BBC Radio 4
57’ Drama (Saturday 14.30): Sat, 14:30-15:30
### Weekly Reach (000’s):
- **643**

### Share of listening:
- **7%**

### Av. Hrs per listener:
- **00:42**

### Average age:
- **63**

### AI average:
- **82.4**

### Proportion target audience:
- (35-54 ABC1) : 15%

---

**Source:** RAJAR Q3 2018 15+

**SNAPSHOT** – 57’ Drama (Saturday 14.30): Sat, 14:30-15:30
Live radio listening performance & appreciation
Reach to the slot has improved on the previous quarter, bringing in 643k average weekly listeners, however share is marginally down to 6.7%.

Source: RAJAR Q3 2018 15+
The show’s appreciation (AI) has dropped -1pts YoY but remains above the BBC Radio 4 network average.

Source: Pulse Panel
Time spent per listener has remained stable YoY for all adults. Positively, time spent has increased YoY for the target age group of 35-54s.

Source: RAJAR Q3 2018 15+
Audience reach is strongest at the beginning of the programme and declines throughout the hour.

Source: RAJAR Q3 2018 15+
The Audience
The audience to the programme is more female (54%), older (54% are 65+) and more well off (74% are ABC1).

The programme attracts a more female audience: 54% vs 46%

The audience skews 65+: 54% are 65+

The audience skews more well off: 74% are ABC1

Source: RAJAR Q3 2018 15+
There has been an increase in listeners aged 55+, while the reach of those aged 35-54 has remained stable. Reach for 15-34s has marginally declined.

Source: RAJAR Q3 2018 15+
Listening by platform and location
Over three quarters of people are reached at home (76%), while just less than a quarter are reached in the car (22%).

*Figures >100% as listeners can have been reached in more than one location

Source: RAJAR Q3 2018 15+
At home listening is strongest at the beginning of the programme, whereas in car listening increases throughout the programme (in line with the beginning of the commute home).
Online listening has more than tripled over the past four years, while DAB listening has also increased but AM/FM has seen decline.

<table>
<thead>
<tr>
<th></th>
<th>2014 (%)</th>
<th>2018 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM</td>
<td>58.9</td>
<td>52.3</td>
</tr>
<tr>
<td>DAB</td>
<td>31.0</td>
<td>35.0</td>
</tr>
<tr>
<td>Online</td>
<td>3.0</td>
<td>9.6</td>
</tr>
</tbody>
</table>

Source: RAJAR Q3 2018 15+