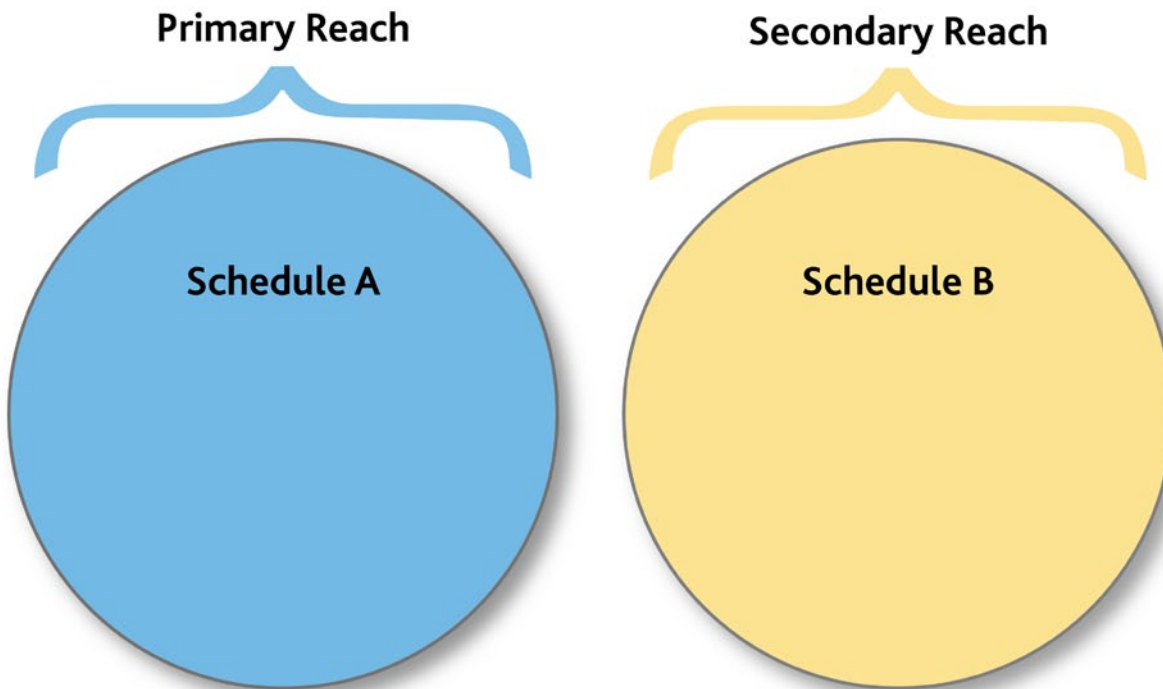


Venn Diagrams

Nielsen NPOWER's Online Help Reference section, also discusses Venn diagrams, which graphically display the calculations used for Reach and Frequency reports.

Primary Reach, the blue circle below, provides the reach of viewers who viewed Schedule A.

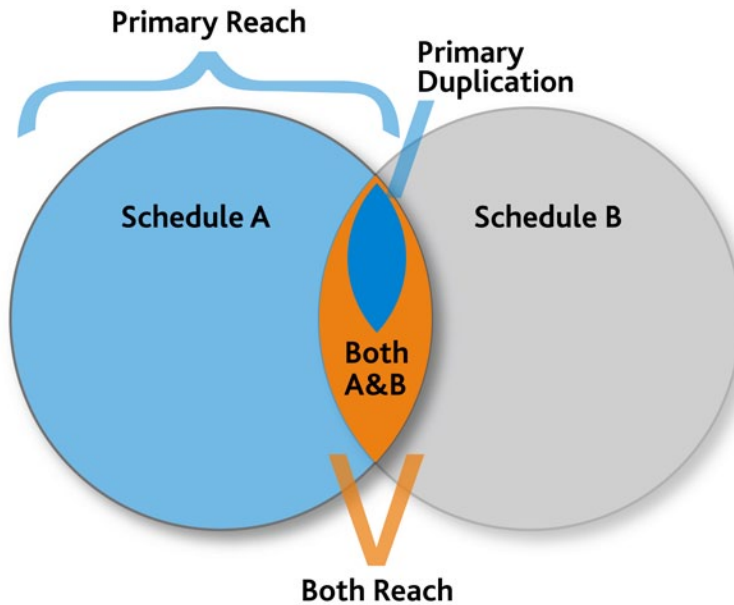
Secondary Reach, the yellow circle, provides the reach of viewers who viewed Schedule B.



Venn Diagrams

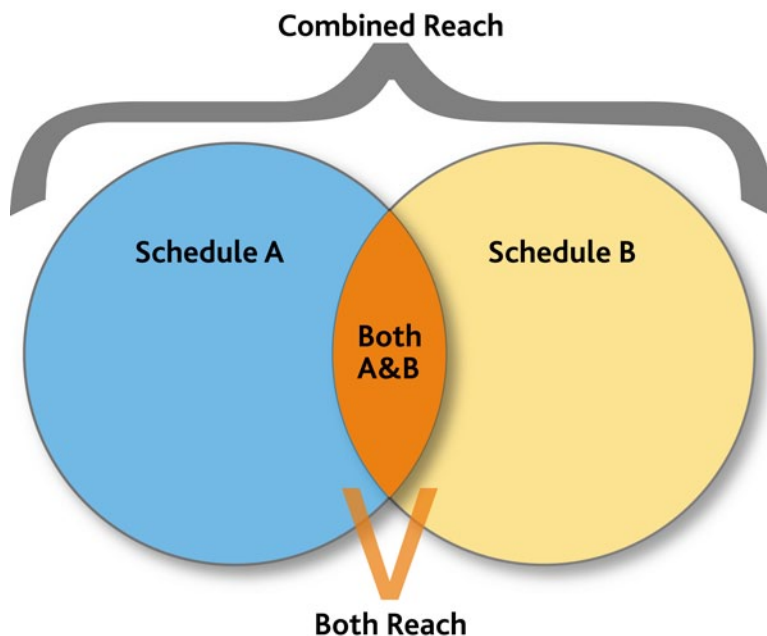
Primary Duplication is the percent of viewers to Schedule A that also viewed Schedule B.

$$\text{Primary Duplication} = (\text{Both Reach \%} / \text{Primary Reach \%}) * 100$$



This differs from the Both duplication, as Both Duplication is taking into account everyone in the universe who viewed Both Schedule A and B, while Primary duplication is only taking into account those that viewed Schedule A, that also viewed Schedule B.

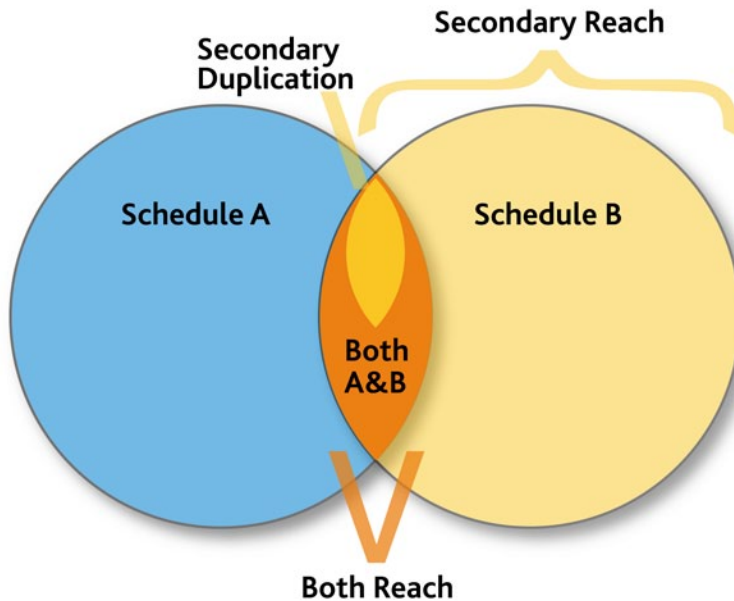
$$\text{Both Duplication} = (\text{Both Reach \%} / \text{Combined Reach \%}) * 100$$



Venn Diagrams

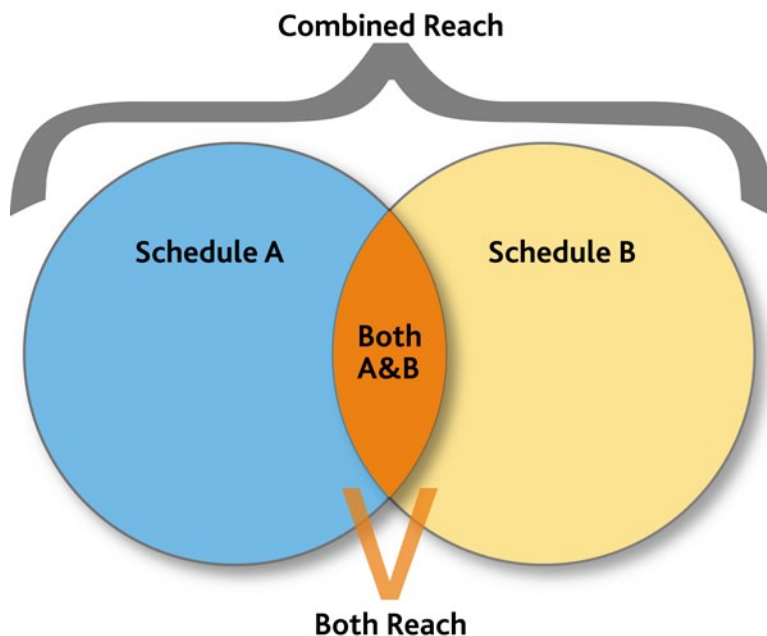
Secondary Duplication is the percent of viewers to Schedule B that also viewed Schedule A.

$$\text{Secondary Duplication} = (\text{Both Reach \%} / \text{Secondary Reach \%}) * 100$$



Again, this differs from the Both Duplication, as Both Duplication is taking into account everyone in the universe who viewed Both Schedule A and B, while Secondary Duplication is only taking into account those that viewed Schedule B, that also viewed Schedule A.

$$\text{Both Duplication} = (\text{Both Reach \%} / \text{Combined Reach \%}) * 100$$



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

Confidential and Proprietary—Copyright © 2011 The Nielsen Company

1 **Enroll** 2 **Download** 3 **Watch**
CLS Training Support—click here.

Venn Diagrams

The various sections of this diagram show the different Reach components in a Duplication report, to review:

Combined Reach provides the viewers who viewed either or both Schedules A and B.

Primary Reach provides the reach of all viewers who viewed Schedule A.

Primary Only Reach provides the reach of viewers who only viewed Schedule A

Secondary Reach provides the reach of all viewers who viewed Schedule B.

Secondary Only Reach provides the reach of viewers who only viewed Schedule B.

Both Reach provides the viewers who viewed Both Schedules A and B.

