



How Nielsen is Bringing World-Class Radio Ratings to 51 U.S. Markets

EXPERTISE

We have 60 years of experience measuring radio and currently provide radio ratings in 11 countries worldwide. We understand the unique challenges radio broadcasters face and are committed to bringing best practices into the U.S. We are mission-ready. Right now.

ACCURACY

Accuracy has been a persistent problem for radio ratings in the U.S., and we are dramatically improving accuracy in three ways: 1. We are substantially increasing sample sizes over what's currently available – in many markets, we're increasing sample sizes by more than 100%. 2. We are oversampling in the hardest-to-get demographics to ensure that those demos are accurately counted. And 3. We are using a comprehensive set of addresses to select representative sample instead of only sampling those with landline telephone numbers. This step alone will, for the first time, increase the coverage representation to a full 98% of the population. Additionally, use of the Sticker Diary will improve accuracy in station crediting, reducing key entry errors often seen with more traditional write-in approaches.

CONSISTENCY

When findings vary wildly from ratings book to ratings book, there can be no confidence in that ratings system—no matter what the frequency is. A single accurate measurement period is infinitely more valuable than any number of inaccurate periods.

FAIRNESS

The Sticker Diary levels the playing field—accurate and simple to complete.

QUALITY

Using addresses instead of landline telephone numbers to select a truly representative sample. Oversampling. Targeted Incentives. Sticker Diary. Our commitment to quality is absolute. Our proven ability to deliver it is unquestioned. Radio deserves nothing less.

RESPECT

We only know one way of doing business with our customers: total respect.

Radio deserves nothing less.



For more information on Nielsen Radio Audience Measurement
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