

JUST FOR PROGRAMMERS

February 26, 2014

Don't Be Afraid Of DDI

There is a good chance that somewhere along the way you've been in a conversation about PPM ratings where the term "DDI" came up. But, since it's not something you hear about often and no one wants to admit they don't know something, you just nodded, filed it away as another Nielsen acronym and moved on.

Today that changes.

It's worth your time to learn about and understand DDI because it's one of the simplest and most effective ways to quickly judge how Nielsen is sampling your market.

DDI, which stands for "Designated Delivery Index," can tell you how well Nielsen did delivering on our goal for the number of respondents in any demographic. To do so it divides the actual delivered (or In-Tab) sample for a given demographic by the target for that demographic, and then multiplies the result by 100 to create an index. Anything under 100 means we missed our target In-Tab goal by that percent while over 100 means we got even more response than we were shooting for.

To help you visualize, here's a quick example:

- Let's say Nielsen's sample goal for Adults 25-54 in your market, based on the population as measured by the US Census, is 1,100 Meters.
- During the most recent survey, we actually got 1,157 Meters in our In-Tab sample that make up the ratings.
- $1,157 \text{ (what we got back)} / 1,100 \text{ (our original goal)} = 1.05181$. Multiply by 100 and you get an index of 105
- So in this survey, for adults 25-54, our DDI is a 105. Meaning we achieved 105% of our goal or, in other words, over-sampled this part of the market by 5%.

And, if you are up for a little more education, try revisiting our column on the concept of weighting. The DDI for a demographic will give you an idea how much weight was added to or subtracted from the respondents in the age cell you're looking at to bring it up or down to an even 100.