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+

- Live Radio: 88%
- On Demand music services (e.g. Spotify/ Apple Music): 32%
- Podcasts/ Downloads: 22%
- Digital music / Non music tracks (e.g. mp3 / wmv / aac): 11%
- Music CDs / Non music CDs / Cassette tapes: 10%
- Audiobooks: 10%
- Vinyl records: 4%

- Total Listen Again/Catch up radio: 92%
- Digital music / Non music tracks (e.g. mp3 / wmv / aac): 92%
- On Demand music services (e.g. Spotify/ Apple Music): 91%
- Podcasts/ Downloads: 78%
- Live Radio: 92%
- Music CDs / Non music CDs / Cassette tapes: 92%
- Vinyl records: 92%
- Audiobooks: 92%

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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

- 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/why/aac)
- Music CDs/Non music CDs/Cassette tapes
- Vinyl records
- Audiobooks
MIDAS Measurement of Internet Delivered Audio Services

AUTUMN 2023

*please note there were no corresponding MIDAS waves in 2020 and 2022

**Weekly reach %**

**Audio Type Trends**

- **Total Listen Again/Catch up radio**
- **On Demand music**
- **Podcasts**
- **Digital Music Tracks**
- **Music CDs / Non music CDs / Cassette tapes**

<table>
<thead>
<tr>
<th>Year</th>
<th>Season</th>
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<tbody>
<tr>
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<tr>
<td>2019</td>
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<tr>
<td>2021</td>
<td>Winter</td>
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</table>

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*please note there were no corresponding MIDAS waves in 2020 and 2022*
Audio Type Trends

Hours in millions

<table>
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<tr>
<th></th>
<th>Total Listen Again/Catch up radio</th>
<th>On Demand Music</th>
<th>Podcasts</th>
<th>Digital Tracks</th>
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<td>53</td>
<td>64</td>
<td>35</td>
</tr>
</tbody>
</table>

*please note there were no corresponding MIDAS waves in 2020 and 2022*
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 by Media player, Desktop/Laptop, Tablet, Smart Speaker, Wearable Tech, Games Console and Smartphone.
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 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.
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.
Podcasts
Podcasts

Activity – Share %

- Working/ studying, 24
- Driving/ travelling, 18
- Sports/ exercise/ hobbies, 12
- Relaxing/ nothing particular, 19
- Household Chores, 10
- Other, 8
- Eating/ drinking/ cooking, 8

94% listen to Podcasts alone

Reach Profile:

- 15-34: 38
- 35-54: 36
- 55+: 26

MIDAS Measurement of Internet Delivered Audio Services

AUTUMN 2023
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.
MIDAS Measurement of Internet Delivered Audio Services

AUTUMN 2023

Monday – Friday average reach % of listeners

Time of Day