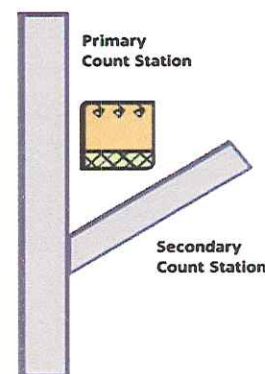


A Guide for Calculating EYES ON Impressions

It is important to understand how EYES ON Impressions are calculated in order to fully appreciate the quality of EYES ON audiences.¹ Here is a simple step by step guide.

Step 1: Each facing of a structure is assigned to a Primary Count Station from which people in cars or pedestrians can see it. A secondary Count Station or additional ones can be added. Let's assume in our example that the structure is located in an urban neighborhood where both the Primary and Secondary Count Stations have vehicular and pedestrian traffic.



Step 2: Separate circulation counts (DECs and PDECs) for Persons 18+ are calculated from traffic counts considering the volume of directional traffic and the amount of time the unit is illuminated. Because EOIs are weekly estimates, the daily circulation is converted to weekly estimates of circulation for Persons 18+.

	DECs	PDECs	Wkly VC	Wkly PC
Primary Count Station	12.9	25.9	90.3	181.3
Secondary Count Station	8.1	1.0	56.7	7.0

Weekly vehicular and pedestrian circulation counts are not combined at this stage of the calculation.

Step 3: Next, a visibility adjustment (VAI) is applied to each unique viewing situation based on the facing's characteristics and its position relative to each count station. This approach allows

	Wkly Circ.	VAI	EOIs 18+
PCS Vehicular	90.3	.65	58.7
PCS Pedestrian	181.3	.80	145.0
SCS Vehicular	56.7	.45	25.5
SCS Pedestrian	7.0	.35	2.5
Total 18+ EOIs for Facing			231.7

TAB to apply unique VAI adjustments for each of the four possible viewing situations. Then for each, the Weekly Circulation is multiplied by the VAI factor to produce EOIs for Persons 18+. The four are then summed to produce the facing's EOI Persons 18+ audience.

Step 4: Then, total EOIs can be segmented into demographic audiences. Demographic composition is generated by extensive travel surveys² and projected into count stations.

	EOIs 18+	% Comp M 25-44	EOIs M 25-44
PCS Vehicular	58.7	.21	12.3
PCS Pedestrian	145.0	.18	26.1
SCS Vehicular	25.5	.26	6.6
SCS Pedestrian	2.5	.20	0.5
Total M 25-44 EOIs for Facing			45.5

In this example, the percent composition for Men 25-44 is generated for each situation and multiplied against the EOIs for Persons 18+ to produced EOIs for the target demo. This process is then repeated for all demographic sub-groups.

¹ See Glossary of Terms at eyesonratings.com for EYES ON definitions.

² Travel surveys are also a source of audience duplication and trip origin; used to calculate ratings and reach & frequency.