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
- Amazon Echo

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
- 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 \((AM/FM\ Share = 43\% ,\ DAB = 41\%)\). Listening to radio via a Desktop/Laptop has a 6\% share of hours and via any TV set 4\%. Devices connected to the internet have a smaller share of listening hours \((Smartphone 3\% \ and \ Tablets 1\%)\).

APPS

Radio Apps are popular amongst radio listeners – \textbf{25 million} or \textbf{46\%} of the UK population have downloaded a Radio App, including \textbf{5.0 million} \((62\%)\) of 15-24 year olds and \textbf{5.4 million} \((60\%)\) of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

LISTEN AGAIN

\textbf{4.7 million} adults use the ‘listen again’ or ‘catch up’ radio function. Smartphones have a \textbf{37\%} share of total listening again hours, followed by desktops/laptops with \textbf{33\%} and Tablets \textbf{21\%}. \textbf{74\%} of all ‘listen again’ hours are listened to in Home. \textbf{82\%} of Listen Again/Catch Up Radio hours are listened to alone.

PODCASTING

\textbf{5.5 million} adults use any Podcast, whether it be Speech or Music. The Smartphone is the most popular way to listen to a Podcast with a reach of \textbf{72\%} (Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to \((65\%)\). Over a Quarter of all Podcasting hours \((28\% \ share)\) are listened to whilst travelling.

\textbf{SHARE OF AUDIO \% (excluding visual)}
### RAJAR Midas Audio Survey

#### AUDIO REACH %

<table>
<thead>
<tr>
<th>Service</th>
<th>Reach %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any TV</td>
<td>94%</td>
</tr>
<tr>
<td>Live Radio</td>
<td>90%</td>
</tr>
<tr>
<td>Digital Music Tracks</td>
<td>30%</td>
</tr>
<tr>
<td>Online Video/ Audio clips</td>
<td>30%</td>
</tr>
<tr>
<td>Any CD's</td>
<td>26%</td>
</tr>
<tr>
<td>DVD/Video/Subscription TV</td>
<td>20%</td>
</tr>
<tr>
<td>On Demand Music Services</td>
<td>16%</td>
</tr>
<tr>
<td>Video games</td>
<td>11%</td>
</tr>
<tr>
<td>Any Podcast</td>
<td>10%</td>
</tr>
<tr>
<td>Any Listen Again</td>
<td>9%</td>
</tr>
<tr>
<td>Cassette tapes / vinyl records</td>
<td>3%</td>
</tr>
</tbody>
</table>
AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24

25-34
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

76

89
AUDIO REACH% BY AGE GROUP

- Cassette tapes/vinyl records:
  - 15-24: 2%
  - 25-34: 3%
  - 35-54: 5%
  - 55+: 3%

- Total CDs:
  - 15-24: 19%
  - 25-34: 25%
  - 35-54: 31%
  - 55+: 39%

- Total Digital Tracks:
  - 15-24: 16%
  - 25-34: 26%
  - 35-54: 37%
  - 55+: 39%

- Live Radio:
  - 15-24: 5%
  - 25-34: 10%
  - 35-54: 15%
  - 55+: 39%

- Total Podcasts:
  - 15-24: 10%
  - 25-34: 14%
  - 35-54: 15%
  - 55+: 39%

- On Demand music services (e.g. Spotify/Apple Music):
  - 15-24: 4%
  - 25-34: 15%
  - 35-54: 27%
  - 55+: 39%

- Total Listen Again/Catch up radio:
  - 15-24: 7%
  - 25-34: 11%
  - 35-54: 10%

Legend:
- 15-24
- 25-34
- 35-54
- 55+
LIVE RADIO VIA DEVICE

REACH%
RAJAR Midas Audio Survey

LIVE RADIO by ACTIVITY

<table>
<thead>
<tr>
<th>Activity</th>
<th>SHARE%</th>
<th>REACH%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving/ travelling</td>
<td></td>
<td>57.7</td>
</tr>
<tr>
<td>Relaxing/ nothing particular</td>
<td></td>
<td>35.9</td>
</tr>
<tr>
<td>Household Chores</td>
<td></td>
<td>34.5</td>
</tr>
<tr>
<td>Eating/ drinking/ cooking</td>
<td></td>
<td>32.2</td>
</tr>
<tr>
<td>Working/ studying</td>
<td></td>
<td>21.8</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>12.3</td>
</tr>
<tr>
<td>Using the Internet</td>
<td></td>
<td>9.0</td>
</tr>
<tr>
<td>Socialising</td>
<td></td>
<td>6.1</td>
</tr>
<tr>
<td>Communicating</td>
<td></td>
<td>5.0</td>
</tr>
<tr>
<td>Sports/ exercise/ hobbies</td>
<td></td>
<td>4.9</td>
</tr>
<tr>
<td>Online purchasing</td>
<td></td>
<td>4.6</td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>Gaming</td>
<td></td>
<td>1.1</td>
</tr>
</tbody>
</table>

RAJAR Midas Audio Survey

SHARE%

Driving/ travelling
Relaxing/ nothing particular
Household Chores
Eating/ drinking/ cooking
Working/ studying
Other
Using the Internet
Socialising
Communicating
Sports/ exercise/ hobbies
Online purchasing
Shopping
Gaming


LIVE RADIO by WHO LISTENED WITH

- On my own: 14%
- Partner/Spouse: 6%
- Children: 5%
- Family Members: 20%
- Colleagues: 53%
- Friends: 15-24
- Other people you know: 34%
- Other people you don't know: 44%
Source: MIDAS Spring 2017, n = 2,338
RAJAR Midas Audio Survey

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

Source: MIDAS Spring 2017, n = 276
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 2.45-3.00pm
Listen Again or Catch up radio it peaks between 12.30-12.45pm.
Sample comprised of 2338 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during February/March 2017

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