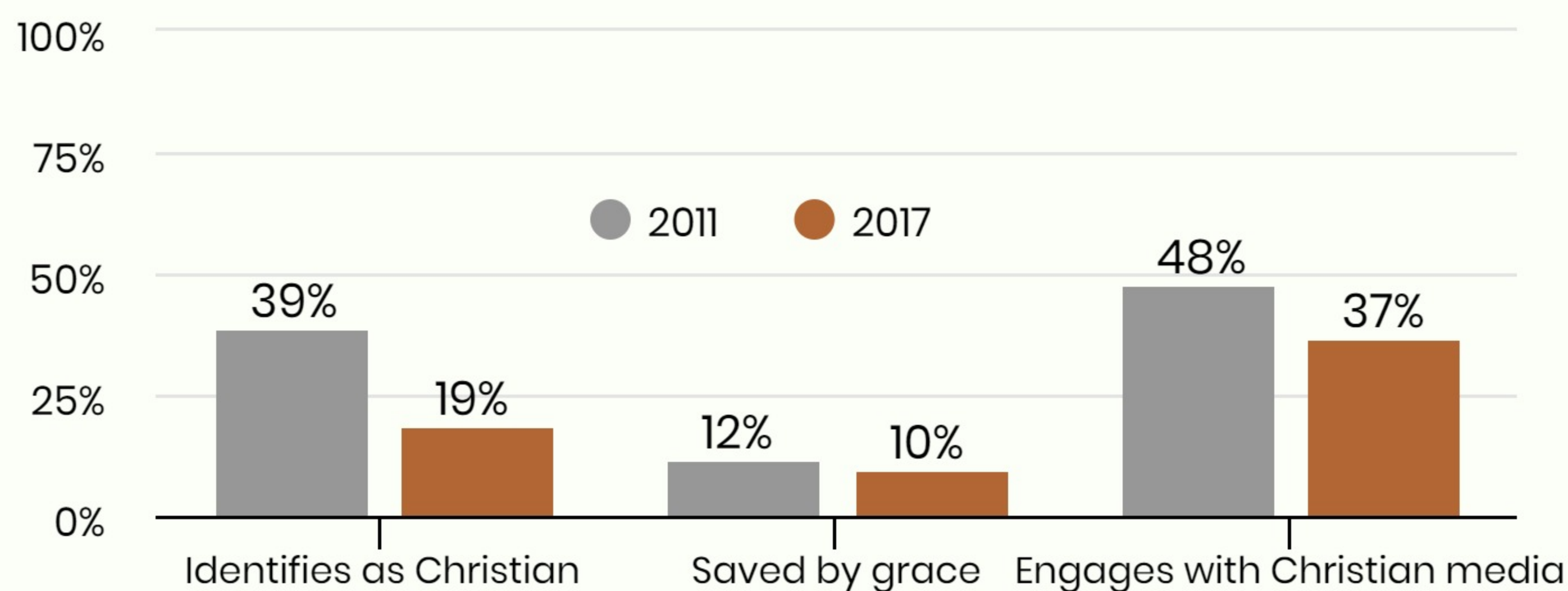


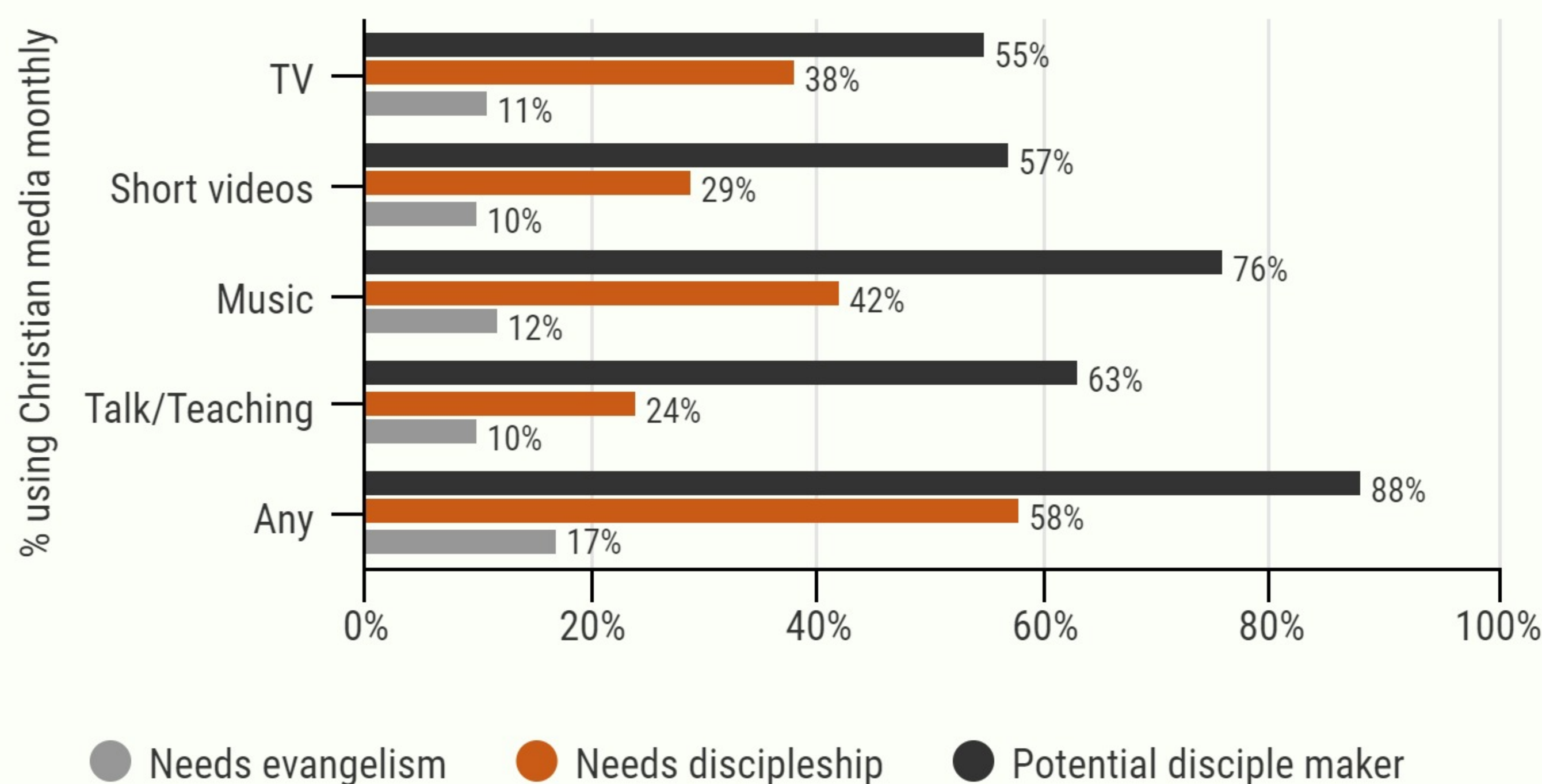
Research Summary

Back to the Bible's Center for Bible Engagement, in partnership with Dunham + Company, surveyed almost 2,500 Australian teens and adults about their use of Christian media content. The findings show the reach Christian media ministries currently have in Australia and the significant challenges they face both now and in the years ahead.

Decreases in Christian affiliation and Christian media use among Australian adults



Fewer than one-fifth of adults needing evangelism regularly engage with Christian media. Adults who need evangelism and aren't already using Christian media content show very little willingness to do so. They say that their main motivation for seeking media content is entertainment.



Expected decline in Christian media consumption over the next 5 years

- 13% TV programming on TV
- 17% TV programming on mobile
- 15% Music on radio
- 16% Music on mobile
- 16% Talk/teaching on radio
- 17% Talk/teaching on mobile

Australian teens are more spiritually engaged and more likely to engage with Christian media than adults.

48% IDENTIFY AS CHRISTIAN

2 OUT OF 5 ATTEND WORSHIP SERVICES

57% HAVE USED CHRISTIAN MEDIA

1 OUT OF 3 ENGAGES WITH CHRISTIAN MEDIA IN A TYPICAL WEEK

Most teens and adults anticipate that their use of Christian media will remain the same. However, those who need evangelism predict a net decrease in their use. Because 9 out of 10 Australians need evangelism, the data show that Christian media consumption overall will continue to decrease in Australia.