



## The Radio Industry's Largest Online Survey

Earlier this year, 474 radio stations participated in our Techsurvey, producing nearly 31,000 respondents. It was another immense turnout for this nationwide study, now in its 19th year.

Our next effort, TS2023, and its trending to our prior three studies – the 2020 version fielded entirely pre-COVID and both the 2021 and 2022 studies were conducted during COVID – provides us with a unique opportunity to be able to continue to chart the impact of the pandemic on *everything* – radio listening, continued shifts towards digital media, and overall changes in lifestyle, locations, and habits.

### Past Insights

Previous Jacobs Media Techsurveys have been uncanny in their ability to predict consumer behavior, while providing actionable data most stations do not get from perceptual studies and music tests.

For example, our digital transformation data has helped radio broadcasters track their audience's migration to other gadgets and platforms, allowing for better strategic planning.

Last year's data helped radio identify who we're competing against – DSPs like Spotify, SiriusXM, or other players.

We've also tackled the ongoing challenge of maintaining broadcast radio's in-car edge, while also providing information about the most strategic use of dashboard metadata.

### 2023 Topics

This year, we'll continue our trending on gadgets and media use. But we will also use TS2023 as an opportunity to learn more about how life and lifestyles have changed – with some perhaps temporarily and others for good. We'll track WFH, and its effect on listening, as well as whether habits and routines are returning to "normal."

We've watched smart speaker acquisition slow down. Amazon layoffs are causing analysts to ponder the future of these devices, now a key way many listen to "radio."

The mobile revolution continues with no end in sight. Despite dire predictions from pundits over the years, apps look stronger than ever. TS2023 will explore audience desires in station apps, as well as other mobile products that might prove to be popular.

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And of course, podcasting remains something of an enigma. While they're generating record revenues, many radio organizations are struggling with podcast strategies. This year's Techsurvey will take a further look into optimizing podcasts and on-demand.

As always, we'll dig deeper, exploring brands like TikTok and Twitch, as well as determining whether fans would be willing to "subscribe" to a commercial-free version of your station or whether they'd be more likely to watch a video version of your morning show or station.

## 2023 Timeline

We are again on a tight timeline this year, so we need to get your commitments to participate before the December holidays. Techsurvey 2023 will go into the field on Wednesday, 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 March 2023. And once again this year's survey is in partnership with All Access.



***Our deadline for registration is Thursday, December 22<sup>nd</sup>.***

## Who Participates

As we've done for several years, Techsurvey 2023 will continue to cover all commercial radio formats, covering fourteen in all.

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 2023).***

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 2023:

### 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 March 2023.

We are sensitive to your financial pressures, and we are sticking with the \$50 reduction in each pricing tier, as listed below (as we did in 2022 and 2021).

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 2022 or in early 2023 – 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.

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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 2023 questionnaire to them via a custom link we create for each participating station. The invitation to participate comes from you.

Jacobs Media is radio's leader in web polling, thanks to your ongoing participation and interest. We hope to continue that tradition in 2023 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