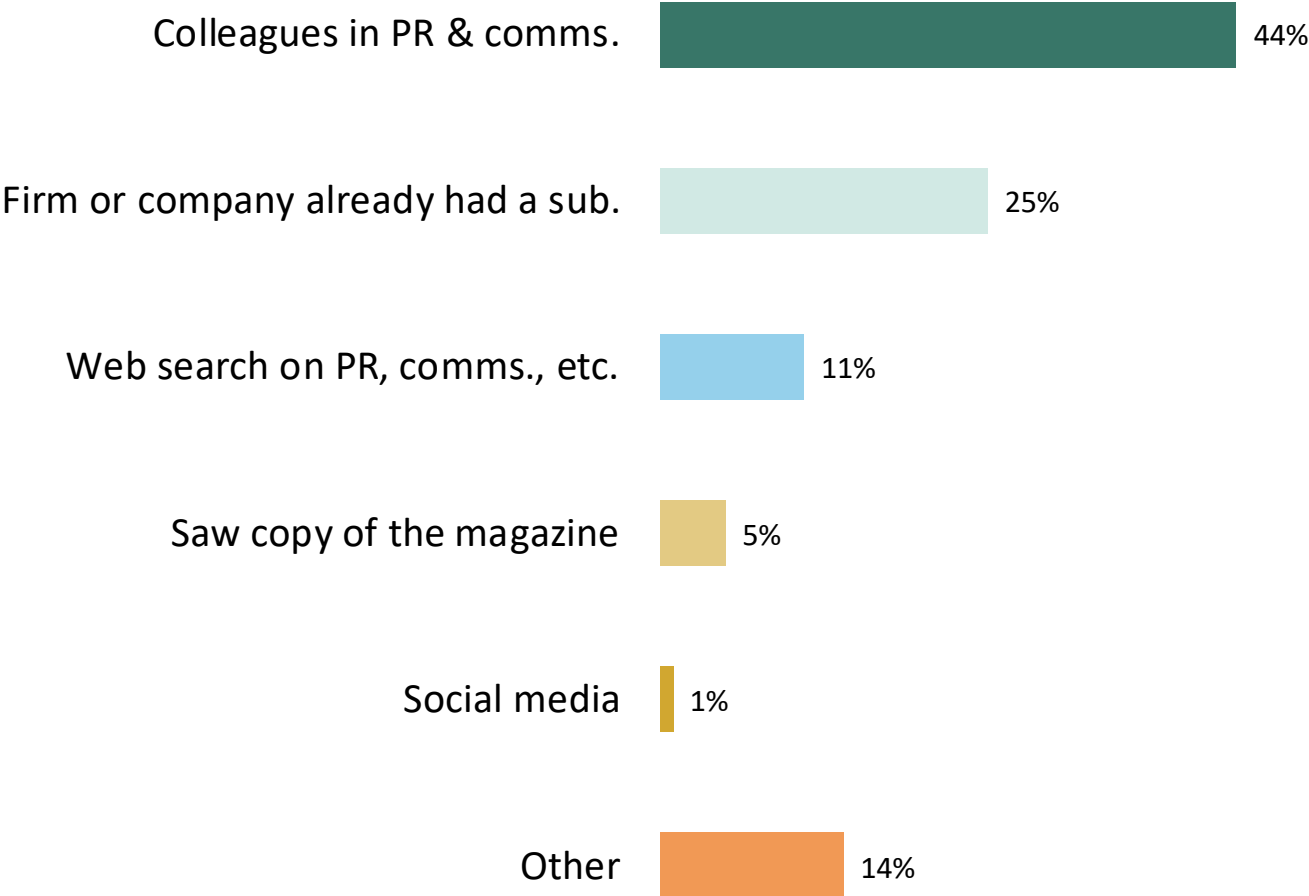


O'Dwyer's Readership Survey

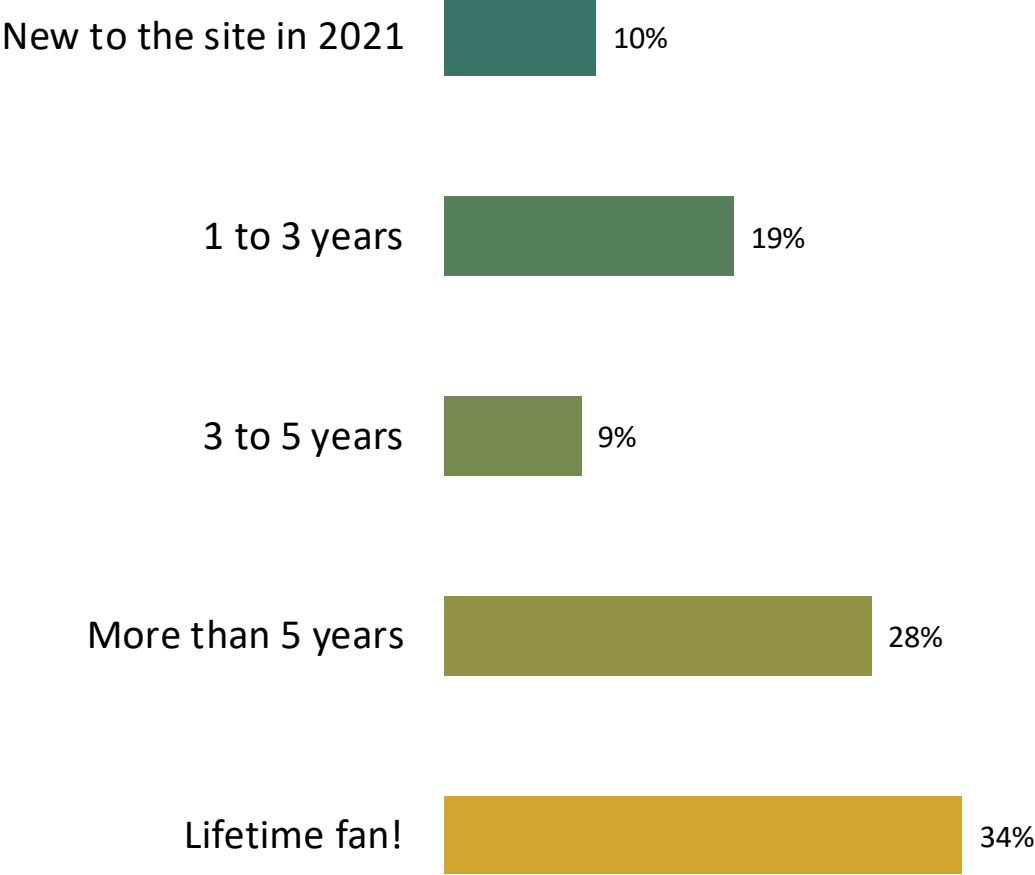
The results in this report are from an online survey that was fielded from Sep. 16 to Oct. 12, 2021. Respondents were from 6 different countries. The responses were not weighted.

How did you first hear about O'Dwyer's?



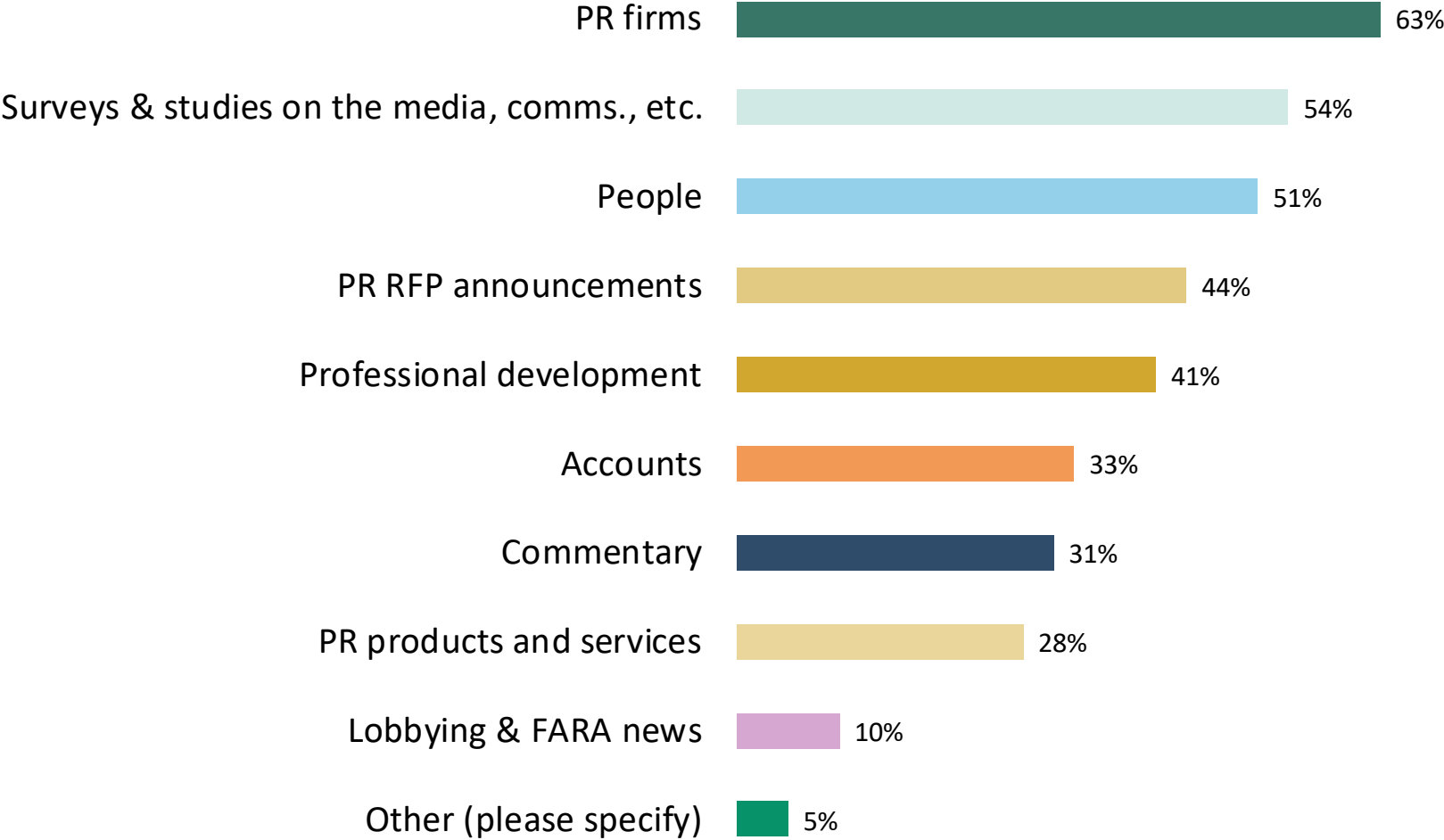
Base: 76% of respondents

How long have you been reading O'Dwyer's?



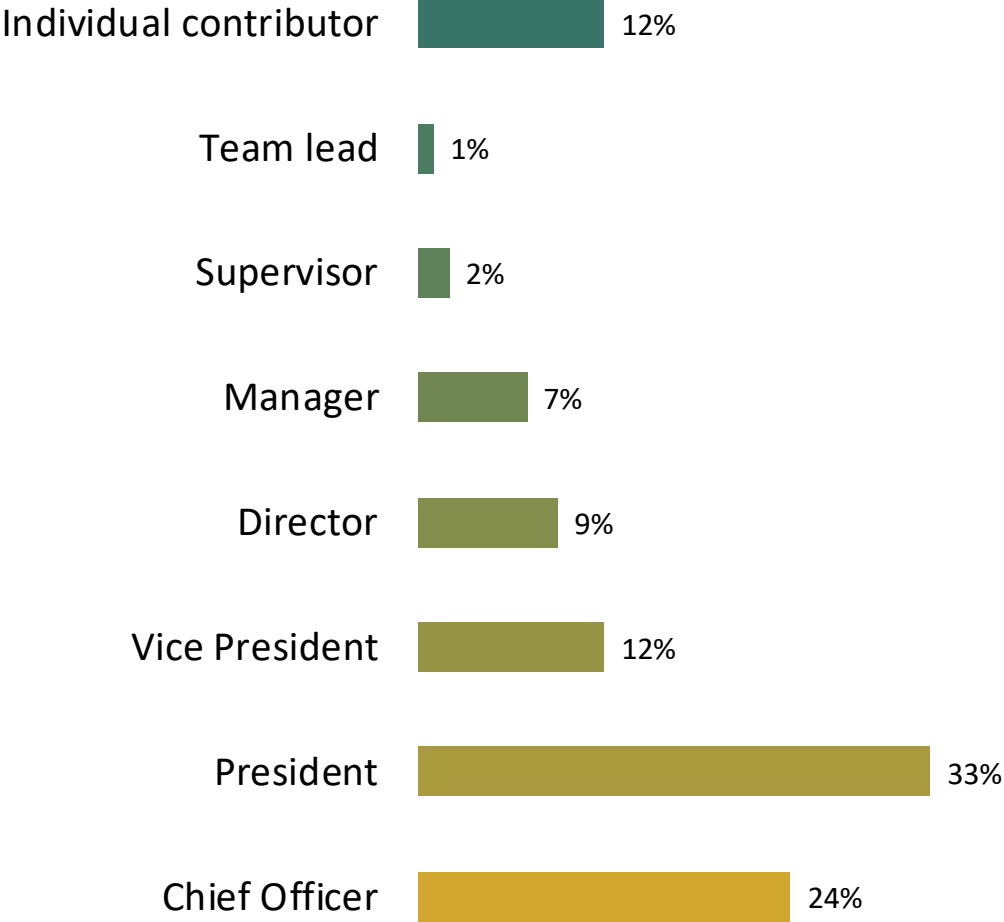
Base: 77% of respondents

What are your top areas of news/content on O'Dwyer's?



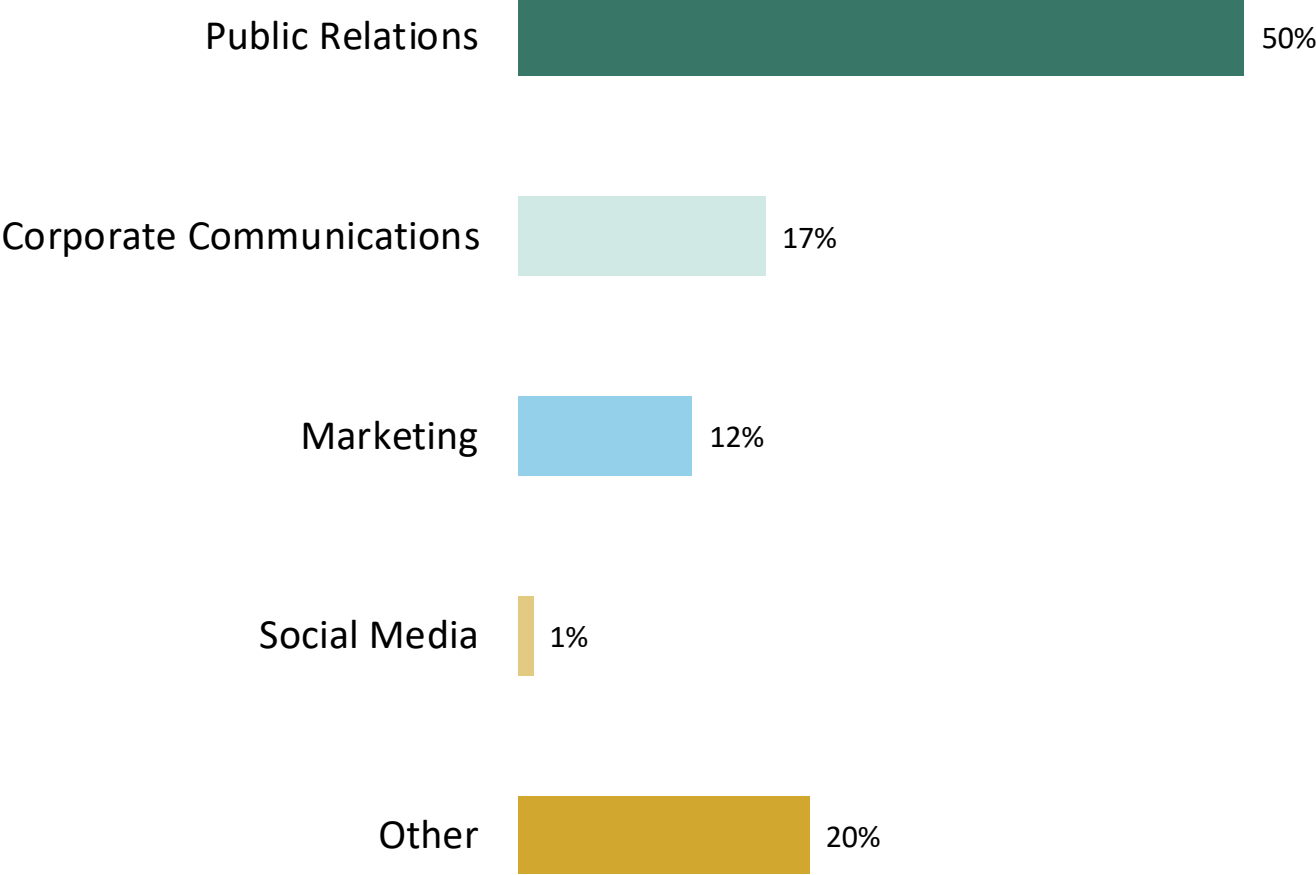
Base: 76% of respondents
Note: Respondents could select multiple options.

Which is closest to your title?



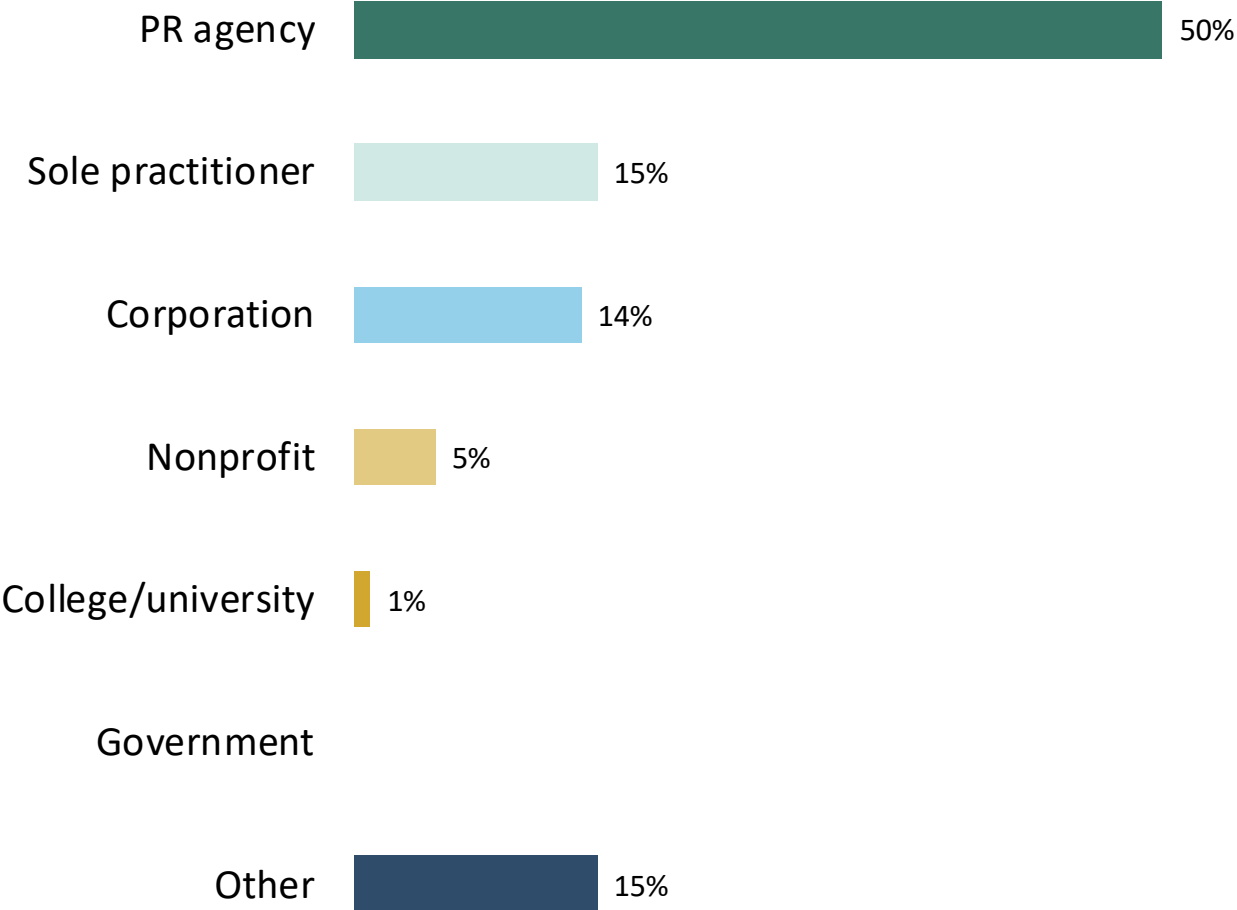
Base: 73% of respondents

What department do you work in?



Base: 72% of respondents

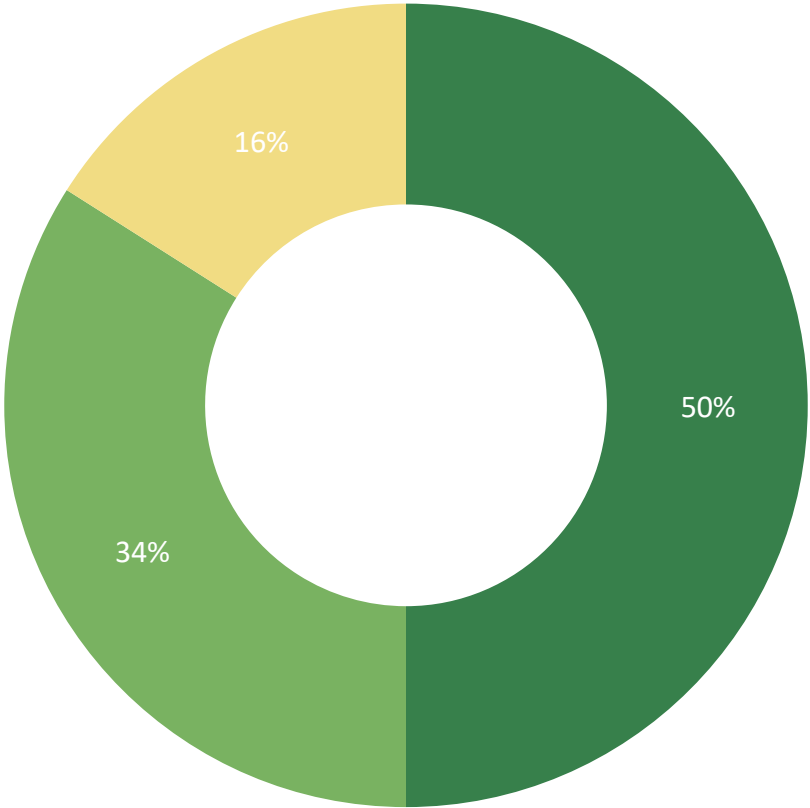
What type of organization do you work for?



Base: 72% of respondents

When was your organization founded?

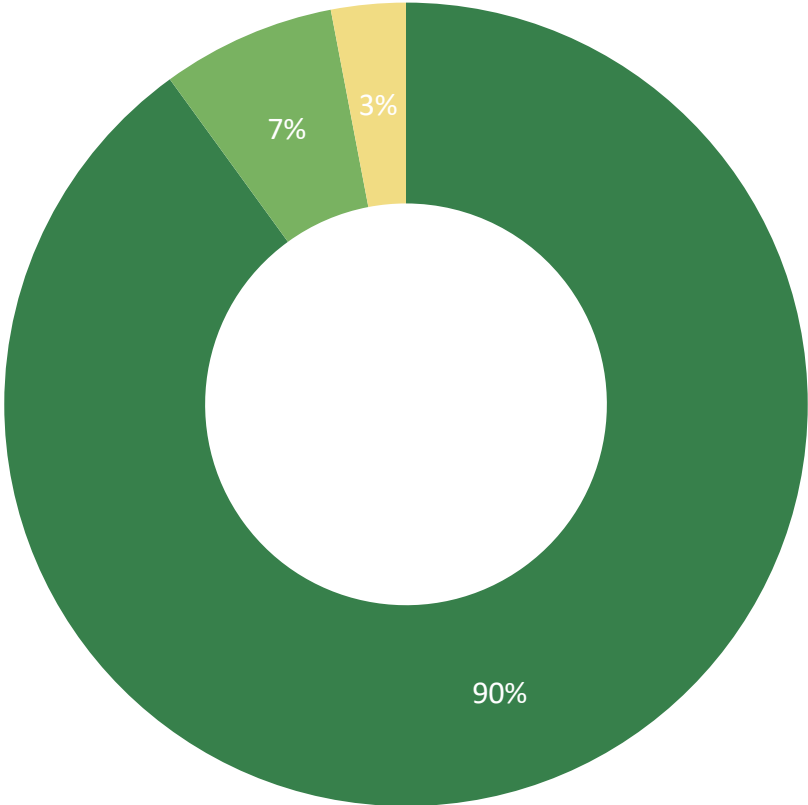
■ 1999 or earlier ■ 2000 to 2014 ■ 2015 or later



Base: 71% of respondents

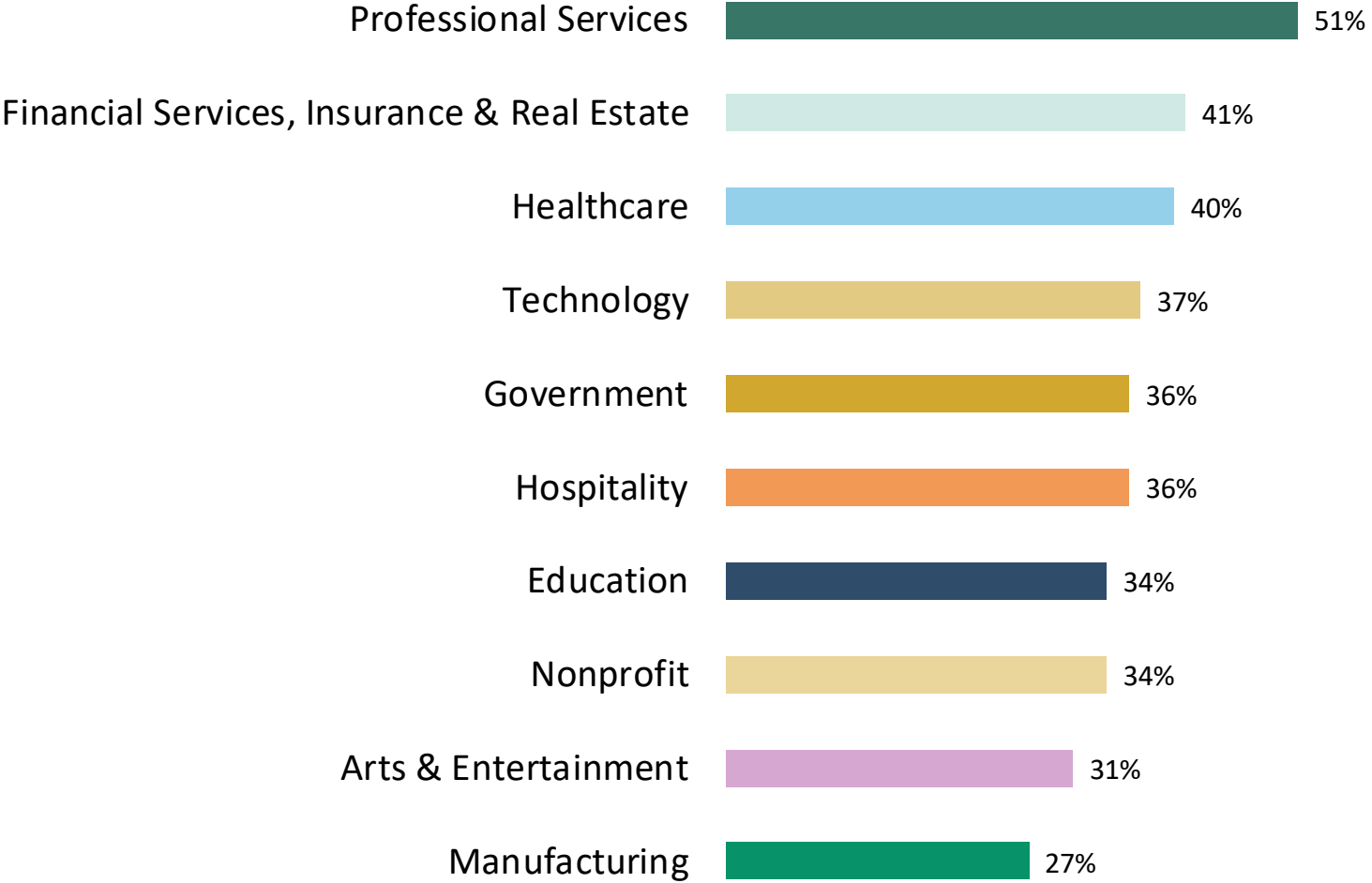
Does your organization primarily sell products or services?

■ Primarily services ■ Both about equally ■ Primarily products



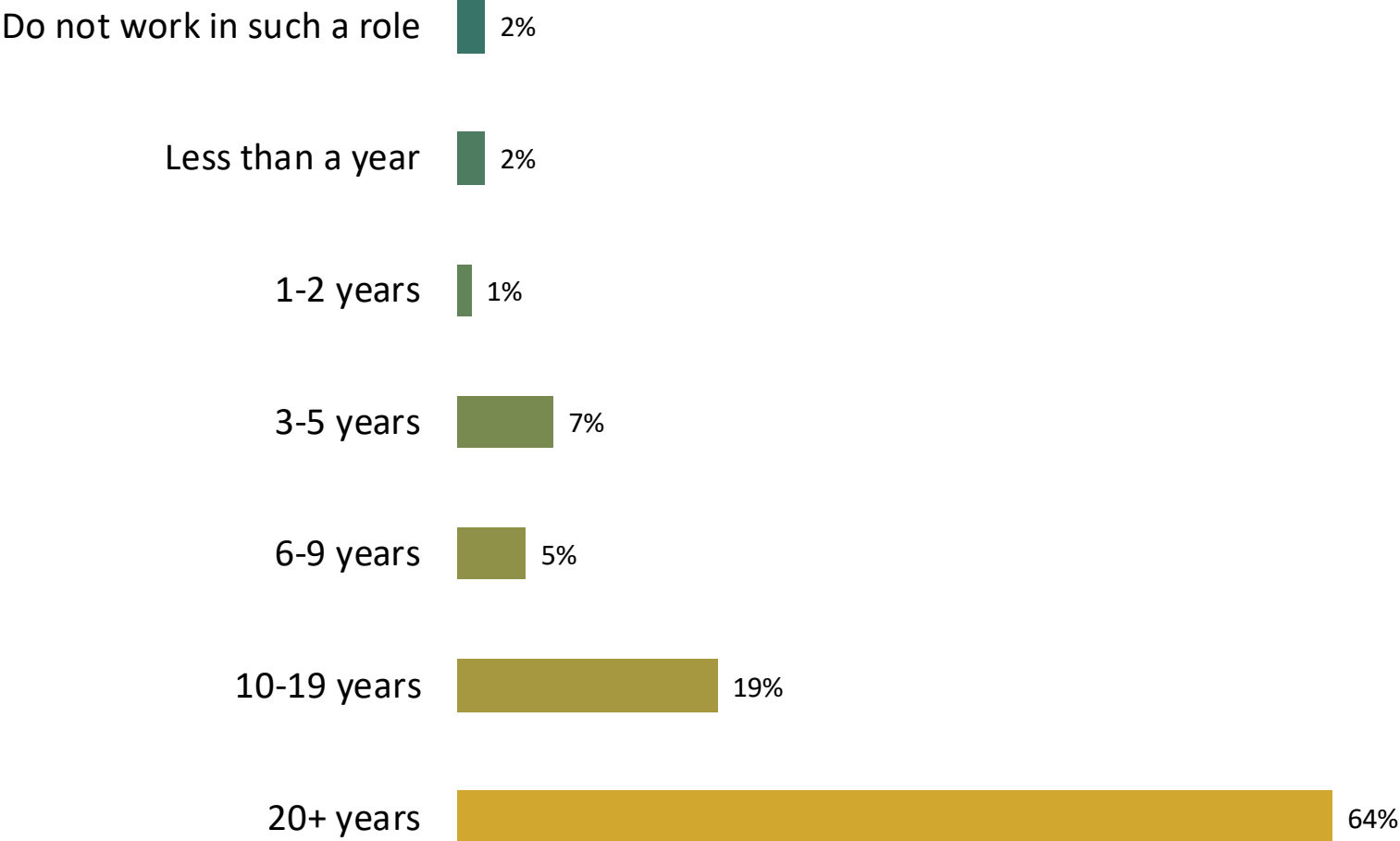
Base: 66% of respondents

What industries does your organization serve? - Top 10



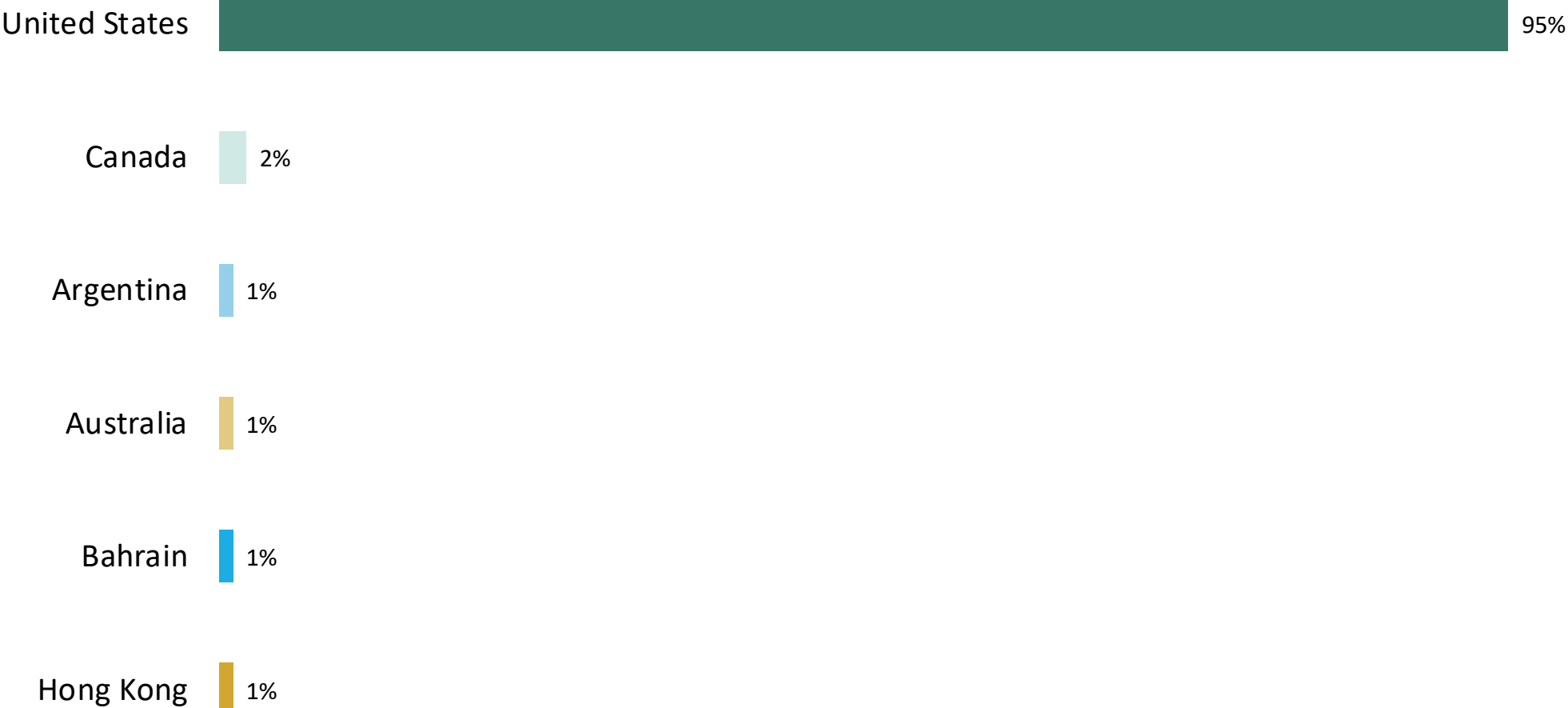
Base: 66% of respondents
Note: Respondents could select multiple options.

How long have you worked in a public relations or communications role?



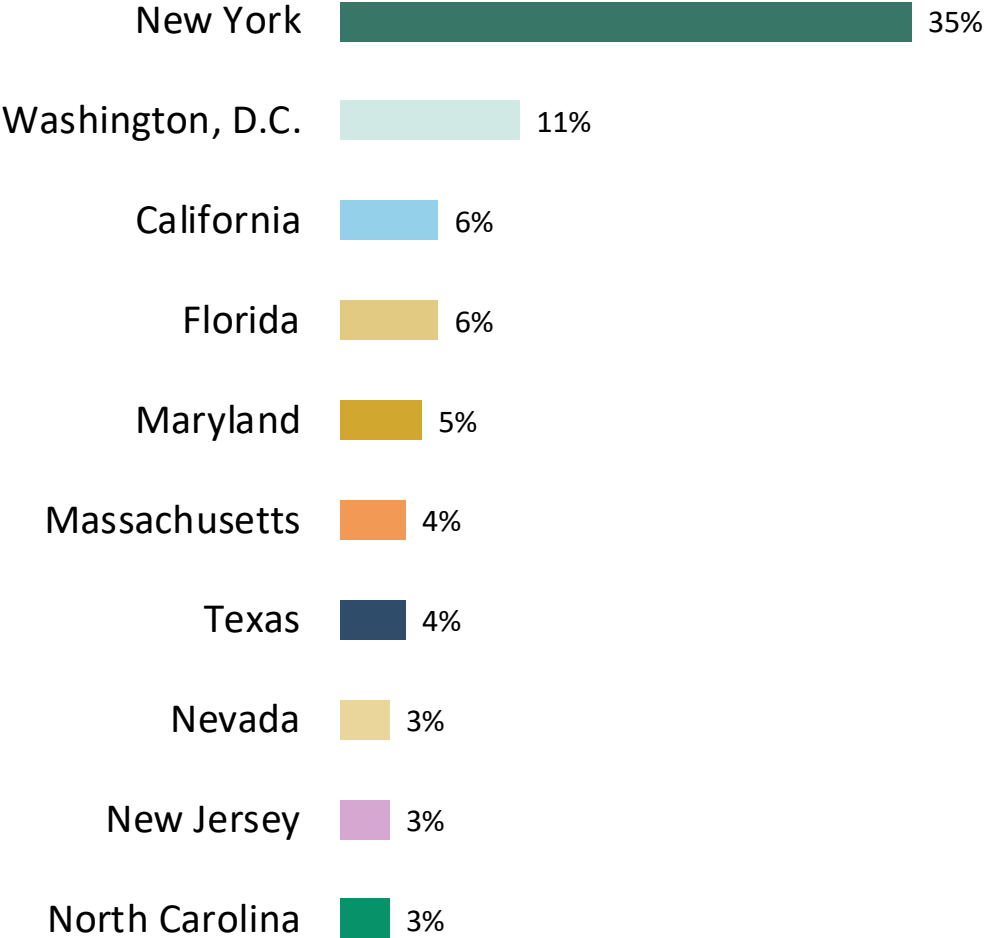
Base: 75% of respondents

What country are you in?



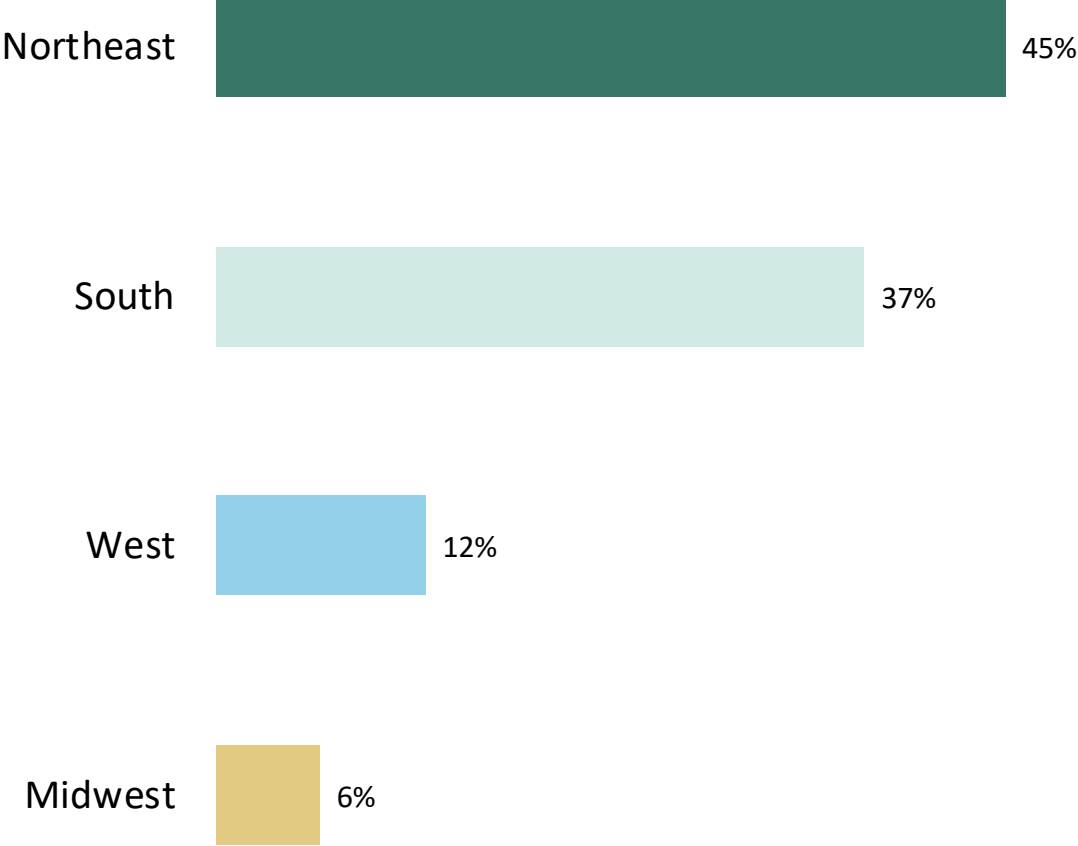
Base: 75% of respondents

What state are you in? - Top 10



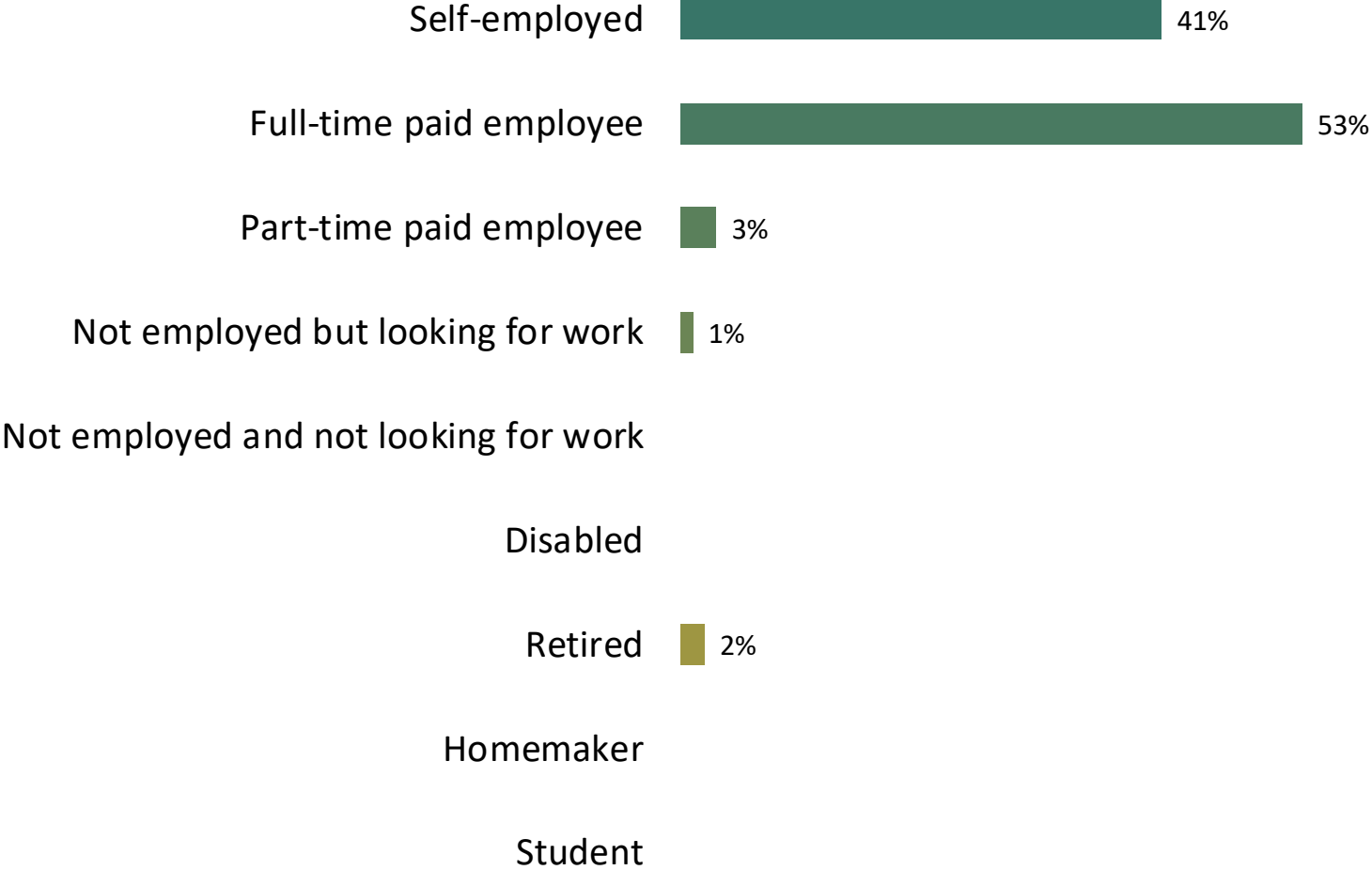
Base: 69% of respondents

Census Region



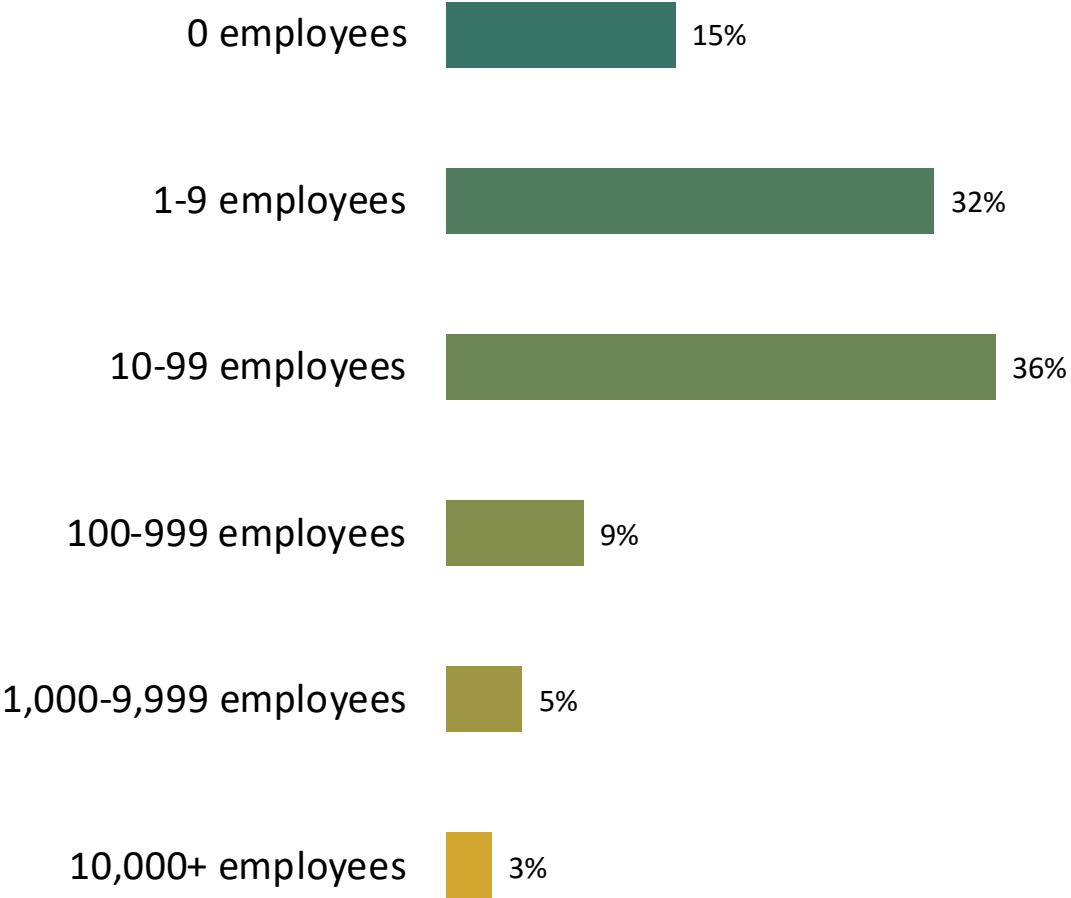
Base: 69% of respondents

What is your current employment status?



Base: 75% of respondents

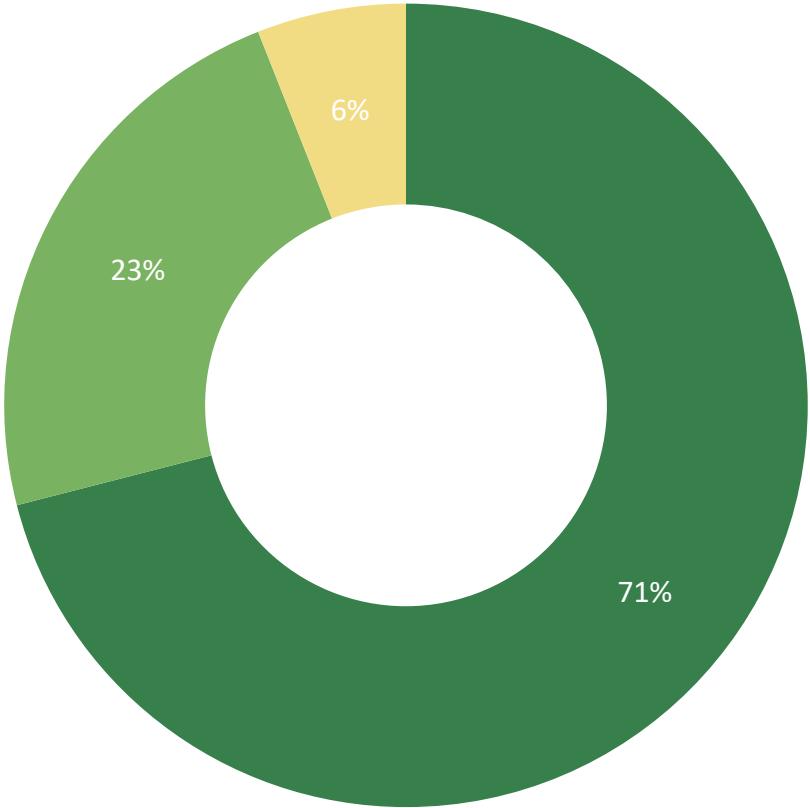
Approximately how many employees work at your organization (all locations)?



Base: 71% of respondents

Does your organization primarily sell B2B, B2C, or B2G?

■ Business to business ■ Business to consumer ■ Business to government



Base: 59% of respondents