

# Radio 1's target audience

## Who are they?

- There are around 7 million 16-24s in the UK (11% of the population). This number is slowly declining – in 1971, they accounted for 13% of the population.
- The Young are the most ethnically diverse. More than 13% are from ethnic minorities – double that in the rest of the population. (ONS 2003)
- They are much less likely to have settled down than previous generations. The vast majority are single (83%). Only one in twenty are married and only one in ten are living with a partner.
- The Young are better educated than ever before. They are placing a greater emphasis on education. The number of people in further and higher education has more than doubled in the past 10 years.
- However education comes with a cost. According to the Student Income and Expenditure Survey (05), students who graduated in 02/03 left university with debts 2.5 times great than students graduating in 98/99. Expected debt for the average student is £8,666.
- The Young are less likely to read newspapers and more likely to go to the internet for their news. The Sun is the most popular daily and News of the World is the most popular Sunday paper.
- It's hard to shock with sex or drugs. Over 40% of the Young have smoked cannabis and 86% of young people support its legalisation. Among today's 16-24 year olds, 20% of men and 15% of women have already had 10 or more partners.
- Despite their lifestage – working or studying, married or single - as a group, the Young are quite similar in their attitudes to life.
- They grew up in the late Eighties and early Nineties and live in a world that wasn't available to most of their parents. They were brought up with enormous consumer choice and are very demanding as a result.

- **They are technologically literate. They are the first generation not to know life without mobile phones and credit cards.**
- **The Young are trend-setters not only for one another but also for the rest of the population. Younger kids look up to them to check out the latest fashion, and adults often observe them to find out what is 'in.'**
- **The Young are defined by the brands they consume whether it's media or clothing.**
- **They aren't old enough to remember:**
  - **Thatcherism**
  - **Live Aid**
  - **Space Invaders**
  - **Life without Channel 4**
  - **High inflation and mass unemployment**
  - **Studying without the internet**
  - **Computers without a mouse**
- **The Young do not often associate the BBC with things that are relevant to them. They perceive the BBC as generally 'old-fashioned', 'introspective', 'slow' and 'corporate'.**

## **What's on their minds? .....**

The following statements have been aggregated from interviews with our audience. These are just a few examples. They are insights into their world. These audience insights are useful as examples of springboards to creative thinking, for example when considering the story behind the statement. Why do young people feel like this? What do their feelings say about the world they live in and the way they consider themselves? What is the subtext?

**“If I don't like football, I'm nobody”**

**“Am I gay?”**

**“Money is for spending on me. Now. Not for saving”**

**“I secretly really admire Jordan, but I'd never admit it”**

**“I don't care about being in debt”**

**“I'm a virgin but I've told my friends that I'm not”**

**“Just because I smoke the odd spliff, doesn't mean that I'll be smoking crack in a few years time”**

**“I worry that the ice caps are melting, animals are becoming extinct and the world is gonna end”**

**“If I don't do what my mates do, I won't have any friends”**

**“Gangs are scary, but being in one keeps me safe”**

**“Just because I don't know my dad, doesn't mean I'm a loser”**

**“I might be a teenage parent, but that doesn't mean I'm a bad parent”**

**Remember: the audience is at the heart of everything we do.....**