HOW A PAPER DIARY OF RADIO LISTENING BECAME AN ONLINE MEASUREMENT INSTRUMENT
AGENDA

• Overview of the Radio Diary Service
• 2007 eDiary Implementation – Lessons Learned
• New Radio eDiary
  • Overview
  • Methodology
  • Results
  • Next Steps
• Where are we now?
RADIO DIARY SERVICE
NIELSEN RADIO DIARY SERVICE

- Conducted in ~230 markets across the country
- Four quarterly surveys—each 12 weeks long
  - Forty-eight weekly samples across the entire year
- Landline RDD sample plus an ABS supplement (to include cell-phone only and no-phone households)
- Two-stage methodology
  - Landline RDD: Call to receive permission to send diaries and send radio diaries to household
  - ABS Supplement: Mail screener to determine phone status and demographics and mail radio diaries to eligible households
- Household flooding approach
  - Each person 12+ in household receives a diary
- Diary is kept for one week (7 days)
DIARY SURVEY CYCLE

Placement Calling

Pre-Conversion Note Card w/ $ 

Conversion Calling

Post-Placement Letters w/ $ 

Follow-up Calling 
(Before, During and After Diary Week)

Note: recruitment materials and incentives vary by demo and frame.
DIARY MATERIALS

All household members (aged 12+) are invited to Participate
2007 RADIO E-DIARY IMPLEMENTATION (MODE CHOICE APPROACH)
2007 E-DIARY MATERIALS

NEW: eDiary Insert in Diary Box

Current: Promised Incentive Insert in Diary Box

“....or if you prefer, you can submit your eDiary online”
2007 E-DIARY APPLICATION
FINDINGS FROM THE ORIGINAL E-DIARY

Lessons Learned

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<th>Methodology</th>
<th>Results</th>
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<td>Respondents were offered a choice between completing a paper diary and the eDiary.</td>
<td>Significant declines in response and return rates.</td>
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<td>eDiary application</td>
<td>Many of the respondents thought that they had successfully submitted an eDiary when, in fact, they hadn’t.</td>
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<td>Communication: reminder emails, calls, and letters</td>
<td>Registrants and non-registrations received the same communication. Registrants felt harassed by reminders.</td>
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Majority of respondents were P25-54!
THE NEW RADIO E-DIARY
MULTI-YEAR PILOT STUDY

Past Research Tests

• Pilot 1 – Proof of Concept test (2010)
  • Used previous eDiary website with a few modifications
  • Households recruited by mail for web survey only (no choice)
• Pilot 2 – Complete end-to-end test (2011)
  • Complete redesign of the eDiary website using outside design company
  • Survey available on PC or mobile smartphone browser (works on Apple or Android)
  • Testing recruitment materials: package design, pre-alert methods, and personalization.
• Pilot 3 – Fielded (2012-2013)
  • Incorporates learnings from first 2 pilots and qualitative testing (focus groups, usability)
  • First pilot to include Hispanic markets and bilingual materials
  • Allows for paper diary requests to maximize response
  • Testing recruitment materials: pre-alert materials and personalization.
• Demonstration Test – Fielded (2014)
  • Run for a full 12 week period alongside our production service to demonstrate to clients how
    the new methodology would work in combination with the traditional methodology
  • Only about 5% of total completes came from eDiary
# METHODOLOGY

## Sample
- ABS sample with unmatched phone number (though pilot testing included both ABS sample with matched and unmatched phone numbers)
- Household flooding approach (One household member registers themselves and everyone else in the household)
- All household members (aged 13+) are invited to participate

## Recruitment
- Direct mail to households with a pre-placement, initial invitation, and three reminder mailings
- Invitations to complete an online diary with last two reminder packages providing a paper option
- Direct mail to non-respondents in registered households
- Mobile application optimized for iPhone and Android users

## Application
- Two steps: (1) registration (2) 7-day online radio diary
- Incentives are up front ($1/pre-alert) and ($2/box) with ($10/20 promised incentives for diary completion)
- Automated emails (registration confirmation, reminders, and thank you)
- Promised incentive choices during registration (Amazon or Visa Gift Cards)
- Toggle for Spanish
METHODOLOGY

Recruitment Materials

Box Mailer (initial Invitation)

6x9 Reminder #1 (Still Time)

Pre-alert

Extended deadline Reminder #3

#10 Reminder #2 (Last Chance)
METHODOLOGY

Application

Registration

- Name, email, user name, password, security Q&A, address confirmation, and incentive selection.
- Age, gender, race/ethnicity, language, and diary dates selection.
- Household size and race/ethnicity of household.
- List of all household members (13+) with name, email (optional), age, and gender.
- Confirmation, terms of use, and submit

Online Diary

- Home page with instructions, help link, and status updates of everyone registered.
- 7-day online diary with tabs for each day
- Quick questions with education, employment, and income questions.
- Thank you page with either an Amazon code or Visa gift card instructions.
RESPONSE RATES AND REPRESENTATION

Response Rates

- Response rate of 8.6% vs. ~11% with traditional methodology (unmatched sample only)
- Completion rate for web diary nearly 90% (post-registration)
- Within household registration improved from the previous pilot (59.2% vs. 46.7%)—sent follow-up mailings

Young Adult Representation

- Women 18-34 and Men 25-34 had very strong representation compared to the currency service.
- 65+ households indexed at very low levels in all markets.

Radio Listening

- In past tests, reported listening was much higher (~30%) for eDiary respondents than for the traditional survey.
- In final test, listening was only 10% higher for eDiary
- Changes likely due to redesign of diary screens
QUALITATIVE TESTING
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<td>Location: Nielsen office in Columbia, MD. The testing room included a laptop computer, video camera, and refreshments for participants.</td>
<td><strong>Company</strong>: FORS MARSH GROUP LLC (FMG) <strong>Objective</strong>: The goal of the expert reviewers was to assess the user experience of the new web-based application and to provide recommendations to improve it. <strong>Details</strong>: FMG was asked to conduct an expert review of the current web-based diary application and to propose modifications that will increase usability of the application.</td>
<td><strong>Company</strong>: MARKETVISION &amp; FOCUS LATINO <strong>Objective</strong>: An in-home ethnography study was conducted in three markets where participants used scenarios and completed tasks to enter radio listening entries in a diary page. <strong>Details</strong>: Usability testing held in respondents’ homes included three in-home visits (60 minutes) per market. All in-home usability tests were conducted in English, Spanish, or both.</td>
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To include a homepage where respondents could see instructions, a tutorial, and progress updates for the rest of the household.
REDESIGNED HOMEPAGE

- Added a homepage to include:
  - A help page link
  - Instructions
  - Household member status
• Major usability issues
• Difficulty with slider
• Confusion about “finish for the day”
• Didn’t notice entries (Below the fold)
REDESIGNED DIARY DAY PAGE

» Re-designed the online diary page to include:
  » Manual time entry
  » Easy view of the listening entries
  » Moved “Add” and “Done with This Day”
WHERE ARE WE NOW?
CURRENT STATUS OF E-DIARY

- eDiary is still not in use for our production survey
- Why wasn’t it implemented? The testing looked promising...
  - Cost of implementation was very high
  - Particularly challenging to combine paper and electronic diaries together
  - Cost per eDiary complete was comparable to the traditional methodology, but response rate was considerably lower
  - Issues getting participation from the whole household
  - Respondent feedback and behavior suggests that paper diary is just easier to complete
  - However, the rise in Smart Phone usage may make electronic diaries more viable

Where do we go from here?
- We are still considering eDiary as a potential methodology
- Might be feasible when it is used as a follow-up to another electronic survey
  - Can recruit directly via email with a personalized link to the survey