

Did you know...

ACT 1 summary pages can show **Subtotal stats** for market groupings (like Top 10), including Coverage Percentage, Percentage of Total, and Index, and you can customize the market groupings by clicking **Custom Summary Subtotals**.

Audience Input Selections

Lineups	Demos	Survey/Markets	Audience Options
Report Type <input checked="" type="radio"/> AQH <input type="radio"/> Gross Impressions <input type="radio"/> Gross Imp. & AQH <input type="radio"/> Reach <input type="radio"/> Cume <input type="radio"/> Turnover <input type="radio"/> AQH & Cume <input type="radio"/> Composition	Grouping/Levels Group stations by: Lineup Show levels: <input checked="" type="checkbox"/> Station <input checked="" type="checkbox"/> Lineup <input checked="" type="checkbox"/> Market	Sort Markets <input checked="" type="radio"/> By Rank <input type="radio"/> By Name <input type="radio"/> As Entered Display Markets <input type="checkbox"/> Only show market data for top [] markets	Display Options <input type="button" value="Hide Options"/> (none) <input type="button" value="Station Selection..."/> Station Information: <input type="button" value="Select Fields..."/> (none)
Summary Pages Show pages for: <input checked="" type="checkbox"/> Population summary <input type="checkbox"/> Coverage summary Show summaries for: <input checked="" type="checkbox"/> Overview Page... <input type="button" value="Summary Pages"/>			
Summary options: <input type="checkbox"/> Base summary totals on limited markets (instead of USA pop.) <input type="checkbox"/> Exclude markets from coverage pop. totals if all stations unreported <input checked="" type="checkbox"/> Show coverage total percentage on population summary pages <input checked="" type="checkbox"/> Show unreported totals on summary pages <input type="checkbox"/> Show unreported percentage on summary pages (and cover page) <input checked="" type="checkbox"/> Show summary subtotals Subtotal stats: <input checked="" type="checkbox"/> Cov. Pct <input checked="" type="checkbox"/> Pct. of Total <input checked="" type="checkbox"/> Index <input type="button" value="Custom Summary Subtotals..."/> (Custom summary: T10 T25 T50 T100 T150 151+)			

Summary - Sample Lineup from the Moon (2/16/16) Schedule: MSu 6a-12m

DMA Market Ranks		Persons 12+			
		AQH	AQH	AQH	
		AQH	Rtg.	% Tot	Index
Unreported (Proportionally included in all totals below)					
Top 10	Pop:	87,228,800		(19.9% Cov)	
		59,200	0.1	69.2	223
Top 25	Pop:	142,462,400		(24.2% Cov)	
		64,400	0.0	75.2	149
Top 50	Pop:	193,602,100		(31.2% Cov)	
		72,800	0.0	85.0	124
Top 100	Pop:	244,061,000		(34.8% Cov)	
		77,300	0.0	90.3	104
Top 150	Pop:	269,836,800		(37.7% Cov)	
		84,200	0.0	98.4	103
151+	Pop:	11,782,400		(0.5% Cov)	
		1,300	0.0	1.6	36
Total United States	Pop:	281,617,900			
		85,600	0.0	100.0	100
Coverage Pct.				38.2%	

You can contact ACT 1 Systems at (818) 347-6400 (x10 for Rob, x16 for David) for **unlimited free phone or screen-sharing training** during our regular business hours from 8:00am–5:00pm Pacific Time. Call us as often as you need to get answers to your questions, no matter how complex or trivial. You can also send an e-mail to Rob (rfite@act1systems.com) or David (ddavidson@act1systems.com) any time.