



APPENDIX A:

**OVAB® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Target Channel Red Network

Research Provider: The Nielsen Company

Commissioned by: Target Corporation

Dates fieldwork was conducted (month, year):
 (Began): October 13, 2008 (Completed): November 9, 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 checked="" type="checkbox"/> |
| Other | <input type="checkbox"/> | | |

Please specify: _____

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]

Store visitors were asked if they spent time in the Electronics Department, Entertainment Department and/or other departments or aisles within the Channel Red Zone (where you can see or hear the Wall of TVs and other Video Screens airing Target Channel Red Network).

- **Notice** Yes No

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

Respondents were asked Looked at/Watched/Listened to or Noticed the Wall of TVs or other Video Screens airing Target Channel Red Network.

- **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 the Electronics Department, Entertainment Department and other departments or aisles within the Channel Red Zone.

- **Venue Traffic Counts** Yes No

Source of Venue Traffic Counts:

On-site traffic enumeration.

- **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?

Vehicle Traffic * % Notice among Vehicle Zone Visitors = VEHICLE AUDIENCE
(Where Vehicle Traffic = Venue Traffic * % of Venue Traffic Visiting Vehicle Zone)



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 4 week visits to the Electronics or Entertainment Departments or other areas or aisles within the Channel Red Zone. Frequency of visits is based on self-reported past 4 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.)

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, day of week, week, site, exit(s) and intercept selection probabilities.

II. Data Collection Method (please check all that apply):

- Personal Interview – in-home
- Personal Interview-at work
- Personal Interview – venue Intercept

For which metrics or metrics dimensions:

For presence and dwell time in vehicle zone, media engagement, party composition, frequency of past visits and demographics. Other data obtained: advertising awareness, shopper attitudes, programming preferences, and intermedia comparisons.

- Technology-based passive counting
- Manual passive counting
- Internet
- Telephone

For producing projectable traffic and audience.



Out-of-home Video Advertising Bureau

535 Madison Ave. 20th Floor, New York, NY 10022
www.ovab.org | 646-205-8525 | info@ovab.org

Mail

Other

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.)

Persons 12+ visiting the universe of Target stores airing Channel Red in the Electronics and Entertainment Departments.

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 1,534 Target-supplied stores airing Channel Red.

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.		
Total U.S. (30 sample sites)	Target stores	Stores were selected with probability proportionate to size (PPS) based on annual transactions per store, after stratifying the frame by prototype and geography.

Additional information on Selection of Locations attached.



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. Persons 12 years and older were approached by the field staff as they exited the site. The respondent was screened for age and having visited the Channel Red Zone this visit. Two to three interviewers intercepted every nth person 12+ exiting the store for an interview attempt.

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+	921
Persons 12+	977

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	977
(b) Incomplete interviews/observations	20
(c) Refusals	5287
(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 = $a / \{(b+c+d+e) + (g*f)\}$	16

IX. Were incentives used?

Yes No

If yes, please describe:

\$5 Target gift cards



X. Was in-tab sample data weighted?

Yes No

If yes, Yes No

Was probability of selection weighting employed?

- Range: 2,077.02 to 385,715.72

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

At Research Company

Name: Paul Lindstrom
Email: paul.lindstrom@nielsen.com
Phone: 646-654-8474

Name:
Email:
Phone:

At Commissioning Company

Name: Angie Jones
Email: Angie_Jones@target.com
Phone: (612) 304-0985

Name: Vino James
Email: vino_james@prn.com
Phone: 415.808.9714

Submitted by: D. Scott Karnedy
Title: Chief Sales Officer
Company: Premier Retail Networks
Date:
Signature :