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THREE IN FIVE CHRISTIAN RADIO LISTENERS TUNE IN FOR MUSIC: Only forty percent of believers are tuning in to Gospel radio for the sermons.

(July 18, 2008) [Email to a friend](#) | [Print Friendly](#)

According to a new survey by Wilson Research Strategies, more Christians are tuning in to Gospel radio for the music. Fifty-six percent tune in to listen to Christian music and forty percent tune in for the sermons and teachings.

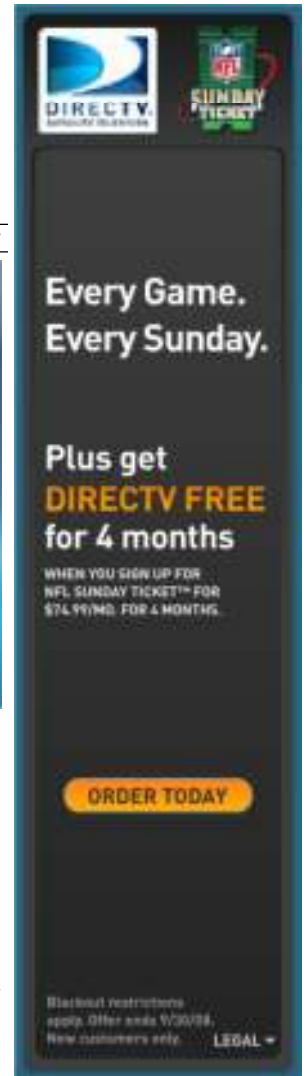
"There is a much higher demand for teaching programs than what the conventional wisdom might expect," commented Rick Dunham, president and CEO of Dunham & Company, which commissioned the survey.

Those primarily driven to listen to Christian music are predominantly women aged 18-44 and are more likely to attend church less frequently, while those who tune in for the sermons and teachings tend to be older men and women and attend church more frequently.

Forty six percent of Christian adults (which represent 69 million people) tune in to Gospel radio compared to the ninety one percent who tune into general radio.

The sample surveyed for the Wilson Research Strategies' study represents seventy-two percent of U.S. adult population - which is equal to roughly 150.5 million people that call themselves Christians. Christians in this study is defined as people who believe that Jesus Christ is the Son of God and that by believing He died for their sins have eternal life. The study was conducted by phone from May 27-29, 2008.

For more information on the poll, visit www.dunhamandcompany.com/radio.



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A MIND IS A TERRIBLE
THING TO WASTE.

A black and white photograph of a young girl looking upwards with her hands near her face. A colorful, glowing orb is positioned above her head, emitting light rays.

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