

We've produced
the TV ratings for
over 60 years!

Television Viewing Survey

Let your voice
be heard!

nielsen
.....

Please fully answer all the questions using a mark or writing in the answer. Some questions refer to you only, while others refer to your entire home. All answers are kept confidential.

1. How would you rate the quality of TV programming today?
Please use a scale of 1 to 5, with 1 being "Not at All Satisfied" and 5 being "Extremely Satisfied".

Not at All Satisfied

Extremely Satisfied

1

2

3

4

5

2. What are the top three shows you currently watch on a regular basis?

1.

2.

3.

3. What time of the day do you usually watch TV?

WEEKDAY:

WEEKENDS:

Mornings

Mornings

Afternoons

Afternoons

Evenings

Evenings

4. How many working TV sets are there in your home?

Zero

Three

One

Four

Two

Five or more

5. Do you have a Digital Video Recorder (DVR)?

No

Yes

Questions 6 through 10 are about the person living here who owns or rents this home. (If more than one person qualifies, please choose one of them). Now thinking about that person, please answer questions 6 through 10.

6. What is this person's age?

- Under 35
- 35 to 49
- 50 or more

7. Is this person of Hispanic, Latino or Spanish origin?

- No
- Yes

8. What race or races is this person? (Check all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Some other race: ↴

9. Does this person speak Spanish in the home?

- No (skip to Question 11)
- Yes

10. Thinking about the language(s) this person speaks in the home, would you say this person speaks?

- Only Spanish in the home
- Mostly Spanish, but some English
- Spanish and English equally
- Mostly English, but some Spanish
- Only English

11. Including yourself, is anyone living in this home employed by or a principal owner of:

a television station or network,
a radio station or network,
a cable system or network, or
a satellite system provider?

- No
 Yes

12. Before you received this survey, had you ever heard of the Nielsen TV ratings?

- No
 Yes

13. Including yourself, does anyone living in your home have at least one working cell phone?

- No
 Yes

14. Do you have a landline telephone that is used to make and receive calls?

- No
 Yes

15. Nielsen conducts other TV ratings studies. In case you are selected for a future TV ratings study, **please provide your phone number below.** Be assured that this information will be kept confidential and that we will not reveal or sell your information to anyone.

Help us
include your
home in a
future TV
ratings study.

Phone #: () -

Is this phone number a cell phone?

- No Yes

Thanks for completing this survey.

Please mail it back in the enclosed postage paid envelope.

There are three easy ways to complete your survey:



<http://tvhousehold.nielsen.com>

Log in with your User ID & PASSWORD located on the back cover.



1-888-637-4708

Call us toll-free by telephone.



Mail

Fill out the survey and mail it back in the postage-paid return envelope.

Please turn
to back to verify
that your mailing
address is
correct.



We can't
have a complete
picture until you
send it back!

BE SURE TO RETURN
YOUR SURVEY BY
APRIL 3, 2012.




User ID: Password:

Name
Street Address
Apt./Lot#
City/State/Zip

Please review the contact information we have listed for you above. Is the contact information printed above correct and complete?

Yes

No 

IF NO, please write the correct and complete information below.

NAME: _____

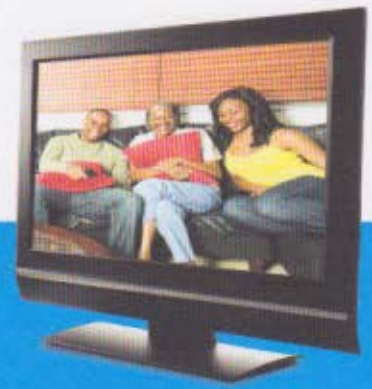
STREET: _____ APT/LOT#: _____

CITY: _____

STATE: _____ ZIP CODE: _____

Welcome!

Your home was
specially selected.



TV programmers want to know what you watch!

You can make a difference
in television.

Let your voice be heard.
Complete the survey for a unique opportunity to represent your
community in a future TV ratings study.

Complete your survey using ONE of three ways:



Fill out the enclosed
survey and mail it back
in the enclosed postage-
paid envelope.

OR



Log in to <http://tvhousehold.nielsen.com>

Use the User ID and password
located on the back of the survey

OR



Call us toll free at
1-888-637-4708 to
complete it over the phone.

All the personal information you provide is kept confidential and is not revealed or sold to anyone.

Wait for Nielsen to contact you!

We've sent you \$2 today to thank you for completing this survey.
We may contact you soon about participating in the TV ratings diary study.

Make sure to fill in a
phone number on your
survey so we can reach you!

nielsen
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Any Questions?
1-888-637-4708 (toll-free)
tvsurvey@tvratings.com (email)

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Welcome!

Nielsen
501 Brooker Creek Boulevard
Oldsmar, FL 34677



Any
Questions?



Please
contact us at:

1-888-637-4708

tvsurvey@
tvratings.com

We've produced
the TV ratings for
over 60 years!



Who Nielsen is
and why your
participation
really matters



You could be
the next home
to tell us what
you watch!



A unique
opportunity to
let your voice
be heard!



Diversity matters.
No two homes watch TV the same way.



Who is Nielsen?

Nielsen is the world's leading provider of marketing and media information, including the Nielsen TV Ratings. You may have seen the Nielsen TV Ratings published in your local newspaper.

What are the Nielsen TV Ratings?

The Nielsen TV Ratings are reports used by local TV stations, TV and cable networks and advertisers to learn what different types of people watch on TV across the U.S. You may have seen stories about the top programs watched that week or how many people watched a special event like the Super Bowl.

How did you pick my home?

Your home was specially selected. Since we can't measure everyone, we used statistical sampling to make sure that everyone has an equal chance of being selected to participate in the survey. This way, the sample represents all homes in the United States.



What's in it for me?

By participating, you will represent the viewing choices of homes in your area. No two homes watch TV the same way so it's important that we include all types of homes in our survey. Nielsen homes come from all backgrounds, ages, cultures and neighborhoods. We count on you to represent this diversity.

Your participation really matters and makes a difference. Without your participation, TV stations can't have a complete picture of TV viewing in your area. Your viewing choices are important and deserve to be counted.

Will it cost me anything to participate?

No. No one will ever try to sell you anything because you take part in our study and participation will never cost you anything.

Is the information that I give to Nielsen kept confidential?

Yes. Nielsen is a professional research company; keeping the information of homes participating in our surveys confidential is very important to us. We ask that you not tell anyone in the television industry that your home is included in our survey.

Will Nielsen give out or sell my name, address, or phone number?

No. Confidentiality is very important to us, as it is to you. We may ask you to participate in other surveys or studies but we are committed to not give out, sell or reveal any name, address, phone number or any information about any person involved in our study. We value your participation and we want to keep your trust.

