



June 2023

Highlights from Borrell's 2023 Local Advertiser Survey

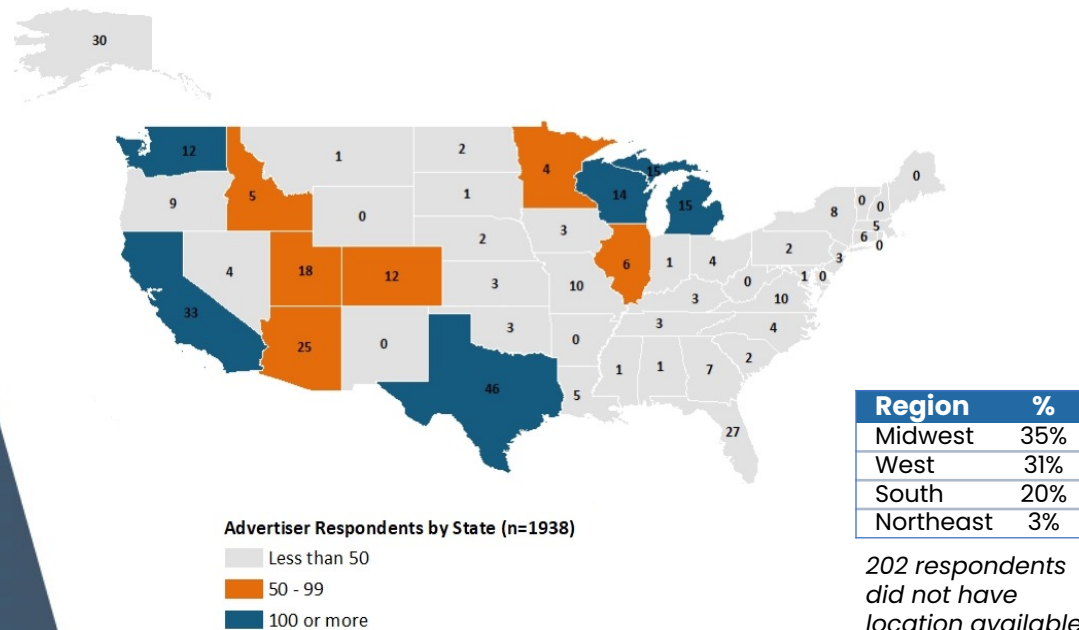
1,938 Respondents

Participants were invited through the active advertiser lists of various media companies across the country. These results represent only advertisers who completed all questions.

Average Age of Respondent

51

Respondents by State



Industries Represented

	%	#
Retail Trade	14%	270
Arts, Entertainment, Recreation	11%	215
Healthcare and Social Assistance	9%	184
Construction/Contracting	8%	159
Manufacturing	6%	113
Finance and Insurance	6%	109
Professional & Business Services	6%	109
Restaurants & Food/Beverage Services	5%	104
Real Estate, Rental, or Leasing	5%	94
Education	5%	91
Orgs: Religious, Civil, Prof, Grantmaking	3%	65
Building/Auto/Home Services	3%	63
Govt/Public Admin	3%	54
Personal Care Services	3%	53
Agriculture	2%	46
Accommodation	2%	45
Media or Advertising	1%	26
Transportation	1%	21
Wholesale Trade	1%	18
Utilities/Public Services	1%	10
Data/Telecom	0%	7
Other	4%	82

Top 5 Individual Industries

1. Restaurants
2. Real estate agents
3. Schools, colleges, universities
4. Entertainment venues/organizers
5. Specialty construction trades

..and 419 non-profits

ABOUT
THE
STUDY

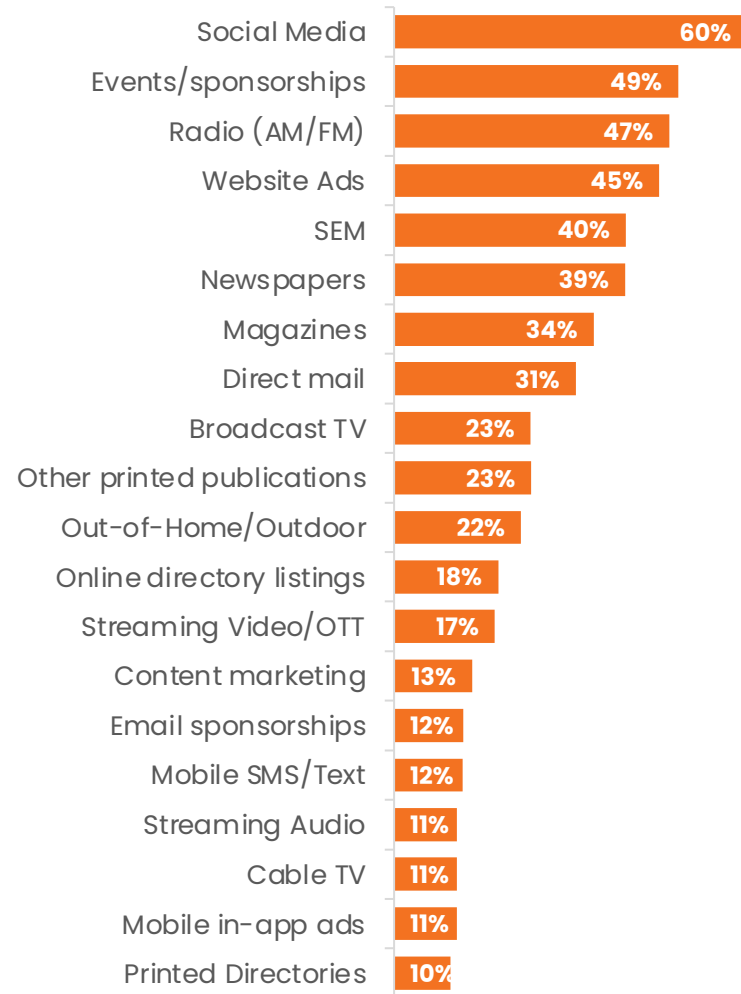


MEDIA TYPES PURCHASED

Social media is the #1 media type purchased in 2022.



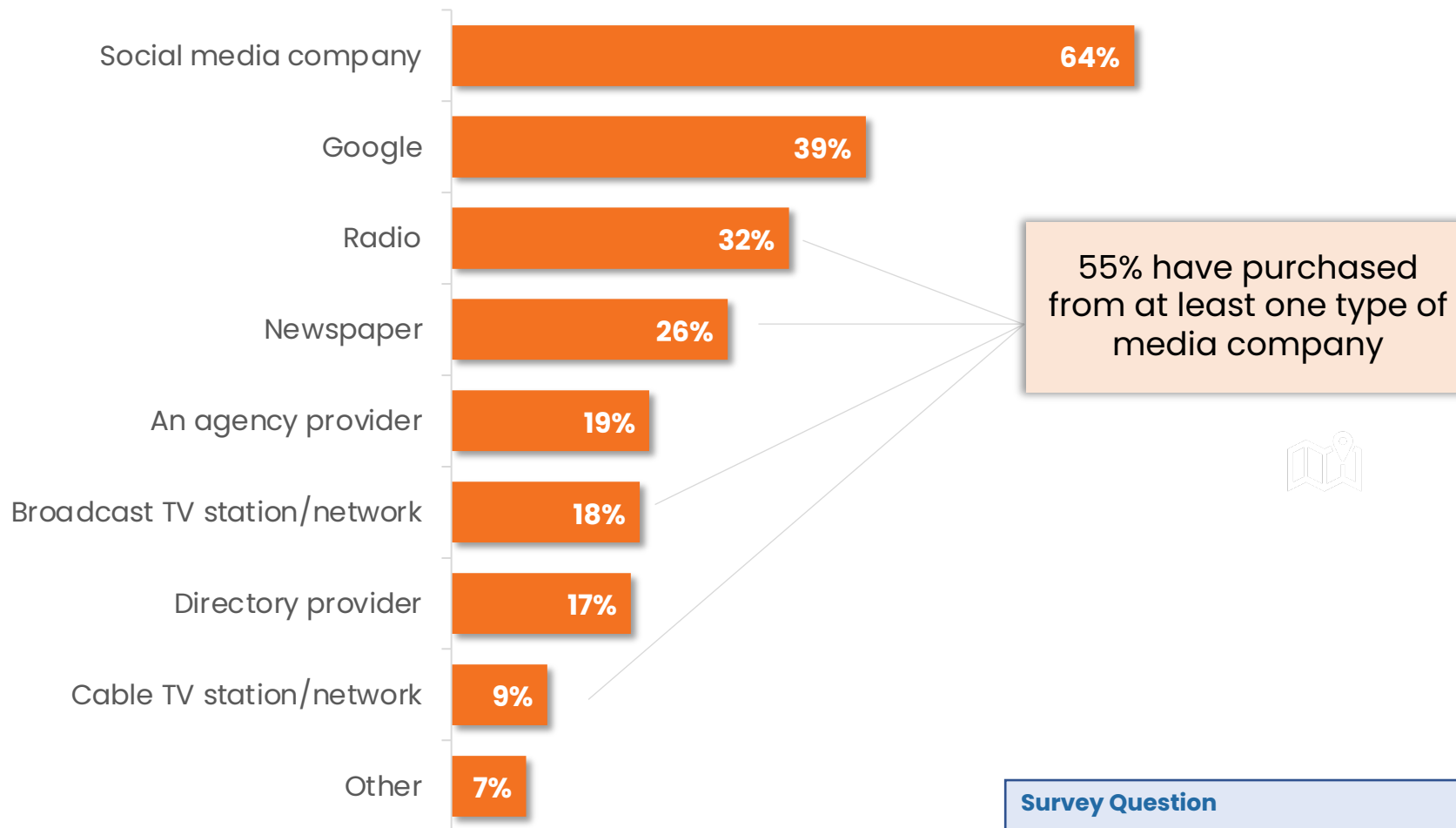
Types Purchased in 2022



Local Advertiser Survey | Fielded Mar-May 2023

Digital advertising is most often purchased directly from social media companies or Google. But, over half (55%) have purchased digital advertising from a media company.

Where Digital Advertising is Purchased



SOURCES OF DIGITAL PURCHASE



Local Advertiser Survey | Fielded Mar-May 2023

Survey Question



Q. From what type of provider(s) did you buy digital advertising? Select all that apply.

Advertisers buying digital advertising n=1513

HOW ADVERTISERS APPROACH NEW TASKS

It's common for advertisers to try to take on new tasks themselves before asking for help

How Advertisers Approach Getting Help on Marketing Tasks

 = Total Respondents
 = Newspaper Print Ad Increasers



Survey Questions

Q. If your company was looking for help with marketing tasks, what would you do? Select all that apply

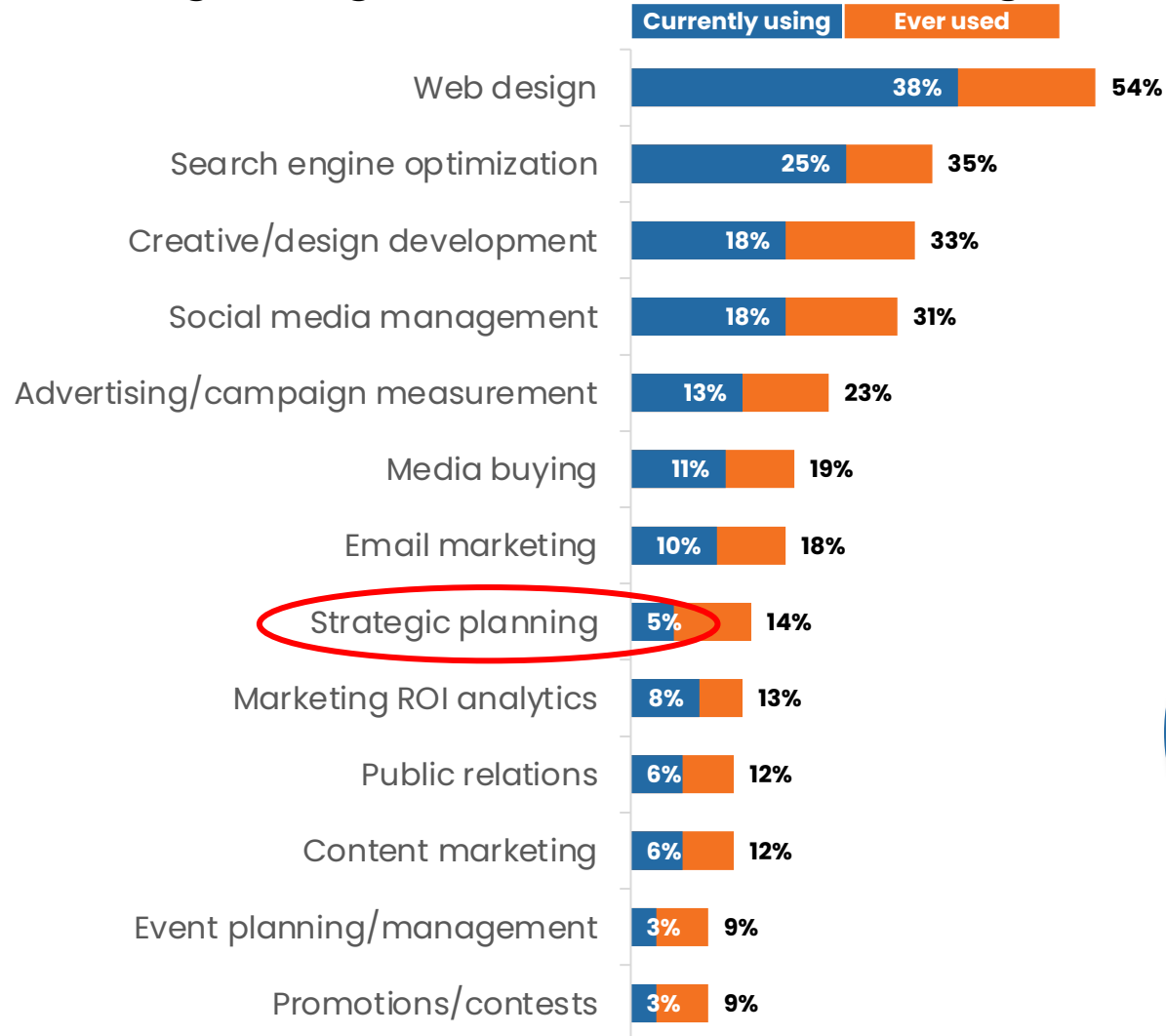
Total responses for advertiser survey n=x



EVER USE / CURRENTLY USE AGENCY OR FIRM

Web design is the most common marketing task outsourced by local advertisers

Usage of Agencies/Firms for Marketing Tasks



76%

Have EVER hired an agency or firm to help with any task listed

55%

Are currently using an agency or firm to help with at least one task listed

Survey Questions

Q. For which of the following marketing tasks, if any, has your company EVER hired a firm or agency to help with? Select all that apply

Is your company currently using a firm or agency with the tasks listed below?

Total responses for advertiser survey n=1938



2023 RISK FORECAST

About half will decrease spending on at least one media type in 2023. Radio and Newspapers are expected to will suffer the largest monetary cuts. Most plan to move the money saved to another type of advertising. Expense and measurement difficulty are the top reasons to cut a media.

Media Types Decreasing/Cutting

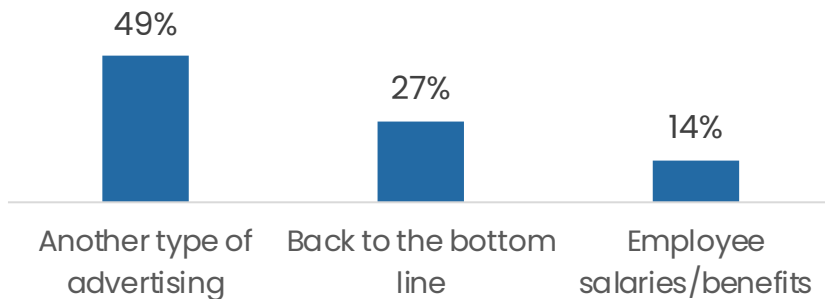
48%

Plan to decrease or cut at least one media type in 2023

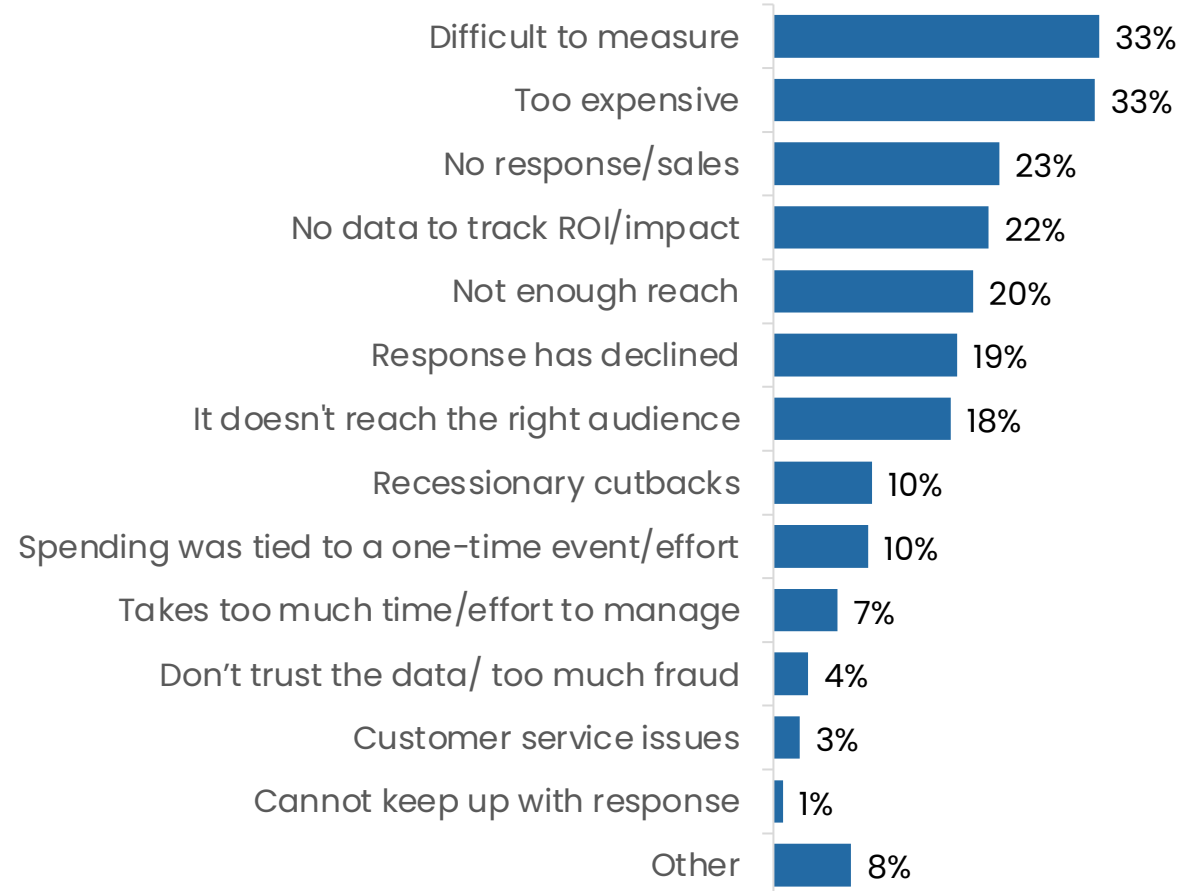
Media Types to Experience Largest Cuts (by \$\$)

- 1 Radio (AM/FM)
- 2 Newspapers
- 3 Magazines
- 4 Direct Mail
- 5 Social Media

Where the Money Will Go



Reasons for Cutting Any Media



Survey Questions

Q. Which of those listed will you CUT THE MOST total dollars from? Select one. Q. Which of the following best describes why your company will reduce spending on [X] in 2023. Select all that apply. Q. What are your company's plans for the money saved by cutting back on [X]? Select all that apply. (Asked among those who expect to cut or decrease spending on 1+ media types in 2023 n=936).