



FAQs

2021 Local Advertiser Survey

FIELD DATES:
April 5 – June 15

WHAT IS THE LOCAL ADVERTISER SURVEY?

Borrell Associates conducts a survey of local advertisers and ad agencies each year. This is done with the help of local media organizations throughout the country. In 2020, more than more than 2,500 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?

Participating media companies email the survey solicitation to their advertising 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. This report will serve as a great scorecard of local marketing trends. Those with 50 or more responses will also see result for their respondents as compared to the total U.S. (minimum of 50 respondents for each survey link are required for individual market breakout)

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 (provided and awarded by Borrell Associates)
- Get a summary of the survey results (we compile the summary; you send it to them via email)
- Be invited to participate in an exclusive SMB insights panel maintained by Borrell Associates
- The summary of the survey results are provided to Advertisers/Agencies who request a copy.