



## The Radio Industry's Largest Online Survey

Earlier this year, 470 radio stations participated in our Techsurvey, producing more than 42,000 respondents. It was another immense turnout for this nationwide study, now in its 18<sup>th</sup> year.

You may recall TS2020 was conducted in January and February 2020 – pre-COVID – and TS2021 was conducted right in the midst of the first COVID winter. We were fortunate to get the 2020 study completely fielded before the world changed, and the 2021 study yielded seismic behavioral shifts in media usage due to the pandemic.

Our next effort, TS2022, and its trending to these last two studies, provides us with a unique opportunity to be able to chart the impact of the pandemic on *everything* – radio listening, acquisition of gadgets like smart speakers, and overall changes in lifestyle, locations, and habits.

It will be fascinating to study how the world – and your station's audience – has changed during, and coming out of, 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, how smart speaker owners are listening to radio on these devices, and how stations can take advantage of meeting listeners where they are.

We've also tackled the growing privacy issue, explored the rise of virtual meetings during the pandemic, as well as continuing to provide guidance on connected cars, smartphones, social media, and podcasting.

### 2022 Topics

This year, we'll continue our trending on gadgets and media use. But we will also use TS2022 as an opportunity to learn more about how life and lifestyles have changed – with some perhaps temporarily and others for good.

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



## 2022 Timeline

We are again on a tight timeline this year, so we need to get your commitments to participate before the December holidays. Techsurvey 2022 will go into the field on Tuesday, January 4<sup>th</sup>. There will be a fielding period of approximately 30 days to accommodate every station's schedule.

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



***Our deadline for registration is Thursday, December 23<sup>rd</sup>.***

## Who Participates

As we've done for several years, Techsurvey 2022 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 2022).***

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 2022:

### 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 sensitive to your financial pressures, so once again, we are holding last year's reduction. As we did in 2021, 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](mailto: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 2021 or in early 2022 – 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.



As always, we reserve the right to promote the data after its release.

Finally, we have no access to your database members' information, their email addresses, or any of their personal information, etc. You serve the Techsurvey 2022 questionnaire to them via a custom link we create for each participating station. The invitation to participate comes from you.

Jacobs Media has emerged as radio's leader in web polling, thanks to your ongoing participation and interest. We hope to continue that tradition in 2022 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](mailto:fredjacobs@jacobsmedia.com) or Paul Jacobs at [pauljacobs@jacobsmedia.com](mailto:pauljacobs@jacobsmedia.com) and we will answer your questions.

Thank you,

**Fred Jacobs**

President, Jacobs Media Strategies