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## **Nielsen Releases Two Studies Demonstrating the Continuing Power of Radio**

The recent release of Nielsen’s Total Audience Report Q1 2017 revealed some surprising data. Radio listening levels have remained flat year over year. However, a deeper dive by Research Director, Inc. has the potential to alter conventional wisdom.

When measured as a percentage of all media consumption, radio’s share of the pie is relatively equal across the four generations: Gen Z, Millennials, Gen X, and Baby Boomers. Further, the youngest of the four generations actually spends the highest percentage of media time with radio.

The fact that radio usage increases as people get older is not a revelation. As noted in our article, this has been something Research Director, Inc. has been tracking for 25 years.

Read more here: <http://www.researchdirectorinc.com/2017/09/the-continuing-power-of-radio/>

### **About Research Director, Inc.**

Research Director, Inc. is based in Annapolis, Maryland. Coined “The Ratings Experts” by their clients, the company helps radio stations’ programming and sales departments maximize the value of their research. For more information about Research Director, Inc., visit [www.ResearchDirectorInc.com](http://www.ResearchDirectorInc.com), call 410-295-6619, or e-mail [info@ResearchDirectorInc.com](mailto:info@ResearchDirectorInc.com).