



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

APPENDIX A:

**DPAA® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Indoor Direct

Research Provider: Arbitron Inc.

Commissioned by: Indoor Direct

Dates fieldwork was conducted (month, year):

(Began): September 22th, (Completed): October 4th, 2007
2007

Purpose(s) of the study:

- | | | | |
|---------------------------|-------------------------------------|-------------------------|-------------------------------------|
| Audience Measurement | <input 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 type="checkbox"/> | Product Purchase | <input checked="" 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]

Assumes that Vehicle Traffic is equivalent to Venue Traffic, given that screens are located at, and are easily visible from the point-of-sale and dining areas.
- **Notice** Yes No
[Looked at the vehicle during the time for which the person was present]

Self reported via interviewer administered exit-poll style interviews. A random sample of visitors to Indoor Direct locations were asked if they noticed Indoor Direct screens in the casual dining restaurants that day. The interviewer recorded the answers, which were aggregated among the locations to account for an overall Notice number.
- **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]

Self reported via interviewer administered exit-poll style interviews. A random sample of visitors to Indoor Direct locations were asked how much time in minutes and/or hours did they spend in the waiting areas and dining areas of Indoor Direct restaurants that day. The interviewer recorded the answers, which were averaged among the sample of Indoor Direct locations to account for an average Vehicle Zone Dwell Time.
- **Venue Traffic Counts** Yes No
Source of Venue Traffic Counts:

Transaction data provided by Quick Service Restaurant (QSR) partners
- **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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Transaction counts provided by QSR partners. The data also indicated the proportion of transactions that were dine-in vs. to-go. These alone were used for the venue traffic, i.e., no adjustments made in terms of avg. dining party size.

- **Vehicle Audience Calculation:**

How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?

Vehicle Traffic * % Notice



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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:

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: Locations were not selected randomly. A random sample of visitors to locations was interviewed.

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 |
| Technology-based passive counting | <input type="checkbox"/> | _____ |
| Manual passive counting | <input type="checkbox"/> | _____ |
| 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.)

Visitors to Indoor Direct restaurants.

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):

Restaurants visitors across 15 quick service restaurants (QSRs) installed with the inDoor Direct network.

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. DALLAS-FT. WORTH	CiCi's	Geographic Stratification
DENVER,	Arby's, CiCi's	Geographic Stratification
NORFOLK-PORTSMTH-NEWPT NWS	Denny's	Geographic Stratification
ST. LOUIS	Hardee's	Geographic Stratification
BALTIMORE , WASHINGTON, DC (HAGRSTWN)	Wendy's, CiCi's	Geographic Stratification

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:

Random sample of all visitors P14+ exiting the restaurants.

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	
P14+ Indoor Direct restaurants visitors	2,582

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	2582
(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:

\$2 for a 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: 461 to 592

XI. Are materials available for review?

Questionnaire forms

Yes

No

Fieldwork instruction forms

Yes

No



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