

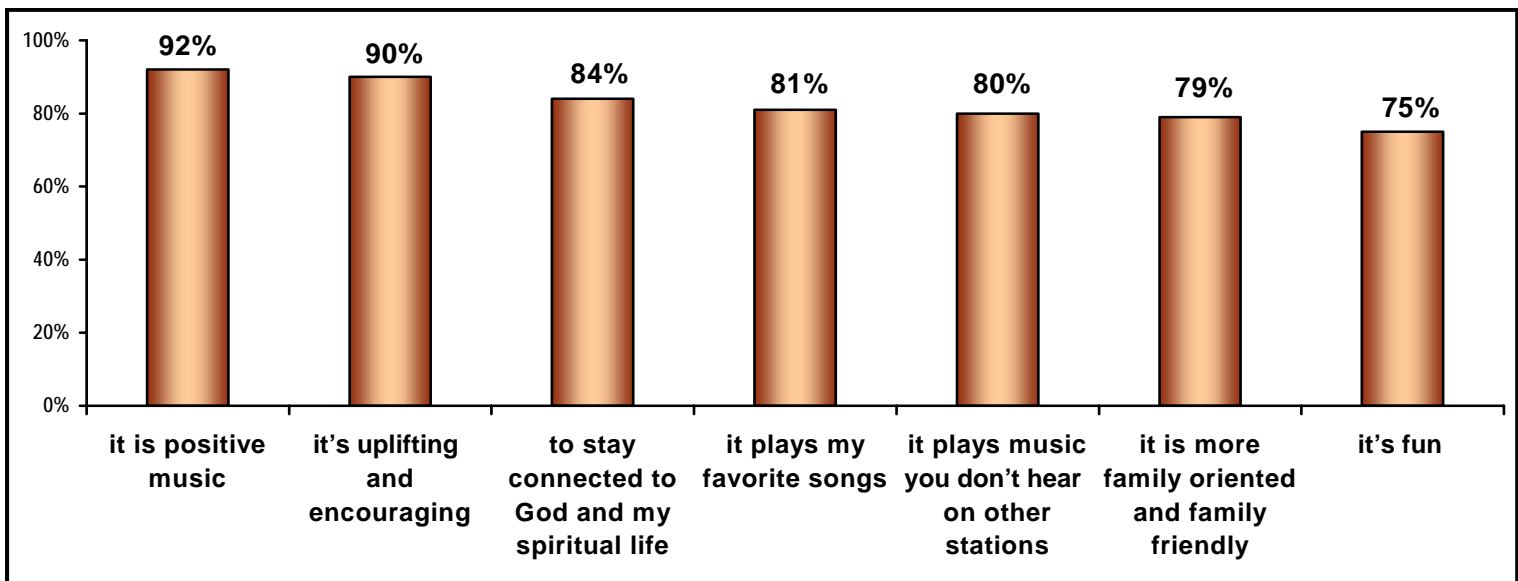
## CHRISTIAN CHR FORMAT STUDY

### Part IV:

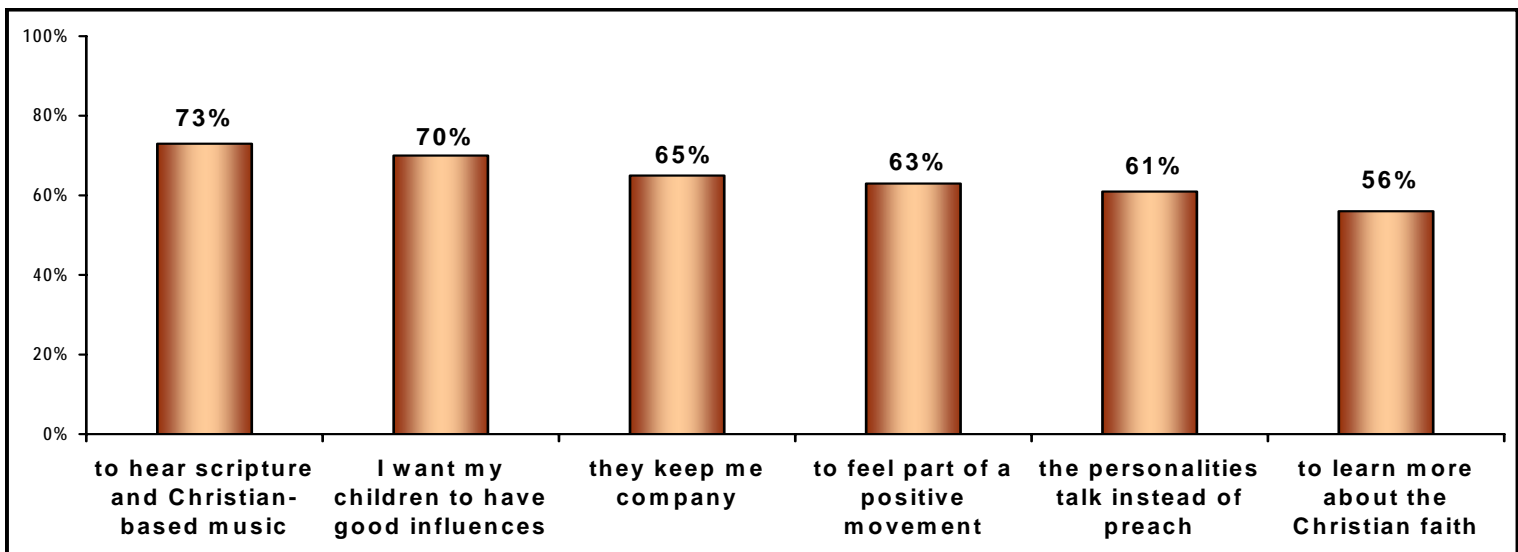
## Motivations for Listening to Christian CHR Radio

Paragon Media Strategies, in conjunction with Goodratings Strategic Services, conducted an online survey of 605 Christian CHR listeners (37% male / 63% female) November 10<sup>th</sup> – 21<sup>st</sup>, 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 fourth part of a five part series that summarizes the results of the study.

### Top-3 Box % of Agreement with Listening Motivation Statements



### Top-3 Box % of Agreement with Listening Motivation Statements - continued



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](http://www.paragonmediastrategies.com)