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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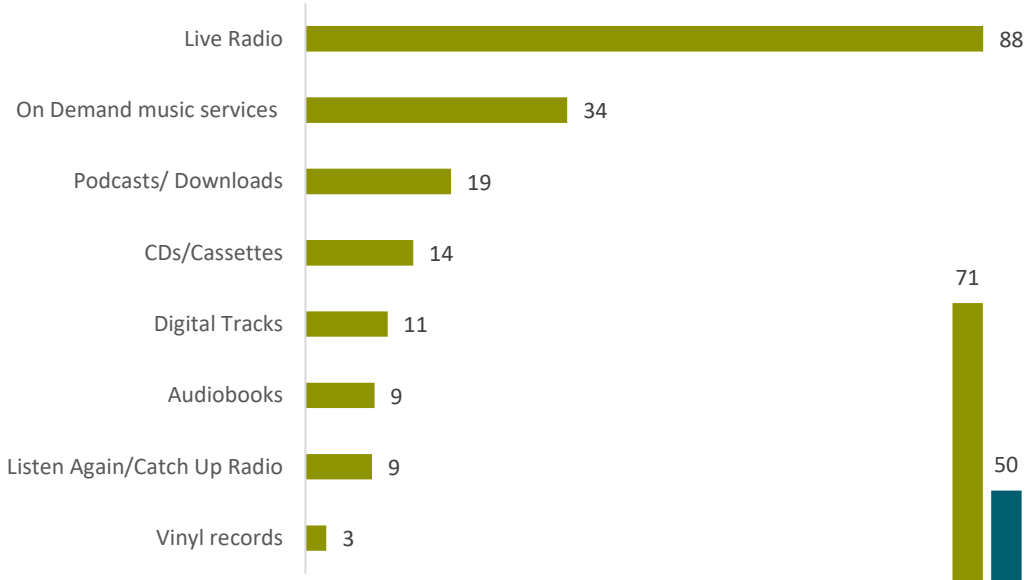
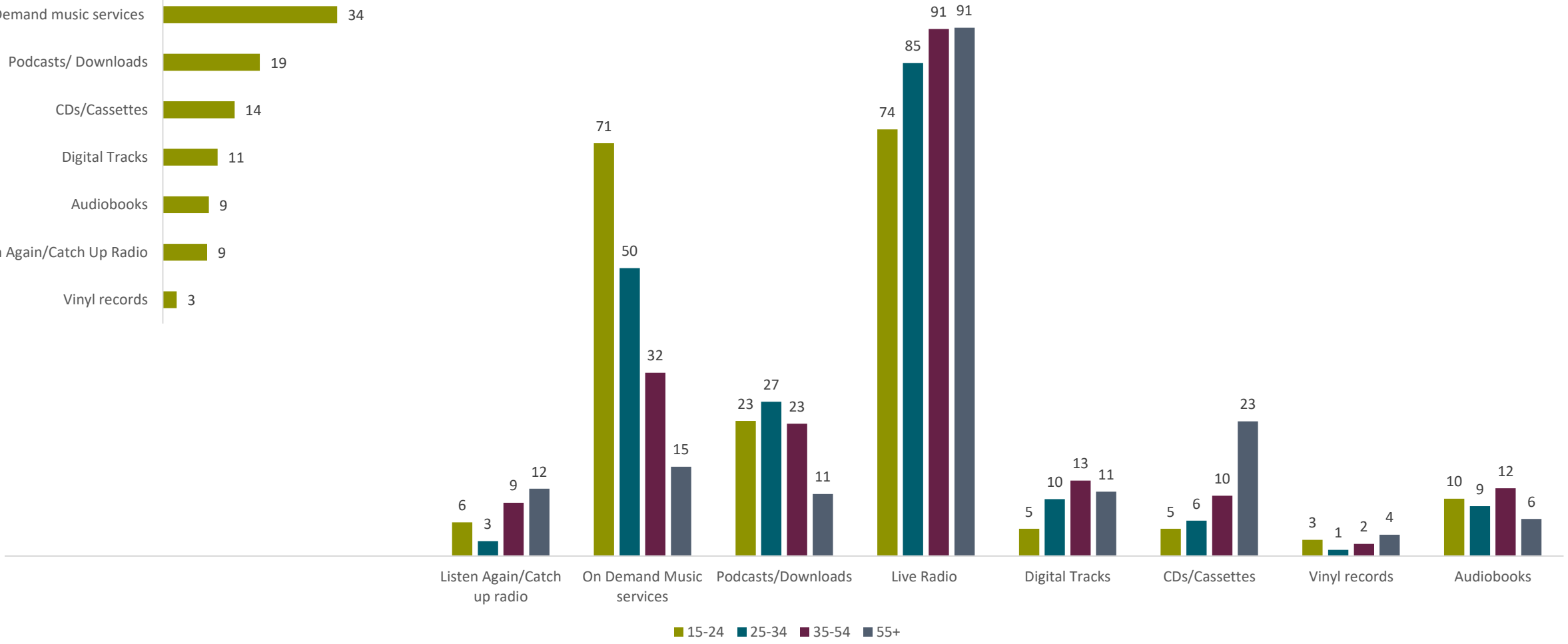
Telephone Number: 02073950636

ALL ADULTS 15+



AUDIOTYPES WEEKLY REACH %

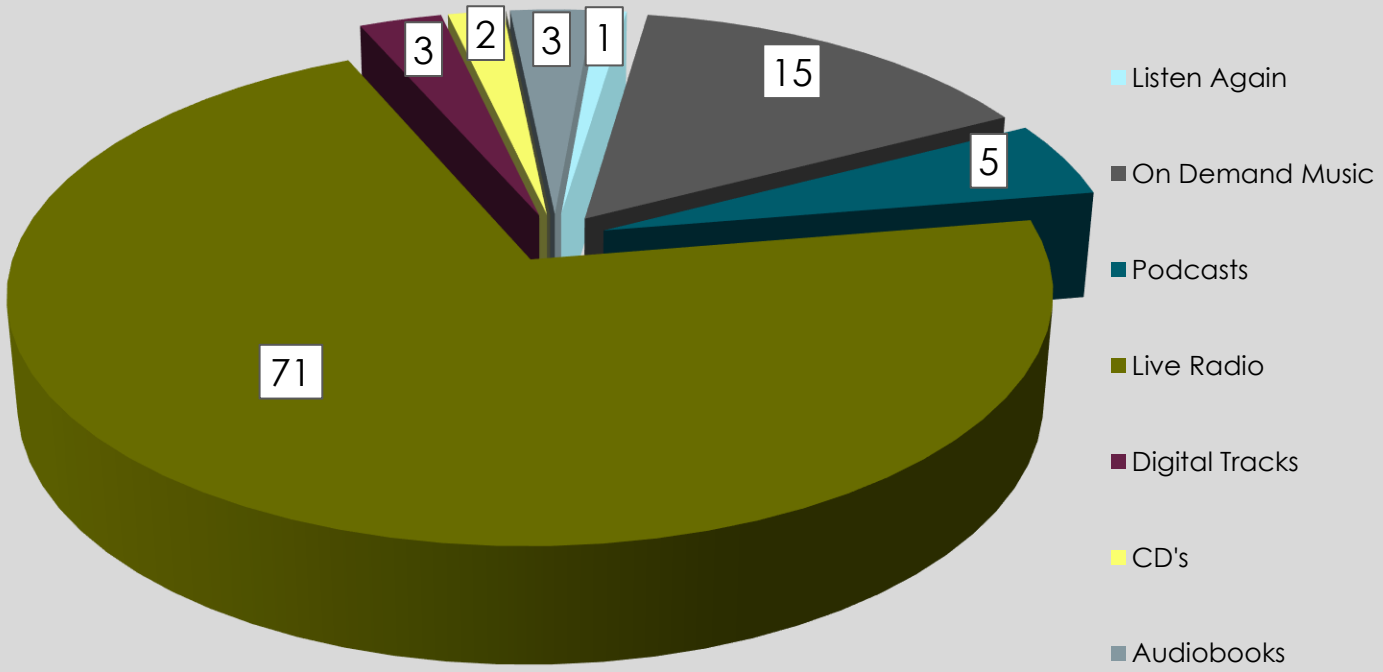


MIDAS *Measurement of Internet Delivered Audio Services*

SUMMER 2022

rajar Audio measurement

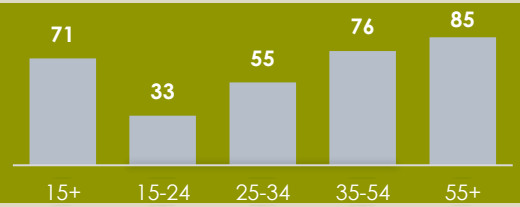
AUDIO OVERVIEW



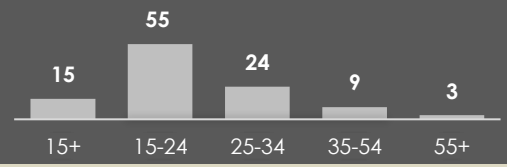
Audio (excluding visual) by Share % for All Adults 15+

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

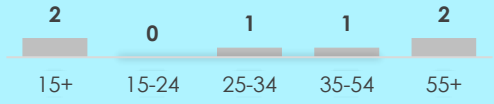
Live Radio



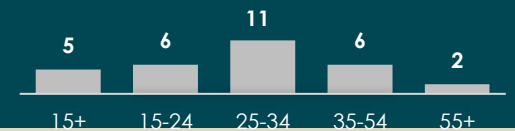
OMS



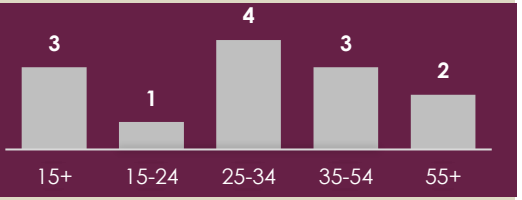
Listen Again



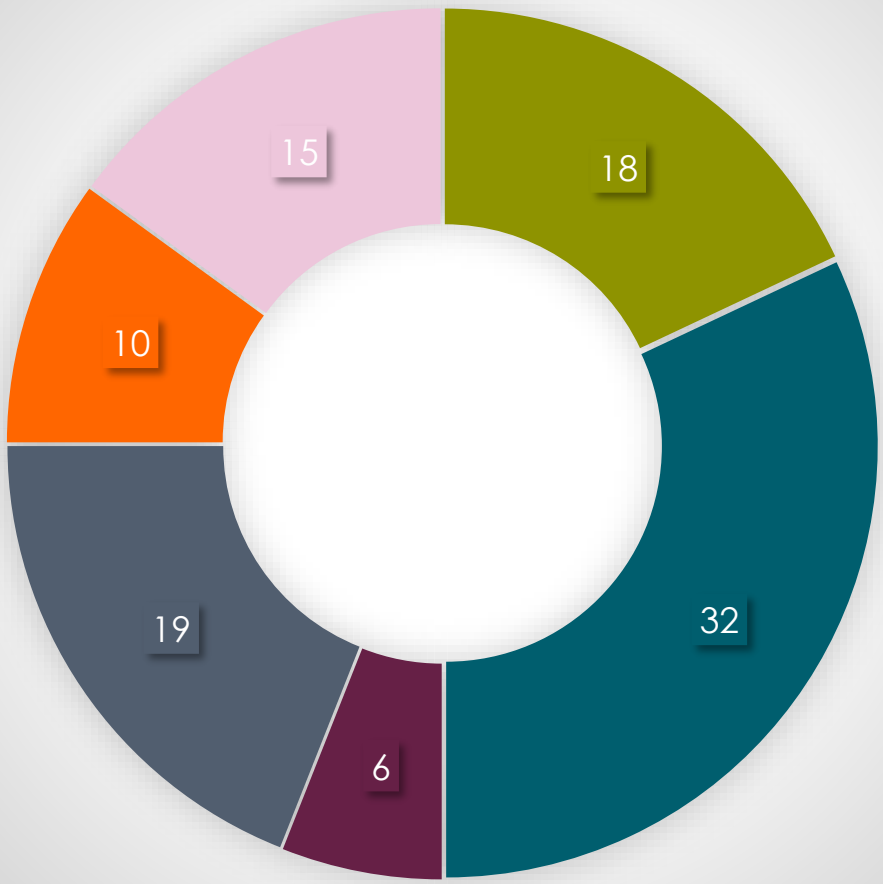
Podcasts

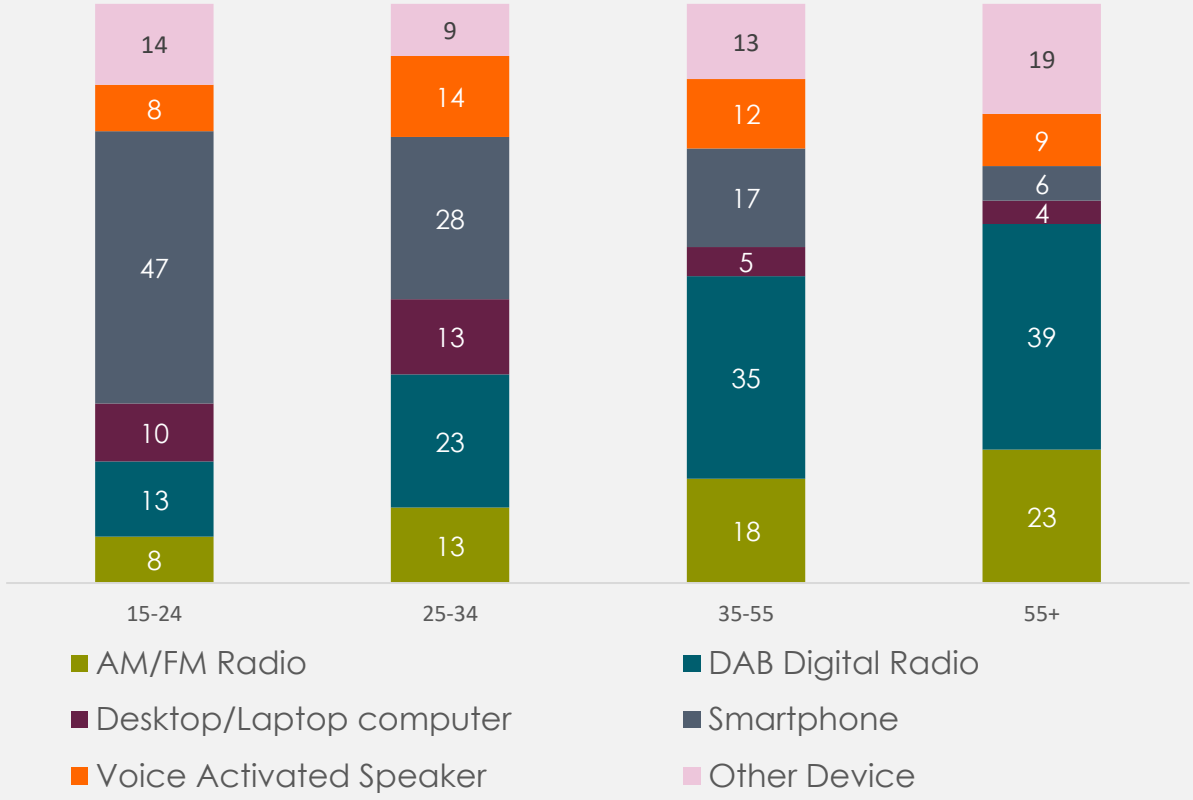


Digital Tracks



AUDIO OVERVIEW



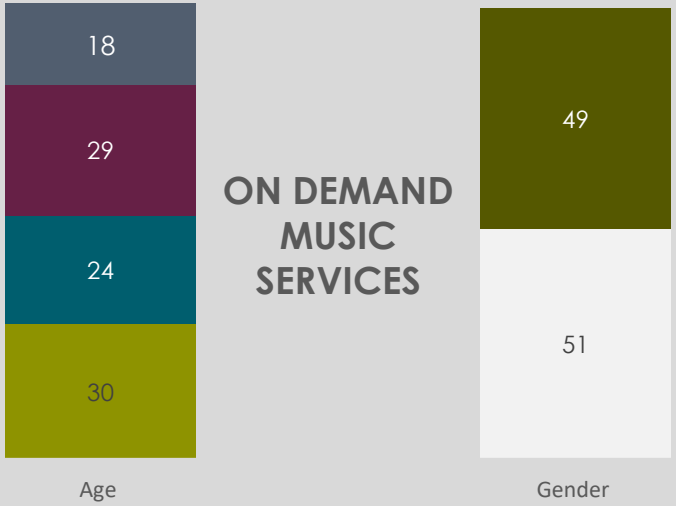


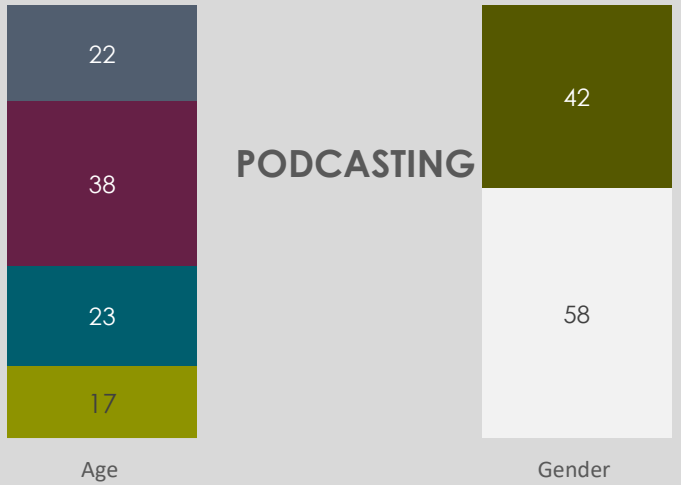
'Other' devices includes Tablets, CD Players, Portable music players, Record players, TVs, Wearable Technology etc.

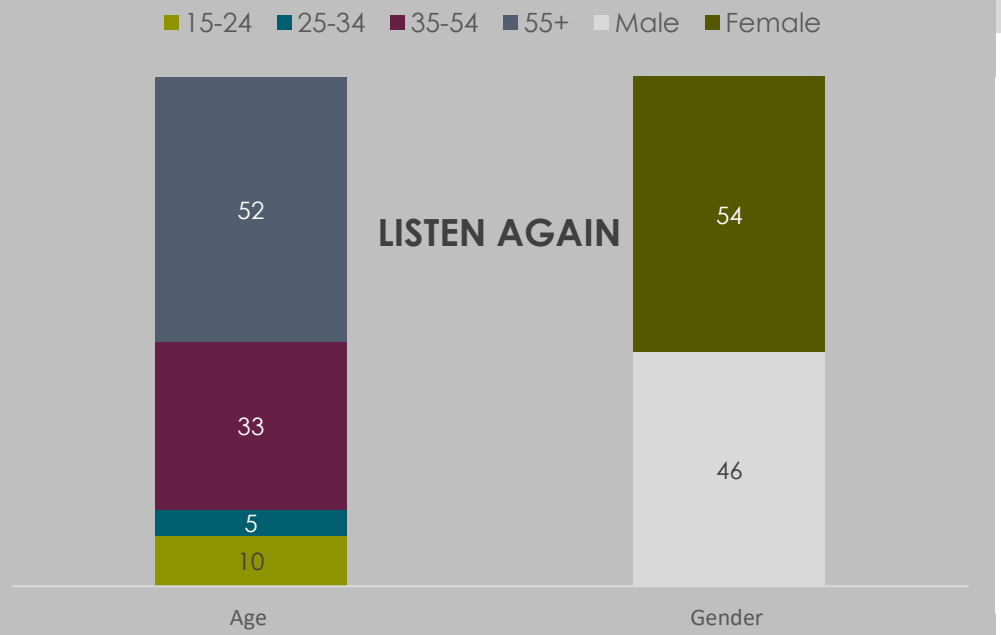
Audio (excluding visual) by Device Share % for Demographics (15-24, 25-34, 35-54 and 55+)

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

AUDIO OVERVIEW – REACH PROFILES %





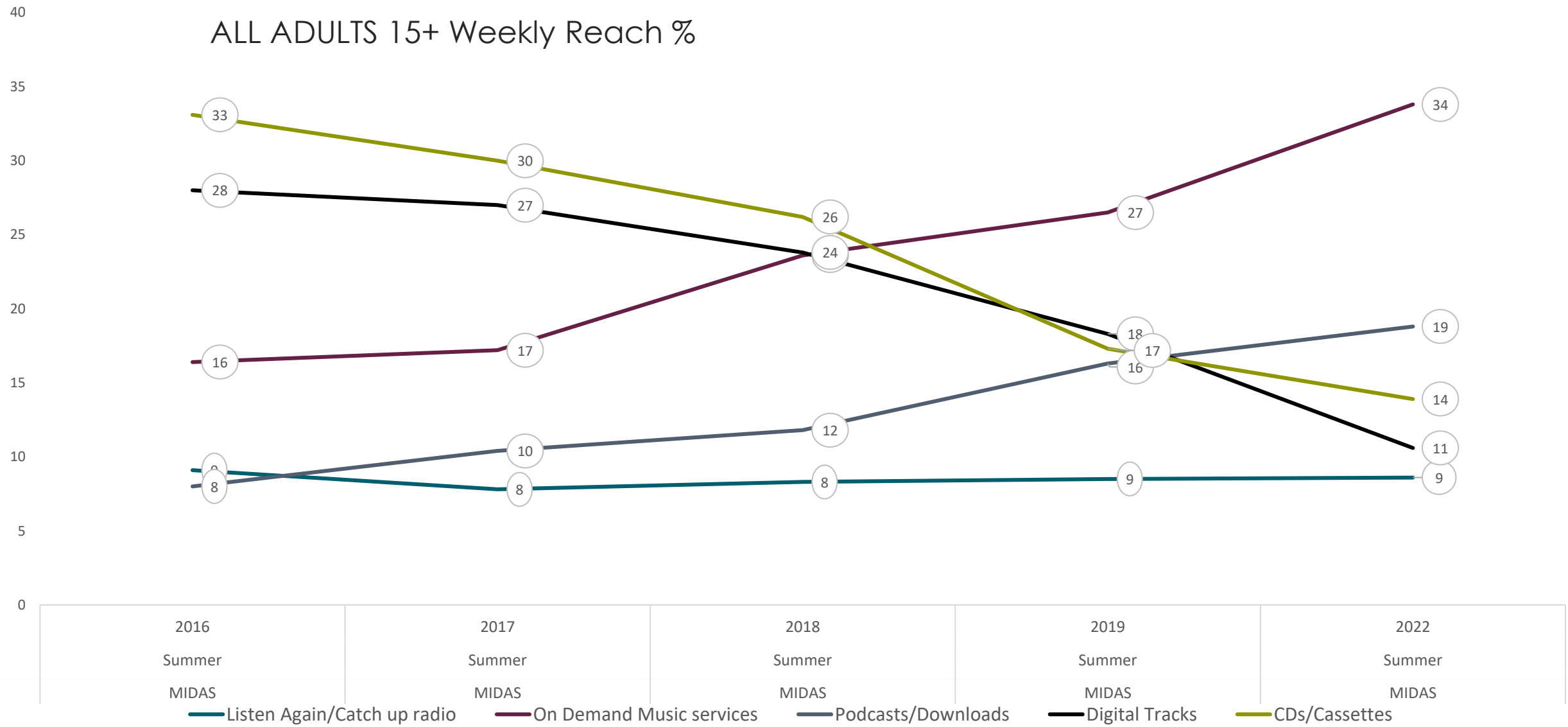


Listen Again or Catch up radio is favoured in the older demographics, especially 55 years plus.

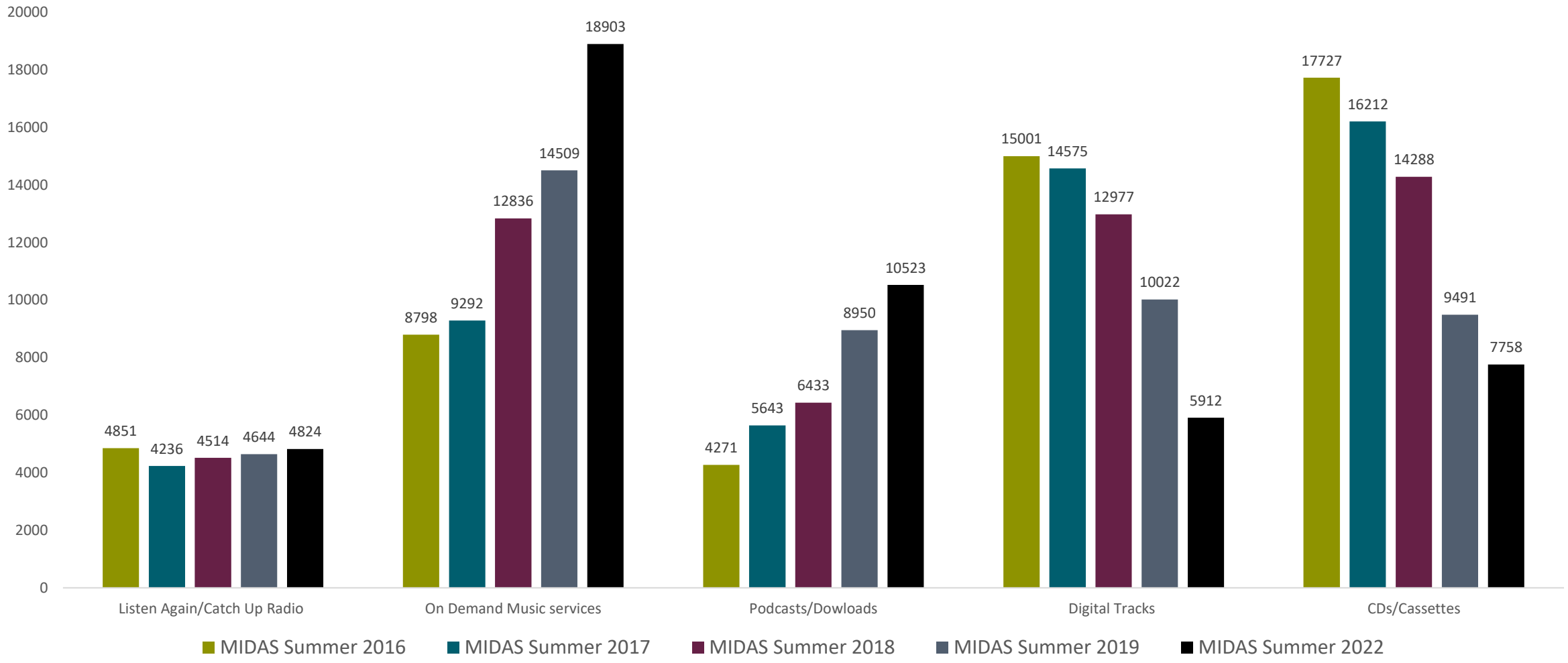
Live Radio and Catch up radio almost equally split between gender.

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

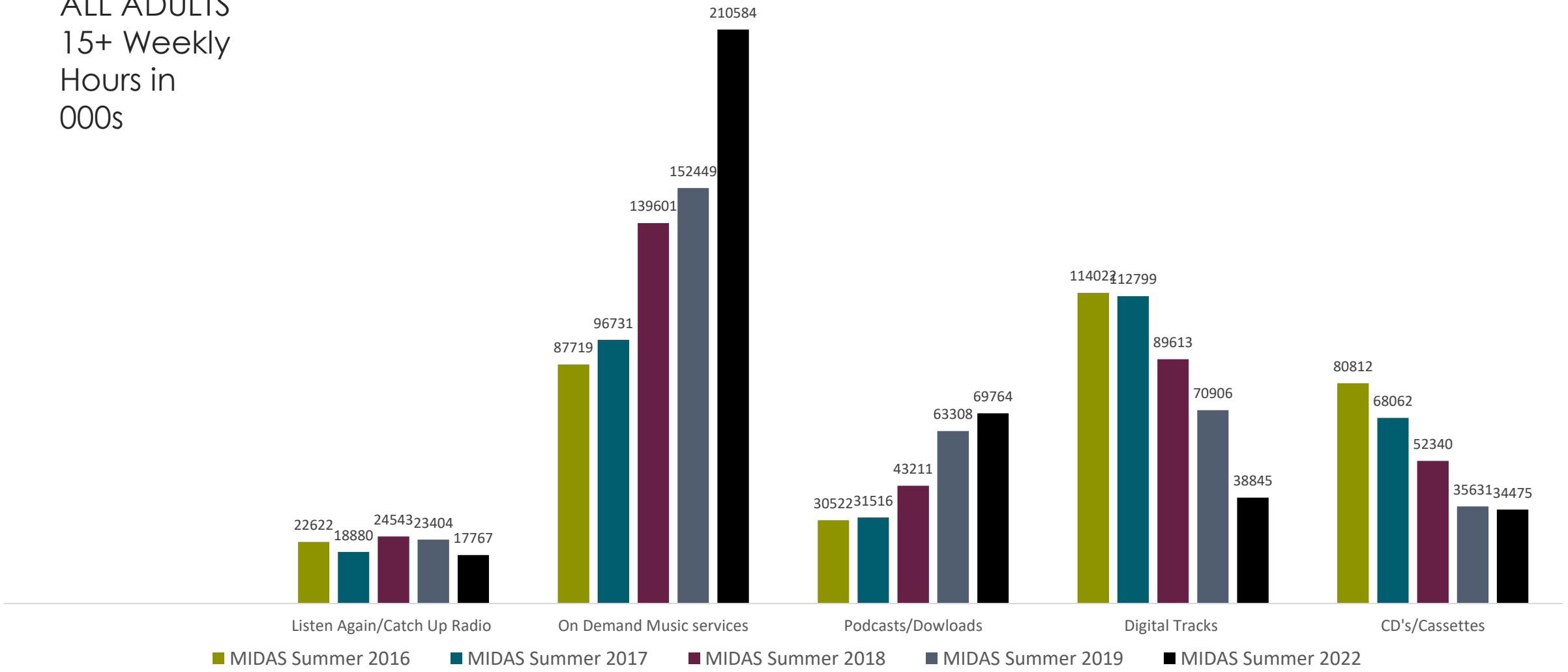
Podcasting tends to lean toward Male Listeners.


ALL ADULTS 15+ Weekly Reach %
40
35
30
25
20
15
10
5
0
33
30
26
34
28
27
27
24
18
19
16
17
17
16
14
12
11
10
8
8
8
9
9
2016 Summer MIDAS
2017 Summer MIDAS
2018 Summer MIDAS
2019 Summer MIDAS
2022 Summer MIDAS
Listen Again/Catch up radio
On Demand Music services
Podcasts/Downloads
Digital Tracks
CDs/Cassettes

ALL ADULTS 15+ Weekly Reach in 000s



ALL ADULTS 15+ Weekly Hours in 000s



LIVE RADIO by ACTIVITY

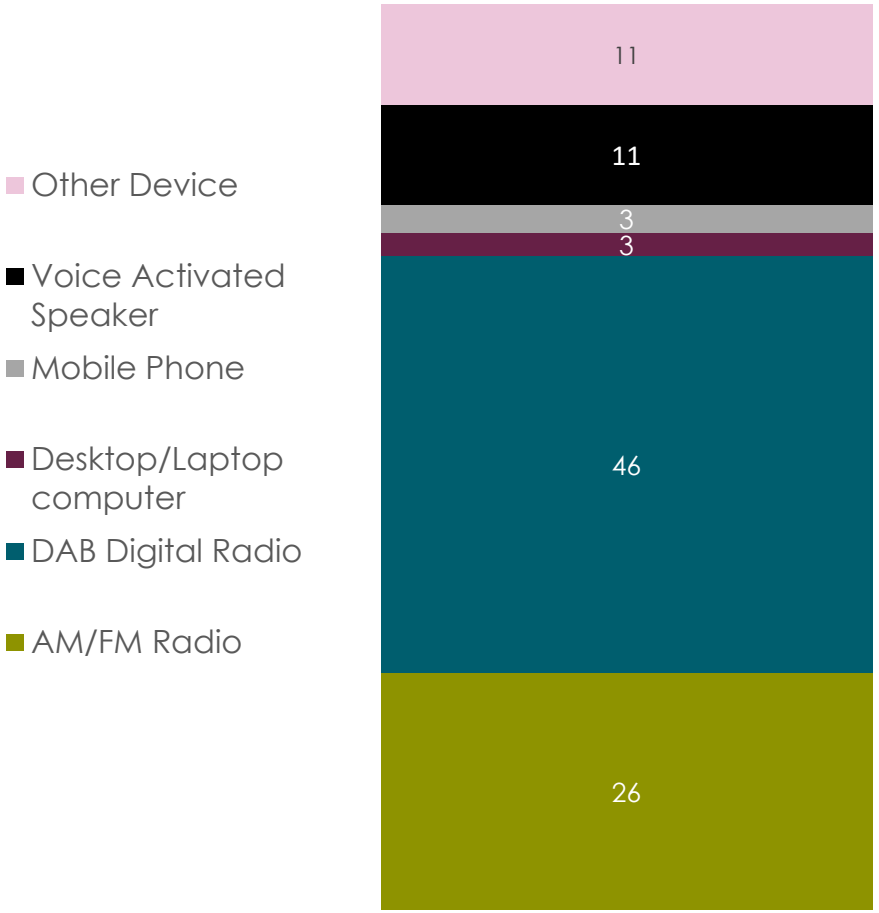
25%
of live radio hours
are done working/studying

74%

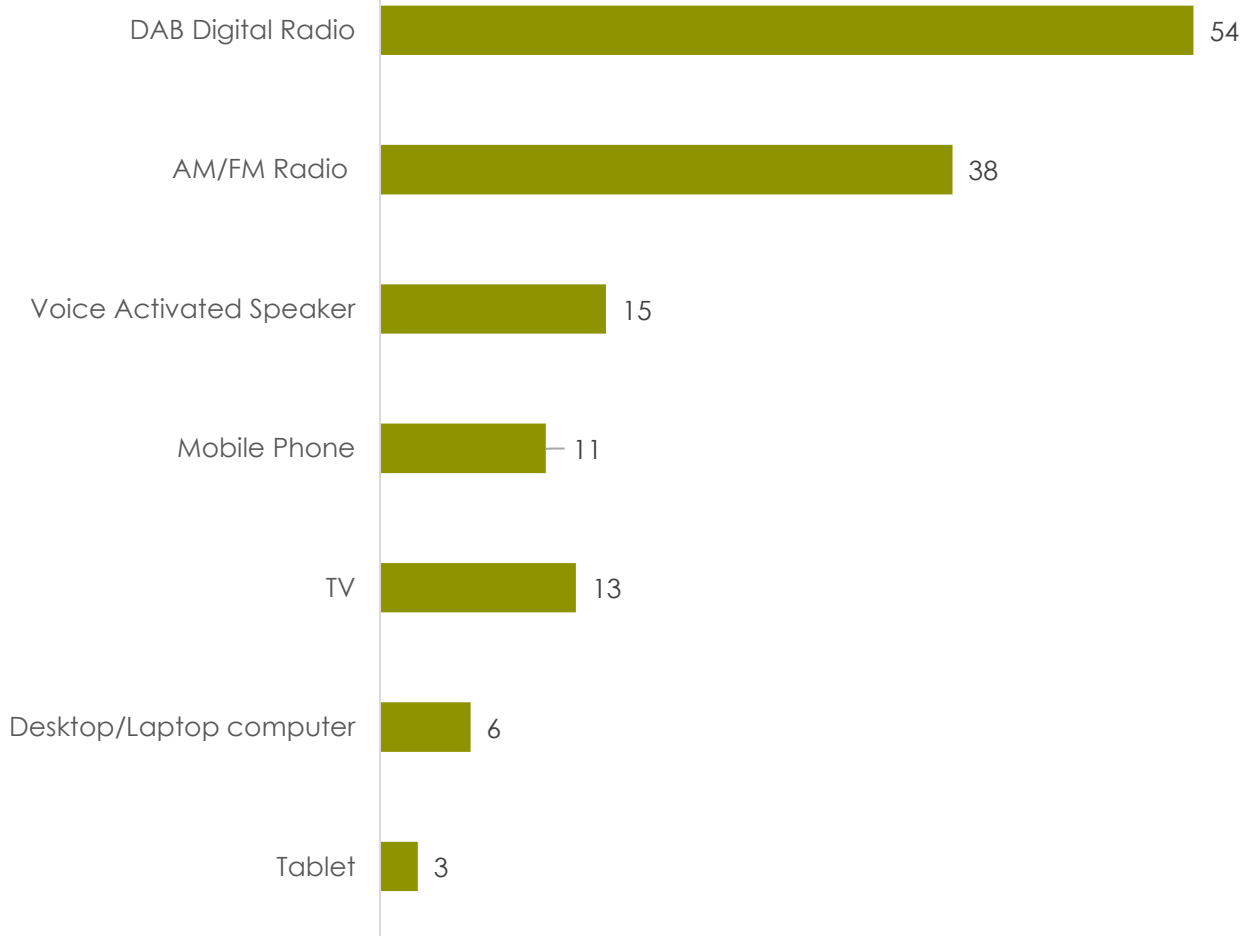
Of new music discoverers, still consider the Radio to be important for finding new tracks.

LIVE RADIO VIA DEVICE

SHARE %



REACH %



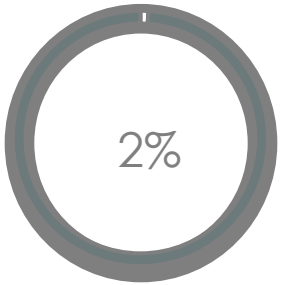
'Other' devices includes Tablets, TVs,, Wifi Radios, Wearable Technology etc.

LIVE RADIO – SHARE %

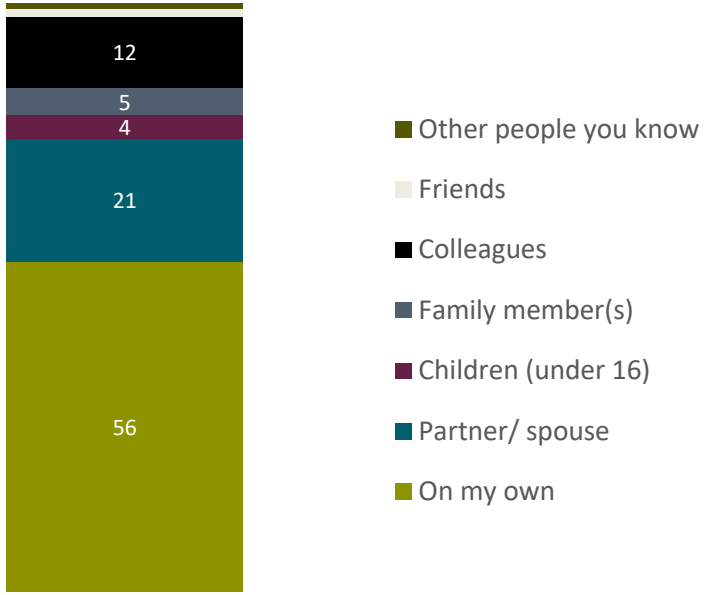
Home

Car/Van/Lorry

Work/Place of Study



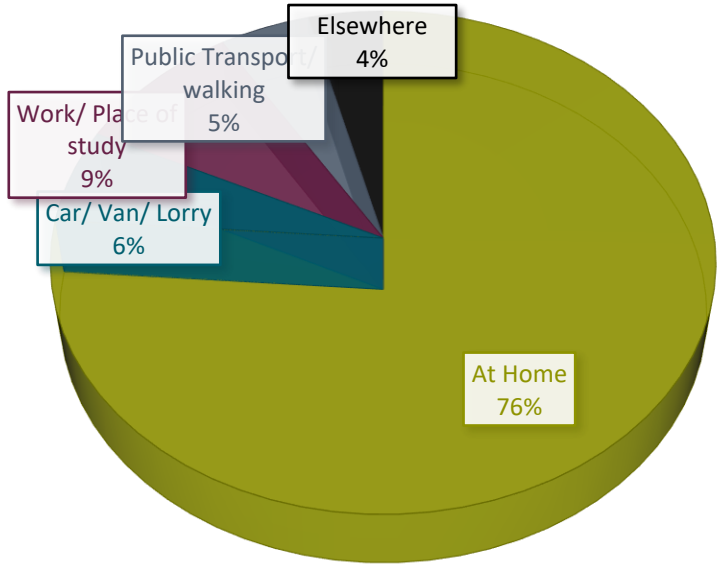
Public Transport/Walking/Elsewhere

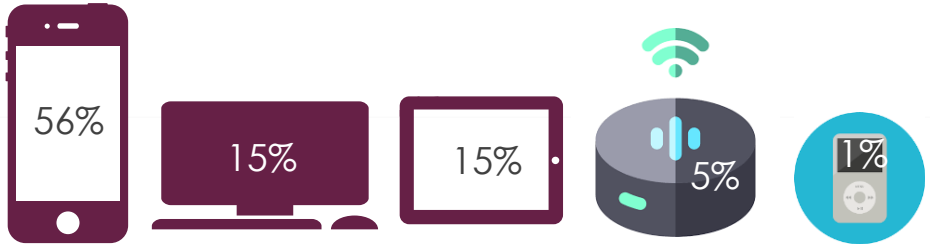


Over half (56%) of live radio listening is done alone, this is consistent through the age demographics. 21% with a partner or spouse and 12% with work Colleagues.

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 %

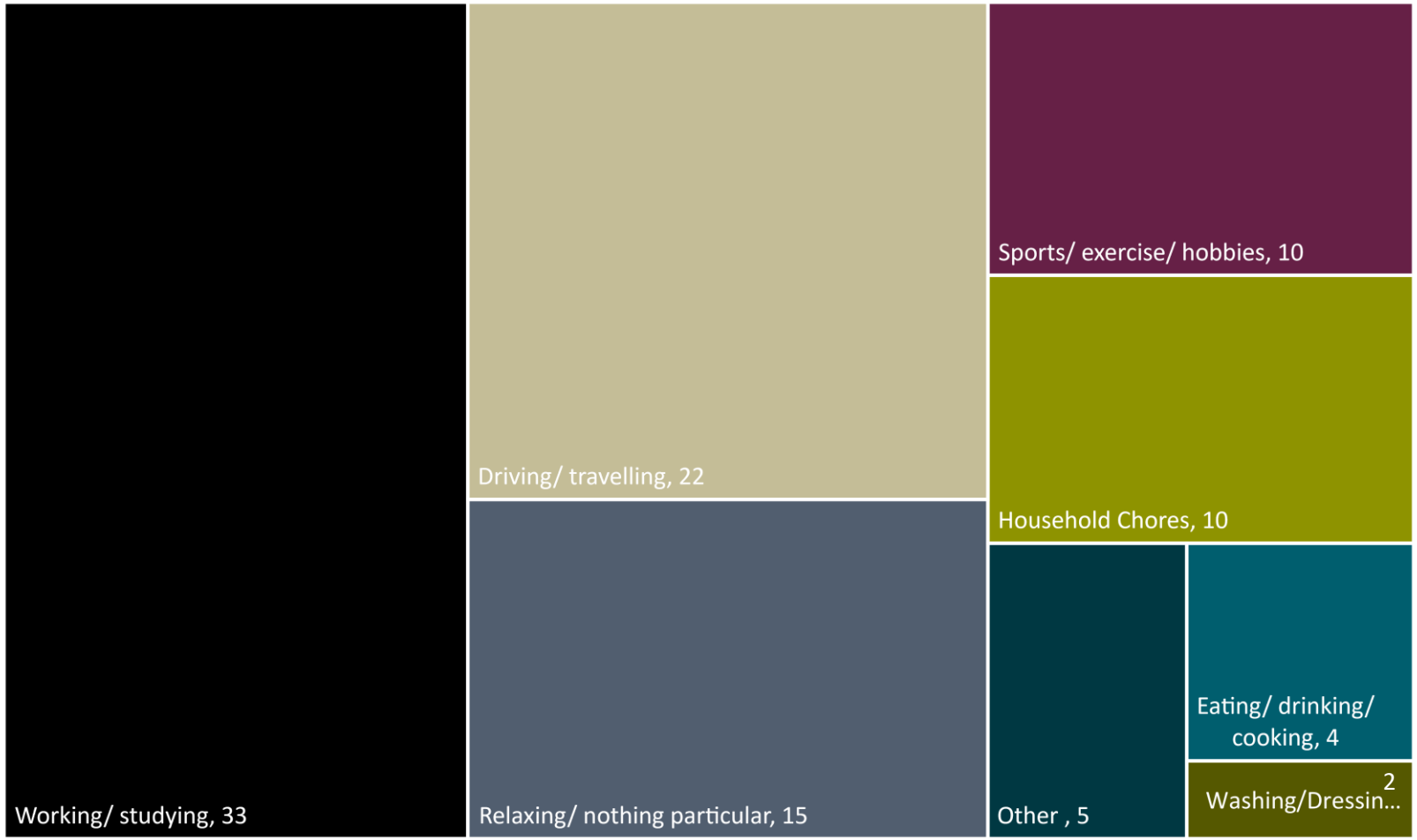


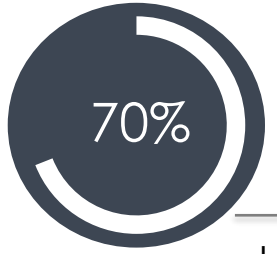


84%
Listen to catch up radio on their own

41%
Listen whilst relaxing or doing nothing in particular

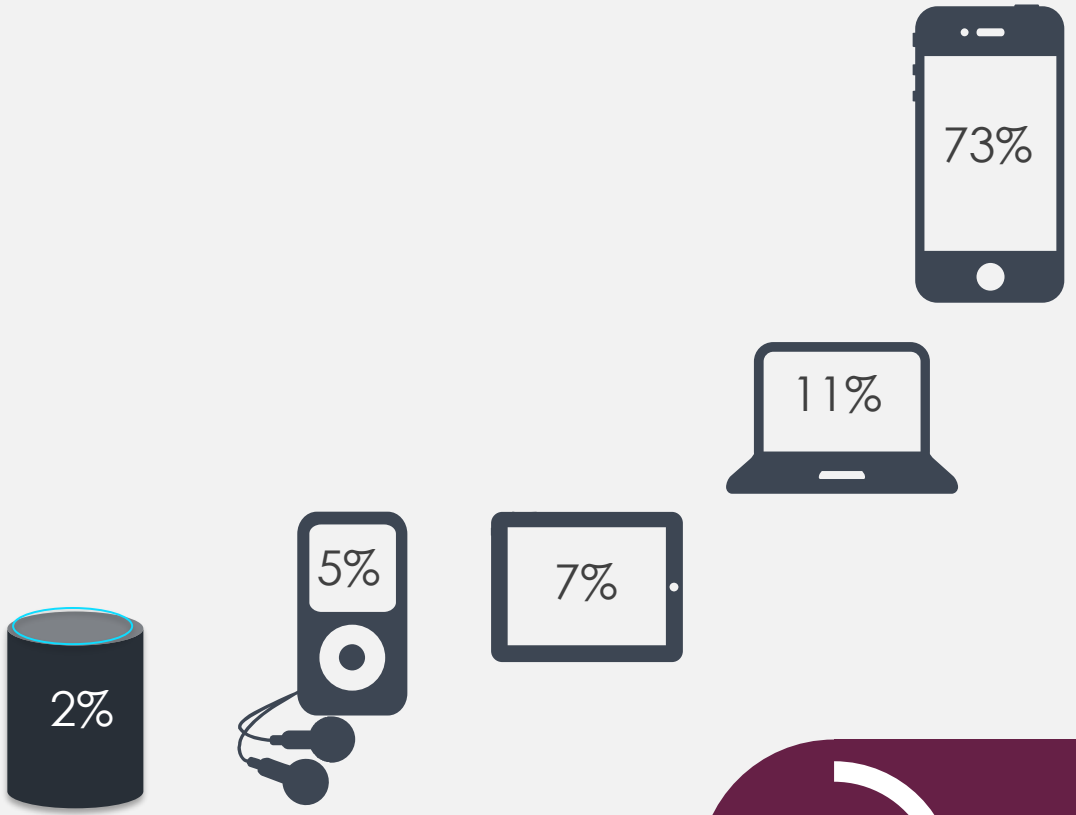
PODCASTING - SHARE %

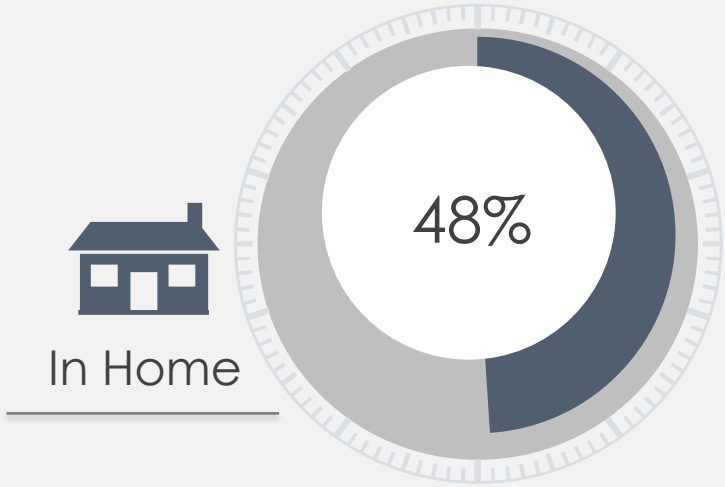




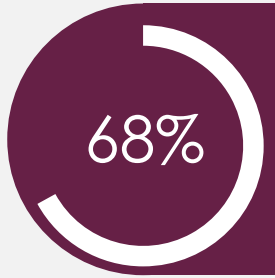
Listen to mostly all podcast episodes they download.

PODCASTING – SHARE %



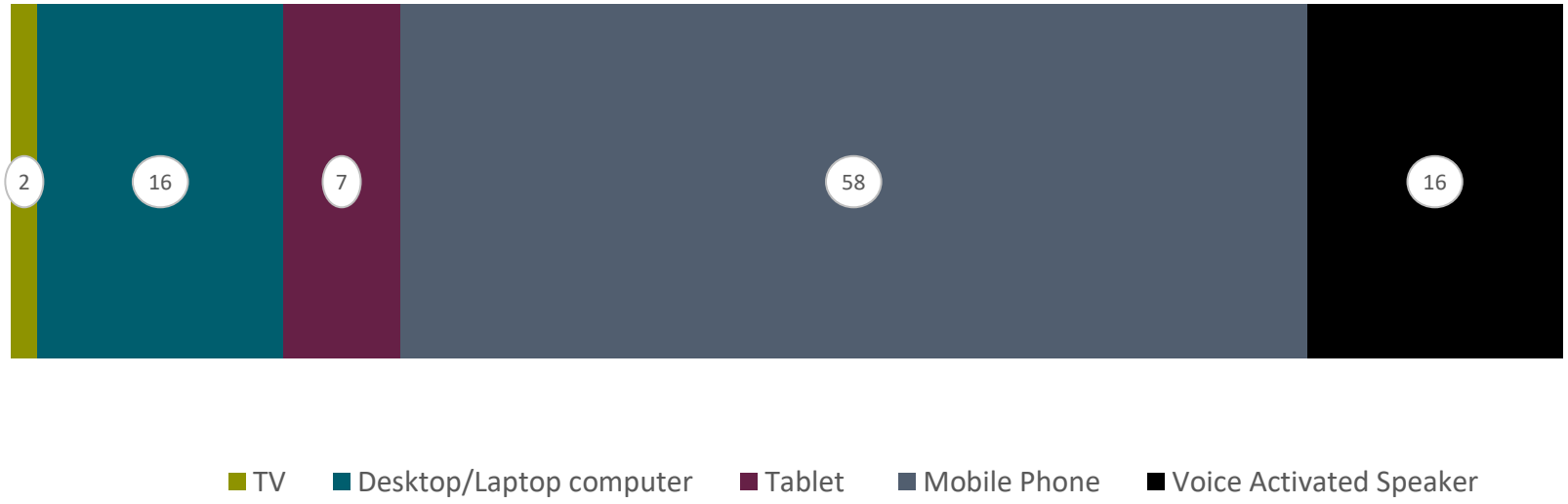


Podcast listening in car 14%, place of work/study 16%, public transport/walking 19% , elsewhere 3%.



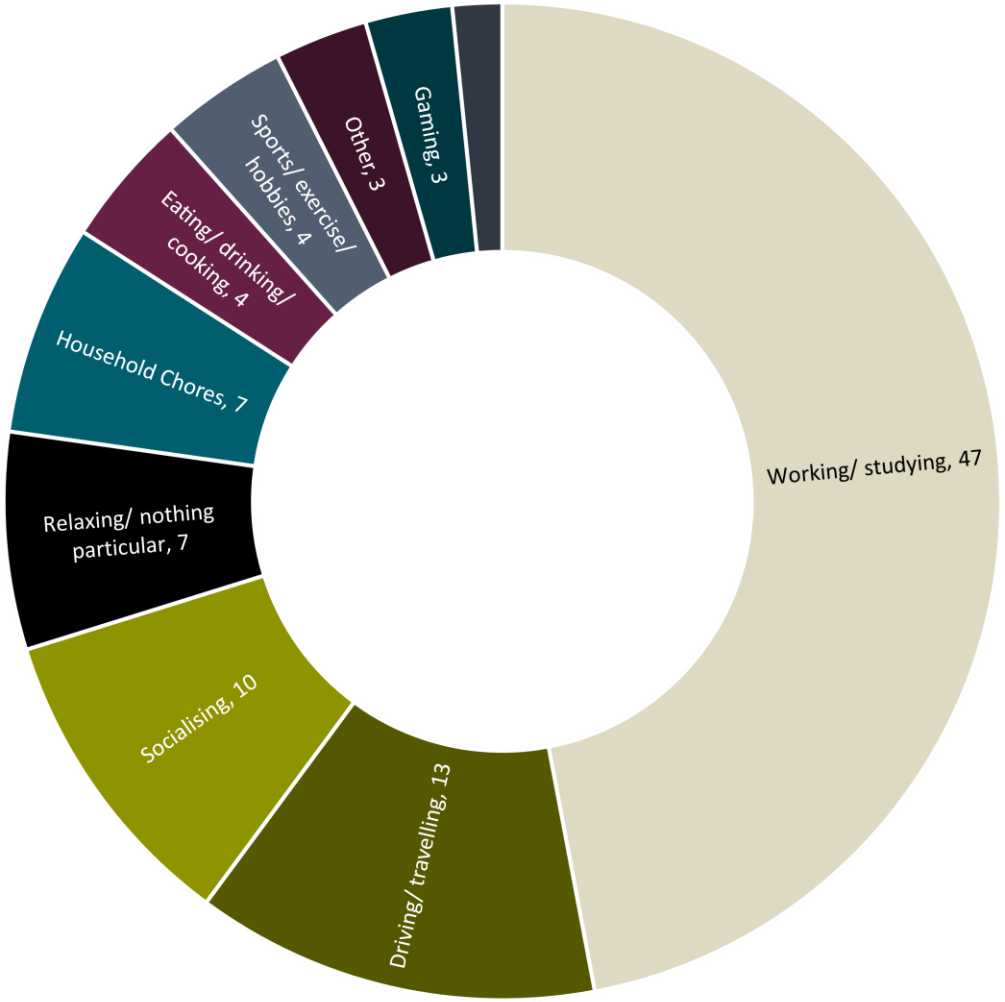
Of Podcast listeners, listen to whole episode

ON DEMAND MUSIC – SHARE %



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

ON DEMAND MUSIC - SHARE %



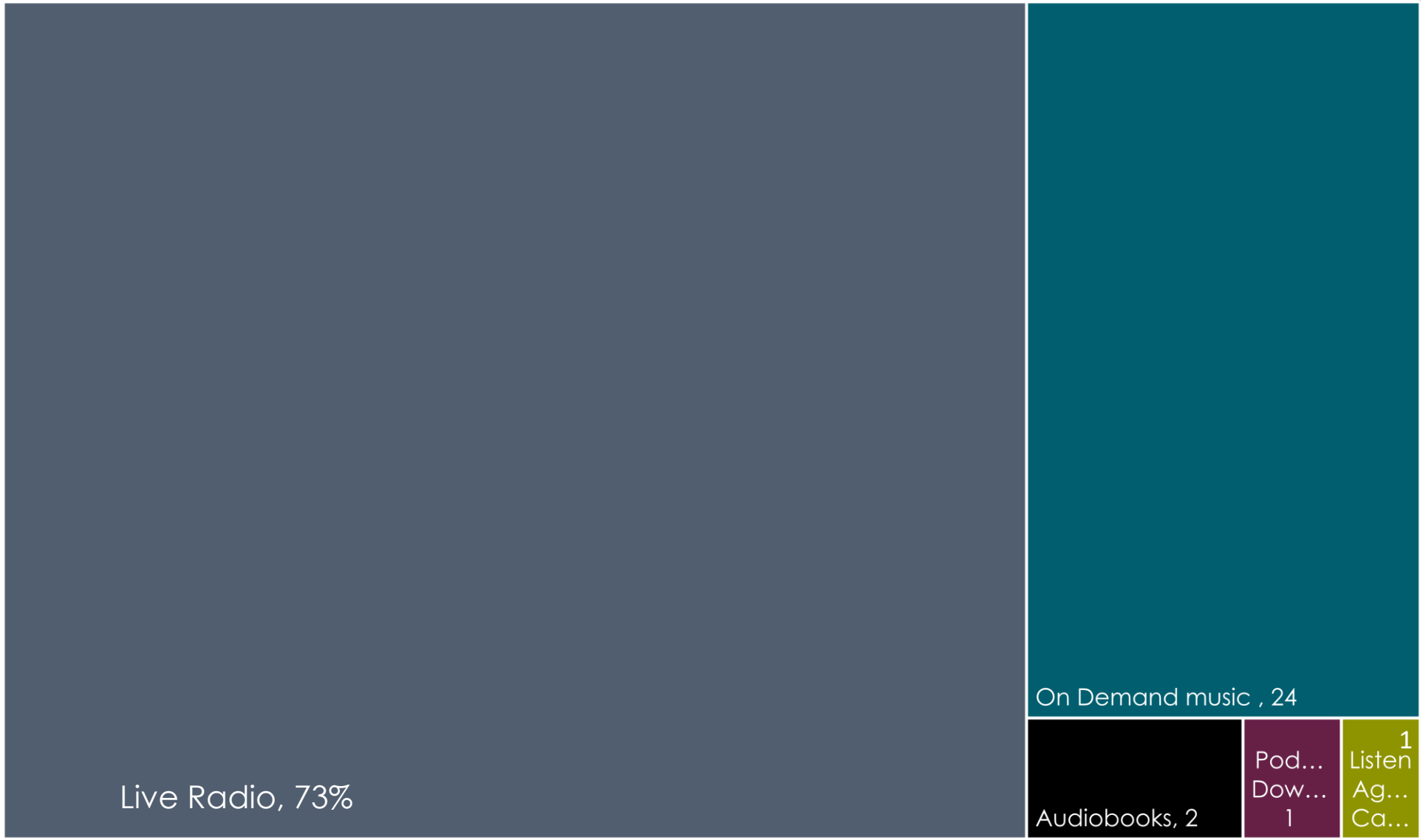
55% at Home

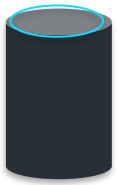
9% in Vehicle

22% at Work

7% Public Transport/Elsewhere

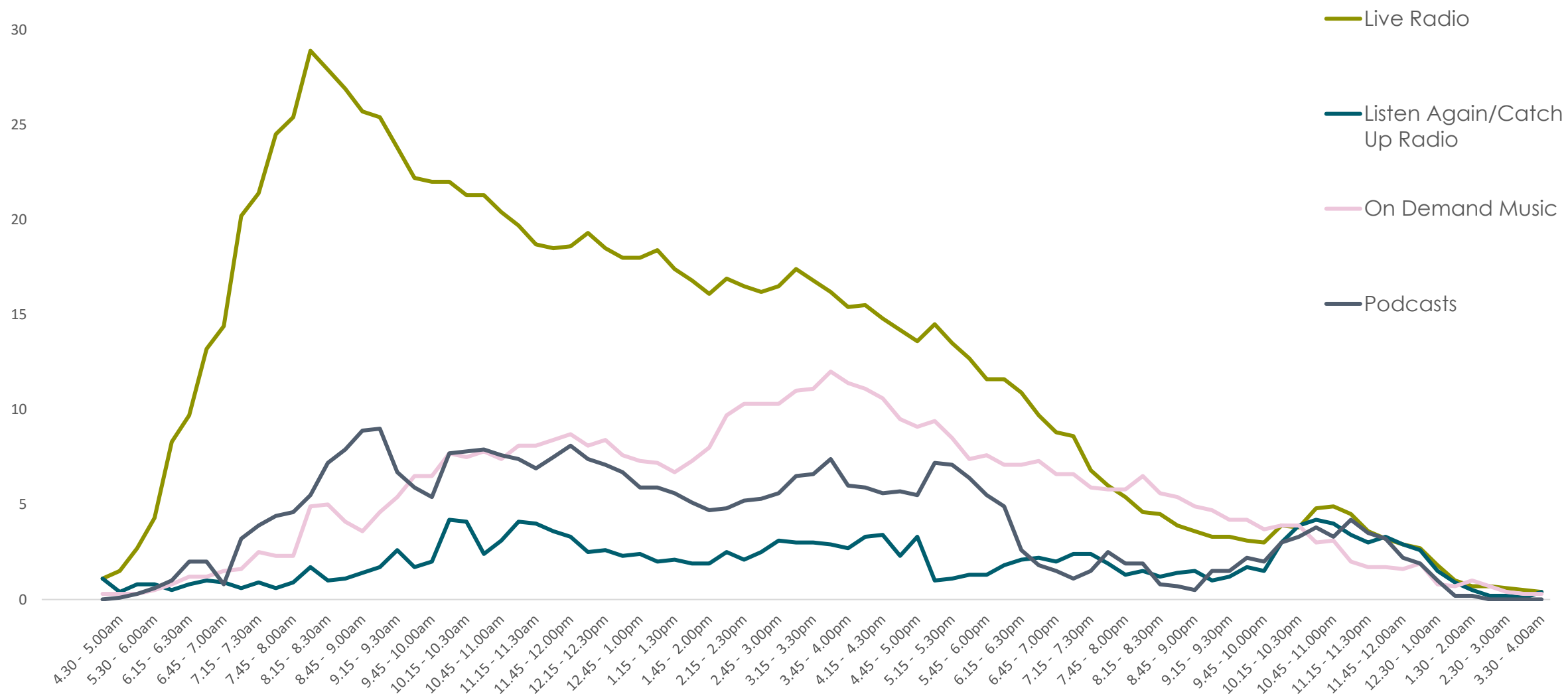
SMART SPEAKER (VOICE ACTIVATED) - SHARE %





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

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

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

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

PODCASTING PLATFORM

BBC Sounds
Global Player
Spotify
Apple/itunes Podcasts
Acast
Castbox
Pocketcast
Google Podcasts
Podbean
Podcast Addict