



Winter 2009 Diary Market Sample Performance and Improvement Steps

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Customer Feedback

- **Sample Quality is “Job One”**
- **Provide regular sample performance updates to enhance transparency**
- **Set performance benchmarks to gauge progress**
- **Urgent need to include Cell-Phone-Only (CPO) Homes in the Diary market sample**



Action Steps for Diary Sample Quality Improvement

- **Cell-phone-only sampling scheduled in 2009 for all Diary markets in the Continental U.S., Hawaii and Alaska**
- **Increase visibility of sample performance and establish sample benchmarks**
- **Redirect cash incentives to boost 18-34 sample**
- **Young Male Promised Incentive**
- **Second Chance Diary**



Diary Sample Improvement Steps

Step 1: Cell-Phone-Only Sampling



Plans to Include Cell-Phone-Only Sampling in Diary Markets

- 151 Diary markets began with the Spring 2009 survey
- Remainder of markets in the Continental U.S., Hawaii and Alaska scheduled for Fall 2009
- Arbitron Cell-Phone-Only Implementation Schedule
 - » www.arbitron.com/home/cell_phone_markets.htm



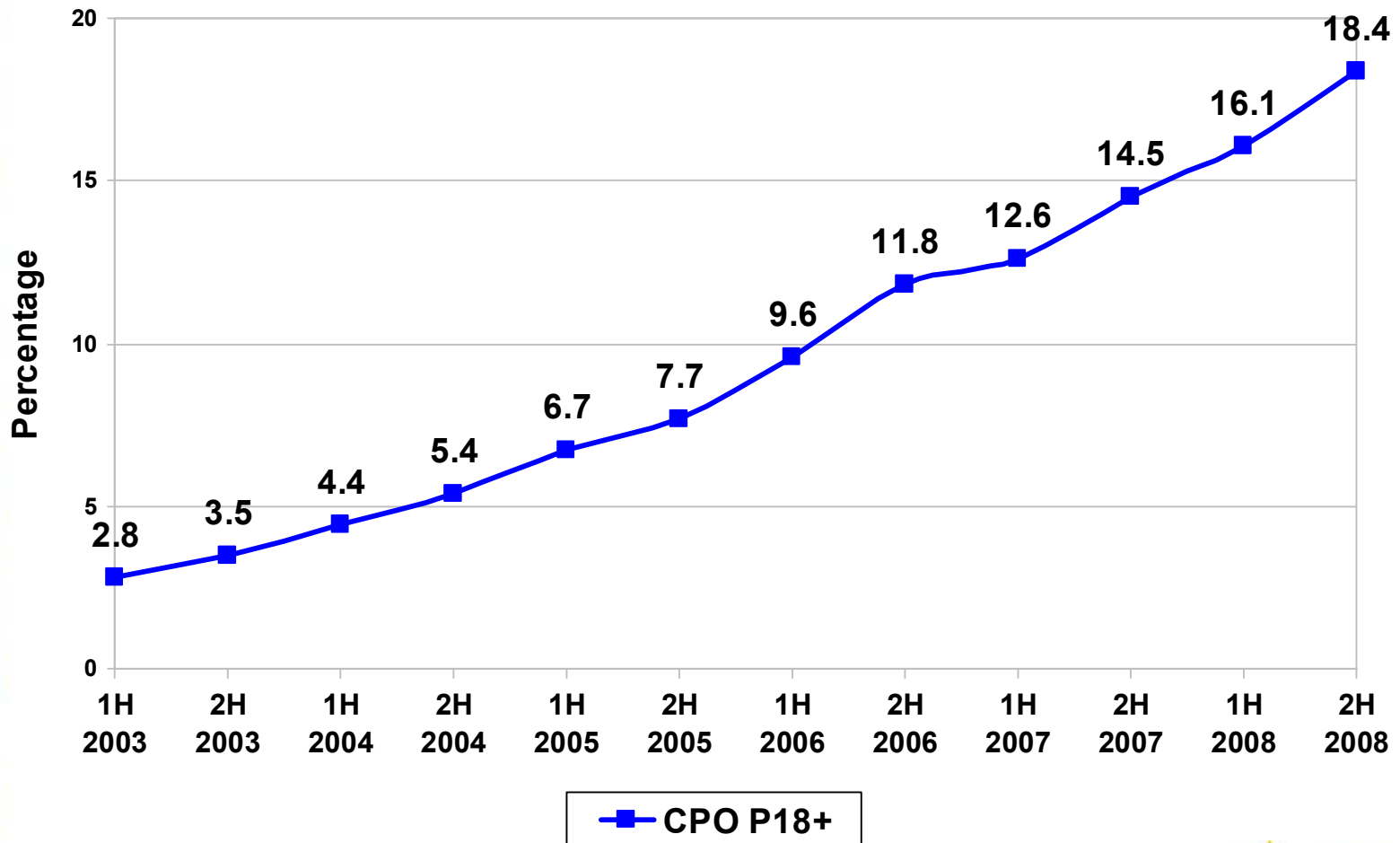
The State of Cell Phone Only

- **The National Health Interview Survey estimates 18.4% of Persons 18+ are CPO**
 - » Second half of 2008
- **The estimates are higher for Black and Hispanic persons**
- **The estimates are much higher for men and women 18-29**



Cell-Phone-Only Trends Since 2003

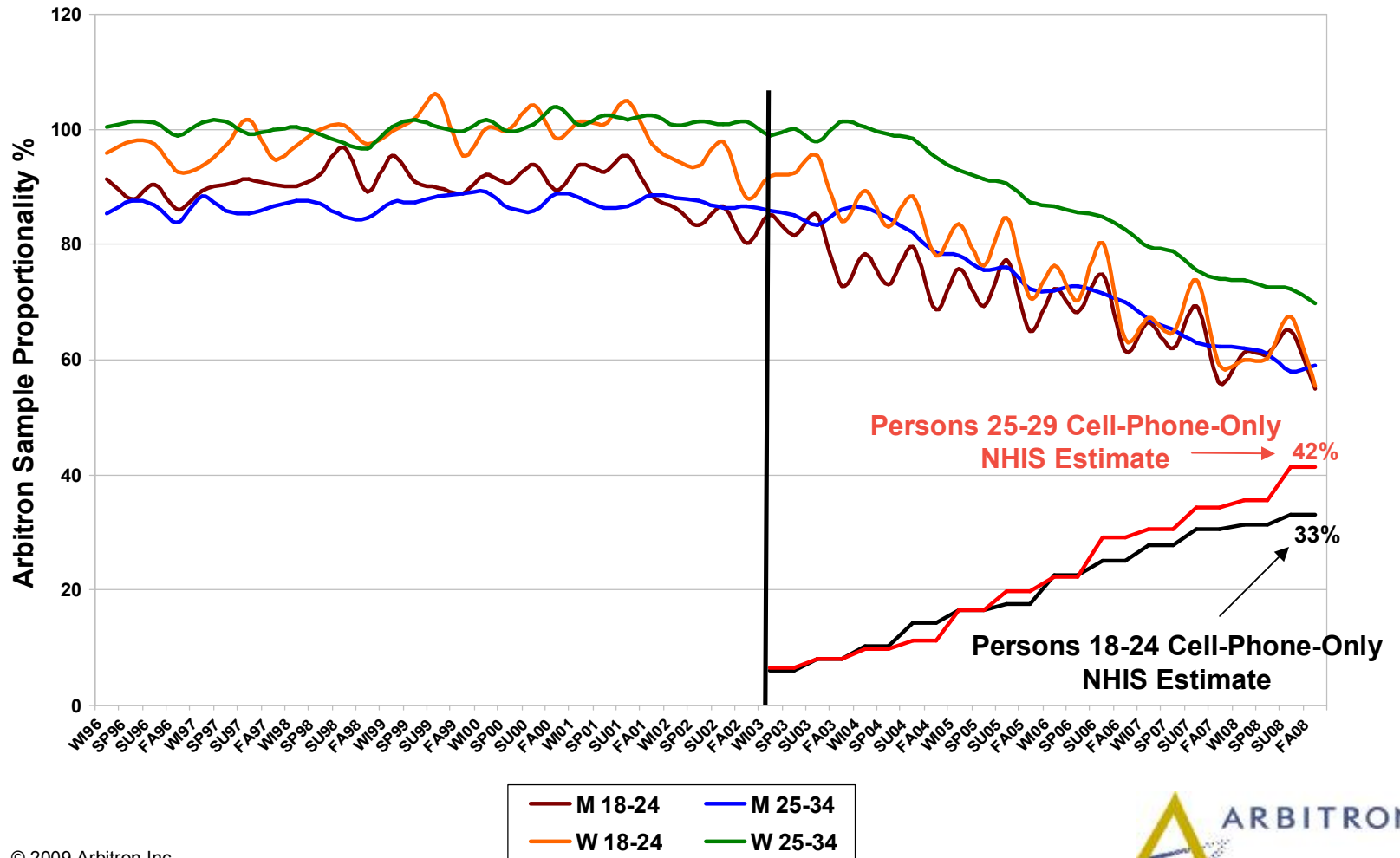
% of Persons 18+ With Cell Phone Only





CPO Associated With Decline of Young Adult Proportionality

18-24 and 25-34 Proportionality Trends





Cell-Phone-Only Sampling Issues

- **Federal law: Telephone Consumer Protection Act (TCPA)**
 - » Cannot use “automatic dialing equipment” to call known cell phone numbers unless we have a business relationship
- **Cell phone numbers are tough to match to an address**
 - » Directories do not exist; databases are not as robust
- **Cell phone numbers are generally personal**
 - » Landline numbers generally belong to a household
- **Population estimates for individual markets do not exist**

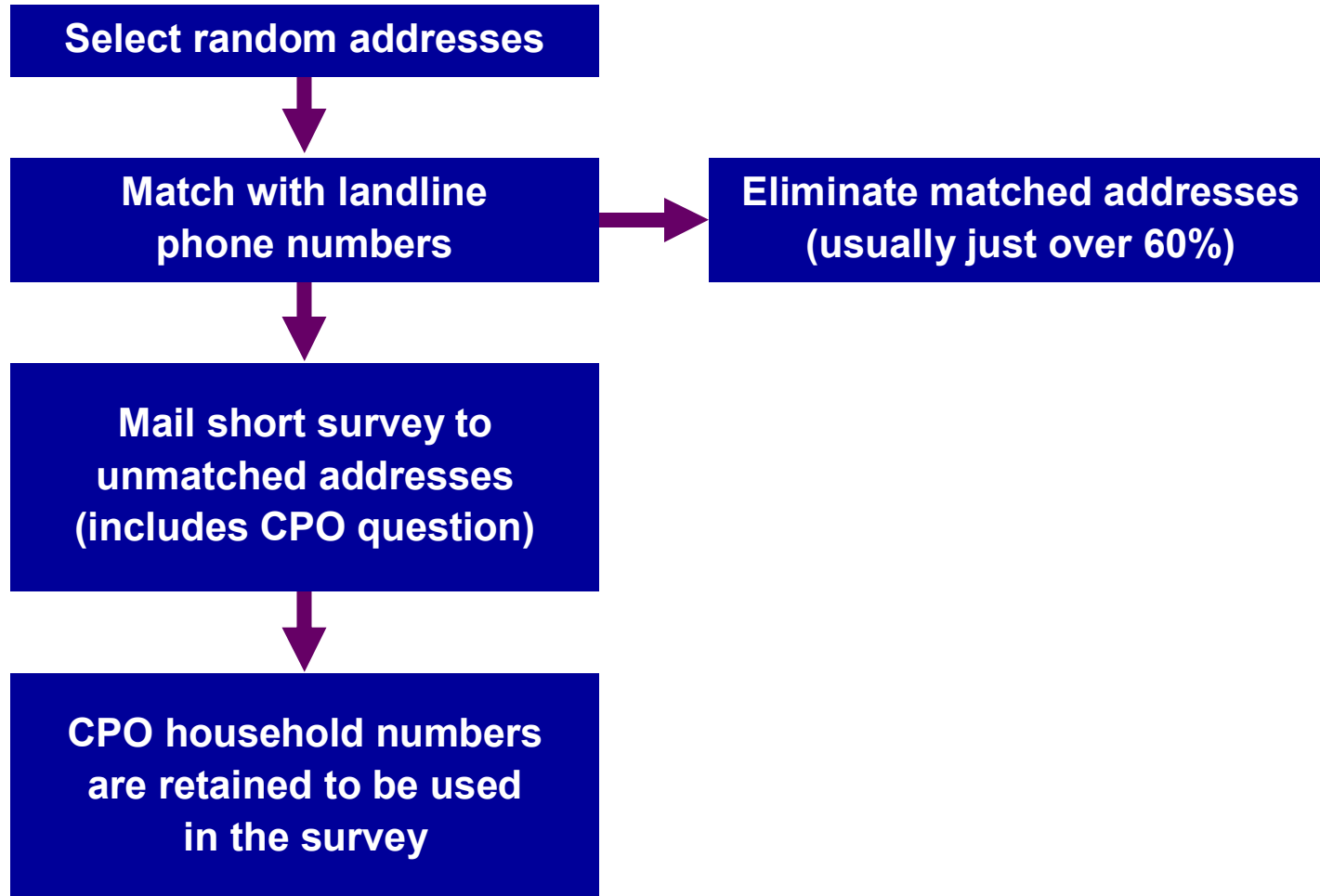


How to Comply With the TCPA... and Deliver CPO Persons

- The traditional random digit dial (RDD) telephone frame still works fine for landline phone numbers
- New system is needed for cell phone numbers
- Implement address-based frame for CPO
 - » Originally designed by Arbitron for PPM in Houston-Galveston



The Address Frame—How It Works





The Survey Itself

- Short, one-page survey
 - » Questions about radio and TV
 - » Questions about household composition, phone status, etc.
- Can be answered by...
 - » Mail, phone or Web
- Includes a premium and
- Promised incentive given for responding
- Bilingual in HDHA

Your Opinion Counts!

Your Personal TV and Radio Questionnaire

Arbitron is a leading national media ratings company. Your answers and opinions are important to us. Please complete and return this questionnaire and we'll send you \$-amount- in cash!

- Which types of TV shows do you watch regularly? (Check all that apply.)
 Comedy Drama News Sports Other: _____
- In a typical day, about how many hours of TV do you watch? _____ hours
- What is your favorite TV show or channel? _____
- In a typical day, about how many hours of radio do you listen to? _____ hours
- What type of radio do you listen to most often? (Check one.)
 News/Talk Music Sports Other: _____
- What is your favorite radio station or program? _____
- How do you hear most of the music you listen to? (Check one.)
 Broadcast radio (AM/FM) Satellite radio TV music channels CDs/tapes
 MP3 player/iPod* Internet music sites Other: _____
- Do you have a...?
 Cell phone: Yes No
 Landline phone in your home: Yes No
- Do you have access to the Internet? Yes No
- Please use the space below to tell us any comments you have about TV or radio.


To make sure our research represents everyone in your community, the next questions are about you and your household.

- Are you...?
 White Black or African American Other race
- Are you Spanish, Hispanic, or Latino? Yes No
- What is your age? 17 or younger 18-24 25-34 35-54 55+
- Including yourself, how many people live in your home? _____

Please provide all of the information below so that we can send your \$-amount- in cash!

Name: _____ <Unique ID>
 Address: _____ Apt.# _____
 City: _____ State: _____ Zip: _____
 Phone* (____) _____
 *Please provide phone number to ensure delivery.

Please return this questionnaire in the enclosed envelope by <date/year>. Postage has already been paid. You should receive your \$-amount- within 6 weeks of Arbitron's receipt of your completed questionnaire. Thank you!

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Going Forward in CPO Markets

- The “best of both worlds”
- Tried and tested RDD sampling for landline homes
- Address frame to find CPO homes and comply with federal law
- Best combination for higher response rates with solid coverage



Anticipated Percentage of 18-34 In-Tab From CPO

	Landline unweighted in-tab	CPO unweighted in-tab	CPO in-tab as % of demo in-tab
18-24 yrs old	11%	31%	25%
25-34 yrs old	13%	31%	22%
Everyone else	76%	38%	5%



Landline vs. CPO: Persons 12+

Daypart	Landline#	Landline + CPO#	CPO
M-SU 6A-Mid	14.1	14.3	16.0*
M-F 6A-10A	21.6	21.8	22.6
M-F 10A-3P	19.6	20.0	22.7*
M-F 3P-7P	16.2	16.1	17.6*
M-F 7P-Mid	5.9	6.0	7.9*
SA-SU 6A-Mid	10.6	10.9	12.2*

Persons 12+ Sample Sizes: Landline: 2,018, Cell-only: 1,937

* Unweighted comparison of landline vs. CPO at p <.05

Weighted to population estimates





Landline vs. CPO: Persons 18-34

Daypart	Landline#	Landline + CPO#
M-SU 6A-Mid	13.5	14.1
M-F 6A-10A	19.8	20.5
M-F 10A-3P	19.2	20.2
M-F 3P-7P	15.4	15.6
M-F 7P-Mid	6.1	6.3
SA-SU 6A-Mid	10.3	10.8

Persons 12+ Sample Sizes: Landline: 2,018, Landline plus cell- only: 2,246

Weighted to population estimates



CPO: What You Need to Know

- **Target for CPO in the Diary markets will be an average of 10% of the sample target across the aggregate of markets**
 - » Example: If your current 12+ diary target is 1,000, Arbitron will aim for 900 diaries from landline households and 100 diaries from CPO households
- **As noted before, the CPO sample will very likely be far more than 10% of the 18-34 cells**



CPO: What You Need to Know

- We will not be weighting the data by cell phone status
- Population estimates are very limited, at best
- Much of the differences are already covered by other variables
 - » Age/gender
 - » Race/ethnicity



Progress on Our CPO Sampling

- **151 markets in Spring 2009**
- **We have mailed out more than 364,000 surveys to these markets to build the CPO sample pool**
- **Approximately 43% are CPO so far**
- **89% of the CPO persons are supplying their cell phone numbers**
- **15% of responses are coming in via Web, 3% by phone and 82% by mail**



Diary Sample Improvement Steps

Step 2: Increase Visibility of Sample Performance and Establish Sample Benchmarks



Persons 18-54 Diary Market Sample Benchmark

- **Benchmark for Persons 18-54 of an 80 DDI (Designated Delivery Index) became effective with the Fall 2008 survey**
 - » Same metric used to gauge PPM sample size performance
 - » $DDI = (\text{In-tab for persons 18-54} / \text{sample target for 18-54}) \times 100$
- **If the in-tab sample falls below the 80 DDI level in a given market/survey, we will plan steps to lift the in-tab sample above the threshold in subsequent surveys**



Extra Sample for Selected Markets to Boost 18-54 Sample

- **If a market's in-tab consistently falls below the DDI benchmark for Persons 18-54...**
 - » We plan to increase the total Metro sample (Persons 12+) in subsequent quarterly surveys
 - » The sample increase will be designed to produce an 80 DDI or higher among Persons 18-54 in that market



Extra Sample Plans for Winter and Spring 2009

- **Winter 2009**

- » Persons 12+ sample increased in 27 markets based on historical 18-54 DDI sample performance

- **Spring 2009**

- » Increase Persons 12+ sample in 67 markets where historical Persons 12+ fell below target or 18-54 DDI was below 80



Winter 2009 Persons 18-54 DDI

81 Four-Book Markets

Persons 18-54 DDI in 81 Four-Book Markets

	SP08	SU08	FA08	WI09
Average DDI	85.4	85.5	85.0	85.7
# mkts increased DDI		39	37	44
% increased DDI		48%	46%	54%
# mkts below benchmark	13	8	9	7
% mkts below benchmark	16%	10%	11%	9%



Winter 2009 Persons 18-54 DDI

27 Winter Markets With Extra Sample

Persons 18-54 DDI in 27 Extra Sample Markets

	SP08	SU08	FA08	WI09
Average DDI	81.4	82.1	81.7	83.1
# mkts increased DDI		12	13	16
% increased DDI		44%	48%	59%
# mkts below benchmark	11	8	8	4
% mkts below benchmark	41%	30%	30%	15%



Diary Market DDI Benchmark Report Available From Your Arbitron Rep

Persons 18-54 DDI Benchmark Report Diary Service – Winter 2009 Survey

Arbitron has established a sample size benchmark for Persons 18-54 in all diary markets. This benchmark, called Designated Delivery Index (DDI), is based on the same metric we use to gauge our PPM sample size performance. DDI is calculated by dividing the actual delivered in-tab sample size for a given demographic (Persons 18-54, in this case) by the Arbitron target sample size for that demographic and multiplying the result by 100.

The benchmark for persons 18-54 is a DDI of 80. Should the actual delivered sample size performance fall below the 80 DDI level in a given market survey, we will focus our efforts to bring the sample size performance above that threshold in subsequent surveys. Please note the 80 DDI benchmark is NOT the target; the benchmark is meant to denote a level below which we plan to take corrective measures. It is always our goal to meet the target of a 100 DDI.

The average DDI for Persons 18-54 across the 81 Winter 2009 diary markets was 85.7 (up from the 85.0 average for these same markets during the Fall 2008 survey). This means the sample size for Persons 18-54 across the Winter 2009 diary markets exceeded the 80 DDI benchmark by an average of 5.7 points.

Your Market

Persons 18-54 DDI for Winter 2009 survey:

$$\frac{\text{IN-TAB}}{\text{TARGET}} \times 100 = \text{DDI DDI}^*$$

*DDI = P18-54 In-Tab / P18-54 target sample x 100

Steps to Improve Sample Quality

We are taking steps to improve sample quality going forward. We believe the following initiatives will help improve our sample performance:

- **Cell Phone Only Sampling** is taking place in 151 markets in Spring 2009 and we plan to implement it in the remaining diary markets in the continental U.S., Alaska and Hawaii in Fall 2009. Please refer to www.arbitron.com/home/cell_phone_markets.htm for the cell phone-only market schedule.
- **Redirect Cash Incentives from Older to Younger Respondents to Help Improve the 18-34 Sample** Scheduled for all Diary markets in Spring 2009. Starting this spring we plan to redirect cash incentives from homes where all residents are age 35+ to homes with young men 18-34.
- **Second Chance Diary** This initiative gives those who said yes to the Arbitron survey but did not return diaries a "second chance" to participate in the next survey period. We saw improvements in response rate and sample proportionality in Spring 2008 when we implemented Second Chance Diary in all continuously measured markets.
- **Young Male Promised Incentive (YMPI)** This initiative was implemented in Spring 2008 and it gives \$10 to everyone who returns a diary from a household with a Male 18-34. YMPI is now in 140 non-continuously measured markets where M18-34 proportionality is less than 60 (averaged across two surveys).

(continued)

Arbitron's Plans in Markets Where the Sample Size for Persons 18-54 Falls Below the Benchmark

When a market's in-tab consistently falls below the DDI benchmark for persons 18-54, we plan to increase the sample (Persons 12+) in subsequent surveys by an amount estimated to produce an 80+ DDI among Persons 18-54 in that market.

- **Winter 2009** We ordered extra sample in 27 markets by an amount we estimated would produce an 80+ DDI among persons 18-54 in each respective market.
- **Spring 2009** We ordered extra sample in 67 markets where the historical sample performance for Persons 12+ fell below the target or where 18-34 sample size was below the 80 benchmark and we had not yet scheduled to implement cell phone-only sampling for the spring survey.

Note: If the sample quality initiatives we have introduced work as we hope and 18-34 DDI performance rises accordingly we may not need to continue placing extra sample to maintain 18-54 in-tab.

Now for Spring 2009: Persons 18-34 DDI Benchmark

Arbitron announced a Persons 18-34 benchmark for Diary markets during the most recent Radio Advisory Council meeting. This Persons 18-34 Benchmark begins with the current Spring 2009 survey. During the Spring 2009 through Winter 2010 surveys the Persons 18-34 benchmark will be a 70 DDI. The Benchmark will step up to an 80 DDI starting with the Spring 2010 survey.

For further information regarding the diary market 18-54 Benchmark or any other Sample Performance Initiatives, please call:

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Market	Sample Size	DDI	Market	Sample Size	DDI
Atlanta	1,000	85.0	San Francisco	1,000	85.0
Boston	1,000	85.0	Seattle	1,000	85.0
Chicago	1,000	85.0	Wash. DC	1,000	85.0
Dallas	1,000	85.0	Phoenix	1,000	85.0
Denver	1,000	85.0	Portland	1,000	85.0
Detroit	1,000	85.0	San Diego	1,000	85.0
Houston	1,000	85.0	San Jose	1,000	85.0
Los Angeles	1,000	85.0	San Antonio	1,000	85.0
Minneapolis	1,000	85.0	St. Louis	1,000	85.0
New York	1,000	85.0	Tampa	1,000	85.0
Oakland	1,000	85.0	Wichita	1,000	85.0
Philadelphia	1,000	85.0	Yonkers	1,000	85.0
Pittsburgh	1,000	85.0			
Portland	1,000	85.0			
San Antonio	1,000	85.0			
San Diego	1,000	85.0			
San Jose	1,000	85.0			
Seattle	1,000	85.0			
St. Louis	1,000	85.0			
Tampa	1,000	85.0			
Wichita	1,000	85.0			
Yonkers	1,000	85.0			





New Persons 18-34 Benchmark

- **Arbitron announced a Persons 18-34 benchmark for Diary markets following the most recent Radio Advisory Council meeting**
- **Persons 18-34 benchmark begins with the current Spring 2009 survey**
- **Persons 18-34 benchmark**
 - » 70 DDI from the Spring 2009 — Winter 2010 surveys
 - » Steps up to an 80 DDI starting with the Spring 2010 survey



Diary Sample Improvement Steps

Step 3: Young Male Promised Incentive



Young Male Promised Incentive

- **The Young Male Promised Incentive (YMPI) is additional money for people in homes with a Male 18-34**
 - » Cash is still sent with the diary package
 - » \$10 extra to everyone in a Male 18-34 household who returns a diary
- **Spring 2008**
 - » Implemented in 117 two-book markets (Standard and Condensed)
- **Fall 2008 and Spring 2009**
 - » 23 markets added
 - » 140 total



Young Male Promised Incentive Helped to Improve Proportionality

Proportionality in YMPI Markets

	Fall 2007 Before YMPI	Fall 2008 With YMPI	Points Gained
M 18-24	46.0	52.5	+ 6.5
M 25-34	57.1	59.2	+ 2.1



Diary Sample Improvement Steps

Step 4: Redirecting Cash Incentives to Boost 18-34 Sample Size



Redirecting Cash Incentives to Boost 18-34 Sample Size

- **Effective Spring 2009**
- **Reduce cash incentives for people in homes with Persons 55+ only**
- **Redirect funds to maintain Young Male Promised Incentive in Spring 2009 cell-phone-only markets**
- **Enabled by household enumeration implemented in Winter 2008**
 - » Identify demographic characteristics of household members



Diary Sample Improvement Steps

Step 5: Second Chance Diary



Second Chance Diary



- **Gives those who agreed to participate, but did not return diaries, another chance to participate**
 - » Asked to participate (second chance) 6 weeks later
- **Second Chance Diary added in all continuous Metros in Spring 2008**
- **In markets where Second Chance Diary was implemented, we saw some gains in response rates and proportionality among young adult, Black and Hispanic sample**



Implementation Milestones Diary Market Sample Improvement



Diary Market Sample Quality Milestones

Initiatives	Spring 2008	Summer 2008	Fall 2008	Winter 2009	Spring 2009	Summer 2009	Fall 2009
Extra Sample	Sample increase in 47 two-book markets			Extra Sample in 27 Markets	Extra Sample in 67 Markets		
Cell-Phone-Only Sampling					Cell-Phone-Only Sampling in 151 Markets		Cell-Phone-Only Sampling in 288 Markets
Second Chance Diary	Second Chance Diary in all four-book markets						
Young Male Promised Incentive	Young Male Promised Incentive in 117 two-book markets		Young Male Promised Incentive expanded to 140 two-book markets		Young Male Promised Incentive retained in 140 two-book markets		
Benchmarks			Persons 18-54 Benchmark Introduced		Person 18-34 Benchmark Introduced		
Redirecting Cash Incentives					Redirecting Cash Incentives to Boost 18-34 Sample Size		



Diary Market Sample Quality Communication Timeline

	1Q 2009	2Q 2009	3Q 2009	4Q 2009
Client Presentation on Sample Performance	Fall 2008	Winter 2009	Spring 2009	Summer 2009
DDI Reports	Fall 2008 DDI Reports	Winter 2009 DDI Reports	Spring 2009 DDI Reports	Summer 2009 DDI Reports
Cell Phone Only	Cell-Phone-Only Sampling webx		Results of Spring 2009 Cell-Phone-Only Sampling	



Raising the Bar on Sample Quality

- **Cell-Phone-Only** sampling happening right now in 151 markets and all diary markets in the 50 states are scheduled for Fall 2009
- **Commitment to further improvements in transparency and communication on sample performance**
- **Stepping up benchmarks: adding Persons 18-34 in addition to Persons 18-54**



Where to Go for Answers

- **About this presentation**

- » Bill Rose – bill.rose@arbitron.com / (212) 887-1327

- » Ed Cohen – ed.cohen@arbitron.com / (410) 312-8592

- **Contacts for service/training**

- » www.arbitron.com/who2call/map_radio.htm

- **About the Diary service in general**

- » diaryquestions@arbitron.com