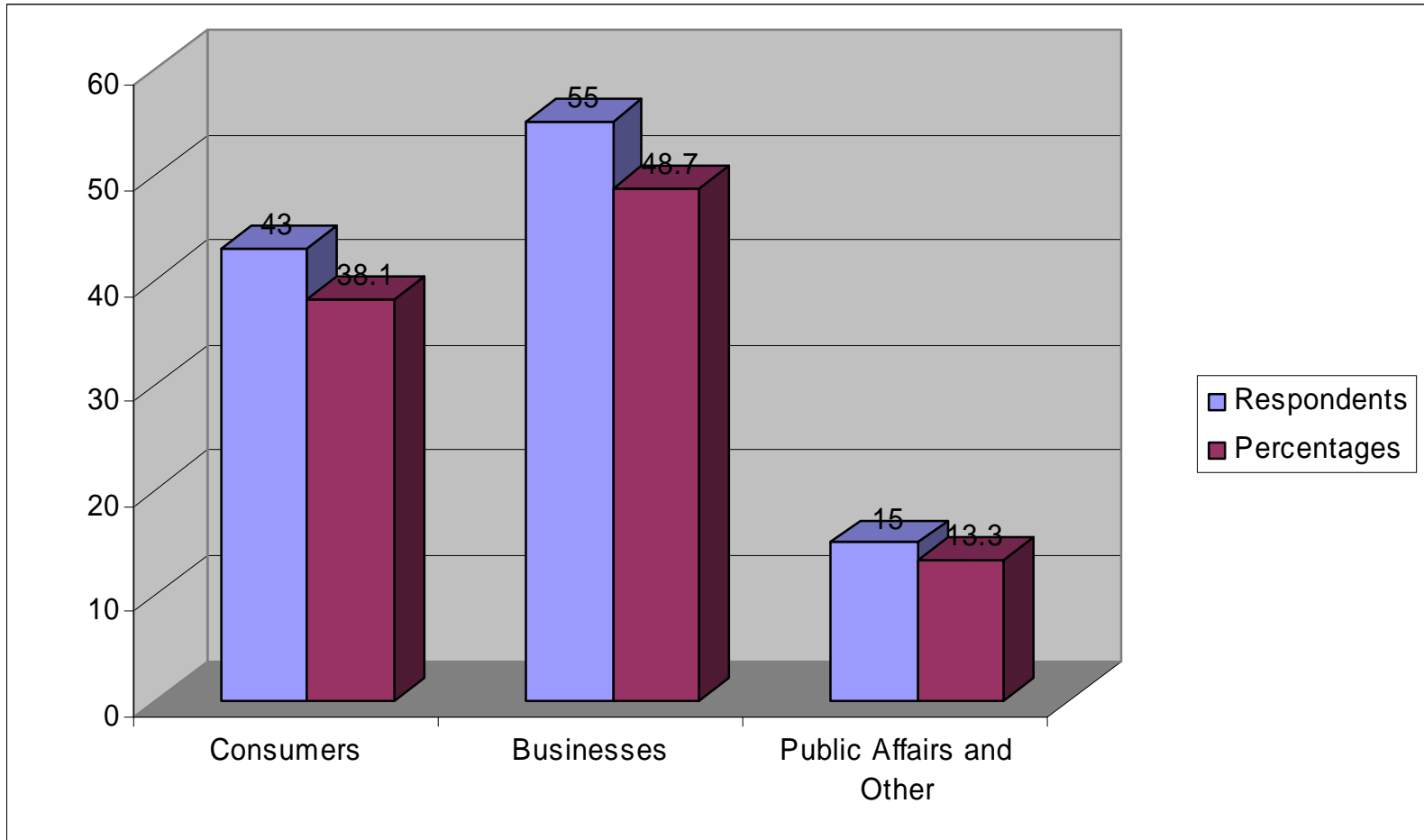


# Online vs. Offline Media Survey Results

Research into the perspectives  
of PR professionals

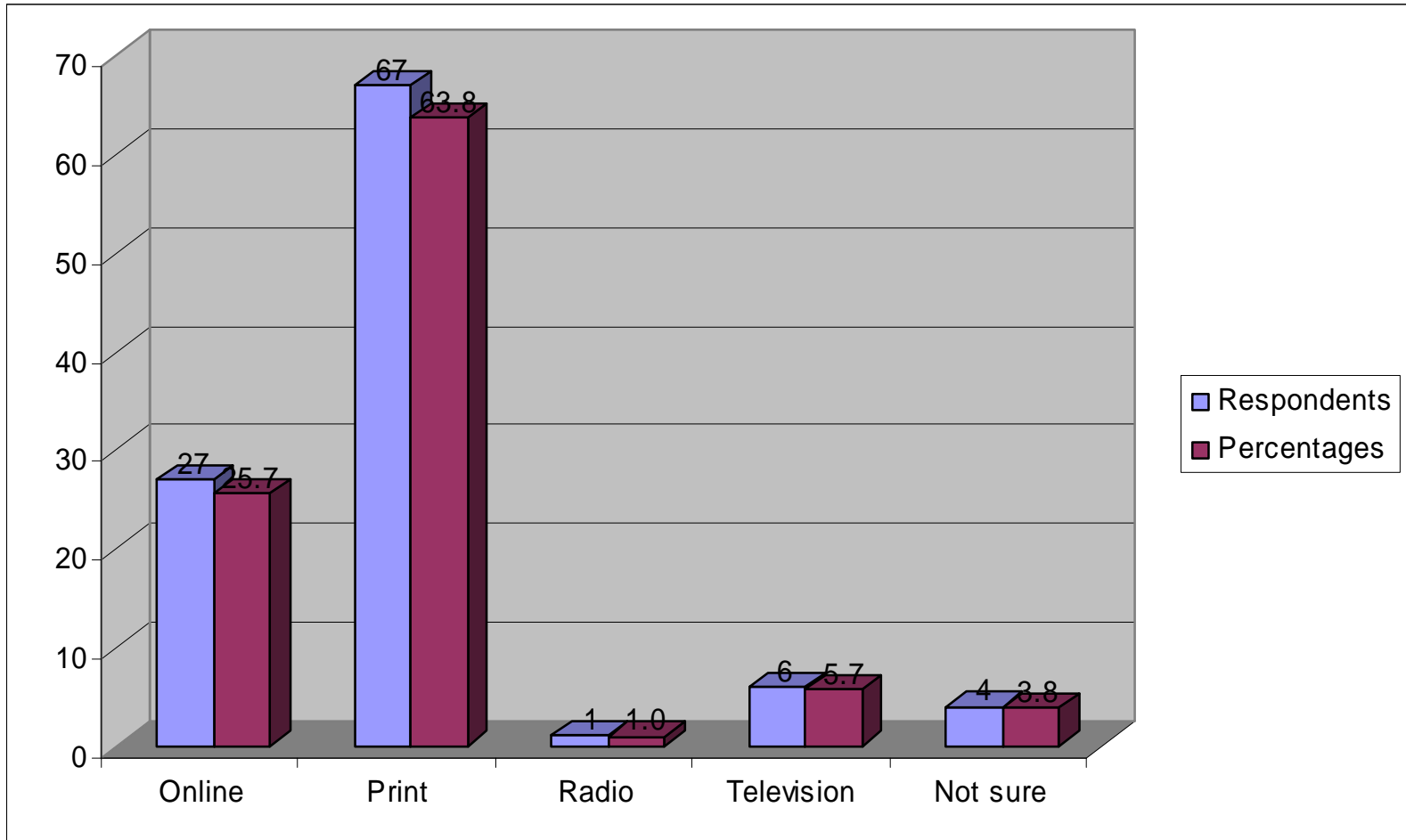
# Total Results

# Who is the primary target of your public relations activity?



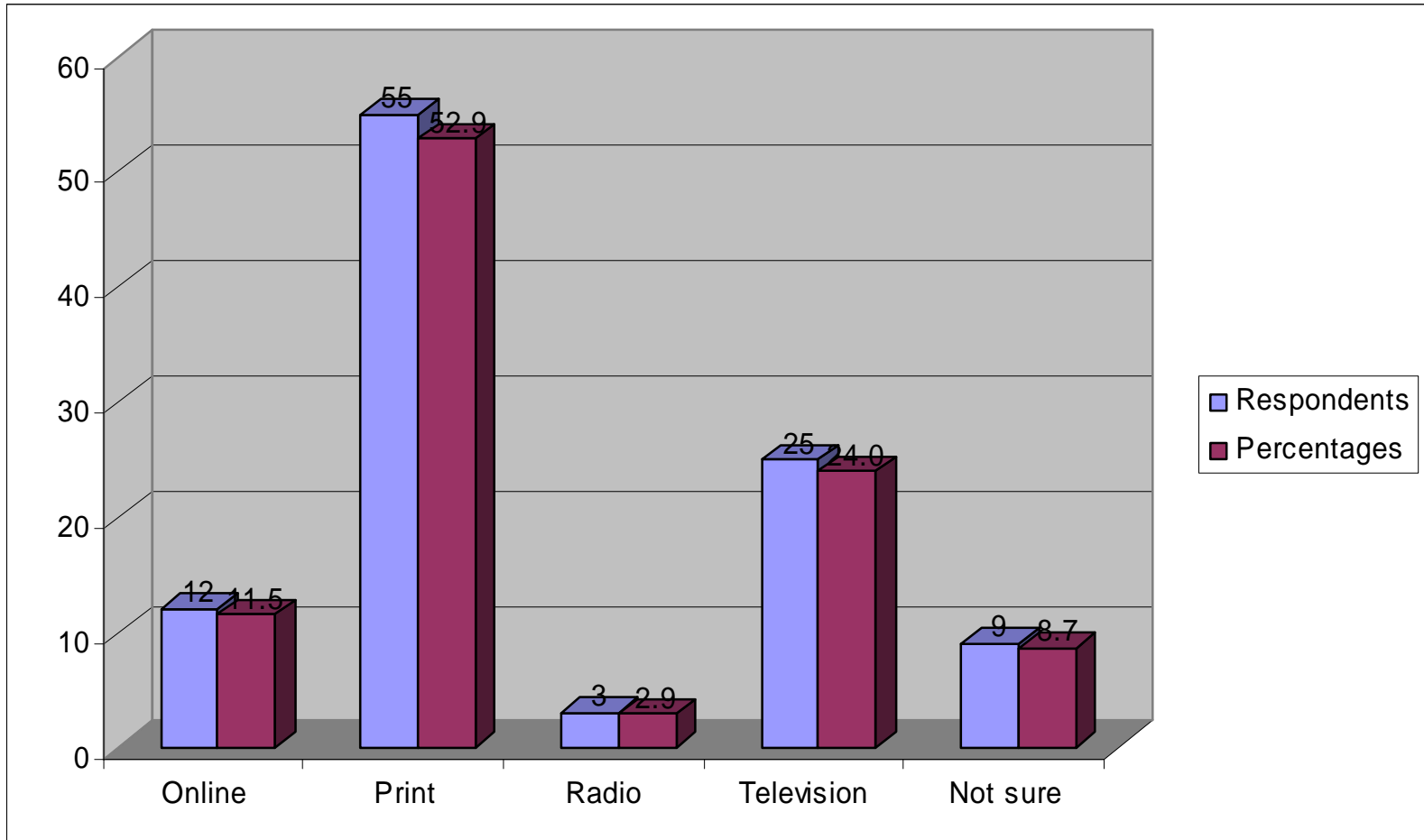
Total Respondents

# What form of coverage do you believe your stakeholders refer to most?



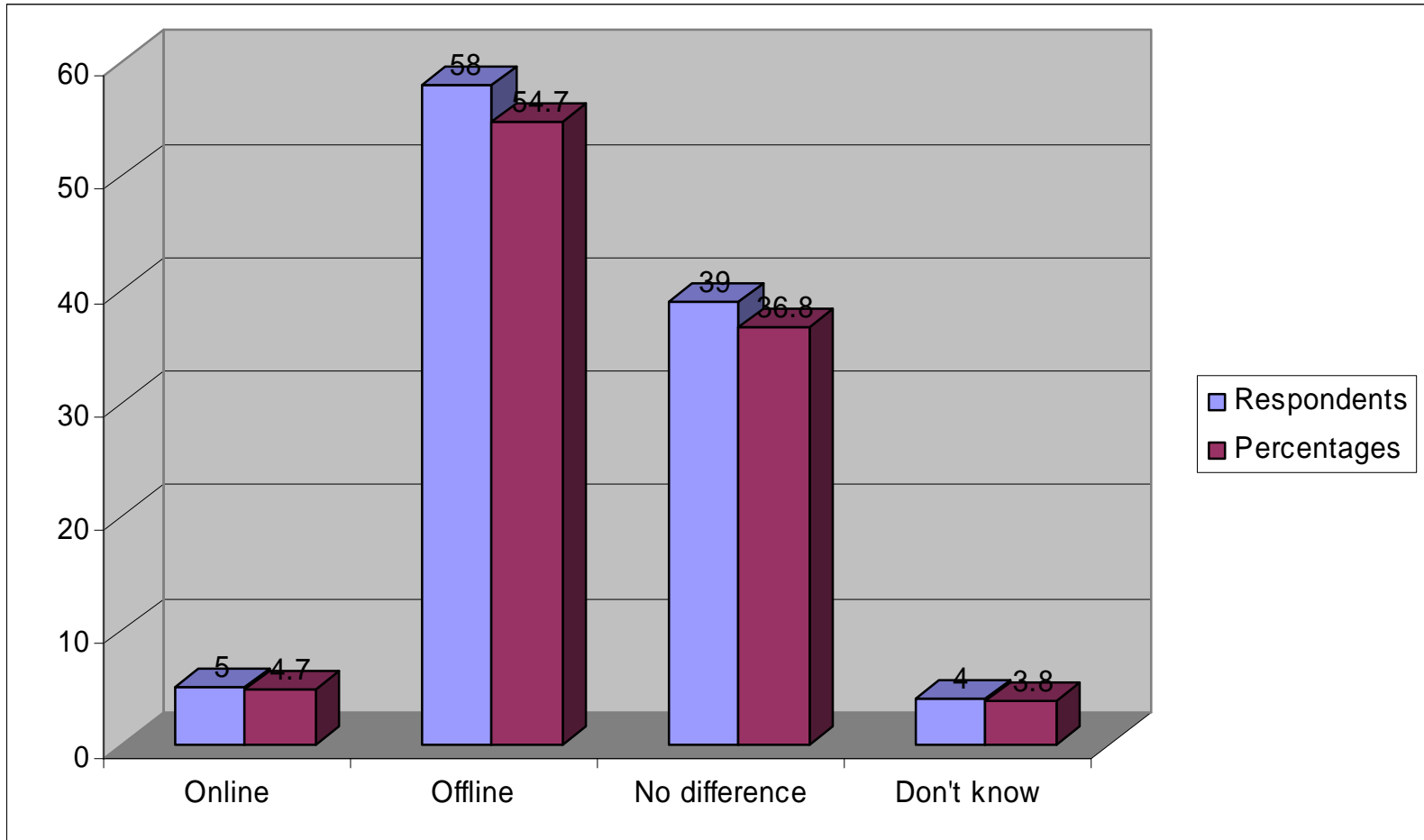
Total Respondents

# What form of coverage do you believe your stakeholders are influenced by the most?



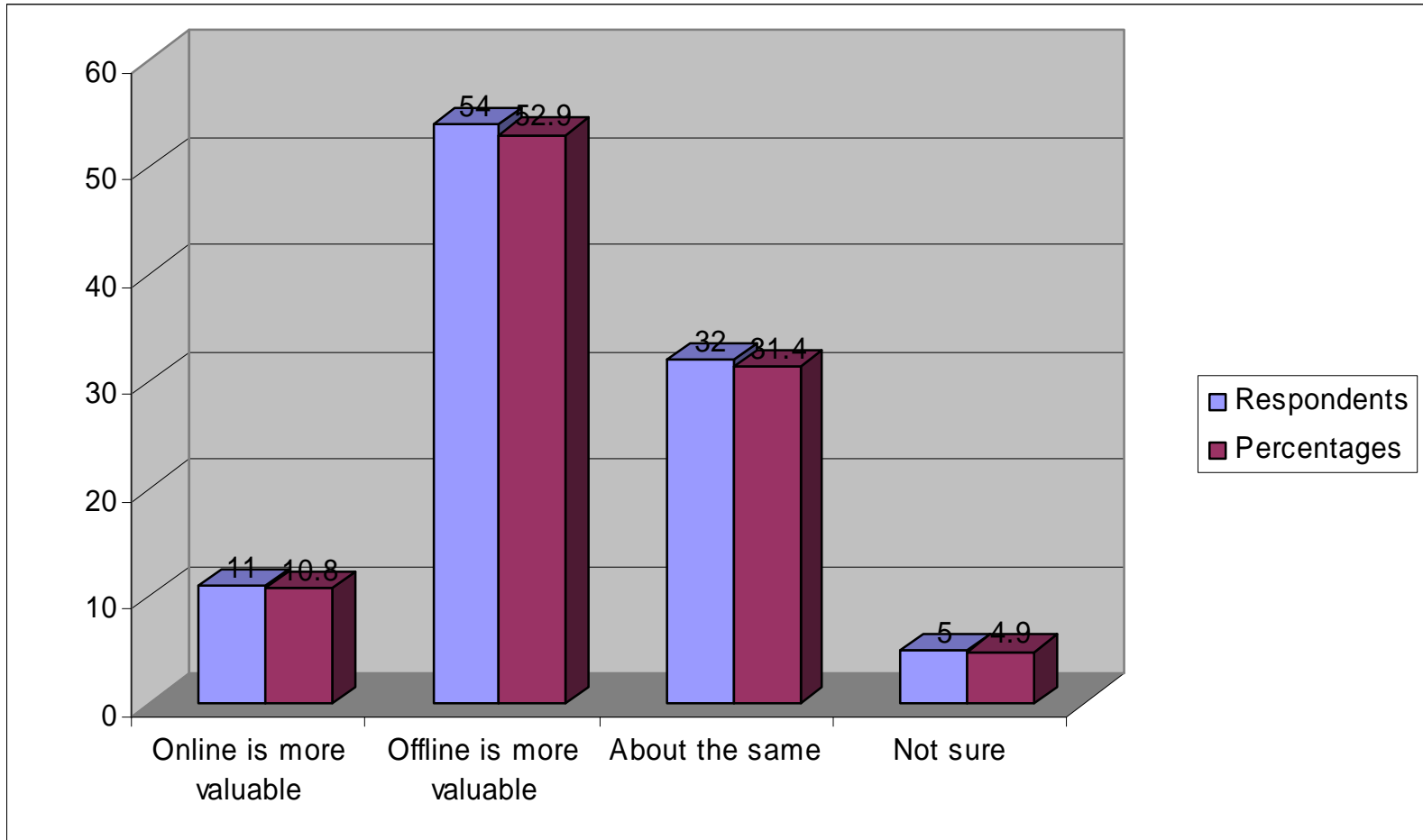
Total Respondents

# Is the standard of journalism better online or offline?



Total Respondents

# For your organisation or client, how do you value online coverage against offline coverage?



Total Respondents

# What is the one thing you value most about online coverage?



	<b>Ability to change inaccurate articles</b>	<b>Articles can be found using search engines</b>	<b>Broader audience</b>	<b>Can be linked to or from company's / client's website</b>	<b>Coverage can be achieved faster</b>	<b>Coverage can be associated with links back to company / client website</b>
<b>Respondents</b>	11	21	10	5	14	4
<b>Percentages</b>	10.5	20.0	9.5	4.8	13.3	3.8
	<b>Coverage can be passed to colleagues more easily</b>	<b>Coverage is archived for a long time</b>	<b>Global accessibility</b>	<b>Increased interaction with customers</b>	<b>More balanced articles</b>	<b>More likely to have articles cut and pasted from press releases</b>
<b>Respondents</b>	4	5	11	4	0	2
<b>Percentages</b>	3.8	4.8	10.5	3.8	0.0	1.9
	<b>Offers more opportunity for positive coverage</b>	<b>PR activity results in more coverage</b>	<b>Richer content</b>	<b>Targets a niche audience</b>	<b>Viral potential of coverage</b>	<b>Other</b>
<b>Respondents</b>	5	2	0	4	1	2
<b>Percentages</b>	4.8	1.9	0.0	3.8	1.0	1.9

Total Respondents

# What is the one thing you value most about offline coverage?



	<b>Broader audience</b>	<b>Clients / Bosses are more impressed</b>	<b>More balanced articles</b>
<b>Respondents</b>	11	15	1
<b>Percentages</b>	10.6	14.4	1.0
	<b>More 'real' than online coverage</b>	<b>More specific audience</b>	<b>More trusted by customers</b>
<b>Respondents</b>	24	7	29
<b>Percentages</b>	23.1	6.7	27.9
	<b>Richer content</b>	<b>Wider choice of mediums (TV, Radio, Print)</b>	<b>Other</b>
<b>Respondents</b>	5	11	1
<b>Percentages</b>	4.8	10.6	1.0

Total Respondents

# What is the one thing you value least about online coverage?



	<b>Bad journalism</b>	<b>Customers trust it less</b>	<b>Difficult to manage where company / client is written about</b>	
<b>Respondents</b>	15	9	14	
<b>Percentages</b>	14.4	8.7	13.5	
	<b>Negative coverage can become viral</b>	<b>Too much competition with other articles so customers don't see the articles</b>	<b>Too niche</b>	<b>Other</b>
<b>Respondents</b>	25	30	5	6
<b>Percentages</b>	24.0	28.8	4.8	5.8

Total Respondents

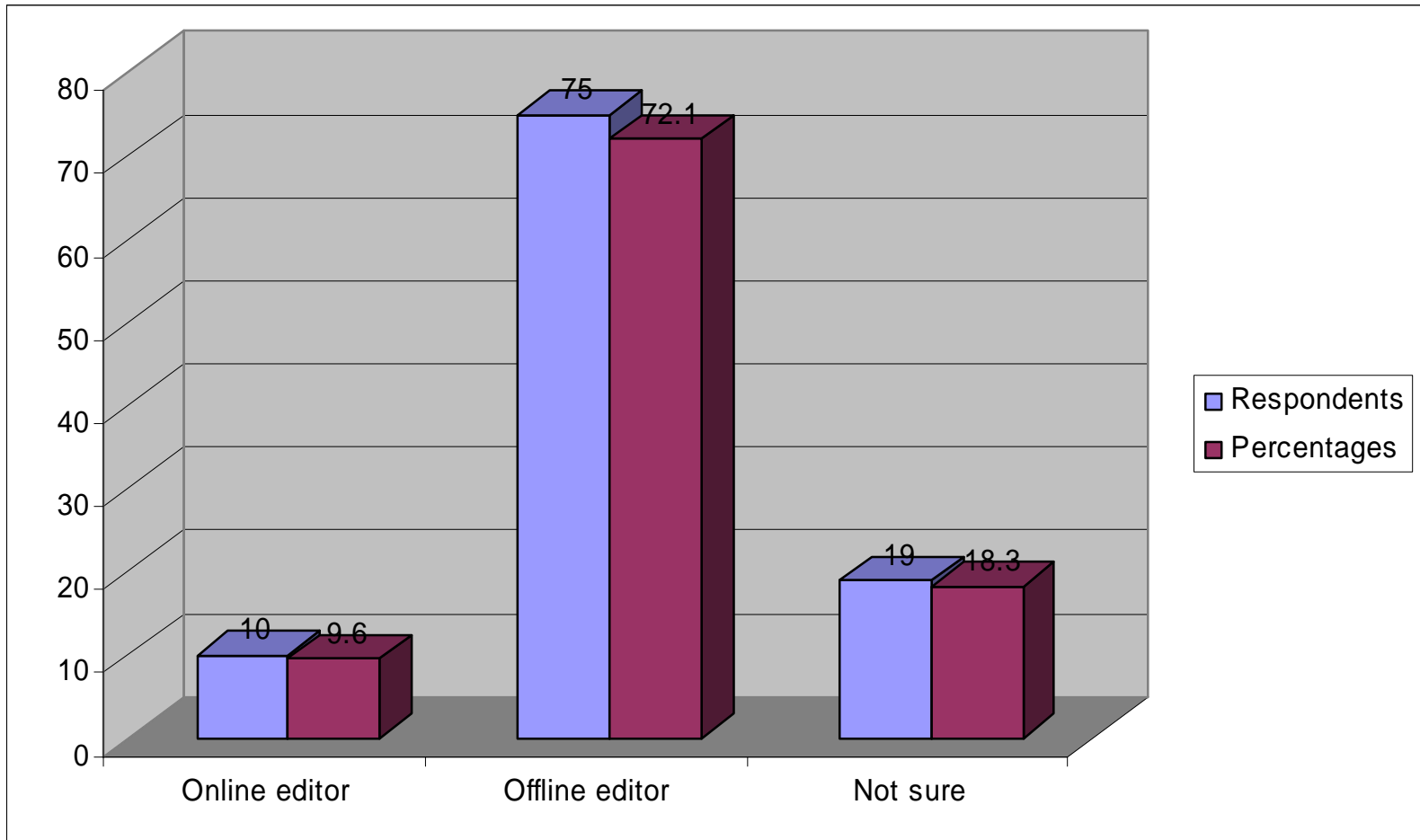
# What is the one thing you value least about offline coverage?



	<b>Can't change inaccuracies in articles</b>	<b>Copyright issues showing coverage to others</b>	<b>Generally delivers less coverage</b>	<b>Harder to access archived articles</b>
<b>Respondents</b>	27	12	5	10
<b>Percentages</b>	26.0	11.5	4.8	9.6
	<b>Longer time from pitching article to achieving coverage</b>	<b>More paper in the office</b>	<b>Not as easy to direct readers to company / client website</b>	<b>Not as easy to send to clients / bosses</b>
<b>Respondents</b>	16	5	4	2
<b>Percentages</b>	15.4	4.8	3.8	1.9
	<b>Old fashioned</b>	<b>The publications favour their advertisers</b>	<b>Time consuming working with offline journalists, thus costly</b>	<b>Other</b>
<b>Respondents</b>	1	10	3	9
<b>Percentages</b>	1.0	9.6	2.9	8.7

Total Respondents

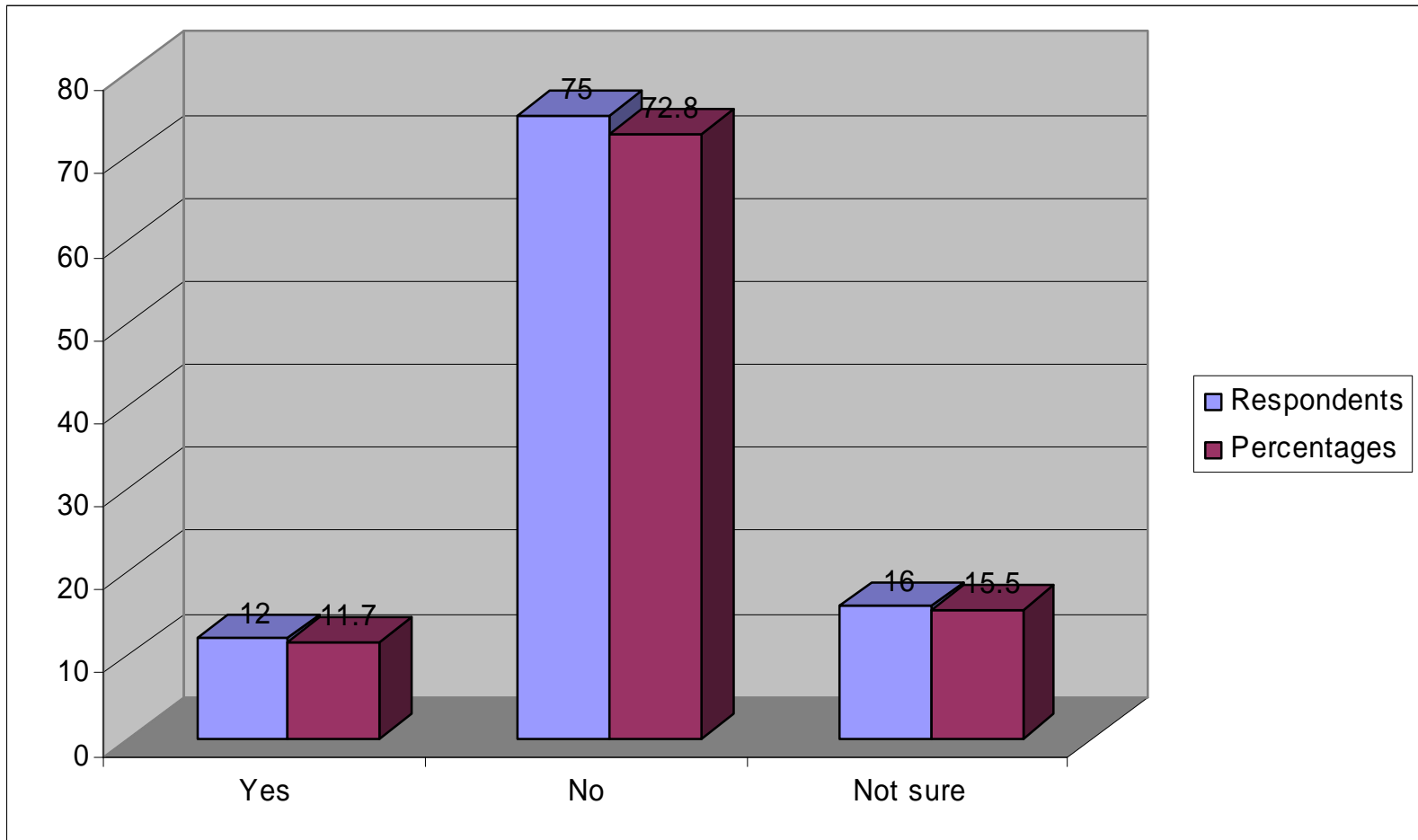
The editors of your most relevant online trade/niche publication and offline trade/niche publication both call today and request to meet you for lunch. Who would you choose?



Total Respondents

# Do you agree that offline coverage is becoming less relevant to PR campaigns?

*Parker  
Wayne  
& Kent*

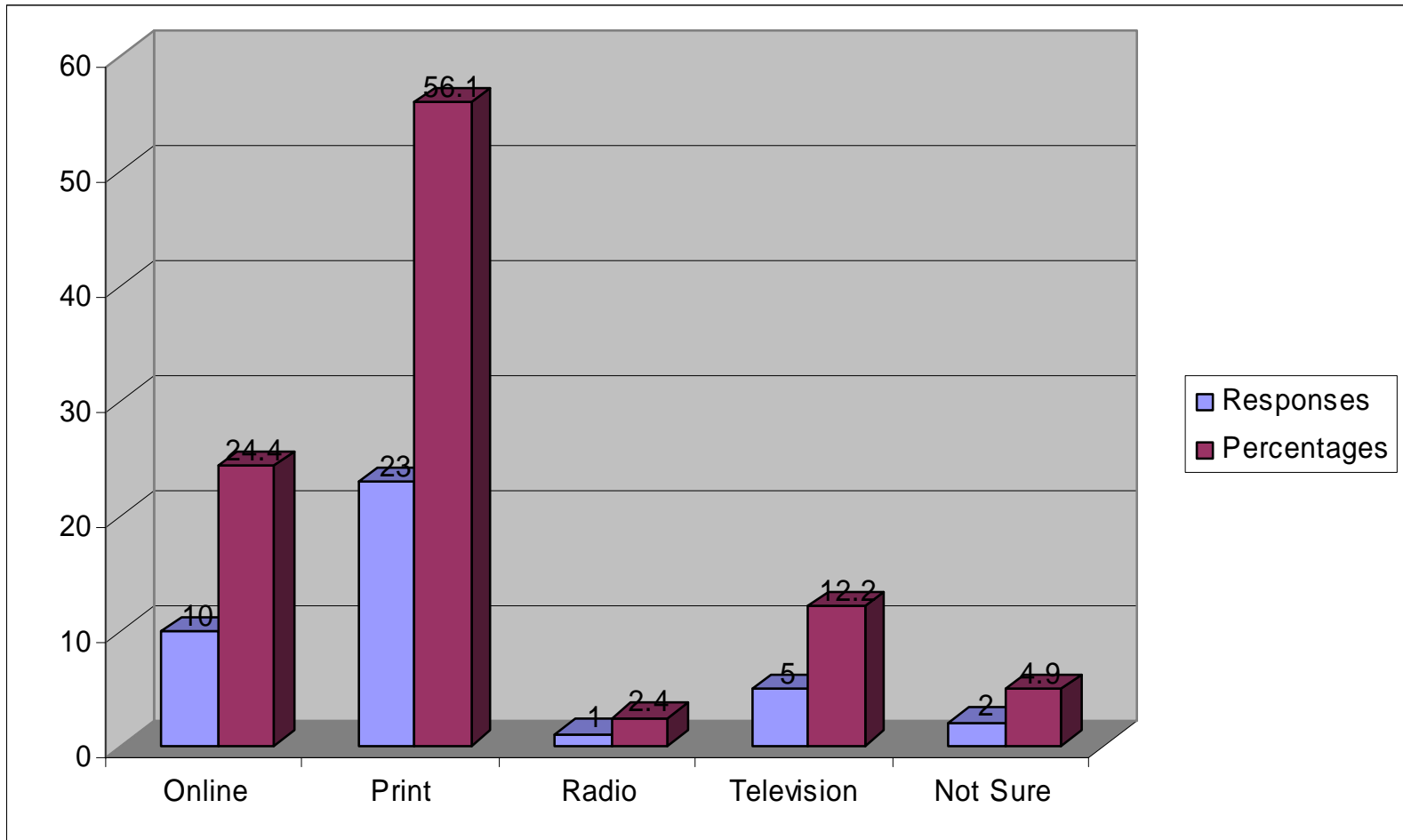


Total Respondents

[www.pwkpr.com](http://www.pwkpr.com)

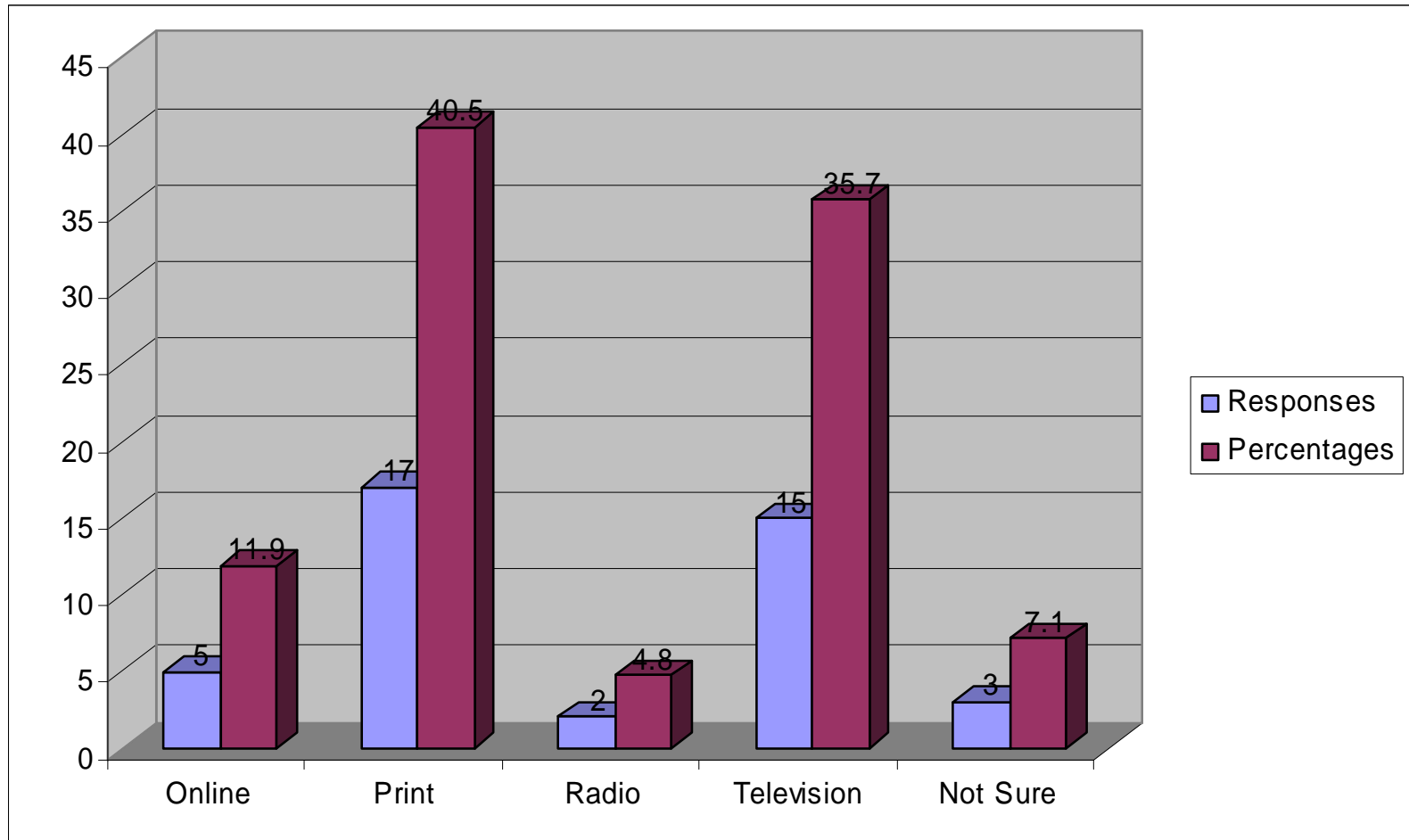
# Business to Consumer (B2C) Results

# What form of coverage do you believe your stakeholders refer to most?



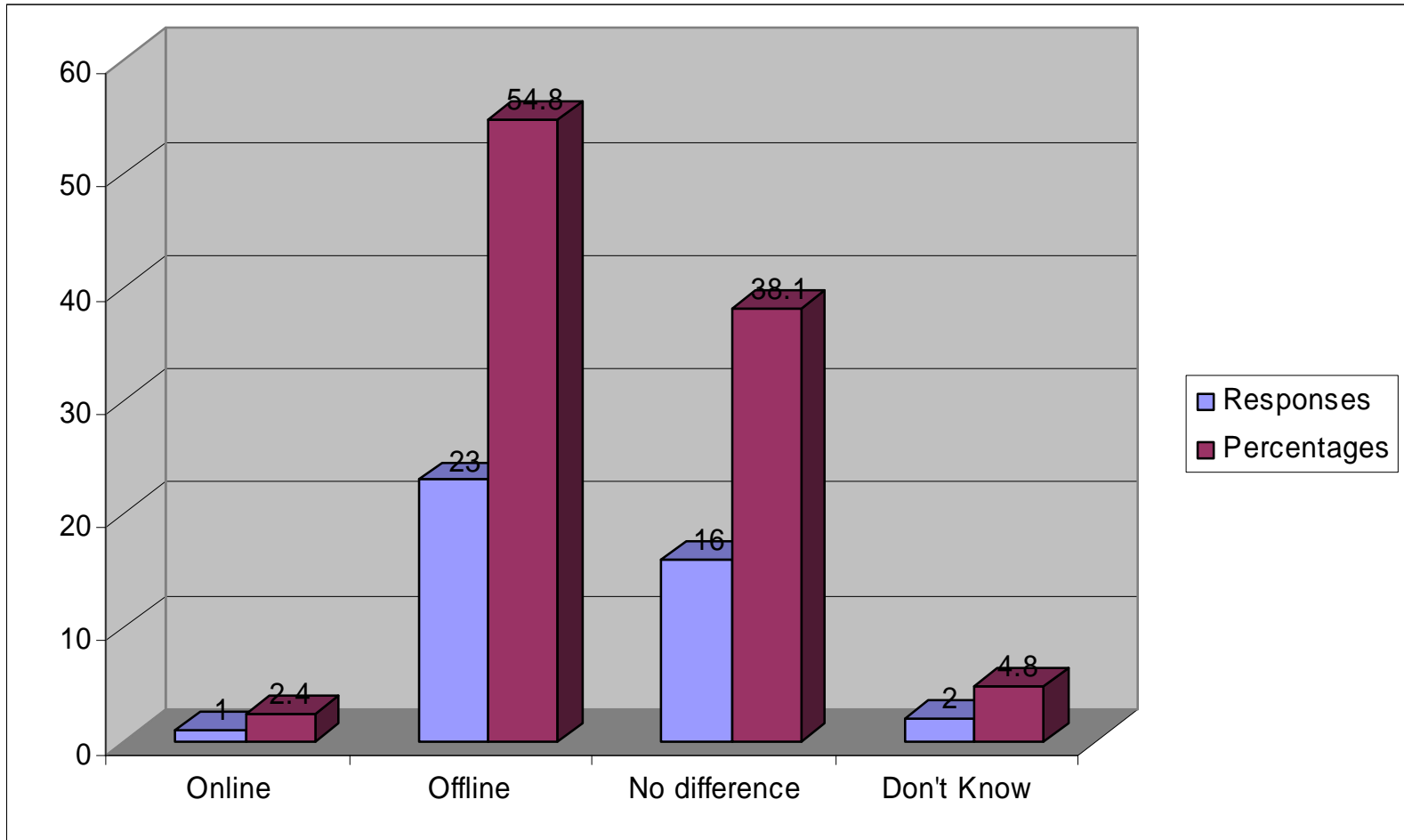
B2C Respondents

# What form of coverage do you believe your stakeholders are influenced by the most?



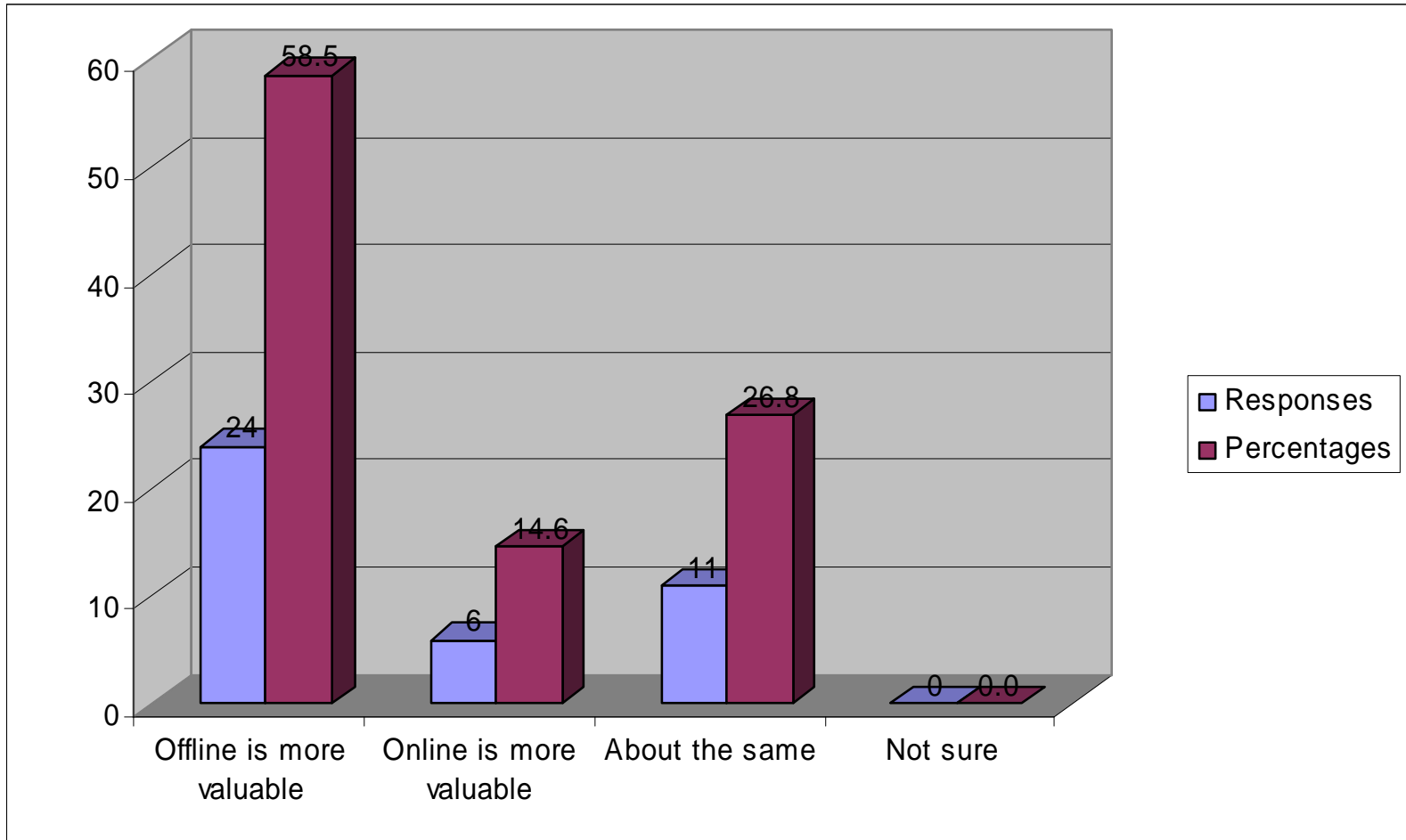
B2C Respondents

# Is the standard of journalism better online or offline?



B2C Respondents

# For your organisation or client, how do you value online coverage against offline coverage?



B2C Respondents

# What is the one thing you value most about online coverage?



	<b>Ability to change inaccurate articles</b>	<b>Articles can be found using search engines</b>	<b>Broader audience</b>	<b>Can be linked to or from company's / client's website</b>	<b>Coverage can be achieved faster</b>	<b>Coverage can be associated with links back to company / client website</b>
<b>Respondents</b>	6	7	4	3	3	0
<b>Percentages</b>	14.3	16.7	9.5	7.1	7.1	0.0
	<b>Coverage can be passed to colleagues more easily</b>	<b>Coverage is archived for a long time</b>	<b>Global accessibility</b>	<b>Increased interaction with customers</b>	<b>More balanced articles</b>	<b>More likely to have articles cut and pasted from press releases</b>
<b>Respondents</b>	1	3	5	2	0	2
<b>Percentages</b>	2.4	7.1	11.9	4.8	0.0	4.8
	<b>Offers more opportunity for positive coverage</b>	<b>PR activity results in more coverage</b>	<b>Richer content</b>	<b>Targets a niche audience</b>	<b>Viral potential of coverage</b>	<b>Other</b>
<b>Respondents</b>	2	1	0	2	1	0
<b>Percentages</b>	4.8	2.4	0.0	4.8	2.4	0.0

B2C Respondents

# What is the one thing you value most about offline coverage?



	<b>Broader audience</b>	<b>Clients / Bosses are more impressed</b>	<b>More balanced articles</b>
<b>Respondents</b>	5	3	1
<b>Percentages</b>	11.9	7.1	2.4
	<b>More 'real' than online coverage</b>	<b>More specific audience</b>	<b>More trusted by customers</b>
<b>Respondents</b>	8	2	16
<b>Percentages</b>	19.0	4.8	38.1
	<b>Richer content</b>	<b>Wider choice of mediums (TV, Radio, Print)</b>	<b>Other</b>
<b>Respondents</b>	1	5	1
<b>Percentages</b>	2.4	11.9	2.4

B2C Respondents

[www.pwkpr.com](http://www.pwkpr.com)

# What is the one thing you value least about online coverage?



	<b>Bad journalism</b>	<b>Customers trust it less</b>	<b>Difficult to manage where company / client is written about</b>	
<b>Respondents</b>	5	4	6	
<b>Percentages</b>	12.2	9.8	14.6	
	<b>Negative coverage can become viral</b>	<b>Too much competition with other articles so customers don't see the articles</b>	<b>Too niche</b>	<b>Other</b>
<b>Respondents</b>	10	13	3	0
<b>Percentages</b>	24.4	31.7	7.3	0.0

B2C Respondents

[www.pwkpr.com](http://www.pwkpr.com)

# What is the one thing you value least about offline coverage?

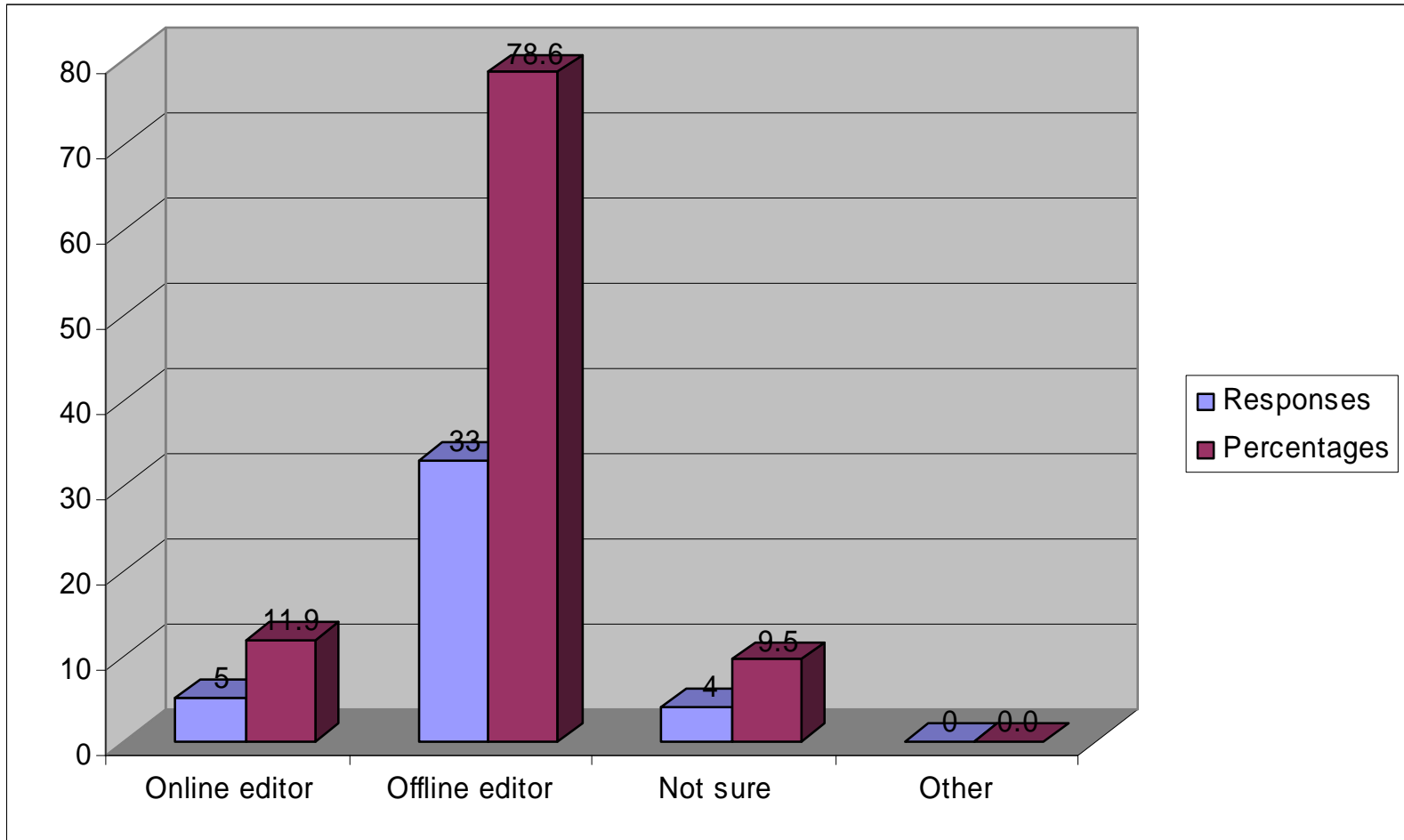


	<b>Can't change inaccuracies in articles</b>	<b>Copyright issues showing coverage to others</b>	<b>Generally delivers less coverage</b>	<b>Harder to access archived articles</b>
<b>Respondents</b>	13	3	2	4
<b>Percentages</b>	31.0	7.1	4.8	9.5
	<b>Longer time from pitching article to achieving coverage</b>	<b>More paper in the office</b>	<b>Not as easy to direct readers to company / client website</b>	<b>Not as easy to send to clients / bosses</b>
<b>Respondents</b>	7	2	0	0
<b>Percentages</b>	16.7	4.8	0.0	0.0
	<b>Old fashioned</b>	<b>The publications favour their advertisers</b>	<b>Time consuming working with offline journalists, thus costly</b>	<b>Other</b>
<b>Respondents</b>	0	6	1	4
<b>Percentages</b>	0.0	14.3	2.4	9.5

B2C Respondents

[www.pwkpr.com](http://www.pwkpr.com)

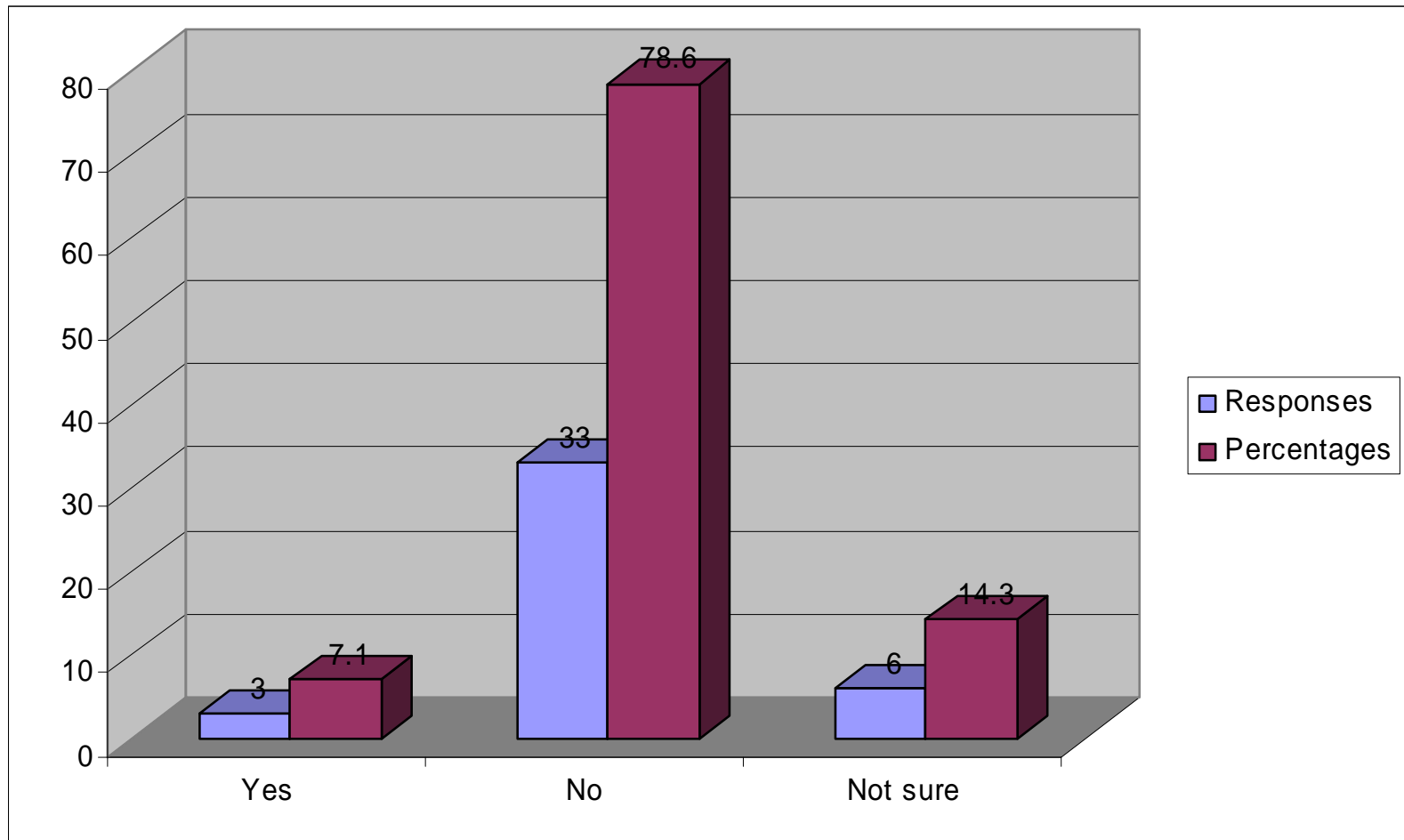
The editors of your most relevant online trade/niche publication and offline trade/niche publication both call today and request to meet you for lunch. Who would you choose?



B2C Respondents

# Do you agree that offline coverage is becoming less relevant to PR campaigns?

*Parker  
Wayne  
& Kent*

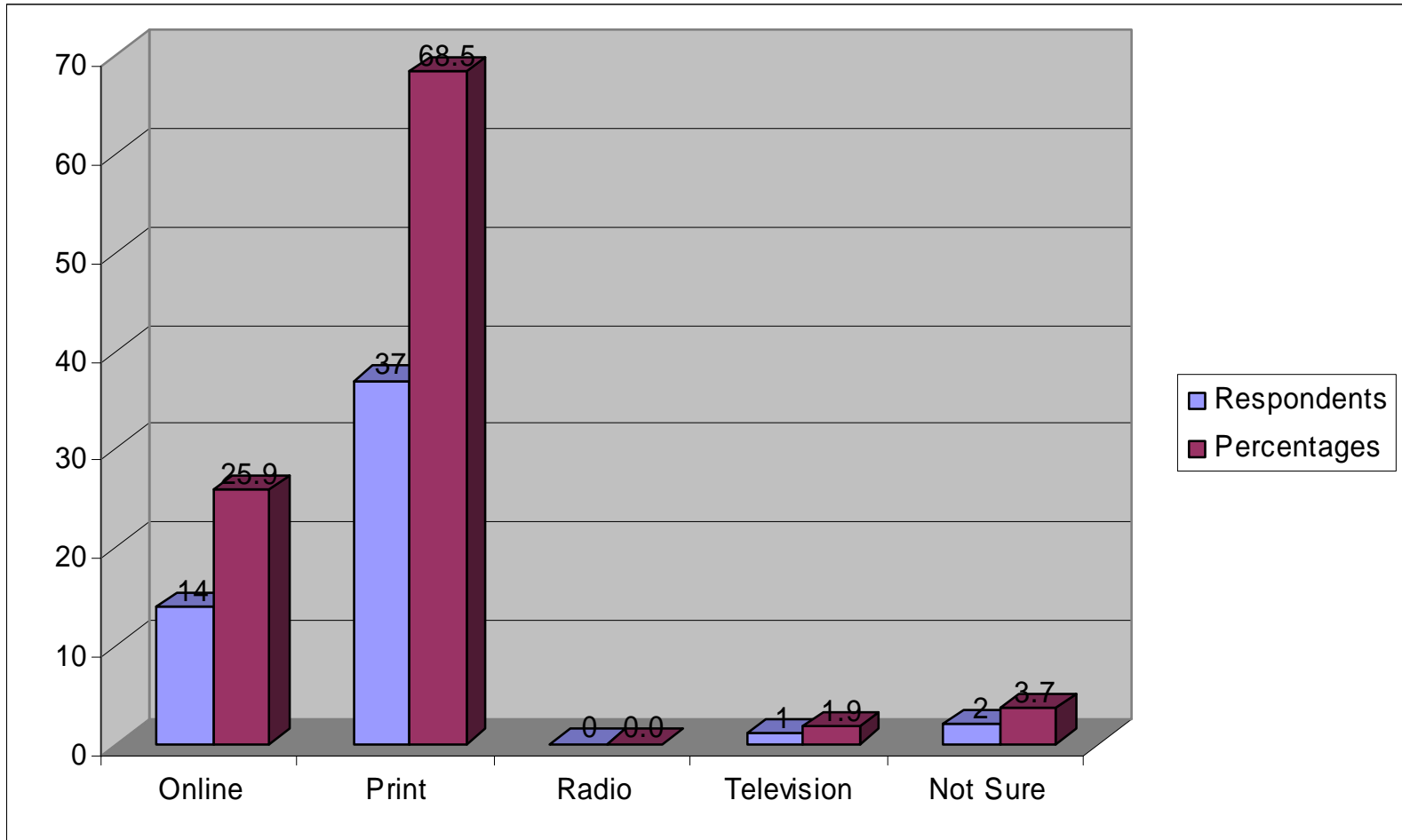


B2C Respondents

[www.pwkpr.com](http://www.pwkpr.com)

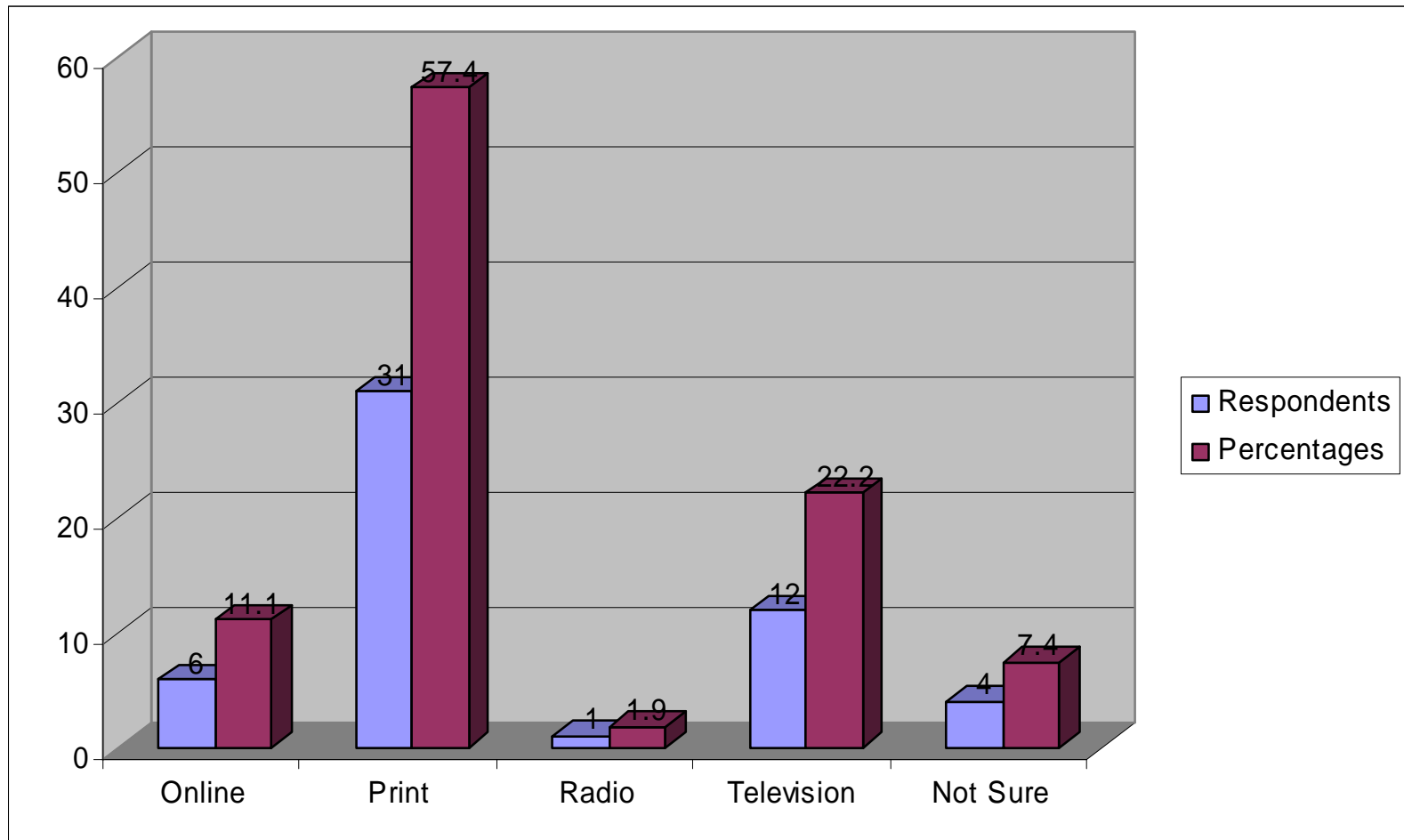
# Business to Business (B2B) Results

# What form of coverage do you believe your stakeholders refer to most?



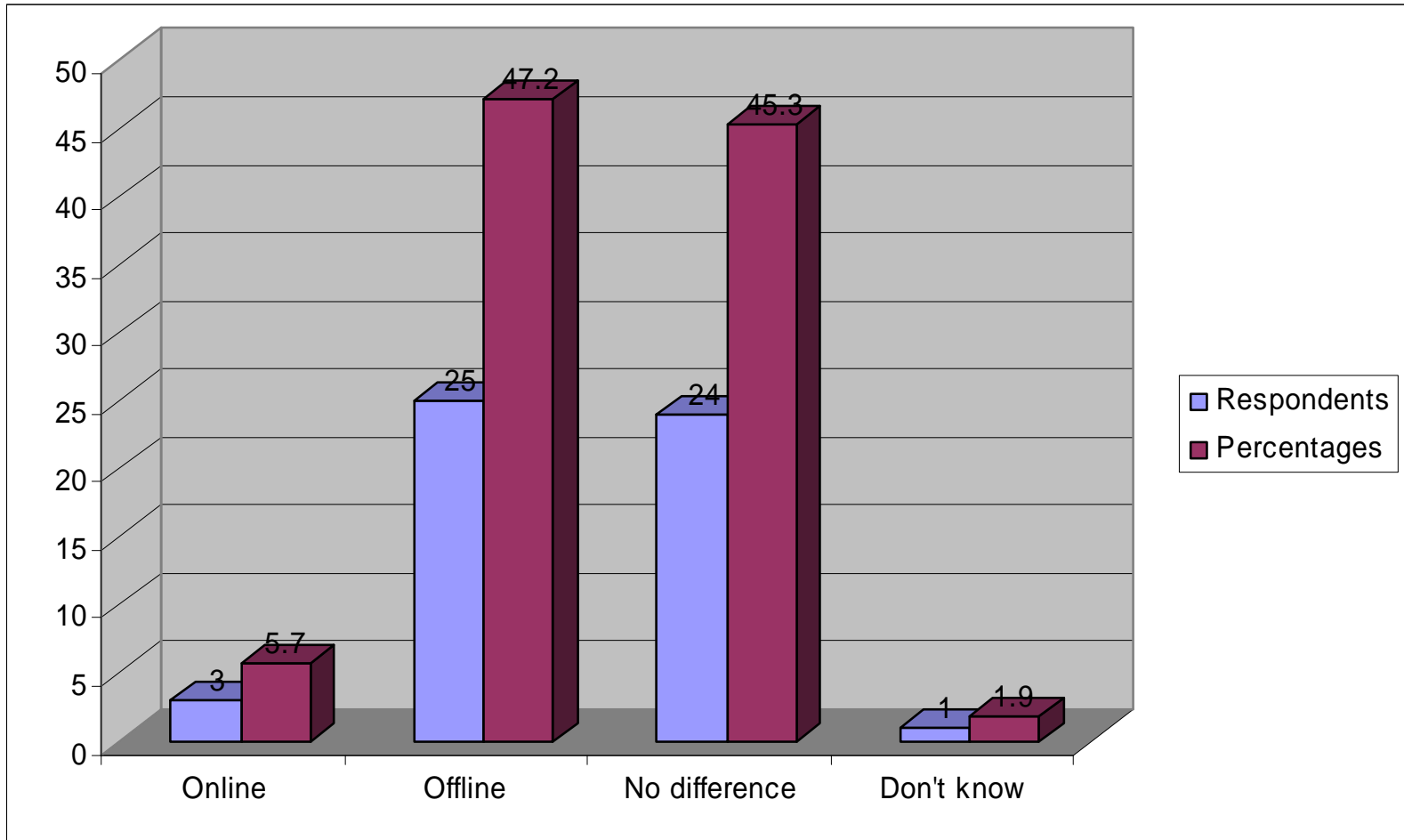
B2B Respondents

# What form of coverage do you believe your stakeholders are influenced by the most?



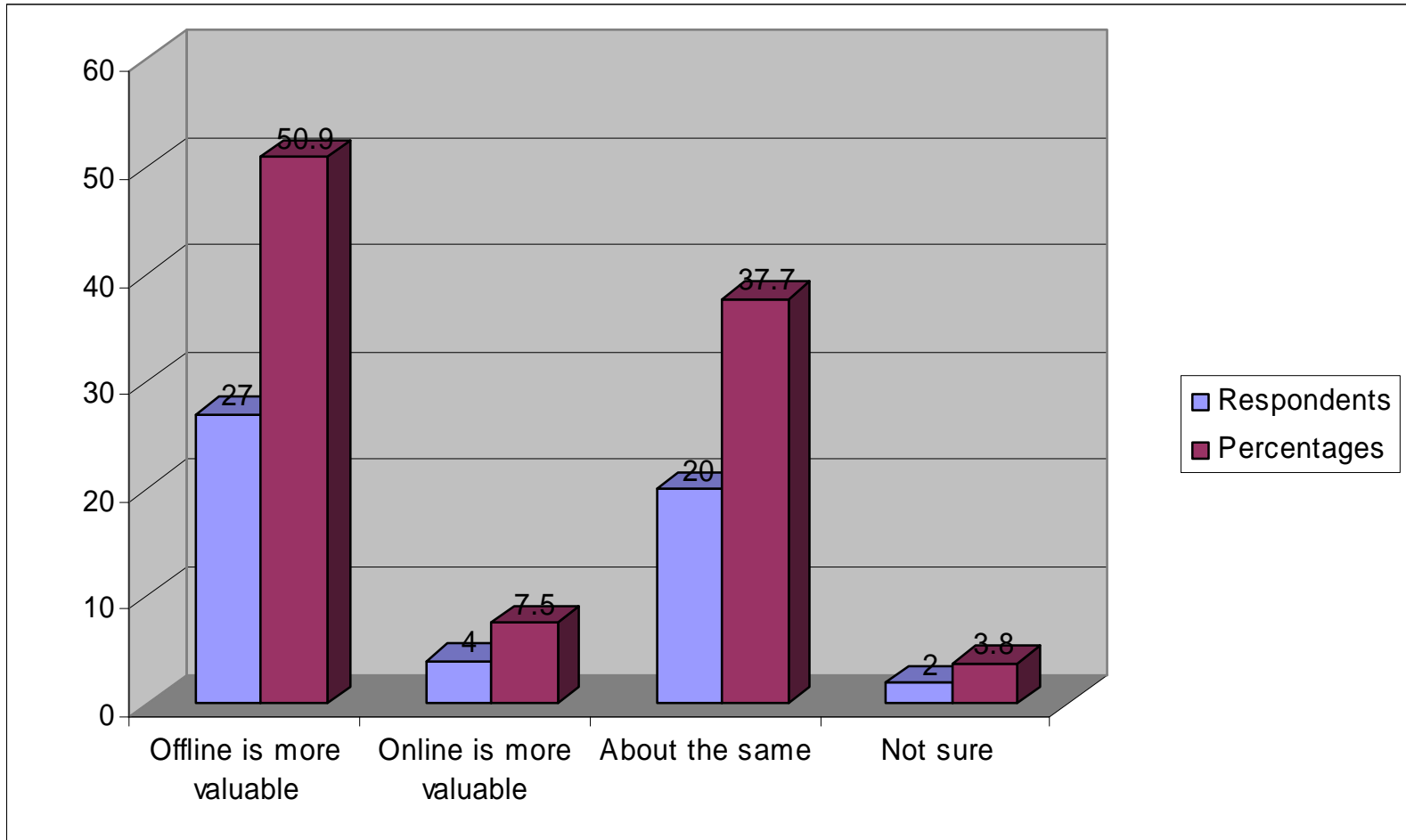
B2B Respondents

# Is the standard of journalism better online or offline?



B2B Respondents

# For your organisation or client, how do you value online coverage against offline coverage?



B2B Respondents

# What is the one thing you value most about online coverage?



	<b>Ability to change inaccurate articles</b>	<b>Articles can be found using search engines</b>	<b>Broader audience</b>	<b>Can be linked to or from company's / client's website</b>	<b>Coverage can be achieved faster</b>	<b>Coverage can be associated with links back to company / client website</b>
<b>Respondents</b>	4	10	6	2	10	3
<b>Percentages</b>	7.4	18.5	11.1	3.7	18.5	5.6
	<b>Coverage can be passed to colleagues more easily</b>	<b>Coverage is archived for a long time</b>	<b>Global accessibility</b>	<b>Increased interaction with customers</b>	<b>More balanced articles</b>	<b>More likely to have articles cut and pasted from press releases</b>
<b>Respondents</b>	3	2	7	0	0	0
<b>Percentages</b>	5.6	3.7	13.0	0.0	0.0	0.0
	<b>Offers more opportunity for positive coverage</b>	<b>Richer content</b>	<b>PR activity results in more coverage</b>	<b>Viral potential of coverage</b>	<b>Targets a niche audience</b>	<b>Other</b>
<b>Respondents</b>	3	0	1	0	2	1
<b>Percentages</b>	5.6	0.0	1.9	0.0	3.7	1.9

B2B Respondents

# What is the one thing you value most about offline coverage?



	<b>Broader audience</b>	<b>Clients / Bosses are more impressed</b>	<b>More balanced articles</b>
<b>Respondents</b>	6	9	0
<b>Percentages</b>	11.3	17.0	0.0
	<b>More 'real' than online coverage</b>	<b>More specific audience</b>	<b>More trusted by customers</b>
<b>Respondents</b>	12	5	14
<b>Percentages</b>	22.6	9.4	26.4
	<b>Richer content</b>	<b>Wider choice of mediums (TV, Radio, Print)</b>	<b>Other</b>
<b>Respondents</b>	2	5	0
<b>Percentages</b>	3.8	9.4	0.0

B2B Respondents

# What is the one thing you value least about online coverage?



	<b>Bad journalism</b>	<b>Customers trust it less</b>	<b>Difficult to manage where company / client is written about</b>	
<b>Respondents</b>	7	4	8	
<b>Percentages</b>	13.0	7.4	14.8	
	<b>Negative coverage can become viral</b>	<b>Too much competition with other articles so customers don't see the articles</b>	<b>Too niche</b>	<b>Other</b>
<b>Respondents</b>	13	16	1	5
<b>Percentages</b>	24.1	29.6	1.9	9.3

B2B Respondents

[www.pwkpr.com](http://www.pwkpr.com)

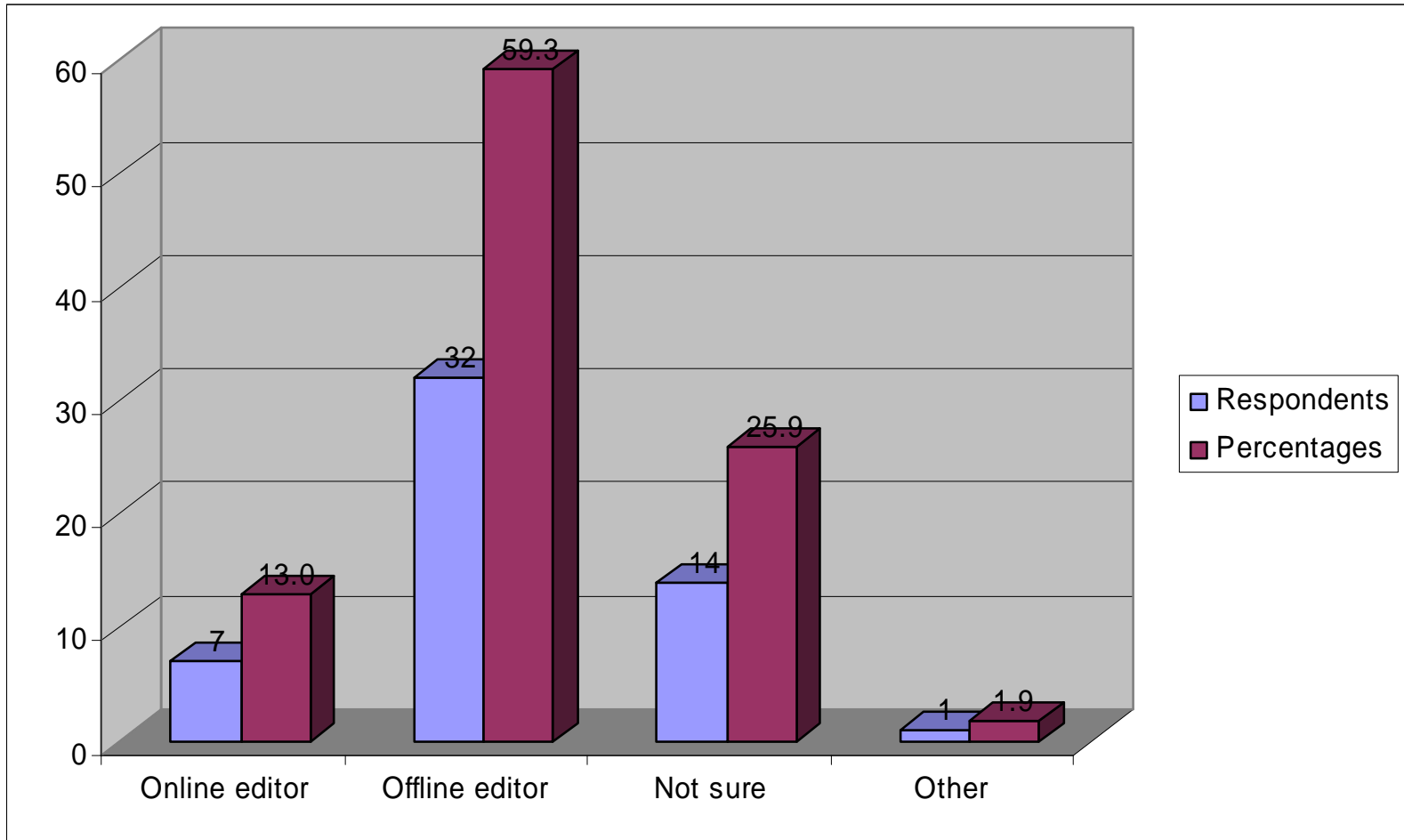
# What is the one thing you value least about offline coverage?



	<b>Can't change inaccuracies in articles</b>	<b>Copyright issues showing coverage to others</b>	<b>Generally delivers less coverage</b>	<b>Harder to access archived articles</b>
<b>Respondents</b>	12	7	2	6
<b>Percentages</b>	22.6	13.2	3.8	11.3
	<b>Longer time from pitching article to achieving coverage</b>	<b>More paper in the office</b>	<b>Not as easy to direct readers to company / client website</b>	<b>Not as easy to send to clients / bosses</b>
<b>Respondents</b>	6	2	3	1
<b>Percentages</b>	11.3	3.8	5.7	1.9
	<b>Old fashioned</b>	<b>The publications favour their advertisers</b>	<b>Time consuming working with offline journalists, thus costly</b>	<b>Other</b>
<b>Respondents</b>	1	5	2	6
<b>Percentages</b>	1.9	9.4	3.8	11.3

B2B Respondents

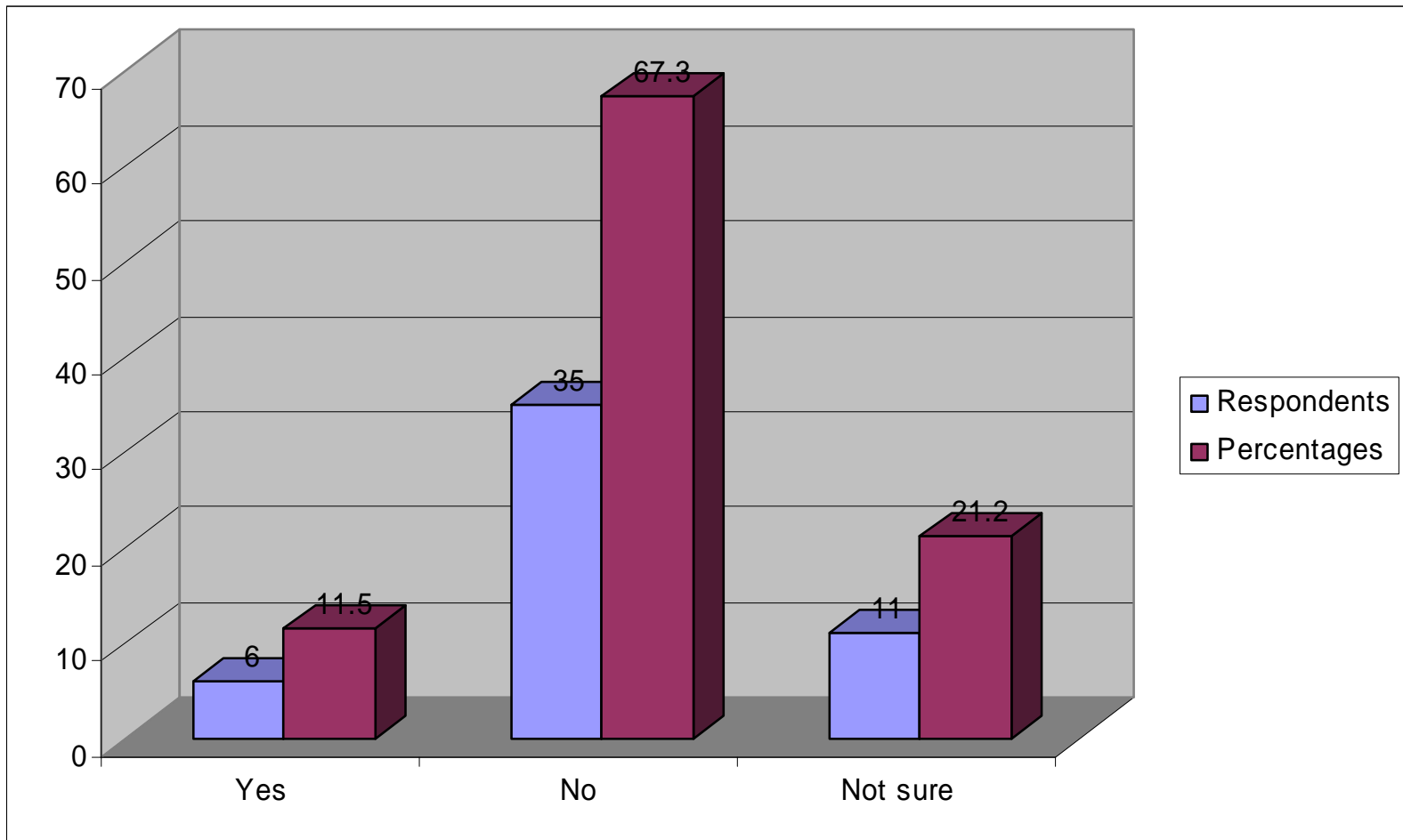
The editors of your most relevant online trade/niche publication and offline trade/niche publication both call today and request to meet you for lunch. Who would you choose?



B2B Respondents

# Do you agree that offline coverage is becoming less relevant to PR campaigns?

*Parker  
Wayne  
& Kent*

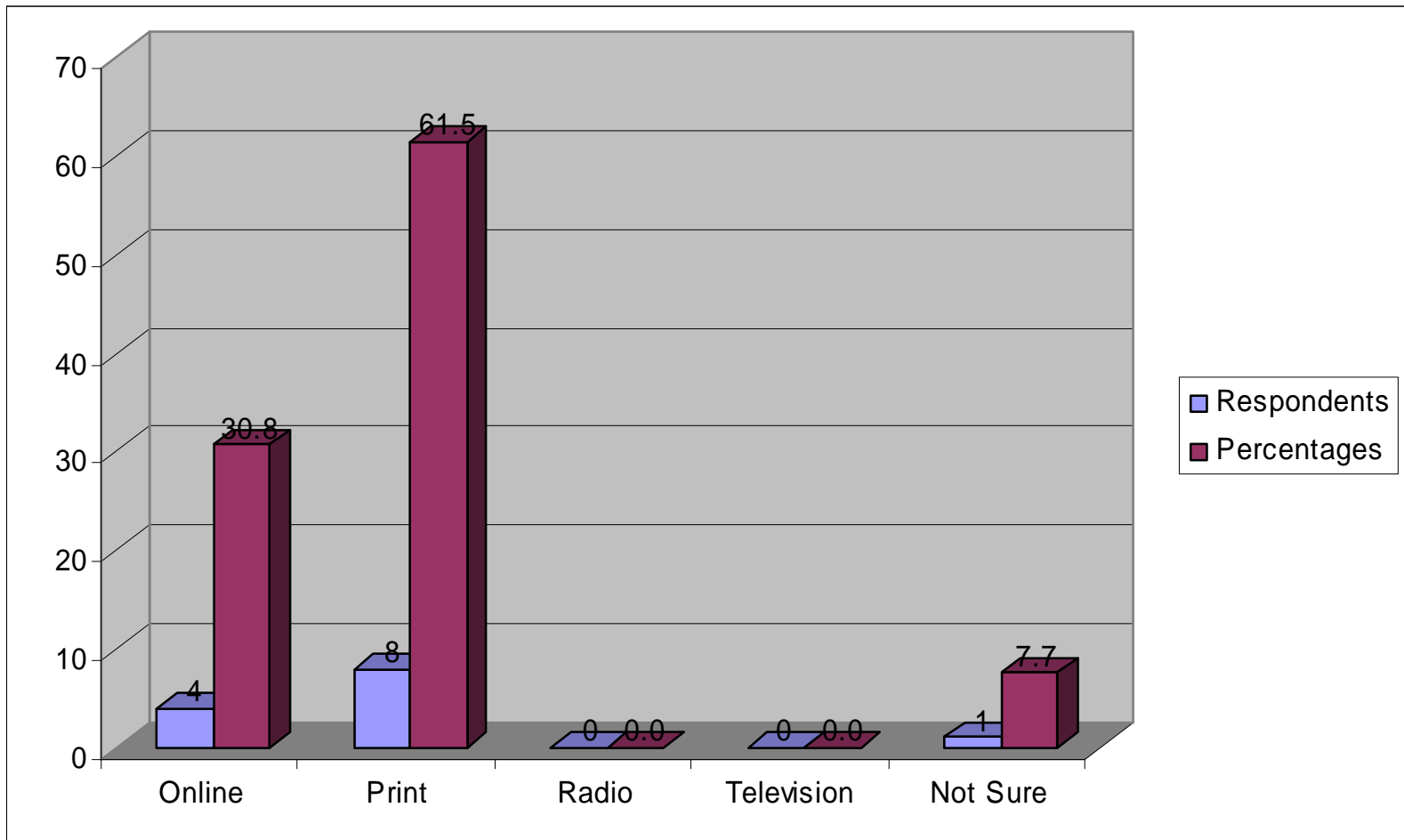


B2B Respondents

[www.pwkpr.com](http://www.pwkpr.com)

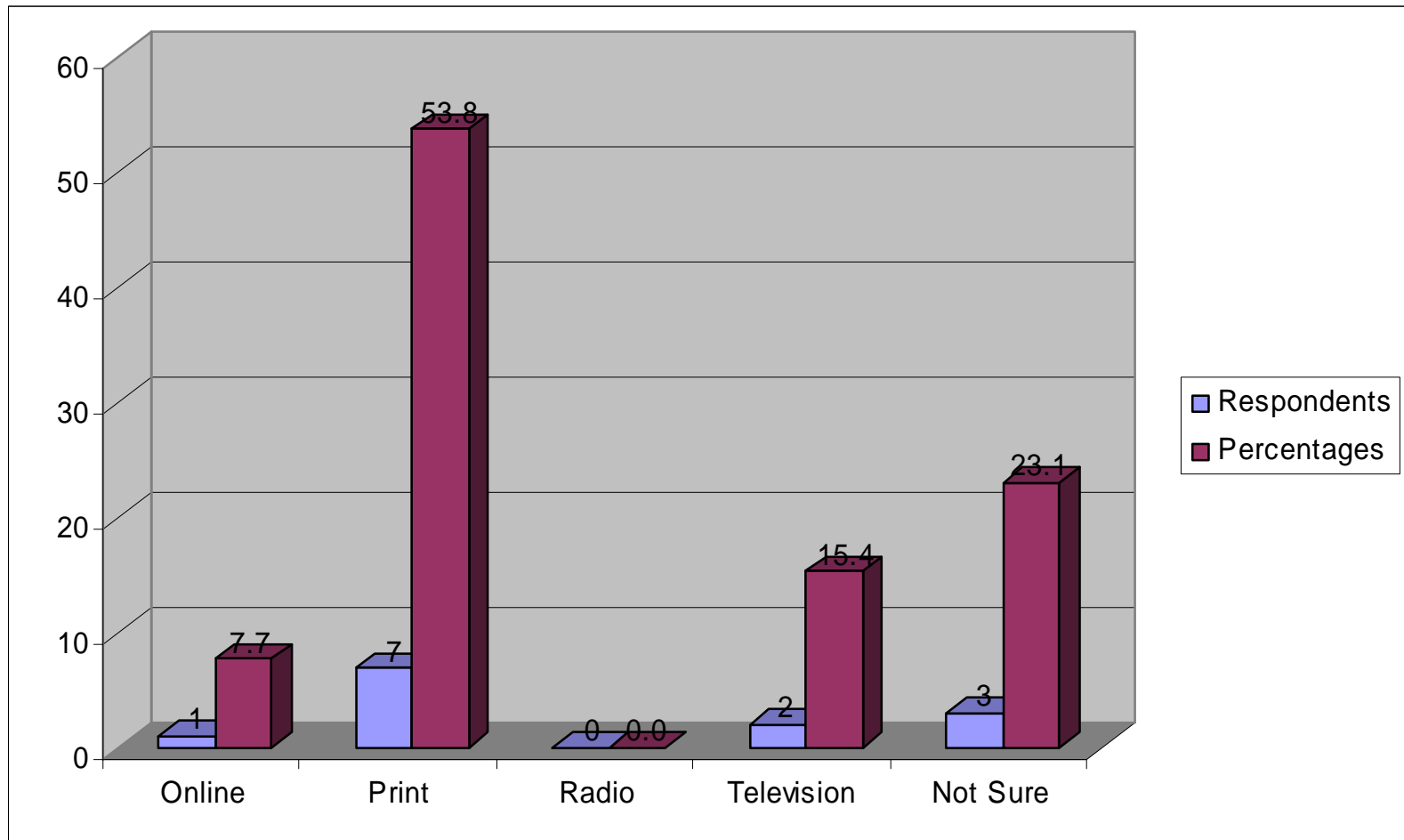
# Other PR Professionals (Results)

# What form of coverage do you believe your stakeholders refer to most?



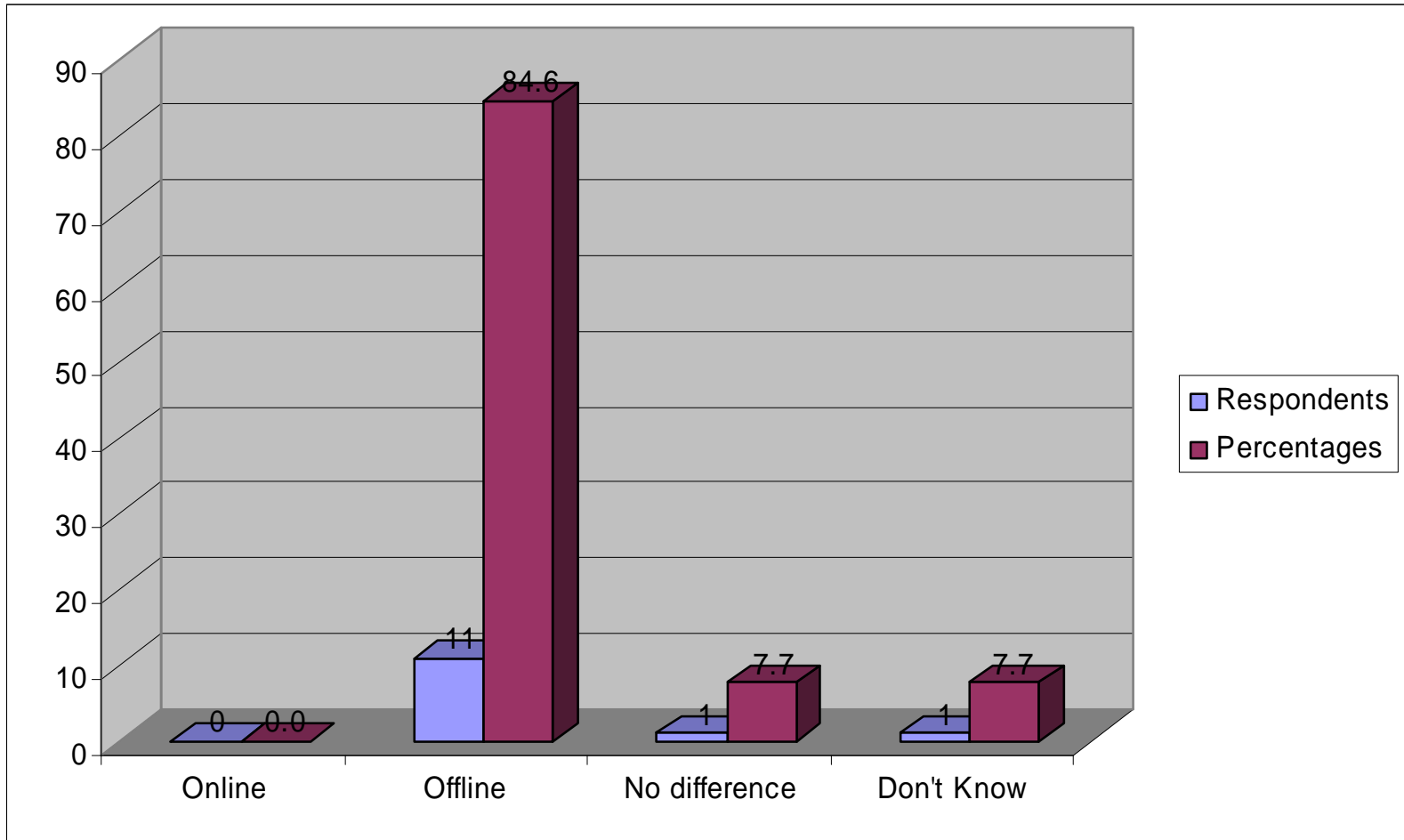
Other Respondents

# What form of coverage do you believe your stakeholders are influenced by the most?



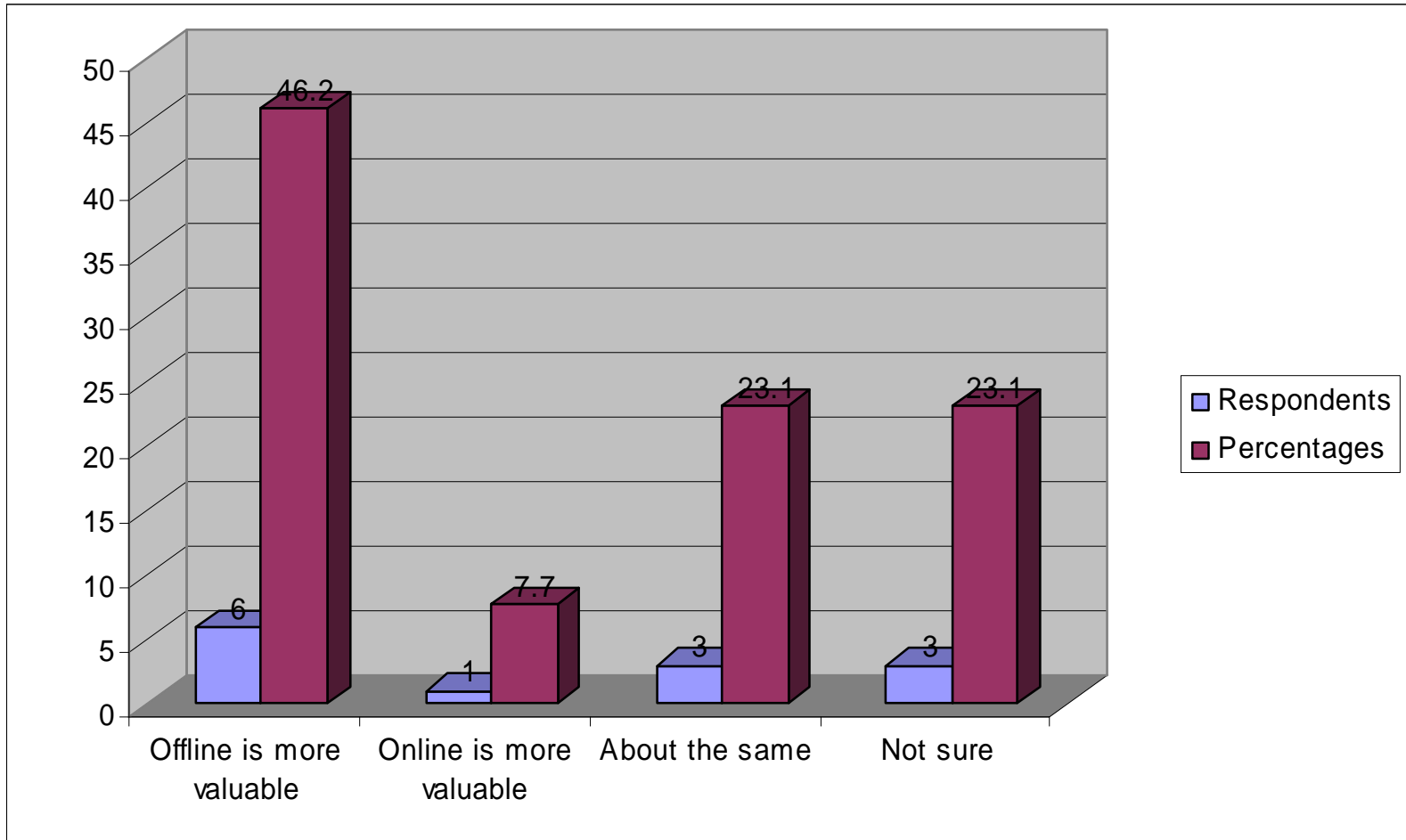
Other Respondents

# Is the standard of journalism better online or offline?



Other Respondents

# For your organisation or client, how do you value online coverage against offline coverage?



Other Respondents

# What is the one thing you value most about online coverage?



	<b>Ability to change inaccurate articles</b>	<b>Articles can be found using search engines</b>	<b>Broader audience</b>	<b>Can be linked to or from company's / client's website</b>	<b>Coverage can be achieved faster</b>	<b>Coverage can be associated with links back to company / client website</b>
<b>Respondents</b>	1	5	1	1	1	1
<b>Percentages</b>	7.7	38.5	7.7	7.7	7.7	7.7
	<b>Coverage can be passed to colleagues more easily</b>	<b>Coverage is archived for a long time</b>	<b>Global accessibility</b>	<b>Increased interaction with customers</b>	<b>More balanced articles</b>	<b>More likely to have articles cut and pasted from press releases</b>
<b>Respondents</b>	0	0	1	2	0	0
<b>Percentages</b>	0.0	0.0	7.7	15.4	0.0	0.0
	<b>Offers more opportunity for positive coverage</b>	<b>PR activity results in more coverage</b>	<b>Richer content</b>	<b>Targets a niche audience</b>	<b>Viral potential of coverage</b>	<b>Other</b>
<b>Respondents</b>	0	0	0	0	0	0
<b>Percentages</b>	0.0	0.0	0.0	0.0	0.0	0.0

Other Respondents

# What is the one thing you value most about offline coverage?



	<b>Broader audience</b>	<b>Clients / Bosses are more impressed</b>	<b>More balanced articles</b>
<b>Respondents</b>	0	3	0
<b>Percentages</b>	0.0	23.1	0.0
	<b>More 'real' than online coverage</b>	<b>More specific audience</b>	<b>More trusted by customers</b>
<b>Respondents</b>	4	0	3
<b>Percentages</b>			
	<b>Richer content</b>	<b>Wider choice of mediums (TV, Radio, Print)</b>	<b>Other</b>
<b>Respondents</b>	2	1	0
<b>Percentages</b>	15.4	7.7	0.0

Other Respondents

# What is the one thing you value least about online coverage?



	<b>Bad journalism</b>	<b>Customers trust it less</b>	<b>Difficult to manage where company / client is written about</b>	
<b>Respondents</b>	3	2	1	
<b>Percentages</b>	23.1	15.4	7.7	
	<b>Negative coverage can become viral</b>	<b>Too much competition with other articles so customers don't see the articles</b>	<b>Too niche</b>	<b>Other</b>
<b>Respondents</b>	3	3	1	0
<b>Percentages</b>	23.1	23.1	7.7	0.0

Other Respondents

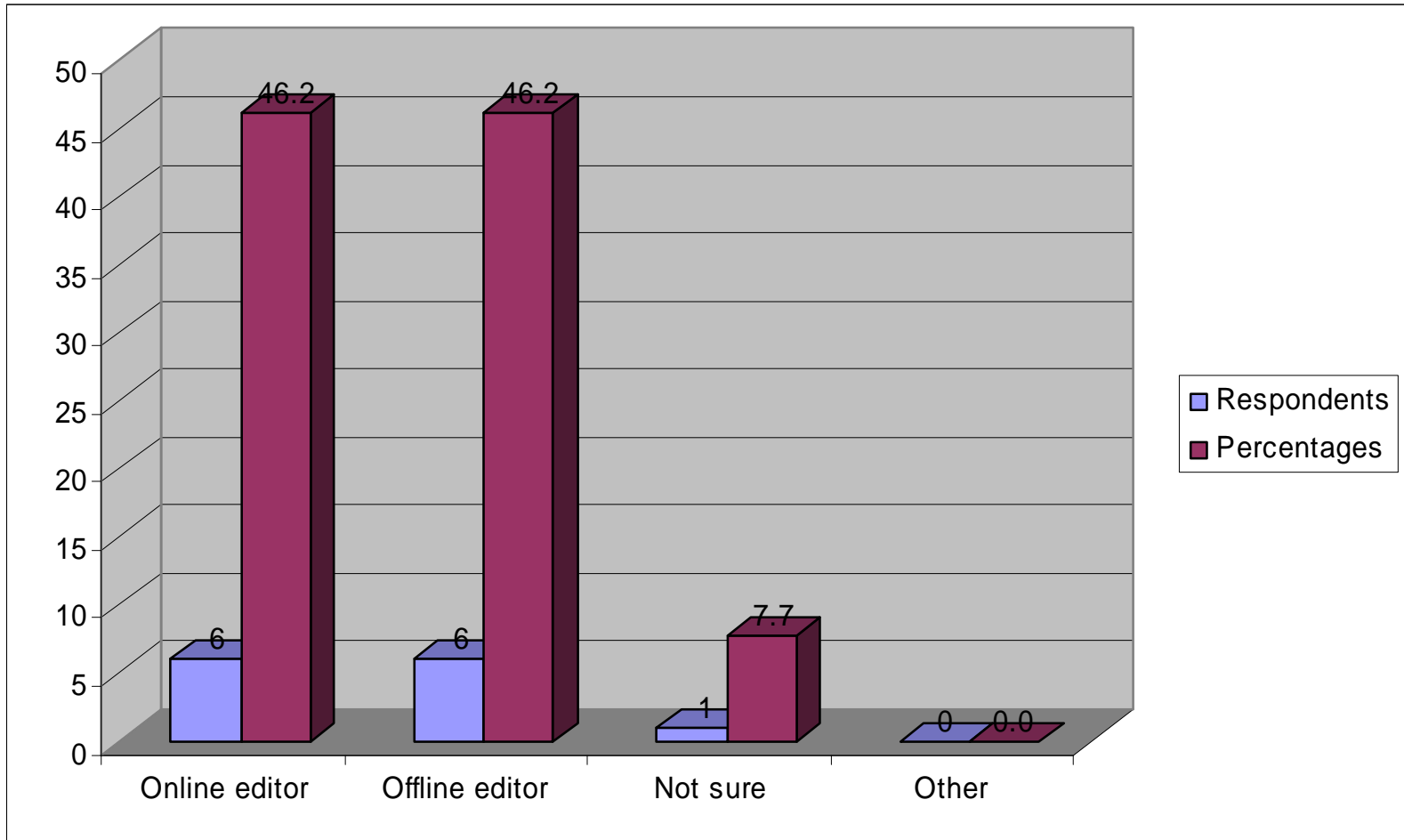
# What is the one thing you value least about offline coverage?



	<b>Can't change inaccuracies in articles</b>	<b>Copyright issues showing coverage to others</b>	<b>Generally delivers less coverage</b>	<b>Harder to access archived articles</b>
<b>Respondents</b>	2	2	2	0
<b>Percentages</b>	15.4	15.4	15.4	0.0
	<b>Longer time from pitching article to achieving coverage</b>	<b>More paper in the office</b>	<b>Not as easy to direct readers to company / client website</b>	<b>Not as easy to send to clients / bosses</b>
<b>Respondents</b>	3	1	1	1
<b>Percentages</b>	23.1	7.7	7.7	7.7
	<b>Old fashioned</b>	<b>The publications favour their advertisers</b>	<b>Time consuming working with offline journalists, thus costly</b>	<b>Other</b>
<b>Respondents</b>	0	0	0	1
<b>Percentages</b>	0.0	0.0	0.0	7.7

Other Respondents

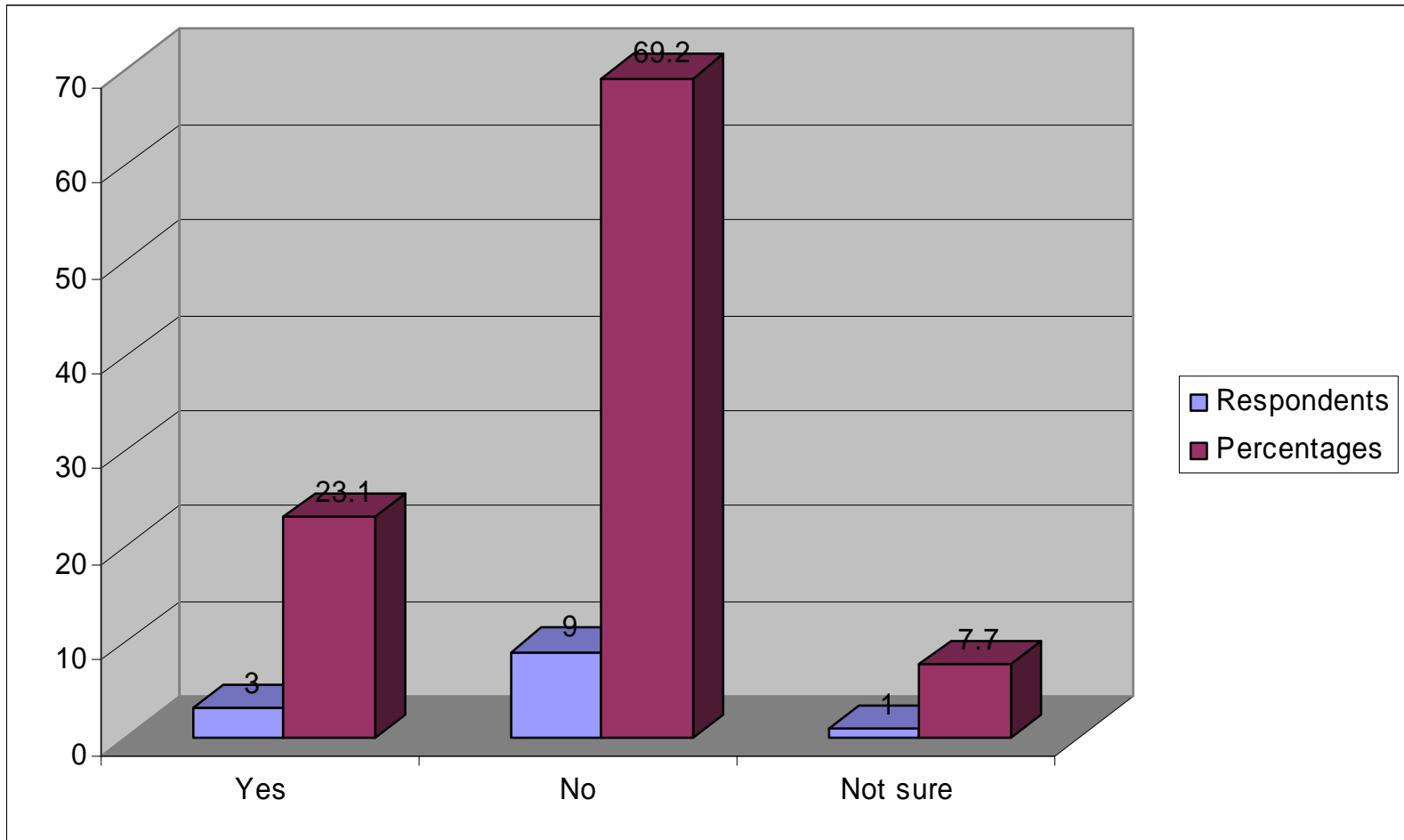
The editors of your most relevant online trade/niche publication and offline trade/niche publication both call today and request to meet you for lunch. Who would you choose?



Other Respondents

# Do you agree that offline coverage is becoming less relevant to PR campaigns?

*Parker  
Wayne  
& Kent*



Other Respondents

[www.pwkpr.com](http://www.pwkpr.com)