

# The Media Audit



## THE MEDIA AUDIT

## SCARBOROUGH RESEARCH

**95 Local Markets**

**National Aggregate Study Survey**

**No accreditation**

**77 Local Markets**

**National Survey, Scarborough USA+**

**MRC (Media Rating Council) accredited**

**Single Source Methodology**

**36 min. phone interview**

**MSA Survey Area (Adults 18+)**

**Two Phase Methodology**

**16 min. phone survey**

**32 pg. Consumer survey & 7-day TV Diary**

**DMA Survey Area (Adults 18+)**

**2 survey reporting periods annually**

**Released 30 days after completion**

**Released to clients twice annually**

**No Mobile phone research**

**Continuous measurement over 12mo period**

**Released 7 weeks after completion**

**Released to clients twice annually**

**Mobile Phone only HH (top markets)**

**Respondents speak for themselves**

**Partial interviews thrown out**

**700 total targets measured**

**500 consumer targets measured**

**12 media categories measured**

**Partially completed phone interviews**

**Ascription used for incomplete responses**

**2,000 total targets measured**

**1,800 consumer targets measured**

**12 Media categories measured**

**Software**

**Media Audit App is easy-to-use**

**Web accessible**

**Software**

**PrimeNext App is more in depth**

**Web accessible**

**Privately-owned, est. 1971**

**Est. 1975, jointly owned by Dutch-owned  
Nielsen & Arbitron**