

## **HOW DO I CHOOSE THE RIGHT MEDIA RESEARCH COMPANY FOR ME?**

The first thing is the timeframe that you're looking for. Meaning, are you just looking to hire a research company to improve your radio station's performance in the short-term? Or, you're really interested in building something that's going to last for a long time. Because that's going to dictate the kind of relationship you want to have with a research company and the kind of research you're going to do.

The second thing is that relationship with the research company. Are you just looking for somebody to go out, collect some data for you, and let you figure out what to do? Or, are you really looking to partner with somebody who's not only going to collect the data, but is going to help you understand what the data tells you and more importantly, what should you do based on the results of the research.

And then the third thing is to just learn a lot about how they do the research that they do. Make sure that it's high quality, that it's using the right kind of sampling techniques, that they have a good reputation and good level of experience so that you know that not only are you getting data, but you're getting data that you can really have a lot of confidence in to make important decisions on.