

Audience Research Summary

Exploring the potential of a documentary series for Samaritan's Purse



184

German-speaking respondents



The opportunity in three insights

What we learned from 184 German-speaking respondents.

1 AWARENESS

1 in 2 know Samaritan's Purse

Brand awareness among respondents



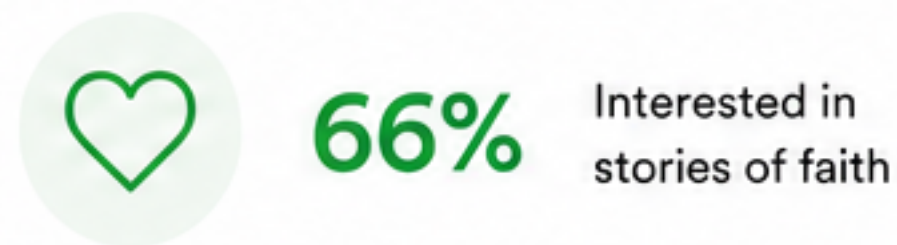
The Challenge

Despite its global impact, only half of respondents are aware of Samaritan's Purse in Germany.

2 INTEREST

Stories are what people want

Top interests among respondents



The Opportunity

Authentic stories resonate strongly with the next generation of supporters, volunteers and church communities.

59% of respondents are between 25 and 44 years old – our largest audience segment.

3 IMPACT

Stories create impact and action

97% show interest in a documentary series

84% would recommend it to others

Expected impact of a documentary series



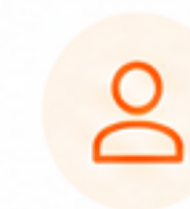
Give people hope

74%



Spark curiosity about faith

74%



Motivate Christians to take action

68%



Make the Gospel more visible

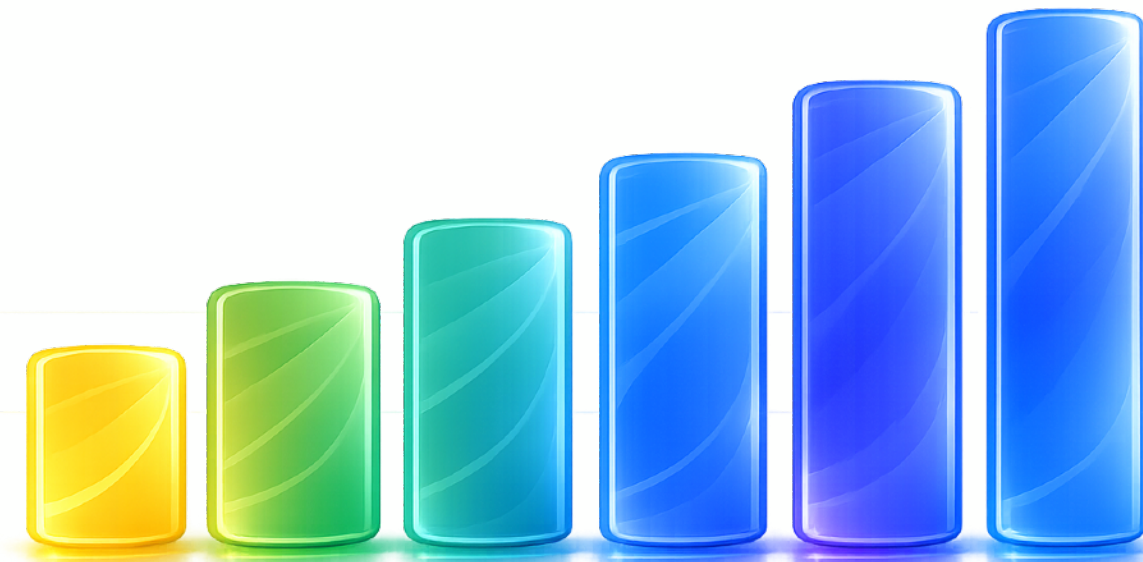
64%



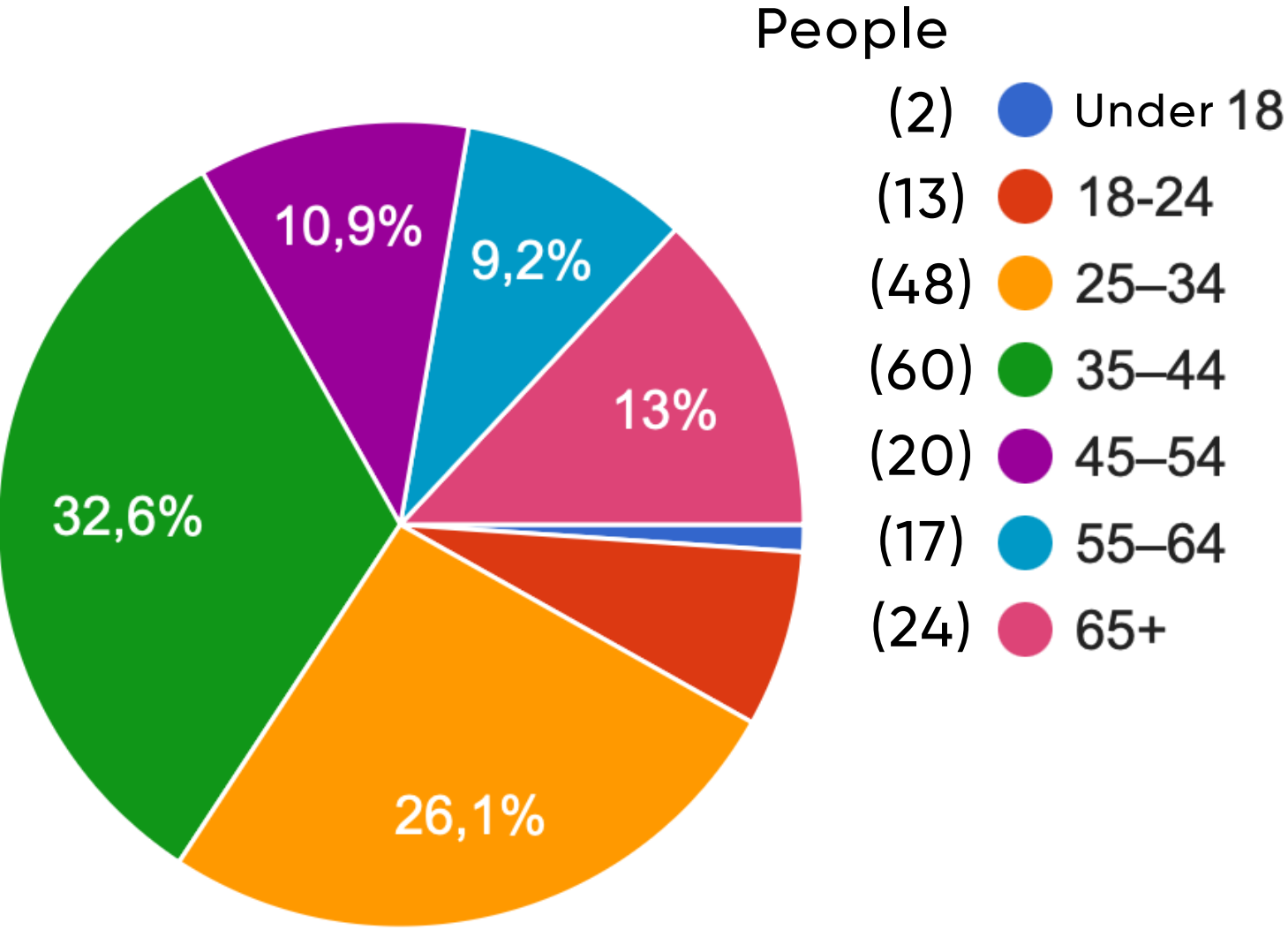
The Potential

Documentary storytelling can increase awareness, inspire action and introduce new audiences to the mission of Samaritan's Purse.

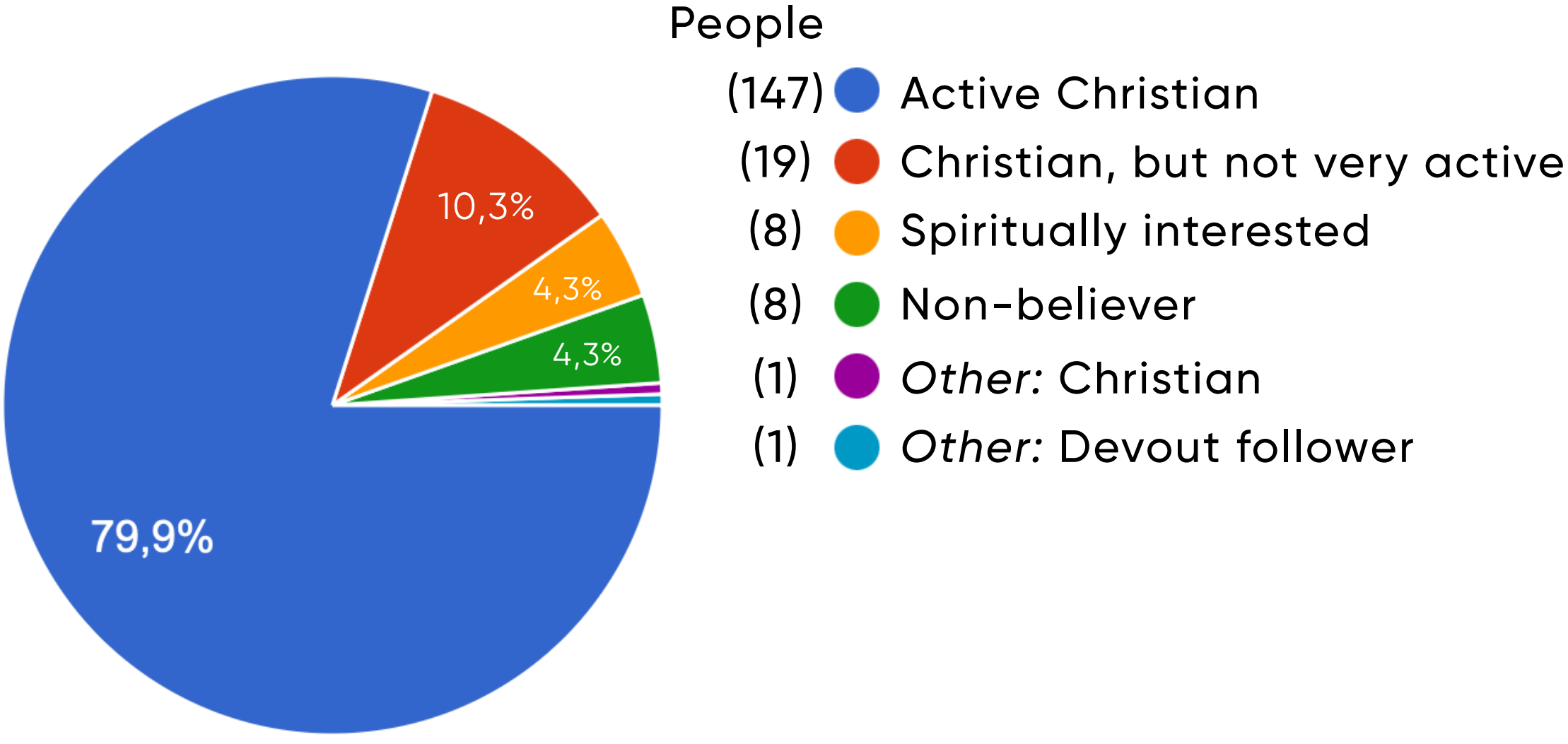
Appendix



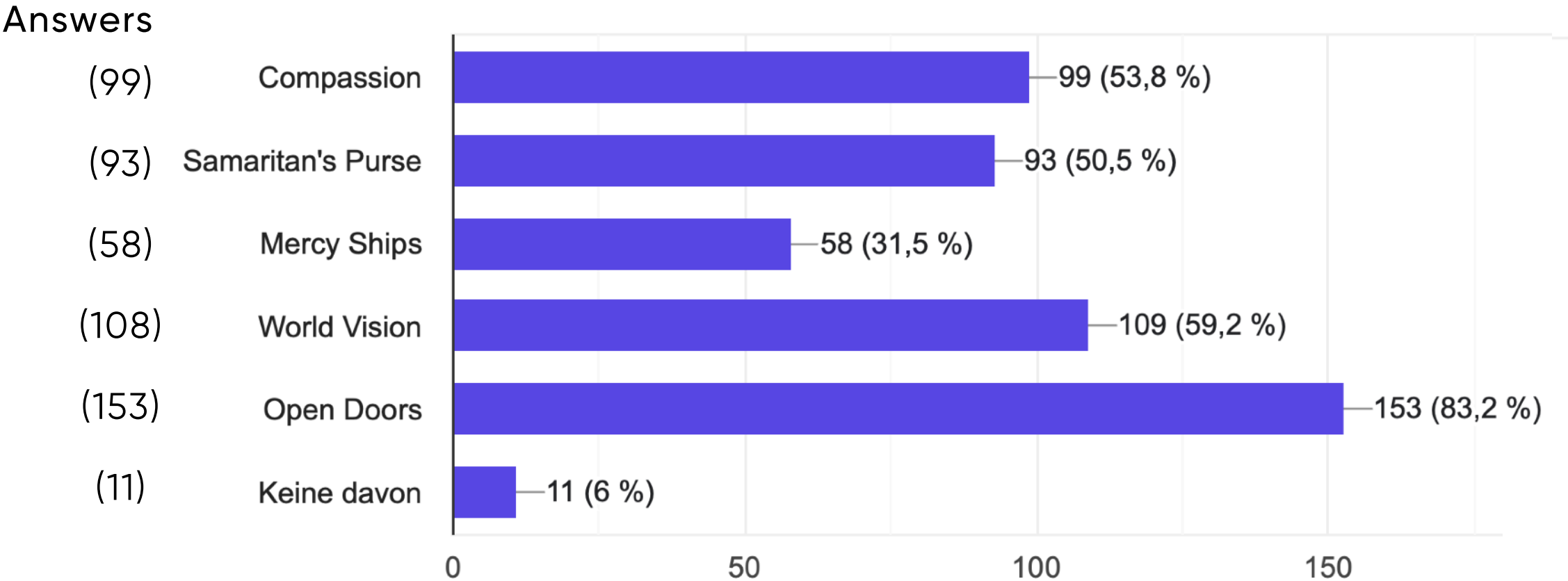
1. Age Group | 184 Answers



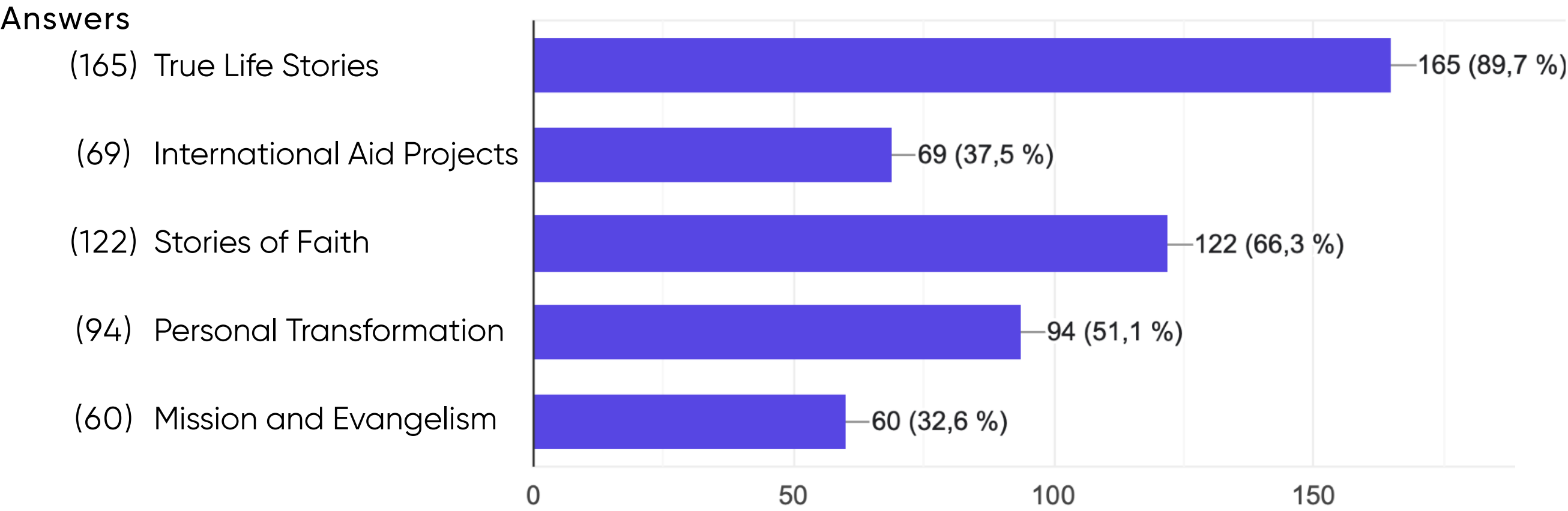
2. Religious background | 184 Answers



3. Which of the following organizations or initiatives you Know already?
(Multiple selections allowed) | 184 Respondent



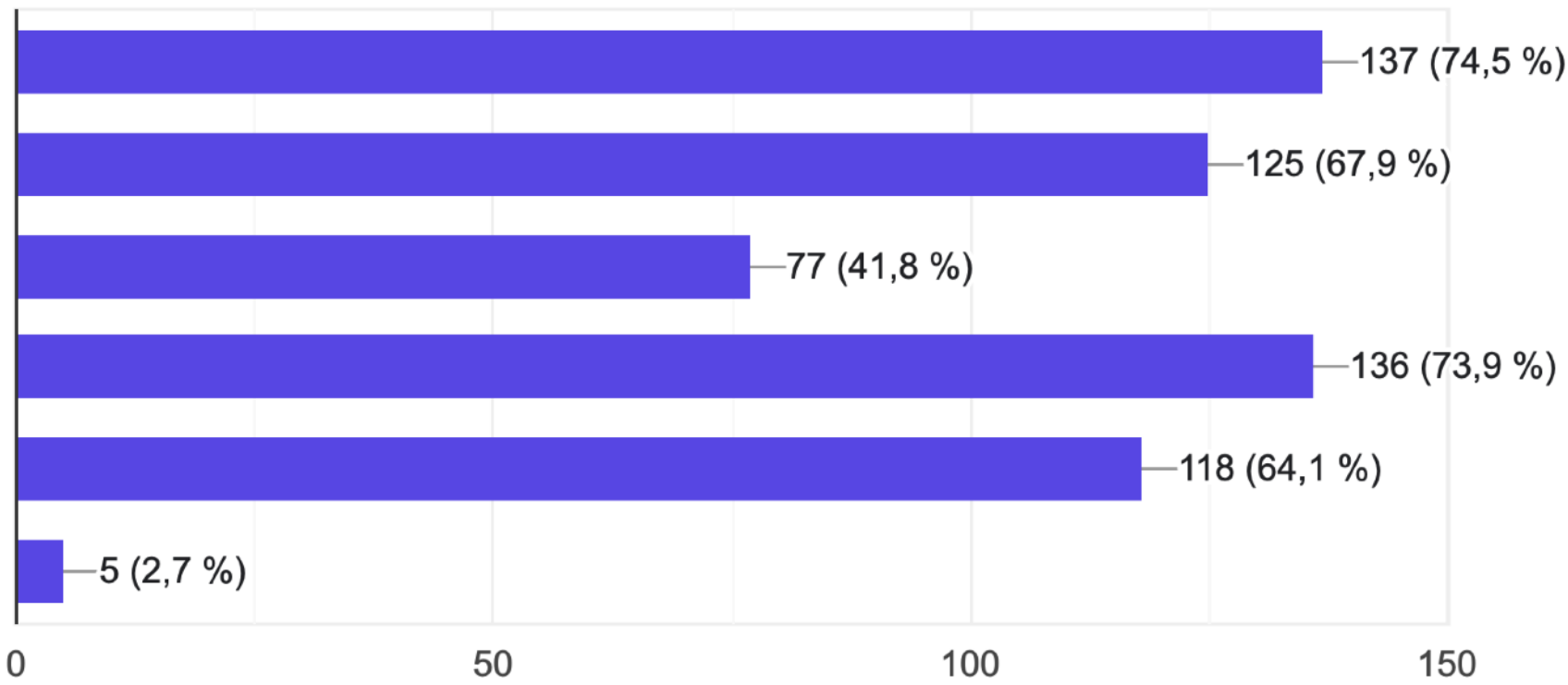
4. Which topics interest you the most? (Multiple selections allowed)
184 Respondent



5. What impact might a potential series on these topics have?
(Multiple selections allowed) | 184 Respondent

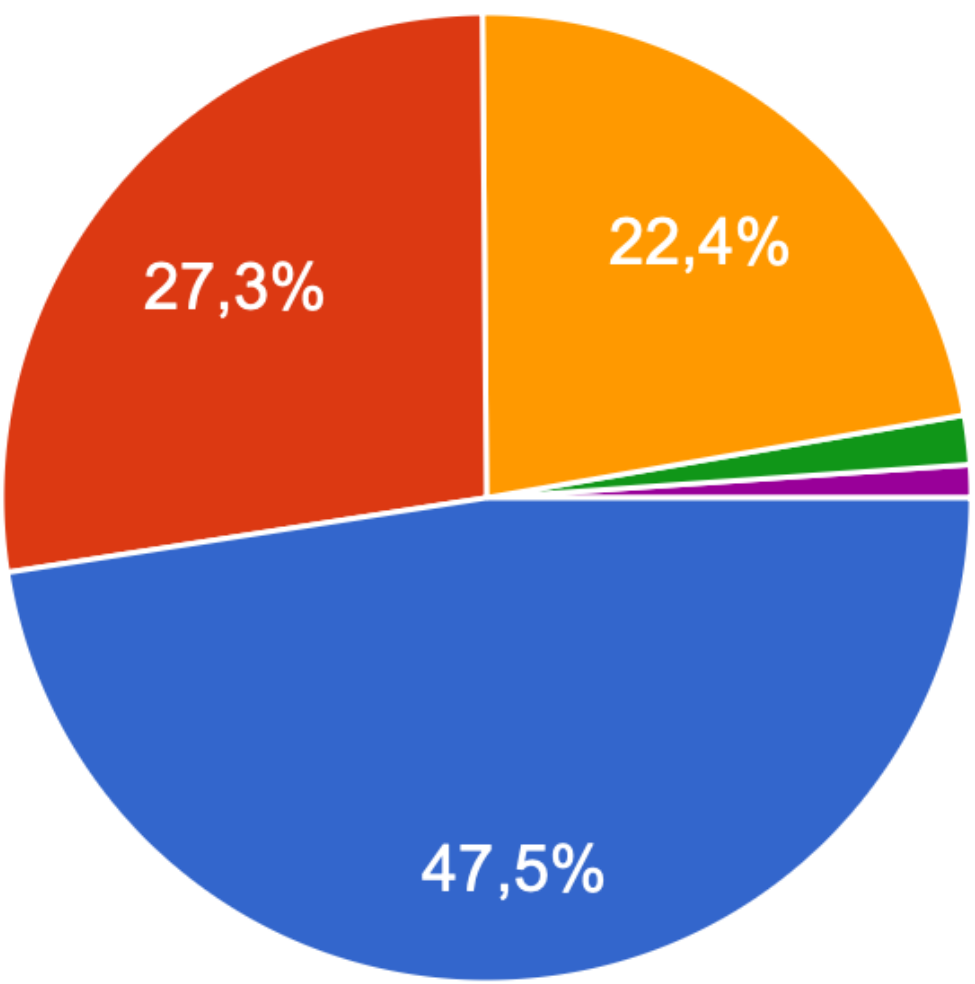
Answers

- (137) Give people hope
- (125) Motivate Christians to take action
- (77) Raise awareness of aid projects
- (136) Spark people’s curiosity about the faith
- (118) Make the Gospel more visible
- (5) Hardly any effect

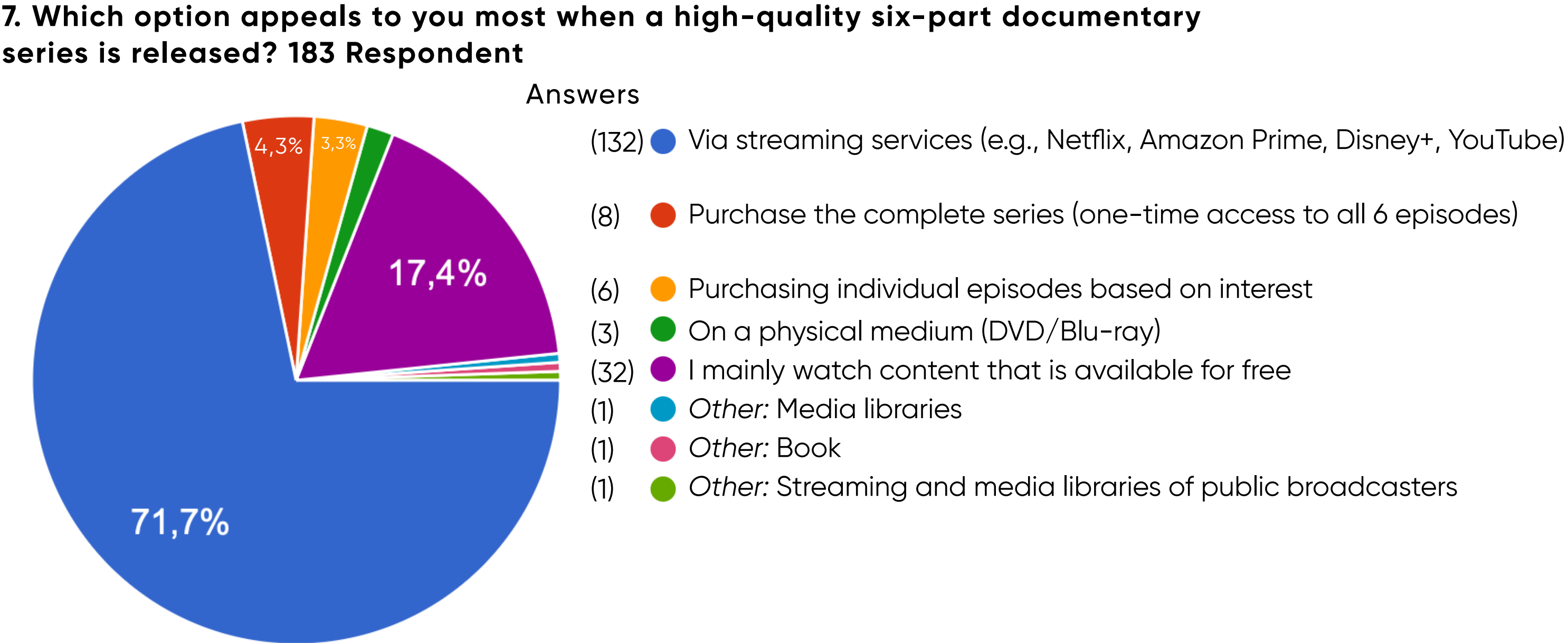


6. We are interested in a high-quality biographical documentary series that portrays the lives of various extraordinary individuals and follows their life journeys (faith, motivation, and actions). | 183 Respondent

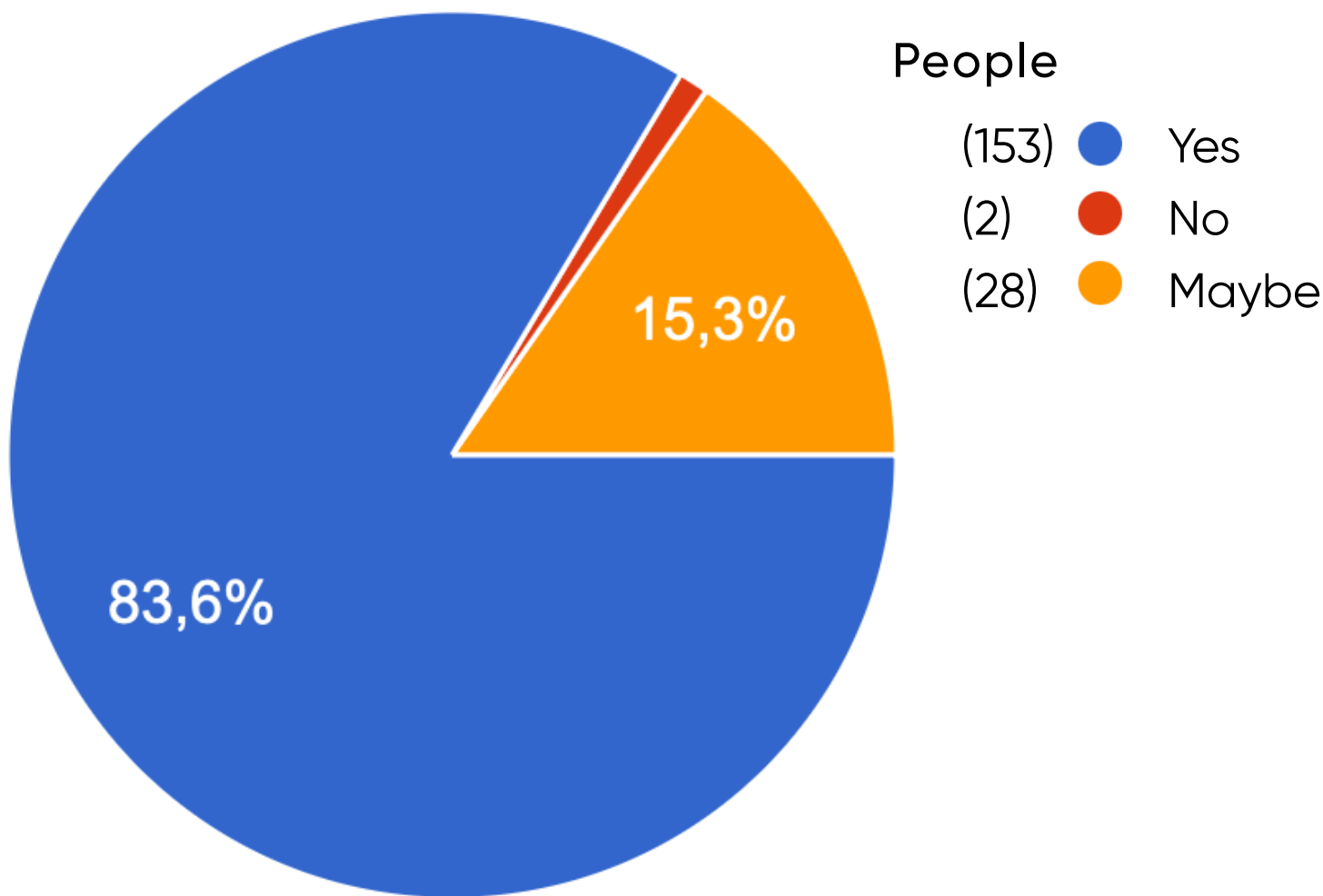
People



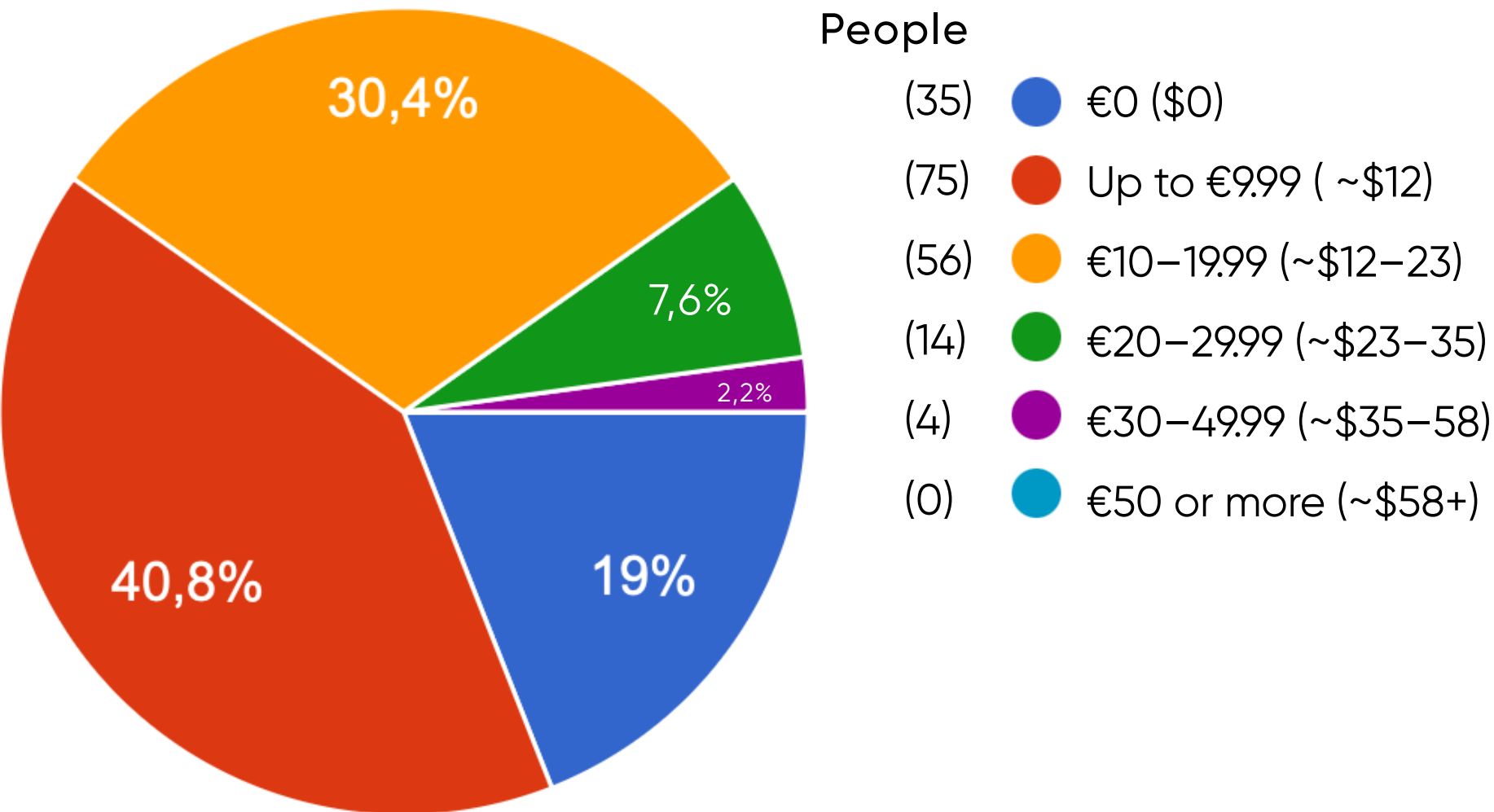
- (87) ● Yes, definitely—I would definitely watch a series like that.
- (50) ● Probably yes—a series like that would probably interest me.
- (41) ● Maybe—it depends on the people and topics featured.
- (3) ● Probably not—a series like that would probably not appeal to me.
- (2) ● No, not at all—I have no interest in formats like that.



10. Would you recommend a series that tells true stories of hope, faith, and practical help? | 183 Respondent



8. How much would you typically be willing to pay for digital access to a high-quality 6-part documentary series? | 184 Respondent



9. If you’ve watched an inspiring series that moved you: How likely are you to take action yourself afterward (e.g., prayer, donations, volunteering, discussions about faith, participating in projects)? | 182 Respondent

