Response Information

The results in this report are from an online survey that was fielded first on September 16, 2021 and most recently on April 10, 2023. There were 323 respondents to the survey. Respondents were from 9 different countries.

The responses were not weighted.

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

- Colleagues in PR & comms: 50%
- Firm or company already had a sub: 25%
- Web search on PR, comms., etc.: 7%
- Saw copy of the magazine: 4%
- Social media: 3%
- Other: 11%
How long have you been reading O’Dwyer’s?

- New to the site in past year: 5%
- 1 to 3 years: 12%
- 3 to 5 years: 9%
- More than 5 years: 36%
- Lifetime fan!: 38%

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

- PR firms: 70%
- People: 64%
- Surveys & studies on the media, comms., etc.: 51%
- PR RFP announcements: 46%
- Accounts: 41%
- Commentary: 36%
- Professional development: 30%
- PR products and services: 26%
- Lobbying & FARA news: 9%
- Other: 6%
How long have you worked in a public relations or communications role?

- Do not work in such a role: 6%
- Less than a year: 1%
- 1-2 years: 6%
- 3-5 years: 4%
- 6-9 years: 11%
- 10-19 years: 14%
- 20+ years: 27%

Which is closest to your title?

- Individual contributor: 9%
- Team lead: 1%
- Supervisor: 2%
- Manager: 3%
- Director: 11%
- Vice President: 14%
- President: 27%
- Chief Officer: 33%

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What type of organization do you work for?

- PR agency: 54%
- Corporation: 16%
- Sole practitioner: 12%
- Nonprofit: 3%
- College/university: 2%
- Government: 1%
- Other: 12%

What industries does your organization serve? - Top 10

- Financial Services, Insurance & Real Estate: 47%
- Healthcare: 46%
- Technology: 43%
- Professional Services: 38%
- Arts & Entertainment: 36%
- Education: 35%
- Hospitality: 35%
- Nonprofit: 32%
- Retail & eCommerce: 31%
- Government: 29%

Note: Showing only the top 10 most selected options.

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What department do you work in?

- Public Relations: 55%
- Marketing: 11%
- Corporate Communications: 8%
- Social Media: 26%
- Other: 12%

Approximately how many employees work at your organization?

- 0 employees: 12%
- 1-9 employees: 31%
- 10-99 employees: 36%
- 100-999 employees: 12%
- 1,000-9,999 employees: 6%
- 10,000+ employees: 3%
When was your organization founded?

When was your organization founded?

- 1999 or earlier: 57%
- 2000 to 2014: 28%
- 2015 or later: 15%

Does your organization primarily sell products or services?

- Primarily services: 92%
- Primarily products: 5%
- Both about equally: 3%
Does your organization primarily sell B2B, B2C, or B2G?

- Business to business: 68%
- Business to consumer: 27%
- Business to government: 5%

What country are you in?

- United States: 94%
- Canada: 2%
- Argentina: 1%
- Hong Kong: 1%
- Philippines: 1%
- Sweden: 1%
What state are you in? - Top 10

- New York: 34%
- California: 12%
- Illinois: 6%
- Virginia: 6%
- Florida: 5%
- Washington, D.C.: 5%
- New Jersey: 4%
- Maryland: 3%
- Michigan: 3%
- Arizona: 2%

What is your current employment status?

- Self-employed: 37%
- Full-time paid employee: 54%
- Part-time paid employee: 2%
- Not employed but looking for work: 1%
- Not employed and not looking for work
- Disabled
- Retired: 6%
- Homemaker
- Student

Note: Showing only the top 10 most selected options.