

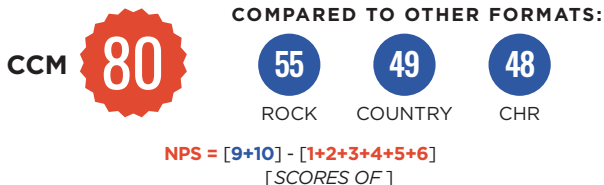
JACOBS MEDIA CMB TECHSURVEY 2020

THIS SURVEY REPRESENTS A TOTAL OF 6,078 CHRISTIAN MUSIC RADIO LISTENERS, AND WAS FIELDIED IN THE SUMMER OF 2020. - PRESENTED BY PAUL JACOBS -



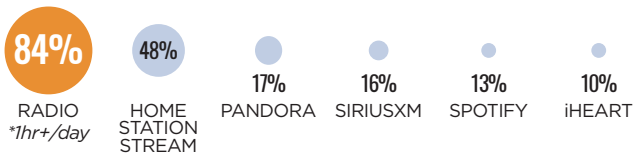
NET PROMOTER SCORE (NPS)

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



BRAND PLATFORMS

Where listeners engage with music platforms on a weekly basis:



HOW DO YOU LISTEN?

63% of consumption is traditional radio; 35% is digital.

TRADITIONAL AM/FM

DIGITAL

OTHER

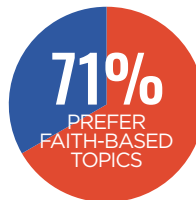
WHY DO YOU LISTEN?

It's about music, faith, and emotional support.

- IT'S THE MUSIC I LIKE/LOVE
- FOR ENCOURAGEMENT
- TO BE INSPIRED
- TO GROW MY FAITH
- IT'S SAFE FOR THE WHOLE FAMILY

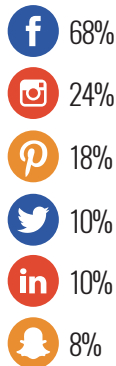
PODCASTS

Of those who listen to podcasts monthly or more:



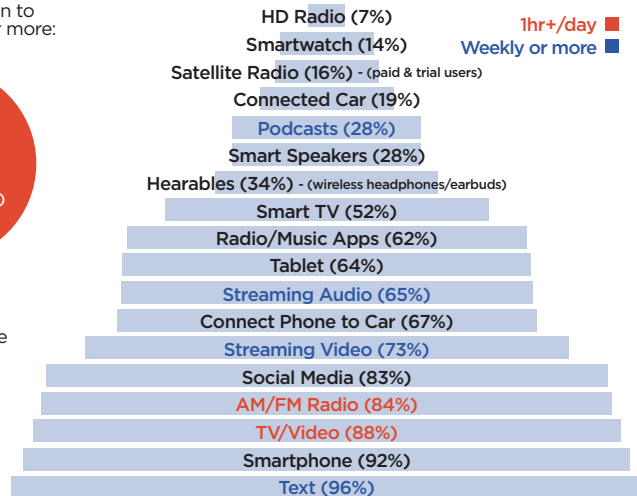
SOCIAL

*Based on weekly usage



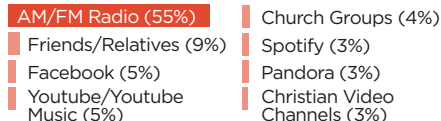
MEDIA USAGE PYRAMID

Big picture findings of the overall Techsurvey:



MUSIC DISCOVERY

When asked their primary source:



For more info, contact info@cmbonline.org