

ALL RADIO LISTENING

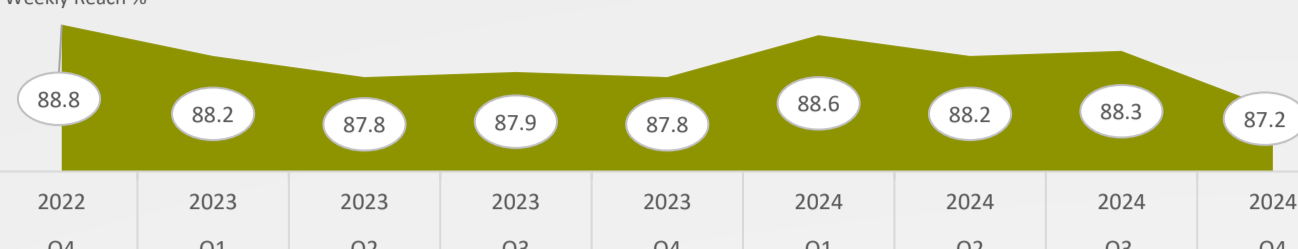
ALL RADIO LISTENING

Today RAJAR announced **50 million adults** or **87%** of the adult (15+) UK population tuned in to their selected radio stations each week in the fourth quarter of 2024. The total average number of weekly hours listened to radio for this Quarter is 1.033 billion hours.



87% of the population tune in to radio every week

Weekly Reach %



AVERAGE HOURS PER LISTENER

On average, a listener tunes into **20.6 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.

77% of the population tune in to digital radio every week



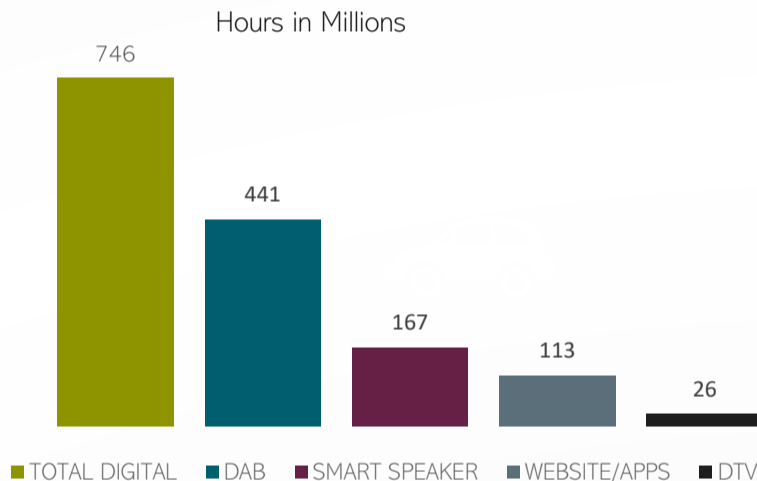
PLATFORM SHARE OF ALL RADIO LISTENING



72% of weekly listening hours are consumed digitally, **27%** are listened to Online.

DIGITAL LISTENING HOURS

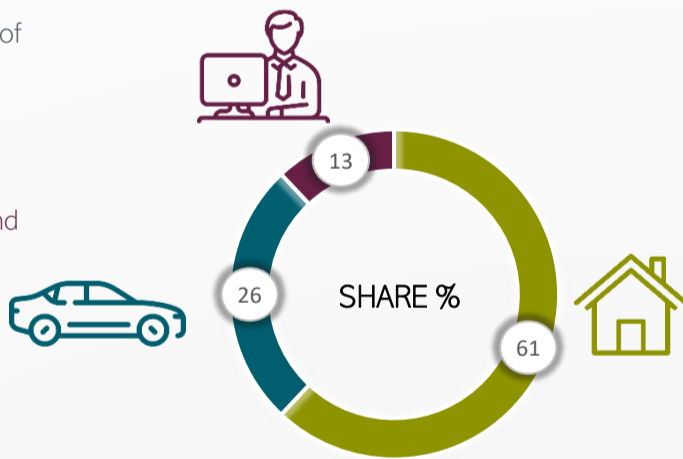
In an average week, digital listening accounts for **746 million** hours; DAB has a **59%** share of digital listening hours, Smart speaker **22%**, Website/Apps **15%**, DTV **4%**



LISTENING VIA LOCATION

In an average week, the location of listening in terms of weekly reach % equals; in home **61%**, in a vehicle (car/van/lorry) **59%**, work/elsewhere **18%**.

Share % (see chart) **61%** in home, **26%** 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



36% listen to Podcasts at least once a month



28% listen to radio via Smartphone or Tablet at least once a month



15% listen to radio via catch up at least once per month

*of those who answered the questionnaire

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MORE INFORMATION

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