

RAJAR DATA RELEASE Q4 24 – February 6th 2025



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SAMPLE SIZE:
Survey period - Q4 2024
Code Q (Quarter): 6,185 Diaries 15+

TERMS
WEEKLY REACH: The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.
SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the area (TSA) in an average week.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 23	Q3 24	Q4 24	Q4 24 vs. Q4 23	Q4 24 vs. Q3 24	Q4 23	Q3 24	Q4 24
BBC Radio London	Q	548	495	491	-10.4%	-0.8%	0.9	0.7	1.0
Capital London	Q	1618	1786	1711	5.7%	-4.2%	3.6	4.3	4.1
Capital XTRA (London)	Q	739	664	621	-16.0%	-6.5%	1.0	1.1	1.2
Gold Radio London	Q	344	369	261	-24.1%	-29.3%	1.1	0.8	0.9
Greatest Hits Radio (London)	Q	1442	1072	1040	-27.9%	-3.0%	3.8	2.6	3.1
Heart London	Q	2003	1945	2133	6.5%	9.7%	5.9	4.6	5.6
Hits Radio (London) (was KISS (London))	Q	964	645	727	-24.6%	12.7%	1.5	1.2	1.1
LBC London	Q	1394	1415	1399	0.4%	-1.1%	7.3	8.7	8.2
LBC News (London)	Q	474	434	373	-21.3%	-14.1%	0.7	0.5	0.5
Magic (London)	Q	1670	1066	1161	-30.5%	8.9%	5.7	2.4	2.5
Smooth Radio London	Q	1076	1247	1134	5.4%	-9.1%	2.3	2.6	2.6
Radio X London	Q	444	574	426	-4.1%	-25.8%	1.7	2.2	1.6

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NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 23	Q3 24	Q4 24	Q4 24 vs. Q4 23	Q4 24 vs. Q3 24	Q4 23	Q3 24	Q4 24
BBC Radio 1	Q	1242	1508	1325	6.7%	-12.1%	3.1	5.0	3.9
BBC Radio 2	Q	2115	2113	2139	1.1%	1.2%	9.0	8.9	11.2
BBC Radio 3	Q	478	563	545	14.0%	-3.2%	1.5	2.6	2.0
BBC Radio 4	Q	2212	2236	2220	0.4%	-0.7%	12.8	13.3	14.0
BBC Radio 5 live	Q	1174	1436	1142	-2.7%	-20.5%	2.6	3.4	3.0
Classic FM ¹	H		908	964		6.2%	4.8	3.4	3.2

¹ Station changed reporting survey period