BBC Radio 3
The Essay: Mon-Fri, 22:45-23:00
Summary

• The Essay had an audience of 97k live listeners each week in the latest quarter, with a decline seen so far in 2017.

• The programme’s audience skews more male (63% vs 55% for Radio 3), older (61% aged 65+ vs 47% for R3) than the Radio 3 average, and attracts a similar social grade split (72% ABC1 vs. 73% for Radio 3).

• The audience appreciation to the show has dipped notably year on year and is now lower than the network average.

• The vast majority of live listening (92%) is done in home, unsurprising given the weekday evening timeslot.

• On-demand listening drives the online requests for the programme, making it the 3rd most time-shifted programme on Radio 3 (with c6% of all listening time-shifted).
<table>
<thead>
<tr>
<th>Weekly Reach (000's):</th>
<th>Share of listening:</th>
<th>Av. Hrs per listener:</th>
</tr>
</thead>
<tbody>
<tr>
<td>97</td>
<td>1%</td>
<td>00:26</td>
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<table>
<thead>
<tr>
<th>Highest day of reach:</th>
<th>Proportion who listen every day:</th>
<th>Average age:</th>
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<tbody>
<tr>
<td>Tuesday (44k)</td>
<td>2%</td>
<td>66</td>
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<table>
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<tr>
<th>Proportion who also listen to:</th>
<th>Average target audience:</th>
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<tbody>
<tr>
<td>Breakfast Mon-Fri 06.30-09.00: 45%</td>
<td>(35-54 ABC1s): 19%</td>
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<tr>
<td>Radio 3 in Concert Mon-Fri 19.30-22.00: 62%</td>
<td></td>
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<tr>
<td>The Verb Fri 22.00-22.45: 20%</td>
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Source: RAJAR Q2 2017 15+/Pulse (latest quarter)
Live radio listening performance & appreciation
Both Reach and Share have dipped in 2017, with reach now below 100k and share falling to 1.2% from 1.7% in 2015.

Source: RAJAR Q2 2017 15+
AI (appreciation) for the show has dipped in the last year, having been in line with the R3 average.
Average hours per listener stands at 26mins, having risen +4mins over the last year.

Source: RAJAR Q2 2017 15+
Yearly decline in audience is somewhat driven by less inheritance from the slot beforehand

Although there is a less notable uplift for The Essay in the latest quarter compared to a year ago.

Source: RAJAR Q2 2017 15+
The Audience
The audience to the programme skews more male and significantly older than the Radio 3 average.

- **The programme attracts a more male audience:**
  - Male: 63%
  - Female: 37%

- **The audience skews 65+:**
  - 61% are 65+

- **The audience skews more well off:**
  - 72% are ABC1

**Radio 3 average**
- 55% male
- 47% are 65+
- 73% ABC1

Source: RAJAR Q2 2017 15+
The programme’s audience continues to be driven by those aged 55+, with just 22k listeners aged 35-54.
Listening by platform and location
Clearly, given the time of the programme, the majority of people are reached at home (92%).

Source: RAJAR Q2 2017 15+
Home listening dominates the late night zone

Reach (000s) The Essay Mon-Fri, 22:45-23:00 by Location

Source: RAJAR Q2 2017 15+
A rise in digital listening has seen DAB listening levels now in line with AM/FM listening.

<table>
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<tr>
<th></th>
<th>AM/FM</th>
<th>DAB</th>
<th>Online</th>
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<tbody>
<tr>
<td>2014</td>
<td>74.6%</td>
<td>18.2%</td>
<td>1.1%</td>
</tr>
<tr>
<td>2017</td>
<td>43.9%</td>
<td>43.1%</td>
<td>1.2%</td>
</tr>
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</table>

Source: RAJAR Q2 2017 15+
The Essay is more driven by on demand when it comes to online listening. It has the third highest proportion of on demand listening of any programme on the station.

**Live & Catch-up: The Essay slot iPlayer Requests**

Source: Comscore digital analytics /R&M Multiplatform; UK/ BBC iStats av; off-schedule included; UK only. Figures monthly