



AN UNCOMMON SENSE
OF THE CONSUMER™

Local Survey Dates for the 2014-2015 Television Season

Survey	Survey Dates	Markets
September 2014	August 28 -September 24, 2014	<i>LPM Markets only (4 weeks)</i>
<i>Non-reported week ⁽¹⁾</i>	<i>September 25-October 1, 2014</i>	--
October 2014	October 2-October 29, 2014	30 Markets (4 weeks)
November 2014 ⁽²⁾⁽³⁾	October 30-November 26, 2014	210 Markets (4 weeks)
<i>Non-reported week</i>	<i>November 27-December 3, 2014</i>	--
December 2014 ⁽⁴⁾	December 4-December 31, 2014	<i>LPM Markets only (4 weeks)</i>
January 2015 ⁽⁵⁾	January 1-January 28, 2015	28 Markets (4 weeks)
February 2015	January 29-February 25, 2015	210 Markets (4 weeks)
March 2015 ⁽⁶⁾	February 26-March 25, 2015	<i>LPM Markets only (4 weeks)</i>
April 2015	March 26-April 22, 2015	<i>LPM Markets only (4 weeks)</i>
May 2015	April 23-May 20, 2015	210 Markets (4 weeks)
<i>Non-reported week ⁽⁷⁾</i>	<i>May 21-May 27, 2015</i>	--
June 2015	May 28-June 24, 2015	<i>LPM Markets only (4 weeks)</i>
<i>Non-reported week</i>	<i>June 25-July 1, 2015</i>	--
July 2015 ⁽⁸⁾	July 2-July 29, 2015	207 Markets (4 weeks)
August 2015	July 30-August 26, 2015	<i>LPM Markets only (4 weeks)</i>
September 2015	August 27-September 23, 2015	<i>LPM Markets only (4 weeks)</i>
<i>Non-reported week ⁽⁹⁾</i>	<i>September 24-September 30</i>	--
October 2015	October 1-October 28, 2015	30 Markets (4 weeks)
November 2015 ⁽¹⁰⁾	October 29-November 25, 2015	210 Markets (4 weeks)
<i>Non-reported week ⁽¹¹⁾</i>	<i>November 26-December 2, 2015</i>	--
December 2015 ⁽¹²⁾	December 3-December 30, 2015	<i>LPM Markets only (4 weeks)</i>



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Footnotes 2014-2015 Television Season Local Survey Dates

- (1) The local market Model Year Change is scheduled for Saturday, September 27, 2014, and will not be included in any ViP survey period.
- (2) Daylight Saving Time ends Sunday, November 2, 2014, and will be included in the November 2014 survey.
- (3) Thanksgiving Day is Thursday, November 27, 2014, and will not be included in the November 2014 survey.
- (4) Christmas Day is Thursday, December 25, 2014, and will be included in the December 2014 survey.
- (5) New Year's Day Thursday, January 1, 2015 will be included in the January 2015 survey
- (6) Daylight Saving Time begins Sunday, March 8, 2015, and is included in the March 2015 survey.
- (7) Memorial Day: Monday, May 25, 2015, and not included in May 2015 survey
- (8) Saturday, July 4, 2015 is included in the July 2015 survey
- (9) Model Year Change: Saturday, September 26, 2015 and not included in any ViP survey
- (10) Daylight Saving Time ends Sunday, November 1, and is included in the November 2015 survey
- (11) Thanksgiving Day, Thursday, November 26, 2015 will not be included in the November 2015 survey
- (12) Christmas Day, Friday, December 25, 2015 will be included in the December 2015 survey