<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>787</td>
<td>5%</td>
<td>01:01</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Highest day of reach:</th>
<th>Proportion who listen every day:</th>
<th>Average age:</th>
<th>Proportion who also listen to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>18%</td>
<td>53</td>
<td>Sport on 5 live overall</td>
</tr>
<tr>
<td>(464)</td>
<td></td>
<td>(25-44) : 20%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Source: RAJAR Q4 2017 15+
Live radio listening, performance & appreciation
606 reaches 0.7m-1.0m each quarter

Source: RAJAR Q4 2017 15+
The show’s appreciation (AI) generally falls slightly below the station average

Source: Pulse Panel
Time spent listening is steady amongst most audiences, though is in decline amongst 16-34s.

Source: RAJAR Q4 2017 15+
Audience reach is strongest in the first half hour of the show

Reach (000s) 606 Sat; Sun, 18:00-20:00; 18:00-19:30

Source: RAJAR Q4 2017 15+
The Audience
The audience to the programme is more likely to be male, over 45, and affluent.

- The programme attracts a more male audience: 83% vs 17%
- The audience skews 45-54: 30% are 45-54
- The audience skews more well off: 59% are ABC1

Source: RAJAR Q4 2017 15+
Reach is relatively stable amongst most audiences, but is in decline amongst 15-34s.
Listening by platform and location
The majority listening is done at home – though almost a fifth is done while on the move.

77%

19%

3%
In car listening is steady throughout the show, whilst in home steadily declines.

Source: RAJAR Q4 2017 15+
The majority of listening is done via DAB, though analogue is still an important channel.

<table>
<thead>
<tr>
<th>Channel</th>
<th>2014 Percentage</th>
<th>2017 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM</td>
<td>44.9%</td>
<td>33.8%</td>
</tr>
<tr>
<td>DAB</td>
<td>41.3%</td>
<td>48.2%</td>
</tr>
<tr>
<td>Online</td>
<td>4.8%</td>
<td>10.5%</td>
</tr>
</tbody>
</table>

Source: RAJAR Q4 2017 15+
The majority of listening is live

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