

A Nielsen Family

It began with \$3 cash being enclosed in a letter – we had been selected to be a Nielsen family. You know the Nielsen company – basically, they gather information about how many people are watching what on tv in order to determine how much commercials should cost. So anyway, they sent \$3 cash, and I have to admit, that piqued my interest. They called with a short phone survey, and a few weeks later, we received a large envelope with 4 booklets (tv diaries), and \$30(!) cash. There were instructions; all we had to do was record what we watched on which tv for a week. But it turned out to be easier said than done...

Recording what is watched on all of the tv sets (what year were those diaries printed – who says “tv sets”?) in our household turned out to be quite a challenge! First of all, we have a parrot in the laundry room, and his tv is on all the time. I don’t always know what is playing, but I do know that the bird loves The Price Is Right. So I made a little note in our tv diary for that tv and mentioned that it’s on all the time for the pet parrot and that he especially likes The Price Is Right. I made sure to notate that I don’t know if he prefers Bob Barker or Drew Carrey, though...

And then there is the kids’ tv, which is in their room. I know they watch a whole lot of the Disney channel, but I don’t know what’s always on it. Because it’s summer, we didn’t watch much tv in the living room; we mostly use that tv for movies on DVD. It was challenging to remember to write down details every time a tv was watched, and if we forgot, it was hard to remember what was watched. So at times the task was daunting, but we had already accepted the payment, so I felt that we had to follow through with the project. Overall, it was a neat experience, and if they value our input, there will be a lot more of The Price Is Right, The Office, and hopefully Cubs baseball on tv ☐

Just for the heck of it, I took a picture of one of the tv diaries and the envelope:



Overall, a fun experience, but next time I might have to decline depending on how old the kids are when our names come up again. It was very difficult for me to have to complete "homework" with 4 small children underfoot – hard to say if it would be worth the \$30 again... maybe if the kids are older and can fill out their own diaries...