nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

# NATIONWIDE

## FREQUENTLY ASKED QUESTIONS

### WHAT IS NATIONWIDE?

Nationwide is a service that provides audience estimates for networks/syndicators and agencies/advertisers on both national and local market levels.

### I HAVEN'T HEARD MUCH ABOUT NATIONWIDE. IS THIS A NEW SERVICE FROM NIELSEN?

Nationwide has been in existence for more than 30 years. It is offered twice a year—Spring and Fall.

### HOW IS NATIONWIDE MADE AVAILABLE?

Nationwide is offered as a database in electronic form.

### WHO ARE THE NATIONWIDE SUBSCRIBERS?

Nationwide subscribers include radio networks and program syndicators, along with advertising agencies who place national advertising for their clients. A complete listing of Nationwide subscribers is available on nielsen.com/audio.

### IS THERE ENOUGH SAMPLE TO SURVEY THE ENTIRE COUNTRY?

There are more than 350,000 respondents used during each survey period, creating a robust sample that allows the data to be broken out for all demographics and dayparts. The 350,000+ sample is sufficient to produce national estimates.

### CAN I EVALUATE LOCAL MARKET DELIVERY IN ADDITION TO THE NATIONAL AUDIENCES?

That is one of Nationwide's strengths. You can look at the audiences on a DMA® – Designated Market Area level. You can even look at the DMA grouping that corresponds to an advertiser's marketing regions.

### DID YOU SAY *DMA*? ISN'T THAT A TELEVISION DEFINITION?

Yes, it is. When broadcast media are being planned at the agency level, both network television and network radio are evaluated at the same time, making it advantageous for the two media to be evaluated on the same geography.

### WHY CAN'T I JUST USE THE LOCAL MARKET DATA AND AGGREGATE THE AUDIENCES MARKET BY MARKET?

Nationwide lets you look at a total national audience. Nationwide DMAs cover every county in the contiguous United States, plus counties in Alaska and Hawaii. The local service bypasses counties outside the Metros and TSAs. Furthermore, local markets sometimes overlap. DMAs do not. Nationwide lets you add audiences across DMAs without double-counting the overlapping local markets, and accounting for counties not covered by the local service.

### DOES NIELSEN PROVIDE SOFTWARE THAT ANALYZES THE DATABASE?

Nielsen does not have the software to do this. Virtually all Nationwide subscribers use a third-party processor to analyze the audience. ACT 1 Systems has developed an easy-to-use system that breaks out the data in many useful and flexible reports.

To learn more, contact:

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