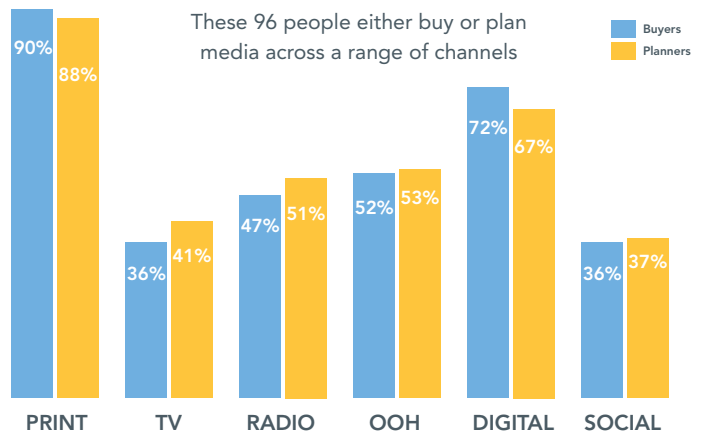




MEDIA AGENCY SURVEY

In December 2019 we used a 5 point Likert scale to ask agencies how they felt about a variety of statements relating to ABC

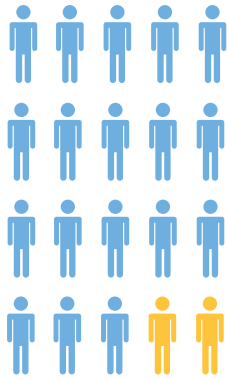
We received feedback from **96** people, representing **42** different agencies



£££'s

84%

agree that ABC data is important in their media buying decisions



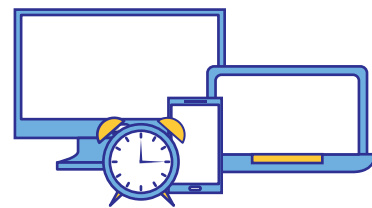
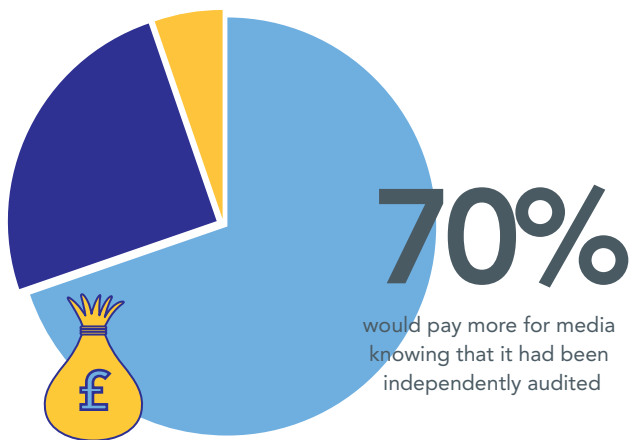
91%

use ABC data to understand how published media reaches people



84%

are wary of data that is self-reported



87%

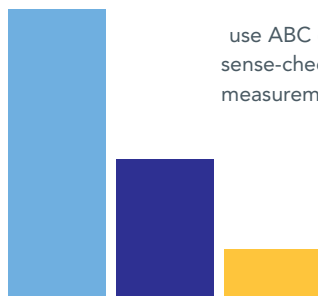
save time by using ABC data



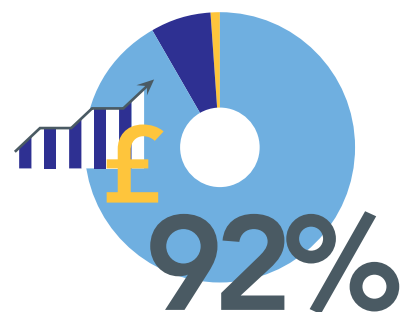
88%

agree that census-based data is a vital element of media measurement

60%



use ABC data to sense-check other measurement data



agree that ABC data is an asset for published media and helps attract advertising