



I C M A

Making classified media work better!
International Classified Media Association

ICMA

Future of Classifieds

Survey

July/August 2009

Survey Overview

Survey Objective

The survey was designed to gain insight into how classified media publishers are dealing with the economic downturn, the outlook for their print products and the channels they are using to promote and grow their online business. Knowing the answers to these questions helps build an efficient and effective programme for the ICMA “Monetizing Classifieds 2.0” Budapest General Meeting, where these issues will be discussed in more detail.

Methodology

The ICMA Future of Classifieds survey was launched through an ICMA Weekly e-newsletter and posted on the ICMA website on July 6, 2009, and was left open to respondents for about one month, until August 14, 2009. Approximately 40 ICMA member publishers responded to the survey and supplied data from their respective companies. As with all surveys, respondents may choose to skip over some questions and answer others. Not all respondents in this survey answered every question, resulting in smaller bases for some of the questions.

The respondents were from the following countries:

Austria
Belgium
Brazil
Canada
Czech Republic
Finland
Germany
Hungary
Netherlands
Poland
Portugal
South Africa
UK
USA

Response Rate

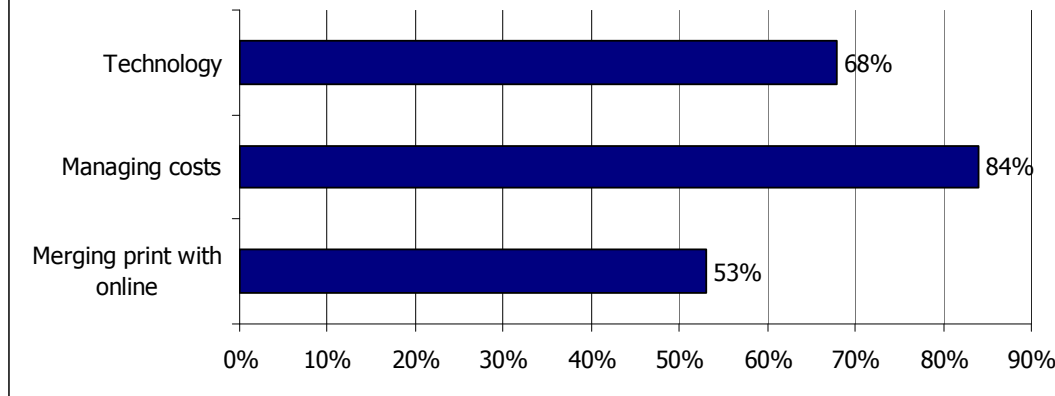
The survey invitation was sent to 400 possible respondents, all of whom are classified media publishers. Initial response from 40 individuals puts the response rate at approximately 10%.



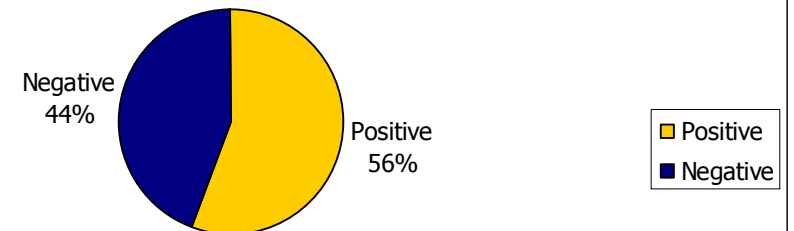
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Financial

Current issues classified media publishers rated as most important and important.

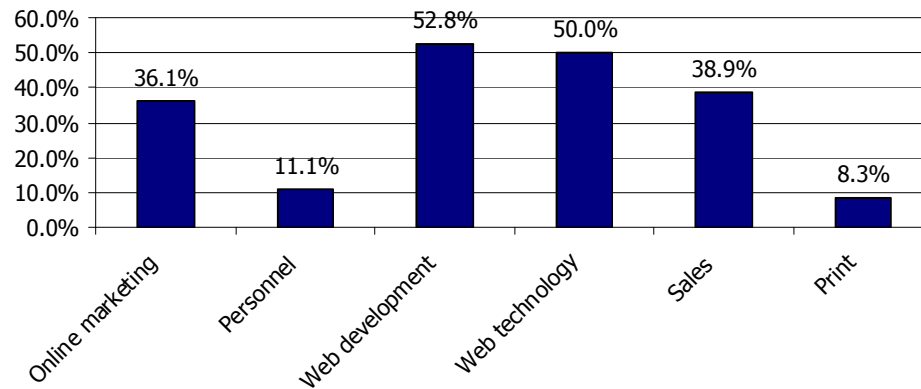


How are you feeling about economic outlook over next few years?

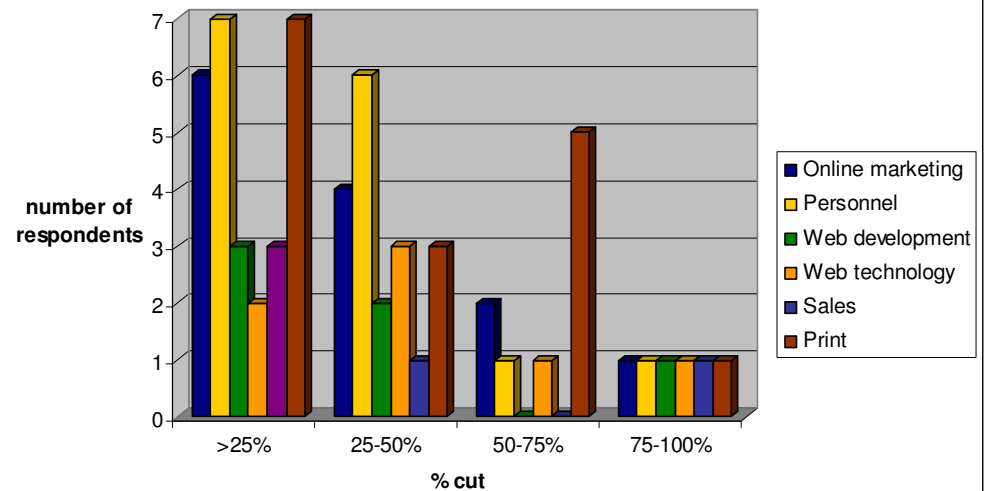


Financial

Where do you expect to invest most over the next 2 years?

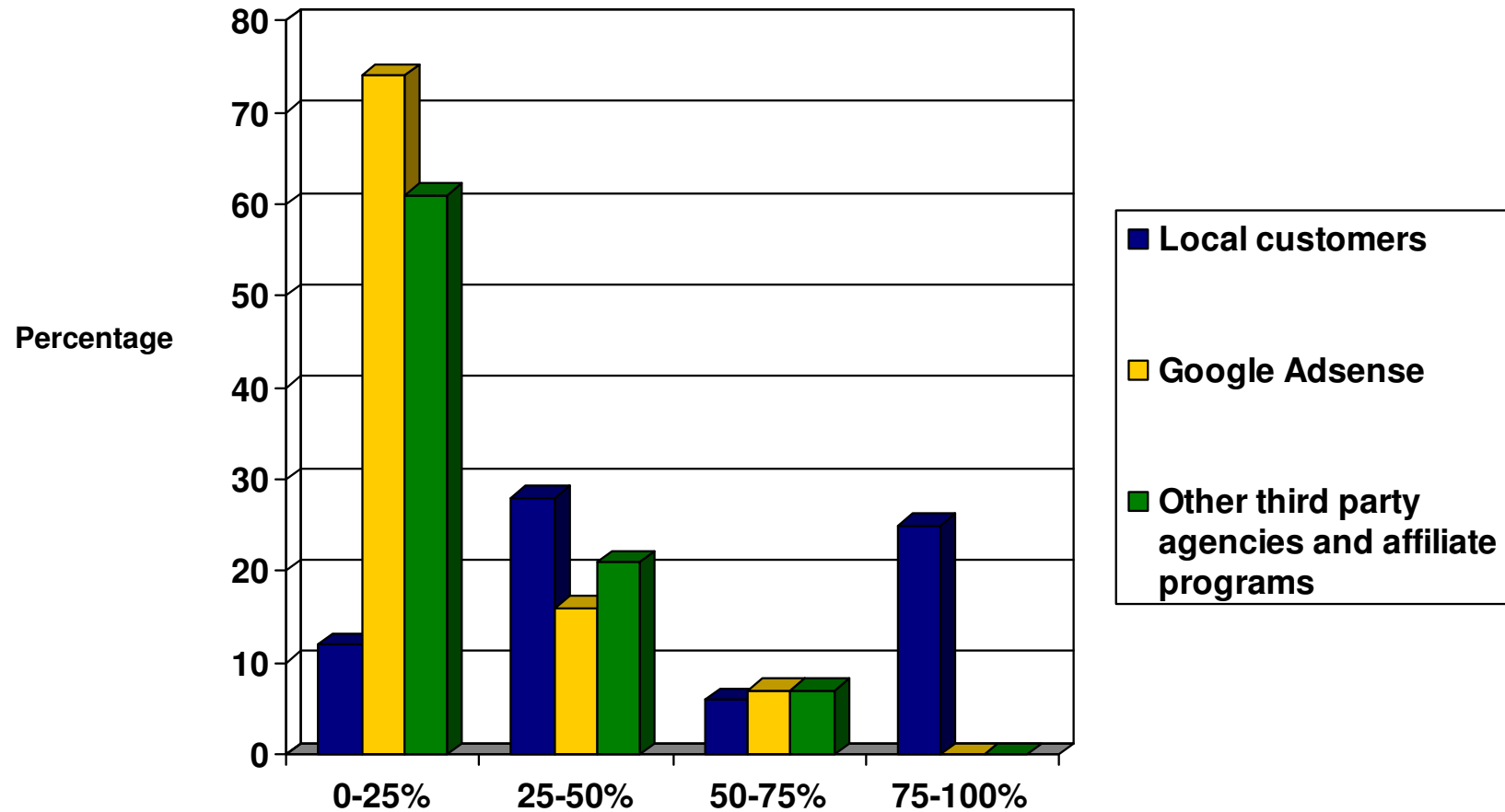


Where have you cut costs most?



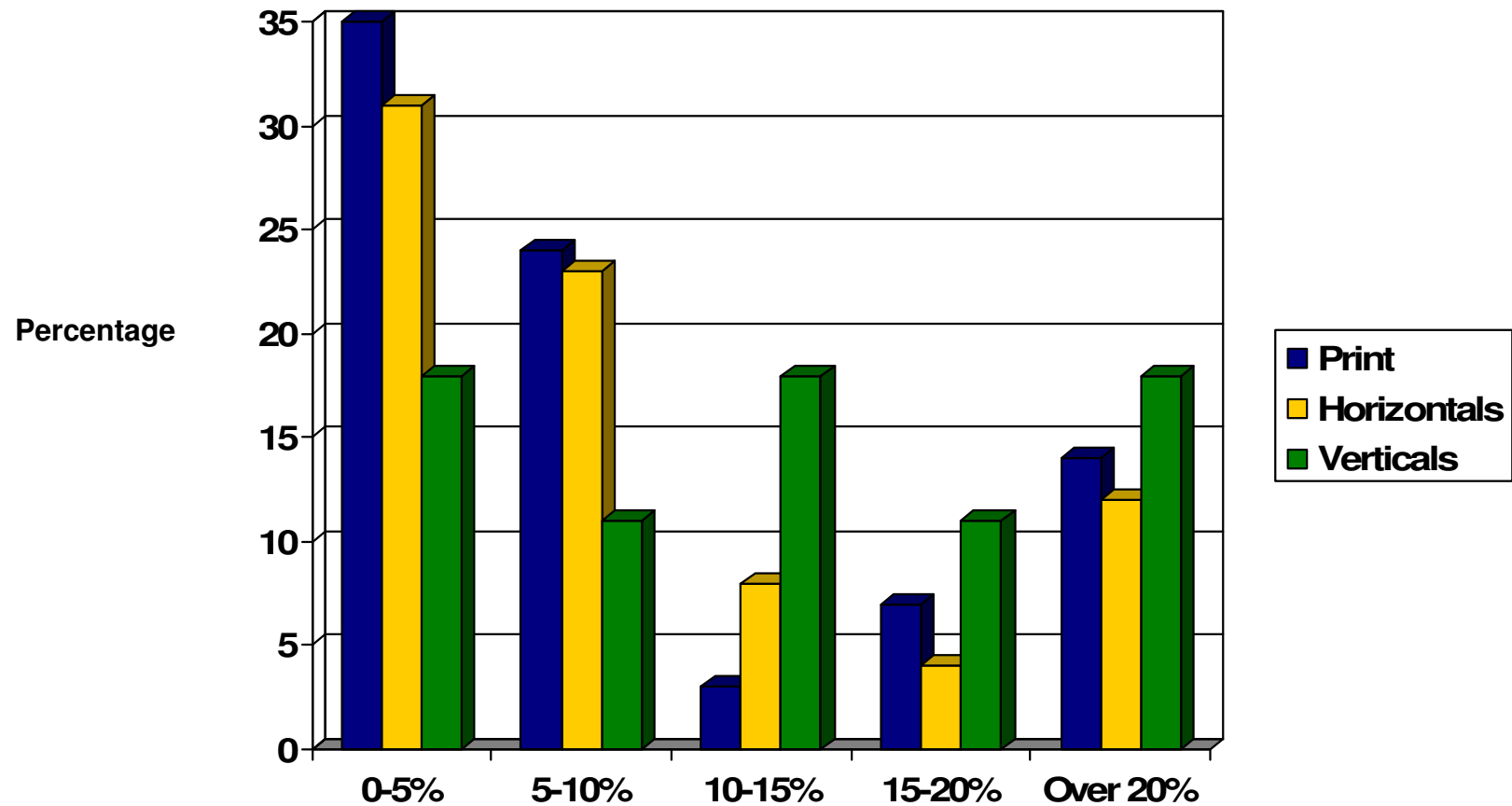
Financial

How much of your online revenue is from the following?



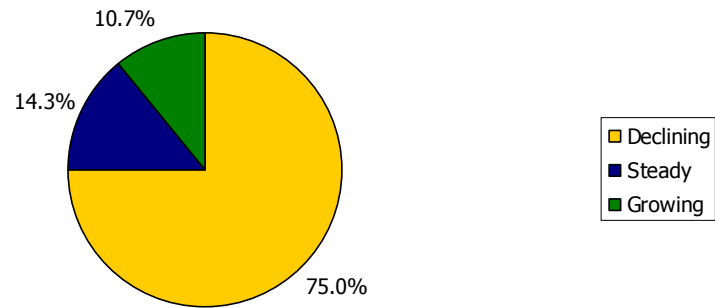
Financial

How much profit (EBITDA) did you make last year?

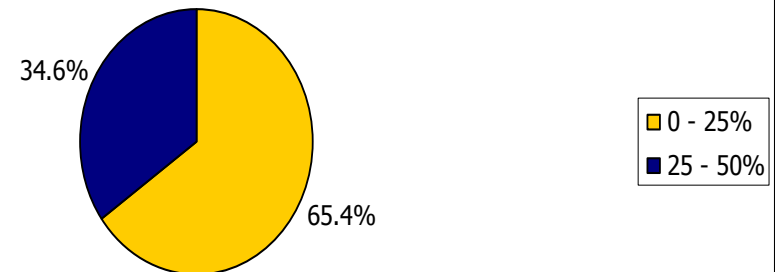


Print

What is the state of your print business?

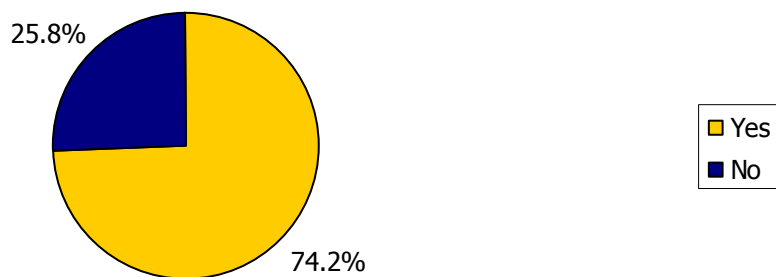


If your print business has declined, please indicate by how much.



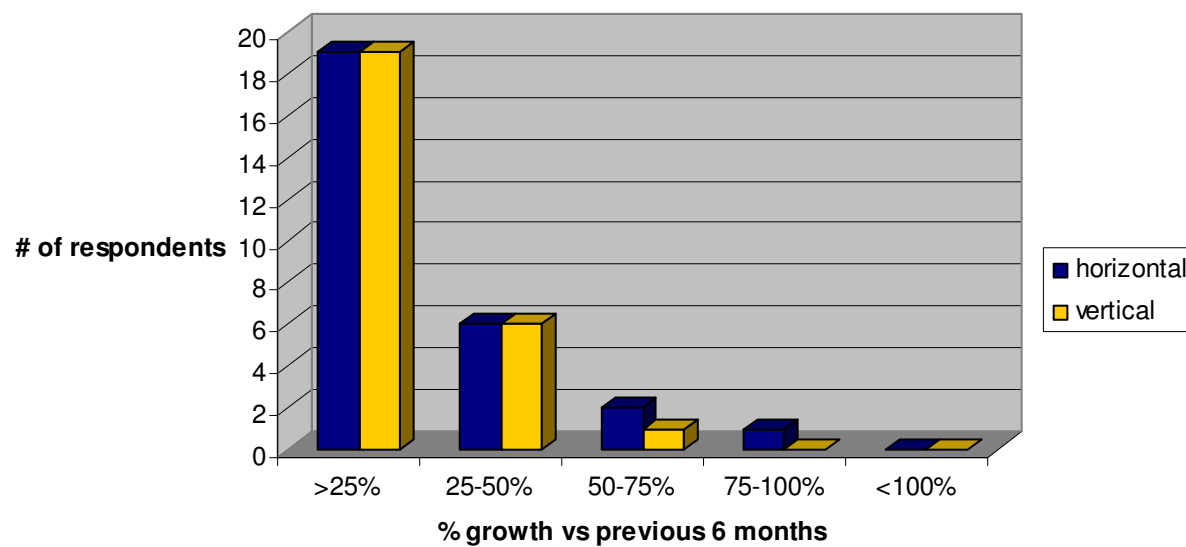
Print

Do you re-purpose web content to print?



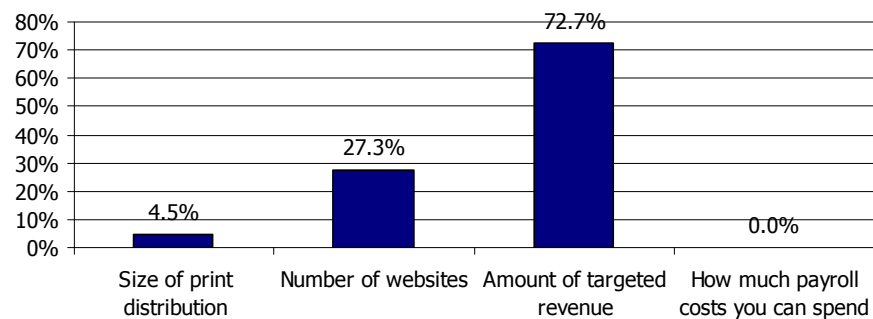
Online

How much growth in online traffic have you seen in the past 6 months?

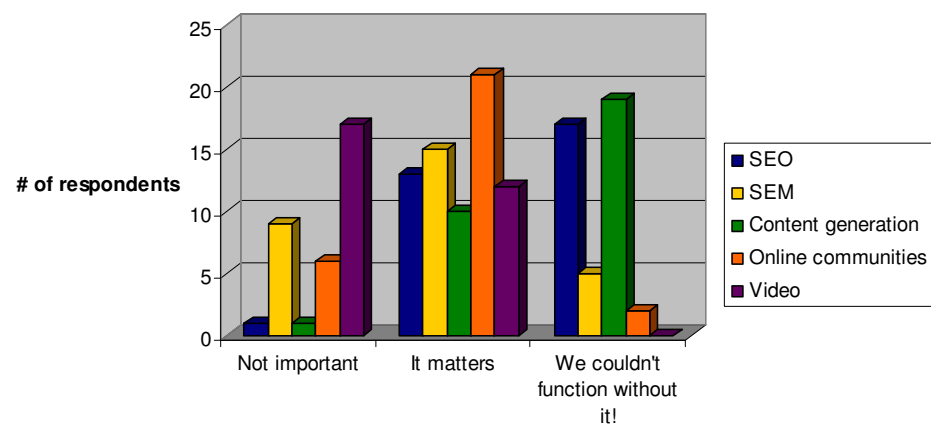


Online

On what do you base the structure for selling online products?

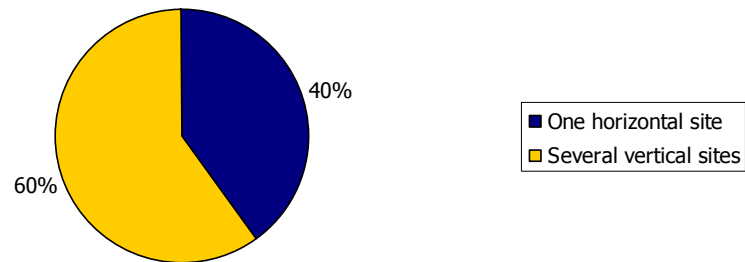


What is the most important factor in developing your online business?

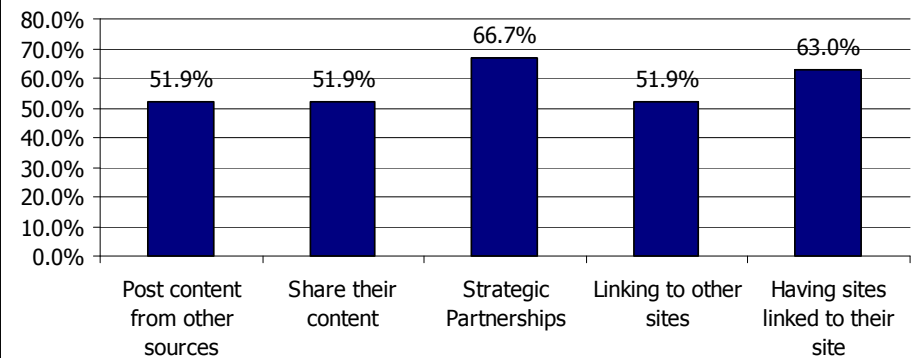


Online

Which do you prefer?

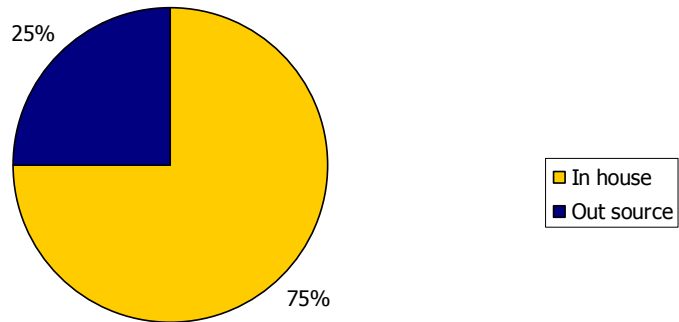


How do you enrich your online content?

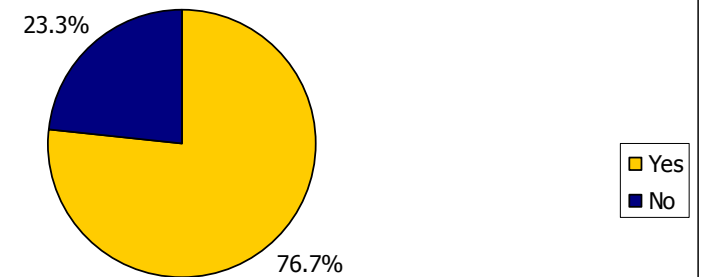


Online

How do you do your application development?

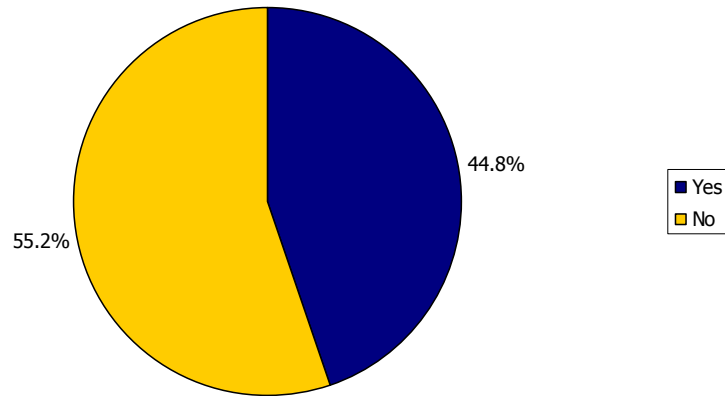


Is the sharing of applications between Publishers an interesting model?

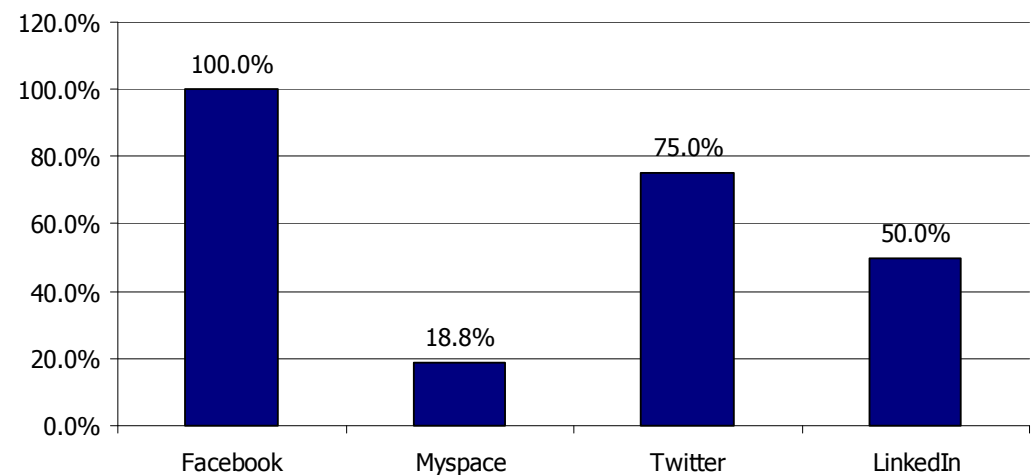


Online

Do you currently use social networking for your business?



If you use social networking what channels are you using?



Online

Who represents the biggest threat to your business?

