Additional Segmentation Analyses

Using Segmentations in Other Reports

All reports include the option to select a unified sample and corresponding segmentation demographics to further refine report results. Since selecting a unified sample is optional and therefore, not required for a regular ratings report, it is a manual selection and is not included in the wizard.

When a unified sample is selected, an additional Segmentation Characteristics tab is displayed on the Demographics page. This tab allows you to select from a list of pre-run segmentations tied to the unified sample you selected.

Example - Ratings Analysis Program Report

Notes

- If the Segmentation Characteristics tab is not displayed on the Demographics page after selecting a unified sample, you have not run a segmentation report using the selected sample.
- Household segmentations will be populated if Household is selected on the left.

Tip

When running a segmentation through a report, the segmentation demographic and market break carry through. For example, if you select M25-54 on the segmentation and M18-49 on the ratings report, even though M18-49 is displayed in the label, the results will be based on the M25-54 selected on the segmentation.

Example

Ratings Report Demographic

Males 18-49/Males 25-54 (Network A|Program A-8PM|DVD Owner = Yes)-HighFreq(10%)/HighDur(30m)

Note

Using the example above, the results will be for Males 25-49.

Segmentation Reports Overview

NPOWER segmentation reports provide the ability to compare viewers to identify the heavy viewers of a network, as well as groups of lighter viewers. Viewers of selected programs or time-period viewing sources are then classified into segments based on viewing behavior.

These analyses expand the level of understanding of the dynamics of the network’s audience to help determine who the core viewers are and the profile of the viewers.

The following program and time-period segmentation reports are available in NPOWER:

- **Quad Segmentation** - separates viewers based on frequency and duration to determine your loyal viewers.
- **NTile Segmentation** - divides viewing households/persons into even groups to rank your viewers.
- **Number of Minutes Segmentation (NOM)** - ranks viewers from highest to lowest and divides viewers into two segments based on minutes viewed.

Notes

- Segmentations are tied to a unification. You must first run unification reports prior to running segmentation reports.
- The Profile report is no longer a separate report. Profile demographics and market breaks are now optional selection tabs included in NPOWER Segmentation report specifications.
- Share of Viewing is no longer a separate report. It is now an optional statistic on the Statistics page of ratings reports - Sum of Sources Distribution % (SOV).

Important

After segmentations are run, the results can be used in all other reports.

To create a segmentation report:

Step 1

Create your unified samples or use an existing one.

Note

A unified sample is selected when building Segmentation reports; therefore, make sure the Report Name clearly identifies the content of the unified sample.

Step 2

Create a Segmentation specification and submit.

Note

Segmentations are available as optional demographics in other reports; therefore, make sure the Report Name clearly identifies the content of the segmentation.
Unification

Unification is the process of placing additional restrictions on intab homes for a specified measurement interval to produce a qualified sub-sample of homes. The 'Unified Sample' is then used in other reports such as Reach & Frequency and Segmentation.

Unification types for NPOWER are:

- Standard Unification – Day, Week, Month, or Quarter
- Custom Unification – Percentage (required for all non-standard unification)

Note: Standard Unification types are based on the NTI Calendar: Day, Week, Month, or Quarter. Custom Unification applies to any date range.

(For more detailed information on Unification, refer to the online Help or the Reach & Frequency Quick Reference Card.)

To create a unified sample:

1. From the NPOWER home page navigation pane, select Unification.
3. From the Specification Definition page, type a name in the Report Name box.
   Important: Since unified samples are created for use in other reports, the name you use to identify the content of the unified sample should be as specific as possible. This makes it much easier to select the correct sample from a list when creating other reports.
4. Select a measurement interval and unification type, as desired.
5. Click Submit. The request is submitted.

Example - Quad Segmentation

A Segmentation specification is defined in the same manner as other reports in NPOWER. The key points to remember when making selections are summarized below:

- **Unified Sample** - ties the selected unified sample to the segmentation.
- **Segmentation** - specifies how you want the segmentations built and at what reporting levels.

Example - Quad Segmentation

You can build the same specification by Program Selection, Originator, or Program.

Reporting Levels

- **Average Minutes** = Sum of viewing minutes ÷ # days intab for the segment across measurement interval
- **Percent Minutes** = Total minutes viewed ÷ total possible viewing minutes for the segment across the measurement interval.
- **Total Minutes** = Total viewing minutes for the segment across measurement interval.

Note: Reporting levels vary by report type.

- **Segmentation Demographics** - specifies the demographic cut back. A single demographic selection is allowed, which can be an individual demographics or a combo.
- **Segmentation Market Breaks** - specifies the market break cut back. A single market break selection is allowed, which can be an individual break or a combo.
- **Profile Demographics (optional)** - produces a distribution for selected demographics for each segment. Since this is a subset of Segmentation Demographics, make sure that your selections are logical. For example, if your Segmentation Demographics selection is M18-34, your Profile Demographics will not produce any results if you select F18-34.
- **Profile Market Breaks (optional)** - produces a distribution for selected market breaks for each segment. Since this is a subset of Segmentation Market Breaks, make sure that your selections are logical. For example, if your Segmentation Market Breaks is County Size A, your Profile Market Breaks will not produce any results if you select County Size D.

Note: Multiple profile demographics and profile market breaks are allowed for segmentations.