



The Radio Industry's Largest Research Survey

Back in January, 434 radio stations participated in our Techsurvey, producing more than 30,000 respondents. It was another immense turnout for this nationwide study, now in its 20th year.

As we have done these past two decades, Jacobs Media will trend on all key variables, gadgets, media use, and key perceptions pertaining to radio, as well as entertainment and information desires.

New questions this year will explore the impact of Artificial Intelligence (AI), what it means to be "local," social media usage in a rapidly evolving landscape, the subscription economy, and more in-depth questions on expectations of personalities among listeners who value them most.

2024 Timeline

A survey of this scope and complexity needs to adhere to a tight schedule, especially given the upcoming December holidays. Techsurvey 2024 will go into the field on Tuesday, January 9th. There will be a fielding period of approximately 30 days to accommodate every station's schedule.

We have set a maximum of 700 completed interviews per participating station. For stations that pay for their data, the requirement for producing a report is a minimum of 75 interviews per station.

We will produce a stakeholder webinar for participants in April 2024. It is an opportunity for you to see the data with select staff members of your choosing before the survey results are released publicly.

For the past decade, we have partnered with AllAccess on Techsurvey. This year, we are excited to announce Inside Radio as our new media partner and to have Quu as the study's sponsor.



jacobs media techsurvey 2024



Our deadline for registration is Thursday, December 21st.

Who Can Participate

As we've done for several years, Techsurvey 2024 will continue to cover all commercial radio formats, assuming we attract sufficient numbers of respondents in each to ensure sample stability.

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 2024).*

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 2024:

1. A small fee for local station data.

We will survey your station database (up to 700 completed interviews). If your station reaches a minimum of 75 completed surveys, 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 stakeholder webinar that reviews the data in April 2024.

The logo for Jacobs Media Techsurvey 2024. It features the text "jacobs media" in a smaller, dark blue font at the top. Below it, "techsurvey" is written in a large, bold, dark blue font with horizontal lines extending from the left and right sides. At the bottom, "2024" is written in a large, bold, dark blue font.

For this year's study we are going back to 2019's pre-COVID pricing (as seen below).

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 **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 2023 or in early 2024 – your call.

2. No fee.

If you elect to participate, but not pay the fee, or your station does not meet the minimum 75 completed surveys, you'll receive the national findings, the two national Media and Brand Platform 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 2024 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 online polling, thanks to your ongoing participation and interest. We hope to continue that tradition in 2024 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 Jacobs at pauljacobs@jacobsmedia.com and we will answer your questions.

Thank you,

Fred Jacobs

President, Jacobs Media Strategies