

RAJAR DATA RELEASE Q4 24 – February 6th 2025



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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
ALL RADIO	Q	49473	50898	50272	1.6%	-1.2%	100.0	100.0	100.0
ALL BBC	Q	31286	32620	31690	1.3%	-2.9%	43.2	44.5	44.2
15-44	Q	11464	12699	12009	4.8%	-5.4%	29.5	31.8	31.7
45+	Q	19823	19922	19681	-0.7%	-1.2%	49.6	50.6	49.8
ALL BBC NETWORK RADIO	Q	28724	30148	29089	1.3%	-3.5%	38.3	40.0	39.6
BBC RADIO 1	Q	7330	8179	7537	2.8%	-7.8%	4.5	5.3	4.9
BBC RADIO 1XTRA	H	718	804	811	13.0%	0.9%	0.3	0.4	0.4
BBC RADIO 2	Q	13281	13309	13645	2.7%	2.5%	13.4	13.4	14.3
BBC RADIO 3	Q	1775	2039	1952	10.0%	-4.3%	1.3	1.6	1.4
BBC RADIO 4 (INCLUDING 4 EXTRA)	Q	9476	10091	9371	-1.1%	-7.1%	12.0	12.2	12.0
BBC RADIO 4	Q	9116	9686	9039	-0.8%	-6.7%	11.0	11.0	10.8
BBC RADIO 4 EXTRA	Q	1464	1521	1477	0.9%	-2.9%	1.0	1.1	1.2
BBC RADIO 5 LIVE (INC. SPORTS EXTRA)	Q	5952	6715	5693	-4.4%	-15.2%	3.6	4.1	3.3
BBC RADIO 5 LIVE	Q	5245	6019	5344	1.9%	-11.2%	3.1	3.5	3.0
BBC RADIO 5 SPORTS EXTRA	Q	1552	1781	1192	-23.2%	-33.1%	0.5	0.7	0.3
BBC 6 MUSIC	Q	2519	2725	2776	10.2%	1.9%	2.6	2.3	2.5
BBC ASIAN NETWORK UK	H	448	609	579	29.2%	-4.9%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1072	1099	1184	10.4%	7.7%	0.5	0.5	0.5
BBC LOCAL/REGIONAL	Q	6986	6756	7151	2.4%	5.8%	4.9	4.6	4.6

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Station	Q	26705	27642	28679	7.4%	3.8%	26.8	26.1	26.7
ALL NATIONAL COMMERCIAL	Q	26705	27642	28679	7.4%	3.8%	26.8	26.1	26.7
ABSOLUTE RADIO NETWORK	H	5287	5660	5611	6.1%	-0.9%	3.6	3.7	3.6
ABSOLUTE RADIO	Q	2359	1974	2140	-9.3%	8.4%	1.4	1.3	1.4
ABSOLUTE RADIO 60S	H	115	170	170	47.8%	0.0%	0.1	0.1	*
ABSOLUTE RADIO 70S	H	299	370	382	27.8%	3.2%	0.1	0.1	0.1
ABSOLUTE 80S	Q	1589	1714	1575	-0.9%	-8.1%	0.8	0.8	0.7
ABSOLUTE RADIO 90S	H	947	975	1028	8.6%	5.4%	0.4	0.3	0.3
ABSOLUTE RADIO 00S	H	289	400	432	49.5%	8.0%	0.1	0.1	0.1
ABSOLUTE RADIO 10S	H	149	240	265	77.9%	10.4%	*	*	*
ABSOLUTE CLASSIC ROCK	H	796	837	828	4.0%	-1.1%	0.5	0.5	0.5
ABSOLUTE RADIO COUNTRY	H	407	541	610	49.9%	12.8%	0.2	0.3	0.3
BOOM RADIO	Q	627	701	706	12.6%	0.7%	0.7	0.7	0.7
CAPITAL BRAND (UK)	H	7921	9689	9688	22.3%	0.0%	4.0	5.0	4.9
CAPITAL ANTHEMS	Q			440					0.1
CAPITAL CHILL	Q	186	232	216	16.1%	-6.9%	0.1	0.1	0.1
CAPITAL DANCE	Q	863	1016	1177	36.4%	15.8%	0.4	0.5	0.5
CAPITAL NETWORK (UK)	H	5871	7502	7445	26.8%	-0.8%	2.7	3.5	3.6
CAPITAL XTRA BRAND UK	H	1979	2190	2097	6.0%	-4.2%	0.8	0.8	0.7
CAPITAL XTRA (UK)	H	1686	1746	1658	-1.7%	-5.0%	0.6	0.7	0.6
CAPITAL XTRA RELOADED	Q	496	669	599	20.8%	-10.5%	0.1	0.2	0.2
CLASSIC FM BRAND (UK)	H			4568					3.5
CLASSIC FM ¹	H		4416	4475		1.3%	4.0	3.6	3.3
CLASSIC FM CALM	Q			238					0.1
CLASSIC FM MOVIES	Q			154					0.1
GB NEWS RADIO	Q	430	611	468	8.8%	-23.4%	0.3	0.4	0.3
GOLD RADIO NETWORK (UK)	H	1676	1824	1729	3.2%	-5.2%	1.3	1.2	1.1
GREATEST HITS NETWORK (EXC PARTNERS)	H	6850	7547	7595	10.9%	0.6%	5.8	6.2	6.3
GREATEST HITS RADIO 60S	Q			386					0.3
GREATEST HITS RADIO	H	6753	7435	7367	9.1%	-0.9%	5.7	6.1	6.0
HEART BRAND (UK)	H	11527	12992	13298	15.4%	2.4%	7.6	7.8	7.9
HEART 70S	Q	675	853	770	14.1%	-9.7%	0.2	0.3	0.3
HEART 80S	Q	1678	1847	1876	11.8%	1.6%	0.7	0.7	0.8
HEART 90S	Q	1184	1296	1076	-9.1%	-17.0%	0.4	0.4	0.3
HEART 00S	Q	825	1001	1023	24.0%	2.2%	0.3	0.4	0.3
HEART 10S	Q			292					0.1
HEART DANCE	Q	826	1052	1014	22.8%	-3.6%	0.3	0.4	0.5
HEART LOVE	Q			201					*
HEART MUSICALS	Q			134					*
HEART NETWORK (UK)	H	8838	9793	10058	13.8%	2.7%	5.6	5.6	5.6
HEAT	H	472	652	614	30.1%	-5.8%	0.2	0.2	0.2

¹ Station changed reporting survey period

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		'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
HITS RADIO NETWORK (EXC PARTNERS)	H	6330	7225	7167	13.2%	-0.8%	4.9	4.7	4.4
HITS RADIO PRIDE 1	H		321	340				0.1	0.1
HITS RADIO PORTFOLIO (EXC PARTNERS)	H	12016	13269	13287	10.6%	0.1%	10.7	10.9	10.6
HITS RADIO	H	1430	4617	4683	227.5%	1.4%	0.7	2.5	2.2
JAZZ FM	H	446	537	545	22.2%	1.5%	0.2	0.3	0.2
KERRANG!	H	399	420	473	18.5%	12.6%	0.2	0.2	0.2
KISS NETWORK	H	4224	3687	3762	-10.9%	2.0%	2.1	1.6	1.5
KISS	Q	2349	1666	1085	-53.8%	-34.9%	0.8	0.6	0.4
KISS DANCE	Q			720					0.1
KISS FRESH	H	245	188	190	-22.4%	1.1%	0.1	0.1	0.1
KISSTORY R&B	Q			530					0.2
KISSTORY	Q	2368	2341	2165	-8.6%	-7.5%	1.0	0.9	0.8
LBC BRAND (UK)	H	2990	3396	3351	12.1%	-1.3%	2.8	3.0	3.1
MAGIC NETWORK	H	4157	3669	3504	-15.7%	-4.5%	2.4	2.0	1.8
MAGIC	Q	3422	2207	2273	-33.6%	3.0%	1.9	1.1	1.1
MAGIC AT THE MUSICALS	H	165	264	298	80.6%	12.9%	0.1	0.1	0.1
HITS RADIO CHILLED (WAS MAGIC CHILLED)	H	416	452	385	-7.5%	-14.8%	0.1	0.1	0.1
MAGIC SOUL	H	502	666	640	27.5%	-3.9%	0.3	0.2	0.2
MELLOW MAGIC	H	492	430	435	-11.6%	1.2%	0.2	0.2	0.2
NATION 80S	Q			505					0.1
PLANET ROCK	Q	1285	1003	956	-25.6%	-4.7%	1.3	0.9	0.9
MAGIC CLASSICAL (WAS SCALA RADIO)	H	199	219	218	9.5%	-0.5%	0.2	0.2	0.2
SMOOTH BRAND (UK)	H	6165	7668	7841	27.2%	2.3%	4.0	4.7	4.7
SMOOTH 70S	Q			317					0.1
SMOOTH 80S	Q			533					0.2
SMOOTH CHILL	Q	471	457	435	-7.6%	-4.8%	0.2	0.2	0.2
SMOOTH COUNTRY	Q	314	463	368	17.2%	-20.5%	0.1	0.2	0.1
SMOOTH RELAX	Q		542	373		-31.2%		0.2	0.1
SMOOTH SOUL	Q			206					0.1
SMOOTH RADIO NETWORK (UK)	H	5473	6626	6573	20.1%	-0.8%	3.6	4.1	4.0
SUNRISE RADIO NATIONAL	Y	317	370	360	13.6%	-2.7%	0.1	0.2	0.2
TALK (WAS TALKRADIO)	H	725	576	504	-30.5%	-12.5%	0.5	0.5	0.5
TALKSPORT	H	3081	3205	3253	5.6%	1.5%	2.1	1.9	1.9
TALKSPORT2	H	398	431	541	35.9%	25.5%	0.1	0.1	0.1
TIMES RADIO	H	492	557	604	22.8%	8.4%	0.4	0.4	0.4
VIRGIN RADIO 80S PLUS	H	123	301	279	126.8%	-7.3%	*	*	*
VIRGIN RADIO	H	1399	1551	1430	2.2%	-7.8%	0.9	0.8	0.8
VIRGIN RADIO ANTHEMS	H	276	453	468	69.6%	3.3%	0.1	0.1	0.1
VIRGIN RADIO CHILLED	H	320	368	355	10.9%	-3.5%	0.1	0.1	0.1
RADIO X BRAND (UK)	H	2168	2352	2430	12.1%	3.3%	2.0	1.8	1.7
RADIO X 00S	Q			133					*
RADIO X 90S	Q			129					*
RADIO X CHILLED	Q			129					*
RADIO X CLASSIC ROCK	Q	244	213	216	-11.5%	1.4%	0.1	0.1	0.1
RADIO X NETWORK (UK)	H	2013	2170	2124	5.5%	-2.1%	1.8	1.7	1.6
ALL LOCAL COMMERCIAL	Q	27009	28035	27434	1.6%	-2.1%	28.0	27.2	27.2
OTHER LISTENING	Q	5690	5942	5661	-0.5%	-4.7%	2.0	2.1	2.0

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