



Transit Circulation Measurement Methodology

Peoplecount, a division of Transearch Group Inc., has developed a mobile advertising audience circulation model called **Mobilecounts**. The truckside version has been in use by the Traffic Audit Bureau since 2000 and is known as TAB MARG (*Mobile Advertising Report Generator*). Peoplecount employs traffic engineers and geographic information system specialists, and is the current supplier of all traffic and pedestrian data to the Traffic Audit Bureau.

The Mobilecounts methodology is applicable to exterior surface transit advertising such as buses. Mobilecounts calculates advertising circulations and GRPs by bus, bus route, bus garage or overall transit system (depending on your sales packages).

Mobilecounts estimates the number of vehicle passengers and pedestrians that have the opportunity to view the advertising vehicle within a **proven accuracy of ± 10 percent**. A complex algorithm was developed and tested extensively by Peoplecount, using traffic flow theory and statistical modeling.

Since buses follow fixed routes and fairly fixed schedules, extensive GPS tracking of the vehicles is not always necessary. Our methodology uses commonly available data and parameters such as the traffic count, road configuration, traffic speed, bus routing and bus schedules. **The calculations are route-specific and can be amalgamated across the entire market or by bus garage or other geographic zone for sales purposes.**

In summary, participation as a **Mobilecounts** user would offer the following benefits:

- can be **implemented quickly**, as the methodology is already proven and available;
- allows **accurate circulations** to be quoted for exterior transit advertising campaigns, **a first in North America**;
- **allows your buyers to directly compare transit circulations with other audited outdoor media**, including traditional outdoor; and
- accurately predicts **the total audience** of your bus-side advertising, not just the in-market portion.



companyprofile

peoplecount is the newest division of Transearch Group Inc., a highly respected and innovative third-party supplier of audited out-of-home circulation data in North America since 1995. The three year old division was created in response to the unprecedented growth in the Out-of-Home media market.

Peoplecount was originally formed as a division of Transearch Group Inc., to serve the Out-of-Home and Point-of-Purchase Advertising Industries. **peoplecount** is staffed with professional transportation engineers, geographers, GIS specialists, a network of field surveyors across the country, executives and support staff. Offering Research and Measurement solutions related to Traffic and Pedestrian characteristics, our client base includes outdoor advertising associations, individual outdoor advertising operators, operators of place-based media and digital signage, and recreational and retail companies.

peoplecount emphasizes responsiveness and client support in a progressive, creative environment. We pride ourselves on our contemporary, dynamic perspective, embracing constantly evolving technology in a fine balancing act with a commitment to traditional concepts of procedures, assumptions, data and results necessary to maintain our solid reputation for integrity in our research.

Drawing on more than a decade of industry related experience, **peoplecount** is pleased to offer an extensive suite of research models and audit methodologies, including:

outdoorcounts **mobilecounts** traffikcounts restocounts fitnesscounts campuscounts
retailcounts portablecounts digitalcounts ambientcounts mallscout airportscout
stadiumscout locationscount casinocount theatrescount

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