



LOCAL ADVERTISER SURVEY FAQ

Tomorrow's Media, Understood Today

Borrell's 2018 Local Advertiser Survey is the largest survey of SMB marketing activities in North America. It runs annually from mid-April to July 1 and provides powerful insights on what local businesses are doing, planning, and thinking about marketing. Each survey contains thousands of data points and comes with Here are some FAQs about the process:

WHAT IS THIS LOCAL ADVERTISER SURVEY?

Borrell Associates conducts a survey of local advertisers each year. This is done with the help of local media organizations throughout the country. Completions are typically between 3,500 and 7,500 surveys.

WHAT IS IN THE SURVEY?

The survey consists of 25-45 questions (depending on how the recipient answers) about advertising, marketing, and digital services. It takes 20 minutes to complete. In addition to general questions regarding business size and type, the survey covers:

- What % of budget spent on each medium (newspapers, TV, radio, etc.). More than 30 categories are measured.
- Plans to change (increase, keep the same, or decrease) spending this year on the following media (newspapers, broadcast TV, radio, online, direct mail, etc.)
- Social media use and effectiveness.
- Details on video advertising
- Separate thread for ad agencies to take

HOW IS THE SURVEY CONDUCTED?

We use an online survey platform to host our survey. Participants send their local advertisers an email asking them to participate. The link is unique to your company, allowing the results to be collected for an individual property and compared to the overall national averages – or to averages of your parent company.

WHO SENDS THE EMAILS/LINKS?

The individual media company sends the email to its list of advertiser clients. Borrell supplies suggested copy. Borrell suggests a total of 3 emails (1 initial and 2 reminders) that can be used to drive participation with local businesses. This will be shared along with a suggested timeline at the beginning of the engagement.

TO WHOM SHOULD WE SEND THE SURVEY?

As a participating media company, you send the list to your advertiser clients. You always maintain ownership of your list. It's highly recommended to send to lists where you have a known relationship or response rate. Lists purchased from third-party vendors may not be up-to-date and may increase your bounce rate from invalid addresses. Check with your email service regarding rules surrounding acceptable bounce rates. Choose your lists responsibly.



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WHAT KIND OF RESPONSE RATE OR COMPLETION RATE CAN I EXPECT?

These are two different measures. Response rate is equal to survey completes divided by emails sent. The current rate fluctuates between 0.3%-3.6% - with 1% being a target. With an average response rate of 1% your list size should be around 5,000 in order to safely assume you will hit the minimum 50 completes.

We have found that the most important factor in garnering high response rates is having a good email list. In addition, the survey has a screener question in the beginning to ensure that the person answering the survey is the person responsible for marketing decisions at the company. On average, 85% of those who came into the survey last year were qualified. This means that the final results will reflect opinions of true decision makers.

The more personalized the invitation from the media company to their potential participants, the better the response rates. Completion rate is equal to surveys completed divided by surveys started. Last year's completion rate was 46%. We have made improvements to the survey to encourage more completes which will only help you achieve the minimum 50 completes.

WHAT DO I GET?

Each participating media company will receive an Excel workbook (see screenshot example on next page) that displays the answers to every question posed in the survey – as well as a comparison to a national and/or company average. This report serves as a great scorecard of local marketing trends. You'll also receive answers to all open-ended questions answered by your respondents. And, you'll receive a separate contact file listing those businesses who completed the survey and entered the contest.

WHAT DO MY ADVERTISERS GET OUT OF THIS?

Survey respondents will be:

- Entered into a drawing for a \$500 VISA gift card.
- Invited to an exclusive SMB panel maintained by Borrell Associates
- Providing valuable insights and opinions to help their local media companies improve

I REPRESENT ONE PROPERTY IN A LARGER MEDIA COMPANY. WHEN WILL I SEE MY RESULTS?

If your parent media company is conducting this survey across multiple properties, all participating properties must have their surveys closed before analysis can begin. This means that, if individual properties start and stop their surveys at different times, it is only when the LAST survey is closed that tallies can be made. It will be no more than 2 weeks (but often sooner) after the last survey closes that results will be delivered.

WHAT'S THE COST?

\$500 per market. For 5 or more markets, the cost is \$250.



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EXAMPLE OF EXCEL FILE RESULTS

This is a screenshot from the Excel workbook from our 2017 survey. The interactive workbook contains 16 worksheets and more than 100 charts and tables, showing your results compared with national averages.

PTY1. Earlier, you estimated your business spent [PLY1 RANGE] on advertising in 2016. What do you expect your business will spend in 2017?

	Count	% of Respond
No Spending	139	4%
Less than \$3,000	665	19%
\$3,000 to \$4,999	403	11%
\$5,000 to \$9,999	467	13%
\$10,000 to \$14,999	273	8%
\$15,000 to \$24,999	301	9%
\$25,000 to \$49,999	320	9%
\$50,000 to \$99,999	277	8%
\$100,000 to \$199,999	229	7%
\$200,000 to \$499,999	175	5%
\$500,000 to \$999,999	104	3%
\$1 million or more	155	4%
AVERAGE PROJECTED	###	\$107,446
Total Respondents	3,508	100%

Advertising Amount Plan to Spend in 2017

Spending Range	Count	% of Respond
No Spending	139	4%
Less than \$3,000	665	19%
\$3,000 to \$4,999	403	11%
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\$15,000 to \$24,999	301	9%
\$25,000 to \$49,999	320	9%
\$50,000 to \$99,999	277	8%
\$100,000 to \$199,999	229	7%
\$200,000 to \$499,999	175	5%
\$500,000 to \$999,999	104	3%
\$1 million or more	155	4%

Average Advertising Spending 2016 and Projected 2017

Year	Average Spending
AVERAGE 2016	\$104,965
AVERAGE PROJECTED	\$107,446

2017 Spending Segments

	Count	% of Respond
Will Spend Less in 2017	372	11%
Will Spend Same in 2017	2335	67%
Will Spend More in 2017	801	23%
Total Respondents	3508	100%

2017 vs 2016 Spending

Spending Change	% of Respondents
Less	11%
About Same	67%
More	23%

PTY2. Below is a list of the advertising/marketing your business used in 2016. What are your plans for using these media types in 2017?

Media Type	Will Not Use		Less		Same		Increase		Answer C	Change
	Count	% of Total	Count	% of Total	Count	% of Total	Count	% of Total		
Newspaper	125	6%	531	26%	1211	59%	198	10%	2065	-94%
Magazine	121	9%	368	28%	705	54%	109	8%	1303	-91%
Printed directories	105	11%	320	33%	526	54%	25	3%	976	-83%
Postal mail	74	5%	251	15%	958	58%	355	22%	1638	-95%
Outdoor	80	8%	163	16%	615	59%	179	17%	1037	-92%
Cinema	19	11%	35	21%	95	57%	17	10%	167	-89%
Radio	82	6%	257	19%	783	58%	229	17%	1351	-94%
Cable TV	46	6%	147	20%	385	52%	168	23%	746	-94%
Broadcast TV	34	5%	131	18%	407	55%	168	23%	740	-95%
Other	9	3%	10	3%	118	40%	157	53%	294	-97%
Other printed publication	100	8%	290	22%	834	63%	108	8%	1332	-92%
Event marketing	42	2%	185	11%	1036	61%	430	25%	1693	-98%
Digital	27	1%	48	2%	897	34%	1682	63%	2,654	-99%

2017 vs 2016 Spending by Media

Media Type	Will Not Use	Less	About Same	More
Newspaper	26%	20%	59%	10%
Magazine	28%	26%	54%	8%
Printed directories	33%	11%	54%	3%
Postal mail	10%	16%	58%	22%
Outdoor	16%	8%	59%	17%
Cinema	21%	11%	57%	10%
Radio	19%	8%	58%	17%
Cable TV	20%	8%	52%	23%
Broadcast TV	18%	8%	55%	23%
Other printed publication	22%	8%	63%	8%
Event marketing	11%	2%	61%	25%
Digital	3%	1%	34%	63%