Unification Overview

Unification is a process that defines a consistent sample universe for a specified reporting interval. In NPOWER, unified studies include all the Segmentation Reports, as well as the Reach & Frequency and Duplication reports.

The unified sample households must meet specific Intab criteria during the measurement interval to be included. Persons included in those households that passed the unification parameter threshold, are then included in the unified sample. All long-term and short-term visitors are excluded in the unified sample. Visitors are not included in the determination of Intab status.

Unification Methodologies

Custom methodology is user defined based on a percentage of day’s parameter for the selected measurement interval. NPOWER uses Custom Unification at 75% as the default. If desired, this parameter can be adjusted or changed to Standard Methodology.

Standard methodology includes specific rules for Daily, Weekly, Monthly or Quarterly which are defined later in this document and available in other Nielsen published reports.

- NTI Calendar from September 2001 forward
- NTI Calendar from July 2008 forward

Once the respondents are included in the unified sample, they are re-weighted and receive a single Unified Weight that is then used in the report. Market break demographic characteristics are based on the mid-day of the measurement interval. This Unified Weight is different from the respondents daily weight, which is the weight used in non-unified reports, like the Ratings Analysis.

Unification Uses

Traditionally, most clients keep the default of custom 75% of the interval for traditional and reoccurring analyses. Clients doing more in-depth analyses or cross-platform research are adjusting the custom parameter to a lower percentage to include a broader audience. Clients doing true unified studies are adjusting the custom parameter to the highest percentage, which will only include panel members who were in the sample 100% of the two measurement intervals.
Unification Overview

Reference

Custom Unified Processing
Percent unification is computed as a straight percentage of the number of days that households or persons are Intab. Days are rounded up or down based on standard mathematically techniques.

Example
- Measurement Interval (MI) = 28 days.
- Unification Percent specified (UP) = 75%
- HH Intab = Any 21 days.

Standard Unified Processing

Daily Unification
A person or household must be Intab on the date selected for the measurement interval. You select a one-day measurement date. If more than one day is selected, it must be scheduled as recurring daily.

Weekly Unification
A person or household must be Intab at least five out of seven days in a Nielsen Media week, and Saturday and Sunday must be Intab. You select a one-week measurement interval that must start on a Monday and last seven days. If more than one week is selected, it must be scheduled as recurring weekly.

Monthly Unification
- Four-week month
  A person or household must be Intab at least 21 out of 28 days with at least three instances of each day of the week (Monday - Sunday) Intab. If more than one month is selected, it must be scheduled as recurring monthly.
- Five-week month
  A person or household must be Intab at least 26 out of 35 days with at least three instances of each day of the week (Monday - Sunday) Intab. If more than one month is selected, it must be scheduled as recurring monthly.

Quarterly Unification
- Thirteen-week quarter
  A person or household must be Intab at least 68 out of 91 days with at least nine instances of each day of the week (Monday - Sunday) Intab. If more than one quarter is selected, it must be scheduled as recurring quarterly.
- Fourteen-week quarter
  A person or household must be Intab at least 74 out of 98 days with at least 10 instances of each day of the week (Monday - Sunday) Intab. If more than one quarter is selected, it must be scheduled as recurring quarterly.
- Fifteen-week quarter
  A person or household must be Intab at least 79 out of 105 days with at least 11 instances of each day of the week (Monday - Sunday) Intab. If more than one quarter is selected, it must be scheduled as recurring quarterly.