

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 = 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.

PODCASTING

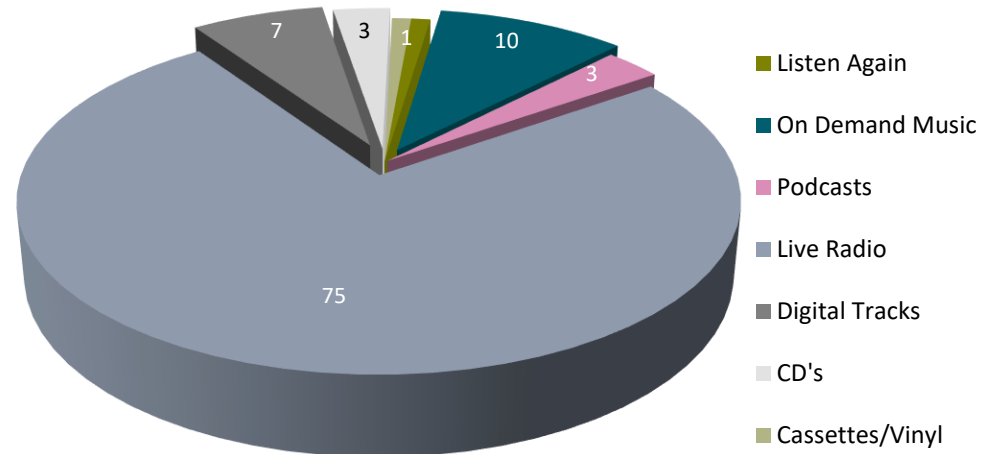
**6.5 million adults or 12% of the adult population** use a Podcast in an average week.

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)**.

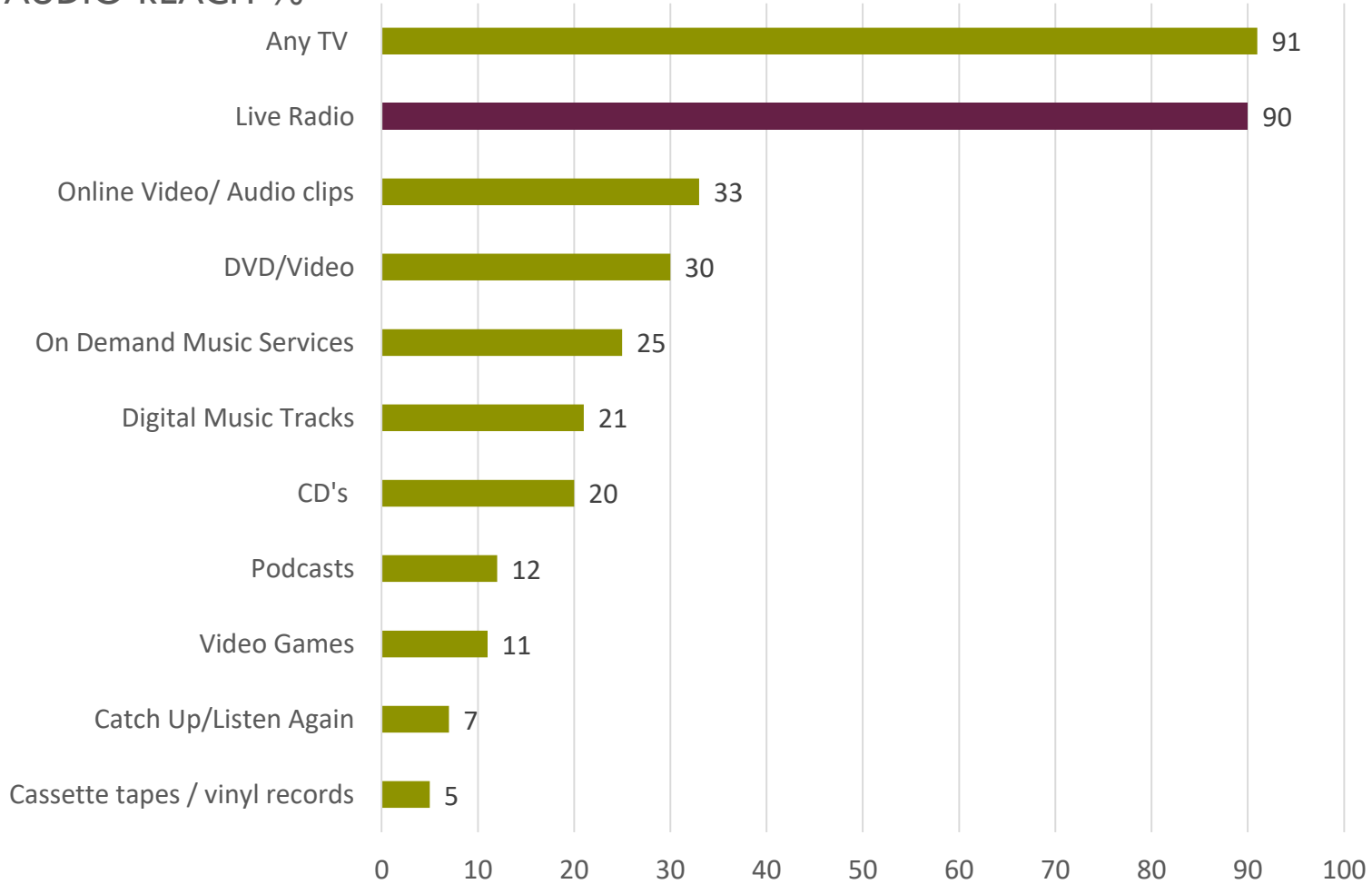
LISTEN AGAIN

**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.

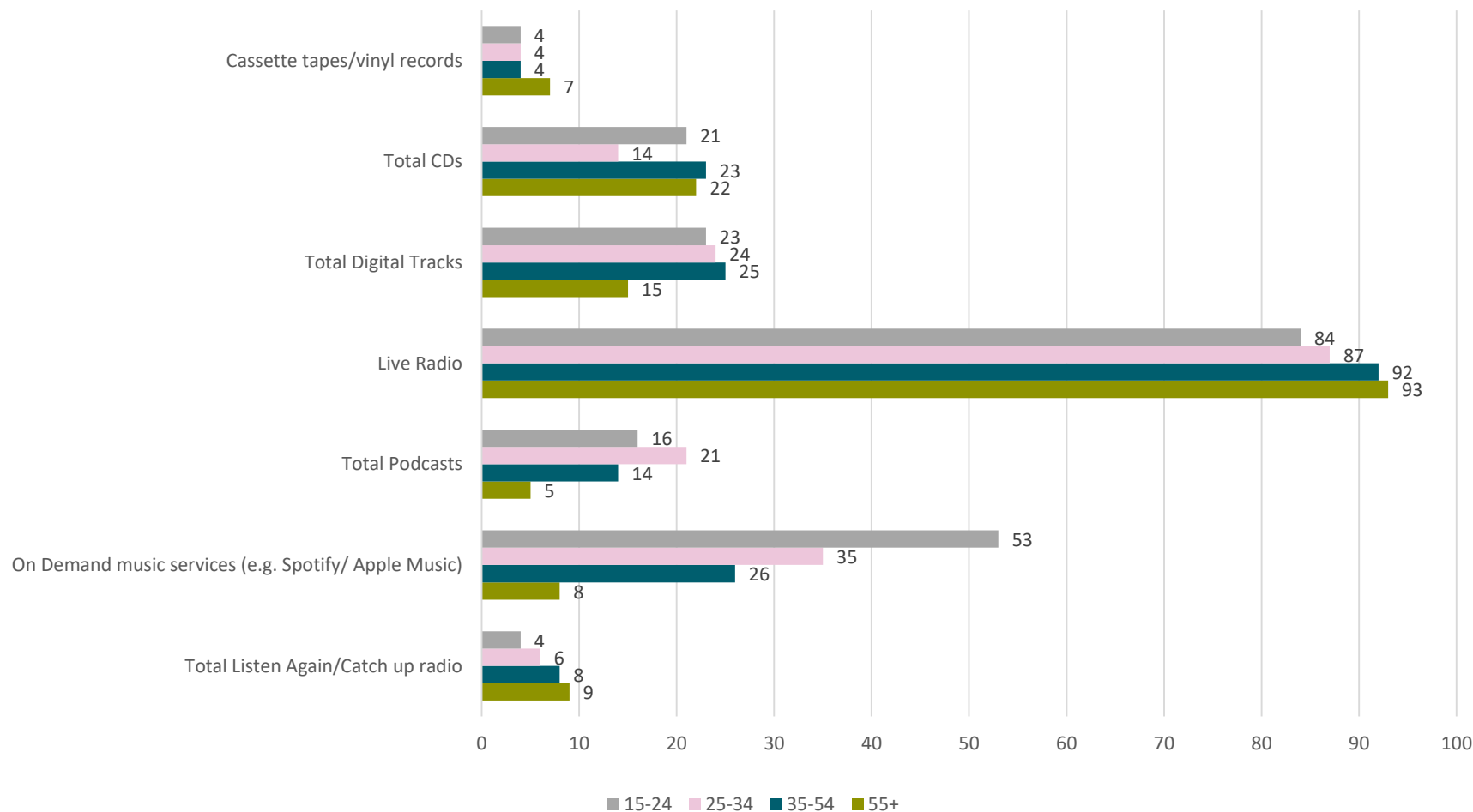
SHARE OF AUDIO % (excluding visual)



AUDIO REACH %

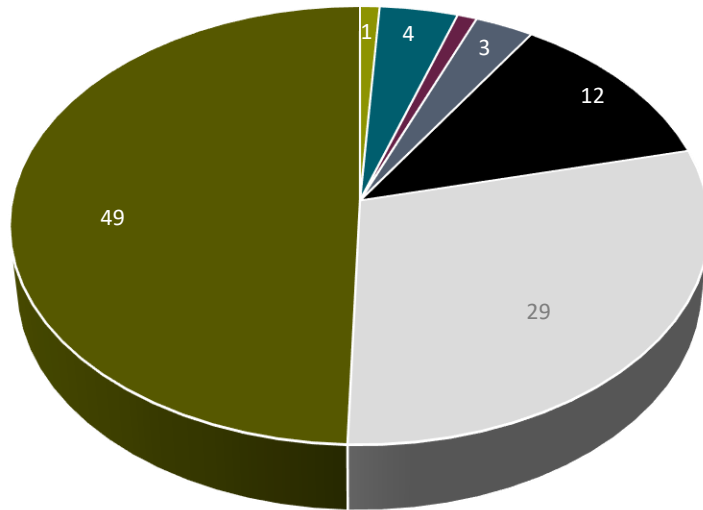


# AUDIO REACH% BY AGE GROUP

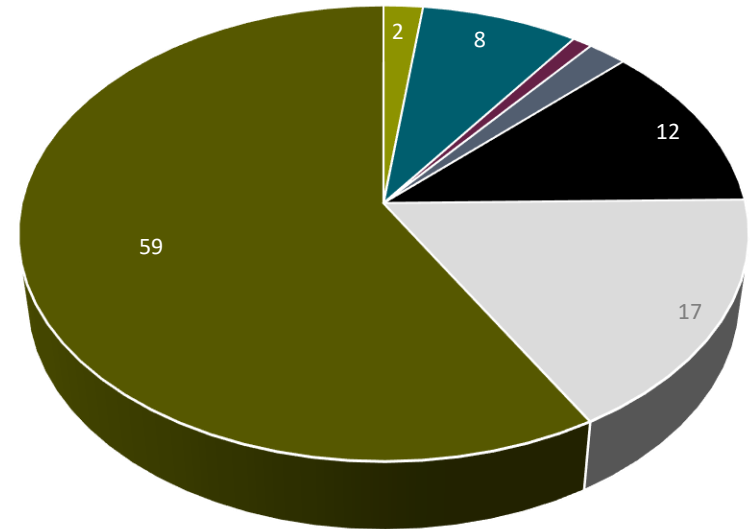


## AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24



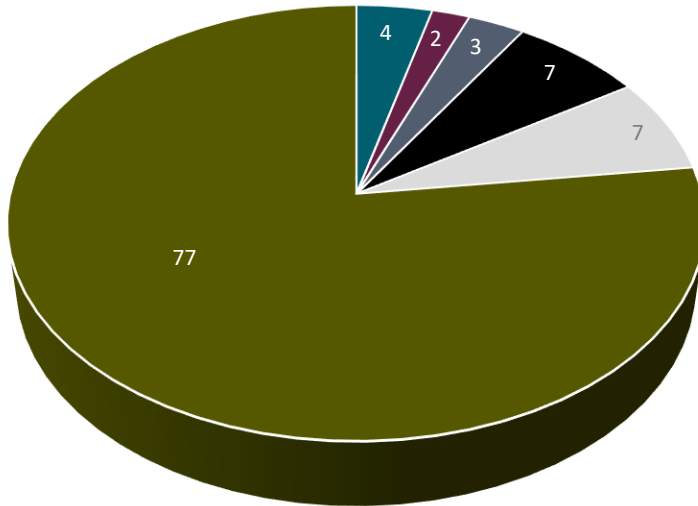
25-34



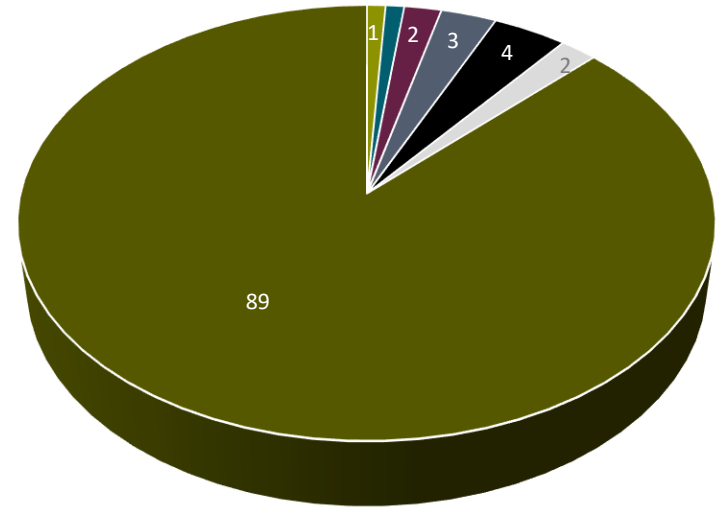
■ Cassette/Vinyl   
 ■ Any Podcast   
 ■ Any Listen Again   
 ■ Any CDs   
 ■ Digital Tracks   
 ■ On Demand music services   
 ■ Live Radio

## AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

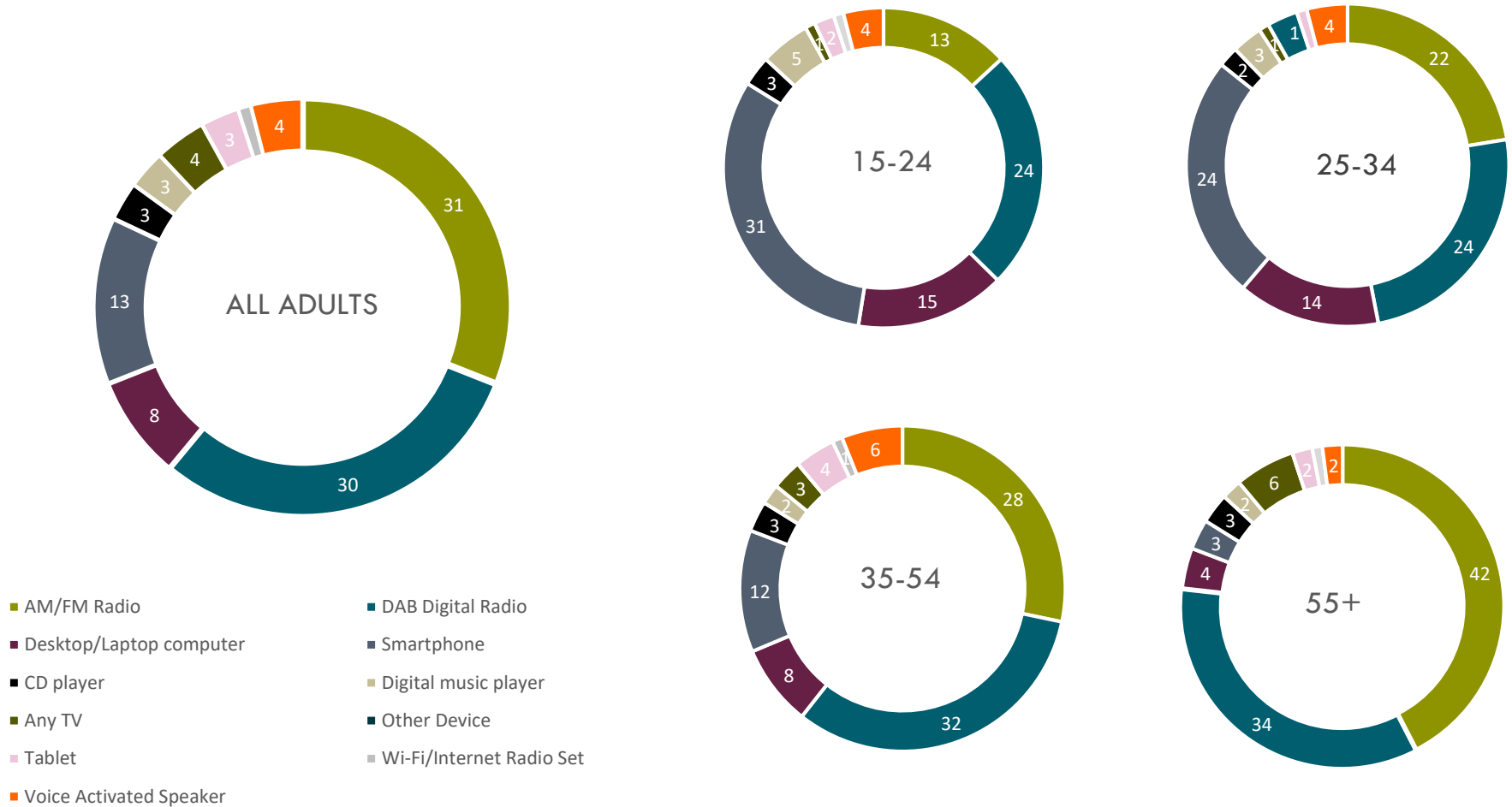


55+



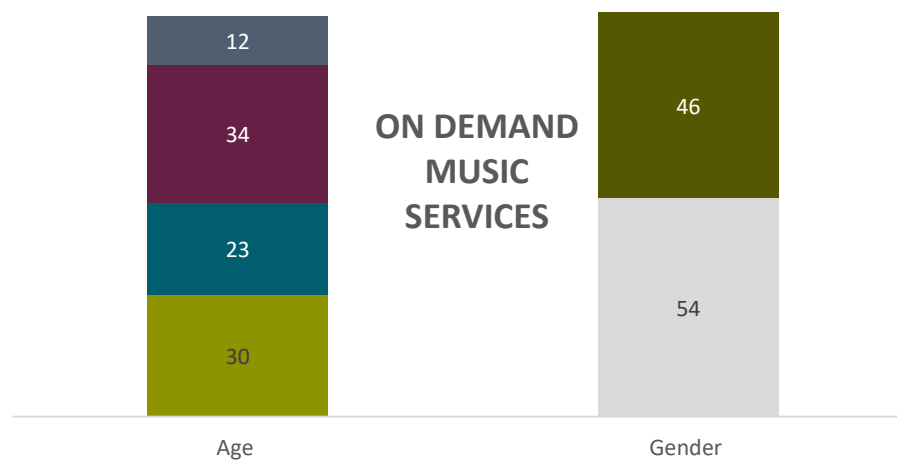
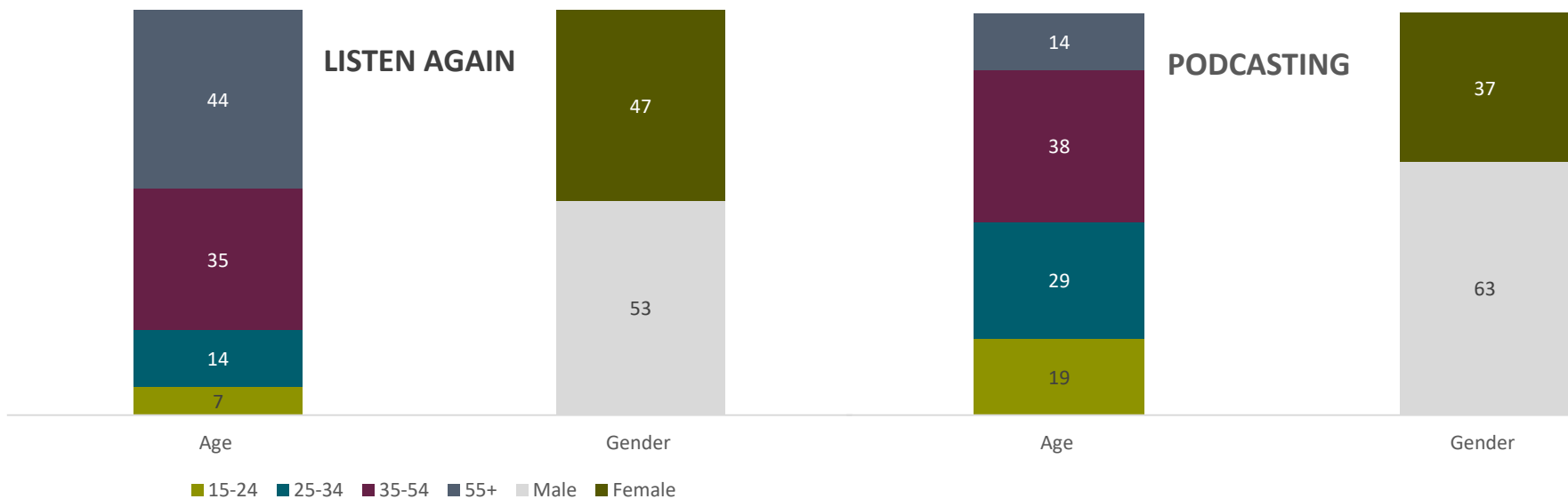
■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

# AUDIO 'SHARE %' by DEVICE (exc. Visual)



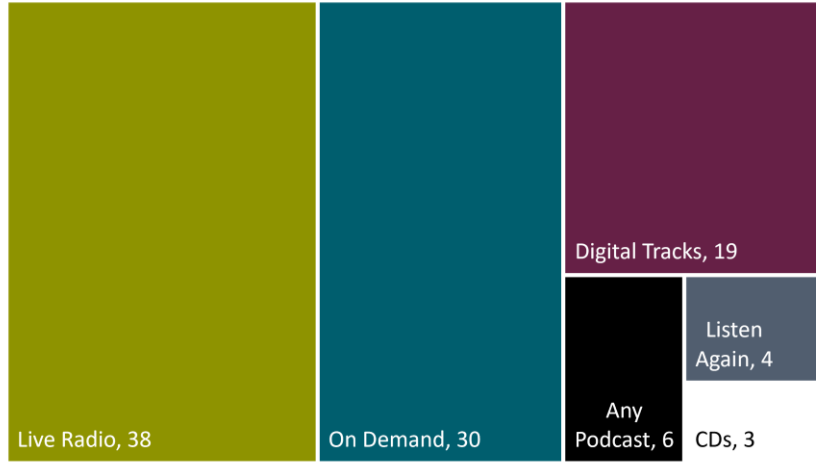


# AGE/SEX % LISTENER PROFILES

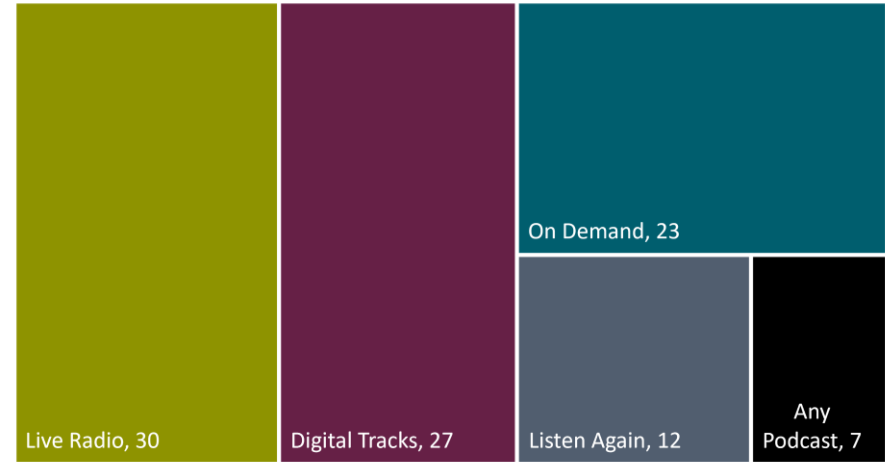


# DEVICE SHARE EXCLUDING VISUAL%

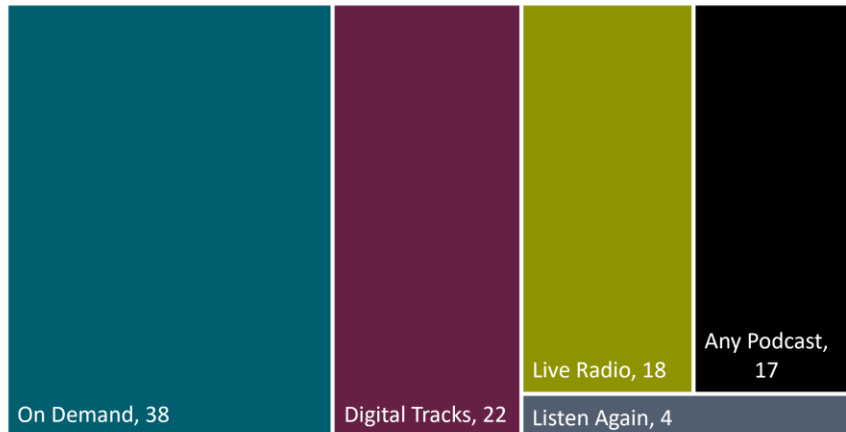
Laptop/Desktop



Tablet



Smartphone

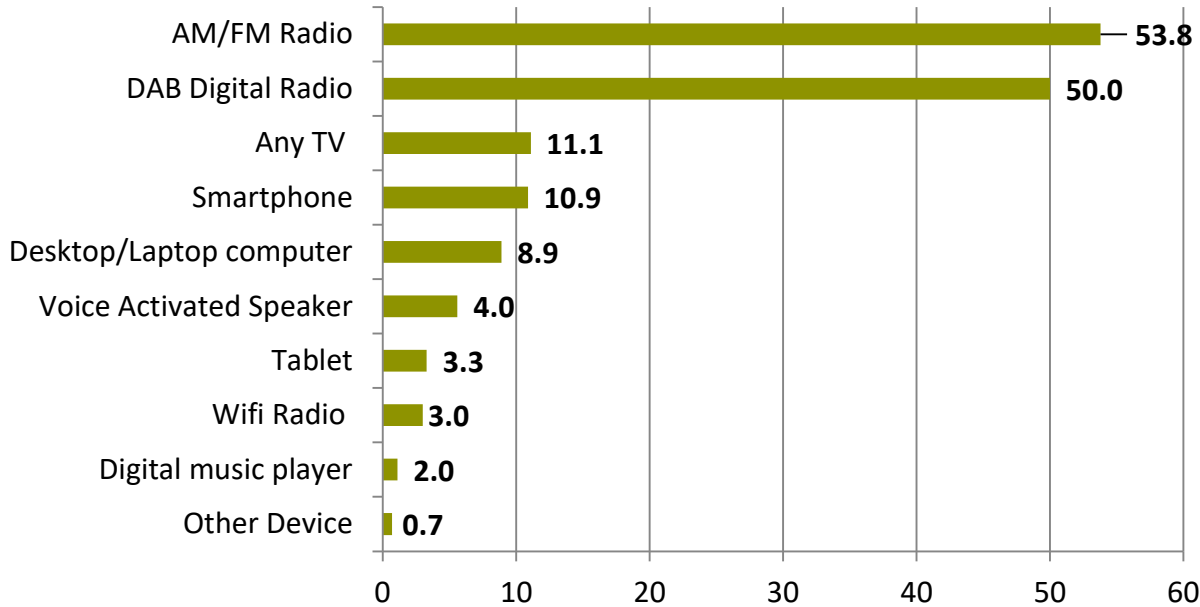


Voice Activated Speakers

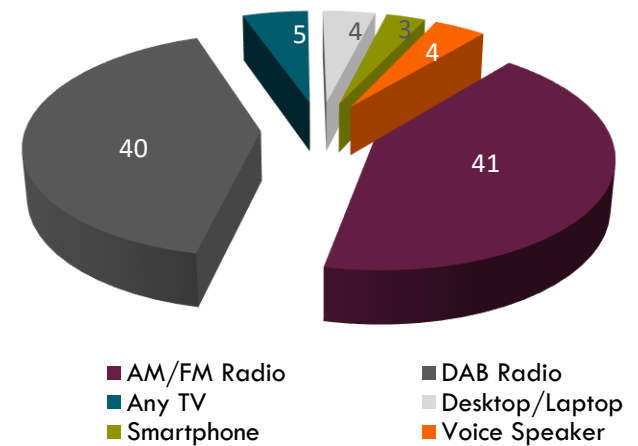


# LIVE RADIO VIA DEVICE

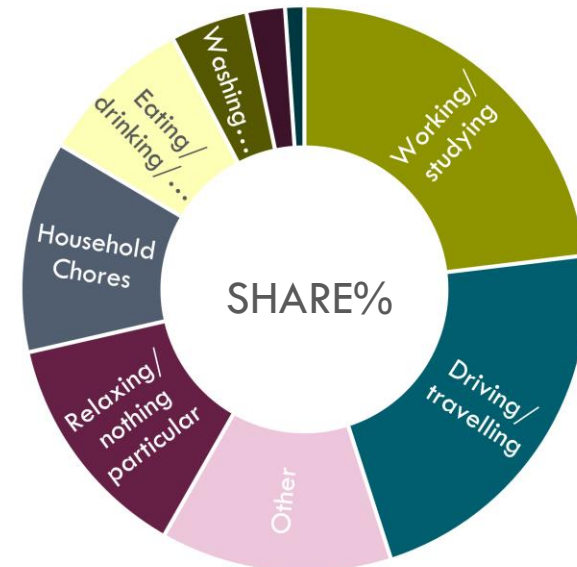
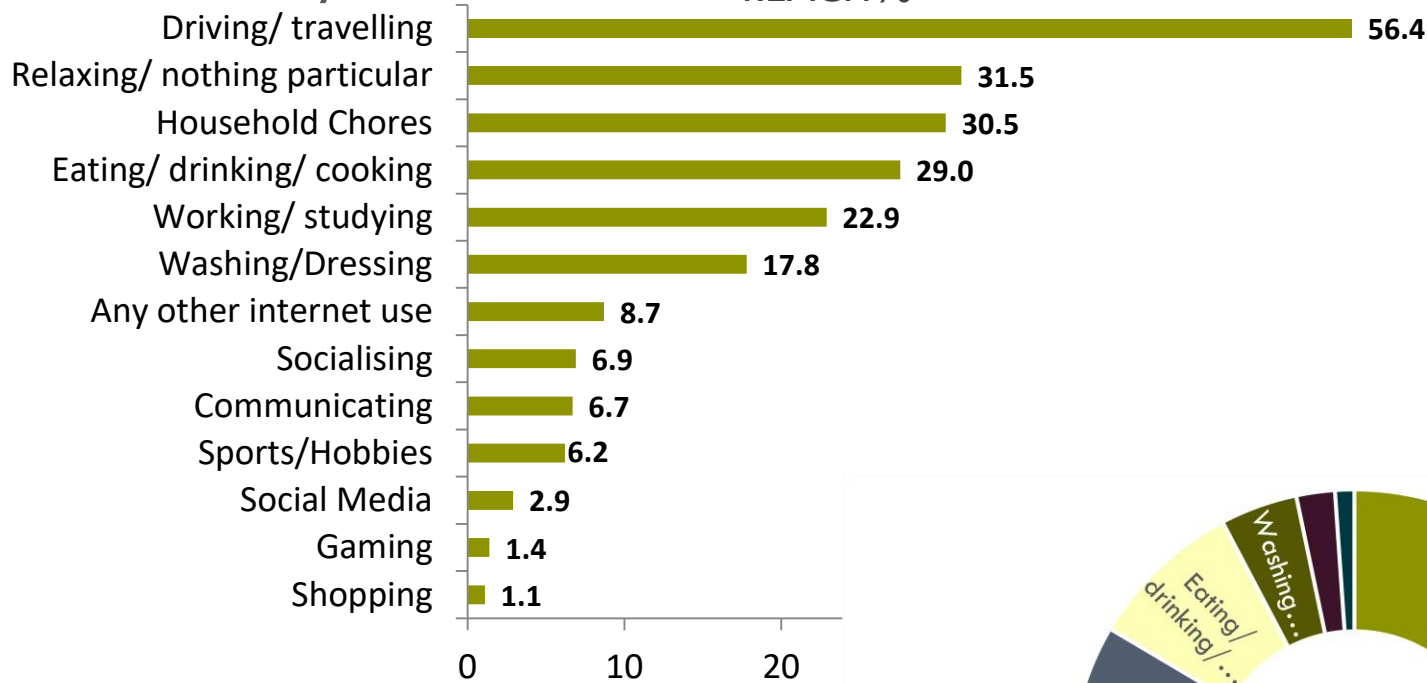
REACH%



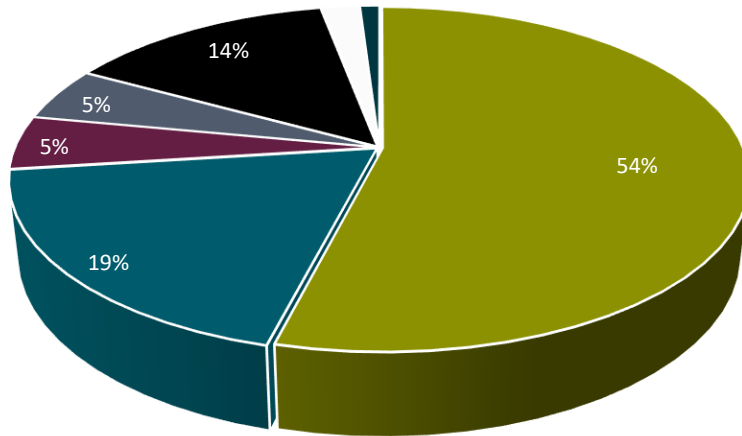
SHARE%



# LIVE RADIO by ACTIVITY

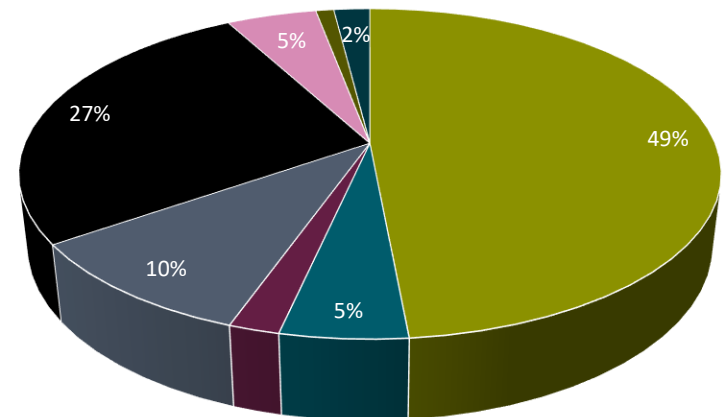


LIVE RADIO by WHO LISTENED WITH



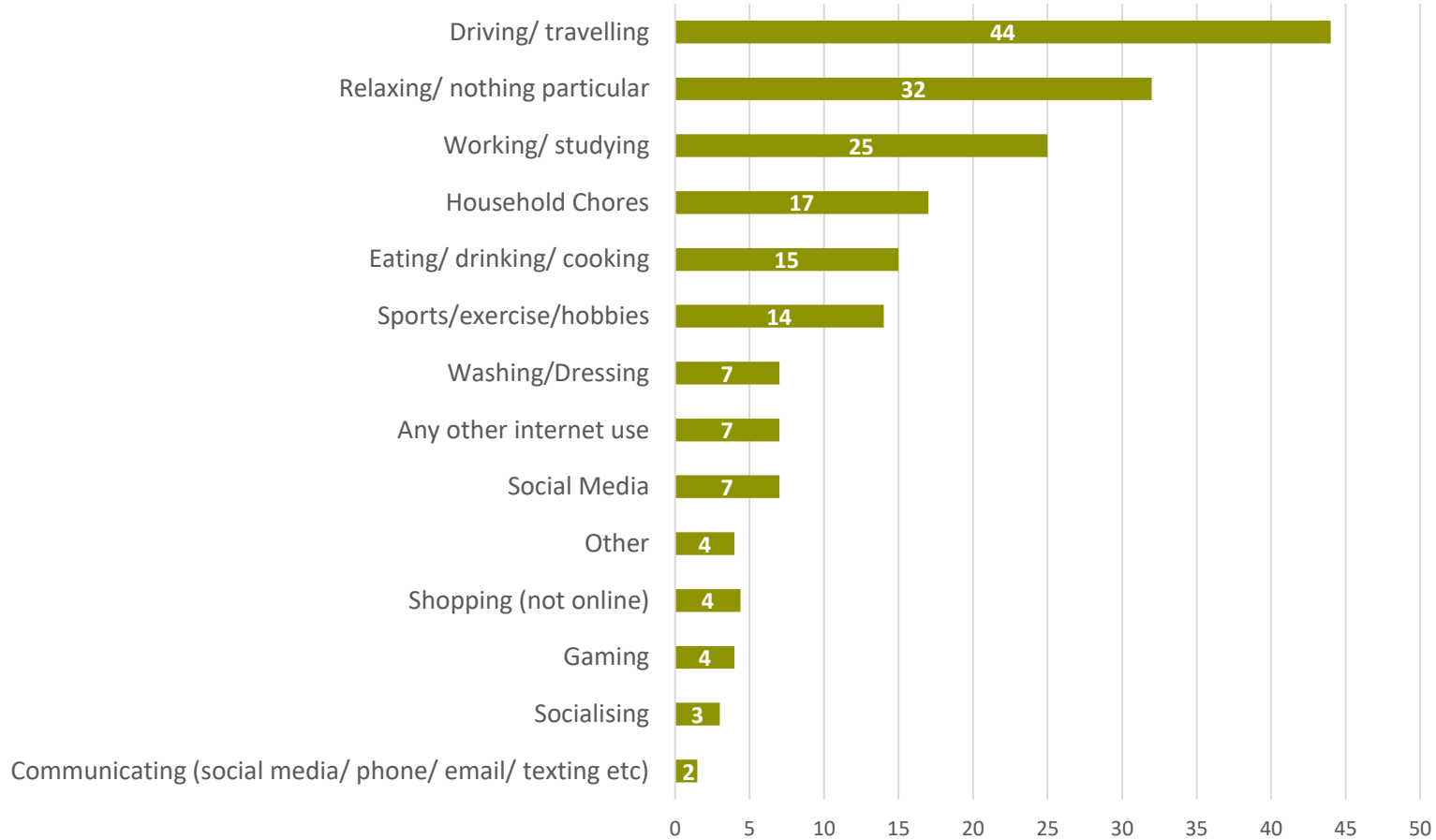
- On my own
- Partner/Spouse
- Children
- Family Members
- Colleagues
- Friends
- Other people you know
- Other people you don't know

15-24



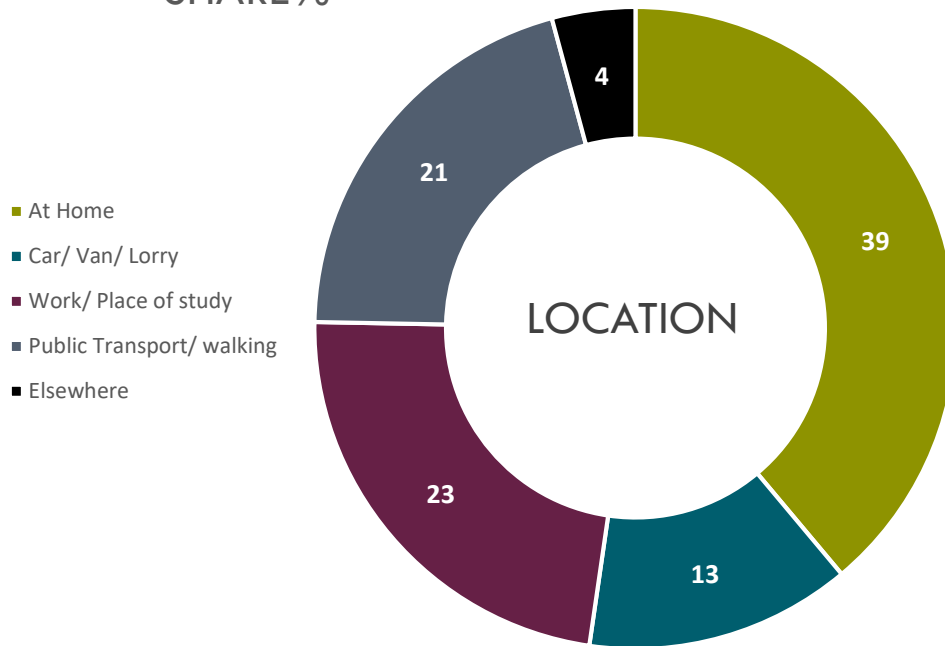
# PODCASTING VIA ACTIVITY

## REACH% OF PODCAST USERS

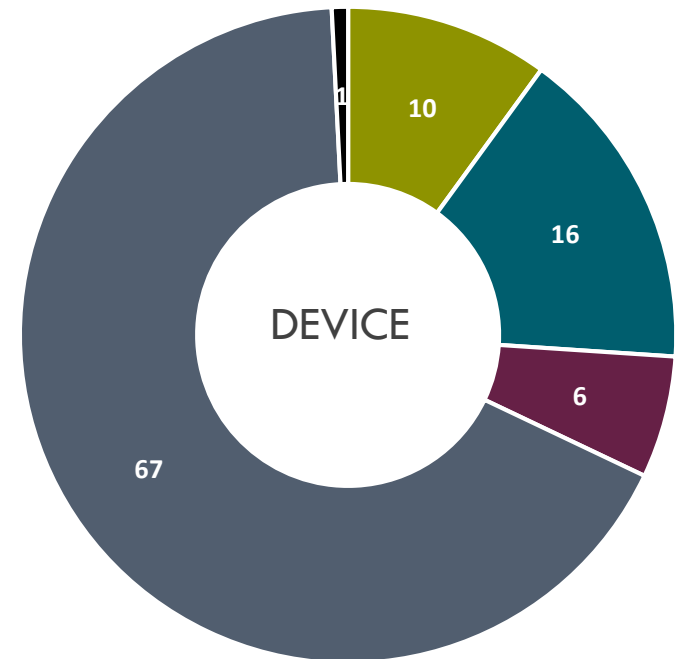


# PODCASTING

SHARE%

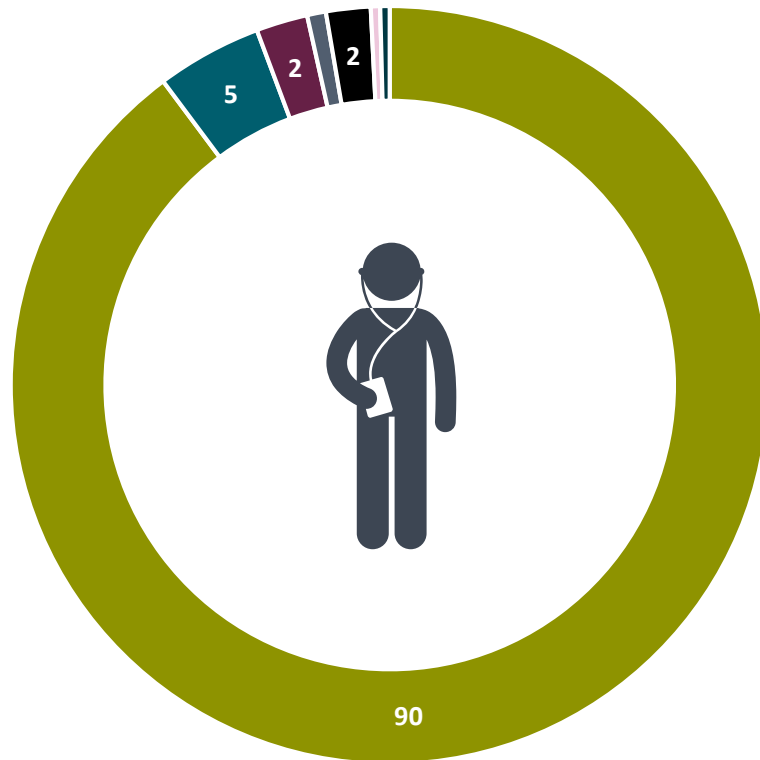


- At Home
- Car/ Van/ Lorry
- Work/ Place of study
- Public Transport/ walking
- Elsewhere



- Digital Music Player
- Desktop/Laptop computer
- Tablet
- Smartphone
- Voice Activated Speaker

# PODCASTING

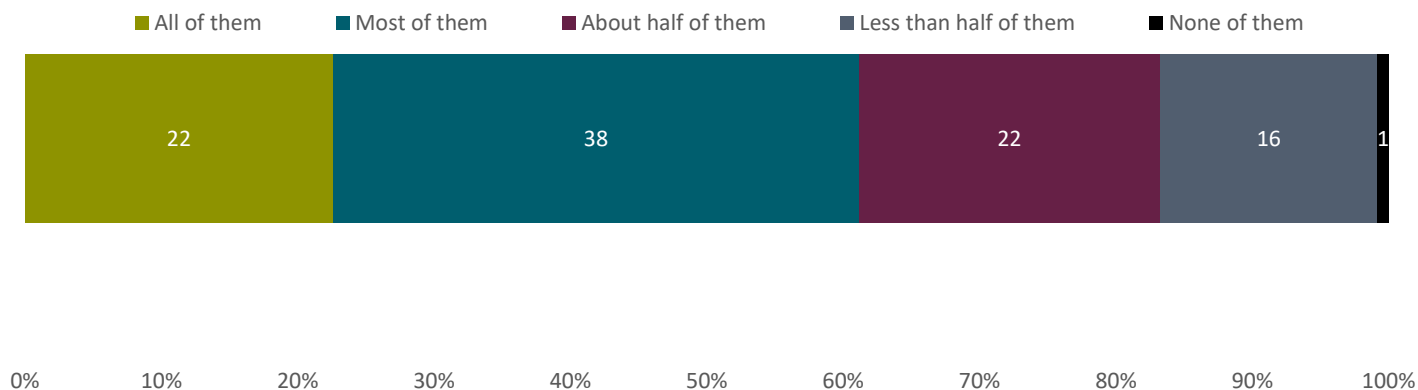


- On my own
- Partner/ spouse
- Children (under 16)
- Family member(s)
- Colleagues
- Friends
- Other people you know
- Other people you don't know

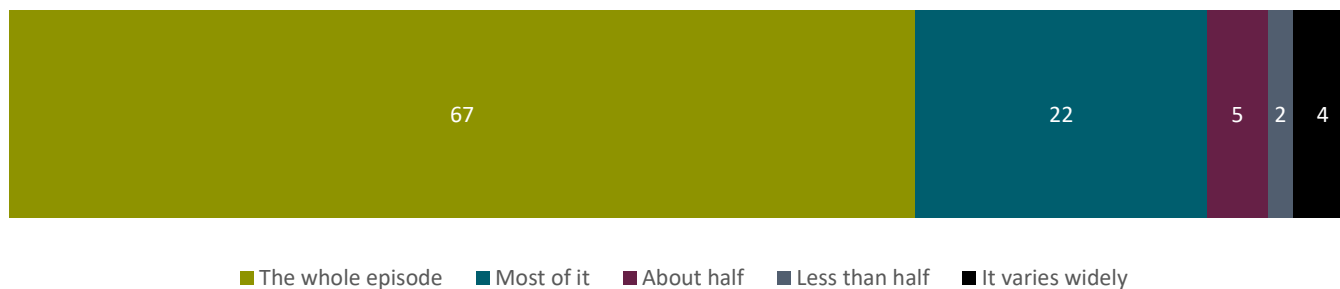


# PODCASTING

What proportion of all podcast episodes that you download do you actually get round to listening to?



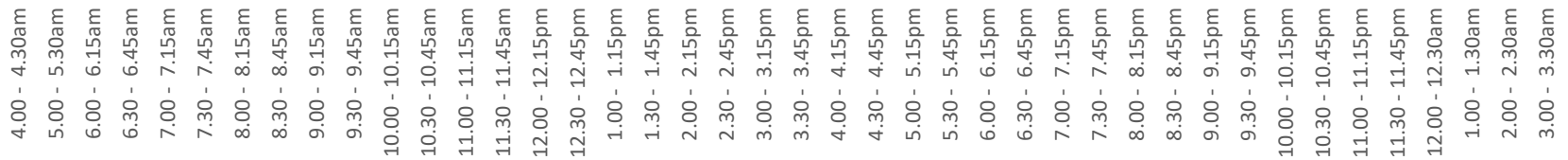
When you do listen to a podcast episode, what proportion of it do you normally listen to?



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 3:15-3:30pm  
 Listen Again or Catch up radio it peaks between 11:00-11:15pm.

Weekly Reach % of listeners



OMS Listen again Podcasting Live Radio

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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