



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

**APPENDIX A:**

**DPAA® AUDIENCE METRICS RESEARCH**

**DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

**A. STUDY DESCRIPTION**

Network: PetCARE TV

Research Provider: Arbitron Inc.

Commissioned by: CARE Media Corp

Dates fieldwork was conducted (month, year):

(Began): April 2009 (Completed): April 2009

**Purpose(s) of the study:**

- |                           |                                     |                         |                                     |
|---------------------------|-------------------------------------|-------------------------|-------------------------------------|
| Audience Measurement      | <input checked="" type="checkbox"/> | Programming             | <input checked="" type="checkbox"/> |
| Reach & Frequency         | <input type="checkbox"/>            | Attitudes               | <input checked="" type="checkbox"/> |
| Advertising Effectiveness | <input checked="" type="checkbox"/> | Lifestyles              | <input checked="" type="checkbox"/> |
| Total Venue Traffic       | <input checked="" type="checkbox"/> | Product Purchase        | <input type="checkbox"/>            |
| Advertising Engagement    | <input checked="" type="checkbox"/> | Inter-media Comparisons | <input type="checkbox"/>            |
| Other                     | <input type="checkbox"/>            |                         |                                     |

Please specify: \_\_\_\_\_

**Planned Study Frequency:**

Quarterly     Semi-annual     Annual     Bi-annual     One-time

Other:  \_\_\_\_\_



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**Vehicle Audience Metrics:**

Please indicate which dimensions of the medium’s audience were measured. For each, describe in detail how the metric was captured:

- **Vehicle Traffic** Yes  No   
[Vehicle Traffic is Presence, being in the Vehicle Zone, a location from which the vehicle is visible, and when appropriate, audible]  

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Arbitron interviewers counted visitors as they exited PetCARE TV waiting rooms.
- **Notice** Yes  No   
[Looked at the vehicle during the time for which the person was present]  

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Arbitron Interviewers asked visitors whether they had notice PetCARE TV in the waiting room.
- **Vehicle Zone Dwell Time** Yes  No   
[The number of seconds the viewer is in the Vehicle Zone, a location from which the vehicle is visible, and if appropriate, audible]  

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Arbitron interviewers asked visitors how much time they had spent in the waiting area.
- **Venue Traffic Counts** Yes  No   
Source of Venue Traffic Counts:  

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Arbitron interviewers counted visitors as they exited PetCARE TV waiting rooms.
- **Were any third party data used in this study, such as government, industry or venue owner statistics?**  
Yes  No   
If yes, please provide details of the source(s) used and how these data were applied:  

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Arbitron stratified the sample based on the number of weekly patient visits reported by CARE Media Corp.
- **Vehicle Audience Calculation:**  
How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?  

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Arbitron calculated vehicle audience by multiplying vehicle traffic by the percentage of visitors who noticed the vehicle.



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## Reach & Frequency Metrics:

Please identify the Reach and Frequency metrics provided, the data captured for this purpose and the method of calculation.

Reach and Average Frequency:

Yes  No

If yes, describe the data captured and the method of calculation used:

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Frequency Distribution

Yes  No

If yes, describe the data captured and the method of calculation used:

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## B. DETAILED METHODOLOGY REVIEW

### I. Type of study design (please check all that apply):

- Probability sample [sampling units at every level selected randomly]
- Non-probability sample [one or more sampling units selected non-randomly]
- Stratified
- Clustered
- Other: \_\_\_\_\_

### II. Data Collection Method (please check all that apply):

		For which metrics or metrics dimensions:
Personal Interview – in-home	<input type="checkbox"/>	_____
Personal Interview-at work	<input type="checkbox"/>	_____
Personal Interview – venue Intercept	<input checked="" type="checkbox"/>	Notice, vehicle zone dwell time, vehicle audience
Technology-based passive counting	<input type="checkbox"/>	_____
Manual passive counting	<input checked="" type="checkbox"/>	Vehicle traffic, venue traffic, vehicle audience
Internet	<input type="checkbox"/>	_____
Telephone	<input type="checkbox"/>	_____
Mail	<input type="checkbox"/>	_____
Other	<input type="checkbox"/>	Please specify: _____





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**III. Study Universe:**

Please enter the specific population to be represented (e.g., Total adults in the U.S, vs. individuals with defined characteristics, such as women in a given market, hotel guests, mall shoppers, etc.)

PetCARE TV venues visitors.

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**IV. Sample Frame:**

Please describe the base from which respondents/sampling units are drawn (e.g., telephone households, internet users, health club members, shoppers at a specific mall):

PetCARE TV venues visitors.

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**V. Selection of Locations:**

Please indicate how geographic areas, venues and specific locations were selected for the sample:

Market	Venue	Specific Location Selection Rationale
Total U.S.		

Additional information on Selection of Locations attached.



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**VI. Selection of Individuals:**

Please indicate how individuals were selected at each of the selected sampling locations:

Interviewers counted everyone exiting PetCARE TV venues.

Interviewers interviewed random sample of PetCARE TV venues visitors.

**VII. Target Populations' Sample Size:**

Please enter primary targets and sample sizes. If sampling error estimates are available please append them to this document:

Demographic target	Sample Size
Total Adults	

Additional information on Target Populations' Sample Size attached.



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**VIII. Response Rate (for probability samples only):**

The number of completed interviews as a percentage of the originally designated respondents, less those disqualified, as recommended by AAPOR. A detailed response rate calculator can be downloaded from this page of AAPOR's site:

<http://www.aapor.org/responseratesanoverview?s=response%20rate%20calculator> . A simplified version of this calculation follows:

Sample Disposition	% of Starting Sample
(a) Completed interviews/observations	
(b) Incomplete interviews/observations	
(c) Refusals	
(d) Non-contacts among known eligibles	
(e) Non-response among other known eligibles	
(f) Non-response among sample of unknown eligibility	
(g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted	
(h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$	

**IX. Were incentives used?**

Yes  No

If yes, please describe:

Venue visitors received \$2 for the completed interview.





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**X. Was in-tab sample data weighted?**

Yes  No

If yes,

Was probability of selection weighting employed?

Yes  No

▪ Range: \_\_\_\_ to \_\_\_\_

Was non-response weighting employed?

▪ Range: \_\_\_\_ to \_\_\_\_

Was sample balancing weighting employed?

▪ Range: \_\_\_\_ to \_\_\_\_

**XI. Are materials available for review?**

Questionnaire forms Yes  No

Fieldwork instruction forms Yes  No





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## Contacts

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**Submitted by:** Charity Henesy

**Title:** Sale/Marketing Assistant

**Company:** CARE Media Holdings Corp

**Date:** 11/9/2009

**Signature :**

