

Did you know...?

- You may call ACT 1 Systems at (818) 347-6400 for unlimited free **phone 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. Please contact Alexis at adoria@act1systems.com or Eric at erosenberg@act1systems.com.

Application Tips

- You can easily find the percentage of any demographic within one or more selected lineups by using an Audience Composition Report:
 - Enter your lineup(s) in the first tab of the Audience Report input dialog box. Enter an override exact time, if necessary.
 - Under the Demos tab, enter your base demographic (e.g., Persons 18+) that will serve as the comparison for your target demographics, and then enter the target demos you're comparing (e.g., Women 18+ and Men 18+).
 - In the Audience Options tab under Report Type, select *Composition*.
 - Select the checkboxes next to either *Population summary*, *Coverage summary*, or both.
 - De-select *Market* under Show Levels, and also click on the Summary Pages button and de-select all boxes.
 - Select the checkbox next to the Overview Page button.
 - Click on OK to generate the report, and then click on the small circled arrow next to (*Summary Pages Ready*) to see the data breakdown.