

The MIDAS Survey is designed to provide context and insight into how, when and where audio content is being consumed in this current liberated environment.

With the increasing penetration of connected devices such as smart speakers, smartphones and many more, MIDAS shows how listeners are embracing the multi-platform and multi-device offering, as well as how audio-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.

The Autumn 2023 fieldwork was carried out over two weeks in September with a sample of 2,410 former RAJAR respondents' adults aged 15 plus, completing a 7-day online diary. Tables of the following data by demographic split are available on request. A list of diary variables can be found on the back page of these charts. All the key metrics of the data are based on an average weekly basis.

The data charts are displayed as follows:

- Audio Overview
- Wave on Wave Trends
- Connected Audio
- Live Radio
- Listen Again
- On Demand Music Services
- Podcasting
- Time of Day
- Diary Variables

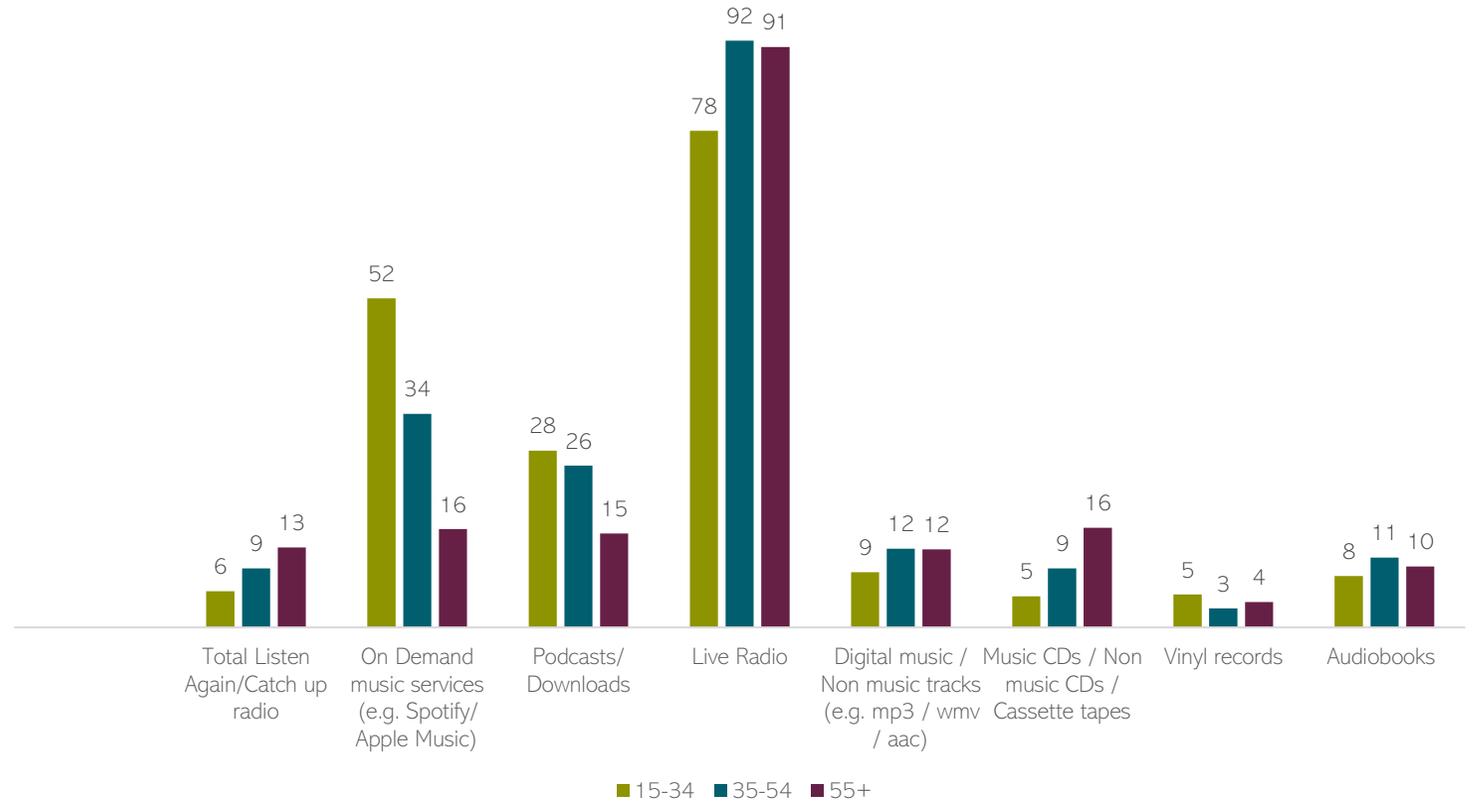
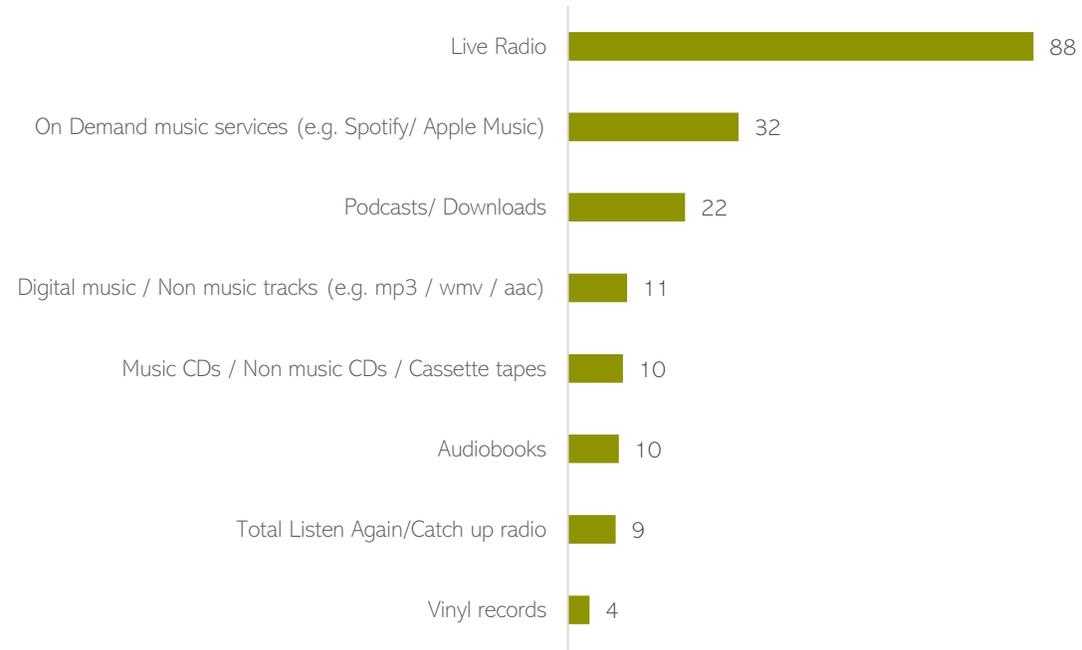
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Weekly reach %

ALL ADULTS 15+

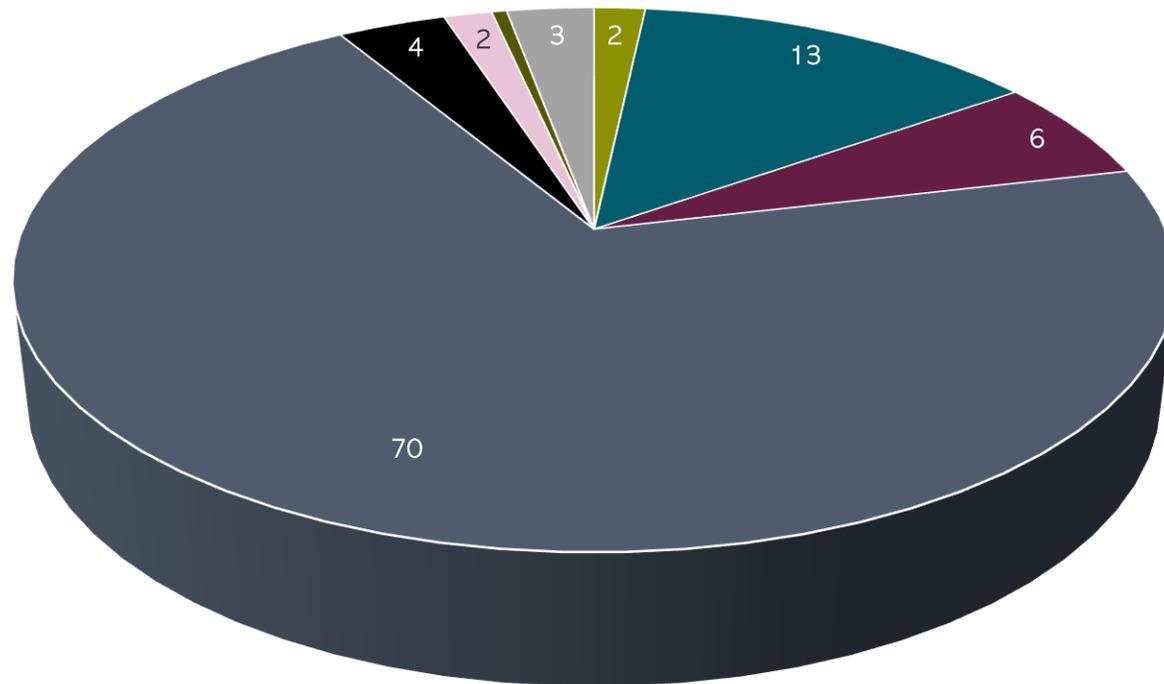
Audio Overview



ALL ADULTS 15+

- Total Listen Again/Catch up radio
- On Demand music services (e.g. Spotify/ Apple Music)
- Podcasts/ Downloads
- Live Radio
- Digital music / Non music tracks (e.g. mp3 / wmv / aac)
- Music CDs / Non music CDs / Cassette tapes
- Vinyl records
- Audiobooks

Share % of Audio



Share % of Audio

■ Total Listen Again/Catch up radio

■ On Demand music services (e.g. Spotify/ Apple Music)

■ Podcasts/ Downloads

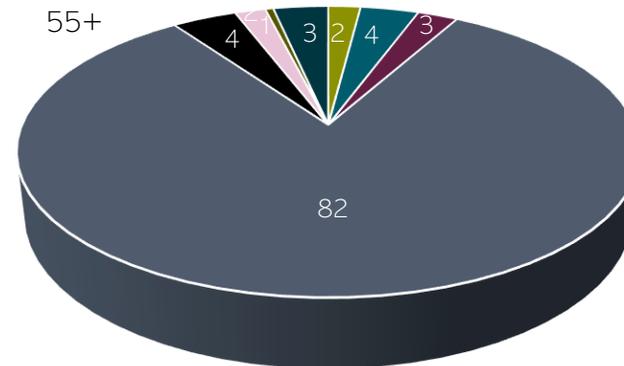
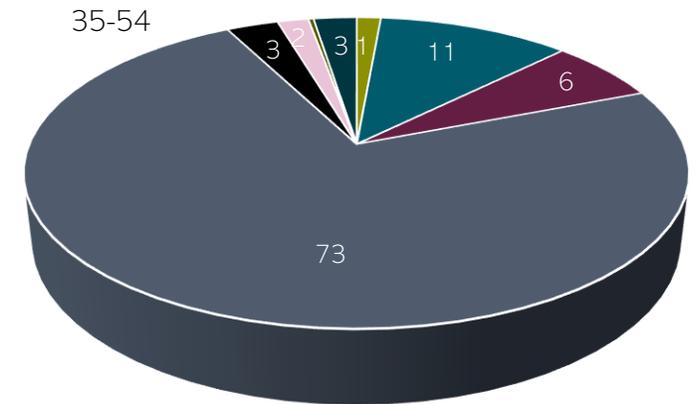
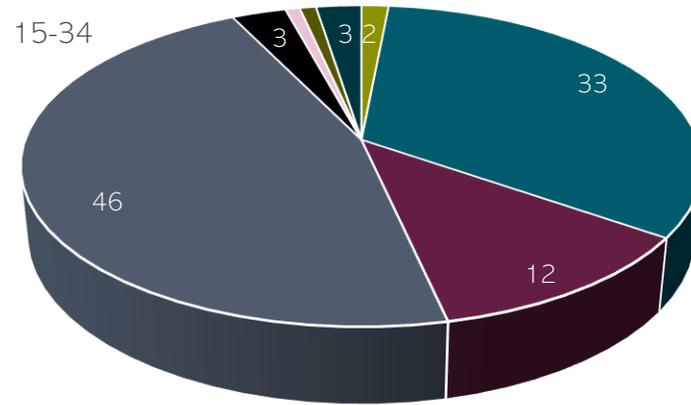
■ Live Radio

■ Digital music / Non music tracks (e.g. mp3 / wmv / aac)

■ Music CDs / Non music CDs / Cassette tapes

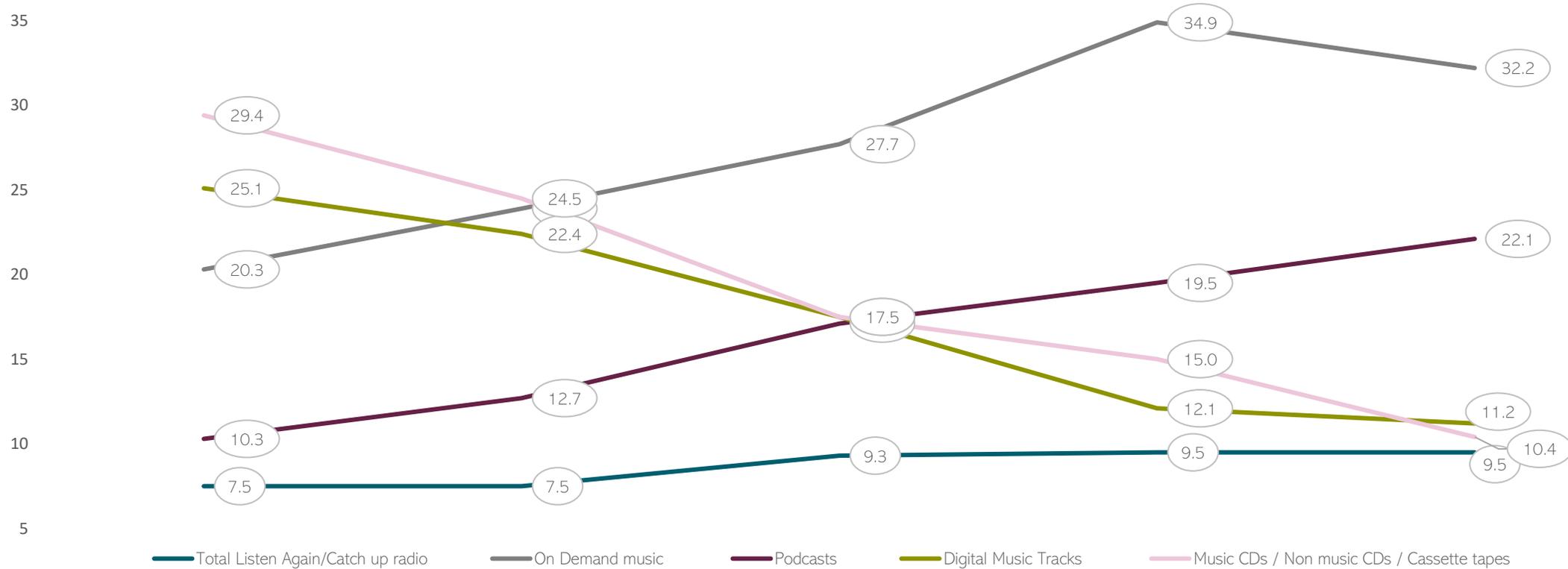
■ Vinyl records

■ Audiobooks



Weekly reach %

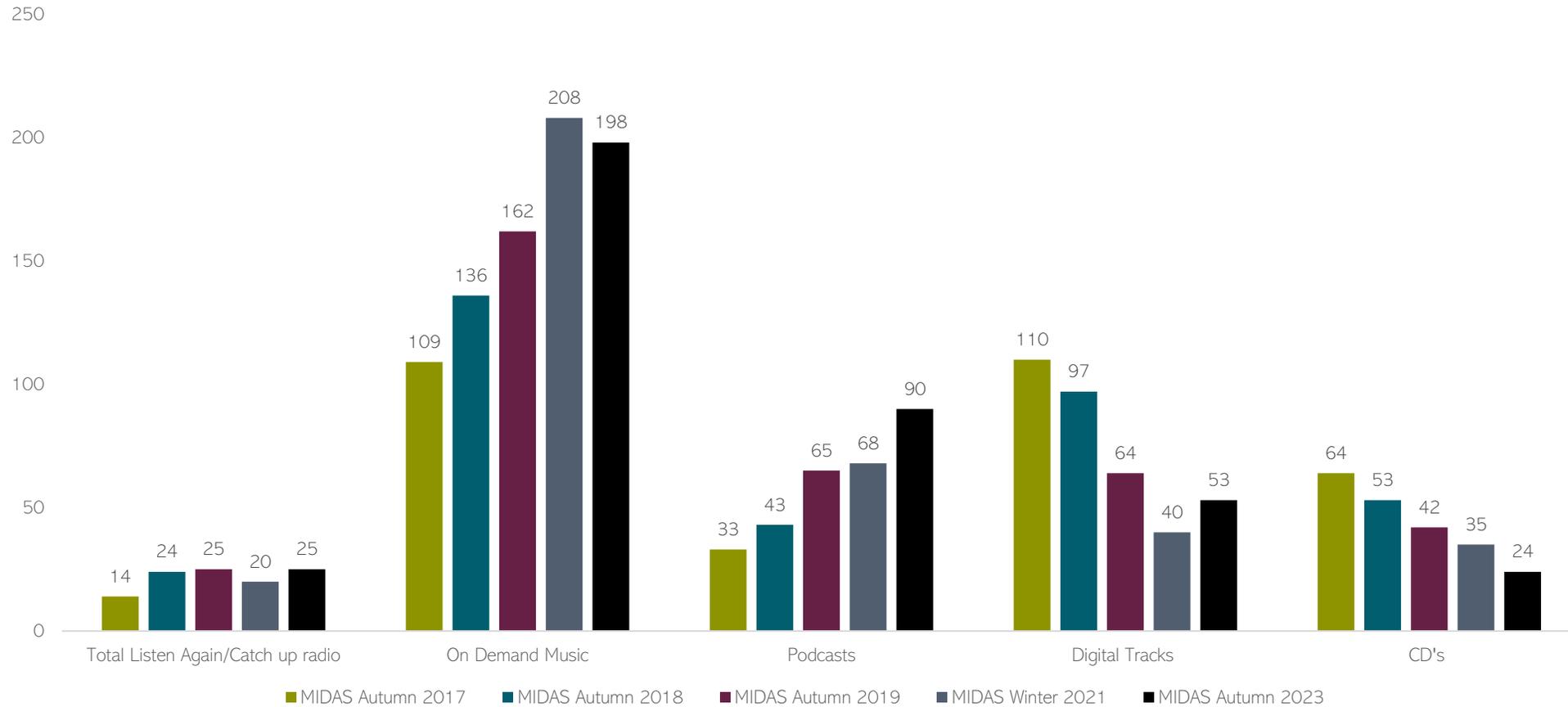
Audio Type Trends



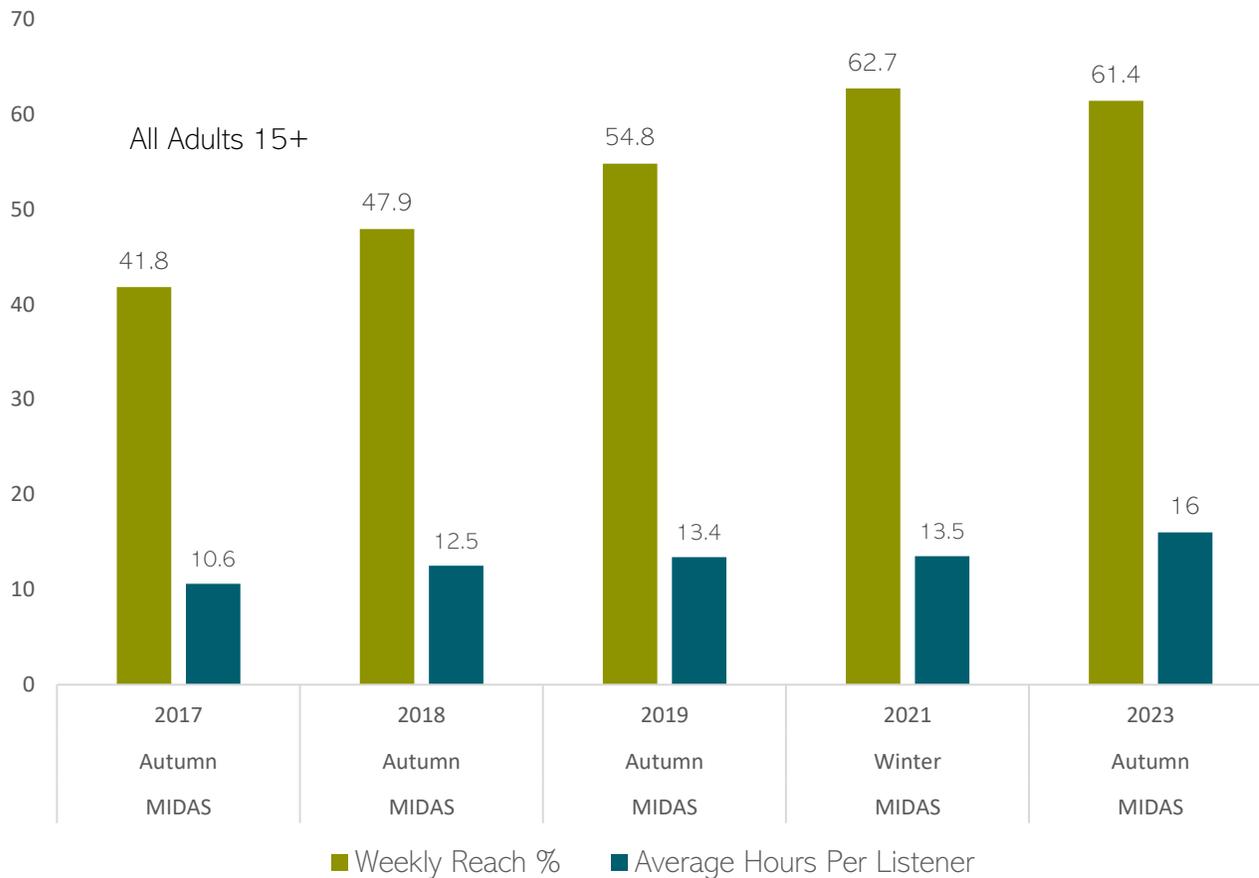
2017 Autumn MIDAS	2018 Autumn MIDAS	2019 Autumn MIDAS	2021 Winter MIDAS	2023 Autumn MIDAS
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Hours in millions

Audio Type Trends



Connected Audio



The term 'connected audio' is comprised of audio types that are listened to via connected devices, including Podcasts, Catch Up Radio, On Demand Music services and Live Radio. This analysis removes devices, such as traditional AM/FM/DAB radio sets and other formats that have no internet connection.



Live Radio

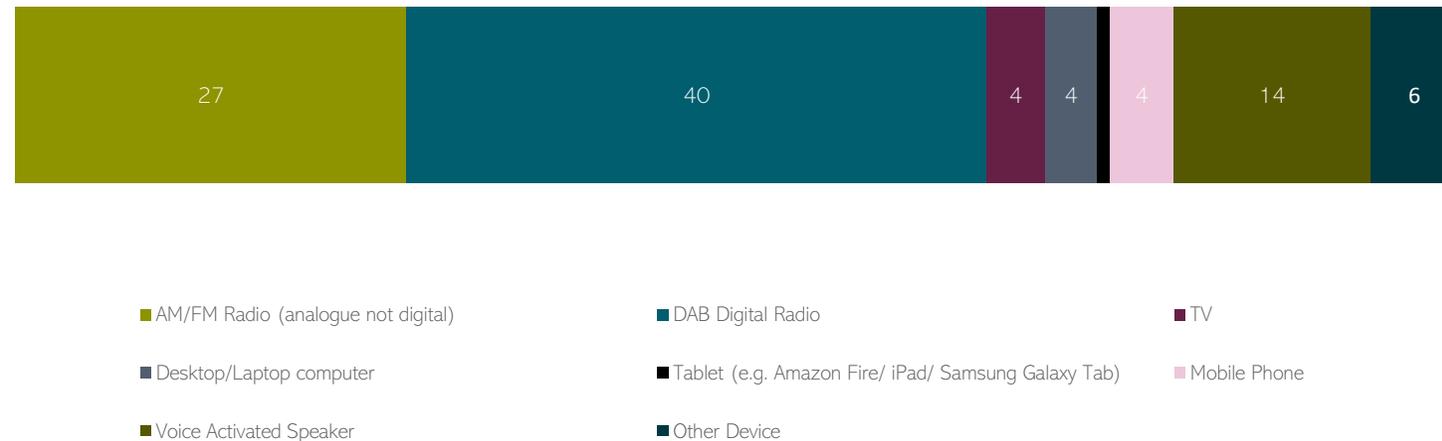
Live radio, in terms of time spent with the medium, the share of listening hours are still dominated by listening via a radio set, followed by more connected devices such as phones, tablets and computers.

Live Radio by Activity – Weekly Reach %



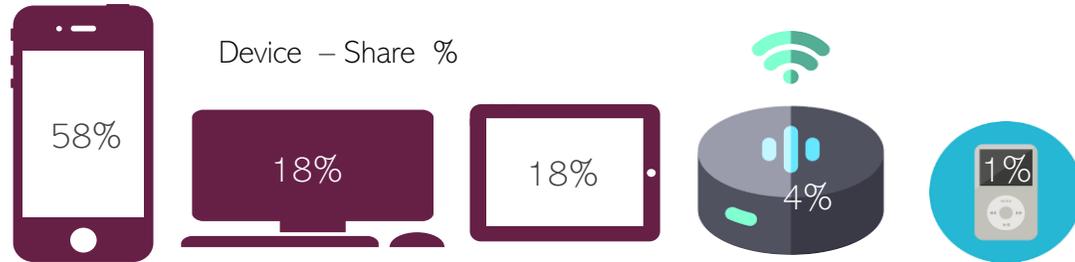
Live Radio is a companion during many different occasions, mostly driving or travelling, relaxing at home and at work. Listening to radio is mainly done alone (61%) but is often shared with others 19% with partner/spouse and 9% with colleagues at work.

Share% via Device

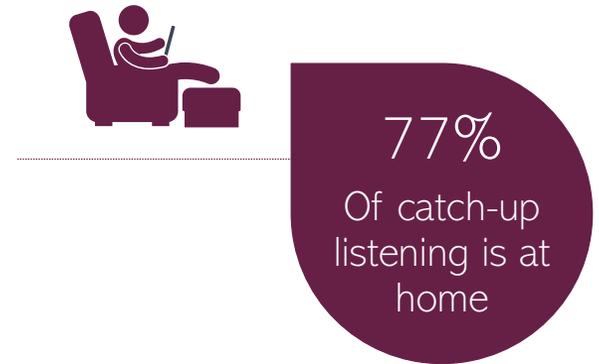
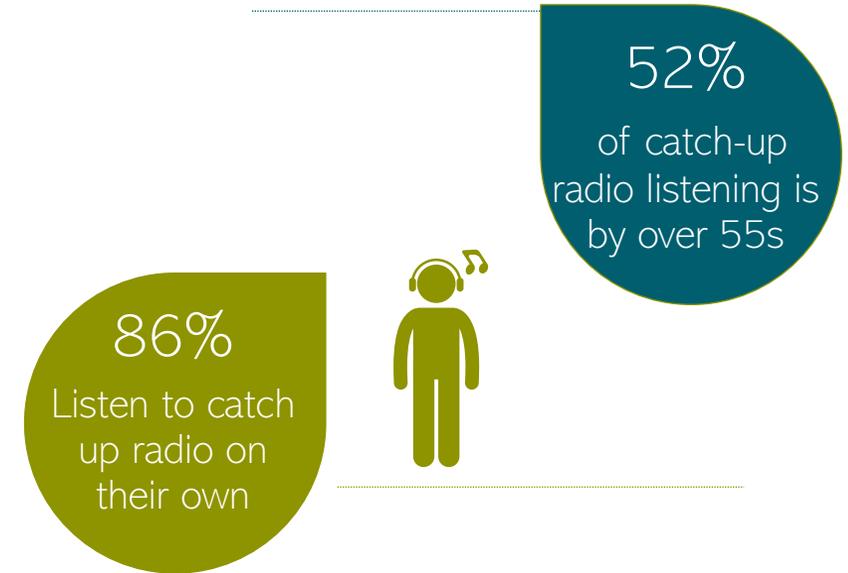


Catch up Radio

Catch up Radio



Catch up radio or 'listen again' is mostly engaged in by older demographics 55+ (52%), of which they listen to 4.6 hours in an average week (all adults listed to 4.7 hours in an average week). Catch up radio is mostly listened to when a listener is working/studying (26%) or relaxing (23%). In this Autumn wave 54% of catch-up radio is music based and 46% is speech based.



On Demand Music

On Demand Music

On Demand music services are favoured by younger audiences in the 15 – 34 age band (49%) and on average this group listened for 14 hours in a week (all adults listen to 10.9 hours of on demand music in an average week). The activities engaged in whilst listening to on demand music, is mostly done whilst working/studying (37%) yet 17% of the hours are consumed whilst driving/travelling, 9% whilst doing household chores and 9% whilst relaxing or doing nothing. 55% of the listening hours are undertaken in home.

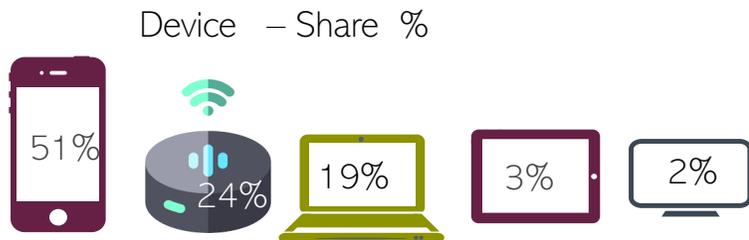


37%
of listening
whilst working
or studying

34%
of listening is
done with
others



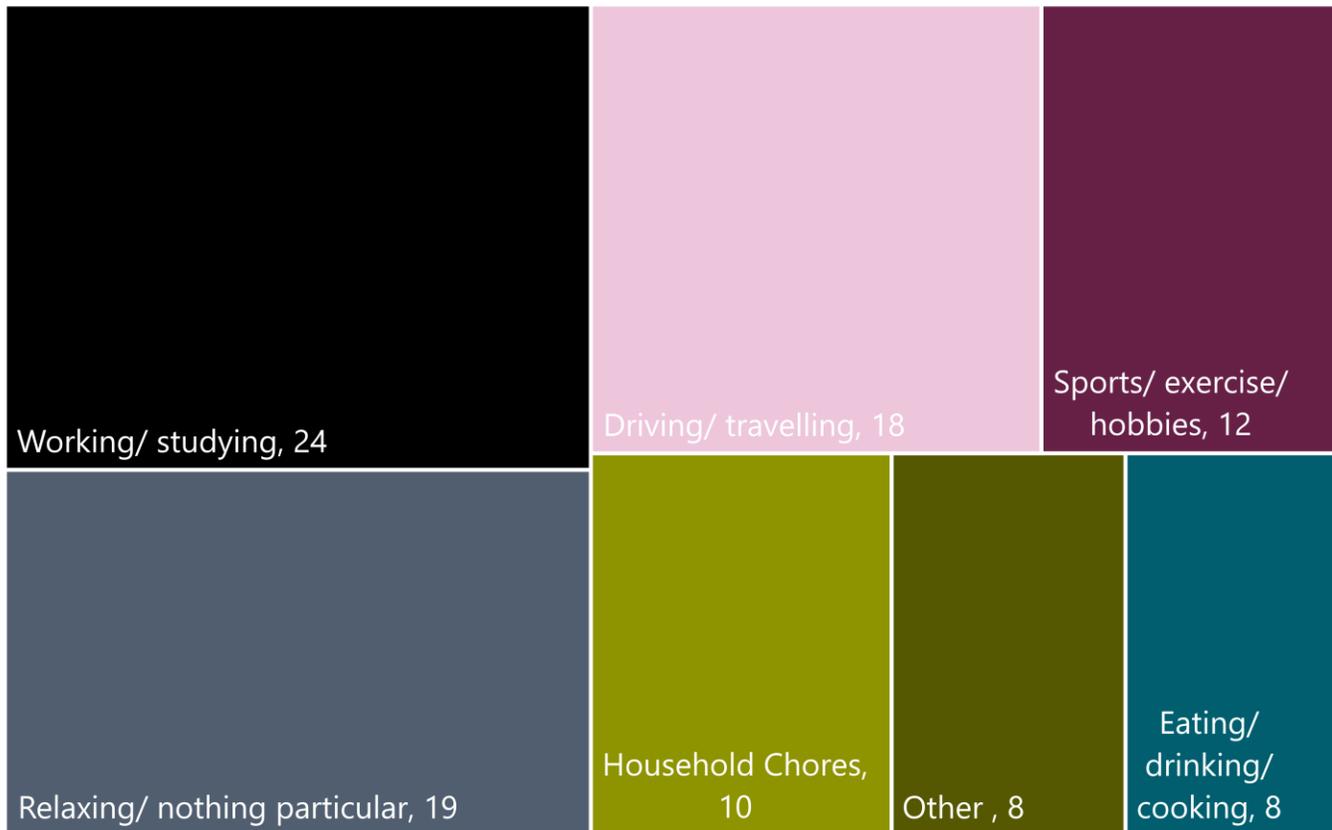
60%
claim to use an
OMS service
with no ads



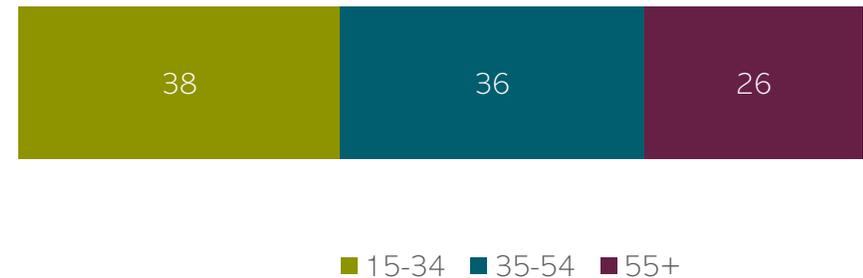
Podcasts

Podcasts

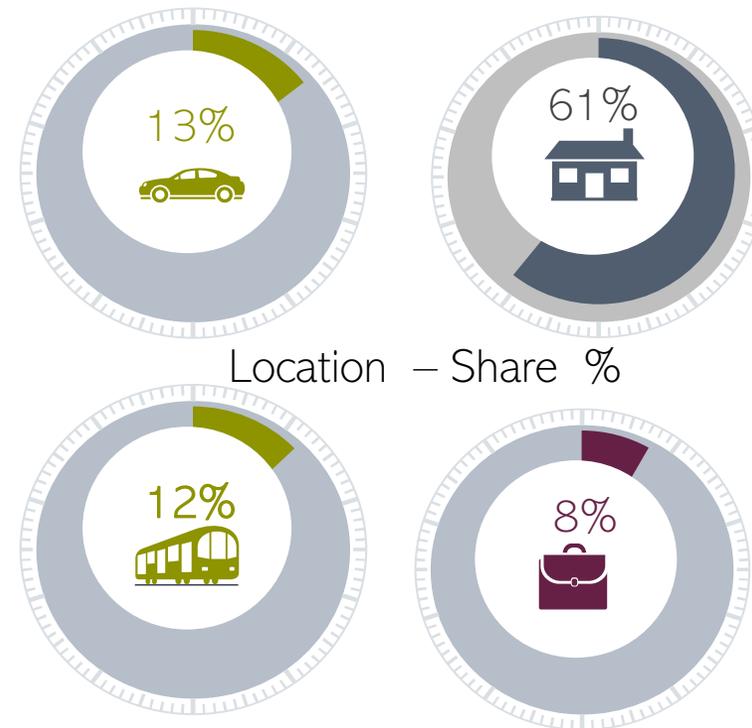
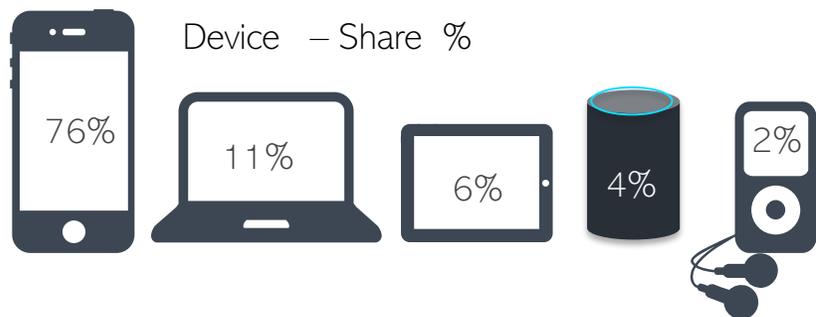
Activity – Share %



Reach Profile



Podcasts



63% of Podcast listeners listen to more than half of all the episodes they download. 72% listen to all or mostly all of each episode they download. 80% of those asked listen to between 1-3 podcasts per week. In this wave, the most favoured genre of podcast listening is Comedy, followed by News and Politics, Sports and True Crime. Listeners claim that 'Word of Mouth' and 'Social Media' are their go to sources to find new Podcasts.

Monday – Friday average reach % of listeners

Time of Day

