

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.

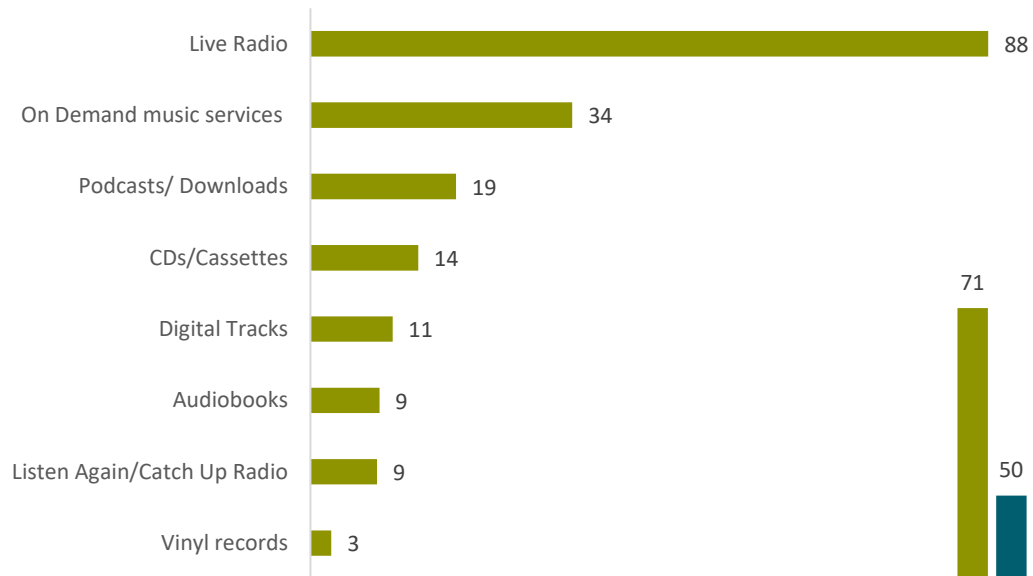
The data charts are displayed as follows:

- Audio Overview
- Wave on Wave Trends
- Live Radio
- Listen Again
- Podcasting
- On Demand Music Services
- Devices
- Time Spent

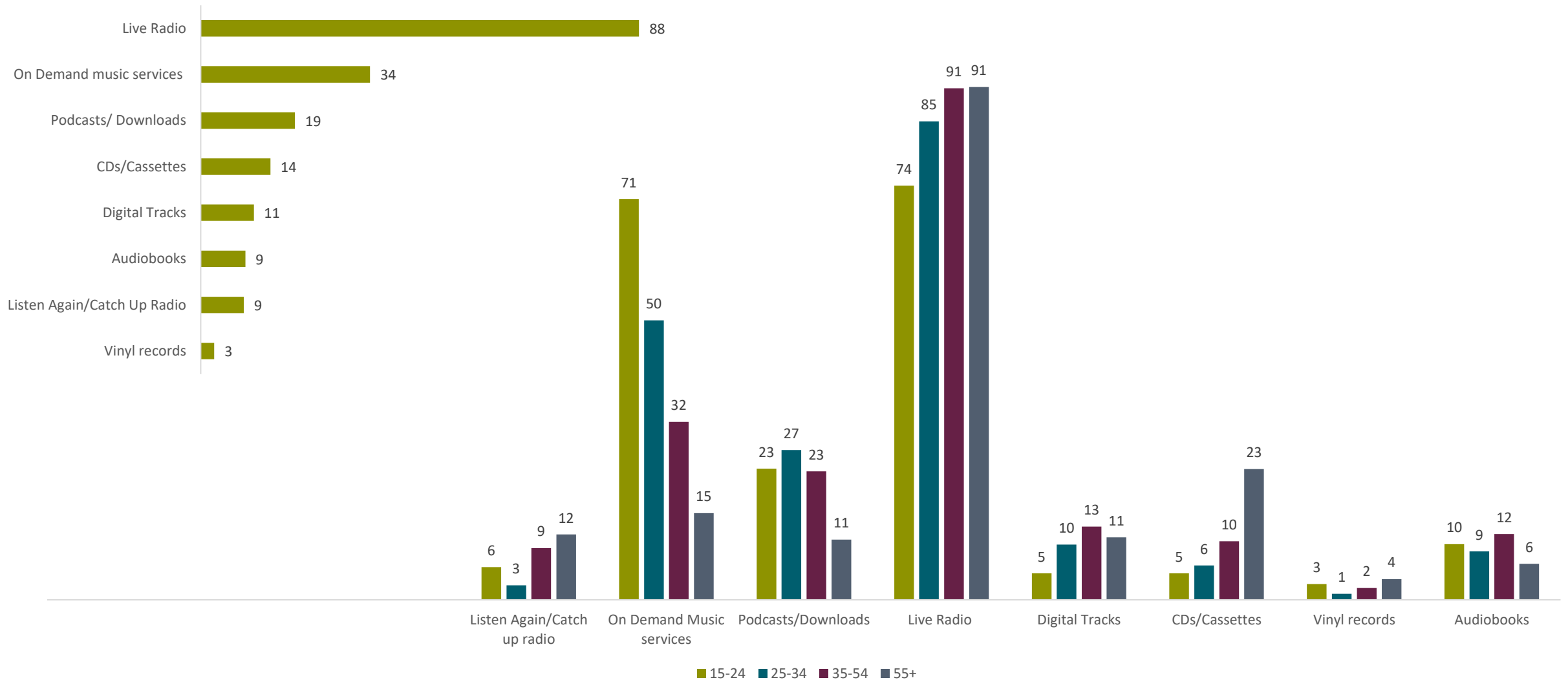
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Telephone Number: 02073950636

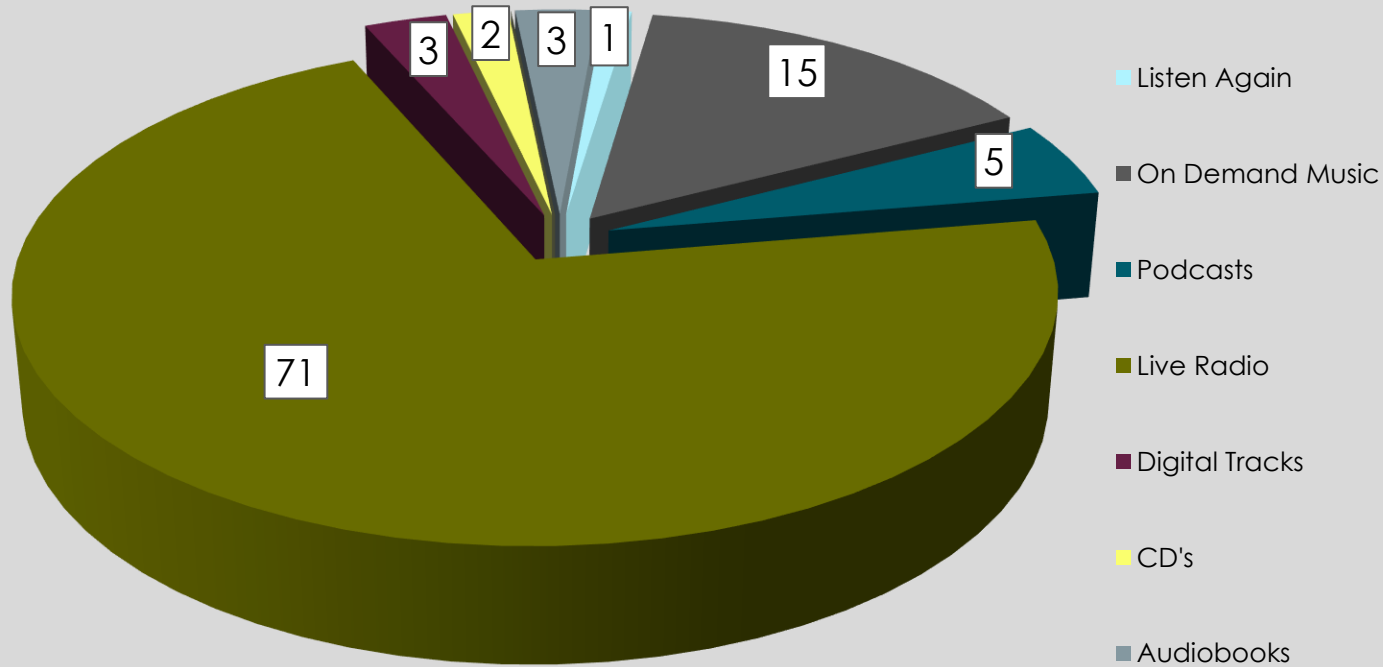
ALL ADULTS 15+



AUDIOTYPES WEEKLY REACH %

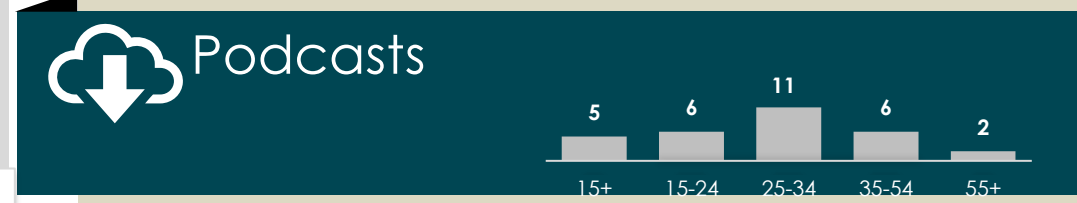
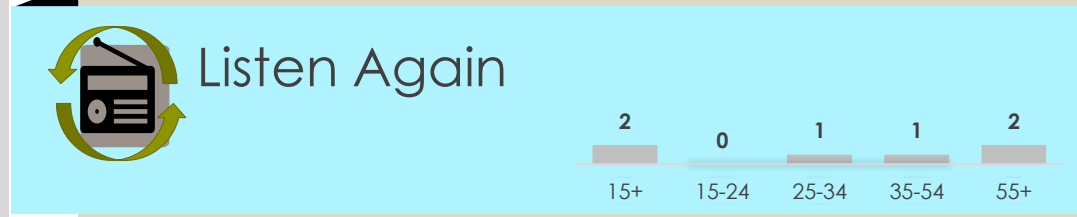
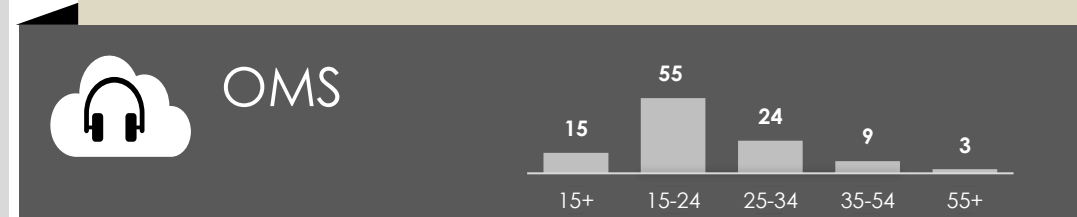
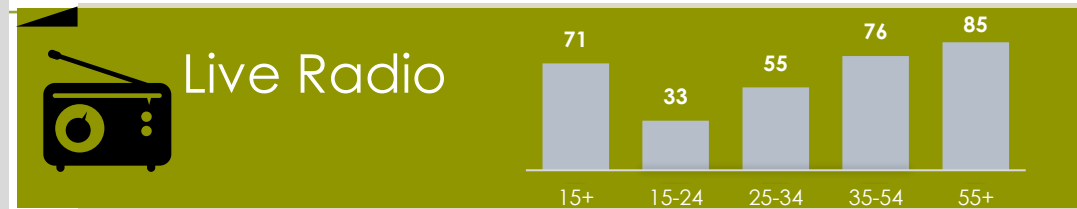


AUDIO OVERVIEW

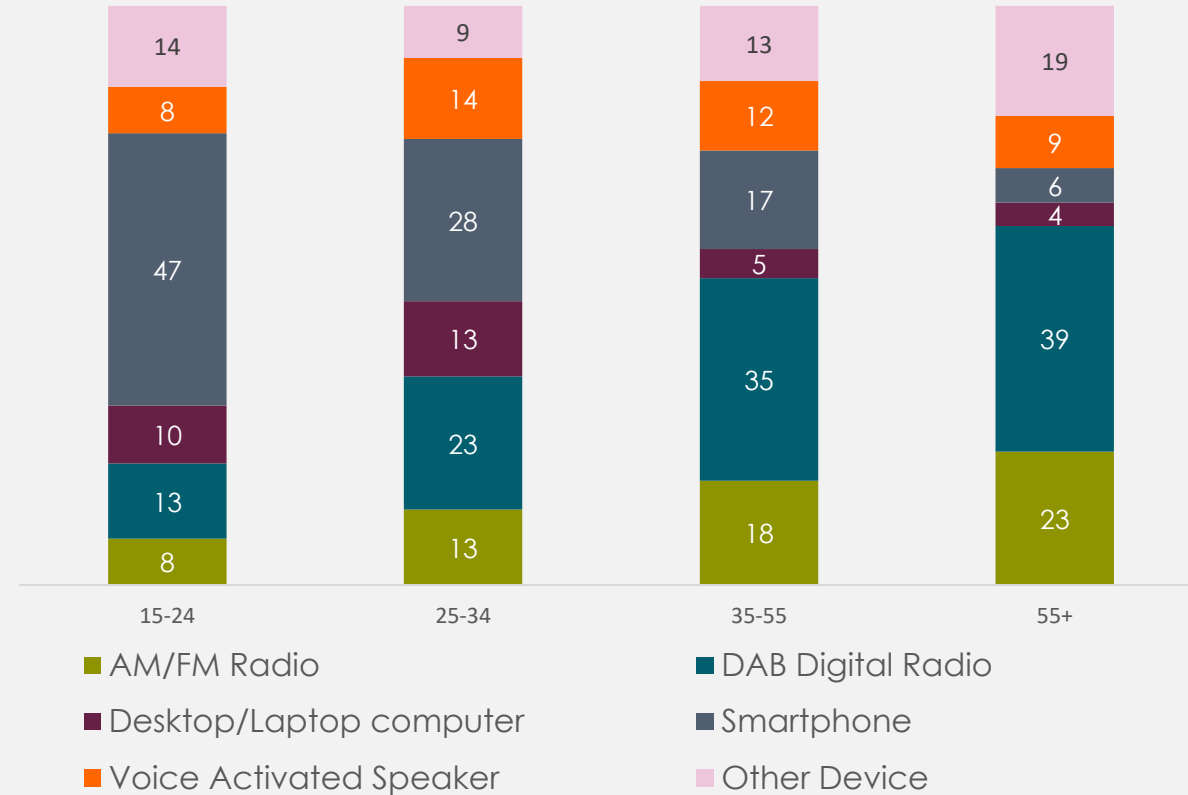
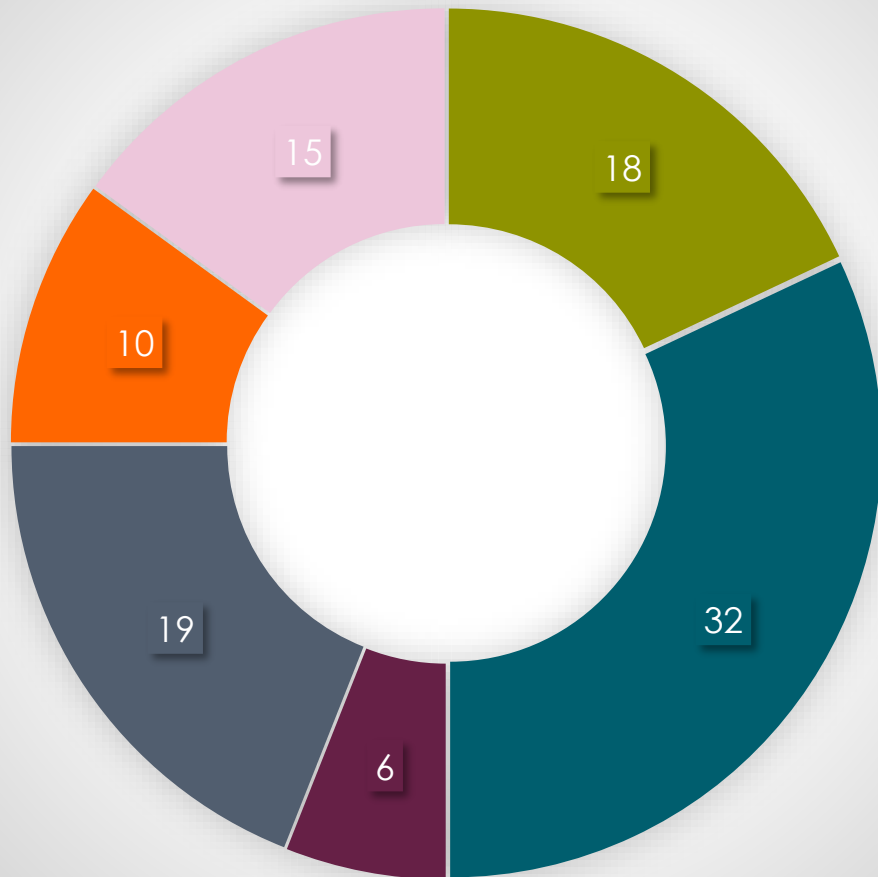


Audio (excluding visual) by Share % for All Adults 15+ 

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



AUDIO OVERVIEW

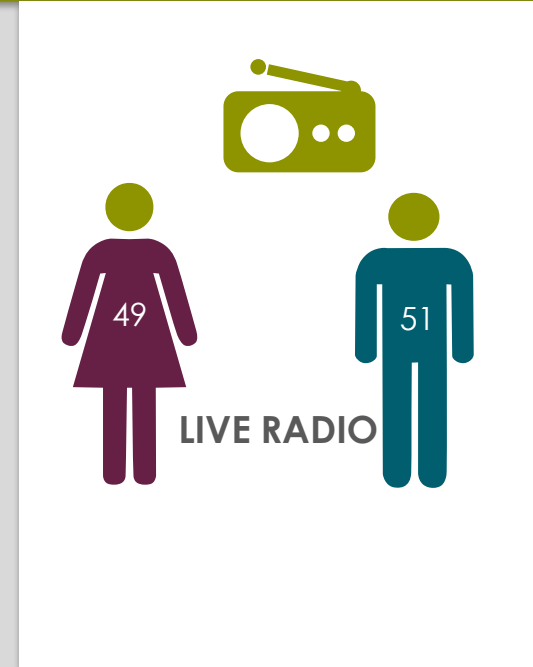
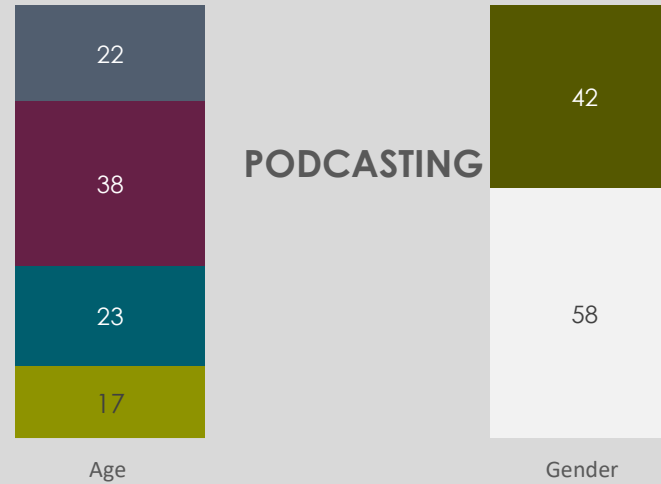
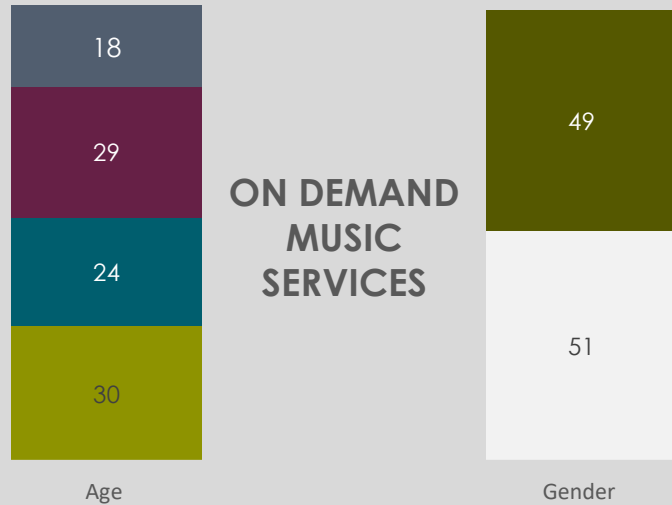


Audio (excluding visual) by Device Share % for Demographics (15-24, 25-34, 35-54 and 55+)

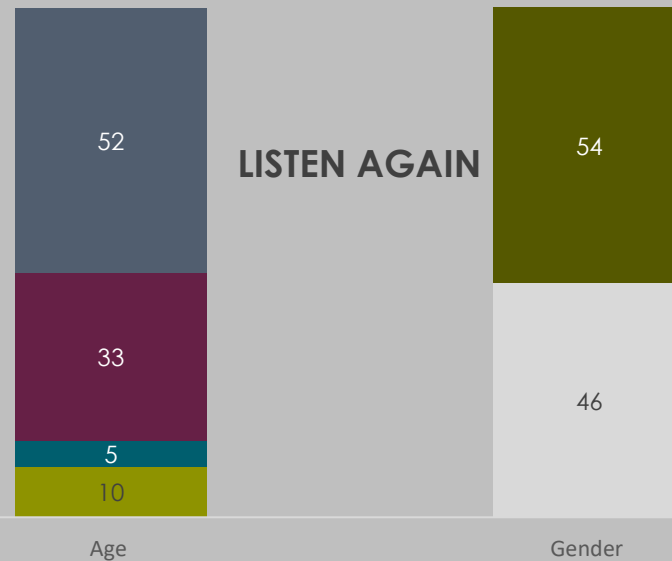
Audio (excluding visual) by Device Share % for All Adults 15+

'Other' devices includes Tablets, CD Players, Portable music players, Record players, TVs, Wearable Technology etc.

AUDIO OVERVIEW – REACH PROFILES %



■ 15-24 ■ 25-34 ■ 35-54 ■ 55+ ■ Male ■ Female



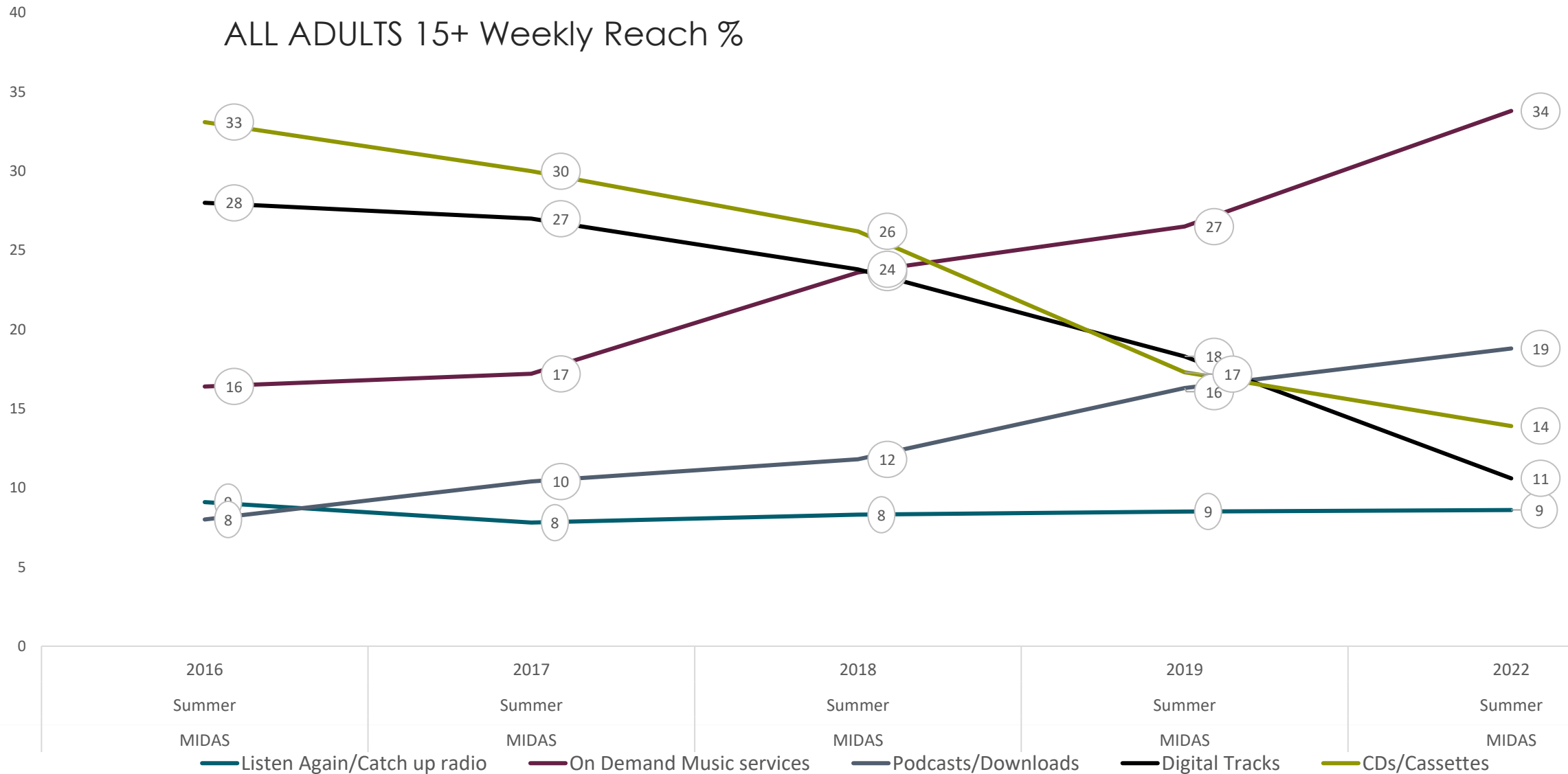
Listen Again or Catch up radio is favoured in the older demographics, especially 55 years plus.

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

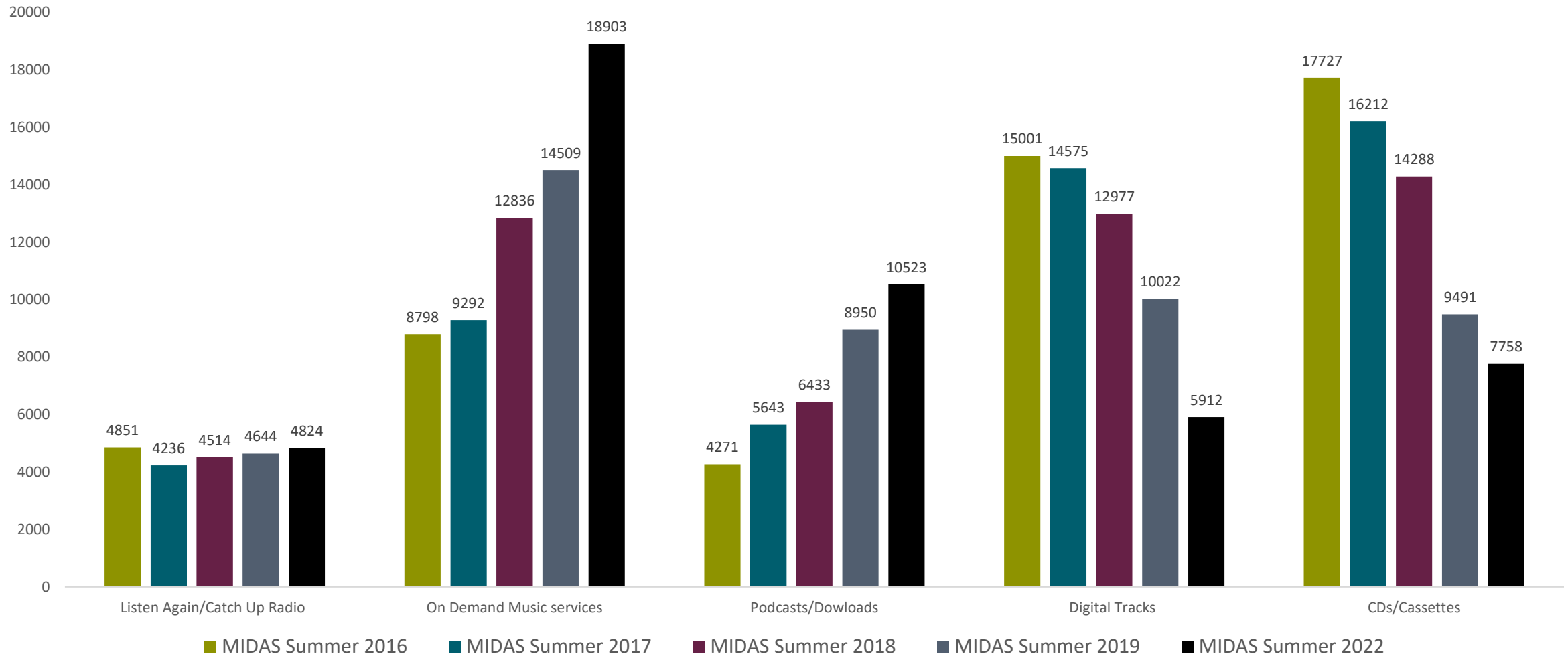
Over half (54%) of all On Demand Music (including Spotify, Apple Music, Amazon Prime Music) users are aged between 15-34.

Podcasting tends to lean toward Male Listeners.

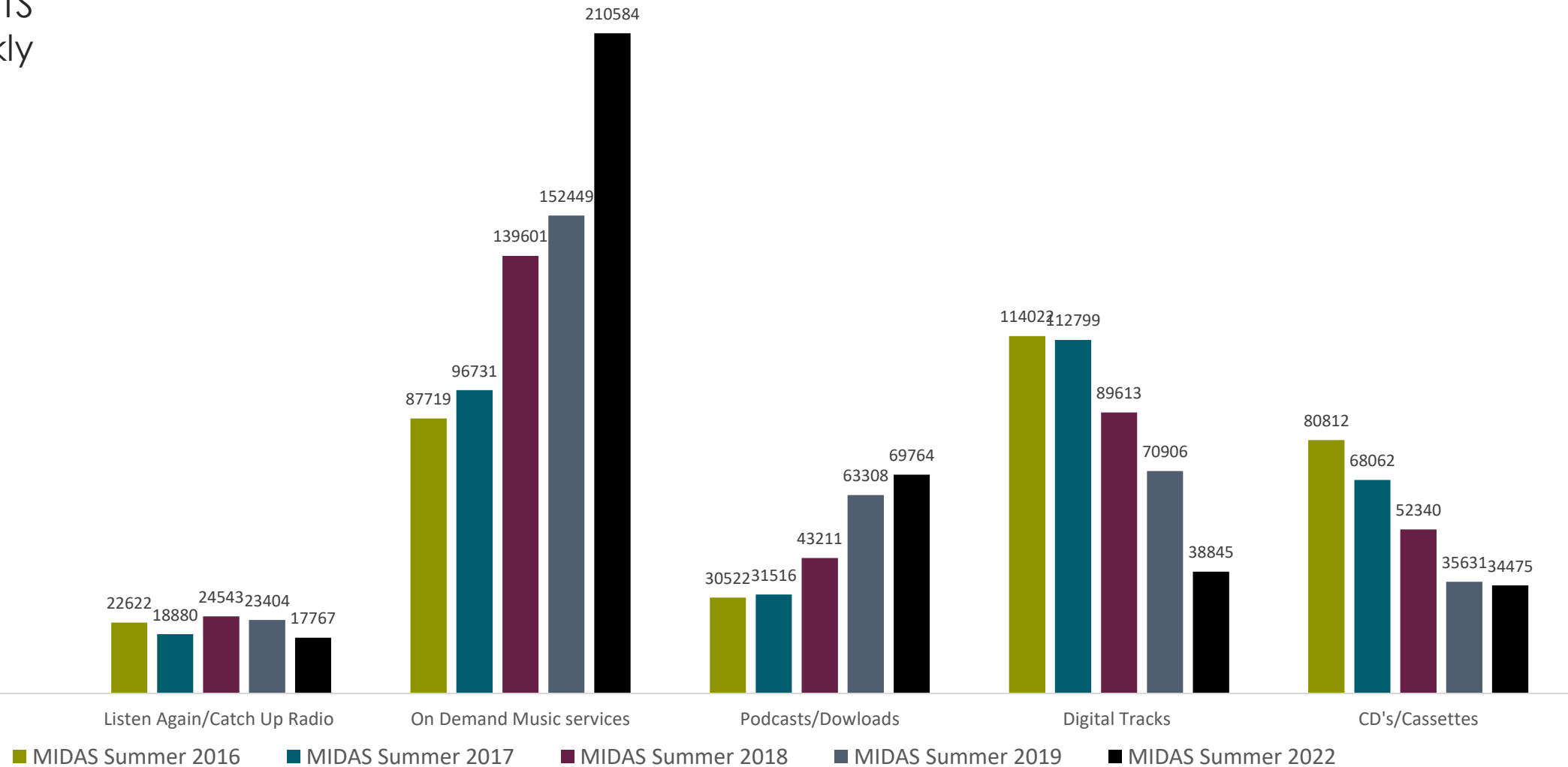
ALL ADULTS 15+ Weekly Reach %



ALL ADULTS 15+ Weekly Reach in 000s




ALL ADULTS
15+ Weekly
Hours in
000s



LIVE RADIO by ACTIVITY

REACH% All Adults 15+

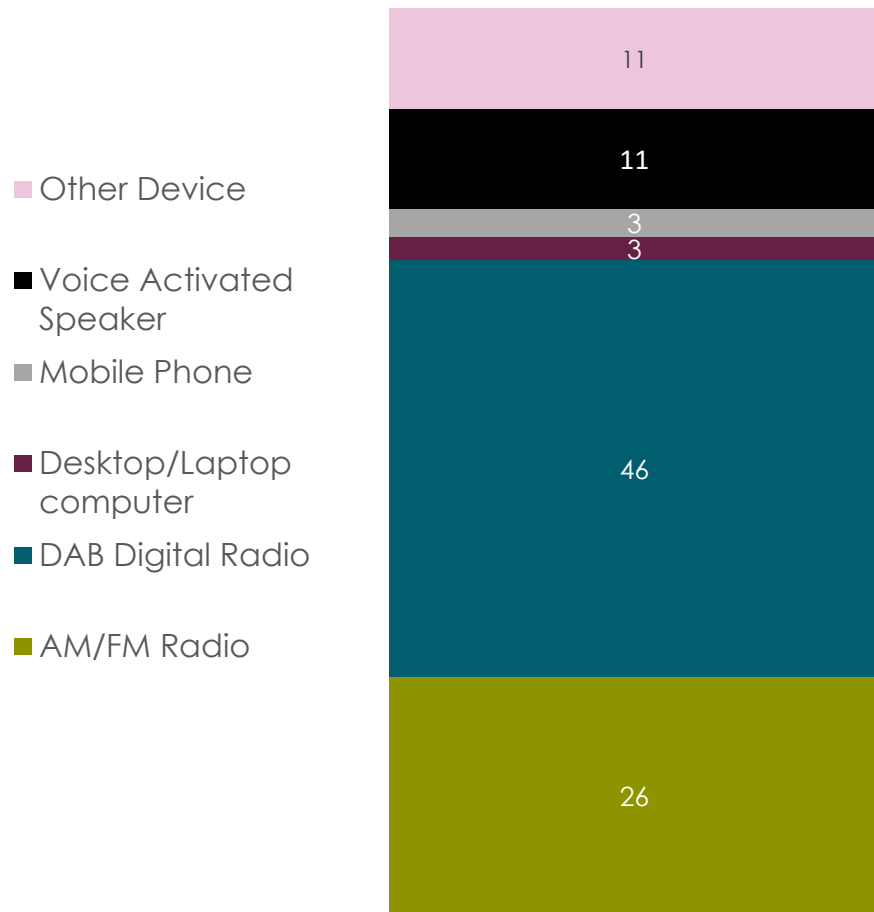


74% 

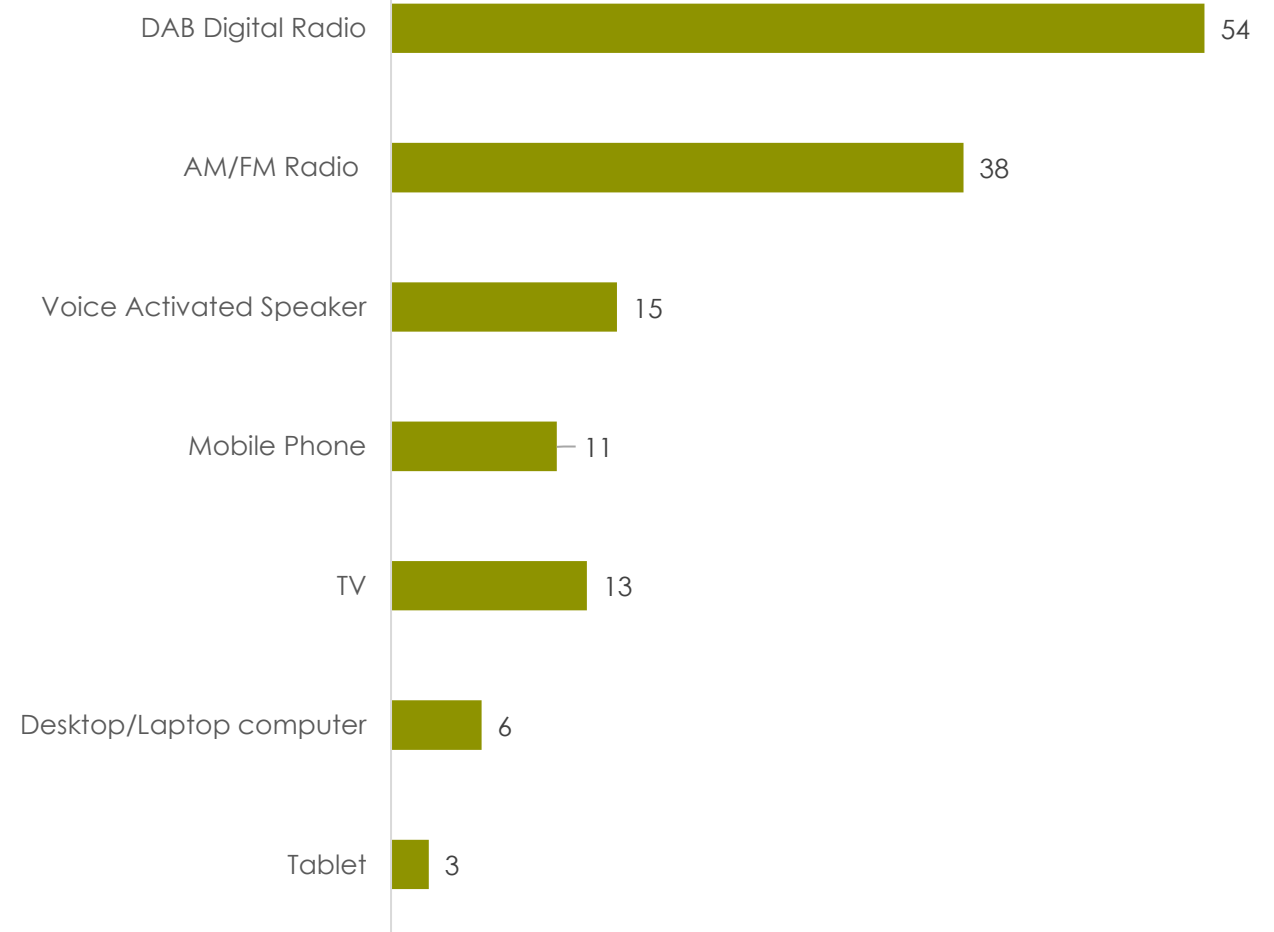
Of new music discoverers, still consider the Radio to be important for finding new tracks.

LIVE RADIO VIA DEVICE

SHARE %

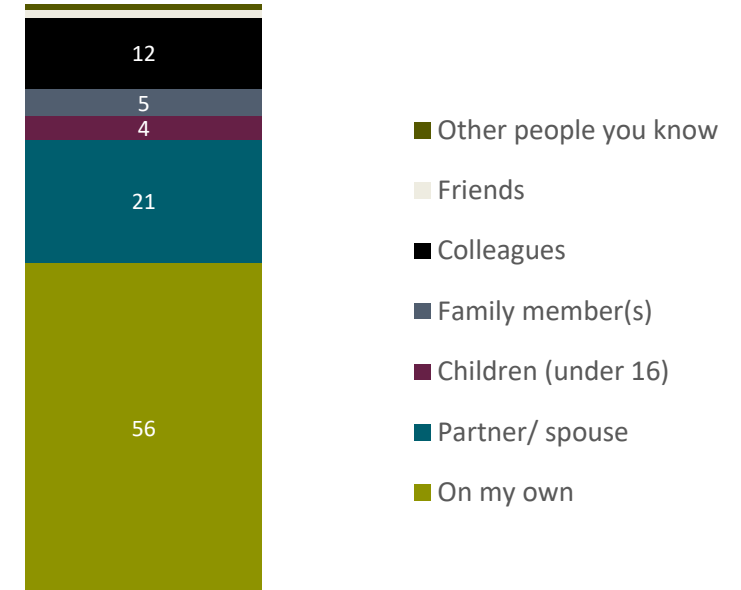
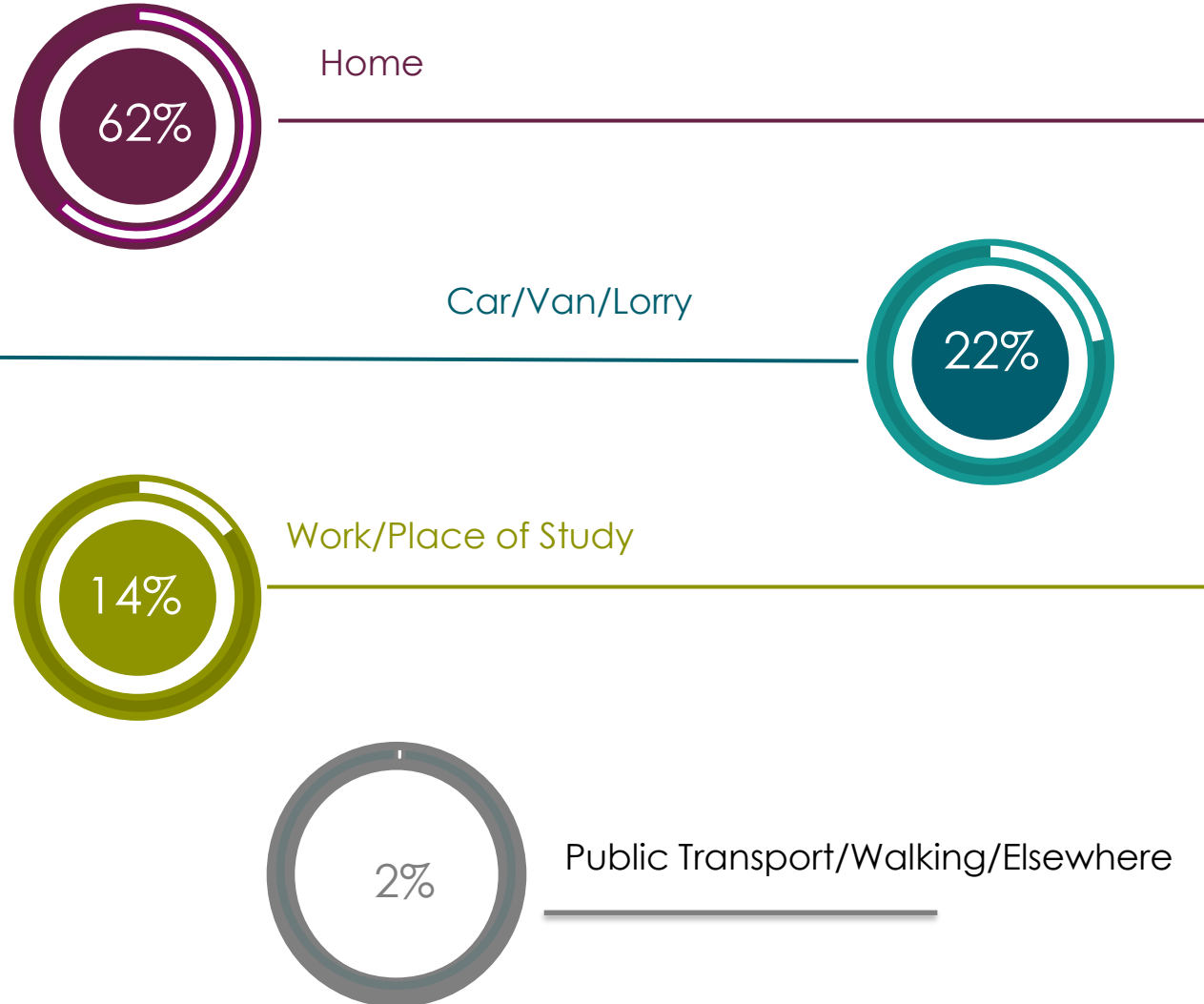


REACH %



'Other' devices includes Tablets, TVs,, Wifi Radios, Wearable Technology etc.

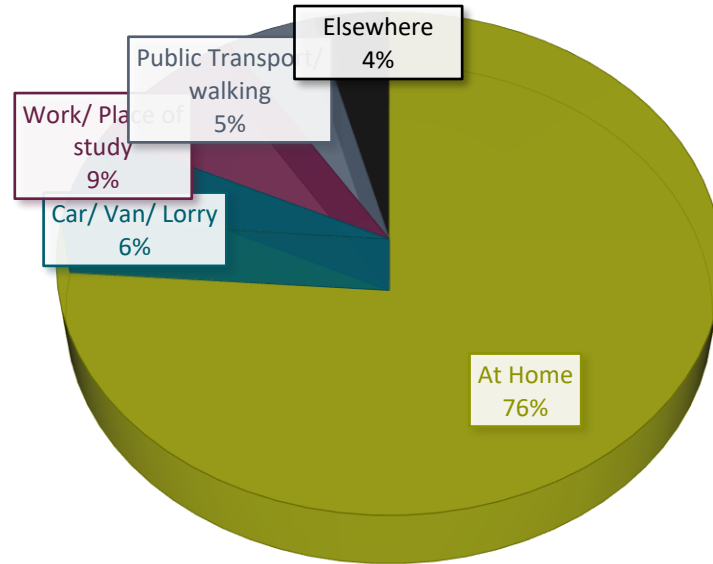
LIVE RADIO – SHARE %



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%.

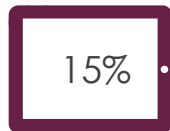
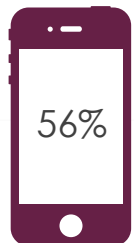
LISTEN AGAIN/CATCH UP RADIO- SHARE %



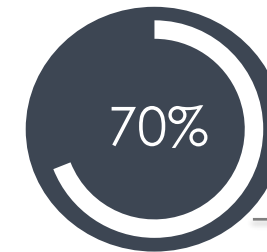
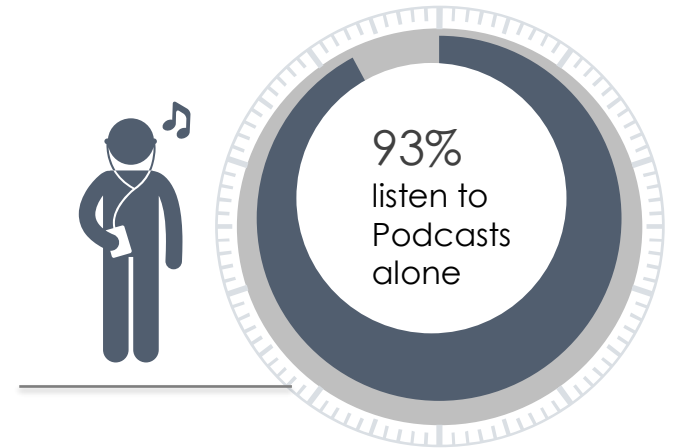
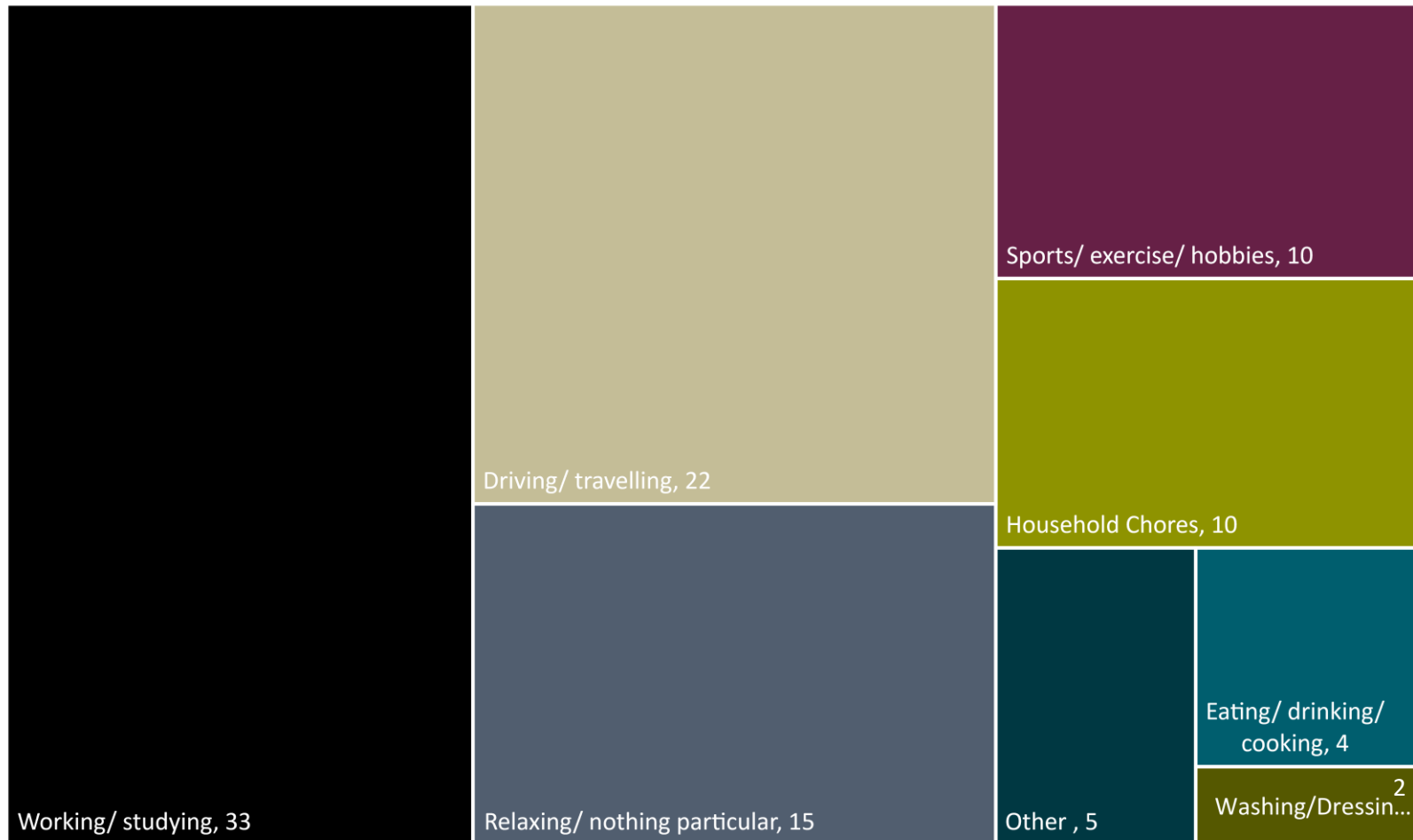
84%
Listen to catch up radio on their own



41%
Listen whilst relaxing or doing nothing in particular

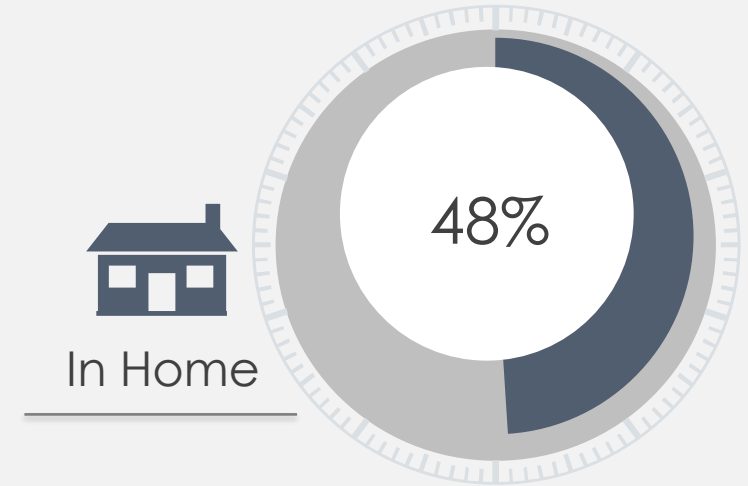
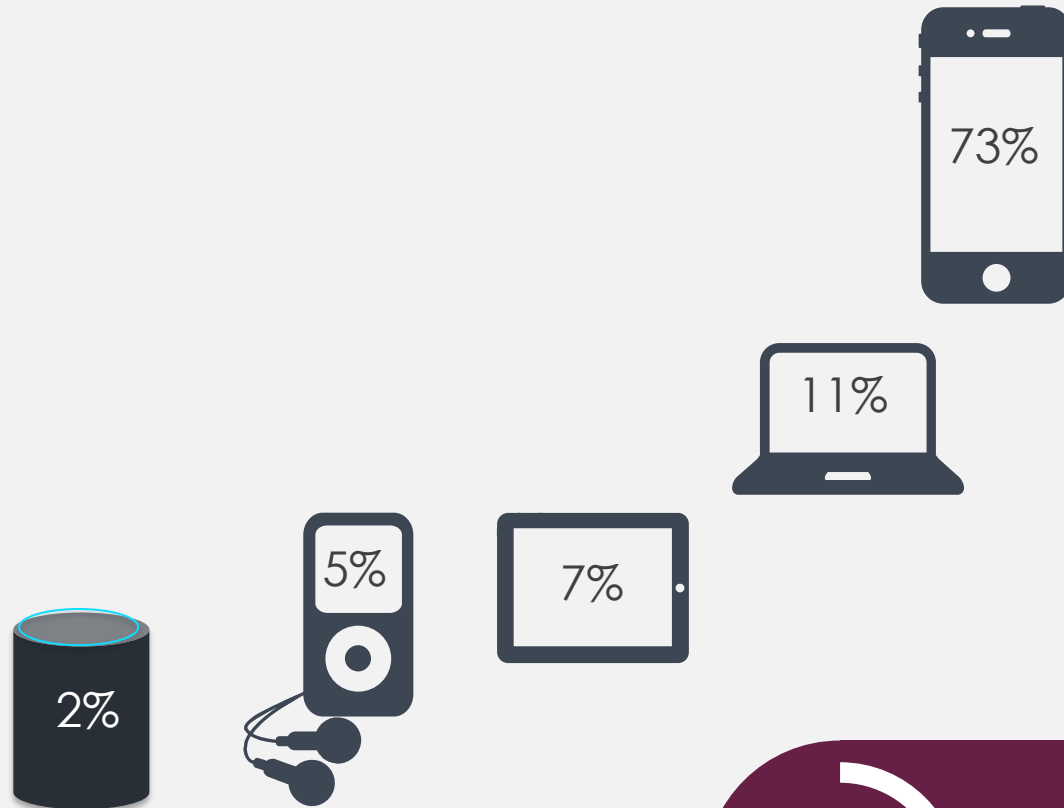


PODCASTING - SHARE %



Listen to mostly all
podcast episodes they
download.

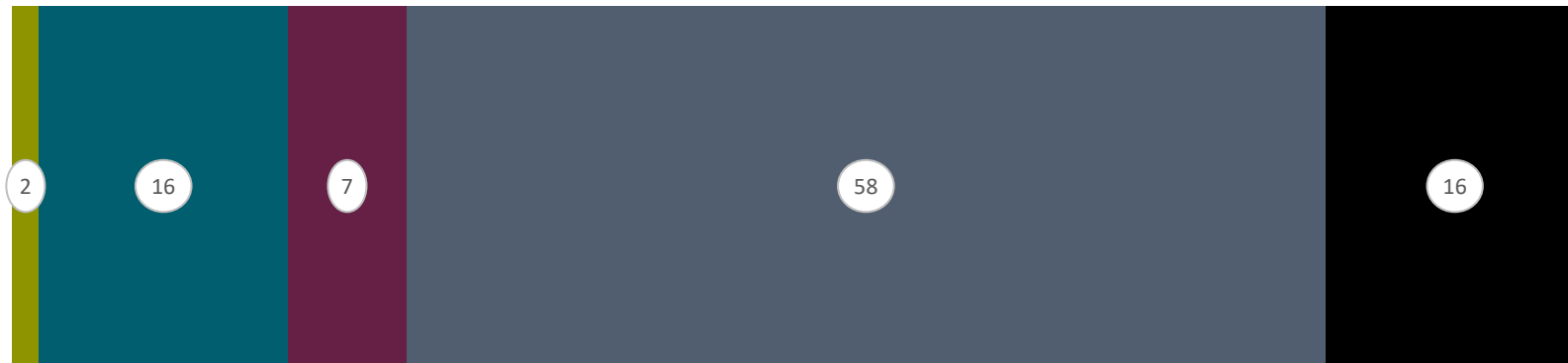
PODCASTING – SHARE %



Podcast listening in car 14%, place of work/study 16%, public transport/walking 19% , elsewhere 3%.

68% Of Podcast listeners, listen to whole episode

ON DEMAND MUSIC – SHARE %



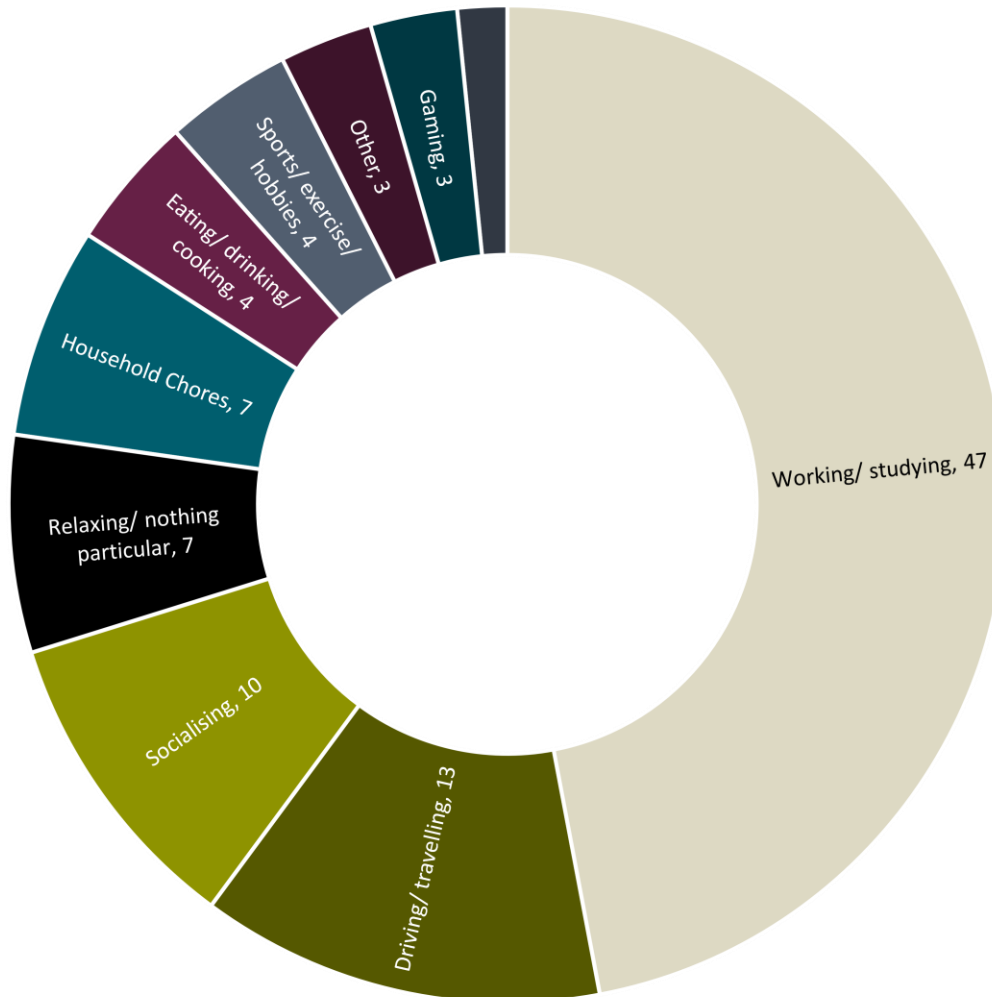
■ TV ■ Desktop/Laptop computer ■ Tablet ■ Mobile Phone ■ Voice Activated Speaker



39% of On Demand Music listening spent listening with other people.



ON DEMAND MUSIC - SHARE %



55% at Home



9% in Vehicle

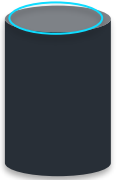
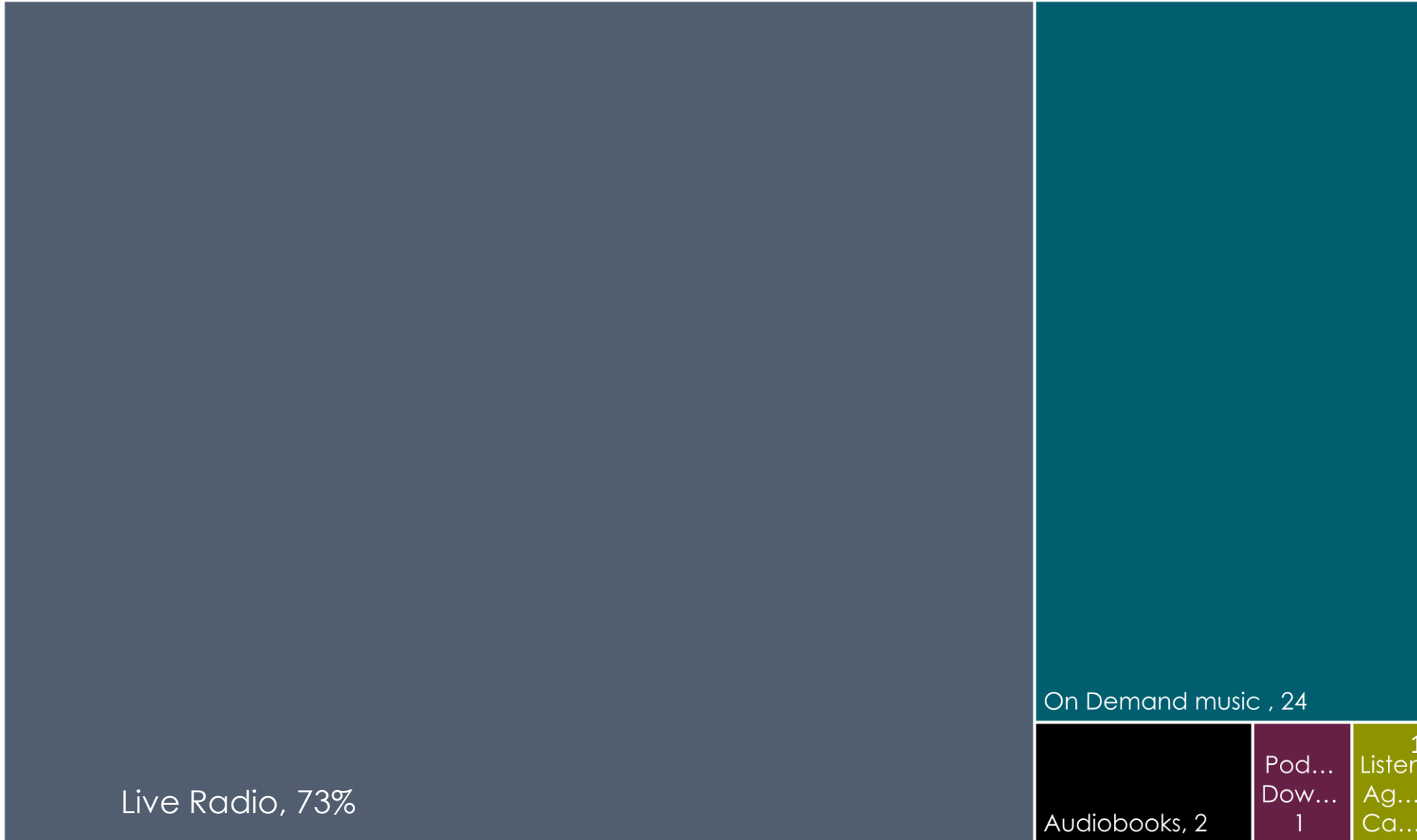


22% at Work



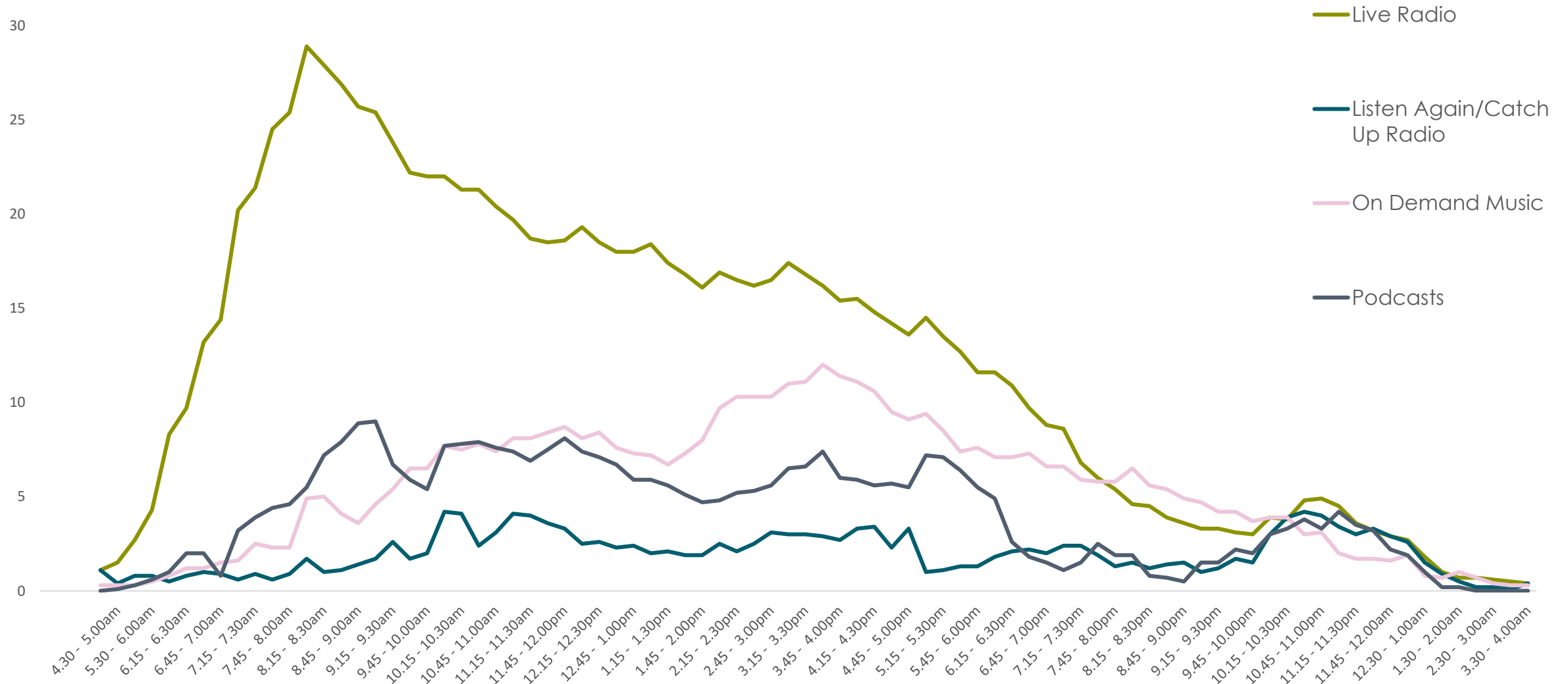
7% Public Transport/Elsewhere

SMART SPEAKER (VOICE ACTIVATED) - SHARE %



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 %



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