

## Mail Online

### Young at heart: Average age of BBC Radio 1 listener is STILL 32 despite desperate attempts to shake-up the station and bring in younger listeners

- Average age of BBC Radio 1 listener is 32, station boss confirmed
- Figure remains the same despite bids to bring in a younger audience - such as giving DJ Nick Grimshaw the coveted Breakfast show slot
- YouTube channel was also launched to attract those aged 15-29
- Controller Ben Cooper said today the average 'kept him up at night'
- Station has 11million listeners, but rival Radio 2 reaches 12.5million a week

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Radio 1's average listener age is 32 - despite numerous moves, including giving Nick Grimshaw (pictured) the coveted Breakfast show position, to bring the figure down to match its 15-29 target audience.

The average age of a BBC Radio 1 listener has remained stuck at 32 - despite numerous attempts by the station to appeal to a younger audience.

Over the past couple of years, Radio 1 has tried numerous tactics to reduce its average listening age to match its 15-29 target audience - including replacing Breakfast show host Chris Moyles with Nick Grimshaw in September 2012.

It was hoped the latter would bring in a new, younger audience who were more interested in chart music.

Younger presenters such as Greg James and Jameela Jamil were also given high-profile slots over 'older' predecessors.

Other methods - such as installing cameras in studios so listeners can watch shows, launching a YouTube channel where viewers can

watch humorous stunts filmed by presenters, and increased publicity surrounding festivals The Big Weekend and the Ibiza Weekend - were also tried.

The station is even making a move towards television in a bid to attract young people - and will be shown live on BBC iPlayer from September this year.

But despite 18 being the most common age of a Radio One listener - its average age still remains stuck at 32, station controller Ben Cooper has said.

Mr Cooper said today attracting the younger listener 'keeps him up at night.'

He said many of the station's 'older listeners' - who force the average age up - probably don't see themselves as too old for the station and so continue to tune in.

'I don't define myself by how old I am - I'm still 28 in my head,' he said.

Previously, Mr Cooper said the fact there are more older people in the UK than young would affect the average, adding: 'You can't tell people to stop listening.'

In an interview with today's Independent, Mr Cooper said despite the success of his hugely successful Radio One YouTube channel - which is the first to reach one million subscribers, many from outside the UK - he was aware the figure is what his success will be judged on.

As well as replacing Chris Moyles (left), station bosses gave younger DJs such as Greg James (right) and Jameela Jamil more high-profile slots

He added he thinks the move to iPlayer will help bring down the age.

Mr Cooper told the newspaper he has given up on the idea of getting young people to listen for longer - adding there is 'no point' in attempting to go back to an era where people would sit around and listen to a radio for hours on end.

He suggested radio was losing many of its young listeners to television or music playing sites - adding: 'To a lot of young people the idea of buying a radio set is alien - it hasn't got a screen and is not connected to the internet.'

Jameela Jamil now presents the chart show on Sunday evenings. A YouTube channel and installing cameras in the studios were also moves to bring in younger audiences

## Who's tuning in? BBC Radio's Weekly Reaches

According to RAJAR figures, in the quarter to February 2014 BBC stations had the following reach on an average week.

**RADIO 1:** 10,969,000

**RADIO 2:** 15,513,000

**RADIO 3:** 1,992,000

**RADIO 4:** 11,205,000

**RADIO FIVE LIVE:** 5,529,000

**BBC REGIONAL RADIO:** 9,321,000

Most recent figures released by RAJAR (the Radio Joint Audience Research - the body in charge of measuring radio audiences in the UK) suggested in the last quarter of 2013, 45.5 per cent of those aged 14-25 listened to the radio on a mobile phone.

The organisation, which is jointly owned by the BBC, found that - in the quarter from October 2013 to Feb 2014 - the station had a reach of 10,969,000. This is the average number of weekly listeners who tuned in for more than five minutes.

Of the major BBC stations, the figure was less than Radio 2, which had 12,513, 000 and Radio Four which gained 11,205,000.

Radio 3 had 1,992,000 and Radio Five Live 6,529,000. BBC Regional stations had a reach of 9,321,000 combined.

The BBC has been contacted by MailOnline for comment.

<http://www.dailymail.co.uk/news/article-2564639/Young-heart-Average-age-BBC-Radio-1-listener-STILL-32-despite-desperate-attempts-shake-station-bring-younger-listeners.html>