Data Sources:

**GfK TVB Home Improvement Purchase Funnel 2020**: A18+, Responses = 1,519

**MRI Simmons**: Lockdown season - Cord Subscription and TV Viewership During the Pandemic

**Ratings**: The Nielsen Company, NPOWER, NLTV, Arianna


**Time Shifted Programs**: The Nielsen Company, NPOWER, Live+SD vs Live +1 Day estimates on ABC, CBS, CW, Fox, NBC A25-54 Ratings

**Top 100 Programs**: The Nielsen Company, NPOWER

**Syndication**: The Nielsen Company, NPOWER, Live + 1 Day. Syndication data is a week behind the current report week.

**Hispanic Households**: The Nielsen Company, NPOWER, Live + 1 Day

**Spanish Language Programs**: The Nielsen Company, NPOWER, Live + 1 Day. For Primetime daypart, M-F 8-11p, Spanish Broadcast affiliates: Azteca, Estrella TV, Telemundo, UniMas & Univision; English Broadcast affiliates: ABC, NBC, CBS, Fox, CW, Me TV, Bounce TV, Cozi TV, Escape, Grit & Laff. Independents excluded due to unknown language format. For local markets: The Nielsen Company, Arianna, Live + 1 Day.

**Local Market At-A–Glance/Overview**: SRDS (Nielsen Segmentation & Market Solutions), GfK MEMRI

**Local Market Close-Up**: Comscore StationView Essentials, Kantar Media

- **Top 20**: HH Series Ranker All Day, Ranked on Plus 1 DVR Metrics

- **Auto Ownership**: Comscore data. Mon-Sun 5-6p comparison of the monthly auto demo live ratings. Taking the averages of the top broadcast networks (ABC, CBS, FOX, NBC) versus the top 4 cable news networks (CNN, Fox News Channel, Headline News, MSNBC).

- **Local News Strength**: All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live HH rating used from the latest available month.

Note: Live+Same Day will be used if Live+1 is not available.