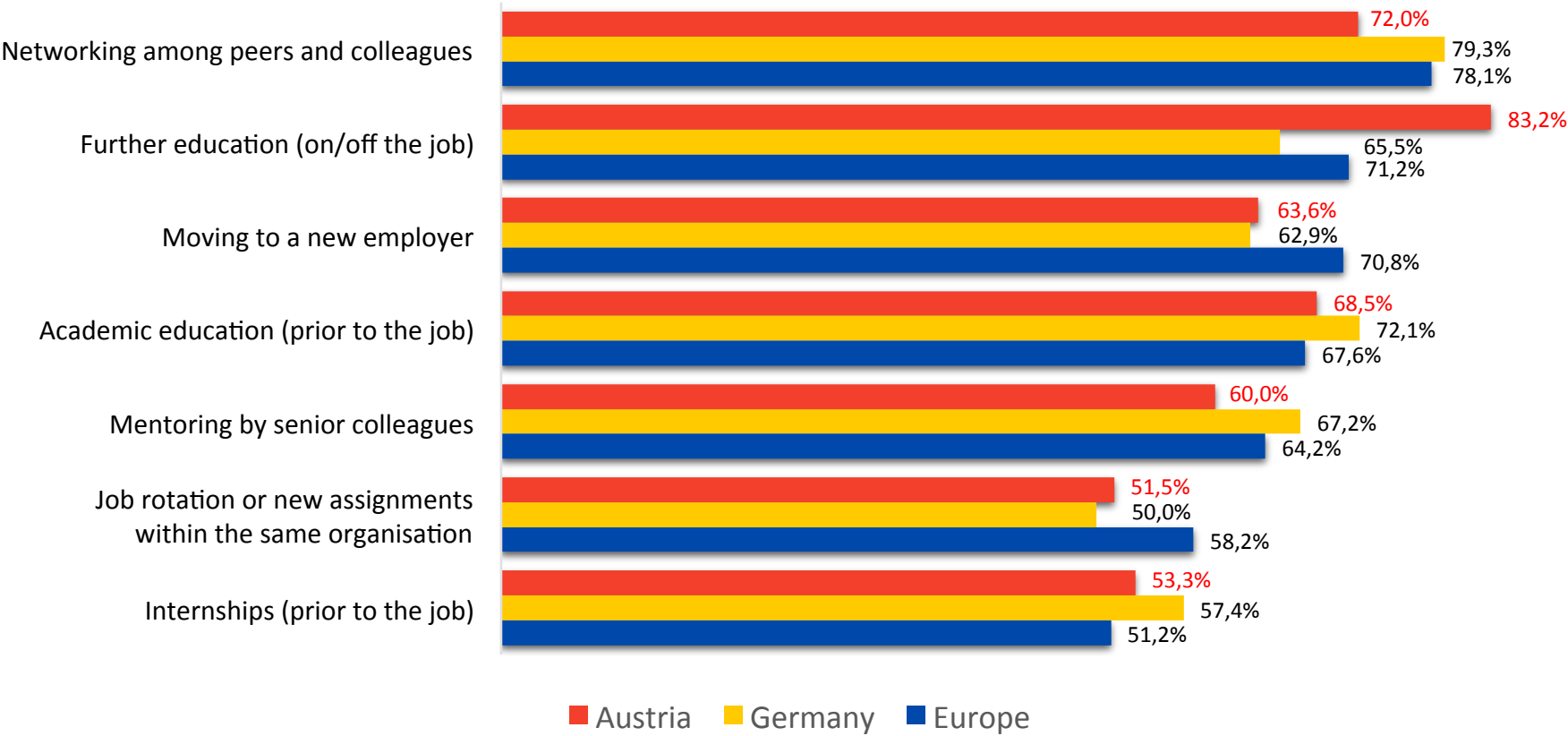


# Career development and mentoring



# Further education on or off the job is most important for building a career in public relations in Austria

*Important experiences to develop a profile and reach the current position*

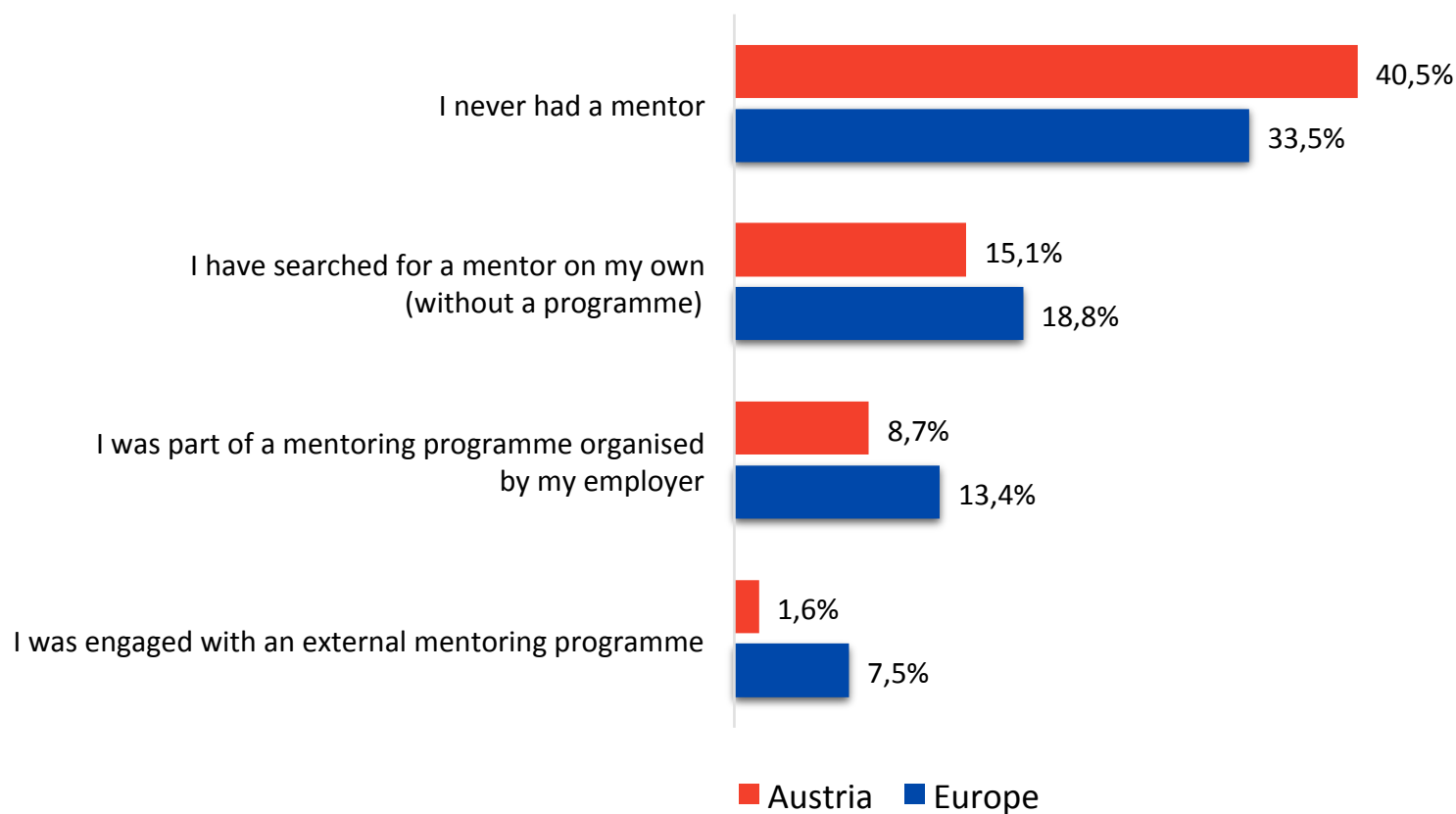


www.communicationmonitor.eu / Zerfass et al. 2014 / n<sup>EU min</sup> = 2,492 / n<sup>AT min</sup> = 99 PR professionals. Q 4: When you look back at your career path in communications, which of the following measures were important to develop your profile and reach your current position? Scale 1 (Not important at all) – 5 (Very important). Percentages: Agreement based on scale points 4-5.



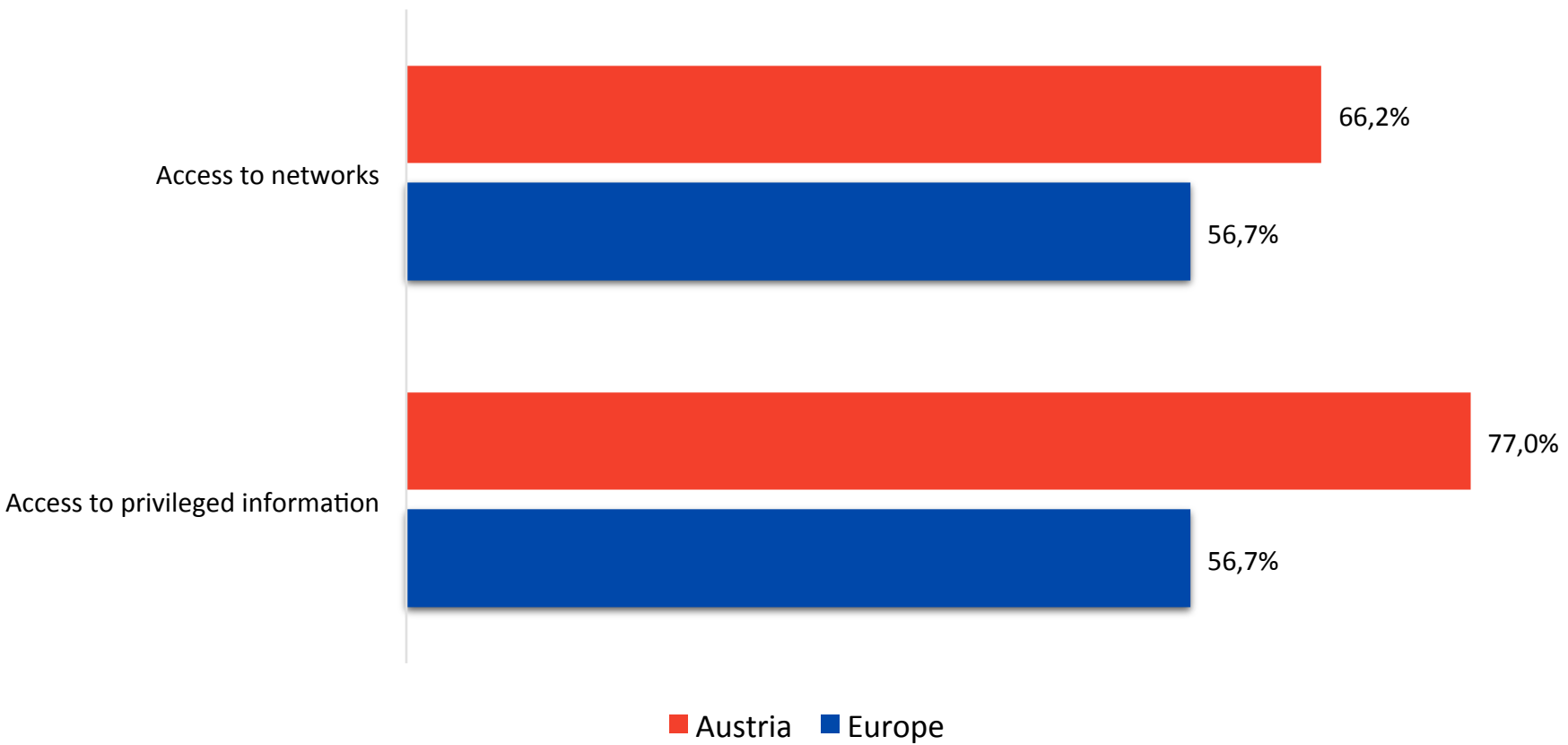
## Mentoring is underdeveloped among communicators in Austria

### *Experiences of communication professionals*



# Austrian mentees benefit notably from network access and privileged information offered by their mentors

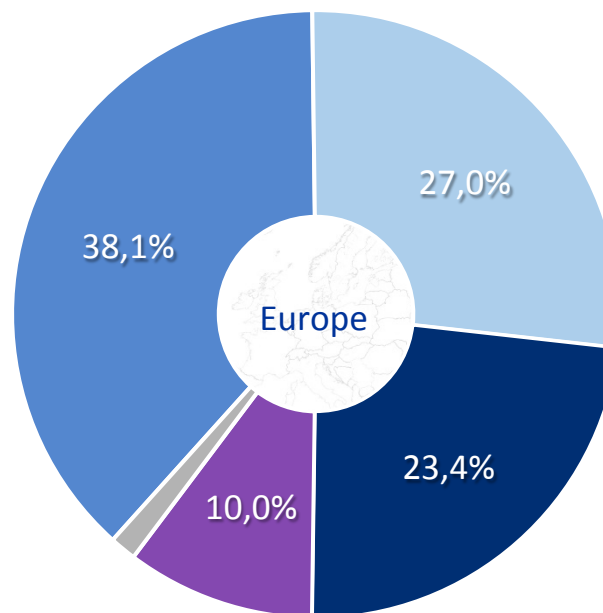
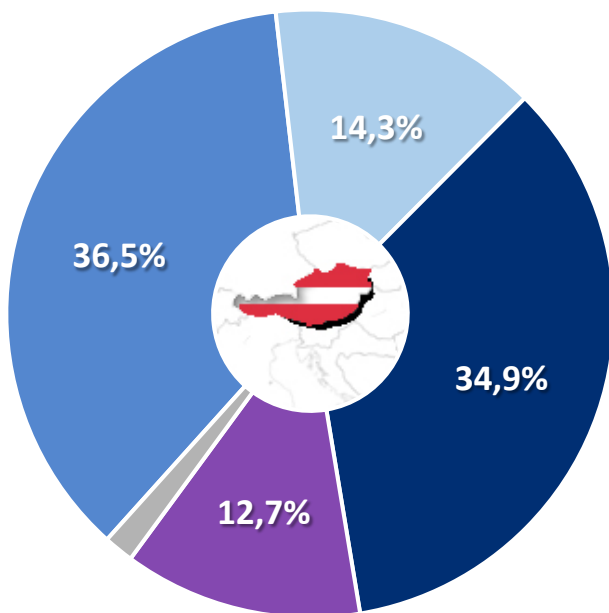
*Opportunities conveyed by most important mentor*



# Networking practices and platforms



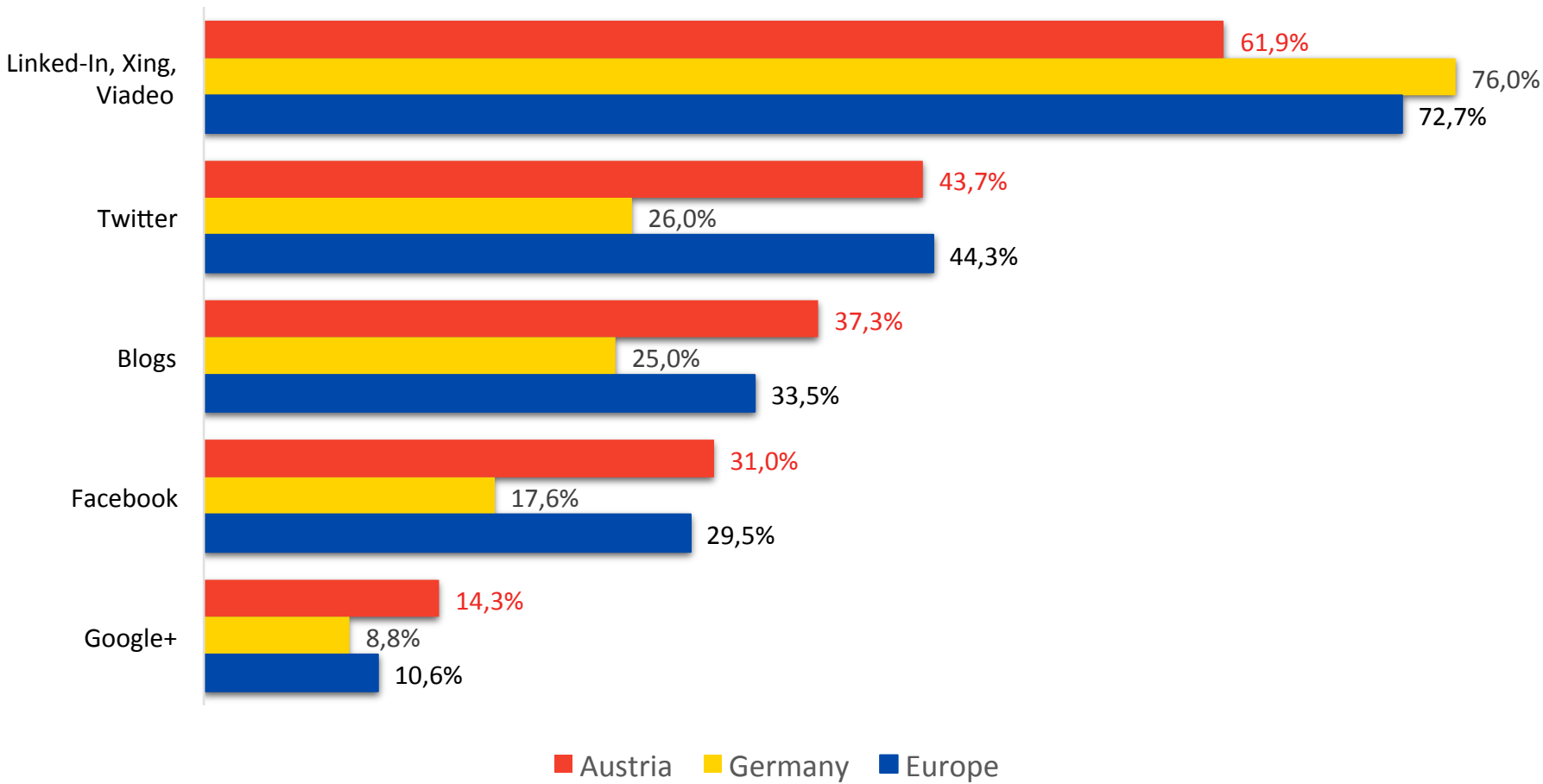
## Preferred forms of professional networking by communication professionals: Austrian practitioners prefer face-to-face communication



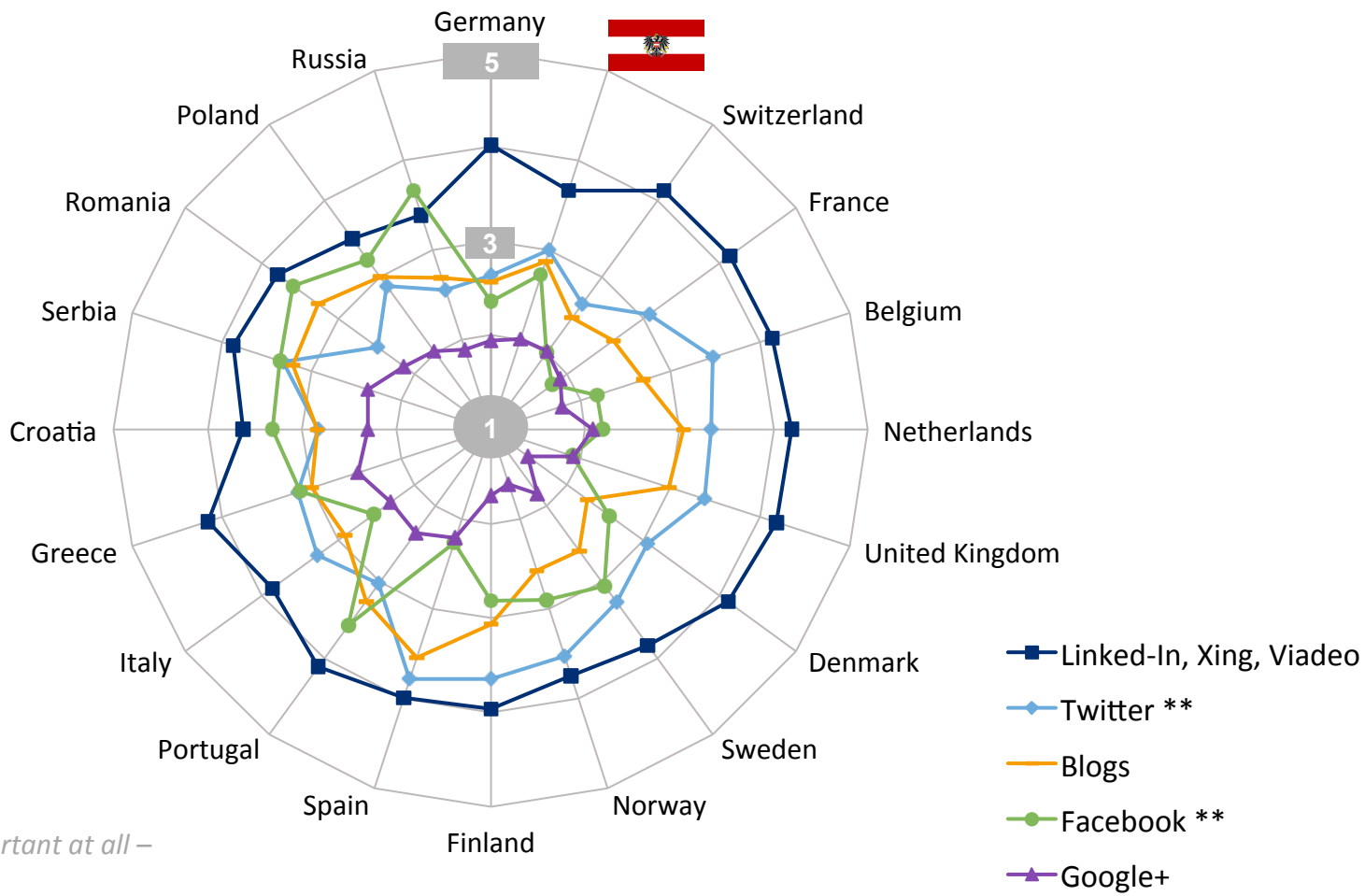
■ E-Mail   ■ Social Media   ■ Face to Face   ■ Phone   ■ Another form

	E-Mail	Social Media	Face-to-face	Phone
Austria	36.5%	<b>14.3%</b>	<b>34.9%</b>	12.7%
Germany	37.3%	24.0%	23.5%	14.2%

## Importance of social media platforms for professional networking: Blogs, Facebook and Google+ are more popular in Austria



# Communicators across Europe prefer different social media platforms for professional networking



Scale: (1.00) Not important at all – (5.00) Very important

www.communicationmonitor.eu / Zerfass et al. 2014 / n = 2,397 PR professionals from 20 European countries / n<sup>AT</sup> = 126 PR professionals.  
 Q 8: Which social media platforms do you rate important for professional networking? Scale 1 (Not important at all) – 5 (Very important).  
 Mean values. \*\* Highly significant differences (chi-square test, p ≤ 0.01).

# Strategic issues, communication channels and social media

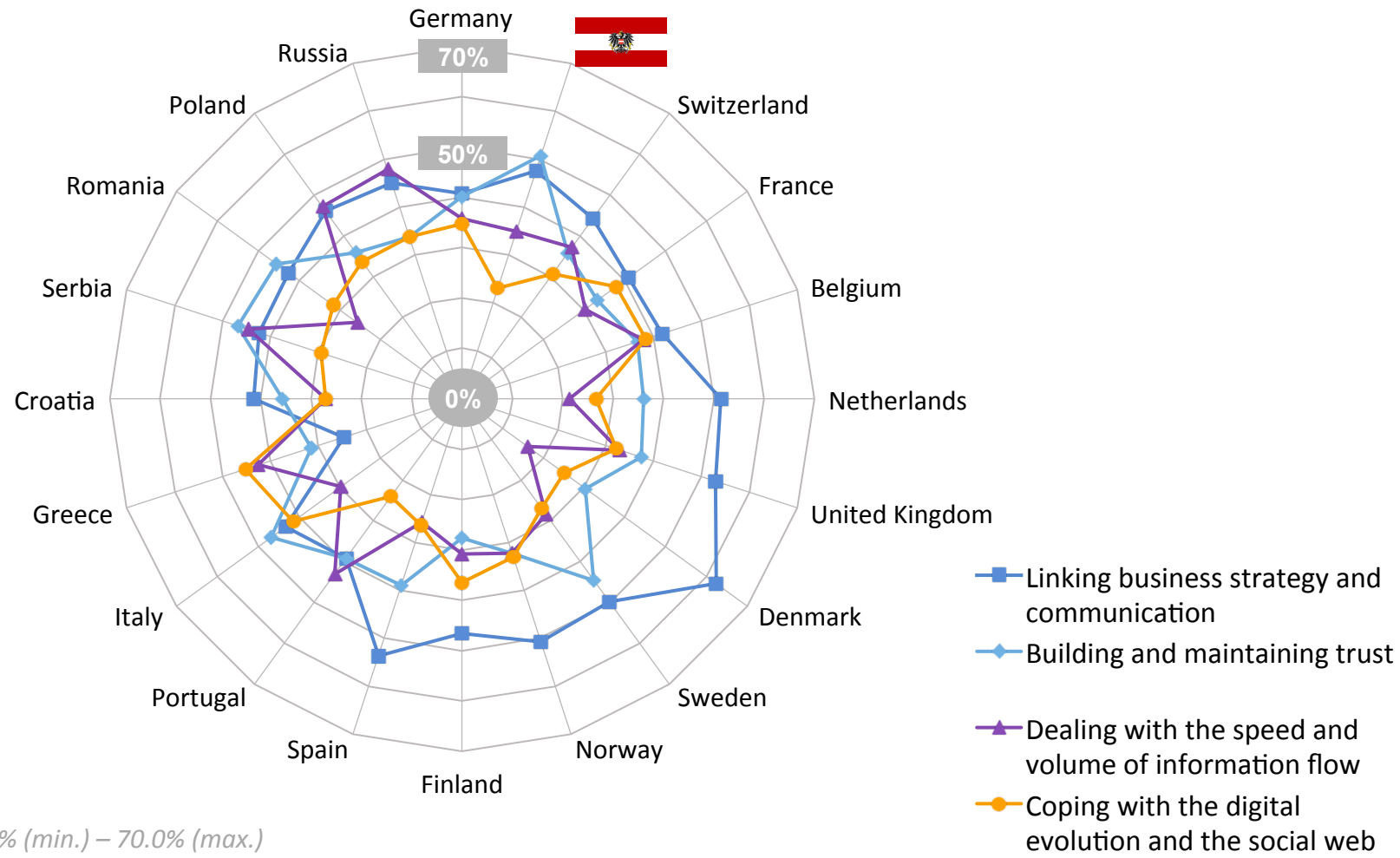


## Most important issues for communication management in Austria until 2017



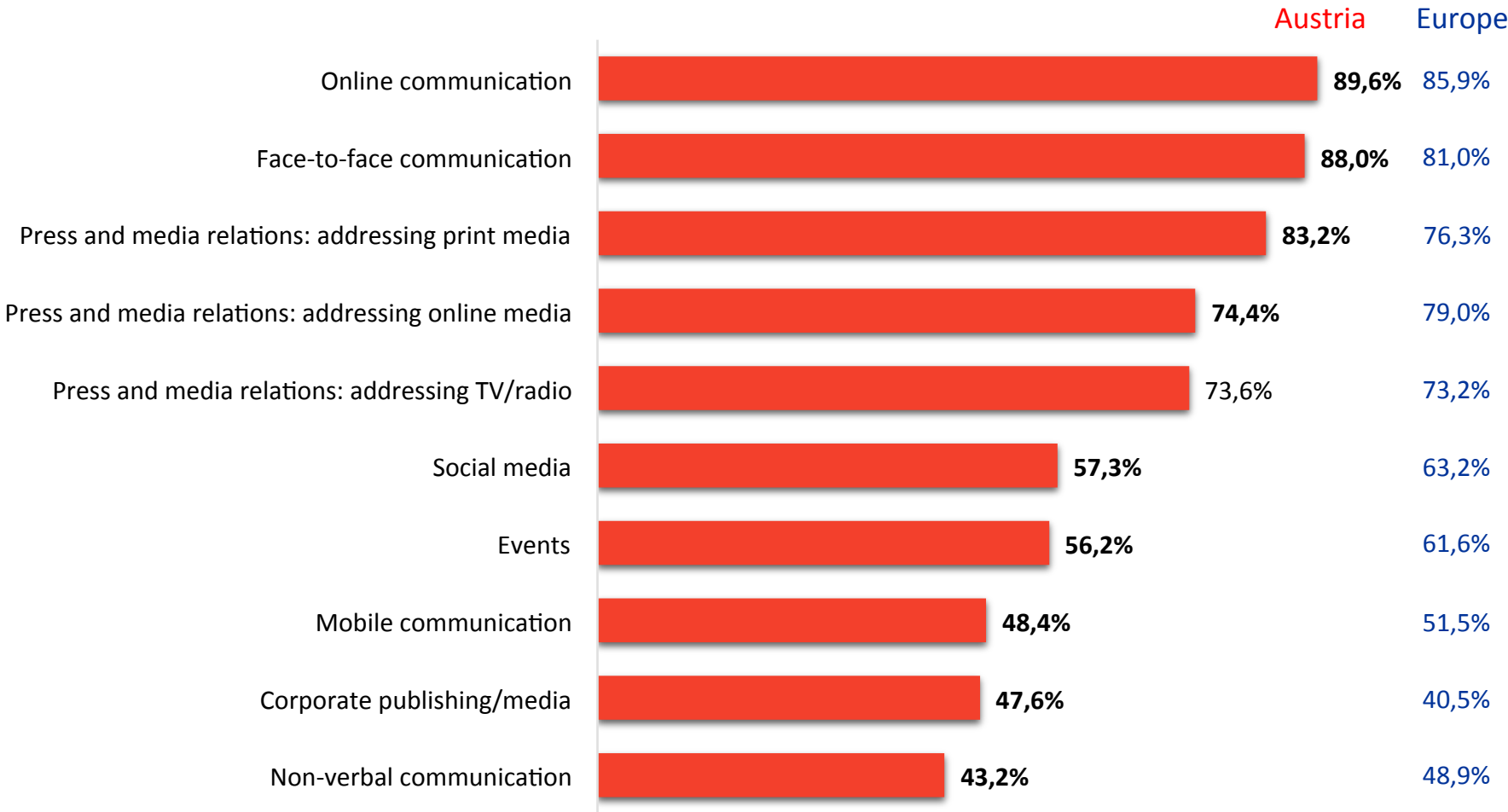


## Country-to-country relevance of key issues: impacts of the digital evolution are rated relatively low by Austrian communication professionals



Scale: 0.0% (min.) – 70.0% (max.)

## Importance of communication channels and instruments in Austria today

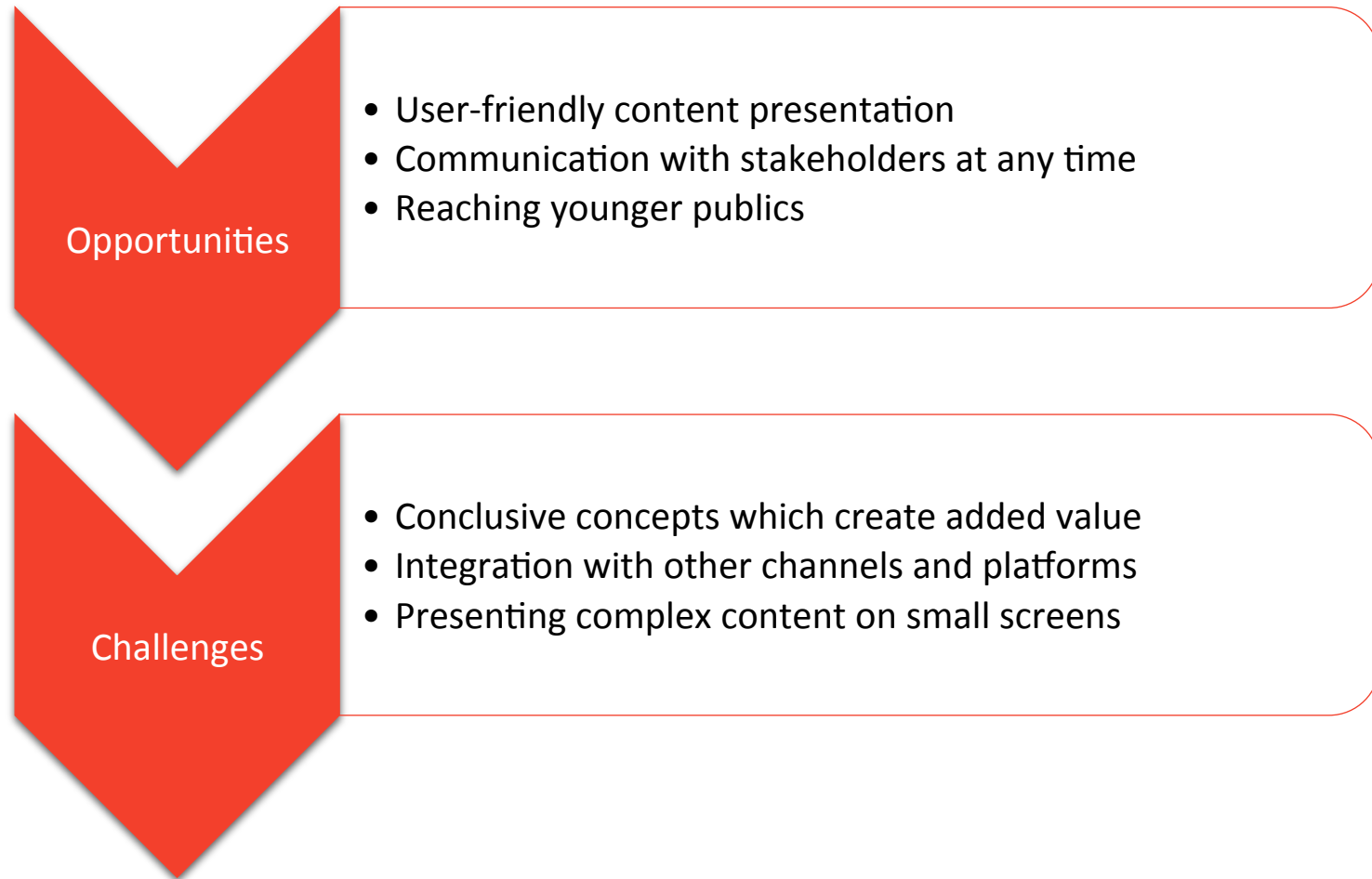


www.communicationmonitor.eu / Zerfass et al. 2014 / n<sup>min</sup> = 2.666 PR professionals in Europe, including 121 PR professionals in Austria. Q 24: How important are the following methods in addressing stakeholders, gatekeepers and audiences? Scale 1 (Not important) – 5 (Very important). Percentages: Important channel, scale points 4-5.

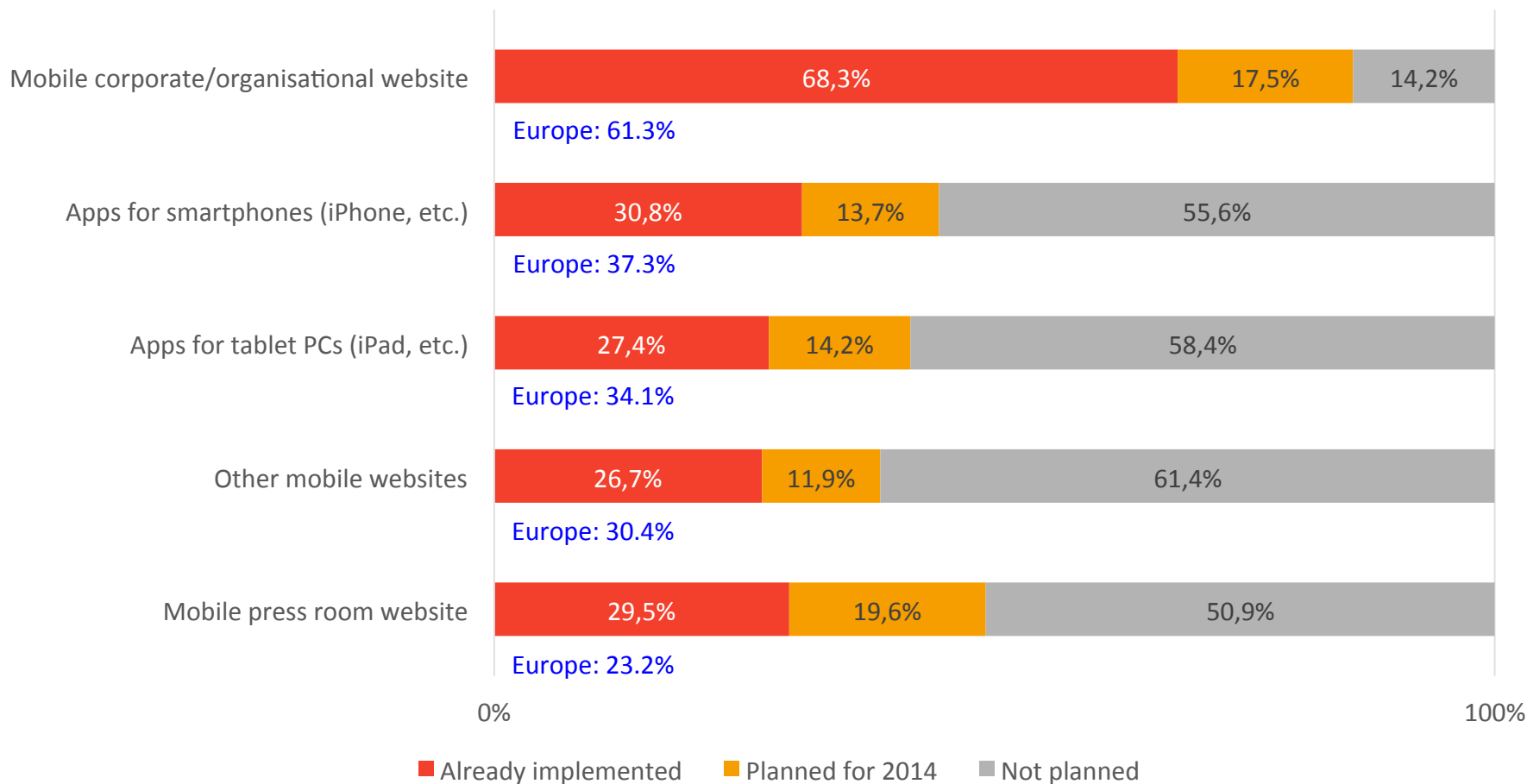
# Mobile communication



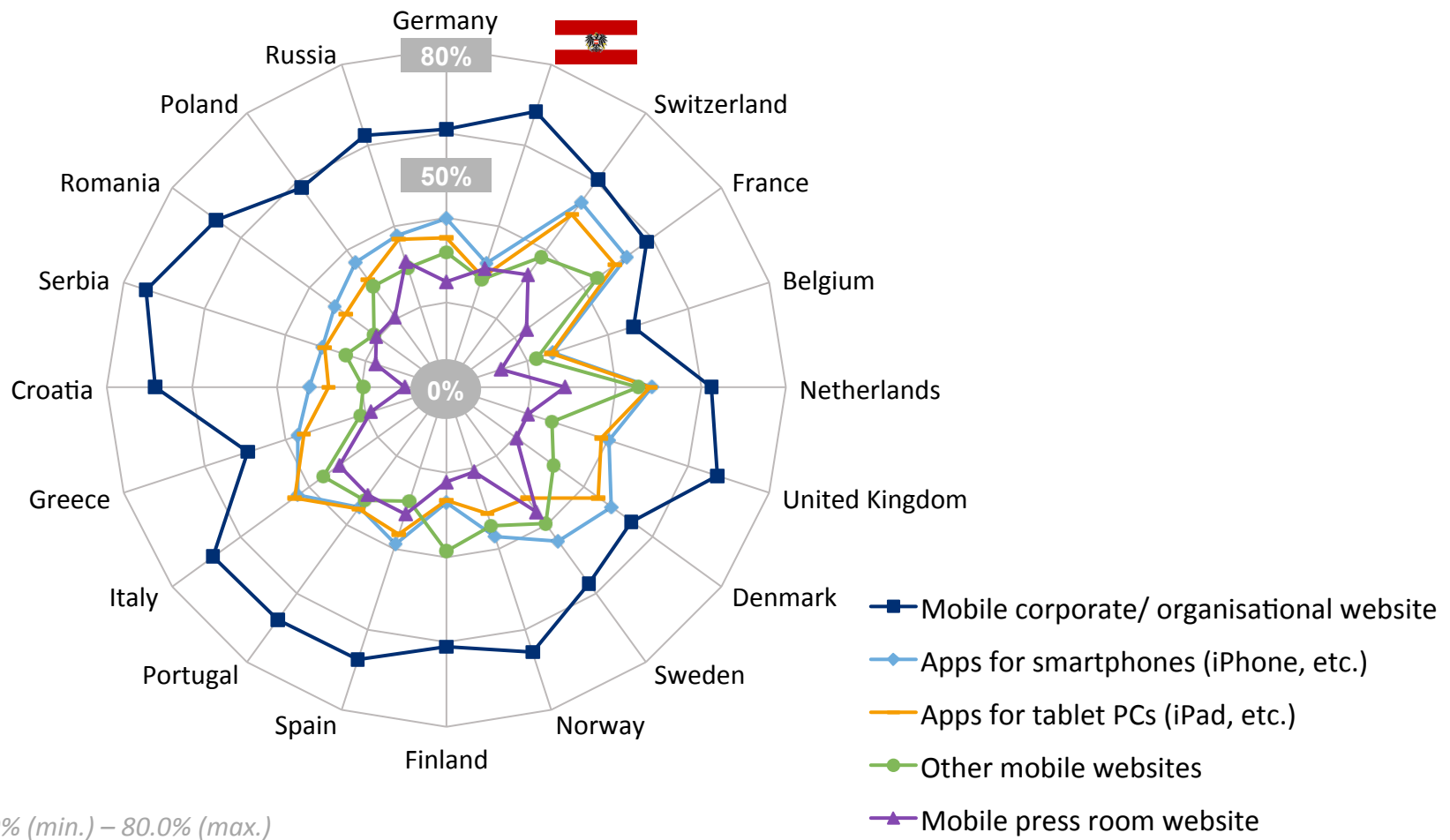
## Key opportunities and challenges of mobile communication in Austria and Europe



## Current and future use of mobile applications for communication in Austria



## Country-to-country analysis of mobile communication



Scale: 0.0% (min.) – 80.0% (max.)

www.communicationmonitor.eu / Zerfass et al. 2014 / n<sup>min</sup> = 2,262 PR professionals from 20 countries / n<sup>AT min</sup> = 101 PR professionals. Q 18: Which of the following applications for smartphones and tablet computers are currently used by your organisation and which will be introduced until the end of the year? Highly significant differences for all items (chi-square test, p ≤ 0.01).

## Research Team & Advisory Board

- **Prof. Dr. Ansgar Zerfass** | Lead researcher  
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- **Ass. Prof. Dr. Waldemar Rydzak**  
Professor of Economics and Public Relations, Poznan University of Economics, Poland

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### Ketchum Publico

Ketchum Publico ist eine der führenden Kommunikationsagenturen Österreichs. Wir kombinieren starke Ideen mit Präzision und Umsetzungsstärke. So schaffen wir für unsere Kunden in Kommunikationsfragen einen Durchbruch: sei es im Großen oder im Kleinen, operativ oder strategisch, gedanklich oder in den Ergebnissen. Hervorgegangen aus dem lokalen PR-Pionier Publico, sind wir heute mit Begeisterung Teil von Ketchum, einer der weltweit kreativsten und erfolgreichsten Communication Consultancies mit rund 2.800 Mitarbeitern in mehr als 100 Büros in 70 Ländern.

*[www.ketchum-publico.at](http://www.ketchum-publico.at)*



### PRVA Public Relations Verband Austria

Der Public Relations Verband Austria (PRVA) ist der größte unabhängige Kommunikationsverband Österreichs. Mitglieder sind rund 750 PR-Fachleute aus Agenturen, Unternehmen, Organisationen, Institutionen, Gebietskörperschaften und der Politik, davon 74 PR-Agenturen und 100 Newcomer (prNa). Ziel des PRVA ist neben der Interessenvertretung seiner Mitglieder die fachlich fundierte Aus- und Weiterbildung sowie die laufende qualitative Weiterentwicklung der Branche. Die Mitglieder sind zur Einhaltung des PRVA-Ehrenkodex und des Athener Codex verpflichtet.

*[www.prva.at](http://www.prva.at)*





## Partners



### European Public Relations Education and Research Association (EUPRERA)

The European Public Relations Education and Research Association is an autonomous organisation with members from more than 30 countries that aims at stimulating and promoting the knowledge and practice of communication management in Europe. Academic scholars and experienced practitioners work together to advance fundamental and applied research.

[www.euprera.org](http://www.euprera.org)



### European Association of Communication Directors (EACD)

The EACD is the leading network for communication professionals across Europe with more than 2,000 members. It brings in-house communication experts together to exchange ideas and discuss the latest trends in international PR. Through Working Groups on specific communications topics and diverse publications, the EACD fosters ongoing professional qualification and promotes the reputation of the profession.

[www.eacd-online.eu](http://www.eacd-online.eu)



### Communication Director

Communication Director is a quarterly magazine for Corporate Communications and Public Relations in Europe. It documents opinions on strategic questions in communication, highlights transnational developments and discusses them from a European perspective. The magazine is published by Helios Media, a specialist publishing house based in Berlin and Brussels.

[www.communication-director.eu](http://www.communication-director.eu)

## IMPRINT

### Public relations in Austria 2014 – An international benchmark

Special evaluation of the European Communication Monitor  
2014 survey for Austria

By Ansgar Zerfass & Markus Wiesenberg

Vienna, Leipzig: Ketchum Publico / University of Leipzig 2014

*[www.communicationmonitor.eu](http://www.communicationmonitor.eu)*

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