

### **Questionnaires sent to advertisers and advertising agencies**

1. During the course of our inquiry we sent questionnaires to selected advertisers and advertising agencies seeking comments on a number of issues.

2. At our request, Capital and Virgin provided lists of advertisers and agencies that had bought advertising from them during the 12 months to the end of June 1997. From these lists we sent questionnaires to a random sample of 53 advertisers and 85 advertising agencies, ranging from large to small companies. We received 18 responses from advertisers and 33 from agencies, giving a response rate of nearly 34 and 39 per cent respectively.

3. The questionnaires covered the following issues:

- (a) annual spend on radio advertising and the types of products and/or services advertised;
- (b) how advertising strategies were set, including the factors considered when choosing a medium and/or radio station (in particular whether price was a determinant);
- (c) whether advertising strategies were likely to change in the future;
- (d) the distinctive features of radio advertising;
- (e) the likely effect of the merger on their own advertising strategies, and on radio and other media rates;
- (f) the effect of price increases or decreases following the merger; and
- (g) whether radio is a separate market from other media.

4. The comments of the advertisers and agencies on these issues are included in the summaries of their views in Chapter 6. Annex 1 to Appendix 1.1 lists those advertisers and agencies which responded to our questionnaires.