

National TV Toolbox Market Breaks and Demographics Re-Labeling

In National TV Toolbox (NPOWER and MarketBreaks), we are relabeling select Market Sections, Market Breaks, and Optional Person Characteristics within the Respondent Demographics page in order to make them more uniform in format. The basic format will be Market Section name = Market Break name = Qualifier (yes/no/etc.). Details are included in this document.

The screenshot shows the Nielsen National TV Toolbox interface. At the top left is the Nielsen logo and the text "National TV Toolbox". The navigation bar includes "Home", "Options", "Help", and "Admin". The user is logged in as "Ashley Jahren". The main area is titled "Specification Definition (Ratings Analysis Program Report)".

Below the title, there is a "Report Name:" field with "Save", "Submit", and "Shared?" buttons. A note states "* Denotes required filter criteria".

The interface is divided into several sections, each with a dropdown menu and a "Print" icon:

- Sample***: Currently set to "National".
- Viewing Type***: Currently set to "Most Current".
- Playback Period and Media Source***: Empty.
- Measurement Interval***: Empty.
- Programs***: Empty.
- Statistics***: Includes "Standard", "Commercial", and "Advanced". A note below says "* Including PSAs or National Promo Time ma".
- Report Segment***: Empty. A note below says "* Report Segment selections without a daypa".
- Program Details**: Empty.
- Respondent Demographics**: Highlighted in yellow. A note below says "* Household is Default".
- Market Breaks***: Highlighted in yellow. Includes "Composite". A note below says "* Total U.S. is default".
- Custom Coverage Areas**: Empty. A note below says "* A Statistic is available only once as a select".
- Ranking**: Empty.
- Format**: Empty. A note below says "* Ranking & Flex Formatting can not be run t".

Market Breaks Page

Market Sections

Market Breaks

Asian Household	Beverage Usage Bottled Water Usage = Nc
Beverage Usage	Beverage Usage Bottled Water Usage = Ur
Cable Status	Beverage Usage Bottled Water Usage = Ye
College Student Away	Beverage Usage Coffee or Tea = Nc
Composite	Beverage Usage Coffee or Tea = Ur
County Size	Beverage Usage Coffee or Tea = Ye:
DMA Rank	Beverage Usage Soft Drinks = Nc

Respondent Demographics Page

Select Respondent Demographics

Gender **Age Range:** **Optional Person Characteristics** Segmentation Characteristics Custom Characteristics

Persons 2
 Females 99
 Males
 Household

Lady of Household Language Spoken Number of Years Spent in the United States Occupation Origin Race Women W/ Presence of Children Working Status Working Women	Number of Years Spent in the United States = 10 to 15 Years Number of Years Spent in the United States = 15 to 20 Years Number of Years Spent in the United States = 5 to 10 Years Number of Years Spent in the United States = Born in the USA Number of Years Spent in the United States = Less than 5 Years Number of Years Spent in the United States = Over 20 Years Number of Years Spent in the United States = Unknown
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National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Market Section: Asian Household			Key for Changes
Asian Household	Asian Household	Indicates if stated race of the Head of Household is Asian or Pacific Islander.	Change made
Non-Asian Household	Non-Asian Household		No Change
Market Section: Beverage Usage			Retire
Beverage Usage Bottled Water Usage = No	Beverage Usage = Bottled Water = No	Indicates if a bottled water purchase was made by the household in the last three months.	
Beverage Usage Bottled Water Usage = Un	Beverage Usage = Bottled Water = Un		
Beverage Usage Bottled Water Usage = Yes	Beverage Usage = Bottled Water = Yes		
Beverage Usage Coffee or Tea = No	Beverage Usage = Coffee or Tea = No	Indicates if a purchase of coffee or tea was made by the household in the last three months.	
Beverage Usage Coffee or Tea = Un	Beverage Usage = Coffee or Tea = Un		
Beverage Usage Coffee or Tea = Yes	Beverage Usage = Coffee or Tea = Yes		
Beverage Usage Soft Drinks = No	Beverage Usage = Soft Drinks = No	Indicates if a purchase of soft drinks was made by the household in the last three months.	
Beverage Usage Soft Drinks = Un	Beverage Usage = Soft Drinks = Un		
Beverage Usage Soft Drinks = Yes	Beverage Usage = Soft Drinks = Yes		
Beverage Usage Table Wine = No	Beverage Usage = Table Wine = No	Indicates if a purchase of table wine was made by the household in the last three months.	
Beverage Usage Table Wine = Un	Beverage Usage = Table Wine = Un		
Beverage Usage Table Wine = Yes	Beverage Usage = Table Wine = Yes		
Market Section: Cable Status			
Cable Status ADS = No	Cable Status = ADS = No	The technology included in alternate delivery sources are satellite (Cband), DBS (KU-band), SMATV(master antennae), and MDS (includes multi-channel multi-point and multi-point distribution service).	
Cable Status ADS = Yes	Cable Status = ADS = Yes		
Cable Status = Alt Delivery Without Pay or Wired Cable	Cable Status = ADS w/o Pay or Wired Cable	Includes households that receive cable channels via MDS (multidistribution and wireless cable), DBS (direct broadcast satellite), Satellite, or Master Antenna. This break reports on cable receivability only. Pay service options are not included.	
Broadband Only Household = No	Cable Status = Broadband Only HHL = No	Effective September 2012, the Nielsen national definition of a TV household was expanded to include Broadband-Only TV Homes in addition to the current TV homes, which include one or more television sets able to receive a TV signal via over-the-air, cable, satellite, or Telco.	Moved from the Household Television Definition market section
Broadband Only Household = Yes	Cable Status = Broadband Only HHL = Yes		Moved from the Household Television Definition market section
Cable Status Broadcast Only	Cable Status = Broadcast Only	The household receives broadcast channels only, for example, not wired for cable, no alternate delivery sources, and therefore no pay channels	
Cable Status = Cable Plus	Cable Status = Cable Plus		Retire duplicate: Duplicate of Cable Status = Cable Plus = Yes
Cable Status Cable Plus = No	Cable Status = Cable Plus = No	Based on a household's ability to receive cable channels via a wire to the home from a cable headend located in the community or via any other alternate delivery source such as C-Band Satellite Dish, Direct Broadcast Satellite (DBS) TV systems, Wireless Cable, and so forth.	
Cable Status = Cable Plus = Yes	Cable Status = Cable Plus = Yes		
Cable Status = Cable Plus Excluding BBO = No	Cable Status = Cable Plus Excluding BBO = No		Any cable households and excludes broadband-only households.
Cable Status = Cable Plus Excluding BBO = Yes	Cable Status = Cable Plus Excluding BBO = Yes		
Cable Status Cable Plus with Pay = No	Cable Status = Cable Plus w/ Pay = No	The household receives cable through a local cable headend (for example, the home is "wired"	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Cable Status = Cable Plus with Pay = Yes	Cable Status = Cable Plus w/ Pay = Yes	cable headend (for example, the home is "wired" for cable) or via some other form of alternate delivery and the household receives pay channels for which the cable supplier normally charges an extra premium, for example, HBO, Showtime, Cinemax, and so forth.	
Cable Status DBS = No	Cable Status = DBS = No		Indicates the ability to receive direct broadcast satellite signals.
Cable Status DBS = Un	Cable Status = DBS = Un		
Cable Status DBS = Yes	Cable Status = DBS = Yes		
Cable Status MDS = No	Cable Status = MDS = No	Indicates the ability to receive MDS.	
Cable Status MDS = Un	Cable Status = MDS = Un		
Cable Status MDS = Yes	Cable Status = MDS = Yes		
Cable Status Households with Cable Services via Advance Newhouse	Cable Status = MVPD - Advance Newhouse Comm (Pre Dec 2016) = No - SUBSCRIPTION	Indicates whether the household has a cable service via the MVPD listed.	Change in Company (Charter)
Cable Status Households with Cable Services via Advance Newhouse	Cable Status = MVPD - Advance Newhouse Comm (Pre Dec 2016) = Yes - SUBSCRIPTION		Change in Company (Charter)
Cable Status Households with Cable Services via AT&T = No - SUBSCR	Cable Status = MVPD - AT&T = No - SUBSCRIPTION		
Cable Status Households with Cable Services via AT&T = Yes - SUBSCR	Cable Status = MVPD - AT&T = Yes - SUBSCRIPTION		
Cable Status Households with Cable Services via Cablevision = No - SU	Cable Status = MVPD - Cablevision = No - SUBSCRIPTION		
Cable Status Households with Cable Services via Cablevision = Yes - S	Cable Status = MVPD - Cablevision = Yes - SUBSCRIPTION		
Cable Status Households with Cable Services via Charter Comm = No	Cable Status = MVPD - Charter Comm = No - SUBSCRIPTION		
Cable Status Households with Cable Services via Charter Comm = Yes	Cable Status = MVPD - Charter Comm = Yes - SUBSCRIPTION		
Cable Status Households with Cable Services via Comcast = No - SUBS	Cable Status = MVPD - Comcast = No - SUBSCRIPTION		
Cable Status Households with Cable Services via Comcast = Yes - SUB	Cable Status = MVPD - Comcast = Yes - SUBSCRIPTION		
Cable Status Households with Cable Services via Cox Cable Comm = N	Cable Status = MVPD - Cox Cable Comm = No - SUBSCRIPTION		
Cable Status Households with Cable Services via Cox Cable Comm = Y	Cable Status = MVPD - Cox Cable Comm = Yes - SUBSCRIPTION		
Cable Status Households with Cable Services via DirecTV = No - SUBS	Cable Status = MVPD - DirecTV = No - SUBSCRIPTION		
Cable Status Households with Cable Services via DirecTV = Yes - SUBS	Cable Status = MVPD - DirecTV = Yes - SUBSCRIPTION		
Cable Status Households with Cable Services via Dish Network = No -	Cable Status = MVPD - Dish Network = No - SUBSCRIPTION		
Cable Status Households with Cable Services via Dish Network = Yes -	Cable Status = MVPD - Dish Network = Yes - SUBSCRIPTION		
Households with Cable Services via Telco = No	Cable Status = MVPD - Telco = No		
Households with Cable Services via Telco = Yes	Cable Status = MVPD - Telco = Yes		
Cable Status Households with Cable Services via Time Warner Inc = N	Cable Status = MVPD - Time Warner Inc (Pre Jan 2017) = No - SUBSCRIPTION		Change in Company (Charter)
Cable Status Households with Cable Services via Time Warner Inc = Y	Cable Status = MVPD - Time Warner Inc (Pre Jan 2017) = Yes - SUBSCRIPTION		Change in Company (Charter)
Cable Status Households with Cable Services via Verizon = No - SUBS	Cable Status = MVPD - Verizon = No - SUBSCRIPTION		
Cable Status Households with Cable Services via Verizon = Yes - SUBS	Cable Status = MVPD - Verizon = Yes - SUBSCRIPTION		
Cable Status Pay Cable = No	Cable Status = Pay Cable = No	An additional monthly charge paid by a cable subscriber for any number of program services above the basic cable service.	
Cable Status Pay Cable = Un	Cable Status = Pay Cable = Un		
Cable Status Pay Cable = Yes	Cable Status = Pay Cable = Yes		
Cable Status = Pay TV W/O Wired Cable	Cable Status = Pay TV w/o Wired Cable	The household is not wired for cable but receives pay channels; for example, HBO, Showtime, Cinemax, and so forth.	
Cable Status Satellite = No	Cable Status = Satellite = No		Indicates the ability to receive satellite signals from the larger, legacy satellite dishes.
Cable Status Satellite = Un	Cable Status = Satellite = Un		
Cable Status Satellite = Yes	Cable Status = Satellite = Yes		
Cable Status SMATV = No	Cable Status = SMATV = No	Indicates the presence of a master antenna.	
Cable Status SMATV = Un	Cable Status = SMATV = Un		
Cable Status SMATV = Yes	Cable Status = SMATV = Yes		
Cable Status Wired Cable = No	Cable Status = Wired Cable = No	The household is wired for cable. For example, it receives cable via a wire to the home from a	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Cable Status Wired Cable = Yes	Cable Status = Wired Cable = Yes	receives cable via a wire to the home from a cable headend located in the community. If a home is "wired" to receive cable channels on any TV set in the home, then the home is considered a "wired" cable home.	
Cable Status = Wired Cable W/ Pay	Cable Status = Wired Cable w/ Pay	The household is wired for cable and the household receives pay channels; for example, HBO, Showtime, Cinemax, and so forth.	
Cable Status = Wired Cable W/O Pay	Cable Status = Wired Cable w/o Pay	The household is wired for cable but does not receive pay channels; for example, HBO, Showtime, Cinemax, and so forth.	
Cable Status Wired Digital Cable = No	Cable Status = Wired Digital Cable = No	The household is equipped to receive digital cable.	
Cable Status Wired Digital Cable = Un	Cable Status = Wired Digital Cable = Un		
Cable Status Wired Digital Cable = Yes	Cable Status = Wired Digital Cable = Yes		
Cable Status Wired Digital Cable with Pay = No	Cable Status = Wired Digital Cable w/ Pay = No	The household is equipped to receive digital cable and the household receives pay channels, for example, HBO, Showtime, Cinemax, and so forth.	
Cable Status Wired Digital Cable with Pay = Un	Cable Status = Wired Digital Cable w/ Pay = Un		
Cable Status Wired Digital Cable with Pay = Yes	Cable Status = Wired Digital Cable w/ Pay = Yes		
Cable Status Wired Digital Cable without Pay = No	Cable Status = Wired Digital Cable w/o Pay = No	The household is equipped to receive digital cable but does not receive pay channels, for example, HBO, Showtime, Cinemax, and so forth.	
Cable Status Wired Digital Cable without Pay = Un	Cable Status = Wired Digital Cable w/o Pay = Un		
Cable Status Wired Digital Cable without Pay = Yes	Cable Status = Wired Digital Cable w/o Pay = Yes		
NHTI Cable Status = Cable Plus	NHTI Cable Status = Cable Plus		Retire duplicate: Duplicate of NHTI Cable Status = Cable Plus = Yes
NHTI Cable Status Cable Plus = Yes	NHTI Cable Status = Cable Plus = Yes	Based on a household's ability to receive cable channels via a wire to the home from a cable headend located in the community or via any other alternate delivery source such as C-Band Satellite Dish, Direct Broadcast Satellite (DBS) TV systems, Wireless Cable, and so forth.	
NHTI Cable Status Cable Plus with Pay = No	NHTI Cable Status = Cable Plus w/ Pay = No	The household receives cable through a local cable headend (for example, the home is "wired" for cable) or via some other form of alternate delivery and the household receives pay channels for which the cable supplier normally charges an extra premium, for example, HBO, Showtime, Cinemax, and so forth.	
NHTI Cable Status Cable Plus with Pay = Yes	NHTI Cable Status = Cable Plus w/ Pay = Yes		
Market Section: College Student			
College Student Away = Yes	College Student Away = Yes	National households who have at least one household member that lives away while attending a higher education facility within the United States.	
College Student Away = No	College Student Away = No		
Market Section: Composite			
Composite	Composite	The total number of television households within a coverage area. When reporting market breaks, the individual market breaks within a section that are mutually exclusive can sum to total composite. For example, within the market section of County Size, the market breaks of County Size A, County Size B, County Size C, and County Size D would sum to total composite.	
Market Section: County Size			
County Size = A	County Size = A	Based on the population and metropolitan location of the county in which the household is located. The four county size groups are defined as follows: • A - All counties belonging, as	
County Size = B	County Size = B		
County Size = C	County Size = C		
County Size = D	County Size = D		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes	
NHTI County Size = C & D	County Size = C & D	<ul style="list-style-type: none"> • A - All counties belonging, as of June 30, 1999, to the largest metropolitan areas, which together account for 40% of U.S. households according to the 2000 Census. • B - All counties in the next largest set of metropolitan areas which together account for 30% of U.S. 		
Market Section: DMA Rank				
DMA Rank = 1-10	DMA Rank = 1-10	The rank (based on number of TV households) of the DMA (designated market area) to which the household's state/county is assigned.		
DMA Rank = 11-25	DMA Rank = 11-25			
DMA Rank = 26-49	DMA Rank = 26-49			
DMA Rank = 50+	DMA Rank = 50+			
DMA Rank = 100+	DMA Rank = 100+			
Market Section: DVD Owner				
DVD Owner = No	DVD Owner = No	Based on whether the household has a digital video disk player.		
DVD Owner = Un	DVD Owner = Un			
DVD Owner = Yes	DVD Owner = Yes			
Market Section: DVR Household				
Non-DVR Household	DVR Household = No	A household that has a device (Digital Video Recorder) that enables the user to watch, pause, playback, and/or record live television.		
DVR Household	DVR Household = Yes			
Old Market Section: HH Income Individual Amounts				
New Market Section: HHLD Income Individual Amounts				
HH Income Individual Amounts - Less than \$10K	HHLD Income Individual Amounts = Less than \$10K	The annual household income in thousands. Household income includes the income of all household members, rounded to the nearest thousand. Note Effective 4/2/2007, reporting of ALL household incomes values, including historical, will use the midpoint value of household income range.		
Old Market Section: HH Income				
New Market Section: HHLD Income				
HH Income < \$10,000	HHLD Income < \$10,000	An interpretation of the income range of a household that ranges from <10K to 125K+. Household income ranges include the income of all household members rounded to the nearest thousand. Note Effective 4/2/2007, reporting of ALL household income values, including historical, will use the midpoint value of the household income range.		
HH Income < \$20,000	HHLD Income < \$20,000			
HH Income = \$100,000+	HHLD Income = \$100,000+			
HH Income = \$125,000+	HHLD Income = \$125,000+			
HH Income = \$20,000-29,999	HHLD Income = \$20,000-29,999			
HH Income = \$30,000-39,999	HHLD Income = \$30,000-39,999			
HH Income = \$40,000-49,999	HHLD Income = \$40,000-49,999			
HH Income = \$40,000+	HHLD Income = \$40,000+			
HH Income = \$50,000-59,999	HHLD Income = \$50,000-59,999			
HH Income = \$50,000+	HHLD Income = \$50,000+			
HH Income = \$60,000-74,999	HHLD Income = \$60,000-74,999			
HH Income = \$60,000+	HHLD Income = \$60,000+			
HH Income = \$75,000-99,999	HHLD Income = \$75,000-99,999			
HH Income = \$75,000+	HHLD Income = \$75,000+			
HH Income = Multiple Income	HHLD Income = Multiple Income		An interpretation of the number of incomes attributed	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HH Income = Single Income	HHLD Income = Single Income	attribute.	
HH Income Non Working = Yes	HHLD Income = Working = No	Indicates whether anyone in the household is working.	
HH Income Non Working = No	HHLD Income = Working = Yes		
NHTI HH Income < \$20,000	NHTI HHLD Income < \$20,000	An Interpretation of the income range of a household that ranges from <20K to 50K+. Household income ranges include the income of all household members rounded to the nearest thousand.	Retire duplicate: Duplicate of HH Income < \$20,000
NHTI HH Income = \$50,000+	NHTI HHLD Income = \$50,000+		Retire duplicate: Duplicate of HH Income = \$50,000+
Old Market Section: Number of Panelist Owner PCs Used for Work			
New Market Section: HHLD Owned PCs Used for Work			
Number Of Panelist Owner PCs Used For Work = 1	HHLD Owned PCs Used for Work = 1	Total number of operable work computers in a household. Panelist owns the PC and uses it for work.	
Number Of Panelist Owner PCs Used For Work = 2	HHLD Owned PCs Used for Work = 2		
Number Of Panelist Owner PCs Used For Work = 3	HHLD Owned PCs Used for Work = 3		
Number Of Panelist Owner PCs Used For Work = 4+	HHLD Owned PCs Used for Work = 4+		
Old Market Section: HH Size			
New Market Section: HHLD Size			
HH Size = 1	HHLD Size = 1	Based on the number of people living in the household. This count includes all household members including those not related to the head of house. To be a household member, a person must consider the household to be his/her primary residence. The Nielsen Company determines household members based on the same criteria as the US Census Bureau except for the treatment of boarders. Visitors are excluded. All children, including those less than 2, are included Note: (1) Boarders with a TV set who agree to have their TV set metered with Nielsen's equipment and (2) boarders without a TV set are both considered as household members (this matches the US Census). Boarders with a TV set that do not allow Nielsen to meter the set are excluded.	
HH Size = 2	HHLD Size = 2		
HH Size = 3	HHLD Size = 3		
HH Size = 4+	HHLD Size = 4+		
Old Market Section: HH Size, HOH Age			
New Market Section: HHLD Size, HOH Age			
HH Size 1-2, HOH <50	HHLD Size, HOH Age = Size 1-2, Age <50	Based on the number of people living in the household and the age of the person declared to be the head of the house.	
HH Size 1-2, HOH 50+	HHLD Size, HOH Age = Size 1-2, Age 50+		
HH Size 3+, HOH <50	HHLD Size, HOH Age = Size 3+, Age <50		
HH Size 3+, HOH 50+	HHLD Size, HOH Age = Size 3+, Age 50+		
Old Market Section: HHLD with 1 or more Computer or PC			
New Market Section: HHLD w/ Computers			
HHLD with 1 or more Computer = 1	HHLD w/ Computers = 1	A television household that has one or more operable laptop or desktop computers.	
HHLD with 1 or more Computer = 2	HHLD w/ Computers = 2		
HHLD with 1 or more Computer = 3	HHLD w/ Computers = 3		
HHLD with 1 or more Computer = 4+	HHLD w/ Computers = 4+		
HHLD with 1 or more Computer = Any	HHLD w/ Computers = Any		
HHLD with 1 or more Computer - Desktop = 1	HHLD w/ Computers = Desktop = 1		
HHLD with 1 or more Computer - Desktop = 2	HHLD w/ Computers = Desktop = 2		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HHLd with 1 or more Computer - Desktop = 3	HHLd w/ Computers = Desktop = 3		
HHLd with 1 or more Computer - Desktop = 4+	HHLd w/ Computers = Desktop = 4+		
HHLd with 1 or more Computer - Desktop = Any	HHLd w/ Computers = Desktop = Any		
HHLd with 1 or more Computer - Laptop = 1	HHLd w/ Computers = Laptop = 1		
HHLd with 1 or more Computer - Laptop = 2	HHLd w/ Computers = Laptop = 2		
HHLd with 1 or more Computer - Laptop = 3	HHLd w/ Computers = Laptop = 3		
HHLd with 1 or more Computer - Laptop = 4+	HHLd w/ Computers = Laptop = 4+		
HHLd with 1 or more Computer - Laptop = Any	HHLd w/ Computers = Laptop = Any		
HHLd with 1 or more Computer - Mac OS = 1	HHLd w/ Computers = Mac OS = 1		
HHLd with 1 or more Computer - Mac OS = 2	HHLd w/ Computers = Mac OS = 2		
HHLd with 1 or more Computer - Mac OS = 3	HHLd w/ Computers = Mac OS = 3		
HHLd with 1 or more Computer - Mac OS = 4+	HHLd w/ Computers = Mac OS = 4+		
HHLd with 1 or more Computer - Mac OS = Any	HHLd w/ Computers = Mac OS = Any		
HHLd with 1 or more Computer - Other OS = 1	HHLd w/ Computers = Other OS = 1		
HHLd with 1 or more Computer - Other OS = 2	HHLd w/ Computers = Other OS = 2		
HHLd with 1 or more Computer - Other OS = 3	HHLd w/ Computers = Other OS = 3		
HHLd with 1 or more Computer - Other OS = 4+	HHLd w/ Computers = Other OS = 4+		
HHLd with 1 or more Computer - Other OS = Any	HHLd w/ Computers = Other OS = Any		
HHLd with 1 or more Computer - Windows OS = 1	HHLd w/ Computers = Windows OS = 1		
HHLd with 1 or more Computer - Windows OS = 2	HHLd w/ Computers = Windows OS = 2		
HHLd with 1 or more Computer - Windows OS = 3	HHLd w/ Computers = Windows OS = 3		
HHLd with 1 or more Computer - Windows OS = 4+	HHLd w/ Computers = Windows OS = 4+		
HHLd with 1 or more Computer - Windows OS = Any	HHLd w/ Computers = Windows OS = Any		
Old Market Section: HHLd with Internet Connected Device			
New Market Section: HHLd w/ Internet Connected Device			
HHLd with Amazon Fire TV = No - SUBSCRIPTION	HHLd w/ Amazon Fire TV = No - SUBSCRIPTION	Household with at least one active Amazon Fire Internet Capable Device.	
HHLd with Amazon Fire TV = Yes - SUBSCRIPTION	HHLd w/ Amazon Fire TV = Yes - SUBSCRIPTION		
HHLd with Apple TV = No - SUBSCRIPTION	HHLd w/ Apple TV = No - SUBSCRIPTION	Household with at least one active Apple TV Internet Capable Device.	
HHLd with Apple TV = Yes - SUBSCRIPTION	HHLd w/ Apple TV = Yes - SUBSCRIPTION		
HHLd with Enabled Internet Connected Device = Any	HHLd w/ Enabled Internet Connected Device = Any	A household with at least 1 active Enabled Internet Connected Device, including Other category.	
HHLd with Enabled Internet Connected Device = None	HHLd w/ Enabled Internet Connected Device = None		
HHLd with Google Chromecast = No - SUBSCRIPTION	HHLd w/ Google Chromecast = No - SUBSCRIPTION	Household with at least one active Google Chromecast Internet Capable Device.	
HHLd with Google Chromecast = Yes - SUBSCRIPTION	HHLd w/ Google Chromecast = Yes - SUBSCRIPTION		
HHLd with Internet Connected Device = Any	HHLd w/ Internet Connected Device = Any	A household with at least 1 active Internet Connected Device, including Other category.	
HHLd with Internet Connected Device = None	HHLd w/ Internet Connected Device = None		
HHLd with Internet Enabled Amazon Fire TV = No - SUBSCRIPTION	HHLd w/ Internet Enabled Amazon Fire TV = No - SUBSCRIPTION	Household with at least one active Amazon Fire Internet Enabled Device.	
HHLd with Internet Enabled Amazon Fire TV = Yes - SUBSCRIPTION	HHLd w/ Internet Enabled Amazon Fire TV = Yes - SUBSCRIPTION		
HHLd with Internet Enabled Apple TV = No - SUBSCRIPTION	HHLd w/ Internet Enabled Apple TV = No - SUBSCRIPTION	Household with at least one active Apple TV Internet Enabled Device.	
HHLd with Internet Enabled Apple TV = Yes - SUBSCRIPTION	HHLd w/ Internet Enabled Apple TV = Yes - SUBSCRIPTION		
HHLd with Internet Enabled Google Chromecast = No - SUBSCRIPTION	HHLd w/ Internet Enabled Google Chromecast = No - SUBSCRIPTION	Household with at least one active Google Chromecast Internet Enabled Device.	
HHLd with Internet Enabled Google Chromecast = Yes - SUBSCRIPTION	HHLd w/ Internet Enabled Google Chromecast = Yes - SUBSCRIPTION		
HHLd with Internet Enabled Roku = No - SUBSCRIPTION	HHLd w/ Internet Enabled Roku = No - SUBSCRIPTION	Household with at least one active Roku Internet Enabled Device.	
HHLd with Internet Enabled Roku = Yes - SUBSCRIPTION	HHLd w/ Internet Enabled Roku = Yes - SUBSCRIPTION		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HHLd with Other Enabled Internet Connected Device = No - SUBSCRIPTION	HHLd w/ Other Enabled Internet Connected Device = No - SUBSCRIPTION	Household with at least one active other Internet Capable Device.	
HHLd with Other Enabled Internet Connected Device = Yes - SUBSCRIPTION	HHLd w/ Other Enabled Internet Connected Device = Yes - SUBSCRIPTION		
HHLd with Other Internet Connected Device = No - SUBSCRIPTION	HHLd w/ Other Internet Connected Device = No - SUBSCRIPTION	Household with at least one active Other Internet Connected Device.	
HHLd with Other Internet Connected Device = Yes - SUBSCRIPTION	HHLd w/ Other Internet Connected Device = Yes - SUBSCRIPTION		
HHLd with Roku = No - SUBSCRIPTION	HHLd w/ Roku = No - SUBSCRIPTION	Household with at least one active Roku Internet Capable Device.	
HHLd with Roku = Yes - SUBSCRIPTION	HHLd w/ Roku = Yes - SUBSCRIPTION		
Old Market Section: Presence of Children			
New Market Section: HHLd w/ Persons			
HH W/ Children, Age of Youngest <6	HHLd w/ Persons = Age of Youngest Child <6	Households are classified by the age of the youngest child living as a household member. The children may or may not be related to the head of the house. Note: Household member's age on the Monday of the week that contains the 15th day of their birth month.	
HH W/ Children, Age of Youngest = None	HHLd w/ Persons = Age of Youngest Child = None		
HH W/ Children, Age of Youngest 12-17	HHLd w/ Persons = Age of Youngest Child 12-17		
HH W/ Children, Age of Youngest 6-11	HHLd w/ Persons = Age of Youngest Child 6-11	Household status for whether there are children less than 18 years of age living as household members. The children may or may not be related to the head of the house. Includes households where children are less than 2.	
HH W/ Children = Children	HHLd w/ Persons = Children		
HH W/ Children <2 = Any	HHLd w/ Persons = Children <2 = Any	Based on households where there are children less than 2 years of age living as household members. The children may or may not be related to the head of the house. Note: Household member's age on the Monday of the week that contains the 15th day of their birth month.	
HH W/ Children <2 = None	HHLd w/ Persons = Children <2 = None		
HH W/Children <3 = Any	HHLd w/ Persons = Children <3 = Any	Based on households where there are children less than 3 years of age living as household members. The children may or may not be related to the head of the house. Note: Household member's age on the Monday of the week that contains the 15th day of their birth month.	
HH W/ Children 12-17 = Any	HHLd w/ Persons = Children 12-17 = Any		
HH W/ Children 12-17 = None	HHLd w/ Persons = Children 12-17 = None	Based on households where there are children aged 12 to 17 years living as household members. The children may or may not be related to the head of the house. Note: Household member's age on the Monday of the week that contains the 15th day of their birth month.	
HH W/ Children 2-5 = Any	HHLd w/ Persons = Children 2-5 = Any		
HH W/ Children 2-5 = None	HHLd w/ Persons = Children 2-5 = None	Based on households where there are children aged 2 to 5 years living as household members. The children may or may not be related to the head of the house. Note: Household member's age on the Monday of the week that contains the 15th day of their birth month.	
HH W/ Children 6-11 = Any	HHLd w/ Persons = Children 6-11 = Any		
HH W/ Children 6-11 = None	HHLd w/ Persons = Children 6-11 = None	Based on households where there are children aged 6 to 11 years living as household members. The children may or may not be related to the head of the house. Note: Household member's age on the Monday of the week that contains the 15th day of their birth month.	
HH W/ Children = No Children	HHLd w/ Persons = No Children		
Number of Children = 0	HHLd w/ Persons = Number of Children = 0	The total number of children in the household. All children, including those less than 2, are included	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Number of Children = 1	HHLD w/ Persons = Number of Children = 1	children, including those less than 2, are included.	
Number of Children = 2	HHLD w/ Persons = Number of Children = 2		
Number of Children = 2+	HHLD w/ Persons = Number of Children = 2+		
Number of Children = 3	HHLD w/ Persons = Number of Children = 3		
Number of Children = 4+	HHLD w/ Persons = Number of Children = 4+		
Old Market Section: HHLd with 1 or more Portable Media Player			
New Market Section: HHLd w/ Portable Media Players			
HHLD with 1 or more PMP = 1	HHLD w/ Portable Media Players = 1	A television household that has one or more operable portable media player devices such as iPod Touch.	
HHLD with 1 or more PMP = 2	HHLD w/ Portable Media Players = 2		
HHLD with 1 or more PMP = 3	HHLD w/ Portable Media Players = 3		
HHLD with 1 or more PMP = 4+	HHLD w/ Portable Media Players = 4+		
HHLD with 1 or more PMP = Any	HHLD w/ Portable Media Players = Any		
HHLD with 1 or more PMP - iOS = 1	HHLD w/ Portable Media Players = iOS = 1		
HHLD with 1 or more PMP - iOS = 2	HHLD w/ Portable Media Players = iOS = 2		
HHLD with 1 or more PMP - iOS = 3	HHLD w/ Portable Media Players = iOS = 3		
HHLD with 1 or more PMP - iOS = 4+	HHLD w/ Portable Media Players = iOS = 4+		
HHLD with 1 or more PMP - iOS = Any	HHLD w/ Portable Media Players = iOS = Any		
HHLD with 1 or more PMP - Other OS = 1	HHLD w/ Portable Media Players = Other OS = 1		
HHLD with 1 or more PMP - Other OS = 2	HHLD w/ Portable Media Players = Other OS = 2		
HHLD with 1 or more PMP - Other OS = 3	HHLD w/ Portable Media Players = Other OS = 3		
HHLD with 1 or more PMP - Other OS = 4+	HHLD w/ Portable Media Players = Other OS = 4+		
HHLD with 1 or more PMP - Other OS = Any	HHLD w/ Portable Media Players = Other OS = Any		
Old Market Section: HHLd with Smart TV			
New Market Section: HHLd w/ Smart TV			
HHLD with Internet Enabled Smart TV = No	HHLD w/ Internet Enabled Smart TV = No	A household with at least 1 active Smart TV Internet-Enabled device.	
HHLD with Internet Enabled Smart TV = Yes	HHLD w/ Internet Enabled Smart TV = Yes		
Old Market Section: HHLd with 1 or more SmartPhone			
New Market Section: HHLd w/ Smartphones			
HHLD with 1 or more SmartPhone = 1	HHLD w/ Smartphones = 1	A television household that has one or more operable Smartphone devices.	
HHLD with 1 or more SmartPhone = 2	HHLD w/ Smartphones = 2		
HHLD with 1 or more SmartPhone = 3	HHLD w/ Smartphones = 3		
HHLD with 1 or more SmartPhone = 4+	HHLD w/ Smartphones = 4+		
HHLD with 1 or more SmartPhone = Any	HHLD w/ Smartphones = Any		
HHLD with 1 or more SmartPhone - Android OS = 1	HHLD w/ Smartphones = Android OS = 1		
HHLD with 1 or more SmartPhone - Android OS = 2	HHLD w/ Smartphones = Android OS = 2		
HHLD with 1 or more SmartPhone - Android OS = 3	HHLD w/ Smartphones = Android OS = 3		
HHLD with 1 or more SmartPhone - Android OS = 4+	HHLD w/ Smartphones = Android OS = 4+		
HHLD with 1 or more SmartPhone - Android OS = Any	HHLD w/ Smartphones = Android OS = Any		
HHLD with 1 or more SmartPhone - iOS = 1	HHLD w/ Smartphones = iOS = 1		
HHLD with 1 or more SmartPhone - iOS = 2	HHLD w/ Smartphones = iOS = 2		
HHLD with 1 or more SmartPhone - iOS = 3	HHLD w/ Smartphones = iOS = 3		
HHLD with 1 or more SmartPhone - iOS = 4+	HHLD w/ Smartphones = iOS = 4+		
HHLD with 1 or more SmartPhone - iOS = Any	HHLD w/ Smartphones = iOS = Any		
HHLD with 1 or more SmartPhone - Other OS = 1	HHLD w/ Smartphones = Other OS = 1		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HHLd with 1 or more SmartPhone - Other OS = 2	HHLd w/ Smartphones = Other OS = 2		
HHLd with 1 or more SmartPhone - Other OS = 3	HHLd w/ Smartphones = Other OS = 3		
HHLd with 1 or more SmartPhone - Other OS = 4+	HHLd w/ Smartphones = Other OS = 4+		
HHLd with 1 or more SmartPhone - Other OS = Any	HHLd w/ Smartphones = Other OS = Any		
Old Market Section: HHLd with 1 or more Tablet			
New Market Section: HHLd w/ Tablets			
HHLd with 1 or more Tablet = 1	HHLd w/ Tablets - 1	A television household that has one or more operable tablet devices.	
HHLd with 1 or more Tablet = 2	HHLd w/ Tablets - 2		
HHLd with 1 or more Tablet = 3	HHLd w/ Tablets - 3		
HHLd with 1 or more Tablet = 4+	HHLd w/ Tablets - 4+		
HHLd with 1 or more Tablet = Any	HHLd w/ Tablets - Any		
HHLd with 1 or more Tablet - Android OS = 1	HHLd w/ Tablets = Android OS = 1		
HHLd with 1 or more Tablet - Android OS = 2	HHLd w/ Tablets = Android OS = 2		
HHLd with 1 or more Tablet - Android OS = 3	HHLd w/ Tablets = Android OS = 3		
HHLd with 1 or more Tablet - Android OS = 4+	HHLd w/ Tablets = Android OS = 4+		
HHLd with 1 or more Tablet - Android OS = Any	HHLd w/ Tablets = Android OS = Any		
HHLd with 1 or more Tablet - iOS = 1	HHLd w/ Tablets = iOS = 1		
HHLd with 1 or more Tablet - iOS = 2	HHLd w/ Tablets = iOS = 2		
HHLd with 1 or more Tablet - iOS = 3	HHLd w/ Tablets = iOS = 3		
HHLd with 1 or more Tablet - iOS = 4+	HHLd w/ Tablets = iOS = 4+		
HHLd with 1 or more Tablet - iOS = Any	HHLd w/ Tablets = iOS = Any		
HHLd with 1 or more Tablet - Other OS = 1	HHLd w/ Tablets = Other OS = 1		
HHLd with 1 or more Tablet - Other OS = 2	HHLd w/ Tablets = Other OS = 2		
HHLd with 1 or more Tablet - Other OS = 3	HHLd w/ Tablets = Other OS = 3		
HHLd with 1 or more Tablet - Other OS = 4+	HHLd w/ Tablets = Other OS = 4+		
HHLd with 1 or more Tablet - Other OS = Any	HHLd w/ Tablets = Other OS = Any		
Old Market Section: HHLd with Subscription Video on Demand (SVOD) Service - SUBSCRIPTION			
New Market Section: HHLd with SVOD Service - SUBSCRIPTION			
SVOD Service Amazon Prime = No - SUBSCRIPTION	SVOD Service Amazon Prime = No - SUBSCRIPTION	A household with access to at least one SVOD service: Amazon Prime, Hulu Plus, Netflix, or any of these three services.	
SVOD Service Amazon Prime = Yes - SUBSCRIPTION	SVOD Service Amazon Prime = Yes - SUBSCRIPTION		
SVOD Service Any = No - SUBSCRIPTION	SVOD Service Any = No - SUBSCRIPTION		
SVOD Service Any = Yes - SUBSCRIPTION	SVOD Service Any = Yes - SUBSCRIPTION		
SVOD Service Hulu Plus = No - SUBSCRIPTION	SVOD Service Hulu Plus = No - SUBSCRIPTION		
SVOD Service Hulu Plus = Yes - SUBSCRIPTION	SVOD Service Hulu Plus = Yes - SUBSCRIPTION		
SVOD Service Netflix = No - SUBSCRIPTION	SVOD Service Netflix = No - SUBSCRIPTION		
SVOD Service Netflix = Yes - SUBSCRIPTION	SVOD Service Netflix = Yes - SUBSCRIPTION		
Market Section: High Definition			
High Definition Capable Home = No	High Definition = Capable Home = No	High Definition Capable Home - A home that is equipped with an HD television and HD tuner capable of receiving signals in HD. High Definition Receivable Home - A home that is equipped with an HD television and HD tuner and receives at least one HD network or station. High Definition Display Capable Home - A home that is equipped with an HD television that is capable of displaying high definition content.	
High Definition Capable Home = Yes	High Definition = Capable Home = Yes		
High Definition Capable/Receivable Home = No	High Definition = Capable/Receivable Home = No		
High Definition Capable/Receivable Home = Yes	High Definition = Capable/Receivable Home = Yes		
High Definition TV Display Capable Home = No	High Definition = TV Display Capable Home = No		
High Definition TV Display Capable Home = Yes	High Definition = TV Display Capable Home = Yes		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Market Section: Hisp Orig Cable Status			
Hisp Orig Cable Status = Any Cable	Hisp Orig Cable Status = Any Cable	Households that receive basic cable within households where the HOH is of Hispanic origin.	
Hisp Orig Cable Status Broadcast Only	Hisp Orig Cable Status = Broadcast Only	Households that receive broadcast channels only; for example, not wired for cable, no alternate delivery sources, and therefore no pay channels where the HOH is of Hispanic origin.	
Hisp Orig Cable Status Cable Plus = Yes	Hisp Orig Cable Status = Cable Plus = Yes	Based on a household where the HOH is of Hispanic origin and has the ability to receive cable channels via a wire to the home from a cable headend located in the community or via any other alternate delivery source such as C-Band Satellite Dish, Direct Broadcast Satellite (DBS) TV systems, Wireless Cable, and so forth.	
Hisp Orig Cable Status Cable Plus with Pay = No	Hisp Orig Cable Status = Cable Plus w/ Pay = No	A household, where the HOH is of Hispanic origin, that receives cable through a local cable headend (for example, the home is "wired" for cable) or via some other form of alternate delivery AND the household receives pay channels for which the cable supplier normally charges an extra premium, for example, HBO, Showtime, Cinemax, and so forth.	
Hisp Orig Cable Status Cable Plus with Pay = Yes	Hisp Orig Cable Status = Cable Plus w/ Pay = Yes		
Hisp Orig Cable Status DBS = Yes	Hisp Orig Cable Status = DBS = Yes	Indicates the ability to receive direct broadcast satellite signals in a household where the HOH is of Hispanic origin.	
Hisp Orig Cable Status Pay Cable = Yes	Hisp Orig Cable Status = Pay Cable = Yes	An additional monthly charge paid by a cable subscriber for any number of program services above the basic cable service in a household where the HOH is of Hispanic origin.	
Hisp Orig Cable Status Wired Digital Cable = Yes	Hisp Orig Cable Status = Wired Digital Cable = Yes	A household where the HOH is of Hispanic origin and is equipped to receive digital cable.	
Market Section: Hisp Orig County Size			
Hisp Orig County Size = A	Hisp Orig County Size = A	Based on the population and metropolitan location of the county in which the household where the HOH is of Hispanic origin is located. The four county size groups are defined as follows: <ul style="list-style-type: none"> • A- All counties belonging, as of June 30, 1999, to the largest metropolitan areas, which together account for 40% of U.S. households according to the 2000 census. • B- All counties in the next largest set of metropolitan areas which together account for 30% of U.S. households. • C- All counties in the next largest set of areas - including both metropolitan areas and non-metropolitan counties, which account for 15% of U.S. households • D- All remaining counties. 	
Hisp Orig County Size = B	Hisp Orig County Size = B		
Hisp Orig County Size = C	Hisp Orig County Size = C		
Hisp Orig County Size = D	Hisp Orig County Size = D		
Market Section: Hisp Orig DVD Owner			
Hisp Orig DVD Owner = Yes	Hisp Orig DVD Owner = Yes	Based on whether the household where the HOH is of Hispanic origin has a digital video disk player.	
Market Section: Hisp Orig DVR Household			
Hisp Orig DVR Household	Hisp Orig DVR Household = Yes	A household where the HOH is of Hispanic origin that has a device (Digital Video Recorder) that enables the user to watch, pause, playback, and/or record live television.	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Old Market Section: Hisp Orig HH Income			
New Market Section: Hisp Orig HHL D Income			
Hisp Orig HH Income < \$10,000	Hisp Orig HHL D Income < \$10,000	An Interpretation of the income range of a household that ranges from <10K to 60K+. Household income ranges include the income of all household members where the HOH is of Hispanic origin rounded to the nearest thousand. Note Effective 4/2/2007, reporting of ALL household income values, including historical, will use the midpoint value range of the household income range.	
Hisp Orig HH Income = \$10,000-14,999	Hisp Orig HHL D Income = \$10,000-14,999		
Hisp Orig HH Income = \$15,000-19,999	Hisp Orig HHL D Income = \$15,000-19,999		
Hisp Orig HH Income = \$20,000-29,999	Hisp Orig HHL D Income = \$20,000-29,999		
Hisp Orig HH Income = \$30,000-39,999	Hisp Orig HHL D Income = \$30,000-39,999		
Hisp Orig HH Income = \$40,000-49,999	Hisp Orig HHL D Income = \$40,000-49,999		
Hisp Orig HH Income = \$50,000-59,999	Hisp Orig HHL D Income = \$50,000-59,999		
Hisp Orig HH Income = \$60,000+	Hisp Orig HHL D Income = \$60,000+		
Old Market Section: Hisp Orig HH Size			
New Market Section: Hisp Orig HHL D Size			
Hisp Orig HH Size = 1	Hisp Orig HHL D Size = 1	Based on the number of people living in the household where the HOH is of Hispanic origin. This count includes all household members including those not related to the HOH. To be a household member, a person must consider the household to be his/her primary residence. The Nielsen Company determines household members based on the same criteria as the U.S. Census Bureau except for the treatment of boarders. Visitors are excluded. All children, including those less than 2, are included. Note (1) Boarders with a TV set who agree to have their TV set metered with Nielsen's equipment and (2) boarders without a TV set are both considered as household members (this matches the U.S. census). Boarders with a TV set that do not allow Nielsen to meter the set are excluded.	
Hisp Orig HH Size = 2	Hisp Orig HHL D Size = 2		
Hisp Orig HH Size = 3	Hisp Orig HHL D Size = 3		
Hisp Orig HH Size = 4+	Hisp Orig HHL D Size = 4+		
Old Market Section: Hisp Orig Presence of Children			
New Market Section: Hisp Orig HHL D w/ Persons			
Hisp Orig HH W/ Children, Age of Youngest <6	Hisp Orig HHL D w/ Persons = Age of Youngest Child < 6	Households are classified by the age of the youngest child living as a household member where the HOH is of Hispanic origin. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.	
Hisp Orig HH W/ Children, Age of Youngest 12-17	Hisp Orig HHL D w/ Persons = Age of Youngest Child 12-17		
Hisp Orig HH W/ Children, Age of Youngest 6-11	Hisp Orig HHL D w/ Persons = Age of Youngest Child 6-11		
Hisp Orig HH W/ Children = Any Children	Hisp Orig HHL D w/ Persons = Children	Household status for whether there are children less than 18 years of age living as household members where the HOH is of Hispanic origin. The children may or may not be related to the HOH. Includes households where children are less than 2.	
Hisp Orig HH W/ Children <2 = Any	Hisp Orig HHL D w/ Persons = Children <2 = Any	Based on households where the HOH is of Hispanic origin and where there are children less than 2 years of age living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Hisp Orig HH W/ Children <3 = Any	Hisp Orig HHLD w/ Persons = Children <3 = Any	Based on households where the HOH is of Hispanic origin and where there are children less than 3 years of age living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.	
Hisp Orig HH W/ Children 12-17 = Any	Hisp Orig HHLD w/ Persons = Children 12-17 = Any	Based on households where the HOH is of Hispanic origin and where there are children aged 12 to 17 years living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.	
Hisp Orig HH W/ Children 2-5 = Any	Hisp Orig HHLD w/ Persons = Children 2-5 = Any	Based on households where the HOH is of Hispanic origin and where there are children aged 2 to 5 years living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.	
Hisp Orig HH W/ Children 6-11 = Any	Hisp Orig HHLD w/ Persons = Children 6-11 = Any	Based on households where the HOH is of Hispanic origin and where there are children aged 6 to 11 years living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.	
Hisp Orig HH W/ Children = No Children	Hisp Orig HHLD w/ Persons = No Children	Household status for whether there are children less than 18 years of age living as household members where the HOH is of Hispanic origin. The children may or may not be related to the HOH. Includes households where children are less than 2.	
Hisp Orig Number of Children = 1	Hisp Orig HHLD w/ Persons = Number of Children = 1	The total number of children in the household where the HOH is of Hispanic origin. All children, including those less than 2, are included.	
Hisp Orig Number of Children = 2+	Hisp Orig HHLD w/ Persons = Number of Children = 2+		
Old Market Section: Hisp Orig HOH Age Ranges			
Market Section: Hisp Orig HOH Age Range			
Hisp Orig HOH Age < 25	Hisp Orig HOH Age Range < 25	The head of household age in ranges as it is commonly represented. Based on the age of the person of Hispanic origin declared to be head of the house; for example, the person determined by the household to be the one responsible for the rent or mortgage payment. If two or more people are on the lease or deed, then the person whose name appears first is the head of house. This is the same criteria used by the U.S. Census Bureau. People less than age 18 may be the head of house. Persons age (become one year older) on the Monday of the week containing the 15th day of their birth month. The head of house may be male or female and may also be the lady of the house.	
Hisp Orig HOH Age = 25-34	Hisp Orig HOH Age Range = 25-34		
Hisp Orig HOH Age = 35-44	Hisp Orig HOH Age Range = 35-44		
Hisp Orig HOH Age = 45-54	Hisp Orig HOH Age Range = 45-54		
Hisp Orig HOH Age = 55-64	Hisp Orig HOH Age Range = 55-64		
Hisp Orig HOH Age = 65+	Hisp Orig HOH Age Range = 65+		
Old Market Section: Hisp Orig HOH Country of Origin (Pre June 28, 2010)			
New Market Section: Hisp Orig HOH Country of Origin (Pre Jul 2010)			
Hisp Orig HOH Country of Origin (Pre June 28, 2010) = Cuba	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Cuba	The country of origin of the Head of House.	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Hisp Orig HOH Country of Origin (Pre June 28, 2010) = Mexico	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Mexico	Notes • Other-Hispanic excludes Mexico and Cuban-Puerto Rican. • Effective July 2010 HOH Country of Origin was relabeled HOH Hispanic Specific Ethnicity. For measurement intervals prior to July 2010, select HOH Country of Origin. For measurement intervals after June 2010, select HOH Hispanic Specific Ethnicity.	
Hisp Orig HOH Country of Origin (Pre June 28, 2010) = Non-Mexico	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Non-Mexico		
Hisp Orig HOH Country of Origin (Pre June 28, 2010) = Other	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Other		
Hisp Orig HOH Country of Origin (Pre June 28, 2010) = Puerto Rico	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Puerto Rico		
Market Section: Hisp Orig HOH Education			
Hisp Orig HOH ED = < 9 Years Grade School	Hisp Orig HOH Education < 9 Years Grade School	Indicates the level of education of the head of household as commonly represented. Based on the highest educational level reached by the household member of Hispanic origin designated as the head of the house.	
Hisp Orig HOH ED = 1-3 Years College	Hisp Orig HOH Education = 1-3 Years College		
Hisp Orig HOH ED = 1-3 Years High School	Hisp Orig HOH Education = 1-3 Years High School		
Hisp Orig HOH ED = 4 Years HS/Graduate	Hisp Orig HOH Education = 4 Years HS/Graduate		
Hisp Orig HOH ED = 4+ Years College	Hisp Orig HOH Education = 4+ Years College		
Old Market Section: Hisp Orig HOH Hispanic Specific Ethnicity (Post June 28, 2010)			
New Market Section: Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010)			
Hisp Orig HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Cuban	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Cuban	The country of origin of the Head of House. Notes • Other-Hispanic excludes Mexico and Cuban-Puerto Rican. • Effective July 2010 HOH Country of Origin was relabeled HOH Hispanic Specific Ethnicity. For measurement intervals prior to July 2010, select HOH Country of Origin. For measurement intervals after June 2010, select HOH Hispanic Specific Ethnicity.	
Hisp Orig HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Mexican	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Mexican		
Hisp Orig HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Non-Mexican	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Non-Mexican		
Hisp Orig HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Other	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Other		
Hisp Orig HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Puerto Rican	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Puerto Rican		
Market Section: Hisp Orig HOH Occupation			
Hisp Orig HOH Occupation = Clerical	Hisp Orig HOH Occupation = Clerical	Based on the occupation classification of the household member of Hispanic origin designated as the head of the house. Nielsen collects the job title and employer of each adult household member. Using this information, Nielsen converts each adult's occupation into standardized U.S. Census Occupation codes. These occupation codes (updated periodically by the U.S. Census Bureau) are then converted by category to Nielsen occupation categories as reported.	
Hisp Orig HOH Occupation = Farmer	Hisp Orig HOH Occupation = Farmer		
Hisp Orig HOH Occupation = Not In Labor Force	Hisp Orig HOH Occupation = Not In Labor Force		
Hisp Orig HOH Occupation = Professional/Managerial	Hisp Orig HOH Occupation = Professional/Managerial		
Hisp Orig HOH Occupation = Skilled	Hisp Orig HOH Occupation = Skilled		
Hisp Orig HOH Occupation = Unskilled	Hisp Orig HOH Occupation = Unskilled		
Market Section: Hisp Orig Home Ownership			
Hisp Orig Home Ownership Status = Owned	Hisp Orig Home Ownership = Owned	Indicates whether the home is owned or rented where the HOH is of Hispanic origin.	
Hisp Orig Home Ownership Status = Rented	Hisp Orig Home Ownership = Rented		
Market Section: Hisp Orig Language Class			
Hisp Orig Lang Class = Mostly English	Hisp Orig Lang Class = Mostly English	The category assigned to each sample household, where the HOH is of Hispanic origin, based on the language used in the home by each adult member. The field representative collects this information during the install of the household. Language Class is used to produce any viewing information for the language categories.	
Hisp Orig Lang Class = Mostly Spanish	Hisp Orig Lang Class = Mostly Spanish		
Hisp Orig Lang Class = Only English	Hisp Orig Lang Class = Only English		
Hisp Orig Lang Class = Only Spanish	Hisp Orig Lang Class = Only Spanish		
Hisp Orig Lang Class = Spanish English Equally	Hisp Orig Lang Class = Spanish/English Equally		
Old Market Section: Hisp Orig TV Ownership			
New Market Section: Hisp Orig TV Sets			
Hisp Orig TV Set = 1	Hisp Orig TV Sets = 1	Based on the number of operable TV sets in the household where the HOH is of Hispanic origin.	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Hisp Orig TV Sets = 2	Hisp Orig TV Sets = 2	household where the HOH is of Hispanic origin. VCRs are not included in this count.	
Hisp Orig TV Sets = 3	Hisp Orig TV Sets = 3		
Hisp Orig TV Sets = 4+	Hisp Orig TV Sets = 4+		
Market Section: Hisp Orig PC Access			
Hisp Orig PC Access-Home = No	Hisp Orig PC Access-Home = No	Indicates whether the household where the HOH is of Hispanic origin has a personal computer.	
Hisp Orig PC Access-Home = Yes	Hisp Orig PC Access-Home = Yes		
Hisp Orig PC with Internet Access-Home = No	Hisp Orig PC w/ Internet Access-Home = No	Indicates whether a household where the HOH is of Hispanic origin has access to the Internet. <ul style="list-style-type: none"> • PC with Internet Access - Home = No includes all homes without Internet access whether or not they have a PC. • PC with Internet Access - Home = Yes includes households with a PC and Internet access. 	
Hisp Orig PC with Internet Access-Home = Yes	Hisp Orig PC w/ Internet Access-Home = Yes		
Market Section: Hisp Orig Territory			
Hisp Orig Territory = Central	Hisp Orig Territory = Central	Based on the physical location of the household where the HOH is of Hispanic origin. The Nielsen definitions of U.S. territories (6-way split) by the states that each territory encompasses are described in the National Reference Supplement.	
Hisp Orig Territory = East Central	Hisp Orig Territory = East Central		
Hisp Orig Territory = Northeast	Hisp Orig Territory = Northeast		
Hisp Orig Territory = Pacific	Hisp Orig Territory = Pacific		
Hisp Orig Territory = Southeast	Hisp Orig Territory = Southeast		
Hisp Orig Territory = Southwest	Hisp Orig Territory = Southwest		
Hisp Orig Territory = West Central	Hisp Orig Territory = West Central		
Market Section: Hisp Orig Time Zone			
Hisp Orig Time Zone = Central	Hisp Orig Time Zone = Central	Based on the time zone of the county in which the household where the HOH is of Hispanic origin is located. Time Zones are delineated in the National Reference Supplement. The mountain time zone is divided into Mountain East and Mountain West. This division is to simulate the boundary between households that receive the west coast feed versus those that receive the east coast feed of a broadcast network or cable network. As a rule, Mountain West encompasses those homes that are in the mountain time zone, but also in the Pacific territory.	
Hisp Orig Time Zone = Eastern	Hisp Orig Time Zone = Eastern		
Hisp Orig Time Zone = Mountain	Hisp Orig Time Zone = Mountain		
Hisp Orig Time Zone = Pacific	Hisp Orig Time Zone = Pacific		
Market Section: Hisp Orig Video Owner			
Hisp Orig Video Game Owner = Yes	Hisp Orig Video Game Owner = Yes	Indicates whether the home where the HOH is of Hispanic origin owns at least one video game that can be connected to a viewable TV set or associated TV tuner such as a VCR.	
Old Market Section: HOH Age Ranges			
New Market Section: HOH Age Range			
HOH Age < 25	HOH Age Range < 25	The head of household age in ranges as it is commonly represented. Based on the age of the person declared to be the head of the house; for example, the person determined by the household to be the one responsible for the rent or mortgage payment. If two or more people are on the lease or deed, then the person whose name appears first is the head of house. This is the same criteria as used by the US Census Bureau. People less than 18 may be the head of house. Persons age (become one year older) on the Monday of the week containing the 15th day	
HOH Age < 35	HOH Age Range < 35		
HOH Age = 25-34	HOH Age Range = 25-34		
HOH Age = 35-44	HOH Age Range = 35-44		
HOH Age = 35-54	HOH Age Range = 35-54		
HOH Age = 45-54	HOH Age Range = 45-54		
HOH Age = 55-64	HOH Age Range = 55-64		
HOH Age = 65+	HOH Age Range = 65+		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
NHTI HOH Age < 35	NHTI HOH Age Range < 35	the Monday of the week containing the 1st day of their birth month. The head of house may be male or female and may also be the lady of house.	Retire duplicate: Duplicate of HOH Age Range < 35
Old Market Section: HOH Country of Origin (Pre June 28, 2010)			
New Market Section: HOH Country of Origin (Pre Jul 2010)			
HOH Country of Origin (Pre June 28, 2010) = Argentina	HOH Country of Origin (Pre Jul 2010) = Argentina	The country of origin of the Head of House. Notes • Other-Hispanic excludes Mexico and Cuban-Puerto Rican. • Effective July 2010 HOH Country of Origin was relabeled HOH Hispanic Specific Ethnicity. For measurement intervals prior to July 2010, select HOH Country of Origin. For measurement intervals after June 2010, select HOH Hispanic Specific Ethnicity.	
HOH Country of Origin (Pre June 28, 2010) = Bolivia	HOH Country of Origin (Pre Jul 2010) = Bolivia		
HOH Country of Origin (Pre June 28, 2010) = Chile	HOH Country of Origin (Pre Jul 2010) = Chile		
HOH Country of Origin (Pre June 28, 2010) = Colombia	HOH Country of Origin (Pre Jul 2010) = Colombia		
HOH Country of Origin (Pre June 28, 2010) = Costa Rica	HOH Country of Origin (Pre Jul 2010) = Costa Rica		
HOH Country of Origin (Pre June 28, 2010) = Cuba	HOH Country of Origin (Pre Jul 2010) = Cuba		
HOH Country of Origin (Pre June 28, 2010) = Cuban - Puerto Rican	HOH Country of Origin (Pre Jul 2010) = Cuban - Puerto Rican		
HOH Country of Origin (Pre June 28, 2010) = Dominican Republic	HOH Country of Origin (Pre Jul 2010) = Dominican Republic		
HOH Country of Origin (Pre June 28, 2010) = Ecuador	HOH Country of Origin (Pre Jul 2010) = Ecuador		
HOH Country of Origin (Pre June 28, 2010) = Guatemala	HOH Country of Origin (Pre Jul 2010) = Guatemala		
HOH Country of Origin (Pre June 28, 2010) = Honduras	HOH Country of Origin (Pre Jul 2010) = Honduras		
HOH Country of Origin (Pre June 28, 2010) = Mexico	HOH Country of Origin (Pre Jul 2010) = Mexico		
HOH Country of Origin (Pre June 28, 2010) = Nicaragua	HOH Country of Origin (Pre Jul 2010) = Nicaragua		
HOH Country of Origin (Pre June 28, 2010) = Other	HOH Country of Origin (Pre Jul 2010) = Other		
HOH Country of Origin (Pre June 28, 2010) = Other - Hispanic	HOH Country of Origin (Pre Jul 2010) = Other - Hispanic		
HOH Country of Origin (Pre June 28, 2010) = Panama	HOH Country of Origin (Pre Jul 2010) = Panama		
HOH Country of Origin (Pre June 28, 2010) = Paraguay	HOH Country of Origin (Pre Jul 2010) = Paraguay		
HOH Country of Origin (Pre June 28, 2010) = Peru	HOH Country of Origin (Pre Jul 2010) = Peru		
HOH Country of Origin (Pre June 28, 2010) = Puerto Rico	HOH Country of Origin (Pre Jul 2010) = Puerto Rico		
HOH Country of Origin (Pre June 28, 2010) = El Salvador	HOH Country of Origin (Pre Jul 2010) = El Salvador		
HOH Country of Origin (Pre June 28, 2010) = Spain	HOH Country of Origin (Pre Jul 2010) = Spain		
HOH Country of Origin (Pre June 28, 2010) = Uruguay	HOH Country of Origin (Pre Jul 2010) = Uruguay		
HOH Country of Origin (Pre June 28, 2010) = Venezuela	HOH Country of Origin (Pre Jul 2010) = Venezuela		
Market Section: HOH Education			
HOH ED < 9 Years Grade School	HOH Education < 9 Years Grade School	Indicates the level of education of the head of household as commonly represented. Based on the highest educational level reached by the household member designated as the head of the house. Note: Although Nielsen collects the highest educational level achieved by each adult household member, this market break category is based on the educational level of the person designated as the head of the house.	
HOH ED = 1-3 Years College	HOH Education = 1-3 Years College		
HOH ED = 1-3 Years High School	HOH Education = 1-3 Years High School		
HOH ED = 4 Years HS/Graduate	HOH Education = 4 Years HS/Graduate		
HOH ED = 4+ Years College	HOH Education = 4+ Years College		
HOH ED = No College	HOH Education = No College		
HOH ED = Some College	HOH Education = Some College		
Market Section: HOH Gender			
HOH Gender = Female	HOH Gender = Female	Based on the gender of the household member that is designated as the head of the house.	
HOH Gender = Male	HOH Gender = Male		
Old Market Section: HOH Hispanic Specific Ethnicity (Post June 28, 2010)			
New Market Section: HOH Hispanic Specific Ethnicity (Post Jun 2010)			
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Argentinean	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Argentinean	The country of origin of the Head of House. Notes • Other-Hispanic excludes Mexico and Cuban-Puerto Rican. • Effective July 2010 HOH Country of Origin was	
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Bolivian	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Bolivian		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Chilean	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Chilean		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Colombian	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Colombian	<ul style="list-style-type: none"> Effective July 2010 HOH Country of Origin was relabeled HOH Hispanic Specific Ethnicity. For measurement intervals prior to July 2010, select HOH Country of Origin. For measurement intervals after June 2010, select HOH Hispanic Specific Ethnicity. 	
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Costa Rican	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Costa Rican		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Cuban	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Cuban		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Cuban - Puerto Rican	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Cuban - Puerto Rican		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Dominican	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Dominican		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Ecuadorian	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Ecuadorian		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Guatemalan	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Guatemalan		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Honduran	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Honduran		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Mexican	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Mexican		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Nicaraguan	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Nicaraguan		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Other	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Other		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Other - Hispanic	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Other - Hispanic		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Panamanian	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Panamanian		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Paraguayan	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Paraguayan		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Peruvian	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Peruvian		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Puerto Rican	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Puerto Rican		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Salvadoran	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Salvadoran		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Spaniard	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Spaniard		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Uruguayan	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Uruguayan		
HOH Hispanic Specific Ethnicity (Post June 28, 2010) = Venezuelan	HOH Hispanic Specific Ethnicity (Post Jun 2010) = Venezuelan		
Market Section: HOH Occupation			
HOH Occupation = Blue Collar	HOH Occupation = Blue Collar	Based on the occupation classification of the household member designated as the head of the house. Nielsen collects the job title and employer of each adult household member. Using this information, Nielsen converts each adult's occupation into standardized US Census Occupation codes. These occupation codes (updated periodically by the US Census Bureau) are then converted by category to Nielsen occupation categories as reported.	
HOH Occupation = Clerical	HOH Occupation = Clerical		
HOH Occupation = Farmer	HOH Occupation = Farmer		
HOH Occupation = Not In Labor Force	HOH Occupation = Not In Labor Force		
HOH Occupation = Professional/Managerial	HOH Occupation = Professional/Managerial		
HOH Occupation = Skilled	HOH Occupation = Skilled		
HOH Occupation = Unskilled	HOH Occupation = Unskilled		
			Notes • Blue Collar = Farmer, Skilled, or Unskilled. • White Collar = Clerical or Professional/Managerial.
HOH Occupation = White Collar	HOH Occupation = White Collar		
HOH Works Outside of Home = No	HOH Occupation = Works Outside of Home = No		An indicator of whether the HOH works outside the home
HOH Works Outside of Home = Un	HOH Occupation = Works Outside of Home = Un		
HOH Works Outside of Home = Yes	HOH Occupation = Works Outside of Home = Yes		
NHTI HOH Occupation = Blue Collar	NHTI HOH Occupation = Blue Collar		Retire duplicate: Duplicate of HOH Occupation = Blue Collar
Market Section: HOH Origin			
HOH Origin = Hispanic	HOH Origin = Hispanic	Based on the ethnic origin of the household member designated as the head of the house.	
HOH Origin = Non-Hispanic	HOH Origin = Non-Hispanic		
Market Section: HOH Race			
HOH Race = Black	HOH Race = Black	Based on the stated race of the household member designated as the head of the house.	
HOH Race = Other	HOH Race = Other		<ul style="list-style-type: none"> Black: Any Black response, in combination with

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HOH Race = White	HOH Race = White	<p>Black: Any Black response, in combination with other races, is categorized as Black.</p> <p>• White: A person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as White or report entries such as Irish, German, Italian, Lebanese, Near Easterner, Arab, or Polish.</p> <p>• Other: Some of the races include Asian, Indian, Other Asian, Japanese, Chinese, Filipino, Korean, Vietnamese, American Indian or Alaska Native, Native Hawaiian, Guamanian or Chamorro, Samoan, other Pacific Islander.</p> <p>Note</p> <p>• This market break does not include Hispanic. Hispanic is not considered a race but an ethnic origin. A householder of Hispanic origin would designate his/her race using the same list. He/she may be a Black Hispanic or a White Hispanic, or other race. Each household is assigned a race and Hispanic identity.</p>	
Market Section: Home Ownership			
Home Ownership 2nd Home = No	Home Ownership = 2nd Home = No	Indicates whether the household owns more than one home.	
Home Ownership 2nd Home = Yes	Home Ownership = 2nd Home = Yes		
Home Ownership Status = Owned	Home Ownership = Owned	Indicates whether the home is owned or rented.	
Home Ownership Status = Rented	Home Ownership = Rented		
Market Section: Home Phone Primary Contact Method			
Home Phone = Cell Phone as Primary Contact Method, not Landline	Home Phone = Cell Phone as Primary Contact Method, not Landline	Cell Phone as Primary Contact Method, not Landline Indicates that the Primary Residential phone number is a cell phone.	
Home Phone = Landline and Cell Phone (both) listed as primary contact method	Home Phone = Landline and Cell Phone (both) listed as primary contact method	Indicates that the household's Primary Residential phone number is a Landline or a Cell Phone as an alternate.	
Home Phone = Landline as Primary Contact Method, not Cell Phone	Home Phone = Landline as Primary Contact Method, not Cell Phone	Landline as Primary Contact Method, not Cell Phone Indicates that the household's Primary Residential phone number is not a cell phone. This can include, but is not limited to, telephone service via a cable provider, Voice Over IP, Magic Jack, etc.	
Home Phone = Neither Landline or Cell Phone as Primary Contact Method	Home Phone = Neither Landline or Cell Phone as Primary Contact Method	Neither Landline or Cell Phone as Primary Contact Method Indicates that the Primary Residential phone number is neither a landline or a cell phone.	
Market Section: Home Structure			
Home Structure Type = Mobile Home	Home Structure Type = Mobile Home	Indicates whether the home is a mobile home, multifamily dwelling, single-family dwelling, or other.	
Home Structure Type = Multi Family	Home Structure Type = Multi Family		
Home Structure Type = Other	Home Structure Type = Other		
Home Structure Type = Single Family	Home Structure Type = Single Family		
Old Market Section: HHLI Internet Connection Speed			
New Market Section: Internet Connection Speed			
HHLI Internet Connection Speed Desc = Dial-Up	Internet Connection Speed (Pre Sep 2017) = Dial-Up	<p>• Dial-Up - The household accesses the Internet via a telephone line. If the household has multiple connection speeds then the fastest connection speed is reported for that household.</p> <p>• High Speed - The household accesses the</p>	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HHLI Internet Connection Speed Desc = High Speed	Internet Connection Speed (Pre Sep 2017) = High Speed	<ul style="list-style-type: none"> • High Speed - The household accesses the Internet via DSL, Cable Internet through cable provider, Fiber Optic Service, U-verse, Satellite Internet, Data Card (aircard that connects to a cellular phone network) or PC tethered to cell phone (cellular phone network). If the household has multiple connection speeds then the fastest connection speed is reported for that household. • None - The household does not have Internet access. • Unknown - The household Internet connection speed is unknown. 	
HHLI Internet Connection Speed Desc = None	Internet Connection Speed (Pre Sep 2017) = None		
HHLI Internet Connection Speed Desc = Unknown	Internet Connection Speed (Pre Sep 2017) = Unknown		
Market Section: Language Class		<p>The category assigned to each sample household based on the language used in the home by each adult member. The field representative collects this information during the install of the household. Language Class is used to produce any viewing information for the language categories.</p>	
Lang Class = English Dominant	Language Class = English Dominant		
Lang Class = Mostly English	Language Class = Mostly English		
Lang Class = Mostly Spanish	Language Class = Mostly Spanish		
Lang Class = Non Spanish Dominant	Language Class = Non Spanish Dominant		
Lang Class = Non-Hispanic Household	Language Class = Non-Hispanic Household		
Lang Class = Only English	Language Class = Only English		
Lang Class = Only Spanish	Language Class = Only Spanish		
Lang Class = Spanish Dominant	Language Class = Spanish Dominant		
Lang Class = Spanish English Equally	Language Class = Spanish English Equally		
Market Section: LOH Occupation		<p>Occupation code of the lady of household that is based on Nielsen's simplification of the Bureau of Census Occupation Classification codes. Note This standard market break became a custom market break effective 8/29/11.</p>	
LOH Occupation = Blue Collar	LOH Occupation = Blue Collar		
LOH Occupation = Clerical	LOH Occupation = Clerical		
LOH Occupation = Farmer	LOH Occupation = Farmer		
LOH Occupation = Not in Labor Force	LOH Occupation = Not in Labor Force		
LOH Occupation = Professional/Managerial	LOH Occupation = Professional/Managerial		
LOH Occupation = Skilled	LOH Occupation = Skilled		
LOH Occupation = Unskilled	LOH Occupation = Unskilled		
LOH Occupation = White Collar	LOH Occupation = White Collar		
LOH Works Outside of Home = No	LOH Occupation = Works Outside of Home = No		
LOH Works Outside of Home = Un	LOH Occupation = Works Outside of Home = Un		
LOH Works Outside of Home = Yes	LOH Occupation = Works Outside of Home = Yes		
Market Section: LOH Present		<p>Indicates whether there is a Lady of House. Note This standard market break became a custom market break effective 8/29/11</p>	
LOH Present = No	LOH Present = No		
LOH Present = Yes	LOH Present = Yes		
Old Market Section: Long Distance Carrier		<p>The value for the long distance carrier. Note Long Distance Carrier data was retired effective 1/31/2011. Only historical data is available through 1/30/2011 for reporting.</p>	<p>Adding effective end date for these breaks (retired back in 2011)</p>
New Market Section: Long Distance Carrier (Pre Feb 2011)			
Long Distance Carrier = AT&T	Long Distance Carrier (Pre Feb 2011) = AT&T		
Long Distance Carrier = MCI	Long Distance Carrier (Pre Feb 2011) = MCI		
Long Distance Carrier = None	Long Distance Carrier (Pre Feb 2011) = None		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Long Distance Carrier = Other	Long Distance Carrier (Pre Feb 2011) = Other		
Long Distance Carrier = Sprint	Long Distance Carrier (Pre Feb 2011) = Sprint		
Long Distance Carrier = Unknown	Long Distance Carrier (Pre Feb 2011) = Unknown		
Old Market Section: Metered Market Indicator			
New Market Section: Metered Market HHL D			
Metered Market HH = No	Metered Market HHL D = No	Indicates whether the household is in a DMA (designated market area) that is a Nielsen metered market.	
Metered Market HH = Yes	Metered Market HHL D = Yes		
Old Market Section: Metered TV Ownership			
New Market Section: Metered TV Sets			
Metered TV Set = 1	Metered TV Set = 1	Based on the number of operable, metered TV sets in the household. VCRs are not included in this count.	Retire duplicates: Re-org/condensing metered TV Ownership and Metered TV Sets into 1 market section.
Metered TV Set = 2	Metered TV Set = 2		
Metered TV Set = 3	Metered TV Set = 3		
Market Section: Metered TV Sets			
Number of Metered TV Sets = 1	Metered TV Sets = 1	Based on the number of operable, metered TV sets in the household. VCRs are not included in this count.	
Number of Metered TV Sets = 10	Metered TV Sets = 10		
Number of Metered TV Sets = 2	Metered TV Sets = 2		
Number of Metered TV Sets = 3	Metered TV Sets = 3		
Number of Metered TV Sets = 4	Metered TV Sets = 4		
Metered TV Set = 4+	Metered TV Sets = 4+		
Number of Metered TV Sets = 5	Metered TV Sets = 5		
Number of Metered TV Sets = 6	Metered TV Sets = 6		
Number of Metered TV Sets = 7	Metered TV Sets = 7		
Number of Metered TV Sets = 8	Metered TV Sets = 8		
Number of Metered TV Sets = 9	Metered TV Sets = 9		
Old Market Section: National LPM DMA (in NPM) - SUBSCRIPTION			
New Market Section: LPM and Set Meter (National) - SUBSCRIPTION			
Local People Meter Market = Atlanta (Aug 06) - SUBSCRIPTION	LPM = Atlanta (Aug 06) - SUBSCRIPTION	Indicates the household is located in the specified Local People Meter DMA.	
Local People Meter Market = Baltimore (Aug 09) - SUBSCRIPTION	LPM = Baltimore (Aug 09) - SUBSCRIPTION		
Local People Meter Market = Boston (Manchester) (Feb 04) - SUBSCRIPTION	LPM = Boston (Manchester) (Feb 04) - SUBSCRIPTION		
Local People Meter Market = Charlotte (Feb 10) - SUBSCRIPTION	LPM = Charlotte (Feb 10) - SUBSCRIPTION		
Local People Meter Market = Chicago (Oct 04) - SUBSCRIPTION	LPM = Chicago (Oct 04) - SUBSCRIPTION		
Local People Meter Market = Cleveland - Akron (Sept 08) - SUBSCRIPTION	LPM = Cleveland - Akron (Sept 08) - SUBSCRIPTION		
Local People Meter Market = Dallas-Ft. Worth (Feb 06) - SUBSCRIPTION	LPM = Dallas-Ft. Worth (Feb 06) - SUBSCRIPTION		
Local People Meter Market = Denver (Nov 08) - SUBSCRIPTION	LPM = Denver (Nov 08) - SUBSCRIPTION		
Local People Meter Market = Detroit (Feb 06) - SUBSCRIPTION	LPM = Detroit (Feb 06) - SUBSCRIPTION		
Local People Meter Market = Houston (Nov 07) - SUBSCRIPTION	LPM = Houston (Nov 07) - SUBSCRIPTION		
Local People Meter Market = Los Angeles (Sept 04) - SUBSCRIPTION	LPM = Los Angeles (Sept 04) - SUBSCRIPTION		
Local People Meter Market = Miami-Ft. Lauderdale (Nov 08) - SUBSCRIPTION	LPM = Miami-Ft. Lauderdale (Nov 08) - SUBSCRIPTION		
Local People Meter Market = Minneapolis - St. Paul (Sept 08) - SUBSCRIPTION	LPM = Minneapolis - St. Paul (Sept 08) - SUBSCRIPTION		
Local People Meter Market = New York (Dec 04) - SUBSCRIPTION	LPM = New York (Dec 04) - SUBSCRIPTION		
Local People Meter Market = Orlando (Feb 09) - SUBSCRIPTION	LPM = Orlando (Feb 09) - SUBSCRIPTION		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Local People Meter Market = Philadelphia (Oct 05) - SUBSCRIPTION	LPM = Philadelphia (Oct 05) - SUBSCRIPTION		
Local People Meter Market = Phoenix (May 08) - SUBSCRIPTION	LPM = Phoenix (May 08) - SUBSCRIPTION		
Local People Meter Market = Pittsburgh (Aug 09) - SUBSCRIPTION	LPM = Pittsburgh (Aug 09) - SUBSCRIPTION		
Local People Meter Market = Portland, OR (Aug 09) - SUBSCRIPTION	LPM = Portland, OR (Aug 09) - SUBSCRIPTION		
Local People Meter Market = Sacramento (Feb 09) - SUBSCRIPTION	LPM = Sacramento (Feb 09) - SUBSCRIPTION		
Local People Meter Market = San Francisco-Oak-San Jose (Apr 05) - SUBSCRIPTION	LPM = San Francisco-Oak-San Jose (Apr 05) - SUBSCRIPTION		
Local People Meter Market = Seattle-Tacoma (Nov 07) - SUBSCRIPTION	LPM = Seattle-Tacoma (Nov 07) - SUBSCRIPTION		
Local People Meter Market = St. Louis (Feb 09) - SUBSCRIPTION	LPM = St. Louis (Feb 09) - SUBSCRIPTION		
Local People Meter Market = Tampa-St. Pete (Sarasota) (Nov 07) - SUBSCRIPTION	LPM = Tampa-St. Pete (Sarasota) (Nov 07) - SUBSCRIPTION		
Local People Meter Market = Washington, DC (Hagrstwn) (Oct 05) - SUBSCRIPTION	LPM = Washington, DC (Hagrstwn) (Oct 05) - SUBSCRIPTION		
Market Section: NHTI Language Strata			
NHTI Lang Strata = Mostly English	NHTI Language Strata = Mostly English	This information is gathered during the enumeration process. Many times the person being interviewed will supply the language use for the other household members. NHTI Language Strata is used to produce the universe estimate information. This information is only valid for the Hispanic sample.	Retire duplicates: Duplicate of Language Class
NHTI Lang Strata = Mostly Spanish	NHTI Language Strata = Mostly Spanish		
NHTI Lang Strata = Non-Hispanic Household	NHTI Language Strata = Non-Hispanic Household		
NHTI Lang Strata = Only English	NHTI Language Strata = Only English		
NHTI Lang Strata = Only Spanish	NHTI Language Strata = Only Spanish		
NHTI Lang Strata = Spanish English Equally	NHTI Language Strata = Spanish English Equally		
Market Section: Nielsen PVD Information - SUBSCRIPTION			
HHL D Presence of at least 1 IPOD/MP = Yes - SUBSCRIPTION	HHL D Presence of at least 1 IPOD/MP = Yes - SUBSCRIPTION	The household has at least one qualified portable video device (PVD).	
HHL D Presence of at least 1 In-Car DVD = Yes - SUBSCRIPTION	HHL D Presence of at least 1 In-Car DVD = Yes - SUBSCRIPTION		
HHL D Presence of at least 1 In-Car Satellite = Yes - SUBSCRIPTION	HHL D Presence of at least 1 In-Car Satellite = Yes - SUBSCRIPTION		
HHL D Presence of at least 1 Portable DVD Player = Yes - SUBSCRIPTION	HHL D Presence of at least 1 Portable DVD Player = Yes - SUBSCRIPTION		
HHL D Presence of at least 1 Video Capable Laptop = Yes - SUBSCRIPTION	HHL D Presence of at least 1 Video Capable Laptop = Yes - SUBSCRIPTION		
HHL D w/ 8 PVD Type = Yes - SUBSCRIPTION	HHL D w/ 8 PVD Type = Yes - SUBSCRIPTION		
HHL D w/ at least 1+ PVD Type = Yes - SUBSCRIPTION	HHL D w/ at least 1+ PVD Type = Yes - SUBSCRIPTION		
HHL D w/ at least 2+ PVD Type = Yes - SUBSCRIPTION	HHL D w/ at least 2+ PVD Type = Yes - SUBSCRIPTION		
HHL D w/ at least 3+ PVD Type = Yes - SUBSCRIPTION	HHL D w/ at least 3+ PVD Type = Yes - SUBSCRIPTION		
HHL D w/ at least 4+ PVD Type = Yes - SUBSCRIPTION	HHL D w/ at least 4+ PVD Type = Yes - SUBSCRIPTION		
HHL D w/ at least 5+ PVD Type = Yes - SUBSCRIPTION	HHL D w/ at least 5+ PVD Type = Yes - SUBSCRIPTION		
HHL D w/ at least 6+ PVD Type = Yes - SUBSCRIPTION	HHL D w/ at least 6+ PVD Type = Yes - SUBSCRIPTION		
HHL D w/ at least 7+ PVD Type = Yes - SUBSCRIPTION	HHL D w/ at least 7+ PVD Type = Yes - SUBSCRIPTION		
Old Market Section: Number of Physical DVRs in the HHL D			
New Market Section: Number of DVRs			
Number of Physical DVRs in the HHL D = 1	Number of DVRs = 1	Total number of physical DVR boxes in the household, regardless of DVR capability.	
Number of Physical DVRs in the HHL D = 1+	Number of DVRs = 1+		
Number of Physical DVRs in the HHL D = 2	Number of DVRs = 2		
Number of Physical DVRs in the HHL D = 3+	Number of DVRs = 3+		
Old Market Section: Number Of Operable PCs (pre Dec 2014)			
New Market Section: Number of Operable PCs (Pre Dec 2014)			
Number Of Desktop PCs That Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = Desktop = 1 (Pre Dec 2014)	Total number of operable computers in a household by computer type or operating system. Note Pre Dec 2014 market breaks were retired effective 12/1/2014. Only historical data is available through 11/30/14.	
Number Of Desktop PCs That Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = Desktop = 2 (Pre Dec 2014)		
Number Of Desktop PCs That Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = Desktop = 3 (Pre Dec 2014)		
Number Of Desktop PCs That Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = Desktop = 4+ (Pre Dec 2014)		
Number Of iPad OS PCs That Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = iPad OS = 1 (Pre Dec 2014)		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Number Of iPad OS PCs That Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = iPad OS = 2 (Pre Dec 2014)		
Number Of iPad OS PCs That Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = iPad OS = 3 (Pre Dec 2014)		
Number Of iPad OS PCs That Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = iPad OS = 4+ (Pre Dec 2014)		
Number Of Laptop PCs That Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = Laptop = 1 (Pre Dec 2014)		
Number Of Laptop PCs That Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = Laptop = 2 (Pre Dec 2014)		
Number Of Laptop PCs That Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = Laptop = 3 (Pre Dec 2014)		
Number Of Laptop PCs That Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = Laptop = 4+ (Pre Dec 2014)		
Number Of Mac Make PCs That Are Operable = 1	Number of Operable PCs = Mac Make = 1		
Number Of Mac Make PCs That Are Operable = 2	Number of Operable PCs = Mac Make = 2		
Number Of Mac Make PCs That Are Operable = 3	Number of Operable PCs = Mac Make = 3		
Number Of Mac Make PCs That Are Operable = 4+	Number of Operable PCs = Mac Make = 4+		
Number Of Mac OS PCs That Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = Mac OS = 1 (Pre Dec 2014)		
Number Of Mac OS PCs That Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = Mac OS = 2 (Pre Dec 2014)		
Number Of Mac OS PCs That Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = Mac OS = 3 (Pre Dec 2014)		
Number Of Mac OS PCs That Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = Mac OS = 4+ (Pre Dec 2014)		
Number Of Non Mac Make PCs That Are Operable = 1	Number of Operable PCs = Non Mac Make = 1		
Number Of Non Mac Make PCs That Are Operable = 2	Number of Operable PCs = Non Mac Make = 2		
Number Of Non Mac Make PCs That Are Operable = 3	Number of Operable PCs = Non Mac Make = 3		
Number Of Non Mac Make PCs That Are Operable = 4+	Number of Operable PCs = Non Mac Make = 4+		
Number Of Other OS PCs that Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = Other OS = 1 (Pre Dec 2014)		
Number Of Other OS PCs that Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = Other OS = 2 (Pre Dec 2014)		
Number Of Other OS PCs that Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = Other OS = 3 (Pre Dec 2014)		
Number Of Other OS PCs that Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = Other OS = 4+ (Pre Dec 2014)		
Number Of PCs That Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = 1 (Pre Dec 2014)		
Number Of PCs That Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = 2 (Pre Dec 2014)		
Number Of PCs That Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = 3 (Pre Dec 2014)		
Number Of PCs That Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = 4+ (Pre Dec 2014)		
Number Of Tablet PCs That Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = Tablet = 1 (Pre Dec 2014)		
Number Of Tablet PCs That Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = Tablet = 2 (Pre Dec 2014)		
Number Of Tablet PCs That Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = Tablet = 3 (Pre Dec 2014)		
Number Of Tablet PCs That Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = Tablet = 4+ (Pre Dec 2014)		
Number Of Unknown Make PCs that Are Operable = 1	Number of Operable PCs = Unknown Make = 1		
Number Of Unknown Make PCs that Are Operable = 2	Number of Operable PCs = Unknown Make = 2		
Number Of Unknown Make PCs that Are Operable = 3	Number of Operable PCs = Unknown Make = 3		
Number Of Unknown Make PCs that Are Operable = 4+	Number of Operable PCs = Unknown Make = 4+		
Number Of Unknown PCs That Are Operable = 1	Number of Operable PCs = Unknown = 1		
Number Of Unknown PCs That Are Operable = 2	Number of Operable PCs = Unknown = 2		
Number Of Unknown PCs That Are Operable = 3	Number of Operable PCs = Unknown = 3		
Number Of Unknown PCs That Are Operable = 4+	Number of Operable PCs = Unknown = 4+		
Number Of Windows OS PCs that Are Operable = 1 (pre Dec 2014)	Number of Operable PCs = Windows OS = 1 (Pre Dec 2014)		
Number Of Windows OS PCs that Are Operable = 2 (pre Dec 2014)	Number of Operable PCs = Windows OS = 2 (Pre Dec 2014)		
Number Of Windows OS PCs that Are Operable = 3 (pre Dec 2014)	Number of Operable PCs = Windows OS = 3 (Pre Dec 2014)		
Number Of Windows OS PCs that Are Operable = 4+ (pre Dec 2014)	Number of Operable PCs = Windows OS = 4+ (Pre Dec 2014)		
Market Section: Number of PCs			

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Number Of PCs = 1	Number of PCs = 1	Total number of operable and inoperable computers in a household. Includes eligible and ineligible devices that are identified as operable. From August 2014 forward, PCs are made up of the following: <ul style="list-style-type: none"> • Mac and Windows • Desktop • Laptops Prior to July 2014, PCs are made up of the following: <ul style="list-style-type: none"> • Mac and Windows • Desktop • Laptop • Tablets 	
Number Of PCs = 2	Number of PCs = 2		
Number Of PCs = 3	Number of PCs = 3		
Number Of PCs = 4+	Number of PCs = 4+		
Market Section: TV Ownership			
TV Set = 1	TV Sets = 1	Based on the number of operable TV sets in the household. VCRs are not included in this count.	Retire duplicates: Re-org and condense TV Ownership and TV Sets Market Sections.
TV Sets = 2	TV Sets = 2		
TV Sets = 3	TV Sets = 3		
Market Section: OTT Capable HHL D			
OTT Capable HHL D = No	OTT Capable HHL D = No	Household (HHL D) that receives OTT content by any device, such as an Internet Enabled Streaming Capable Device or Internet Enabled Video Game Console.	
OTT Capable HHL D = Yes	OTT Capable HHL D = Yes		
Market Section: PC Access-Home			
PC Access-Home = No	PC Access-Home = No	Indicates whether the household has a personal computer.	
PC Access-Home = Yes	PC Access-Home = Yes		
PC with Internet Access-Home = No	PC with Internet Access-Home = No	Indicates whether a household has access to the Internet. <ul style="list-style-type: none"> • PC with Internet Access - Home = No includes all homes without Internet access whether or not they have a PC. • PC with Internet Access - Home = Yes includes households with a PC and Internet access. 	
PC with Internet Access-Home = Yes	PC with Internet Access-Home = Yes		
Market Section: Pet Ownership			
Pet Ownership = Any Dog or Cat	Pet Ownership = Any Dog or Cat	Based on a household's ownership of dogs and cats.	
Pet Ownership Cat = No	Pet Ownership = Cat = No	Indicates whether any cats are kept by the household.	
Pet Ownership Cat = Yes	Pet Ownership = Cat = Yes		
Pet Ownership Dog = No	Pet Ownership = Dog = No	Indicates whether any dogs are kept by the household.	
Pet Ownership Dog = Yes	Pet Ownership = Dog = Yes		
Pet Ownership = No Dog or Cat	Pet Ownership = No Dog or Cat	Based on a household's ownership of dogs and cats.	
Old Market Section: Remote Control			
New Market Section: Remote Control (Pre Jan 2007)			
Remote Control = No	Remote Control (Pre Jan 2007) = No	Based on whether or not the household has any TV set or VCR that can be controlled by a remote control device that can tune channels. Note This market break was retired effective 12/31/07. Only historical data is available through 12/30/07.	
Remote Control = Un	Remote Control (Pre Jan 2007) = Un		
Remote Control = Yes	Remote Control (Pre Jan 2007) = Yes		
Market Section: Territory			
NHTI Territory = Central	Territory = Central	Based on the physical location of a household. The Nielsen definitions of US Territories (6 way	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Territory = East Central	Territory = East Central	The Nielsen definitions of US Territories (6-way split) by the states that each territory encompasses are described in the National Reference Supplement.	
Territory = Northeast	Territory = Northeast		
Territory = Pacific	Territory = Pacific		
Territory = Southeast	Territory = Southeast		
Territory = Southwest	Territory = Southwest		
Territory = West Central	Territory = West Central		
Market Section: Time Zone			
Time Zone = Central	Time Zone = Central	Based on the time zone of the county in which the household is located. Time Zones are delineated in the National Reference Supplement. The mountain time zone is divided into Mountain East and Mountain West. This division is to simulate the boundary between households that receive the west coast feed versus those that receive the east coast feed of a broadcast network or cable network. As a rule, Mountain West encompasses those homes that are in the mountain time zone, but also in the Pacific territory.	
Time Zone = Eastern	Time Zone = Eastern		
Time Zone = Mountain	Time Zone = Mountain		
Time Zone = Mountain East	Time Zone = Mountain East		
Time Zone = Mountain West	Time Zone = Mountain West		
Time Zone = Pacific	Time Zone = Pacific		
Market Section: TV Sets			
Number of TV Sets = 1	TV Sets = 1	Based on the number of operable TV sets in the household. VCRs are not included in this count.	
Number of TV Sets = 10	TV Sets = 10		
Number of TV Sets = 2	TV Sets = 2		
Number of TV Sets = 3	TV Sets = 3		
Number of TV Sets = 4	TV Sets = 4		
TV Sets = 4+	TV Sets = 4+		
Number of TV Sets = 5	TV Sets = 5		
Number of TV Sets = 6	TV Sets = 6		
Number of TV Sets = 7	TV Sets = 7		
Number of TV Sets = 8	TV Sets = 8		
Number of TV Sets = 9	TV Sets = 9		
Old Market Section: TV Sets with Pay			
New Market Section: TV Sets w/ Pay			
Number of TV Sets with Pay = 0	TV Sets w/ Pay = 0	The number of operable, metered television sets that are able to receive pay TV channels.	
Number of TV Sets with Pay = 1	TV Sets w/ Pay = 1		
Number of TV Sets with Pay = 2	TV Sets w/ Pay = 2		
Number of TV Sets with Pay = 3	TV Sets w/ Pay = 3		
Number of TV Sets with Pay = 4	TV Sets w/ Pay = 4		
Number of TV Sets with Pay = 5	TV Sets w/ Pay = 5		
Number of TV Sets with Pay = 6	TV Sets w/ Pay = 6		
Number of TV Sets with Pay = 7	TV Sets w/ Pay = 7		
Number of TV Sets with Pay = 8	TV Sets w/ Pay = 8		
Number of TV Sets with Pay = 9	TV Sets w/ Pay = 9		
Old Market Section: TV Sets with Wired Cable			
New Market Section: TV Sets w/ Wired Cable			
Number of TV Sets with Wired Cable = 0	TV Sets w/ Wired Cable = 0	Based on the number of operable, metered TV sets in the household that are wired for cable. For	

Market section changed from TV Ownership because of condensing this into 1 section

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Number of TV Sets with Wired Cable = 1	TV Sets w/ Wired Cable = 1	sets in the household that are wired for cable. For example, the TV set receives cable channels via a wire to the home from a cable headend located in the community. VCRs are not included in this count.	
Number of TV Sets with Wired Cable = 2	TV Sets w/ Wired Cable = 2		
Number of TV Sets with Wired Cable = 3	TV Sets w/ Wired Cable = 3		
Number of TV Sets with Wired Cable = 4	TV Sets w/ Wired Cable = 4		
Number of TV Sets with Wired Cable = 5	TV Sets w/ Wired Cable = 5		
Number of TV Sets with Wired Cable = 6	TV Sets w/ Wired Cable = 6		
Number of TV Sets with Wired Cable = 7	TV Sets w/ Wired Cable = 7		
Number of TV Sets with Wired Cable = 8	TV Sets w/ Wired Cable = 8		
Number of TV Sets with Wired Cable = 9	TV Sets w/ Wired Cable = 9		
Old Market Section: TV Sets with Wired Cable and Pay			
New Market Section: TV Sets w/ Wired Cable and Pay			
Number of TV Sets with Wired Cable and Pay = 0	TV Sets w/ Wired Cable and Pay = 0		
Number of TV Sets with Wired Cable and Pay = 1	TV Sets w/ Wired Cable and Pay = 1		
Number of TV Sets with Wired Cable and Pay = 2	TV Sets w/ Wired Cable and Pay = 2		
Number of TV Sets with Wired Cable and Pay = 3	TV Sets w/ Wired Cable and Pay = 3		
Number of TV Sets with Wired Cable and Pay = 4	TV Sets w/ Wired Cable and Pay = 4		
Number of TV Sets with Wired Cable and Pay = 5	TV Sets w/ Wired Cable and Pay = 5		
Number of TV Sets with Wired Cable and Pay = 6	TV Sets w/ Wired Cable and Pay = 6		
Number of TV Sets with Wired Cable and Pay = 7	TV Sets w/ Wired Cable and Pay = 7		
Number of TV Sets with Wired Cable and Pay = 8	TV Sets w/ Wired Cable and Pay = 8		
Number of TV Sets with Wired Cable and Pay = 9	TV Sets w/ Wired Cable and Pay = 9		
Market Section: Upper Demos			
UD \$100K+ W/1+ College = No	Upper Demos = \$100K+ w/ 1+ College = No	Indicates whether or not the household income is ≥ 100K and the HOH has ≥ 1 year of College education	
UD \$100K+ W/1+ College = Yes	Upper Demos = \$100K+ w/ 1+ College = Yes		
UD \$100K+ W/Child = No	Upper Demos = \$100K+ w/ Child = No	Indicates whether or not the household income is ≥ 100K and at least one household member is <18 years old.	
UD \$100K+ W/Child = Yes	Upper Demos = \$100K+ w/ Child = Yes		
UD \$100K+, POM = No	Upper Demos = \$100K+, POM = No	Indicates whether or not the household income is ≥ 100K and the HOH is a Professional or Manager.	
UD \$100K+, POM = Yes	Upper Demos = \$100K+, POM = Yes		
UD \$125K+, POM = No	Upper Demos = \$125K+, POM = No	Indicates whether or not the household income is ≥ 125K and the HOH is a Professional or Manager.	
UD \$125K+, POM = Yes	Upper Demos = \$125K+, POM = Yes		
UD \$125K+, W/1+ College = No	Upper Demos = \$125K+, w/ 1+ College = No	Indicates whether or not the household income is ≥ 125K and the HOH has ≥ 1 year of College education.	
UD \$125K+, W/1+ College = Yes	Upper Demos = \$125K+, w/ 1+ College = Yes		
UD \$125K+, W/Child = No	Upper Demos = \$125K+, w/ Child = No	Indicates whether or not the household income is ≥ 125K and at least one household member is <18 years old.	
UD \$125K+, W/Child = Yes	Upper Demos = \$125K+, w/ Child = Yes		
UD \$40,000 - \$49,999K W/1+ College = No	Upper Demos = \$40,000 - \$49,999K w/ 1+ College = No	Indicates whether or not the household income is between 40,000 and 49,000, and the HOH has ≥ 1 year of College education. \$40,000-\$49,000. Multiple income indicates the household income.	
UD \$40,000 - \$49,999K W/1+ College = Yes	Upper Demos = \$40,000 - \$49,999K w/ 1+ College = Yes		
UD \$40,000 - \$49,999K, Multi Income	Upper Demos = \$40,000 - \$49,999K, Multi Income	Indicates the household income is between 40,000 and 49,000 with two or more people contributing to the income.	
UD \$40,000 - \$49,999K,POM = No	Upper Demos = \$40,000 - \$49,999K,POM = No		
UD \$40,000 - \$49,999K,POM = Yes	Upper Demos = \$40,000 - \$49,999K,POM = Yes	Indicates whether or not the household income is between 40,000 and 49,000, and the HOH is a Professional or Manager.	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
UD \$40,000 - \$49,999K,W/Child = No	Upper Demos = \$40,000 - \$49,999K,w/ Child = No	Indicates whether or not the household income is between 40,000 and 49,000, and at least one household member is <18 years old.	
UD \$40,000 - \$49,999K,W/Child = Yes	Upper Demos = \$40,000 - \$49,999K,w/ Child = Yes		
UD \$40K+ W/1+ College = No	Upper Demos = \$40K+ w/ 1+ College = No	Indicates whether or not the household income is ≥ 40K and the HOH has ≥ 1 year of College education.	
UD \$40K+ W/1+ College = Yes	Upper Demos = \$40K+ w/ 1+ College = Yes		
UD \$40K+ W/Child = No	Upper Demos = \$40K+ w/ Child = No	Indicates whether or not the household income is ≥ 40K and at least one household member is <18 years old.	
UD \$40K+ W/Child = Yes	Upper Demos = \$40K+ w/ Child = Yes		
UD \$40K+, Multi Income	Upper Demos = \$40K+, Multi Income	Indicates the household income is ≥ 40K with two or more people contributing to the income.	
UD \$40K+, POM = No	Upper Demos = \$40K+, POM = No		
UD \$40K+, POM = Yes	Upper Demos = \$40K+, POM = Yes	Indicates whether or not the household income is ≥ 40K and the HOH is a Professional or Manager.	
UD \$50K+ W/1+ College = No	Upper Demos = \$50K+ w/ 1+ College = No		
UD \$50K+ W/1+ College = Yes	Upper Demos = \$50K+ w/ 1+ College = Yes	Indicates whether or not the household income is ≥ 50K and the HOH has ≥ 1 year of College education.	
UD \$50K+ W/Child = No	Upper Demos = \$50K+ w/ Child = No		
UD \$50K+ W/Child = Yes	Upper Demos = \$50K+ w/ Child = Yes	Indicates whether or not the household income is ≥ 50K and at least one household member is <18 years old.	
UD \$50K+, POM = No	Upper Demos = \$50K+, POM = No		
UD \$50K+, POM = Yes	Upper Demos = \$50K+, POM = Yes	Indicates whether or not the household income is ≥ 50K and the HOH is a Professional or Manager.	
UD \$60,000 - \$74,999K W/1+ College = No	Upper Demos = \$60,000 - \$74,999K w/ 1+ College = No		
UD \$60,000 - \$74,999K W/1+ College = Yes	Upper Demos = \$60,000 - \$74,999K w/ 1+ College = Yes	Indicates whether or not the household income is between 60,000 and 74,999, and the HOH has ≥ 1 year of College education.	
UD \$60,000 - \$74,999K W/Child = No	Upper Demos = \$60,000 - \$74,999K w/ Child = No		
UD \$60,000 - \$74,999K W/Child = Yes	Upper Demos = \$60,000 - \$74,999K w/ Child = Yes	Indicates whether or not the household income is between 60,000 and 74,999, and at least one household member is <18 years old.	
UD \$60,000 - \$74,999K, POM = No	Upper Demos = \$60,000 - \$74,999K, POM = No		
UD \$60,000 - \$74,999K, POM = Yes	Upper Demos = \$60,000 - \$74,999K, POM = Yes	Indicates whether or not the household income is between 60,000 and 74,999, and the HOH is a Professional or Manager.	
UD \$60,000+ w/ Child = No	Upper Demos = \$60,000+ w/ Child = No		
UD \$60,000+ w/ Child = Yes	Upper Demos = \$60,000+ w/ Child = Yes	Indicates whether or not the household income is ≥ 60K and at least one household member is <18 years old.	
UD \$60K+ W/1+ College = No	Upper Demos = \$60K+ w/ 1+ College = No		
UD \$60K+ W/1+ College = Yes	Upper Demos = \$60K+ w/ 1+ College = Yes	Indicates whether or not the household income is >60K and the HOH has >1 year of College education.	
UD \$60K+, POM = No	Upper Demos = \$60K+, POM = No		
UD \$60K+, POM = Yes	Upper Demos = \$60K+, POM = Yes	Indicates whether or not the household income is ≥ 60K and the HOH is a Professional or Manager.	
UD \$75K+ W/1+ College = No	Upper Demos = \$75K+ w/ 1+ College = No		
UD \$75K+ W/1+ College = Yes	Upper Demos = \$75K+ w/ 1+ College = Yes	Indicates whether or not the household income is ≥ 75K and the HOH has ≥ 1 year of College education.	
UD \$75K+ W/Child = No	Upper Demos = \$75K+ w/ Child = No		
UD \$75K+ W/Child = Yes	Upper Demos = \$75K+ w/ Child = Yes	Indicates whether or not the household income is ≥ 75K and at least one household member is <18 years old.	
UD \$75K+, POM = No	Upper Demos = \$75K+, POM = No		
UD \$75K+, POM = Yes	Upper Demos = \$75K+, POM = Yes	Indicates whether or not the household income is ≥ 75K and the HOH is a Professional or Manager.	
Market Section: VCR Ownership			
VCR Ownership = No	VCR Ownership = No	Based on whether the household has a video cassette recorder.	
VCR Ownership = Yes	VCR Ownership = Yes		
Market Section: Vehicles			
Vehicles Car Ownership = 1 Car	Vehicles = Car Ownership = 1 Car	The interpretation of the total count of the number of vehicles that are classified as cars. Based on	

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
Vehicles Car Ownership = 2+ Cars	Vehicles = Car Ownership = 2+ Cars	of vehicles that are classified as cars. Based on a household's car ownership. Note: Vans, pick-up trucks, sports utility vehicles (Chevy Blazers, Isuzu Troopers, and so on), and utility trucks/vans are not classified as cars.	
Vehicles Car Ownership = Any Car	Vehicles = Car Ownership = Any Car		
Vehicles Domestic = No	Vehicles = Domestic = No		
Vehicles Domestic = Un	Vehicles = Domestic = Un		
Vehicles Domestic = Yes	Vehicles = Domestic = Yes		
Vehicles Foreign = No	Vehicles = Foreign = No		
Vehicles Foreign = Un	Vehicles = Foreign = Un		
Vehicles Foreign = Yes	Vehicles = Foreign = Yes		
Vehicles New Car Prospect = No	Vehicles = New Car Prospect = No		
Vehicles New Car Prospect = Un	Vehicles = New Car Prospect = Un		
Vehicles New Car Prospect = Yes	Vehicles = New Car Prospect = Yes	Indicates if a car purchase was made by the household in the last three years. Household owns a vehicle that is classified as a car, and (1) the vehicle was bought new or leased (not bought used), and (2) the vehicle is within the last three model years of cars. The base model year is updated yearly in September. In September 2001, the base year was updated from 2000 to 2001. From September 2001 until August 2002, any car with a model year of 1999-2002 would meet the "last 3 model years" criteria.	
Vehicles New Car Prospect Last 5 Years = No	Vehicles = New Car Prospect Last 5 Years = No	Household owns a vehicle that is classified as a car, and (1) the vehicle was bought new or leased (not bought used), and (2) the vehicle is within the last five model years of cars.	
Vehicles New Car Prospect Last 5 Years = Un	Vehicles = New Car Prospect Last 5 Years = Un		
Vehicles New Car Prospect Last 5 Years = Yes	Vehicles = New Car Prospect Last 5 Years = Yes		
Vehicles New Truck Prospect = No	Vehicles = New Truck Prospect = No	Household owns a vehicle that is classified as a truck, and (1) the vehicle was bought new or leased (not bought used) and (2) the vehicle is within the last five model years of trucks. Note: the base model year is updated yearly in September. In September 2001, the base year was updated from 2000 to 2001. From September 2001 until August 2002, any truck with a model year of 1997-2002 would meet the "last 5 model years" criteria. Note: vehicle age is based on a 3 year criteria for cars and 5 years for trucks.	
Vehicles New Truck Prospect = Un	Vehicles = New Truck Prospect = Un		
Vehicles New Truck Prospect = Yes	Vehicles = New Truck Prospect = Yes		
Vehicles Truck Ownership = 1 Truck	Vehicles = Truck Ownership = 1 Truck		
Vehicles Truck Ownership = 2+ Trucks	Vehicles = Truck Ownership = 2+ Trucks	The interpretation of the total count of the number of vehicles that are classified as trucks. Based on a household's truck ownership. Note: Vans, pick-up trucks, sports utility vehicles, and utility trucks/vans are classified as trucks.	
Vehicles Truck Ownership = Any Truck	Vehicles = Truck Ownership = Any Truck		
Market Section: Video Game Owner			
HHLd with Internet Enabled Microsoft Xbox = No - SUBSCRIPTION	HHLd w/ Internet Enabled Microsoft Xbox = No - SUBSCRIPTION	Household with at least one active Microsoft Xbox Internet Enabled Video Game Console.	
HHLd with Internet Enabled Microsoft Xbox = Yes - SUBSCRIPTION	HHLd w/ Internet Enabled Microsoft Xbox = Yes - SUBSCRIPTION		
HHLd with Internet Enabled Nintendo Wii = No - SUBSCRIPTION	HHLd w/ Internet Enabled Nintendo Wii = No - SUBSCRIPTION	Household with at least one active Nintendo Wii Internet Enabled Video Game Console.	
HHLd with Internet Enabled Nintendo Wii = Yes - SUBSCRIPTION	HHLd w/ Internet Enabled Nintendo Wii = Yes - SUBSCRIPTION		
HHLd with Internet Enabled Sony PlayStation = No - SUBSCRIPTION	HHLd w/ Internet Enabled Sony PlayStation = No - SUBSCRIPTION	Household with at least one active Sony PlayStation Internet Enabled Video Game Console.	
HHLd with Internet Enabled Sony PlayStation = Yes - SUBSCRIPTION	HHLd w/ Internet Enabled Sony PlayStation = Yes - SUBSCRIPTION		
HHLd with Internet Enabled Video Game Console = Any	HHLd w/ Internet Enabled Video Game Console = Any	A household with at least 1 active Internet-Enabled Video Game Console.	
HHLd with Internet Enabled Video Game Console = None	HHLd w/ Internet Enabled Video Game Console = None		
HHLd with Microsoft Xbox = No - SUBSCRIPTION	HHLd w/ Microsoft Xbox = No - SUBSCRIPTION	Household with at least one active Microsoft Xbox Video Game Console.	
HHLd with Microsoft Xbox = Yes - SUBSCRIPTION	HHLd w/ Microsoft Xbox = Yes - SUBSCRIPTION		

National Sample Market Break Changes

Market Break	New Market Break Name	MB Definitions	Notes
HHLD with Nintendo Wii = No - SUBSCRIPTION	HHLD w/ Nintendo Wii = No - SUBSCRIPTION	Household with at least one active Nintendo Wii Video Game Console or Wii U.	
HHLD with Nintendo Wii = Yes - SUBSCRIPTION	HHLD w/ Nintendo Wii = Yes - SUBSCRIPTION		
HHLD with Other Internet Enabled Video Game Console = No - SUBSCRIPTION	HHLD w/ Other Internet Enabled Video Game Console = No - SUBSCRIPTION	Household with at least one active Internet Enabled Video Game Console, except Microsoft Xbox, Sony PlayStation, Nintendo Wii, or Nintendo Wii U.	
HHLD with Other Internet Enabled Video Game Console = Yes - SUBSCRIPTION	HHLD w/ Other Internet Enabled Video Game Console = Yes - SUBSCRIPTION		
HHLD with Other Video Game Console = No - SUBSCRIPTION	HHLD w/ Other Video Game Console = No - SUBSCRIPTION	Household with at least one active Video Game Console, except Microsoft Xbox, Sony PlayStation, Nintendo Wii, or Nintendo Wii U.	
HHLD with Other Video Game Console = Yes - SUBSCRIPTION	HHLD w/ Other Video Game Console = Yes - SUBSCRIPTION		
HHLD with Sony PlayStation = No - SUBSCRIPTION	HHLD w/ Sony PlayStation = No - SUBSCRIPTION	Household with at least one active Sony PlayStation Video Game Console.	
HHLD with Sony PlayStation = Yes - SUBSCRIPTION	HHLD w/ Sony PlayStation = Yes - SUBSCRIPTION		
Video Game Owner = No	Video Game Owner = No	Indicates whether the home owns at least one video game that can be connected to a viewable TV set or associated TV tuner such as a VCR.	
Video Game Owner = Un	Video Game Owner = Un		
Video Game Owner = Yes	Video Game Owner = Yes		

Hispanic Sample Market Break Changes

Market Break	MB Definitions	Notes
		Key for Changes
		Change made
		No Change
		Retire
Market Section: Hisp Orig Cable Status		
Hisp Orig Cable Status = Any Cable	Hisp Orig Cable Status = Any Cable	Households that receive basic cable within households where the HOH is of Hispanic origin.
Hisp Orig Cable Status Broadcast Only	Hisp Orig Cable Status = Broadcast Only	Households that receive broadcast channels only; for example, not wired for cable, no alternate delivery sources, and therefore no pay channels where the HOH is of Hispanic origin.
Hisp Orig Cable Status Cable Plus = Yes	Hisp Orig Cable Status = Cable Plus = Yes	Based on a household where the HOH is of Hispanic origin and has the ability to receive cable channels via a wire to the home from a cable headend located in the community or via any other alternate delivery source such as C-Band Satellite Dish, Direct Broadcast Satellite (DBS) TV systems, Wireless Cable, and so forth.
Hisp Orig Cable Status Cable Plus with Pa	Hisp Orig Cable Status = Cable Plus w/ Pay = No	A household, where the HOH is of Hispanic origin, that receives cable through a local cable headend (for example, the home is "wired" for cable) or via some other form of alternate delivery AND the household receives pay channels for which the cable supplier normally charges an extra premium, for example, HBO, Showtime, Cinemax, and so forth.
Hisp Orig Cable Status Cable Plus with Pa	Hisp Orig Cable Status = Cable Plus w/ Pay = Yes	
Hisp Orig Cable Status DBS = Yes	Hisp Orig Cable Status = DBS = Yes	Indicates the ability to receive direct broadcast satellite signals in a household where the HOH is of Hispanic origin.
Hisp Orig Cable Status Pay Cable = Yes	Hisp Orig Cable Status = Pay Cable = Yes	An additional monthly charge paid by a cable subscriber for any number of program services above the basic cable service in a household where the HOH is of Hispanic origin.
Hisp Orig Cable Status Wired Digital Cable	Hisp Orig Cable Status = Wired Digital Cable = Yes	A household where the HOH is of Hispanic origin and is equipped to receive digital cable.
Market Section: Hisp Orig County Size		
Hisp Orig County Size = A	Hisp Orig County Size = A	<p>Based on the population and metropolitan location of the county in which the household where the HOH is of Hispanic origin is located. The four county size groups are defined as follows:</p> <ul style="list-style-type: none"> • A- All counties belonging, as of June 30, 1999, to the largest metropolitan areas, which together account for 40% of U.S. households according to the 2000 census. • B- All counties in the next largest set of metropolitan areas which together account for 30% of U.S. households. • C- All counties in the next largest set of areas - including both metropolitan areas and non-metropolitan counties, which account for 15% of U.S. households • D- All remaining counties.
Hisp Orig County Size = B	Hisp Orig County Size = B	
Hisp Orig County Size = C	Hisp Orig County Size = C	
Hisp Orig County Size = D	Hisp Orig County Size = D	

Hispanic Sample Market Break Changes

Market Break	MB Definitions	Notes
Market Section: Hisp Orig DVD Owner		
Hisp Orig DVD Owner = Yes	Hisp Orig DVD Owner = Yes	Based on whether the household where the HOH is of Hispanic origin has a digital video disk player.
Market Section: Hisp Orig DVR Household		
Hisp Orig DVR Household	Hisp Orig DVR Household = Yes	A household where the HOH is of Hispanic origin that has a device (Digital Video Recorder) that enables the user to watch, pause, playback, and/or record live television.
Old Market Section: Hisp Orig HH Income		
New Market Section: Hisp Orig HHLD Income		
Hisp Orig HH Income < \$10,000	Hisp Orig HHLD Income < \$10,000	An Interpretation of the income range of a household that ranges from <10K to 60K+. Household income ranges include the income of all household members where the HOH is of Hispanic origin rounded to the nearest thousand. Note Effective 4/2/2007, reporting of ALL household income values, including historical, will use the midpoint value range of the household income range.
Hisp Orig HH Income = \$10,000-14,999	Hisp Orig HHLD Income = \$10,000-14,999	
Hisp Orig HH Income = \$15,000-19,999	Hisp Orig HHLD Income = \$15,000-19,999	
Hisp Orig HH Income = \$20,000-29,999	Hisp Orig HHLD Income = \$20,000-29,999	
Hisp Orig HH Income = \$30,000-39,999	Hisp Orig HHLD Income = \$30,000-39,999	
Hisp Orig HH Income = \$40,000-49,999	Hisp Orig HHLD Income = \$40,000-49,999	
Hisp Orig HH Income = \$50,000-59,999	Hisp Orig HHLD Income = \$50,000-59,999	
Hisp Orig HH Income = \$60,000+	Hisp Orig HHLD Income = \$60,000+	
Old Market Section: Hisp Orig HH Size		
New Market Section: Hisp Orig HHLD Size		
Hisp Orig HH Size = 1	Hisp Orig HHLD Size = 1	Based on the number of people living in the household where the HOH is of Hispanic origin. This count includes all household members including those not related to the HOH. To be a household member, a person must consider the household to be his/her primary residence. The Nielsen Company determines household members based on the same criteria as the U.S. Census Bureau except for the treatment of boarders. Visitors are excluded. All children, including those less than 2, are included. Note (1) Boarders with a TV set who agree to have their TV set metered with Nielsen's equipment and (2) boarders without a TV set are both considered as household members (this matches the U.S. census). Boarders with a TV set that do not allow Nielsen to meter the set are excluded.
Hisp Orig HH Size = 2	Hisp Orig HHLD Size = 2	
Hisp Orig HH Size = 3	Hisp Orig HHLD Size = 3	
Hisp Orig HH Size = 4+	Hisp Orig HHLD Size = 4+	
Old Market Section: Hisp Orig Presence of Children		
New Market Section: Hisp Orig HHLD w/ Persons		
Hisp Orig HH W/ Children, Age of Youngest Child < 6	Hisp Orig HHLD w/ Persons = Age of Youngest Child < 6	Households are classified by the age of the youngest child living as a household member where the HOH is of Hispanic origin.

Hispanic Sample Market Break Changes

Market Break	MB Definitions	Notes
Hisp Orig HH W/ Children, Age of Youngest Child 12-17	Hisp Orig HHLD w/ Persons = Age of Youngest Child 12-17	The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.
Hisp Orig HH W/ Children, Age of Youngest Child 6-11	Hisp Orig HHLD w/ Persons = Age of Youngest Child 6-11	
Hisp Orig HH W/ Children = Any Children	Hisp Orig HHLD w/ Persons = Children	Household status for whether there are children less than 18 years of age living as household members where the HOH is of Hispanic origin. The children may or may not be related to the HOH. Includes households where children are less than 2.
Hisp Orig HH W/ Children <2 = Any	Hisp Orig HHLD w/ Persons = Children <2 = Any	Based on households where the HOH is of Hispanic origin and where there are children less than 2 years of age living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.
Hisp Orig HH W/ Children <3 = Any	Hisp Orig HHLD w/ Persons = Children <3 = Any	Based on households where the HOH is of Hispanic origin and where there are children less than 3 years of age living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.
Hisp Orig HH W/ Children 12-17 = Any	Hisp Orig HHLD w/ Persons = Children 12-17 = Any	Based on households where the HOH is of Hispanic origin and where there are children aged 12 to 17 years living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.
Hisp Orig HH W/ Children 2-5 = Any	Hisp Orig HHLD w/ Persons = Children 2-5 = Any	Based on households where the HOH is of Hispanic origin and where there are children aged 2 to 5 years living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.
Hisp Orig HH W/ Children 6-11 = Any	Hisp Orig HHLD w/ Persons = Children 6-11 = Any	Based on households where the HOH is of Hispanic origin and where there are children aged 6 to 11 years living as household members. The children may or may not be related to the HOH. Note Household members age on the Monday of the week that contains the 15th day of their birth month.
Hisp Orig HH W/ Children = No Children	Hisp Orig HHLD w/ Persons = No Children	Household status for whether there are children less than 18 years of age living as household members where the HOH is of Hispanic origin. The children may or may not be related to the HOH. Includes households where children are less than 2.
Hisp Orig Number of Children = 1	Hisp Orig HHLD w/ Persons = Number of Children = 1	The total number of children in the household where the HOH is of Hispanic origin. All children, including those less than 2, are included.
Hisp Orig Number of Children = 2+	Hisp Orig HHLD w/ Persons = Number of Children = 2+	

Hispanic Sample Market Break Changes

Market Break	MB Definitions	Notes
Old Market Section: Hisp Orig HOH Age Ranges		
New Market Section: Hisp Orig HOH Age Range		
Hisp Orig HOH Age < 25	Hisp Orig HOH Age Range < 25	The head of household age in ranges as it is commonly represented. Based on the age of the person of Hispanic origin declared to be head of the house; for example, the person determined by the household to be the one responsible for the rent or mortgage payment. If two or more people are on the lease or deed, then the person whose name appears first is the head of house. This is the same criteria used by the U.S. Census Bureau. People less than age 18 may be the head of house. Persons age (become one year older) on the Monday of the week containing the 15th day of their birth month. The head of house may be male or female and may also be the lady of the house.
Hisp Orig HOH Age = 25-34	Hisp Orig HOH Age Range = 25-34	
Hisp Orig HOH Age = 35-44	Hisp Orig HOH Age Range = 35-44	
Hisp Orig HOH Age = 45-54	Hisp Orig HOH Age Range = 45-54	
Hisp Orig HOH Age = 55-64	Hisp Orig HOH Age Range = 55-64	
Hisp Orig HOH Age = 65+	Hisp Orig HOH Age Range = 65+	
Old Market Section: Hisp Orig HOH Country of Origin (Pre June 28, 2010)		
New Market Section: Hisp Orig HOH Country of Origin (Pre Jul 2010)		
Hisp Orig HOH Country of Origin (Pre Jun	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Cuban	The country of origin of the Head of House. Notes <ul style="list-style-type: none"> • Other-Hispanic excludes Mexico and Cuban-Puerto Rican. • Effective July 2010 HOH Country of Origin was relabeled HOH Hispanic Specific Ethnicity. For measurement intervals prior to July 2010, select HOH Country of Origin. For measurement intervals after June 2010, select HOH Hispanic Specific Ethnicity.
Hisp Orig HOH Country of Origin (Pre Jun	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Mexican	
Hisp Orig HOH Country of Origin (Pre Jun	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Non-Mexican	
Hisp Orig HOH Country of Origin (Pre Jun	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Other	
Hisp Orig HOH Country of Origin (Pre Jun	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Puerto Rican	
Hisp Orig HOH Country of Origin (Pre Jun	Hisp Orig HOH Country of Origin (Pre Jul 2010) = Puerto Rican	
Market Section: Hisp Orig HOH Education		
Hisp Orig HOH ED = < 9 Years Grade Scho	Hisp Orig HOH Education < 9 Years Grade School	Indicates the level of education of the head of household as commonly represented. Based on the highest educational level reached by the household member of Hispanic origin designated as the head of the house.
Hisp Orig HOH ED = 1-3 Years College	Hisp Orig HOH Education = 1-3 Years College	
Hisp Orig HOH ED = 1-3 Years High Schoo	Hisp Orig HOH Education = 1-3 Years High School	
Hisp Orig HOH ED = 4 Years HS/Graduate	Hisp Orig HOH Education = 4 Years HS/Graduate	
Hisp Orig HOH ED = 4+ Years College	Hisp Orig HOH Education = 4+ Years College	
Hisp Orig HOH ED = 4+ Years College	Hisp Orig HOH Education = 4+ Years College	
Old Market Section: Hisp Orig HOH Hispanic Specific Ethnicity (Post June 28, 2010)		
New Market Section: Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010)		
Hisp Orig HOH Hispanic Specific Ethnicity	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Cuban	The country of origin of the Head of House. Notes <ul style="list-style-type: none"> • Other-Hispanic excludes Mexico and Cuban-Puerto Rican. • Effective July 2010 HOH Country of Origin was relabeled HOH Hispanic Specific Ethnicity. For measurement intervals prior to July 2010, select HOH Country of Origin. For measurement
Hisp Orig HOH Hispanic Specific Ethnicity	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Mexican	
Hisp Orig HOH Hispanic Specific Ethnicity	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Non-Mexican	
Hisp Orig HOH Hispanic Specific Ethnicity	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Other	
Hisp Orig HOH Hispanic Specific Ethnicity	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Other	

Hispanic Sample Market Break Changes

Market Break	MB Definitions	Notes
Hisp Orig HOH Hispanic Specific Ethnicity	Hisp Orig HOH Hispanic Specific Ethnicity (Post Jun 2010) = Puerto Rican	July 2010, select HOH Country of Origin. For measurement intervals after June 2010, select HOH Hispanic Specific Ethnicity.
Market Section: Hisp Orig HOH Occupation		
Hisp Orig HOH Occupation = Clerical	Hisp Orig HOH Occupation = Clerical	Based on the occupation classification of the household member of Hispanic origin designated as the head of the house. Nielsen collects the job title and employer of each adult household member. Using this information, Nielsen converts each adult's occupation into standardized U.S. Census Occupation codes. These occupation codes (updated periodically by the U.S. Census Bureau) are then converted by category to Nielsen occupation categories as reported.
Hisp Orig HOH Occupation = Farmer	Hisp Orig HOH Occupation = Farmer	
Hisp Orig HOH Occupation = Not In Labor	Hisp Orig HOH Occupation = Not In Labor Force	
Hisp Orig HOH Occupation = Professional	Hisp Orig HOH Occupation = Professional/Managerial	
Hisp Orig HOH Occupation = Skilled	Hisp Orig HOH Occupation = Skilled	
Hisp Orig HOH Occupation = Unskilled	Hisp Orig HOH Occupation = Unskilled	
Market Section: Hisp Orig Home Ownership		
Hisp Orig Home Ownership Status = Own	Hisp Orig Home Ownership = Owned	Indicates whether the home is owned or rented where the HOH is of Hispanic origin.
Hisp Orig Home Ownership Status = Rent	Hisp Orig Home Ownership = Rented	
Market Section: Hisp Orig Language Class		
Hisp Orig Lang Class = Mostly English	Hisp Orig Lang Class = Mostly English	The category assigned to each sample household, where the HOH is of Hispanic origin, based on the language used in the home by each adult member. The field representative collects this information during the install of the household. Language Class is used to produce any viewing information for the language categories.
Hisp Orig Lang Class = Mostly Spanish	Hisp Orig Lang Class = Mostly Spanish	
Hisp Orig Lang Class = Only English	Hisp Orig Lang Class = Only English	
Hisp Orig Lang Class = Only Spanish	Hisp Orig Lang Class = Only Spanish	
Hisp Orig Lang Class = Spanish English Eq	Hisp Orig Lang Class = Spanish/English Equally	
Old Market Section: Hisp Orig TV Ownership		
New Market Section: Hisp Orig TV Sets		
Hisp Orig TV Set = 1	Hisp Orig Number of TV Sets = 1	Based on the number of operable TV sets in the household where the HOH is of Hispanic origin. VCRs are not included in this count.
Hisp Orig TV Sets = 2	Hisp Orig Number of TV Sets = 2	
Hisp Orig TV Sets = 3	Hisp Orig Number of TV Sets = 3	
Hisp Orig TV Sets = 4+	Hisp Orig Number of TV Sets = 4+	
Market Section: Hisp Orig PC Access-Home		
Hisp Orig PC Access-Home = No	Hisp Orig PC Access-Home = No	Indicates whether the household where the HOH is of Hispanic origin has a personal computer.
Hisp Orig PC Access-Home = Yes	Hisp Orig PC Access-Home = Yes	
Hisp Orig PC with Internet Access-Home = No	Hisp Orig PC w/ Internet Access-Home = No	Indicates whether a household where the HOH is of Hispanic origin has access to the Internet. <ul style="list-style-type: none"> • PC with Internet Access - Home = No includes all homes without Internet access whether or not they have a PC. • PC with Internet Access - Home = Yes includes households with a PC and Internet access.
Hisp Orig PC with Internet Access-Home = Yes	Hisp Orig PC w/ Internet Access-Home = Yes	

Hispanic Sample Market Break Changes

Market Break	MB Definitions	Notes
Market Section: Hisp Orig Territory		
Hisp Orig Territory = Central	Hisp Orig Territory = Central	Based on the physical location of the household where the HOH is of Hispanic origin. The Nielsen definitions of U.S. territories (6-way split) by the states that each territory encompasses are described in the National Reference Supplement.
Hisp Orig Territory = East Central	Hisp Orig Territory = East Central	
Hisp Orig Territory = Northeast	Hisp Orig Territory = Northeast	
Hisp Orig Territory = Pacific	Hisp Orig Territory = Pacific	
Hisp Orig Territory = Southeast	Hisp Orig Territory = Southeast	
Hisp Orig Territory = Southwest	Hisp Orig Territory = Southwest	
Hisp Orig Territory = West Central	Hisp Orig Territory = West Central	
Market Section: Hisp Orig Time Zone		
Hisp Orig Time Zone = Central	Hisp Orig Time Zone = Central	Based on the time zone of the county in which the household where the HOH is of Hispanic origin is located. Time Zones are delineated in the National Reference Supplement. The mountain time zone is divided into Mountain East and Mountain West. This division is to simulate the boundary between households that receive the west coast feed versus those that receive the east coast feed of a broadcast network or cable network. As a rule, Mountain West encompasses those homes that are in the mountain time zone, but also in the Pacific territory.
Hisp Orig Time Zone = Eastern	Hisp Orig Time Zone = Eastern	
Hisp Orig Time Zone = Mountain	Hisp Orig Time Zone = Mountain	
Hisp Orig Time Zone = Pacific	Hisp Orig Time Zone = Pacific	
Market Section: Hisp Orig Video Owner		
Hisp Orig Video Game Owner = Yes	Hisp Orig Video Game Owner = Yes	Indicates whether the home where the HOH is of Hispanic origin owns at least one video game that can be connected to a viewable TV set or associated TV tuner such as a VCR.
Old Market Section: Hispanic Origin Metered TV Set		
New Market Section: Hisp Orig Metered TV Sets		
Hispanic Origin Metered TV Set = 1	Hisp Orig Metered TV Sets = 1	
Hispanic Origin Metered TV Set = 2	Hisp Orig Metered TV Sets = 2	
Hispanic Origin Metered TV Set = 3	Hisp Orig Metered TV Sets = 3	
Hispanic Origin Metered TV Set = 4+	Hisp Orig Metered TV Sets = 4+	
Market Section: Hisp Orig Composite		
Hisp Orig Composite	Hisp Orig Composite	

Respondent Demographics - Optional Person Characteristics - Changes

Demographic	Proposed New	Definitions
Previous Person Section: Education Ranges		
New Person Section: Education		
Individual Education = < 9 Years Grade School	Education < 9 Years Grade School	Change made
Individual Education = 1-3 Years College	Education = 1-3 Years College	No Change
Individual Education = 1-3 Years High School	Education = 1-3 Years High School	Retire
Individual Education = 4 Years HS/Graduate	Education = 4 Years HS/Graduate	
Individual Education = 4+ Years College	Education = 4+ Years College	
Individual Education = No College	Education = No College	
Individual Education = Some College	Education = Some College	Indicates whether a person has had any or no college education. This only pertains to persons who are not short term visitors.
Person Section: Hisp Orig Language Spoken		
Hisp Orig Lang Spoken = English Dominant	Hisp Orig Lang Spoken = English Dominant	For households with HOH Origin = Hispanic, this is the language spoken for each person in a household.
Hisp Orig Lang Spoken = Mostly English	Hisp Orig Lang Spoken = Mostly English	
Hisp Orig Lang Spoken = Mostly Spanish	Hisp Orig Lang Spoken = Mostly Spanish	
Hisp Orig Lang Spoken = Only English	Hisp Orig Lang Spoken = Only English	
Hisp Orig Lang Spoken = Only Spanish	Hisp Orig Lang Spoken = Only Spanish	
Hisp Orig Lang Spoken = Spanish Dominant	Hisp Orig Lang Spoken = Spanish Dominant	
Hisp Orig Lang Spoken = Spanish English Equally	Hisp Orig Lang Spoken = Spanish/English Equally	
Person Section: Internet Usage		
Internet Usage - Home Hours per Week = 0	Internet Usage = Home Hours per Week = 0	Internet Usage-Home - In a typical week, the number of hours a person spends on the internet at home including e-mail usage. The maximum number of hours available in a week is 168 hours. The question is asked of all persons 2+ in the household regardless of whether the person has access to a personal computer and/or Internet at home. Some respondents may include hours spent on the Internet using other devices such as cell phone and TV. Internet Usage-Work - In a typical week, the number of hours a person spends on the internet at work or while performing work-related activities away from home including e-mail usage. The maximum number of hours available in a week is 168 hours. The question is asked of all employed persons 2+ in the household.
Internet Usage - Home Hours per Week = 01-04	Internet Usage = Home Hours per Week = 01-04	
Internet Usage - Home Hours per Week = 05-09	Internet Usage = Home Hours per Week = 05-09	
Internet Usage - Home Hours per Week = 10-19	Internet Usage = Home Hours per Week = 10-19	
Internet Usage - Home Hours per Week = 20+	Internet Usage = Home Hours per Week = 20+	
Internet Usage - Work Hours per Week = 0	Internet Usage = Work Hours per Week = 0	
Internet Usage - Work Hours per Week = 01-04	Internet Usage = Work Hours per Week = 01-04	
Internet Usage - Work Hours per Week = 05-09	Internet Usage = Work Hours per Week = 05-09	
Internet Usage - Work Hours per Week = 10-19	Internet Usage = Work Hours per Week = 10-19	
Internet Usage - Work Hours per Week = 20+	Internet Usage = Work Hours per Week = 20+	
Person Section: Lady of Household		
Lady of Household = No	Lady of Household = No	The Lady of House is determined by the relationship to head of house and must be a female at least 18 years old. The Lady of House cannot be a visitor. The same person may be both Head of House and Lady of House.
Lady of Household = Yes	Lady of Household = Yes	
Person Section: Language Spoken		

Respondent Demographics - Optional Person Characteristics - Changes

Demographic	Proposed New	Definitions
Lang Spoken = English Dominant	Language Spoken = English Dominant	This is the language spoken for each person in a household. Note Non-Hispanic Household is determined by the following: • Market Break - HOH Origin = Non Hispanic • Person Origin = Non Hispanic or Unknown
Lang Spoken = Mostly English	Language Spoken = Mostly English	
Lang Spoken = Mostly Spanish	Language Spoken = Mostly Spanish	
Lang Spoken = Non-Hispanic Person	Language Spoken = Non-Hispanic Person	
Lang Spoken = Only English	Language Spoken = Only English	
Lang Spoken = Only Spanish	Language Spoken = Only Spanish	
Lang Spoken = Spanish Dominant	Language Spoken = Spanish Dominant	
Lang Spoken = Spanish English Equally	Language Spoken = Spanish/English Equally	
Lang Spoken = Unknown	Language Spoken = Unknown	
Previous Person Section: Number of Years Spent in the United States		
New Person Section: Years in the U.S.		
Number of Years Spent in the United States = 10 to 15 Years	Years in the U.S. = 10-15 Years	The number of years a person of Asian race or Hispanic origin has spent in the United States. All other persons are classified as Unknown.
Number of Years Spent in the United States = 15 to 20 Years	Years in the U.S. = 15-20 Years	
Number of Years Spent in the United States = 5 to 10 Years	Years in the U.S. = 5-10 Years	
Number of Years Spent in the United States = Born in the USA	Years in the U.S. = Born in the U.S.	
Number of Years Spent in the United States = Less than 5 Years	Years in the U.S. = Less than 5 Years	
Number of Years Spent in the United States = Over 20 Years	Years in the U.S. = Over 20 Years	
Number of Years Spent in the United States = Unknown	Years in the U.S. = Unknown	
Person Section: Occupation		
Individual Occupation = Clerical	Occupation = Clerical	The Nielsen Company collects the job title and employer of each adult household member. Using this information, Nielsen converts each adult's occupation into standardized US Census Occupation codes. These occupation codes (updated periodically by the US Census Bureau) are then converted by category to Nielsen occupation categories as reported.
Individual Occupation = Farmer	Occupation = Farmer	
Individual Occupation = Not in Labor Force	Occupation = Not in Labor Force	
Individual Occupation = Professional/Managerial	Occupation = Professional/Managerial	
Individual Occupation = Skilled	Occupation = Skilled	
Individual Occupation = Unskilled	Occupation = Unskilled	
Person Section: Origin		
Origin = Hispanic	Origin = Hispanic	Based on the ethnic origin of the person.
Origin = Non-Hispanic	Origin = Non-Hispanic	
Origin = Unknown	Origin = Unknown	
Person Section: Primary Shopper - SUBSCRIPTION		
Primary Shopper = N/A - SUBSCRIPTION	Primary Shopper = N/A - SUBSCRIPTION	
Primary Shopper = No - SUBSCRIPTION	Primary Shopper = No - SUBSCRIPTION	
Primary Shopper = Un - SUBSCRIPTION	Primary Shopper = Un - SUBSCRIPTION	
Primary Shopper = Yes - SUBSCRIPTION	Primary Shopper = Yes - SUBSCRIPTION	
Person Section: Principal MovieGoers - SUBSCRIPTION		
PMG = Avid Moviegoer - SUBSCRIPTION	PMG = Avid Moviegoer - SUBSCRIPTION	
PMG = Frequent Moviegoer - SUBSCRIPTION	PMG = Frequent Moviegoer - SUBSCRIPTION	
PMG = Principal Moviegoer - SUBSCRIPTION	PMG = Principal Moviegoer - SUBSCRIPTION	
Person Section: Race		

Respondent Demographics - Optional Person Characteristics - Changes

Demographic	Proposed New	Definitions
Race = American Indian/Alaska Native	Race = American Indian/Alaska Native	Based on the stated race of the person. • Black: Any Black response, in combination with other races, is categorized as Black. • White: Any person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as White or report entries such as Irish, German, Italian, Lebanese, Near Easterner, Arab, or Polish. • Asian or Pacific Islander: Includes Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Native Hawaiian, Other Asian, Guamanian or Chamorro, Samoan, or Other Pacific Islander. Note • This demographic does not include Hispanic. Hispanic is not considered a race but an ethnic origin. A person of Hispanic origin would designate his/her race using the same list. He/she may be a Black Hispanic or a White Hispanic, or other race. Each household is assigned a race and Hispanic identity.
Race = Asian or Pacific Islander	Race = Asian or Pacific Islander	
Race = Black	Race = Black	
Race = Other Race	Race = Other Race	
Race = Unknown	Race = Unknown	
Race = White	Race = White	
Previous Person Section: Women w/Presence of Children		
New Person Section: Women w/ Presence of Children		
Females 18+ W/ Children <3 = Yes	Females 18+ w/ Children <3 = Yes	Various female demographics and are characterized as having the presence of children in the home.
Females 18-34 W/ Children <3 = Yes	Females 18-34 w/ Children <3 = Yes	
Females 18-49 W/ Children <12 = Yes	Females 18-49 w/ Children <12 = Yes	
Females 18-49 W/ Children <3 = Yes	Females 18-49 w/ Children <3 = Yes	
Females 18-49 W/ Children <6 = Yes	Females 18-49 w/ Children <6 = Yes	
LOH 18-49 W/ Children 2-5 = Yes	LOH 18-49 w/ Children 2-5 = Yes	
LOH 18-49 W/ Children 6-11 = Yes	LOH 18-49 w/ Children 6-11 = Yes	Lady of House - various female demographics that are also indicated as the Lady of House and are characterized as having the presence of children in the home.
LOH 18-49 W/ Children <12 = Yes	LOH 18-49 w/ Children <12 = Yes	
LOH 18-49 W/ Children <3 = Yes	LOH 18-49 w/ Children <3 = Yes	
WW 18-49 W/ Children <12 = Yes	WW 18-49 w/ Children <12 = Yes	
WW 18-49 W/ Children <18 = Yes	WW 18-49 w/ Children <18 = Yes	
WW 18-49 W/ Children <3 = Yes	WW 18-49 w/ Children <3 = Yes	
Previous Person Section: Working Status and Working Women		
New Person Section: Employment Status		
Individual Non-Working(age 18+)	Employment Status = Non-Working (age 18+)	A break that indicates whether a person who is 18+ works or not. It excludes short term visitors.
Individual Working(age 18+)	Employment Status = Working (age 18+)	

Respondent Demographics - Optional Person Characteristics - Changes

Demographic	Proposed New	Definitions
Full Time Working Women = No	Employment Status = Full Time Working Women = No	Indicates whether the person is at least 18 years or older, female, and works at least thirty hours a week. Excludes persons less than 18. Note The National TV Toolbox Working Women calculation differs from National TV View. National TV Toolbox does not apply the Sample adjustment factor to the Special Person adjusted viewing due to performance implications. (Previously included in the Working Status section.)
Full Time Working Women = Yes	Employment Status = Full Time Working Women = Yes	

Formatting Guidelines for Market Breaks and Optional Person Characteristics

Basic Format:				Key for Changes	
Market Section name = Market Break name = Qualifier (yes/no/other text)				Change made	
				No Change	
for NHTI characteristics, the format is:				Retire	
NHTI Market Section name = Market Break name = Qualifier (yes/no/other text)					
Abbreviations:					
"Household" abbreviated as HHL D					
"with" abbreviated as w/					
"without" abbreviated as w/o					
Date in Titles:					
When a characteristic is no longer producing new data, it will include a "(Pre Mon YEAR)" notation. EX: Cable Status = MVPD - Time Warner Inc (Pre Jan 2017) = Yes - SUBSCRIPTION Conversely, when a characteristic is new, it may contain a "(Post Mon YEAR)" notation. EX: HOH Hispanic Specific Ethnicity (Post Jun 2010) = Other					
Conver					
Exceptions					
Preventing Duplications:					
If Market Section = Market Break then the name is only included once					
For Origin Market Breaks use Origin and Non-Origin as market break definition. EX: Asian Household and Non-Asian Household/ HOH Origin = Hispanic and HOH Origin = Non-Hispanic					
Character Count Exceptions:					
If character count is greater than 65 characters for 1 or more market breaks without the market section included, then exclude the market section					
If market section is 25 or more characters, then market section can be abbreviated in the market break name EX: Home Phone Primary Contact Method is the Market Section in the Market Break we include: Home Phone = Cell Phone as Primary Contact Method, not Landline					

Sorting Exceptions:

When we need a specific group of MBs to sort to the top, we use the "-" instead of "="

For example: HHLD w/ Tablets - 1

High Level Changes					
Market Breaks			Respondent Demographics		
Market Section			Person Section		
	30%	Change		29%	Change
	70%	No Change		71%	No Change
Market Break			Demographic Break		
	56%	Change		14%	Change
	41%	No Change		86%	No Change
	3%	Retiring		<1%	Retiring