



# **Rickshaw Toronto Advertising Impressions Final Report**

**Submitted to:  
Rickshaw Runners of Toronto**

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Our Project No: 209012-C**



**peoplecount**  
The integrity behind ambient media

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## INTRODUCTION

Peoplecount, a division of TranSearch Group Inc. is a Toronto, Ontario based consulting firm of engineers, technologists and urban geographers with services that include Transportation Planning and Engineering. Within this department, we have developed a particular specialty in providing research and expertise to the Outdoor Advertising industry relating to traffic and pedestrian circulations.

In 1998, TranSearch Group conducted a pilot study for the Traffic Audit Bureau (TAB), the American equivalent of COMB, testing the accuracy of a mobile advertising modelling procedure against passing vehicles videotaped by four truck-mounted cameras on designated routes. This pilot study was conducted in Minneapolis and New York City. From this pilot study, we have since developed customized software called TAB MARG (Mobile Advertising Report Generator), which works in conjunction with ArcView Geographic Information Systems software and Federal Highway Administration data to calculate advertising impressions for transports with side-mounted advertisements.

Additionally Peoplecount has been honoured as the winner in the Most Innovative Research/Metrics/Planning System category at the 2009 Digital Out of Home Media Awards in New York for our work on our Peoplecount Pedestrian Model as part of the TAB Eyes on Ratings for outdoor advertising. The Peoplecount Pedestrian Model was developed to predict pedestrian volumes along roadways within urban areas. This model is currently in use in 7 cities throughout the U.S. As a result of the above work, Peoplecount considers itself to be extremely qualified to conduct this study for Rickshaw Runners of Toronto.

Rickshaw Runners of Toronto has retained Peoplecount to provide audience measurement for its fleet of rickshaws operating in the downtown Toronto area. These rickshaws operate year-round (weather permitting) and are equipped with two advertising faces, the forward face and the rear face. Advertising impressions comprise occupants of vehicles travelling in both the same and opposing directions of traffic along with pedestrians walking on the sidewalk. The advertising impressions calculated by Peoplecount reflect average impressions and do not account for impressions





garnered at special events such as sporting events, festivals, concerts, etc. Calculating impressions from these types of events would require special studies that are outside the scope of this project. However, impressions from special events can certainly be considered bonus impressions over and above those reported here. Also, for the purposes of this report, impressions from individuals inside buildings are not counted and are also considered bonus impressions.

## METHODOLOGY

Rickshaw Runners provided Peoplecount with GPS data collected by 3 employees during the course of 20 days during the period of July 8 – August 22 2009. This data was collected at 4 minute intervals and was used as a way to track the routes of the runners during the course of each day. Using the GPS point data and an in-house database of traffic information, Peoplecount was able to establish the routes of each of the runners and on a point by point basis calculated impressions to vehicle occupants and pedestrians. These were then totaled for all points over all 20 days and then a daily average was calculated. The average vehicular impressions have been broken down by direction of travel, so that those approaching from the front are reported as “Front” and those approaching from the rear are reported as “Rear”. The pedestrian impressions are reported as an aggregate of both directions.

## RESULTS

Description	Average Daily Impressions			
	Vehicular		Pedestrian	Total
	Front	Rear	Total	
Avg. Daily Impressions per Rickshaw	9,200	1,300	16,700	<b>27,200</b>





## CONCLUSION

As previously stated, special events, which can often increase the impression totals are not included in the above numbers. In Toronto, these special events can include Toronto Blue Jays games, The Toronto Film Festival, the Canadian National Exhibition, Caribana and many other festivals and sporting events. These events tend to increase both vehicular and pedestrian traffic in the immediate areas. While the exact impact of these events on impressions is beyond the scope of this proposal and thus these events were not accounted for in the above calculations, it is noted that these types of events are ones that are frequented by Rickshaw Runners of Toronto and thus it can reasonably be expected that Daily Impression numbers for days when one of these events is occurring would be somewhat higher than the Average Daily Impressions reported above.





## about us

**peoplecount** is an award winning research firm and a highly respected and innovative third-party supplier of audited out-of-home circulation data in North America **since 1995**. A division of Transearch Group Inc. with over fifteen years' experience in out-of-home media research and measurement, we are in a position of leadership with a unique and thorough understanding of industry standards and acceptable audience measurement procedures.

**peoplecount** emphasizes responsiveness and client support in a progressive, creative environment. We pride ourselves on our contemporary, dynamic perspective, embracing constantly evolving technology, balanced with a commitment to the traditional values necessary to maintain our **solid reputation for integrity**. We offer **customizable services** that are **easily scaleable** to accommodate even very small or very large projects or advertising networks.

**peoplecount** has developed renowned circulation measurement models for many types of non-traditional out-of-home media. We are the key service provider for Adcentricity's Research Lite audience research service, celebrated by Digital Signage Today as "a very exciting innovation".

**peoplecount** collaborates with our clients and partners to find efficient, cost-effective solutions to their research and measurement needs. 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:

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