

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 = 41%**). Listening to radio via a **Smartphone or TV** have a share of **4%** and **Desktop/Laptop** has a share of **3%**. 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 49%** of the UK population have downloaded a Radio App, including **4.8 million (60%)** of 15-24 year olds and **5.7 million (63%)** of 25-34 year olds. On average App users have 2 Radio Apps stored on their Device.

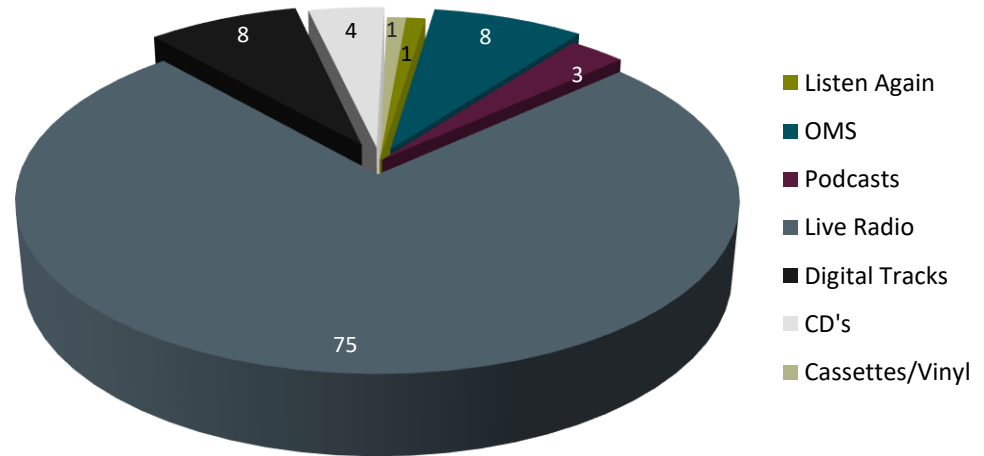
PODCASTING

5.6 million adults use any Podcast in a week and the Smartphone is the most popular device to listen (63% of Adults 15+ who listened to a podcast). Almost two thirds of all Podcasts downloaded are listened to (**69%**). Over a Quarter of all Podcasting hours (29% share) are listened to whilst travelling.

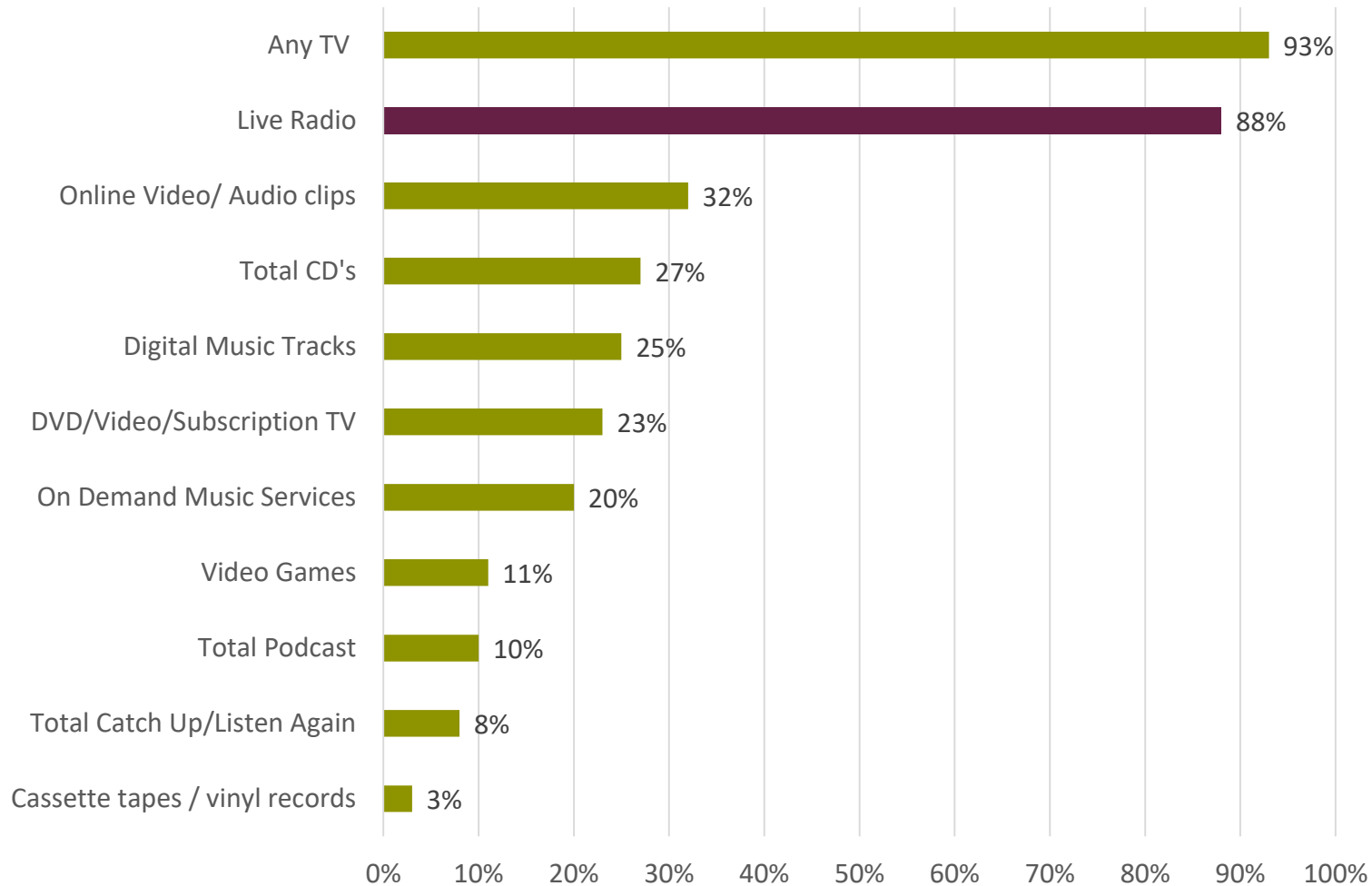
LISTEN AGAIN

4.1 million adults use the 'listen again' or 'catch up' radio function. Share of listening again via Device; Smartphones **36%**, Desktops/Laptops **35%** and Tablets **17%**. **75%** of all 'listen again' hours are listened to in Home. **83%** of Listen Again/Catch Up Radio hours are listened to alone.

SHARE OF AUDIO % (excluding visual)

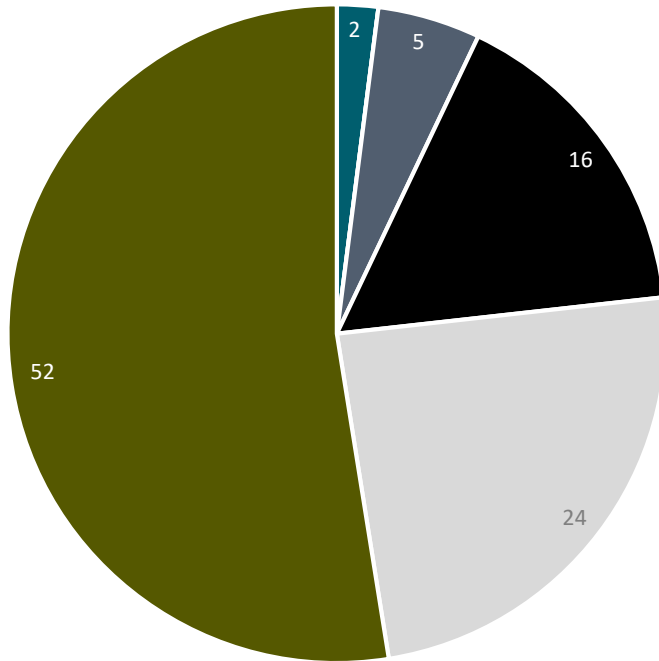


AUDIO REACH %

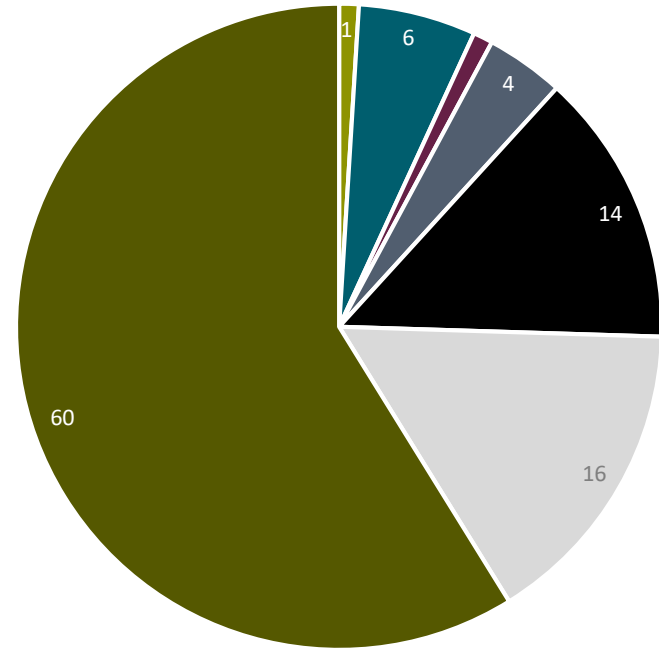


AUDIO SHARE% (exc visual) BY AGE GROUP

15 - 24



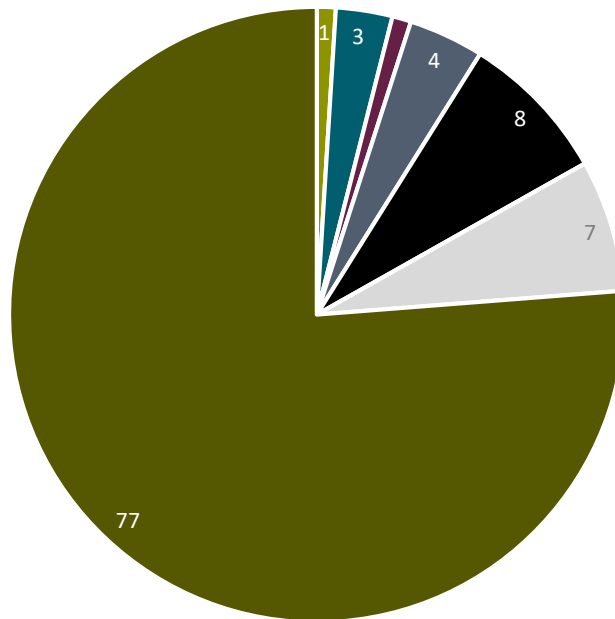
25-34



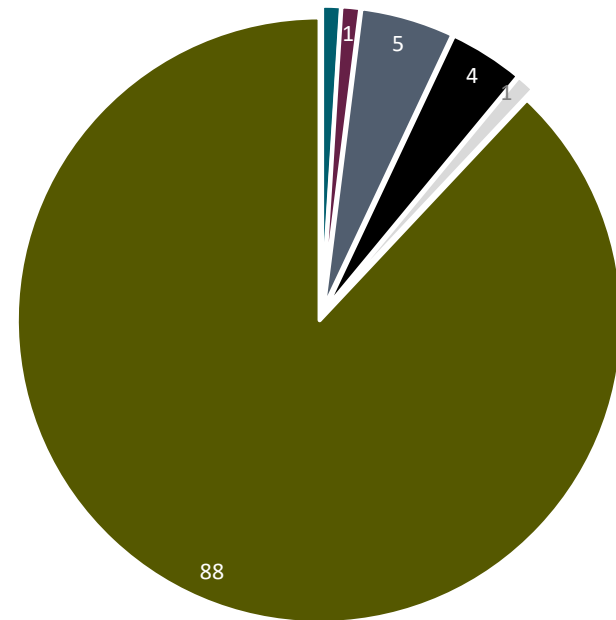
■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

AUDIO SHARE% (exc visual) BY AGE GROUP

35-54

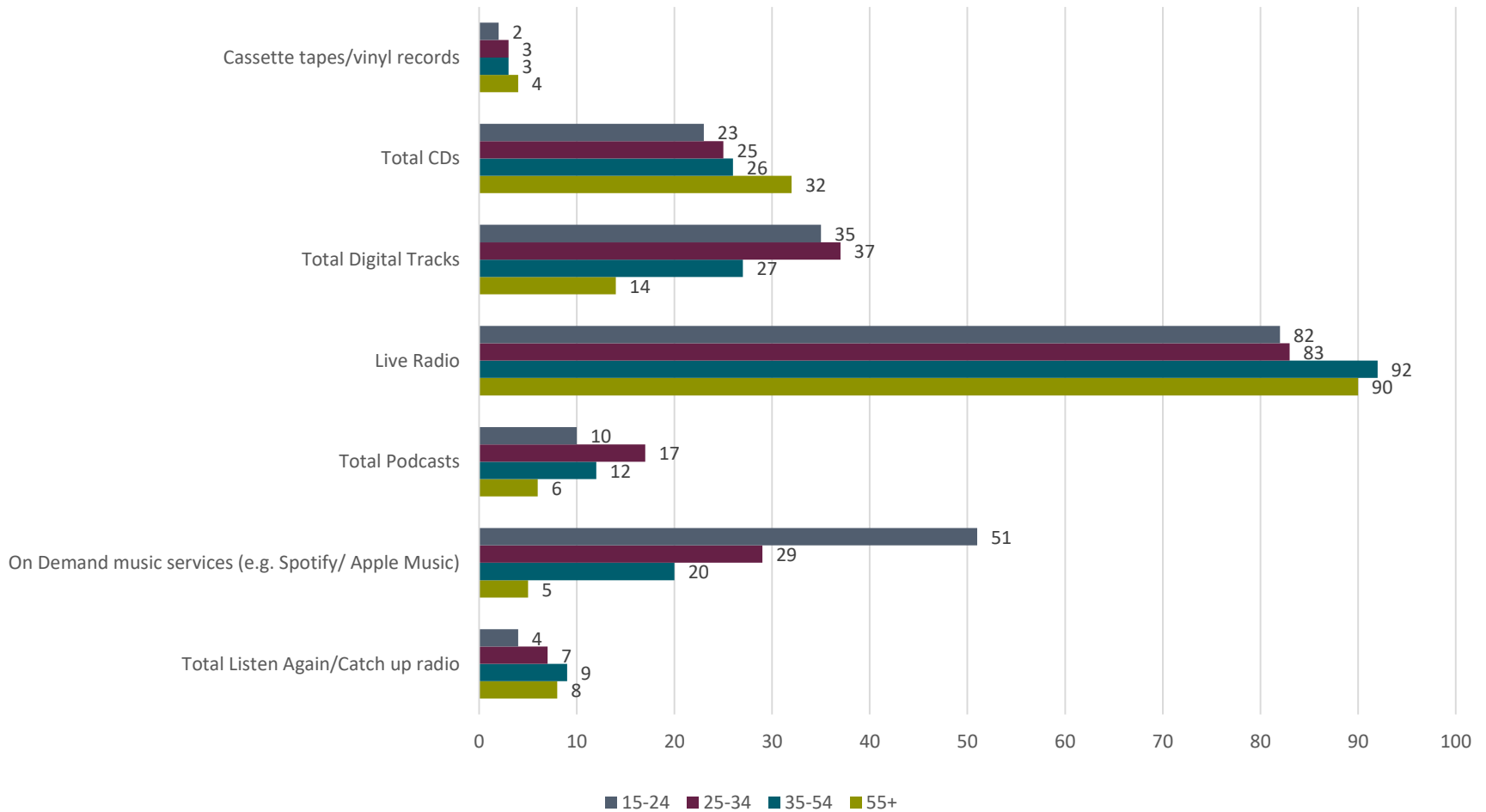


55+

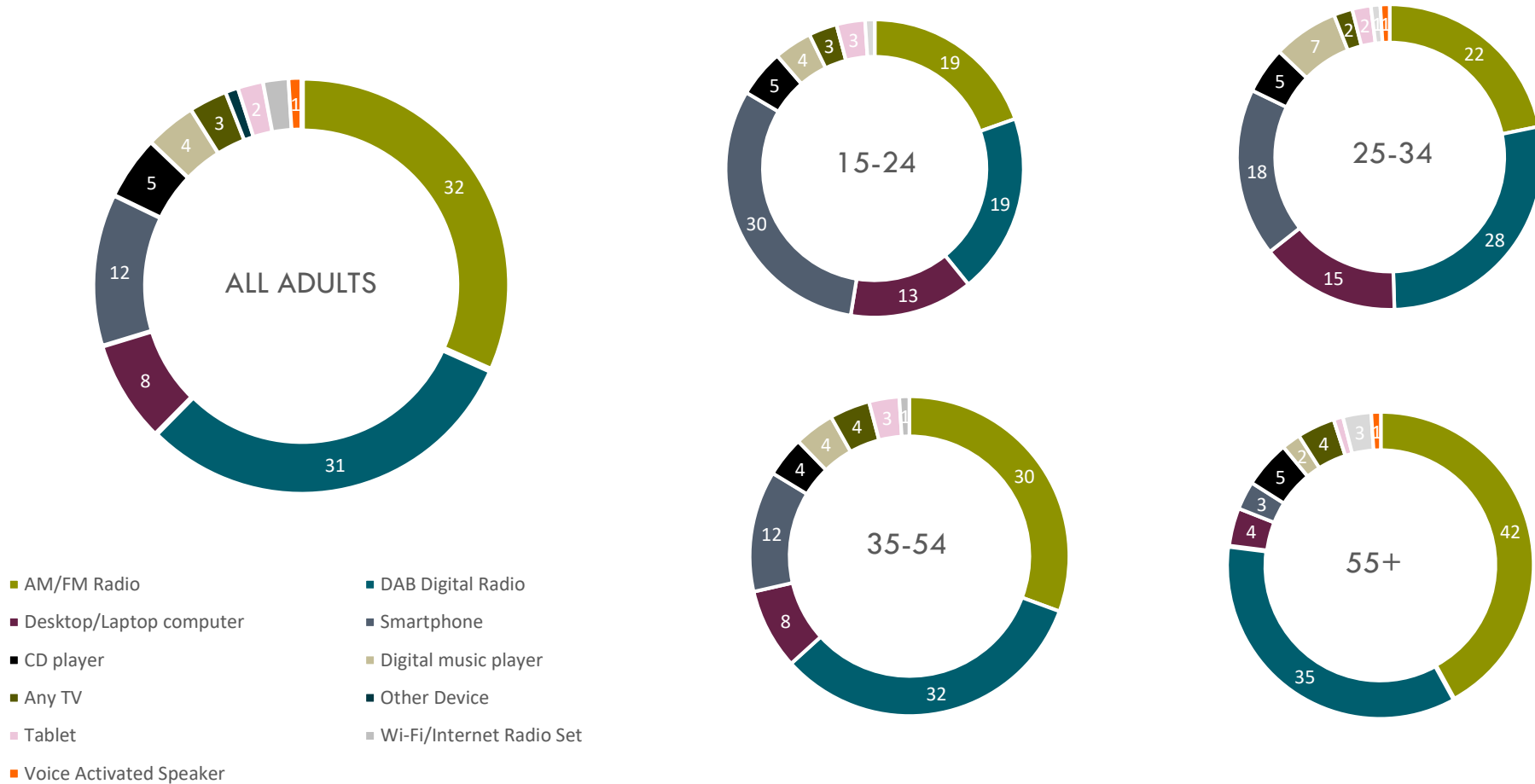


■ Cassette/Vinyl ■ Any Podcast ■ Any Listen Again ■ Any CDs ■ Digital Tracks ■ On Demand music services ■ Live Radio

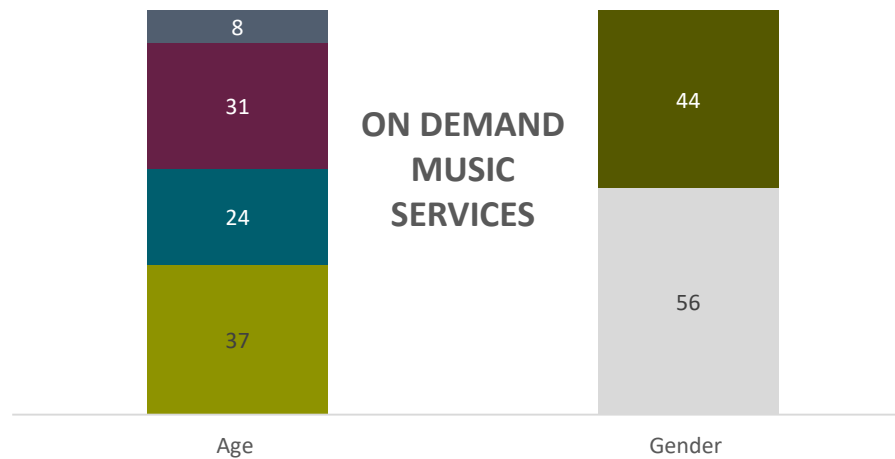
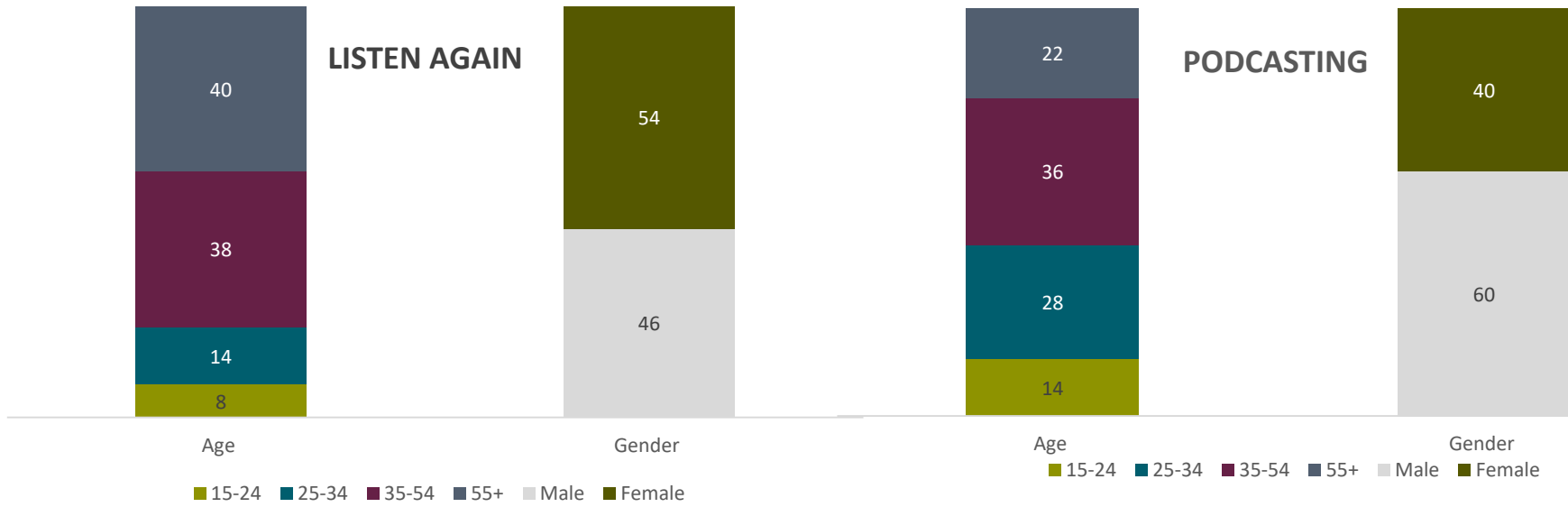
AUDIO REACH% BY AGE GROUP



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



AGE/SEX % LISTENER PROFILES

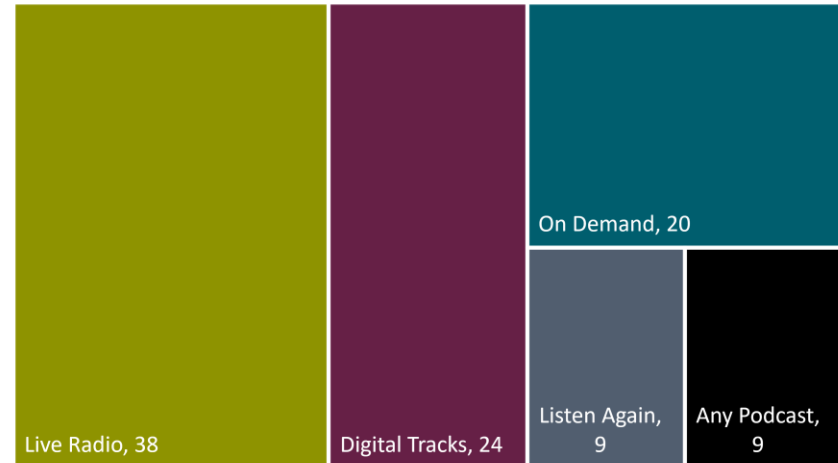


DEVICE SHARE EXCLUDING VISUAL%

Laptop/Desktop



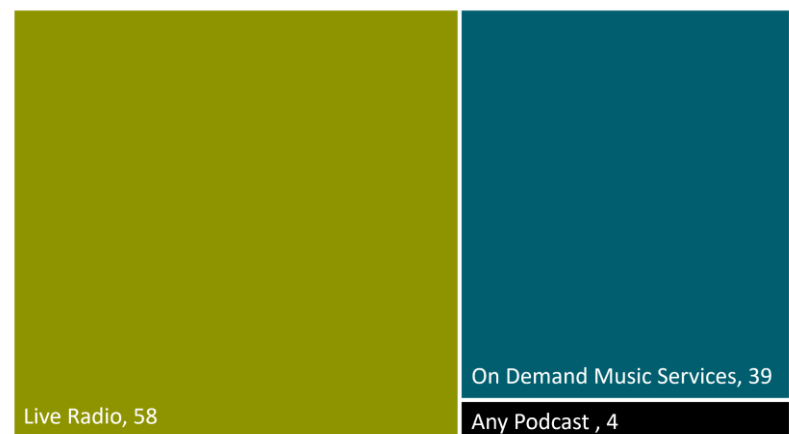
Tablet



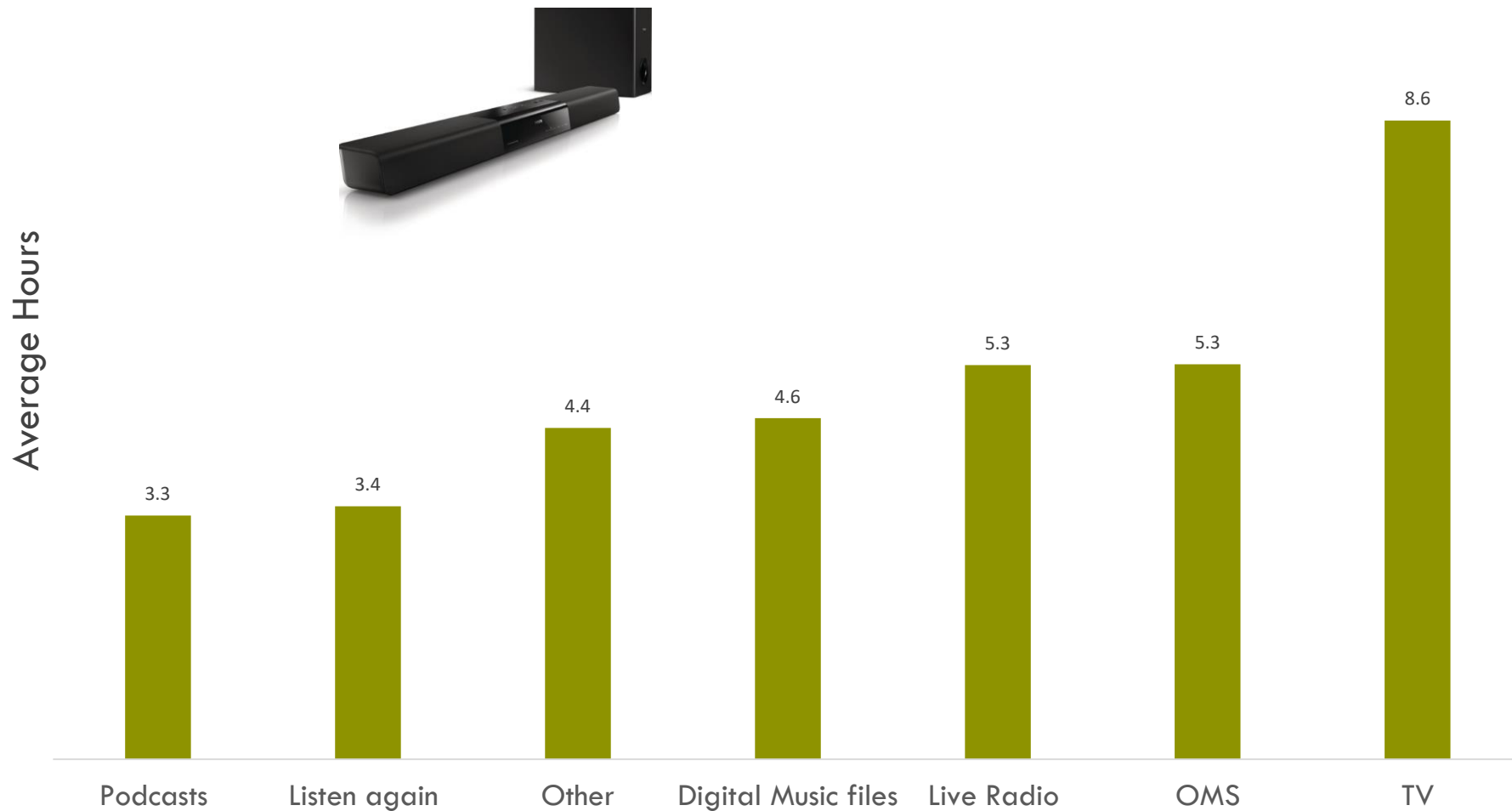
Smartphone



Voice Activated Speakers

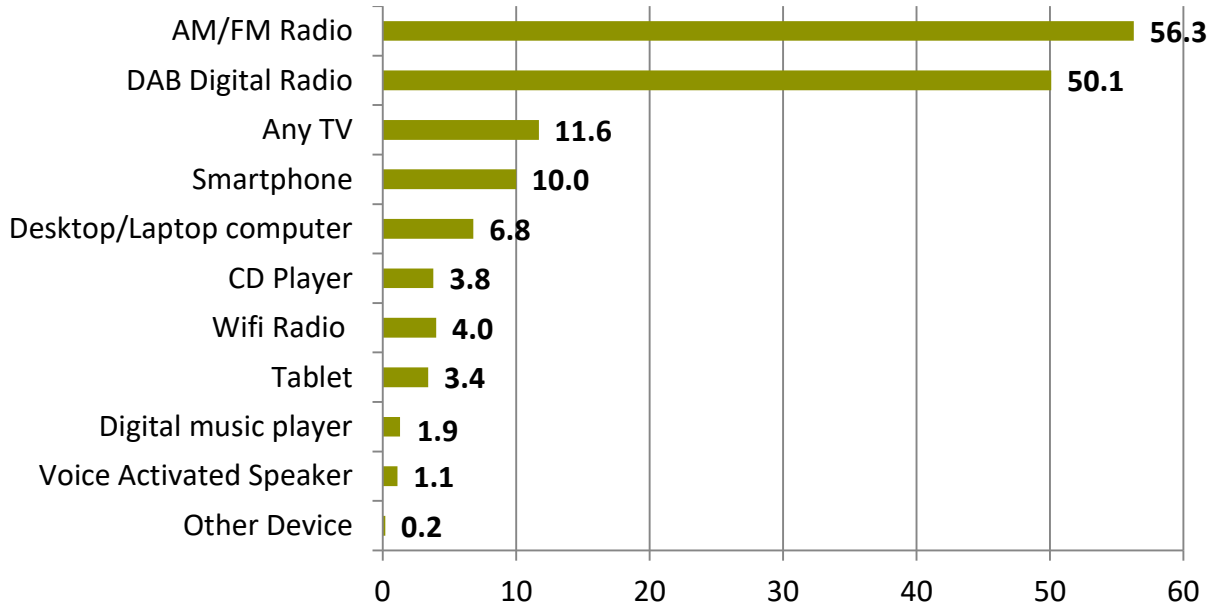


19.1m people claim have access to a Bluetooth speaker or Soundbar

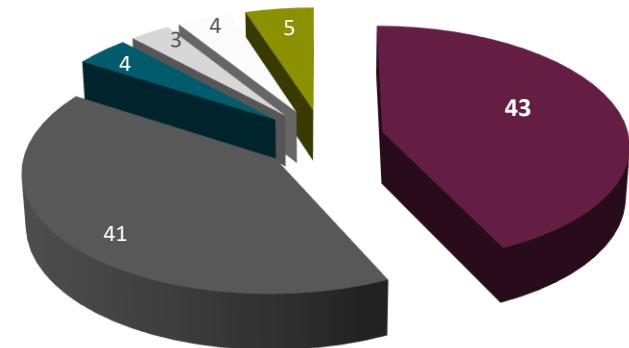


LIVE RADIO VIA DEVICE

REACH%



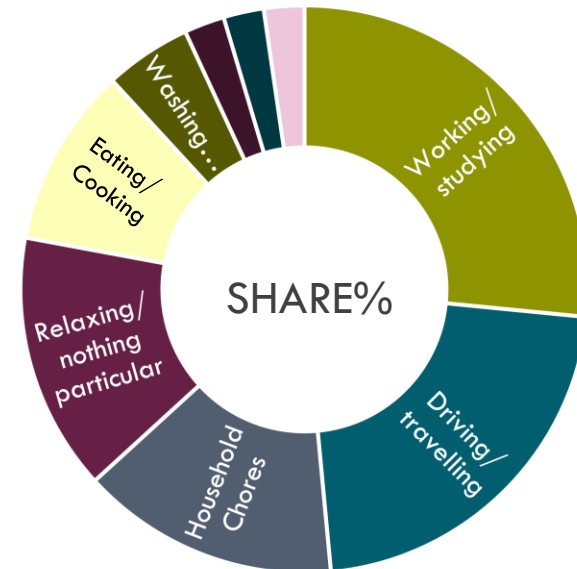
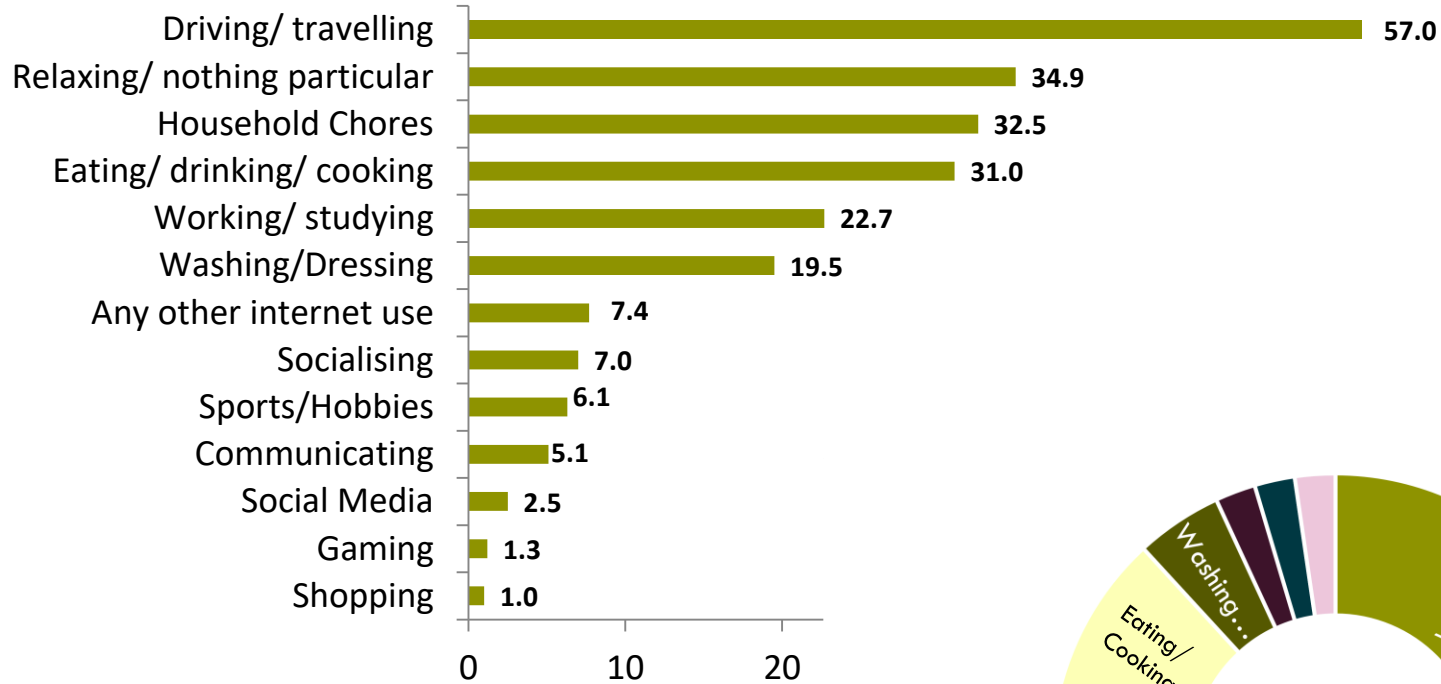
SHARE%



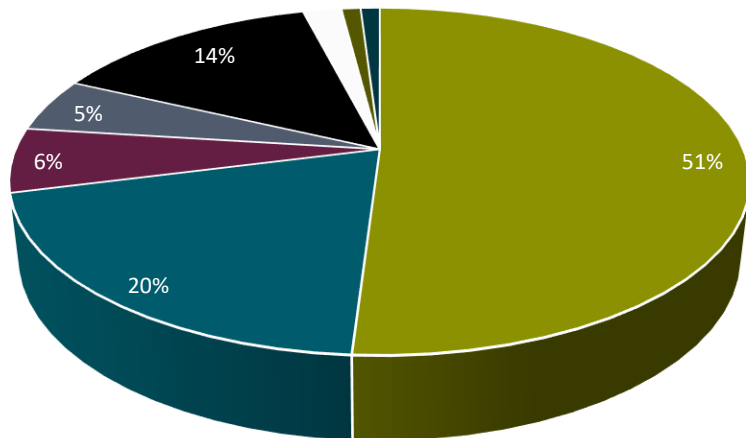
■ AM/FM Radio
 ■ DAB Radio
 ■ Any TV
■ Desktop/Laptop
 ■ Smartphone
 ■ Other

LIVE RADIO by ACTIVITY

REACH%

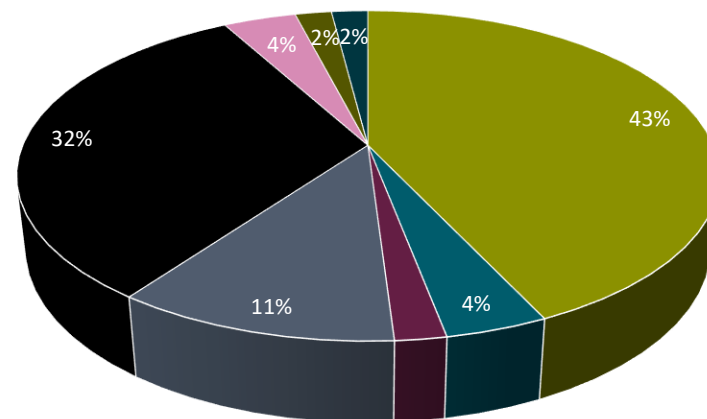


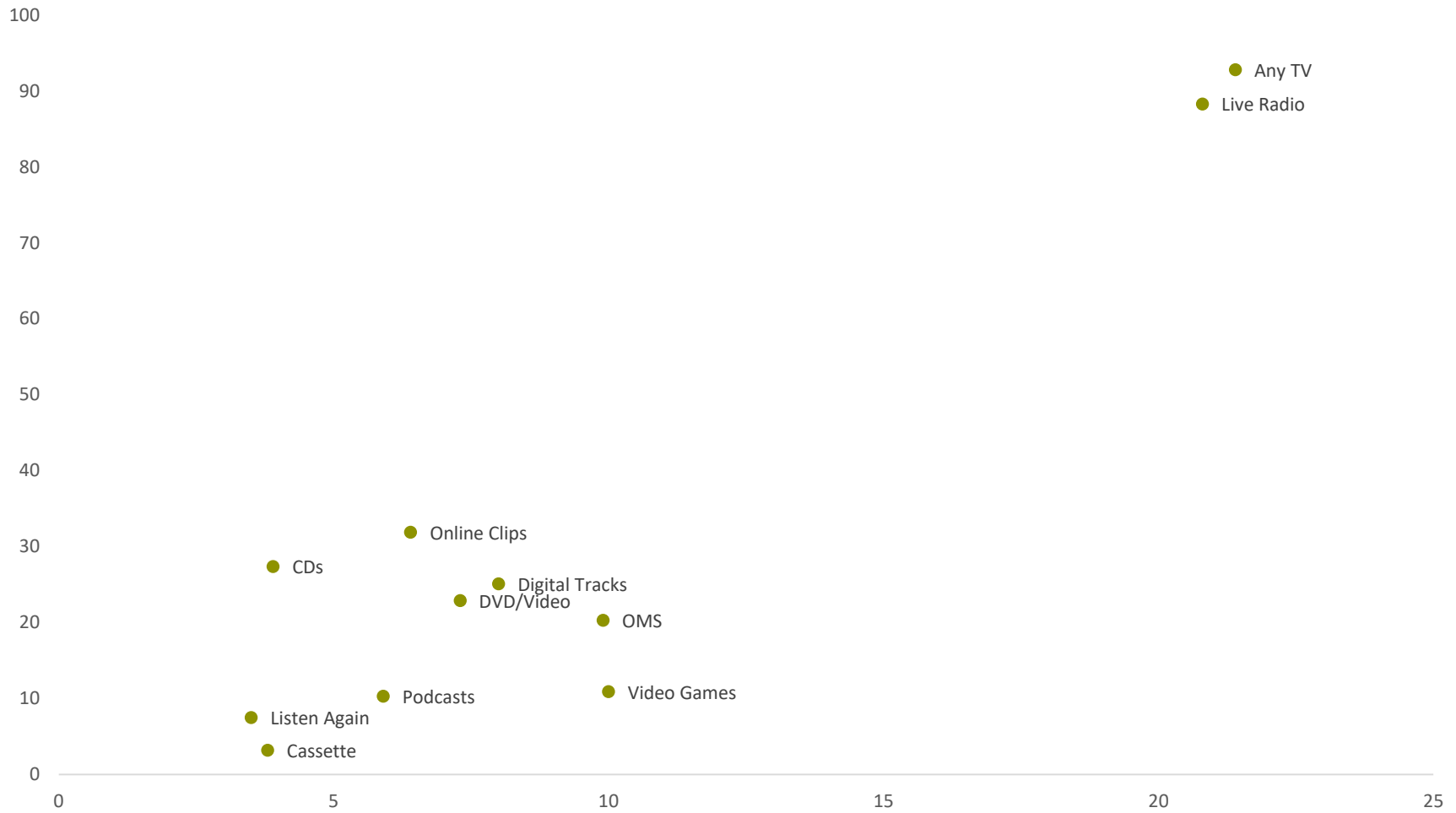
LIVE RADIO by WHO LISTENED WITH



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

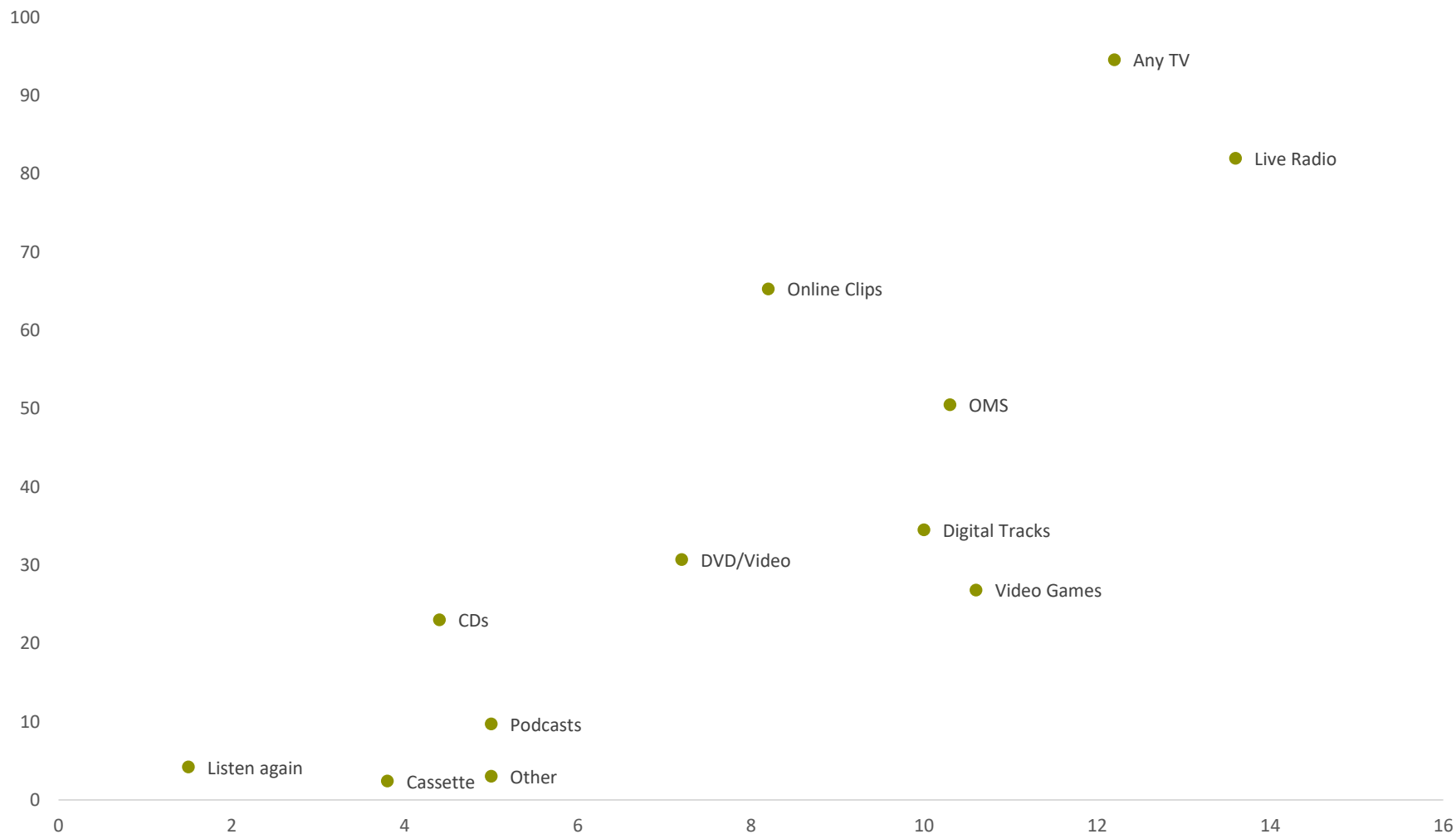
15-24





Source: MIDAS Autumn 2017, n = 2,232

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

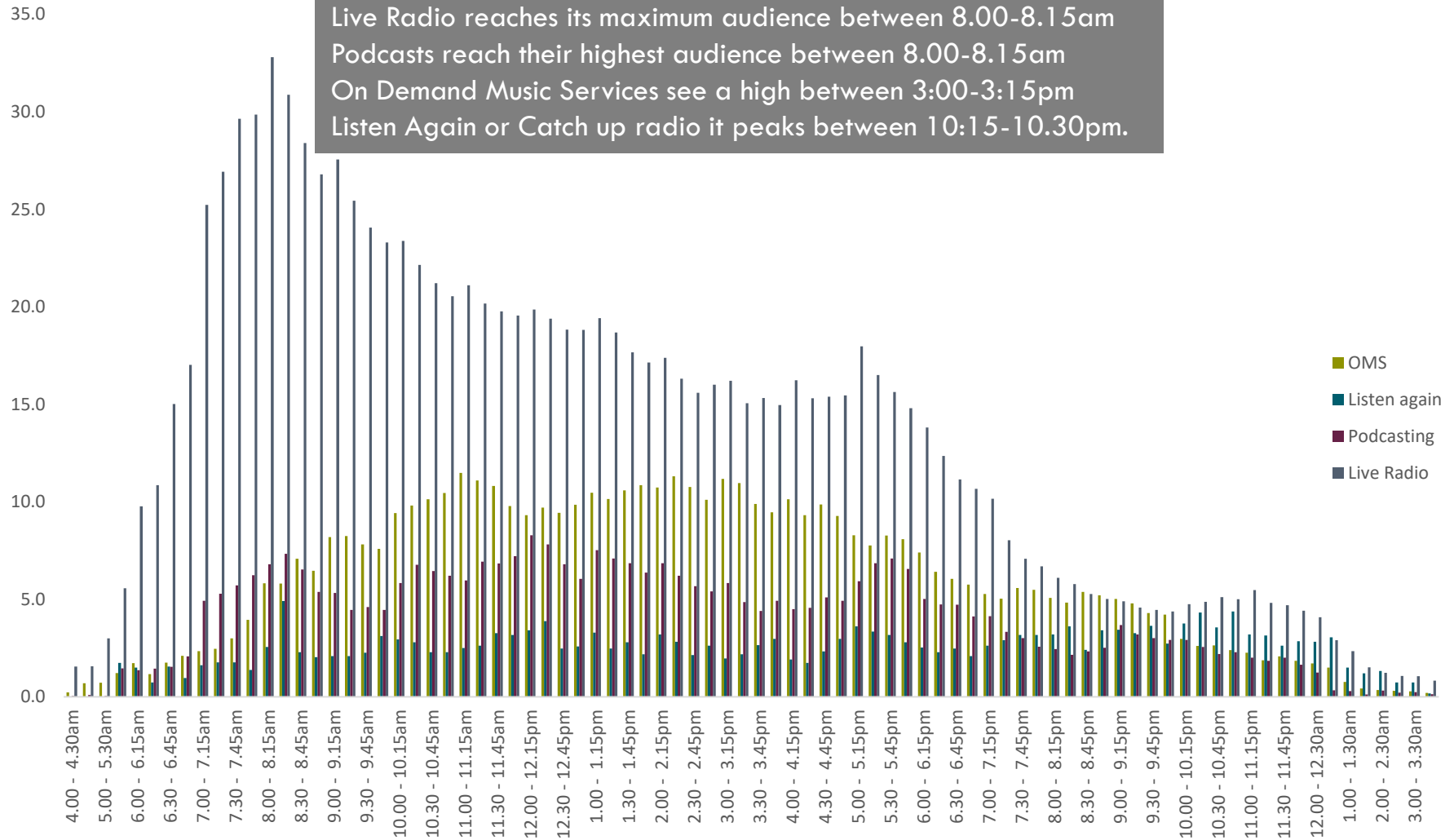


Source: MIDAS Autumn 2017, n = 285



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 3:00-3:15pm
 Listen Again or Catch up radio it peaks between 10:15-10.30pm.



Sample comprised of 2232 re-contacted respondents from the main RAJAR Survey

Fieldwork was conducted during September 2017

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