BBC Radio 2
Radio 2 Documentary (Monday): 22.00-23.00
Summary

• The reach and share to the programme has remained broadly stable over the last year with time spent marginally growing among the older 55+ listener.

• The programme appreciation is good but is lower than the R2 average.

• The programme has particular appeal to an older 55+ listener with an average age of 56 years (vs 53 for R2). The profile has a more male, less well off, skew vs the R2 average.

• The majority of listening takes place in the home due to the late timeslot, while approx. one fifth of listeners are on the move in the car. Reach throughout the show stays level in home, while in car listening sees a dip after the first 15mins of the show.
**SNAPSHOT – Radio 2 Documentary (Monday): Mon, 22.00-23.00**

- **Weekly Reach (000’s):** 351
- **Share of listening:** 8%
- **Av. Hrs per listener:** 00:41

- 60% of the audience is male, and 40% is female.

**AI average:** 80

- **Average age:** 56 years
- **Proportion target audience:** (35-44s): 12%

**Proportion who also listen to:**
- Chris Evans Mon-Fri 06.30-09.30: 74%
- Jo Whiley Mon-Thu 20.00-22.00: 71%
- Jools Holland Mon 23.00-24.00: 52%

Source: RAJAR Q1 2017 15+/Pulse (latest quarter)
Live radio listening performance & appreciation
Over the last year, reach and share have been broadly stable at c350k/8% share

Source: RAJAR Q1 2017 15+
The show’s appreciation (AI) is at a good level but below the Radio 2 average.

**Appreciation Index**

- **2015**
  - Radio 2 Documentary, Mon 2200-2300: 82
  - Radio 2 Average: 80

- **2016**
  - Radio 2 Documentary, Mon 2200-2300: 82
  - Radio 2 Average: 80

Source: Pulse Panel
Tim spent per listener has marginally risen for the 55+ audience but more steady for 35-54s

Ave. hours per listener

Source: RAJAR Q1 2017 15+
Listener retention through the show is quite strong, although the most recent quarter saw a slight dip in reach after the first 15 mins.
The Audience
The audience to the programme is more male (60%), older (55% are 55+) and less well off (56% are C2DE) than the R2 average.

Source: RAJAR Q1 2017 15+
Longer term reach trend is downwards for both younger 35-45s and older 55+ audiences, although over the last year there has been a marginal uplift for 35-54s.

Source: RAJAR Q1 2017 15+
Listening by platform and location
Not surprisingly with the evening slot, three quarters of listeners are in their homes, with approx. 1 in 5 on the road and less than 1 in 10 are working.

75%  18%  8%
At home listening remains broadly level throughout the programme whilst in car listening moves down after the first 15 minutes.

Source: RAJAR Q1 2017 15+
Analogue listening still accounts for the majority of listening to the programme but DAB Radio listening now accounts for a quarter of all listening.

- **AM/FM**
  - 2014: 58%
  - 2017: 64%

- **DAB**
  - 2014: 22%
  - 2017: 25%

- **Online**
  - 2014: 1%
  - 2017: 2%

Source: RAJAR Q1 2017 15+