

MarketBreak Samples

- **National** - Nielsen's current "National" sample including NPM and Set Meter homes (effective Dec 28, 2015); historical data for the National sample prior to 12/28/15 is based off NPM only homes. The transition to the expanded sample is seamless and does not require additional selections.
- **Hispanic** – Nielsen's current "Hispanic" sample including NPM Hispanic subsample and Hispanic Set Meter homes (effective Dec 28, 2015); historical data for the Hispanic subsample prior to 12/28/15 is based off NPM only Hispanic homes. The transition to the expanded sample is seamless and does not require additional selections. *A Hispanic HH crediting to Hispanic sample is defined as HOH Origin = Hispanic.*
- **NPX National** – NPX data (impact data) prior to Dec 28, 2015. Includes NPM and Set Meter homes for parallel comparison to National sample which was NPM only homes prior to 12/28/15. These data are delivered after the production Live+7 schedule and do not contain reprocessing.
- **NPX Hispanic** – NPX Hispanic data (impact data) prior to Dec 28, 2015. Includes Hispanic NPM and Hispanic Set Meter homes for parallel comparison to National Hispanic subsample which was NPM only Hispanic homes prior to 12/28/15. These data are delivered after the production Live+7 schedule and do not contain reprocessing. *A Hispanic HH crediting to Hispanic sample is defined as HOH Origin = Hispanic.*
- **Out of Home National***– National sample that includes NPM/LPM/Set Meter TV in home and Nielsen Audio PPM Out of Home TV viewing. The data for this sample is released weekly and began on 8/29/16. ***subscription**
- **Out of Home Hispanic***– Hispanic sample that includes NPM/LPM/Set Meter TV in home Hispanic subsample and Nielsen Audio PPM Out of Home TV Hispanic subsample viewing. The data for this sample is released weekly and began on 8/29/16. ***subscription**