

POLICY BRIEF

ETHNIC DIFFERENTIAL SURVEY TREATMENT (ETHNIC DST)

OVERVIEW

Ethnic Differential Survey Treatment (DST) is a procedure Nielsen Audio uses to maximize participation in the Survey or Panel by Persons in a demographic group with a history of underrepresentation in survey research. Differential Survey Treatments consist of Sample, Weighting, and Reporting treatments to encourage ethnic (Hispanic and/or Black) participation and provide representation in audience estimates. Sample treatments include:

- Higher premiums; and
- Additional follow-up contacts; and
- Bilingual materials for Hispanic households

Weighting and Reporting treatments are applied for ethnic representation in estimates. Weighting and Reporting treatments include:

- Discrete weighting of the ethnic sample
- Discrete sample management, weighting, and reporting of Ethnic High-Density Areas (HDAs)*; and
- Reporting of audience estimates for ethnic demos.

ETHNIC DST METRO MINIMUM POPULATION QUALIFICATIONS

To qualify for ethnic DST (Black or Hispanic), the Metro's Persons 12+ estimated population must be:

- At least 9.5% Black or Hispanic;
- OR
- At least 4.5% Black or Hispanic with an estimated Black or Hispanic 12+ population of at least 75,000.

ADDITIONAL QUALIFICATIONS FOR HISPANIC DST IN DIARY METROS ONLY

In addition to the Ethnic DST Metro Minimum Population Qualifications, a Nielsen Audio Diary Metro must meet any one of these additional five criteria to qualify for Hispanic DST:

1. Nielsen Audio applies language usage weighting (LUW) for Hispanics;
2. Nielsen Audio applies a Hispanic weighting model;
3. Nielsen Audio produces a Hispanic SDS;
4. High Density Hispanic Area (HDHA) splits are present in Metro counties;
5. Presence of Home-to-Metro or Licensed-to-Metro Spanish language formatted stations.

Metros that do not meet one of these additional five criteria will receive a modified Hispanic DST consisting of higher Hispanic diary premiums and use of bilingual materials. These markets will not receive Hispanic weighting or reporting, and specialized calling, mailing, and premium treatments are applied on a limited basis.

OTHER POLICY CONSIDERATIONS

Sample weighting for ethnic populations is applied to adjust for disproportional representation and the resulting potential bias to audience estimates. However, weighting in Diary Metros with Hispanic DST and low Hispanic proportionality prior to Spring 2013 resulted with additional variance in audience estimates particularly among young adults. Effective Spring 2013, Nielsen Audio introduced Additional Qualifications for Hispanic DST in Diary Metros to mitigate variance in audience estimates.

Additional Qualifications for Hispanic DST do not apply to Black DSTs. Proportionality and variation of weights is less of an issue with Black DSTs.

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

*A detailed explanation of HDAs can be found in the High-Density Areas (HDAs) Policy Brief.

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TIMELINE FOR ANALYSIS AND IMPLEMENTATION

Nielsen Audio reviews all Metros annually for Ethnic DST Metro Minimum Population qualifications prior to the Spring Nielsen Audio Diary survey and April Nielsen PPM® report periods. This analysis is based on the most recently updated Nielsen Demographics population estimates. Changes to the DST status of a Metro occur with the Spring Nielsen Audio Diary survey and April Nielsen PPM® report period and are listed in the Spring and April Nielsen Audio Presurvey Bulletins. The bulletins also indicate whether a High-Density Area (HDA) was established in a newly qualifying Ethnic DST Metro.

Once implemented in a Metro, Nielsen Audio retains Ethnic DSTs until the Metro falls below the outlined minimum qualifications for three consecutive years. Additional Qualifications for Hispanic DST in Diary Metros will be evaluated semiannually (occurring approximately five months in advance of Spring and Fall surveys) to determine if any of the additional qualifications continue to or cease to be met. Depending on evaluation, a modified Hispanic DST will either replace that standard Hispanic DST or the standard Hispanic DST will be restored.

For further information on Ethnic Differential Survey Treatments,

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