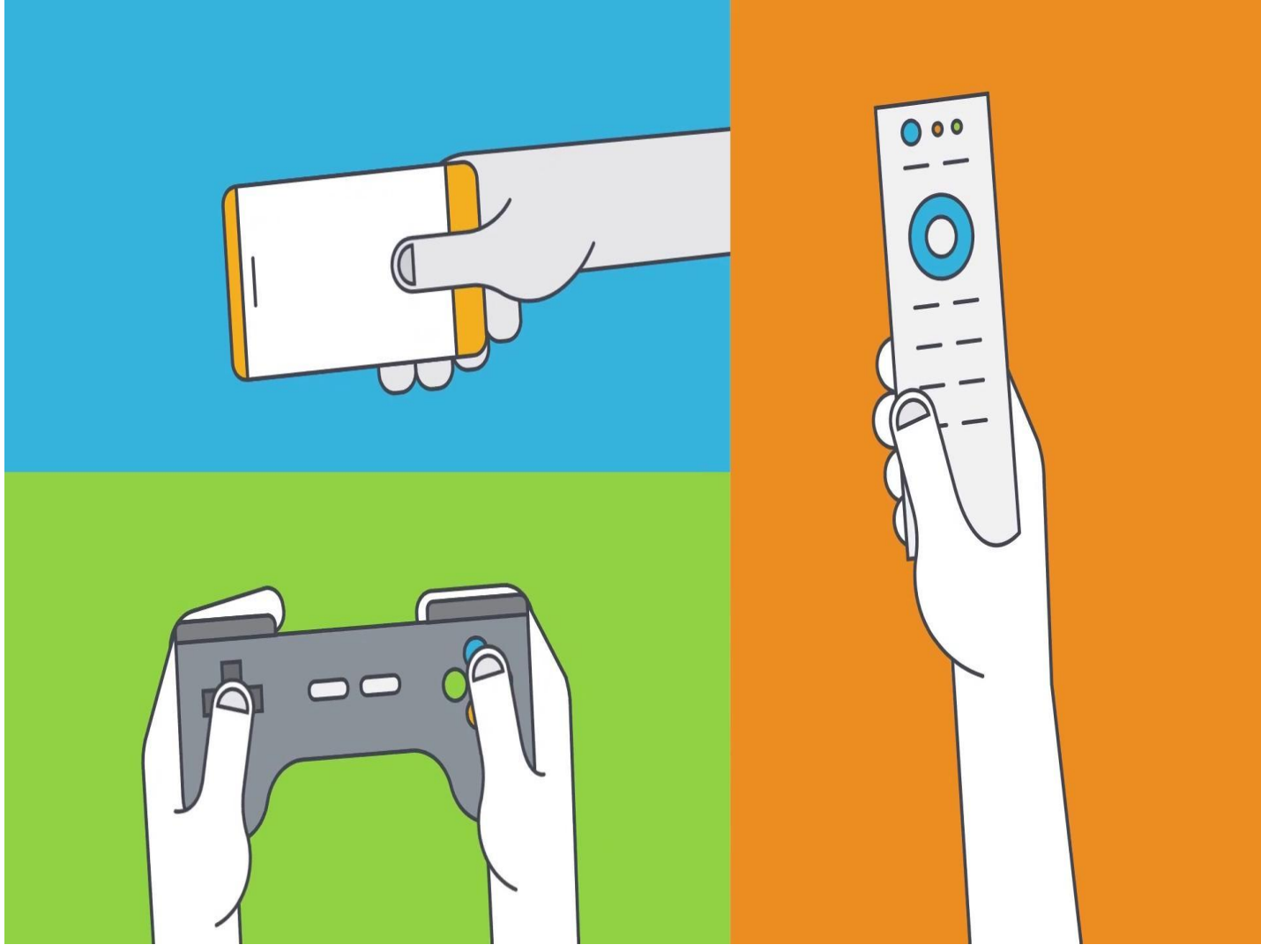




# Testing Remote Recruitment in a TV Measurement Panel

MPSM Webinar

February 10, 2021



# Methods in the Video

“Your Voice Matters”



Social Exchange

“Your household is invited”



Area Probability Sampling

“A Representative will provide everything you need.”



Mixed Mode including  
In-person

“You’ll receive thank you gifts”



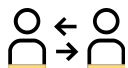
Ongoing Incentives



### Pre-Recruitment Mailings



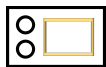
**The PreRecruitment Survey (PrePack)**  
Basic survey demos to facilitate a more fruitful in-person recruitment



### In-Person Recruit



**The Membership Representative (MR)**  
The MR recruits the home in-person & collects survey data on household and media consumption devices



### In-Person Install



**The Field Representative (FR)**  
The FR installs and maintains equipment and coaches the home in-person.

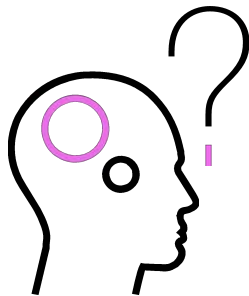




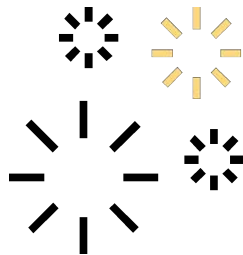
# Research Questions

- Q1** Can we remotely recruit and install meters for the TV panel?
- Q2** Do digital advertisements hurt traditional mail recruitment?
- Q3** Does push to web help recruit younger demos?
- Q4** Can we use paradata to monitor web survey performance in real time?
- Q5** Do we have any areas for improvement post live test and qualitative testing?

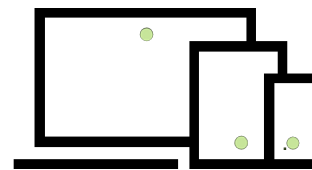
# Our Journey



**Transformation from  
in-person**



**PreTest, re-prettest,  
ask your friends to  
do it, and pretest  
again**



**We have Web  
Recruitment Survey  
Test Results!**



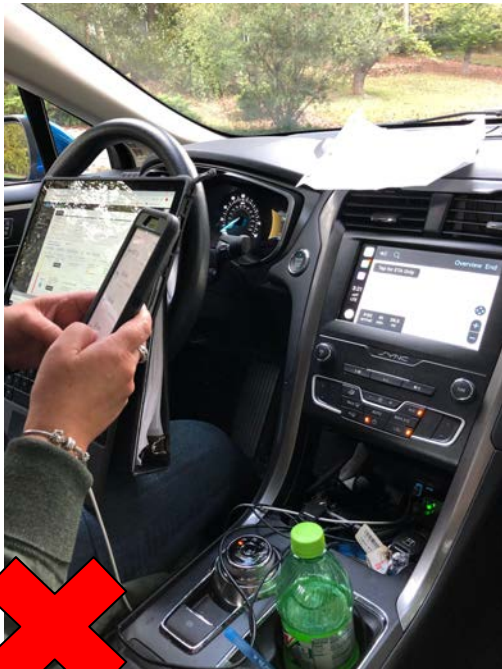
# TRANSFORMATION FROM IN-PERSON



To start.....

# Membership Reps

From knocking on doors to making phone calls



# Field Reps

From in the home to in the driveway or video call



*New telephone scripts*

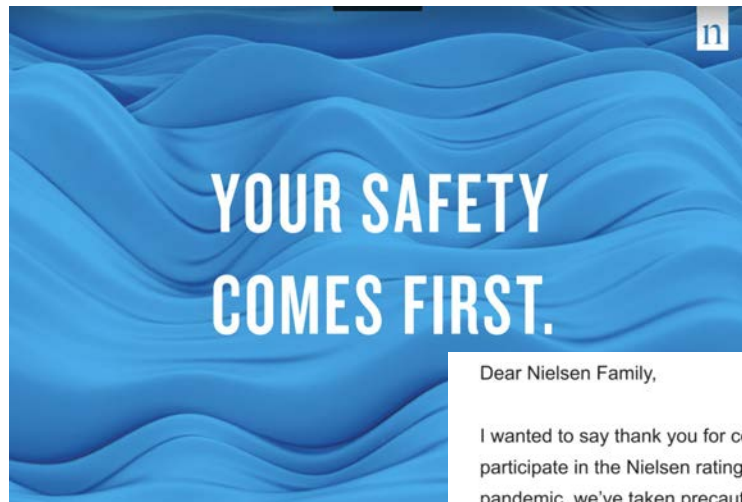
*New self installation materials*



*Mixed Mode Web Test*

# New Challenges

- Training
- Morale of Field Staff
- User Experience of Meter Install
- Keeping Nielsen Staff and Panelists Safe
- Designing a mixed mode recruitment methodology



Dear Nielsen Family,

I wanted to say thank you for continuing to participate in the Nielsen ratings. Due to the pandemic, we've taken precautions to keep our representatives and homes safe, so we've had to work together in new ways. Through it all, you've been incredibly flexible and we appreciate it—you're essential to what we do. That's why we're donating \$10,000 on behalf of all Nielsen homes to AmeriCares, which is delivering critical supplies and providing mental health resources during this time. We're looking forward to working with you more in the future.

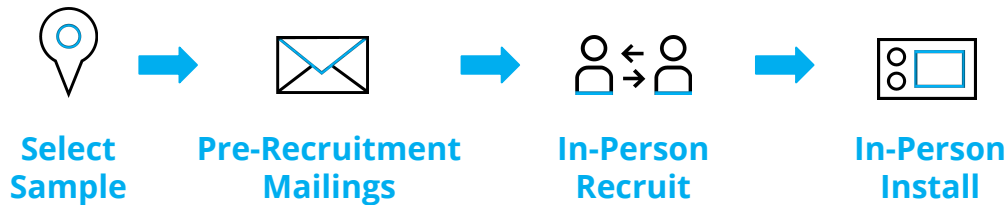


**David Kenny**  
Chief Executive Officer & Chief Diversity Officer  
Nielsen

# BRINGING IN NEW PANEL HOMES - CURRENT AND FUTURE

Transforming from an in-person centric approach to a multi-mode approach that leads with remote methods

## Current Approach



## Future Multi-Mode Approach

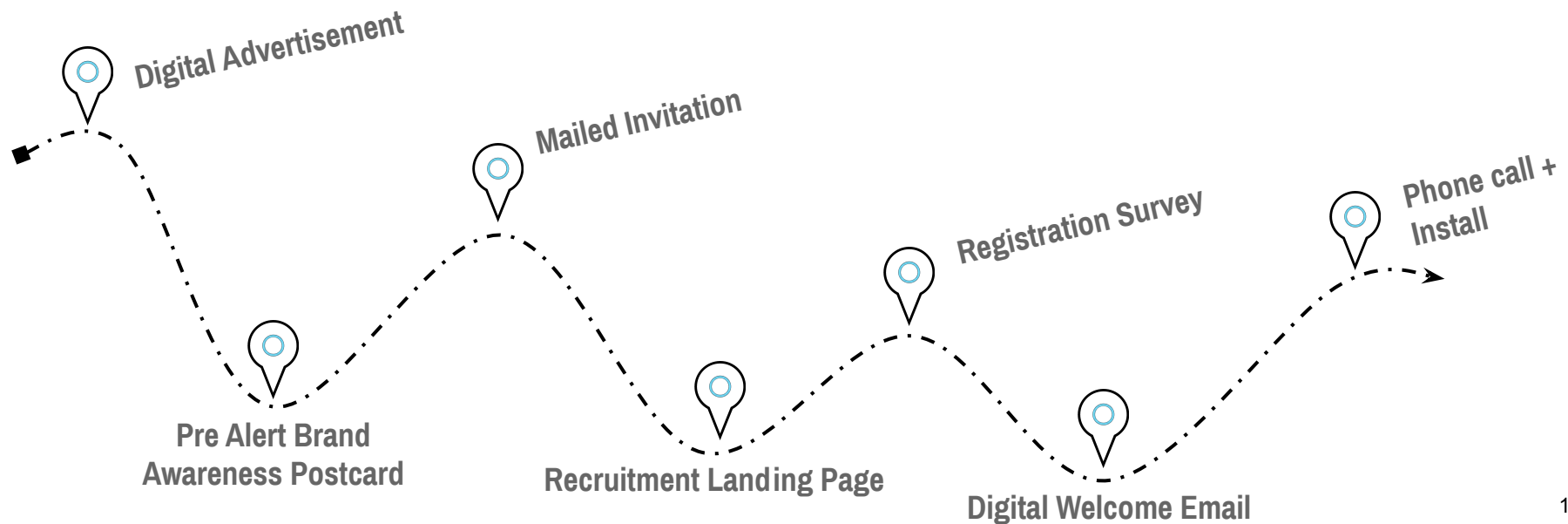


# Web Test Methodology



## Test Approach

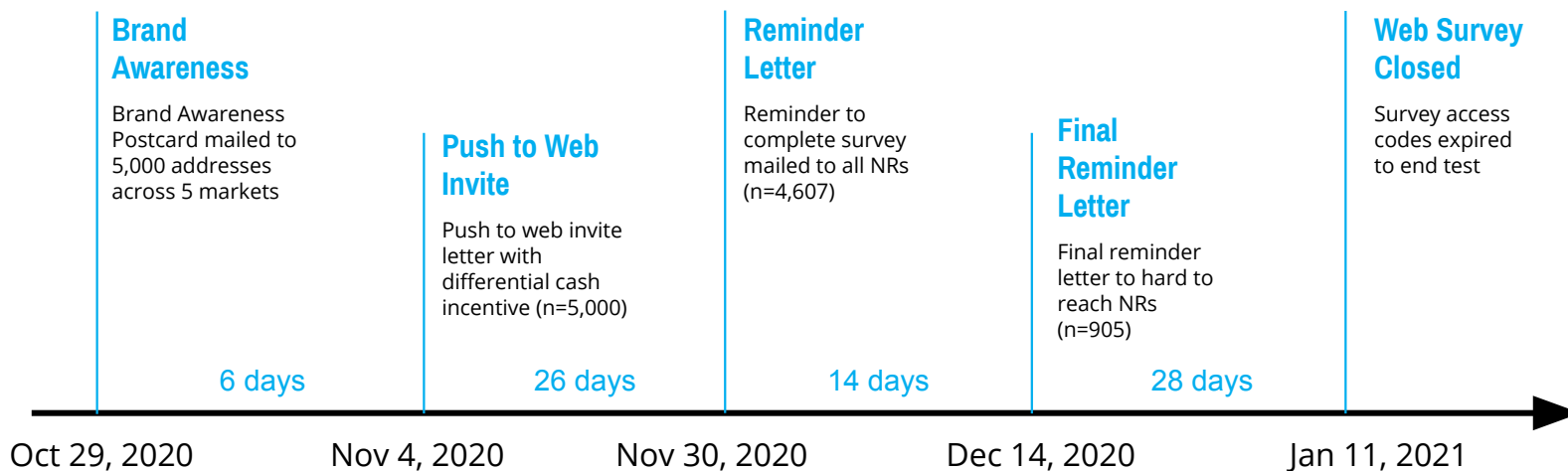
- Selected 5,000 addresses across 5 test markets
- Matched to email addresses for R&D purposes
- Sent mail invites and email follow ups for panel web recruitment
- For web agrees, collect additional info and send meters for remote installation



# Web Test Approach

Selected 5,000 addresses across 5 test markets

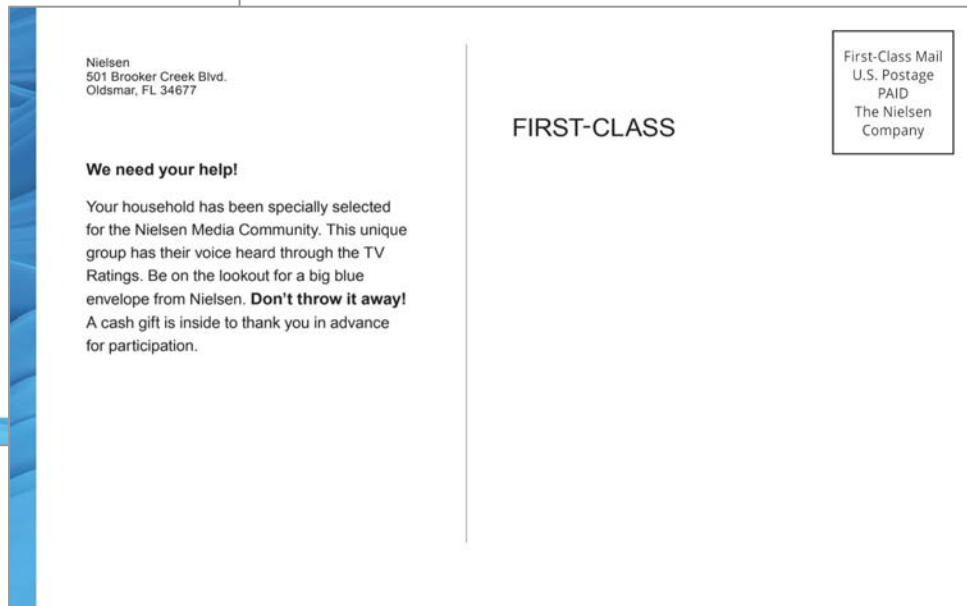
- Matched to email addresses for R&D purposes
- Digital Ad Campaign in 2 of the 5 markets
- Sent mail invites and email follow ups for panel web recruitment
- Offered differential incentives up front and for survey completion
- For web agrees, collect additional info and send meters for remote installation



# Why Mail push to Web?

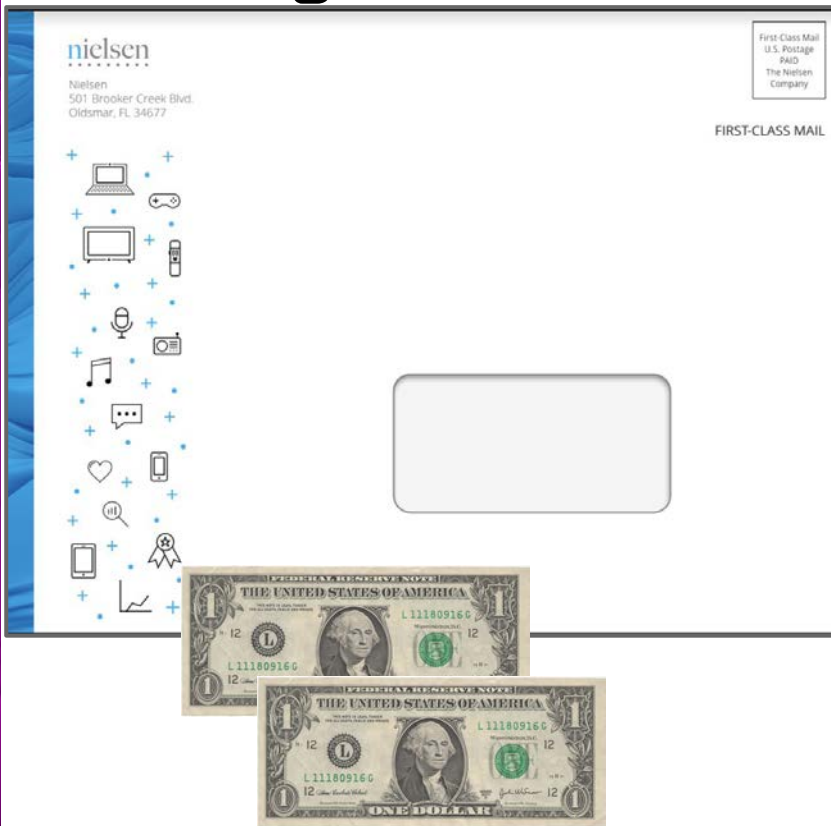
- TV Audience Measurement Panel is probability-based
- No centralized frame of email addresses to send web survey
- Address lists have best coverage
- Potential cost savings of an online survey
- Possibility to include non contingent cash incentive
- Web has been shown to bring in younger demographics

# Mailing 1: Brand Awareness Postcard





# Mailing 2: Mail Push to Web Invite



## Frequently Asked Questions

**What is the Nielsen Media Community?**  
The Nielsen Media Community is an exclusive group of people invited to be a part of the research that helps shape the future of media. When you join this community, your viewing choices are measured by Nielsen—whether you watch a little, a lot, or not at all. Your choices are anonymously combined with the rest of the Nielsen Media Community and reported as the Nielsen TV ratings.

**How do I join?**  
By filling out our online survey described in your welcome letter, you will be taking the first step in sharing your unique viewing choices with us. Next, we'll provide you with easy-to-install Nielsen technology that measures your viewing behavior so your choices count in the TV ratings. You'll receive ongoing monetary thank-you gifts for your participation. Joining is easy: complete the survey, install our technology, watch TV like you normally do, and help shape the future of TV programming and advertising.

**Who is Nielsen?**  
We're a trusted technology and research company that's measured what real people watch and listen to for over 50 years. We measure everything from your favorite networks to the latest series that's streaming to daily podcasts. If you can see or hear it, we want to know about it. We use this information to produce the Nielsen ratings. The media industry relies on the ratings to understand what's important to people like you.

...continued

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nielsen

nielsen

nielsen  
501 Brooker Creek Blvd.  
Oldsmar, FL 34677

First-Class Mail  
U.S. Postage  
PAID  
The Nielsen Company

FIRST-CLASS MAIL

<<DATE>>

<<t\_addr1>> <<t\_addr2>>  
<<n\_city>>, <<n\_de\_cd>> <<t\_zip>>

Dear [NAME],

Your household is invited to be part of the Nielsen Media Community!

This research opportunity will allow you to influence the future of media by being counted in the TV ratings. Sharing your unique viewing choices today helps determine TV programs and advertising seen tomorrow. No matter how little or how much you watch TV, or stream shows and movies, we want you to participate.

We've asked people like you to be represented through our research for over 50 years. The Nielsen Media Community includes all types of people and your address was scientifically selected to represent your community. Once you're eligible to participate by filling out our online survey, you'll receive a \$50 or \$75 thank-you gift and then ongoing gifts for participating.

Get started by following the steps below and completing the online survey:

- Visit our website: [nielsen.com/join](http://nielsen.com/join)
- Enter this personal code and your zip code to log in

**PERSONAL CODE**

- Complete the survey

If you have any questions, please call (toll free) NUMBER AND EMAIL. Your participation will never cost you anything, and no one will try to sell you anything. With your help, together we can drive the future of advertising and TV programming.

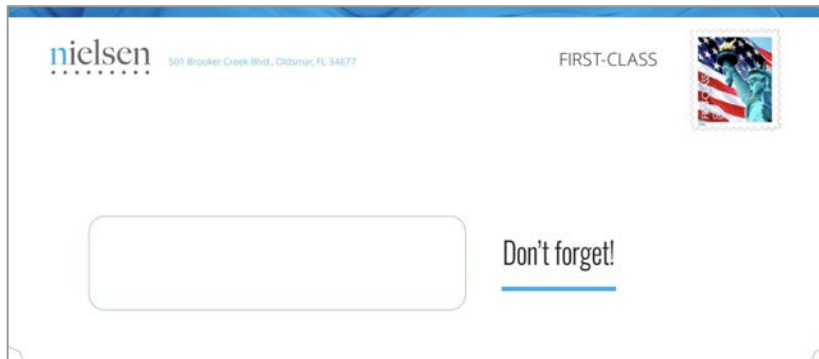
Thank you,  
*Malinik Mazumdar*  
Malinik Mazumdar  
Chief Research Officer  
Nielsen

P.S. We've enclosed a cash gift as a token of our appreciation for taking the time to read this letter. Also included is a FAQ in case you have any questions.

Enclosure <xxx> / <xxx>

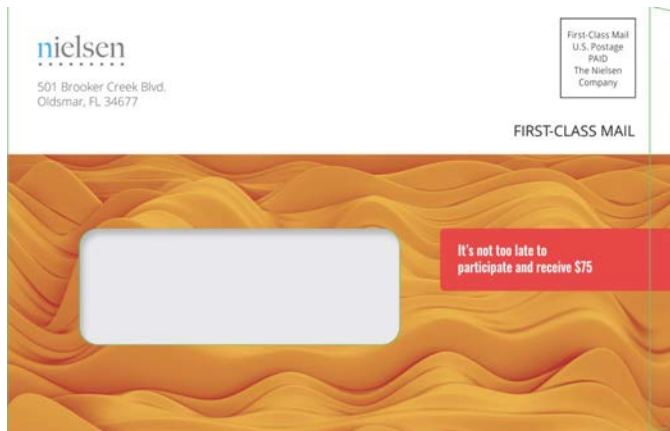
501 Brooker Creek Boulevard • Oldsmar, FL 34677

# Mailing 3: Reminder



# Mailing 4: Second Reminder for Hard to Reach

## (From sample file auxiliary data)



### Hispanics make a difference

**When Hispanic families participate in the Nielsen Media Community, they can really make a difference!**

Hispanics are the fastest growing ethnic group in the U.S. and it's important to include your media choices in the ratings. Advertisers, TV stations, and networks rely on Nielsen's information to help shape the future of media and decide what content to offer you. When you participate in the Nielsen Media Community, you are representing the viewing habits and preferences of families like yours in your area.

**Your viewing counts**  
No matter how often you watch TV, what programs you watch or in what language, your viewing choices matter. We invite you to be a part of the Nielsen Media Community so your voice can be heard and counted in the ratings.

### Los hispanos marcan la diferencia

**Cuando las familias hispanas participan en la Comunidad de los medios de comunicación de Nielsen, verdaderamente pueden marcar la diferencia!**

Los hispanos son el grupo étnico de más rápido crecimiento en los Estados Unidos y es importante incluir sus opciones en medios de comunicación en los ratings. Los anunciantes, las estaciones de televisión y las redes confían en la información de Nielsen para ayudar a dar forma al futuro de los medios y decidir qué contenido ofrecerle. Cuando participa en la Comunidad de los medios de comunicación de Nielsen, está representando los hábitos televisivos y las preferencias de familias como la suya en su área.

**Lo que ve cuenta**  
Independientemente de la frecuencia con la que vea la televisión, los programas que vea o en qué idioma, sus opciones son importantes. Le invitamos a formar parte de la Comunidad de los medios de comunicación de Nielsen para que su voz se escuche y para que cuente en los ratings.



nielsen

<<DATE>>

<<t\_addr1>> <<t\_addr2>>  
<<n\_city>> <<n\_de\_cd>> <<t\_zip>>

Dear [NAME],

Your household is invited to be part of the Nielsen Media Community!

This research opportunity will allow you to influence the future of media by being counted in the TV ratings. Sharing your unique viewing choices today helps determine TV programs and advertising seen tomorrow. No matter how little or how much you watch TV, or stream shows and movies, we want you to participate.

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**PERSONAL CODE**

- Complete the survey

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Thank you,  
*Maihak Mazumdar*  
Maihak Mazumdar  
Chief Research Officer  
Nielsen

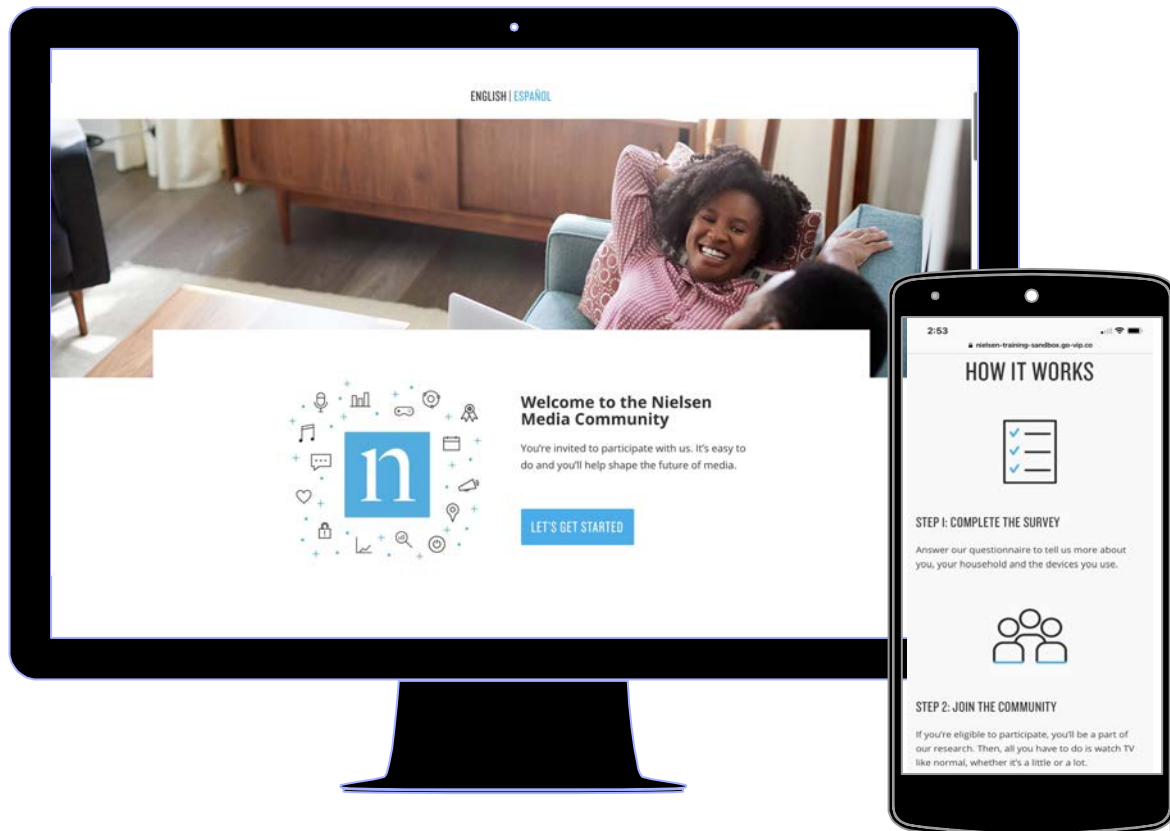
P.S. We've enclosed a cash gift as a token of our appreciation for taking the time to read this letter. Also included is a FAQ in case you have any questions.

Enclosure <xxx>> / <xxxx>>

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# Recruitment Website

nielsen.com/join



# Recruitment Survey

nielsen.com/join

mediacommunity.nielsen.com/panelsrecruitment/panels-recruitment

ENGLISH

**Log in to take the registration survey now!**

**Access Code**  
Please enter the access code included on the invitation sent to you.

**Zip Code**

I have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

[Need Help?](#)

I'm not a robot

SUBMIT

2:33

**Hooray, we're so glad you're here!**

This is your opportunity to **take part, be heard, and shape the future** of what you watch or stream. It doesn't matter how much or how little you watch TV, or stream shows and movies, we want to represent all types of viewers.

**Participating is Rewarding!** For completing the registration survey, you'll receive **\$75**. And in the first year, you could earn **\$375** or more for participating in the Nielsen Media Community.

**Being selected is a unique opportunity!** To fully participate, we will help you install Nielsen technology at your TVs. Our technology detects audio from the TV to measure your viewing behavior and sends data back to us so your choices count in the ratings. You can participate with us for up to 5 years.

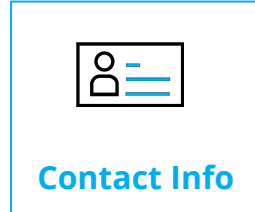
Let's do this!

# The Survey Design

- SurveyJS open source software
- Mobile-friendly
- Responsive to device type
- Secure login
- English and Spanish toggle
- Focus on key information to recruit a household, weighting, and reporting characteristics



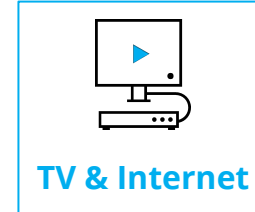
- Address
- Marketing
- Moving
- Working TV
- Media Affiliation



- Resp name
- Phone #
- Email



- Core messages
- Incentives \$\$
- More survey!



- Internet access/type
- Number of TVs
- Internet enabled



- HoH
- Relationship
- Sex
- Ethnicity
- Race
- Birth place
- Language
- Education



- Membership
- Privacy
- Children's Privacy

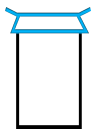


**PreTest, re-pretest, ask your  
friends to do it, and pretest  
again**



# Beginning with the end...

Our Goal:



**RECEIVE  
SELF INSTALL KIT,  
DO PREP WORK**



**VIRTUAL INSTALL  
CALL**



**REMOTE INSTALL  
COMPLETE**

Do it yourself:

“As is, I don't think this is something my grandma, or even my non-tech dad could set up.”



Unexpected lights on the meter made participants “very frustrated”

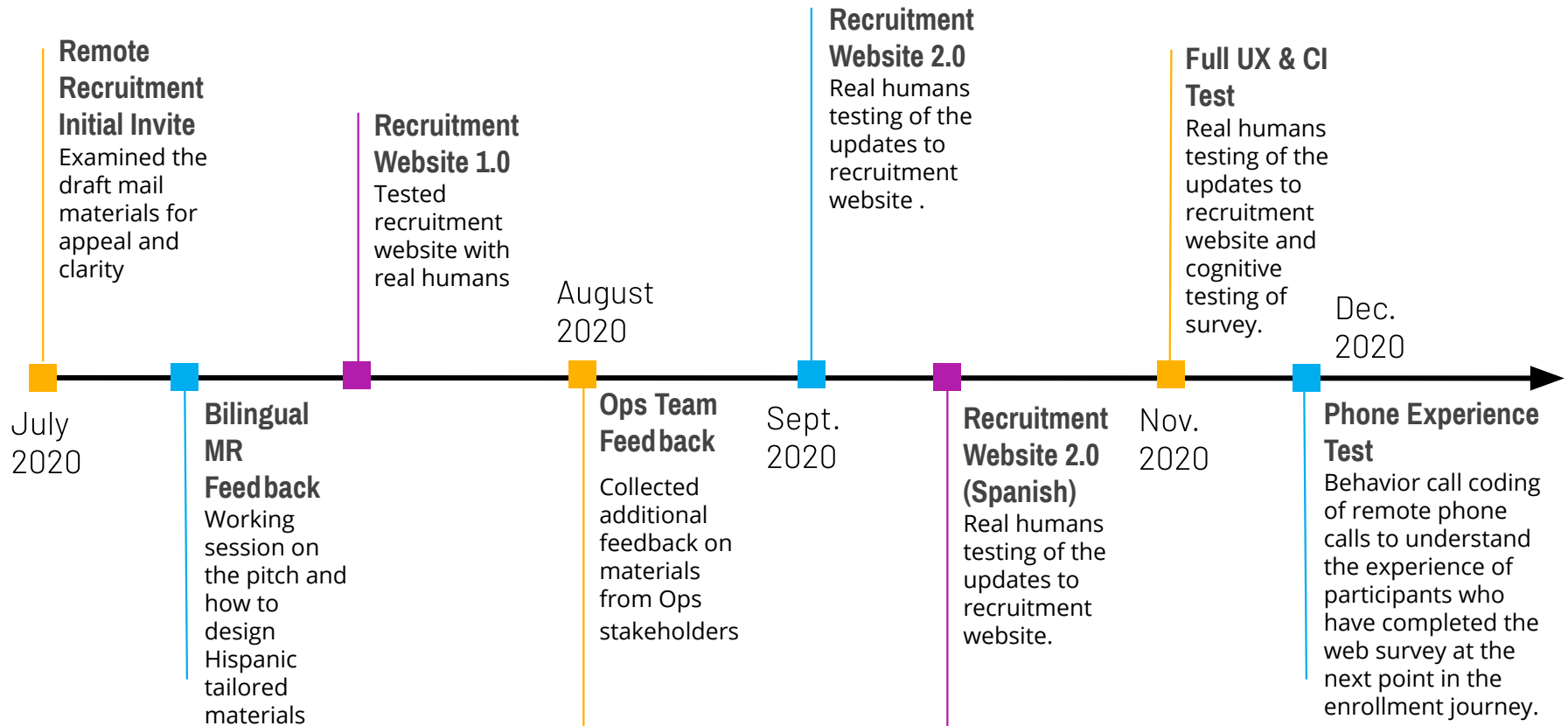


Instructions look “menacing”

# Clearly labeled technology



# Web Test Qualitative Testing



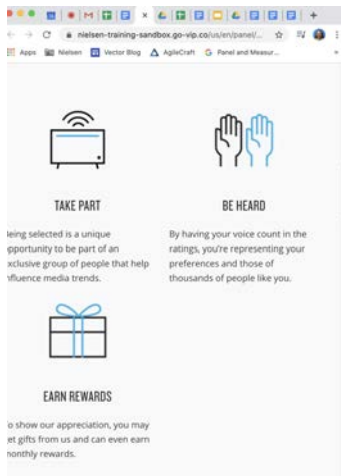
# Interactive Pre Testing of Web Test Materials

## Mailed Materials

*"There's nothing that screams 'urgent' [it's very calming]"*

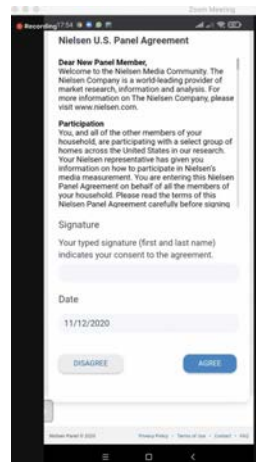


## Website



*Multiple participants thought the video should be placed earlier on the webpage, typically requesting to move it to the top.*

## Survey



*Participants experienced usability issues when viewing and signing more than one agreement, which led to confusion and perceived survey errors. After reading the agreements, three participants said that they would consider dropping out of the survey.*

**All builds up to Live Field Test**

# Preliminary Web Recruitment Test Results!

# WEB RECRUIT AND INSTALL TEST



## Sample Design and Approach

- Multi-stage area probability design.
- 5,000 addresses selected across 5 markets.
- Third party data appended to the sample file and used to differentially incentivize.



## Recruitment and Installation

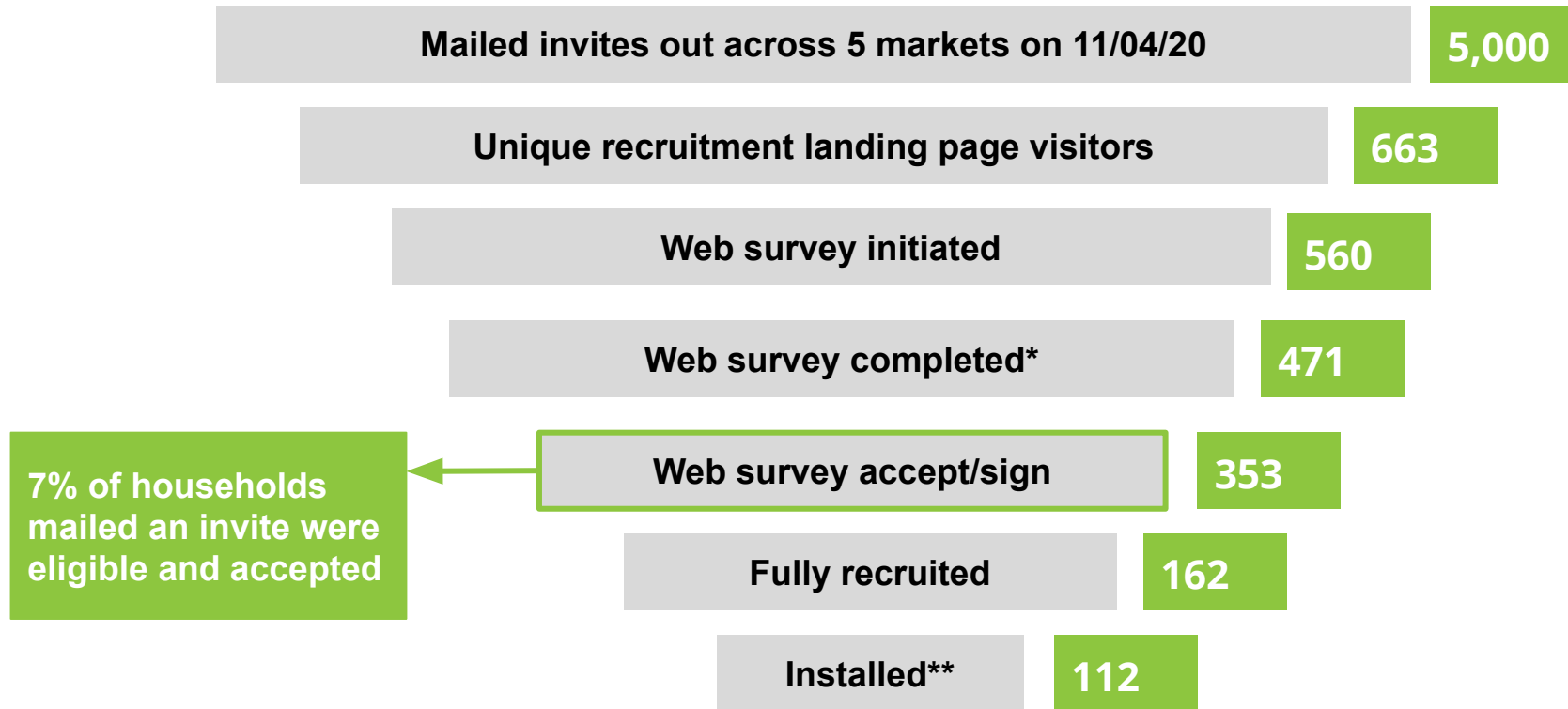
- Mail multiple communications introducing Nielsen and inviting household to sign up online to participate in the Nielsen Media Community panel.
- For those who are eligible and agree, use remote meter installation process to install home in the panel.



## Analysis

- Evaluate effectiveness of web recruitment approach (initial acceptance rate, demos)
- Analyze impact of recruitment communications on overall success and performance of web recruitment site (breakoffs, completion times, etc.)

# Fully Remote: From Recruitment to Install



\*Includes Accept, Ineligible and Refused.

\*\*Note: Number of installed homes in the test was impacted by inventory/equipment issues.



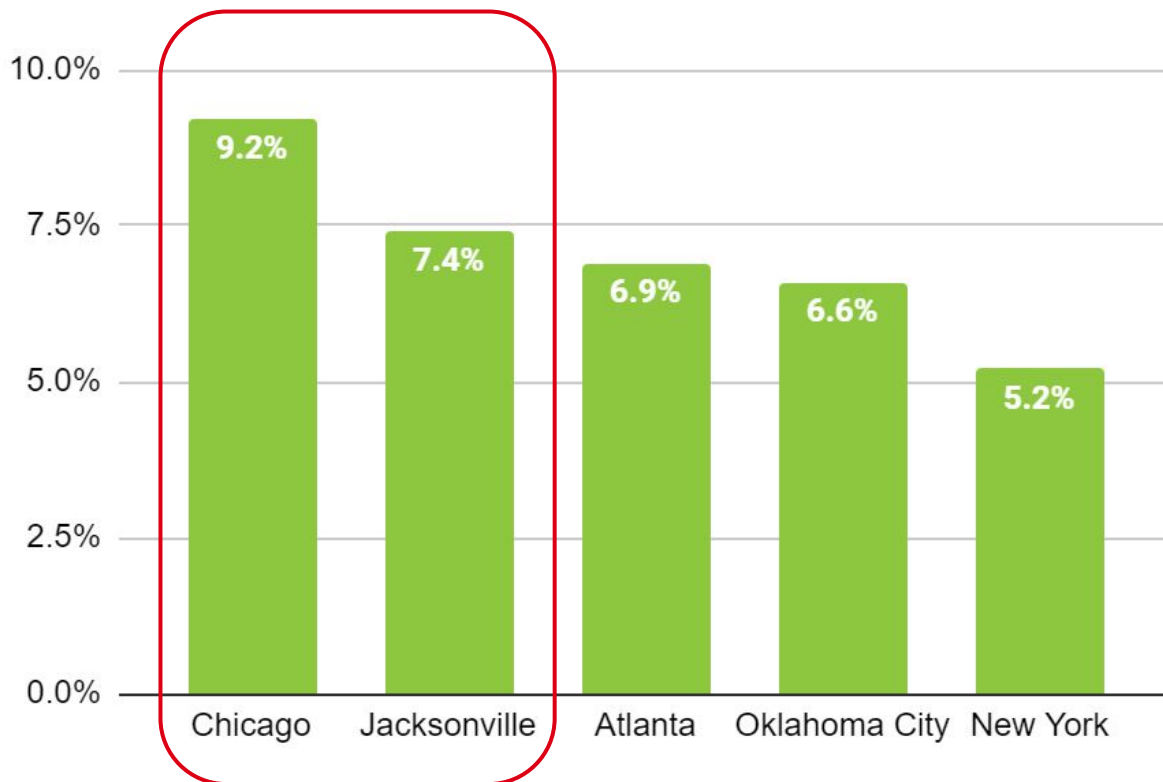
# Effect of Digital Ads on Cooperation Rates

Low brand recognition among younger demos

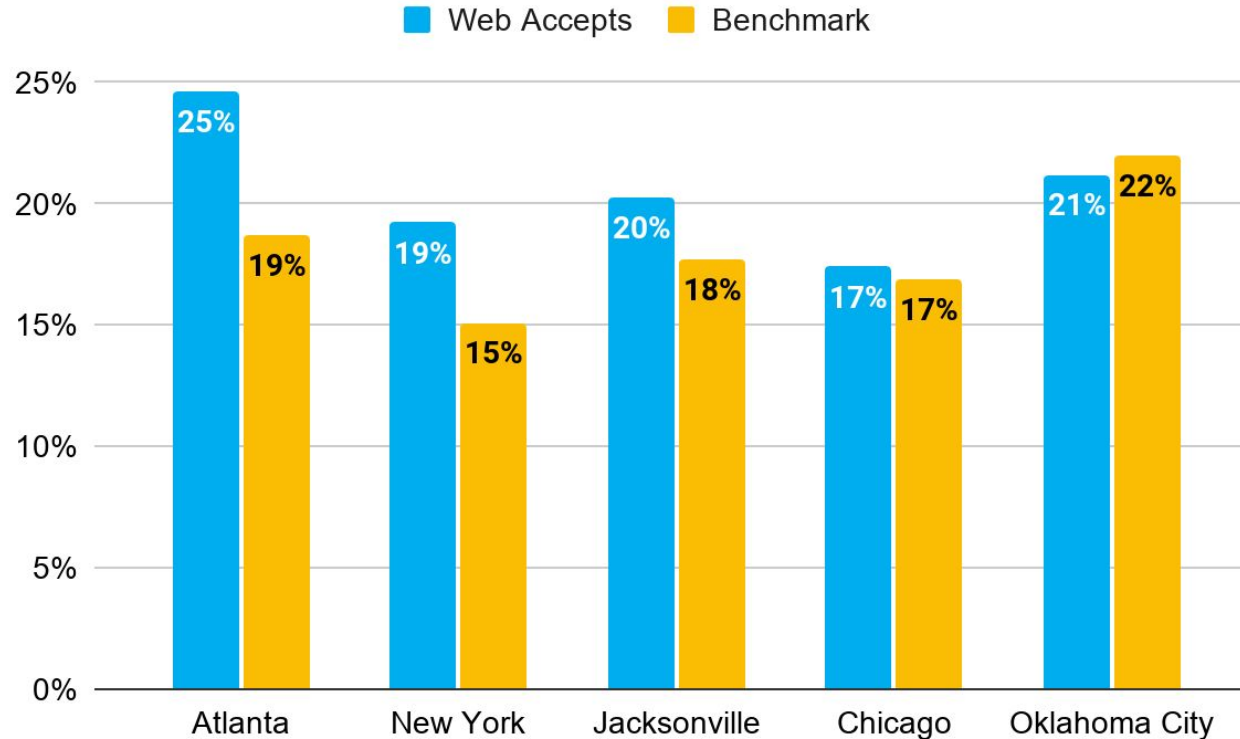
Digital Ad Campaign in 2 of the 5 test markets

Ads ran two weeks in advance of mail invite through end of test

Geotargeted by zip codes in sample file



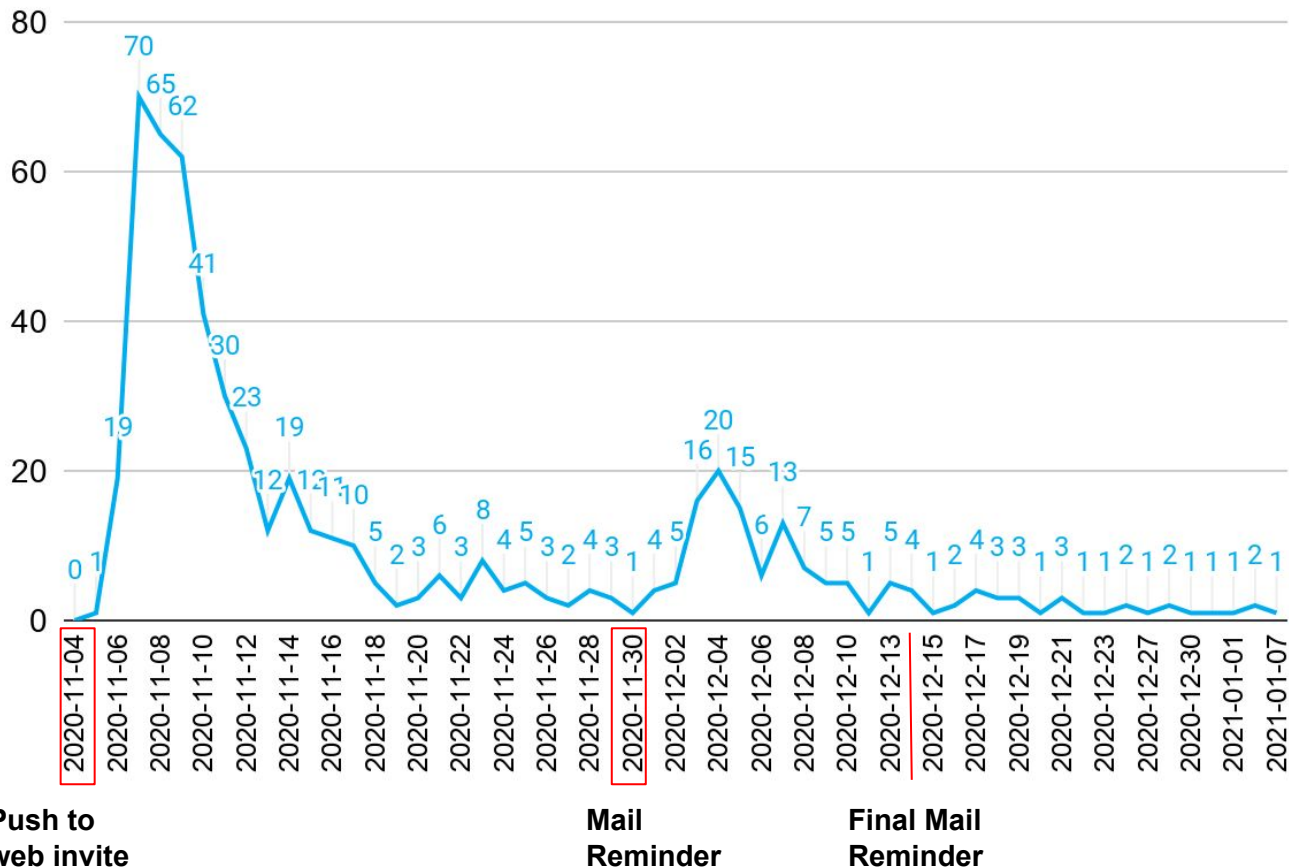
# Web Survey and Under 35 Households



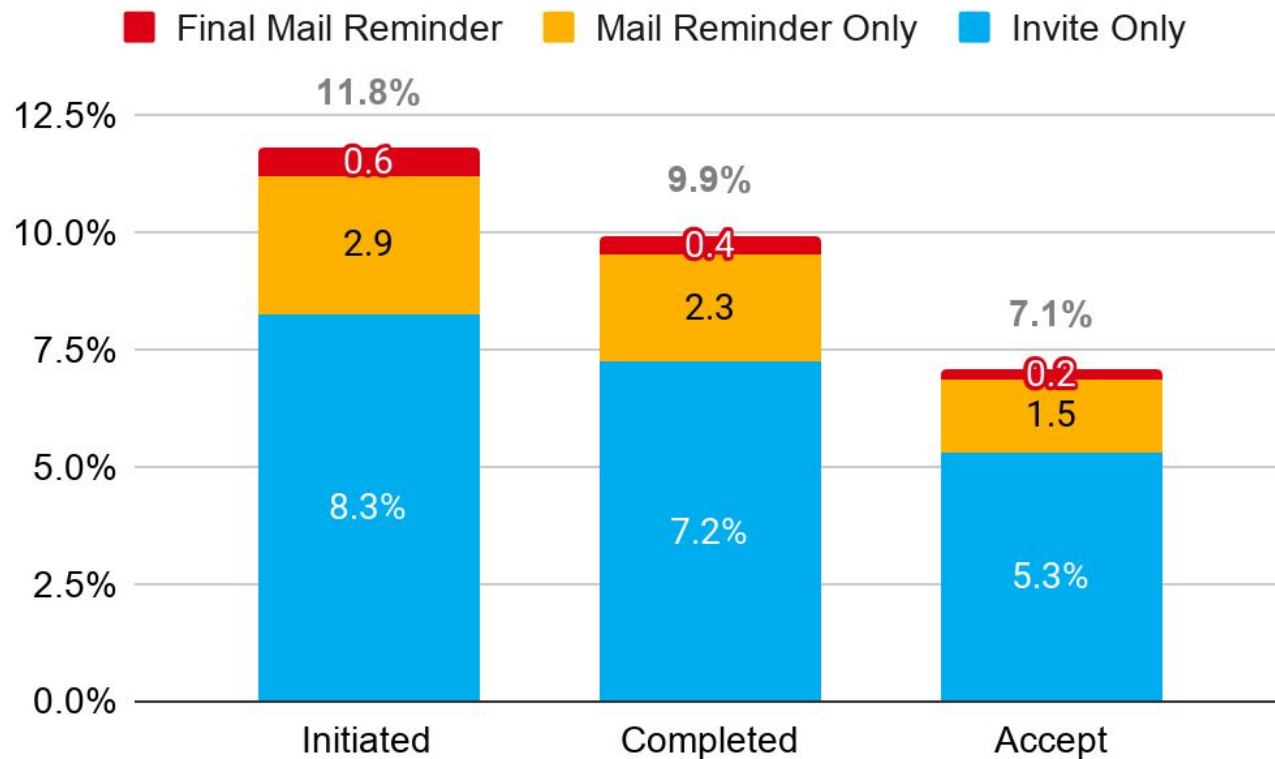
Note: Atlanta (n=69), New York (n=52), Jacksonville (n=74), Chicago (n=92), Oklahoma City (n=66) for Web Accepts.

# How did the mailing strategy play out?

Number of surveys initiated by date (n=560)



# Contribution of Each Mailing to Overall Coop. Rate

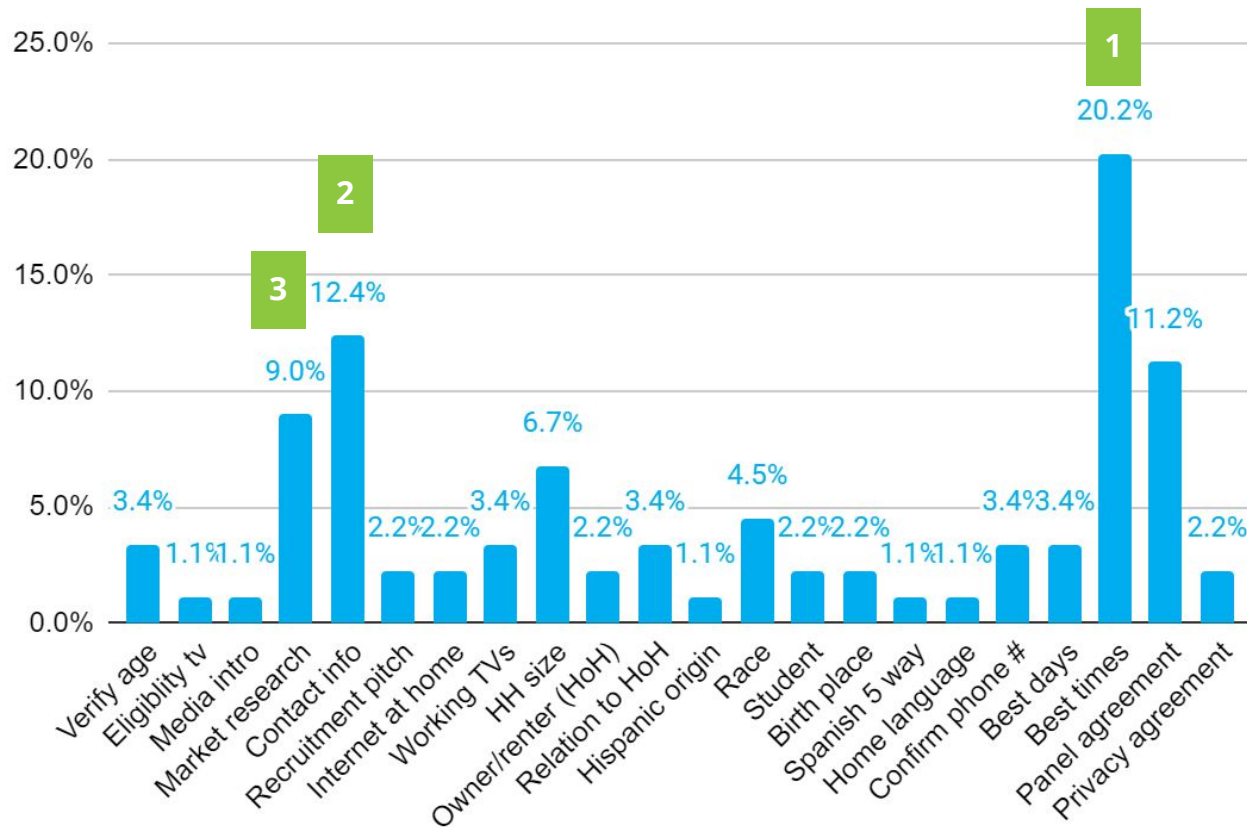


# What we learned from the break offs

1. Agreements proved to be biggest stumbling block

2. Learning more about post-survey process also sent some away

3. As did having to provide contact information



Note: n = 89 started, but not completed surveys; last completed survey page shown

# Paradata

## How it started:

Survey level

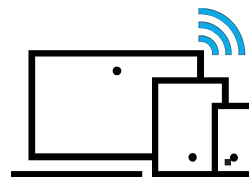
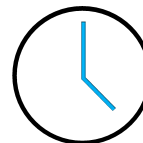
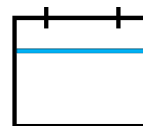
Page level

Question level

Device level

Person level

## How it's going:



**91.5%** of survey accepts completed the survey on the same day

Median time to complete the survey: **9 min 46 seconds**

**58%** of survey takers who completed at least one agreement used a desktop

**42%** used a mobile device

# Conclusions

Q1

**Can we remotely recruit and install meters for the TV panel?**

Yes! We moved faster on methods changes that we ever have before due to covid.

Q2

**Do digital advertisements hurt traditional mail recruitment?**

Nope. Do we think they help? Maybe, maybe not.

Q3

**Does push to web help recruit younger demos?**

Possibly. And it did not harm younger demos in any of the test markets.

Q4

**Can we use paradata to monitor web survey performance in real time?**

Kind of...but this is a lot harder to implement in our technology stack.

Q5

**Do we have any areas for improvement post live test and qualitative testing?**

Boost response, reduce panelist burden, address concerns around privacy.

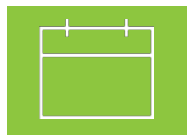


# Challenges and Limitations



## Stakeholder buy-in

- Mail viewed as out-of-date
- Desire to modernize by using digital contact methods
- Probability-based panel



## Timeline

- Development team faced unexpected set backs
- Assumptions about how/when the survey could be pre-tested
- Fielding around holidays, in the midst of postal service uncertainty



## Analysis

- Reduction in sample size from test plan to live test
- Equipment inventory issues across Nielsen led to
- Prioritization of demographics for installation

The background of the image consists of a vibrant green color with a series of overlapping, wavy, three-dimensional-looking ridges and valleys, creating a sense of depth and movement. The word "nielsen" is centered in a white, lowercase, serif font. Below each letter of the word, there is a small white dot, creating a dotted underline effect.

nielsen