



Data Download Instructions

Go to www.RROnline.org.

Enter your **Username and Password** in the **Client Login** box.

- q If you have not registered, please do so by clicking the **Register** button in the **Client Login** box. You will have to wait for approval before you can continue.

Click **Go!**

Click the **Download Data** link above the **News** box on the homepage of the site.

- q If you click the **Download Data** link before logging in, you will be prompted to do so on the **Download Data** opening screen.

Follow the onscreen instructions to download data.

1. Select a survey period.
 2. Select a market from the product drop down box, when available.
 - o Non-Commercial Summary Report
 - o MarketPC Survey Data
 - o ListenerPC Survey Data
 3. Click the **Add to List** button.
 4. The data you have selected will be displayed in the **Selected Items** box on the right.
 5. Click the **Download** button.
 6. A **File Download** dialogue box will open. Select **Save** the file.
 7. A **Save As** dialogue box will open. Select the folder in which you would like to store the data. (You may want to create a folder just for RRCdata downloads).
- q **Files beginning with SUM** - The Non-Commercial Summary Data can be opened and printed.
 - o You will need Adobe Acrobat Reader to open this file. Free downloads are available online at www.adobe.com.
 - q **Files beginning with MPC** - MarketPC Survey Data that is ready for installation in MarketPC.
 - o MarketPC software must be installed before you can install the survey data.
 - q **Files beginning with LPC** - ListenerPC Survey Data that is ready for installation in ListenerPC.
 - o ListenerPC software must be installed before you can install the survey data.
 - q **Files beginning with LBR** – Listener Behavior Report in pdf format that is ready for download.
 - q **Files beginning with TBL** – Data Tables Report in pdf format that is ready for download.

*** You can download multiple files at once. All selected items will be zipped into a file named Arbitron_Data.zip. You will need an extraction utility like WinZip, PKZip, or Stuffit to extract the files from the zip file. Once the files have been extracted, they will be ready to print or install into your RRC software. ***

Audience research for non-commercial radio since 1981