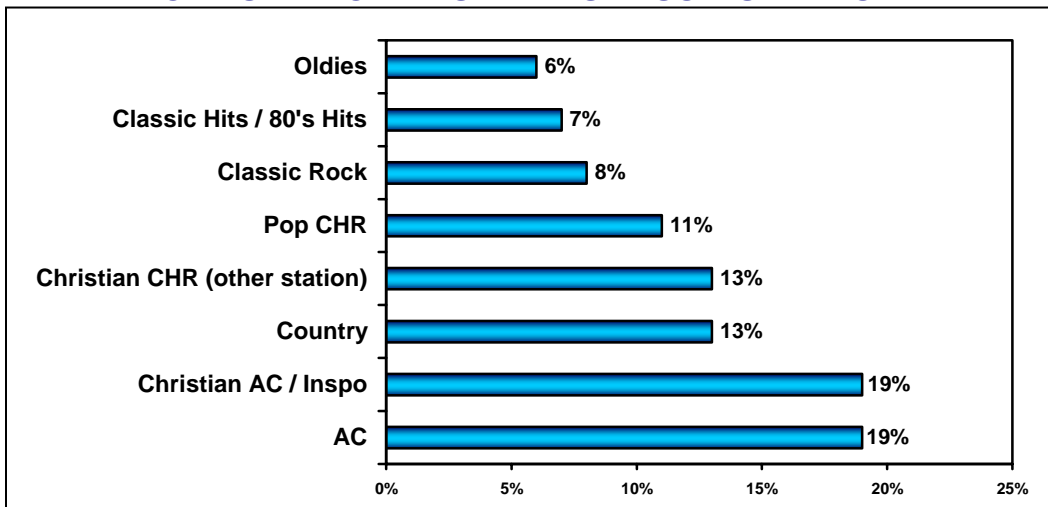


CHRISTIAN CHR FORMAT STUDY

Part I: The Christian CHR Listener

Paragon Media Strategies, in conjunction with Goodratings Strategic Services, conducted an online survey of 605 Christian CHR listeners (37% male / 63% female) November 10th – 21st, 2005. This study explores who the Christian CHR listener is, why they listen to Christian radio and what other formats they listen to and like. This is the first part of a five part series that summarizes the results of the study.

CHRISTIAN CHR LISTENERS ALSO LISTEN TO...

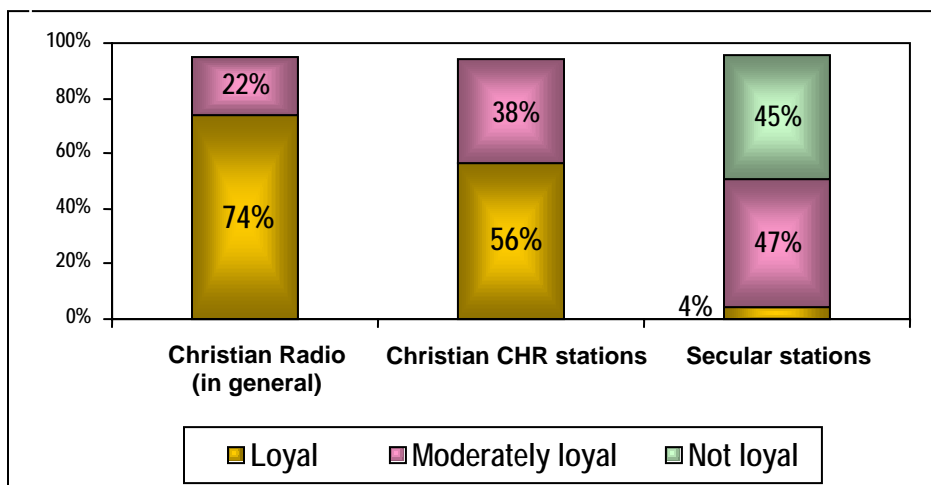


Charts provided represent top-line data only. For more in-depth results of these tables and other questions, please visit our website:
www.paragonmediastrategies.com

❖ **Half of Christian CHR listeners (54%) also listen to secular radio station. Those who listen are not loyal to secular radio.**

LOYALTY

Christian Radio (in general) vs. Christian CHR Stations vs. Secular Radio



LISTENER TYPES

