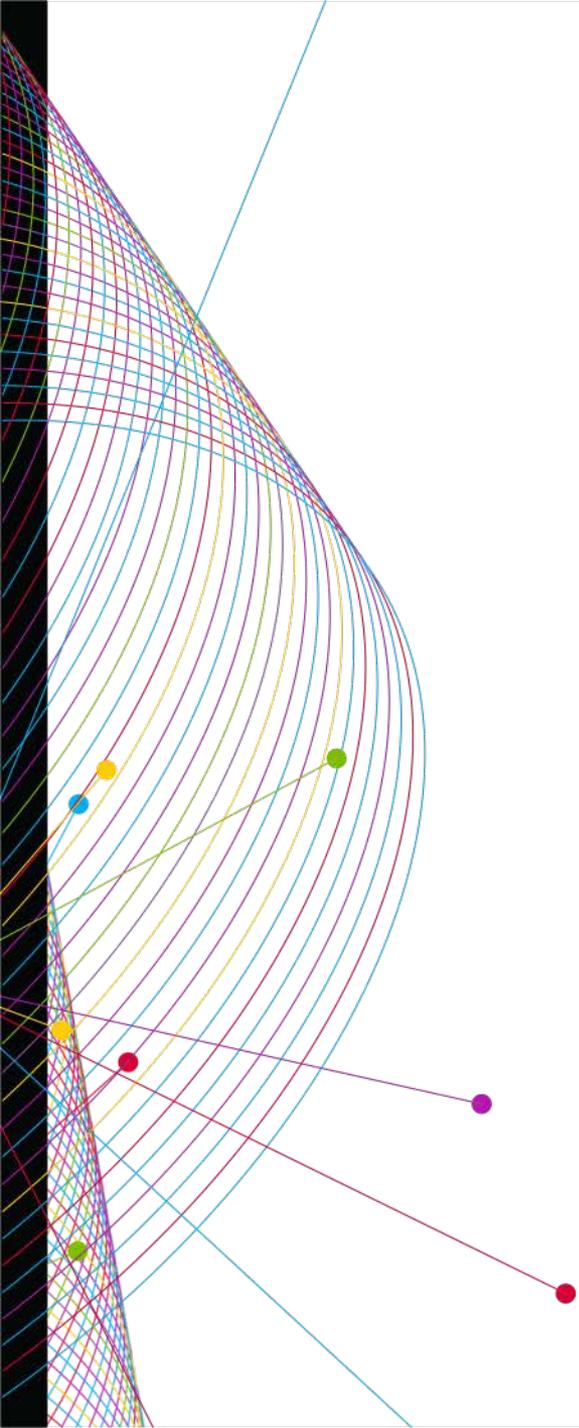


HOW A PAPER DIARY OF RADIO LISTENING BECAME AN ONLINE MEASUREMENT INSTRUMENT

Robin Gentry
Nielsen
July 12, 2016

AGENDA

- Overview of the Radio Diary Service
- 2007 eDiary Implementation – Lessons Learned
- New Radio eDiary
 - Overview
 - Methodology
 - Results
 - Next Steps
- Where are we now?



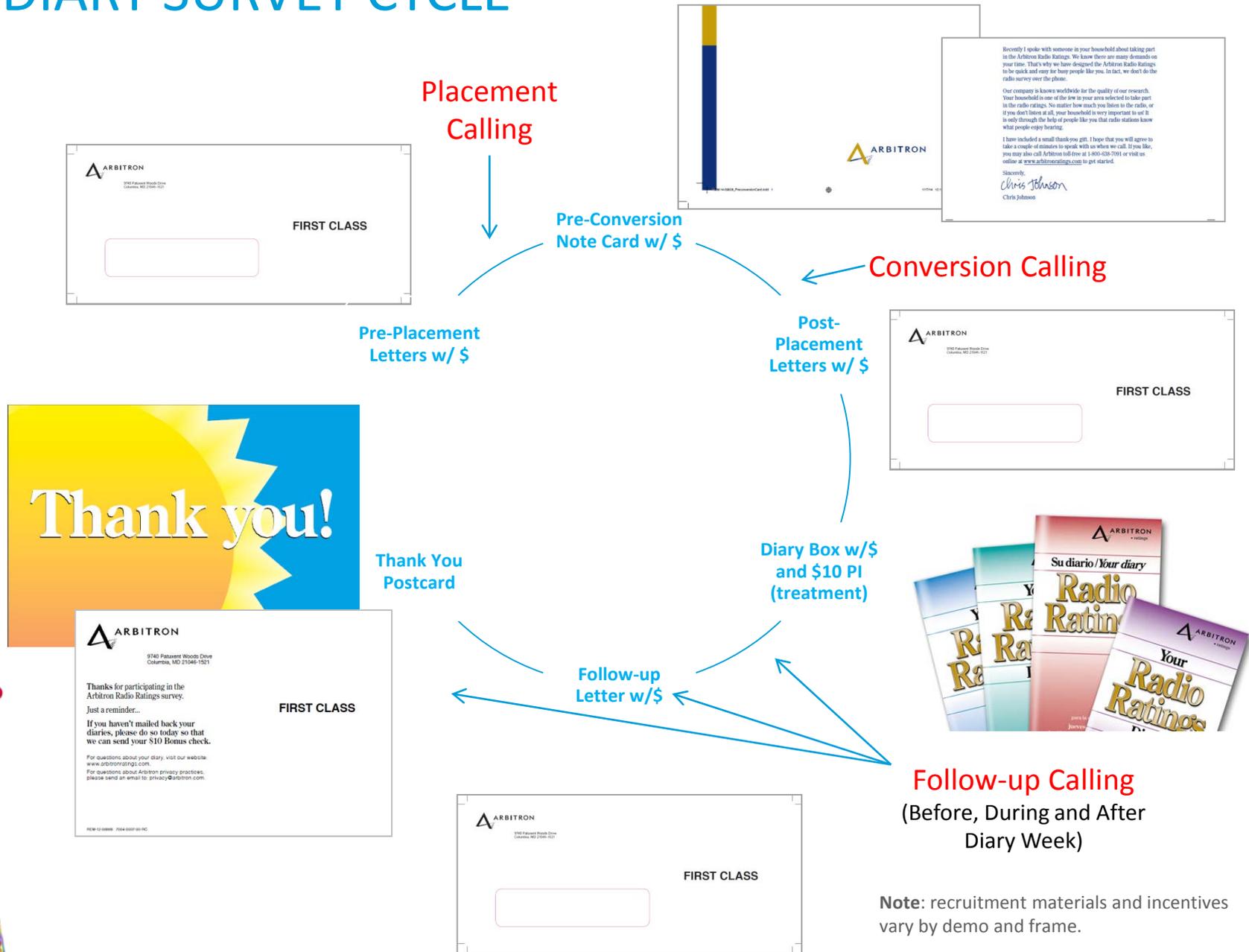
RADIO DIARY SERVICE

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

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

DIARY MATERIALS

All household members (aged 12+) are invited to Participate

Please open immediately!

FIRST CLASS

Thank you for agreeing to be in the Radio Ratings –

Each of these diaries counts in the Radio Ratings!

For each person in your home age 12 and older, here is a diary and a cash gift!

Please make sure everyone:

- Receives their diary and cash,
- Knows how to complete the survey, and
- Mails their diary back after the last day of the survey.

Thank you!

Visit our Web site: www.arbitronratings.com

for the
Thu
January
thru
Wed
January

Help Radio Stations Learn to Know You!

Stations listen to people who speak to them. Stations have no way of knowing who listens or what people want to hear unless people like you speak out.

What are the radio ratings?

- The radio ratings are a summary of how many people listen and what they listen to on the radio.
- Radio stations rely on the ratings to make programming decisions based on feedback from people like you.
- Do not miss this chance to let your voice be heard!

For more information: Call us toll-free at 1-800-838-7091 or Visit our Web site: www.arbitronratings.com

No matter how much or how little you listen, you are important!

¡Forme parte de los ratings de radio!

- 1 Asista las estaciones y programas de radio que escuché durante el transcurso de una semana, a partir de este jueves.
- 2 Escríbame su diario a Arbitron el jueves siguiente. ¡Es de simple!

¿Preguntas? Llámame al 1-800-204-3174

Para preguntas acerca de su diario, visite nuestro sitio web www.arbitronratings.com

Para preguntas acerca de las prácticas de privacidad de los servicios de correo electrónico en www.arbitronratings.com

Be part of the radio ratings!

- 1 Write down what you listen to on the air one week, starting this Thursday.
- 2 Then return your diary to Arbitron Thursday. It's that simple!

Questions? Call us at 1-800-838-7091

For questions about your diary, visit our website www.arbitronratings.com

For questions about Arbitron privacy policy, please visit our website at www.arbitronratings.com

Diary Box Package

THURSDAY									
	Time		Station Call letters, dial setting or station name <i>Don't know? Use program name.</i>	Mark <input type="checkbox"/> one		Mark <input type="checkbox"/> one			
	Start	Stop		AM	FM	At Home	In a Car	At Work	Other Place
→ Early Morning (from 5 AM)	:	:							
→ Midday	:	:							
→ Late Afternoon	:	:							
→ Night (to 5 AM Friday)	:	:							

If you didn't hear a radio today, please mark here.



2007 RADIO E-DIARY IMPLEMENTATION (MODE CHOICE APPROACH)

2007 E-DIARY MATERIALS

Your 12-Digit User Name

Fill Out Your Arbitron Ratings Diary Online at www.mydiary.arbitronratings.com

It's Simple!

- 1 Go to our Web site at www.mydiary.arbitronratings.com
- 2 Your user name is your 12-digit diary ID number (example at right highlighted in yellow)
- 3 Your password is your 5-digit zip code

To make sure your listening counts in the radio ratings, please make sure each person in your household completes either a paper diary or an online eDiary, but not both. Thanks!

Questions?
Call Arbitron Ratings at 1-800-638-7091 or send an e-mail to mydiary@arbitron.com.



Example: Enter the first 12 digits located above the bar code on the back of your diary. The preceding letter is not part of your ID.

ARBITRON ratings

© 2007 Arbitron Inc. 06-MRS-170 1/07

NEW : eDiary Insert in Diary Box

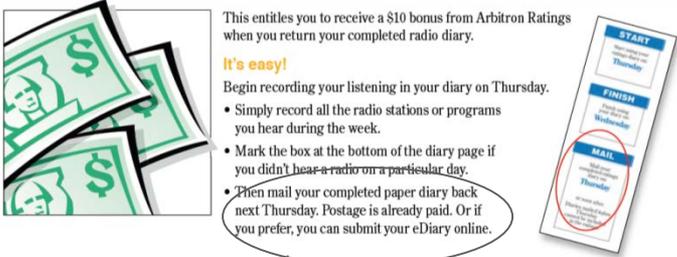
\$10 Bonus Award

This entitles you to receive a \$10 bonus from Arbitron Ratings when you return your completed radio diary.

It's easy!

Begin recording your listening in your diary on Thursday.

- Simply record all the radio stations or programs you hear during the week.
- Mark the box at the bottom of the diary page if you didn't hear a radio on a particular day.
- Then mail your completed paper diary back next Thursday. Postage is already paid. Or if you prefer, you can submit your eDiary online.



ARBITRON ratings

1-800-638-7091
www.arbitronratings.com

LIMIT ONE BONUS AWARD PER PERSON OR DIARY (I.D. NUMBER). In order to receive your bonus check, Arbitron Ratings must receive either your completed paper diary or completed eDiary within three weeks of the final date of your survey week, which is indicated on your diary. Payment for all members of the household whose diaries are received by Arbitron Ratings within three weeks of the final date of your survey week, will be mailed together as one check to the contact person at the household address. Distribution of the funds will be the responsibility of the household contact person. Bonus checks may be mailed by a third-person check vendor who will not try to sell you anything or ask you for money or add your name/address to a mailing list. Checks will be shipped approximately six to eight weeks after Arbitron Ratings receives your completed radio ratings diary. Arbitron is not responsible for lost, late, or misdirected mail. Duplicate returned diaries will constitute fraud. Theft, diversion, reproduction, transfer, sale, or purchase of the bonus offer or the accompanying diary is prohibited and constitutes fraud. Offer valid only for intended recipients of Arbitron Ratings Diary. Void where banned, restricted, or prohibited. Diary must be completed and returned during the relevant diary period. Arbitron reserves the right to verify identification. Fraudulent submissions could result in federal prosecution under the U.S. Mail Fraud Statute (18 United States Code, Sections 1341 and 1342). © 2007 Arbitron Inc. 06-MRS-172 1/07

Current : Promised Incentive Insert in Diary Box

“...or if you prefer, you can submit your eDiary online”

2007 E-DIARY APPLICATION

Arbitron Ratings - Radio Diary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home

Address

ARBITRON ratings

Welcome Instructions **Radio Diary** Quick Questions Submit Diary

Wednesday

Enter listening from 5AM Wednesday until 4:59AM on Thursday.

July 26, 2006

S	M	T	W	T	F	S
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Remember to visit each day to record your listening.

- Help
- Log Out

Midnight is 12:00AM.
Noon is 12:00PM.

Remember to click the **save** button before you leave today's diary page. You will be automatically logged out after 30 minutes of inactivity. Unsaved entries will be lost.

Save Reset

Time		Station	Place				Delete
Start	Stop	Call letters, dial setting or station name	At Home	In a Car	At Work	Other Place	Delete Entry
hr min	hr min	Click [?] to view stations you've entered previously.					
3 : 00	3 : 00	test21341 ?		<input checked="" type="checkbox"/>			<input type="checkbox"/>
<input type="radio"/> AM <input type="radio"/> PM <input type="radio"/> AM <input type="radio"/> PM							
6 : 00	7 : 00	abce ?	<input checked="" type="checkbox"/>				<input type="checkbox"/>
<input type="radio"/> AM <input type="radio"/> PM <input type="radio"/> AM <input type="radio"/> PM							
6 : 15	7 : 50	do 101 ?		<input checked="" type="checkbox"/>			<input type="checkbox"/>
<input type="radio"/> AM <input type="radio"/> PM <input type="radio"/> AM <input type="radio"/> PM							
8 : 00	3 : 00	test23 ?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> AM <input type="radio"/> PM <input type="radio"/> AM <input type="radio"/> PM							
9 : 00	9 : 30	test21341 ?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="radio"/> AM <input type="radio"/> PM <input type="radio"/> AM <input type="radio"/> PM							
10 : 20	2 : 30	boh ?	<input checked="" type="checkbox"/>				<input type="checkbox"/>
<input type="radio"/> AM <input type="radio"/> PM <input type="radio"/> AM <input type="radio"/> PM							
:	:	?					<input type="checkbox"/>

Arbitron Ratings - Welcome - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home

Address

ARBITRON ratings

Welcome Instructions **Radio Diary** Quick Questions Submit Diary

Welcome!

Thank you for participating in the radio ratings. You are one of a few people picked in your area who have the chance to tell radio stations what you listen to.

Any time you hear a radio from **Thursday July 20, 2006** through **Wednesday July 26, 2006**, record your radio listening at this Web site whether you're at home, in the car, at work or someplace else.

This is your personal radio diary. Please make sure you fill it out yourself.

Please visit this site each day
Write down this Web site address, your username and password for future reference.

You may access www.mydiary.arbitronratings.com from anywhere you have Internet access, day or night.

Please make sure that each person in your household completes either a paper diary or an online eDiary. Each household member should return one or the other but not both.

Next steps

Instructions Click here to read instructions.

Diary Click here to enter the diary.

Welcome Instructions **Radio Diary** Quick Questions Submit Diary

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Arbitron Ratings - Submit Diary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home

Address

ARBITRON ratings

Welcome Instructions **Radio Diary** Quick Questions Submit Diary

Review and Submit

Please review the status of your diary below. If any items are listed as incomplete or if you want to review or change your entries, click the "Edit" link.

Return to this page on or after **Thursday July 27, 2006** to submit your diary to Arbitron Ratings.

Please make sure that each person in your household completes either a paper diary or an online eDiary. Each household member should return one or the other but not both.

Thank you for participating.

Day	Status	Edit
Thursday	<input checked="" type="checkbox"/> completed	Edit
Friday	<input checked="" type="checkbox"/> completed	Edit
Saturday	<input checked="" type="checkbox"/> completed	Edit
Sunday	<input checked="" type="checkbox"/> completed	Edit
Monday	incomplete	Edit
Tuesday	<input checked="" type="checkbox"/> completed	Edit
Wednesday	<input checked="" type="checkbox"/> completed	Edit
Quick Questions	<input checked="" type="checkbox"/> completed	Edit

Submit Diary

Remember to visit each day to record your listening.

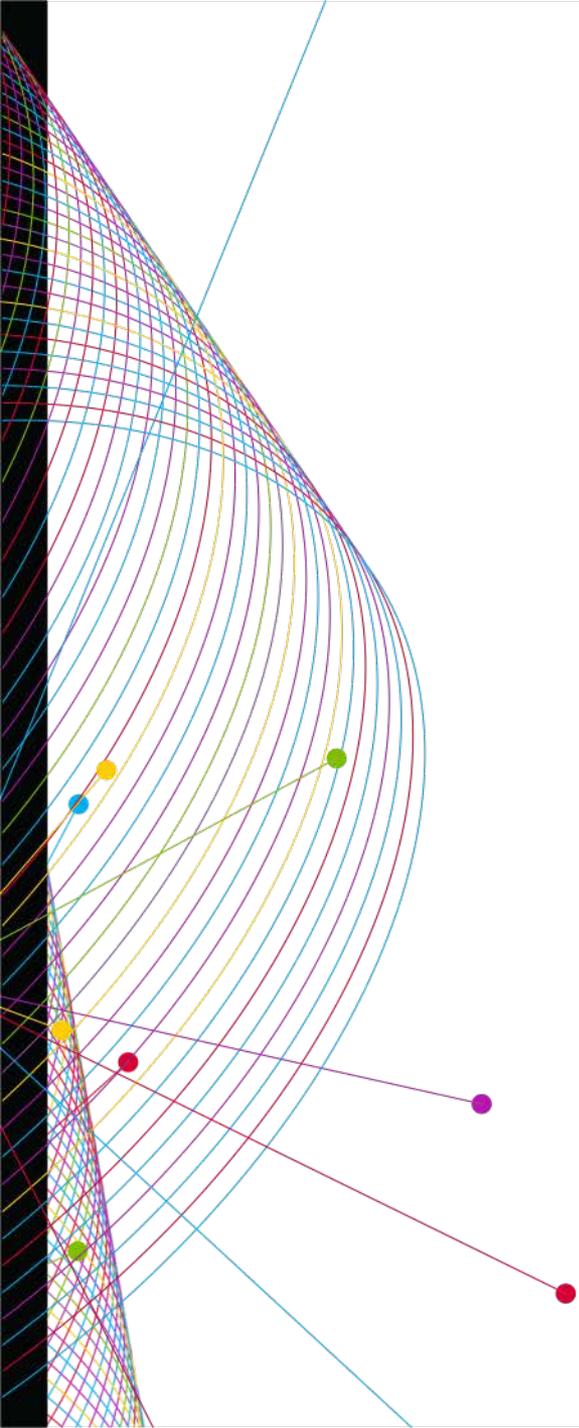
© 2007 Arbitron Inc. [Web Privacy Statement](#) [Help](#)

FINDINGS FROM THE ORIGINAL E-DIARY

Lessons Learned

Methodology	Results
Respondents were offered a choice between completing a paper diary and the eDiary.	Significant declines in response and return rates.
eDiary application	Many of the respondents thought that they had successfully submitted an eDiary when, in fact, they hadn't.
Communication: reminder emails, calls, and letters	Registrants and non-registrations received the same communication. Registrants felt harassed by reminders.

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 include 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

YOU'RE INVITED

ARBITRON

part of the ratings.
It's easy.

You will soon receive a package from Arbitron with instructions on how to participate. Only you know what you listen to on the radio. That's why you are part of a select group who is invited to be a part of the ratings. It doesn't matter if you listen to the radio a lot, a little, or not at all.

P.S. We've enclosed a thank you gift for taking the time to read this invitation. And there's more to come. The Arbitron Radio Ratings package contains a small cash reward as a token of our appreciation.

Look for the Arbitron Radio Ratings package coming soon to your mailbox.

Pre-alert



Box Mailer
(initial Invitation)

6x9 Reminder
#1
(Still Time)

ARBITRON A media ratings leader since 1949

RETURN SERVICE REQUESTED

There's still time to be a part of the Arbitron Radio Ratings. But you have to respond soon.

You Count

#10 Reminder
#2
(Last Chance)

ARBITRON A media ratings leader since 1949

RETURN SERVICE REQUESTED

Don't miss this opportunity. Be a part of the radio ratings.

You Count

Extended deadline
Reminder #3

You're invited to be part of the Arbitron Radio Ratings.

Dear **name**,

Recently we sent you a letter inviting you to be part of the radio ratings. It's a great opportunity to make a difference because every five people are randomly selected to participate.

We've extended the deadline. Please start your online diary by **date**.

It's easy and fast

1. Log on and register your household. media.arbitron.com. Enter your personal code -**abc123**- and temporary password -**xyz**.
2. Complete your diary. Enter the radio you hear for one week and encourage your household members to do the same.
3. Get your reward. You'll be able to choose your preferred reward.

Can't participate online? Call us by **date**.

We will send you a simple booklet that you can use to write down what you hear on the radio. Please call us back at 1-800-796-3000 by **date** and let us know you want to participate.

The entire household can take part and be rewarded.

You'll each get \$10 or more for completing the diary. Ever give a ride to the radio station? Or please encourage each member of your household age 13 or older to participate.

We look forward to your participation.

Paul Davis
Paul Davis
Chief Research Officer, Nielsen

Questions? Call us toll free at 1-800-796-3000 or email media@arbitron.com.

If you have questions or need the most information about Arbitron survey products, please visit us at www.arbitron.com.

Be a Part of the Radio Ratings

ARBITRON

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.

ARBITRON Radio Ratings Diary Español

Be Part of The Arbitron Radio Ratings
This is your chance to help radio serve you better. By sharing your listening activity with us, you'll be making your voice heard.

Is this your first visit?
Log in with the personal code and temporary password from your invitation.

Returning user?
Enter your User ID and password.
User ID/Personal Code
Password (case-sensitive)
 Remember me
Login
[Forgot Password?](#) [Forgot User ID?](#)

Questions/Concerns?
Call us at 1-800-796-3065 or Contact Us via [email](#)

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Contact Us | [Help](#) & [FAQs](#)

ARBITRON Radio Ratings Diary Need Help? Welcome, yelena Logout Last login on 10/12/2012 Español

DIARY **12** 13 14 15 16 17 18 **FINISH YOUR DIARY** amazon 7 Days left of your diary

Add Listening

What station did you hear?

Band
 AM FM Satellite Radio Other

Mode
 Over Air Internet Other

Location
 Home Car Work Other

Start Time
HH:MM AMPM

End Time
HH:MM AMPM

Friday, October 12 If you did not hear any radio today, please check this box. Entries added: 1

8:00 AM - 9:30 PM, Hot 108.5, FM, Over Air, Car

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RESPONSE RATES AND REPRESENTATION

Response Rates

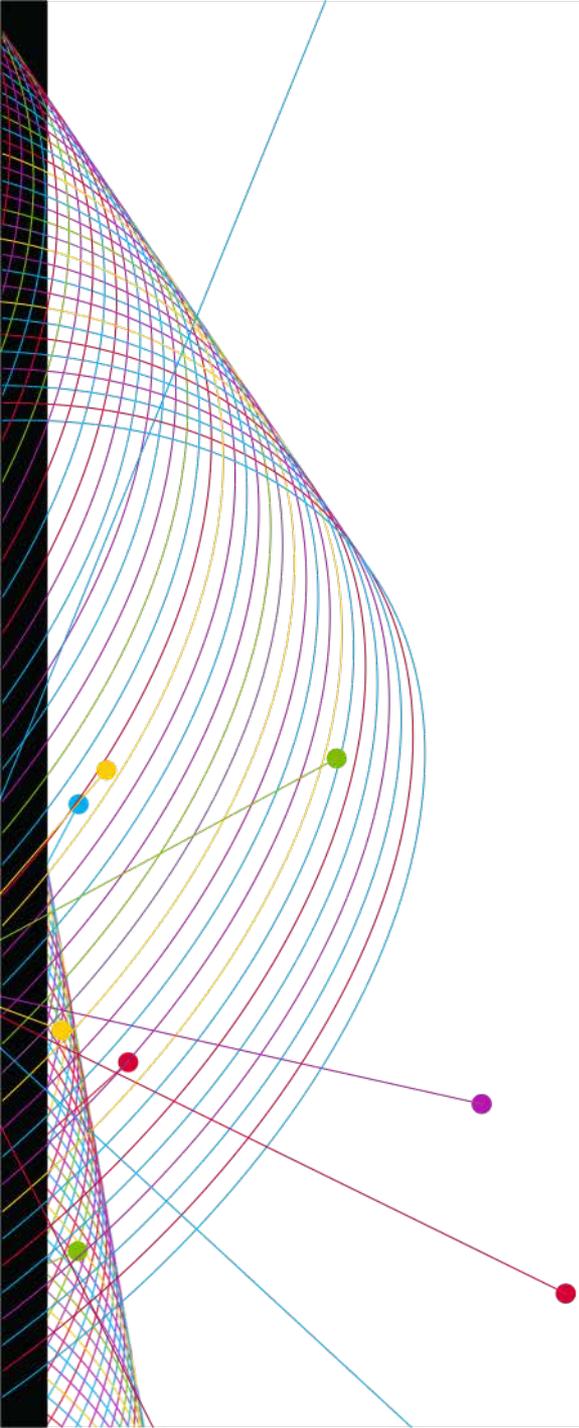
- Response rate of 8.6% vs. ~11% with traditional methodology (unmatched sample only)
- Completion rate for web diary nearly 90% (post-registration)
- Within household registration improved from the previous pilot (59.2% vs. 46.7%)—sent follow-up mailings

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

USER EXPERIENCE (UX)

Our Qualitative Research Partners

USABILITY STUDY (2011)

Location: Nielsen office in Columbia, MD. The testing room included a laptop computer, video camera, and refreshments for participants.

Recruitment: Twenty-one participants were recruited for the usability study.

Scenarios: The respondents were provided radio listening scenarios in order to measure the accuracy of filling out a listening entry.

EXPERT REVIEWS (2011)

Company: FORS MARSH GROUP LLC (FMG)

Objective: 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.

Details: 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.

ETHNOGRAPHY (2012)

Company: MARKETVISION & FOCUS LATINO

Objective: 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.

Details: 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.

ORIGINAL DIARY HOMEPAGE

- To include a homepage where respondents could see instructions, a tutorial, and progress updates for the rest of the household.

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ARBITRON Radio Ratings Diary

Need Help? My Information Welcome, vishal Logout
Last entry made on 1/5/11

BEGIN MY DIARY 05 06 07 08 09 10 FINISH MY DIARY

amazon.com 6 Days left of your journal

To make a diary entry:

- 1 Choose a daytab above.
- 2 Record radio listening by entering the station, your location, and time.
- 3 If you didn't hear radio during that day, check the box at top of the page.
- 4 After all listening for a day has been recorded, check the box to indicate that the day is complete.
- 5 After all days are complete, click the Finish My Diary tab.

Be sure to include all the radio you heard—whether you chose the station or not.

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REDESIGNED HOMEPAGE

- Added a homepage to include:
 - A help page link
 - Instructions
 - Household member status

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The screenshot displays the Arbitron Radio Ratings Diary homepage. At the top, there is a navigation bar with the Arbitron logo, the text "Radio Ratings Diary", a "Need Help?" link, a user greeting "Welcome, yelena" with a "Logout" link and "Last login on 10/12/2012", and a "Español" button. Below this is a calendar for the week of October 12-18, 2012, with tabs for each day. A "FINISH YOUR DIARY" button is located at the end of the calendar. To the right of the calendar is an Amazon.com logo and a "7 Days left of your diary" notification.

The main content area is divided into several sections:

- Instructions:** A box titled "Be sure to include all the radio you heard - whether you chose the station or not:" containing four numbered steps:
 - 1 Choose a day tab above.
 - 2 Record radio listening by entering the station, your location, and time.
 - 3 If you didn't hear radio during that day, check the box at top of the page.
 - 4 After completing all 7 days, click the Finish Your Diary tab.
- User Profile:** A section titled "Please encourage everyone in your household to register and complete a diary." featuring a table of household members:

	User ID	Password	Reward	Status
yelena	*****	*****	\$20	October 12 – October 18 Diary In Progress
<div style="display: flex; justify-content: space-around;"> Update email Change password </div>				
	User ID	Password	Reward	Status
yp	FNW425-2	14424	\$20	Not Registered
<div style="display: flex; justify-content: space-around;"> Update email </div>				
- Help and Instructions:** A box titled "See how quick and easy it is to fill out your Radio Ratings Diary!" with a small image of the diary interface and a plus sign icon.

At the bottom of the page, there is a copyright notice: "Copyright 2012 Arbitron Inc. By using this website, you are agreeing to our [Privacy Statement](#) and [Terms of Use](#)." Below this are links for "Contact Us | Help & FAQs". A disclaimer at the very bottom states: "*Amazon.com is not a sponsor of this promotion. Except as required by law, GCs cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on Amazon.com or certain of its affiliated websites. For complete terms and conditions, see [www.amazon.com/gc-legal](#). GCs are issued by ACI Gift Cards, Inc., a Washington corporation. ©, ®, ™ Amazon.com Inc. and/or its affiliates, 2012."

ORIGINAL DIARY DAY PAGE

- Major usability issues
 - Difficulty with slider
 - Confusion about “finish for the day”
 - Didn’t notice entries (Below the fold)

ARBITRON Radio Ratings Diary

Welcome, vishali Logout
Last entry made on 1/5/11

Need Help? My information

BEGIN MY DIARY 04 05 06 07 08 09 10 FINISH MY DIARY

6 Days left of your journal

Tuesday, January 4 If you did not hear any radio today, please check this box.

1 What station were you listening to?
Call letters, dial settings, station name, and/or satellite radio channel name. Don't know? Enter program name.
(Ex. WGXP, 108.5, Robin 87.5)

Band Mode

AM Over Air

FM Internet

Satellite Radio Other

Other

2 Where were you listening?

Home Car Work Other

3 When were you listening?
Click and drag the markers to select a time period.

12am 1 2 3 4 5 6 7 8 9 10 11 12pm 1 2 3 4 5 6 7 8 9 10 11 12am

0:00 - 0:00

Add this listening entry Finished adding entries for this day? Check this box.

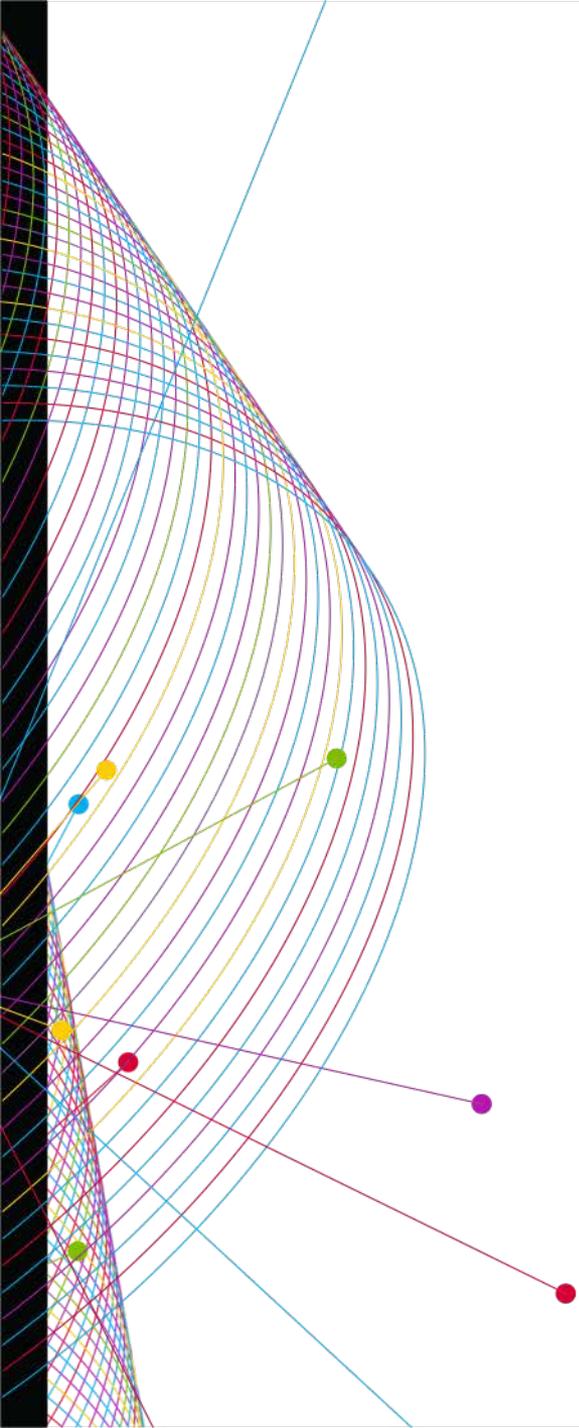
Tuesday's listening entries Entries added: 4

2:22 AM - 1:37 PM, enter infor, Satellite Radio, Other	Delete entry
3:04 AM - 6:09 PM, Robin, FM, Internet	Delete entry
9:16 AM - 9:20 AM, Robin, FM, Internet	Delete entry
10:40 AM - 11:26 AM, asas, AM, Other	Delete entry

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”

The screenshot displays the Arbitron Radio Ratings Diary interface. At the top, the logo 'ARBITRON Radio Ratings Diary' is visible, along with user information: 'Welcome, yelena Logout' and 'Last login on 10/12/2012'. A navigation bar shows days from Friday (12) to Thursday (18), with 'FRIDAY 12' selected. A 'FINISH YOUR DIARY' button is on the right. Below the navigation, there's a section for 'Add Listening' with a form containing fields for 'What station did you hear?', 'Band' (AM, FM, Satellite Radio, Other), 'Mode' (Over Air, Internet, Other), 'Location' (Home, Car, Work, Other), 'Start Time' (Hr, Min, AM/PM), and 'End Time' (Hr, Min, AM/PM). 'Cancel' and 'Add' buttons are at the bottom of the form. To the right, the diary page for 'Friday, October 12' shows a single entry: '8:00 AM - 9:30 PM, Hot 108.5, FM, Over Air, Car' with a 'Delete' button. A green 'Done With This Day' button is also present. The interface includes a 'Need Help?' link, an 'Español' button, and an 'amazon.com 7 Days left of your diary' badge. Footer text includes copyright information and a disclaimer about Amazon.com's role in the promotion.



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

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™

