

The Case for Christian Radio

Why Radio?



Radio is trusted
more than any
other media

233 million

Weekly Potential Audience

73%

Listen to AM/FM radio in the car

11 Hours

Listeners spend listening each week

71%

Time spent listening to AM/FM
radio opposed to streaming

Radio is a “**call-to-action medium**” moving audiences to respond

Top Five Reasons Listeners Listen:

Enjoy the worshipful Christian music: **93%**

Helps them worship God throughout the day: **91%**

Encouragement: **82%**

It helps them grow spiritually: **76%**

It's safe for the whole family to listen to: **67%**

**Bottom
Line:**



**Spiritual
Encouragement**

71%
More likely to contribute
to religious cases

68%
Regularly attend
religious services

.....
Heavily Engaged Listeners Habits

Tune In 1/Month: **8%**
1+ /Month: **15%**
1/Week: **34%**
Everyday: **29%**

Age Groups
Baby Boomer: **27%**
Gen X: **30%**
Millennial/GenZ: **42%**

The Case for Christian Radio

The Donor Difference

81%

Are regular donors to
a local church

61%

Have a favorite station



37%

Listen to a Christian
teaching/talk radio station
daily or regularly

36%

Donate to their
favorite station

- Majority of Christian Radio listeners convert into ministry donors -

The Case for Christian Radio

Case in Point



Radio stations
bring consumers
together and
motivate them
to act



Christian Radio
listeners are
committed to
faith and active
at church



For unparalleled
reach to committed
Christians ... the
answer is
Christian Radio!

If you are looking to expand your ministry's reach and impact now and for eternity ... we would urge you to unlock the unparalleled reach and response of Christian radio!

For more information visit:
www.ambassadoradvertising.com/caseforradio



Ambassador Advertising

1641 Langley Ave.
Irvine CA 92614-5619
P: 949.681.7600
marketing@ambaa.com
Social: @AmbassadorTeam