



# Sample Questions

## 2020 Local Advertiser Survey

2020 FIELD DATES:  
Late Aug – Early Oct

**\*\*This is a sample, not all questions asked are included here**

### SCREENER

Advertising Budget Knowledge

Marketing Expertise

Industry

### GENERAL BUSINESS PROFILE

About how many full- or part-time employees work at your company?

How many years has your business been operating?

What is the range of gross annual revenues for your business?

### ADVERTISING (newspaper, magazine, radio, broadcast TV, cable TV, direct mail, outdoor, printed directories, online banners ads)

Did your company purchase [ITEM] in 2019, 2020, or plan to purchase in 2021

How much will your company spend on [ITEM] in 2020?

Please rate the effectiveness of [ITEM] in 2020.

How has the effectiveness of [ITEM] changed (if at all) in the last year?

Will your company increase or decrease spend on [ITEM] in 2021?

### DIGITAL MARKETING (Web design/development (including SEM/SEO), online video production/advertising (including YouTube), listings claiming/advertising, mobile apps or advertising, email marketing, reputation marketing, customer relationship management, digital audio production/advertising)

Did your company use [ITEM] in 2019, 2020, or do you plan to use in 2021

How did your company use [ITEM] in 2020? (advertising, management, in-house, outsourced, etc)

How much will you spend in 2020? (by ways used)

Please rate the effectiveness of [ITEM] in 2020.

How has the effectiveness of [ITEM] changed (if at all) in the last year?

Will your company increase or decrease use of [ITEM] in 2021?

### DIGITAL PLATFORMS (Instagram, Pinterest, LinkedIn, Facebook, TikTok, Twitter, Yelp, Snapchat, WhatsApp, Reddit)

Did your company use [ITEM] in 2019, 2020, or plan to use in 2021

How did your company use social media platforms in 2020? (advertising, management, in-house, outsourced, etc)

How much will you spend on social media platforms in 2020? (by ways used)

Please rate the effectiveness of [ITEM] in 2020.

How has the effectiveness of [ITEM] changed (if at all) in the last year?

Will your company increase or decrease use of [ITEM] in 2021?

**Local Agencies answer a different set of questions, focused on how they make marketing decisions for their clients.**