

CHRISTIAN CHR FORMAT STUDY

Part II:

Listeners' Views of Christian & Secular Stations

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 second part of a five part series that summarizes the results of the study.

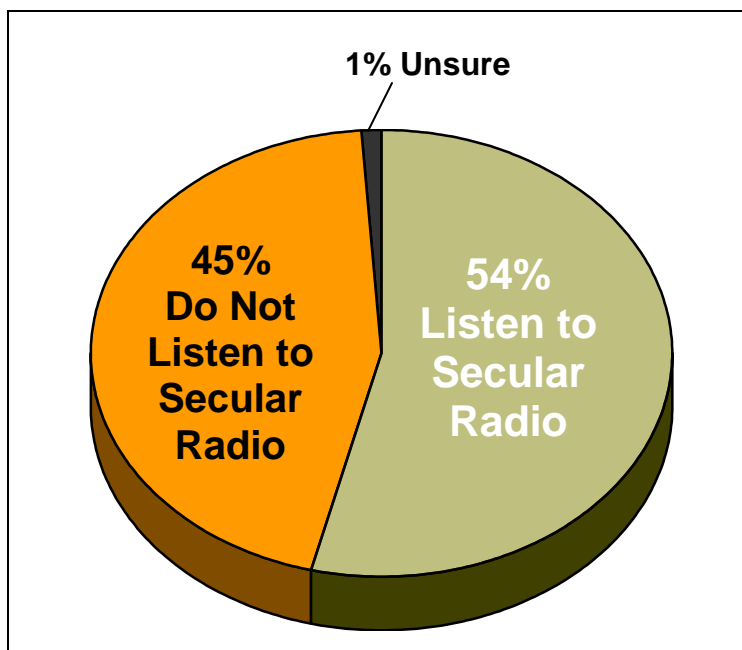
LISTENERS LIKE MOST ABOUT CHRISTIAN RADIO

- ◆ Good music
- ◆ Uplifting and positive music
- ◆ Positive influence
- ◆ Keeps me grounded in my faith and helps me feel closer to God

Charts provided represent top-line data only. For more in-depth results of these tables, please visit our website:

www.paragonmediastrategies.com

LISTEN TO SECULAR RADIO



LISTENERS LIKE / DISLIKE MOST ABOUT SECULAR RADIO

LIKE ABOUT SECULAR RADIO

- ◆ Play a variety of music
- ◆ Play music I grew up with

DISLIKE ABOUT SECULAR RADIO

- ◆ Contents of the lyrics
- ◆ Crude and use bad language or profanity
- ◆ Crude and offensive ads