

The Radio Industry's Largest Online Survey

Last year, over 300 radio stations participated in our Techsurvey, producing more than 50,000 respondents. Separate Christian and Public Radio companion studies were also conducted.

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 explored smart speakers as they gained traction and serve as a de facto radio in many households. In addition, we measured usage of radio station apps, with streaming the station the most widely used feature, led by Gen Z consumers. Our look into cord cutting also revealed Millennials and Gen Z as the most likely consumers to be on-demand TV viewers.

2018 Topics

This year, we'll take a deeper dive into connected cars and the "digital dashboard," which have shown to be a catalyst for digital audio consumption. There will also be a focus on the continued rise of smart speakers and increased streaming audio usage in the home. We'll continue to dig deeply into podcasting. We'll track historic data on everything from apps to satellite radio to social media usage. And of course, we'll continue to closely survey Millennials as we've done for several years.

Techsurvey 2018 will feature all the trackability you're accustomed to, while also providing new data on:

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

2018 Timeline

We are ready to launch the next version of our now-famous Jacobs Media web-based surveys. Techsurvey 2018 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. And once again we proudly partner with All Access.



Our deadline for registration is January 19th.

Who Participates

As we've done the past several years, Techsurvey 2018 will cover all formats. This year's survey included crosstabs for 14 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 Techsurvey 2018:

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.

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

This is the same pricing model that we have offered in past years - no increase for Techsurvey 2018. 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.

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 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 Techsurvey 2018 to them, but retain none of their personal information including their email addresses. The invitation to participate comes from you.

Jacobs Media has emerged as radio's leader in web polling, thanks to your participation and interest. We hope to continue that tradition in 2018 and beyond.

TECHSURVEY 2018 JACOBS MEDIA

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 or pauljacobs@jacobsmedia.com and we will answer your questions.

Thank you,

Fred Jacobs
President, Jacobs Media Strategies

