



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): 7/17/2009 (Completed): 7/18/2009

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: _____

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]

- **Notice** Yes No

[Looked at the vehicle during the time for which the person was present]

Collected data points - "Did you notice the in-store TV" and "Did you hear (listen to) what was on the TV screen."

- **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]

Collected data point - "Approximately how long were you in the area of the store so that you could listen to and/or watch the in-store TV?"

- **Venue Traffic Counts** Yes No

Source of Venue Traffic Counts:

Provided by Genesco Retailer

- **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?

NA



Out-of-home Video
Advertising Bureau

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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 Distribution

Yes No

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

Respondent recall - "Including this visit today, how many visits have you made to this store within the past 4 weeks?"

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"/> | One visit date up to 3 hours in store to achieve goal of 20 surveys per store. |
| 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.)

Total adults in the U.S. - shoppers of Journey's, Journey Kidz and Underground Station

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 (all ages) during the interview period. A 3 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	Journey, Journeys Kidz & Underground Station	40
5	Journey's	20 stores with average to high sales
5	Journey's Kidz	10 stores with average to high sales
2	Underground Station	10 stores with average to high 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	20 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	767
(b) Incomplete interviews/observations	0
(c) Refusals	122
(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 = $a / \{(b+c+d+e) + (g*f)\}$	15.9%

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



Contacts

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Name:
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Submitted by:
Title:
Company:
Date:
Signature :