

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.

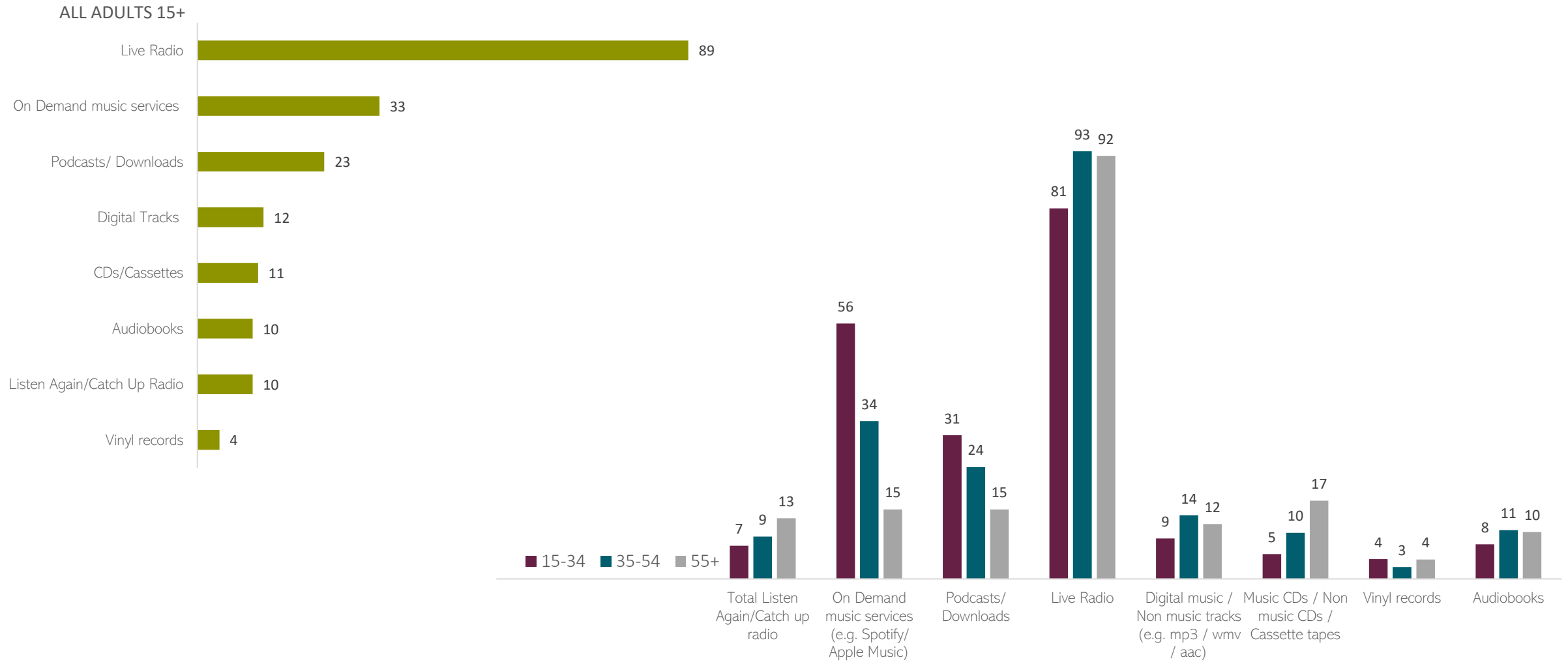
The data charts are displayed as follows:

- Audio Overview
- Wave on Wave Trends
- Live Radio
- Listen Again
- On Demand Music Services
- Podcasting
- Voice Activated/Smart Speakers
- Time Spent

For Publication Enquiries contact;

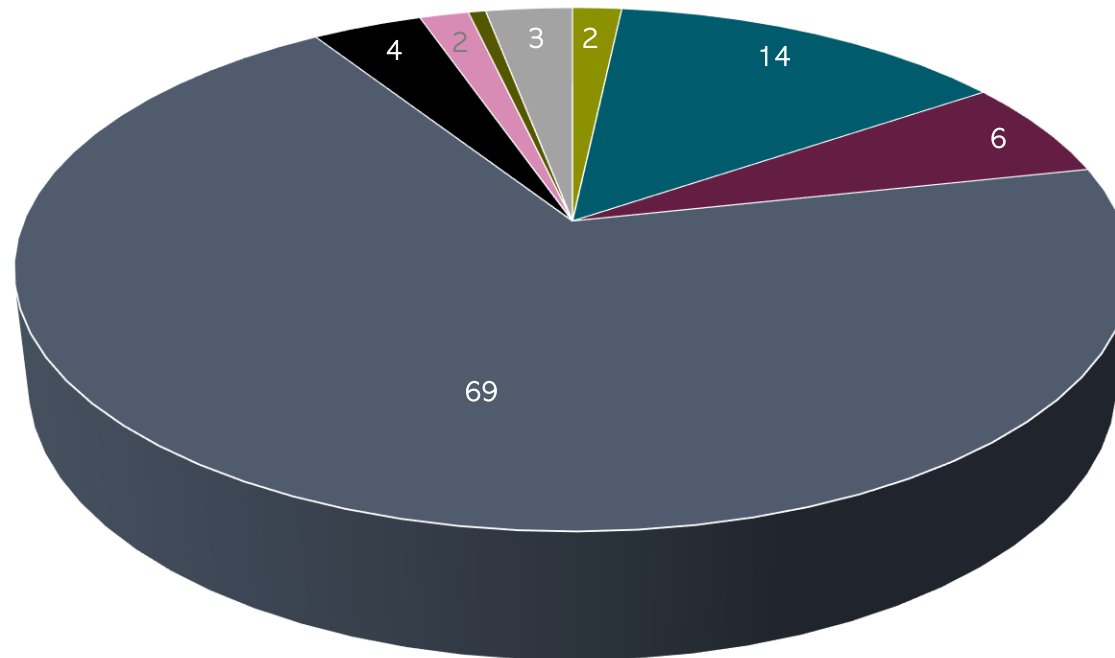
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Telephone Number: 02073950636

### Audio Types – Weekly Reach %



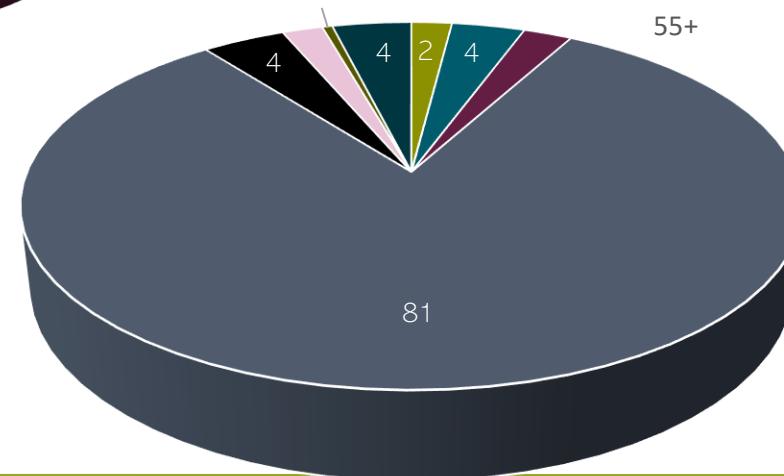
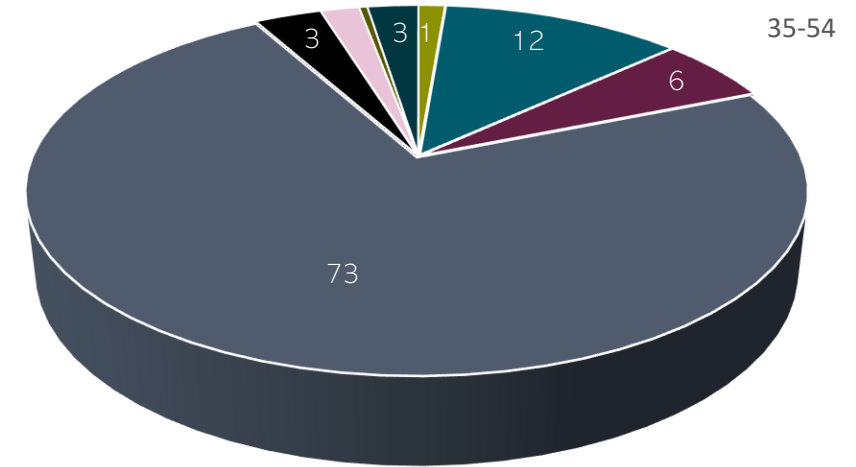
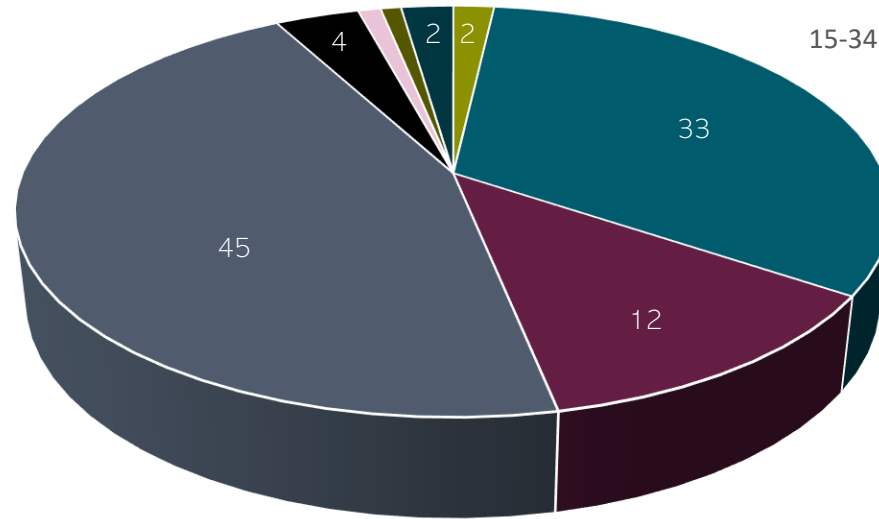
### Audio Excluding Visual – Share % - All Adults 15+

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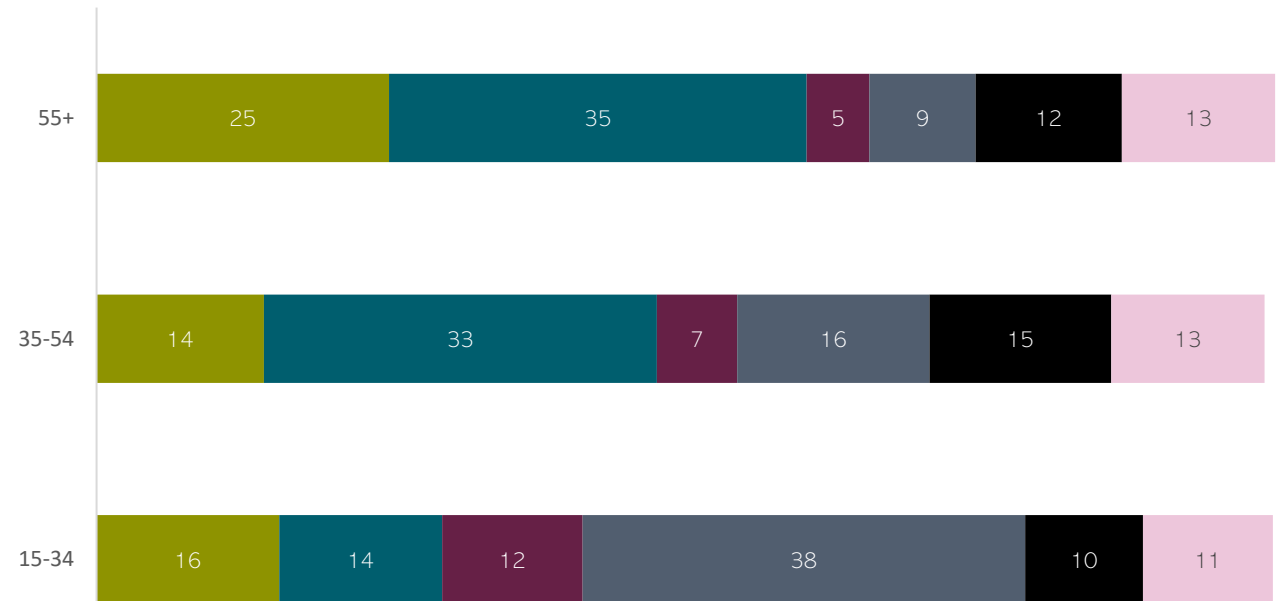


Device Excluding Visual – Share %

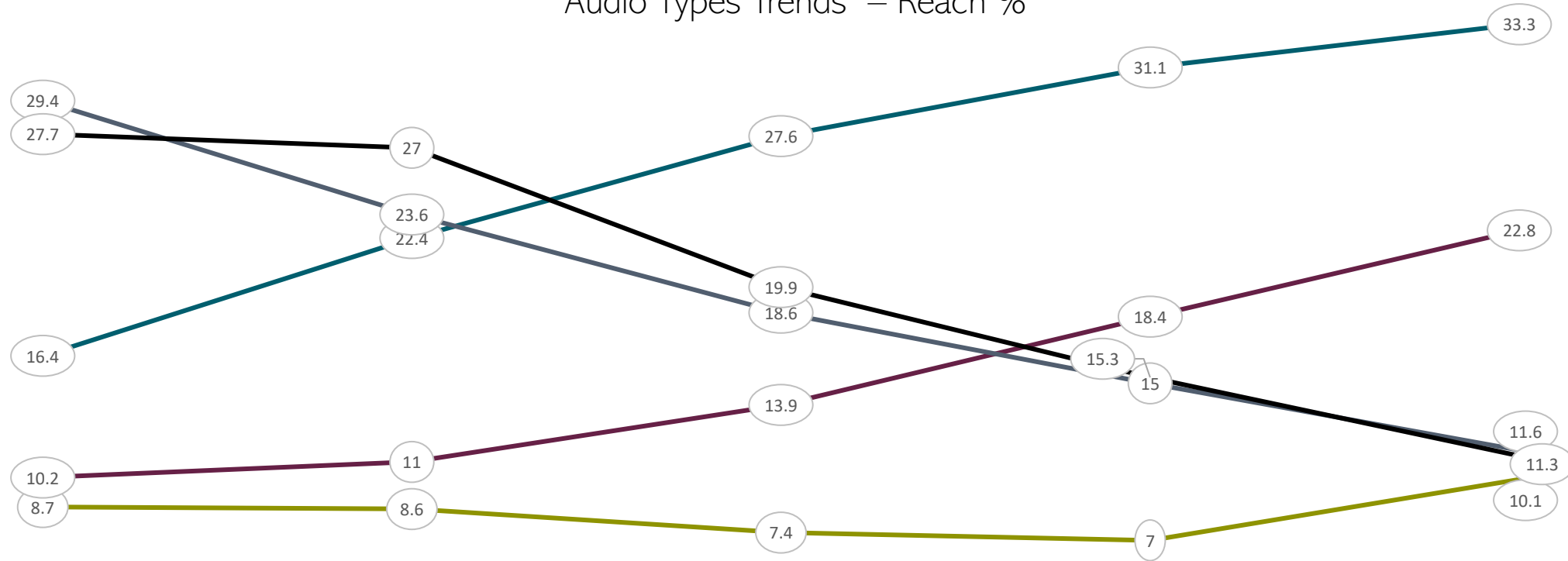
ALL ADULTS 15+



■ AM/FM Radio  
 ■ DAB Digital Radio  
 ■ Desktop/Laptop computer  
 ■ Mobile Phone  
 ■ Voice Activated Speaker  
 ■ Other Device



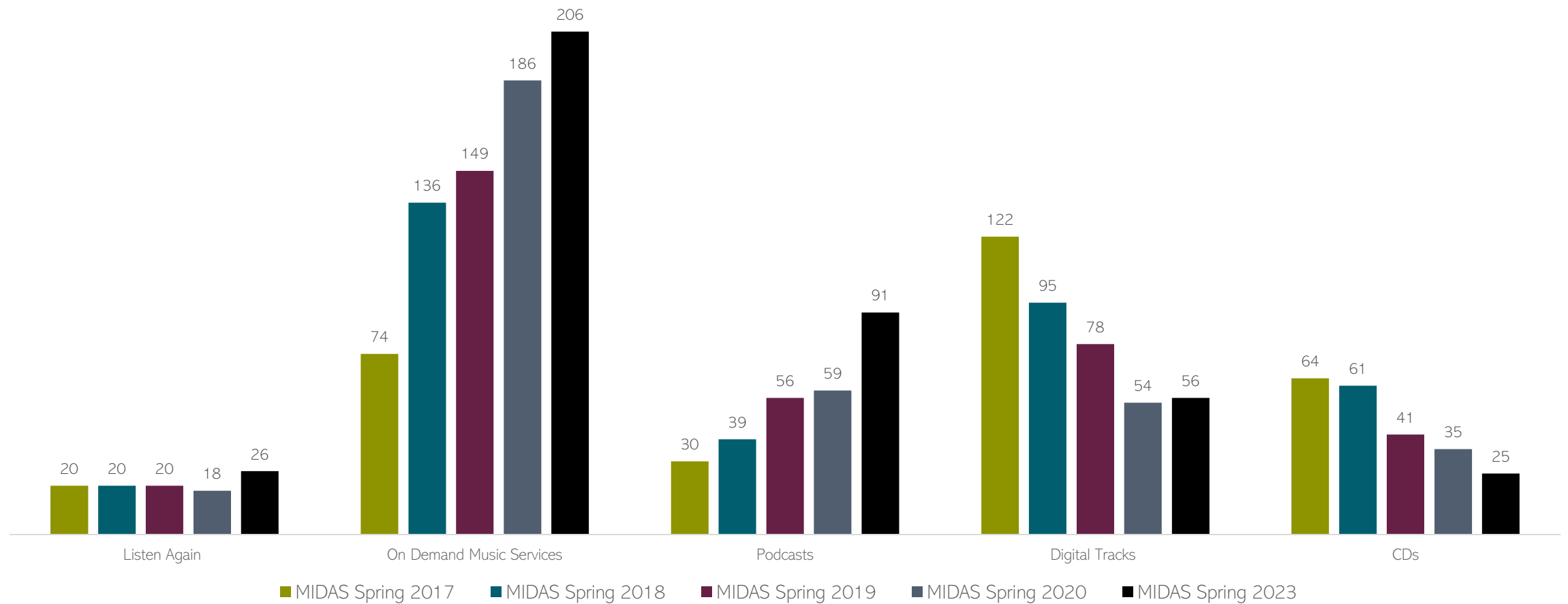
Audio Types Trends – Reach %



2017	2018	2019	2020	2023
Spring	Spring	Spring	Spring	Spring
MIDAS	MIDAS	MIDAS	MIDAS	MIDAS

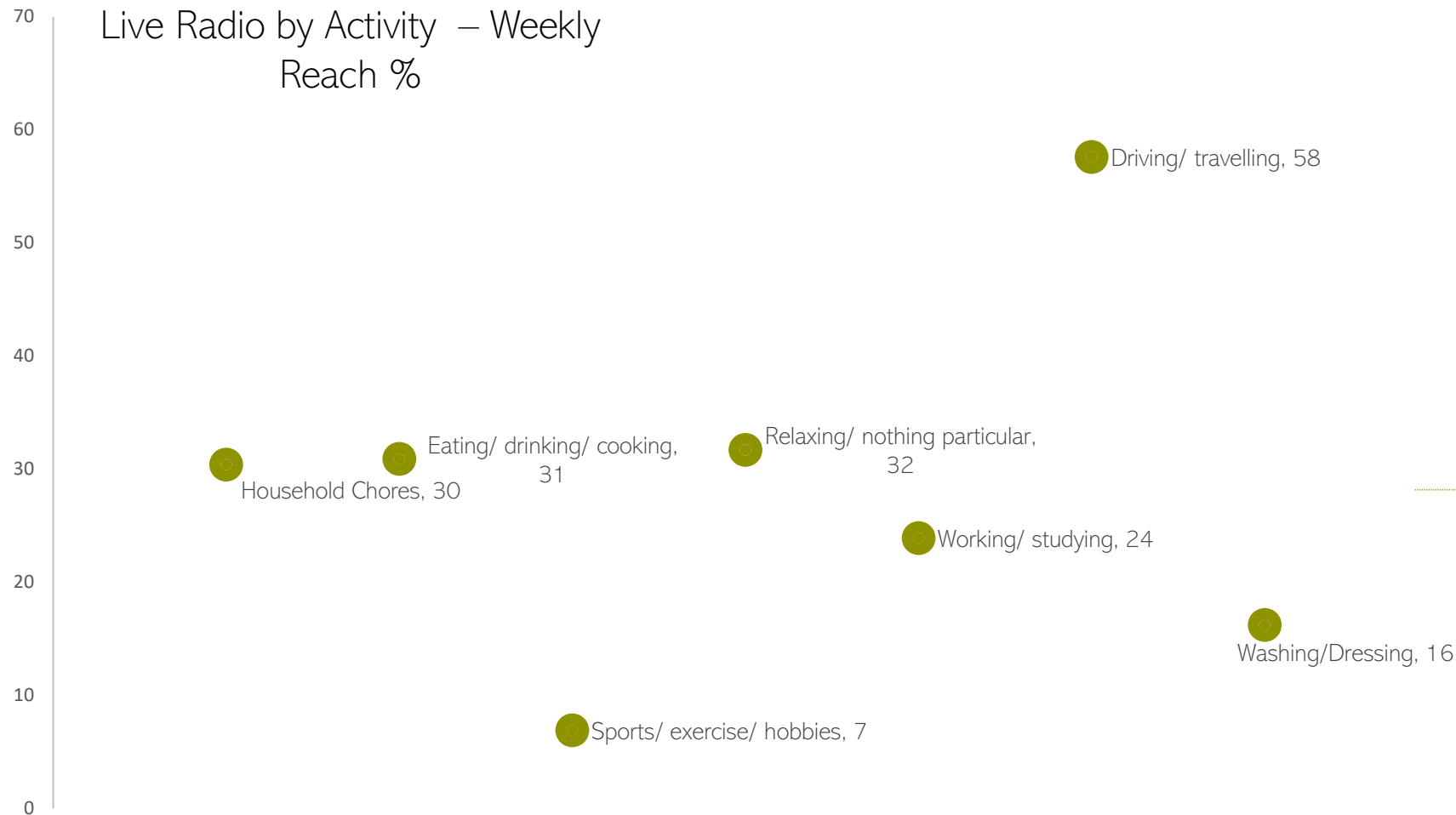
— Listen Again/Catch Up Radio — On Demand Music Services — Podcasts — Digital Tracks — CDs

### Audio Types Trends – Hours in Millions



## Live Radio

Live Radio by Activity – Weekly Reach %



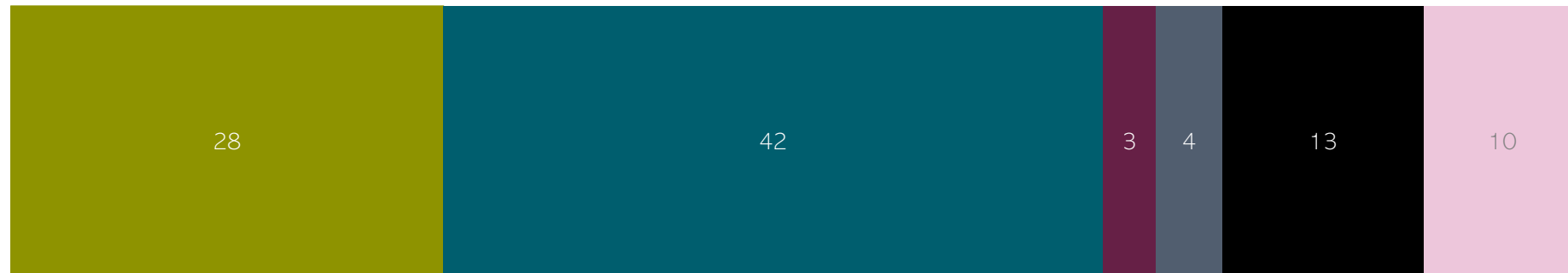
60%  
listen to live  
radio on their  
own

61%  
of live radio  
listening is at  
home



## Live Radio

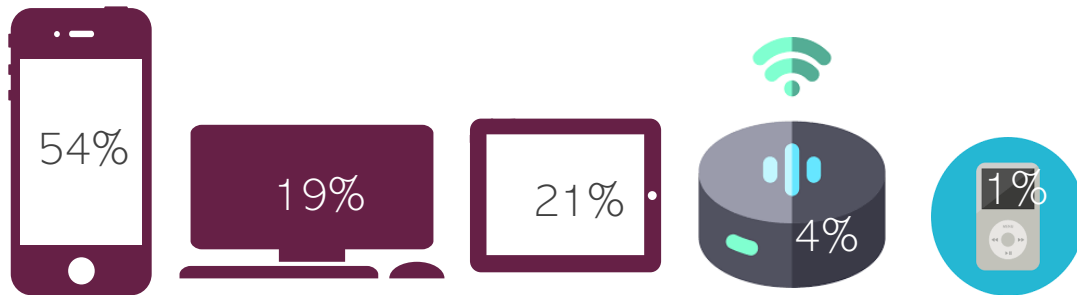
Live Radio by Device – Share %



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

## Listen Again/Catch Up Radio

Catch Up Radio by Device – Share %



85%  
Listen to catch up radio on their own



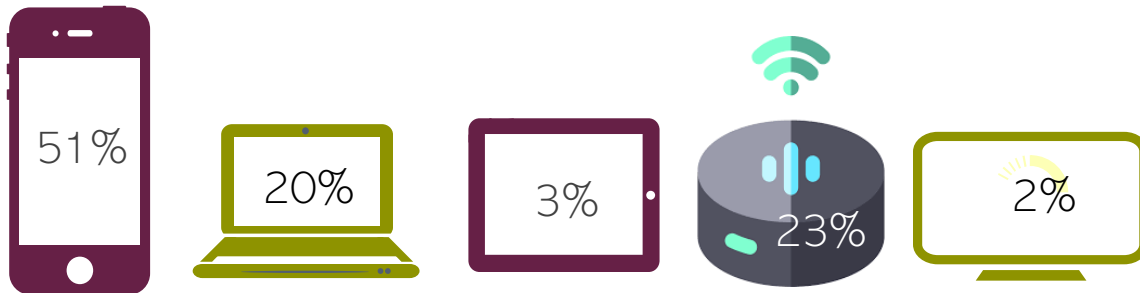
50%  
of catch up radio listening is by over 55s



78%  
Of catch up listening is at home

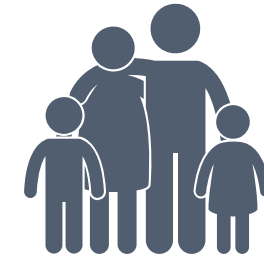
## On Demand Music

On Demand Music by Device – Share %



18%  
of listening is at  
work.

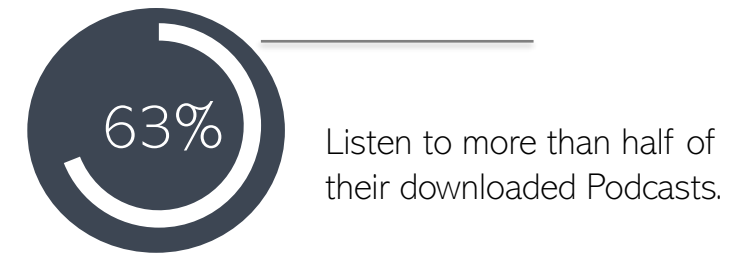
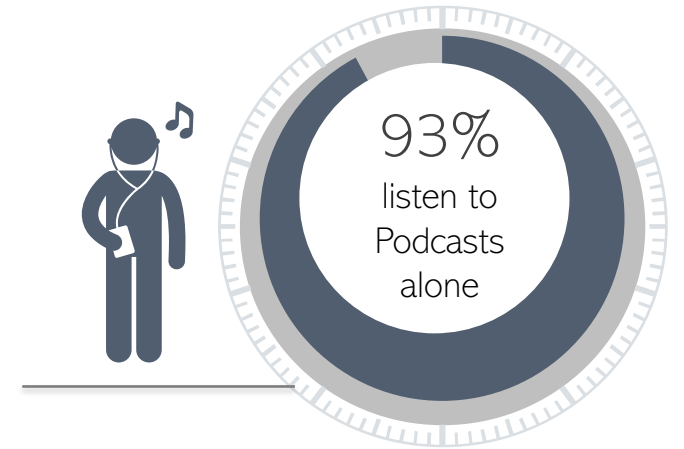
34%  
of listening is  
done with  
others



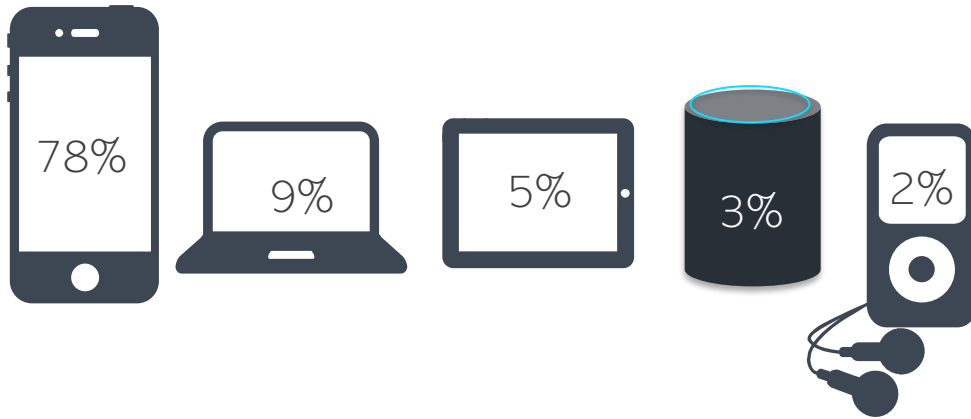
60%  
claim to use a  
“premium”  
service with no  
ads

## Podcasts

Podcasting by Activity – Share %



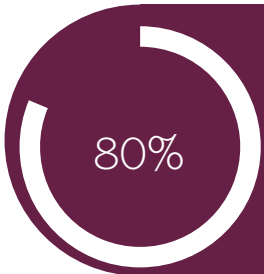
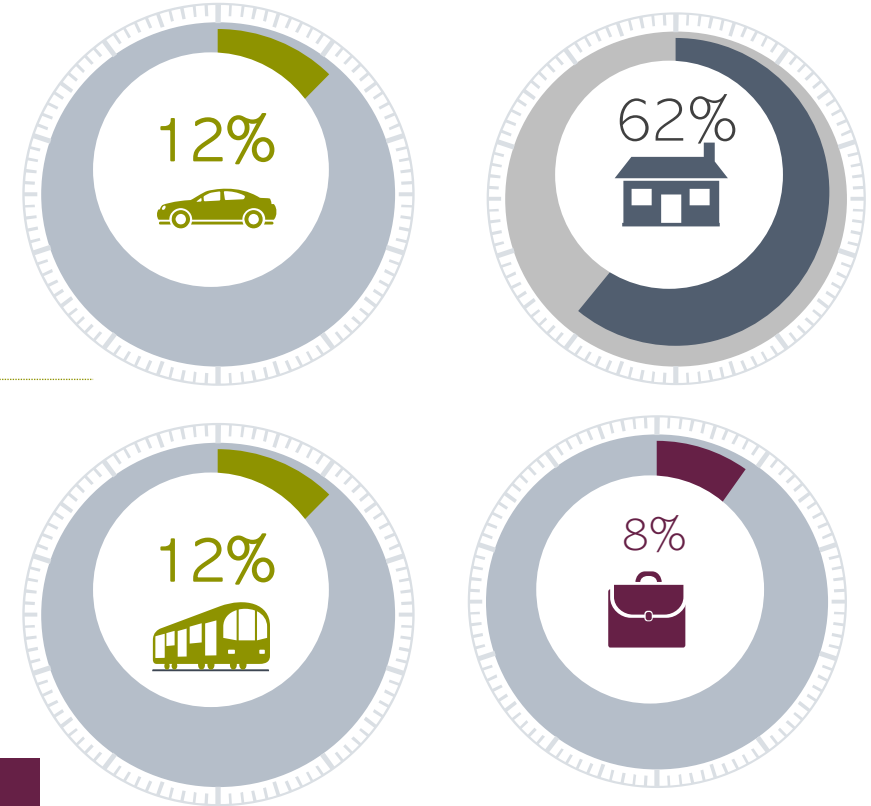
### Podcasting by Device – Share %



### Podcasts

The most favoured genre of Podcast listening is "Comedy".

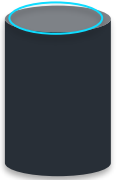
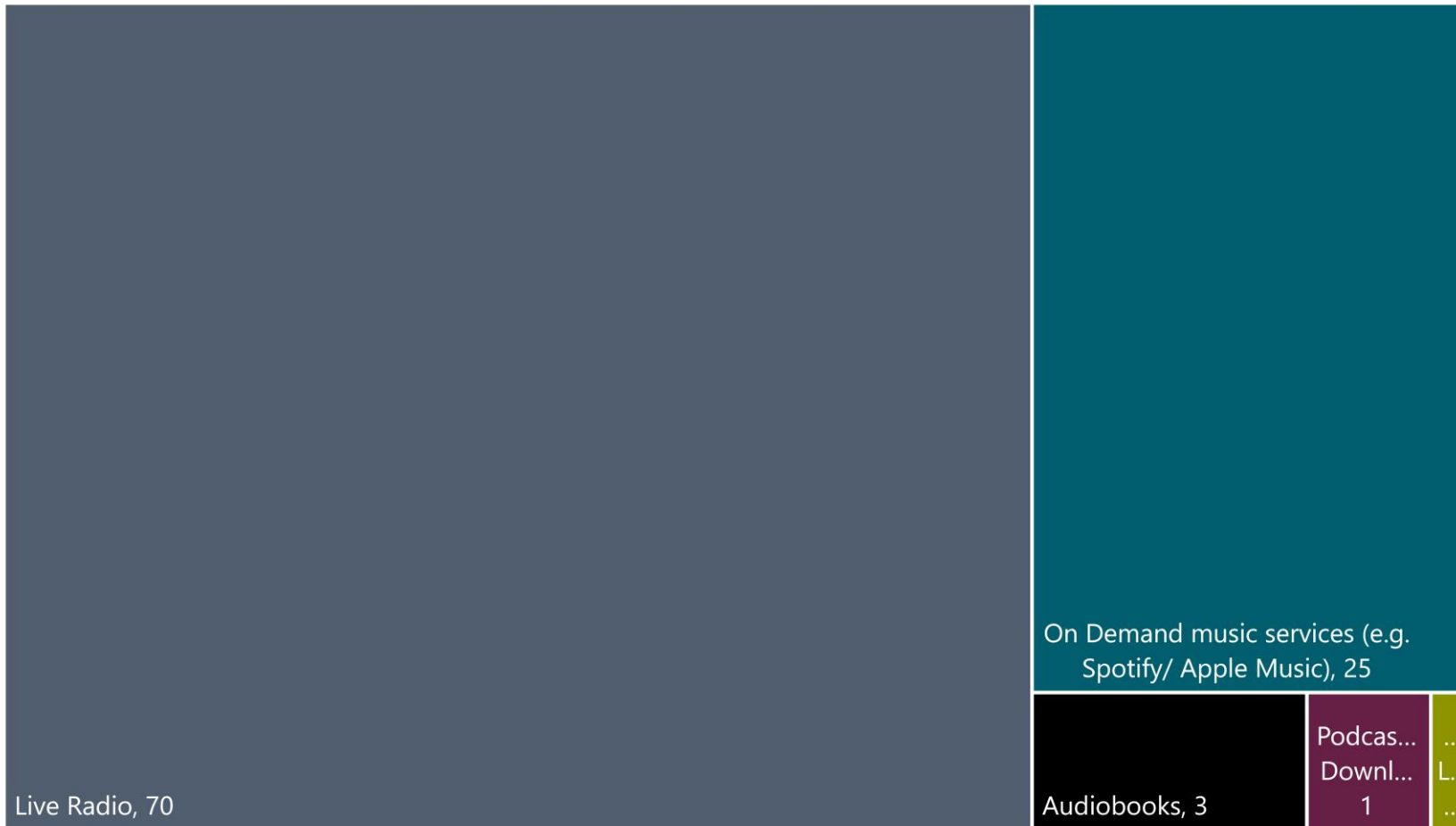
### Podcasting by Location – Share %



Of Podcast listeners listen to between 1-3 episodes each week.

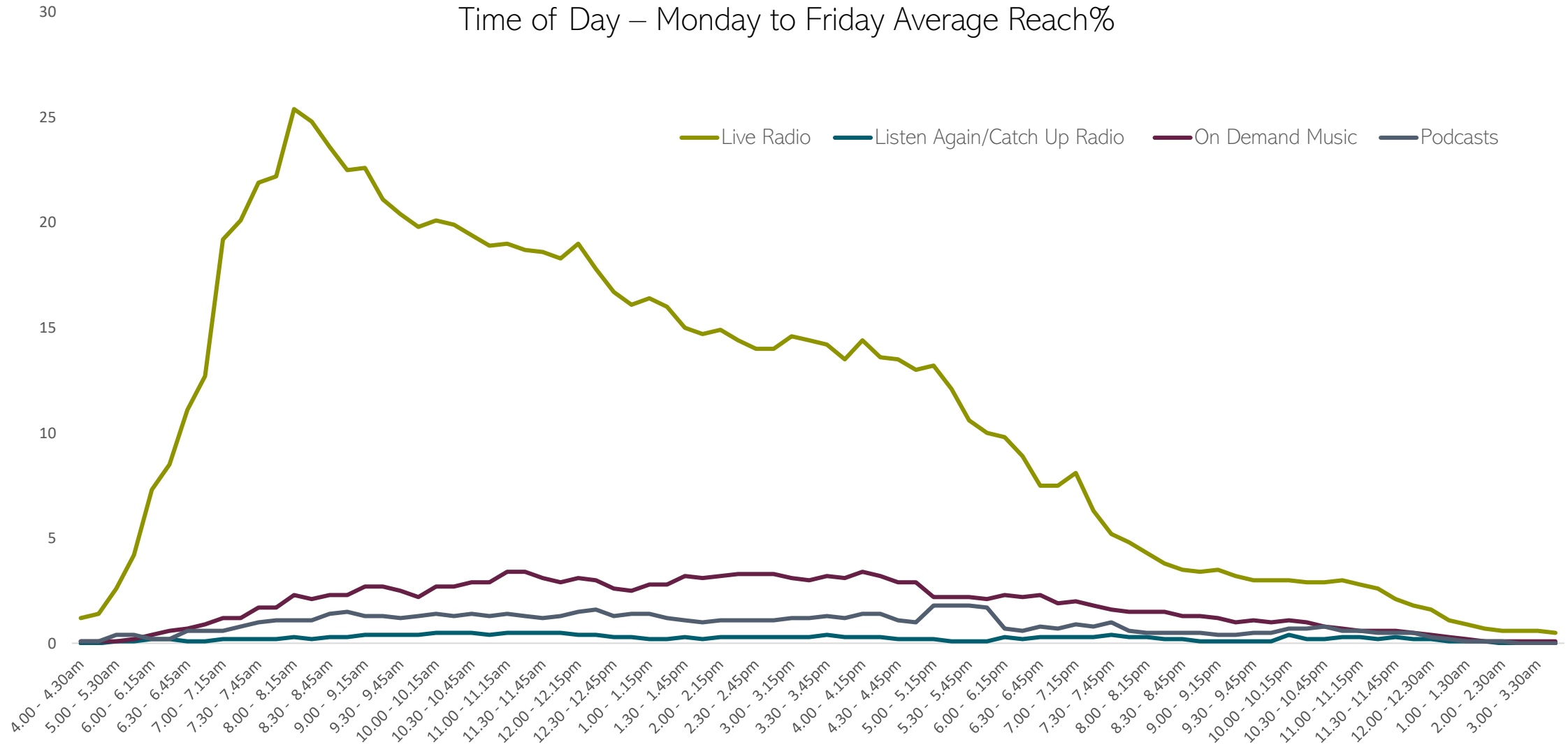
'Word of mouth' is the how most podcasts are discovered.

Smart Speaker (Voice Activated Speaker) by Audio type – share %



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%



#### 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

#### 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
- Tik Tok
- Snapchat

#### 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

#### 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