

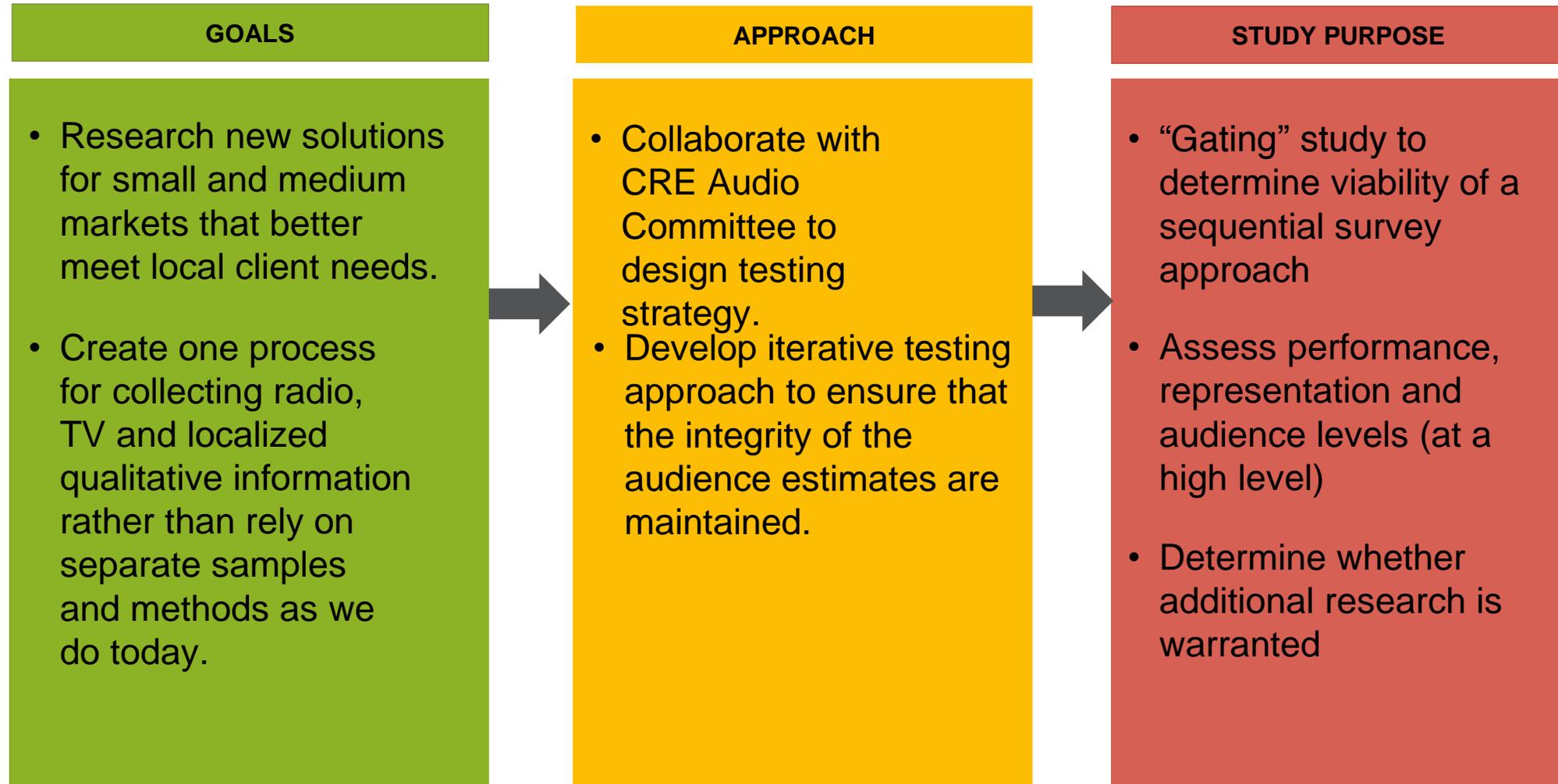


## **AUDIO COMMITTEE UPDATE**

Dual Diary and Consumer Behavior Studies

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# Audio Committee and Nielsen joint study



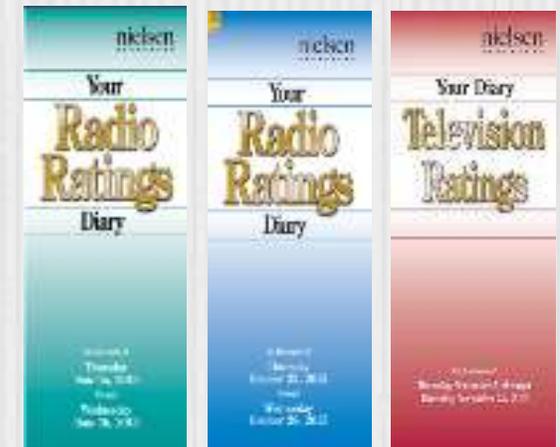
# Study design

## > Dual Diary Study

- A single sample received two diaries (one month apart)
  - Half received Radio then TV
  - Half received TV then Radio
- Main research questions focused on
  - Willingness to complete both diaries
  - Ability to retain a representative sample at stage two
  - Any impact on ratings at stage two

## > Consumer Behavior Follow-Up Study

- Follow-up the standard radio diary survey with a Scarborough booklet (consumer behavior questions)
- Single source radio ratings with deep consumer insights
- Research questions focused on response rate to consumer booklet and ability to retain a representative sample



# Study findings and next steps

## FINDINGS

- > Respondents are willing to complete more than one survey
  - Roughly half of initial respondents completed second study
  - Sample representation looked similar at stage one and stage two
  - Audience levels at stage 2 looked reasonable especially with the Radio 1<sup>st</sup>, TV 2<sup>nd</sup> group

## NEXT STEPS

- > We don't plan to pursue the dual diary approach further
  - TV diaries are scheduled for retirement in 2017
- > Radio + Scarborough approach still holds promise
- > Radio committee is also exploring hybrid measurement approach
  - Planned white paper will explore additional data sources to augment diary data—assess coverage, bias, fitness for use, etc.