

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 1 - UNITED KINGDOM

(INCLUDING CHANNEL ISLANDS AND ISLE OF MAN)



ADULTS AGED 15 AND OVER:
57,640,000



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
All Radio	Q	50078	100	20.5	100	1026885	100
All BBC Radio	Q	31392	100	14.1	99	442294	100
All BBC Radio 15-44	Q	11637	100	8.0	99	92578	99
All BBC Radio 45+	Q	19755	100	17.7	99	349716	100
All BBC Network Radio ¹	Q	28726	100	13.8	99	397329	100
BBC Local Radio	H	7065	103	6.6	100	46356	102
All Commercial Radio	Q	39873	101	14.1	101	563364	102
All Commercial Radio 15-44	Q	18585	100	11.5	101	213630	101
All Commercial Radio 45+	Q	21288	101	16.4	101	349733	102
All National Commercial ¹	Q	28299	106	9.8	99	278732	105
All Local Commercial Radio (National TSA)	Q	27004	98	10.5	100	284631	98
Other Radio	Q	5310	89	4.0	95	21228	85

(1) See note on back cover.

For survey periods and other definitions please see back cover.

Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution.

Source: "RAJAR/Ipsos/RSMB."

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 2 - NATIONAL SERVICES



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
All BBC Network Radio ¹	Q	28726	100	13.8	99	397329	100
BBC Radio 1	Q	7393	101	6.7	106	49437	107
BBC Radio 1Xtra	H	751	96	4.5	100	3416	98
BBC Radio 2	Q	13106	99	10.6	100	138680	99
BBC Radio 3	Q	2148	108	7.4	93	15794	99
BBC Radio 4 (including 4 Extra)	Q	9693	101	12.9	98	125468	100
BBC Radio 4	Q	9329	101	11.9	97	111337	98
BBC Radio 4 Extra	Q	1516	101	9.3	109	14131	110
BBC Radio 5 live (inc. sports extra)	Q	5508	105	6.0	102	33223	107
BBC Radio 5 live	Q	5379	110	6.0	100	32220	110
BBC Radio 5 Sports Extra	Q	583	60	1.7	89	1003	56
BBC 6 Music	Q	2577	101	9.4	94	24144	95
BBC Asian Network UK	H	530	98	5.6	133	2989	131
BBC World Service	Q	1210	99	4.1	71	4982	71
All National Commercial ¹	Q	28299	106	9.8	99	278732	105
Absolute Radio Network ²	H	5572	102	6.2	95	34707	98
Absolute Radio	Q	1957	88	6.6	94	13009	83
Absolute Radio 60s	H	177	144	2.1	60	380	88
Absolute Radio 70s	H	420	146	2.3	82	957	118

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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PART 2 - NATIONAL SERVICES



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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Absolute 80s	Q	1520	98	4.6	94	7026	93
Absolute Radio 90s	H	1069	110	3.5	97	3716	107
Absolute Radio 00s	H	447	153	2.2	85	967	128
Absolute Radio 10s	H	302	174	1.2	109	351	186
Absolute Classic Rock	H	791	93	6.1	127	4790	117
Absolute Radio Country	H	670	171	4.3	69	2866	118
Boom Radio	Q	697	116	13.7	116	9586	135
Capital Brand (UK) ⁶	H	9449	114	5.2	102	48877	115
Capital Anthems	Q	399	*	2.2	*	859	*
Capital Chill	Q	187	98	3.2	62	600	61
Capital Dance	Q	1052	106	4.0	83	4160	88
Capital Network (UK) ²	H	7138	114	4.9	104	35237	120
Capital XTRA Brand UK ²	H	1998	97	3.7	100	7407	97
Capital XTRA (UK) ²	H	1593	94	3.4	97	5385	92
Capital XTRA Reloaded	Q	592	98	3.7	106	2215	106
Classic FM Brand (UK) ¹³	H	4736	*	7.9	*	37449	*
Classic FM	H	4538	102	7.7	92	34974	94
Classic FM Calm	Q	290	*	6.1	*	1763	*
Classic FM Movies	Q	154	*	5.5	*	845	*

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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PART 2 - NATIONAL SERVICES



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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
GB News Radio	Q	559	123	7.7	108	4329	135
Gold Radio Network (UK) ²	H	1599	88	6.6	97	10488	85
Greatest Hits Network (exc Partners) ²	H	7508	96	8.9	106	66661	102
Greatest Hits Radio 60s	H	424	*	6.4	*	2710	*
Greatest Hits Radio ²	H	7143	93	8.7	105	62491	97
Heart Brand (UK) ⁹	H	13385	108	6.3	97	84250	104
Heart 70s	Q	675	93	3.8	127	2538	116
Heart 80s	Q	1722	93	3.8	93	6482	84
Heart 90s	Q	1180	106	3.5	95	4077	98
Heart 00s	Q	967	97	3.7	100	3590	99
Heart 10s	Q	316	*	2.3	*	721	*
Heart Dance	Q	924	95	4.8	141	4426	132
Heart Love	Q	207	*	1.8	*	365	*
Heart Musicals	Q	216	*	4.9	*	1054	*
Heart Network (UK) ²	H	10192	108	6.0	94	60694	101
Heat	H	588	117	3.9	144	2316	169
Hits Radio Network (exc Partners)	H	7100	106	6.5	87	46065	91
Hits Radio Chilled (was Magic Chilled)	H	315	73	2.6	87	811	63
Hits Radio Pride	H	346	*	1.6	*	556	*

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Hits Radio Portfolio (exc Partners) ¹¹	H	13170	100	8.6	98	112726	97
Hits Radio ²	H	4684	103	5.0	78	23262	80
Jazz FM	H	536	124	4.4	119	2371	147
Kerrang!	H	455	100	4.8	91	2196	92
KISS Network ⁵	H	3861	94	4.2	91	16045	85
KISSTORY R&B	H	552	*	3.9	*	2172	*
KISSTORY	Q	2042	98	3.5	83	7125	82
KISS Xtra (surveyed as KISS Fresh)	H	209	93	2.8	108	580	100
LBC Brand (UK) ²	H	3343	103	9.3	100	31098	103
Magic Network ⁸	H	3616	82	4.9	92	17854	76
Magic at the Musicals	H	327	164	4.0	93	1308	153
Magic Classical (was Scala Radio)	H	176	94	6.8	76	1200	71
Magic Soul	H	642	125	2.9	71	1836	87
Mellow Magic	H	454	91	4.6	121	2076	111
Nation 80s	H	519	*	1.1	*	558	*
Planet Rock	Q	1049	101	8.3	81	8670	81
Smooth Brand (UK) ⁷	H	7809	120	6.3	97	49505	117
Smooth 70s	Q	346	*	4.8	*	1675	*
Smooth 80s	Q	595	*	3.3	*	1958	*

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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Smooth Chill	Q	511	127	4.2	89	2149	114
Smooth Country	Q	411	115	5.6	110	2291	126
Smooth Relax	Q	336	97	3.5	81	1180	79
Smooth Soul	Q	278	*	1.3	*	371	*
Smooth Radio Network (UK)	H	6201	107	6.6	102	40630	108
Sunrise Radio National	Y	340	103	5.0	106	1705	111
Talk (was TalkRadio)	H	485	64	9.0	136	4343	86
talkSPORT Network ²	H	3896	105	6.2	102	24083	107
talkSPORT	H	3506	103	6.5	105	22668	108
talkSPORT2	H	676	121	2.1	78	1415	93
Times Radio	H	622	124	8.0	91	5003	113
Virgin Radio Network	H	2120	110	4.6	78	9680	85
Virgin Radio 80s Plus	H	263	166	1.1	55	294	91
Virgin Radio	H	1398	93	5.2	85	7295	80
Virgin Radio Anthems	H	437	171	3.3	92	1439	155
Virgin Radio Chilled	H	316	106	2.1	64	652	66
Radio X Brand (UK) ¹²	H	2497	113	7.7	91	19135	102
Radio X 00s	Q	106	*	2.5	*	269	*
Radio X 90s	Q	122	*	3.2	*	387	*

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



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PART 2 - NATIONAL SERVICES



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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Radio X Chilled	Q	157	*	2.2	*	352	*
Radio X Classic Rock	Q	162	67	6.3	100	1015	67
Radio X Network (UK) ²	H	1997	97	8.3	98	16578	95

(1-13) See note on back cover.

Source. "RAJAR/Ipsos/RSMB."

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 3 - INDIVIDUAL BBC SERVICES



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
BBC NETWORK RADIO							
BBC Radio 1	Q	7393	101	6.7	106	49437	107
BBC Radio 1Xtra	H	751	96	4.5	100	3416	98
BBC Radio 2	Q	13106	99	10.6	100	138680	99
BBC Radio 3	Q	2148	108	7.4	93	15794	99
BBC Radio 4 (including 4 Extra)	Q	9693	101	12.9	98	125468	100
BBC Radio 4	Q	9329	101	11.9	97	111337	98
BBC Radio 4 Extra	Q	1516	101	9.3	109	14131	110
BBC Radio 5 live (inc. sports extra)	Q	5508	105	6.0	102	33223	107
BBC Radio 5 live	Q	5379	110	6.0	100	32220	110
BBC Radio 5 Sports Extra	Q	583	60	1.7	89	1003	56
BBC 6 Music	Q	2577	101	9.4	94	24144	95
BBC Asian Network UK	H	530	98	5.6	133	2989	131
BBC World Service	Q	1210	99	4.1	71	4982	71
NATIONAL REGIONAL							
BBC Radio Scotland	H	827	103	5.5	96	4506	98
BBC Radio Ulster ³	H	439	95	12.3	115	5405	110
BBC Radio Wales	H	341	98	7.7	95	2633	94
BBC Radio Cymru ³	H	117	104	9.9	81	1156	84

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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30th March 2025

PART 3 - INDIVIDUAL BBC SERVICES



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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
LOCAL							
BBC Local Radio in England	H	4780	100	6.5	102	30908	102
BBC Radio Berkshire	H	48	62	3.8	64	186	41
BBC Radio Bristol	H	88	187	6.3	263	552	484
BBC Radio Cambridgeshire	H	73	99	9.2	130	671	128
BBC Radio Cornwall	H	92	105	13.5	101	1241	106
BBC CWR	H	67	97	12.7	126	844	121
BBC Radio Cumbria	H	80	98	10.1	136	814	135
BBC Radio Derby	H	95	71	11.5	135	1092	97
BBC Radio Devon	H	140	109	9.2	124	1293	136
BBC Essex	H	136	98	8.7	98	1185	96
BBC Radio Gloucestershire	H	59	126	7.6	141	448	174
BBC Hereford & Worcester	H	62	81	6.7	89	415	72
BBC Radio Humberside	H	99	75	6.2	79	621	61
BBC Radio Kent	H	136	110	3.8	103	512	112
BBC Radio Lancashire	H	168	114	6.9	96	1159	109
BBC Radio Leeds	H	189	121	4.3	91	812	112
BBC Radio Leicester	H	100	79	4.4	94	445	75
BBC Radio Lincolnshire	H	73	114	5.0	68	365	78

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 3 - INDIVIDUAL BBC SERVICES



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
BBC Radio London	Q	429	84	2.7	79	1167	68
BBC Radio Manchester	H	168	97	4.1	75	695	73
BBC Radio Merseyside	H	183	96	6.1	63	1125	61
BBC Radio Newcastle	H	234	114	6.0	107	1404	123
BBC Radio Norfolk	H	126	112	8.0	76	1012	85
BBC Radio Northampton	H	55	73	6.0	103	330	75
BBC Radio Nottingham	H	141	107	5.5	93	770	99
BBC Radio Oxford	H	68	85	5.0	104	341	88
BBC Radio Sheffield	H	174	129	7.0	140	1223	179
BBC Radio Shropshire	H	77	118	7.8	120	599	142
Total BBC Radio Solent	Y	186	93	9.1	110	1698	102
BBC Radio Somerset	H	41	73	6.6	80	268	58
BBC Radio Stoke	H	124	115	8.5	97	1054	111
BBC Radio Suffolk	H	87	116	6.8	78	595	91
BBC Radio Sussex and BBC Radio Surrey	H	229	124	5.6	52	1292	66
BBC Radio Tees	H	119	120	5.0	85	591	102
BBC Three Counties Radio	H	107	108	7.7	83	826	90
BBC Radio WM	H	194	98	4.0	103	768	100
BBC Radio Wiltshire	H	50	71	4.6	75	228	53

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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SURVEY PERIOD ENDING
30th March 2025

PART 3 - INDIVIDUAL BBC SERVICES



Embargoed
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15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
BBC Radio York	H	53	98	8.0	136	426	134
BBC Radio Guernsey	Y	14	108	6.8	106	97	118
BBC Radio Jersey	Y	21	91	8.5	99	176	87

(1-13) See note on back cover.

Source. "RAJAR/Ipsos/RSMB."

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 4 - NATIONAL COMMERCIAL GROUPS



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Bauer Media Audio UK - Total (exc Partners)	H	21819	96	9.0	96	197141	93
Absolute Radio Network ²	H	5572	102	6.2	95	34707	98
Absolute Radio	Q	1957	88	6.6	94	13009	83
Absolute Radio 60s	H	177	144	2.1	60	380	88
Absolute Radio 70s	H	420	146	2.3	82	957	118
Absolute 80s	Q	1520	98	4.6	94	7026	93
Absolute Radio 90s	H	1069	110	3.5	97	3716	107
Absolute Radio 00s	H	447	153	2.2	85	967	128
Absolute Radio 10s	H	302	174	1.2	109	351	186
Absolute Classic Rock	H	791	93	6.1	127	4790	117
Absolute Radio Country	H	670	171	4.3	69	2866	118
Hits Radio Portfolio (exc Partners) ¹¹	H	13170	100	8.6	98	112726	97
Greatest Hits Network (exc Partners) ²	H	7508	96	8.9	106	66661	102
Downtown Country	H	155	127	9.4	107	1460	136
Greatest Hits Radio 60s	H	424	*	6.4	*	2710	*
Greatest Hits Radio	H	7143	93	8.7	105	62491	97
Greatest Hits Radio (Ayrshire & Dumfries & Galloway)	Y	66	99	14.3	109	945	108
Greatest Hits Radio (Bath & South West)	Y	57	124	11.7	130	667	161
Greatest Hits Radio (Berkshire & North Hampshire)	H	74	76	6.1	87	451	66

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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SURVEY PERIOD ENDING
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PART 4 - NATIONAL COMMERCIAL GROUPS



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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Greatest Hits Radio (Black Country & Shropshire)	H	200	196	6.9	93	1381	184
Greatest Hits Radio (Bradford & West Yorkshire)	H	103	90	9.9	116	1018	105
Greatest Hits Radio (Bucks Beds & Herts)	H	56	76	7.6	78	421	58
Greatest Hits Radio (Cambridgeshire)	H	46	112	7.5	109	346	123
Greatest Hits Radio (Cornwall)	H	107	157	9.5	114	1021	181
Greatest Hits Radio (Coventry & Warwickshire)	H	64	86	3.7	70	238	61
Greatest Hits Radio (Cumbria)	Y	73	97	10.1	101	740	98
Greatest Hits Radio (Devon)	H	84	97	8.4	108	712	106
Greatest Hits Radio (Dorset East)	Y	26	48	9.8	166	251	80
Greatest Hits Radio (Dorset West)	Y	52	90	12.6	116	653	104
Greatest Hits Radio (East Midlands)	H	270	110	8.0	138	2150	152
Greatest Hits Radio (East Yorkshire & Northern Lincolnshire)	H	153	115	9.4	127	1445	146
Greatest Hits Radio (Edinburgh & the Lothians & Fife & Falkirk)	H	91	69	5.7	89	517	62
Greatest Hits Radio (Essex)	H	71	88	7.9	93	564	82
Greatest Hits Radio (Glasgow & the West)	H	185	82	7.4	128	1377	105
Greatest Hits Radio (Gloucestershire)	H	43	108	11.2	158	477	167
Greatest Hits Radio (Greater Manchester)	H	334	122	8.2	114	2754	139
Greatest Hits Radio (Great Yarmouth)	Y	53	102	11.3	89	600	90
Greatest Hits Radio (Harrogate & Yorkshire Dales)	Y	48	112	9.4	93	454	103

Source: "RAJAR/Ipsos/RSMB."

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QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 4 - NATIONAL COMMERCIAL GROUPS



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15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Greatest Hits Radio (Herefordshire & Worcestershire)	Y	51	78	10.2	121	520	95
Greatest Hits Radio (Kent)	H	92	85	10.7	103	986	87
Greatest Hits Radio (Lancashire)	H	204	131	9.9	113	2025	148
Greatest Hits Radio (Leeds & West Yorkshire)	H	129	73	8.2	88	1066	65
Greatest Hits Radio (Lincolnshire)	H	177	116	10.4	90	1849	105
Greatest Hits Radio (Liverpool)	H	328	96	9.3	95	3046	91
Greatest Hits Radio (London)	Q	1057	94	6.1	113	6415	105
Greatest Hits Radio (Norfolk)	H	181	157	10.0	135	1817	212
Greatest Hits Radio (Northamptonshire)	H	37	60	10.2	162	380	97
Greatest Hits Radio (North Derbyshire)	Y	69	99	8.7	106	606	105
Greatest Hits Radio (North East Scotland)	Y	35	64	7.7	100	272	65
Greatest Hits Radio (Northern Ireland)	H	52	74	5.5	112	284	84
Greatest Hits Radio (North of Scotland)	Y	22	100	7.8	128	168	122
Greatest Hits Radio (Oxfordshire)	H	95	94	8.8	144	839	136
Greatest Hits Radio (Peterborough Stamford & Rutland)	H	62	103	10.6	138	653	141
Greatest Hits Radio (Plymouth)	Y	60	122	7.8	76	469	94
Greatest Hits Radio (Salisbury)	Y	33	103	7.3	74	243	77
Greatest Hits Radio (Scottish Borders & North Northumberland)	Y	33	83	11.6	121	378	98
Greatest Hits Radio (Somerset)	Y	84	127	12.8	125	1076	160

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 4 - NATIONAL COMMERCIAL GROUPS



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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Greatest Hits Radio (South Coast) (was Wave 105)	H	329	63	11.0	88	3605	55
Greatest Hits Radio (South Wales)	H	124	91	6.8	131	852	120
Greatest Hits Radio (South Yorkshire)	H	280	103	11.0	87	3082	89
Greatest Hits Radio (Staffordshire & Cheshire)	H	84	100	10.2	111	856	111
Greatest Hits Radio (Suffolk)	Y	77	120	9.0	85	695	103
Greatest Hits Radio (Surrey & East Hampshire)	H	58	107	9.3	119	539	129
Greatest Hits Radio (Sussex)	H	153	109	8.8	95	1343	104
Greatest Hits Radio (Swindon)	Y	43	113	7.8	79	336	88
Greatest Hits Radio (Tayside & Fife)	Y	38	78	7.0	63	266	49
Greatest Hits Radio (Teesside)	H	97	133	7.4	97	712	127
Greatest Hits Radio (Tyne & Wear)	H	149	130	8.6	110	1286	144
Greatest Hits Radio (Wakefield)	Y	54	70	8.9	135	486	96
Greatest Hits Radio (West Midlands)	H	348	85	9.6	117	3338	100
Greatest Hits Radio (West Norfolk)	Y	27	52	8.0	86	217	45
Greatest Hits Radio (West of England)	H	184	108	11.4	144	2108	158
Greatest Hits Radio (York & North Yorkshire)	Y	57	74	9.0	108	514	81
Greatest Hits Radio (Yorkshire Coast)	Y	33	103	10.3	113	346	119
Hits Radio Network (exc Partners) ²	H	7100	106	6.5	87	46065	91
Hits Radio Chilled (was Magic Chilled)	H	315	73	2.6	87	811	63

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Hits Radio Pride	H	346	*	1.6	*	556	*
Hits Radio ²	H	4684	103	5.0	78	23262	80
Hits Radio (Berkshire & North Hampshire)	H	21	*	2.3	*	48	*
Hits Radio (Birmingham) (was Free Radio (Birmingham))	H	251	84	3.6	58	909	49
Hits Radio (Black Country & Shropshire) (was Free Radio (Black Country & Shropshire))	H	103	106	4.8	67	492	71
Hits Radio (Bucks Beds & Herts)	H	25	*	3.8	*	95	*
Hits Radio (Cambridgeshire) (surveyed as Star Radio Cambridge)	H	41	121	6.2	155	254	183
Hits Radio (Cornwall) (was Pirate FM)	H	64	46	8.7	76	555	35
Hits Radio (Coventry & Warwickshire) (was Free Radio (Coventry & Warwickshire))	H	112	81	6.7	82	749	66
Hits Radio (Cumbria)	Y	17	155	6.5	232	110	344
Hits Radio (Devon)	H	15	*	1.3	*	20	*
Hits Radio (Dorset)	Y	41	178	2.1	48	84	83
Hits Radio (East Midlands) (was Gem)	H	158	62	6.8	94	1077	59
Hits Radio (East Yorkshire & Northern Lincolnshire) (was Viking FM)	H	131	73	6.3	100	827	74
Hits Radio (Essex)	H	25	*	3.0	*	74	*
Hits Radio (Gloucestershire)	H	18	*	3.8	*	68	*
Hits Radio (Herefordshire & Worcestershire) (was Free Radio (Herefordshire & Worcestershire))	Y	57	65	7.4	101	421	65
Hits Radio (Kent)	H	23	*	11.1	*	260	*
Hits Radio (Lancashire) (was Rock FM)	H	188	81	7.0	92	1306	74

Source: "RAJAR/Ipsos/RSMB."

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Hits Radio (Lincs) (was Lincs FM)	H	81	54	6.7	76	545	41
Hits Radio (Liverpool & the North West) (was Radio City)	H	260	73	7.2	107	1882	79
Hits Radio (London) (was KISS (London))	Q	676	77	2.2	65	1478	49
Hits Radio (Manchester)	H	276	96	5.2	73	1446	70
Hits Radio (Norfolk) (was KISS (East))	H	32	62	3.6	171	113	101
Hits Radio (Northamptonshire)	H	30	*	1.3	*	39	*
Hits Radio (North East - Teesside) (was TFM)	H	105	76	6.9	128	718	97
Hits Radio (North East - Tyne & Wear) (was Metro Radio)	H	323	85	7.7	115	2489	97
Hits Radio (Northern Ireland)	H	28	*	1.1	*	32	*
Hits Radio (North Yorkshire)	Y	16	*	2.7	*	44	*
Hits Radio (Oxfordshire)	H	41	103	2.2	71	88	71
Hits Radio (Peterborough Stamford & Rutland)	H	12	*	3.7	*	43	*
Hits Radio (Plymouth)	Y	12	*	3.9	*	49	*
Hits Radio (South Coast)	H	45	155	2.4	133	109	206
Hits Radio (South Wales) (was 96.4 FM The Wave)	H	190	146	3.7	54	702	80
Hits Radio (South Yorkshire) (was Hallam FM)	H	242	74	7.2	113	1744	82
Hits Radio (Staffordshire & Cheshire) (was Signal One)	H	159	69	7.1	100	1120	69
Hits Radio (Sussex)	H	58	*	2.6	*	152	*
Hits Radio (Swindon)	Y	7	*	1.3	*	10	*

Source: "RAJAR/Ipsos/RSMB."

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Hits Radio (West of England) (was KISS (West))	H	133	43	3.5	65	471	28
Hits Radio (West Yorkshire) (was Pulse 1)	H	166	90	4.3	98	721	88
Clyde 1 (Ayrshire) (was West FM)	Y	82	77	7.2	69	592	53
Clyde 1 (Glasgow & The West)	H	751	106	10.8	108	8110	115
Cool FM	H	457	87	7.7	92	3524	80
Downtown Radio	H	316	106	10.9	106	3444	112
Forth 1	H	368	99	9.2	101	3391	101
MFR	Y	90	101	8.3	101	747	102
Northsound 1	Y	120	94	7.2	129	868	121
Tay FM	Y	117	106	8.0	81	936	86
Heat	H	588	117	3.9	144	2316	169
Jazz FM	H	536	124	4.4	119	2371	147
Kerrang!	H	455	100	4.8	91	2196	92
KISS Network ⁵	H	3861	94	4.2	91	16045	85
KISS	Q	1492	65	3.3	92	4949	60
Kiss Dance	H	184	*	1.8	*	336	*
KISSTORY R&B	H	552	*	3.9	*	2172	*
KISSTORY	Q	2042	98	3.5	83	7125	82
KISS Xtra (surveyed as KISS Fresh)	H	209	93	2.8	108	580	100

Source: "RAJAR/Ipsos/RSMB."

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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Magic Network ⁸	H	3616	82	4.9	92	17854	76
Magic ²	Q	2500	81	4.6	90	11496	73
Magic (London)	Q	1260	89	4.2	76	5282	67
Magic at the Musicals	H	327	164	4.0	93	1308	153
Magic Classical (was Scala Radio)	H	176	94	6.8	76	1200	71
Magic Soul	H	642	125	2.9	71	1836	87
Mellow Magic	H	454	91	4.6	121	2076	111
Planet Rock	Q	1049	101	8.3	81	8670	81
Total Global Radio (UK)	H	27582	105	9.2	98	253396	103
Capital Brand (UK) ⁶	H	9449	114	5.2	102	48877	115
Capital Anthems	Q	399	*	2.2	*	859	*
Capital Chill	Q	187	98	3.2	62	600	61
Capital Dance	Q	1052	106	4.0	83	4160	88
Capital Network (UK) ²	H	7138	114	4.9	104	35237	120
Capital Liverpool ¹⁰	H	187	112	3.9	71	722	79
Capital London ¹⁰	Q	1638	110	4.1	89	6690	98
Capital Mid Counties	Y	172	123	4.6	78	796	97
Capital Mid Counties - North ¹⁰	Y	32	114	4.8	123	155	141
Capital Mid Counties - South ¹⁰	H	128	120	4.0	71	509	85

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Capital Midlands	H	954	112	5.3	113	5046	127
Capital Birmingham ¹⁰	H	385	103	4.4	116	1689	118
Capital East Midlands ¹⁰	H	418	121	6.3	119	2655	145
Capital East Midlands - Derbyshire	H	67	97	7.0	135	469	131
Capital East Midlands - Leicestershire	H	140	106	8.4	142	1179	150
Capital East Midlands - Nottinghamshire	H	213	139	4.8	100	1020	139
Capital North East ¹⁰	H	423	110	6.1	111	2571	122
Capital North West	H	619	136	4.8	109	2951	147
Capital Lancashire ¹⁰	H	84	124	5.2	121	433	147
Capital Manchester ¹⁰	H	536	139	4.7	107	2518	147
Capital North West and Wales ¹⁰	H	117	94	5.9	104	690	97
Capital Scotland ⁴	H	493	127	4.2	135	2089	176
Capital South	H	221	151	6.4	136	1406	206
Capital Brighton ¹⁰	Y	37	168	5.5	157	201	264
Capital South Coast ¹⁰	H	174	144	6.2	129	1084	185
Capital South Wales ⁴	H	171	90	4.4	83	754	75
Capital Yorkshire ¹⁰	H	833	108	5.6	92	4649	100
Capital XTRA Brand UK ²	H	1998	97	3.7	100	7407	97
Capital XTRA (UK) ²	H	1593	94	3.4	97	5385	92

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Capital XTRA (London)	Q	693	103	3.9	105	2736	112
Capital XTRA Reloaded	Q	592	98	3.7	106	2215	106
Classic FM Brand (UK) ¹³	H	4736	*	7.9	*	37449	*
Classic FM	H	4538	102	7.7	92	34974	94
Classic FM Calm	Q	290	*	6.1	*	1763	*
Classic FM Movies	Q	154	*	5.5	*	845	*
Gold Radio Network (UK) ²	H	1599	88	6.6	97	10488	85
Gold Radio Cambridgeshire	H	39	134	6.6	108	256	144
Gold Radio East Midlands	H	109	78	7.9	118	858	92
Gold Radio London	Q	364	112	6.2	141	2253	159
Gold Radio Manchester	H	109	82	5.3	80	582	66
Heart Brand (UK) ⁹	H	13385	108	6.3	97	84250	104
Heart 70s	Q	675	93	3.8	127	2538	116
Heart 80s	Q	1722	93	3.8	93	6482	84
Heart 90s	Q	1180	106	3.5	95	4077	98
Heart 00s	Q	967	97	3.7	100	3590	99
Heart 10s	Q	316	*	2.3	*	721	*
Heart Dance	Q	924	95	4.8	141	4426	132
Heart Love	Q	207	*	1.8	*	365	*

Source: "RAJAR/Ipsos/RSMB."

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Heart Musicals	Q	216	*	4.9	*	1054	*
Heart Network (UK) ²	H	10192	108	6.0	94	60694	101
Heart East	H	1148	97	7.3	86	8435	84
Heart Cambridgeshire ¹⁰	H	191	104	8.5	100	1614	103
Heart East Anglia	H	327	98	8.2	95	2687	93
Heart East Anglia - Norfolk ¹⁰	H	197	93	8.3	101	1632	94
Heart East Anglia - Suffolk ¹⁰	H	130	107	8.1	87	1056	93
Heart Essex	H	215	117	7.5	74	1605	87
Heart Essex - Chelmsford & Southend ¹⁰	H	147	106	8.8	86	1290	91
Heart Essex - Colchester ¹⁰	Y	46	153	5.4	61	250	95
Heart Essex - Harlow ¹⁰	Y	12	92	7.3	66	84	60
Heart Four Counties	H	415	86	6.1	79	2528	68
Heart Four Counties - Bedfordshire ¹⁰	Y	79	100	6.9	144	547	145
Heart Four Counties - Beds/Bucks/Herts ¹⁰	H	77	62	5.5	70	427	44
Heart Four Counties - Milton Keynes ¹⁰	Y	52	90	6.8	117	356	105
Heart Four Counties - Northamptonshire ¹⁰	H	166	106	5.5	65	913	69
Heart Hertfordshire ⁴	H	42	71	5.8	85	243	61
Heart London ¹⁰	Q	2015	106	4.9	92	9843	98
Heart North East ¹⁰	H	443	114	7.0	115	3091	131

Source: "RAJAR/Ipsos/RSMB."

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Heart North Wales ⁴	H	102	77	8.0	111	814	85
Heart North West Group	H	1056	121	5.3	79	5641	97
Heart North Lancs & Cumbria	Y	79	108	9.1	98	725	107
Heart North West ¹⁰	H	983	124	5.1	80	5050	100
Heart Scotland	H	469	120	4.3	98	2004	118
Heart Scotland East ¹⁰	H	163	102	5.0	119	812	121
Heart Scotland West ¹⁰	H	306	132	3.9	87	1192	115
Heart South	H	1246	107	6.4	102	7915	108
Heart Kent ¹⁰	H	251	124	8.1	142	2034	176
Heart Solent	H	380	114	6.4	114	2440	131
Heart Solent - Dorset ¹⁰	H	143	135	6.7	105	966	142
Heart Solent - Hampshire ¹⁰	H	237	105	6.2	119	1473	124
Heart Sussex	H	280	100	5.5	71	1554	71
Heart Sussex - North ¹⁰	Y	27	84	5.1	80	138	67
Heart Sussex - South ¹⁰	H	261	107	5.6	68	1459	73
Heart Thames Valley	H	334	95	5.6	92	1887	89
Heart Thames Valley - Berks & N.Hants ¹⁰	H	160	83	5.4	92	866	76
Heart Thames Valley - Oxfordshire ¹⁰	H	174	112	5.9	94	1021	104
Heart South Wales ¹⁰	H	540	119	7.6	99	4105	117

Source: "RAJAR/Ipsos/RSMB."

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Heart West	H	1003	104	6.6	99	6644	104
Heart South West	H	397	112	6.5	89	2579	99
Heart South West - Cornwall ¹⁰	Y	122	113	6.6	105	812	120
Heart South West - Exeter ¹⁰	Y	80	113	4.8	87	384	99
Heart South West - North Devon ¹⁰	Y	37	79	8.3	82	308	66
Heart South West - Plymouth & South Hams ^{3,10}	Y	95	114	6.5	98	613	112
Heart South West - Torbay ¹⁰	Y	62	115	6.9	74	429	86
Heart West Country	H	607	100	6.7	106	4065	107
Heart West Country - Bristol/Weston & Bath ¹⁰	H	231	98	5.6	81	1289	79
Heart West Country - Gloucestershire ¹⁰	Y	102	96	7.9	127	808	124
Heart West Country - Somerset ¹⁰	Y	125	126	6.0	85	749	106
Heart West Country - Wiltshire ¹⁰	Y	118	80	9.7	159	1143	126
Heart West Midlands ¹⁰	H	740	109	5.8	85	4261	92
Heart Yorkshire ⁴	H	583	123	5.1	124	2993	152
LBC Brand (UK) ²	H	3343	103	9.3	100	31098	103
LBC (UK)	H	2645	104	10.7	99	28311	103
LBC London	Q	1434	111	12.1	114	17315	127
LBC News (UK)	H	1013	102	2.8	100	2787	100
LBC News (London) ¹⁰	Q	410	97	4.8	112	1953	107

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Nation Broadcasting Group	H	1328	155	4.4	81	5857	126
106.3 Bridge FM	Y	15	79	3.8	66	59	52
Dragon Radio Wales	Y	58	107	6.8	101	393	109
Easy Radio South	H	37	112	7.9	130	297	146
Nation 80s	H	519	*	1.1	*	558	*
Nation Radio London	H	176	93	0.9	82	166	78
Nation Radio North East	H	70	389	4.2	93	290	354
Nation Radio South	H	130	131	10.3	202	1336	264
Nation Radio Suffolk	Y	20	74	11.7	115	237	86
Nation Radio Yorkshire (was Nation Radio East Yorkshire)	Y	54	115	10.2	124	548	143
Radio Carmarthenshire	Y	17	77	8.4	111	141	86
102.5 Radio Pembrokeshire	Y	24	104	5.8	116	137	122
Swansea Bay Radio	H	14	100	0.9	17	13	17
Total Nation Radio Scotland	H	116	79	5.3	70	612	56
Nation Radio Scotland (excluding West)	H	39	186	1.2	100	47	188
Nation Radio Scotland (West)	H	77	62	7.3	85	565	53
Total Nation Radio Wales	H	180	*	6.1	*	1090	*
Nation Radio (North Wales)	Y	6	*	2.2	*	13	*
Nation Radio South Wales	H	172	85	6.2	111	1072	95

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Smooth Brand (UK) ⁷	H	7809	120	6.3	97	49505	117
Smooth 70s	Q	346	*	4.8	*	1675	*
Smooth 80s	Q	595	*	3.3	*	1958	*
Smooth Chill	Q	511	127	4.2	89	2149	114
Smooth Country	Q	411	115	5.6	110	2291	126
Smooth Relax	Q	336	97	3.5	81	1180	79
Smooth Soul	Q	278	*	1.3	*	371	*
Smooth Radio Network (UK) ²	H	6201	107	6.6	102	40630	108
Smooth Radio Devon	H	56	95	5.7	93	315	87
Smooth Radio East Anglia	H	71	93	6.6	108	472	102
Smooth Radio East Midlands ⁴	H	477	99	9.2	124	4400	123
Smooth Radio Essex	H	63	80	6.1	100	381	80
Smooth Radio Kent	H	83	102	6.5	102	536	103
Smooth Radio Lake District ¹⁰	Y	10	125	14.0	131	136	160
Smooth Radio London ¹⁰	Q	1013	97	3.5	71	3562	70
Smooth Radio North East ⁴	H	565	99	9.1	111	5163	111
Smooth Radio North West ⁴	H	1359	132	7.8	107	10606	142
Smooth Radio North West and Wales	H	73	72	6.2	65	453	47
Smooth Radio Scotland	H	380	113	7.1	92	2713	105

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Smooth Radio Solent	H	105	107	5.2	68	543	73
Smooth Radio South Wales	H	101	110	8.1	176	824	194
Smooth Radio Sussex	H	97	145	3.2	82	314	119
Smooth Radio Thames Valley	H	57	83	4.1	64	236	53
Smooth Radio Three Counties	H	49	89	4.8	76	236	68
Smooth Radio West Country	H	126	75	6.5	133	824	100
Smooth Radio West Midlands	H	546	99	6.7	94	3681	94
Radio X Brand (UK) ¹²	H	2497	113	7.7	91	19135	102
Radio X 00s	Q	106	*	2.5	*	269	*
Radio X 90s Group	Q	184	*	3.4	*	634	*
Radio X 90s	Q	122	*	3.2	*	387	*
Radio X 90s (Manchester) (was XS Manchester)	H	108	115	4.5	100	486	116
Radio X Chilled	Q	157	*	2.2	*	352	*
Radio X Classic Rock	Q	162	67	6.3	100	1015	67
Radio X Network (UK) ²	H	1997	97	8.3	98	16578	95
Radio X London	Q	435	93	8.1	103	3504	95
Radio X Manchester	H	192	94	7.5	82	1440	77
Total News Broadcasting	H	6793	103	6.6	97	45039	99
News Broadcasting National Network	H	6614	103	6.5	96	43109	99

Source: "RAJAR/Ipsos/RSMB."

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	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
News Broadcasting Speech Network	H	4777	101	7.0	103	33429	104
Talk (was TalkRadio)	H	485	64	9.0	136	4343	86
talkSPORT Network ²	H	3896	105	6.2	102	24083	107
talkSPORT	H	3506	103	6.5	105	22668	108
talkSPORT2	H	676	121	2.1	78	1415	93
Times Radio	H	622	124	8.0	91	5003	113
Virgin Radio Network	H	2120	110	4.6	78	9680	85
Virgin Radio	H	1398	93	5.2	85	7295	80
Virgin Radio 80s Plus	H	263	166	1.1	55	294	91
Virgin Radio Anthems	H	437	171	3.3	92	1439	155
Virgin Radio Chilled	H	316	106	2.1	64	652	66
U105 (Greater Belfast)	H	188	99	9.8	104	1843	103
U105 (Outside Belfast)	Y	23	72	5.5	112	125	81
Sunrise Radio Group National	H	349	*	4.9	*	1719	*
Sunrise Radio National	Y	340	103	5.0	106	1705	111
Sunrise Radio Group London	H	162	*	5.2	*	851	*
Sunrise Radio London	Y	139	104	4.1	103	568	107
Sunrise Smooth	H	29	*	9.9	*	289	*

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
All Local Commercial Radio (ILR)	Q	27004	98	10.5	100	284631	98
Bloomberg Radio	H	67	*	2.0	*	136	*
Boom Radio	Q	697	116	13.7	116	9586	135
Central FM	Y	46	96	6.1	94	282	92
Centreforce 883	H	95	*	6.5	*	622	*
Communicorp UK	H	3853	113	7.2	113	27548	127
Capital Scotland	H	493	127	4.2	135	2089	176
Capital South Wales	H	171	90	4.4	83	754	75
Heart Hertfordshire	H	42	71	5.8	85	243	61
Heart North Wales	H	102	77	8.0	111	814	85
Heart Yorkshire	H	583	123	5.1	124	2993	152
Smooth Radio East Midlands	H	477	99	9.2	124	4400	123
Smooth Radio North East	H	565	99	9.1	111	5163	111
Smooth Radio North West	H	1359	132	7.8	107	10606	142
Radio X 90s (Manchester) (was XS Manchester)	H	108	115	4.5	100	486	116
CountryLine Radio (was Chris Country Radio)	H	71	161	2.8	127	199	205
DCT (Total)	Y	134	90	7.8	96	1052	87
Original 106 (Aberdeen)	Y	96	99	8.4	83	799	82
Original 106 (Fife) (was Kingdom FM)	Y	38	73	6.6	147	252	108

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Total Dee Radio Group	Y	69	97	4.6	131	316	126
Cheshire's Silk 106.9	Y	12	171	7.6	211	88	352
Chester's Dee 106.3 (Dee on DAB)	Y	14	117	6.6	90	90	105
Love 80s Liverpool	Y	17	113	2.8	56	49	64
Love 80s Manchester	Y	26	70	3.4	200	89	141
Total Radio Essex	H	68	79	6.2	73	420	57
Radio Essex	H	34	55	3.7	65	127	36
Radio Essex DAB	Y	38	75	6.8	91	259	67
3FM	Y	27	113	8.4	127	223	141
Fun Kids (London)	H	64	76	2.1	91	137	70
GB News Radio	Q	559	123	7.7	108	4329	135
IOW Radio	Y	31	78	9.8	120	301	90
KMFM Group	H	193	103	5.3	84	1021	87
KMFM East	H	96	108	5.2	78	494	83
KMFM West	H	97	99	5.4	90	527	90
Lyca Group	Y	180	115	3.6	51	646	59
1458 Lyca Radio	Y	122	111	2.7	48	332	54
Lyca Gold (surveyed as 1035 Dilse Radio)	Y	81	119	3.9	56	314	66
Radio Mansfield 103.2	Y	25	81	9.2	121	226	95

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 5 - LOCAL COMMERCIAL GROUPS AND INDIVIDUAL SERVICES



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
Manx Radio	Y	30	115	11.3	107	339	121
Mi-Soul	H	184	79	3.9	93	723	74
More Radio Total	H	62	94	10.1	125	632	118
More Radio East	Y	48	91	11.3	136	544	123
More Radio West	Y	15	150	8.0	70	117	102
Panjab Radio	Y	104	130	7.6	95	791	124
Q Radio	H	338	91	7.7	115	2619	105
Radio Exe	Y	48	107	6.6	100	316	105
Time FM 107.5	Y	16	114	15.5	207	253	246
Tindle Radio Group	Y	79	105	10.2	119	802	123
Channel 103 FM	Y	48	98	8.3	94	398	91
Island FM 104.7	Y	31	119	13.1	160	404	188
The Voice	Y	15	107	8.0	69	123	78

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING



SURVEY PERIOD ENDING
30th March 2025

PART 6 - DEMOGRAPHIC ANALYSIS



Embargoed
until 00.01 am
15th May 2025

	Survey Period	Weekly Reach '000	Index Reach Q1 25 / Q1 24	Average Hours per listener	Index Avg Hours Q1 25 / Q1 24	Total Hours '000	Index Total Hours Q1 25 / Q1 24
ALL COMMERCIAL 15+	Q	39873	101	14.1	101	563364	102
Children 10-14	Q	2477	83	7.3	124	18172	104
15-24	Q	5265	105	8.4	99	44350	105
25-44	Q	13320	98	12.7	102	169280	100
45-64	Q	12997	98	17.2	102	224130	101
65+	Q	8290	105	15.2	100	125603	105
Main Shoppers	Q	34335	101	14.8	102	506502	102
Main Shoppers with children	Q	9563	97	14.0	98	133786	95
ABC1	Q	22061	100	12.7	105	280510	105
C2DE	Q	17812	101	15.9	98	282854	99
ALL BBC 15+	Q	31392	100	14.1	99	442294	100
Children 10-14	Q	1540	83	4.5	94	6875	77
15-24	Q	3178	106	5.3	87	16981	93
25-44	Q	8459	98	8.9	101	75597	100
45-64	Q	10585	99	15.9	100	168829	100
65+	Q	9170	102	19.7	99	180887	100
Main Shoppers	Q	27776	101	14.8	100	411769	101
Main Shoppers with children	Q	6347	99	11.2	106	70892	103
ABC1	Q	19310	100	14.3	101	276901	101
C2DE	Q	12082	101	13.7	97	165393	98

Source: "RAJAR/Ipsos/RSMB."

(1-13) See note on back cover.

QUARTERLY SUMMARY OF RADIO LISTENING

DEFINITIONS

(1)	Audiences in local analogue areas excluded from 'All BBC Network Radio' and 'All National Commercial' totals
(2)	National groups that are a combination of analogue and digital broadcast
(3)	Audience to 'Opt-out' services included
(4)	Station owned by Communicorp Group Limited and includes listening to the national station
(5)	Includes Kiss Dance, KISS Xtra (surveyed as KISS Fresh), KISSTORY & KISSTORY R&B
(6)	Includes Capital Network (UK), Capital XTRA (UK), Capital XTRA Reloaded, Capital Anthems, Capital Chill & Capital Dance
(7)	Includes Smooth Radio Network (UK), Smooth Chill, Smooth Country, Smooth Relax, Smooth Soul, Smooth 70s & Smooth 80s
(8)	Includes Magic, Mellow Magic, Magic Classical, Magic Soul & Magic at the Musicals
(9)	Includes Heart Network (UK), Heart 70s, 80s, 90s, 00s, 10s, Heart Dance, Heart Love & Heart Musicals
(10)	Includes listening to the national station
(11)	Includes Greatest Hits Network and Hits Radio Network
(12)	Includes Radio X Network (UK), Radio X Chilled, Radio X Classic Rock, Radio X 90s & 00s
(13)	Includes Classic FM, Classic FM Calm & Classic FM Movies

AREAS

United Kingdom (Parts 1 and 6)	(including Channel Islands and Isle of Man)
Editorial Areas (Part 3)	BBC stations' defined service areas
Total Survey Areas (Parts 4 and 5)	Commercial stations' defined marketing areas
In Part 1 'BBC Local/Regional' and 'All Local Commercial' include listening to local stations outside their own Editorial/Total Survey Areas.	In Parts 3 and 5 'BBC Local Radio' and 'All Local Commercial Radio' are based on the net Editorial/Total Survey Area of the individual services making up the network.

SURVEY PERIODS

Code	Fieldwork Dates	Sample size* (No. of diaries)
Q	30 th December 2024 - 30 th March 2025	34,192
H	16 th September 2024 - 30 th March 2025	68,686
Y	1 st April 2024 - 30 th March 2025	138,069

UNIQUE SAMPLE

Code	Fieldwork Dates	Unique Sample
Q	30 th December 2024 - 30 th March 2025	21,965

TERMS

Weekly reach	The number in thousands or as a percentage of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week
Average hours	The total hours of listening to a station during the course of a week, averaged: per head – across the total adult population of the UK/area per listener – across all those listening to the station for at least 5 minutes
Total hours	The overall number of hours of adult listening to a station in the UK/area in an average week
Index	A means of presenting statistical change that uses 100 as the comparative benchmark. An index of 110 denotes a 10 increase, while an index of 90 denotes a 10 increase

please note that Sample Sizes refer to the number of diaries rather than participants, and includes panellists who may contribute up to 3 diaries per Quarter.