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## **Media Rating Council Statement Simmons National Consumer Study Accreditation Status**

New York, NY (November 15, 2017): Media Rating Council (MRC) recently completed an independent audit of the Simmons National Consumer Study, including the National Hispanic Consumer Study component (Service). This is the first audit since this Simmons product lost its accreditation in September 2014, and prior to that time the Service had been accredited by MRC since 2005.

A large audit committee comprised of MRC members representing print, digital, television, and radio interests, as well as advertisers and advertising agencies assessed the findings of an examination report of the Service that was prepared by an independent CPA firm engaged by MRC. Based on the audit findings and subsequent review MRC elected not to reinstate accreditation to the Simmons National Consumer Study, including the National Hispanic Consumer Study component, and the Service remains unaccredited. Simmons announced its intention to remain in the MRC accreditation process, and successful completion of a new audit will be necessary prior to reconsidering the service for accreditation.

MRC Executive Director and CEO George Ivie commented, “MRC is pleased that Simmons has decided to remain engaged in the MRC process, recognizing the accountability and transparency the MRC accreditation process affords, and we understand Simmons is working actively to address the audit findings. We anticipate Simmons will work closely with MRC as it prepares for the next audit, and we look forward to a time when the Simmons National Consumer Study is once again accredited.”

The Simmons National Consumer Study, that includes the National Hispanic Consumer Study component, is the only service submitted for MRC accreditation by Simmons.

### **About MRC**

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).