

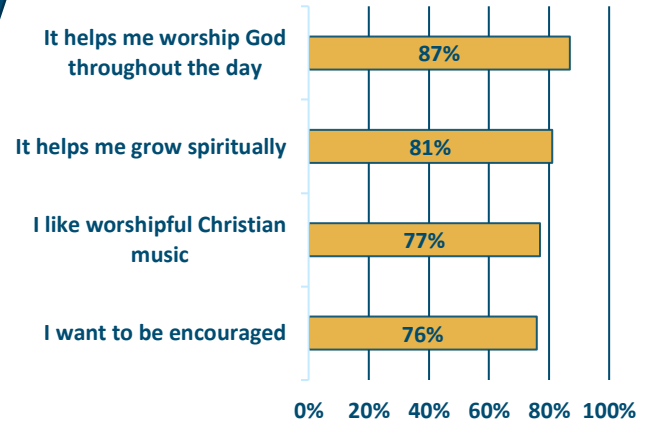
TOTAL CHRISTIAN FORMATS | EXECUTIVE SUMMARY

Research Details 26,800 respondents from CCM, Hybrid, Teaching Stations and Programs; January - April 2018

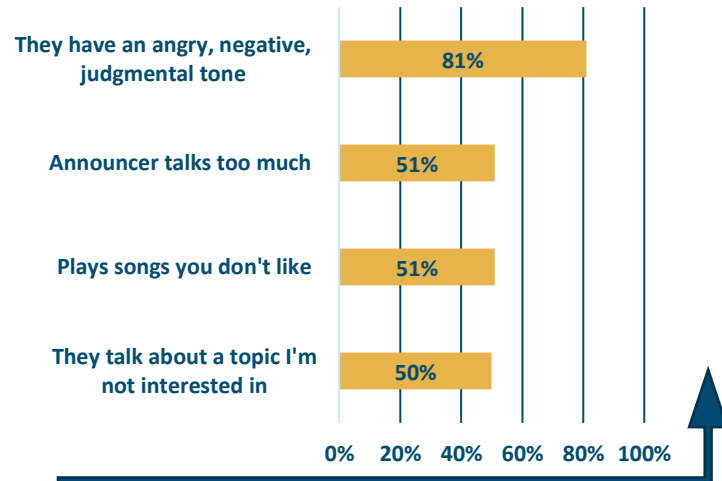
Total Survey Headlines

- She believes you help her grow spiritually.
- In-car listening still dominates; Online, particularly for Teaching, grows.
- Big tuneout: negative, angry, judgmental; Even more so now.
- Surprise #1 reason she listens – It helps her worship God throughout the day.

Top 4 Main Reasons To Listen



Top 4 Tuneouts



Finney Media's Findex™ score gives an overall rating of Listener Interest, Spiritual Connection and Personal Recommendation. Christian radio scores at +56—very respectable with room to grow.

Action Steps Recommendation

Strive for content that is **highly interesting/relational** to your listener. Work toward presenting it in a way that is **Biblically bold, spiritually encouraging and widely accessible.**

Find more information on your listener at finneymedia.com

