2023 Local Advertiser Survey
The nation’s largest survey of advertising and marketing decision makers within all industries across local U.S. markets

FIELD DATES:
March 1 – April 30

What You’ll Learn
✓ What your advertisers are thinking
✓ Where they plan to spend future dollars
✓ What media they deem effective
✓ And much more...

Topics for 2023
✓ What they spent in 2022, by each advertising method
✓ What they’ve budgeted for 2023, by each method
✓ How they use advertising agencies
✓ Separate 15-question survey of local ad agencies

Get open-ended comments from your customers

“I hate having someone trying to sell me something that I know more about than they do. Train your salespeople to be experts at what they are selling. Otherwise, it's the sight-impaired leading the blind.”

Find out your advertisers’ favorite media

Use results to:
Tweak internal strategies
Improve sales training
Understand threats
Identify opportunities
Build advertiser relationships
## Sample Questions
### 2023 Local Advertiser Survey

**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?
- Is your business independent, a franchise, or part of a larger corporation?

### ADVERTISING
- Did your company purchase [ITEM] in 2022/plan to purchase in 2023?
- In 2022, did your business get any media at NO COST in exchange for goods/services from your business (e.g., trade)?
- What do you expect your business will spend in 2023?
- In 2022, how much did your company spend with Facebook/Amazon/Google for advertising?
- Do you plan to buy any NEW types of media this year that you did not buy last year?
- Will you continue to buy each of these non-digital media types MORE, about the same, LESS, or not at all in 2023?

### DIGITAL MARKETING
- Which of the following digital platforms did your company use for advertising/marketing purposes in 2022?
- Which of the following formats and types of posts, if any, did your company use when marketing on?
- Which of the following digital services does your company currently use? (SEO, web hosting, geofencing, etc)

### AGENCY DEEP DIVE
- For which of the following marketing tasks, if any, has your company EVER hired a firm or agency to help with?
- Where is your company currently using a firm or agency with those tasks?
- Which of the following best describes why your company doesn’t use an agency or firm to help with marketing?
- Are agencies a waste of money or valuable?
- Where do you think agencies could bring the most value to companies like yours?
- If you had to narrow down to the #1 most valuable reason a company like yours might use an agency to help them with their marketing, which would it be?
- If your company was looking for help with any of those marketing tasks, what would you do?

Local Agencies answer a different set of questions, focused on how they make marketing decisions for their clients.
FAQs
2023 Local Advertiser Survey

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 2022, more than more than 4,700 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 – as well as a comparison to a national average. This report will serve as a great scorecard of local marketing trends. Those with 50 or more responses will also see the results 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 to win 1 of 8 $100 VISA gift cards (provided and awarded by Borrell Associates)
➢ Get a summary of the survey results. 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

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