



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

APPENDIX A:

**DPAA® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: PRN - Costco HDTV Wall

Research Provider: The Nielsen Company

Commissioned by: Premier Retail Networks

Dates fieldwork was conducted (month, year):

(Began): June 9, 2008 (Completed): July 6, 2008

Purpose(s) of the study:

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

Please specify: Home/consumer electronic ownership and purchase intent

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]

Respondents were asked if they spent time in the TV/Electronics Department or nearby aisles, or at the entrance where you can see or hear the big screen HDTV and plasma TV sets.

- **Notice** Yes No
[Looked at the vehicle during the time for which the person was present]

Respondents were asked Looked/Watched/Listened big screen HDTV sets and other TVs for sale that show special Costco TV programming.

- **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]

Respondents were asked total time spent in the TV/Electronics Department or nearby aisles, or at the entrance where you can see or hear the big screen HDTV and plasma TV sets.

- **Venue Traffic Counts** Yes No
Source of Venue Traffic Counts:

On-site traffic enumeration.

- **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:

Costco provided information for reviewing/validating the collected on-site traffic data.

- **Vehicle Audience Calculation:**
How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?



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Vehicle Traffic * % Notice among Vehicle Zone Visitors = VEHICLE AUDIENCE
(Where Vehicle Traffic = Venue Traffic * % of Venue Traffic Visiting Vehicle Zone)



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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 of past 4 week visits to the TV / Electronics Department or nearby aisles of any Costco warehouse was asked of warehouse visitors. Frequency of visits is based on self-reported past 4 week visits, adjusted to eliminate a skew to frequent visitors.

Data from the custom study are modeled into the IMS Reach & Frequency tool to derive the Reach and Frequency data comparable with other media vehicles.

Frequency Distribution

Yes No

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

Data is provided broken by all the categories (age, gender, household income, etc.)



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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: Probability sampling for the time of day, day of week, week, site, and intercept selection probabilities.

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

- | | | |
|--------------------------------------|-------------------------------------|---|
| Personal Interview – in-home | <input type="checkbox"/> | For which metrics or metrics dimensions:
_____ |
| Personal Interview-at work | <input type="checkbox"/> | _____ |
| Personal Interview – venue Intercept | <input checked="" type="checkbox"/> | For dwell time in opportunity to see zone, media engagement, party size, frequency of past visits and demographics.
Other data obtained: ad effectiveness, shopper attitudes, programming preferences, and intermedia comparisons
_____ |
| Technology-based passive counting | <input type="checkbox"/> | _____ |
| Manual passive counting | <input checked="" type="checkbox"/> | For producing projectable traffic and audience.
_____ |
| Internet | <input type="checkbox"/> | _____ |
| Telephone | <input type="checkbox"/> | _____ |



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Mail

Other

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.)

Persons 18+ visiting the universe of Costco warehouses airing PRN's Costco HDTV Wall programming .

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):

The initial frame consisted of 358 client-supplied warehouses airing PRN's Costco HDTV Wall programming

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. (25 sample sites)	Costco Warehouses	Warehouses were systematically selected with equal probability after sorting by State, Zip Code and Open Date.

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:

The number of exits was pre-identified for each site, Costco usually has only 1. Persons 18 years and older were approached by the field staff as they exited the warehouse. The target respondent was screened for age, being a non-employee and having spent time in the warehouse this visit. Two to three interviewers intercepted every nth person 18+ exiting the warehouse for an interview attempt.

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 18+	862

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	862
(b) Incomplete interviews/observations	7
(c) Refusals	3748
(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 = $a / \{(b+c+d+e) + (g*f)\}$	19

IX. Were incentives used?

Yes No

If yes, please describe:

\$10 Costco gift cards



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X. Was in-tab sample data weighted?

Yes

No

If yes,

Was probability of selection weighting employed?

Yes

No

- Range: 2291.2 to 282104.0

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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