

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.

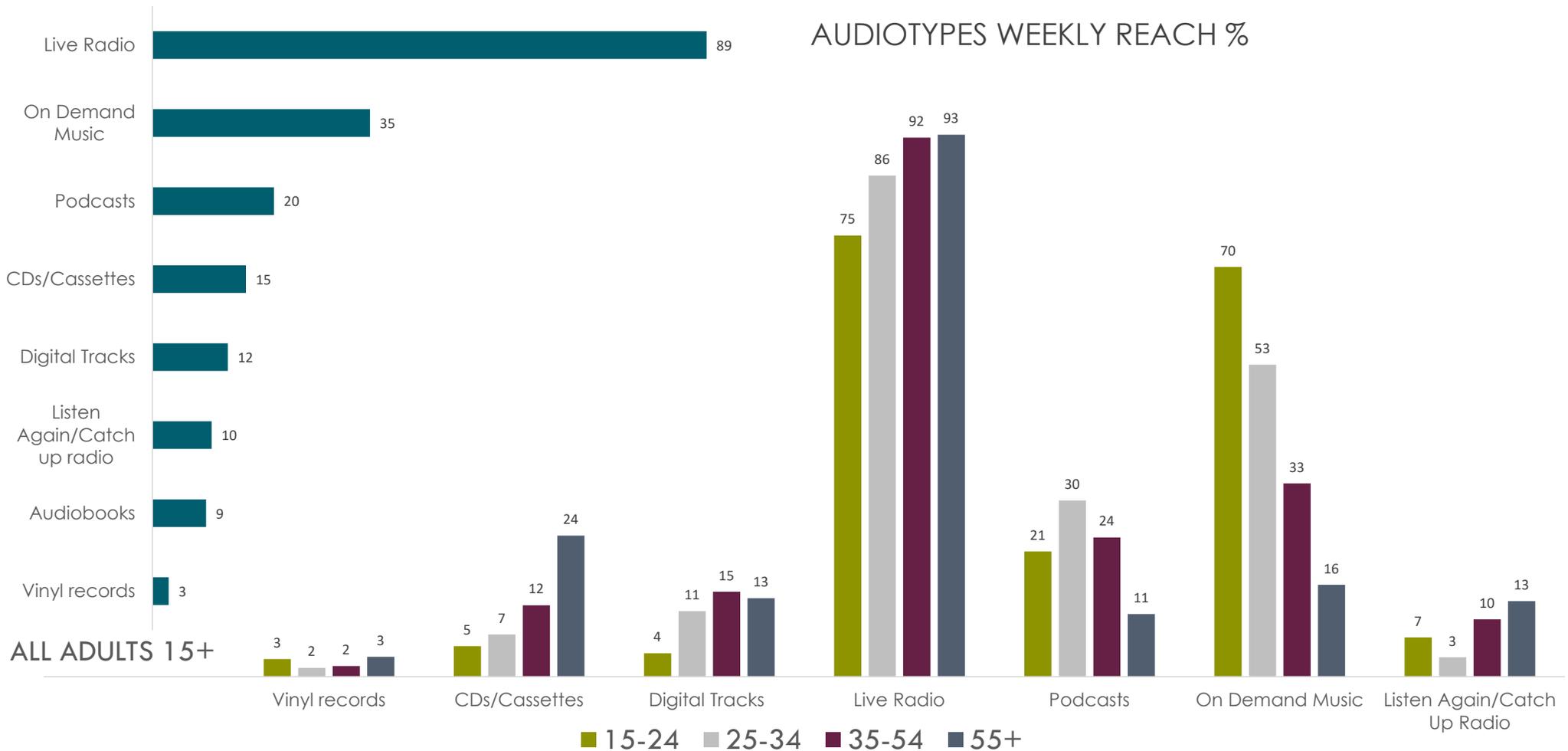
MIDAS has been in circulation in its current form since 2012 and although was not carried during the Covid related lockdowns, it has returned with this offering, which took place in November/December 2021 and clearly reflects how our lives and listening have altered since before the pandemic. The sample comprised 1,303 former RAJAR respondents willing to be re-contacted, completing the online MIDAS diary for a week. 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:

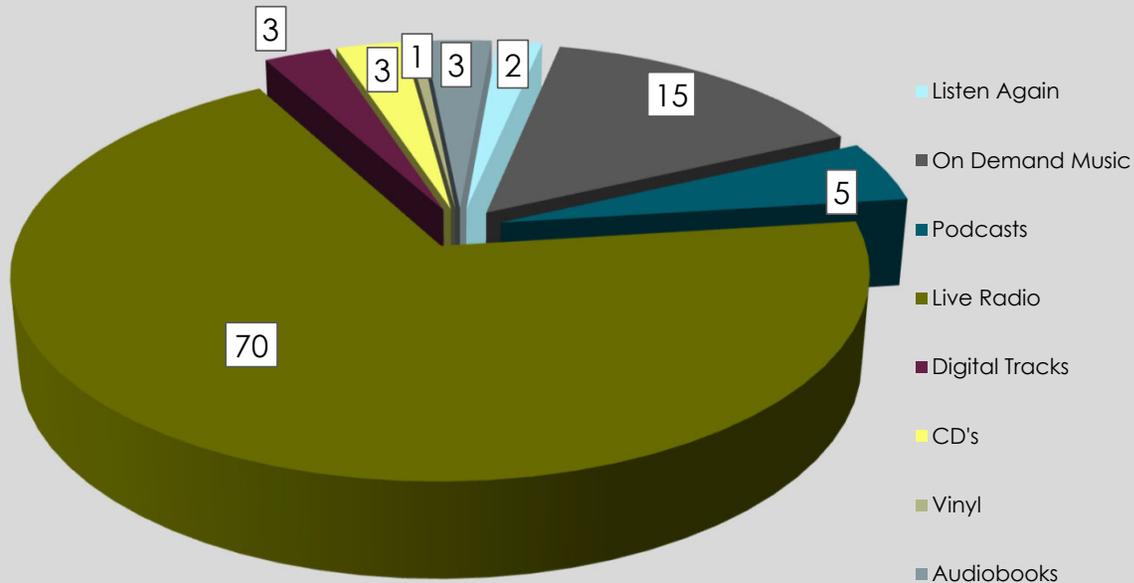
- Audio Overview
- Wave on Wave Trends
- Live Radio
- Listen Again
- Podcasting
- On Demand Music Services (OMS)
- Devices

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AUDIO OVERVIEW

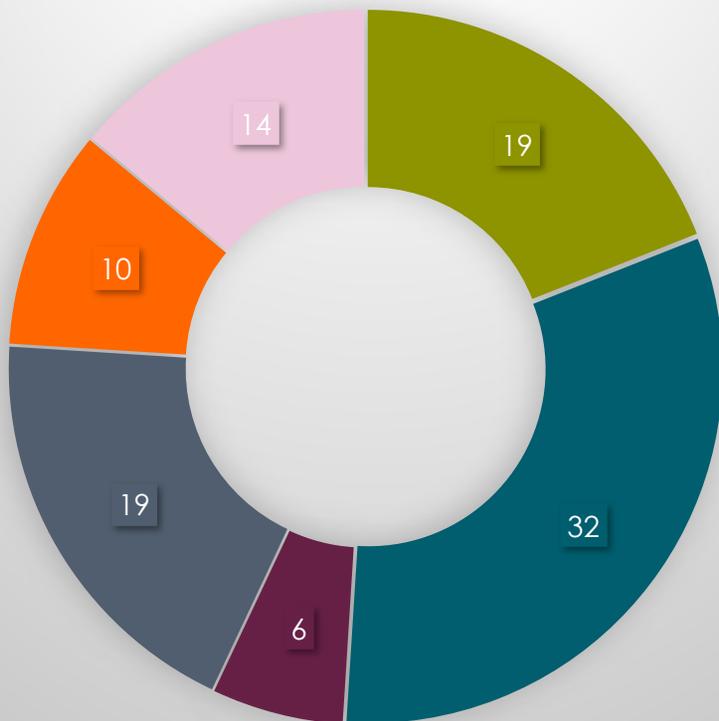


Audio (excluding visual) by Share % for All Adults 15+

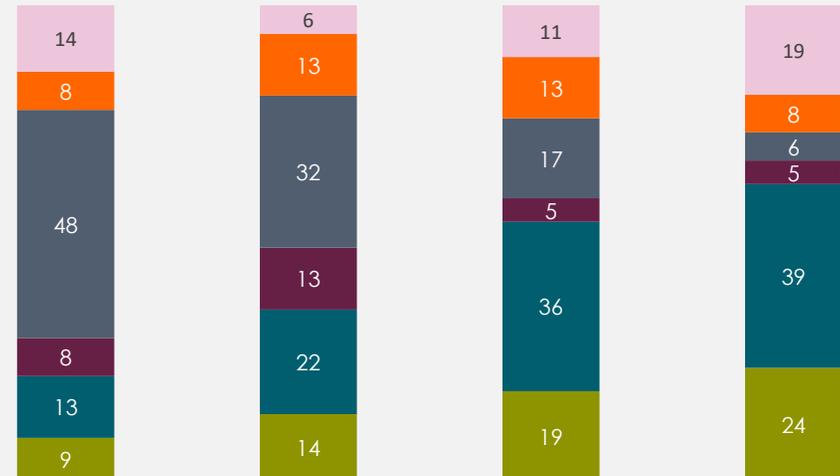
Audio (excluding visual) by Share % for Demographics (15-24, 25-34, 35-54 and 55+)



AUDIO OVERVIEW



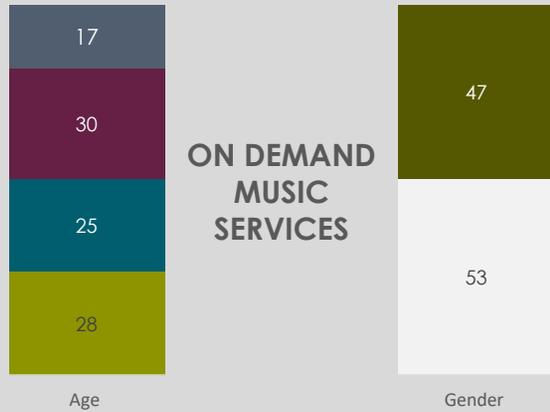
\*Other\* devices includes Tablets, CD Players, Portable music players, Record players, TVs, Wearable Technology etc.



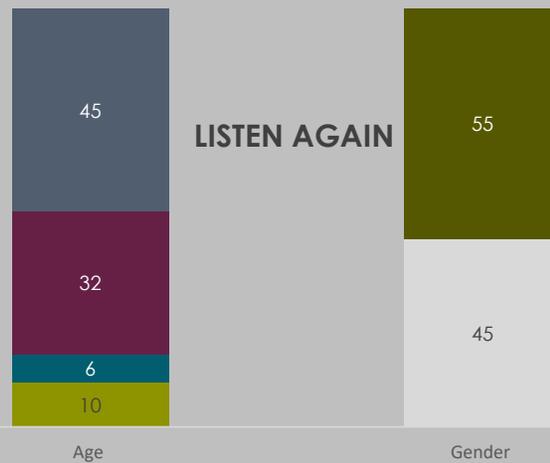
Audio (excluding visual) by Device Share % for Demographics (15-24, 25-34, 35-54 and 55+)

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

AUDIO OVERVIEW – REACH PROFILES %



■ 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 is evenly split between Male and Female.

Over half (53%) 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.

Listen Again/Catch up radio

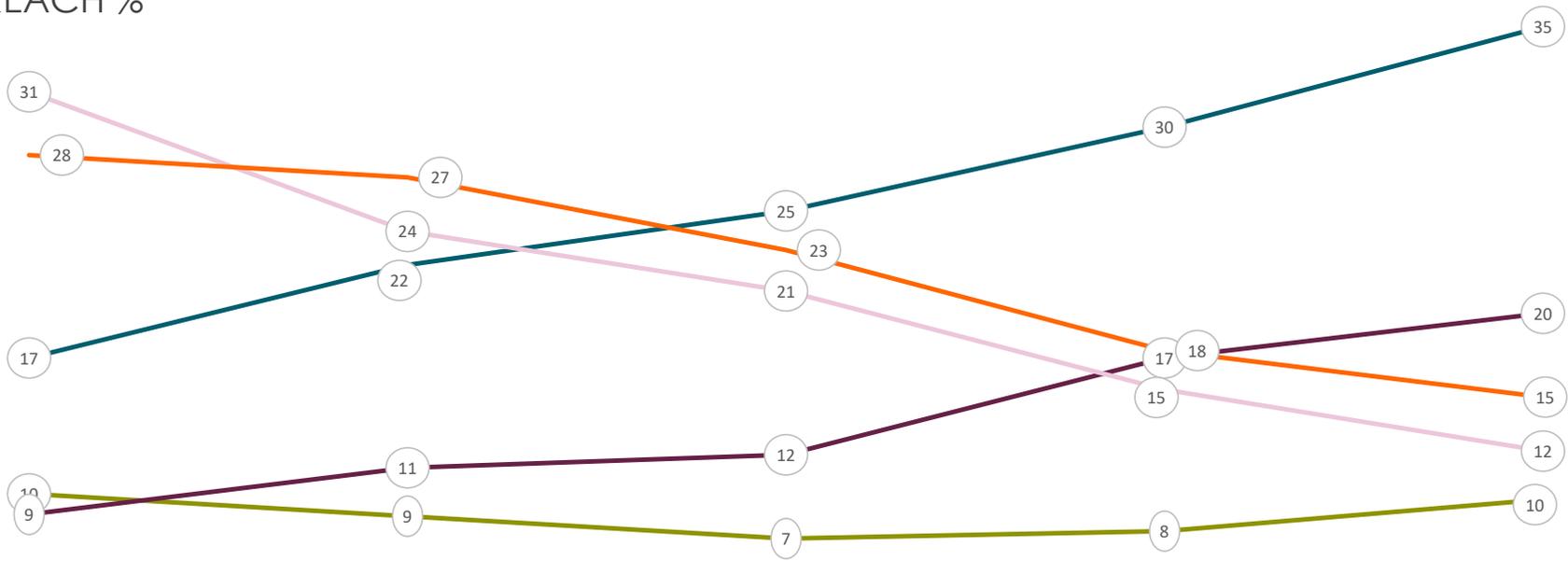
On Demand music

Podcasts

Digital Tracks

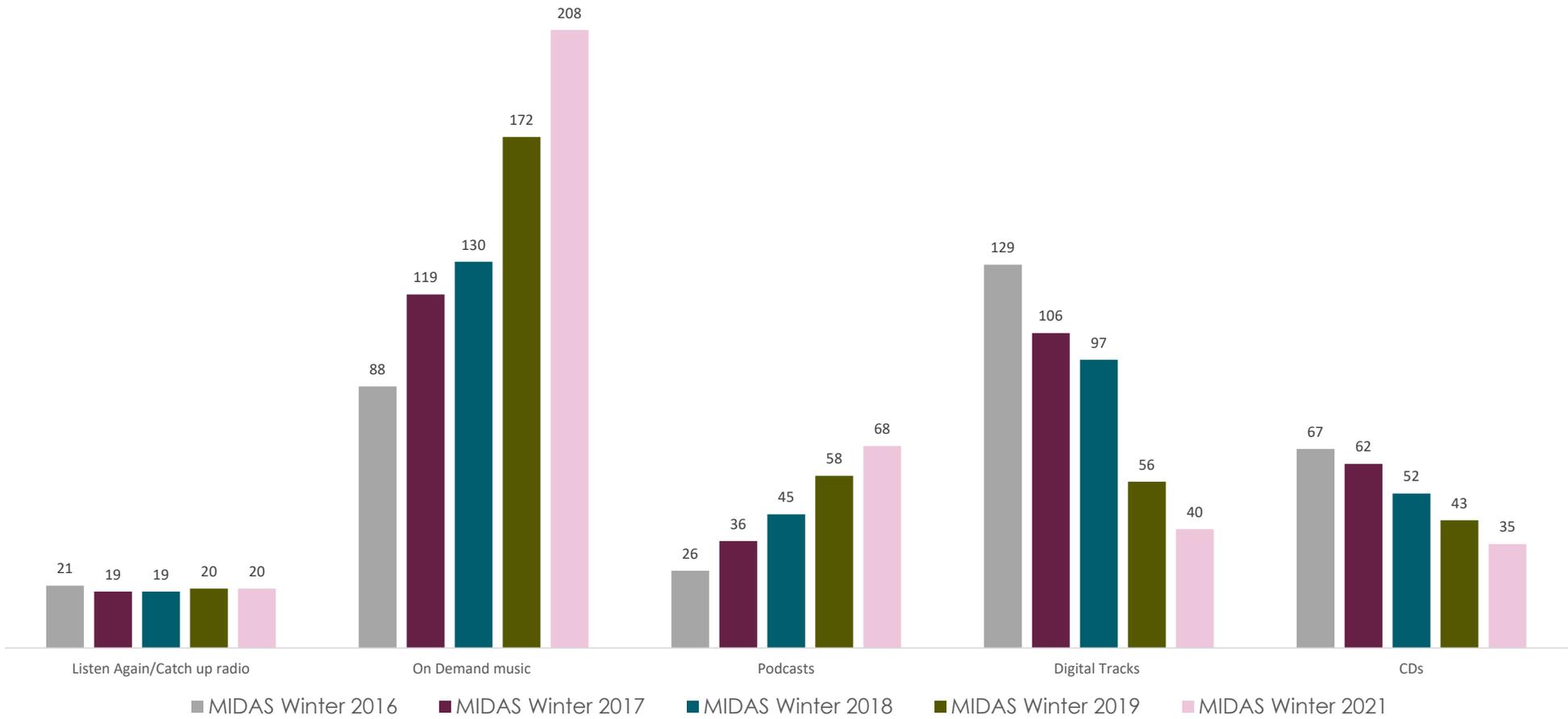
CDs

WEEKLY REACH %



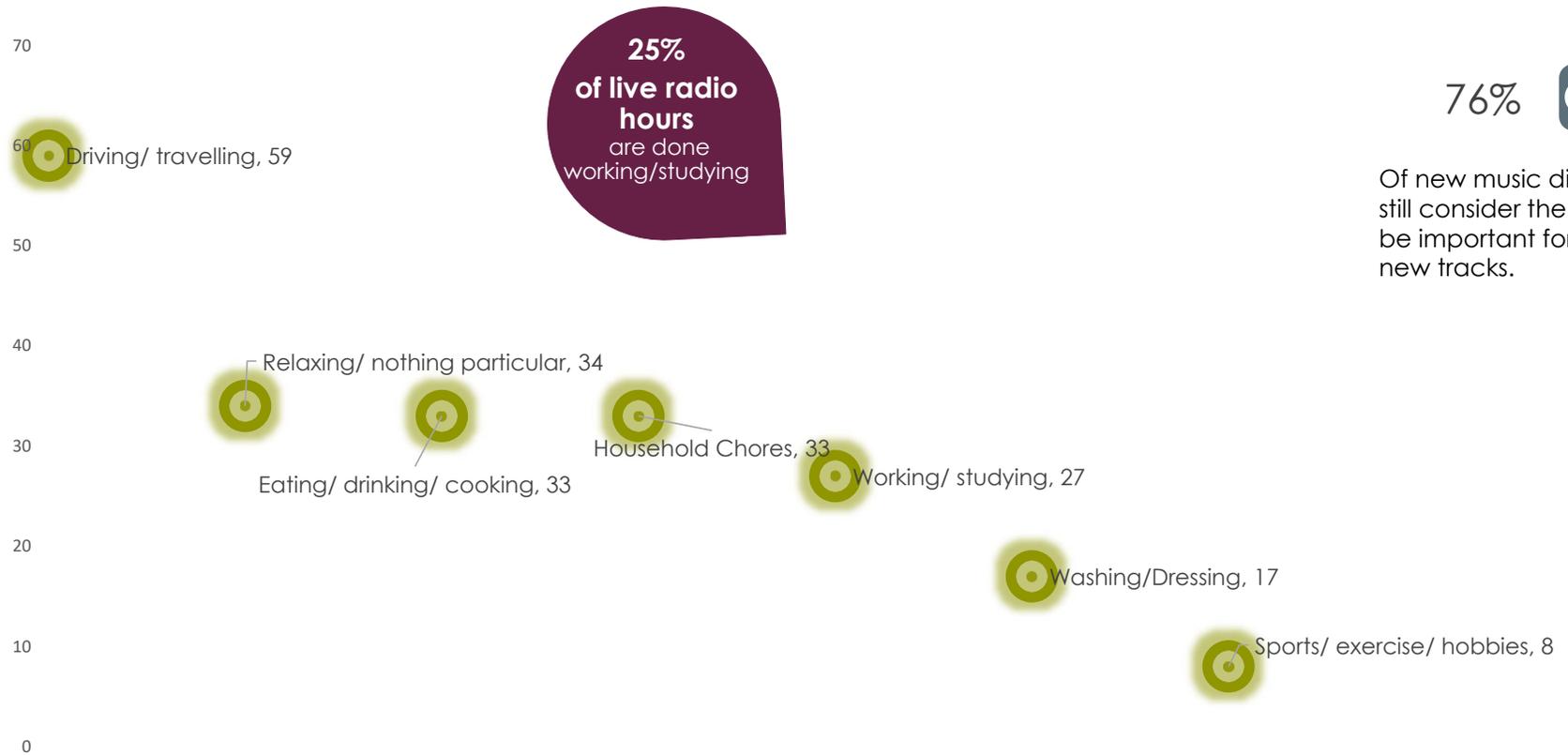
2016 Winter MIDAS	2017 Winter MIDAS	2018 Winter MIDAS	2019 Winter MIDAS	2021 Winter MIDAS

### ALL ADULTS 15+ Weekly Hours in Millions



## LIVE RADIO by ACTIVITY

REACH% All Adults 15+

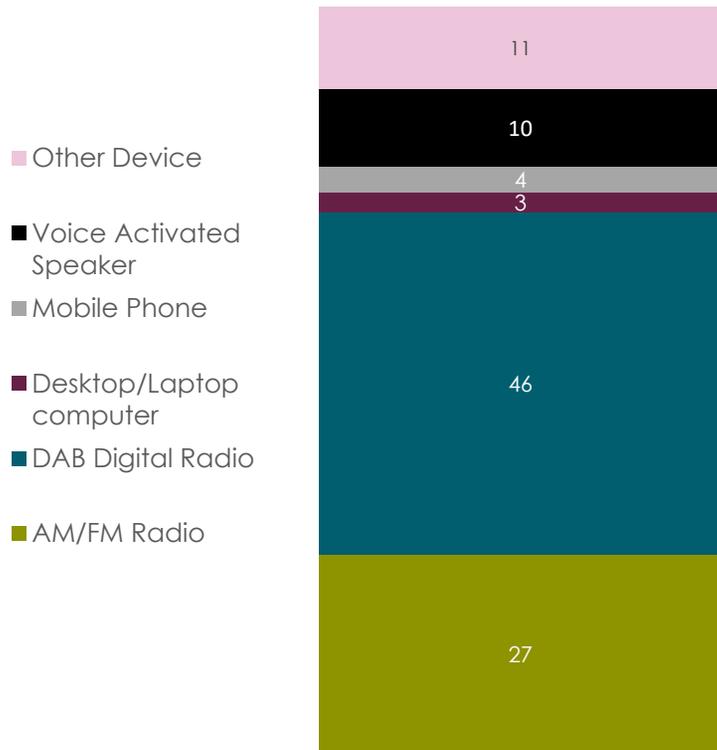


76% 

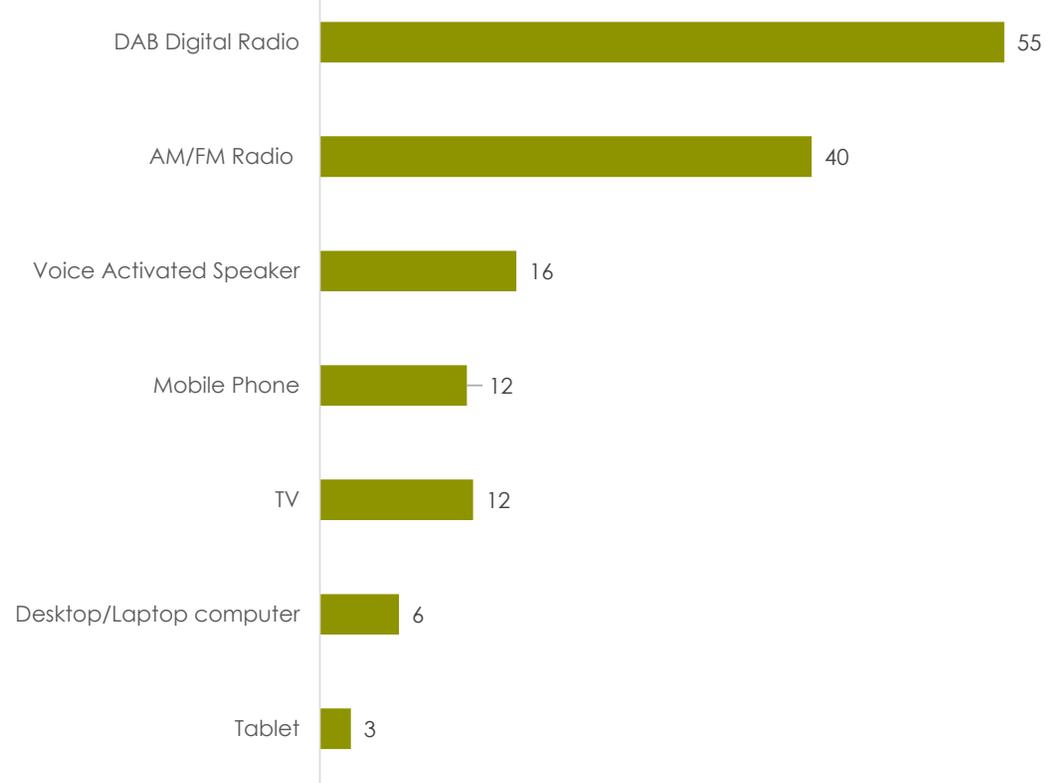
Of new music discoverers, still consider the Radio to be important for finding new tracks.

## LIVE RADIO VIA DEVICE

SHARE %

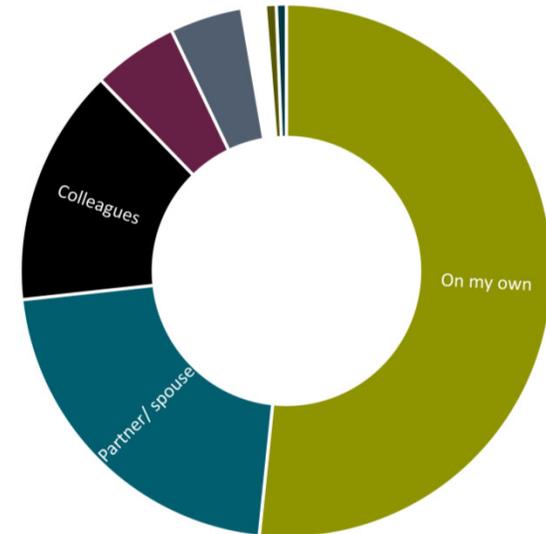
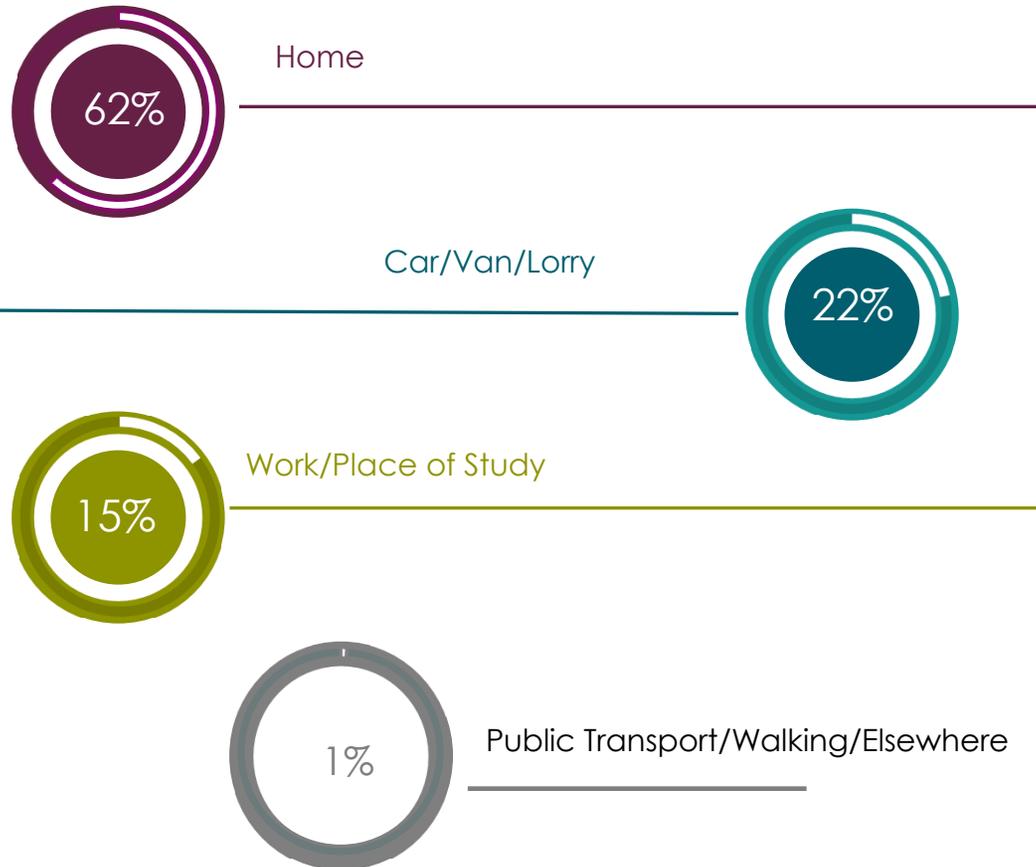


REACH %



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

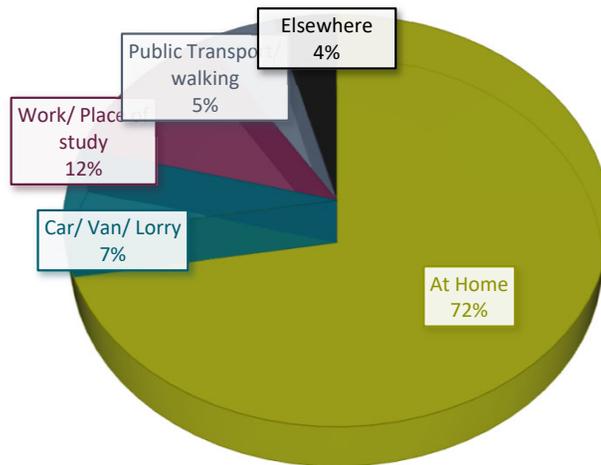
### LIVE RADIO – SHARE %



Over half (54%) 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 15%

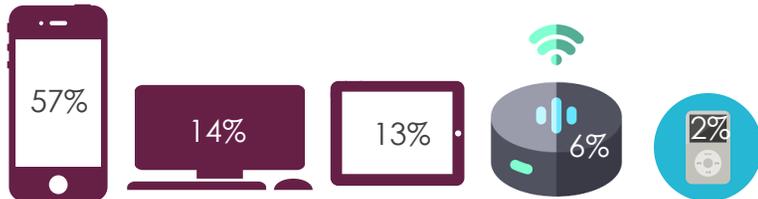
# LISTEN AGAIN/CATCH UP RADIO- SHARE %



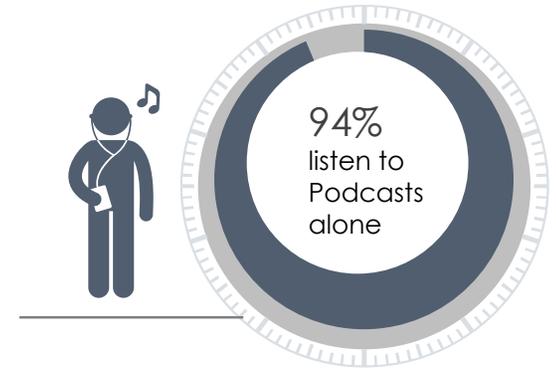
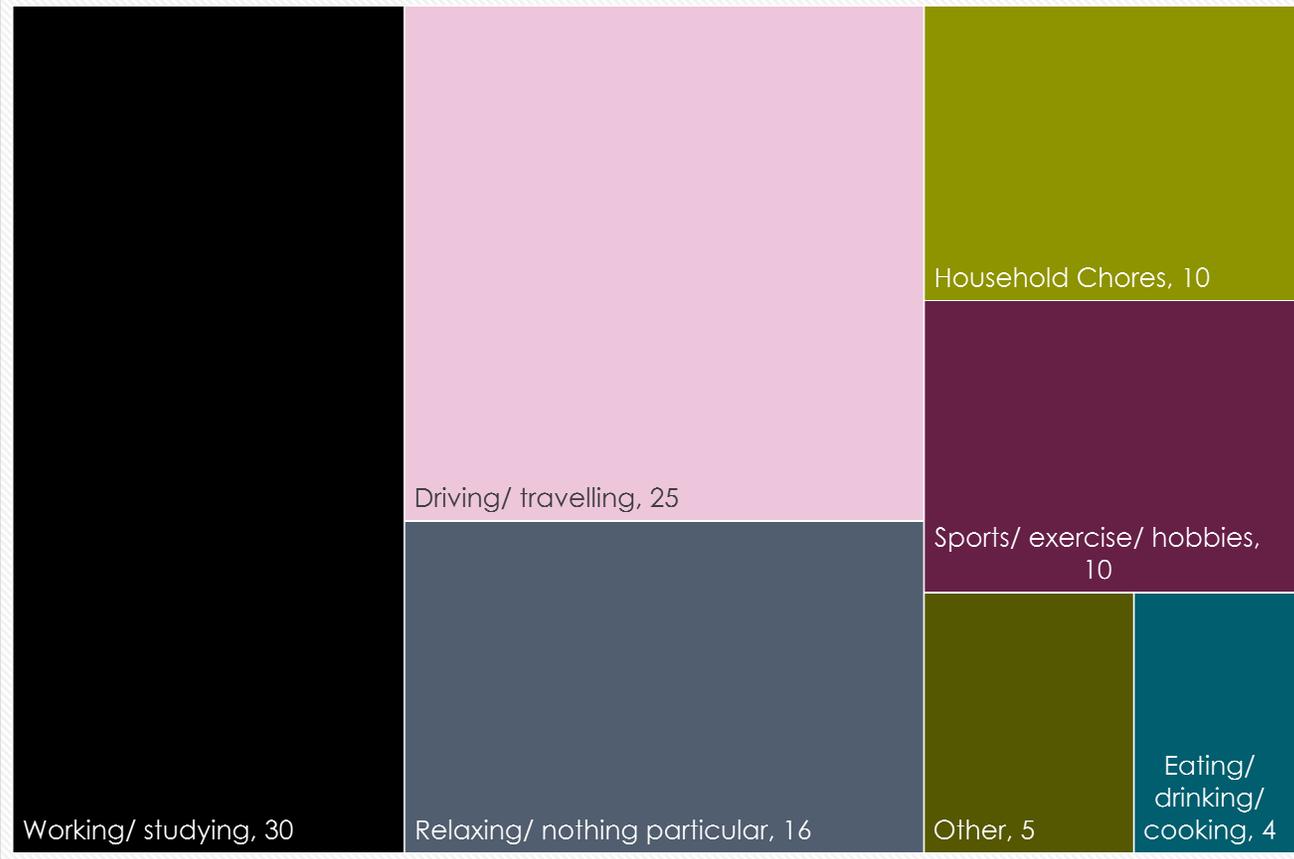
83%  
Listen to catch up on their own



39%  
Listen whilst relaxing or doing nothing in particular



## PODCASTING - SHARE %



## PODCASTING – SHARE %



## ON DEMAND MUSIC - SHARE %

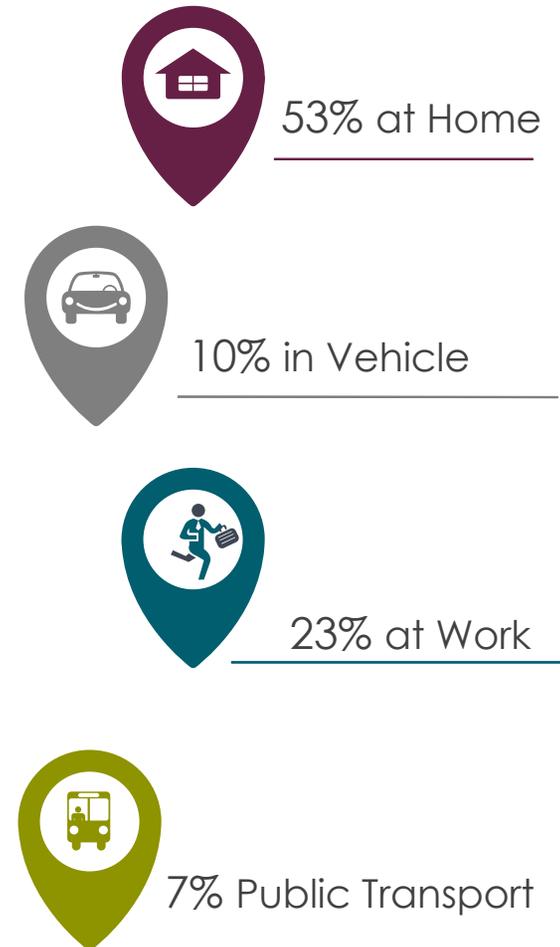
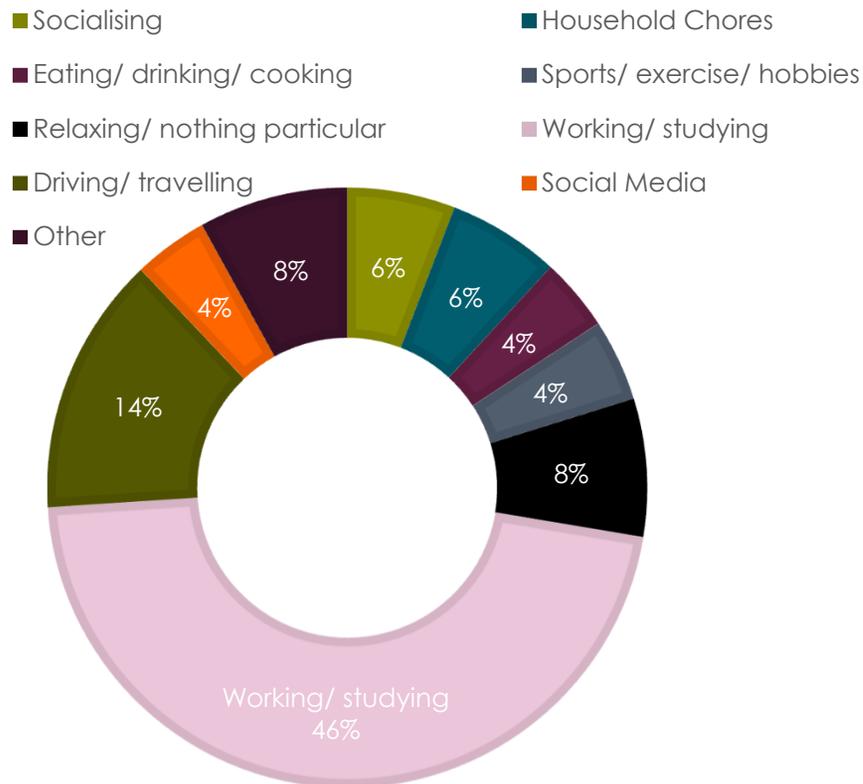


40% of On Demand Music listening spent listening with other people.



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

ON DEMAND MUSIC - SHARE %



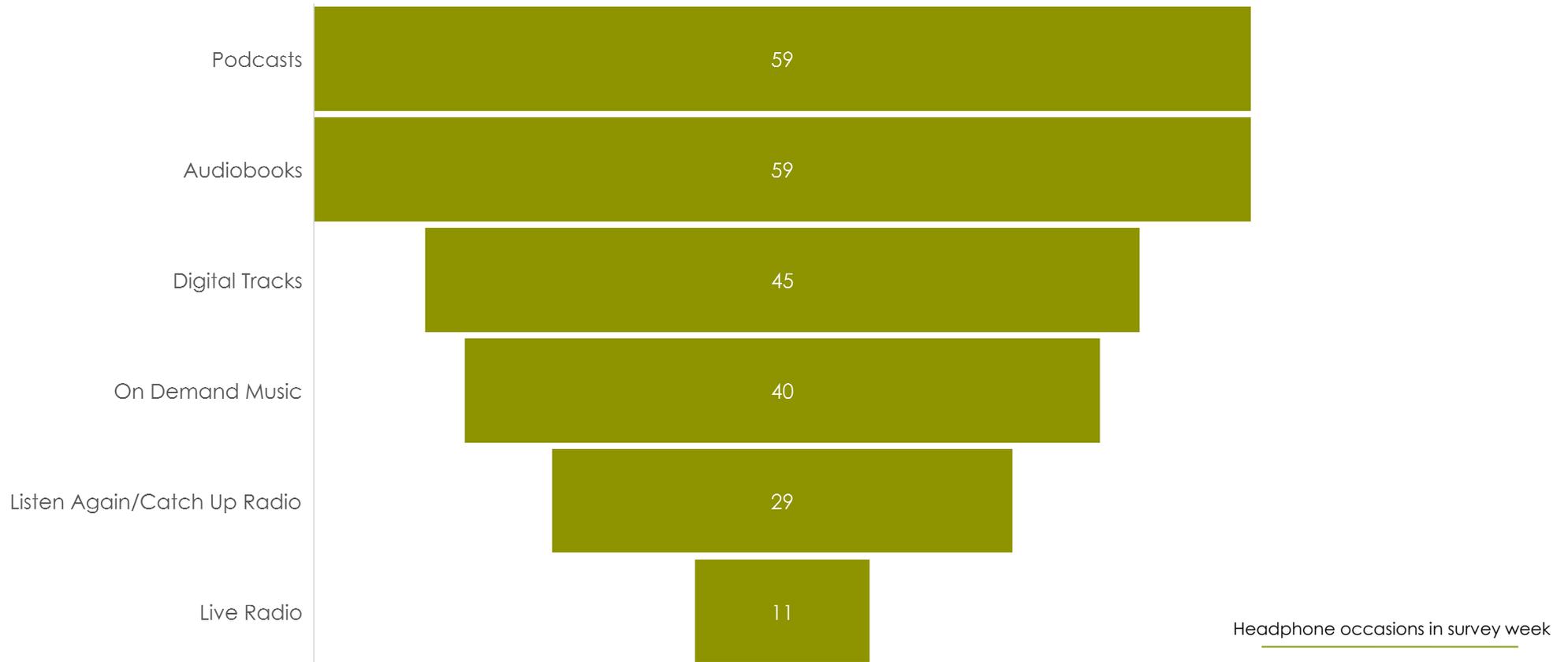
## SMART SPEAKER (VOICE ACTIVATED) - SHARE %

■ Listen Again/Catch up radio ■ On Demand music ■ Podcasts/ Downloads ■ Live Radio ■ Audiobooks

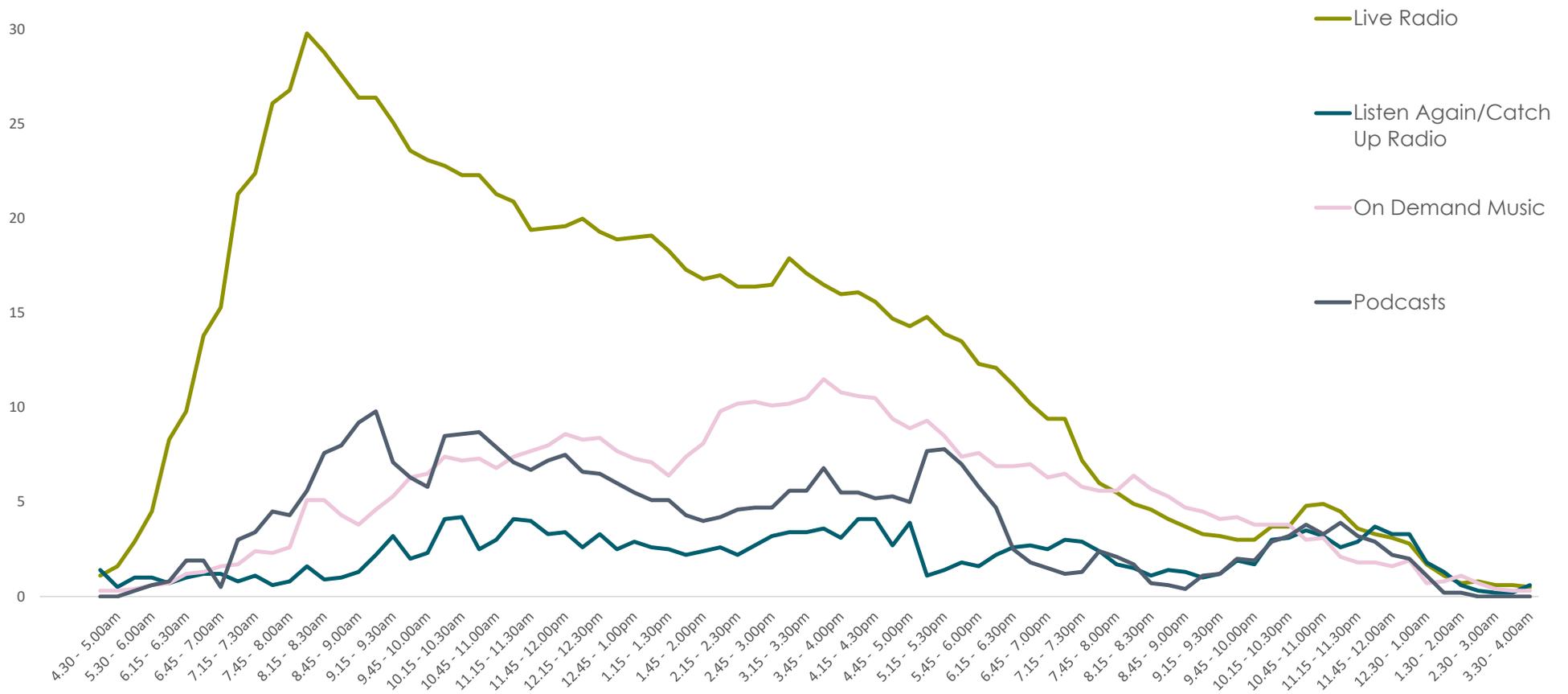


Smart Speakers are defined as speakers that work by voice control, such as Amazon Dot/Echo or Google Home/Nest

## HEADPHONE LISTENING – WEEKLY REACH %



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 Prime/  
 Apple Music/Soundcloud/Deezer/Youtube Premium  
 BBC/Other Radio/ Other music podcast  
 BBC/Other Radio/ Other speech podcast  
 Online Video clips – Music/Non Music

- Facebook
- Vimeo
- YouTube
- Tik Tok
- Other

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

PODCASTING PLATFORM

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