

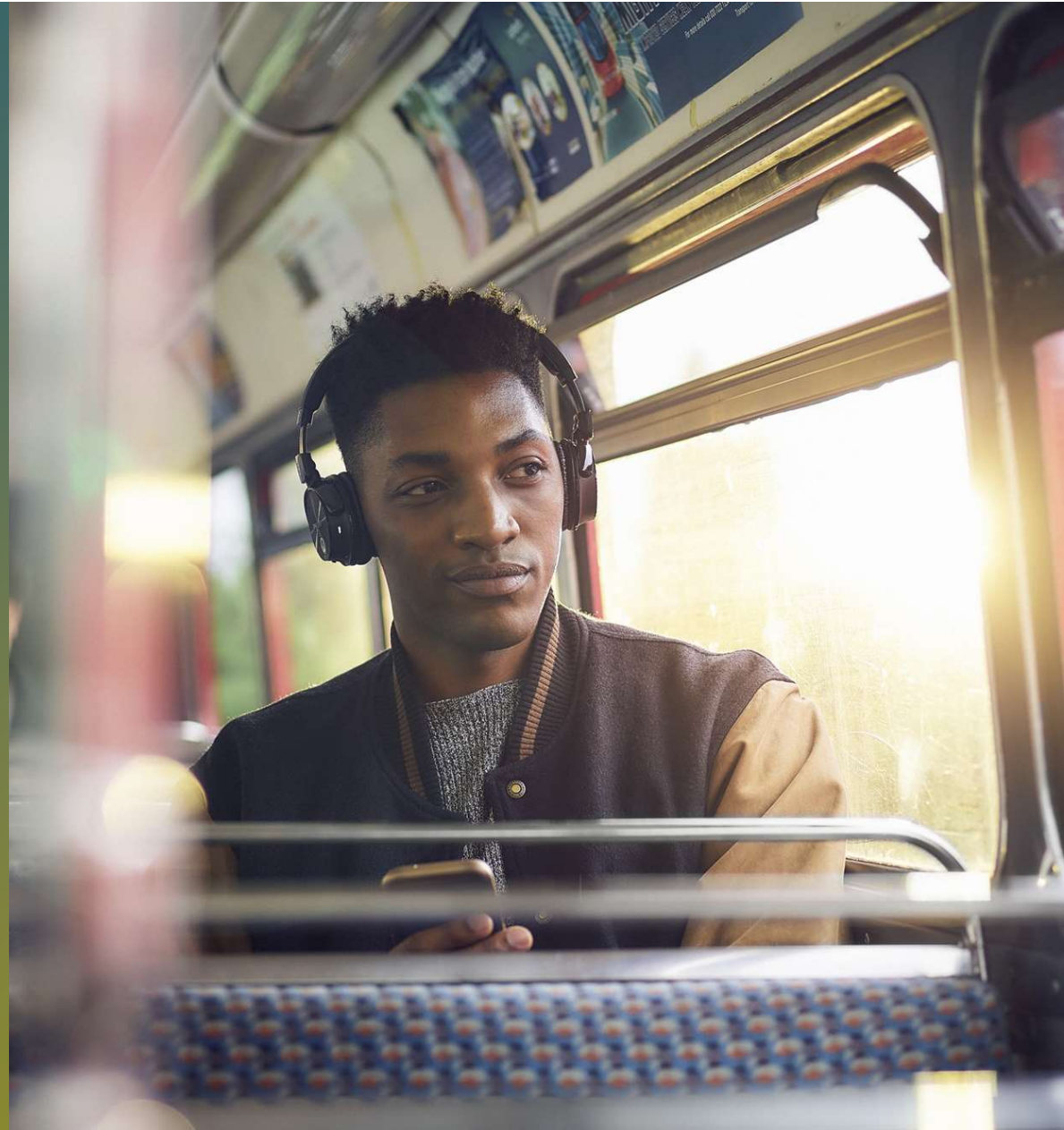


# RAJAR's Audio Survey 'MIDAS' Summer 2024

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 and how audio makes them feel.



## In Summary

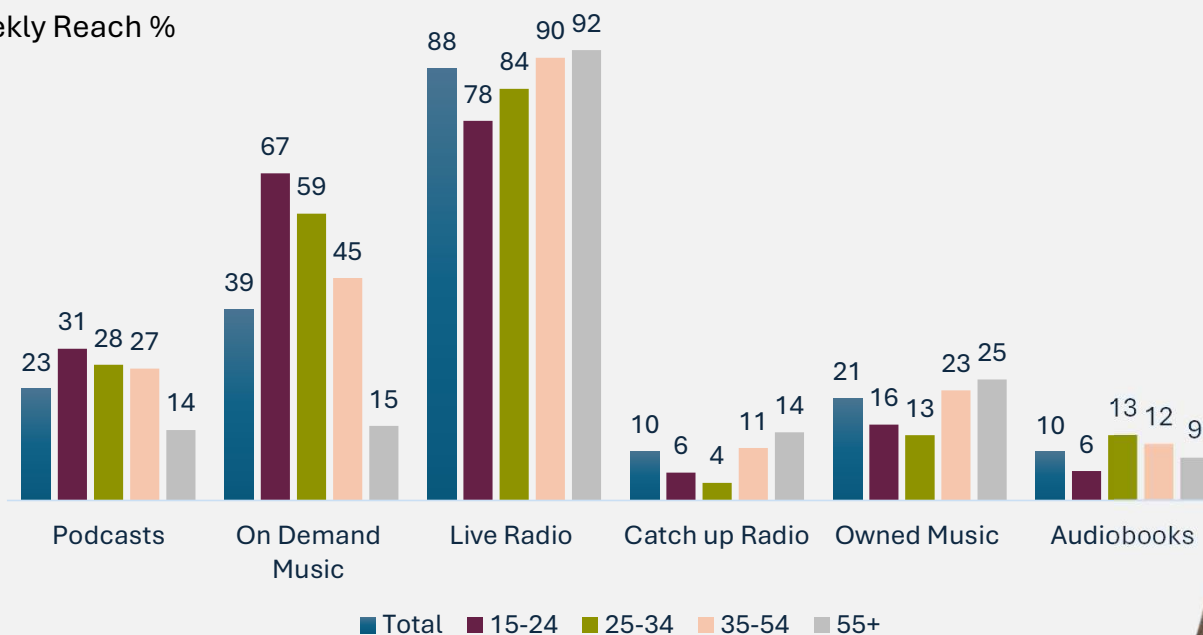
Weekly audio listening in the UK remains strong, albeit varied between age and gender. The Summer 2024 wave of MIDAS finds that the weekly reach for audio consumption that is solely listened to and not viewed, remains very high with 56 million adults or 96% of UK the population (adults 15+) doing so in a week. Listeners spend on average 27.5 hours a week engaging in their favourite audio type. The total number of weekly hours listened to audio is over 1.5 billion; this has increased by 5% since MIDAS Summer 2019.

The audio types focused on are live and catch-up radio, on demand music services, podcasts, owned music and audiobooks. For more detailed information on live radio, please see the most recent RAJAR release (Q2 2024) <http://www.rajar.co.uk/listening>

The key metrics for audio listening in the following charts are displayed by either reach or share % or numbers in 000s. Most of the information is based upon all adults (15 plus) except where specified by demographic breakdown (15-24, 25-34, 35-54 and 55+) or gender. The data behind these charts are available on request.

# Weekly Audio Listening in the UK remains strong.

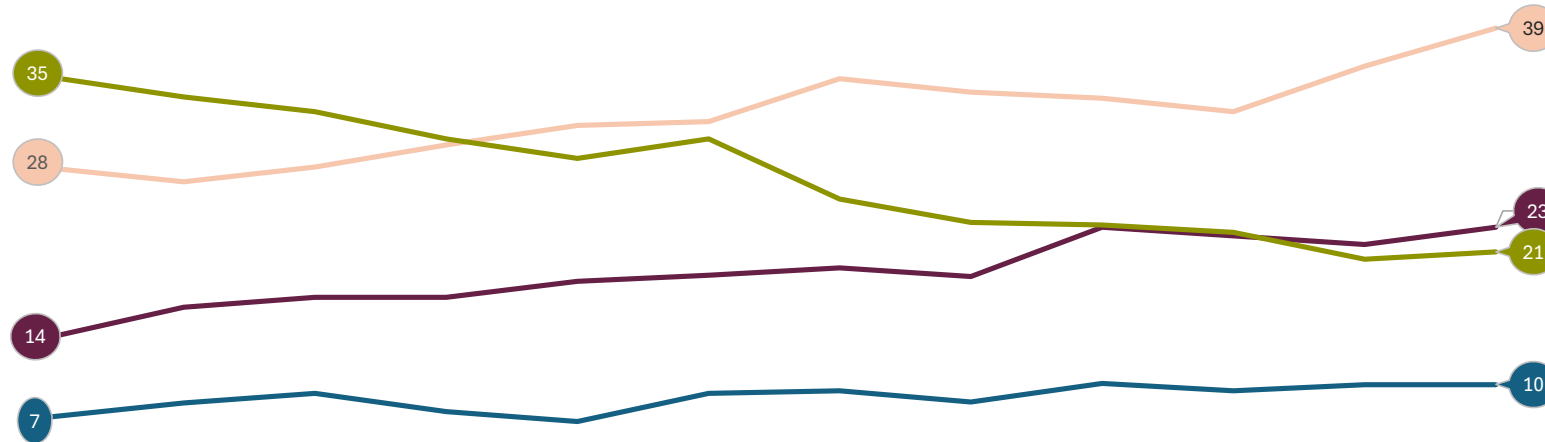
Weekly Reach %



# Audio Type Listening Trends.

Over the last five years, there has been a noticeable decline in weekly listening of 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.

Weekly Reach %



2019	2019	2019	2019	2020	2020	2021	2022	2023	2023	2024	2024
Spring	Summer	Autumn	Winter	Spring	Winter	Winter	Summer	Spring	Autumn	Spring	Summer
MIDAS	MIDAS	MIDAS	MIDAS	MIDAS	MIDAS	MIDAS	MIDAS	MIDAS	MIDAS	MIDAS	MIDAS

— Catch Up Radio — On Demand Music — Podcasts — Owned Music

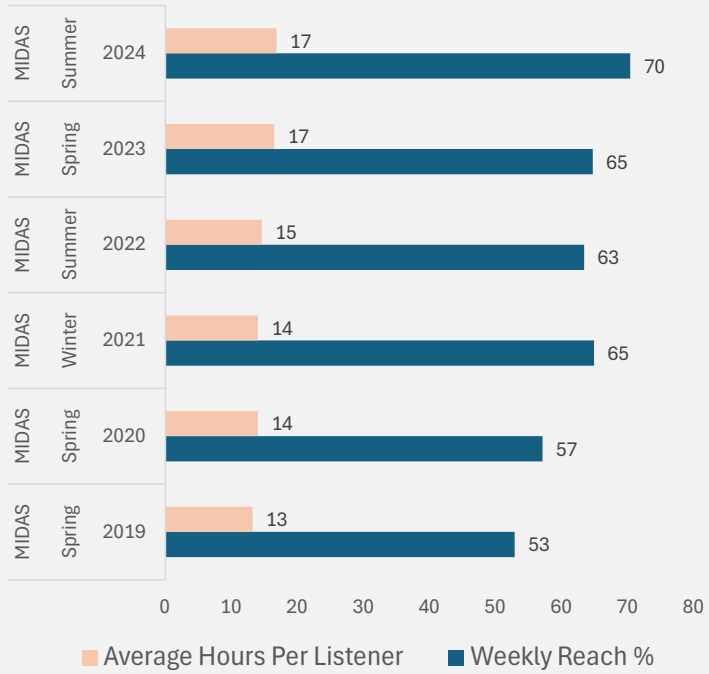
## 'Connected Audio' continues to grow.

The term 'connected audio' featured in this report 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 70% of the population and on average adults listen for around 17 hours per week. Connected Audio weekly reach has increased by 6% on the last wave (68% in Spring 2024) and 13% since Summer 2022.

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)

## Connected Audio





## The need to feel more connected.

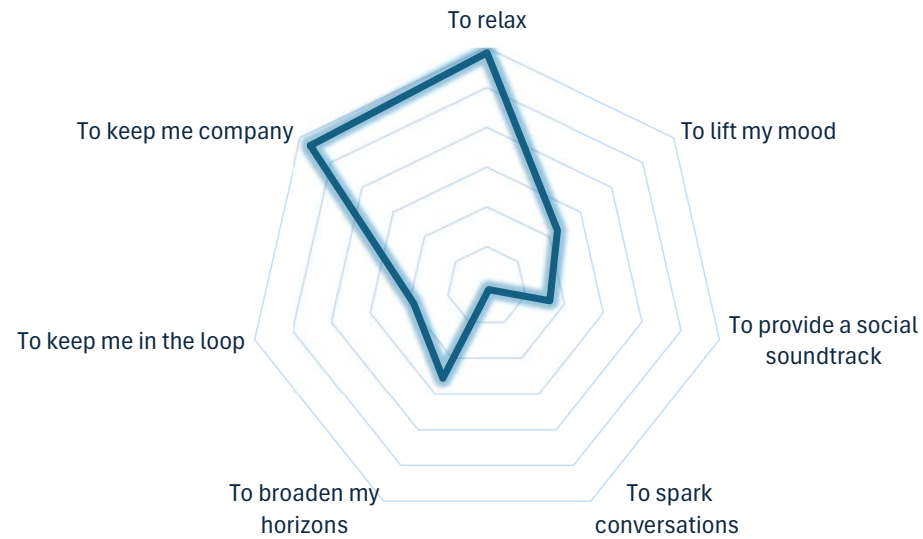
**rajar**  
Audio measurement

The MIDAS survey has recently begun asking participants their need states around audio listening; the purpose it serves them whilst listening, how it makes them feel or why they listened.

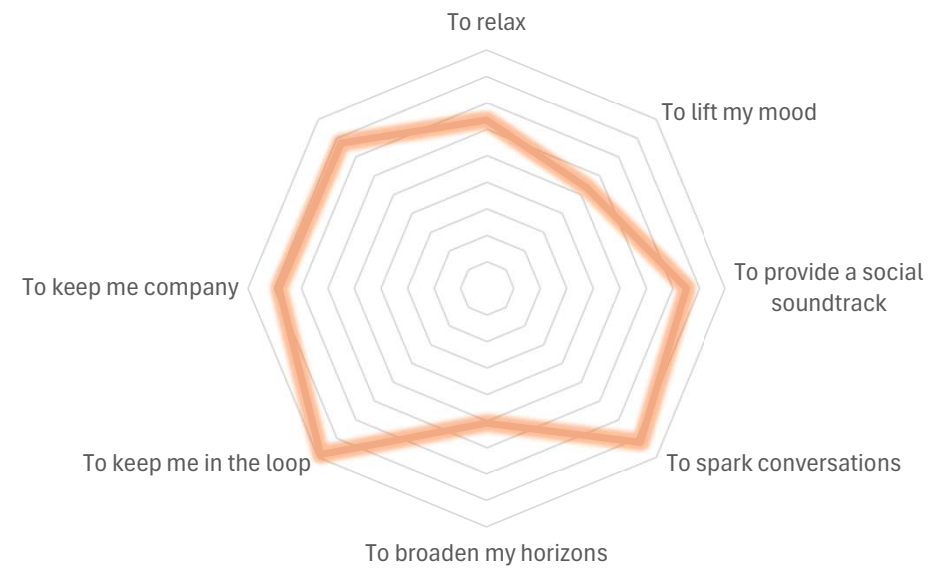
Some audio types serve similar purposes, like keeping us company, helping us relax or making us feel informed on what is going on in the world, but others serve more specific needs like providing a social soundtrack or assisting us to help engage in conversations.

# Why they listened.

## Catch Up Radio



## Live Radio



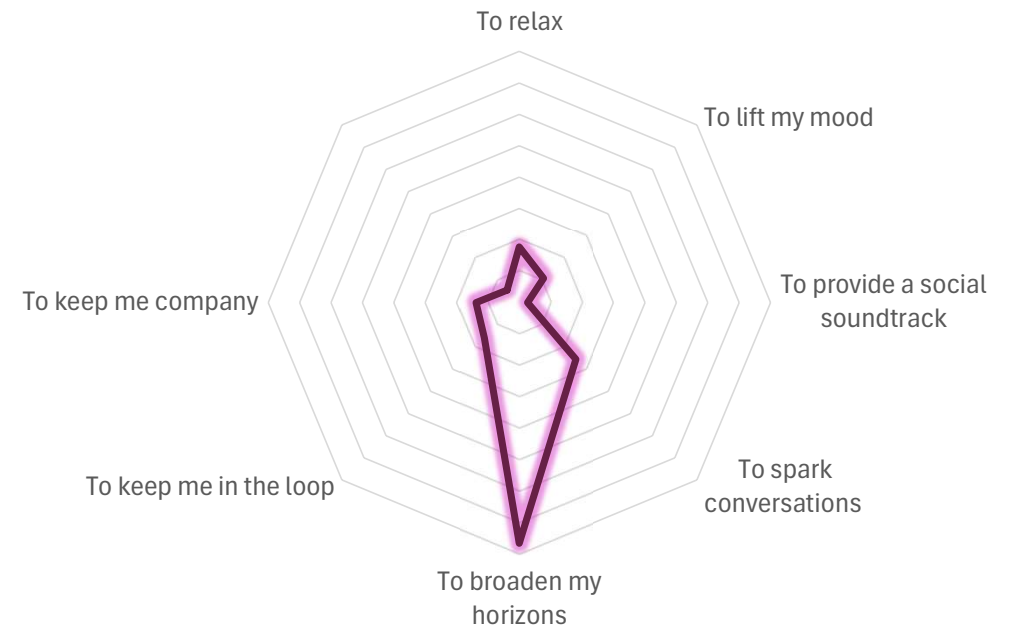


# Why they listened.

## On Demand music



## Podcasts



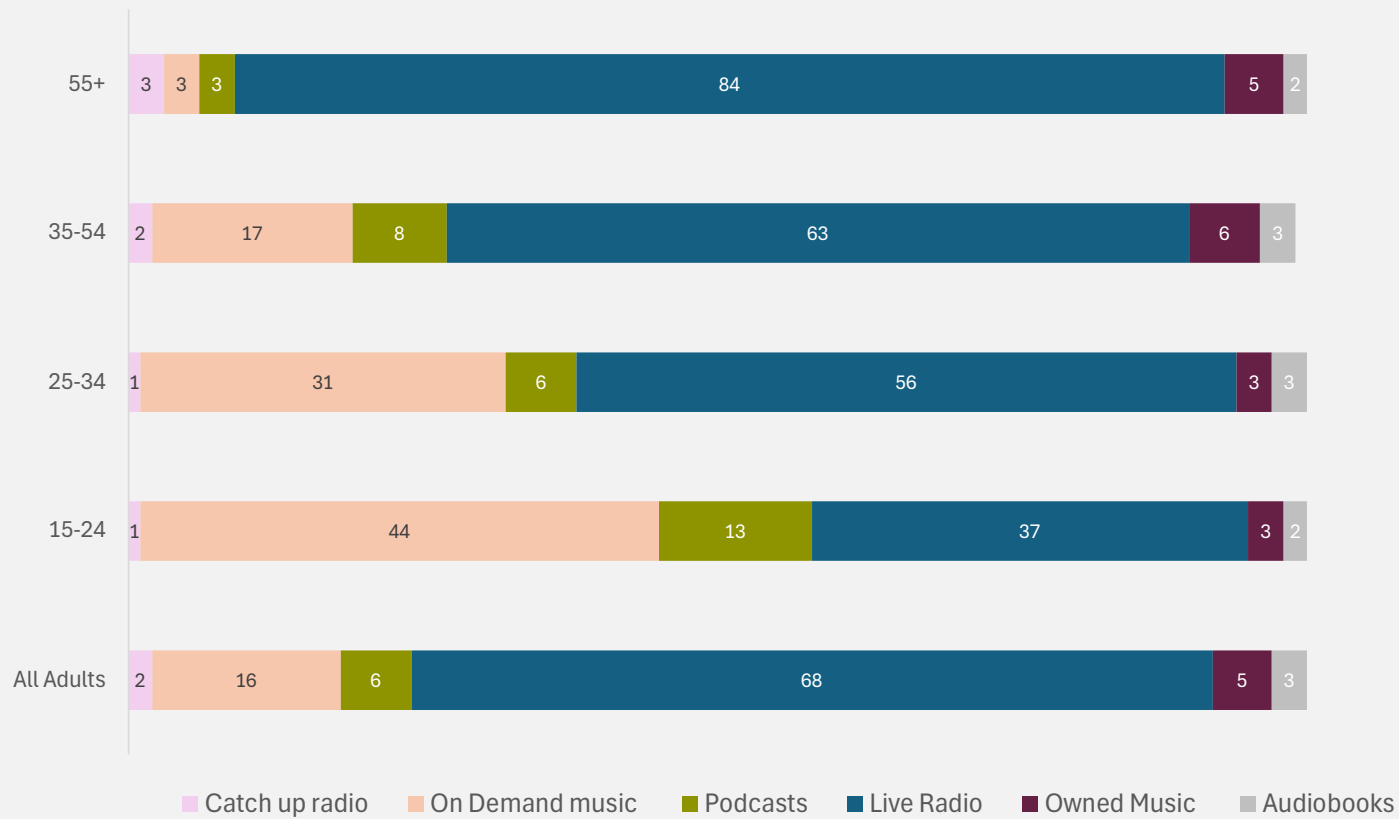
# 'Live Radio' dominates the time spent listening to Audio.

For all adults, the share of 'live radio' dominates audio listening (excluding visual) with over two thirds (68%) of their listening hours spent engaging in this audio type.

Music streaming (16%), podcasts (6%), catch up radio(2%) and audiobooks(3%) have smaller shares when looking at the total population.



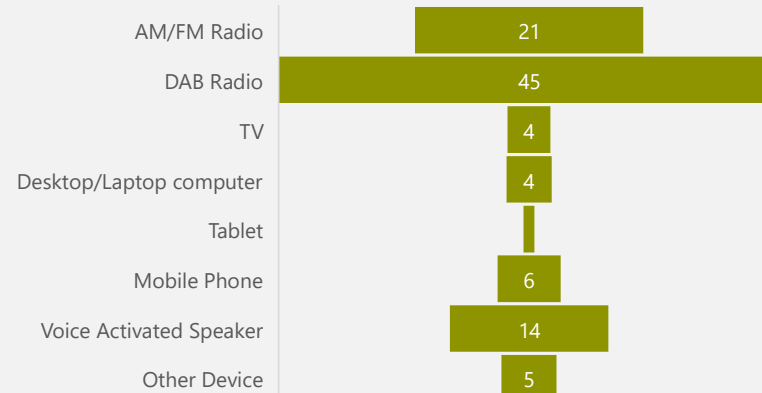
### Share of Audio Listening by Age



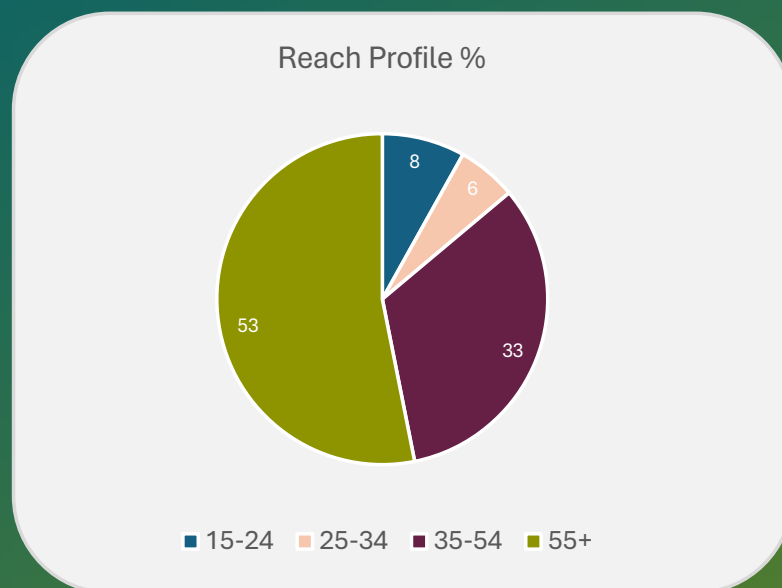
# Live Radio is a perfect companion home or away.

Weekly reach of listening at home is **63%**, in a vehicle **61%**, at work/elsewhere **15%**. Radio content provides the perfect company and listening to live radio is often a shared experience, **44%** of the time listening is with others. People engage with several activities whilst listening to live radio, more than half of the listening hours are consumed whilst someone is driving/travelling, relaxing, working or studying.

## Share % of Device



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



♂ 48% Male

♀ 52% Female

Catch up radio or 'listen again' has remained consistent with around 5.8 million or 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 (75%) so activities such as 'doing nothing in particular' or 'working/studying' are the most cited 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 (79% of the time). There are so many apps making curated content easy to access, therefore devices such as Smartphones (55% share of hours) and Computers (29%) are used most frequently, with some listening via Tablet too (12%).

# On Demand Music is an anywhere, anytime accompaniment.

In terms of all adults, 39% of the population tune in to On Demand Music services each week, listening for an average of 11 hours per listener. 73% of On Demand Music service users claim to use a premium service with no ads. The share of listening by device is 55% Smartphone, 24% Smart speaker, 16% Computer; devices such as Tablets and TVs have a much smaller share.

It's still mostly listened to by ourselves (62%) but the location of listening for all adults is evenly split between in and out of the home, however, there are nuances within listening behaviours among different age demographics.



# Almost half of all On Demand Music listeners are under 35.



♂ 53%  
Male

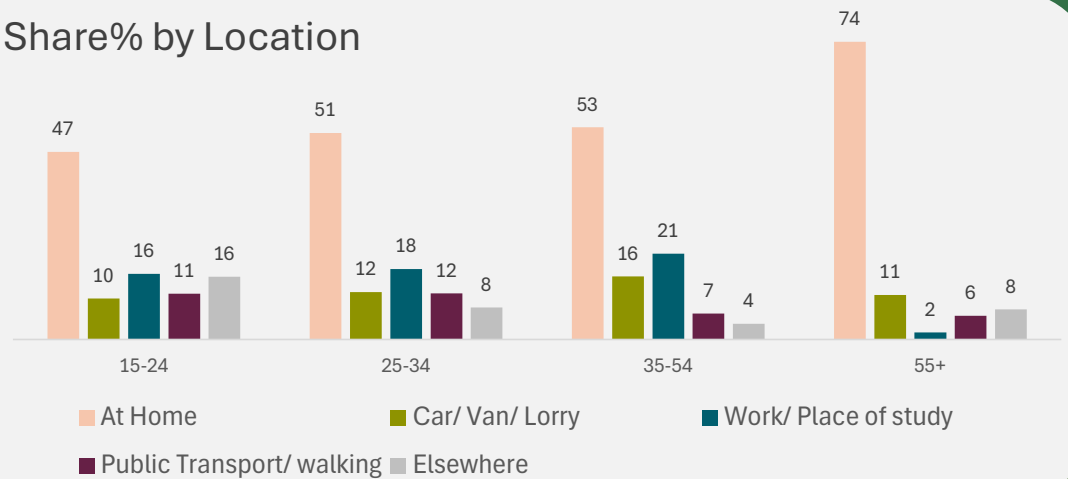
♀ 47%  
Female

The profile of the listener is typically young adults, 49% are under 35 years old, 25% are under 25. In this wave the profile leans slightly toward Male listeners. OMS reaches 67% of the 15-24 population and those listen for 15 hours in a week. 60% of the listening hours are via a Mobile Phone, 20% by computer and 16% via a Smart Speaker.

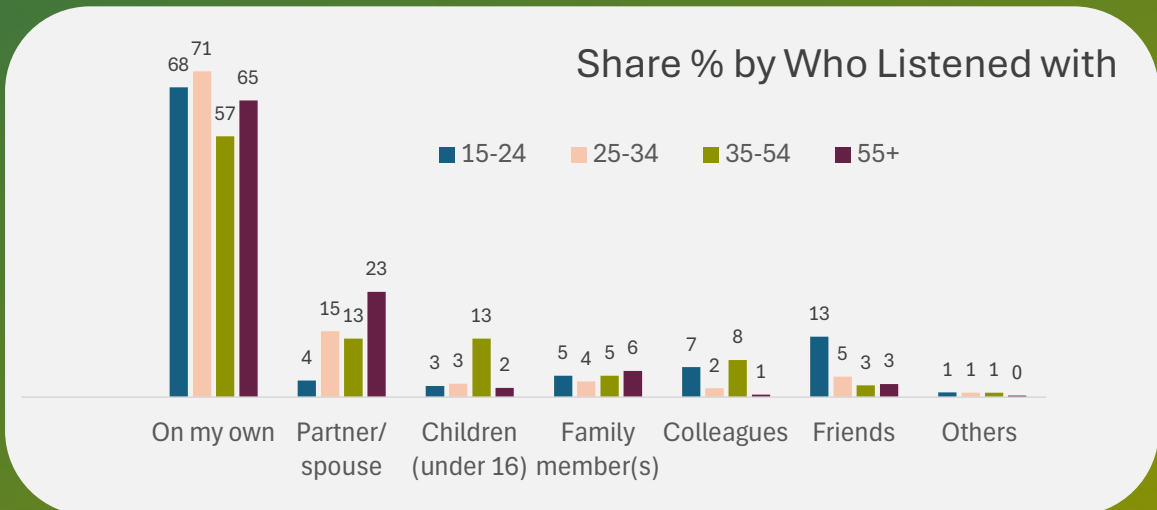
Younger listeners indulge in their favourite playlists and saved songs with others, making it more of a social experience. 33% of listening hours in this age group are consumed whilst working or studying each week.

# On Demand Music more social for young people.

Share% by Location



Share % by Who Listened with





# Podcasts

23% of the UK population tune in to 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 93% of listening hours are consumed alone. 96 million hours are listened to in an average week in the Summer 2024 wave to Podcasts, this has increased by 34% since the Summer of 2019 and 27% since Summer 2022.

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

Podcasts are mainly consumed via apps on Smartphone (82%) but some listening does take place using computers (9%), tablets (5%) and smart speakers (2%).

Almost a third of young adults (15-24) tune into Podcasts in an average week, this group listens for slightly longer than all adults, spending around 9 hours per week engaging in this medium (compared to 6 hours per listener in Summer 2022).

# The Podcast Listener

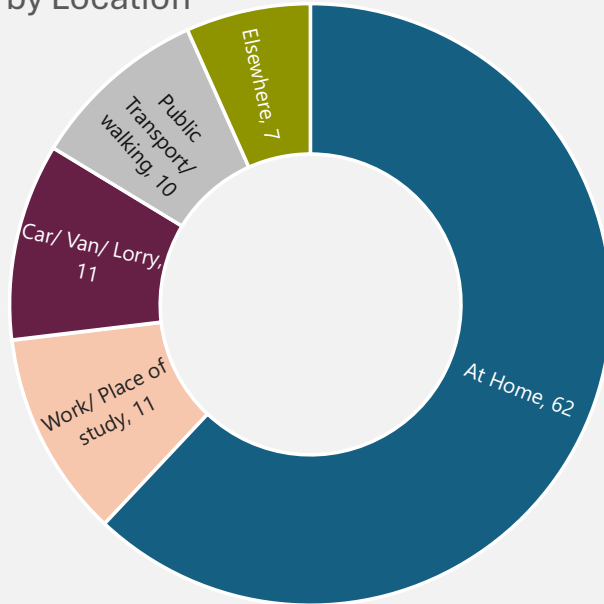


53%  
Male

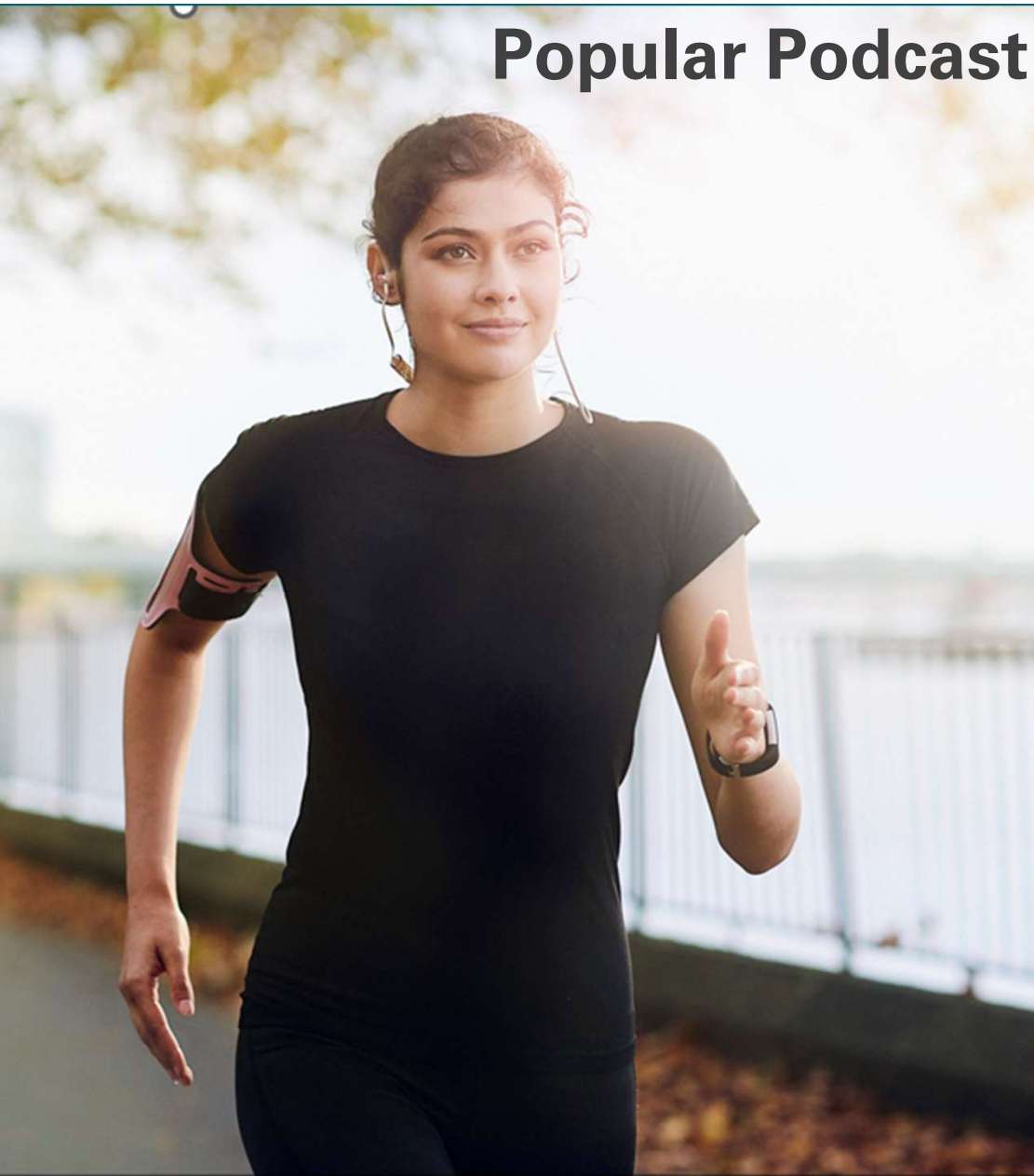


47%  
Female

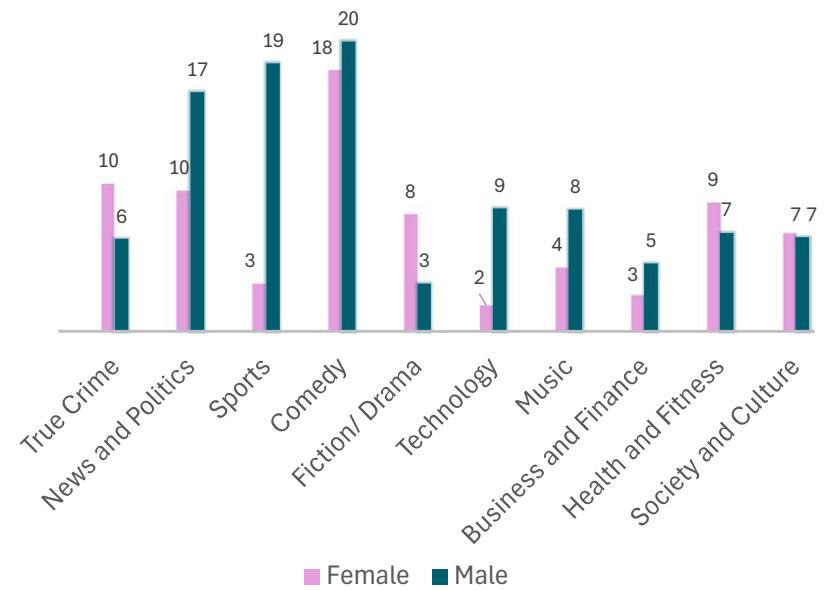
Share % by Location



# Popular Podcast Genres



% claimed genre listened to the most



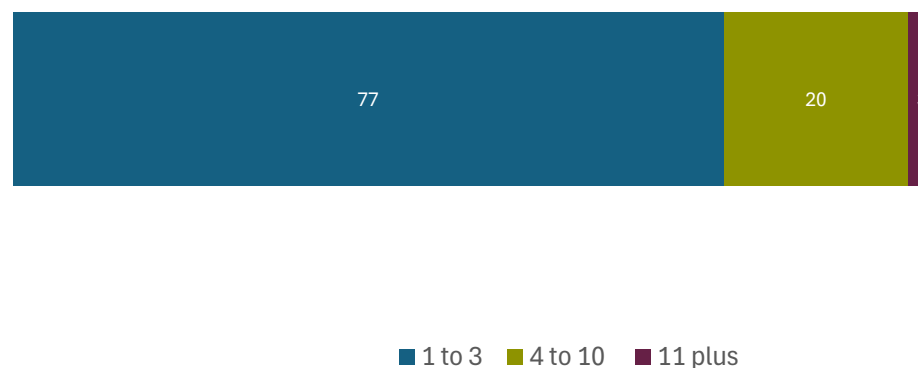
# Podcast listeners are highly engaged.

77% listen to 1-3 episodes, 20% listen to between 4 and 10 episodes and 3% listen to 11 episodes or more in an average week.

85% claim to listen to all or mostly all of each episode and 68% get around to listening to more than half of all the episodes they have downloaded.

Podcast listeners claim that their main sources of discovery for new titles are recommendations from friends, social media, podcast players or from radio.

% claimed episodes consumed per week



# 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 Summer 2024 fieldwork was carried out over two weeks in July 2024 with a final sample of 2048 former RAJAR respondents aged 15 plus who completed a 7-day online diary.

The data tables for this report are available to RAJAR subscribers, please contact Lyndsay Ferrigan to request. This information can be used publicly using the source: RAJAR/MIDAS Summer 2024. All the key metrics of the data are based on an average weekly basis. As per RAJAR, the most recent set of MIDAS should be used for any external purposes.

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