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 Spring 2020. The sample comprised of 2351 former RAJAR respondents willing to be re-contacted. MIDAS is collected via an Online diary and Questionnaire. Spring 2020 fieldwork took place during February to be published in April. 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. All the key metrics of the data are based on an average weekly basis.

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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MIDAS Measurement of Internet Delivered Audio Services

SPRING 2020

WEEKLY REACH
ALL ADULTS 15+

- Live Radio: 88%
- On Demand music: 31%
- Podcasts: 18%
- CDs / Cassette tapes: 15%
- Digital Tracks: 15%
- Listen Again Radio: 7%
- Audiobooks: 7%
- Vinyl records: 4%

WEEKLY REACH By AGE

- Vinyl records: 6% (15-24), 3% (25-34), 4% (35-54), 4% (55+)
- Audiobooks: 8% (15-24), 5% (25-34), 8% (35-54), 8% (55+)
- Listen Again Radio: 10% (15-24), 4% (25-34), 5% (35-54), 8% (55+)
- Digital Tracks: 18% (15-24), 19% (25-34), 11% (35-54), 11% (55+)
- CDs / Cassette tapes: 14% (15-24), 17% (25-34), 11% (35-54), 11% (55+)
- Podcasts: 22% (15-24), 27% (25-34), 23% (35-54), 9% (55+)
- On Demand music: 68% (15-24), 47% (25-34), 30% (35-54), 11% (55+)
- Live Radio: 91% (15-24), 90% (25-34), 84% (35-54), 78% (55+)
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 (excluding visual) by Device Share % for Demographics (15-24, 25-34, 35-55 and 55+)

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

‘Other’ devices includes Tablets, CD Players, Portable music players, Record players, TVs etc.
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 Live Radio evenly split.
ALL ADULTS 15+ Weekly Hours in 000s

- **Listen Again Radio**: MIDAS Spring 2015 - 12695
- **On Demand Music**: MIDAS Spring 2016 - 19864, MIDAS Spring 2017 - 79682
- **Podcasts**: MIDAS Spring 2018 - 59086
- **Digital Tracks**: MIDAS Spring 2019 - 59101
- **CD's**: MIDAS Spring 2020 - 30249
LIVE RADIO by ACTIVITY
REACH% All Adults 15+

- Driving/ travelling, 66
- Relaxing/ nothing particular, 37
- Eating/ drinking/ cooking, 35
- Household Chores, 33
- Working/ studying, 26
- Washing/Dressing, 19
- Communicating, 8
- Sports/ exercise/ hobbies, 7

23% of live radio hours are listened to whilst Driving/Travelling.

76% of new music discoverers still consider the Radio to be important for finding new stuff.
LIVE RADIO by DEVICE

REACH%

- **DAB** 61%
- **AM/FM** 53%
- **SPEAKER** 12%

**SHARE%**

- **All Adults**
  - AM/FM Radio: 32%
  - DAB Digital Radio: 52%
  - TV: 31%
  - Desktop/Laptop computer: 29%
- **15-24**
  - AM/FM Radio: 27%
  - DAB Digital Radio: 52%
  - TV: 31%
  - Desktop/Laptop computer: 29%
- **25-34**
  - AM/FM Radio: 31%
  - DAB Digital Radio: 43%
  - TV: 11%
  - Desktop/Laptop computer: 5%
- **35-54**
  - AM/FM Radio: 29%
  - DAB Digital Radio: 45%
  - TV: 11%
  - Desktop/Laptop computer: 5%
- **55+**
  - AM/FM Radio: 36%
  - DAB Digital Radio: 47%
  - TV: 11%
  - Desktop/Laptop computer: 5%
Over half (51%) of live radio listening is done alone, this is consistent through the age demographics. 20% with a partner or spouse and 16% with work colleagues.

In ‘home’ dominates live radio listening hours with a share of 55%, in vehicle 24%, at work or place of study 19%
Listen Again or Catch Up Radio (a radio programme that was once live and listened to a later time) tends to be mainly speech based content.

35% of the Listen Again hours are done whilst relaxing or nothing in particular.
Smartphones are the most frequently used device to go back and listen to a radio programme at a later date. (45%) of catch up radio listening hours were done this way, with Tablet 24% and PC/Laptop 20%. 5% Digital Music Player, Voice Activated Speaker 4%.

‘Listen Again’ users claim to listen to more Live Radio since they started using Catch Up services.
LISTEN AGAIN via LOCATION (Share) and WHO WITH

- **Home**: 70%
- **Car/Van/Lorry**: 7%
- **Work/Place of Study**: 9%
- **Public Transport/Walking**: 7%
- **Others**: 7%
- **Partner**: 8%

87% of Catch Up or Listen Again radio hours are spent listening on a person’s own, only 8% with a partner or spouse and 5% with others.

70% of Catch Up radio listening is done at Home.
MIDAS Measurement of Internet Delivered Audio Services

PODCAST by Activity

REACH %

- Driving/travelling: 44%
- Relaxing/nothing particular: 34%
- Working/studying: 21%
- Household chores: 17%
- Sport/exercise/hobbies: 15%
- Eating/drinking/cooking: 11%
- Washing/Dressing: 9%
- Social Media: 3%

Of listening hours are done
Driving/Travelling: 32%

65% of Podcast listeners listen to whole episode

68% listen to mostly all of the episodes they download.
Mobile Phones are the preferred device for listening to Podcasts with a share of 79% of the listening hours.
Podcasting is almost always a solo activity, with a share of 92%.

- **Home**: 48%
- **Car/Van/Lorry**: 17%
- **Work/Place of Study**: 11%
- **Public Transport/Walking**: 20%
- **Elsewhere**: 5%
### On Demand Music by Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>REACH %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving/travelling</td>
<td>41</td>
</tr>
<tr>
<td>Working/studying</td>
<td>33</td>
</tr>
<tr>
<td>Relaxing/doing nothing particular</td>
<td>29</td>
</tr>
<tr>
<td>Household chores</td>
<td>23</td>
</tr>
<tr>
<td>Sport/exercise/hobbies</td>
<td>19</td>
</tr>
<tr>
<td>Eating/drinking/cooking</td>
<td>18</td>
</tr>
<tr>
<td>Socialising</td>
<td>14</td>
</tr>
<tr>
<td>Watching/Dooring</td>
<td>10</td>
</tr>
<tr>
<td>Gaming</td>
<td>6</td>
</tr>
<tr>
<td>Social Media</td>
<td>5</td>
</tr>
</tbody>
</table>

**Of On demand music listened to either working or studying.**

**36%**

**Of new music discoverers, consider On Demand Music Services to be important for finding new stuff.**

**65%**
Listening to music services on demand is more sociable than other audio types such as Podcasting or Catch up Radio with 68% share of alone, 10% Partner/Spouse and 8% with Colleagues.
64% of all listening done on a Voice Activated Speaker such is to Live Radio. On Demand Music has a share of 32%, Podcasting 2% and Audiobooks and Listen Again 1%.
AUDIOTYPE By HEADPHONES
REACH%

- Audiobooks: 61%
- Podcasts/Downloads: 57%
- On Demand music: 49%
- Online Video Clips: 37%
- Listen Again/Catch up radio: 34%
- Live Radio: 12%
Monday – Friday Midweek Average

Live Radio listening peaks at 8:00am-8:15am

Podcasting 8:15-8:30am

Listen Again 10:45-11:00pm

On Demand Music 3:45-4:00pm
AUDIOTYPEs 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/Youtube Premium
BBC/Other Radio/ Other music podcast
BBC/Other Radio/ Other speech podcast
Online Video clips – Music/Non Music
  • Facebook
  • Vimeo
  • YouTube
  • Tik Tok
  • 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
Wearable Technology

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

PODCASTING PLATFORM

BBC Sounds
Global Player
Spotify
Apple/itunes Podcasts
Acast
Castbox
Pocketcast
Google Podcasts
Podbean
Podcast Addict