



**APPENDIX A:**

**OVAB® AUDIENCE METRICS RESEARCH  
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

**A. STUDY DESCRIPTION**

Network: Indoor Direct

Research Provider: Arbitron Inc.

Commissioned by: Indoor Direct

Dates fieldwork was conducted (month, year):

(Began): September 22th, 2007 (Completed): October 4th, 2007

**Purpose(s) of the study:**

- |                           |                                     |                         |                                     |
|---------------------------|-------------------------------------|-------------------------|-------------------------------------|
| Audience Measurement      | <input type="checkbox"/>            | Programming             | <input checked="" type="checkbox"/> |
| Reach & Frequency         | <input type="checkbox"/>            | Attitudes               | <input checked="" type="checkbox"/> |
| Advertising Effectiveness | <input checked="" type="checkbox"/> | Lifestyles              | <input checked="" type="checkbox"/> |
| Total Venue Traffic       | <input 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:  \_\_\_\_\_





Transaction counts provided by QSR partners. The data also indicated the proportion of transactions that were dine-in vs. to-go. These alone were used for the venue traffic, i.e., no adjustments made in terms of avg. dining party size.

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▪ **Vehicle Audience Calculation:**

How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?

Vehicle Traffic \* % Notice

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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:

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Frequency Distribution

Yes  No

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

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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:  Locations were not selected randomly. A random sample of visitors to locations was interviewed.

**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"/> | Notice, Vehicle Zone Dwell Time          |
| 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.)

Visitors to Indoor Direct restaurants.

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**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):

Restaurants visitors across 15 quick service restaurants (QSRs) installed with the inDoor Direct network.

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**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. DALLAS-FT. WORTH	CiCi's	Geographic Stratification
DENVER,	Arby's, CiCi's	Geographic Stratification
NORFOLK-PORTSMTH-NEWPT NWS	Denny's	Geographic Stratification
ST. LOUIS	Hardee's	Geographic Stratification
BALTIMORE , WASHINGTON, DC (HAGRSTWN)	Wendy's, CiCi's	Geographic Stratification

Additional information on Selection of Locations attached.



**VI. Selection of Individuals:**

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

Random sample of all visitors P14+ exiting the restaurants.

**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
<b>Total Adults</b>	
P14+ Indoor Direct restaurants visitors	2,582

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	2582
(b) Incomplete interviews/observations	
(c) Refusals	
(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 = $a / \{(b+c+d+e) + (g*f)\}$	

**IX. Were incentives used?**

Yes  No

If yes, please describe:

\$2 for a completed interview

**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: 461 to 592

**XI. Are materials available for review?**

Questionnaire forms                      Yes     No

Fieldwork instruction forms              Yes     No



## Contacts

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**Submitted by:** D. Scott Karnedy  
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