



AudienceScope® surveys

Peoplecount gathers **valuable** audience insight for out-of-home advertising and digital signage networks through on-location intercept surveys, and extracts the **gold nuggets** of information in **five areas**:

- **Media effectiveness** – Notice of medium, media acceptance, audience interaction
- **Audience profile** – Demographics, consumer insight
- **Audience behavior** – Frequency of visits, dwell time
- **Campaign effectiveness** – Message recall, brand awareness, purchase intent, sales lift
- **Pre/Post comparison studies**

Use on-location AudienceScope surveys to:

- Gauge the **success** of the OOH advertising or digital signage deployment
- Support your sales force with **credible** sales tools
- **Differentiate** yourself from other media
- Be **accountable** to media buyers and planners or retail executives

Peoplecount helps you define **research and measurement priorities and objectives**, identifying a survey plan to fulfill your corporate goals. Our solutions are fully **customized and scaleable** to any size network or project. Phasing is available to suit budget and corporate priorities.

About peoplecount

Peoplecount is a highly respected and innovative third-party supplier of audience measurement and advertising effectiveness research for both digital and static outdoor advertising, place-based media and in-retail networks. We are proud to have **won the 2009 MediaPost DOOH Award** for Most Innovative Audience Research/Metrics System. Established in **1995**, Peoplecount is **the original** supplier of out-of-home audience data.

Peoplecount is staffed with professional engineers, geographic information specialists, data analysts and a network of field surveyors across the country. Our client base includes outdoor advertising associations, individual out-of-home advertising operators, operators of place-based media and digital signage, and recreational and retail companies.

Peoplecount balances traditional values of **integrity** and client support with a constantly evolving, **creative** perspective.



AudienceScope® rate card 2010

# Surveys per market/time period	Unit Rate per Completed Survey
1 – 50	\$ 48
51 – 100	44
101 – 200	40
201 – 400	38
401 – 600	34
601+	30

Terms and Conditions:

- Rates depend on number of surveys in any one geographic area and time period;
- **20% discount** (on lesser pkg) if conducted concurrent with audience counts or other metrics;
- Assumes on-site surveys of 8-16 questions (increasing with pkg size). Longer surveys add 20%;
- Incentive costs/giveaways at additional cost;
- Assumes random sample; targeted surveys add 20%;
- Includes questionnaire design, provision of trained supervisors, undertaking on-site surveys, data entry, data cleansing/analysis, data summaries, reports;
- Rates quoted in the currency of the country in which the surveys are done and are valid until December 31, 2010.

AudienceScope® Example Survey Packages *(custom packages quoted on request):*

Package	Typical Description	# Surveys	Cost
Sense	Media Effectiveness/Basic Demo's 1 venue/1 market/8 questions	100	\$ 4,400
Spark	Media Effectiveness/Audience Profile 1-4 venues/1 market/10 questions	200	\$ 8,000
Score	Pre/Post Comparison 1-2 venues/1 market/2 visits/12 questions	400	\$ 15,200
Savvy	Media and Advertising Effectiveness/Audience Profile 4-6 venues/1-2 markets/14 questions	600	\$ 20,400
Scoop	Media and Advertising Effectiveness/Audience Profile and Behavior 6-20 venues/1-3 markets/16 questions	1,000	\$ 30,000

Dwell –Time or Other Behavioural Observations

To be quoted depending on concurrence of other surveys; network size and venue complexity

For more information, contact us:

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