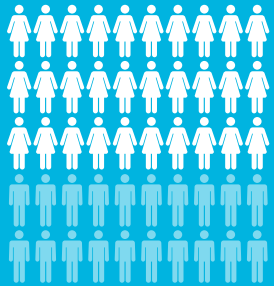




## Female & Family

The majority of the Premier audience is female. These women are loyal to our products; they have a high level of trust in our content and they are engaged by dedicated programming such as the Woman-to-Woman show on Premier Christian Radio. They also tend to be highly networked and influential within their church, and the purchase decision-makers in their families.



60% of the total Premier audience is female

(Source: Premier audience lifestyle survey 2013)



Premier Christian Radio's female audience listen for an average of 11.3 hours a week.

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



Two thirds of the Premier Christian Radio London audience is female, significantly higher than the London commercial station average of 52%.

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



64%

of the female Premier audience live with their spouse.

(Source: Premier audience lifestyle survey 2013)



67%

of the female Premier audience have children



31%

have grandchildren



42%

of the total audience have their children or other dependents living with them at home.

(Source: Premier audience lifestyle survey 2013)

Premier's female audience is served by dedicated content including:

'Woman-to-Woman' with Maria Rodrigues on Premier Christian Radio and the Woman-to-Woman conferences.

Enjoying Everyday  
Life with Joyce Meyer on Premier Christian Radio.

Amy Orr-Ewing's  
bi-monthly column in *Premier Christianity*.

Premier Childrenswork  
Aimed at a sector dominated by females (more than two thirds of *Premier Childrenswork* readership is female.

(Source: Premier audience lifestyle survey 2013).

**Premier.**

### MEDIA PACK

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