San Francisco Local People Meter
2004

A Super-Q Audit Process

Nielsen
Media Research

San Francisco Local People Meter

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MISSION AND SCOPE OF WORK
The internal audit department is designed to be a key contributor in our continual effort to improve the quality of the services we provide to our clients. The mission of this department is to provide independent, objective assurance and consulting services designed to add value and improve our operations. It helps the organization accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and the Media Rating Council's (MRC) governance process.

The scope of work of the internal audit department is to determine whether the organization's network of risk management, control, as designed and represented by management, is adequate and functioning in a manner to ensure:

- Risks are appropriately identified and managed.
- Significant best practices issues impacting the organization are recognized and addressed appropriately.
- Quality and continuous improvement are fostered in the organization's control process.
- Significant managerial, and operating information is accurate, reliable, and timely.
- Departments' actions are in compliance with policies, procedures and quality standards.
- Third party data are acquired with a high standard of quality and is adequately protected.
- Product related programs, plans, and objectives are achieved.

Opportunities for improving management control, profitability, and the organization's image may be identified during audits. They will be communicated to the appropriate level of management.

ACCOUNTABILITY
The chief research officer, in the discharge of his/her duties, shall be accountable to management and the operating committee in the following manner:

- Provide annually an assessment on the adequacy and effectiveness of the organization's processes for controlling its activities and managing its risks in the areas set forth under the mission and scope of work.
- Report significant issues related to the processes for controlling the activities of the organization and its affiliates, including potential improvements to those processes, and provide information concerning such issues through resolution.
- Periodically provide information on the status and results of the annual audit plan and the sufficiency of department resources.
- Coordinate with and provide oversight of other control and monitoring functions (compliance, security, and external audit).

INDEPENDENCE
To provide for the independence of the internal auditing department, its personnel report to the chief research officer, who reports to the chief executive officer in a manner outlined in the above section on Accountability. It will include as part of its reports to the operating committee a regular report on internal audit personnel.

RESPONSIBILITY
The chief research officer and staff of the internal audit department have responsibility to:

- Develop a flexible annual audit plan using an appropriate risk-based methodology, including any risks or control concerns identified by management, and submit that plan to the operating committee for review and approval as well as periodic updates.
- Implement the annual audit plan, as approved, including as appropriate any special tasks or projects requested by management and the operating committee.
- Maintain a professional audit staff with sufficient knowledge, skills, experience, and professional certifications to meet the requirements of this Charter.
- Evaluate and assess significant merging/consolidating functions and new or changing services, processes, operations, and control processes coincident with their development, implementation, and/or expansion.
- Issue periodic reports to the operating committee and management summarizing results of audit activities.
- Keep the operating committee informed of emerging trends and successful practices in internal auditing.
- Provide a list of significant measurement goals and results to the operating committee.
- Consider the scope of work of the external auditors and regulators, as appropriate, for the purpose of providing optimal audit coverage to the organization at a reasonable overall cost.

AUTHORITY
The chief research officer and staff of the internal audit department are authorized to:

- Have unrestricted access to all functions, records, property, and personnel.
- Have full and free access to the operating committee.
- Allocate resources, set frequencies, select subjects, determine scopes of work, and apply the techniques required to accomplish audit objectives.
- Obtain the necessary assistance of personnel in units of the organization where they perform audits, as well as other specialized services from within or outside the organization.

The staff of the internal audit department is not authorized to:

- Perform any operational duties for the organization or its affiliates.
- Direct the activities of any organization employee not employed by the internal auditing department, except to the extent such employees have been appropriately assigned to auditing teams or to otherwise assist the internal auditors.

STANDARDS OF AUDIT PRACTICE
The internal audit department will meet or exceed the *Standards for the Professional Practice of Internal Auditing* of The Institute of Internal Auditors.

Chief Research Officer

Service Description

The San Francisco Local People Meter (LPM) service is a local, meter-based, television ratings service that reports audience estimates, including demographic information, for the San Francisco DMA. The San Francisco DMA follows Boston, Los Angeles, New York, and Chicago as the fifth NSI market to convert to the LPM service. Like Boston, Los Angeles, New York, and Chicago, San Francisco will ultimately be integrated with the NPM service, allowing all homes in the San Francisco LPM to contribute to both the NSI and NPM samples. In contributing to the NPM service, LPM homes will be weighted down to account for what would otherwise be a geographic over-representation.

Clients of the San Francisco LPM service will continue to receive NSI audience estimates in the form of the *Viewers in Profile* (ViP) book, which contains the same data and format as issued in the NSI Metered Market service. However, unlike the NSI Metered Market service, ViP reports for the LPM service will be issued in each calendar month. In addition to the traditional *ViP*, LPM audience estimates will also be made available in *Navigator*. Data reported from San Francisco LPM homes will also ultimately be included in the integrated NPM products.

The San Francisco LPM sample consists of a panel of approximately 800 metered television households, and is dispersed throughout the San Francisco DMA to be representative of the entire market. The housing units that comprise the San Francisco LPM sample are selected based on an Area Probability process from information established as a part of the United States 2000 decennial Census. No household remains in the sample longer than two years.

Once the pre-designated homes that will comprise the San Francisco LPM sample are identified, Nielsen Membership Representatives (MRs) recruit the homes to be a part of the sample. Once cooperation of a household is achieved, Nielsen Field Representatives (FRs) equip the home with the technology necessary to capture tuning and persons data. Nielsen MRs and FRs work together to maintain the household's cooperation, the accuracy of the household's demographic profile and the accuracy of the household's collected viewing data.

The technology installed in each San Francisco LPM household, which provides tuning and demographic data, includes the use of television tuning meters and Nielsen "People Meters." People Meters are connected to each television setup in every sample household and allows individuals to record their TV viewing with the touch of a button. The tuning meters, also attached to each television setup in every sample household, then records 1/2-minute-by-1/2-minute records of tuning and viewing by household members and visitors who enter information into the system.

These records of TV viewing are passively transmitted every night by telephone to Nielsen's central computer where they are electronically verified as being transmitted from a Nielsen household. Data is accumulated for households, edited and compiled into audience estimates through a fully automated process.

Overview

Nielsen Quality Assurance conducted in-field visits to a sample of San Francisco Local People Meter households during June 2004. These visits were designed to determine if (1) all devices in the household are appropriately metered, (2) Nielsen's household files relating to demographic data are complete and accurate (3) Field Representatives are visiting the households within the timeframe dictated by procedure and (4) Households are being coached regarding security and their need to notify Nielsen in the event of changes to the number of persons or sets in the home. Additionally, Nielsen Internal Audit (IA) evaluated the results of these objectives against the Media Rating Council's *Minimum Standards for Media Rating Research* in order to determine Nielsen's compliance with the *Standards*. To achieve these objectives, Nielsen visited a representative sample of thirty San Francisco LPM households and evaluated these criteria through observation and through an interview with a responsible member of each household.

It is important that the user of this report be aware of two primary differences in the Field Visits methodology used by the Nielsen Quality Department and the methodology used by external auditors. First, it is Nielsen's policy to test every code on every set within each household. This differs from, and is more complete than, the procedure utilized by external auditors where only the primary setup is tested fully and a random sample of channels on remaining sets are tested. Secondly, the procedure utilized by external auditors excludes the testing of "non-tuning" codes (i.e., Play, Record, A/V codes, etc.) from the tabular results. Nielsen IA believes that because "non-tuning" codes are no less integral to a household's viewing than "tuning" codes they include the results of these codes in the tabular results that follow. As a point of comparison, Nielsen IA has broken out "non-tuning" codes in the table titled "Discrepancies Noted – All Codes Tested."

Sample Selection

Nielsen selected 30 San Francisco LPM households to produce a representative sample of installed San Francisco LPM households, which as of the date of sample selection numbered approximately 628. Therefore, the field visit sample comprised approximately 4.8% of all installed San Francisco LPM homes.

To select the sample, Nielsen stratified installed homes based on (1) Field Area, (2) number of metered sets and (3) cable status. Within each stratum, the field visit sample was randomly selected. As a result, the 30 selected homes represented each of the three strata proportionately to the installed sample.

Part I – Collection of Metered Data

In performing the visits, Nielsen observed calibration tests on all tuning devices within each household visited and all codes on each tuning device were observed. This resulted in the testing of 5,019 tuning codes and 99 non-tuning codes across 40 televisions, 40 VCRs, and 14 cable converters. Tuning devices that had no receivable channels were not included in the above counts.

Three instances were encountered where access to all sets within the household was restricted by a household member. All situations related to schedule restrictions imposed by the household.

The following tables, which summarize the results of Nielsen's testing, show discrepancies on the basis of receivable tuning channels tested as well as on the basis of total households tested. Discrepancies are broken out by Miscrediting and Unidentified Viewing discrepancies. Miscrediting, or Alternate Credit (AC) discrepancies relate to situations where tuning is being credited to a station other than the station that is actually being viewed by the household. Unidentified Viewing (UV) discrepancies relate to situations where tuning is being credited to a code that is undefined by Nielsen, resulting in no station credit. Unidentified Viewing is subject to certain minutes of viewing thresholds that will fault a home (thus removing it from in-tab) should those thresholds be exceeded.

Discrepancies Noted – All Codes Tested

Combo Status	Cable Status	Base	Miscrediting (AC)		Unidentified Viewing (UV)		Total Discrepancies	
Channel Codes:								
LPM Only	Cable	750	1	0.1%	6	0.8%	7	0.9%
LPM Only	DBS/Digital	2,374	9	0.4%	83	3.5%	92	3.9%
LPM Only	Non Cable	200	1	0.5%	5	2.5%	6	3.0%
		3,324	11	0.3%	94	2.8%	105	3.2%
NPM Combo	Cable	1,069	5	0.5%	4	0.4%	9	0.8%
NPM Combo	DBS/Digital	590	46	7.8%	34	5.8%	80	13.6%
NPM Combo	Non Cable	36	0	0.0%	2	5.6%	2	5.6%
		1,695	51	3.0%	40	2.4%	91	5.4%
Total Tuning Codes		5,019	62	1.2%	134	2.7%	196	3.9%
Total Non-Tuning Codes		99	0	0.0%	0	0.0%	0	0.0%
Total Codes		5,118	62	1.2%	134	2.6%	196	3.8%
Households:								
LPM Only	Cable	6	1	16.7%	2	33.3%	2	33.3%
LPM Only	DBS/Digital	8	2	25.0%	8	100%	8	100%
LPM Only	Non Cable	6	1	16.7%	3	50.0%	3	50.0%
		20	4	20.0%	13	65.0%	13	65.0%
NPM Combo	Cable	6	1	16.7%	3	50.0%	3	50.0%
NPM Combo	DBS/Digital	3	1	33.3%	3	100%	3	100%
NPM Combo	Non Cable	1	0	0.0%	1	100%	1	100%
		10	2	20.0%	7	70.0%	7	70.0%
Total Households		30	6	20.0%	20	66.7%	20	66.7%

The figures presented in the table above include the results of two households that contributed significantly to the codes observed in error. In one household, it was noted that the household was pointed to the wrong cable template resulting in 74.2% of all miscrediting errors noted and 11.9% of all unidentified viewing errors noted.

In the second household, a mixture of unlisted channels, lineup changes and metering problems resulted in 26 UVs, accounting for 19.4% of all unidentified viewing errors noted.

The above discrepancies data could not be analyzed by their effect on Viewers in Profile (ViP) or Total Viewing Sources (TVS) reportable, close to reportable or not reportable stations due to the fact that data for San Francisco LPM is not being reported on a preliminary basis as was done for previous LPM markets. Instead, the market will go live when the target installation rate is achieved. Additionally, the tuning analysis, which quantifies the estimated effect of the discrepancies noted above on the actual tuning of the sample households, could not be performed due to the preliminary data not being available. The data necessary to determine reportability status will be available once the market goes live.

Nielsen anatomized the observed discrepancies by breaking each error into one of the following classifications. See Appendix C for a more detailed accounting of individual errors.

1. Metering Problem – These errors occur when a metering failure results in miscoding. Examples include incorrect metering probe placement, loose soldering, metering error, etc.

2. Uncalibrated Code – These errors occur when a channel is not assigned a code (the system defaults to "254").

3. Missing Off Air Channel – These errors occur when a receivable over-the-air channel is observed as receivable in the household, but is not included in Nielsen's records.

4. Missing Cable Channel – These errors occur when a receivable cable channel is observed as receivable in the household, but is not included in Nielsen's records.

5. Cable Change – These errors occur when, although the equipment is generating the correct code, Nielsen's lineup information has a different station listed in the channel position than that which was observed in the home during the audit.

6. Different Share Times – These errors occur when credit is misapplied due to a single channel being shared among two or more different stations. Three situations can cause shared station errors: (1) Nielsen has a channel code denoted as a shared channel, but it is not shared, (2) Nielsen has a channel code that is NOT denoted as a shared channel, but it is shared, and (3) Nielsen's record of the start/end times for the stations sharing the channel are not accurate.

Distribution of Errors by Type

	Miscrediting (ACs)		**Unidentified Viewing (UVs)**	
Metering Problem	2	3.2%	3	2.2%
Uncalibrated Code	--	--	4	3.0%
Missing Off-Air Channel	--	--	35	26.1%
Missing Cable Channel	--	--	92	68.7%
Cable Change	53	85.5%	--	--
Different Share Times	7	11.3%	--	--
Total	62	100%	134	100%
Total Codes Tested	5,118	--	5,118	--

Part II – Collection of Demographic Data

In each of the thirty households visited as a part of Nielsen's Field Visits procedures, a responsible member of the household (a resident age sixteen or older) was interviewed to determine whether selected demographic information was correct in Nielsen's records. This household member was responsible for confirming demographics on behalf of all household members. Discrepancies in the demographic data collected could impact the San Francisco LPM service in one or more of the following ways:

- Standard Reported Estimates: These are audience estimates that are reported in the San Francisco LPM Viewers in Profile (ViP) report, the Navigator software, the Total Viewing Sources (TVS) DVD, as well as NTI, NSS and NHI reports for integrated data. Please note that throughout this section, references to NPM are simply stated as "NTI NAD" and "NTI NAD MIT." This is because the NTI NAD and NAD MIT generally have the most discreet breaks for demos and market breaks
- Weighting Variables: These are household characteristics for which Nielsen weights its data.
- Priority Maintenance Characteristics: These are household characteristics used by Nielsen to prioritize its efforts relating to addressing service requests for homes in the sample.

See Appendix 1 for the demographics and market breaks contained that represent each of the above areas.

Birth Date of Household Members

Nielsen collects the birth date of all household members. This data is used in the presentation of audience estimates by age range in the San Francisco LPM ViP, Navigator, TVS DVD, NTI NAD and NTI NAD MIT. Additionally, presence of non-adults and age of O/R are used both as priority maintenance and weighting characteristics.

Birth Date Discrepancies		
Persons Tested	71	
Nielsen records indicate incorrect birth date for a household member.	1	1.4%
Status of Differences:		
Incorrect birthday resulted in weighting control impact:	0	0.0%
Incorrect birthday did not result in weighting control impact:	1	1.4%
Incorrect birthday resulted in priority maintenance impact:	0	0.0%
Incorrect birthday did not result in priority maintenance impact:	1	1.4%
Incorrect birthday resulted in VIP reporting impact:	1	1.4%
Incorrect birthday did not result in VIP reporting impact:	0	0.0%
Incorrect birthday resulted in Navigator reporting impact:	1	1.4%
Incorrect birthday did not result in Navigator reporting impact:	0	0.0%
Incorrect birthday resulted in NTI NAD reporting impact:	1	1.4%
Incorrect birthday did not result in NTI NAD reporting impact:	0	0.0%
Incorrect birthday resulted in NTI NAD MIT impact:	1	1.4%
Incorrect birthday did not result in NTI NAD MIT impact:	0	0.0%
Incorrect birthday resulted in TVS DVD impact:	1	1.4%
Incorrect birthday did not result in TVS DVD impact:	0	0.0%

Cable/ADS Status

Nielsen maintains the wired cable and Alternate Delivery System (ADS) status for all sample homes. While performing the calibration testing for homes during field visits procedures, Nielsen observed whether the Cable/ADS status for the home was accurately recorded.

Although Cable/ADS status is not used as a market break for audience estimates reported in the San Francisco LPM ViP, the TVS DVD or Navigator, it is used as a market break for the NTI NAD and NTI NAD MIT. Additionally, this information is used as a weighting variable and a priority maintenance characteristic.

One cable/ADS status difference was noted at a household where Nielsen's records indicated the home had DirectTV, but at the time of the visit the household indicated they no longer subscribe to the service. As a result, the household only receives over the air channels. This difference affects market breaks for NTI NAD, NTI NAD MIT, weighting variables and priority maintenance.

Household Size

Nielsen maintains records as to all persons living in the household. This data is used to determine household size and can also impact whether or not "presence of non-adult" information is correct. "Household size" and "presence of non-adult" are not market breaks that are reported in the San Francisco LPM ViP, the TVS DVD, or in Navigator. However, "household size" and "presence of non-adult" information are both used as market breaks in the NTI NAD and NTI NAD MIT. Additionally, they are both used as weighting variables and priority maintenance characteristics. The results of this testing are as follows:

Household Size		
Households Tested	30	
Nielsen records indicate incorrect household size information.	2	6.7%
- Incorrect household size information impacted the "Presence of Non-Adults" variable	0	0.0%
- Incorrect household size information did not impact the"Presence of Non-Adults" variable	2	6.7%
Status of Differences:		
Incorrect household size resulted in NTI NAD control impact:	2	6.7%
Incorrect household size did not result in NTI NAD control impact:	0	0.0%
Incorrect household size resulted in NTI NAD MIT control impact:	2	6.7%
Incorrect birthday did not result in NTI NAD MIT control impact:	0	0.0%
Incorrect household size resulted in priority maintenance impact:	1	3.3%
Incorrect household size did not result in priority maintenance impact:	1	3.3%
Incorrect household size resulted in weighting impact:	2	6.7%
Incorrect birthday did not result in weighting impact:	0	0.0%

In the first instance, the owner/renter's daughter, who is fifty-six years old, moved out of the household in April 2004. She is currently listed as a long-term visitor. This difference changed the household size from 2 to 1 person. In the second instance, two new household members moved into the household a week prior to the date of the audit: a thirty year old male and a thirty year old female. This difference changed the household size from 3 to 5 persons.

Housing Unit Information

Nielsen verified the survey data information, dwelling type information and move-in date for the households visited as a part of field visit procedures. Relating to the verification of survey data information, Nielsen used the survey data for all basic households in the field visit sample to determine whether the basic selected by Statistical Research was the household recruited and installed by the field. Additionally, this information (i.e. address) impacts the "County Name" priority maintenance characteristic. This data was confirmed for seventeen basic households and no exceptions were noted.

Dwelling type information (Multi-Family, Single-Family or Mobile Home) is maintained for all sample homes. This information is not utilized in relation to any of Nielsen's accredited products or in any product for which Nielsen is currently seeking

accreditation. Two of the thirty households tested (6.7%) were a different dwelling type than the one listed in Nielsen's records. Both households were listed in Nielsen's records as single-family dwellings when in fact they were multi-family dwellings.

Similarly, the move-in date is maintained for all sample homes. This information is not utilized in relation to any of Nielsen's accredited products or in any product for which Nielsen is currently seeking accreditation. Eight of the thirty households tested (26.7%) had an incorrect move-in date.

Identification of Owner/Renter

One person in each Nielsen home is designated as the owner/renter. Although the San Francisco LPM ViP, the TVS DVD and Navigator audience estimates are not reported by any owner/renter market break, Owner/Renter market breaks are included in the NTI NAD and the NTI NAD MIT. Additionally, data relating to the owner/renter is used in several capacities for priority maintenance and as weighting variables.

In order to verify this information, Nielsen asked the following question of each of the twenty-nine households tested:

> "Our records indicate _____ is the person or one of the people living here who owns, is buying, or rents this home. Is this still correct?"

There were no instances of the incorrect household member being designated as owner/renter in the thirty households visited.

Education of Owner/Renter

Nielsen collects education information by asking a responsible household member to mark a show sheet representing the highest degree or level of school the owner/renter has completed. Although education of owner/renter is not a market break that is reported in the San Francisco LPM ViP, the TVS DVD or in Navigator, it is used as a market break in the NTI NAD and the NTI NAD MIT. Education of the Owner/Renter is used as neither a priority maintenance characteristic nor as a weighting variable in the San Francisco LPM.

Education of Owner/Renter		
Households Tested	30	
O/R education differed between Nielsen records and HH response.	11	36.7%
Incorrect education level had a NTI NAD impact.	2	6.7%
Incorrect education level did not have a NTI NAD impact.	9	30.0%
Incorrect education level had a NTI NAD MIT impact.	7	23.3%
Incorrect education level did not have a NTI NAD MIT	4	13.3%

Education of owner/renter has been identified as an issue in the internal and external examinations of other Nielsen services. Consequently, Nielsen has made significant efforts to improve the quality of data collected in this area. First, in July of 2001, Nielsen introduced the use of a show-sheet, where the respondent marks their education level from fourteen choices. Previously, Nielsen field personnel classified a verbal response from the respondent into one of twenty-five choices. Secondly, Nielsen has conducted several training courses for its personnel emphasizing interviewer skills and the importance of accurate data collection. Finally, Nielsen developed a report in October 2001 to assist in identifying "real" changes in education. However, this report is less likely to identify changes to the education level of the owner/renter so much as other household members because the report flags households with (1) a member with 9, 10 or 11 years of education whose value has not changed within the last 11 months and (2) a member less than six years old whose education level is not equal to zero.

Nielsen IA considered the above results against *MRC Minimum Standard* A.2, particularly those indicating that 36.7% of households had different education of Owner/Renter information than that contained in Nielsen's records. Nielsen IA believes that due to the nature of the information, where social sensitivity of the response, as well as the greater possibility for true change may come into play, the overall error rate standing alone is not necessarily indicative of noncompliance. However, primarily due to the high discrepancy rate of 36.7% and the fact that seven of the eleven discrepancies noted resulted in an impact to the NTI NAD MIT market breaks and two of the eleven discrepancies resulted in an impact to the NTI NAD market breaks, Nielsen IA believes that the results noted above indicate noncompliance with *MRC Minimum Standard* A.2.

Gender of Household Members

Nielsen collects the gender of all household members. This data is used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD, Navigator, NTI NAD and NTI NAD MIT. Gender information is not used as a weighting variable or as a priority maintenance characteristic. Of seventy-one persons tested in the performance of the Field Visits procedures, there were no noted instances of Nielsen recording an incorrect gender.

Hispanic Identity of Owner/Renter

The Hispanic Identity of each owner/renter was verified by asking the following question of a responsible household member:

> "Is [owner/renter] Spanish, Hispanic or Latino? For example, Mexican, Mexican-American, Chicano, Puerto Rican, Cuban or another Spanish, Hispanic or Latino Group?"

Nielsen verified the Hispanic Identity of the Owner/Renter for the thirty households visited. Additionally, the Hispanic Identity was verified for the thirteen households added to the sample to test language. Therefore, a total of forty-three households were tested for Hispanic Identity. No exceptions were noted.

Language Classification

In households where the Owner/Renter is Hispanic, Nielsen collects the Language information for each household member age 2+. Although this data is not presented as a market break in the San Francisco LPM ViP, the TVS DVD, Navigator, NTI NAD, or NTI NAD MIT, Language Strata is used as a weighting variable and as a priority maintenance characteristic.

In verifying the language spoken for each household member, a "language screener" is asked first:

> "Since we last contacted you, has anything happened that has changed the language or languages spoken by the people who live in your household when you are at home? For example, has anyone moved into or out of your household? Or have any of your children started a new school where they may speak a different language? Or has someone started a new job where they must speak a different language? Or anything like that?"

In the event that the household member answers "yes" to the language screener question, the language for the household member is collected by asking the following question:

"Thinking about the languages you use in the home, would you say you speak
Only Spanish in the home
Mostly Spanish but some English
Mostly English but some Spanish
Only English in the home"

In the event that the household member answers "no" to the language screener question, the language for household member is confirmed by asking the following question:

> "I'd like to confirm that I have the correct information for you. May I please confirm that you speak [language] in the home. Is this still correct?

In conducting the testing described above, seven of the thirty households for which demographic information was verified had an Owner/Renter of Hispanic Identity. In order to achieve a sufficient amount of Hispanic households to test language, an additional sample of Hispanic households was selected. Therefore, a total of twenty households were tested for language.

Nineteen homes answered "no" to the language screener question, meaning that the auditor confirmed, not verified, the language of each household member. However, in the event that an individual was not present, a proxy response from the responsible household member with whom the auditor conducted the interview was accepted. The remaining home answered "yes" to the language screener question, meaning that the auditor verified by asking the entire language question to each household member age sixteen or older present at the time of the visit. For household members age sixteen or older not present and household members age fifteen and younger, the language question

is asked to the responsible household member with whom the auditor conducted the interview.

The results of this testing are as follows:

Language Discrepancies		
Persons Age 2+ Tested	62	
Nielsen's records indicate incorrect language for a household member.	4	6.5%
Households Tested	20	
Nielsen's records indicate incorrect language for at least one household member.	2	10.0%
Status of Differences:		
Incorrect language caused change in household Language Class:	0	0.0%
Incorrect language did not cause change in household Language Class:	2	10.0%
Incorrect language caused change in household Spanish Dominance:	0	0.0%
Incorrect language did not cause change in household Spanish Dominance:	2	10.0%

There were no language classification changes for any of the two households reflecting incorrect language information for at least one household member. One of these households answered "no" to the language screener question; therefore, the auditor confirmed not recollected, the language of each household member. This household had one household member with changes: a fifty-seven year old male changed from "Mostly English" to "Only English." The second household, which answered "yes" to the language screener question; thus, the auditor recollected the language by asking the entire question to each household member age sixteen or older present at the time of the visit. This household had three household members with changes: first, a three year old that changed from "Only Spanish" to "Mostly Spanish," second, a twenty-four year old that changed from "Only Spanish" to "Mostly Spanish," and third, a thirty-four year old that changed from "Only Spanish" to "Mostly Spanish." None of the language classification errors noted affected the Spanish Dominance of the household.

Nielsen IA considered the results of the above testing against *MRC Minimum Standard* A.2. Nielsen IA noted a discrepancy rate for the households tested of 10% (four language errors involving two households), indicating that 10.0% of the households had an incorrect language for at least one household member on Nielsen's records. None of the discrepancies affected the household language classification or the Spanish dominance. In referencing Nielsen's Language Study of Summer 2003, it was noted that a real change rate of 8.3% exists for Hispanic households for language classification. Nielsen IA considered the 10.0% error rate in conjunction with the 8.3% real change that the Summer 2003 study notes to exist. Therefore, the 1.7% discrepancy rate leads Nielsen IA to believe that Nielsen procedures related to the collection of language information is materially compliant with *MRC Minimum Standard* A.2.

Country of Origin

Nielsen collects the country of origin information for the owner/renter of each household where the Owner/Renter answers affirmatively to the Hispanic Identity question. This information is not utilized in relation to any of Nielsen's accredited products or in any product for which Nielsen is currently seeking accreditation. This information was verified in seven households and no exceptions were noted.

Race of Owner/Renter

Nielsen collects race information by asking a responsible household member to mark a show sheet representing the race of the owner/renter. Although this information is not used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD, or Navigator, it is used as a market break for the NTI NAD and NTI NAD MIT. Additionally, Race of the Owner/Renter is used as a weighting variable and as a priority maintenance characteristic. Nielsen verified the race of the Owner/Renter for the thirty households visited. One exception was noted involving a person classified on Nielsen's records as "Hawaiian," while the person provided "Other Pacific Islander" as the proper race classification. This exception does not have a report impact.

Unmetered Devices

Nielsen procedures are to meter all operable and used tuning and non-tuning devices in a household. In instances where a household has an operable but unused tuning or non-tuning device, the device is to be sealed by the Field Representative. A device can be sealed by placing a plastic tie through the cord so that it cannot be plugged in or the Field Representative may take the back off of the device and put the cord inside of the device sot that it cannot be plugged in.

In addition to the need for all devices within the households to be monitored for the purposes of collecting complete tuning data, this information is used as a priority maintenance characteristic (Number of Sets). Number of Sets is not used as a market break for audience estimates reported in the San Francisco LPM ViP, the TVS DVD, Navigator or the NTI NAD. However, Number of Sets is used as a market break for audience estimates reported in the NTI NAD MIT.

There was one unmetered device across one household discovered during the San Francisco LPM Field Visits. In this instance, the TV has been in the household for two years, but it does not work. In this situation, should the household choose to repair the TV and use it without informing Nielsen, would result in an under-reporting of the household's viewing.

Working Women

Nielsen defines a working woman for LPM as a female age 18+ who works 30 or more hours per week. In defining a working woman for purposes of NPM, there is a differentiation between a Part-Time Working Woman (PTWW) and a Full-Time Working Woman (FTWW). Females 18+ working 1-30 hours per week are defined as PTWW and Females 18+ working 30+ hours per week are defined as FTWW. This data is used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD, Navigator and NTI NAD, where only the Full-Time definition is used. Audience estimates for NTI NAD MIT include both Full-Time and Part-Time working women in separate categories. However, working woman information is not used as either a weighting variable or a priority maintenance characteristic. The results of this testing are as follows:

Working Women		
Females age 18+ tested	30	
Working women information differed between Nielsen records and HH response.	3	10.0%
Status of Differences:		
Incorrect working woman information impacted Local reporting.	1	3.3%
Incorrect working woman information did not impact Local reporting.	0	0.0%
Incorrect working woman information impacted National reporting.	1	3.3%
Incorrect working woman information did not impact National reporting.	0	0.0%

Nielsen IA considered the above results against *MRC Minimum Standard* A.2, particularly those indicating that 10.0% of working women work a different amount of hours than those contained in Nielsen's records. However, only one of the differences noted had an impact on Local and National reporting. Because of the nature of the question, in which there is a greater possibility for true change, Nielsen IA believes that the overall error rate standing alone is not necessarily indicative of noncompliance. Primarily due to the fact that only one out of three discrepancies resulted in an impact to the Local and National reporting, Nielsen IA believes that the results noted above indicate compliance with *MRC Minimum Standard* A.2.

Household Income

Nielsen collects the total household income information for each household. Although this information is not used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD, or Navigator, household income is used as a market break for audience estimates reported in the NTI NAD and NTI NAD MIT. Household income information is not used as a weighting variable or priority maintenance characteristic. Household income was verified at twenty-six out of the thirty households visited, as one household refused to verify their income information and three households indicated not knowing the household income. The results of this testing are as follows:

Household Income		
Households where income was verified	26	
Household income information differed between Nielsen records and HH response.	16	61.5%
Incorrect Income information resulted in NTI NAD reporting impact.	8	30.8%
Incorrect Income information did not result in NTI NAD reporting impact.	8	30.8%
Incorrect Income information resulted in NTI NAD MIT reporting impact.	9	34.6%
Incorrect Income information did not result in NTI NAD MIT reporting impact.	7	26.9%

See Appendix 4 for each of the individual discrepancies as well as a distribution of the amount of the differences, which indicate that 43.8% of the differences were within $5,000 of Nielsen's records while 25.0% of the differences were +/- $15,000 or more.

Nielsen IA considered the results of the above testing against *MRC Minimum Standard* A.2, particularly those indicating that 61.5% of homes tested had a Household Income discrepancy, 30.8% of homes tested had a Household Income discrepancy that impacts the reporting of audience estimates in the NTI NAD and 34.6% of homes tested had a Household Income discrepancy that impacts reporting of audience estimates in the NTI NAD MIT. IA believes that this situation is noncompliant with *MRC Minimum Standard* A.2.

Nielsen IA noted that there is no documentation in the sample procedures manual or on the household demographic collection form as to how or when the FR or MR should estimate the household's income. IA believes that such documentation is particularly vital since Nielsen records indicate that as of September 1, 2004, 27 of the 608 San Francisco LPM households (4.4%) have their income estimated by field personnel. Nielsen IA believes this situation to be noncompliant with *MRC Minimum Standard* A.4 and *MRC Minimum Standard* A.13. Nielsen should consider adding a section to the sample procedures manual covering those demographics that are eligible for estimation

as well as systematic, logical and empirically justifiable guidelines on how to estimate them.

The issues noted above have been identified in previous internal audits of the Los Angeles LPM, the New York LPM, the Chicago LPM and the internal audit of another unaccredited service. As such, Nielsen Methodological Research is identifying measures to address the issues noted above.

Occupation of Owner/Renter

Nielsen collects the occupation of each household's owner/renter. Although this information is not used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD or Navigator, Occupation of Owner/Renter is used as a market break for audience estimates reported in the NTI NAD and NTI NAD MIT. Occupation of Owner/Renter information is not used as a weighting variable or priority maintenance characteristic. The results of this testing are as follows:

Occupation of Owner/Renter		
Households Tested	30	
O/R occupation differed between Nielsen records and HH response.	4	13.3%
Incorrect Occupation information resulted in NTI NAD reporting impact.	0	0.0%
Incorrect Occupation information did not result in NTI NAD reporting impact.	4	13.3%
Incorrect Occupation information resulted in NTI NAD MIT reporting impact.	0	0.0%
Incorrect Occupation information did not result in NTI NAD MIT reporting impact.	4	13.3%

In all instances, the Owner/Renter indicated that he was in a different occupation than noted in Nielsen's records; however, the discrepancies did not result in a change of occupation classification.

Nielsen IA considered the above results against *MRC Minimum Standard* A.2, particularly those indicating that 13.3% of households had different Occupation of Owner/Renter information than that contained in Nielsen's records. Because of the nature of the question, in which real change is a greater possibility, Nielsen IA believes that the overall rate standing alone is not necessarily indicative of noncompliance. Since none of the discrepancies noted resulted in an impact to the NTI NAD or NTI NAD MIT, Nielsen IA believes that the results noted above indicate compliance with *MRC Minimum Standard* A.2.

Personal Computer and Internet Access

Nielsen collects information from each household regarding its ownership of a personal computer as well as access that the home has to the Internet. Although this information is not used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD, Navigator or the NTI NAD, computer information is used as a market break for audience estimates provided in the NTI NAD MIT. Computer Information is not used as a weighting variable or priority maintenance characteristic. All thirty households visited were tested for personal computers and Internet access. No differences were noted.

Pets

Nielsen collects information for each household's ownership of dogs and cats. Although this information is not used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD, Navigator or the NTI NAD, pets are used as a market break for audience estimates provided in the NTI NAD MIT. Presence of pets is not used as a weighting variable or priority maintenance characteristic.

All thirty households visited were tested for pets. No differences were noted.

SAP/PIP

Nielsen verifies the presence of Secondary Audio Programming (SAP) for each TV and VCR in the sample as well as the presence of Picture-in-Picture (PIP) for each TV in the sample. The SAP feature allows a TV station to broadcast additional information to the viewer through the audio receive system. That additional information could be the same program audio in another language (e.g. Spanish), or something completely different, such as weather information or Descriptive Video Services for the visually impaired. PIP allows users to view multiple channels at one time.

Nielsen collects SAP information from its sample households and maintains the data for the purposes of generating custom analysis should they be client requested, however, SAP information is not a reportable market break in any Nielsen report nor is it used in any priority maintenance or weighting capacity. PIP information is collected to ensure that this capability is appropriately metered. The PIP function of a tuning device for which Nielsen is unaware is analogous to an unmetered device in the household. Similarly to SAP, however, PIP information is not a reportable market break in any Nielsen report nor is it used in any priority maintenance or weighting capacity.

Nielsen observed the SAP and PIP capabilities for each set encountered during field visits. In addition to the 75 TVs and VCRs that were tested, an additional 22 sets that did not have any receivable channels were verified for SAP and PIP. However, the SAP and/or PIP capabilities could not be verified for 17 devices. The results of this testing is as follows:

SAP/PIP Testing		
Households Tested	30	
Households With PIP Discrepancy	4	13.3%
- Nielsen records indicated no PIP, but PIP was present:	3	10.0%
- Nielsen records indicated PIP, but no PIP was present:	1	3.3%
- Nielsen records indicated no PIP, but PIP was present on one or more sets and Nielsen records indicated PIP, but no PIP was present on one or more sets:	0	0.0%
Households With SAP Discrepancy	7	23.3%
- Nielsen records indicated no SAP, but SAP was present:	2	6.7%
- Nielsen records indicated SAP, but no SAP was present:	5	16.7%
- Nielsen records indicated no SAP, but SAP was present on one or more sets and Nielsen records indicated SAP, but no SAP was present on one or more sets:	0	0.0%
Devices Tested For PIP	47	
Devices With PIP Discrepancy	4	8.5%
Nielsen records indicated no PIP, but PIP was present:	3	6.4%
Nielsen records indicated PIP, but no PIP was present:	1	2.1%
Devices Tested for SAP	80	
Devices With SAP Discrepancy	12	15.0%
Nielsen records indicated no SAP, but SAP was present:	2	2.5%
Nielsen records indicated SAP, but no SAP was present:	10	12.5%

Although the table above shows significant discrepancy rates relating to SAP information, Nielsen does not actively use this data in any capacity. Nevertheless, past attention has been given to the topic to improve the accuracy of collecting this information. Nielsen included a section on SAP data collection in its Quarter 2, 2003 quarterly training session for field personnel.

Vehicles

Nielsen collects the vehicle information for each household. Although this information is not used in the presentation of audience estimates in the San Francisco LPM ViP, the TVS DVD, Navigator or the NTI NAD, vehicle information is used as a market break for audience estimates provided in the NTI NAD MIT. Vehicle information is not used as a weighting variable or priority maintenance characteristic. The results of this testing are as follows:

Vehicles		
Households Tested	30	
Vehicle information differed between Nielsen records and HH response.	5	16.7%
Vehicles Tested	54	
Vehicle information differed between Nielsen records and HH response.	5	9.3%
Vehicle discrepancy resulted in NTI NAD MIT reporting impact.	1	3.3%
Vehicle discrepancy did not result in NTI NAD MIT reporting impact.	4	13.3%

Nielsen has made efforts to improve the quality of data collected in this area. In October 2001, Nielsen developed a report to assist in identifying changes to vehicles by flagging households that had a person older than sixteen years of age added or removed from the household but had no vehicle change. Additionally, the update of Vehicle information was added as an item to the Interim Call.

Nielsen IA considered the above results against *MRC Minimum Standard* A.2, particularly those indicating that 16.7% of households had different vehicle information than that contained in Nielsen's records. Additionally, one of the discrepancies encountered had an impact on the reported NTI NAD MIT market breaks. Because of the nature of the question, in which there is a greater possibility for true change, Nielsen IA believes that the overall error rate standing alone is not necessarily indicative of noncompliance. However, primarily due to the high discrepancy rate of 16.7% and the fact that one of out five discrepancies noted resulted in an impact to the NTI NAD MIT, Nielsen IA believes that the results noted above indicate noncompliance with *MRC Minimum Standard* A.2.

Appendix 1 –
Market and Demographic Breaks

San Francisco LPM ViP Demographic/Market Breaks

Persons 2+
Persons 18+
Persons 12-24
Persons 12-34
Persons 18-34
Persons 18-49
Persons 21-49
Persons 25-54
Persons 35+
Persons 35-64
Persons 50+

Women 18+
Women 12-24
Women 18-34
Women 18-49
Women 21-49
Women 25-49
Women 50+
Women 25-54
Women 25-64
Working Women

Men 18+
Men 18-34
Men 18-49
Men 21-49
Men 25-49
Men 25-54
Men 25-64

Teens 12-17
Teen Girls

Children 2-11
Children 6-11

Navigator Demographic/Market Breaks

Persons 2+	Women 18+	Men 18+
Persons 18+	Women 12-24	Men 18-34
Persons 12-24	Women 18-34	Men 18-49
Persons 12-34	Women 18-49	Men 21-49
Persons 18-34	Women 21-49	Men 25-49
Persons 18-49	Women 25-49	Men 25-54
Persons 21-49	Women 50+	Men 25-64
Persons 25-54	Women 55+	Men 55+
Persons 35-54	Women 25-54	
Persons 35+	Women 35-54	Teens 12-17
Persons 35-64	Women 25-64	Teen Girls
Persons 50+	Working Women	
Persons 55+		Children 2-11
Persons 65+		Children 6-11

Priority Maintenance Characteristics

Cable Status:
- Yes
- No

Cable Plus Status:
- Yes
- No

ADS Status:
- Yes
- No

Number of Sets
- 1
- 2+

Geography
- Alameda
- Remainder DMA
- Remainder Metro
- San Mateo
- Santa Clara
- Contra Costa
- San Francisco

Presence of Non-Adults:
- None < 18
- Any < 18

Age of Owner/Renter:
- < 35
- 35 – 54
- 55+

Race of HOH:
- Asian
- Black
- Others

Household Size:
- 1 – 2
- 3 – 4
- 5+

Hispanic Language Class
- Non-Hispanic
- Spanish Dominant
- Non Spanish Dominant

Household Weighting Variables

Cable Status:
- Yes
- No

ADS Status:
- Yes
- No

Presence of Non-Adults:
- None < 18
- Only 0-11
- Any 12-17

Hispanic Language Class
- Non-Hispanic
- Spanish Dominant
- Spanish Non-Dominant

Age of Owner/Renter:
- < 35
- 35 – 54
- 55+

Race of HOH:
- Black
- Non-Black
- Asian
- Non-Asian

Household Size:
- 1
- 2
- 3-4
- 5+

County:
- Santa Clara
- Alameda
- Contra Costa
- San Francisco
- San Mateo
- Remainder Metro
- Remainder DMA

Demographic Building Blocks

Children 2-5	Males 12-17	Females 12-17
Children 6-11	Males 18-20	Females 18-20
	Males 21-24	Females 21-24
Working Women	Males 25-34	Females 25-34
	Males 35-49	Females 35-49
	Males 50-54	Females 50-54
	Males 55-64	Females 55-64
	Males 65+	Females 65+

NTI NAD MIT Market Breaks

Territory
- Northeast
- East Central
- West Central
- Southeast
- Southwest
- Pacific

County Size
- County Size A
- County Size B
- County Size C&D

Time Zone
- Eastern
- Central
- Mountain Pacific

Viewing Options
- Pay Cable
- Basic Cable
- No Cable
- Presence of VCR

Remote Control
- Presence of Remote

Race
- Black
- White

Car Ownership
- Car Owner
- Single Car Owner
- 2 or More Cars
- New Car Prospect

Number of TVs
- Single TV Set
- 2 TV Sets
- 3 TV Sets
- 4 or more TV Sets

Household Size
- 1 Person
- 2 Person
- 3 Person
- 4 or more persons

Age of Head of House
- HOH < 25
- HOH 25-34
- HOH 35-54
- HOH 55-64
- HOH 65+

Age of HOH w/ HH Size
- 1-2 Person, HOH < 50
- 1-2 Person, HOH 50+

Education of HOH
- <8 Yrs of School
- 1-3 Yrs, of High School
- High School Graduate
- 1-3 Yrs of College
- College Graduate

Truck Ownership
- Truck Owner
- Truck and Car
- 2 or More Trucks
- New Truck Prospect

Pet Ownership
- Dog Owner
- Cat Owner

Occupation of HOH
- White Collar
- Blue Collar
- Not in Labor Force

Household Income
- Under $20,000
- $20-$29,999
- $30-$39,999
- $40-$49,999
- $50-$59,999
- $60,000+
- $60,000-$74,999
- $75,000+

Upper Demos
- Income $40k+ w/ Children
- Income $50k w/ Children
- Income $40k+, HOH Prof/Mgr
- Income $50k, HOH Prof/Mgr
- Income $40k+, HOH w/ 1+ Yrs College
- Income $50k, HOH w/ 1+ Yrs College
- Income $40k+, Dual Income HH
- Income $50k, Dual Income HH

Presence of Non-Adults
- Any Under 18
- Any Under 12
- Any Under 6
- Any Under 3
- Any 6-11
- Any 12-17

Personal Computer/Internet Access
- PC Owner
- PC Non-Owner
- PC Owner w/ Internet Access
- PC Owner w/o Internet Access

NTI NAD MIT Demo Breaks

Female Children 2-5
Female Children 6-8
Female Children 9-11
Female Children 6-11

Male Children 2-5
Male Children6-8
Male Children9-11
Male Children6-11

Female Teens 12-14
Female Teens 15-17
Female Teens 12-17

Male Teens 12-14
Male Teens 15-17
Male Teens 12-17

Women 18-20
Women 21-24
Women 25-29
Women 30-34
Women 35-39
Women 40-44
Women 45-49
Women 50-54
Women 55-64
Women 65+

Men 18-20
Men 21-24
Men 25-29
Men 30-34
Men 35-39
Men 40-44
Men 45-49
Men 50-54
Men 55-64
Men 65+

Working Women 18-20
Working Women 21-24
Working Women 25-34
Working Women 35-44
Working Women 45-49
Working Women 50-54
Working Women 55+
Working Women 18-49
Working Women 50+

Part-Time WW 18-49
Part-Time WW 50+

Lady of House 18-24
Lady of House 18-49
Lady of House 25-34
Lady of House 35-44
Lady of House 45-49
Lady of House 50+
Lady of House 50-54
Lady of House 55+
Lady of House w/ Child < 3

NTI NAD Market Breaks

Territory
- Northeast
- East Central
- West Central
- Southeast
- Southwest
- Pacific

County Size
- County Size A
- County Size B
- County Size C&D

Viewing Options
- Cable Plus ADS
- Cable Plus w/ Pay
- Broadcast Only
- Presence of VCR

Upper Demos
- Income $50k w/ Children
- Income $50k, HOH Prof/Mgr
- Income $50k, HOH w/ 1+ Yrs College
- Income $50k, Dual Income HH

Race
- Black

Presence of Non-Adults
- Any Under 18
- Any Under 12
- Any Under 6
- Any 6-11
- Any 12-17

Household Size
- 1 Person
- 2 Person
- 3 Person
- 4 or more persons

Education of HOH
- No College
- 4+ Years College

Household Income
- $30-$39,999
- $40-$59,999
- $60-$74,999
- $75,000+

NTI NAD Demo Breaks

Female Children 2-11
Female Children 6-11

Teens 12-14
Female Teens 12-17

Working Women 18+

Women 18+
Women 18-34
Women 18-49
Women 25-54
Women 35-64
Women 55+

Men 18+
Men 18-34
Men 18-49
Men 25-54
Men 35-64
Men 55+

TVS DVD Demographic Breaks

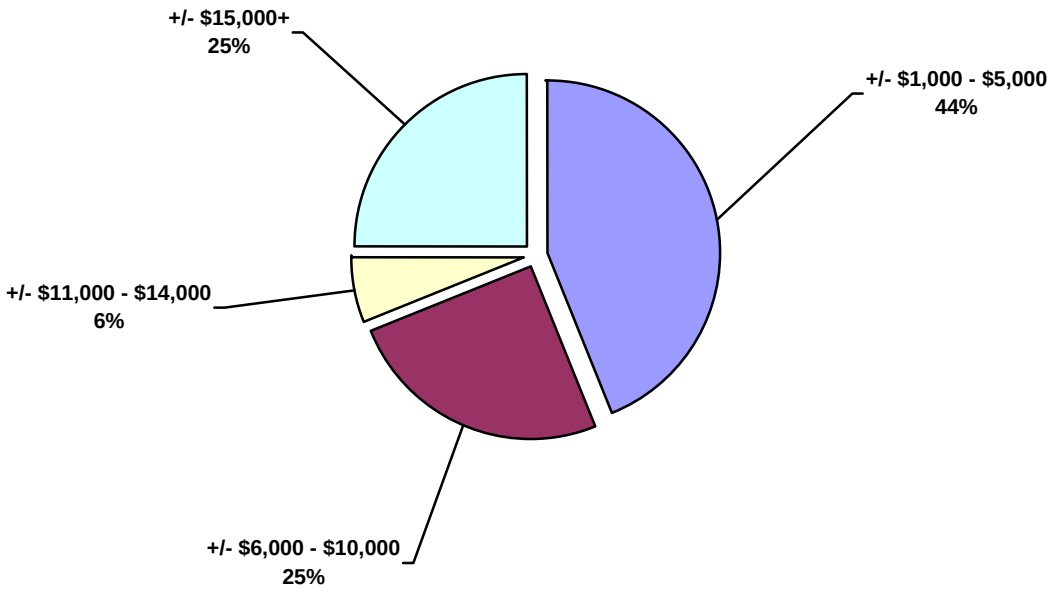
Children 2-5	Women 18-20	Men 18-20
Children 6-11	Women 21-24	Men 21-24
	Women 25-34	Men 25-34
Male Teens 12-17	Women 35-49	Men 35-49
Female Teens 12-17	Women 50-54	Men 50-54
	Women 55-64	Men 55-64
Working Women	Women 65+	Men 65+

Appendix 2 –
Individual Household Error Rates

Individual Household Error Rate				
Household Number	**Total Codes Tested**	**Total UVs**	**Total ACs**	**Error Rate**
6032000	5	0	0	0.0%
6032360	360	16	0	4.4%
6032390	14	2	0	14.3%
6035480	24	0	0	0.0%
6032130	22	0	0	0.0%
6032250	300	0	0	0.0%
6031830	460	15	0	3.3%
6031590	75	0	0	0.0%
6030090	71	1	1	2.8%
6032730	160	3	0	1.9%
6032920	170	5	0	2.9%
6033040	219	2	0	0.9%
6033090	80	2	1	3.8%
6030570	53	2	0	3.8%
6031030	28	0	0	0.0%
6035040	201	7	6	6.5%
6035010	215	9	3	5.6%
6034740	629	26	0	4.1%
6034960	153	4	0	2.6%
289439	156	0	0	0.0%
291041	377	1	5	1.6%
291058	202	7	0	3.5%
393003	40	2	0	5.0%
393112	114	1	0	0.9%
490013	165	0	0	0.0%
6040050	155	0	0	0.0%
283574	118	0	0	0.0%
284497	217	11	0	5.1%
284348	158	2	0	1.3%
290573	177	16	46	35.0%

Appendix 3 –
Income Discrepancies

Household Number	Income Information Source	Audited Income Source	Income Per Nielsen	Income Per Household	Difference
6032390	Owner/Renter	Owner/Renter	$40,000	$34,000	$6,000
6032130	Owner/Renter	Owner/Renter	$20,000	$25,000	<$5,000>
6031830	Owner/Renter	Spouse	$130,000	$90,000	$40,000
6031590	Owner/Renter	Owner/Renter	$75,000	$70,000	$5,000
6032920	Other	Owner/Renter	$100,000	$70,000	$30,000
6033040	Owner/Renter	Owner/Renter	$35,000	$32,000	$3,000
6035010	Owner/Renter	Owner/Renter	$100,000	$120,000	<$20,000>
6034740	Owner/Renter	Owner/Renter	$30,000	$27,000	$3,000
6034960	Owner/Renter	Spouse	$130,000	$120,000	$10,000
291058	Owner/Renter	Owner/Renter	$51,000	$61,000	<$10,000>
393003	Owner/Renter	Owner/Renter	$70,000	$71,000	<$1,000>
393112	Spouse	Owner/Renter	$45,000	$25,000	$20,000
490013	Owner/Renter	Owner/Renter	$10,000	$24,000	<$14,000>
6040050	Owner/Renter	Owner/Renter	$162,000	$165,000	<$3,000>
284497	Owner/Renter	Owner/Renter	$50,000	$40,000	$10,000
290573	Owner/Renter	Owner/Renter	$70,000	$75,000	<$5,000>



Appendix 4 –
Glossary

Alternate Delivery Source (ADS) – The technologies included in alternate delivery sources are satellite (C-Band), DBS (KU-Band), SMATV (Master Antennae) and MMDS (includes multi-channel multi-point and multi-channel distribution service).

Designated Market Area (DMA) – A term used to identify an exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed. There are 210 DMA's in the United States.

National Audience Demographics Report (NAD) – One of the most comprehensive reports on television viewing behavior produced by Nielsen Media Research. This report, available to customers in both published and electronic editions, provides a multi-dimensional picture of the television audience. It is updated monthly. The NAD report covers broadcast network and syndicated programming. The CNAD report provides similar information for cable network television.

Nielsen Homevideo Index (NHI) – Established in 1980, NHI provides television audience measurement of cable, pay cable, VCR and other homevideo television sources.

Nielsen Syndication Service (NSS) – Formed in 1981, NSS serves the syndicated programming market by providing audience measurement of nationally syndicated programming on both a national and local basis.

Nielsen Station Index (NSI) – Provides local market television audience measurement for more than 1,000 local television stations in 210 local television markets. In nearly 48 markets, NSI provides metered services which include audience estimates every day.

Nielsen Television Index (NTI) – Established in 1950, NTI provides audience estimates for all national broadcast network television programs. In 1987, this service began collecting data on nationwide television viewing on a daily basis using the People Meter.

Viewers in Profile (ViP) – The local television ratings book from Nielsen Media Research, issued 3-7 times a year for each of the 210 television markets in the US.