



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

APPENDIX A:

DPAA® AUDIENCE METRICS RESEARCH

DISCLOSURE FORM

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Retail Entertainment Design - Fred Meyer & Fry's Marketplace TV Wall

Research Provider: GfK Custom Research NA Technology

Commissioned by: Premier Retail Networks

Dates fieldwork was conducted (month, year):
(Began): February 23, 2009 (Completed): March 6, 2009

Purpose(s) of the study:

- | | | | |
|---------------------------|-------------------------------------|-------------------------|--------------------------|
| Audience Measurement | <input checked="" type="checkbox"/> | Programming | <input type="checkbox"/> |
| Reach & Frequency | <input type="checkbox"/> | Attitudes | <input 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 type="checkbox"/> |
| Other | <input type="checkbox"/> | | |

Please specify: # of prior viewing of tv wall programmings

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]

Pre-recruited panel members who shop at a Fred Meyer/Fry's Marketplace airing r.e.d. programming on their TV Walls and logged into the online survey were asked when they made their last shopping trip to that store. Only those who have shopped at their pre-identified store within 48hours of their shopping trip were considered a part of the SHOPPER/RESPONDENT base. Respondents were asked if they spent time in the Home Electronics & Music Dept or nearby aisles where they can see or hear the flat screen HDTVs and TVs for sale.

- **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 Fred Meyer/Fry's Marketplace 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 Home Electronics & Music Dept or nearby aisles where they can see or hear the big screen HDTVs and TVs for sale.

- **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 Fred Meyer / Fry's Marketplace

- **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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Average transaction counts / store / week from Fred Meyer/Fry's Marketplace.
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?

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:

Self-reported frequency of past 4 week visits to any Fred Meyer/Fry's Marketplace store.

Frequency Distribution

Yes No

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

Data provided is broken by age, gender, and household income



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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 type="checkbox"/>	_____
Technology-based passive counting	<input type="checkbox"/>	_____
Manual passive counting	<input type="checkbox"/>	_____
Internet	<input checked="" type="checkbox"/>	All study metrics
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 3 specific Nielsen DMAs that shopped at Fred Meyer/Fry's Marketplace stores airing r.e.d. TV 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):

Internet users in the 3 markets for Fred Meyers :Arizona, Oregon, Washington

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.		
Oregon & Washington	Fred Meyer	Markets with Fred Meyer/Fry's Marketplace stores airing r.e.d. TV Wall programming
Arizona	Fry's Marketplace	

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:

PRN provided GfK with a store list to use in the recruiting stage. Once a respondent qualified, they were eligible for the main survey.

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+	430
Fry's Marketplace	90
Fred Meyer	340

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	3
(b) Incomplete interviews/observations	0
(c) Refusals	2
(d) Non-contacts among known eligibles	0
(e) Non-response among other known eligibles	0
(f) Non-response among sample of unknown eligibility	94
(g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted	57
(h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$	5

IX. Were incentives used?

Yes No

If yes, please describe:

Internet panelists received standard panel rewards.



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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: .243 to 2.94

XI. Are materials available for review?

Questionnaire forms

Yes

No

Fieldwork instruction forms

Yes

No



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