

JNOR Methodology

Two separate research studies form the back-bone of JNOR research and married together they allow us to calculate audience reach and frequency for an Outdoor media campaign. The two studies are:

- Travel Survey
- Classification of media owners panels

Travel Survey

The first programme, our travel survey, determines the journeys and routes of a representative sample of the population. For optimum confidence, respondents were tracked over time allowing us to build up a survey based on passages passed posters. The reliability of the survey is based on the total number of passages made passed posters, not just by the total number of respondents.

The travel survey component of the Outdoor research system was such a fundamental area that considerable time was taken in design and preparation. In addition to collecting the journey routes over time, we also researched the level of usage of supermarkets, shopping centres and public transport.

In the Republic of Ireland, the latest travel surveys have been sampled and conducted by Behaviour & Attitudes. In Northern Ireland, IPSOS MORI was commissioned for the travel survey.

Travel Survey Sample Sizes

All Ireland Travel Survey (2002)	2,400
Northern Ireland Travel Survey (2009)	1,232
Dublin Plus Travel Survey <i>update (2009)</i>	750
Cork Travel Survey <i>update (2010)</i>	475

Interviews were conducted face to face using a laptop with specially developed software that has been used for similar Outdoor research studies in the UK, Sweden, Finland and Norway.

The sample was structured and randomised within region, with quotas on age, sex and working status imposed to ensure maximum representation. In Northern Ireland, to take consideration of the population spread, two areas were created, 'Greater Belfast' (Belfast, Bangor, Newtownards, Castlereagh, Lisburn, Newtownabbey and Carrickfergus) and the 'Rest of NI'. In the Republic of Ireland, to take consideration of Dublin's commuter belt an area called 'Dublin Plus' was created stretching north to Drogheda, west to Monasterevin and south to Arklow.

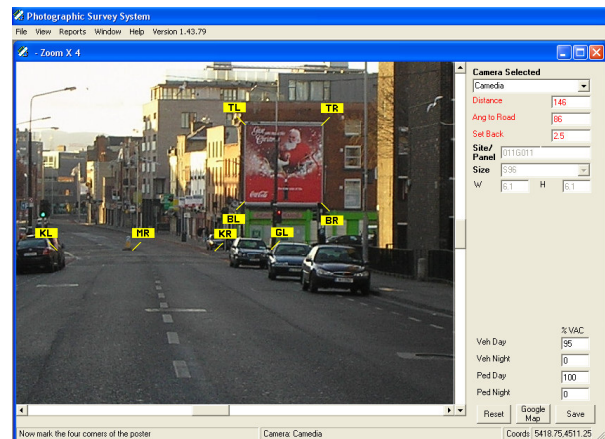
ROI Coverage areas within JNOR:

1. Dublin Plus
2. Cork: County border.
3. Limerick: County border.
4. Galway: County border.
5. Waterford: County border.
6. Rest of ROI: Area outside Dublin Plus and County borders.
7. Dublin Met: Dublin metropolitan region, same as JNLR and JNRR.



Classification of panels

The second research programme is a classification and traffic allocation system for every panel included in the research. This classification system is updated by media owners every quarter. The classification database allows each media owner to record site (environment) and panel details for each of their panels. A GPS coordinate is also entered allowing all panels to be mapped to a traffic allocation system. The result being three basic measures for each poster site; traffic flow, Opportunity To See and Visibility Adjusted Contact (Flow/OTS/VAC).



Screen shot illustrating part of the panel classification. The 'flagging' of panels allows the database to measure physical attributes of the panel.

Visibility Study

The concept of Visibility Adjusted Contact or VAC was developed following a Visibility Study, carried out with Dr. Paul Barber of Birkbeck College at London University. The study evaluated how people actually look at particular kinds of panels in different situations. He conducted carefully controlled eye camera experiments where people viewed numerous scenes and different poster layouts. The respondents played one of three roles – driver, passenger or pedestrian. Respondents were not informed that the study concerned Out of Home advertising in order to replicate actual behaviour. This visibility model estimates the probability of an OTS being converted to a contact for every poster in a campaign.

As a result of the visibility study, key factors taken into account to measure a 'visibility adjusted contact' include: panel size, viewing distance, clutter, angle, obstruction, distance, set back from the road and illumination.

Vehicle and Pedestrian Flows

All available government and transport authority traffic data is obtained and linked to the digital road network skeleton. Footfall counts have been carried out at pedestrian locations and are updated on a regular basis.

Daylight and Seasonality

'Opportunity to See' automatically presumes that passages could result in the sighting or contact with an advertising panel. However, we know this is more likely to happen in the case of daylight hours or when a panel is illuminated. For this reason, no score is given to a panel that does not have illumination outside daylight hours. Any non-illuminated panel within a campaign is susceptible to seasonality.

The research methodology was agreed by the JNOR Technical Committee. This committee has media owner, agency, advertiser and outdoor specialist representation. Furthermore, in 2010 ESOMAR published Global Guidelines on Out of Home Audience Measurement. JNOR matches the measurement practices outlined in their document.