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 Playstaton, 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
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 \textbf{(AM/FM Share = 41\% DAB = 41\%)}. Listening to radio via a Smartphone or a Desktop/Laptop or any TV set each have a share of 4\%. Tablets have a 1\% share.

Radio Apps are popular amongst radio listeners – \textbf{26 million or 49\% of the UK population} have downloaded a Radio App, including \textbf{5.0 million (62\%)} of 15-24 year olds and \textbf{5.6 million (62\%)} of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

\textbf{5.6 million} adults use any Podcast in a week and the Smartphone is the most popular device to listen via (62\% of Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to (67\%). Over a Quarter of all Podcasting hours (28\% share) are listened to whilst travelling.

\textbf{LISTEN AGAIN}

\textbf{4.2 million} adults use the ‘listen again’ or ‘catch up’ radio function. Smartphones and Desktops/Laptops have a share of 34\% and Tablets 23\%.

72\% of all ‘listen again’ hours are listened to in Home. 82\% of Listen Again/Catch Up Radio hours are listened to alone.
RAJAR Midas Audio Survey

**AUDIO REACH %**

- Any TV: 93%
- Live Radio: 90%
- Online Video/ Audio clips: 31%
- Any CD's: 28%
- Digital Music Tracks: 27%
- DVD/Video/Subscription TV: 23%
- On Demand Music Services: 17%
- Any Podcast: 10%
- Video games: 10%
- Any Listen Again: 8%
- Cassette tapes / vinyl records: 3%
AUDIORAGE% (exc visual) BY AGE GROUP

15-24

- Cassette/Vinyl: 53%
- Any Podcast: 3%
- Any Listen Again: 4%
- Any CDs: 16%
- Digital Tracks: 3%
- On Demand music services: 23%
- Live Radio: 4%

25-34

- Cassette/Vinyl: 64%
- Any Podcast: 5%
- Any Listen Again: 3%
- Any CDs: 14%
- Digital Tracks: 13%
- On Demand music services: 14%
- Live Radio: 5%
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

76

87
AJAR Midas Audio Survey

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

ALL ADULTS

15-24

25-34

35-54

55+

RAJAR Midas Audio Survey

MIDAS Summer 2017
AGE/SEX % LISTENER PROFILES

LISTEN AGAIN

PODCASTING

ON DEMAND MUSIC SERVICES

Age

Gender

15-24 25-34 35-54 55+

Male Female

15-24 25-34 35-54 55+

Male Female

15-24 25-34 35-54 55+

Male Female

15-24 25-34 35-54 55+

Male Female
18.9m people claim have access to a Bluetooth speaker or Soundbar

Average Hours spent listening via a Bluetooth Speaker or Soundbar

- Radio: 4.9
- Digital Tracks: 4.4
- TV: 8.5
- On Demand Music services: 5.7
- Other: 4.6
LIVE RADIO VIA DEVICE

REACH%

- AM/FM Radio: 57.7%
- DAB Digital Radio: 48.2%
- Any TV: 11.5%
- Smartphone: 10.8%
- Desktop/Laptop computer: 7.5%
- CD Player: 4.7%
- Wifi Radio: 3.8%
- Tablet: 3.1%
- Digital music player: 1.9%
- Amazon Echo: 1.1%
- Other Device: 0.5%

SHARE%

- AM/FM Radio: 41%
- DAB Digital Radio: 41%
- Any TV: 4%
- Desktop/Laptop computer: 4%
- Smartphone: 6%
- Other Device: 0.5%
LIVE RADIO by ACTIVITY

<table>
<thead>
<tr>
<th>Activity</th>
<th>SHARE%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving/ travelling</td>
<td>57.4</td>
</tr>
<tr>
<td>Relaxing/ nothing particular</td>
<td>33.7</td>
</tr>
<tr>
<td>Household Chores</td>
<td>31.6</td>
</tr>
<tr>
<td>Eating/ drinking/ cooking</td>
<td>30.1</td>
</tr>
<tr>
<td>Working/ studying</td>
<td>21.4</td>
</tr>
<tr>
<td>Washing/Dressing</td>
<td>9.6</td>
</tr>
<tr>
<td>Any other internet use</td>
<td>7.4</td>
</tr>
<tr>
<td>Sports/ exercise/ hobbies</td>
<td>6.4</td>
</tr>
<tr>
<td>Socialising</td>
<td>6.1</td>
</tr>
<tr>
<td>Communicating</td>
<td>5.7</td>
</tr>
<tr>
<td>Shopping</td>
<td>1.3</td>
</tr>
<tr>
<td>Social Media</td>
<td>1.3</td>
</tr>
<tr>
<td>Gaming</td>
<td>1.2</td>
</tr>
<tr>
<td>Eating/ drinking/ cooking</td>
<td>20.1</td>
</tr>
<tr>
<td>Working/ studying</td>
<td>31.6</td>
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</tr>
</tbody>
</table>
LIVE RADIO by WHO LISTENED WITH

- On my own: 53%
- Partner/Spouse: 20%
- Children: 7%
- Family Members: 4%
- Colleagues: 13%
- Friends: 2%
- Other people you know: 9%
- Other people you don't know: 5%

15-24:
- On my own: 48%
- Partner/Spouse: 32%
- Children: 13%
- Family Members: 3%
- Colleagues: 9%
- Friends: 5%
- Other people you know: 13%
- Other people you don't know: 4%
RAJAR Midas Audio Survey

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

Average Hours per listener

Weekly Reach %

OMS

Podcasts

Digital Tracks

DVD/Video

Online Clips

Video Games

Cassette/Vinyl

Listen again

Other

CDs

Radio

TV
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 3:00-3:15pm
Listen Again or Catch up radio it peaks between 10:15-10.30pm.
Sample comprised of 2229 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during June/July 2017

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