

## Did you know...?

- A market is considered **Covered** if one or more stations appear in that market.
- **Coverage Population** is the combined populations of the covered markets.
- **Total Population** is typically the total U.S. population, unless markets have been manually limited (and summary totals are being based on limited markets).
- **Coverage Percentage** is calculated by taking the Coverage Population divided by the Total Population of a report and multiplying the result by 100.
- **One station in every market can result in 100% Coverage %.** If a market has at least one station, it will be considered “covered” regardless of how much audience the station has, regardless of whether the station audience is home or spills in to the market, and regardless of whether the station audience is reported or unreported.\* Therefore, if a lineup has at least one station appearing in every market, every market will be considered covered, resulting in a Coverage Pct of 100% (because Coverage Population = Total Population in this case).
- **Coverage % is not Reach.** A report with 100% coverage does not mean it has “reached” the entire demo population, nor that there is necessarily significant (or any) listening. Rather, it only indicates that stations in the lineup(s) appear in each market. To determine the national audience reached, a user should run an Affiliate System Reach report and see the % Mkt Reach column on the Overview and Summary pages.
- **Coverage % is not related to the quantity (count) of markets.** For example, having a 90% coverage does not mean that you are covering a quantity of 189 DMA markets (90% of the 210 DMA markets). Instead, it means: **(a)** you have stations appearing in some markets, which makes them “covered” markets, and **(b)** the combined populations of your covered markets are 90% of the total U.S. population for that demo. It’s inherently weighted because each market has different populations, such as the combined population of the Top 50 markets being greater than the combined population of the remaining Bottom 160 markets (ranked 51-210). In that example, the Top 50 markets have a fewer quantity of markets, but a higher coverage % than the Bottom 160 markets.
- **Limited markets can affect Coverage %.** Limiting markets can potentially affect Coverage Population and/or Total Population, both of which affect Coverage %. Excluding markets that would otherwise be covered will reduce the Coverage Population (since excluded markets cannot be covered). Limiting markets and checking the “Base summary totals on limited markets (instead of USA pop.)” option would reduce the Total Population.
- **Spill-in can affect Coverage %.** If the only stations appearing in a market come from spill-in, that market will still be counted as covered. Therefore, if a user limits or disables spill-in (on the Survey/Markets tab in Affiliate System), that may result in a lower Coverage % since markets that may have been included due to spill-in are now excluded.

*\* If every station in a market is unreported, this market will still be considered covered, unless the “Exclude markets from coverage pop. totals if all stations unreported” option is checked.*