



Radio Research Findings

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Growing Your Ministry

- Nothing Grows your Ministry
- Like Focusing on your Listener
- She Wants **Bold** Gospel Truth On Air
- But She Will Surprise You



Where is the Scripture?

A photograph of five diverse young women standing in a line, laughing and smiling. They are dressed in casual, contemporary clothing like t-shirts and jeans. The background is a plain, light-colored wall. The image has a semi-transparent dark overlay on the left side where the text is placed.

Surprise No. 1

- She wants BOLD Gospel Truth
- In a Different Form

A photograph of five diverse young women standing in a line, laughing and smiling. They are dressed in casual, contemporary clothing like t-shirts and jeans. The background is a plain, light-colored wall. The image has a semi-transparent dark overlay on the left side where the text is placed.

Surprise No. 2

- She wants BOLD Gospel Truth
- And Not Other Things

A photograph of five young women of diverse backgrounds laughing and talking together. They are standing in a line, with their arms around each other's shoulders. The woman on the far left has long brown hair and is wearing a striped shirt and blue jeans. The woman next to her has voluminous dark curly hair and is wearing an orange top and blue jeans. The woman in the middle has long dark hair and is wearing a dark green top and blue jeans. The woman next to her has blonde hair with pink highlights and is wearing a pink top and light blue jeans. The woman on the far right has dark hair styled in braids and is wearing a yellow top and blue jeans. The background is a plain, light-colored wall.

Surprise No. 3

- She wants BOLD Gospel Truth
- Snack-sized
- She won't wait through meandering

Why Listener Research?





How to Reach Your Listener

- You must deliver the Gospel
- But you have a choice
- Less Ministry Impact/Fewer Listeners
- Same Ministry/Same Listener
- More Ministry/More Listeners



It's a Decision



Where to Start

- That thing you already want to change
- That your listener wants you to change



Where to Find your Audience

- The people closest to us
- The people in email and on social media
- Are the most aware
- Most supportive
- But they are not your average listener
- Nor are we nor our staffs



The Power of the Ask

- The average listener is different
- They don't comment
- So, you won't know until you ASK

“We did Research”



Quality Research

- To really know
- You must ask average listeners
- Staff...No
- Board Members...No
 - They are important but not representative.
- Donors...YES!
- Listeners...YES!



“Research is
Expensive”

NOT doing research
was expensive!

ESPN



Research is Expensive

- If you're a big ministry
- With big ministry impact on the line
- YES!



Listener Research without breaking the Bank

- Listener Advisory Panels
- Can be done for less than \$5,000



Listener Research without breaking the Bank

- Online has drastically cut research costs
- Shorter Music Research – Less than 20 hooks
- Done more often
- Can be done for less than \$1,000 per month





Today's Takeaways

- Be Boldly Biblical
- Do research to better understand your average listener
- You (nor your staff) are your average listener
- The average listener will surprise you



What Your Listener Really Wants

- More Worshipful
- More Prayerful
- More God-stories
- And More Concise



Research is the Key

- It does not have to be expensive
- It is expensive NOT to do it

Thank You

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