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Local Buyer Reach

Local Buyer Reach connects what viewers watch with what they buy by aligning Nielsen TV Data with Nielsen Partner Buy Data including Nielsen Scarborough, Polk automotive registration data, and Nielsen Buyer Insights Credit/Debit Card data. This allows users to illustrate buyer reach and buying power for television viewers by Daypart and Program Name.

Creating Reports:

Click Local Buyer Reach under Features in the navigation pane. There are three different types of reports, Buyer Reach, Buying Power and Story Finder. Each type of report can be viewed by Time Period or Program Names. The list of Stations is displayed alphabetically by Broadcast and Cable stations.
Buyer Reach Report – Time Period
Provides Buyer Index, Buyer Count and Buyer Reach % by Time Period.

Create Reports:
1. Select your Market/Release from the drop down list.
2. Select TV Stations.
3. Select TV Dayparts.
4. Select Buyer Categories from the Database by Category, Question or Response.
5. Click Search next to the Database tab to quickly find a specific category.
6. Your report will be automatically generated and displayed on the screen.

NOTE:
Use the Click and Drag function to change the order of TV Stations. The new station order will remain from session to session.

To revert back to the original list Select Restore Default Station Order from the Options menu.
Buyer Reach Report - Program Name
Provides Buyer Index, Buyer Count and Buyer Reach % by Program Name

Create Reports:
1. Select your Market/Release from the drop down list.
2. Select Program names from the list of Broadcast and Cable Stations.
3. Click Search next to the Programs tab to quickly find a specific Program.
4. Click Time Filters to search for Programs by Day and Time. (Note that the filter is for reference only the programs in your report can fall outside of that filtered period).
5. Select Buyer Categories from the Database by Category, Question or Response.
6. Click Search next to the Database tab to quickly find a specific category.
7. Your report will be automatically generated and displayed on the screen.

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Buyer Reach Report - How to Read a Buyer Reach Report

Note: The following definitions use Time Period reporting and WEEE as an example.

1. **DMA Viewer Base** – There are 15,775,160 television viewers aged 18+ in the DMA.
2. **Buyer Group** – The Buyer Group are persons 18+ who live in a household that Bought Any Vehicle New/Used/Leased
3. **DMA Buyer Count** – 11,618,165 persons 18+ live in a household that Bought Any Vehicle New/Used/Leased.
4. **Viewer Reach** – WEEE reaches 1,356,707 persons 18+ in the DMA Mon-Fri 5am – 7am.
5. **Viewer Reach %** - WEEE reaches 8.60% of persons 18+ in the DMA Mon-Fri 5am – 7am.
6. **Buyer Reach** – WEEE reaches 1,017,065 buyers who live in a household that Bought Any Vehicle New/Used/Leased Mon-Fri 5am-7am.
7. **Buyer Reach %** - WEEE reaches 8.75% of all buyers who live in a household that Bought Any Vehicle New/Used/Leased Mon-Fri 5am – 7am.
8. **Buyer Index** – WEEE Mon-Fri 5am-7am viewers index at 102 or are 2% more likely to live in a household that Bought Any Vehicle New/Used/Leased than the average adult in the DMA.
**Buying Power Report – Time Period**

Creating A Buying Power Report by Time Period: Provides Buyer Spend, Buyer Total Trips and Buyer Spend per Trip by Daypart.

Create a Buying Power Report:
1. Select your Market/Release from the drop down list.
2. Select TV Stations.
3. Select TV Dayparts.
4. Select up to 3 Spending Terciles.
5. Select Buyer Categories from the Database by Category or Question.
6. Click Search to quickly find a specific category.
7. Your report will automatically generate and display on the screen.
Buying Power Report – Program Names

Creating A Buying Power Report by Program Name: Provides Buyer Spend, Buyer Total Trips and Buyer Spend per Trip by Program Name.

Create Reports:
1. Select your Market/Release from the drop down list.
2. Select Program names from the list of Broadcast and Cable Stations.
3. Click Search next to the Programs tab to quickly find a specific Program.
4. Click Time Filters to search for Programs by Day and Time. (Note that the filter is for reference only the programs in your report can fall outside of that filtered period).
5. Select up to 3 Spending Terciles.
6. Select Buyer Categories from the Database by Category, Question or Response.
7. Click Search next to the Database tab to quickly find a specific category.
8. Your report will be automatically generated and displayed on the screen.
Note: The following definitions use Time Period Reporting and WEEE as an example.

1. **DMA Viewer Base** – There are 15,775,160 television viewers aged 18+ in the DMA.
2. **Buyer Group** – The Buyer Group is persons 18+ who live in a household that shopped (Credit/Debit transactions) in Auto Parts Stores in the Past 12 months.
3. **DMA Buyer Count** – 2,371,098 persons 18+ are Auto Parts Store buyers.
4. **Buyer Reach** – WEEE reaches 203,321 Auto Parts Store buyers Mon-Fri 5am-7am.
5. **Total Spend per Buyer** – WEEE Mon-Fri 5am – 7am buyers spent an annual average of $353 last year in Auto Parts Stores.
6. **Number of Transactions per Buyer** – WEEE Mon-Fri 5am-7am Auto Parts Store buyers made a purchase an average of 3 time last year.
7. **Spend per Transaction** – WEEE Mon-Fri 5am-7am Auto Parts Store buyers spent an average of $131 per transaction.
8. **Heavy Spenders Buyer Reach** – WEEE reaches 58,356 of Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) Mon-Fri 5am-7am.
9. **Heavy Spenders Total Spend per Buyer** - WEEE Mon-Fri 5am-7am Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) spent an annual average of $985 last year.
10. **Heavy Spenders Number of Transactions per Buyer** - WEEE Mon-Fri 5am-7am Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) made a purchase an average of 5 time last year.
11. **Heavy Spenders Spend per Transaction** – WEEE Mon-Fri 5am-7am Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) spent an average of $203 per transaction.
Buyer Reach and Buying Power Additional Features and Formatting

- To add additional TV Stations, Dayparts or Buyer Groups, place a check mark against your selections and click on the Refresh button on the Menu Bar.
- Sort Options allow you to reorder your report by Target or Daypart and metrics in ascending and descending order for Time Period reporting. For Program reporting you can order your report by metrics in ascending or descending order.
- The Options menu allows you to:
  - Clear All selections
  - Clear All Categories selections.
  - Restore Station Defaults resets your station order list.
  - Display Source Data Information and survey periods within the study.
- There are three Report Export options for further editing and use in Presentations:
  - Export to Excel downloads the report as it appears on your screen in PRIME Lingo.
  - Export to Excel – Expanded has additional columns of data showing: Reporting Period, Viewing Period, DMA Code, DMA, Station, Network, Program, Trackage, Category and Subcategory information.
  - Export to PDF creates an image file of your report.
- Save your Report within your Documents folder for future use.
Story Finder Report – Time Period

Using Story Finder Time Period Reporting: Find the best story for your station/network, Rank By Index or Reach across categories

The Grid represents data for your station. The charts show comparisons of your station with your competitors. The ★ represents those categories where the Index Rank is higher than the Reach Rank. (Rank 1 is highest, Rank 10 lowest)

Create Story Finder:
1. Select your Market/Release from the drop down list.
2. The ❤ represents “Your” Station, double click on your station to create your Story Finder. Check TV Stations from the list for comparisons within the charts.
3. Select TV Dayparts.
4. Select Buyer Categories from the Database by Category, Question or Response. Your report will automatically generate and display on the screen.
5. Click on the Buyer Reach/Buyer Reach % link to toggle between the two options.
6. Click on Add to Downloads to Save and Export charts. To view different charts, select a row from the grid.

Features and Formatting:
- The Options menu allows you to:
  - Clear All selections
  - Clear All Categories selections.
  - Restore Station Defaults to reset your station order list.
  - Display Source Data Information and survey periods within the study.
- There are two Download options:
  - Download exports Charts that have been added to your Download list using the Add to Download link below each chart.
  - Download Results exports raw data used in the Report.

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Story Finder Report – Program Names

Using Story Finder Program Name Reporting: Find the best story for your station/network, Rank By Index or Reach across categories

The Grid represents data for your Program. The charts show comparisons of your Program with your competitors. The ★ represents those categories where the Index Rank is higher than the Reach Rank. (Rank 1 is highest, Rank 10 lowest)

Create Reports:

1. Select your Market/Release from the drop down list.
2. The ★ represents “Your” Program, double click on your station to create your Story Finder. Check Programs from the list for comparisons within the charts.
3. Click Search next to the Programs tab to quickly find a specific Program.
4. Click Time Filters to search for Programs by Day and Time. (Note that the filter is for reference only the programs in your report can fall outside of that filtered period).
5. Select Buyer Categories from the Database by Category, Question or Response. Your report will automatically generate and display on the screen.
6. Click on the Buyer Reach/Buyer Reach % link to toggle between the two options.
7. Click on Add to Downloads to Save and Export charts. To view different charts, select a row from the grid.
Story Finder Features and Formatting
Using Story Finder Program Name Reporting

These features are available on the Menu bar.

- The Options menu allows you to:
  - Clear All selections
  - Clear All Programs selections.
  - Clear All Categories selections.
  - Restore Station Defaults to reset your station order list.
  - Display Source Data Information and survey periods within the study.

- There are two Download options:
  - Download exports Charts that have been added to your Download list using the Add to Download link below each chart.
  - Download Results exports raw data used in the Report.
How to Read a Story Finder Report – Time Period

### Time Period Reporting

<table>
<thead>
<tr>
<th>WEEE: Daypart</th>
<th>Buyer Subcategory</th>
<th>Buyer Group</th>
<th>Reach Rank</th>
<th>Buyer Reach</th>
<th>Buyer Reach %</th>
<th>Index Rank</th>
<th>Buyer Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F 6am-7am</td>
<td>Number of Vehicles Owned (HHLD)</td>
<td>1:Own</td>
<td>2</td>
<td>333,759</td>
<td>8.90%</td>
<td>1</td>
<td>104</td>
</tr>
<tr>
<td>M-F 7am-8am</td>
<td>Number of Vehicles Owned (HHLD)</td>
<td>1:Own</td>
<td>3</td>
<td>600,690</td>
<td>13.58%</td>
<td>1</td>
<td>104</td>
</tr>
<tr>
<td>M-F 7am-9am</td>
<td>Plans to Buy New/Lease Vehicle (HHLD)</td>
<td>Compact car</td>
<td>3</td>
<td>18,796</td>
<td>13.58%</td>
<td>3</td>
<td>104</td>
</tr>
<tr>
<td>M-F 7am-9am</td>
<td>Auto Insurance Provider (HHLD)</td>
<td>None</td>
<td>3</td>
<td>727,315</td>
<td>13.38%</td>
<td>1</td>
<td>103</td>
</tr>
<tr>
<td>M-F 7am-9am</td>
<td>Auto Parts Stores (HHLD)</td>
<td>Sears</td>
<td>3</td>
<td>78,284</td>
<td>13.39%</td>
<td>3</td>
<td>103</td>
</tr>
</tbody>
</table>

Note: The following definitions will show a comparison of your station compared to your stations of interest.

1. **Daypart** – The Daypart selected is M-F 7am – 9am.
2. **Buyer Subcategory** – Is the Number of Vehicles Owned (HHLD).
3. **Buyer Group** — The Buyer Group is persons 18+ who live in a household that Own Vehicles.
4. **Reach Rank** – The station is ranked 3rd in Reach among Vehicle Owners on selected stations M-F 7am-9am.
5. **Buyer Reach** – The station reaches 600,690 Vehicle Owners M-F 7am-9am.
6. **Buyer Reach %** – The station reaches 13.58% of Vehicle Owners Mon-Fri 7am-9am.
7. **Index Rank** – The station is ranked 1st in Index among Vehicle Owners on selected stations M-F 7am-9am.
8. **Buyer Index** – The station indexes at 104 or is 4% more likely to reach Vehicle Owners M-F 7am-9am than the average adult in the DMA.
9. 🌟 – Illustrates categories in which the station’s Index Rank is higher than the Reach Rank.
How to Read a Story Finder Report – Program Names

1. **Buyer Subcategory** – Is Any Vehicle Bought New/Used/Leased (HHLD).
2. **Buyer Group** — The Buyer Group is persons 18+ who live in a household that Bought Vehicles.
3. **Reach Rank** – The Program is ranked 4rd in Reach among Vehicle Buyers.
4. **Buyer Reach** – The Program reaches 76,005 Vehicle Buyers.
5. **Buyer Reach %** – The Program reaches 1.20% of Vehicle Buyers.
6. **Index Rank** – The station is ranked 7th in Index among Vehicle buyers.
7. **Buyer Index** – The station indexes at 91 or is 8% less likely to reach Vehicle Buyers than the average adult in the DMA.
8. 🌟 – Illustrates categories in which the station’s Index Rank is higher than the Reach Rank.

Note: The following definitions will show a comparison of your Program compared to your Programs of interest.
Reliability Notifications

Station information color coded in black passes a buyer count threshold for stability. If the data is color coded in orange, that category, once matched to buyers, may exhibit higher variability when trended across multiple measurement periods. This data should be used with appropriate expectations.