Table 1: Survey Demographics

	Educators	Practitioners
Gender		
Female	58.2% (*n*=107)	74.0% (*n*=291)
Male	41.3% (*n*=76)	25.2% (*n*=99)
Transgender	0	0.3% (*n*=1)
Do not identify as male, female or transgender	0.5% (*n*=1)	0.5% (*n*=2)
Age		
18-35	10.3% (*n*=17)	34.6% (*n*=123)
36-45	21.2% (*n*=35)	22.8% (*n*=81)
46-55	26.7% (*n*=44)	20.8% (*n*=74)
56-65	26.7% (*n*=44)	18.8% (*n*=67)
66+	15.1% (*n*=25)	3.1% (*n*=11)
Race		
African American / Black	0	1.7% (*n*=8)
Asian / Asian American	0	2.4% (*n*=11)
American Indian / Alaska Native	0	1.1% (*n*=5)
White / Caucasian	94.0% (*n*=156)	77.1% (*n*=354)
Other	0	0.8% (*n*=4)
Hispanic / Latino	3.2% (*n*=10)	5.2% (*n*=24)
Highest Level of Education		
No Degree	0	0.3% (*n*=1)
A.A. / A.S.	0	0.8% (*n*=3)
B.A. / B. S.	5.4% (*n*=10)	53.7% (*n*=209)
M.A. / M. S. / MBA	22.6% (*n*=42)	43.4% (*n*=169)
Terminal Degree (Ph.D., Ed.D., D. BA., etc.)	72.0% (*n*=134)	1.85 (*n*=7)
Accredited in Public Relations (APR/APR+M)	37.9% (*n*=92)	28.3% (*n*=111)
ABC Accredited		1.0% (*n*=4)
Tenured or Tenure-Track	69.5% (*n*=121)	
Professional Experience	96.2% (*n*=152)	
Taught as an Adjunct Professor		18.2% (*n*=71)
Guest Lecturer in PR Course		57.5% (*n*=223)
Served on a University's Governing Body		10.7% (*n*=42)
Serve on a Site Visit for CEPR Certification	6.0% (*n*=11)	1.5% (*n*=6)
Served on a Site Visit for ACEJMC Accreditation	6.5% (*n*=12)	2.3% (*n*=9)
Served on CPRS Pathways Program Committee	0.5% (*n*=1)	0.8% (*n*=3)
Directly Involved in Supervising Entry-Level Pros		52.3% (*n*=203)
Supervised a PR Internship in the Last 5 Years		61.1% (*n*=240)
Organizational Setting		
Agency / Consultancy		21.6% (*n*=85)
Corporation		28.5% (*n*=112)
Educational Institution		12.5% (*n*=49)
Government / Military		10.9% (*n*=43)
Independent Practitioner		2.5% (*n*=10)
Nonprofit / Association		16.5% (*n*=65)
Other		7.4% (*n*=29)
Number of Employees at Organization		
25 or less		23.3% (*n*=91)
26 to 50		6.1% (*n*=24)
51 to 100		6.9% (*n*=27)

101 to 500		14.8% (*n*=58)
501 to 1,000		8.4% (*n*=33)
1,001 to 5,000		14.6% (*n*=57)
More than 5,000		25.8% (*n*=101)