

# Understanding Viewing Behaviors Using Unified Analyses

In order to look at a population of households at one point in time and assess the change of that exact group of households to another point in time, you must unify the sample.

We'll use a combination of NPOWER reports to accomplish this task.

1. Create Unifications
  - Multiple are needed. Create one for each month of the analysis.
2. Number of Minutes Time Period Segmentations
  - **Unified Sample** = individual monthly unification
  - **Playback Period** = Live | TV | Linear with VOD
  - **Measurement Interval** = full date range of analysis
  - **Viewing Source** = Total Use of Television (TUT)
  - **Daypart** = M-Sun 6a-6a
  - **Segmentation** = Single, 1 minute, Total Minutes
  - **Segmentation Demographic** = P2-99
  - **Segmentation Market Breaks** = Composite
  - **Submit** and **Repeat** for each unification
3. Ratings Analysis -
  - **Measurement Intervals**
    - Month 1
    - Month 2
  - **Respondent Demographics** Using the above segments, create the following combinations demos. (Detailed instructions on following page):
    - **Month 1 Intab** = Month 1 Top Minutes OR Month 1 Non-Viewer
    - **Month 2 Intab** = Month 2 Top Minutes OR Month 2 Non-Viewer
    - **Month 1 & Month 2 Intab** = [(Month 1 Top OR Month 1 Non-Viewer) & (Month 2 Top OR Month 2 Non-Viewer)]

4. Results:

	Demographic	Interval	Viewing Source	MC US AA Proj (000)
	P2-99 Jan Intab (Viewers & Non-Viewers)	12/28/2020 - 01/31/2021	Viewing Source	<b>337</b>
	P2-99 Jan Intab (Viewers & Non-Viewers)	02/01/2021 - 02/28/2021	Viewing Source	308
	P2-99 Feb Intab (Viewers & Non-Viewers)	12/28/2020 - 01/31/2021	Viewing Source	328
	P2-99 Feb Intab (Viewers & Non-Viewers)	02/01/2021 - 02/28/2021	Viewing Source	321
	P2-99 Jan & Feb	12/28/2020 - 01/31/2021	Viewing Source	<b>317</b>
	P2-99 Jan & Feb	02/01/2021 - 02/28/2021	Viewing Source	299
	P2-99 Jan Only	12/28/2020 - 01/31/2021	Difference	<b>20</b>
	P2-99 Feb Only	02/01/2021 - 02/28/2021	Difference	22

# Building Demo Combos from Segmentations

- 1 Selecting Segments as Demos
  - 1 Characteristic Type: Segmentation
  - 2 Unification: Month 1
- 3 Choose Top Minutes and Non Viewer
  - 4 Click Apply

\*Repeat for Month 2

The screenshot shows the 'DEMOGRAPHICS' section with 'GENDER' selected and 'PERSONS' checked. The 'START AGE' is set to 2 and 'END AGE' to 99. In the 'CHARACTERISTIC TYPES' section, 'SEGMENTATION' is selected. A table below shows 'Unification 1 - NOM TP Segmentation' completed on 2021-04-14. To the right, a 'Segment (2)' panel shows 'Top Minutes(1)' and 'Non-Viewer' selected. A red circle with the number 4 highlights the 'APPLY' button.

## Creating combinations

Tip: Set Options to "Retain Combo Parts"

- Combine Month 1 Top and Month 1 Non-Viewer
- Combine Month 2 Top and Month 2 Non-Viewer
- Combine these combos

Within that combo bubble

- Month 1 Top/Non in Parens; Month 2 Top/Non in Parens
- highlight 2nd Parens, and click "&" at the top

The screenshot shows the 'Respondent Demographics (3)' section with various logical operators like AND, OR, NOT, CROSS, PARENS, and DELETE. Three combination bubbles are visible:
 

- Persons 2 - 99 ( Unification 1 - NOM TP Segmentation - Persons 2 - 99 (Unification 1 - NOM TP Segmentation) - Top Minutes(1) OR Unification 1 - NOM TP Segmentation - Persons 2 - 99 (Unification 1 - NOM TP Segmentation) - Non-Viewer )
- Persons 2 - 99 ( Unification 2 - NOM TP Segmentation - Persons 2 - 99 (Unification 2 - NOM TP Segmentation) - Top Minutes(1) OR Unification 2 - NOM TP Segmentation - Persons 2 - 99 (Unification 2 - NOM TP Segmentation) - Non-Viewer )
- Persons 2 - 99 ( ( Persons 2 - 99 (Unification 1 - NOM TP Segmentation) - Top Minutes(1) OR Persons 2 - 99 (Unification 1 - NOM TP Segmentation) - Non-Viewer ) AND ( Persons 2 - 99 (Unification 2 - NOM TP Segmentation) - Top Minutes(1) OR Persons 2 - 99 (Unification 2 - NOM TP Segmentation) - Non-Viewer ) )