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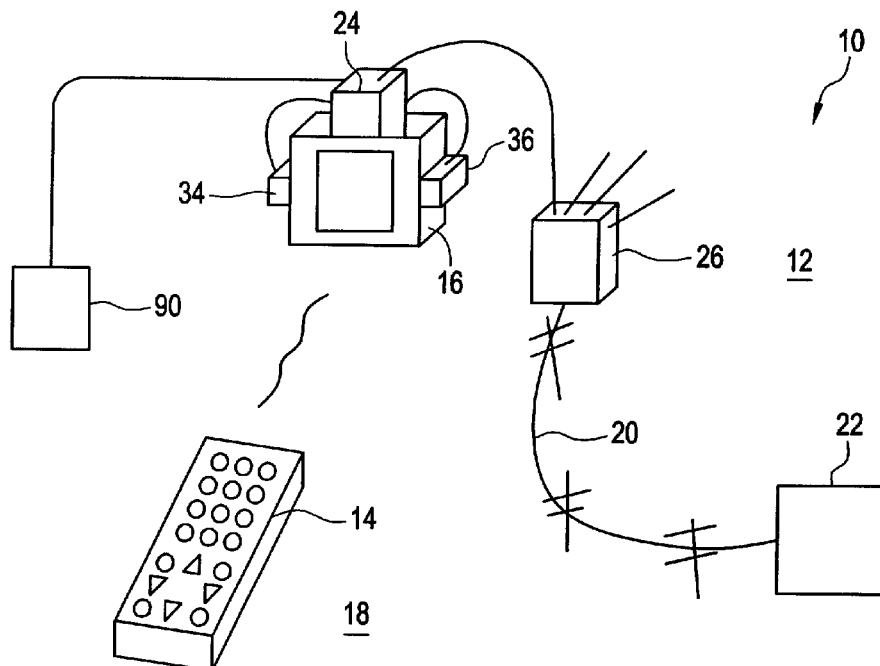
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(54) Title: METHOD OF PROMPTING AUDIENCE MEMBERS IN A AUDIENCE IDENTIFICATION SYSTEM



(57) Abstract: An audience measurement system determines the likelihood that an audience member is in the audience of a receiver during a particular day part. If the audience member is not likely to be in the audience of the receiver during that day part, the audience member is prompted to enter an audience member identification. On the other hand, if the audience member is likely to be in the audience of the receiving during that day part, prompting of the audience member to enter an audience member identification is suppressed.



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