

June 2022

# Media Translator

Connecting your ministry to today's media platforms



## RADIO BUSINESS



### The Survey Says!

**31,000** listener responses are in from the industry's largest survey (with a focus on trends and behaviors).

[Jacobs Techsurvey 2022 >>](#)

### On The Road Again!

**39%** of radio listeners are planning a domestic trip this year (likely starting with summer travel).

[Radio & Summer Travel Plans >>](#)

### Let's Hear It For Moms!

**66%** of moms have listened to radio in the past week (as opposed to 59% in 2021).

[Moms and Media 2022 Report >>](#)

## A Little Bit of A LOT

### A Lot of People

- Roughly **52%** of the world's population (3.96 billion) are registered on a social media platform. ([Backlinko](#))
- Up to **81%** of teenagers are active on social media. ([Pew Research](#))



### A Lot of Time

- Internet users spend more than **1/3** of their internet time on social media. ([Neil Schaffer](#))
- People spend an average of **2 hours and 25 minutes** on social networks and messaging daily. ([Hootsuite](#))



### A Lot of Intake

- A typical user is present on almost **9** social media platforms. ([Review42](#))
- **55%** of consumers learn about new brands on social media. ([Sprout Social](#))



### A Lot of Video

- **93%** of brands get a new customer because of a video on social media. ([Sprout Social](#))
- TikTok has **1 billion** monthly active users. ([Backlinko](#))

## Like Peas in a Pod



### Podcasts & Comedy:

Laughter must truly be the best medicine, as Comedy is the [top podcast genre](#) . . . right now!



### Podcasts & Local:

[Geotargetting audiences](#) with radio is a natural fit, and with podcasts it's . . . testing the waters!

**Bonus:** Did you have the first iPod? [See the 2004 Newsweek cover story](#) on the "new technology." Apple pulled the plug on the iPod May 10, 2022.

## [ Guess Who? ]

1. **Guess which app has been downloaded more so far in 2022:** Spotify or CapCut . . . Answer: CapCut, a video editing app from TikTok ([Read The Top Downloaded Apps in 2022](#)).
2. **Guess who's more likely to be on Twitter:** Democrats or Republicans? Answer: Democrats ([Read 10 Facts about Americans and Twitter](#)).

**Bonus:** Wanting to delegate social media? See behind the scenes of one social media company's [3-person social media team](#).