DETERMINE THE PERCENTAGE OF AUDIENCE THAT FALLS INTO A CERTAIN DEMOGRAPHIC OR MARKET BREAK

REPORTS TO RUN

Unification and Segmentation for the desired audience composition program or time period.

HOW TO RUN

• Run Unification for the measurement interval applicable to your Segmentation Report.

• Build your Segmentation Report.
  – If you’re interested in total audience composition, use a Number of Minutes Segmentation and set your Duration – Number of Minutes to 1.
  – When selecting a Segmentation Demographic and a Segmentation Market Break, make one broad selection in both areas. For instance, pick Adults 18+ as your demographic, if your goal is to further analyze the age breakout of your 18+ viewers.
  – After selecting a Segmentation Demographic and a Segmentation Market Break, make more specific selections in the Profile Demographic and Profile Market Break areas, seen in pink below. Pick non-overlapping demographic breaks if you want all of the segments to equal 100%, for instance 18-34, 35-54, 55+. The same can be done with markets breaks.
REPORT RESULTS

<table>
<thead>
<tr>
<th>Segmentation Name</th>
<th>Market Break</th>
<th>Demographic</th>
<th>Profile Distribution %</th>
<th>Profile Tuning Distribution %</th>
<th>Segment Avg Telecasts Tuned</th>
<th>Segment Average Minutes Per Telecast Tuned</th>
<th>Segment Households/Persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 18+ (Viewers of Program)</td>
<td>HH Income - Less than $20K</td>
<td>Persons 18+ All Viewers</td>
<td>12.12</td>
<td>10.80</td>
<td>9.58</td>
<td>26.43</td>
<td>2,420</td>
</tr>
<tr>
<td>Persons 18+ (Viewers of Program)</td>
<td>HH Income = $20K-$50K</td>
<td>Persons 18+ All Viewers</td>
<td>31.04</td>
<td>30.70</td>
<td>0.40</td>
<td>25.81</td>
<td>7,211</td>
</tr>
<tr>
<td>Persons 18+ (Viewers of Program)</td>
<td>HH Income = $50K+</td>
<td>Persons 18+ All Viewers</td>
<td>58.84</td>
<td>60.20</td>
<td>8.10</td>
<td>26.83</td>
<td>15,622</td>
</tr>
<tr>
<td>Persons 18+ (Viewers of Program)</td>
<td>Composite</td>
<td>Persons 18+ All Viewers</td>
<td>100.00</td>
<td>100.00</td>
<td>8.33</td>
<td>25.93</td>
<td>25,253</td>
</tr>
</tbody>
</table>

INTERPRET YOUR REPORT

- View the Profile tab of your Segmentation report to see the Profile Demographics and/or Market Breaks.
- In the All Viewers Segment, you see what percent of audience falls into each income break as Profile Market Breaks.
- Audience Composition is the Profile Distribution % column, which is read:
  58.32% of All Viewers to this program are P18+ with a Household Income of $50K+.
- Profile Tuning Distribution % is the percent of Tuning coming from that Demographic/Market Break.
  56.55% of the tuning to this program came from P18+ with a Household Income of $50K+. This differs from the percent distribution, which is dealing with the percent of the audience, or audience composition.
- Keep an eye on the Segment Households/Persons to make sure you have an adequate sample size.

INSTRUCTOR-LED CLASSES

If you’re interested in learning more about Segmentation Reports, please attend our Segmentation 101 and 201 courses by registering for them on the NPOWER learning page.
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