

LOCAL TELEVISION SURVEY DATES 2017-2018 SEASON

Survey	Survey Dates
September 2017	August 24-September 20, 2017
Non-reported week ⁽¹⁾	September 21-September 27, 2017
October 2017	September 28-October 25, 2017
November 2017 ⁽²⁾	October 26-November 22, 2017
Non-reported week ⁽³⁾	November 23-November 29, 2017
December 2017 ⁽⁴⁾	November 30-December 27, 2017
Non-reported week ⁽⁵⁾	December 28, 2017-January 3, 2018
January 2018	January 4-January 31, 2018
February 2018	February 1-February 28, 2018
March 2018 ⁽⁶⁾	March 1-March 28, 2018
April 2018	March 29-April 25, 2018
May 2018	April 26-May 23, 2018
Non-reported week ⁽⁷⁾	May 24-May 30, 2018
June 2018	May 31-June 27, 2018
July 2018 ⁽⁸⁾	June 28-July 25, 2018
August 2018	July 26-August 22, 2018
September 2018	August 23-September 19, 2018
Non-reported week ⁽⁹⁾	September 20-September 26, 2018
October 2018	September 27-October 24, 2018
November 2018 ⁽¹⁰⁾	October 25-November 21, 2018
Non-reported week ⁽¹¹⁾	November 22-November 28, 2018
December 2018 ⁽¹²⁾	November 29-December 26, 2018
Non-reported week ⁽¹³⁾	December 27, 2018-January 2, 2019

Footnotes:

- (1) The local market Model Year Change is scheduled for Saturday, September 23, 2017, and will not be included in any ViP survey.
- (2) Daylight Saving Time ends Sunday, November 5, 2017, and will be included in the November 2017 survey.
- (3) Thanksgiving Day, Thursday, November 23, 2017, will not be included in the November 2017 survey.
- (4) Christmas Day, Monday, December 25, 2017, will be included in the December 2017 survey.
- (5) New Year's Day, Monday, January 1, 2018, will not be included in the January 2018 survey.
- (6) Daylight Saving Time begins Sunday, March 11, 2018, and will be included in the March 2018 survey.
- (7) Memorial Day, Monday, May 28, 2018, will not be included in the May 2018 survey.
- (8) Wednesday, July 4, 2018, will be included in the July 2018 survey.
- (9) The local market Model Year Change is scheduled for Saturday, September 22, 2018, and will not be included in any ViP survey.
- (10) Daylight Saving Time ends Sunday, November 4, 2018, and will be included in the November 2018 survey.
- (11) Thanksgiving Day, Thursday, November 22, 2018, will not be included in the November 2018 survey.
- (12) Christmas Day, Tuesday, December 25, 2018, will be included in the December 2018 survey.
- (13) New Year's Day, Tuesday, January 1, 2019, will not be included in the January 2019 survey.

REMINDER:

As previously announced, Nielsen plans to expand electronic measurement to 140 TV markets currently measured by paper TV diaries.

More information about this measurement transition will be provided in the near future, at which time we will provide an update on markets that will be measured for each 2018 survey period.