

JUNE 2021 STATE OF THE INDUSTRY SURVEY: RADIO COPYWRITERS

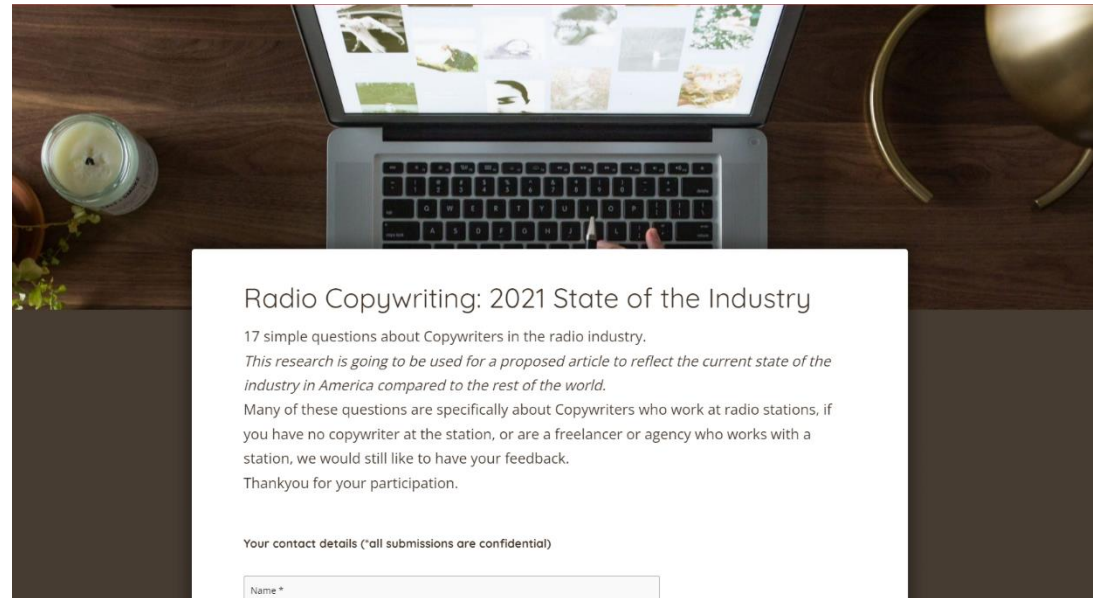
Commissioned by: [Earl Pilkington](#)

Run online through: freeonlinesurveys.com

Total Respondents: **221**

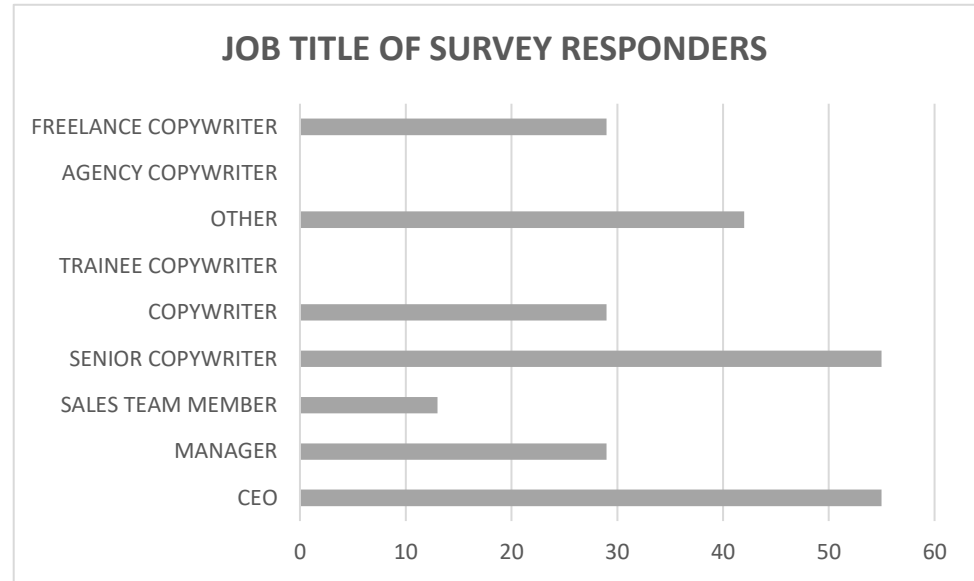
Final Report: **July 14, 2021**

**Note: Some fields had become corrupted in the original set-up of the survey, or when data was acquired from respondents. This only affected questions 15 & 16.*



QUESTION 1

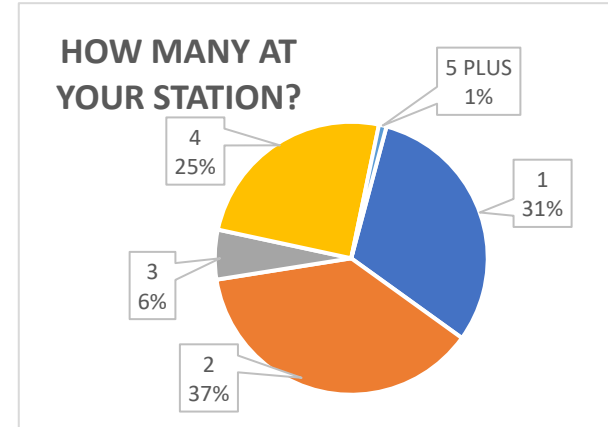
JOB TITLE OF SURVEY TAKERS:	#	%
CEO	55	25%
MANAGER	29	13%
SALES TEAM MEMBER	13	6%
SENIOR COPYWRITER	55	25%
COPYWRITER	29	13%
TRAINEE COPYWRITER	0	0%
OTHER	42	19%
AGENCY COPYWRITER	0	0%
FREELANCE COPYWRITER	29	13%
MULTIPLE SELECTIONS POSSIBLE	252	



QUESTION 2

HOW MANY COPYWRITERS AT YOUR STATION?

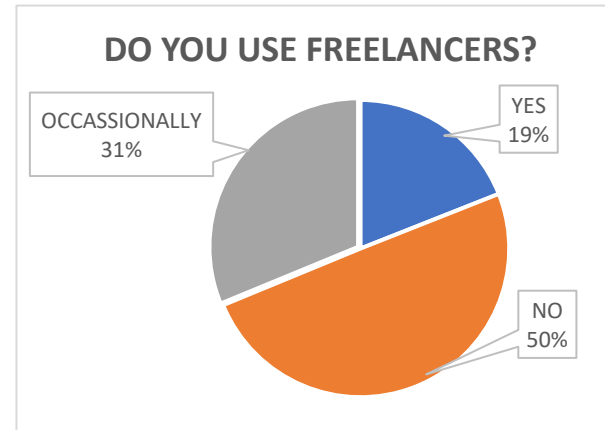
1	68	31%
2	83	37%
3	13	6%
4	55	25%
5 PLUS	2	1%
	221	



QUESTION 3

DO YOU USE FREELANCERS?

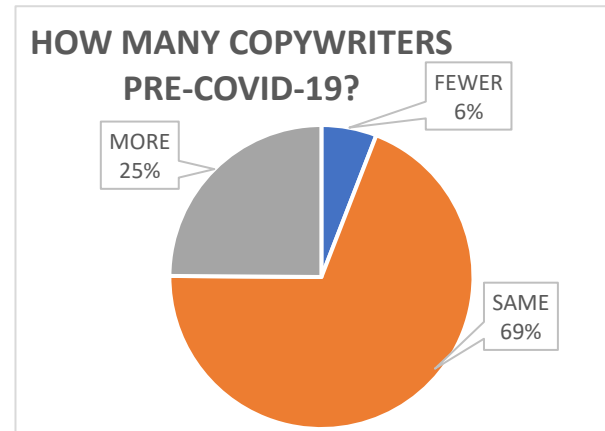
YES	42	19%
NO	110	50%
OCCASSIONALLY	69	31%
	<hr/>	
	221	



QUESTION 4

HOW MANY COPYWRITERS DID YOU HAVE PRE-COVID?

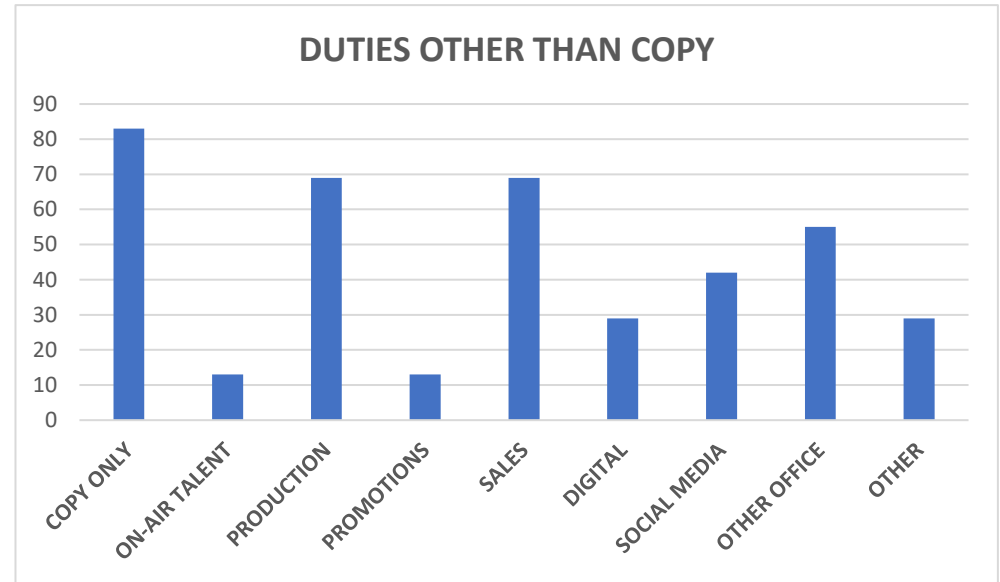
FEWER	13	6%
SAME	153	69%
MORE	55	25%
	<hr/>	
	221	



QUESTION 5

DUTIES OTHER THAN COPY?

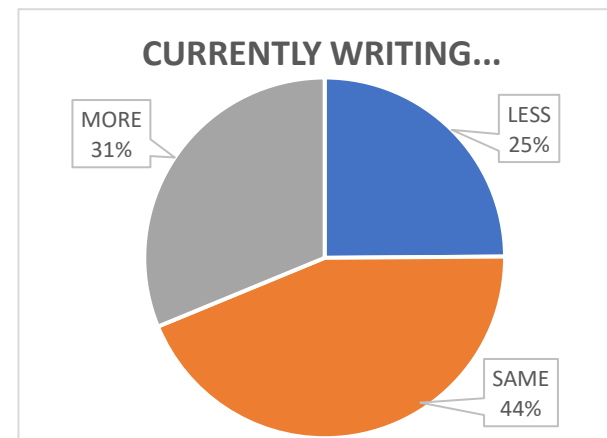
COPY ONLY	83	38%
ON-AIR TALENT		
TALENT	13	6%
PRODUCTION	69	31%
PROMOTIONS	13	6%
SALES	69	31%
DIGITAL	29	13%
SOCIAL MEDIA	42	19%
OTHER OFFICE		
OFFICE	55	25%
OTHER	29	13%
	<u>402</u>	



QUESTION 6

CURRENTLY WRITING...

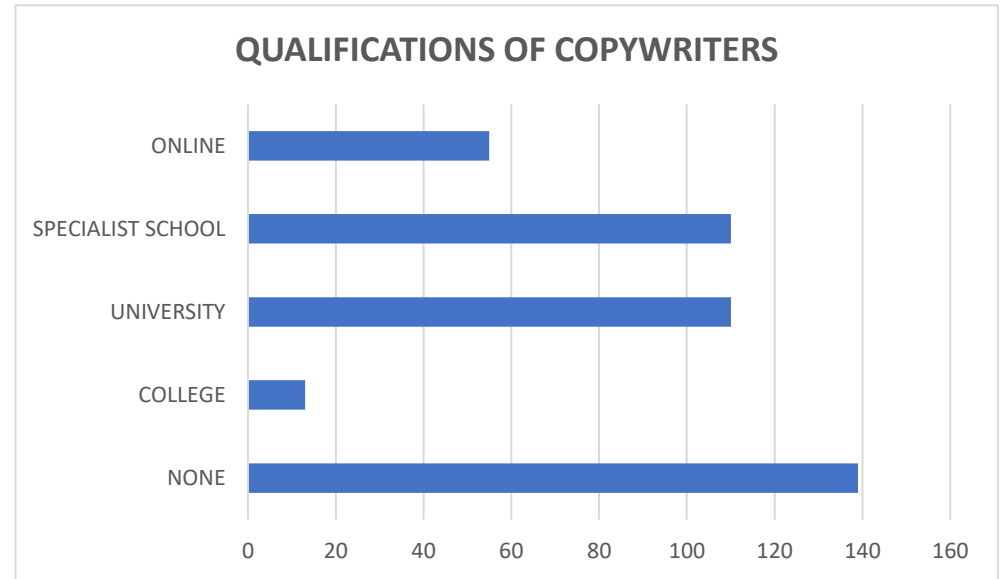
LESS	55	25%
SAME	97	44%
MORE	69	31%
	<u>221</u>	



QUESTION 7

QUALIFICATIONS OF COPYWRITERS IN THE TEAM?

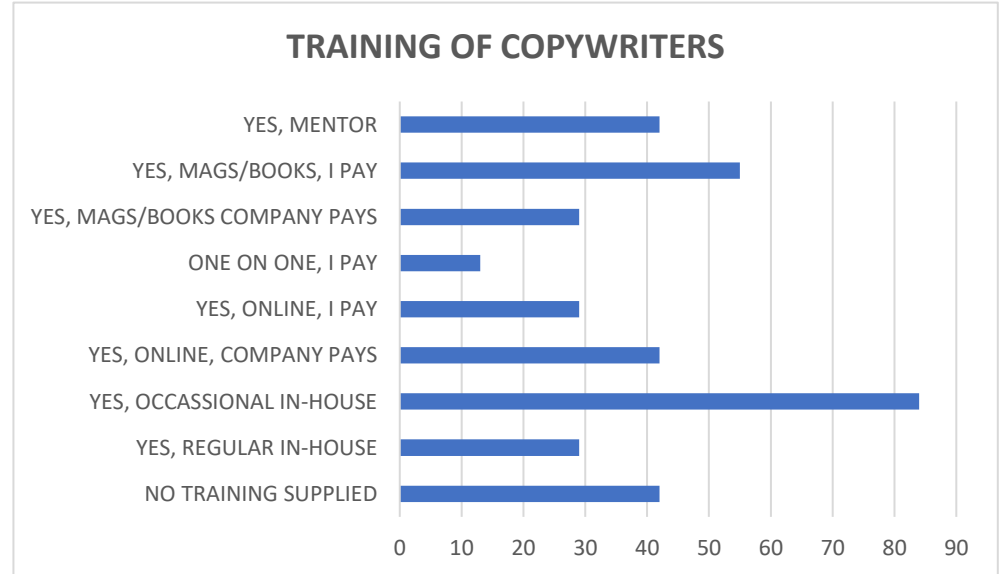
NONE	139	63%
COLLEGE	13	6%
UNIVERSITY	110	50%
SPECIALIST SCHOOL	110	50%
ONLINE	55	25%
MULTIPLE SELECTIONS POSSIBLE	427	



QUESTION 8

TRAINING OF COPYWRITING STAFF

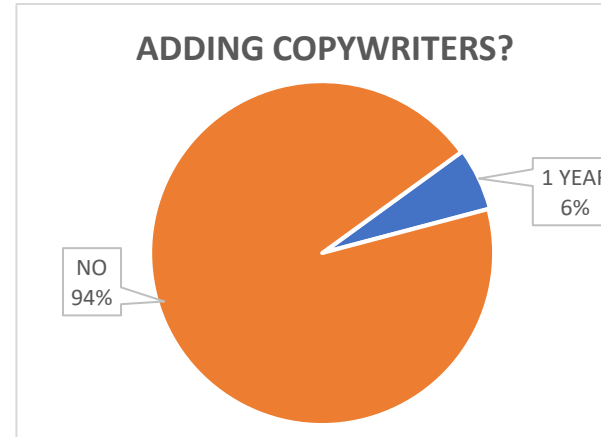
NO TRAINING SUPPLIED	42	19%
YES, REGULAR IN-HOUSE	29	0%
YES, OCCASIONAL IN-HOUSE	84	38%
YES, ONLINE, COMPANY PAYS	42	19%
YES, ONLINE, I PAY	29	13%
ONE ON ONE, I PAY	13	6%
YES, MAGS/BOOKS		
COMPANY PAYS	29	13%
YES, MAGS/BOOKS, I PAY	55	25%
YES, MENTOR	42	19%
MULTIPLE SELECTIONS POSSIBLE	365	



QUESTION 9

PLANNING TO ADD ANY COPYWRITERS?

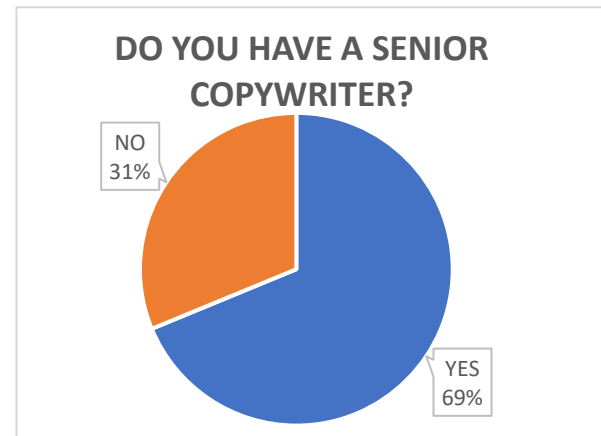
90 DAYS	0	0%
180 DAYS	0	0%
1 YEAR	13	6%
NO	208	94%
	<u>221</u>	



QUESTION 10

DO YOU HAVE A SENIOR COPYWRITER?

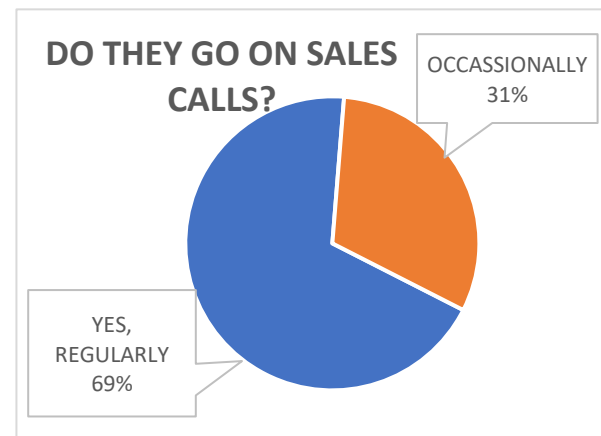
YES	152	69%
NO	69	31%
	<u>221</u>	



QUESTION 11

DO YOUR COPYWRITERS GO ON SALES CALLS?

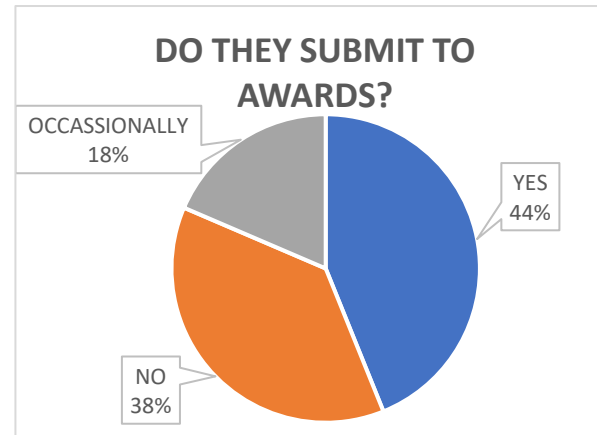
YES, REGULARLY	152	69%
NO	0	0%
OCCASIONALLY	69	31%
	<u>221</u>	



QUESTION 12

DO THEY SUBMIT THEIR WORK TO AWARDS?

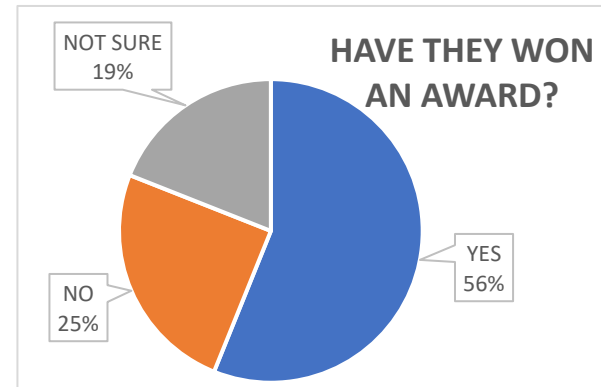
YES	97	44%
NO	83	38%
OCCASIONALLY	41	19%
	<u>221</u>	



QUESTION 13

HAS A MEMBER OF YOUR TEAM WON AN AWARD?

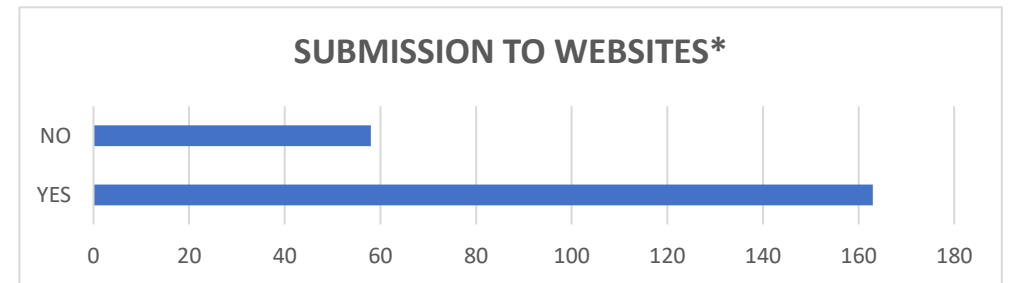
YES	124	56%
NO	55	25%
NOT SURE	42	19%
	<u>221</u>	



QUESTION 15

DO YOU SUBMIT YOUR WORK TO A WEBSITE* REGULARLY?

YES	163	74%
NO	58	26%
	<u>221</u>	



*CORRUPT DATA FIELD FOR WHICH WEBSITE LIST

QUESTION 16

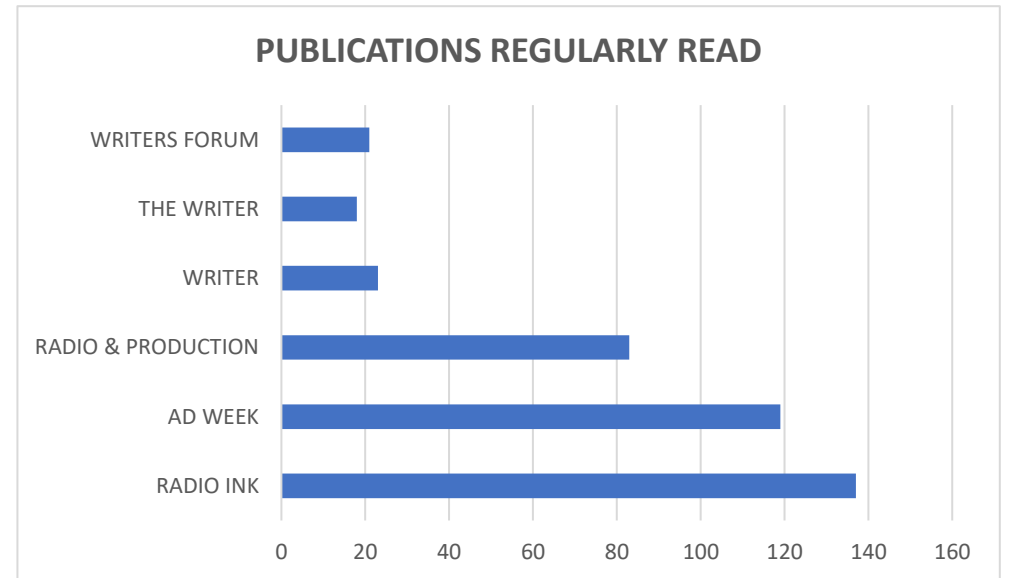
DO YOU LISTEN TO, OR CONTRIBUTE TO A PODCAST?

**ALL DATA IN THIS FIELD WAS CORRUPTED,
NO RESPONSES WERE RECORDED*

QUESTION 17

WHAT PUBLICATIONS DO YOU READ REGULARLY?

RADIO INK	137	34%
AD WEEK	119	30%
RADIO & PRODUCTION	83	21%
WRITER	23	6%
THE WRITER	18	4%
WRITERS FORUM	21	5%
<i>MULTIPLE SELECTIONS POSSIBLE</i>	<u>401</u>	



END.