



2025
WHY
LISTEN?
 FINNEY MEDIA



Know Your Audience
Grow Your Audience

Chuck Finney, President
 May 2025



FINNEY
 MEDIA

Why Listen Summary

- 2025 Finney Media Why Listen® Survey
- 23 stations, networks, programs
 - Music and Teaching (Hybrid)
 - All Teaching Stations/Programs
 - CCM Stations
- Total respondents: 11,684

A Spotlight on CCM

- CCM Respondents: 5,470
- Invited by stations from their database of listeners
- Likely loyal superfans
- The Most Aware, Important P I Segment





From Your Listeners

From the people who love our stations:

- “Definitely a big impact to my faith journey.”
- “(You) get me out of bed on difficult mornings.”

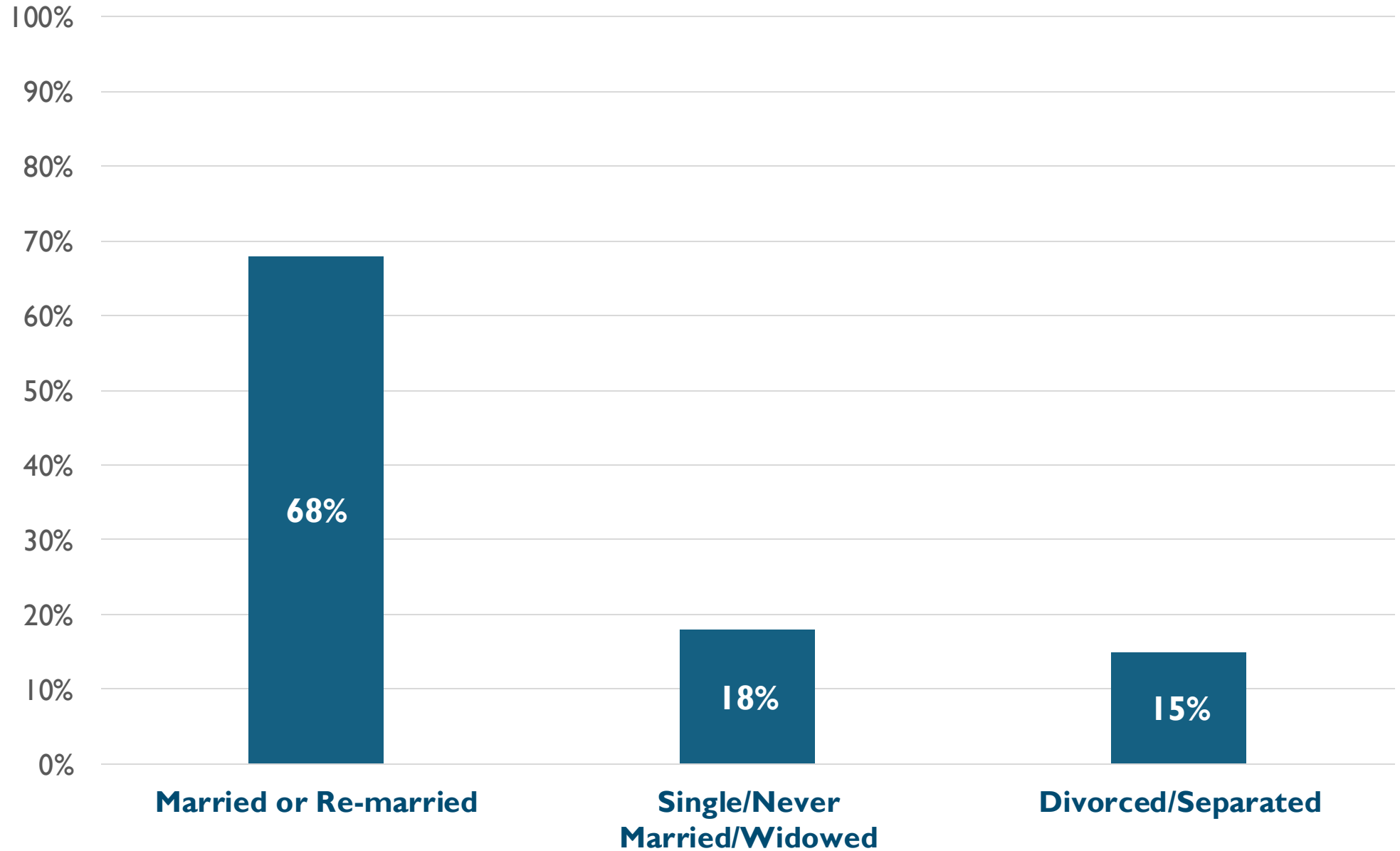
About the woman on the CCM morning show:

- “She makes me feel normal. I love how she talks about her problems...and how she solves them with Jesus.”
- “My husband no longer switches the radio station when we’re in the car...
only exception is the baseball game.”

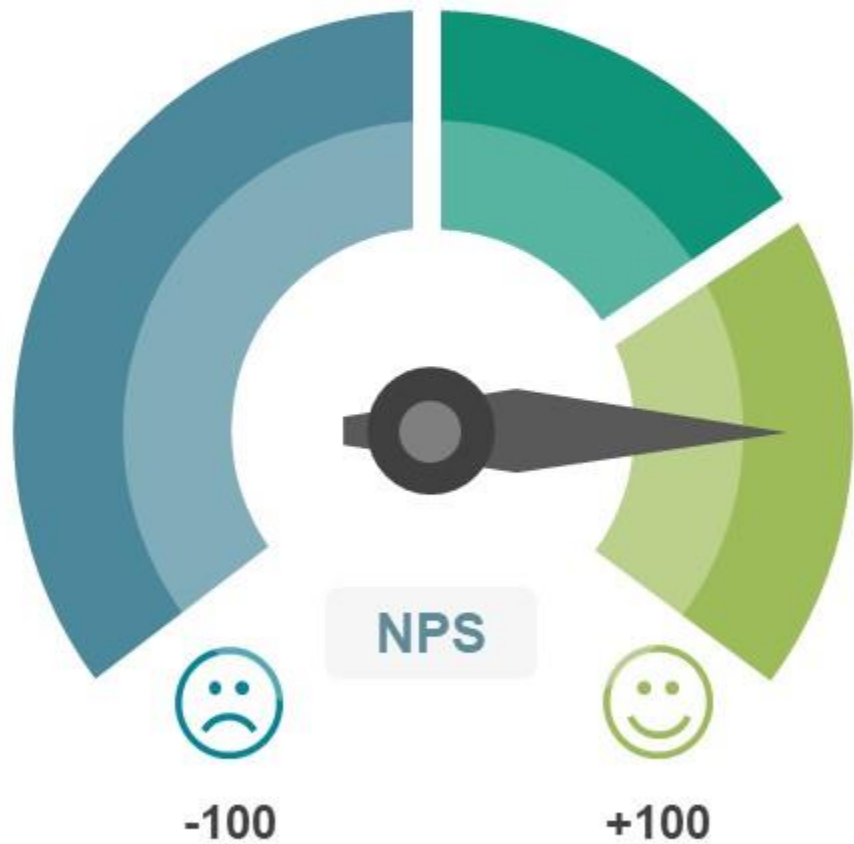
Mean Age: 59
↑ Two Years
Women: 79%

1/3 not
currently
married

Demographics (CCM)



Net Promoter Score

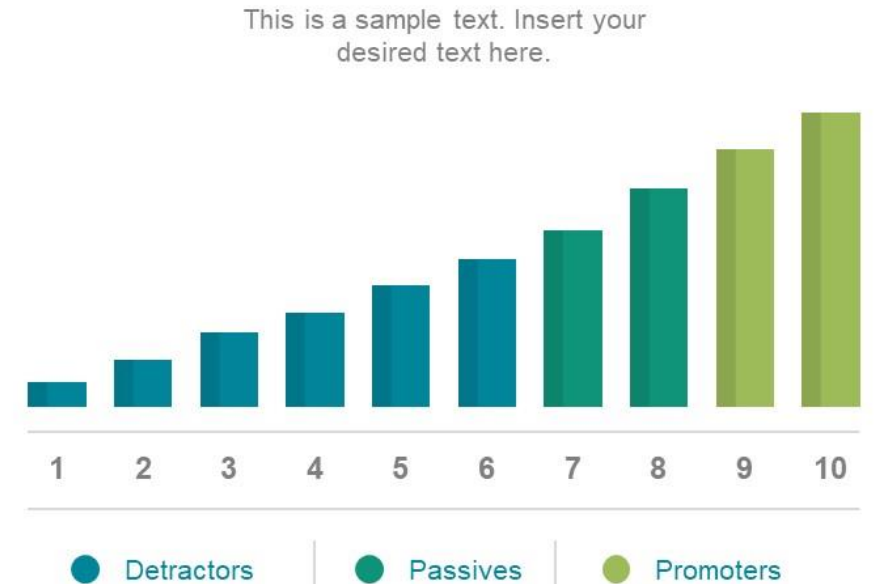
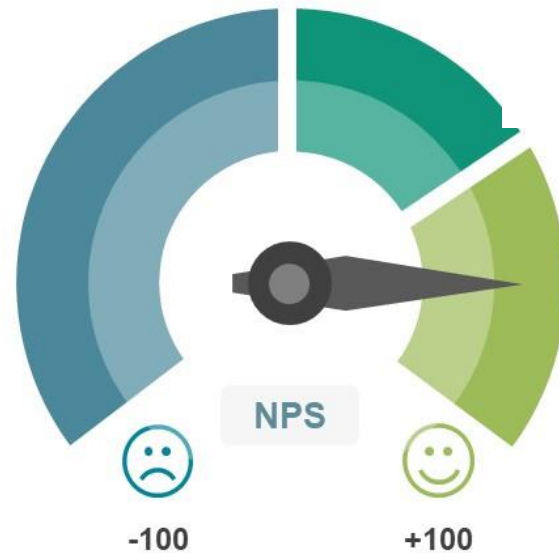


She LOVES your Station!

Net Promoter Comparisons

- Amazon +62
- Netflix +68
- Airbnb +74
- Starbucks +77

Net Promoter Score PowerPoint Template



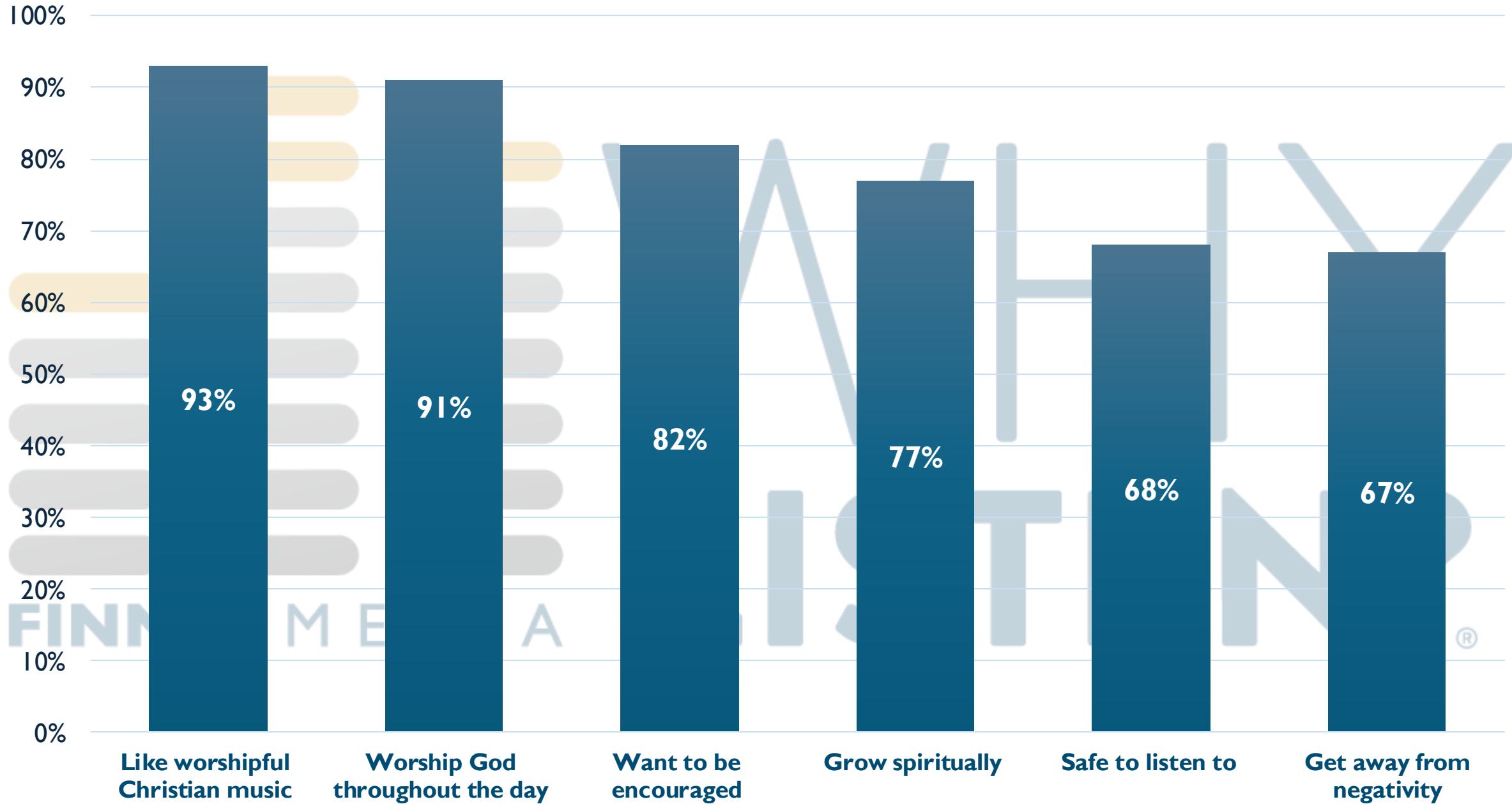
- 2023 CCM Net Promoter Score +81
- 2025 CCM Net Promoter Score +84



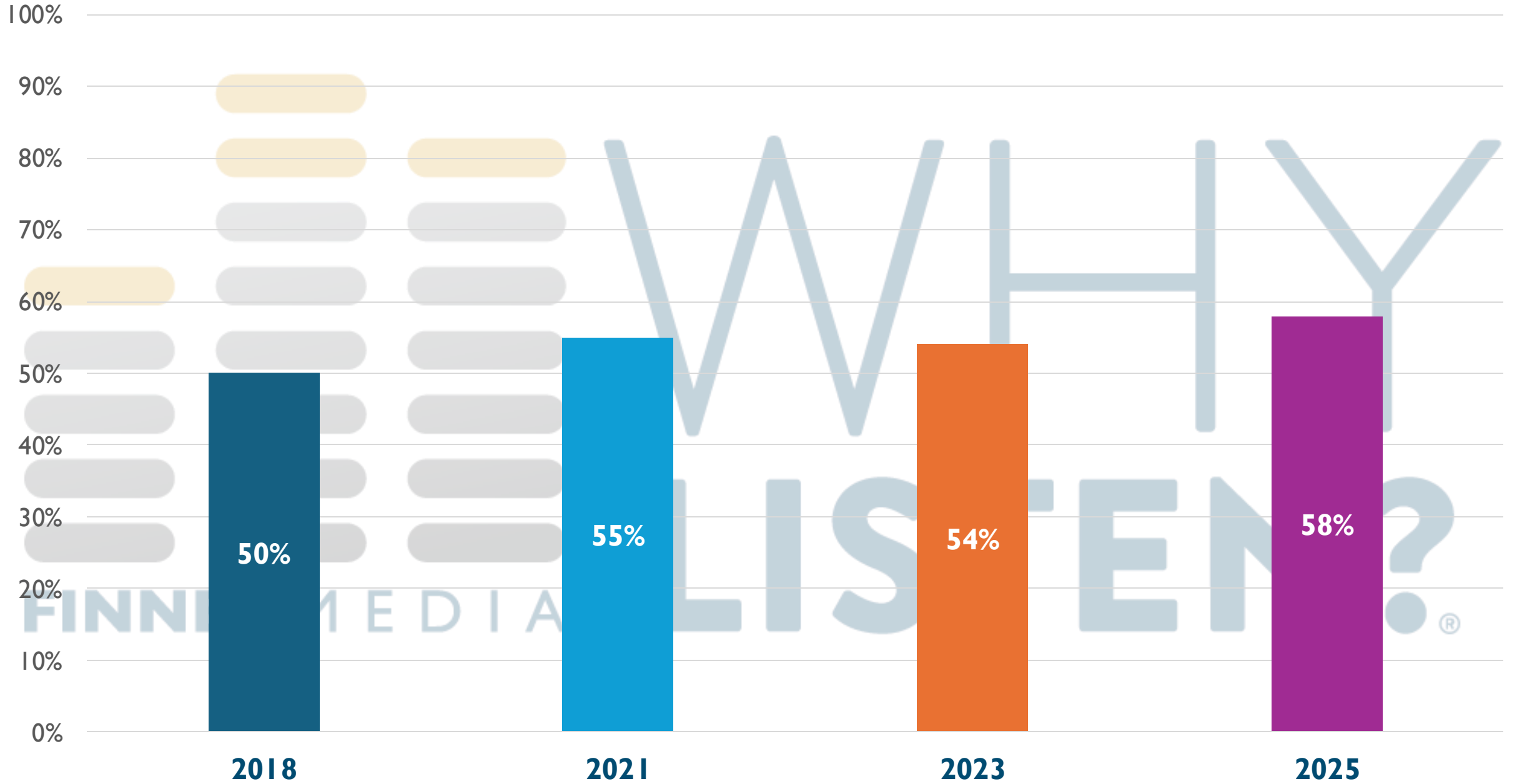
From Your Listeners

- “Love the station...
- ...love the announcers...
- ...love the music...
- ...and, most of all, love that we all love Jesus!”

Why They Listen



The Presentation is Calming

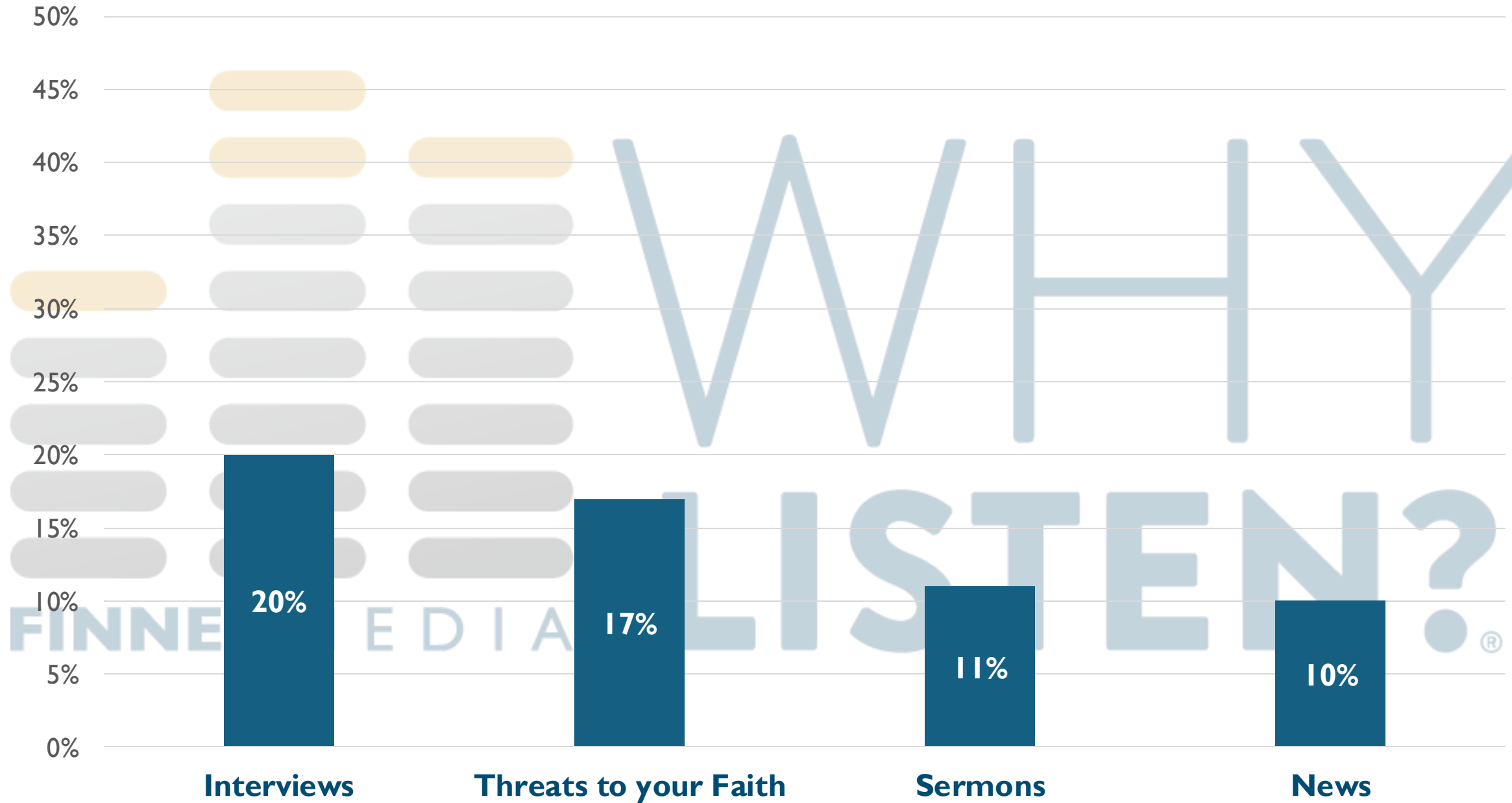


From Your Listeners

- “You’re a very calming and inspiring listen.”
- “I always tell people it calms the beast within me after rough days.”



Not a Reason



For CCM Superfans

- It's about **Spiritual Encouragement**
- Make it about **Jesus** and
- **Don't bring her down.**





From Your Listeners

- “I’ve been going through a really, really hard time for quite some time...
- ...mentally, emotionally, physically, financially, health-wise, living situation, transportation...
- Let’s say there’s so much more.
- Don’t want to vent my problems here.
- When I need to feel that I matter, I just turn on your station...
- ...and soon I have a smile.”

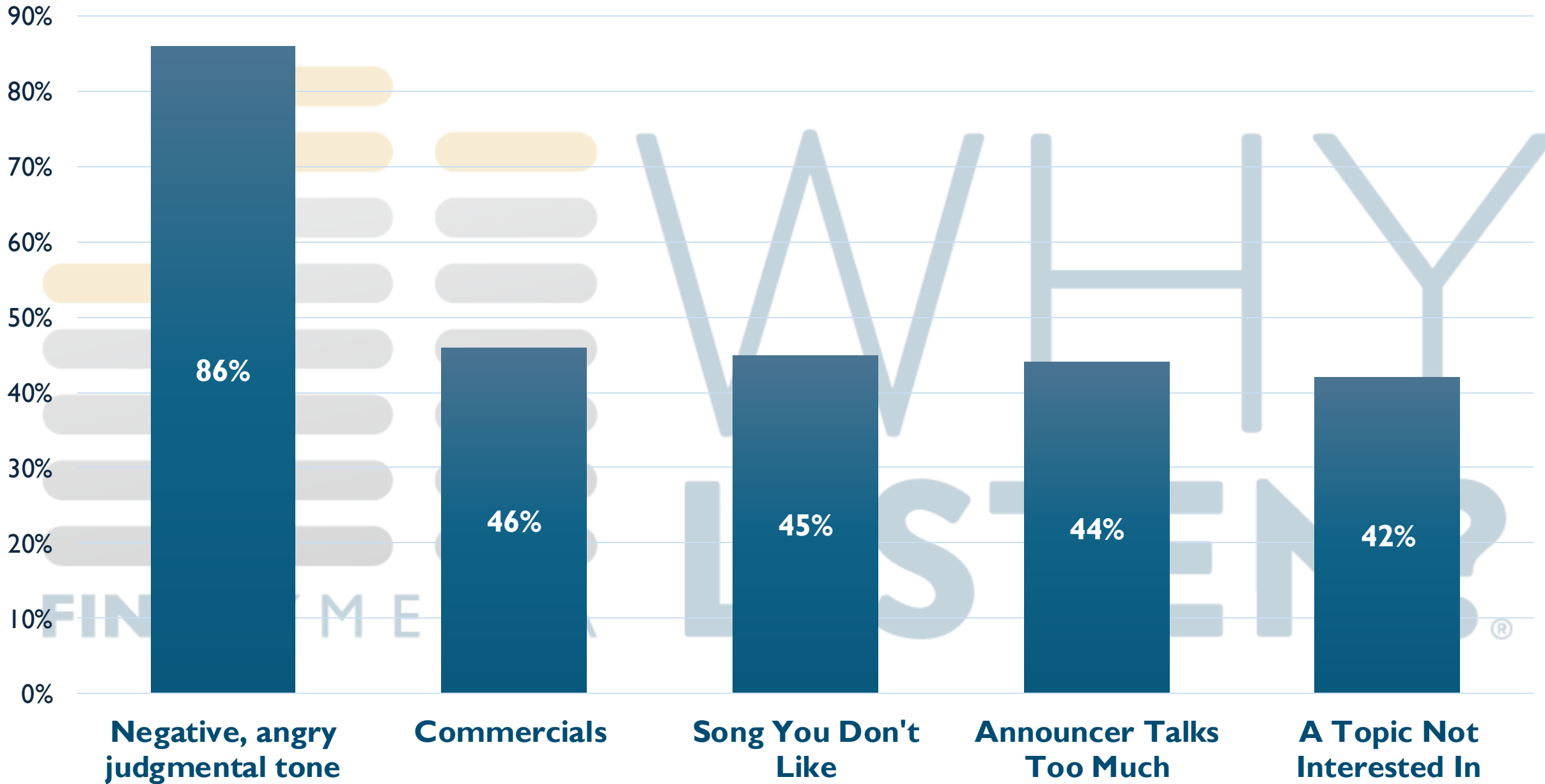


KTIS

98.5



Why They Leave





From Your Listeners

“I tune out when listening to those who use a screechy voice.”

Let's Talk about Fundraisers

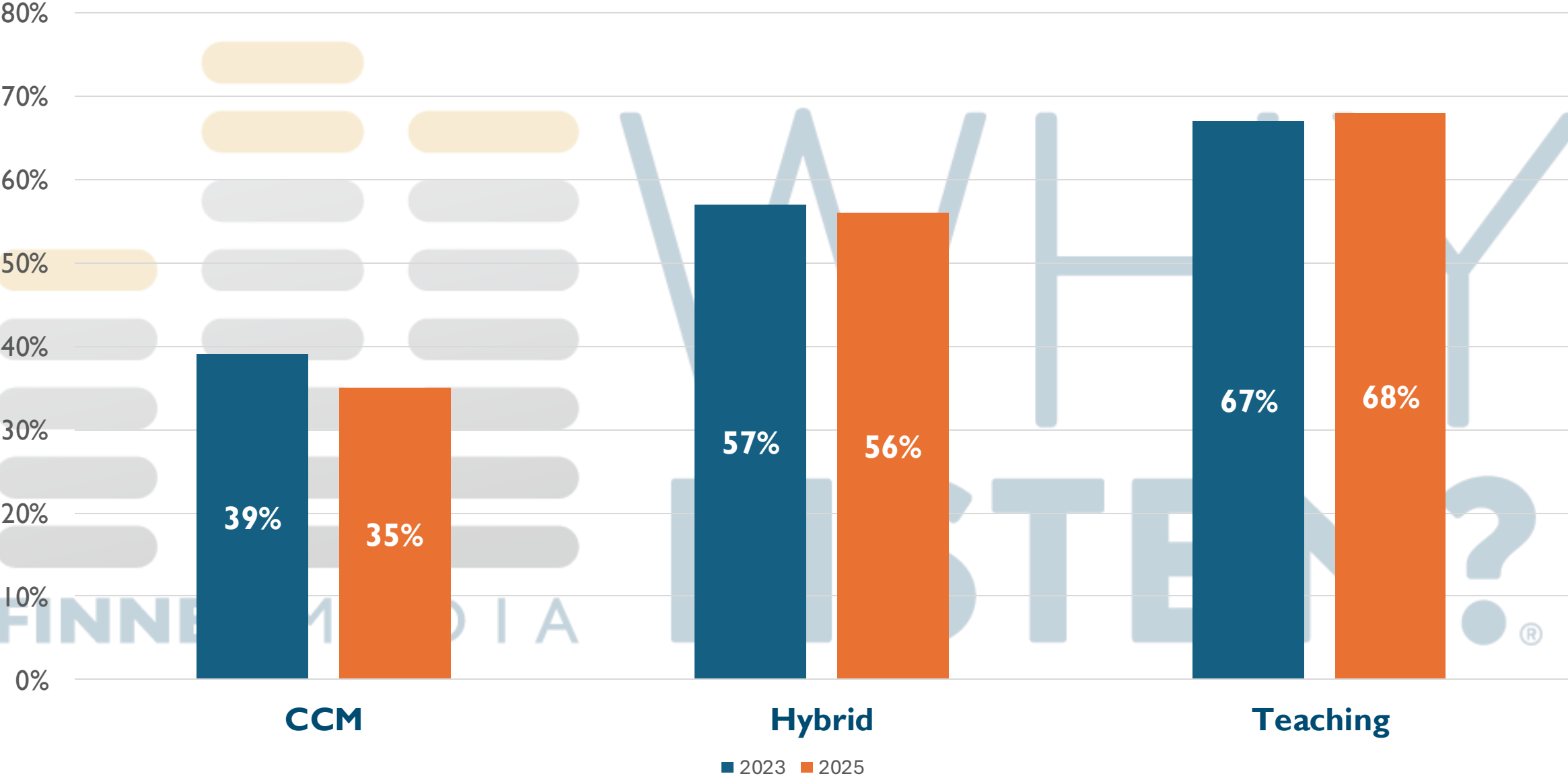


**On-air fundraisers are
NOT a big tuneout**

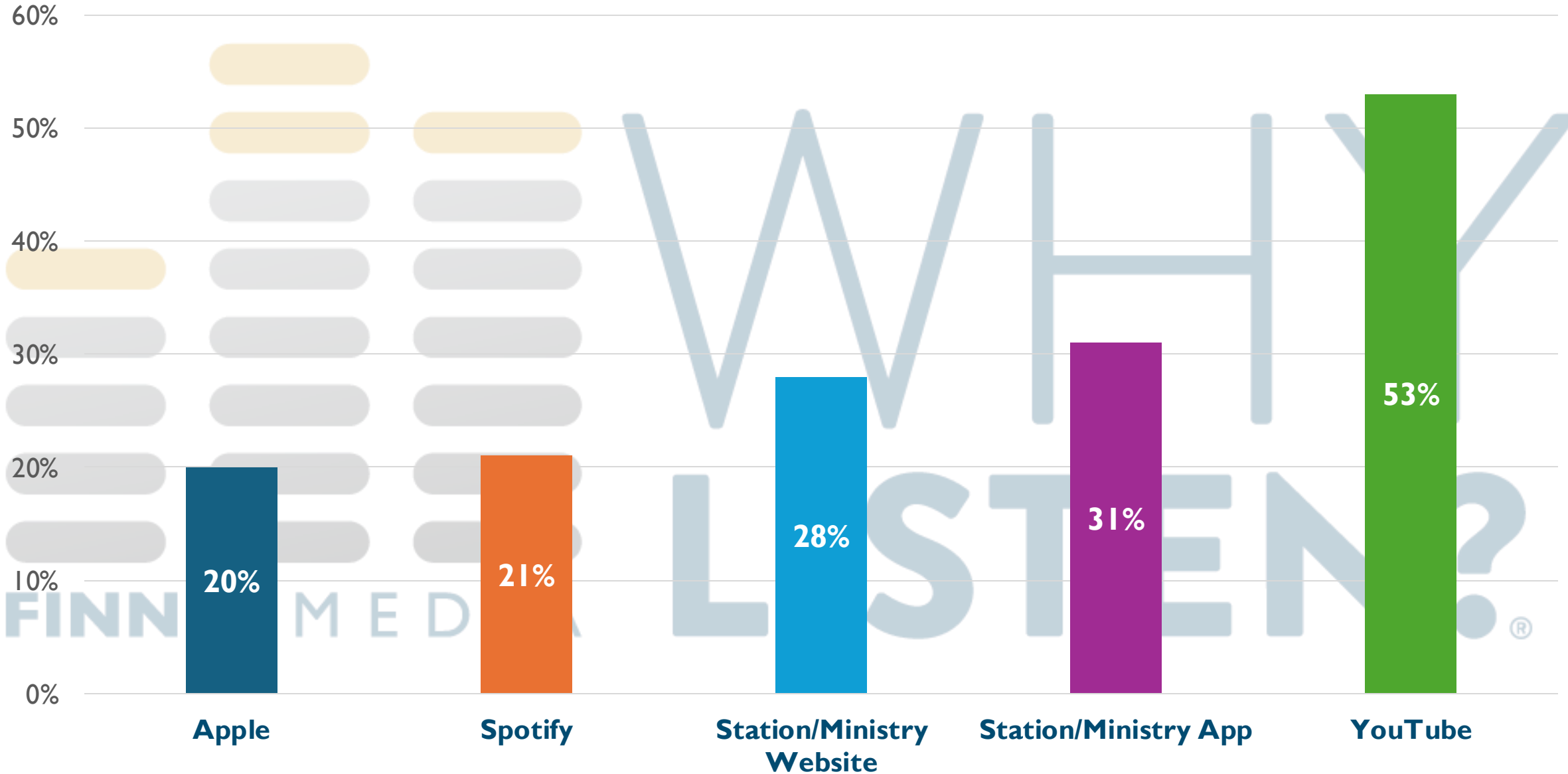


**Very Likely/Somewhat
likely to Tuneout: 24%**

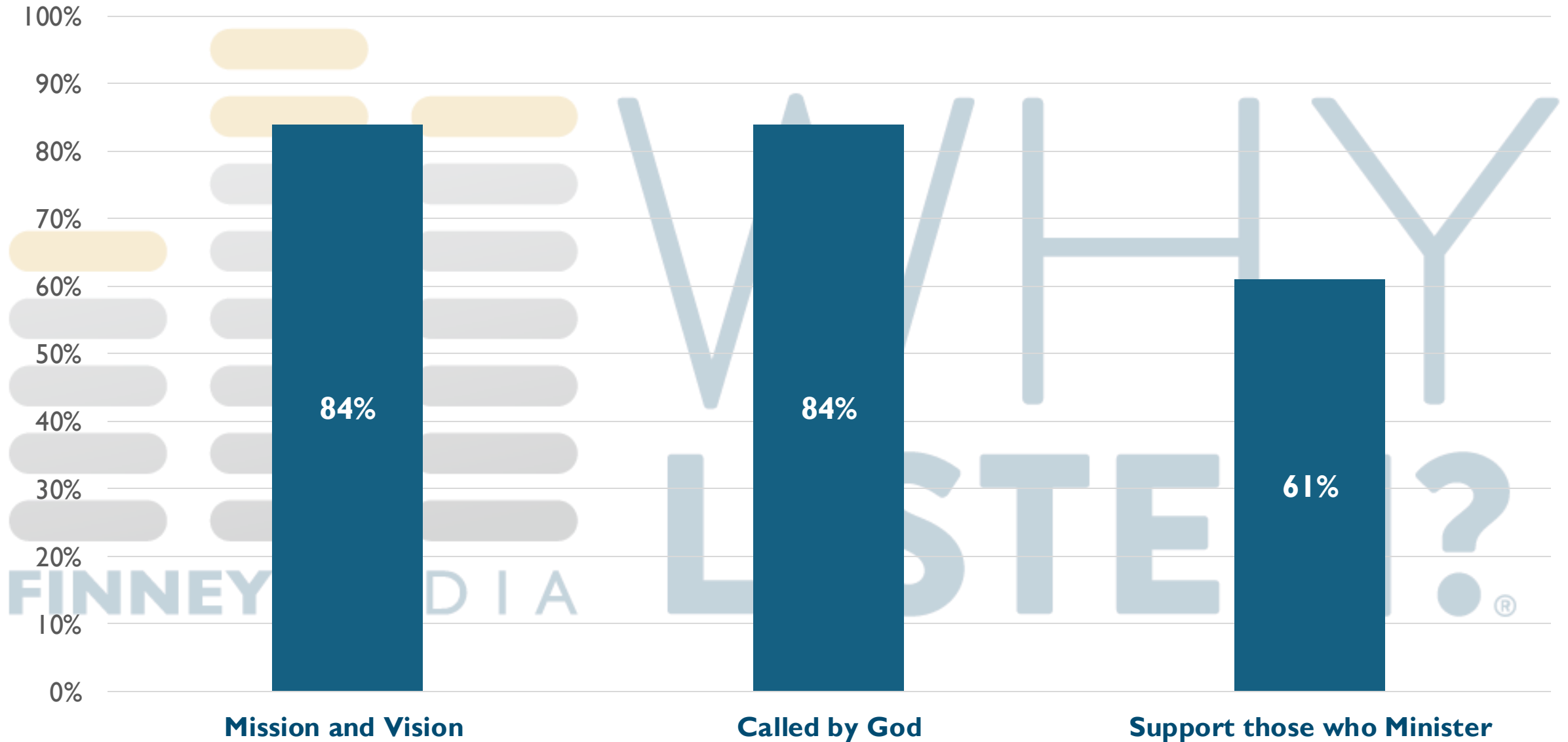
Podcast Usage



Where Listeners Get their Podcasts



Top Three Motivations for Giving



From Your Listeners

- “I would give more but the ministries start sending me junk mail asking for more money...
- ...and my husband doesn't want to give to ministries.
- He doesn't know the amount of money that I give to church...
- ...because I am the treasurer and I give cash.”





**Spiritual
Encouragement**



Concise

Concise Spiritual Encouragement

From Your Listeners

- “Your station brought me peace and hope after we lost our daughter a couple of years ago.
- I feel like it’s a place I can turn to when grief hits me.
- Thank You.”



Action Steps

If you want her to listen and keep coming back:

- Talk just **enough**
- With **Spiritual Encouragement**
- About **something interesting** to her
- And then play a **song** she loves.



Get in Touch



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