



Leapfrog/ARB update

by Jaye Albright

Arbitron's Bill Rose, Brad Feldhaus and Beth Webb presented a webinar yesterday on progress in testing the diary market revamp of the company's entire system of measurement, and it's promising.. but ultimately there are huge problems yet to solve.

1. No more phone placement for any diaries. The test of 11,000 diaries being done over the last year has gone to 100% address-based sample, so as to avoid "cell phone only" non-response and improve younger demo proportionality.

Invite via postcard/mail to web site



Everyone gets a direct mail piece, created in conjunction with companies like DMR/Interactive and Point to Point Marketing, inviting them to participate.

Encourage to participate via Web



The screenshot shows the ARBITRON website interface. At the top, there's a navigation bar with 'ARBITRON Radio Ratings Daily'. Below that, a date selector shows 'Tuesday, March 1'. The main form has three numbered sections: 1. 'What station were you listening to?' with fields for 'Station', 'Band', and 'Mode'. 2. 'Where were you listening?' with buttons for 'Home', 'Car', 'Work', and 'Other'. 3. 'When were you listening?' with a time slider from 6:00am to 11:00pm. A green button 'Add this listening entry' is visible. At the bottom, a yellow bar shows 'Tuesday's listening entries' with a list of entries.

They are invited to enter their listenening either on a browser or via smart phone. If someone still wants paper diaries, they can request them.

Diary for those who choose not to participate via Web



The image shows a paper diary card. On the left, there's a checkbox with an 'X' and the text: 'I can't do the survey online, but I want my opinion to count. Please send a listening diary to the address on the back of this card.' To the right of this text is a small photo of an American flag. Further right, the address is listed: '215 West 11th, #102, Pensacola, FL 32504'. On the far right, there's a larger photo of a woman in a blue floral shirt holding the card and talking on a phone. A large black arrow points from the right towards the card.

The challenge:



Leapfrog Response Rate Not Yet Sufficient for Implementation

- » Response rate is a critical quality metric in survey research
- » Best performing test path had an 8% Response Rate
- » We want to be at or above the levels we achieve with Cell Phone (address-based) sample in the current diary survey

	Response Rate
Leapfrog (ediary and paper)	8%
Current Diary - Landline	28%
Current Diary - Cell Phone	14%

Response rate = % of persons in starting sample who complete the full survey process

Obviously, the sample is not representing the total population as well as diaries have done, but does tend to reach smaller, younger households.



Leapfrog Persons Per Household Lags Current Diary Service and Census

	Reported Persons Per Household	Persons for which demo info provided	Diaries Sent/ Persons Registered	In-tab PPH
Current Diary Service	2.2	2.2	2.2	1.9
Leapfrog Pilot 2 Test	2.0	1.8	1.3	1.0

- » Persons per household is an important driver for response rate, population representation and overall survey efficiency
- » Census data indicate an average of 2.2 persons per household (age 12+) in the test markets

Most of the cells that matter to radio are much better represented in the sample.

The ones most of us would just as soon they not spend any money recruiting - 55+ - are the worst represented in this new approach and that issue must be solved before actual implementation.



Leapfrog Sample Distribution Closer to Population

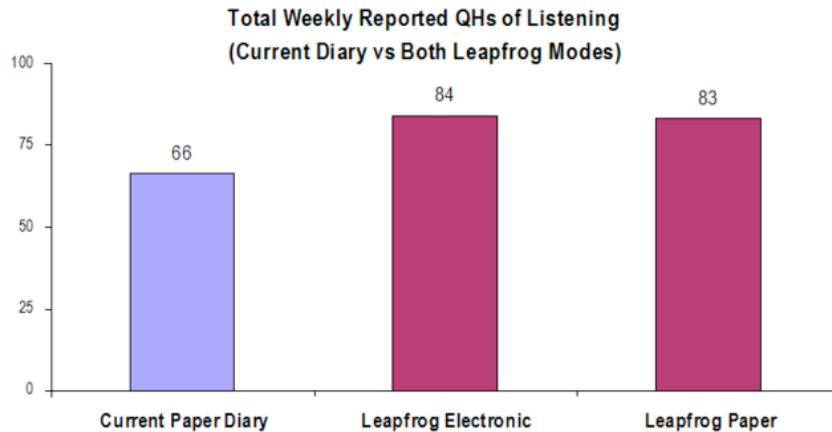
Important Exceptions: Black P12+, Men 18-24, Teens

Age/Sex	Leapfrog Completion	Population Estimates	Currency: In-Tab Diary Service
Teens 12-17	5.2	9.4	7.1
F18-24	5.3	6.3	2.7
F25-34	12.2	8.1	4.0
F35-44	8.3	7.8	5.9
F45-54	9.9	8.6	10.6
F55+	14.0	15.9	26.8
M18-24	3.6	6.6	3.8
M25-34	8.1	8.3	3.6
M35-44	8.1	7.7	5.1
M45-54	8.8	8.2	9.3
M55+	16.3	13.2	21.2
Black 12+	13.8	23.5	21.1

Though, tantalizing, the ARB researchers note that the low response rate may be the cause of the "best" part of the approach - it finds more heavy radio users, and that probably won't hold up once they get the response rate to the mid-teens, which is their target before implementation.



Higher Reported Listening Levels Most Likely Driven By Lower Response



- » Higher levels not a function of web data collection
- » 28% higher reported listening for BOTH Electronic and Paper Diary
- » *Response Rate effect: The easiest to recruit respondents are generally those who have the most interest in survey topic...*

Unfortunately, that means the testing continues and in spite of how positive most of the findings so far are, when compared to the many sample problems of diaries at present, the date for actual change from the present system to this one is still not known.

It's great to know, at least, Arbitron clearly recognizes that they have a huge problem that's only getting worse in diary markets and are working to find positive solutions. I am sure that they are just as frustrated as their radio clients are that it's taking so long to find a reliable fix. Let's keep the pressure on, to be sure they have sufficient resources to get it done.

If this raises any questions, I'd welcome the opportunity to talk more about it at any time.

Sincerely,

Jaye Albright
www.albrightandomalley.com

