

NPOWER 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.*
- **NPM Only National** - NPM/LPM only homes ("reverse impact" data excludes Set Meter homes) for a parallel comparison to National sample from 12/28/15 - 12/25/16. This data is delivered weekly after the production Live+7 schedule and does not contain reprocessing. The sample contains data for the NPM & LPM homes only. The reverse impact data will only be available in NPOWER. *Please note the methodology difference from the NPM ratings that were the currency prior to December 28 is that this data includes the use of Viewer Assignment to address the Unidentified Audience condition in People Meter viewership.
- **NPM Only Hispanic** - Hispanic NPM/LPM only homes ("reverse impact" data excludes Hispanic Set Meter homes) for a parallel comparison to National Hispanic subsample from 12/28/15 - 12/25/16. This data is delivered after the production Live+7 schedule and does not contain reprocessing. The sample contains data for the NPM & LPM homes only. The reverse impact data will only be available in NPOWER. *A Hispanic HH crediting to Hispanic sample is defined as HOH Origin = Hispanic.* *Please note the methodology difference from the NPM ratings that were the currency prior to December 28 is that this data includes the use of Viewer Assignment to address the Unidentified Audience condition in People Meter viewership.
- **Cross-Platform Homes*** - The measurement of the National TV and PC/Computer (NPM & LPM) homes that projects to the Total US TV HHLd with PC & Internet universe. The Convergence Research Panel (May 2008 - November 2009) and Cross-Platform Homes (beginning December 2009) Internet data are also available on a subscription basis. *subscription
- **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