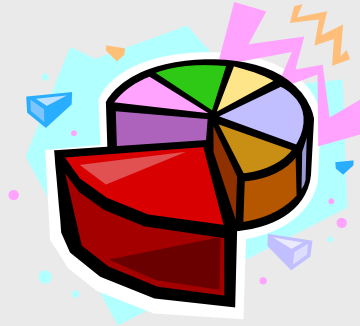


Data Quick Tips



***Now That I Have My Data,
What Should I Do With It?***



Primary Pack (Part 1)

When Your Top-Line Data are Posted:

Log on to www.RROnline.org using your username and password.
(If you have not registered yet, click the Register button in the Client Login box to register.)

Click on Arbitron Data to view your topline numbers.

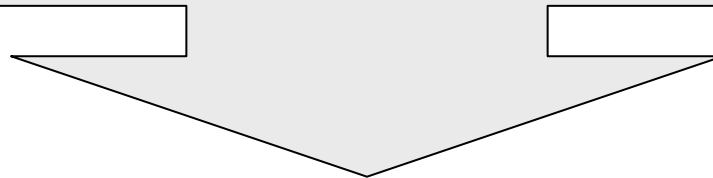
- What has happened since last survey?

Click on Graphs to trend recent surveys of top-line data and to graph.

- Are your data trending up or down?

If you subscribe to Market Focus and/or Listener Focus Packs:

Check your market's Release Schedule at www.RROnline.org.
Top-line delivery dates and Software and Report release dates are posted here.



Primary Pack ^(Part 2)

When Your eBook (www.my.arbitron.com) and Arbitron Market Information Report (www.RROnline.org) are Available for Download:

Look at the market map for county definitions (page 2) and population estimates (page 3).

- Has anything changed in the market since the last survey?

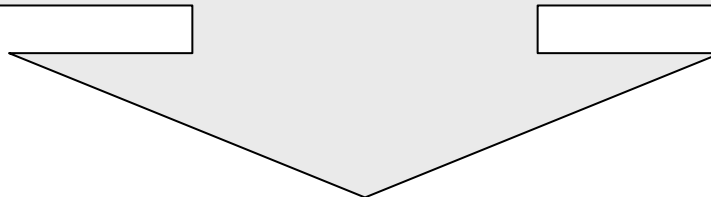
Look at the In-Tab Diary sample by Demographics and Diary Placement/Return (page 4).

- How well did Arbitron do with their diary sample?

Look at the Metro Market Profile section of the report.

- This will give you metro household data, as well as a quick profile of the market broken out by 15 broad social groups denoting the basic neighborhood types.

Go to www.RROnline.org | Help & Hints.
Review the Rules for Quoting Your Data.



Market Focus Pack

When Your MarketPC Survey Data are Available for Download

(delivered via download at www.RRConline.org):

Know Your Market

Trend radio listening in the market.

- Is Persons Using Radio (PUR) up, down or consistent with recent surveys?

Trend your station's estimates.

- Cume Persons, Time Spent Listening, AQH Persons, AQH Share.
- Are the data up, down, or consistent with recent surveys?

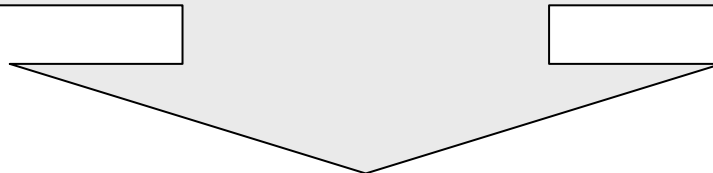
Run Ranking Reports.

- Has my station's rank changed for any of the major estimates? How about my competitors' ranks?

Run Socio-Economic Data.

- Composition and Index Reports for Income and Education Levels.

Go to www.RRConline.org | Help & Hints | Self-Paced Training.
Look at the Self-Paced Training modules for MarketPC and ListenerPC.



Listener Focus Pack

When Your ListenerPC Survey Data and Listener Behavior Report are Available for Download *(delivered via download at www.RRConline.org):*

Know Your Listeners

Check pages 2-4 of the LBR.

- Are there any changes in tune-in/tune-out, flow, or median age?

Run a Crossover Analysis in ListenerPC to see other stations your listeners are using.

- Are there any changes in the top competing stations?

Run a Demographic Composition report in ListenerPC.

- Are there any changes in specific age groups?

Look at the Distribution of Listeners by Choice Segment in the LBR.

- Does 1st Choice change?

Look at the LBR Loyalty Graphs.

- Does listener loyalty change throughout the day?

Run Loyalty & Choice in ListenerPC.

- Have there been any changes in loyalty or preference levels?



Final Printed Reports

When Your Final Reports are Available *(3-4 weeks after top-line release):*

Non-Commercial Market Summary Report *(delivered via download at www.RROnline.org):*

This is your non-commercial companion to the eBook.

Look at the county-by-county breakouts.

- Where are your strongest and weakest numbers?

Call RRC to schedule your data consultation: 301-774-6686

Full Service Subscribers:

Data Tables *(delivered via download at www.RROnline.org):*

Look at the graphs in the tables to compare each hour from the most recent survey with a three-year average.

- Are the data up, down, or consistent with recent surveys?

Look at the Hourly rolling average estimates to see how the current survey data compare.

Call RRC to schedule your data consultation: 301-774-6686