

ALL RADIO LISTENING

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Today RAJAR announced **50 million adults** or **86% of the adult (15+) UK population** tuned in to their selected radio stations each week in the second quarter of 2025. The total average number of weekly hours listened to radio for this Quarter is 1.026 billion hours.



86%
of the
population tune
in to radio every
week

Weekly Reach %



AVERAGE HOURS PER LISTENER

On average, a listener tunes into **20.5 hours** of Live Radio per week.

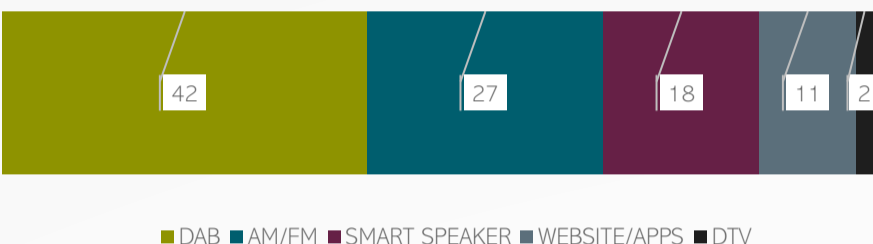


DIGITAL PLATFORMS

In terms of reach **44 million** adults aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Website/App, or Smart Speaker) each week.



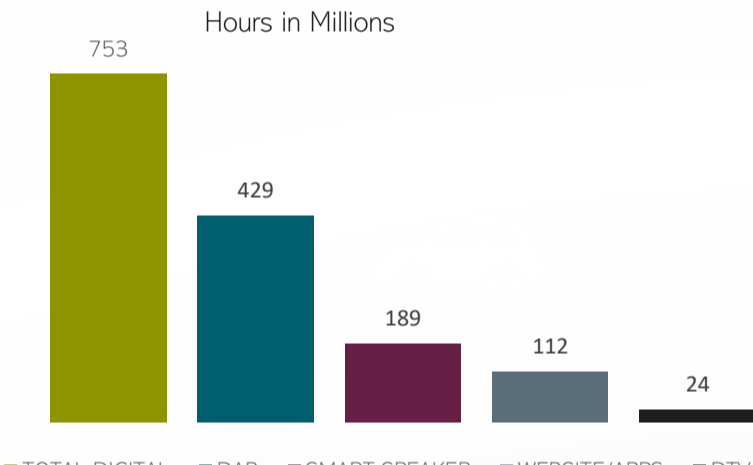
PLATFORM SHARE OF ALL RADIO LISTENING



73% of weekly listening hours are consumed digitally, **29%** are listened to Online.

DIGITAL LISTENING HOURS

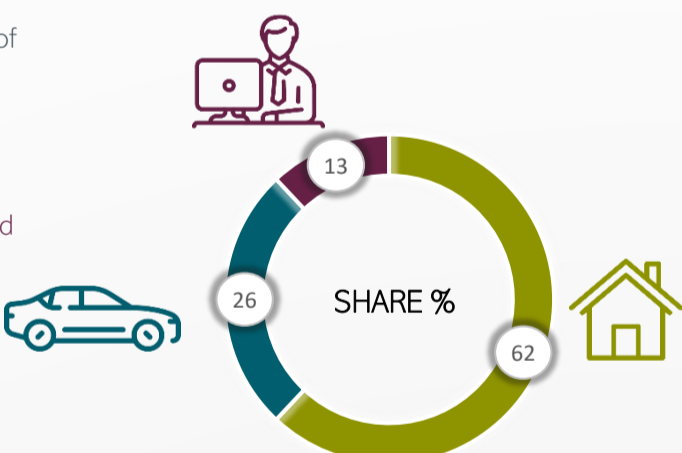
In an average week, digital listening accounts for **753 million** hours; DAB has a **57%** share of digital listening hours, Smart speaker **25%**, Website/Apps **15%**, DTV **3%**



LISTENING VIA LOCATION

In an average week, the location of listening in terms of weekly reach % equals; in home **60%**, in a vehicle (car/van/lorry) **57%**, work/elsewhere **19%**.

Share % (see chart) **62%** in home, **26%** in vehicle and **13%** work/elsewhere



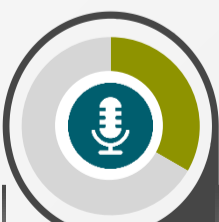
SMART SPEAKER USAGE

63% of Smart Speaker users use it for listening to the radio.



22% of Smart Speaker users listen to radio everyday via their device.

MONTHLY LISTENING



38% listen to Podcasts at least once a month



29% listen to radio via Smartphone or Tablet at least once a month



20% listen to radio via catch up at least once per month

*of those who answered the questionnaire

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