

**Evaluation Plan for an  
Impact Evaluation of the 2008-2009  
Tween-targeted Energy Efficiency  
Public Awareness Campaign**

*Prepared for:  
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## **Introduction**

The U.S. Department of Energy (DOE), in partnership with the Ad Council, launched the Energy Efficiency campaign on September 12, 2008. The campaign, entitled “What’s Your Excuse?”, highlights the simplicity of making energy efficient changes in the home and asks kids to join millions of others to make a difference by using their energy wisely. Over the past eight months media outlets nationwide have been donating a significant amount of free time and space to these messages.

The PSAs direct tweens to an interactive website [www.loseyourexcuse.gov](http://www.loseyourexcuse.gov) where they can download the Energy Action plan and learn fun, simple tips on energy efficient behaviors to reduce energy consumption in the home. The campaign consists of TV, radio, out-of-home, web banners and collateral materials.

A second series of PSAs, including TV, online, and outdoor, were developed in collaboration with the Ad Council and feature characters from Walt Disney Studios Home Entertainment's DVD and Blu-Ray™ release *Tinker Bell*. Also released in September 2008, the PSAs are designed to educate 8-9 year olds about energy efficient habits. The PSAs drive kids to visit [www.energy.gov/tink](http://www.energy.gov/tink).

This document proposes a methodology to evaluate the impact of these communications initiatives. We believe that the approach outlined in this proposal is the best possible avenue given the constraints of budget and timing. This evaluation plan has also been designed as a template for evaluating future campaign PSA initiatives.

A key consideration is the donated media model utilized by the Ad Council. Because Ad Council partners such as DOE and other government agencies and non-profits have limited funding streams available, all ads created for the campaign run in available remnant time and space via the support of thousands of media outlets nationwide. Ad Council staff employ various tactics to promote the campaign and they work with media companies to secure donated media in support of the campaign. The benefit of working within the donated media model is the return on investment, in terms of campaign expenditures versus the high value of the free media support. The challenge of working within this model is that without purchasing media, the Ad Council has limited control over the placements of PSAs, in terms of securing tween-targeted media support in desirable dayparts. A key question of this evaluation plan is the link between media exposure and attitudes and behaviors relating to energy efficiency among the target audience .

## **Research Objectives**

A kick-off discussion was held between Patty Goldman, VP, Research Director at the Advertising Council, and Jeff Dowd, Economist at the Office of Energy Efficiency and Renewable Energy’s (EERE’s) Office of Planning, Budgeting and Analysis on April 23, 2009. The EERE, with the support of Kevin Brosnahan, Assistant Director of Technology Advancement and Outreach at the Office of Energy Efficiency and Renewable Energy,

expressed interest in a large-scale evaluation of the PSA campaign among tweens ages 8-12 nationwide.

This research plan is designed to test the following hypotheses:

1. A significantly higher proportion of tweens than at benchmark are reporting that they have seen or been exposed to the PSAs
2. Tween respondents' awareness of the campaign correlates to higher levels knowledge, and more positive attitudes and behaviors surrounding energy-saving. Specifically, "ad aware" respondents are more likely than the "not aware" respondents to:
  - a. Speak to parents and others about the issue
  - b. Have daily energy-saving habits, such as unplugging chargers or other devices, turning off lights and electrical devices, and using energy efficient light bulbs or appliances
  - c. Seek more information online about energy saving
3. Tweens living in markets with higher levels of donated media weight are more likely than tweens in lower media exposure markets to experience positive shifts in attitudes, knowledge and behavior.

This media campaign has several objectives. Campaign activities seek to raise awareness about energy savings, while at the same time to influence tweens to take a proactive attitude toward energy saving, and, ultimately, to help influence tweens to change their energy habits. Therefore, this research study addresses several key metrics of impact:

- a. Awareness:
  - i. Aided recognition of campaign PSAs (TV, radio, outdoor)
  - ii. Awareness of any message related to saving energy (custom study only)
  - iii. Buzz: whether is the target audience is hearing more, less or the same about saving energy
  - iv. Awareness of campaign website, LoseYourExcuse.gov (custom study only)
- b. Attitudes:
  - i. Issue salience
  - ii. Self-efficacy
  - iii. Behavioral intention
- c. Knowledge:
  - i. Why saving energy is important (custom study only)
  - ii. Knowledge of key communication points (custom study only)
- d. Behavior:
  - i. Where respondent falls in "stages of change" spectrum (custom study only)
  - ii. What respondent has done, personally, to save energy

- iii. Whether respondent has taken specific recommended actions to save energy (custom study only)
- iv. What respondent has said to parents regarding saving energy (custom study only)
- v. Whether have spoken to anyone about saving energy (custom study only)
- vi. Who respondent has spoken to (custom study only)

## **Research Design**

The primary target audience for the PSA campaign and for all evaluation research is tweens, defined as children age 8-12, across the United States.

Typical evaluation of Ad Council public service campaigns takes the form of national tracking surveys of the target audience fielded pre-campaign launch and post-campaign launch. Survey instruments focus on campaign awareness, and attitudes and behaviors relating to the social issue addressed by the campaign. Such studies utilize identical questionnaires and are fielded using identical methodologies among discrete non-overlapping samples over time. Before and after comparisons among the total sample and key demographic subgroups are made.

A pre-launch benchmark study was conducted via C&R Research's "KidzEyes" omnibus, a monthly, quantitative, online omnibus of kids ages 6-14, on August 13-26, 2008. Reporting and analysis was conducted only among 8-12 year old respondents within the omnibus sample. The Ad Council typically fields post-launch studies 9-12 months after a campaign launch, in order to allow the build-up of donated media weight. [For donated media definitions, see Appendix K]. The post-launch study will be fielded in the August 2009 KidzEyes omnibus, to ensure methodological consistency and preserve data comparability across the waves of the study.

An "apples-to-apples" national post-wave will be conducted in the August 2009 KidzEyes omnibus. In addition, a larger-sample survey will be conducted in parallel to the omnibus in order to examine metrics at the DMA (designated market area)-level.

Therefore, we will conduct two parallel research surveys in August 2009:

- (1) A national online survey among 900 children ages 6-14 in C&R Research's August 2009 KidzEyes omnibus, using the 2008 survey questionnaire, reporting on the 500 8-12 year olds within the sample only.
- (2) A custom survey, with comparable methodology to the one above, also to be fielded by C&R Research among their online panel, among a large, multi-DMA sample of 2,500 children ages 8-12.

In addition to the surveys, we will analyze the relationship between donated media trends and website fulfillment trends (see Website Traffic Analysis section on page 11 for more detail.)

**Survey #1 – Omnibus Post-Wave**

The KidzEyes omnibus is a monthly, multi-client, shared-cost online survey vehicle fielded to 1200 U.S. kids ages 6-17. The KidzEyes omnibus is fielded monthly, and is operated in full compliance with federal online privacy legislation (COPPA laws)

For this particular study, the omnibus sample will be constrained to kids ages 6-14, and like the pre-wave, C&R will run a custom set of cross-tabs that will narrow the sample definition to kids ages 8-12.

There will be custom sets of cross-tabulations (4-5 banners) that will include August 2009 data and another set of trended pre (August 2008) & post (August 2009) data, per Exhibit 1 below.

In order to trend the data, we will use 2007 U.S. Census weights for August 2009 data and re-weight August 2008 data using the same weights. See Appendix A for information on the Census weights.

Stimuli will include TV storyboards, radio scripts and outdoor montage image as shown to respondents in the benchmark, with the addition of TV videos at the close of the survey to gain an additional measure of aided TV recognition.

Exhibit 1 below summarizes the details for this project.

**EXHIBIT 1**

Summary of Project Specifications for omnibus Survey	
<b>Method</b>	Online survey in KidzEyes omnibus
<b>Sample Size</b>	900 completed interviews (6-14 year olds), with reporting on 500 completed interviews (8-12 year olds)
<b>Sample Source</b>	KidzEyes.com panel
<b>Sample Specifications</b>	<p><u>Full sample:</u>            National U.S. sample of online kids ages 6-14</p> <ul style="list-style-type: none"> <li>- 50% girls, 50% boys</li> <li>- 300 kids ages 6-8</li> <li>- 300 kids ages 9-11</li> <li>- 300 kids/teens 12-14</li> <li>- Sample will exclude children who participated in the Aug. 2008 pre-test wave of the same study</li> </ul> <p><u>Sample for analysis:</u>            National U.S. sample of online kids ages 8-12</p> <ul style="list-style-type: none"> <li>- 50% girls, 50% boys</li> <li>- 100 age 8, 100 age 9, 100 age 10, 100 age 11, 100</li> </ul>

	<p>age 12</p> <ul style="list-style-type: none"> <li>- Sample will exclude children who participated in the Aug. 2008 pre-test wave of the same study</li> </ul>
<b>Questionnaire</b>	<p>8 questions:</p> <ul style="list-style-type: none"> <li>- One coded open-end</li> <li>- 7 closed-ended choice questions</li> </ul>
<b>Stimuli</b>	<p>Three TV ads, in storyboard format:</p> <ul style="list-style-type: none"> <li>- <i>Malcolm</i></li> <li>- <i>April</i></li> <li>- <i>Tinkerbell</i></li> </ul> <p>Radio advertising: <i>Matthew</i></p> <p>Out-of-home (OOH) advertising: <i>OOH Montage</i></p> <p>Three TV ads, in video format:</p> <ul style="list-style-type: none"> <li>- <i>Malcolm</i></li> <li>- <i>April</i></li> <li>- <i>Tinkerbell</i></li> </ul>
<b>Deliverables</b>	<p>Cross-tabulated data to include customized banners. For the purposes of these banners, “W1” is defined as the benchmark wave conducted in August 2008, and “W2” is the follow-up wave to be conducted in August 2009:</p> <p><b>Banner 1:</b></p> <ol style="list-style-type: none"> <li>1. Total age 8-12, W1</li> <li>2. Total age 8-12, W2</li> <li>3. Boys, W1</li> <li>4. Boys, W2</li> <li>5. Girls, W1</li> <li>6. Girls W2</li> <li>7. Age 8-10, W1</li> <li>8. Age 8-10 W1</li> <li>9. Age 11-12, W1</li> <li>10. Age 11-12, W2</li> <li>11. Boys 8-10, W1</li> <li>12. Boys 8-10, W2</li> <li>13. Boys 11-12, W1</li> <li>14. Boys 11-12, W2</li> <li>15. Girls 8-10, W1</li> <li>16. Girls 8-10, W2</li> <li>17. Girls 11-12, W1</li> <li>18. Girls 11-12, W2</li> </ol> <p><b>Banner 2:</b></p> <p>Ethnicity</p> <ol style="list-style-type: none"> <li>1. White, W1</li> <li>2. White, W2</li> <li>3. African-American, W1</li> <li>4. African-American, W2</li> <li>5. Hispanic, W1</li> </ol>

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6.	Hispanic, W2
7.	Other, W1
8.	Other, W2
HH income	
9.	Under \$35K, W1
10.	Under \$35K, W2
11.	\$35-74K, W1
12.	\$35-74K, W2
13.	\$75K+, W1
14.	\$75K+, W2
Population Density	
15.	Urban, W1
16.	Urban, W2
17.	Suburban, W1
18.	Suburban, W2
19.	Rural, W1
20.	Rural, W2
<b>Banner 3:</b>	
U.S. Census Region	
1.	Northeast, W1
2.	Northeast, W2
3.	Midwest, W1
4.	Midwest, W2
5.	South, W1
6.	South, W2
7.	West, W1
8.	West, W2
Ad Aware	
9.	TV, radio or OOH aware, W2
10.	Not aware of TV, radio and OOH, W2
11.	TV aware, W2
12.	TV unaware, W2
13.	TV, radio or OOH aware, W1
14.	TV aware, W1
15.	Not aware of TV, radio and OOH, W1

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**Survey #2 – Custom DMA-level Survey**

In parallel with the omnibus survey, we will field a custom survey. The goal of the custom survey is to evaluate the impact of the campaign under varying conditions of media exposure. (Note: Because the Ad Council does not buy media time or space, we cannot plan or estimate media exposure prior to a campaign’s launch; we can estimate media exposure, relying on a variety of media monitoring services, only after a campaign has been launched.)

- The survey will be conducted online and will include all of the questions asked in the omnibus survey, plus several new questions requested by DOE.
- The sample, like the omnibus, will include U.S. children ages 8-12, but will exclude respondents who participated in either the pre-wave omnibus (2008) or the current omnibus (2009).
- The sample will be representative of online households with children in the U.S., comparable to the omnibus sample. Weighting of the results on several demographic variables may be required in order to mirror 2007 Census figures for online households with children. The weighting scheme will be identical to that used for Kidzeyes omnibus surveys and can be found in Appendix A.
  - Please note: The online sample will under-represent certain ethnic and income subgroups that access the Internet at lower rates, specifically children living at or below poverty level. While we are able to provide some representation of the lowest income group (<\$35,000/year HH income), this income group will be populated primarily with households making \$20,000 - \$35,000.
- The sample design will include both a representative sample of 2,000 drawn from randomly selected DMAs as described below, as well as an augment of 500 interviews in specified higher exposure DMAs. We are in the process of determining the approximately 45 DMAs to be included in this category.
- In order to obtain a large national sample without conducting surveys in each of the 210 DMAs, we will utilize a stratified cluster sample design. The protocol will be as follows:
  - The 210 Nielsen DMAs will be divided into three strata based on market size (# of television households)
    - Group 1 will include all DMAs with greater than 1 million television households.
      - N = 30 DMAs representing 53.7% of U.S. households
    - Group 2 will include all DMAs with a household population between 250,000 to 1 million.
      - N = 85 DMAs representing 35.9% of U.S. households
    - Group 3 will include all DMAs with a household population of less than 250,000.
      - N = 95 DMAs representing 10.4% of U.S. households
  - Within each strata (group of DMAs), we will randomly select a small group of markets in which we will conduct the survey.
    - We anticipate including 15 DMAs from each strata in the final sample plan, or 45 DMAs in total. (Please note that the

number of DMAs per strata may vary from this assumption based on availability of online sample in various DMAs.)

- Within each of the selected DMAs, we will draw a sample of children ages 8-12 proportionate in size to the percent of population that the DMA represents.
  - Ultimately, the sample size per DMA will depend on the overall rep quota size as well as the particular DMAs sampled.
- Please refer to Appendix B for a listing of all Nielsen DMAs, by population, and their group (strata) assignments.
- The augment sample will include 500 interviews independent of the “rep” sample, from among 5-10 DMAs that are identified as higher in media exposure.
  - Some of these DMAs may end up being the same DMAs that are included in the rep sample.
  - The augment DMAs will be selected from among the top 50 DMAs in population size. The augment DMAs will be selected in July. Donated media results are currently available through March 31, 2009. To more accurately reflect the current and cumulative level of support by DMA, analysis of donated media support will need to be conducted as close to the survey field date as possible, in July 2009.
- Project deliverables will include statistical analysis (regression modeling) to assess the relationship between awareness of the advertising and energy conservation behavior, while controlling for other variables.
- Stimuli will include TV storyboards and video files, radio audio files and scripts, outdoor montage images, and web banner ad montage images.

Exhibit 2 below summarizes the project parameters.

**EXHIBIT 2**

<b>Summary of Project Specifications for Custom Survey</b>	
<b>Method</b>	Online survey
<b>Sample Source</b>	Multiple sources -- KidzEyes.com panel + one or two additional online panels to complement and fill shortages in certain DMAs (as required)
<b>Sample Size</b>	2,500 total interviews, comprised of 2,000 “Rep” interviews across 45 DMAs + 500 augment interviews
<b>Sample Specifications</b>	National U.S. sample of online kids 8-12 - 50% girls, 50% boys

	<ul style="list-style-type: none"> <li>- Balanced by age</li> <li>- Sample will be representative of <u>online</u> HHs with children in the U.S.</li> <li>- Sample will exclude kids who participated in either the 2008 or 2009 omnibus versions of this survey</li> </ul>
<b>Questionnaire</b>	Approximately 15 questions, including the 8 questions in the omnibus survey and 2 open-ends.
<b>Stimuli</b>	<p>Three TV ads, in <b>storyboard</b> format</p> <ul style="list-style-type: none"> <li>- <i>Malcolm</i></li> <li>- <i>April</i></li> <li>- <i>Tinkerbell</i></li> </ul> <p>Three TV ads, in <b>video</b> format</p> <ul style="list-style-type: none"> <li>- <i>Malcolm</i></li> <li>- <i>April</i></li> <li>- <i>Tinkerbell</i></li> </ul> <p>Radio advertising: <i>Matthew and April (radio)</i>  Out-of-home (OOH) advertising: <i>OOH Montage</i>  Web advertising: <i>Web Banner Montage</i></p>
<b>Timing</b>	August 2009. A detailed timetable will be developed after project approval, in collaboration with Ad Council.

### Augment sample:

A sample size of n=500 will be the minimum base size for the higher media exposure respondents. Additional respondents in the higher media exposure DMAs may fall naturally as part of the base sample. We will group respondents' responses into two groups based on media exposure: higher media exposure markets vs. lower/no media exposure markets. With an augment sample of 500, then differences as small as 4% will qualify as statistically significant.

Example: If we observe an agree score of 45% among the rep sample (n=2000) and a score of 49.1% among the augment (n=500), this difference would be statistically significant at a 90% confidence level.

If greater precision were desired, for example, detecting a 3% difference (instead of 4%), using the same example above, we would need an augment of n=1,200. This is not feasible within the project budget, and may also cause sample feasibility problems in some of the markets.

### Website Traffic Analysis

One of the primary objectives of the PSAs is to drive traffic to the campaign websites. The primary campaign PSAs ("Malcolm," "April" (TV), "Matthew," and "April" (radio) and the outdoor and internet executions) drive kids to [www.loseyouexcuse.gov](http://www.loseyouexcuse.gov). The Tinkerbell PSAs drive kids to a separate site, [www.energy.gov/tink](http://www.energy.gov/tink), which redirects to [www.eere.energy.gov/kids/](http://www.eere.energy.gov/kids/).

Analysis of traffic to both sites will be a critical component of campaign evaluation. Monthly results will be compiled for the following site traffic metrics:

- Visitors: The number of different individuals who have visited a site. Also known as unique visitors.
- Visits: Total number of times that the website was visited, meaning visitors interacted with the site content in some way. Also known as user sessions or total sessions.
- Page Views: Total number of pages viewed on a site. Also known as pages or total pages
- Energy Action Plan downloads: Number of times the PDF Energy Action Plan file was downloaded
- Average Visit Duration: The average length of a visit at the site

Analysis of web site traffic fulfillment will include analysis of trends over time and how traffic may be related to media distributions and national donated media support, in total and by media type (radio, television, etc.)

### **Research Limitations**

A main limiting factor on this evaluation is the existing benchmark study that was fielded in August 2008. To ensure data will be comparable, follow-up surveys must be fielded using the same questionnaire and methodology. This limits the available options for the larger custom evaluation as well, as it is desired to obtain data in that study that will also be comparable to the August 2008 study. The custom study cannot be Census representative, only online Census representative, to be comparable to the August 2008 study. Online panels can be criticized for their lack of representation among below poverty-level households and some smaller, rural areas.

The resources to conduct a fuller evaluation became available only after the launch of the campaign, so the larger custom survey, which utilizes a more inclusive questionnaire, will be conducted on a post-only basis. DMA-level analysis will also only be able to be conducted on a post-only basis. Another challenge is that there are no markets that did *not* receive distributions of the PSAs; therefore, there are no DMAs that can function as control markets, with zero exposure. The DMA-level analysis will need to examine differences between “higher” exposure and “lower” exposure markets, and not exposure versus non-exposure markets. We will be able to define these categories only after a careful review of the media measurement datasets, likely to be finished in July.

Aided ad recognition based on video of the ads, not storyboards, will also only be available in the post study. Additionally, false ads, which are sometimes encouraged for use in ad recognition batteries to ascertain false awareness, will not be able to be included in the post questionnaires, as they were not part of the initial benchmark. A second radio ad, April (radio), and Internet banner PSAs were produced after the

benchmark was fielded, so aided recognition questions on these PSAs will be asked in the post study only.

Regression analysis will be utilized to understand relationships between ad recognition and desired knowledge, attitudes and behaviors among the target audience. This analysis can only provide correlation, however; not a statement of causation.

Another limiting factor is budget. A budget cap of \$50,000 represents a significant investment in evaluation research, but it also means there are constraints on the methodologies and sample sizes we can employ. For example, a random-digit-dialed telephone survey may have been better able to obtain random sampling of households with children age 8-12 across the US, and would be better able to survey poverty-level households and provide a Census-representative sample. However, because of the existing online benchmark study, as well as the onerous cost of RDD phone methodology, this approach was ruled out.

One possible criticism of the surveys' online methodology is that there is an inherent bias among panelist respondents who are offered incentives to take surveys. However, incentives have been shown to:

(1) Improve survey response rates significantly (James and Bolstein, 1990, 1992; Church, 1993; Johnson and McLaughlin, 1990; all cited in Mail and Internet Surveys: The Tailored Design Method, 2nd Ed. by Don A. Dillman, 2000).

(2) "...be especially effective with younger respondents (who are less likely to respond to surveys), thereby helping to reduce nonresponse error in certain populations" (Dillman, 1997 cited in Mail and Internet Surveys: The Tailored Design Method, 2nd Ed. by Don A. Dillman, Wiley & Sons, 2000, p. 153).

(3) Enhance panelist retention (minimize panel attrition) and encourage respondents to complete surveys in a timely manner (Sudman and Wansink, Consumer Panels, 2nd Ed., American Marketing Association, 2002)

(4) Lead "many research firms (to) believe that the results of surveys that use incentives are less biased. Without incentives, they have found that respondents are either incredibly interested in the topic or want to complain about something." (Sudman and Wansink, Consumer Panels, 2nd Ed., American Marketing Association, 2002, pp. 81-82.)

C&R Research has implemented a non-biasing incentive program with their panelists and it has led to high response rates (60-65% among kids). They use a points-based incentive system, in which a survey respondent receives a point award for each survey he or she takes. After reaching a certain threshold, the points can be redeemed for a check. So incentives are neither immediate nor do the incentive points "interact" with the survey topics. The risk of not offering incentives would result in a much higher level of non-response, which could lead to samples that could be unusually biased toward the

subject of the research study. In an experimental design, such as a pre-post study, the results should be self-calibrating, such that the effects (if any) of giving incentives can be assumed to be identical in each cell or wave. Therefore, the observed differences across cells (or waves) can be attributed to factors other than the incentives or survey protocols.

Online panel studies also face the problem of bias arising from self-selection among respondents. Self-selection bias also applies to other survey modalities, such as RDD phone and in-person interviewing, so it is not clear how much would be gained in the reduction of self-selection bias by changing survey modality. One option to help identify the level of bias in the custom online study could be to conduct a parallel test among an RDD phone sample, but as previously mentioned, this type of study would go beyond the available budget. The best that can be done is to acknowledge that self-selection bias may be a factor, but also acknowledge that the effect of this bias on survey findings will be consistent with the bias that may have existed in the benchmark survey.

The final limiting factor for this research design is the target sample. Kids age 8-12 have a limited capacity for survey taking, such as limited vocabulary and reading skills<sup>1</sup>. This limits options for question wording and survey length. Accordingly, effort has been made to ensure survey language is straightforward, and that survey length does not exceed 10-15 minutes.

### Evaluation Research Questions

#### Exhibit 3: List of Research Questions: OMNIBUS STUDY

Research Questions for Sample A (Kidzeys Omnibus)	
1.	<b>How important is saving energy to you?</b> Very important, Somewhat important, Not very important, Not at all important, Don't know
2.	<b>How likely are you to talk to your parents about saving energy?</b> Very likely, Somewhat likely, Not very likely, Not at all likely, Have already spoken to parents about saving energy, Don't know
3.	<b>People do different things at home to save energy. How hard do you think it is to do this on a daily basis?</b> Very hard, Somewhat hard, Not very hard, Not at all hard, Don't know
4.	<b>What have you personally done to save energy? (Open-ended) (Post-coded)</b>

<sup>1</sup> Debbie Solomon and Jo Peters, Resolving issues in children's research, Young Consumers, Vol.7, Issue 1 (2005), pp.68-73.

**Research Questions for Sample A (Kidzeyes Omnibus)**

SPLIT SAMPLE. EACH RESPONDENT SHOWN 1 RANDOMLY SELECTED AD; "MALCOM" OR "APRIL". ASK Q5 ASKED ONCE FOR THE ONE AD THAT THEY SEE. SHOW FULL-SCREEN SIZE TV AD STORYBOARD [See Appendix E, F]

**These pictures and words are from a TV commercial. Please look at it carefully.**

[NEXT SURVEY PAGE] SHOW THUMBNAIL OF 1<sup>ST</sup> FRAME

**5. Have you ever seen this commercial on TV?** Yes, No, Not Sure

SHOW FULL-SCREEN SIZE TV AD STORYBOARD: "TINKERBELL" [See Appendix G]

**These pictures and words are from another TV commercial. Please look at it carefully.**

[NEXT SURVEY PAGE] SHOW THUMBNAIL OF ONLY 1<sup>ST</sup> FRAME

**6. Have you ever seen this commercial on TV?** Yes, No, Not Sure

**Now please listen to a commercial you may hear on the radio.  
Please be patient because it may take a few seconds for you to hear it.**

PLAY RADIO AD 1 = "Matthew"

**If you'd like to hear the commercial again, please click [here](#).**

RE-PLAY THE AUDIO CLIP IF THEY CLICK "here."

**Otherwise, please click Continue.**

[NEXT SURVEY PAGE]

**7a. Did you hear the radio commercial?** Yes [CONTINUE TO Q7b]; No [SHOW THE NEXT TEXT SCREEN]

SHOW THIS SCREEN ONLY IF "No" IN Q.7a.

**You said that you could not hear the radio commercial. Instead, please read this description of it carefully.**

SHOW DESCRIPTION: RADIO AD "Matthew" [see Appendix C]

**7b. Have you ever heard this commercial on the radio?** Yes, No, Not Sure

<b>Research Questions for Sample A (Kidzeys Omnibus)</b>
<p><b>These pictures and words are from ads you may have seen on billboards. Please look at them carefully.</b></p> <p>SHOW FULL-SCREEN SIZE STORYBOARD: “What’s Your Excuse OOH Montage” [See Appendix H]</p> <p>[NEXT SURVEY SCREEN]</p> <p>SHOW THUMBNAIL IMAGE</p> <p>8. <b>Have you ever seen these ads?</b> Yes, No, Not sure</p>
<p>SPLIT SAMPLE. EACH RESPONDENT SHOWN 2 RANDOMLY SELECTED VIDEO AD OF 3: “MALCOM” OR “APRIL” OR “TINKERBELL”. Q ASKED ONCE FOR EACH AD THAT THEY SEE.</p> <p>SHOW VIDEO OF TV AD.</p> <p><b>Now please watch a commercial you may see on TV. Please be patient because it may take a few seconds to load.</b></p> <p>PLAY TV AD = “MALCOM” OR “APRIL” OR “TINKERBELL”</p> <p><b>If you’d like to watch the commercial again, please click <a href="#">here</a>.</b></p> <p>RE-PLAY THE VIDEO CLIP IF THEY CLICK “here.”</p> <p><b>Otherwise, please click Continue.</b></p> <p>[NEXT SURVEY PAGE]</p> <p>9. <b>Did you see the TV commercial?</b> Yes [CONTINUE TO Q10]; No [SKIP TO THANK YOU PAGE]</p>
<p>[NEXT SURVEY PAGE] SHOW THUMBNAIL OF 1<sup>ST</sup> FRAME</p> <p><b>10. Have you ever seen this commercial on TV?</b> Yes, No, Not Sure</p>
<p>(REPEAT Q.9 AND 10 FOR SECOND RANDOMLY SELECTED AD)</p>
<p><b>DISPLAY THANK YOU PAGE</b></p>
<p><b>Demographic Questions (asked of parents)</b></p>
<p>Age</p>
<p>Gender</p>
<p>Ethnicity</p>

<b>Research Questions for Sample A (Kidzeys Omnibus)</b>
Income
<b>Demographic Data to be appended:</b>
County Size
Census Region

**Exhibit 4: List of Research Questions: CUSTOM STUDY**

<b>Research Questions for Sample B (Custom Study)</b>
<b>1. How important is saving energy to you?</b> Very important, Somewhat important, Not very important, Not at all important, Don't know
<b>2. [IF RESPOND 'Very important' or "Somewhat important" at Q1:] Why do you think it is important? (Open ended) (Skip to Q.4)</b>
<b>3. [IF RESPOND 'Not very important' or "Not at all important" at Q1:] Why?</b>
<b>4. How likely are you to talk to your parents about saving energy?</b> Very likely, Somewhat likely, Not very likely, Not at all likely, Have already spoken to parents about saving energy, Don't know
<b>5. [IF SAID 'HAVE ALREADY SPOKEN TO PARENTS AT Q4]: What did you say to your parents about saving energy? (Open ended)</b>
<b>6. Have you spoken to anyone about what you can do to save energy?</b> Yes, No, Not Sure
<b>7. [IF SAID 'YES' AT Q.6] Who did you talk to about it?</b> Teacher, Friend, parent, other adult, someone online (using IM, webpage, email, twitter, MySpace, Facebook, something else), didn't speak to anyone about saving energy
<b>8. People do different things at home to save energy. How hard do you think it is to do this on a daily basis?</b> Very hard, Somewhat hard, Not very hard, Not at all hard, Don't know
<b>9. What have you personally done to save energy? (Open-ended)</b>
<b>10. Please give your best guess to each of these questions. (True/False/Don't know to each)</b>
<b>(Randomly rotate list)</b>
<b>If a cell phone charger is plugged in, it is still using energy</b>
<b>Watching TV with the computer on saves energy</b>
<b>Energy saving lightbulbs last 6 times longer than regular bulbs</b>

<b>Research Questions for Sample B (Custom Study)</b>
<p><b>11. In the past 6 months, have you done any of the following? (Yes, No, Not Sure) (Randomize list)</b></p> <ul style="list-style-type: none"> <li>▪ unplugged cell phone charger</li> <li>▪ unplugged video game device when not in use</li> <li>▪ used natural heat/cooling/light</li> <li>▪ turned off lights</li> <li>▪ switched to energy saving bulbs</li> <li>▪ shut off computers or other electronic device</li> <li>▪ used “smart” power strips</li> <li>▪ talked to parents about Energy Star appliances</li> <li>▪ talked to parents about making changes at home to save energy</li> <li>▪ used a digital thermostat</li> <li>▪ (others TBD)</li> </ul>
<p><b>12. What best describes you?</b> I don’t really think too much about saving energy, I think about saving energy sometimes, I am planning to do something soon to save energy, I do things to save energy once in a while, I do things to save energy often</p>
<p><b>13. These days, do you think you are hearing more about saving energy than you were a year ago, less about it, or about the same amount?</b> More, Less, About the same, Not Sure</p>
<p><b>14. Have you ever heard of a website, LoseYourExcuse.gov?</b> Yes, and have visited the site, Yes, and have not been to the site, No, Not Sure.</p>
<p><b>15. [IF RESPOND ‘YES, AND HAVE VISITED THE SITE’ AT Q.13, ASK]: What do you remember reading or seeing on the website? (Open-ended)</b></p>
<p><b>16. Have you heard, seen or read anything about saving energy in the past six months?</b> Yes, No, Not sure</p>
<p><b>17. Where was that? (Radio button select Yes/No:)</b> TV, radio, magazine or newspaper, Internet, in school, from friends or family, in posters or billboards, not sure</p>
<p>SPLIT SAMPLE. EACH RESPONDENT SHOWN 2 RANDOMLY SELECTED ADS OF THE 3: “MALCOM” OR “APRIL” OR “TINKERBELL”. Q ASKED ONCE FOR EACH AD THAT THEY SEE.</p> <p>SHOW FULL-SCREEN SIZE TV AD STORYBOARD [See Appendix E, F, G]</p> <p><b>These pictures and words are from a TV commercial. Please look at it carefully.</b></p> <p>[NEXT SURVEY PAGE] SHOW THUMBNAIL OF 1<sup>ST</sup> FRAME</p>
<p><b>18. Have you ever seen this commercial on TV?</b> Yes, No, Not Sure</p>

**Research Questions for Sample B (Custom Study)**

(FOR NEXT AD SHOWN, STATE:

**These pictures and words are from another TV commercial. Please look at it carefully.)**

[NEXT SURVEY PAGE] SHOW THUMBNAIL OF 1<sup>ST</sup> FRAME

**19. Have you ever seen this commercial on TV?** Yes, No, Not Sure

SPLIT SAMPLE. EACH RESPONDENT SHOWN 2 RANDOMLY SELECTED VIDEO AD OF 3:  
"MALCOM" OR "APRIL" OR "TINKERBELL". Q ASKED ONCE FOR EACH AD THAT THEY SEE.

SHOW VIDEO OF TV ADS.

**Now please watch a commercial you may see on TV.**

**Please be patient because it may take a few seconds to load.**

PLAY TV AD = "MALCOM" OR "APRIL" OR "TINKERBELL"

**If you'd like to watch the commercial again, please click [here](#).**

RE-PLAY THE VIDEO CLIP IF THEY CLICK "here."

**Otherwise, please click Continue.**

[NEXT SURVEY PAGE]

**20. Did you see the TV commercial?** Yes [CONTINUE TO Q21]; No [SHOW THE NEXT TEXT SCREEN]

[NEXT SURVEY PAGE] SHOW THUMBNAIL OF 1<sup>ST</sup> FRAME

**21. Have you ever seen this commercial on TV?** Yes, No, Not Sure

**Research Questions for Sample B (Custom Study)**

FOR NEXT AD SHOWN, STATE:

**Now please watch another commercial you may see on TV.  
Please be patient because it may take a few seconds to load.**

PLAY VIDEO OF TV AD = "MALCOM" OR "APRIL" OR "TINKERBELL"

**If you'd like to watch the commercial again, please click [here](#).**

RE-PLAY THE VIDEO CLIP IF THEY CLICK "here."

**Otherwise, please click Continue.**

[NEXT SURVEY PAGE]

22. **Did you see the TV commercial?** Yes [CONTINUE TO Q23]; No [SHOW THE NEXT TEXT SCREEN]

[NEXT SURVEY PAGE] SHOW THUMBNAIL OF 1<sup>ST</sup> FRAME

23. **Have you ever seen this commercial on TV?** Yes, No, Not Sure

SPLIT SAMPLE. EACH RESPONDENT PLAYED 1 RANDOMLY SELECTED AUDIO AD OF 2:  
"MATTHEW" OR "APRIL". Q ASKED ONCE FOR EACH AD THAT THEY HEAR.

**Now please listen to a commercial you may hear on the radio.  
Please be patient because it may take a few seconds for you to hear it.**

PLAY RADIO AD 1 = "Matthew" OR RADIO AD 2 = "April (radio)"

**If you'd like to hear the commercial again, please click [here](#).**

RE-PLAY THE AUDIO CLIP IF THEY CLICK "here."

**Otherwise, please click Continue.**

[NEXT SURVEY PAGE]

24. **Did you hear the radio commercial?** Yes [GO TO Q25]; No [SHOW THE NEXT TEXT SCREEN, Q26]

25. **Have you ever heard this commercial on the radio?** Yes, No, Not Sure

<b>Research Questions for Sample B (Custom Study)</b>
<p>SHOW THIS SCREEN ONLY IF “No” IN Q.24</p> <p><b>You said that you could not hear the radio commercial. Instead, please read this description of it carefully.</b></p> <p>SHOW SCRIPT: RADIO AD “Matthew” [see Appendix C] or RADIO AD “April (radio)” [see Appendix D]</p> <p style="text-align: center;"><b>26. Have you ever heard this commercial on the radio?</b> Yes, No, Not Sure</p>
<p><b>These images are from ads you may have seen on the Internet. Please look at them carefully.</b></p> <p>SHOW BANNER AD MONTAGE [Note: Montage image not yet available. To see ads, go to <a href="http://www.adcouncil.org/default.aspx?id=19">http://www.adcouncil.org/default.aspx?id=19</a>]</p> <p style="text-align: center;"><b>27. Have you ever seen any of these ads?</b> Yes, No, Not Sure</p>
<p>SPLIT SAMPLE. EACH RESPONDENT SHOWN 1 RANDOMLY SELECTED MONTAGE OF 2: “What’s Your Excuse OOH” OR “Tinkerbell” Outdoor. Q ASKED ONCE FOR EACH AD SHOWN</p> <p><b>These pictures and words are from ads you may have seen on billboards or outdoor posters. Please look at them carefully.</b></p> <p>SHOW FULL-SCREEN SIZE STORYBOARD: “What’s Your Excuse OOH Montage” [See Appendix H] OR SHOW “Tinkerbell” Outdoor [See Appendix I]</p> <p>[NEXT SURVEY SCREEN]</p> <p>SHOW THUMBNAIL IMAGE</p> <p style="text-align: center;"><b>28. Have you ever seen any of these ads?</b> Yes, No, Not sure</p>
<b>DISPLAY THANK YOU PAGE</b>
<b>Demographic Questions (asked of parents)</b>
Age
Gender
Ethnicity
Income
<b>Demographic Data to be appended:</b>
County Size

<b>Research Questions for Sample B (Custom Study)</b>
Census Region

**Data Collection Plan**

**Surveys**

Exhibit 5 summarizes the plan for conducting the two surveys required to satisfy the objectives. The next sections describe the sampling frames and sample designs for each survey. The Milestone section of this Plan provides more detail regarding the schedule.

**Exhibit 5: Survey Plan**

<b>Survey</b>	<b>Type</b>	<b>Conducted by</b>	<b>Duration</b>
Omnibus	Online Panel Survey	Vendor	1 week
Custom Study	Online Panel Survey	Vendor	2 weeks

**Sampling Frames**

All sample frames consist of United States residents.

The sample frames for the omnibus and custom studies will consist of all homes with Internet access. Since the study will be conducted using a panel sample, C&R will be aware of required demographic criteria and quotas and draw sample accordingly. Theoretically, incidence would be 100%. However, since are doing an online-Census balanced sample, as certain demographic quotas are filled, certain interviews will be terminated just as they begin. So overall expected incidence is 90%+, with the only disqualifications occurring because of quota-filled situations.

**Data Analysis Plan**

For all questions asked in the omnibus and custom studies, analysis will be conducted on response of the total samples from each study, the net sample of both studies where possible, and the response from the August 2008 benchmark study. Sub-groups examined will include but not be limited to: boys, girls; 8-10 year olds, 11-12 year olds; white, African-American, and Hispanic respondents; respondents by geographic region and urbanicity; respondents who recognize the PSAs versus those who do not; and respondents in higher media weight DMAs versus those in lower or no media weight markets.

Analysis will calculate the percentages for each response to the questions given by each group. The chi-square statistic will be used to test for significant differences. The

differences in percentages, with their statistical significance parameters, will provide the findings for these two groups.

In addition, C&R Research will utilize step-wise and logistic regression modeling to control for demographic factors and look for correlation between aided advertising recognition (independent variable) and desired energy attitudes, knowledge and behavior (dependent variables).

### Statistical Power

<u>Context</u>	<u>P1</u>	<u>P2</u>	<u>n1</u>	<u>n2</u>	<u>Power</u>
2008 omnibus vs. 2009 omnibus - Total Sample	50%	30%	500	500	100%
	50%	35%	500	500	99%
	50%	40%	500	500	89%
	50%	45%	500	500	61%
2008 omnibus vs. 2009 omnibus - by Gender	50%	30%	250	250	98%
	50%	35%	250	250	92%
	50%	40%	250	250	75%
	50%	45%	250	250	49%
2008 omnibus vs. 2009 omnibus - by Age & Gender	50%	30%	125	125	90%
	50%	35%	125	125	79%
	50%	40%	125	125	61%
	50%	45%	125	125	42%
2008 omnibus vs. Combined Post-Waves - Total Sample	50%	30%	500	2500	100%
	50%	35%	500	2500	100%
	50%	40%	500	2500	100%
	50%	45%	500	2500	93%
2008 omnibus vs. Combined Post-Waves - by Gender	50%	30%	250	1250	100%
	50%	35%	250	1250	100%
	50%	40%	250	1250	99%
	50%	45%	250	1250	80%
2008 omnibus vs. Combined Post-Waves - by Age & Gender	50%	30%	125	625	97%
	50%	35%	125	625	89%
	50%	40%	125	625	72%
	50%	45%	125	625	48%
2009 Higher Exposure Markets vs. Lower Exposure Markets	50%	30%	500	500	100%
	50%	35%	500	500	99%
	50%	40%	500	500	89%
	50%	45%	500	500	61%
	50%	30%	500	750	100%
	50%	35%	500	750	99%
	50%	40%	500	750	92%
	50%	45%	500	750	65%
	50%	30%	500	1000	100%
	50%	35%	500	1000	100%
	50%	40%	500	1000	94%
	50%	45%	500	1000	66%

assumes  $\alpha = .1$  (90% confidence for sig testing), and  $\beta = .2$

## **Procedures**

### ***Survey Operations***

For both the omnibus and custom studies, the following procedure will be implemented: After the surveys have been sent to C&R Research for programming, Ad Council staff will check the vendor's programming and coding for proper skip patterns, response option randomization, question inclusion, split sample procedure, accurate wording of the questions, and proper exposure to survey stimuli, and quota and screening implementation prior to approving fielding of the survey.

### ***Survey Data***

C&R Research will provide the raw data from the two studies, and will provide banners in PDF or Word format. Open-ended questions will be coded by C&R staff and provided in excel workbooks. Regression analysis will be provided in electronic format; C&R Research will deliver the regression coefficients and a measure of the quality of the regression model.

### ***Deliverables***

A final white paper will be drafted by a hired contractor (to be determined). This contractor will prepare a white paper on the results of both studies, working closely with the PI to review data and frame the analysis.

Analysis will include full reporting study results, including comparisons between the earlier (Aug. 2008) benchmark omnibus study and the proposed (Aug. 2009) follow-up omnibus study. Analysis will also include differences between respondents in higher-versus lower-media weight markets, and "ad aware" and "not aware" respondents within the custom study. Analysis of both studies will also include differences between demographic subgroups, e.g. boys versus girls, older respondents versus younger, regional differences, socioeconomic differences, ethnic differences, and others.

In addition, the white paper will offer an assessment of the impact of the PSA campaign, and recommendations for future campaign efforts.

### **Milestones**

The Milestone Table, Exhibit 6 identifies and provides the schedule for the project's deliverables.

**Exhibit 6: Milestone Table**

No.	Milestone	Due
1.	Kick-off Meeting	April 23, 2009
2.	Draft Evaluation Plan	May 21, 2009
3.	DOE: Internal review comments	May 29, 2009
4.	Revised draft Evaluation Plan for external review	Week of June 8, 2009
5.	DOE/External Reviewers: Comments on Evaluation Plan	Week of June 29, 2009
6.	Final Evaluation Plan, including questionnaires for the omnibus sample and custom sample	Week of July 20, 2009
7.	C&R Research begin programming for custom survey	August 6, 2009
8.	Begin programming for omnibus survey	August 6, 2009
9.	Field custom survey	Weeks of August 10 and August 17, 2009
10.	Field omnibus survey	Weeks of August 10 and August 17, 2009
11.	C&R to provide omnibus survey data tables	Week of August 24, 2009
12.	C&R to provide custom study data tables	Week of August 31, 2009
13.	C&R to provide open-ended response coding for omnibus study	Week of August 31, 2009
14.	C&R to provide open-ended response coding for custom study	Week of September 14, 2009
15.	C&R to provide regression analysis results	Week of September 14, 2009
16.	Submit Draft Evaluation Report	Week of October 19, 2009
17.	Receipt of DOE comments on Draft Evaluation Report	5 weeks after submission of Draft Report
18.	Submit Final Evaluation Report	2 weeks after receive comments on Draft Report
19.	Presentation on Final Evaluation Report	1 week after submission of Final Report

**Price**

The cost of the KidzEyes omnibus is \$8,400, to be paid out of previously allocated funds in the Ad Council's campaign budget. The custom study is \$45,700 +/- 10%, and the contractor fee to write the study report is \$4,300. Total incremental funding required is \$50,000.

This is a fixed price project. Significant changes to methodology, questionnaires, sampling or deliverables will affect cost, timing and feasibility.

*\* Price(s) in this proposal are valid for 3 months. Cancellation or schedule changes not made at least 72 hours prior to the start of the field work may result in charges for out-of-pocket and administrative expenses incurred. At any time, C&R Research reserves the right to refine its pricing to reflect any changes made to the questionnaire, study design or project requirements.*

# APPENDICES

## APPENDIX A – SAMPLE WEIGHTS TO MATCH TO “ONLINE” U.S. CENSUS

	KidzEyes omnibus Online Kids Ages 6-17
	%
<b>Gender</b>	
Boys	51.5
Girls	48.5
<b>Age</b>	
3 to 5	
6 to 8	22.8
9 to 11	23.3
12 to 14	25.4
15 to 17	28.5
<b>Ethnicity</b>	
White Only Non-Hispanic	67.1
Black Only Non-Hispanic	11.2
Hispanic (any race)	13.7
Other race/No answer/Don't know	8.0
<b>Household Income</b>	
Under \$35k	17.0
\$35k to \$75k	29.4
Over \$75k	35.9
Decline to answer/Don't know	17.7
<b>Geography - Census Region</b>	
Northeast	19.0
Midwest	22.9
South	34.0
West	24.0
No answer	0.1
<b>County Size (Population Density)</b>	
Urban (A)	56.3
Suburban (B)	18.6
Rural (C+ D)	25.0
No answer	0.1

Source: US Census Current Population Survey - October 2007  
School Enrollment and Internet Use Supplement

<http://www.census.gov/aprd/techdoc/cps/cpsoct07.pdf>

## APPENDIX B – NIELSEN DMA BY POPULATION

### U.S. TV Household Estimates Designated Market Area (DMA)

#### Ranked by Households

Rank	Designated Market Area (DMA)	TV Households	Group	Pct of US
1	New York, NY	7,433,820	1	6.495
2	Los Angeles, CA	5,654,260	1	4.94
3	Chicago, IL	3,492,850	1	3.052
4	Philadelphia, PA	2,950,220	1	2.578
5	Dallas-Ft. Worth, TX	2,489,970	1	2.175
6	San Francisco-Oakland-San Jose, CA	2,476,450	1	2.164
7	Boston, MA (Manchester, NH)	2,409,080	1	2.105
8	Atlanta, GA	2,369,780	1	2.07
9	Washington, DC (Hagerstown, MD)	2,321,610	1	2.028
10	Houston, TX	2,106,210	1	1.84
11	Detroit, MI	1,926,970	1	1.684
12	Phoenix, AZ	1,855,930	1	1.622
13	Tampa-St. Petersburg (Sarasota), FL	1,822,160	1	1.592
14	Seattle-Tacoma, WA	1,819,970	1	1.59
15	Minneapolis-St. Paul, MN	1,730,530	1	1.512
16	Miami-Fort Lauderdale, FL	1,546,920	1	1.352
17	Cleveland-Akron (Canton), OH	1,524,930	1	1.332
18	Denver, CO	1,524,210	1	1.332
19	Orlando-Daytona Beach-Melbourne, FL	1,466,420	1	1.281
20	Sacramento-Stockton-Modesto, CA	1,399,520	1	1.223
21	St. Louis, MO	1,249,820	1	1.092
22	Portland, OR	1,175,100	1	1.027
23	Pittsburgh, PA	1,156,460	1	1.01
24	Charlotte, NC	1,122,860	1	0.981
25	Indianapolis, IN	1,114,970	1	0.974
26	Baltimore, MD	1,102,080	1	0.963
27	Raleigh-Durham (Fayetteville), NC	1,080,680	1	0.944
28	San Diego, CA	1,066,680	1	0.932
29	Nashville, TN	1,016,290	1	0.888
30	Hartford & New Haven, CT	1,014,990	1	0.887
31	Kansas City, MO	937,970	2	0.819
32	Columbus, OH	925,840	2	0.809
33	Salt Lake City, UT	919,390	2	0.803
34	Cincinnati, OH	915,570	2	0.8
35	Milwaukee, WI	905,350	2	0.791
36	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	858,050	2	0.75
37	San Antonio, TX	818,560	2	0.715
38	West Palm Beach-Ft. Pierce, FL	779,430	2	0.681
39	Grand Rapids-Kalamazoo-Battle Creek, MI	741,420	2	0.648
40	Birmingham (Anniston and Tuscaloosa), AL	739,750	2	0.646
41	Harrisburg-Lancaster-Lebanon-York, PA	738,880	2	0.646
42	Las Vegas, NV	728,410	2	0.636
43	Norfolk-Portsmouth-Newport News, VA	718,020	2	0.627
44	Albuquerque-Santa Fe, NM	689,120	2	0.602

45	Oklahoma City, OK	687,300	2	0.6
46	Greensboro-High Point-Winston Salem, NC	685,110	2	0.599
47	Jacksonville, FL	674,860	2	0.59
48	Memphis, TN	673,770	2	0.589
49	Austin, TX	667,670	2	0.583
50	Louisville, KY	667,230	2	0.583
51	Buffalo, NY	631,120	2	0.551
52	Providence, RI-New Bedford, MA	622,580	2	0.544
53	New Orleans, LA	602,740	2	0.527
54	Wilkes Barre-Scranton, PA	594,570	2	0.519
55	Fresno-Visalia, CA	574,900	2	0.502
56	Little Rock-Pine Bluff, AR	567,060	2	0.495
57	Albany-Schenectady-Troy, NY	556,750	2	0.486
58	Richmond-Petersburg, VA	550,240	2	0.481
59	Knoxville, TN	547,930	2	0.479
60	Mobile, AL-Pensacola (Ft. Walton Beach), FL	537,810	2	0.47
61	Tulsa, OK	529,540	2	0.463
62	Ft. Myers-Naples, FL	509,530	2	0.445
63	Lexington, KY	503,260	2	0.44
64	Dayton, OH	483,790	2	0.423
65	Charleston-Huntington, WV	479,750	2	0.419
66	Flint-Saginaw-Bay City, MI	465,790	2	0.407
67	Roanoke-Lynchburg, VA	461,420	2	0.403
68	Tucson (Sierra Vista), AZ	456,030	2	0.398
69	Wichita-Hutchinson, KS Plus	450,930	2	0.394
70	Green Bay-Appleton, WI	444,210	2	0.388
71	Des Moines-Ames, IA	432,410	2	0.378
72	Honolulu, HI	429,940	2	0.376
73	Toledo, OH	425,890	2	0.372
74	Springfield, MO	421,960	2	0.369
75	Spokane, WA	416,630	2	0.364
76	Omaha, NE	411,520	2	0.36
77	Portland-Auburn, ME	410,890	2	0.359
78	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	393,260	2	0.344
79	Columbia, SC	393,170	2	0.343
80	Rochester, NY	390,590	2	0.341
81	Syracuse, NY	388,000	2	0.339
82	Huntsville-Decatur (Florence), AL	386,520	2	0.338
83	Champaign & Springfield-Decatur, IL	386,000	2	0.337
84	Shreveport, LA	385,770	2	0.337
85	Madison, WI	378,740	2	0.331
86	Chattanooga, TN	366,780	2	0.32
87	Harlingen-Weslaco-Brownsville-McAllen, TX	349,910	2	0.306
88	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	346,330	2	0.303
89	South Bend-Elkhart, IN	334,720	2	0.292
90	Jackson, MS	334,650	2	0.292
91	Colorado Springs-Pueblo, CO	334,390	2	0.292
92	Tri-Cities, TN-VA	332,840	2	0.291
93	Burlington, VT-Plattsburgh, NY	331,320	2	0.289
94	Waco-Temple-Bryan, TX	329,690	2	0.288
95	Baton Rouge, LA	326,390	2	0.285
96	Savannah, GA	319,160	2	0.279

97	Davenport, IA-Rock Island-Moline, IL	309,600	2	0.27
98	El Paso, TX	308,080	2	0.269
99	Charleston, SC	307,610	2	0.269
100	Ft. Smith-Fayetteville-Springdale-Rogers, AR	297,920	2	0.26
101	Johnstown-Altoona, PA	293,860	2	0.257
102	Evansville, IN	292,220	2	0.255
103	Greenville-New Bern-Washington, NC	289,050	2	0.253
104	Myrtle Beach-Florence, SC	285,010	2	0.249
105	Tallahassee, FL-Thomasville, GA	282,390	2	0.247
106	Lincoln & Hastings-Kearney, NE	281,290	2	0.246
107	Ft. Wayne, IN	275,350	2	0.241
108	Reno, NV	271,080	2	0.237
109	Youngstown, OH	268,930	2	0.235
110	Tyler-Longview(Lufkin & Nacogdoches), TX	265,200	2	0.232
111	Springfield-Holyoke, MA	262,850	2	0.23
112	Boise, ID	262,290	2	0.229
113	Sioux Falls (Mitchell), SD	260,190	2	0.227
114	Lansing, MI	258,650	2	0.226
115	Augusta, GA	253,950	2	0.222
116	Peoria-Bloomington, IL	248,510	3	0.217
117	Traverse City-Cadillac, MI	247,650	3	0.216
118	Montgomery-Selma, AL	247,230	3	0.216
119	Eugene, OR	242,790	3	0.212
120	Fargo-Valley City, ND	241,120	3	0.211
121	Santa Barbara-Santa Maria-San Luis Obispo, CA	240,190	3	0.21
122	Macon, GA	239,820	3	0.21
123	Lafayette, LA	230,670	3	0.202
124	Monterey-Salinas, CA	225,350	3	0.197
125	Bakersfield, CA	220,730	3	0.193
126	Yakima-Pasco-Richland-Kennewick, WA	216,780	3	0.189
127	La Crosse-Eau Claire, WI	215,610	3	0.188
128	Columbus, GA	213,980	3	0.187
129	Corpus Christi, TX	197,290	3	0.172
130	Chico-Redding, CA	197,280	3	0.172
131	Amarillo, TX	192,090	3	0.168
132	Rockford, IL	188,860	3	0.165
133	Columbus-Tupelo-West Point, MS	188,740	3	0.165
134	Wilmington, NC	187,480	3	0.164
135	Wausau-Rhineland, WI	184,220	3	0.161
136	Monroe, LA-El Dorado, AR	179,190	3	0.157
137	Columbia-Jefferson City, MO	179,010	3	0.156
138	Topeka, KS	175,940	3	0.154
139	Duluth, MN-Superior, WI	173,180	3	0.151
140	Medford-Klamath Falls, OR	171,830	3	0.15
141	Beaumont-Port Arthur, TX	165,440	3	0.145
142	Palm Springs, CA	159,240	3	0.139
143	Lubbock, TX	158,070	3	0.138
144	Salisbury, MD	157,940	3	0.138
145	Wichita Falls, TX-Lawton, OK	157,820	3	0.138
146	Erie, PA	157,610	3	0.138
147	Albany, GA	156,800	3	0.137
148	Joplin, MO-Pittsburg, KS	156,560	3	0.137

149	Sioux City, IA	154,900	3	0.135
150	Anchorage, AK	150,620	3	0.132
151	Panama City, FL	147,520	3	0.129
152	Terre Haute, IN	145,450	3	0.127
153	Bangor, ME	145,100	3	0.127
154	Rochester, MN-Mason City, IA-Austin, MN	144,700	3	0.126
155	Bluefield-Beckley-Oak Hill, WV	142,570	3	0.125
156	Odessa-Midland, TX	141,560	3	0.124
157	Binghamton, NY	138,930	3	0.121
158	Minot-Bismarck-Dickinson(Williston), ND	136,730	3	0.119
159	Wheeling, WV-Steubenville, OH	133,700	3	0.117
160	Gainesville, FL	129,960	3	0.114
161	Sherman, TX-Ada, OK	128,100	3	0.112
162	Idaho Falls-Pocatello, ID	124,220	3	0.109
163	Biloxi-Gulfport, MS	121,750	3	0.106
164	Yuma, AZ-El Centro, CA	115,650	3	0.101
165	Abilene-Sweetwater, TX	115,310	3	0.101
166	Missoula, MT	111,340	3	0.097
167	Hattiesburg-Laurel, MS	110,330	3	0.096
168	Clarksburg-Weston, WV	109,150	3	0.095
169	Utica, NY	106,280	3	0.093
170	Billings, MT	106,030	3	0.093
171	Quincy, IL-Hannibal, MO-Keokuk, IA	103,910	3	0.091
172	Dothan, AL	100,950	3	0.088
173	Jackson, TN	98,050	3	0.086
174	Rapid City, SD	96,450	3	0.084
175	Elmira, NY	96,090	3	0.084
176	Lake Charles, LA	95,410	3	0.083
177	Watertown, NY	94,960	3	0.083
178	Harrisonburg, VA	92,900	3	0.081
179	Alexandria, LA	89,630	3	0.078
180	Marquette, MI	89,290	3	0.078
181	Jonesboro, AR	80,900	3	0.071
182	Bowling Green, KY	80,260	3	0.07
183	Charlottesville, VA	76,600	3	0.067
184	Grand Junction-Montrose, CO	73,360	3	0.064
185	Meridian, MS	72,280	3	0.063
186	Lima, OH	70,690	3	0.062
187	Greenwood-Greenville, MS	70,050	3	0.061
188	Laredo, TX	68,110	3	0.059
189	Lafayette, IN	67,070	3	0.059
190	Butte-Bozeman, MT	65,480	3	0.057
191	Great Falls, MT	64,910	3	0.057
192	Bend, OR	64,830	3	0.057
193	Parkersburg, WV	63,760	3	0.056
194	Twin Falls, ID	63,540	3	0.056
195	Eureka, CA	60,900	3	0.053
196	San Angelo, TX	54,980	3	0.048
197	Casper-Riverton, WY	54,340	3	0.047
198	Cheyenne, WY-Scottsbluff, NE	54,120	3	0.047
199	Mankato, MN	52,230	3	0.046
200	Ottumwa, IA-Kirksville, MO	51,270	3	0.045

201	St. Joseph, MO	46,840	3	0.041
202	Fairbanks, AK	37,110	3	0.032
203	Zanesville, OH	32,550	3	0.028
204	Presque Isle, ME	31,270	3	0.027
205	Victoria, TX	31,260	3	0.027
206	Helena, MT	27,040	3	0.024
207	Juneau, AK	25,250	3	0.022
208	Alpena, MI	17,520	3	0.015
209	North Platte, NE	15,250	3	0.013
210	Glendive, MT	3,940	3	0.003

Source: Nielsen Media Research, Inc.

Nielsen Station Index (NSI)

\*Estimates used throughout the 2008-2009 television season, effective September 22, 2008

## **APPENDIX C – “Matthew” radio script**

:30 radio – as-produced script  
“Matthew”

**ANNCR:** Energy efficiency interviews are brought to you by the U.S. Department Of Energy and the Ad Council.

**INTERVIEWER:** Matthew, you know energy saving light bulbs last six times longer than that old bulb in your lamp.

**MATTHEW:** Uhh, yeah... well... I don't even live here.

**SFX:** *Door opens.*

**MOTHER:** Matthew, dinner's ready.

**MATTHEW:** I never met that woman.

**FATHER:** It's your favorite, Matt! Lasagna!

**MATTHEW:** Uggh, don't you people knock?? Just give me the energy saver.

**MUSIC:** Upbeat tune begins to play and plays throughout.

**ANNOUNCER:** Millions of kids are using their energy wisely. What's your excuse? Learn more at [LoseYourExcuse.gov](http://LoseYourExcuse.gov).

## APPENDIX D – “April” radio script

:30 radio – as-produced script  
“April”

ANNCR:           **Energy efficiency interviews are brought to you by the U.S. Department Of Energy and the Ad Council.**

INTERVIEWER:   **April.**

APRIL:           **Yeah?**

INTERVIEWER:   **So you know your charger that's plugged into the wall... it's still using energy, even though it's not attached to a phone.**

APRIL:           **Um... that's not my charger. I don't even have a cell phone.**

SFX:              *(cell phone rings) Call me, call me everytime you...*

APRIL:           **Uhh... You know what? I'll just unplug it. *(whispering)* I'm busy, I'll call you back.**

MUSIC:           Upbeat tune begins to play and plays throughout.

ANNCR:           **Millions of kids are using their energy wisely. What's your excuse? Learn more at [LoseYourExcuse.gov](http://LoseYourExcuse.gov).**

## APPENDIX E – “Malcolm” TV storyboard

### Malcolm



We see a boy named Malcolm standing in his bedroom. Then we see an interviewer ask him a question. The interviewer says, "Malcolm, you do know that energy savers last six times longer than ordinary light bulbs?"



Malcolm looks up at the old style light bulb on his ceiling and tries to make up an excuse for why he didn't change it to an energy saver. He says, "This isn't my room. It's Baron Davis's room." The interviewer replies, "Baron Davis, the basketball player? This is his room?" And Malcolm responds confidently, "Yep."



Then we hear the interviewer say, "Interesting, because we have Baron Davis right here." Malcolm can't believe his eyes as Baron Davis, the NBA star, walks into his room. The interviewer says to Baron Davis, "Baron, do you live here?" Baron replies, "No." Malcolm curls his lip uncomfortably, knowing he's been caught making up an excuse that wasn't true.



A motion graphic with an energy saver comes up and we hear a voice say, "Millions of kids are using *their* energy wisely. What's *your* excuse?"

## APPENDIX F – “April” TV storyboard

### APRIL



We see a girl named April standing in her bedroom. Then we see an interviewer ask her a question. The interviewer says, April, you know chargers still use energy when they're plugged into the wall, right?"



We see a charger that isn't being used to charge a phone but is still plugged into the wall, using energy. The charger is just a few short steps from where April is standing. It would have only taken a second for her to unplug it. April tries to make up an excuse for why she didn't unplug her charger. She says, "That's not my charger. I don't even have a cell phone." But right when she finishes talking her cell phone rings in her pocket.



April tries to throw her phone across the room, hoping no one will see her. Her phone hits her closet door with a thud and stops ringing. April smiles awkwardly, knowing she's been caught making up an excuse that wasn't true.



A motion graphic with a charger comes up and we hear a voice say, "Millions of kids are using *their* energy wisely. What's *your* excuse?"

## APPENDIX G – “Tink” TV storyboard



We open on images of animated fairies flying together. We hear the narrator say, “The magical thing about using energy wisely is...that anybody can do it.”

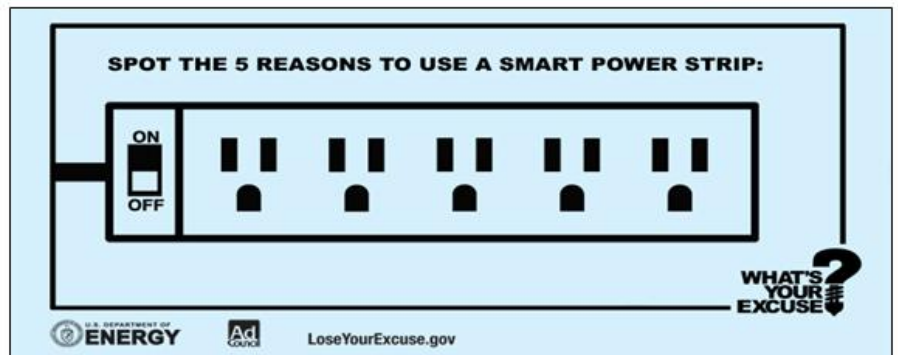


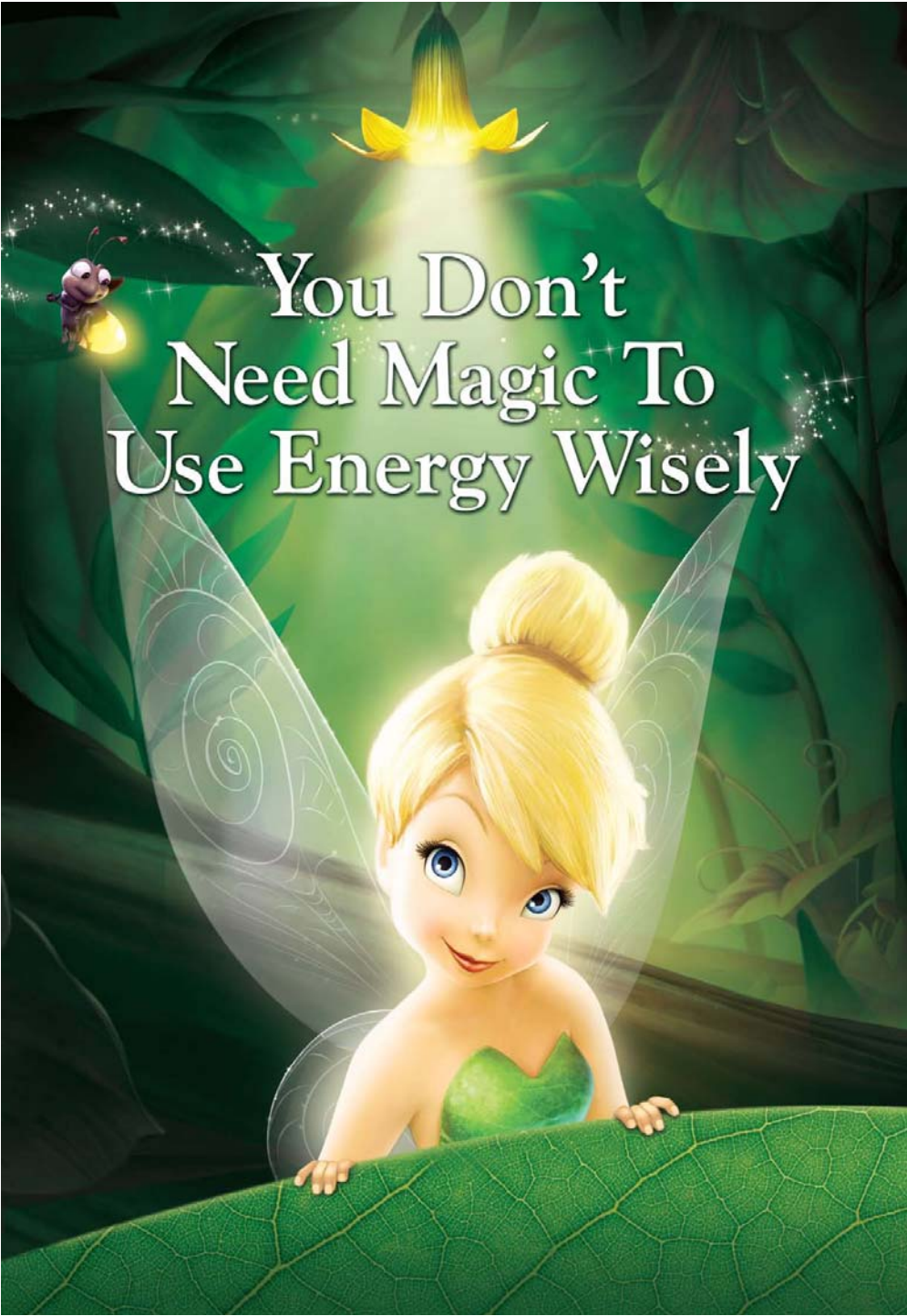
We then see a series of tips, like Use Energy Saving Light Bulbs, and Turn Off Computers and Game Systems. We also see the fairies doing things like holding lights, and flying.



Then we hear the narrator say “learn what you can do” and we see Tinkerbell next to a website, [www.energy.gov/tink](http://www.energy.gov/tink).

APPENDIX H – “What’s Your Excuse OOH Montage” outdoor ads





## APPENDIX J – C&R Research Credentials

**KidzEyes.com Online Panel.** We maintain and use our own, top-quality online children's research panel of over 35,000 kids and teens ages 6-18. The panel was originally conceived and built in 2000 to be 100% compliant with the FTC's privacy legislation (COPPA).

- **Sample quality:** Our panelists are recruited using a wide variety of techniques and sources, including direct email, direct postal mail (using Claritas), and banner ads on kids and parent websites. We don't rely on a single website or ISP, which may or may not be suitably representative of all U.S. kids, for our panelists. And we refuse to accept panelists from survey-taking "megasites" that have proliferated recently.
- **Sophisticated sampling:** We've built our own specialized sampling tools, that use a custom-developed recency-adjusted probability algorithm, to provide samples that are both representative and not over-used. Plus, we routinely employ sophisticated, multi-tiered quota sampling techniques to help meet even the most demanding sampling criteria.
- **Industry-leading survey response rates.** KidzEyes is unique in that it offers direct access to kids, not access to kids through parents. Because of this, and our successful KidzPoints incentive program, we routinely see response rates of 60-70%, even for low-incidence and lengthy surveys.
- **Rigorous Panel Hygiene.** KidzEyes only includes active panelists in our headcount. Quarterly, we purge our panel of non-responding panelists, in order to keep our sample balanced and representative. Plus, since we permission every panelist through a parent, we ensure that our panelists are exactly who they say they are... kids!

Additionally, we have a "Lunch 'n Learn" program, where a KidzEyes expert will visit your office for an engaging and informative presentation about kids, tailored to business' interests. Contact your KidzEyes representative for more information.

## APPENDIX K – Definitions of Ad Council Donated & Earned Media Support

We use the leading monitoring, audience and valuation services available in the industry to capture support from each media type:

- **Local Broadcast Television (English & Spanish)**
  - Detections (PSA placements) are reported by our monitoring service, Nielsen SIGMA
  - Household (HH) audience impressions are applied to detections using quarterly Nielsen TV audience data via their proprietary Audience Posting Tool (APT)
  - Values are applied to detections using HH impressions and quarterly CPM (cost-per-thousand impressions) rates from SQAD, the industry standard source for broadcast costs
    - $\text{Detection Value} = (\text{HH Impressions}/1,000) \times \text{SQAD CPM}$
  - If detections air on a station with no impressions data available, due to a low audience sample size, we estimate the impressions based on Nielsen's minimum reporting standards
- **Network Cable Television**
  - Nielsen SIGMA monitors the majority of cable networks we mail to
  - Networks not monitored by SIGMA (regional or national) can be measured via self-reporting
  - Detections are valued based on Cable Advertising Bureau cost-per-unit values (CPUs)
    - CPUs are quarterly, and based on cable network and daypart
  - Audience data from Nielsen not yet available
- **Local Cable Television**
  - Currently, there are no monitoring services available for local cable
  - Local Cable support is, therefore, based on the following:
    - Self-reporting from multi cable television system operators (MSOs), plus
    - An annual estimate of support received from local systems, based on a 2006 survey.
      - The annual estimate is divided evenly by quarter and then allocated by campaign based on distribution of materials
- **Radio (English & Spanish)**
  - Mediaguide monitors 18% of all stations we mail PSAs to, the most of any available service
  - SQAD CPUs are applied to detections quarterly, by market and daypart, to determine valuation
  - An extrapolation process, which treats Mediaguide data as a sample, is used to estimate:
    - Pre-recorded radio support on the remaining 82% of commercial radio stations that are unmonitored
    - Live announcer copy support, for which there is no monitoring data, on all stations
  - In May 2008, we refined our radio extrapolation process with the help of a leading measurement research firm, Peacock Research, Inc.

- We now receive data from Arbitron, the leading provider of radio audience measurement
- **Interactive Media**
  - Our Interactive Services group monitors PSA placements via third party ad-serve partners and site self-reporting
  - Values are determined using two sources:
    - Self reporting from sites
    - Site or Network-specific rate cards, based on ad size and placement location