

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 audio 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 audio-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.

MIDAS is released every season, this offering is Autumn 2019. The sample comprised of 2238 former RAJAR respondents willing to be re-contacted. MIDAS is collected via an Online diary and Questionnaire. Autumn 2019 fieldwork took place during July/August. Demographic split's of the following information is available on request. List of diary variables can be found on the back page of these charts.

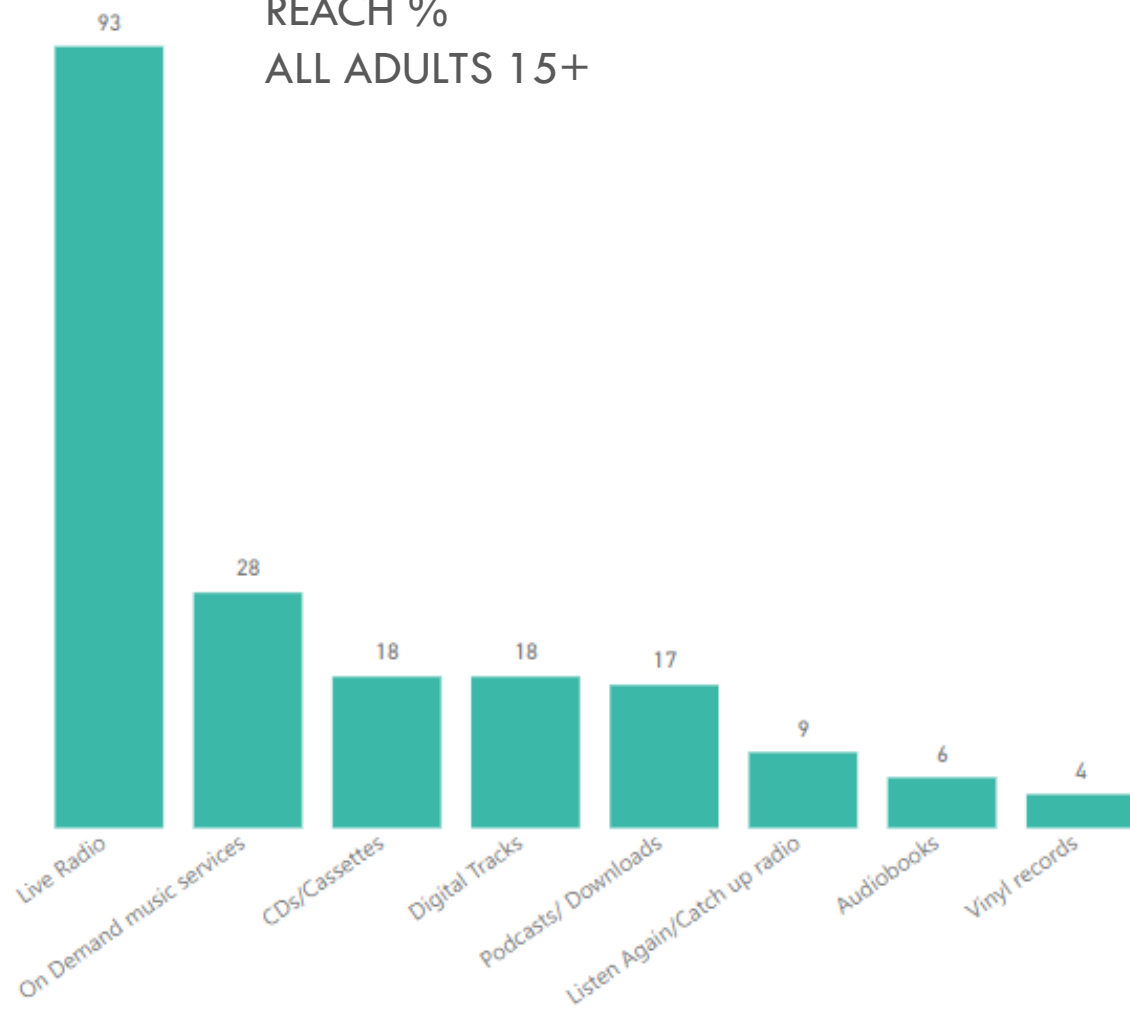
The following charts are displayed as follows;

- Audio Overview
- Wave on Wave Trends
- Live Radio
- Listen Again
- Podcasting
- On Demand Music Services
- Devices
- Time Spent

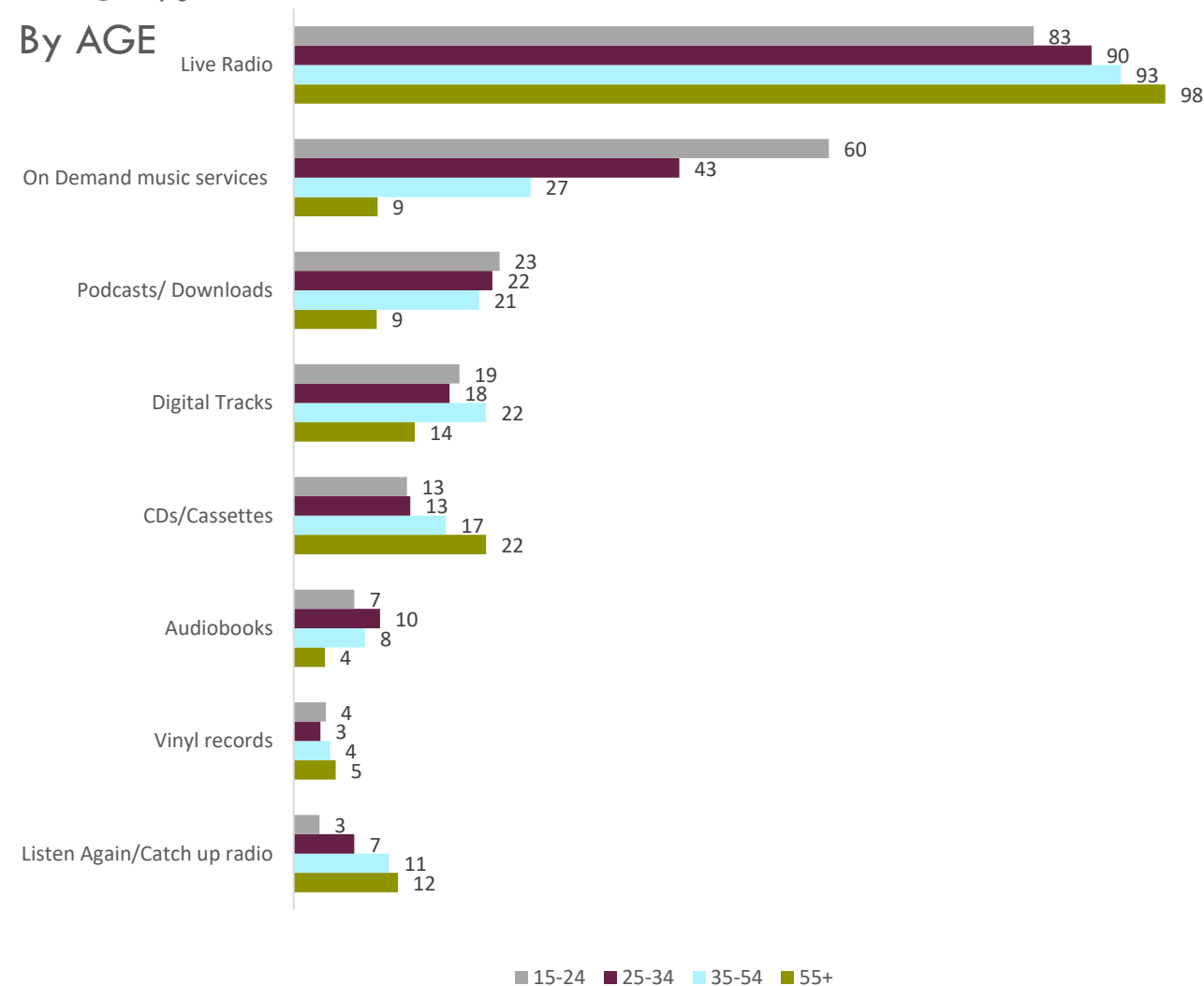
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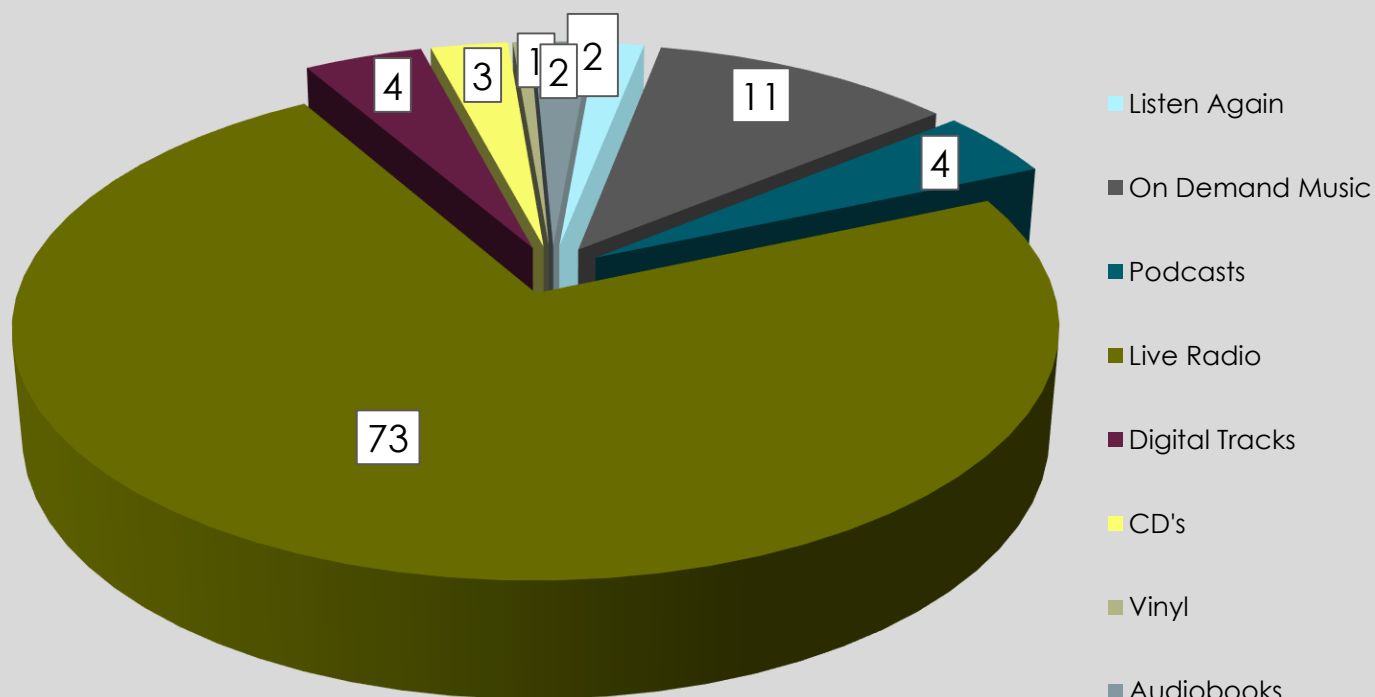
## REACH % ALL ADULTS 15+




## REACH % By AGE



## AUDIO OVERVIEW

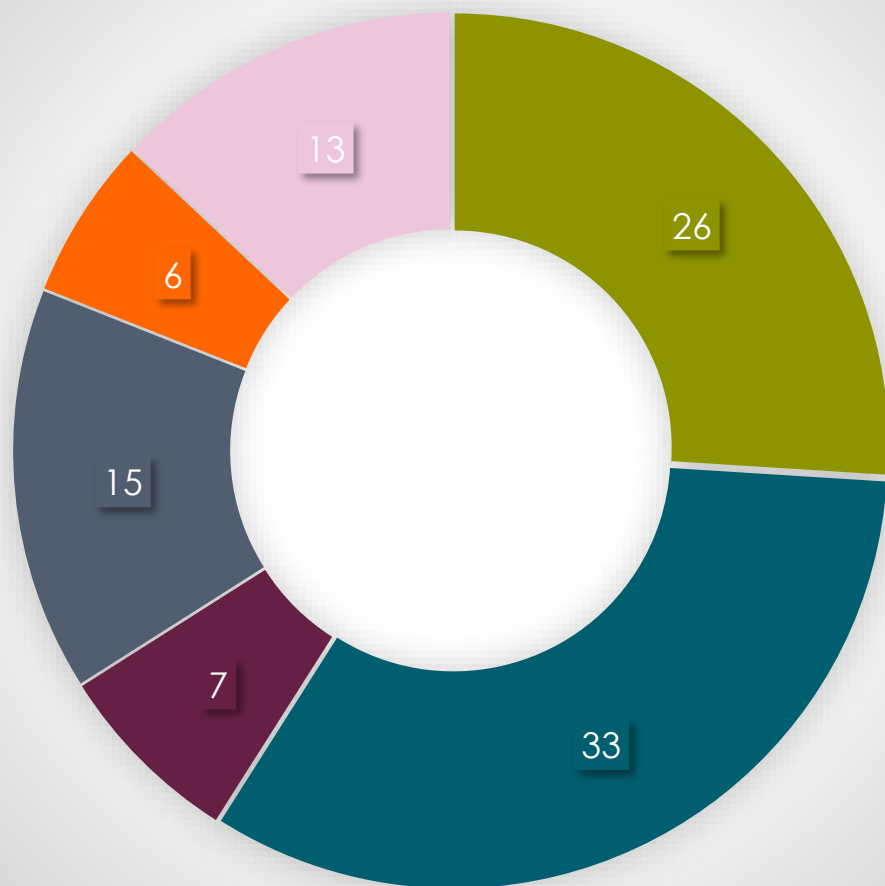


Audio (excluding visual) by Share % for All Adults 15+ 

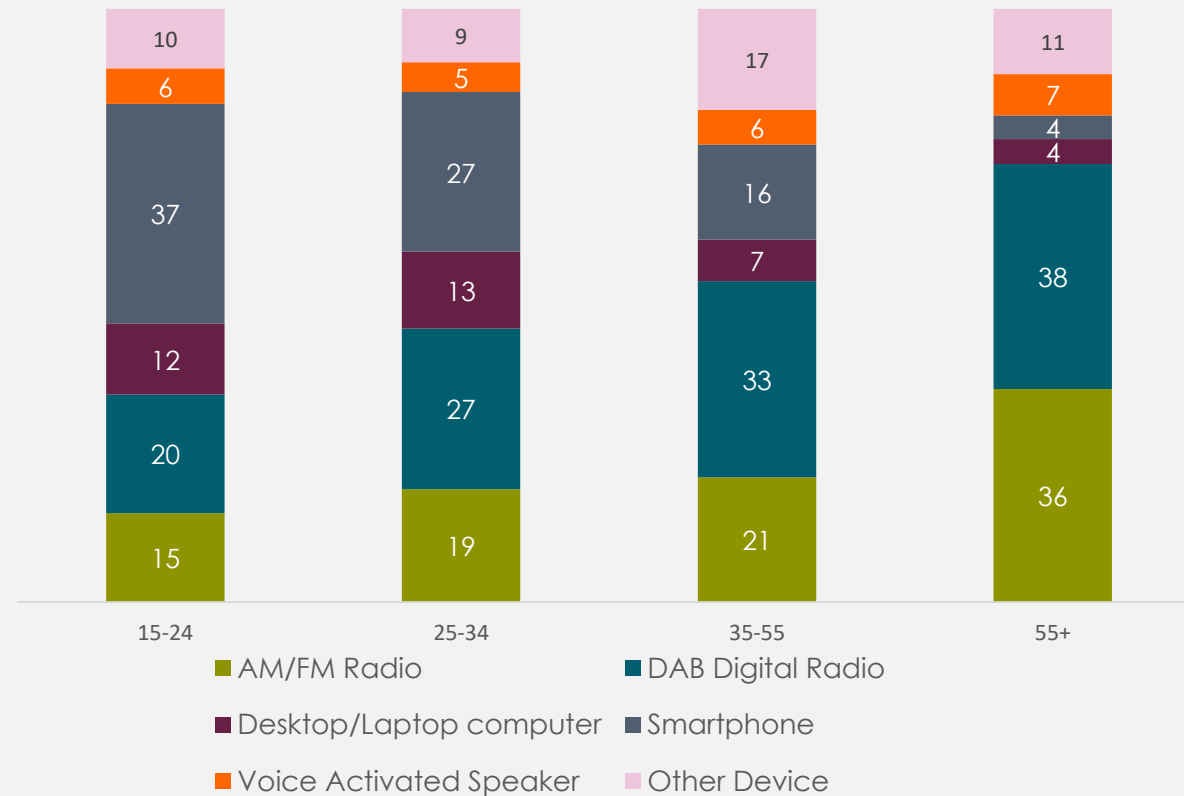
Audio (excluding visual) by Share % for Demographics (15-24, 25-34, 35-54 and 55+) 



## AUDIO OVERVIEW



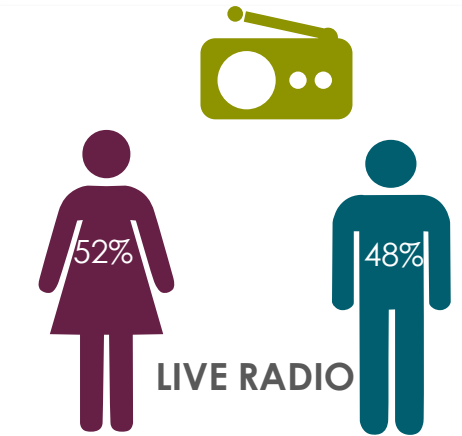
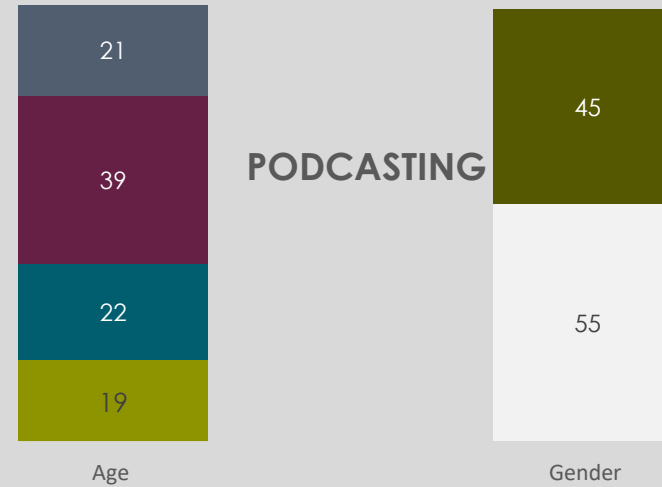
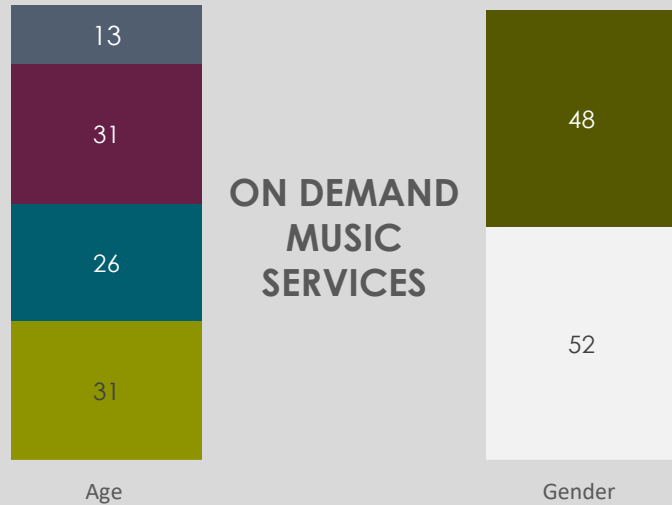
'Other' devices includes Tablets, CD Players, Portable music players, Record players, TVs etc.



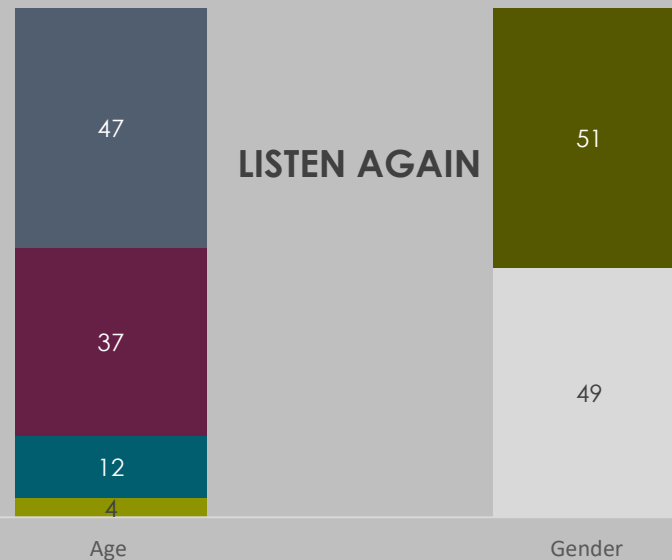
Audio (excluding visual) by Device Share % for Demographics (15-24, 25-34, 35-54 and 55+)

Audio (excluding visual) by Device Share % for All Adults 15+

## AUDIO OVERVIEW



15-24 25-34 35-54 55+ Male Female

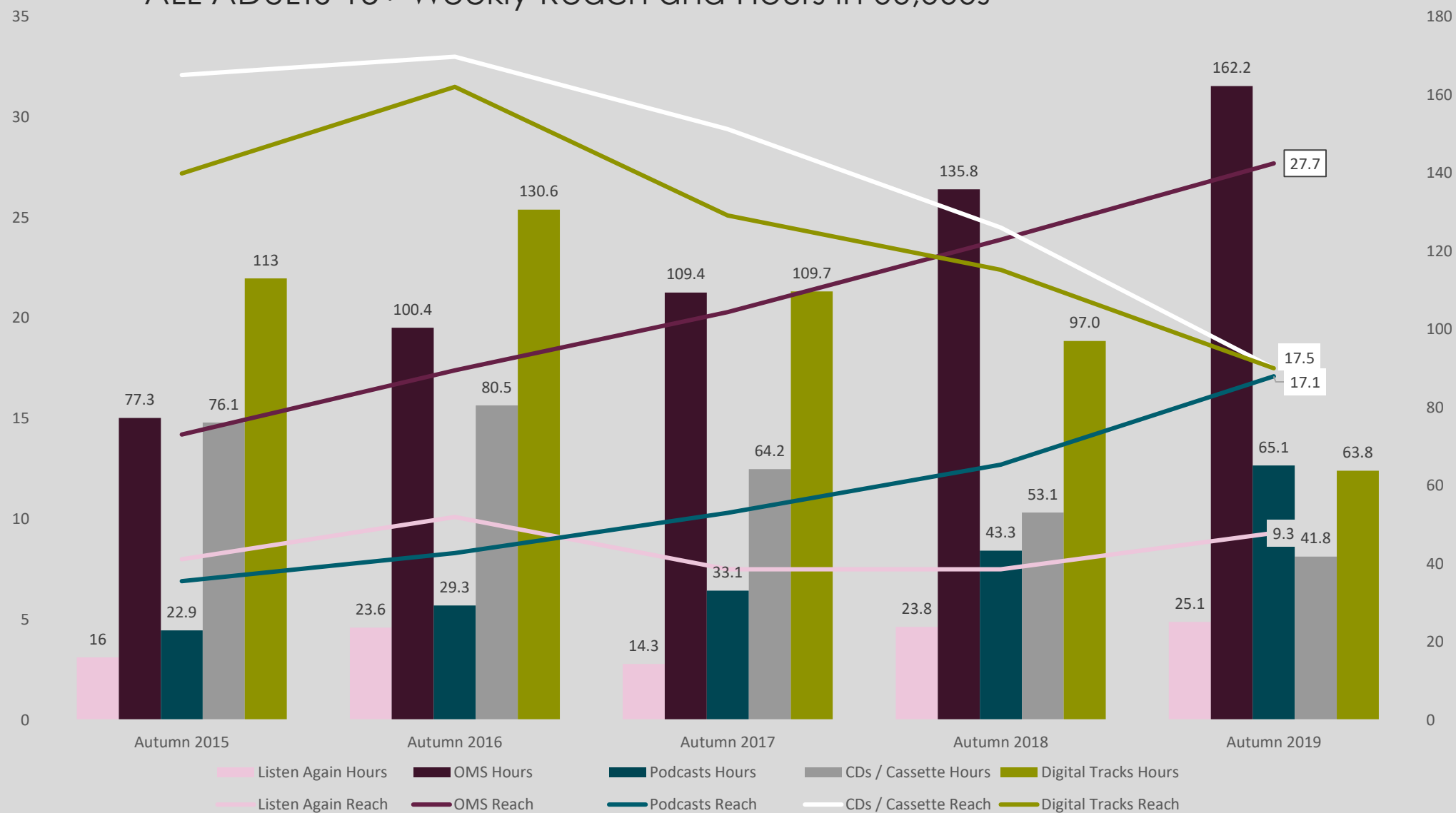


Listen Again or Catch up radio is favoured in the older demographics.

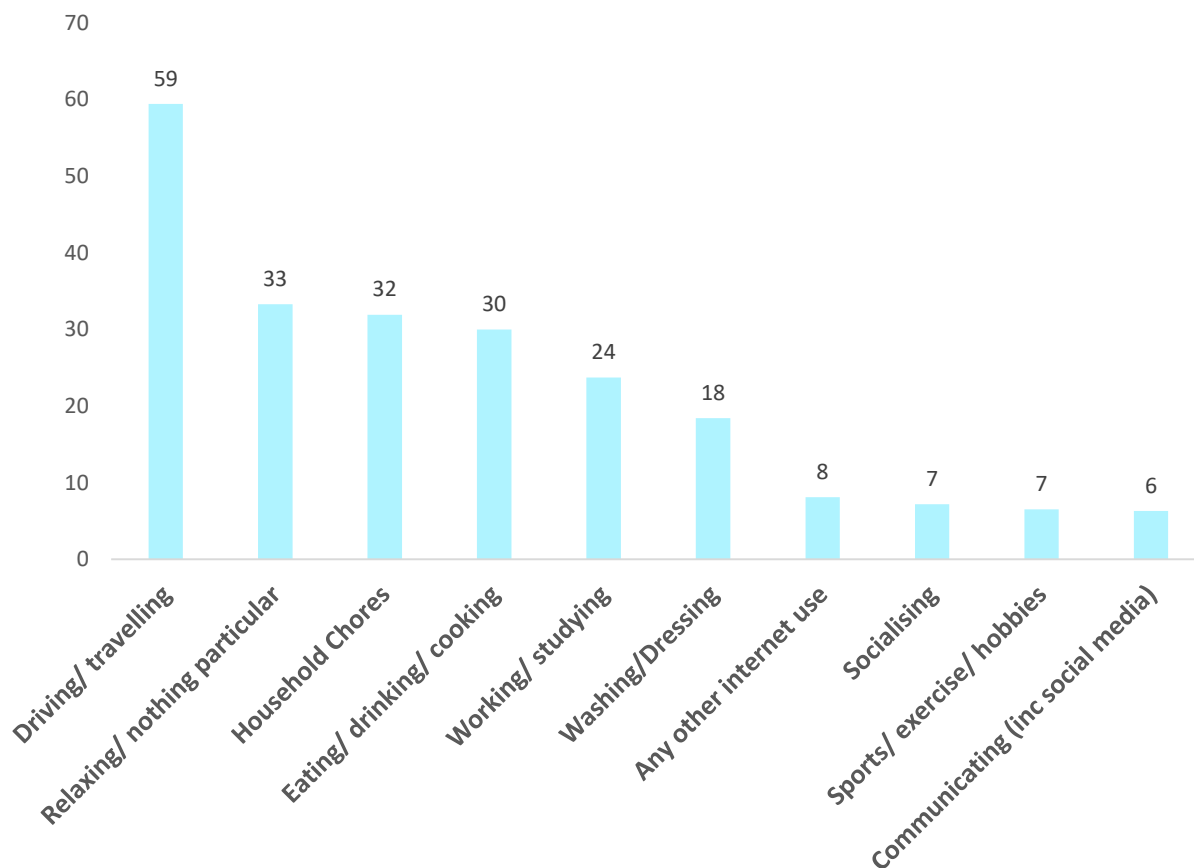
Almost a third (31%) of all On Demand Music (including Spotify, Apple Music, Amazon Prime Music) users are aged between 15-24.

Podcasting and On Demand slightly tip toward Males but more Females listen to live and catch up radio

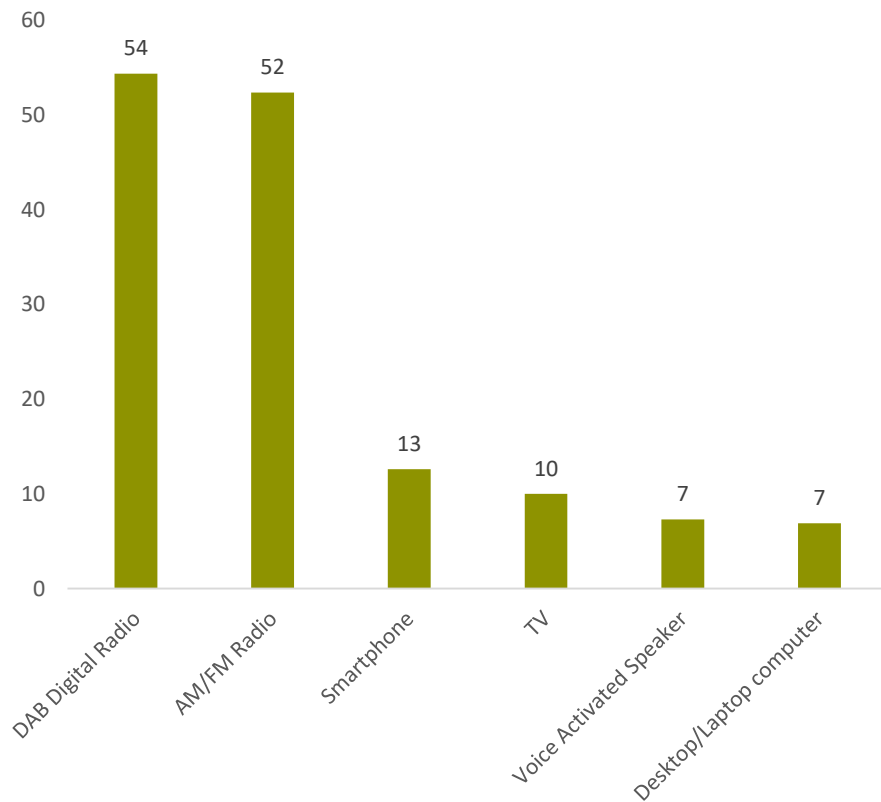
## ALL ADULTS 15+ Weekly Reach and Hours in 00,000s



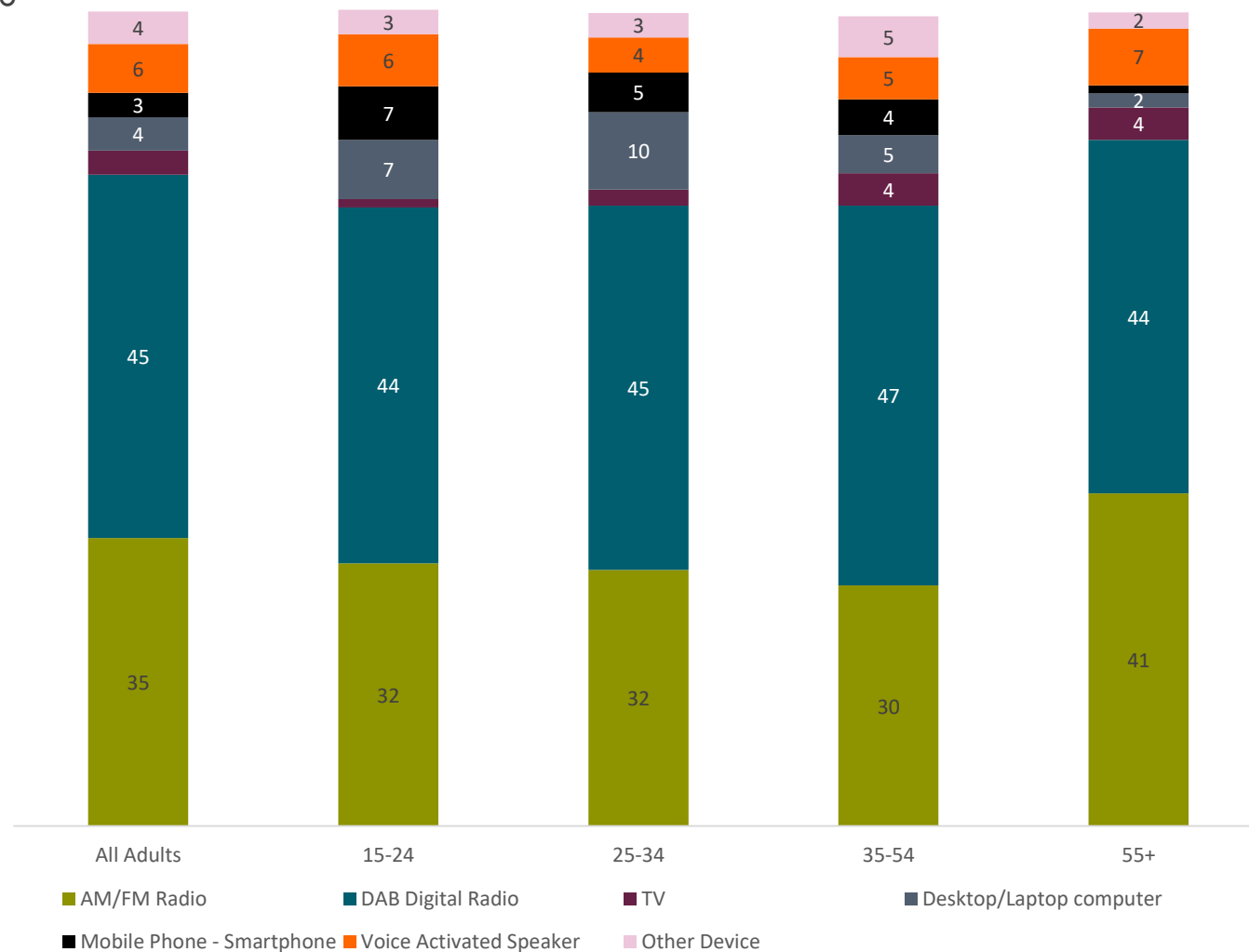
## REACH% All Adults 15+ LIVE RADIO by ACTIVITY

**22%****of live radio  
hours**are listened to whilst  
Driving/Travelling**79%**Of new music  
discoverers, still  
consider the Radio to  
be important for  
finding new stuff.

## LIVE RADIO by DEVICE REACH %



## SHARE %





## LIVE RADIO via LOCATION and WHO WITH

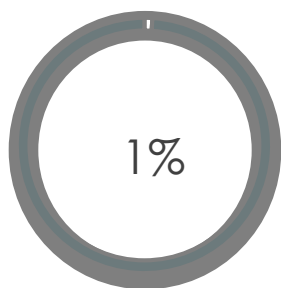


Home

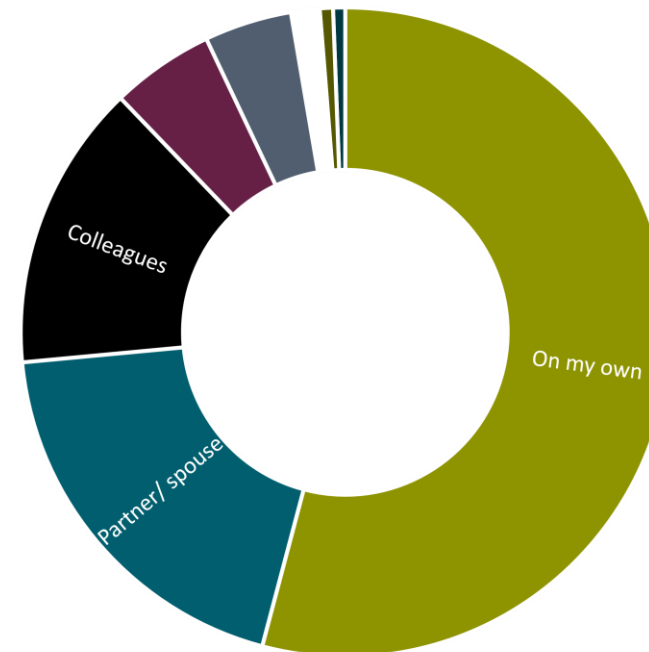
Car/Van/Lorry



Work/Place of Study

Public  
Transport/Walking

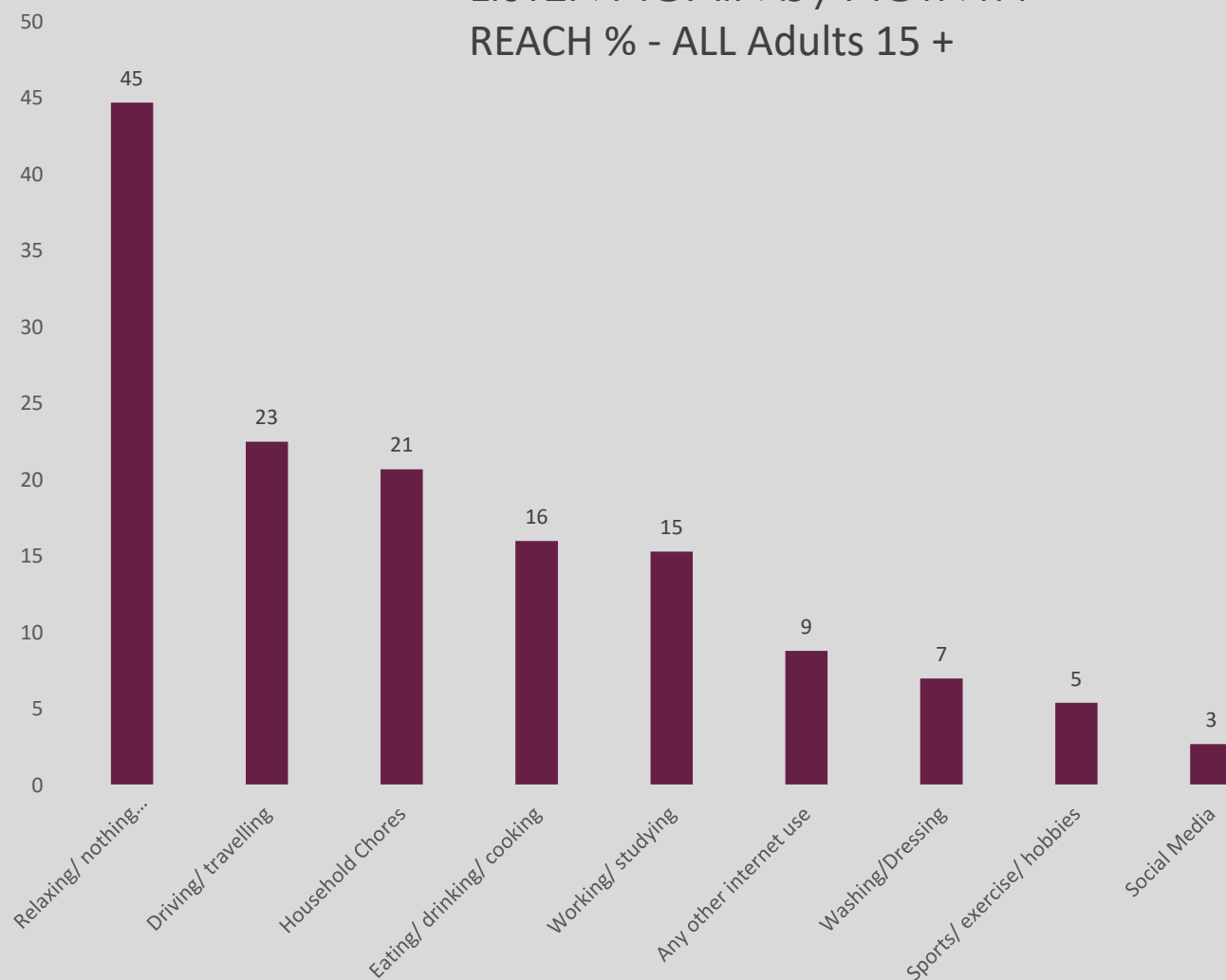
\*1% elsewhere



Over half (53%) of live radio listening is done alone, this is consistent through the age demographics.

In 'home' dominates live radio listening hours with a share of 57%, in vehicle 23%, at work or place of study 18%

## LISTEN AGAIN by ACTIVITY REACH % - ALL Adults 15 +



Listen Again or Catch Up is mainly going back and listening to a once live speech based radio programme.

## LISTEN AGAIN by DEVICE

Smartphones are the most frequently used device to go back and listen to a radio programme at a later date. Almost half (49%) of catch up radio listening hours were done this way, with Tablet 22% and PC/Laptop 26%.

4.8 Million

. 'Listen Again' users claim to listen to more Live Radio since they started using Catch Up services



49%

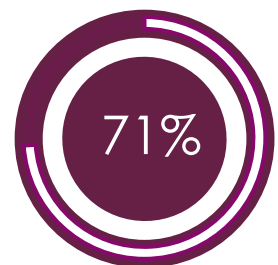


22%



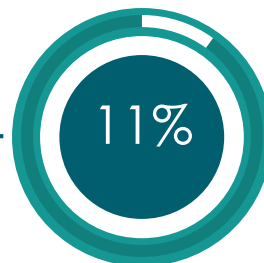
26%

## LISTEN AGAIN via LOCATION (Share) and WHO WITH

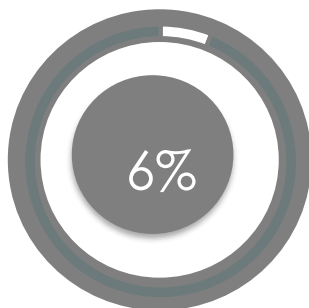


Home

Car/Van/Lorry

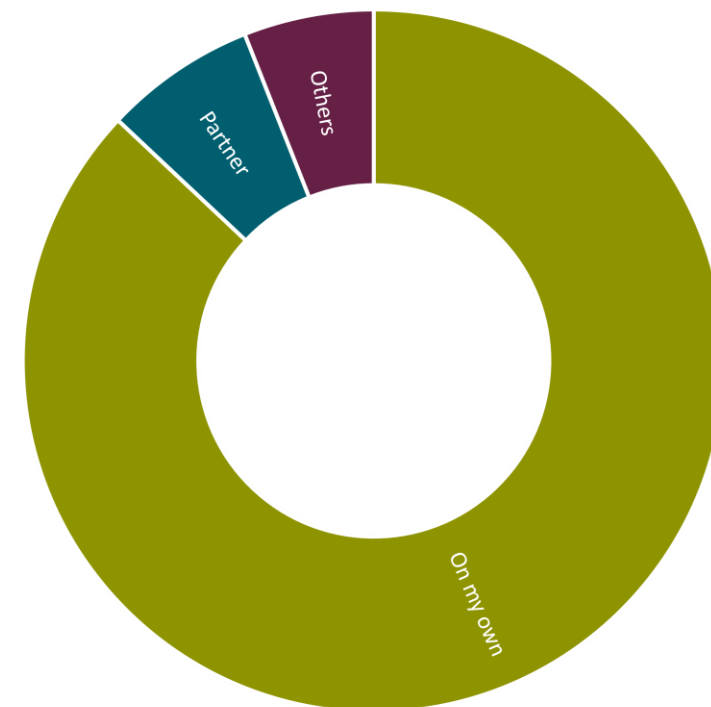


Work/Place of Study



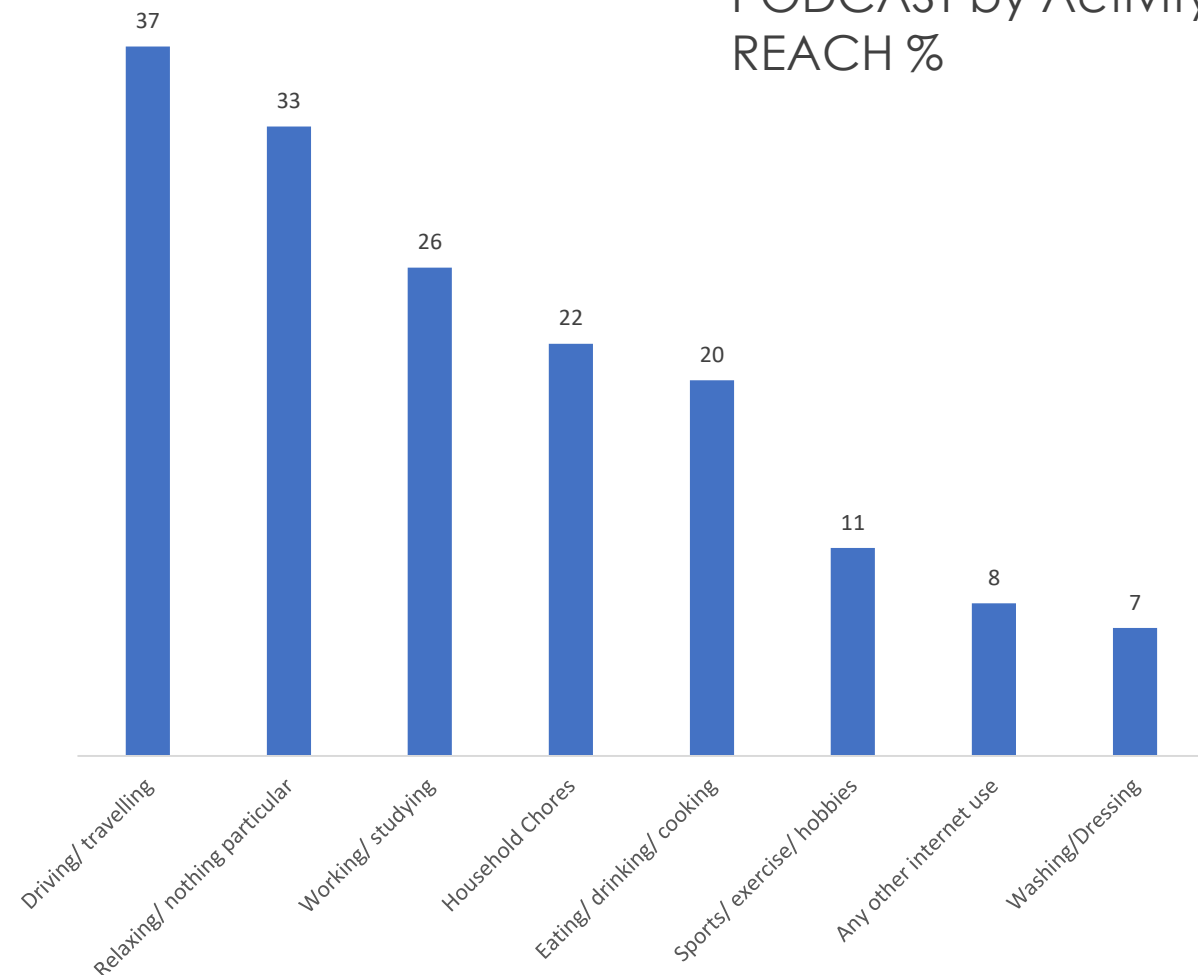
Public Transport/Walking

\*1% Elsewhere



87% of Catch Up or Listen Again radio hours are spent listening on a person's own, only 7% with a partner or spouse and 6% with others.

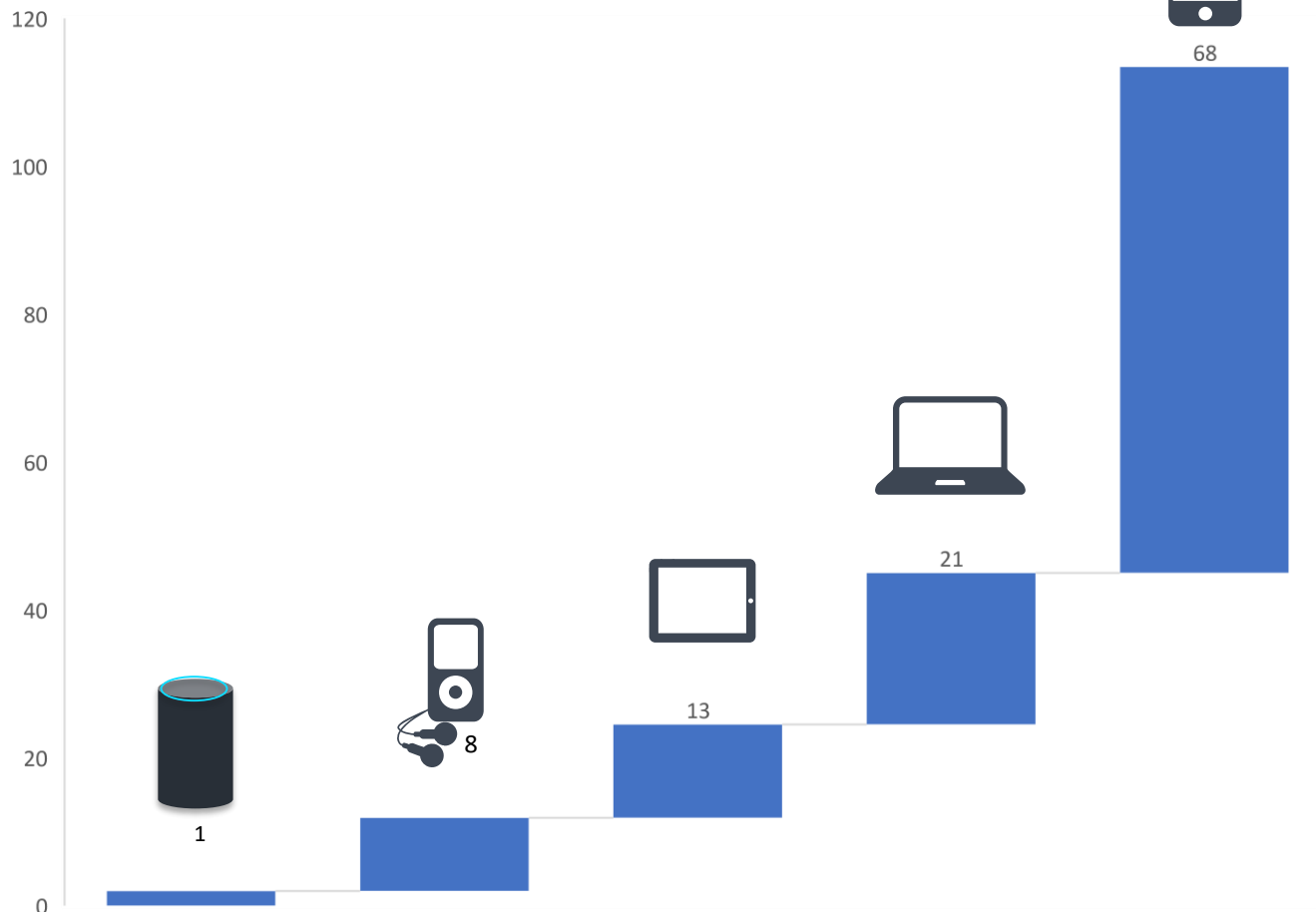
71% of Catch Up radio listening is done at Home.

PODCAST by Activity  
REACH %

**26%**  
of Podcasting  
hours listening to  
whilst  
working/studying

67% of Podcast listeners listen to the whole episode and 68% listen to mostly all of the episodes they download.

## PODCASTING VIA DEVICE REACH %



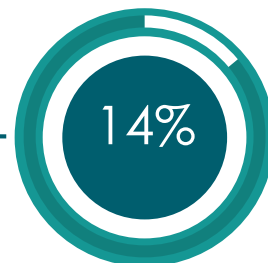
Smartphones are the preferred device for listening to Podcasts with a share of 63% of the listening hours.

## PODCASTING via LOCATION and WHO WITH SHARE%

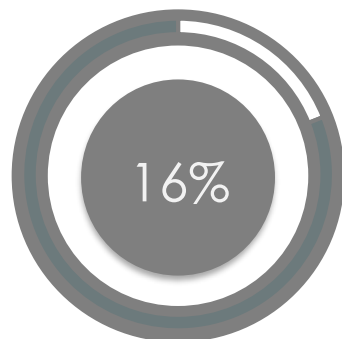


Home

Car/Van/Lorry

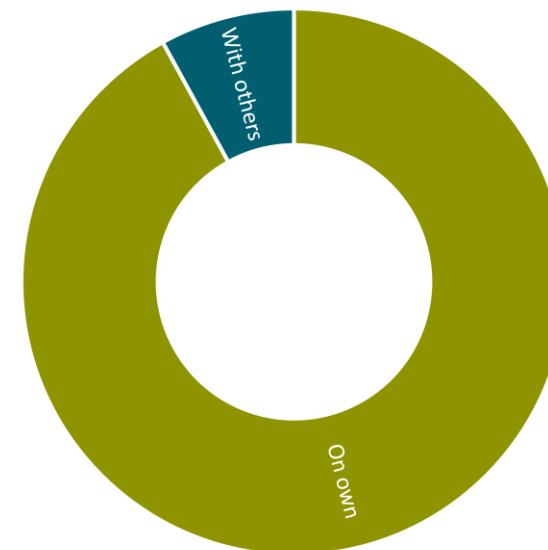


Work/Place of Study



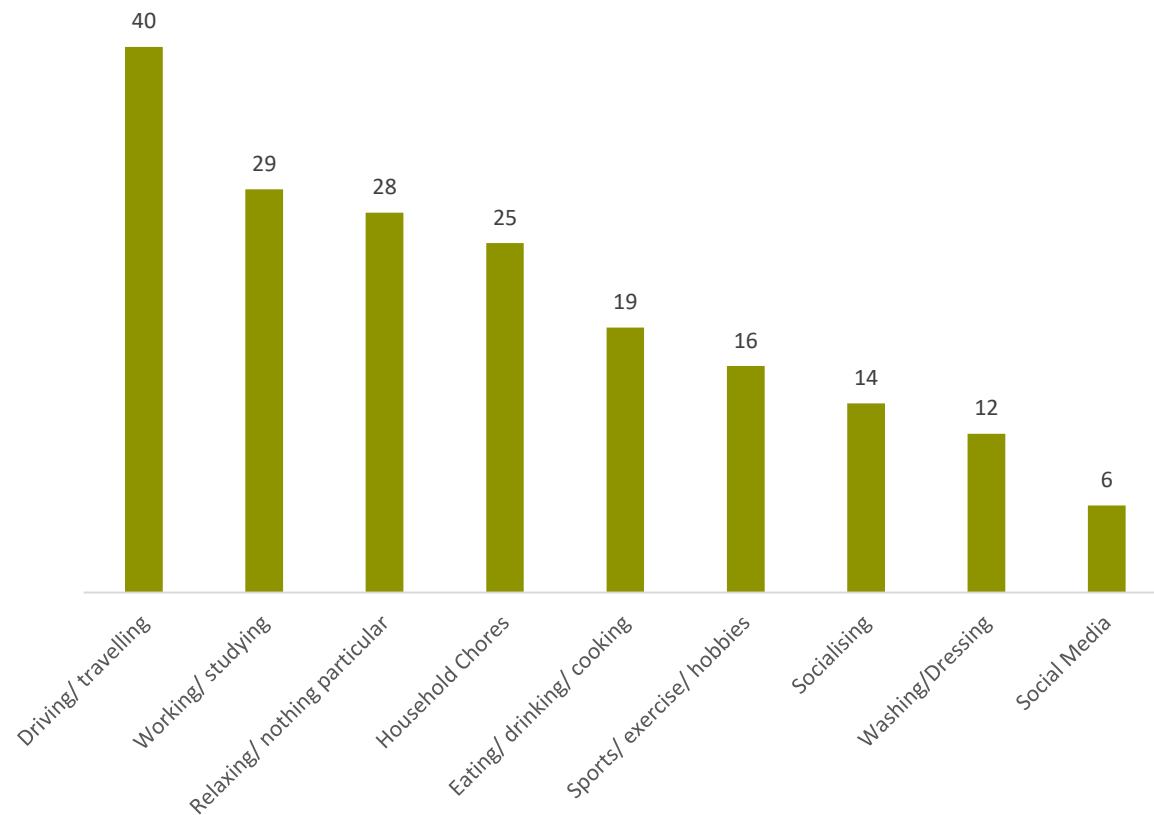
Public Transport/Walking

5% Elsewhere



Podcasting is almost always a solo activity, with a share of 91%

## On Demand Music by Activity REACH %



**31%**  
of On Demand  
Music hours  
listening to whilst  
working/studying

**17m**  
use a Premium  
On Demand  
Music Service

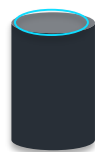


## On Demand Music by DEVICE

REACH%



75%

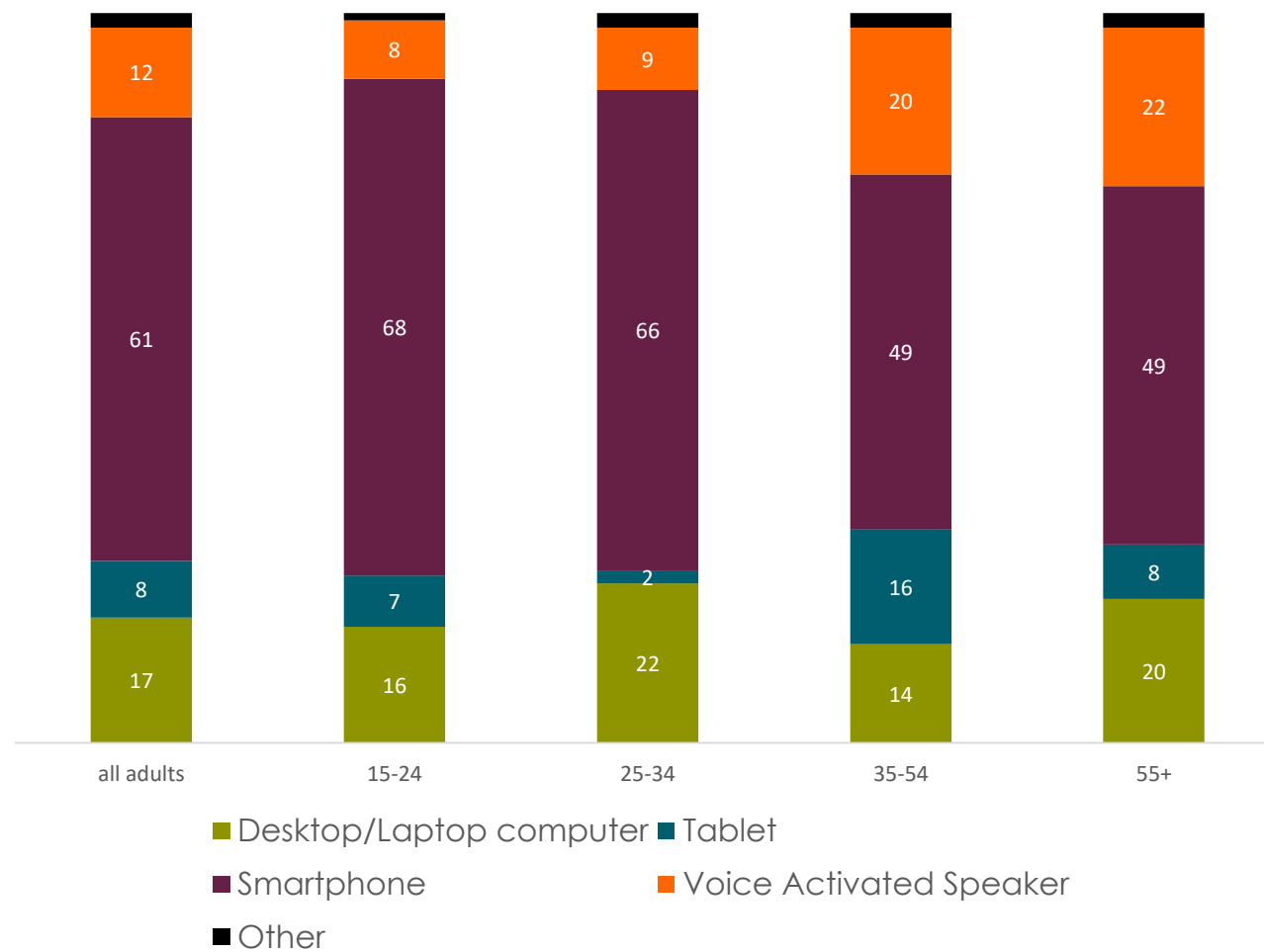


22%

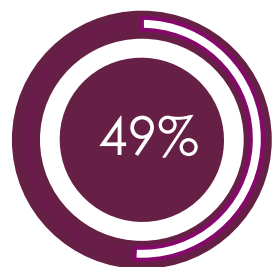


21%

SHARE%

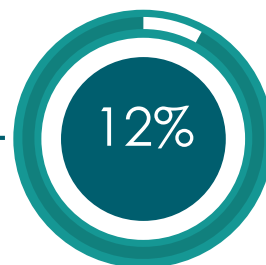


## On Demand Music by LOCATION (Share) and WHO WITH

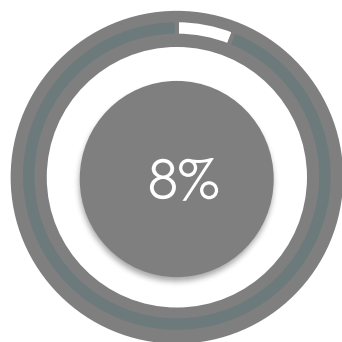


Home

Car/Van/Lorry

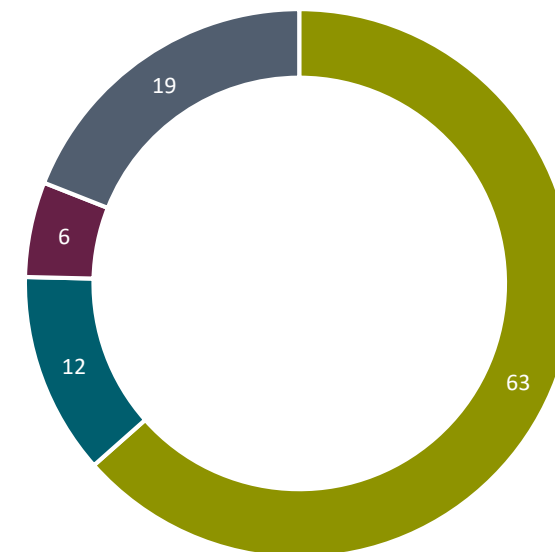


Work/Place of Study



Public Transport/Walking

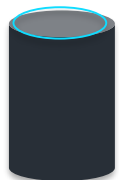
9% Elsewhere



■ On my own ■ Partner/ spouse ■ Children (under 16) ■ Other

Listening to music services on demand is more sociable than other audio types such as Podcasting or Catch up Radio with 63% share of alone, 12% Partner/Spouse and 6% with Children

VOICE  
ACTIVATED  
SPEAKERS



SHARE%

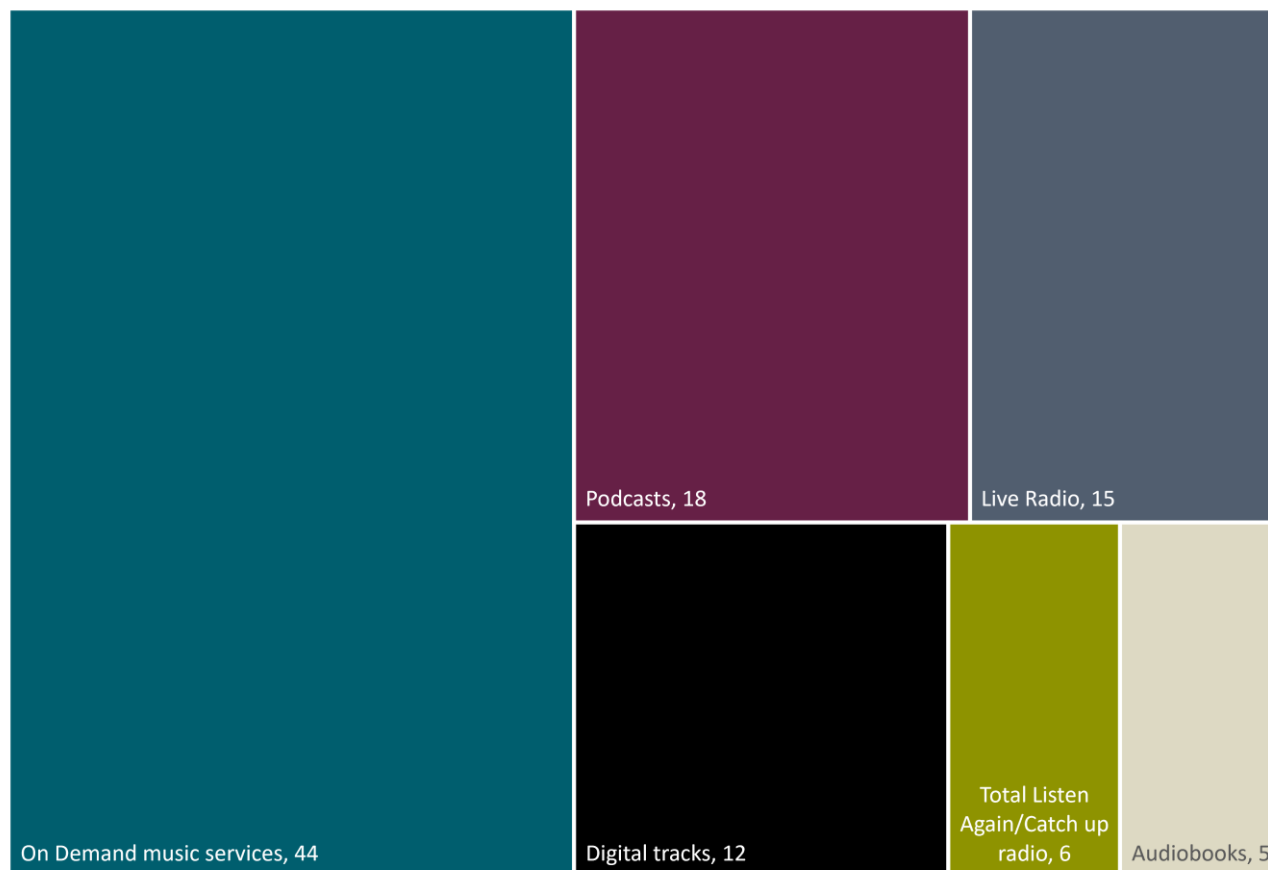


75% of all listening done on a Voice Activated Speaker such as an Amazon Echo, Google Home or Sonos 1 is to Live Radio. On Demand Music has a share of 23%, Podcasting 1% and Audiobooks 1%.

## SMARTPHONE



## SHARE%

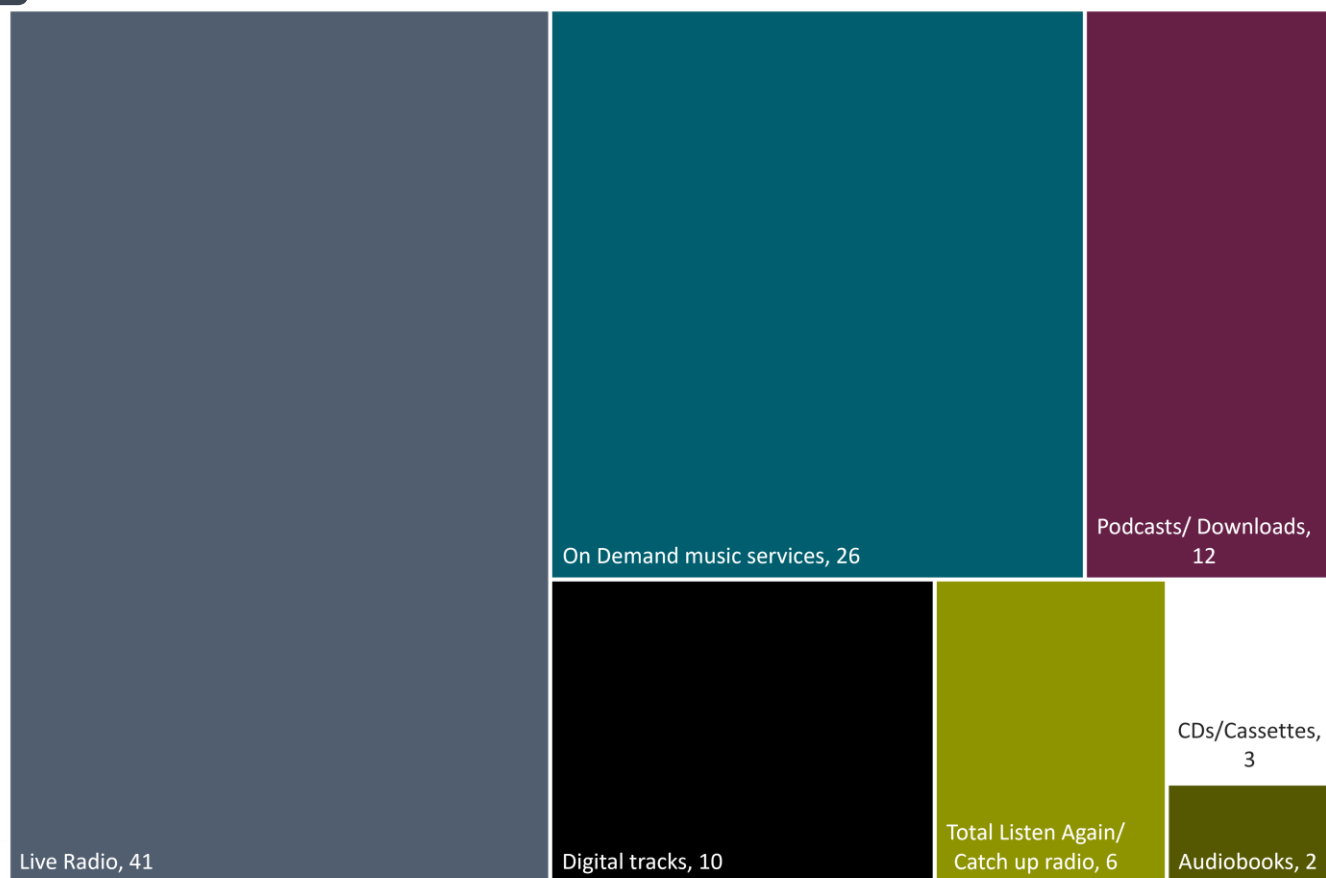


For All Adults the time spent listening to audio types via a Smartphone is quite evenly distributed. On Demand Music has the highest share with 44% of the listening, followed by Podcasts 18%, Live radio 15% Digital Tracks (owned music) 12%, Catch Up Radio 6% Audiobooks 5%

## LAPTOP/DESKTOP



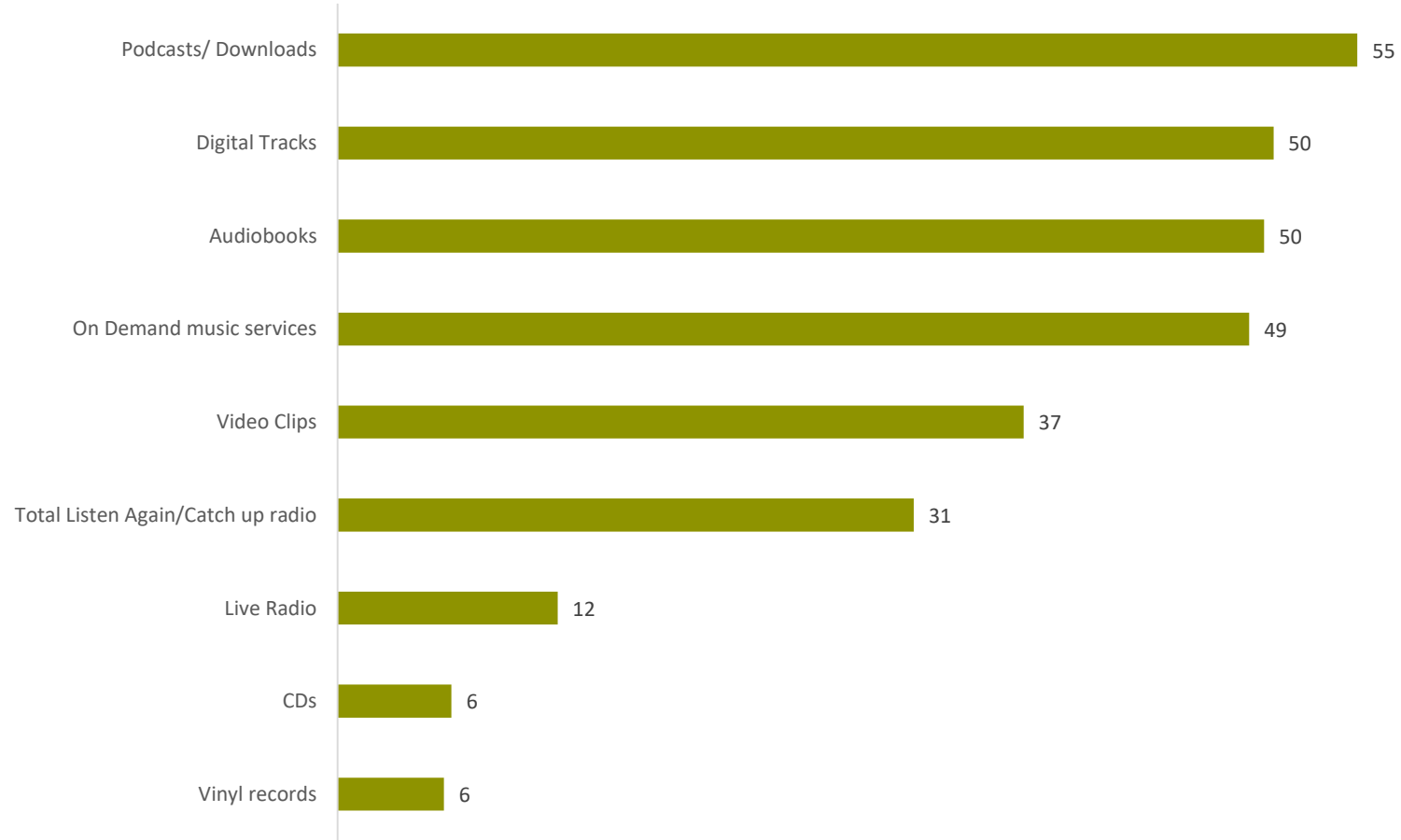
SHARE%



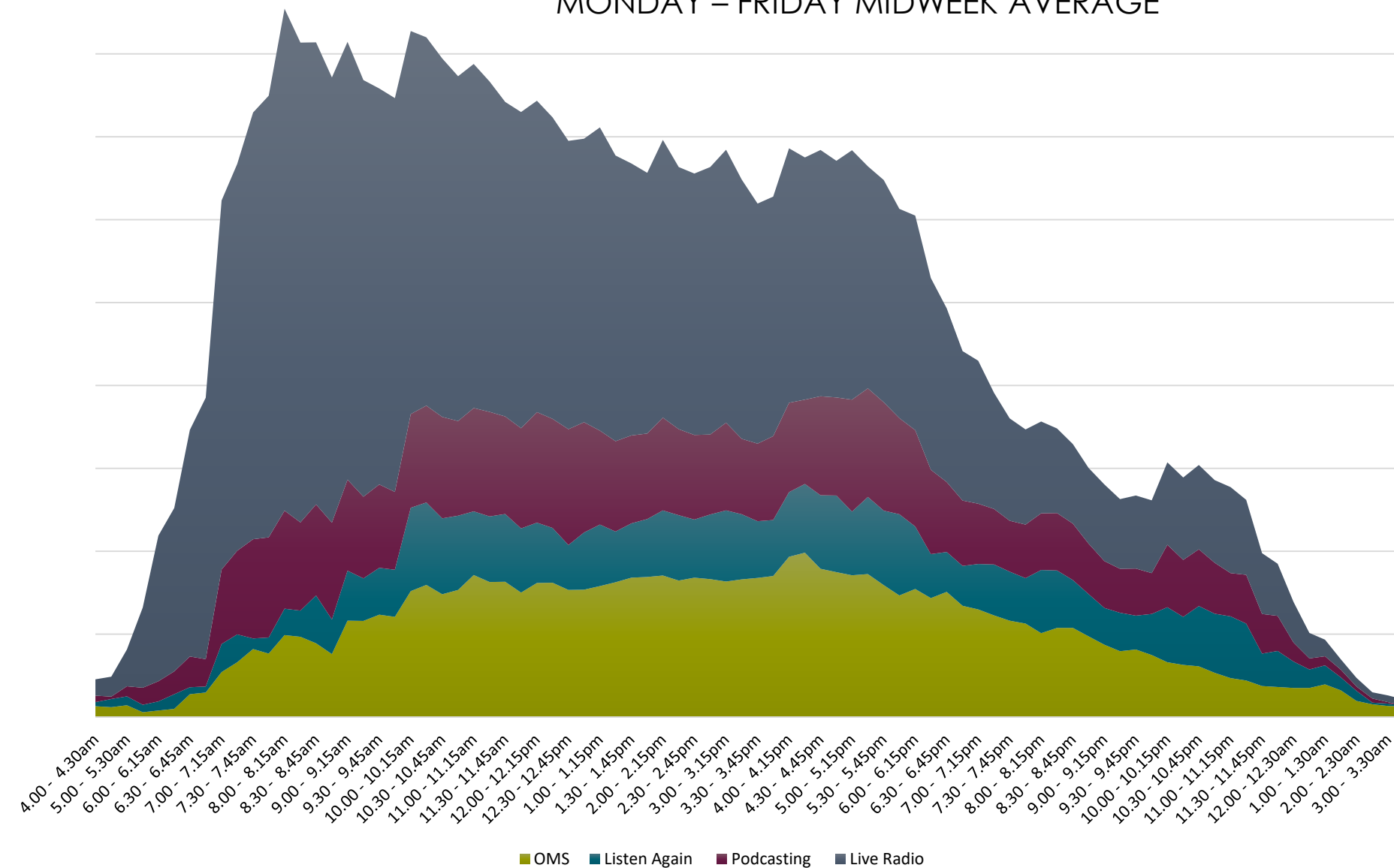
The listening hours done via a Laptop or Desktop varies from Wave to Wave and between age groups.

Live Radio accounts for 41%, On Demand Music 26%, Podcasts 12%, Digital Tracks 10% Listen Again 5%. This is based on All Adults 15+.

## HEADPHONES

AUDIOTYPE By HEADPHONES  
REACH%

## MONDAY – FRIDAY MIDWEEK AVERAGE



Live Radio listening peaks  
at 8.00am-8.15am

Podcasting 5.15-5.30pm

Listen Again 4.15-4.30pm

On Demand Music 4.30 -  
4.45pm

## 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  
On Demand Music  
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