The 2021 ARF Universe Study of Device and Account Sharing (DASH), a rigorous, single-source enumeration study, produces reliable universe estimates and a common set of unbiased measures for parsing usage of digital devices and accounts at the individual, or person, level. As importantly, the data enables more accurate householding, or assignment of different devices and accounts to the same household. The ARF is offering licenses to the results of this study to ARF members and non-members, with the goal of creating a cost-efficient, accurate and comprehensive standard for the benefit of the industry. Seven companies representing a cross section of the industry sponsored the development work. The ARF plans to conduct this study annually and to pursue MRC accreditation.

Opportunity

The nature and scale of digital media presents challenges for researchers, product developers and strategists who need a precise and cohesive understanding of usage at both the individual and household level. Nearly every digital media user has multiple profiles across a wide array of service categories. In addition, users share TVs, gaming consoles, tablets, PCs and other devices within their households, and millions share access to their streaming media and ecommerce accounts with family and friends. Complicating the matter further, each provider’s view of usage and usage dynamics is limited to its own system and “footprint” and by gaps and biases inherent in the data. Some companies conduct their own enumeration studies or try to piece together disparate datasets, but these approaches can be expensive and produce limited, non-standard results. The ARF DASH Study addresses these challenges.

To learn more, contact
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The ARF is offering licenses to the results data in three tiers, starting at $75,000.

- **Basic** offers summary-level data in a Tableau or Heroku dashboard for panel weighting, sample balancing, modeling household device and account topographies and many strategy and insights applications.

- **Basic Plus** adds a non-matchable, anonymized respondent-level database for custom segmentation, profiling and analysis.

- **Premium** features a privacy-compliant respondent-level database that can be matched to the licensee’s CRM, subscriber or census-level research database using a third-party integrator. The ARF’s integration partner for this study, Experian, has developed a protocol using its ConsumerView panel and is offering its service to Premium licensees.

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**Method & Measures**

The ARF has partnered with NORC at the University of Chicago to develop the survey and conduct the fieldwork against a national probability sample of 10,000 persons aged 18 and older, with an additional sample of teens users 13-17. NORC’s proprietary AmeriSpeak panel forms the backbone of the sample plan. Interviews are conducted online, in person and by phone to ensure a representative sample. NORC panel registrations provide respondent and household demographics. NORC’s rigorous audit process ensures high-quality response data.

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**Timing**

The first wave of the study was conducted in June. The second wave, which includes online, in-person and phone interviews, runs September to December, with final results due in February.

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The study produces a comprehensive device graph, which includes individual device ownership, usage and sharing among household members and supports the householding of otherwise unconnected devices. The study gathers TV brands, locations, service modes and capabilities, in addition to device by device usage and respondents’ viewing and co-viewing across live and streaming services, both ad-supported and subscription. To provide a holistic view, the study also includes modules on ecommerce, streaming audio and social media account usage and sharing, as well as usage of apps and privacy settings.