



# CRE: Insights to Practice

The CRE has a process in place to ensure that findings from CRE studies are used to improve current and future measurement.



# Mission Statement of the CRE Insights to Practice Committee

“To inform the Nielsen Company’s  
research practices, products and services  
with practical learnings  
from the CRE’s various studies.”



# Insights to Practice in Action: Media Consumption and Engagement Committee Project

- MCE: Video Consumer Mapping Study
  - Results from study featured at event in March 2009.
  - Additional insights and data mining released in 2010.
- Measured/Unmeasured Project initiated with Insights to Practice
  - Investigation into how – and if – Nielsen is reporting viewing across all screens.
  - Differentiate between what is currently measured, reported, or unmeasured.
  - A series of meetings is in the works; results presented to CRE Committee in December.



# Non-Response Bias Committee: Recommendations to Insights to Practice

## **1. Further explore the notable differences between cooperators and non-cooperators.**

- » Ownership of media equipment
- » Viewing styles and attitudes
- Does this create non-response bias?
- If so, what changes can be implemented in recruitment process and elsewhere?



# Non-Response Bias Committee: Recommendations to Insights to Practice

## **2. Impact on Faulting**

- Focus on those in the sample who are out of tab and don't provide usable data.
- Insights can be gleaned from Diary homes in the NRB study.

## **3. Investigate the reasons cited for non-cooperation.**

- Develop a course of action to address these reasons, with the goal of improving cooperation.



**Thank You – And Stay Tuned!**

