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

‘Live Radio’ listening hours are dominated by traditional AM/FM and DAB Radio sets. (AM/FM Share = 42%, DAB = 40%). Listening to radio via a Desktop/Laptop = 5% share, Smartphone 4% and Any TV 4%. Voice activated speakers = 2% Tablets = 1%

APPS

Radio Apps are popular amongst radio listeners – 29 million or 53% of the UK population have downloaded a Radio App, including 4.9 million (61%) of 15-24 year olds and 6.0 million (67%) of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

PODCASTING

6.4 million adults or 12% of the adult population use a Podcast in an average week. Almost two thirds of podcasting hours are listened to via a Smartphone (65%). Podcasting hours are mainly consumed whilst Working/Studying (30% share) Driving/Travelling (25% share).

LISTEN AGAIN

4.5 million adults use the ‘listen again’ or ‘catch up’ radio Share of ‘catch up radio’ via Device; Smartphones 41% Desktop/Laptop 30%, and Tablets 17%. 73% of all ‘listen again’ hours are listened to in Home. 78% of Listen Again/Catch Up Radio hours are listened to alone.

SHARE OF AUDIO % (excluding visual)

- Listen Again
- On Demand Music
- Podcasts
- Live Radio
- Digital Tracks
- CD's
- Cassettes/Vinyl
RAJAR Midas Audio Survey

AUDIO REACH %

- Any TV: 91%
- Live Radio: 90%
- Online Video/Audio clips: 33%
- DVD/Video/Subscriptions TV: 30%
- Total CD's: 24%
- Digital Music Tracks: 24%
- On Demand Music Services: 24%
- Video Games: 12%
- Total Podcast: 12%
- Total Catch Up/Listen Again: 8%
- Cassette tapes / vinyl records: 4%
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
AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

55+

![Chart comparison of audio share by age group](image-url)
AUDI0 REACH% BY AGE GROUP

- Cassette tapes/vinyl records
- Total CDs
- Total Digital Tracks
- Live Radio
- Total Podcasts
- On Demand music services (e.g. Spotify/ Apple Music)
- Total Listen Again/Catch up radio

MIDAS Summer 2018

AUDI0 REACH% BY AGE GROUP
AGE/SEX % LISTENER PROFILES

LISTEN AGAIN

Age | Gender
--- | ---
15-24 | 6
25-34 | 39
35-54 | 43
55+ | 4

PODCASTING

Age | Gender
--- | ---
15-24 | 4
25-34 | 20
35-54 | 41
55+ | 55

ON DEMAND MUSIC SERVICES

Age | Gender
--- | ---
15-24 | 54
25-34 | 27
35-54 | 31
55+ | 8

RAJAR Midas Audio Survey
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DEVICE SHARE EXCLUDING VISUAL%

Laptop/Desktop
- Live Radio, 35
- On Demand, 33
- Digital Tracks, 15
- Listen Again, 6
- Any Podcast, 6
- CDs, 6

Tablet
- Live Radio, 35
- On Demand, 28
- Digital Tracks, 13
- Listen Again, 16
- Any Podcast, 8

Smartphone
- On Demand, 38
- Live Radio, 21
- Digital Tracks, 21
- Any Podcast, 15
- Listen Again, 5

Voice Activated Speakers
- Live Radio, 58
- On Demand, 41
LIVE RADIO VIA DEVICE

REACH%

<table>
<thead>
<tr>
<th>Device</th>
<th>REACH%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>57.5</td>
</tr>
<tr>
<td>DAB Digital Radio</td>
<td>49.3</td>
</tr>
<tr>
<td>Smartphone</td>
<td>11.6</td>
</tr>
<tr>
<td>TV</td>
<td>11.1</td>
</tr>
<tr>
<td>Desktop/Laptop computer</td>
<td>9.8</td>
</tr>
<tr>
<td>Voice Activated Speaker</td>
<td>4.0</td>
</tr>
<tr>
<td>Wifi Radio</td>
<td>3.5</td>
</tr>
<tr>
<td>Tablet</td>
<td>2.4</td>
</tr>
<tr>
<td>Digital music player</td>
<td>2.0</td>
</tr>
<tr>
<td>Other Device</td>
<td>0.3</td>
</tr>
</tbody>
</table>

SHARE%

- AM/FM Radio: 40%
- DAB Radio: 42%
- Any TV: 5%
- Desktop/Laptop: 4%
- Smartphone: 3%
- Other: 6%

*Other, includes wifi radio, tablet and voice activated speakers
LIVE RADIO by ACTIVITY

- Driving/travelling: 57.2%
- Relaxing/nothing particular: 33.5%
- Household Chores: 31.5%
- Eating/drinking/cooking: 29.0%
- Working/studying: 23.1%
- Washing/Dressing: 18.6%
- Any other internet use: 9.4%
- Socialising: 7%
- Communicating: 6.7%
- Sports/Hobbies: 6%
- Social Media: 1.4%
- Shopping: 1.4%
- Gaming: 1.2%
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LIVE RADIO by WHO LISTENED WITH

- On my own: 51%
- Partner/Spouse: 21%
- Children: 6%
- Family Members: 4%
- Colleagues: 15%
- Friends: 2%
- Other people you know: 1%
- Other people you don't know: 2%

15-24

- On my own: 42%
- Partner/Spouse: 12%
- Children: 4%
- Family Members: 31%
- Colleagues: 6%
- Friends: 2%
- Other people you know: 2%
PODCASTING VIA ACTIVITY

REACH% OF PODCAST USERS

- Relaxing/ nothing particular: 34%
- Driving/ travelling: 34%
- Working/ studying: 28%
- Household Chores: 21%
- Eating/ drinking/ cooking: 12%
- Sports/ exercise/ hobbies: 11%
- Washing/Dressing: 7%
- Social Media: 6%
- Any other internet use: 6%
- Shopping (not online): 4%
- Gaming: 2%
- Communicating: 2%
- Socialising: 1%

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MIDAS Summer 2018
PODCASTING

SHARE%

LOCATION
- At Home: 2%
- Car/Van/Lorry: 14%
- Work/Place of study: 22%
- Public Transport/walking: 14%
- Elsewhere: 1%

DEVICE
- Digital Music Player: 1%
- Desktop/Laptop computer: 10%
- Tablet: 18%
- Smartphone: 65%
- Voice Activated Speaker: 5%

RAJAR Midas Audio Survey

MIDAS Summer 2018
PODCASTING

- On my own
- Partner/spouse
- Children (under 16)
- Family member(s)
- Colleagues
- Friends
- Other people you know
- Other people you don’t know
What proportion of all podcast episodes that you download do you actually get round to listening to?

When you do listen to a podcast episode, what proportion of it do you normally listen to?
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 2:00-2:15pm
Listen Again or Catch up radio it peaks between 1:15-1:30pm.
Sample comprised of 2181 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during May 2018

Data Tables available for Audio Excluding Visual by Age Demographic on request.

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