



Dear Colleague,

Springer Nature is interested in understanding how researchers decide on who to work with and where to publish. In particular- how are imprints and publisher names perceived? We'll use what we learn to make our organisation easier to understand for the research community.

The survey is being run on our behalf by Yonder, an independent research agency.

We would love to hear your views. This questionnaire should take around 10 minutes to complete.

At the end of the survey you will have the option to enter a prize draw to win a \$250 gift card, which can be used directly or donated to charity. Prize draw terms and conditions are available [here](#).

Click here to start the survey

You can also copy and paste the link below into your browser:

<https://yonder.online-host.solutions/ASP/P022978/LandingPage.asp?usr3=1>

Springer Nature ensures the highest standards of professional research and privacy in using the information that our audience provides, abiding by the MRS Code of Conduct. The research is for internal purposes only and the results will only be analysed in aggregate.

The survey will be live until 3rd July.

Thank you for your support and participation.

Best wishes,

Dan Penny

Director, Market Intelligence

Springer Nature