

# RAJAR's Audio Survey 'MIDAS' Spring 2024

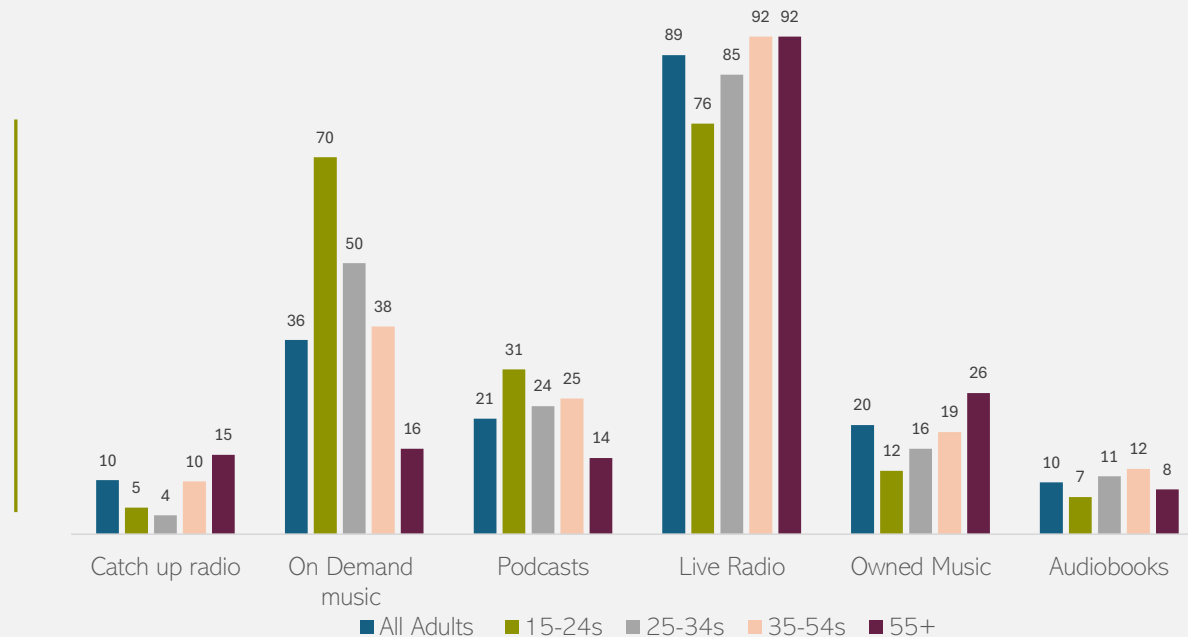
The MIDAS Survey is designed to provide context and insight into how, when and where audio content is being consumed in this current liberated environment.

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.



# Weekly Audio Listening in the UK remains strong.



The weekly reach for audio consumption that is solely listened to and not viewed, remains very high with 54 million adults in the UK adults doing so each week.

The key metrics for audio listening in the chart displayed is the percentage of the population that listen to these audio types in an average week, based on all adults and age splits (15-24, 25-34, 35-54 and 55+)

Owned music is a combination of Digital Music Tracks, CDs, Cassettes and Vinyl records.

# 'Connected Audio' continues to grow

The term 'connected audio' is defined by audio consumption that can only be listened to by a device with an internet connection. This has been a particular area of growth over the last few years as the population continues to desire their listening preferences stored on their devices and accessible with a single touch.

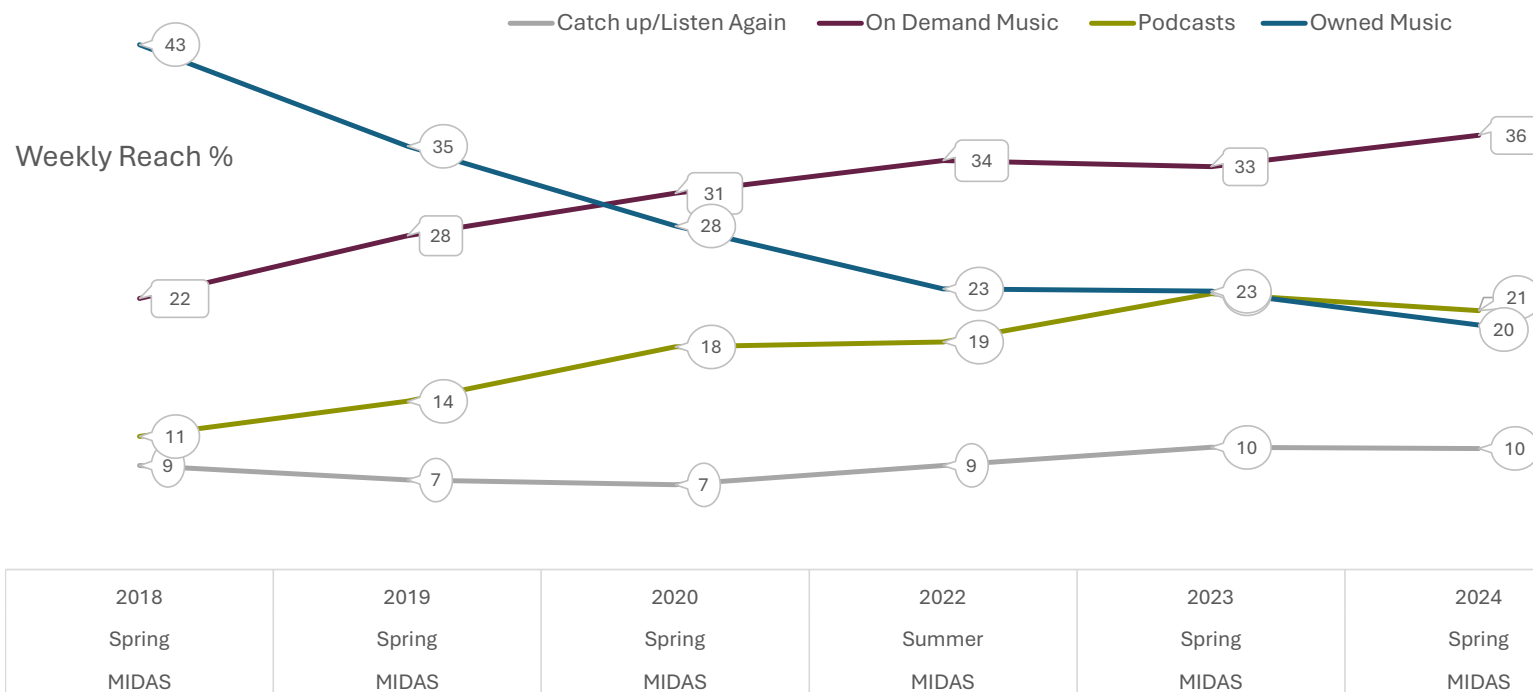
Connected Audio reaches 68% of the population and on average adults listen for around 16 hours per week.

Connected Audio, includes Podcasts, Audiobooks, On Demand Music, Catch Up Radio and Live Radio (via smartphone, computers, games consoles, wearable tech, media players, smart speakers, tablets)

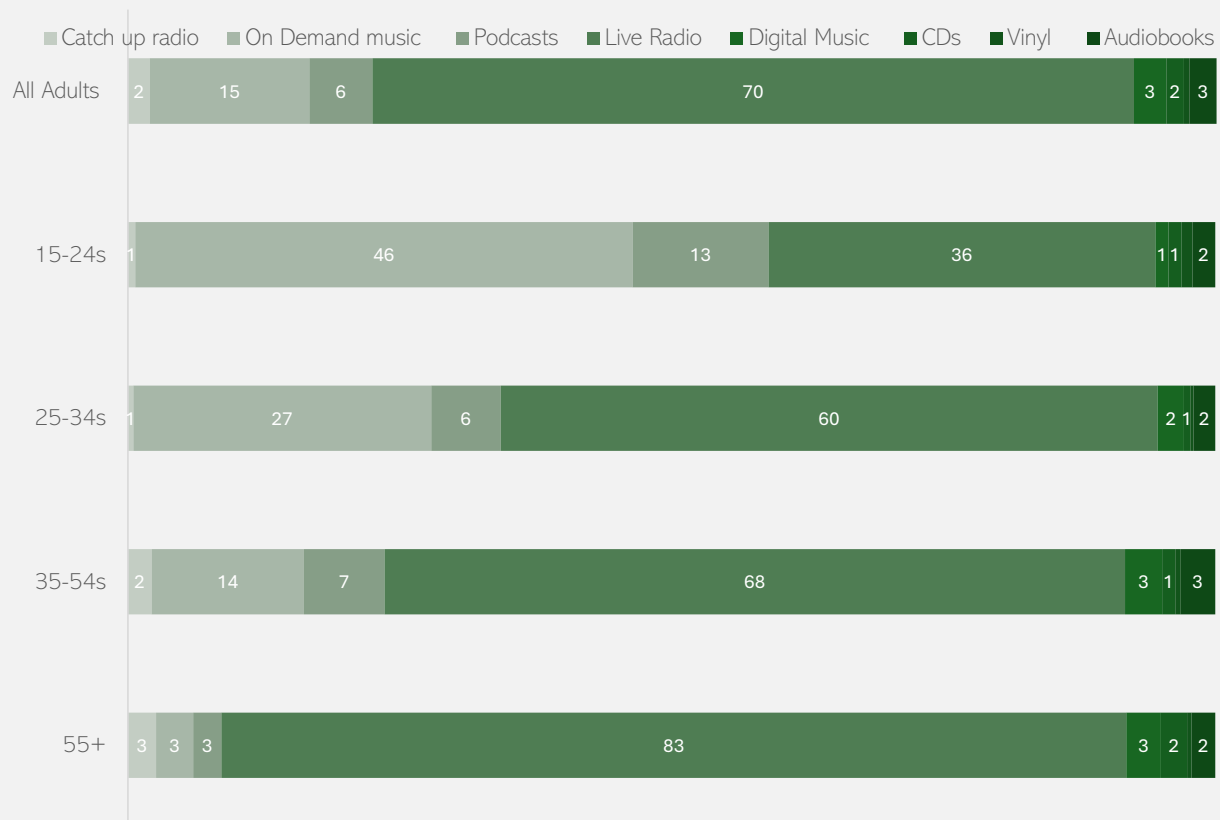


# Audio Type Trends.

Over the last six years - there has been a noticeable decline in owned music (digital tracks, CDs, Cassettes and Vinyl). On Demand Music services and Podcasts have become increasingly popular, whilst Catch Up radio has remained stable throughout.

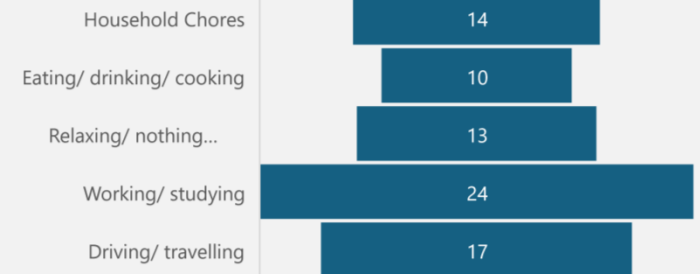


# Live Radio dominates the share of listening to Audio\* for All Adults

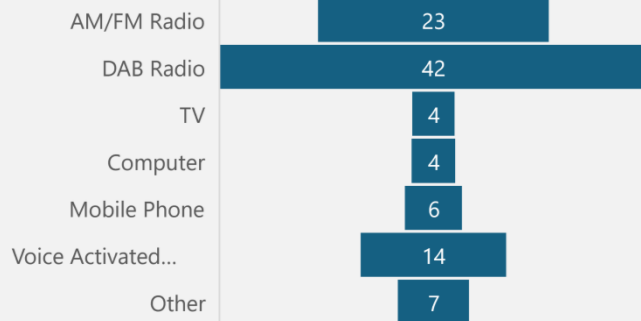




Share % of Activities



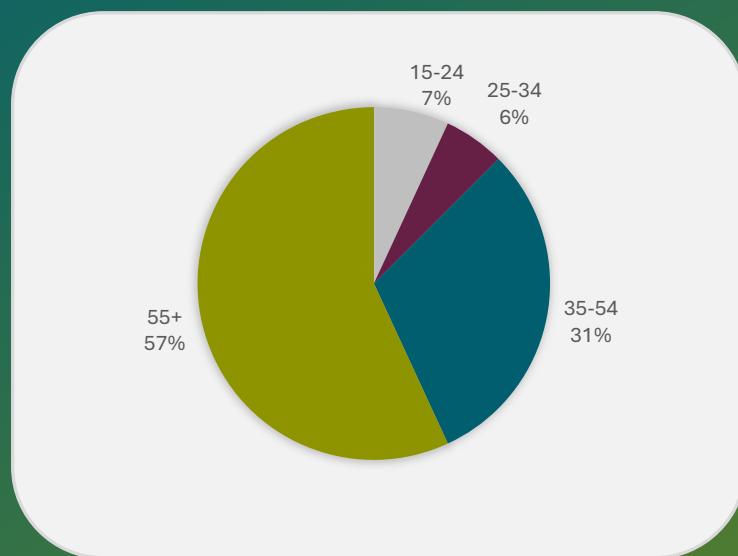
Share % of Device



**Live Radio is a perfect companion home or away.**

Weekly reach of listening at home is 73% and in a vehicle 69%. Radio content provides the perfect company, but listening to live radio is often a shared experience, 41% of the time listening is with others (21% with a partner/spouse, 10% with work colleagues, 9% with children/family).

# 10% of the UK Population go back and listen to their chosen radio content



Catch up radio or 'listen again' has remained consistent with around 10% of the population doing so in an average week. Going back to listen to a radio show or piece of content normally takes place in the home (89%) so activities such as 'doing nothing in particular', 'chores or 'cooking' are the most engaged in by catch up users.

The profile of the Catch-Up Radio listener is over 55 and evenly split between genders.

They listen approximately 5 hours each week and do so alone (82% of the time). There are so many apps making curated content easy to access, therefore devices such as Smartphones(59%)and Computers(26%) are used more frequently, with some listening via Tablet too (10%).



# On Demand Music is an anywhere, anytime accompaniment

In terms of all adults, 36% of the population tune into On Demand Music services each week, listening for an average of 11 hours per listener. 60% of On Demand Music service users claim to use a premium service with no ads. Over half (55%) of the listening hours are via a Smartphone and a quarter (25%) of the time spent listening is through a Smart Speaker. Devices such as laptops, tablets and TVs have a much smaller share.

It's still mostly listened to by ourselves (64%) but the location of listening for all adults is evenly split between in and out of the home, however, there are nuances within listening behaviors in different age demographics.





# 50% of On Demand Music listeners are under 35.



♂ 51%  
Male

♀ 49%  
Female

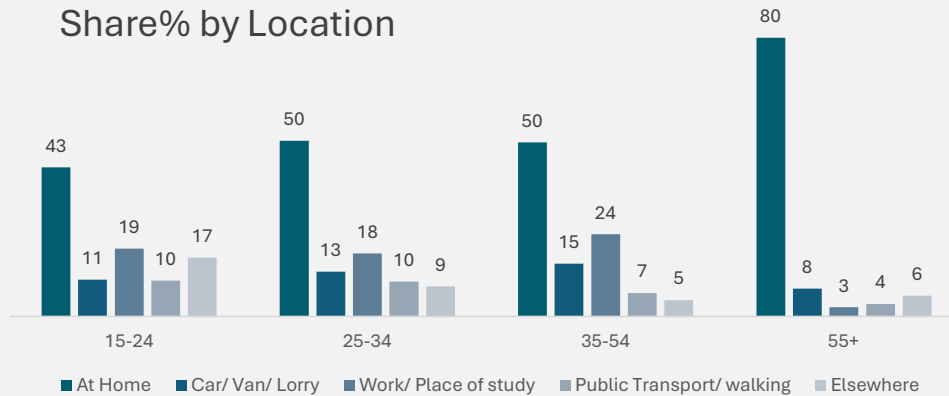
The profile of the on-demand music listener is a young adult; 50% are under 35 years old and 28% are under 25.

OMS reaches 70% of the 15-24 population each week and those listen for approximately 14 hours in a week. 60% of the listening hours are via a Mobile Phone and 21% via a Speaker.

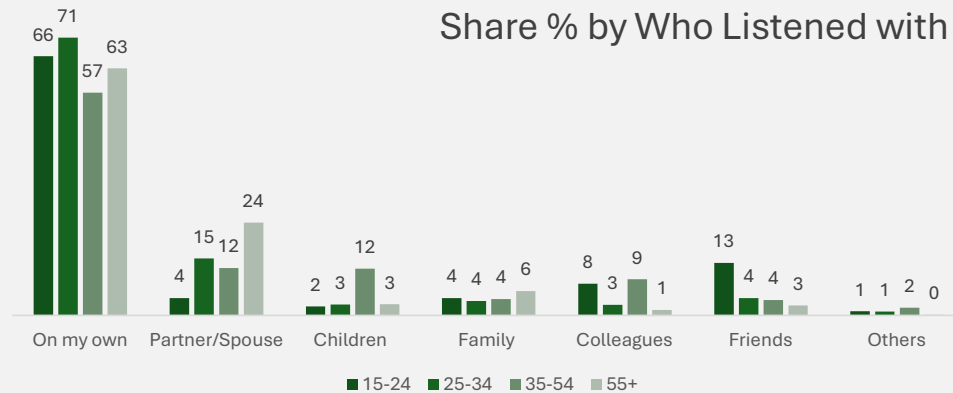
Younger listeners indulge in their favourite playlists and saved songs with others making it more of a social experience. 40% of on demand listeners do so whilst working or studying each week.

# On Demand Music more social for young people

Share% by Location



Share % by Who Listened with

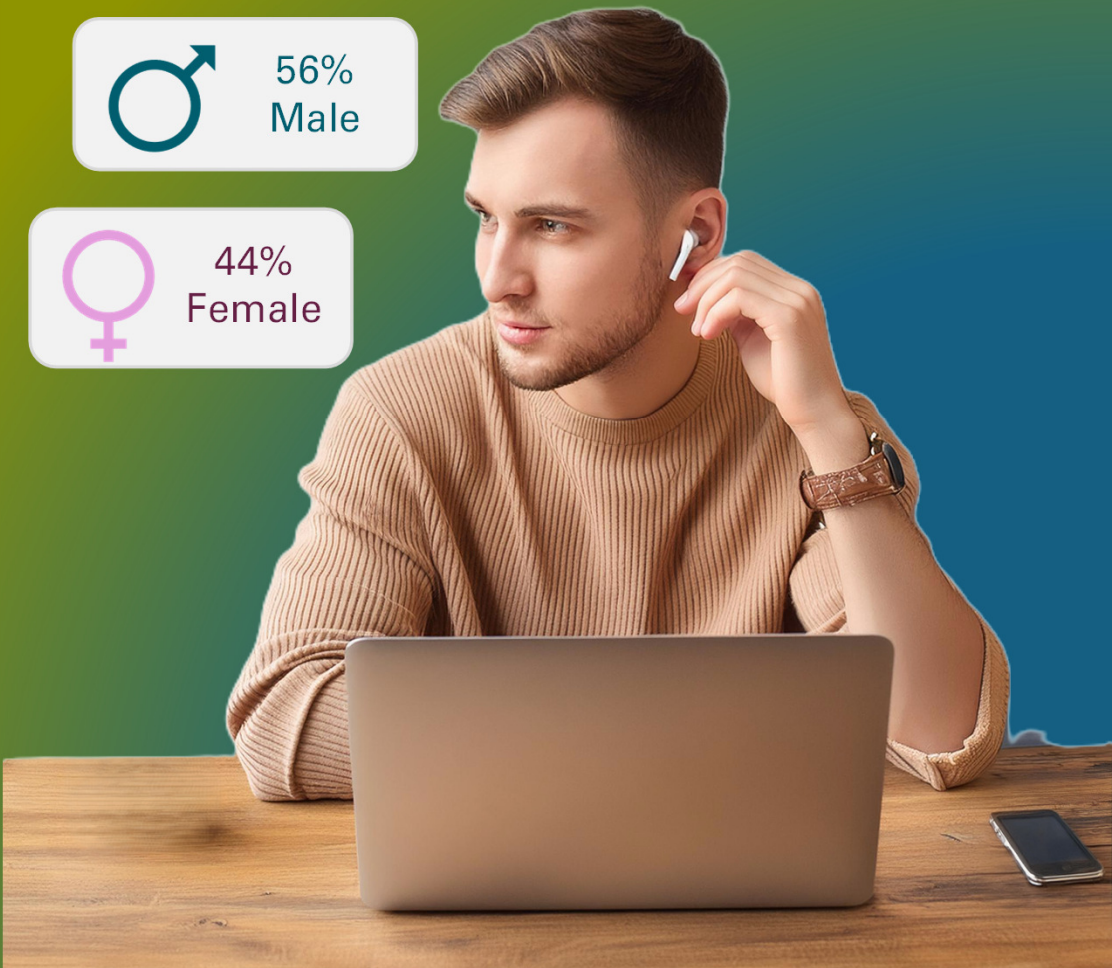
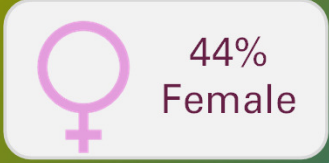
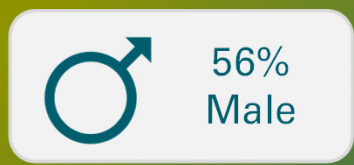


# Podcast Listening is a solo activity.

21% of the UK population tune into podcasts in an average week and those listen for around 7 hours per person. Podcasts are mainly a single person audience and not often a shared experience as 94% of listening hours are consumed alone.

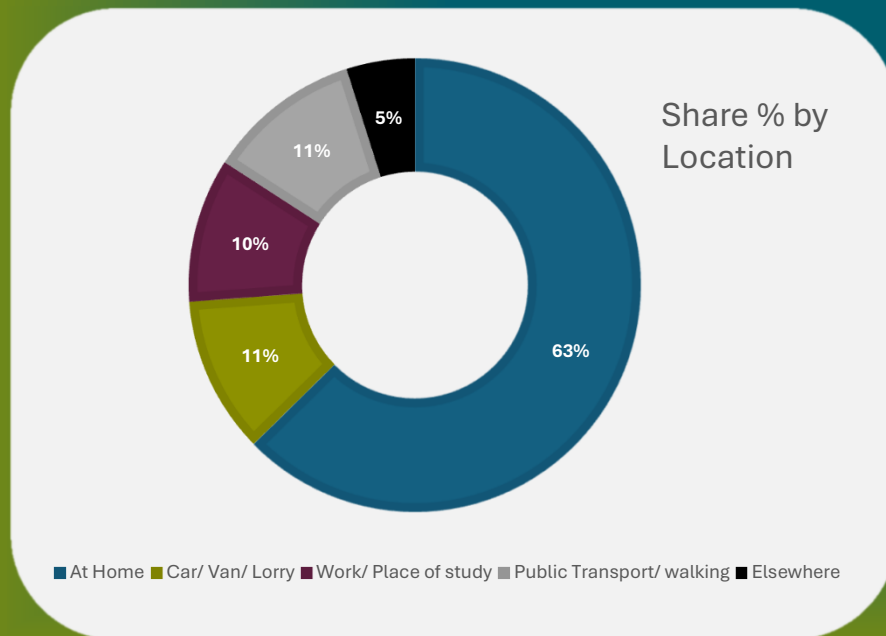
The profile of the Podcast listener is predominantly Male and under 55 years old. Listening to a podcast allows the listener to engage in other activities whilst listening and is enjoyed at home as well as commuting, or in the office.

31% of the 15–24-year-old population tune into a podcasts each week and they listen for slightly longer each week compared to All Adults (8.6 v 6.9 hours per listener)



# Podcasts are listened to whilst doing other things.

Podcasts are mainly consumed via apps on Smartphones (78%), but some listening does take place across laptops (11%), tablets (5%) and smart speakers (3%). Podcasts are enjoyed at home and in other spaces, whilst relaxing or working or commuting.

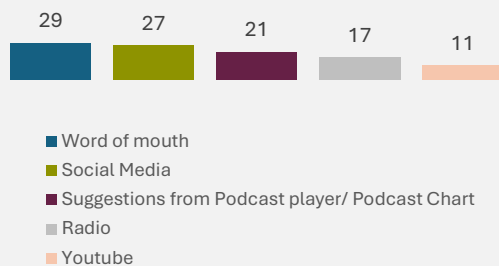




# What genre Podcast listeners listen to and where they find them

In the current listening landscape, there is a podcast for everyone, and prolific podcasters enjoy multiple titles and genres. 31% of podcast listeners\* claim that 'Comedy' is their most listened to genre. Whilst the majority (42%) claim to listen to 2-3 episodes per week, heavy listeners (7%) listen to between 6 - 10 episodes in a week. 84% claim to listen to all or mostly all of each episode and 55% get around to listening to all or mostly all the episodes they have downloaded

**% claim sources of Podcast discovery**



Genre Most Listened To	% claimed
Comedy	31.0
News and Politics	20.8
Sports	18.0
True Crime	12.3
Health and Fitness	11.9
Fiction/ Drama	10.7
Music	10.1
Society and Culture	9.9
Technology	8.6
Gossip and Entertainment	8.0
Other	7.6
TV/Film	6.4
Business and Finance	6.3
Education	6.2
Gaming	2.4
Kids	0.9

# Time of Day

# Listening Peak

Live Radio 8-8.30am  
 Podcasts 9-9.30am  
 On Demand Music 3.30-4pm  
 Catch Up Radio 11-11.30pm

Monday - Friday Average Reach % of those who listen



MIDAS Spring 2024 fieldwork was carried out over two weeks in April 2024 with a final sample of 2,143 former RAJAR respondents' adults aged 15 plus, completing a 7-day online diary.

A set of data tables for the information contained in this report are available for download including demographic breakdown. This information can be used publicly, with the source RAJAR/MIDAS Spring 2024. All the key metrics of the data are based on an average weekly basis.

*For Publication Enquiries contact;*

*Lyndsay Ferrigan*

*RAJAR Communications Manager*

*Email: [Lyndsay@rajar.co.uk](mailto:Lyndsay@rajar.co.uk)*

*Telephone Number: 02073950636*