

## Internet Explorer

Please read the following installation instructions carefully before downloading and installing the Nielsen application. *We ask that you install the Nielsen Online Panel application on all computers in your household.*

*If you are re-installing the Nielsen application, please note that you are required to uninstall any current versions of our application running on your computer.*

- Click on the "Download Software" button.
- A security warning will ask you if you want to save or run the file. Click on "Run".
- Click on "Run" again if a second warning message pops up.
- Depending on your firewall/antivirus settings, you may be required to give access to continue with the installation of the Nielsen software. If so, choose "unblock" or "allow".
- Insert your Login ID and Password and click on "Next". If you do not have this information, please contact the Nielsen Helpdesk.
- Review and accept the Nielsen Membership Agreement.
- Review the Nielsen Privacy Policy and give "Consent", then click on "Next" for the installation to continue.
- After confirmation, click on "Finish" to close the window.
- Proceed to the [Profiling Questionnaire](#) and complete the registration. You will be asked for your password in order to proceed. Fill in all the profile pages until you reach the "Congratulations" screen.

You are all done! Just restart your computer and begin earning rewards!

## Profiling Questionnaire

**New members** - If you are installing the Nielsen Online Panel application for the first time, your browser will automatically take you to the Nielsen Profiling Questionnaire.

**Existing members** - If reinstalling the Nielsen Online Panel application, you should automatically be taken to the Nielsen Profiling Questionnaire. If not, please right click the Nielsen Online Panel icon in the system tray, and select the option "Update Profile". The icon may take several minutes before it is displayed in the system tray.

**The Nielsen Helpdesk is here to help. Please contact us if you require support during the installation process of our application, or have any questions regarding your participation.**