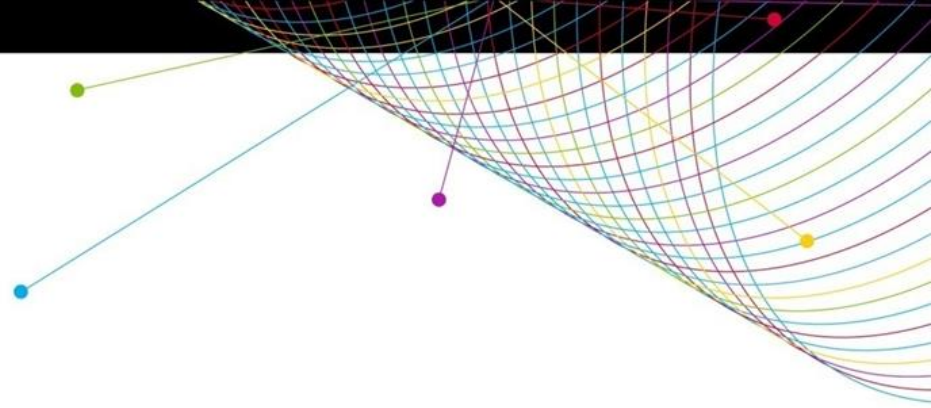




AN UNCOMMON SENSE
OF THE CONSUMER™



Nielsen County Coverage Study

Step by Step Guide



AN UNCOMMON SENSE
OF THE CONSUMER™

County Coverage Study

The County Coverage Study provides a summary of DMA, county and station viewing from the May, July, November, and February measurements. Data reported includes impressions, the % Total of those impressions, average weekly reach percent, Intabs, and Universe Estimates. Based on access, these summaries are run from three different layouts: the DMA Summary, County Summary, and Station Summary. Stations must meet a .5 CUME minimum to be reported.

Data Availability

The Multi-Survey average for May, July, November, and February measurements will be released annually, in the summer.

User Access

County Coverage Reports will now be available within Nielsen's Media View platform and can be accessed in multiple ways.

- Clients that subscribe to NLTV will access this report directly via the "Create Report" option in NLTV.
- Clients who do not subscribe to NLTV will access this report via the County Coverage Study link on the Nielsen Answers® portal. The County Coverage Viewer link in Answers will be renamed County Coverage Study.
- There will no longer be a PDF deliverable for this report. All users will have the ability to run reports in NLTV to extract the desired portion of the study. PDF users will still have access to historical PDF data in Answers.

Nielsen Answers: <https://answers.nielsen.com>

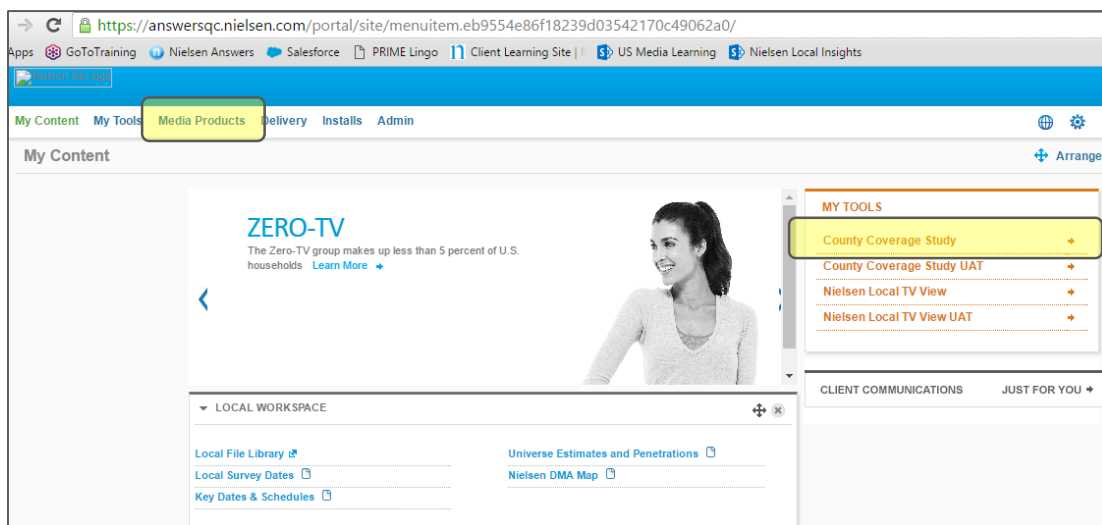
Training Resources

Several training resources are available through the [Client Learning Site: Nielsen County Coverage Study](#) page:

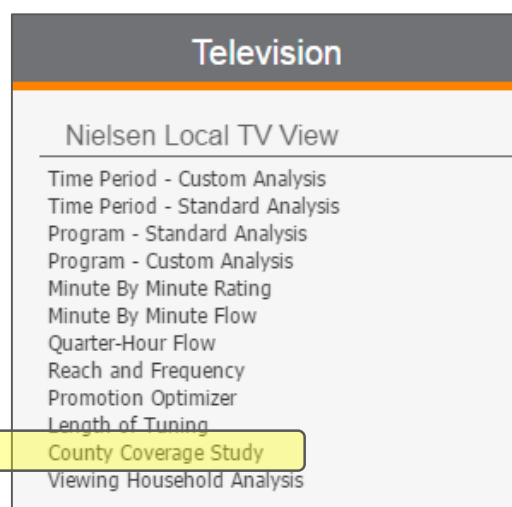
- Nielsen County Coverage Report Guide
- County Coverage Reports – Step by Step Instructions
- Nielsen: County Coverage Report Class Sessions

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

The County Coverage Study link can be found under the “My Tools” menu, located in the upper, right side of the Answers page or by clicking on the “Media Products” button in the upper, left corner.

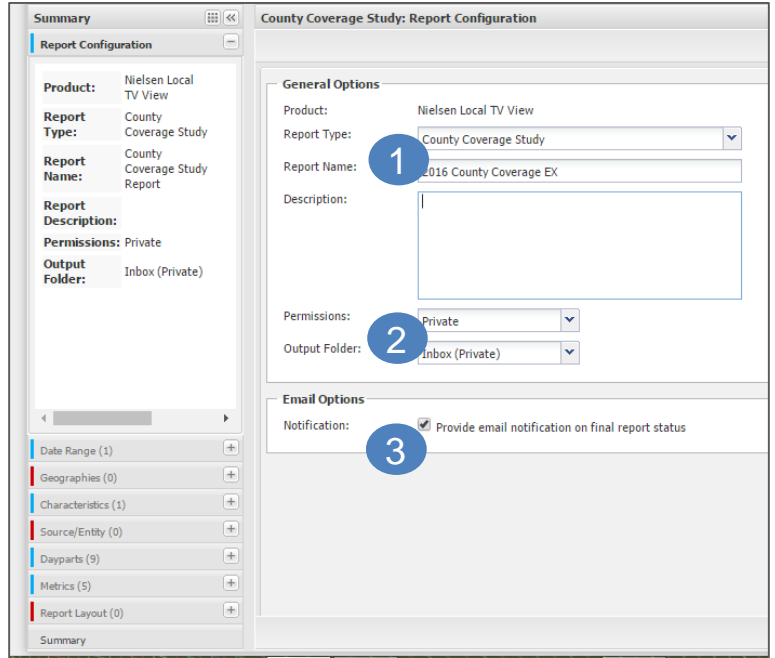


Users with access to NLTV will find the “County Coverage Study” link in their “Create New Report” menu.

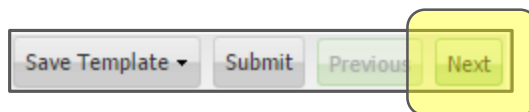
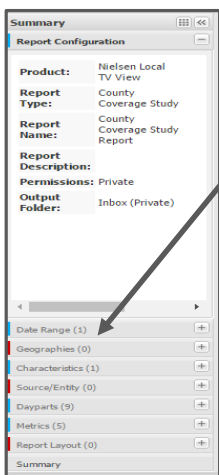


After a brief initialization process, the report builder will open to the Report Configuration page.

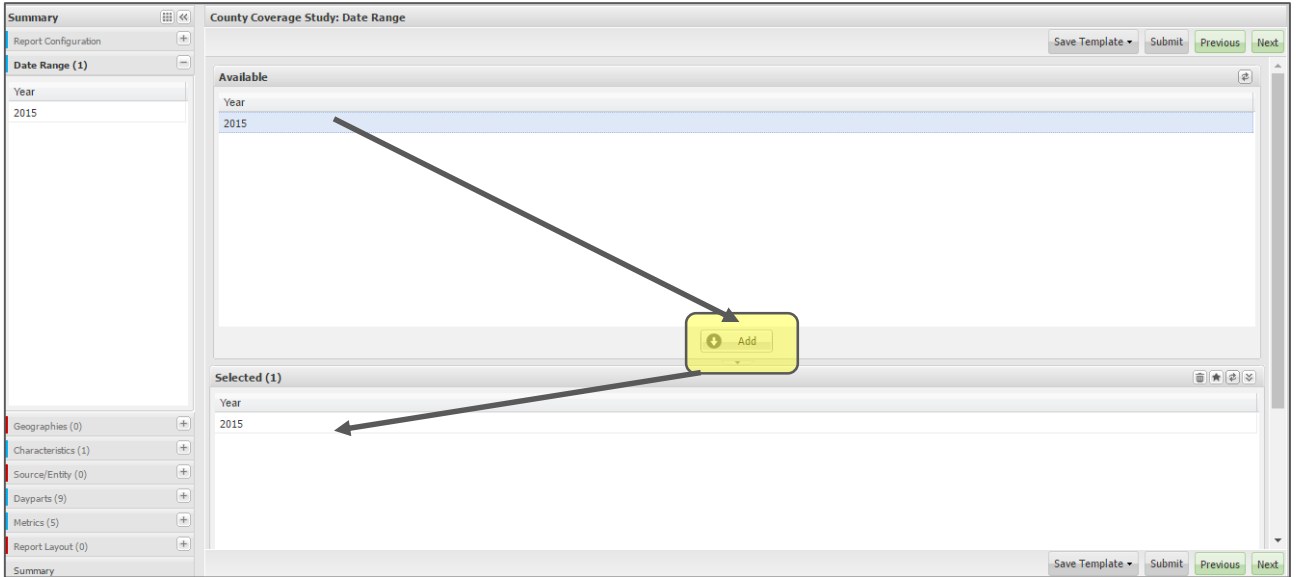
- 1.) Shows report type selected and allows user to apply a report name. The Description field is optional, but can be used to provide additional details about the report.
- 2.) Drop down menus allow the user to set permissions as “private” – allowing only the user to access the report – or “shared” – allowing all users within the same contract to access the report. Users can also specify an output folder for the submitted report to appear within.
- 3.) The active email option will send the user an email with the attached report when the report is complete.



Navigate to the next filter by clicking the “Next” button, found in the lower, right or upper, right corners of the screen OR by using the Summary pane on the right-side of the screen. When using the Summary pane, click the filter that needs to be completed next. (In this example, we would click the “Date Range” button in the Summary menu.)



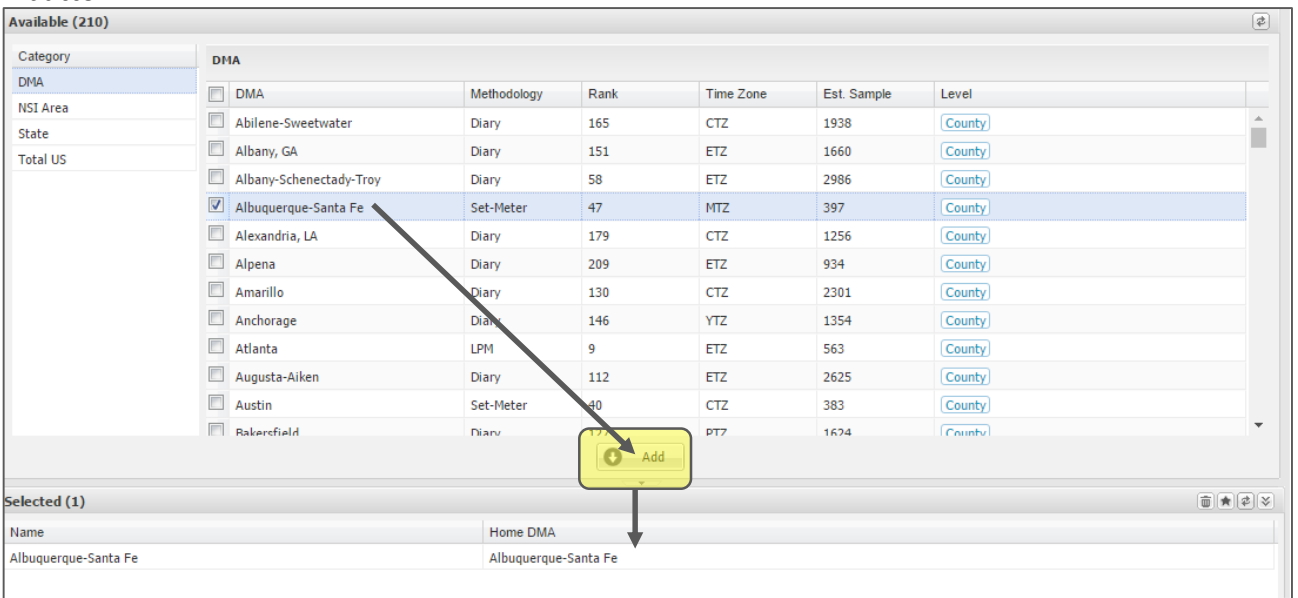
To select a Date Range, highlight preferred year in the “Available Screen”. Click the “Add” button to place the selection within the Selected pane at the bottom of the screen. Once the date range is showing in the selected pane, the date range has been added to the report.



Navigate to the Geographies filter.

Available Geographies will vary depending on data subscription. Using the “Category” menu on the left, select preferred category. (Most users will see the “DMA” and “NSI Area” categories.)

If the full DMA is desired, place a check next to the DMA name and add it by clicking the “Add” button.



Individual County selections can also be made by clicking the “County” button to the right of the DMA.

Available (210)

Category	DMA	Methodology	Rank	Time Zone	Est. Sample	Level
DMA	<input type="checkbox"/> DMA					
NSI Area	<input type="checkbox"/> Abilene-Sweetwater	Diary	165	CTZ	1938	County
State	<input type="checkbox"/> Albany, GA	Diary	151	ETZ	1660	County
Total US	<input type="checkbox"/> Albany-Schenectady-Troy	Diary	58	ETZ	2986	County
	<input checked="" type="checkbox"/> Albuquerque-Santa Fe	Set-Meter	47	MTZ	397	County
	<input type="checkbox"/> Alexandria, LA	Diary	179	CTZ	1256	County
	<input type="checkbox"/> Alpena	Diary	209	ETZ	934	County
	<input type="checkbox"/> Amarillo	Diary	130	CTZ	2301	County
	<input type="checkbox"/> Anchorage	Diary	146	YTZ	1354	County
	<input type="checkbox"/> Atlanta	LPM	9	ETZ	563	County
	<input type="checkbox"/> Augusta-Aiken	Diary	112	ETZ	2625	County
	<input type="checkbox"/> Austin	Set-Meter	40	CTZ	383	County
	<input type="checkbox"/> Bakersfield	Diary	177	PTZ	1674	County

Add

Selected (1)

Name	Home DMA
Albuquerque-Santa Fe	Albuquerque-Santa Fe

After the county selection screen appears, place a check next to the individual county or counties that will be added to the report. Click the “Add” button to move the counties into the selected pane at the bottom of the screen.

Available (29)

DMA > County(Albuquerque-Santa Fe)

Category	County	State	DMA	Type	Est. Sample
DMA	<input type="checkbox"/> County				
NSI Area	<input type="checkbox"/> Apache-N Co, AZ	AZ	Albuquerque-Santa Fe	Remainder DMA	5
State	<input checked="" type="checkbox"/> Bernalillo Co, NM	NM	Albuquerque-Santa Fe	Metro	157
Total US	<input type="checkbox"/> Catron Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	1
	<input checked="" type="checkbox"/> Chaves Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	14
	<input type="checkbox"/> Cibola Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	4
	<input type="checkbox"/> Colfax Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	2
	<input checked="" type="checkbox"/> Eddy Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	10
	<input type="checkbox"/> Grant Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	6
	<input type="checkbox"/> Guadalupe Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	1
	<input type="checkbox"/> Hidalgo Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	2
	<input checked="" type="checkbox"/> La Plata Co, CO	CO	Albuquerque-Santa Fe	Remainder DMA	11
	<input type="checkbox"/> Lea-N Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	9
	<input type="checkbox"/> Lincoln Co, NM	NM	Albuquerque-Santa Fe	Remainder DMA	4

Add

Selected (5)

Name	Home DMA
Albuquerque-Santa Fe	Albuquerque-Santa Fe
Bernalillo Co, NM	Albuquerque-Santa Fe

Navigate to the Characteristics filter.

Select the preferred characteristic(s): All TV Households (set as default); Cable Status: Cable – Yes (Hardwired Cable Homes); Cable Status: Cable – No (Non-hardwired Cable Homes). Click the “Add” button to move selections into the bottom screen.

Available (3)

Category	SubCategory	Value
<input checked="" type="checkbox"/> All TV Households	Total TV Households	Total TV Households
<input checked="" type="checkbox"/> Cable Status	Cable	Yes
<input checked="" type="checkbox"/> Cable Status	Cable	No

Add

Selected (1)

Name	Characteristic Details
TV Households	All TV Households (Total TV Households: Total TV Households)

Navigate to the Source/Entity filter.

Available (270) Viewing Source

Exclude Spill Stations:

Category	Market	Viewing Source	Name	Affiliation	Air Channel	DMA of Origin	Cume	Description	Type
Cross Market	Albuquerque-San...	KASA	KASA-DT 2.1	FOX		Albuquerque-San...	52	FOX Network	Broadcast
Single Market	Albuquerque-San...	KASY	KASY-DT 5...	IND		Albuquerque-San...	21	Independent	Broadcast
Dynamic Sources	Albuquerque-San...	KAZQ	KAZQ-DT 3...	IND		Albuquerque-San...	2	Independent	Broadcast
	Albuquerque-San...	KBIM	KBIM-DT 1...	CBS		Albuquerque-San...	4	CBS Network	Broadcast
	Albuquerque-San...	KCHF	KCHF 11.1	IND		Albuquerque-San...	3	Independent	Broadcast
	Albuquerque-San...	KLUZ	KLUZ-DT 4...	UNI		Albuquerque-San...	10	Univision	Broadcast
	Albuquerque-San...	KNAT	KNAT-TV 2...	IND		Albuquerque-San...	2	Independent	Broadcast
	Albuquerque-San...	KNMD	KNMD-DT 9...	PBS		Albuquerque-San...	4	PBS Network	Broadcast
	Albuquerque-San...	KNME	KNME-DT 5...	PBS		Albuquerque-San...	27	PBS Network	Broadcast
	Albuquerque-San...	KOAT	KOAT-DT 7...	ABC		Albuquerque-San...	66	ABC Network	Broadcast
	Albuquerque-San...	KOB	KOB 4.1	NBC		Albuquerque-San...	63	NBC Network	Broadcast

Add Move

Selected (0)

Cross Market Options: Parent+ Options: Parent+ Spill: No Only highest Cume: Yes

Network/Viewing Source Affiliation

Multi Market subscribers will have an option to select sources based on their network affiliations by using the “Cross Market” menu option.

Single Market users will default to the “Single Market” category list. (As shown below.) Viewing sources can be easily sorted by clicking on the column header. This list is sorted by the “Cume” column in descending order.

Make selections by placing a check mark next to preferred viewing sources and click the “Add” button to move them into the selected screen.

The screenshot shows a software interface with two main sections: "Available (270)" and "Selected (5)".

Available (270) Table:

Category	Market	Viewing Source	Name	Affiliation	Air Channel	DMA of Origin	Cume	Description	Type
Cross Market	<input checked="" type="checkbox"/>	Albuquerque-San...	KOAT	KOAT-DT 7...	ABC	Albuquerque-San...	66	ABC Network	Broadcast
Single Market	<input checked="" type="checkbox"/>	Albuquerque-San...	KRQE+	KRQE+	CBS	Albuquerque-San...	65	CBS Network	Broadcast
Dynamic Sources	<input type="checkbox"/>	Albuquerque-San...	KOB	KOB 4.1	NBC	Albuquerque-San...	63	NBC Network	Broadcast
	<input checked="" type="checkbox"/>	Albuquerque-San...	KOB+	KOB+	NBC	Albuquerque-San...	63	NBC Network	Broadcast
	<input type="checkbox"/>	Albuquerque-San...	KRQE	KRQE-DT 1...	CBS	Albuquerque-San...	59	CBS Network	Broadcast
	<input checked="" type="checkbox"/>	Albuquerque-San...	KASA	KASA-DT 2.1	FOX	Albuquerque-San...	52	FOX Network	Broadcast
	<input checked="" type="checkbox"/>	Albuquerque-San...	KWBQ+	KWBQ+	CW	Albuquerque-San...	29	The CW Network	Broadcast

Selected (5) Table:

Network/Viewing Source	Affiliation
Albuquerque-Santa Fe	
KOAT	ABC
KRQE+	CBS
KOB+	NBC

An "Add" button is highlighted with a yellow box, and an arrow points from it to the "Selected" list.

Navigate to the Dayparts filter.

A list of 17 available dayparts will be shown. The nine basic dayparts will already be selected as a Nielsen defined default, but can be removed by highlighting the daypart in the selected menu, then clicking the trashcan icon.



Seven dayparts will appear with an **“*”** next to the name. These dayparts will be time zone adjusted as shown in the menu.

Name	Description (ETZ/PTZ)	Alternative Time Zone CTZ/MTZ/HTZ
Fringe	M-F 6p - 7:30p	M-F 6p - 7:30p
Prime Ending 11p	M-Sa 8p-11p;Su 7p-11p	M-Sa 7p-10p;Su 6p-10p
Prime Ending 10p	M-Sa 8p-10p;Su 7p-10p	M-Sa 7p-9p;Su 6p-9p
Late Fringe	M-F 11:30p-1a	M-F 10:30p-12a
Total Day 7a-1a	M-Su 7a-1a	M-Su 7a-1a
Total Day 3a-3a	M-Su 3a-3a	M-Su 3a-3a
M-F 5p-5:30p*	M-F 5p-5:30p	M-F 4p-4:30p
M-F 5:30p-6p*	M-F 5:30p-6p	M-F 4:30p-5p
M-F 6p-6:30p*	M-F 6p-6:30p	M-F 5p-5:30p
M-F 6:30p-7p*	M-F 6:30p - 7p	M-F 6:30p - 7p
M-F 7p-7:30p*	M-F 7p-7:30p	M-F 6p-6:30p

Name	Description (ETZ/PTZ)	Alternative Time Zone CTZ/MTZ/HTZ
Early Morning	M-F 5a-7a	M-F 5a-7a
Morning	M-F 7a-9a	M-F 7a-9a
Daytime	M-F 9a-4p	M-F 9a-3p
Early Fringe	M-F 4p-6p	M-F 3p-5p
Prime Ending 11p	M-Sa 8p-11p;Su 7p-11p	M-Sa 7p-10p;Su 6p-10p
Prime Ending 10p	M-Sa 8p-10p;Su 7p-10p	M-Sa 7p-9p;Su 6p-9p

Add additional dayparts by placing a check next to desired selection and then clicking the “Add” button.

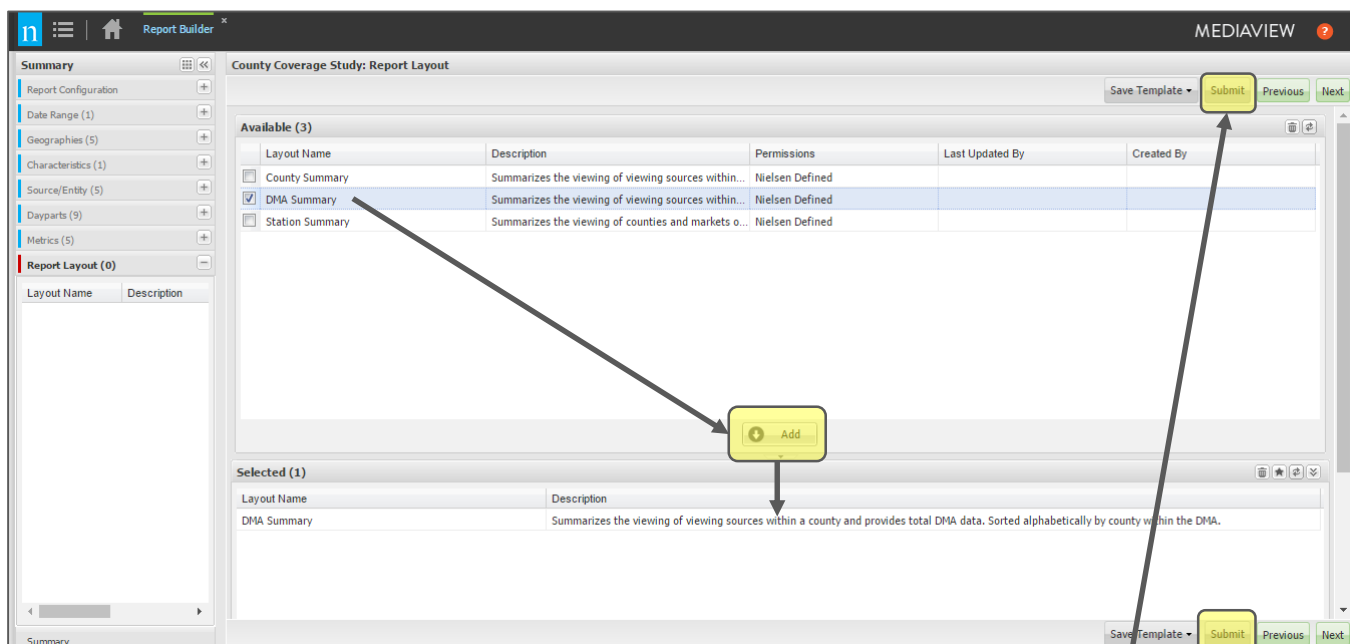
Navigate to the Metrics filter.

All five metrics will be set as default; however, formatting can be adjusted using the drop down menus to the right of each metric.

Metric	Format
Impressions (IMP)	Units
% Total	Whole Number
Reach %	Whole Number
Intab	Units
Universe Estimate	Units

Navigate to the Layouts filter.


There are three available layouts: County Summary, DMA Summary, and Station Summary. Only one layout may be used. Place a check next to the desired layout and click the “Add” button to move it to the selected pane.



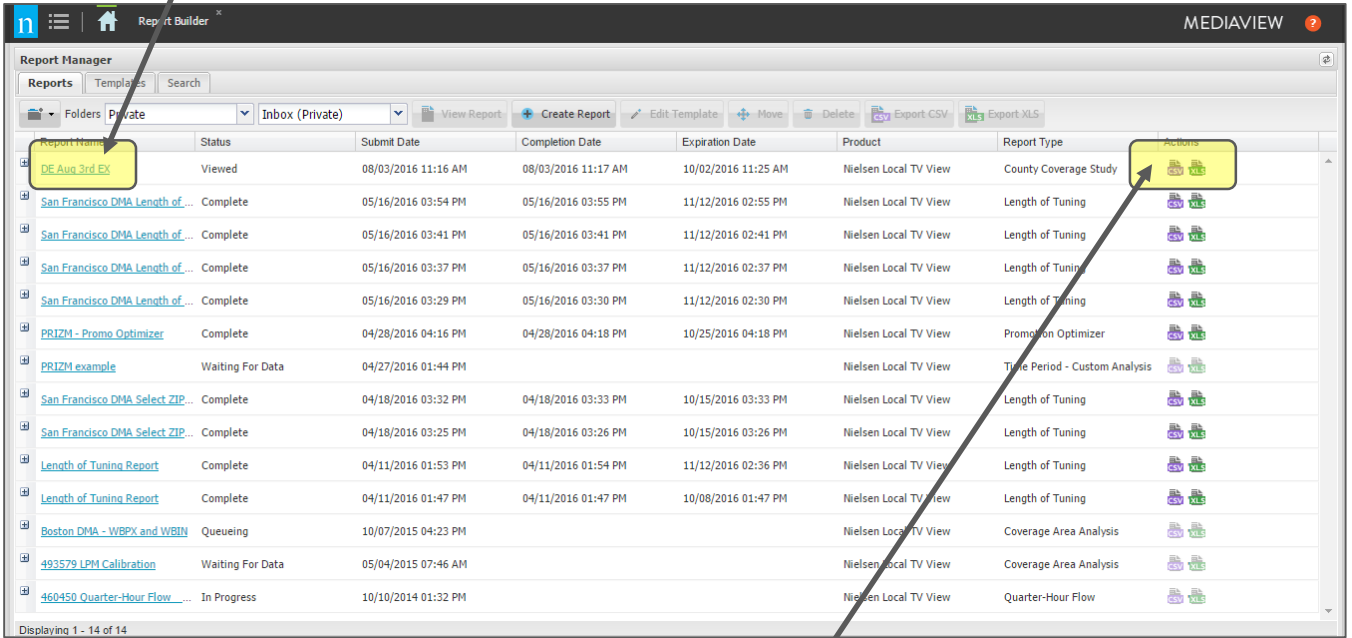
All filters should now be selected. Click the “Submit” button in either the bottom, right or upper, right corners.

Once the report has confirmed it has been submitted successfully, it will appear in the Report Manager screen.



Users can navigate back to the Report Manager by clicking on the  in the top, left corner of the screen.

Completed reports can be viewed through the Report Viewer feature by clicking on the blue, hyperlink name. The Report Viewer allows the report layout to be adjusted prior to export.



Reports can also be exported to CSV or Excel files directly from the Report Manager page. Click on the preferred icon to the right of the report name.

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