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
- 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 = 41%, DAB = 40%)*. Listening to radio via; TV 5%, Voice activated Speakers 4%, Desktop/Laptop 4%, Smartphone 3% And Tablets 1%.

APPS

Radio Apps are popular amongst radio listeners – **29 million or 52% of the UK population** have downloaded a Radio App, including **5.1 million (65%)** of 15-24 year olds and **6.1 million (67%)** of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

LISTEN AGAIN

**4.0 million** adults use the ‘listen again’ or ‘catch up’ radio Share of ‘catch up radio’ via Device; Smartphones **39%** Desktop/Laptop **24%**, and Tablets **23%**. **77%** of all ‘listen again’ hours are listened to in Home. **81%** of Listen Again/Catch Up Radio hours are listened to alone.

PODCASTING

**6.5 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 (67%)**. Podcasting hours are mainly consumed whilst **Working/Studying (29% share)** Driving/Travelling (30% share).

SHARE OF AUDIO % (excluding visual)
RAJAR Midas Audio Survey

AUDIO REACH %

- Any TV: 91%
- Live Radio: 90%
- Online Video/ Audio clips: 33%
- DVD/Video: 30%
- On Demand Music Services: 25%
- Digital Music Tracks: 21%
- CD's: 20%
- Podcasts: 12%
- Video Games: 11%
- Catch Up/Listen Again: 7%
- Cassette tapes / vinyl records: 5%

RAJAR Midas Audio Survey
MIDAS Winter 2018
Audio reach% by age group:

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

- Total CDs
  - 15-24: 16%
  - 25-34: 21%
  - 35-54: 23%
  - 55+: 23%

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

- Live Radio
  - 15-24: 87%
  - 25-34: 92%
  - 35-54: 93%
  - 55+: 92%

- Total Podcasts
  - 15-24: 5%
  - 25-34: 14%
  - 35-54: 21%
  - 55+: 21%

- On Demand music services (e.g. Spotify/Apple Music)
  - 15-24: 26%
  - 25-34: 35%
  - 35-54: 53%
  - 55+: 53%

- Total Listen Again/Catch up radio
  - 15-24: 8%
  - 25-34: 6%
  - 35-54: 9%
  - 55+: 9%
AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24

25-34
AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

55+

[Legend: Cassette/Vinyl, Any Podcast, Any Listen Again, Any CDs, Digital Tracks, On Demand music services, Live Radio]

77

89
AUDIO ‘SHARE %’ by DEVICE (exc. Visual)

- AM/FM Radio
- DAB Digital Radio
- Smartphone
- Digital music player
- Other Device
- Wi-Fi/Internet Radio Set
- Voice Activated Speaker

ALL ADULTS

15-24

25-34

35-54

55+
RAJAR Midas Audio Survey

AGE/SEX % LISTENER PROFILES

LISTEN AGAIN

- Age 15-24: 14%
- Age 25-34: 35%
- Age 35-54: 44%
- Age 55+: 7%

- Gender Male: 44%
- Gender Female: 56%

PODCASTING

- Age 15-24: 14%
- Age 25-34: 38%
- Age 35-54: 53%
- Age 55+: 63%

- Gender Male: 47%
- Gender Female: 53%

ON DEMAND MUSIC SERVICES

- Age 15-24: 30%
- Age 25-34: 23%
- Age 35-54: 34%
- Age 55+: 12%

- Gender Male: 54%
- Gender Female: 46%
RAJAR Midas Audio Survey

## DEVICE SHARE EXCLUDING VISUAL%

### Laptop/Desktop
- Live Radio: 38%
- On Demand: 30%
- Digital Tracks: 19%
- Any Podcast: 6%
- CDs: 3%
- Listen Again: 4%

### Tablet
- Live Radio: 30%
- Digital Tracks: 27%
- On Demand: 23%
- Listen Again: 12%
- Any Podcast: 7%

### Smartphone
- On Demand: 38%
- Digital Tracks: 22%
- Live Radio: 18%
- Any Podcast: 17%
- Listen Again: 4%

### Voice Activated Speakers
- Live Radio: 69%
- On Demand: 30%
- Any Podcast: 3%
LIVE RADIO VIA DEVICE

REACH%

- AM/FM Radio: 53.8%
- DAB Digital Radio: 50.0%
- Any TV: 11.1%
- Smartphone: 10.9%
- Desktop/Laptop computer: 8.9%
- Voice Activated Speaker: 4.0%
- Tablet: 3.3%
- Wifi Radio: 3.0%
- Digital music player: 2.0%
- Other Device: 0.7%

SHARE%

- AM/FM Radio: 40%
- DAB Radio: 41%
- Any TV: 5%
- Desktop/Laptop: 4%
- Smartphone: 4%
- Voice Speaker: 4%
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>56.4</td>
</tr>
<tr>
<td>Relaxing/ nothing particular</td>
<td>31.5</td>
</tr>
<tr>
<td>Household Chores</td>
<td>30.5</td>
</tr>
<tr>
<td>Eating/ drinking/ cooking</td>
<td>29.0</td>
</tr>
<tr>
<td>Working/ studying</td>
<td>22.9</td>
</tr>
<tr>
<td>Washing/Dressing</td>
<td>17.8</td>
</tr>
<tr>
<td>Any other internet use</td>
<td>8.7</td>
</tr>
<tr>
<td>Socialising</td>
<td>6.9</td>
</tr>
<tr>
<td>Communicating</td>
<td>6.7</td>
</tr>
<tr>
<td>Sports/Hobbies</td>
<td>6.2</td>
</tr>
<tr>
<td>Social Media</td>
<td>2.9</td>
</tr>
<tr>
<td>Gaming</td>
<td>1.4</td>
</tr>
<tr>
<td>Shopping</td>
<td>1.1</td>
</tr>
</tbody>
</table>

SHARE%
RAJAR Midas Audio Survey

LIVE RADIO by WHO LISTENED WITH

- 54% On my own
- 19% Partner/Spouse
- 14% Children
- 5% Family Members
- 5% Colleagues
- 5% Friends
- 2% Other people you know
- 2% Other people you don't know

15-24

- 49% On my own
- 27% Partner/Spouse
- 10% Children
- 5% Family Members
- 5% Colleagues
- 5% Friends
- 2% Other people you know
- 2% Other people you don't know
PODCASTING VIA ACTIVITY

REACH% OF PODCAST USERS

- Driving/travelling: 44%
- Relaxing/nothing particular: 32%
- Working/studying: 25%
- Household Chores: 17%
- Eating/drinking/cooking: 15%
- Sports/exercise/hobbies: 14%
- Washing/Dressing: 7%
- Any other internet use: 7%
- Social Media: 7%
- Other: 4%
- Shopping (not online): 4%
- Gaming: 4%
- Socialising: 3%
- Communicating (social media/phone/email/texting etc): 2%
PODCASTING

RAJAR Midas Audio Survey

SHARE%

LOCATION

- At Home: 4
- Car/ Van/ Lorry: 21
- Work/ Place of study: 23
- Public Transport/ walking: 13
- Elsewhere: 39

DEVICE

- Digital Music Player: 10
- Desktop/Laptop computer: 16
- Smartphone: 6
- Tablet: 67
- Voice Activated Speaker: 1
PODCASTING

- On my own: 5
- Partner/spouse: 2
- Children (under 16): 2
- Family member(s): 2
- Colleagues: 90
- Friends: 90
- Other people you know: 90
- Other people you don't know: 90
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?
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 3:15-3:30pm
Listen Again or Catch up radio it peaks between 11:00-11:15pm.
Sample comprised of 2332 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during November 2018

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

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