



O'Dwyers Readership Survey 2021-23

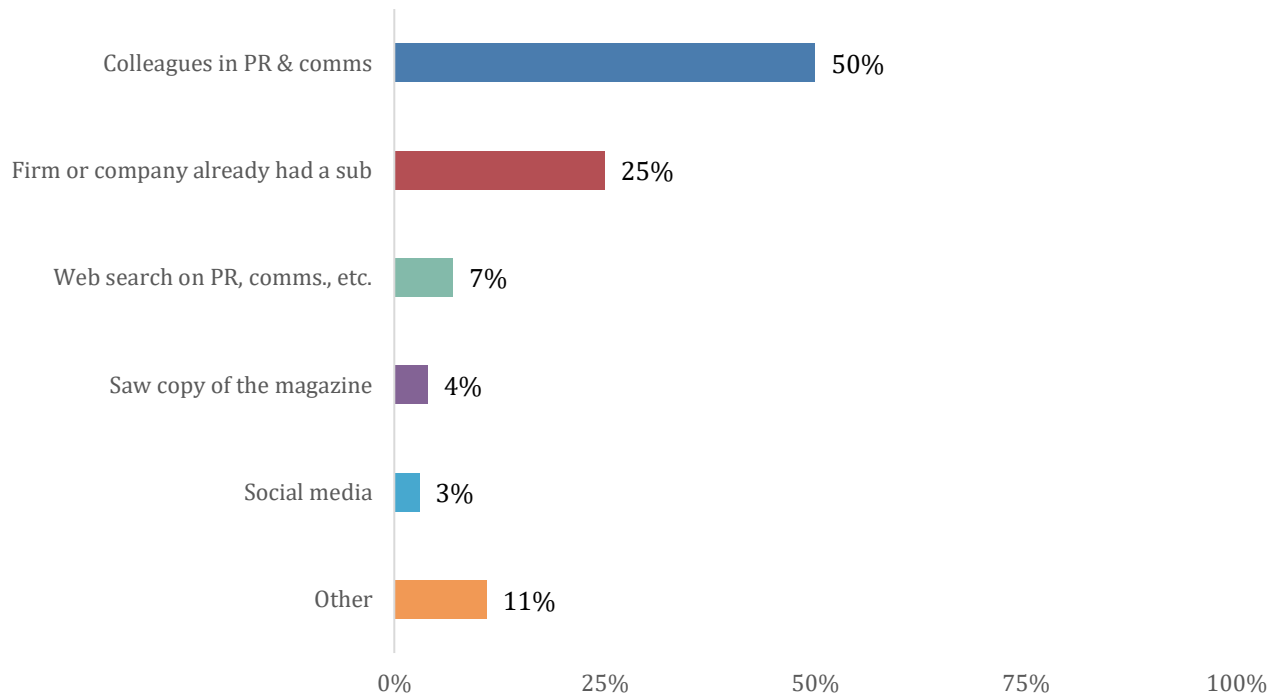
Researchscape Report

Response Information

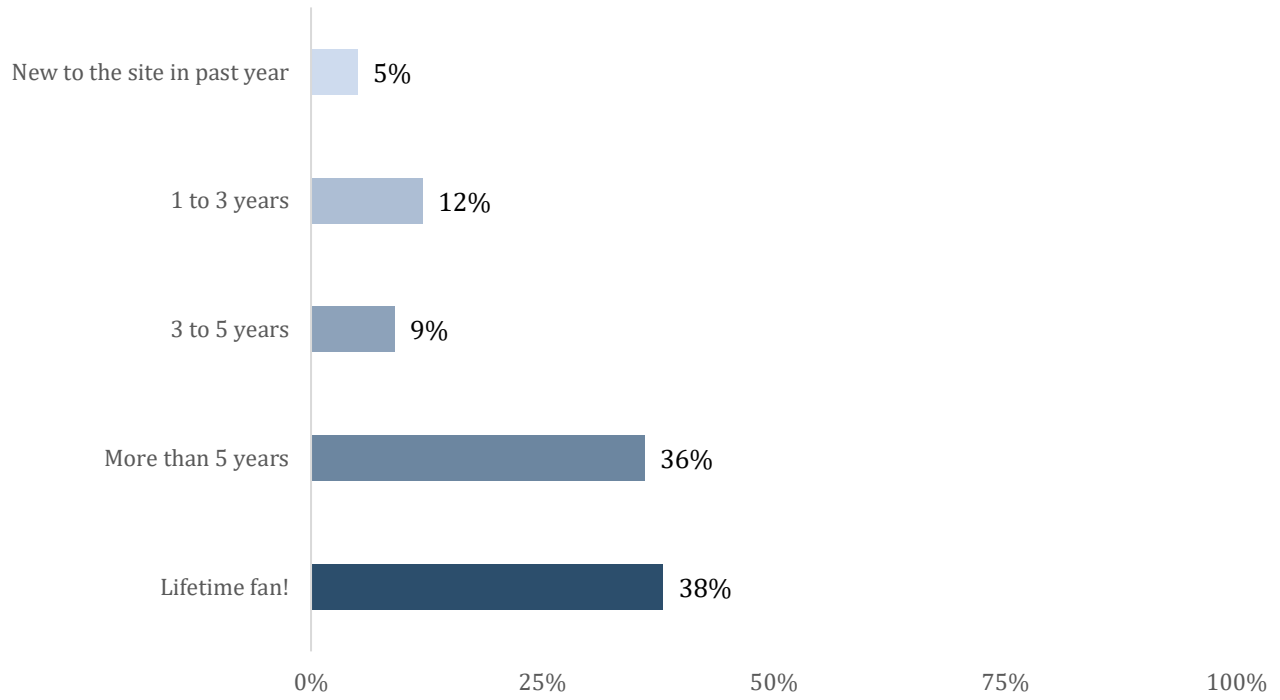
The results in this report are from an online survey that was fielded first on September 16, 2021 and most recently on April 10, 2023. There were 323 respondents to the survey. Respondents were from 9 different countries.

The responses were not weighted.

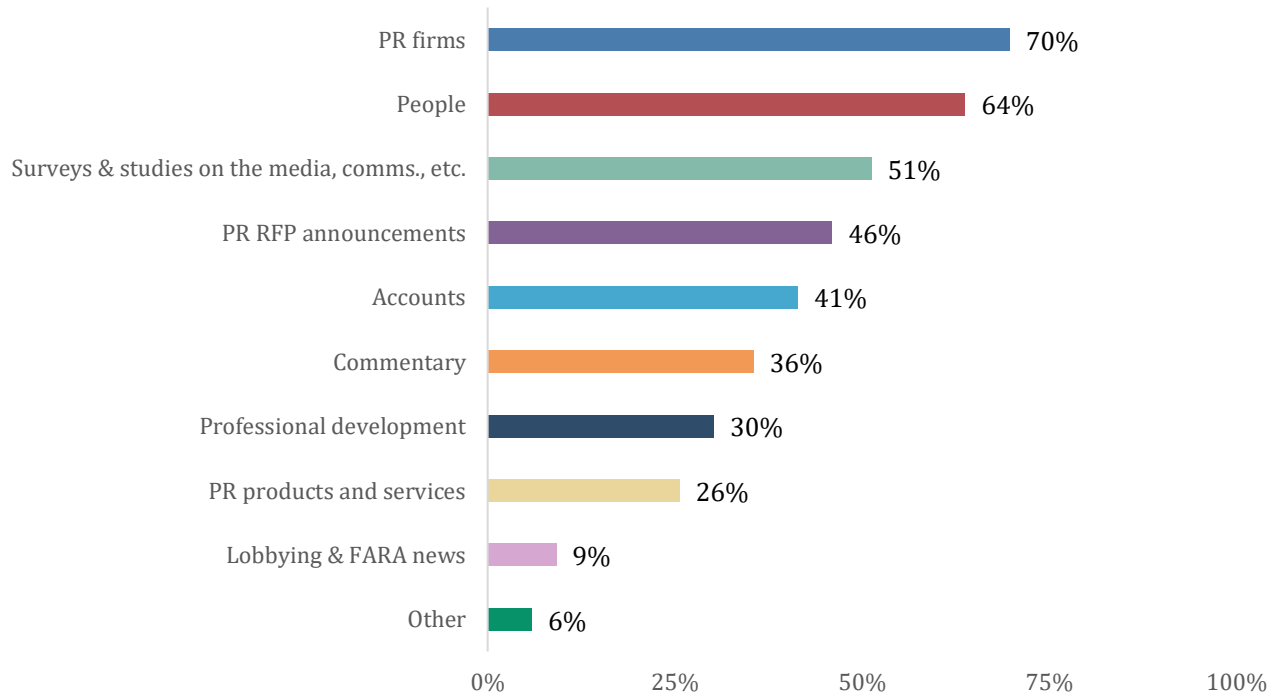
How did you first hear about O’Dwyer’s?



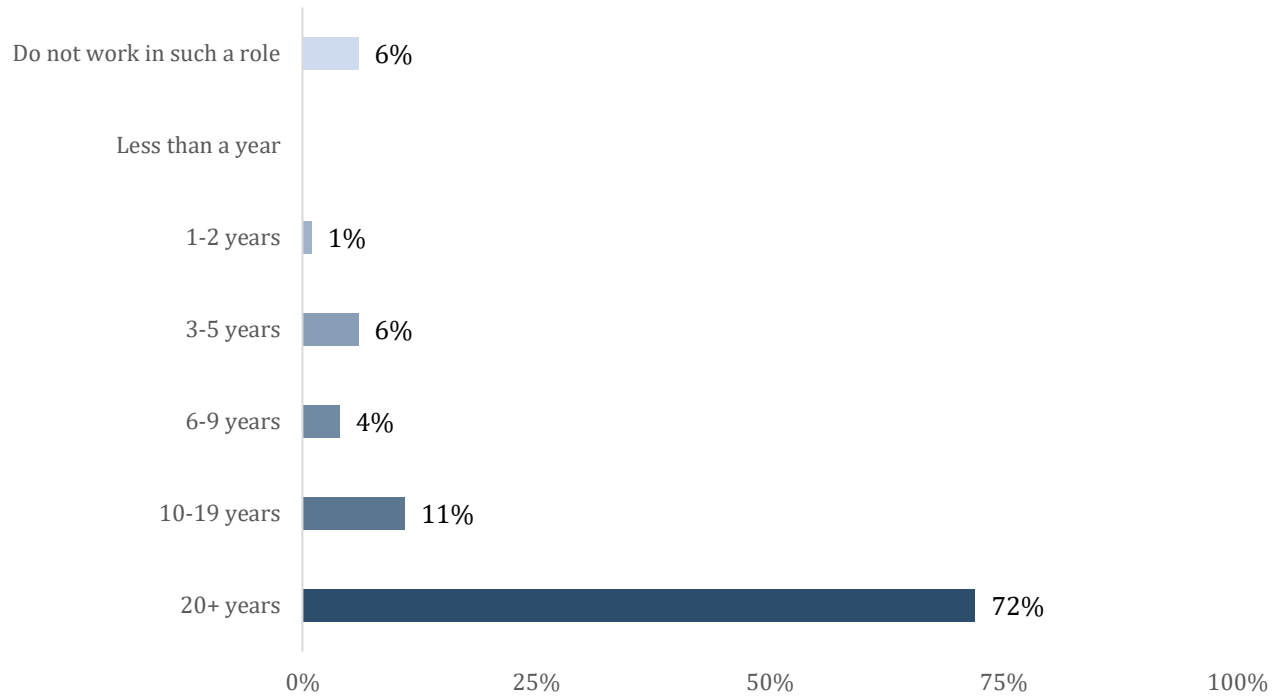
How long have you been reading O'Dwyer's?



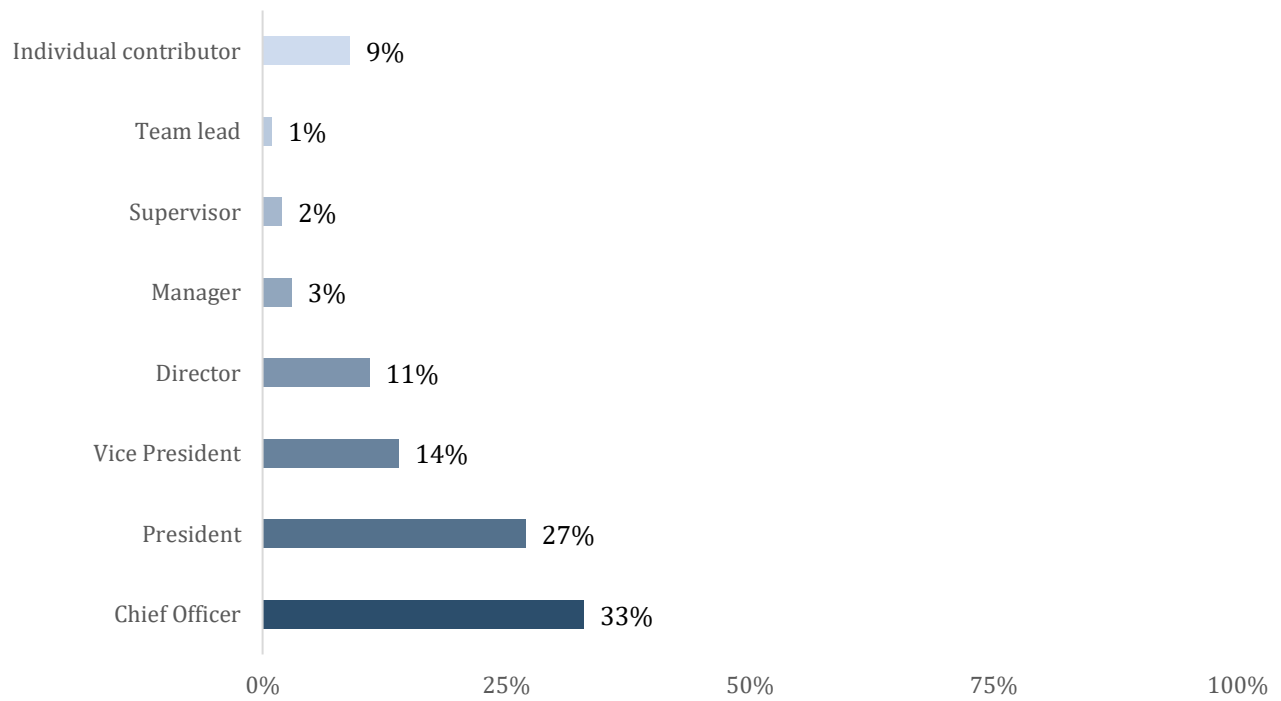
What are your top areas of news/content on O'Dwyer's?



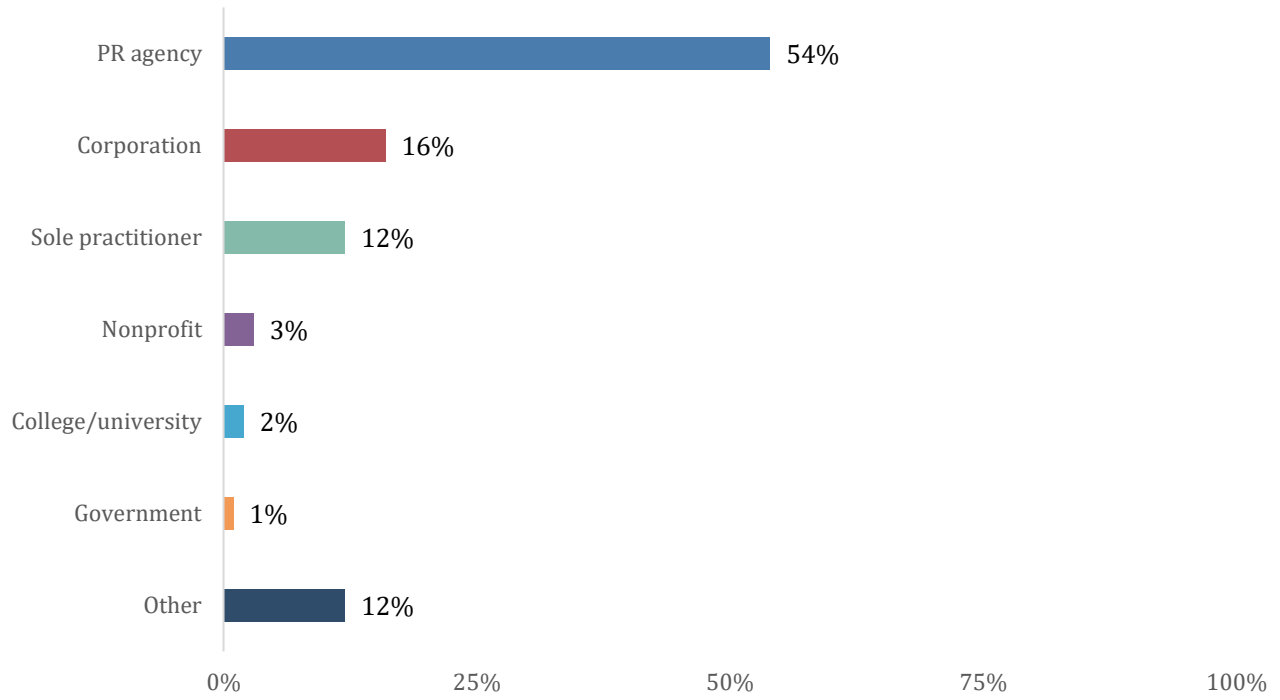
How long have you worked in a public relations or communications role?



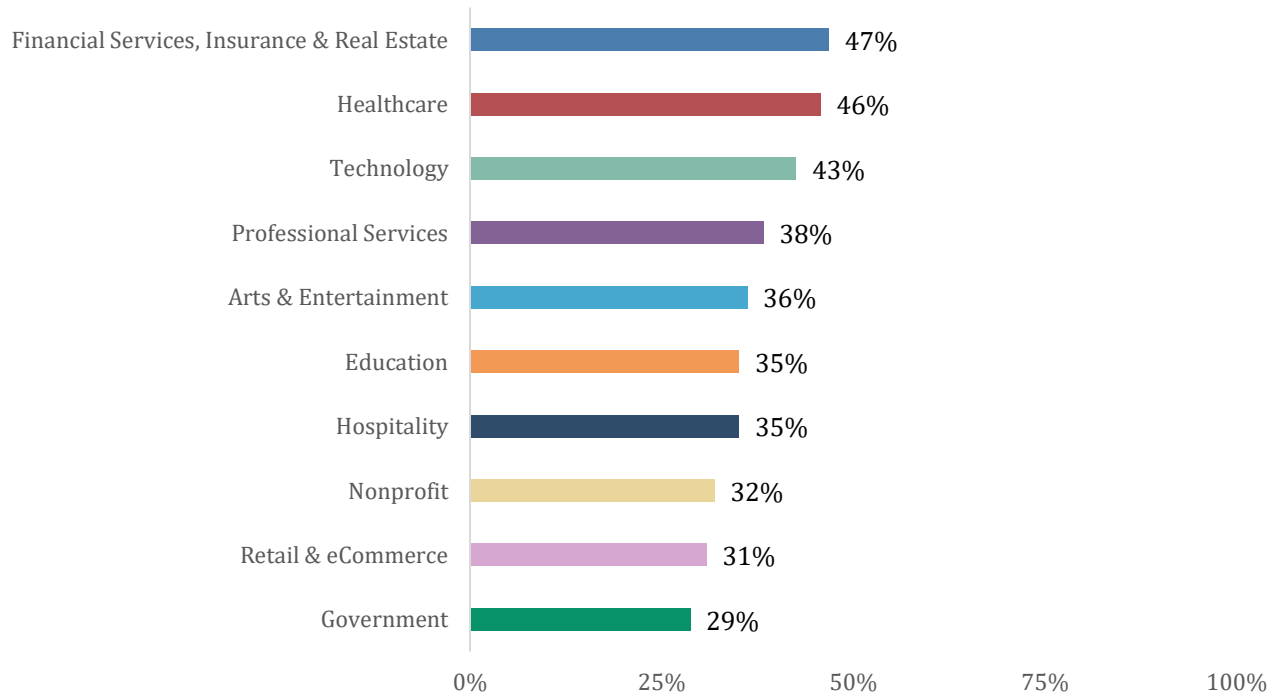
Which is closest to your title?



What type of organization do you work for?

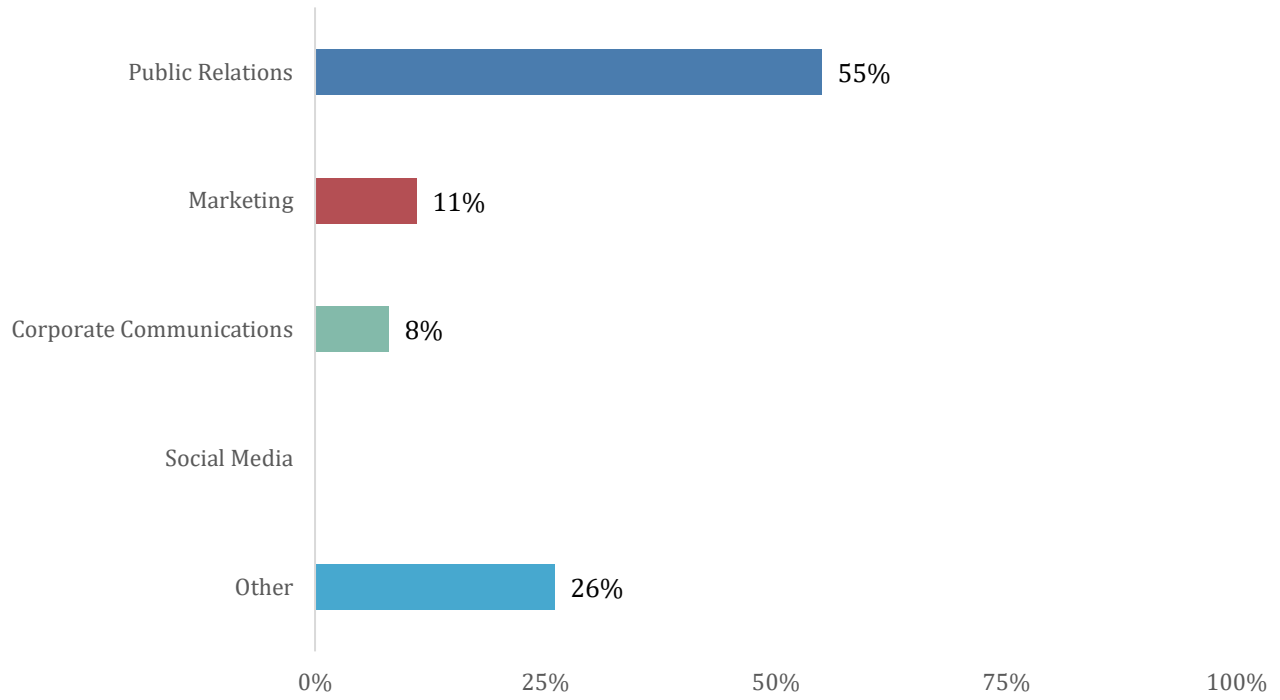


What industries does your organization serve? - Top 10

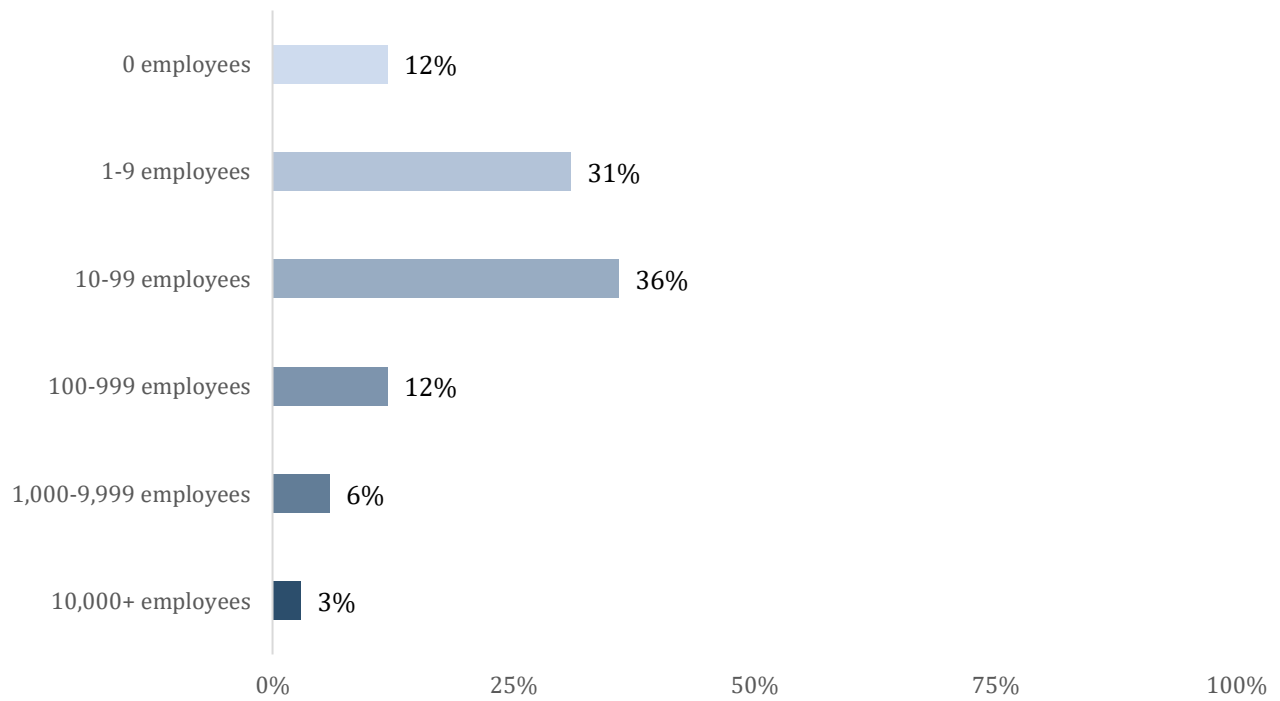


Note: Showing only the top 10 most selected options.

What department do you work in?

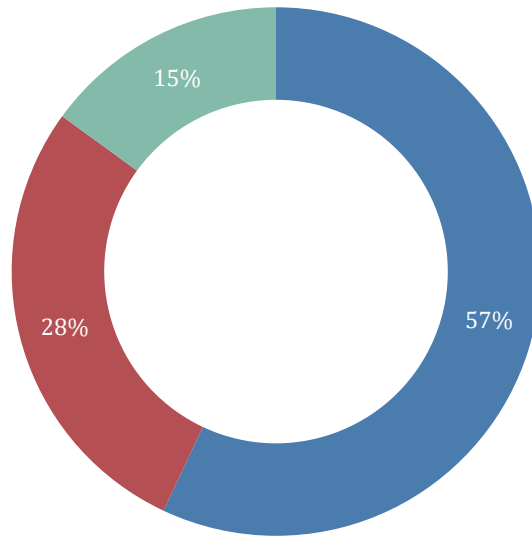


Approximately how many employees work at your organization?



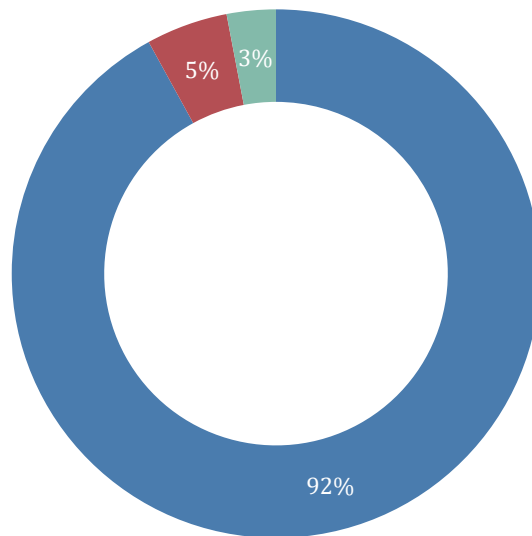
When was your organization founded?

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



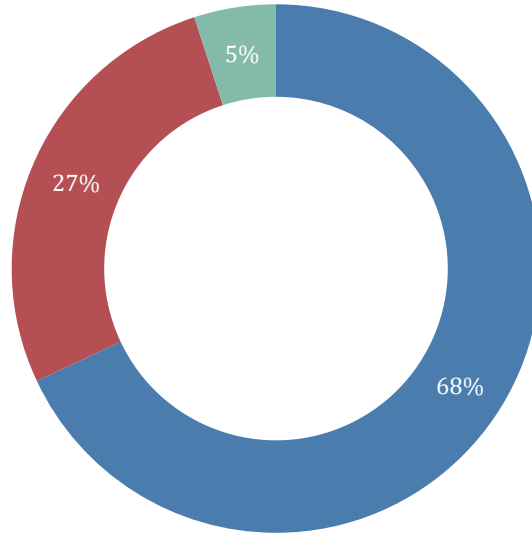
Does your organization primarily sell products or services?

■ Primarily services ■ Primarily products ■ Both about equally

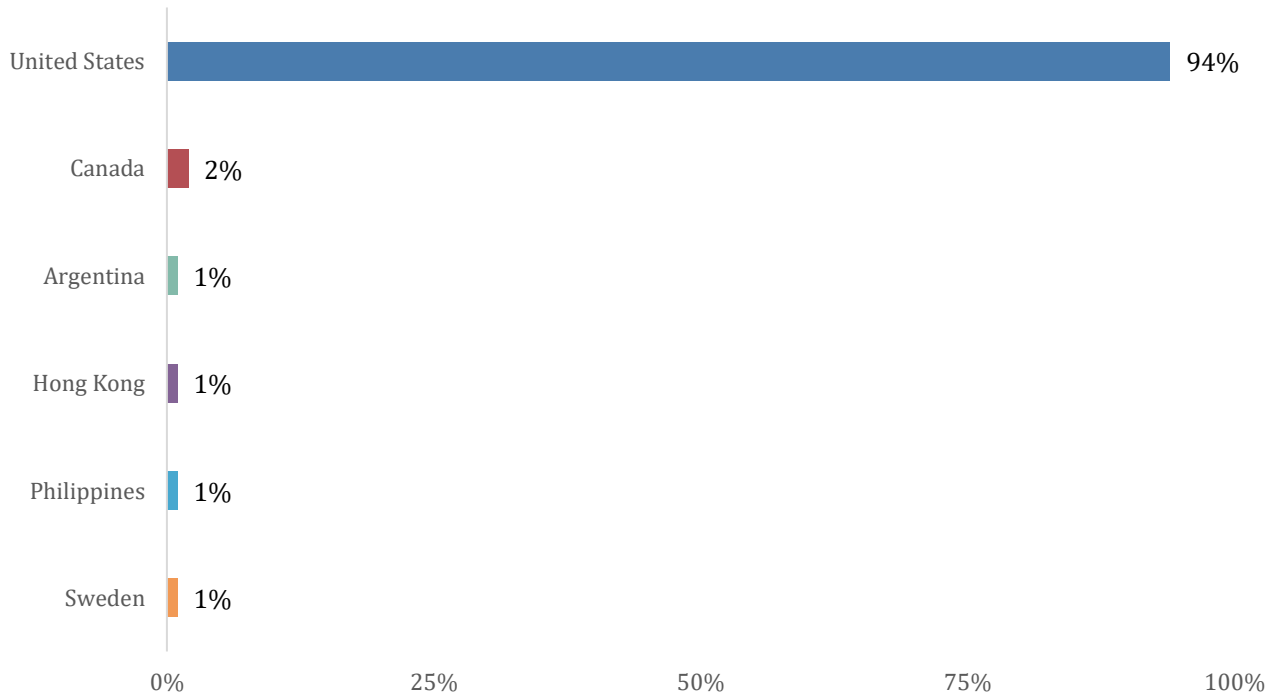


Does your organization primarily sell B2B, B2C, or B2G?

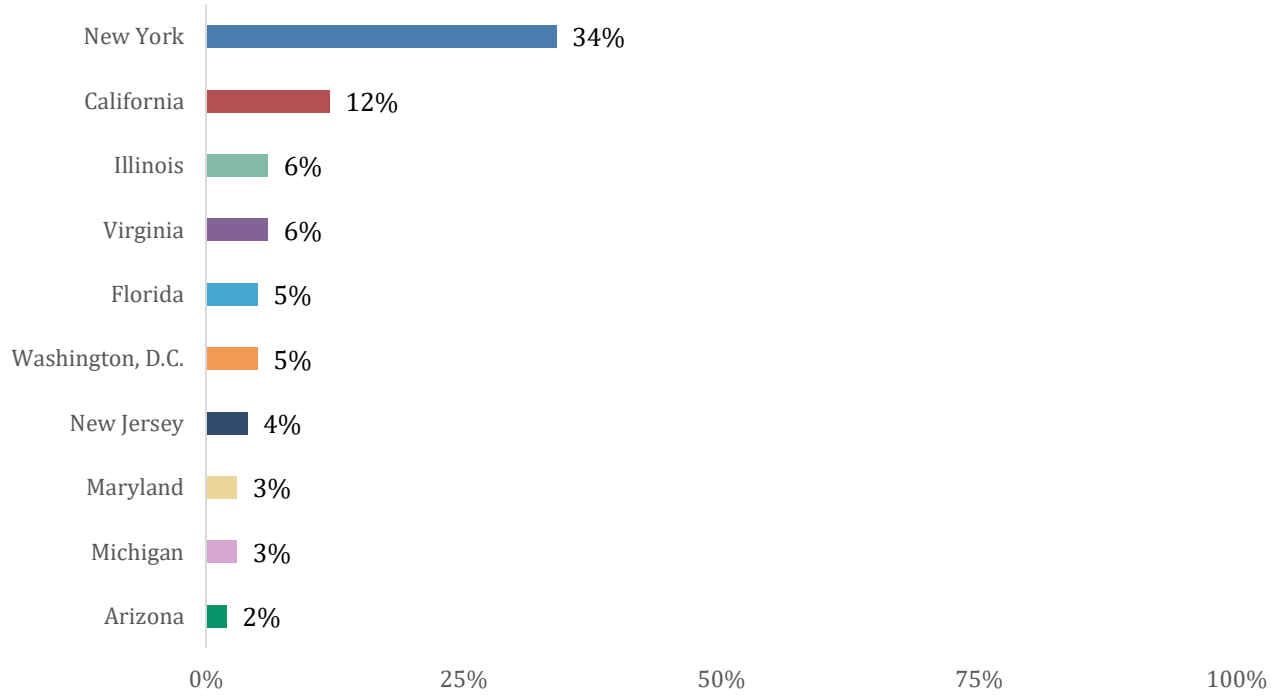
■ Business to business ■ Business to consumer ■ Business to government



What country are you in?



What state are you in? - Top 10



Note: Showing only the top 10 most selected options.

What is your current employment status?

