

Did you know...

As of v10.3 software, the Network Ranker report provides an option to display detailed market-level results only for a limited range of markets based on rank (e.g., “Top 10” or “11-20”), even though the summary page shows results for all markets.

The method for doing this is the same for other reports (Audience, Trend, and Market Summary).

On the Survey/Markets tab:

(a) enter the market range ranks you want to display into the “Select by rank” box, and then

(b) check the box below called “Include all markets, but only display the selected markets”.

In this example, we’re choosing to display only markets ranked 11-20 on the market pages, while including all markets on the summary page.

Persons 25-54				
PLUTO Pluto Lineup Example (stored times)				
DMA Rank	Market	Station	Time	Mkt AQH Rk
11	Phoenix (Prescott) [PPM+D] NFa20 179 stn	Pop: 2,266,500 In-Tab: 722 KAAA-FM	MF 6-7p	2,400 26
12	Seattle-Tacoma [PPM+D] NFa20 148 stn	Pop: 2,325,100 In-Tab: 850 KBBB-FM	MF 3-7p	3,300 21
13	Tampa-St. Petersburg (S..) [PPM+D] NFa20 167 stn	Pop: 1,836,700 In-Tab: 1,381 WAAA-FM *x MF 3-7p WBBB-AM # MF 7-8a		900 33t -
14	Minneapolis-St. Paul [PPM+D] NFa20 245 stn	Pop: 1,878,200 In-Tab: 1,280 KCCC-FM	MF 3-7p	11,000 3
18	Miami-Ft. Lauderdale [PPM+D] NFa20 142 stn	Pop: 1,978,900 In-Tab: 809 WCCC-FM x MF 10a-3p		0 83t
20	Sacramento-Stockton-Mod.. [PPM+D] NFa20 190 stn	Pop: 1,690,300 In-Tab: 1,467 KDDD-FM * MF 7p-12m		0 83t

Persons 25-54		
PLUTO Pluto Lineup Example (stored times)		
DMA Market Ranks		AQH
Top 10	Cov Pop: 31,252,600	In-Tab: 14,169
		21,300
Top 25	Cov Pop: 47,126,900	In-Tab: 22,457
		38,800
Top 50	Cov Pop: 58,019,500	In-Tab: 32,385
		49,300
Top 100	Cov Pop: 64,550,000	In-Tab: 45,054
		53,600
151+	Cov Pop: 939,500	In-Tab: 1,863
		700
Total United States	Cov Pop: 68,496,400	In-Tab: 55,184
		54,800