KS&R's Entercom Landscape Trends research provides insights into a wide array of categories, including:

**HOT TOPICS**

- Internet speeds perceived sufficient for household activities
- Platforms used to access Internet using smartphone
- Perceptions of 5G
- Fantasy sports apps used
- Reasons for using fantasy sports apps
- Sports/leagues online fantasy sports app are used for
- Purchase behaviors
- Impact on sports and network programming
- Streaming music platforms/apps used
- Reasons for choosing specific streaming music platforms/apps
- How new music is discovered
- Genre/categories of podcasts listened to
- Reasons for listening to podcasts
- When and where podcasts are listened to
- Apps/platforms used to listen to podcasts
- How new podcasts are discovered
- Impact of advertisements in podcasts
- Preferred genres of online games
- Length of typical gaming session
- Preferred online game features
- Gaming consoles owned and favorite to use
- Other devices used to play online games
- Combination of platforms/apps used while playing online games
- Purchases made recently, including in-game purchases
- Impact of online gaming on purchases of Internet speeds, wireless data plans and devices
- e-Sports
- Social media apps used and most preferred
- Reasons for using specific social media apps
- Activities performed on social media
- Social media apps used to watch video
- Time spent on social media doing specific activities
- Brand accounts followed on social media
- Influencers followed on social media
- Impact of Influencers on purchases
- Splurge or Save
- Floor and decorative products
- Decor and home furnishings
- Furniture
- Kitchen and bath
- Appliances/tech
- Home improvement
- Personal care products
- Food and beverage
- Fashion
- Travel and leisure
- Beauty and cosmetics
- Outdoors and pets
- Sports and fitness
- Games and toys
- Books and magazines
- Toys and hobbies
- Pet care
- Home decor
- Travel
- Entertainment
- Other

**SOCIAL VIDEO**

- Reasons for watching videos on social media
- Reasons for choosing social video over other video sources
- Genre/categories of social videos viewed
- Types of social videos viewed
- Time spent watching video content across all sources

**SOCIAL MEDIA**

- Demographics for profiling
- Generation Z audience (ages 13-24)
- Age
- Gender
- Race and ethnicity
- Household makeup
- Employment
- Household income
- Residence type
- Location
- Education level
- Marital status

**BRANDS & PURCHASE CHANNELS**

- Channels used to make purchase decisions
- Preferred purchase channels and reasoning
- Influence on household service decisions
- Provides a unique perspective on the evolving Entercom world including technologies, platforms, services and content
- Tracks practices, preferences, and spending across generational audiences for better market understanding

**Methodology:**

Unbranded online survey fielded through a nationwide panel. 1,000 surveys are collected each month (12,000 surveys collected each year), among consumers ages 13-65. An oversample is collected each month to do a deep-dive on the Generation Z audience (ages 13-24).

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