



2025
WHY
LISTEN?
 FINNEY MEDIA



Results Webinar Part I

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 June 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 the Formats

CCM Respondents: 5,470

Teaching Stations/Programs: 3,087

Hybrid (Teaching & Music): 2,953



A Spotlight on the Formats

- Invited by stations from their database of listeners
- Likely loyal superfans
- The Most Aware, Important PI 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.”

Demographics

Teaching Stations/ Programs

Mean Age: 64
Same as 2023

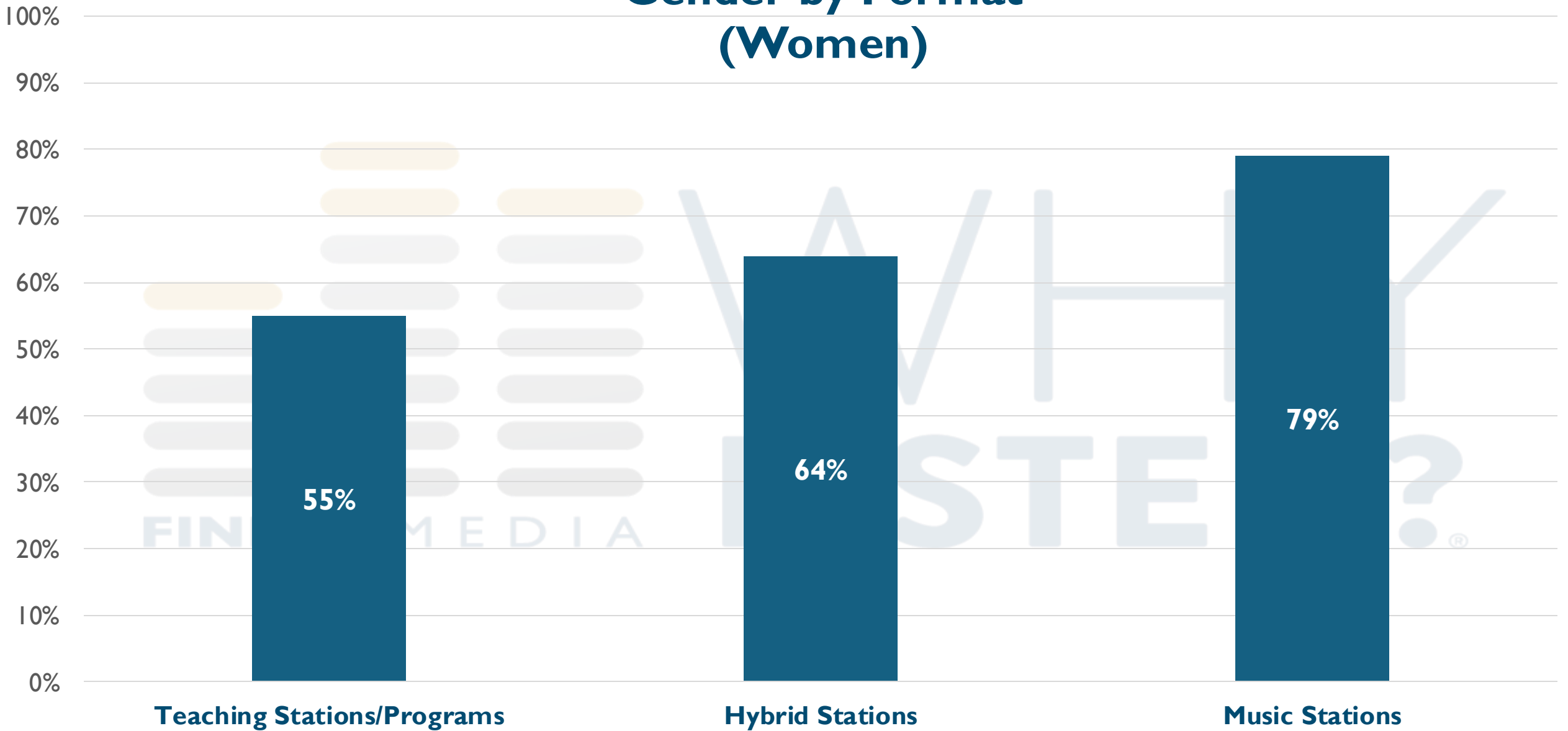
Hybrid Stations

Mean Age: 64
↑ Two Years
since 2023

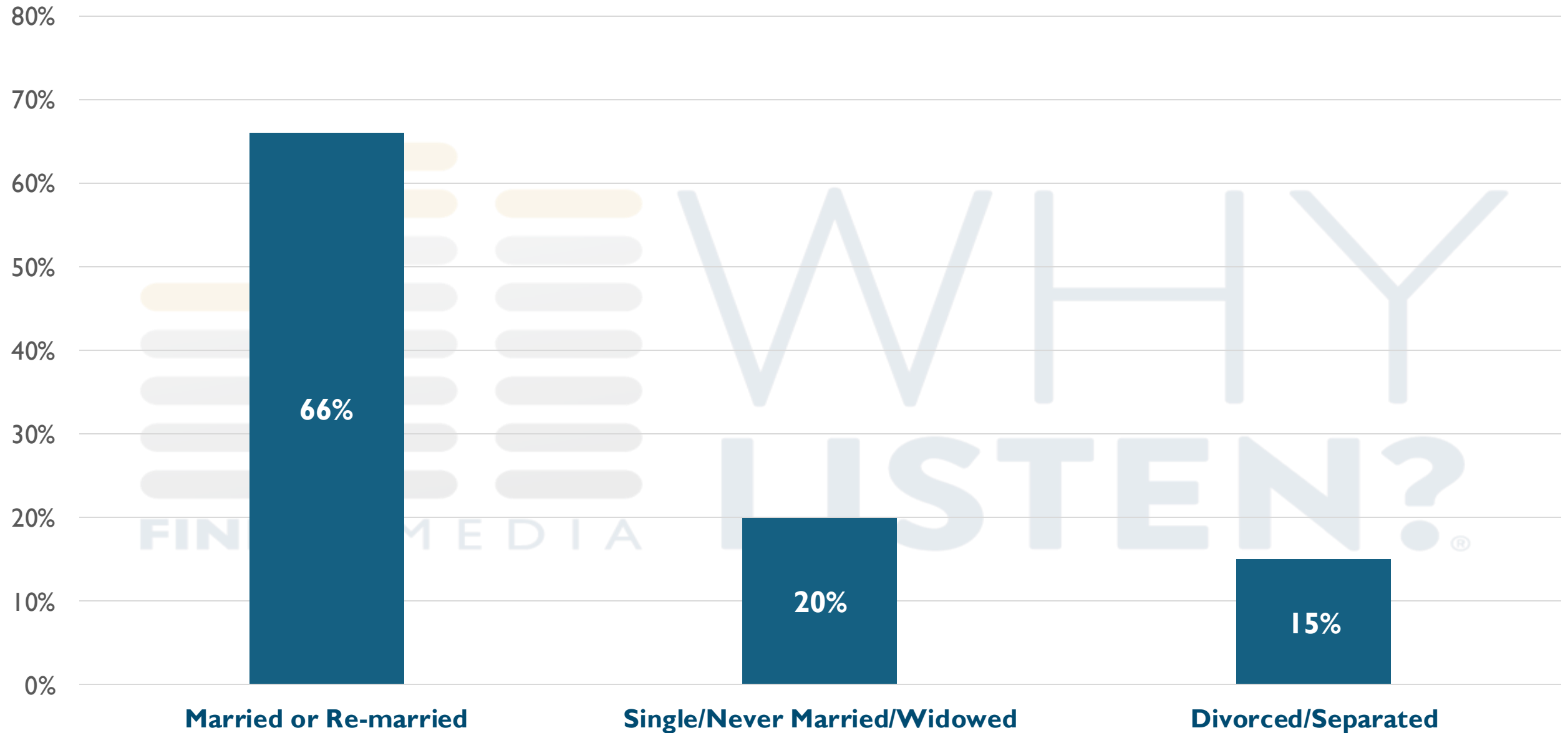
Music Stations

Mean Age: 59
↑ Two Years
since 2023

Gender by Format (Women)

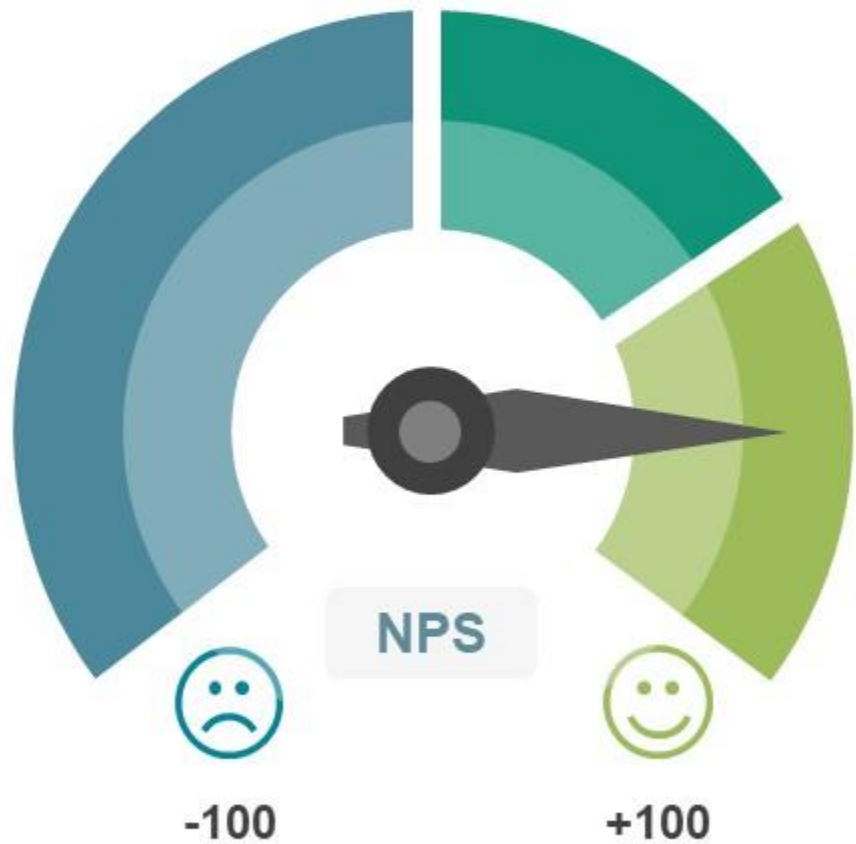


Marital Status (All Formats)



Over 1/3 not Currently Married!

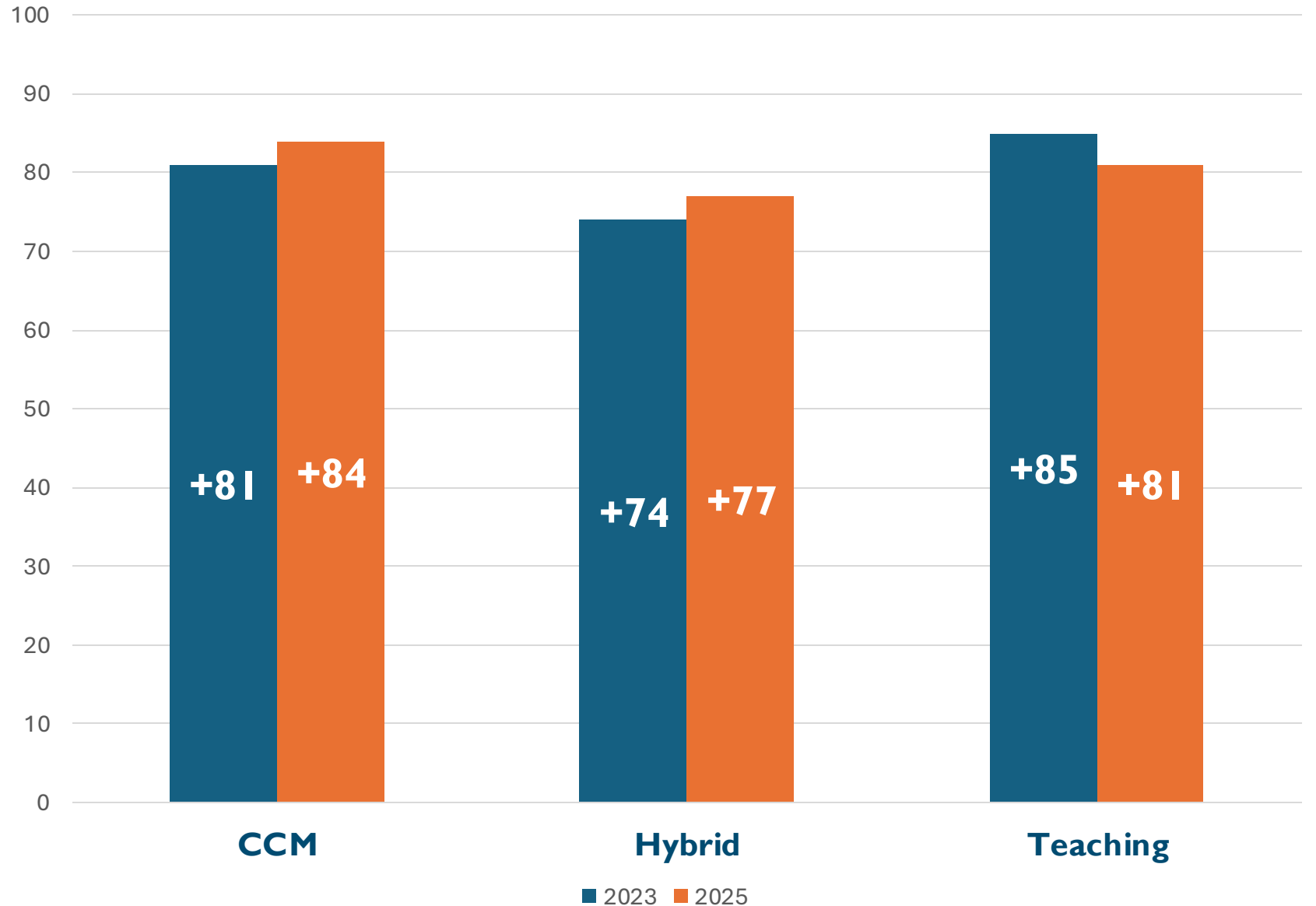
Net Promoter Score



She LOVES your Station!

Net Promoter Comparisons

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



From Your Listeners



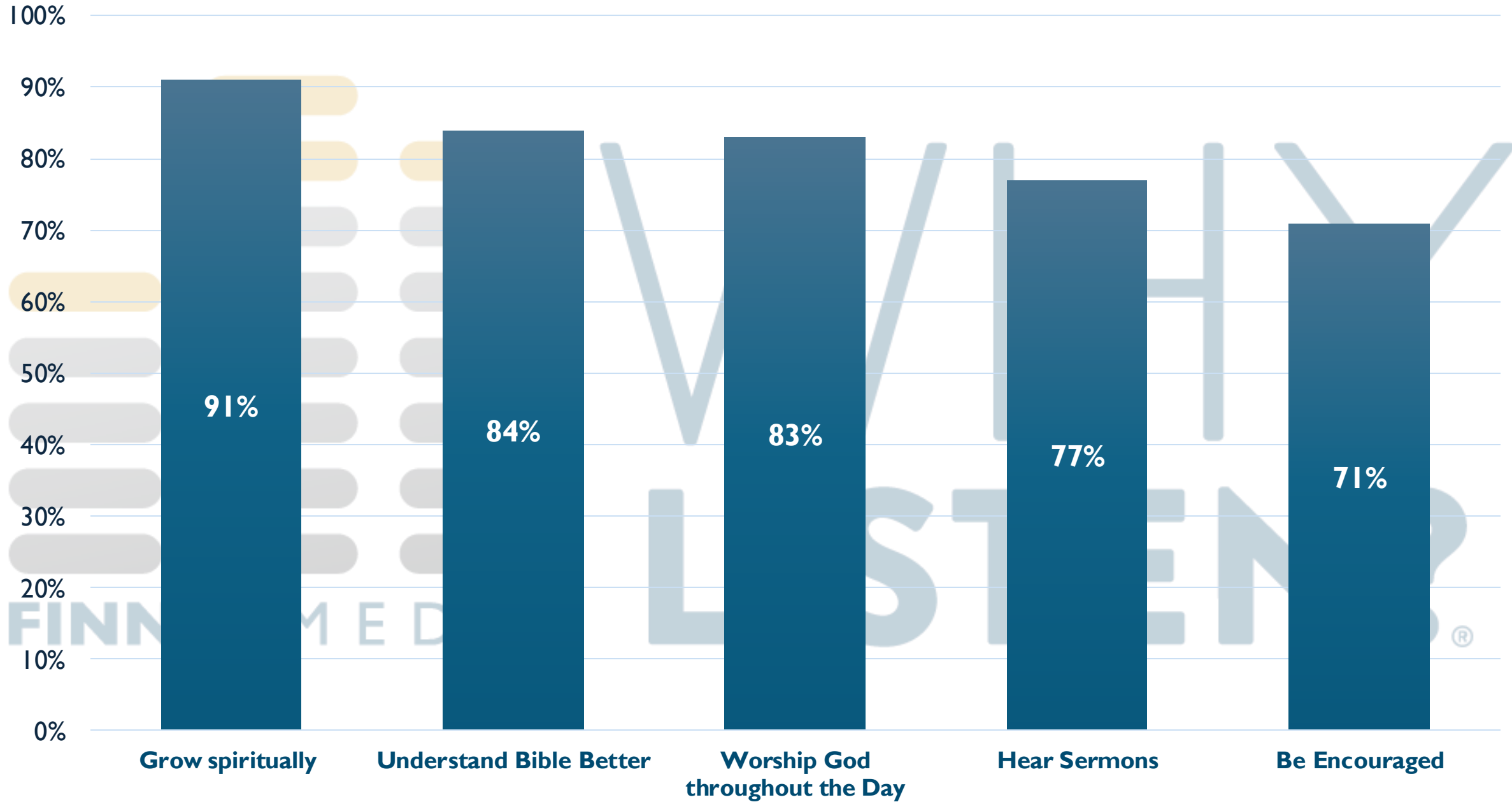
- “Love the station...
- ...love the announcers...
- ...love the music...
- ...and, most of all, love that we all love Jesus!”

From Your Listeners

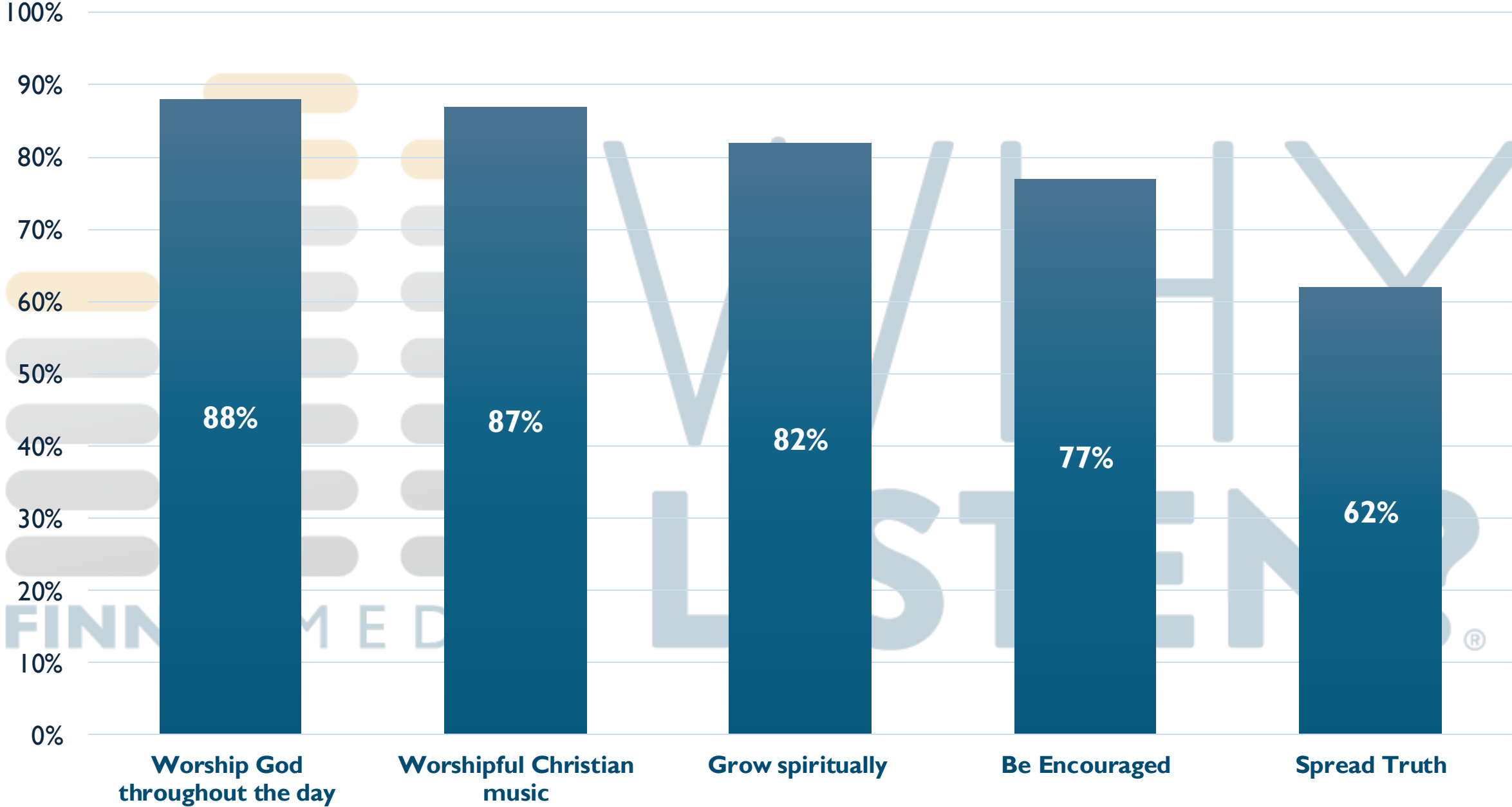


- “I have been listening since the late 1980s and love your station.
- It’s like family to me. I pray you **NEVER** go off the air!
- Please tell me this won’t happen.”

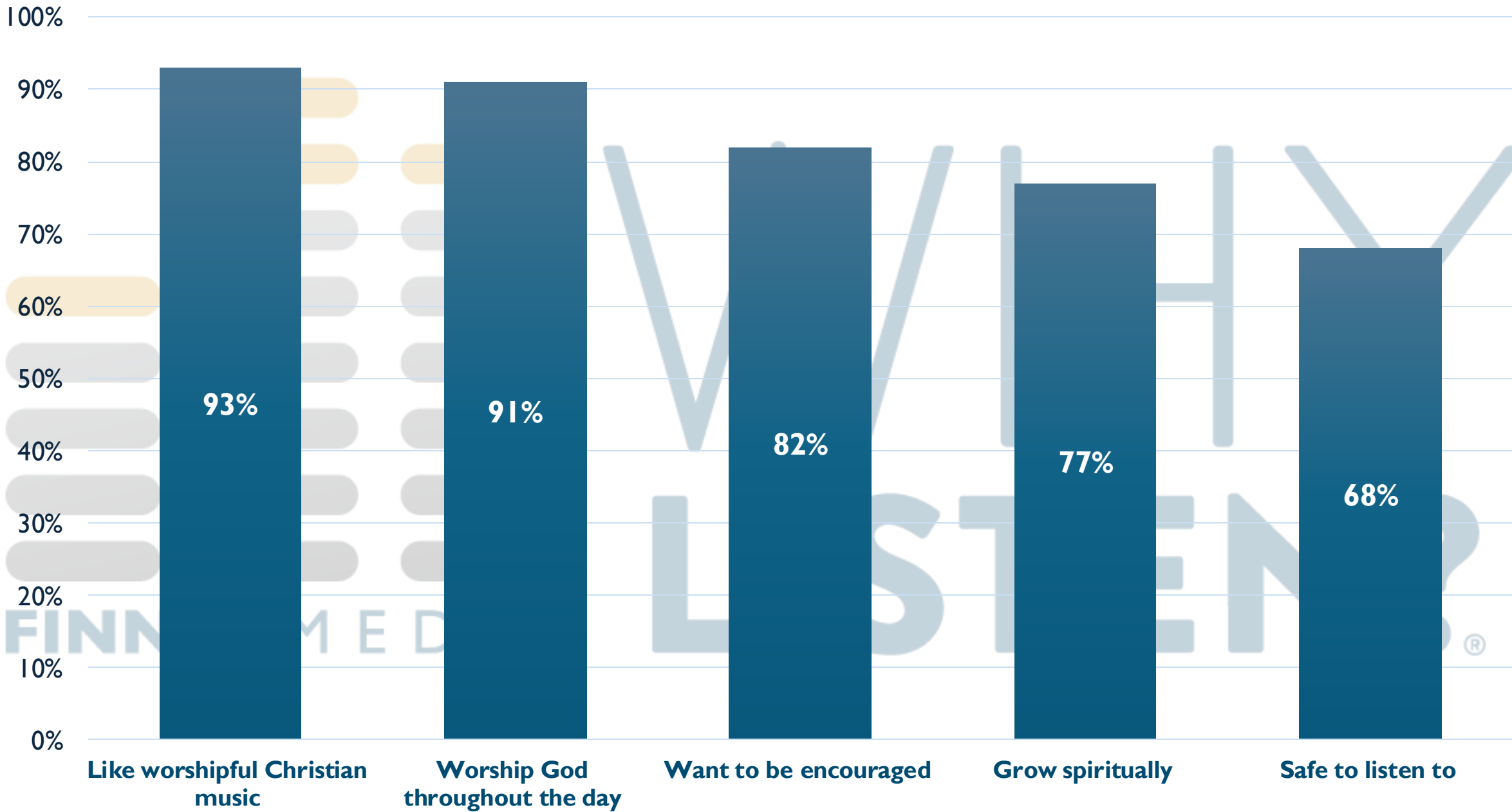
Why They Listen (Teaching Station/Programs)



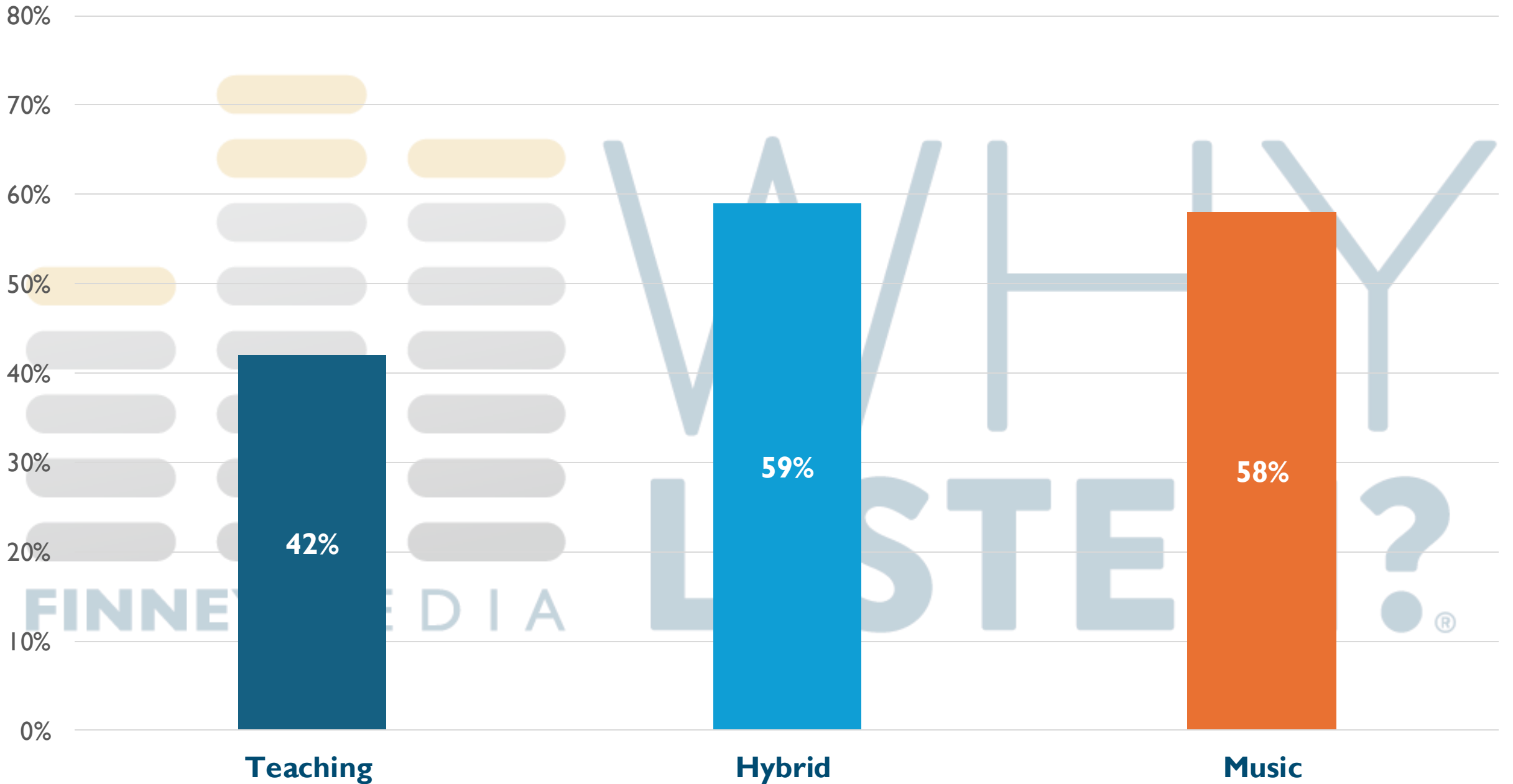
Why They Listen (Hybrid)



Why They Listen (CCM)



The Presentation is Calming

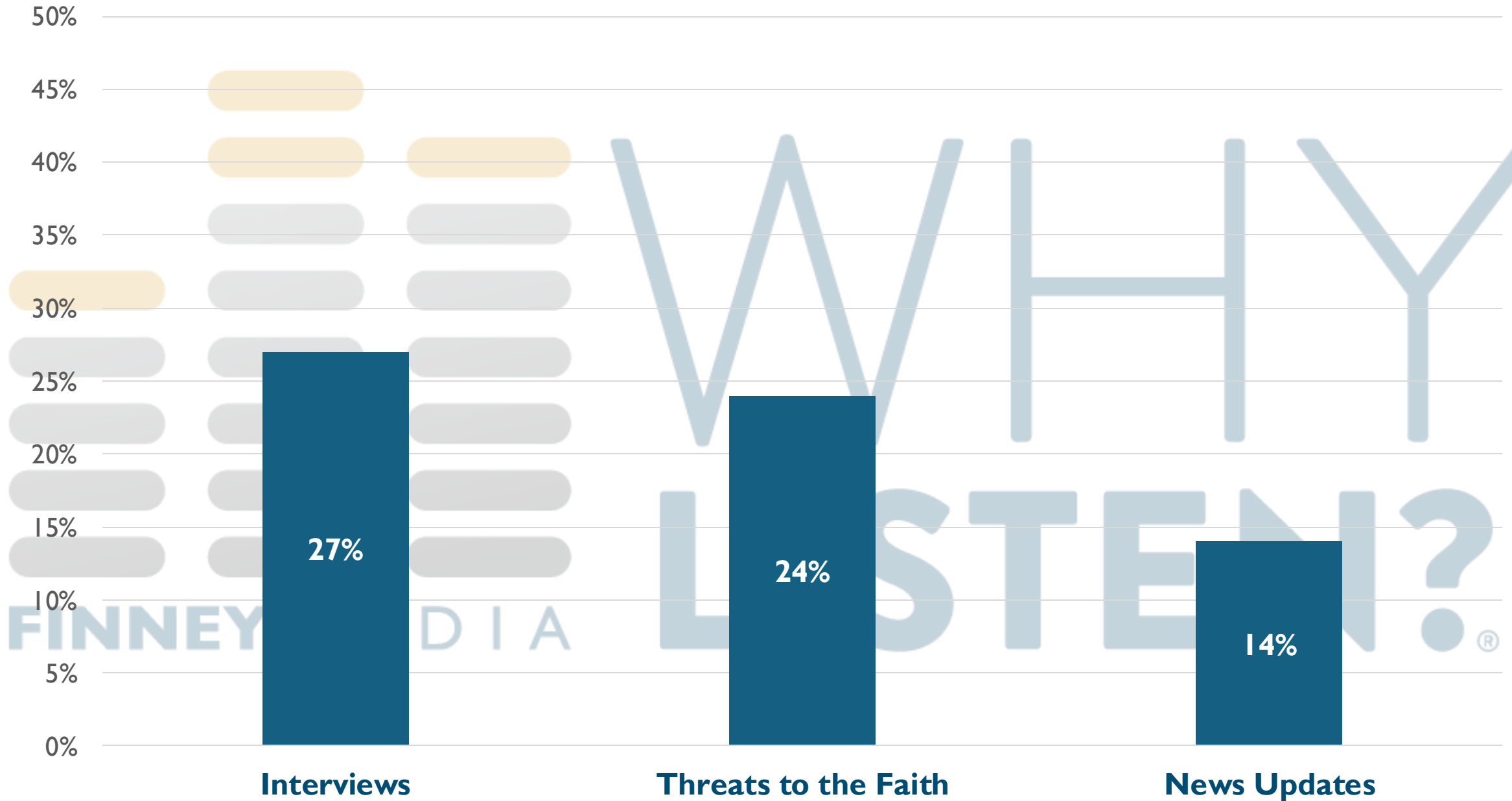


From Your Listeners

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



Not a Main Reason



For Teaching Superfans

- It's about **Spiritual Growth**
- Make it about **Jesus** and
- **Help her grow.**
- "**More good Bible preaching**
- **and less feel-good, how-does-that-make-you-feel programming"**



For Hybrid & Music 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.”

Coming Up in Part II

- Tuneouts
- Podcast Listening
- Motivations for Giving

REGISTER TODAY

Tuesday, September 16, 2025

Noon CT/1 PM ET



Get in Touch



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