

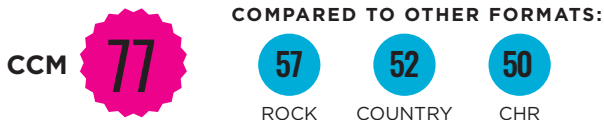
# JACOBS MEDIA CMB TECHSURVEY 2019

THIS SURVEY REPRESENTS A TOTAL OF 8,556 CHRISTIAN MUSIC RADIO LISTENERS, AND WAS FIELDIED IN THE SUMMER OF 2019. - PRESENTED BY PAUL JACOBS -



## NET PROMOTER SCORE (NPS)

"On a scale of 0-10, would you recommend your station to a friend or colleague?"

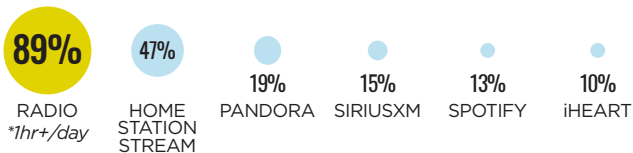


$$NPS = [9+10] - [1+2+3+4+5+6]$$

[SCORES OF]

## BRAND PLATFORMS

Where listeners engage with music platforms on a weekly basis:



## 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.

- IT'S THE MUSIC I LIKE/LOVE
- FOR ENCOURAGEMENT
- TO BE INSPIRED
- EASIEST TO LISTEN IN CAR
- TO GROW MY FAITH **[TIE]**

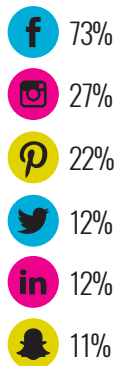
## PODCASTS

Of those who listen to podcasts monthly or more:



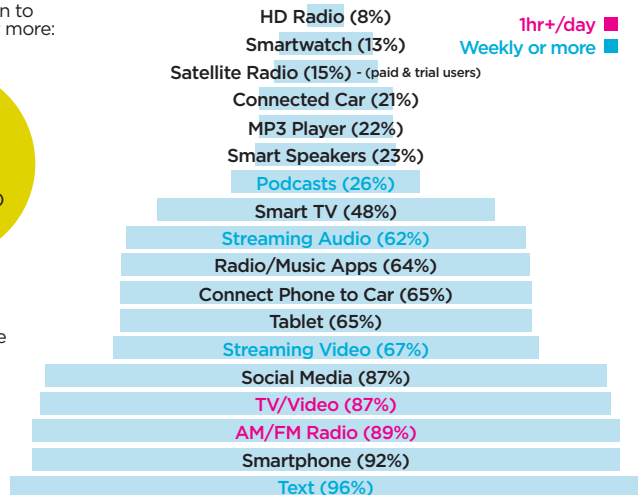
## SOCIAL

\*Based on weekly usage



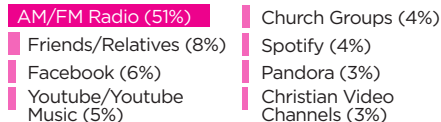
## MEDIA USAGE PYRAMID

Big picture findings of the overall Techsurvey:



## MUSIC DISCOVERY

When asked their primary source:



To register for Techsurvey 2020 please email [info@cmbonline.org](mailto:info@cmbonline.org)