



## The Radio Industry's Largest Online Survey

Last year, 255 radio stations participated in our Techsurvey, producing more than 39,500 respondents. Separate Christian and Public Radio companion studies were also conducted in 2016.

### Past Insights

Previous Jacobs Media Strategies Techsurveys have been uncanny in their ability to predict consumer behavior, while providing actionable data. From the "cell phone only problem" in our first survey, to the satellite radio slowdown, to the rise of smartphones and tablets along with the ascent of Pandora, these national research studies have been predictive and an important part of radio's digital planning process.

Last year, we took a deep dive into podcasting, which resulted in learning a great deal more about the space – including the types of podcasts your audience is interested in. As more and more broadcasters craft podcasting strategies, this data provides a helpful guide.

### 2017 Topics

This year, we'll be looking at new areas of exploration from cord cutting to subscriber music services to the rising influence of online video. We'll continue to track social media usage by platform. We'll track historic data on everything from apps to satellite radio to the changing environment in the car. And of course, we'll continue to closely survey Millennials as we've done for several years.

Techsurvey13 will feature all the trackability you're accustomed to, while also providing new data on these important areas:

- Mobile devices and apps
- Social media platforms and usage
- The "connected car"
- Video and audio streaming
- Podcasting
- And many other key data points



## 2017 Timeline

We are ready to launch the next version of our now-famous Jacobs Media Strategies web-based surveys. Techsurvey13 will launch in mid-January. We will produce a stakeholders webinar for participants in April, followed by its public debut to the industry at the Worldwide Radio Summit in early May.



*Our deadline for registration is January 20<sup>th</sup>.*

## Our Partners

We are partnered with *All Access* once again, along with NuVoodoo, who will be providing back-end support for data processing and analysis.



## Who Participates

As we've done the past several years, Techsurvey13 will cover all formats. This year's survey included crosstabs for 12 different formats.

We are inviting you and your family of stations to be a part of this year's survey. This is a great opportunity for every station in your company and cluster to participate. If your stations have a viable database, they are invited to take part.

As always, we will take care of all of the details of the project and will supply email copy and all other technical aspects to make participation seamless and painless.



## How to Participate

There are two ways you can participate in Techsurvey13:

1. **A small fee for local station data.** We will survey your station database (up to 700 completed interviews). You'll receive your local market data, the total survey data, format data, and your own Media Usage and Brand Platform pyramids. You will also be able to participate in a free webinar that reviews the data this spring.

This is the same pricing model that we have offered in past years - no increase for Techsurvey13. We offer discounts for multiple stations in local clusters, as well as company discounts. Please contact us about how to best maximize your discounts company-wide.

MARKET SIZE	COST
Top 20 Markets	\$500
Markets 21 – 50	\$400
Markets 51+	\$300

2. **No fee.** If you elect to participate, but not pay the fee, you'll receive the national findings, the two pyramids, as well as participation in the webinar. However, no local data is included.

If you have a large number of stations (more than 5) to register, please contact Lisa Riker directly via email at [lisariker@jacobsmedia.com](mailto:lisariker@jacobsmedia.com) or call her at 248-353-9030 for discount pricing.

As always, we reserve the right to promote the data after it's released. Finally, we do not do anything with your database members' information, their email addresses, etc. We work with you to serve Techsurvey13 to them, but retain none of their personal information including their email addresses. The invitation to participate comes from you.

Jacobs Media Strategies has emerged as radio's leader in web polling, thanks to your participation and interest. We hope to continue that tradition in 2017 and beyond.

As you make the challenging decisions about where to devote your digital resources moving forward, this data will help guide your understanding of your audience, and help you make the best calls possible.

## Contact

Please email me or Paul at [fredjacobs@jacobsmedia.com](mailto:fredjacobs@jacobsmedia.com) or [pauljacobs@jacobsmedia.com](mailto:pauljacobs@jacobsmedia.com) and we will answer your questions.

Thank you,

**Fred Jacobs**  
President, Jacobs Media Strategies

