



## Client Notice

April 4, 2005

### **Nielsen Media Research to Implement Personal Coaching, Performance-Based Incentives and Reminder Mailings in LPM Markets**

Nielsen Media Research plans to implement a program of Personal Coaching (PC) and Performance-Based Incentives (PBI) in six Local People Meter (LPM) markets: Chicago, Los Angeles, New York, Philadelphia, San Francisco, and Washington DC., beginning thirty days from the date of this notification.

These initiatives will be implemented among consistently high faulting households in the following categories: Black Race, Hispanic Identity, Household size-5+, and Households with a Head of Householder under age 35. As the program is implemented, these initiatives will also be utilized in each of the six LPM markets for newly recruited households in these categories.

In the opinion of Nielsen Media Research, a program of personal coaching and contingent household incentives, supplemented with reminder mailings, should improve the quality of our LPM samples by reducing both differential and overall household faulting. In addition, we believe that these treatments should also reduce unforced turnover (households which choose on their own to leave the panel early or are forced out by Nielsen because of consistently poor performance in complying with People Meter behavioral rules).

#### Details of Initiatives

##### **Personal Coaching (PC):**

Personal Coaching has four tenets central to its successful deployment:

- It matches the Field staff member who has the best rapport with the household to become that household's personal coach, regardless of whether this person is a Membership Representative (MR) or Field Representative (FR); if warranted, it could be another member of the Field staff (e.g. a local Panel Relations Specialist). The exact procedures associated with this matching will be identified in a procedures documentation to be developed over the next few weeks.
- The Personal Coach will enlist the household to work with her/him as a "team" so that the household, the coach, Nielsen Media Research, and Nielsen's clients all can benefit. In order to motivate compliance, the household will be eligible for a Performance-Based incentive if it achieves predetermined levels of in-tab performance.
- The coach will provide positive monthly reinforcement to the household for properly engaging in behaviors within their control that avoid faulting. This positive

reinforcement will come either through in-person or telephone contact and/or mail or email contact. (While we recognize the critical importance of in-person coaching, given the more frequent nature of these contacts, we will need to allow for enough flexibility to ensure proper execution.) As importantly, households will be educated about the advantage to them of letting Nielsen have access to their home as soon as possible whenever a fault condition does occur which is beyond the household's and its members' ability to correct.

- The coach will provide corrective instruction and feedback to the Nielsen household as necessary and specifically to the individuals who are causing faults within their control. This corrective feedback will be provided in-person and/or via telephone contact. It will also include diagnostic work by the coach in order to understand “why” the household/individual is faulting. Only by understanding the underlying cause(s) of the faulting can the coach help the household/individual to improve. Nielsen's Methodological Research personnel will provide input to our Field staff in devising the appropriate corrective strategies to match to the causes of the faulting.

A training regimen for Personal Coaching is in the process of being devised by Nielsen's Methodological Research group in conjunction with Field. The training will include a written manual as well as class-room training for Nielsen's Field representatives.

In the opinion of Nielsen Media Research, personal coaching will be successful because the personal coach will: (1) personally re-educate the household members about the correct behaviors in which they have agreed to engage. This will be done as part of a “kick-off” meeting in each household with the personal coach with as many household members present as possible (but always to include the Head of Household); (2) develop a special rapport with each household and its members in order to educate them as to why it is important not to fault and, as importantly, to motivate a sense of pride associated with not faulting and to encourage them to view this as a “team” effort between the Personal Coach and the individuals in the household; (3) nurture good People Meter behavior by the household, in part by diagnosing the causes of the faulting problem(s), and (4) relentlessly, but tactfully, work to correct the faulting behavior shortly after it occurs.

While this team approach to coaching, along with the treatments below will initially be rolled out to “difficult” households, our commitment to the remaining sample households continues to be to personally coach as many persons in the household as we can.

### **Performance-Based Incentives (PBIs):**

The central tenet behind performance-based (i.e., contingent) incentives is that correct behavior is rewarded and incorrect behavior is not. In addition, the use of PBIs will empower households and their members by allowing them to partly “control their own destiny” in terms of whether or not they are rewarded for their behavior. That is, whether or not the household earns a PBI for a given month will depend in part upon whether the household complies by not committing specific faults which are at least partly under the control of the members of the household.



Since each HH member will at least indirectly benefit from the household not faulting, it is reasoned that household members will have a greater motivation to persuade and otherwise exert influence over their fellow household members in order to remain in compliance with the People Meter behavioral rules.

The incentive/reward will be structured on an incremental basis, with increasing levels of in-tab performance generating higher incentives. Therefore, the more days per month a household stays in tab, the more the reward (the PBI payout) the household will be eligible to receive for that month.

**Reminder mailings:**

Mailings will include “tips” on how Nielsen households can increase the likelihood that their data are included in the reporting sample (i.e., how they can avoid faults which are under their direct control). In the first mailing, this information will be in the form of a Tip Sheet. For the second mailing, these same tips will be included on a magnetic calendar. To increase interest, the Nielsen Introduction Video (provided either in VHS or DVD format) will be sent along with the Tip Sheet in the first mailing. The Great Moments in Television fact sheet (devised for a separate pre-recruitment targeted-awareness test in the Atlanta LPM) will be sent along with the magnetic calendar in the second mailing.

In the opinion of Nielsen Media Research, the combination of these three quality initiatives will help to reduce differential faulting. Nielsen will study the effects of this program on an ongoing basis in order to monitor for any unintended consequences and to fine-tune the treatments, and expand the program throughout our other People Meter samples as appropriate.

If you have any questions, please contact your Nielsen Media Research representative.

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