



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

APPENDIX A:

**DPAA® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: RMG's Fitness Entertainment Network

Research Provider: The Nielsen Company

Commissioned by: RMG, Inc.

Dates fieldwork was conducted (month, year):

(Began): October 20, 2008 (Completed): December 19, 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 type="checkbox"/> |
| Other | <input type="checkbox"/> | | |

Please specify: _____

Planned Study Frequency:

Quarterly Semi-annual Annual Bi-annual One-time

Other: Monthly Health Club Attendance Collection



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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 which areas of the health club they used during the visit and presence of TVs in those areas.

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

Respondents were asked total time spent looking at, watching or listening to the TVs this visit.

- **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 much time they spent in areas of the health club where the TVs were located.

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

Club contacts send attendance counts directly to Nielsen each month.

- **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:

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

Data collected from the Custom Online Survey is integrated with monthly attendance data from installed clubs to produce average and gross minute exposures and audience composition.



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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 week visits to the health club was asked. Frequency of visits is based on self-reported past week visits, adjusted to eliminate a skew to frequent visitors.

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, 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 (recruitment daypart), day of week, week, site, exit (if more than one) and recruitment selection probabilities.

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"/> | On-site recruitment for an online survey. |
| Technology-based passive counting | <input type="checkbox"/> | _____ |
| Manual passive counting | <input type="checkbox"/> | _____ |
| Internet | <input checked="" type="checkbox"/> | The measurement consisted of an on-site recruitment for an online survey. Postcard invitations with a survey web address were distributed among an nth sample of visitors 12+ as they exited the club. |
| 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.)

Persons 16+ visiting RMG's Health & Fitness Network clubs.

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 957 client-supplied installed sites.

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 Clubs throughout the U.S. | Health Clubs | After sorting the frame by Attendance, DMA and Zip Code, a sample of 30 initial clubs were systematically selected (25 original or replacement clubs gave permission and were surveyed). |

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. If more than one exit (and not in close proximity to each other), a coverage plan was pre-determined either through rotating or staffing. Every nth person 12+ by observation exiting the site, (excluding staff, delivery personnel, etc.) was handed a postcard invitation as they exited the site. Due to legal considerations, 12-15 year olds were not eligible to complete the survey. The invitation had a web address to go online and complete a survey within 48 hours of exiting the club. The sample recruitment dayparts were half of the site open hours between 5:30am - 11:30pm.

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 | |
| Persons 16+ | 1,135 |

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 | 1135 |
| (b) Incomplete interviews/observations | |
| (c) Refusals | |
| (d) Non-contacts among known eligibles | |
| (e) Non-response among other known eligibles | 5117 |
| (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 = $a / \{(b+c+d+e) + (g*f)\}$ | 18 |

IX. Were incentives used?

Yes No

If yes, please describe:

\$20 Amazon.com certificate





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X. Was in-tab sample data weighted?

Yes No

If yes,

Was probability of selection weighting employed?

Yes No

▪ Range: 276.44 to 46,007.50

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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Submitted by:

Title:

Company:

Date:

Signature :

