Summary Points

• Book at Bedtime reach has been fairly steady over time while the programme’s share tends to fluctuate more. The most recent quarter brought in an audience of 1.2m/19.7% share.

• Audience appreciation has increased across the year to 77 but is still below the Radio 4 average.

• The programme has gradually lost younger listeners across the years and skews older and more female than the Radio 4 average.

• Almost half of all listening to the programme is now done digitally (DAB: 34.9%/ Online: 9.8%)
<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>1,212</td>
<td>20%</td>
<td>00:34</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>Wednesday (602)</td>
<td>12%</td>
<td>63</td>
<td>The World Tonight Mon-Fri 22.00-22.45: 88%</td>
</tr>
<tr>
<td></td>
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<td>Various Mon-Fri 23.00-23.30: 74%</td>
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<td>Today in Parliament Mon-Fri 23.30-24.00: 54%</td>
</tr>
</tbody>
</table>

Source: RAJAR Q1 2017 15+/Pulse
Live radio listening performance & appreciation
Reach has remained fairly steady since the start of 2016 with the most recent quarter bringing in 1.2m/19.7% share.

Source: RAJAR Q1 2017 15+
The show’s appreciation (AI) falls below the Radio 4 average but has seen a +2pt increase in the last year to 77
While time spent per listener is stable for the total audience, there has been a -5 minute decline among 15-34s in the last year.

Source: RAJAR Q1 2017 15+
In Q1 17 audiences dropped off slightly towards the end of the programme

Source: RAJAR Q1 2017 15+
The Audience
The audience to Book at Bedtime is more female (62%) and older (50% are 65+) than the R4 average.

The programme attracts a more female audience: 62%

Radio 4 Average: Male: 51.1%, Female: 48.9%

The audience skews 65+: 50% are 65+

Radio 4 Average: 36.5% aged 65+

The audience skews more well off: 70% are ABC1

Radio 4 Average: 74.6% ABC1
Reach to the 55+ audience sees a marginal upward trend over time while reach amongst 35-54s has gradually fallen.

Source: RAJAR Q1 2017 15+
Listening by platform and location
The majority of people’s time is spent listening at home (94%)
At home listening is strongest during the first part of the programme
There have been large increases in DAB and Online listening, now accounting for almost half of listening.

<table>
<thead>
<tr>
<th></th>
<th>AM/FM</th>
<th>DAB</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>61%</td>
<td>28.4%</td>
<td>3.4%</td>
</tr>
<tr>
<td>2017</td>
<td>53.7%</td>
<td>34.9%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

Source: RAJAR Q1 2017 15+