



How To Read

Average Reach

The Average Weekly, Monthly, and Quarterly Reach Report Segment options provide the convenience of weekly, monthly, or quarterly reaches with the ease of using broader schedule dates. It is recommended that you utilize a date range larger than the reach desired. For instance, if you select average weekly reach, you should pick a schedule measurement interval that includes more than one week.

When you select an Average Reach Option on a Reach and Frequency report, all of the Reach statistics reported on the Schedule Summary tab will now be based off of Average Reach (weekly, monthly, or quarterly depending on your selection).

How to Read Example

The example below shows a two month schedule utilizing Average Weekly Reach, for Morning News Show A, among Persons 18-49. Reports based on monthly or quarterly average reach would be read the same way, just substituting monthly or quarterly, for weekly, in the descriptions below.

Schedule Name	AVG Weekly Units	AA AVG Weekly Reach%	AA AVG Weekly Reach Proj(000)	AA AVG Weekly Average Frequency	AA AVG Weekly Average Minutes	Qualified AA AVG Weekly GRP%	Qualified AA AVG Weekly GRP Proj(000)	AA AVG Weekly Effective Reach(3+)
Morning News Show A (64,4772)	64	4.57	5,838	2.14	82.96	9.76	12,485	1.48

AVG Weekly Units

Total units included in the schedule. In this program example with one telecast each day, it's 64 units, equaling 64 days.

AA AVG Weekly Reach%

Morning News Show A reached 4.57% of P18-49, during an average week.

AA AVG Weekly Reach Proj (000)

Morning News Show A reached 5,838,000 P18-49, during an average week.

AA AVG Weekly Average Frequency

P18-49 viewed Morning News Show A an average of 2.14 units per week. In this program example, with units built at the telecast level, this is 2.14 telecasts per week.

AA AVG Weekly Average Minutes

P18-49 watched Morning News Show A an average of 82.96 minutes per week.

Qualified AA AVG Weekly GRP%

Morning News Show A delivers an average of 9.76 GRP's for P18-49 per week.

Qualified AA AVG Weekly GRP Proj(000)

Morning News Show A delivers an average of 12,485,000 GRP Projections for P18-49 per week.

AA AVG Weekly Effective Reach(3+) 1.48% of P18-49 watched 3 or more units, in this case, telecasts, of Morning News Show A, per week.

Report Segment*

Select Report Segment

Schedule Summary

Average Reach Options

Weekly
 Monthly
 Quarterly

Respondent Level Summary

To include Average Reach Options on your Reach and Frequency reports, utilize the RF Program or RF Time Period report, and select **Average Reach Options; Weekly, Monthly, or Quarterly**, on the Report Segment Selection page.

For more information on how to run the Average Reach statistic, please attend Simplified Reach and Frequency.

Within NPOWER Online Help you can find how to read documents for all types of Reach and Frequency reports.

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