



# FAQs

# 2020 Local Advertiser Survey

**2020 FIELD DATES:**  
Late Aug – Early Oct

## WHAT IS THE 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. In 2019, more than more than 3,500 businesses completed the survey.

## 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.

## WHO TAKES THE SURVEY / WHO SENDS THE EMAILS?

As a participating media company you send the list to your advertiser clients. You always maintain ownership of your list.

We will provide suggested copy for 3 emails (1 initial invitation and 2 reminders) as well as a timeline of when to send those emails to drive participation from your local businesses.

Response rates will depend on the quality and size of your list. We suggest sending to no fewer than 5,000 emails to get a minimum sample size for your company.

## WHAT IS THE DELIVERABLE?

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 average. This report will serve as a great scorecard of local marketing trends.

You'll 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.

## HOW DO MY ADVERTISERS BENEFIT FROM THIS?

Survey respondents will be:

- Entered in 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