

Here is the updated **Household Snapshot** and the **Comprehensive Interview Guide**. I have added a secondary streaming device (Roku) to the Master Bedroom TV and mapped every field to a specific, Nielsen-worded question.

## Household Snapshot

Household ID: 123123 | Primary Contact: Derek Bale<sup>1111</sup>

+1

### 1. Home Address & Move Status

Field Name	Current Value	Alternate Explanation
Residential Address	742 Evergreen, North Blvd, Austin, TX 14801 <sup>2</sup>	This is your address

### 2. Household Members

Name	Relation	Renter/Owner?	Gender	Education	Best Time to Contact
Derek Bale	Self	Yes	Male	Bachelors	5pm - 8pm
Daisy Bale	Spouse	No	Female	Masters	9am - 12pm
Plack Clariy	Son	No	Male	[Empty]	N/A

### 3. Computers & Smart Displays

Device Name	Type	Primary User	Internet Type	Paid By	Used 30 Days?
Office iMac	Desktop	Derek	Fiber Optic	Household	Yes
School Laptop	Laptop	Plack	Fiber Optic	Household	Yes

#### 4. Phones & Tablets

Short Name	Type	Primary User	Internet?	30 Day Use?	Text Permission
Derek's iPhone	Smartphone	Derek	Yes	Yes	No <sup>12</sup>
Daisy's S23	Smartphone	Daisy	Yes	Yes	Yes
Plack's iPad	Tablet	Plack	Yes	Yes	N/A

#### 5. Televisions & Peripherals

Location	Make	Internet?	STB/Cable	Audio	Game/Stream
Living Room	LG	Yes	Xfinity Box	Soundbar	PS5 & Roku 4

Master Bed	Samsung	Yes	None	None	Chromecast
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## Comprehensive Interview Guide (Section-by-Section)

When a user clicks "Edit," these questions trigger sequentially to fulfill the data requirements.

### Section 1: Address & Contacts

1. "Is your current residential address {{address}}?"<sup>13</sup>

### Section 2: Member Details

1. "What is this person's relation to the head of house?"
2. "Is this person one of the people who owns, rents, or is buying this home?"
3. "What is the highest level of education this person has completed?"
4. "Which of the following best describes this person's race and ethnicity?"
5. "What is the best time for a Nielsen representative to contact this person?"

### Section 3: Computers & Smart Displays

1. "Where is this device located in your home?"
2. "Who in the household uses this device the most?"
3. "Is this device used for work-related purposes?"
4. "What operating system is it running?"
5. "Has it been used to access the internet in the past 30 days?"<sup>21</sup>
6. "Is the internet paid for by your household, your job, or some other way?"<sup>22</sup>

### Section 4: Phones & Tablets

1. "Please provide a short name for this phone/tablet (e.g., Jane's iPad)."
2. "Is this an Android, iPhone, or some other type of smartphone/tablet?"
3. "Do you have access to the internet on this device?"
4. "Who else in the household uses this device?"
5. "Does this person give Nielsen permission to send text messages to this number?"<sup>23</sup>

### Section 5: Televisions (Comprehensive)

1. "Where is this TV located?"

2. **"Is the television itself connected to the internet?"**
3. **"Do you have a set top box, satellite box, or cable box at this television?"**
4. **"Do you have an AV receiver or sound bar connected like surround sound speakers?"**
5. **"Do you have a DVD player, Blu-ray, or VCR at this television?"**
6. **"Do you have a video game system (like a PlayStation or Xbox) at this television?"**
7. **"Besides the {{Device}}, do you have any other internet streaming devices like a Roku, Chromecast, or Apple TV?"**
8. **"Do you physically connect a computer or phone to this TV using a cable like an HDMI?"**
9. **"Do you ever use headphones when watching or listening to this television?"**
10. **"Is there anything else connected, such as a camcorder or karaoke machine?"**

## **Section 6: Streaming Subscriptions**

1. **"Please let me know if anyone in the household has a subscription to or watches Amazon Prime Video, AMC Plus, Apple TV Plus, Discovery Plus, Disney Plus, ESPN Plus, Hulu, Max or HBO Max, Netflix, Paramount Plus, Peacock, Stars, Vix Premium.**
2. **"Does anyone in your household pay for a service to watch**
  - a. direct TV stream,
  - b. Friendly TV,
  - c. Fubo TV,
  - d. Hulu Live TV,
  - e. Filo TV Sling TV,
  - f. YouTube television.