

IAB UK Audio Day Guide

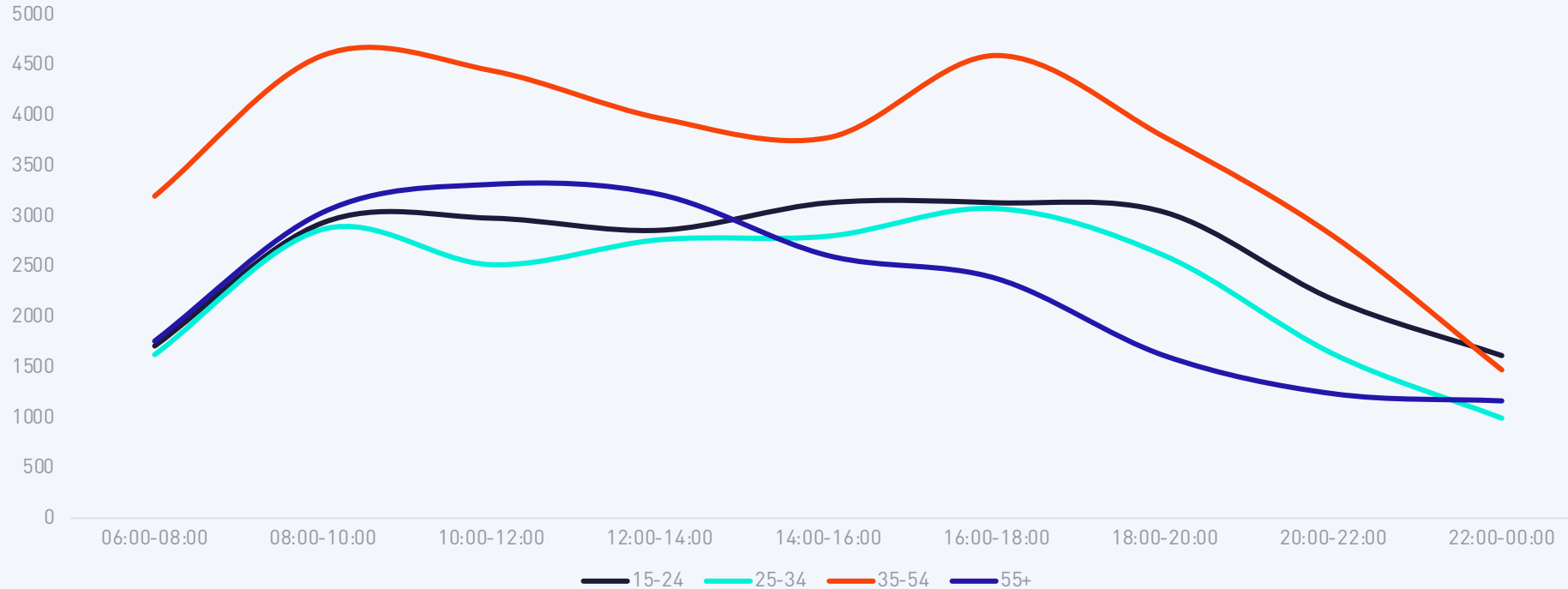
An insight into daily audio consumption with data from the Spring 2020 RAJAR audio MIDAS survey



Part 1: Age

Age – Weekday

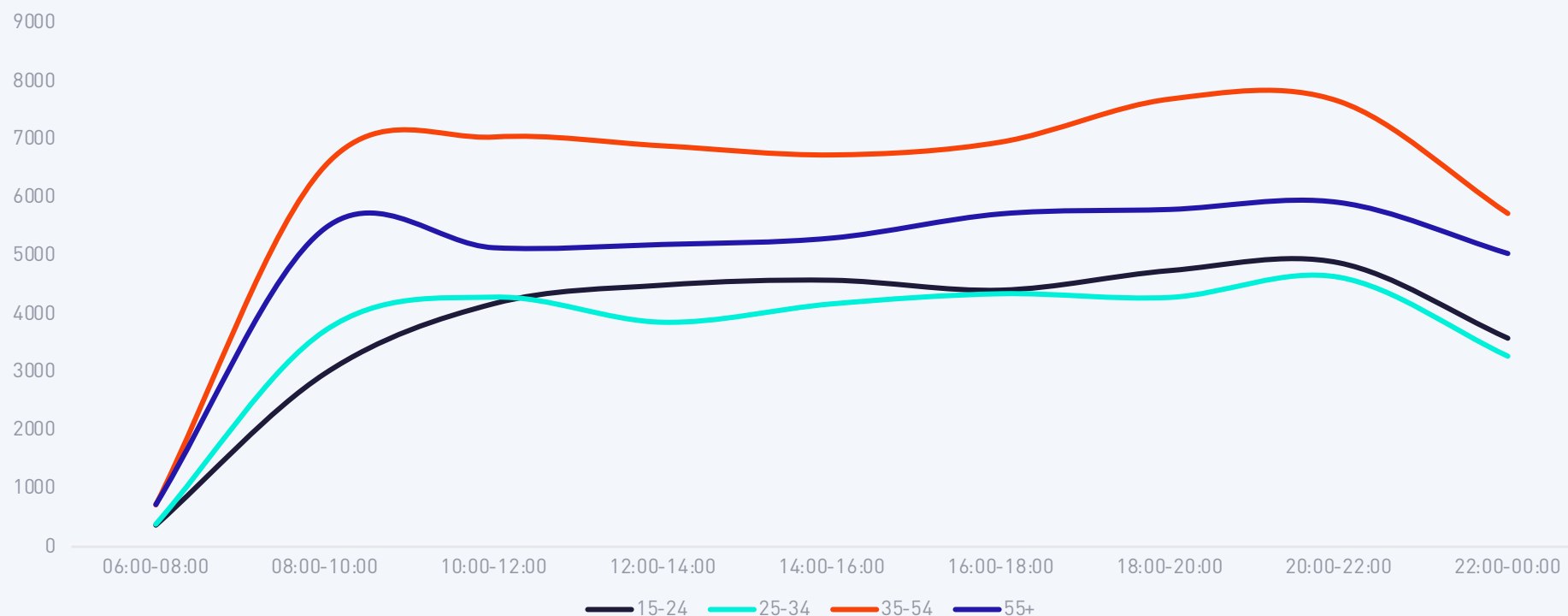
Weekly Reach (000s) Split By Age Group



The 35-54 year old demographic not only represents the highest reach of any age group but also the largest peaks and troughs throughout the 9-5 working day. Notably, the 55+ demographic starts to tail off significantly earlier than the younger ranges.

Age – Weekend

Weekly Reach (000s) Split By Age Group

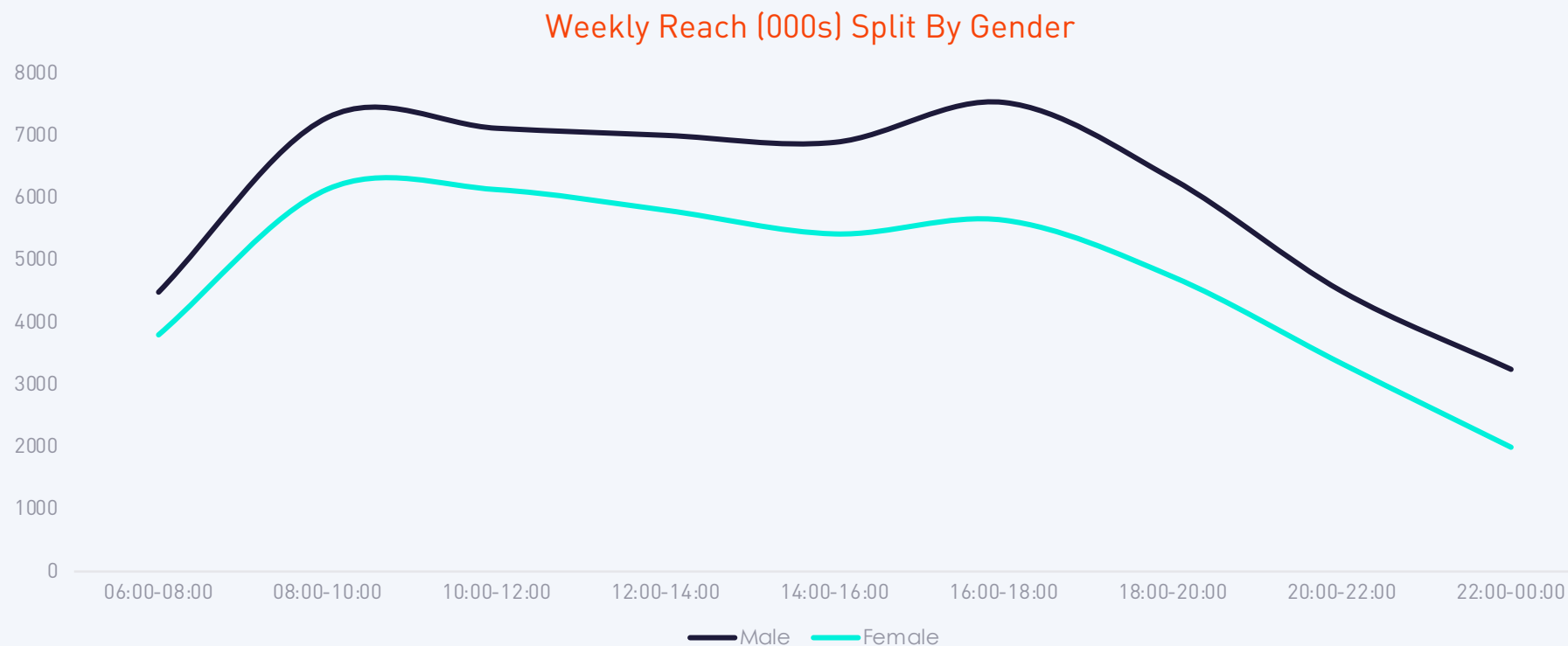


As we enter the weekend, we can view a rise in older listeners as the 55+ demographic overtakes 15-24 and 25-34 year olds whilst 35-54 year olds remain top overall. All demographics start their listening later than during the week.



Part 2: Gender

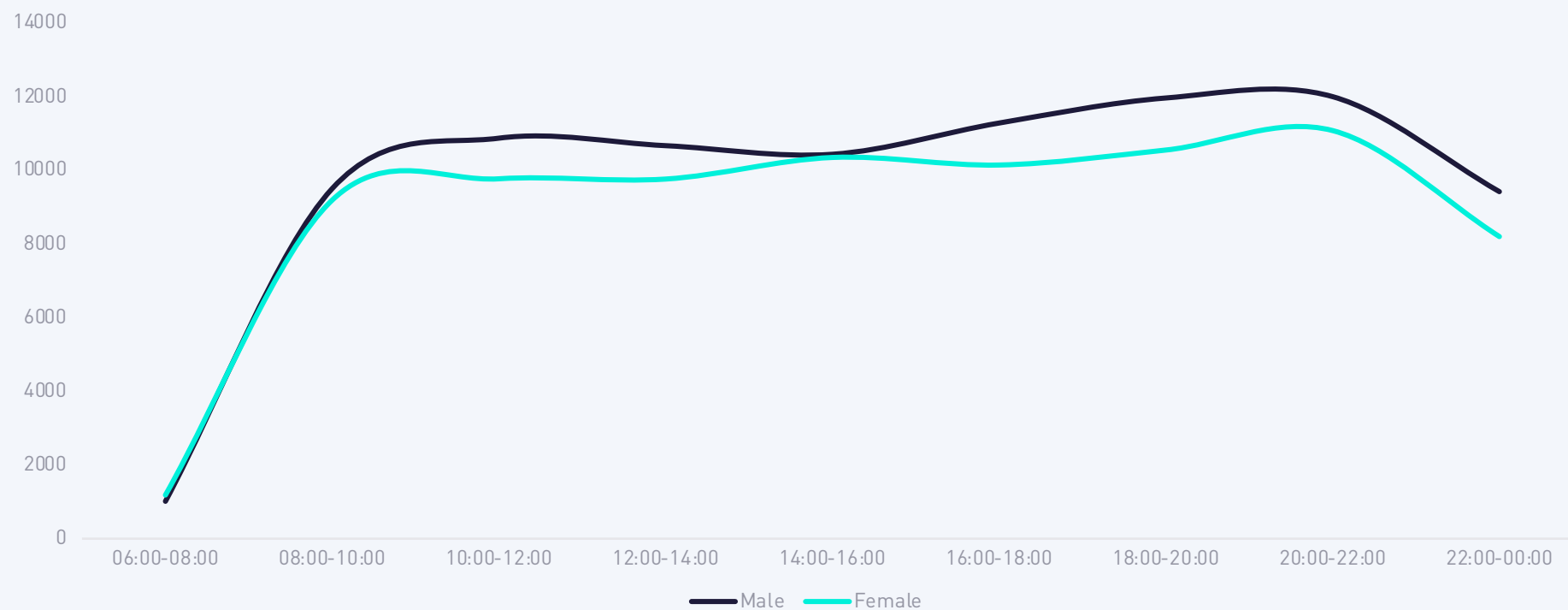
Gender – Weekday



Male listeners consistently outnumber female listeners throughout the day. There are slightly more accentuated peaks among male listeners at the beginning and end of the traditional 9-5 but otherwise the general trends are very similar.

Gender – Weekend

Weekly Reach (000s) Split By Gender



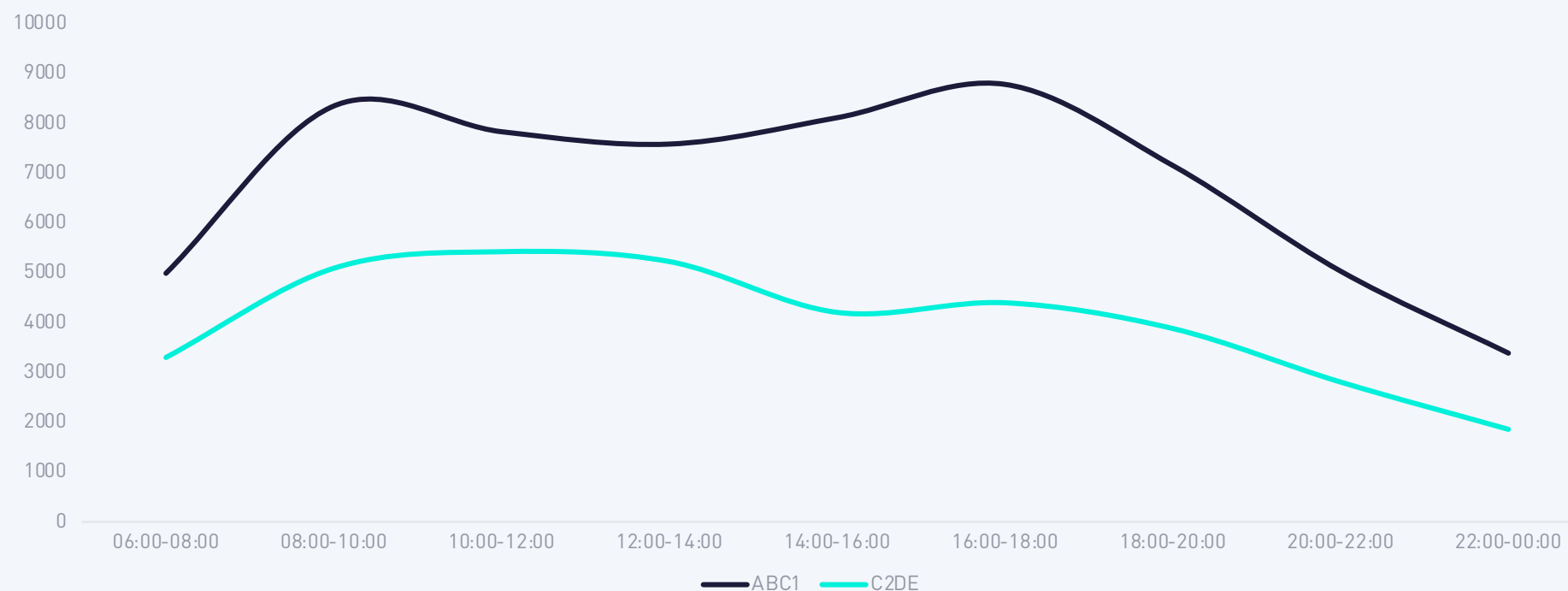
The gender split is less defined at the weekend, with female listeners closing the gap significantly, especially in the early morning and around lunchtime. Both genders show later listening habits compared to midweek.



Part 3: Social Grade

Social Grade – Weekday

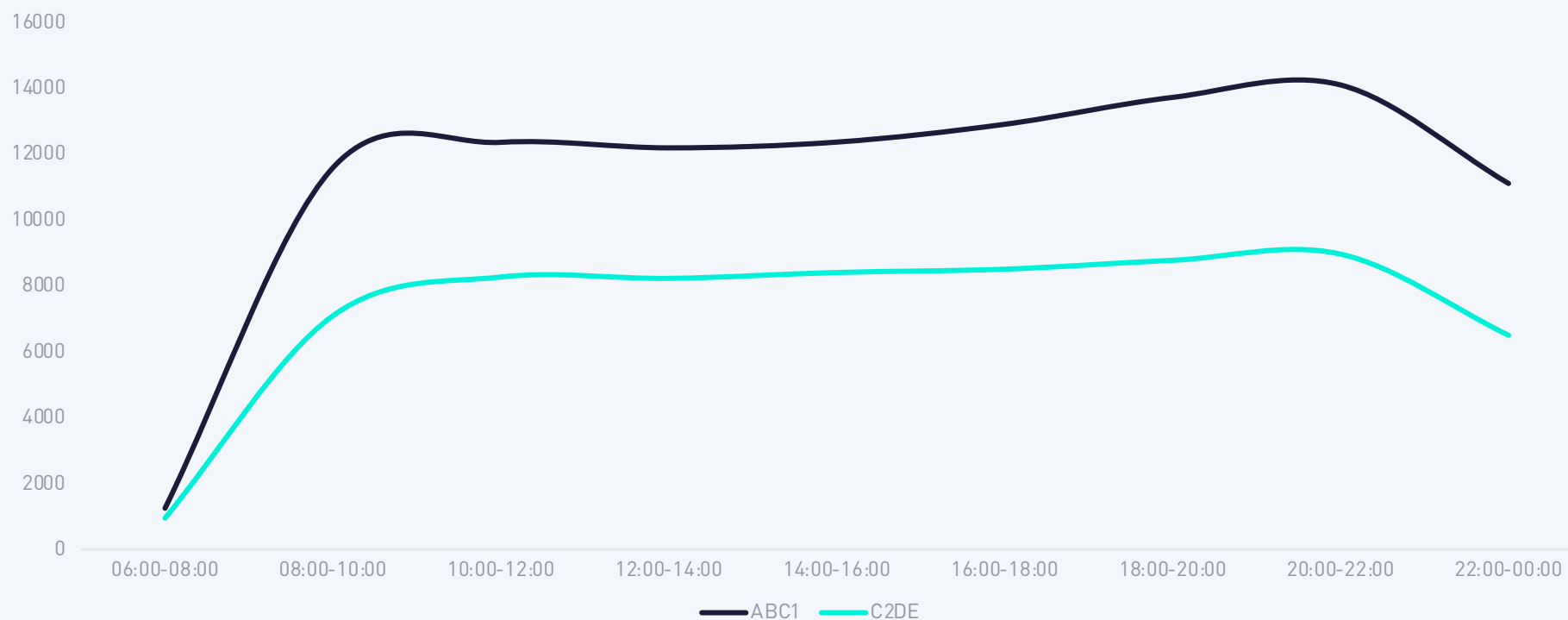
Weekly Reach (000s) Split By Social Grade



We can observe a clear trend of higher listenership amongst people within the ABC1 social grade, with more defined peaks bookending the typical working day. It is also notable that the drop-off throughout the evening is less defined amongst the C2DE demographic.

Social Grade – Weekend

Weekly Reach (000s) Split By Social Grade



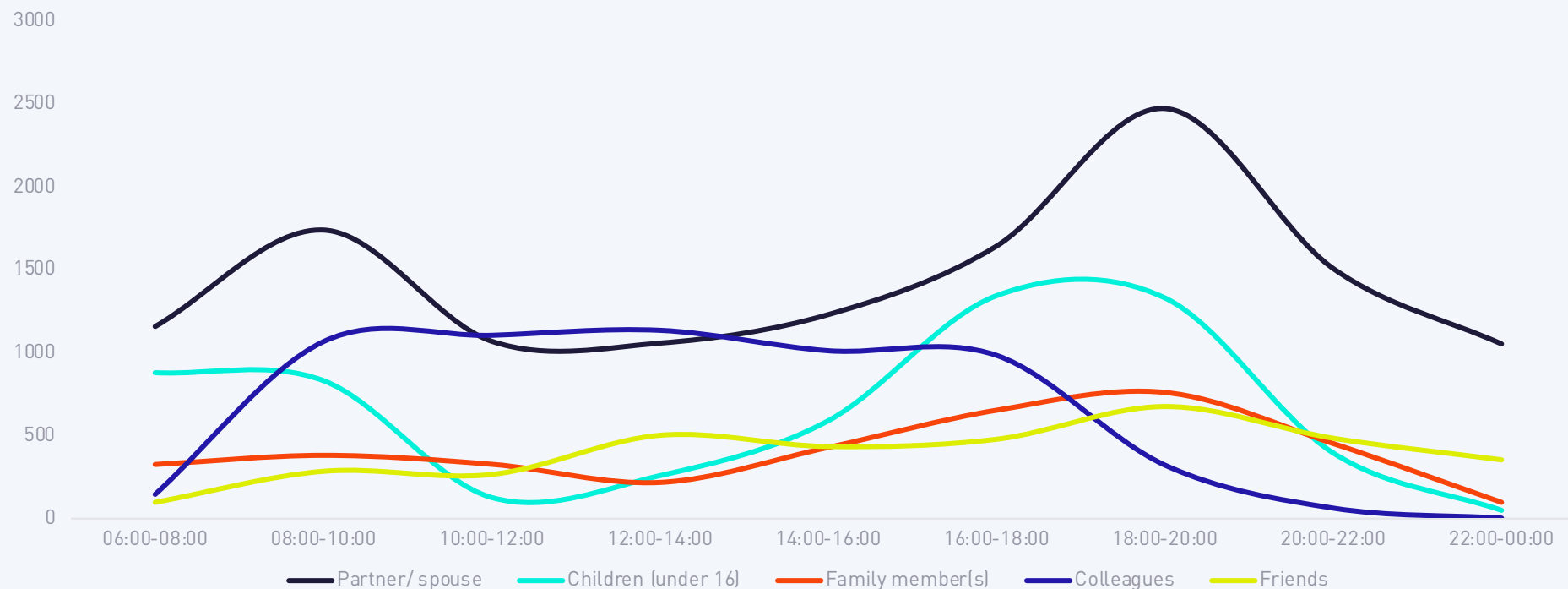
We can see a similar trend of higher listenership amongst the ABC1 demographic at the weekend, with listening increasing more rapidly in the morning and remaining higher throughout the day.



Part 4: Who With?

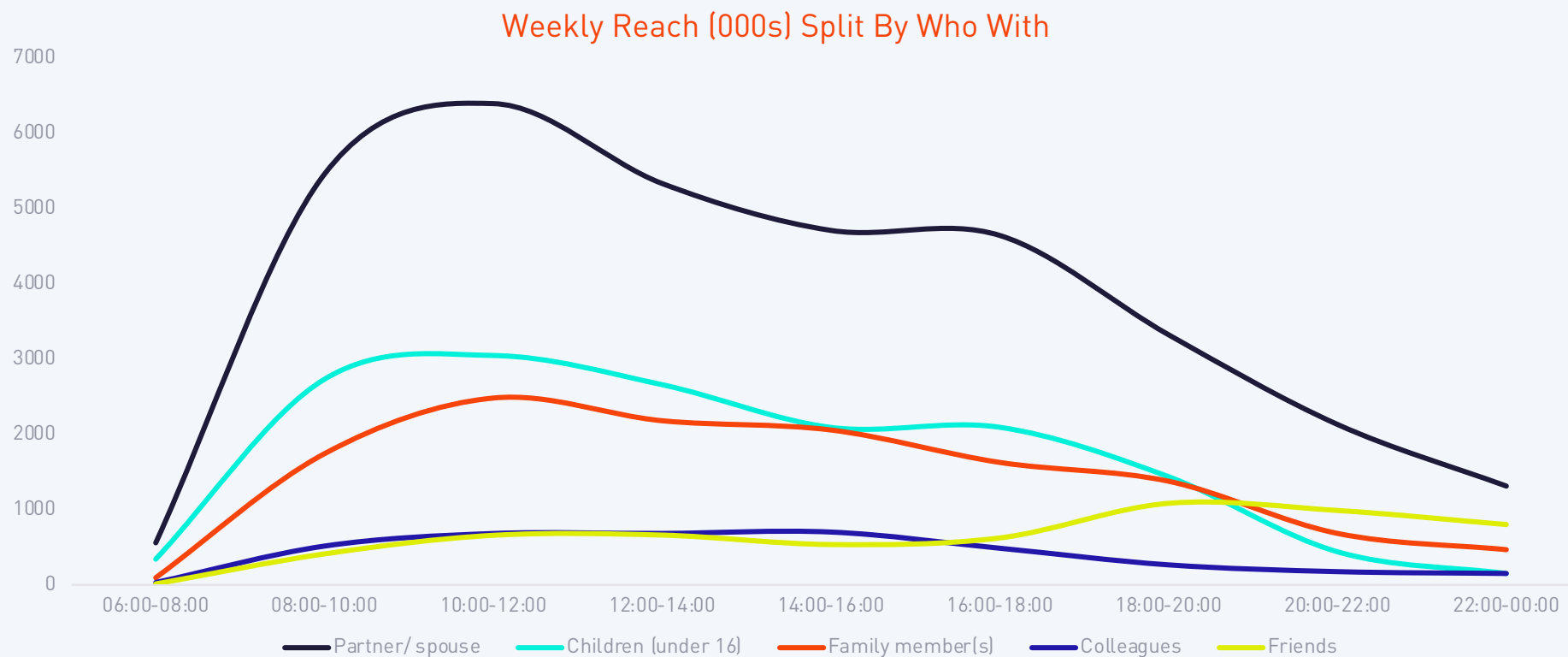
Who With? – Weekday

Weekly Reach (000s) Split By Who With



Excluding listening alone, people are most likely to listen to content with their partner/spouse for most of the day. This changes at lunchtime, when listening with colleagues is preferred. Listening with family members, friends or children increases as we head into the evening.

Who With? – Weekend



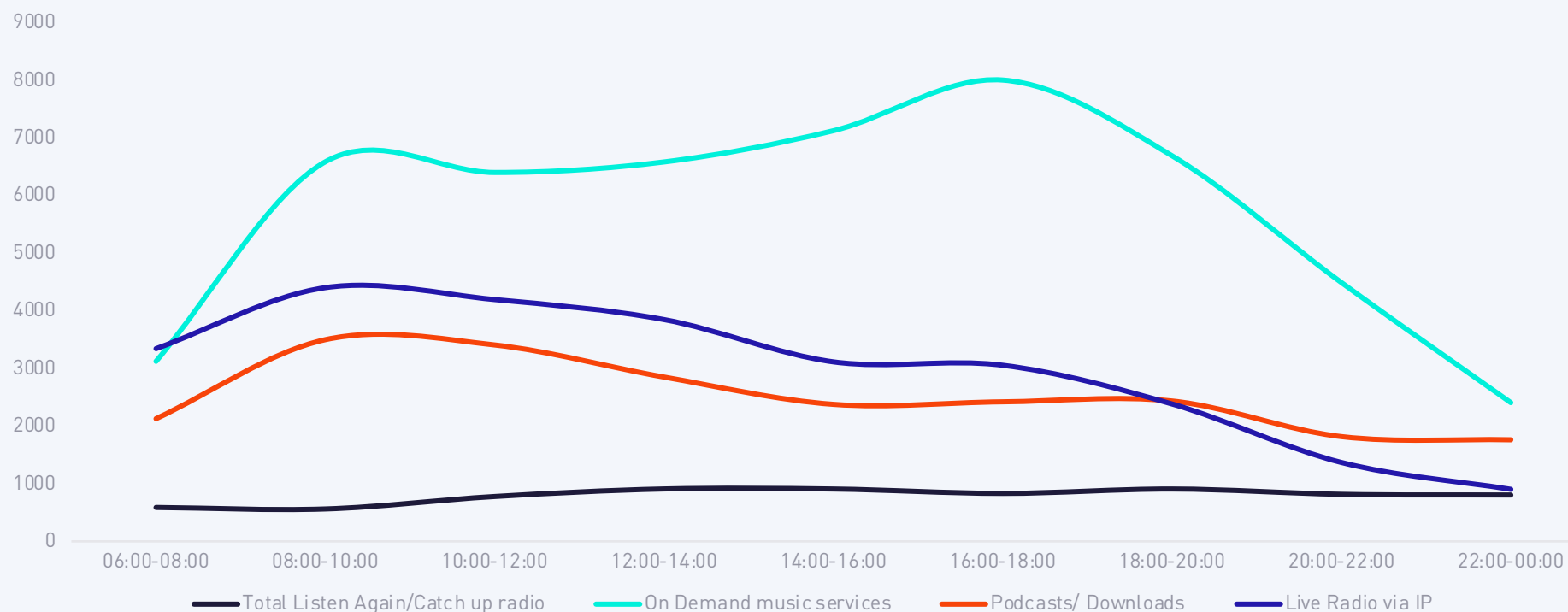
At weekends, we can observe larger amounts of consumers listening with family, children and partners, whilst listening with colleagues expectedly drops. We can also see an increase in people listening with friends as we head later into the evening.



Part 5: Audio Type

Audio Type – Weekday

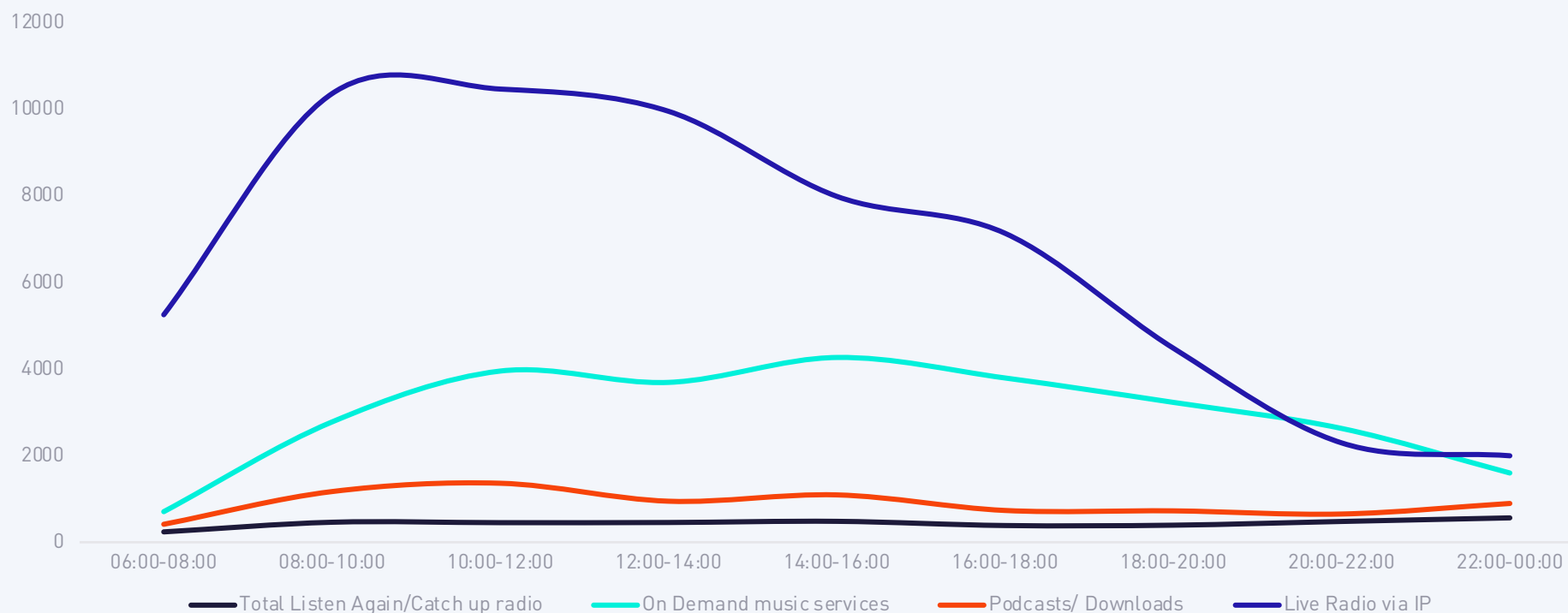
Weekly Reach (000s) Split By Audio Type



On demand music services are the most listened to content during the week, peaking towards the end of the working day. Online live radio is popular in the mornings but tails off throughout the day as catch up radio slowly grows in use. Podcasts have the most consistent listenership throughout the day, with a notable peak in the morning.

Audio Type – Weekend

Total Weekly Reach (000s) Split By Audio Type



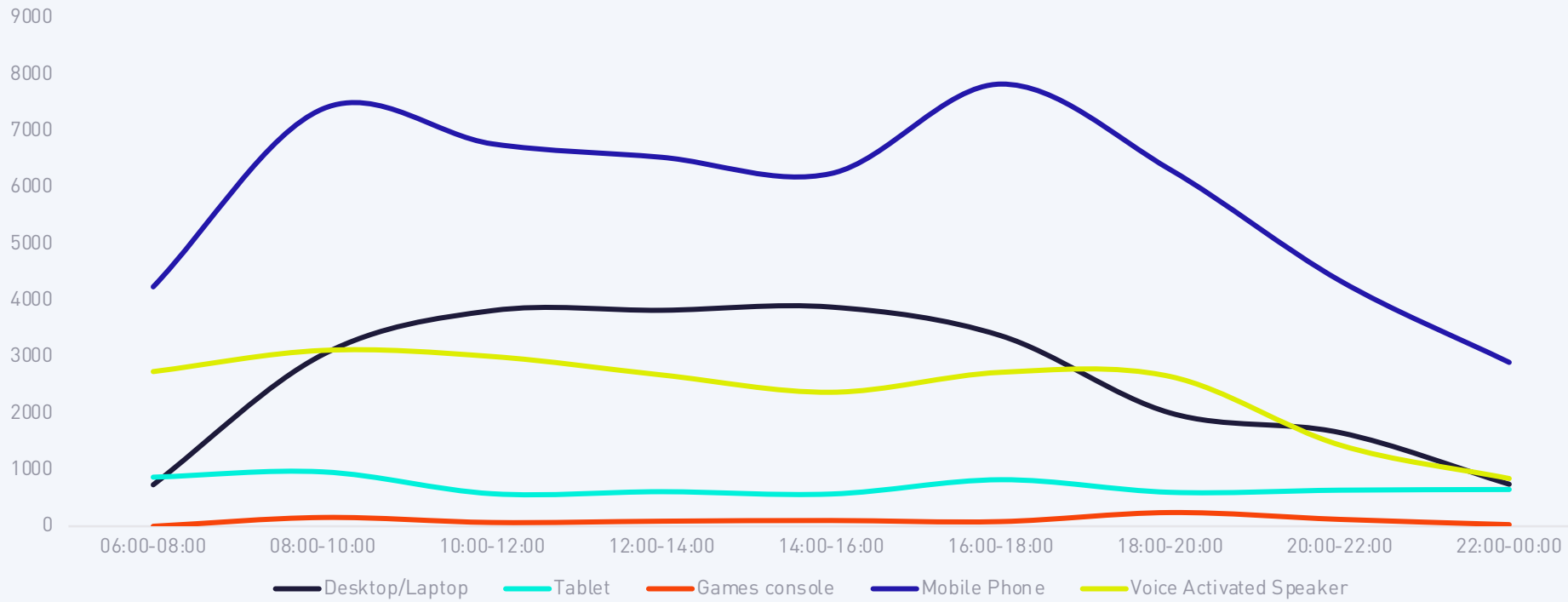
We can see a huge increase in online radio listening over the weekend, especially in the morning, this mirrors trends of elder demographics and the amount of people listening to audio content in their homes. Podcasts and on demand music services are consumed less and have smoother curves than during midweek.



Part 6: Device

Device– Weekday

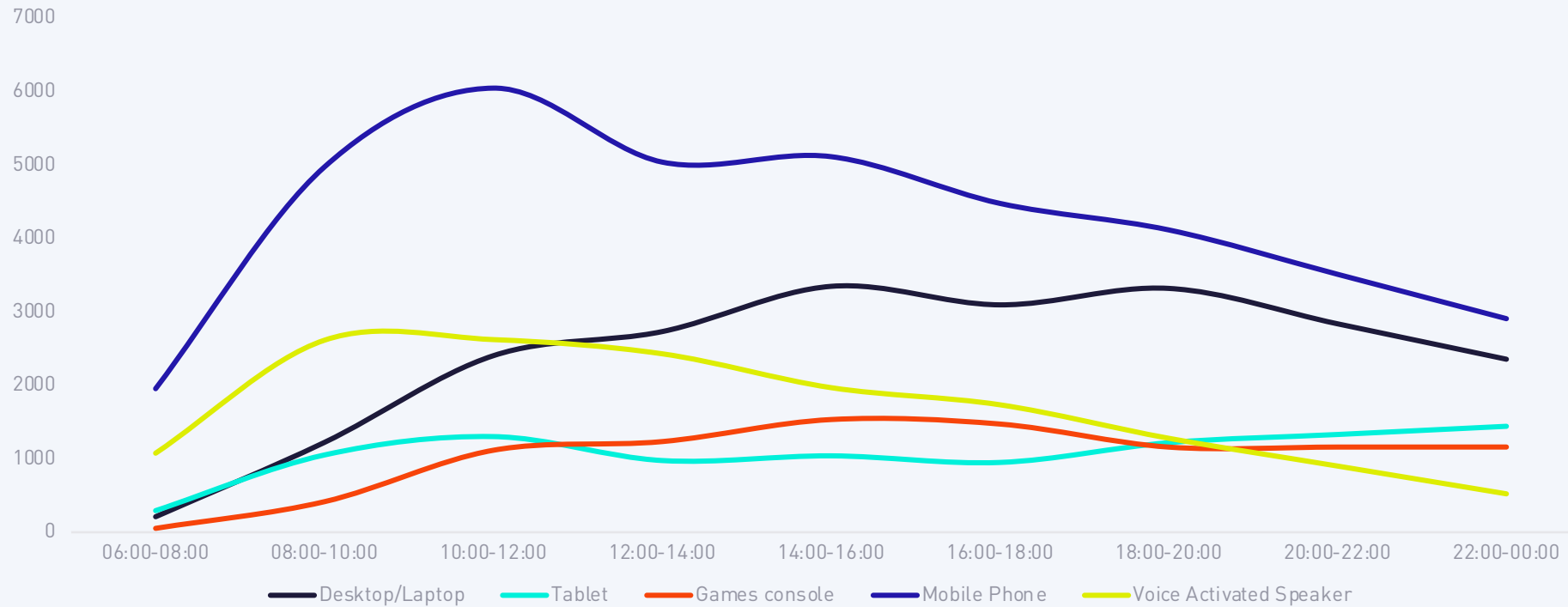
Weekly Reach (000s) Split By Device



Whilst mobile consistently represents the largest audio reach, it is interesting to note that during the traditional 9-5 workday mobile listens dip as desktop listens increase, indicating that many workers swap devices whilst they work.

Device– Weekend

Weekly Reach (000s) Split By Device



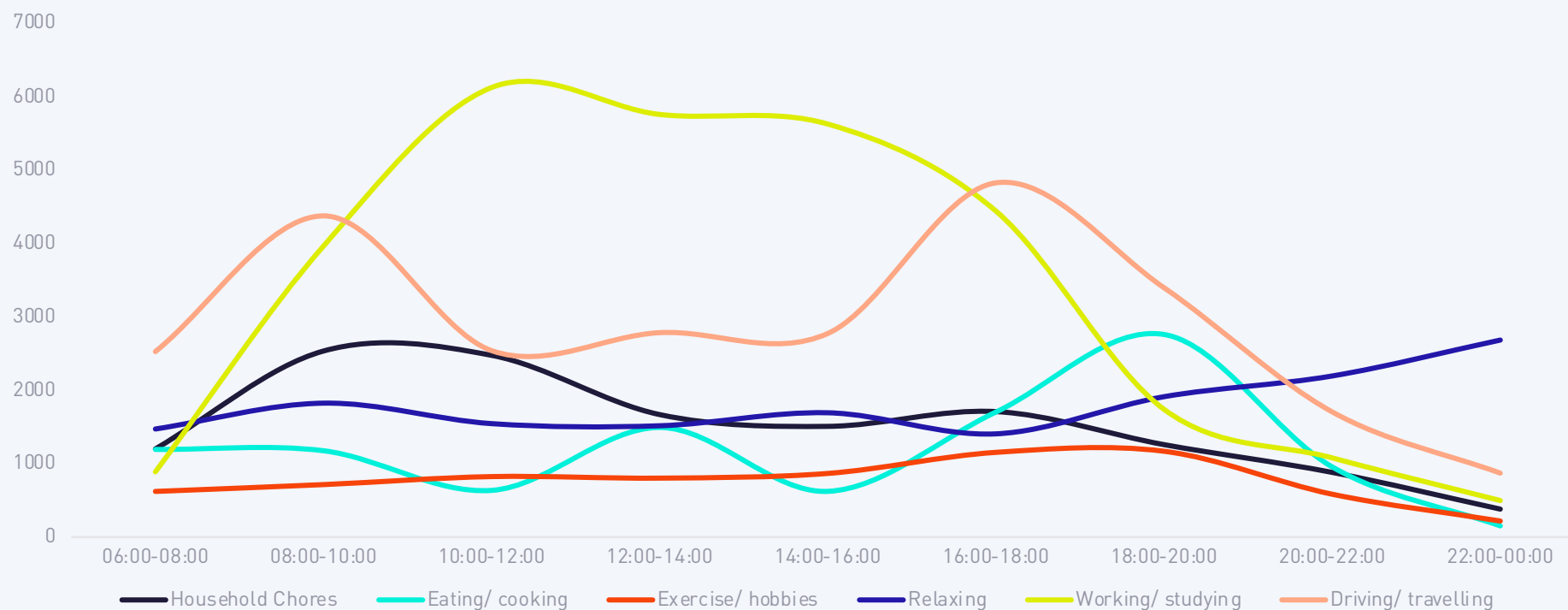
Devices used at weekends are significantly more varied. Interestingly, desktop use still grows throughout the day as people are more likely to be at home. Listening through games consoles is far higher than midweek, whilst voice activated speakers show high reach in the mornings across both weekdays and the weekend.



Part 7: Activity

Activity – Weekday

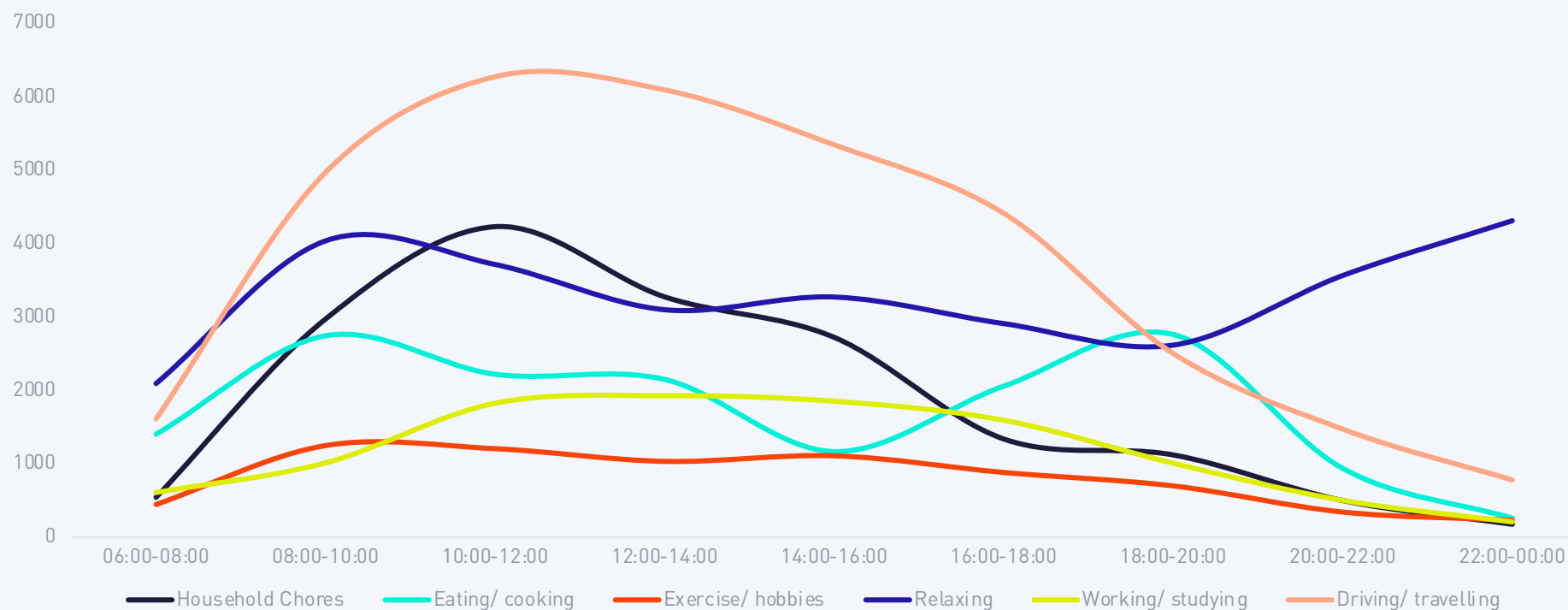
Weekly Reach (000s) Split By Activity



We can observe peaks in the use of audio content whilst travelling during typical commute times which bookend a large rise in listening whilst working throughout the day. In the evenings we see a peak in listening whilst eating or cooking followed by a steady rise in listening whilst relaxing into the night.

Activity – Weekend

Weekly Reach (000s) Split By Activity



At the weekend, we can see a significant increase in listening whilst travelling throughout the middle of the day. People are also more likely to listen whilst cooking or eating in both the morning and evening, and listen to relax throughout the day, especially in the evening.