

APPENDIX A:

**OVAB® AUDIENCE METRICS RESEARCH
 DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Grocery TV Network

Research Provider: The Nielsen Company

Commissioned by: CBS Outernet

Dates fieldwork was conducted (month, year):
 (Began): April, 2006 (Completed): May, 2006

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 checked="" 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

Other: _____



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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:

Weighted self-reported 28-day store visits

Frequency Distribution

Yes No

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

Weighted self-reported 28-day store visits



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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 checked="" type="checkbox"/>	including enumeration with selection of respondent according to live traffic fluctuations
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:	_____

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.)

Grocery Store Visitors 18+

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):

Grocery Store Visitors 18+

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.	Stores with 2 TVs; Stores with 1 TV (exc. Chain A); Chain A stores (1 TV only)	as a percent of the total installed stores

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:

Grocery shoppers 18+ are selected for intercept based on a designated sampling scheme using live traffic counting. Every nth respondent is intercepted. Respondents who did not spend time inside the store were terminated.

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+	1,072

Additional information on Target Populations' Sample Size attached.

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	1,072
(b) Incomplete interviews/observations	69
(c) Refusals	3,337
(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 = $a / \{(b+c+d+e) + (g*f)\}$	24

IX. Were incentives used?

Yes No

If yes, please describe:

\$2 cash

X. Was in-tab sample data weighted?

Yes No

If yes, Yes No
 Was probability of selection weighting employed?
 ▪ Range: 1 to 224

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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Company: CBS Outernet
Date: 10/23/09
Signature: 