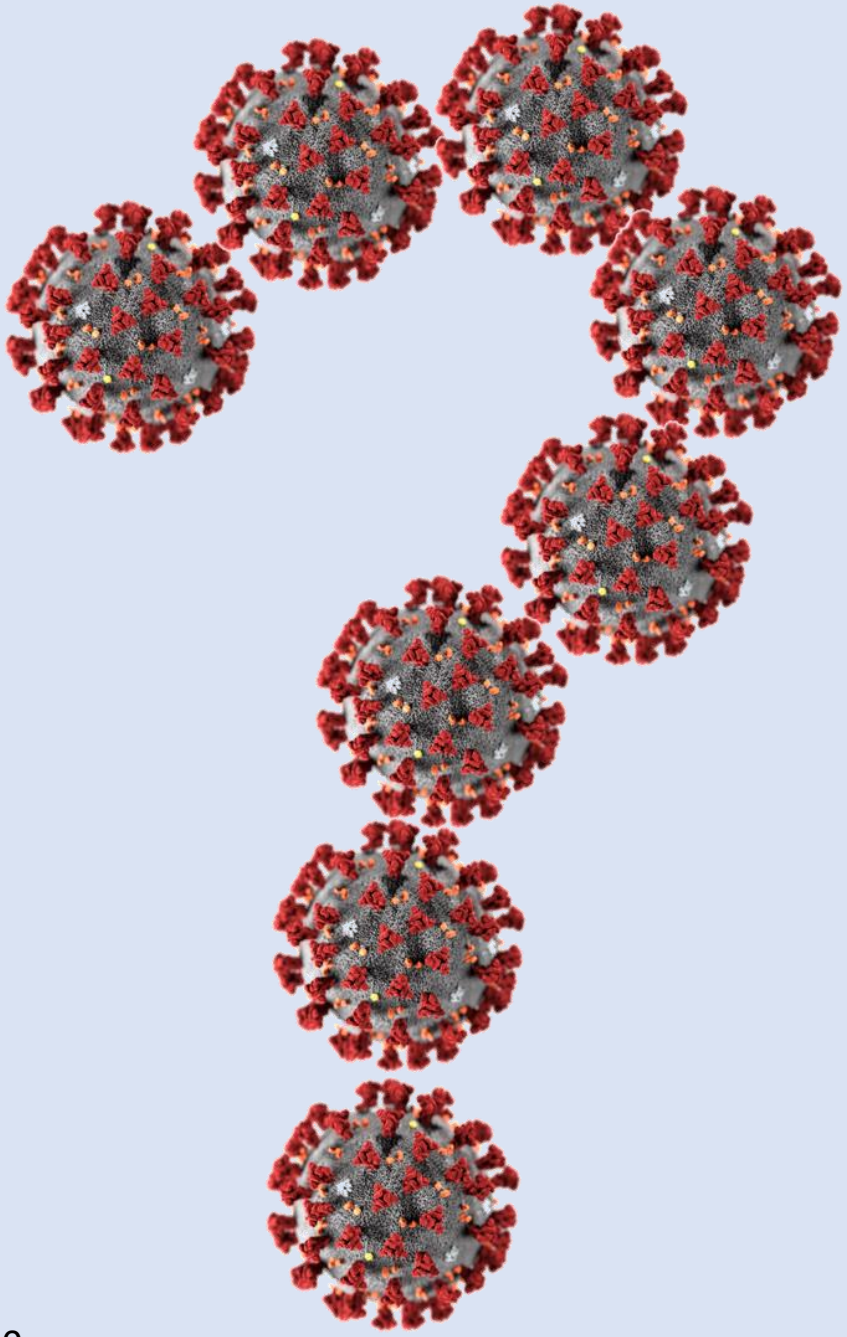


JACOBS MEDIA

CORONAVIRUS SURVEY

Jacobs media strategies

cmb CHRISTIAN MUSIC BROADCASTERS

Christian Music Radio

April 2020

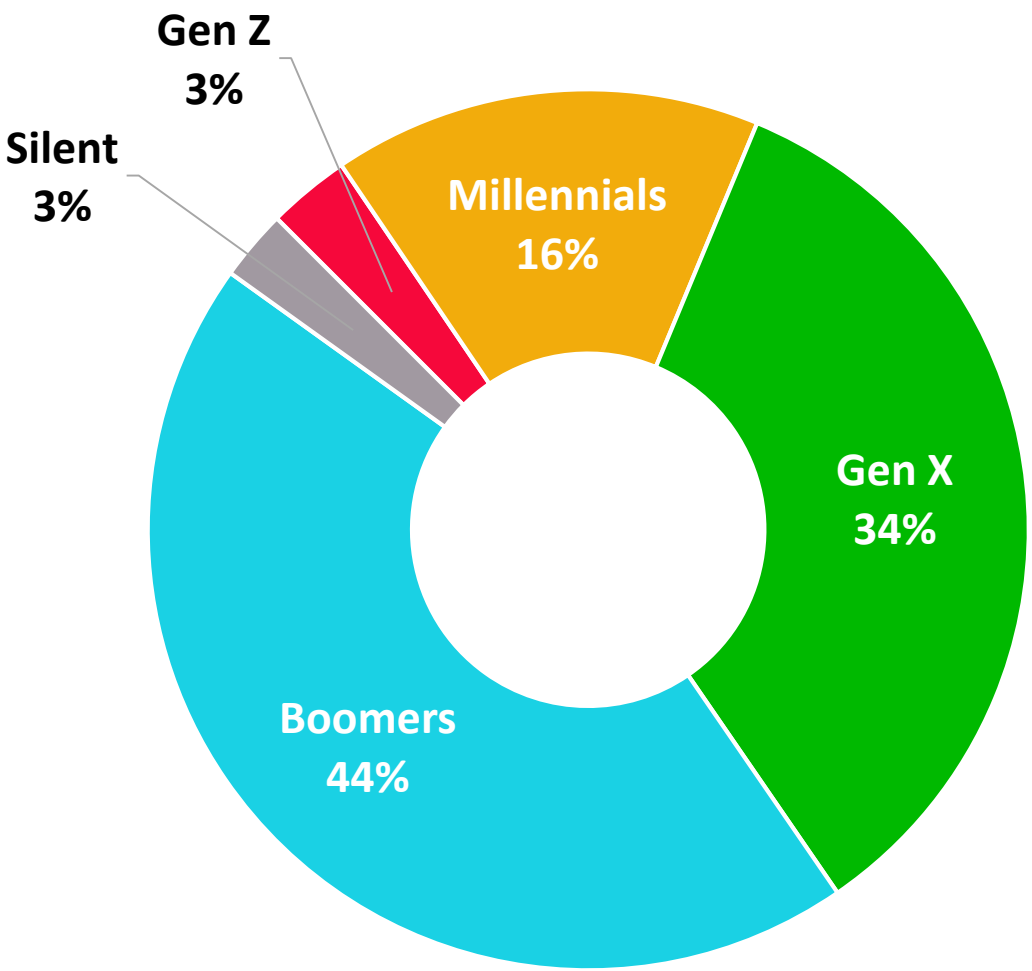
© Jacobs Media 2020

Methodology

- 20 Christian Music radio stations and 3 networks in the United States
  - Separate Commercial Radio and Public Radio surveys also fielded concurrently
- N = 5,941
- Interview dates: March 31 - April 2, 2020 – a “snapshot” of this point in time
- Most respondents are members of radio station databases. Some responses were gathered via station websites and/or social media pages.
- This is an unweighted sample.
- This is a web survey and does not represent all Christian Music radio listeners or even each station’s audience. It is not stratified to the U.S. population.

The Sample

Who Participated? Generations



Gen Z (born after 1996)

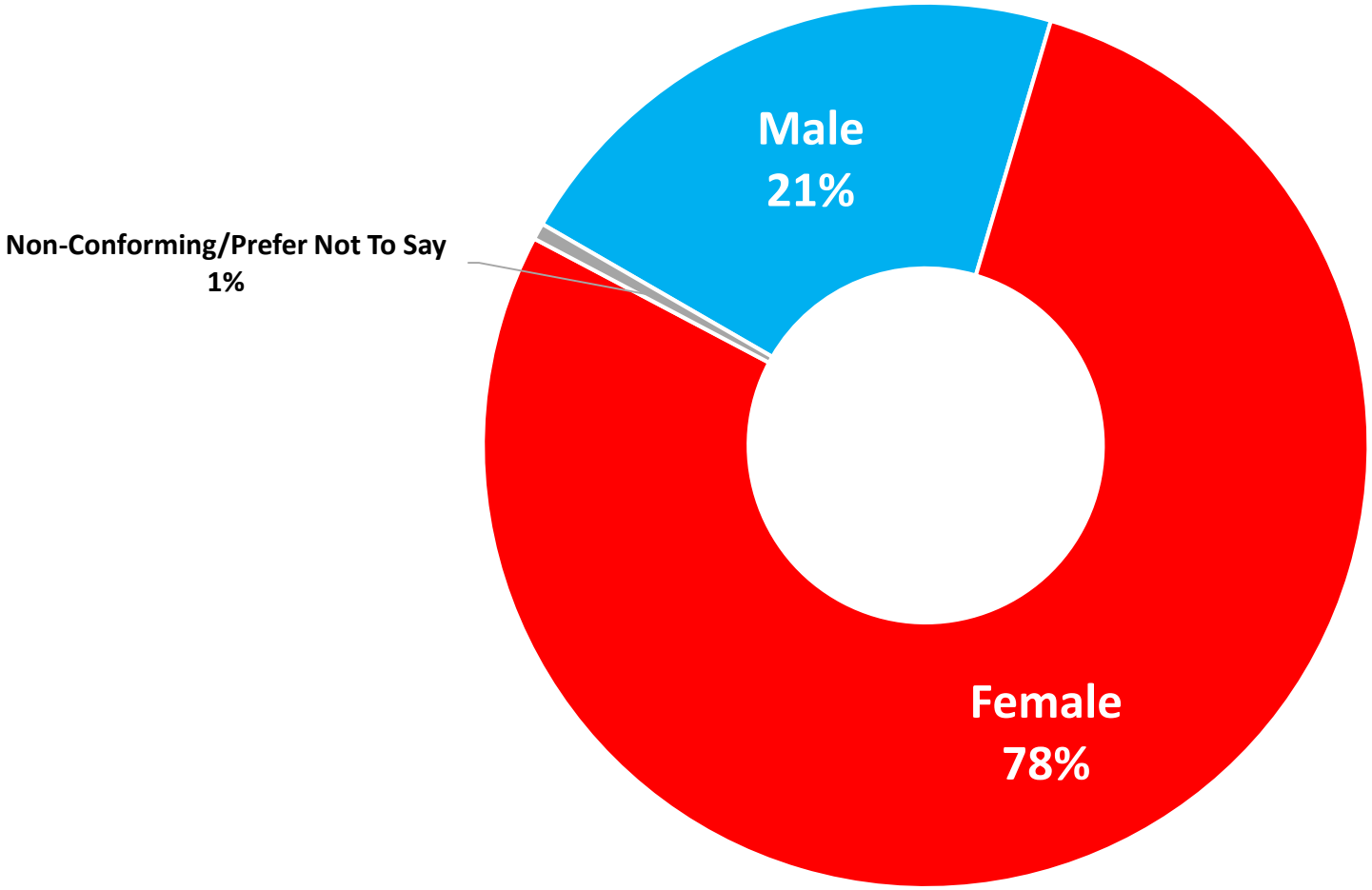
Millennials (born between 1981-1996)

Gen X (born between 1965-1980)

Baby Boomer (born between 1946-64)

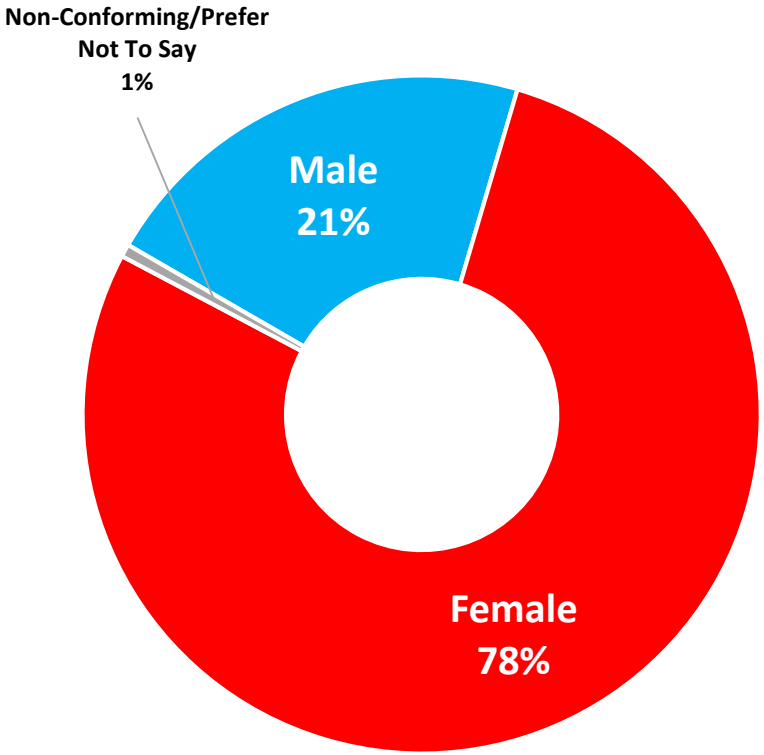
Silent Generation (born before 1946)

Who Participated? Gender

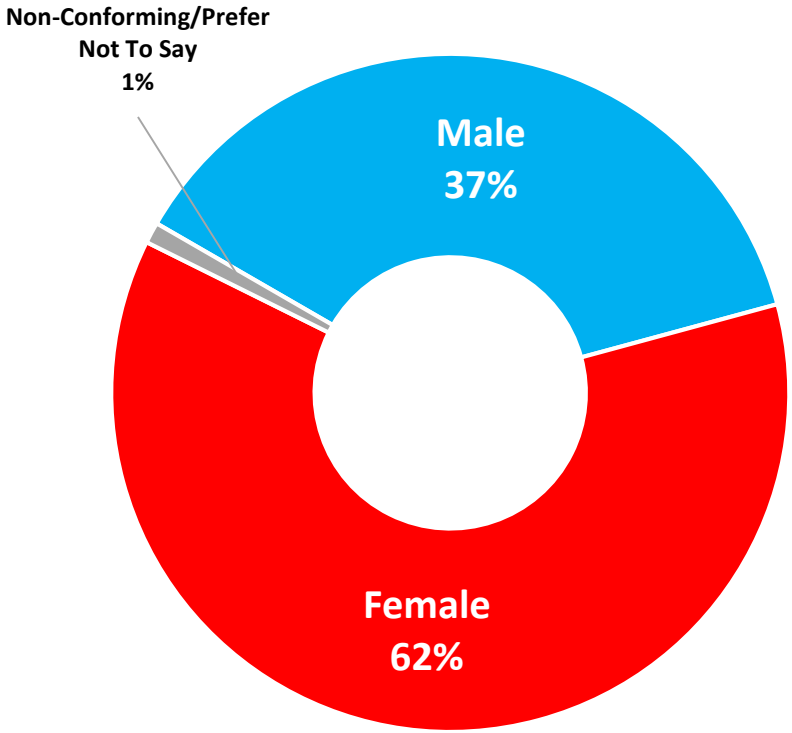


Who Participated? Gender

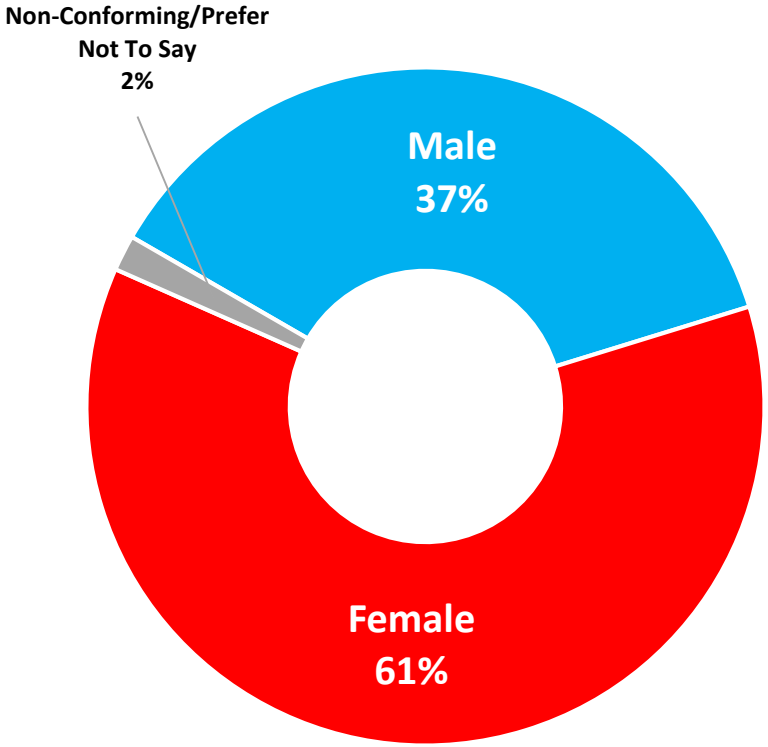
Christian Music Radio



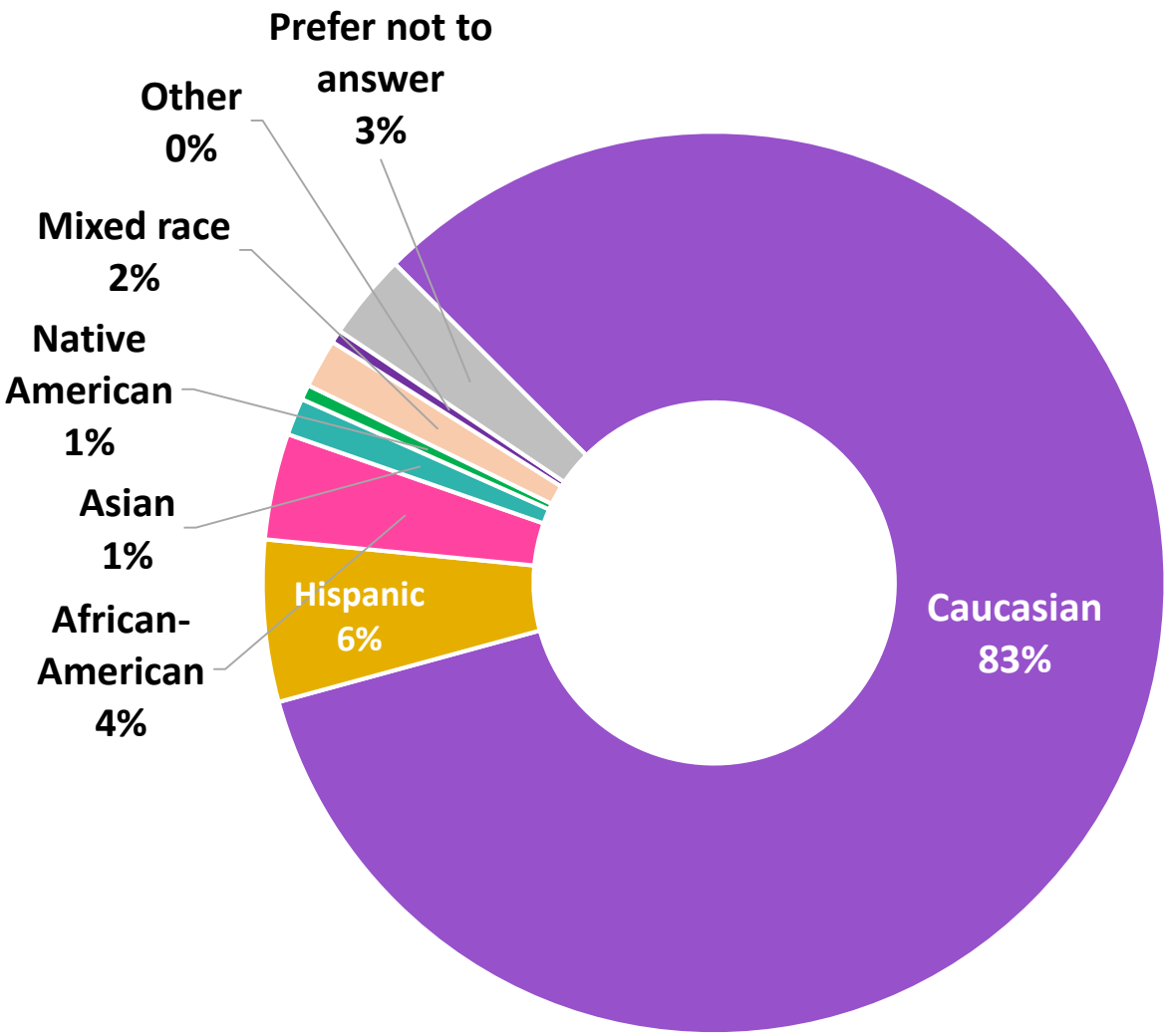
Commercial Radio



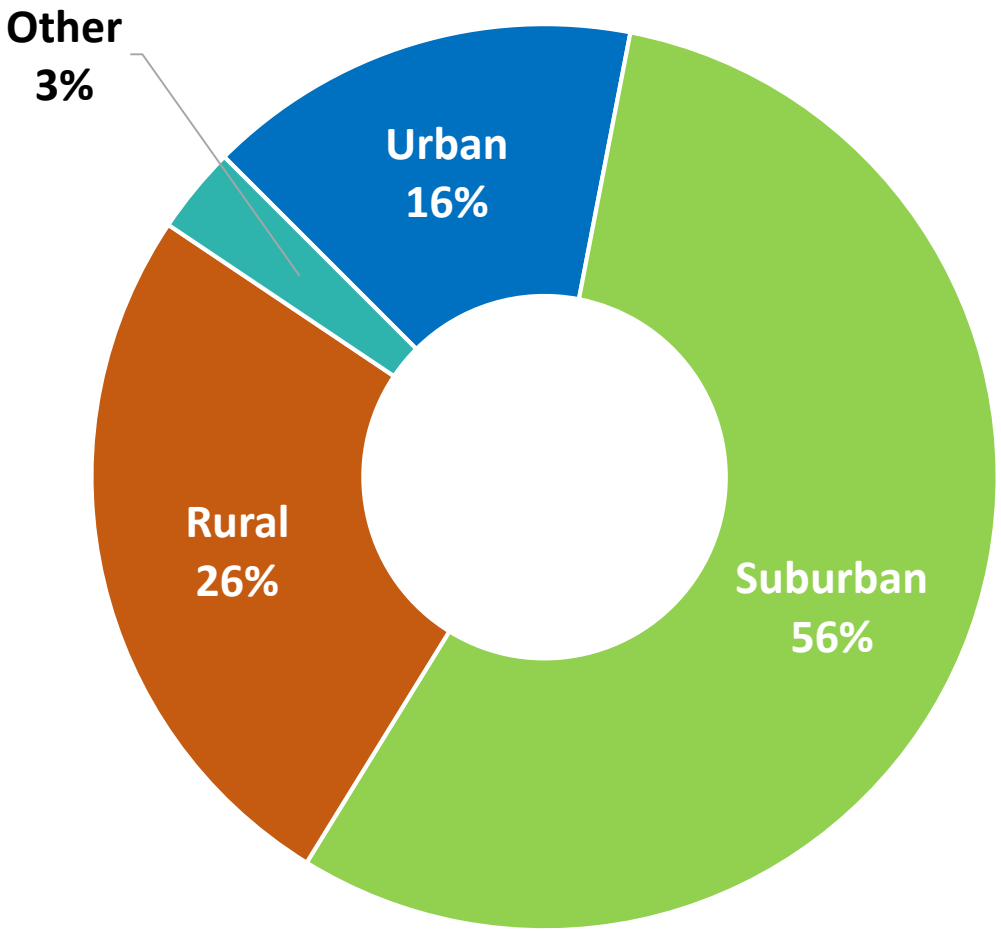
Public Radio



Who Participated? Ethnicity

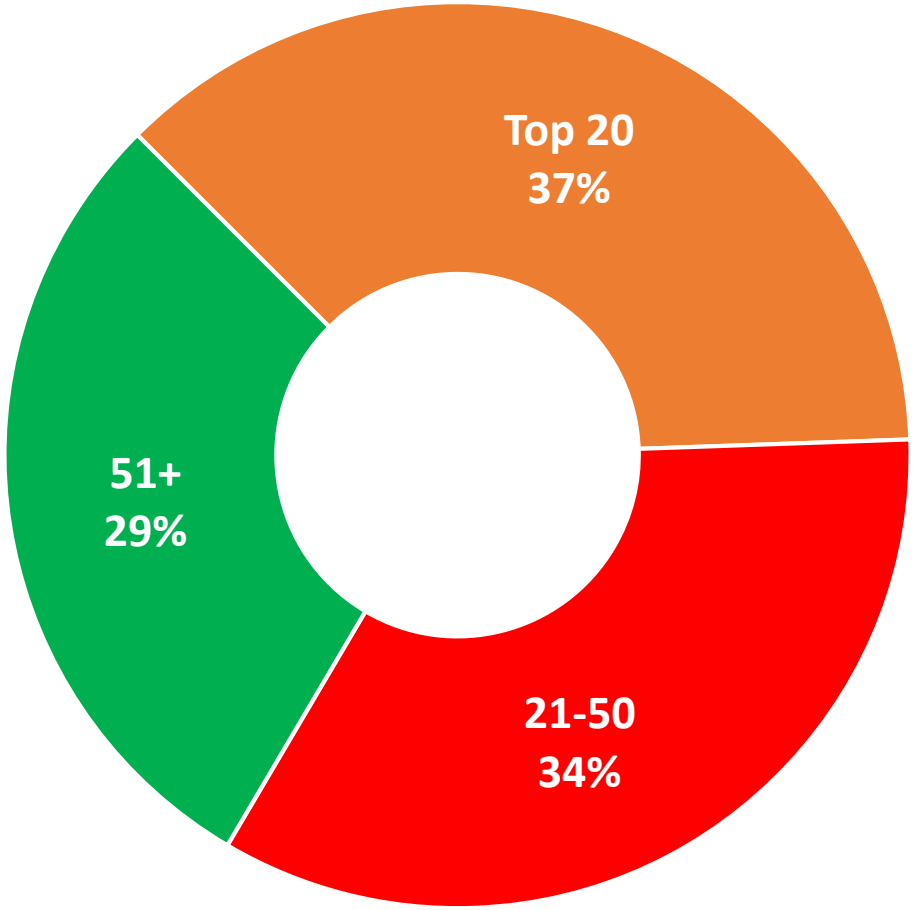


Where Do Respondents Live? Locale



Location of primary residence

Where Do Respondents Live? Market Size

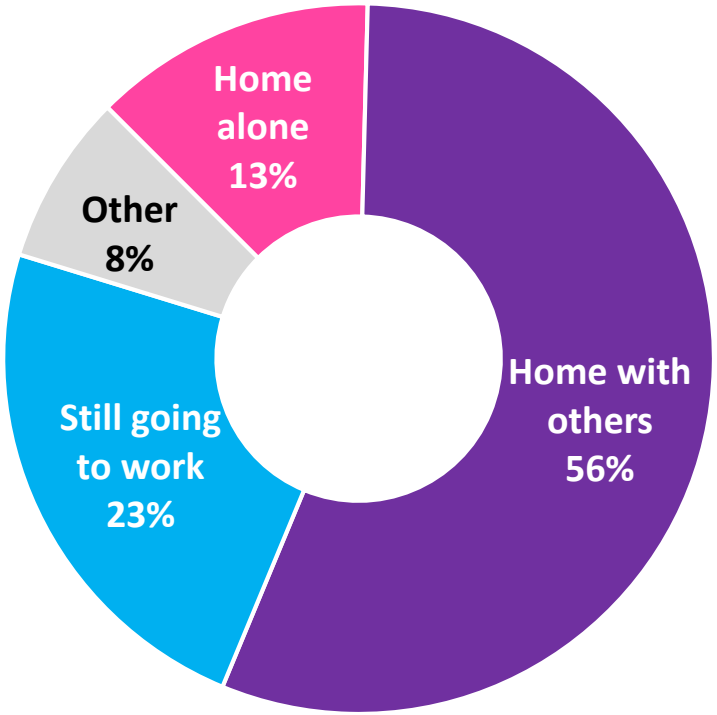


Location of primary residence

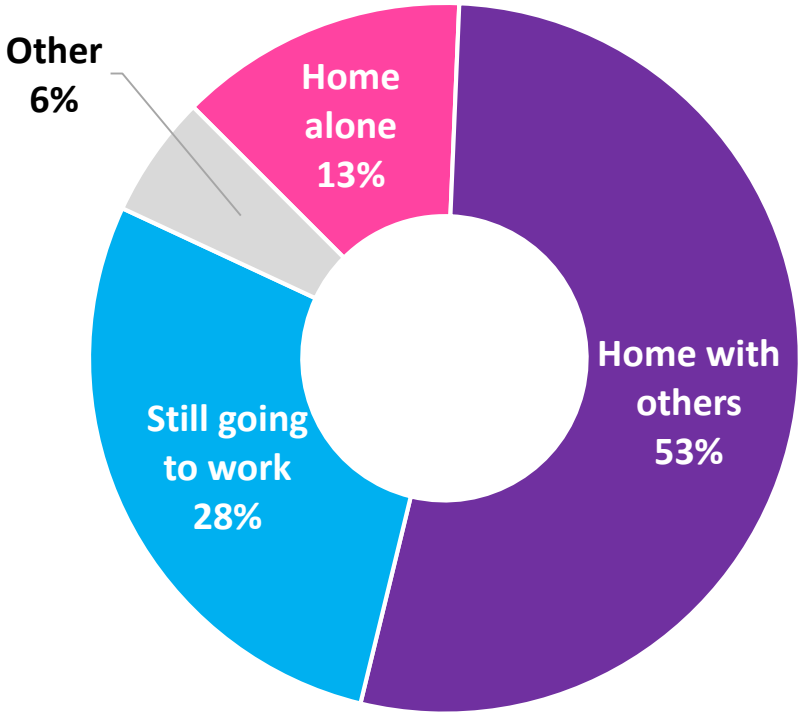
The Christian Music Radio Audience's Mindset During COVID-19

About Seven in Ten Christian Music Radio Listeners Are At Home

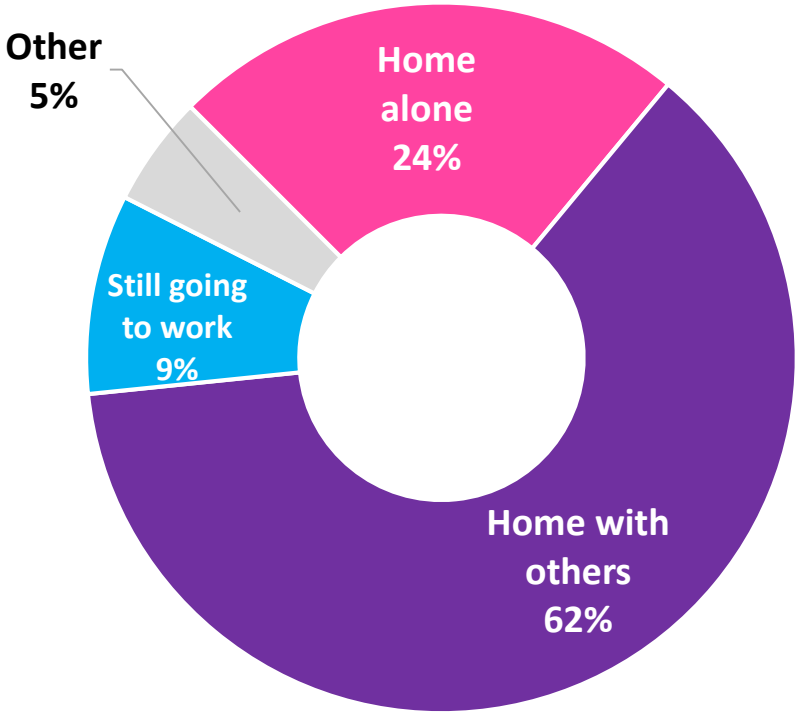
Christian Music Radio



Commercial Radio

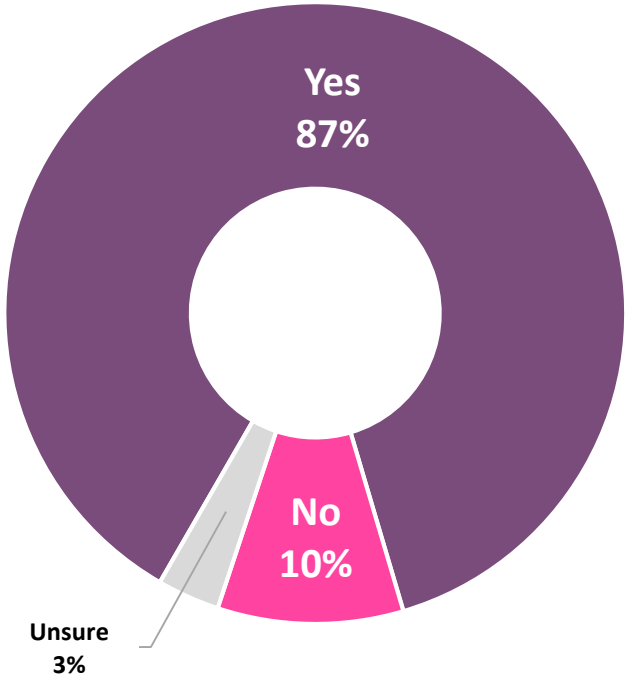


Public Radio

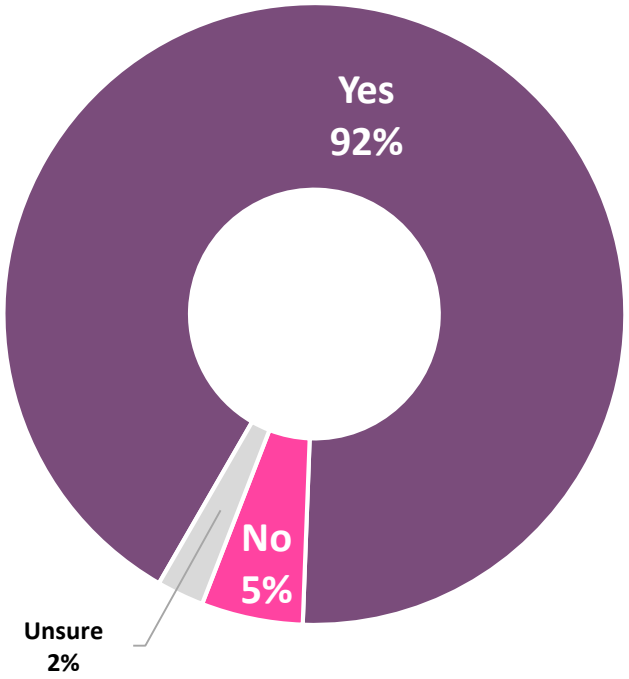


Just Under Nine in Ten Live in a State/City With a “Stay at Home” Order

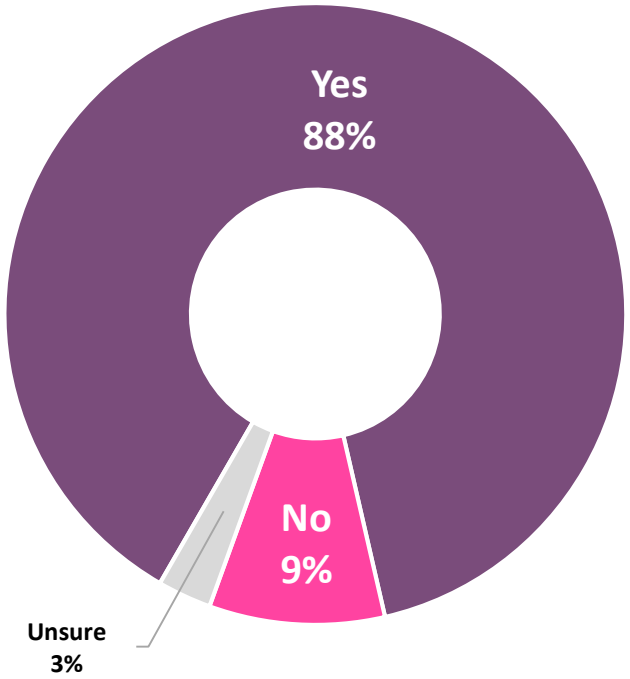
Christian Music Radio



Commercial Radio

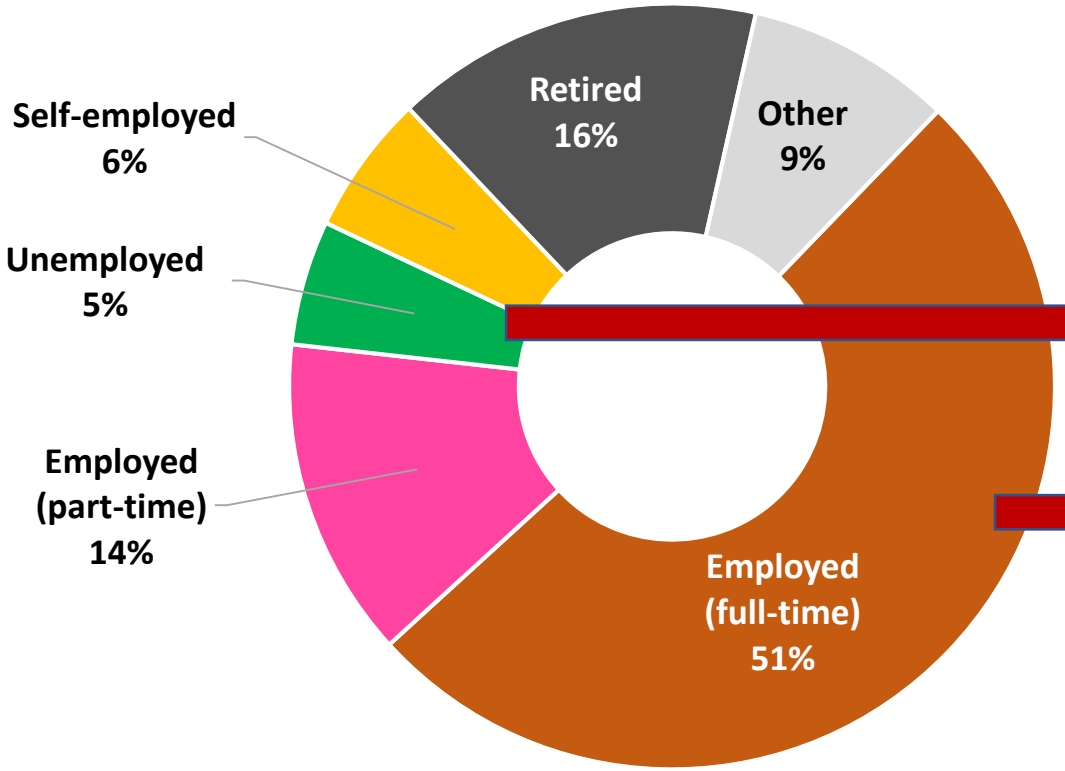


Public Radio

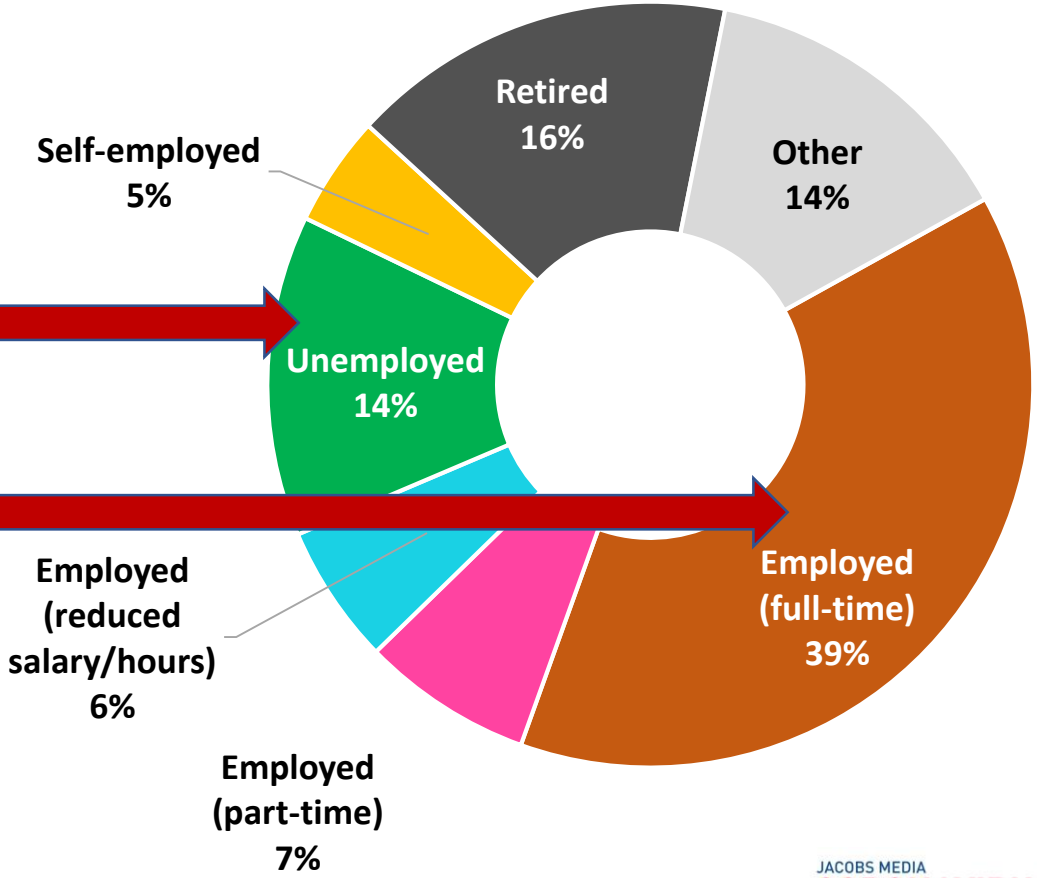


Unemployment Has Nearly Tripled Since COVID-19 Began

BEFORE Coronavirus Outbreak



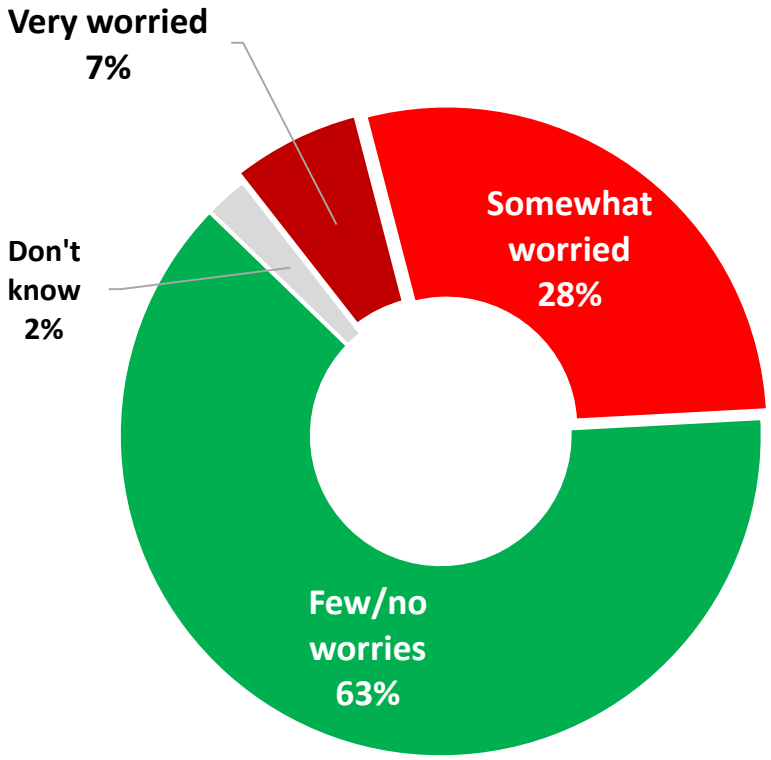
Current Employment Status



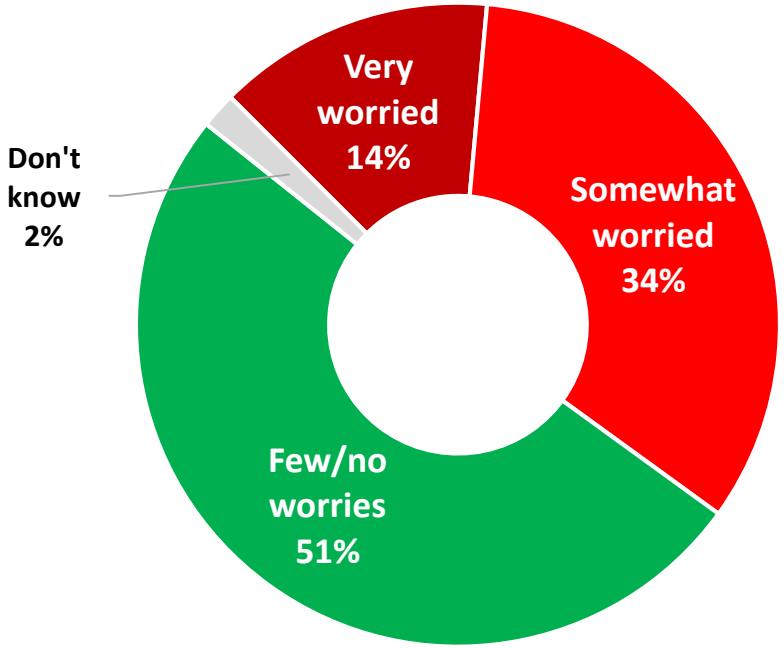
JACOBS MEDIA
CORONAVIRUS SURVEY

Fewer Christian Music Radio Listeners – About One in Three – Are Worried About Their Employment Situations

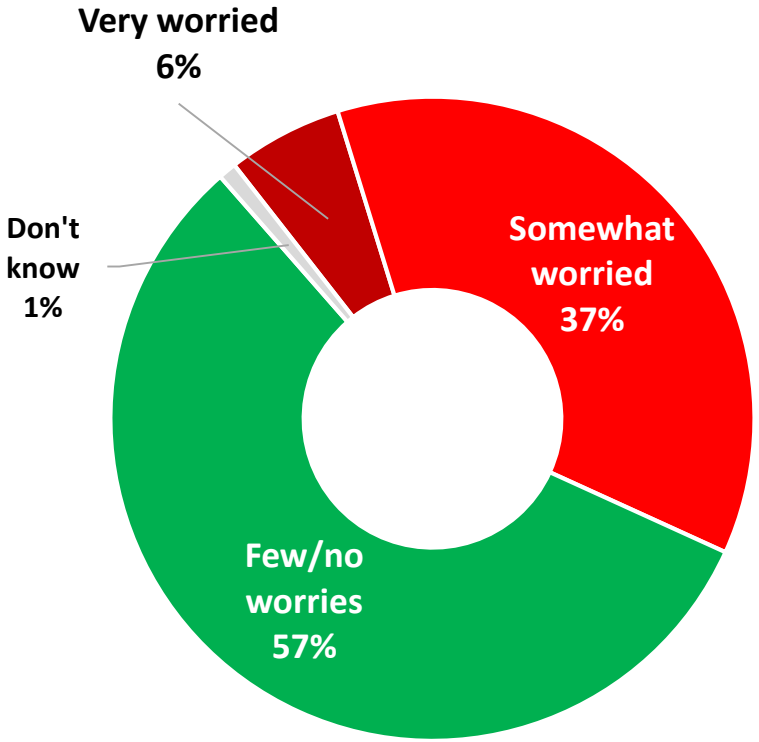
Christian Music Radio



Commercial Radio



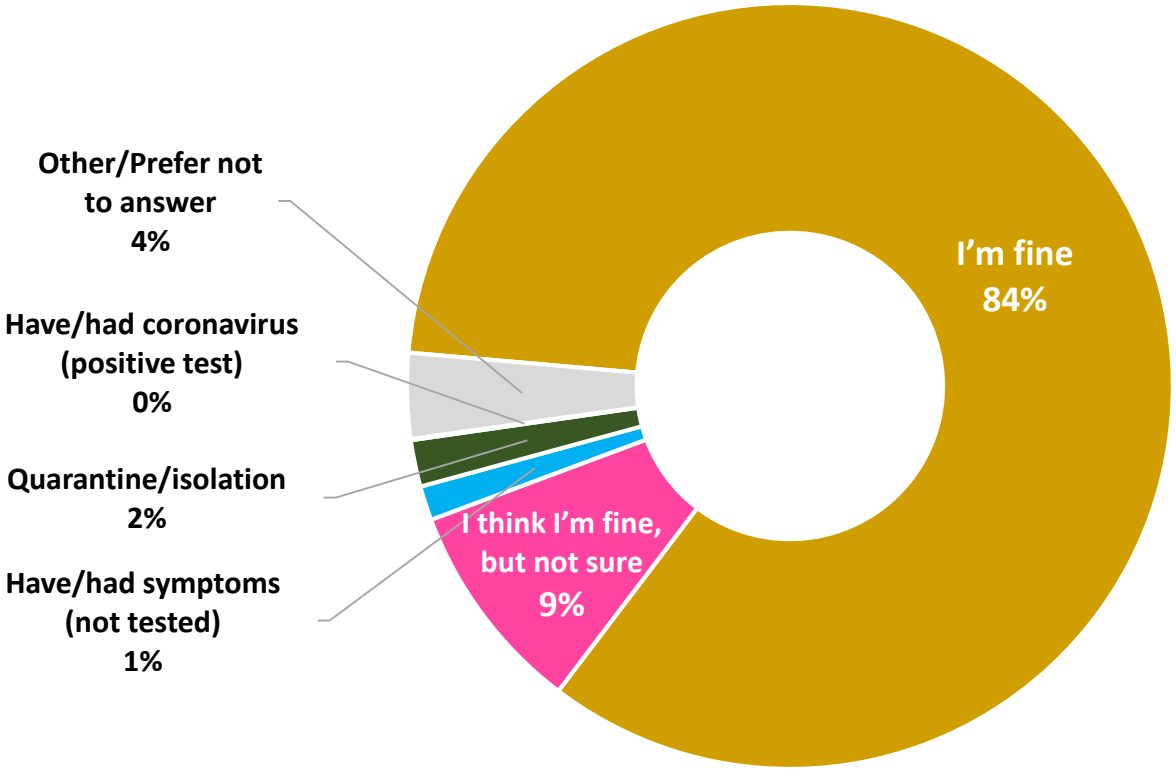
Public Radio



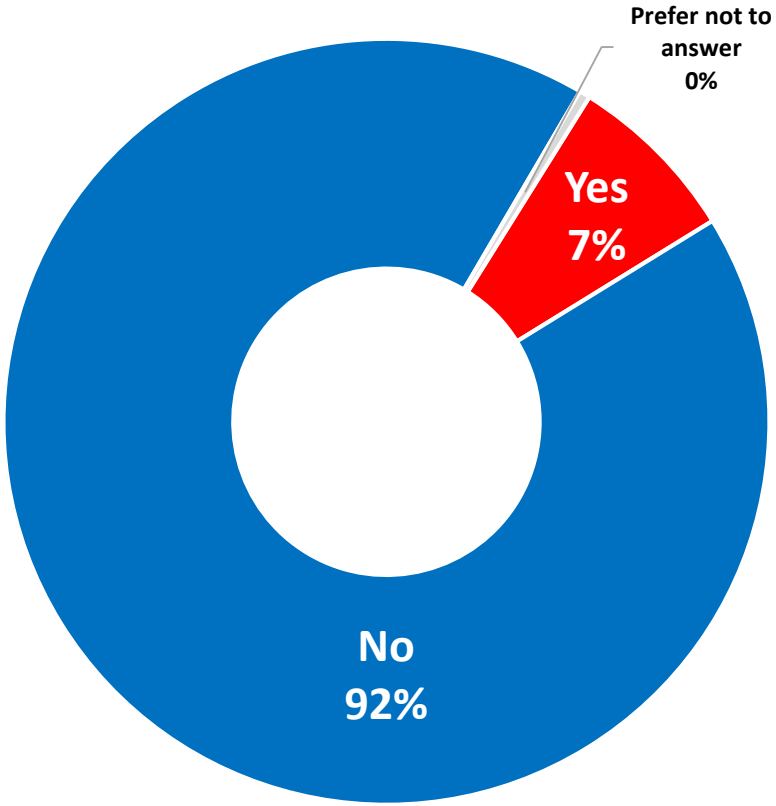
Among those currently employed

Most Are Feeling Good, and Nine in Ten Don't Know Anyone Who's Tested Positive For COVID-19

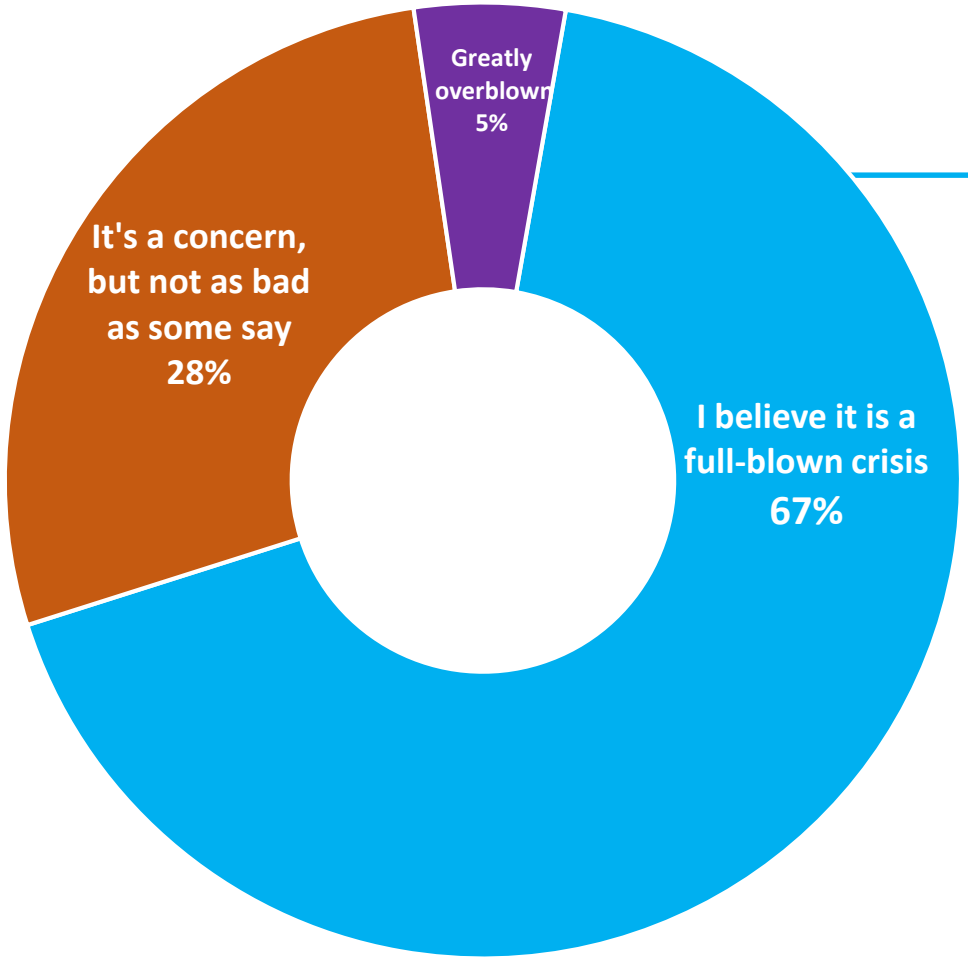
Your Current State of Health

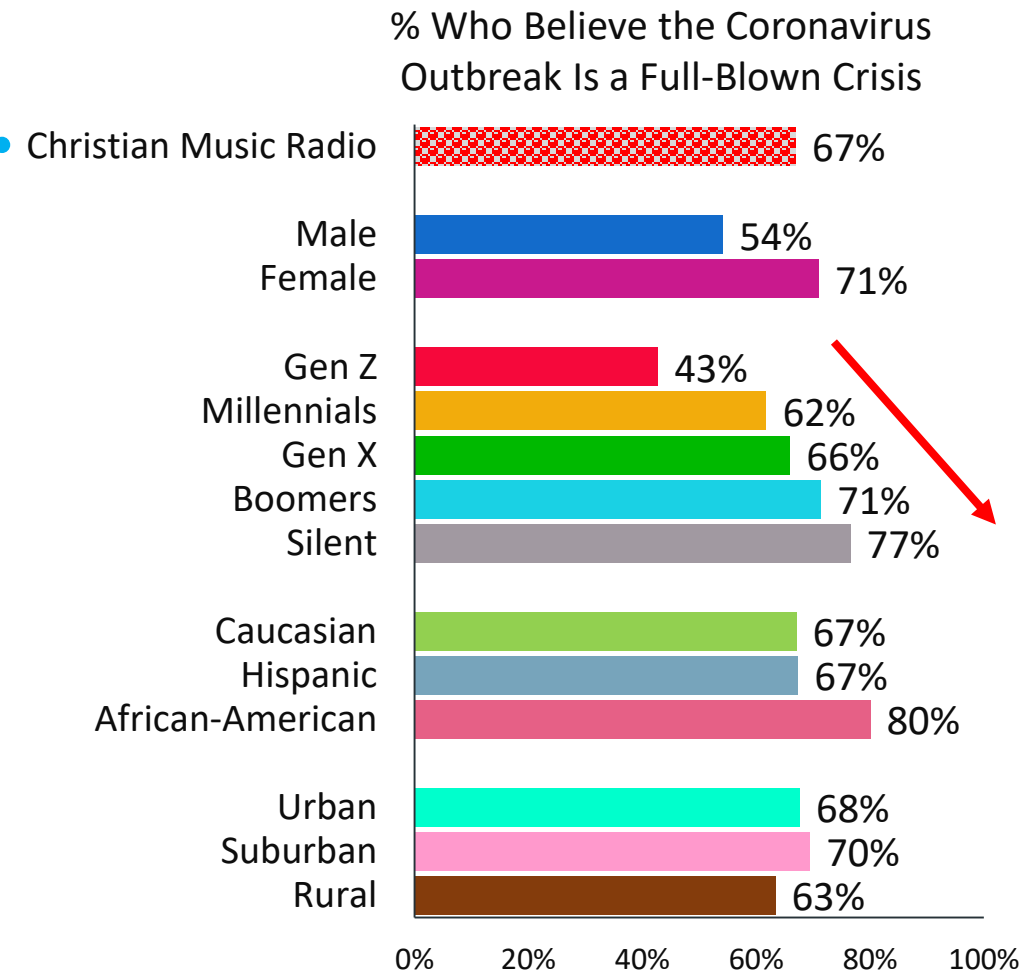


Friends/Family/Co-Workers Who Tested Positive for Coronavirus?

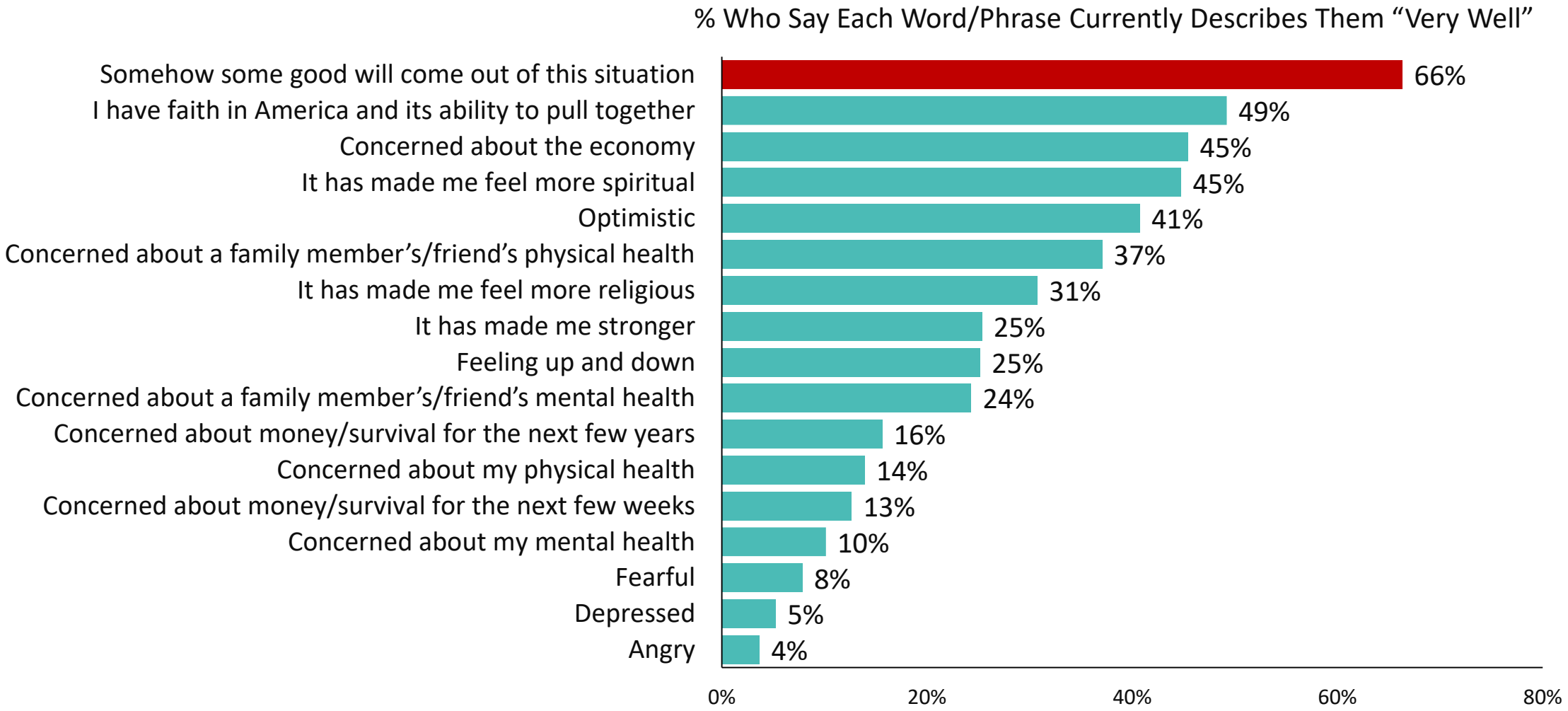


Two-Thirds Say the Coronavirus Outbreak Is a Full-Blown Crisis, Led by Women and Progressively Older Generations

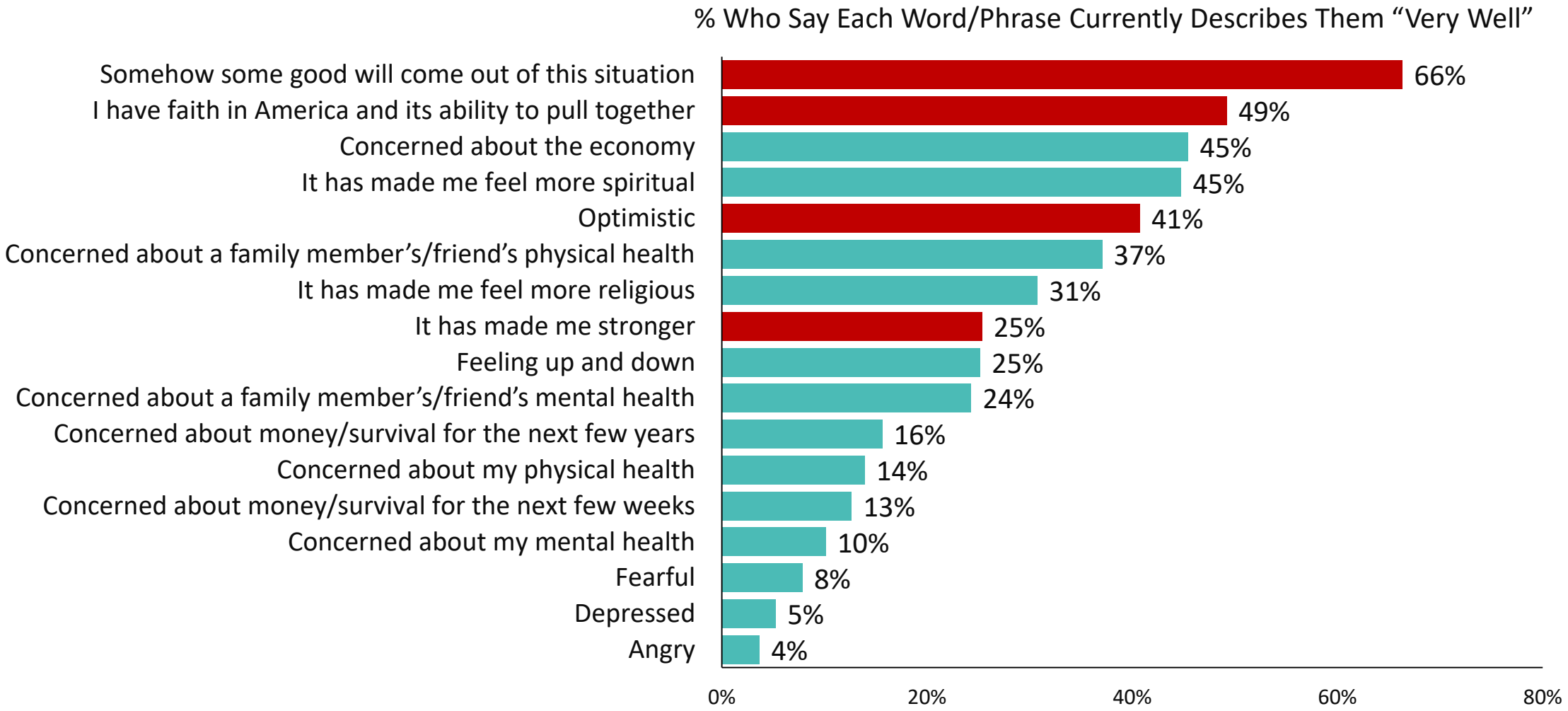




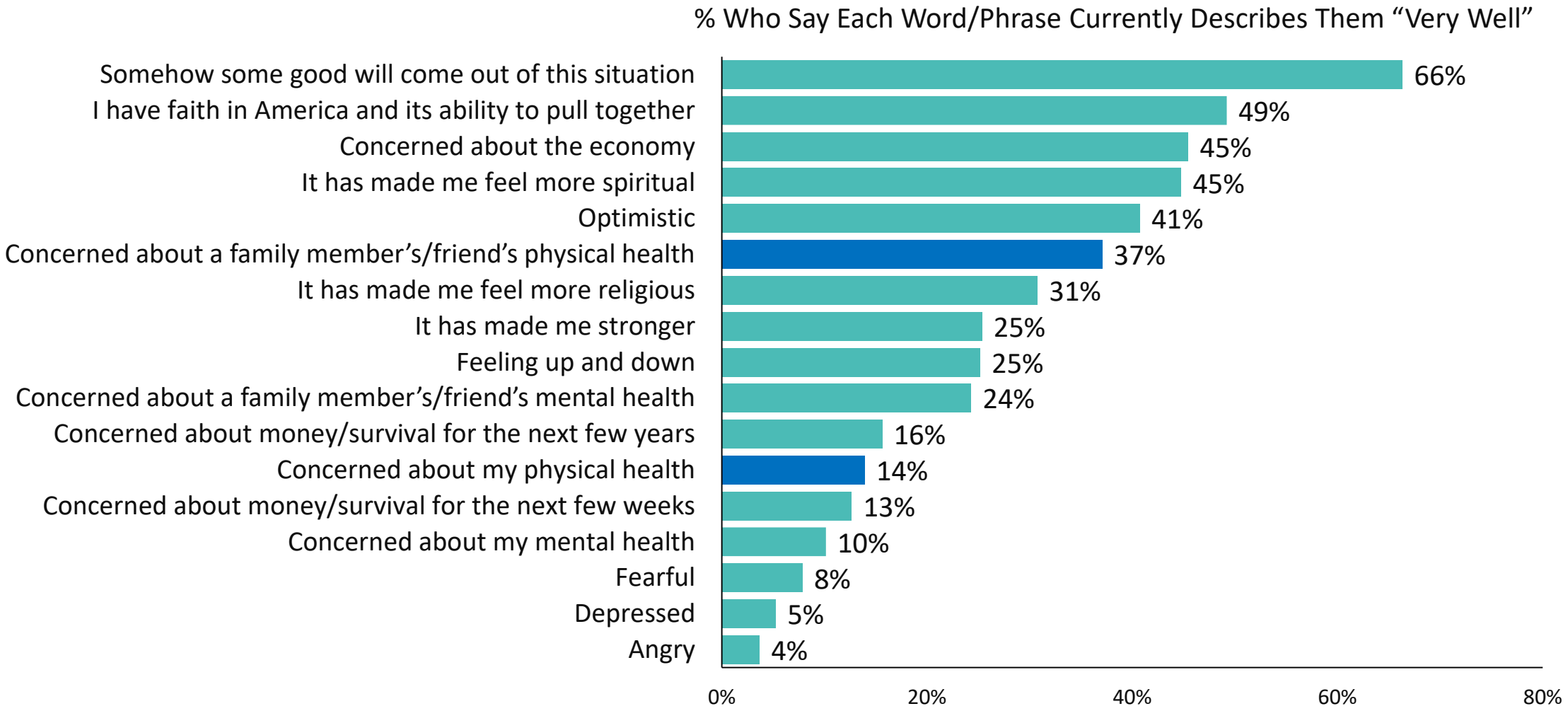
Two-Thirds Believe Some Good Will Come Out of the Coronavirus Outbreak



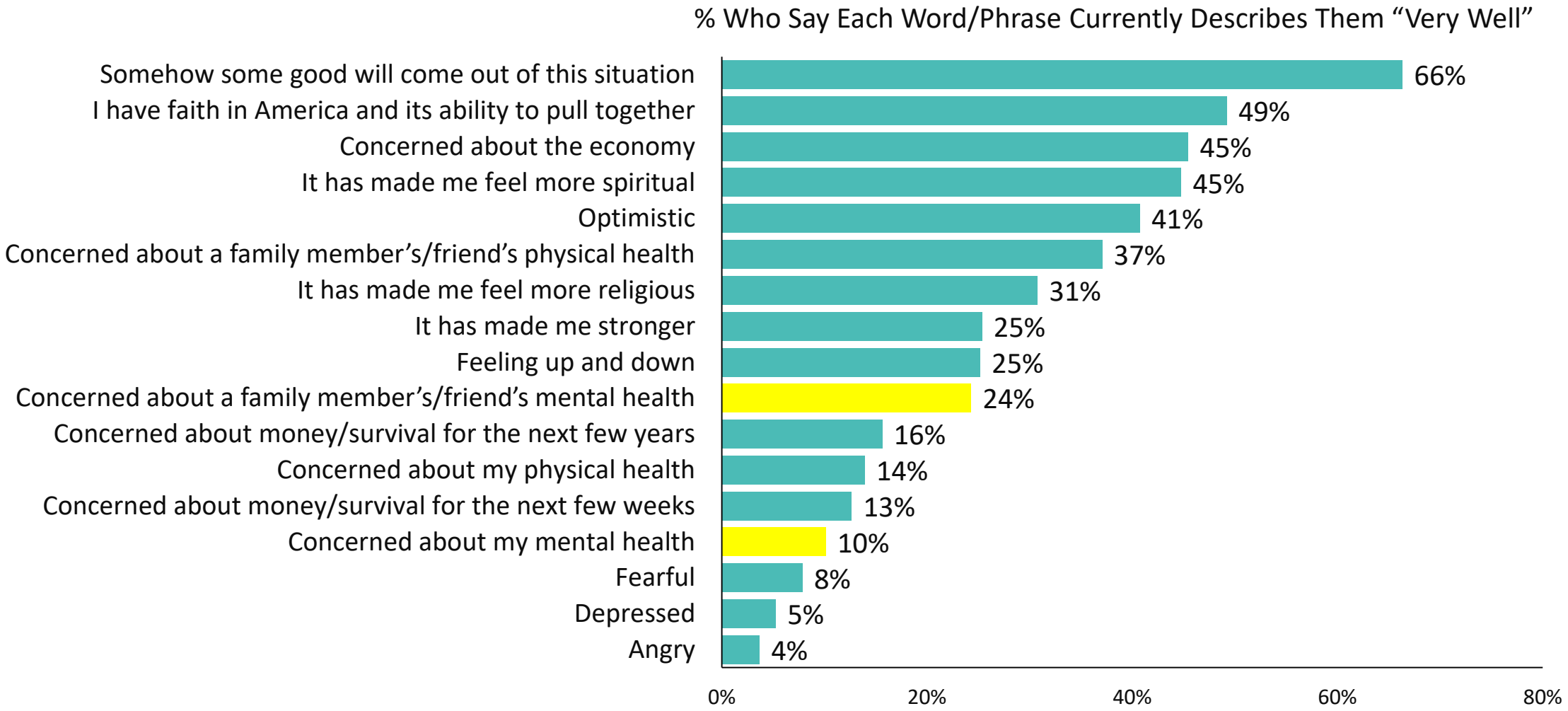
And Nearly Half Believe the U.S. Will Pull Together



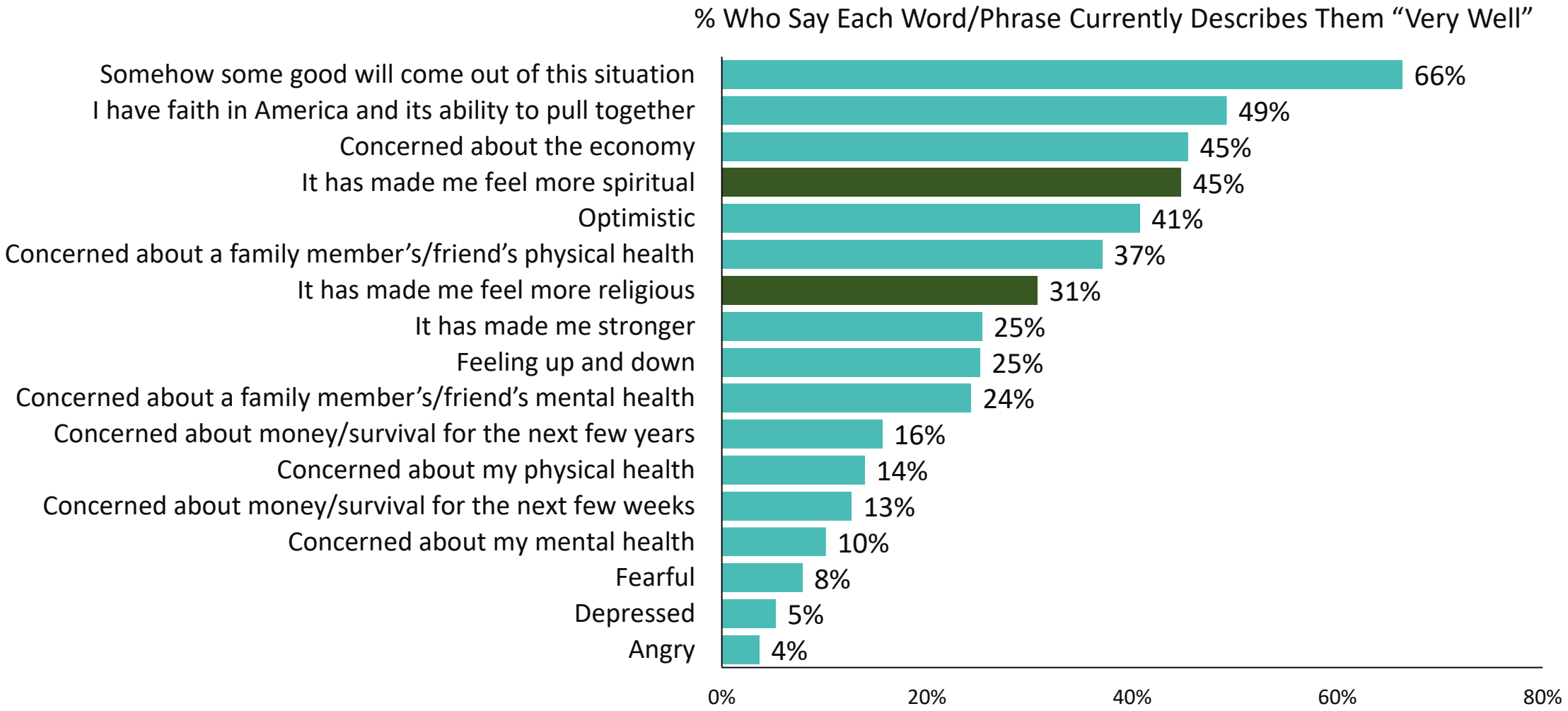
More Than Twice As Many Respondents Are Concerned About Someone Else's Physical Health Over Their Own



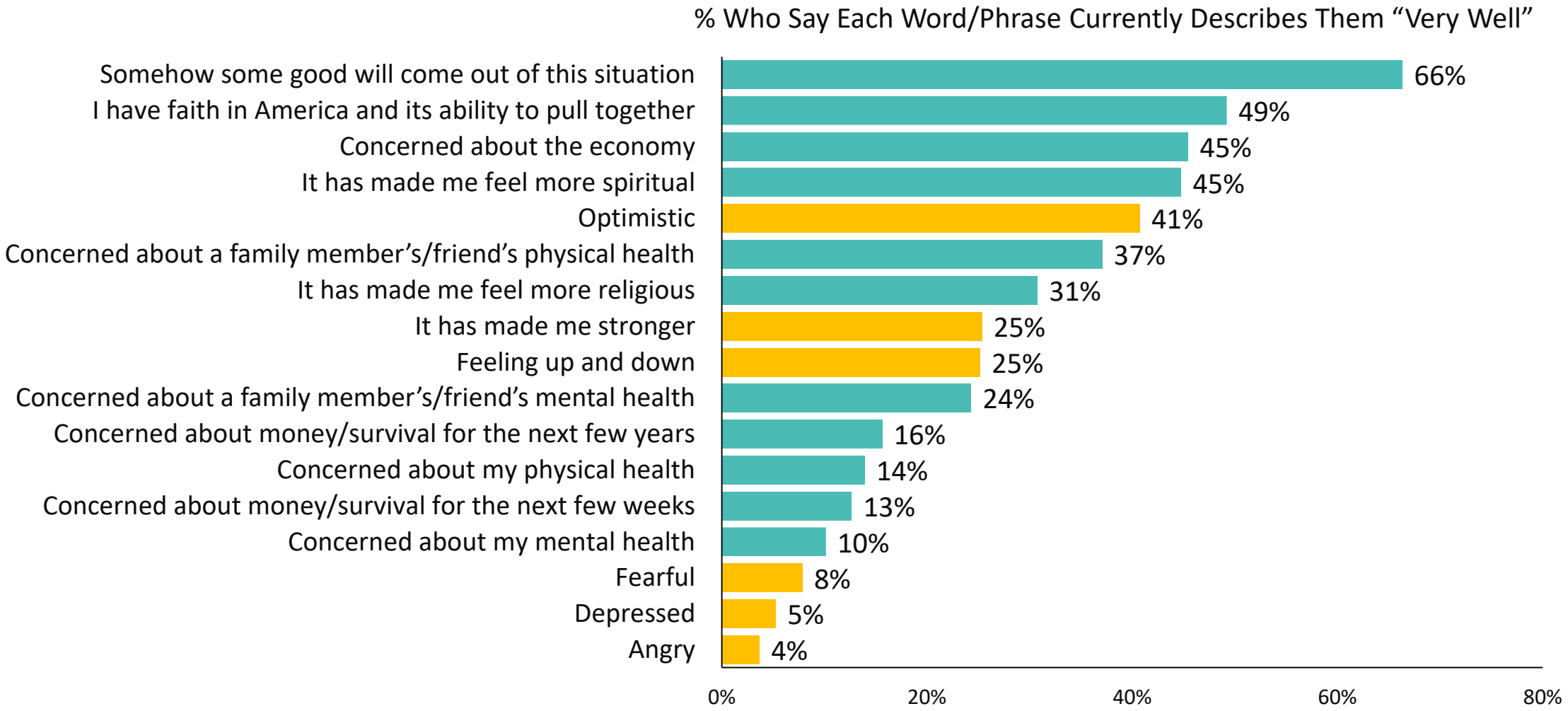
And Twice as Many Are Concerned About Someone Else's Mental Health, Compared to Their Own



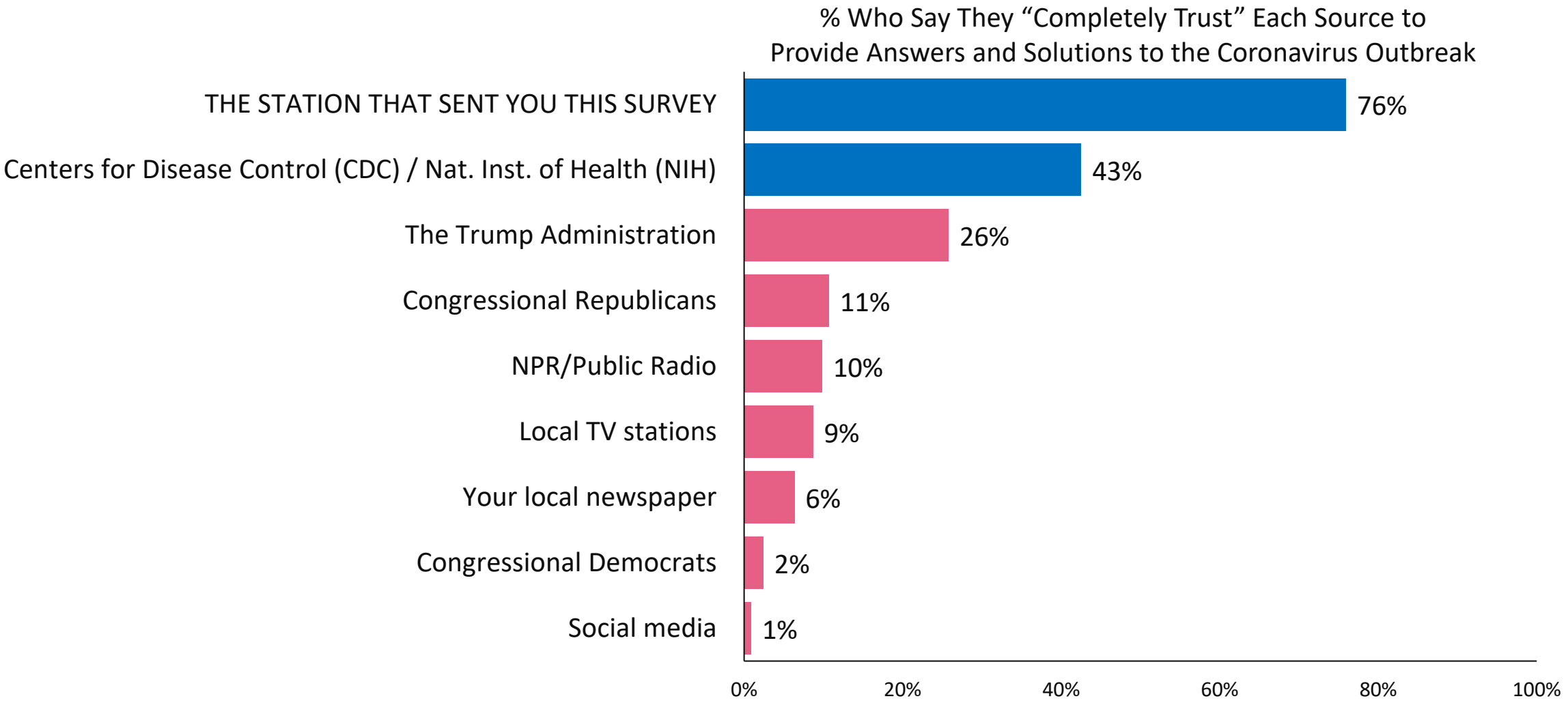
They Are Apt to Feel More Spiritual Than Religious Since the Outbreak of COVID-19



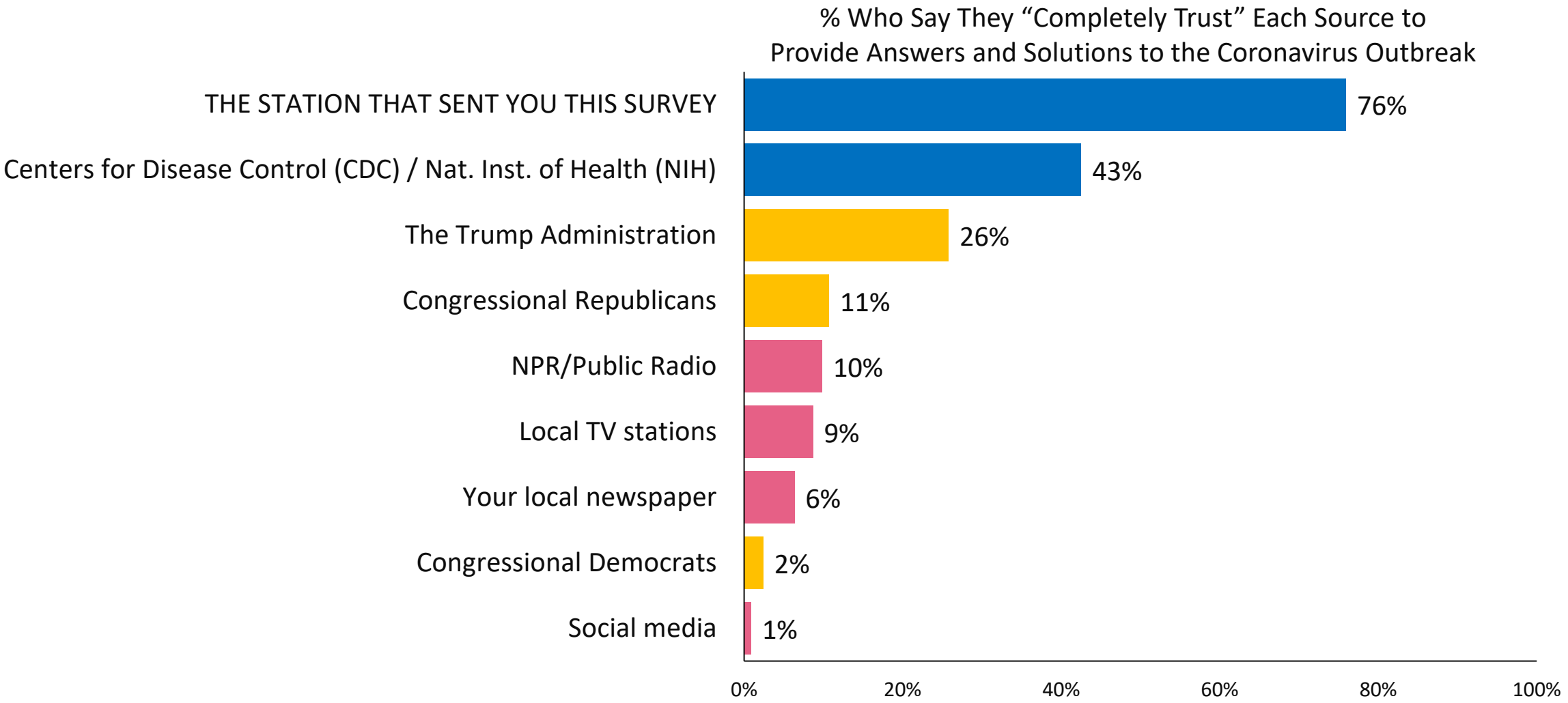
Emotionally, Four in Ten Say They're Optimistic



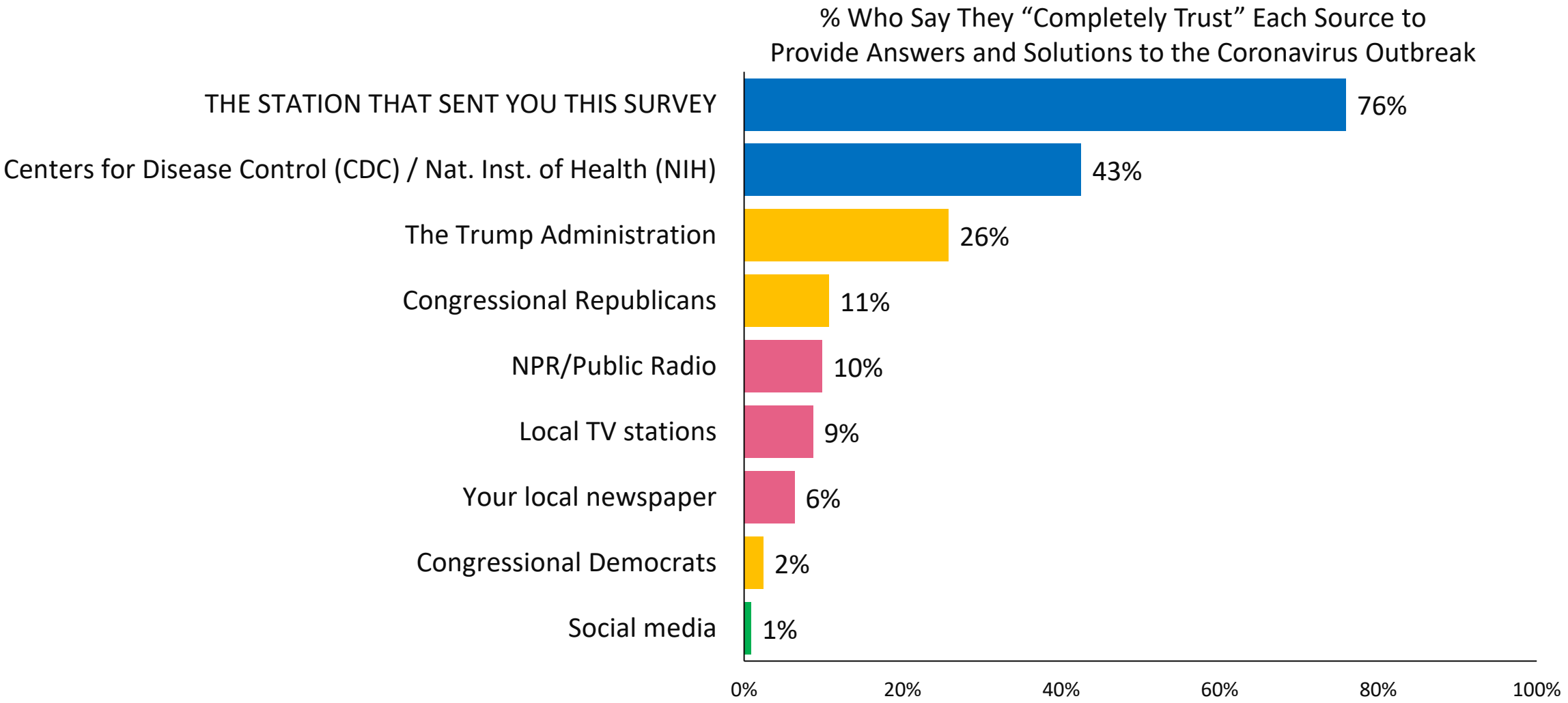
The Most Trust Is Given to Listeners' Home Stations and the CDC/NIH



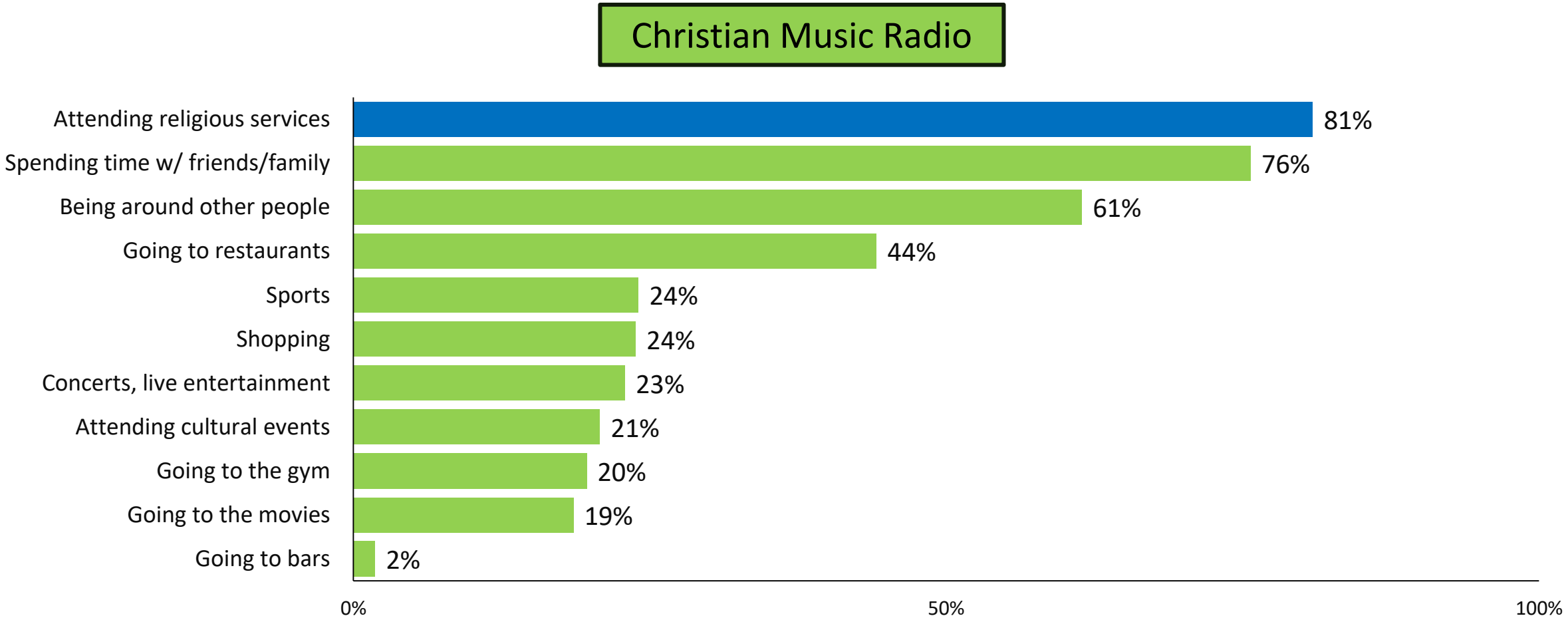
There Are Lower Trust Levels For Politicians From Both Sides, But President Trump Looks Better Than in Other Surveys



Social Media Is Least Trusted of All the Options (But They're Still Using It a Lot)

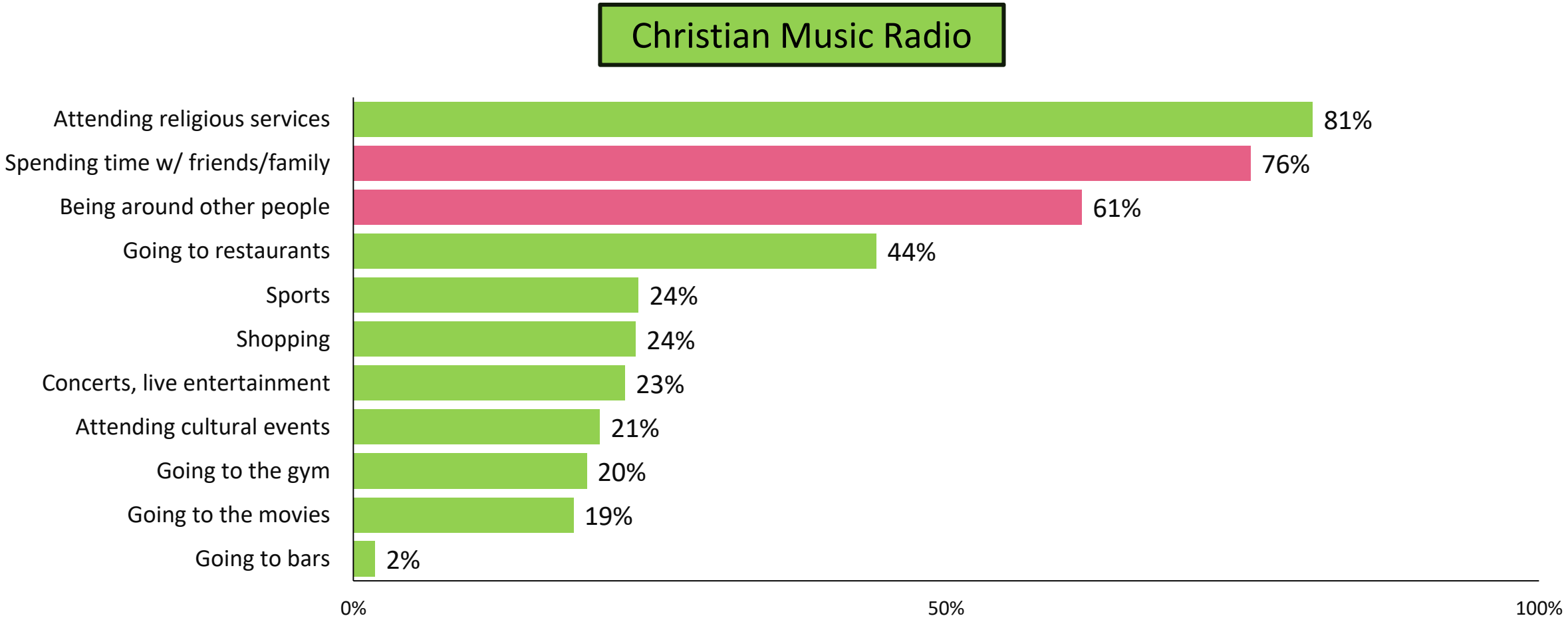


Most Miss Attending Religious Services, And Spending Time With Friends and Family



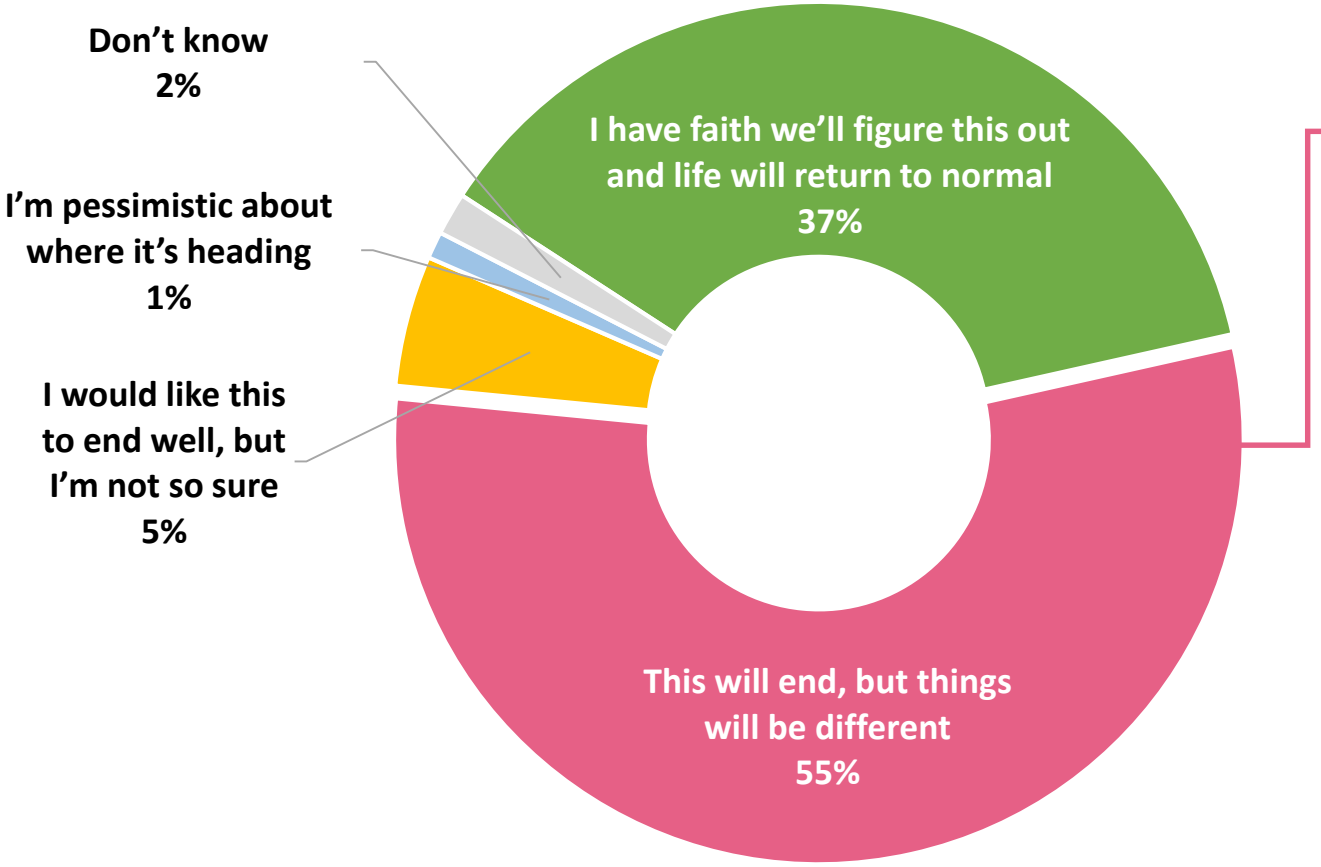
"How much, if at all, do you miss the following activities due to the coronavirus outbreak?"

Being With Other People Is Missed More Than Social and Cultural Activities

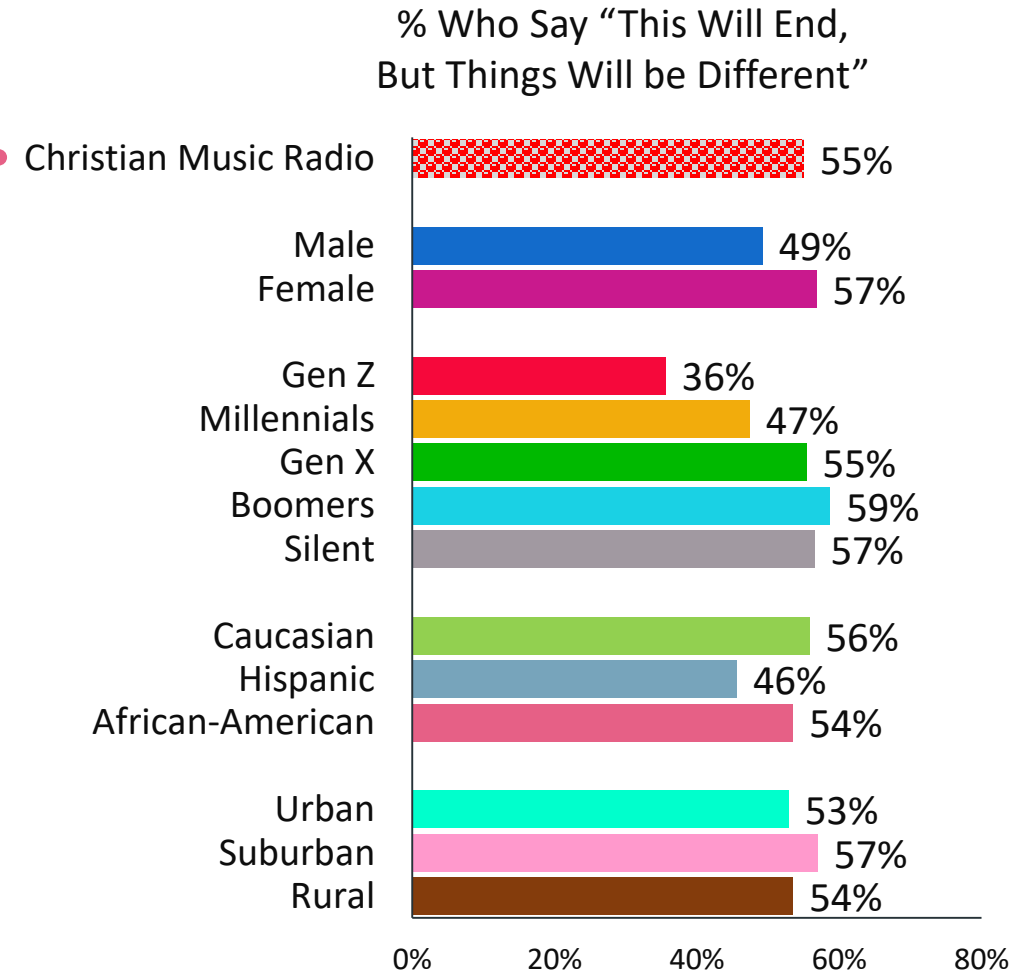


"How much, if at all, do you miss the following activities due to the coronavirus outbreak?"

A Majority Feel Things Will Be "Different" When the Coronavirus Crisis Ends

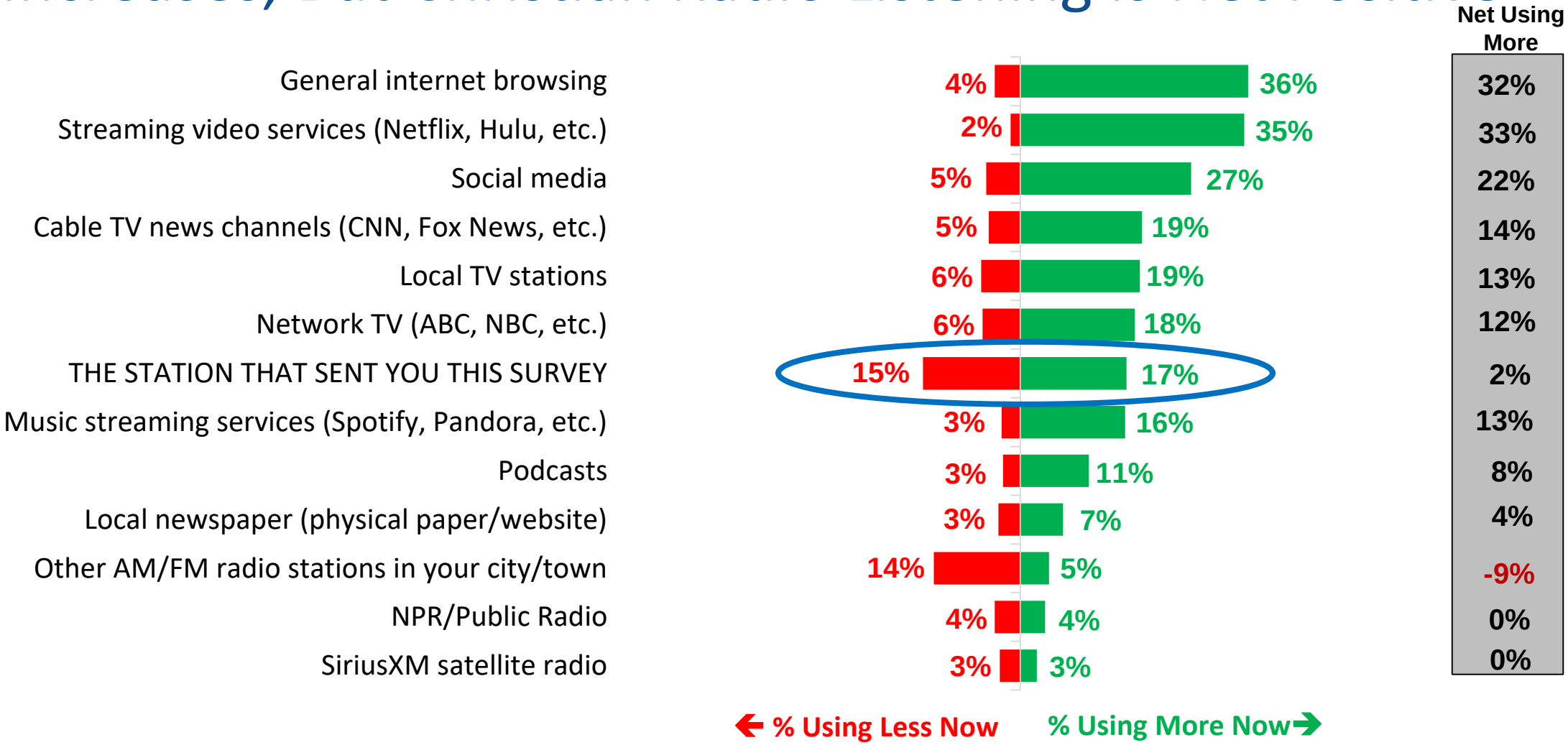


"Which best describes how you think the coronavirus outbreak will end?"



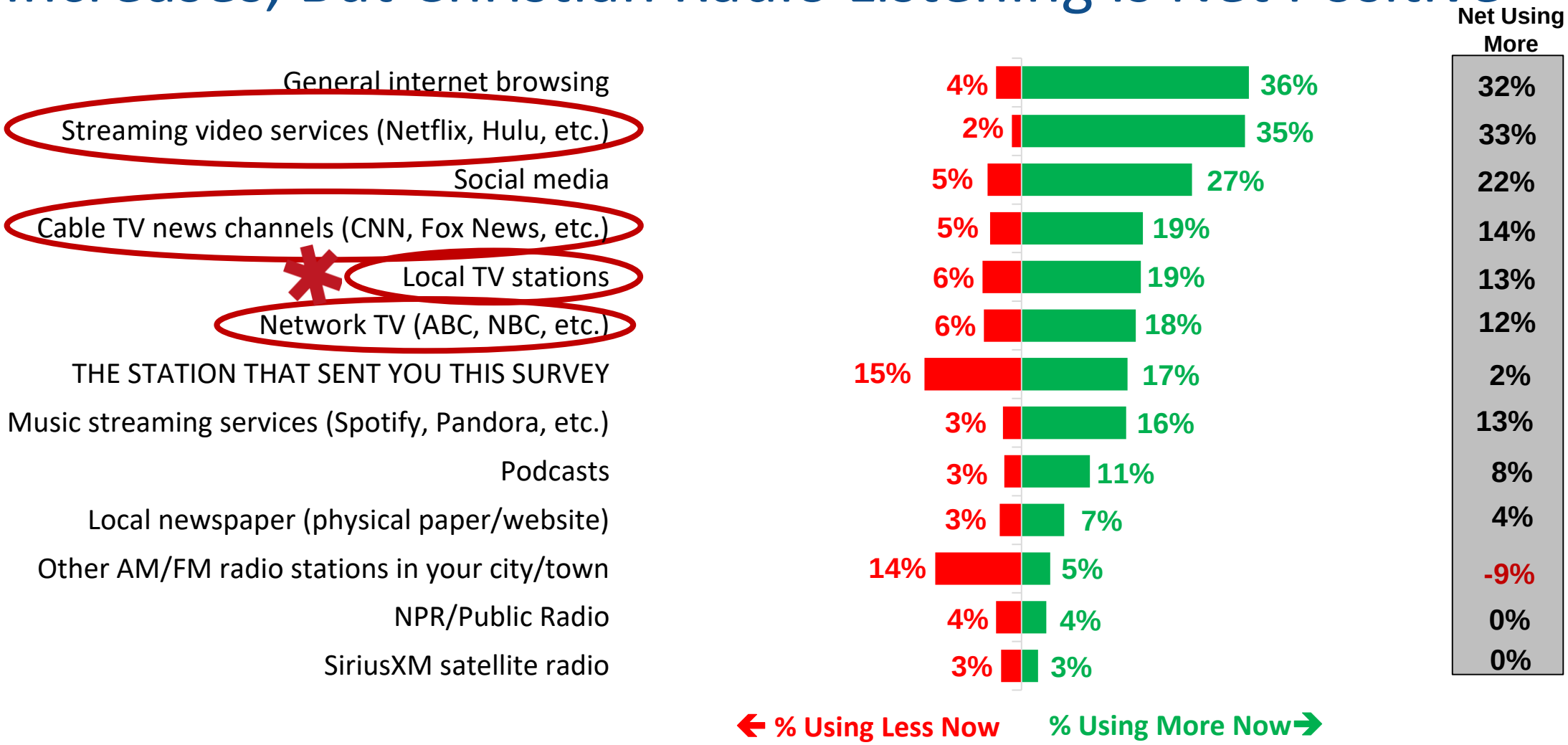
Changes in Media Usage Since COVID-19

Internet Browsing and Streaming Video Show the Largest Usage Increases, But Christian Radio Listening Is Net Positive



"As the coronavirus outbreak has unfolded, how has your use of the following media changed, if at all?"

Internet Browsing and Streaming Video Show the Largest Usage Increases, But Christian Radio Listening Is Net Positive



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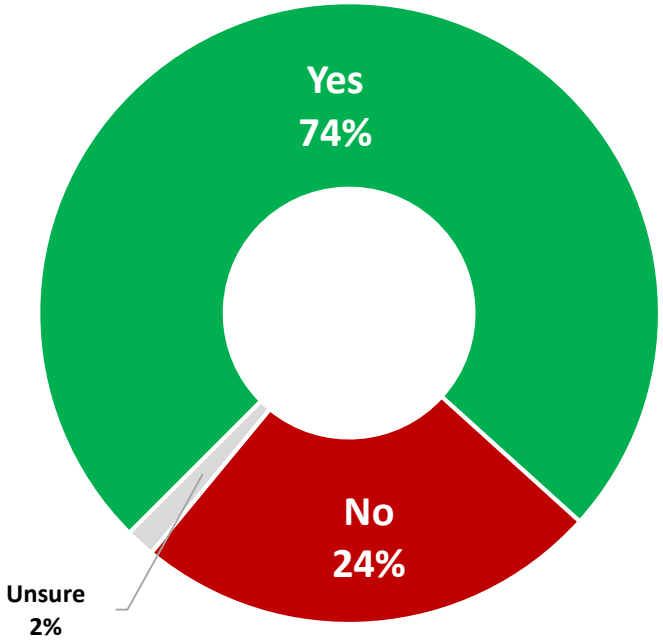
"As the coronavirus outbreak has unfolded, how has your use of the following media changed, if at all?"

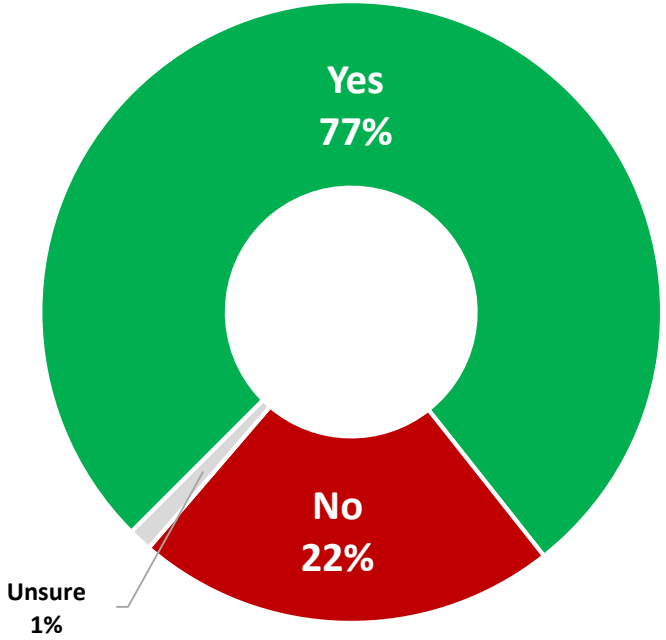
JACOBS MEDIA CORONAVIRUS SURVEY

Almost One in Four Do NOT Have a Working Radio in Their Homes That They Use

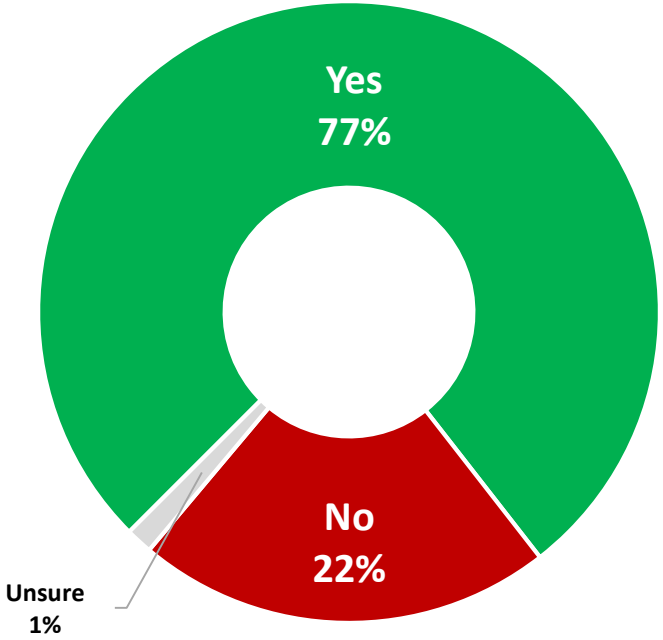
Christian Music Radio



Commercial Radio



Public Radio

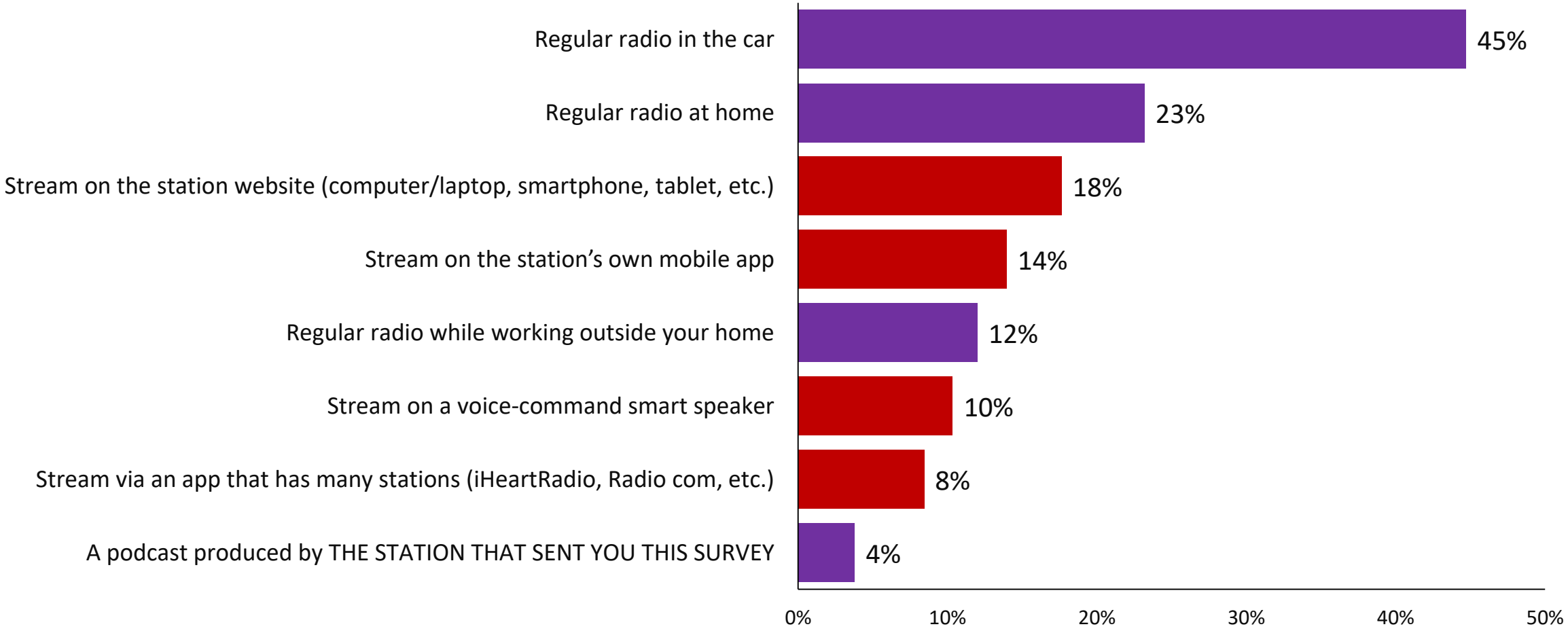


"In your home, do you have a working radio that you use?"

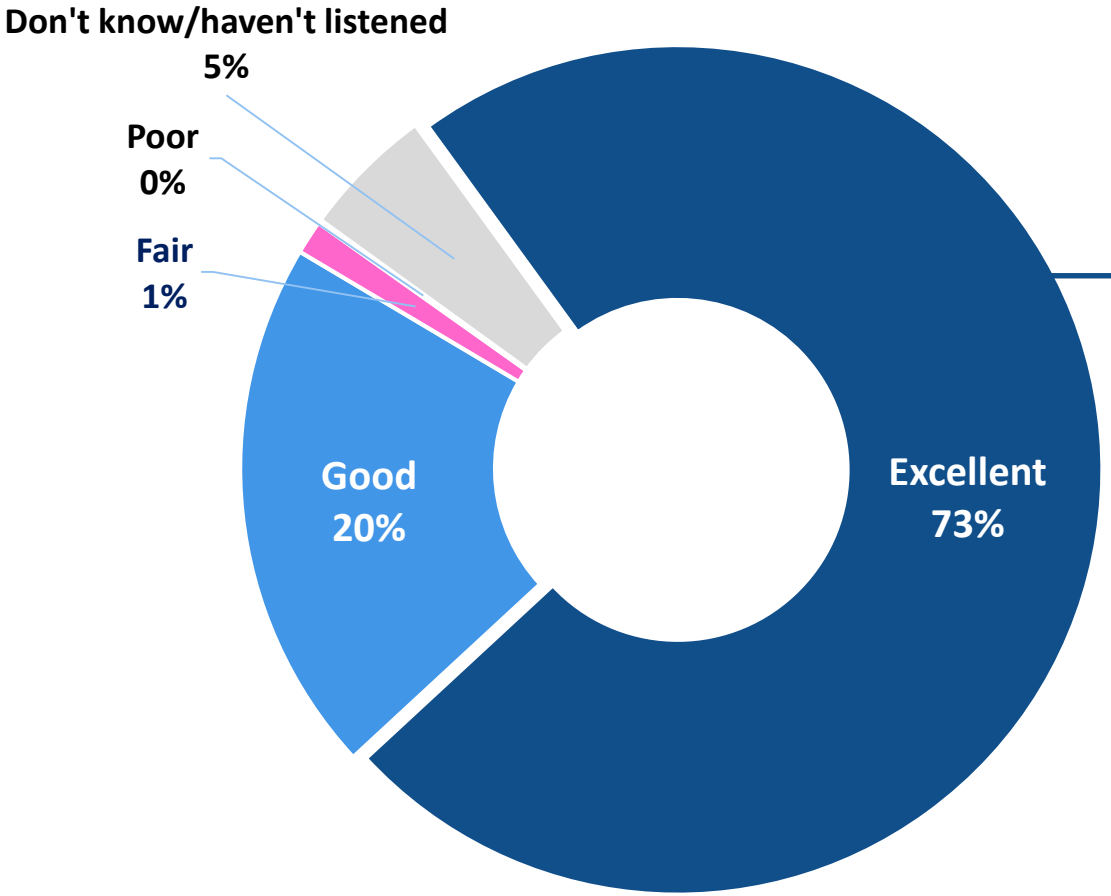
Christian Music Radio & the Coronavirus

In-Car Listening Leads, Though Less Than “Normal”; Streaming on Various Devices Looks Solid

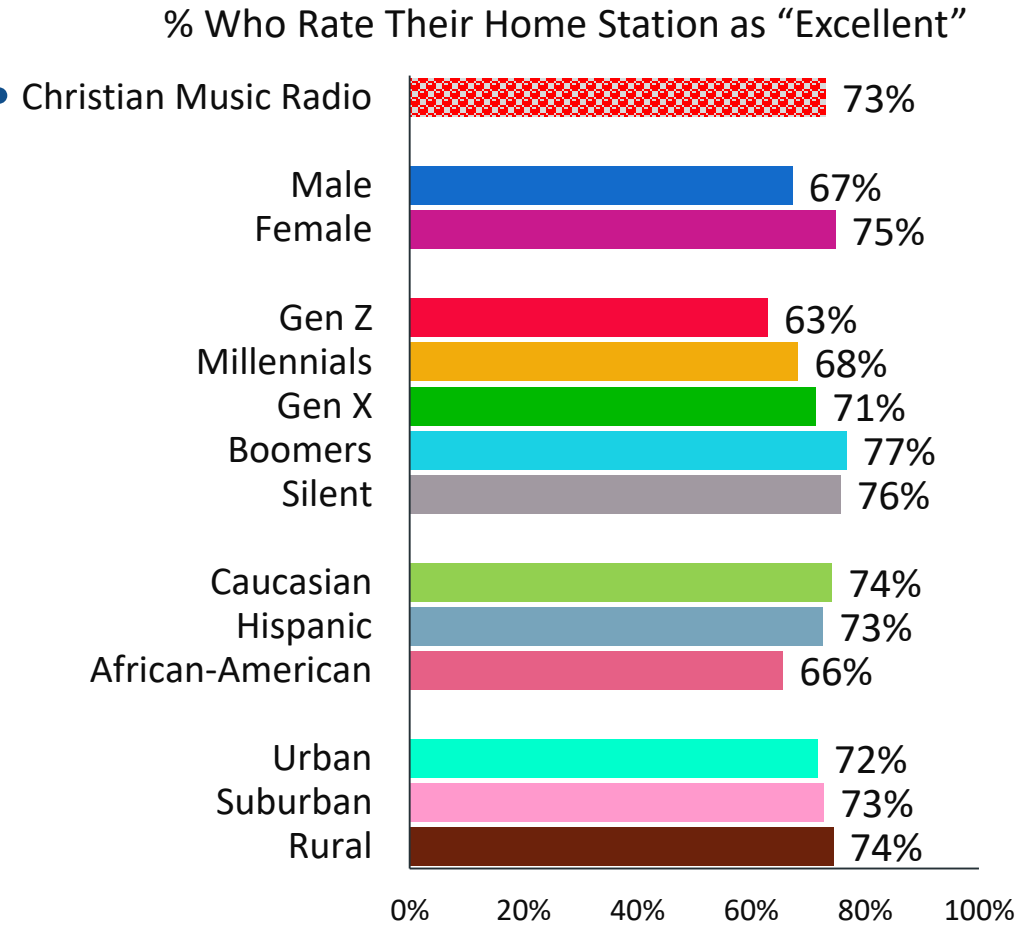
Among Those Currently Listening to Their Home Station,
% Using Each Platform “A Lot” to Listen to the Station



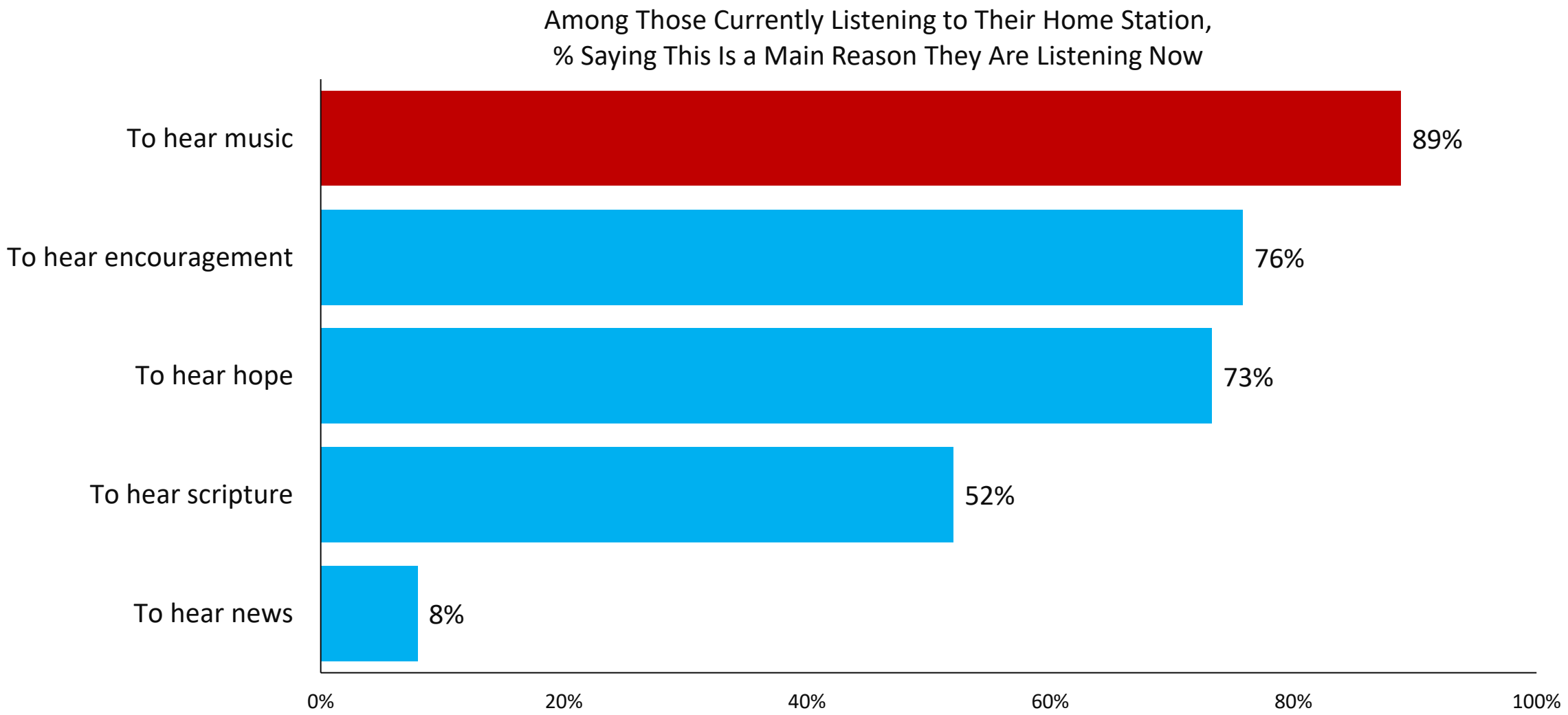
Nearly Three in Four Rate Their Home Station "Excellent" Since the Coronavirus Outbreak



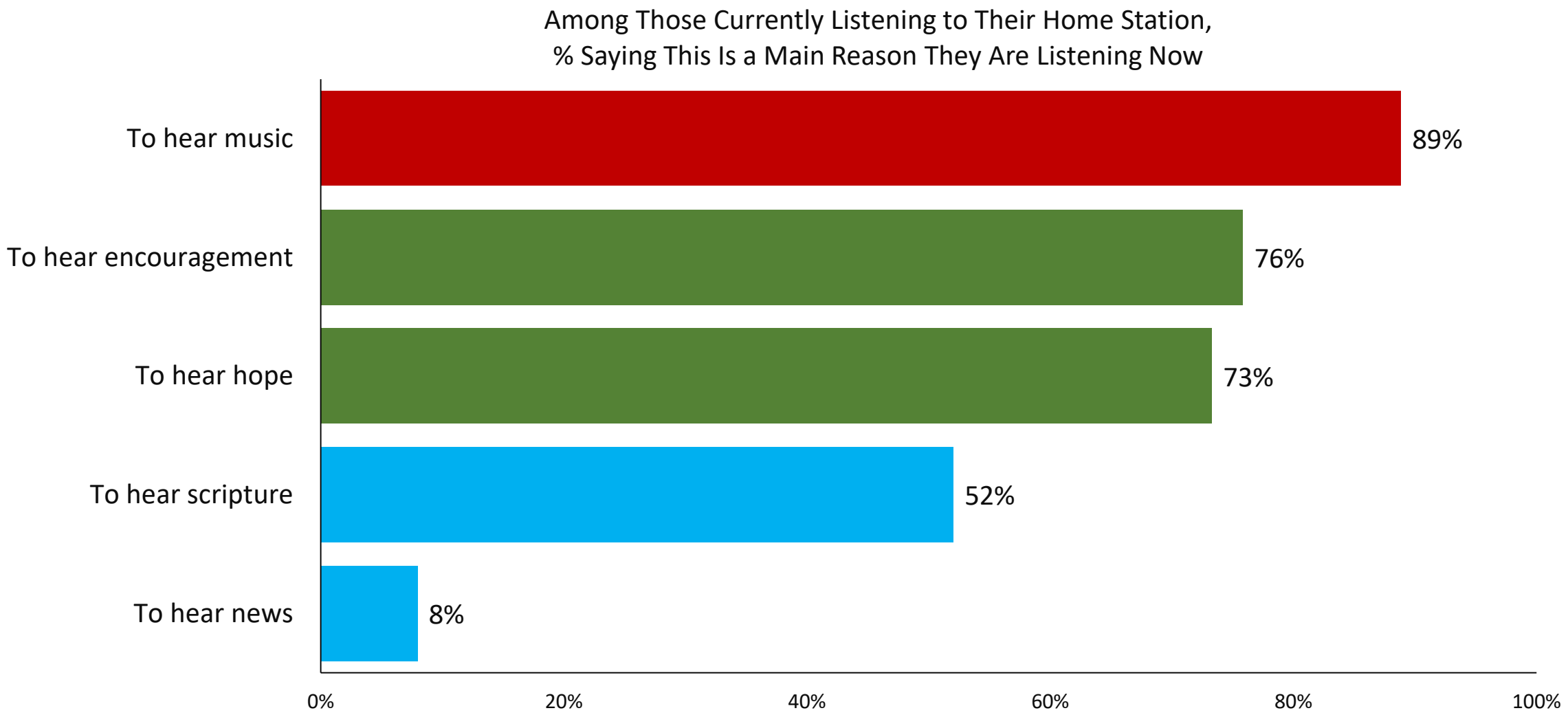
"Think about your listening to THE STATION THAT SENT YOU THIS SURVEY. How would you rate the station SINCE the start of the coronavirus outbreak?"



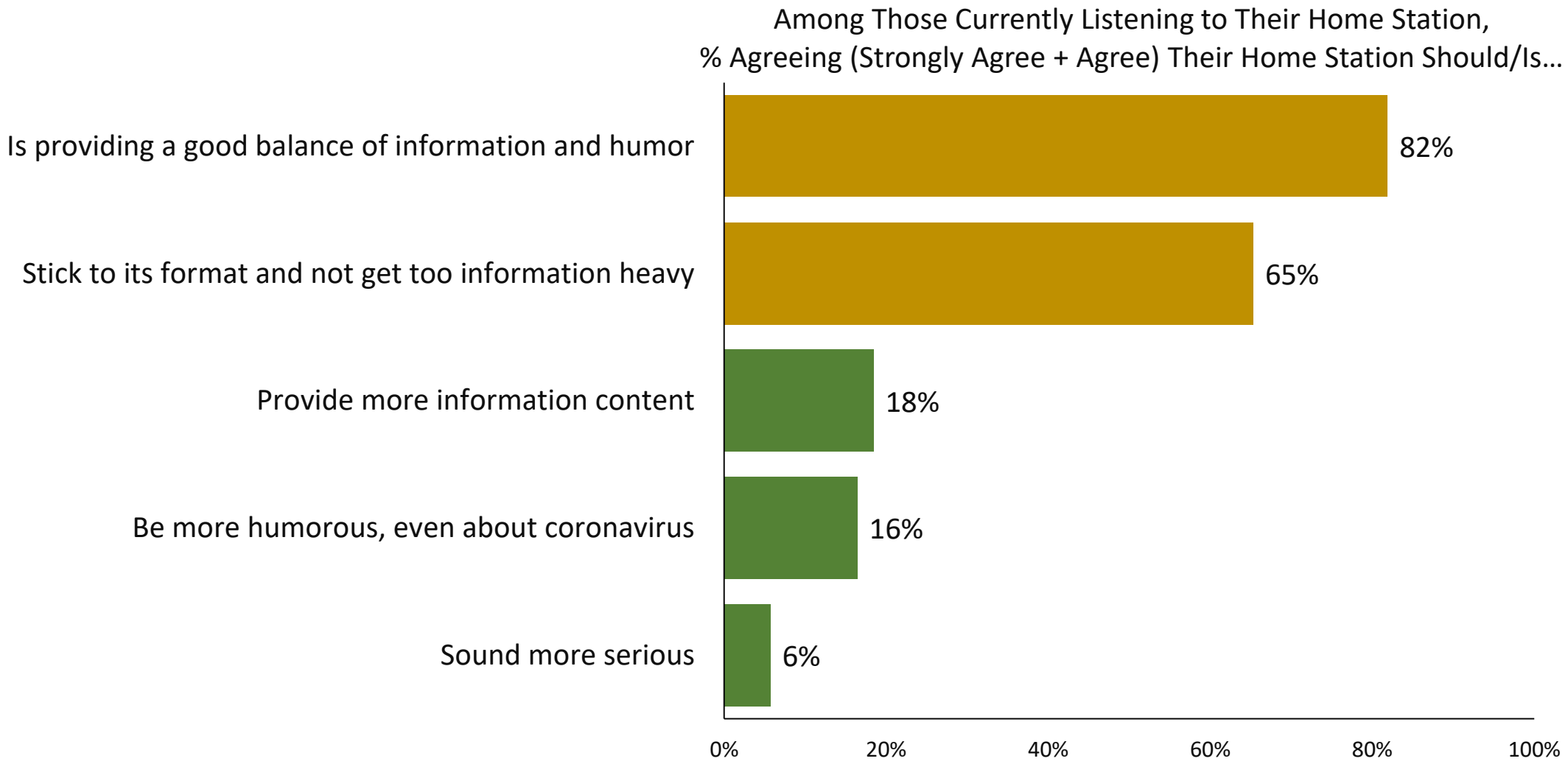
Even With the Global Pandemic, It's About the Music



But Encouragement and Hope Are Integral, Too

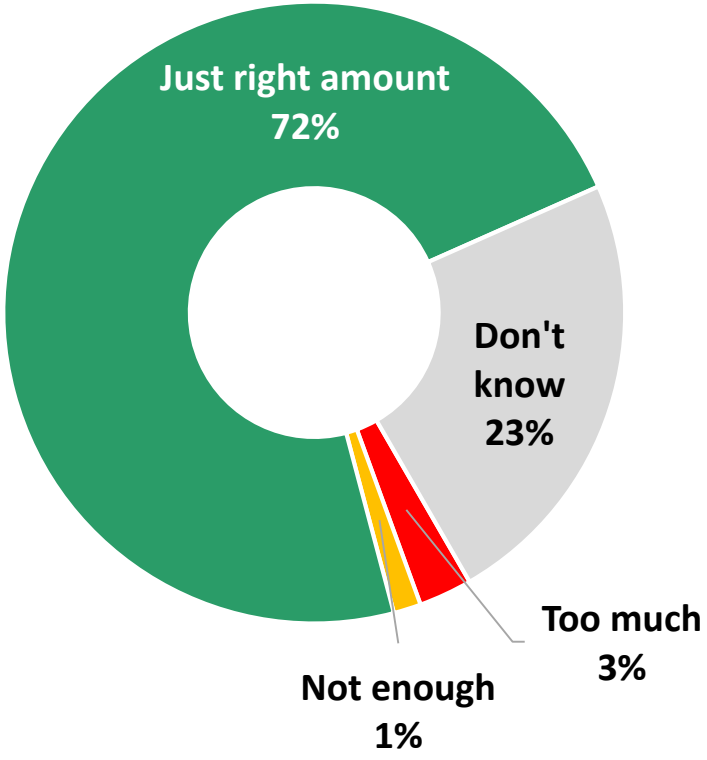


Most Find Their Home Station Is Well-Balanced; Nearly Two-Thirds Want Christian Music Radio to Stay in Its Lane

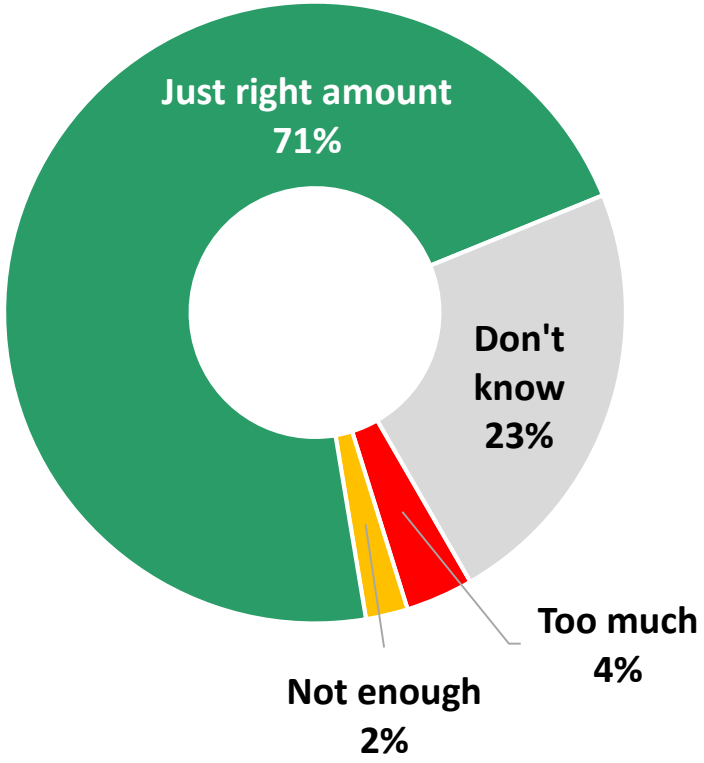


More Than Seven in Ten Feel Their Home Station Is Paying the Right Amount of Attention to COVID-19

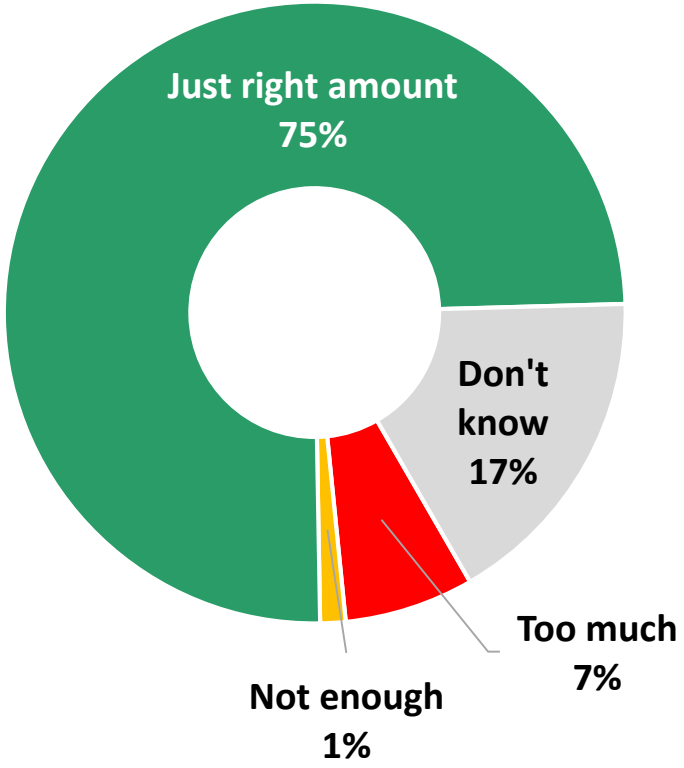
Christian Music Radio



Commercial Radio



Public Radio



"As the coronavirus outbreak has unfolded, how much attention do you feel THE STATION THAT SENT YOU THIS SURVEY is paying to the situation?"

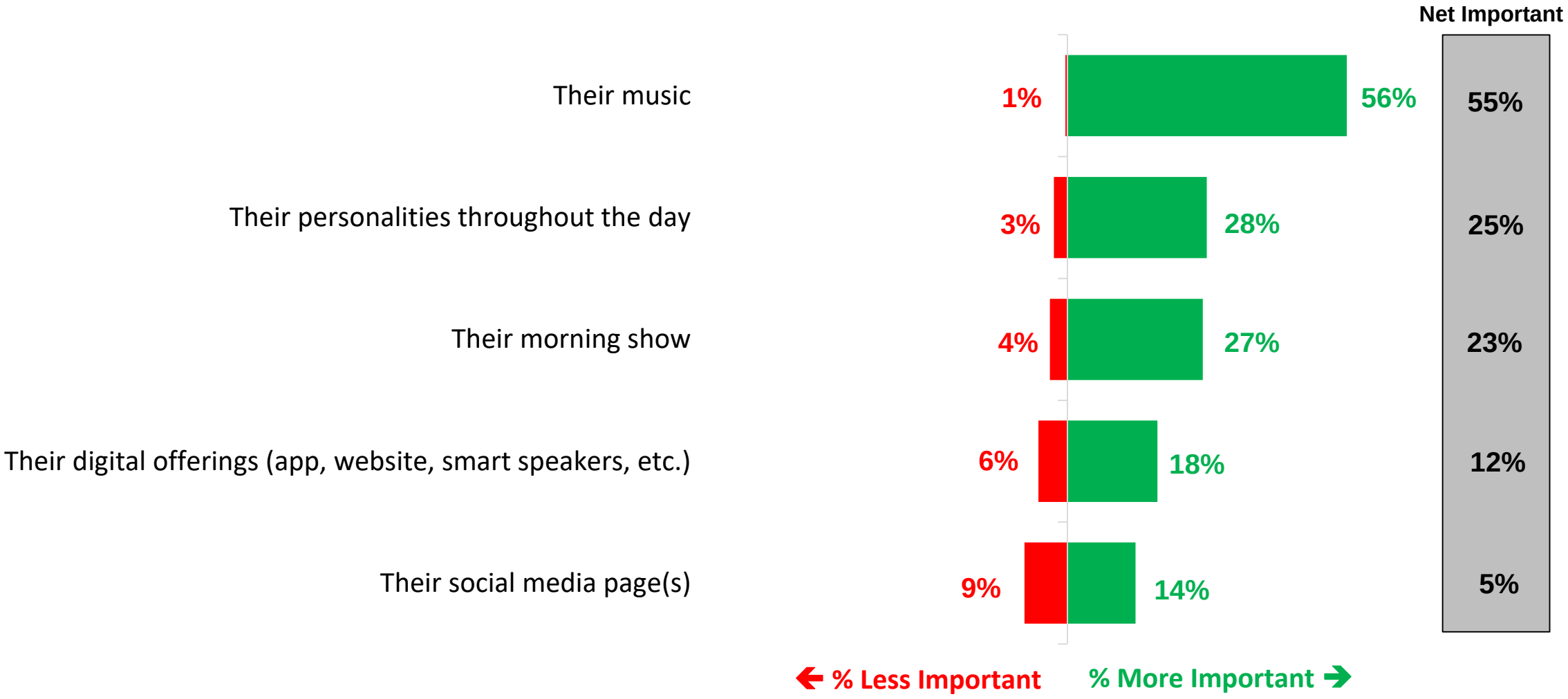
Supporting Local Workers and Hearing More Music Is the Top Priority, With Sermons and Prayer Not Far Behind

"Think about THE STATION THAT SENT YOU THIS SURVEY and what you'd like to hear from them as the coronavirus outbreak has unfolded. Would you like this station to do MORE, LESS, or about the SAME AMOUNT of:"

Contests, News Updates, & Charity Work Are Lower Priorities

"Think about THE STATION THAT SENT YOU THIS SURVEY and what you'd like to hear from them as the coronavirus outbreak has unfolded. Would you like this station to do MORE, LESS, or about the SAME AMOUNT of:"

Listeners Say Music and Personalities, Both Mornings and Throughout the Day, Are Even More Important Now



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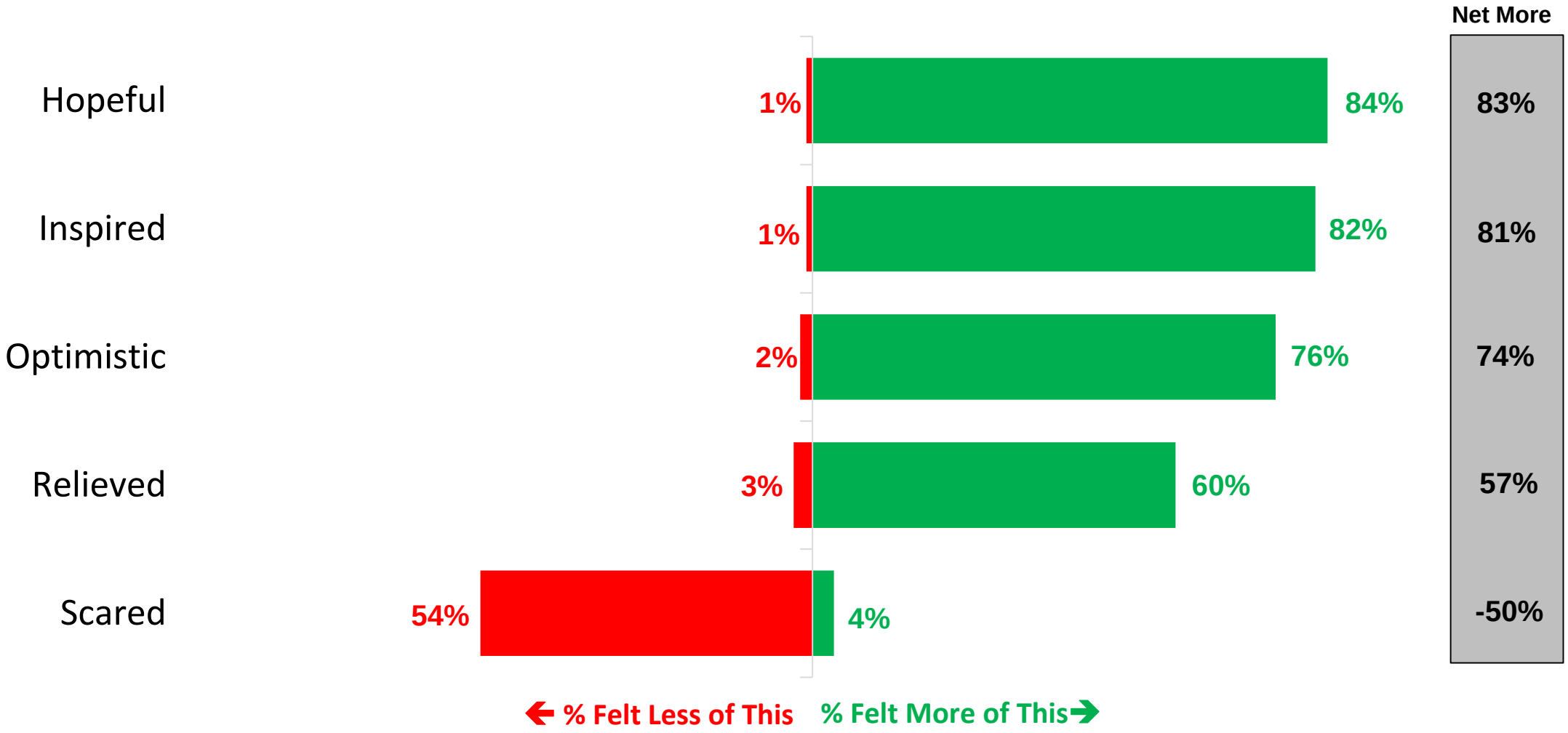
"During this time of the coronavirus outbreak, from THE STATION THAT SENT YOU THIS SURVEY how important is/are (item)?"

JACOBS MEDIA CORONAVIRUS SURVEY

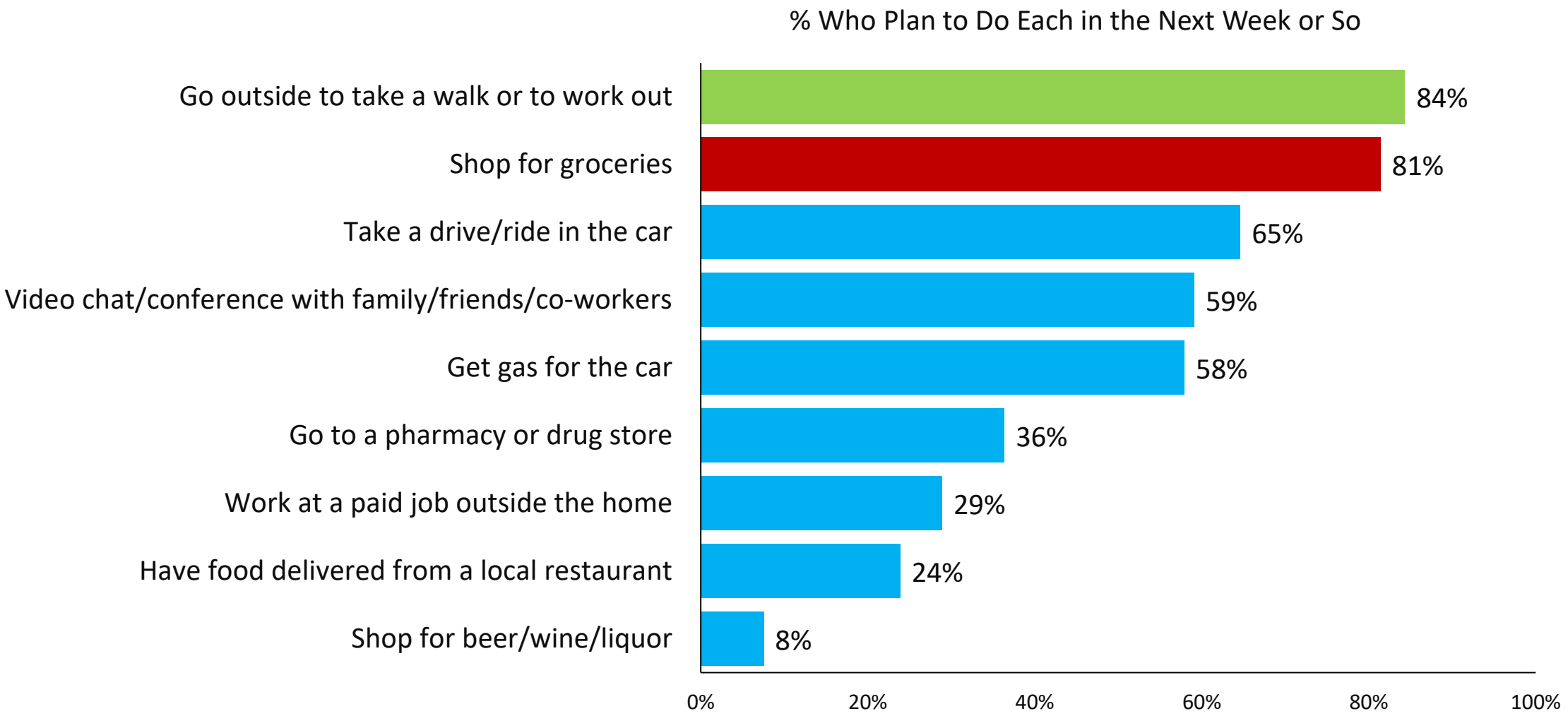
Listeners Overwhelmingly Say Their Home Stations Are Providing Hope, Inspiration, Optimism and Relief



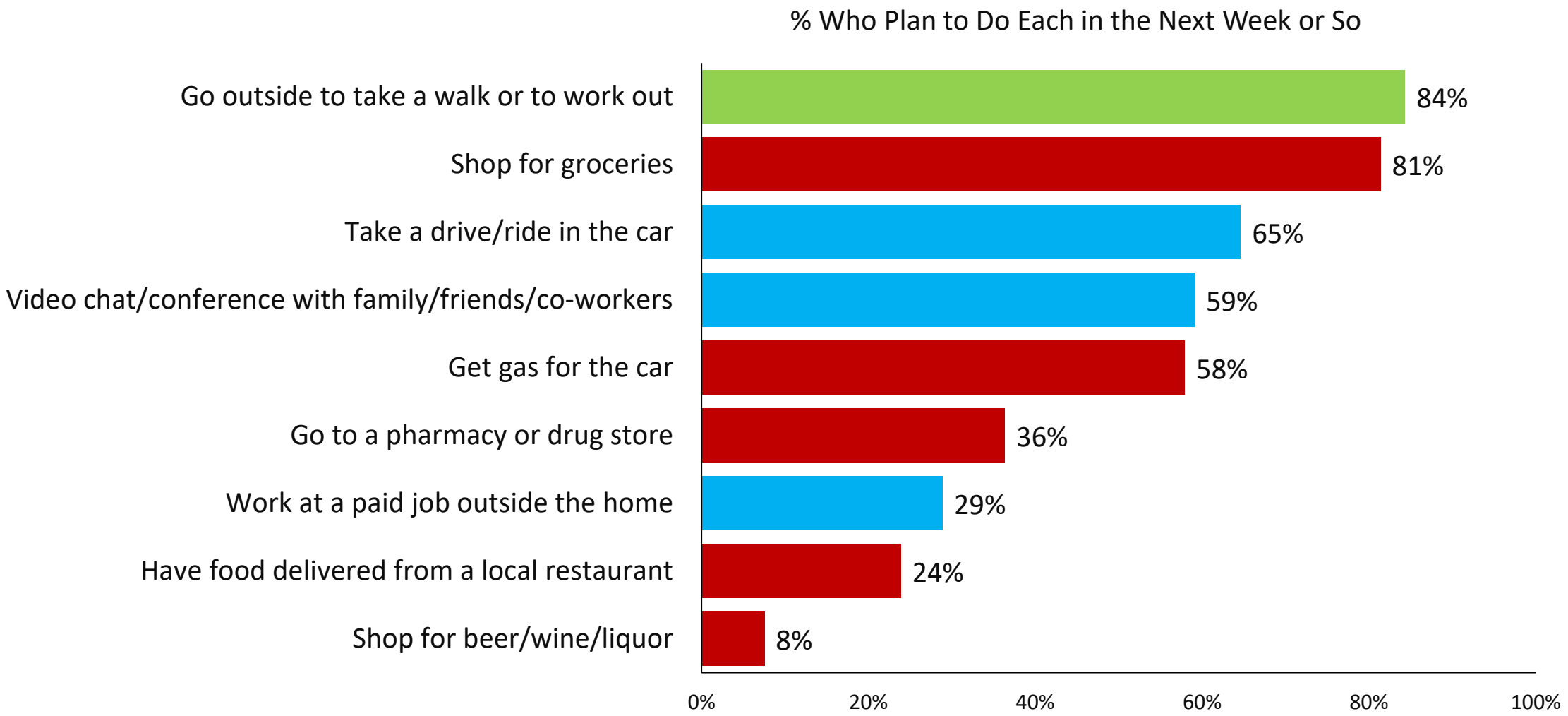
"As the coronavirus outbreak has unfolded, think about how listening to THE STATION THAT SENT YOU THIS SURVEY has made you feel. Have you felt more or less (emotion)?"

Consumer Buying & Shopping Behavior

In the Coming Week, More Than Eight in Ten Plan to Get Outside For a Walk/Workout & to Grocery Shop

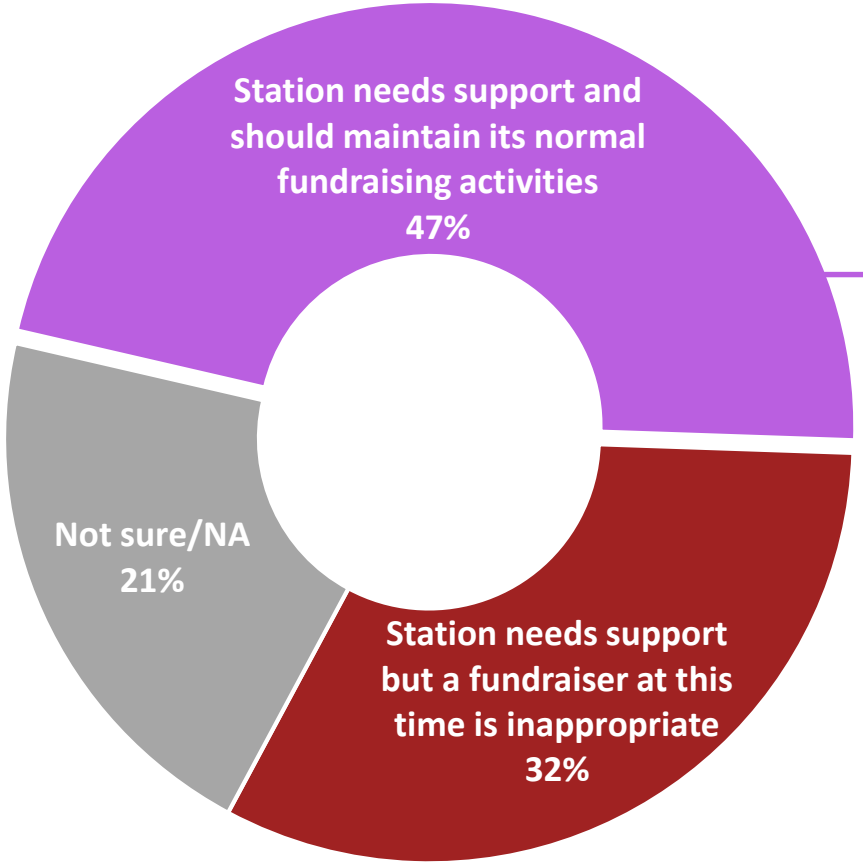


In the Coming Week, More Than Eight in Ten Plan to Get Outside For a Walk/Workout & to Grocery Shop

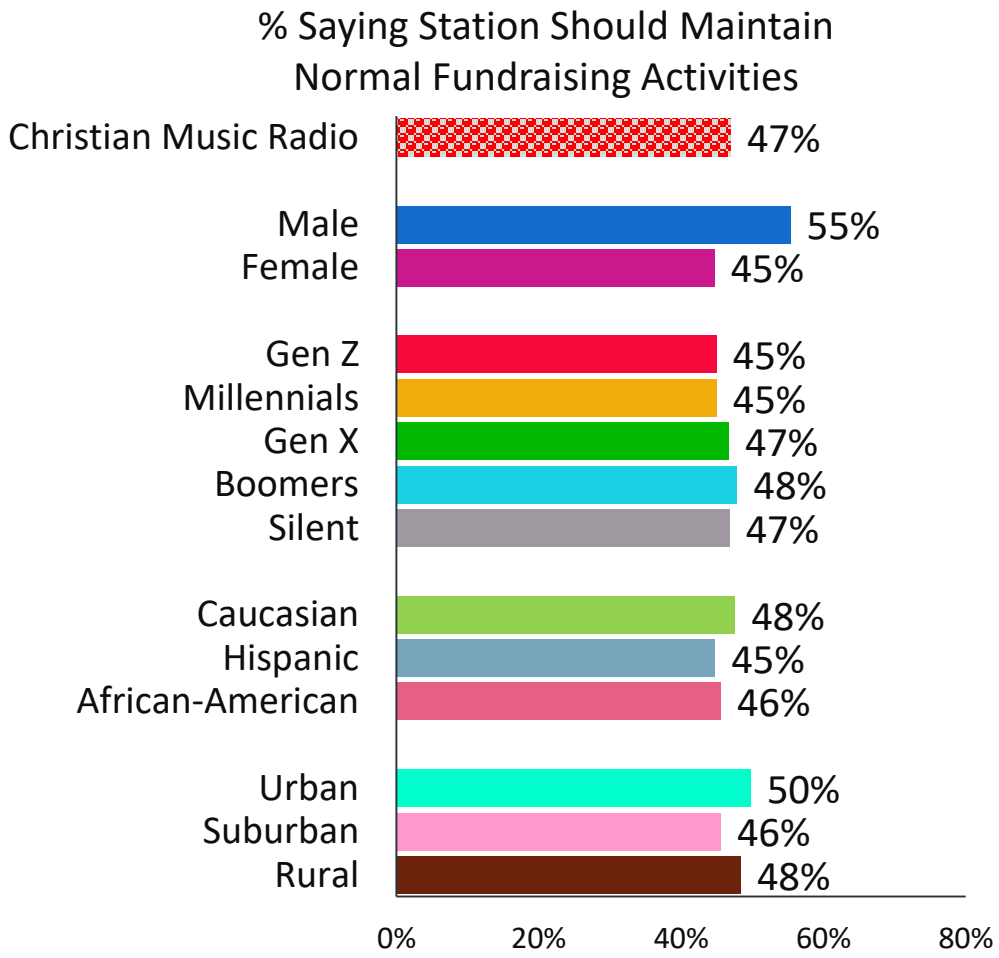


Fundraising

Most Listeners, Led By Men, Support Station Fundraising During COVID-19; One in Three Feel It Is Inappropriate



"Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?"



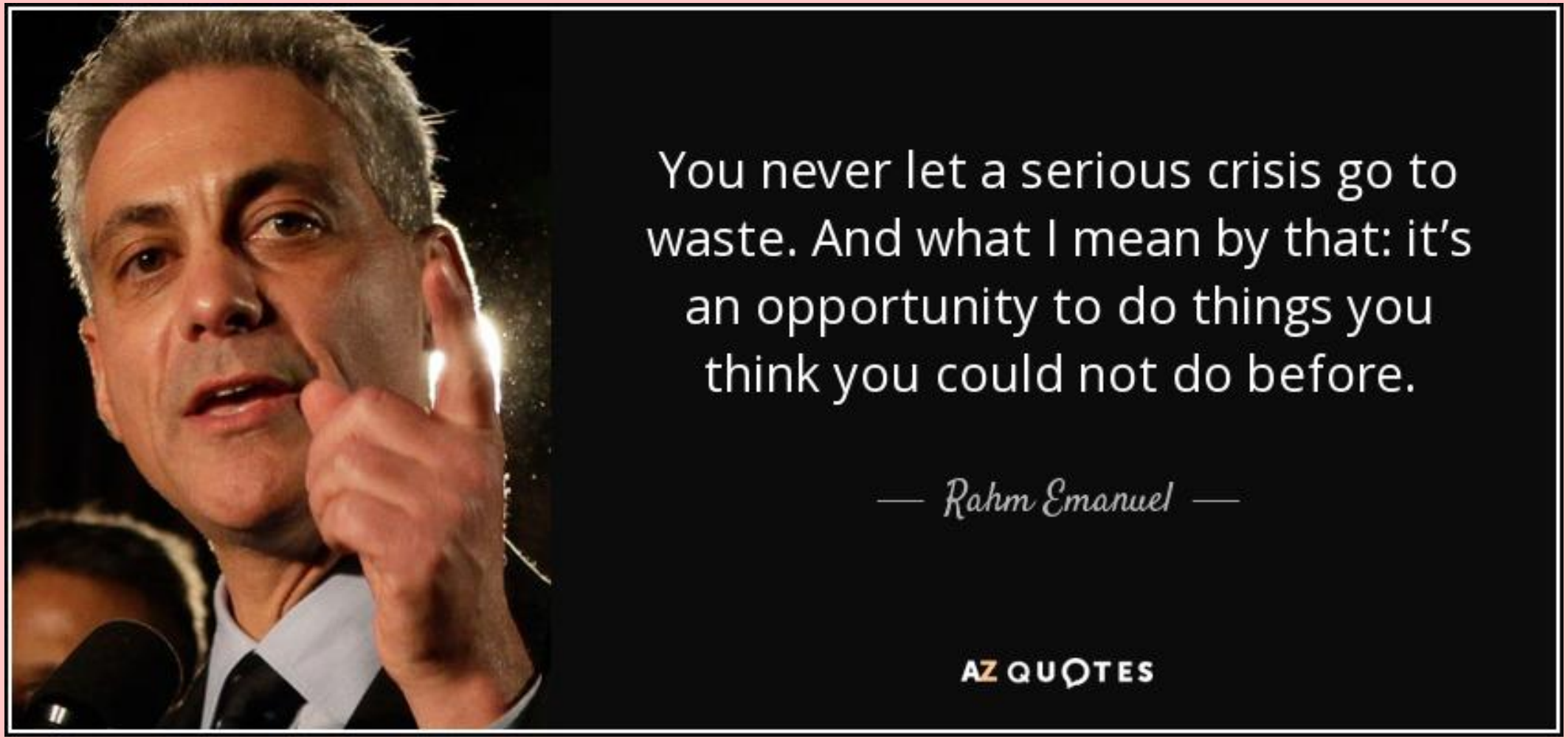
Takeaways & Action Steps

Key Findings

- The audience is out of their comfort zones – physically & mentally
  - They're in odd locations, situations
  - They tend to be more optimistic & less worried than other respondents
  - Not as good for a "habit medium" like radio
- This is a full-blown crisis, it will end, but things will be different
- Most are more concerned about the welfare of a friend/family member than themselves
- Rather than the economy, most feel something good will come out of this
- They are not as depressed, angry, afraid, or "up & down" – they more optimistic
- Above all else, they miss being able to attend religious services, along with missing interactions with friends & family members

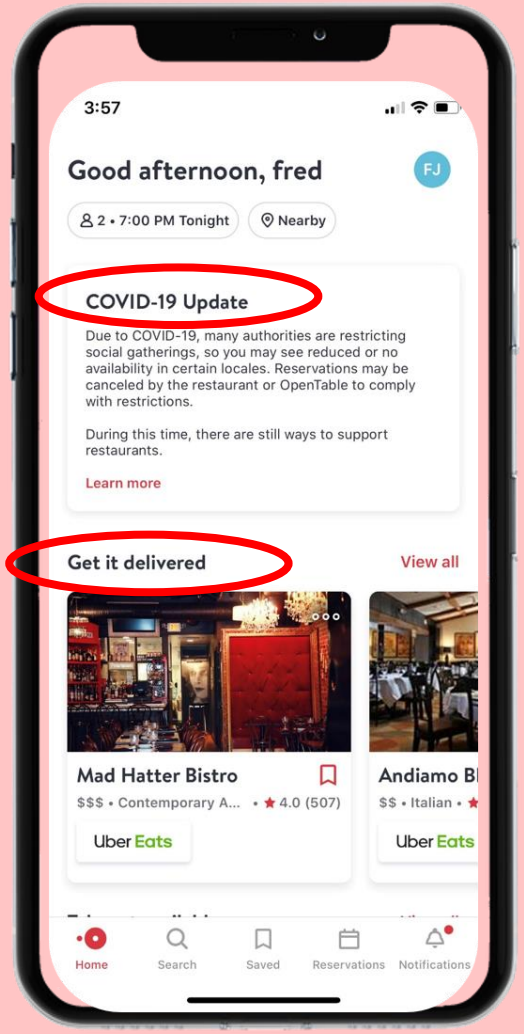
Key Findings

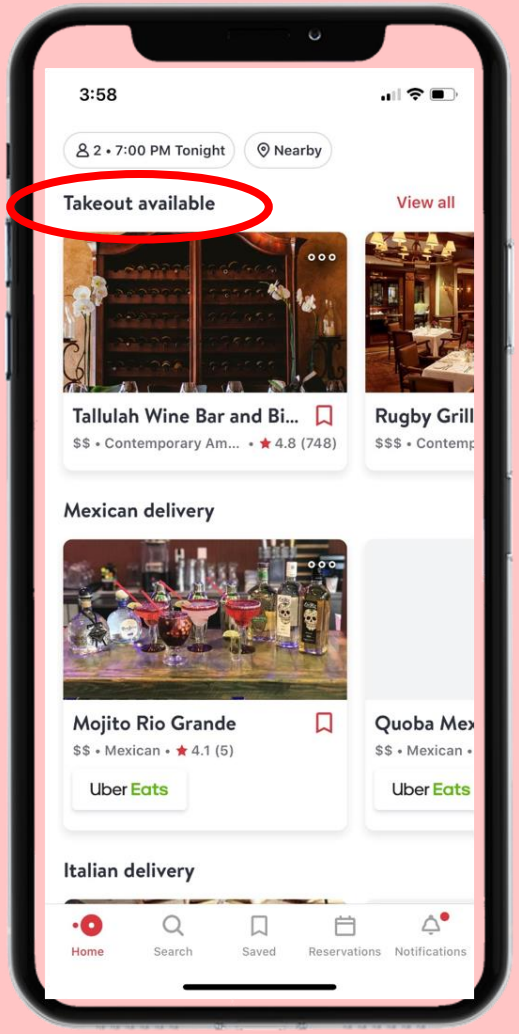
- They absolutely trust their favorite radio stations; higher trust for President Trump than Commercial & Public Radio
- Home radio stations earn “excellent” scores & points for the right balance
- They are consuming *lots* of video, but Christian music radio looks solid, despite disappearing radios at home
- They’re not interested in deeper COVID-19 coverage – it’s about the music
- They want stations to acknowledge, assist, pay tribute to local “first responders”
- Despite the pandemic, they are exercising & grocery shopping
- More think it’s appropriate for stations to be fundraising in this environment, but some aren’t so sure – check your station’s data

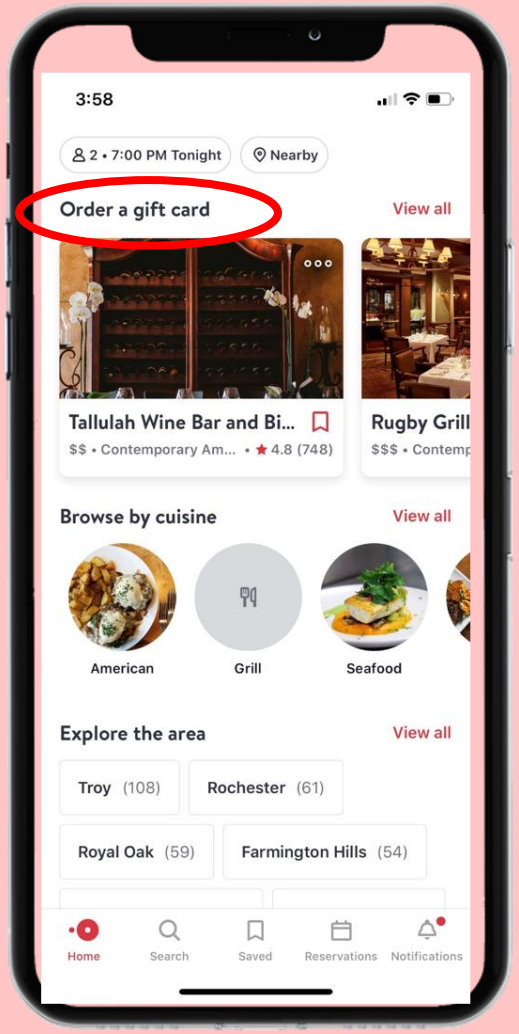

You never let a serious crisis go to waste. And what I mean by that: it's an opportunity to do things you think you could not do before.
— Rahm Emanuel —
AZ QUOTES

Any Brand Can Emerge In a Crisis

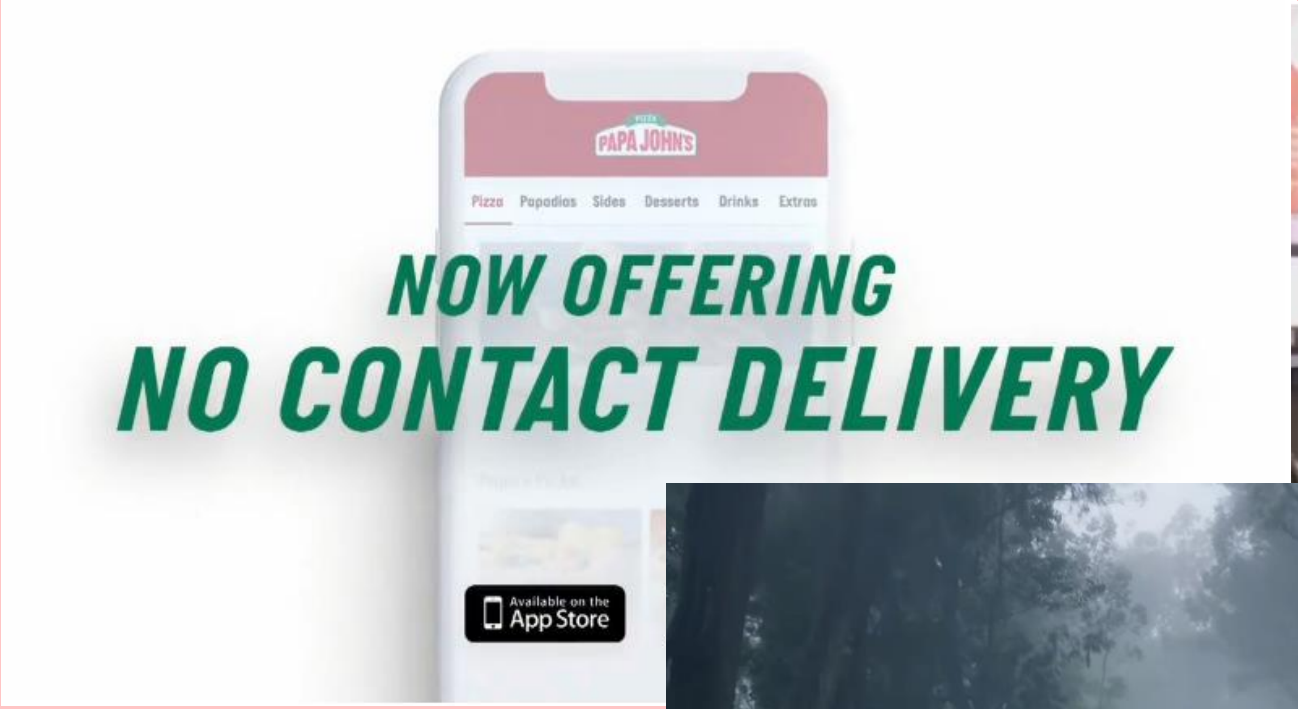
Re-Examine Your Model

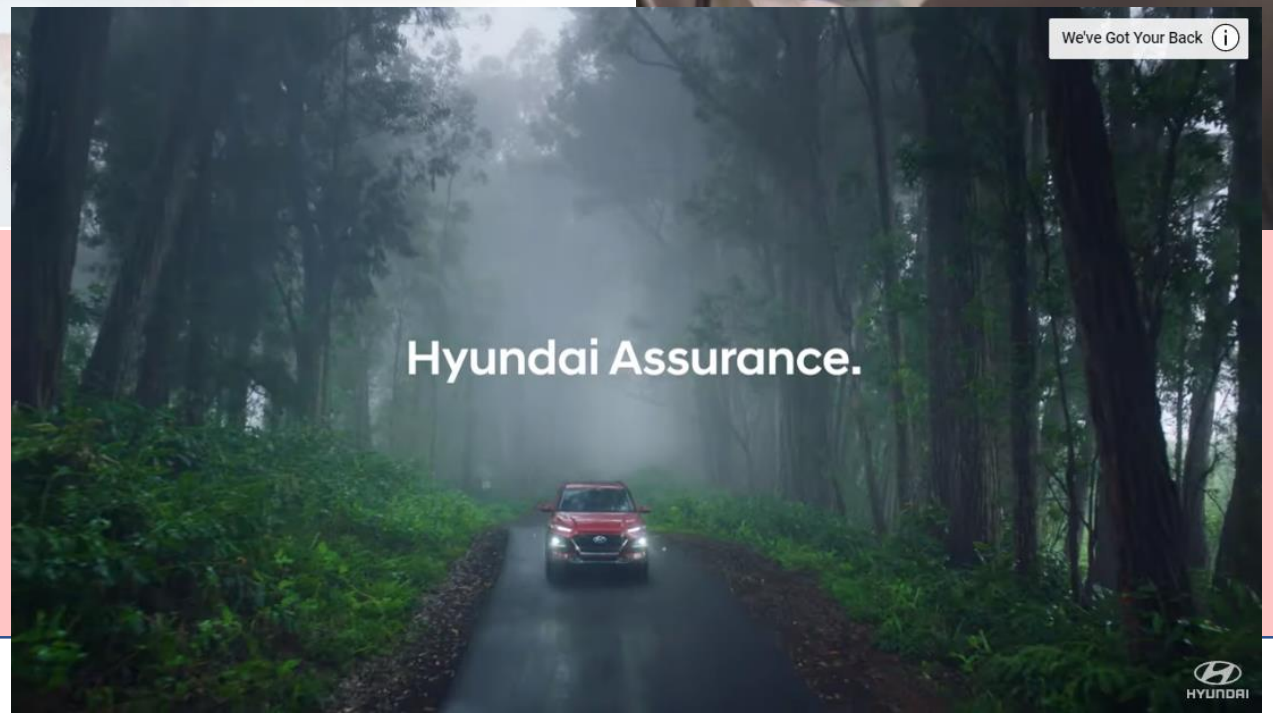






Re-Examine Your Model





Re-Examine Your Messaging

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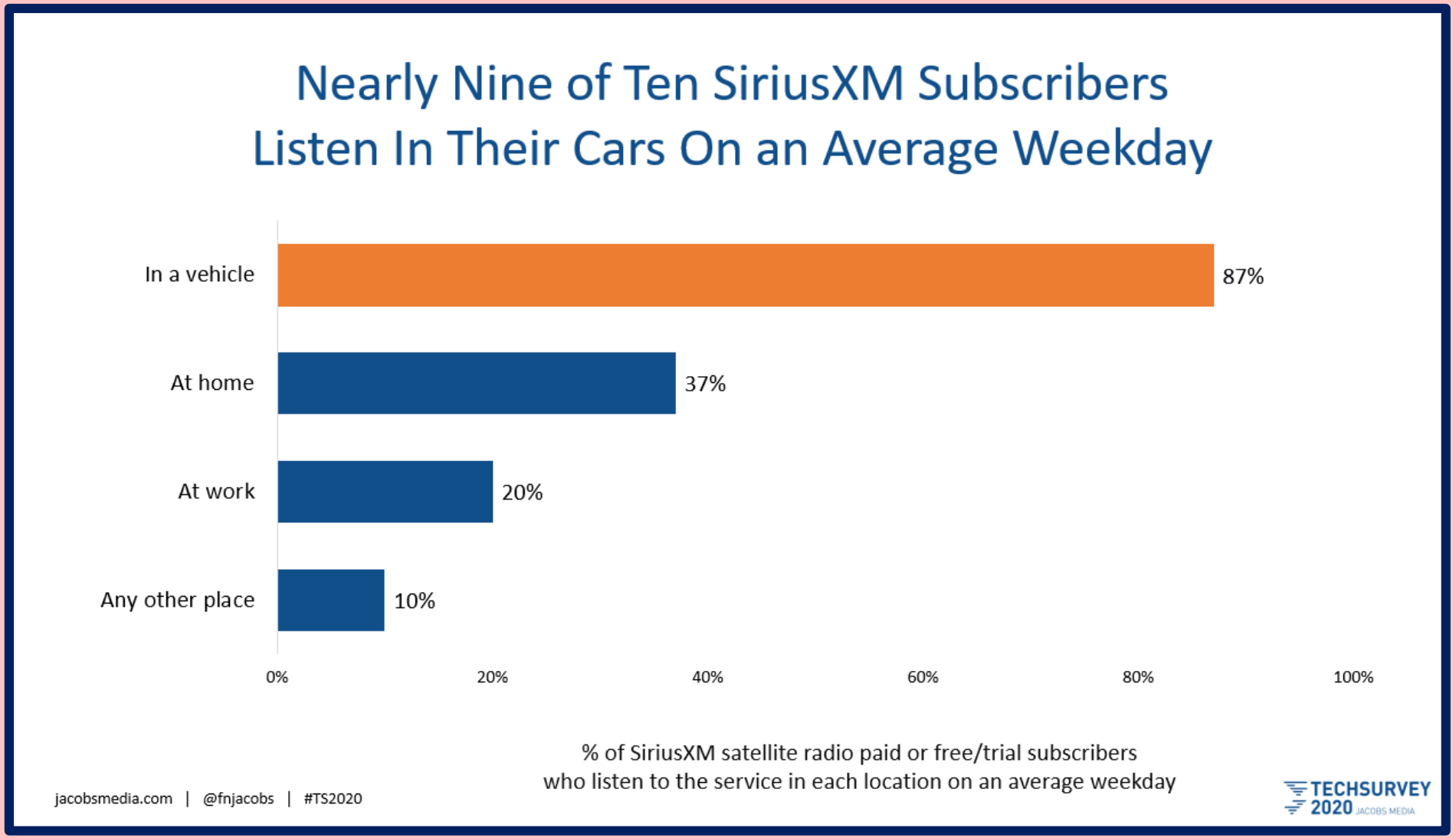
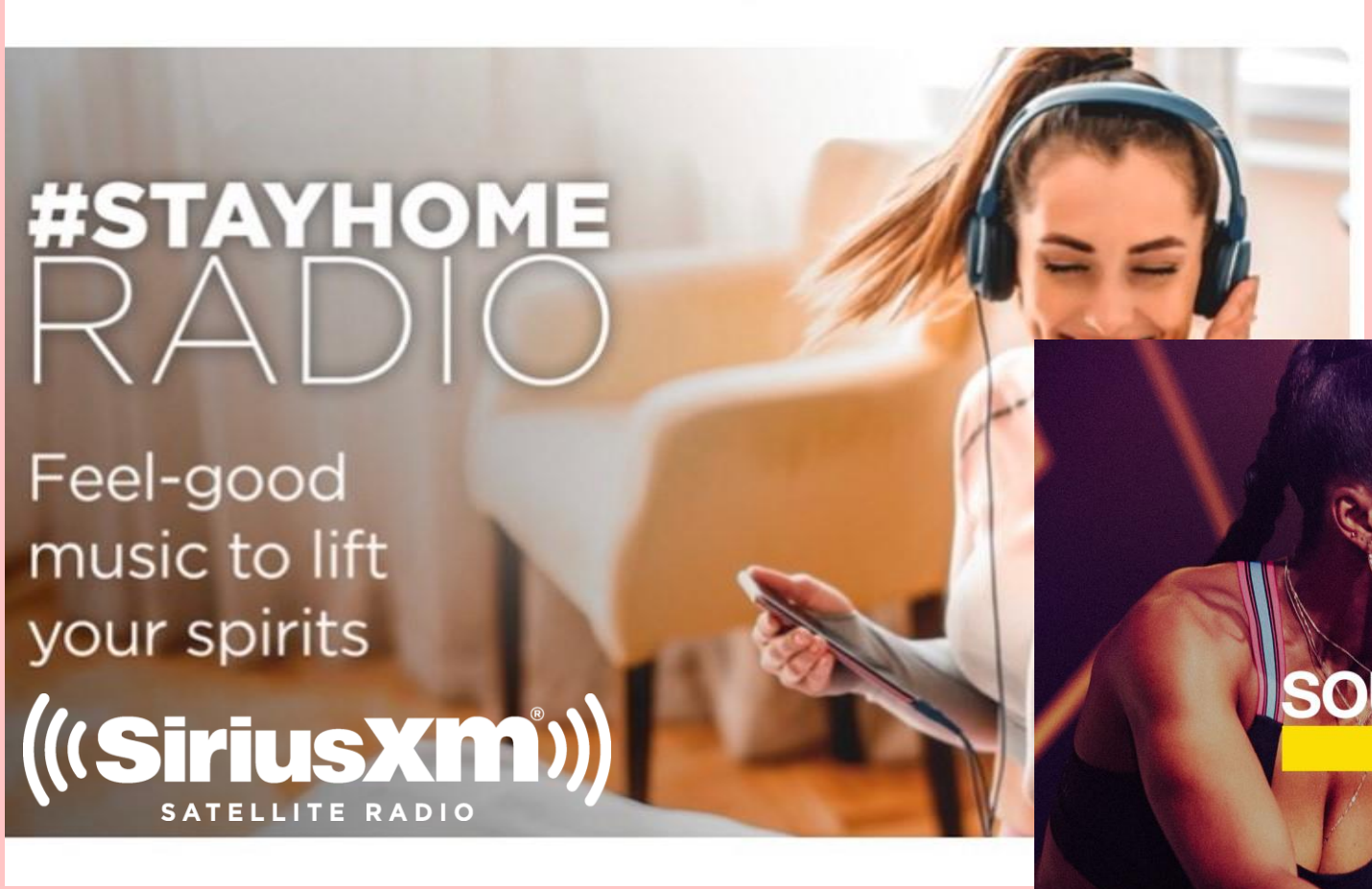
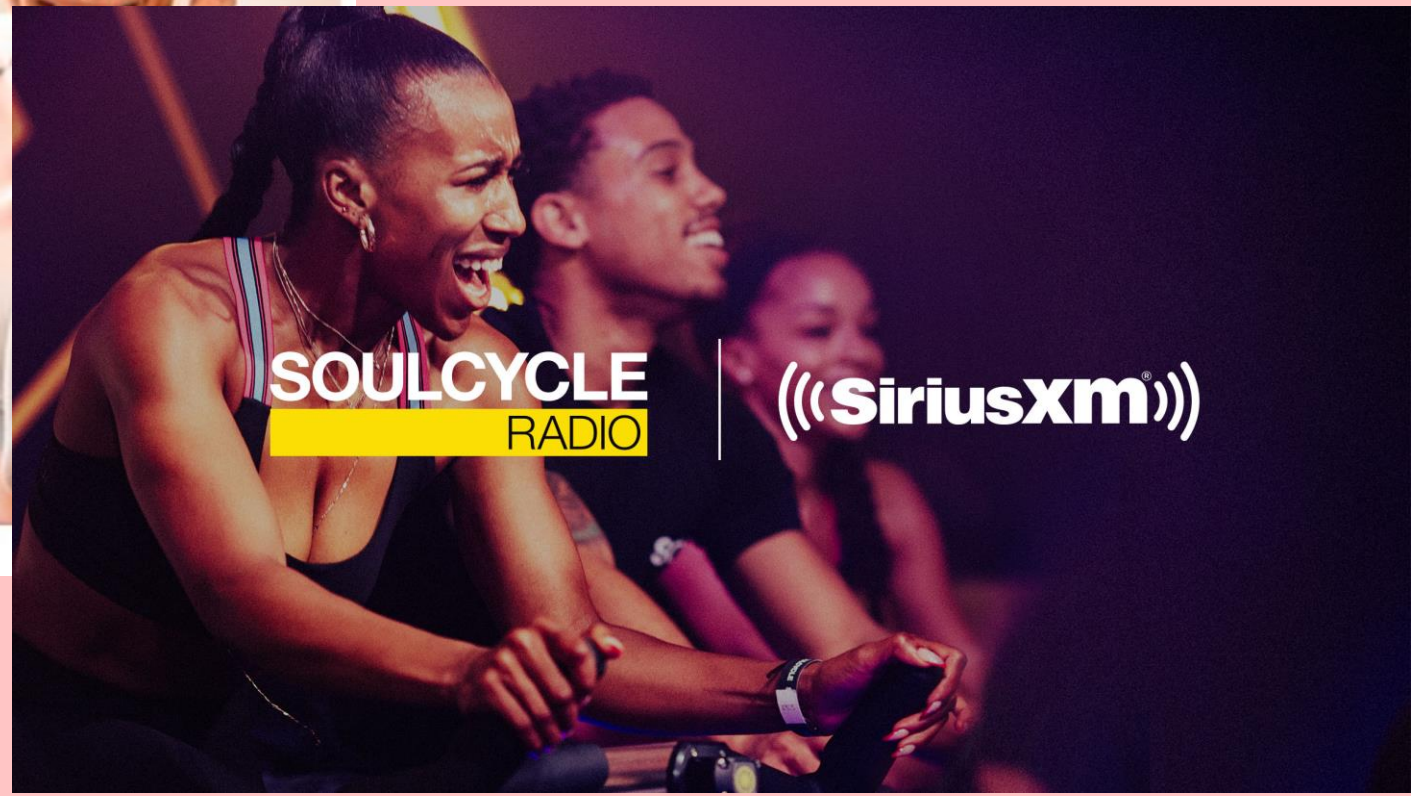
Shift Your Location Strategy



Promote Your Streaming Channels/Gadgets

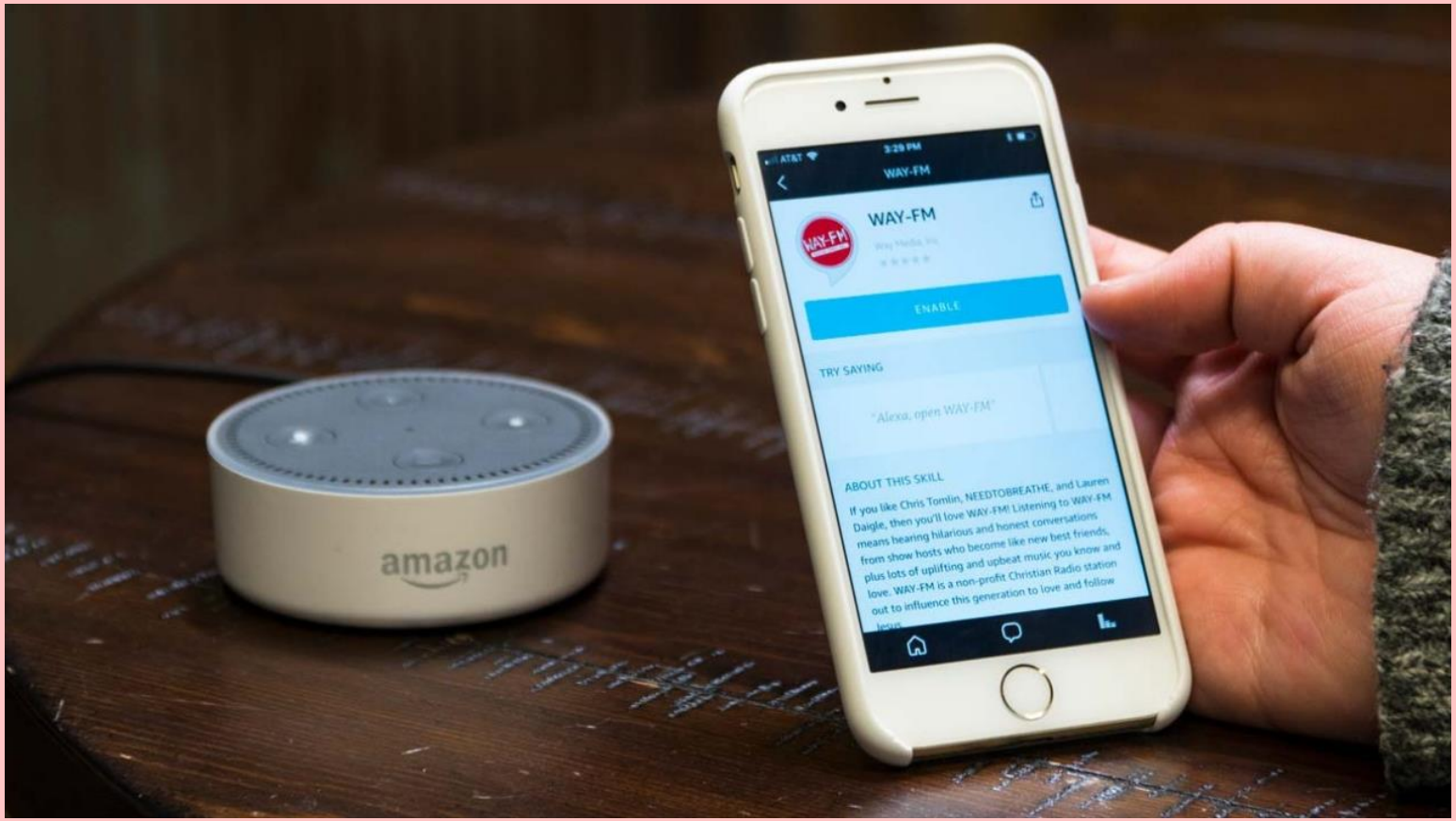
Shift Your Location Strategy

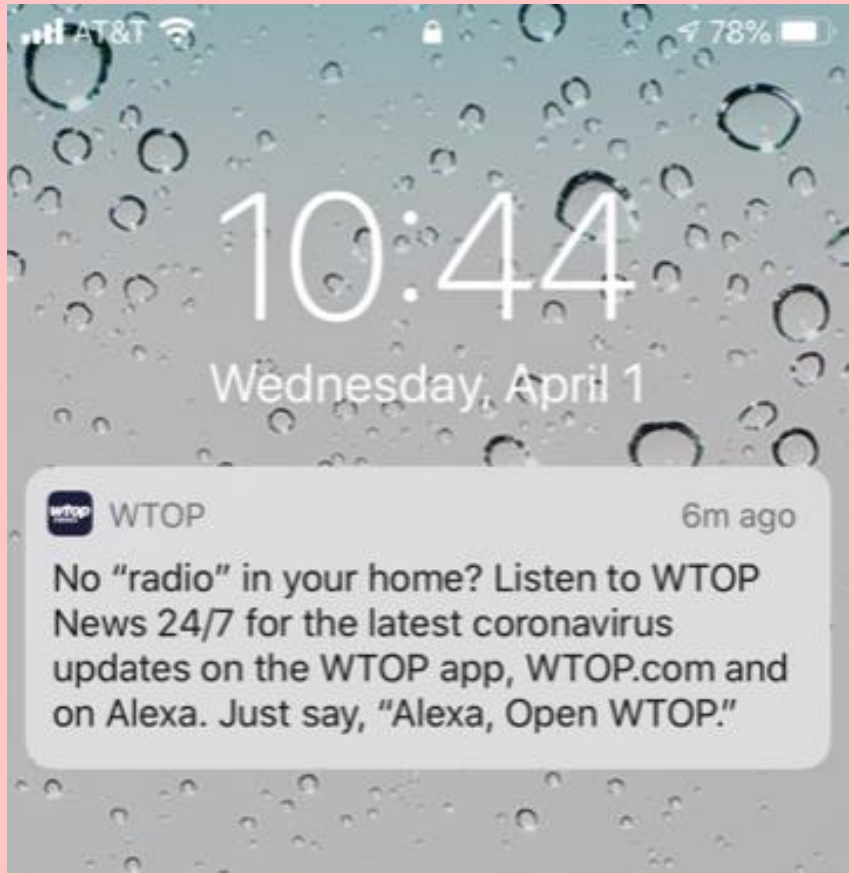




Shift Your Location Strategy

Promote Your Streaming Channels/Gadgets





Stay At Home = A Fashion Statement?

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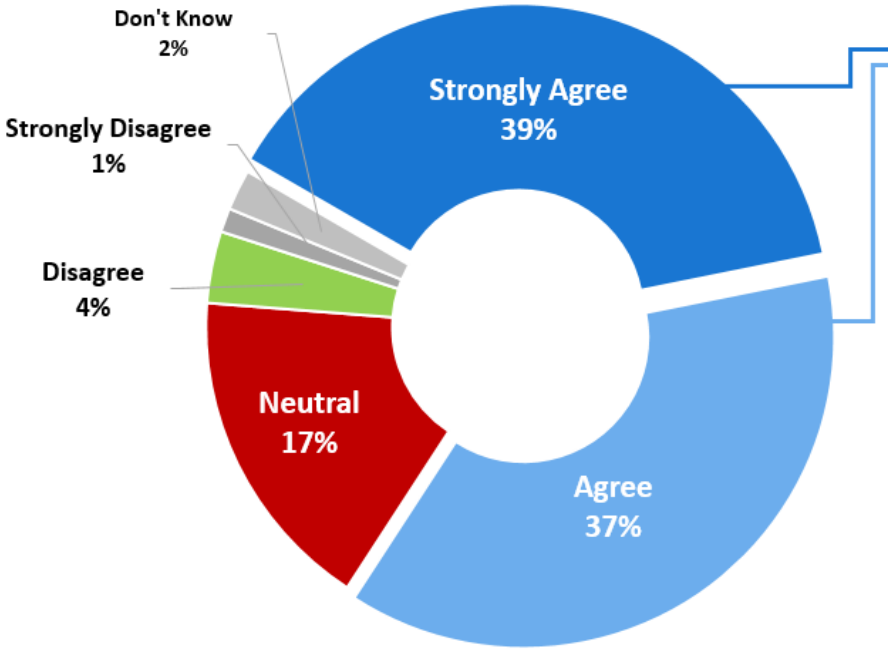
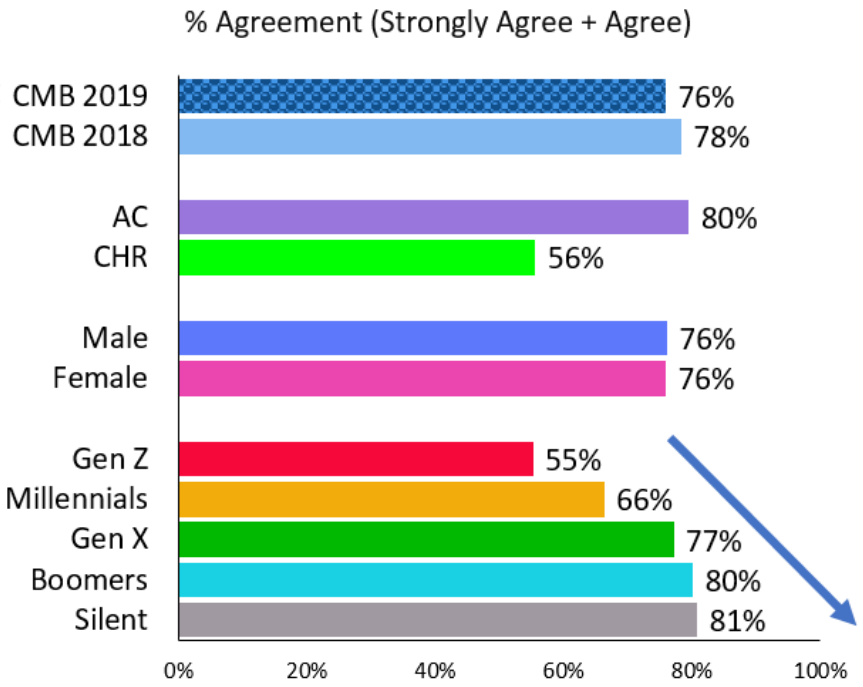
“Stay At Home” = The New Intimacy

Even Before COVID-19…

Radio's Local Orientation Is Seen as Part of Its "Secret Sauce"





"One of radio's primary advantages is its local feel"

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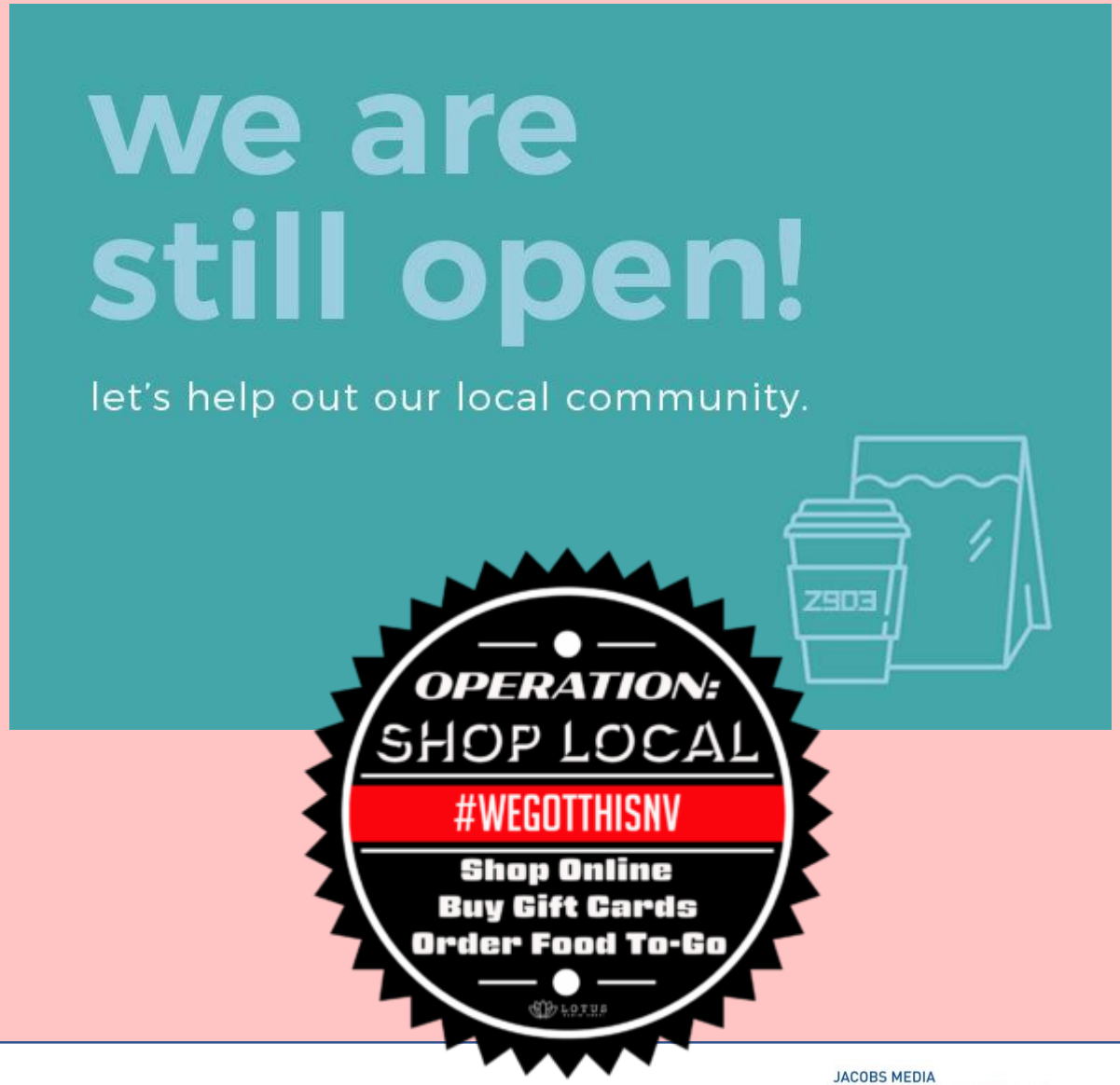
Support Your Local “Essential Workers”

Support Local Businesses



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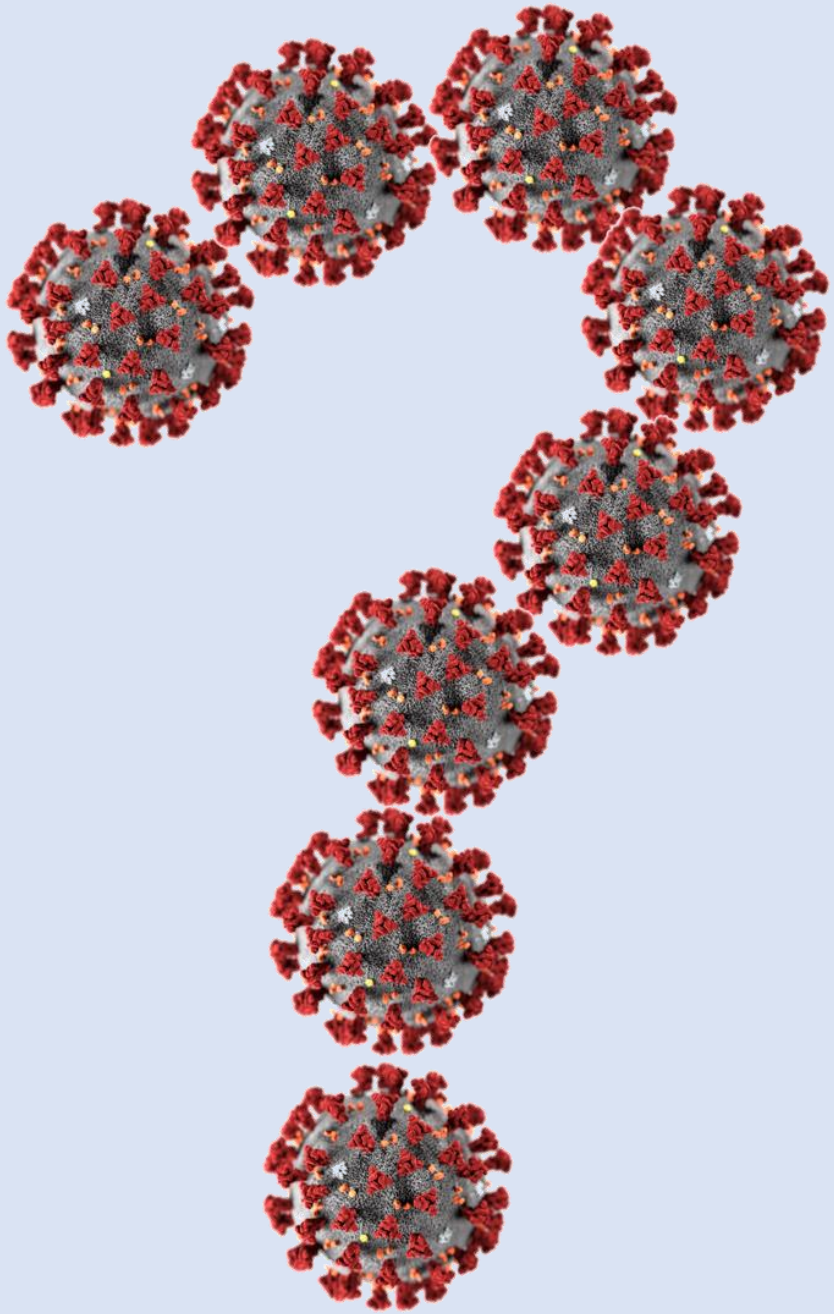

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Christian Music Radio

April 2020

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