



## **Who listens to Christian Radio?**

- 29% of all adults in America listen to Christian radio every week
- Christian radio skews towards female listeners
- 15,000 - 25,000 people listen to KGMS in the course of a week

## **Audience Breakdown on Christian Radio**

- 36 % are seekers
- 15% are atheists or affiliated with non-Christian faiths
- 15% tune in to find a church home (this is probably higher in Tucson)
- The remaining 33% are the “choir”. They listen to grow in their faith

## **What can you expect from KGMS?**

- Total commitment to your success
- Delivering on our promises
- Great production of your commercial

[www.kgms.com](http://www.kgms.com)

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