



# 5<sup>th</sup> Annual HarrisX & Ragan Survey of Communications Leaders

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November 2025

# Research Methodology

- The national survey was conducted online **August-October 2025** with **400 CEOs and Communications Leaders**.
- Respondents are recruited through opt-in, web-panel recruitment sampling. Recruitment occurs through a broad variety of professional, validated respondent panels to expand the sampling frame as wide as possible and minimize the impact of any given panel on recruiting methods.

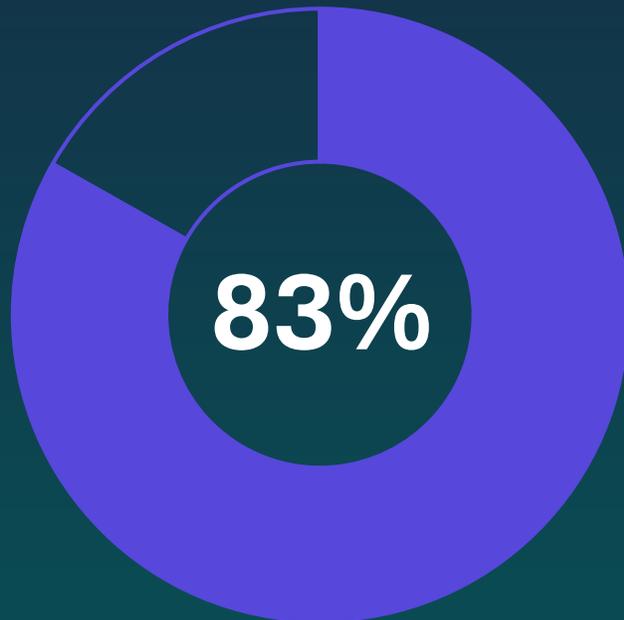


Sample Size & Sampling Margin of Error	
<b>400</b> All Respondents	<b>+/-4.9 pts</b> Sampling Margin of Error
<b>125</b> CEOs	<b>+/-8.8 pts</b> Sampling MoE
<b>275</b> Communications Leaders	<b>+/-5.9 pts</b> Sampling MoE

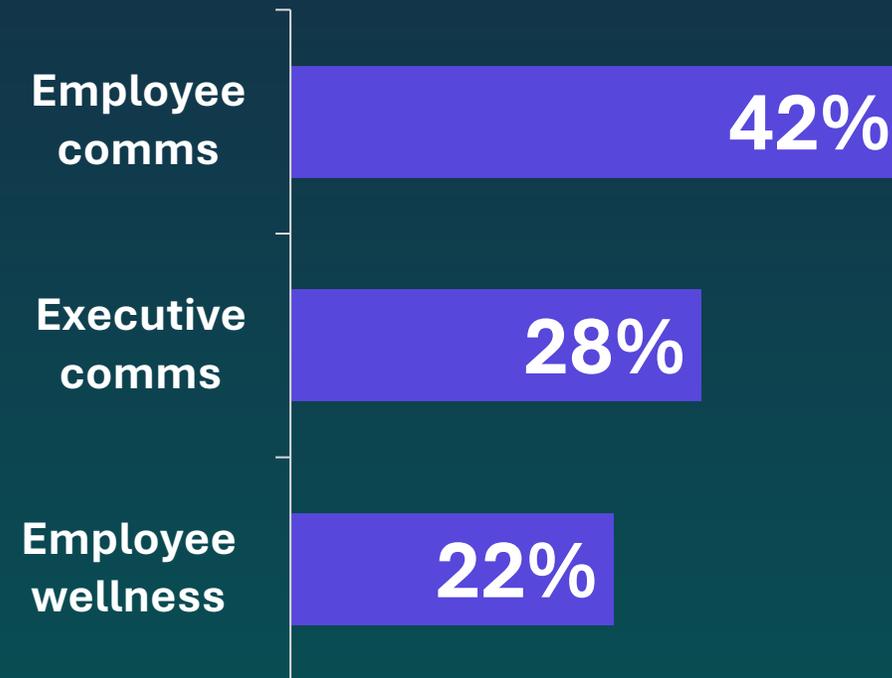
**Note:** Some percentages on the slides may not add up to exactly 100% due to rounding.

# CEOs say they greatly value communications function and point to internal and executive comms as biggest added value

**CEOs:  
Value Comms Function Very Much**



**CEOs:  
Top 3 Areas Where Comms Add Value**



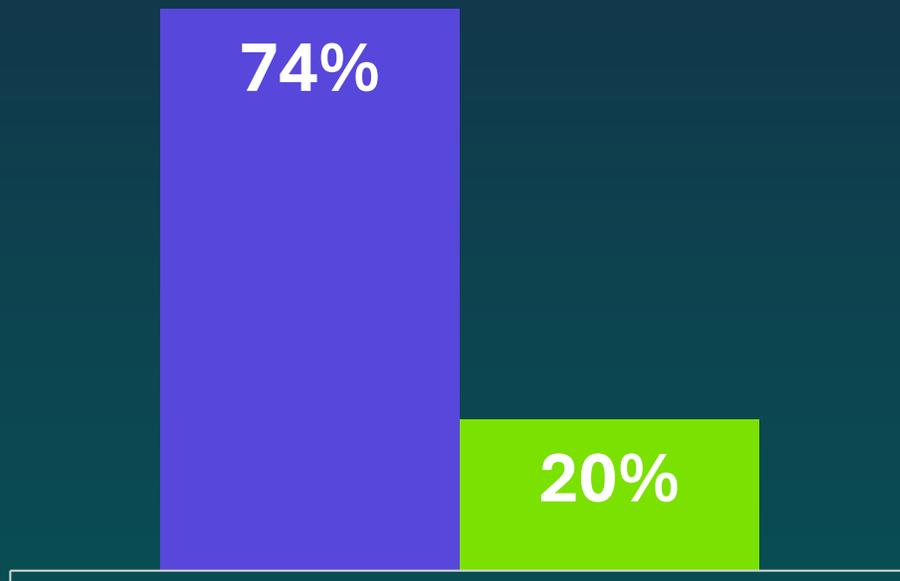
Q: In general, how much do you value the communications function within your organization?

Q: Which areas of the communication function bring the most value to your organization?

# CEOs say they lead comms and should continue to do so, but Comms Leaders disagree

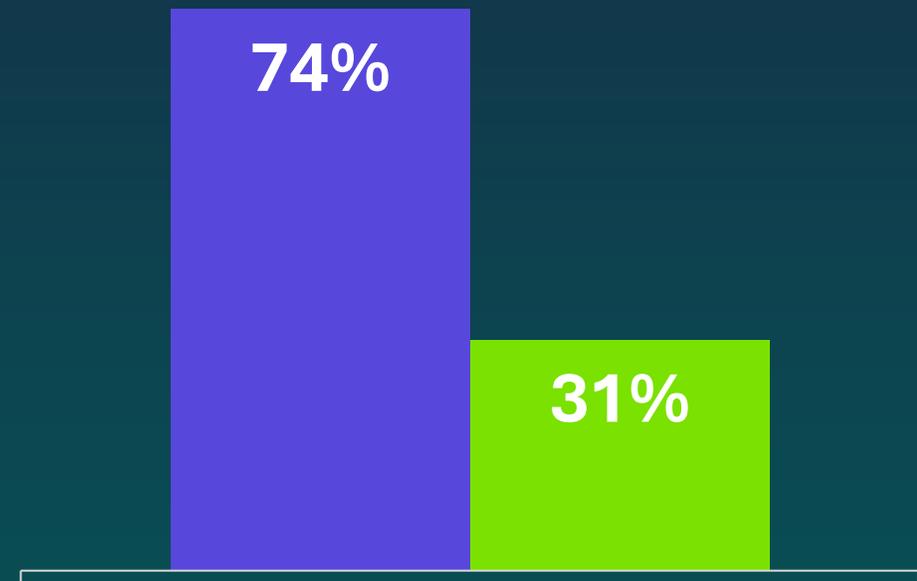
*Say Their Communications is Overseen by the CEO*

■ CEOs ■ Comms leaders



*Say Communications Department Should Report to the CEO*

■ CEOs ■ Comms leaders

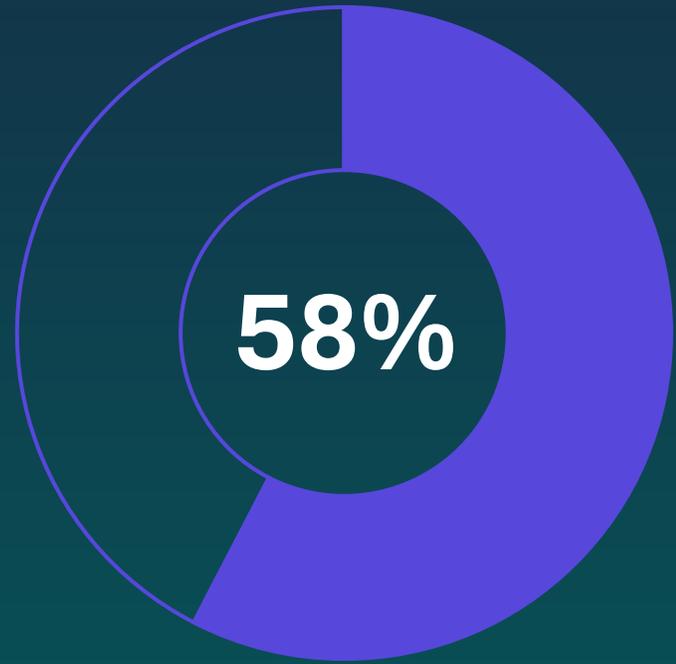


Q: Who oversees external/internal communications within your organization?

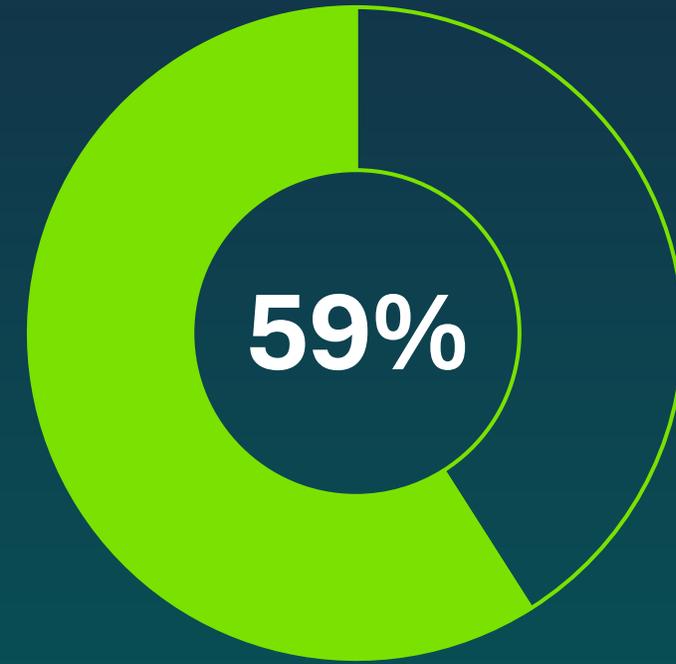
Q: Who do you think your communications department should report to?

# CEOs want their organizations to speak up less, while Comms Leaders want to speak up more

**CEOs:**  
*Their Org Speaks Up Too Much*



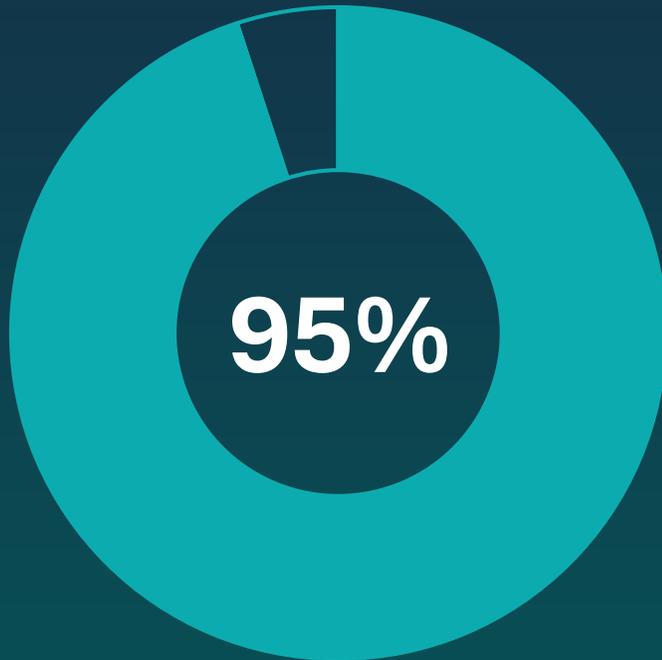
**Comms Leaders:**  
*Their Org Should Speak Up More*



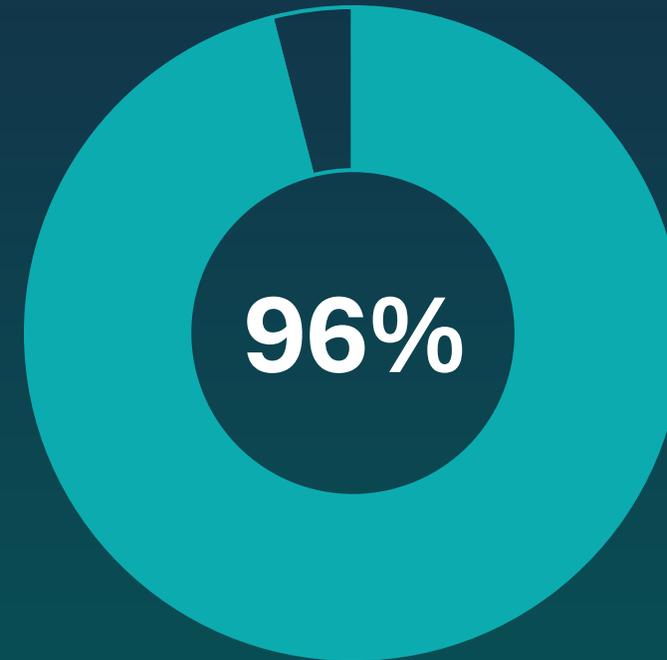
Q: In general, when it comes to political, economic and social issues, do you think your organization is...

# Nearly all organizations use AI in communications, with an overwhelmingly positive impact

*Organizations Using AI in Communications Work*



*AI Has Had a Positive Impact on Communications Work*

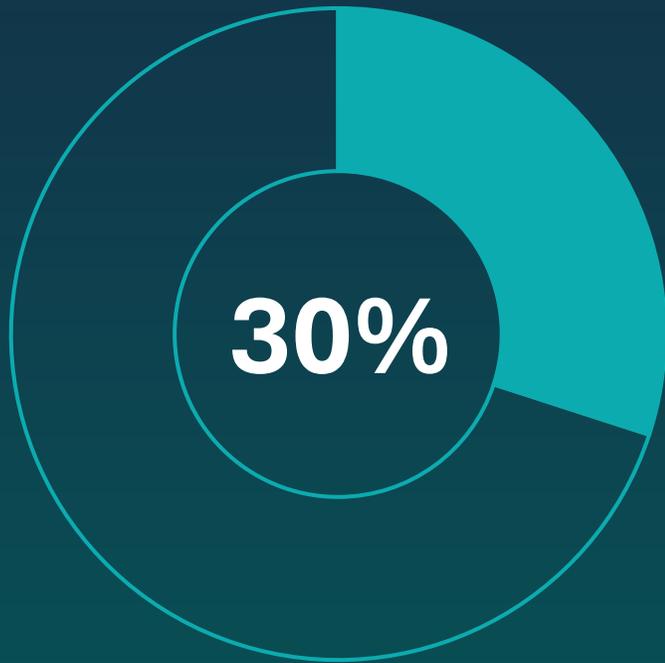


Q: In what ways, if any, does your organization utilize AI in the field of communications?

Q: Overall, how would you describe the impact of AI on the quality of communications work in your organization?

# AI is already playing a major force in comms work

*More Than Half of Comms Work  
Being Done by AI*



*AI Will Do More Than Half of Comms  
Work by 2030*



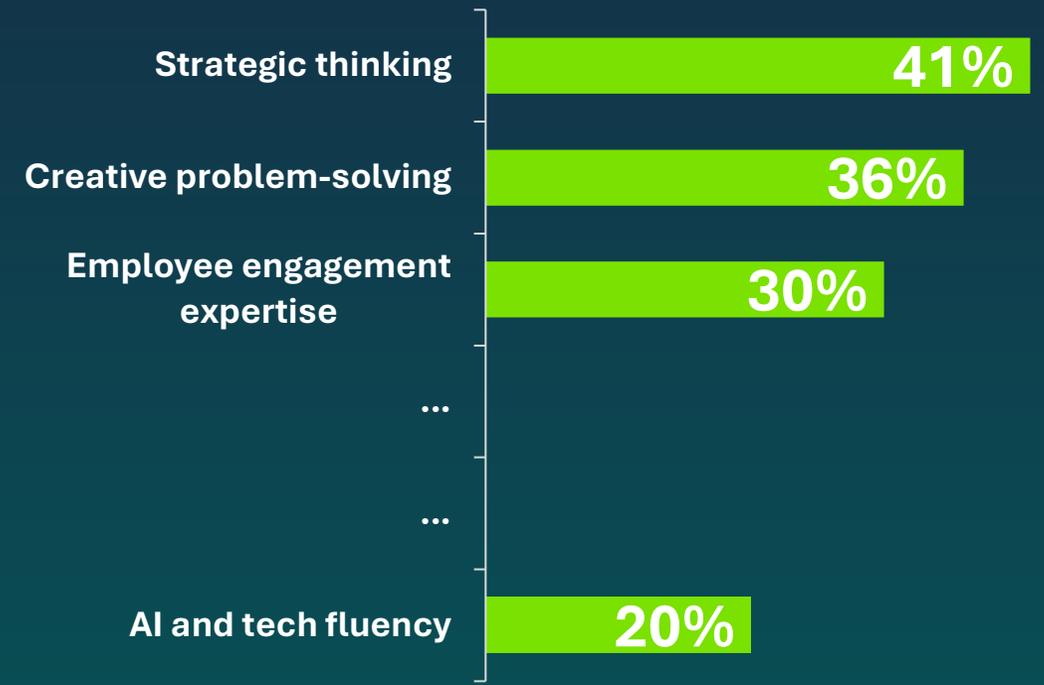
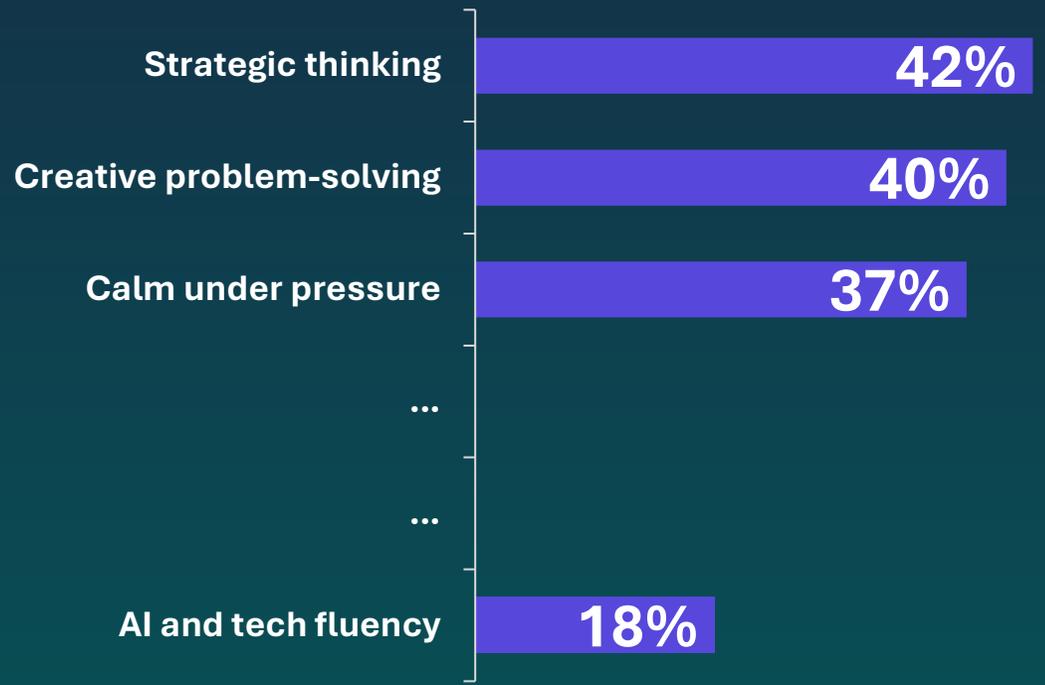
Q: Approximately how much of your organization's communications work do you think is currently being done by AI?

Q: Approximately how much of your organization's communications work do you think will be done by AI five years from now?

# AI skills, however, are not seen as a must for comms professionals

**CEOs:**  
*Most Valuable Skills for Comms Leaders*

**Comms Leaders:**  
*Comms Skills Most Valued by the CEO*

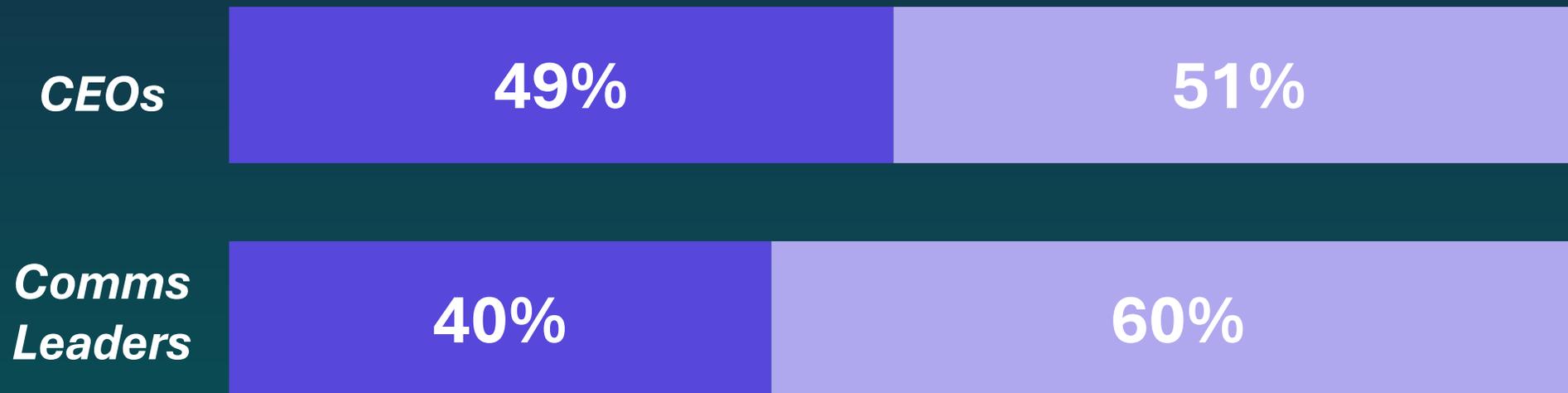


Q: What qualities do you think are most valuable for a communications leader(s) to have? Please select up to five.

Q: What qualities do you think your CEO values most in a communications leader(s)? Please select up to five.

# Many CEOs believe AI expertise will soon surpass traditional comms skills

- *Communications profession skills will become secondary to AI prompt engineering and data fluency*
- *We will still need great communications professionals, just with new tools*



Q: Which statement is closer to your view when it comes to communications talent?

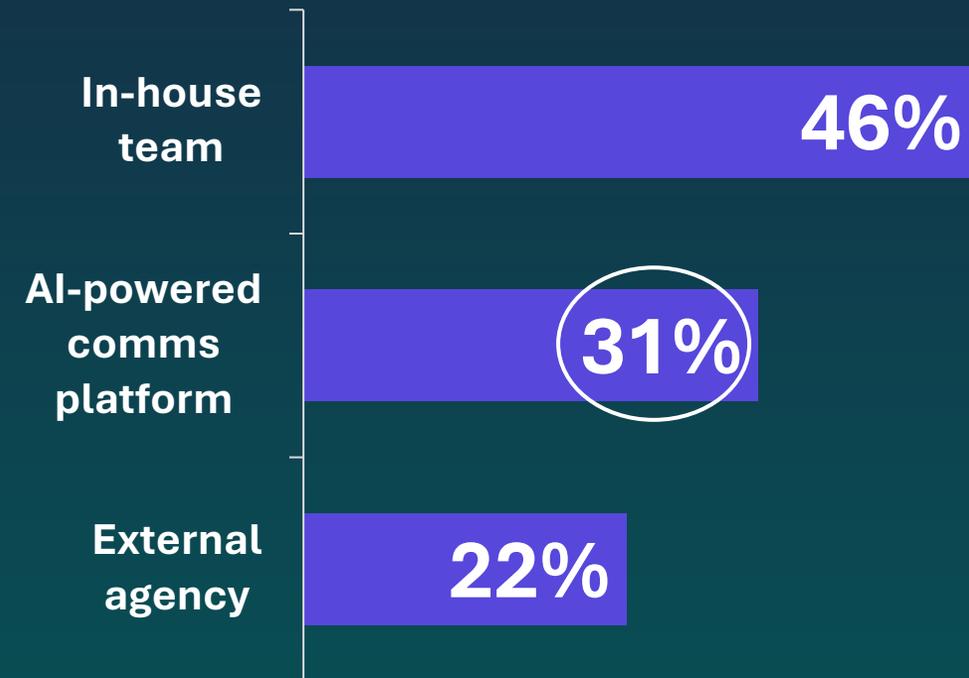
# CEOs already trust AI, and some even expect AI platforms to outperform in-house teams and agencies

## CEOs: Choice for Writing an Important Speech



- A custom-trained AI tool that has read every past speech and article of yours
- A top-tier communications professional with no AI support

## CEOs: Most Comms Value If AI Continues to Advance



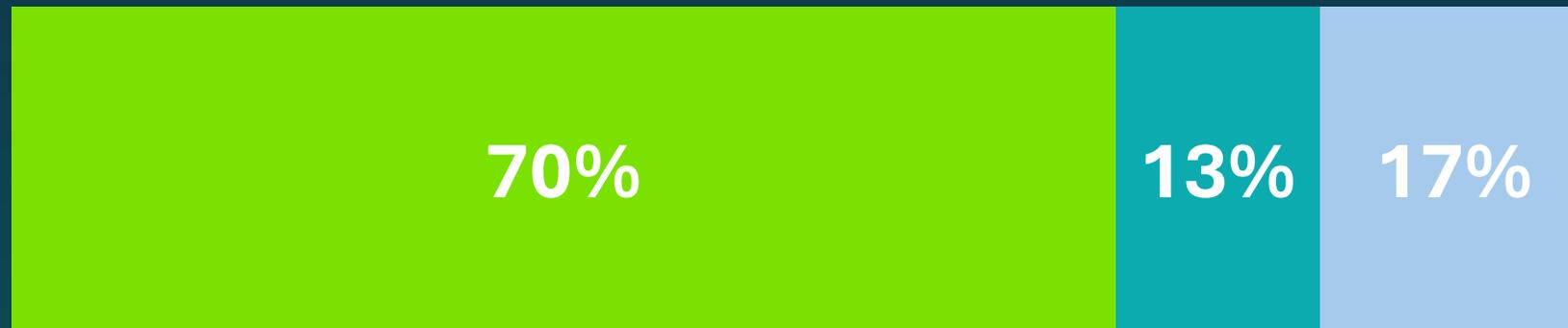
Q: Which would you trust more to write an important speech for you?

Q: If AI continues to advance, which type of communications function do you think will offer the most enduring value to organizations like yours?

# Comms Leaders, however, see AI as a partner, not a competitor

## Comms Leaders:

- *AI will enhance my capabilities to do my job effectively and efficiently*
- *I worry that AI will replace my job someday*
- *AI will not impact my job one way or the other*



Q: Which statement about AI's relation to your job comes closest to your view?



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