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FOR IMMEDIATE RELEASE

The Vital Few: The Importance of Heavy Radio Listeners to Advertisers

Part 1 of Research Director, Inc.'s new study makes a case for the importance of heavy media users, and then profiles the heavy radio user. The study utilizes The Media Audit's 2011 national qualitative database.

This unprecedented analysis shows the impact of heavy media users while revealing details of their unique socioeconomic characteristics. "We have always known that heavy users of any media product are important to that medium's long-term success," says Charlie Sislen, President of Research Director, Inc. "Now we can show – in great detail – what *kinds* of consumers these people are."

Among the facts revealed in this portion of the study:

- Nearly one-fifth of the population are heavy radio users.
- Heavy radio users come from all age groups, ethnic groups, and geographical regions.
- Future vehicle consumers are 22% more likely to be heavy radio users.
- Frequent fast-food consumers are 42% more likely to be heavy radio users.

The study is being released in two parts, the first of which is currently available on the web at www.ResearchDirectorInc.com/presentations. The second part of the study will be released on Tuesday, September 11.

In addition, Research Director, Inc. will present a free, public webinar detailing the study's results on Thursday, September 20 at 1pm ET. Registration is here:

<https://www1.gotomeeting.com/register/904820296>.

A copy of this press release is also available at www.ResearchDirectorInc.com/press-releases.

About Research Director, Inc.

Research Director, Inc., based in Annapolis, Maryland, helps radio stations' programming and sales departments maximize the value of their research. Often called "The Ratings Experts," they have been in business for over 20 years. For more information on Research Director, Inc., call 410-295-6619 or email info@ResearchDirectorInc.com.