

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 = 43%** **DAB = 40%**). Listening to radio via a **Smartphone, TV and Desktop/Laptop** have a share of **4%**. **Wifi Radios** have a **2% share**. Listening to radio via a **Tablet** or **Voice activated speakers** have a much smaller share (**1%**).

### APPS



Radio Apps are popular amongst radio listeners – **27 million** or **50%** of the UK population have downloaded a Radio App, including **5.0 million (63%)** 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.

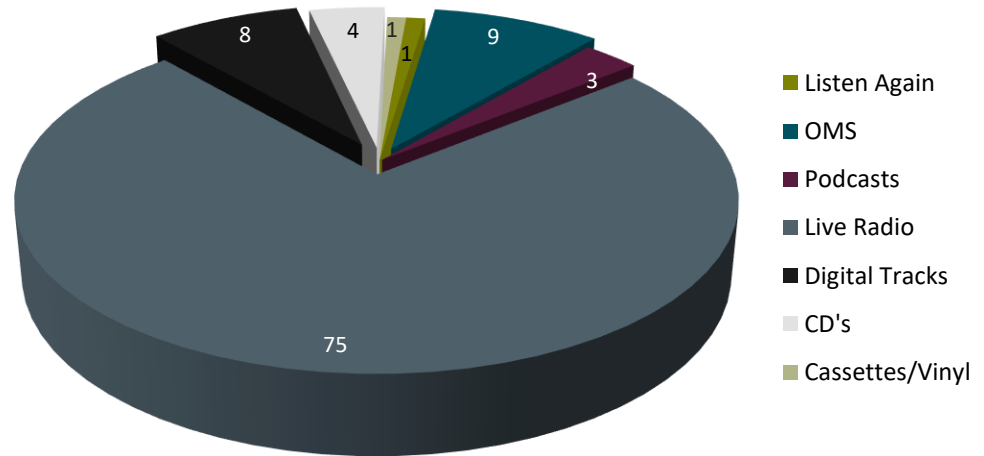
### PODCASTING

**6.1 million** adults use any Podcast in a week and the Smartphone is the most popular device to listen (67% of Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to (**65%**). A Quarter of all Podcasting hours are listened to whilst travelling.

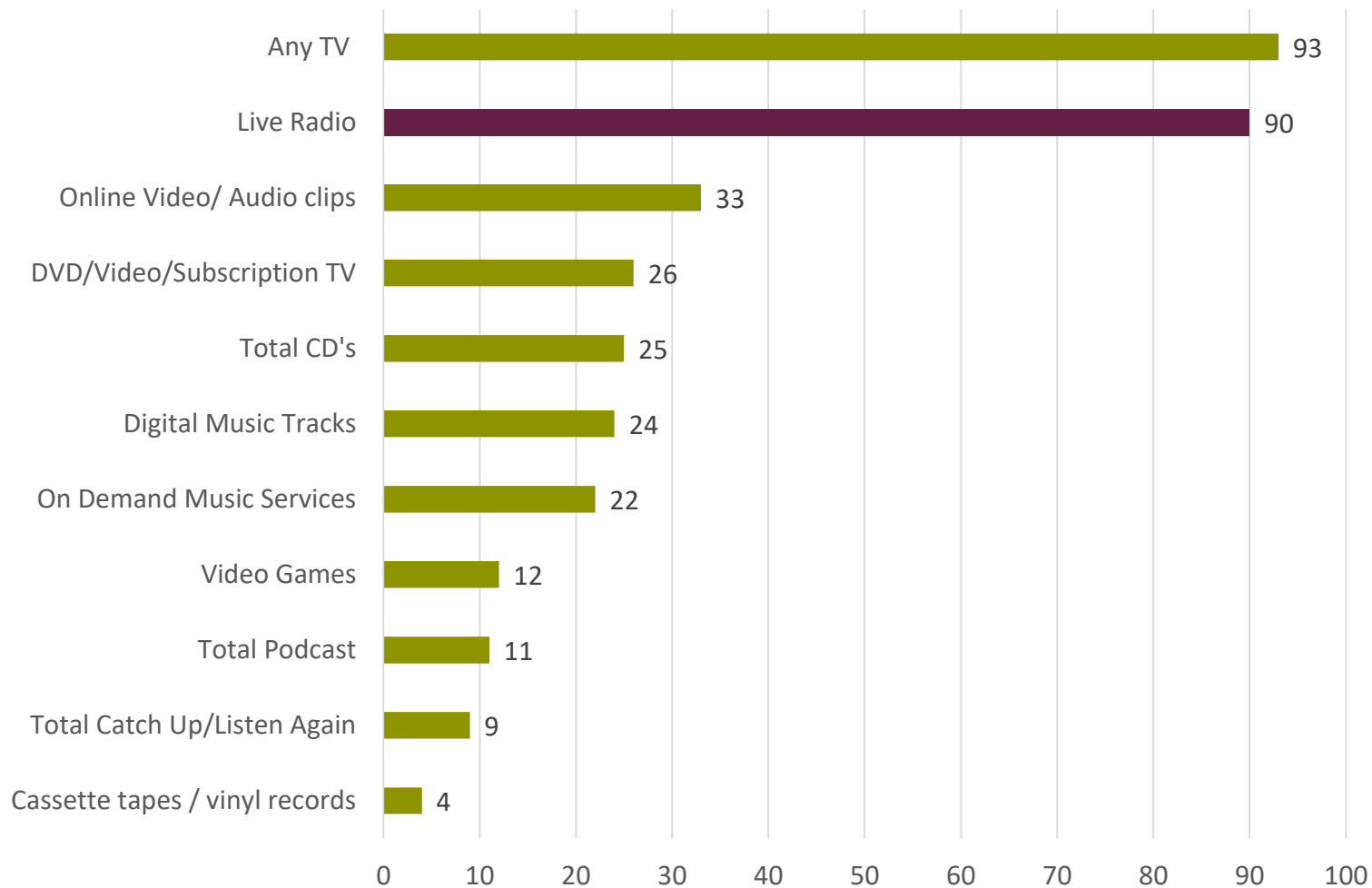
### LISTEN AGAIN

**4.7 million** adults use the 'listen again' or 'catch up' radio  
Share of 'catch up radio' via Device; Smartphones **35%**, Desktops/Laptops **41%** and Tablets **16%**.  
**69%** of all 'listen again' hours are listened to in Home.  
**89%** of Listen Again/Catch Up Radio hours are listened to alone.

SHARE OF AUDIO % (excluding visual)

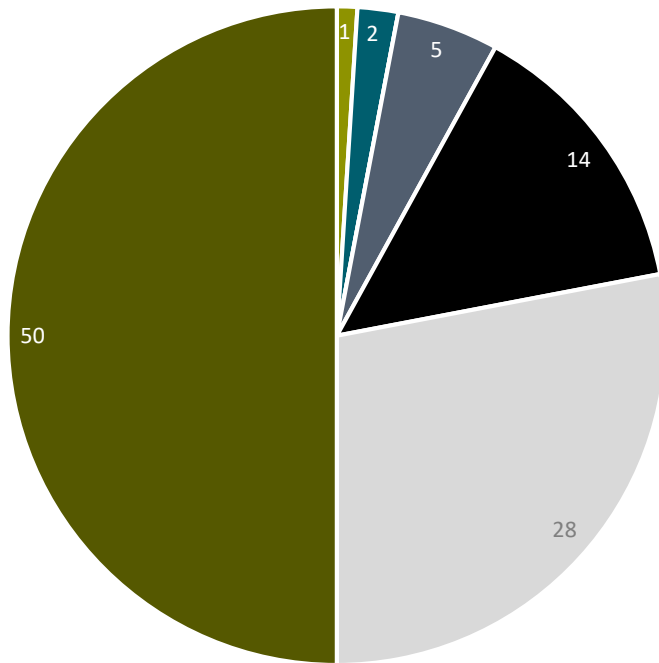


### AUDIO REACH %

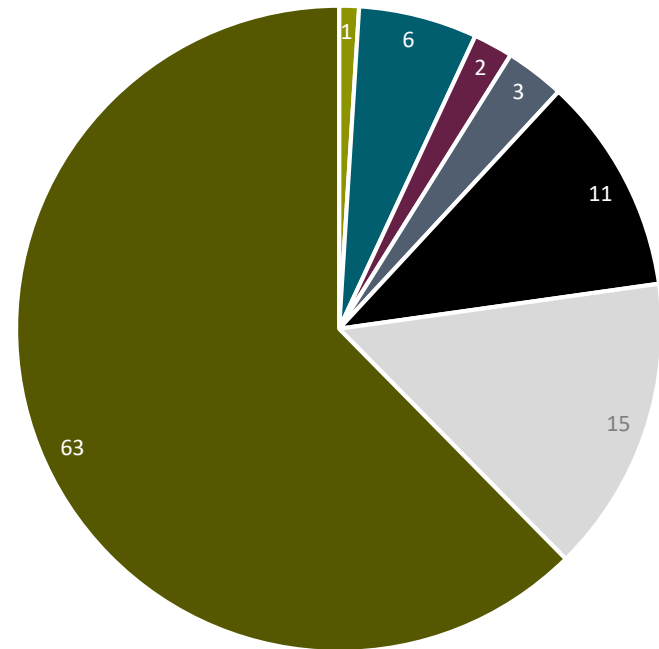


# AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24



25-34

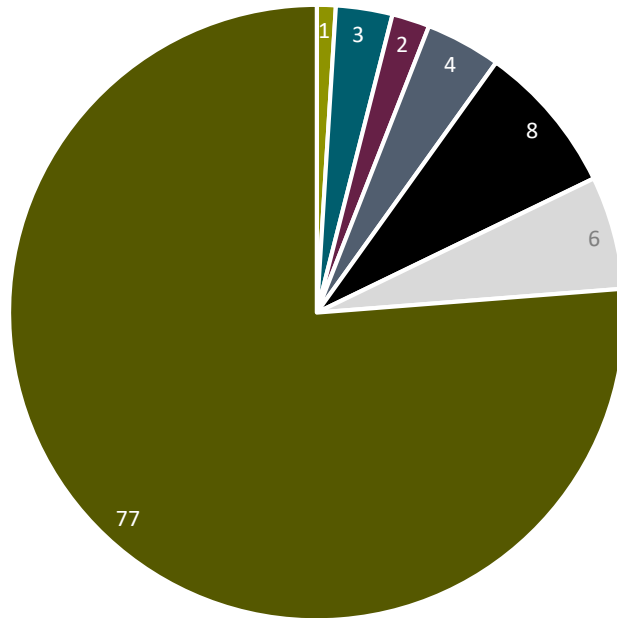


■ Cassette/Vinyl   ■ Any Podcast   ■ Any Listen Again   ■ Any CDs   ■ Digital Tracks   ■ On Demand music services   ■ Live Radio

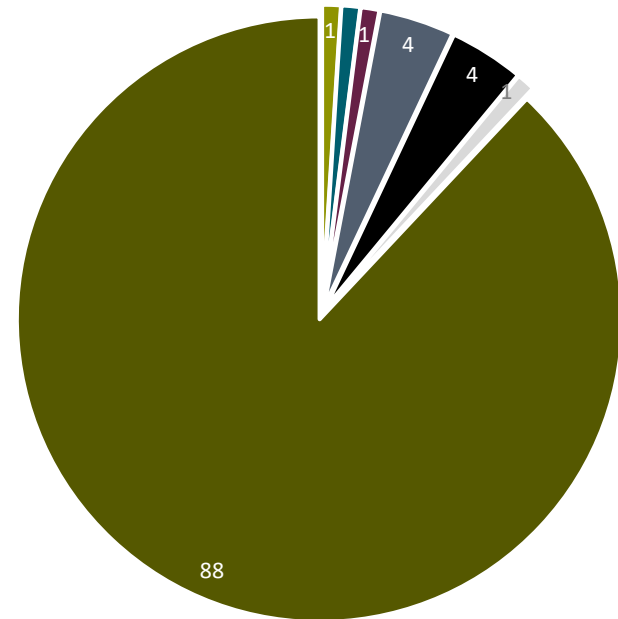


# AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

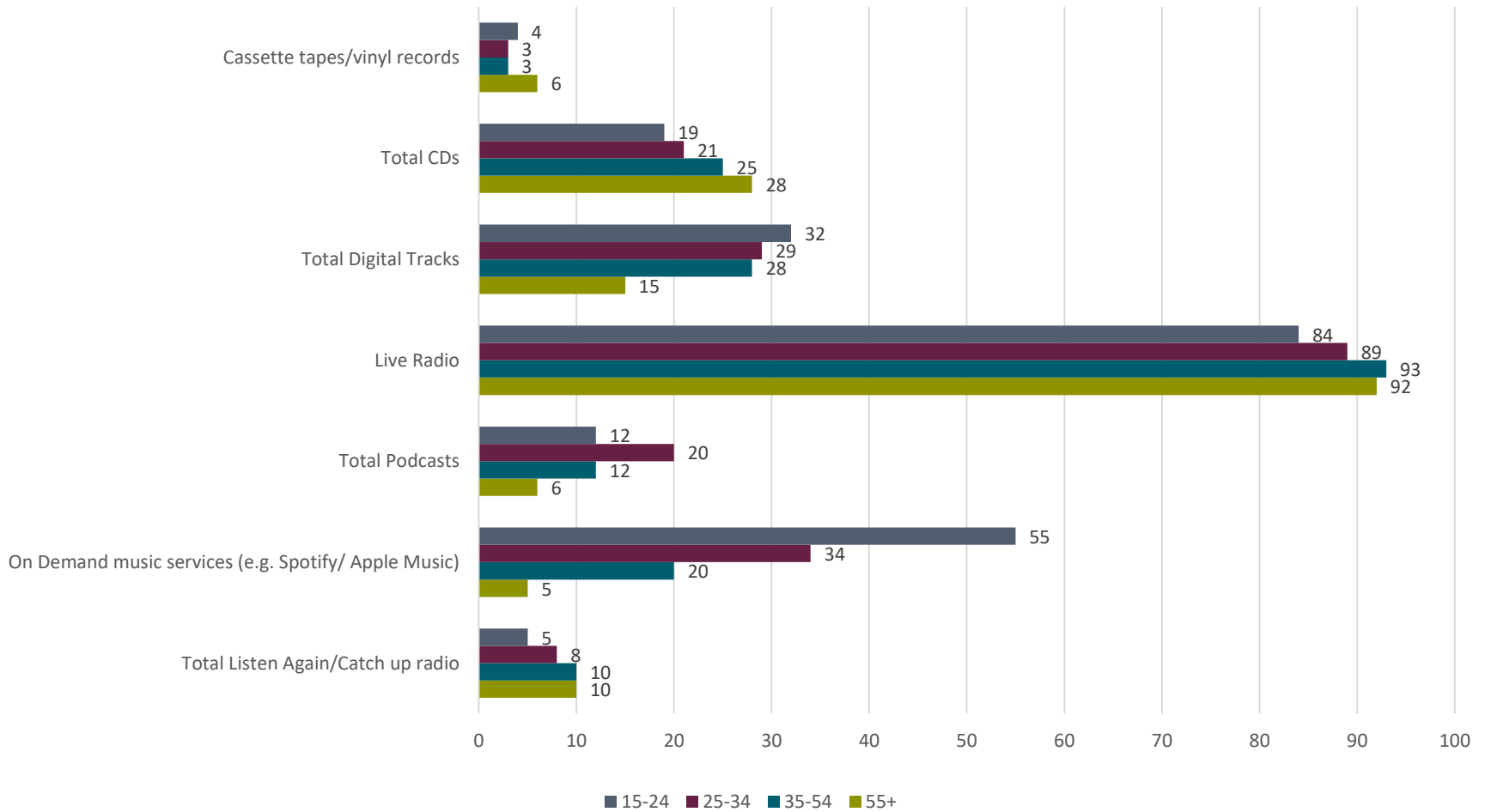


55+

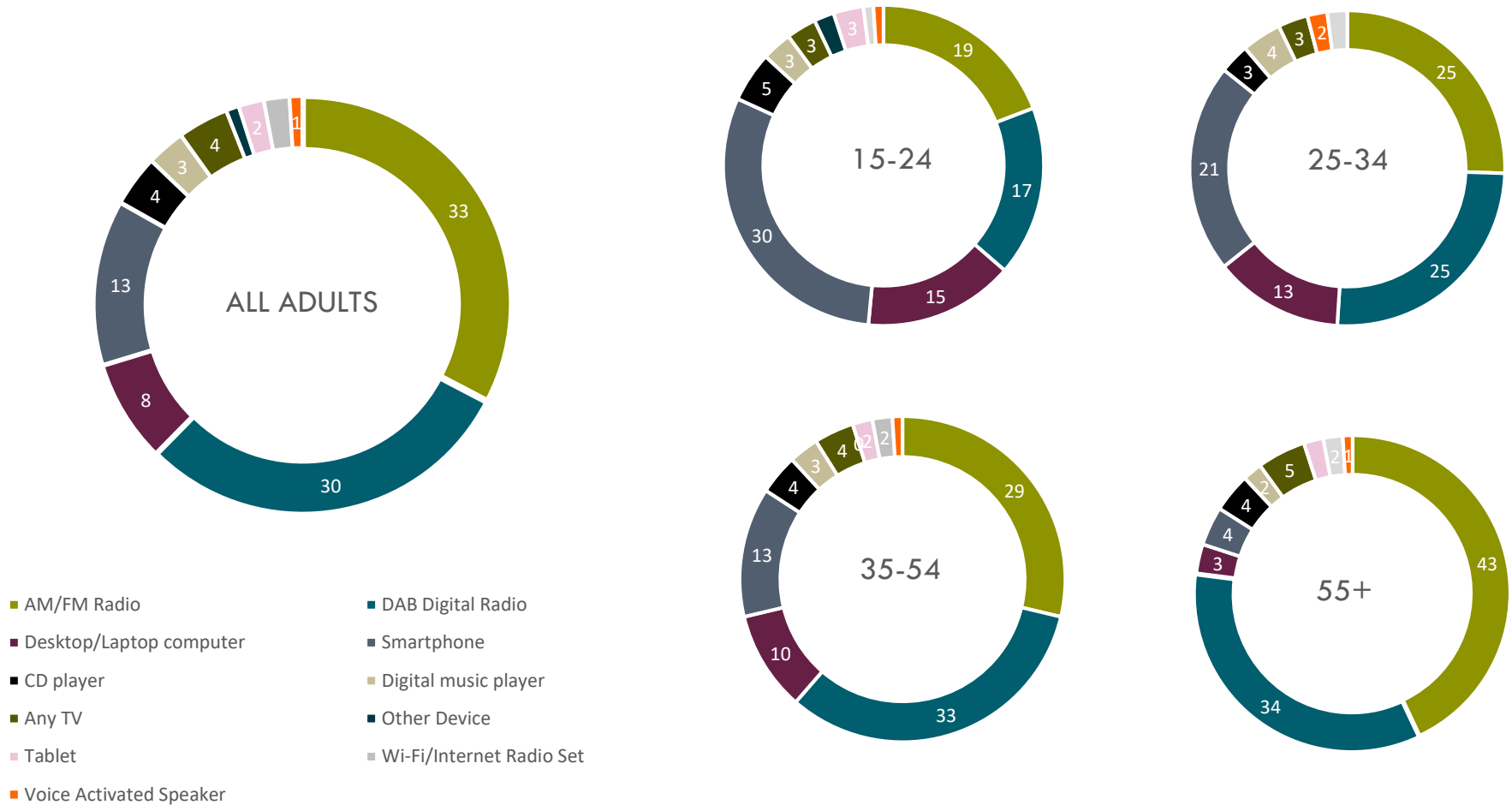


■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

# AUDIO REACH% BY AGE GROUP

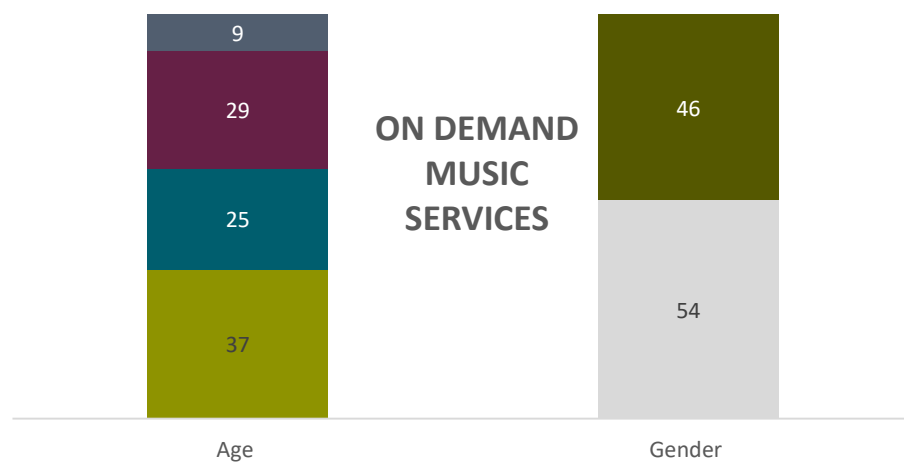
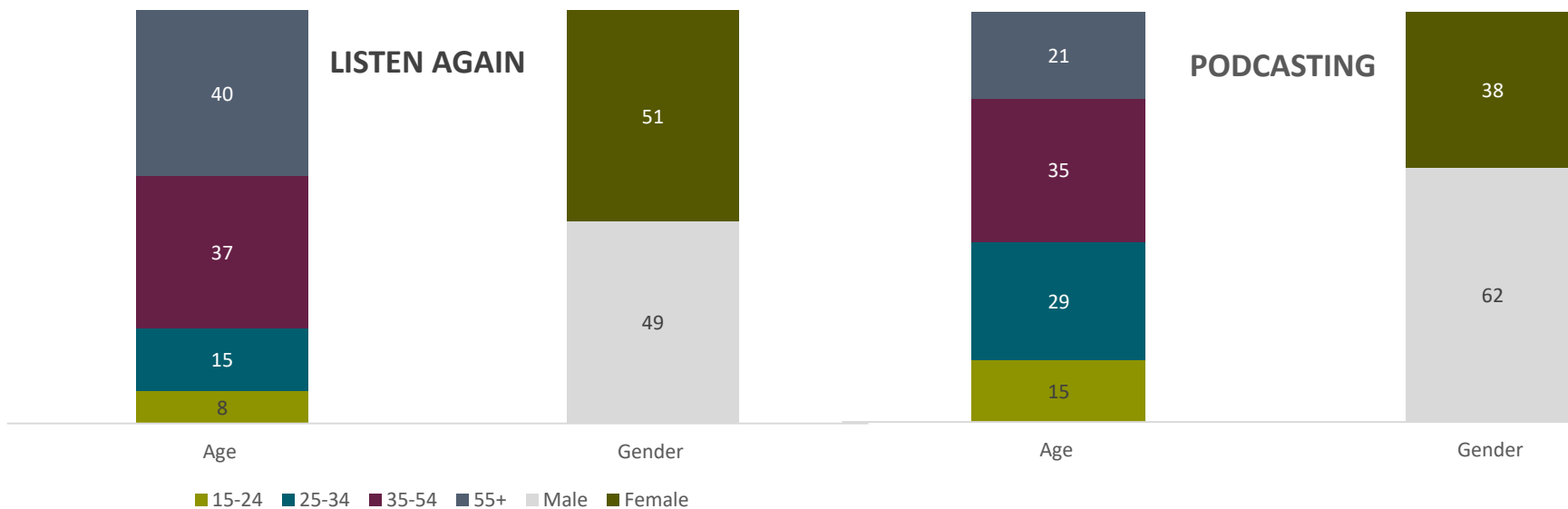


# AUDIO 'SHARE %' by DEVICE (exc. Visual)



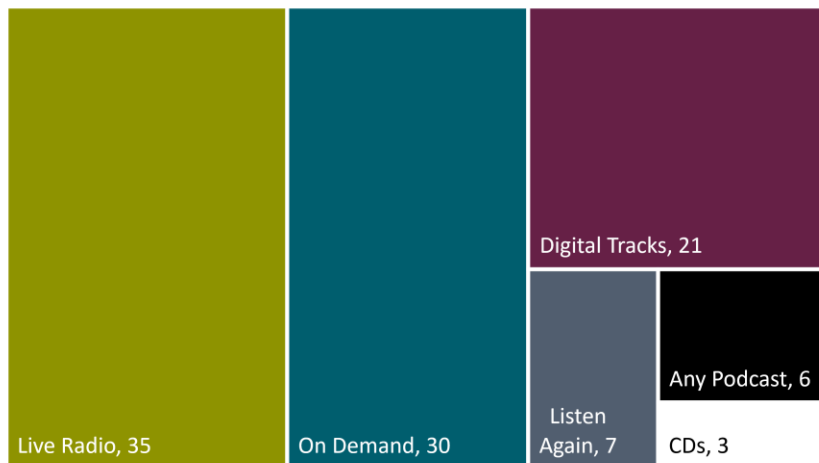


# AGE/SEX % LISTENER PROFILES

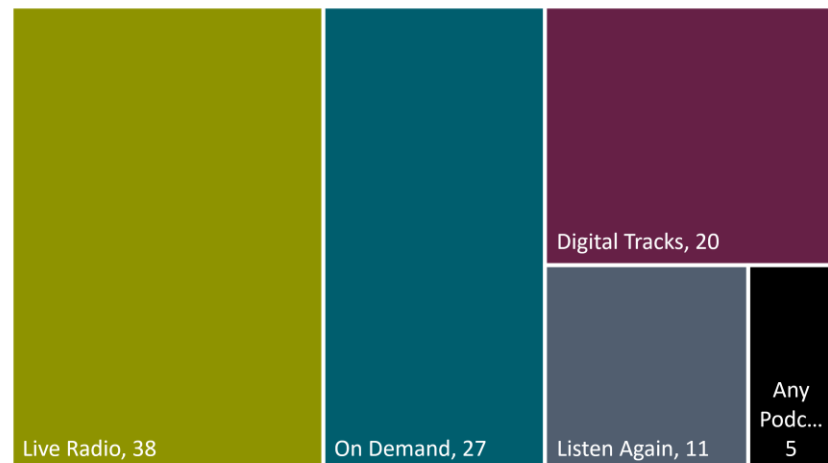


# DEVICE SHARE EXCLUDING VISUAL%

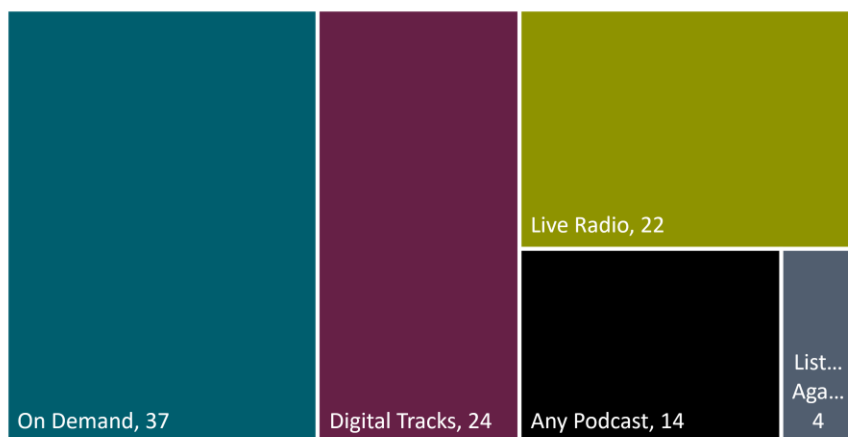
Laptop/Desktop



Tablet



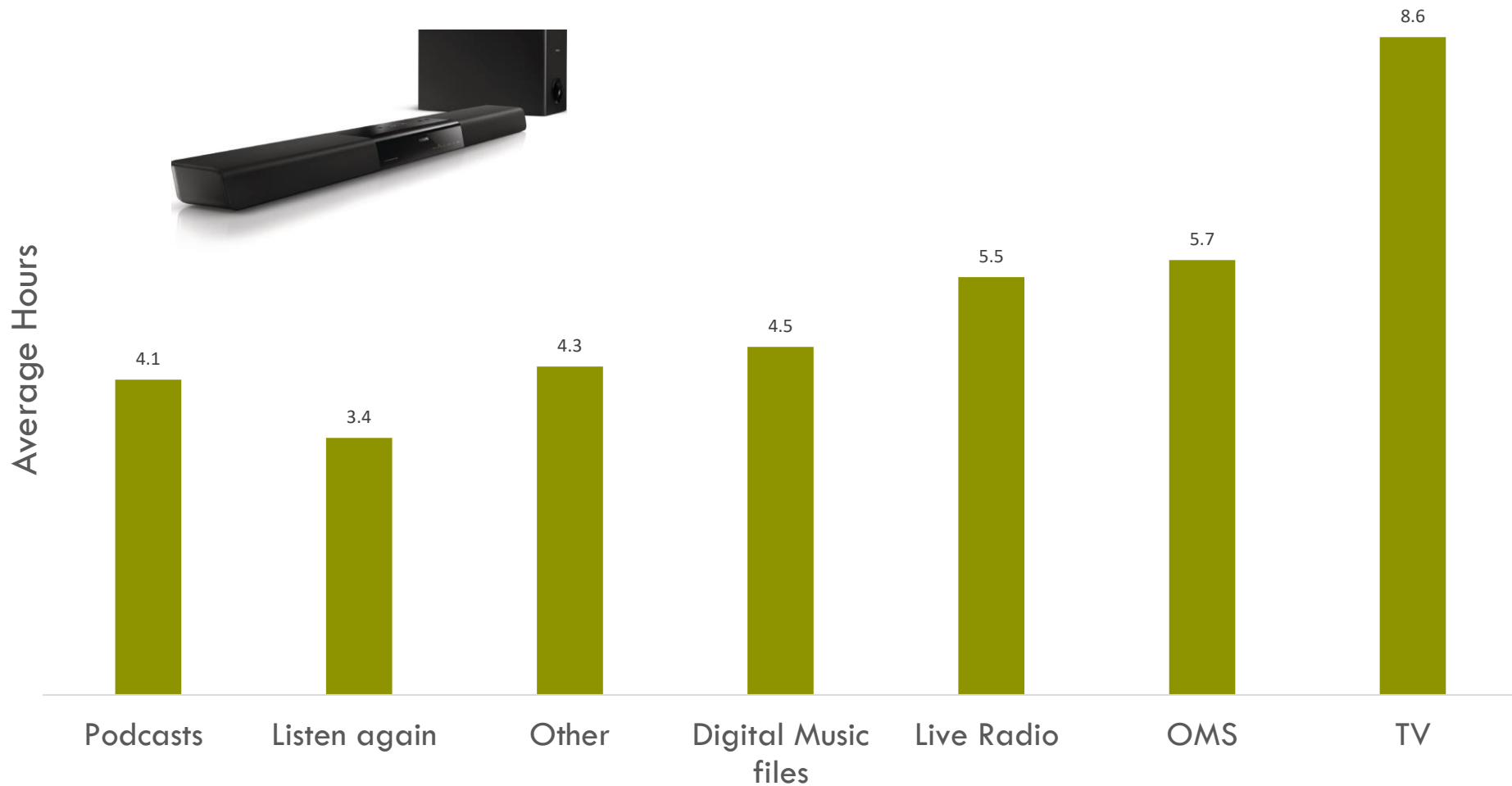
Smartphone



Voice Activated Speakers

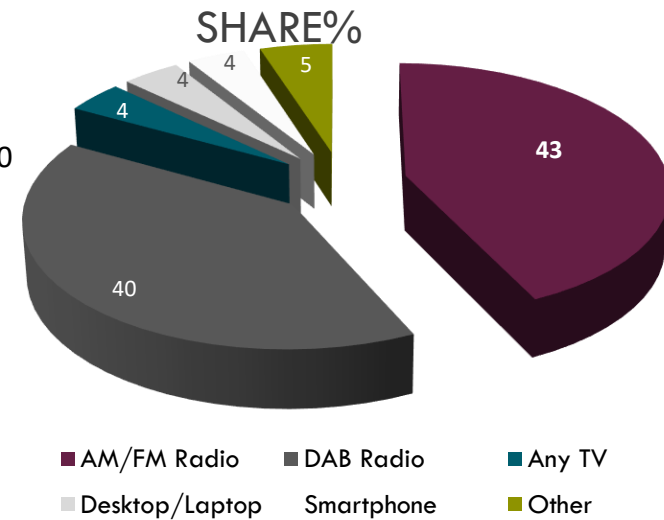
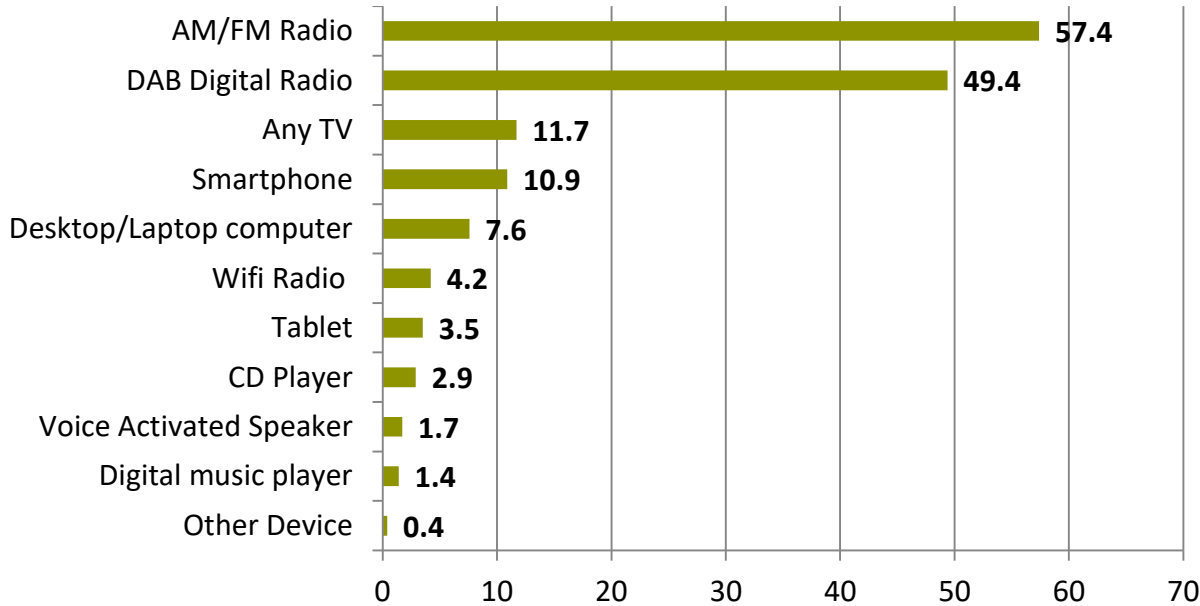


18.9m people claim have access to a Bluetooth speaker or Soundbar



# LIVE RADIO VIA DEVICE

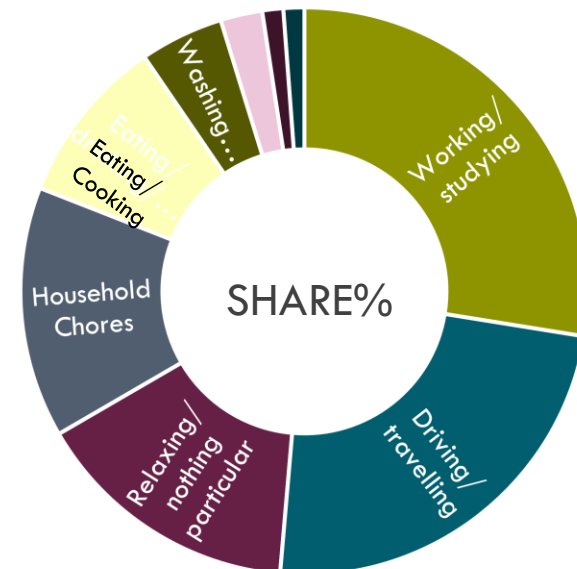
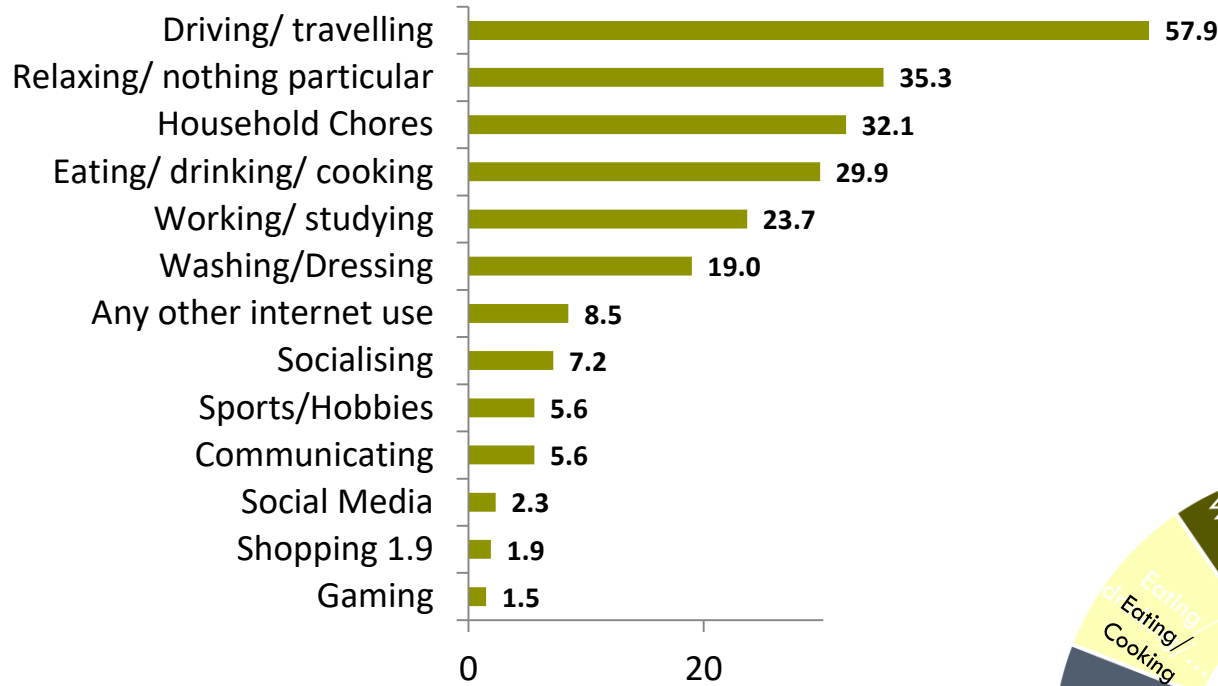
REACH%



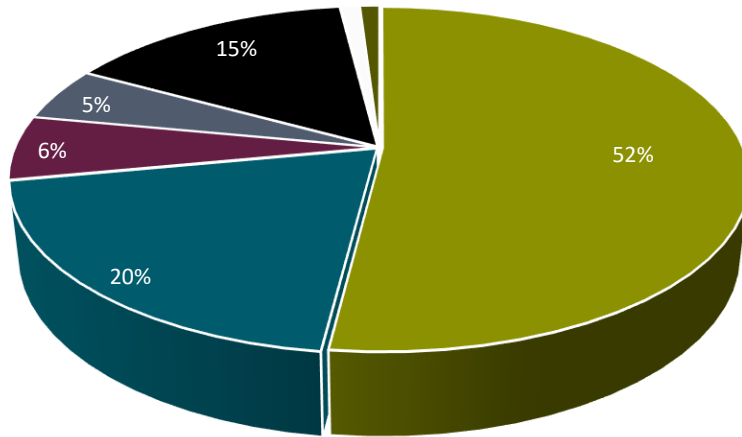
\*Other, includes wifi radio, tablet and voice activated speakers

# LIVE RADIO by ACTIVITY

REACH%

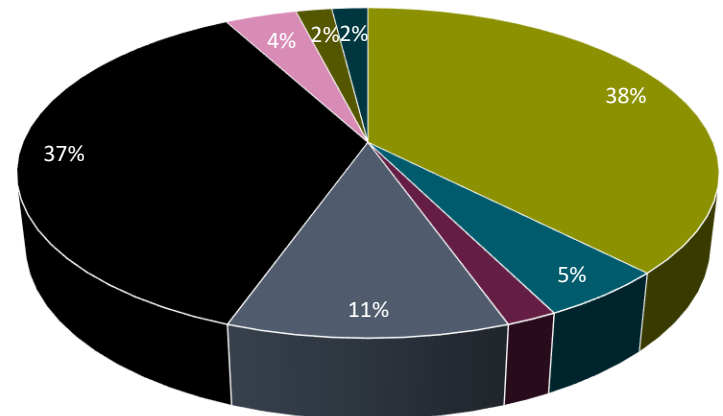


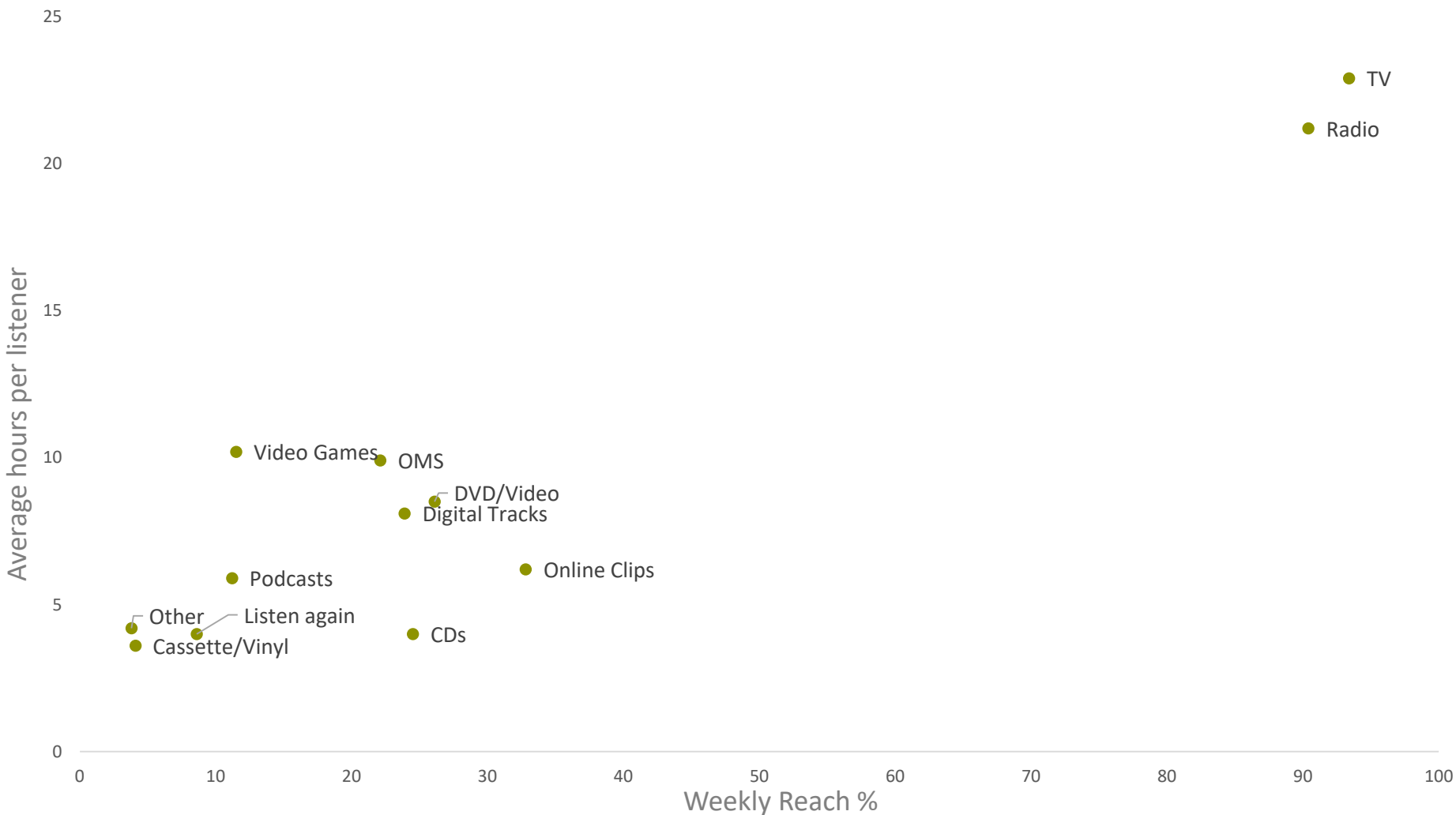
LIVE RADIO by WHO LISTENED WITH



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

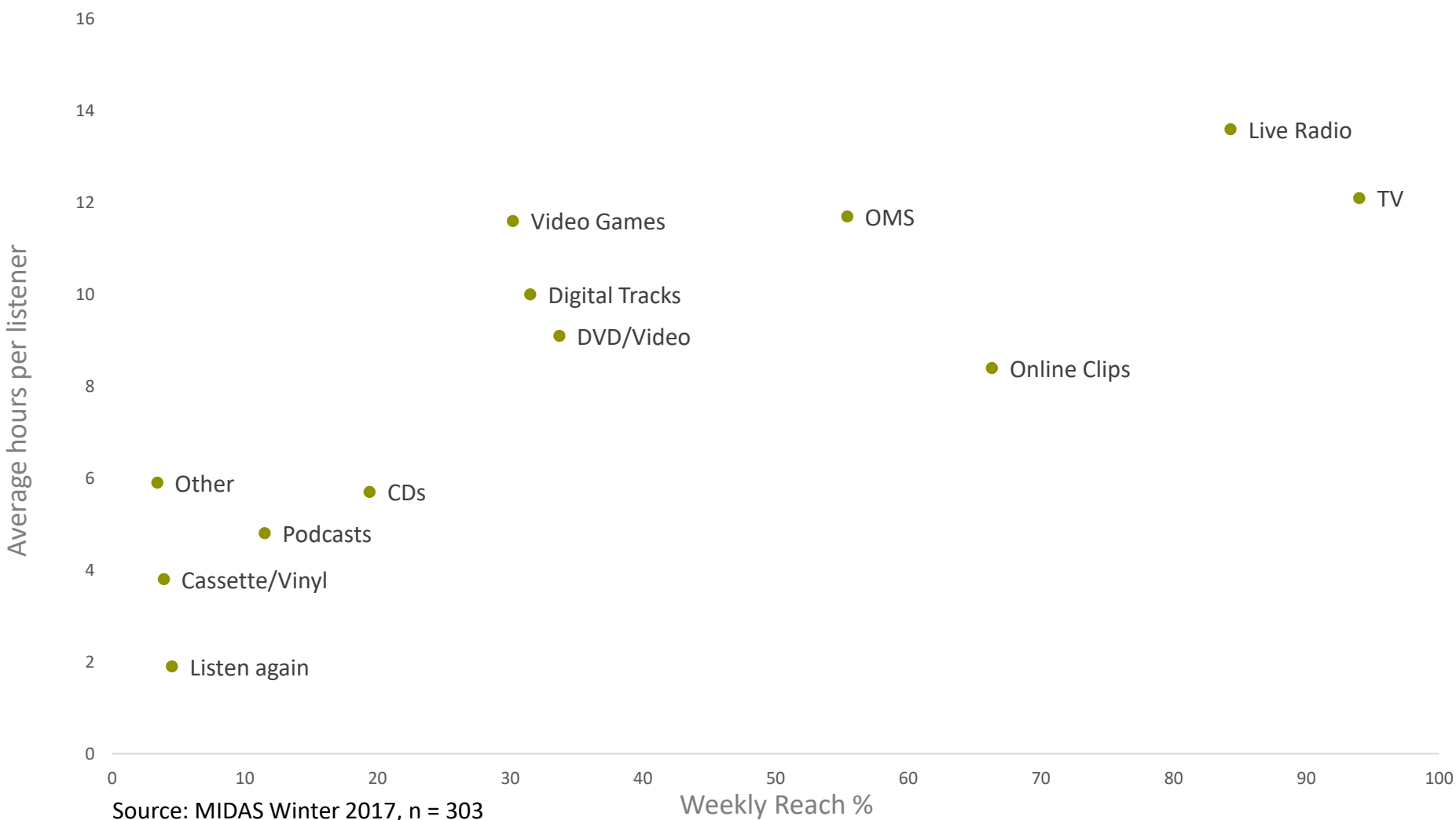
15-24





Source: MIDAS Winter 2017, n = 2,270

### Weekly Reach % v Ave hrs per Listener(15-24s)

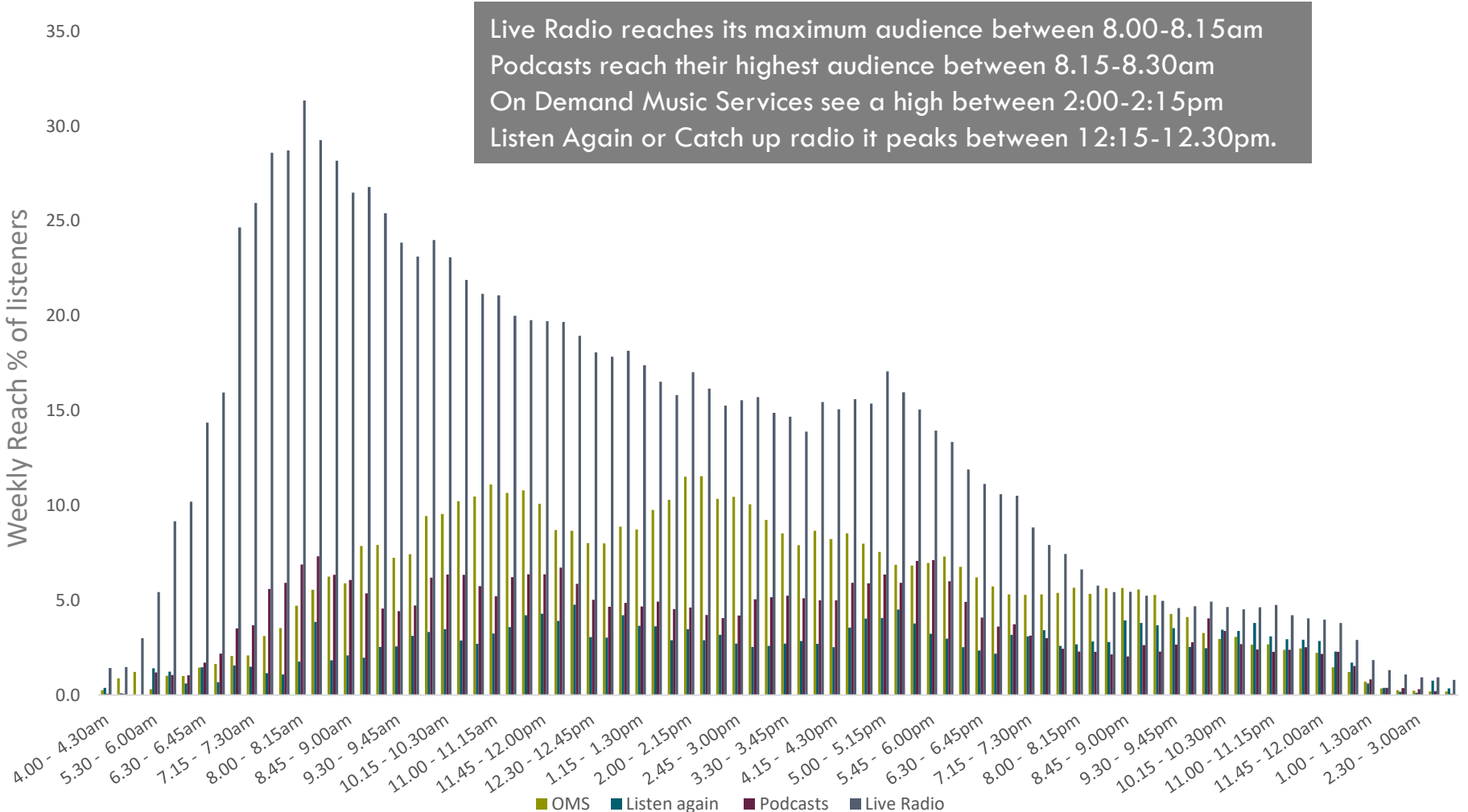


Source: MIDAS Winter 2017, n = 303





### 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 8.15-8.30am  
 On Demand Music Services see a high between 2:00-2:15pm  
 Listen Again or Catch up radio it peaks between 12:15-12.30pm.



Sample comprised of 2270 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during November 2017

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