BBC Radio 3
Slot: Fri, 2200-2245
Headlines

• The Verb (Fri 22:00-22:45) has 59k live listeners each week (Q417), the highest reach since Q2 16. Share has also increased to its highest level for a year at 1.4% (Q417).

• The programme’s audience skews older (58% aged 65+) and more well off (58% 65+) but is less well off (C2DE 30%) than the typical Radio 3 listener.

• There has been a significant growth in audience appreciation (AI), year on year from 76 to 81. However, it remains below the Radio 3 average which currently stands at a high 84.

• The audience peaks during the last 15 mins of the programme with 43k listeners between 2230-2245. Normally, this would be driven by people switching on as they get ready for bedtime, however, the location of listening data suggests that it is driven by people switching on in cars as they potentially travel home, after being out socialising on a Friday evening.

• Positively, time spent per listener has shown growth among the younger Radio 3 target of 35-54s and they now spend the most time listening to the programme (42mins each week vs only 30 mins among the older 55+). However, listening among that older audience has fallen and as they account for the majority of the audience, this has driven the overall average time spent down to 30 mins (-4mins YonY).
<table>
<thead>
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<th>Weekly Reach (000’s):</th>
<th>Share of listening:</th>
<th>Av. Hrs per listener:</th>
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<tbody>
<tr>
<td>59k</td>
<td>1.4%</td>
<td>30 mins</td>
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<table>
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<th>Proportion who also listen to:</th>
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<tr>
<td>Radio 3 in Concert (Fri) Fri 19.30-22.00: 42%</td>
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<tr>
<td>The Essay (Mon-Fri) Mon-Fri 22.45-23.00: 67%</td>
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<td>Free Thinking Tue-Thu 22.00-22.45: 50%</td>
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<th>Average age: 65 years</th>
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<td>Proportion target audience: (35-54 ABC1): 8%</td>
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AI average (2017): 81
Live radio listening, performance & appreciation
Reach and share to *The Verb* has been steady over the last 2 years. Positively, reach nudged up to its highest level since Q216 in the most recent Quarter.

Source: RAJAR Q4 2017 15+ (12 month weight)
The show’s appreciation (AI) remains below the Radio 3 network average but moved significantly upwards, year on year.

Source: Pulse Panel
Overall, time spent per listener has slightly decreased, year on year. However, positively it has grown among the younger network target of 35-54s.

Source: RAJAR Q4 2017 15+ (12 month weight)
In the latest quarter, audience reach peaked between 2230-2245 suggesting a switch on point to the network.

Audiences are down on the year across the first half hour of the programme, with the exception of that last quarter hour period. Later in the deck, we see that it is people switching on during that last period whilst they are in the car, potentially driving home after being out that evening.

Source: RAJAR Q4 2017 15+ (12 month weight)
The Audience
Listeners to the show are more female and older than the Radio 3 audience overall but less well off than the typical R3 listener.

The programme attracts a more female audience: 58% vs 42%

The audience attracts an older audience: 58% are 65+

The audience skews more well off: 69% are ABC1

Radio 3 Average

Source: RAJAR Q4 2017 15+ (12 month weight)
Reach is driven by the 55+ audience and reach among this group has moved to its highest level for 8 years.

Reach (000s) by age groups for The Verb Fri, 22:00-22:45

Source: RAJAR Q4 2017 15+ (12 month weight)
Listening by platform and location
Given the broadcast time, it isn’t surprising that the majority of listening is within the home (91%)
Marginal loss in listeners within the home, after the first 15 mins of programme. There is a small uplift in listeners tuning in for the last 15 mins as they travel home later after potentially socialising on a Friday evening.

Source: RAJAR Q4 2017 15+ (12 month weight)
Listening to the programme via a DAB Radio has shown significant growth over the last 3 years and is now just below listening via analogue radio.

**AM/FM**
- 2014: 57%
- 2017: 47%

**DAB**
- 2014: 26%
- 2017: 41%

**Online**
- 2014: 8.1%
- 2017: 7.6%

Source: RAJAR Q4 2017 15+ (12 month weight)
Online requests are low to the programme with only c5k in total each month. The most popular episode in 2017 was in July, ‘The Verb – David Sedaris and Sarah Churchwell’, with 3,242 requests.

Note: from Nov. 16 to Oct. 17, off schedule Audio numbers incorrectly included some Live Audio figures. The issue has been rectified from Nov. 17