

RAJAR DATA RELEASE – Q4 2021



LONDON STATIONS

SAMPLE SIZE:
Survey period - Q4 2021
Code Q (Quarter): 6,302 diaries 15+
Code H (Half year): 17,805 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 20	Q3 21	Q4 21		Q4 21 vs. Q3 21	Q4 20	Q3 21	Q4 21
BBC Radio London	Q		978	882		-9.8%		1.3	1.5
Capital London	Q		1786	1691		-5.3%		3.4	3.2
Capital XTRA (London)	Q		614	479		-22.0%		1.1	1.0
Gold London	Q		272	275		1.1%		1.0	1.4
Greatest Hits Radio (London)	Q		548	818		49.3%		1.6	2.5
Heart London	Q		1916	1875		-2.1%		5.0	4.9
Kiss (London)	Q		1069	1125		5.2%		1.8	2.4
LBC London	Q		1564	1452		-7.2%		8.1	8.0
LBC News (London)	Q		484	406		-16.1%		0.7	0.6
Magic (London)	Q		1596	1450		-9.1%		4.7	4.0
Premier Christian Radio	Q		84	148		76.2%		0.2	0.5
Smooth Radio London	Q		1040	944		-9.2%		2.0	2.4
Radio X London	Q		559	524		-6.3%		2.0	1.9

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NATIONAL STATIONS ON LONDON TSA

	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 20	Q3 21	Q4 21		Q4 21 vs. Q3 21	Q4 20	Q3 21	Q4 21
BBC Radio 1	Q		1494	1529		2.3%		4.3	4.0
BBC Radio 2	Q		2255	2440		8.2%		11.6	12.6
BBC Radio 3	Q		595	504		-15.3%		2.5	1.9
BBC Radio 4	Q		2591	2486		-4.1%		13.6	12.9
BBC Radio 5 live	Q		1494	1318		-11.8%		3.8	3.9
Classic FM	Q		1260	1123		-10.9%		5.1	4.0