



# 2023 Finney Media Why Listen<sup>®</sup> Survey Results

## Why Christian Radio Superfans Leave...and Why They Give

Presented by:  
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# Before We Get Started

- All information provided today will be available for download
- Please submit questions to: **info@finneymedia.com**
- Today's webinar will focus on:
  - Why Christian Radio Listeners Leave
  - Why Christian Radio Listeners Give
  - Including Breakouts by Age and Gender



# A Story from a Listener



- We're increasingly hearing stories like this in Listener Advisory Panels
- Our adopted son has a number of challenges.
- He's on the spectrum.
- And he's afraid to be around big crowds.



# A Story from a Listener



- So it's tough for us to take him to church.
- We worship online most of the time.
- And when we're listening to songs, we have to turn the radio down or off when the music or the announcer is too loud or shrill.



# Behind the Story



- It's fascinating what you discover when you ask.
- And often surprising.
- That's why we're focused today on why they leave ... insight into what to do less of.
- And why they give ... insight into what to do more of.



# 2023 Finney Media Why Listen<sup>®</sup> Survey



- Fourth Why Listen Survey (2016, 2018, 2021, 2023)
- 25 Stations/Programs in:
  - Music and Teaching (Hybrid)
  - All Teaching Stations/Programs
  - CCM Stations
- 14,859 Total Respondents



# How Do We Conduct the Survey?

- Invited by stations/programs from databases
- Likely loyal superfans
- High awareness, High positives
- 80/20 Rule; P I s rule!



# Sample by Format

- 4,919 CCM Respondents
- 6,103 Hybrid (Teaching & Music) Respondents
- 3,841 Teaching Respondents



# Age Demographics

## CCM

### Age:

- Mean Age: 57
- ↑ **three** years since Why Listen 2021

## Hybrid

### Age:

- Mean Age: 62
- ↑ **one** year since Why Listen 2021

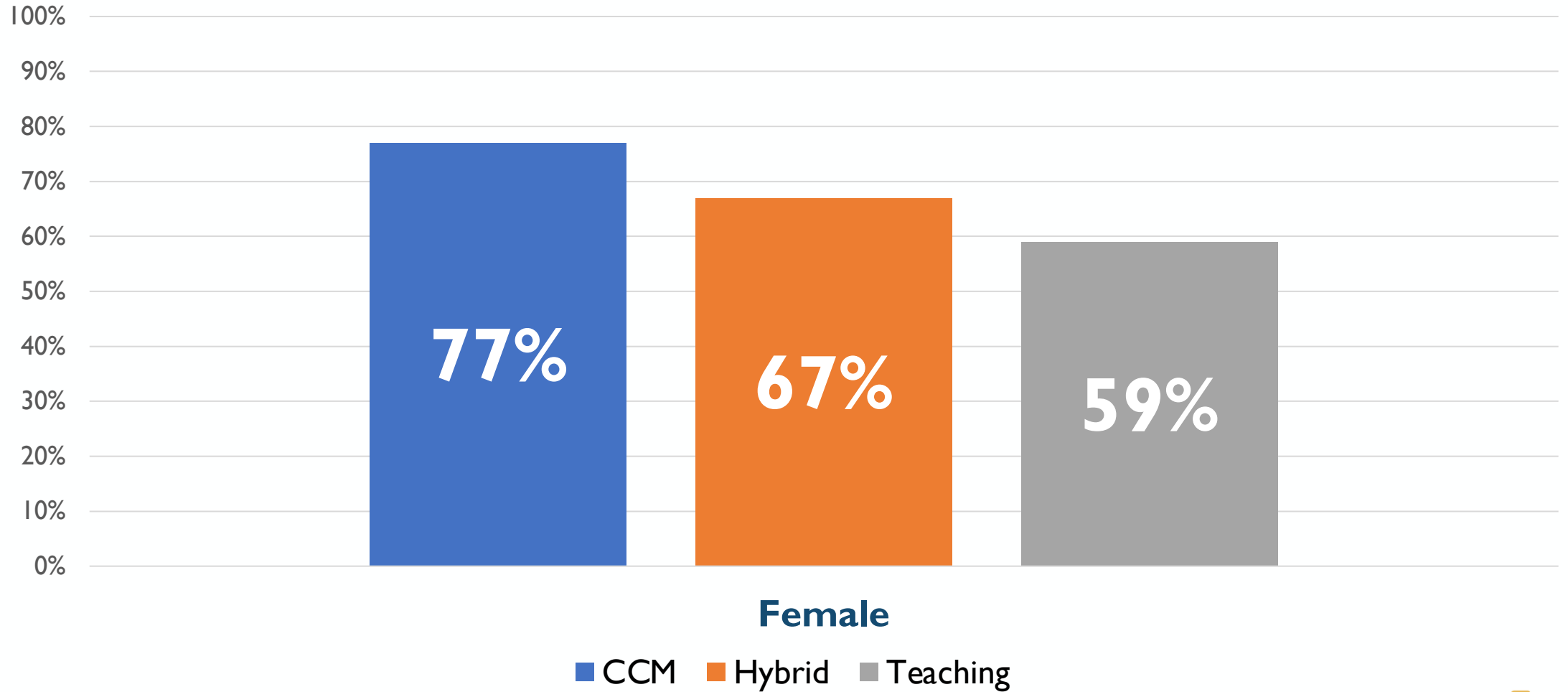
## Teaching

### Age:

- Mean Age: 64
- ↑ **three** years since Why Listen 2021



# Gender Demographics





# Why They Listen

- Spiritual Growth
- Encouragement
- Worship

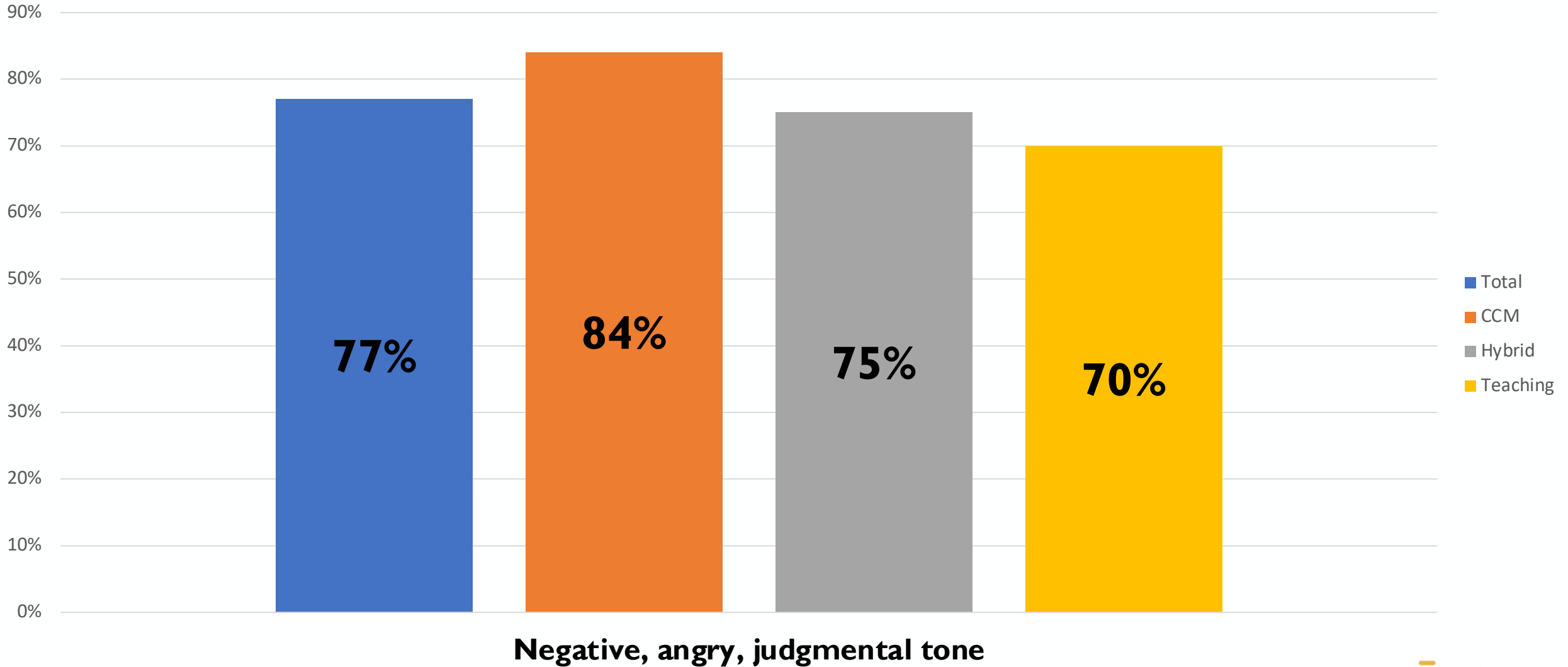


# Why They Leave

- 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 ...
- We presented them 10 different reasons
- Percentages are the sum of “Very Likely To Turn Off” and “Somewhat Likely To Turn Off”



## Why They Leave



**Negative, angry, judgmental tone**

# A Story from a Listener



[Listener 1]: I don't like being yelled at by Christian radio announcers.

(Nods of agreement from around the room)

Chuck: Who yells at you?

[Listener 1]: Tony Evans

[Listener 2]: I don't agree. He's just passionate.

(Nods of agreement from around the room at "he's passionate")



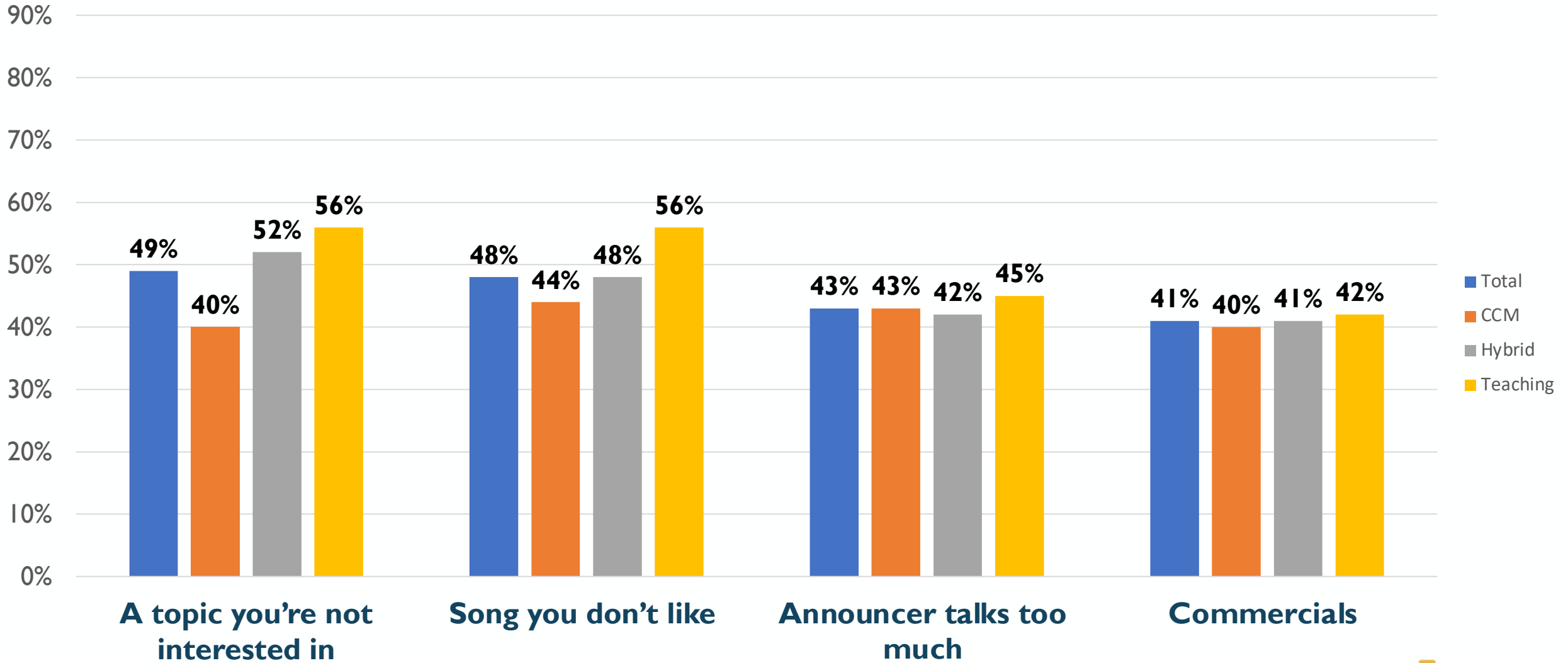
# A Story from a Listener



Chuck: Who else yells?  
Consensus from the group:  
“We don’t know.”



# Big Reasons to Leave



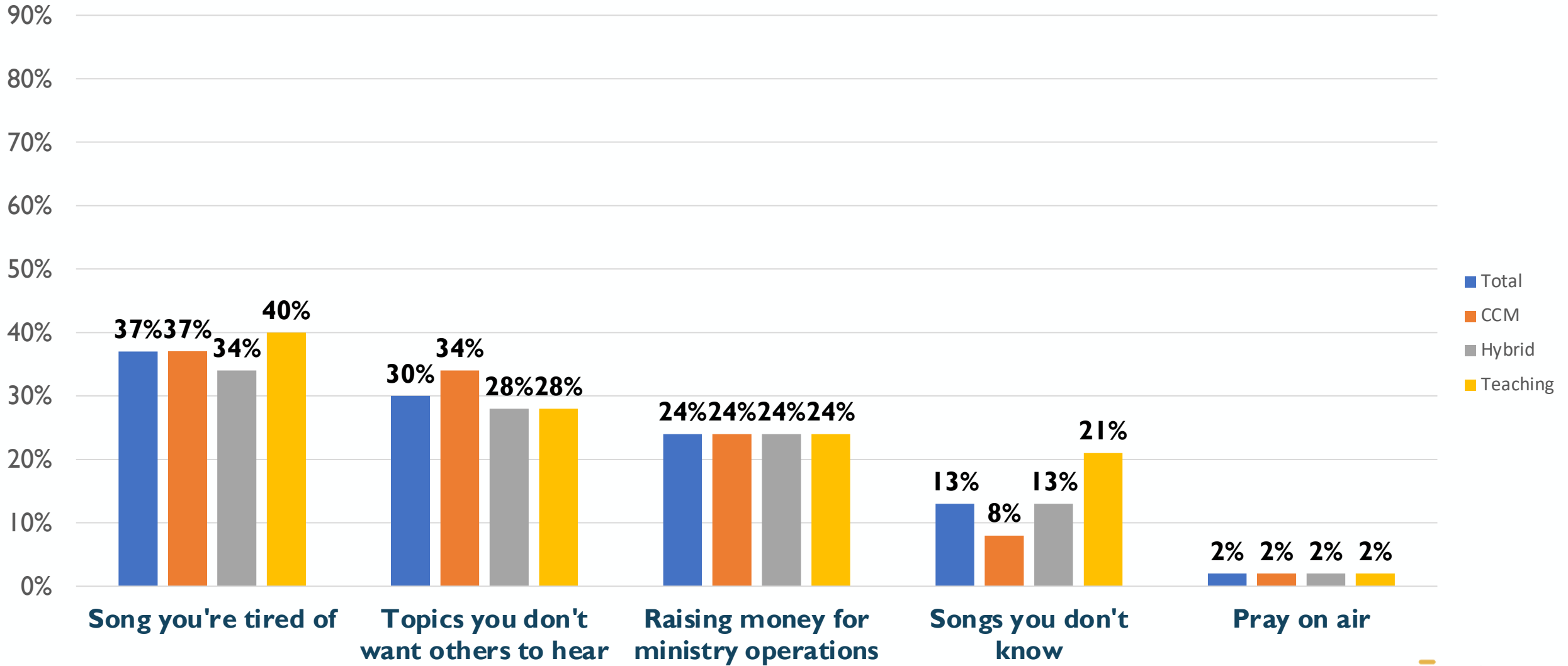


# Recipe for Leaving

- Talk too much
- In a negative, angry, judgmental tone
- About something she is not interested in.
- And then play a song she does not like.
- We can help you *not* do that.



# Lesser Reasons to Leave

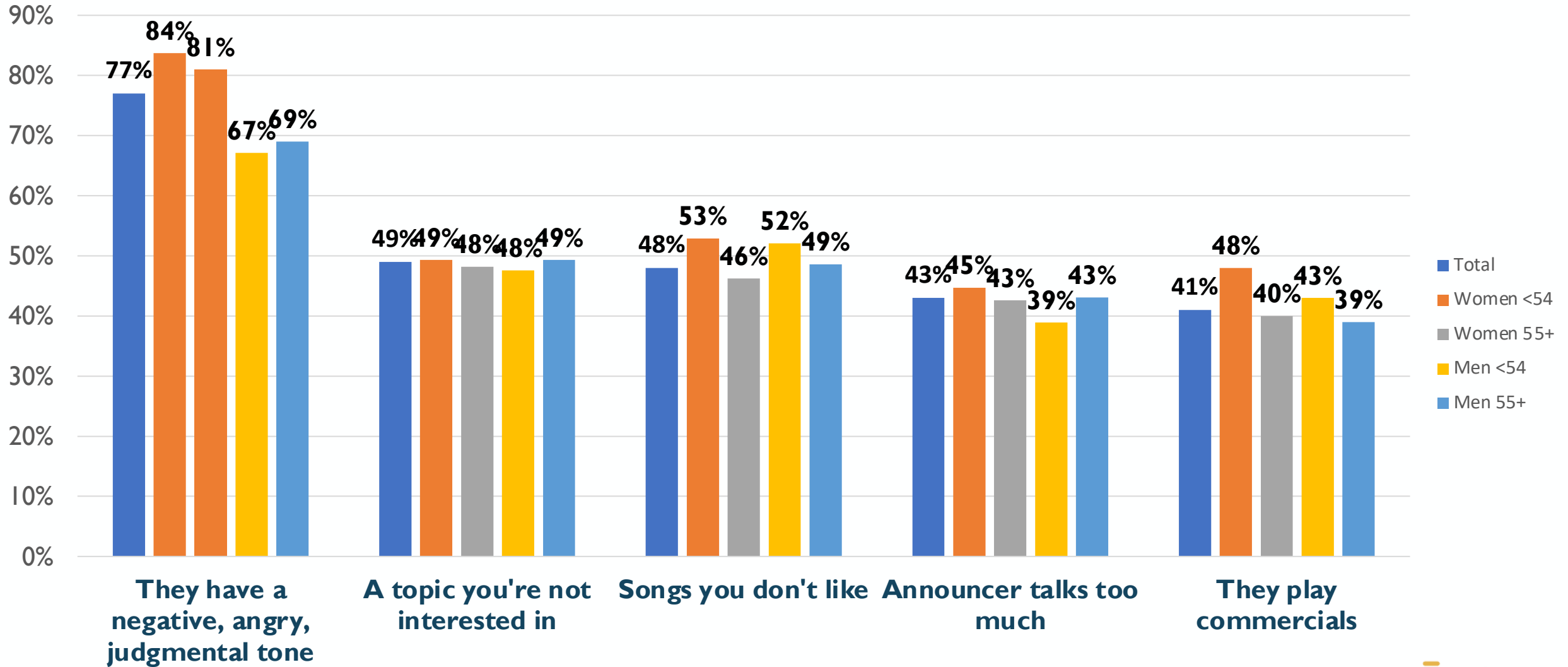




# Why did we ask about prayer?



# Biggest Tuneouts by Age and Gender



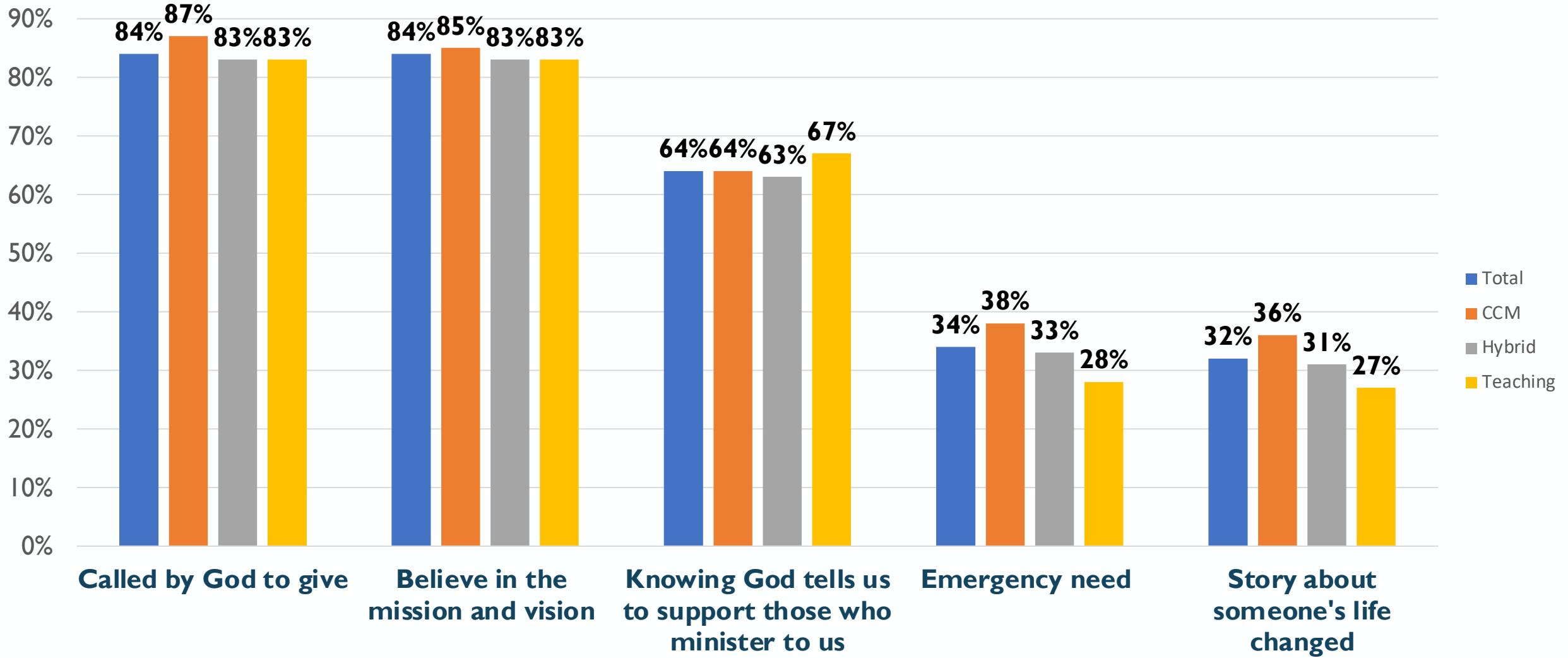


# Why Give

- 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?
- Asked of those who indicate they give
- Gave them nine possible reasons
- Percentages are those who answered “Very Important”

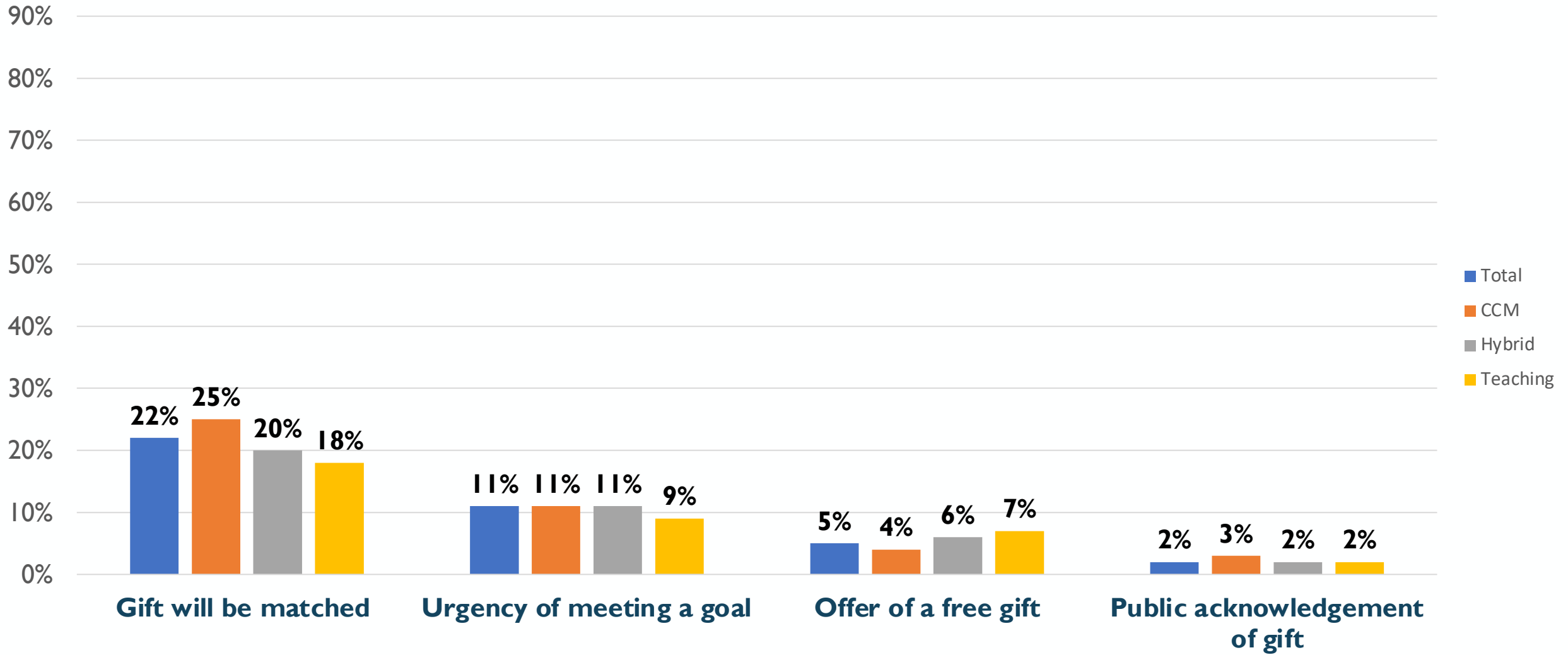


# Biggest Reasons to Give

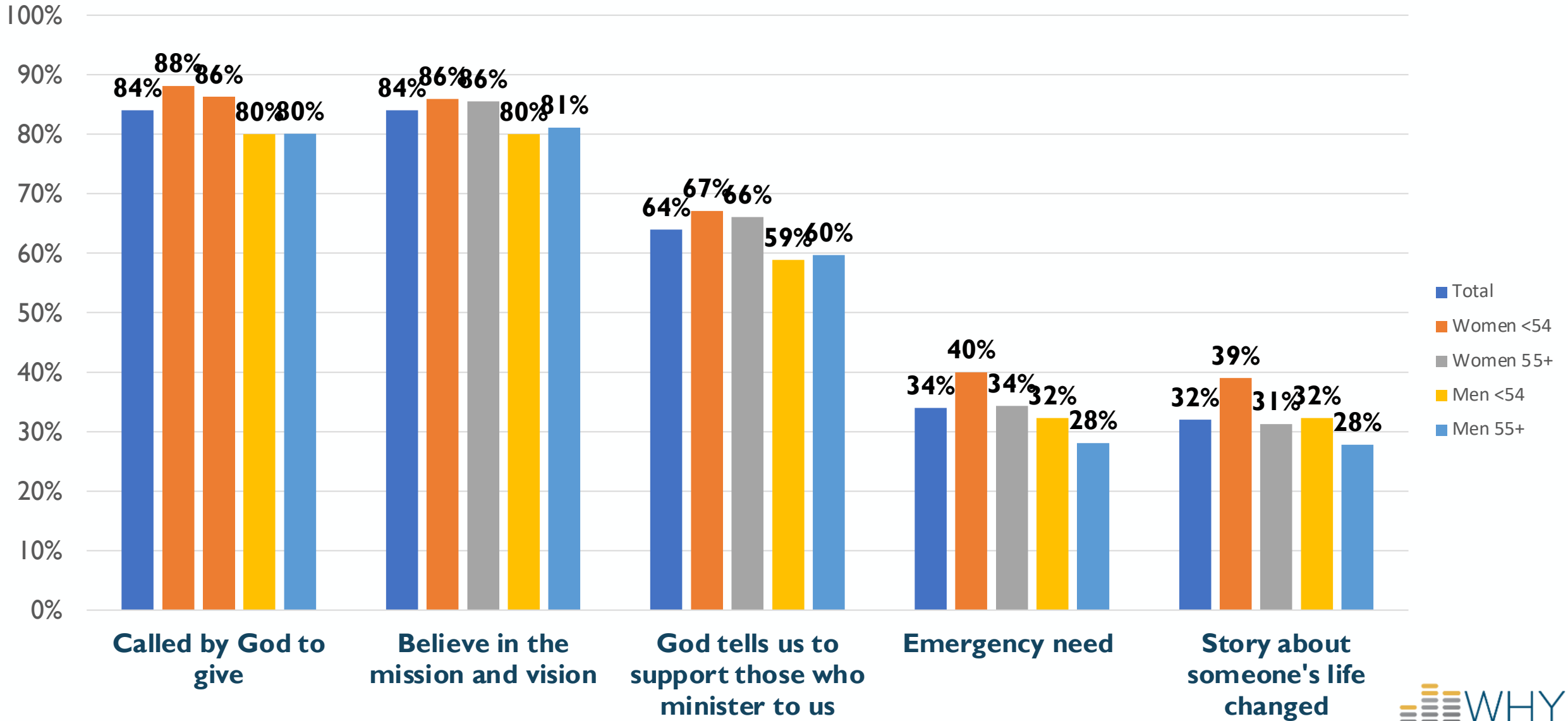




## Lesser Reasons to Give



# Biggest Reasons by Age and Gender





# Thank You

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- Please submit questions to: **[info@finneymedia.com](mailto:info@finneymedia.com)**
- To learn more, visit **[finneymedia.com](http://finneymedia.com)**





# Action Items Checklist

## FINNEY MEDIA WHY LISTEN? SURVEY® ACTION ITEMS FOR YOUR CCM LISTENER



## FINNEY MEDIA WHY LISTEN? SURVEY® ACTION ITEMS FOR YOUR TEACHING/HYBRID LISTENER



FROM **MANY DENOMINATIONS**; THEY WORSHIP WITH VARYING WAYS AND WORDS

LOVES **WORSHIPFUL MUSIC**; PLUS **BOLD, BITE-SIZE CHRISTIAN WISDOM**

FROM MANY DENOMINATIONS; THEY WORSHIP WITH VARYING WAYS AND WORDS

PREFERS CONISE, CONNECTIVE CHRISTIAN WISDOM PLUS WORSHIPFUL MUSIC

SEEKS **SPIRITUAL GROWTH**; STRUGGLES WITH WALKING THE WALK

**FAVORS YOU PASSIONATELY**; BUT LEAVES WHEN YOU'RE A YAWN

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LIFE SCREAMS ROLLERCOASTER RIDE; SHE ACHES FOR **WORD HUGS**

**GIVES** WHEN SHE "GETS" AND **LOVES YOUR MINISTRY**

ACHES FOR ENCOURAGEMENT, PEACE AND CALM; ALL FEELINGS, NOT ONLY WORDS

LOVES YOUR MINISTRY AND GIVES WHEN YOU COURAGEOUSLY SHARE GOD'S WORD

THINKS **CONTROVERSIAL TOPICS ARE CRUCIAL**; JUST NOT WHEN SHE'S LISTENING

WANTS YOU TO **BE LIKE JESUS**; TONE, MUSIC, SCRIPTURE

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