Start your Radio Diary here!

Use the QR code or web address below to open your mobile radio diary. Follow the instructions on the screen to get started.

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| --- | --- | --- | --- | --- |
|  | Web url: **https://nielsn.co/diary** |  | Start recording your listening on:  Thursday  October 19th | Finish recording your listening on:  Wednesday  October 25th |
| Access Code: **«Access\_Code»** |  |
| Zip Code: **«Zip»** |  |

During this week, any time you hear radio or other audio programming, enter it — whether you’re at home, in a car, at work, or someplace else. If you do not hear audio programming on a particular day, mark that day as "No Listening."

|  |  |
| --- | --- |
|  | You will receive a $10 digital gift card from Nielsen when you submit your completed radio diary. |

In order to receive your digital gift card, Nielsen must receive your completed diary within two weeks of the “Finish recording” date indicated above or by **«Return\_by\_Date»**. Digital gift cards are handled by a third-party vendor. Nielsen does not pass on any of your personal information to the third-party gift card vendor.

What is the Mobile Radio Diary?

The mobile radio diary is a week-long online survey that allows you to tell Nielsen what you're listening to. All you need to do is enter what you listen to each day and answer a few questions about yourself. Participation is simple and only takes a few minutes each day.

The diary allows you to include many different types of listening, from traditional radio to streaming music and podcasts—or to say you didn't listen at all. No matter if you listen a lot, a little, or not at all, you’re important! Audio programmers use this information to improve the services they provide to you and your community.

**Note:** This is a test, and these materials are similar to those that we send to respondents. Your data will not be used as part of the production reporting provided to clients.