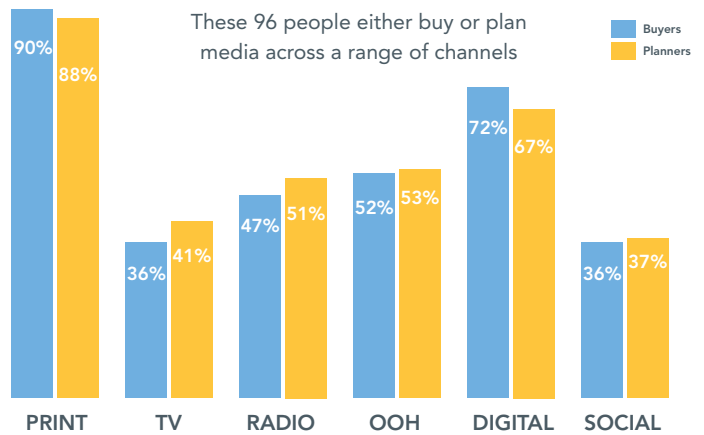




# MEDIA AGENCY SURVEY

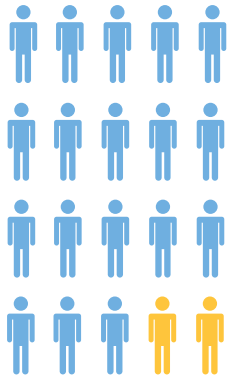
In December 2019 we used a 5 point Likert scale to ask agencies how they felt about a variety of statements relating to ABC

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



**£££'s**  
**84%**

agree that ABC data is important in their media buying decisions



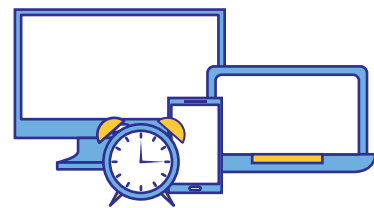
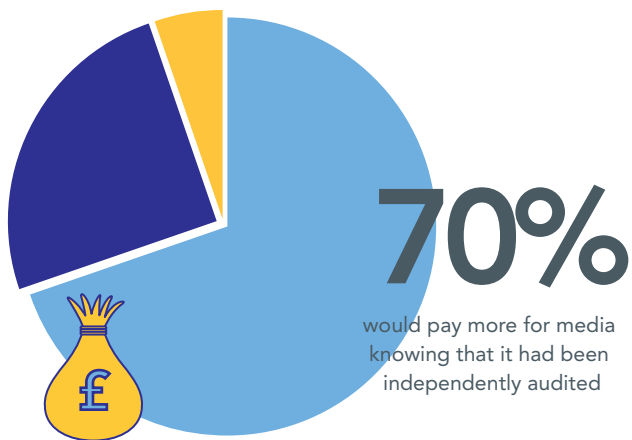
**91%**

use ABC data to understand how published media reaches people



**84%**

are wary of data that is self-reported



**87%**

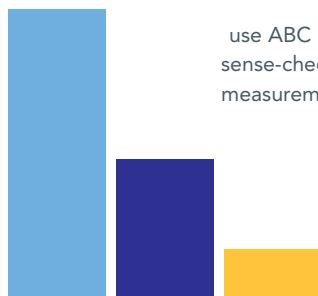
save time by using ABC data



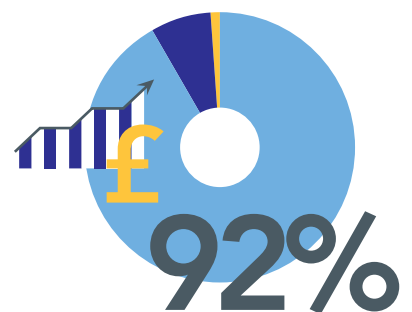
**88%**

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