AUTUMN 2026

MIDAS

Multi Device and Multi Platform Audio

The MIDAS Survey is designed to provide context and insight into how, when and where audio content is being consumed in the UK.

With the growing use of connected devices 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, who they are listening with, and how the audio makes them feel.

Please note: live radio data in this document is sourced from MIDAS.



KEY FINDINGS

In summary

96%

of UK adults (57 million) listen to audio in a week

27.8 hrs

average weekly listening per listener

1.6bn+

total UK weekly hours listened to audio

Weekly audio listening in the UK remains strong, albeit varied between age and gender. The Autumn 2026 wave of MIDAS finds that the weekly reach for audio consumption that is solely listened to and not viewed remains very high, with **57 million adults or 96%** of the UK population (adults 15+) doing so in a week. Listeners spend on average **27.8 hours** a week engaging in their favourite audio types. The total number of UK weekly hours listened to audio is over **1.6 billion.**

The audio types focused on are live and catch-up radio, on demand music services, podcasts, owned music and audiobooks. For more detailed information on live radio, please see the most recent RAJAR release (Q3 2026): rajar.co.uk/listening/quarterly_listening.php

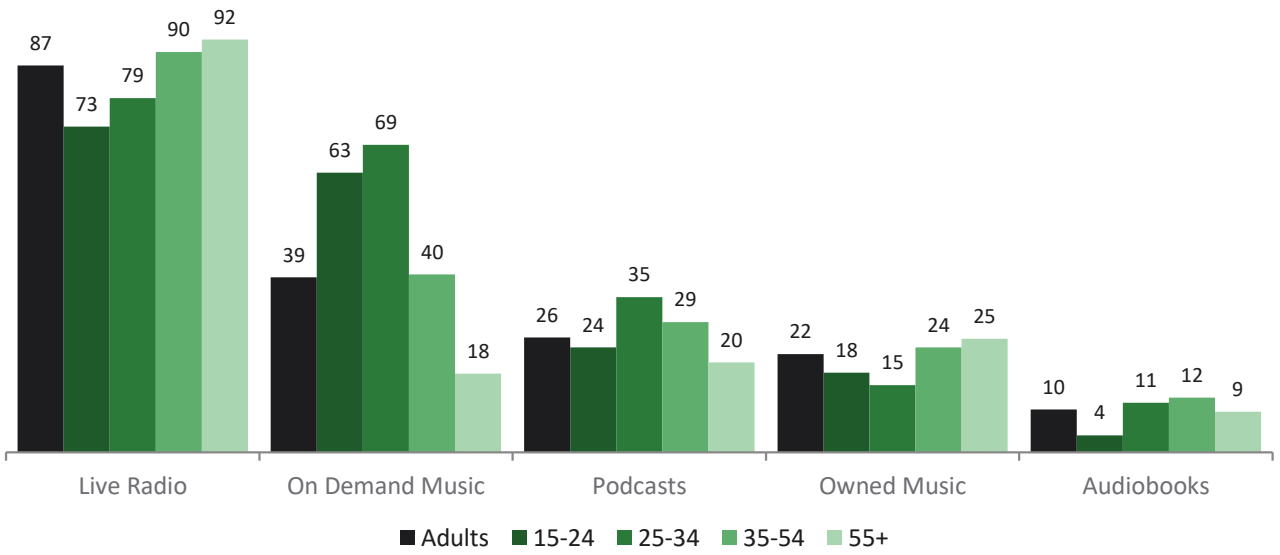
The key metrics for audio listening are based on the non-visual elements of the survey. Charts are displayed by reach %, share % or numbers in 000s (reach is defined by those who listened for five minutes or more in the diary week). Most of the information is based on all adults (15 plus) except where specified by demographic breakdown (15-24, 25-34, 35-54 and 55+) or gender.

AUDIO LISTENING

Audio listening in the UK remains strong

Weekly Reach %

By audio type and age group



87%

of adults listen to Live Radio in a week

63%

of 15-24s listen to On Demand Music in a week

35%

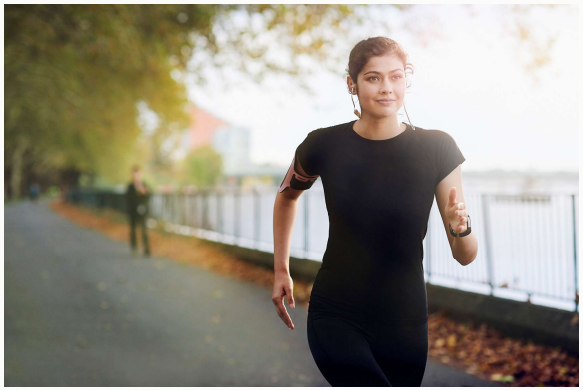
of 25-34s listen to podcasts in a week

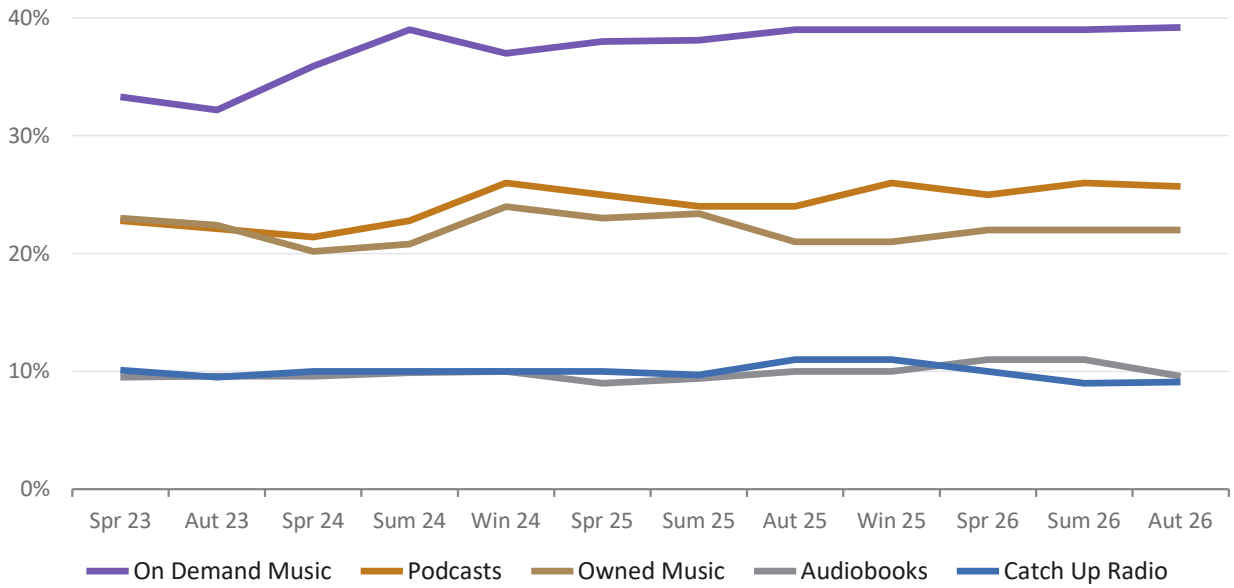
*Owned music includes digital tracks, CDs, cassettes and vinyl

TRENDS

Audio type listening trends

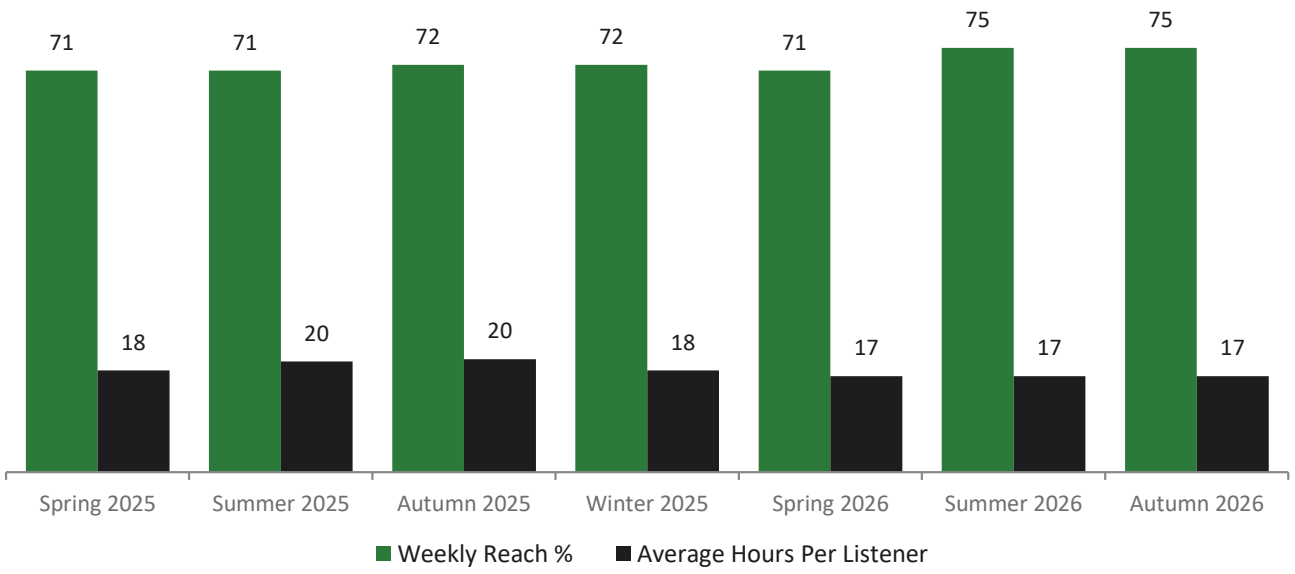
On Demand Music services and Podcasts have become steadily more popular, whilst Catch Up Radio and Audiobooks have remained stable throughout.





Connected Audio reach and hours

Weekly reach % and average hours per listener

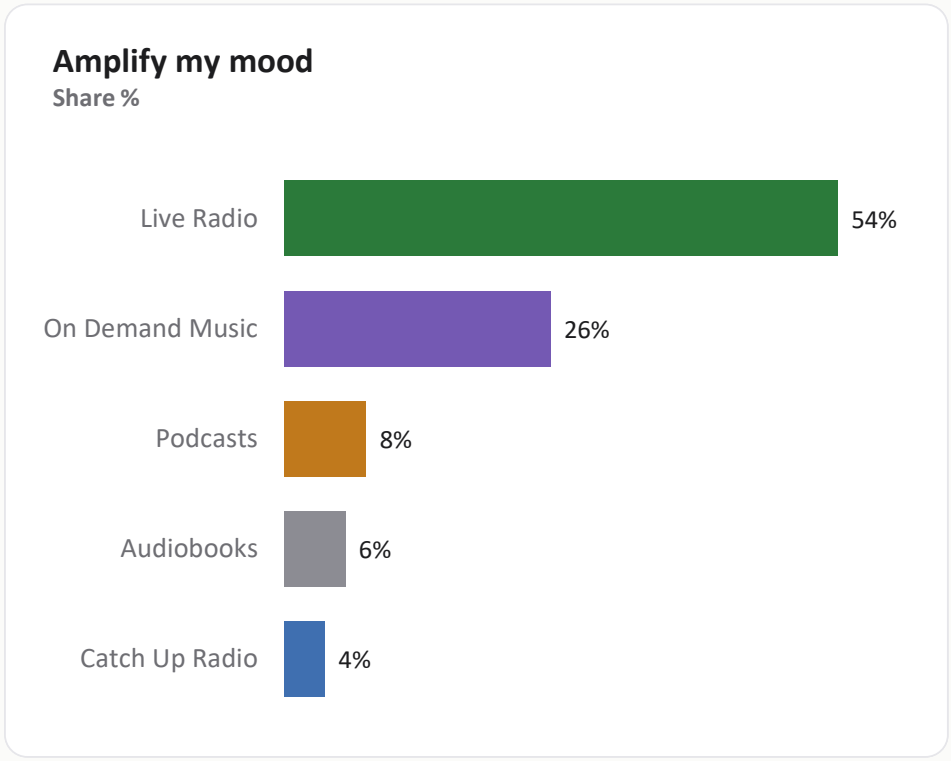


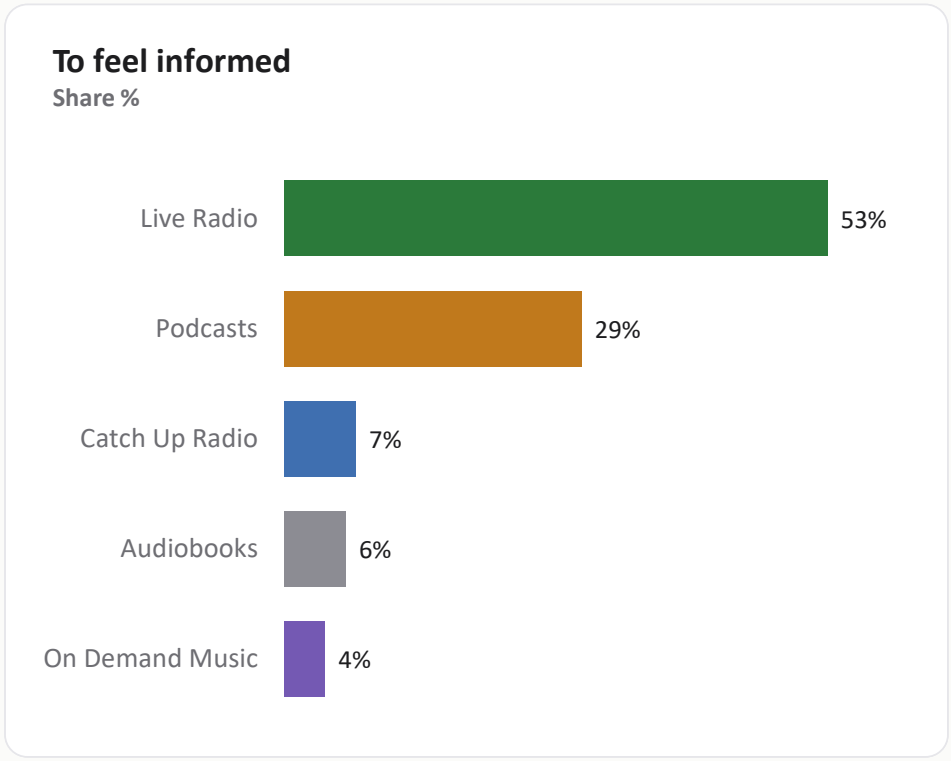
Connected Audio reaches **75%** of the population in an average week and on average adults listen for around **17 hours** per week.

Connected Audio includes Podcasts, Audiobooks, On Demand Music, Catch Up Radio and Live Radio (via smartphone, computers, games consoles, wearable tech, media players, smart speakers).

NEED STATES

Need states: amplify my mood and feel informed

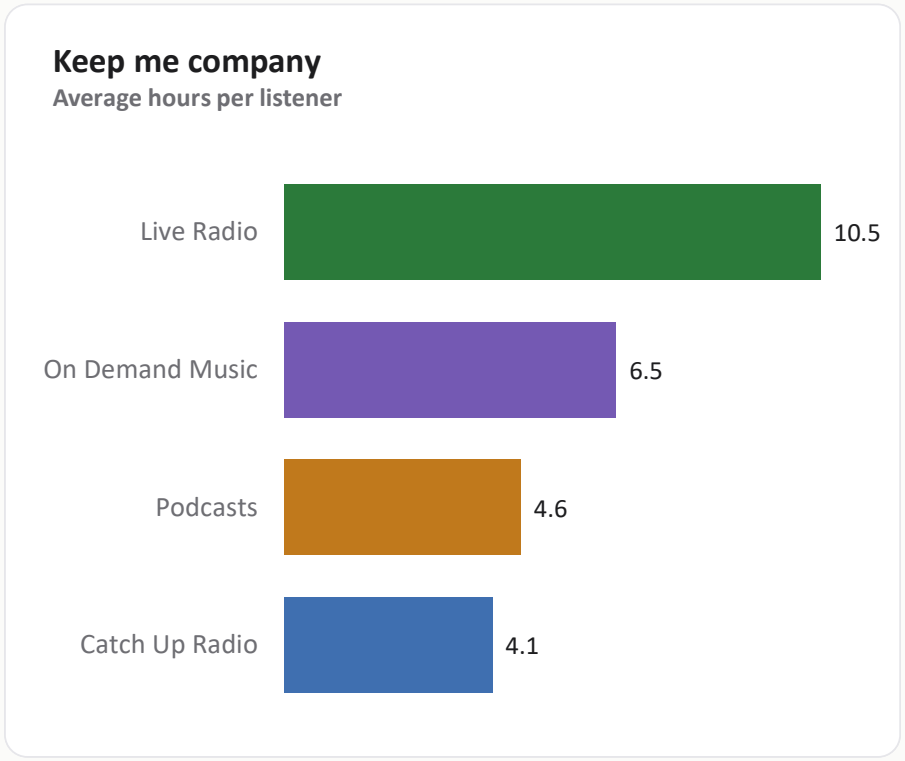


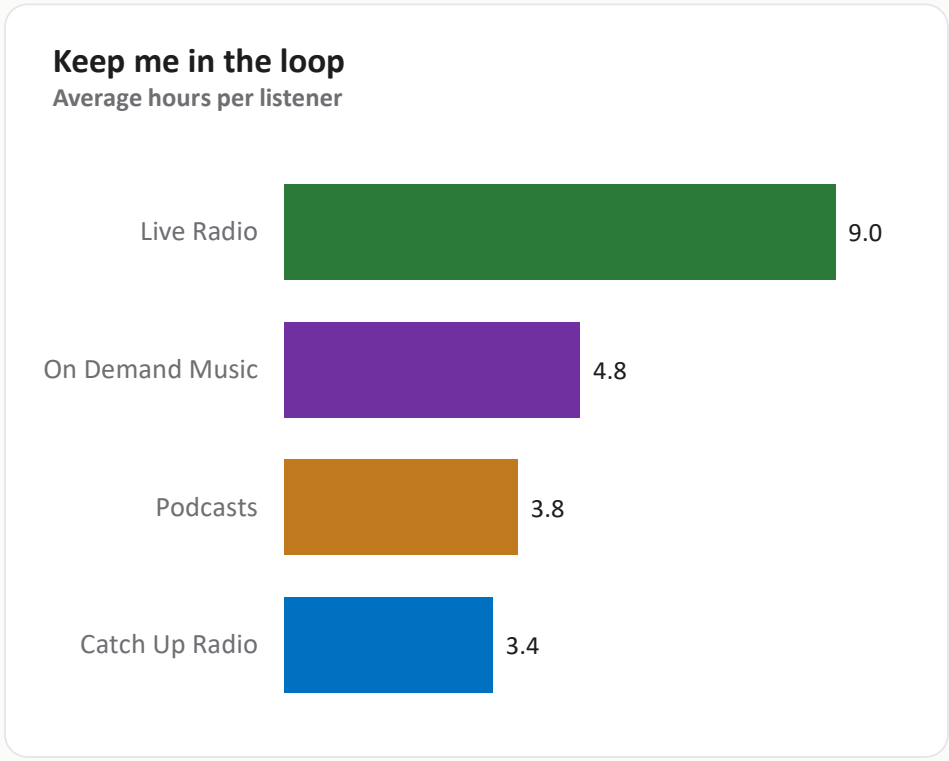


*The response 'no reason' has been removed. 'To relax/lift my mood' has been combined to create 'Amplify my mood'. 'To spark conversations/to broaden my horizons' has been combined to my horizons' has been combined to create 'To feel informed'. Based on listeners that chose these need states.

NEED STATES

Need states: keep me company and in the loop



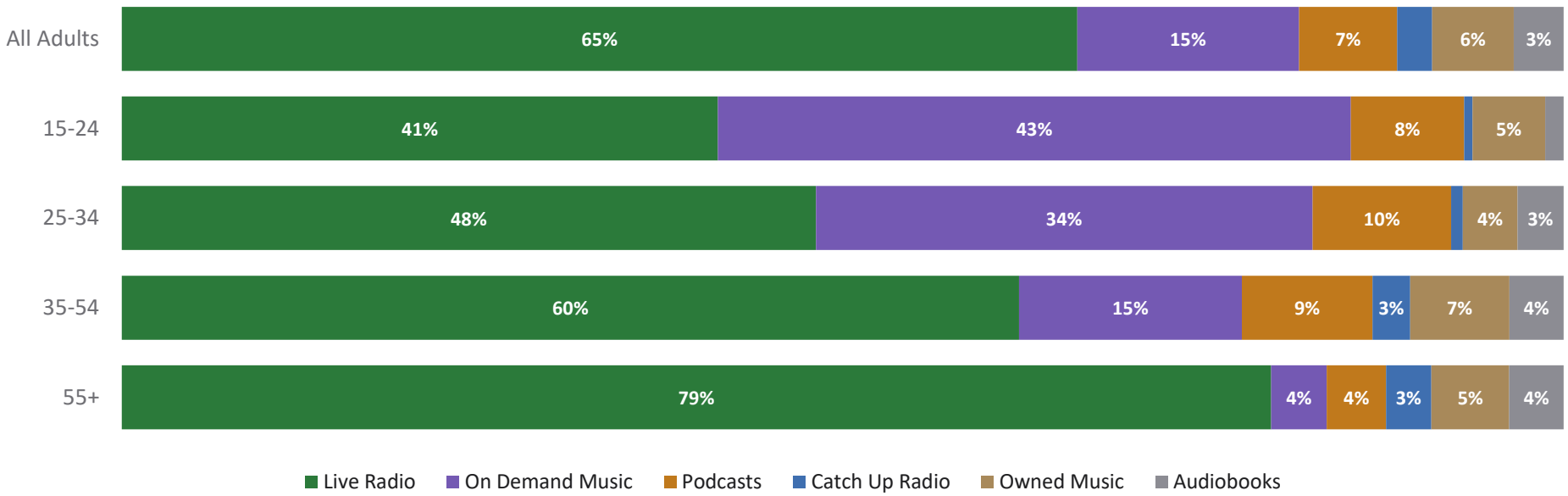


*The response 'no reason' has been removed. Based on listeners that chose this need state.

SHARE OF LISTENING

Share of audio listening by age

Share (%) of audio listening by age

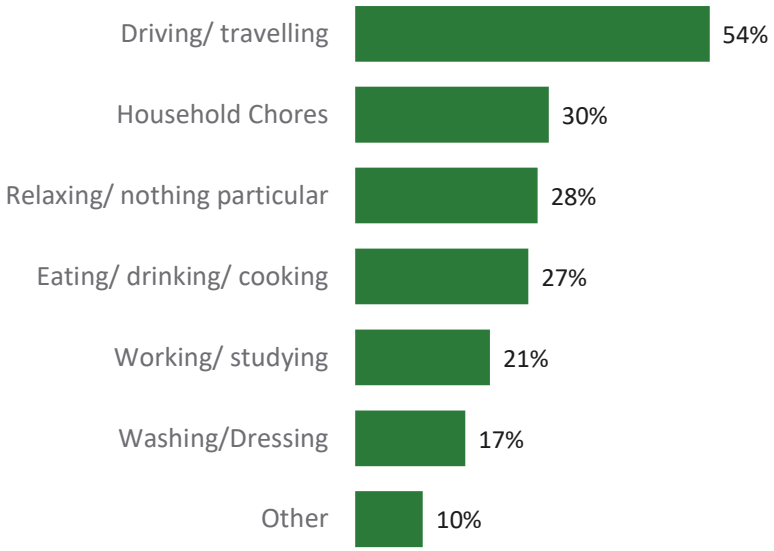


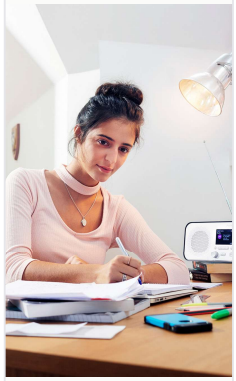
*Excluding visual. **Those not asked have been removed.

Live Radio: what listeners are doing

Weekly Reach %

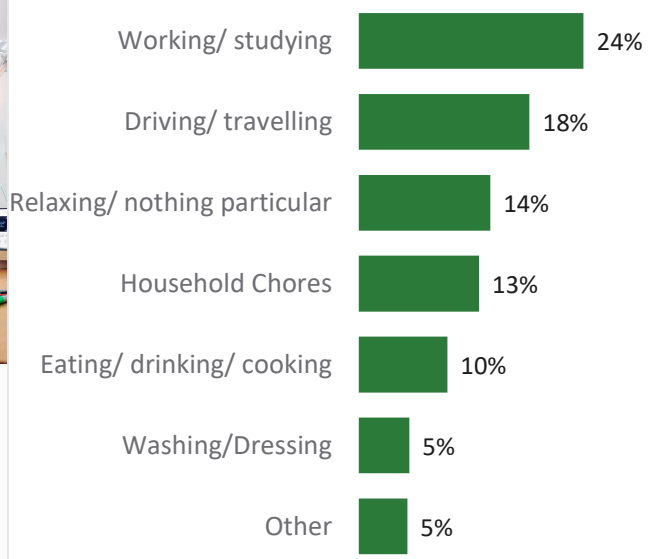
Activities while listening to Live Radio





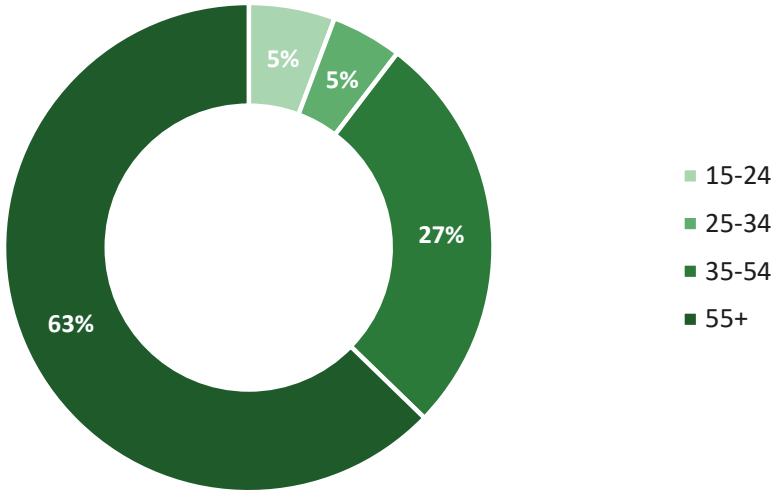
Weekly Share %

Activities while listening to Live Radio



Catch-Up Radio: aged 35 plus audience

Age profile of Catch-Up Radio listeners
% of listeners



The profile of the Catch-Up Radio listener is dominated by the 35 plus age group, slightly skewed to male listeners

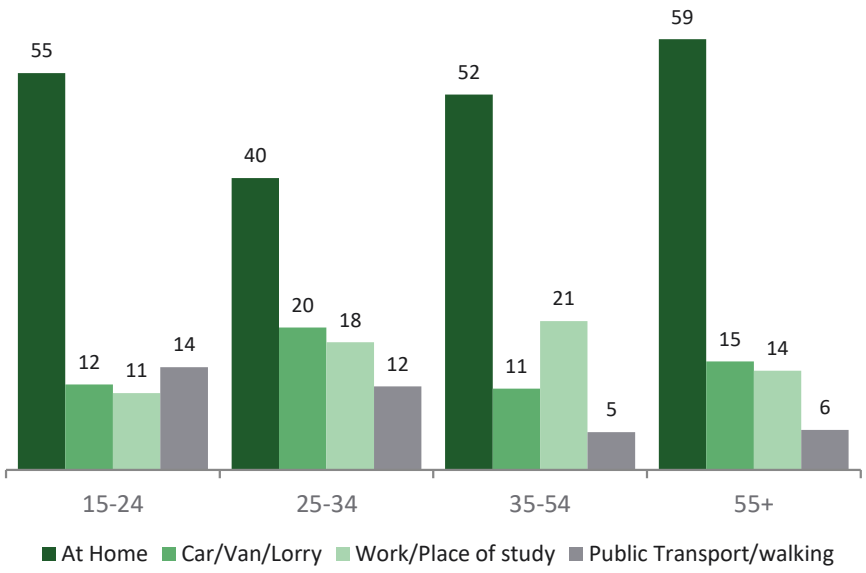


90%

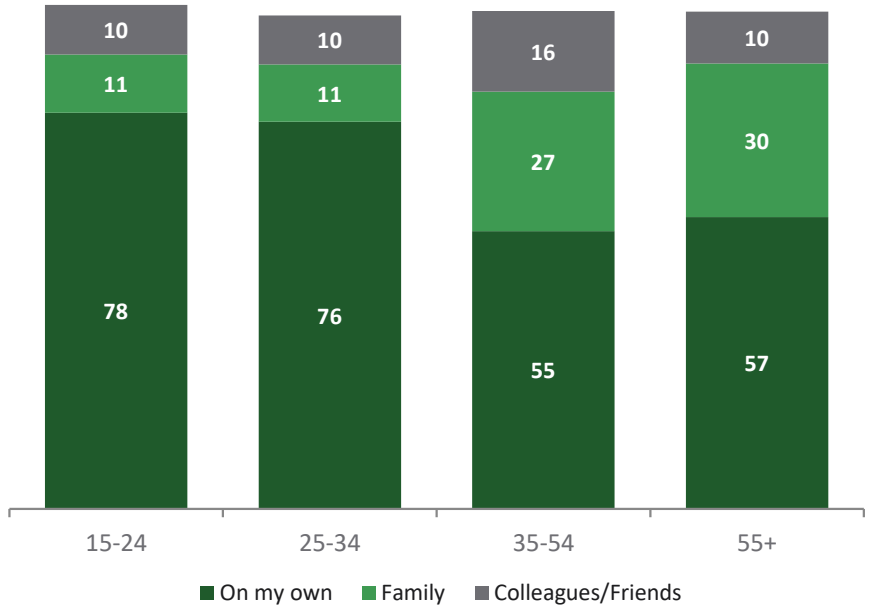
of Catch-Up Radio listeners are aged 35 plus

On Demand Music: where and who with

Share % by location

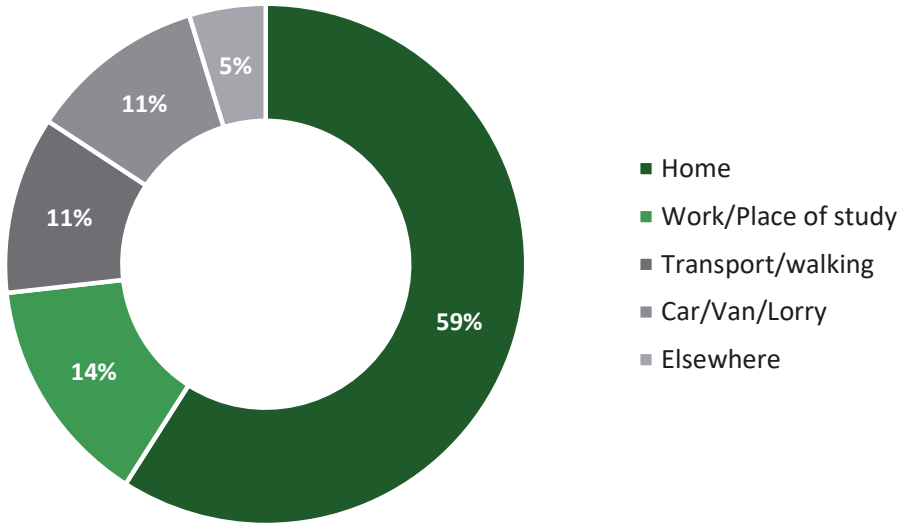


Share % by who listened with



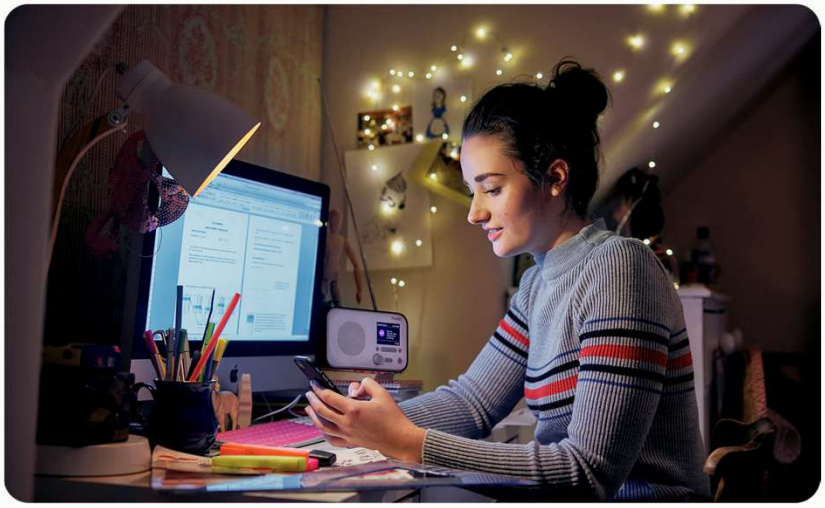
The podcast listener

Share % by location



51%
Male

49%
Female

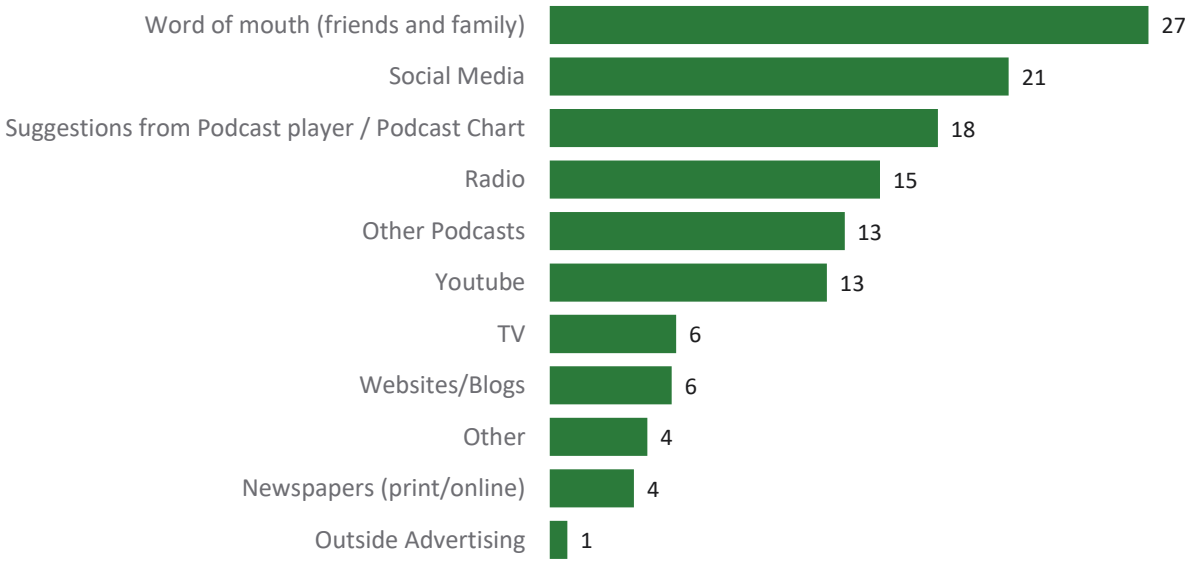


PODCASTS

Sources of podcast discovery

% of Podcast Listeners

By source of discovery



27%

of podcast listeners discover via word of mouth

21%

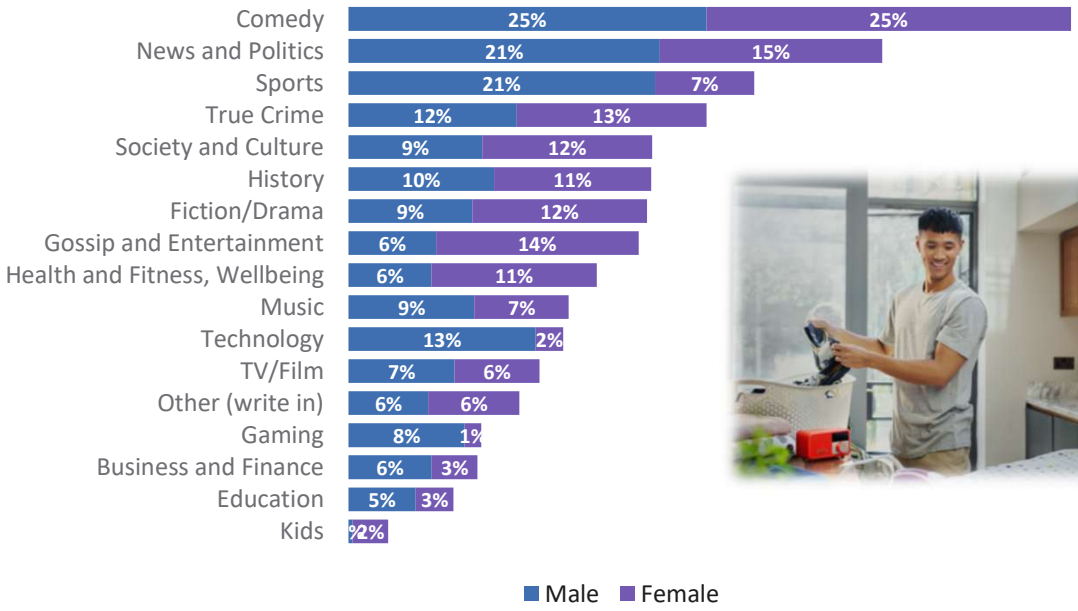
discover podcasts through social media

18%

through podcast player suggestions or podcast charts

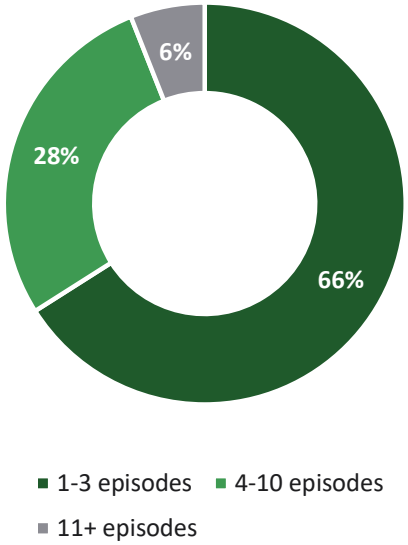
Podcast genres and episodes

% claimed genre listened to the most



Weekly podcast episodes

% claimed number listened to



*Claimed podcast listeners (everyday, most days, once a week, once a month, less often) via questionnaire

TIME OF DAY

Time of day: when audio peaks

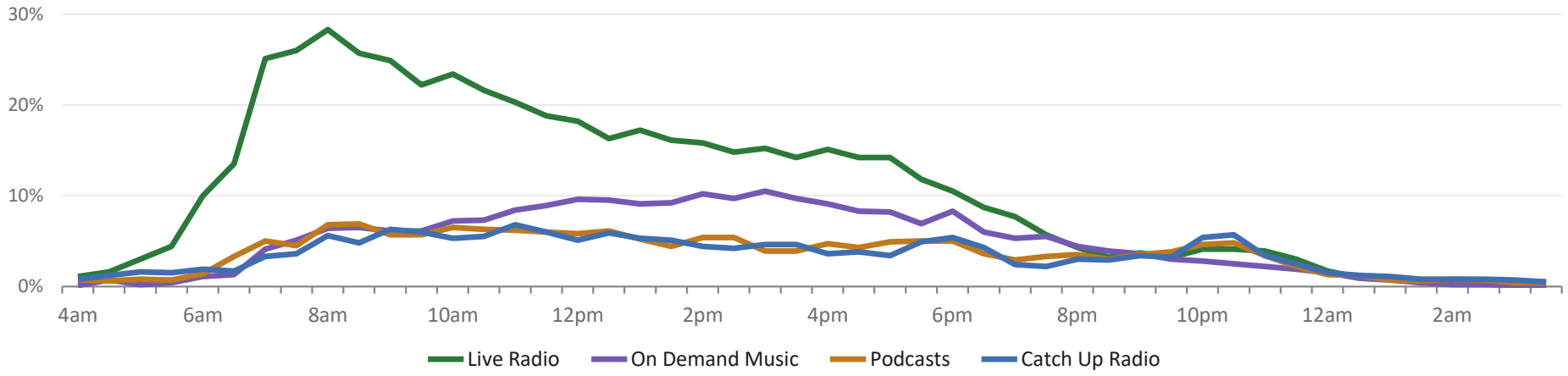
Peak: Live Radio
8 - 8.30am

Peak: Podcasts
8.30 - 9am

Peak: On Demand Music
3 - 3.30pm

Peak: Catch Up Radio
10 - 10.30am

Monday - Friday average reach % of those who listen



ABOUT THE SURVEY

About MIDAS Autumn 2026

MIDAS Autumn 2026 fieldwork was carried out over two weeks in September 2026 with a final sample of 1,717 former RAJAR participants aged 15 plus who completed a 7-day online diary.

This information can be used publicly quoting the source: **RAJAR MIDAS Autumn 2026**. All the key metrics of the data are based on an average weekly basis. As per RAJAR, the most recent set of published MIDAS data should be used for any external purposes.

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