



NPOWER

AUDIENCE COMPOSITION

2014

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AN UNCOMMON SENSE
OF THE CONSUMER™

NPOWER: AUDIENCE COMPOSITION

DETERMINE THE PERCENTAGE OF AUDIENCE THAT FALLS INTO A CERTAIN DEMOGRAPHIC OR MARKET BREAK

REPORTS TO RUN

Unification and Segmentation for the desired audience composition program or time period.

HOW TO RUN

- Run Unification for the measurement interval applicable to your Segmentation Report.
- Build your Segmentation Report.
 - If you're interested in total audience composition, use a Number of Minutes Segmentation and set your Duration – Number of Minutes to 1.
 - When selecting a Segmentation Demographic and a Segmentation Market Break, seen in yellow below, make one broad selection in both areas. For instance, pick Adults 18+ as your demographic, if your goal is to further analyze the age breakout of your 18+ viewers.
 - After selecting a Segmentation Demographic and a Segmentation Market Break, make more specific selections in the Profile Demographic and Profile Market Break areas, seen in pink below. Pick non-overlapping demographic breaks if you want all of the segments to equal 100%, for instance 18-34, 35-54, 55+. The same can be done with markets breaks.

Segmentation*

Select Segmentation

Build Segmentation By

Single Segmentation **Duration - Number of Minutes** Segmentation Label (Optional)

Program Selection Reporting Levels Include Market Breaks in Label

Originator Total Minutes

1 Minute(s)

Specification Definition (Number of Minutes Program Segmentation)

Report Name: Shared?

* Denotes required filter criteria

<p>Sample*</p> <p>National</p>	<p>Viewing Type*</p> <p>Most Current</p>	<p>Playback Period and Media Source*</p> <p>Live+7 Days (+168 Hours) TV</p>	<p>Unified Sample*</p> <p>March 2011 with 75 Unification, 20</p>
<p>Measurement Interval*</p> <p>02/28/2011 - 03/27/2011</p>	<p>Programs*</p> <p>Program Selection 1</p>	<p>Segmentation*</p> <p>Build Segmentation By</p> <p>Duration - Number of Minutes</p>	<p>Segmentation Demographics</p> <p>Persons 18+</p>
<p>Segmentation Market Breaks</p> <p>Composite</p>	<p>Custom Coverage Areas</p> <p>* Total U.S. is default</p>	<p>Profile Demographics</p> <p>Persons 18 - 34</p> <p>Persons 35 - 54</p> <p>Persons 55+</p>	<p>Profile Market Breaks</p> <p>HH Income - Less than \$20K</p> <p>HH Income = \$20K-\$50K</p> <p>HH Income = \$50K+</p>

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REPORT RESULTS

Segmentation Name	Market Break	Demographic	Segment	Profile Tuning Distribution %	Profile Distribution %	Segment Avg Telecasts Tuned	Segment Average Minutes Per Telecast Tuned	Segment Households/Persons
Persons 18+ (Viewers of Program)	HH Income - Less than \$20K	Persons 18+	All Viewers	12.12	10.90	9.08	26.43	2,420
Persons 18+ (Viewers of Program)	HH Income = \$20K-\$50K	Persons 18+	All Viewers	31.34	30.78	8.48	25.91	7,211
Persons 18+ (Viewers of Program)	HH Income = \$50K+	Persons 18+	All Viewers	56.55	58.32	8.10	25.83	15,622
Persons 18+ (Viewers of Program)	Composite	Persons 18+	All Viewers	100.00	100.00	8.33	25.93	25,253

INTERPRET YOUR REPORT

- View the **Profile** tab of your Segmentation report to see the Profile Demographics and/or Market Breaks.
- In the **All Viewers** Segment, you see what percent of audience falls into each income break as Profile Market Breaks.
- Audience Composition is the **Profile Distribution %** column, which is read:
58.32% of All Viewers to this program are P18+ with a Household Income of \$50K+.
- **Profile Tuning Distribution %** is the percent of Tuning coming from that Demographic/Market Break.
56.55% of the tuning to this program came from P18+ with a Household Income of \$50K+. This differs from the percent distribution, which is dealing with the percent of the audience, or audience composition.
- Keep an eye on the **Segment Households/Persons** to make sure you have an adequate sample size.

INSTRUCTOR-LED CLASSES

If you're interested in learning more about Segmentation Reports, please attend our Segmentation 101 and 201 courses by registering for them on the [NPOWER learning page](#).

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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