

APR



Accredited in Public Relations in Utah

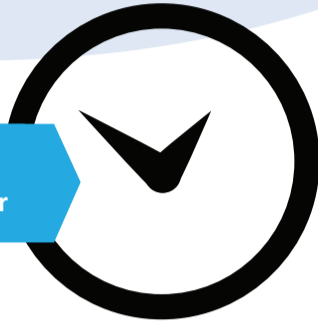
Information from a survey of Accredited public relations professionals living and working in Utah.



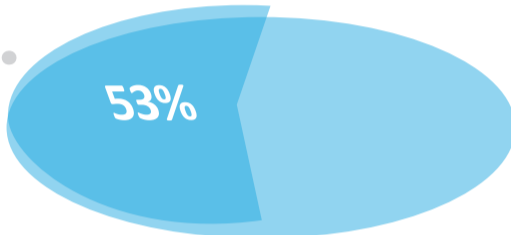
Utah APRs have had their Accreditation for an average of 13 years



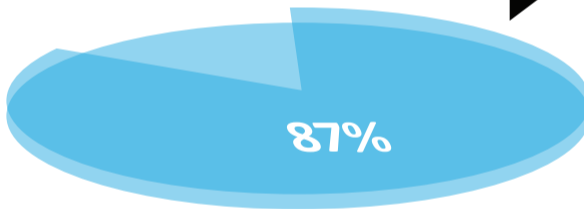
They bill clients an average of \$165 an hour



53% of Utah APRs said their Accreditation was somewhat or very instrumental in securing their current job



87% said their Accreditation is somewhat or very valuable to their current employer



93% said they have helped other public relations practitioners work toward their Accreditation



Utah APRs report a 30% median salary increase since becoming Accredited



The top three reasons for obtaining their Accreditation are to:

1 Demonstrate commitment to the profession 71%

2 Expand public relations knowledge, skills and abilities 64%

3 Demonstrate public relations proficiency 57%

Survey conducted by Pete Codella, APR in August 2012 with 54% of Utah APRs responding.

For more information visit PeteCodella.com or PRAccreditation.org.