



LOCAL ADVERTISER SURVEY FAQ

Tomorrow's Media, Understood Today

Borrell Associates 2019 Local Advertiser survey has kicked off and your company is participating!

You should have received notice of this, but in this world of a lot to do and little time to do it, things can get lost. It is this exact reason we are making participation as simple as possible.

But first, let's make sure we lay the groundwork and explain what all of this is – and what you will get out of it.

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. Last year, more than 3,500 local advertisers completed the survey.

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 about 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.). About 20 categories are measured.
- Plans to change (increase, keep the same, or decrease) spending this year in those mediums.
- How video advertising is being used – including YouTube and OTT.
- Voice search and smart speaker use
- Evaluation of sales rep interactions
- Best source of leads
- Agencies are directed to a separate but similar thread of about 30 questions.

HOW IS THE SURVEY CONDUCTED?

We use an online survey platform to host our survey, which we program and manage for all participating media companies.

As a participating media company, you send your local advertisers an email asking them to participate. The link is unique to your media outlet, 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.



LOCAL ADVERTISER SURVEY FAQ

Tomorrow's Media, Understood Today

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, 78% of those who came into the survey last year made it past the screener. This means that the final results are a better reflection of the opinions of true decision makers.

Looking back over past survey results, we can also confidently say that the more personalized the invitation from the media company to their potential participants, the better the response rates. Granted, it tends to be more time-consuming to go this route, but we feel it's worth sharing.

Completion rate is equal to surveys completed divided by surveys started. Not counting disqualified respondents, last year's completion rate was 65%. We continue to make improvements to the survey to encourage more completes which will only help you achieve the minimum 50 completes needed for individual reporting.

WHAT DOES MY COMPANY GET OUT OF THIS?

Each participating media company will receive an Excel workbook 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 along with a presentation outlining the highlights from the survey. 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 is typically about 2 weeks (but often sooner) after the last survey closes that results will be delivered.

WHAT'S THE COST?

\$750 per market/link.



LOCAL ADVERTISER SURVEY FAQ

Tomorrow's Media, Understood Today

EXAMPLE OF EXCEL FILE RESULTS

