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 SPRING 2023 fieldwork was carried out over two weeks in March with a sample of 1,886 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
- Live Radio
- Listen Again
- On Demand Music Services
- Podcasting
- Voice Activated/Smart Speakers
- Time Spent

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### Audio Types – Weekly Reach %

<table>
<thead>
<tr>
<th>Audio Types</th>
<th>ALL ADULTS 15+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Radio</td>
<td>89</td>
</tr>
<tr>
<td>On Demand music services</td>
<td>33</td>
</tr>
<tr>
<td>Podcasts/Downloads</td>
<td>23</td>
</tr>
<tr>
<td>Digital Tracks</td>
<td>12</td>
</tr>
<tr>
<td>CDs/Cassettes</td>
<td>11</td>
</tr>
<tr>
<td>Audiobooks</td>
<td>10</td>
</tr>
<tr>
<td>Listen Again/Catch Up Radio</td>
<td>10</td>
</tr>
<tr>
<td>Vinyl records</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Total Listen Again/Catch up radio</th>
<th>On Demand music services (e.g. Spotify/Apple Music)</th>
<th>Podcasts/Downloads</th>
<th>Live Radio</th>
<th>Digital music / Non music tracks (e.g. mp3 / wmv / aac)</th>
<th>Music CDs / Non music CDs / Cassette tapes</th>
<th>Vinyl records</th>
<th>Audiobooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-34</td>
<td>7</td>
<td>7</td>
<td>13</td>
<td>9</td>
<td>9</td>
<td>14</td>
<td>12</td>
<td>8</td>
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<tr>
<td>35-54</td>
<td>9</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>12</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<tr>
<td>55+</td>
<td>13</td>
<td>13</td>
<td>15</td>
<td>15</td>
<td>17</td>
<td>17</td>
<td>4</td>
<td>10</td>
</tr>
</tbody>
</table>

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Audio Excluding Visual – Share % -
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
Audio Excluding Visual – Share % -
By Demographic

- 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
- Audible books
Device Excluding Visual – Share %

ALL ADULTS 15+

<table>
<thead>
<tr>
<th>Device</th>
<th>Share %</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>19</td>
</tr>
<tr>
<td>DAB Digital</td>
<td>29</td>
</tr>
<tr>
<td>Desktop/Laptop</td>
<td>8</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>19</td>
</tr>
<tr>
<td>Voice Activated</td>
<td>13</td>
</tr>
<tr>
<td>Other Device</td>
<td>13</td>
</tr>
</tbody>
</table>

‘Other’ devices includes Tablets, CD Players, Portable music players, Record players, TVs, Wearable Technology etc.
Audio Types Trends – Reach %

<table>
<thead>
<tr>
<th>Year</th>
<th>Spring</th>
<th>MIDAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
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<tr>
<td>2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Listen Again/Catch Up Radio
- On Demand Music Services
- Podcasts
- Digital Tracks
- CDs

*please note there were no corresponding MIDAS waves in 2021 and 2022*
Audio Types Trends – Hours in Millions

- **Listen Again**
  - MIDAS Spring 2017: 20
  - MIDAS Spring 2018: 20
  - MIDAS Spring 2019: 18
  - MIDAS Spring 2020: 26
  - MIDAS Spring 2023: 25

- **On Demand Music Services**
  - MIDAS Spring 2017: 74
  - MIDAS Spring 2018: 136
  - MIDAS Spring 2019: 149
  - MIDAS Spring 2020: 186
  - MIDAS Spring 2023: 206

- **Podcasts**
  - MIDAS Spring 2017: 30
  - MIDAS Spring 2018: 39
  - MIDAS Spring 2019: 56
  - MIDAS Spring 2020: 91
  - MIDAS Spring 2023: 122

- **Digital Tracks**
  - MIDAS Spring 2017: 95
  - MIDAS Spring 2018: 78
  - MIDAS Spring 2019: 54
  - MIDAS Spring 2020: 56
  - MIDAS Spring 2023: 64

- **CDs**
  - MIDAS Spring 2017: 41
  - MIDAS Spring 2018: 35
  - MIDAS Spring 2019: 61
  - MIDAS Spring 2020: 35
  - MIDAS Spring 2023: 25

*please note there were no corresponding MIDAS waves in 2021 and 2022.*
Live Radio

Live Radio by Activity – Weekly Reach %

- Driving/travelling, 58%
- Eating/drinking/cooking, 31%
- Relaxing/Nothing particular, 32%
- Working/studying, 24%
- Washing/Dressing, 16%
- Sports/exercise/hobbies, 7%

60% listen to live radio on their own

61% of live radio listening is at home
Live Radio

Live Radio by Device – Share %

- AM/FM Radio (analogue not digital)
- DAB Digital Radio
- Desktop/Laptop computer
- Mobile Phone
- Voice Activated Speaker
- Other Device

Other device includes Tablets, TVs, Wifi Radios, Wearable Technology etc.
Listen Again/Catch Up Radio

Catch Up Radio by Device – Share %

- 54% on mobiles
- 19% on computers
- 21% on TV
- 4% on smart speakers
- 1% on other devices

- 85% of catch up radio listening is by over 55s
- 78% of catch up radio listening is at home
- 50% of catch up radio listening is at home

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On Demand Music

On Demand Music by Device – Share %

- 51% on smartphones
- 20% on laptops
- 3% on tablets
- 23% on desktops
- 2% on other devices

- 18% of listening is at work.
- 34% of listening is done with others.
- 60% claim to use a "premium" service with no ads.
Podcasting by Activity – Share %

- Working/ studying, 24
- Driving/ travelling, 18
- Household Chores, 10
- Eating/ drinking/ cooking, 8
- Relaxing/ nothing particular, 20
- Sports/ exercise/ hobbies, 14
- Other, 7

93% listen to Podcasts alone

63% listen to more than half of their downloaded Podcasts.
Podcasting by Device – Share %

- 78% on smartphones
- 9% on laptops
- 5% on tablets
- 3% on portable devices
- 2% on desktops

Podcasting by Location – Share %

- 62% at home
- 12% in the car
- 8% on public transport
- 12% at work

The most favoured genre of Podcast listening is “Comedy”.

- 80% of Podcast listeners listen to between 1-3 episodes each week.

‘Word of mouth’ is the how most podcasts are discovered.
Smart Speakers are defined as speakers that work by voice control, such as Amazon Dot/Echo or Google Home/Nest.
Time of Day – Monday to Friday Average Reach%

- Live Radio
- Listen Again/Catch Up Radio
- On Demand Music
- Podcasts

SPRING 2023
### AUDIO TYPES include

- Any Listen Again/Catch-up radio
- On-Demand Music Services (e.g. Spotify, Apple Music)
- Podcasts (music and speech based)
- Live Radio
- Digital Tracks (e.g. mp3, wmv, aac Music and Non Music)
- CDs
- Cassette tapes/Vinyl records
- DVD/Video/Subscription TV
- Online Video/Audio clips (e.g. on YouTube/Facebook)
- Any TV Viewing (inc. Live, Catch-up and On-demand)
- Video games (consoles/mobiles)
- Other

### ACTIVITIES

- Shopping
- Online purchasing
- Socialising
- Communicating
- Using the Internet (browsing)
- Household chores
- Eating/Drinking/cooking
- Sports/exercise/hobbies
- Relaxing/Nothing in particular
- Working/studying
- Driving/travelling
- Gaming
- Washing/Dressing
- Social Media
- Any other internet use
- Other

### WHO WITH

- On my own
- Partner/spouse
- Children [under 16]
- Family member(s)
- Friends
- Colleagues
- Other people you know
- Other people you don’t know

### LOCATION OF LISTENING

- At Home
- Car/van/lorry
- At work/elsewhere
- Public Transport/walking
- Elsewhere

### SUB AUDIO TYPES

- BBC/Other Radio Music-based Listen again
- BBC/Other Radio Speech-based Listen again
- On Demand Music - Spotify/Google Play/Amazon Music/Apple Music/Soundcloud/Deezer/Youtube Premium/Mixcloud/BBC Sounds
- BBC/Other Radio/Other music podcast
- BBC/Other Radio/Other speech podcast
- Other UK Radio Podcast
- Other Podcast
- Online Video clips – Music/Non Music
  - Instagram
  - Twitter
  - Facebook
  - YouTube
  - TikTok
  - Snapchat

### DEVICES include

- AM/FM Radio
- DAB Digital Radio
- Digital Media Player (e.g. iPod, Amazon Firestick, Chromecast)
- Home games console (e.g. Sony Playstation, Nintendo Wii, Xbox)
- Any TV set
- Desktop/Laptop computer
- Mobile Phone
- Portable games console (e.g. Nintendo DS, Sony PSP)
- Record player/decks (vinyl)
- Tablet (Kindle HD/iPad/Nexus)
- Wi-Fi/Internet Radio Set
- Voice Activated Speakers
- Wearable Technology

### PODCASTING PLATFORM

- BBC Sounds
- Global Player
- Apple Podcasts
- Spotify
- Pocketcast
- Podcast Addict
- Google Podcasts
- YouTube
- Audible
- Overcast
- Other Podcasting App