

# digitalcounts $\Sigma$ presso

A new Digital Out-of-Home  
Audience Measurement service from



peoplecount

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# RESEARCH made **Easy**



# NEW Digital Out-of-Home Audience Measurement Service

- ✓ **Consistent** with OVAB guidelines
- ✓ **Robust** audience insight
- ✓ **Quick** turnaround
- ✓ **Easy** and **Affordable**

# METRICS for Digital OOH

## Presence

→ On-site counts + Venue data

## Notice/Dwell Time

→ Audience surveys

# INSIGHT for Digital OOH

- ✓ Demographics
- ✓ Media acceptance
- ✓ Frequency
- ✓ Interaction/participation

# ONE Easy Package

- ✓ **1,000** audience interviews
- ✓ **150** hours of venue counts
- ✓ **20** venues
- ✓ **3** markets
- ✓ **2** month turnaround
- ✓ **One low price:** \$39,800

# DELIVERING Results

- ✓ **Espresso™** Summary Report
- ✓ **Detailed** Technical Report
- ✓ **AUA** (Average Unit Audience) metrics
- ✓ **OVAB** Disclosure (for members)



# PEOPLECOUNT Profile

Date \_\_\_\_\_

**SURVEY**

STATEMENT	RATING (fill in circles completely)					
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1	N/A
1. My experience exceeded my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I had to wait a long time before I was helped.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I was able to talk with staff when I needed to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. My overall experience with your firm was a positive one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Finding your office was not difficult.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. If I had a complaint, it was handled well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I received services that were very helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. The staff helped me find additional services that I needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I received my services in a timely fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I would recommend this firm to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. The company representative showed me respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. My experience was below par as compared to other firms I have worked with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I would return here in the future if I had a need for the services you offer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I found the environment pleasant and conducive to accomplishing my goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I would consider working here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I found the range of services offered to be too narrow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. The people who helped me seemed genuinely interested.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. The representative I worked with made me feel comfortable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. The representative I worked with avoided eye contact and didn't seem to care about my situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please add any additional comments you may have.



*Proven track record...*

- ✓ **15 years** in OOH research
- ✓ **8 audited** methodologies
- ✓ **1 award** for research



# EXPERTS in OOH Metrics:

- ✓ **Place-Based Media** metrics
- ✓ **Pedestrian** traffic
- ✓ **Intercept** surveys
- ✓ **Transit Media** metrics
- ✓ **Vehicle Traffic** studies



# Questions?

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