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’ 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%).

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.

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.
### AUDIO REACH %

- **Any TV**: 93%
- **Live Radio**: 90%
- **Online Video/ Audio clips**: 34%
- **DVD/Video/Subscription TV**: 29%
- **Total CD's**: 25%
- **Digital Music Tracks**: 24%
- **On Demand Music Services**: 22%
- **Video Games**: 12%
- **Total Podcast**: 11%
- **Total Catch Up/Listen Again**: 9%
- **Cassette tapes / vinyl records**: 5%

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**RAJAR Midas Audio Survey**

**MIDAS Spring 2018**
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

MIDAS Spring 2018
RAJAR Midas Audio Survey

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

78

88
AUDIophone REACH% BY AGE GROUP

Cassette tapes/vinyl records:
- 15-24: 4%
- 25-34: 3%
- 35-54: 7%
- 55+: 3%

Total CDs:
- 15-24: 15%
- 25-34: 19%
- 35-54: 26%
- 55+: 29%

Total Digital Tracks:
- 15-24: 15%
- 25-34: 26%
- 35-54: 27%
- 55+: 34%

Live Radio:
- 15-24: 82%
- 25-34: 86%
- 35-54: 92%
- 55+: 93%

Total Podcasts:
- 15-24: 14%
- 25-34: 18%
- 35-54: 12%
- 55+: 6%

On Demand music services (e.g. Spotify/Apple Music):
- 15-24: 5%
- 25-34: 21%
- 35-54: 36%
- 55+: 55%

Total Listen Again/Catch up radio:
- 15-24: 2%
- 25-34: 7%
- 35-54: 10%
- 55+: 10%

MIDAS Spring 2018
AUDIO ‘SHARE %’ by DEVICE (exc. Visual)

ALL ADULTS

- AM/FM Radio: 33%
- DAB Digital Radio: 17%
- Desktop/Laptop computer: 4%
- Smartphone: 17%
- CD player: 18%
- Digital music player: 25%
- Any TV: 14%
- Other Device: 9%
- Tablet: 31%
- Wi-Fi/Internet Radio Set: 29%
- Voice Activated Speaker: 1%

15-24

- AM/FM Radio: 33%
- DAB Digital Radio: 17%
- Desktop/Laptop computer: 4%
- Smartphone: 17%
- CD player: 18%
- Digital music player: 25%
- Any TV: 14%
- Other Device: 9%
- Tablet: 31%
- Wi-Fi/Internet Radio Set: 29%
- Voice Activated Speaker: 1%

25-34

- AM/FM Radio: 25%
- DAB Digital Radio: 25%
- Desktop/Laptop computer: 13%
- Smartphone: 25%
- CD player: 18%
- Digital music player: 17%
- Any TV: 33%
- Other Device: 14%
- Tablet: 9%
- Wi-Fi/Internet Radio Set: 31%
- Voice Activated Speaker: 4%

35-54

- AM/FM Radio: 31%
- DAB Digital Radio: 4%
- Desktop/Laptop computer: 31%
- Smartphone: 5%
- CD player: 12%
- Digital music player: 34%
- Any TV: 9%
- Other Device: 5%
- Tablet: 9%
- Wi-Fi/Internet Radio Set: 9%
- Voice Activated Speaker: 4%

55+

- AM/FM Radio: 44%
- DAB Digital Radio: 4%
- Desktop/Laptop computer: 34%
- Smartphone: 5%
- CD player: 4%
- Digital music player: 9%
- Any TV: 9%
- Other Device: 5%
- Tablet: 9%
- Wi-Fi/Internet Radio Set: 9%
- Voice Activated Speaker: 4%
20.9m people claim have access to a Bluetooth speaker or Soundbar

Average Hours

Podcasts: 3.7
Listen again: 2.8
Other: 4.7
Digital Music files: 4.1
Live Radio: 4.7
OMS: 5.7
TV: 8.7
LIVE RADIO VIA DEVICE

REACH%

- AM/FM Radio: 58.9%
- DAB Digital Radio: 46.8%
- Smartphone: 11.0%
- Any TV: 10.8%
- Desktop/Laptop computer: 8.7%
- Wifi Radio: 4.0%
- CD Player: 3.5%
- Tablet: 2.9%
- Voice Activated Speaker: 2.8%
- Digital music player: 2.1%
- Other Device: 0.6%

SHARE%

- AM/FM Radio: 39%
- DAB Radio: 44%
- Any TV: 4%
- Desktop/Laptop: 4%
- Smartphone: 5%

*Other, includes wifi radio, tablet and voice activated speakers
## RAJAR Midas Audio Survey

### LIVE RADIO by ACTIVITY

<table>
<thead>
<tr>
<th>Activity</th>
<th>REACH%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving/travelling</td>
<td>56.9</td>
</tr>
<tr>
<td>Relaxing/nothing particular</td>
<td>33.3</td>
</tr>
<tr>
<td>Household Chores</td>
<td>31.4</td>
</tr>
<tr>
<td>Eating/drinking/cooking</td>
<td>28.3</td>
</tr>
<tr>
<td>Working/studying</td>
<td>22.2</td>
</tr>
<tr>
<td>Washing/Dressing</td>
<td>19.0</td>
</tr>
<tr>
<td>Any other internet use</td>
<td>8.4</td>
</tr>
<tr>
<td>Sports/Hobbies</td>
<td>6.9</td>
</tr>
<tr>
<td>Socialising</td>
<td>6.6</td>
</tr>
<tr>
<td>Communicating</td>
<td>6.4</td>
</tr>
<tr>
<td>Social Media</td>
<td>2.0</td>
</tr>
<tr>
<td>Shopping</td>
<td>2.0</td>
</tr>
<tr>
<td>Gaming</td>
<td>1.6</td>
</tr>
</tbody>
</table>

### SHARE%

- Driving/travelling: 56.9%
- Relaxing/nothing particular: 33.3%
- Household Chores: 31.4%
- Eating/drinking/cooking: 28.3%
- Working/studying: 22.2%
- Washing/Dressing: 19.0%
- Any other internet use: 8.4%
- Sports/Hobbies: 6.9%
- Socialising: 6.6%
- Communicating: 6.4%
- Social Media: 2.0%
- Shopping: 2.0%
- Gaming: 1.6%

**RAJAR Midas Audio Survey**

**MIDAS Spring 2018**
LIVE RADIO by WHO LISTENED WITH

- On my own: 53%
- Partner/Spouse: 20%
- Children: 6%
- Family Members: 14%
- Colleagues: 4%
- Friends: 13%
- Other people you know: 4%
- Other people you don't know: 34%

15-24
PODCASTING VIA ACTIVITY

REACH% OF PODCAST USERS

- **Relaxing/ nothing particular**: 37%
- **Driving/ travelling**: 35%
- **Working/ studying**: 28%
- **Household Chores**: 14%
- **Sports/ exercise/ hobbies**: 13%
- **Eating/ drinking/ cooking**: 12%
- **Any other internet use**: 7%
- **Washing/Dressing**: 5%
- **Social Media**: 4%
- **Gaming**: 4%
- **Shopping (not online)**: 2%
- **Communicating**: 1%
- **Socialising**: 1%
**PODCASTING**

### LOCATION

- **At Home**: 47%
- **Car/Van/Lorry**: 16%
- **Work/Place of study**: 17%
- **Public Transport/walking**: 16%
- **Elsewhere**: 5%

### DEVICE

- **Digital Music Player**: 72%
- **Desktop/Laptop computer**: 16%
- **Smartphone**: 4%
- **Tablet**: 7%
- **Voice Activated Speaker**: 1%
What proportion of all podcast episodes that you download do you actually get round to listening to?

- All of them: 25
- Most of them: 39
- About half of them: 17
- Less than half of them: 17.0
- None of them: 2
- Don't know/ NA

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

- The whole episode: 65
- Most of it: 25
- About half: 5
- Less than half: 6
- It varies widely

RAJAR Midas Audio Survey

Weekly Reach % v Ave hrs per Listener (15+)

Source: MIDAS Spring 2018, n = 2,214
RAJAR Midas Audio Survey

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

Source: MIDAS Spring 2018, n = 343
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 2:00-2:15pm
Listen Again or Catch up radio it peaks between 1:15-1.30pm.
Sample comprised of 2214 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during February 2018

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