

## **Data Quick Tips**

### **Now That I Have My Data, What Should I Do With It? (Diary Based Markets)**

#### **When Your Top-Line Data for a survey become available:**

- Log in to [www.RROnline.org](http://www.RROnline.org) with your username and password. *(If you have not registered, click the Register button in the Client Login box to register.)*
- On the home page, click *Data & Software | Diary Market Topline* to view your topline numbers. What has happened since the last survey?
- Click on **Graphs** to graph recent surveys of top-line data. Is your station's audience data trending up, down or is it flat?

#### **Check the Nielsen survey sample.** Log in to <https://answers.nielsen.com> with your email and password. *(Not registered? Contact your station's Access Manager.)*

- Check the market map in the Nielsen eBook. Has the county definition changed? (Usually this occurs in the fall survey, but not always.)
- Take a quick look at population and in-tab diary percentages by demographic in the eBook, as well as diary placement and return and response rates. Has anything changed significantly since the last survey?

#### **Market Focus Analysis** (Log in to <https://answers.nielsen.com>)

- Has Persons Using Radio (PUR) in the market changed? (eBook or Tapscan Web)
- Check your station's total week AQH Share trend. (Tapscan Web)
- Check your station's AQH Share by demographic, daypart or hour-by-hour. Compare to the average daily AQH Share. (Tapscan Web)
- Check your station's ranking in the market. (Tapscan Web)
- Check the audience trends for your top competitor stations. (Tapscan Web)
- Run Socio-Economic Composition Reports for Income and Education Levels. (Tapscan Web)

#### **Listener Focus Analysis** (Log in to [www.RROnline.org](http://www.RROnline.org))

- Is your station experiencing tune-out? (Downloadable Listener Behavior Report, Tune-in/Tune-Out by quarter hour)
- Where did these listeners go? (LPCcloud | Crossover report)
- Did the station's Median Age change? (Listener Behavior Report)
- Did the Demographic Composition change? (LPCcloud Composition report)
- Check Cume & AQH Persons trends. (LPCcloud)
- Did the First Choice composition change? (Listener Behavior Report & LPCcloud)
- Did Listener Loyalty change? Run Loyalty & Choice (LPCcloud). Does loyalty change throughout the day? Look at Loyalty Graphs (Listener Behavior Report).
- Did the station's Location of Listening Change? (LPCcloud)
- Look at the county-by-county breakouts. Where are your strongest and weakest estimates? (LPCcloud)

#### **Questions?**

Contact RRC @ 301-774-6686 or [RRC@RROnline.org](mailto:RRC@RROnline.org)