



2020 Local Advertiser Survey

The nation's largest survey of advertising and marketing decision makers within all industries across local U.S. markets

2020 FIELD DATES:
Late Aug – Early Oct

3000+

Businesses typically respond

100+

Industries captured

100+

Local markets

41

Average number of questions answered

30+

Advertising categories measured

NEW! topics for 2020

- ✓ Internal vs. External spending on marketing services
- ✓ Social Media spending and effectiveness by platform
- ✓ Digital Marketing Services use and spending
- ✓ And more...

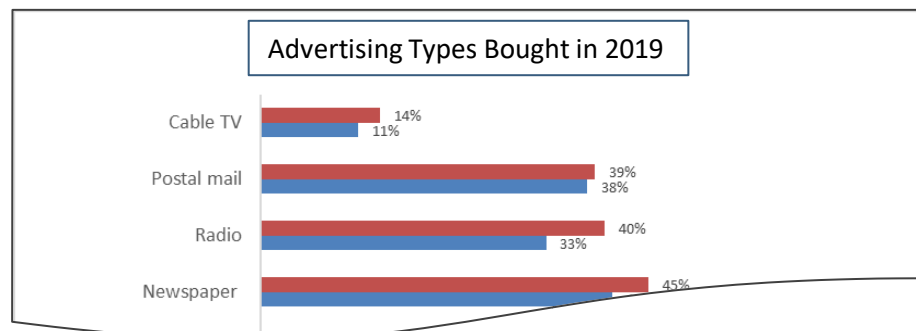
Also included:

- ✓ Marketing spend in 2020 by advertising method
- ✓ Anticipated spending for 2021
- ✓ Social media channel use and effectiveness
- ✓ COMPLETELY SEPARATE AGENCY SURVEY INCLUDED

Get open-ended comments from your customers.

"Make things simple. There's so much out there and so much to choose from. It can be overwhelming. The easier you present your products the more likely I am to buy it. If I'm confused. I don't."

Find out how your advertisers compare against the national benchmark.



Use results to:

- Improve sales training
- Update sales materials
- Inform revenue projections
- Understand threats
- Identify opportunities
- Build advertiser relationships