Viewing Household Analysis

This report identifies a sub-sample consisting of those Metered households that viewed at least one quarter-hour during the Source schedule and then displays which stations and/or cable networks they viewed during that Source schedule and during a second Destination schedule. Each Section of the report is then sorted highest to lowest value based on difference of Share%. This report is particularly useful in diagnosing the reasons for unusual ratings decreases or increases.

**DATA AVAILABILITY:**

<table>
<thead>
<tr>
<th>Market Type</th>
<th>Start Date</th>
<th>Persons</th>
<th>Data Stream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code Reader</td>
<td>12/31/2015</td>
<td>12/31/2015</td>
<td>Live - Live +7</td>
</tr>
<tr>
<td>Set Meter</td>
<td>4/24/2008</td>
<td>12/31/2015</td>
<td>Live - Live +7</td>
</tr>
<tr>
<td>Local People Meter</td>
<td>4/24/2008</td>
<td>4/24/2008</td>
<td>Live - Live +7</td>
</tr>
</tbody>
</table>

A. This section contains the NLTV report type, user defined report name, and the combined dates of both the Source and Destination schedule.

B. This section contains the Geography selected, the Data Stream selected, the minimum number of quarter hours viewed to the source schedule to qualify for this report and the viewing source selected in the source schedule. The households/persons in this report are subsampled based on viewing to this schedule.
C. Characteristic – this column displays the characteristic selected for the report. Additional characteristics would appear in a new section.

D. Demographic – This column displays the demographic selected for the report. Additional demographics would appear in a new section.

E. Viewing Source – This column displays the viewing sources viewed to both the Source and destination schedules.

F. Source Schedule – These columns display the Rating, Share, Impression and Intab for the stations and/or cable networks viewed during the Source schedule. The HHs/Persons reported for this section are subsampled based on the qualifying Households having viewed this source schedule.

G. Destination Schedule – These columns display the Rating, Share, Impression and Intab of stations and/or cable networks viewed during the Destination schedule. The HHs/Persons reported in the destination schedule are subsampled based on the qualifying Households that viewed the source schedule.

H. Difference – This Section displays the actual difference of the Destination minus the Source Schedule for each metric. The section is then sorted on Share% from highest to lowest value.

Note: No difference is displayed for HUT/PUT or Non-HUT viewing sources since Share is not calculated.

For more information contact your Nielsen training representative or email CLSResponseTeam@nielsen.com