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FOR IMMEDIATE RELEASE

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

Part 2 of Research Director, Inc.'s new study compares heavy radio users to heavy users of TV and newspaper. The study utilizes The Media Audit's 2011 national qualitative database.

Heavy radio users beat out heavy TV and newspaper users based on demographics, socioeconomics, and purchasing/product usage. "These comparisons make clear that advertisers will benefit from putting their messages on the radio as opposed to TV or newspaper," states Charlie Sislen, President of Research Director, Inc.

Here are a few of the comparisons made in the study:

- Nearly three-fifths (59.0%) of heavy radio users are ages 25-54, compared to 45.0% of heavy TV users and 33.5% of heavy newspaper users.
- 17.9% of all Adults 18+ who have annual household incomes of \$75,000 or more are heavy radio users. This is more than both heavy TV and newspaper users.
- Heavy radio users are 16% more likely than the national average to be planning to buy a home within the next two years. Both heavy TV and newspaper users underperform in this category, with respective indices of 96 and 74.
- 41.2% of heavy radio users spend \$150 or more at the supermarket per week, compared to 35.8% of heavy TV users and 34.9% of heavy newspaper users.

The study is being released in two parts, both of which are currently available on the web at www.ResearchDirectorInc.com/presentations.

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.