



## The Radio Industry's Largest Online Survey

Last year, over 560 radio stations participated in our Techsurvey, producing more than 64,000 respondents. It was a massive turnout for a nationwide study now in its 15<sup>th</sup> year.

Separate Christian and Public Radio companion studies were also conducted this past year, too.

### Past Insights

Previous Jacobs Media Techsurveys have been uncanny in their ability to predict consumer behavior, while providing actionable data. From the "cell phone only problem" in our very 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.

Our tracking on smart speakers has been extraordinary, helping radio broadcasters better understand how this platform is growing, and how stations can take advantage of this new technology. We also tackled the growing privacy issue, as well as continuing to provide guidance on connected cars, smartphones, and social media.

### 2019 Topics

This year, we'll take a deeper dive into video game play, podcasts, smart speakers, and how radio assets are being consumed by listeners. The "voice revolution" is another area where we'll be focused, to help broadcasters better understand how this technology may affect radio discovery and tune-in. And of course, we'll continue to closely survey Millennials as we've done for several years.

Techsurvey 2019 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 and voice
- The "connected car"
- Video and audio streaming
- Podcasting
- Smartwatches and wearables

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- Video game play
- And many other key data points

## 2019 Timeline

We are on a tighter timeline this year, so we need to get your commitments to participate before the December holidays. Techsurvey 2019 will go into the field on January 3<sup>rd</sup>. We will produce a stakeholders webinar for participants in late March, followed by its public debut to the industry at the Worldwide Radio Summit at the end of March. And once again we proudly partner with All Access.



***Our deadline for registration is Friday, December 21<sup>st</sup>.***

## Who Participates

As we've done the past several years, Techsurvey 2019 will cover all formats. This year's survey included data 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 solid 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 2019:

### 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 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	\$550
Markets 21 – 50	\$450
Markets 51+	\$350

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](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 Techsurvey 2019 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

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interest. We hope to continue that tradition in 2019 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.



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## 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

