

## Questionnaire Draft

#	Interviewer:
Business Name	
Phone	

“Hello, may I speak to the owner or manager who is in charge of advertising?”

“My name is \_\_\_\_\_. I’m a member of the marketing research team from Sample University. Today I am doing a survey about what businesses think of advertising media. This survey will take about 10 minutes. Would you be willing to answer some questions about advertising and your business?”

[Contact agrees; proceed to screen]  
Great!. Here’s the first question:

Are you currently advertising?

- Yes (skip to survey II) 1
- No (proceed to survey I) 2

### Survey 1

1. Please state your type of business. \_\_\_\_\_  
\_\_\_\_\_
  
2. Please estimate the number of employees in your business. \_\_\_\_\_

We are only talking today with businesses who are currently advertising. Thank you for your cooperation and time. Your willingness to participate is greatly appreciated.

### Survey II

1. In what advertising mediums are you presently advertising? [Unaided, check responses given]
  
2. Considering the advertising mediums you presently are using, what percentage of your advertising budget is devoted to each?

<b>Q1</b>	<b>Q2</b>
<input type="checkbox"/> Television	_____
<input type="checkbox"/> Newspaper	_____
<input type="checkbox"/> Radio	_____
<input type="checkbox"/> Outdoor	_____
<input type="checkbox"/> Directory	_____
<input type="checkbox"/> Web	_____
<input type="checkbox"/> Other	_____

3. How would you describe your target customer?

a. What age group do they comprise?

0-12	13 -19	20 - 29	30 - 39	40- 49	50- 59	60 or older
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. What income level?

< \$15,000	\$13-19999	\$20-24999	\$25-29999	\$30-34999	\$35-40,000	>40,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

c. Highest level of education?

Grade 8 or less	Some high school	Graduated High school	Some college	Graduated college	Post graduate work	Graduate Degree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

d. Marital status?

Single/Never Married	Currently Married	Separated, Divorced or Widowed
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

e. Household size?

1	2	3	4	5	6	7 or more
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How well are you attracting this target customer?

Extremely Well	Very Well	Fairly Well	Not well at all
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. You indicated that you [use/don't use] radio advertising. How knowledgeable are you regarding radio as an advertising medium?

Above Average	Average	Below Average
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. If you were to receive additional information on radio advertising, how would you prefer this information be presented? Please choose your two most preferred choices.

- |   |    |
|---|----|
| <input type="checkbox"/> General radio advertising fact sheet               | -1 |
| <input type="checkbox"/> Through the mail?                                  | -1 |
| <input type="checkbox"/> In person by sales force?                          | -2 |
| <br>  |    |
| <input type="checkbox"/> Information Seminar                                | -1 |
| <input type="checkbox"/> ...for you and other members of your firm?         | -1 |
| <input type="checkbox"/> ...for your firm and other similar firms together? | -2 |
| <br>  |    |
| <input type="checkbox"/> Audio or digital presentation                      | -1 |
| <input type="checkbox"/> Through the mail?                                  | -1 |
| <input type="checkbox"/> In person by sales force?                          | -2 |
| <br>  |    |
| <input type="checkbox"/> General advertising announcements                  | -1 |
| <input type="checkbox"/> ...in newspapers?                                  | -1 |
| <input type="checkbox"/> ... on the radio?                                  | -2 |

7. If not by you, what position within your organization would put in this information to use.?

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**[If they don't advertise on radio (Q3), proceed to Survey IV]**  
**[If the DO advertise on radio (Q3), proceed to Survey III]**

### Survey III

8. How often do you advertise on radio?

Peak season	Monthly	Weekly	Daily	Bimonthly	Biweekly	Graduate Degree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How do you rate the following factors considering their influence on your purchase of radio advertising. Use the scale: highly important, important, neither important nor unimportant, and unimportant.

	Highly Important	Important	Neither Important nor Unimportant	Unimportant
The price per spot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The desired target customer reached	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your past experience with radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any additional benefits provided by the station				
Creative ideas coming from the sales person				

10. What kind of additional benefits do you look for when advertising on radio?

[Do Not List]

Quantity Discounts	Remote at your location	No charge for production	Sales packages and promotions
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: \_\_\_\_\_

**[Use the grid below to answer Q 11, 12, 13] [DON'T READ LIST]**

11. In the past year, what radio stations have you advertised on?

12. Considering the radio stations on which you have advertised in the past year, please rank them in order of preference with one being your most preferred station.

13. On which of these stations do your primary competitors advertise?

	<b>Q11</b>	<b>Q12</b>	<b>Q13</b>
KFAM	<input type="checkbox"/>	_____	<input type="checkbox"/>
WAZU	<input type="checkbox"/>	_____	<input type="checkbox"/>
WKLM	<input type="checkbox"/>	_____	<input type="checkbox"/>
WTUE	<input type="checkbox"/>	_____	<input type="checkbox"/>
WUFM	<input type="checkbox"/>	_____	<input type="checkbox"/>

14. Using the following scale: Excellent, Above Average, Average, Below Average, and Poor...please evaluate the stations on which you advertised in the past year using each of the following factors:

Station: KFAM					
	Exc	Above Avg	Avg	Below Avg	Poor
Sales Force Tactics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Characteristics of Audience Reached	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Station: WAZU					
	Exc	Above Avg	Avg	Below Avg	Poor
Sales Force Tactics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Characteristics of Audience Reached	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Station: WKLM					
	Exc	Above Avg	Avg	Below Avg	Poor
Sales Force Tactics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Characteristics of Audience Reached	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Station: WTUE					
	Exc	Above Avg	Avg	Below Avg	Poor
Sales Force Tactics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Characteristics of Audience Reached	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Station: WUFM					
	Exc	Above Avg	Avg	Below Avg	Poor
Sales Force Tactics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising Creativity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Characteristics of Audience Reached	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. How did you first come in contact with the radio stations on which you advertised?

- Radio sales force
- Radio advertising for the radio station
- Television advertising for the radio station
- Listening to the radio for personal enjoyment
- Family member listening to radio station
- Word of Mouth
- From whom:

16. If you were anticipating an increase in your advertising budget, to what media would you direct these additional funds?

- Television
- Newspaper
- Radio
- Outdoor
- Directory
- Web
- Other:

17. To what stations would you direct these funds?

<input type="checkbox"/>	KFAM
<input type="checkbox"/>	WAZU
<input type="checkbox"/>	WKLM
<input type="checkbox"/>	WTUE
<input type="checkbox"/>	WUFM
<input type="checkbox"/>	Other:
<input type="checkbox"/>	Other:
<input type="checkbox"/>	Other:

18. When comparing radio with other media of advertising, what factors do you consider as disadvantages of radio?

- Price
- Public reputation
- Program quality
- Advertising creativity
- Characteristics of audience reached
- Inflexibility of format
- Speed of getting message to customer group

“Now I’d like to ask you a few questions about your business

19. How would you classify your type of business?

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20. Please estimate your number of employees in your business who primarily work with advertising. \_\_\_\_\_

21. Please estimate the size of your advertising budget last year.

< \$1000	\$1000- 15000	\$15001- 30000	\$30001- 50000	\$50001- 80000	\$80001- 100000	>100000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

“Thank you for your cooperation and time. Your efforts are greatly appreciated.”

**Survey IV** ...[If they didn't advertise on RADIO in the last 12 months]

8. Which of the following statements best describes why you don't advertise on radio?

-1	<input type="checkbox"/>	"Our type of business doesn't advertise on radio."
-2	<input type="checkbox"/>	"Not enough people listen to radio."
-3	<input type="checkbox"/>	"Radio isn't as effective as other advertising media."
-4	<input type="checkbox"/>	"Radio is too expensive for my business."

9. If you were anticipating an increase in your advertising budget, to what medium would you direct your funds?

- Television
- Newspaper
- Radio
- Outdoor
- Directory
- Web
- Other:

10. In the last 12 months, which of the following radio stations have approached you to advertise your business?

<input type="checkbox"/>	KFAM
<input type="checkbox"/>	WAZU
<input type="checkbox"/>	WKLM
<input type="checkbox"/>	WTUE
<input type="checkbox"/>	WUFM

11. I'm going to read you a list of factors that might influence your purchase of radio advertising. As I read each factor, please tell me how you would rank the stations with which you have had contact in the last 12 months. Use "1" as you most favorable rank, "2" as you next most favorable rank, and so on.

[READ LIST from Q]

For [FACTOR], how would you rank [STATION]? [STATION]? Etc.

[ROTATE ORDER]	KFAM	WAZU	WKLM	WTUE	WUFM
Sales Force approach	___	___	___	___	___
Public Reputation	___	___	___	___	___
Programming Quality	___	___	___	___	___
Advertising Creativity	___	___	___	___	___
Degree to which their audience reaches by customers	___	___	___	___	___
Cost of advertising	___	___	___	___	___
Additional benefits	___	___	___	___	___



12. When comparing radio with other forms of advertising, what factors do you consider as disadvantages of radio? [DO NOT READ LIST]

- Price of a campaign
- Public reputation
- Program quality on radio
- Advertising creativity on radio
- Image of target audience reached