



The Radio Industry's Largest Research Survey

Back in January/February 2024, 500 commercial radio stations participated in Techsurvey 2024, producing more than 31,000 respondents. It was another immense turnout for this nationwide study, now in its 21st year.

As has been the case in these past two decades, we will trend this year's study on all key variables: gadgets, media use, and key perceptions pertaining to radio and digital media, as well as entertainment and information desires.

New questions this year will explore the impact of time-shifting, the popularity of online newsletters, how consumers are using YouTube, and the appeal of short-form videos and how radio stations can best utilize them.

2025 Timeline

A survey of this scope and complexity requires a tight schedule, especially given the upcoming December holidays. Techsurvey 2025 will go into the field on Wednesday, January 8. 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 2025. It is an opportunity for you to see the data with select staff members of your choosing before the survey results are released publicly.

We are excited to once again partner with Inside Radio and to have Quu as the study's sponsor.





The deadline for stakeholder registration is Thursday, December 19th.

Who Can Participate

As we've done for several years, Techsurvey 2025 will continue to cover all commercial radio formats, assuming we attract sufficient numbers of respondents to ensure sample stability for each format. Last year, 10 formats qualified.

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 2025).*

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, Jacobs Media takes care of all the details of the project and will supply email copy and all other technical aspects to make station participation seamless and painless.

How to Participate

There are two ways in which you can participate in Techsurvey 2025:

1. A small fee for local station data.

We will survey your station's 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 stakeholders' webinar that reviews the data in April 2025.

MARKET SIZE	COST
Top 20 Markets	\$550
Markets 21 – 50	\$450
Markets 51+	\$350

jacobs media techsurvey 2025

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 2024 or in early 2025 – 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 national data after its release. No local station data is ever produced or presented by Jacobs Media.

Finally, we have no access to your database members' information, their email addresses, or any of their personal information, etc. You serve the Techsurvey 2025 questionnaire to listeners 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 2025 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