

## Did you know...

### Market List Report

Users can quickly generate a list of markets without using a lineup.

In Lineup Manager, go to the **Reports** menu and choose **Market List**.

This opens the Market List report window. By default, the report shows DMA markets, the market ranks, market names, primary state and TV DMA Households (as "rank basis" population).

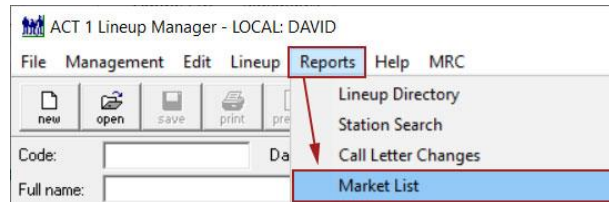
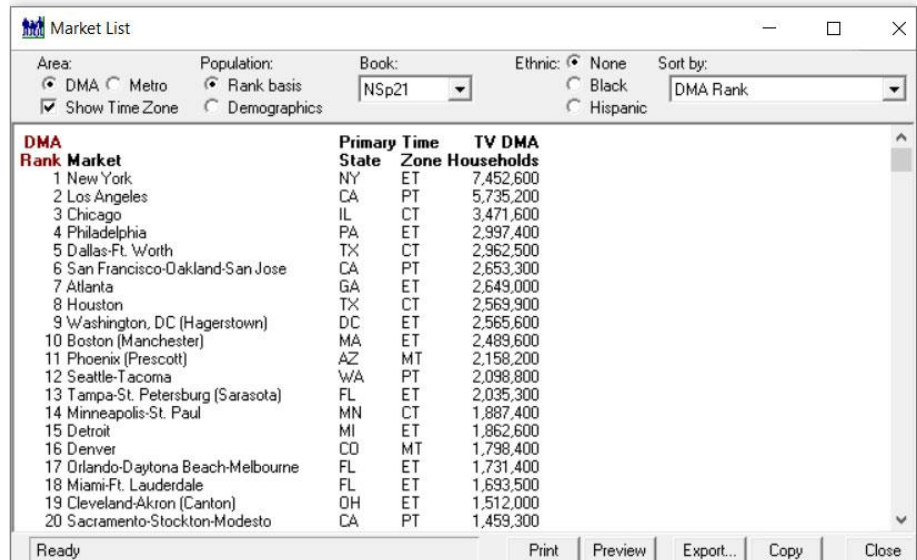
However, there are several options to modify the report.

- Selected area (DMA or Metro)
- Selected desired ethnic choice
- Select desired book
- Show/hide time zone
- Rank or Demo-based population\*
- Select desired sort option

*\*Choices of Population to show are:*

*(1) "Rank basis" being the population with which the market ranks were produce [i.e., TV Households for DMA, or Persons 12+ for Metro], or*

*(2) "Demographics" being the populations for the Persons 12+ and Persons 18+ demographics [for DMA it also shows the percentage of the total USA population for each demo].*

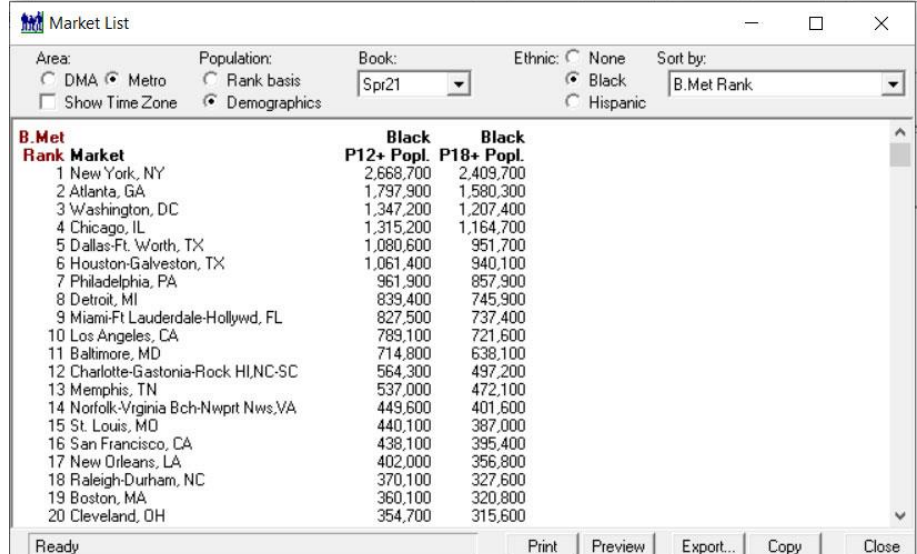



Market List

Area:  DMA  Metro Population:  Rank basis  Demographics Book: NSp21 Ethnic:  None  Black  Hispanic Sort by: DMA Rank

DMA Rank	Market	Primary State	Time Zone	TV DMA Households
1	New York	NY	ET	7,452,600
2	Los Angeles	CA	PT	5,735,200
3	Chicago	IL	CT	3,471,600
4	Philadelphia	PA	ET	2,997,400
5	Dallas-Ft. Worth	TX	CT	2,962,500
6	San Francisco-Oakland-San Jose	CA	PT	2,653,300
7	Atlanta	GA	ET	2,649,000
8	Houston	TX	CT	2,569,900
9	Washington, DC (Hagerstown)	DC	ET	2,565,600
10	Boston (Manchester)	MA	ET	2,489,600
11	Phoenix (Prescott)	AZ	MT	2,158,200
12	Seattle-Tacoma	WA	PT	2,098,800
13	Tampa-St. Petersburg (Sarasota)	FL	ET	2,035,300
14	Minneapolis-St. Paul	MN	CT	1,887,400
15	Detroit	MI	ET	1,862,600
16	Denver	CO	MT	1,798,400
17	Orlando-Daytona Beach-Melbourne	FL	ET	1,731,400
18	Miami-Ft. Lauderdale	FL	ET	1,693,500
19	Cleveland-Akron (Canton)	OH	ET	1,512,000
20	Sacramento-Stockton-Modesto	CA	PT	1,459,300

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Market List

Area:  DMA  Metro Population:  Rank basis  Demographics Book: Spr21 Ethnic:  None  Black  Hispanic Sort by: B. Met Rank

B. Met Rank	Market	Black P12+ Popl.	Black P18+ Popl.
1	New York, NY	2,668,700	2,409,700
2	Atlanta, GA	1,797,900	1,580,300
3	Washington, DC	1,347,200	1,207,400
4	Chicago, IL	1,315,200	1,164,700
5	Dallas-Ft. Worth, TX	1,080,600	951,700
6	Houston-Galveston, TX	1,061,400	940,100
7	Philadelphia, PA	961,900	857,900
8	Detroit, MI	839,400	745,900
9	Miami-Ft. Lauderdale-Hollywd, FL	827,500	737,400
10	Los Angeles, CA	789,100	721,600
11	Baltimore, MD	714,800	638,100
12	Charlotte-Gastonia-Rock HI,NC-SC	564,300	497,200
13	Memphis, TN	537,000	472,100
14	Norfolk-Virginia Bch-Nwprt Nws,VA	449,600	401,600
15	St. Louis, MO	440,100	387,000
16	San Francisco, CA	438,100	395,400
17	New Orleans, LA	402,000	356,800
18	Raleigh-Durham, NC	370,100	327,600
19	Boston, MA	360,100	320,800
20	Cleveland, OH	354,700	315,600

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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](mailto:rfite@act1systems.com)) or David ([ddavidson@act1systems.com](mailto:ddavidson@act1systems.com)) any time.