

«Diary\_Code»

«Address\_1» «Address\_2»

«City», «State» «Zip»

Dear «First\_Name» «Last\_Name»:

**Thanks again** for ~~your recent participation~~ your willingness to participate in the Audio Diary Mobile Survey (mSurvey) Friends and Family Test. ~~Nielsen Media Survey.~~ ~~Now,~~ You’re invited to ~~become one of a handful of households selected to~~ take part in testing a web application of ~~the Nielsen radio ratings,~~ a one week survey of audio consumption. ~~Audio programmers use the ratings to decide what programs they put on the air.~~ Participation is fun, simple, and only takes a few minutes of your time each day.

**To get started:**

* + Enclosed is an insert containing login credentials for each member of your household aged 12 or older. Each insert has instructions on how to log in and access their mobile diary.
  + Each household member, 12 or older, who completes and submits their survey will be eligible to receive a $10 digital gift card that can be redeemed immediately.
  + Encourage each household member to fill out their own diary. Children aged 12-15 must have a parent or guardian register on their behalf. Once the child is registered, they can complete their own radio diary or have a parent help them complete it.

**During the diary week:**

|  |  |  |
| --- | --- | --- |
| Start recording  Start recording your listening on:  Thursday | Use the web app  Record any radio stations or programming you hear during the survey week. Also, complete the questions in the "About Me" tile on the survey home page. | Earn your reward  When the survey week is over, submit your diary and collect your digital gift card! |

Again, thank you. If you have any questions, please leave a voicemail at **667-786-4726** or email **nielsen.experience@nielsen.com**, and we will get back to you within three business days.

Sincerely,

Christine Pierce

Chief Data Officer

P.S. It is very important that we receive completed diaries from everyone in your household ~~so that the ratings will reflect the variety of listening in your area~~. As an added bonus, if all eligible members of your household complete their diary, each person will receive an entry in a drawing for one of five $100 gift cards. At this time, this diary is only available in English.f

«Household ID»