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Mini-summit on Non-response Bias and Sample Representativeness

October 25, 2010

1271 Avenue of the Americas New York, NY

2-5:30p EDT

Cocktail Reception, 5:30-7p

2:00p INTRODUCTIONS

- Richard Zackon, Facilitator, CRE
- Mike Hess, Carat; Chair, CRE
- George Ivie, Executive Director, MRC

2:10p BACKGROUND

- History: John Dimling, Consultant
- Statistics: Martin Frankel, Baruch College, CUNY
- Purpose: Ceril Shagrin, Univision; Chair, CRE Non-response Committee
- Study Design: Paul J. Lavrakas, Independent Consultant

3:10 STUDY RESULTS

- Execution: Jennie Lai, The Nielsen Company
- Analysis: Ashley Bowers, University of Michigan
- Response: Paul Donato, The Nielsen Company
- Panel Discussion: Ceril Shagrin, Paul Donato, George Ivie, Ashley Bowers, Jennie Lai

4:15 IMPLICATIONS

- Nonresponse and the MRC: George Ivie
- Beyond Nonresponse: Michael Link, The Nielsen Company
- Statistical Inference: Mike Hess
- Insights to Practice: Susan Cuccinello, TVB; Vice-Chair, CRE
- Audience Response

5:20 Completion

5:30 Adjourn

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