

In today's connected world, radio has transformed into a truly anytime, anywhere, anyhow experience.



The MIDAS Survey is designed to provide context and insight into how when and where radio content is being consumed in this liberated environment.

With the increasing penetration of connected devices such as tablets and smartphones, MIDAS shows how listeners are embracing the multi-platform and multi-device offering, as well as how radio-on-demand is contributing to listening behaviour. It also reveals the activities they are doing whilst listening, where they are listening, and who they are listening with.



AUDIO TYPES include

Any Listen Again/Catch-up radio
On-Demand Music Services (e.g. Spotify, Apple Music,)
Podcasts (music and speech based)
Live Radio
Digital Tracks (e.g. mp3,wmv,aac Music and Non Music)
CDs
Cassette tapes/ Vinyl records
DVD/Video/Subscription TV
Online Video / Audio clips (e.g. on YouTube/ Facebook)
Any TV Viewing (Inc. Live, Catch-up and On-demand)
Video games (consoles/ mobiles)
Other

SUB AUDIO TYPES

BBC/Other Radio Music-based Listen again
BBC/Other Radio Speech-based Listen again
Spotify/Google Play/Amazon Prime/
Apple Music/Soundcloud/Deezer
BBC/Other Radio/ Other music podcast
BBC/Other Radio/ Other speech podcast
Online Video clips – Music/Non Music

- Facebook
- Vimeo
- YouTube
- Other

DEVICES include

AM/FM Radio
DAB Digital Radio
Digital Media Player (e.g. iPod, Amazon Firestick, Chromecast
Home games console (e.g. Sony Playstation, Nintendo Wii, Xbox)
Any TV set
Desktop / Laptop computer
Mobile Phone
Portable games console (e.g. Nintendo DS, Sony PSP)
Record player / decks (vinyl)
Tablet (Kindle HD / iPad / Nexus)
Wi-Fi/ Internet Radio Set
Voice Activated Speakers

ACTIVITIES

Shopping
Online purchasing
Socialising
Communicating
Using the Internet (browsing)
Household chores
Eating/Drinking/cooking
Sports/exercise/hobbies
Relaxing/nothing in particular
working/studying
Driving / travelling
Gaming
Washing/Dressing
Social Media
Any other internet use
Other

WHO WITH

On my own
Partner/spouse
Children (under 16)
Family member (s)
Friends
Colleagues
Other people you know
Other people you don't know

LOCATION OF LISTENING

At Home
Car/van/lorry/
At work/elsewhere
Public Transport/ walking

LIVE RADIO



'Live Radio' listening hours are dominated by traditional AM/FM and DAB Radio sets (**AM/FM Share = 44%** **DAB = 39%**). Listening to radio via a **Smartphone, TV and Desktop/Laptop** have a share of **4%**. **Wifi Radios** have a **2% share**. Listening to radio via a **Tablet** or **Voice activated speakers** have a smaller share (**1%**).

APPS



Radio Apps are popular amongst radio listeners – **28 million or 52% of the UK population** have downloaded a Radio App, including **5.1 million (64%)** of 15-24 year olds and **6.2 million (69%)** of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

PODCASTING

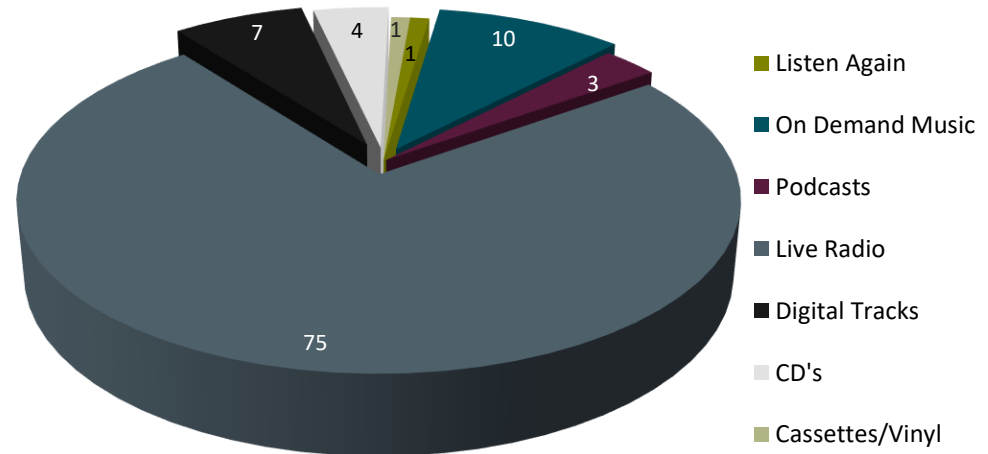
6.0 million adults or 11% of the adult population use a Podcast in an average week.

Almost three quarters of podcasting hours are listened to via a **Smartphone (72%)**. **Over half (53%)** of all Podcasting hours are either consumed **Driving/Travelling (28%)** or **Working/Studying (25%)**

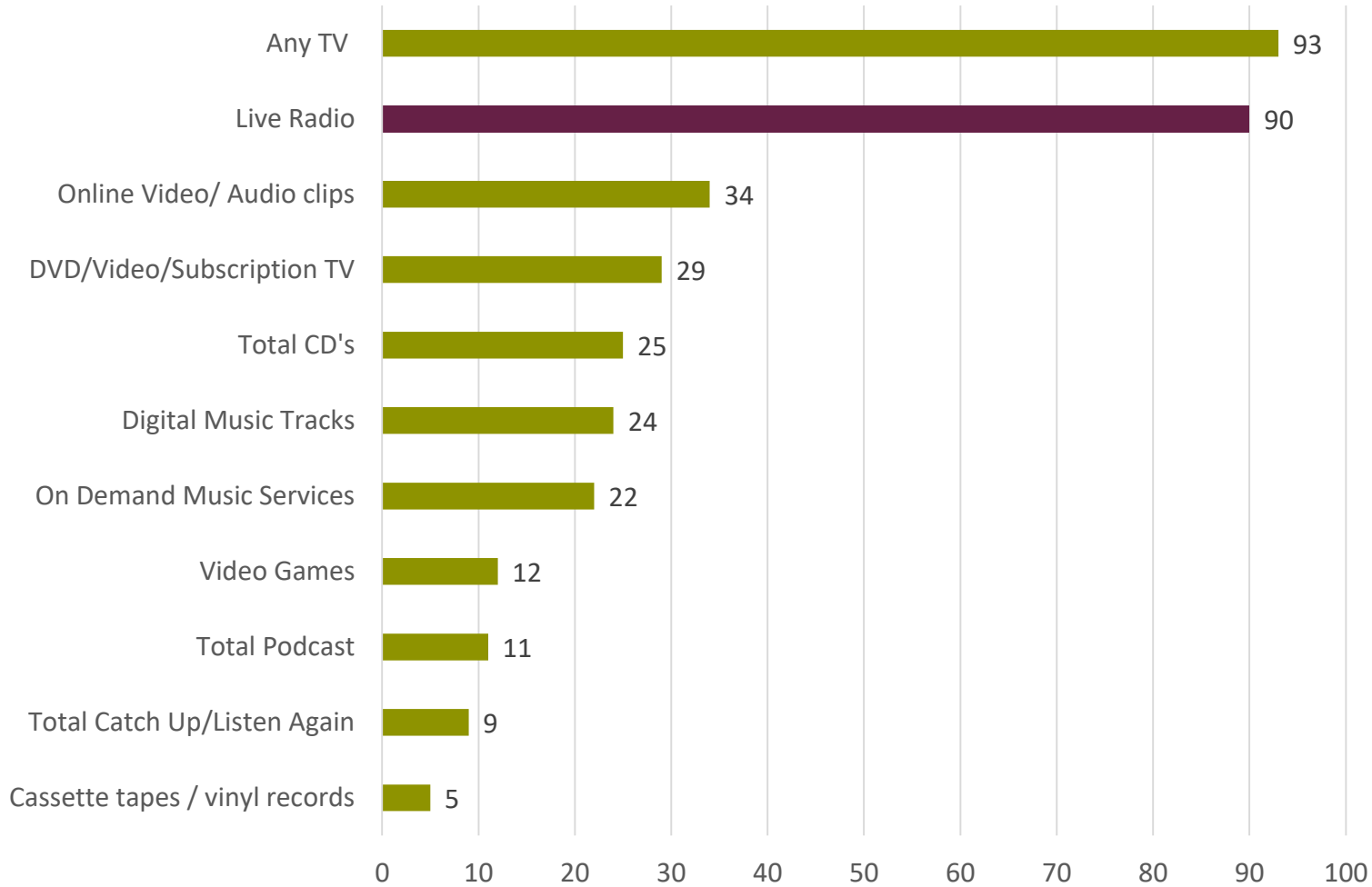
LISTEN AGAIN

4.7 million adults use the 'listen again' or 'catch up' radio
Share of 'catch up radio' via Device; Desktops/Laptops **43%** Smartphones **32%**, and Tablets **19%**.
73% of all 'listen again' hours are listened to in Home.
84% of Listen Again/Catch Up Radio hours are listened to alone.

SHARE OF AUDIO % (excluding visual)

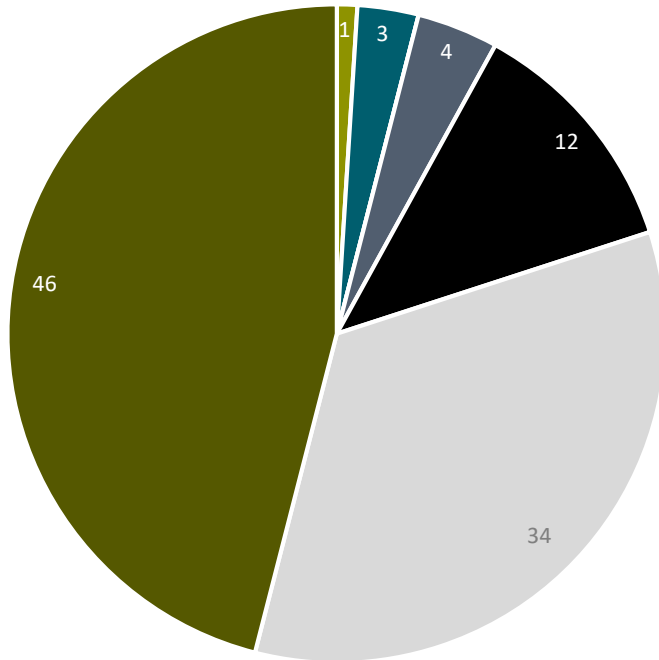


AUDIO REACH %

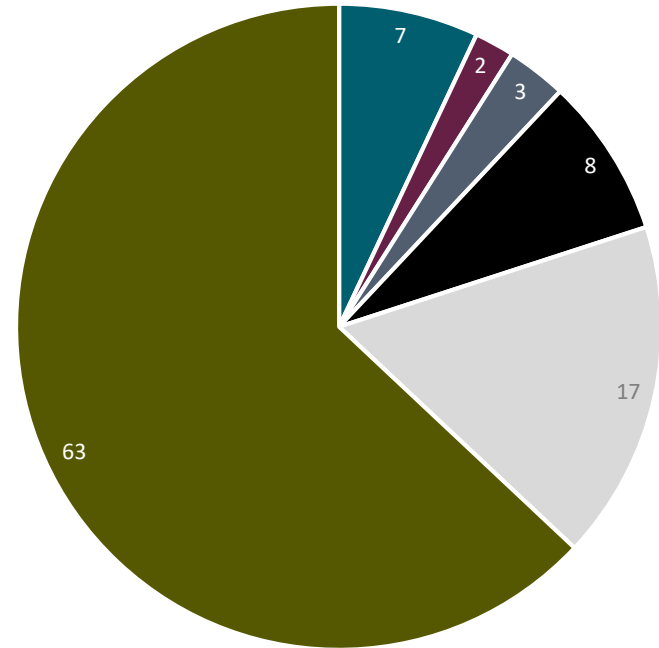


AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24



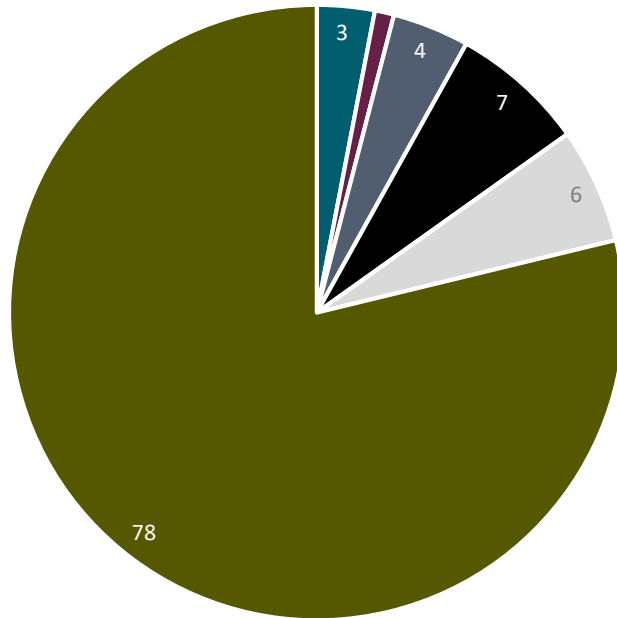
25-34



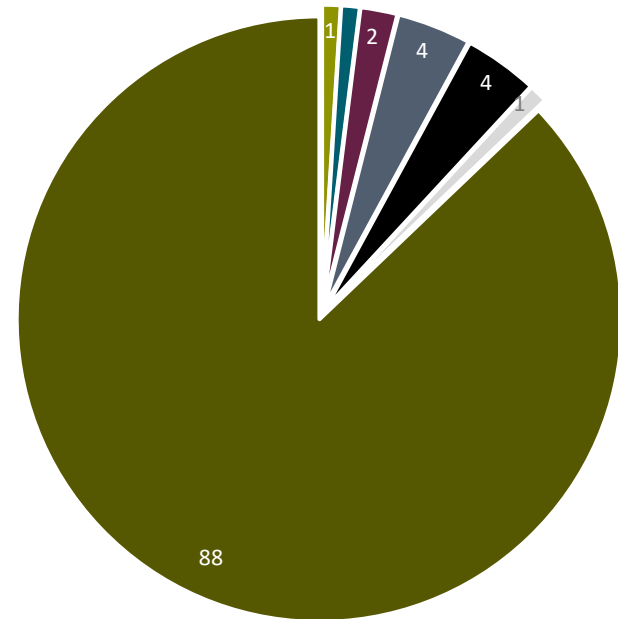
■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

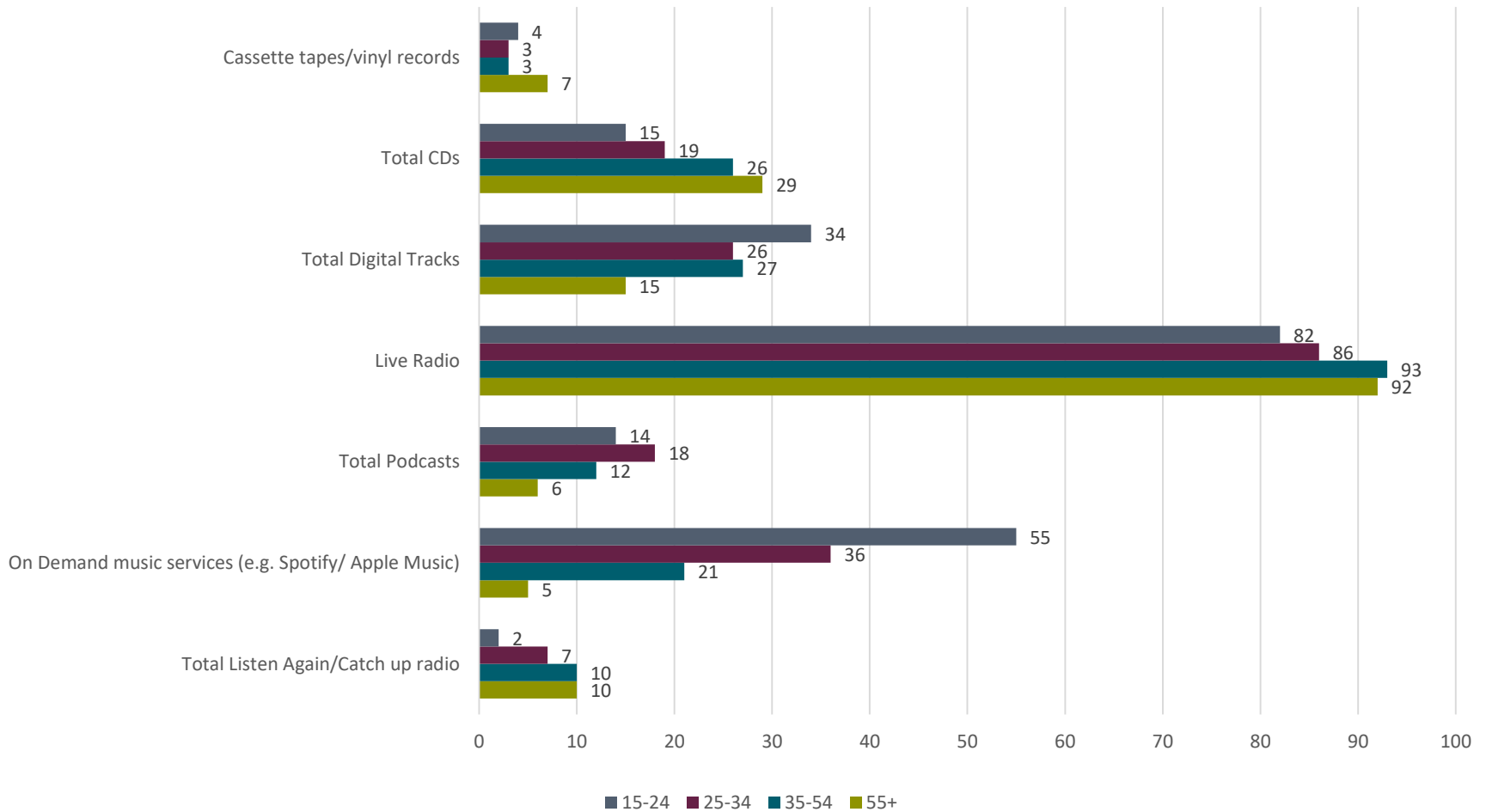


55+

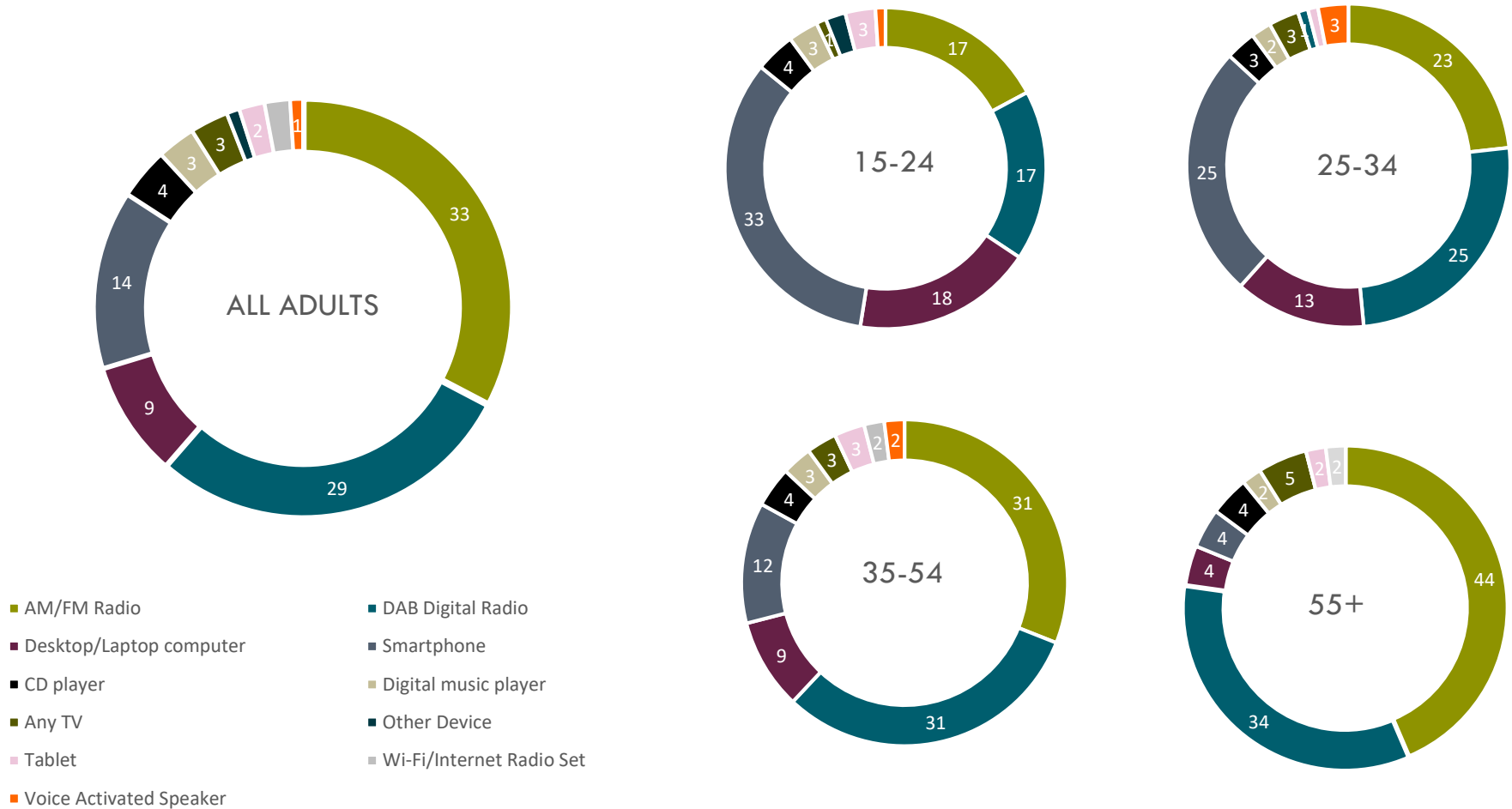


■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

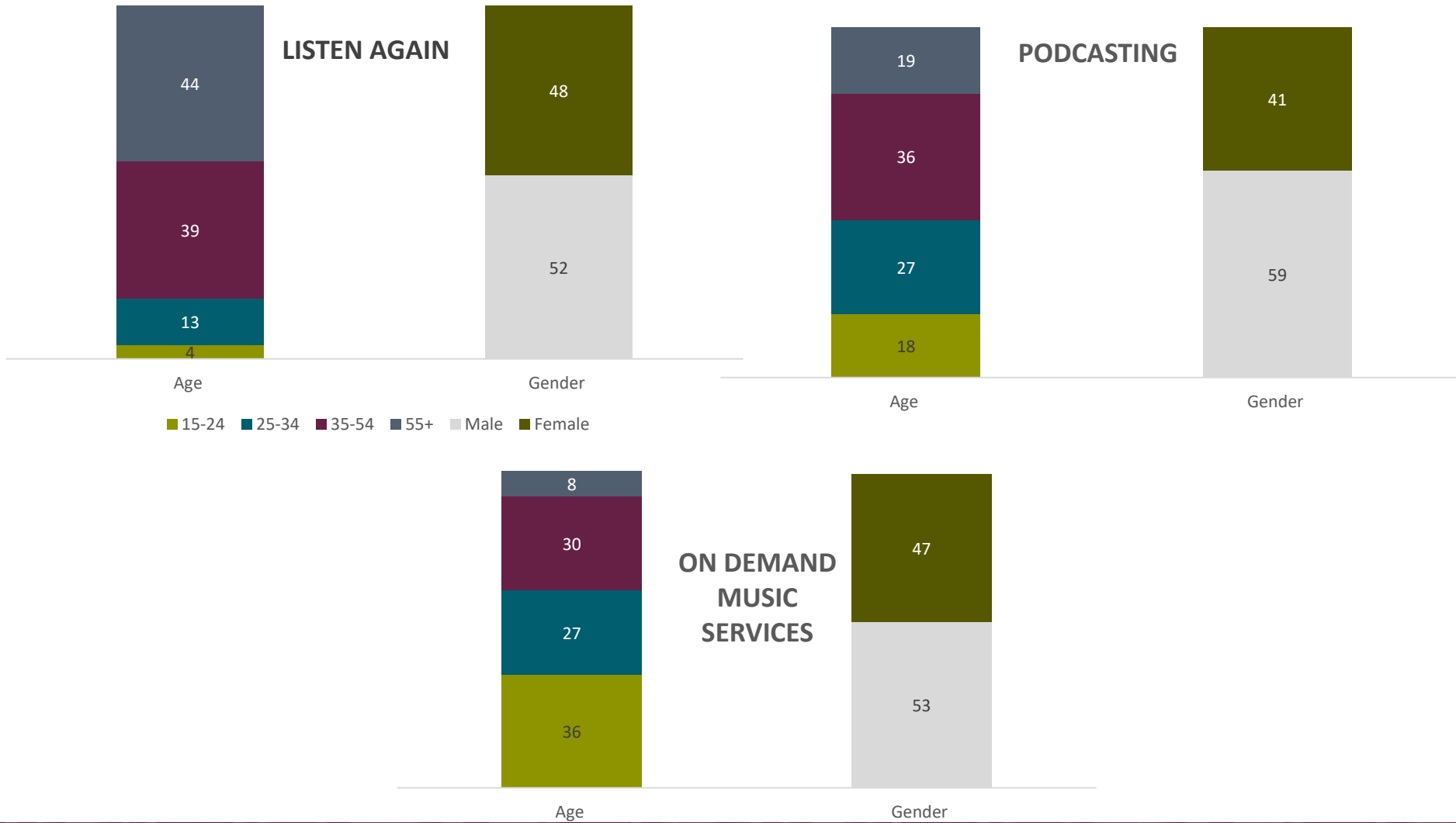
AUDIO REACH% BY AGE GROUP



AUDIO 'SHARE %' by DEVICE (exc. Visual)

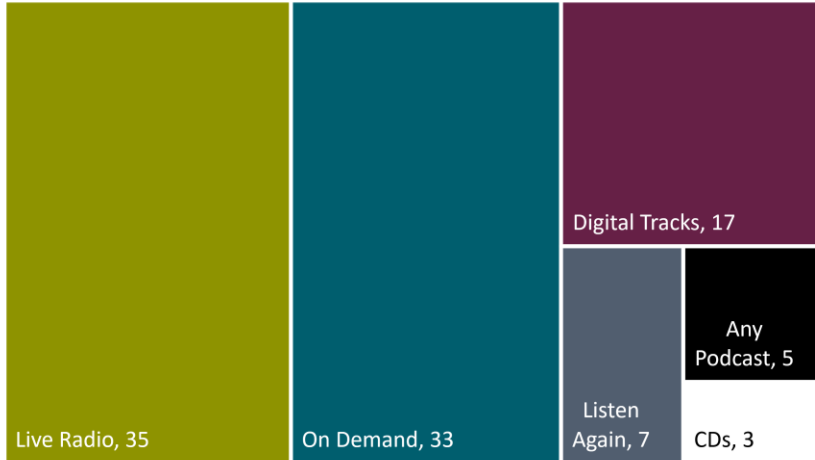


AGE/SEX % LISTENER PROFILES

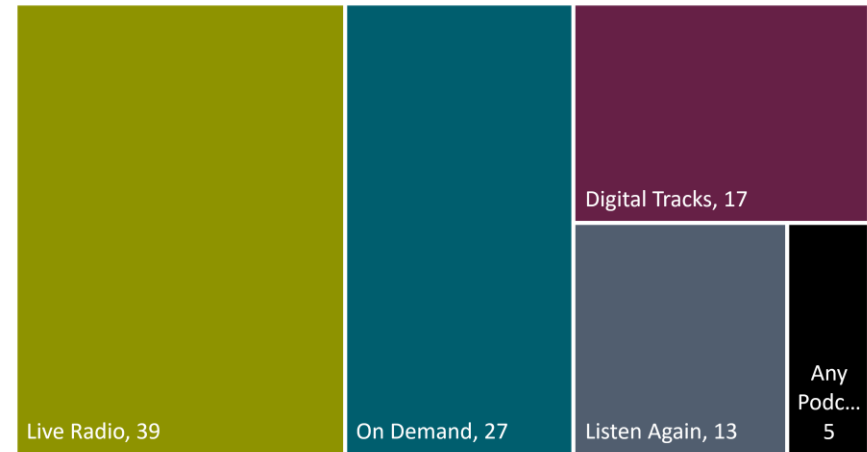


DEVICE SHARE EXCLUDING VISUAL%

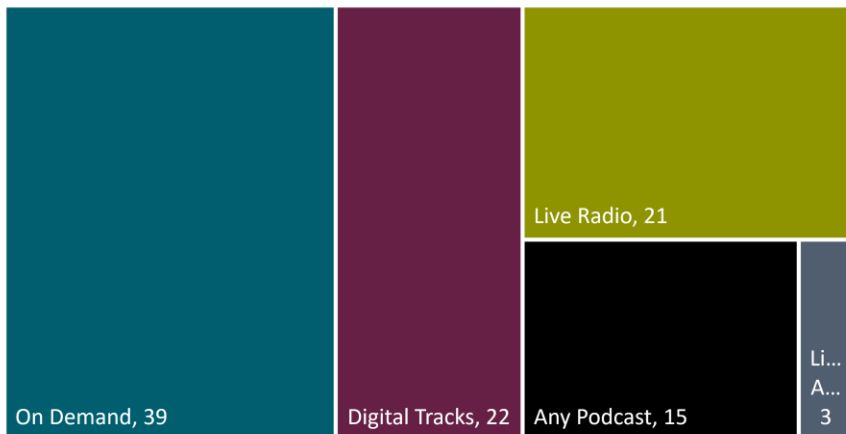
Laptop/Desktop



Tablet



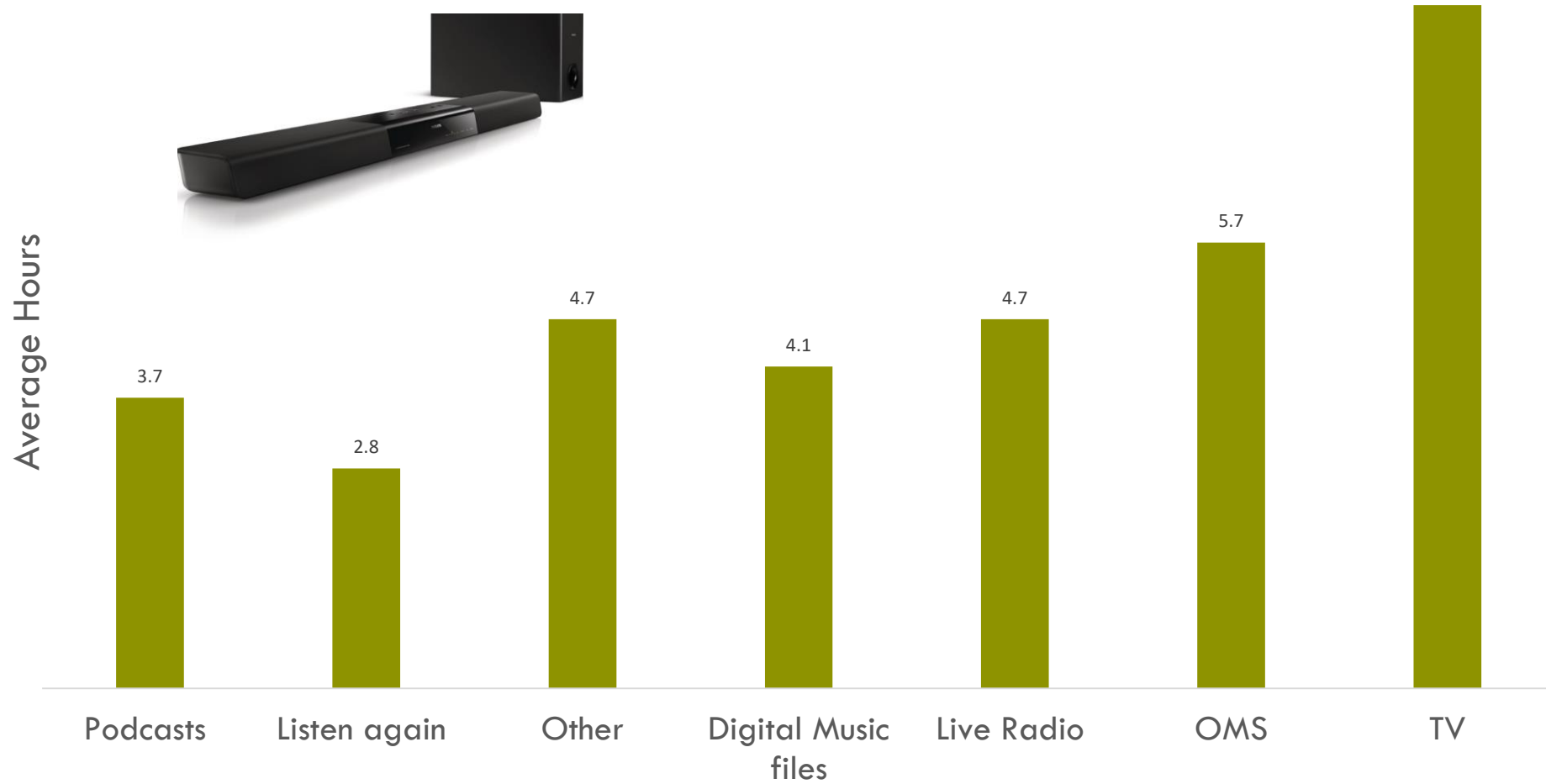
Smartphone



Voice Activated Speakers

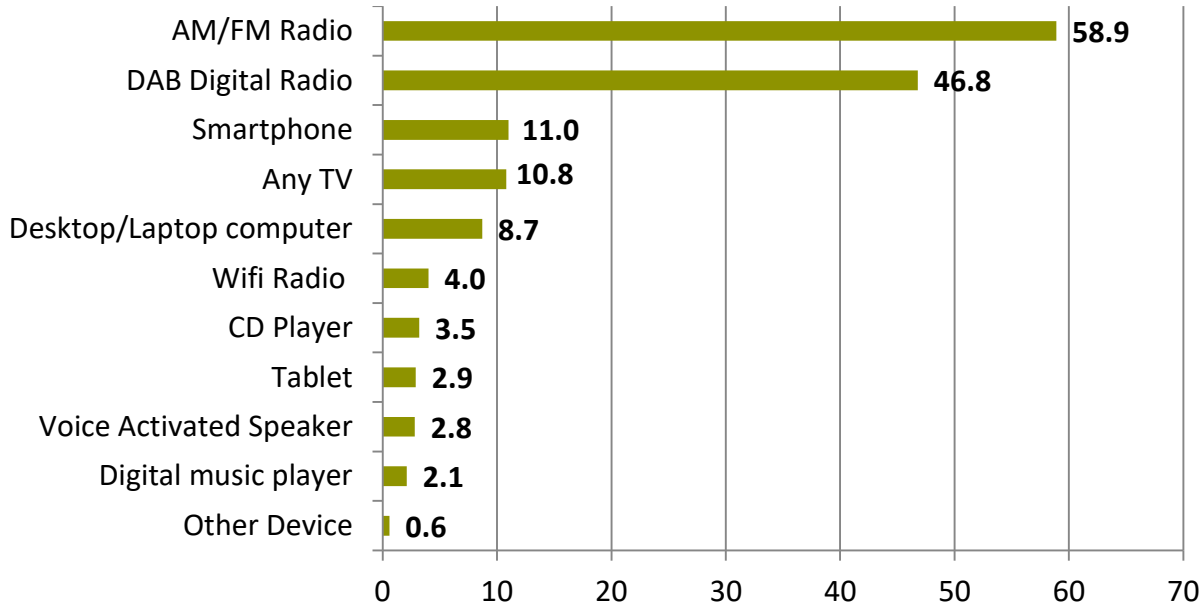


20.9m people claim have access to a Bluetooth speaker or Soundbar

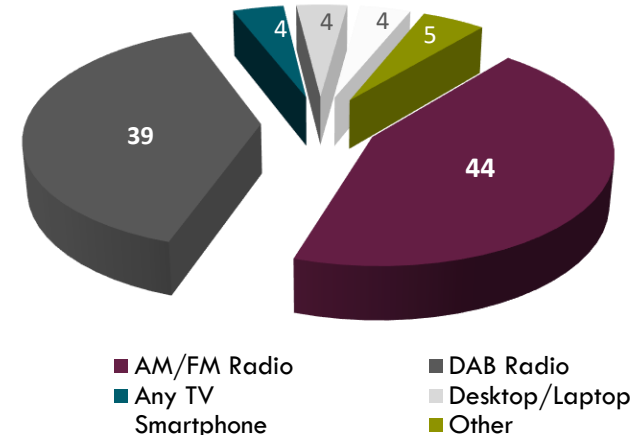


LIVE RADIO VIA DEVICE

REACH%

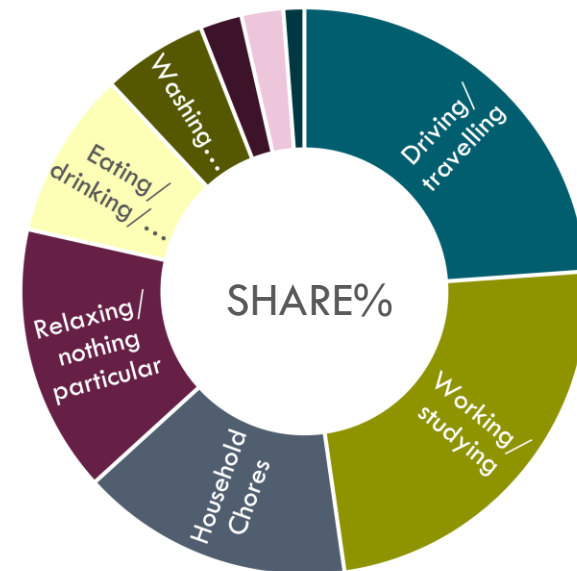
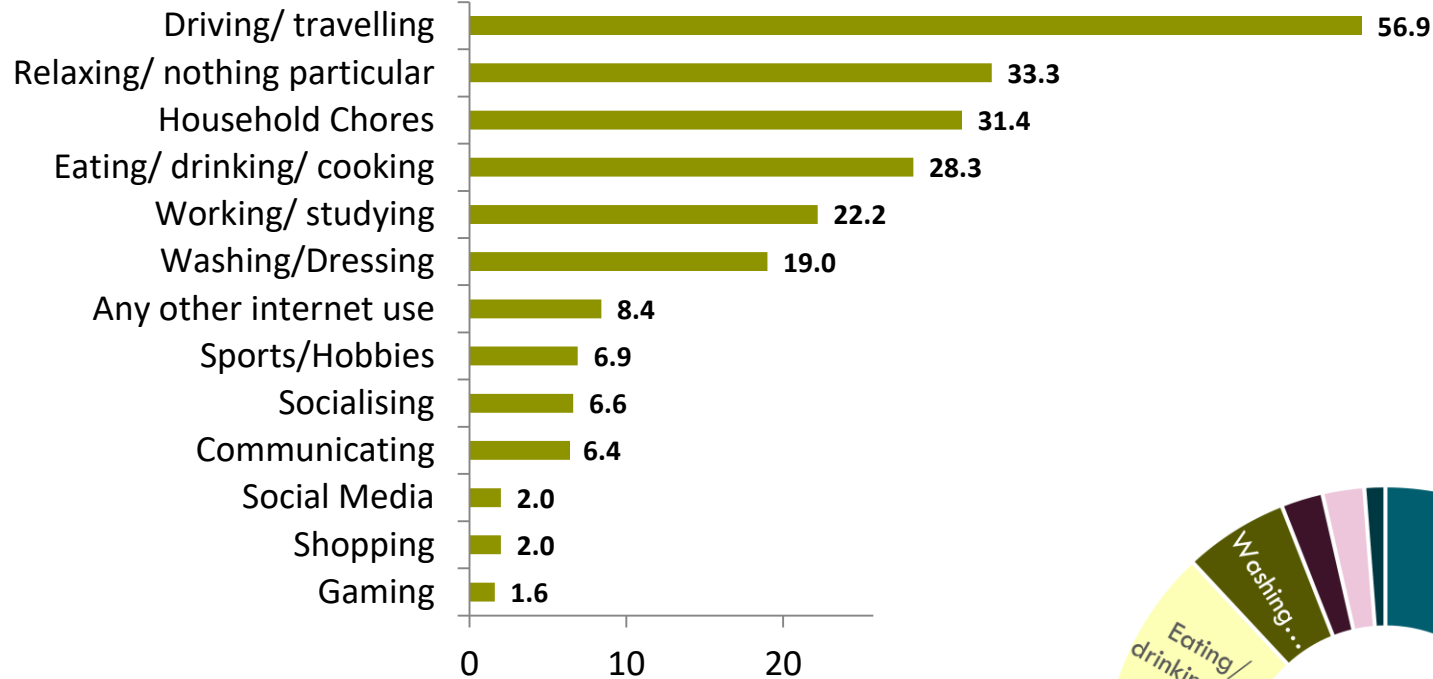


SHARE%

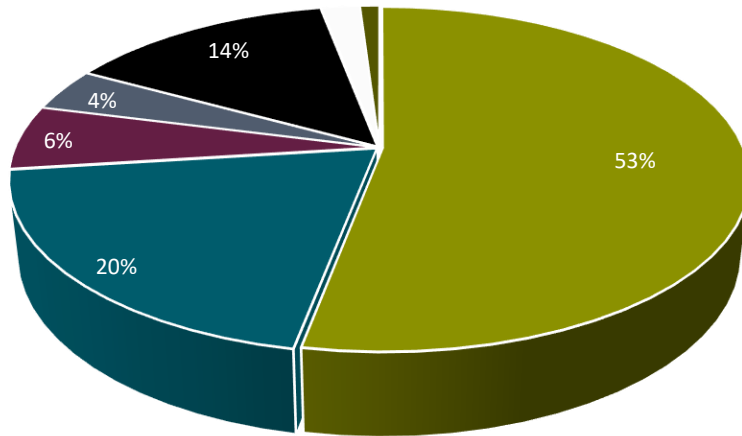


*Other, includes wifi radio, tablet and voice activated speakers

LIVE RADIO by ACTIVITY

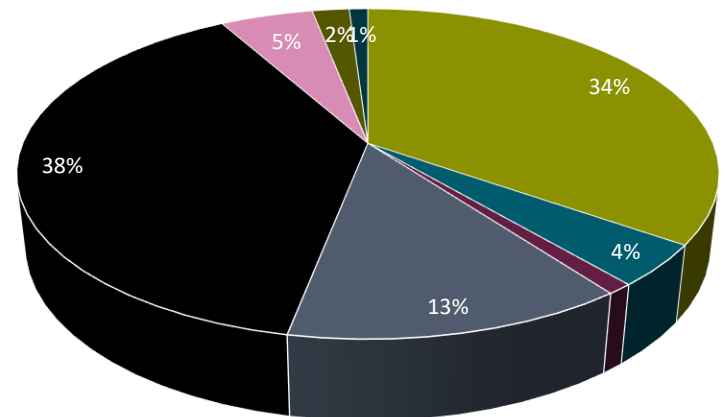


LIVE RADIO by WHO LISTENED WITH



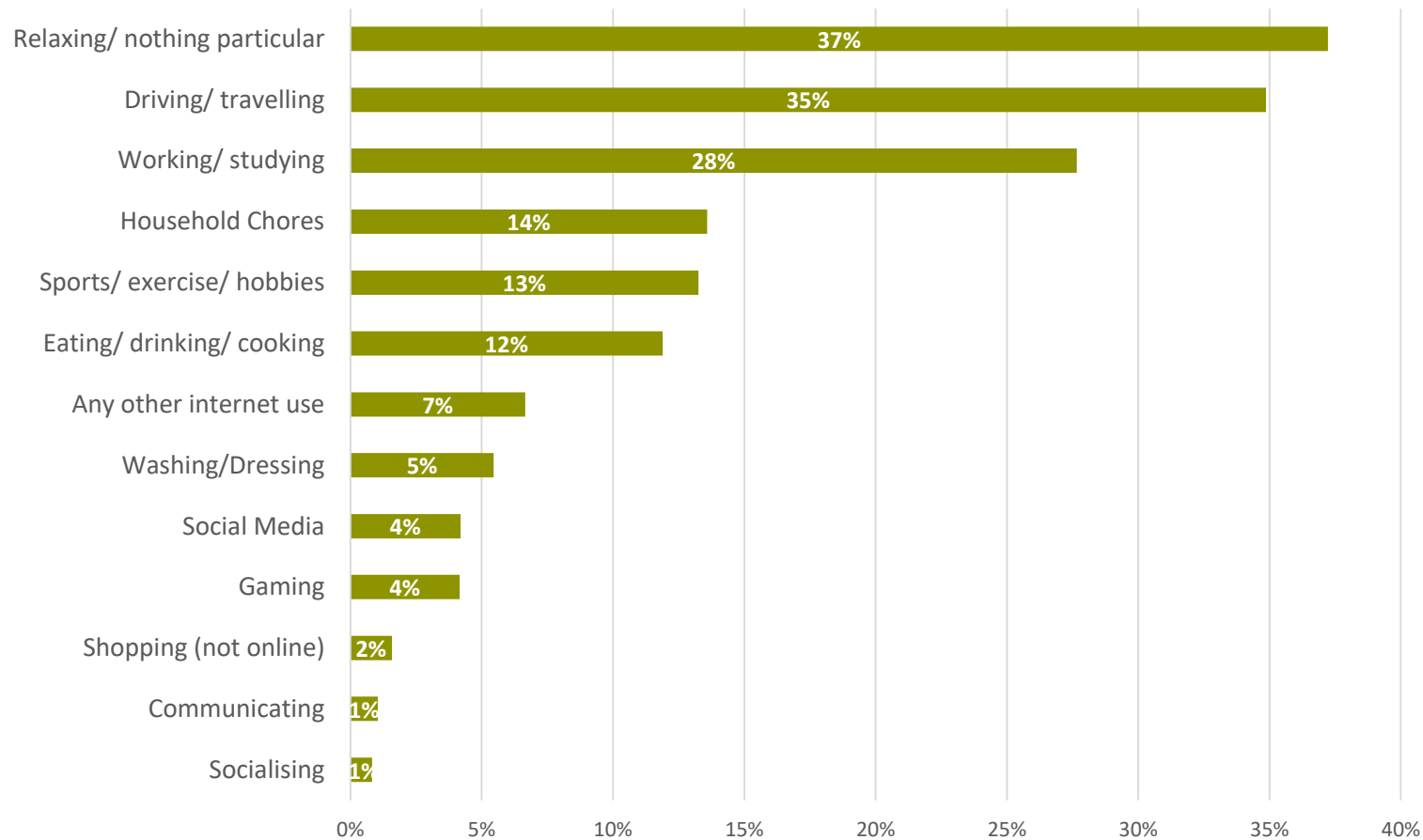
- On my own
- Partner/Spouse
- Children
- Family Members
- Colleagues
- Friends
- Other people you know
- Other people you don't know

15-24



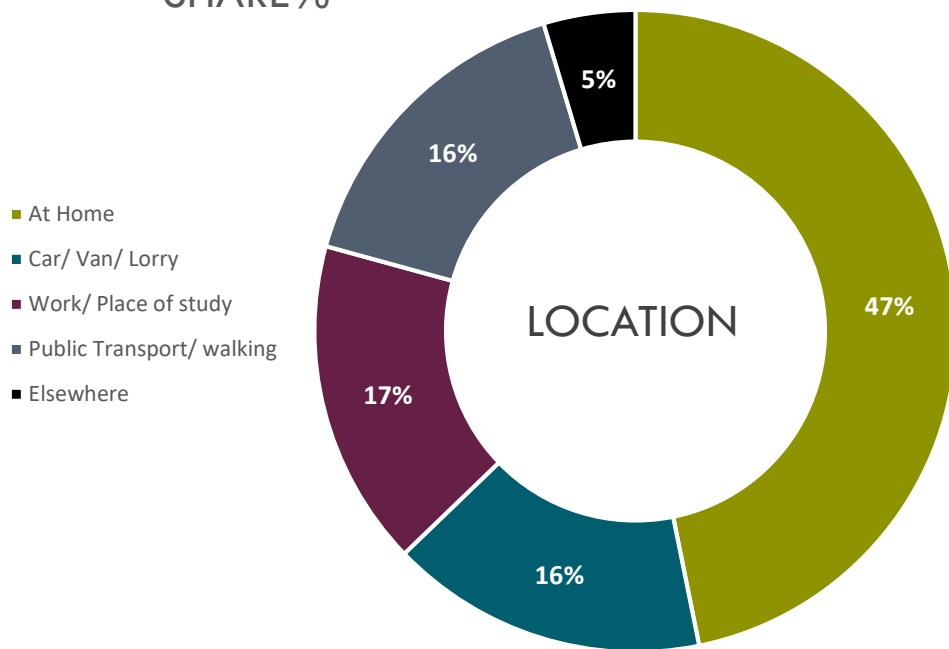
PODCASTING VIA ACTIVITY

REACH% OF PODCAST USERS

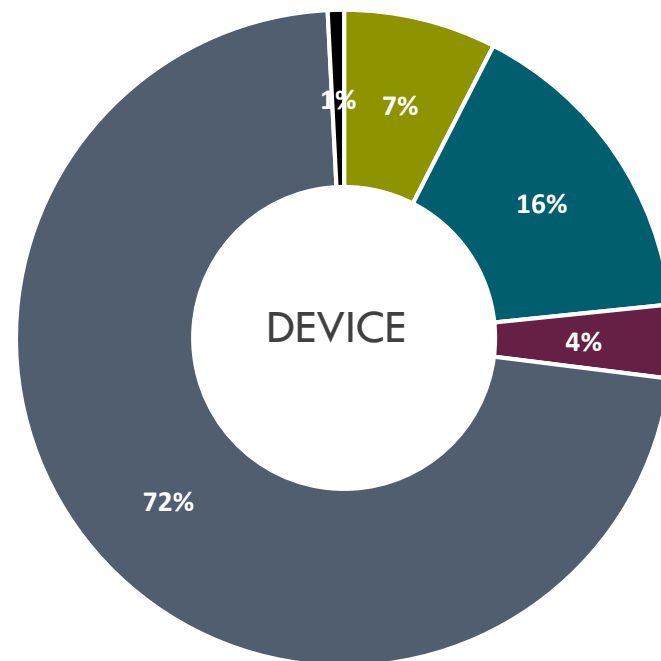


PODCASTING

SHARE%



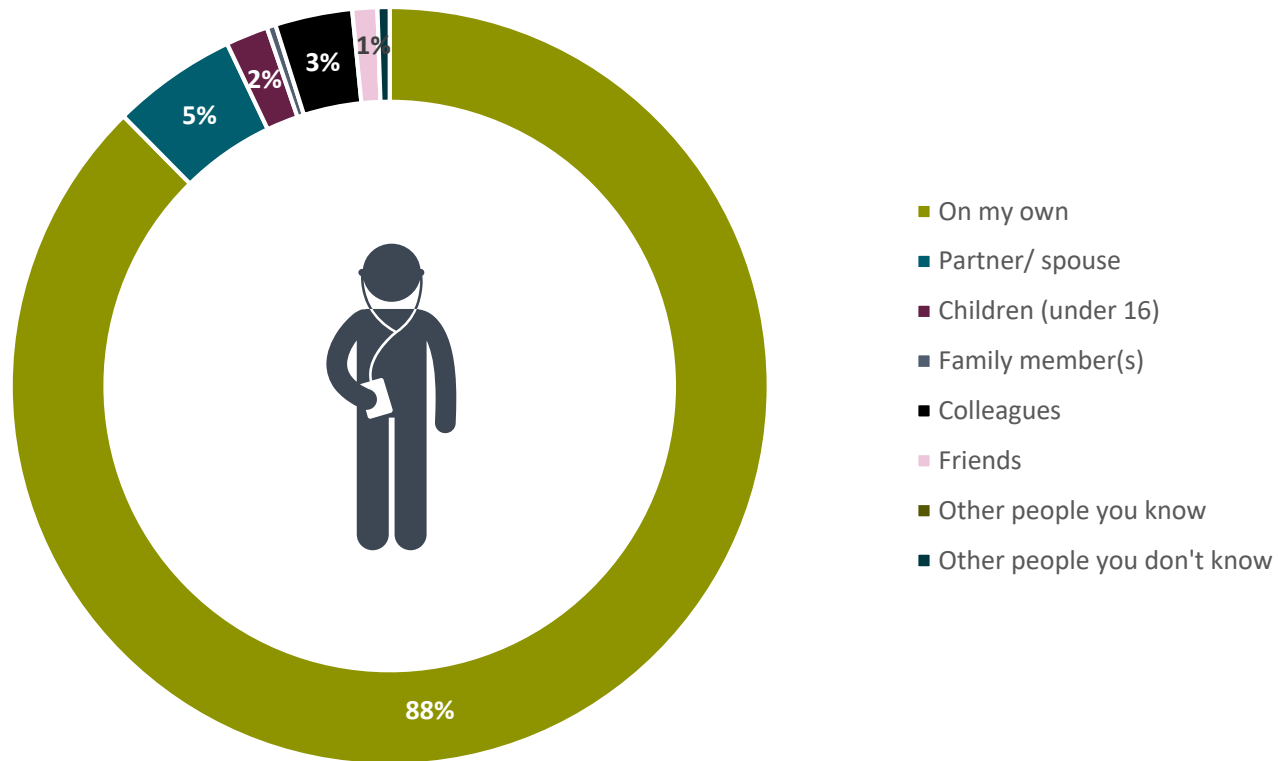
- At Home
- Car/ Van/ Lorry
- Work/ Place of study
- Public Transport/ walking
- Elsewhere



- Digital Music Player
- Desktop/Laptop computer
- Tablet
- Smartphone
- Voice Activated Speaker

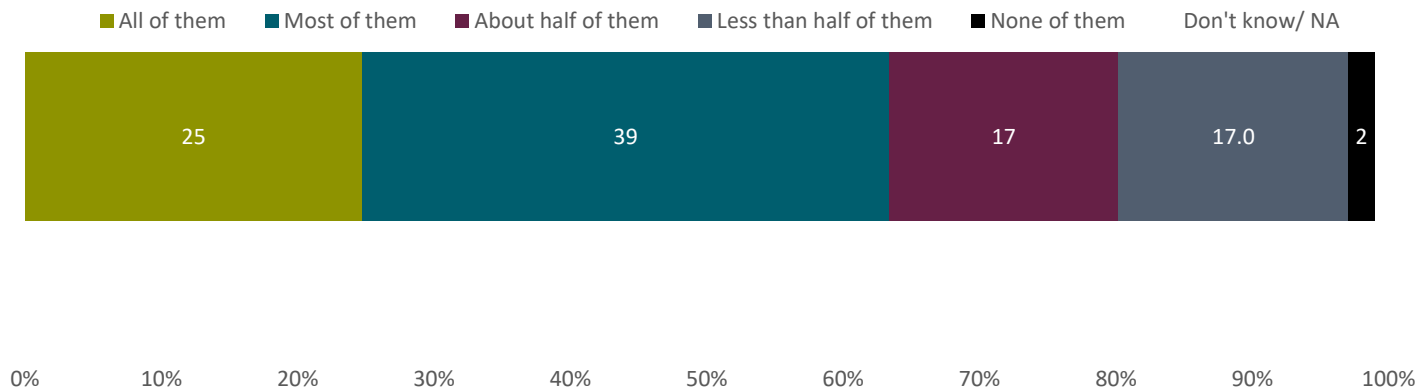


PODCASTING

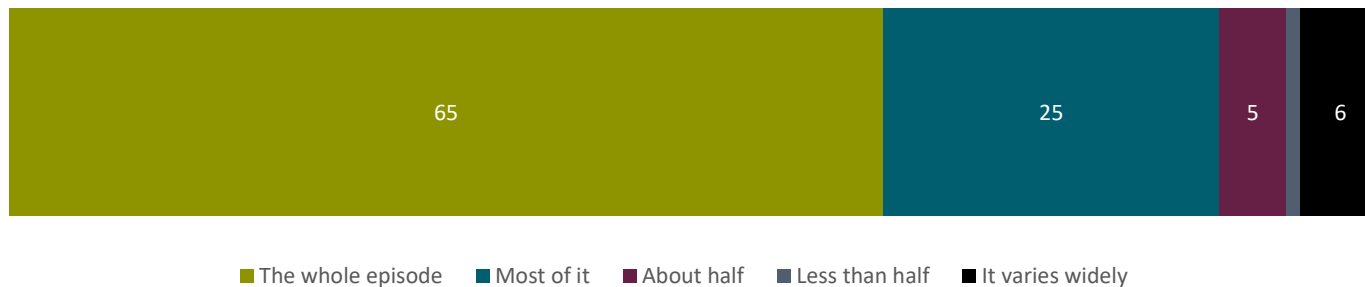


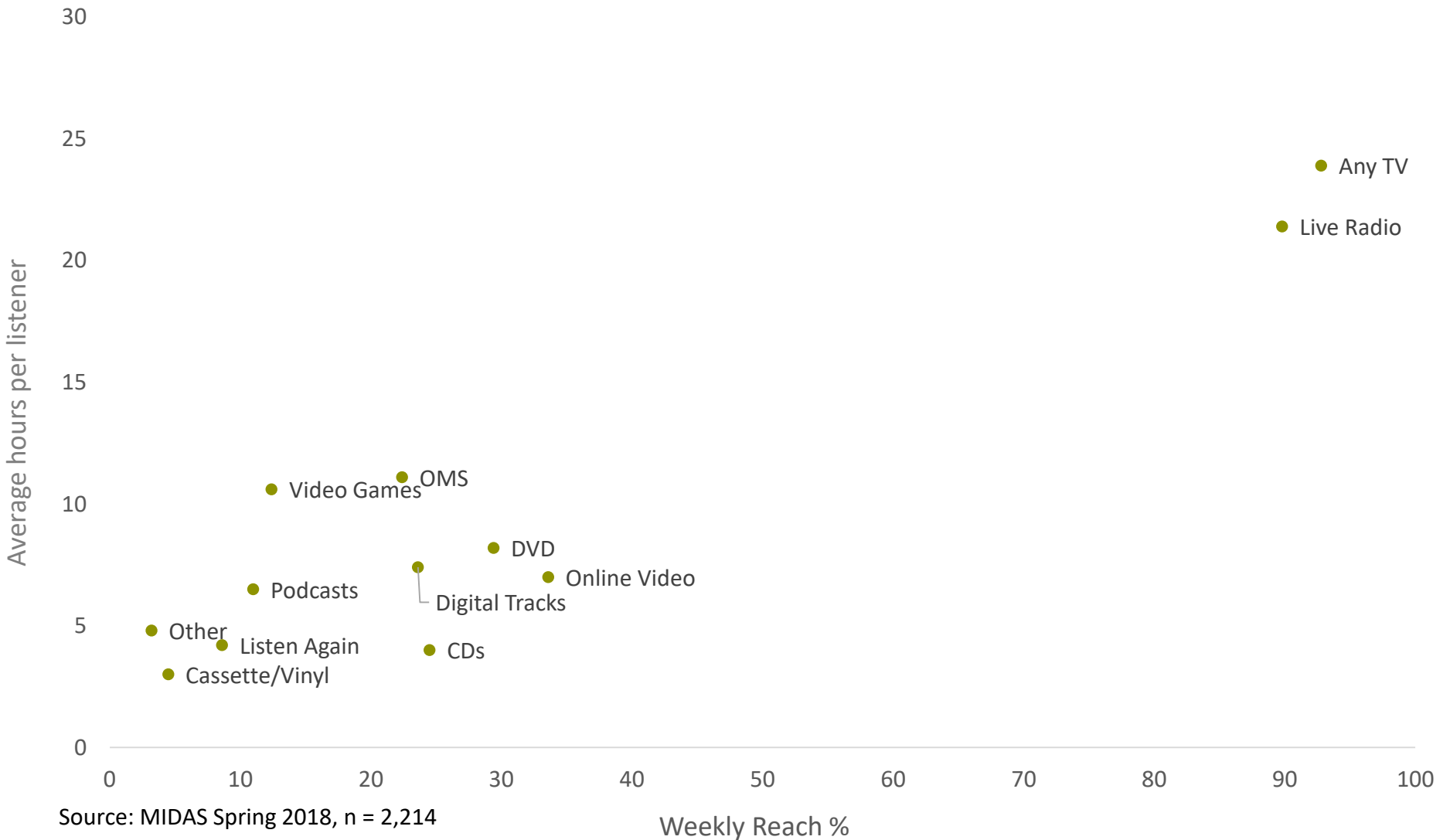
PODCASTING

What proportion of all podcast episodes that you download do you actually get round to listening to?



When you do listen to a podcast episode, what proportion of it do you normally listen to?

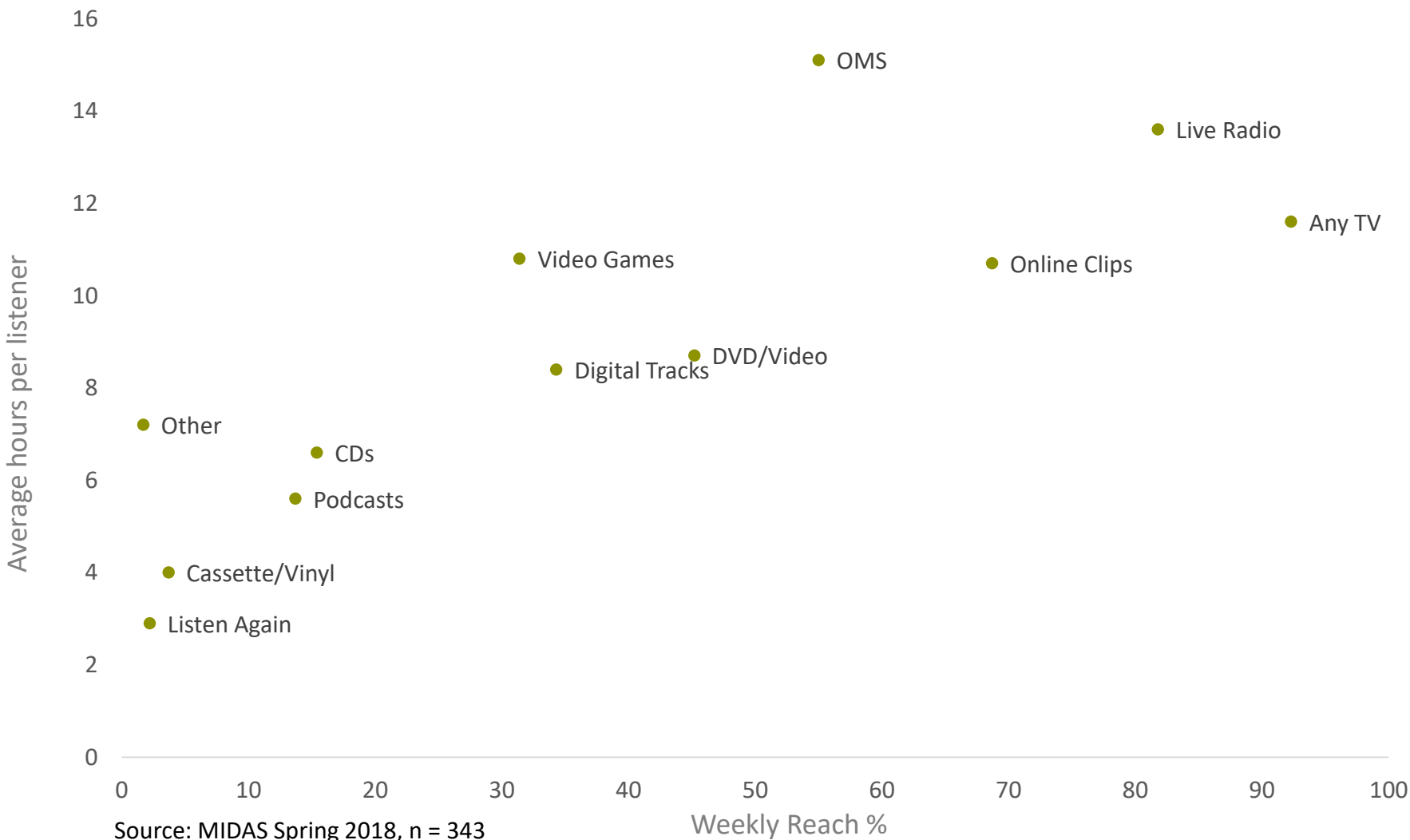




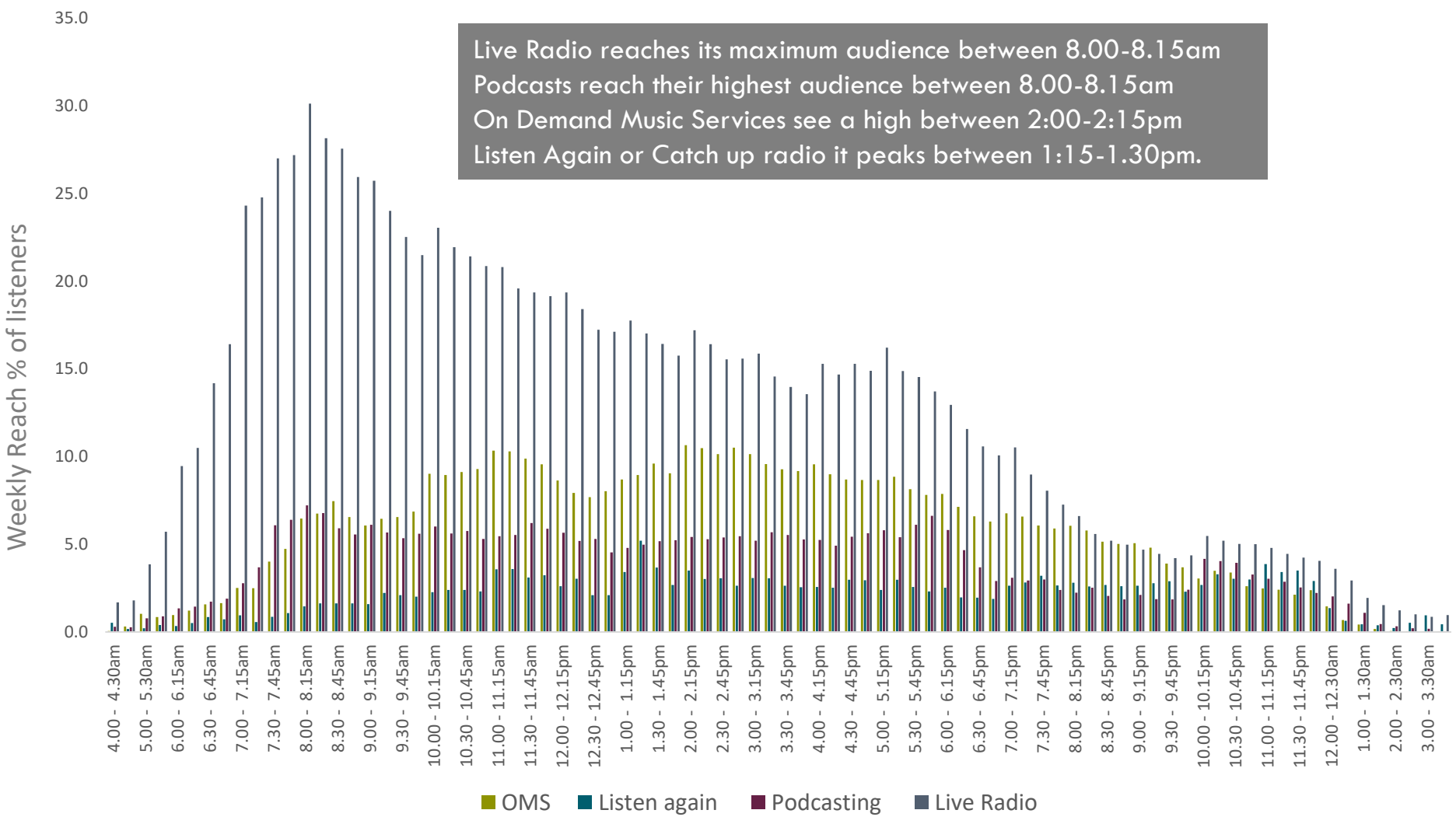
Source: MIDAS Spring 2018, n = 2,214

Weekly Reach %

Weekly Reach % v Ave hrs per Listener(15-24s)



Time of Day Listening takes place – MONDAY to FRIDAY average



Sample comprised of 2214 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during February 2018

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