

March 19, 2018
For immediate release

CONTACT:
Marc Greenspan, Partner
410-295-6619 x11
mgreenspan@ResearchDirectorInc.com



Research Director, Inc. Releases Enhanced Hot Zip Report with 14-Book Trending

Research Director Inc. announces a major enhancement to their exclusive Hot Zip Report. Now, in addition to providing radio stations with data on which market zip codes provide the most listening, the report features an enhanced trending section.

Radio stations will now be able to track listening – by zip code – over the previous 14 Nielsen surveys. This data allows stations to understand where their listeners reside and see how that is changing over time.

The Hot Zip Report breaks down market listening for each zip code by Cume, AQH and AWTE. This report is available for Nielsen subscribers only and has been used by hundreds of stations since 2012 as a valuable programming and marketing tool.

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, call 410-295-6619, or e-mail info@ResearchDirectorInc.com.