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.
RAJAR Midas Audio Survey

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’ listening hours are dominated by traditional AM/FM and DAB Radio sets (AM/FM Share = 43%, DAB = 41%). Listening to radio via a Smartphone or TV have a share of 4% and Desktop/Laptop has a share of 3%. Listening to radio via a Tablet or Voice activated speakers have a much smaller share (1%).

Radio Apps are popular amongst radio listeners – 27 million or 49% of the UK population have downloaded a Radio App, including 4.8 million (60%) of 15-24 year olds and 5.7 million (63%) of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

4.1 million adults use the ‘listen again’ or ‘catch up’ radio function. Share of listening again via Device; Smartphones 36%, Desktops/Laptops 35% and Tablets 17%. 75% of all ‘listen again’ hours are listened to in Home. 83% of Listen Again/Catch Up Radio hours are listened to alone.

5.6 million adults use any Podcast in a week and the Smartphone is the most popular device to listen (63% of Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to (69%). Over a Quarter of all Podcasting hours (29% share) are listened to whilst travelling.
### AUDIO REACH %

- **Any TV**: 93%
- **Live Radio**: 88%
- **Online Video/ Audio clips**: 32%
- **Total CD's**: 27%
- **Digital Music Tracks**: 25%
- **DVD/Video/Subscription TV**: 23%
- **On Demand Music Services**: 20%
- **Video Games**: 11%
- **Total Podcast**: 10%
- **Total Catch Up/Listen Again**: 8%
- **Cassette tapes / vinyl records**: 3%
RAJAR Midas Audio Survey

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
RAJAR Midas Audio Survey

AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

- Cassette/Vinyl: 77
- Any Podcast: 1
- Any Listen Again: 3
- Any CDs: 4
- Digital Tracks: 8
- On Demand music services: 1
- Live Radio: 7

55+

- Cassette/Vinyl: 88
- Any Podcast: 1
- Any Listen Again: 5
- Any CDs: 4
- Digital Tracks: 1
- On Demand music services: 1
- Live Radio: 4
AUDIO REACH% BY AGE GROUP

- Cassette tapes/vinyl records: 2-3-3-4
- Total CDs: 23-25-26-32
- Total Digital Tracks: 14-27-35-37
- Live Radio: 82-83-90-92
- Total Podcasts: 10-12-17
- On Demand music services (e.g. Spotify/Apple Music): 5-20-29-51
- Total Listen Again/Catch up radio: 4-7-9-8

15-24, 25-34, 35-54, 55+
RAJAR Midas Audio Survey

AUDIO ‘SHARE %’ by DEVICE (exc. Visual)

- AM/FM Radio
- DAB Digital Radio
- Desktop/Laptop computer
- Smart-Phone
- CD player
- Digital music player
- Any TV
- Other Device
- Tablet
- Wi-Fi/Internet Radio Set
- Voice Activated Speaker

ALL ADULTS

15-24

25-34

35-54

55+
AGE/SEX % LISTENER PROFILES

LISTEN AGAIN

<table>
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<th>Age</th>
<th>Gender</th>
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<th>25-34</th>
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PODCASTING

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ON DEMAND MUSIC SERVICES

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19.1m people claim have access to a Bluetooth speaker or Soundbar
## Live Radio via Device

### Reach%

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<th>Device</th>
<th>Reach%</th>
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<td>AM/FM Radio</td>
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<tr>
<td>DAB Digital Radio</td>
<td>50.1</td>
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<tr>
<td>Any TV</td>
<td>11.6</td>
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<tr>
<td>Smartphone</td>
<td>10.0</td>
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<tr>
<td>Desktop/Laptop computer</td>
<td>6.8</td>
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<tr>
<td>CD Player</td>
<td>3.8</td>
</tr>
<tr>
<td>Wifi Radio</td>
<td>4.0</td>
</tr>
<tr>
<td>Tablet</td>
<td>3.4</td>
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<tr>
<td>Digital music player</td>
<td>1.9</td>
</tr>
<tr>
<td>Voice Activated Speaker</td>
<td>1.1</td>
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<tr>
<td>Other Device</td>
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</tbody>
</table>

### Share%

- AM/FM Radio: 43%
- DAB Radio: 41%
- Any TV: 5%
- Desktop/Laptop: 4%
- Smartphone: 4%
- Other: 5%
LIVE RADIO by ACTIVITY

- Driving/travelling: 57.0%
- Relaxing/nothing particular: 34.9%
- Household Chores: 32.5%
- Eating/drinking/cooking: 31.0%
- Working/studying: 22.7%
- Washing/Dressing: 19.5%
- Any other internet use: 7.4%
- Socialising: 7.0%
- Sports/Hobbies: 6.1%
- Communicating: 5.1%
- Social Media: 2.5%
- Gaming: 1.3%
- Shopping: 1.0%

RAJAR Midas Audio Survey
MIDAS Autumn 2017
RAJAR Midas Audio Survey

LIVE RADIO by WHO LISTENED WITH

- On my own: 32%
- Partner/Spouse: 11%
- Children: 4%
- Family Members: 43%
- Colleagues: 4%
- Friends: 4%
- Other people you know: 2%
- Other people you don't know: 2%

15-24 age group breakdown:

- On my own: 14%
- Partner/Spouse: 5%
- Children: 6%
- Family Members: 20%
- Colleagues: 51%
- Friends: 15-24%
- Other people you know: Other people you don't know: 51%
Weekly Reach % v Ave hrs per Listener (15+)

Source: MIDAS Autumn 2017, n = 2,232
RAJAR Midas Audio Survey

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

Source: MIDAS Autumn 2017, n = 285
RAJAR Midas Audio Survey

Time of Day Listening takes place – MONDAY to FRIDAY average

Live Radio reaches its maximum audience between 8.00-8.15am
Podcasts reach their highest audience between 8.00-8.15am
On Demand Music Services see a high between 3:00-3:15pm
Listen Again or Catch up radio it peaks between 10:15-10:30pm.
Sample comprised of 2232 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during September 2017

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