



Know Your Audience Grow Your Audience

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Finney Media
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Your Listener Loves Your Station

- Your Listener loves your station or program
- “When the world is in chaos and confusion, I turn to (station) for truth!”
- “(Station) was the instrument God used to calm my brain after a brain injury in a car accident. I am still grateful.”
- “I especially enjoy David Jeremiah as he is Baptist and has a calm voice and teaches the Word.”



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





Hybrid and Teaching Focus

- Hybrid respondents: 2,953
- Teaching respondents: 3,087
- Invited by Stations/Programs from databases
- Likely loyal superfans

Demographics (Gender Split – Female)

Hybrid:

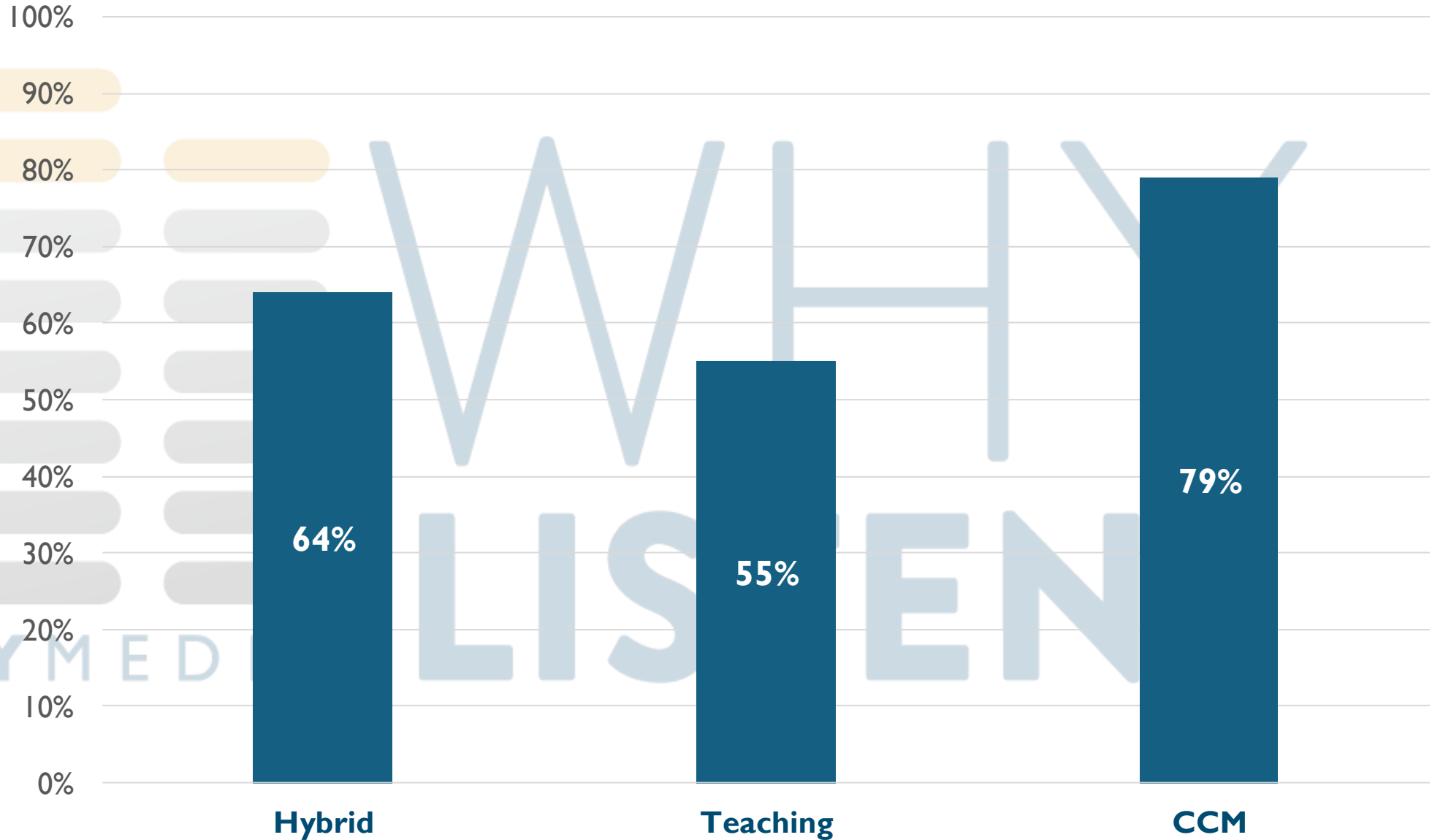
Mean Age: 64

↑ Two Years
since 2023

Teaching:

Mean Age: 64

Same as 2023

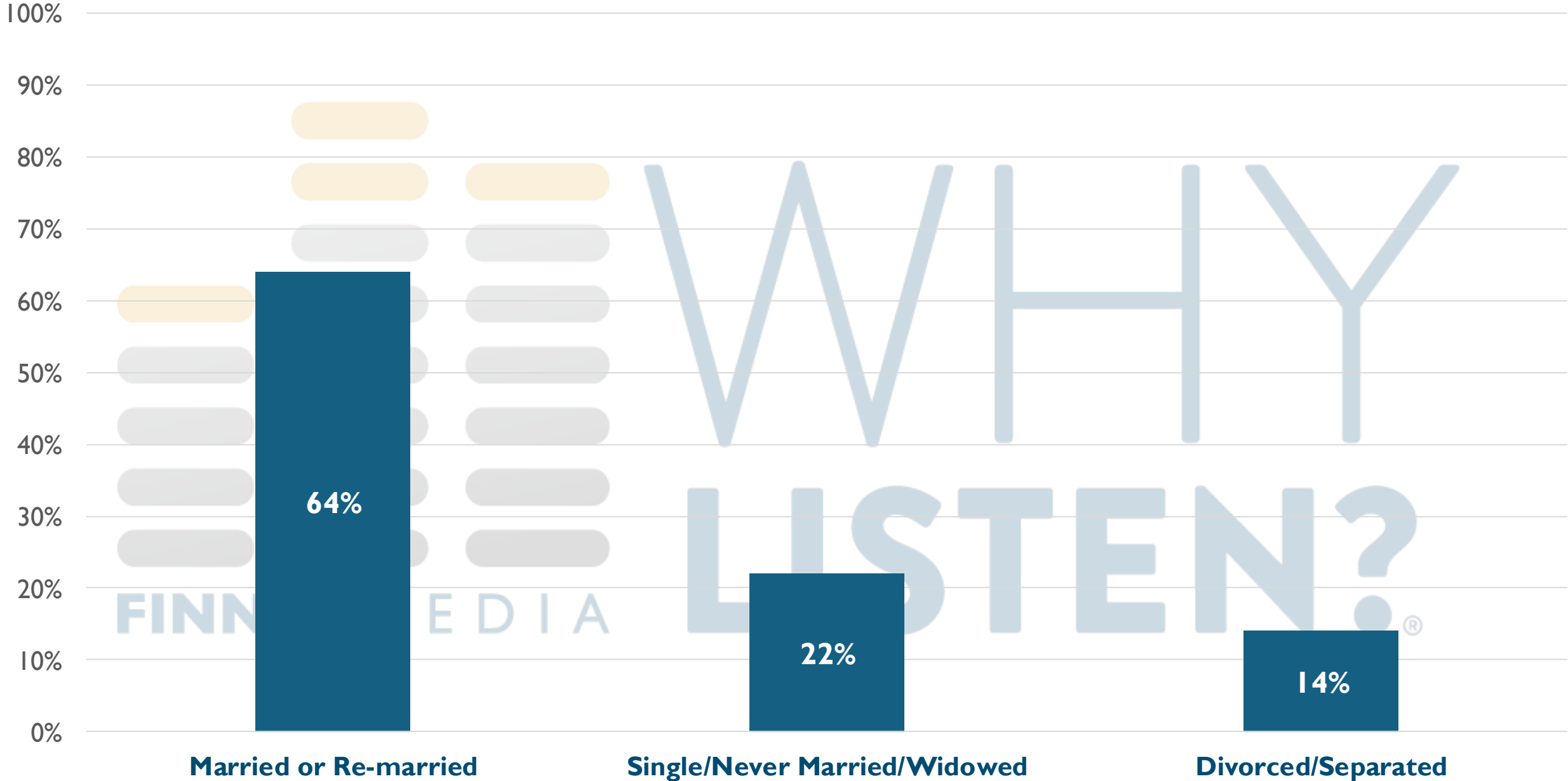




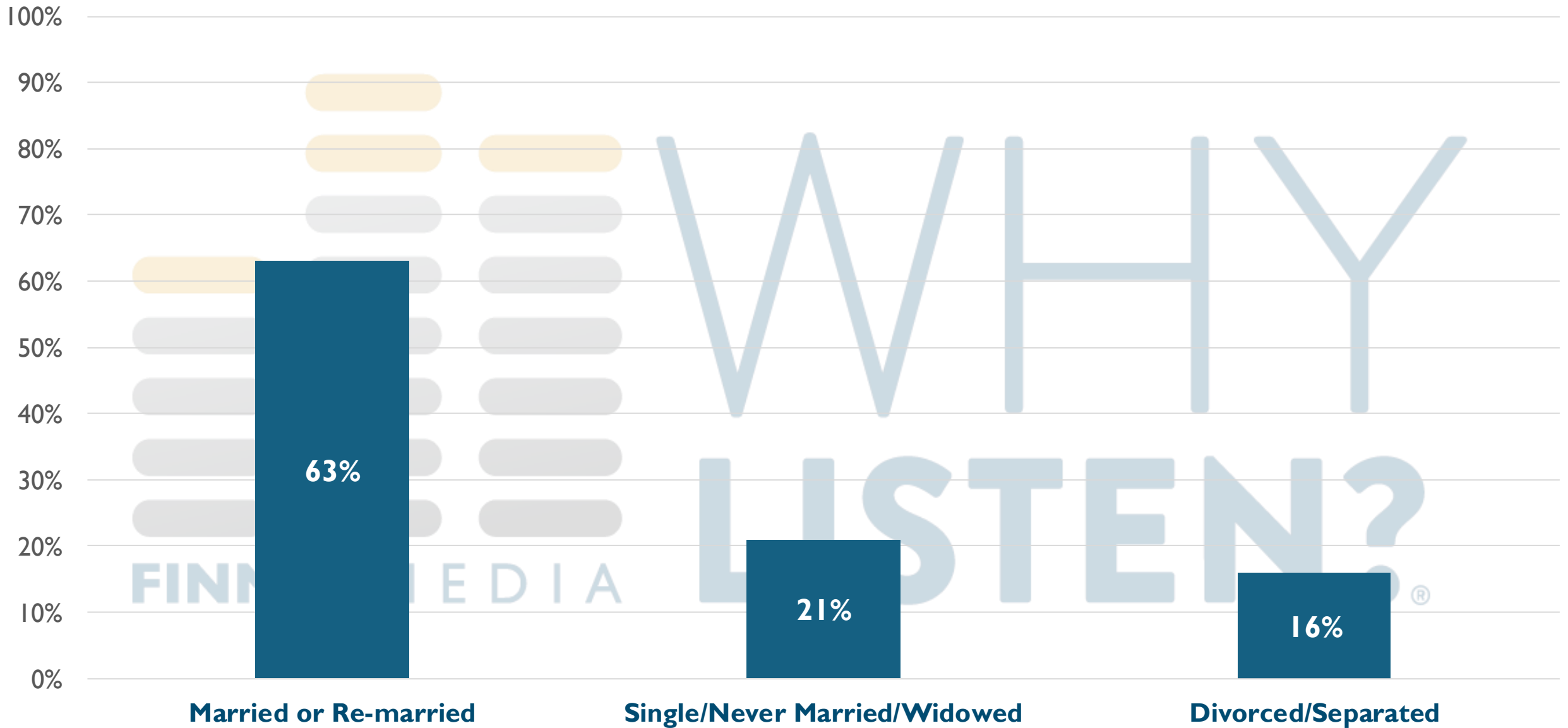
Tell a Friend

- “I just suggested your radio station
- To a relative who is distraught with anxiety for several reasons,
- Some of them understandable...
- She’s a believer but will benefit from the programming you offer.
- She listened to a program today & is encouraged!!!!?”

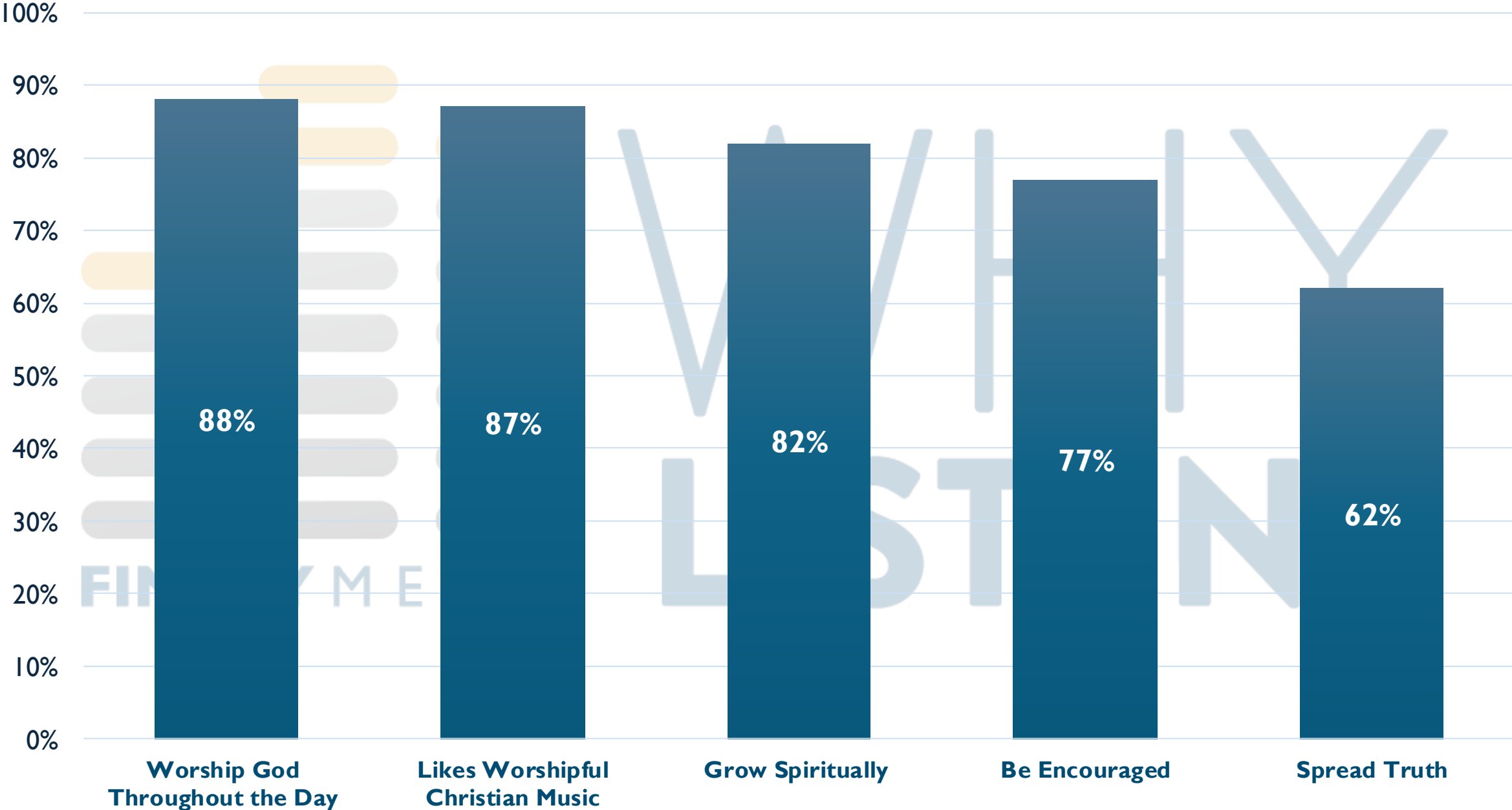
Demographics (Hybrid)



Demographics (Teaching)



Why She Listens (Hybrid)

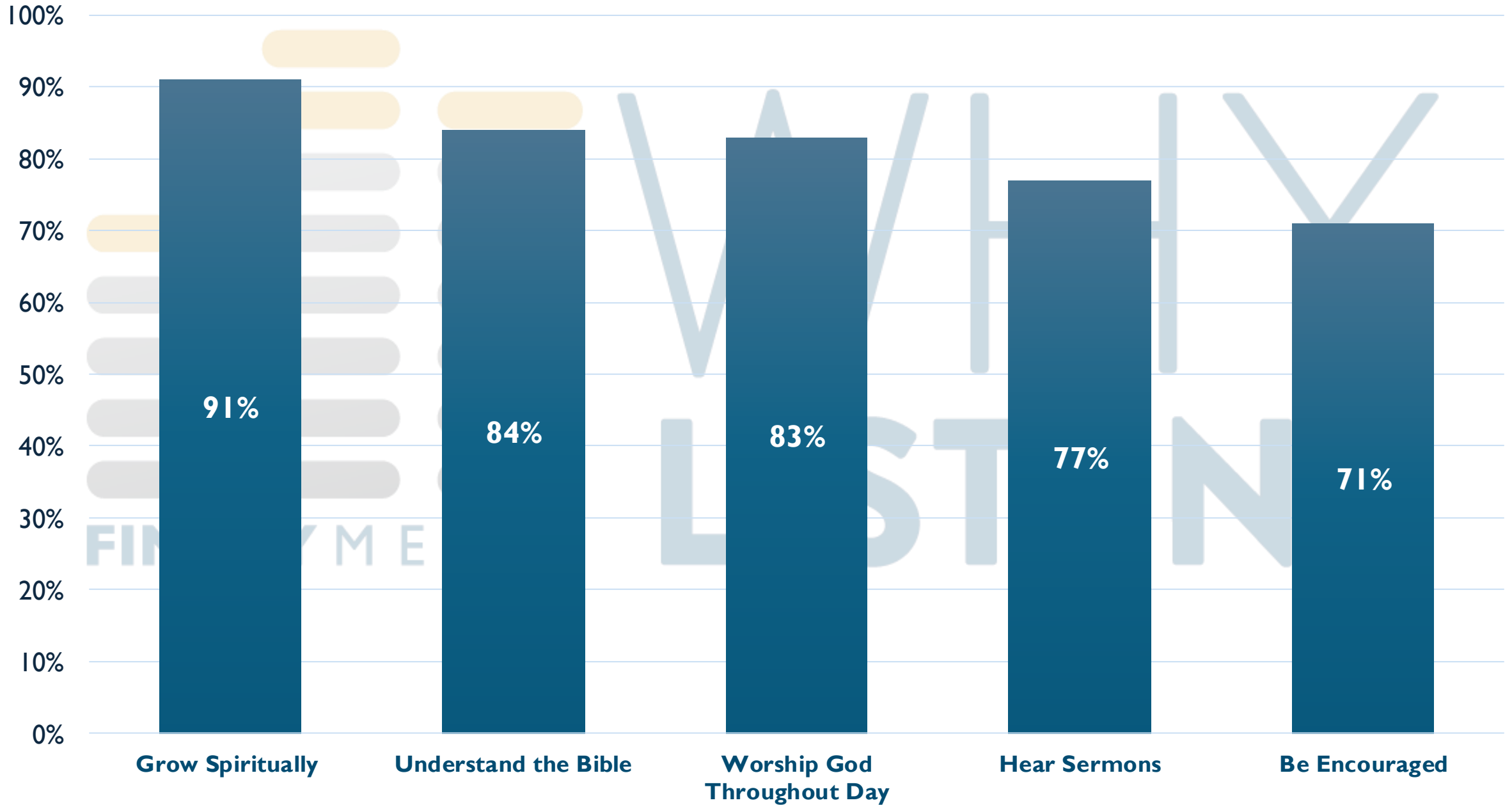




Hybrid Reasons

- Worship
- Spiritual Growth
- Encouragement

Why She Listens (Teaching)

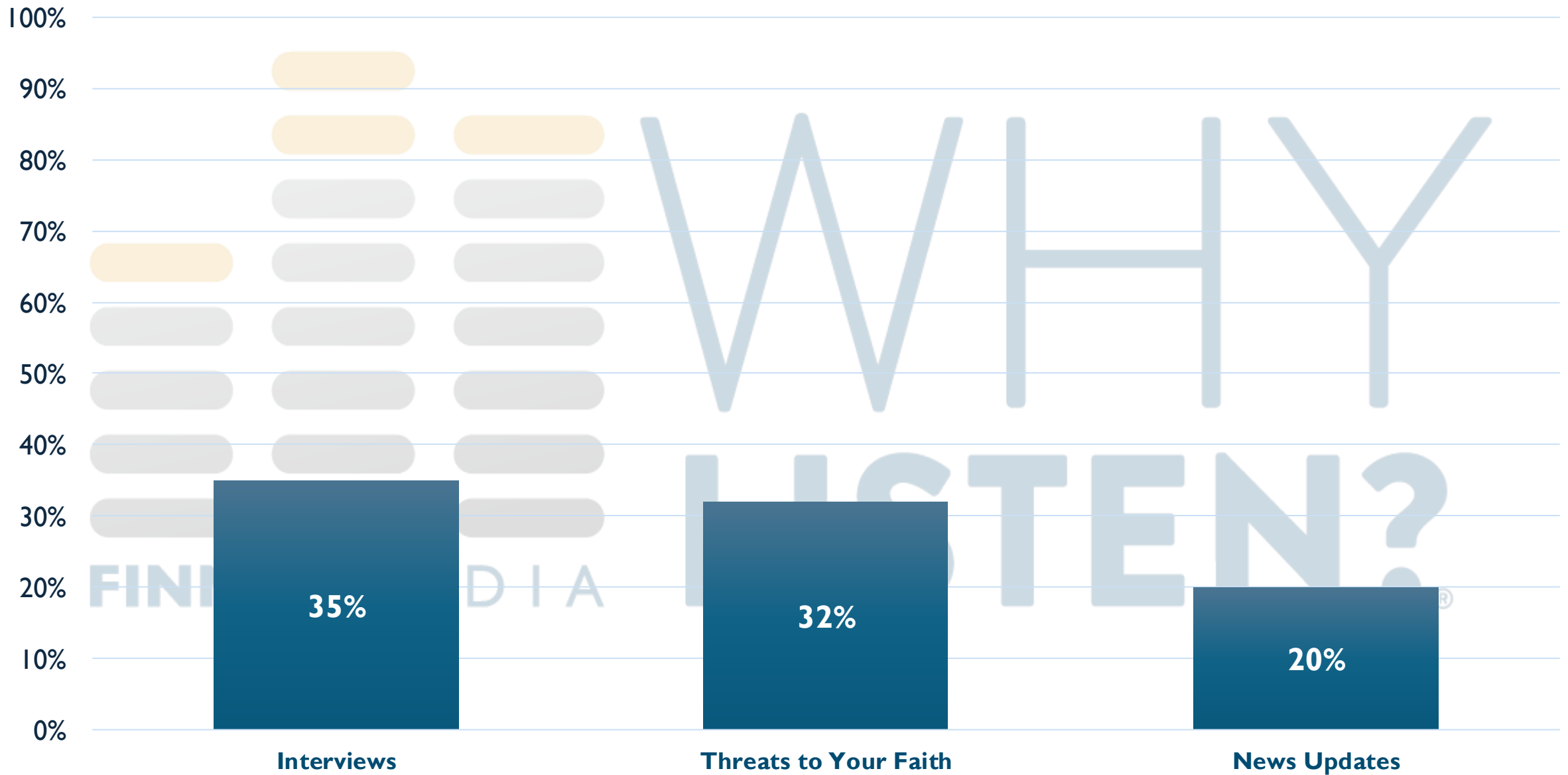




Teaching Reasons

- Spiritual Growth
- Worship
- Encouragement

Lowest Ranked Listening Reasons Hybrid and Teaching Averages



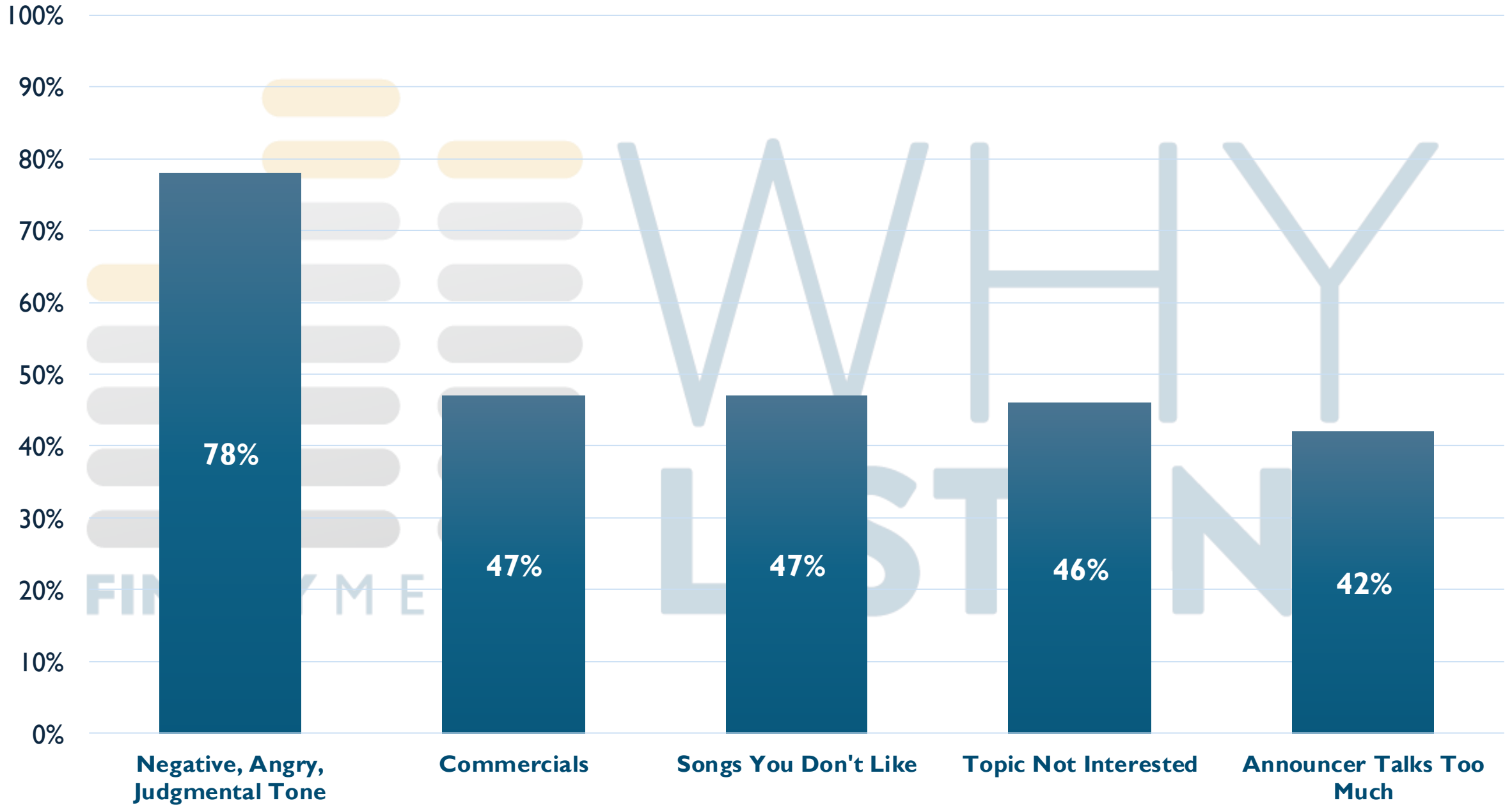


Real People, Real Challenges

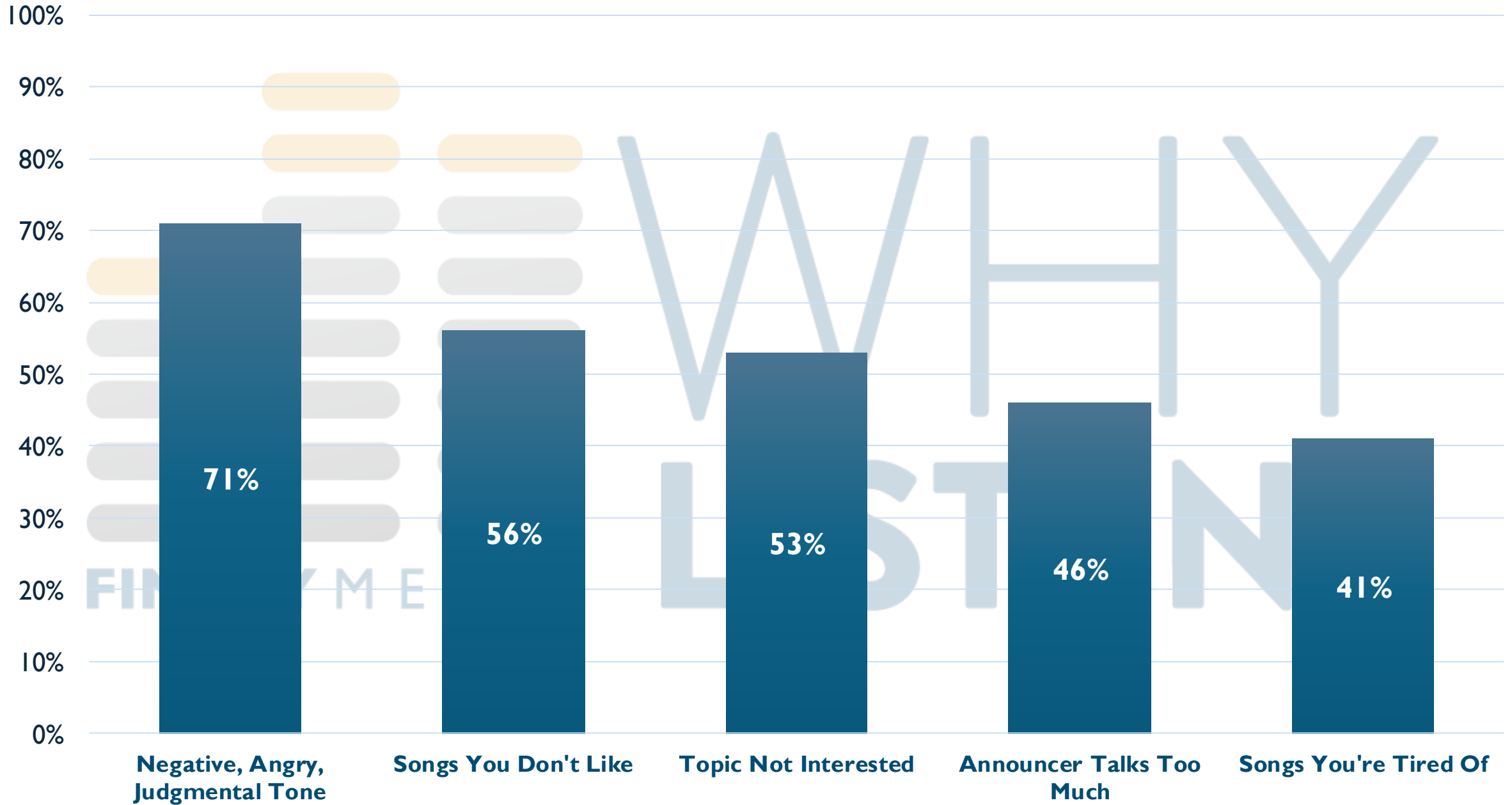
- Nine women 25-54.
 - Complicated marriages or no marriages.
 - Messy families.
- All nine had some ongoing physical pain.
- They're coming to us in the midst of...and sometimes because of...the pain.



Why She Leaves (Hybrid)



Why She Leaves (Teaching)







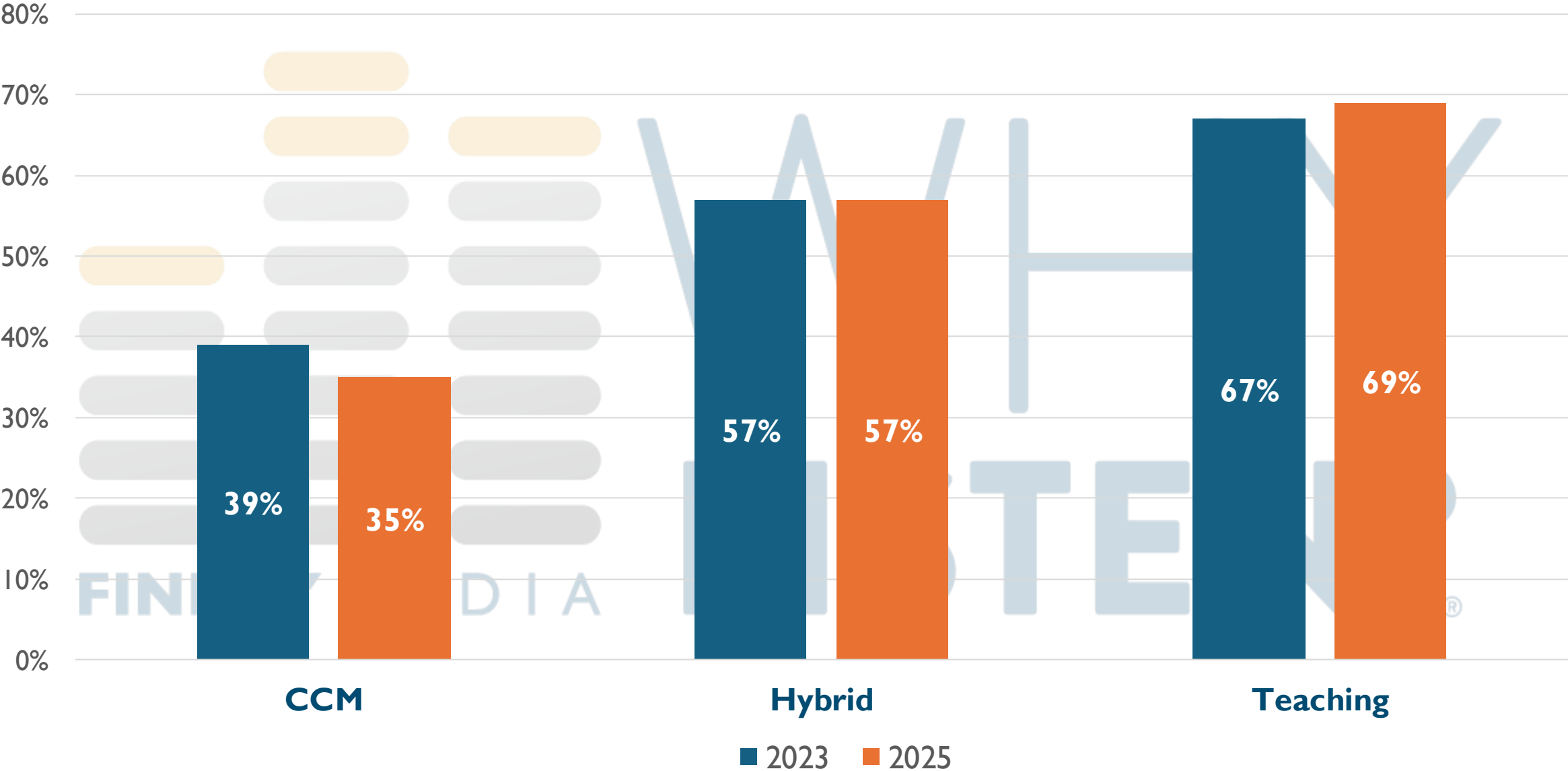
The Click It and Get It World

- “I just follow the socials, and I’ll find the (program) if I’m interested...”
- I kind of like where I don’t have to watch one...after another...
- It’s just clips on TikTok or YouTube, or just something I see on Instagram.”

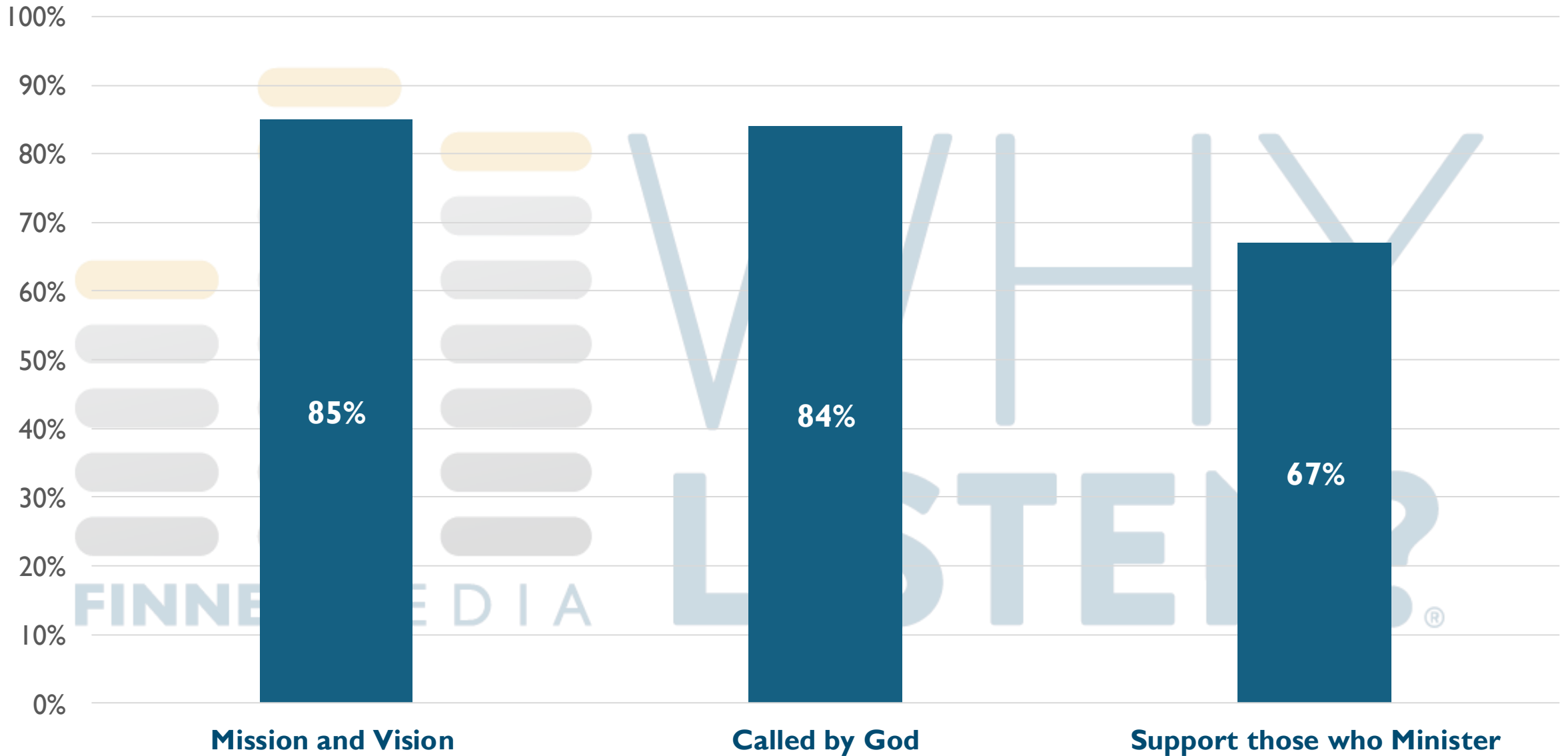
Late Night TV Hosts Grapple With Streaming Challenges - Variety

Podcast Usage

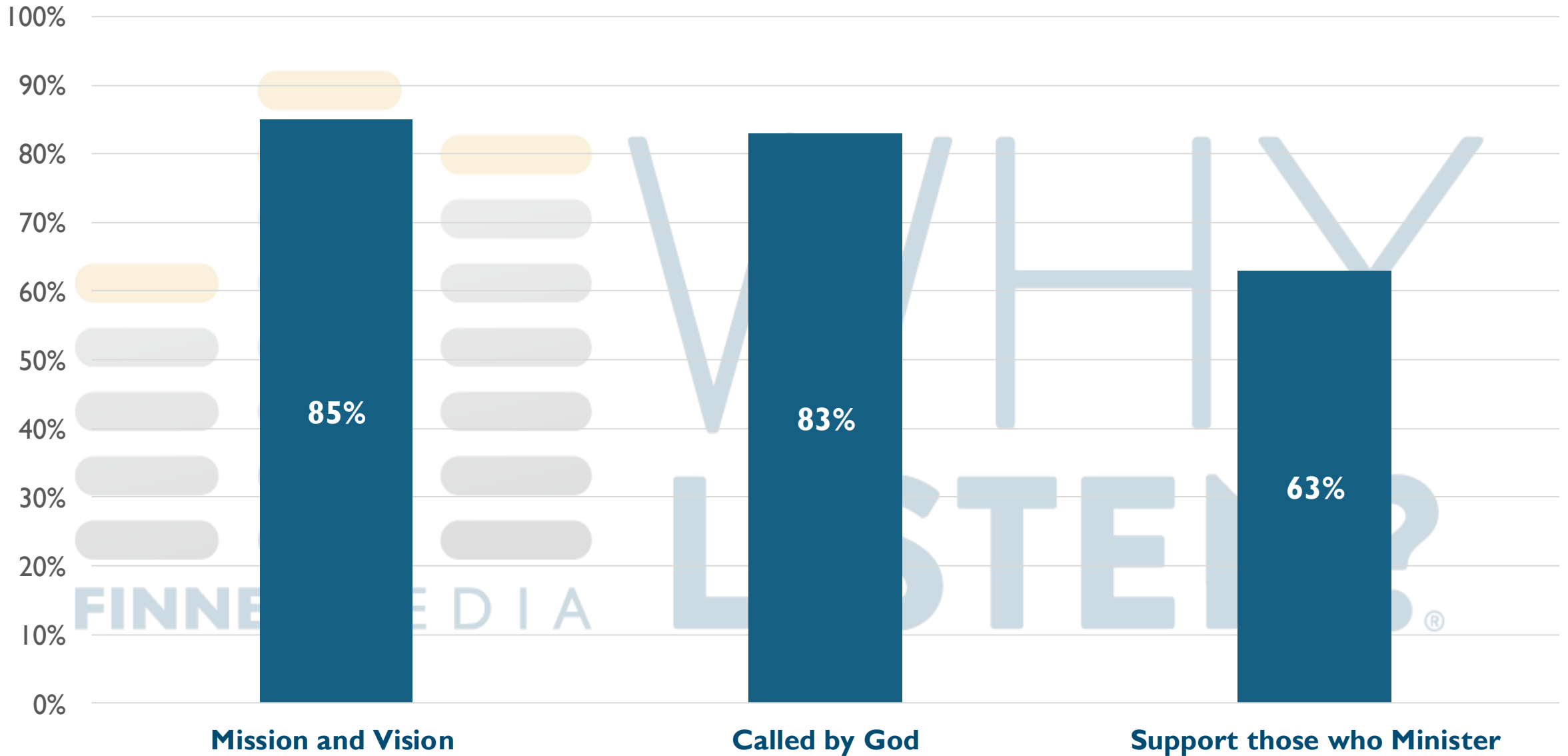
Heard at least one Christian podcast in the past week



Top Three Motivations for Giving (Hybrid)



Top Three Motivations for Giving (Teaching)





Action Points

- If you want them to keep coming back...
- Talk just enough
- With Spiritual Encouragement
- About something interesting to her
- And then play a song she loves.



Thank You



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