

# edison media research

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## **Use of the Cell Phone as a Media Measurement Device**

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# Background

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- Vendors of Radio and Television advertising are considering new approaches to measurement
- Need to measure media use in the modern environment:
  - Usage in many places
  - Usage across many platforms
- Need for faster reporting

# Background

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- Current state-of-the-art:
  - Radio -- paper diary in use for many decades
  - Television -- mix of diaries and set-bound boxes
- Radio, in particular, has pushed for passive, electronic measurement
- Arbitron has developed their "Portable People Meter" (PPM) -- a dedicated device whose only function is media measurement
- Ipsos, working with Media Audit, is promoting usage of a "Smart Cell Phone" -- a multi-use device that provides both the functionalities of a highly developed phone with media measurement

# Background

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- To evaluate the cell-phone as media measurement device, Arbitron hired Edison Media Research to perform a national survey on the topic
- Arbitron has been entirely hands-off in the creation of this report and does not know its conclusions

# How the survey was conducted:

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- National Random Sample 12+
- 1000 persons
  - 927 landline respondents
  - 73 contacted on cell phones who are "cell phone only"; representing current best-estimate of this population
- Survey conducted March 2006
- Parallel study performed by Continental Research in UK at same time

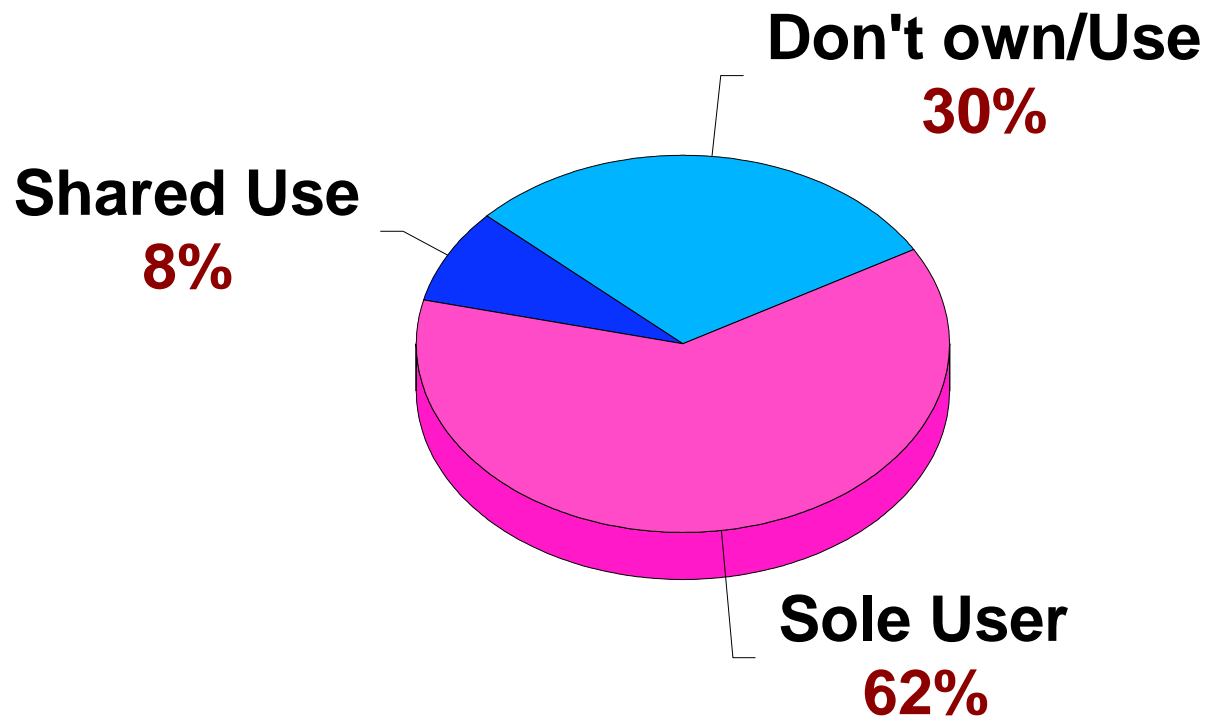
# Implications for all researchers

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- Regardless of whether media measurement is of particular interest to your field, the challenges of any measurement in a mobile, busy society exist for all opinion researchers

# While usage of a <sup>7</sup> Cell Phone seems ubiquitous, 38% do not have their own sole-use phone

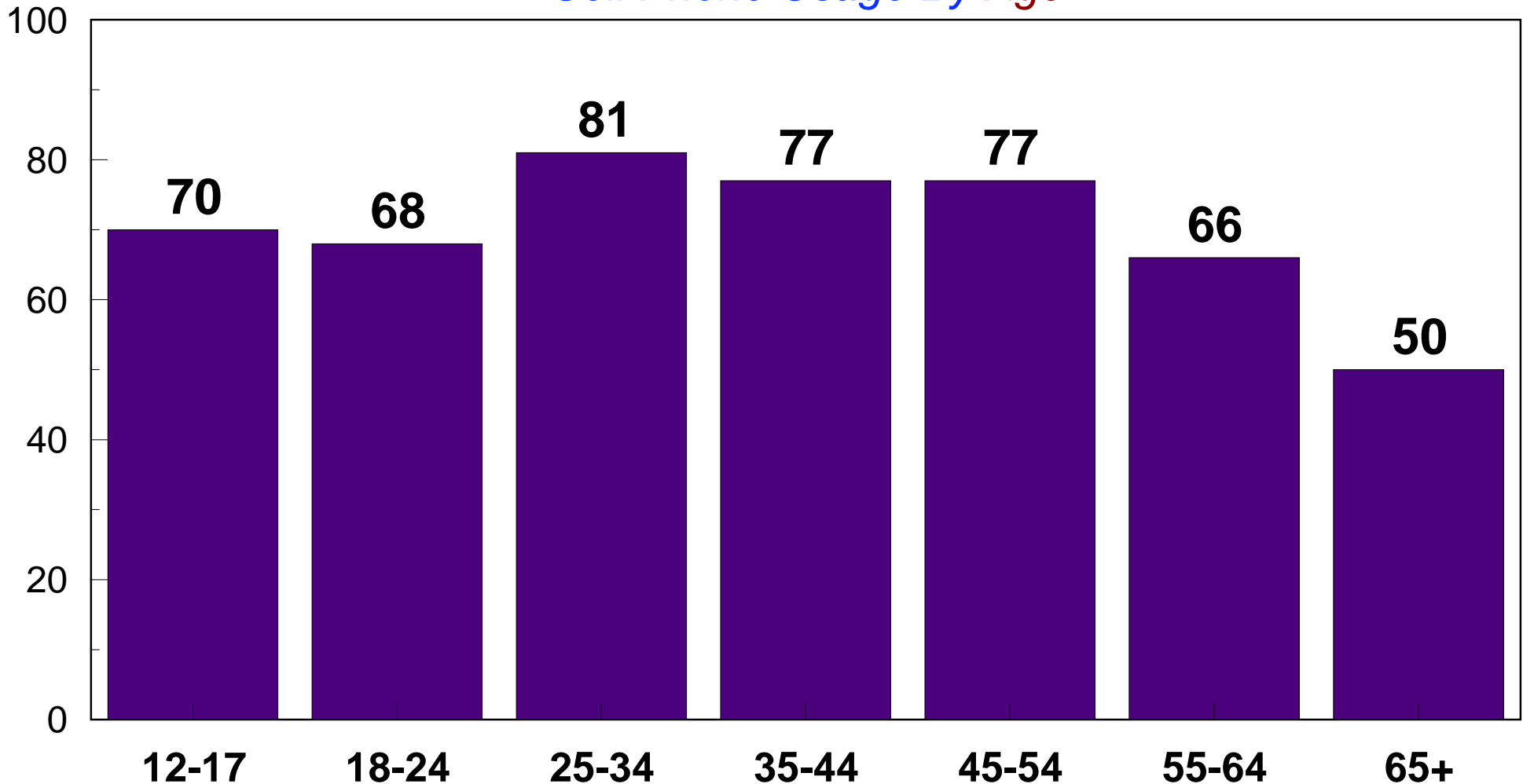
## Cell Phone Usage:



# Only half of seniors currently carry cell-phones

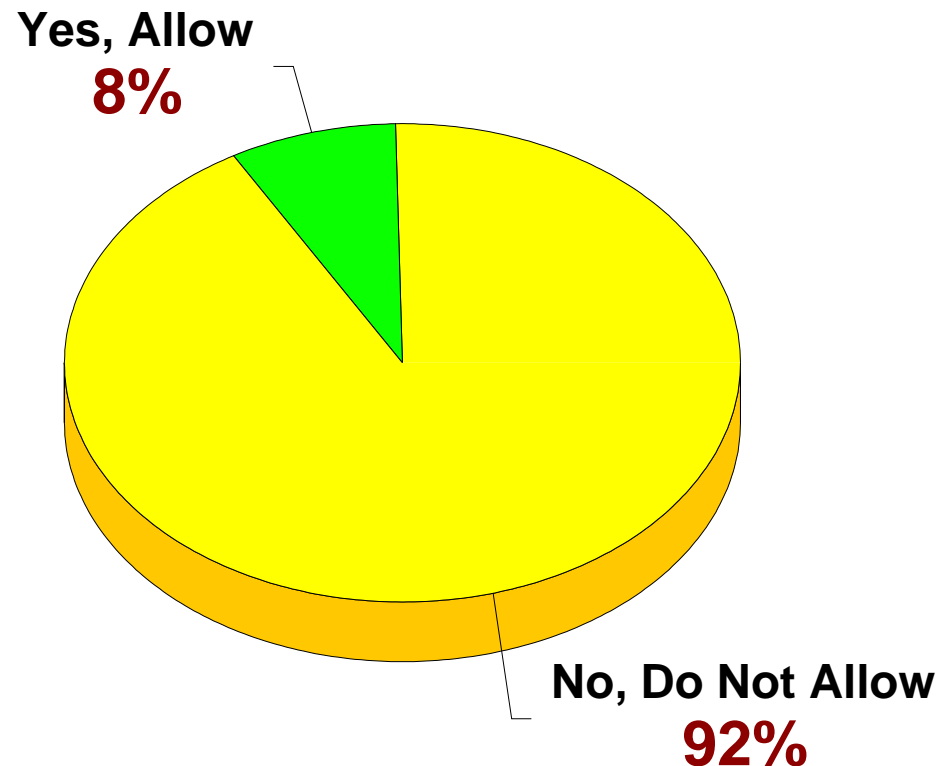
percent

*Cell Phone Usage By Age*



# Cell phone-based measurement may pose a particular challenge among children

## Cell Phone among 6-11 year olds



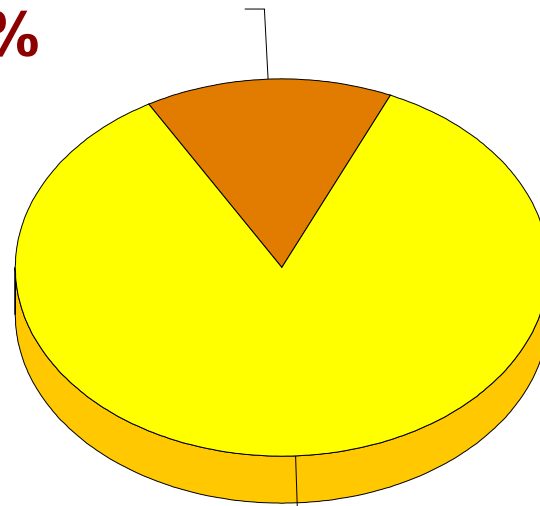
Base: Parents of 6-11 year-olds n=157

# Placement of new or reprogrammed cell phones may be complicated when provided by employer

## Cell Phone is...

Provided by Employer

**15%**



Not Provided by Employer

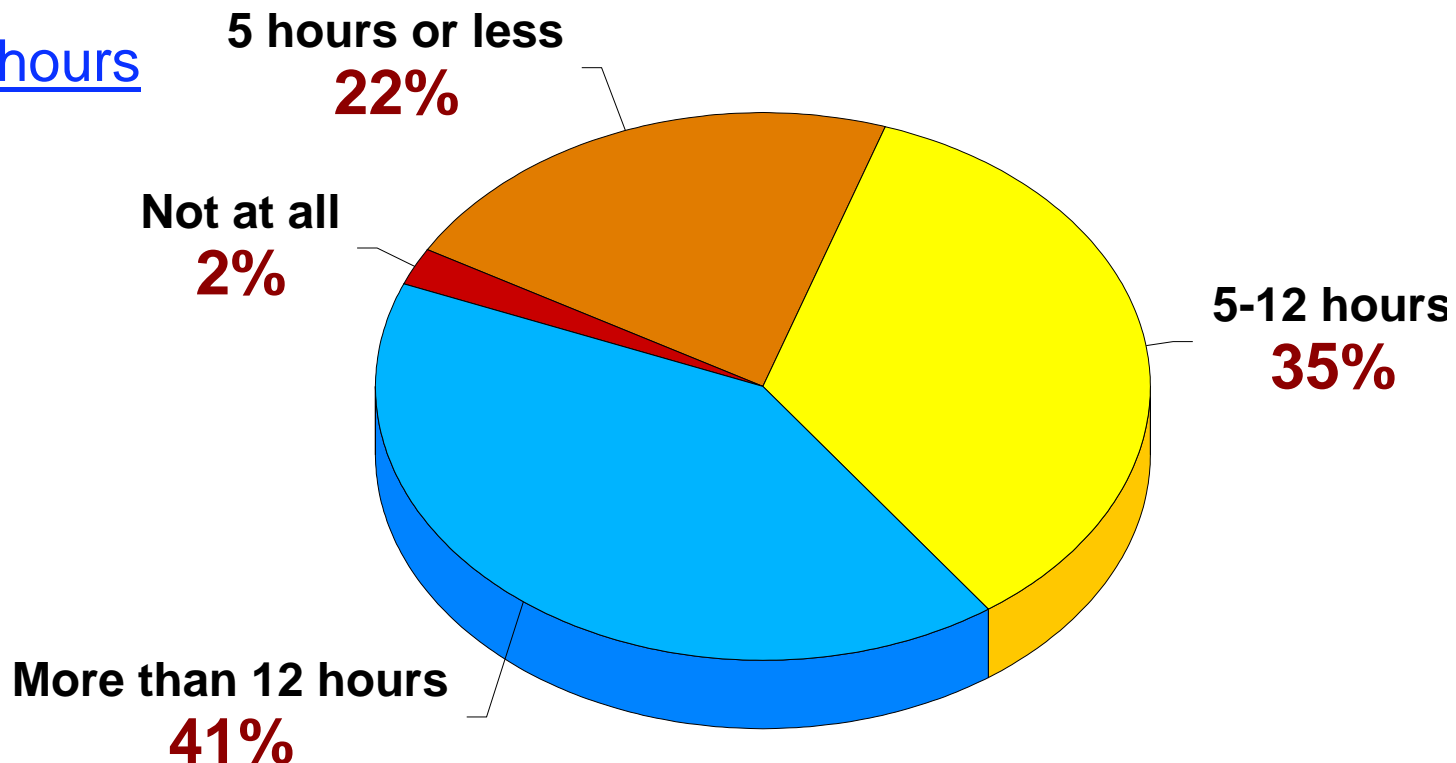
**85%**

Base: Cell Phone User

# Cell phone users do carry their phones a lot of the day

*"How much time yesterday was your cell phone turned on and within arm's reach?"*

Mean: 12.5 hours



Base: Cell Phone User

# General Impressions on Cell Phone for Media Measurement

## PRO

- Seven-in-ten of those 12+ already use Cell Phones
- Users already exhibit extensive carry times
- Cell Phone carriage has become a habit for millions

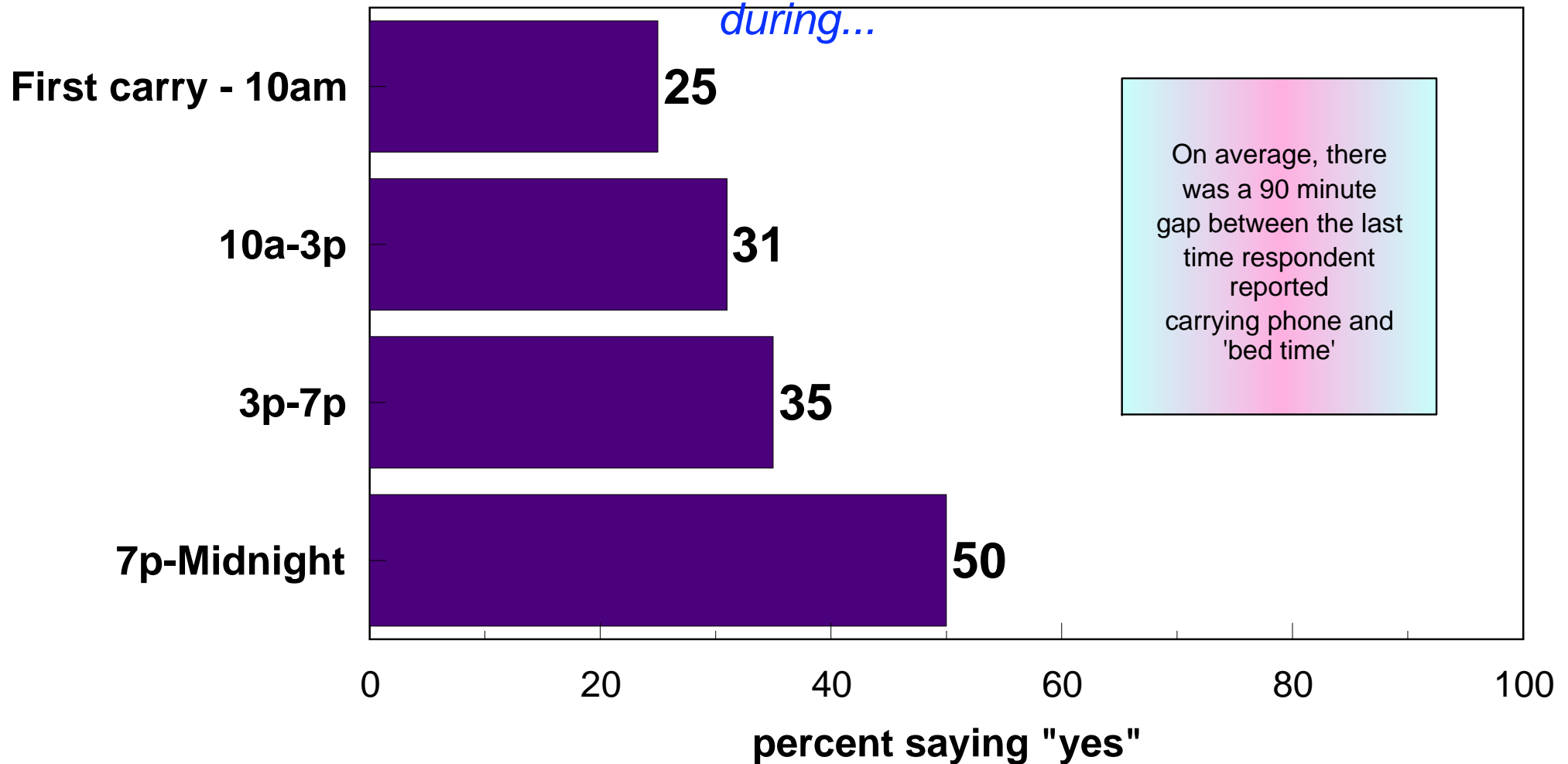
## CON

- Three-in-ten do *not* already use Cell Phones
- Children and Seniors are not carrying Cell Phones in great numbers
- Cell Phone carriage has become a habit for millions



# Many people do not use their cell phones for periods throughout the day

*Was there any time that your cell phone was turned off or not with you during...*

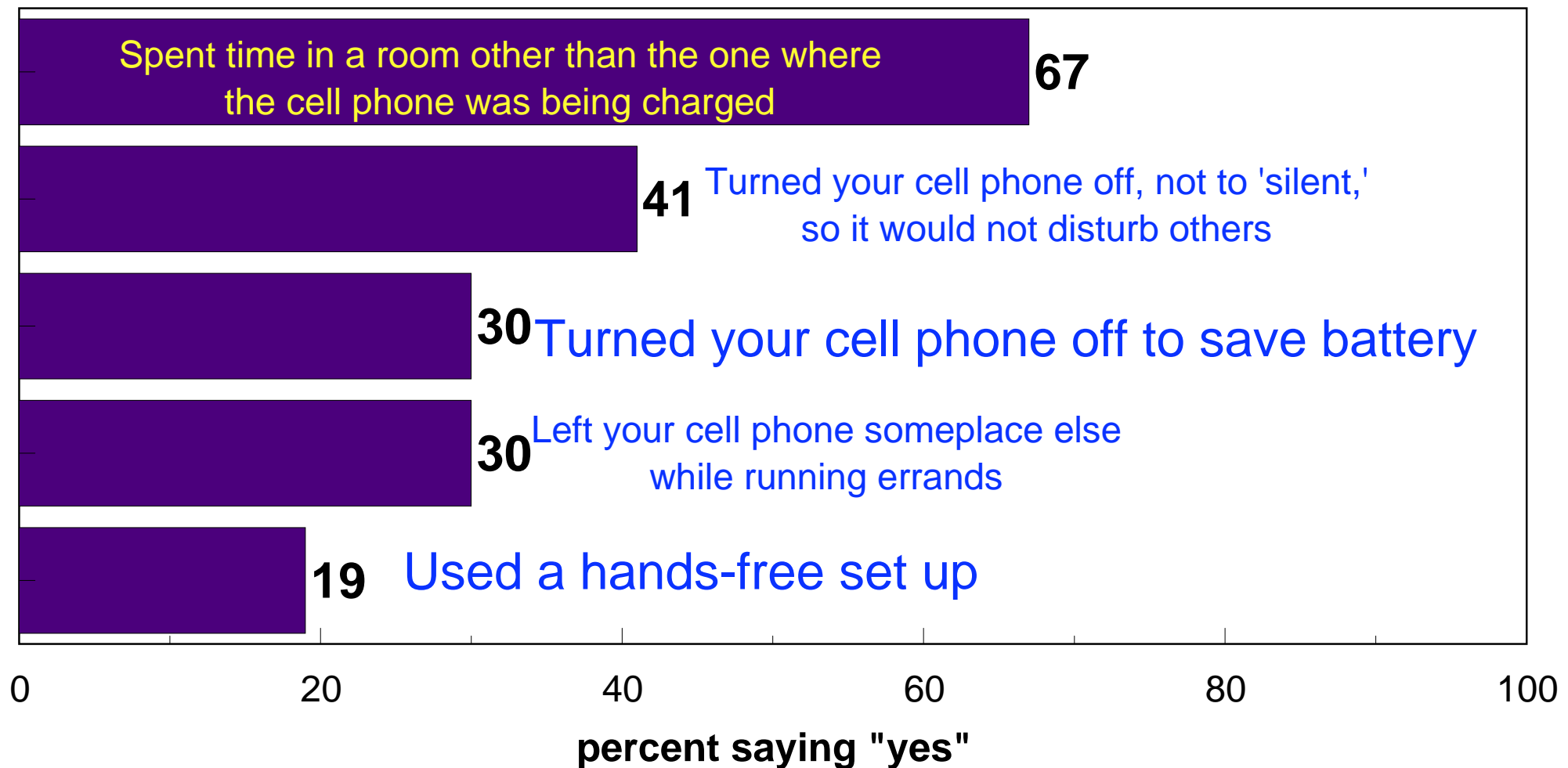


Base: Carried Cell Phone during that time 'yesterday'

# Many cell phone users engage in a variety of behaviors which will require 'retraining'

Page 1

*"In the last week, have you..."*

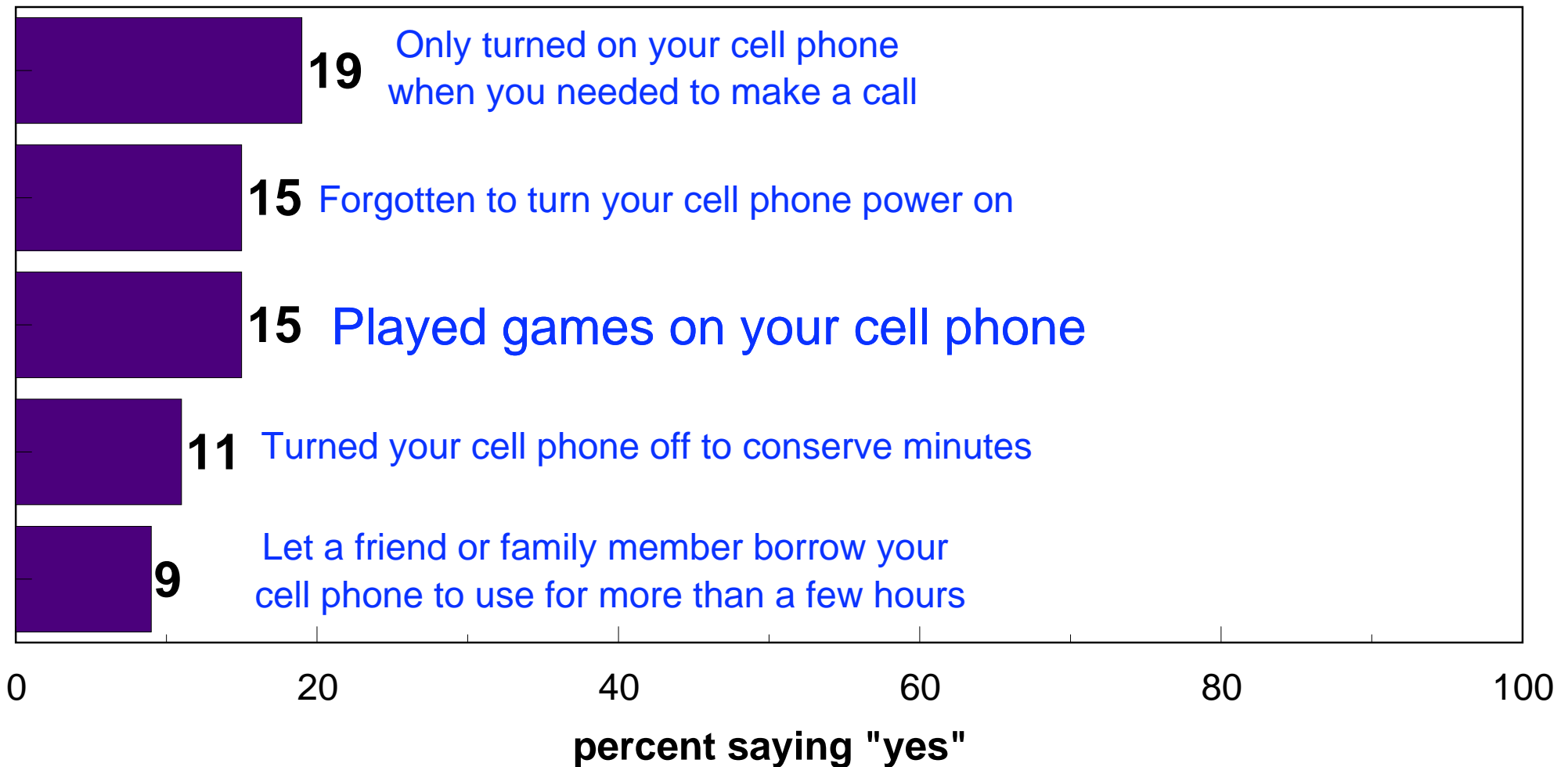


Base: Have Cell Phone

# Many cell phone users engage in a variety of behaviors which will require 'retraining'

Page 2

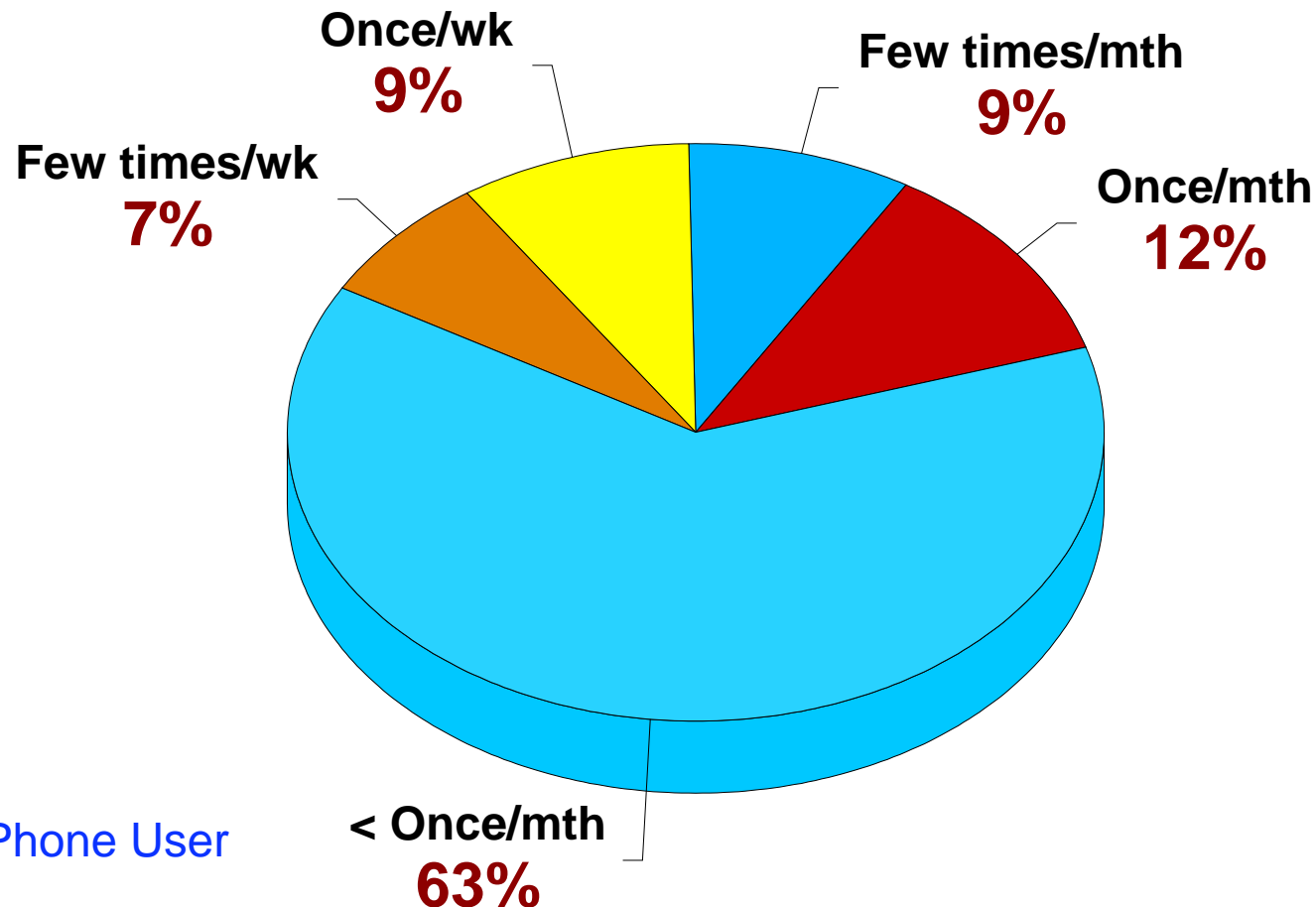
*"In the last week, have you..."*



Base: Have Cell Phone

# Many people will have to be far more careful about monitoring their battery life

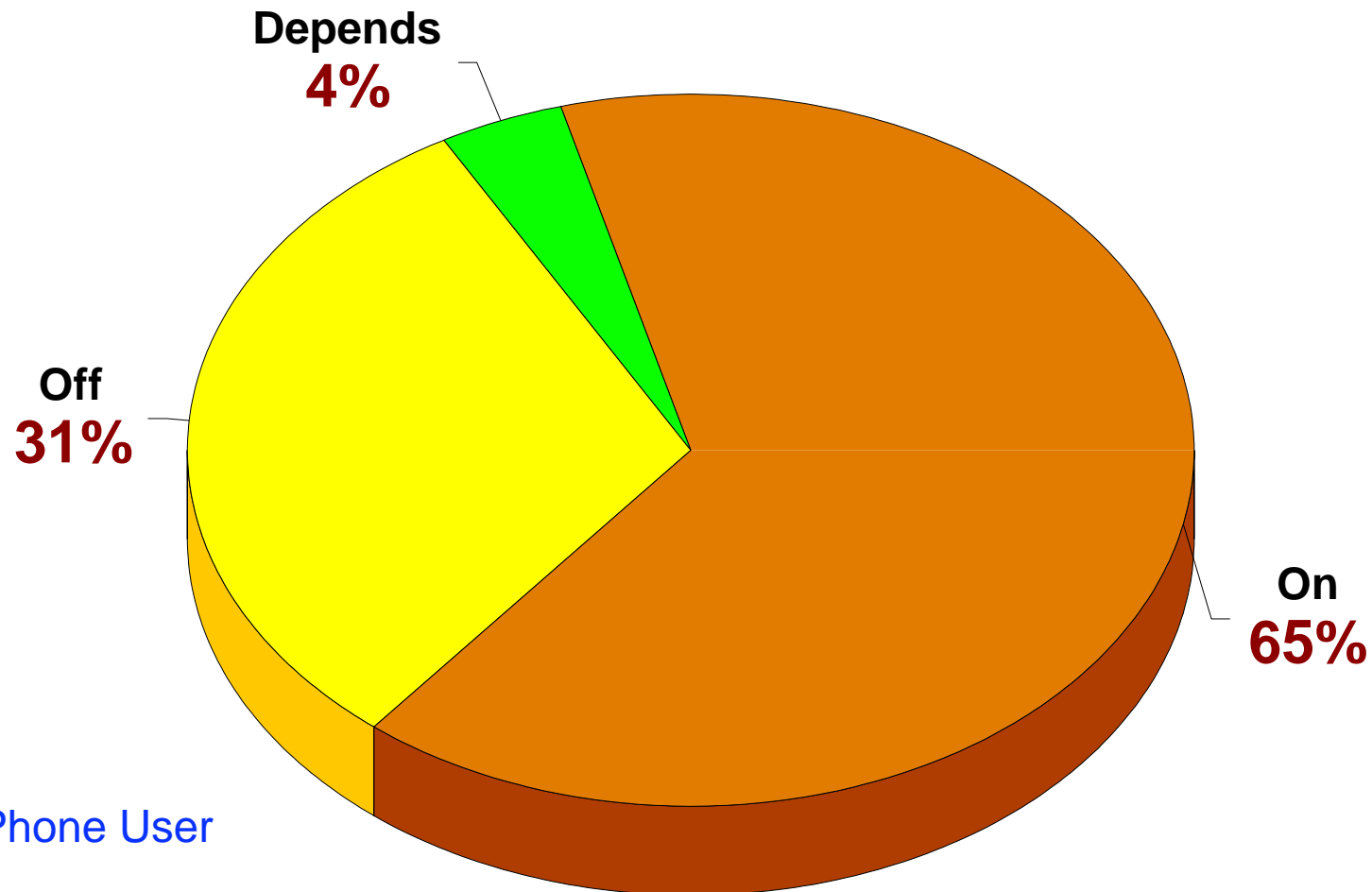
*"How often does your cell phone battery go dead and you are unable to immediately plug it in to charge?"*



Base: Cell Phone User

# People will have to leave their phones on while charging

*"Is your cell phone typically turned on or off when you are charging the battery?"*



Base: Cell Phone User

# Cell Phone Habituation

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- The fact that so many people already habitually carry a cell phone is a point in favor of the cell phone
- However, use of a cell phone as a media measurement device will require complete retraining on phone carriage and usage
- Mass studies are needed to determine how best to retrain -- or *if* respondents can be retrained

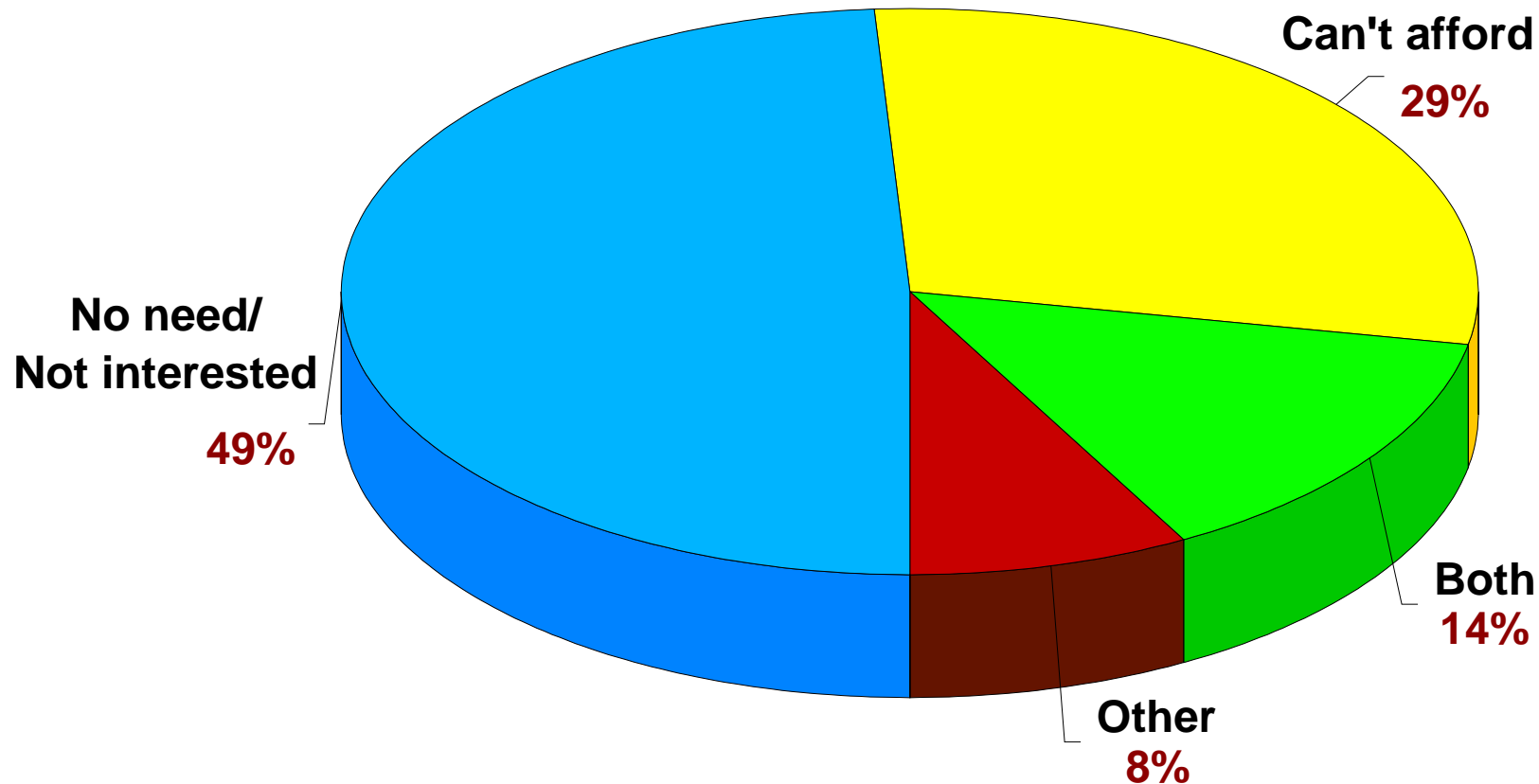
## Other Key Issue:

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Proposed use of free  
phones and free minutes  
for co-op fees

# Many people want but can't afford a cell phone

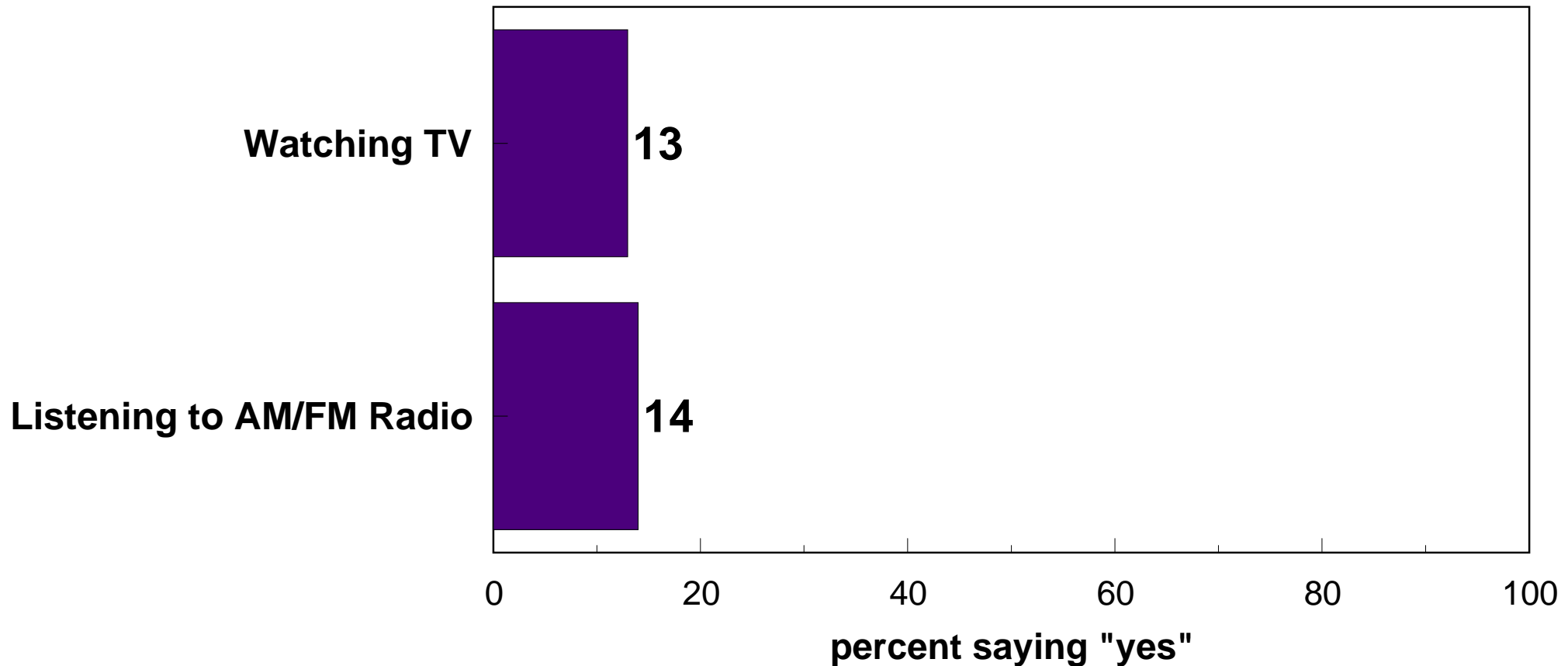
*"Which best describes why you do not have a cell phone?"*



Base: Non Cell Phone User

# Getting a free cell phone will cause at least some people to reduce their media consumption

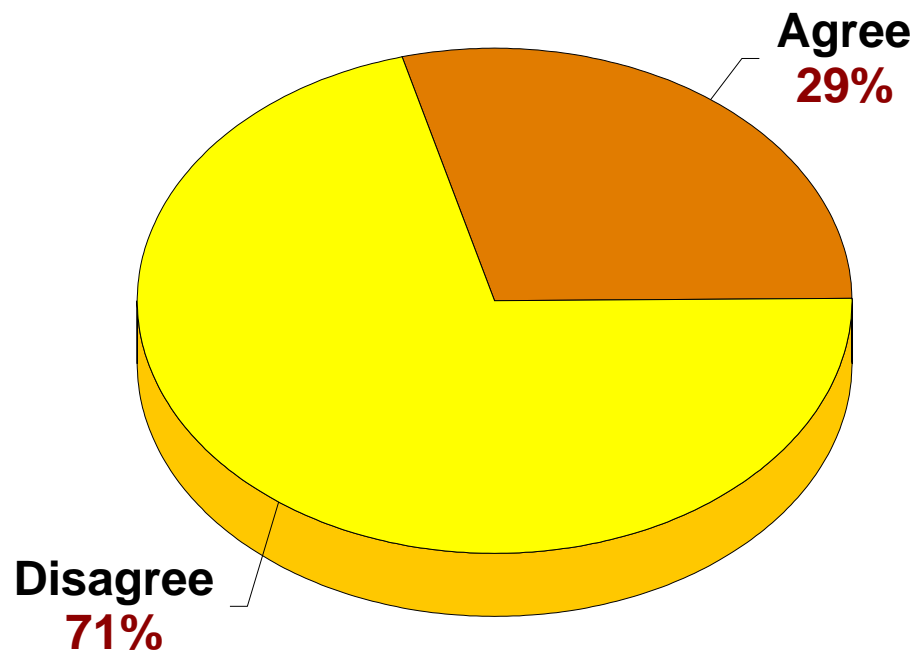
*"Suppose you were given a free cell phone...Do you think having this new cell phone would cause you to spend less time..."*



Base: Do not carry cell phone

# Giving free phones and/or free minutes has the potential to change the behavior the phone intends to measure

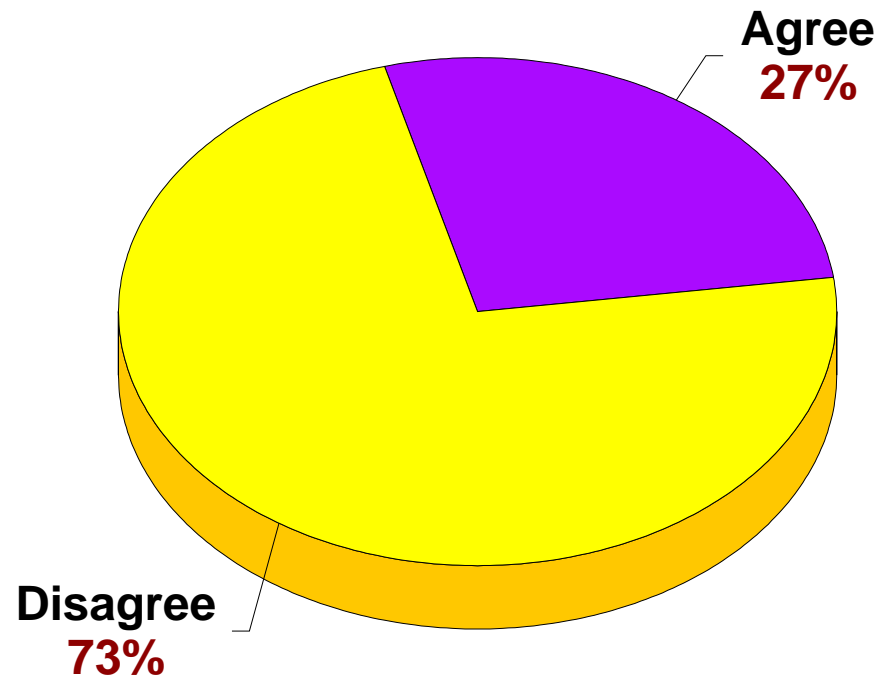
*"If you had a cell phone where the calls were free, you would spend more time using the phone and less time listening to AM/FM Radio"*



Base: Total Sample

# Using high-function "Smart Phones" also creates potential to change media usage behavior

*"You would spend less time listening to AM/FM radio if you had a cell phone that you could use to listen to music"*



Base: Total Sample

# Cell Phone influence on media behavior

- The cell phone is increasingly a media device itself, and new applications are being launched every day
- In fact, media measurement companies will have to begin measuring media that comes through cell phones
- The cell phone measurement proponents must consider...
  - ▶ Not using minutes as co-op
  - ▶ A protocol to only put "smart cell phone" features into the hands of those who would acquire them anyway
  - ▶ Methods to eliminate bias introduced by the measurement device itself

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