

LPM Overview

Local Insight

There are a myriad of tools available for researching local markets when using NPOWER at the LPM level. These seven NPOWER report types can be powerful tools for providing the key Local Insights necessary to efficiently reach your audience, effectively sell your product, and analyze your impact.

Co-Viewing allows the analyst the ability to determine if there are different Co-Viewing habits on the local level than there are on the National Level. We may find that on the national level, Broadcast Network AAA Prime may be the best source for reaching Females 25-54 who Co-View together, whereas on the local level, Broadcast Network BBB may be the best source for reaching that same audience. We may also find that a specific Cable Network reaches Children Co-Viewing with Adults better in the afternoon on the national level, but locally, the preferred Co-Viewing time for these demographics may be in the early morning.

Length of Tune and Length of View allows the analyst the ability to better understand what grabs the attention of their local audience. Here, we may build a daypart around local news, and perform a minute by minute flow to determine if a specific anchor held their audiences' attention better than another news anchor. We may also find that on a local market level, a specific audience tends towards channel surfing, and the ad campaign may need to be locally adjusted for this local viewing behavior.

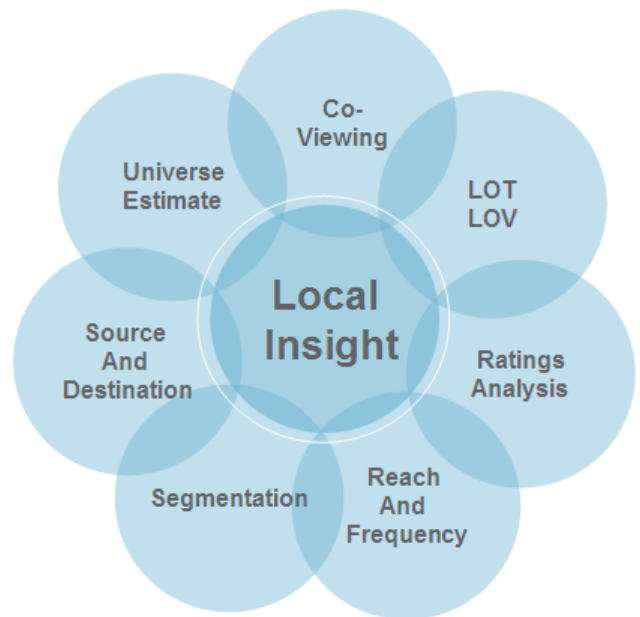
Ratings Analysis may reveal a specific program is nationally viewed within seven days of the original telecast, but locally, the target viewers watch the program within three days of the original airing. With this insight, a specific program may be a useful medium in advertising an upcoming promotion.

Reach and Frequency may find that a specific cable network reaches the highest percentage of unduplicated audience on the national level, however, on the local level, we may find that the same cable network ranks number four for reaching the unduplicated audience. The analyst can also import their local schedule into NPOWER to understand how effectively their campaign reached their audience.

Segmentation allows the analyst to gain key understanding of their top and bottom audience for a specific program, daypart, or network, and they can follow their local viewer to expand and develop the local audience. Locally, if a specific network finds that their ratings are lagging below their national average, the analyst is able to examine the bottom viewers to determine the most efficient means to promote to their untapped audience.

Source and Destination can be a valuable means of determining if the viewers from the local news dayparts are staying for the network news. These reports also allow you to understand the local patterns in which network viewers tune to when tuning away from a program during the commercial break.

Universe Estimate reports are key in understanding your local audience size and analyzing local respondent levels. A researcher can understand how many viewers they reach among a multitude of characteristics including cable use, income levels, DVD use, playback use, beverage use, occupation details and many more.



For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.

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National data vs. LPM data

When examining LPM data, there are criteria to keep in mind, use the chart below for reference.

	Sample	Program Names	Viewing Source	Universe Estimates	Commercial Occurrence Data	Minute Qualifiers	Data
NPM Data	National (NPM + LPM)	National	National Network	Standard	Available	Average Minute	Respondent Level
LPM Data	Local People Meter (LPM Only)	National	Market Specific	Calculated	Not Available	Average Minute	Respondent Level

LPM Market Release Dates

LPM market data is available for the following markets as of the listed effective date.

	Market	LPM Effective
1	Boston	January 26, 2004
2	Los Angeles	August 30, 2004
3	Chicago	September 27, 2004
4	New York	November 29, 2004
5	San Francisco	March 28, 2005
6	Philadelphia	September 26, 2005
7	Washington DC	September 26, 2005
8	Dallas	January 30, 2006
9	Detroit	January 30, 2006
10	Atlanta	July 31, 2006
11	Houston	October 29, 2007
12	Seattle-Tacoma	October 29, 2007
13	Tampa-St. Petersburg	October 29, 2007
14	Phoenix (Prescott)	April 28, 2008
15	Minneapolis-St. Paul	September 1, 2008
16	Cleveland-Akron	September 1, 2008
17	Miami-Ft. Lauderdale	October 27, 2008
18	Denver	October 27, 2008
19	Orlando	January 26, 2009
20	Sacramento	January 26, 2009
21	St. Louis	January 26, 2009
22	Pittsburgh	July 27, 2009
23	Portland, OR	July 27, 2009
24	Baltimore	July 27, 2009
25	Charlotte	January 7, 2010

Feed Pattern Adjustments

NPOWER report times are based on Eastern Time, so adjust feed patterns to accommodate to time zone differences and use the chart below for reference.

Feed Pattern	Eastern	Central	Mountain East	Mountain West	Pacific
Live	8:00PM	7:00PM	6:00PM	6:00PM	5:00PM
Broadcast	8:00PM	7:00PM	7:00PM	7:00PM	8:00PM
Dual	8:00PM	7:00PM	6:00PM	9:00PM	8:00PM

Example

If running a report for Chicago, in the Central Time Zone, that airs between 7:00 PM - 8:00 PM local time, you could use the Live Feed Pattern and a daypart of 8:00 PM – 9:00 PM.

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