

WHO ARE OUR READERS?

DATA FROM OUR 2024 NEWSLETTER SURVEY



4 STAR
SATISFACTION
RATING

What You Told Us
We surveyed readers of the HAI Chronicle in August 2024 to learn who's reading, what you like, and how we can improve. Your feedback helps shape our newsletter—here's what we heard and how it's shaping future issues.



2 IN 3
HAVE A BACHELOR'S
OR HIGHER



82%
READ 2+ ISSUES



80%
ARE OVER AGE 50



100%
LIVE IN OREGON

33%
RETIRED

40%
IN HEALTH
CARE

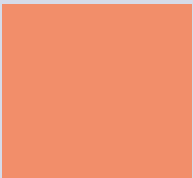
27%
GENERAL
PUBLIC



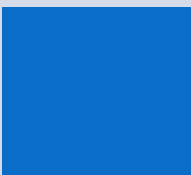
OHA Updates



In the News



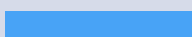
Infectious
Insights



Featured
Focus



Punny
Pathogens



Staff
Focus



Stewardship
Snippet

Favorite Sections

Key Takeaways



TAILOR TOPICS
TO YOU



SHARE MORE
OHA UPDATES



PUBLISH MORE
OFTEN