



2025
 **WHY LISTEN?**
 FINNEY MEDIA



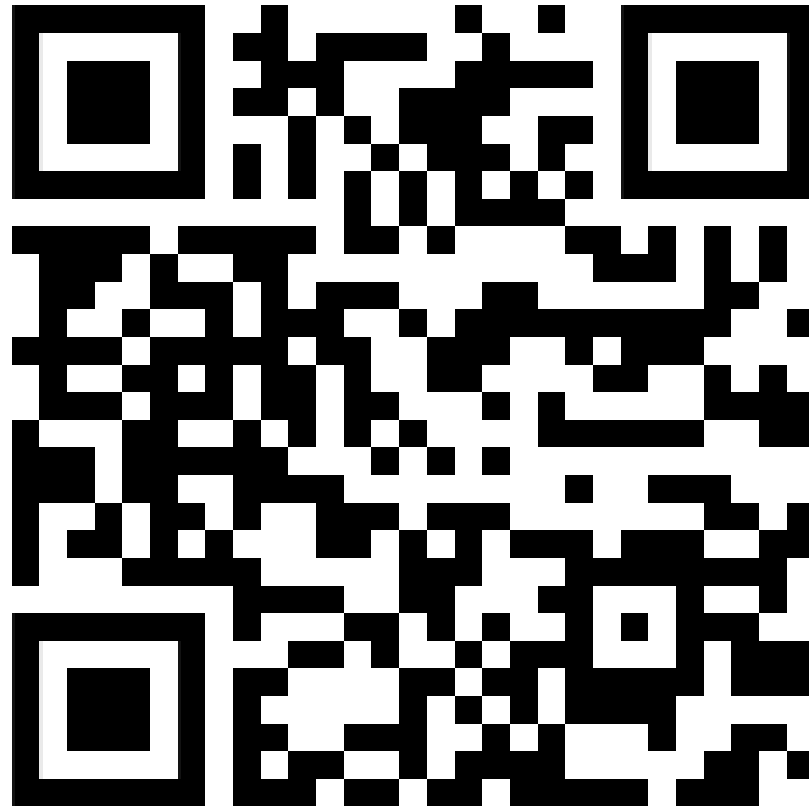
Results Webinar Part II Tuneouts, Podcasts and Giving

Chuck Finney, President
 Rick Hall, Listener Research Consultant
 September 2025

 **FINNEY MEDIA**



**2025 Why
Listen Results
Part I**





2025 Why Listen Survey Part II

- Tuneouts
- Christian Podcast Listening
- Motivations for Giving

“Your radio station is the only good thing.”



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
- Survey has been conducted five times

A Spotlight on the Formats

Teaching Stations/Programs: 3,087

Hybrid (Teaching & Music): 2,953

CCM Respondents: 5,470



Survey Details

- Invited by stations from their database of listeners
- Likely loyal superfans
- The Most Aware, Biggest Fans, Important PI Segment
- 80/20 Rule





From Your Listeners

From a listener who loves your Teaching station:

- “My favorites are Drs. Jeffress, Jeremiah, Lutzer and Sproul.
- I’m glad you don’t do music.
- I don’t like (program) because they mostly interview authors.
- We play your station on radio all night.”



From Your Listeners

From a listener who loves your Music station:

- “Your announcers sound genuine, friendly and inviting.
- I switch to (other station) every so often, but I just can’t handle (personalities). They are too rough and fakey.
- (Another station) is near me, but there’s too joke/slapstick stuff
- ...and many ads.
- (Another station) is a little too cheesy at times.
- (You’re) in a class all of your own. The music is good, the personalities are second to none!”

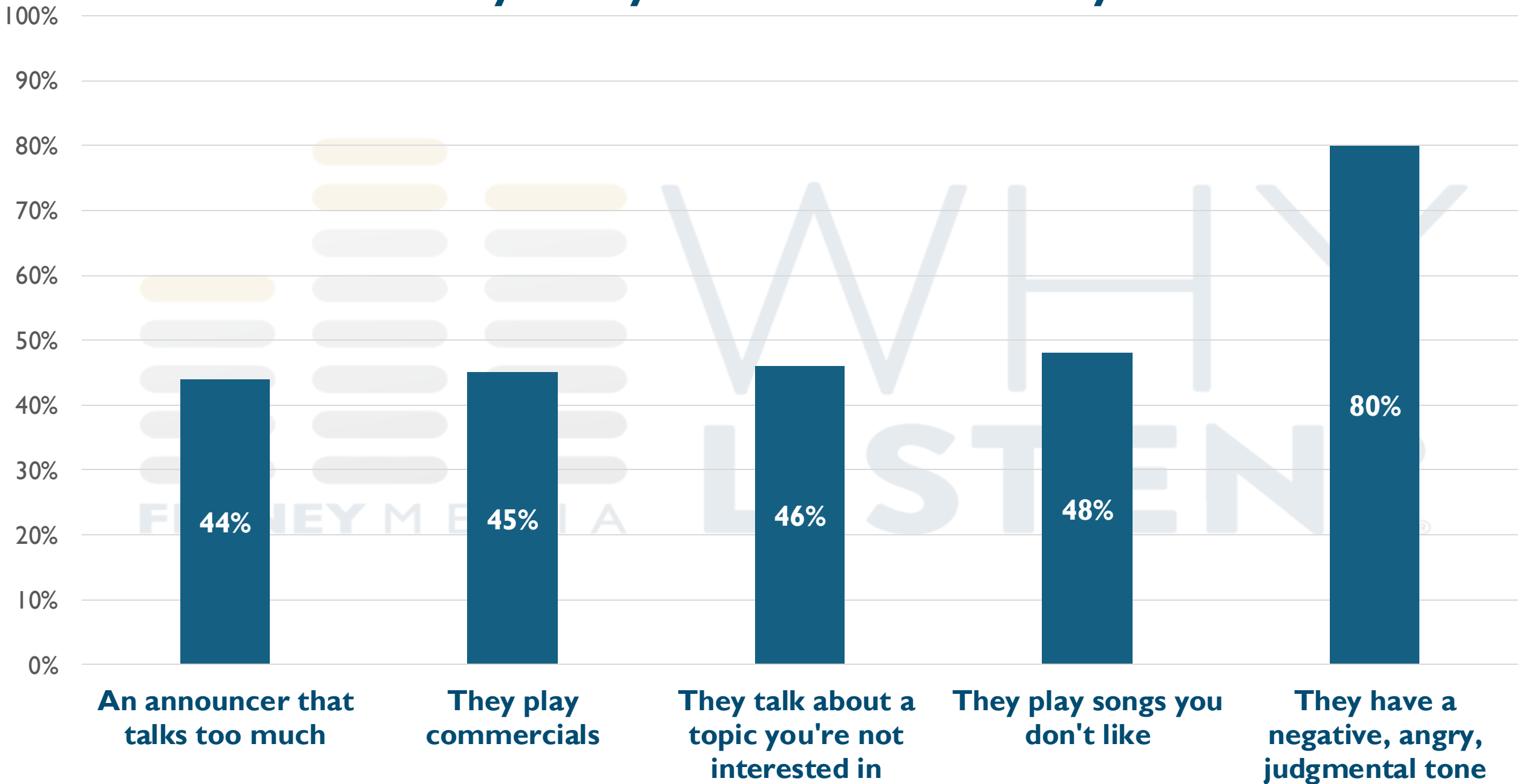


Tuneouts

How We Asked

- Sometimes Christian radio stations do things on air that make you want to change stations or turn off the radio. For each one of the following, please indicate how likely you are to change stations or turn off the radio when you hear it. You will tune away when...

Sum of Very Likely and Somewhat Likely to Leave



A Negative, Angry, Judgmental Story

- “That’s pretty subjective.”
- It’s not what we think is negative.
- It’s what *she* hears as negative.

A Toxic Recipe: How to Chase Away Listeners in 2025

- Talk too much...
- ...about something not interesting to her.
- Then play a song she doesn't like.



The Right Recipe: How to Keep Listeners Close in 2025

- Talk just enough...
- ...about something interesting to her.
- Then play a song she likes.

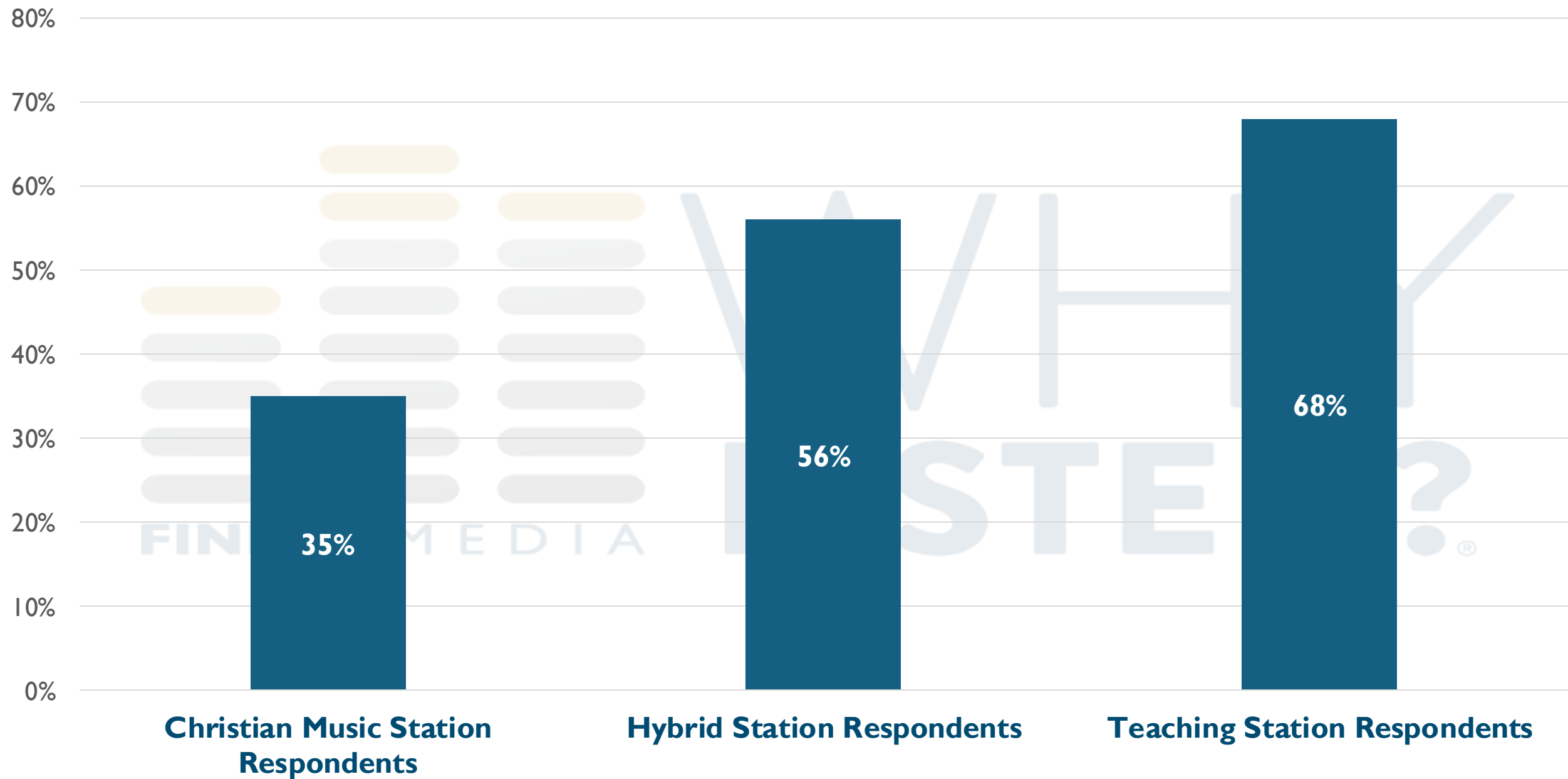


Christian Podcast Listening

How We Asked

- In the last week or so, how many times have you listened online to podcasts (online programming available for you to listen anytime) from any Christian radio ministry?
- Big differences by format in Christian Podcast Listening

Listened to a Christian Podcast in the Past Week



Christian Podcast Listening Results Analysis

- Folks who listen for Teaching back-and-forth a lot
- Music Listeners not so much

From Your Listeners

- “I absolutely love (your station)!
- I’ve listened for years...
- ...but just gave for the first time this year during the end of the year giving.
- I loved the blanket that I got,
- but what really helped push me to give was getting
- free Chick-fil-A.
- Obviously, I felt called by God to give but just wanted to mention what some other factors were that helped me decide to give the \$40 a month so that in the future it may help get other young professionals to decide to do the same!
- God bless and thank you!”

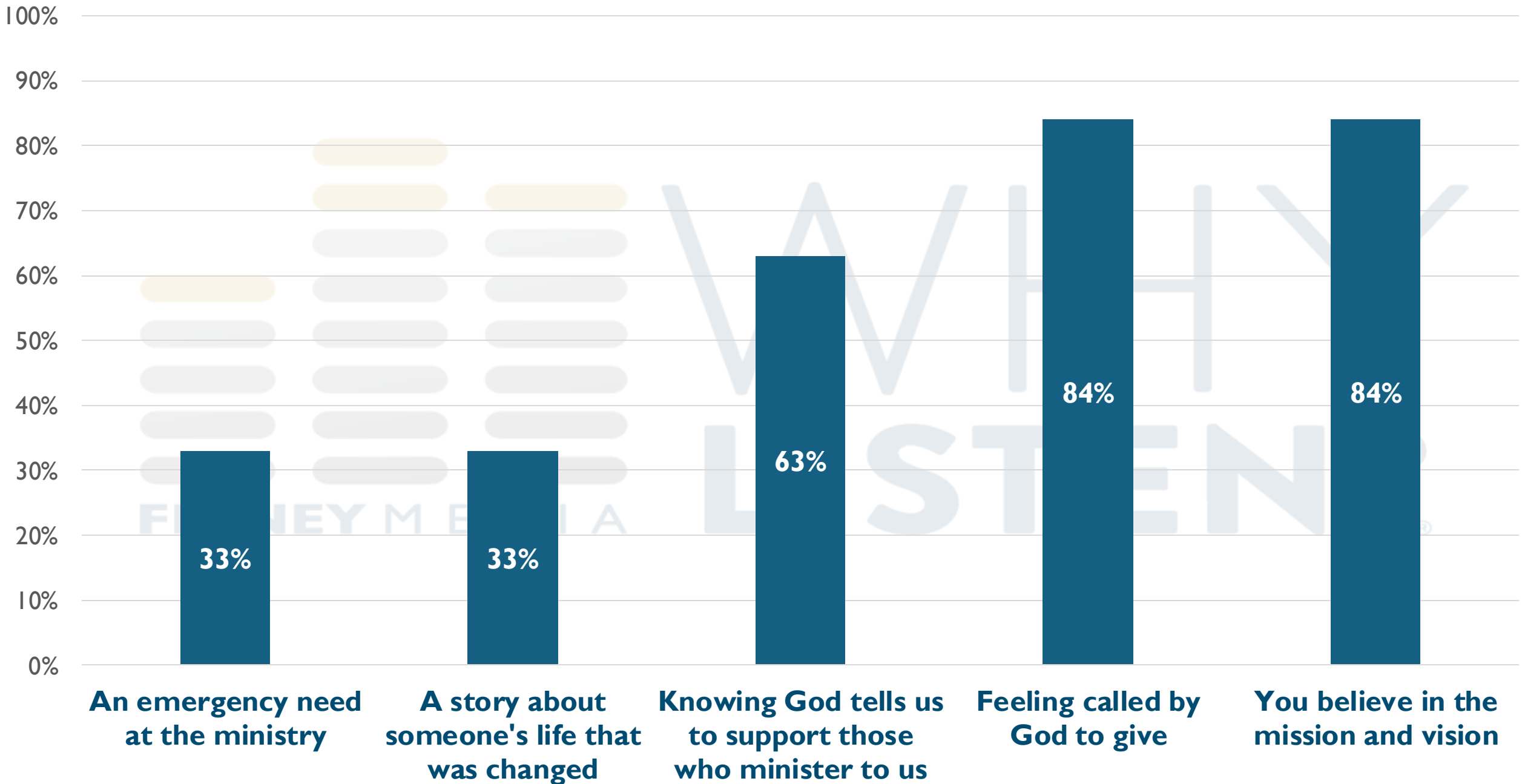


Motivations for Giving

How We Asked

While there are many general reasons for donating to a radio ministry, there are often special circumstances that move you from just thinking about giving to actually making a call, going online, or writing a check to make a gift. Thinking of the last few times you made a gift, how important were each of the following in inspiring your decision to donate?

Percent Very Important



From Your Listeners

- “Obviously, I felt called by God to give, but just wanted to mention what some other factors were that helped me decide...”
- It’s about Mission, Vision, Feeling Called...
- ...and other things.”

Final Action Points

Tuneouts

- Reduce them and grow your audience.

Podcast Listening

- Teaching listeners are all in!

Giving

- It's about them catching God's vision and your mission.



Get in Touch



info@finneymedia.com



(817) 796-8960



www.finneymedia.com



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