



Continuous Diary Measurement

Nielsen Audio Client Delivery Applications

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OBJECTIVES

Continuous Diary Measurement

Arbitrends, eBook, Market Types and Survey Names

TAPSCAN, PD Advantage, and Downloader

Audio Reference Applications

CONTINUOUS DIARY MEASUREMENT

What's Happening

- Monthly currency instead of quarterly
- Three month surveys
- Drop off old month & add on the new one

Where

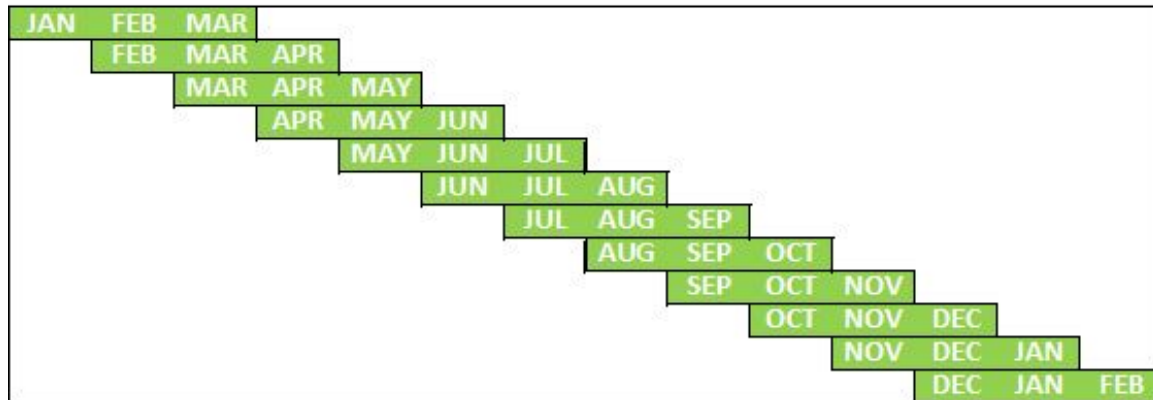
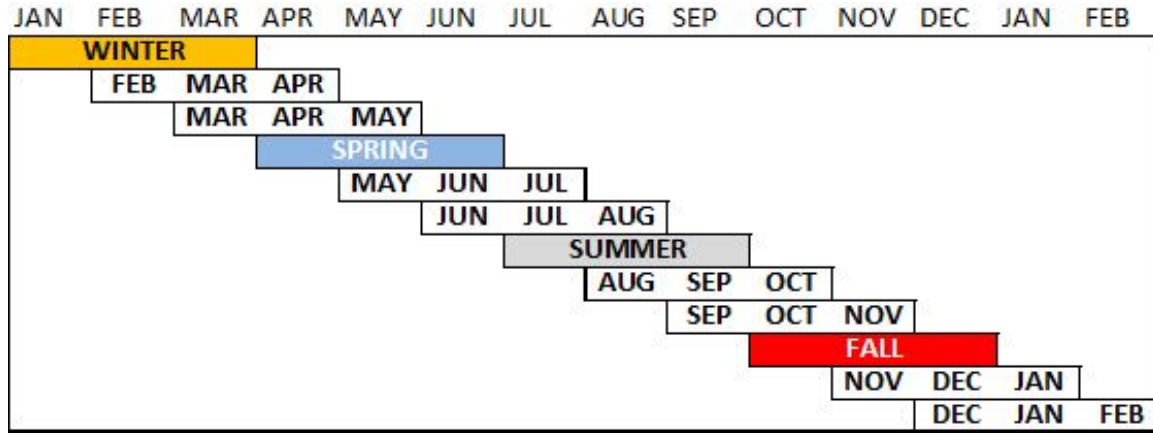
- 46 markets currently measured 4x per year
- Markets representing 80% of the ad spend and population will have monthly reporting

When

- May-June-July 2019 is first monthly survey
- Data begins releasing August 13th

NO IMPACT to 2x per year markets or National deliverables (RADAR, Nationwide, NRD)

DIARY 4X MARKETS → 12X CDM



MONTHLY REPORTING: MORE DATA, MORE OFTEN

Release Schedule

Survey Schedule

SURVEY	DATES
Winter 2019	January 3 – March 27
Spring 2019	March 28 - June 19
July 2019 (May-Jul)	April 25 – July 17
August 2019 (Jun-Aug)	May 23 – August 14
September 2019 (Jul-Sep)	June 20 - September 11
October 2019 (Aug-Oct)	July 18 – October 9
November 2019 (Sep-Nov)	August 15 – November 6
December 2019 (Oct-Dec)	September 12 - December 4

nielsen CDM 2019 DIARY DATA RELEASE SCHEDULE
(Delivery Time is Noon Local)

Market	July 2019 (May-July) 8/25-8/17		August 2019 (June-August) 05/23-05/14		September 2019 (July-September) 05/23-05/11	
	Day	Date	Day	Date	Day	Date
Akron	Tue	8/20	Wed	9/18	Fri	10/18
Albany-Schenectady-Troy	Thu	8/15	Fri	9/13	Tue	10/15
Albuquerque	Mon	8/19	Tue	9/17	Thu	10/17
Allentown-Bethlehem	Thu	8/15	Fri	9/13	Tue	10/15
Bakersfield	Fri	8/16	Mon	9/16	Wed	10/16
Baton Rouge	Tue	8/13	Wed	9/11	Fri	10/11
Birmingham	Wed	8/14	Thu	9/12	Mon	10/14
Buffalo-Niagara Falls	Wed	8/14	Thu	9/12	Mon	10/14
Charleston, SC	Tue	8/20	Wed	9/18	Fri	10/18
Chattanooga	Fri	8/23	Mon	9/23	Wed	10/23
Colorado Springs	Thu	8/22	Fri	9/20	Tue	10/22
Columbia, SC	Wed	8/21	Thu	9/19	Mon	10/21
Dayton	Thu	8/15	Fri	9/13	Tue	10/15
Des Moines	Thu	8/22	Fri	9/20	Tue	10/22
El Paso	Mon	8/19	Tue	9/17	Thu	10/17
Fresno	Thu	8/15	Fri	9/13	Tue	10/15
FT. Myers-Naples	Wed	8/14	Thu	9/12	Mon	10/14
Grand Rapids	Thu	8/15	Fri	9/13	Tue	10/15
Greenville-New Bern-Jacksonville	Wed	8/21	Thu	9/19	Mon	10/21
Greenville-Spartanburg	Wed	8/14	Thu	9/12	Mon	10/14
Harrisburg-Lebanon-Carlisle	Mon	8/19	Tue	9/17	Thu	10/17
Honolulu	Fri	8/16	Mon	9/16	Wed	10/16
Huntsville	Fri	8/23	Mon	9/23	Wed	10/23
Jackson, MS	Fri	8/23	Mon	9/23	Wed	10/23
Johnson City-Kingsport-Bristol	Mon	8/19	Tue	9/17	Thu	10/17
Knoxville	Fri	8/16	Mon	9/16	Wed	10/16
Little Rock	Wed	8/21	Thu	9/19	Mon	10/21
Louisville	Tue	8/13	Wed	9/11	Fri	10/11
Madison	Fri	8/23	Mon	9/23	Wed	10/23
Mobile	Thu	8/22	Fri	9/20	Tue	10/22
Monterey-Salinas-Santa Cruz	Tue	8/20	Wed	9/18	Fri	10/18
New Orleans	Tue	8/13	Wed	9/11	Fri	10/11
Oklahoma City	Tue	8/13	Wed	9/11	Fri	10/11
Omaha-Council Bluffs	Fri	8/16	Mon	9/16	Wed	10/16
Puerto Rico	Tue	8/13	Wed	9/11	Fri	10/11
Richmond	Wed	8/14	Thu	9/12	Mon	10/14
Rochester NY	Wed	8/14	Thu	9/12	Mon	10/14
Shreveport	Fri	8/23	Mon	9/23	Wed	10/23
Spokane	Thu	8/22	Fri	9/20	Tue	10/22
Springfield, MA	Wed	8/21	Thu	9/19	Mon	10/21
Syracuse	Tue	8/20	Wed	9/18	Fri	10/18
Toledo	Wed	8/21	Thu	9/19	Mon	10/21
Tucson	Wed	8/14	Thu	9/12	Mon	10/14
Tulsa	Fri	8/16	Mon	9/16	Wed	10/16
Wichita	Thu	8/22	Fri	9/20	Tue	10/22
Wilkes Barre-Scranton	Thu	8/15	Fri	9/13	Tue	10/15
York	Mon	8/19	Tue	9/17	Thu	10/17

CDM Surveys

CDM vs. PPM Market Type and Survey Names

Market Type	Survey Name	What's in a survey?
PPM Markets	July 2020	July PPM reporting period (4 weeks)
CDM Markets	July 2020 (May - July)	3 Months of May 2020 - July 2020
All CDM Markets will release 12 Surveys Per Year PPM will continue to release 13 Surveys Per Year Holiday Period is not measured in Diary markets		

Continuous Diary Measurement (CDM)

Additional Information

- DMA and TSA geographies will continue to be measured and reported for the June (formerly Spring) and December (formerly Fall) report periods
- Qualitative Diary service has been discontinued in CDM markets. All CDM markets have a Scarborough product offering for qualitative data

TAPSCAN

Research Reports - New Short Format Survey Labels

Select Parameters Hide

Survey: AUG19 (JUN-AUG)

Market: NEW ORLEANS

Geo: Metro

Estimates: Estimates

Graph: P 12+/M-Su 6a-12m

Daypart: M-Su 6a-12m

Station: Home to Metro

Stations to Graph:

QualCategory: Use Qualitative Adjustment

QualSurvey: Scarborough R1 2015: Apr14-Mar15

Click the links above to set report specs

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Report Group Name [Add Name](#) View Table Display Top AI

[edit](#)

Ranker_{edit}

[Click here to add text](#)

[Jump To Top](#)

	Station	Average Rating	Average Persons	Weekly Cume Persons	Weekly Cume Rating
Persons 12+					
M-Su 6a-12m					
1	WQUE-FM	1.2	15,400	288,000	22.9
2	WYLD-FM	1.3	15,800	230,100	18.3
3	WEZB-FM	0.6	7,600	227,000	18.0
4	WLMG-FM	0.8	9,700	184,700	14.7
5	WNQE-FM	0.6	7,400	149,400	11.9
6	WWL-FM	0.6	7,100	138,500	11.0
7	KMEZ-FM	0.6	7,500	125,100	9.9
8	KKND-FM	0.3	4,100	124,100	9.8

[Click here to add text](#)

This report was created using the following information: **NEW ORLEANS; AUG19 (JUN-AUG);** Metro; M-Su 6a-12m; P 12+; See Detailed Sourcing Page for Complete Details.

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Ranker

Sourcing Pages - Long Format Survey Labels

Ranker Detailed Sourcing Summary

Market:	NEW ORLEANS
Survey:	Nielsen Radio August 2019 (June - August)
Geography:	Metro
Daypart:	Monday-Sunday 6a-midnight

Demo/Intab/Population:

Age/Gender	Population	Intab
Persons 12+	1,260,100	3,074

Stations: Home to Metro

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

Trend Report - Survey Labels PDF

Trend Report

NEW ORLEANS (Metro Survey Area)

JUL18 (MAY-JUL) JUN18 (APR-JUN), MAY18 (MAR-MAY), APR18 (FEB-APR), MAR18 (JAN-MAR), FEB18 (DEC-FEB), JAN18 rv 1 (NOV-JAN), DEC17 (OCT-DEC), NOV17 (SEP-NOV), OCT17 (AUG-OCT), SEP17 (JUL-SEP), AUG17 (JUN-AUG), JUL17 (MAY-JUL)

Station Rankings Based on: User Selected

	Station	Estimates	JUL17 (MAY- JUL)	AUG17 (JUN- AUG)	SEP17 (JUL- SEP)	OCT17 (AUG- OCT)	NOV17 (SEP- NOV)	DEC17 (OCT- DEC)	JAN18 rv 1 (NOV- JAN)	FEB18 (DEC- FEB)	MAR18 (JAN- MAR)	APR18 (FEB- APR)	MAY18 (MAR- MAY)	JUN18 (APR- JUN)	JUL18 (MAY- JUL)*	Last Survey	Last Year
Persons 12+																	
M-Su 6a-12m																	
1	WQUE-FM	<i>Average Rating *</i>	1.0	1.2	1.2	1.4	1.4	1.4	1.4	1.3	1.4	1.5	1.5	1.5	1.4	-6.7	40.0
		Average Persons	12,800	15,400	15,400	17,300	17,100	18,300	17,300	16,800	18,000	18,400	19,200	18,700	17,600	-5.9	37.5
		Weekly Cume Persons	279,300	288,000	280,600	265,200	268,400	281,300	279,400	280,200	281,300	299,500	322,400	321,600	315,700	-1.8	13.0
		Weekly Cume Rating	22.2	22.9	22.3	21.0	21.2	22.3	22.1	22.2	22.3	23.7	25.5	25.5	25.0	-2.0	12.6
2	WYLD-FM	<i>Average Rating *</i>	1.3	1.3	1.2	1.4	1.4	1.4	1.3	1.3	1.4	1.5	1.5	1.4	1.3	-7.1	0.0
		Average	16,000	15,800	14,700	17,300	17,500	18,300	16,700	15,900	17,100	18,800	18,900	17,700	16,100	-9.0	0.6

Survey Menu - New Monthly Tab

Select Survey

1 Select a Favorite (Optional)

2 Edit Selection

Available: Monthly Quarterly

Selected: AUG19 (JUN-AUG)

At most 13 survey(s) can be selected.

3 Save as Favorite (Optional)

Name: Save

Ok Cancel

Respondent
 Summary
 Black Summary
 Hispanic Summary

Monthly Tab will appear when July 2019 (May-July) survey delivers *if you have access to that survey.*

If you only subscribe to former quarterly equivalents, your first Monthly survey to appear will be **September 2019 (July - September).**

Trend Break!

No new quarterly surveys appear in quarterly tab after Spring 2019.

Survey Menu - Quarterly Tab

Select Survey

1 Select a Favorite (Optional)

2 Edit Selection

3 Save as Favorite (Optional)

Available: Monthly Quarterly

Selected: SP18

At most 5 survey(s) can be selected.

Responent
Summary
Black Summary
Hispanic Summary

Name: Save

Ok Cancel

Trend Break!

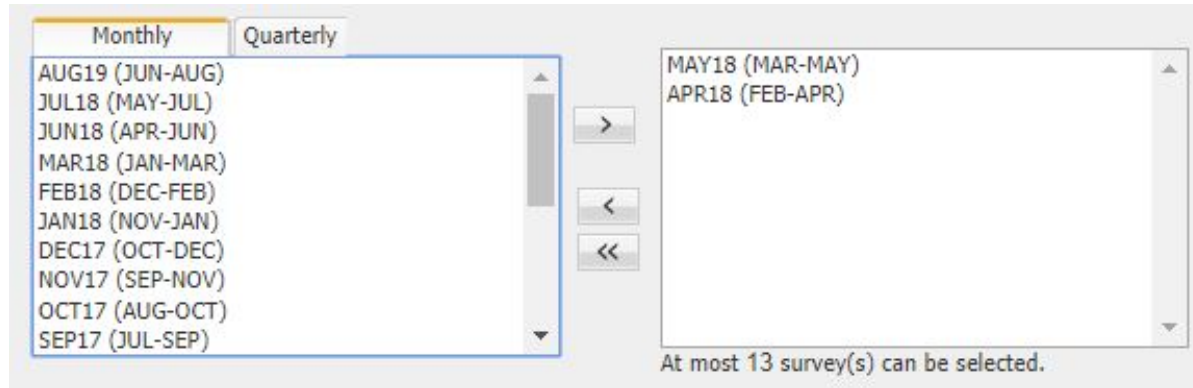
No more quarterly surveys appear in quarterly tab after Spring 2019.

In 3.5 years, the quarterly tab will disappear when quarterly back data ages out of system.

RLD and Summary filtering options remain the same for both Monthly and Quarterly surveys.

Do Not Overlap Surveys

User can select the following for a multi-book average:
APR (FEB-APR), MAY (MAR-MAY)



JAN	FEB	MAR	APR	MAY	JUN
JAN	FEB	MAR			
	FEB	MAR	APR		
		MAR	APR	MAY	

Buyer Beware:

This average would

- Count FEB once
- Count MAR & APR twice
- Count MAY once

DON'T AVERAGE OVERLAPPING SURVEYS

Selecting the APR and MAY surveys is not selecting 2 discrete months of intab for April and May.

Important Safety Tip: “Don’t Cross the Streams”

Full Year Survey Combo Before:

Winter, Spring, Summer, Fall

- No overlapping survey months.

Same Full Year Survey Combo in CDM:

March, June, September, December

- No overlapping survey months. No problem

When multi-book averaging select survey releases that do not have shared survey months.

MULTI-BOOK AVERAGING IN CONTINUOUS DIARY MEASUREMENT (CDM)

WHEN THIS IS THE CURRENT SURVEY	USE THESE SURVEYS FOR A 2-BOOK AVERAGE (6 months)	USE THESE SURVEYS FOR A 3-BOOK AVERAGE (9 months)	USE THESE SURVEYS FOR A 4-BOOK AVERAGE (12 months)
JAN (Nov-Jan)	OCT (Aug-Oct) JAN (Nov-Jan)	JUL (May-Jul) OCT (Aug-Oct) JAN (Nov-Jan)	APR (Feb-Apr) JUL (May-Jul) OCT (Aug-Oct) JAN (Nov-Jan)
FEB (Dec-Feb)	NOV (Sep-Nov) FEB (Dec-Feb)	AUG (Jun-Aug) NOV (Sep-Nov) FEB (Dec-Feb)	MAY (Mar-May) AUG (Jun-Aug) NOV (Sep-Nov) FEB (Dec-Feb)
MAR (Jan-Mar)	DEC (Oct-Dec) MAR (Jan-Mar)	SEP (Jul-Sep) DEC (Oct-Dec) MAR (Jan-Mar)	JUN (Apr-Jun) SEP (Jul-Sep) DEC (Oct-Dec) MAR (Jan-Mar)
APR (Feb-Apr)	JAN (Nov-Jan) APR (Feb-Apr)	OCT (Aug-Oct) JAN (Nov-Jan) APR (Feb-Apr)	JUL (May-Jul) OCT (Aug-Oct) JAN (Nov-Jan) APR (Feb-Apr)
MAY (Mar-May)	FEB (Dec-Feb) MAY (Mar-May)	NOV (Sep-Nov) FEB (Dec-Feb) MAY (Mar-May)	AUG (Jun-Aug) NOV (Sep-Nov) FEB (Dec-Feb) MAY (Mar-May)
JUN (Apr-Jun)	MAR (Jan-Mar) JUN (Apr-Jun)	DEC (Oct-Dec) MAR (Jan-Mar) JUN (Apr-Jun)	SEP (Jul-Sep) DEC (Oct-Dec) MAR (Jan-Mar) JUN (Apr-Jun)

PD Advantage/Corporate Rollup

PD Advantage Summary

- Same CDM Survey Labeling
- PDA Reports you know and love
- Trend up to 13 Surveys for CDM
- Corporate Roll-Up: CDM and PPM Together in Monthly Tab

Reports - New Short Format Survey Labels

Survey: **JAN18 (NOV-JAN) - JUL18 (M...**

Demo: P 12+

Report Daypart: M-Su 6a-12m

Average of January 2018 (November-January) - July 2018 (May-July)

Market: [NEW ORLEANS](#)

Station: [WNOE-FM](#)

Detailed Dayparts: [M-F 6a-10a](#); [M-F...](#)

Geography: Metro

P1 Threshold: [0:00 \(HH:MM\)](#)

Hide Menu ▲

Trend

Compare

Pop/In-Tab

View/Print as PDF

Export

How This

	JAN18 (NOV-JAN)	FEB18 (DEC-FEB)	MAR18 (JAN-MAR)	APR18 (FEB-APR)	MAY18 (MAR-MAY)	JUN18 (APR-JUN)	JUL18 (MAY-JUL)	7-Book Average
Estimates								
AQH Share	4.3	4.2	4.4	4.3	5.0	4.9	5.0	4.6
AQH Share Rank	8	8	7†	8	4	5	4†	7
AQH Persons	6,900	6,500	6,800	6,900	8,100	8,100	8,100	7,300
Weekly Cume Persons	145,800	162,700	157,700	159,400	153,600	160,000	159,000	156,900
Weekly Cume Rating	11.5	12.9	12.5	12.6	12.2	12.7	12.6	12.4
Weekly Time Spent Listening (HH:MM)	6:00	5:00	5:30	5:30	6:45	6:30	6:30	6:00
Weekly Tune-Ins	5.3	4.7	5.0	5.1	5.6	5.3	5.0	5.1
Weekly Time Spent per Tune-In (HH:MM)	1:07	1:05	1:05	1:05	1:12	1:12	1:18	1:09
P1 Information								
P1 AQH Persons	4,800	4,400	4,700	4,800	5,900	6,100	6,100	5,300
P1 % of AQH Persons	70%	68%	69%	70%	73%	75%	75%	73%
P1 Weekly Cume Persons	55,000	58,700	60,900	61,800	66,400	71,900	66,600	63,100
P1 % of Weekly Cume Persons	38%	36%	39%	39%	43%	45%	42%	40%
P1 Weekly Time Spent Listening (HH:MM)	11:00	9:30	9:45	9:45	11:15	10:45	11:30	10:30
P1 Weekly Tune-Ins	8.8	7.9	8.1	8.2	8.5	8.0	7.5	8.1
P1 Weekly Time Spent per Tune-In (HH:MM)	1:15	1:12	1:13	1:11	1:20	1:21	1:33	1:18
P1 Weekly Diaries	131	147	160	175	166	162	144	155
P1 % of Station Weekly Diaries	40%	38%	40%	40%	44%	44%	43%	41%
When I'm P1, Who's the Top P2?	WEZB-FM	WLMG-FM	WLMG-FM	WEZB-FM	WEZB-FM	WEZB-FM	WEZB-FM	
% of P1 Listeners	15%	16%	14%	15%	14%	15%	17%	
When I'm P2, Who's the Top P1?	WLMG-FM	WEZB-FM	WEZB-FM	WEZB-FM	WEZB-FM	WEZB-FM	WEZB-FM	
% of P2 Listeners	20%	13%	18%	21%	21%	24%	25%	

Reports - Corporate Roll-Up



Survey: [JAN18 - JUN18](#)
 Demo: [P 12-](#)
 Daypart: [M-Su 6a-12m](#)
 Click the links above to set report specs.

Market: [2 Markets](#)
 Station: [24 Stations](#)
 Grouping/Order: [Owner then Market t...](#)

Estimates: [AQH Share](#)

Hide Menu ▲ **Data** View/Print as PDF Export

[How This Report Helps You](#)

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Corporate Roll-Up
Corporate Roll-Up
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Support

	Format	Metro	JAN18	FEB18	MAR18	APR18	MAY18	JUN18
iHeartMedia Inc			13.8	14.0	13.2	13.2	13.2	12.7
ALLENTOWN-BETHEHEM			21.4	20.8	20.9	20.8	20.9	21.2
WAEB-FM	Pop Contemporary Hit Radio	Allentown-Bethlehem	10.9	9.6	10.2	9.8	11.1	11.7
WZZO-FM	Mainstream Rock	Allentown-Bethlehem	6.1	6.1	6.2	6.1	6.0	5.3
WAEB-AM	News Talk Information	Allentown-Bethlehem	4.4	5.1	4.5	4.8	3.9	4.3
WAEB-FM HD2	Country	Allentown-Bethlehem	--	--	--	--	--	0.0
WSAN-AM	Spanish Sports	Allentown-Bethlehem	--	--	--	--	--	0.0
ATLANTA			11.7	12.3	11.3	11.4	11.2	10.6
WUBL-FM	Country	Atlanta	4.1	4.5	4.6	4.6	4.5	3.9
WWPW-FM	Pop Contemporary Hit Radio	Atlanta	3.8	4.1	3.4	3.3	3.3	3.4
WRDA-FM	Alternative	Atlanta	1.9	1.8	1.6	1.6	1.7	1.5
WBZY-FM	Mexican Regional	Atlanta	1.1	1.1	0.9	1.0	0.9	1.1
WRDG-FM	Urban Contemporary	Atlanta	0.7	0.7	0.7	0.7	0.7	0.6
WGST-AM	News Talk Information	Atlanta	0.1	0.1	0.1	0.2	0.2	0.1

CDM & PPM Markets can both be run with a Monthly Survey.
 PPM Markets = 4 weeks
 CDM Markets = 12 weeks

PD Advantage

What's Different with CDM

- Some Reports are Moving to Unweighted Estimates
 - Monthly Tracking Report
 - Sub-Survey Functionality in a Ranker
 - Sub-Survey Functionality in a Trender
- Diary Comments

Some Reports are Moving to Unweighted Estimates

- A diary keeper who is in March will be used in the following surveys:
 - MAR (JAN-FEB-**MAR**)
 - APR (FEB-**MAR**-APR)
 - MAY (**MAR**-APR-MAY)
- Each survey has its own weighting
- A diary keeper will have a different weight depending on the survey used
- Different weighting = different estimates for Cume, AQH, etc. for the component months
- Unweighted Estimates provide consistent month-by-month measures of diary counts and quarter-hour counts

Some Reports are Moving to Unweighted Estimates

Monthly Tracking Report

	NOV17	DEC17	JAN18	FEB18	MAR18	APR18	MAY18
WAEB-FM							
Quarter Hours	2,670	3,354	3,579	2,680	4,114	3,665	3,779
% of Market Quarter Hours	8.7%	9.6%	10.7%	7.8%	10.6%	10.3%	12.1%
Station Diaries	113	148	158	136	155	156	168
% of Market Diaries	22.8%	26.1%	29.3%	24.5%	25.3%	27.5%	31.1%
WCTO-FM							
Quarter Hours	3,915	3,700	2,790	4,625	3,156	3,443	2,837
% of Market Quarter Hours	12.8%	10.6%	8.3%	13.5%	8.1%	9.7%	9.1%
Station Diaries	94	118	97	140	105	126	104
% of Market Diaries	19.0%	20.8%	18.0%	25.3%	17.1%	22.2%	19.2%

- Unweighted Estimates still provide feedback on the individual months
- Same Estimates used in the CDM Sub-Survey Ranker and Sub-Survey Trender

Diary Comments

Mirrors the Survey Releases

- Diary Comments will be delivered the same as the data:
 - Rolling 3 months
 - MAR = diary comments from the months of Jan, Feb, and March
 - APR = diary comments from the months of months of Feb, Mar, and Apr
 - MAY = diary comments from the months of months of Mar, Apr, and May
 - Will not be release the 4 week chunks individually
- Select, sort, or see by Survey Week is not available with CDM

Arbitrends

What remains the same for Arbitrends?

- No changes in the markets that have Arbitrends
- No changes in the Arbitrends software or survey labels
- Arbitrends can not be used for transactional purposes
- Limited demos/dayparts
- Arbitrends file format stays the same

What's new for Arbitrends?

- Estimates for Arbitrends will match the estimates in the 12 Diary RLD releases
- Arbitrends data releases the same day as currency

EBook

What's changed in Ebook?

- Estimate pages no longer included in E-book for CDM markets
- Only the survey disclosure and market information will be included
- Sample Summary information will be updated monthly and reflects the whole survey period

What remains the same for Ebook?

- Ebook is the source for all MRC required disclosures for each survey delivered.
- No changes to Maps
- No changes to Station Info
- No changes to Sample Performance Pages

Downloader

Downloader

New Survey Labels for All Diary Markets

Downloader survey labels will be modified to display both former quarterly equivalent names and new monthly average survey names.

- Spring (June)
- Applies to all Diary markets in downloader not just CDM markets
- Planned to start on July 27 before the July 2019 CDM data releases

Downloader Label Changes for All Diary Surveys

Select Data | Software, Manuals and More | Checkout (0 items) | Preferences | Help | Close

1 Show Data for:

- Qualitative
- Radio
- Arbitrends
- Custom Coverage
- Data Possession
- Digital Audio

2 And Show:

- only the latest survey's data
- all my data since **July** **2017**
- only data I haven't downloaded yet

***Important:** You can change the display for markets and data in [Preferences](#). Not all available data is currently shown.

Nielsen Audio AutoDownloader Not Enabled
To automatically receive your data and software updates with this new tool, ask your manager.

Preferences ON* [Show Data](#)

3 Select Data to Download:

Page 2 of 226 | Go to page: **Go** | Rows per page: **150** | **Add Downloads To Checkout**

All	ID	Market	Survey Name	Processor	Period	Date	Action
<input type="checkbox"/>	0141	Albuquerque	Arbitrends Data	Arbitrends	2017 June-July-August	09/18/2017	Download Now
<input type="checkbox"/>	0141	Albuquerque	Arbitrends Data	Arbitrends	2017 May-June-July	08/18/2017	Download Now
<input type="checkbox"/>	0141	Albuquerque	Arbitrends Data	Arbitrends	2017 Spring (June)	07/24/2017	Download Now
<input type="checkbox"/>	0141	Albuquerque	Arbitron Respondent Level	Third Party Processor	2018 Winter (March)	04/30/2018	Download Now
<input type="checkbox"/>	0141	Albuquerque	Arbitron Respondent Level	Third Party Processor	2017 Fall (December)	01/11/2018	Download Now
<input type="checkbox"/>	0141	Albuquerque	Arbitron Respondent Level	Third Party Processor	2017 Summer (September)	10/16/2017	Download Now
<input type="checkbox"/>	0141	Albuquerque	Arbitron Respondent Level	Third Party Processor	2017 Spring (June)	07/24/2017	Download Now
<input type="checkbox"/>	0141	Albuquerque	Diary Summary Data	Third Party Processor	2018 Winter (March)	04/30/2018	Download Now
<input type="checkbox"/>	0141	Albuquerque	Diary Summary Data	Third Party Processor	2017 Fall (December)	01/11/2018	Download Now
<input type="checkbox"/>	0141	Albuquerque	Diary Summary Data	Third Party Processor	2017 Summer (September)	10/16/2017	Download Now
<input type="checkbox"/>	0141	Albuquerque	Diary Summary Data	Third Party Processor	2017 Spring (June)	07/24/2017	Download Now
<input type="checkbox"/>	0781	Albuquerque	Hispanic Diary Summary Data	Third Party Processor	2018 Fall (December)	01/15/2019	Download Now
<input type="checkbox"/>	0781	Albuquerque	Hispanic Diary Summary Data	Third Party Processor	2018 Spring (June)	07/25/2018	Download Now
<input type="checkbox"/>	0781	Albuquerque	Hispanic Diary Summary Data	Third Party Processor	2017 Fall (December)	01/16/2018	Download Now
<input type="checkbox"/>	0781	Albuquerque	Hispanic Diary Summary Data	Third Party Processor	2017 Spring (June)	07/26/2017	Download Now
<input type="checkbox"/>	0781	Albuquerque	Hispanic Summary Data	Data Possession	2018 Fall (December)	01/16/2019	Download Now

Audio Reference Applications

18+/21+ Composition Report

File Options Help Welcome jennifer thompson

Akron [Use Age 21+](#)

Winter 2018 - Spring 2018 Display over 71.6% Age 21+

All Stations Display under 71.6% Age 21+

[Threshold 71.6%](#)

Export Print

Percent (%) of AQH Audience Over Age 21

Population: 608,700 (12+) 523,800 (21+) Intab: 3,571 (12+) 3,098 (21+)

Black numbers are 71.6% or higher. Red numbers are below 71.6%.

Station	12M	1A	2A	3A	4A	5A	6A	7A	8A	9A	10A	11A	12N	1P	2P	3P	4P	5P	6P	7P	8P	9P	10P	11P	
WAKR-AM	100.0	-	100.0	100.0	-	94.9	100.0	100.0	100.0	100.0	100.0	96.1	96.2	100.0	100.0	96.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAKS-FM	45.1	56.3	65.8	83.5	100.0	96.2	81.4	70.2	92.2	89.7	79.1	76.0	83.4	82.6	69.8	66.2	74.8	84.6	77.5	61.5	65.9	69.3	81.2	80.3	
WARF-AM	-	-	100.0	100.0	-	100.0	96.4	96.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	50.9	56.9	100.0	100.0	100.0	
WDOK-FM	100.0	-	-	-	-	100.0	97.8	89.2	90.1	93.0	92.6	90.8	87.0	89.9	91.2	90.7	95.1	90.8	89.7	89.8	82.0	66.4	77.5	100.0	
WENZ-FM	30.9	51.7	52.2	39.5	49.1	75.1	67.9	67.5	83.3	79.5	73.6	71.1	70.1	70.2	61.2	55.9	57.5	63.3	58.3	47.3	44.5	41.6	62.3	50.8	
WFHM-FM	100.0	100.0	100.0	100.0	100.0	100.0	90.2	96.0	97.2	100.0	98.1	96.3	100.0	100.0	98.9	99.2	100.0	99.5	98.3	94.5	89.4	100.0	100.0	100.0	
WGAR-FM	42.7	32.6	12.4	17.6	14.3	69.8	90.4	89.1	92.9	95.8	97.9	97.2	92.3	94.3	90.1	88.7	95.0	93.9	92.5	86.4	81.7	57.2	48.1	44.3	
WHLK-FM	100.0	0.0	0.0	-	100.0	97.5	92.0	97.9	98.3	99.3	99.3	99.4	97.6	95.9	93.5	88.7	90.5	86.7	87.6	86.9	86.9	84.6	84.1	91.6	
WHLO-AM	100.0	100.0	100.0	100.0	100.0	100.0	100.0	98.2	93.3	100.0	100.0	100.0	100.0	98.7	100.0	98.6	100.0	100.0	98.8	100.0	100.0	100.0	100.0	-	

18+/21+ Composition Report **remains quarterly** with **quarterly labels**.

Ratings Reliability Estimator

timeout irs2 lap2 **AUG19 (JUN-AUG)** NEW ORLEANS Metro
 P 12+ Estimates
 M-Su 6a-12m 1 Stations
 Click the links above to set report specs or [click here to set multiple specs at once.](#)
 Table Pop/Intab Print/View as PDF Export How This Report Could Help You
 NIELSEN RADIO RATINGS RELIABILITY ESTIMATOR

Select Survey

1 Select a Favorite (Optional)

2 Edit Selection

Available: Monthly Quarterly

Selected: AUG19 (JUN-AUG)

JUL18 (MAY-JUL)
 JUN18 (APR-JUN)
 MAY18 (MAR-MAY)
 APR18 (FEB-APR)
 MAR18 (JAN-MAR)
 FEB18 (DEC-FEB)
 JAN18 rv 1 (NOV-JAN)
 DEC17 (OCT-DEC)
 NOV17 (SEP-NOV)
 OCT17 (AUG-OCT)

At most 13 surveys can be selected.

Ratings Reliability Report edit

Confidence Level: 90%

Station	Standard Error for AQH Ratings	Confidence Interval for AQH Ratings Lower Limit	Confidence Interval for AQH Ratings Upper Limit
Persons 12+			
M-Su 6a-12m			
KKND-FM	0.1	0.2	0.4

RRE has been updated with new Monthly survey selections tab.
 No change to confidence intervals.

Delivery Schedule



DELIVERY DATES FOR YOUR NIELSEN AUDIO SERVICES

To find the delivery date for a Nielsen Audio service, first select a market, then choose a survey, then a service from the drop-down menus. Click the "Run Report" button to see your selected schedule. To export your selected schedule as a comma-delimited (.csv) file, click the "Export" button.

Market: ▼

Survey: ▼

Service: ▼

► Schedule for All Available Markets, eBook, July 2019

Sort By: Market Service Date Note: All times are local market time.

Market	Service	Survey	Date	Time
Akron	eBook	Jul 2019 (May-Jul)	8/20/2019	12:00
Albany-Schenectady-Troy	eBook	Jul 2019 (May-Jul)	8/15/2019	12:00
Albuquerque	eBook	Jul 2019 (May-Jul)	8/19/2019	12:00
Allentown-Bethlehem	eBook	Jul 2019 (May-Jul)	8/15/2019	12:00
Bakersfield	eBook	Jul 2019 (May-Jul)	8/16/2019	12:00
Baton Rouge	eBook	Jul 2019 (May-Jul)	8/13/2019	12:00
Birmingham	eBook	Jul 2019 (May-Jul)	8/14/2019	12:00
Buffalo-Niagara Falls	eBook	Jul 2019 (May-Jul)	8/14/2019	12:00
Charleston, SC	eBook	Jul 2019 (May-Jul)	8/20/2019	12:00
Chattanooga	eBook	Jul 2019 (May-Jul)	8/23/2019	12:00

Delivery Schedule has been updated with CDM market types and survey labels

Improved the performance of the application and included more future survey information

KEY DATES AND UPCOMING WEBINARS

July 9

Webinar: The agency
POV on Continuous
Diary Measurement

July 23 & 25

Webinar: Client
Software Training

July 31

Webinar: PD Refresher &
Policy Update

August 13 through 23

May-June-July CDM data delivery
(noon local time)

JULY 2019

AUGUST 2019

Continuous Diary Measurement

Fresher Data = Better Decisions