

Measuring the Unmeasured Television Viewer

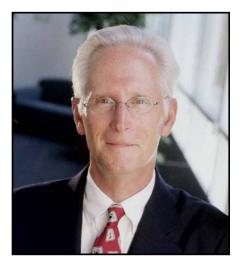
Council for Research Excellence Nonresponse Bias Study







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Survey Nonresponse: The Biggest Problem

- Declining response rates all over the industrialized world cast doubt on survey estimates.
 - Is there a response bias?
 - Is there a difference in behavior among responders and non responders?
- Audience research is a prime example.
- Do non-cooperators use media differently?





Council for Research Excellence

- The CRE consists of 35+ senior research professionals who are all Nielsen clients
- Represents advertisers, agencies, networks, cable companies, stations
- Funded by Nielsen but works as an independent think tank
- Conducts research on what CRE judges to be of industry wide importance
- The \$2.1 million CRE research reported here represents the state of the art in nonresponse bias investigation



Council for Research Excellence Study Design

- Survey TV audience measurement of both former cooperators and non-cooperators
- Ask detailed questions about viewing, lifestyles, household characteristics, equipment.
- Compare former cooperators and non-cooperators on identical, contemporaneous measures.

- Multi-mode, multi-wave data collection by The Nielsen Company and RTI International.
- Achieve high response rates among cooperators and non-cooperators.
- Independent evaluation of methods and data by University of Michigan team led by Robert Groves.
 - Included Frauke Kreuter and Caroline Casas-Cordero University of Maryland; Ashley Bowers University of Michigan; Peter Miller Northwestern University



Nielsen Meter and Diary Samples

- Focus on people meter respondents and contemporaneous non-respondents shortly after respondents left panel.
- Focus on diary respondents and non-respondents shortly after diary sweeps period.



Study Design for Meter Sample

- Study Design Meter
- Sample -2,300 originally designated households (Basics) (Apr -Sept '07)
 - Questionnaire 100-item questionnaire booklet
 - Target respondent: Head of household
 Data Collection -Mail, web, & face-to-face. June, 2007- April, 2008.
 - -- Response Rate: Cooperators, 95%, Noncooperators, 62%.





Study Design for Diary Sample

 Sample -9,000 Mailables and Unmailables (Nov '06, Feb '07 cycles)

Questionnaire

- 100-item questionnaire booklet
- Target respondent: Head of household
- Data Collection -Mail, web, face-to-face, & telephone June 2007-May 2008
- Response Rate: Cooperators, 90%+. Non-cooperators, 20-85%.
 - Low response rate in unmailable group including sample points not necessarily households



Findings: Demographic Analysis

Meter

Household income higher, household size smaller for non-cooperators

Diary

Non-intabs have larger household size, more children; more likely to be renters

Non-intabs more likely to be Black, younger



Findings: Viewing Equipment



Non-cooperators more likely to have cable, DVR, big screen TV

Non-cooperators have more TVs

• Diary

Non-intabs more likely to have digital cable, satellite TV, DVR, big screen TV

Non-intabs more likely to have computer, high speed Internet



Findings: Viewing Styles



Non-cooperators have more unplanned viewing, more visitors

• Diary

Non-intabs have more unplanned viewing, more visitors

Non-intabs more likely to watch TV in groups





Findings: Other activities

Meter

Non-cooperators spend less time listening to radio

• Diary

Non-intabs spend less time at home, more time listening to radio



ARF

Findings: Daypart Analysis

• Meter Household Viewing

Non-cooperators higher 8-11 pm

Meter Person Viewing

No differences across dayparts

Diary Household Viewing

Non-intab higher 11pm-2am

Diary Person Viewing

Non-intab lower 4-8 pm; higher 11pm-2am



Findings: Broadcast Network Analysis



No differences across networks

Diary

Non-intab lower for CBS and NBC, higher for Univision



ARF

Findings: Cable Network Analysis

Meter

Non-cooperators higher for CNN, HBO

• Diary

Non-intab higher for BET, Cartoon, HBO and MTV



ARF

Conclusions

- This study revealed more about unmeasured viewers than any other effort.
- The University of Michigan evaluators refer to the study as "state of the art" in nonresponse bias investigation.
- Nielsen is taking lessons from the study to modify operations.
- Findings from this study will be combined with findings from new CRE research on media related universe estimates to be released later this summer.





Non Response Research Learning Objectives

- Do lower response rates result in a non response bias in the measurement?
- Can insights from this research be used to improve response rates?
- Can additional weighting controls reduce non response bias?
- Doing everything possible to increase response rates remains a crucial goal



Next Steps in the Research Program

- Need to further explore these notable differences between cooperators and non-cooperators:
 - -- media equipment
 - -- viewing styles and attitudes
- Need to measure differences among current meter sample cooperators who agree or disagree to have computer viewing monitored



Non Response Committee Members

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- Susan Cuccinello
- David Gunzerath
- George Ivie

- Norm Hecht
- Beth Rockwood
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