

QUARTER-HOUR FLOW

The Quarter-Hour Flow report analyzes the audience viewing across the selected viewing sources, from one quarter-hour to the next, to determine where your viewing went and where it came from. In other words, it compares which viewing sources your audience shifted to and which viewing sources your audience came from.

- LPM, Set-Meter, and Code-Reader data is based on a Unified Sample.
- Unification will be ignored for RPD+ markets.
- To allow for more accurate tracking of persons between the source and destination quarter-hour, meter adjustment factors are not applied. For this reason, persons data in the Quarter-Hour Flow report may not match other analyses that use meter adjustment factors.
- Requesting a report period greater than 28 days for a given DMA may result in sample degradation. As the report period increases, more sample may be eliminated by the Unification process.
- All data is reported as Live viewing.

QUARTER-HOUR FLOW METRICS

- **INTAB** is the average number of unified households/ persons supplying usable information that were intab for the selected characteristic/demographic break for the geography. For example, 761 were intab and contributed to the sample of the report.
- The **OTHER** bucket includes any viewing to a viewing source that was not included in the report specification.
 - A household/person can be counted in the OTHER bucket only once. For example, If a Household watched WAAA at the source and they watched WXXX and WYYY at the destination time (where neither WXXX nor WYYY were included in the report specification), that Household would be counted as viewing one time to the OTHER bucket.
- If not included in the report specification, the OTHER bucket will include viewing to non-HUT sources like XPLT, XDVD, etc.
- To be included in **TUNE-IN**, a household/person cannot be counted as contributing to any other viewing source during the source quarter-hour.
- To be included in **OFF**, a household/person cannot be counted as contributing to any other viewing source during the destination quarter-hour.

QUARTER-HOUR FLOW

How to Read

READING IMPRESSIONS (ROW)

IMPRESSIONS (IMP) – The estimated number of viewers.

Source Quarter Hour	Destination Quarter Hour	Metric	Viewing Source	Source	Destination							Intab
					WAAA	WBBB	WCCC	WDDD	WEEE	OTHER	OFF	
M-F 5:45a-6a	M-F 6a-6:15a	IMP		Total	108,109	88,552	33,055	87,911	34,308			761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WAAA	101,599	78,446	7,822	3,533	3,567	2,306	36,583	6,654	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WBBB	61,767	4,319	54,674	966	7,009	0	17,602	1,002	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WCCC	27,307	712	984	26,323	0	0	5,343	0	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WDDD	72,900	1,594	11,240	1,139	60,371	4,765	19,116	2,713	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WEEE	27,270	0	710	0	630	20,282	6,615	4,431	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	OTHER		36,523	22,438	7,005	12,908	10,197			761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	TUNE-IN		16,529	20,923	1,033	24,909	6,686			761

HOW TO READ

In the example, 101,559 households were watching WAAA Monday-Friday between 5:45am and 6:00am.

Of the 101,559 HHs watching WAAA in the 5:45am quarter-hour:

- 78,446 continued to watch WAAA at 6:00am. These are the HHs WAAA retained.
- 7,822 HHs switched to WBBB.
- 3,533 HHs switched to WCCC.
- 3,567 HHs switched to WDDD.
- 2,306 HHs switched to WEEE.
- 36,583 HHs switched to a viewing source other than the viewing sources displayed.
- 6,654 HHs were not watching TV between 6:00am and 6:15am.

NOTES

To be included in the viewing, a viewer must watch a viewing source for at least five minutes in the quarter-hour.

For example, if a viewer watches WAAA from 6:00am to 6:07am and watches WBBB from 6:07am to 6:15am, the viewer is included in both WAAA and WBBB viewing. For this reason, and because of viewing to multiple TVs in a household, the sum of the destination impressions for the selected viewing source may not equal the source's total impressions.

The Rating (RTG%) metric is interpreted in the same way as the Impressions (IMP). **RATING (RTG%)** – The estimated percentage of the TV households (or persons) tuned to a program.

QUARTER-HOUR FLOW

How to Read

READING IMPRESSIONS (COLUMN)

IMPRESSIONS (IMP) – The estimated number of viewers.

Source Quarter Hour	Destination Quarter Hour	Metric	Viewing Source	Source	Destination							Intab
					WAAA	WBBB	WCCC	WDDD	WEEE	OTHER	OFF	
M-F 5:45a-6a	M-F 6a-6:15a	IMP		Total	108,109	88,552	33,055	87,911	34,308			761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WAAA	101,599	78,446	7,822	3,533	3,567	2,306	36,583	6,654	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WBBB	61,767	4,319	54,674	966	7,009	0	17,602	1,002	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WCCC	27,307	712	984	26,323	0	0	5,343	0	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WDDD	72,900	1,594	11,240	1,139	60,371	4,765	19,116	2,713	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	WEEE	27,270	0	710	0	630	20,282	6,615	4,431	761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	OTHER		36,523	22,438	7,005	12,908	10,197			761
M-F 5:45a-6a	M-F 6a-6:15a	IMP	TUNE-IN		16,529	20,923	1,033	24,909	6,686			761

HOW TO READ

In the example, 108,109 households were watching WAAA Monday-Friday between 6:00am and 6:15am.

Of the 108,109 HHs watching WAAA in the 6:00am quarter-hour:

- 78,446 HHs also watched WAAA in the 5:45am quarter-hour.
- 4,319 HHs came from WBBB.
- 712 HHs came from WCCC.
- 1,594 HHs came from WDDD.
- No HHs came from WEEE.
- 36,523 HHs shifted their viewing to WAAA from other viewing sources.
- 16,529 HHs had their TVs turned off during the 5:45am quarter-hour but were watching WAAA during the 6:00am quarter-hour.

NOTES

To be included in the viewing, a viewer must watch a viewing source for at least five minutes in the quarter-hour.

The sum of the source impressions for the selected viewing source may not equal the destination total impressions for the selected viewing source because of viewing to multiple TVs in a household or viewing to multiple viewing sources within a quarter-hour.

The Rating (RTG%) metric is interpreted in the same way as the Impressions (IMP) metric.
 RATING (RTG%) – The estimated percentage of the TV households (or other specified group) tuned to a program.

QUARTER-HOUR FLOW

How to Read

READING % OF SOURCE AUDIENCE (ROW)

% OF SOURCE AUDIENCE – % of the audience that came from the Source. The % of the retained or kept audience.

Source Quarter Hour	Destination Quarter Hour	Metric	Viewing Source	Source	Destination							Intab
					WAAA	WBBB	WCCC	WDDD	WEEE	OTHER	OFF	
M-F 5:45a-6a	M-F 6a-6:15a	% of Source Audience	WAAA	100.0	77.2	7.7	3.5	3.5	2.3	36.0	6.6	761
M-F 5:45a-6a	M-F 6a-6:15a	% of Source Audience	WBBB	100.0	7.0	88.5	1.6	11.3	0.0	28.5	1.6	761
M-F 5:45a-6a	M-F 6a-6:15a	% of Source Audience	WCCC	100.0	2.6	3.6	96.4	0.0	0.0	19.6	0.0	761
M-F 5:45a-6a	M-F 6a-6:15a	% of Source Audience	WDDD	100.0	2.2	15.4	1.6	82.8	6.5	26.2	3.7	761
M-F 5:45a-6a	M-F 6a-6:15a	% of Source Audience	WEEE	100.0	0.0	2.6	0.0	2.3	74.4	24.3	16.2	761

HOW TO READ

In the example, of the 101,559 households that were watching WAAA Monday-Friday during the 5:45am quarter-hour:

- 77.2% continued watching WAAA at 6:00am, so WAAA retained 77.2% of their source quarter-hour viewers.
- 7.7% shifted their viewing to WBBB, so WBBB gained 7.7% of WAAA's 5:45am quarter-hour audience.
- 3.5% shifted to WCCC.
- 3.5% shifted to WDDD.
- 2.3% shifted to WEEE.
- 36% shifted their viewing to a viewing source other than the viewing sources displayed.
- 6.6% turned off their TVs.

NOTES

% OF SOURCE AUDIENCE =
(Households or Persons that watched both the Source and the Destination quarter-hour / Source Audience) * 100

For example, for WAAA, the % of Source Audience is calculated as
(78,446/101,559) * 100

The sum of the percentages of source audience may be greater than 100%.

QUARTER-HOUR FLOW

How to Read

READING % OF DESTINATION AUDIENCE (COLUMN)

% OF DESTINATION AUDIENCE – % of the audience that went to the Destination viewing source. The % of the gained audience.

Source Quarter Hour	Destination Quarter Hour	Metric	Viewing Source	Source	Destination							Intab
					WAAA	WBBB	WCCC	WDDD	WEEE	OTHER	OFF	
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination		Total	100.0	100.0	100.0	100.0	100.0			761
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination	WAAA		72.6	8.8	10.7	4.1	6.7			761
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination	WBBB		4.0	61.7	2.9	8.0	0.0			761
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination	WCCC		0.7	1.1	79.6	0.0	0.0			761
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination	WDDD		1.5	12.7	3.4	68.7	13.9			761
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination	WEEE		0.0	0.8	0.0	0.7	59.1			761
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination	OTHER		33.8	25.3	21.2	14.7	29.7			761
M-F 5:45a-6a	M-F 6a-6:15a	% of Destination	TUNE-IN		15.3	23.6	3.1	28.3	19.5			761

HOW TO READ

In the example, of the 108,109 households that were watching WAAA Monday-Friday during the 6am quarter-hour:

- 72.6% also watched WAAA at 5:45am.
- 4% came from WBBB at 5:45am.
- 0.7% came from WCCC.
- 1.5% came from WDDD.
- 0% came from WEEE.
- 33.8% came from a viewing source other than the viewing sources displayed.
- 15.3% were not watching TV at 5:45am and began watching at 6:00am.

NOTES

% OF DESTINATION AUDIENCE =
 (Households or Persons that watched both the Source and the Destination quarter-hour / Destination Audience) * 100

For example, for WAAA, the % of Destination Audience is calculated as (78,446/108,109) * 100

The sum of the percentages of destination audience may be greater than or less than 100%.