

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  
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  
Rdio  
BBC/Other Radio/ Other music podcast  
BBC/Other Radio/ Other speech podcast

### DEVICES include

AM/FM Radio  
DAB Digital Radio  
Digital Music Player (e.g. iPod, Walkman, Sonos)  
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

### 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  
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 = 44%**, **DAB = 40%**). Listening to radio via a Desktop/Laptop has a 5% share of hours and via any TV set 4%. Devices connected to the internet have a smaller share of listening hours (**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 **5.1 million (64%)** of 15-24 year olds and **5.3 million (59%)** of 25-34 year olds. Half (**51%**) of all users who download a Radio App use it on a weekly basis.

### PODCASTING

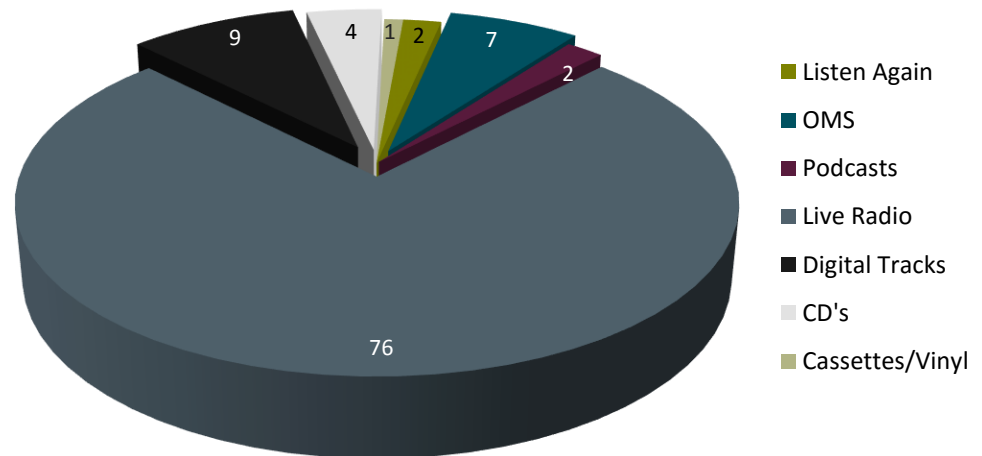
**4.7 million** adults use any Podcast, whether it be Speech or Music. The Smartphone is the most popular way to listen to a Podcast with a reach of **66%** (Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to (**65%**).

### LISTEN AGAIN

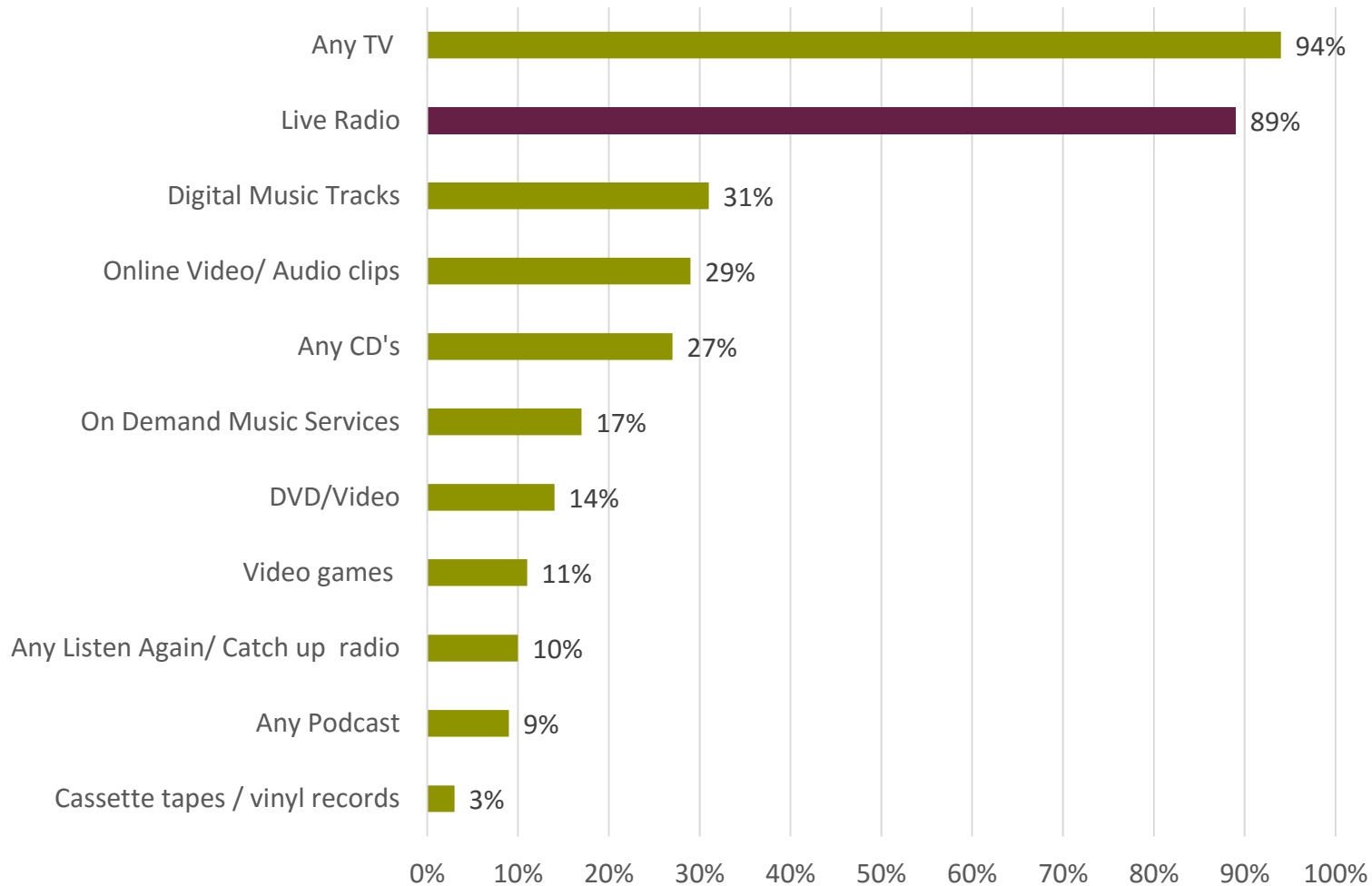


**5.3 million** adults use the 'listen again' or 'catch up' radio function. Smartphones have a **44%** share of total listening again hours, followed by desktops/laptops with **33%**. **75%** of all 'listen again' hours are listened to in Home. **80%** of Listen Again/Catch Up Radio hours are listened to alone.

SHARE OF AUDIO % (excluding visual)

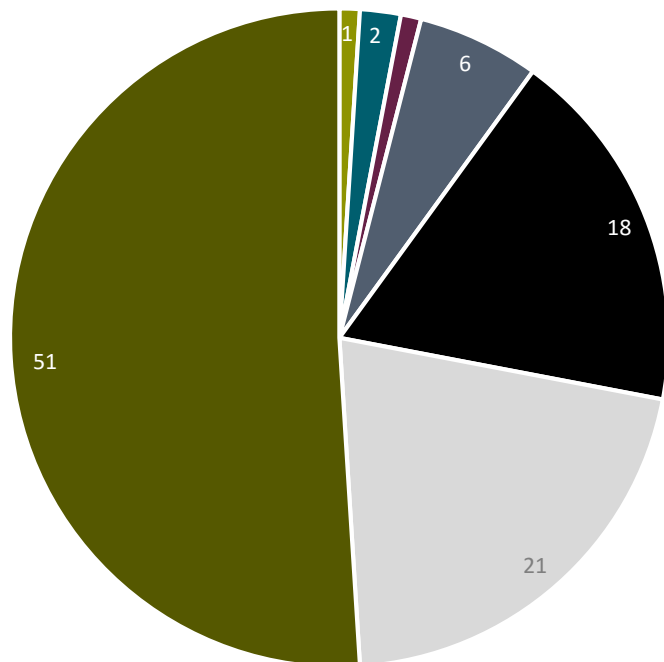


### AUDIO REACH %

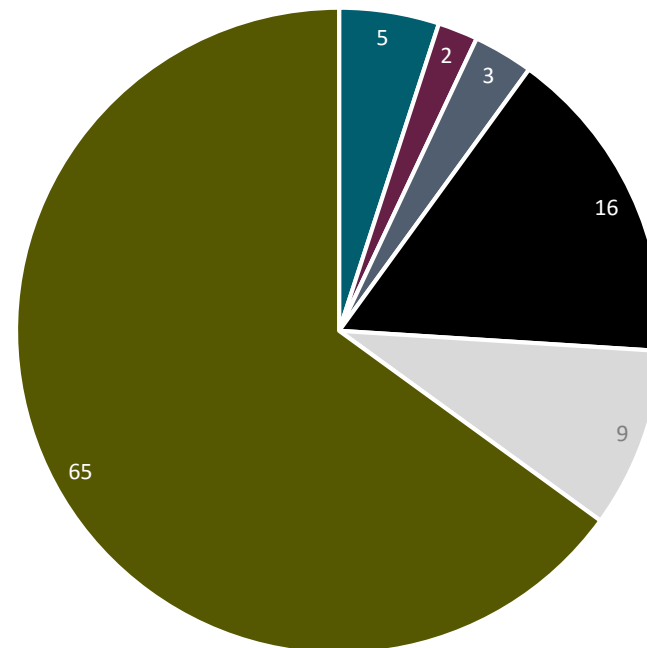


# AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24



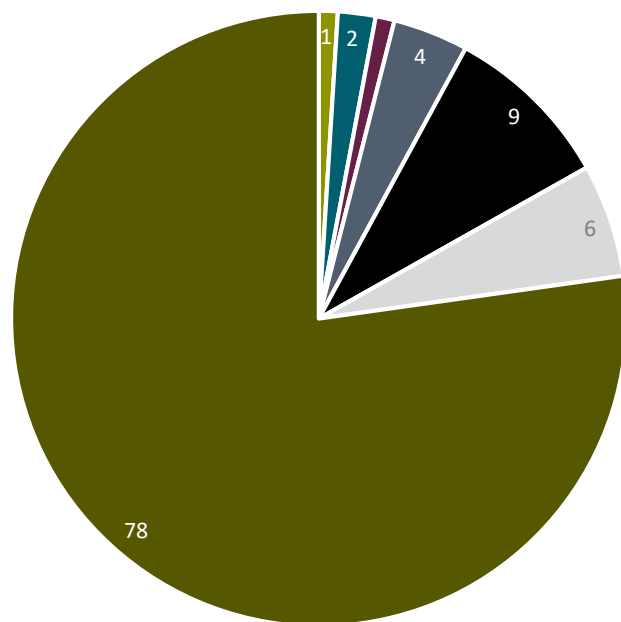
25-34



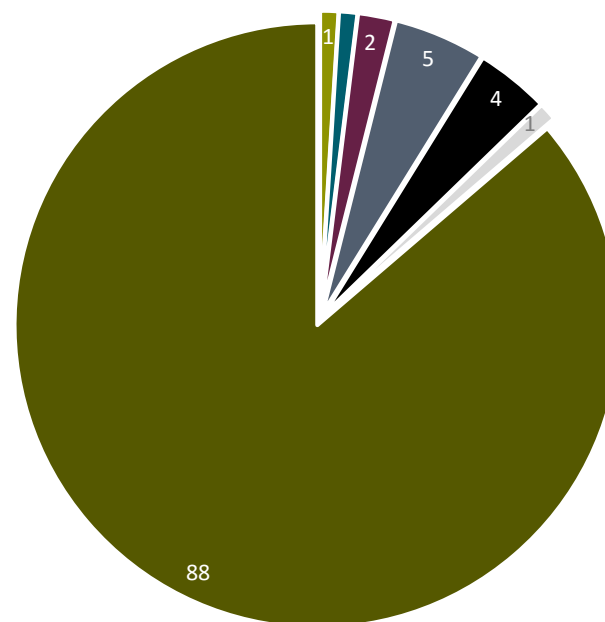
■ Cassette/Vinyl  
 ■ Any Podcast  
 ■ Any Listen Again  
 ■ Any CDs  
 ■ Digital Tracks  
 ■ On Demand music services  
 ■ Live Radio

# AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

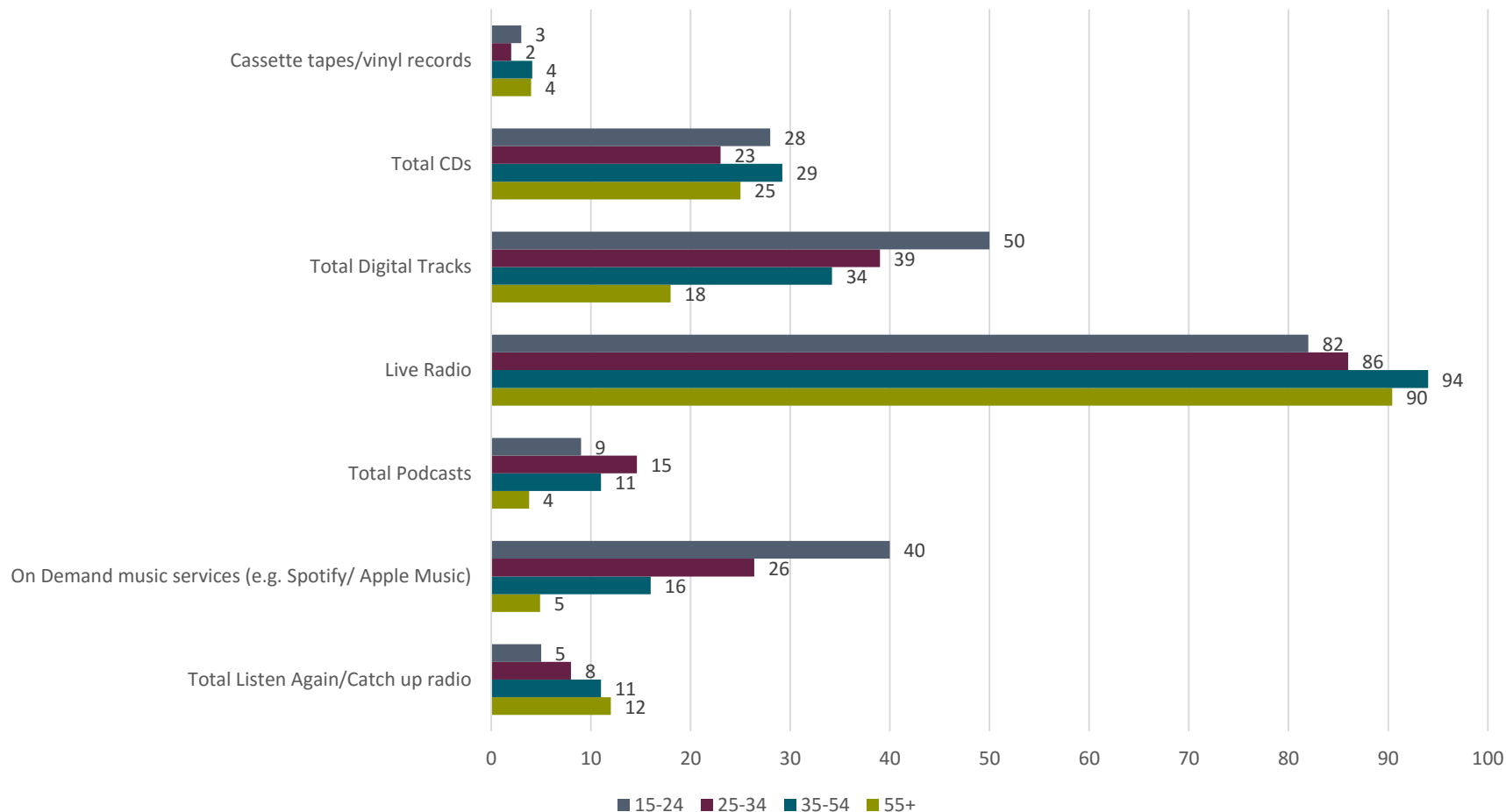


55+

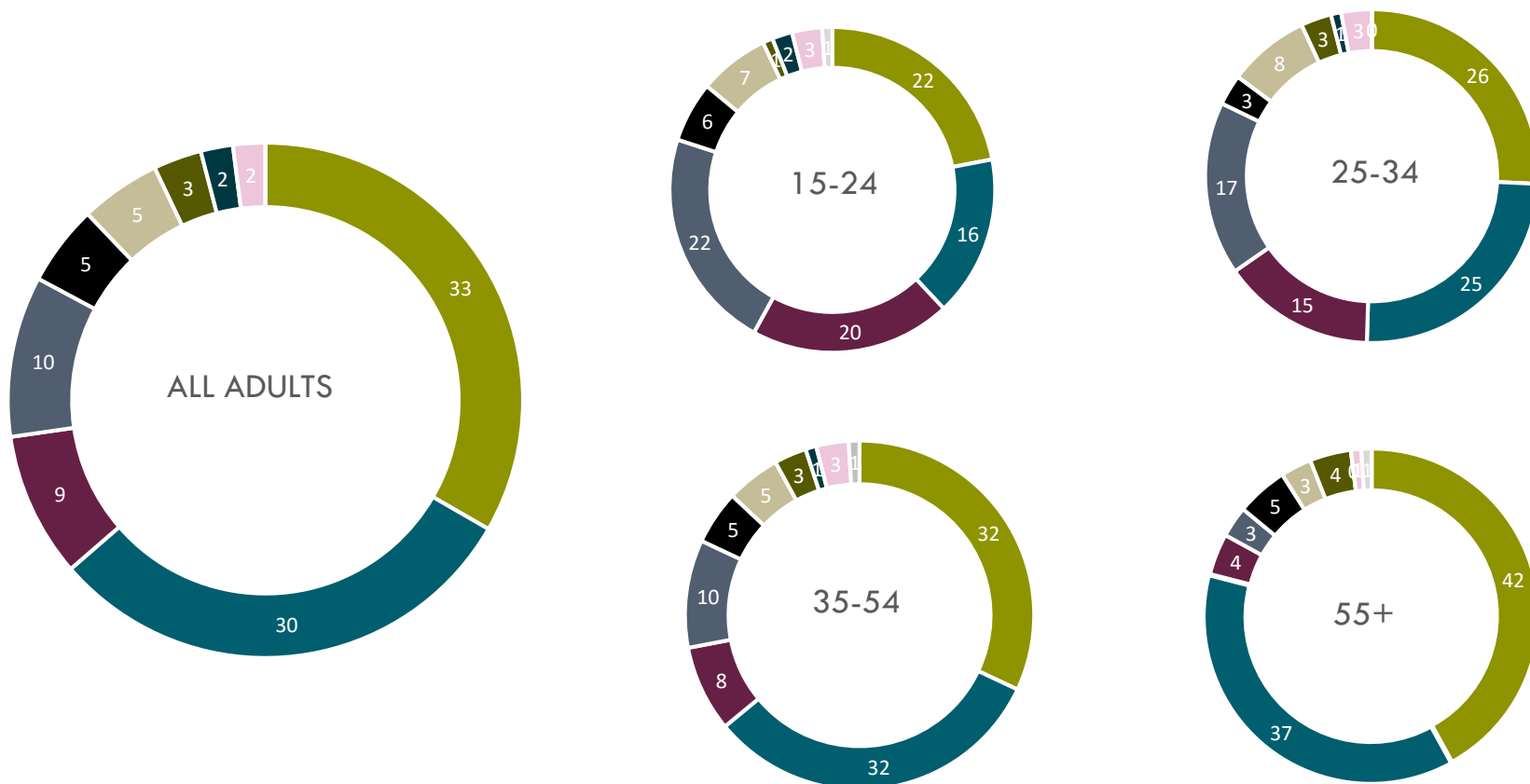


■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

# AUDIO REACH% BY AGE GROUP



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

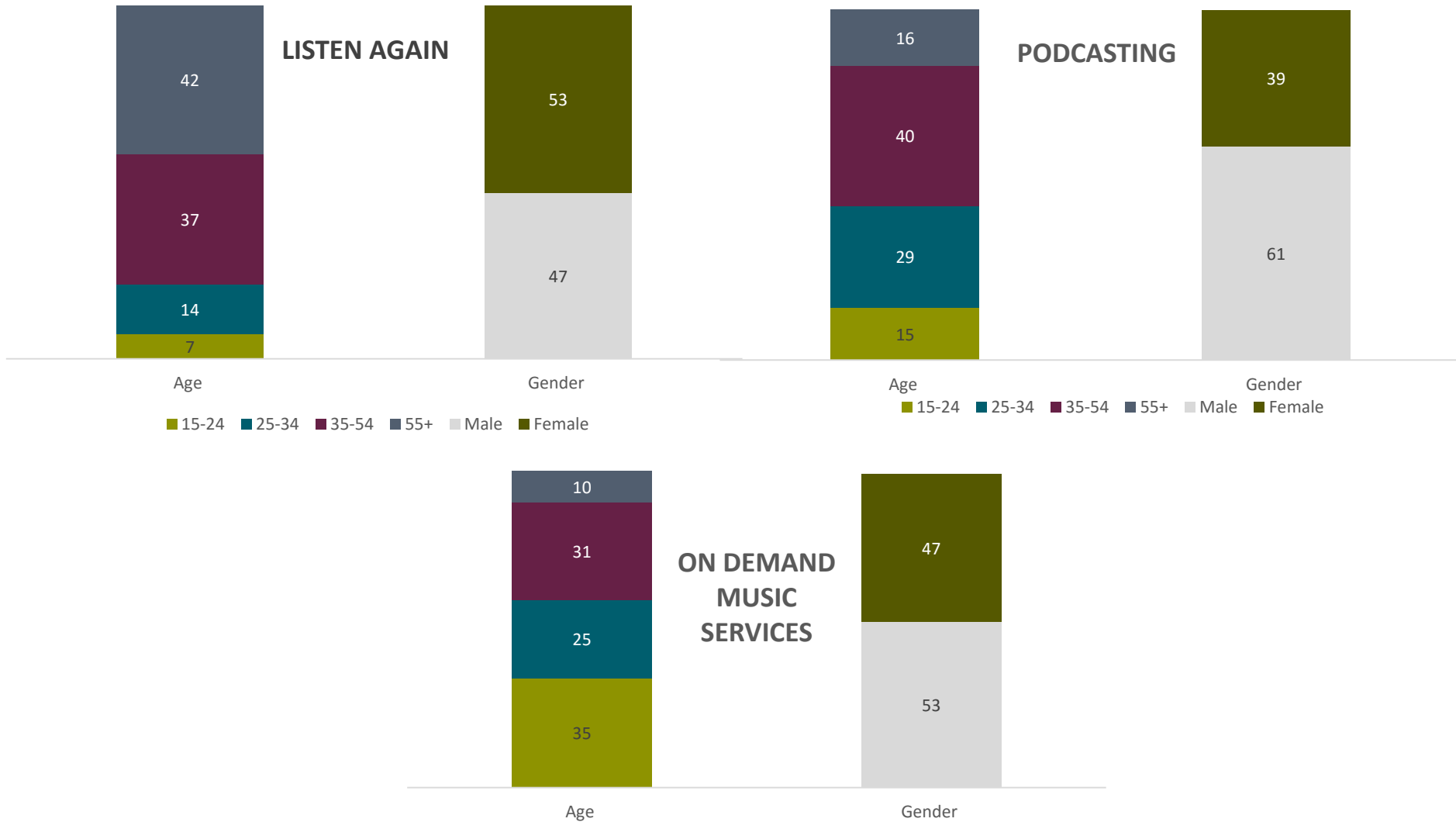


■ AM/FM Radio ■ DAB Digital Radio ■ Desktop/Laptop computer ■ Smartphone ■ CD player ■ Digital music player ■ Any TV ■ Other Device ■ Tablet ■ Wi-Fi/Internet Radio Set



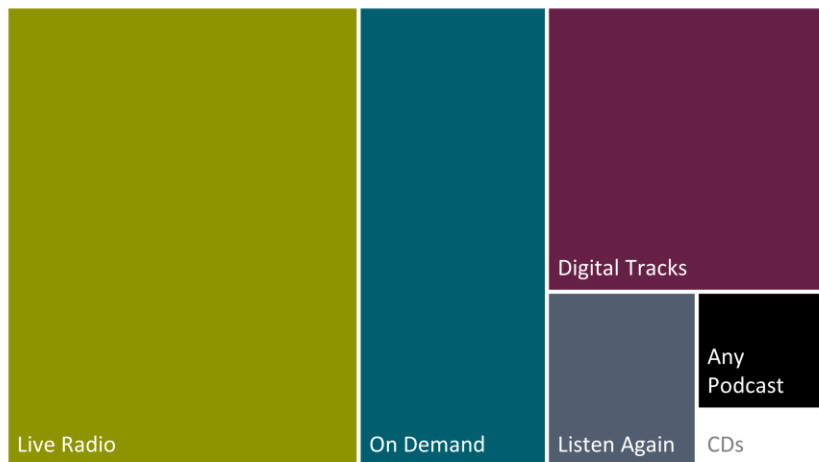


# AGE/SEX % LISTENER PROFILES

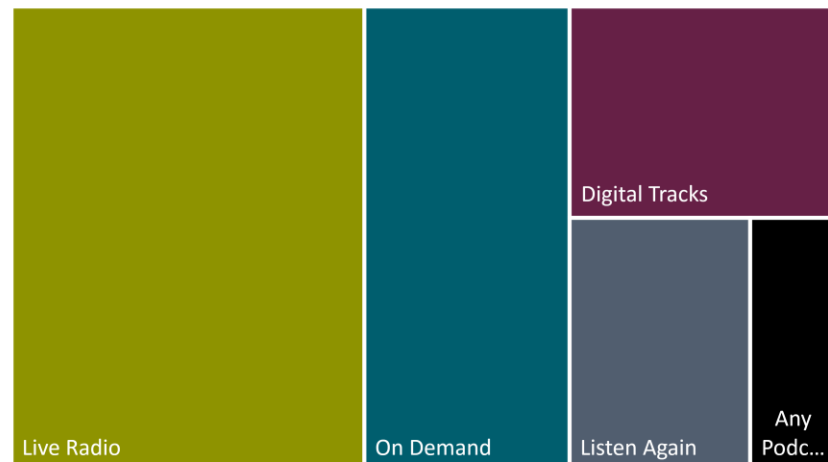


# DEVICE SHARE EXCLUDING VISUAL%

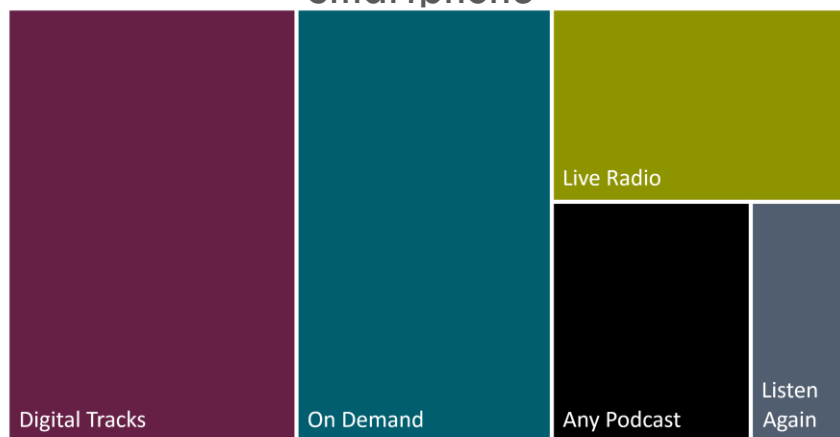
## Laptop/Desktop



## Tablet

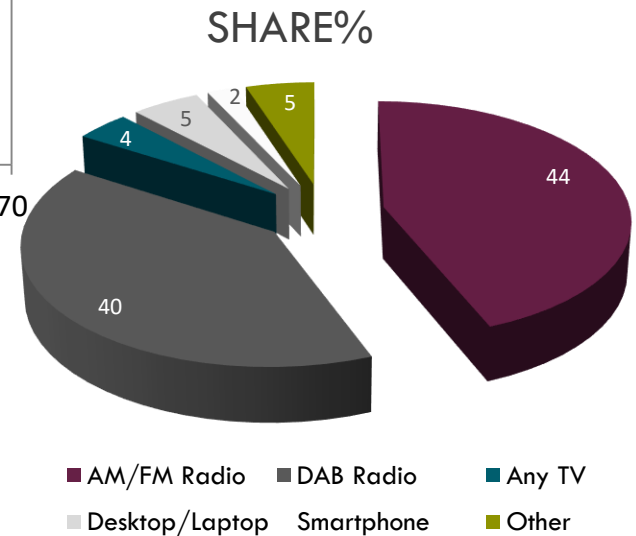
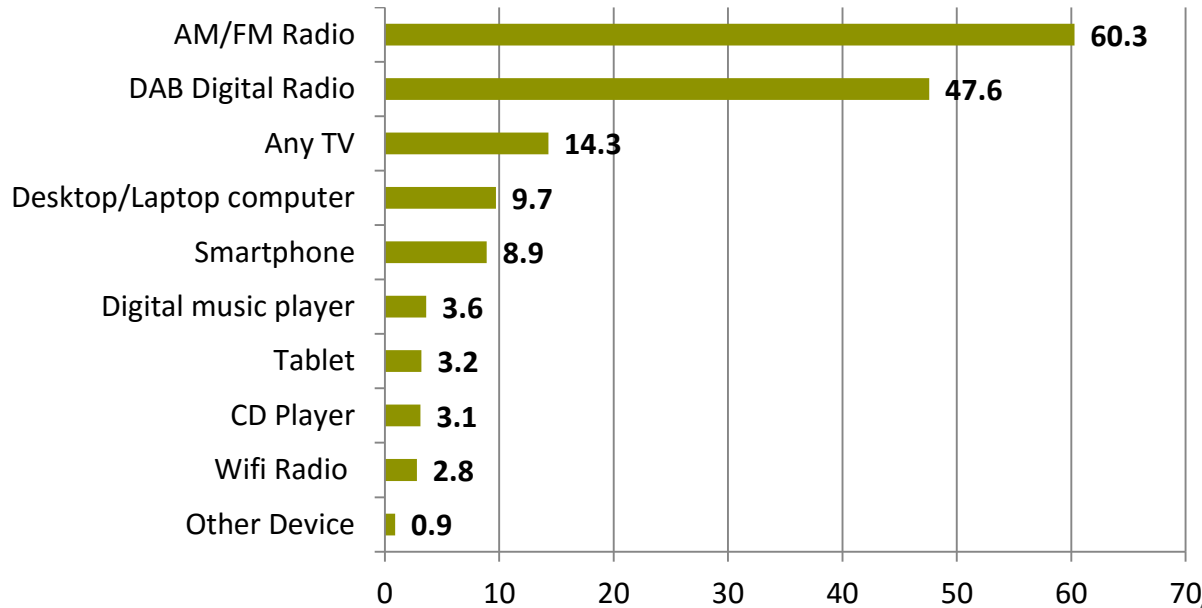


## Smartphone

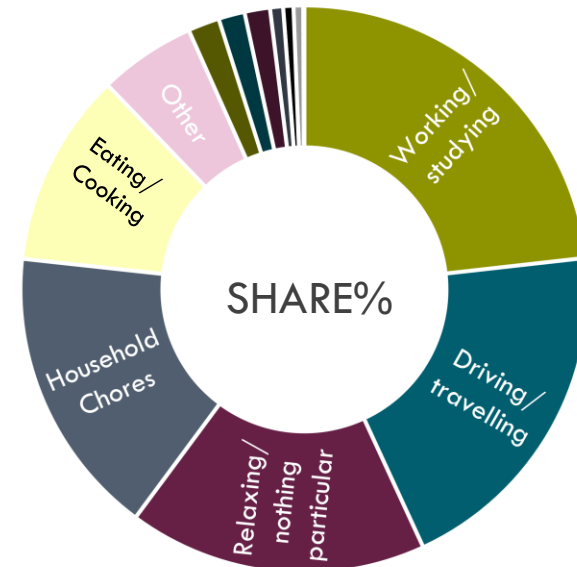
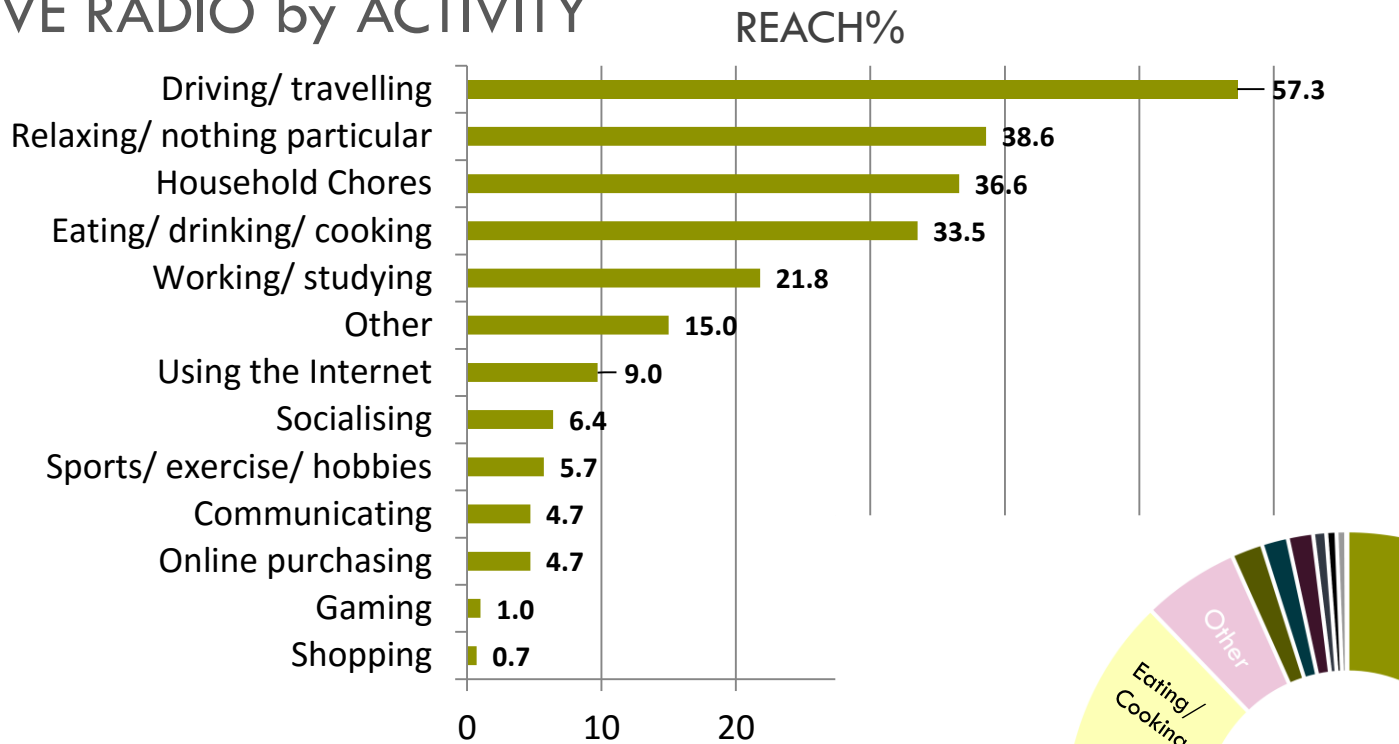


# LIVE RADIO VIA DEVICE

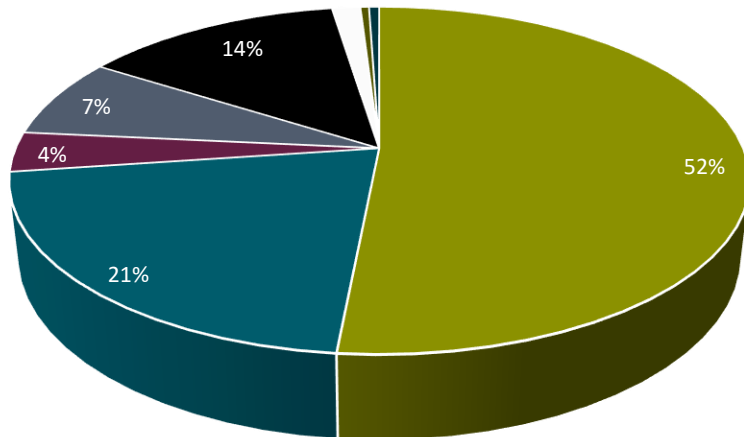
## REACH%



# LIVE RADIO by ACTIVITY

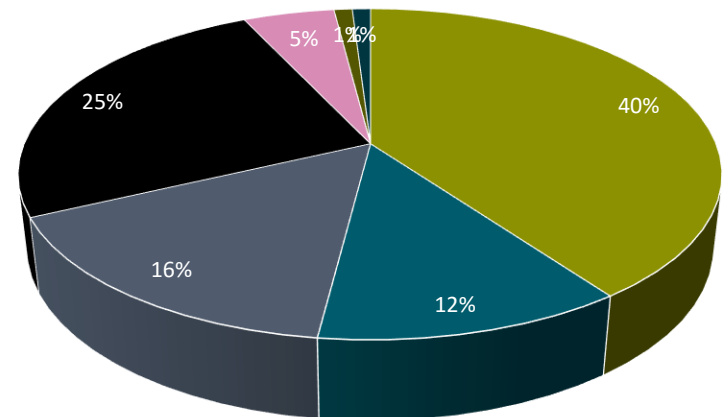


## LIVE RADIO by WHO LISTENED WITH

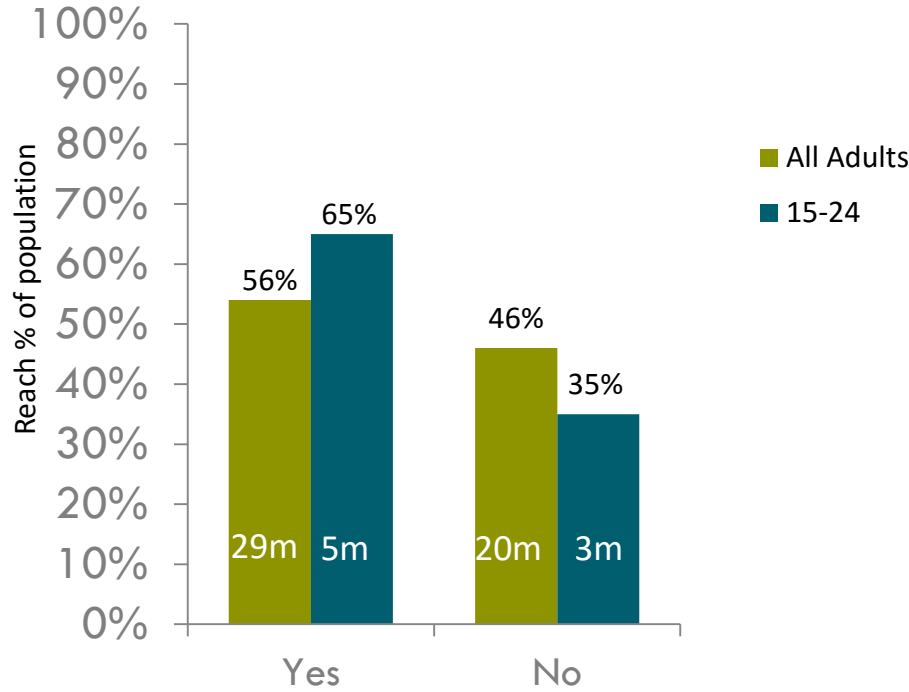


- On my own
- Partner/Spouse
- Children
- Family Members
- Colleagues
- Friends
- Other people you know
- Other people you don't know

### 15-24



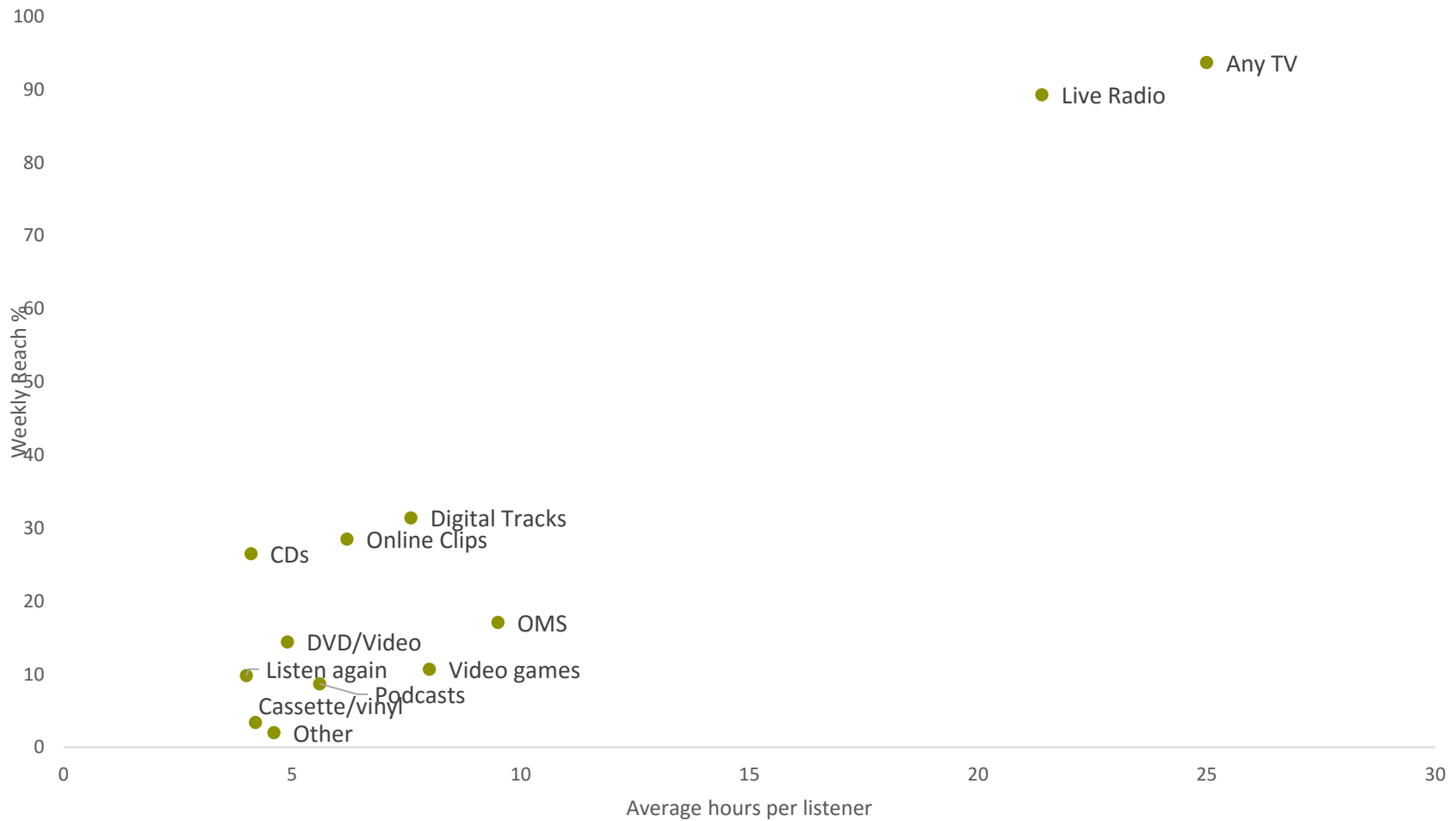
## USED A RADIO APP



## Radio App – frequency of use %

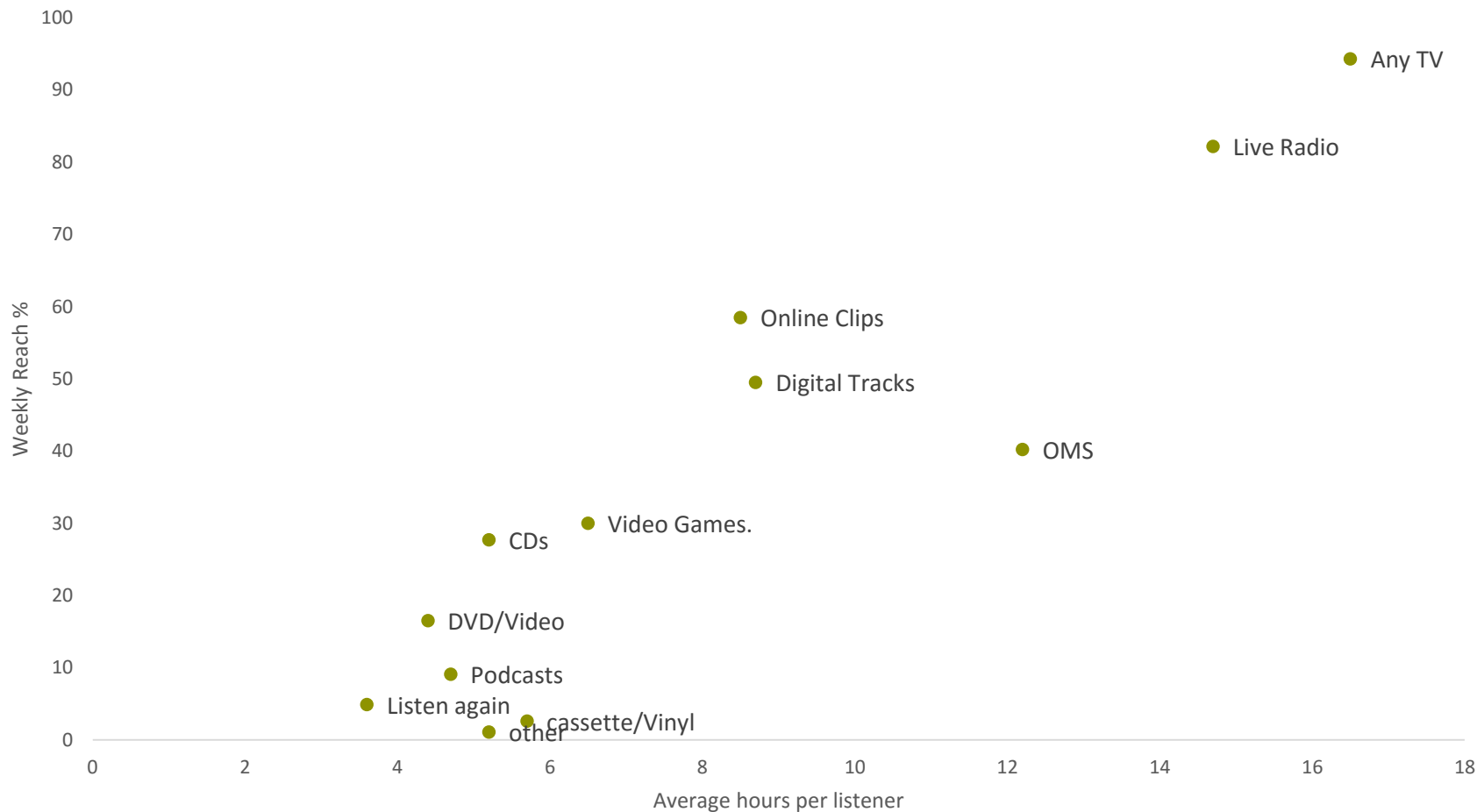


■ Every day 
 ■ Most Days 
 ■ About once per week 
 ■ About once per month 
 ■ Less often 
 ■ Never

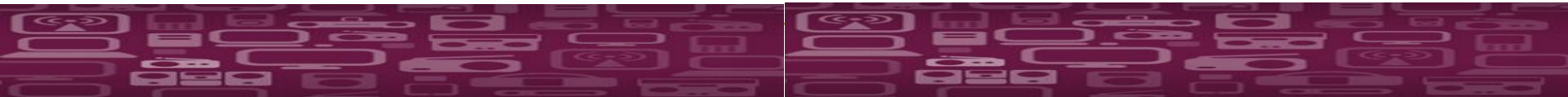


Source: MIDAS Winter 2016, n = 2,191

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

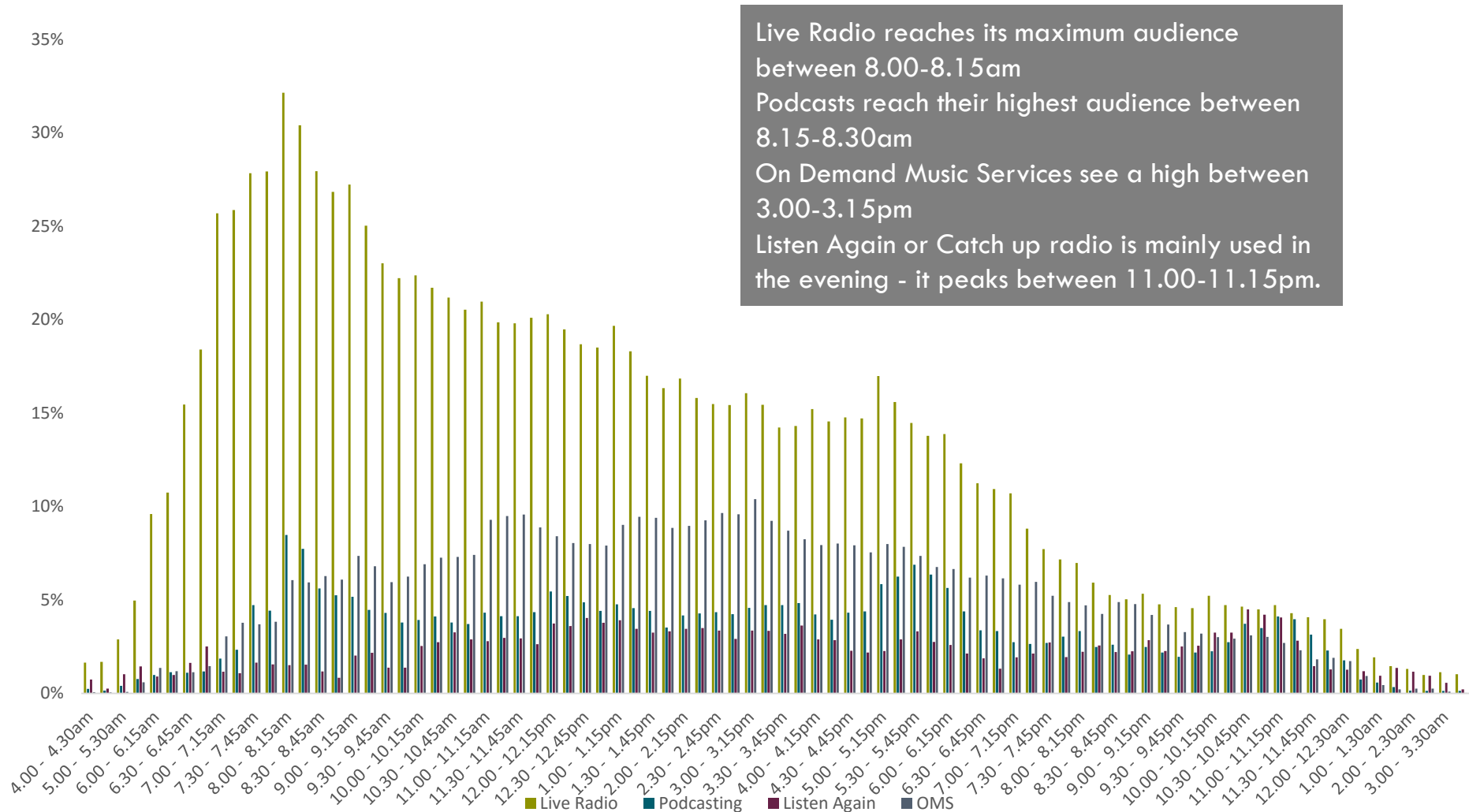


Source: MIDAS Winter 2016, n = 239





### 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 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 2191 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during November 2016

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