



APPENDIX A:

**OVAB® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Channel M

Research Provider: Market Force Information

Commissioned by: Channel M

Dates fieldwork was conducted (month, year):

(Began): 11/6/2008 (Completed): 11/7/2008

Purpose(s) of the study:

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

Please specify: baseline demographics

Planned Study Frequency:

- Quarterly Semi-annual Annual Bi-annual One-time
 Other: _____



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 Distribution

Yes No

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

Respondent recall - "How often do you visit an Ecco Store?"

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):

- | | |
|--|---|
| <ul style="list-style-type: none"> Personal Interview – in-home <input type="checkbox"/> Personal Interview-at work <input type="checkbox"/> Personal Interview – venue Intercept <input checked="" type="checkbox"/> 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: _____ | <p>For which metrics or metrics dimensions:</p> <p>_____</p> <p>_____</p> <p>One visit date up to 4 hours in store to achieve goal of 32 surveys per store.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
|--|---|



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.)

Total adults in the U.S. - shoppers of Ecco's

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):

All shoppers present (older than 12 years of age) during the interview period. A 4 hour period on one day.

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. 5	Ecco's	12
4	Ecco's	with high sales
4	Ecco's	with average sales
4	Ecco's	with low sales

Additional information on Selection of Locations attached.



VI. Selection of Individuals:

Please indicate how individuals were selected at each of the selected sampling locations:

Approached/intercepted shoppers prior to their leaving the store. Requested participation

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 n/a	32 shoppers - no age / gender specifications

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	354
(b) Incomplete interviews/observations	0
(c) Refusals	0
(d) Non-contacts among known eligibles	0
(e) Non-response among other known eligibles	0
(f) Non-response among sample of unknown eligibility	0
(g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted	0
(h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$	0

IX. Were incentives used?

Yes No

If yes, please describe:

\$5.00 gift card

X. Was in-tab sample data weighted?

Yes No

If yes, Yes No

Was probability of selection weighting employed?

 ▪ Range: ____ to ____

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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Phone:

Submitted by: _____

Title: _____

Company: _____

Date: _____

Signature : _____