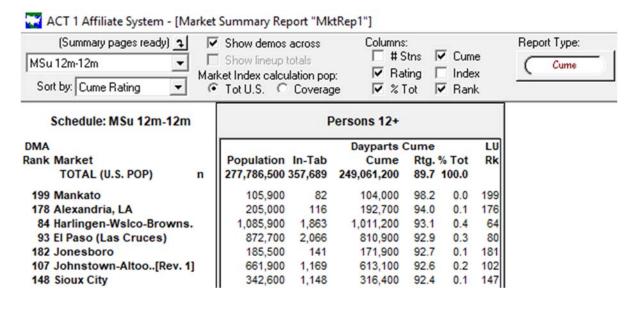


Did you know...?

Q: Is the % of Radio listening in smaller markets greater than the percentage of listening in larger markets?

To answer this question, you can use the Affiliate System Market Summary report:

- 1. Start a new Market Summary report
- **2.** Use the following settings to effectively select all possible listeners:
 - a) Use /PUR as the lineup (Persons Using Radio)
 - b) For the daypart, use the standard daypart MSu 12m-12m
 - c) On the Demos tab, select P12+
- **3.** On the Survey/Markets tab, choose the *Area* (**Metro** or **DMA**) and the *Book*. (Note: the example uses DMA).
- **4.** On the Markey Summary Options tab, select "Cume" as the Report Type
- **5.** If one doesn't select anything under *Columns*, then the 'dayparts cume' and 'cume rating' columns will display by default. Optionally, you can select the checkboxes next to "Percent of Total" and "Ranks" under *Columns* to also see each market's cume contribution to the national total, and their ranks within the lineup.
- **6.** Under *Sort*, select Cume "**Rating**" (which is the % you are looking for)
- 7. In this example, you can see market rank #199 (Mankato) is at the top of the list with a 98.2% cume rating, meaning it had 104,000 cume / 105,900 market pop. But it has a 0% of Total because it has such a small cume, so it contributes very little (0.0418%) to the national 249M cume total.



You can call ACT 1 Systems at **(818) 347-6400** for unlimited free **phone or screen-sharing training** during our regular business hours from 7:30am–5:00pm Pacific Time. Call us as often as you need to get answers to your questions, no matter how complex or trivial. You may also send an **e-mail** to ACT 1 Systems any time for regular assistance. You can contact Rob (x10) at fitte@act1systems.com, or David (x16) at ddavidson@act1systems.com.