

The following is a summary of interpretation for Nielsen ratings for Nick Molle Productions Programs:

The Gross AQH Audience per Episode - 0.31 ... that's saying for any given program, it gets a gross average of about a 0.31 for all stations that air it (including repeats). On average, there are about 331,000 HH watching any given episode.

The Gross Impressions Across All Spots & Episodes: This is the eyeballs number.

Households: 4,637,000

Persons 2+ : 5,828,000

This is saying that, including the top and bottom spot, this is the estimated number of households and eyeballs (P2+) that have seen those spots for the date range analyzed. If you do not want to report the number based on the up & down spot, but just want gross impressions of households and eyeballs that have seen the programs it's

Households: 2,318,000

Persons 2+: 2,914,000

So these numbers are estimated viewing – **not potential but actual.**