

## Did you know...

When using Metro data, the actual surveys used within a report can be different (in certain markets) than the primary survey you selected. For example, users may select a primary survey (like Oct22) that does not include all Metro markets, or users may be running reports mid-release before all markets are available.

Affiliate System has a “**Mix**” button (located next to the Primary Book selection on the Survey/Markets tab) that shows you:

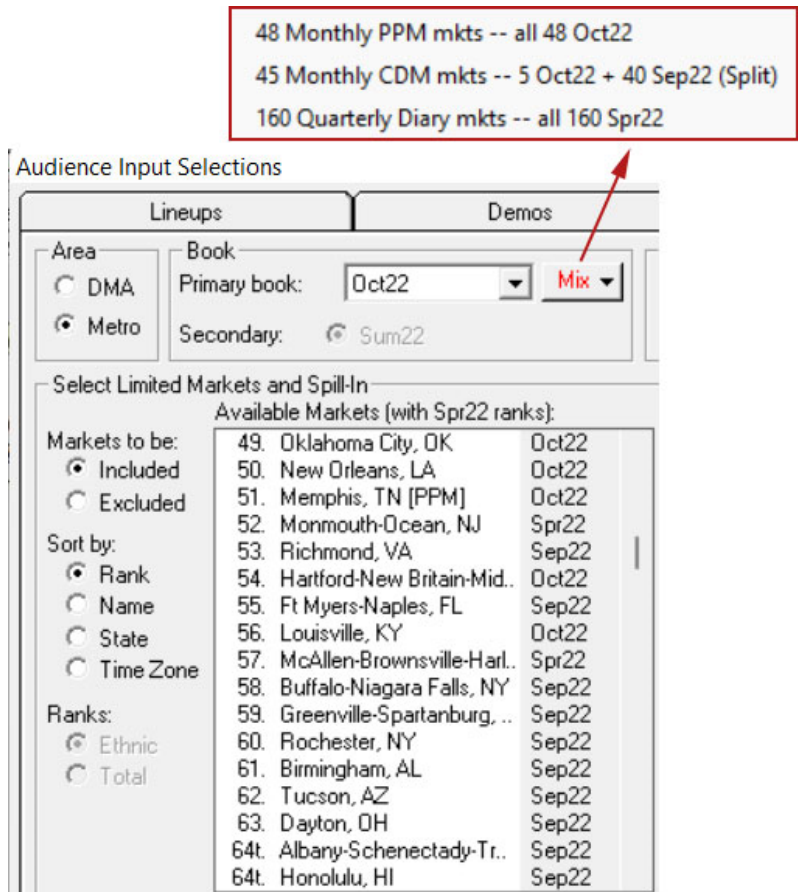
- A summary of the actual surveys that will be used for each survey type (PPM, CDM, Quarterly diary)
- How many markets there are for each survey type
- Whether or not markets will all use the same survey or if they will be “split” across multiple surveys (the “Mix” button will be colored red to alert you if any survey types are split across different surveys)

In the example to the right, the user has selected Oct22 as the primary book, and is running this report in the middle of the Oct22 CDM release.

As Oct22 only has 48 PPM and 45 CDM Metro markets, the remaining 160 diary markets will use the most recent previous survey (Spr22 in this case), which can be seen in this summary.

Additionally, because the user does not have all 45 Oct22 CDM markets installed yet, the summary notes that 5 CDM markets will use Oct22 data while the remaining 40 CDM markets will use the most recent previous survey data (Sep22 in this case). The Mix button is colored red to alert the user to this fact.

48 Monthly PPM mkts -- all 48 Oct22  
 45 Monthly CDM mkts -- 5 Oct22 + 40 Sep22 (Split)  
 160 Quarterly Diary mkts -- all 160 Spr22



**Audience Input Selections**

Lineups | Demos

Area:  DMA  Metro

Book: Primary book: Oct22 Mix Secondary: Sum22

Select Limited Markets and Spill-In

Markets to be:  Included  Excluded

Sort by:  Rank  Name  State  Time Zone

Ranks:  Ethnic  Total

Available Markets (with Spr22 ranks):		
49.	Oklahoma City, OK	Oct22
50.	New Orleans, LA	Oct22
51.	Memphis, TN [PPM]	Oct22
52.	Monmouth-Ocean, NJ	Spr22
53.	Richmond, VA	Sep22
54.	Hartford-New Britain-Mid..	Oct22
55.	Ft Myers-Naples, FL	Sep22
56.	Louisville, KY	Oct22
57.	McAllen-Brownsville-Harl..	Spr22
58.	Buffalo-Niagara Falls, NY	Sep22
59.	Greenville-Spartanburg, ...	Sep22
60.	Rochester, NY	Sep22
61.	Birmingham, AL	Sep22
62.	Tucson, AZ	Sep22
63.	Dayton, OH	Sep22
64t.	Albany-Schenectady-Tr..	Sep22
64t.	Honolulu, HI	Sep22

For more details, see the online guide or recent updates at <http://www.act1systems.com/planner>.

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.