O'Dwyer's Readership Survey

The results in this report are from an online survey that was fielded from Sep. 16 to Oct. 12, 2021. Respondents were from 6 different countries. The responses were not weighted.
How did you first hear about O’Dwyer’s?

- Colleagues in PR & comms.: 44%
- Firm or company already had a sub.: 25%
- Web search on PR, comms., etc.: 11%
- Saw copy of the magazine: 5%
- Social media: 1%
- Other: 14%

Base: 76% of respondents
How long have you been reading O’Dwyer’s?

New to the site in 2021: 10%
1 to 3 years: 19%
3 to 5 years: 9%
More than 5 years: 28%
Lifetime fan!: 34%

Base: 77% of respondents
What are your top areas of news/content on O’Dwyer’s?

- **PR firms**: 63%
- **Surveys & studies on the media, comms., etc.**: 54%
- **People**: 51%
- **PR RFP announcements**: 44%
- **Professional development**: 41%
- **Accounts**: 33%
- **Commentary**: 31%
- **PR products and services**: 28%
- **Lobbying & FARA news**: 10%
- **Other (please specify)**: 5%

*Base: 76% of respondents
Note: Respondents could select multiple options.*
Which is closest to your title?

- Individual contributor: 12%
- Team lead: 1%
- Supervisor: 2%
- Manager: 7%
- Director: 9%
- Vice President: 12%
- President: 33%
- Chief Officer: 24%

Base: 73% of respondents
What department do you work in?

- Public Relations: 50%
- Corporate Communications: 17%
- Marketing: 12%
- Social Media: 1%
- Other: 20%

Base: 72% of respondents
What type of organization do you work for?

- PR agency: 50%
- Sole practitioner: 15%
- Corporation: 14%
- Nonprofit: 5%
- College/university: 1%
- Government:
- Other: 15%

Base: 72% of respondents
When was your organization founded?

- 1999 or earlier: 50%
- 2000 to 2014: 34%
- 2015 or later: 16%

Base: 71% of respondents
Does your organization primarily sell products or services?

- Primarily services: 90%
- Both about equally: 7%
- Primarily products: 3%

Base: 66% of respondents
What industries does your organization serve? - Top 10

- Professional Services: 51%
- Financial Services, Insurance & Real Estate: 41%
- Healthcare: 40%
- Technology: 37%
- Government: 36%
- Hospitality: 36%
- Education: 34%
- Nonprofit: 34%
- Arts & Entertainment: 31%
- Manufacturing: 27%

Base: 66% of respondents
Note: Respondents could select multiple options.
How long have you worked in a public relations or communications role?

- Do not work in such a role: 2%
- Less than a year: 2%
- 1-2 years: 1%
- 3-5 years: 7%
- 6-9 years: 5%
- 10-19 years: 19%
- 20+ years: 64%

Base: 75% of respondents
What country are you in?

- United States: 95%
- Canada: 2%
- Argentina: 1%
- Australia: 1%
- Bahrain: 1%
- Hong Kong: 1%

Base: 75% of respondents
What state are you in? - Top 10

- New York: 35%
- Washington, D.C.: 11%
- California: 6%
- Florida: 6%
- Maryland: 5%
- Massachusetts: 4%
- Texas: 4%
- Nevada: 3%
- New Jersey: 3%
- North Carolina: 3%

Base: 69% of respondents
Census Region

Northeast: 45%
South: 37%
West: 12%
Midwest: 6%

Base: 69% of respondents
What is your current employment status?

- Self-employed: 41%
- Full-time paid employee: 53%
- Part-time paid employee: 3%
- Not employed but looking for work: 1%
- Not employed and not looking for work: 1%
- Disabled: 2%
- Retired: 2%
- Homemaker
- Student

Base: 75% of respondents
Approximately how many employees work at your organization (all locations)?

- 0 employees: 15%
- 1-9 employees: 32%
- 10-99 employees: 36%
- 100-999 employees: 9%
- 1,000-9,999 employees: 5%
- 10,000+ employees: 3%

Base: 71% of respondents
Does your organization primarily sell B2B, B2C, or B2G?

- Business to business: 71%
- Business to consumer: 23%
- Business to government: 6%

Base: 59% of respondents