



The Radio Industry's Largest Online Survey

Earlier this year, more than 500 radio stations participated in our Techsurvey, producing more than 46,000 respondents. It was another massive turnout for this nationwide study, now in its 17th year.

You may recall TS2020 was conducted in January and February – pre-COVID. We were fortunate to get the study completely fielded before the world changed.

TS2021 provides us with a unique opportunity to be able to study and trend the impact of the pandemic on *everything* – radio listening, acquisition of gadgets like smart speakers, and overall changes in lifestyle and habits.

It will be fascinating to study how the world – and your station's audience – has changed during COVID. And new questions this year will help you not just keep up with them – but stay ahead.

Past Insights

Previous Jacobs Media Techsurveys have been uncanny in their ability to predict consumer behavior, while providing actionable data. For example, 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've also tackled the growing privacy issue, as well as continuing to provide guidance on connected cars, smartphones, social media, and podcasting.

And we've identified headphone usage among radio listeners, a hot topic as Nielsen began its new policy in October.

2021 Topics

This year, we'll continue our trending on gadgets and media use. But we will also use TS2021 as an opportunity to learn more about how life and lifestyles have changed. This will include virtual video platforms like Zoom, the amazing rise of TikTok, Spotify's push into podcasts, the surge in gaming, and other changes that have accelerated during the pandemic.

We will continue our deep dives into podcasts and smart speakers, as well as how, where, and when your listeners are consuming your station.

2021 Timeline

We are again on a tight timeline this year, so we need to get your commitments to participate before the December holidays. Techsurvey 2021 will go into the field on Tuesday, January



5th. There will be a fielding period of approximately 30 days to accommodate every station's schedule.

We will produce a stakeholders webinar for participants in mid-March. And once again this year's survey is in partnership with All Access.



Our deadline for registration is Tuesday, December 22nd.

Who Participates

As we've done for several years, Techsurvey 2021 will continue to cover all commercial radio formats. This year's survey included data for 14 different formats.

Commercial stations in the U.S. and Canada are welcome to participate (***separate registrations for our Christian Music and Public Radio companion studies will follow in late winter/early spring 2021***).

We invite 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 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 in which you can participate in Techsurvey 2021:

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 stakeholders webinar that reviews the data in mid-March.

We are reducing the price of TS2021 for all markets in deference to the COVID crisis and the economic pressures it has created. Each pricing tier has been dropped by \$50.

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

We offer discounts for multiple stations in local clusters, as well as company discounts. Please contact **Lisa Riker** directly via email at lisariker@jacobsmedia.com or call her at **248-353-9030** about how to best maximize your discounts company-wide (for more than 5 stations). We can also invoice you in late 2020 or in early 2021 – your call.

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.

TECHSURVEY 2021 JACOBS MEDIA

As always, we reserve the right to promote the data after its release. Finally, we do not do anything with your database members' information, their email addresses, etc. We work with you to serve the Techsurvey 2021 questionnaire to them but retain none of their personal information (no names nor email addresses are collected). 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 2021 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 at fredjacobs@jacobsmedia.com or Paul at pauljacobs@jacobsmedia.com and we will answer your questions.

Thank you,

Fred Jacobs

President, Jacobs Media Strategies

