

# Measuring the impact of public sector cuts on the PR industry

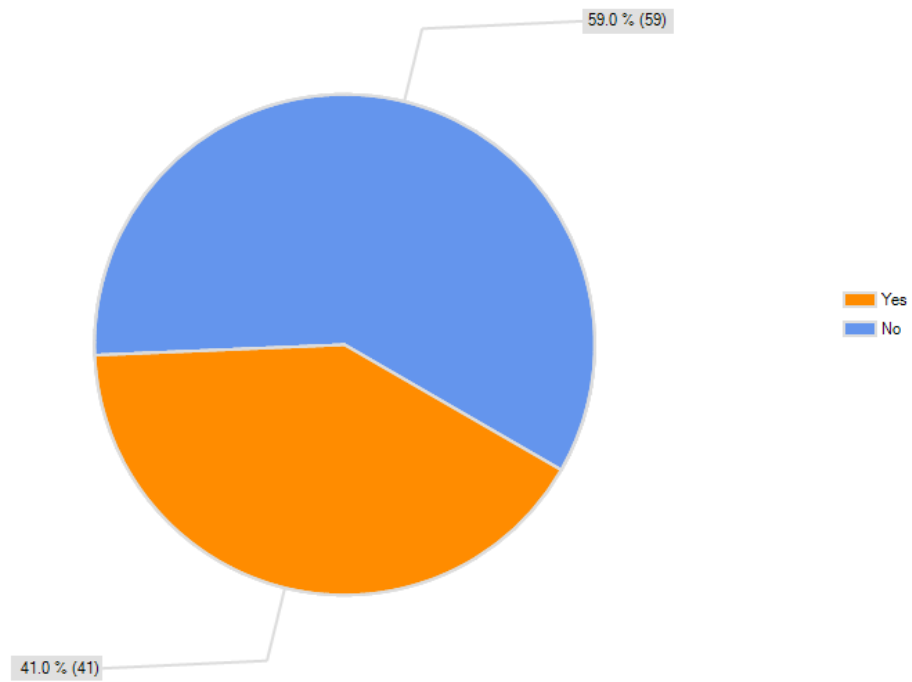
**September 2010**

## Measuring the impact of public sector cuts on the PR industry

100 PR companies took part in our survey. It was carried out during August 2010.

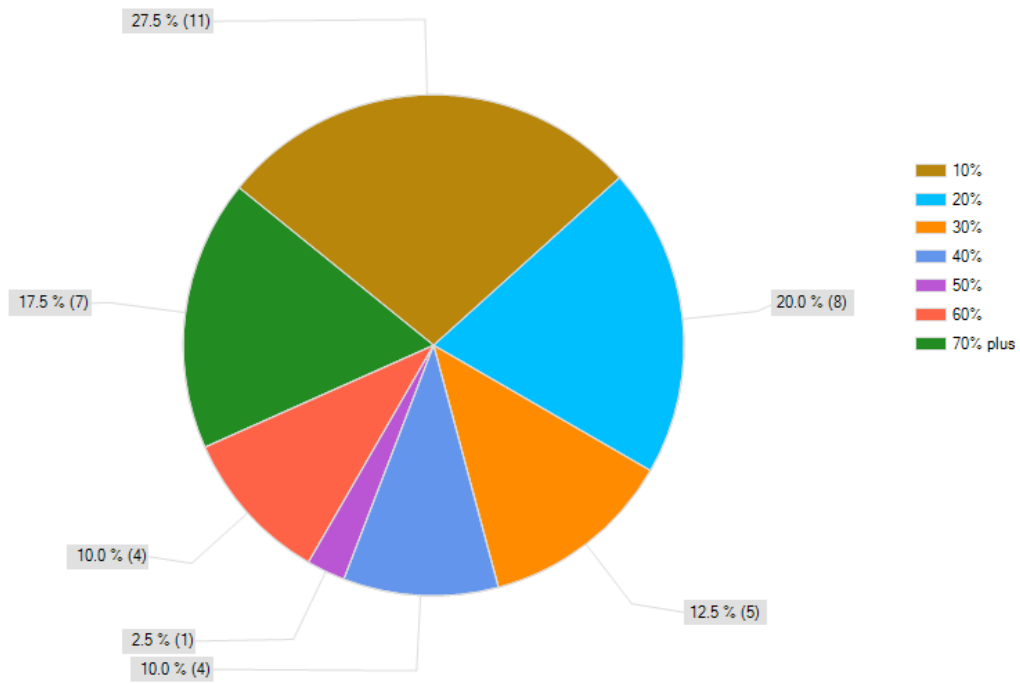
### Q1

Do you have public sector clients?



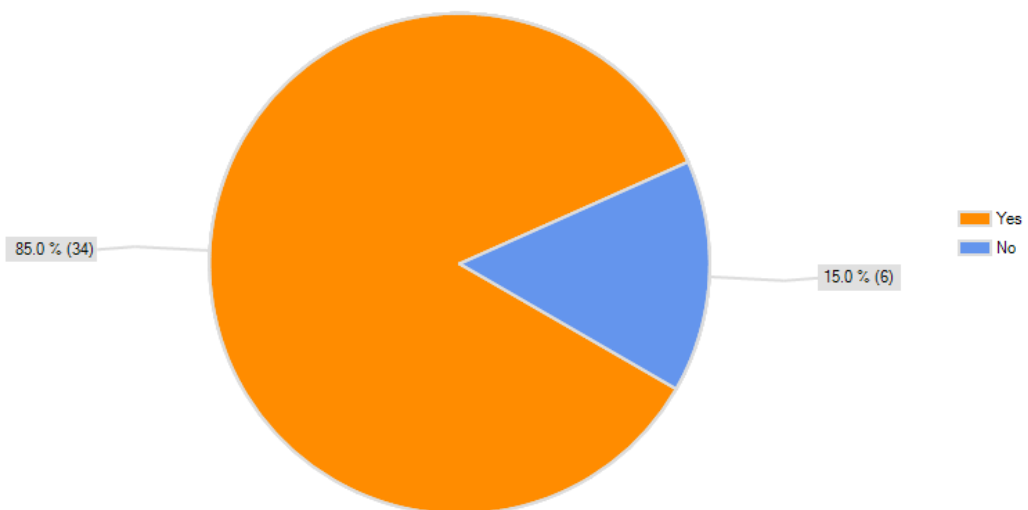
**Q2**

**What percentage of your business is public sector?**



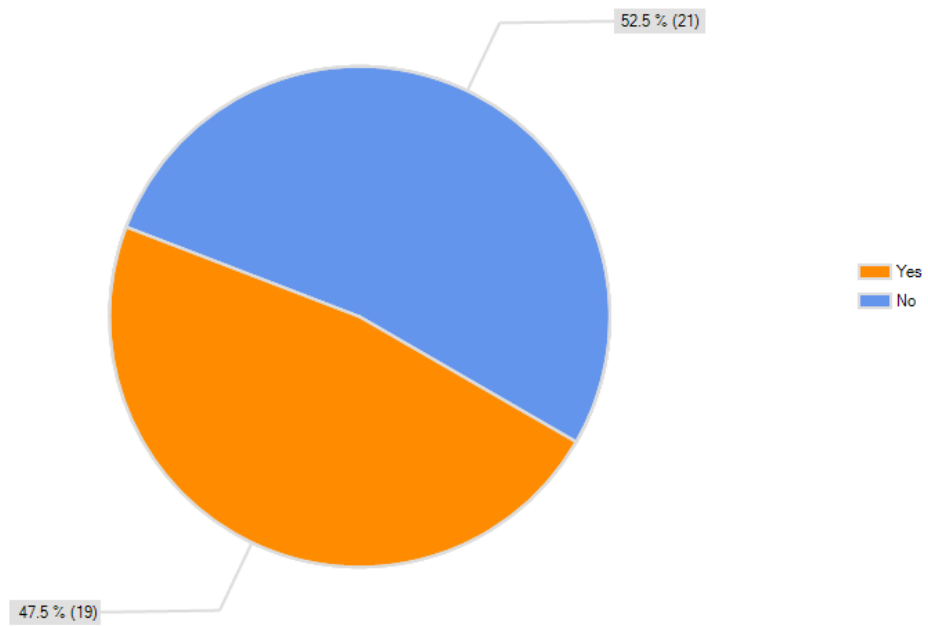
**Q3**

**Are any of your existing public sector clients cutting budgets?**



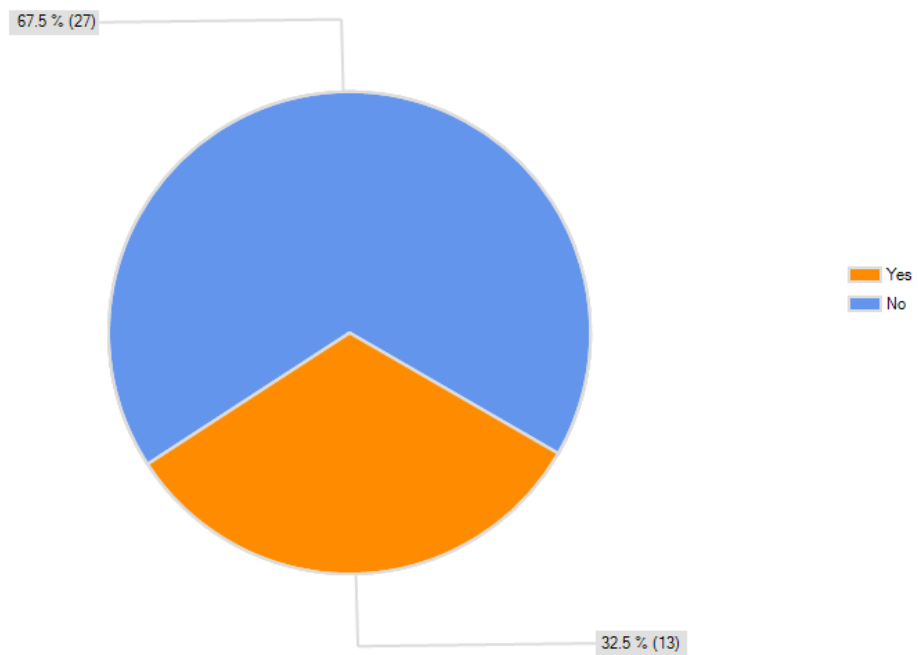
**Q4**

**Have you lost public sector clients as a result of government cuts?**



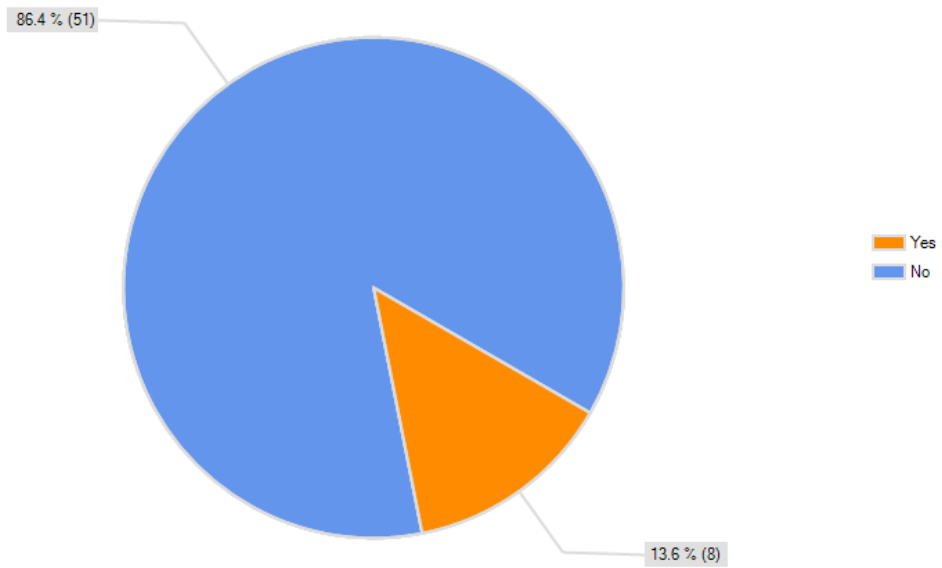
**Q5**

**Are you confident about keeping your public sector clients in the near future in the face of government spending cuts?**



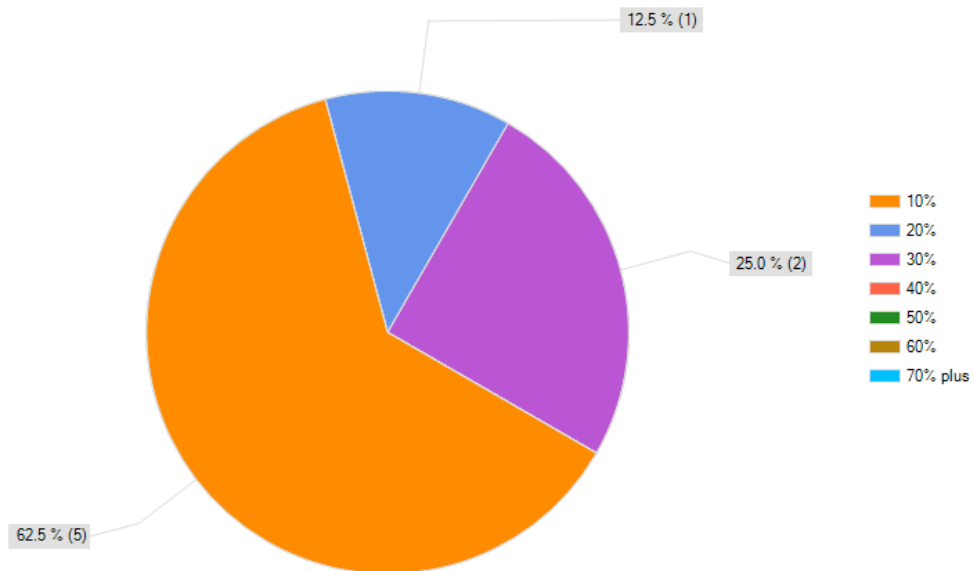
**Q6**

**Did you have public sector clients before the recent government cuts?**



**Q7**

**What percentage of your business was public sector prior to the cuts?  
(please choose closest figure)**



Q8

Are you confident of winning new public sector clients in the face of government cuts?



## About Daryl Willcox Publishing

Daryl Willcox Publishing ([www.dwpub.com](http://www.dwpub.com)) provides information services for people in journalism, public relations and marketing. Launched in 1997, the company connects media professionals to create opportunities for timely, relevant press coverage. Products include the Response Source Journalist Enquiries System, SourceWire and Response Source press release wires, the Freelance Journalist Directory and the FeaturesExec media database. Over 2,500 companies use Daryl Willcox Publishing's media relations services, including around 120 of the top 150 PR Companies.

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