

ALL RADIO LISTENING

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Today RAJAR announced **51.2 million adults** or **87% of the adult (15+) UK population** tuned in to their selected radio stations each week in the third quarter of 2026. The total average number of weekly hours listened to radio for this Quarter is 1.034 billion hours.



87%
of the
population tune
in to radio
every week



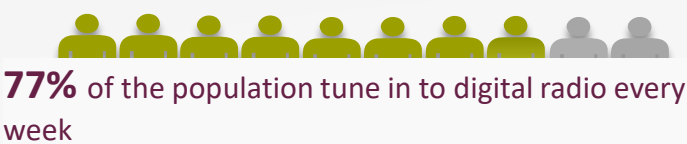
AVERAGE HOURS PER LISTENER

On average, a listener tunes into **20.2 hours** of Live Radio per week.

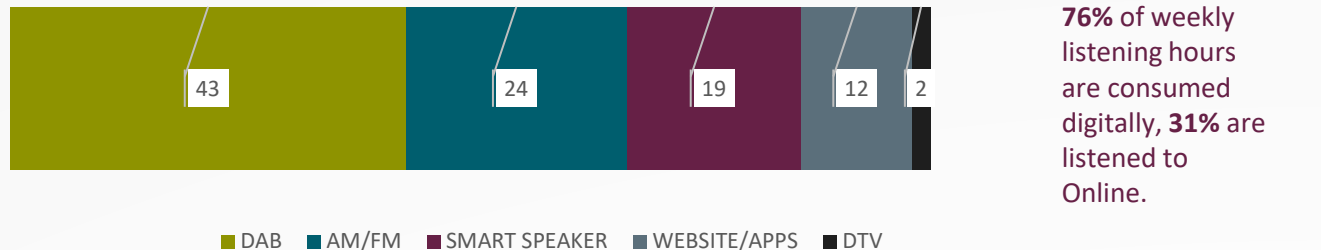


DIGITAL PLATFORMS

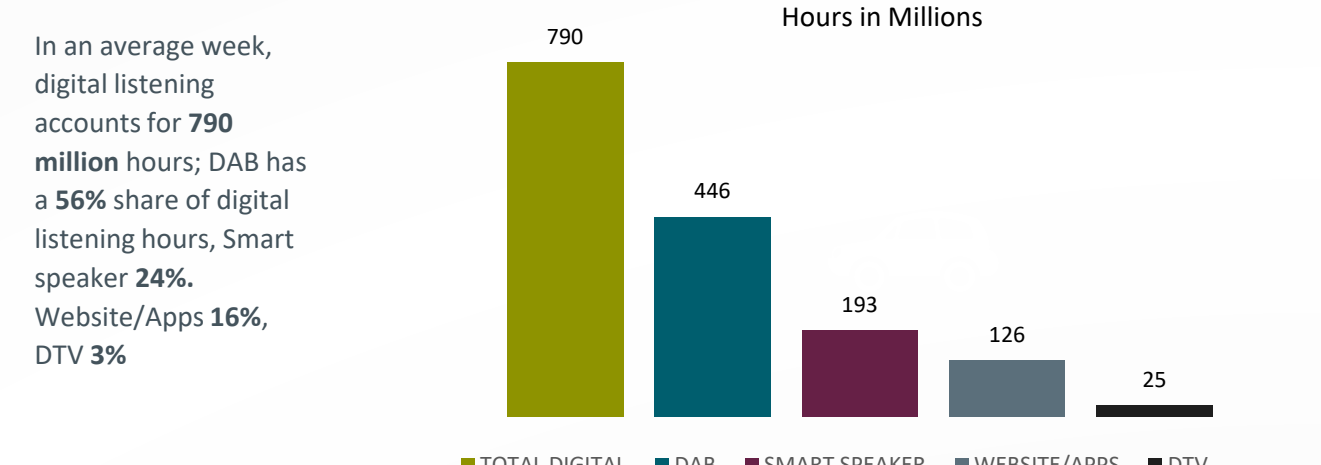
In terms of reach **45 million** adults aged 15+ are now tuning in to radio via a digitally enabled platform (DAB, DTV, Website/App, or Smart Speaker) each week.



PLATFORM SHARE OF ALL RADIO LISTENING



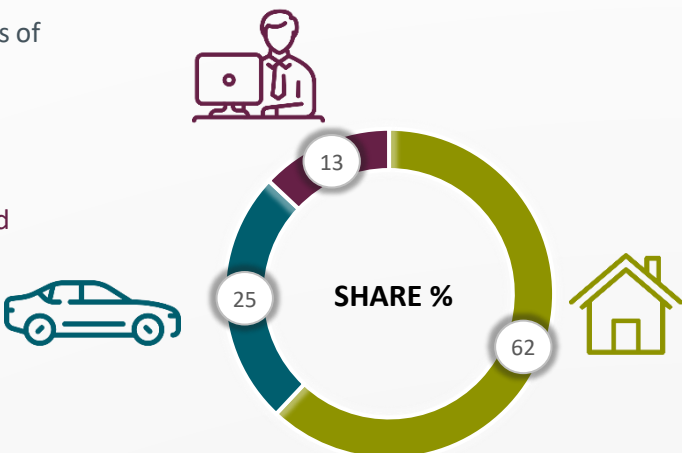
DIGITAL LISTENING HOURS



LISTENING VIA LOCATION

In an average week, the location of listening in terms of weekly reach % equals; in home **59%**, in a vehicle (car/van/lorry) **58%**, work/elsewhere **18%**.

Share % (see chart) **62%** in home, **25%** in vehicle and **13%** work/elsewhere



SMART SPEAKER USAGE

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



21% of Smart Speaker users listen to radio everyday via their device.

MONTHLY LISTENING



*of those who answered the questionnaire

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