



nielsen
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LOCAL WATCH

**STAY-AT-HOME AND WORKING
MOMS**

Q3 2016

MOM KNOWS BEST: HOW WORKING AND STAY-AT-HOME MOMS USE LOCAL MEDIA

Thinking of what comes next is what differentiates true innovators from the rest of the world. In many ways, mothers are the *first innovators*. They are the ones typically juggling family, work and leisure—often at the same time. Anything that can make their collective lives easier and provide them with a way to make it all work can only help—whether it be learning about their community through their local news or taking a work call on the way to drop the kids off at school.

Enter the convergence of media consumption and motherhood.

The latest issue of the Nielsen Total Audience Report focused on women, specifically working and non-working mothers. Nielsen's Local Watch Report is designed to enable the industry to understand how media usage of mothers varies by geography. After all, according to our national TV panel, there are 25.1 million females aged 18-49 living in their own home who have children under the age of 12. This is the definition of moms used throughout the report. It's no secret that media choices vary by region. It's no different with mothers, and Nielsen's comprehensive information on our panelists allows us to divide them into working moms and stay-at-home moms.

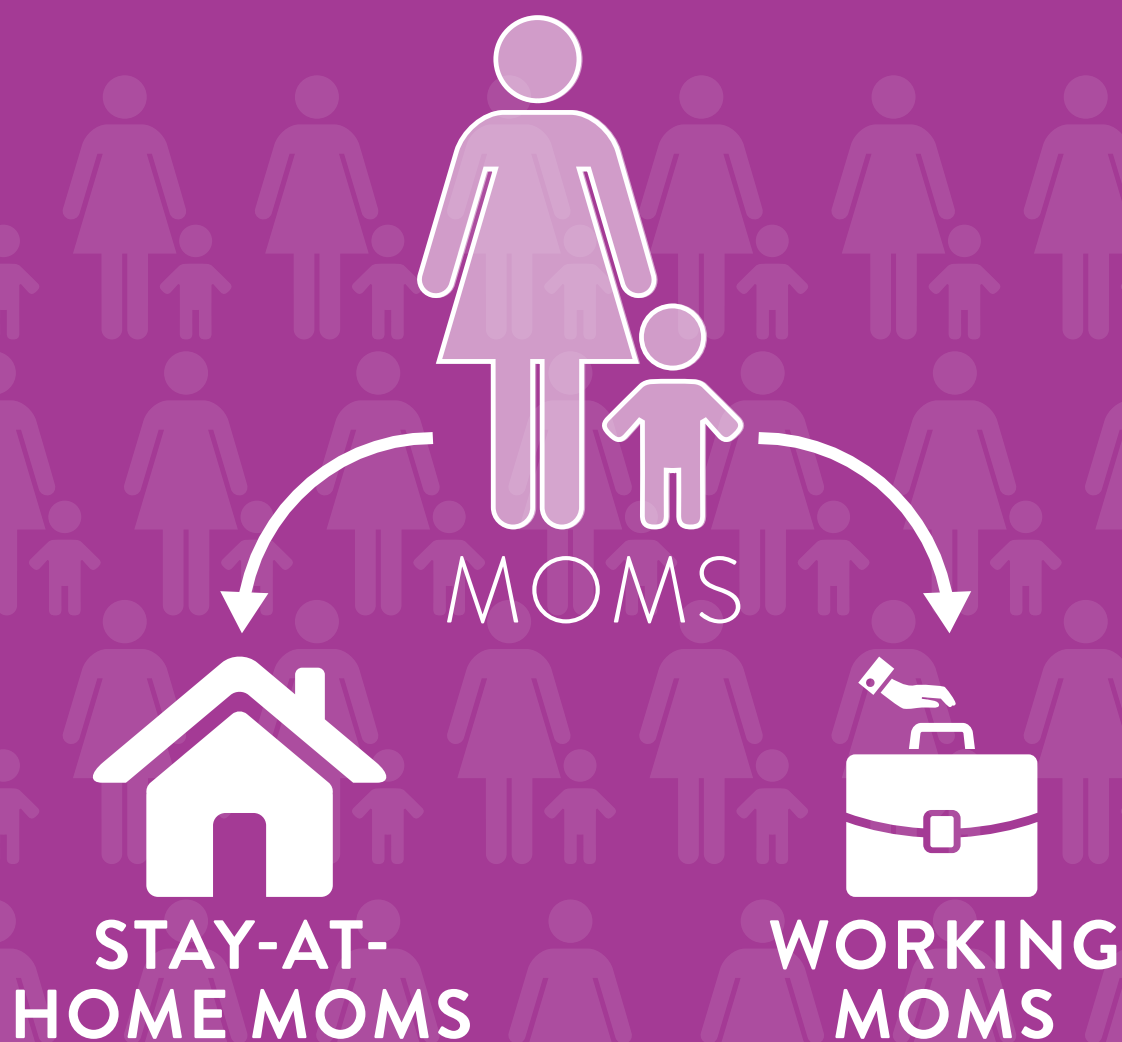
This issue of Nielsen's Local Watch Report presents insights on these often distinct segments, highlighting mothers' regional characteristics and television usage at the local market level in order to help marketers uncover unknown opportunities.

Consider this: Nashville and Tulsa have the highest percentage of stay-at-home moms, while Providence and Knoxville have the highest percentage of working moms. On average in Local People Meter (LPM) markets, stay-at-home moms spend an additional hour with the TV screen each day as compared to working moms. Due to the fact that they spend more time at home, they have higher usage of both Live TV and TV-connected devices.

Additionally, we examined the differences in local news consumption between the two groups. Across LPM markets, working moms watch more early morning and late news compared to stay-at-home moms. However, stay-at-home moms watch more mid-day and evening news. Stay-at-home moms watch the most news in St. Louis, while working moms watch the most in Pittsburgh.

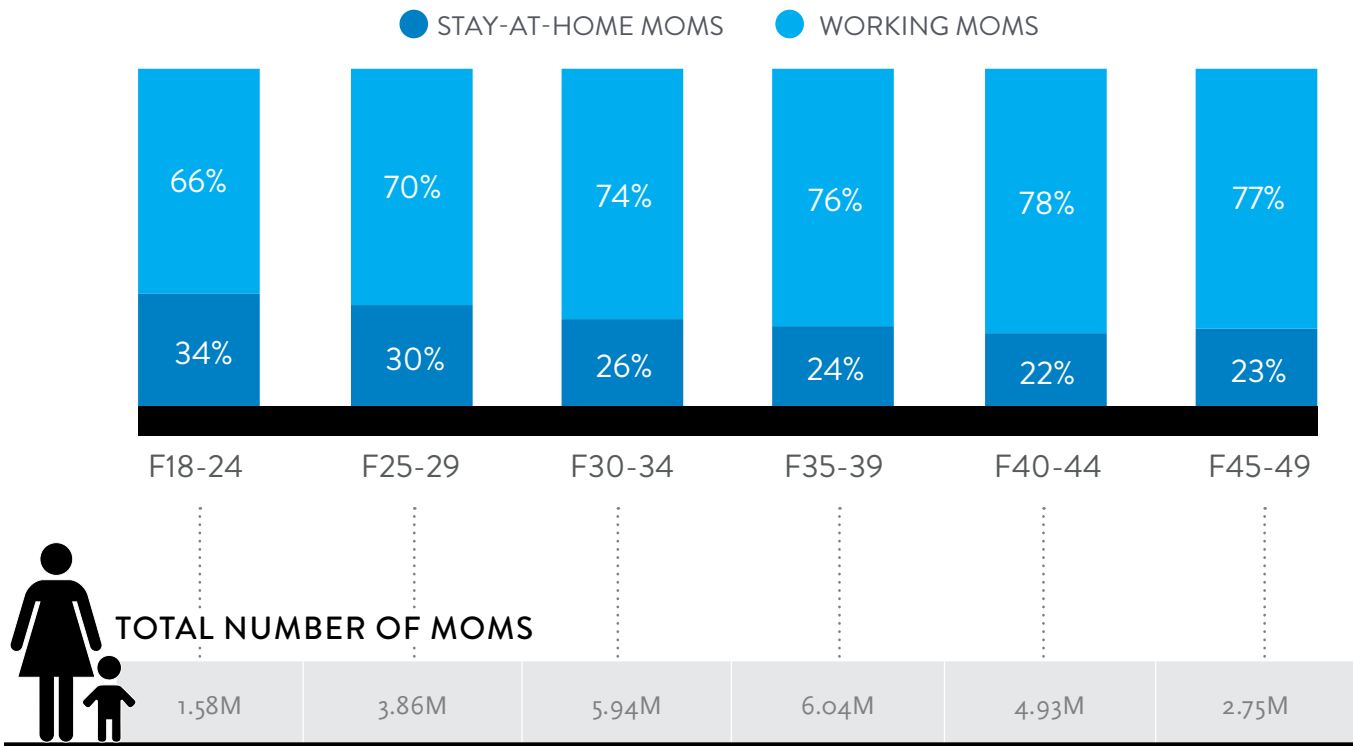
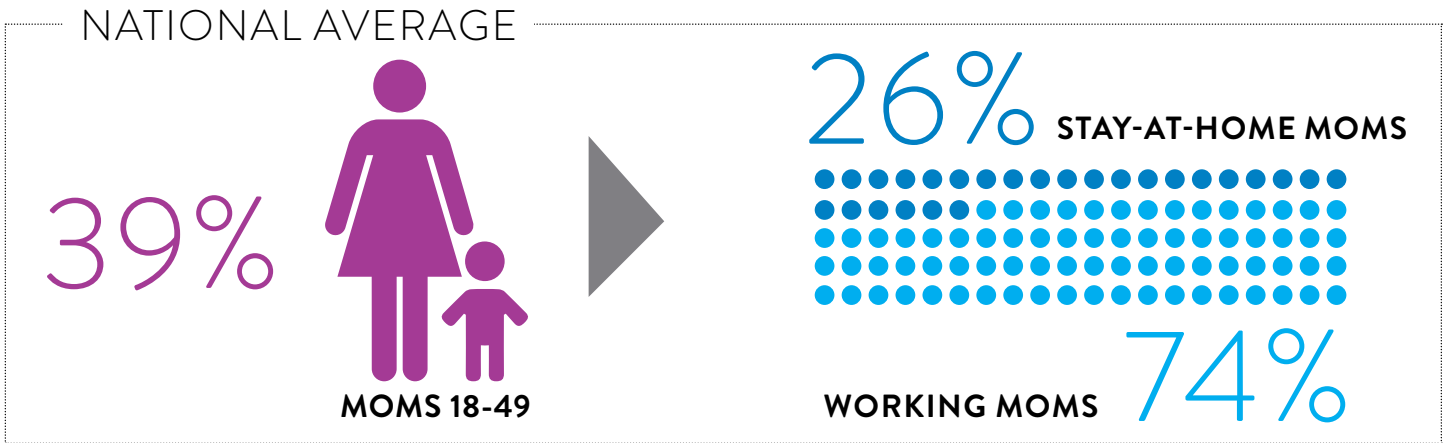
Whether working or stay-at-home, moms 18-49 with young children play an active and powerful role within local economies. Messaging to these valuable consumers offers opportunities to extend reach, boost ROI as well as create continued social buzz as they go about their busy day.

MEDIA BEHAVIORS OF MOMS CAN
DIFFER GREATLY DEPENDING ON
WHETHER THEY STAY AT HOME WITH
THEIR CHILDREN OR
THEY ARE WORKING MOMS



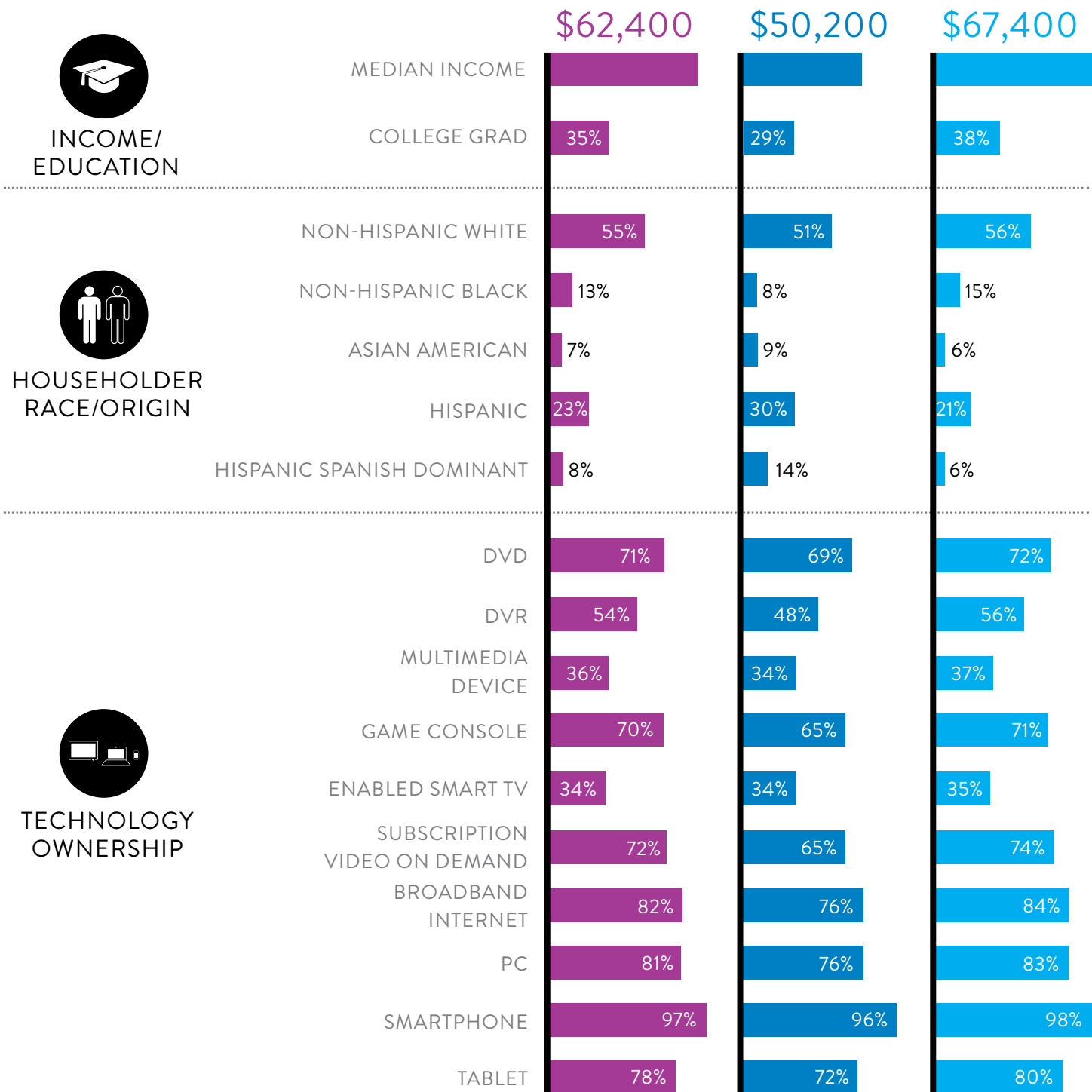
THERE ARE 25.1 MILLION FEMALES 18-49 IN THEIR OWN HOME, WHO HAVE A CHILD UNDER THE AGE OF 12. FOR THE PURPOSES OF THIS STUDY, THESE ARE "MOMS". THEY REPRESENT 39% OF ALL FEMALES 18-49. SOME OF THESE MOMS WORK AND SOME ARE "STAY-AT-HOME".

COMPOSITION OF MOMS (NATIONAL)



Source: Nielsen National Panel, 9/15/16.

STAY-AT-HOME AND WORKING MOMS PROFILE



MOMS 18-49



STAY-AT-HOME MOMS



WORKING MOMS

Source: Nielsen National Panel, 9/15/16.

LOOKING A BIT CLOSER

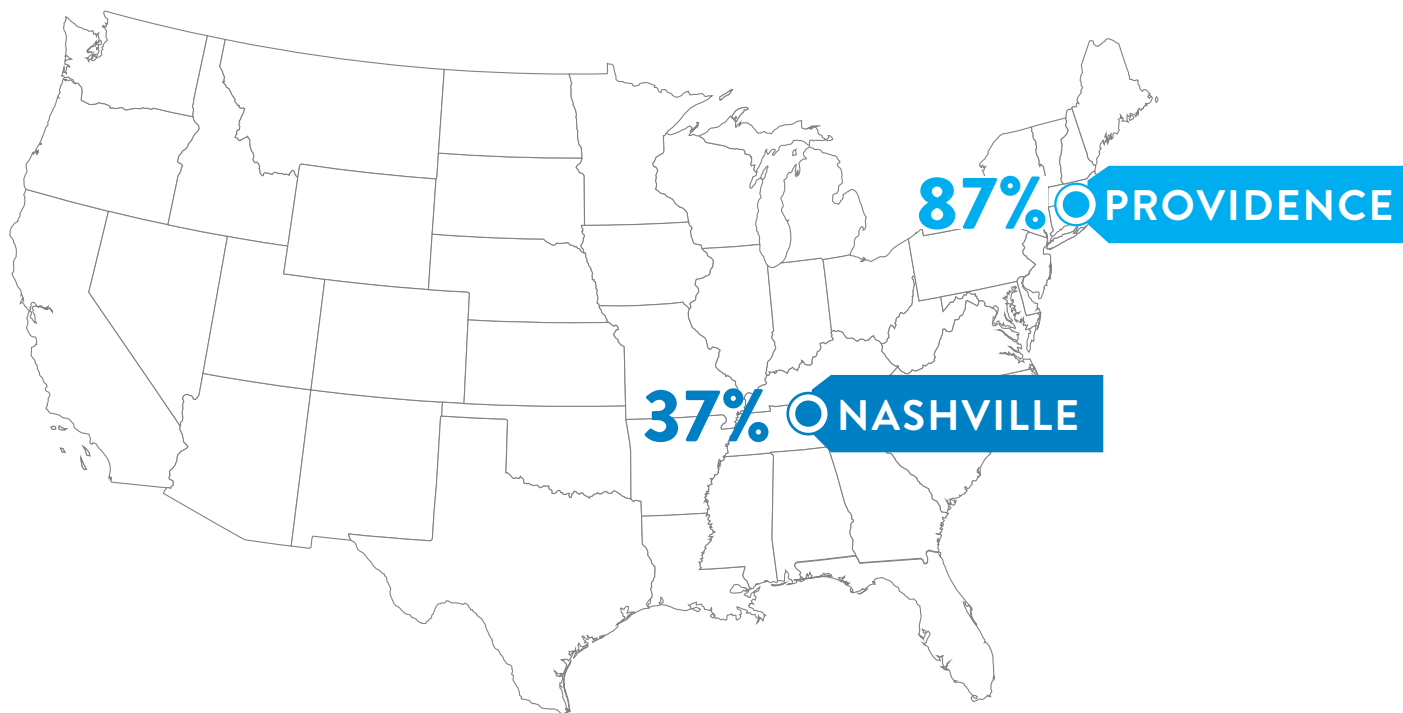
Each market has its own story. When examining the composition of moms across the country, the highest share of working moms can be found in Providence. Conversely, Nashville has the highest share of stay-at-home moms. The following pages examine the local landscape of stay-at-home and working moms, providing a detailed look at how they consume media in a typical day.



STAY-AT-HOME MOMS

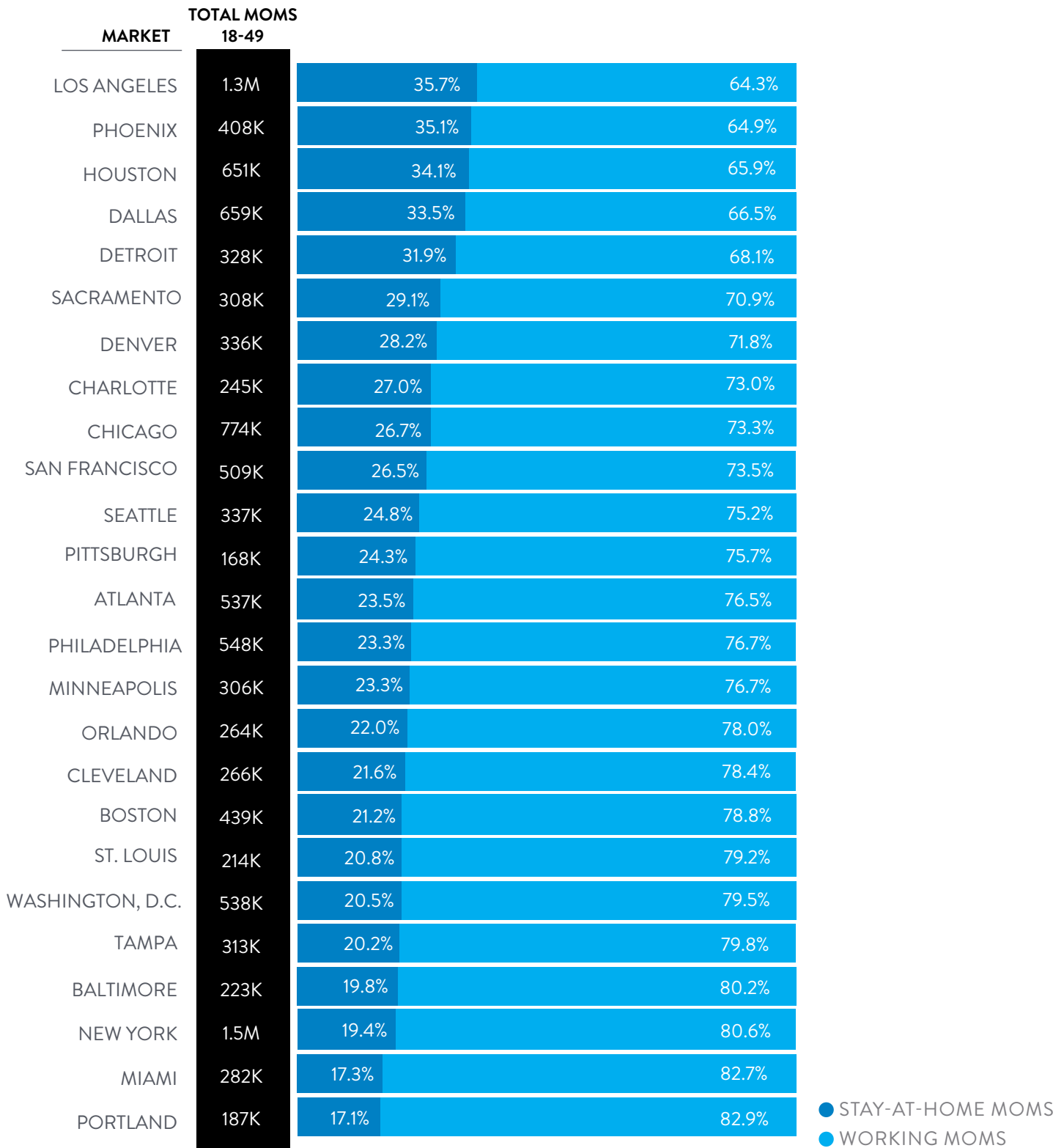


WORKING MOMS



COMPOSITION OF MOMS IN LPM MARKETS

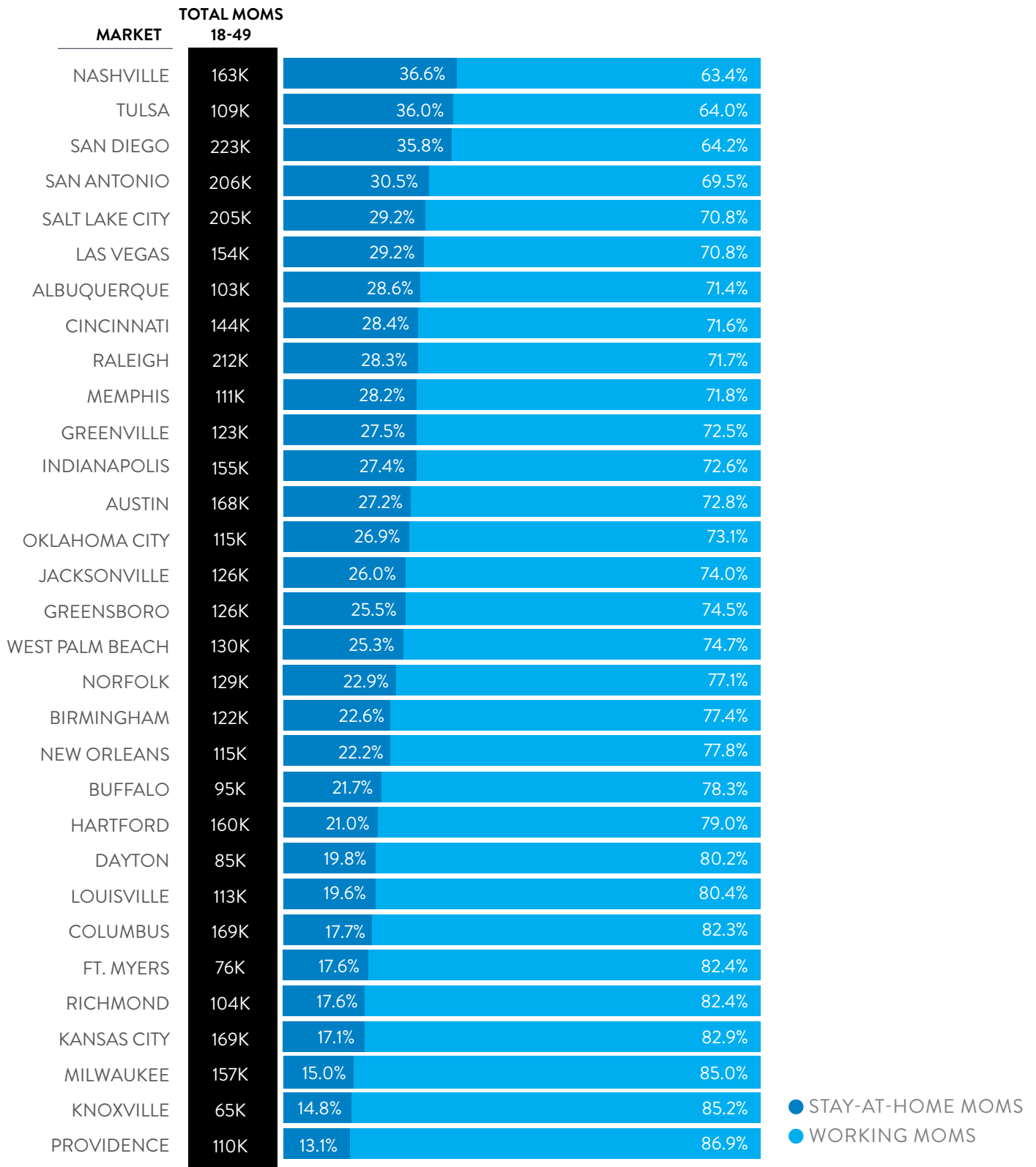
HIGHEST SHARE OF STAY-AT-HOME MOMS FOUND IN LOS ANGELES



Source: Nielsen market cutbacks (NPOWER); 9/15/2016; excludes BBO homes; percents by market based on average install counts.

COMPOSITION OF MOMS IN SET METER MARKETS

HIGHEST SHARE OF STAY-AT-HOME MOMS FOUND IN NASHVILLE

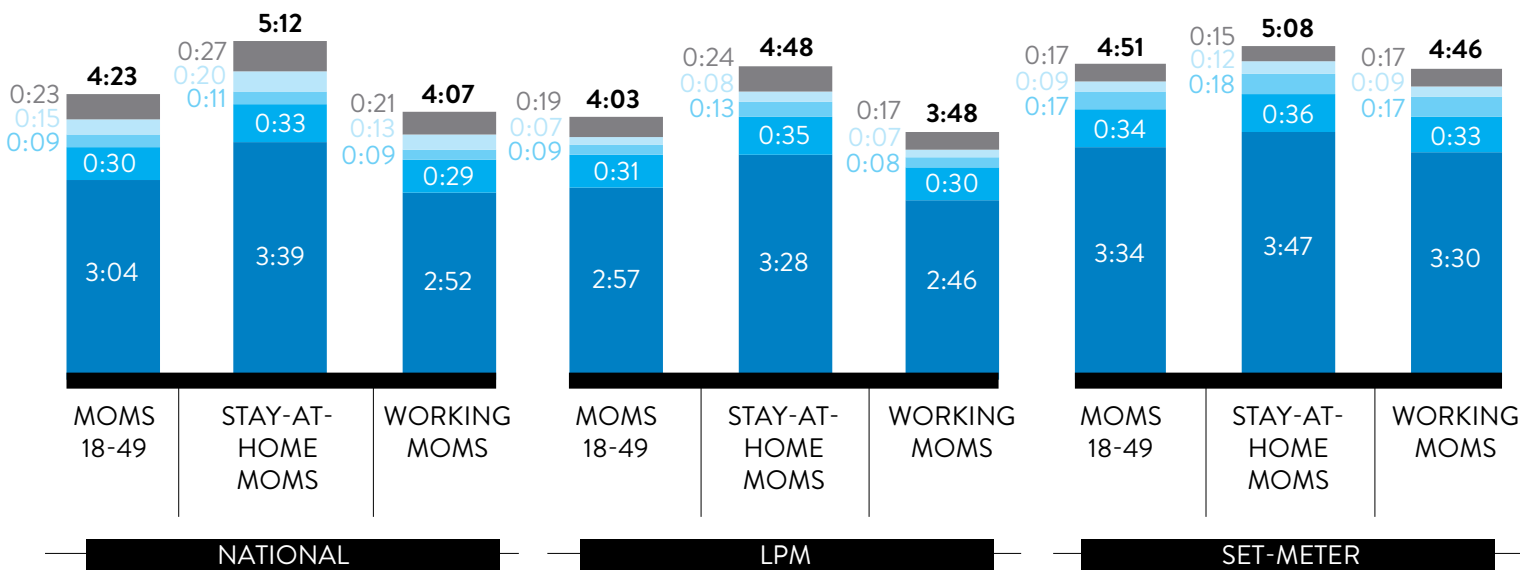


Source: Nielsen market cutbacks (NPOWER); 9/15/2016; excludes BBO homes; percents by market based on average install counts.

LIVE TV VIEWING AND TV-CONNECTED DEVICE USAGE

STAY-AT-HOME MOMS WATCH MORE TELEVISION
DAILY TIME SPENT (HH:MM)

● LIVE TV ● DVR/TIME-SHIFTED TV ● GAME CONSOLE ● DVD/BLU-RAY DEVICE ● MULTIMEDIA DEVICE



Moms watch more TV in Set-Meter markets compared to the national average, driven by higher viewing among working moms.

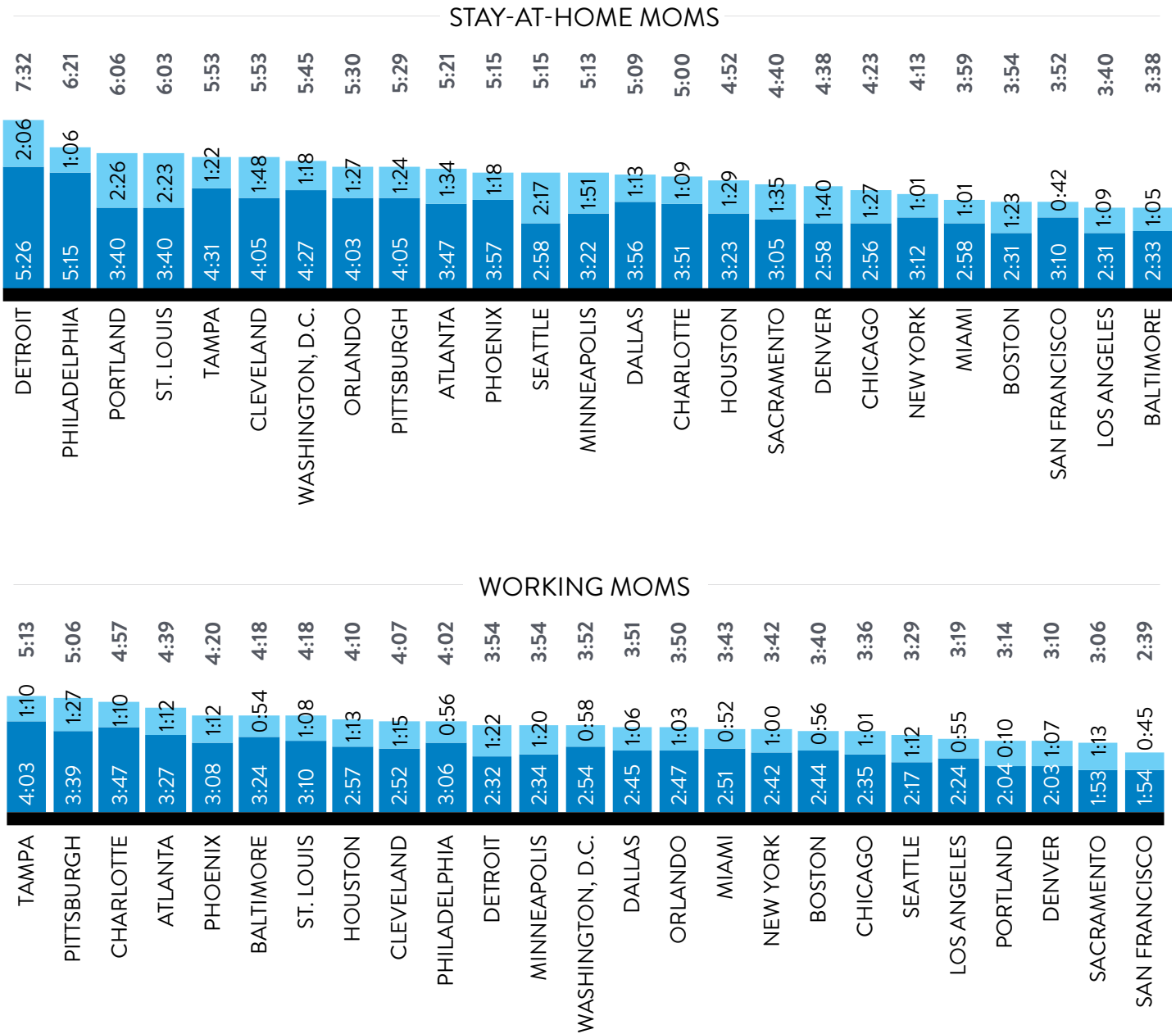


Source: Nielsen NPOWER, National Period 8/29/2016-9/25/2016;
Live TV is calculated by subtracting DVR/Time-shifted ratings from HUT/PUT.

STAY-AT-HOME MOMS WATCH THE MOST TELEVISION IN DETROIT

TAMPA IS THE TOP VIEWING MARKET FOR WORKING MOMS
DAILY TIME SPENT WITH TELEVISION (HH:MM) IN LPM MARKETS

● LIVE TV ● TV-CONNECTED DEVICES



Source: Nielsen NPOWER.

TV-Connected Devices are sum of DVR/time-shifted TV, DVD, game console, and multimedia devices (audio/video and Internet connected devices);

Live TV is calculated by subtracting DVR/Time-shifted ratings from HUT/PUT; F18-49; 8/29/16 – 9/25/16, M-Su 6A-6A

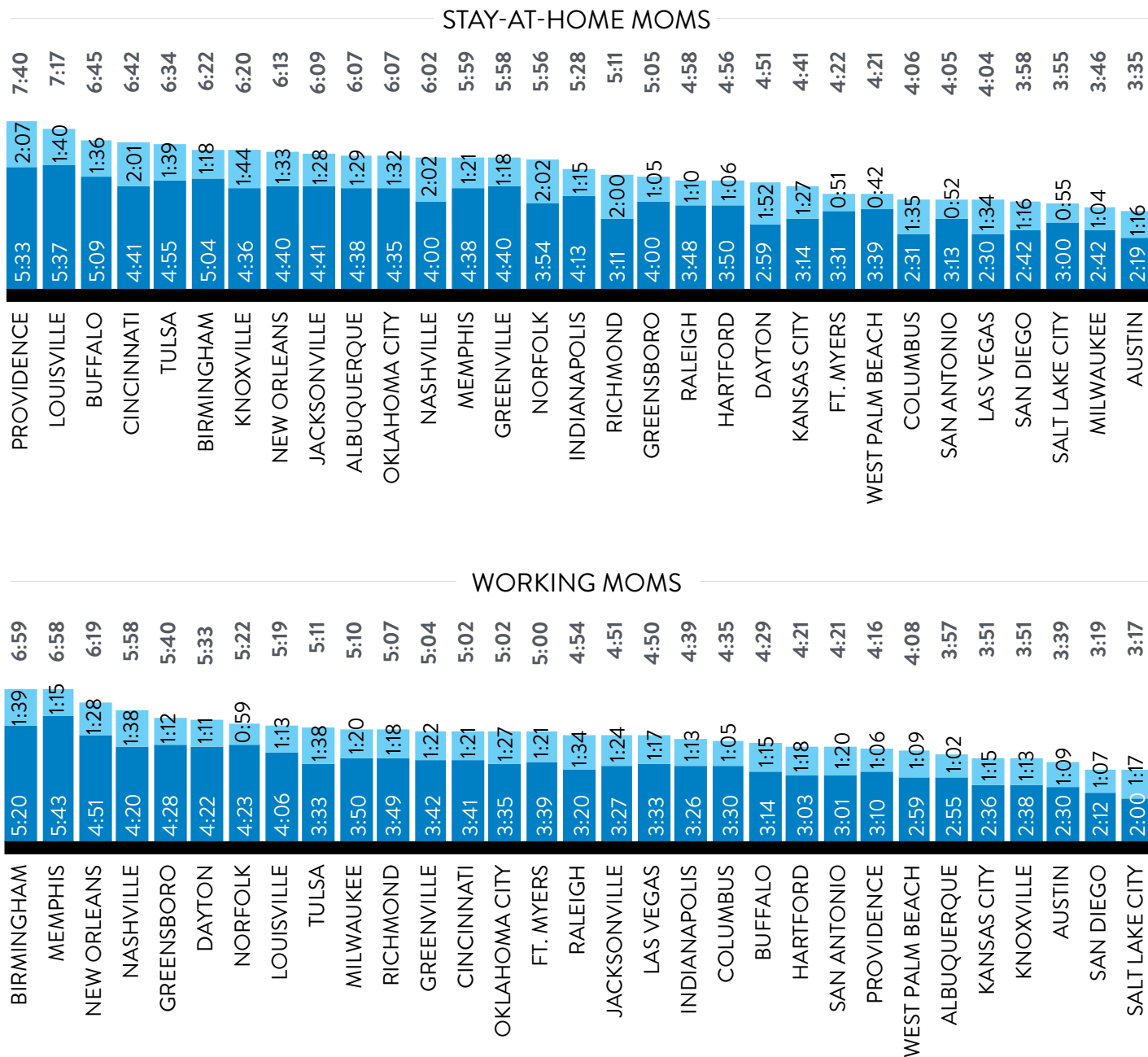
Live TV and TV-Connected Device time spent may not exactly sum to total time spent due to rounding.

STAY-AT-HOME MOMS WATCH THE MOST TELEVISION IN PROVIDENCE

BIRMINGHAM IS THE TOP VIEWING MARKET FOR WORKING MOMS

DAILY TIME SPENT WITH TELEVISION (HH:MM) IN SET-METER MARKETS

● LIVE TV ● TV-CONNECTED DEVICES

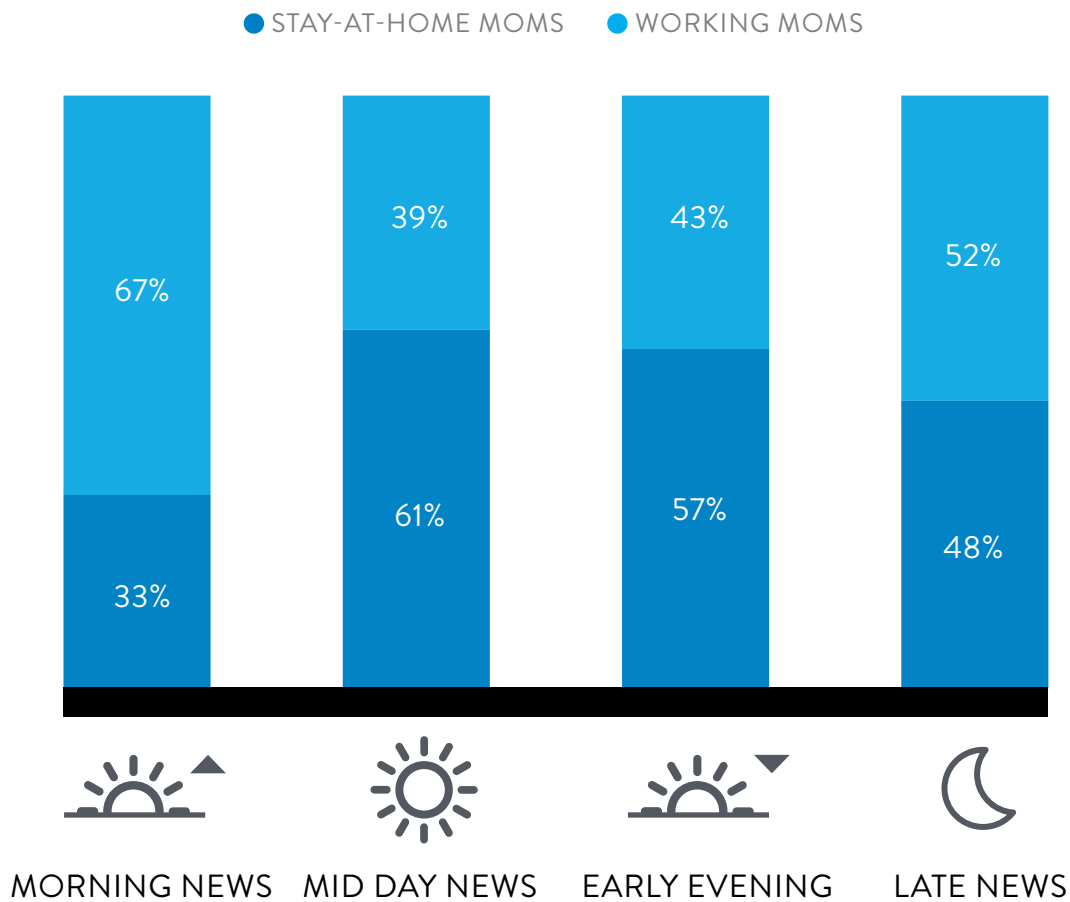


Source: Nielsen NPOWER.

TV-Connected Devices are sum of DVR/time-shifted TV, DVD, game console, and multimedia devices (audio/video and Internet connected devices); Live TV is calculated by subtracting DVR/Time-shifted ratings from HUT/PUT; F18-49; 8/29/16 – 9/25/16, M-Su 6A-6A.

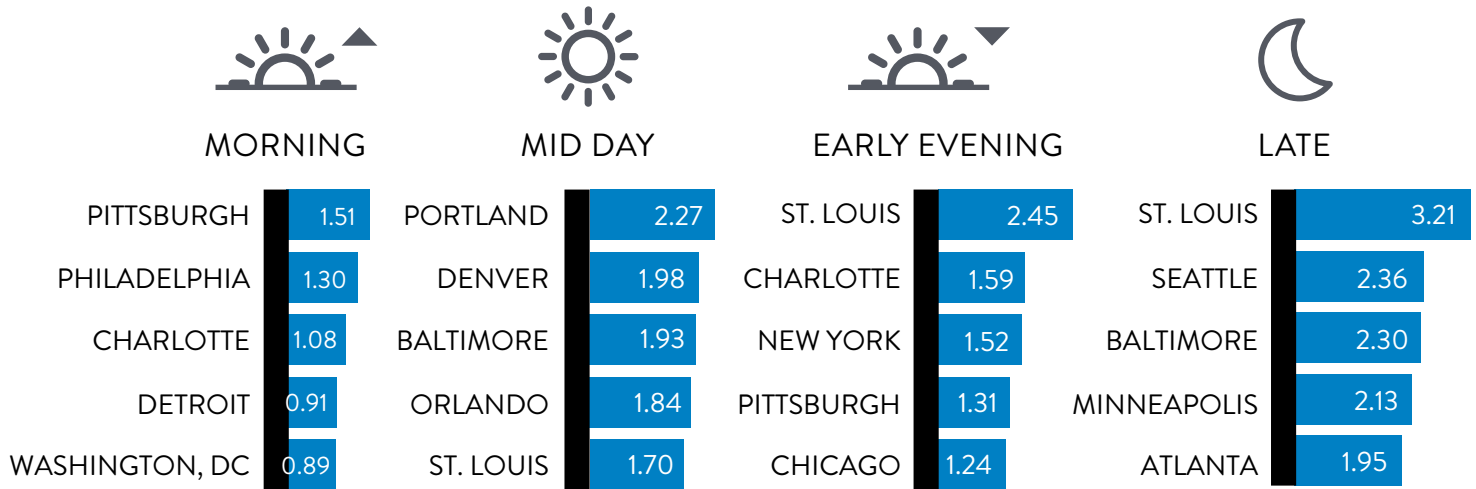
WORKING MOMS WATCH MORE MORNING AND LATE NEWS

SHARE OF LOCAL NEWS VIEWING BY MOM TYPE

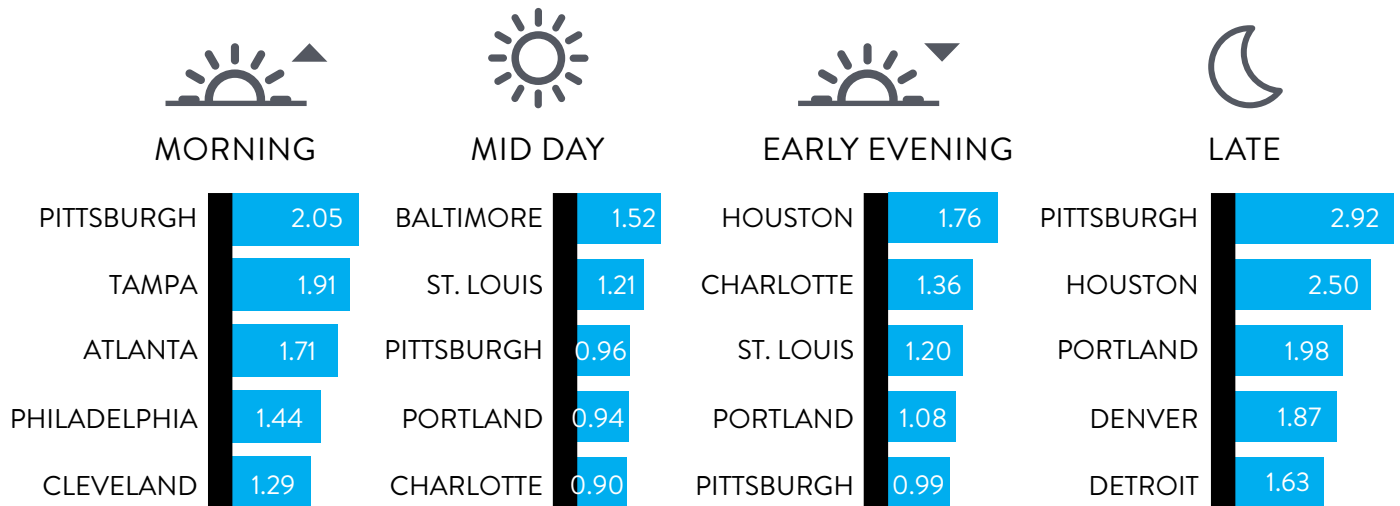


Source: Share of Weighted Average News GRPs in LPM markets (NPOWER); Live+SD; September 2016 National Period (8/29/2016 - 9/25/2016)
 Morning News= M-F 6-7AM; Mid-day News= 12-12:30PM; Early Evening News=M-F 6-6:30PM (Excludes Fox); Late News=M-F 11-11:30PM (Fox 10-10:30PM); all periods are time-zone adjusted.

TOP NEWS MARKETS AMONG STAY-AT-HOME MOMS



TOP NEWS MARKETS AMONG WORKING MOMS



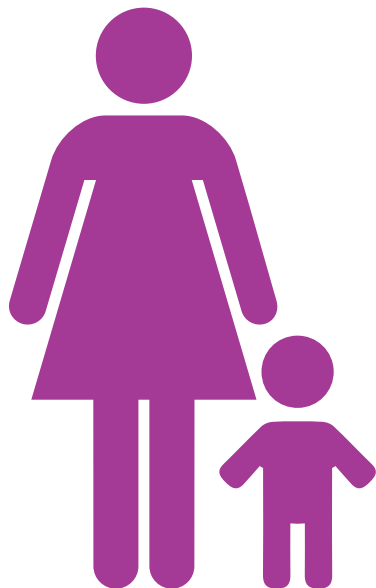
Source: Average Local News Ratings across Networks in LPM Markets (NPOWER); September 2016 National Period (8/29/2016-9/25/2016)
 Morning News= M-F 6-7AM; Mid-day News= 12-12:30PM; Early Evening News=M-F 6-6:30PM (Excludes Fox); Late News=M-F 11-11:30PM (Fox 10-10:30PM); all periods are time-zone adjusted.

DIGITAL TOUCHPOINTS AND PURCHASE BEHAVIOR

Whether working or stay-at-home, moms are active spenders and digitally savvy consumers. In addition to traditional media, understanding their purchase behavior and online engagement paints a broader picture of their role in local economies. The following pages leverage Nielsen Buy and Scarborough data to dig deeper into the modern day mom.



SPENDING POWER OF MOMS



MOMS SPENT

\$165 BILLION

last year, making up 56% of total spend among all females 18-49 and 21% of total spend among the population

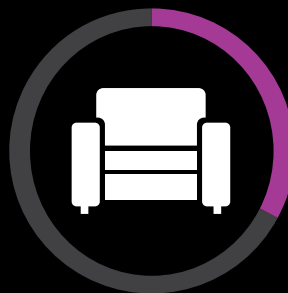
MOMS ARE MORE LIKELY THAN THE AVERAGE FEMALE TO LIVE IN HOUSEHOLDS THAT ARE PLANNING TO SPEND IN KEY LOCAL ADVERTISING CATEGORIES IN THE NEXT YEAR

48%



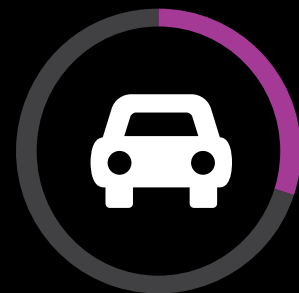
MORE LIKELY TO BUY AN HDTV OR SMART TV

33%



MORE LIKELY TO BUY A MATTRESS OR FURNITURE

30%



MORE LIKELY TO BUY A VEHICLE

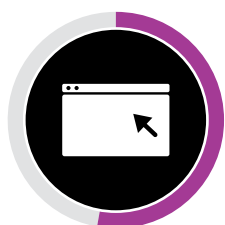
Source: Spend metric supplied by Nielsen Buy, Total US, 12/27/15-12/24/16, Mom = F18-49 with a child =<12; Plan to Buy data supplied by Nielsen Scarborough USA+ R1 2016; Mom= F18-49 parent with a child under 12 in HHLD; Base= Females 18+

MOMS ARE DIGITALLY ENGAGED



MOMS ARE **21%** MORE LIKELY THAN THE AVERAGE FEMALE TO HAVE DOWNLOADED A MEDIA APP IN THE PAST MONTH

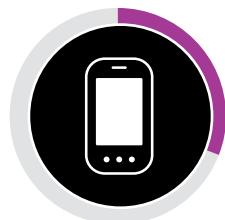
PAST 30 DAYS:



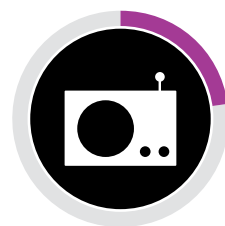
53% VISITED BROADCAST MEDIA WEBSITE



COMPARED TO AVERAGE FEMALE:



31% USED MOBILE DEVICE TO READ NEWSPAPER



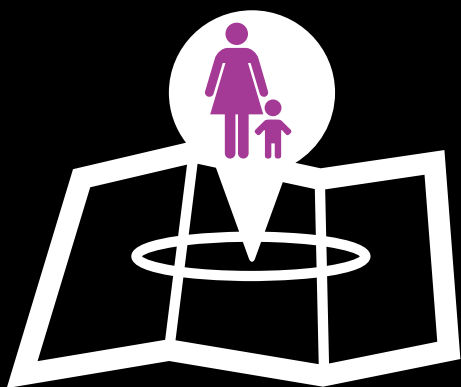
23% LISTENED TO LOCAL RADIO STATION ONLINE



Source: Nielsen Scarborough USA+ R1 2016,
MOM= Females 18-49 parent with a child under 12 in HHLD;
Base= Females 18+

REACH MOMS ONLINE AND IN STORES

MOMS ARE LOCALLY ENGAGED AND INVESTED
IN THE COMMUNITY ONLINE AND ON THE GO



50% AGREE

“I LIKE TO RECEIVE
COUPONS ON MY CELL
PHONE THAT ARE BASED
ON MY LOCATION”

WAYS USED DEVICE PAST 30 DAYS COMPARED TO AVERAGE FEMALE ADULT

VIA INTERNET



MORE LIKELY
27%

MORE LIKELY
37%

MORE LIKELY
23%

MORE LIKELY
16%

VIA MOBILE DEVICE



MORE LIKELY
47%

MORE LIKELY
59%

MORE LIKELY
36%

MORE LIKELY
32%



LOCAL NEWS



LOCAL/
COMMUNITY
EVENTS



TRAFFIC/
WEATHER



RESTAURANT
INFORMATION

Source: Nielsen Scarborough USA+ R1 2016.
MOM= Females 18-49 parent with a child under 12 in HHLD.
Base= Females 18+

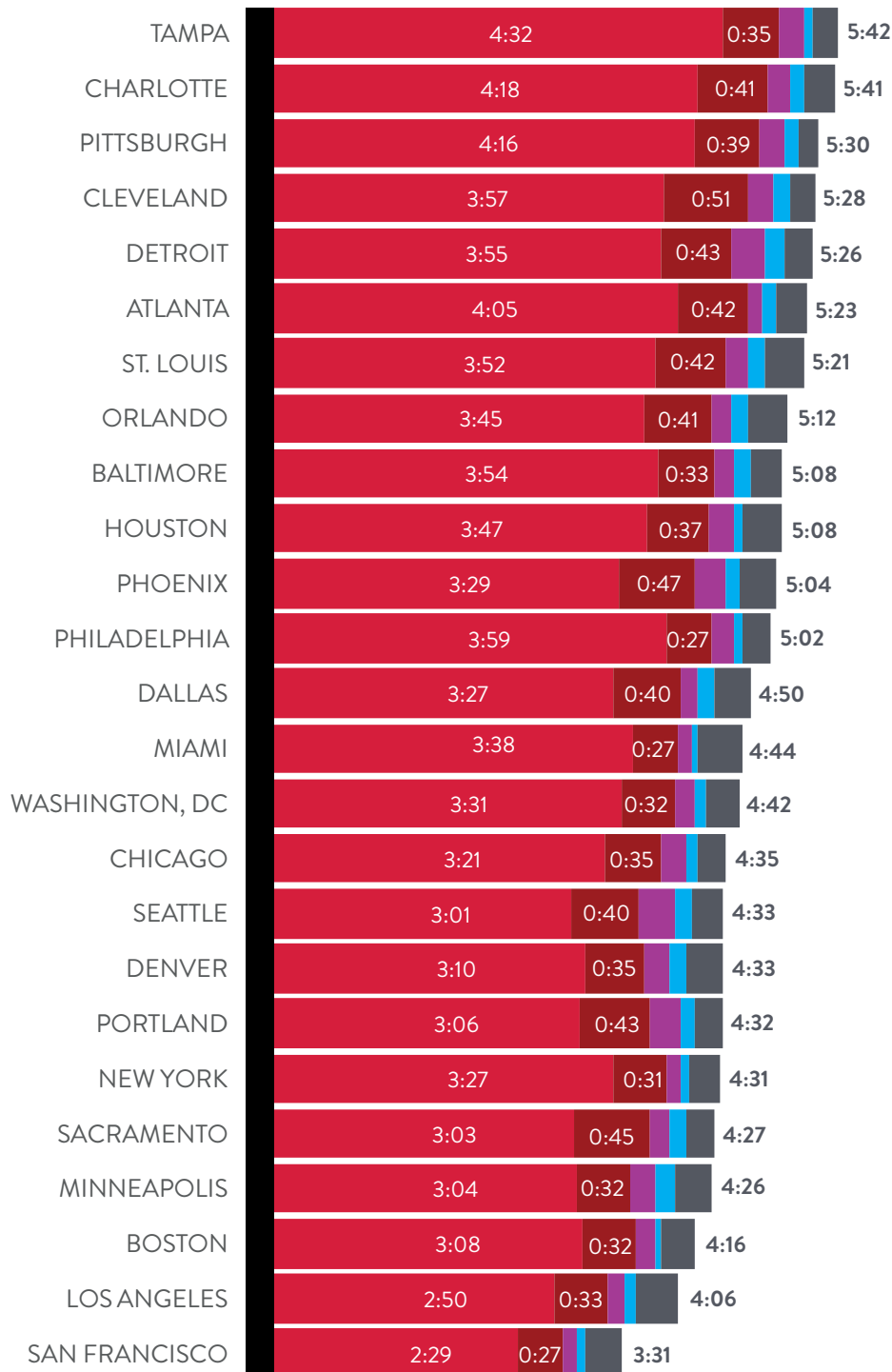


Q3 2016 MEDIA USAGE MARKET SUMMARY

DAILY TIME SPENT PER ADULT 25-54 PER DAY (LPM)

EXHIBIT 1 – AVERAGE DAILY TIME SPENT (HH:MM) IN LOCAL PEOPLE METER MARKETS

● LIVE TV ● DVR/TIME-SHIFTED TV ● GAME CONSOLE ● DVD/BLU-RAY DEVICE ● MULTIMEDIA DEVICE

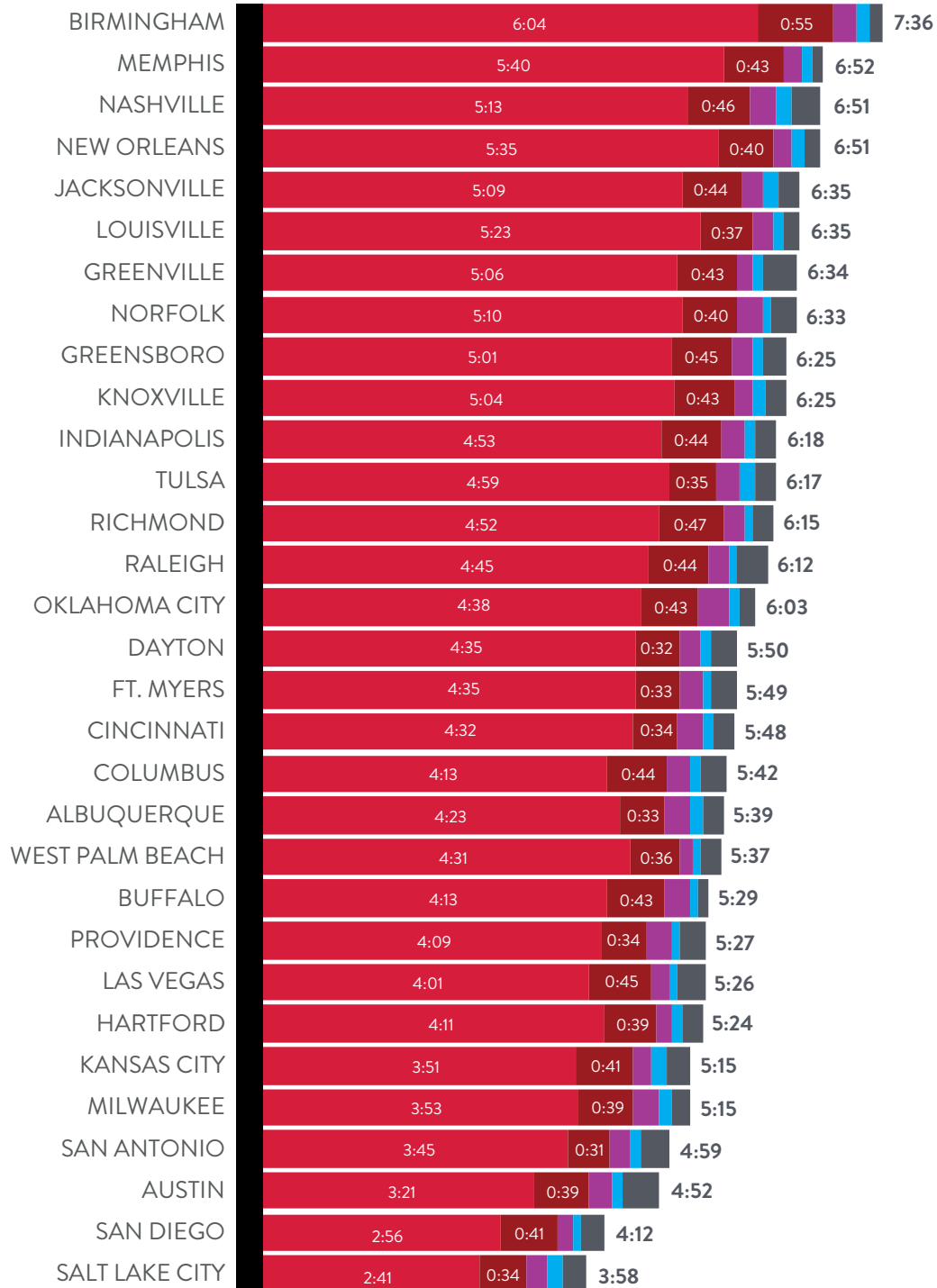


Source: NLTV, Live Data Stream, 8/29/16-9/25/16, M-Su 3A-3A, P25-54, Multimedia Device includes XWWW and AOVO.

DAILY TIME SPENT PER ADULT 25-54 PER DAY (SET METER)

EXHIBIT 2 – AVERAGE DAILY TIME SPENT (HH:MM) IN SET-METER MARKETS

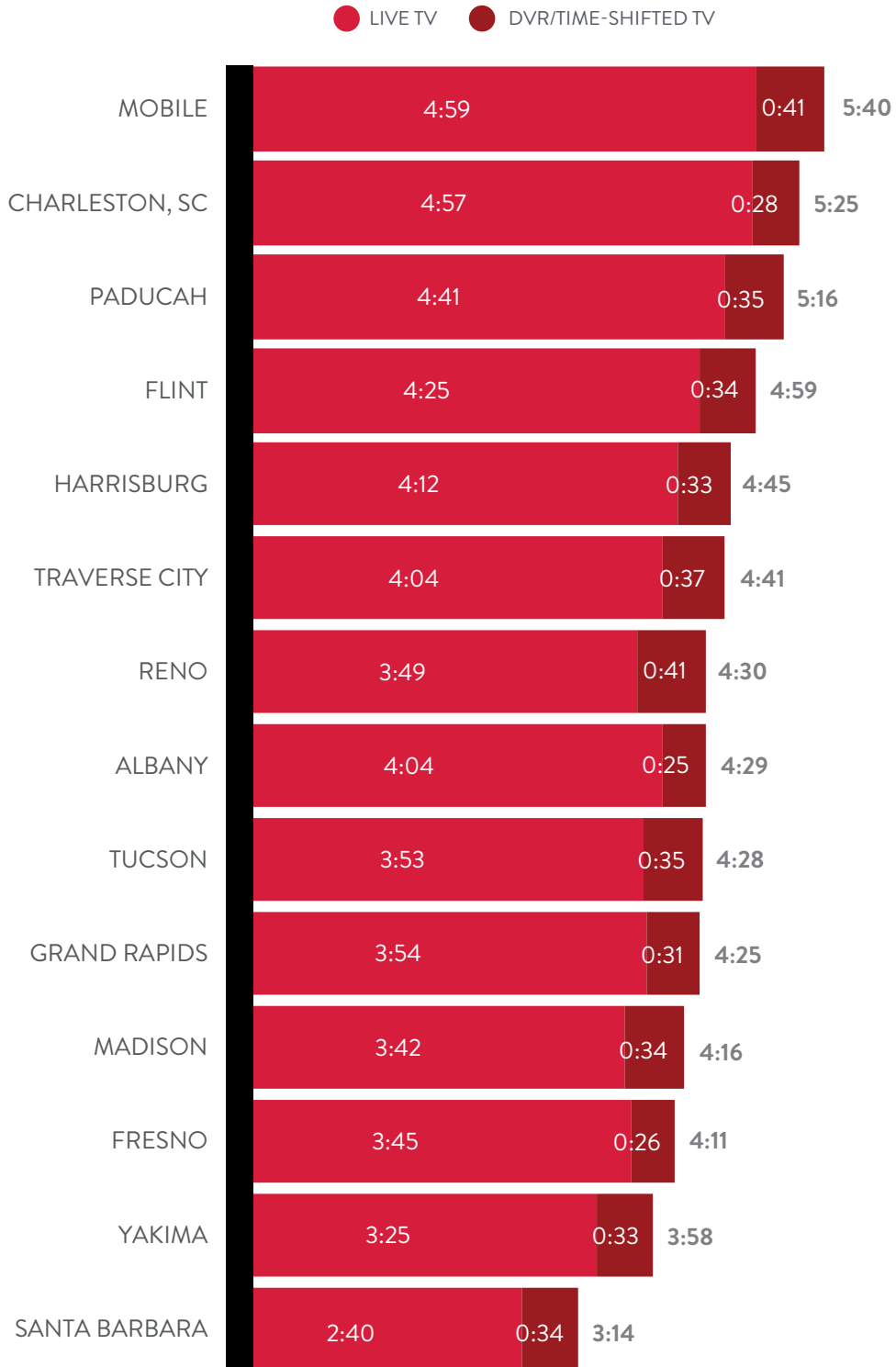
● LIVE TV ● DVR/TIME-SHIFTED TV ● GAME CONSOLE ● DVD/BLU-RAY DEVICE ● MULTIMEDIA DEVICE



Source: NLTV, Live Data Stream, 8/29/16-9/25/16, M-Su 3A-3A, P25-54, Multimedia Device includes XWWW and AOVO.

DAILY TIME SPENT PER ADULT 25-54 PER DAY (CODE READER)

EXHIBIT 3 – AVERAGE DAILY TIME SPENT (HH:MM) IN CODE READER MARKETS



Source: NLTV, Live Data Stream, 8/29/16-9/25/16, M-Su 3A-3A, P25-54.

TABLE 1A - AVERAGE DAILY TIME SPENT IN LPM MARKETS: YEAR OVER YEAR COMPARISON

MARKET	LIVE TV		DVR/TIME-SHIFTED TV		GAME CONSOLE		DVD/BLU-RAY DEVICE		MULTIMEDIA DEVICE		INTERNET ON A PC		STREAM ON A PC		RADIO*	
	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT
ATLANTA	4:23	4:05	0:45	0:42	0:09	0:10	0:08	0:07	0:13	0:19	1:48	1:46	0:25	1:02	2:11	2:18
BALTIMORE	4:31	3:54	0:30	0:33	0:18	0:12	0:05	0:10	0:16	0:19	2:05	1:36	1:19	0:33	2:21	2:17
BOSTON	3:21	3:08	0:36	0:32	0:12	0:11	0:06	0:05	0:10	0:20	1:27	1:21	0:14	0:18	2:19	2:12
CHARLOTTE	3:52	4:18	0:38	0:41	0:13	0:15	0:10	0:07	0:14	0:20	1:33	1:24	0:16	0:26	2:22	2:29
CHICAGO	3:29	3:21	0:38	0:35	0:13	0:14	0:08	0:07	0:11	0:18	1:28	1:26	0:26	0:35	2:23	2:22
CLEVELAND	4:13	3:57	0:45	0:51	0:13	0:15	0:08	0:11	0:08	0:14	1:41	1:39	0:24	0:28	2:30	2:28
DALLAS	3:38	3:27	0:44	0:40	0:13	0:11	0:10	0:09	0:15	0:23	1:32	1:40	0:23	0:42	2:26	2:36
DENVER	3:07	3:10	0:34	0:35	0:16	0:15	0:09	0:11	0:12	0:22	2:06	1:42	0:17	0:34	2:24	2:21
DETROIT	4:07	3:55	0:42	0:43	0:11	0:20	0:08	0:11	0:10	0:17	1:38	1:22	0:15	0:52	2:22	2:24
HOUSTON	3:47	3:47	0:34	0:37	0:10	0:15	0:08	0:06	0:16	0:23	1:20	1:28	0:36	0:34	2:41	2:36
LOS ANGELES	3:00	2:50	0:33	0:33	0:10	0:10	0:07	0:07	0:14	0:26	1:40	1:39	0:26	0:43	2:23	2:37
MIAMI	3:37	3:38	0:27	0:27	0:09	0:09	0:08	0:04	0:11	0:26	1:32	1:36	1:02	0:33	2:19	2:27
MINNEAPOLIS	2:58	3:04	0:29	0:32	0:13	0:16	0:08	0:11	0:12	0:23	1:02	1:06	0:24	0:32	2:25	2:33
NEW YORK	3:37	3:27	0:30	0:31	0:13	0:09	0:04	0:05	0:13	0:19	1:45	1:46	0:22	0:36	2:09	2:16
ORLANDO	3:46	3:45	0:42	0:41	0:14	0:12	0:08	0:09	0:16	0:25	1:37	1:21	0:25	0:40	2:34	2:29
PHILADELPHIA	4:16	3:59	0:27	0:27	0:13	0:14	0:07	0:05	0:11	0:17	1:30	1:38	0:25	0:33	2:32	2:35
PHOENIX	3:53	3:29	0:45	0:47	0:21	0:19	0:10	0:08	0:13	0:21	1:25	1:39	0:21	0:29	2:30	2:37
PITTSBURGH	4:12	4:16	0:33	0:39	0:15	0:14	0:09	0:09	0:06	0:12	2:05	1:33	0:38	0:18	2:32	2:33
PORTLAND	3:07	3:06	0:33	0:43	0:21	0:18	0:10	0:09	0:16	0:16	1:28	2:07	0:24	0:37	2:35	2:19
SACRAMENTO	3:18	3:03	0:46	0:45	0:13	0:12	0:09	0:10	0:15	0:17	1:21	1:20	0:38	1:22	2:11	2:18
SAN FRANCISCO	2:37	2:29	0:33	0:27	0:10	0:08	0:06	0:06	0:15	0:21	1:37	1:39	0:33	0:18	2:05	2:11
SEATTLE	3:07	3:01	0:34	0:40	0:19	0:23	0:10	0:09	0:12	0:20	1:29	1:26	0:31	0:43	2:20	2:13
ST. LOUIS	4:06	3:52	0:43	0:42	0:15	0:13	0:10	0:11	0:09	0:23	1:06	1:46	0:52	0:29	2:37	2:26
TAMPA	4:33	4:32	0:31	0:35	0:16	0:14	0:10	0:06	0:13	0:15	1:42	1:21	0:42	0:25	2:26	2:15
WASHINGTON, DC	3:25	3:31	0:31	0:32	0:11	0:13	0:07	0:07	0:17	0:19	1:20	1:22	0:17	0:17	2:06	2:08

Source: Nielsen, Persons 25-54, Total Day. See sourcing page for methodology details.

*Radio surveys are OCT16 and OCT15 (equivalent to September calendar).

**TABLE 1B - AVERAGE DAILY TIME SPENT WITH TELEVISION BY ETHNICITY:
YEAR OVER YEAR COMPARISON**

HISPANIC	LIVE TV		DVR/TIME-SHIFTED TV		GAME CONSOLE		DVD/BLU-RAY DEVICE		MULTIMEDIA DEVICE	
	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT
CHICAGO	2:59	3:04	0:22	0:17	0:16	0:10	0:07	0:08	0:08	0:14
DALLAS	3:19	2:42	0:25	0:19	0:16	0:08	0:06	0:05	0:08	0:19
DENVER	3:24	3:41	0:24	0:21	0:15	0:13	0:06	0:10	0:08	0:29
HOUSTON	3:34	3:04	0:18	0:21	0:04	0:09	0:12	0:08	0:12	0:21
LOS ANGELES	3:15	2:51	0:25	0:23	0:09	0:11	0:07	0:07	0:12	0:21
MIAMI	3:15	3:02	0:16	0:16	0:09	0:12	0:09	0:04	0:11	0:24
NEW YORK	3:43	3:27	0:22	0:15	0:22	0:08	0:04	0:05	0:12	0:20
PHOENIX	4:22	3:42	0:18	0:21	0:16	0:14	0:10	0:07	0:12	0:19
SACRAMENTO	3:08	2:54	0:36	0:36	0:08	0:09	0:13	0:13	0:07	0:09
SAN FRANCISCO	2:40	2:48	0:26	0:22	0:12	0:05	0:05	0:04	0:19	0:20

AFRICAN AMERICAN	LIVE TV		DVR/TIME-SHIFTED TV		GAME CONSOLE		DVD/BLU-RAY DEVICE		MULTIMEDIA DEVICE	
	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT
ATLANTA	5:57	5:28	0:46	0:45	0:10	0:13	0:08	0:06	0:13	0:20
CHICAGO	5:45	5:14	0:40	0:41	0:12	0:17	0:08	0:12	0:08	0:15
DALLAS	5:31	5:15	0:41	0:41	0:21	0:11	0:16	0:14	0:13	0:32
DETROIT	5:56	5:04	0:45	0:40	0:11	0:18	0:11	0:10	0:06	0:22
HOUSTON	5:12	5:35	0:42	0:48	0:21	0:19	0:05	0:03	0:05	0:26
LOS ANGELES	4:18	5:10	0:50	0:59	0:20	0:09	0:11	0:09	0:18	0:26
MIAMI	4:39	5:37	0:24	0:34	0:13	0:09	0:05	0:05	0:06	0:31
NEW YORK	5:30	5:08	0:35	0:31	0:19	0:09	0:05	0:05	0:07	0:15
PHILADELPHIA	6:27	5:20	0:33	0:29	0:19	0:21	0:13	0:05	0:16	0:21
WASHINGTON, DC	5:24	4:53	0:38	0:35	0:13	0:17	0:06	0:03	0:15	0:21

Source: Nielsen, Persons 25-54, Total Day. See sourcing page for methodology details.

TABLE 1C - AVERAGE DAILY TIME SPENT IN SET METER MARKETS: SEPTEMBER 2016

MARKET	LIVE TV	DVR/TIME-SHIFTED TV	GAME CONSOLE	DVD/BLU-RAY DEVICE	MULTIMEDIA DEVICE	INTERNET ON A PC	STREAM ON A PC	RADIO*
ALBUQUERQUE	4:23	0:33	0:18	0:10	0:15	0:57	0:13	2:33
AUSTIN	3:21	0:39	0:17	0:09	0:26	1:18	0:34	2:21
BIRMINGHAM	6:04	0:55	0:18	0:09	0:10	1:16	0:24	2:37
BUFFALO	4:13	0:43	0:18	0:06	0:09	1:03	0:24	2:35
CINCINNATI	4:32	0:34	0:19	0:07	0:16	1:09	0:25	2:27
COLUMBUS, OH	4:13	0:44	0:17	0:09	0:19	2:28	0:31	2:17
DAYTON	4:35	0:32	0:15	0:09	0:19	1:35	1:27	2:23
FT. MYERS	4:35	0:33	0:16	0:07	0:18	1:25	2:03	2:32
GREENSBORO	5:01	0:45	0:15	0:07	0:17	1:48	0:44	2:19
GREENVILLE	5:06	0:43	0:11	0:09	0:25	1:10	0:29	2:20
HARTFORD	4:11	0:39	0:12	0:07	0:15	2:24	0:28	2:19
INDIANAPOLIS	4:53	0:44	0:18	0:08	0:15	1:29	0:41	2:14
JACKSONVILLE	5:09	0:44	0:16	0:10	0:16	1:58	0:20	2:22
KANSAS CITY	3:51	0:41	0:14	0:12	0:17	1:20	1:06	2:25
KNOXVILLE	5:04	0:43	0:14	0:10	0:14	2:06	0:24	2:21
LAS VEGAS	4:01	0:45	0:14	0:06	0:20	1:52	1:01	2:20
LOUISVILLE	5:23	0:37	0:16	0:08	0:11	1:20	0:37	2:13
MEMPHIS	5:40	0:43	0:14	0:08	0:07	2:42	1:36	2:35
MILWAUKEE	3:53	0:39	0:19	0:10	0:14	1:38	0:14	2:41
NASHVILLE	5:13	0:46	0:18	0:12	0:22	1:53	0:27	2:24
NEW ORLEANS	5:35	0:40	0:15	0:09	0:12	1:42	0:56	2:32
NORFOLK	5:10	0:40	0:18	0:06	0:19	1:49	0:28	2:30
OKLAHOMA CITY	4:38	0:43	0:23	0:07	0:12	2:19	0:28	2:19
PROVIDENCE	4:09	0:34	0:19	0:05	0:20	1:37	0:20	2:30
RALEIGH	4:45	0:44	0:14	0:07	0:22	1:15	0:20	2:17
RICHMOND	4:52	0:47	0:16	0:06	0:14	2:03	1:00	2:14
SALT LAKE CITY	2:41	0:34	0:15	0:11	0:17	0:58	0:33	2:05
SAN ANTONIO	3:45	0:31	0:15	0:07	0:21	1:22	0:23	2:52
SAN DIEGO	2:56	0:41	0:12	0:05	0:18	0:51	0:31	2:09
TULSA	4:59	0:35	0:17	0:12	0:14	3:08	2:26	2:16
WEST PALM BEACH	4:31	0:36	0:09	0:06	0:15	1:48	1:46	2:09

Source: Nielsen, Persons 25-54, Total Day. See sourcing page for methodology details.

*Radio survey is OCT16 (equivalent to September calendar).

TABLE 1D - AVERAGE DAILY TIME SPENT IN CODE READER MARKETS: SEPTEMBER 2016

MARKET	LIVE TV	DVR/TIME-SHIFTED TV	INTERNET ON A PC	STREAM ON A PC
ALBANY	4:04	0:25	2:28	1:05
CHARLESTON, SC	4:57	0:28	1:09	0:20
FLINT	4:25	0:34	0:53	0:16
FRESNO	3:45	0:26	1:57	2:23
GRAND RAPIDS	3:54	0:31	1:23	0:31
HARRISBURG	4:12	0:33	1:26	1:05
MADISON	3:42	0:34	2:22	0:09
MOBILE	4:59	0:41	1:11	0:11
PADUCAH	4:41	0:35	1:03	0:30
RENO	3:49	0:41	2:43	1:37
SANTA BARBARA	2:40	0:34	0:46	0:16
TRAVERSE CITY	4:04	0:37	1:22	0:32
TUCSON	3:53	0:35	1:25	0:31
YAKIMA	3:25	0:33	1:13	0:08

Source: Nielsen, Persons 25-54, Total Day. See sourcing page for methodology details

TABLE 2A - DEVICE PENETRATION IN LPM MARKETS: YEAR OVER YEAR COMPARISON

MARKET	SVOD		TABLET		SMARTPHONE		SMART TV	
	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT	15-SEPT	16-SEPT
ATLANTA	50%	60%	67%	70%	86%	89%	21%	28%
BALTIMORE	52%	55%	62%	67%	83%	86%	19%	25%
BOSTON	53%	60%	62%	67%	80%	84%	20%	28%
CHARLOTTE	48%	58%	55%	58%	80%	86%	17%	23%
CHICAGO	48%	57%	55%	63%	81%	88%	21%	27%
CLEVELAND	41%	47%	51%	58%	71%	77%	19%	25%
DALLAS	51%	59%	54%	63%	85%	89%	23%	30%
DENVER	51%	61%	57%	59%	83%	85%	22%	30%
DETROIT	42%	51%	55%	65%	85%	89%	20%	25%
HOUSTON	45%	53%	60%	64%	88%	92%	25%	27%
LOS ANGELES	54%	61%	61%	65%	88%	90%	22%	31%
MIAMI	44%	51%	56%	59%	85%	90%	21%	27%
MINNEAPOLIS	48%	58%	56%	59%	78%	83%	22%	27%
NEW YORK	52%	60%	63%	69%	84%	89%	24%	32%
ORLANDO	46%	53%	58%	64%	81%	86%	22%	29%
PHILADELPHIA	48%	59%	57%	63%	81%	86%	18%	26%
PHOENIX	50%	55%	57%	62%	80%	85%	20%	28%
PITTSBURGH	39%	50%	47%	56%	66%	77%	16%	22%
PORTLAND	55%	62%	57%	59%	82%	84%	20%	28%
SACRAMENTO	48%	56%	56%	63%	80%	87%	21%	26%
SAN FRANCISCO	55%	63%	62%	68%	83%	87%	22%	28%
SEATTLE	56%	65%	62%	65%	81%	85%	23%	33%
ST. LOUIS	44%	50%	55%	64%	77%	83%	19%	25%
TAMPA	41%	49%	57%	62%	78%	83%	17%	26%
WASHINGTON, DC	56%	63%	66%	69%	85%	89%	26%	32%

Source: Nielsen (NPOWER), TV Households, excludes BBO, SEPT15 = 9/15/15, SEPT16 = 9/15/16

TABLE 2B - DEVICE PENETRATION IN SET METER MARKETS: SEPTEMBER 2016

MARKET	SVOD	TABLET	SMARTPHONE	SMART TV
ALBUQUERQUE	46%	49%	78%	19%
AUSTIN	60%	55%	86%	29%
BIRMINGHAM	44%	46%	79%	18%
BUFFALO	48%	52%	74%	21%
CINCINNATI	52%	55%	80%	22%
COLUMBUS, OH	57%	62%	82%	26%
DAYTON	49%	58%	78%	25%
FT. MYERS	49%	62%	82%	27%
GREENSBORO	48%	54%	77%	21%
GREENVILLE	43%	52%	71%	20%
HARTFORD	60%	62%	81%	27%
INDIANAPOLIS	49%	60%	82%	22%
JACKSONVILLE	53%	67%	85%	28%
KANSAS CITY	54%	54%	77%	25%
KNOXVILLE	44%	59%	81%	24%
LAS VEGAS	55%	56%	85%	30%
LOUISVILLE	48%	61%	79%	19%
MEMPHIS	38%	42%	78%	16%
MILWAUKEE	53%	62%	82%	25%
NASHVILLE	47%	59%	82%	20%
NEW ORLEANS	50%	51%	83%	19%

Source: Nielsen (NPOWER), 9/15/16, TV Households, excludes BBO.

MARKET	SVOD	TABLET	SMARTPHONE	SMART TV
NORFOLK	52%	65%	84%	29%
OKLAHOMA CITY	46%	54%	83%	23%
PROVIDENCE	59%	62%	78%	24%
RALEIGH	54%	61%	85%	27%
RICHMOND	50%	61%	83%	28%
SALT LAKE CITY	67%	63%	83%	27%
SAN ANTONIO	56%	49%	84%	27%
SAN DIEGO	62%	67%	86%	32%
TULSA	46%	56%	82%	22%
WEST PALM BEACH	52%	59%	83%	29%

Source: Nielsen (NPOWER), 9/15/16, TV Households, excludes BBO.

SOURCING AND METHODOLOGY

TELEVISION METHODOLOGY

Live TV includes live usage within the measurement period. The September 2016 measurement period is based on the national calendar dates of 8/29/2016-9/25/2016. The September 2015 period referenced in tables 1A and 1B is based on 8/31/2015-9/27/2015. DVR/Time-shifted TV is playback primarily on a DVR but includes playback from video on demand, DVD recorders, server based DVR's and services like Start Over. TV-connected devices (DVD, Game Console, Multimedia Device) includes when these devices are in use for any purpose, not just for accessing media content. For example, Game Console would also include when the game console is being used to play video games. Multimedia Devices is a combination of usage of the Internet Connected Devices viewing source and Audio-Video viewing source. It includes viewing on an Apple TV, Roku, Google Chromecast, Smartphone, Computer/Laptop, etc. connected to the TV. All data was pulled from Nielsen NPOWER and is based on National average minute methodology.

RADIO METHODOLOGY

Radio estimates featured in tables 1A and 1C are for Nielsen Audio Metros and include both PPM and Diary measured markets. Average Daily Time Spent Listening (TSL) is based on total listeners, Monday-Sunday 6am-6am, Persons 25-54. Data for PPM measured metros are for the October survey period to most closely align with the September calendar month. October 2015 survey dates: 9/10/2015 to 10/7/2016; October 2016 survey dates: 9/8/2016 to 10/5/2016. Data for Diary measured metros are for the Fall survey period. Fall 2015 survey dates: 9/10/2015 to 12/2/2015; Fall 2016 survey dates: 9/8/2016 to 11/30/2016.

ONLINE METHODOLOGY

PC estimates featured in tables 1A, 1C and 1D are based on Nielsen Netview and Videocensus data, which combines page views and video streams using panel observation of web activity, supplemented by census data from participating publishers that have tagged their sites and video players. Audiences are projected to the universe of all Internet users in each DMA. Hours:Minutes for Internet and Video use are based on the universe of persons in each market who used the Internet/watched online video. All Internet on a PC numbers are derived from Nielsen NetView, while all Video on a PC metrics are derived from Nielsen VideoCensus. The audience of Video on a PC is a subset of Internet on a PC. All data is based on the September calendar month (9/1/2016-9/30/2016).

DEFINITION OF MOMS

The below table outlines the methodology used for the Mom segments featured in this report. All data was run in NPOWER. For local markets, the below custom market breaks were crossed with the individual market DMA, corresponding meter type (i.e. Set-Meter or LPM) and excludes BBO Homes. National data includes BBO homes.

<p>TOTAL MOMS 18-49</p>	<p>Age: F18-49 Children: Presence of Children <12 Relationship to HOH: Relationship to HOH=LOH, LOH as HOH, Partner living with but not married HOH</p>
<p>STAY-AT-HOME MOMS 18-49</p>	<p>Age: F18-49 Children: Presence of Children <12 Relationship to HOH: Relationship to HOH=LOH, LOH as HOH, Partner living with but not married HOH Employment Status: Not in Labour Force or Individual Non-Working</p>
<p>WORKING MOMS 18-49</p>	<p>Age: F18-49 Children: Presence of Children <12 Relationship to HOH: Relationship to HOH=LOH, LOH as HOH, Partner living with but not married HOH Employment Status: Individual Working</p>

Source: Nielsen

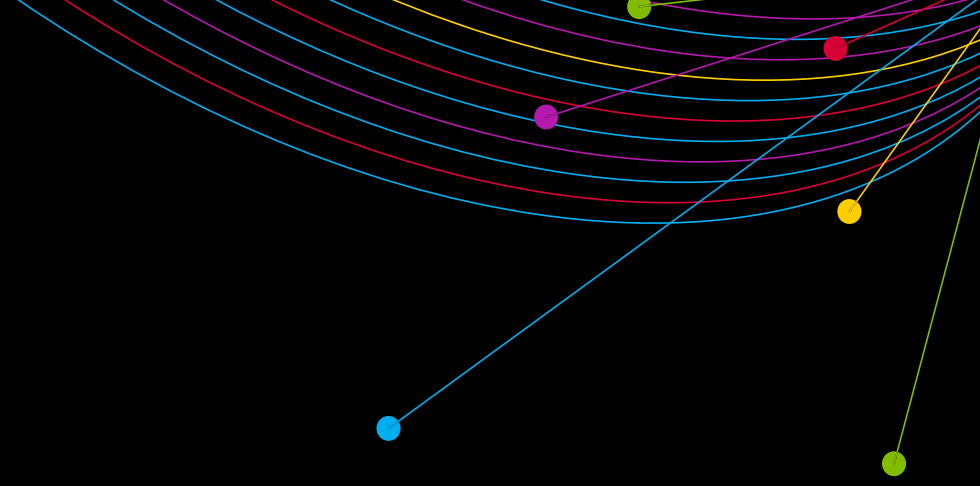
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