



# The Media Audit

Columbus, OH  
October - November, 2003 Survey

**THE MEDIA AUDIT** is a syndicated, local market, multimedia, qualitative audience survey covering radio, radio dayparts, television channels viewed in total and by dayparts, television newscast viewing, cable TV channel viewing, daily newspapers and other local and regional print publications. Measurement of exposure to other media includes: outdoor billboards, direct mail, and local market internet web sites. Ten different types of local market media are measured. In addition to media exposure information, The Media Audit covers an extensive array of demographic, socioeconomic and consumer shopping information. This consumer information can be used to analyze the quality of each media audience as well as define the composition of each consumer-shopping category covered in the survey.

**INTERVIEWING METHODOLOGY:** All interviews are conducted by telephone--five days a week, Tuesday through Saturday, during the day and evening. A minimum of six call attempts are made to reach each designated respondent in an effort to include in the survey those people who are frequently away from home.

**SAMPLING METHODOLOGY:** A random-digit-dialing sample selection process is used to select telephone households to be surveyed. This sample selection methodology insures that all telephone households, both those with listed and those with unlisted phone numbers, have an equal opportunity of being included in the survey sample.

**RESPONDENT SELECTION:** One person age 18+ in each survey household is selected at random to be interviewed for this study. The adult 18 years or older with the most recent birthday is used to achieve random selection.

**SURVEY AREA:** Telephone numbers for the Columbus survey area were drawn at random from all existing telephone exchanges in these Ohio counties: Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, and Union.

**SAMPLE SIZE:** Interviews were completed with 890 adults age 18 or older for this report.

**INTERVIEWING DATES:** October 16, 2003 through November 22, 2003.

**ACCURACY OF DATA IN REPORT:** At a 95% confidence level, percentages based on total respondents in this report have a maximum accuracy range of plus or minus 3.3 percentage points.

**MRC ACCREDITATION:** The Media Audit is the only market qualitative service that is MRC accredited. The Media Rating Council is the accrediting body for all syndicated media research. Since 1964, MRC minimum standards for accreditation have covered Ethical and Operational Standards for Research methodologies, and Disclosure Standards requiring full disclosure of what we are doing in collecting and converting the data in a report.



**SOFTWARE:** **THE MEDIA AUDIT** data is available in **THE MEDIA AUDIT** Software and in these third-party programs: Strata, Tapscan, IMS, Telmar, Marketron, and New Age Media Services.

**THE MEDIA AUDIT** is a syndicated service of International Demographics.

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