

ALL RADIO LISTENING

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Today RAJAR announced **50.0 million adults** or **86% of the adult (15+) UK population** tuned in to their selected radio stations each week in the fourth quarter of 2025. The total average number of weekly hours listened to radio for this Quarter is 1.015 billion hours.



86%
of the
population tune
in to radio
every week



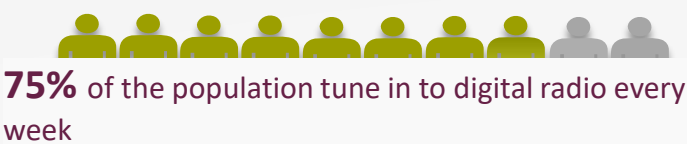
AVERAGE HOURS PER LISTENER

On average, a listener tunes into **20.3 hours** of Live Radio per week.

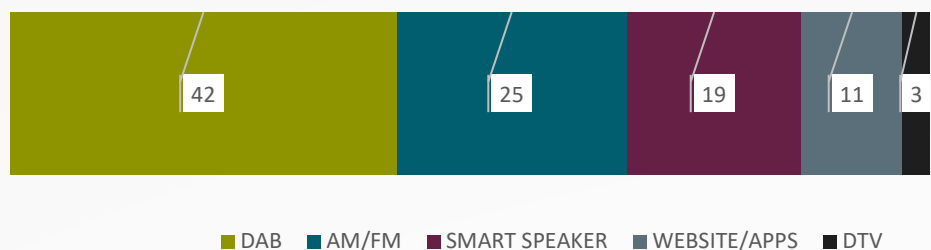


DIGITAL PLATFORMS

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.



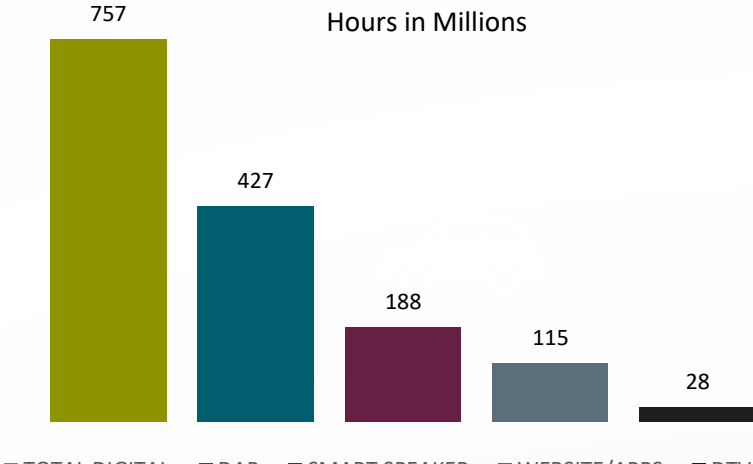
PLATFORM SHARE OF ALL RADIO LISTENING



75% of weekly listening hours are consumed digitally, **30%** are listened to Online.

DIGITAL LISTENING HOURS

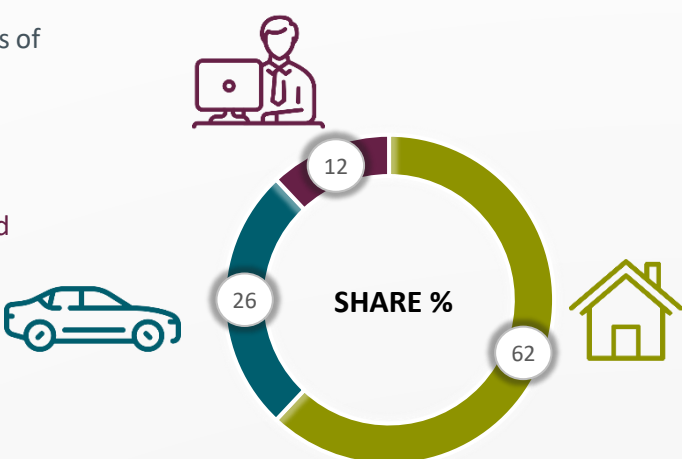
In an average week, digital listening accounts for **757 million** hours; DAB has a **56%** share of digital listening hours, Smart speaker **25%**, Website/Apps **15%**, DTV **4%**



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) **58%**, work/elsewhere **17%**.

Share % (see chart) **62%** in home, **26%** in vehicle and **12%** work/elsewhere



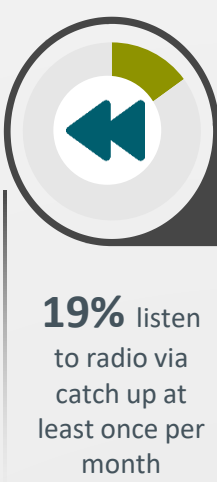
SMART SPEAKER USAGE

64% 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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MORE INFORMATION

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