Comscore's Demographics Explained

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Transacting on age and gender when the world has moved on

While it is simpler to buy and sell media using antiquated age and gender demos, purchase-based segments provide far better outcomes for advertisers

HOME HARDWARE BRAND

W35-64 HHs:
588,706 HHs targets

W35-64, >$100k income, and live in an owned home HHs:
212,923 targets

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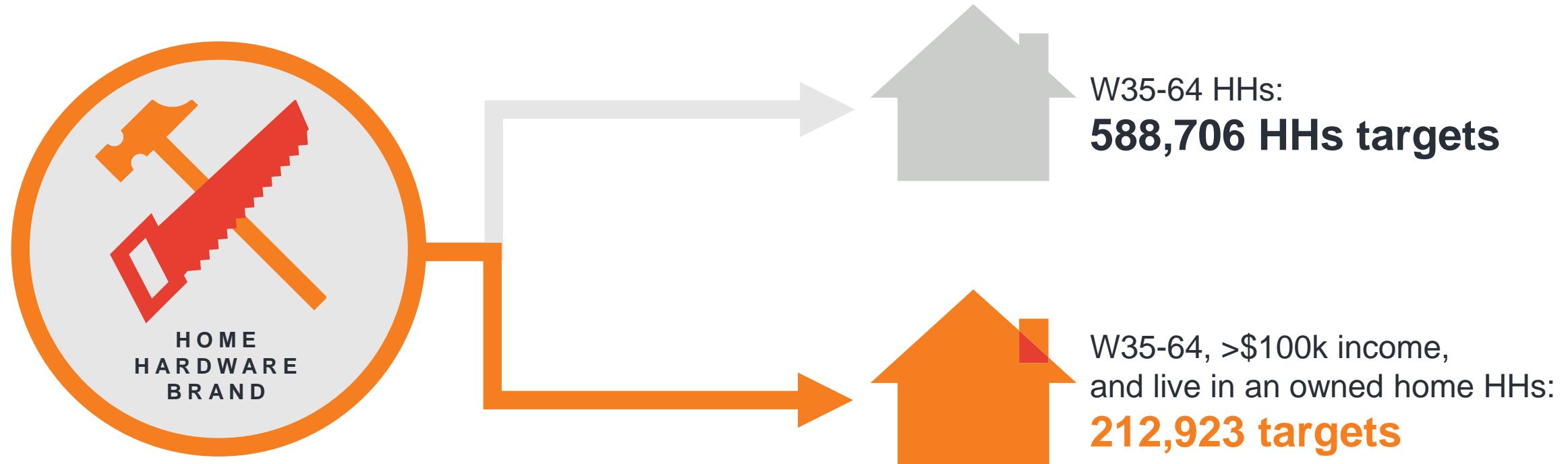
Cleveland data

Home Remodeler in the Cleveland market where the demographic used to transact is traditionally Women 35-64

UEs for HHs w/ W35-64 **588,706 HHs**

Demo UEs for HHs with an Income over $100k are **297,011HHs**

Demo UEs for HHs that are owned are **822,643**

Demo UEs for HHs W/ W35-64, & income over $100k & live in an owned home are **212,923**

What is the most effective demographic for client's campaign? Is it the guarantee that you are reaching a Woman 35-64?

Or is the ultimate qualifier for a home remodeler that they need to reach a homeowner with a specific economic skew?

With Comscore, you can transact off HH Incomes and plan off advanced demographics that use combined targets, as seen in the blue box.

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Personal Injury attorney in Cleveland where the demographic used is traditionally Adults 18-49

UEs for HHs w/ A18-49:
407,518 HHs

UEs for HHs with an Income under $30k:
318,666 HHs

UEs HHs with an A18-49 & an income under $30k:
180,747 HHs

- **What is the most effective demographic for client's campaign?** Is it the guarantee that you are reaching an Adult 18-49?

- **Or is the ultimate qualifier the HH income** of the people in the home who share a specific socioeconomic status.

- **With Comscore,** you can transact off of HHIs and plan off advanced demographics that use combined targets.

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Picture it…

A well-off home with 2 RPD STB-TVs in a home that houses both a Man 25-54, a Women 25-54 and a child. One TV Is tuned into The Bachelor, the other is tuned into Monday Night Football.

Both TVs are monitored by both services.

How is this home measured?

Comscore passively measures each STB in this HH. Methodology is consistent in all markets regardless of size. Comscore's demographics are displayed as:

	BACHELOR	MONDAY NIGHT FOOTBALL
HHs W/ M25-54	1x	1x
HHs W/ W25-54	1x	1x
HHs W/ A25-54	**1x**	**1x**
HHs W/ HHI $100K+	1x	1x
HHs W/ Children Present	1x	1x
HHs W/ College Education	1x	1x

Legacy Measurement *(Example here is for 1 of 4 methodologies.)* The viewing could appear as any combination of demographics dependent on user participation in the home:

	BACHELOR	MONDAY NIGHT FOOTBALL
M25-54	1x, 0x	1x, 0x
W25-54	1x, 0x	1x, 0x
P25-54	**2x, 1x, 0x**	**2x, 1x, 0x**
HHs W/ HHI $100K+	0x	0x
P2+ (?)	1x, 0x	1x, 0x
HHs W/ College Education	0x	0x

Acronyms: RPD-Return Path Device STB- Set Top Box

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When Men Plus Women Do Not Equal Adults

- When you are working with person-level data you can add Women plus Men to equal persons.

- When you are working with households, one household might include a man and a women in it (two adults within the same demo category), but when you are counting homes, that man and woman will still only equal one household.

B

A

	W25-54	M25-54	A24-54
HOUSEHOLD 1 WOMAN, 32 • MAN, 34	✔	✔	✔
HOUSEHOLD 2 WOMAN, 36	✔		✔
HOUSEHOLD 3 WOMAN, 45 • MAN, 45	✔	✔	✔
	3 HH	**2 HH**	**3 HH**
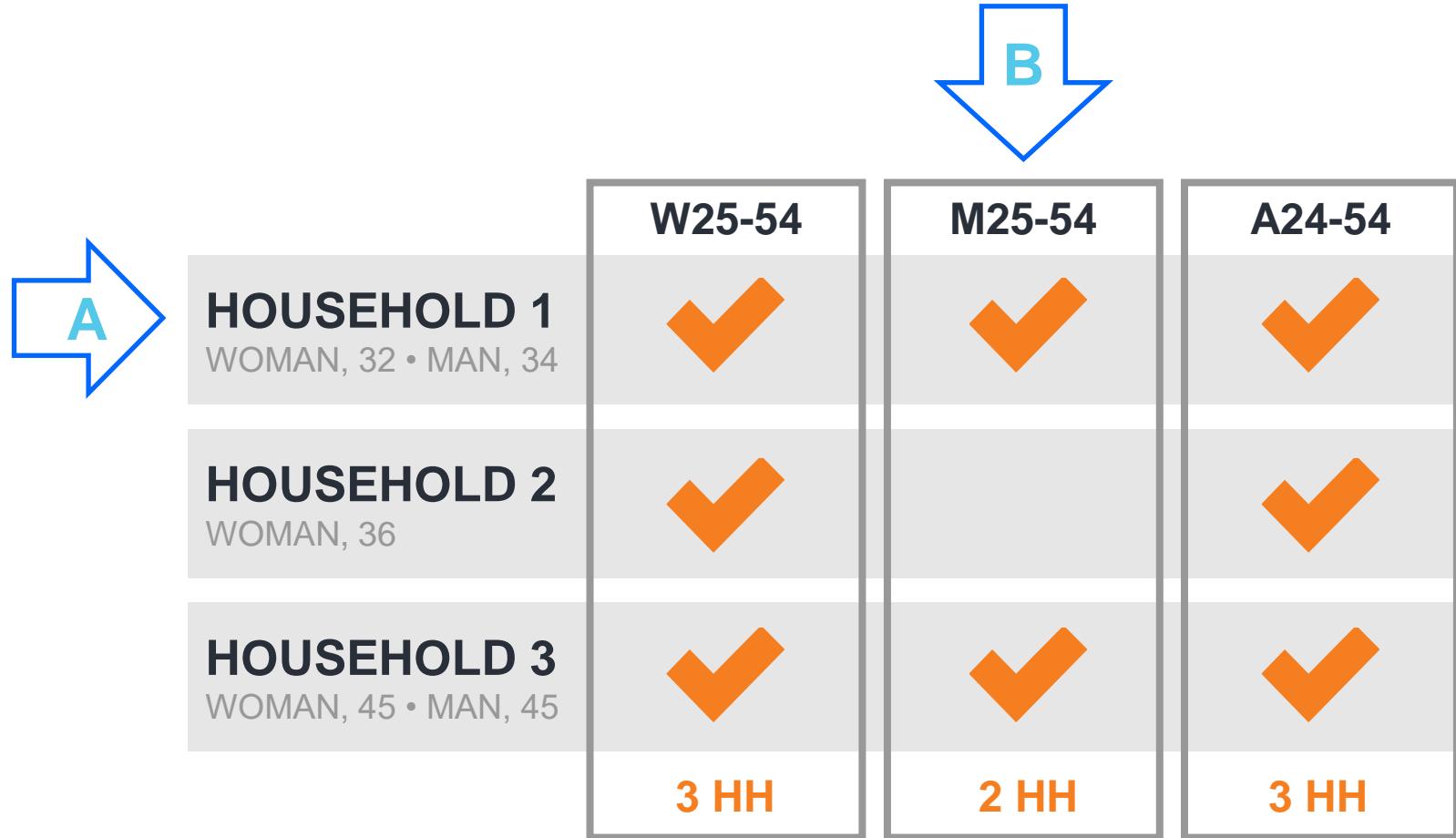
Based on the demographics within a household, a single household can be counted in more than one segment.

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Comscore Demography that *can't* be combined

Consider the Age Range segments M18-49 and W18-49. A given household may have both a man aged 18-49 and a woman aged 18-49. You cannot combine these segments to form A18-49, because viewing from that household would be duplicated:
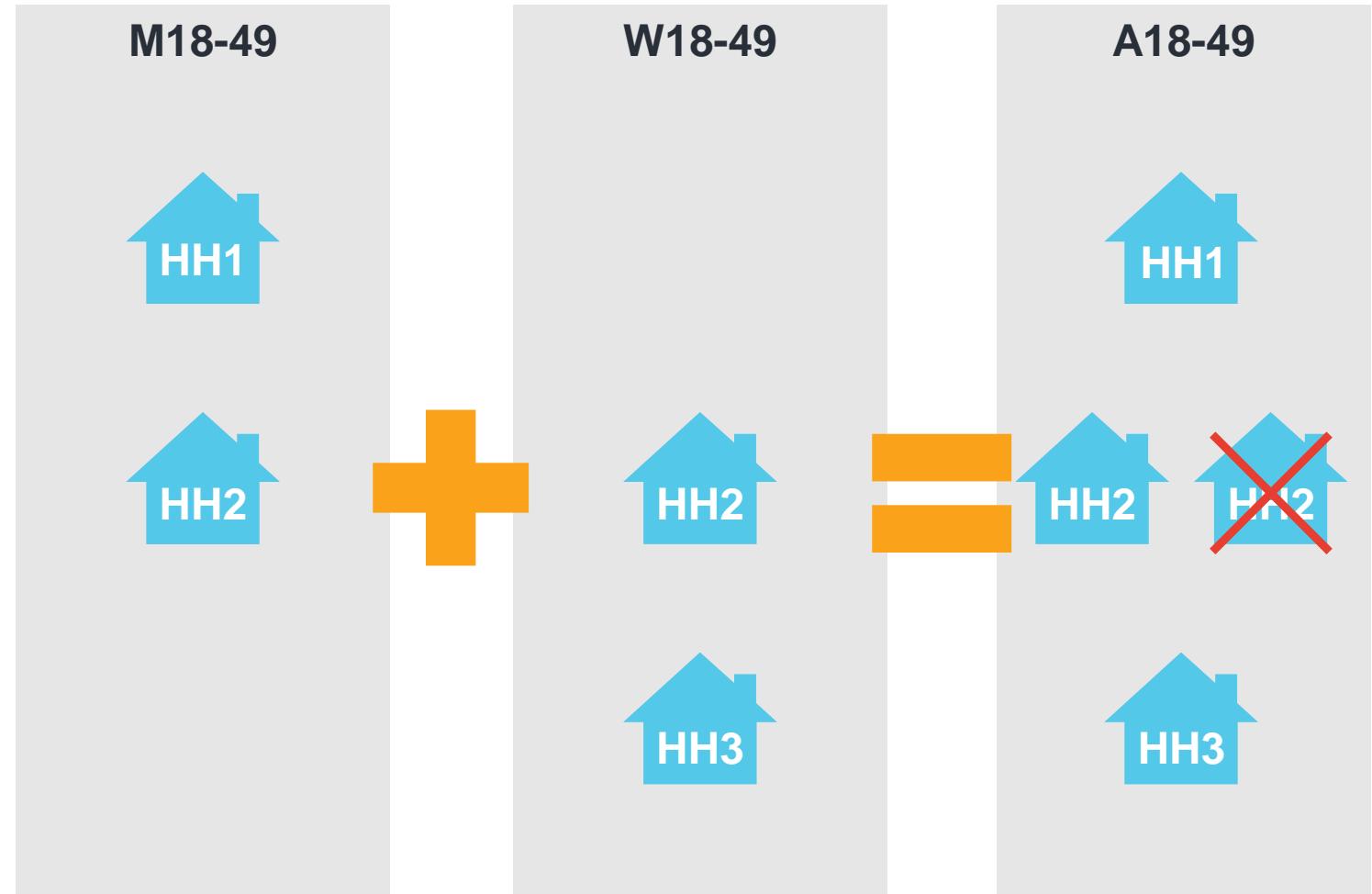
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Comscore Demography that *can* be combined

First, keep in mind that Comscore demographics do not measure viewing by individuals within a segment. Rather, they measure viewing by households with a member in the segment.

If a household can belong to *only one* of the segments, you *can* combine them.

Consider the Household Income segments $20-30K and $30-40K. Because a given household can belong to only one of those segments, you can combine them to form $20-40K:

$20K-$30K

HH1

HH2

$30K-$40K

HH3

**$20K-$40K**

HH1

HH2

HH3

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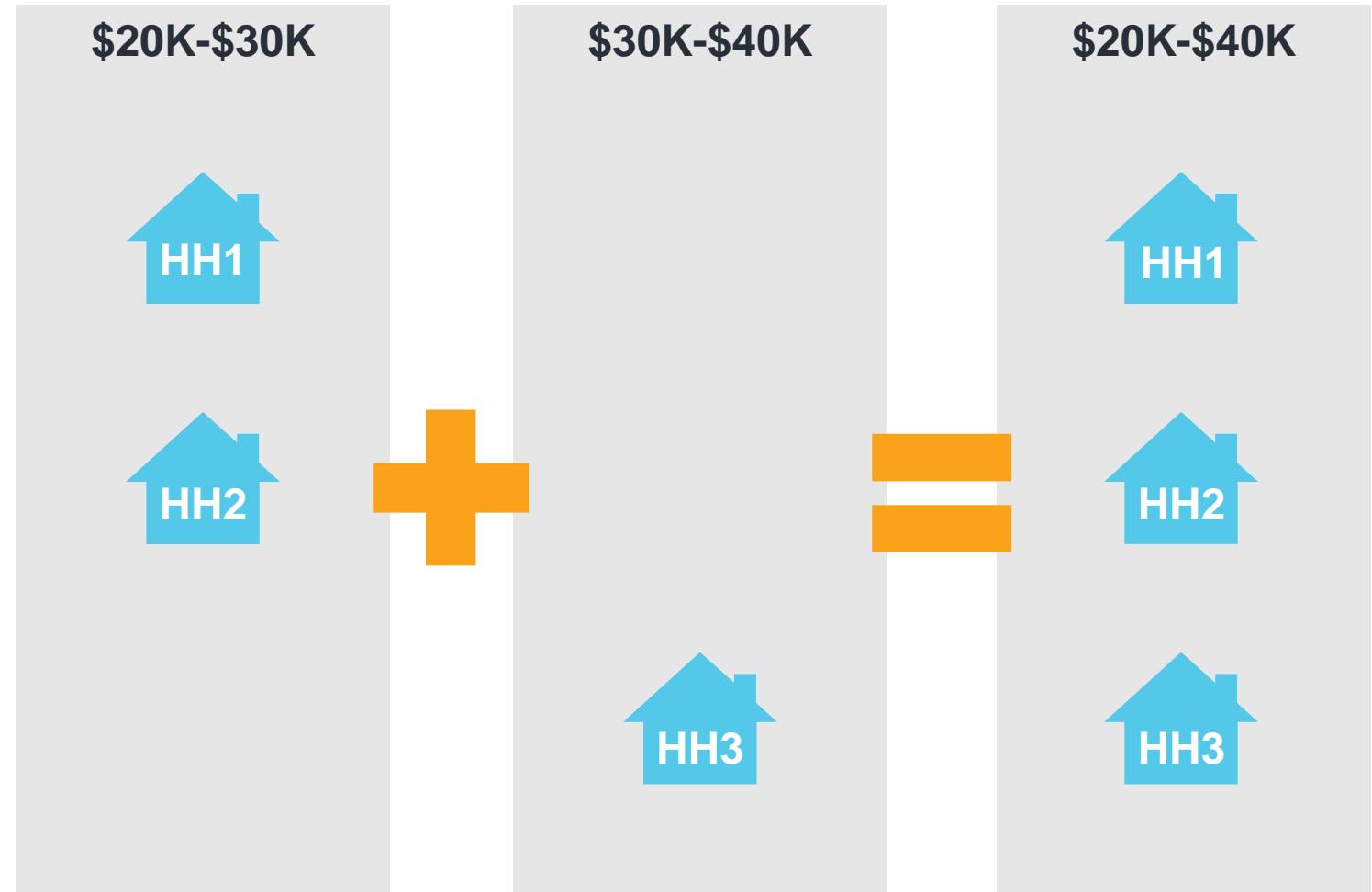
The Targeting Illusion- Furniture Store

Are you reaching the right consumer?- A deeper dive into ratings and how each methodology influences who you reach

With persons-based measurement, **let's assume you are reaching a W25-54.**

The W25-54 could have any one of the following characteristics:

HOUSEHOLD INCOME	**HOME OWNERSHIP**	**HOUSEHOLD COMPOSITION**	**5 DIFFERENT ETHNICITIES**
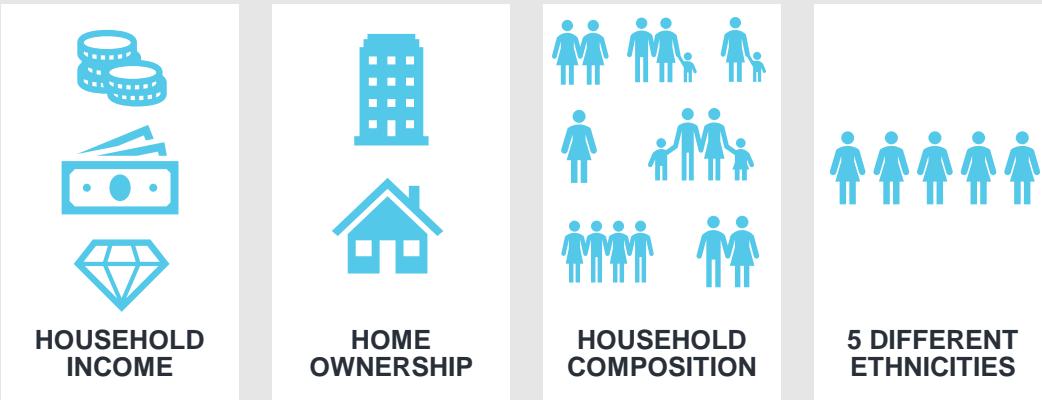
The likelihood that you are reaching the right consumer is a gamble with persons-based measurement.

With households with women measurement, **let's imagine we want to reach a HH W W25/54 and other qualifying characteristics.** The HH contains both a Man and Woman 25-54.

The HH could have any of the following characteristics*:

AT LEAST 1 PERSON	**1 HOUSEHOLD INCOME**	**1 HOUSEHOLD COMPOSITION**	**1 HOME-OWNER/ RENTAL STATUS**	**1 OR 2 ETHNICITIES**

With HHs/ W Measurement, your odds of reaching the right consumer are significantly higher.

*All of the characteristics above can now be combined with Boolean logic

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With persons-based measurement, let's assume you are reaching a W25-54.
The W25-54 could have anyone of the following characteristics:
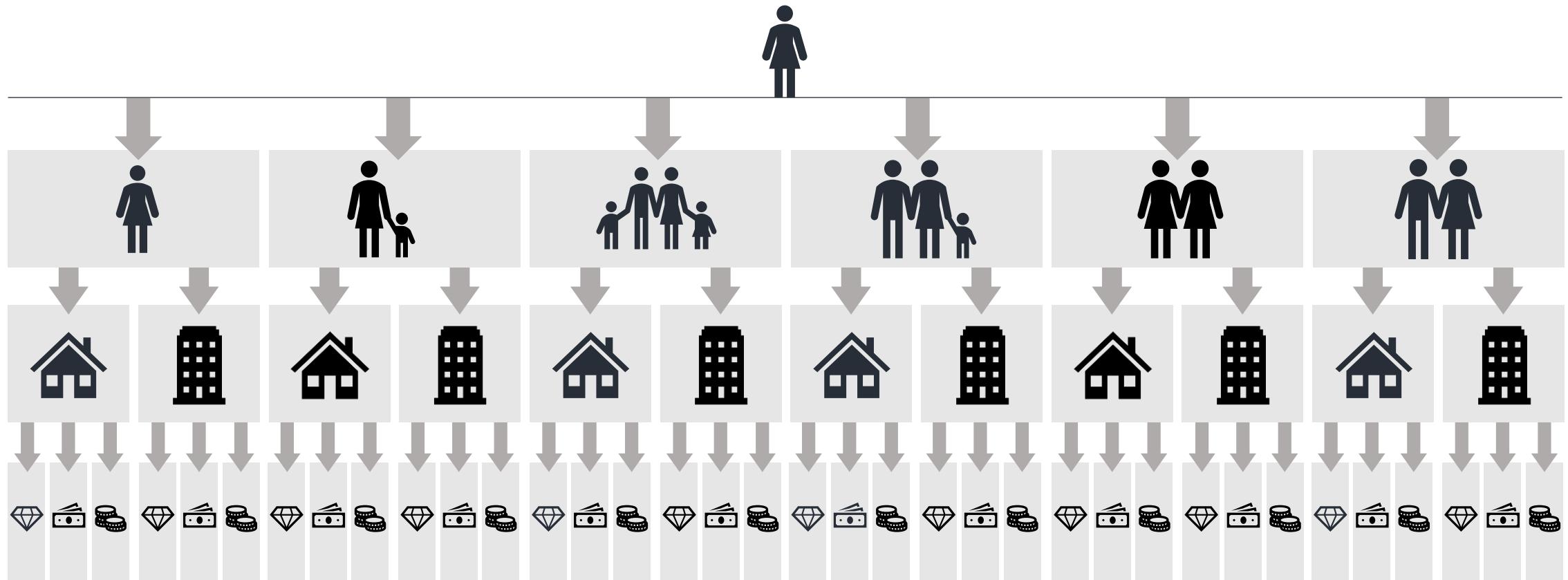
With age/gender targets, like W25-54, there is a 4 out of 36 chance that you will reach the core consumer of a high-end furniture store!
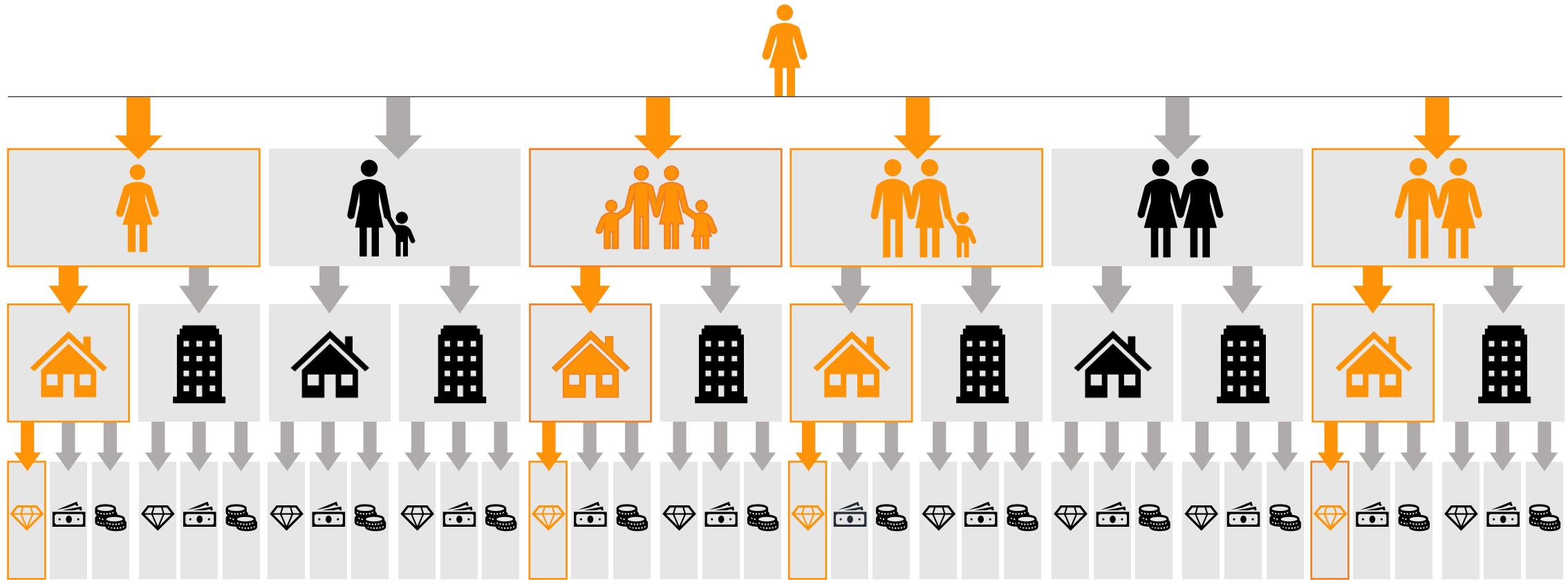
This is an 11% chance of reaching the right consumer!

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With households-based measurement, let's imagine we want to reach a HH W W25/54 and other qualifying characteristics. The HH contains both a Man and Woman 25-54.
The HH could have any of the following characteristics*:

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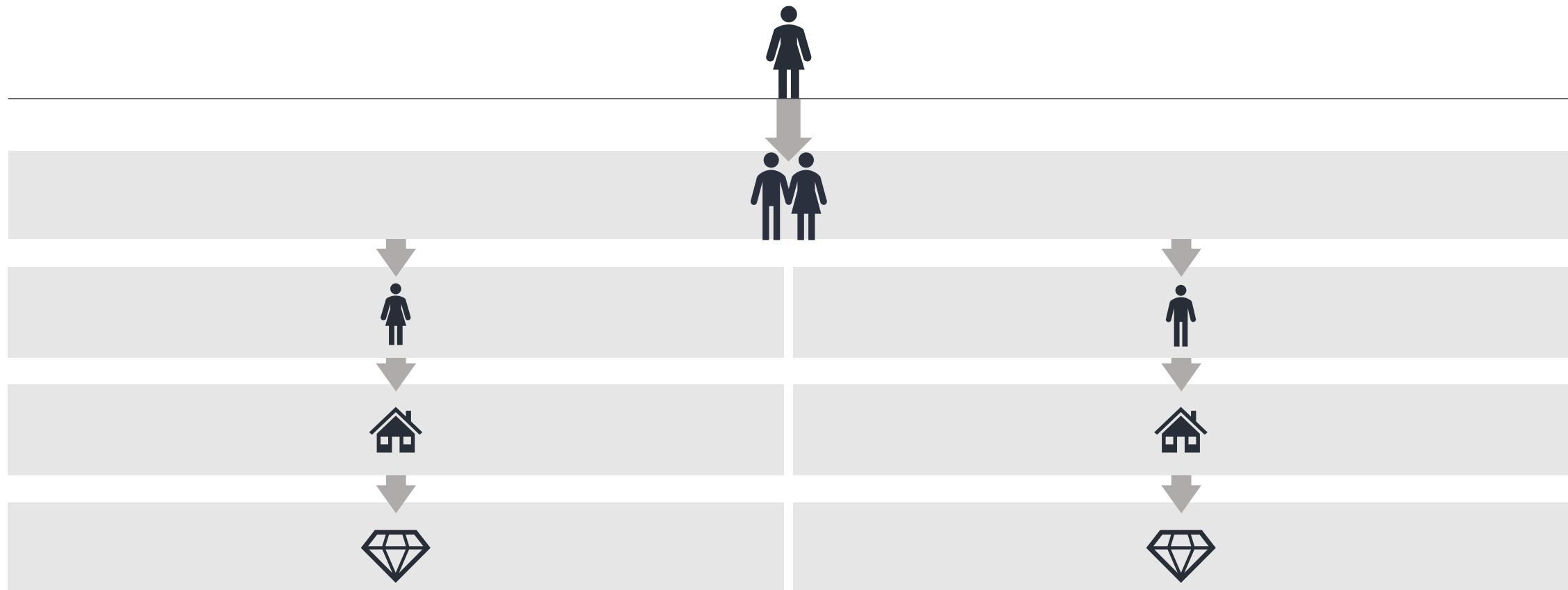
With "Households with" targets, like HHs W/ W25/54 and home ownership and a high household income, there is 1:2 chance that you will reach the core consumer of a high-end furniture store!
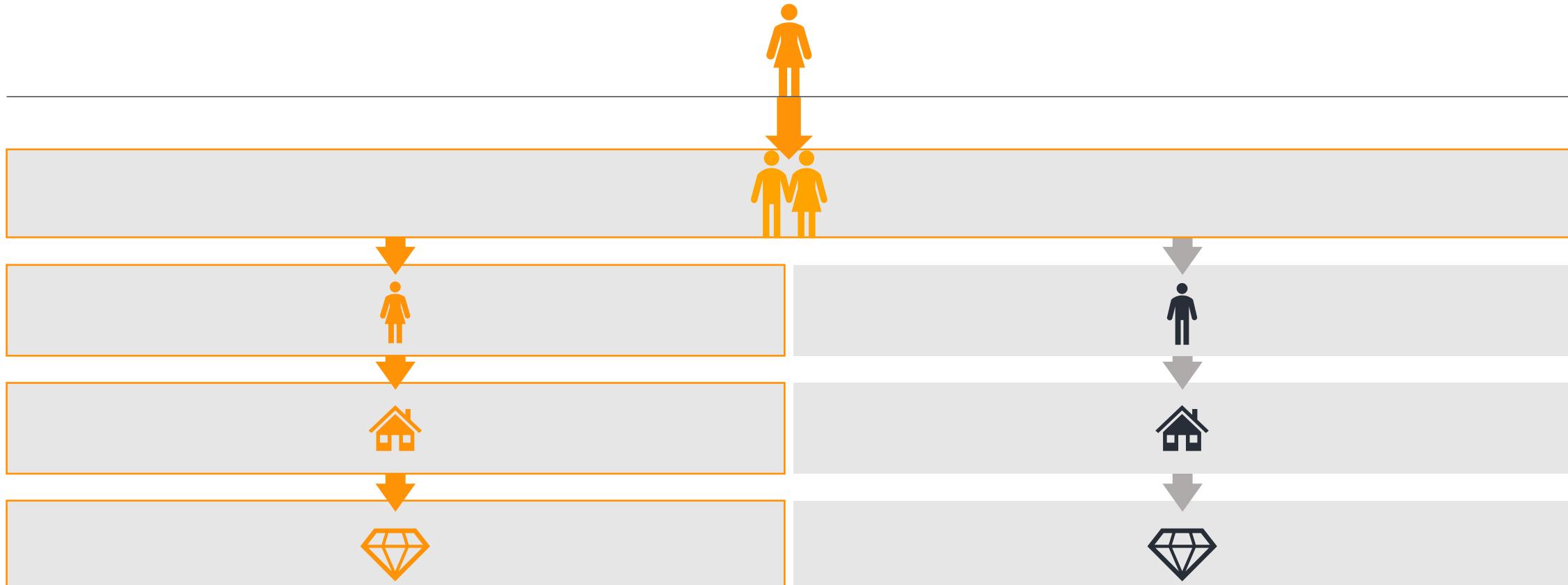
**This is a 50% chance of reaching the right consumer!**

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Available Demographics for all Comscore TV subscribers

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With Comscore, You still get familiar metrics… but more than just age/gender

HHs W/ AGE RANGE		HOUSEHOLD INCOME	
A18+, M18+, W18+	A18-64, W18-64, M18-64	$0 - $19,999	$75,000 - $99,999
A21+, W21+, M21+	A21-24, W21-24, M21-24	$0 - $29,999	$100,000 - $124,999
A25+, W25+, M25+	A21-34, W21-34, M21-34	$0 - $49,999	$125,000 - $149,999
A35+, W35+, M35+	A25-34, W25-34, M25-34	$0 - $74,999	$150,000 - $174,999
A50+, W50+, M50+	A25-49, W25-49, M25-49	$20,000 - $29,999	$175,000 - $199,999
A55+, W55+, M55+	A25-54, W25-54, M25-54	$30,000 - $49,999	$200,000 - $249,999
A65+, W65+, M65+	A25-64, W25-64, M25-64	$30,000 - $39,999	$50K+, $75K+, $100K+
A18-24, W18-24, M18-24	A35-44, W35-44, M35-44	$40,000 - $49,999	$125K+, $150K+
A18-34, W18-34, M18-34	A35-54, W35-54, M35-54	$50,000 - $74,999	$200K+, $250K+
A18-44, W18-44, M18-44	A35-64, W35-64, M35-64	**HH COMPOSITION**	
A18-49, W18-49, M18-49	A45-54, W45-54, M45-54	Single-Person HH, Male	Two Children in HH
A18-54, W18-54, M18-54	A55-64, W55-64, M55-64	Single-Person HH, Female	Three Children in HH
HHs W/ RACE/ETHNICITY	**HHs W/ EDUCATION**	Male Present in HH	Four or More Children in HH
African American	College	Female Present in HH	Two Adults in HH
Asian American	Grad School	Single-Parent HH, Male	Two Adults in HH, Both Male
Hispanic	High School	Single-Parent HH, Female	Two Adults in HH, Both Female
White	Some College	Children Present in HH	Three Adults in HH
Other	Some High School or Less	No Children Present in HH	Four or More Adults in HH
RESIDENCE OWNERSHIP		One Adult with Children in HH	A35-64 and A18-24
Owns Home	Rents	One Child in HH	A25-54 and A65+
COUNTRY OF ORIGIN			
Central America	Cuba	Dominican Republic	Mexico
Other- Hispanic Region		Puerto Rico	South America

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Lifestyle Information That Matters!

ACTIVITIES/SPORTS	INTERESTS	OCCUPATION
Avid Sports Enthusiast	Bible/Devotional Reading	Clerical-White Collar
Camping/Hiking	Computer: Use Internet Service	Craftsman-Blue Collar
Fishing	Crafts	Doctors
Gambling in a Casino	Cultural/Arts Events	Farm
Golf	Diet Conscious Shopper	Health Care
Lawn & Garden Shopper	Early Adopter/Technophile	Lawyers-Judges
Physical Fitness/Exercise	Gardening/Plants	Management
Running/Jogging	Gourmet Cooking Fine Foods	Professional-Technical
Skiing	Self Improvement Programs	Retired
Sweepstakes/Lottery Enthusiast	Traveling Enthusiast	Sales-Service
RECREATION	USA Traveler	Service Workers
Power Boating	**RESIDENCE**	Teachers-Librarians
Recreational Vehicle Ownership	Multi-Family Dwelling Unit	**FINANCIAL SERVICES: CONTRIBUTIONS**
Sailing	Single Family Dwelling Unit	Donates to Charitable Causes

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Does the math work?
An analysis of a large and small program in Comscore TV.

Series	Station/Network	Market	Day Of Week	Local Time	AA	HHs W/ Age Range W25-54 Live AA	M25-54 Live AA	Household Income $100,000+ Live AA
NBC SUNDAY NIGHT FOOTBALL	WBTS (NBC)	Boston, MA	U	08:23 PM	228,464	123,871	125,396	117,976
The Real Housewives of Salt Lake City	BRAVO	Boston, MA	U	09:00 PM	10,088	5,897	4,689	4,677

Here, we see Comscore's impression level metric for the Boston Market with two programs of drastically different viewing levels. This examples features both HHs and HHs W/ W 25-54, HHs W/ M 25-54, and HHs with an income over $100k.

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				HHs		HHs W/ Age Range				Household Income	
						W25-54		M25-54		$100,000+	
Series	Station/Network	Market	Local Time	AA	Boston UE	Live AA	Boston UE	Live AA	Boston UE	Live AA	Boston UE
NBC SUNDAY NIGHT FOOTBALL	WBTS (NBC)	Boston, MA	08:23 PM	228,464	2,181,975	123,871	1,093,585	125,396	1,004,856	117,976	924,546
The Real Housewives of Salt Lake City	BRAVO	Boston, MA	09:00 PM	10,088	2,181,975	5,897	1,093,585	4,689	1,004,856	4,677	924,546

Next to the impression level metric, (Average Audience), we've included Comscore's Universe estimates. By dividing the average audience into the universe estimate. We can back into the ratings for the demographic

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Does the math work?
An analysis of a large and small program in Comscore TV.

Series	Station/Network	Market	Local Time	HHs			HHs W/ Age Range						Household Income		
							W25-54			M25-54			$100,000+		
				AA	Boston UE	Rtg	Live AA	Boston UE	Rtg	Live AA	Boston UE	Rtg	Live AA	Boston UE	Rtg
NBC SUNDAY NIGHT FOOTBALL	WBTS (NBC)	Boston, MA	08:23 PM	228,464	2,181,975	10.47%	123,871	1,093,585	11.33%	125,396	1,004,856	12.48%	117,976	924,546	12.76%
The Real Housewives of Salt Lake City	BRAVO	Boston, MA	09:00 PM	10,088	2,181,975	0.46%	5,897	1,093,585	0.54%	4,689	1,004,856	0.47%	4,677	924,546	0.51%

The ratings seen here match the ratings with Comscore's research system, Comscore TV.

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| | | | | HHs | | | HHs W/ Age Range | | | | | | | | Household Income | | | |
| | | | | | | | W25-54 | | | | M25-54 | | | | $100,000+ | | | |
Series	Station/ Network	Market	Local Time	AA	Boston UE	Rtg	Live AA	Boston UE	Rtg	Index	Live AA	Boston UE	Rtg	Index	Live AA	Boston UE	Rtg	Index
NBC SUNDAY NIGHT FOOTBALL	WBTS (NBC)	Boston, MA	08:23 PM	228,464	2,181,975	10.47%	123,871	1,093,585	11.33%	108	125,396	1,004,856	12.48%	119	117,976	924,546	12.76%	122
The Real Housewives of Salt Lake City	BRAVO	Boston, MA	09:00 PM	10,088	2,181,975	0.46%	5,897	1,093,585	0.54%	117	4,689	1,004,856	0.47%	101	4,677	924,546	0.51%	109

In order to prove that Comscore is not double counting our audiences, we need to then identify the index, and assess it against the average audience figure. If we were to overcount the audiences, the Average Audience will exceed what would be expected given the corresponding UEs. The Index is derived from dividing the Demo Rtg into the Market Rtg.

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Does the math work?
An analysis of a large and small program in Comscore TV.

| | | | | HHs | | | HHs W/ Age Range | | | | | | | | Household Income | | | |
| | | | | | | | W25-54 | | | | M25-54 | | | | $100,000+ | | | |
Series	Station/ Network	Market	Local Time	AA	Boston UE	Rtg	Live AA	Boston UE	Rtg	Index	Live AA	Boston UE	Rtg	Index	Live AA	Boston UE	Rtg	Index
NBC SUNDAY NIGHT FOOTBALL	WBTS (NBC)	Boston, MA	08:23 PM	228,464	2,181,975	10.47%	123,871	1,093,585	11.33%	108	125,396	1,004,856	12.48%	119	117,976	924,546	12.76%	122
The Real Housewives of Salt Lake City	BRAVO	Boston, MA	09:00 PM	10,088	2,181,975	0.46%	5,897	1,093,585	0.54%	117	4,689	1,004,856	0.47%	101	4,677	924,546	0.51%	109

As you can see, the math holds up even after drilling down to age, gender and other Comscore demographics.

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Thank you!

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