

ALL RADIO LISTENING

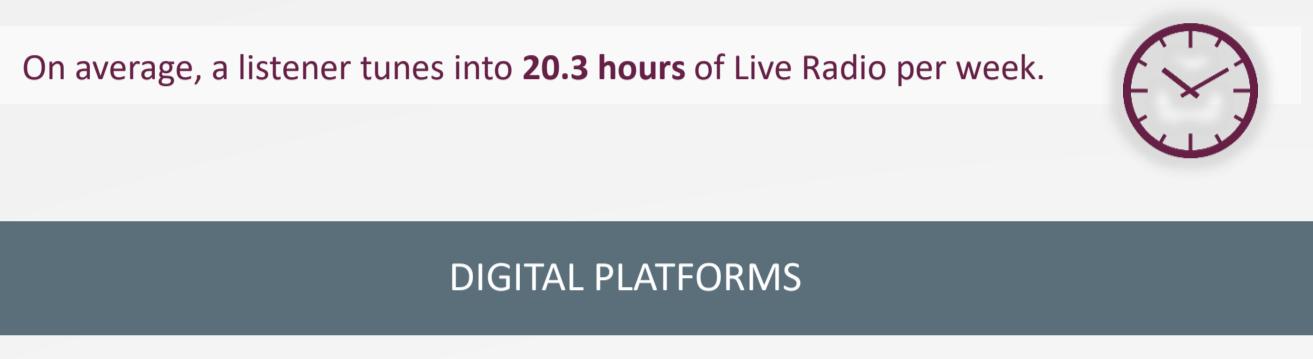
ALL RADIO LISTENING

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

Weekly Reach %



AVERAGE HOURS PER LISTENER

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



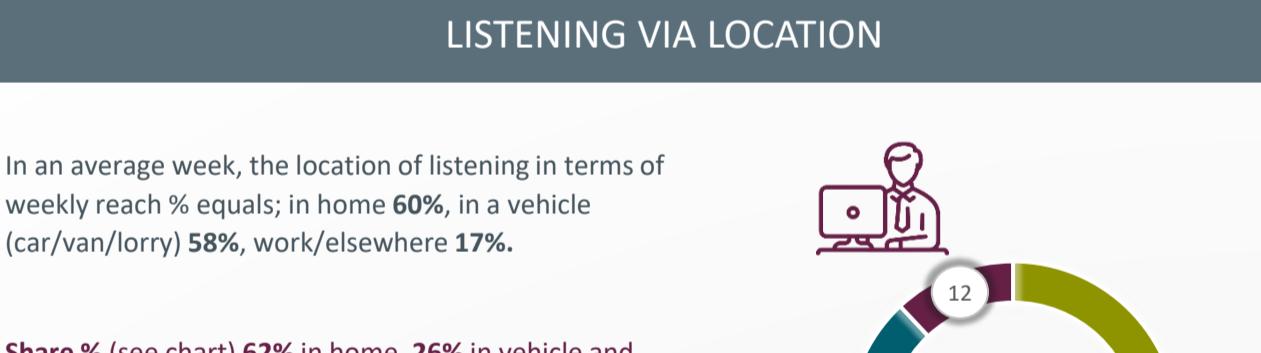
DIGITAL PLATFORMS

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.

75% of the population tune in to digital radio every week



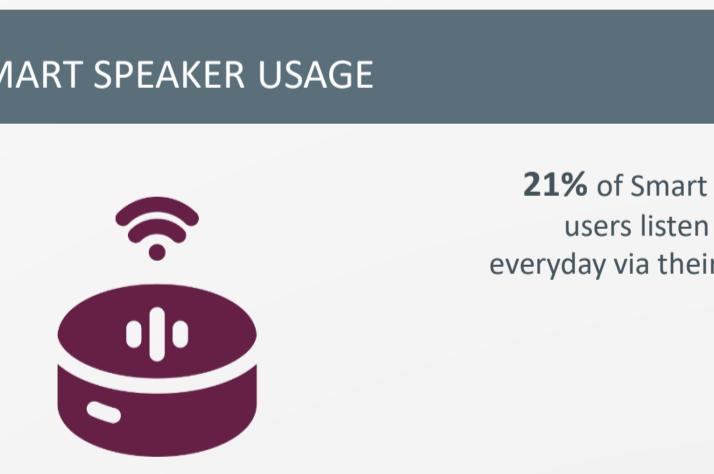
PLATFORM SHARE OF ALL RADIO LISTENING



■ DAB ■ AM/FM ■ SMART SPEAKER ■ WEBSITE/APPS ■ DTV

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%**.



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.

*of those who answered the questionnaire

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MORE INFORMATION

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