In today’s connected world, radio has transformed into a truly anytime, anywhere, anyhow experience.

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

MIDAS has been in circulation in its current form since 2012 and although was not carried during the Covid related lockdowns, this is the second wave since the pandemic and the data has been rolled with the respondents from MIDAS Winter 2021. The summer wave fieldwork weeks took place in mid September. The total sample is 1696 of former RAJAR respondents adults aged 15 plus, completing a 7 day MIDAS diary. Demographic splits of the following information 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
- Podcasting
- On Demand Music Services
- Devices
- Time Spent

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MIDAS Measurement of Internet Delivered Audio Services

SUMMER 2022

ALL ADULTS 15+

<table>
<thead>
<tr>
<th>Audio Type</th>
<th>15-24</th>
<th>25-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Demand music services</td>
<td>6</td>
<td>3</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Podcasts/Downloads</td>
<td>6</td>
<td>9</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>CDs/Cassettes</td>
<td>23</td>
<td>10</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>Digital Tracks</td>
<td>27</td>
<td>13</td>
<td>23</td>
<td>91</td>
</tr>
<tr>
<td>Live Radio</td>
<td>23</td>
<td>11</td>
<td>23</td>
<td>91</td>
</tr>
<tr>
<td>Listen Again/Catch Up Radio</td>
<td>5</td>
<td>3</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Vinyl records</td>
<td>10</td>
<td>6</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>Audiobooks</td>
<td>10</td>
<td>9</td>
<td>12</td>
<td>6</td>
</tr>
</tbody>
</table>

AUDIOTYPES WEEKLY REACH %

- Live Radio: 88%
- On Demand music services: 34%
- Podcasts/Downloads: 19%
- CDs/Cassettes: 14%
- Digital Tracks: 11%
- Audiobooks: 9%
- Listen Again/Catch Up Radio: 9%
- Vinyl records: 3%
Audio (excluding visual) by Share % for All Adults 15+

Audio (excluding visual) by Share % for Demographics (15-24, 25-34, 35-54 and 55+)
Audio (excluding visual) by Device Share % for Demographics (15-24, 25-34, 35-54 and 55+)

Audio (excluding visual) by Device Share % for All Adults 15+
Listen Again or Catch up radio is favoured in the older demographics, especially 55 years plus.

Live Radio and Catch up radio almost equally split between gender.

Over half (54%) of all On Demand Music (including Spotify, Apple Music, Amazon Prime Music) users are aged between 15-34.

Podcasting tends to lean toward Male Listeners.
ALL ADULTS
15+ Weekly Hours in 000s
25% of live radio hours are done working/studying.

74% of new music discoverers still consider the Radio to be important for finding new tracks.

REACH% All Adults 15+

Driving/travelling, 56
Relaxing/nothing particular, 33
Eating/drinking/cooking, 31
Household Chores, 31
Working/studying, 25
Washing/Dressing, 16
Sports/exercise/hobbies, 6
LIVE RADIO VIA DEVICE

SHARE %

- Other Device: 11%
- Voice Activated Speaker: 3%
- Mobile Phone: 46%
- Desktop/Laptop computer: 26%
- DAB Digital Radio: 11%
- AM/FM Radio: 3%

REACH %

- DAB Digital Radio: 54%
- AM/FM Radio: 38%
- Voice Activated Speaker: 15%
- Mobile Phone: 11%
- TV: 13%
- Desktop/Laptop computer: 6%
- Tablet: 3%

*‘Other’ devices includes Tablets, TVs, Wifi Radios, Wearable Technology etc.*
Over half (56%) of live radio listening is done alone, this is consistent through the age demographics. 21% with a partner or spouse and 12% with work colleagues.

In ‘home’ dominates live radio listening hours with a share of 62%, in vehicle 22%, at work or place of study 14% and public transport/elsewhere 2%.
LISTEN AGAIN/CATCH UP RADIO - SHARE %

- At Home: 76%
- Car/Van/Lorry: 9%
- Work/Place of study: 5%
- Public Transport/walking: 4%
- Elsewhere: 6%

84% Listen to catch up radio on their own

41% Listen whilst relaxing or doing nothing in particular

56% Mobile
15% Desktop
15% TV
5% Radio
1% Other
PODCASTING - SHARE %

- Working/ studying, 33
- Driving/ travelling, 22
- Relaxing/ nothing particular, 15
- Household Chores, 10
- Eating/ drinking/ cooking, 4
- Other, 5
- Washing/Dressing, 2

- Sports/ exercise/ hobbies, 10

93% listen to Podcasts alone

70% Listen to mostly all podcast episodes they download.
PODCASTING – SHARE %

- In Home: 48%
- Podcast listening in car: 14%
- Place of work/study: 16%
- Public transport/walking: 19%
- Elsewhere: 3%

Of Podcast listeners, listen to whole episode: 68%
39% of On Demand Music listening spent listening with other people.
ON DEMAND MUSIC - SHARE %

- 55% at Home
- 9% in Vehicle
- 22% at Work
- 7% Public Transport/Elsewhere
Smart Speakers are defined as speakers that work by voice control, such as Amazon Dot/Echo or Google Home/Nest.
TIME OF DAY LISTENING – MONDAY TO FRIDAY AVERAGE WEEKLY REACH %

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

SUMMER 2022
**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

**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

**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

**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
- Spotify
- Apple/itunes Podcasts
- Acast
- Castbox
- Pocketcast
- Google Podcasts
- Podbean
- Podcast Addict