Part of our analysis relies on Nielsen ratings data (2004-2005 season). We purchased county-level Nielsen ratings data for 8-9pm and 9-10pm blocks (local market time), during the “sweeps'' periods (November, February, and May) for the 2004-2005 period where two early seasons of The Apprentice (seasons 2 and 3) were aired. The data covered ratings for total people (P2+).

We purchased the data back in September 2020. Back then, the contact person was Ethan Markovitz, Senior Manager in the Client Strategy Team at Nielsen (323-229-8334, ethan.v.markovitz@nielsen.com). We believe that this person no longer works for Nielsen. For those who are interested in purchasing Nielsen data, we recommend contacting Jonathan Wells, the new Senior Manager in the Client Strategy Team at Nielsen (615-305-4555; jonathan.w.wells@nielsen.com)