



Premier Media Group – Listeners poll 2018

Methodology: ComRes surveyed 8,159 British adults aged 18+ between 19th January – 1st February 2018. ComRes is a member of the British Polling Council and abides by its rules.

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Radio Stations Survey - Listen to any of Premier's 3 Stations
ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 1

Q.1 How often, if at all, do you listen to:

Summary**Base: All respondents**

	Premier		
	<u>Christian Radio</u>	<u>Premier Praise</u>	<u>Premier Gospel</u>
Unweighted base	533	533	533
Weighted base	538	538	538
NET: Ever listen	475 88%	405 75%	387 72%
Daily	70 13%	46 9%	47 9%
Weekly	129 24%	108 20%	77 14%
Monthly	41 8%	70 13%	83 15%
Less frequently	235 44%	181 34%	180 34%
Never	64 12%	133 25%	151 28%

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 2

Q.1 How often, if at all, do you listen to:**Summary table - No. of radio stations listened to****Base: All respondents**

	Gender			Age										Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	533	306	227	98	156	99	77	38	42	23	254	176	103	211	138	92	92	109	277
Weighted base	538	310	228	107	173	87	76	31	43	21	279	163	95	203	139	100	96	122	288
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 radio station only	142 26%	77 25%	65 28%	15 14%	31 18%	21 25%	24 31%	20 63%	22 52%	9 43%	46 16%	45 28%	51 54%	43 21%	43 31%	19 19%	37 39%	16 13%	69 24%
2 radio stations	64 12%	39 13%	25 11%	16 15%	12 7%	11 13%	6 8%	5 17%	9 21%	4 20%	28 10%	17 10%	19 20%	25 12%	15 10%	13 13%	11 11%	21 17%	23 8%
All 3 radio stations	332 62%	193 62%	139 61%	75 71%	130 75%	55 63%	47 61%	6 19%	12 27%	8 37%	205 73%	102 62%	25 27%	135 66%	82 59%	68 68%	48 50%	85 70%	196 68%

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Absolutes/col percents

Table 2

Q.1 How often, if at all, do you listen to:**Summary table - No. of radio stations listened to****Base: All respondents**

	Total	Age - Male									Age - Female										
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+
Unweighted base	533	52	91	59	44	22	24	14	143	103	60	46	65	40	33	16	18	9	111	73	43
Weighted base	538	55	100	53	48	19	23	13	154	101	55	52	73	34	29	13	20	8	125	63	40
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 radio station only	142 26%	7 12%	15 15%	10 20%	16 33%	13 67%	11 46%	6 45%	22 14%	26 26%	29 53%	9 16%	16 22%	11 32%	8 28%	7 58%	12 59%	3 40%	24 19%	19 30%	22 55%
2 radio stations	64 12%	7 13%	10 10%	9 17%	3 7%	2 11%	6 24%	2 17%	17 11%	12 12%	10 18%	9 17%	2 3%	2 5%	3 9%	3 26%	4 18%	2 25%	11 9%	4 7%	9 22%
All 3 radio stations	332 62%	41 75%	75 75%	33 63%	29 61%	4 22%	7 30%	5 38%	115 75%	62 62%	16 29%	35 66%	55 75%	21 63%	18 63%	2 16%	5 23%	3 36%	90 72%	40 63%	9 24%

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 2

Q.1 How often, if at all, do you listen to:

Summary table - No. of radio stations listened to

Base: All respondents

	Region													Radio stations Listened to			No. of Stations Listened to			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Premier Christian Radio	Premier Praise	Premier Gospel	None	1 radio station only	2 radio stations	All 3 radio stations
Unweighted base	533	32	26	475	15	46	39	51	38	36	150	56	44	474	394	370	-	147	67	319
Weighted base	538	34	25	478	14	45	37	51	35	41	161	52	41	475	405	387	-	142	64	332
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 radio station only	142 26%	9 25%	5 19%	129 27%	6 40%	12 27%	8 23%	11 20%	9 27%	11 28%	43 27%	19 36%	9 22%	97 21%	21 5%	24 6%	-	142 100%	-	-
2 radio stations	64 12%	9 28%	8 30%	47 10%	1 5%	1 2%	5 14%	4 7%	5 15%	4 9%	18 11%	5 10%	5 11%	45 10%	52 13%	31 8%	-	-	64 100%	-
All 3 radio stations	332 62%	16 47%	13 51%	303 63%	8 55%	32 71%	24 64%	37 73%	20 58%	26 63%	101 63%	28 53%	27 67%	332 70%	332 82%	332 86%	-	-	-	332 100%

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 3

Q.1 How often, if at all, do you listen to:**Summary table - Ever listeners unique stations****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	533	306	227	98	156	99	77	38	42	23	254	176	103	211	138	92	92	109	277
Weighted base	538	310	228	107	173	87	76	31	43	21	279	163	95	203	139	100	96	122	288
Premier Christian Radio	97 18%	53 17%	44 19%	7 7%	16 9%	14 16%	13 17%	18 59%	19 44%	9 43%	24 8%	27 17%	47 49%	27 13%	34 24%	10 10%	26 27%	6 5%	45 16%
Premier Praise	21 4%	10 3%	11 5%	5 4%	5 3%	4 5%	5 7%	1 3%	1 2%	- -	10 4%	9 6%	2 2%	8 4%	6 4%	1 1%	5 6%	5 4%	13 4%
Premier Gospel	24 4%	14 5%	10 4%	3 3%	9 5%	3 3%	6 7%	1 2%	2 6%	- -	12 4%	9 5%	3 3%	8 4%	3 2%	8 8%	6 6%	5 4%	11 4%

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Table 3

Q.1 How often, if at all, do you listen to:**Summary table - Ever listeners unique stations****Base: All respondents**

	Total	Age - Male									Age - Female										
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+
Unweighted base	533	52	91	59	44	22	24	14	143	103	60	46	65	40	33	16	18	9	111	73	43
Weighted base	538	55	100	53	48	19	23	13	154	101	55	52	73	34	29	13	20	8	125	63	40
Premier Christian Radio	97 18%	6 11%	9 9%	7 14%	6 12%	12 63%	8 32%	6 45%	15 10%	13 13%	25 46%	2 3%	7 10%	7 20%	7 25%	7 53%	12 59%	3 40%	9 7%	14 22%	21 53%
Premier Praise	21 4%	1 1%	1 1%	2 3%	5 11%	1 4%	1 3%	-	1 1%	7 7%	2 3%	4 7%	5 6%	2 7%	-	-	-	-	8 7%	2 4%	-
Premier Gospel	24 4%	-	6 6%	1 3%	5 10%	-	2 11%	-	6 4%	6 6%	2 4%	3 6%	4 5%	1 4%	1 3%	1 5%	-	-	7 5%	2 4%	1 2%

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Table 3

Q.1 How often, if at all, do you listen to:

Summary table - Ever listeners unique stations

Base: All respondents

	Region													Radio stations Listened to			No. of Stations Listened to			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Premier Christian Radio	Premier Praise	Premier Gospel	None	1 radio station only	2 radio stations	All 3 radio stations
Unweighted base	533	32	26	475	15	46	39	51	38	36	150	56	44	474	394	370	-	147	67	319
Weighted base	538	34	25	478	14	45	37	51	35	41	161	52	41	475	405	387	-	142	64	332
Premier Christian Radio	97 18%	6 17%	4 16%	87 18%	4 29%	11 25%	6 16%	4 9%	8 23%	7 17%	25 16%	15 29%	7 18%	97 21%	-	-	-	97 69%	-	-
Premier Praise	21 4%	-	-	21 4%	-	1 3%	1 2%	2 5%	1 4%	2 4%	11 7%	2 4%	1 2%	-	21 5%	-	-	21 14%	-	-
Premier Gospel	24 4%	3 8%	1 3%	21 4%	2 12%	-	2 5%	4 7%	-	3 7%	7 4%	2 4%	1 3%	-	-	24 6%	-	24 17%	-	-

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 4

Q.1 How often, if at all, do you listen to:**Premier Christian Radio****Base: All respondents**

	Gender			Age										Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	533	306	227	98	156	99	77	38	42	23	254	176	103	211	138	92	92	109	277
Weighted base	538	310	228	107	173	87	76	31	43	21	279	163	95	203	139	100	96	122	288
NET: Ever listen	475	274	201	95	153	75	63	30	37	21	248	139	87	179	127	84	83	106	255
	88%	88%	88%	89%	89%	87%	83%	95%	85%	100%	89%	85%	92%	88%	91%	85%	87%	87%	89%
Daily	70	50	20	15	27	7	17	1	2	1	42	24	4	32	15	9	14	24	35
	13%	16%	9%	14%	16%	8%	22%	2%	5%	3%	15%	15%	4%	16%	11%	9%	15%	20%	12%
Weekly	129	76	53	34	51	25	6	5	6	2	85	31	14	53	29	27	20	34	79
	24%	25%	23%	32%	30%	29%	8%	16%	14%	11%	30%	19%	14%	26%	21%	27%	21%	28%	27%
Monthly	41	19	21	11	14	8	6	-	1	2	24	14	3	18	8	7	8	8	25
	8%	6%	9%	10%	8%	9%	8%	-	2%	8%	9%	9%	3%	9%	6%	7%	8%	7%	9%
Less frequently	235	128	106	36	62	35	34	24	27	16	98	69	67	77	75	41	42	39	116
	44%	41%	47%	34%	36%	40%	45%	77%	63%	77%	35%	43%	71%	38%	54%	41%	44%	32%	40%
Never	64	36	27	11	20	11	13	1	7	-	31	24	8	24	12	15	12	16	33
	12%	12%	12%	11%	11%	13%	17%	5%	15%	-	11%	15%	8%	12%	9%	15%	13%	13%	11%

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	Total	Age - Male									Age - Female										
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+
Unweighted base	533	52	91	59	44	22	24	14	143	103	60	46	65	40	33	16	18	9	111	73	43
Weighted base	538	55	100	53	48	19	23	13	154	101	55	52	73	34	29	13	20	8	125	63	40
NET: Ever listen	475	54	91	46	36	18	17	13	145	81	48	42	62	30	28	12	20	8	104	57	40
	88%	99%	91%	87%	75%	96%	72%	100%	94%	81%	87%	79%	85%	87%	97%	95%	100%	100%	83%	92%	98%
Daily	70	11	18	5	15	-	1	1	29	20	1	4	9	3	2	1	2	-	13	5	2
	13%	20%	18%	9%	31%	-	3%	6%	19%	20%	2%	7%	13%	8%	7%	6%	9%	-	11%	7%	6%
Weekly	129	17	31	18	3	3	2	2	48	22	7	17	21	7	3	2	4	1	37	9	7
	24%	31%	31%	35%	7%	18%	9%	12%	31%	21%	13%	32%	28%	19%	10%	13%	21%	10%	30%	15%	16%
Monthly	41	5	7	4	2	-	1	1	12	6	1	5	7	5	4	-	-	1	12	8	1
	8%	10%	7%	7%	4%	-	3%	5%	8%	6%	3%	10%	9%	13%	13%	-	-	13%	9%	13%	3%
Less frequently	235	20	36	19	15	15	13	10	56	34	38	16	26	16	19	10	14	6	42	35	29
	44%	37%	36%	36%	32%	78%	57%	77%	36%	34%	69%	30%	35%	47%	67%	76%	70%	77%	33%	56%	73%
Never	64	1	9	7	12	1	7	-	9	19	7	11	11	4	1	1	-	-	22	5	1
	12%	1%	9%	13%	25%	4%	28%	-	6%	19%	13%	21%	15%	13%	3%	5%	-	-	17%	8%	2%

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 4

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Premier Christian Radio

Base: All respondents

	Region												Radio stations Listened to			No. of Stations Listened to				
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Premier Christian Radio	Premier Praise	Premier Gospel	None	1 radio station only	2 radio stations	All 3 radio stations
Unweighted base	533	32	26	475	15	46	39	51	38	36	150	56	44	474	394	370	-	147	67	319
Weighted base	538	34	25	478	14	45	37	51	35	41	161	52	41	475	405	387	-	142	64	332
NET: Ever listen	475	26	23	426	12	44	33	45	33	35	140	47	37	475	365	344	-	97	45	332
	88%	75%	92%	89%	88%	97%	88%	87%	96%	85%	87%	90%	89%	100%	90%	89%	-	69%	71%	100%
Daily	70	6	1	63	1	8	2	11	4	4	24	5	3	70	64	65	-	4	3	63
	13%	17%	6%	13%	7%	18%	5%	21%	11%	11%	15%	10%	7%	15%	16%	17%	-	3%	5%	19%
Weekly	129	4	6	119	-	9	5	16	7	12	47	10	13	129	113	110	-	13	11	106
	24%	13%	22%	25%	-	20%	13%	31%	20%	30%	29%	20%	32%	27%	28%	28%	-	9%	17%	32%
Monthly	41	2	3	36	1	1	8	4	1	2	13	4	1	41	37	37	-	3	2	36
	8%	5%	14%	7%	8%	3%	21%	7%	2%	5%	8%	8%	3%	9%	9%	10%	-	2%	3%	11%
Less frequently	235	14	13	208	10	26	18	14	22	16	55	27	19	235	151	132	-	78	30	127
	44%	40%	50%	43%	73%	57%	49%	28%	64%	39%	34%	52%	47%	49%	37%	34%	-	55%	47%	38%
Never	64	9	2	53	2	1	4	7	1	6	22	5	5	-	39	43	-	45	19	-
	12%	25%	8%	11%	12%	3%	12%	13%	4%	15%	13%	10%	11%	-	10%	11%	-	31%	29%	-

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 5

Q.1 How often, if at all, do you listen to:**Premier Praise****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	533	306	227	98	156	99	77	38	42	23	254	176	103	211	138	92	92	109	277
Weighted base	538	310	228	107	173	87	76	31	43	21	279	163	95	203	139	100	96	122	288
NET: Ever listen	405	236	168	92	146	67	58	10	21	11	239	125	41	160	100	82	63	103	230
	75%	76%	74%	87%	85%	77%	76%	30%	48%	53%	85%	76%	43%	79%	72%	82%	66%	84%	80%
Daily	46	33	13	10	15	9	11	-	-	1	25	20	1	27	11	4	4	18	25
	9%	11%	6%	9%	9%	10%	15%	-	-	4%	9%	12%	1%	13%	8%	4%	4%	15%	9%
Weekly	108	63	45	17	58	15	11	2	4	1	75	25	7	44	22	21	20	31	64
	20%	20%	20%	16%	34%	17%	14%	7%	9%	5%	27%	15%	8%	22%	16%	21%	21%	25%	22%
Monthly	70	46	24	32	14	12	9	-	2	1	46	21	2	26	17	16	11	15	46
	13%	15%	10%	30%	8%	14%	12%	-	4%	3%	16%	13%	2%	13%	12%	16%	11%	12%	16%
Less frequently	181	95	86	34	58	31	27	7	15	9	92	58	31	62	50	41	28	39	96
	34%	31%	38%	32%	34%	36%	35%	23%	35%	41%	33%	36%	32%	31%	36%	41%	30%	32%	33%
Never	133	74	60	14	26	20	19	22	23	10	41	39	54	43	39	18	33	19	58
	25%	24%	26%	13%	15%	23%	24%	70%	52%	47%	15%	24%	57%	21%	28%	18%	34%	16%	20%

Radio Stations Survey - Listen to any of Premier's 3 Stations
ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 5
Q.1 How often, if at all, do you listen to:
Premier Praise
Base: All respondents

	Total	Age - Male									Age - Female										
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+
Unweighted base	533	52	91	59	44	22	24	14	143	103	60	46	65	40	33	16	18	9	111	73	43
Weighted base	538	55	100	53	48	19	23	13	154	101	55	52	73	34	29	13	20	8	125	63	40
NET: Ever listen	405	47	84	42	37	7	13	6	131	79	26	45	62	25	21	3	8	5	107	46	15
	75%	86%	85%	79%	78%	37%	53%	49%	85%	79%	47%	87%	85%	73%	72%	20%	41%	60%	86%	73%	38%
Daily	46	6	11	6	10	-	-	-	17	16	-	4	4	3	1	-	-	1	8	4	1
	9%	12%	11%	11%	21%	-	-	-	11%	16%	-	7%	6%	8%	5%	-	-	10%	6%	7%	2%
Weekly	108	10	32	9	9	2	1	-	42	18	3	7	26	5	2	1	3	1	33	7	5
	20%	18%	32%	18%	18%	9%	5%	-	27%	18%	5%	14%	36%	15%	7%	5%	14%	13%	27%	12%	11%
Monthly	70	19	13	6	5	-	2	1	32	11	2	13	1	6	4	-	-	-	14	10	-
	13%	34%	13%	11%	11%	-	7%	6%	21%	11%	4%	25%	1%	19%	13%	-	-	-	11%	16%	-
Less frequently	181	12	28	21	13	5	10	6	40	34	21	22	31	10	14	2	5	3	52	24	10
	34%	22%	28%	40%	28%	28%	41%	43%	26%	34%	37%	41%	42%	30%	48%	16%	27%	37%	42%	38%	25%
Never	133	7	15	11	11	12	11	7	23	21	29	7	11	9	8	10	12	3	18	17	25
	25%	14%	15%	21%	22%	63%	47%	51%	15%	21%	53%	13%	15%	27%	28%	80%	59%	40%	14%	27%	62%

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 5
**Q.1 How often, if at all, do you listen to:
 Premier Praise**
Base: All respondents

	Region													Radio stations Listened to			No. of Stations Listened to			
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Premier Christian Radio	Premier Praise	Premier Gospel	None	1 radio station only	2 radio stations	All 3 radio stations
Unweighted base	533	32	26	475	15	46	39	51	38	36	150	56	44	474	394	370	-	147	67	319
Weighted base	538	34	25	478	14	45	37	51	35	41	161	52	41	475	405	387	-	142	64	332
NET: Ever listen	405	25	19	361	8	34	29	40	26	31	125	35	32	365	405	351	-	21	52	332
	75%	72%	75%	75%	60%	75%	77%	78%	75%	76%	78%	67%	78%	77%	100%	91%	-	14%	82%	100%
Daily	46	5	2	39	-	2	3	10	3	2	15	4	-	45	46	44	-	1	1	44
	9%	14%	9%	8%	-	4%	9%	20%	9%	4%	9%	8%	-	9%	11%	11%	-	1%	2%	13%
Weekly	108	4	4	100	2	7	2	13	4	9	47	7	9	105	108	102	-	1	7	100
	20%	11%	17%	21%	15%	15%	5%	25%	12%	23%	29%	14%	22%	22%	27%	26%	-	1%	12%	30%
Monthly	70	8	2	60	-	10	7	5	3	1	17	8	9	63	70	62	-	2	11	57
	13%	24%	6%	13%	-	22%	18%	10%	7%	3%	10%	16%	22%	13%	17%	16%	-	1%	17%	17%
Less frequently	181	8	11	162	6	16	17	12	16	19	47	15	14	152	181	143	-	17	33	131
	34%	24%	43%	34%	45%	34%	46%	24%	47%	46%	29%	30%	33%	32%	45%	37%	-	12%	52%	40%
Never	133	9	6	117	6	11	8	11	9	10	36	17	9	109	-	36	-	122	12	-
	25%	28%	25%	25%	40%	25%	23%	22%	25%	24%	22%	33%	22%	23%	-	9%	-	86%	18%	-

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 6

Q.1 How often, if at all, do you listen to:**Premier Gospel****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	533	306	227	98	156	99	77	38	42	23	254	176	103	211	138	92	92	109	277
Weighted base	538	310	228	107	173	87	76	31	43	21	279	163	95	203	139	100	96	122	288
NET: Ever listen	387	226	161	86	145	65	55	9	18	9	231	120	36	159	91	82	55	105	217
	72%	73%	70%	81%	84%	75%	72%	30%	43%	41%	83%	73%	38%	78%	65%	82%	58%	86%	75%
Daily	47	28	18	12	17	6	10	-	-	1	29	16	1	23	12	8	3	16	26
	9%	9%	8%	11%	10%	7%	13%	-	-	5%	11%	10%	1%	12%	9%	8%	3%	13%	9%
Weekly	77	46	31	15	36	11	11	1	3	1	51	22	4	28	14	15	20	21	49
	14%	15%	13%	14%	21%	13%	14%	2%	7%	4%	18%	13%	4%	14%	10%	15%	21%	17%	17%
Monthly	83	50	33	20	33	18	9	-	3	1	52	27	4	44	19	15	5	25	48
	15%	16%	14%	18%	19%	20%	12%	-	7%	3%	19%	16%	4%	22%	13%	15%	5%	21%	17%
Less frequently	180	101	79	39	59	30	25	9	13	6	98	55	27	63	45	45	27	42	94
	34%	33%	35%	36%	34%	35%	33%	28%	29%	29%	35%	34%	29%	31%	32%	45%	28%	34%	33%
Never	151	84	67	21	28	22	22	22	25	12	49	43	59	44	49	18	40	18	71
	28%	27%	30%	19%	16%	25%	28%	70%	57%	59%	17%	27%	62%	22%	35%	18%	42%	14%	25%

Radio Stations Survey - Listen to any of Premier's 3 Stations
ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 6

Q.1 How often, if at all, do you listen to:**Premier Gospel****Base: All respondents**

	Total	Age - Male									Age - Female										
		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+
Unweighted base	533	52	91	59	44	22	24	14	143	103	60	46	65	40	33	16	18	9	111	73	43
Weighted base	538	55	100	53	48	19	23	13	154	101	55	52	73	34	29	13	20	8	125	63	40
NET: Ever listen	387	42	83	41	36	4	14	6	126	77	24	44	61	24	19	5	5	3	105	43	13
	72%	78%	84%	77%	75%	22%	59%	44%	82%	76%	43%	84%	84%	72%	66%	43%	23%	36%	84%	69%	32%
Daily	47	5	12	3	9	-	-	-	17	11	-	8	5	3	1	-	-	1	12	5	1
	9%	8%	13%	5%	18%	-	-	-	11%	11%	-	15%	6%	9%	5%	-	-	13%	10%	7%	3%
Weekly	77	10	18	7	9	-	2	-	28	16	2	5	18	4	2	1	1	1	23	6	2
	14%	19%	18%	14%	19%	-	8%	-	18%	16%	4%	9%	25%	11%	7%	5%	5%	10%	18%	9%	6%
Monthly	83	11	19	11	5	-	3	1	30	16	4	9	14	7	4	-	-	-	22	11	-
	15%	20%	19%	20%	11%	-	13%	5%	19%	16%	7%	17%	18%	21%	13%	-	-	-	18%	17%	-
Less frequently	180	16	34	20	13	4	9	5	51	33	18	23	25	10	12	5	4	1	47	22	9
	34%	30%	34%	37%	28%	22%	38%	39%	33%	33%	32%	43%	34%	30%	42%	38%	19%	12%	38%	36%	24%
Never	151	12	16	12	12	15	10	7	28	24	32	9	12	10	10	7	15	5	21	19	27
	28%	22%	16%	23%	25%	78%	41%	56%	18%	24%	57%	16%	16%	28%	34%	57%	77%	64%	16%	31%	68%

Radio Stations Survey - Listen to any of Premier's 3 Stations

ONLINE Fieldwork: 19th January-1st February 2018

Absolutes/col percents

Table 6

Q.1 How often, if at all, do you listen to:

Premier Gospel

Base: All respondents

	Region												Radio stations Listened to			No. of Stations Listened to				
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Weighted base	538	34	25	478	14	45	37	51	35	41	161	52	41	475	405	387	-	142	64	332
NET: Ever listen	387	26	16	345	9	32	28	45	21	31	116	31	32	344	351	387	-	24	31	332
	72%	75%	65%	72%	66%	71%	76%	87%	61%	74%	72%	59%	78%	72%	87%	100%	-	17%	48%	100%
Daily	47	6	2	38	1	1	3	4	2	3	16	5	3	46	47	47	-	-	1	46
	9%	18%	9%	8%	7%	2%	7%	8%	6%	6%	10%	10%	8%	10%	11%	12%	-	-	1%	14%
Weekly	77	2	4	72	-	7	4	17	4	6	22	6	6	72	71	77	-	3	4	70
	14%	6%	14%	15%	-	16%	11%	33%	11%	16%	13%	11%	14%	15%	18%	20%	-	2%	6%	21%
Monthly	83	7	3	73	-	8	6	9	6	1	30	4	8	76	75	83	-	4	6	73
	15%	21%	11%	15%	-	17%	17%	18%	17%	3%	19%	8%	20%	16%	19%	21%	-	3%	9%	22%
Less frequently	180	10	7	163	8	17	15	14	9	21	48	15	15	150	158	180	-	16	21	144
	34%	30%	29%	34%	60%	37%	41%	27%	27%	50%	30%	29%	37%	32%	39%	47%	-	11%	32%	43%
Never	151	9	9	134	5	13	9	7	14	11	45	21	9	131	54	-	-	118	33	-
	28%	25%	35%	28%	34%	29%	24%	13%	39%	26%	28%	41%	22%	28%	13%	-	-	83%	52%	-