

# RAJAR DATA RELEASE Q4 24 – February 6<sup>th</sup> 2025



	Q4 2023	Q3 2024	Q4 2024
<b>All Radio Listening</b>			
Weekly Reach ('000)	49,473	50,898	50,272
Weekly Reach (%)	87.8	88.3	87.2
Average hours per head	18.0	18.1	17.9
Average hours per listener	20.5	20.5	20.6
Total hours (millions)	1,013	1,045	1,033

<b>All Radio Listening - Share Via Platform (%)</b>			
AM/FM	28.0	25.7	27.8
Total Digital	72.0	74.3	72.2
DAB	42.7	44.0	42.7
DTV	3.7	2.6	2.5
Total Online	25.6	27.7	27.0
Website/Apps	10.9	10.8	10.9
Smart Speaker	14.7	16.9	16.1