SNAPSHOT – 1830 Comedy: Mon-Fri, 18:30-19:00

Weekly Reach (000's): 2,872
Share of listening: 17%
Av. Hrs per listener: 00:53

Highest day of reach:
Monday (1,388)

48%
52%

AI average: 77

Proportion who listen every day: 7%

Average age: 60
Proportion target audience: (35-54 ABC1) : 21%

Source: RAJAR Q3 2018 15+
Live radio listening performance & appreciation
Reach to the slot has been declining over the past three quarters, with the most recent quarter bringing in 2.87m average weekly listeners (16.7% share).

Source: RAJAR Q3 2018 15+
The slot’s appreciation (AI) falls below the Radio 4 average and has seen a year-on-year decrease

Appreciation Index

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<td>76</td>
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<tr>
<td>Radio 4 Average</td>
<td>81</td>
<td>80</td>
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Source: Pulse Panel
Time spent per listener has marginally decreased, with declines amongst both 15-34s and 35-54s. Time spent per listener for 55+ has remained stable on the year.

Source: RAJAR Q3 2018 15+
Audience reach is strongest at the beginning of the show and drops throughout the half hour slot.

Source: RAJAR Q3 2018 15+
The Audience
The audience to the programme slot is more female (52%), older (44% are 65+) and more well off (77% are ABC1).

The programme attracts a more female audience: 52% vs 48%

The audience skews 65+: 44% are 65+

The audience skews more well off: 77% are ABC1

Source: RAJAR Q3 2018 15+
There has been an increase in listeners aged 55+, while reach of those aged under 55 has dropped.

Source: RAJAR Q3 2018 15+
Listening by platform and location
A significant majority of people are reached at home (82%).

Source: RAJAR Q3 2018 15+
At home and in car listening is strongest at the beginning of the slot, whereas at work listening is marginally stronger at the end.

Source: RAJAR Q3 2018 15+
Listening to the slot via digital devices is increasing, whereas AM/FM listening has continued to fall.

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<th></th>
<th>2014</th>
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<tr>
<td>AM/FM</td>
<td>50%</td>
<td>45.6%</td>
</tr>
<tr>
<td>DAB</td>
<td>39.1%</td>
<td>45.9%</td>
</tr>
<tr>
<td>Online</td>
<td>3.5%</td>
<td>5.2%</td>
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Source: RAJAR Q3 2018 15+