

## INTRODUCTION

MIDAS Autumn 2016

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.



## LIVE RADIO



'Live Radio' listening hours are dominated by traditional AM/FM and DAB Radio sets (**AM/FM Share = 44%**, **DAB = 39%**). **Listening to radio via any TV set has a 4% share of hours.** Devices connected to the internet have a smaller share of listening hours (**Desktop/Laptop 4%**, **Smartphone 2%** and **Tablets 1%**)

## APPS



Radio Apps are popular amongst radio listeners – **24 million or 44% of the UK population** have downloaded a Radio App, including **5.3 million (67%)** of 15-24 year olds and **5.3 million (59%)** of 25-34 year olds. Half (**50%**) of all users who download a Radio App use it on a weekly basis.

## PODCASTING

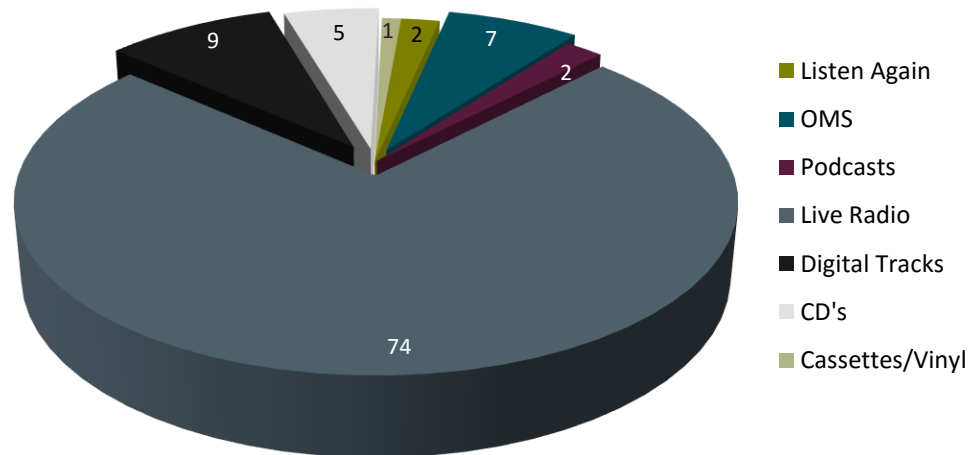
**4.5 million** adults use any Podcast, whether it be Speech or Music. The Smartphone is the most popular way to listen to a Podcast with a reach of **66%** (Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to (**65%**).

## LISTEN AGAIN

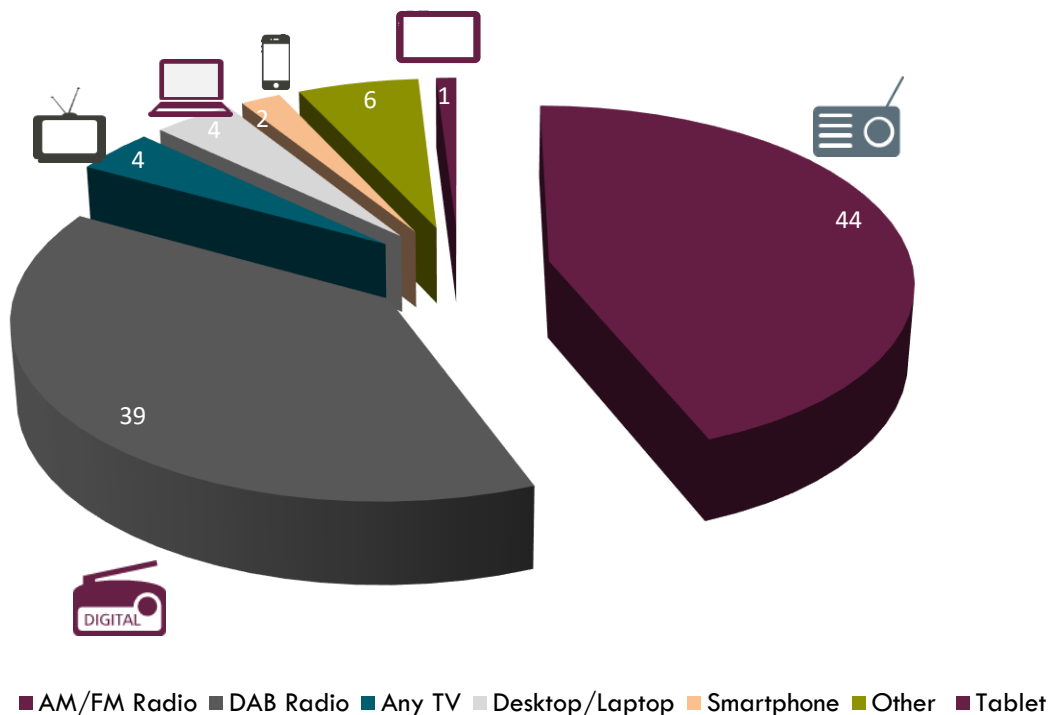


**5.5 million** adults use the 'listen again' or 'catch up' radio function. Smartphones have a **41%** share of total listening again hours, followed by desktops/laptops with **33%**. **75%** of all 'listen again' hours are listened to in Home. **82%** of Listen Again/Catch Up Radio hours are listened to alone.

SHARE OF AUDIO % (excluding visual)



## LIVE RADIO Listening by Device (Share %)



When it comes to listening to Live Radio, the traditional AM/FM radio has the highest 'share' of listening with **44%**.

Listening via a DAB set has the second highest share of listening hours with **39%**.

Listening via TV **4%**, Laptop/Desktop **4%**, Smartphones **2%** and Tablets **1%**

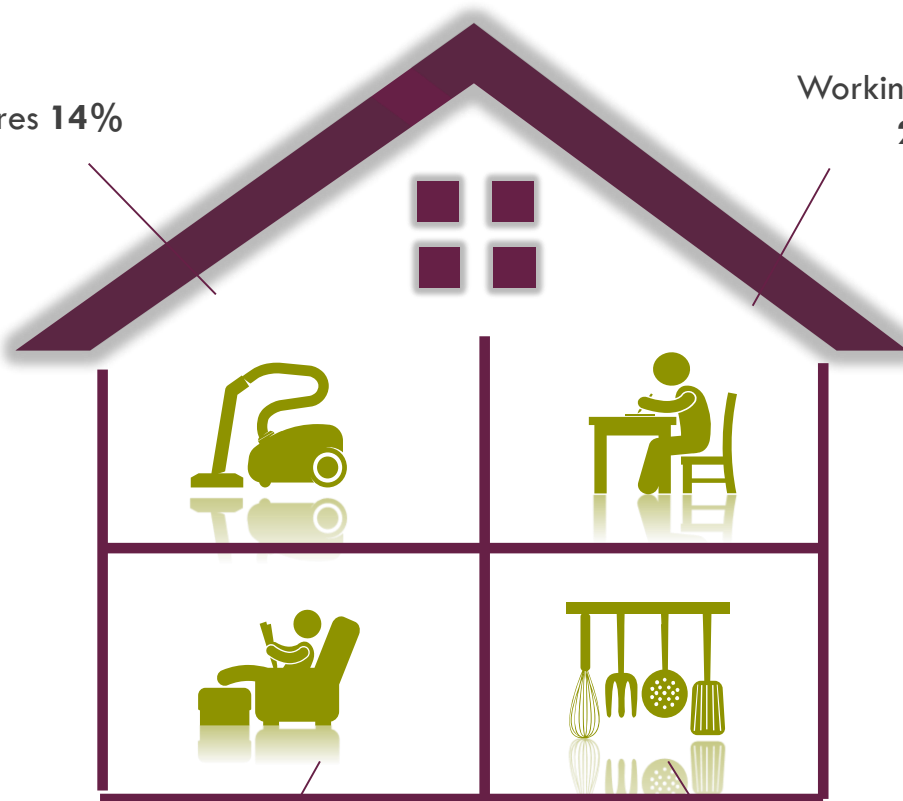
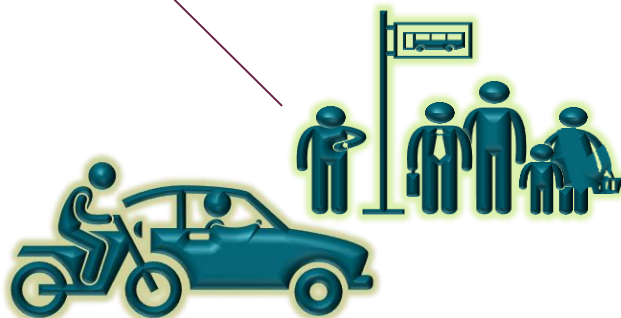
"Other" devices includes Digital Music players and Wi-Fi Radios. This is based on the All Adults 15+ sample.

# LIVE RADIO Listening by Activities (Share%) All Adults

Household Chores **14%**

Working/Studying **21%**

**19%** of live radio hours are listened to whilst the listener is travelling somewhere...

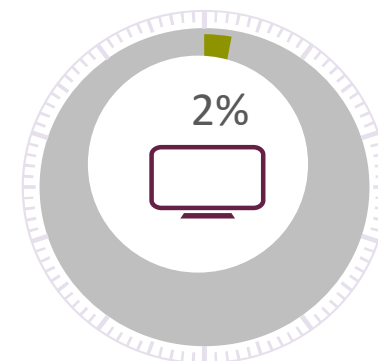
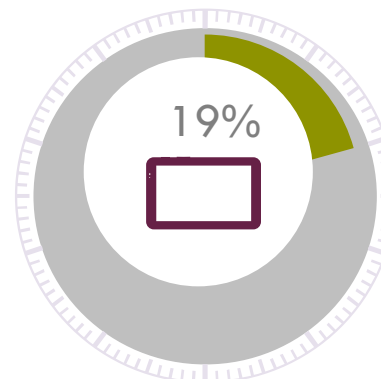
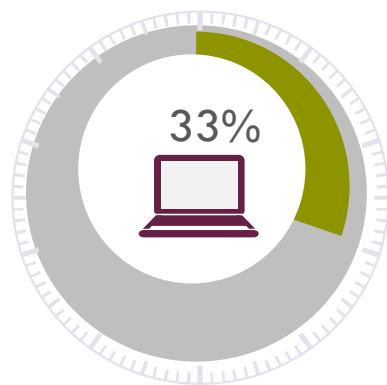
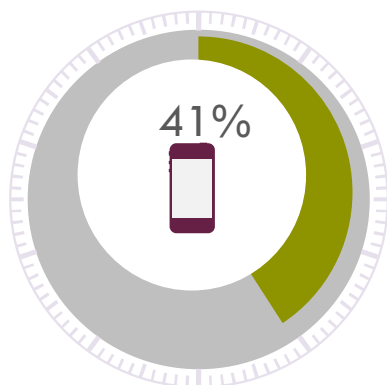


Relaxing/Doing nothing **15%**

Eating/Cooking **9%**



## 'LISTEN AGAIN' by Device Share% (Adults 15+)

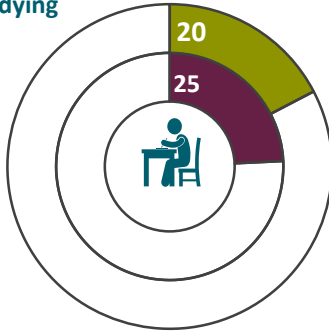


A Smartphone is the most favoured device to consume 'Listen Again' or 'Catch Up' radio, with a share of **41%**. Laptop/Desktop have a share of **33%**, Tablets **19%**, DAB Radio Sets **3%** and Any TV set **2%**

## 'LISTEN AGAIN' by Activity (Reach and Share %)

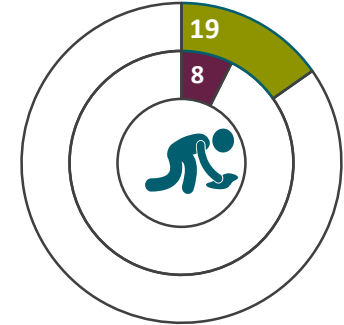
### Working/Studying

■ Reach%  
■ Share%



### Household Chores

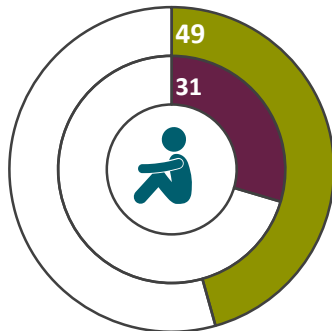
■ Reach%  
■ Share%



Relaxing and Working/Studying are the most popular activities whilst engaging in 'Listen Again' services with the highest Reach and Share of Hours.

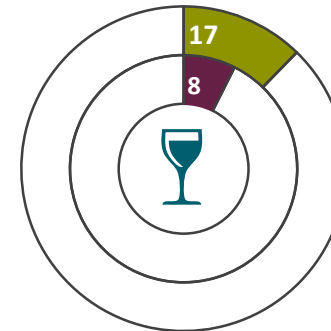
### Relaxing

■ Reach%  
■ Share%



### Eating/Drinking/Cooking

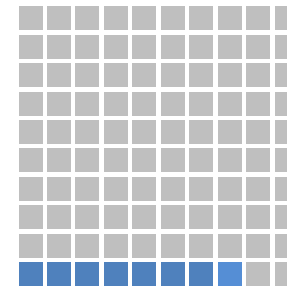
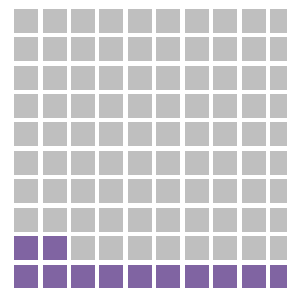
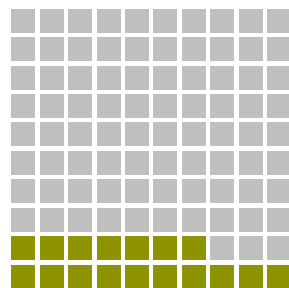
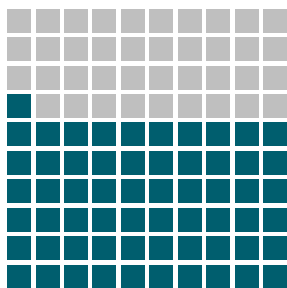
■ Reach%  
■ Share%



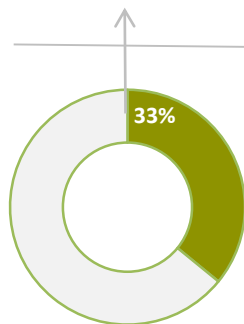
## PODCASTS by Device (Share %)



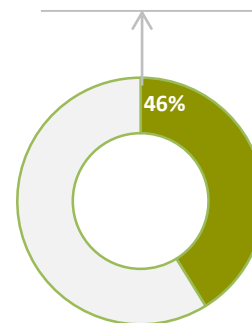
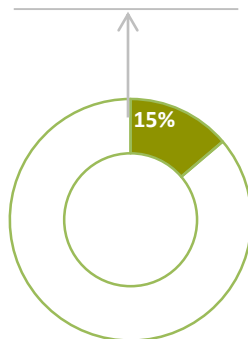
Listening to a Podcast is an activity normally undertaken alone so naturally we see connected mobile devices being used more frequently - Smartphones have a **61%** share of Podcast listening hours, while Laptops/Desktops have a share of **17%**, Digital Music players **12%** and Tablets **8%**.



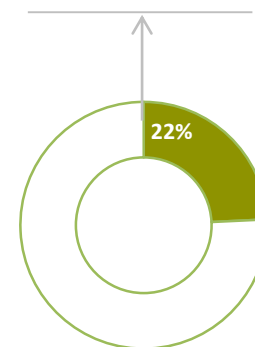
## PODCASTS by Activity (Reach%)



Engaging in Sports, Exercise or Hobbies has a reach of **15%**



Working or Studying has a reach of **22%**



Relaxing or Doing Nothing in Particular has a reach of **33%**

Driving or Travelling has a reach of **46%**



*Listener Profiles*

**'Listen Again'** services  
favour listeners aged  
55+

**72%**  
of Podcasting  
hours are  
listened to by  
Males.

**51%**  
of Live Radio  
listening hours are  
done alone.

**50%**  
of those who  
downloaded a  
radio app use it  
at least once per  
week

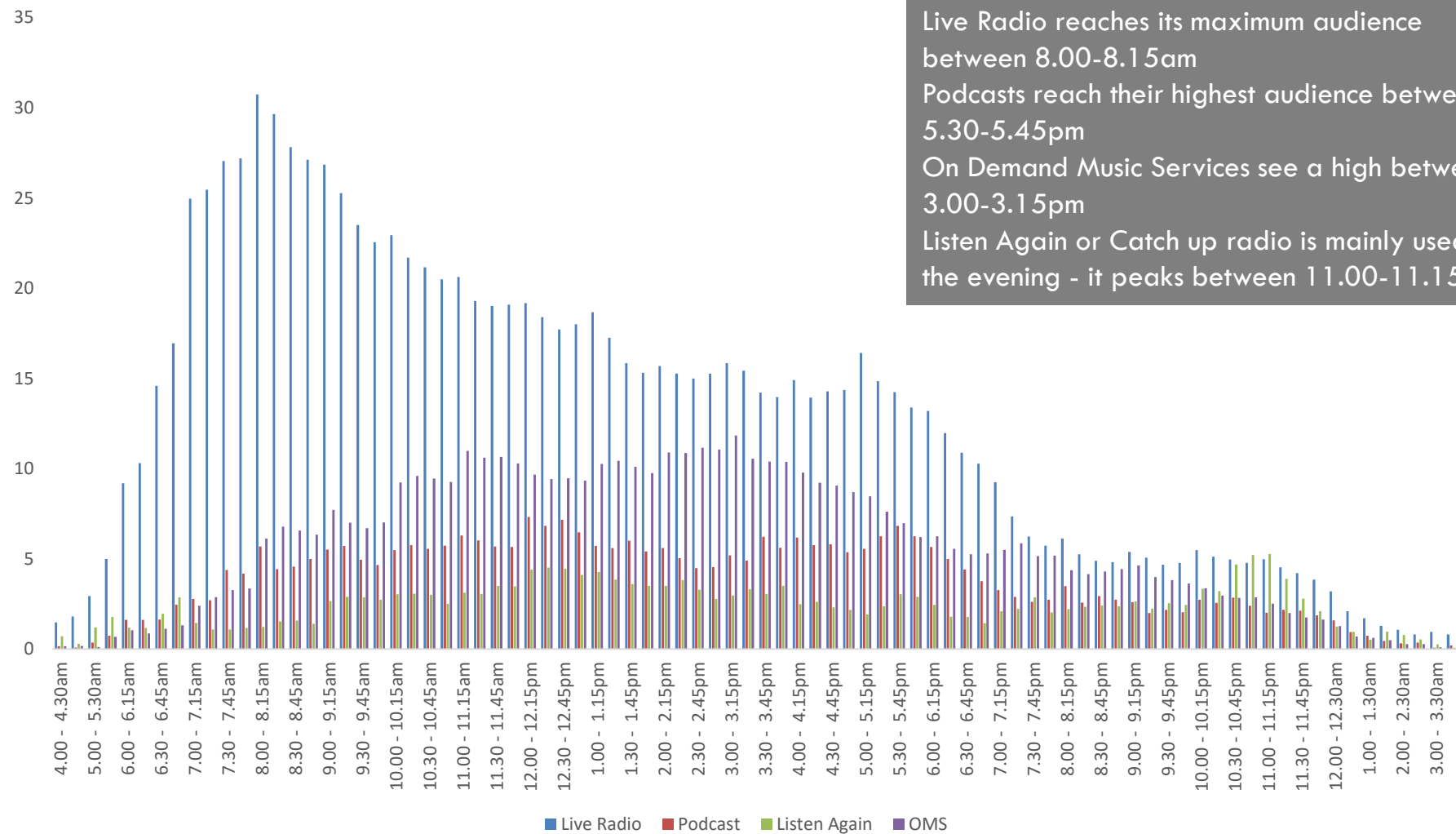
**12.2 million**  
People have ever  
used Radioplayer



Time of Day Listening takes place – MONDAY to FRIDAY average

MIDAS Autumn 2016

Live Radio reaches its maximum audience between 8.00-8.15am  
 Podcasts reach their highest audience between 5.30-5.45pm  
 On Demand Music Services see a high between 3.00-3.15pm  
 Listen Again or Catch up radio is mainly used in the evening - it peaks between 11.00-11.15pm.



Sample comprised of 2236 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during September 2016

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