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**NEW RESEARCH SHOWS CHRISTIAN RADIO LISTENERS COME TO WORSHIP,  
GROW SPIRITUALLY, AND BE ENCOURAGED**

Christian Media Consultancy Finney Media Releases Latest Results from  
Christian Media Listener Survey

**SOUTHLAKE, TX (Tuesday, May 23, 2023)** – According to the latest research from the 2023 Finney Media Why Listen?<sup>®</sup> Survey, Christian media listeners want to worship God throughout the day. It's the no. 1 main reason Christian radio's most interested, passionate listeners in the United States choose to listen.

The survey, conducted every two years, looks at Christian media listener trends in why they listen, why they tune out, why they give and more. Nearly 15,000 Christian media listeners from around the United States participated in this year's survey and were invited by Christian Teaching, Music Stations and Programs.

"We've been conducting the Why Listen survey since 2016 and just when I think I can predict the results, I am amazed at the new insights discovered each time we do this study", said Chuck Finney, President. "This is why we at Finney Media stress the importance of stations and programs taking the time to speak to their listeners. People are stressed, lonely, tired and hurting and the power Christian media has to minister to us in these times is so important."

The survey also shows an increase in the role of podcasts in Christian media consumption. One third of respondents of Contemporary Christian Music (CCM) formats said they heard at least one Christian podcast in the past week. That number doubles to two thirds among respondents of all-Teaching formats.

Additional insights from this year's survey will be shared during a special webinar series hosted by Finney Media. The series kicks off on **Tuesday, July 11, 2023 at 11 a.m. CT/Noon ET**. To sign up to be notified when registration is open, please visit [finneymedia.com/2023-wl-webinars](https://finneymedia.com/2023-wl-webinars).

**About Finney Media**

Finney Media has been impacting Christian formats for over ten years, helping clients obtain deeper impact and expanded audiences through listener research and consultation.

For more information, visit [finneymedia.com](https://finneymedia.com).