



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!

