



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 - Checkout
(SuperValu, Walmart, ShopRite, and Pathmark)

Research Provider: Knowledge Networks, Inc.

Commissioned by: Premier Retail Networks

Dates fieldwork was conducted (month, year):
(Began): May 8, 2008 (Completed): May 24, 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 type="checkbox"/> | Lifestyles | <input type="checkbox"/> |
| Total Venue Traffic | <input type="checkbox"/> | Product Purchase | <input type="checkbox"/> |
| Advertising Engagement | <input type="checkbox"/> | Inter-media Comparisons | <input checked="" type="checkbox"/> |
| Other | <input type="checkbox"/> | | |
- Please specify: _____

Planned Study Frequency:

- Quarterly Semi-annual Annual Bi-annual One-time



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Other:

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]

Pre-recruited panel members who shop at a PRN Checkout Network-installed store and logged into the online survey were asked when they made their last shopping trip to that store. Only those who have shopped in their pre-identified store within 48hours of their shopping trip were considered a part of the SHOPPER/RESPONDENT base. These shoppers were asked about the type of checkout lane that they used to pay for their purchases during that last shopping trip.

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

Respondents were shown photos of the Checkout screens and asked how much time, in total, they spent looking at, watching, or listening to those screens playing special (retailer) programming while they were waiting in line at checkout during their most recent shopping trip.

- **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 how many minutes they spent standing in line at the checkout lane from the time they first entered the lane until they finished paying for their purchases.

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

Average shopping party size 18+ from the online survey
Average transaction counts / store / week from the retailers

- **Were any third party data used in this study, such as government, industry or venue owner statistics?** Yes No



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If yes, please provide details of the source(s) used and how these data were applied:

Average transaction counts / store / week from the retailers.

Average shopping party size 18+ from the online survey was applied to the retailer-provided transaction data to arrive at Venue Traffic.

▪ **Vehicle Audience Calculation:**

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

$\text{Vehicle Traffic} * \% \text{ Notice among Vehicle Zone Visitors} = \text{VEHICLE AUDIENCE}$



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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 7 day visits to the retailer/banner (self-reported).
Data from the custom study, e.g., shopping frequency, network audience, etc. 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 provided broken out by banner or retailer and key markets



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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: Dual frame sample

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 type="checkbox"/>	_____
Technology-based passive counting	<input type="checkbox"/>	_____
Manual passive counting	<input type="checkbox"/>	_____
Internet	<input checked="" type="checkbox"/>	<u>All study metrics</u>
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.)

Adults 18+ residing in specific Nielsen DMAs that shopped at specific PRN Checkout Network-installed stores within the past 48 hours -- Supermarkets (11 DMAs), Walmart (12 DMAs)

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):

Frame 1 = Nationally representative web-based sample. Frame 2 = Opt-in; Internet Users

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.		
Boston, Chicago, Los Angeles, New York, and Seattle	Albertsons, Jewel, Pathmark, Shaw's/Star, ShopRite, Walmart	Markets selected by PRN based on stores installed with the PRN Checkout Network.
Hartford, Las Vegas, Philadelphia, Portland, Salt Lake City, San Diego	ACME, Albertsons, Pathmark, ShopRite	
Atlanta, Dallas-Ft Worth, Denver, Houston, Phoenix, Tampa-St Petersburg, Washington DC	Walmart	

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:

Recruited as planned to or agreed to shop at a supermarket brand. Those who did not shop at a PRN installed supermarket or shopped >48 hours before logging into the online survey were screened out.

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+ in age, primary grocery shoppers, residents of the 11 specific DMAs, and shopped in select PRN installed supermarkets within the past 48 hours -- Supermarkets.	Ending sample size was 621
Total Adults 18+ in age, residents of the 12 specific DMAs, and shopped in select PRN installed supermarkets within the past 48 hours -- Walmart	Ending sample size was 585

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	1206
(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:

Incentives were only provided to those who have completed their shopping at a PRN Checkout network-installed supermarket within 48 hours of logging on to the online survey.



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X. Was in-tab sample data weighted?

Yes No

If yes,

Was probability of selection weighting employed?

Yes No

▪ Range: Confidential to _____

Was non-response weighting employed?

▪ Range: Confidential to _____

Was sample balancing weighting employed?

▪ Range: Confidential to _____

XI. Are materials available for review?

Questionnaire forms Yes No

Fieldwork instruction forms Yes No



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Date:

Signature :