



Nielsen
Media Research

A Nielsen Media Research Analysis:
Incentive Values for Teens and Young
Adults

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Executive Summary

The current research was undertaken as a result of Nielsen Media having experienced difficulties recruiting participants between the ages of 18 to 24 years and keeping participants between the ages 12 to 17 years motivated to continue participation. Nielsen believes that this lack of participation is due to the possible perceived inadequateness of the incentives/gifts offered to these age groups. In order to examine this situation further, Nielsen Media Research asked Southeastern Louisiana University's graduate marketing research class to conduct exploratory research to assess the perceived value of the present incentives and to devise other possible incentives for these target demographics.

The project was conducted employing both qualitative and quantitative methods. During the spring of 2006, four focus groups were conducted to discuss both current and possible future incentives/ gifts for participation in Nielsen's metered panel. In addition to the focus group research, an exploratory survey was also conducted to determine incentives for participation in the diary program.

Introduction

Nielsen Media Research, originally part of the A.C. Nielsen Company, founded in 1923 by 26-year-old engineer Arthur C. Nielsen, is the leading provider of data concerning television viewing patterns, and retail sales information worldwide. Nielsen Media Research became independent of its parent company in [1996](#), as a result of a strategic restructuring (Wikipedia, 2006). VNU, an international publishing and information leader providing services in more than 100 countries worldwide, currently owns Nielsen Media Research. An integral part of VNU is its Media Measurement Group, MMI, the business sector that Nielsen Media Research is part of, which provides services to the media and entertainment industries. The VNU Corporation not only controls Nielsen Media Research, but is also in charge of multiple entities that measure multiple types of viewing. The areas that VNU has expanded include: "Nielsen/ Net Ratings, which measures Internet usage, Nielsen EDI, which tracks box-office receipts for movie theaters,

Nielsen NRG, which tests TV programming and advertising material, Nielsen Sound Scan, Nielsen Video Scan and Nielsen Book Scan, which track and report retail sales of audio entertainment products, video entertainment products and books, respectively (Nielsenmedia.com).

Nielsen Media Research has offices throughout the U.S. and its International Company provides measurement services in over 40 countries worldwide. The solutions that Nielsen creates allow their clients to make more effective and successful advertising based decisions. Nielsen Media Research conducts research through national and local People Meters, local Set Tuning Meters and local Diaries. Through a network of affiliates, Nielsen Media Research's television rating coverage is extended to more than 70 countries, representing 85% of the world's advertising spending. In the United States, Nielsen Media Research is headquartered in New York City and measures television viewing in 210 markets worldwide.

Like never before, the television viewer of today has many options at his/her fingertips, such as programming, tuning control, and viewer control. The primary objective of Nielsen Media Research is to provide their clients with valid information regarding which demographics watch what particular types of television programming and for how long. Nielsen is able to translate the information collected from television viewers and produce ratings for particular television shows and channels. Clients purchase Nielsen ratings and they are able to gain strategic advantage over their competitors by using these data to directly advertise to that potential consumer more consistently and efficiently. These data are extremely important for Nielsen clients because they have a direct effect on the value of advertisements and how much profit the client will make on effective ad placement. An effectively placed ad has a direct relationship to how many products may be sold thus affecting bottom line figures for a company. Through Nielsen Media Research, client-advertising decisions have the potential to be more accurate than ever before.

Nielsen also provides the opportunity for their clients to reach special niche markets by researching the particular viewing habits of these markets. Nielsen is focused on a bottom line

initiative: to identify the patterns of viewers and incorporate the information collected into better planning and buying decisions for their clients. Local cable channels and local television stations deliver advertising messages to a highly targeted audience. Nielsen conducts research relative to the needs of these local cable channels and local stations and the attained data are used to cultivate business growth potential. By 2006, Nielsen Media Research offered People Meter service in 10 local markets, electronic Set-metered service in 54 markets, and the Diary-keeping program in 56 markets. Last year, Nielsen Media Research television ratings helped to guide more than \$60 billion in advertising budgets. In order to provide its clients accurate and reliable information, Nielsen Media Research statistically selected a sample of more than 9,000 households every year from all 50 states across a broad range of demographic categories (Nielsen Media Research, 2006).

Nielsen researchers can also track national cable network audiences and figure out what segment of the audience is driving the ratings for that cable network. During the 2003-2004 broadcast seasons, Nielsen created a new service that dealt with product placement. They decided to launch a primary research study that included 50 national programs and 10,000 respondents to examine the effectiveness of product placement. In addition, syndicates and producers also find Nielsen data useful in their ability to customize television programming for specific demographics in a simple and efficient manner. National audience measurement data are collected from selected samples of more than 9,000 households of over 18,000 people that will participate in the research. Data are collected through the Nielsen People Meter, which is an actual device that can monitor television viewing 24 hours a day, seven days a week.

Local samples are collected in 210 local markets. In the 56 largest areas, the People Meter collects data, whereas in the smaller areas, written diaries collect data. Every People Meter is supplied with a remote that is used as a means of identifying who is watching television. Every person within the household is assigned a number, whether children, parents, or visitors. When the participant turns on the television they are prompted to select which user they are by pressing the number that corresponds to them, for example, one is equal to the head of the household and

two may be equal to a child, and the trend continues on until all members of the family are accounted for. This method of measurement is considered to produce the most accurate viewing data. The second market breakdown is the local markets, which are cities smaller than the national markets of Atlanta, Chicago, or New York. In the larger local markets, Nielsen uses a device similar to the People Meter, however this device only records what channel the television is on, for how long, and at what times. This device, however does not gather data on who is watching the programming. The third market breakdown is smaller local markets. Within the smaller local markets the diary keeping method is used in order to collect data on television viewer ship. The diary process requires that people in the household write down what they watch, as they are watching for one week. This form of data keeping is not always the most accurate because participants tend not to write down what they are watching as they are watching it, but instead wait until the end of the day to report their viewing. While this method is not considered the most accurate, it is the most cost effective.

National and local samples can be taken with regard to the Hispanic population. The national Hispanic sample consists of 1,000 households, which are equipped with the People Meter. Therefore, an attempt is made for this sample to be representative of the entire U.S. Hispanic population. In addition, Nielsen provides television measurement in 19 of the top Hispanic local markets.

Nielsen Media Research has branched out and its services now represent a broad range of unique functions. They are able to offer services well beyond just capturing the ratings of television viewers. Specifically, Nielsen offers a service called the Nielsen Monitor-Plus, which compiles advertising activity for 18 different media across the U.S. These media forms include television, radio, magazines and newspapers. This service also measures advertising in 30 of the world's leading markets. Nielsen has also created New Media Services, which provides research that statistically measures out of home audience size, and the advertising impact it creates.

Historically, Nielsen Media Research has had difficulty recruiting African Americans, Hispanic Americans and young adults to participate in their media research programs. In

addition, Nielson has been concerned with incentives given for participation for the age range of 12-24 year olds. On January 25, 2006, Nielson Media Research executives presented these problems to our MBA Marketing Research class and specifically outlined two case studies for our research objectives guidelines. The first study deals with determining the most effective incentives for the 18-24 year old demographic, whereas the second study deals with determining the desirability of existing gifts from the current Nielsen gift catalog. Following this presentation by Nielsen executives, our class began to analyze the objectives of each study by outlining a problem statement and research objectives. For the first study, our problem statement was: It is important that Nielson successfully recruit 18-24 year persons to the diary-keeping research program. There is, however, presently a lack of information concerning the perceived value of incentives for 18-24 year age group that could be used successfully to motivate persons in this age group to participate in the diary-keeping process. Therefore, our research objective was to gather descriptive data concerning the perceived relative value of various incentives for the 18-24 year old demographic. For the second study, our problem statement was: It is important that Nielson motivate preteen and teen, 12-17 year age range, to actively participate in the Nielsen metered panels when their household is chosen and also to maintain their participation for two years. There is, however, at present a lack of information concerning gifts that appeal to this age range that could be employed as incentives. Therefore, our research objective was to gather descriptive data concerning the perceived relative value of various incentives for the 12-17 year old demographic.

Methodology

As previously stated, the research objective for the first study was to gather descriptive data concerning the perceived relative value of various incentives for the 18-24 year old demographic. From this objective, our class was able to identify points of information, which included the relative values of various incentives including a comparison of monetary and non-monetary incentives as well as gender and ethnic differences. The research objectives and points

of information allowed our MBA Marketing Research class to prepare a qualitative research phase to further explore the value of various incentives for the 18-24 year old demographic. This demographic segment was in close age range to the students in our MBA class so we decided to take into account our own perceived value of various incentives for participation in the Nielsen research program. Our MBA class created survey questions that included a broad range of possible incentives for participation in the Nielsen Media Research program without conducting actual focus groups. The survey items pertained to monetary (cash amounts) and non-monetary incentives (gift card or actual gift item), which were arranged in 5 different survey versions. Our plan was to survey a convenience sample of SLU students through administering an online survey for this age demographic, where there is an approximate 15% return rate. With this in mind, we were able to calculate the appropriate number of e-mails to be issued. Each version was distinct in that monetary (cash) and non-monetary incentives (gift card or actual gift item) were equal in value. For example, if a question pertained to a monetary incentive (\$20), we asked how likely they would be to participate in the Nielsen Research program, using intervals 1 to 5 with extremes set to Extremely Unlikely (1) and Extremely Likely (5). In comparison, we included questions of the same non-monetary values and asked about specific \$20 gift cards or \$20 gift items as incentives for participation. The online survey versions were emailed to SLU students the week of April 3, 2006. We were able to collect the generated data from each version by using corresponding email links to submit the data. Then, the data were captured in an Excel spreadsheet format and converted to a SPSS file for analysis.

Our research objective in the second study was to gather descriptive data concerning the perceived relative value of various incentives for the 12-17 year old demographic for their participation in the Nielsen Media Research program for a two year period. The points of information were the relative value of various incentives including a comparison of monetary and non-monetary incentives, gender and ethnic differences. The research methods that we planned to use were to conduct an exploratory, qualitative study employing focus groups, followed by quantitative research in the form of a small-scale survey of available 12-17 year olds from two

local schools. First, our class scheduled to conduct focus groups at two area schools, Holy Ghost and St. Thomas Aquinas. Two focus groups were scheduled at each school for the dates of Thursday, March 16, Friday, March 17, and Monday, March 20, 2006. Participant consent forms had previously been signed and returned from each student and his/her parent signed and returned similar assent forms. The participants were in the age range of 12-17 years old.

To begin preparation for the qualitative research phase, focus group discussion outlines were created and reviewed by each MBA group member. Our MBA class split up into groups of three to conduct each focus group. A Power Point presentation was created to introduce us, to state our purpose of the focus group and to give a general explanation of what Nielsen Media Research does. One graduate student in each group was assigned to take notes and record the session, and the other two graduate students served as the moderators for the session. The focus group participants were asked to have an open and free discussion of possible incentives that they would value in return for their participation in the two-year Nielsen Media Research program. The participants were encouraged to speak freely about the possible monetary and non-monetary incentives that they felt were most appropriate for their participation in this program. Possible monetary and non-monetary incentive ideas were recorded accordingly. Next, the participants were asked to discuss their opinion of the current Nielsen gift catalog for their age demographic. Responses were recorded simultaneously. Shortly after this information was gathered, our MBA class created survey questions from the collected responses. Four versions of the survey were created to differentiate between various monetary values. All survey versions included questions regarding various monetary and non-monetary incentives that were suggested by focus group respondents. One section of the survey included monetary values, whereas one section had pictures of various non-monetary incentives. Each possible incentive could be rated from 1 to 5 by the respondent to answer how likely (5) or unlikely (1) they would be to participate in the Nielson Research program if given this incentive in return. Survey consent forms were given to the two local schools for our MBA class to collect before the surveys could be distributed. Because so few survey consent forms were returned, our MBA class was not able to distribute the

questionnaires to each school. Therefore, we will include an in depth content analysis section in this report to discuss the important details of the qualitative analysis.

Qualitative Analysis

The qualitative phase of this research involved conducting focus groups at two area schools, Holy Ghost and St. Thomas Aquinas in Hammond, LA. The participants in the focus groups were in the age range of 12-17 years old and there were approximately 7-10 participants in each session. Each session began by generally explaining our purpose as MBA graduate students and what the focus group would be about. Nielsen Media Research conducts a two-year television diary-keeping program to collect data from television viewers in the 12-17 year age group.

The teens that participate in this two-year diary-keeping program are compensated for their time and effort by choosing incentives or gifts throughout the two-year period. Again, our research objective for this study was to gather descriptive data concerning the perceived relative value of various incentives for the 12-17 year old demographic for their participation in this program for the two year period. Therefore, we wanted the participants in the focus groups to freely discuss their opinions on such incentives and their sufficiency. Three out of the four groups said that a cash incentive would be a relative incentive, but the cash value necessary was not consistent between groups. For example, one group thought that \$20 was a very low amount for participation in a two year commitment. Another group thought that \$100 - \$200 would be a relative incentive for the commitment time.

Non-monetary incentives such as a gift card or actual gift item were thought to be sufficient incentives. The certain types of gift cards that were described by at least three to four of the focus groups were Sports/Athletic stores, Electronic stores, Music downloads, Restaurants and Clothing stores. Other non-monetary gifts that were discussed positively were magazine subscriptions and digital cameras.

The current Nielsen gift catalog was discussed and the focus group participants voiced their opinions. All four groups did not care for the current gifts in the catalog and thought that they

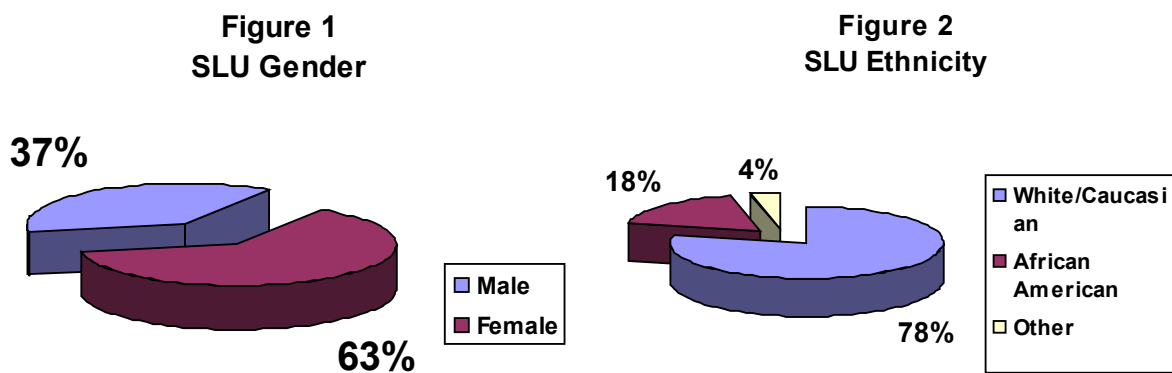
catered to younger children. Three of the four groups preferred two big gifts at the end of each year rather than four smaller gifts during the two-year period. Two out of the four groups thought that having individual male and female catalogs might also be a great way to cater to certain participating genders. When the participants were asked what gift from the current Nielsen catalog they would choose if they had to, they answered, “the coin sorting bank or the sports 3-pack.” The overall reaction to the current Nielsen gift catalog was laughter and negative discussion. In summary, participants from all focus groups felt that the current gift catalog offered incentives that were childish and were not sufficient for the two-year commitment of time.

Quantitative analysis

Sample characteristics

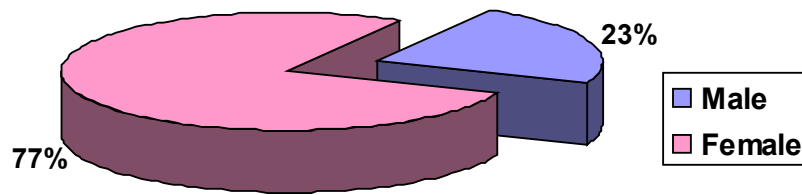
According to the 2005 Southeastern Louisiana University’s Profile book, the university had a total of 16,068 students. Of those, 36.6% (5,882) were male and 63.4% (10,186) were female.

The majority (76.7%) of students at SLU are white/Caucasian, 17.5% are African American, and 3.5% is other.



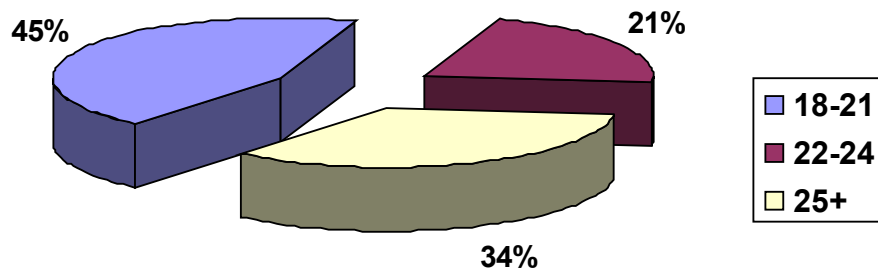
The sample obtained for the survey phase of this study consisted of 763 Southeastern Louisiana University students. Of these there was a difference in the representation of females and males, with the females being the majority with 77.1%, while only 22.9% of the respondents’ were male.

Figure 3
Respondents' Gender



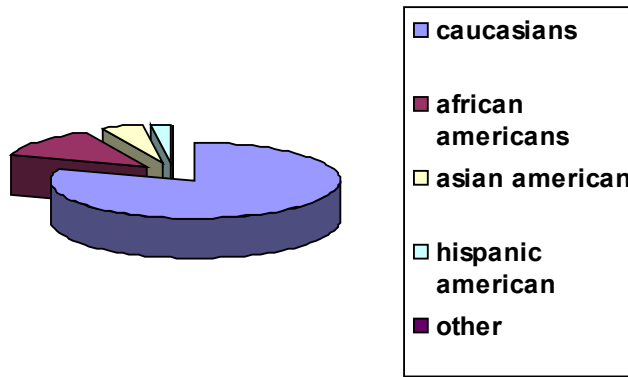
Ages ranged from 18-79 years with the majority (45%) between ages 18-21. For the purpose of analysis, the sample was divided into three groups as follows: 18-21 years, 22-24 years, 25 years and old.

Figure 4
Respondents Age



The sample consisted of 82.3% White/Caucasians, 12.9% African Americans, 4.8% Hispanic/Latino Americans and 2.4% Asians. In general, 91.3% of the respondents were single, while the remaining 6.9% were married.

Figure 5
Respondents Ethnicity

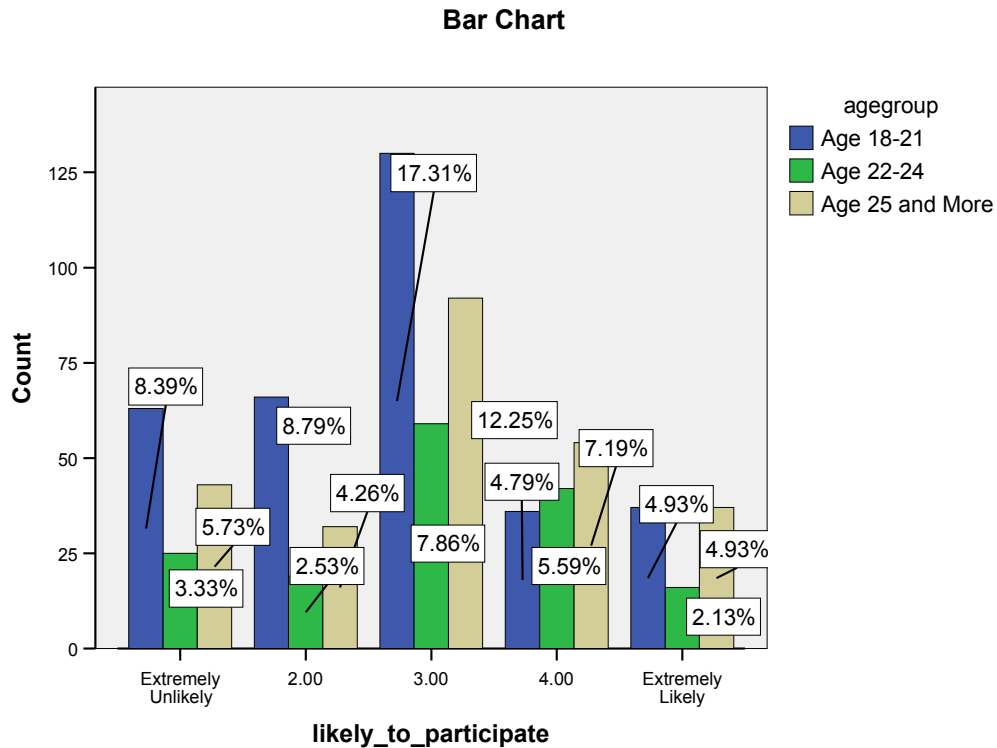


Market Segmentation Analysis

Hours per week watching television. Overall, 42.9% of the sample indicated that they were spending between 1 to 5 hours watching TV weekly while 28.2% indicated that they were spending between 6 to 10 hours watching TV. The sample was relatively homogeneous in this respect as there were no significant differences as a function of gender, age or ethnicity.

How likely to participate in diary program. Of the respondents, 26.4% indicated that they were likely to participate in the Nielson Diary Program, and 34.8% indicated that they were unlikely to participate. These percentages show the likeliness of respondents' participation before incentives are discussed. There is a significant difference in the willingness to participate in the diary keeping program as a function of gender ($\chi^2= 10.690$, $p<0.030$). Female respondents were more willing to participate than males respondents were. More specifically, 18.2% of females were likely to participate, where over one fourth of males indicated that they would not participate. One significant difference was found as a function of age ($\chi^2 = 27.271$, $df = 8$, $p = .001$). Overall, only 21.8% of the 18 to 21 year old age group indicated that they would be likely to be involved in the program. However, as the age of the respondents increased the likeliness of their participation also increased. Of those sampled from the two older groups, 35% were willing to participate in the program. (Figure 5) The sample was quite homogeneous in respect to the ethnicity variable.

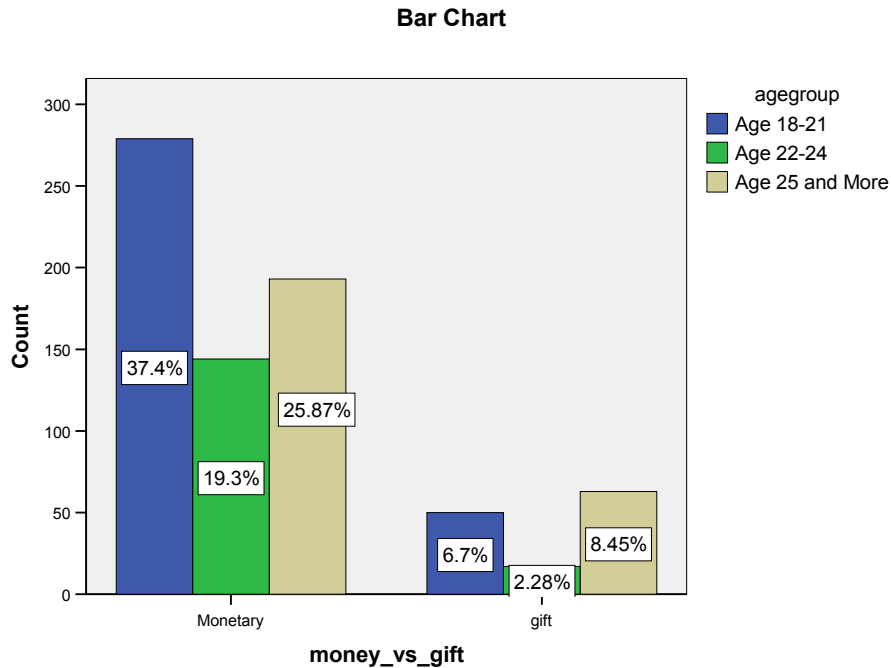
Figure 5:
Cross Tab Analysis: Likely to participate in Nielsen
Diary-Keeping Program vs. the Three Age Groups



Preference for money or non-monetary. The majority of respondents indicated that they would like to receive cash instead of a non-monetary incentive (86.3%). Correspondingly, 13.7% indicated that they preferred non-monetary incentives. These responses confirm that “cash is still king”. All three age groups preferred to receive a monetary incentive. However, the two younger age groups (18 to 21 years and 22-24 years) would be more willing to participate for a monetary incentive than the older age group (Age 25 or more). More specifically, over 85% of each of younger groups indicated a likeliness to participate whereas around 75% of the (Figure 6) Here, there was a statistically significant difference related to the different age groups ($\chi^2 = 15.592$, $df = 2$, $p = .000$). The Chi-Square results show that there is no statistically significant difference related to the gender or ethnicity variables.

Figure 6

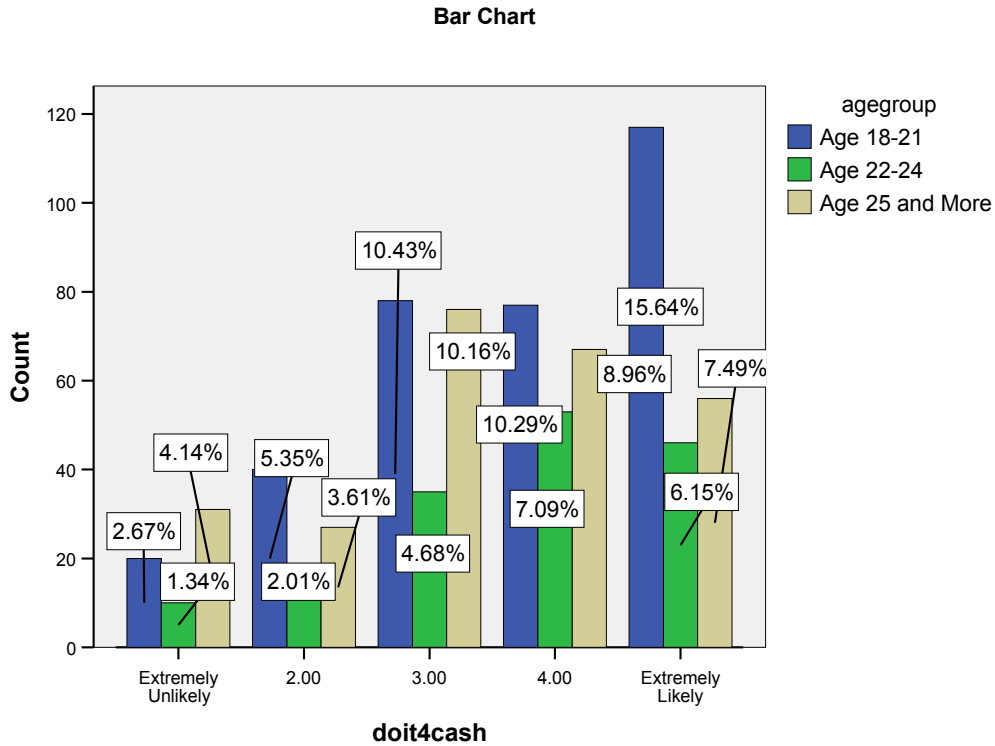
**Cross Tab Analysis: Preference of monetary or
Non-monetary incentive vs. the Three Age Groups**



Participate for money. Overall, cash incentives would persuade the majority of those surveyed to participate since 59.7% of the sample indicated that they would participate for money. However, 17.3% of the sampled respondents would not participate for money. Chi-Square tests revealed that there were significant differences as a function of the age groups ($\chi^2 = 24.216$, $df = 8$, $p = .002$). For all three age groups, more than a half of respondents indicated that they were likely to be involved in the Nielsen Diary-Keeping Program if they were offered monetary incentives. The 25 year and older group indicated that they were more likely (12.1% indicating a response of “5”) than the other two age groups to attend the Nielsen Media Research Program if given cash (Figure 7). There were no significant differences found as a function of gender or ethnicity revealing that the sample was homogeneous among these variables.

Figure 7

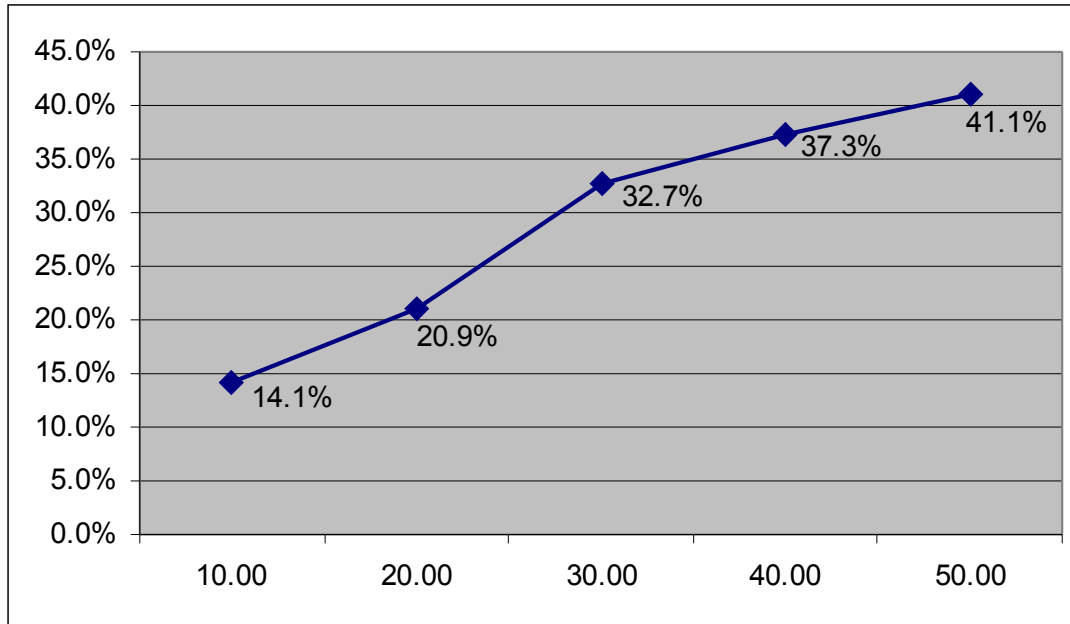
Cross Tab: Preferences of Cash Incentive vs. the Three Age Groups



Monetary Value. There is a high level of significance between that likeliness of participation with relation to the monetary amount given (chi-square value=56.182, df=16, p-value=.000.) As the monetary amount offered increases from ten dollars to forty dollars the percentage of people likely to participate in the study also increases. Of those sampled, 14.1% indicated they would participate if the value were \$10, whereas 41.1% of respondents would participate if the incentive were \$50.00 (Figure 8).

Figure 8

Percentage of Participation with Relation to Monetary Amount



Participate for non-monetary gift. Results indicate that 42.9% of the respondents were likely to participate in the diary program for a non-monetary gift. On the contrary, 27.5% of the sample indicated that they were unlikely to participate for this type of gift. There is a statistically significant difference as a function of the gender variable, ($\chi^2=11.836$, $p<0.019$). Almost a fourth of the male respondents reported that they would not participate for this incentive (21.4%). On the other hand, the female respondents indicated they were more likely to participate for this incentive (24.6%)(Figure 9). This pattern of responses was statistically significantly as a function of the different age groups ($\chi^2 = 17.458$, $df = 8$, $p = .026$). The 18 to 21 year age group indicated they were more likely to cooperate with the Nielsen Diary-Keeping Program with this gift card incentive than the other two groups (Figure 10). More specifically, 21.7 % of that age group responded with a “4” or “5”, whereas only 15% of the older age groups responded with a “4” or “5.” The sample was quite homogeneous as a function of the ethnicity variable.

Figure 9

Cross Tab: Preferences of Gift Card Incentive vs. Gender

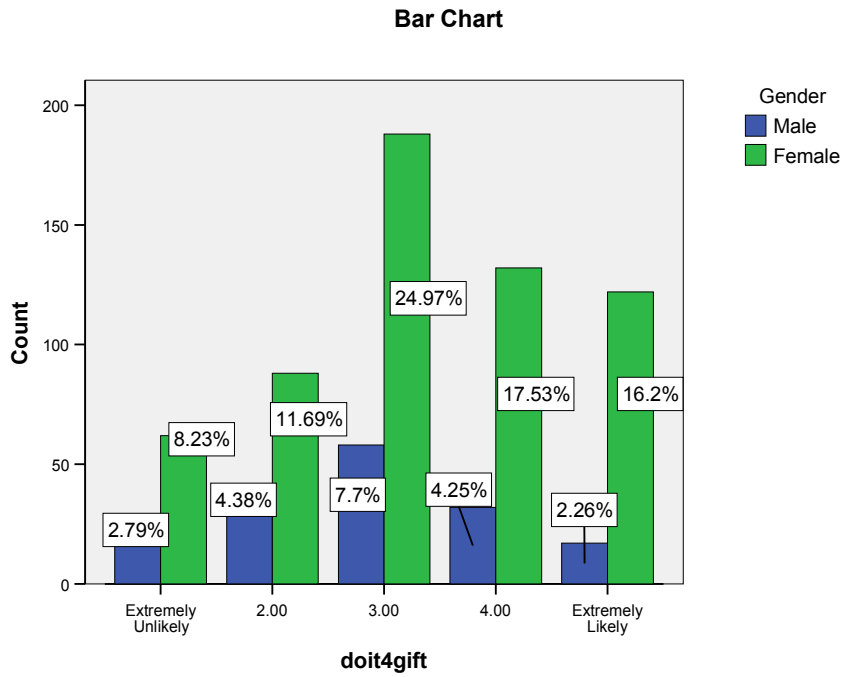
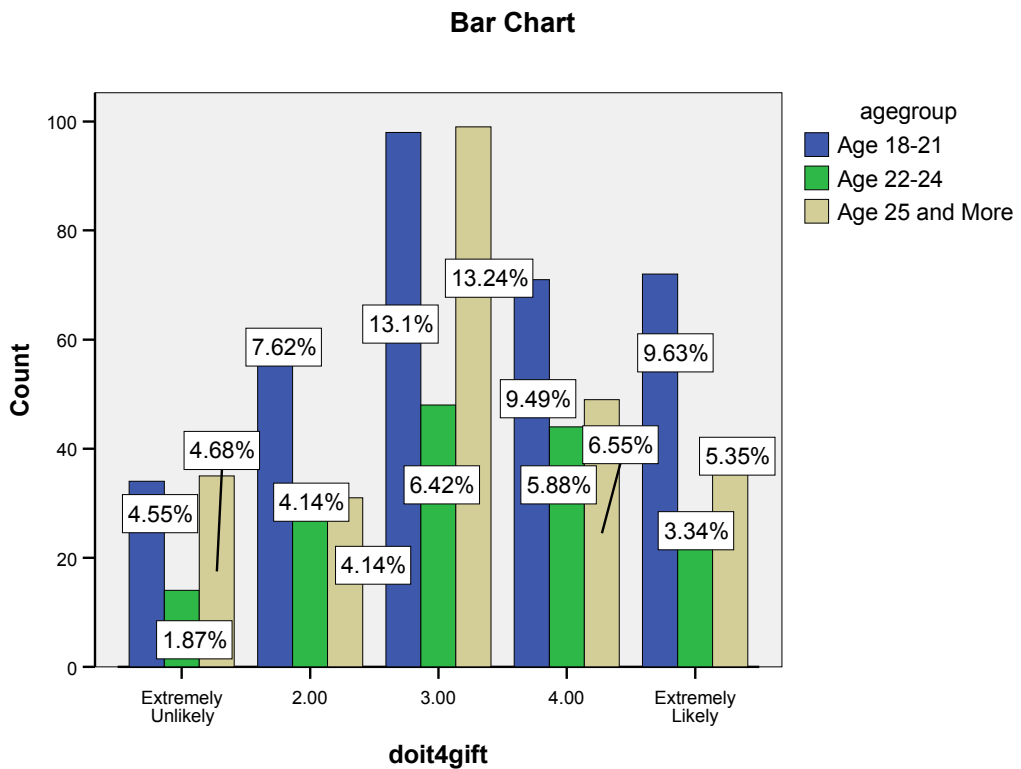


Figure 10

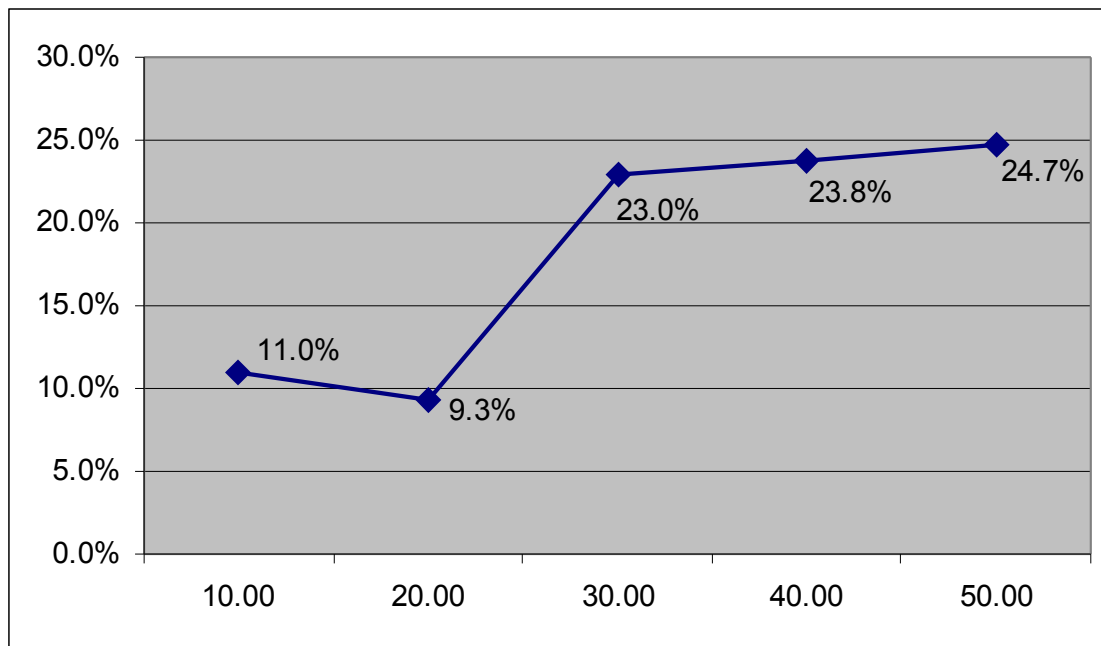
Cross Tab: Preferences of Gift Card Incentive vs. the Three Age Groups



Non-monetary Value. There is a high level of significance between the willingness to participate in the study and the gift card amount provided as an incentive (chi-squared=60.313, df=16, p-value=.000.) On average as the monetary amount for gift cards increases, people are more willing to participate in the study. Of those surveyed, 11% indicated a likeliness to participate for a gift valued at \$10.00, whereas 24.7% indicated they would participate if the gift were valued at \$50.00 (Figure11).

Figure 11

Percentage of Participation With Relation to Gift Value Amount



Types of Gift Cards

There were ten questions on the questionnaire that measured SLU students' likeliness to participate in the Nielson diary program with various gift cards as incentives. These items were measured using a five point numerical scale assessing likeliness of participation ranging from "1" "Extremely Unlikely" to "5" "Extremely Likely." The Pearson Chi Square was used to analysis all of these variables. For reporting purposes, the five-point scale was collapsed into a three-point

scale. When reporting likeliness the “4” and “5” response values have been combined, as have the “1” and “2” values for unlikeliness.

Gift cards to clothing retailers. The majority of those surveyed indicated that they were likely to participate in the diary program for this gift card (53.8%). However, of those sampled, 22.8% indicated that they were unlikely to participate for this incentive. Chi Square analysis revealed a high level of significance as a function of gender ($\chi^2 = 40.694$, $df=4$, $p\text{-value} = .000$). Females indicated that they were more likely to participate for this type of gift card than were males. More specifically, 52% of the female respondents indicated likeliness, compared to the 29.6% of males who indicated likeliness to participate (Figure 12). There was a significant difference as a function of the age variable ($\chi^2 = 39.737$, $df = 8$, $p = .000$). The 18-21 year age group was the most likely to participate (31.4%) for the gift card to clothing retailers compared to only 19.9% of the 22 to 24 year age group and 14.8% of the 25 year and older age group (Figure 13). In addition, the 25 year and older age group’s responses indicated that they were the least likely to participate for this incentive (40%.) There were no statistical significant differences found as a function of the ethnicity variable.

Figure 12

Cross Tab: Preferences of Gift Cards to Restaurants vs. Gender

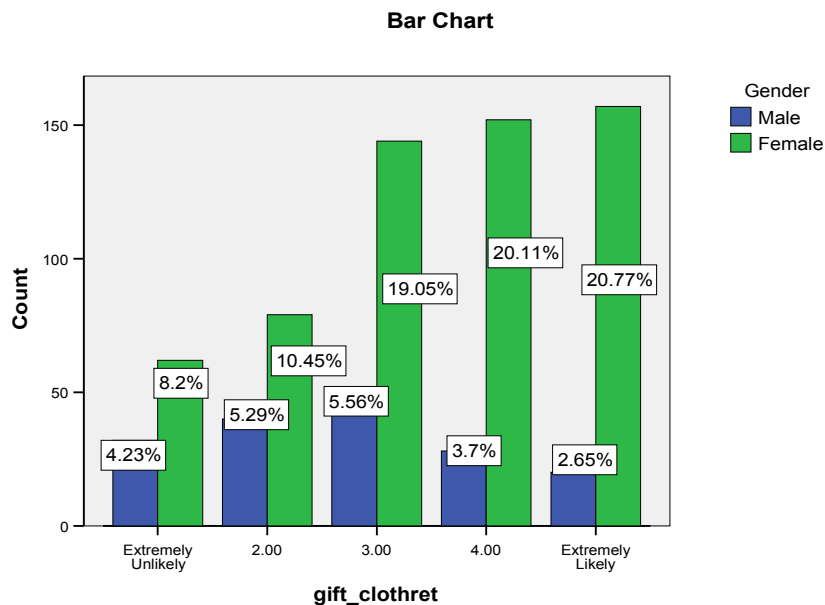
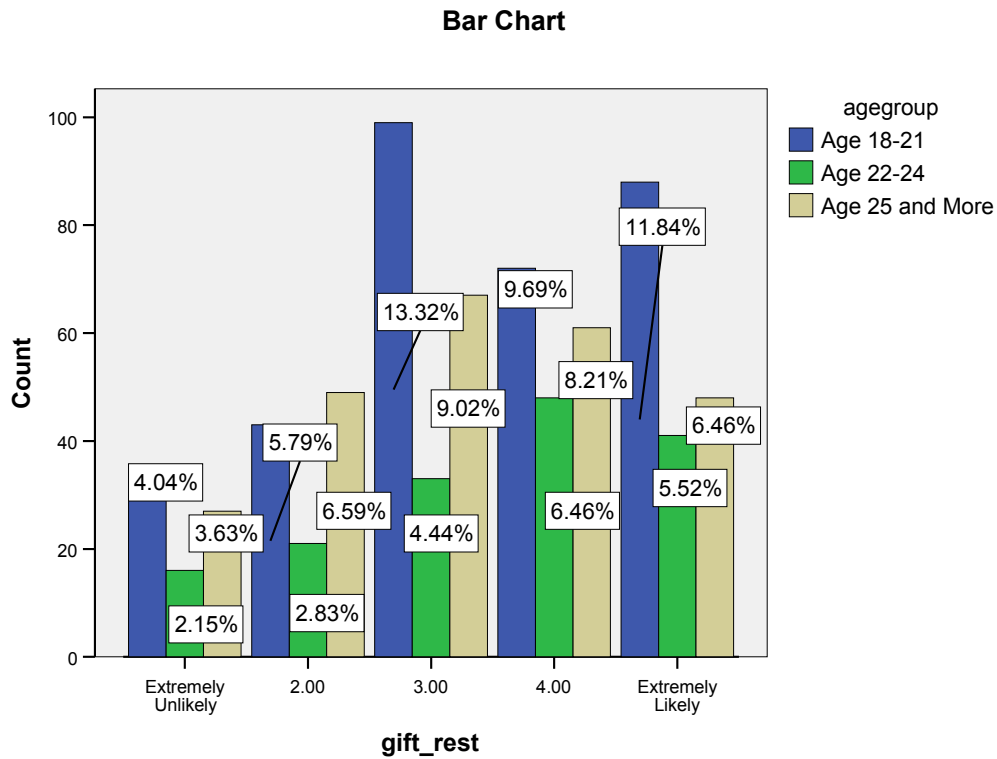


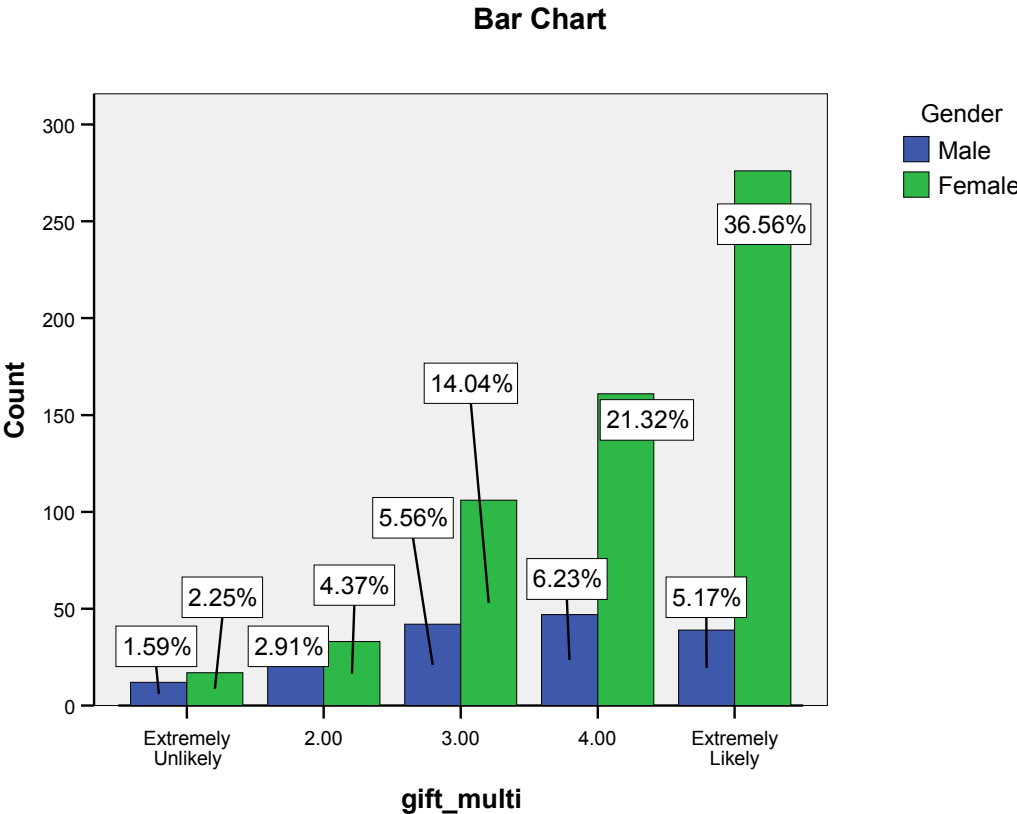
Figure 13
Cross Tab: Preferences of Gift Cards to Restaurants
vs. the Three Age Groups



Gift cards to multipurpose stores (Wal-mart, Target). Overall, 70.7% of the sample indicated that they would participate in the diary program for this incentive (43.8% of the sample gave a response of “5”). Chi Square analysis revealed a significant difference as a function of gender. The majority of female respondents (75.9%) indicated that they were likely to participate whereas only 53.5% of the male respondents stated that they were likely to participate (Figure 14). No statistically valid differences were obtained for the ethnicity or age variables.

Figure 14

Cross Tab: Preferences of Multipurpose Store Gift Cards vs. Gender



Gift cards to restaurants. Analyses revealed that the majority of the sample (50.7%) indicated that they would likely participate in order to receive gift cards to restaurants as an incentive, compared to 22.4% of respondents that indicated they were unlikely to participate. Chi-Square analysis shows there was a statistically significant difference as a function of gender ($\chi^2 = 22.738$, $df = 4$, $p = .000$). Female respondents indicated they were more likely to participate for this incentive than the male respondents. More specifically, 30.2% of females were likely to participate compared to only 13.3% of males (Figure 15). There was a marginal significance difference as a function of age ($\chi^2 = 15.096$, $df = 8$, $p = .057$). The 22 to 24 year age group indicated they were more likely to participate (30.2%) than the other two age groups as only 26% of the 18 to 21 year and 19% of the 25 year and older age group responded that they were likely to participate for this incentive (Figure 16). The Chi Square found no significant differences as a function of ethnicity.

Figure 15

Cross Tab: Preferences of Gift Cards to Restaurants vs. Gender

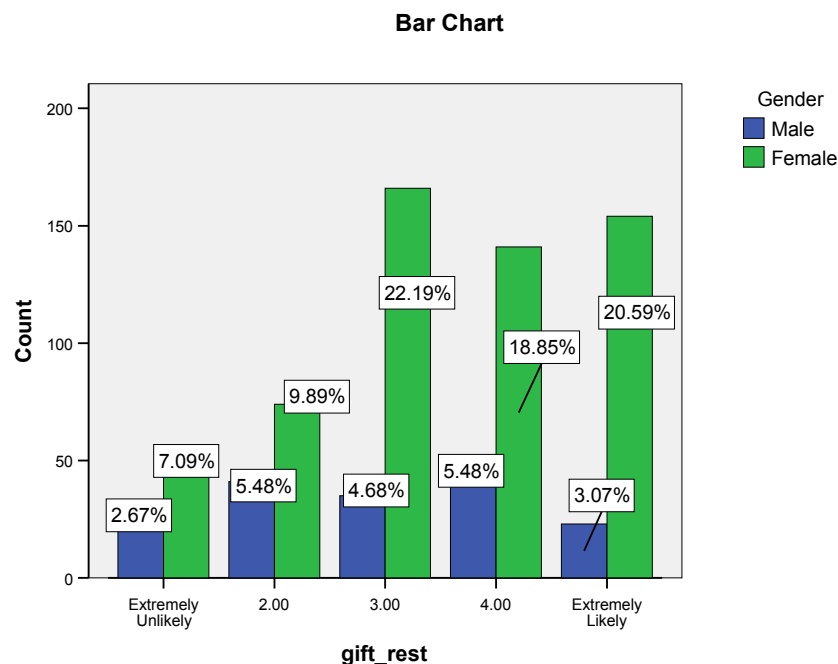
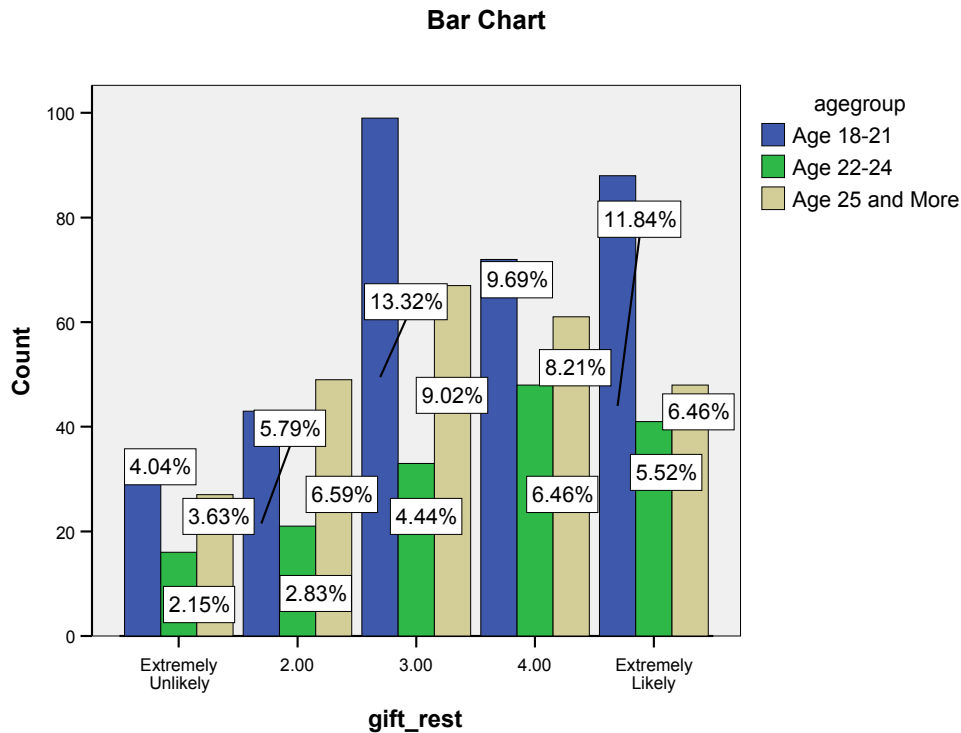


Figure 16

Cross Tab: Preferences of Gift cards to restaurants vs. the Three Age Groups



Gift cards to an electronics store. This type of incentive was likely to persuade the respondents to participate among the sample as a whole with 50.6% of the respondents indicating that they were likely to participate for a gift card to an electronics store. On the contrary, 25.8% of the sample indicated that they were not likely to [participate](#). The results of a Chi Square analysis indicated that there was a statistically significant difference as a function of the gender variable ($\chi^2 = 14.876$, $df = 4$, $p = .005$). The majority of males indicated that they would participate for this incentive (60 %). This was significantly higher than the responses of the females sampled with only 48% indicating likeliness to participate (Figure 17). Chi square analysis also indicated a significant difference as a function of age ($\chi^2 = 31.957$, $df = 8$, $p = .000$). More than half of each of the two younger groups responded that they were likely to participate in the Nielsen diary program if this type of gift card was offered as an incentive (Figure 18). Conversely, only 36% of the 25-year and older age group stated they were likely to participate. There was no significant difference as a function of the ethnicity variable.

Figure 17

Cross Tab: Preferences of Gift Cards to an Electronics Store vs. Gender

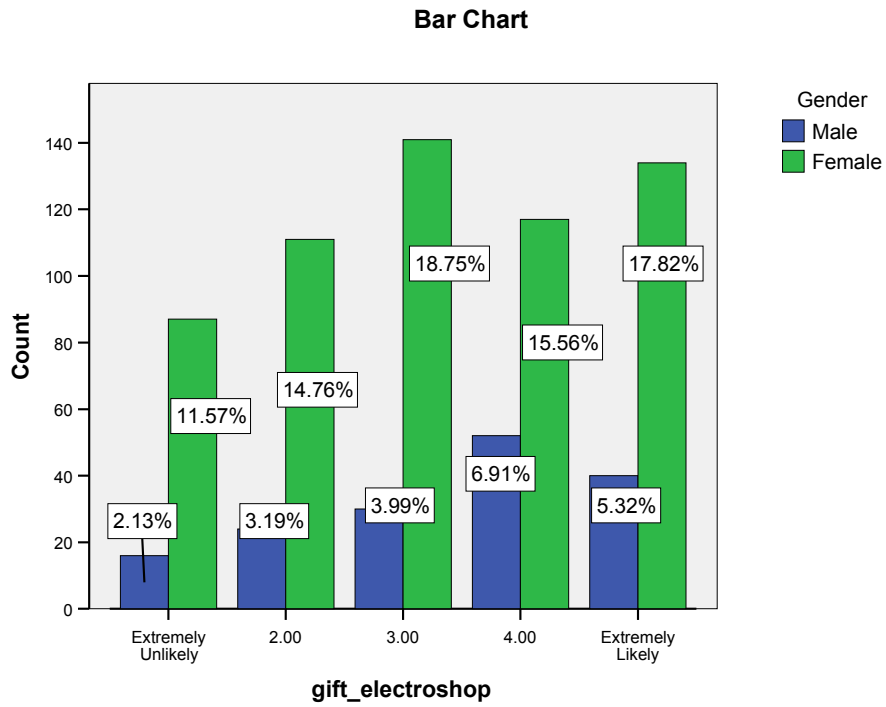
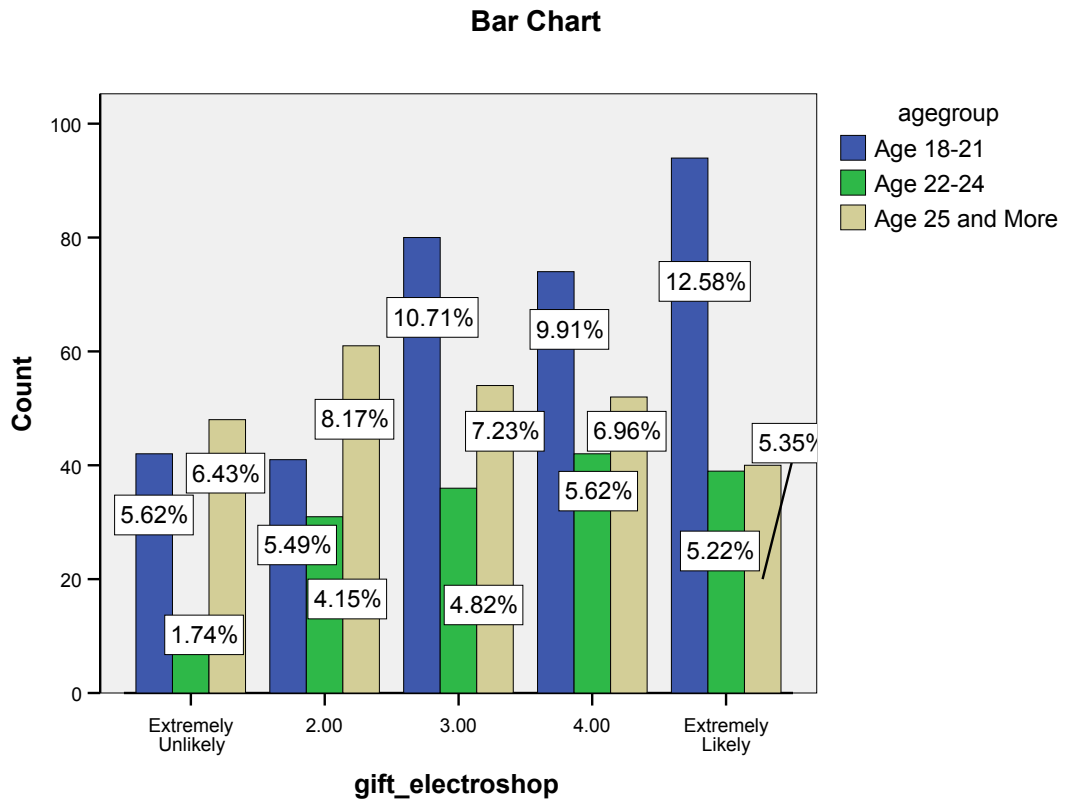
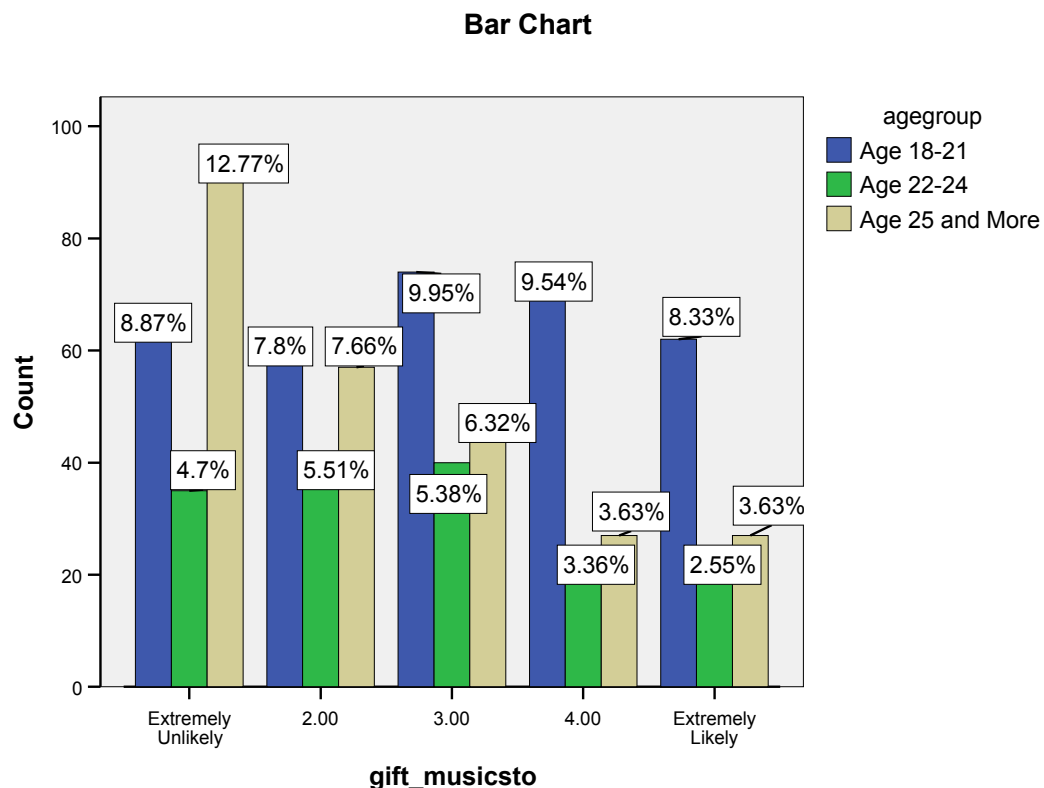


Figure 18
Cross Tab: Preferences of Gift cards to an electronics store vs. the Three Age Groups



Gift cards to music store. As a group, the sample indicated that they were not likely to participate if a gift card to a music store were offered as the incentive. More specifically, 40.8% of those sampled indicated that they were unlikely to participate for this incentive compared to the 36.1% respondents who would be likely to participate. A statistically significant difference as a function of the age variable was found ($\chi^2 = 41.831$, $df = 8$, $p = .000$). The younger the respondents were, the more they likely they were to participate for this gift card option. More than 40% of the 18 to 21 year age group indicated likeliness, compared to 27.5 % of the 22 to 24 year age group and 21.4% of the 25-year and older age group(Figure 19). Chi Square revealed no significant differences as a function of the gender or ethnicity variables.

Figure 19
Cross Tab: Preferences of Gift cards to music store vs. the Three Age Groups

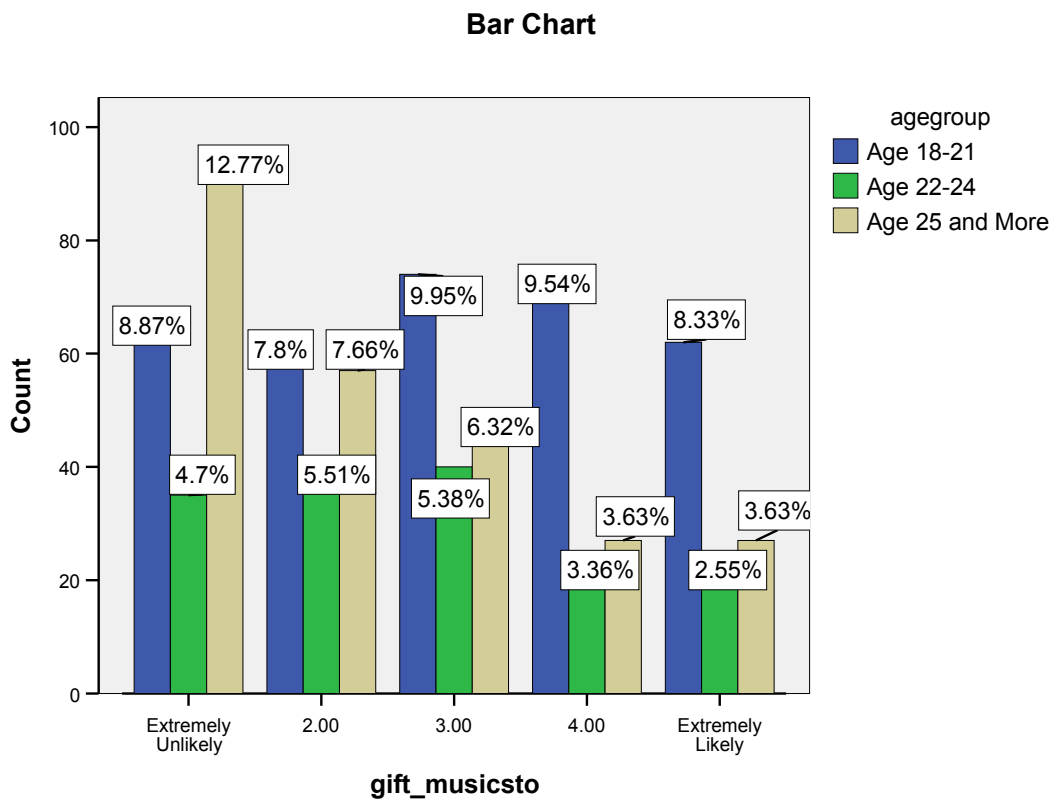


Gifts cards to music/cell phone ring download. The majority of respondents indicated that they were not likely to participate for this gift type (68%). Only 15.8% of the respondents indicated a

likeness to participate. Chi-Square analysis revealed significant differences regarding as a function of age ($\chi^2 = 53.999$, $df = 8$, $p = .000$). Overall, the three groups extremely disliked [this](#) gift card option, especially in the 25-year and older age group. To be more specific, 42.5 % of the 18 to 21 year age group, 55.9% of the 22 to 24 year age group and 69.0% of the 25 year and older age group indicated that they were unlikely to participate in the Nielsen Diary-Keeping Program if the incentive were a gift card for music/cell phone ring downloads (Figure 20). The sample was relatively homogeneous as a function of gender and ethnicity.

Figure 20

Cross Tab: Preferences of Gifts cards to music/cell phone ring download vs. the Three Age Groups

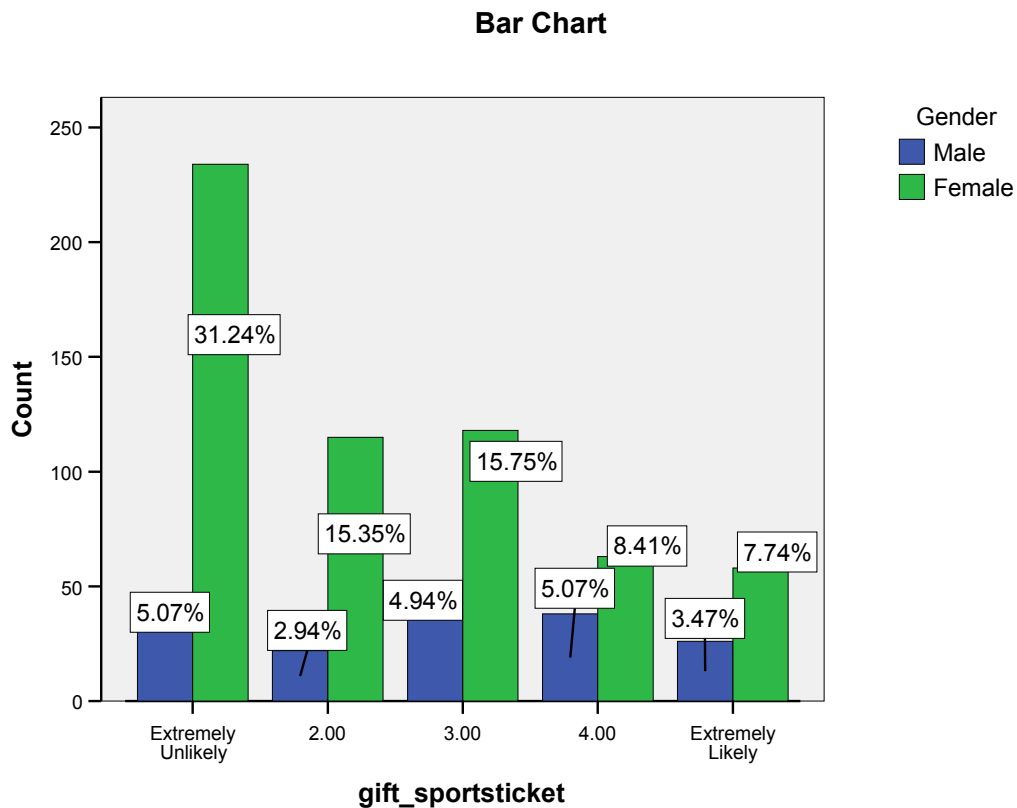


Gift cards to Movie Theater. Of all respondents, 37.5 % indicated that they would be likely to participate for a gift card to a movie theater. Correspondingly, 37% of the respondents indicated that they would not be likely to participate for this incentive. The sample was relatively homogeneous in this pattern as there were no significant differences as a function of the variables considered.

Tickets to a sporting event: Overall, 50.6% of those sampled indicated that they were not likely to participate for tickets as an incentive, whereas 27.9% indicated that they were likely to participate in the diary program for tickets to a sporting event. Chi Square analysis for this incentive shows a statistically significant pattern as a function of gender ($\chi^2=19.359$, $df=4$, $p=.001$). The pattern indicated that a high percentage of male respondents would be likely to participate for this incentive as compared to females (Figure 21). The percentage of male likeliness was 43% as compared to only 25% of female respondents. Chi Square analysis shows no significant differences as a function of the ethnicity or age variables.

Figure 21

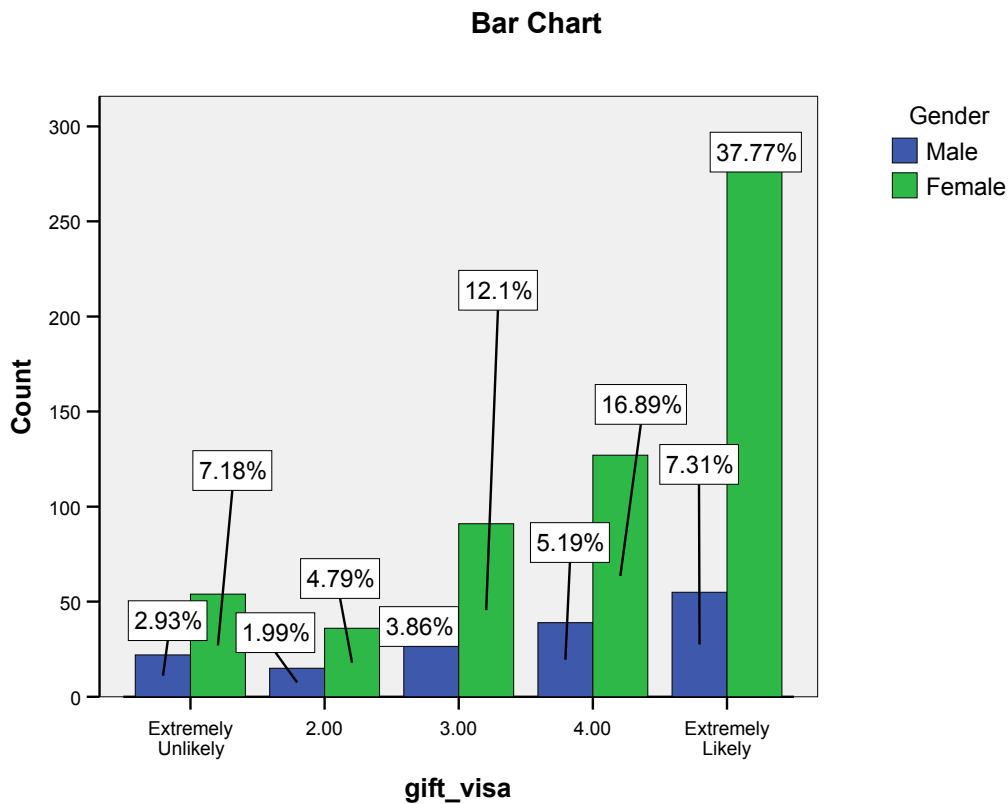
Cross Tab: Preferences of Tickets vs. Gender



A generic gift card (Visa, MasterCard). The majority of the sample indicated that they would participate for this incentive. Overall, 66.6% responded that they were likely to participate with only 17% of respondents indicating that they were not likely to participate. Chi Square revealed a statistically significant difference as a function of gender ($\chi^2=10.402$, $df=4$, $p=.034$). The female respondents found this incentive more enticing to participate in the diary program for than the male respondents (Figure 22). More specifically, around 50 % of males indicated likeliness compared to 69.5% of female respondents. There were no statistically significant differences found as a function of age or ethnicity.

Figure 22

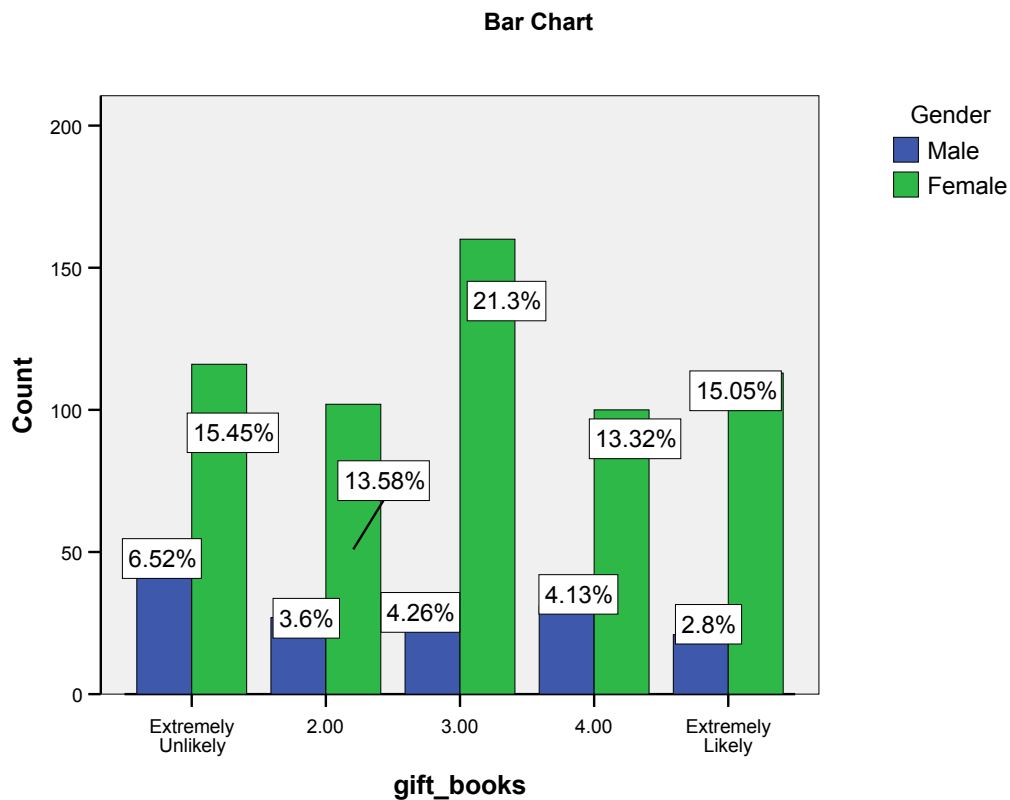
Cross Tab: Preferences of Generic Gift Cards vs. Gender



Gift cards to a bookstore. For the entire sample, 42% of respondents indicated that they were not likely to participate if the incentive were gift cards to a bookstore. However, 31.4% responded that they would be likely to participate. A significant difference was revealed as a function of gender ($\chi^2=16.110, df=4, p=.003$). According to the results of the survey, this incentive was not regarded as favorable. However, the female respondents found this incentive more attractive than the males (Figure 23). There was a significant difference with 24 % of female SLU students indicating likeliness to only 6 % of male SLU students. There were no statistically significant differences as a function of the age or ethnicity variables.

Figure 23

Cross Tab: Preferences of Gift Cards to a Bookstore vs. Gender



Non-Monetary Gifts

There were six questions on the questionnaire that measured SLU students' likeliness to participate for various non-monetary gifts as incentives for participation in the Nielson diary program. Some of these gifts were suggestions from NMR and the other items were suggestions from the team. These items were measured using a five point numerical scale assessing likeliness of participation ranging from "1" "Extremely Unlikely" to "5" "Extremely Likely." However, for reporting purposes the scale was compressed with "4" and "5" indicating likeliness. The Pearson Chi Square was used to analysis all of these variables.

Grooming kit. Overall, 76.2% of the respondents indicated that they were not likely to participate in the diary program for this non-monetary gift compared to only 8.85% that indicated they would be likely to participate for this incentive. However, one significant difference was observed with respect to respondents' ethnicities ($\chi^2 = 27.200$, $df = 16$, $p = .039$). Only 2.7% of Caucasian Americans responded that they were likely to participate for the grooming kit whereas

11.1% of African Americans and 11.1% of Hispanic American indicated likeliness (Figure 24). A significant difference was also found as a function of age ($\chi^2 = 25.413$, $df = 8$, $p = .001$; Table 13). Only 4% to 10% of each age group stated that they were likely to participate for this incentive. Considering all of the three age groups, the 18-21 year age group was the most likely to participate (5.1%) and the 25 year and older age group indicated that they were the most unlikely to participate for this incentive (66.7%) (Figure 25). Chi Square analysis revealed there were no significant differences found as a function of gender.

Figure24

Cross tab Analysis: Grooming Kit vs. Ethnicity

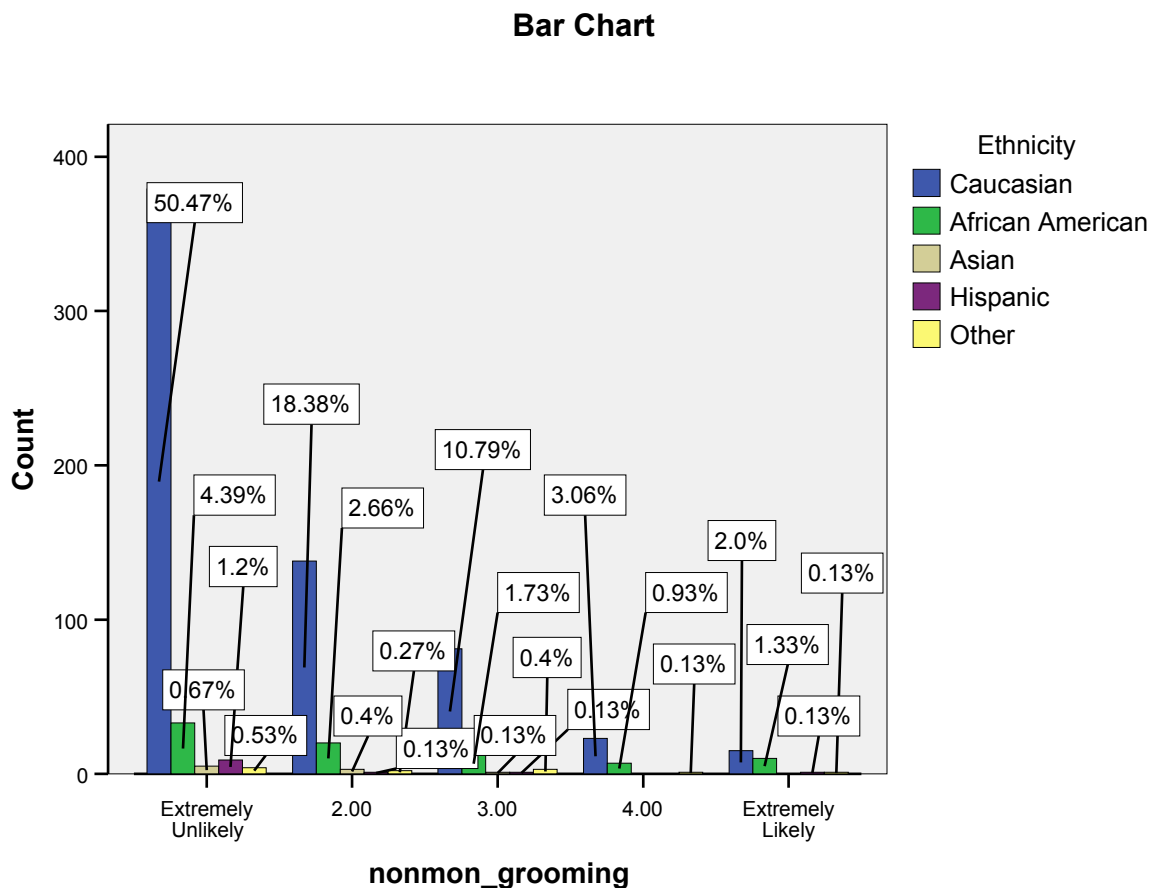
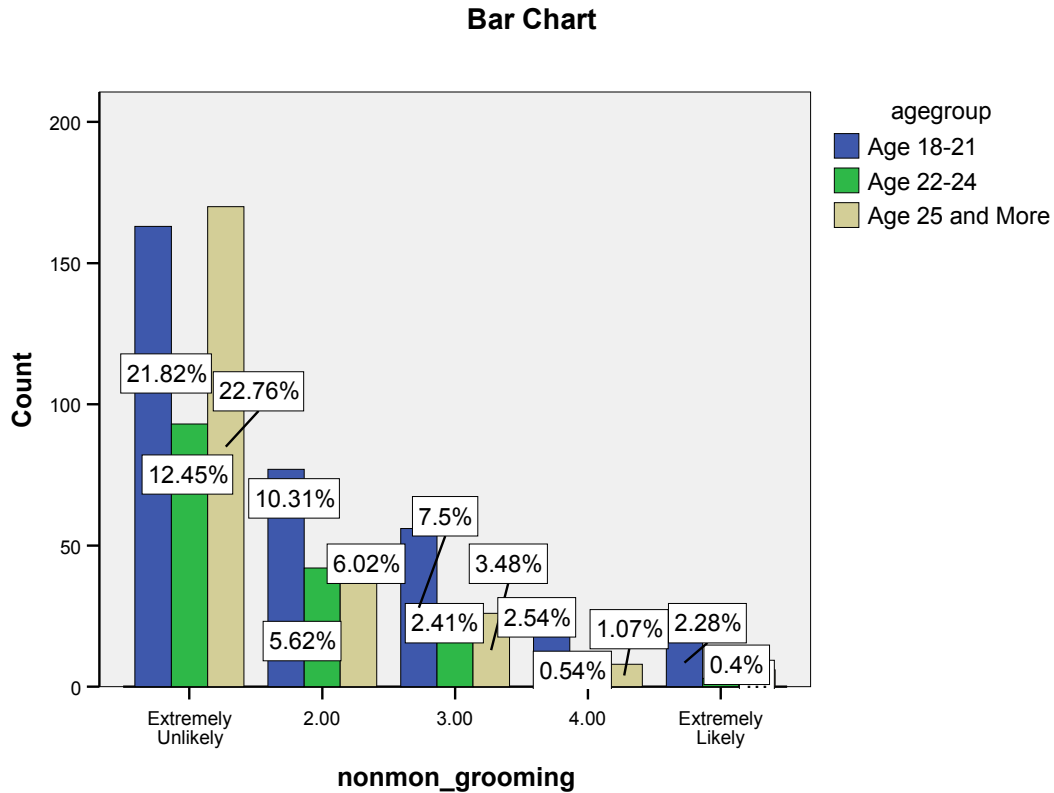


Figure 25

Cross Tab: Preference of Grooming Kit vs. the Three Age Groups



Nail Care Set. The majority of the sample indicated that they would not participate for this incentive (78%). Only 10.6% of the sampled respondents indicated that they would participate for this incentive. A significant difference was found as a function of gender ($\chi^2 = 44.603$ df = 4, $p = .000$; Table 13). Only the female respondents indicated that they would participate for this incentive (10.6%). None of the male respondents indicated a likeliness of participation for a nail care set Figure 26). Chi-Square Tests showed that there was a significant difference as a function of age ($\chi^2 = 18.706$, df = 8, $p = .017$). The Nail Care Set is another gift incentive that all three [age](#) groups strongly disliked. Of the respondents, 50% of the 18 to 21 year age group, 58.8% of the 22 to 24 year age group, and 66.8% of 25 year and older age group responded that they were [un](#)likely to participate in the diary program or this incentive (Figure 27). The sample was relatively homogeneous as a function of ethnicity.

Figure 26

Cross Tab: Preferences of Nail Care Set vs. the Gender

Bar Chart

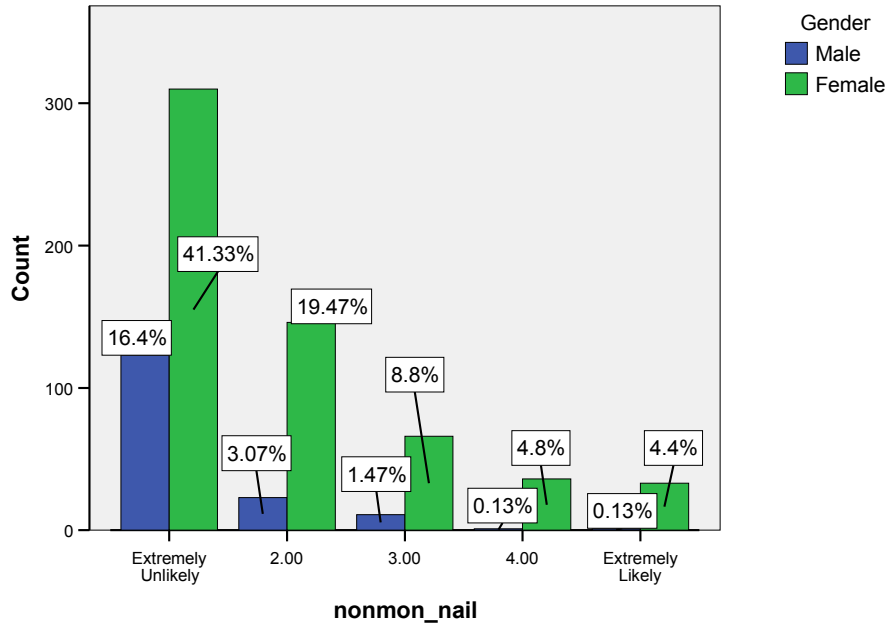
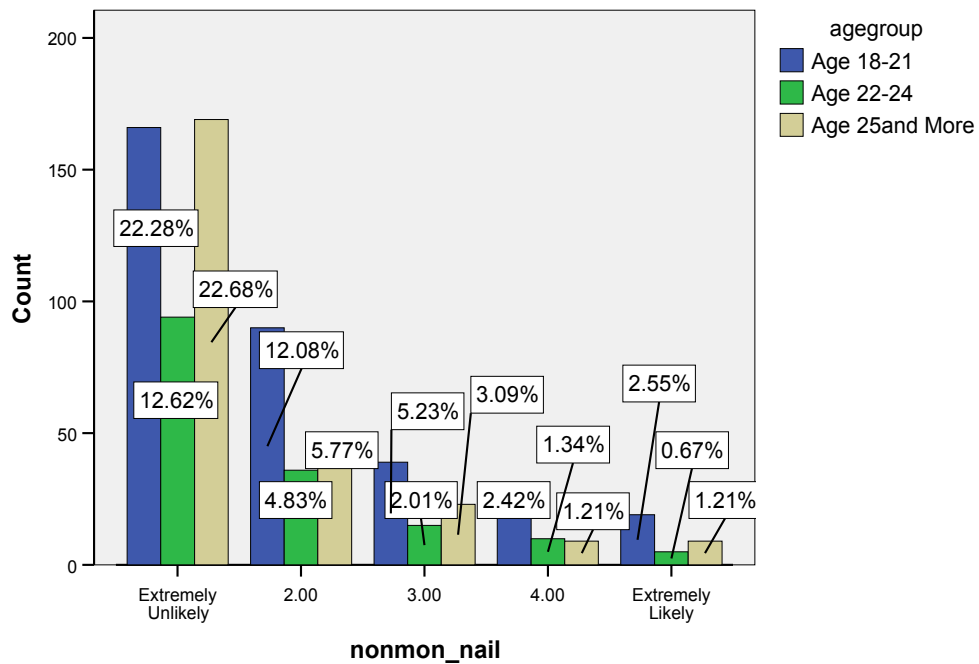


Figure 27

Cross Tab: Preferences of Nail Care Set vs. the Three Age Groups

Bar Chart

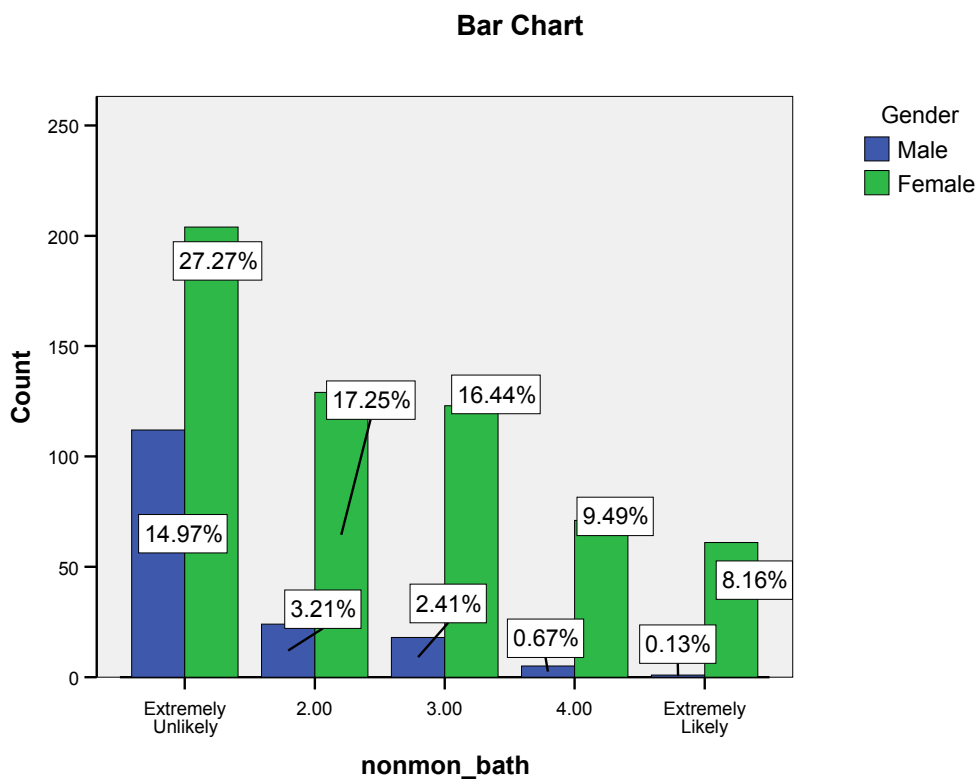


Bath/Body Set. For the entire sample, 60.2% of the respondents indicated that they would not

participate if the incentive were a bath/body set. Only 10.6% of those surveyed indicated that they would be likely to participate. Chi-Square analysis found a statistically significant difference as a function of gender ($\chi^2 = 68.334$, $df = 4$, $p = .000$). The females sampled indicated that they were more likely to participate than the males if the incentive were a bath/body set. When the total scores of “4” and “5” are combined, only 18.8% of women and 0.6% of men indicated willingness to participate. There were no significant patterns found in the data as a function of the other variables considered.

Figure 28

Cross Tab: Preferences of the Bath/Body Set vs. Gender



Music Cell Downloads. The majority of the sample indicated that they would not participate for music downloads as an incentive (72.3%) and only 14% of the respondents indicated that they were willing to participate for this item. Chi Square analysis revealed a significant difference as a function of ethnicity. While this incentive was not enticing, 17 % of African Americans indicated a likeliness to participate for this incentive. This percentage is higher compared to the 6% of

Caucasians and the 10% of Hispanics who indicated they were likely to participate for this incentive (Figure 29). A statistically significant difference was also found as a function of age ($\chi^2 = 39.306$, $df = 8$, $p = .000$). Music/cell downloads were a gift incentive that all three age groups did not find appealing enough in order to participate in the diary program. To be more specific, 47.4% of the 18-21 year age group, 61.6% of the 22 to 24 year age group and 70.8% of the 25-year and older age group expressed they were unlikely to participate for this incentive (Figure 30). There were no statistically significant differences found as a function of gender.

Figure 29

Cross Tab: Preferences of Downloads vs. Ethnicity

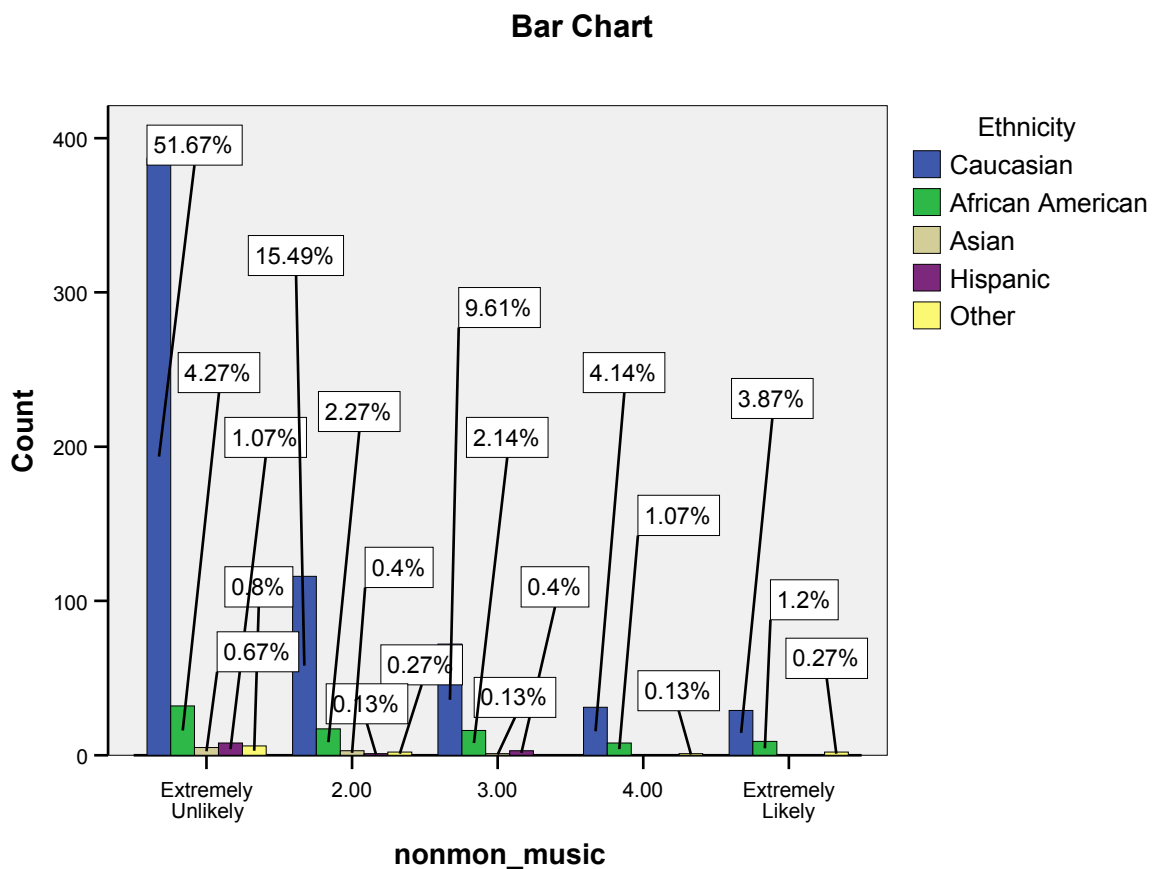
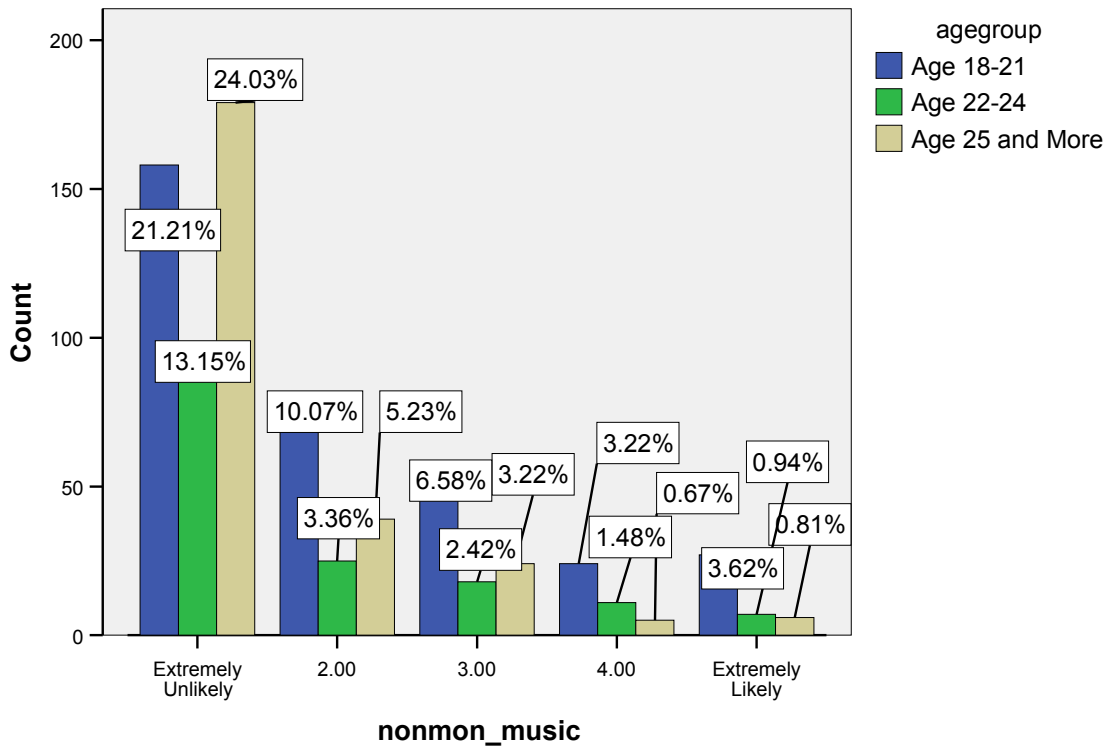


Figure 30

Cross Tab: Preferences of Music /Cell Downloads vs. the Three Age Groups

Bar Chart



Magazine subscription. Of the respondents, 62.1% indicated that they were not likely to participate in the diary program for magazine subscriptions, compared to the 19.2% of respondents who indicated that they would be likely to participate for this incentive. There was a significant difference found as a function of the gender variable ($\chi^2 = 12.172$, $df = 4$, $p\text{-value} = .016$). Male respondents were less likely to participate for this incentive than were female (Figure 31). More specifically, 29.5% of the females surveyed expressed that they would be unlikely to participate for a magazine subscription, compared to 47.7% of male respondents. A significant difference was also found as a function of the age variable ($\chi^2 = 16.256$, $df = 8$, $p = .039$, Figure 32). The two younger age groups were more likely to participate in the diary program for this incentive than the 25-year age group. Of the 18 to 21 year age group, 17.9% indicated they were likely to participate compared to 22% of the 22 to 24 year age group and 15.6% of the oldest age group. Chi Square revealed the sample was quite homogeneous as a function of ethnicity.

Figure 31

Cross Tab: Preferences of Magazine Subscriptions vs. Gender

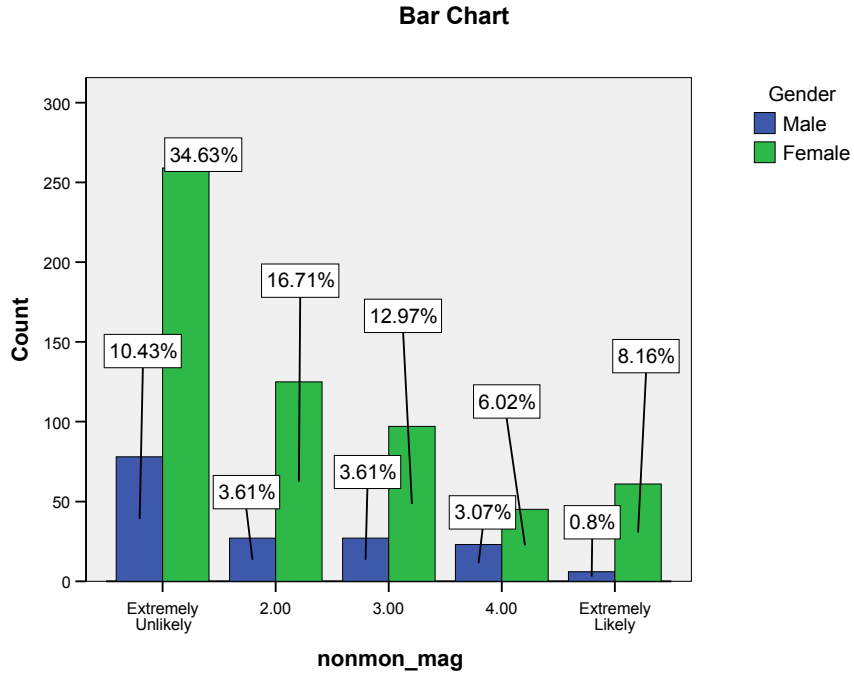
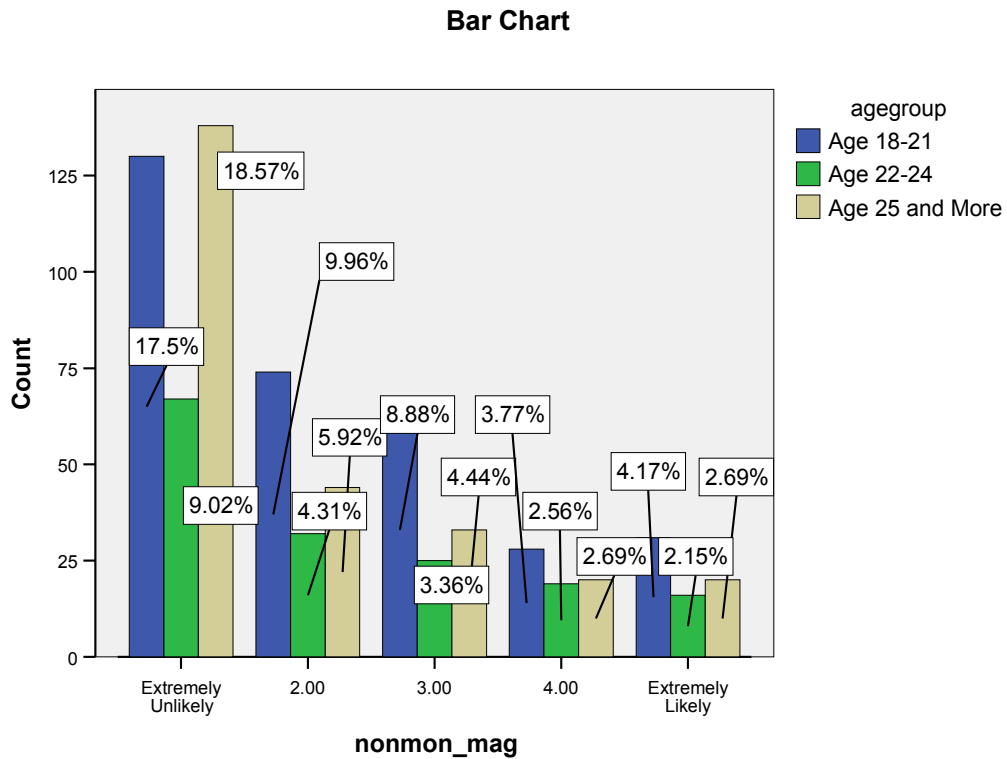


Figure 32

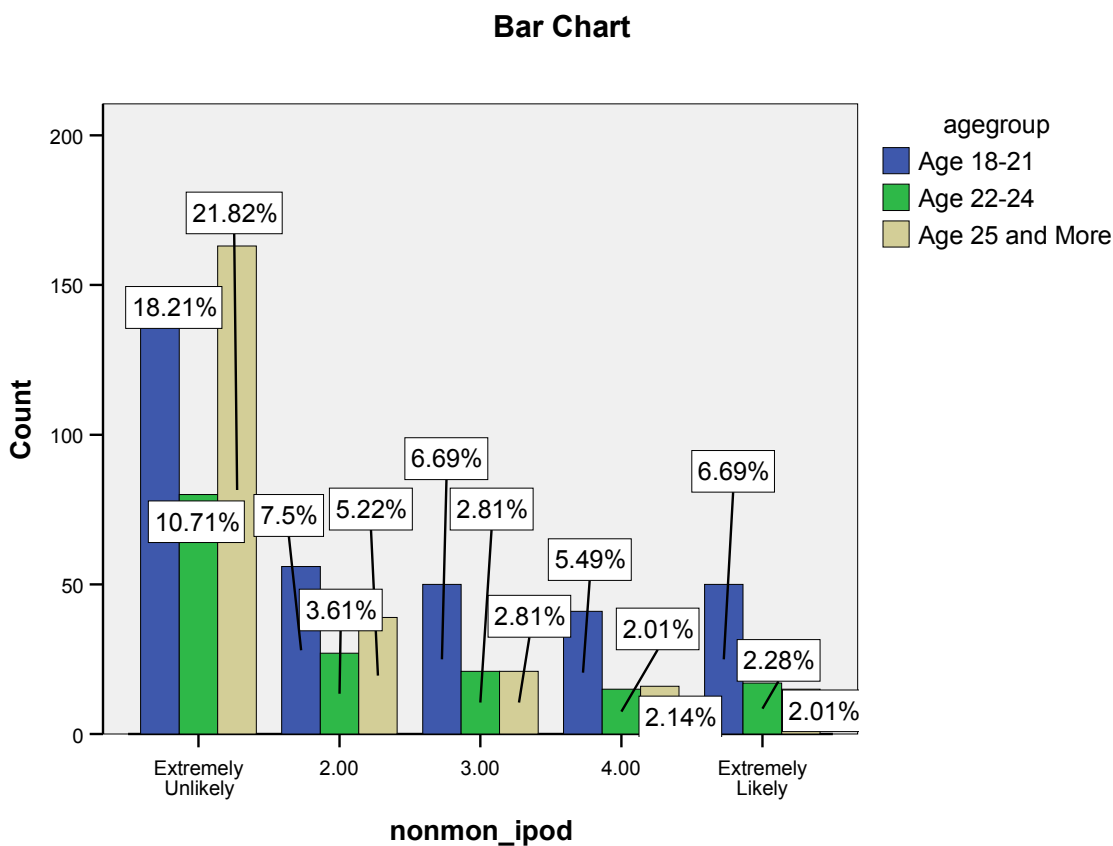
Cross Tab: Preferences of Magazine Subscriptions vs. the Three Age Groups



Ipod/MP3 Accessories. Overall, 60.6% of the respondents indicated that they would not participate in the Nielsen diary program for Ipod or MP3 accessories. On the contrary, 25% of those sampled indicated they would be likely to participate for this incentive. Chi Square analysis revealed a significant difference as a function of age ($\chi^2 = 37.479$, $df = 8$, $p = .000$). The majority of all three age groups responded that they would be unlikely to participate for these accessories. However, the older the respondent, the higher the percentages were for being unlikely to participate in the diary program for this incentive. More specifically, 40.8% of the 18 to 21 year age group, 50.0% of the 22 to 24 year age group, and 64.2% of the 25-year and older age group extremely disliked this incentive. There sample was relatively homogeneous relative to the other variables considered.

Figure 33

Cross Tab: Preferences of IPod/ MP3 Accessories vs. the Three Age Groups



Conclusions

Focus Group

There was a significant difference in what this age demographic wanted and what they were being offered. The gift catalog offers items that are perceived as children's toys, not items that teenagers would choose. There is also a difference in what males want and females want in this age demographic. The gift catalog does not appeal to this age group. It was commented that it looked old and out dated. The whole catalog needs to be revamped in order to appeal to this age demographic.

Survey

Age Group Difference

Of three age groups, 18-21 year, 22-24 year and 25-years and older, the 18 -21 year age group were less likely to participate in the Nielsen diary-keeping program than the two older groups. All three groups preferred to receive a monetary gift as an incentive to take part in the study over a gift card or actual gift. In each segment, at least 50% of the respondents stated they were likely to be involved in the Nielsen study if they were given a cash, however the two younger groups, 18-21year and 22-24 year, were more willing to be involved in the research when given a monetary incentive than the older group, 25-years and older.

If given a gift card to participate in the diary-keeping program, the 18 to 21 year age group had a larger percentage that would likely participate than the two older age groups. Generic Gift Card and Gift Card to Multipurpose Store were the most popular gift cards of the gift card incentives among all respondents who took the survey. 43% of the youngest age group preferred generic gift cards compared to 41.9% who favored the multipurpose store gift card. The 22 to 24 year age group had 47.8% of the participates respond that they were extremely willing to participate in the Nielsen study if given a generic gift card while 42.2% answer the same for the multipurpose store gift. Finally, 48% of the oldest group, 25 and up, said they would be very likely to participate if given a generic gift whereas 37.3% preferred the multipurpose store gift card

The majority of the people in all age groups disliked all the gifts mentioned in this survey.

However if this was the only option, the 18 to 21 year age group preferred to receive iPod/ MP3 accessories. The top two gifts favored by 22 to 24 year age group were magazine subscriptions and iPod/ MP3 accessories. The bath and body set and the magazine subscription was the preferred gift for the 25-year and older age group.

Gender difference (Age 18-24 group)

The results of the research showed that there is a gender difference in preferences for the different gift cards. The majority of the female respondents (53%) were likely to participate in receipt of a gift card to a restaurant, while 42.5% of male respondents responded the same way about this incentive.

For the electronic store gift card, approximately 60 % of men stated that they liked this incentive, but only 48% of women replied in the same way. The majority of both men and women tended to respond unlikely to the music store gift card. For this type of gift card, 50% responded that they unlikely to participate, whereas 23.7% of women responded unlikely.

In the last non-monetary gift category, 78.1% of male respondents and 75.6% of female respondents stated that the grooming kit made them unlikely to participate in the diary-keeping program.

Ethnicity difference

The cross tabulation analysis of non-monetary gift preferences and ethnicity showed there are differences between the incentives and their attractiveness to each ethnic group to participate in the Nielsen diary-keeping program.

Of all ethnicities surveyed, the Asian Americans (40%) are more extremely likely to participate with the gift card to restaurants, while 26.4% of Caucasian Americans, 23.8% of African Americans, and 22.2% of Hispanic Americans indicated the same response for this incentive. Approximately 20 % to 27% of each ethnicity, excluding the “other” ethnicity

category, showed that they were extremely likely to take part in the Nielsen program for a gift card to an electronics store. On the other hand, 33.3% of Hispanic Americans extremely disliked this gift card incentive option.

Comparing to Caucasian Americans (21.3%) and African Americans (14.1%), Asian Americans (40%) and Hispanic Americans (33.3%) were more extremely unlikely to participate in the Nielsen program for a gift card to a music store. Only 2.7% of Caucasian Americans responded that the grooming kit is an extremely likely gift for motivating them to participate in the diary-keeping program, whereas 11.1% of African Americans and 11.1% of Hispanic American had the same opinion.

Recommendations

In order to increase participation in the diary program among adults between the ages 18 to 24 years old, it is recommended that Nielsen should consider generating different incentive lists by gender since male and female respondents had their own preferences. Based on the survey data it is recommended Nielsen offer either cash or gift cards to the participants in the diary program. Based on present data, if cash is offered, there should be an increase in the amount given as an incentive. As expected, as the amount of cash was increased the number of respondents who would be willing to participate also increased. The largest change in percentage of likeliness of participation lies between \$20.00 and \$30.00 range. As such, it is recommended that NMR further explore the amount they are willing to offer to its participants.

Based on the survey data, certain gifts cards could be offered as incentives. Even though the likeliness of participation is not as high, this incentive makes a great alternative. As with the cash incentive the largest percentage change lies between the \$20.00 and \$30.00 values and then levels off. It is recommended that if NMR does offer gift cards the participants need to be able to choose between gifts cards, as there were differences in gender, age, and ethnicity. Based on the present data, the most prevalent gift cards to offer include the multi-store gift card and the generic gift card. These two cards appealed the most to everyone. However, other gifts cards had high percentages, but appealed more to either males or females. Here the ability to choose would be

recommended. For males, gift cards to electronic stores and tickets to sporting events ranked over 50% of the respondents. For Females, gift cards to clothing stores and restaurants ranked highly, with over 50% likeliness.

It is also recommended that Nielsen Media Research also needs to design different gift / gift card incentive lists for the different ethnicities they are trying to reach with their program. For example, Hispanic American and Asian American responded highly to gift cards to restaurants. Caucasian American and African American responded highly to gift cards to restaurants and gift cards to electronics stores.

In order to increase continued participation in the 12 to 17 year old participants in the people meter program, it is recommended that NMR increase the value of gifts offered and change the gift catalog. From the qualitative data, gift cards or gifts could be offered to this age group as gifts for participation. The most prevalent gift cards mentioned were clothing stores, electronic stores, and even generic gift cards. Based on the data, there are items that the catalog could include that would appeal more to this age demographic. These items include digital cameras and magazines. It is recommended to NMR, based on these findings that the current catalog be redesigned to reflect the different ages and genders of their participants. The gifts found on the current catalog appeal to younger demographics than the one that was researched. From this data, NMR could design the catalog so that there is one for the younger demographic and one for the 12 to 17 year demographic. Since there was a difference in gender, it is also recommended that separate catalogues are offered for males and females. NMR should investigate further the idea of offering fewer gifts that are more valuable to this age group for future participants.

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from Wikipedia: <http://wikipedia.com>

Focus Group Script

I. Set-up

- a) Set up classroom and PowerPoint
- b) Plan to record the focus group sessions
- c) One student take notes, two students lead the focus group

II. Focus Group Discussion

- 1) State purpose of discussion: Begin by stating what the Nielsen study does, and what we are attempting to collect data about. Our main purpose is to get better knowledge of what gifts appeal more to teens that are participating in the Nielsen metered panels. Ask if they know Nielsen and how the metered panels work. Briefly describe what Nielsen is about during the introduction. Also, asking about current TV watching habits might be beneficial.
- 2) Introduce facilitators
- 3) Tell the group exactly what Nielsen expects them to do as far as performance in the study
- 4) Another option would be to begin by asking the students what their interests are, where and what they spend their money on and to find out what types of incentives they feel their time is worth.
- 5) Some other possible questions to continue the focus group discussion are as follows:
 - What do you do after class?
 - How long do your interests usually last when doing one thing?
 - What do you like to spend your money on, when you have extra money? If I gave you twenty bucks what would you buy?
 - If you had the choice of what type of gift you would want to be given by someone, would you prefer money or non-monetary (such as gift cards or actual gift?)
 - Discuss reasons why they would not participate? (Time issues, holding interest for two years, etc.)
 - When showing current gift catalog. What are opinions on the current list of gifts in the booklet and the booklet itself?
 - What places would you prefer a gift card to be from?
 - What different gift incentives (not in Nielson current catalog or incentives that we came up with) would the group like to see in the gift catalog? (Make a separate list for boys and girls).
 - Would you prefer to receive two large gifts or four smaller gifts?
- 6) Give them a handout (current Nielson catalog) of what incentives Nielsen currently offers and record general and open feedback about current incentives.
 - What is your initial reaction to the catalog?
 - Do you like the gifts?
 - What do you think of the gifts?
 - Would you participate if those gifts were offered to you as compensation?
 - Ask about design of catalog?? (don't know if this is important)

Appendix B



March 1, 2006

Dear Parents,

We would like to request your child's participation in a study the purpose of which is to identify incentives (gifts, etc.) most likely to be effective in motivating persons of your child's age to participate in electronically-based tracking of their television viewing patterns. This study is being conducted by graduate students in our Business Research class in partnership with an international media research company. Participation is completely voluntary. If you choose not to allow your child to participate, he/she will in no way be negatively affected. If your child does participate, he/she will be asked to participate in a discussion (focus group) in class led by a team of our graduate students. He/she may withdraw from the focus group at any time should he/she choose to do so. All information obtained will be anonymous or confidential.

Your child's participation would be greatly appreciated. Thank-you for considering participation.

If you have any questions about specifics of this study please contact me at 549-3087. If you have questions of a more general nature concerning SLU policies for conducting research, please contact Dr. Michelle Hall, Chairperson of the Institutional Review Board at 549-2077.

Sincerely,

Thomas J. Lipscomb, Ph.D.
Professor of Psychology and Marketing

Please check one of the following:

_____ I give permission for my child, _____ to participate in the study
described above. (child's name)

I DO NOT give permission for my child, _____ to participate in the
study described above. (child's name)

Signature of Parent/Guardian



March 1, 2006

Dear Student,

We would like to request your participation in a study the purpose of which is to identify incentives (gifts, etc.) most likely to be effective in motivating persons your age to participate in electronically-based tracking of their television viewing patterns. This study is being conducted by graduate students in our Business Research class in partnership with an international media research company. Participation is completely voluntary. If you choose not to participate, you will in no way be negatively affected. If you do decide to participate, you will be asked to complete a short questionnaire. You do not need to answer every question if it makes you uncomfortable to do so.

All data will be completely anonymous. The questionnaires themselves will be destroyed following data analysis and will be kept in a locked file cabinet until then.

Your participation would be greatly appreciated. Thank-you for considering participation.

If you have any questions about specifics of this study please contact me at 549-3087. If you have questions of a more general nature concerning SLU policies for conducting research, please contact Dr. Michelle Hall, Chairperson of the Institutional Review Board at 549-2077.

Sincerely,

Thomas J. Lipscomb, Ph.D. Professor of
Psychology and Marketing

Please check one:

I agree to participate in the study as described above.

I do not wish to participate in the study described above.

(Student's signature)

Department of Marketing and Finance • SLU 10844 • Hammond, LA 70402 • 985-549-
2277 • Fax: 985-549-5010

A member of the University of Louisiana System



March 15, 2006

Dear Parents,

We would like to request your child's participation in a study the purpose of which is to identify incentives (gifts, etc.) most likely to be effective in motivating persons of your child's age to participate in electronically-based tracking of their television viewing patterns. This study is being conducted by graduate students in our Business Research class in partnership with an international media research company. Participation is completely voluntary. If you choose not to allow your child to participate, he/she will in no way be negatively affected. If your child does participate, he/she will be asked to complete a short questionnaire. He/she does not need to answer every question if it makes him/her uncomfortable to do so.

All data will be completely anonymous. The questionnaires themselves will be destroyed following data analysis and will be kept in a locked file cabinet until then.

Your child's participation would be greatly appreciated. Thank-you for considering participation.

If you have any questions about specifics of this study please contact me at 549-3087. If you have questions of a more general nature concerning SLU policies for conducting research, please contact Dr. Michelle Hall, Chairperson of the Institutional Review Board at 549-2077.

Thomas J. Lipscomb, Ph.D.

Professor of Psychology and Marketing

Please check one of the following:

_____ I give permission for my child, _____ to participate in the study described above. (child's name)

I DO NOT give permission for my child, _____ to participate in the study described above. (child's name)

Signature of Parent/Guardian

Department of Marketing and Finance • SLU 10844 • Hammond, LA 70402 • 985-549-2277 •
Fax: 985-549-5010

A member of the University of Louisiana System

Appendix E



March 15, 2006

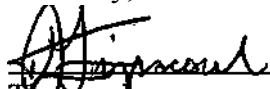
Dear Student,

We would like to request your participation in a focus group as part of a study the purpose of which is to identify incentives (gifts, etc.) most likely to be effective in motivating persons your age to participate in electronically-based tracking of their television viewing patterns. This study is being conducted by graduate students in our Business Research class in partnership with an international media research company. Participation is completely voluntary. If you choose not to participate, your will in no way be negatively affected. Participation would involve an open discussion led by a team of graduate students. You are free to discontinue participation at any time should you choose to do so. All information obtained will be anonymous or confidential.

Your participation would be greatly appreciated. Thank-you for considering participation.

If you have any questions about specifics of this study please contact me at 549-3087. If you have questions of a more general nature concerning SLU policies for conducting research, please contact Dr. Michelle Hall, Chairperson of the Institutional Review Board at 549-2077.
Lipscomb, Ph.D. Professor of Psychology and Marketing

Sincerely,


Thomas J.

Please check one:

I agree to participate in the study as described above.

I do not wish to participate in the study

described above.

Student's signature)

Department of Marketing and Finance • SLU 10844 • Hammond, LA 70402 • 985-549-2277 •
Fax: 985-549-5010

A member of the University of Louisiana System

Appendix F

Dear SLU Student,

The graduate MBA Research Class (MRKT 650) is conducting a survey this semester for an international media research company. We would like to request your participation in this study. The purpose is to identify incentives (gifts, etc.) most likely to be effective in motivating persons your age to participate in their television diary-keeping program. Your e-mail address has been selected at random. Participation is completely voluntary on your part. If you choose not to participate, you will in no way be negatively affected. We would, however, be very grateful to you if you would take just a few minutes to complete a short questionnaire that you can access at the link below. You do not need to answer every question if it makes you uncomfortable to do so.

All data will be completely anonymous. We are using only e-mail addresses for this study. Completing the questionnaire will serve as indication of your agreement to participate.

If you have any questions about specifics of this study please contact me at 549-3087 or e-mail me at tlipscomb@selu.edu. If you have questions of a more general nature concerning SLU policies for conducting research, please contact Dr. Michelle Hall, Chairperson of the Institutional Review Board at 549-2077.

Sincerely,

Thomas J. Lipscomb, Ph.D.
Professor of Psychology and Marketing

Appendix G

Dear SLU Student,

The graduate MBA Research Class (MRKT 650) is conducting a survey this semester for an international media research company. We would like to request your participation in this study. The purpose is to identify incentives (gifts, etc.) most likely to be effective in motivating persons your age to participate in their television diary-keeping program. Your e-mail address has been selected at random. Participation is completely voluntary on your part. If you choose not to participate, you will in no way be negatively affected. We would, however, be very grateful to you if you would take just a few minutes to complete a short questionnaire that you can access at the link below. You do not need to answer every question if it makes you uncomfortable to do so.

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Please “click” the link below to complete the questionnaire.

<http://www3.selu.edu/tlipscomb/survey1.htm>

Sincerely,

Thomas J. Lipscomb, Ph.D.
Professor of Psychology and Marketing

Appendix H

Gift Incentive Questionnaire

We are a group of MBA students conducting a study concerning college student incentive preferences with regard to participation on a major media research company diary-keeping program. The diary keeping process consists of recording your television viewing over the course of one week. Please keep this in mind as you answer the following questions.

You have been selected at random. Your responses are for research purposes only and will be kept completely anonymous. Please do not put your name on this questionnaire. Your cooperation in completing this instrument is greatly appreciated.

Please select the appropriate responses below.



Gender:	Male Female												
What is your age?													
What best describes your ethnicity?	Caucasian American African American Asian American Hispanic American Other												
What is your marital status?	Married Single (Includes divorced and widowed)												
How many hours a week on average do you watch television?	0 hours 1-5 hours 6-10 hours 11-15 hours 16-20 hours 21+ hours												
How likely would you be to participate in the Nielsen diary keeping program (as described above)?	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Extremely Unlikely</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">Extremely Likely</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> <td></td> </tr> </table>	Extremely Unlikely					Extremely Likely	1	2	3	4	5	
Extremely Unlikely					Extremely Likely								
1	2	3	4	5									

<p>Would you prefer a monetary or non-monetary gift, such as a gift card for your participation in the Nielsen Media Diary Keeping program?</p>	<p>Monetary (Cash) Non-monetary (Gift)</p>
<p>How likely would you be to participate if you were given \$10?</p>	<p>Extremely Unlikely Extremely Likely 1 2 3 4 5</p>
<p>How likely would you be to participate for a gift card valued at \$10?</p>	<p>Extremely Unlikely Extremely Likely 1 2 3 4 5</p>
<p>Please select the number corresponding to the degree to which you would be likely to participate with each non-monetary gift.</p> <p>Extremely Unlikely Extremely Likely 1 2 3 4 5</p>	<p>Gift cards to clothing retailers 1 2 3 4 5</p> <p>Gift cards to multipurpose stores (i.e.-Wal-Mart, Target) 1 2 3 4 5</p> <p>Gift card to restaurants 1 2 3 4 5</p> <p>Gift card to an electronics store (i.e.- Best Buy) 1 2 3 4 5</p> <p>Gift card to music store 1 2 3 4 5</p> <p>Gift card for music/ cell phone ring downloads (i.e.- iTunes) 1 2 3 4 5</p> <p>Gift card to movie theater 1 2 3 4 5</p> <p>Tickets to a sporting event 1 2 3 4 5</p> <p>A generic gift card (i.e.- Visa, American Express, MasterCard) 1 2 3 4 5</p>

	<p>Gift card to a bookstore</p> <p>1 2 3 4 5</p>
<p>Please select the number corresponding to the degree to which you would be likely to participate with each non-monetary incentive.</p> <p>Extremely Unlikely Extremely Likely</p> <p>1 2 3 4 5</p>	<p>Grooming kit</p> <p>1 2 3 4 5</p> <p>Nail care set</p> <p>1 2 3 4 5</p> <p>Bath/body set</p> <p>1 2 3 4 5</p> <p>Music cell downloads</p> <p>1 2 3 4 5</p> <p>Magazine sub</p> <p>1 2 3 4 5</p> <p>Ipod/ MP3 accessories</p> <p>1 2 3 4 5</p>