NET PROMOTER SCORE (NPS)
“On a scale of 0-10, would you recommend your station to a friend or colleague?”

CCM: 77
ROCK: 57
COUNTRY: 52
CHR: 50

NPS = [9+10] - [1+2+3+4+5+6]
[SCORES OF]

NET PROMOTER SCORE COMPARISON

CCM 77
ROCK 57
COUNTRY 52
CHR 50

BRAND PLATFORMS
Where listeners engage with music platforms on a weekly basis:

89% RADIO (1hr+/day)
47% HOME STATION STREAM
19% PANDORA
15% SIRIUSXM
13% SPOTIFY
10% iHEART

HOW DO YOU LISTEN?
66% of consumption is traditional radio; 32% is digital.

WHY DO YOU LISTEN?
It's about music, faith, and emotional support.

1. IT'S THE MUSIC I LIKE/LOVE
2. FOR ENCOURAGEMENT
3. TO BE INSPIRED
4. EASIEST TO LISTEN IN CAR
5. TO GROW MY FAITH [TIE]

PODCASTS
Of those who listen to podcasts monthly or more:

69% PREFER FAITH-BASED TOPICS

SOCIAL
*Based on weekly usage

73% Facebook
27% Instagram
22% Twitter
12% LinkedIn
12% Pinterest
11% Snapchat

MUSIC DISCOVERY
When asked their primary source:

AM/FM Radio (51%)
Church Groups (4%)
Friends/Relatives (8%)
Spotify (4%)
Facebook (6%)
Pandora (3%)
YouTube/YouTube Music (5%)
Christian Video Channels (3%)

MEDIA USAGE PYRAMID
Big picture findings of the overall Techsurvey:

HD Radio (8%)
Smartwatch (13%)
Satellite Radio (15%) - (paid & trial users)
Connected Car (21%)
MP3 Player (22%)
Smart Speakers (23%)
Podcasts (26%)
Smart TV (48%)
Streaming Audio (62%)
Radio/Music Apps (64%)
Connect Phone to Car (65%)
Tablet (65%)
Streaming Video (67%)
Social Media (87%)
TV/Video (87%)
AM/FM Radio (89%)
Smartphone (92%)
Text (96%)

To register for Techsurvey 2020 please email info@cmbonline.org.