



PRIME Lingo® Web-Based Software

Local Buyer Reach - Help Guide

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Local Buyer Reach

Local Buyer Reach connects what viewers watch with what they buy by aligning Nielsen TV Data with Nielsen Partner Buy Data including Nielsen Scarborough, Polk automotive registration data, and Nielsen Buyer Insights Credit/Debit Card data. This allows users to illustrate buyer reach and buying power for television viewers by Daypart and Program Name.

Creating Reports:

Click **Local Buyer Reach** under Features in the navigation pane. There are three different types of reports, Buyer Reach, Buying Power and Story Finder. Each type of report can be viewed by Time Period or Program Names. The list of Stations is displayed alphabetically by Broadcast and Cable stations.

Buyer Reach Report – Time Period

Provides Buyer Index, Buyer Count and Buyer Reach % by Time Period.

The screenshot shows the 'Local Buyer Reach' report interface. On the left, there are three main sections: 'Broadcast', 'Cable', and 'TV Dayparts'. The 'Database' section is also visible. On the right, the 'Time Period' and 'Program' tabs are active, showing a table of viewer reach and buyer reach data for various TV stations. Red circles with numbers 1 through 6 highlight specific elements: 1 points to the Market/Release dropdown, 2 to the Cable section, 3 to the TV Dayparts section, 4 to the Database search button, 5 to the Search button, and 6 to the DMA Viewer Base text.

M-F 5am-7am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
AEN	68,830	0.44 %	49,282	0.42 %	97
WCBS	1,356,707	8.60 %	1,017,065	8.75 %	102
WABC	1,914,603	12.14 %	1,356,018	11.67 %	96

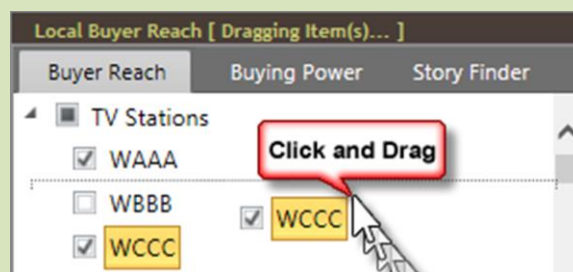
M-F 7am-9am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
AEN	163,010	1.03 %	125,484	1.08 %	105
WCBS	2,050,184	13.00 %	1,491,833	12.84 %	99
WABC	3,096,694	19.63 %	2,288,432	19.70 %	100

Create Reports:

1. Select your Market/Release from the drop down list.
2. Select TV Stations.
3. Select TV Dayparts.
4. Select Buyer Categories from the Database by Category, Question or Response.
5. Click Search next to the Database tab to quickly find a specific category.
6. Your report will be automatically generated and displayed on the screen.

NOTE:

Use the Click and Drag function to change the order of TV Stations. The new station order will remain from session to session.



To revert back to the original list Select Restore Default Station Order from the Options menu.

Buyer Reach Report - Program Name

Provides Buyer Index, Buyer Count and Buyer Reach % by Program Name

Local Buyer Reach

Time Period: Anytown USA 2014 Release 1 (1)

P18+ DMA Viewer Base : 15,775,160 (7)

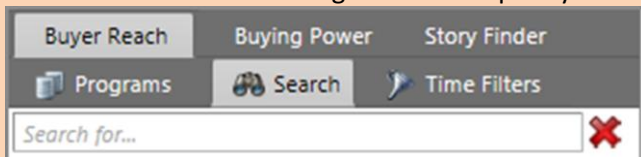
Buyer Group : Any Vehicle Bought New/Used/Leased (HHL) : Any vehicle bought new/used/leased (HHL)
DMA Buyer Count : 11,618,165

Station: Program	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
ADSM: ADVENTURE TIME ADVENTURE TIME SA-930P	120,024	0.76 %	64,728	0.56 %	73
ADSM: ADVENTURE TIME ADVENTURE TIME M-F-930P	206,944	1.31 %	126,727	1.09 %	83
WABC: 11PM EYEW NWS 11P EYWT NW H	644,048	4.08 %	463,895	3.99 %	98
WABC: 11PM EYEW NWS	4,224,786	26.78 %	3,137,317	27.00 %	101

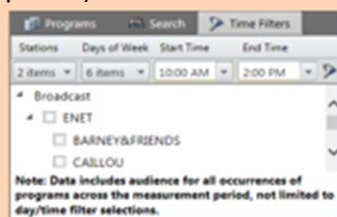
Buyer Group : Any Vehicle Bought New/Used/Leased (HHL) : Any Vehicle:Bought New
DMA Buyer Count : 6,620,810

Create Reports:

1. Select your Market/Release from the drop down list.
2. Select Program names from the list of Broadcast and Cable Stations.
3. Click Search next to the Programs tab to quickly find a specific Program.



4. Click Time Filters to search for Programs by Day and Time. (Note that the filter is for reference only the programs in your report can fall outside of that filtered period).



- I. Select station/s from the list.
- II. Select Days of the Week.
- III. Select a Start Time for your search.
- IV. Select an End Time.
- V. Click on the Filter icon to display results.

5. Select Buyer Categories from the Database by Category, Question or Response.
6. Click Search next to the Database tab to quickly find a specific category.
7. Your report will be automatically generated and displayed on the screen.

Buyer Reach Report - How to Read a Buyer Reach Report

▶ Market/Release: Anytown USA 2014 Release 1

P18+ DMA Viewer Base : 15,775,160

Buyer Group : Any Vehicle Bought New/Used/Leased (HHLD) : Any vehicle bought new/used/leased (HHLD)
 DMA Buyer Count : 11,618,165

M-F 5am-7am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
WAAA	64,305	0.41 %	36,638	0.32 %	77
WCCC	1,914,603	12.14 %	1,356,018	11.67 %	96
WEEE	1,356,707	8.60 %	1,017,065	8.75 %	102
WFFF	92,519	0.59 %	44,333	0.38 %	65

Note: The following definitions use Time Period reporting and WEEE as an example.

1. **DMA Viewer Base** – There are 15,775,160 television viewers aged 18+ in the DMA.
2. **Buyer Group** – The Buyer Group are persons 18+ who live in a household that Bought Any Vehicle New/Used/Leased
3. **DMA Buyer Count** – 11,618,165 persons 18+ live in a household that Bought Any Vehicle New/Used/Leased.
4. **Viewer Reach** – WEEE reaches 1,356,707 persons 18+ in the DMA Mon-Fri 5am – 7am.
5. **Viewer Reach %** - WEEE reaches 8.60% of persons 18+ in the DMA Mon-Fri 5am – 7am.
6. **Buyer Reach** – WEEE reaches 1,017,065 buyers who live in a household that Bought Any Vehicle New/Used/Leased Mon-Fri 5am-7am.
7. **Buyer Reach %** - WEEE reaches 8.75% of all buyers who live in a household that Bought Any Vehicle New/Used/Leased Mon-Fri 5am – 7am.
8. **Buyer Index** – WEEE Mon-Fri 5am-7am viewers index at 102 or are 2% more likely to live in a household that Bought Any Vehicle New/Used/Leased than the average adult in the DMA.

Buying Power Report – Time Period

Creating A Buying Power Report by Time Period: Provides Buyer Spend, Buyer Total Trips and Buyer Spend per Trip by Daypart.

Local Buyer Reach

Time Period: Program Refresh Sort Options Options Export To Save Report As

Market/Release: Anytown USA 2014 Release 1

P18+ DMA Viewer Base : 15,775,160

Buyer Group : Automotive : Auto Parts Stores Past 12 Months (Credit/Debit Only)

DMA Buyer Count : 2,371,098

M-F 5am-7am	Total Spenders				Heavy Spenders			
	Buyer Reach	Annual Average			Buyer Reach	Annual Average		
		Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction		Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction
AEN	10,686	\$328	3	\$119	2,929	\$933	5	\$179
WCBS	203,321	\$353	3	\$131	58,356	\$985	5	\$203
WABC	276,267	\$344	3	\$127	77,410	\$974	5	\$197

M-F 7am-9am	Total Spenders				Heavy Spenders			
	Buyer Reach	Annual Average			Buyer Reach	Annual Average		
		Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction		Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction

go.com/Apps/LBRS/BuyerReach2.aspx?Win0.27150172505652226#

Create a Buying Power Report:

1. Select your Market/Release from the drop down list.
2. Select TV Stations.
3. Select TV Dayparts.
4. Select up to 3 Spending Terciles.
5. Select Buyer Categories from the Database by Category or Question.
6. Click Search to quickly find a specific category.
7. Your report will automatically generate and display on the screen.

Buying Power Report – Program Names

Creating A Buying Power Report by Program Name: Provides Buyer Spend, Buyer Total Trips and Buyer Spend per Trip by Program Name.

Local Buyer Reach

Time Period: Program Refresh Sort Options Options Export To Save Report As

Market/Release: Anytown USA 2014 Release 1

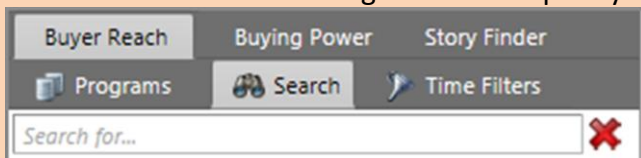
P18+ DMA Viewer Base : 15,775,160

Buyer Group : Automotive : Auto Parts Stores Past 12 Months (Credit/Debit Only)
DMA Buyer Count : 2,371,098

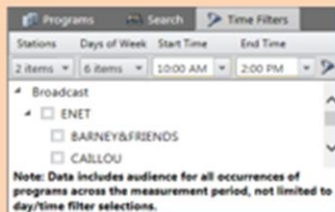
Station: Program	Total Spenders				Heavy Spenders			
	Buyer Reach	Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction	Buyer Reach	Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction
ADSM: AMERICAN DAD AMERICAN DAD MON-11P	12,791	\$317	3	\$119	3,343	\$940	5	\$188
WABC: 11PM EYEW NWS 11P EYWT NW H	99,778	\$353	3	\$127	28,500	\$990	5	\$196
WABC: 11PM EYEW NWS	633,455	\$352	3	\$130	181,883	\$983	5	\$201

Create Reports:

1. Select your Market/Release from the drop down list.
2. Select Program names from the list of Broadcast and Cable Stations.
3. Click Search next to the Programs tab to quickly find a specific Program.



4. Click Time Filters to search for Programs by Day and Time. (Note that the filter is for reference only the programs in your report can fall outside of that filtered period).



- I. Select station/s from the list.
- II. Select Days of the Week.
- III. Select a Start Time for your search.
- IV. Select an End Time.
- V. Click on the Filter icon to display results.

5. Select up to 3 Spending Terciles.
6. Select Buyer Categories from the Database by Category, Question or Response.
7. Click Search next to the Database tab to quickly find a specific category.
8. Your report will be automatically generated and displayed on the screen.

Buying Power Report - How to Read a Buying Power Report

P18+ DMA Viewer Base : 15,775,160

Buyer Group : Automotive : Auto Parts Stores Past 12 Months (Credit/Debit Only)
DMA Buyer Count : 2,371,098

M-F 5am-7am	Total Spenders				Heavy Spenders			
	Buyer Reach	Annual Average			Buyer Reach	Annual Average		
		Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction		Total Spend per Buyer	Number of Transactions per Buyer	Spend per Transaction
WEEE	203,321	\$353	3	\$131	58,356	\$985	5	\$203
WCCC	276,267	\$344	3	\$127	77,410	\$974	5	\$197

Note: The following definitions use Time Period Reporting and WEEE as an example.

1. **DMA Viewer Base** – There are 15, 775, 1602 television viewers aged 18+ in the DMA.
2. **Buyer Group** – The Buyer Group is persons 18+ who live in a household that shopped (Credit/Debit transactions) in Auto Parts Stores in the Past 12 months.
3. **DMA Buyer Count** – 2,371,098 persons 18+ are Auto Parts Store buyers.
4. **Buyer Reach** –WEEE reaches 203,321 Auto Parts Store buyers Mon-Fri 5am-7am.
5. **Total Spend per Buyer** –WEEE Mon-Fri 5am – 7am buyers spent an annual average of \$353 last year in Auto Parts Stores.
6. **Number of Transactions per Buyer** –WEEE Mon-Fri 5am-7am Auto Parts Store buyers made a purchase an average of 3 time last year.
7. **Spend per Transaction** –WEEE Mon-Fri 5am-7am Auto Parts Store buyers spent an average of \$131 per transaction.
8. **Heavy Spenders Buyer Reach** – WEEE reaches 58,356 of Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) Mon-Fri 5am-7am.
9. **Heavy Spenders Total Spend per Buyer** - WEEE Mon-Fri 5am-7am Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) spent an annual average of \$985 last year.
10. **Heavy Spenders Number of Transactions per Buyer** - WEEE Mon-Fri 5am-7am Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) made a purchase an average of 5 time last year.
11. **Heavy Spenders Spend per Transaction** –WEEE Mon-Fri 5am-7am Auto Parts Store Heavy Spenders (top 1/3 of total Auto Parts Store spending) spent an average of \$203 per transaction.

Buyer Reach and Buying Power Additional Features and Formatting

Market/Release: Anytown USA 2014 Release 1

P18+ DMA Viewer Base : 15,775,160

Buyer Group : Any Vehicle Bought New/Used/Leased (HHLD) : Any vehicle bought new/used/leased (HHLD)
DMA Buyer Count : 11,618,165

M-F 5am-7am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
WAAA	64,305	0.41 %	36,638	0.32 %	77
WCCC	1,914,603	12.14 %	1,356,018	11.67 %	96
WEEE	1,356,707	8.60 %	1,017,065	8.75 %	102
WFFF	92,519	0.59 %	44,333	0.38 %	65

Buyer Group : Any Vehicle Bought New/Used/Leased (HHLD) : Any Vehicle Bought New
DMA Buyer Count : 6,620,810

M-F 5am-7am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
WAAA	64,305	0.41 %	18,047	0.27 %	67
WCCC	1,914,603	12.14 %	763,867	11.54 %	95
WEEE	1,356,707	8.60 %	580,879	8.77 %	102
WFFF	92,519	0.59 %	18,653	0.28 %	48

- To add additional TV Stations, Dayparts or Buyer Groups, place a check mark against your selections and click on the Refresh button on the Menu Bar.
- Sort Options allow you to reorder your report by Target or Daypart and metrics in ascending and descending order for Time Period reporting. For Program reporting you can order your report by metrics in ascending or descending order.
- The Options menu allows you to:
 - Clear All selections
 - Clear All Categories selections.
 - Restore Station Defaults resets your station order list.
 - Display Source Data Information and survey periods within the study.
- There are three Report Export options for further editing and use in Presentations:
 - Export to Excel downloads the report as it appears on your screen in PRIME Lingo.
 - Export to Excel – Expanded has additional columns of data showing: Reporting Period, Viewing Period, DMA Code, DMA, Station, Network, Program, Trackage, Category and Subcategory information.
 - Export to PDF creates an image file of your report.
- Save your Report within your Documents folder for future use.

Story Finder Report – Time Period

Using Story Finder Time Period Reporting: Find the best story for your station/network, Rank By Index or Reach across categories

The Grid represents data for your station. The charts show comparisons of your station with your competitors. The ★ represents those categories where the Index Rank is higher than the Reach Rank. (Rank 1 is highest, Rank 10 lowest)

The screenshot displays the Story Finder interface for 'Anytown USA 2014 Release 1'. On the left, navigation panels include 'Cable' (with ADSM selected), 'TV Dayparts' (M-F 5am-7am selected), and 'Database' (Automotive categories). The main grid shows data for 'Auto Repair/Service Past 12 Months (HHLD)' across various categories. Two bar charts on the right compare 'Buyer Reach' and 'Buyer Index' for stations: ENET, WABC, WASA, WCBS, AD5M, AEN, AMC, and APL. Red circles 1-6 highlight key UI elements: 1 (Market/Release), 2 (Cable selection), 3 (TV Dayparts), 4 (Database category), 5 (Buyer Reach % link), and 6 (Add to Downloads link).

Program	Buyer Subcategory	Buyer Group	Reach Rank	Buyer Reach	Buyer Reach %	Index Rank	Buyer Index	★
M-F 5am-7am	Auto Repair/Service Past 12 Months (HHLD)	Auto glass replacement/repair	4	14,173	1.66 %	2	110	★
M-F 5am-7am	Any Vehicle Bought New/Used/Leased (HHLD)	Any Vehicle:Leased	4	31,860	1.56 %	2	104	★
M-F 5am-7am	Auto Repair/Service Past 12 Months (HHLD)	Paint/body work	4	18,124	1.56 %	2	103	★
M-F 5am-7am	Auto Repair/Service Past 12 Months (HHLD)	Shocks/struts	4	12,652	1.54 %	3	102	★
M-F 7am-9am	Auto Repair/Service Past 12 Months (HHLD)	Transmission repair	8	458	0.07 %	4	96	★

Create Story Finder:

1. Select your Market/Release from the drop down list.
2. The ❤️ represents “Your” Station, double click on your station to create your Story Finder. Check TV Stations from the list for comparisons within the charts.
3. Select TV Dayparts.
4. Select Buyer Categories from the Database by Category, Question or Response. Your report will automatically generate and display on the screen.
5. Click on the Buyer Reach/Buyer Reach % link to toggle between the two options.
6. Click on Add to Downloads to Save and Export charts. To view different charts, select a row from the grid.

Features and Formatting:

- The Options menu allows you to:
 - Clear All selections
 - Clear All Categories selections.
 - Restore Station Defaults to reset your station order list.
 - Display Source Data Information and survey periods within the study.
- There are two Download options:
 - Download exports Charts that have been added to your Download list using the Add to Download link below each chart.
 - Download Results exports raw data used in the Report.

Story Finder Report – Program Names

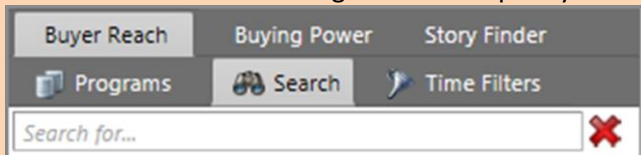
Using Story Finder Program Name Reporting: Find the best story for your station/network, Rank By Index or Reach across categories

The Grid represents data for your Program. The charts show comparisons of your Program with your competitors. The ★ represents those categories where the Index Rank is higher than the Reach Rank. (Rank 1 is highest, Rank 10 lowest)

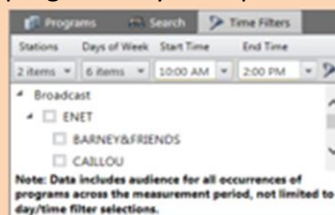
Buyer Subcategory	Buyer Group	Reach Rank	Buyer Reach	Buyer Reach %	Index Rank	Buyer Index	★
Any Vehicle Bought New/Used/Leased (HHLd)	Any vehicle bought new/used/leased (HHLd)	2	126,727	1.09 %	5	83	
Auto Repair/Service Past 12 Months (HHLd)	Any auto repair/service past 12 months (HHLd)	2	100,211	1.07 %	5	81	
Auto Repair/Service Past 12 Months (HHLd)	Oil filter/oil change	2	87,467	1.06 %	5	81	
Any Vehicle Bought New/Used/Leased (HHLd)	Any Vehicle:Bought Used	2	76,005	1.20 %	5	91	
Any Vehicle Bought New/Used/Leased (HHLd)	Any Vehicle:Bought New	2	62,652	0.95 %	5	72	
Auto Repair/Service Past 12 Months (HHLd)	New tires	2	49,432	1.04 %	6	79	

Create Reports:

1. Select your Market/Release from the drop down list.
2. The ❤ represents “Your” Program, double click on your station to create your Story Finder. Check Programs from the list for comparisons within the charts.
3. Click Search next to the Programs tab to quickly find a specific Program.



4. Click Time Filters to search for Programs by Day and Time. (Note that the filter is for reference only the programs in your report can fall outside of that filtered period).



- I. Select station/s from the list.
- II. Select Days of the Week.
- III. Select a Start Time for your search.
- IV. Select an End Time.
- V. Click on the Filter icon to display results.

5. Select Buyer Categories from the Database by Category, Question or Response. Your report will automatically generate and display on the screen.
6. Click on the Buyer Reach/Buyer Reach % link to toggle between the two options.
7. Click on Add to Downloads to Save and Export charts. To view different charts, select a row from the grid.

Story Finder Features and Formatting

Using Story Finder Program Name Reporting

These features are available on the Menu bar.

- The Options menu allows you to:
 - Clear All selections
 - Clear All Programs selections.
 - Clear All Categories selections.
 - Restore Station Defaults to reset your station order list.
 - Display Source Data Information and survey periods within the study.
- There are two Download options:
 - Download exports Charts that have been added to your Download list using the Add to Download link below each chart.
 - Download Results exports raw data used in the Report.

How to Read a Story Finder Report – Time Period

How to Read a Story Finder Report – Time Period Reporting

1	2	3	4	5	6	7	8	9
WEEE : Daypart	Buyer Subcategory	Buyer Group	Reach Rank	Buyer Reach	Buyer Reach %	Index Rank	Buyer Index	★
M-F 5am-7am	Number of Vehicles Owned (HHL)	1:Own	2	393,759	8.90 %	1	104	★
M-F 7am-9am	Number of Vehicles Owned (HHL)	1:Own	3	600,690	13.58 %	1	104	★
M-F 7am-9am	Plans to Buy New/Lease Vehicle (HHL)	Compact car	3	38,796	13.58 %	3	104	
M-F 7am-9am	Auto Insurance Provider (HHL)	None	3	727,315	13.38 %	1	103	★
M-F 7am-9am	Auto Parts Stores (HHL)	Sears	3	78,284	13.39 %	3	103	

Note: The following definitions will show a comparison of your station compared to your stations of interest.

- Daypart** – The Daypart selected is M-F 7am – 9am.
- Buyer Subcategory** – Is the Number of Vehicles Owned (HHL).
- Buyer Group** — The Buyer Group is persons 18+ who live in a household that Own Vehicles.
- Reach Rank** –The station is ranked 3rd in Reach among Vehicle Owners on selected stations M-F 7am-9am.
- Buyer Reach** –The station reaches 600,690 Vehicle Owners M-F 7am-9am.
- Buyer Reach %** –The station reaches 13.58% of Vehicle Owners Mon-Fri 7am-9am.
- Index Rank** –The station is ranked 1st in Index among Vehicle Owners on selected stations M-F 7am-9am.
- Buyer Index** –The station indexes at 104 or is 4% more likely to reach Vehicle Owners M-F 7am-9am than the average adult in the DMA.
- ★ – Illustrates categories in which the station’s Index Rank is higher than the Reach Rank.

How to Read a Story Finder Report – Program Names

How to Read a Story Finder Report – Program Reporting

1	2	3	4	5	6	7	8
Buyer Subcategory	Buyer Group	Reach Rank	Buyer Reach	Buyer Reach %	Index Rank	Buyer Index	★
Any Vehicle Bought New/Used/Leased (HHLD)	Any Vehicle:Bought Used	4	76,005	1.20 %	7	91	
Any Vehicle Bought New/Used/Leased (HHLD)	Any Vehicle:Bought New	4	62,652	0.95 %	7	72	

Note: The following definitions will show a comparison of your Program compared to your Programs of interest.

1. **Buyer Subcategory** – Is Any Vehicle Bought New/Used/Leased (HHLD).
2. **Buyer Group** — The Buyer Group is persons 18+ who live in a household that Bought Vehicles.
3. **Reach Rank** –The Program is ranked 4rd in Reach among Vehicle Buyers.
4. **Buyer Reach** –The Program reaches 76,005 Vehicle Buyers.
5. **Buyer Reach %** –The Program reaches 1.20% of Vehicle Buyers.
6. **Index Rank** –The station is ranked 7th in Index among Vehicle buyers.
7. **Buyer Index** –The station indexes at 91 or is 8% less likely to reach Vehicle Buyers than the average adult in the DMA.
8. ★ – Illustrates categories in which the station’s Index Rank is higher than the Reach Rank.

Reliability Notifications

Local Buyer Reach

Buyer Reach | Buying Power | Story Finder

TV Stations: WAAA, WBBB, WCCC, WDDD, WEEE

TV Dayparts: M-F 5am-7am, M-F 7am-9am, M-F 9am-12pm, M-F 12pm-12:30pm, M-F 12:30pm-5pm

Database | Search

Automotive, Entertainment, Finance/Professional Services, Grocery, Healthcare, Lifestyle, Restaurants, Retail, Telecom, Travel

Refresh | Sort Options | Options | Export To | Save Report As

Market/Release: Anytown USA 2014 Release 1

P18+ DMA Viewer Base : 15,775,160

Buyer Group : Any Vehicle Bought New/Used/Leased (HHL) : Any vehicle bought new/used/leased (HHL)
DMA Buyer Count : 11,618,165

M-F 5am-7am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
WAAA	64,305	0.41 %	36,638	0.32 %	77
WBBB	15,043	0.10 %	6,421	0.06 %	58
WCCC	1,914,603	12.14 %	1,356,018	11.67 %	96
WEEE	1,356,707	8.60 %	1,017,065	8.75 %	102

Buyer Group : Any Vehicle Bought New/Used/Leased (HHL) : Any vehicle bought new/used/leased (HHL)
DMA Buyer Count : 6,620,810

M-F 5am-7am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
WAAA	64,305	0.41 %	18,047	0.27 %	67
WBBB	15,043	0.10 %	2,770	0.04 %	44
WCCC	1,914,603	12.14 %	763,867	11.54 %	95
WEEE	1,356,707	8.60 %	580,879	8.77 %	102

Buyer Group : Any Vehicle Bought New/Used/Leased (HHL) : Any vehicle bought new/used/leased (HHL)
DMA Buyer Count : 6,336,465

M-F 5am-7am	Viewer Reach	Viewer Reach %	Buyer Reach	Buyer Reach %	Buyer Index
WAAA	64,305	0.41 %	21,144	0.33 %	82
WBBB	15,043	0.10 %	4,143	0.07 %	69
WCCC	1,914,603	12.14 %	735,275	11.60 %	96

Station information color coded in black passes a buyer count threshold for stability. If the data is color coded in orange, that category, once matched to buyers, may exhibit higher variability when trended across multiple measurement periods. This data should be used with appropriate expectations.