

Christian Music Radio's Pathway Through the Pandemic

JACOBS MEDIA
COVID-19
SURVEY 2

Jacobs
media strategies

 **cmb**
CHRISTIAN MUSIC
BROADCASTERS

Christian Music Radio

May 2020

Methodology

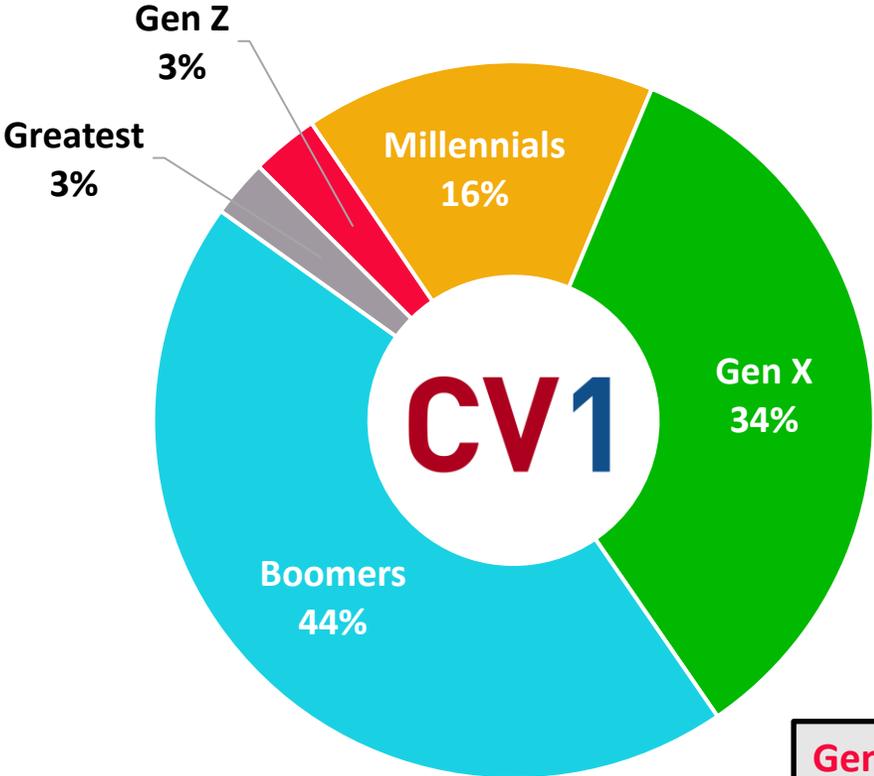
- 17 Christian music radio stations and 3 networks in the United States
 - Separate Commercial Radio and Public Radio surveys also fielded concurrently
- N = 5,141
- Interview dates: May 12 – May 14, 2020 – a “snapshot” of this point in time
 - Follow-up to CV1 Christian music radio survey conducted March 31 – April 2, 2020
- 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.



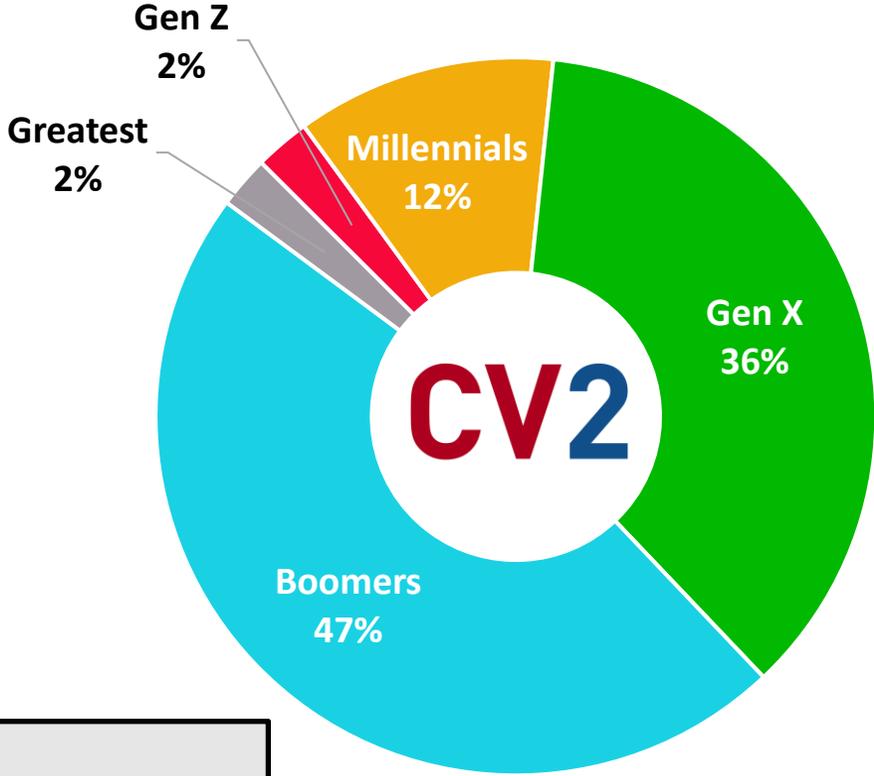
Who They Are

Who Participated? Generations

April 2020



May 2020



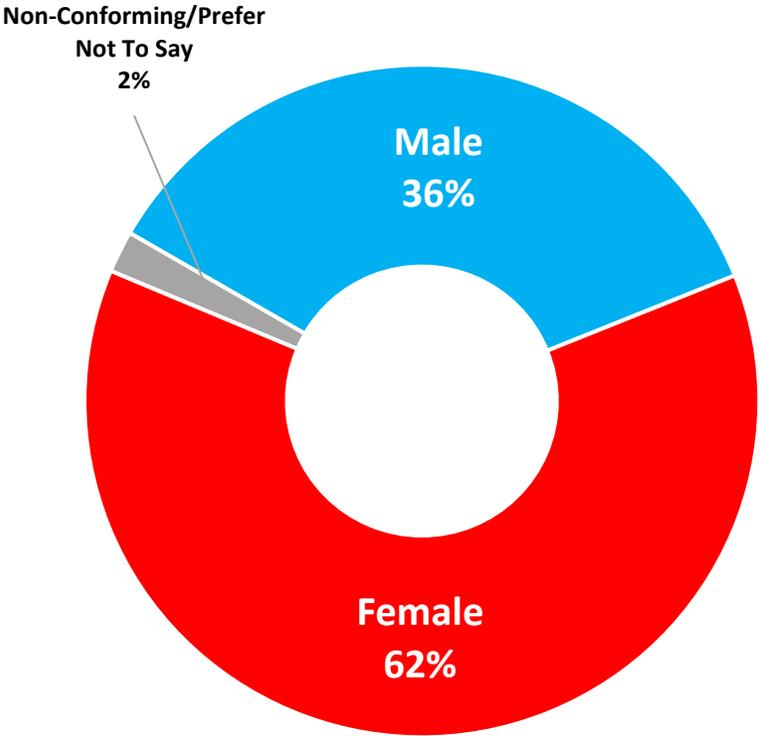
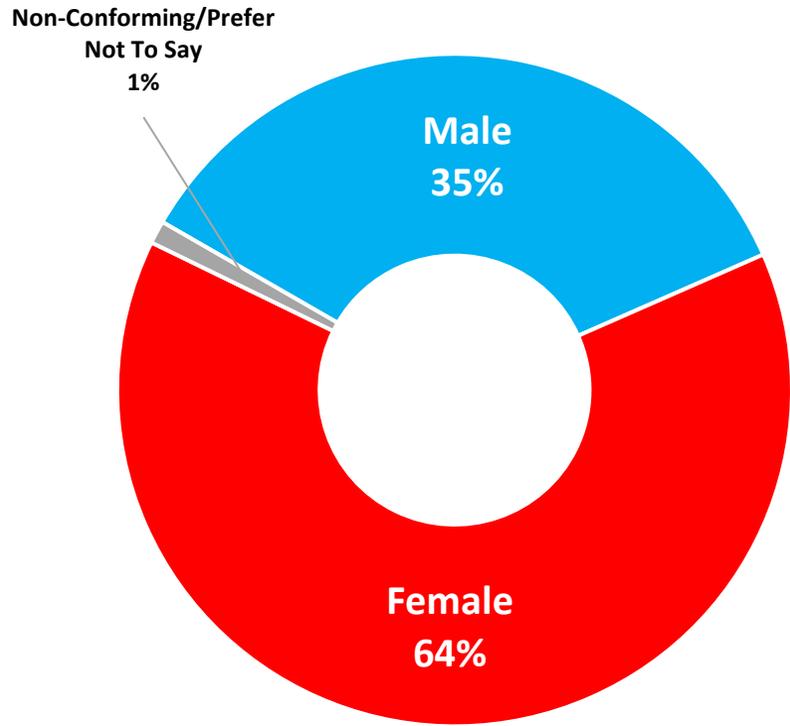
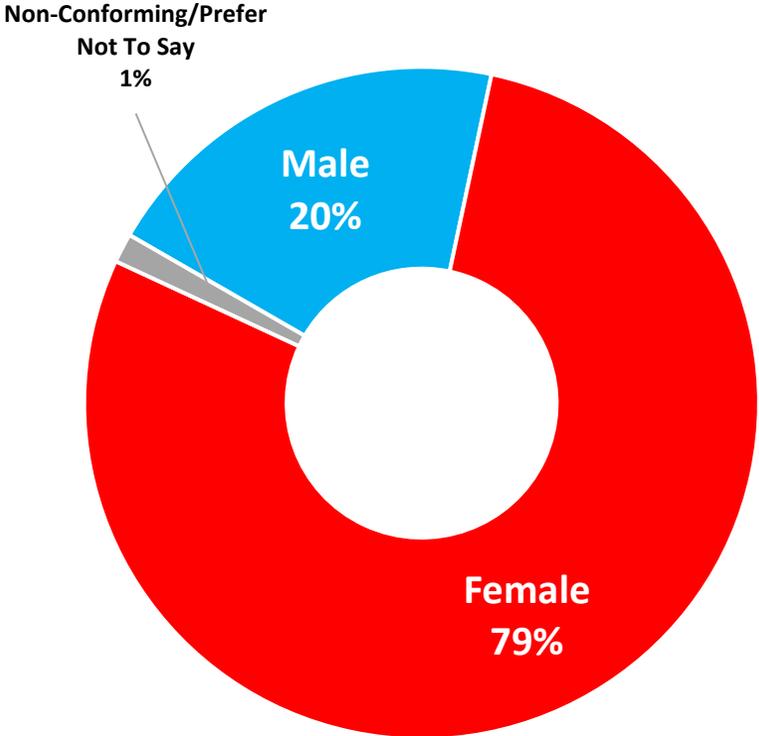
Gen Z (born after 1996)
Millennials (born between 1981-1996)
Gen X (born between 1965-1980)
Baby Boomer (born between 1946-64)
Greatest Generation (born before 1946)

Who Participated? Gender

Christian Music Radio

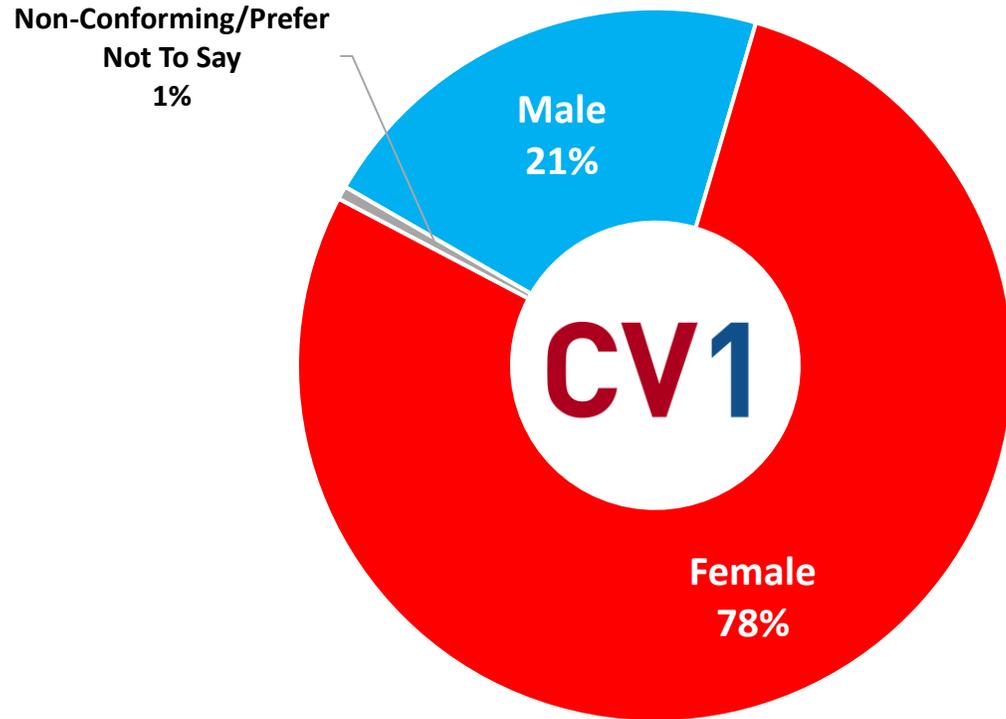
Commercial Radio

Public Radio

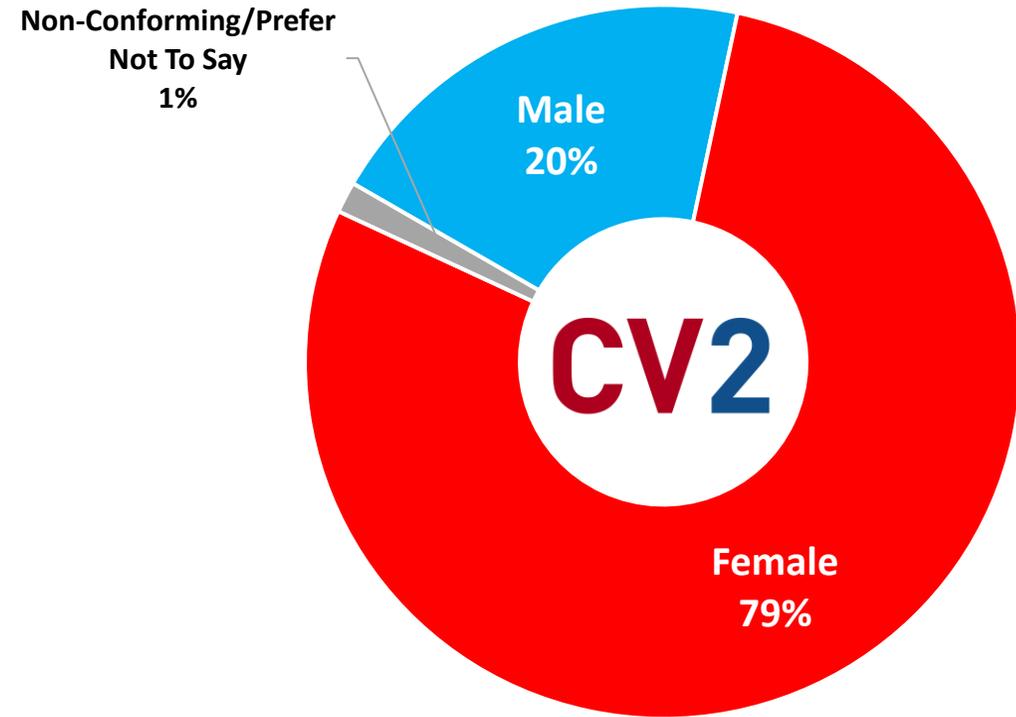


Who Participated? Gender

April 2020



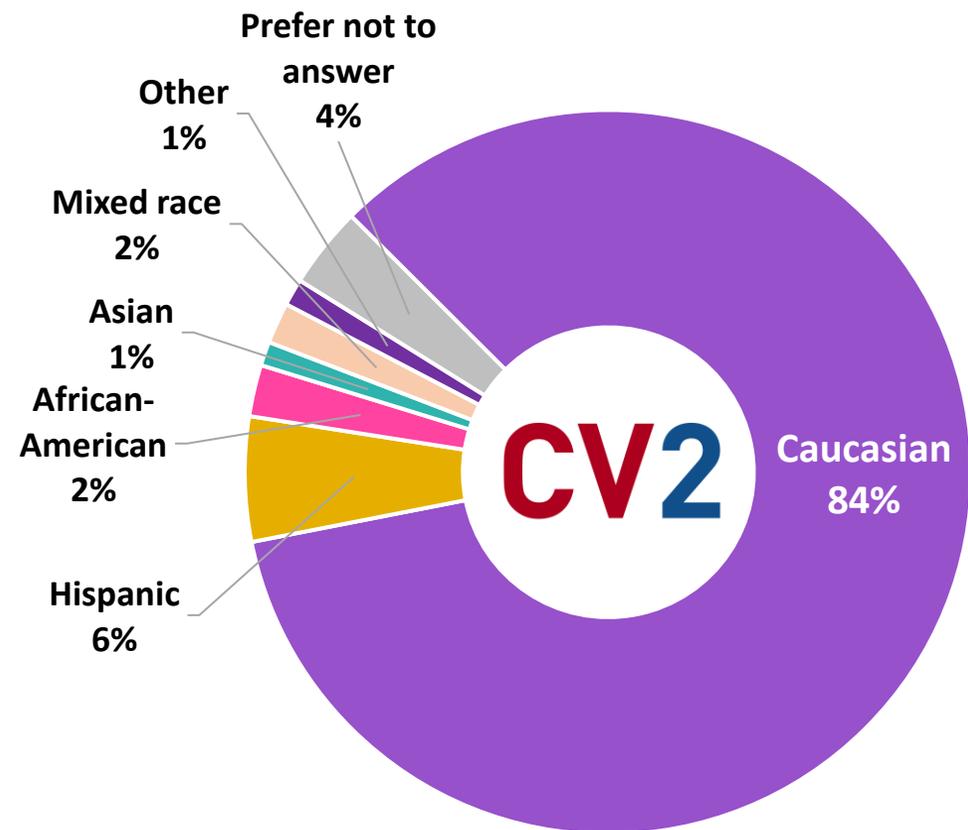
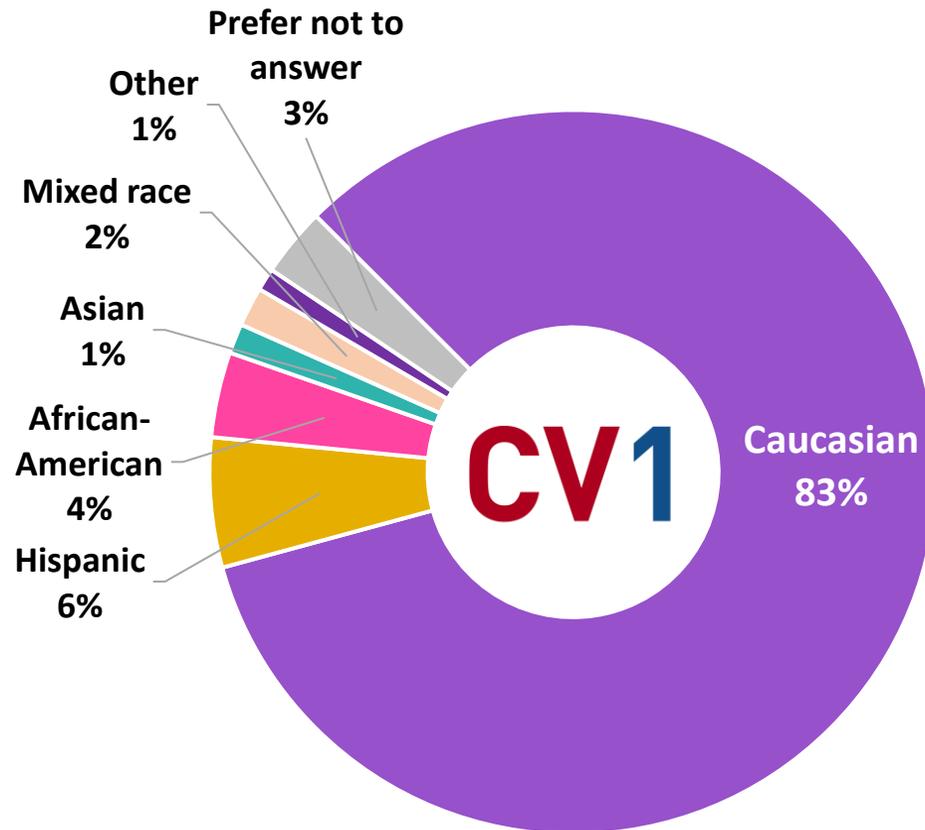
May 2020



Who Participated? Ethnicity

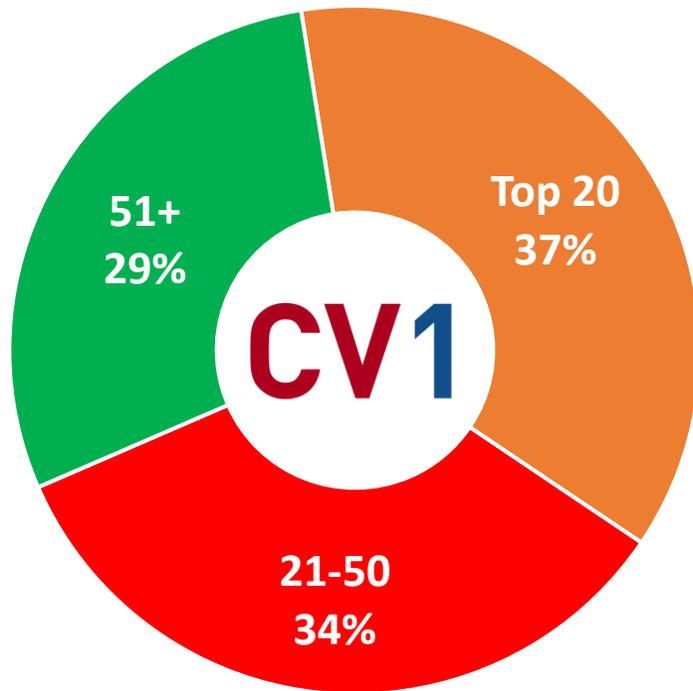
April 2020

May 2020

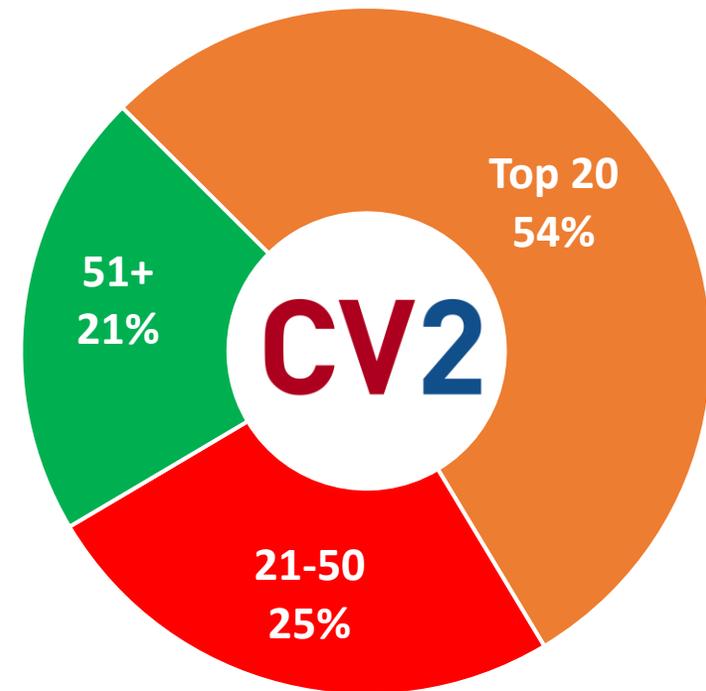


Where Do Respondents Live? Market Size

April 2020

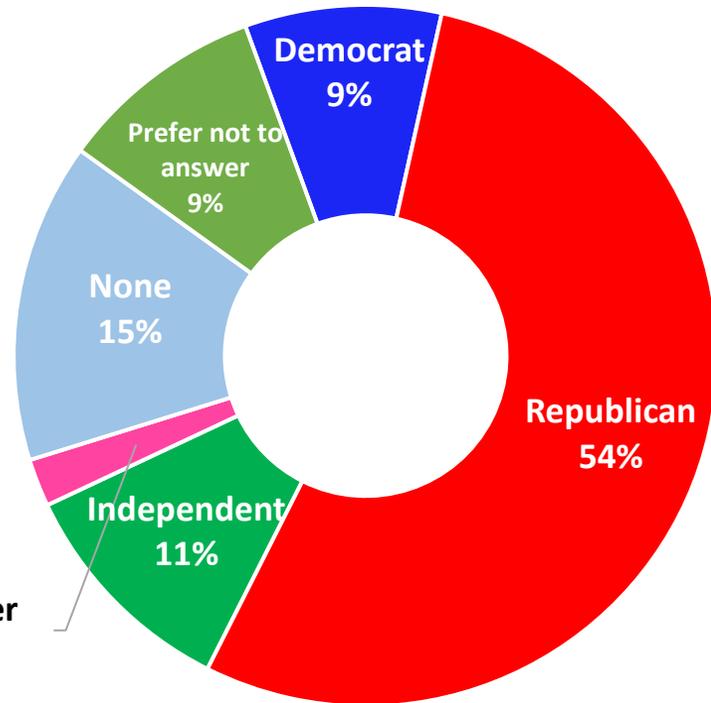


May 2020

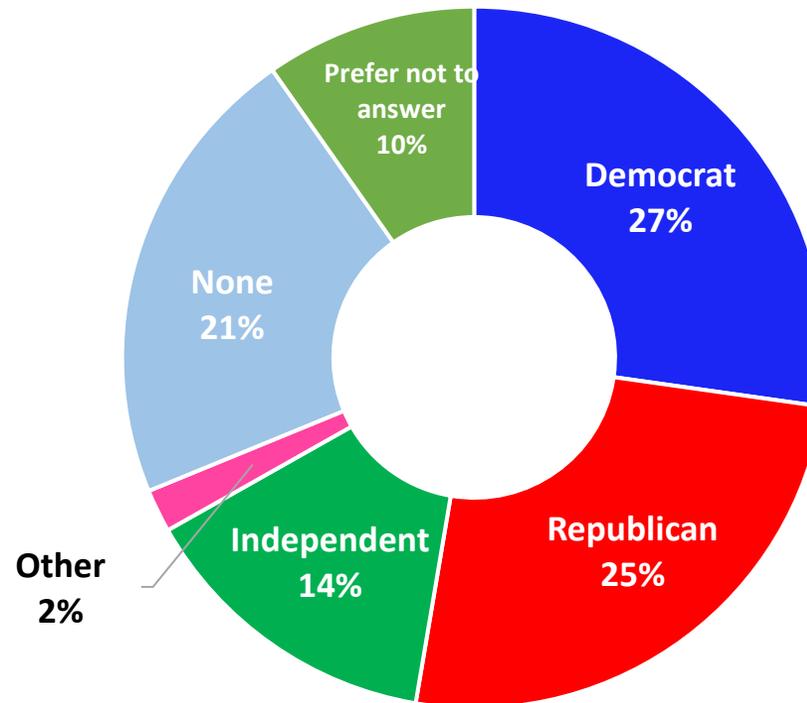


Who Participated? Political Party Preference

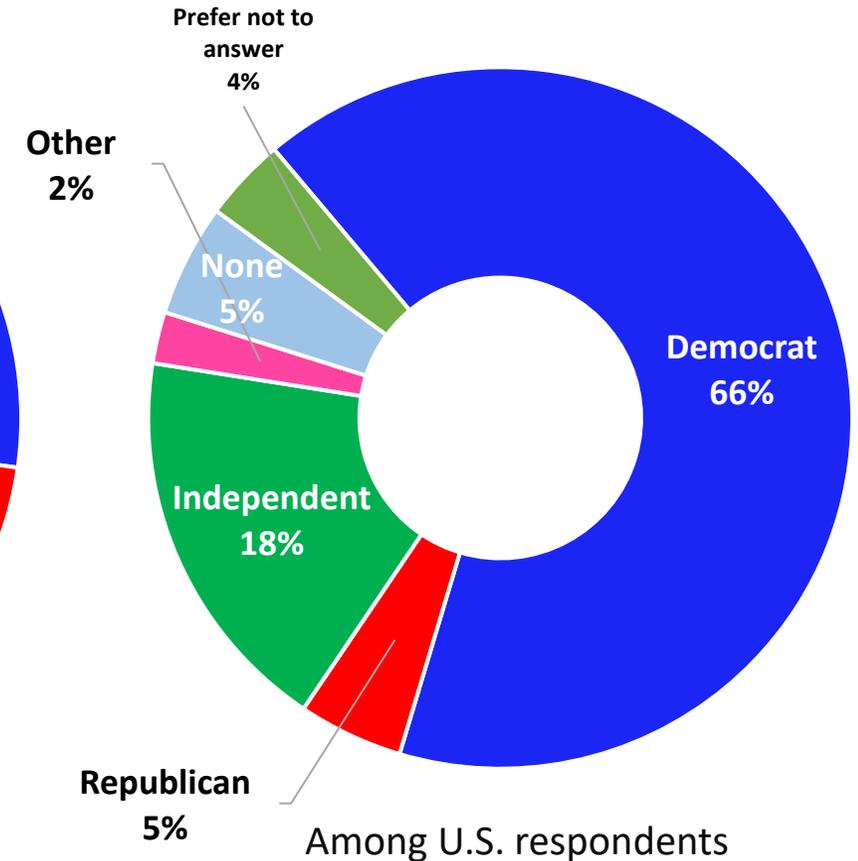
Christian Music Radio



Commercial Radio



Public Radio

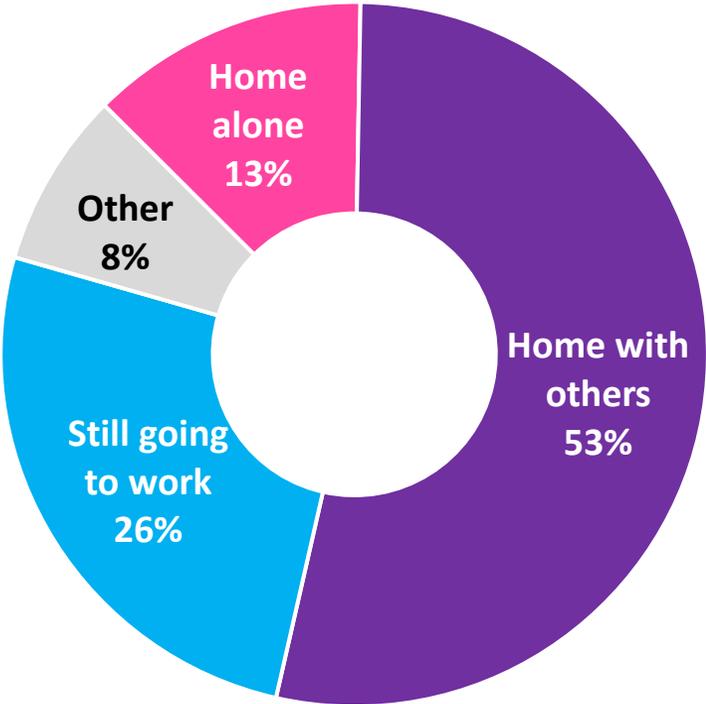




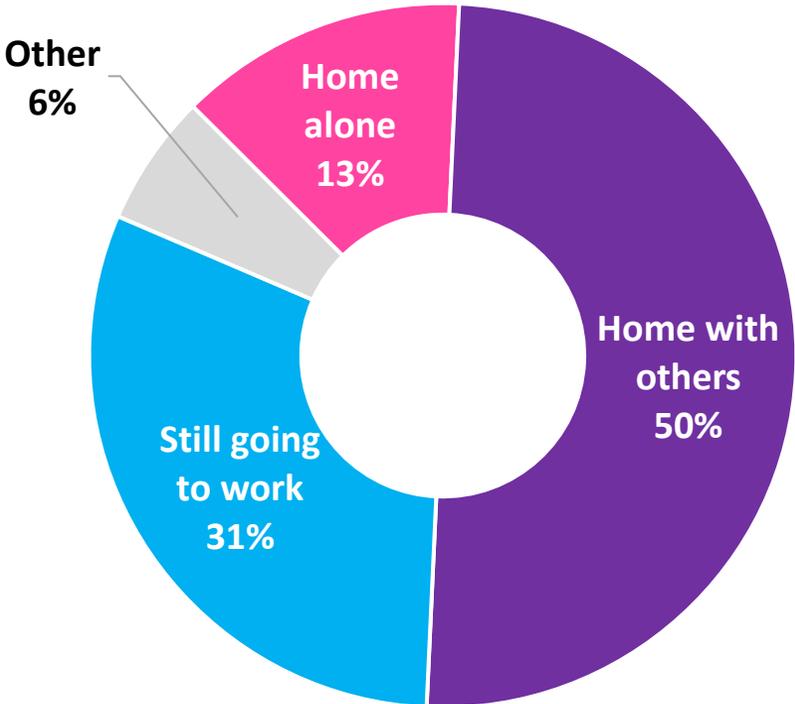
Where They Are

About Two in Three Christian Music Radio Listeners Are At Home

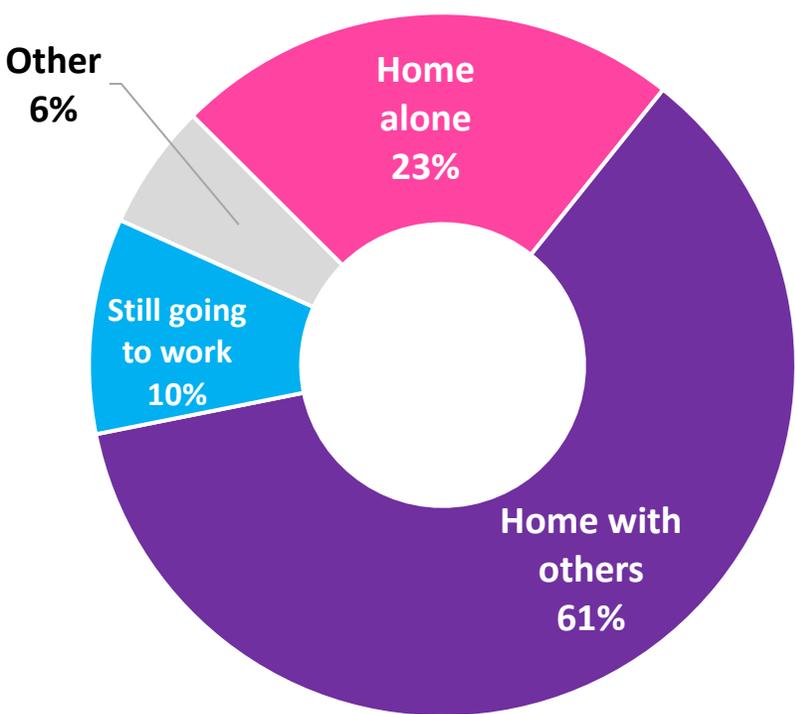
Christian Music Radio



Commercial Radio



Public Radio

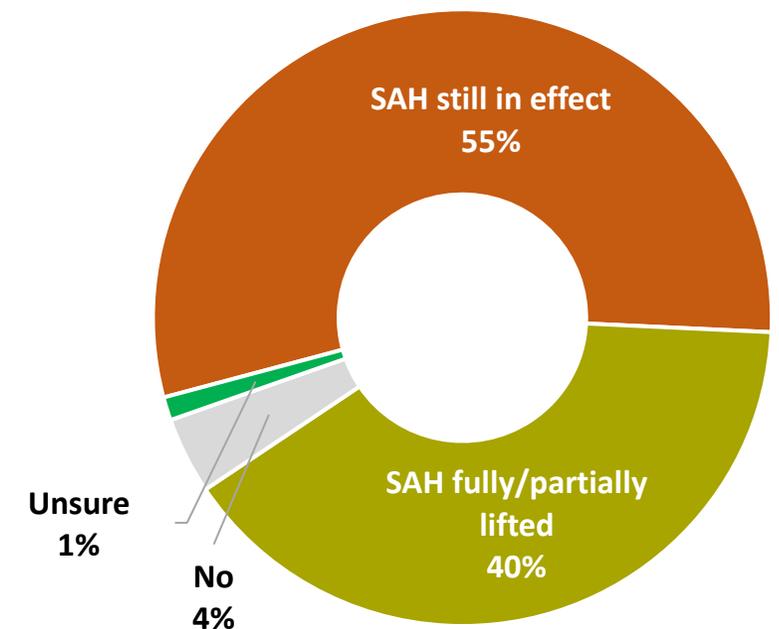
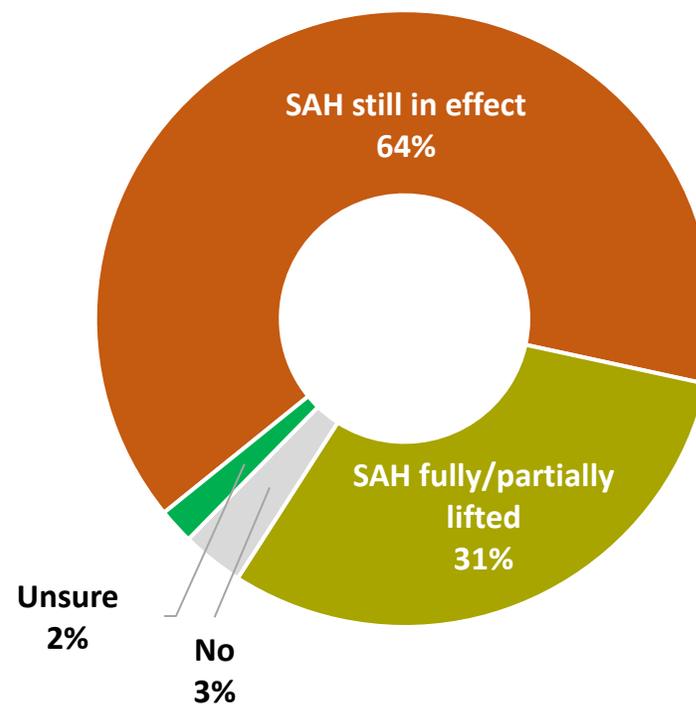
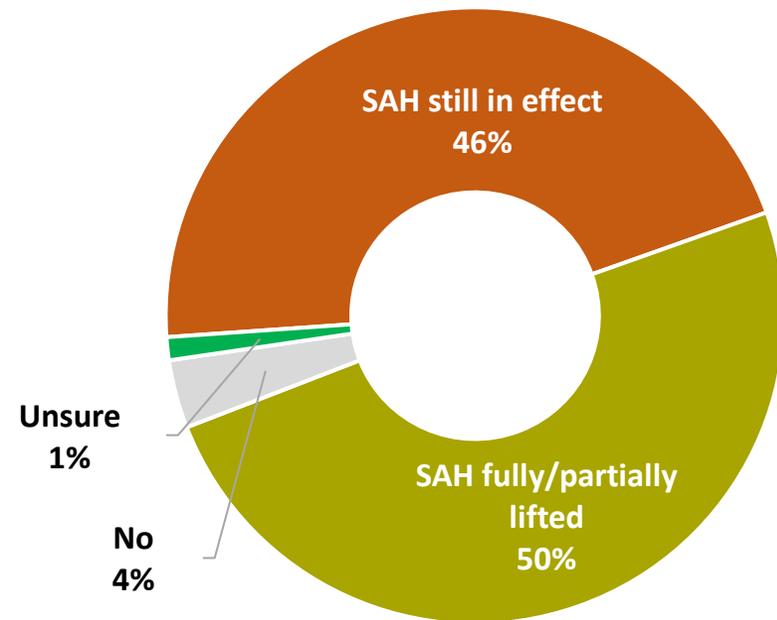


Half of Christian Music Radio Listeners Live in a State/City With a Fully/Partially Lifted “Stay at Home” Order

Christian Music Radio

Commercial Radio

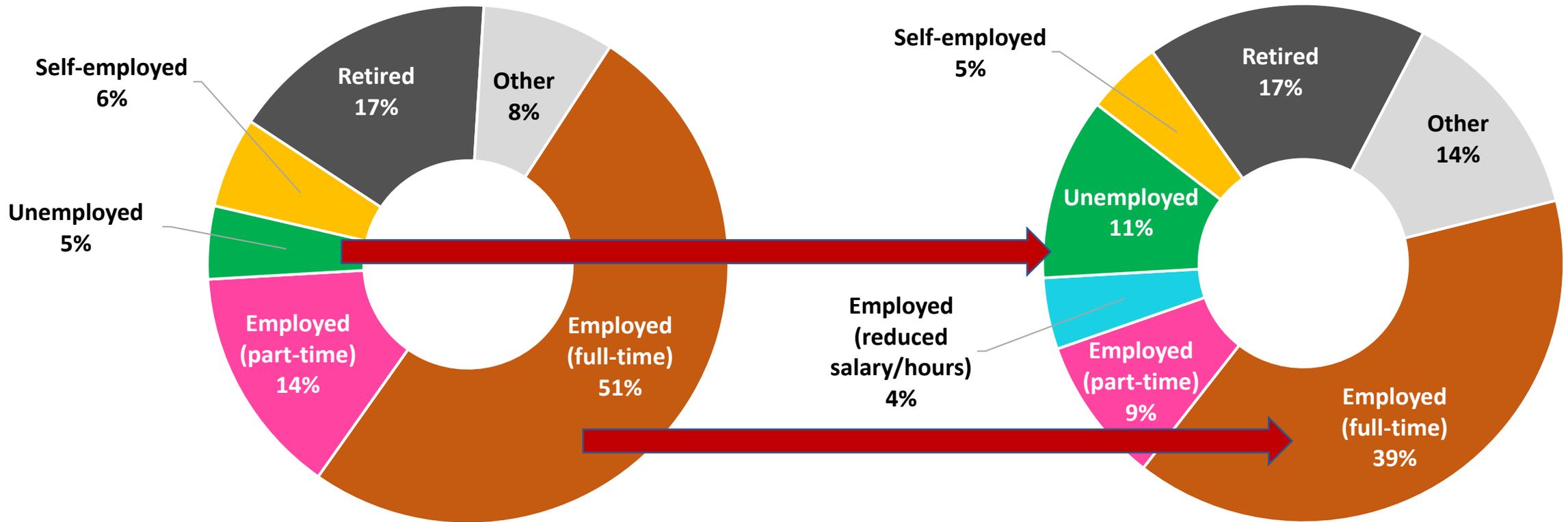
Public Radio



Consistent With U.S. Reports, Many Have Lost Their Jobs Since COVID-19 Began

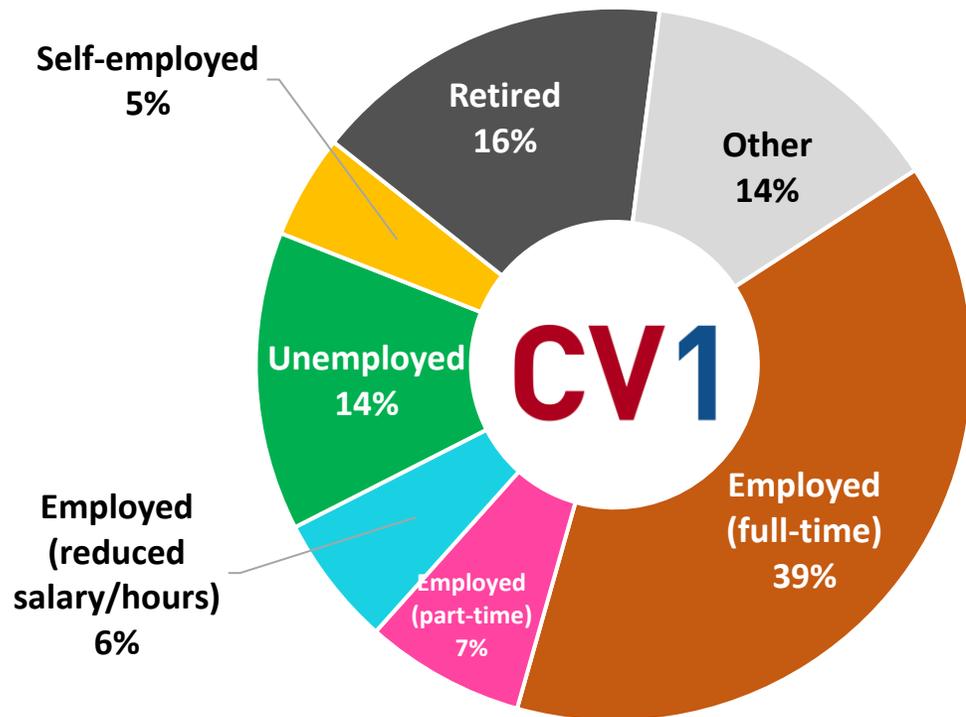
BEFORE Coronavirus Outbreak

Current Employment Status

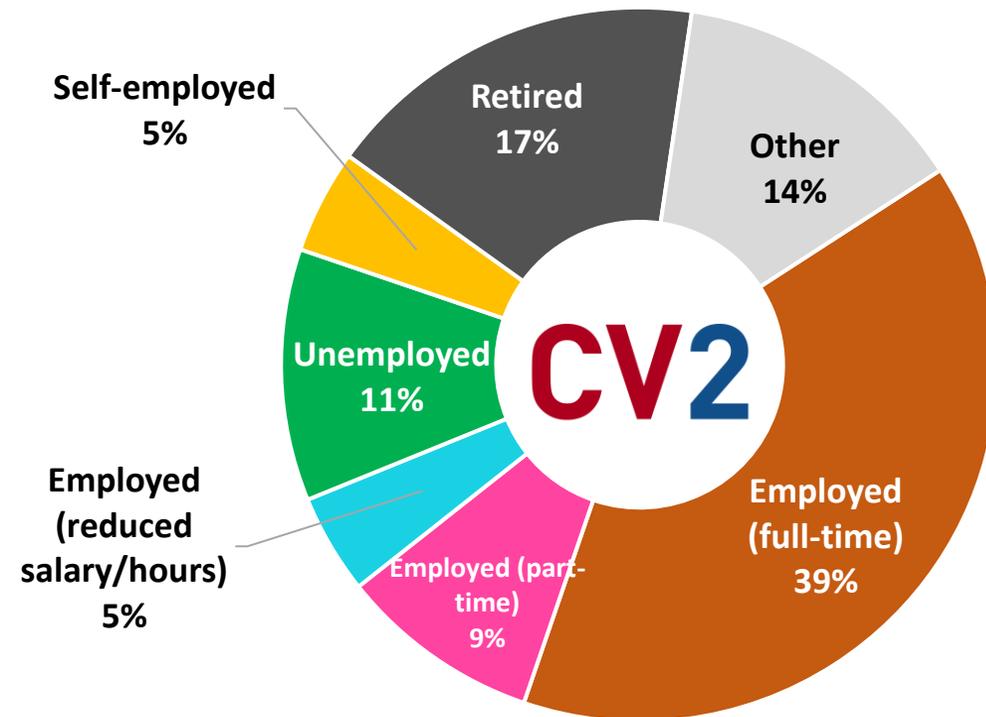


But Most Job Losses Occurred Weeks Ago, With Some Part-Time Work Recovery

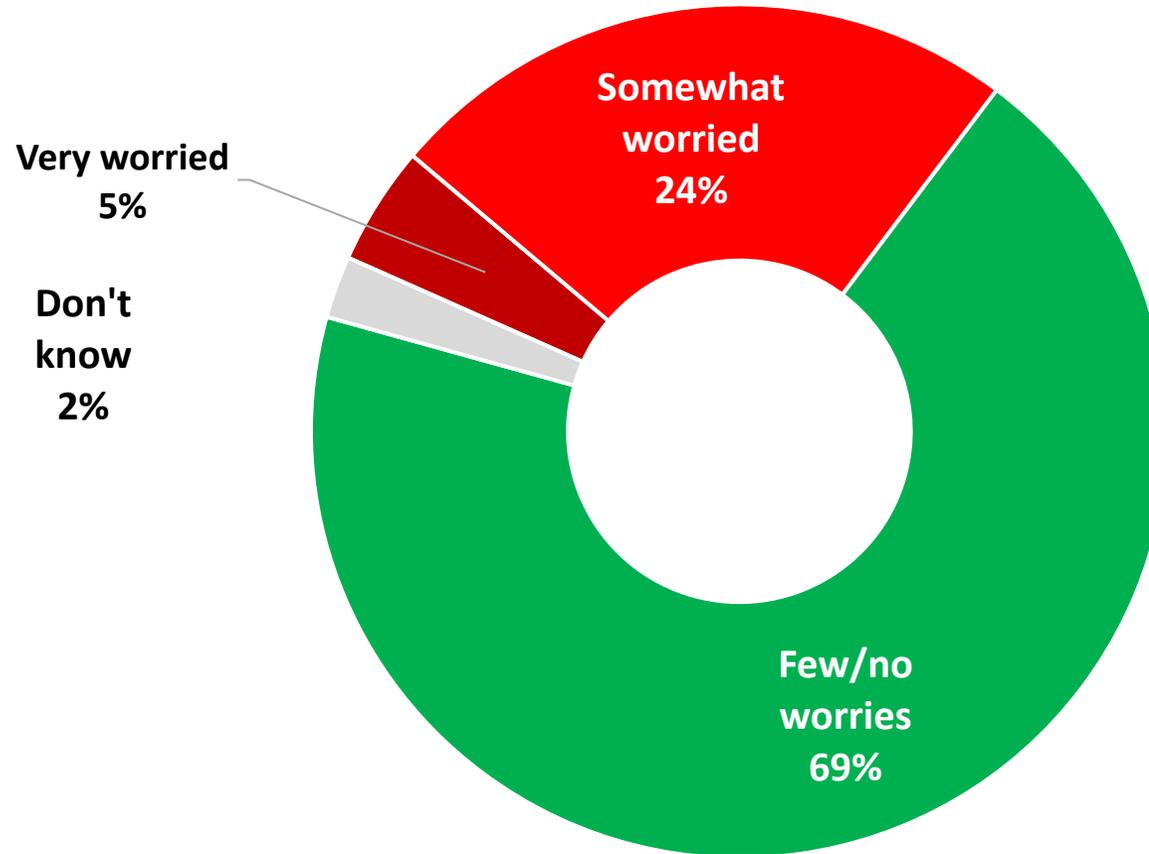
April 2020



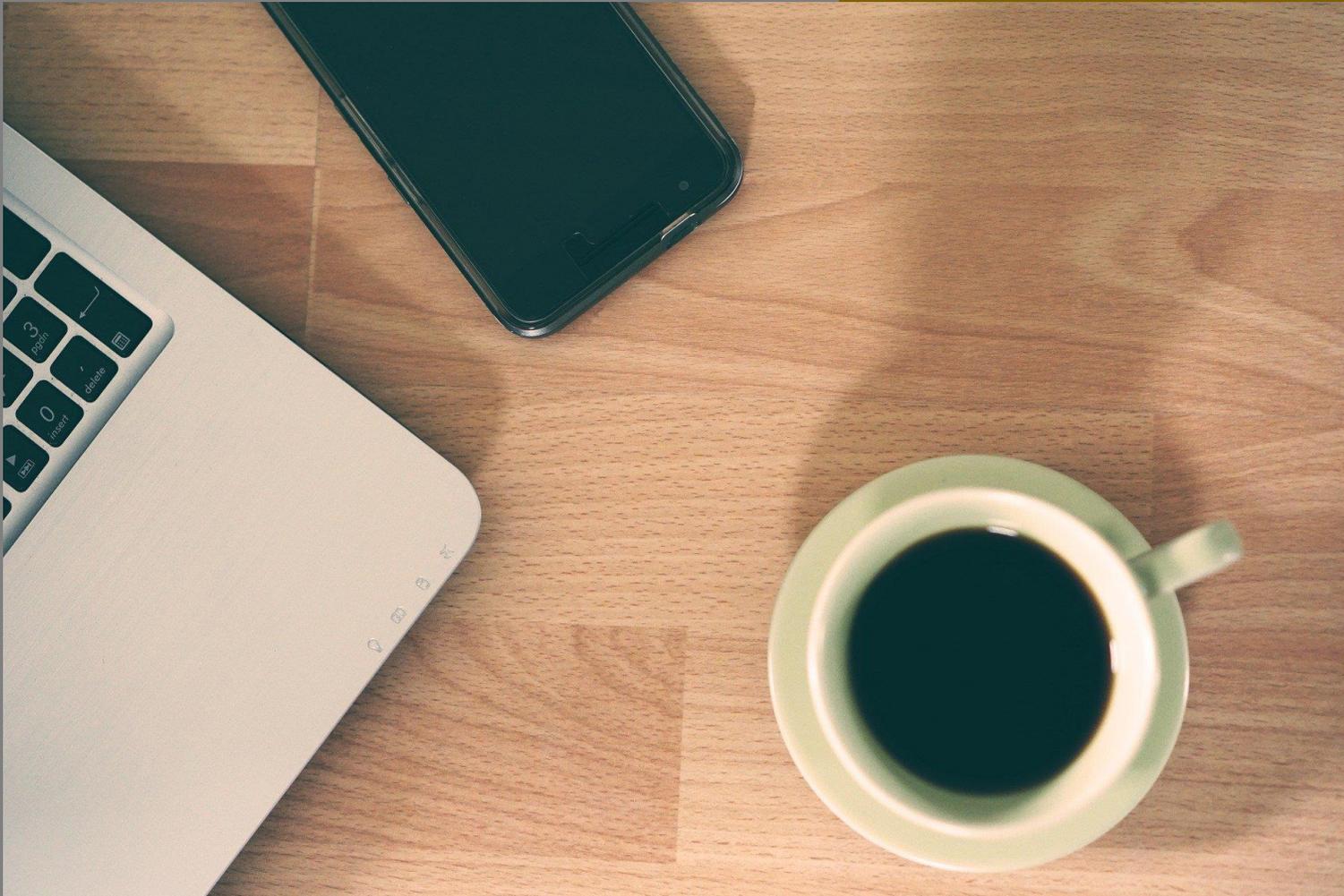
May 2020



Among the Employed, Nearly Three in Ten Are Worried About Their Job Security



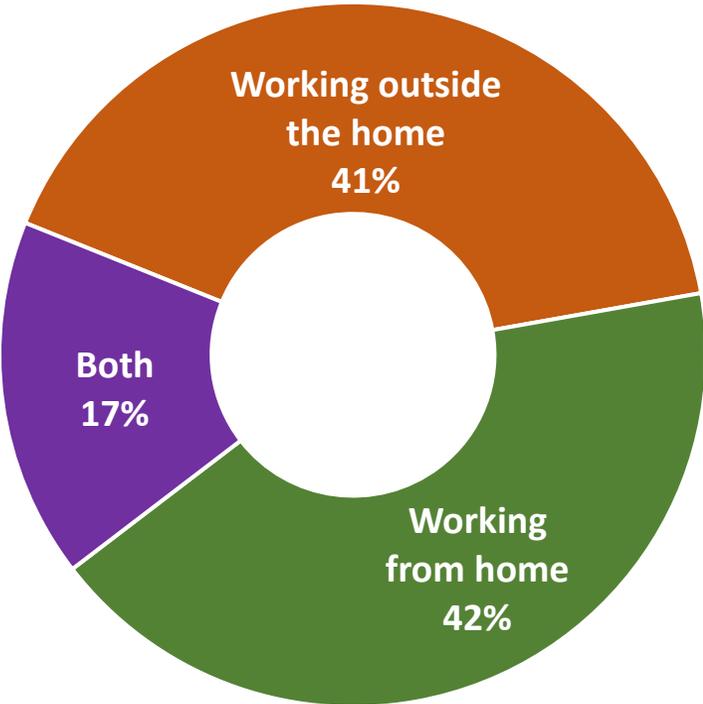
Among those currently employed



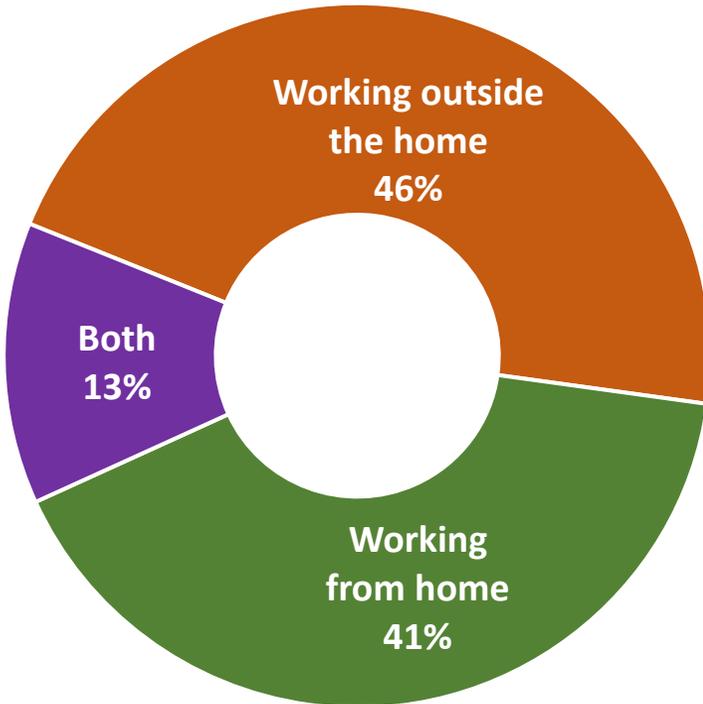
WFH

Among Employed Christian Music Radio Listeners, More Than Half Are Doing Some Work Outside the Home

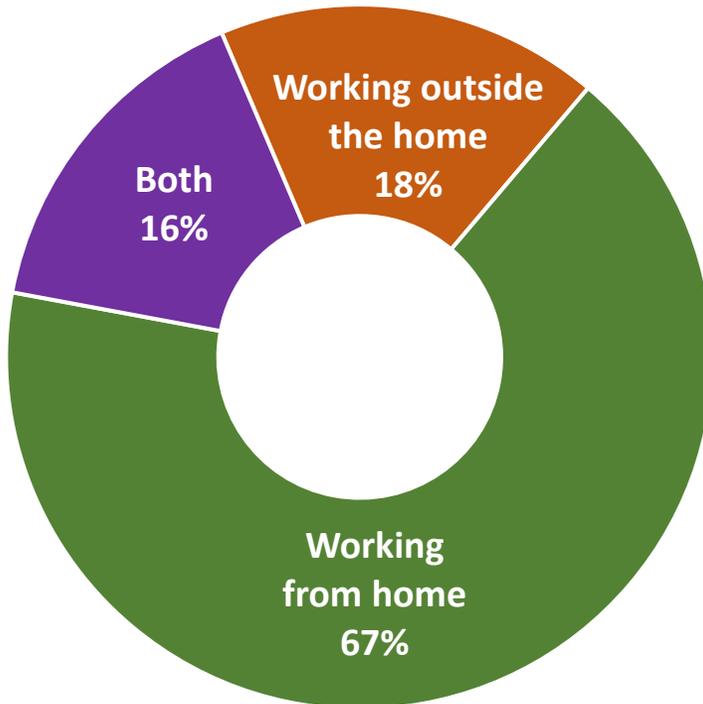
Christian Music Radio



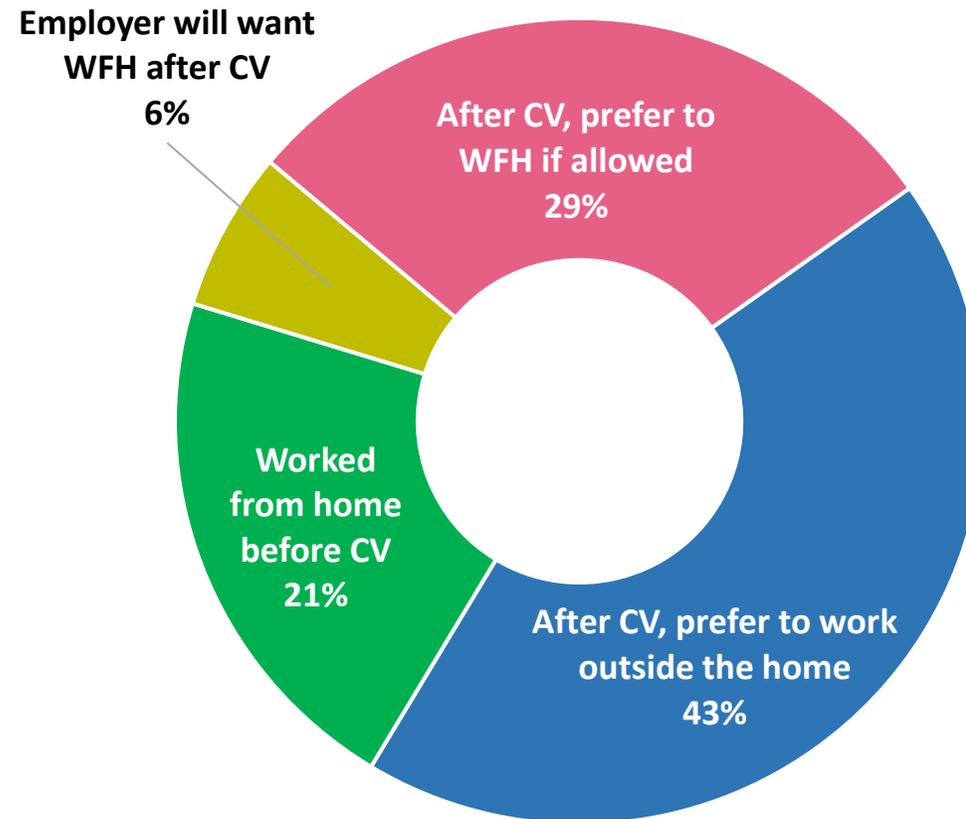
Commercial Radio



Public Radio



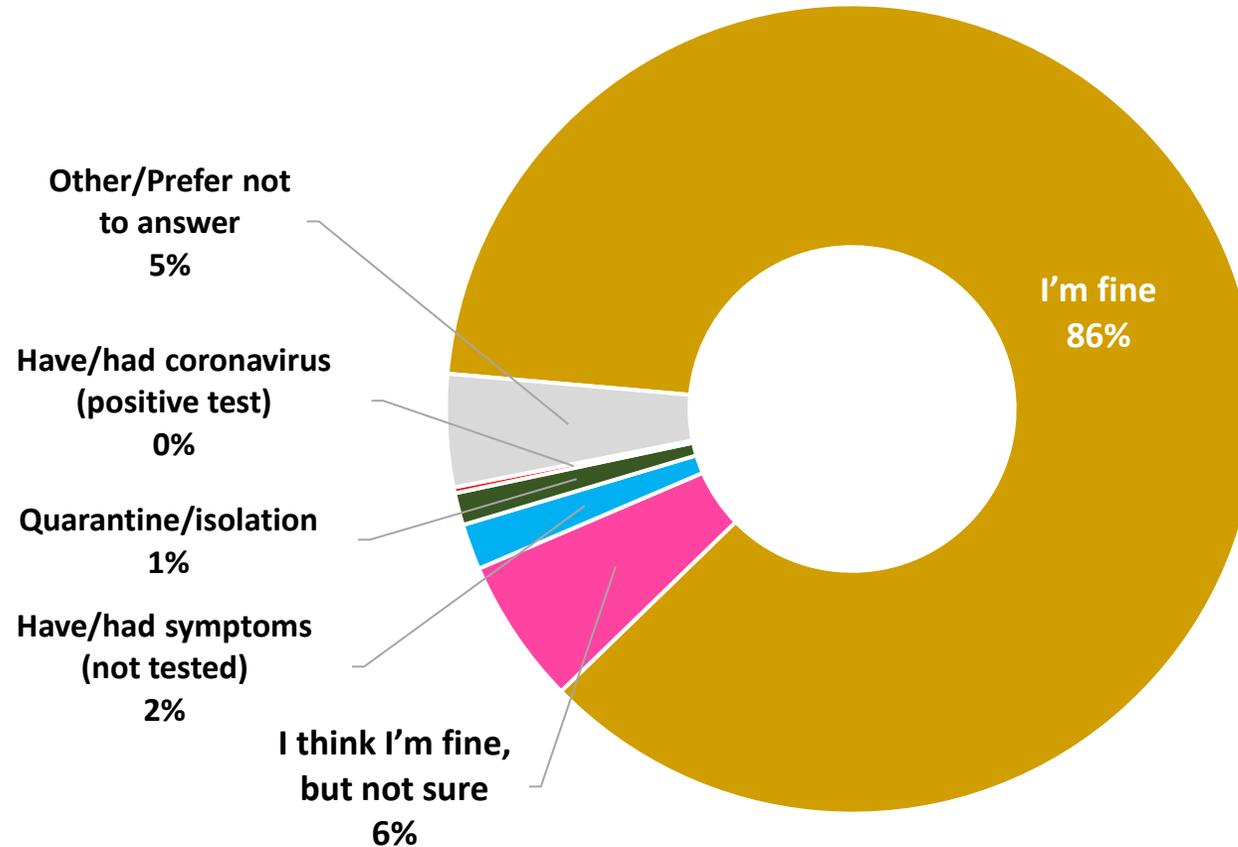
Among Those Employed Working From Home, a Majority Will Likely WFH Post-COVID-19





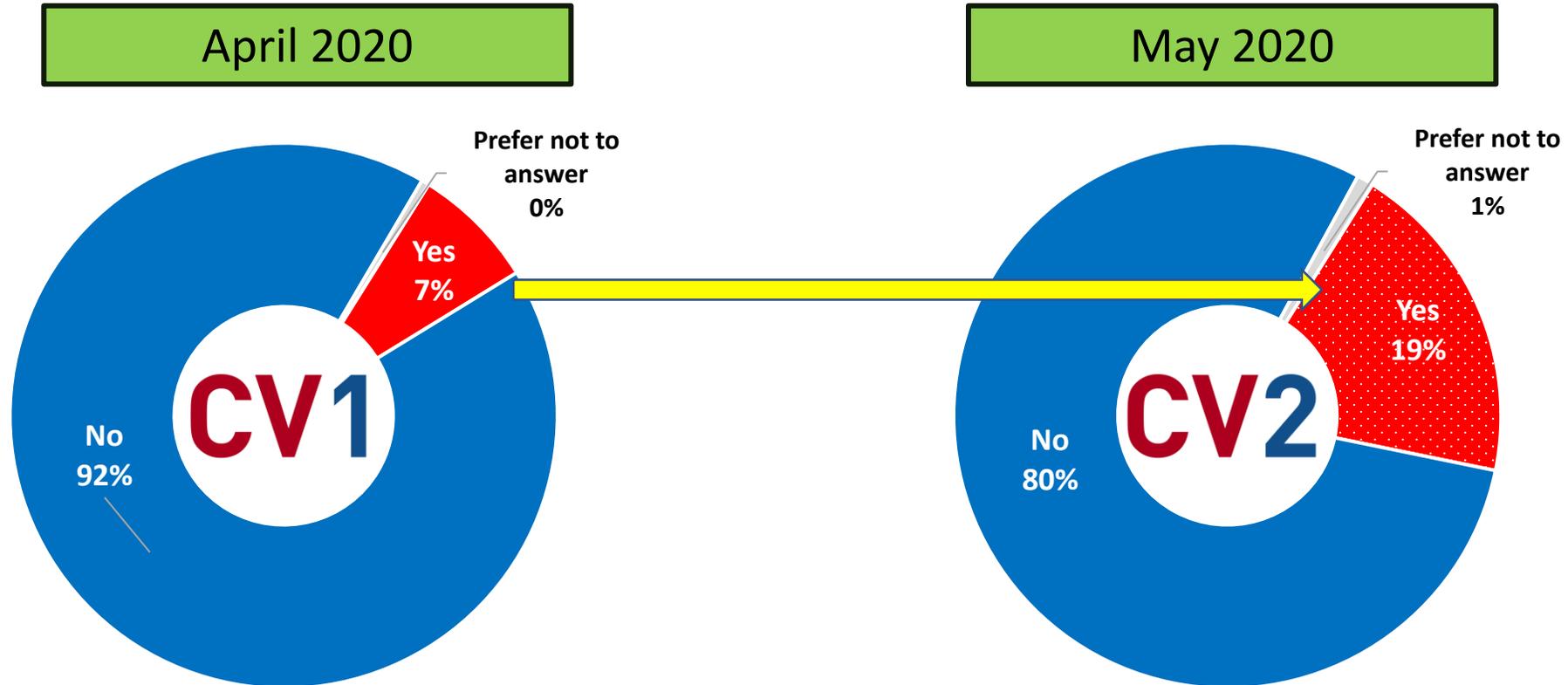
The Christian Music Radio Audience's Mindset

Most Are Feeling Good, But About One in Ten Have Had a Positive Test, Symptoms or Just Aren't So Sure



"What is your current state of health?"

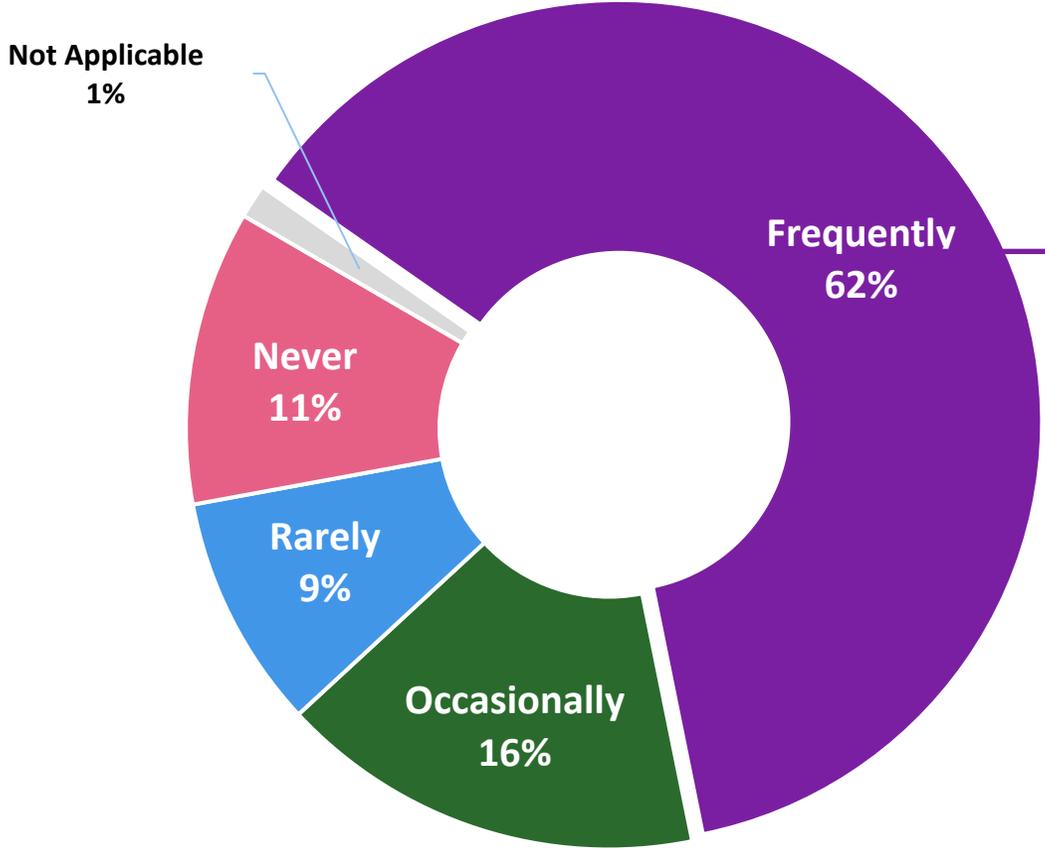
Nearly One in Five Now Knows Someone Who's Tested Positive or Otherwise Very Likely Have/Had COVID-19



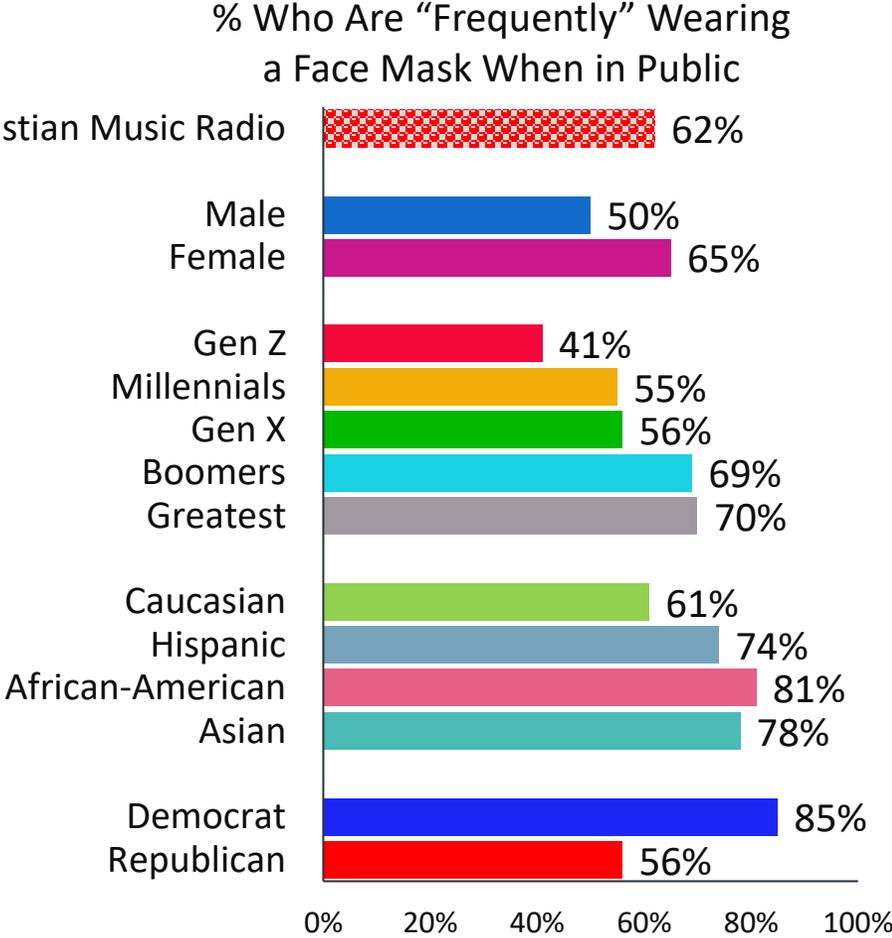
“Do you have any family members, friends or co-workers who have tested positive for coronavirus?”

“Do you have any family members, friends or co-workers who have tested positive for coronavirus or are likely to have had coronavirus even though they were not tested?”

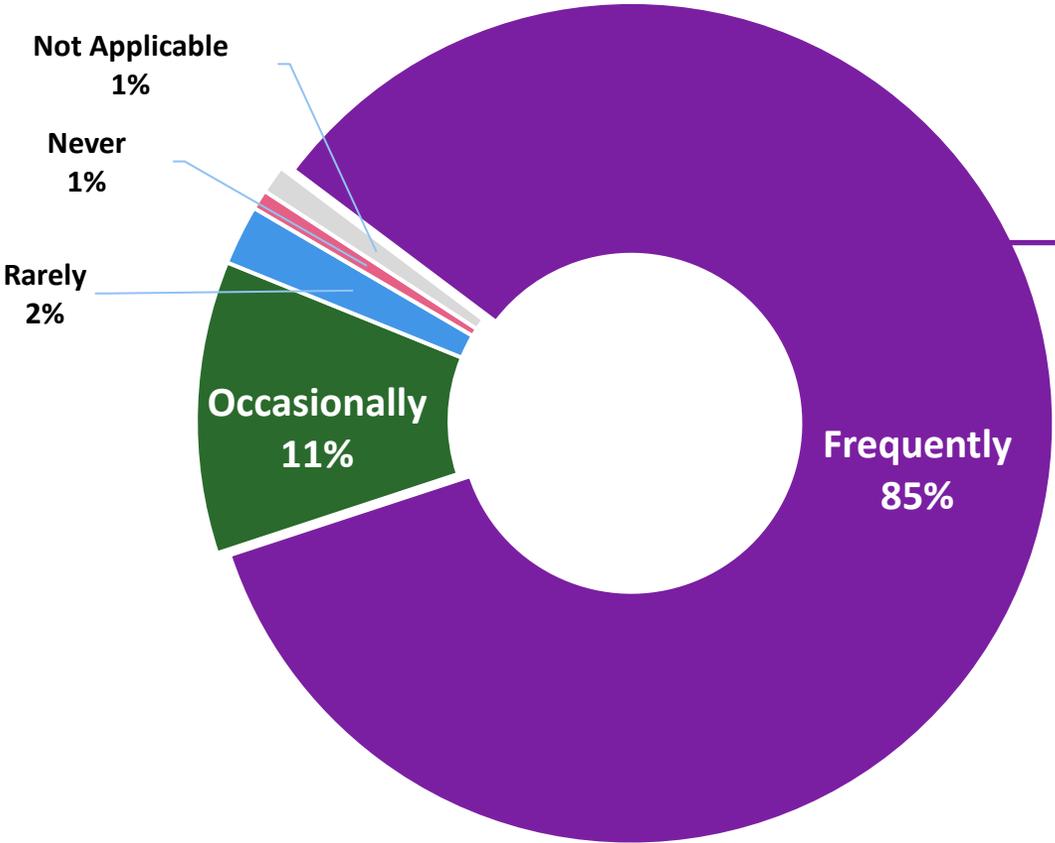
Six in Ten Frequently Wear a Face Mask When in Public



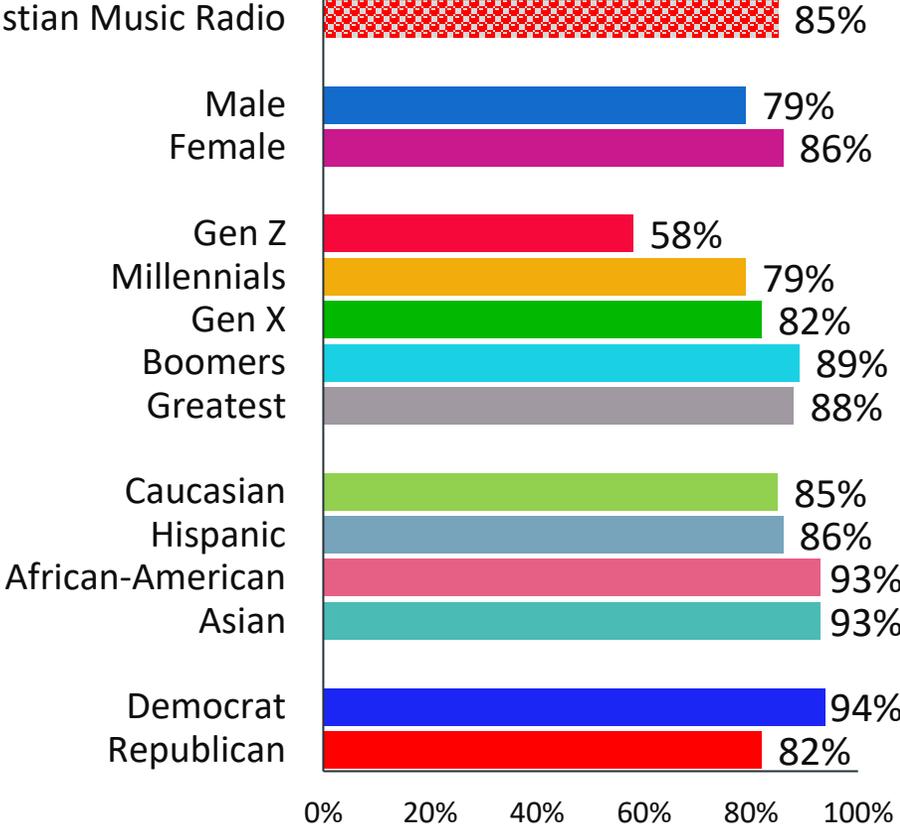
“At this time, how often are you personally wearing a face mask when in public?”



Most Are Frequently Socially Distancing When in Public



% Who Are "Frequently" Socially Distancing When in Public

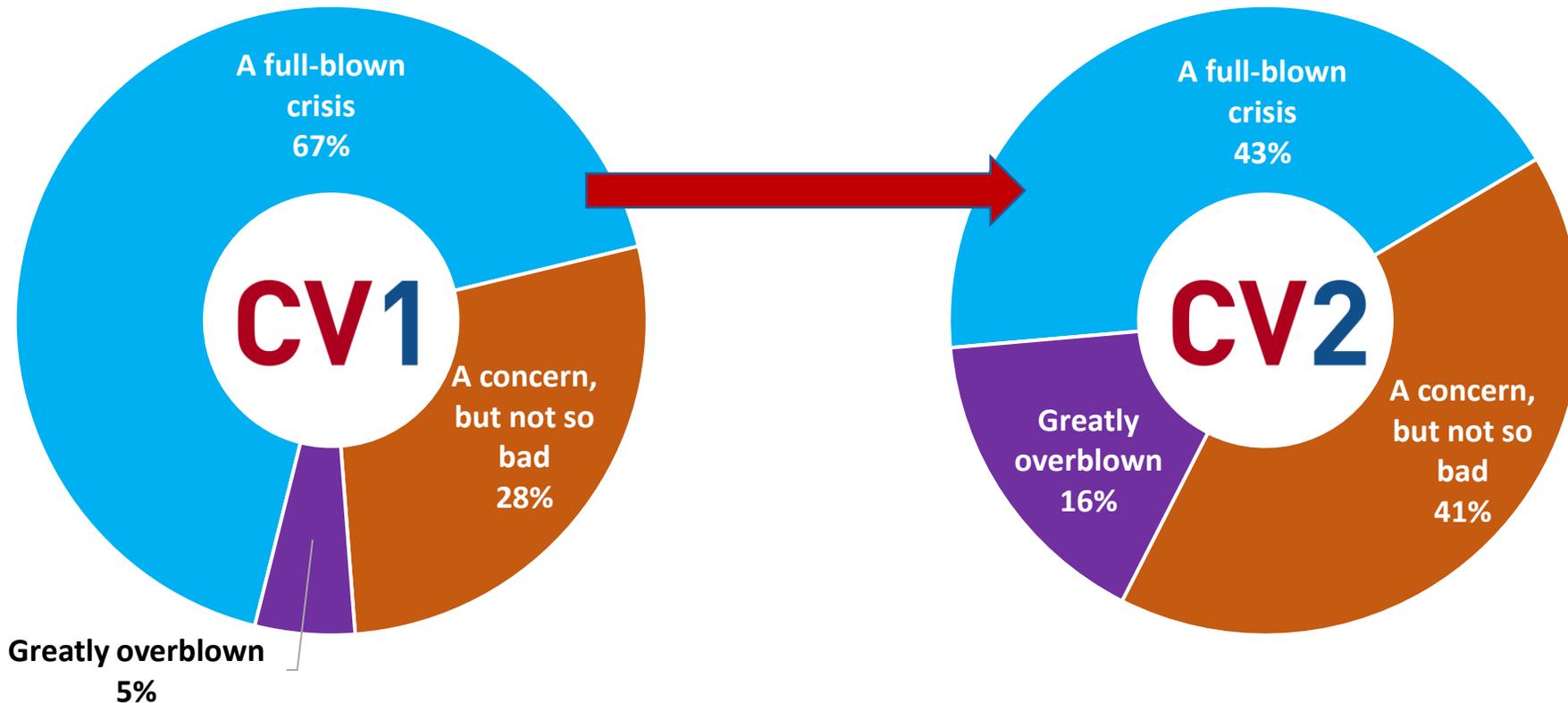


"At this time, how often are you personally maintaining social distancing guidelines when in public?"

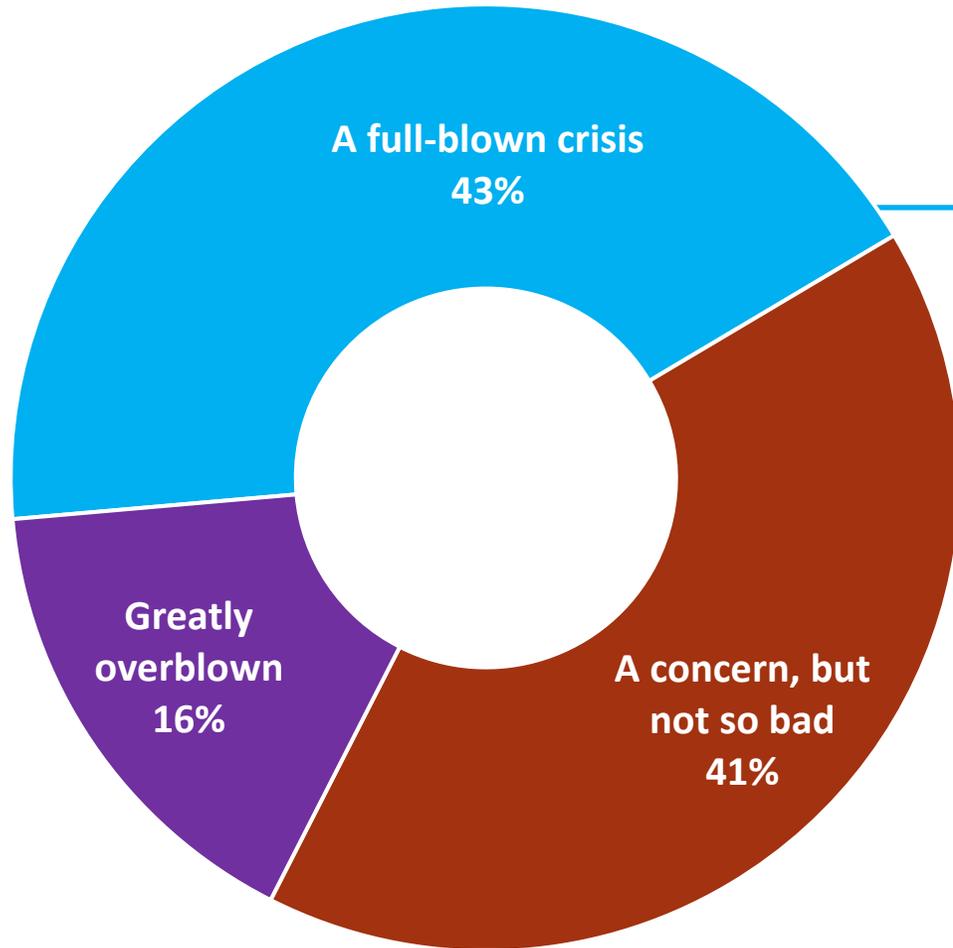
In Six Weeks, Opinions Have Changed Significantly About the Severity of the Coronavirus Outbreak

April 2020

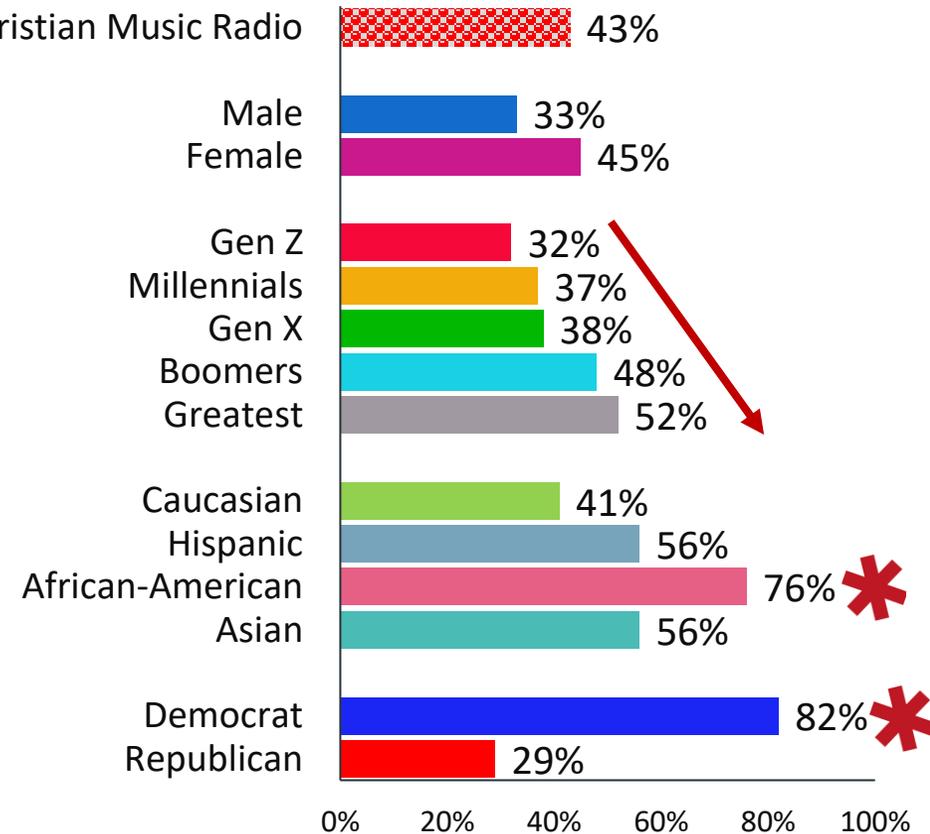
May 2020



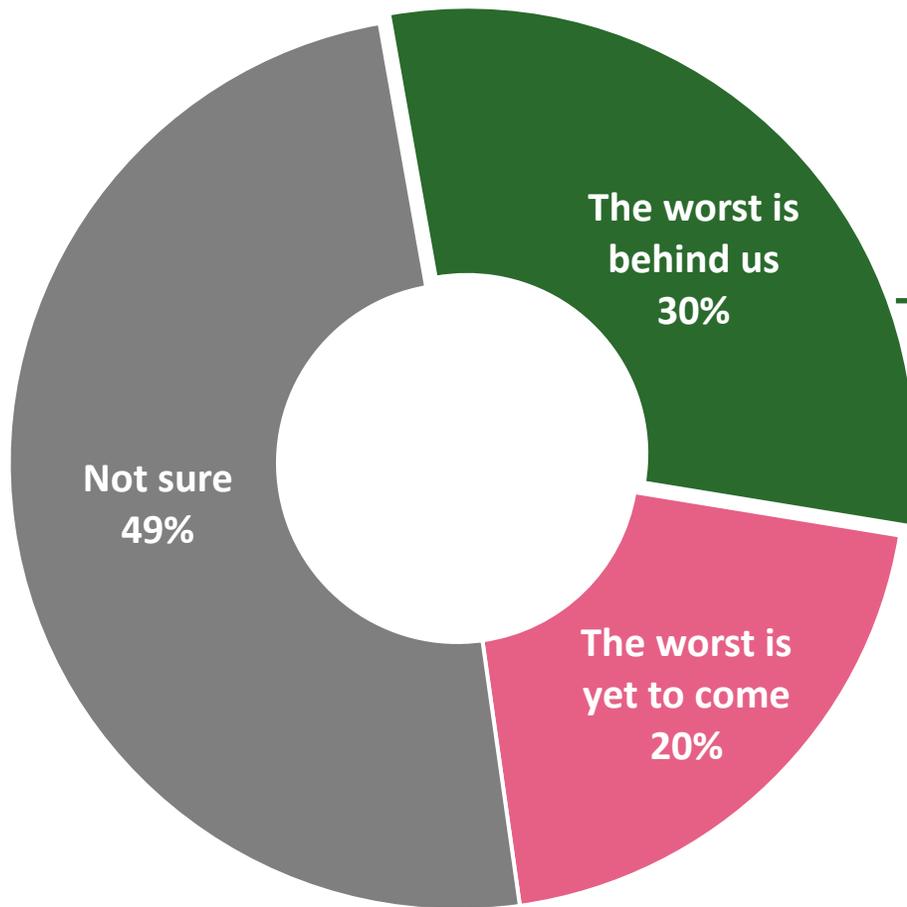
Less Than Half Feel COVID-19 Is a Full-Blown Crisis; Democrats, African-Americans, and Older Respondents Are Most Concerned



% Who Believe the Coronavirus Outbreak Is a Full-Blown Crisis

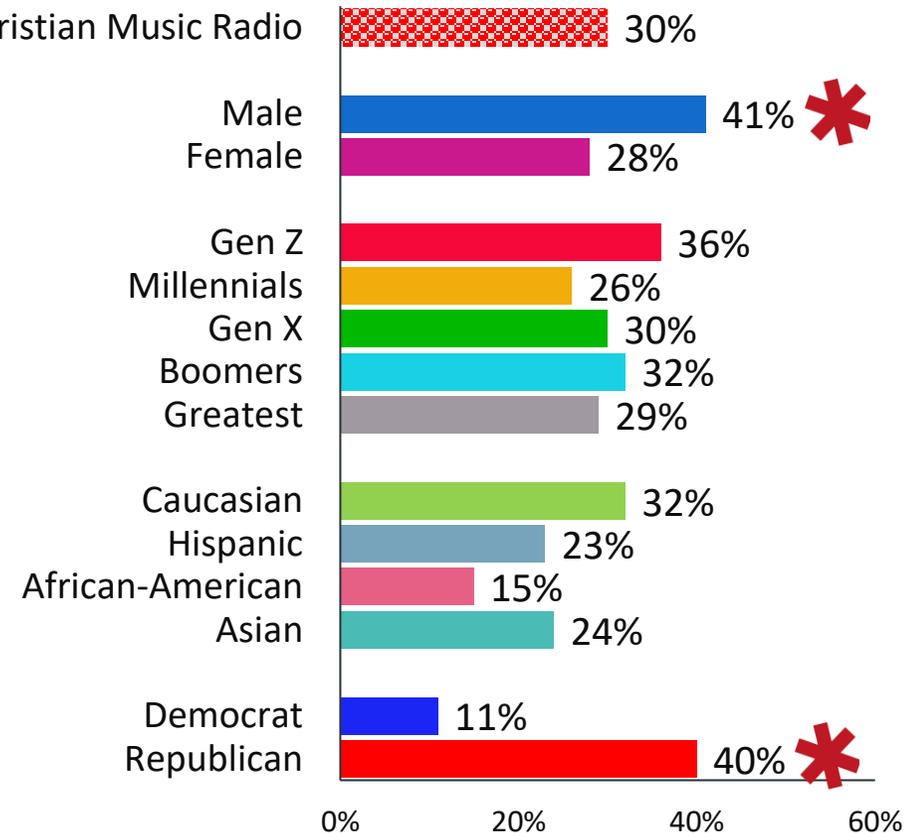


Three in Ten Feel the Worst of the Coronavirus Outbreak Is Behind Us; Half Aren't So Sure

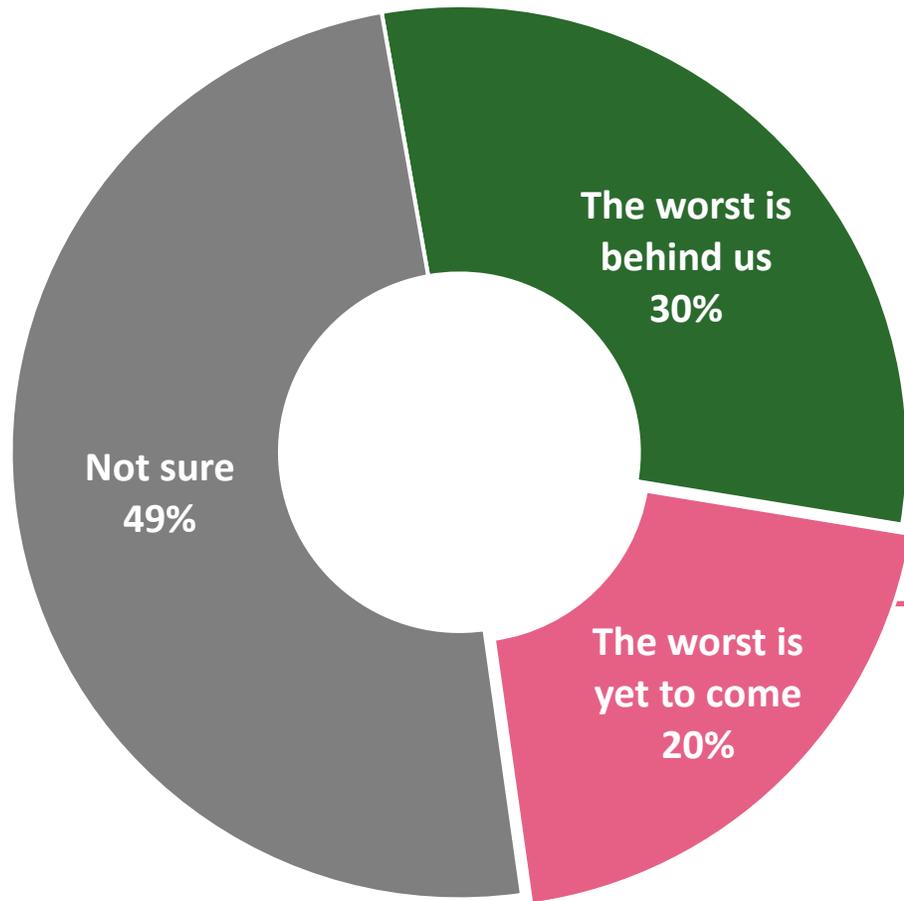


“Which of the following best describes how you feel about the coronavirus outbreak?”

% Who Say the Worst of the Coronavirus Outbreak Is Behind Us

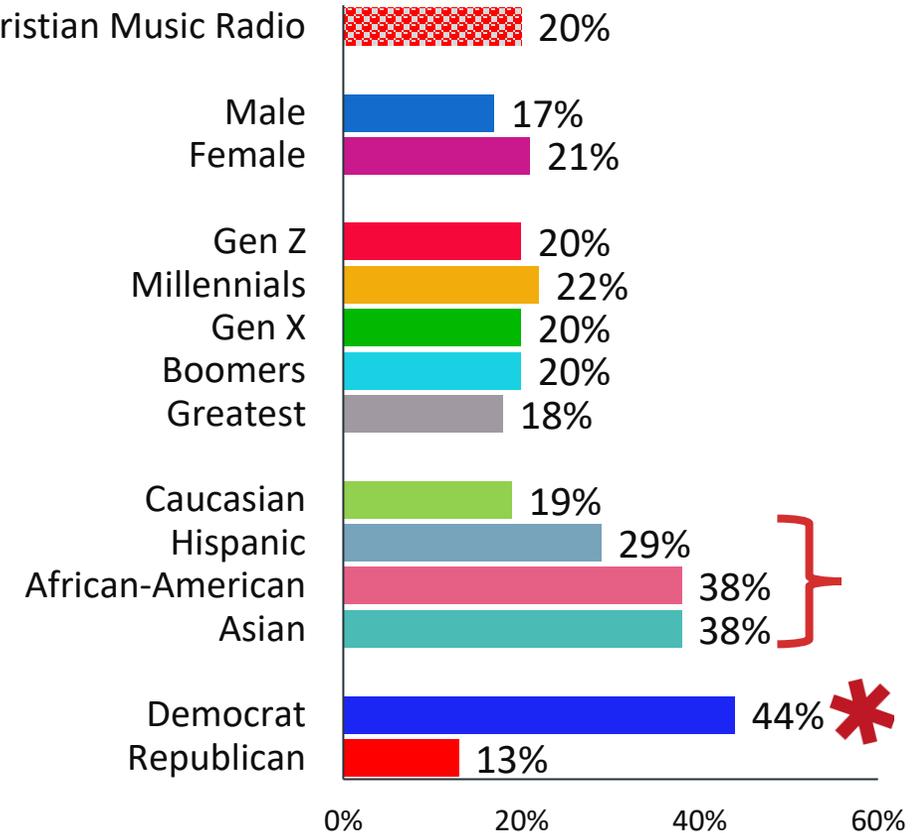


One in Five Says the Worst of the COVID-19 Outbreak Is Yet to Come, Particularly Among Democrats and Non-Caucasians



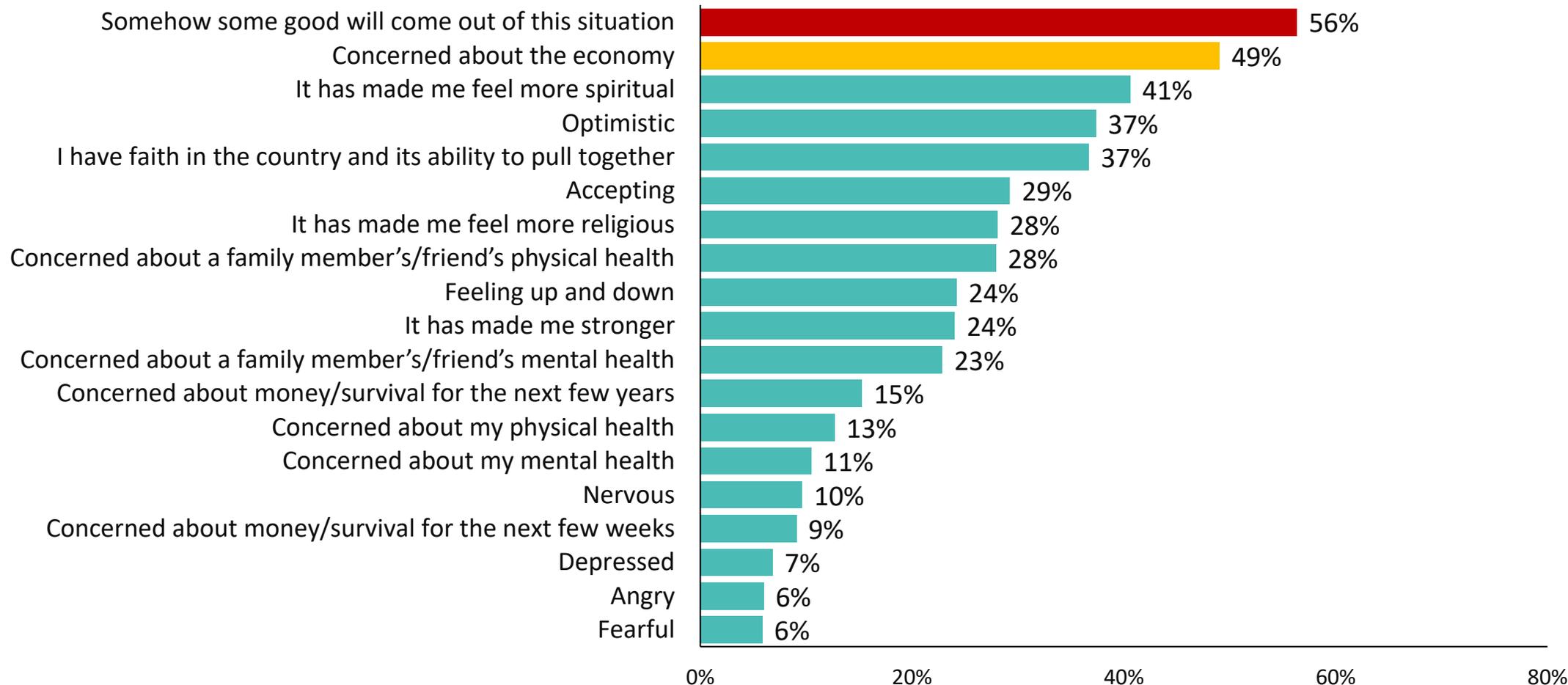
“Which of the following best describes how you feel about the coronavirus outbreak?”

% Who Say the Worst of the Coronavirus Outbreak Is Yet to Come



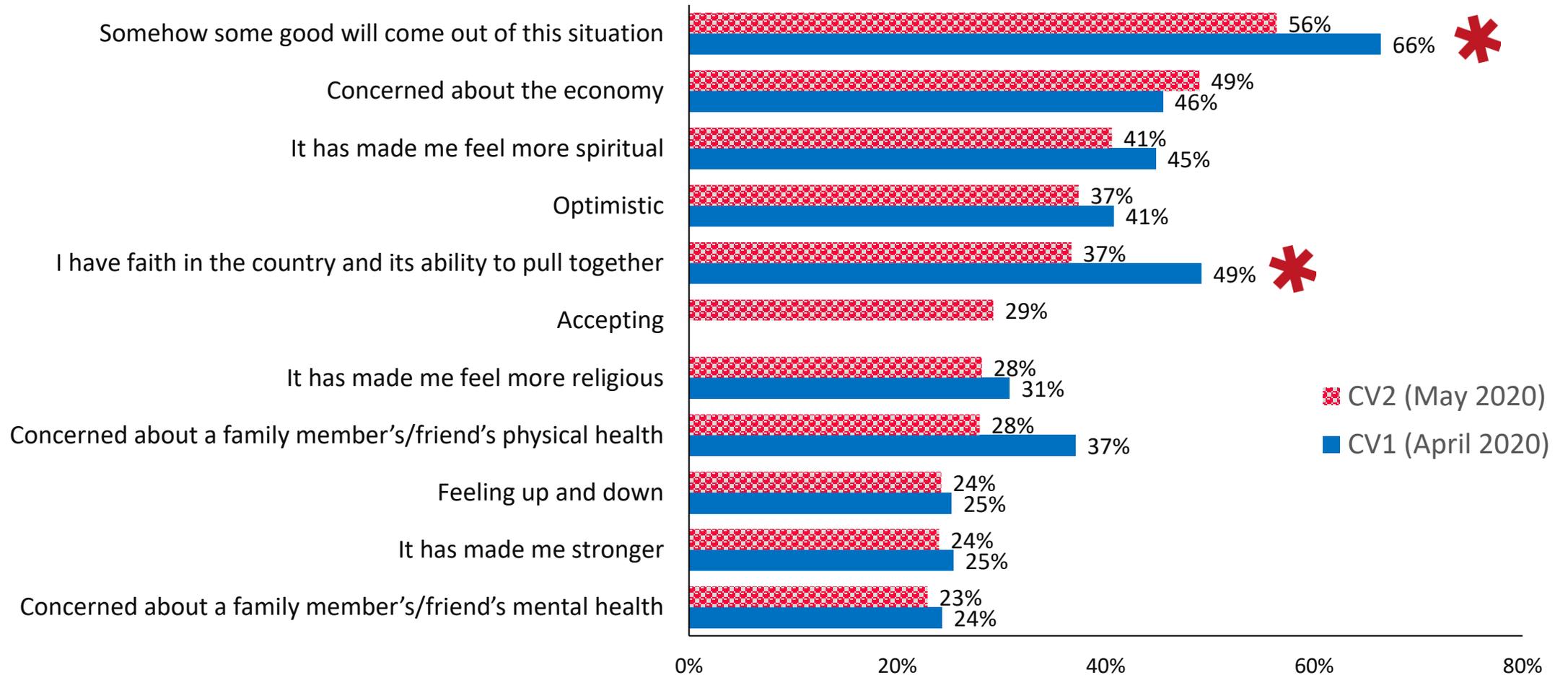
More Than Half Believe Some Good Will Come Out of the COVID-19 Crisis; Half Are Concerned About the Economy

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



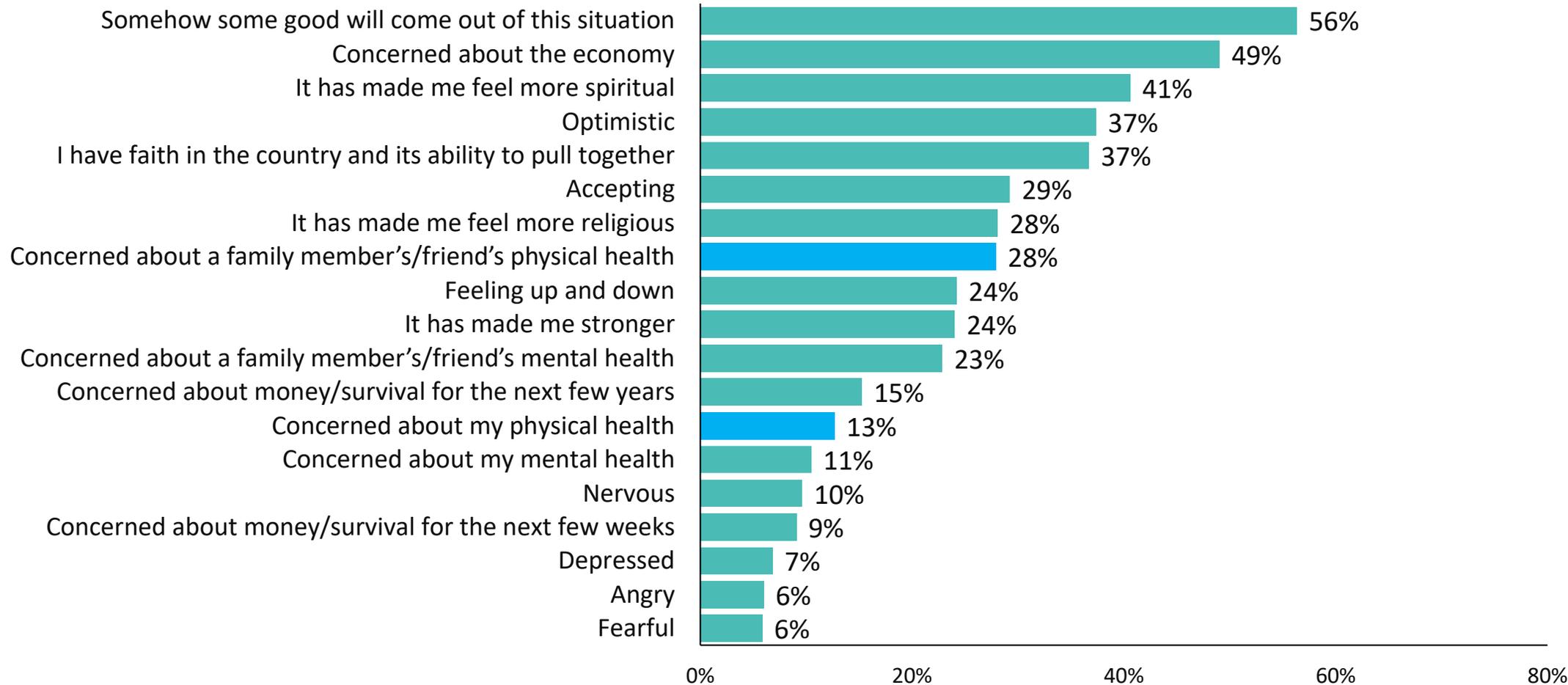
Six Weeks Later, There Is Less Optimism and More Concern About the Economy

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



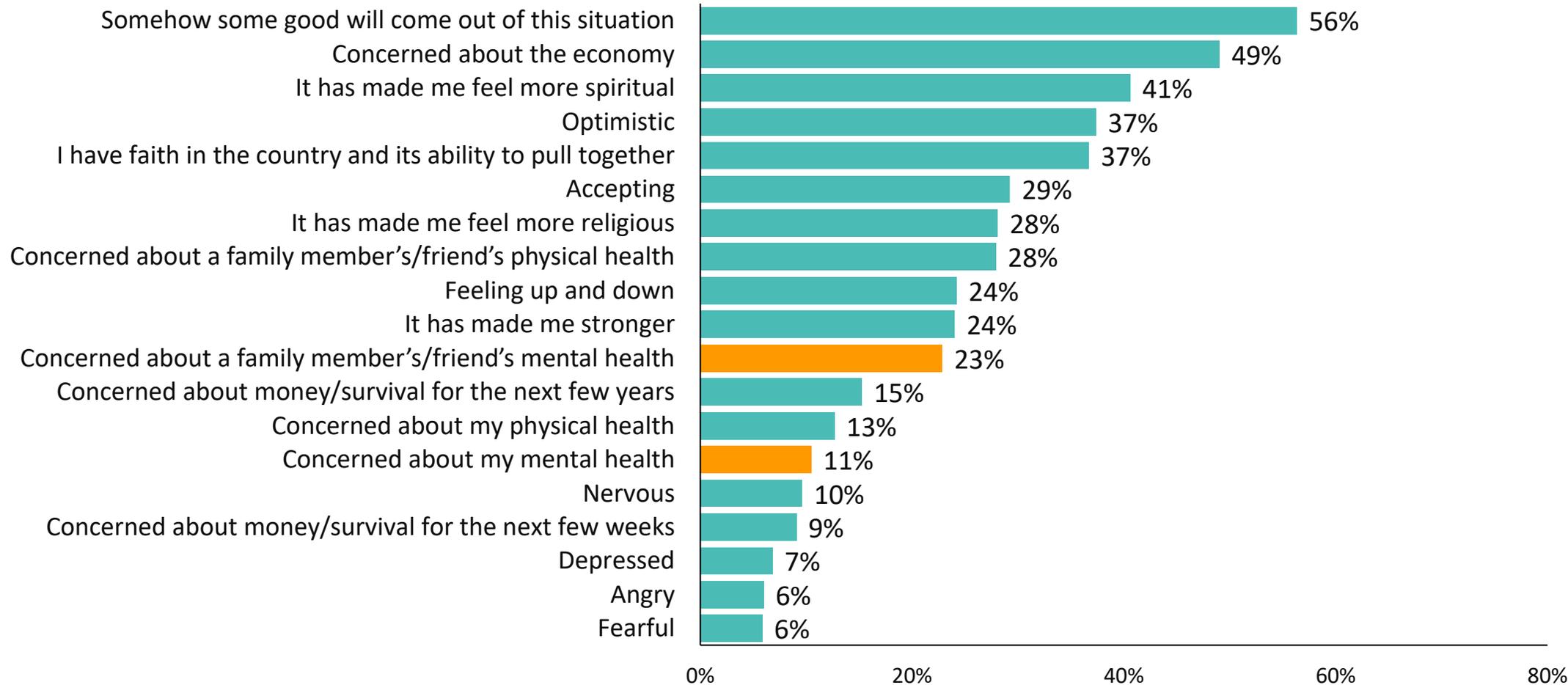
More Than Twice As Many Are Concerned About Someone's Else's Physical Well-Being Than Their Own

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



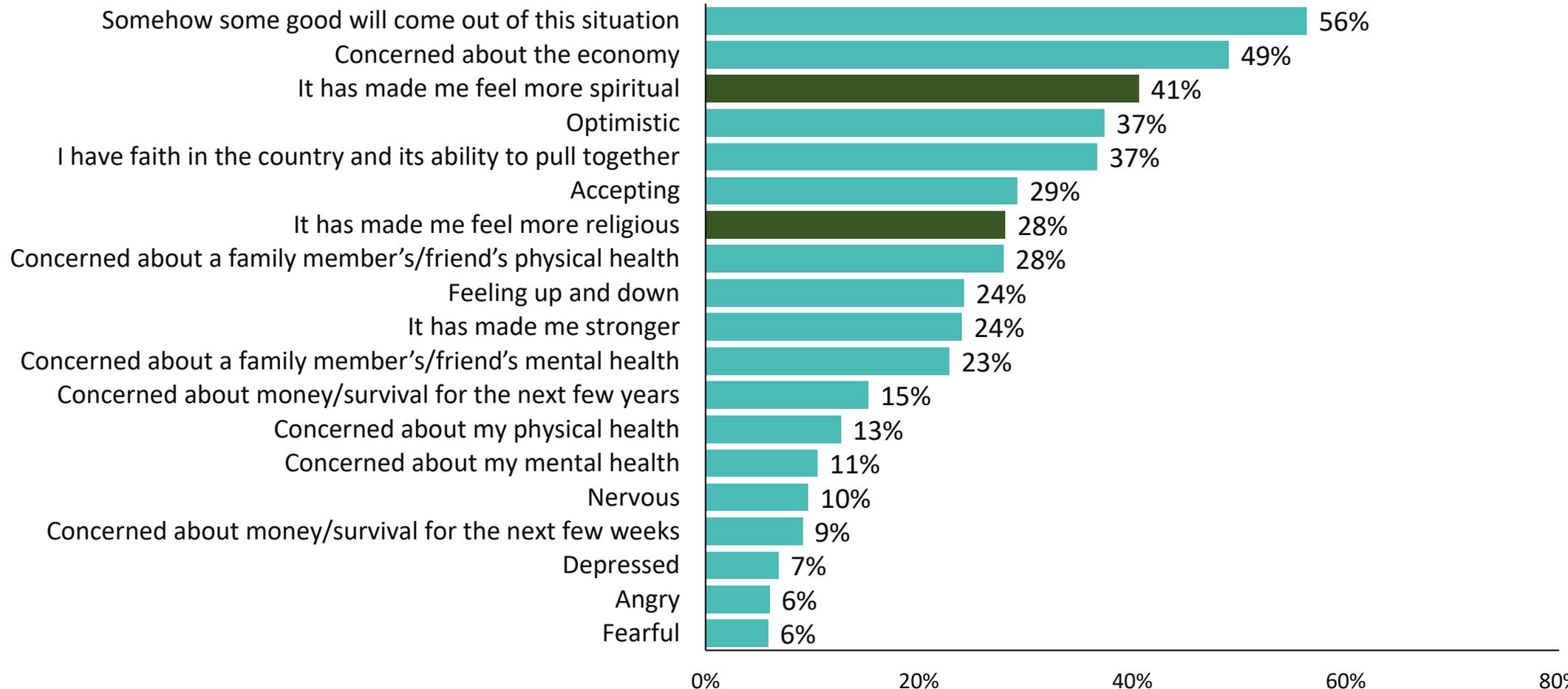
Similarly, More Than Twice As Many Respondents Express Concern For Another's Mental Health Instead of Their Own

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



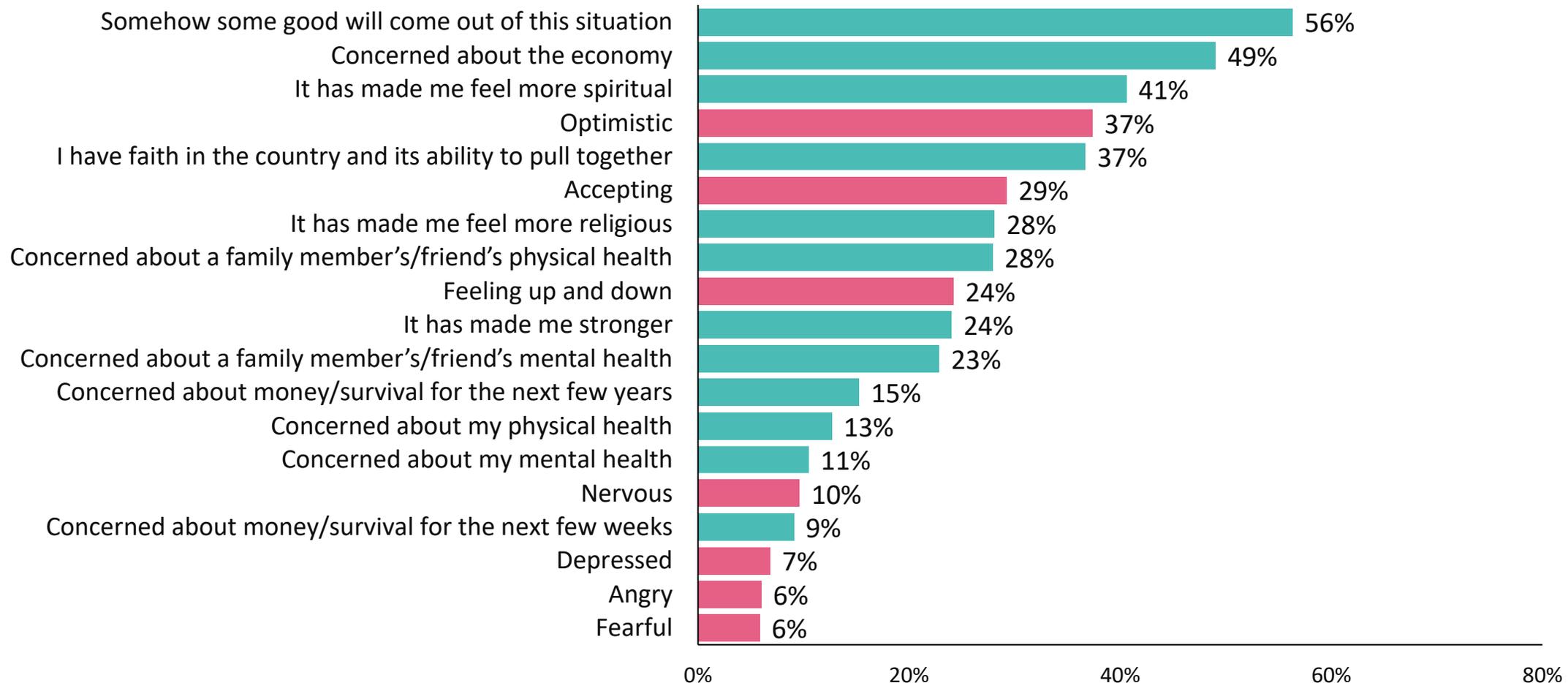
Four in Ten Say They Are Now Feeling More “Spiritual” – More Than Those Feeling More “Religious”

% Who Say Each Word/Phrase Currently Describes Them “Very Well”



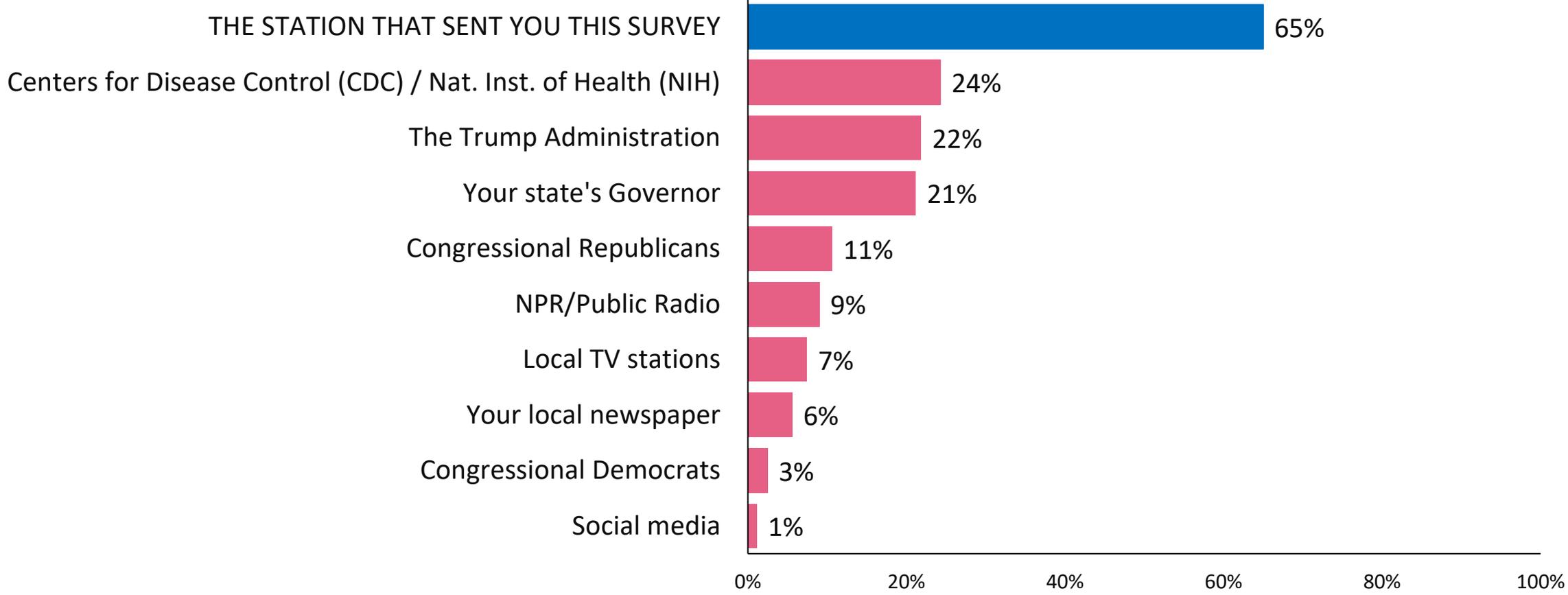
Of the Keywords, Respondents Are Most Likely to Express Optimism and Acceptance During the COVID-19 Crisis

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



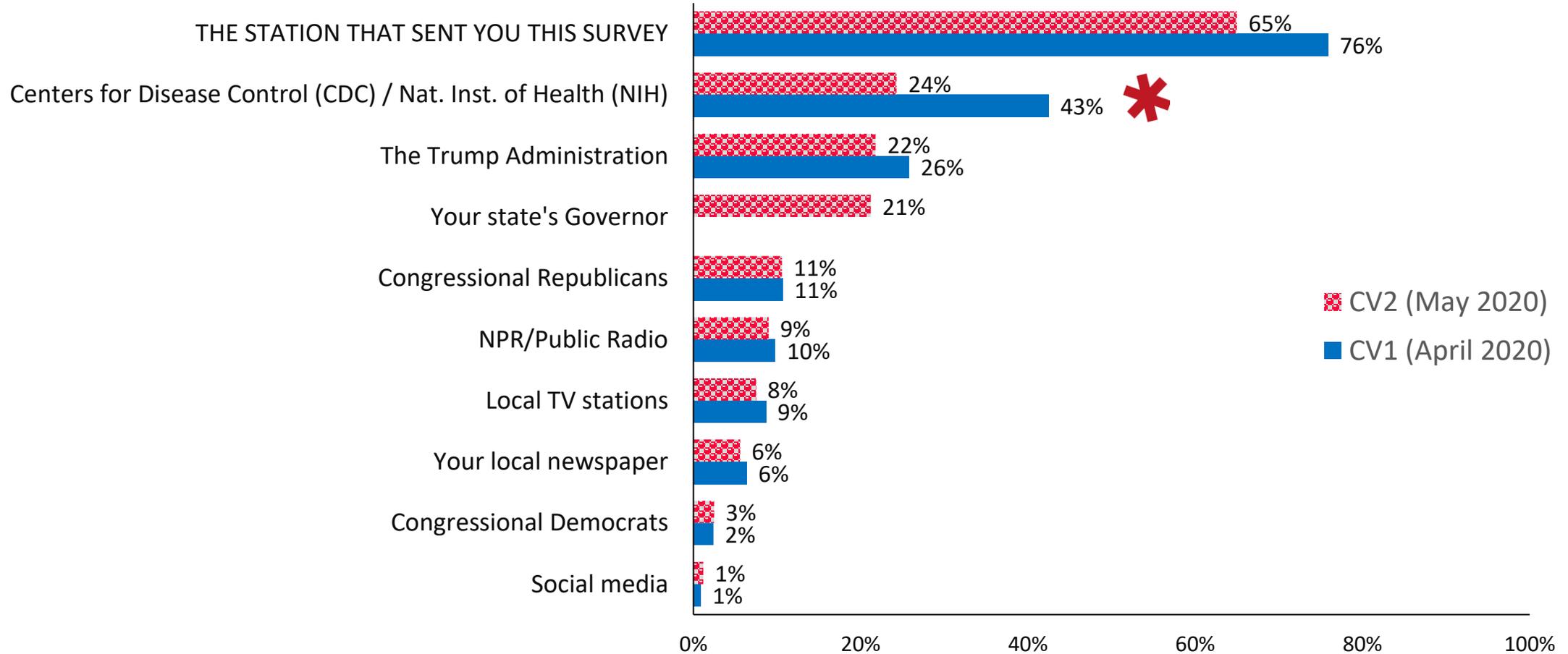
Beyond Their Favorite Radio Stations, Trust Levels Are Very Low

% Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak



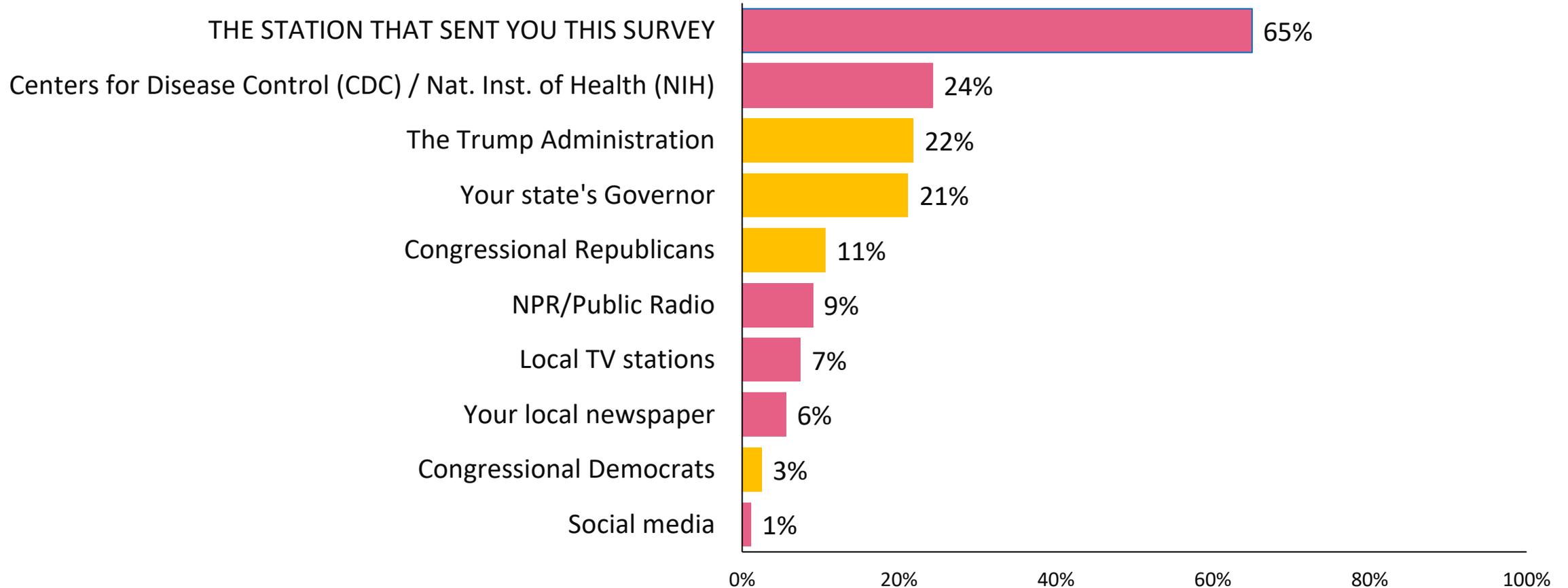
Six Weeks Later, Trust Levels Are Mostly Down Across the Board, With the Largest Drop for the CDC/NIH

% Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak



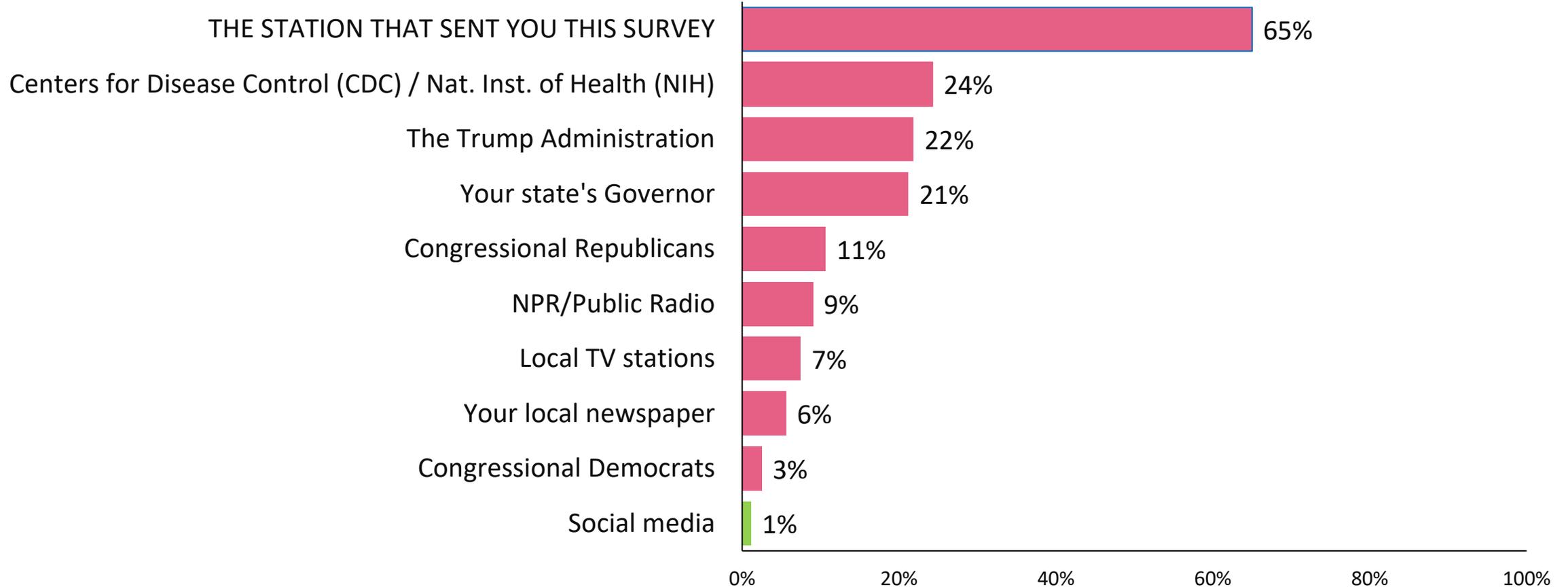
Among Political Entities, There's a Two-Way Tie Among the Trump Administration and State Governors

% Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak



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

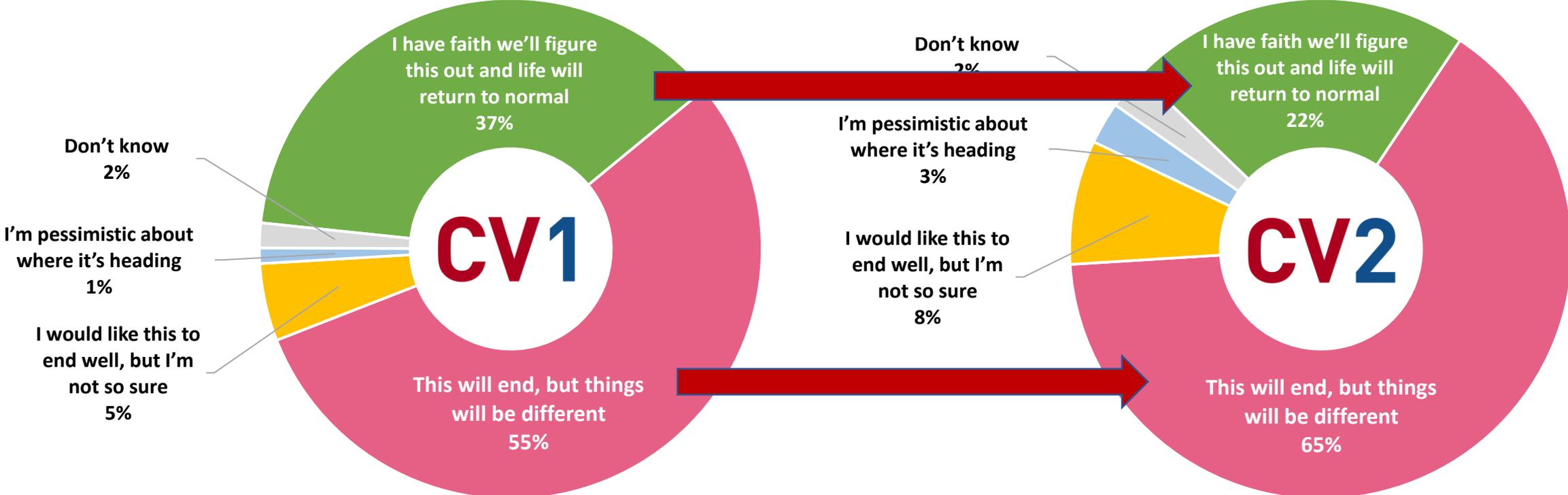
% Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak



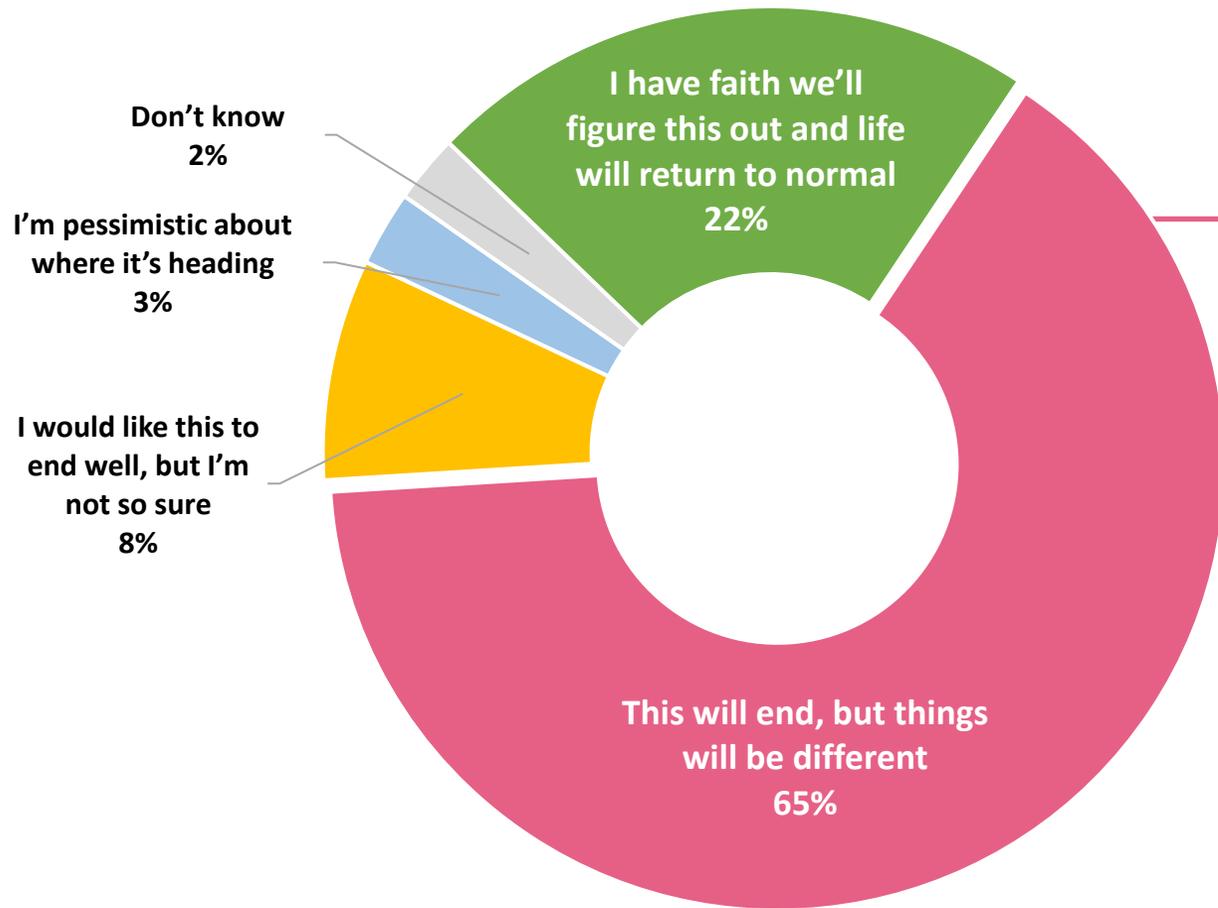
Six Weeks Later, More Feel Things Will Be “Different” When the Coronavirus Crisis Ends; Fewer See a Return to “Normal”

April 2020

May 2020

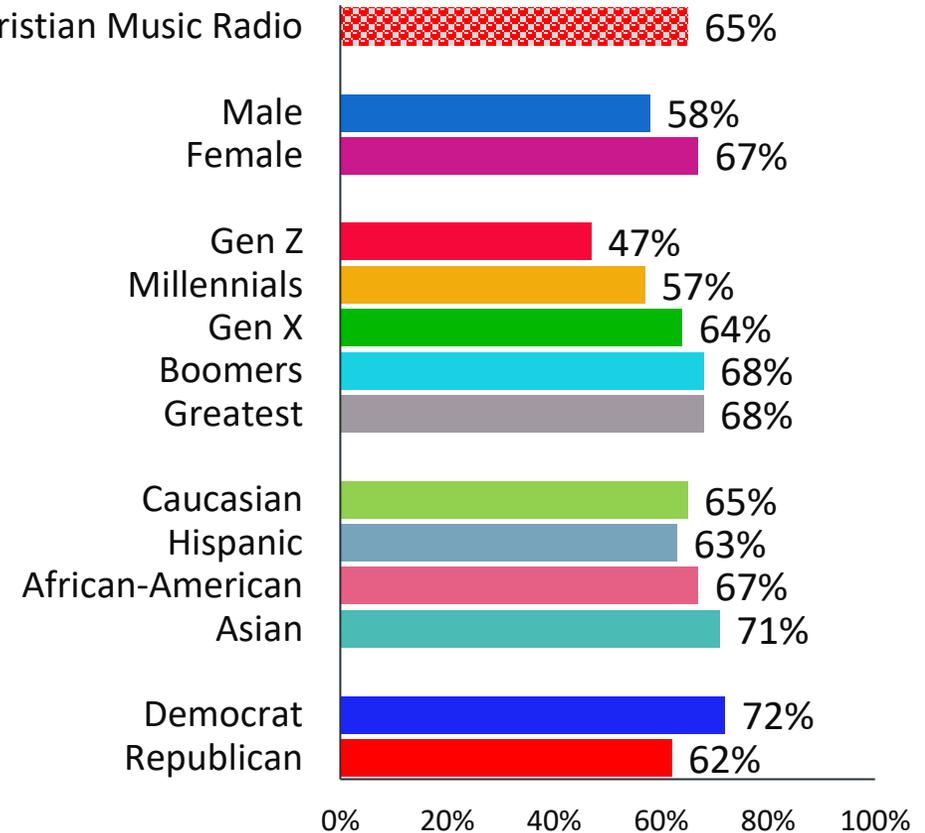


Two in Three Feel Things Will Be “Different” When the Coronavirus Crisis Ends

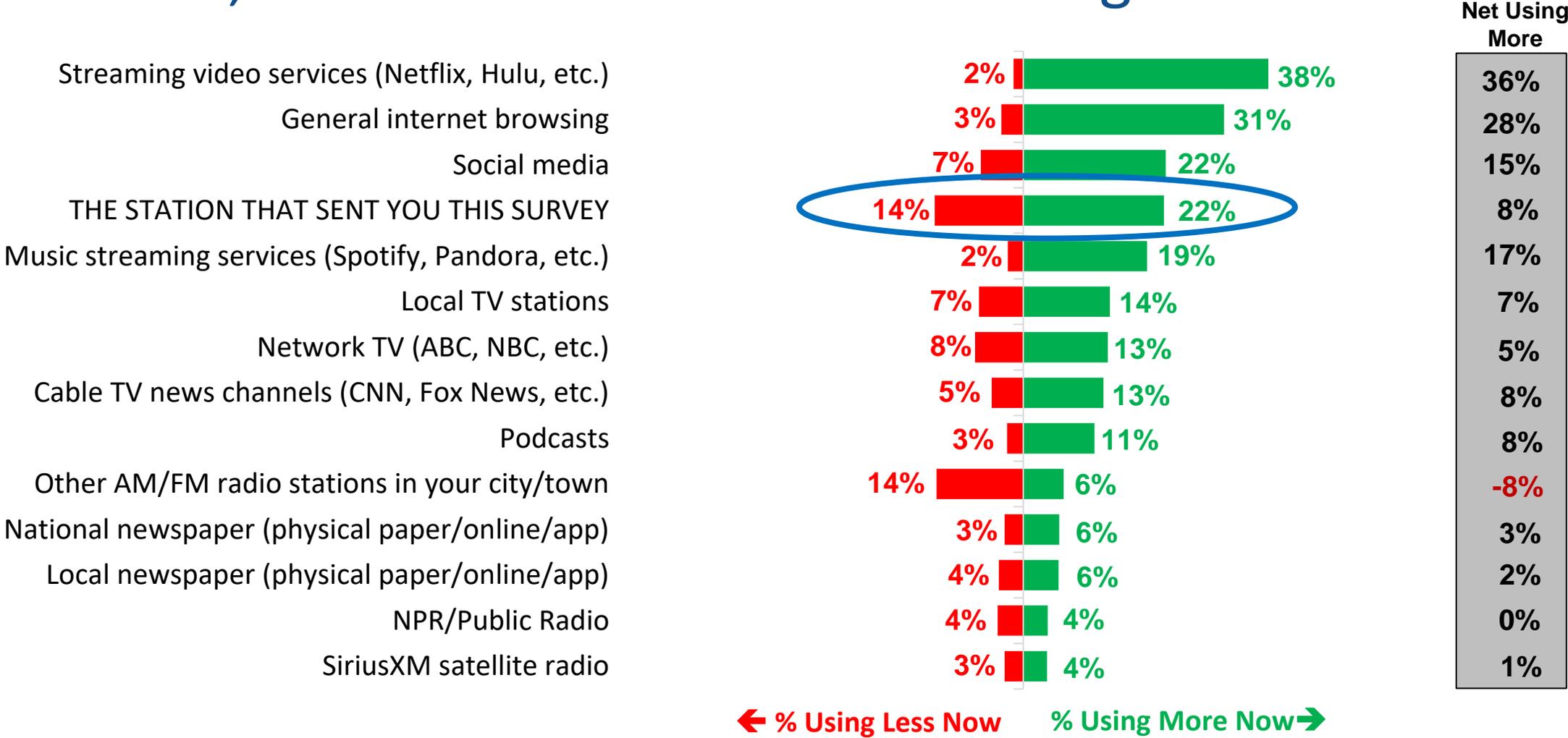


"Which best describes how you think the coronavirus outbreak will end?"

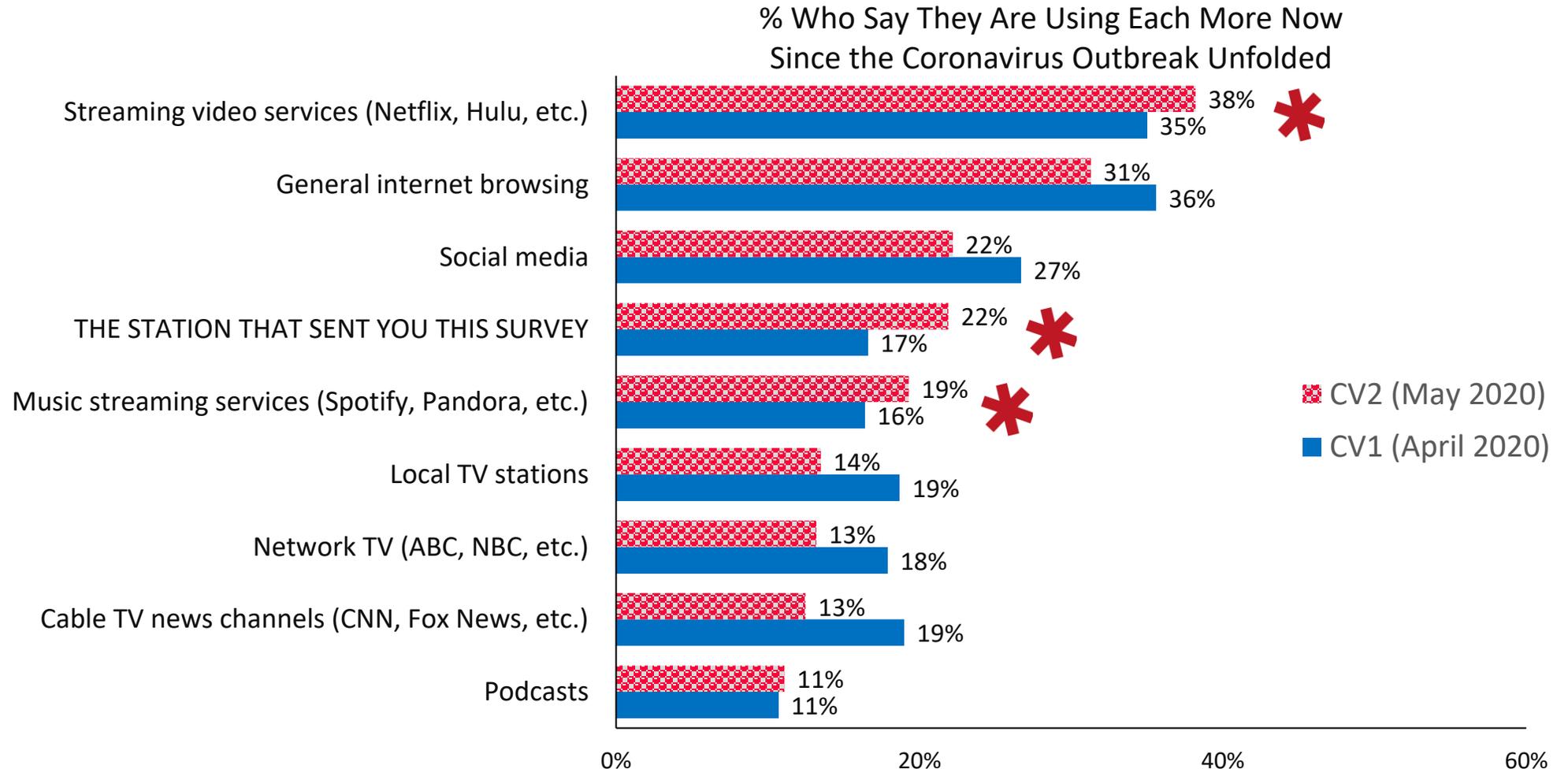
% Who Say "This Will End, But Things Will be Different"



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



Six Weeks Later, Home Station and Streaming Audio/Video Show the Largest Usage Increases, While TV Growth Declines

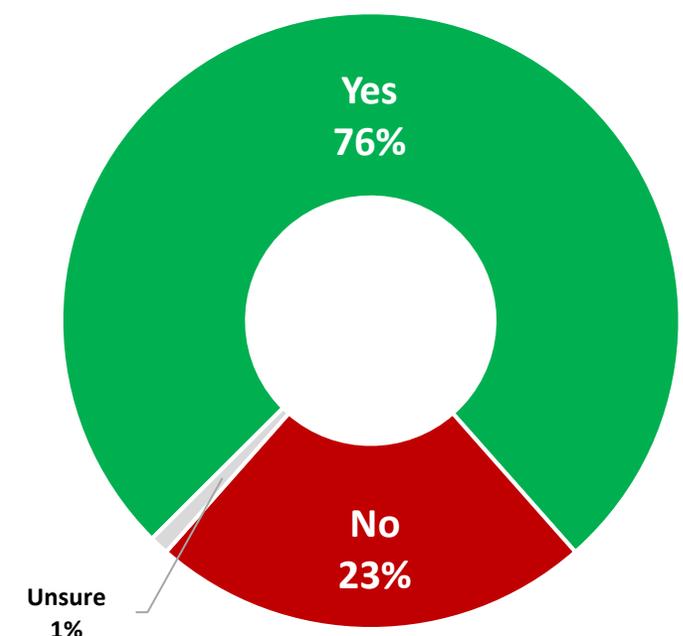
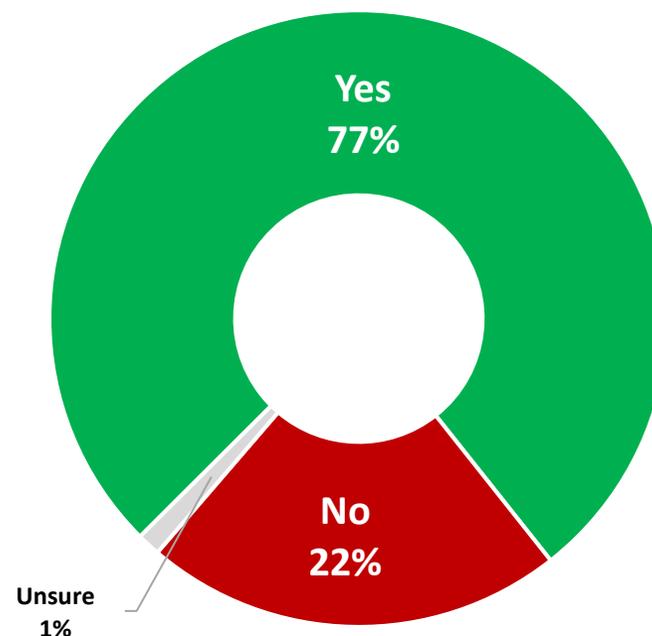
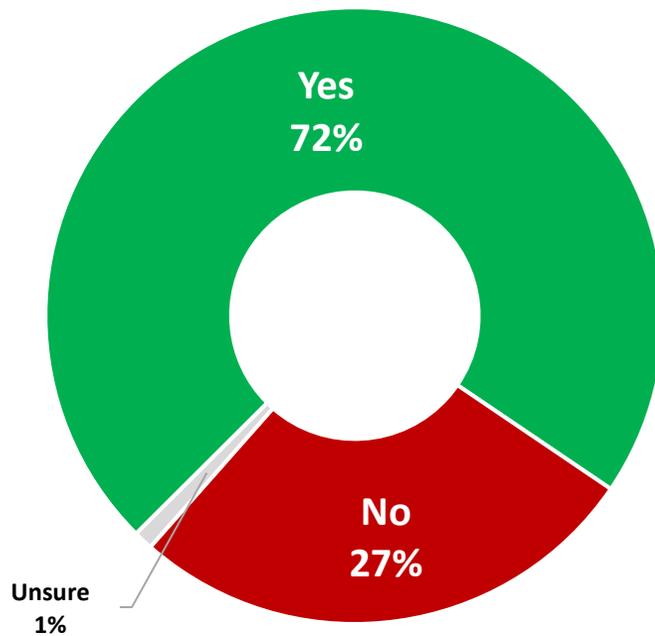


More Than One in Four Do NOT Have a Working Radio in Their Homes That They Use

Christian Music Radio

Commercial Radio

Public Radio



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

#WhoWoreItBest

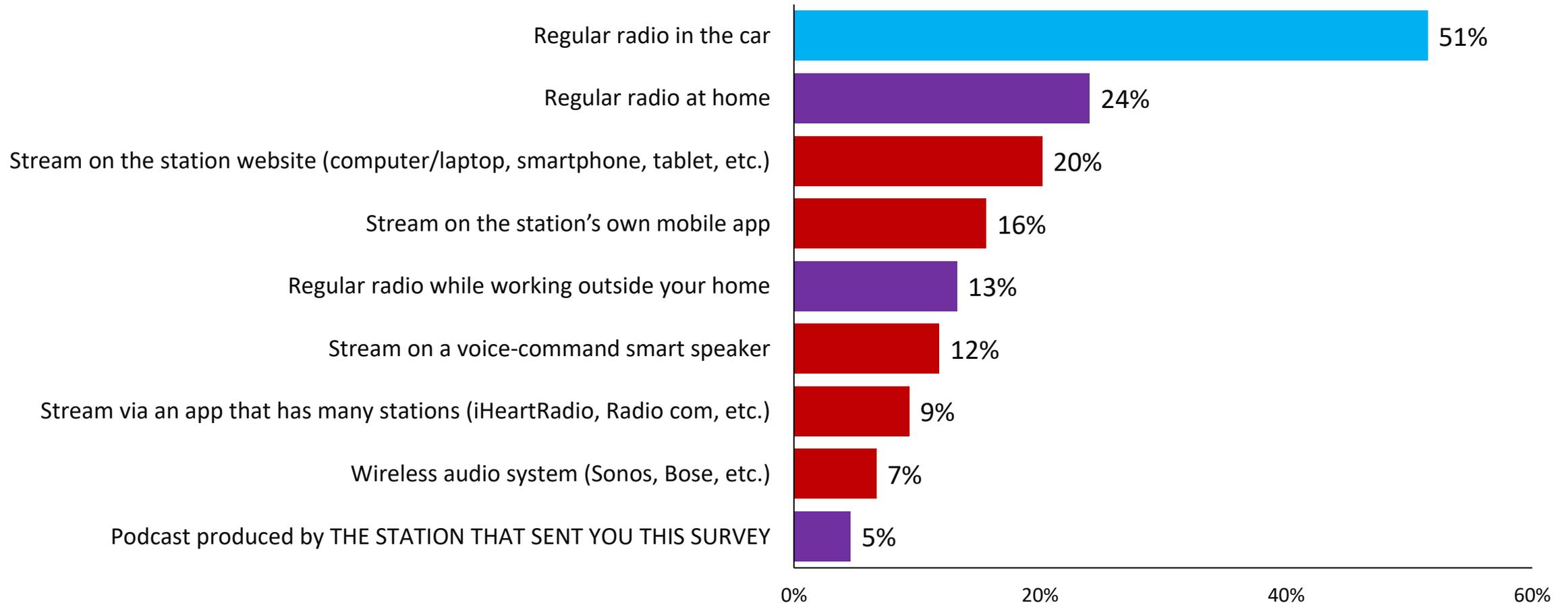


Bill Ingram as Batman

Christian Music Radio & the Coronavirus

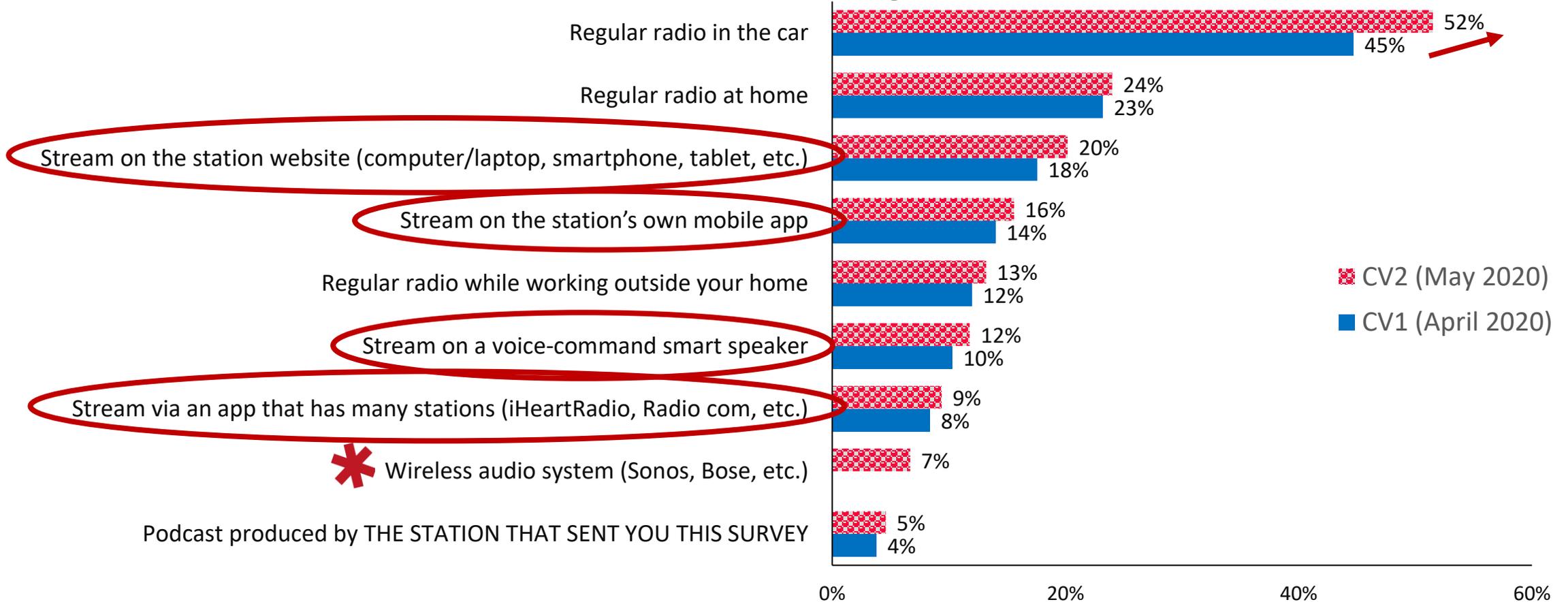
In-Car Listening Leads (And Looks “Normal”) While Streaming on Various Devices is Significant

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



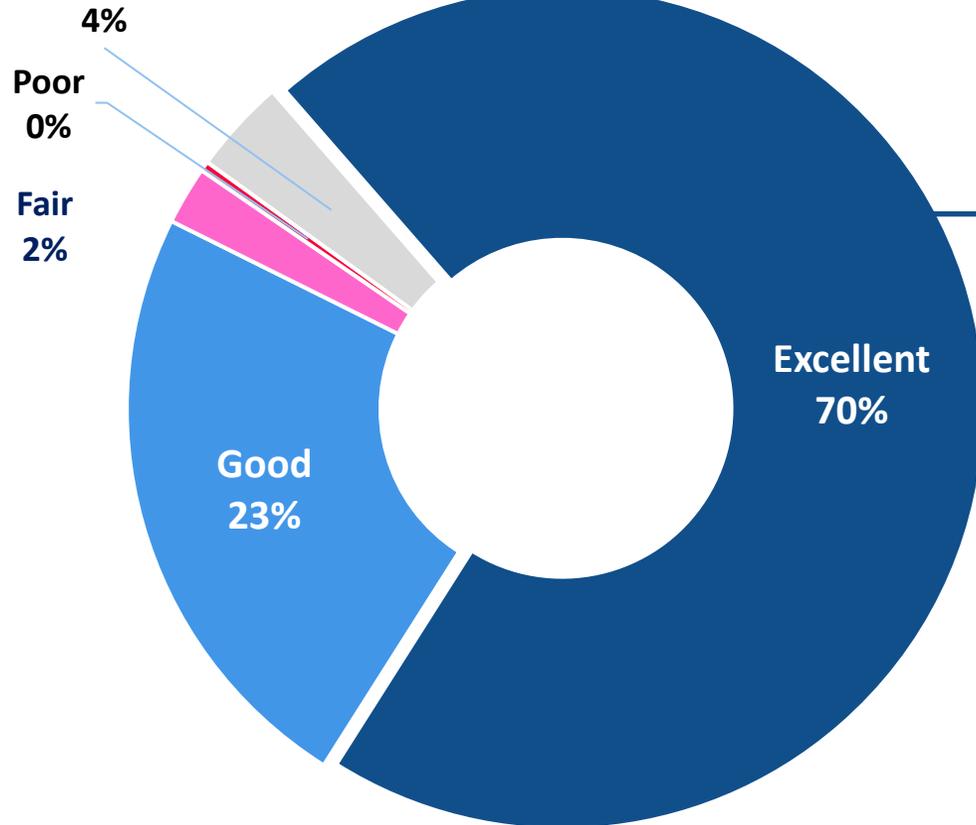
In Six Weeks, Traditional Radio Listening Rebounds; Streaming on Various Devices is Trending Up

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



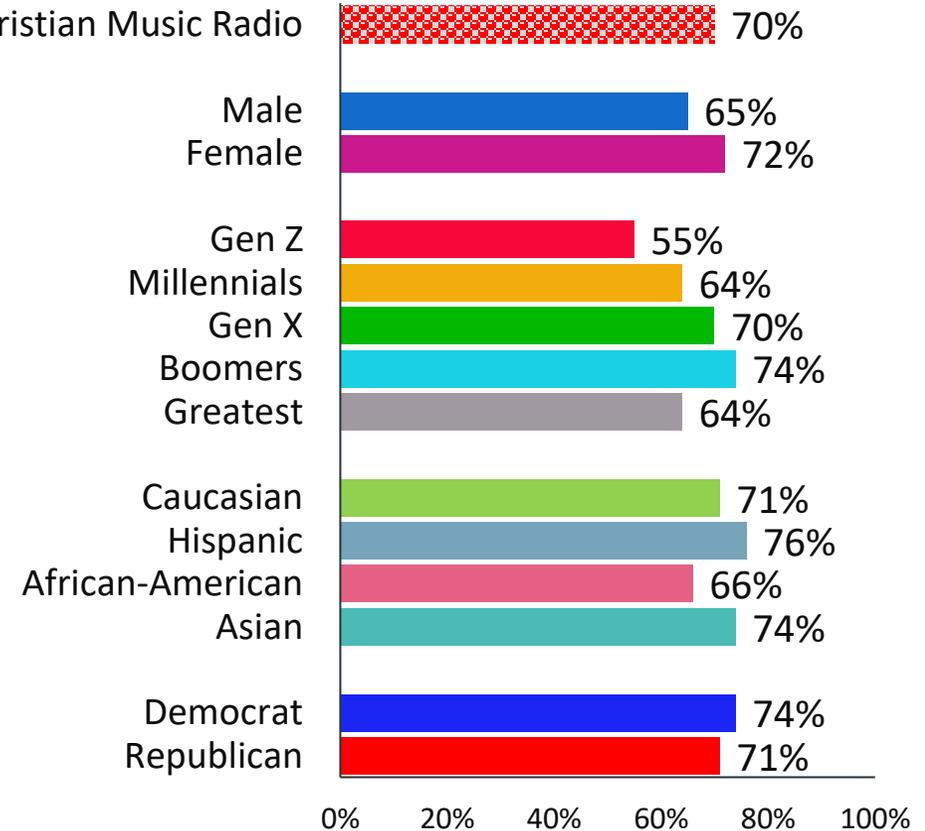
Seven in Ten Rate Their Home Station “Excellent” Since the Coronavirus Outbreak

Don't know/haven't listened



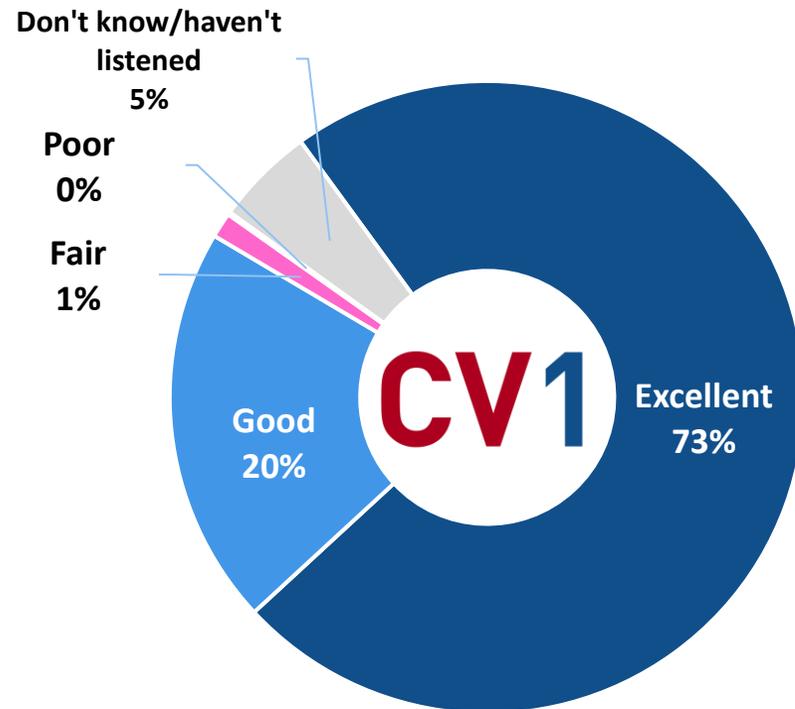
“Think about your listening to THE STATION THAT SENT YOU THIS SURVEY. How would you rate the station SINCE the start of the coronavirus outbreak?”

% Who Rate Their Home Station as “Excellent”

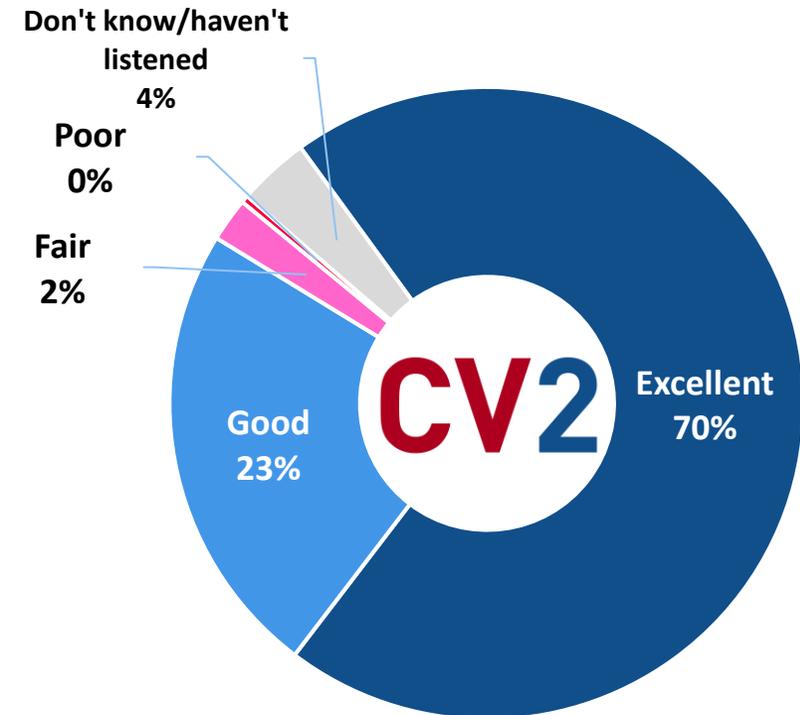


Seven in Ten Rate Their Home Station “Excellent” Since the Coronavirus Outbreak

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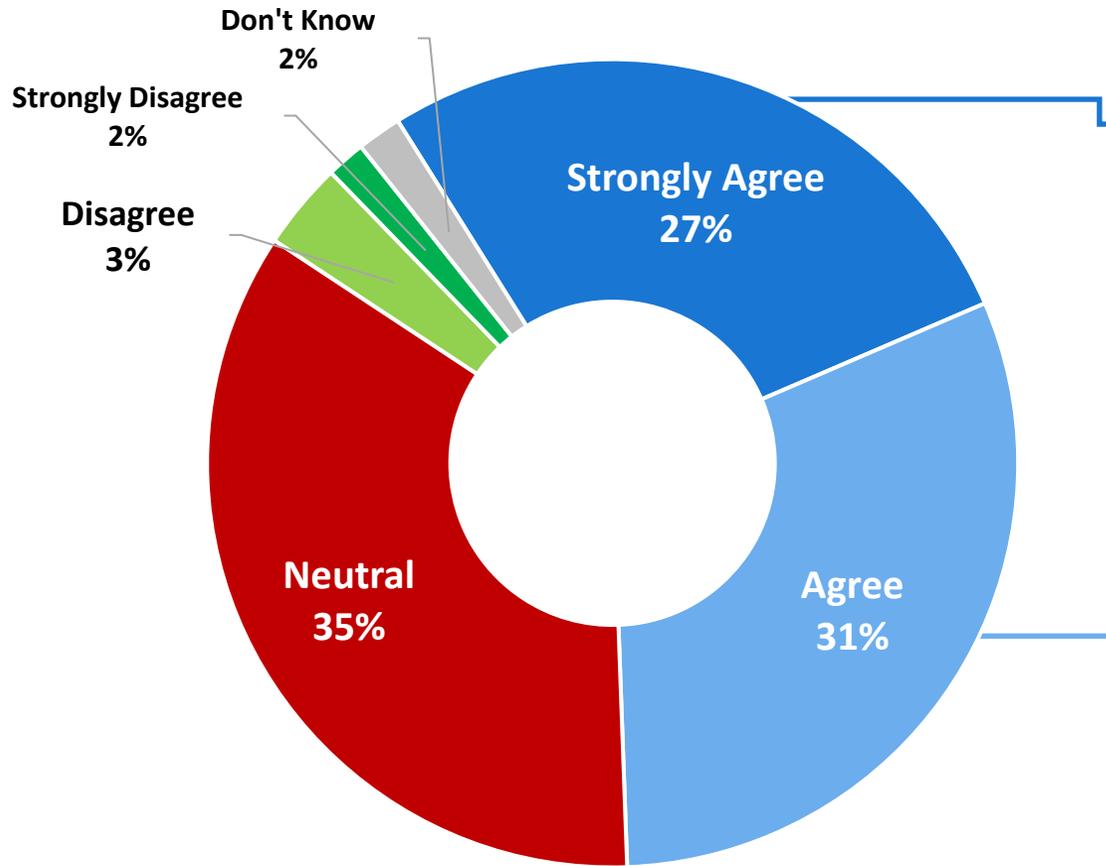


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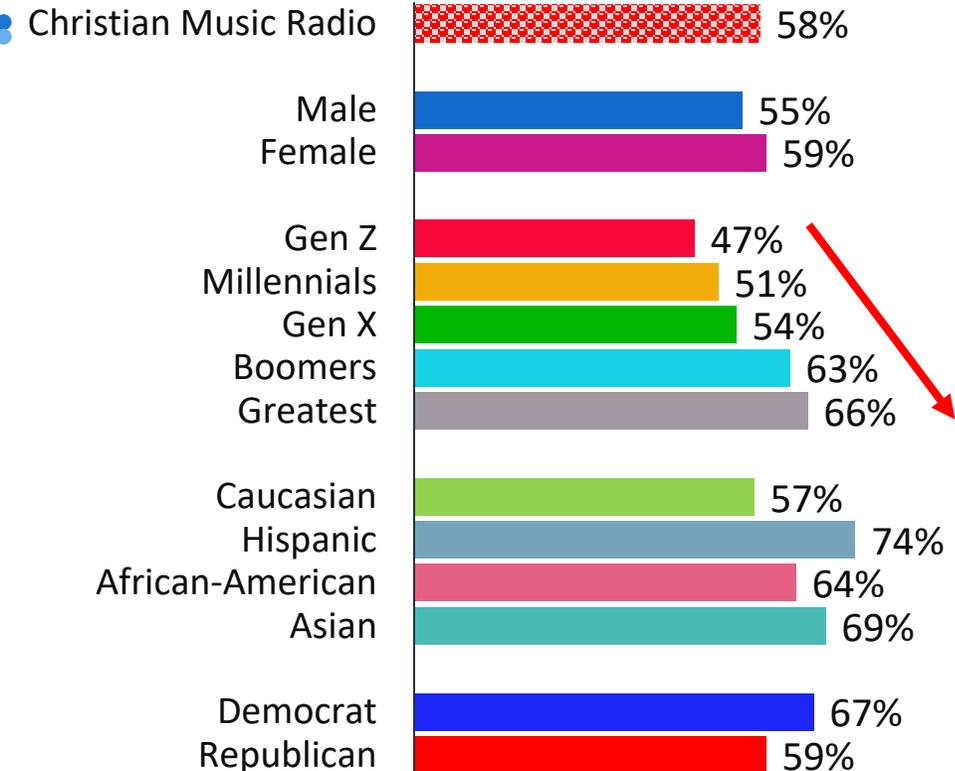


*“Think about your listening to THE STATION THAT SENT YOU THIS SURVEY.
How would you rate the station SINCE the start of the coronavirus outbreak?”*

Many Say They Feel a Stronger Bond With Their Favorite Station Now, Particularly Older Generations and Non-Caucasians



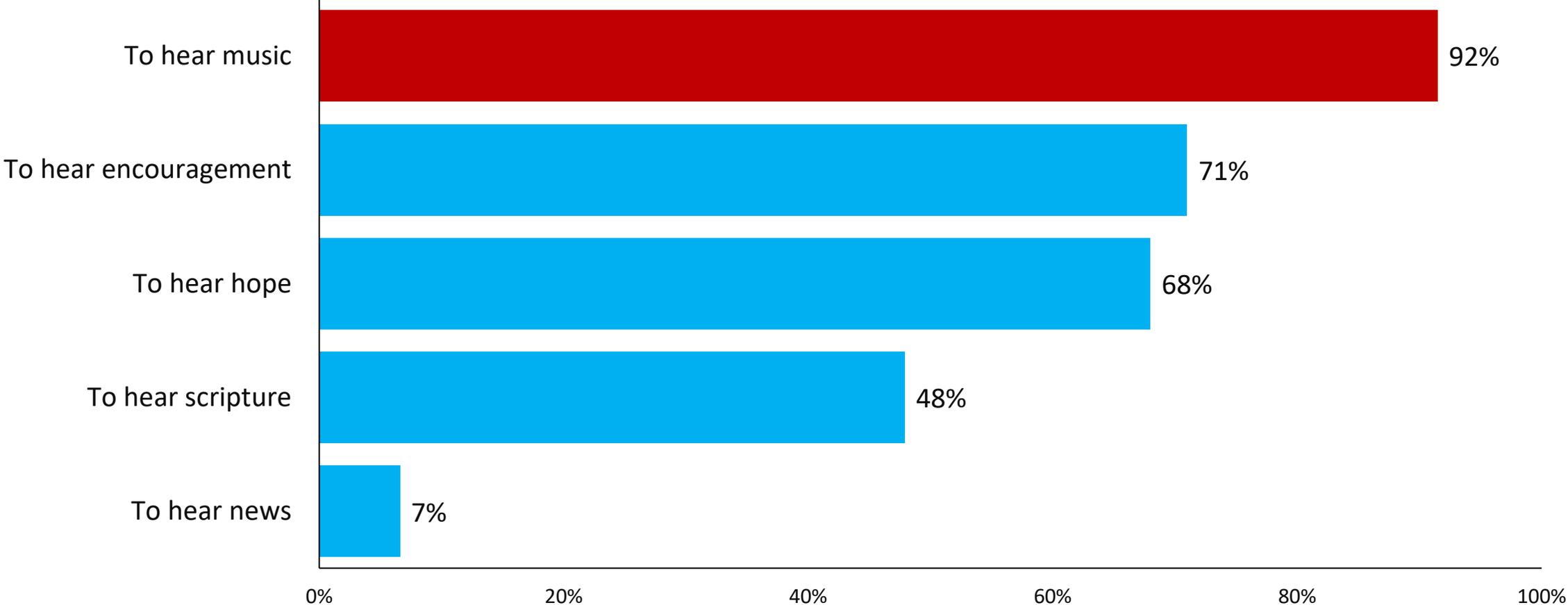
% Agreement (Strongly Agree + Agree)



"Since the start of the coronavirus outbreak, I feel a stronger sense of connection with THE STATION THAT SENT ME THIS SURVEY"

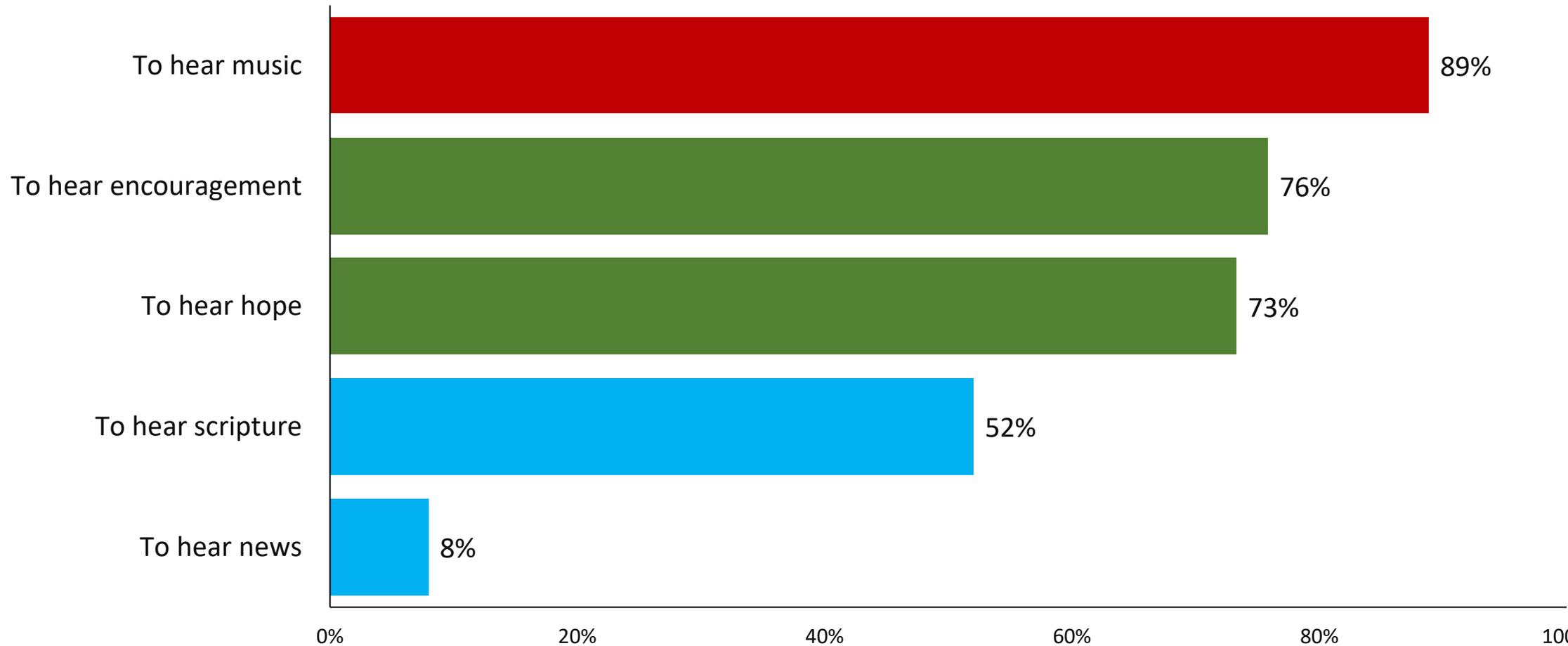
In the Middle of a Global Pandemic, It's About the Music

Among Those Currently Listening to Their Home Station,
% Saying This Is a Main Reason They Are Listening Now



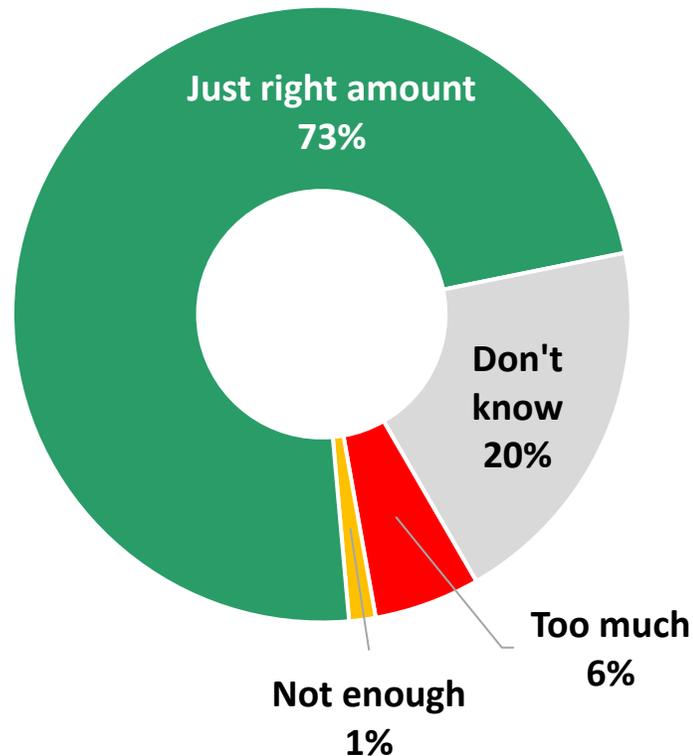
But Encouragement and Hope Are Integral, Too

Among Those Currently Listening to Their Home Station,
% Saying This Is a Main Reason They Are Listening Now

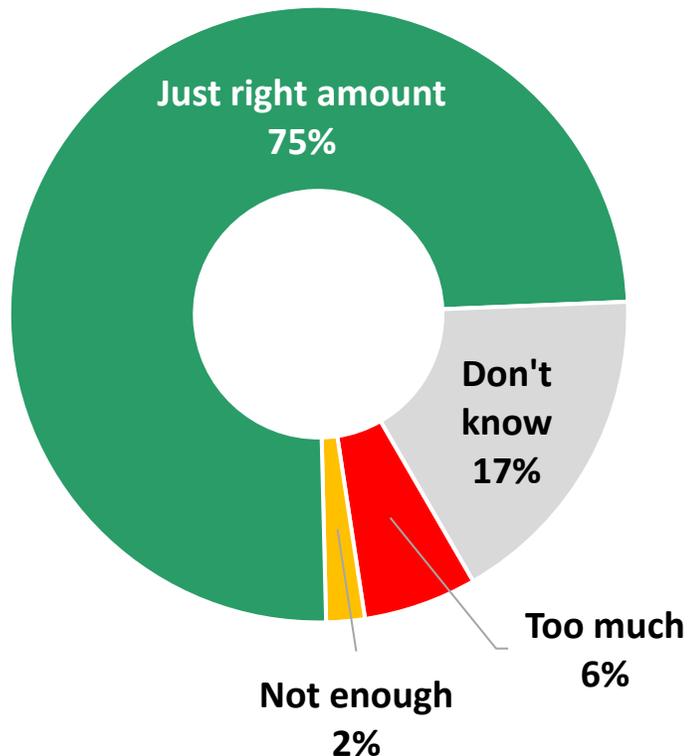


About Three in Four Feel Their Home Station Is Paying the Right Amount of Attention to COVID-19

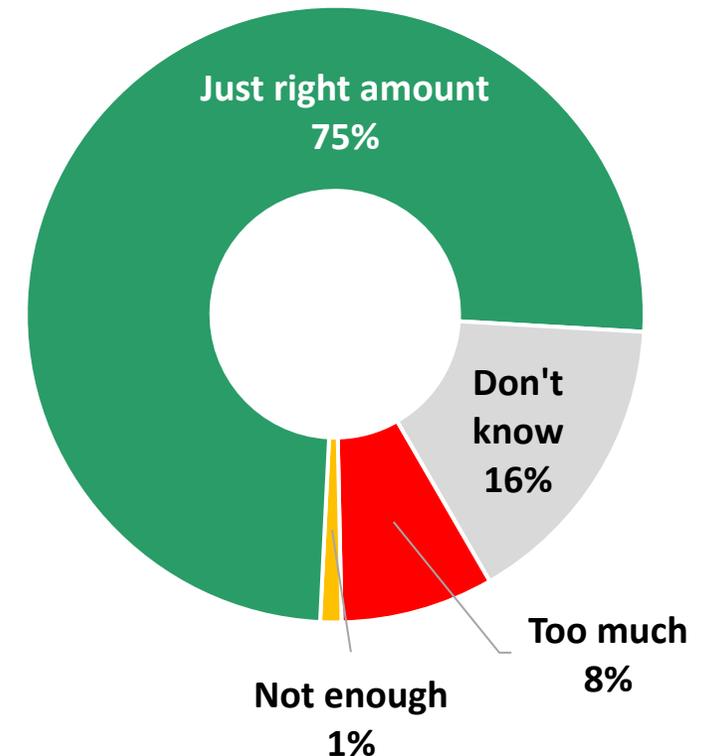
Christian Music Radio



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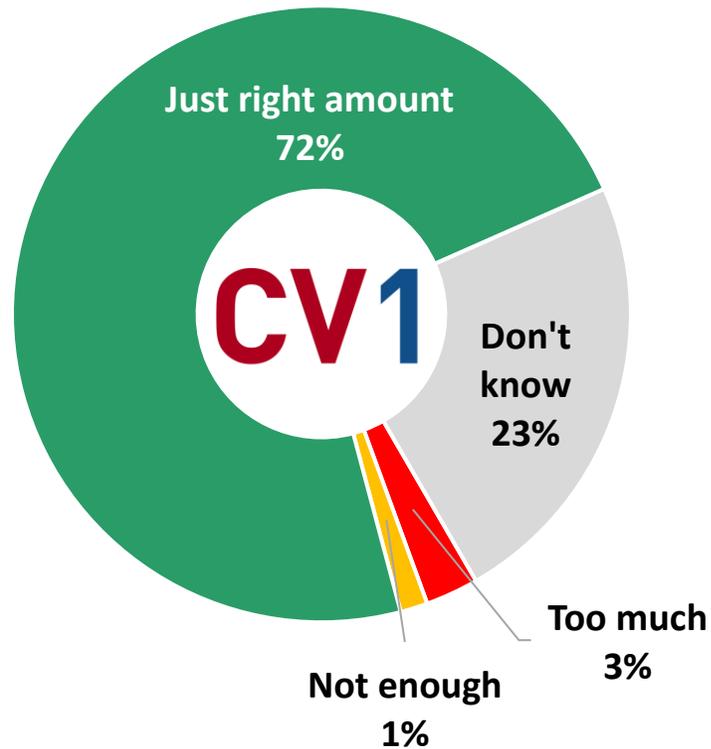


Public Radio

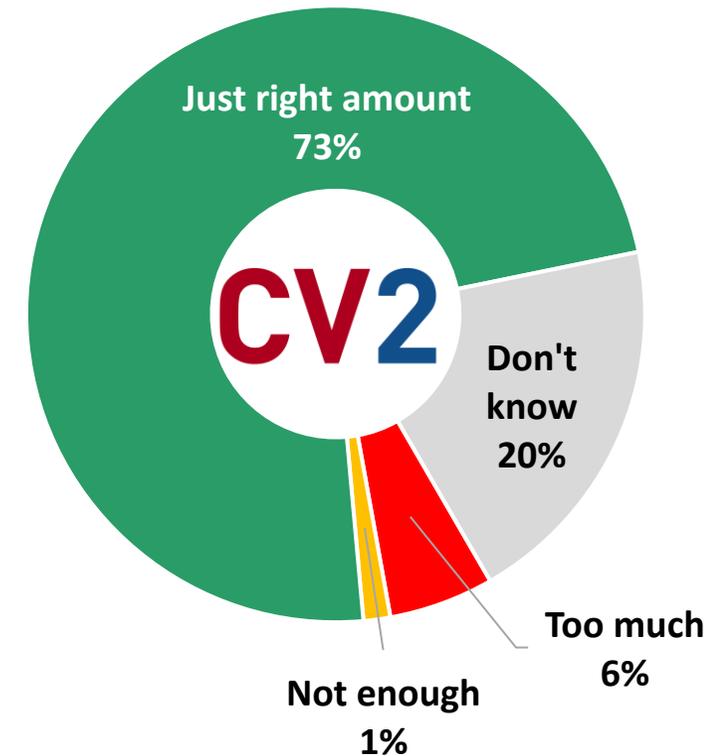


About Three in Four Feel Their Home Station Is Paying the Right Amount of Attention to COVID-19

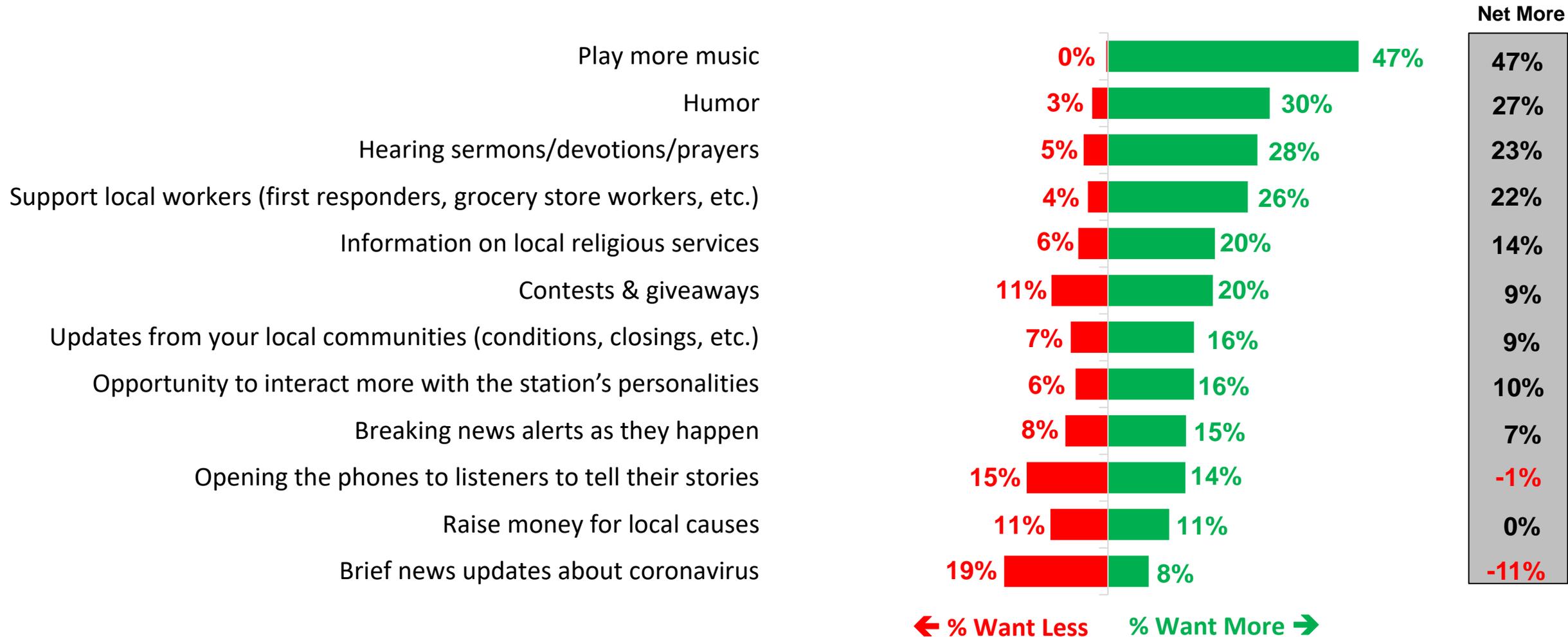
April 2020



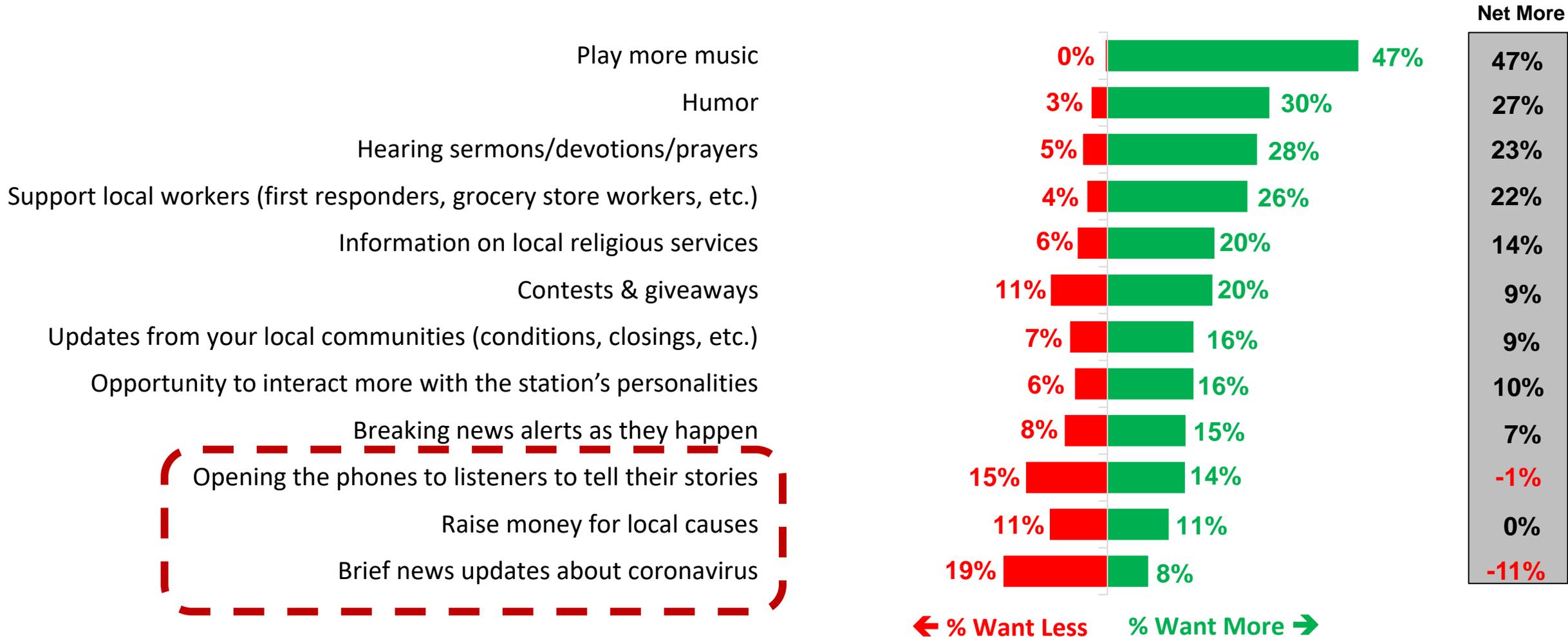
May 2020



Playing More Music, Providing Humor and Sermons/Prayer Are Christian Music Radio's Top Priorities Now

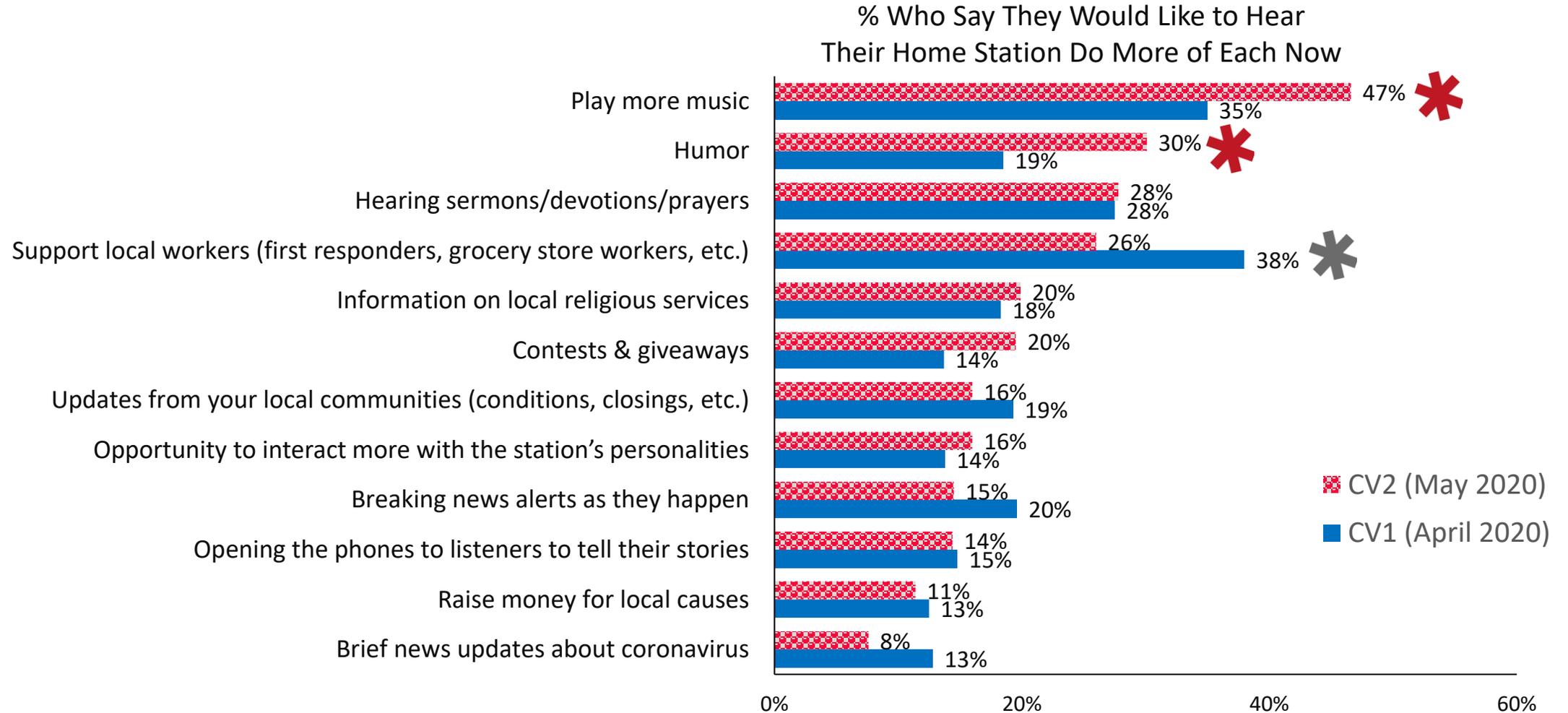


Brief Coronavirus News Updates, Raising Money for Local Causes, and Opening the Phone Lines Are Lower Priorities



“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:”

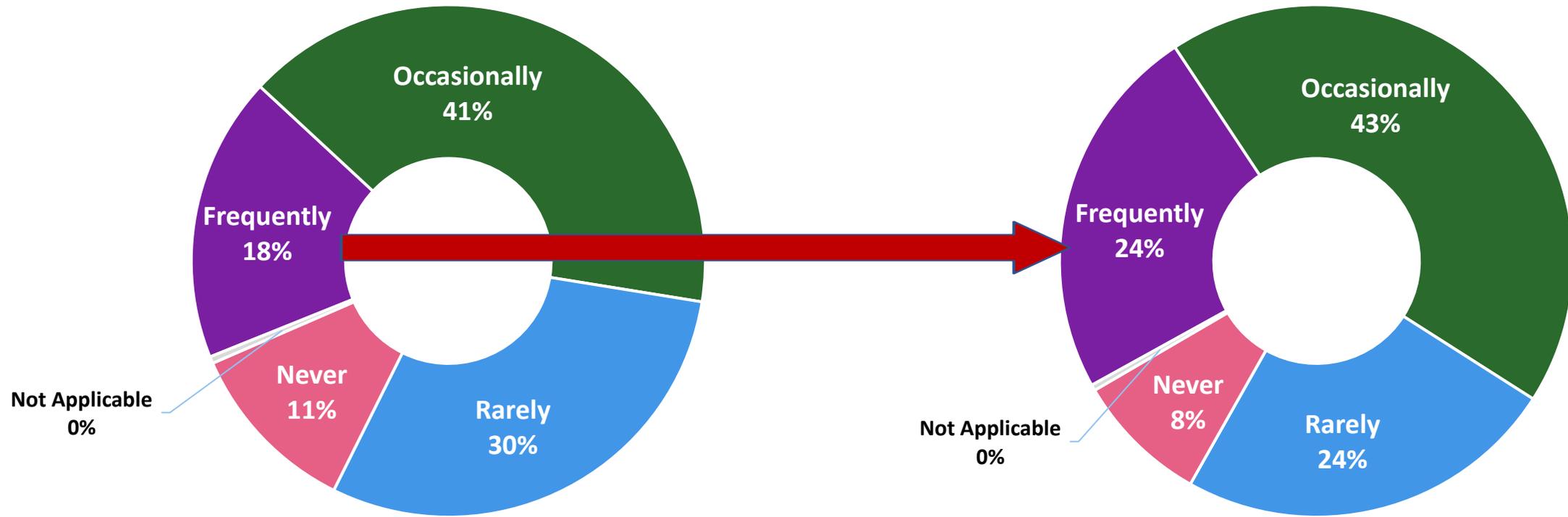
Playing More Music and Providing Humor Are Bigger Priorities Now, While Supporting Local Workers Has Slipped



There Is More Interest in Local COVID-19 News Over National

Those Seeking National COVID-19 News Coverage

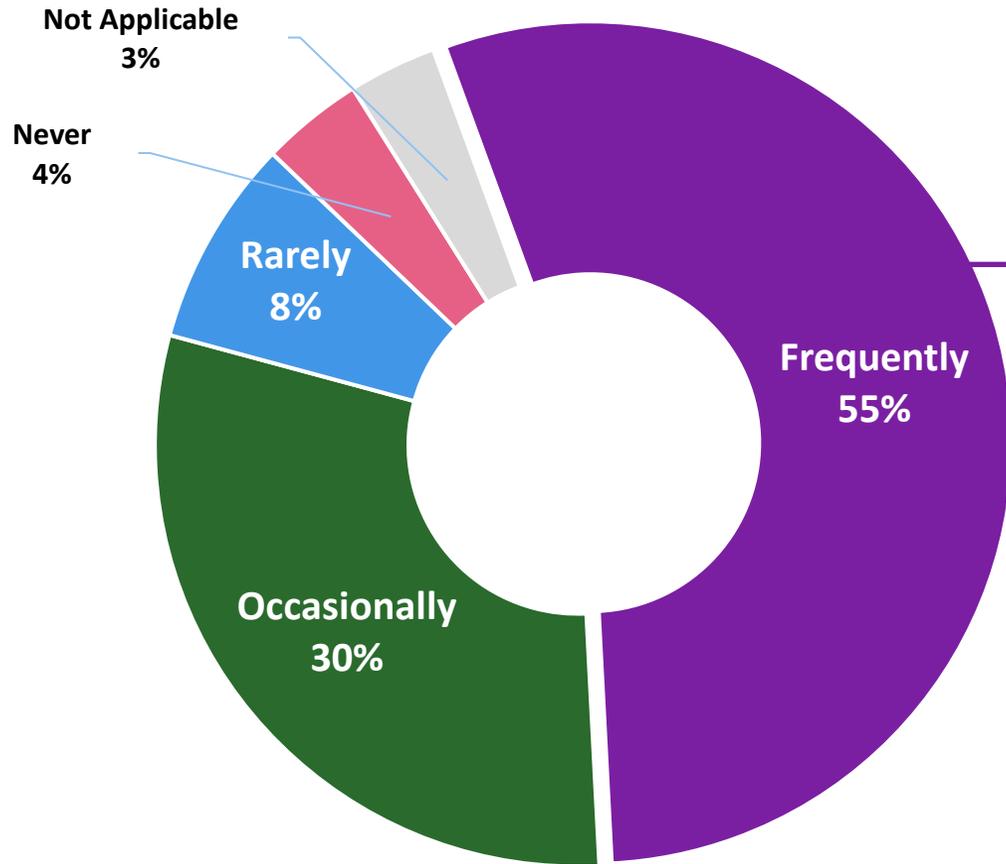
Those Seeking Local COVID-19 News Coverage





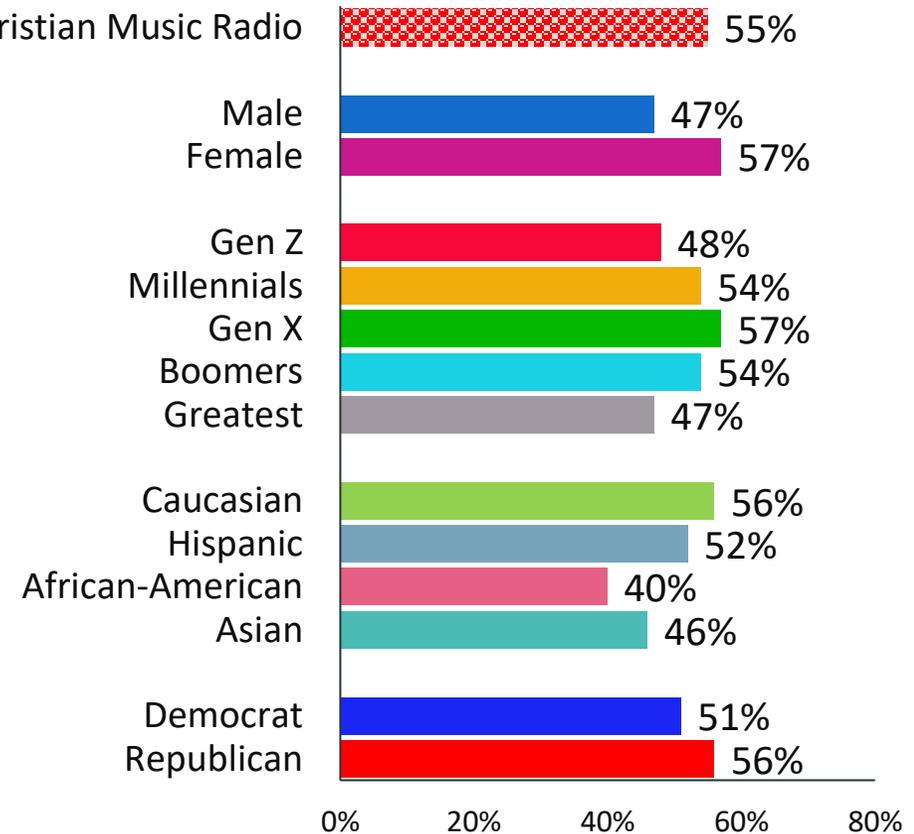
COVID-19 News Coverage

More Than Half Say They Frequently Seek Distractions From COVID-19 News



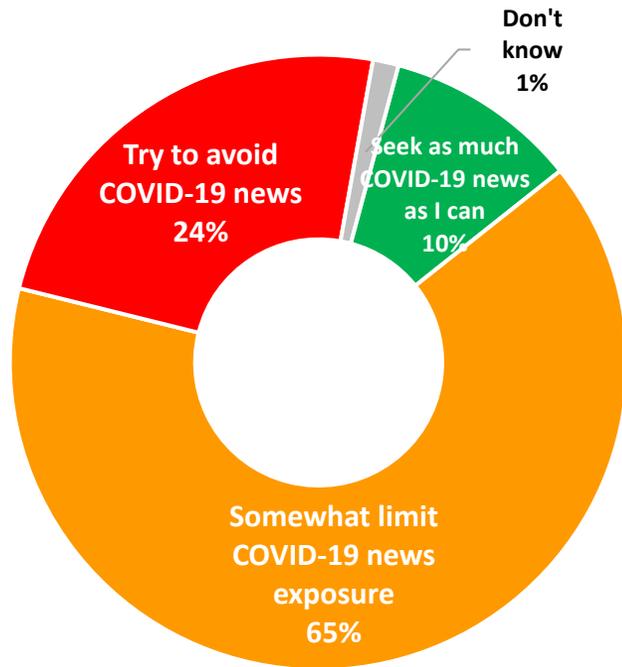
“At this time, how often are you personally seeking distractions from COVID-19 news coverage?”

% Who Are “Frequently” Seeking Distractions From COVID-19 News Coverage

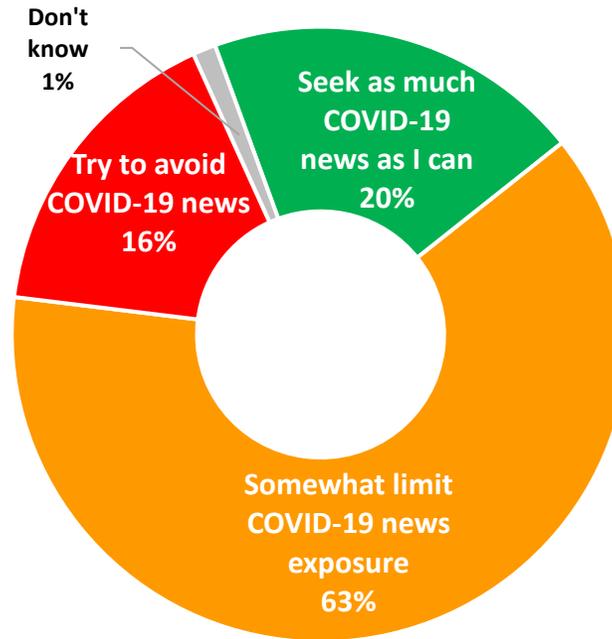


Nearly Nine in Ten Somewhat Limit or Avoid COVID-19 News Exposure

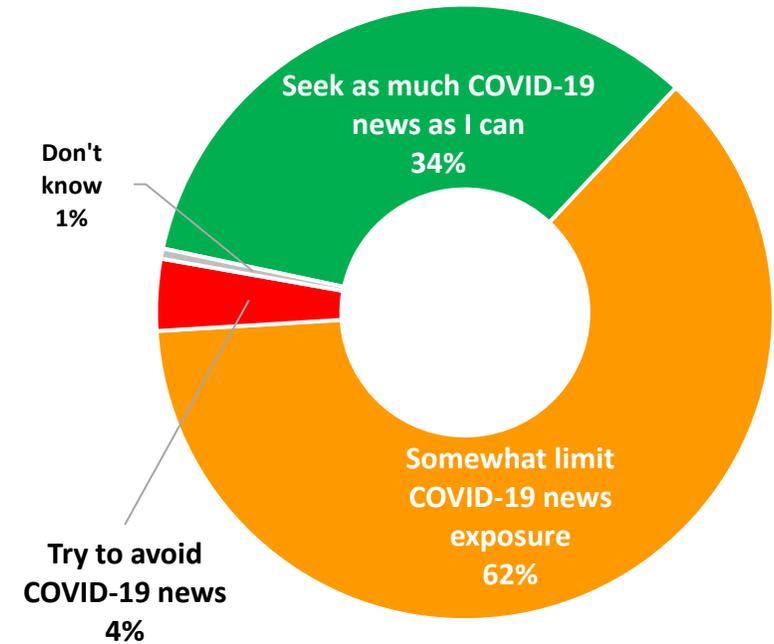
Christian Music Radio



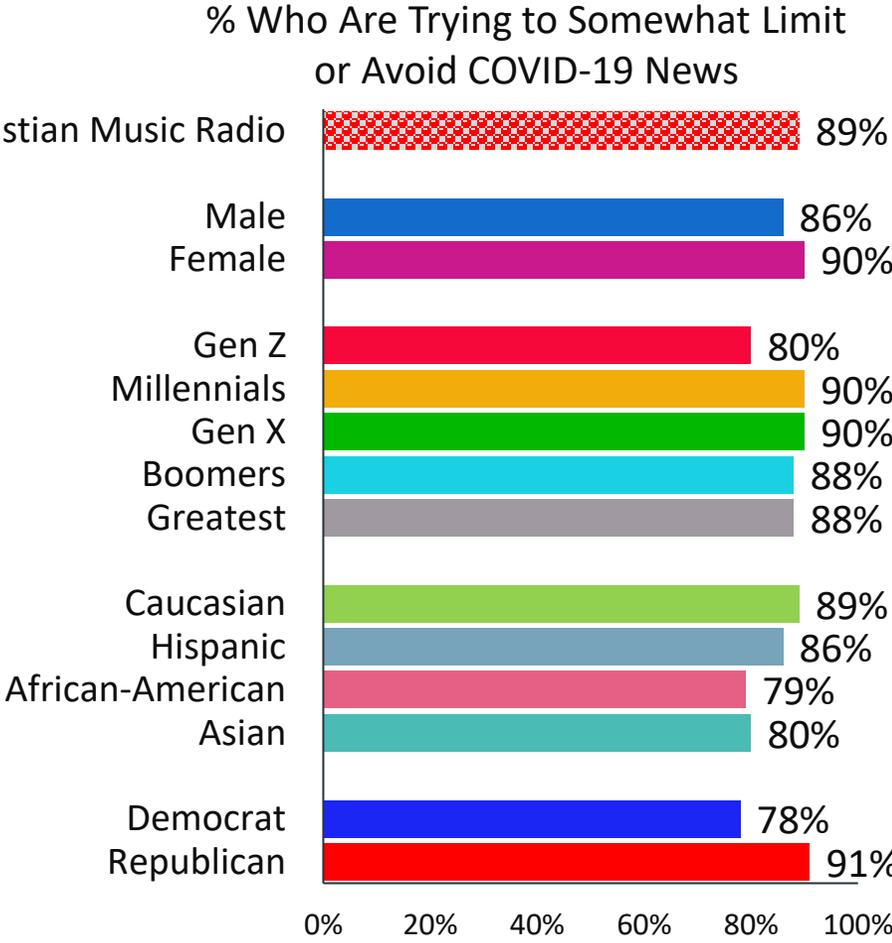
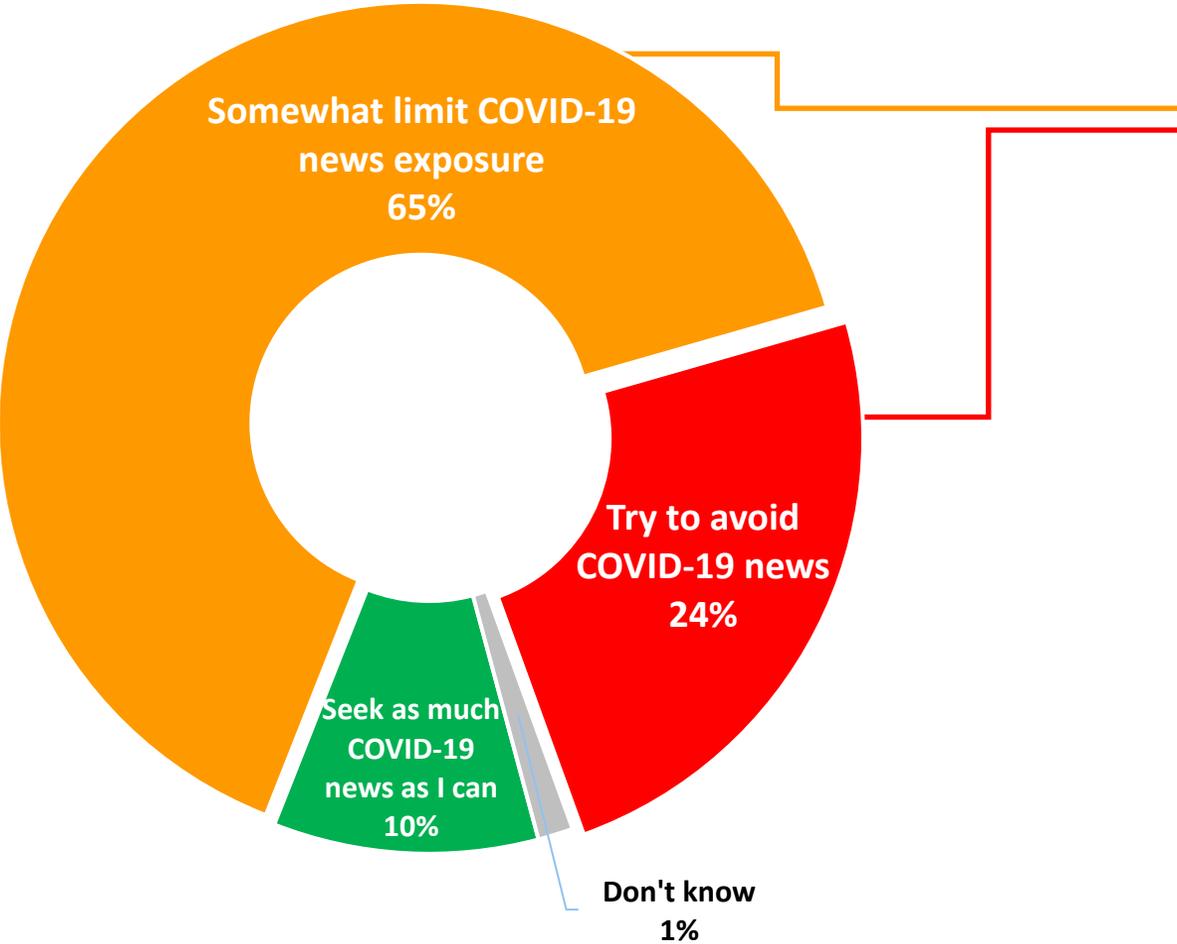
Commercial Radio



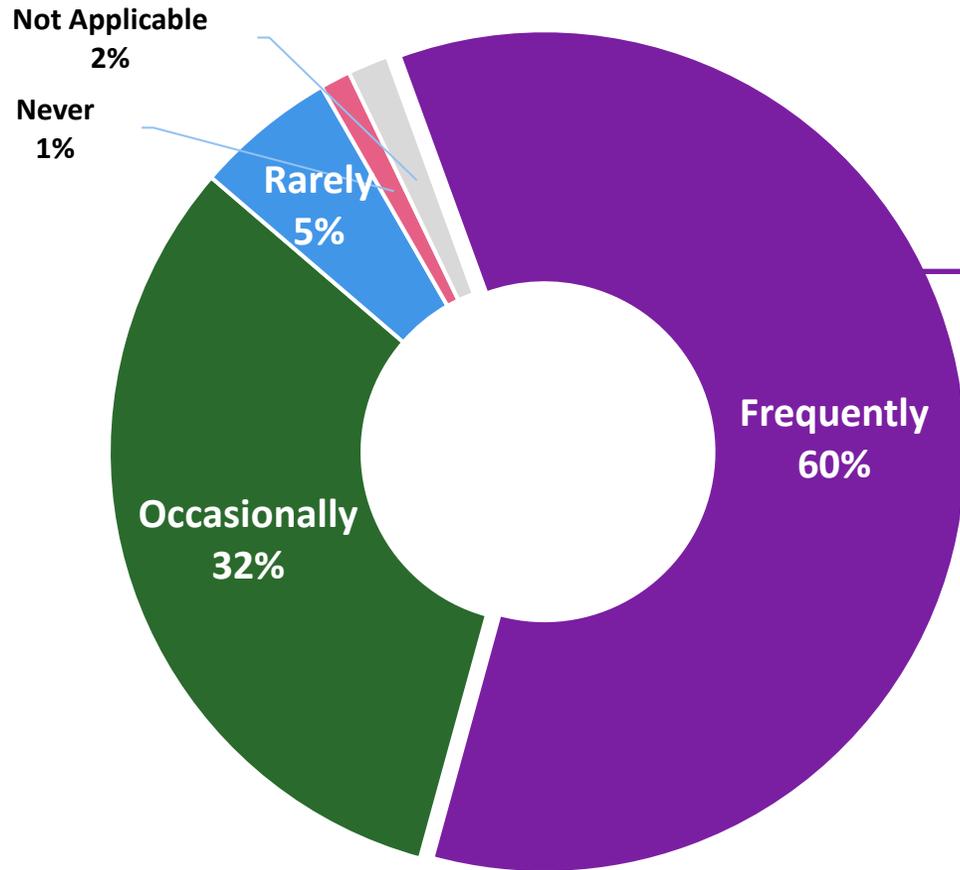
Public Radio



Most Are Trying to Limit or Avoid COVID-19 News

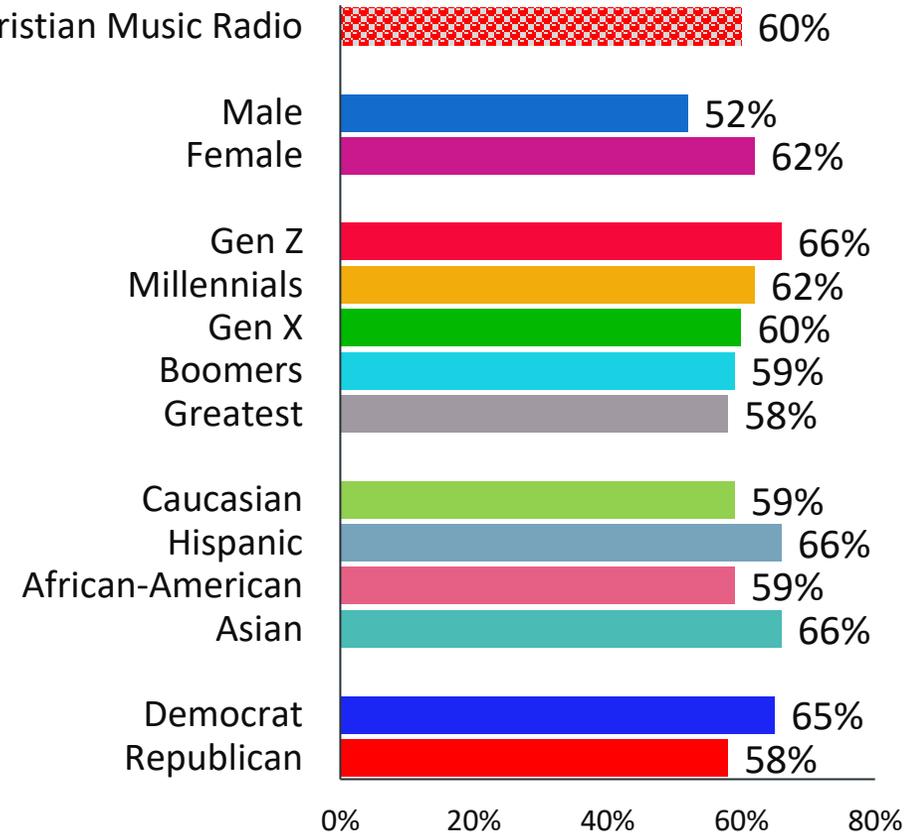


Six in Ten Frequently Listen to Music as an Escape



“At this time, how often are you personally listening to music as an escape?”

% Who Are “Frequently” Listening to Music as an Escape

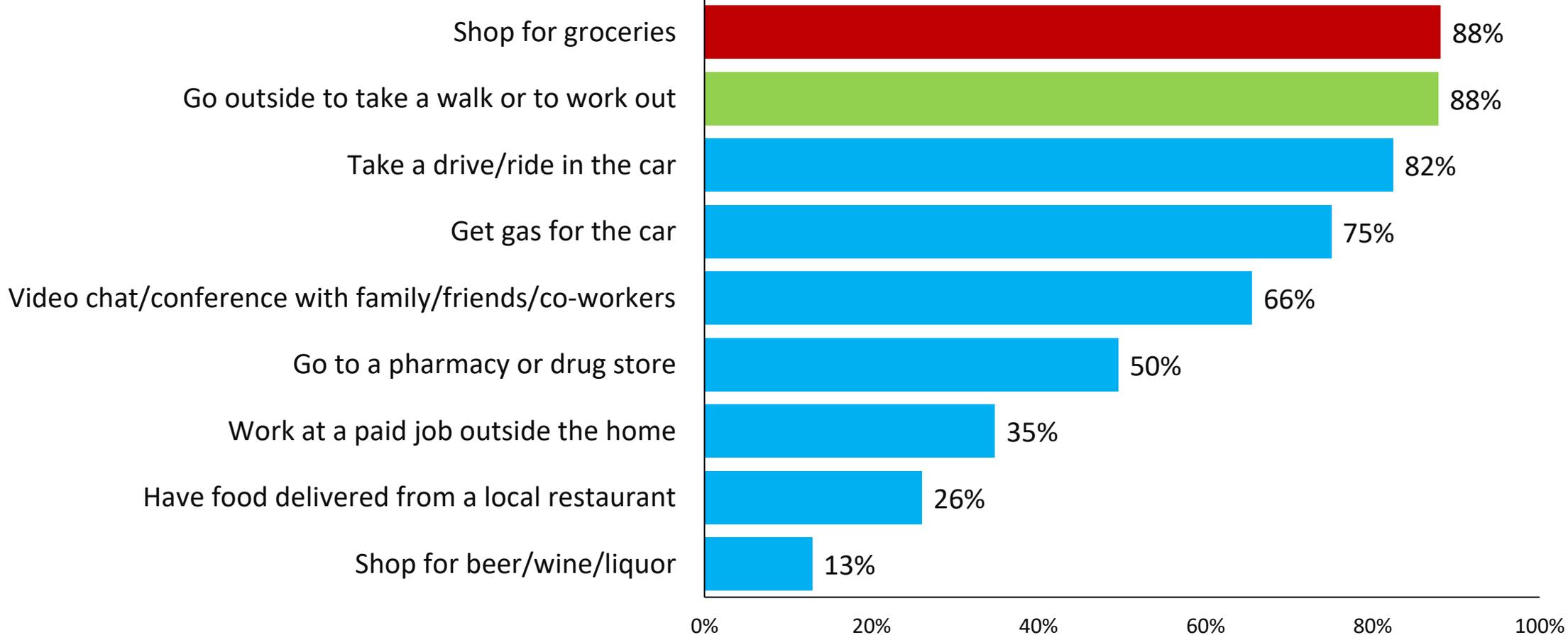




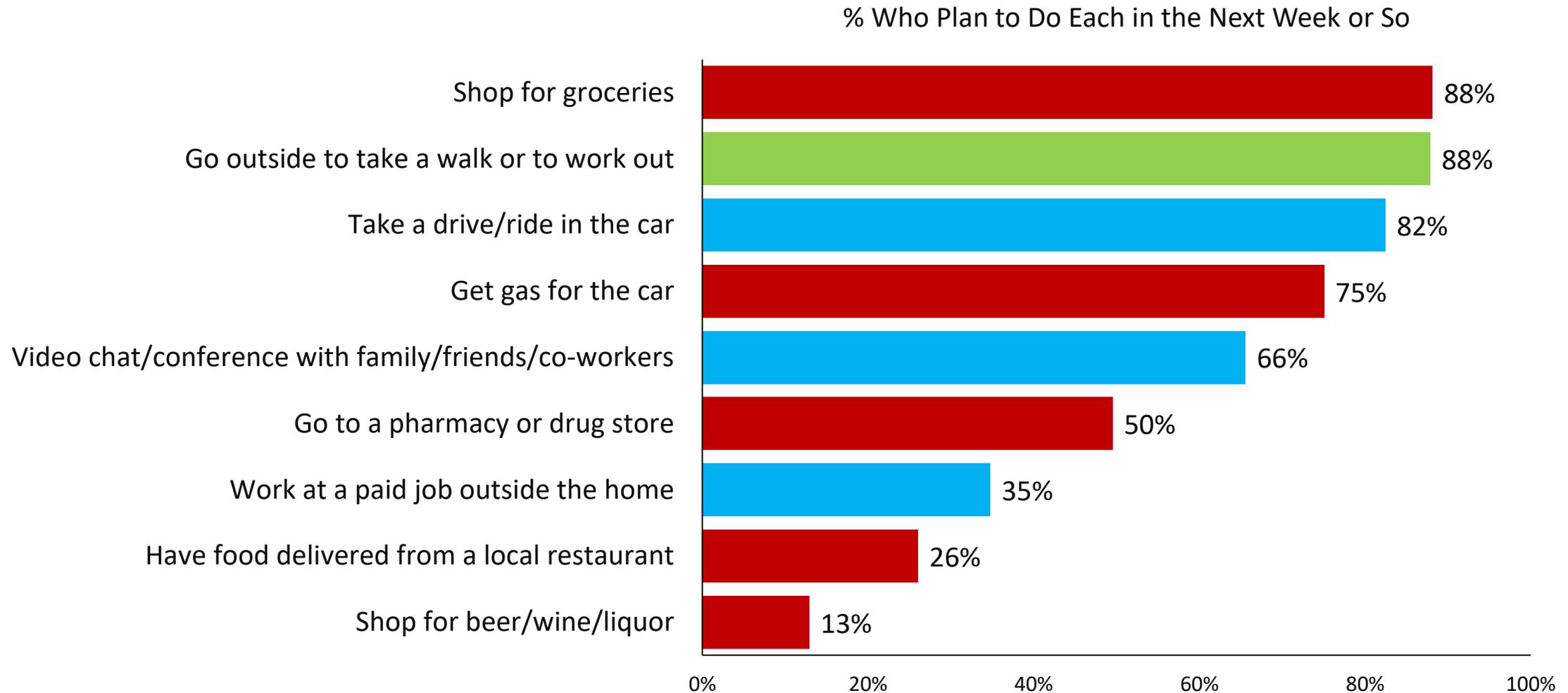
Consumer Buying & Shopping Behavior

In the Coming Week, Most Plan to Grocery Shop, Get Outside For a Walk/Workout, and Take a Ride in the Car

% Who Plan to Do Each in the Next Week or So



Respondents Are Planning on Doing Commerce Next Week in a Number of Key Areas



Compared to Six Weeks Ago, There Is More Planned Participation in the Coming Week For All Activities

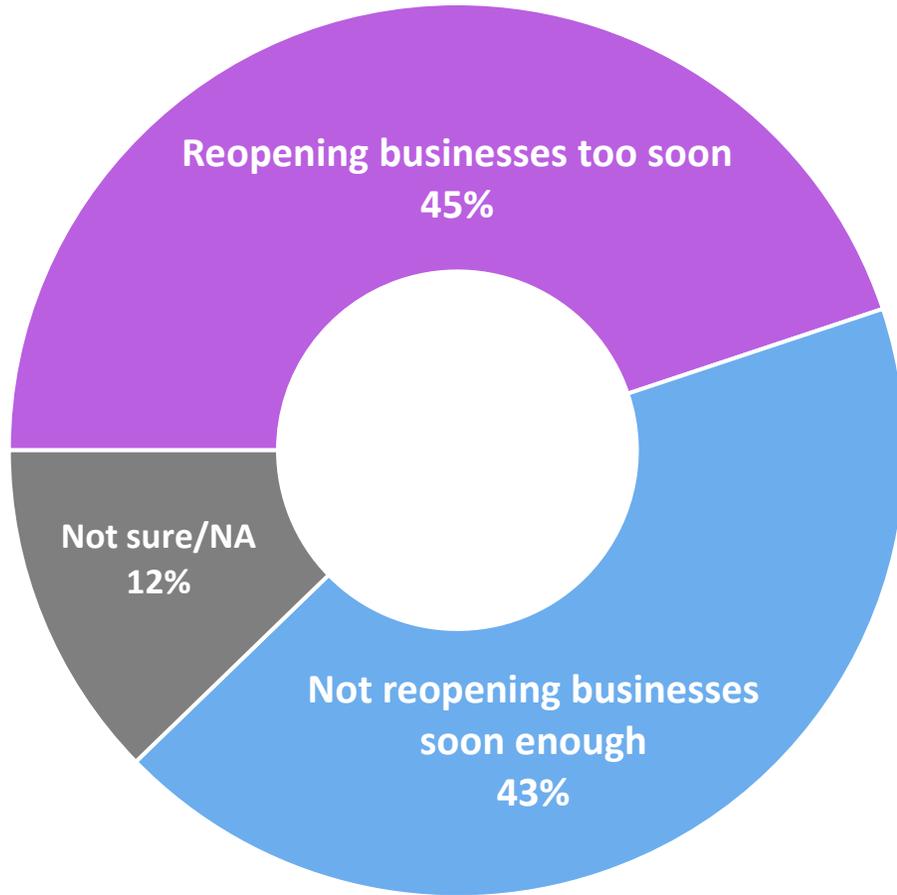
% Who Plan to Do Each in the Next Week or So





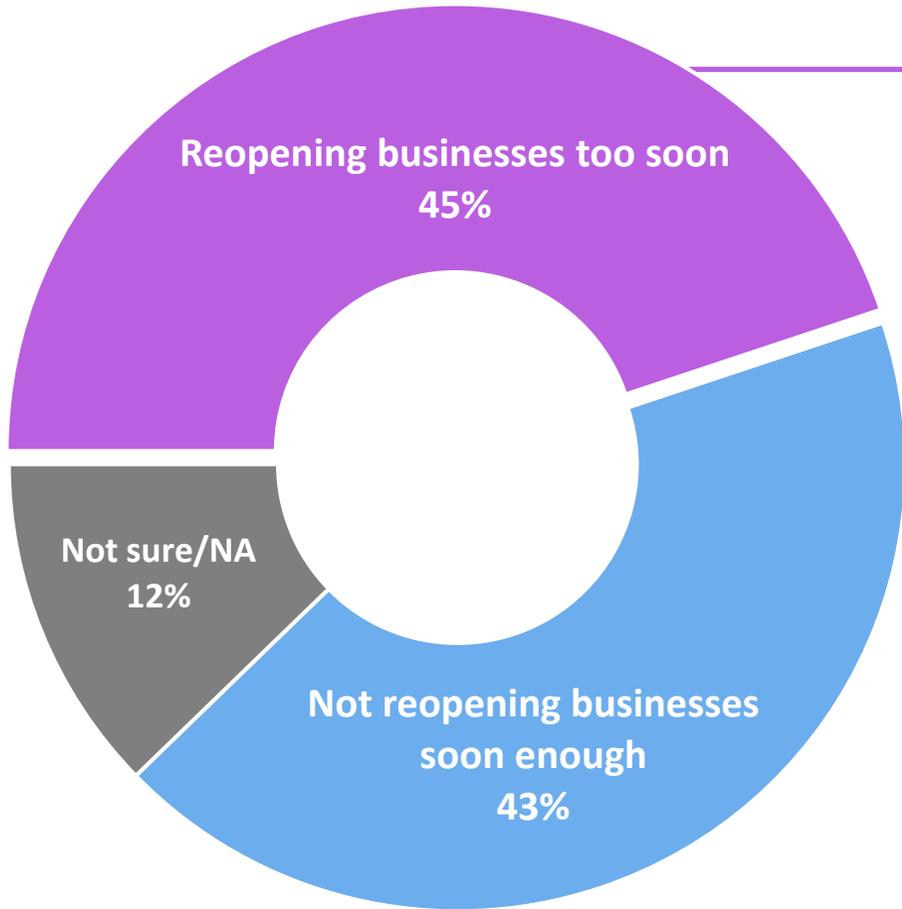
Interest in Activities vs. Risk

The Audience Is Split Among Those More Concerned Businesses Will Open Too Soon vs. Not Soon Enough



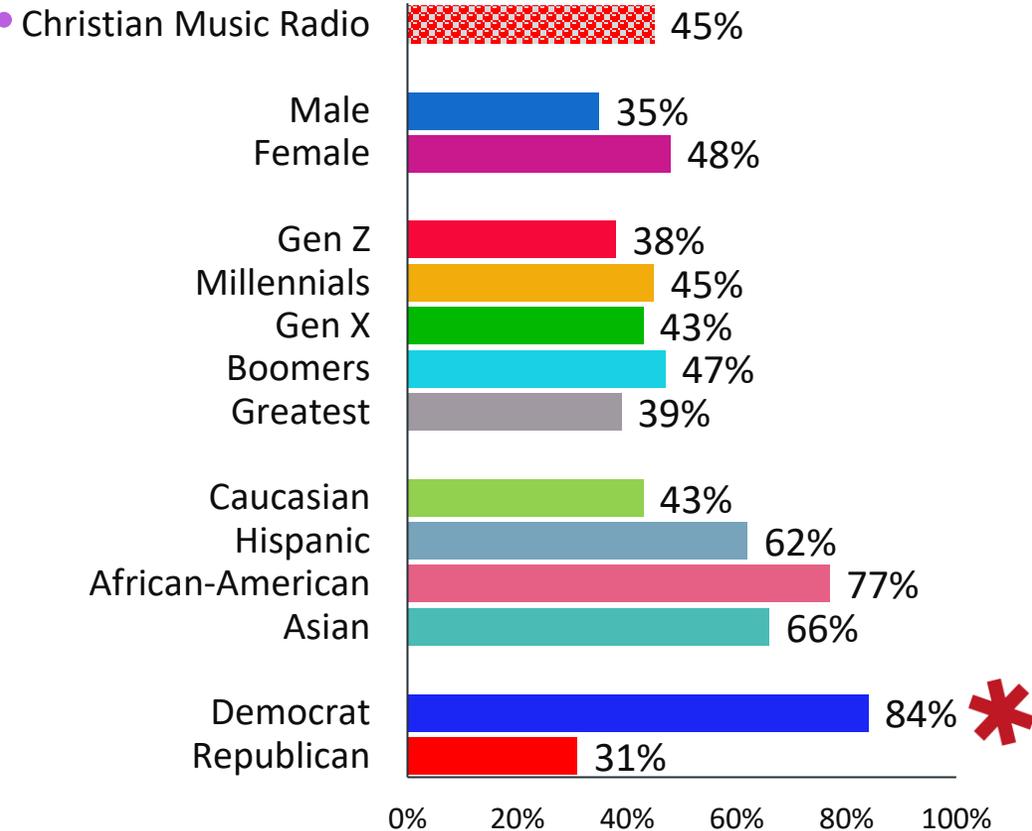
“Which of the following is a bigger concern to you in your local area?”

Women, African-Americans and Democrats Are the Most Concerned Businesses Will Open Prematurely

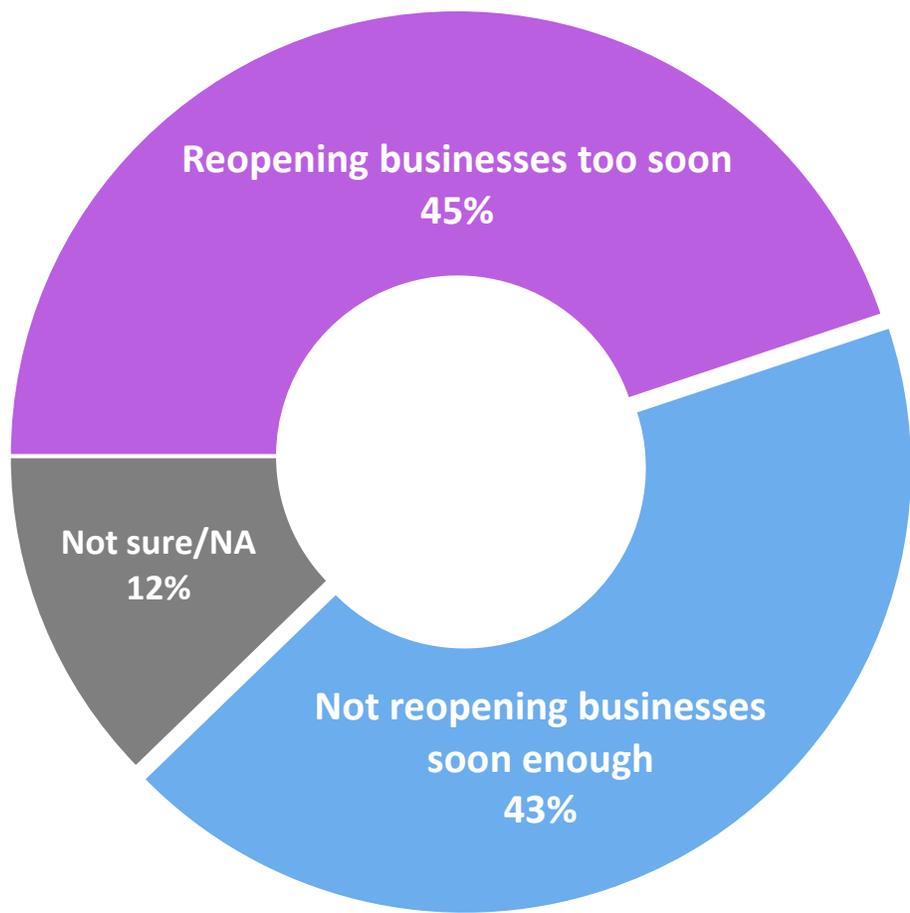


“Which of the following is a bigger concern to you in your local area?”

% Who Are More Concerned Businesses in the Local Area Will Open Too Soon

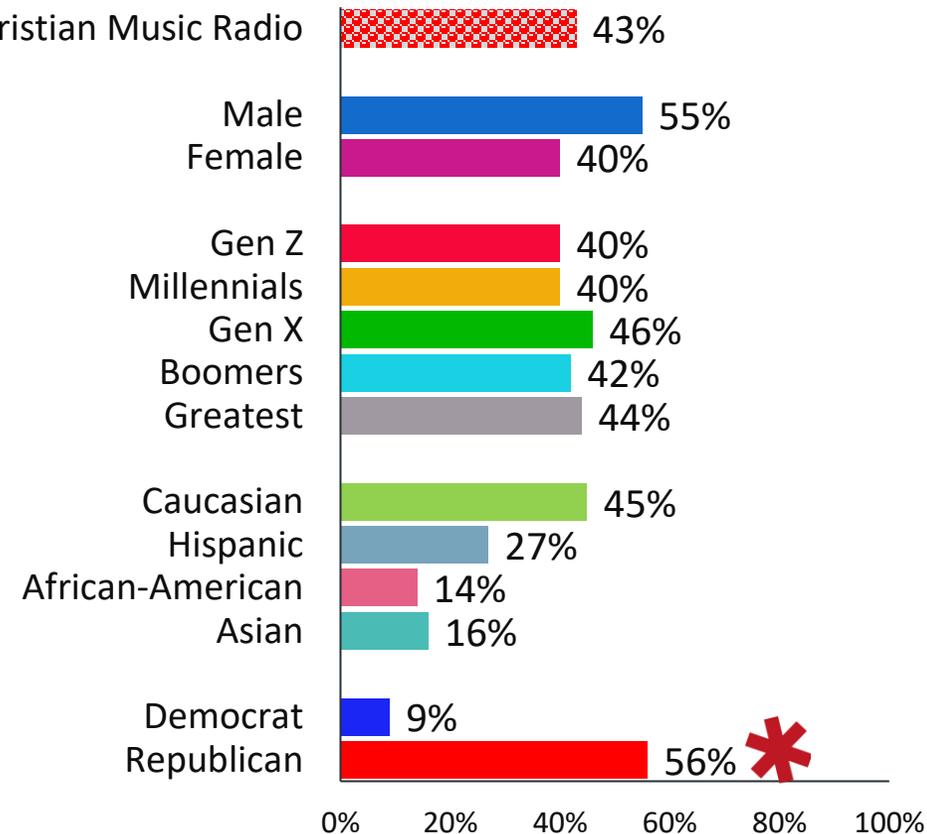


Republicans Are Many Times More Likely to Be Concerned About Businesses Not Opening Soon Enough



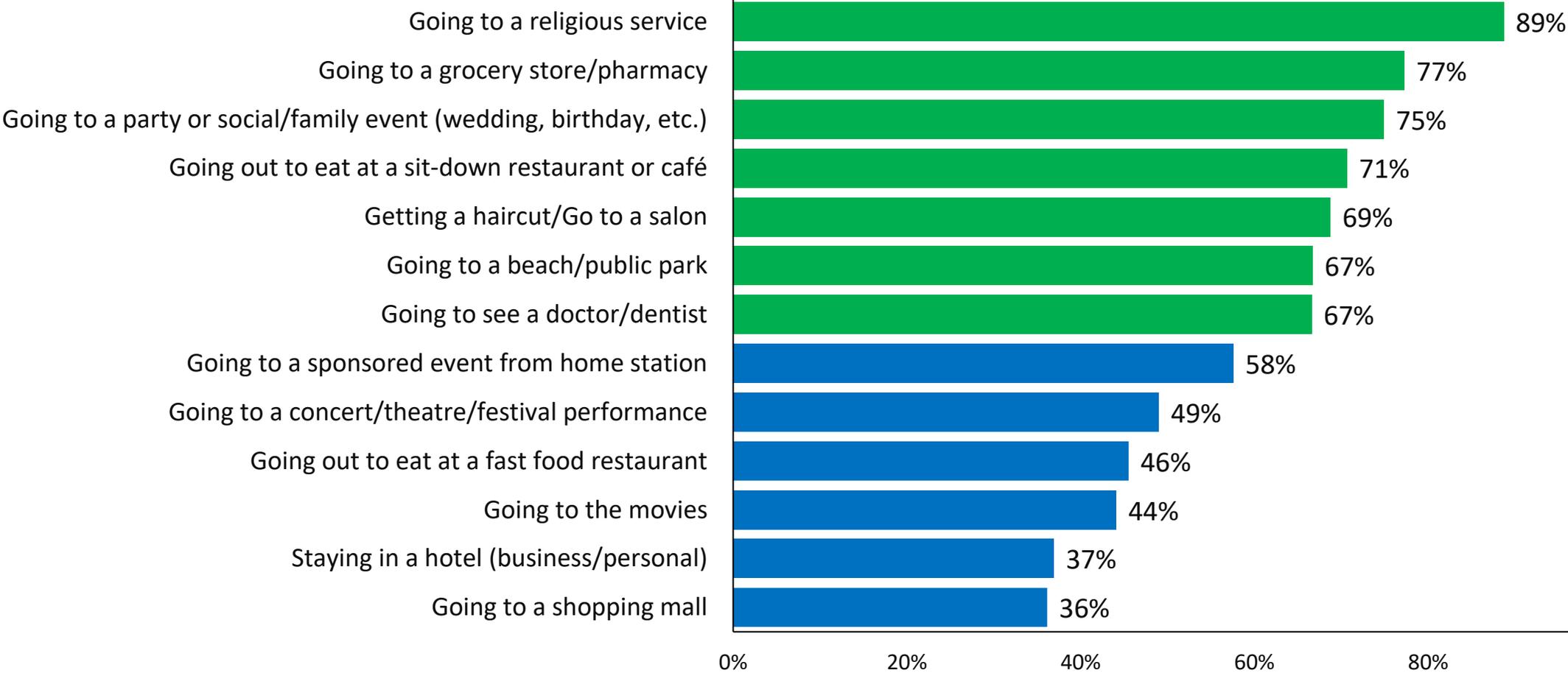
“Which of the following is a bigger concern to you in your local area?”

% Who Are More Concerned Businesses in the Local Area Will Open Too Soon

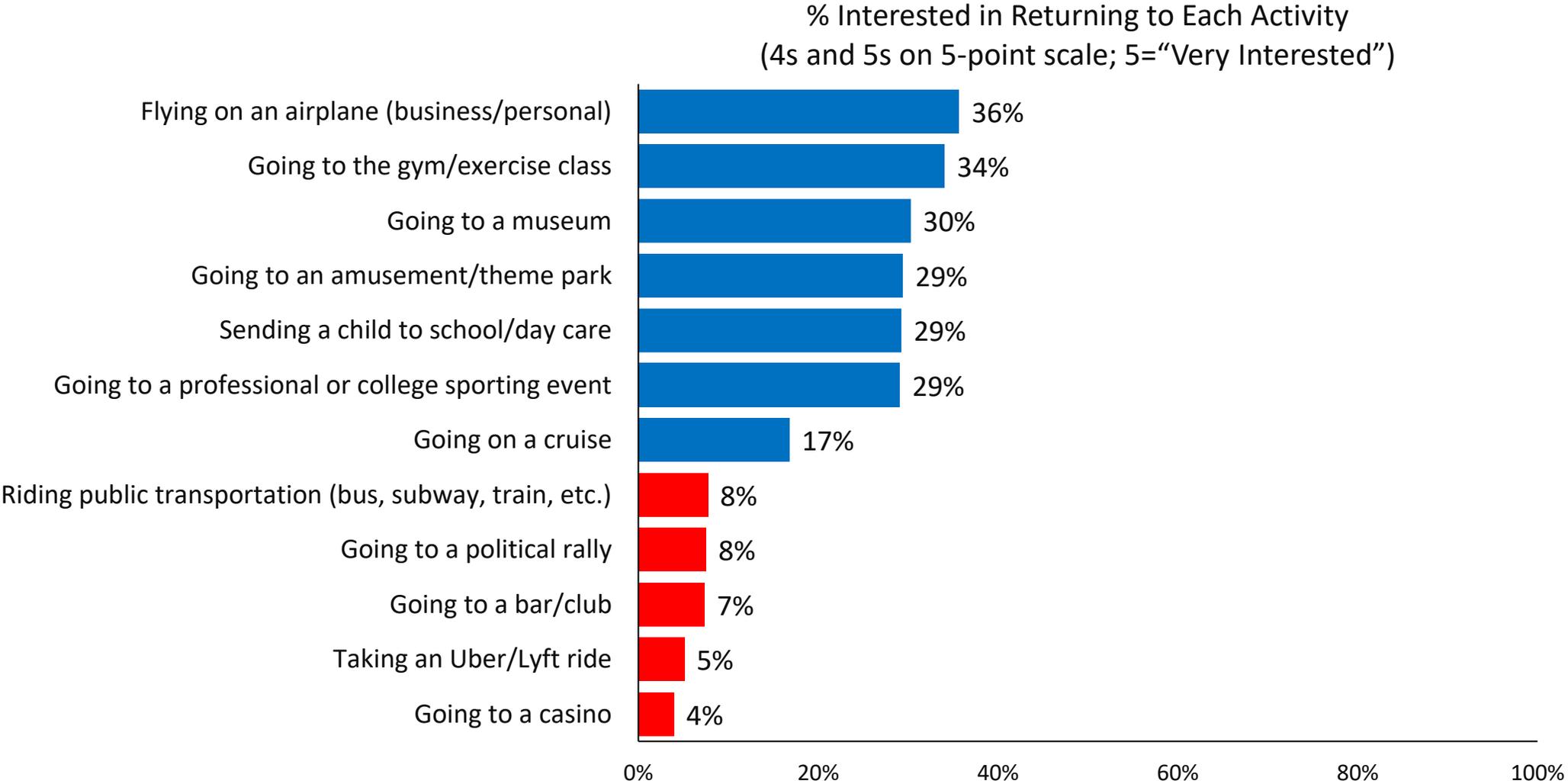


Religious Services, Grocery Shopping and Party/Social/Family Events Are the Activities With Highest Interest in Resuming

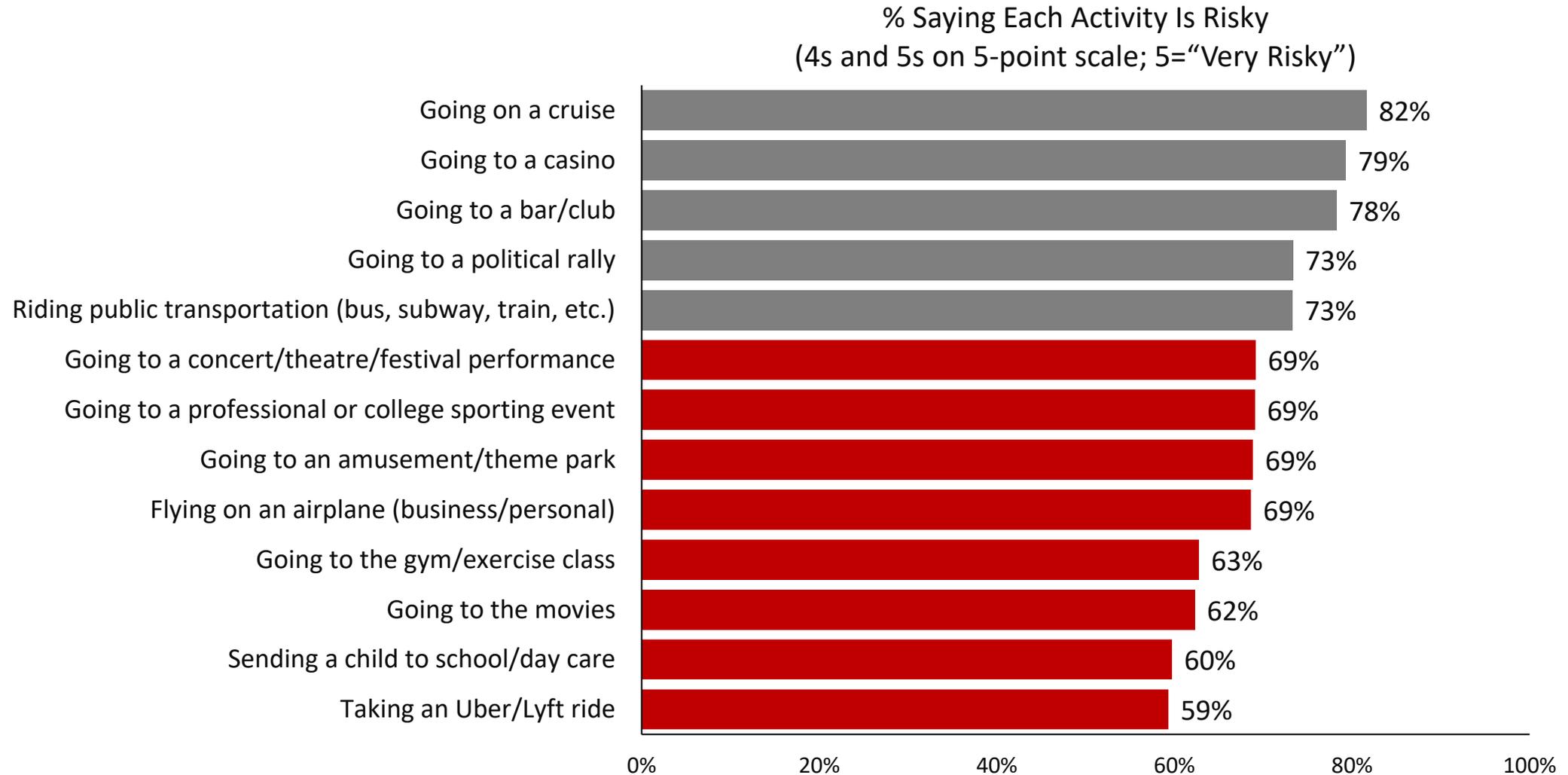
% Interested in Returning to Each Activity
(4s and 5s on 5-point scale; 5="Very Interested")



Casinos, Uber/Lyft Rides, Bars/Clubs, Political Rallies and Public Transportation Are Currently of Least Interest

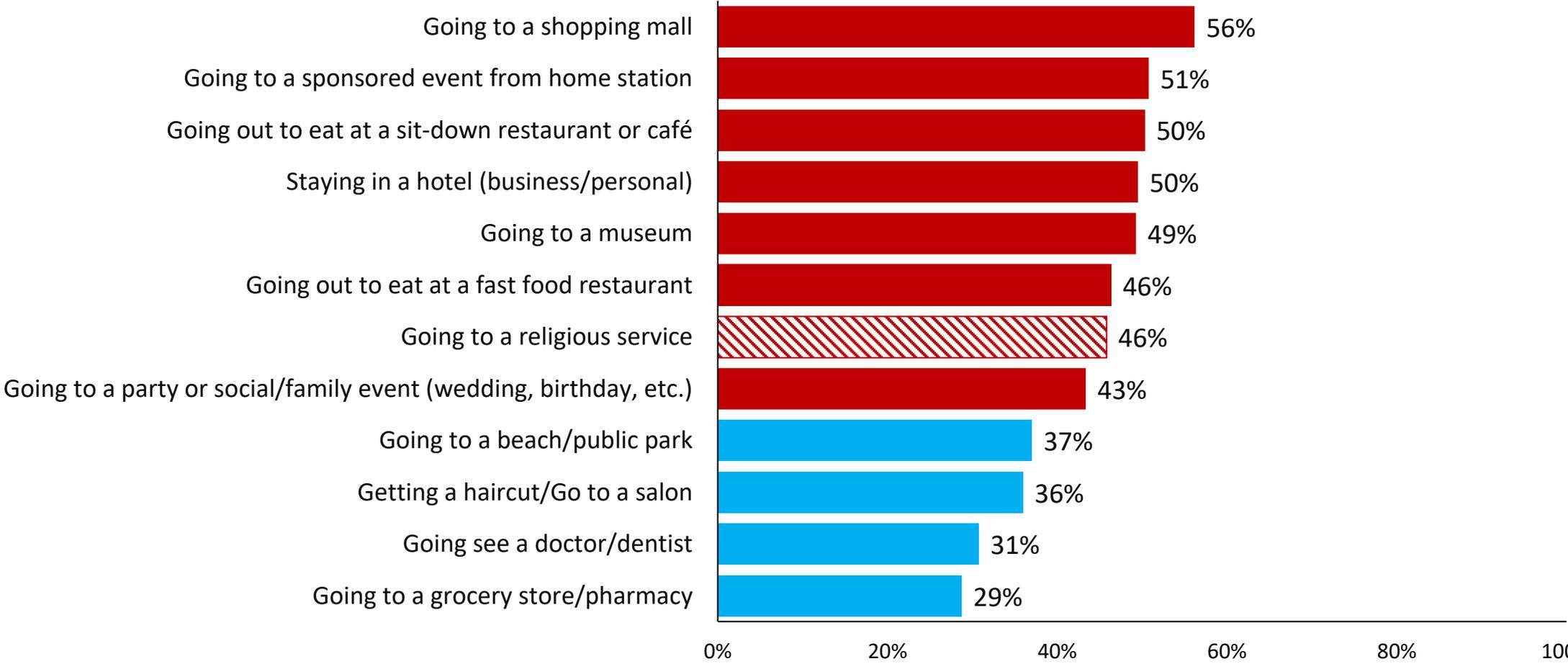


Many Activities Are Currently Seen as Risky by a Majority

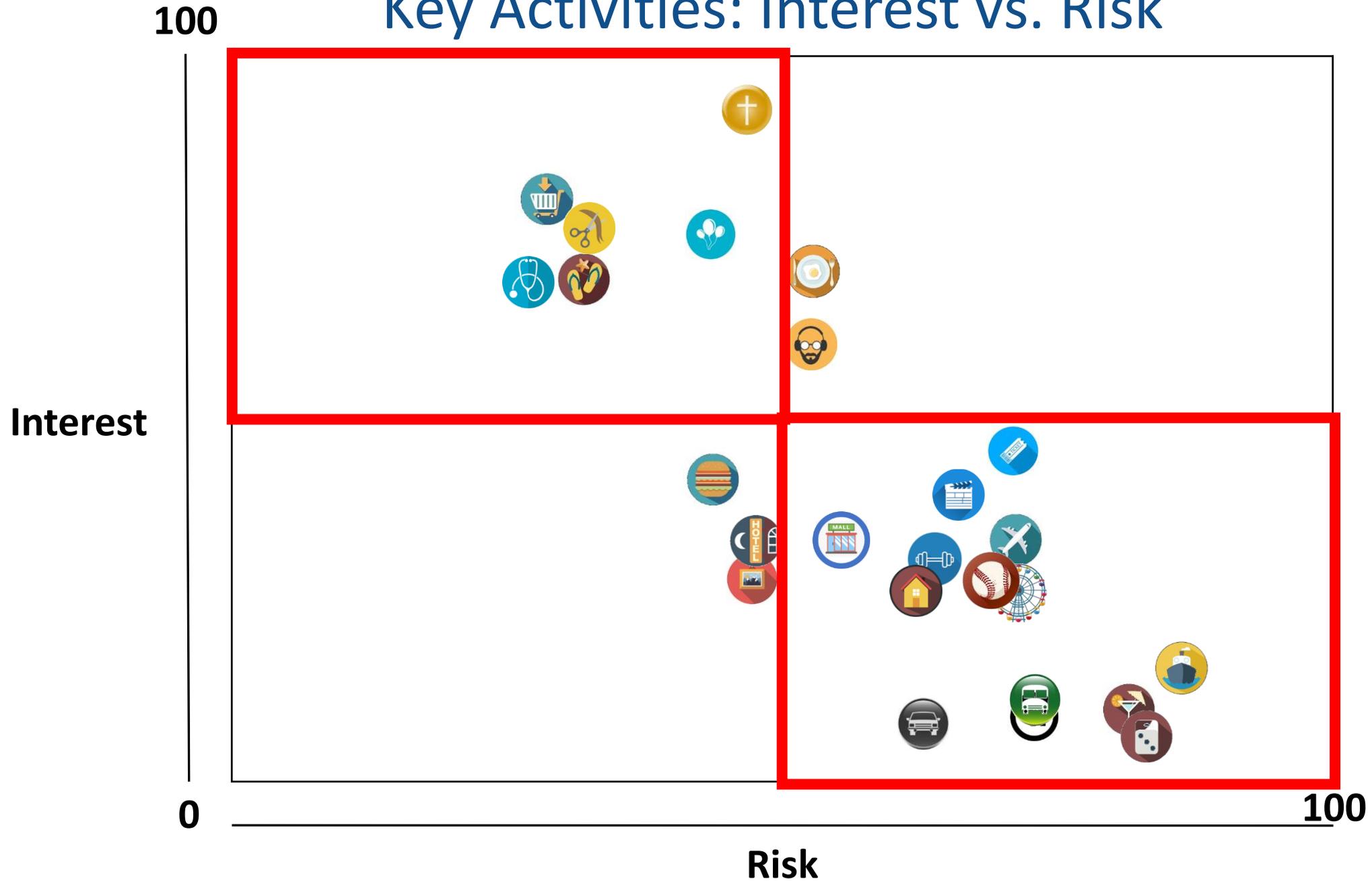


The “Least Risky” Activities: Grocery Store/Pharmacy, the Doctor/Dentist, Getting a Haircut/Salon and the Beach/Park

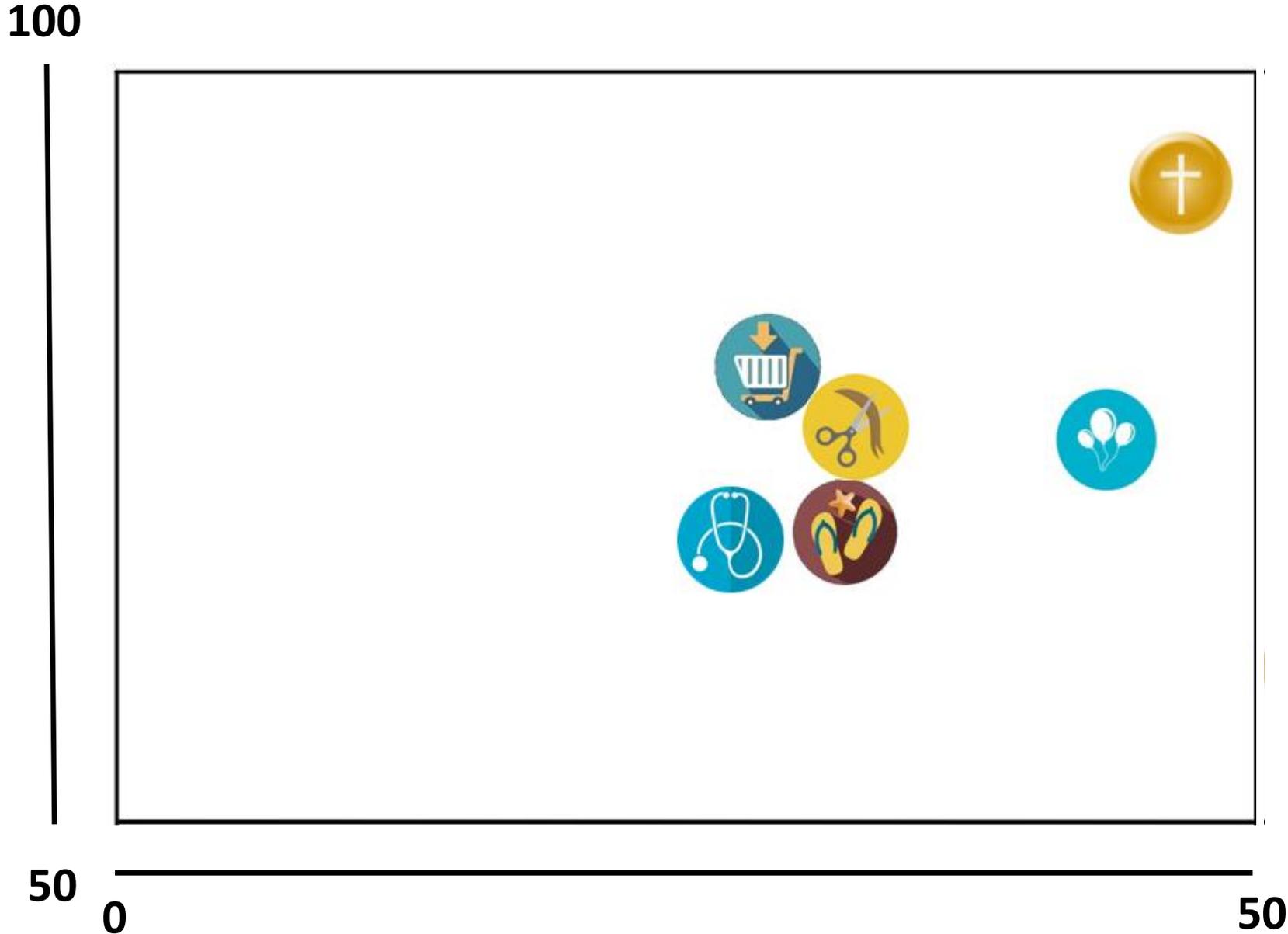
% Saying Each Activity Is Risky
(4s and 5s on 5-point scale; 5=“Very Risky”)



Key Activities: Interest vs. Risk



Key Activities: High Interest/Low Risk



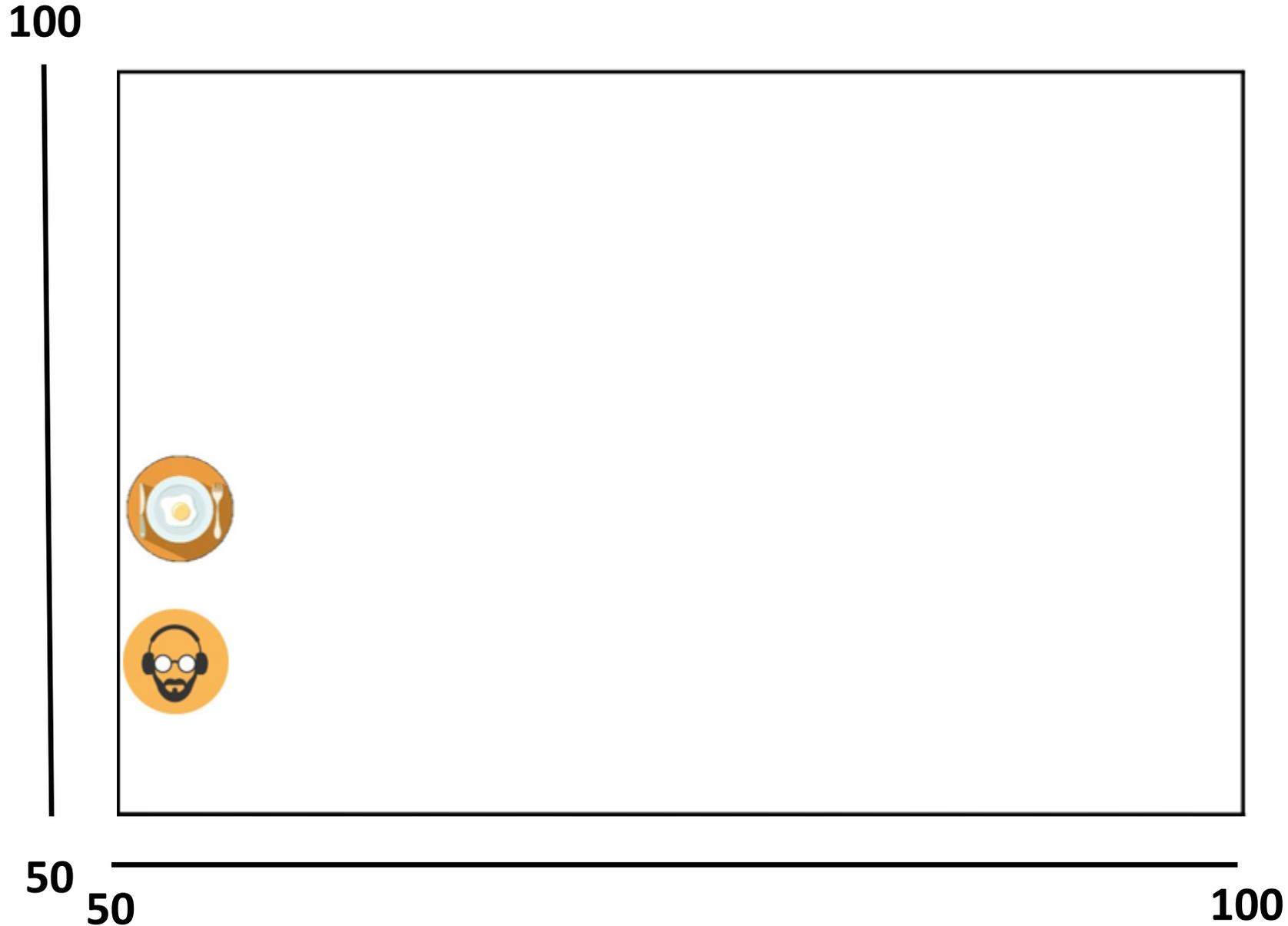
Grocery/Pharmacy	
Doctor/Dentist	
Haircut/Salon	
Beach/Public park	
Party/Family event	
Religious service	

Key Activities: Low Interest/Low Risk



Fast food	
Stay at hotel	
Museum	

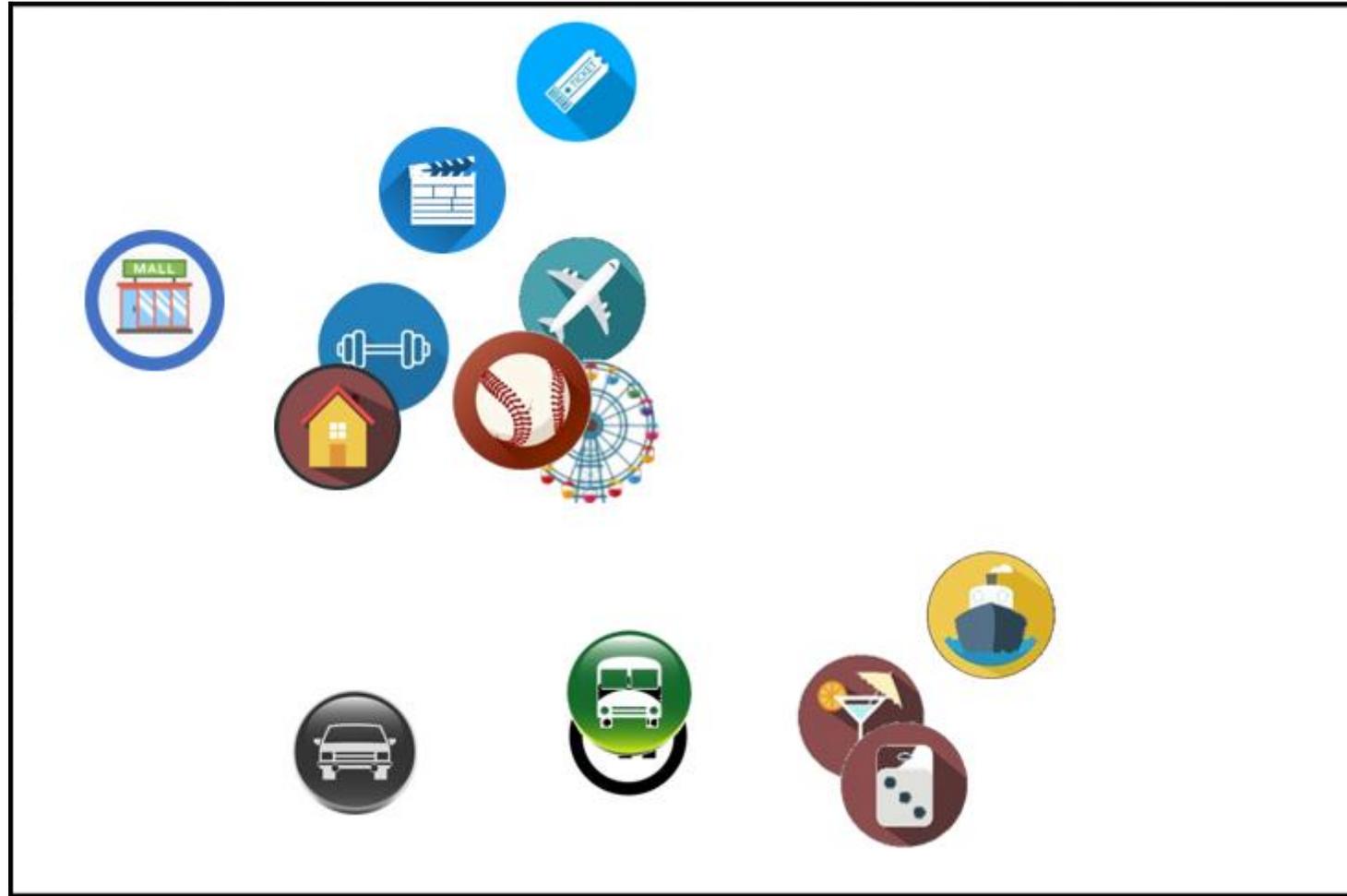
Key Activities: High Interest/High Risk



Radio station event	
Sit-Down restaurant	

Key Activities: Low Interest/High Risk

50



0

50

100

Concert/Theater	
Political rally	
Cruise	
Air travel	
Uber/Lyft	
Gym/Exercise class	
Movie	
Mall	
School/Daycare	
Amusement park	
Casino	
Public transportation	
Bar	
Sports event	



SPRING PLEDGE DRIVE
KEEP SPIRIT 88.9 & 100.1 ON THE AIR!

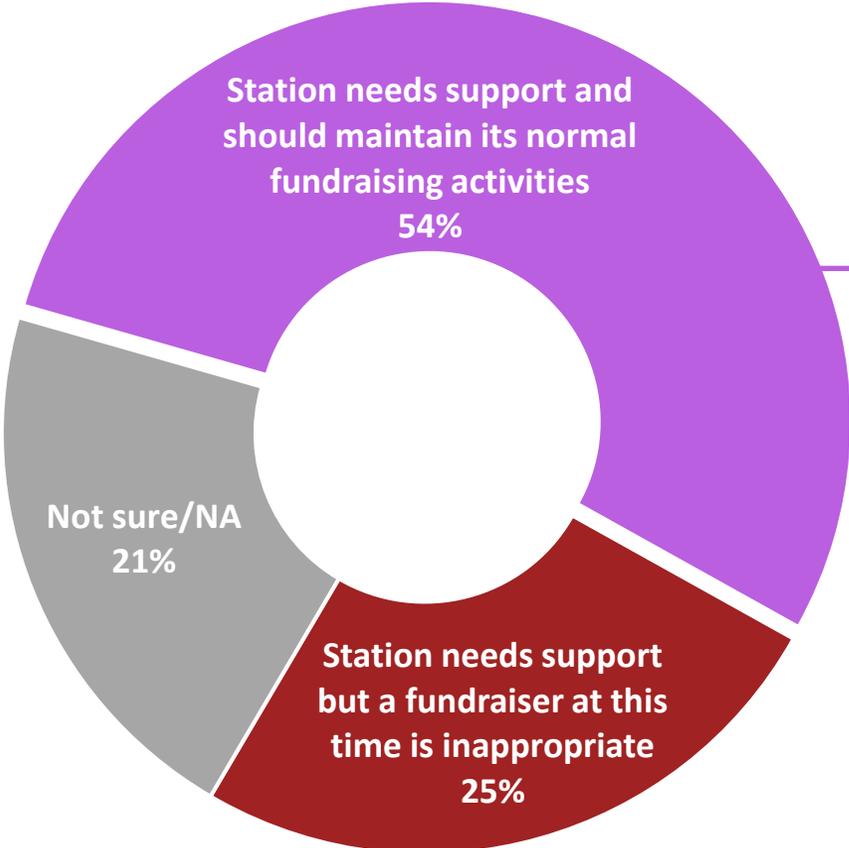
You Belong

Click here to make a donation!

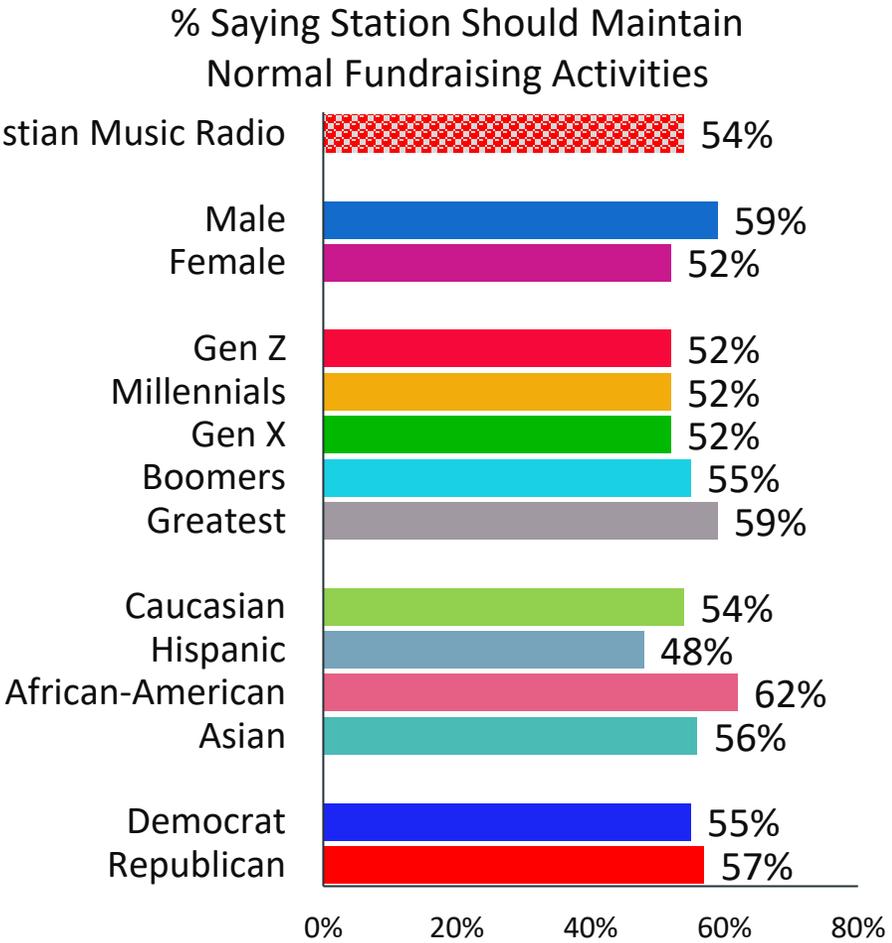


Fundraising

A Majority Agree Normal Fundraising Can and Should Continue at This Time



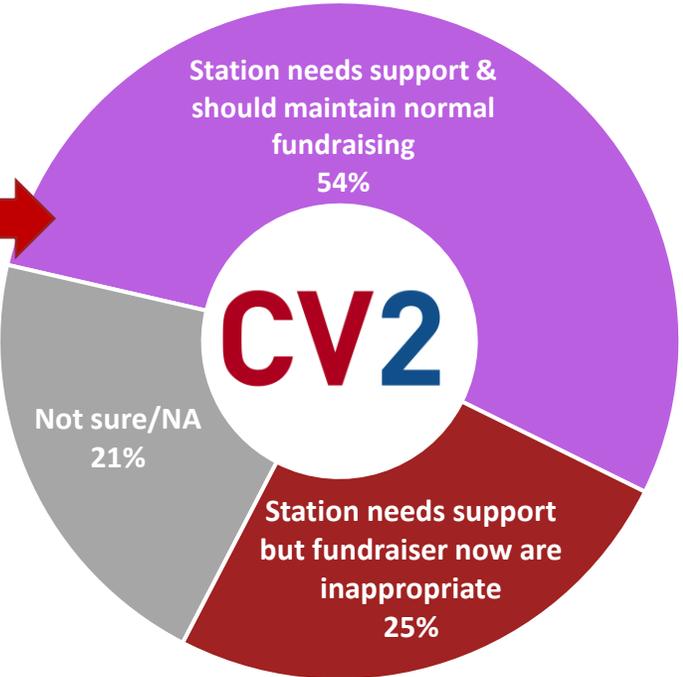
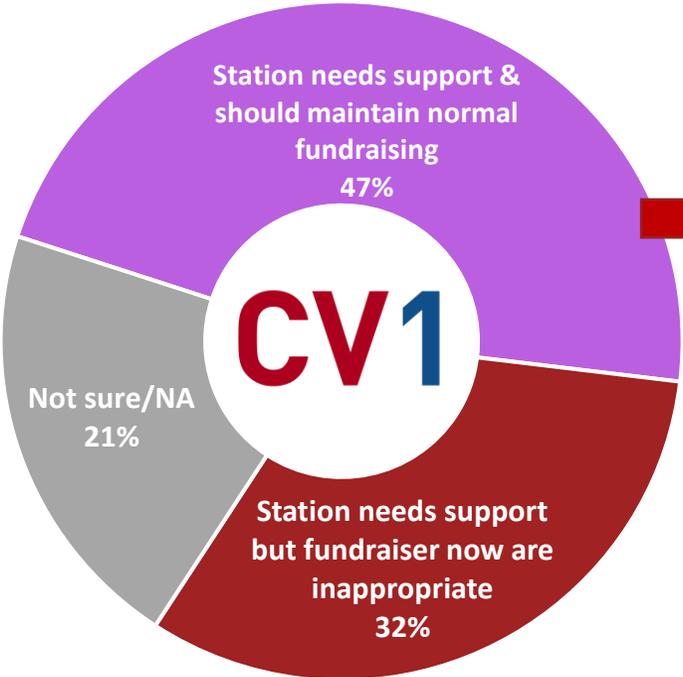
“Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?”



Fundraising Is Given More of a “Green Light” Now

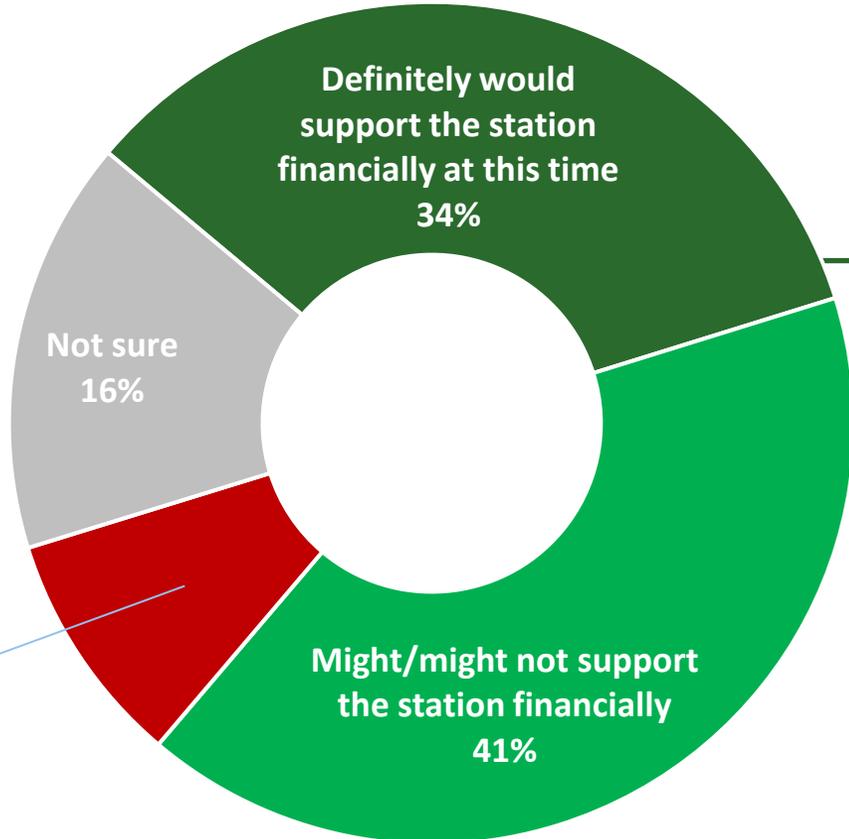
April 2020

May 2020

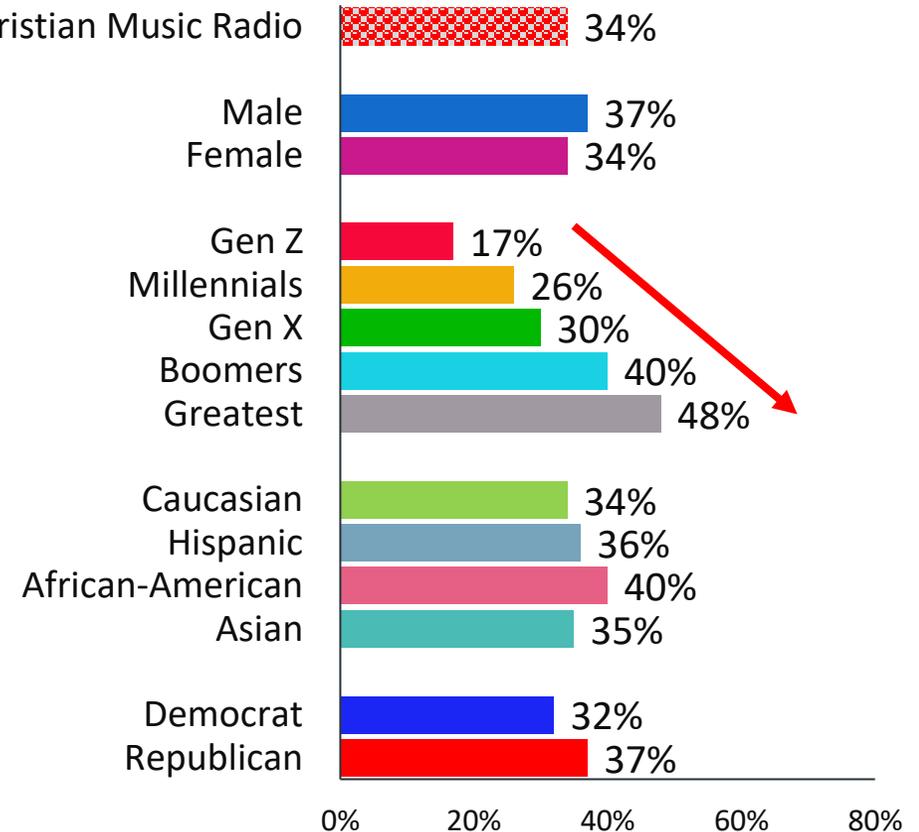


“Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?”

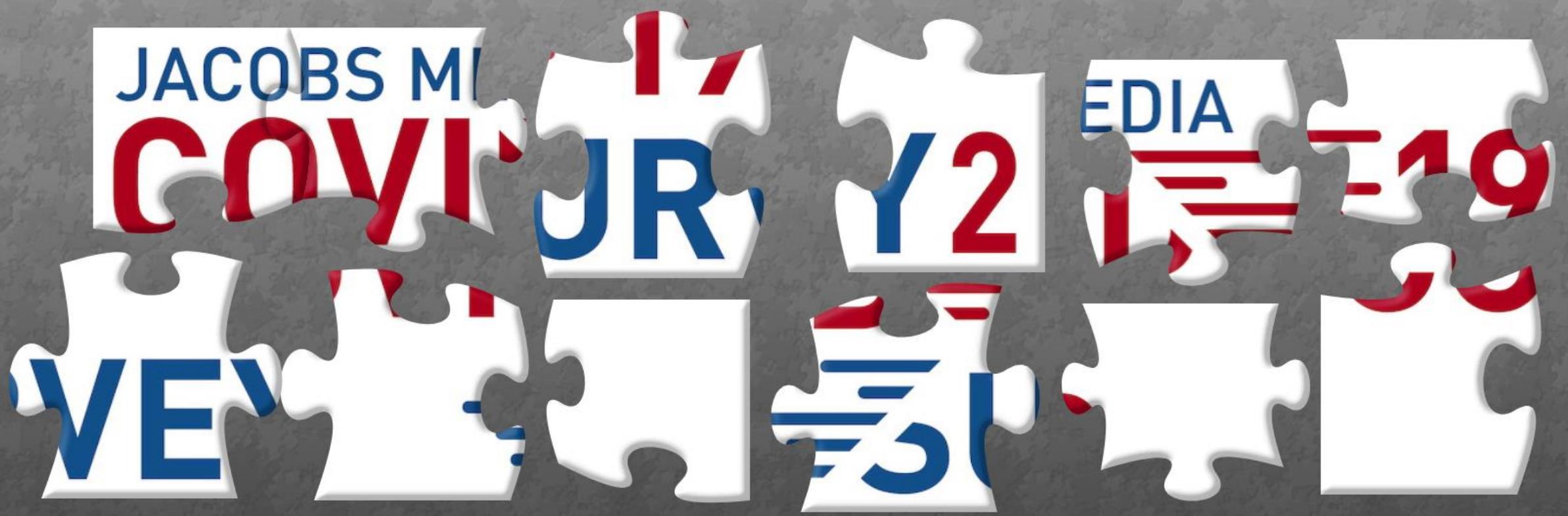
One in Three Say They Would Definitely Support Their Home Station's Fundraising Efforts at This Time



% Saying They Would Definitely Financially Support Their Home Station During Current Fundraising



“Given some of the economic pressures in the current environment, THE STATION THAT SENT YOU THIS SURVEY may still feel the need to fundraise at this time. Which of the following best describes your likely response?”



Takeaways & Action Steps

Key Findings

- Christian music radio fans are beginning to cope & accept COVID-19
- It is not perceived to be as big a crisis as it was six weeks ago, but more than twice as many now know someone who's tested positive for the virus
- Many are still at home, but they're beginning to move around, drive, shop
- WFH is an issue today for radio & looks to be a game-changer moving forward
- The audience is optimistic & accepting, but not as positive as in April
- Radio looks healthier in this study – and streaming is up across the board
- Trust is down everywhere – but they trust your stations!
- They are divided about whether businesses will open too soon or too late

Key Findings

- An even greater majority are resigned to a “new normal” post-COVID-19; more say the worst is yet to come – especially Democrats & African-Americans
- The vast majority often “social distance,” a majority wear face masks
- Few activities are considered “not risky;” they most want to attend religious services but nearly half believe it may be risky
- Once again, favorite radio stations earn “excellent” scores & credit for covering COVID-19 with the right balance; most feel a stronger connection to stations
- Many want distractions (contests, music, humor) and prayers and encouragement
- Stations have the “OK” to fundraise, but not everyone is willing to give now



So Now What?

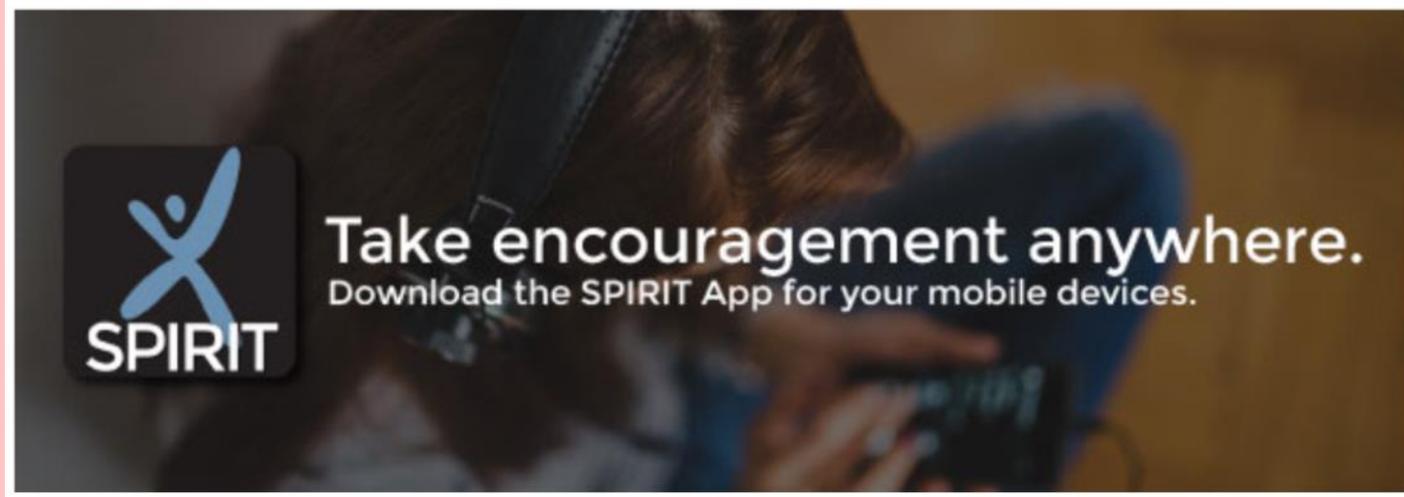
Strategize WFH Language & Tactics



WFH May Likely Change Your Station



Promote Your Stream & Key Devices – It's Working



K-LOVE Alexa



Amazon's Alexa is a lot more positive and encouraging! When you [enable the skill](#), you can play K-LOVE on your Amazon Echo and Alexa-enabled devices.

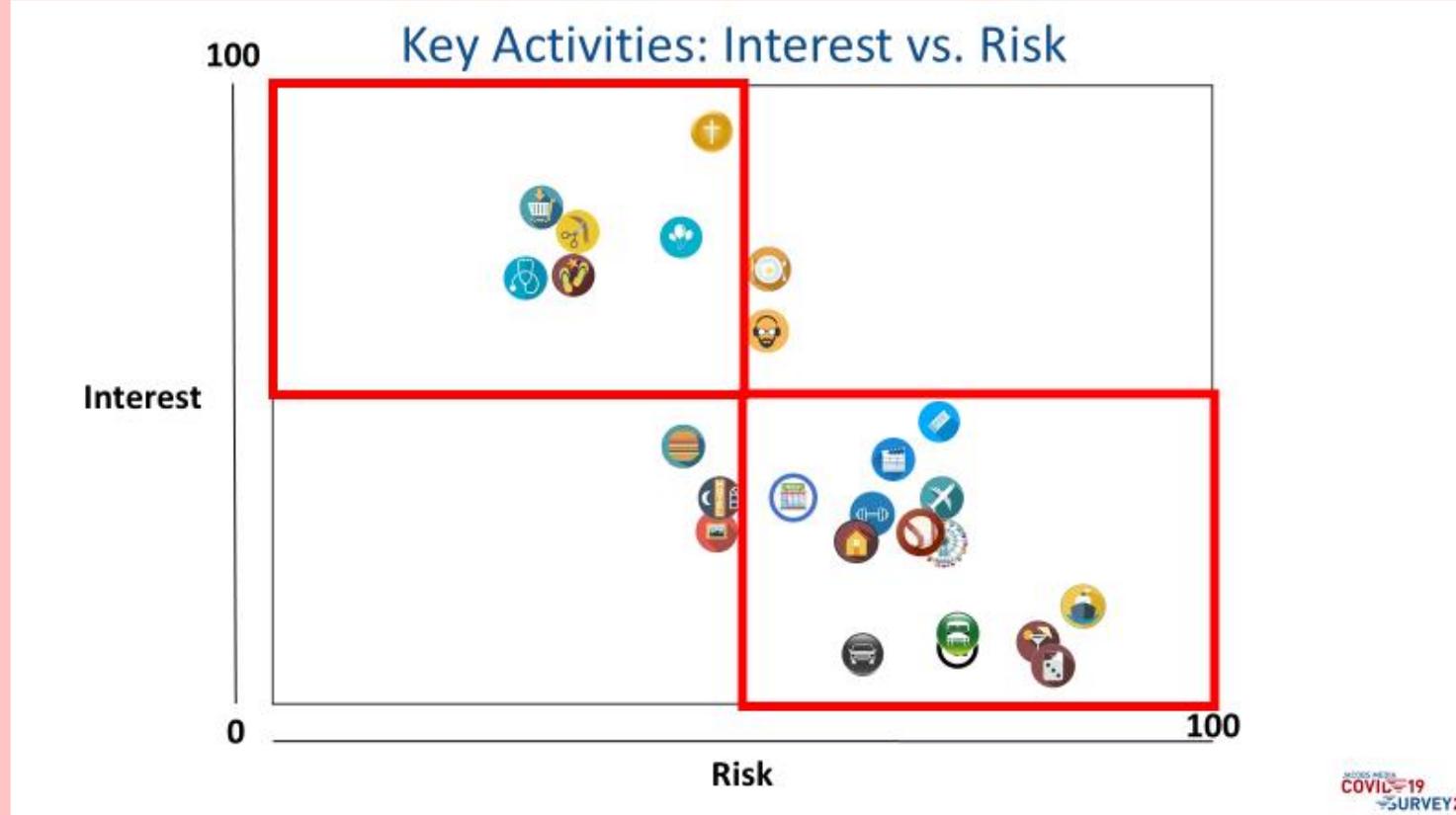
[ENABLE SKILL](#)



Stay In Your Lane (But We're Still in the Middle of a Pandemic)



You Can Help Your Sponsors – Let the Grid Be Your Guide



Keep Up The Good Work!



Z88.3 Mornings · May 18 · 🌐

I never thought I'd see the day when I'd be encouraged to wear a mask into the bank! - Ellis

👍👎🤔 556 44 Comments 6 Shares

👍 Like 💬 Comment ➦ Share 👤

Most Relevant ▾

Jeffrey M Taylor I don't wear a mask
Like · Reply · 3d 👍 2

➦ 3 Replies

Karen Hamilton Blevins Belanger I look around and it looks like we're all muzzled.

Like · Reply · 3d

➦ 1 Reply

Write a comment... 😊 📷 GIF 🗨️

Keep Up The Good Work!

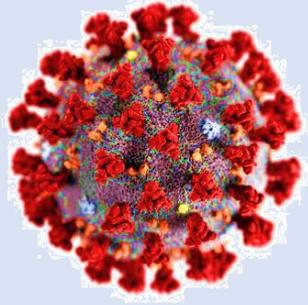
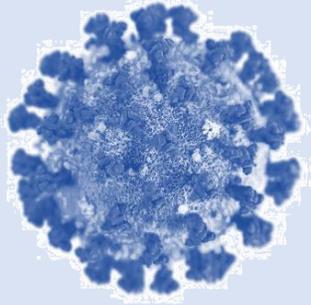


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Christian Music Radio's Pathway Through the Pandemic

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May 2020