



RAJAR's Audio Survey 'MIDAS' Spring 2025

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 and how audio makes them feel.



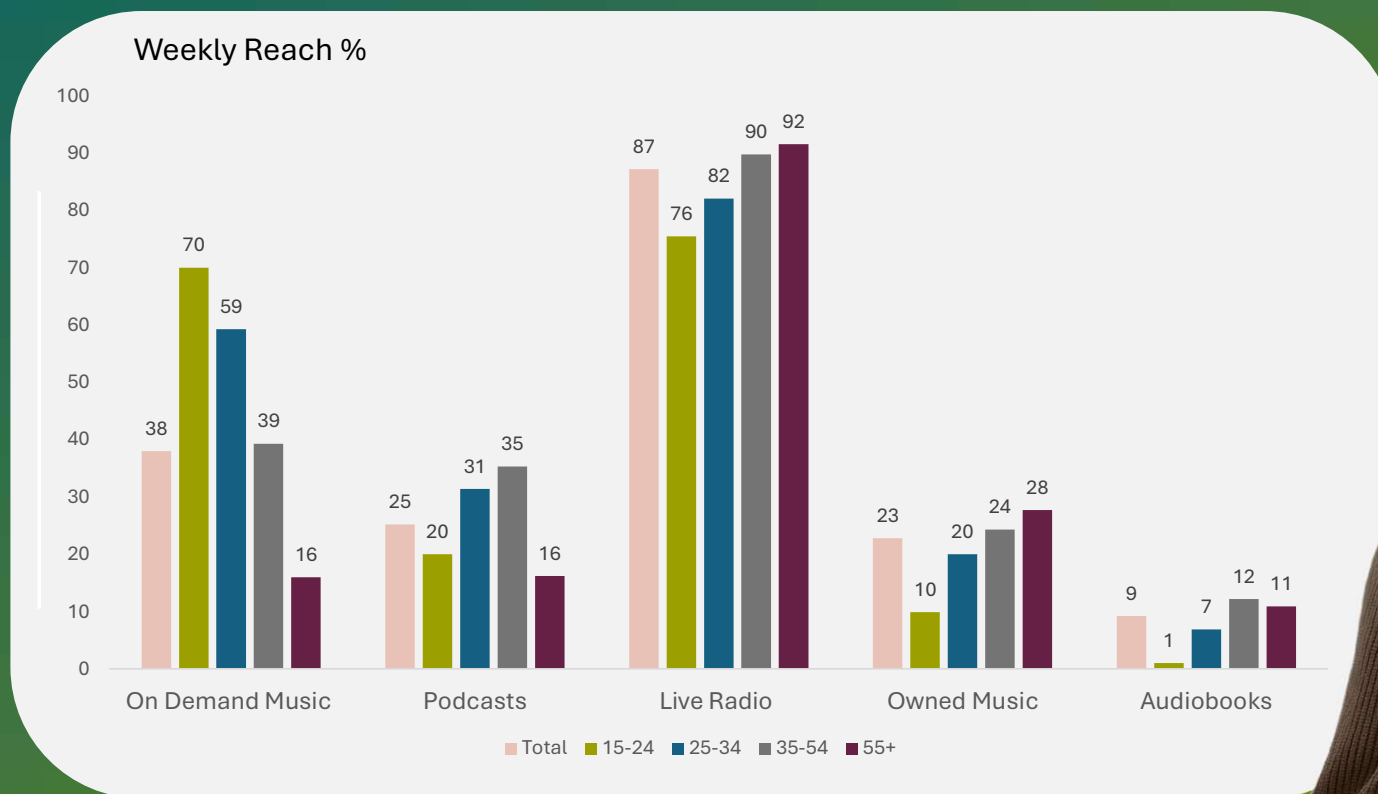
In Summary

Weekly audio listening in the UK remains strong, albeit varied between age and gender. The Spring 2025 wave of MIDAS finds that the weekly reach for audio consumption that is solely listened to and not viewed, remains very high with 56.7 million adults or **98%** of UK the population (adults 15+) doing so in a week. Listeners spend on average **28.1 hours a week** engaging in their favourite audio type. The total number of weekly hours listened to audio is **over 1.6 billion**; this has increased by **7% since MIDAS Spring 2023**.

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 (Q1 2025) https://www.rajar.co.uk/listening/quarterly_listening.php

The key metrics for audio listening, are based on the non-visual elements of the survey and the following charts are displayed by either 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 upon all adults (15 plus) except where specified by demographic breakdown (15-24, 25-34, 35-54 and 55+) or gender. The data behind these charts are available on request

Weekly Audio Listening in the UK remains strong.

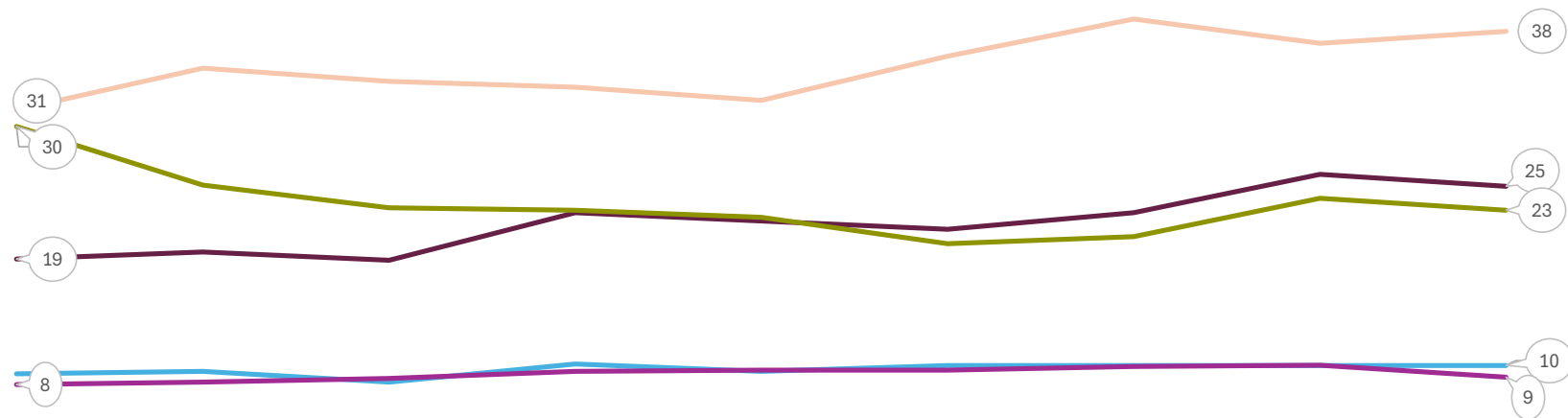


Audio Type Listening Trends.

Over the last five years, there has been a noticeable decline in weekly listening of owned music (digital tracks, CDs, Cassettes and Vinyl), albeit a slight recent resurgence.

On Demand Music services and Podcasts have become increasingly popular, whilst Catch Up radio and Audiobooks have remained stable throughout.

Weekly Reach %



— Catch Up Radio — On Demand Music — Podcasts — Owned Music — Audiobooks

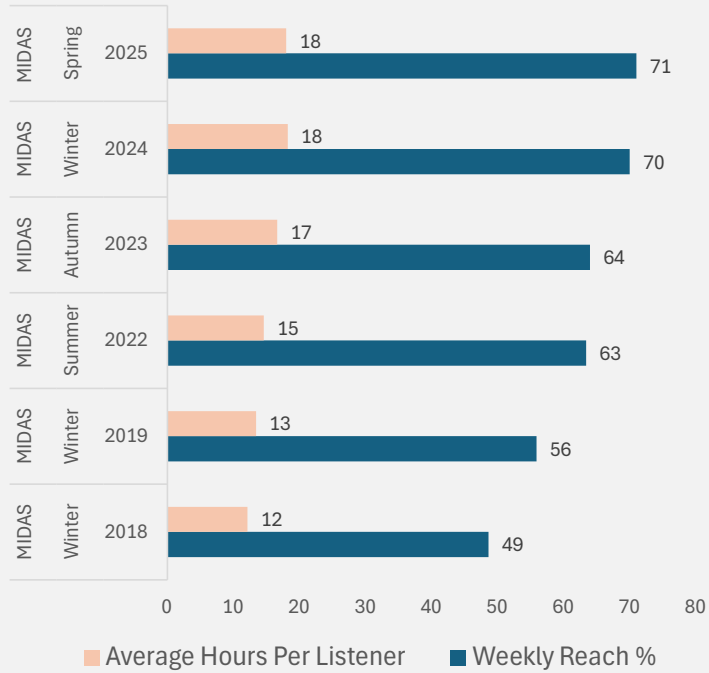
'Connected Audio' continues to grow.

The term 'connected audio' featured in this report is defined by audio consumption that can only be listened to by a device with an internet connection. This has been a particular area of growth over the last few years as the population continues to desire their listening preferences stored on their devices and accessible with a single touch.

Connected Audio reaches **71%** of the population in an average week and on average adults listen for around **18 hours per week**. Connected Audio weekly reach has increased by **14%** since the same period two years ago.

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).

Connected Audio



A photograph of a man with a beard and a plaid shirt, smiling down at a baby in a bouncer. The background is a brick wall and a sofa. The text 'The need to feel more connected.' is overlaid in white on the right side of the image.

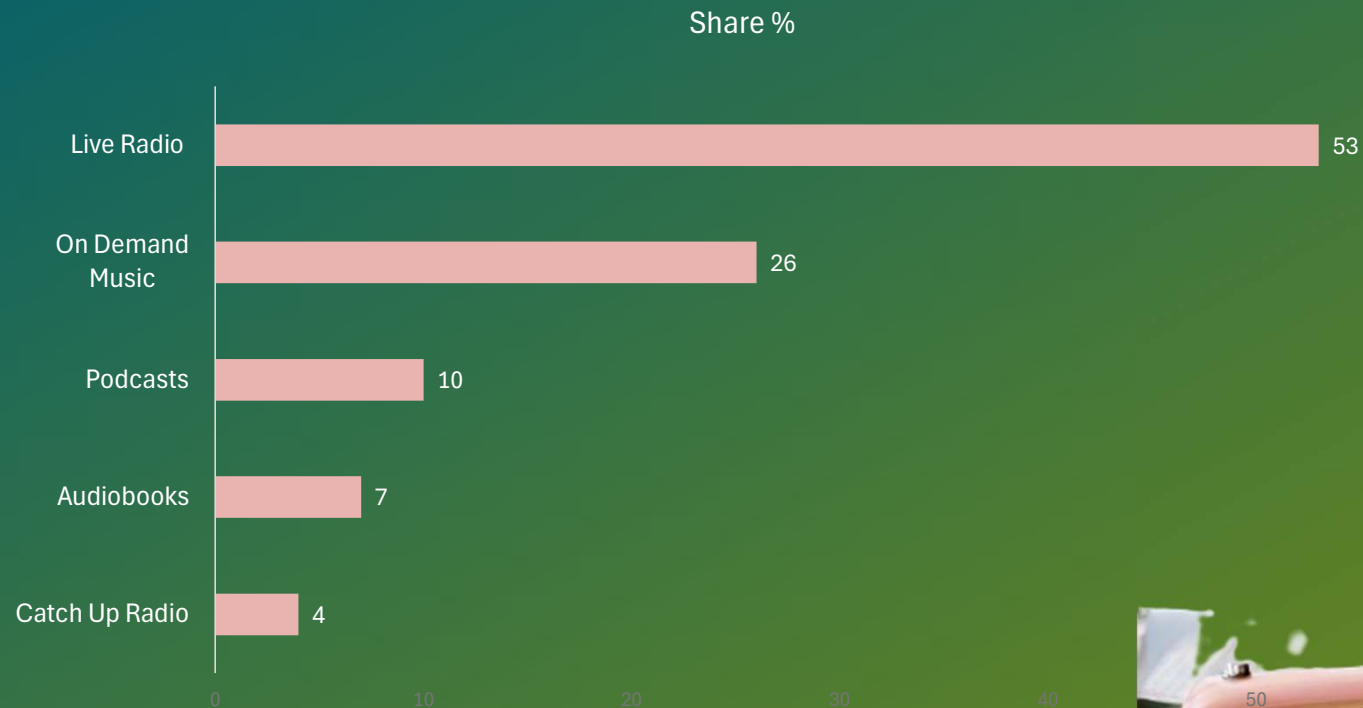
The need to feel more connected.



The MIDAS survey has recently begun asking participants their need states around audio listening; the purpose it serves them whilst listening, how it makes them feel or why they listened.

Some audio types serve similar purposes, like keeping us company, helping us relax or making us feel informed on what is going on in the world, but others serve more specific needs like providing a social soundtrack or assisting us to help engage in conversations.

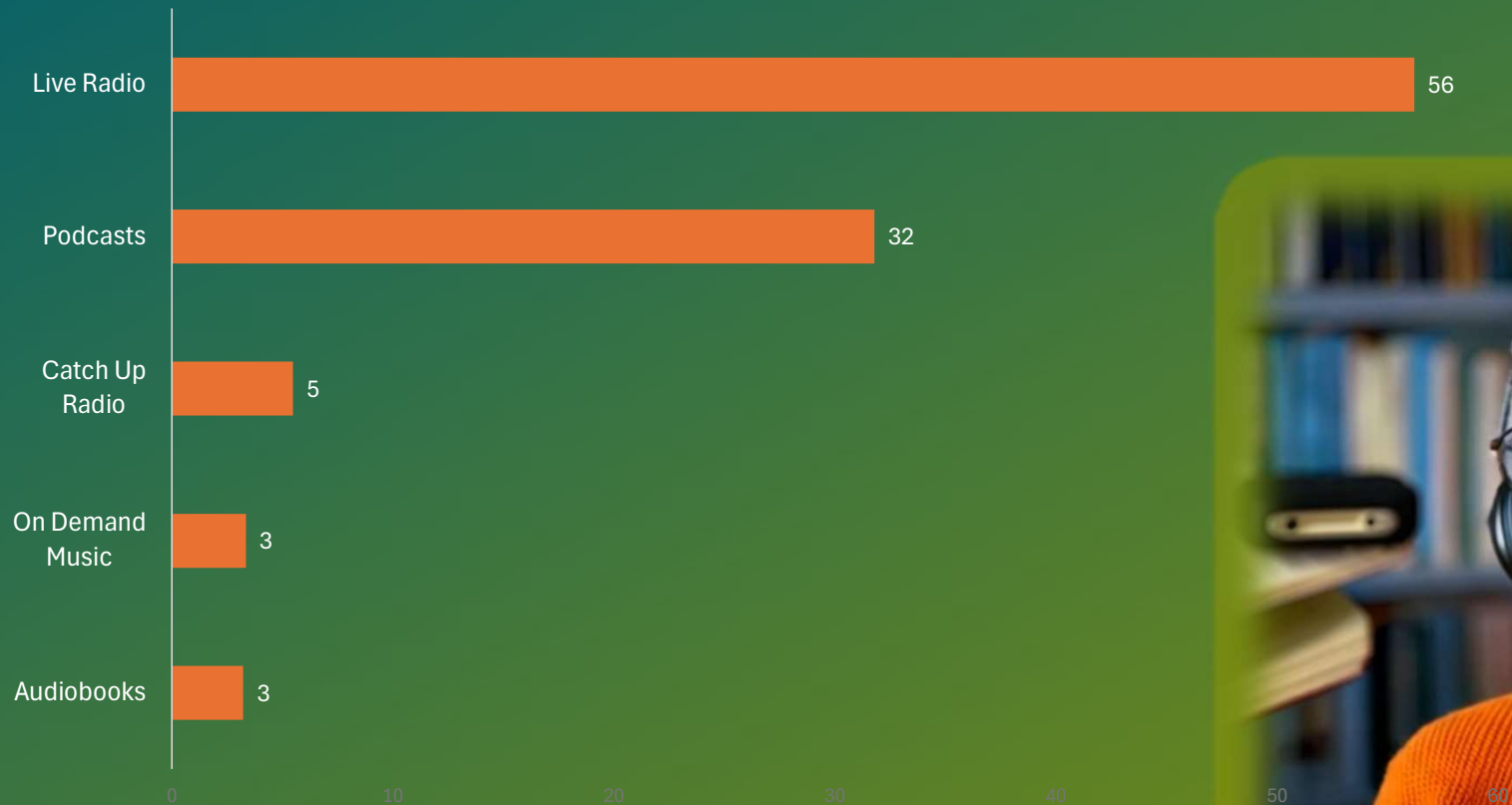
Need State – Amplify My Mood



*Based on listeners that chose this need state.

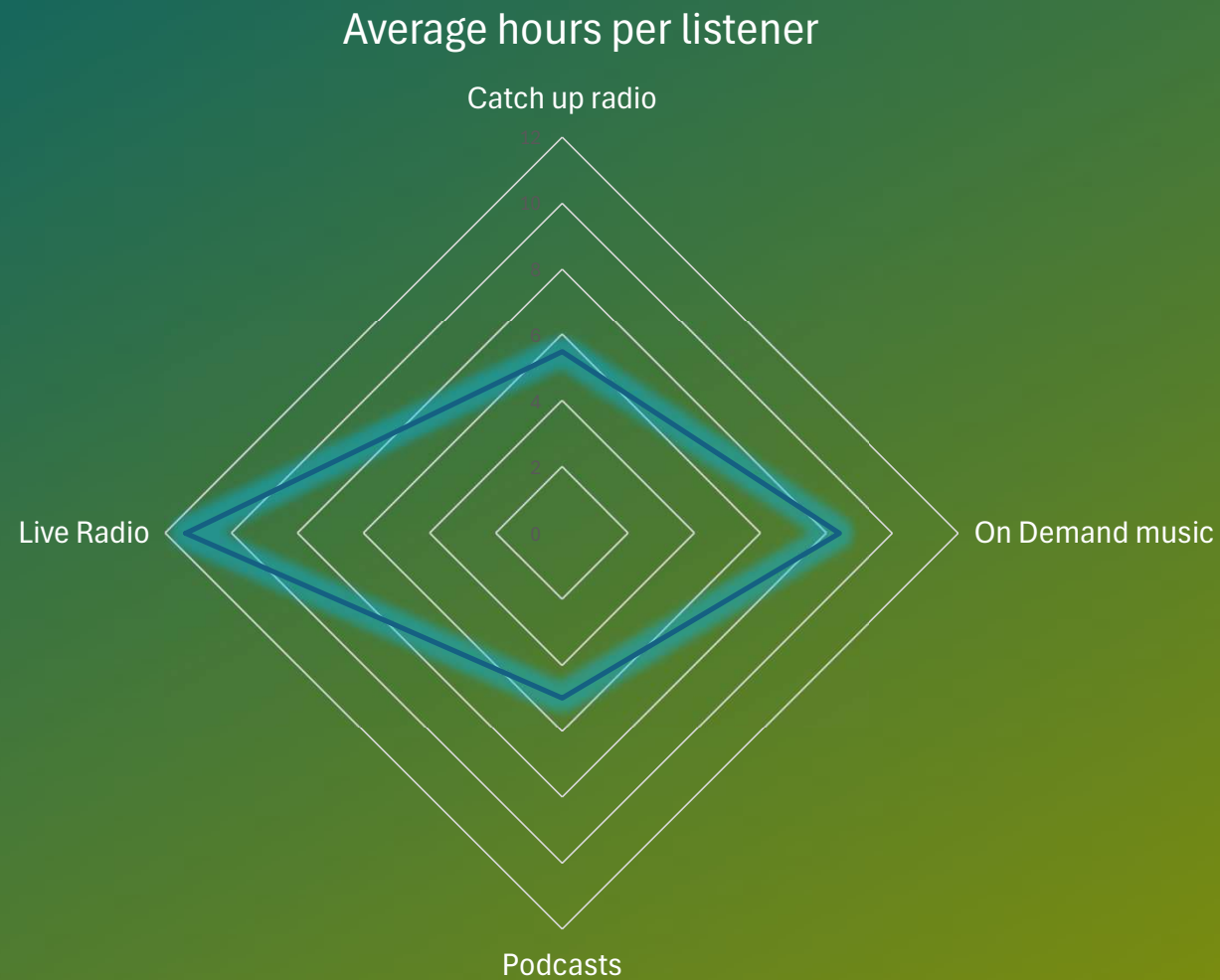
Need State – To feel informed

Share %

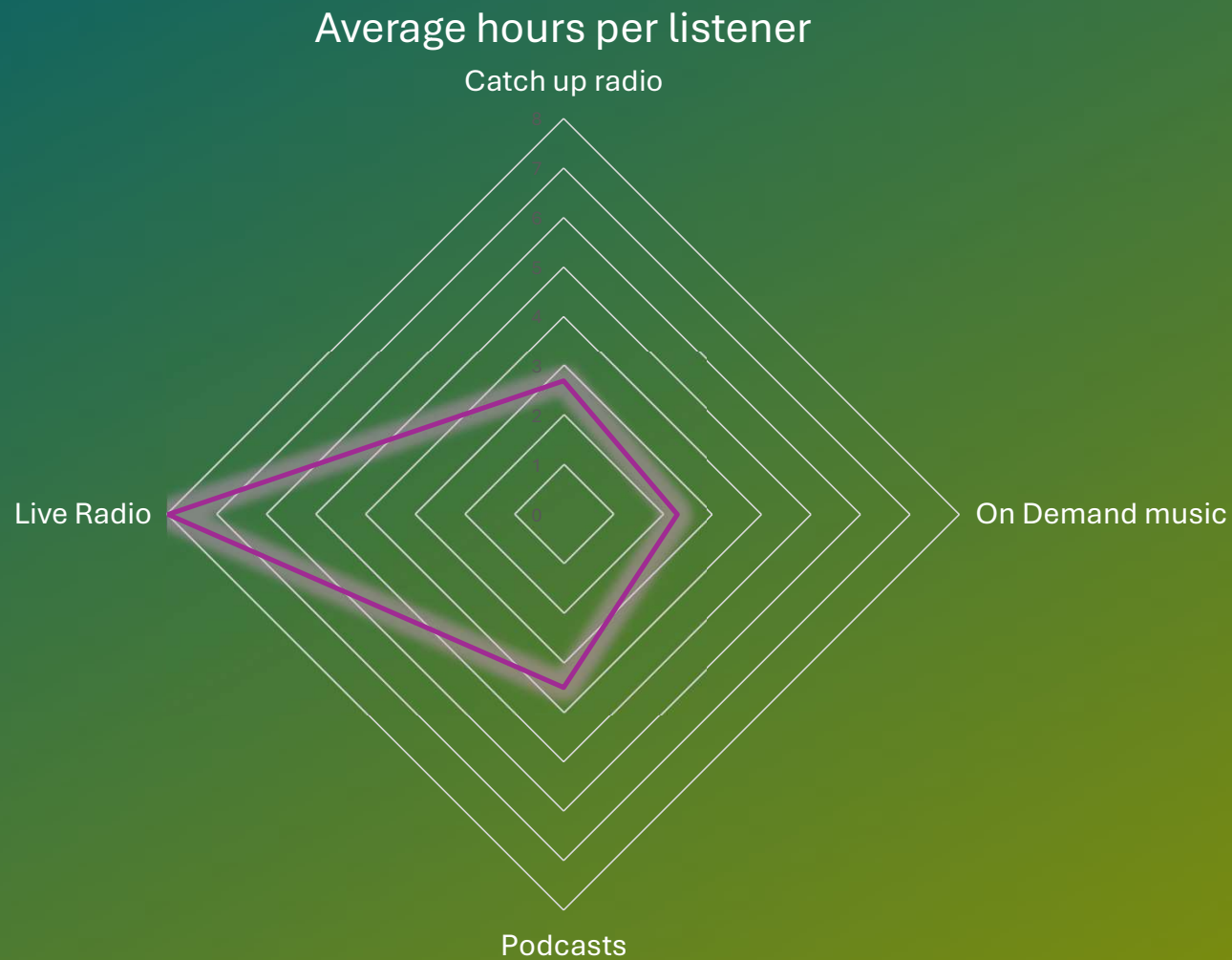


*Based on listeners that chose this need state.

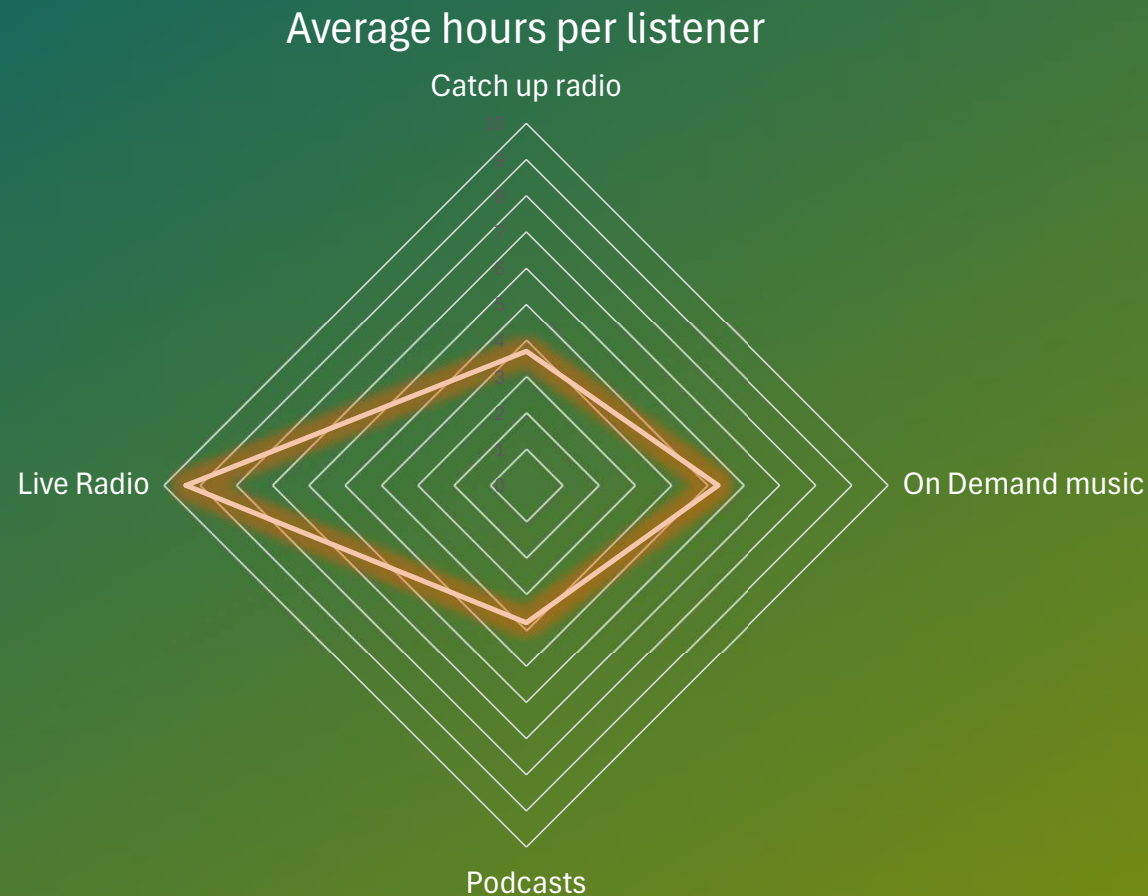
Need State – Keep me company



Need State – Keep me in the loop



Need State – To provide a social Soundtrack



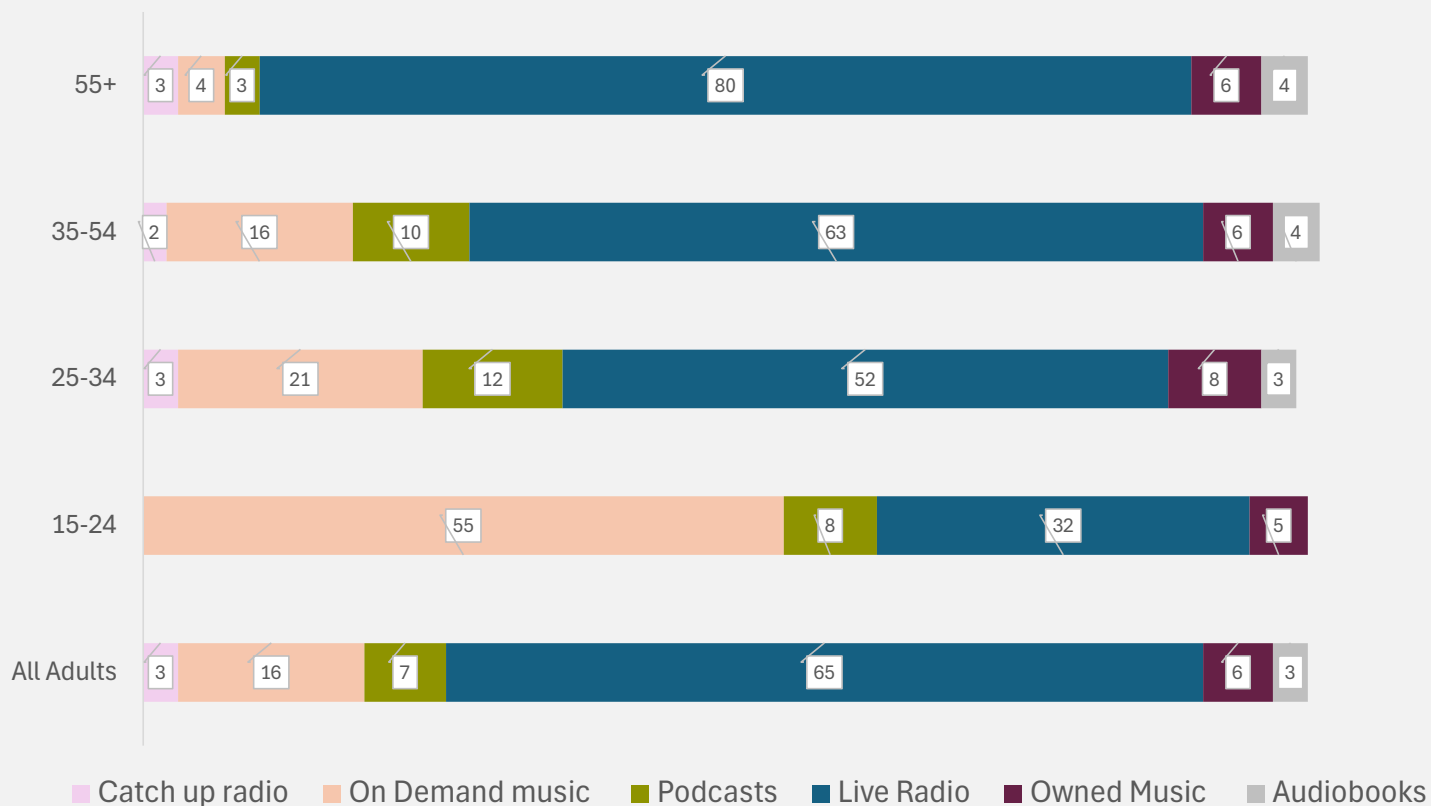
'Live Radio' dominates the time spent listening to Audio.

For all adults, the share of 'live radio' dominates audio listening (excluding visual) with **65%** of their listening hours spent engaging in this audio type.

Followed by on demand music streaming (**16%**), podcasts (**7%**), owned music (**6%**), audiobooks (**3%**) and catch-up radio (**3%**).



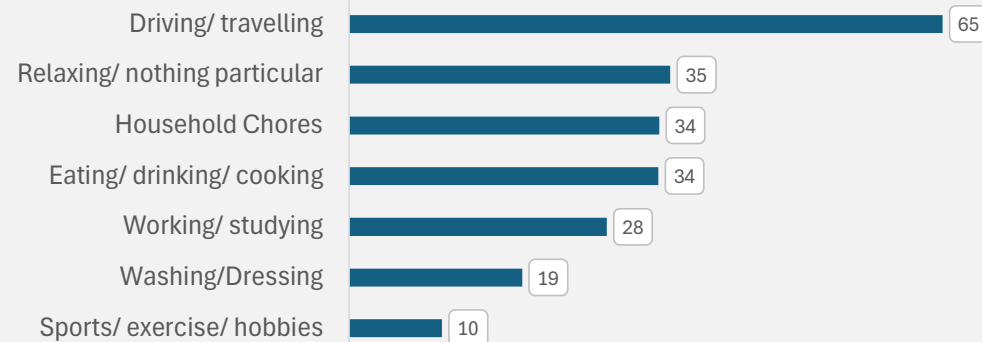
Share of Audio Listening by Age



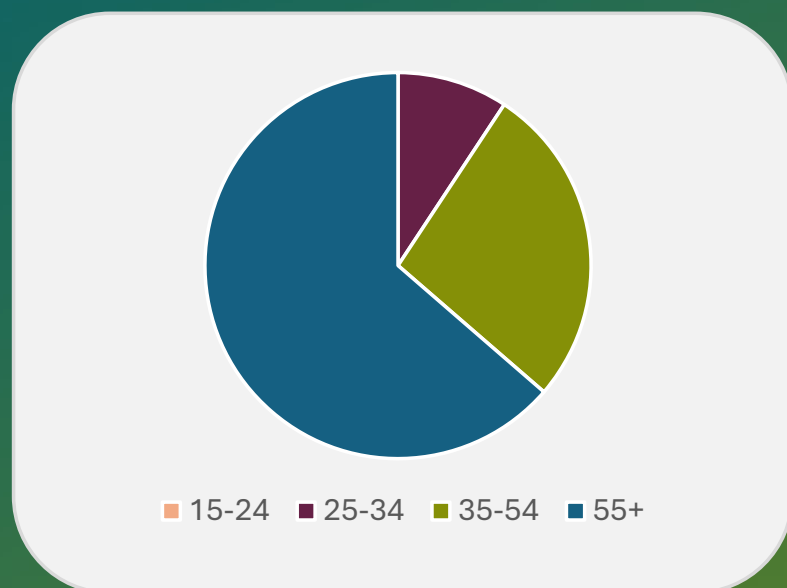
Live Radio is a perfect companion home or away.

Radio content provides the perfect company for many of our daily tasks and listening to live radio is often a shared experience, **47%** of the time listening is with others. People engage with several activities whilst listening to live radio, half of the listening hours are consumed whilst someone is driving/travelling, relaxing or working/studying. Two thirds of listening hours are consumed by traditional FM or DAB radio sets.

Weekly Reach %



10% of the UK Population listen to radio at a more convenient time.



43%
Male



57%
Female

Catch up radio has remained consistent with around 5.9 million or 10% of the population doing so in an average week. This type of content normally takes place in the home (73%) so activities such as 'doing nothing in particular' or 'working/studying' are the most cited by catch up users.

The profile of the Catch-Up Radio listener leans heavily toward 55plus and towards females.

They listen approximately 6.7 hours each week and do so alone (89% of the time). There are so many apps making curated content easy to access, therefore devices such as Smartphones (58%) share of hours and Computers (18%) are used most frequently, with some listening via Tablet too (11%).

On Demand Music is an anywhere, anytime accompaniment.

In terms of all adults, **38%** of the population tune in to On Demand Music services each week, listening for an average of **12** hours per listener. **76%** of On Demand Music service users claimed to use a premium service with no ads, in the diary week. The share of listening by device is **61%** Smartphone, **18%** Smart speaker, **15%** Computer; devices such as Tablets and TVs have a much smaller share.

It's still mostly listened to by ourselves (**73%**) and the location of listening is split between **53%** in home v **47%** out of home, however, there are nuances within listening behaviors among different age demographics. The profile of the listener is typically young adults, **52%** are under 35 years old, **27%** are under 25



Half of all On Demand Music listeners are under 35 and 27% are under 25.

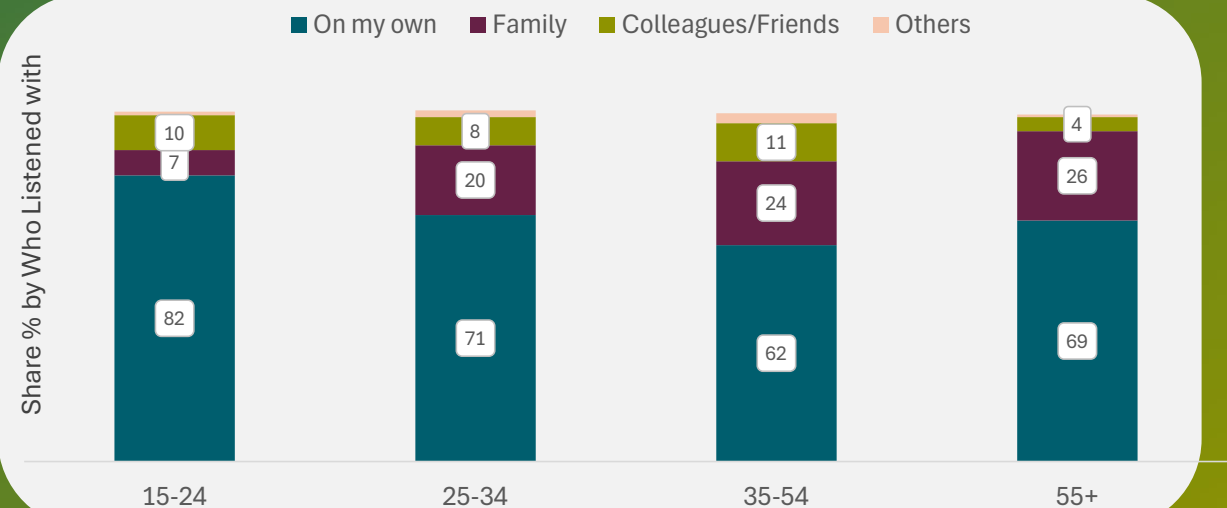
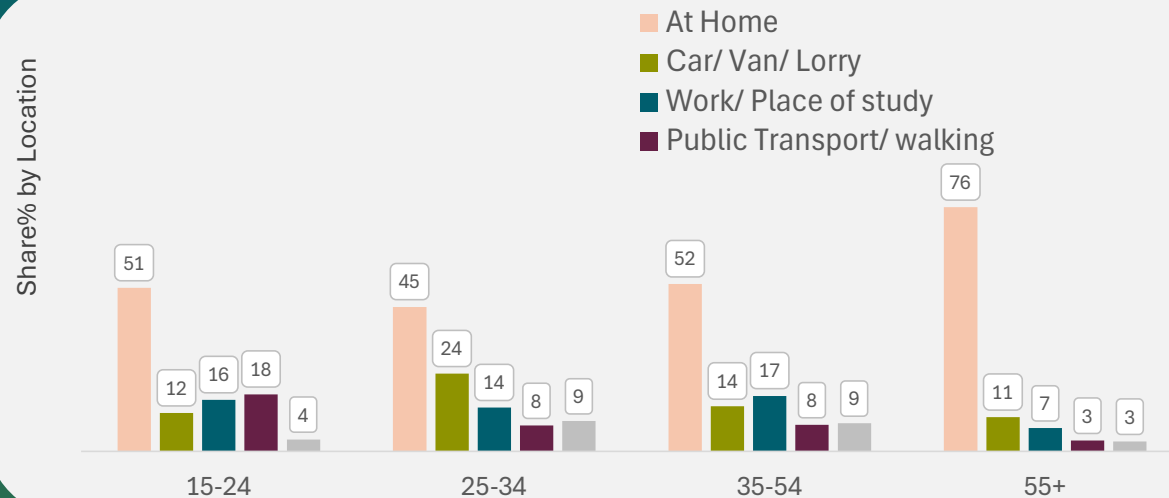


On Demand Music reaches **70%** of the 15-24 population and those listen for **19 hours** in week. **67%** of the listening hours are via a Mobile Phone, **16%** by Computer and **13%** via a Smart Speaker.

Younger listeners indulge in their favourite playlists and saved songs with others, making it more of a social experience. Almost half (**47%**) of the listening hours in this age group are consumed whilst working/studying or travelling each week.



On Demand Music...who with and where.



Podcasts

25% of the UK population tune in to podcast episodes in an average week and those listen for around 7.7 hours per person. Podcasts are mainly a single person audience and not often a shared experience as 92% of listening hours are consumed alone. 111 million hours are listened to in an average week in the Spring 2025 wave to Podcasts.

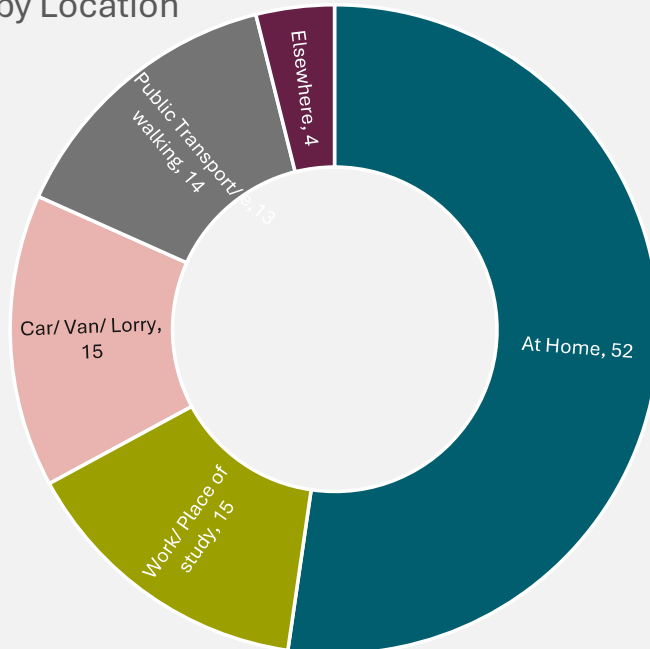
Three quarters of podcast listeners are under 55 and the split between genders in this wave is 45% Male and 55% Female. Listening to a podcast allows the engagement in other activities whilst listening and is enjoyed at home as well as commuting, or in the workplace.

Podcasts are mainly consumed via apps on Smartphone (85%) but some listening does take place using computers (7%), tablets (5%) and smart speakers (3%).

A fifth of young adults (15-24) listen to Podcasts in an average week, this group listens for slightly longer than all adults, spending around 9.3 hours per week engaging in this medium.

The Podcast Listener

Share % by Location



45%
Male

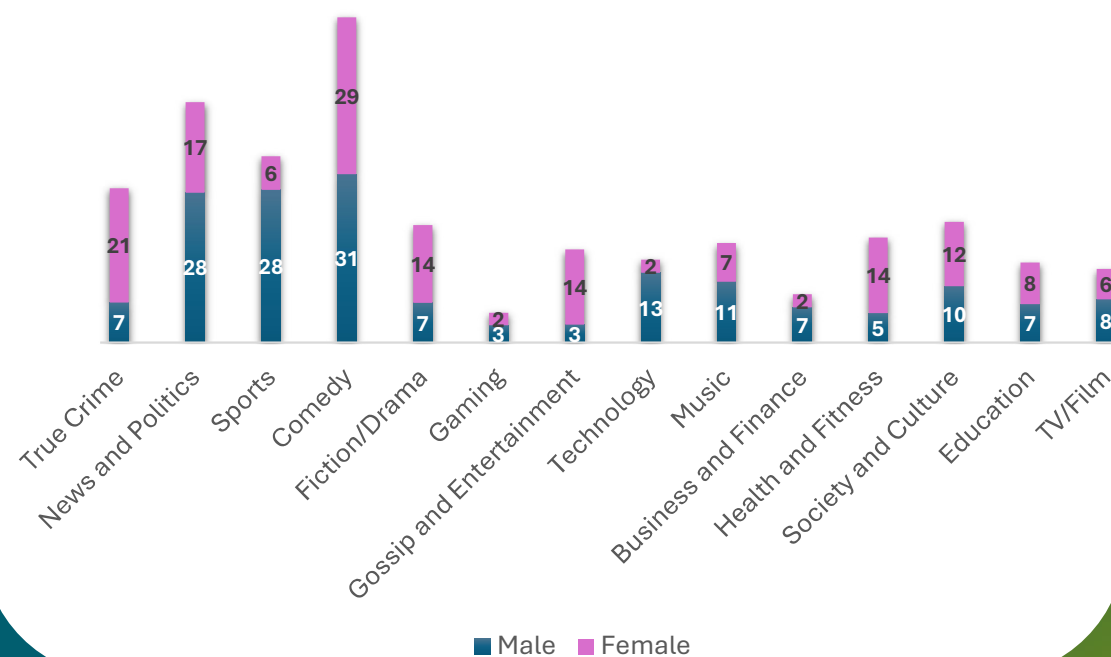


55%
Female



Popular Podcast Genres

% *claimed genre listened to the most



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

Podcast listeners are highly engaged.

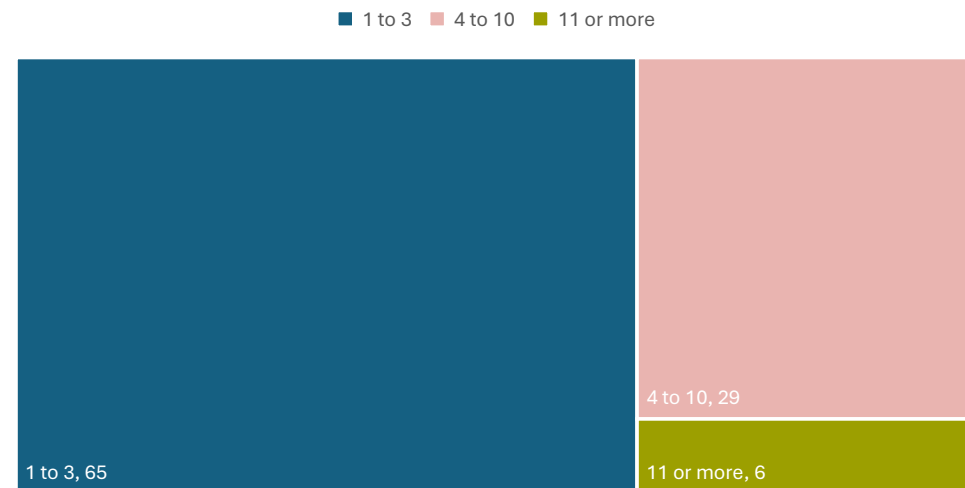
65% listen to 1-3 episodes, 29% listen to between 4 and 10 episodes and 6% listen to 11 episodes or more in an average week.

86% claim to listen to all or mostly all of each episode and 75% get around to listening to more than half of all the episodes they have downloaded.

13% claim to watch podcasts weekly.

Podcast listeners claim that their main sources of discovery for new titles are recommendations from friends, social media, podcast players or from radio.

% claimed number of weekly Podcast episodes listened to



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

Time of Day

Listening Peak

Live Radio 8-8.30am
Podcasts 3-3.30pm
On Demand Music 3-3.30pm
Catch Up Radio 6-6.30pm

Monday – Friday Average Reach % of those who listen



MIDAS Spring 2025 fieldwork was carried out over two weeks in April 2025 with a final sample of 1593 former RAJAR respondents aged 15 plus who completed a 7-day online diary.

The data tables for this report are available to RAJAR subscribers, please contact Lyndsay Ferrigan to request. This information can be used publicly using the source: RAJAR/MIDAS Spring 2025. All the key metrics of the data are based on an average weekly basis. As per RAJAR, the most recent set of MIDAS should be used for any external purposes.

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