

# THE CROSS RADIO NETWORK

**Not reaching out to The Faith Driven Consumer misses a demographic with \$2 Trillion in annual buying power! Faith Driven Consumers tend to make purchasing decisions based on a Biblical worldview; representing a key opportunity for your business if you are willing to attract them.**

**A message heard through the lens of Christian Radio is perceived by the listener as being more reliable than other forms of advertising.**

- **72%** of Christian radio listeners prefer to buy from a business that advertises on their radio station, and **62%** say that they would “shop more at a known business if it advertised on Christian radio.”  
*(Simmons Market Research)*
- **64%** of all Christian radio listeners say that “the ads on Christian radio make them want to buy what is in the ad” compared to **33%** of all advertising consumers.  
*(Soma Market Research)*

**Christian radio listeners are better educated and make more money than Americans at large.**

- **77%** more likely than average Americans to have a bachelor’s degree.
- **42%** more likely to have post-graduate degrees.
- **26%** more likely to earn above \$50,000 a year than the average listener.  
*(Simmons Market Research)*

**Faith Driven Consumers care about the values that brands exhibit. They actively seek brands that will welcome their Christian values and they are willing to ally with those that do.**

- **84%** of Faith Driven Consumers are more likely to do business with a company that is more faith-compatible than its competitors.
- **84%** of Faith Driven Consumers are more likely to do business with a company that is recommended by a Christian organization.
- **79%** of Faith Driven Consumers are more likely to do business with brands that advertise to them.
- **78%** of Faith Driven Consumers would be likely to shift purchasing behavior based on a different brands’ compatibility with their Christian worldview.
- **67%** of Faith Driven Consumers encourage their friends to shop at stores with strong Christian values.  
*(According to a research study conducted by Edelman PR)*

**The Christian radio audience is growing at an amazing rate**

- Listenership increases **11%** each year  
*(Harker Bros. Group)*

**Christians are business Owners**

- Over **10 million** business are Christian family owned and operated  
*(NFCB)*
- There are approximately **459,000** Christian CEOs/owners/managing directors of companies in the USA with 10 or more employees.  
*(Faith Driven Investor)*

**Wouldn't your business benefit from this under-reached market of future customers?**

