

Nielsen Local TV Measurement

Local Television Survey Dates 2024-2025 Season

Survey	Survey Dates
September 2024	August 29-September 25, 2024
Non-reported week ⁽¹⁾	September 26-October 2, 2024
October 2024	October 3-30, 2024
November 2024 ⁽²⁾	October 31-November 27, 2024
Non-reported week ⁽³⁾	November 28-December 4, 2024
December 2024 ⁽⁴⁾⁽⁵⁾	December 5-January 1, 2024
January 2025	January 2-29, 2025
February 2025	January 30-February 26, 2025
March 2025 ⁽⁶⁾	February 27-March 26, 2025
April 2025	March 27- April 23, 2025
May 2025	April 24-May 21, 2025
Non-reported week ⁽⁷⁾	May 22-28, 2025
June 2025	May 29-June 25, 2025
Non-reported week	June 26-July 2, 2025
July 2025 ⁽⁸⁾	July 3-30, 2025
August 2025	July 31-August 27, 2025
September 2025	August 28-September 24, 2025
Non-reported week ⁽⁹⁾	September 25-October 1, 2025
October 2025	October 2-29, 2025
November 2025 ⁽¹⁰⁾	October 30-November 26, 2025
Non-reported week ⁽¹¹⁾	November 27-December 3, 2025
December 2025 ⁽¹²⁾⁽¹³⁾	December 4-31, 2025

Footnotes:

- (1) The local market Model Year Change is scheduled for Saturday, September 28, 2024, and will not be included in any ViP survey.
- (2) Daylight Saving Time ends Sunday, November 3, 2024, and will be included in the November 2024 survey.
- (3) Thanksgiving Day, Thursday, November 28, 2024, will not be included in the November 2024 survey.
- (4) Christmas Day, Wednesday, December 25, 2024, will be included in the December 2024 survey.
- (5) New Year's Day, Wednesday, January 1, 2025, will be included in the December 2024 survey.
- (6) Daylight Saving Time begins Sunday, March 9, 2025, and will be included in the March 2025 survey.
- (7) Memorial Day, Monday, May 26, 2025, will not be included in the May 2025 survey.
- (8) Friday, July 4, 2025, will be included in the July 2025 survey.
- (9) The local market Model Year Change is scheduled for Saturday, September 27, 2025, and will not be included in any ViP survey.
- (10) Daylight Saving Time ends Sunday, November 2, 2025, and will be included in the November 2025 survey.
- (11) Thanksgiving Day, Thursday, November 27, 2025 will not be included in the November 2025 survey.
- (12) Christmas Day, Thursday, December 25, 2025, will be included in the December 2025 survey.
- (13) New Year's Day, Thursday, January 1, 2026, will not be included in the December 2025 survey.