



# LOCAL MEASUREMENT: METHODOLOGY

LPM, SET-METER, DIARY ONLY



# LOCAL PEOPLE METER (LPM) METHODOLOGY

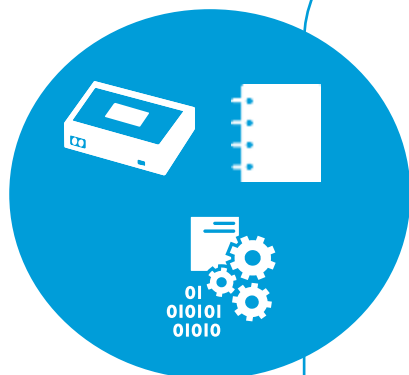


- Available in 25 Markets
- The Local People Meter captures what channel the set is tuned to and when
- Panelists “check in” with a remote control to let us know who is in front of the set
- Meters measure both tuning & viewership 24 hours a day, 365 days per year
- Ratings Book (ViP) are released monthly

## 25 LPM Markets

Atlanta	Baltimore	Boston	Charlotte	Chicago
Cleveland-Akron	Dallas-Ft. Worth	Denver	Detroit	Houston
Los Angeles	Miami-Ft. Lauderdale	Minneapolis-St. Paul	New York	Orlando
Philadelphia	Phoenix	Pittsburgh	Portland, OR	Sacramento
San Francisco	Seattle-Tacoma	St. Louis	Tampa-St. Petersburg	Washington, DC

# SET-METER (DIARY & ELECTRONIC) METHODOLOGY

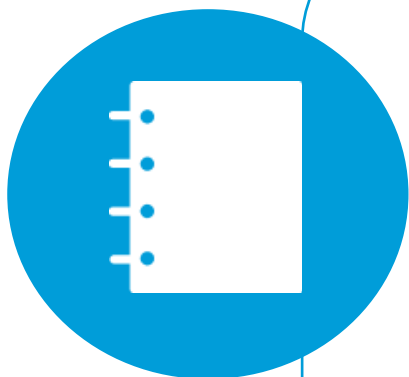


- Available in 31 Markets
- Meters passively measure HH tuning 24 hrs a day, 365 days per year
- Household data available daily, demographic data available during the Sweeps (ViP).
- Diaries used during the 4 “Sweeps” to collect demographic viewing (Feb, May, July, Nov).
- Demo viewing adjusted to meter tuning levels using the Meter-Diary integration.

## 31 Set-Meter Markets

Albuquerque	Austin	Birmingham	Buffalo	Cincinnati	Columbus, Oh
Dayton	Ft. Myers-Naples	Greensboro. NC	Greenville-Spart, SC	Hartford, CT	Indianapolis
Jacksonville	Kansas City	Knoxville	Las Vegas	Louisville	Memphis
Milwaukee	Nashville	New Orleans	Norfolk-N News, VA	Oklahoma City	Providence
Raleigh-Durham	Richmond	Salt Lake City	San Antonio	San Diego	Tulsa
West Palm Beach-Ft. Pierce					

# DIARY ONLY METHODOLOGY



- Available in 154 Markets (excludes all LPM mkts).
- Nielsen families report viewing using the Nielsen Local Diary (Address based sampling).
- Diary prospects pre-interviewed via telephone
- Nielsen families record all the programming watched by all members of the household
- Four 'Sweeps' (ViP) periods per year where diaries are issued, collected, and used to create unique ratings surveys (Feb, May, July, Nov).

## 154 Diary Only Markets (Top 30)

Grand Rapids	Harrisburg, PA	Fresno-Visalia	Wilkes-Barre Scranton	Little Rock-Pine Bluff	Mobile, AL
Albany, NY	Lexington, KY	Wichita, KS	Honolulu	Charleston, WVA	Green Bay, WI
Roanoke, VA	Tucson	Flint-Saginaw, MI	Des Moines-Ames, IA	Spokane	Omaha
Springfield, MO	Rochester, NY	Toledo, OH	Columbia, SC	Huntsville, AL	Portland, ME
Madison, WI	Paducah, KY	Shreveport, LA	Syracuse	Champaign, IL	Harlingen, TX