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Boolean operators are used to narrow the scope of your report request in order to view specific information. Boolean logic allows users to create their own statements using **AND**, **OR**, and **NOT**.

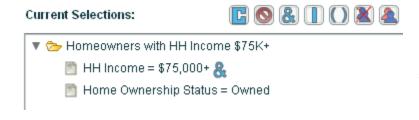From left to right, the icons are: **Combine**, **Not**, **And**, **Or**, **Parenthesis**

Boolean operators are available on the following pages:
Measurement Interval, **Demographics**, **Market Breaks** and **Custom Coverage Areas**

Example: You want to include people with an income greater than $75K who own a home.

• From the market breaks selection tab, select the market breaks needed in your combination.
• From the Current Selections list, highlight the criteria you are comparing and then click the Combine icon.
• Name your combination.
• From the Current Selections list, click the arrow to expand the folder to view your selections.

Current Selections:

▼ 📂 Homeowners with HH Income $75K+
　　📄 HH Income = $75,000+ &
　　📄 Home Ownership Status = Owned

When Combine is used, the default relationship is **OR**. To change the default **OR** logic, click the row you want to change, and select the proper logic, in this case, **AND**.

Another method to create **AND** logic is to highlight the items you want to combine, right-click, and select **Cross Selected**.

Current Selections:

▶ 📁 HH Income = $75,000+
▶ 📁 Home Ownership Status = Owned

Combine
Cross
Cross Selected

Cross Selected result:

Current Selections:

▼ 📂 Crossed Home Ownership Status = Owned AND HH Income = $75,000+
　▼ 📂 () &
　　　📄 HH Income = $75,000+
　▼ 📂 ()
　　　📄 Home Ownership Status = Owned

For more information on Boolean Logic, visit NPOWER Online Help, and search for **Boolean Logic**.

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.

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