

# 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.

ACT 1 Affiliate System - [Market Summary Report "MktRep1"]

(Summary pages ready) 
 Show demos across    Columns:    Report Type: Cume  
 Show lineup totals     # Stns     Cume  
 Market Index calculation pop:     Rating     Index  
 Tot U.S.     Coverage     % Tot     Rank

MSu 12m-12m    Sort by: Cume Rating

| Schedule: MSu 12m-12m          |             | Persons 12+   |         |             |            |     |
|--------------------------------|-------------|---------------|---------|-------------|------------|-----|
| DMA                            | Rank Market | Dayparts Cume |         |             | LU         |     |
| TOTAL (U.S. POP)               | n           | Population    | In-Tab  | Cume        | Rtg. % Tot | Rk  |
|                                |             | 277,786,500   | 357,689 | 249,061,200 | 89.7 100.0 |     |
| 199 Mankato                    |             | 105,900       | 82      | 104,000     | 98.2 0.0   | 199 |
| 178 Alexandria, LA             |             | 205,000       | 116     | 192,700     | 94.0 0.1   | 176 |
| 84 Harlingen-Wslco-Browns.     |             | 1,085,900     | 1,863   | 1,011,200   | 93.1 0.4   | 64  |
| 93 El Paso (Las Cruces)        |             | 872,700       | 2,066   | 810,900     | 92.9 0.3   | 80  |
| 182 Jonesboro                  |             | 185,500       | 141     | 171,900     | 92.7 0.1   | 181 |
| 107 Johnstown-Alttoo..[Rev. 1] |             | 661,900       | 1,169   | 613,100     | 92.6 0.2   | 102 |
| 148 Sioux City                 |             | 342,600       | 1,148   | 316,400     | 92.4 0.1   | 147 |

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