

31st May 2016



Share Radio reaches a quarter of a million listeners

Two months after launching nationally, Share Radio is reaching 250,000 listeners. Ipsos MORI research commissioned by Share Radio indicates that the station reached a quarter of a million listeners in the month up to May 19 2016.

Weekly audiences are 120k, which shows more than doubling of audience post national launch. Share Radio is the UK's only business and finance radio station and unique in commercial radio station in targeting BBC Radio 4's quality speech listenership. Share Radio is the only commercial radio station with a focus on pure editorial – no DJs, no phone ins – just news and comment about business, investment, consumer finance and politics, presented by experts in their field.

The research was conducted against a national survey of over 2000 respondents and indicates an audience of ABC1 35+ listeners with a 60% male profile. Regionally the station has a bias towards London and the South East, with regional listenership as follows:

Research indicates that listening by platform is split 70% via DAB and 30% via online/mobile devices.

Lee Roberts, Commercial Director of Share Radio said, "Because of the way RAJAR samples audiences we have to wait until next year for our first national data. RAJAR advised that we undertake special research from their contracted research supplier, Ipsos MORI. This gives us reassurance that Share Radio is growing in line with our own forecasts and has a very exciting future for listeners, advertisers and our investors. On top of the recent information that we have shown a threefold increase in on-demand listening, data showing that we have more than doubled our original London only audience is very welcome. It shows there is a very real market for an alternative to BBC Radio 4."

Contact the sales team at Share Radio on 020 7798 1960 regarding sponsorship and advertising opportunities.

Share Radio presenters include Sarah Pennells – Santander Media Financial Broadcaster of the Year 2015 and Georgie Frost – Headline Money Awards Financial Broadcaster of the Year 2016. The station also recently won a City of London Wealth Management Awards for Educational Initiative.