

## LONDON STATIONS - PAGE 1

**SAMPLE SIZE:**  
Survey period - Q2 2024  
**Code Q (Quarter):** 6,042 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       | %     | %     | %     |
|                              |               | Q2 23 | Q1 24 | Q2 24 | Q2 24 vs. Q2 23 | Q2 24 vs. Q1 24 | Q2 23 | Q1 24 | Q2 24 |
| BBC Radio London             | Q             | 607   | 510   | 673   | 10.9%           | 32.0%           | 1.6   | 0.9   | 1.0   |
| Capital London               | Q             | 1582  | 1486  | 1963  | 24.1%           | 32.1%           | 3.7   | 3.4   | 4.2   |
| Capital XTRA (London)        | Q             | 542   | 670   | 709   | 30.8%           | 5.8%            | 1.1   | 1.2   | 1.4   |
| Gold London                  | Q             | 459   | 325   | 352   | -23.3%          | 8.3%            | 1.0   | 0.7   | 1.0   |
| Greatest Hits Radio (London) | Q             | 1145  | 1125  | 1065  | -7.0%           | -5.3%           | 3.6   | 3.1   | 2.8   |
| Heart London                 | Q             | 1778  | 1906  | 2084  | 17.2%           | 9.3%            | 4.8   | 5.1   | 4.6   |
| Kiss (London)                | Q             | 904   | 875   | 723   | -20.0%          | -17.4%          | 1.9   | 1.5   | 1.5   |
| LBC London                   | Q             | 1413  | 1287  | 1462  | 3.5%            | 13.6%           | 7.8   | 6.9   | 7.6   |
| LBC News (London)            | Q             | 431   | 422   | 444   | 3.0%            | 5.2%            | 0.7   | 0.9   | 0.8   |
| Magic (London)               | Q             | 1426  | 1421  | 1268  | -11.1%          | -10.8%          | 3.9   | 3.9   | 4.0   |
| Smooth Radio London          | Q             | 931   | 1049  | 1192  | 28.0%           | 13.6%           | 2.7   | 2.6   | 2.7   |
| Radio X London               | Q             | 453   | 467   | 490   | 8.2%            | 4.9%            | 1.7   | 1.8   | 1.9   |

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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       | %     | %     | %     |
|                  |               | Q2 23 | Q1 24 | Q2 24 | Q2 24 vs. Q2 23 | Q2 24 vs. Q1 24 | Q2 23 | Q1 24 | Q2 24 |
| BBC Radio 1      | Q             | 1330  | 1271  | 1396  | 5.0%            | 9.8%            | 3.5   | 3.5   | 4.0   |
| BBC Radio 2      | Q             | 2184  | 2191  | 2115  | -3.2%           | -3.5%           | 9.1   | 10.5  | 9.7   |
| BBC Radio 3      | Q             | 486   | 552   | 574   | 18.1%           | 4.0%            | 1.7   | 2.1   | 1.7   |
| BBC Radio 4      | Q             | 2275  | 2197  | 2085  | -8.4%           | -5.1%           | 12.6  | 14.0  | 13.2  |
| BBC Radio 5 live | Q             | 1131  | 1076  | 1242  | 9.8%            | 15.4%           | 2.8   | 2.5   | 3.3   |
| Classic FM       | Q             | 1025  | 991   | 892   | -13.0%          | -10.0%          | 4.1   | 4.0   | 3.6   |