



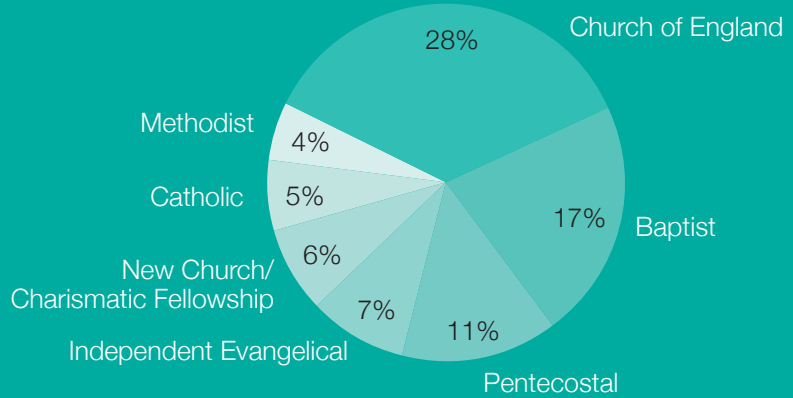
Faith

The Christian faith is at the centre of the Premier audience's lives. They are committed Christians and very regular churchgoers, and they also attend Christian events. They support the church with their time, money and effort.

The average listening time of Premier Christian Radio listeners is amongst the highest of any London commercial radio station

(Source: RAJAR, 12 months to Q2 2013).

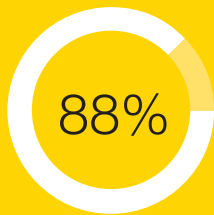
Premier audience principal denominational affiliations



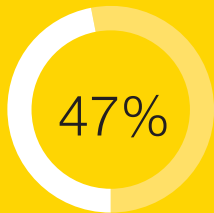
(Source: Premier audience lifestyle survey 2013).

55% support missionaries or Christian workers.

(Source: Premier audience lifestyle survey 2013).



88% of the Premier audience attend church at least once a week



47% of which say they attend church twice a week or more.

(Source: Premier audience lifestyle survey 2013).



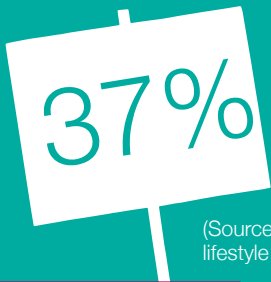
70% of Premier's audience hold a position of responsibility in their church or are involved in their church's ministry in some way

(Source: Premier Christian Media brand awareness survey August 2013)

86%

of the Premier audience describe themselves as a 'committed Christian', with a further 10% saying they are a 'busy believer'.

(Source: Premier brand awareness survey August 2013)



37% campaign on issues of Christian concern.

(Source: Premier audience lifestyle survey 2013).

71%

support or volunteer at their church.

(Source: Premier audience lifestyle survey 2013).



At least 77% tithe

(give a portion of their income) to the church or Christian causes.

(Source: Premier audience lifestyle survey 2013).

Premier.

MEDIA PACK

For more information contact your Account Manager, or call 020 7316 1300 option 3, or email sales@premier.org.uk

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