BBC Radio 4

Book of the Week: Mon-Fri, 09.45-10.00; 24.30-24.45
Summary Points

• Book of the Week’s reach has grown across the last year, now sitting at 3.2m/10.5% share.

• Audience appreciation for the programme is steady on the year and in line with the Radio 4 average.

• Book of the week appeals to older and more female audiences with 50% of the audience 65+
### Weekly Reach (000's): 3,223
- Share of listening: 10%
- Av. Hrs per listener: 00:34

<table>
<thead>
<tr>
<th>Highest day of reach:</th>
<th>Monday (1,504)</th>
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<tbody>
<tr>
<td>Proportion who listen every day:</td>
<td>10%</td>
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| AI average: | 81 |

| Average age: | 62 |
| Proportion target audience: | (35-54 ABC1) : 16% |

<table>
<thead>
<tr>
<th>Proportion who also listen to:</th>
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<tbody>
<tr>
<td>Various Mon-Fri 09.00-09.45: 88%</td>
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<tr>
<td>Woman's Hour Mon-Fri 10.00-10.45: 75%</td>
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<td>15 Minute Drama Mon-Fri 10.45-11.00: 57%</td>
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Source: RAJAR Q1 2017 15+/Pulse
Live radio listening performance & appreciation
Reach has grown steadily over time, as share tends to fluctuate around 9%-10% mark.

Source: RAJAR Q1 2017 15+
Book of the Week’s appreciation score is in line with the station’s average of 81.
Time spent listening has increased slightly on the year, driven by an older audience (55+).
Audience reach is ever so slightly stronger at the start of Book of the Week.
The Audience
Book of the Week audience skews more female (60%), older (50% are 65+) and more well off (72% are ABC1)

The programme attracts a more female audience: 60% vs 40%
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:
72% are ABC1
Radio 4 Average:
74.6% ABC1

Source: RAJAR Q1 2017 15+
There has been an increase in listeners aged 55+, while reach of younger audiences is stable.
Listening by platform and location
The majority of listening occurs at home (82%)
Listening at home drops off slightly across the 15 minutes

Source: RAJAR Q1 2017 15+
Listening to the show via digital devices has increased significantly.

- **AM/FM**
  - 2014: 60.7%
  - 2017: 54%
- **DAB**
  - 2014: 28.5%
  - 2017: 35.5%
- **Online**
  - 2014: 3.4%
  - 2017: 7%

Source: RAJAR Q1 2017 15+