

# **SURVEY: Taking stock of Africa's ethics and reputation management**

The African Public Relations Association (APRA) commissioned Reputation Matters, a South African reputation research firm, to conduct a study on Africa's ethics and reputation. The research study was first conducted in 2018. This year's study is currently out in the field.

The survey is intended for CEOs, MDs, directors, senior and junior managers, as well as public relations managers and/or officers.

Click [here](#) to take the survey

The survey results will be compared and shared at APRA's 33rd conference in Dar es Salaam, Tanzania taking place from 23-27 May 2022.

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