



NIELSEN LOCAL TV VIEW

GLOSSARY
2014

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

METRICS

AVERAGE FREQUENCY

The average number of units viewed by the households or persons that make up the audience reached by a schedule.

FORMULA

Sum of unified Weights of unique Persons or Households Exposed * Number of Exposures / Sum of unified Weights of unique Persons or Households Exposed.

CHARACTERISTIC INDEX - IMPRESSIONS (INDEX IMP)

Indexes of the impressions of a characteristic to a Base Characteristic.

CHARACTERISTIC INDEX - RATING (INDEX RTG %)

Indexes the rating of a characteristic to a Base Characteristic.

DAYS OF WEEK

The days of week included in the average.

DMA INDEX

Indexes the rating of a Custom Geography to the rating of the DMA as a whole. For example, an Index of 110 indicates that People in County A are 10% more likely to watch WAAA than the DMA as a whole.

DURATION

The format for the duration of the viewing, such as quarter-hours or Hours: Minutes.

GAIN IMP

During the selected minute, the increase in the estimated number of viewers expressed in units, tens, hundreds, or thousands. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Flow report.

GAIN RTG %

During the selected minute, the amount of audience gained by the Base Station from a particular viewing source, or turn-on, expressed as a rating. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Flow report.

GRP %

Gross Rating Point (GRP) Percent % is the sum of the individual unit Reach % for each quarter-hour in the schedule.

FORMULA

(Sum of unified Weights of unique Persons or Households Exposed * Number of Exposures) / (Sum of unified Weights of all Persons or Households in the unified sample) * 100.

GRP (IMP)

Gross Rating Point (GRP) is the sum of the individual unit Reach % for each quarter-hour in the schedule. GRP (Impressions) is GRP % expressed as a Impression.

METRICS

HUT/PUT %

Households Using Television (HUT) Percent % is the percentage of all television households in a geography with one or more sets in use during a specific time period. The sum of the average ratings for a given time period is sometimes higher than the HUT number because of households viewing multiple programs at the same time. If a household is watching two programs, it is counted toward each program rating but only once toward a HUT number.

FORMULA

$(\text{Sum of HUT Impressions} / \text{Sum of Weights}) * 100$

Persons Using Television (PUT) is the percentage of persons using television at a given time. May be qualified by demographic group. The HUT/PUT rating can be expressed to the first, second, or third decimal place.

HUT/PUT IMP

The sum of HUT or PUT impressions expressed in units.

IMPRESSIONS (IMP)

The estimated number of viewers expressed in units, tens, hundreds, or thousands.

INSTALLED

Within the reporting period, the average number of households or persons with an installed meter.

INTAB

The number of households or persons supplying usable information for the report.

KEPT IMP

During the selected minute, the estimated number of retained viewers expressed in units, tens, hundreds, or thousands. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Flow report.

KEPT RTG %

During the selected minute, the amount of audience retained by the Base Station from a particular viewing source, or turn-on, expressed as a rating. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Flow report.

LOSS IMP

During the selected minute, the decrease in the estimated number of viewers expressed in units, tens, hundreds, or thousands. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Flow report.

LOSS RTG %

During the selected minute, the amount of audience lost by the Base Station to a particular viewing source, or turn-off, expressed as a rating. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Flow report.

N + REACH %

N + Reach represents the unduplicated audience that viewed content exactly once, twice, etc. (Cume Reach %)

METRICS

N + REACH (IMP)

N + Reach represents the unduplicated audience that viewed content exactly once, twice, etc. (Cume Reach)

PERCENT % DMA

The percentage of the Designated Market Area's audience that falls within a Custom Geography. For example, 80% of a DMA's audience falls into County A.

RATING (RTG) %

Formula: $(\text{Impressions} / \text{Sum Of Weights}) * 100$ Estimated percentage of the universe of TV households (or other specified group) tuned to a program at the same time. This number may or may not be rounded.

REACH %

FORMULA

$(\text{Sum of unified Weights of unique Persons or Households Exposed} / \text{Sum of unified Weights of all Persons or Households in the unified sample}) * 100.$

Reach % is the unduplicated percentage of households/persons that watched a schedule at least once.

REACH (IMP)

Reach is the unduplicated number of Households or Persons that watched a schedule at least once. Reach (Impressions) is Reach % expressed as a projection.

FORMULA

$\text{Reach \%} / 100 * [\text{Universe Estimate}] / 1000.$

REACH SHARE

Reach Share indicates, based on all households or persons that watched the schedule, the percentage of the households or persons that watched once, twice, and so on. The sum across all frequencies equal 100%.

FORMULA

$\text{Reach at Frequency X} / \text{Sum of the Reach for All Frequencies.}$

QH HUT IMPRESSION

Within a Minute by Minute Report, the Quarter Hour (QH) HUT Impression metric will provide the Quarter Hour HUT Impression value within which the minute falls. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Rating report.

QH HUT RATING

Within a Minute by Minute Report, the Quarter Hour (QH) HUT Rating metric will provide the Quarter Hour HUT Rating value within which the minute falls. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Rating report.

QH IMPRESSION

Within a Minute by Minute Report, the Quarter Hour (QH) Impression metric will provide the Quarter Hour Impression value within which the minute falls. **NOTE** – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Rating report.

NIelsen LOCAL TV VIEW: GLOSSARY

METRICS

QH RATING

Within a Minute by Minute Report, the Quarter Hour (QH) Rating Metric will provide the Rating value of the Quarter Hour within which the minute falls.

NOTE – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Rating report.

QH SHARE

Within a Minute by Minute Report, the Quarter Hour (QH) Share metric will provide the Share value of the Quarter Hour within which the minute falls.

NOTE – This metric can only be added or removed using the Report Viewer for a completed Minute by Minute Rating report.

SHARE (SHR) %

During the selected time period, the Base Station share of the audience using television.

NOTE – This Share applies to Minute by Minute reports.

SHARE (SHR) %

FORMULA

$(\text{Impressions} / \text{HUT or PUT Impression}) * 100$

The percent of Households or Persons using television who are tuned to a specific program, station, or network in a specific area at a specific time.

SOW

The Sum of Weights (SOW) metric estimates the number of people, in thousands, in the demographic break and geography area. Nielsen Local TV View calculates SOW based on the daypart requested. For example, if the reported daypart is Monday 8p-9p, the reported intab/SOW will only consider Mondays. For this reason, not all rows in a report will have the same intab or SOW.

SPOT COUNT

The total number of spots in each schedule. In local reporting, a spot is equivalent to a quarter hour. A home must view a station/cable network for at least 5 minutes during the quarter hour in order to have their viewing credited to that viewing source.

STATION TOTALS

Impressions based on viewing data obtained from counties, both within and outside the market's Nielsen Station Index (NSI) Area.

UE

The Universe Estimate (UE) is the total number of households and persons 2+ within the designated characteristic.

METRICS

UNIFIED SAMPLE SIZE

The number of Households or Persons in the unified sample for a requested demographic/market break. Reach determines how many different (unduplicated) viewers were reached from the beginning to the end of the measurement period. Reach is computed by using a sample that only includes households that were present (in-tab) for most of the measurement period. This ensures that every household in the sample has an equal opportunity to contribute to the reach. This is a Unified Sample.

UNIFIED SUM OF WEIGHTS

Unified Sum of Weights metric estimates the number of people, in thousands, in the demographic break and geography area within the Unified Sample.

VPVH

Viewers Per Viewing Household is the number of viewing persons per tuning household, usually reported per 1000 viewing households.

FORMULA

Persons Projection / Household Projection.

DMA WIDE QUALITATIVE

INCOME BASED

These are zip codes selected from the DMA as whole, based on their characteristics (i.e., DMA Top Third Income Zips). It's a simple way to segment the market's audience and eliminate concerns about sample size since each group contains about a third of the DMA's sample.

The calculation to produce each income group is as follows: all zip codes in the DMA are listed in order by median household income, the highest at the top, the lowest at the bottom. Then, they are divided into three groups which are roughly equal in terms of household population. In a hypothetical DMA with 27,000 households, the division would be calculated as seen below.

ZIP CODE		MEDIAN HH INCOME	# OF HH's IN ZIP
TOP THIRD	1	\$65,650	1000
INCOME	2	62,000	2500
ZIPS	3	60,800	1350
(9000 HH)	4	58,200	2000
	5	45,000	2150
MEDIUM			
THIRD	6	42,400	2000
INCOME	7	41,050	1000
ZIPS	8	39,850	1500
(9000 HH)	9	37,000	1500
	10	34,100	1500
	11	30,000	1500
LOW THIRD	12	29,000	1000
INCOME	13	25,850	1500
ZIPS	14	23,350	2000
(9000 HH)	15	20,050	1000
	16	18,100	1500
	17	15,000	2000

ZIP CODE BASED QUALITATIVE

CHARACTERISTIC BASED

PROFESSIONAL

The top third DMA zips in terms of percent of employed persons 16+ in each zip who are in an occupation defined as “professional” by the Bureau of the Census. As with income, all the zips in the DMA are listed in rank order by this characteristic, highest percent at the top, and are divided into three equal groups of households.

WHITE COLLAR

The top third DMA zips in terms of percent of employed persons 16+ in each ZIP who are in an occupation defined as “white collar” by the Bureau of the Census.

BLUE COLLAR

The top third DMA zips in terms of percent of employed persons 16+ in each ZIP who are in an occupation defined as “blue collar” by the Bureau of the Census.

EDUCATION: COLLEGE GRADUATE

The top third of DMA zips in terms of percent of Adults 25+ in each ZIP who are college graduates (not just attended college).

NOTE – For Professional, White Collar, Blue Collar and College Graduate characteristics, calculation of the top third zips is done in the same way and only those zips in the top third are included.

HOUSEHOLD INCOME

For each zip code, the median household income, or the mid-point of the household income range for that ZIP code. For example, if the median household income for a ZIP is \$45,000, then half the households in the ZIP are above that income, and half are below. This should not be confused with average or mean income.

% COLLEGE GRADUATE

Percentage of adults 25+ in the ZIP code who are college graduates.

% PROFESSIONAL

Percentage of employed persons 16+ in each ZIP code who are in an occupation classified as professional by the Bureau of the Census.

% OWNER-OCCUPIED HOUSEHOLDS

Percentage of households in the zip code which are occupied by their owners, as opposed to renters or others.

% HOUSEHOLDS WITH TWO OR MORE CARS (2+ CARS)

Percentage of households in the zip code which have two or more cars.

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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