

BBC Radio 4

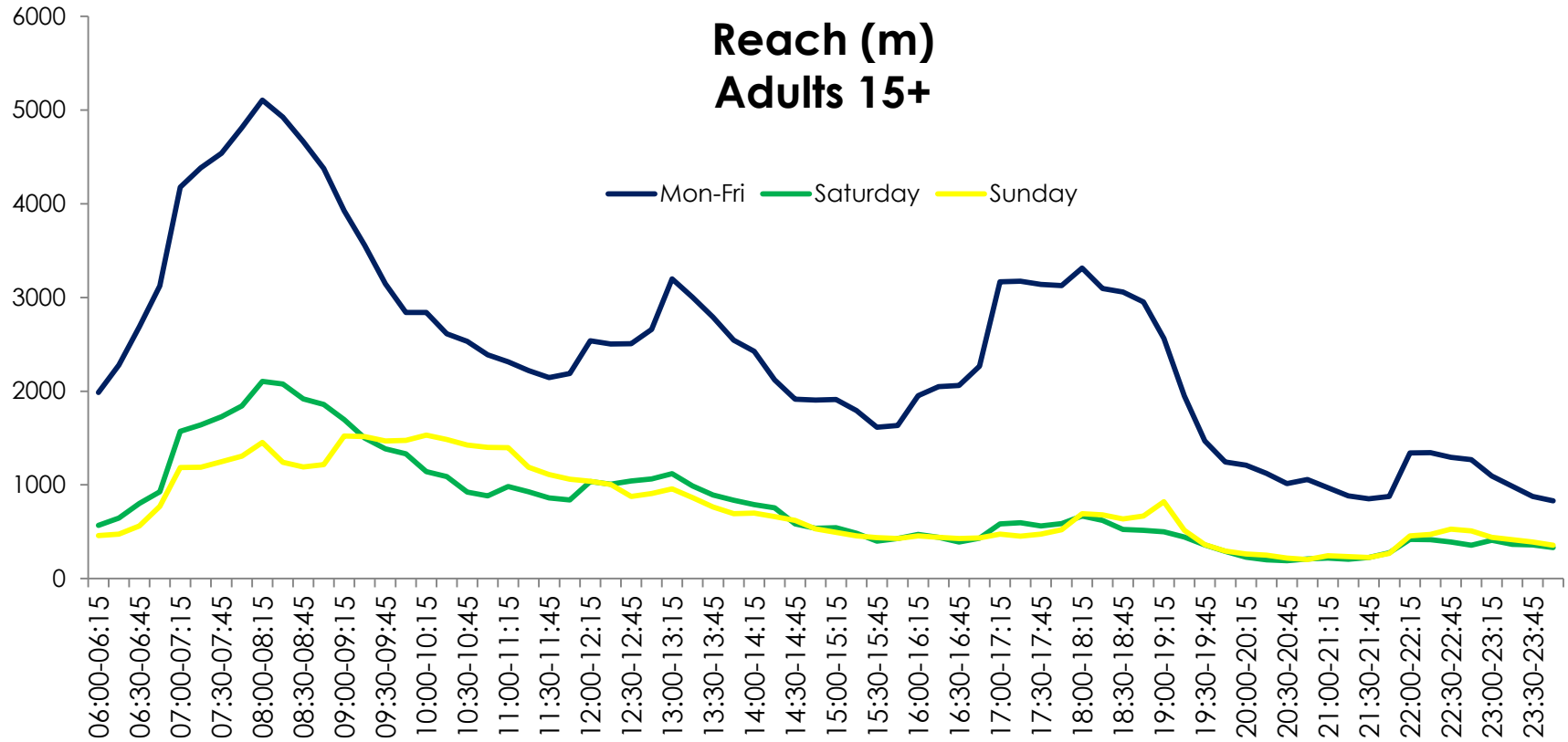
44 Minute Drama



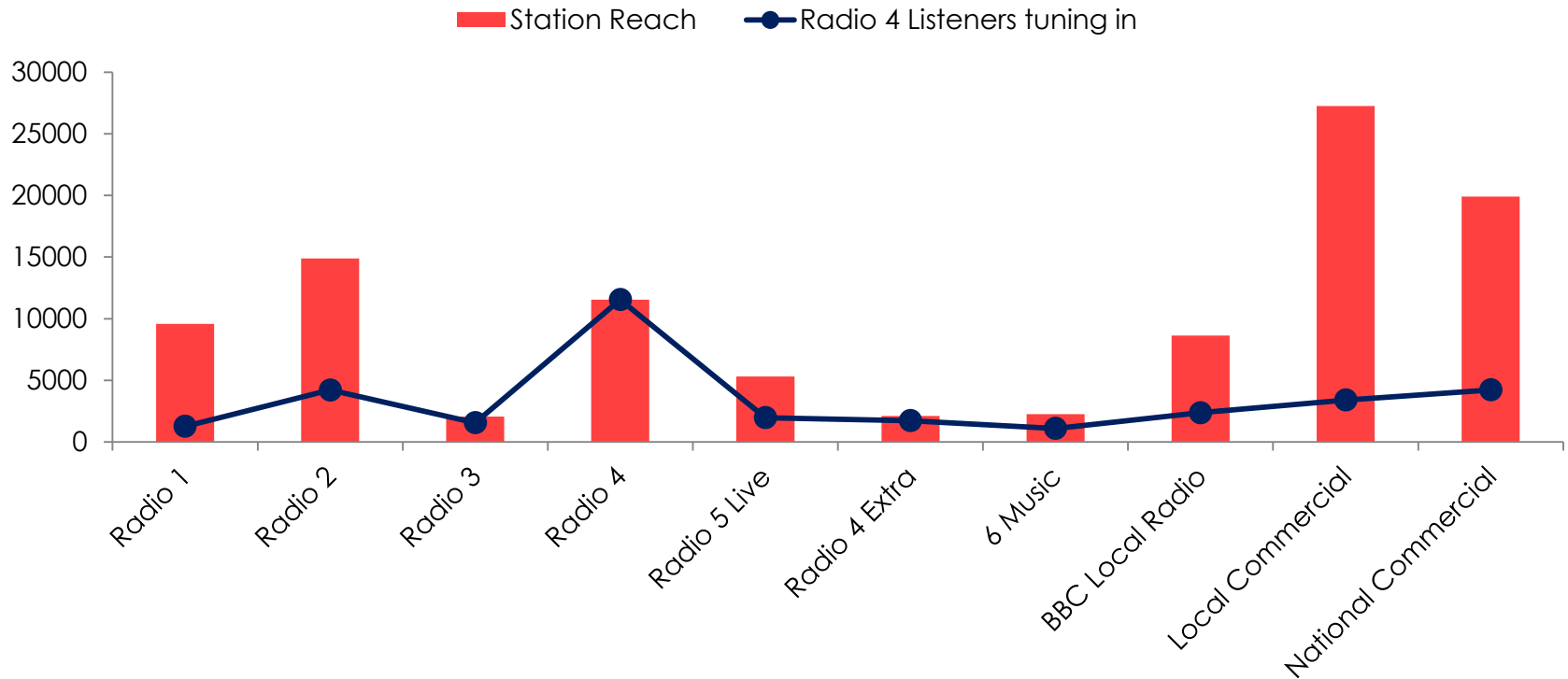
The BBC Radio 4 Audience

- **Reach:** 11.55 million adults listen to Radio 4 each week, 21.2% of the population.
- **Hours:** Radio 4 continues to have a very loyal audience. The average Radio 4 listener tunes in for 11 hours 00min each week. In total that makes over 127 million hours every week.
- **Share:** Share takes all the minutes listened to any radio, and works out what proportion of this Radio 4 makes up. Radio 4's share of listening is 12.3%, or one in every 8 minutes of all radio consumed.
- **Genre:** News attracts the largest number of listeners at 10.34m per week, while factual reaches 9.41m. Drama attracts 6.96 million average listeners a week, and comedy reaches 5.52 million.
- **Online:** Radio 4 attracts 1.8 million unique browsers to its site each week, the biggest of any BBC Radio station. Of this 1.8m, 68% of these are on mobile or tablet. There are 5.4m million iPlayer requests for Radio 4 programmes weekly, providing Radio 4 with a huge digital footprint.
- The station continues to have a balanced audience in terms of gender (49% male / 51% female). The average age of the Radio 4 listener is 56 years old and skews towards an older audience. Our target audience of 35-54 ABC1 (commonly termed 'replenishers') makes up 24% of the audience. The station also continues to have an upmarket bias – 75% of those tuning in fall into the ABC1 demographic.

When do they listen?



What other radio stations do they listen to?



A black and white photograph of a small kitten wearing large, white over-ear headphones. The kitten is holding a white CD in its mouth. The background is a textured, light-colored surface.

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