

# The UK Podcast Consumer 2024



# The Pitch

Podcasts have more listeners than ever

Listeners spend a lot of time with podcasts

Podcasts reach all generations

Podcast listeners are diverse

Podcasts listeners are a highly coveted audience for advertisers



Podcasts have  
more listeners  
than ever

RECORD  
HIGH

RECORD  
HIGH

RECORD  
HIGH

69%

of the UK 18+ population  
has **listened to a podcast**

42%

of the UK 18+ population has listened  
to a podcast **in the last month**

30%

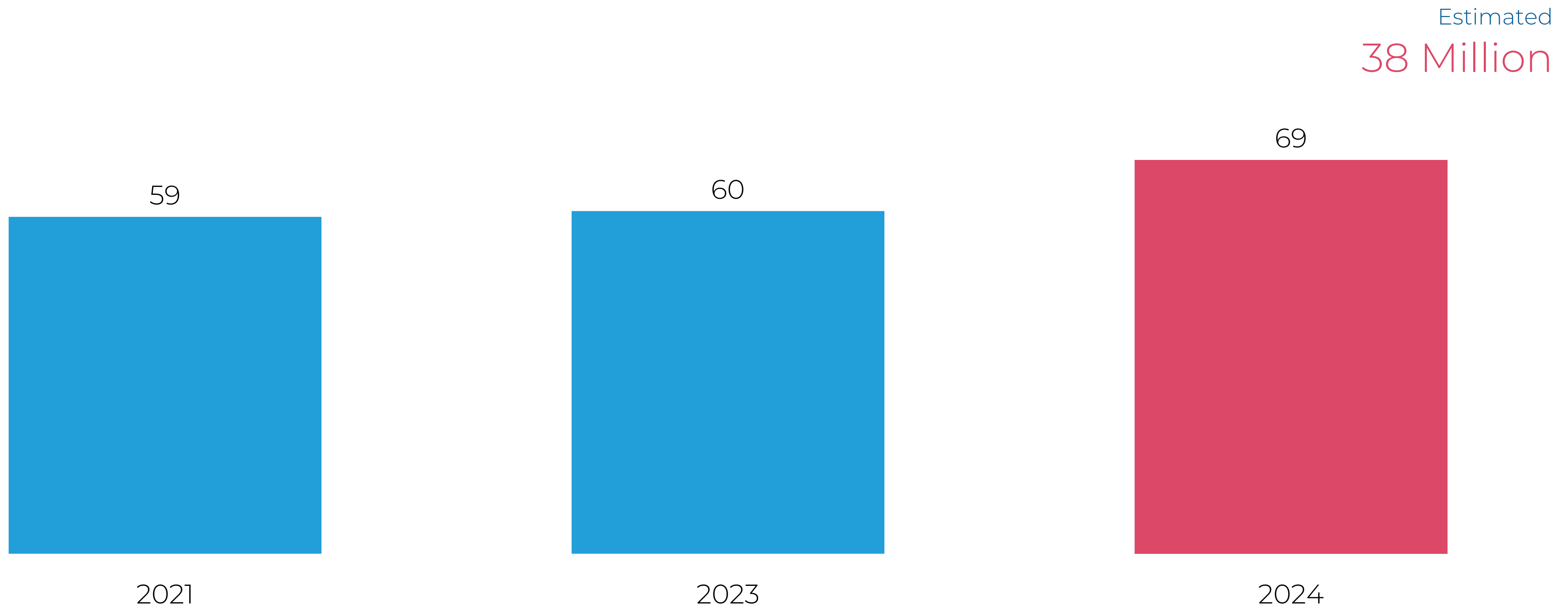
of the UK 18+ population has listened  
to a podcast **in the last week**



Podcast  
Listening is **UP**

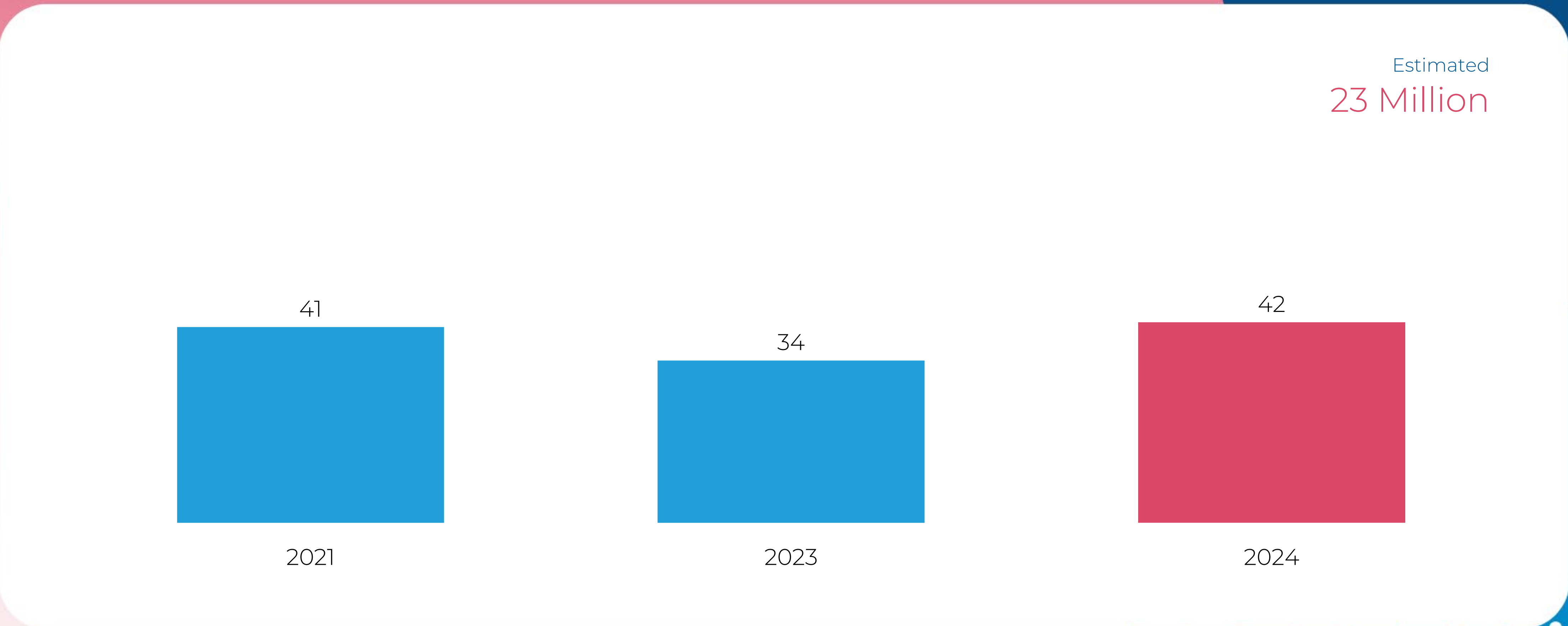
# Podcast Listening

UK POPULATION AGE 18+  
% EVER LISTENED TO A PODCAST



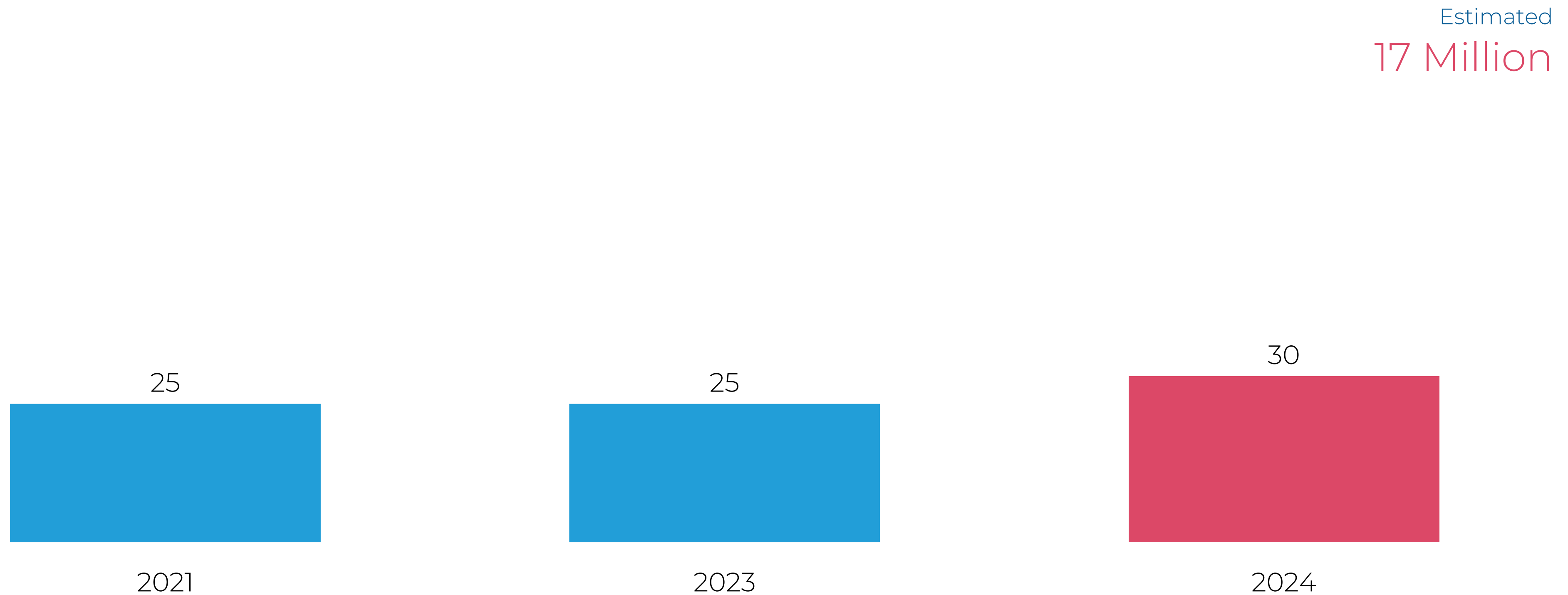
# Monthly Podcasting Listening

TOTAL UK POPULATION AGE 18+  
% LISTENED TO A PODCAST IN THE LAST MONTH



# Weekly Podcasting Listening

TOTAL UK POPULATION AGE 18+  
% LISTENED TO A PODCAST IN THE LAST WEEK





# Sources

**Edison Podcast Metrics UK** is the only all-inclusive measurement of weekly reach of podcasts in the UK. Used by the leading podcast networks, agencies, and consultancies in the U.S. since 2019, Edison Podcast Metrics launched in the UK in the third quarter of 2023. Edison Research interviews 8,000 podcast listeners ages 15 and older each year about the shows they listen to. In addition to calculating the weekly reach of podcasts, the report tracks demographics, content, preferences, and listening behaviors.

**Additional Sources:** **UK National Podcast Survey**, Age 15+, conducted May 2024 and **UK National Podcast Survey**, Age 18+, conducted May 2023; **The Infinite Dial 2021 UK** conducted in Fall 2021 by Edison Research and sponsored by Bauer Media Group UK and Spotify, Age 16+.



Q1 | 2024



# TOP 25 PODCASTS IN THE UK

SHOWS WITH THE LARGEST WEEKLY AUDIENCE

	TITLE	PRODUCER
1	<b>The Joe Rogan Experience</b>	<i>Joe Rogan</i>
2	<b>The Diary Of A CEO with Steven Bartlett</b>	<i>The Diary of a CEO</i>
3	<b>Sh**ged Married Annoyed</b>	<i>Chris &amp; Rosie Ramsey</i>
4	<b>The Rest Is Politics</b>	<i>Goalhanger Podcasts</i>
5	<b>Saving Grace</b>	<i>The Fellas Studios</i>
6	<b>That Peter Crouch Podcast</b>	<i>Tall or Nothing</i>
7	<b>The Therapy Crouch</b>	<i>Tall or Nothing</i>
8	<b>Off Menu with Ed Gamble and James Acaster</b>	<i>Plosive</i>
9	<b>ShxtsNGigs</b>	<i>shxtsngigs</i>
10	<b>The Chunkz &amp; Filly Show</b>	<i>Upload Productions</i>
11	<b>Help I Sexted My Boss</b>	<i>Audio Always</i>
12	<b>The News Agents</b>	<i>Global</i>
13	<b>Parenting Hell</b>	<i>Keep It Light Media &amp; Spotify Studios</i>

	TITLE	PRODUCER
14	<b>No Such Thing As A Fish</b>	<i>No Such Thing As A Fish</i>
15	<b>Desert Island Discs</b>	<i>BBC</i>
16	<b>The Fellas</b>	<i>The Fellas Studios</i>
17	<b>The Rest Is History</b>	<i>Goalhanger Podcasts</i>
18	<b>Newscast</b>	<i>BBC</i>
19	<b>The Rest Is Football</b>	<i>Goalhanger Podcasts</i>
20	<b>Uncanny</b>	<i>BBC</i>
21	<b>The Archers</b>	<i>BBC</i>
22	<b>The Daily</b>	<i>The New York Times</i>
23	<b>What's Good with Miniminter and Randolph</b>	<i>Miniminter &amp; Randolph</i>
24	<b>You're Dead to Me</b>	<i>BBC</i>
25	<b>Staying Relevant</b>	<i>Insanity Studios &amp; Bauer Media</i>

**How The Study Was Conducted:** Edison Podcast Metrics UK Q1 2024 Top Podcasts is based upon 2,198 online interviews with weekly podcast consumers in the United Kingdom, aged 15 and older. Interviews were conducted continuously throughout the first quarter. Rankings are based on listening over the full period. All respondents reported listening to podcasts in the last week.



**Listeners spend  
a lot of time with  
podcasts**

Source: Edison Podcast Metrics

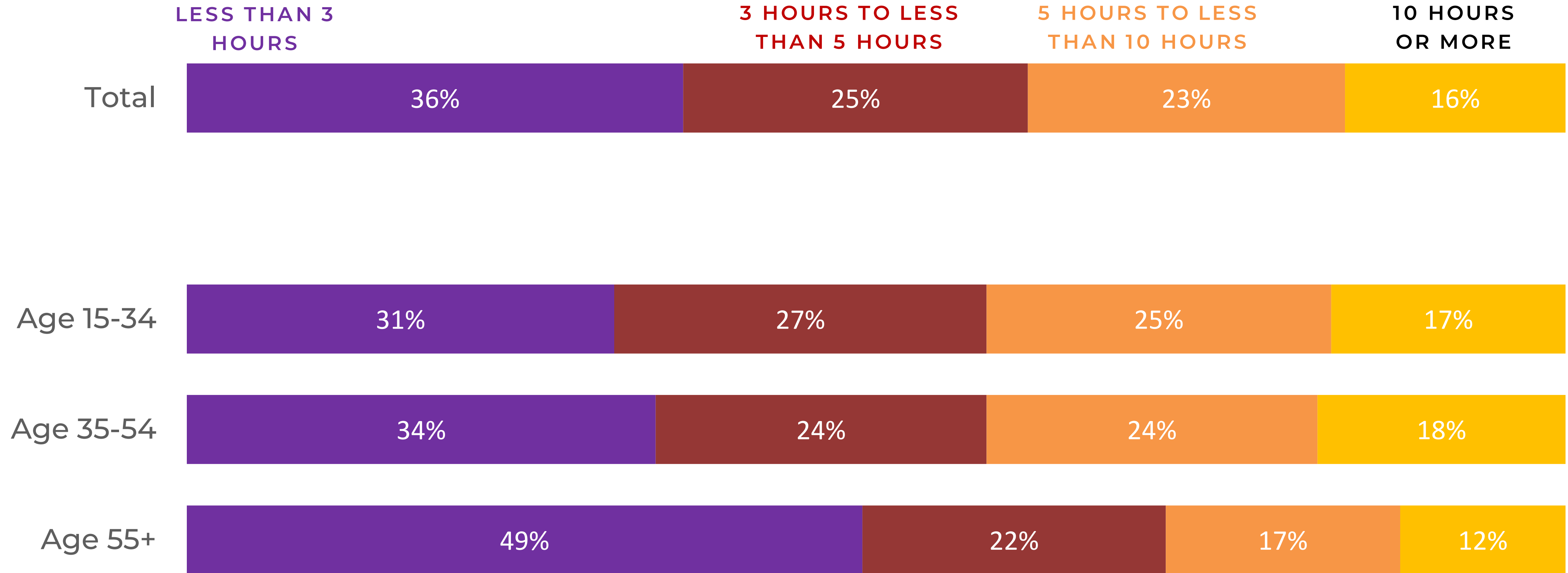
UK weekly podcast listeners  
spend an average of

**5**hours **27** minutes

listening to podcasts  
in a typical week

# Average Time Weekly Podcast Listeners Spend Listening to Podcasts

BASE: UK WEEKLY PODCAST LISTENERS AGE 15+





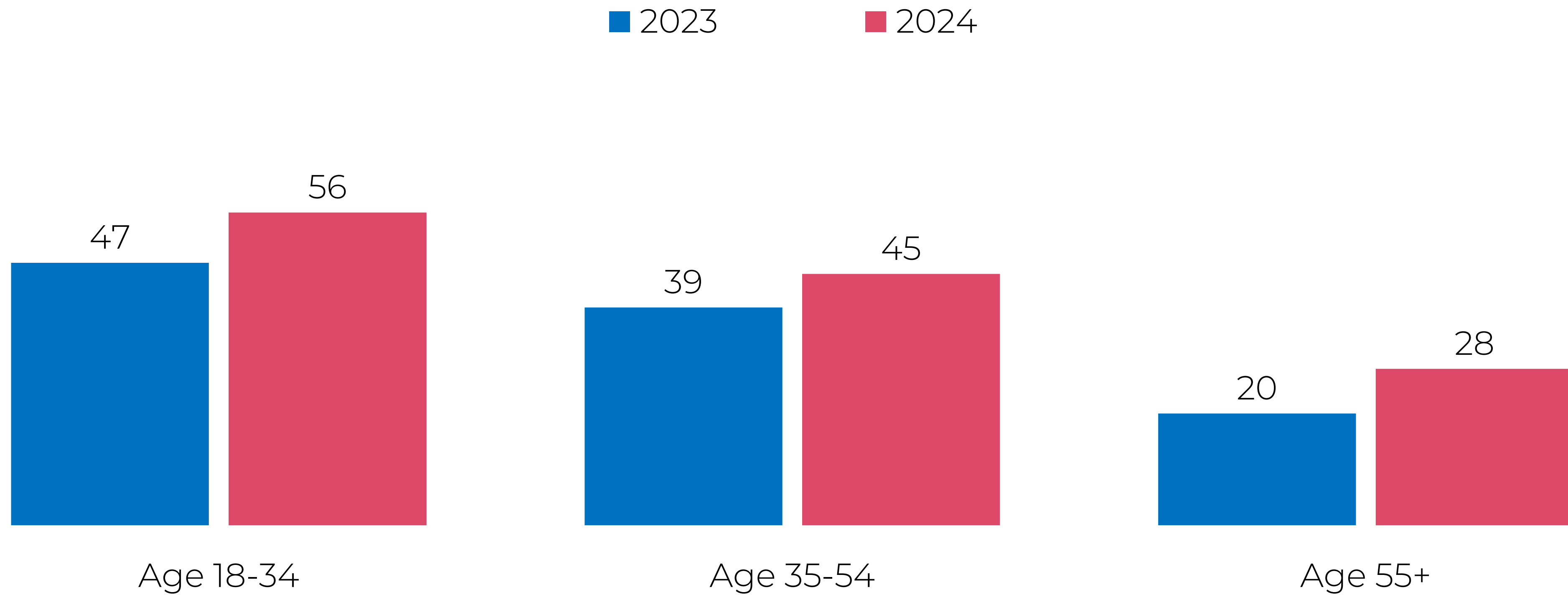
# Podcasts Reach All Generations





# Monthly Podcast Listening

TOTAL UK POPULATION AGE 18+  
% LISTENED TO A PODCAST IN THE LAST MONTH





**Young UK  
listeners  
are loyal  
listeners**

**56%**

of those age 18-34 are  
monthly podcast listeners

**41%**

of those age 18-34 are  
weekly podcast listeners





## Podcasts reach key consumers

Source: Edison Podcast Metrics

# 45%

of those age 35-54 are  
monthly podcast listeners

# 34%

of those age 35-54 are  
weekly podcast listeners



**Older audiences are increasingly listening to podcasts**

Source: Edison Podcast Metrics

**28%**

of those age 55+ are monthly podcast listeners

**18%**

of those age 55+ are weekly podcast listeners



# Podcast listeners are diverse





## Podcasts reach a diverse audience

Source: Edison Podcast Metrics

# 48%

of Black UK adults listen to podcasts each month

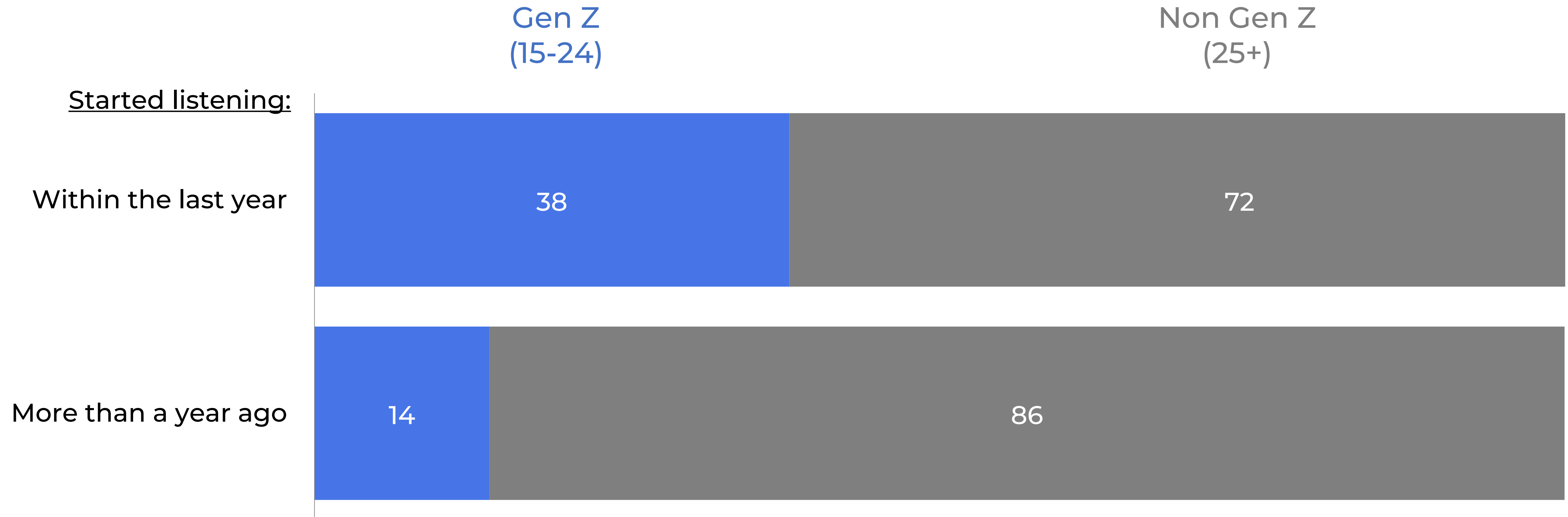
# 39%

of Asian UK adults listen to podcast each month

# Age Composition by Podcast Listening Tenure

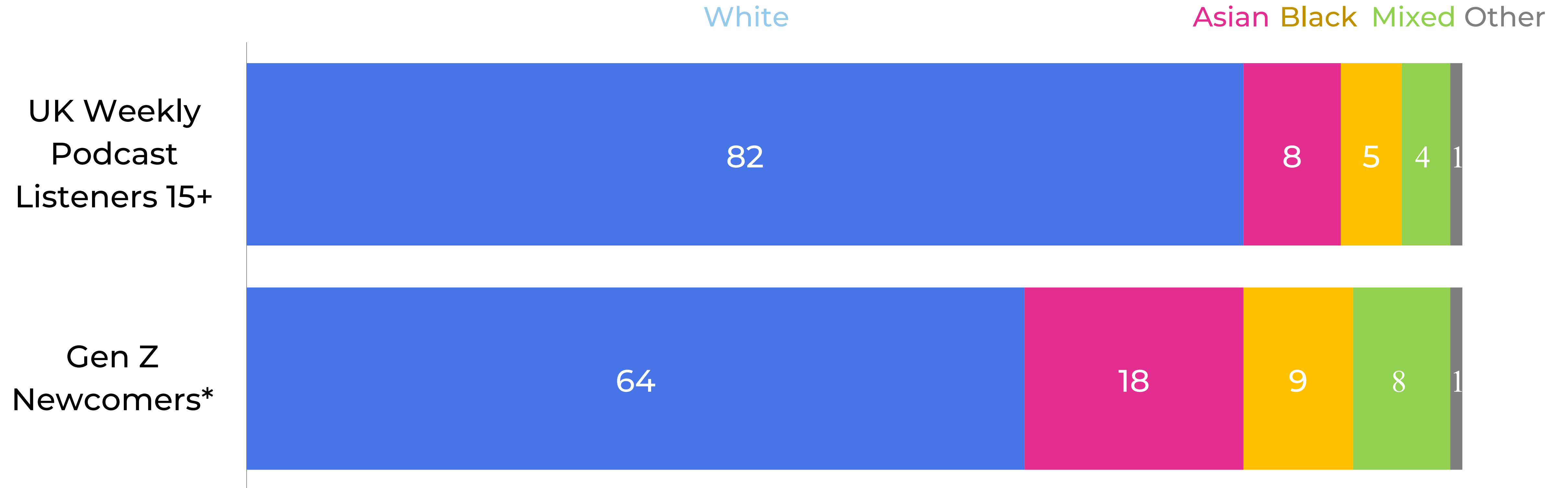
UK Weekly Podcast Listeners

Q4 2023





# UK Weekly Podcast Listeners vs UK Gen Z Podcast Listener Newcomers (Ethnic Composition)



*Gen Z Newcomers: UK Podcast Listeners age 15-24 who started listening to podcasts in the last year*





**A podcast listening  
gender gap is  
closing in the UK**

Source: Edison Podcast Metrics

**39%**

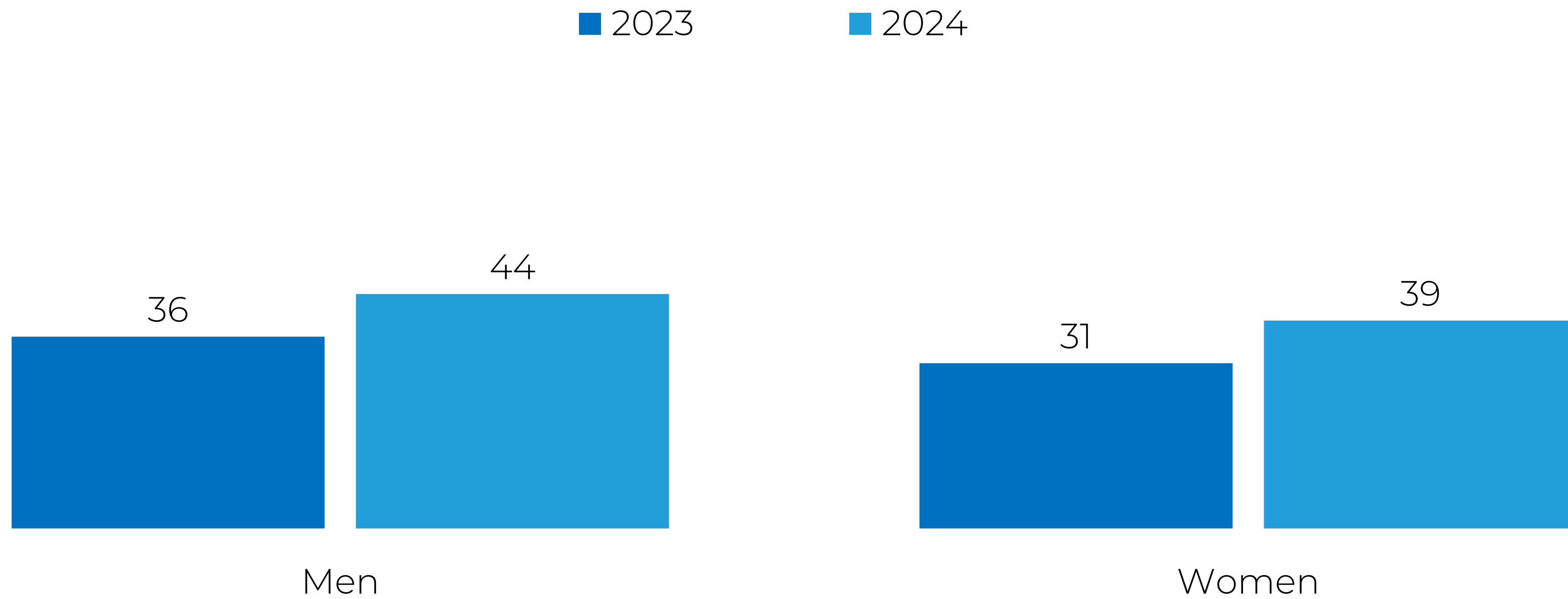
of UK Women are monthly  
podcast listeners

**26%**

of UK Women are weekly  
podcast listeners

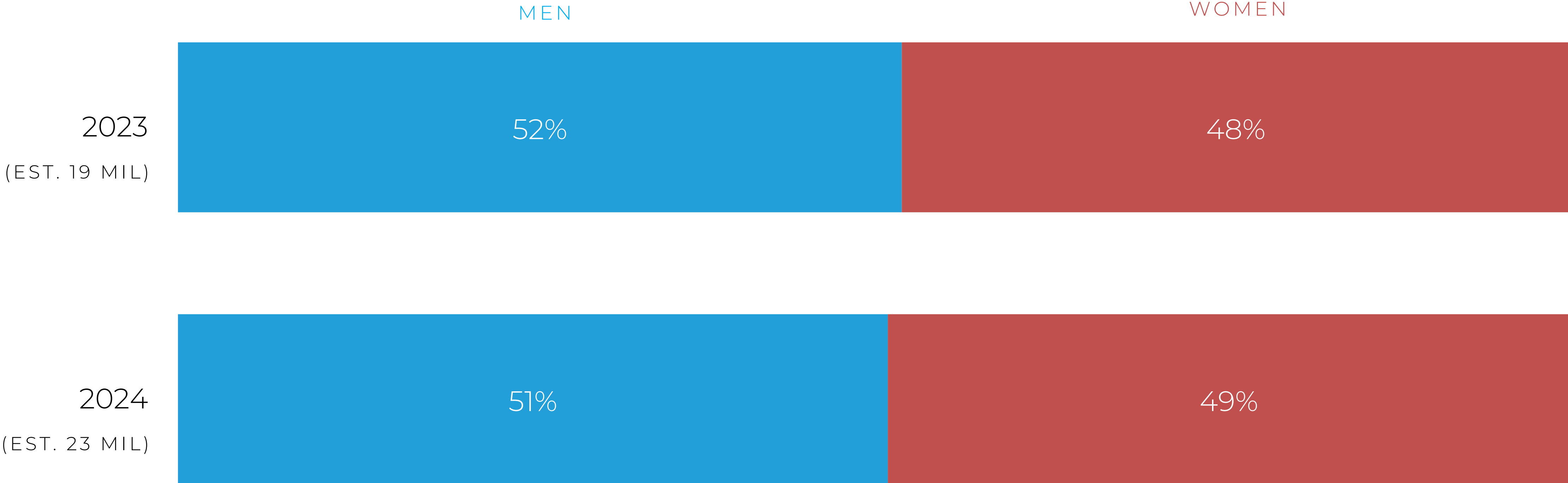
# Monthly Podcast Listening

TOTAL UK POPULATION AGE 18+  
% LISTENED TO A PODCAST IN THE LAST MONTH



# Gender of Monthly Podcast Listeners

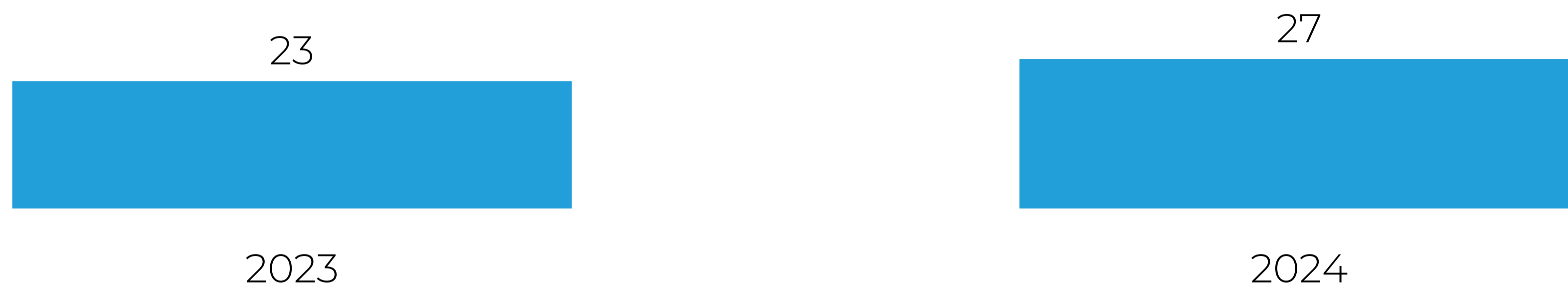
BASE: UK AGE 18+ AND LISTENED TO PODCAST IN LAST MONTH





# Weekly Podcast Listening Among Women

FEMALE UK POPULATION AGE 18+  
% LISTENED TO A PODCAST IN THE LAST WEEK





# Top 10 Podcasts in the UK by Gender: Q1 2024

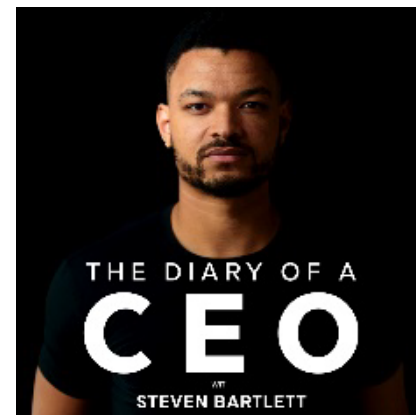
Shows with the largest weekly audience



#1



#2



#3



#4



#5



#6



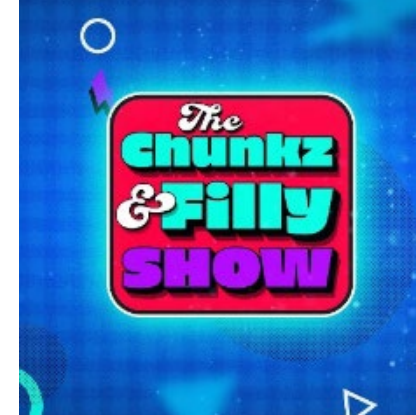
#7



#8



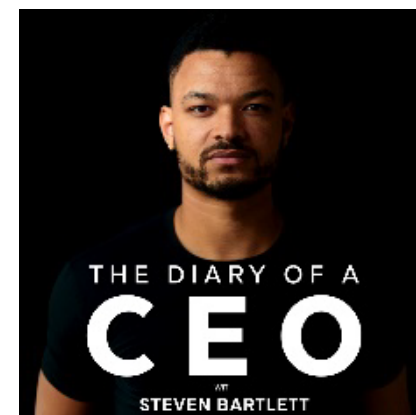
#9



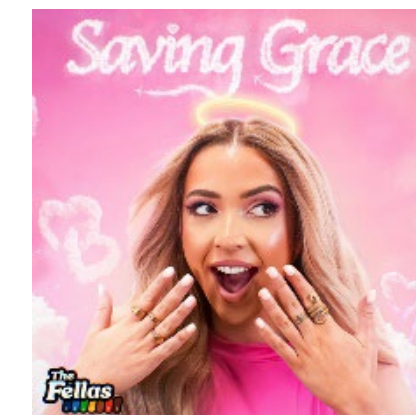
#10



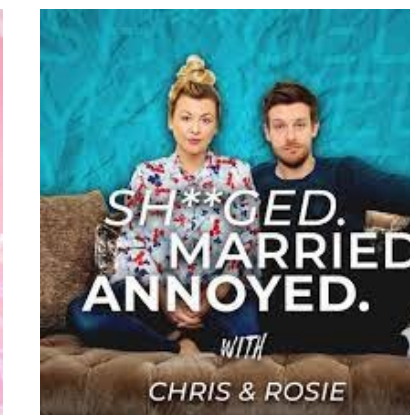
#1



#2



#3



#4



#5



#6



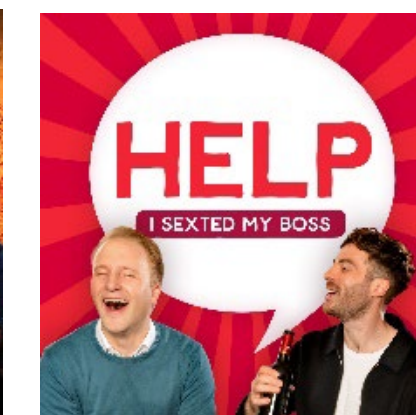
#7



#8



#9



#10



How the study was conducted: Edison Podcast Metrics UK Q1 2024 Top Podcasts by Reach is based upon 2,198 online interviews with weekly podcast consumers in the United Kingdom, ages 15 and older. Interviews were conducted continuously throughout the first quarter. Ranking based on listening over the full period. All respondents reported listening to podcasts in the last week.

Q1 2024  
N=2,198





**Podcasts  
listeners are a  
highly coveted  
audience for  
advertisers**

Source: Edison Podcast Metrics

Compared to the total UK population,  
monthly podcast listeners are...

**More employed**

**More likely to have a  
university degree**

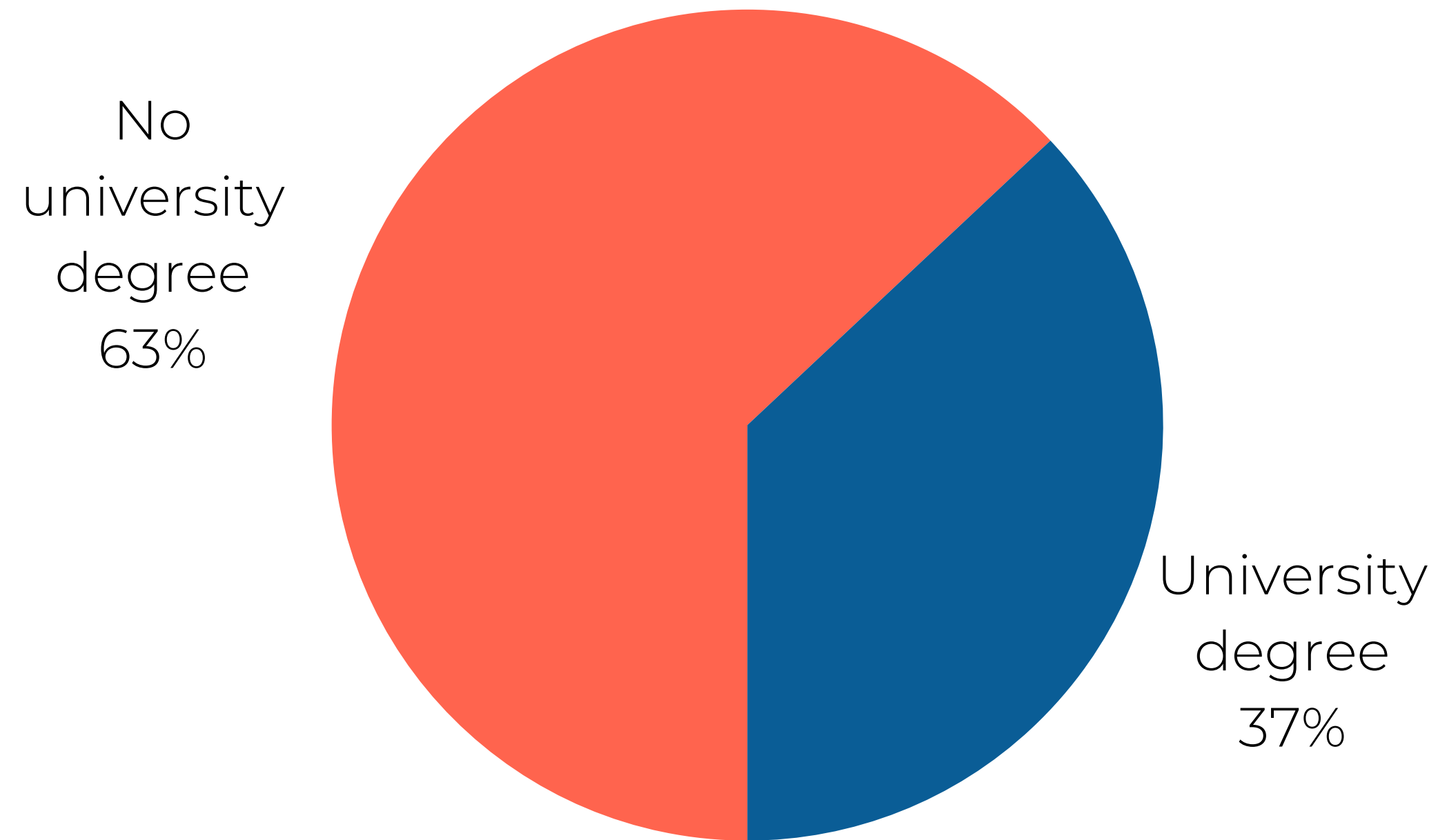
**More affluent**



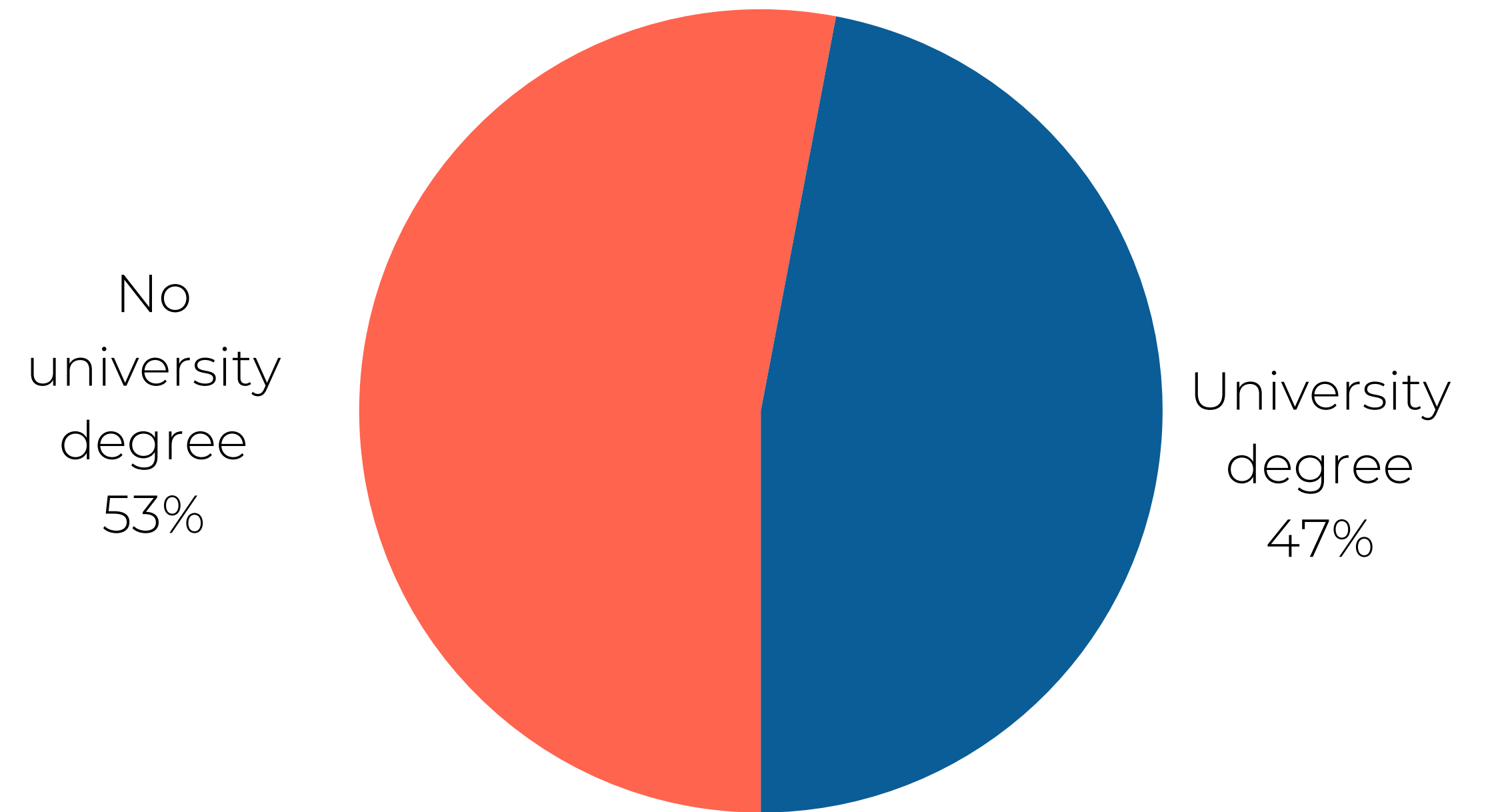
# Educational Attainment of Monthly Podcast Listeners

BASE: UK AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

UK POPULATION 18+



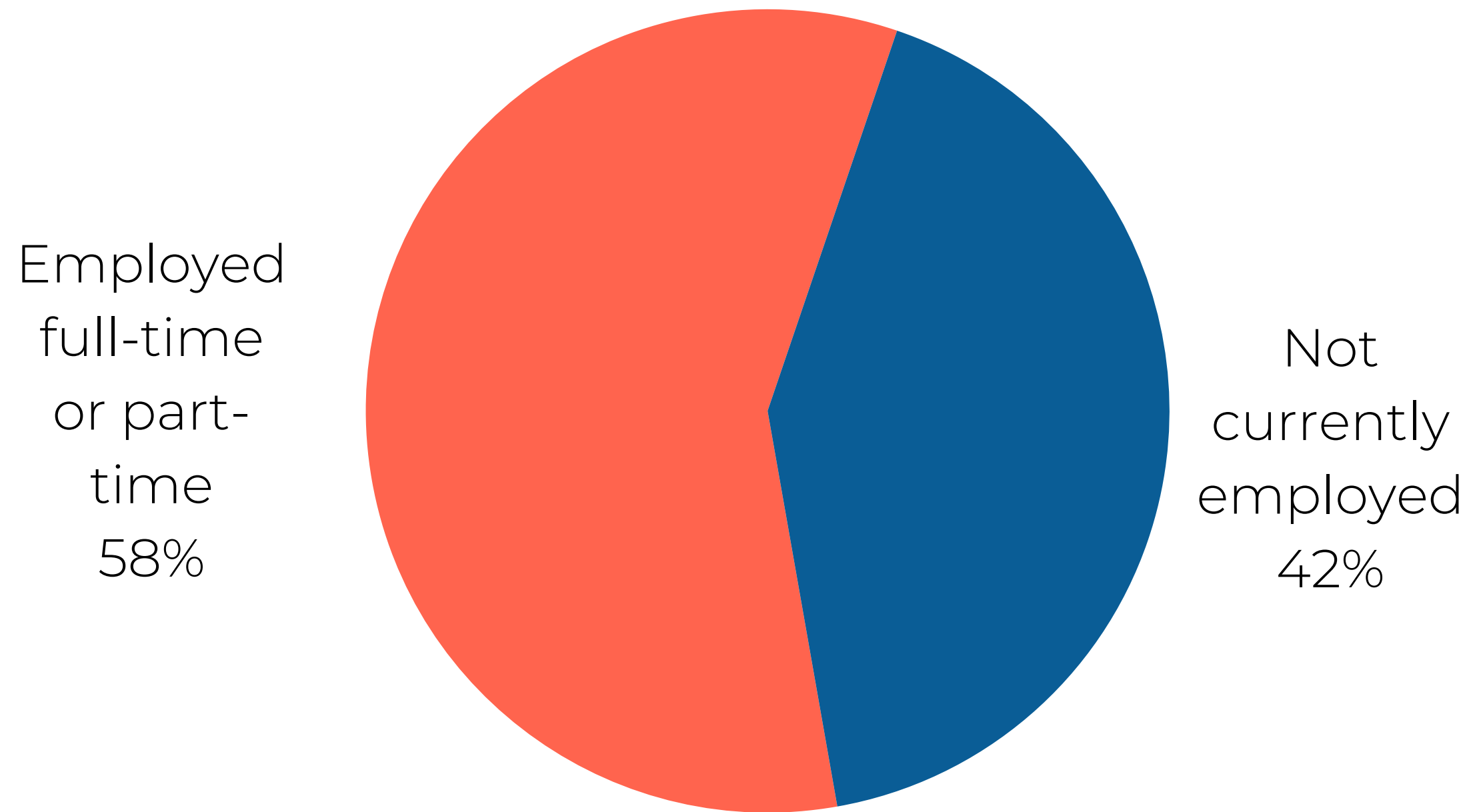
MONTHLY PODCAST CONSUMERS 18+



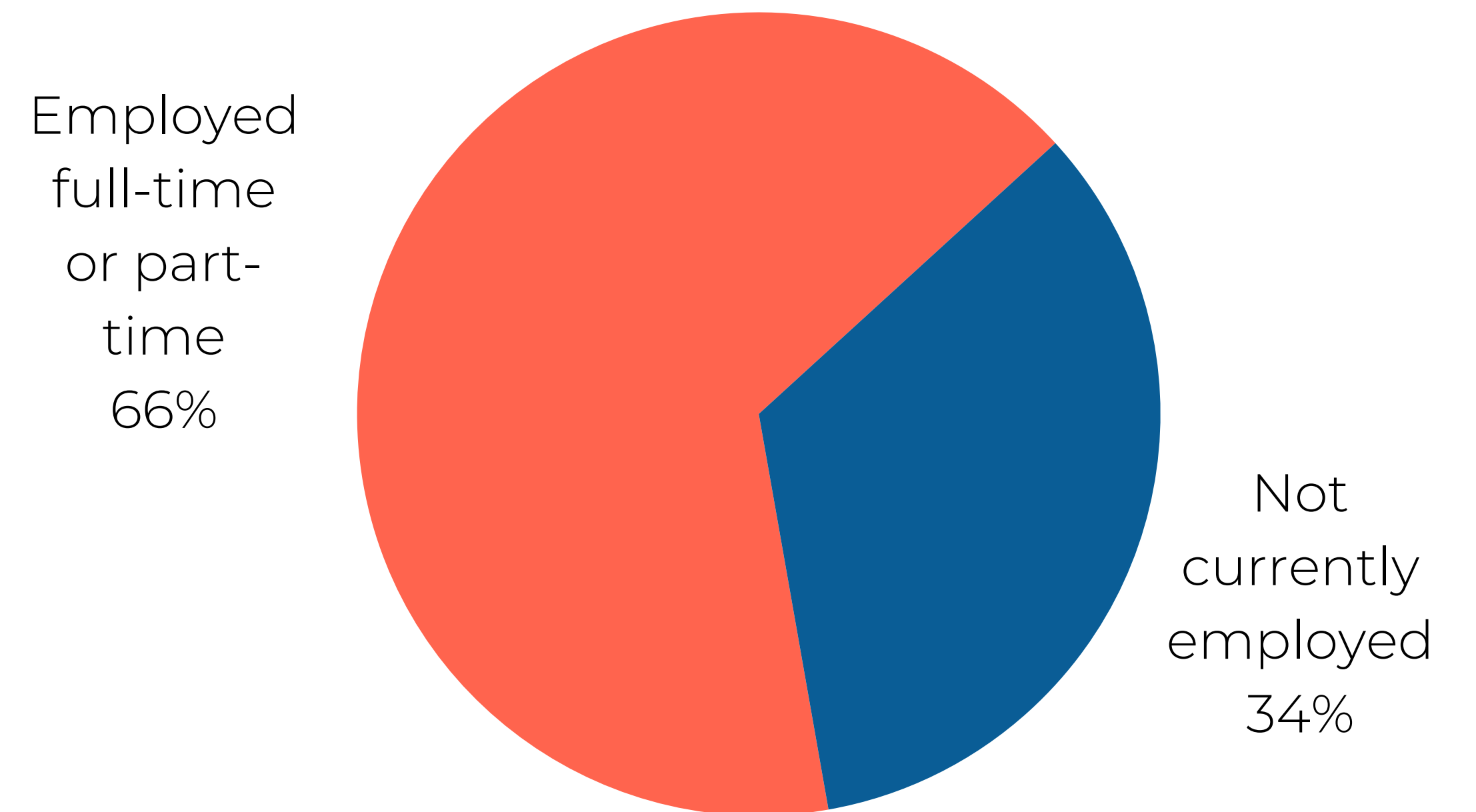
# Employment Status of Monthly Podcast Listeners

BASE: UK AGE 18+ AND LISTENED TO PODCAST IN LAST MONTH

UK POPULATION 18+



MONTHLY PODCAST CONSUMERS 18+

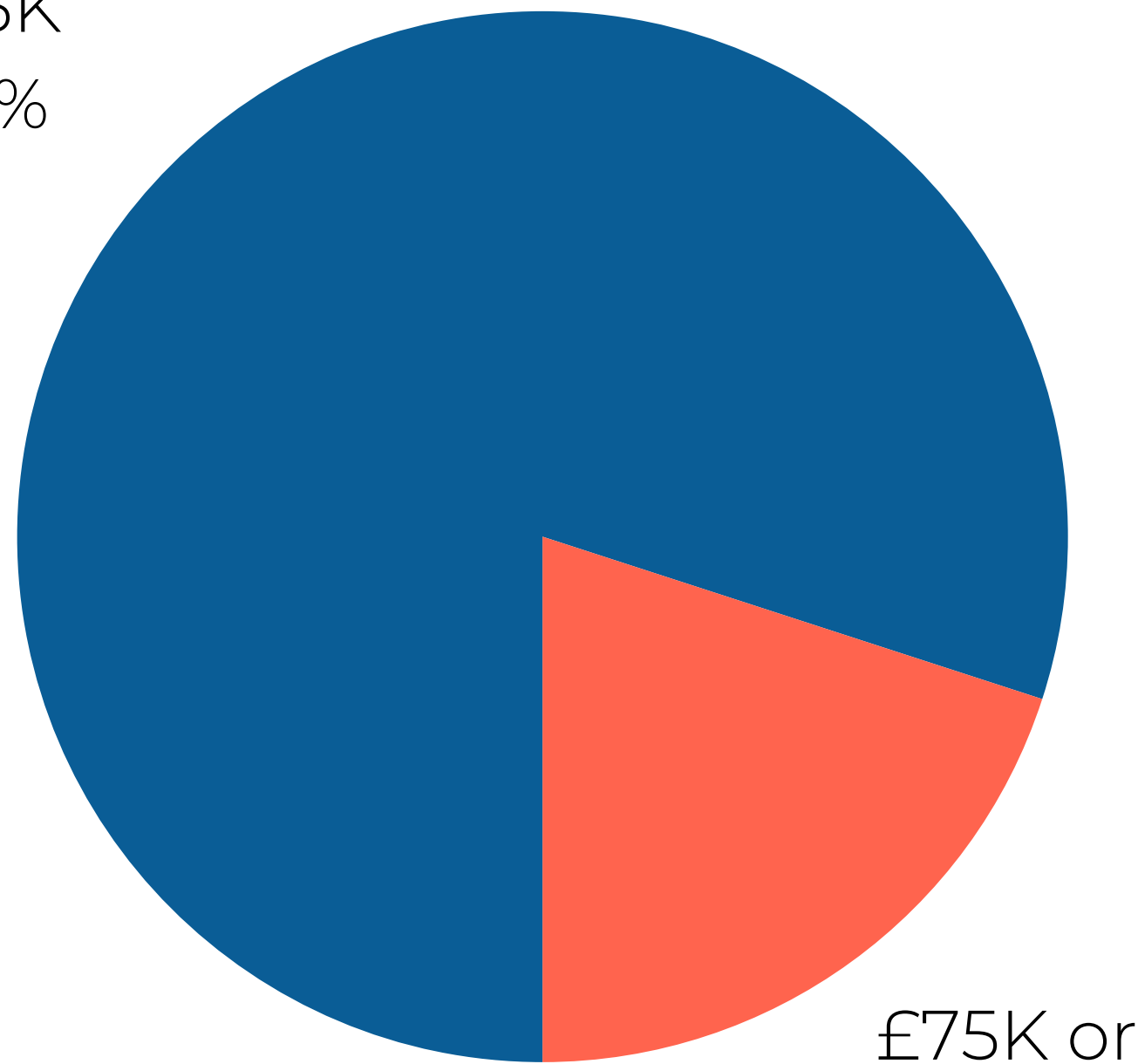


# Household Income of Monthly Podcast Listeners

BASE: UK AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

UK POPULATION 18+

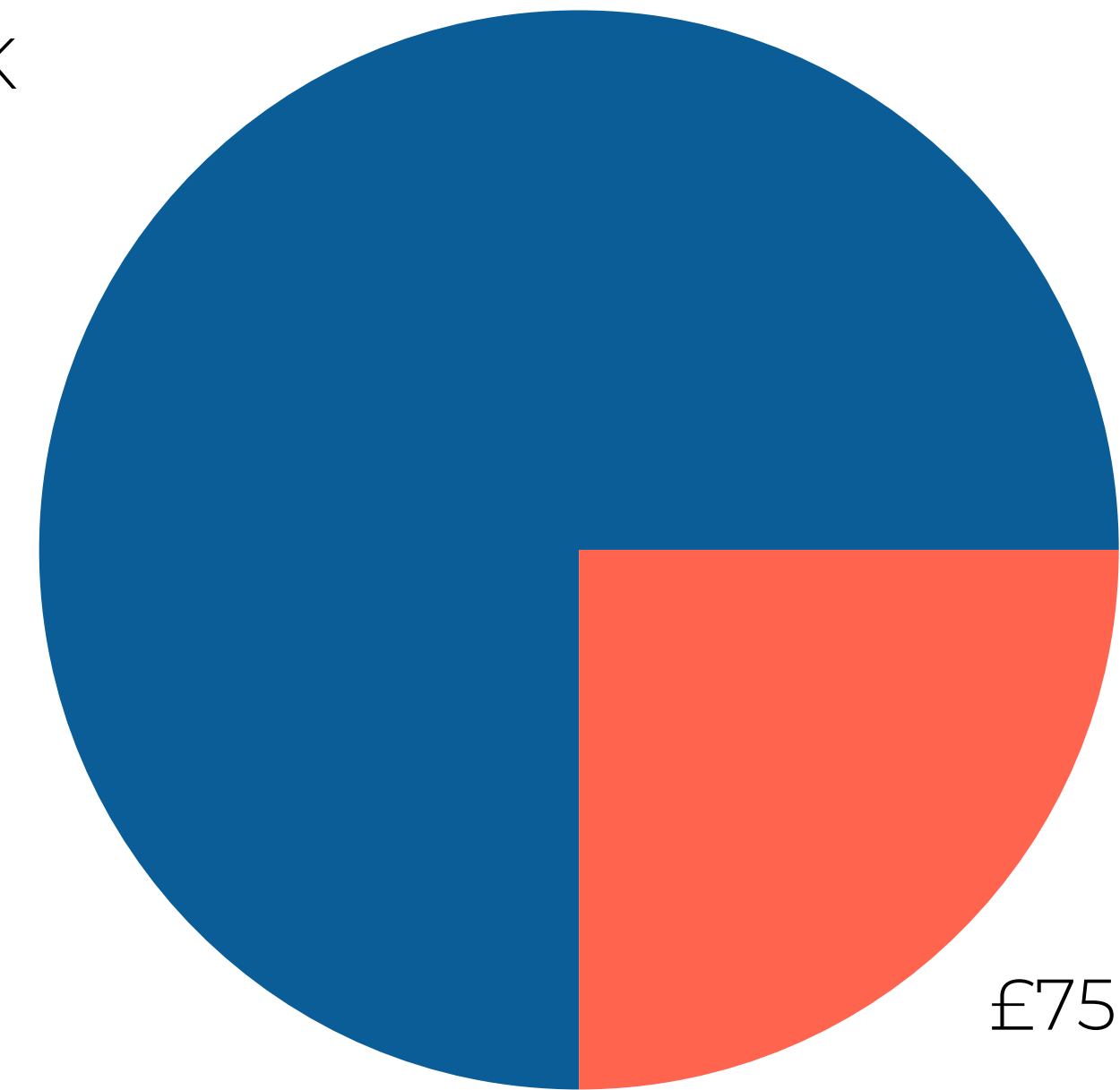
Less than  
£75K  
80%



£75K or  
more  
20%

MONTHLY PODCAST CONSUMERS 18+

Less than  
£75K  
75%



£75K or  
more  
25%



# Reach Among UK Weekly Podcast Listeners Age 15+



## TOP 10 PODCASTS

**31% REACH  
AMONG UK WEEKLY  
PODCAST LISTENERS**

## TOP 25 PODCASTS

**44% REACH  
AMONG UK WEEKLY  
PODCAST LISTENERS**

## TOP 100 PODCASTS

**60% REACH  
AMONG UK WEEKLY  
PODCAST LISTENERS**

## TOP 300 PODCASTS

**72% REACH  
AMONG UK WEEKLY  
PODCAST LISTENERS**

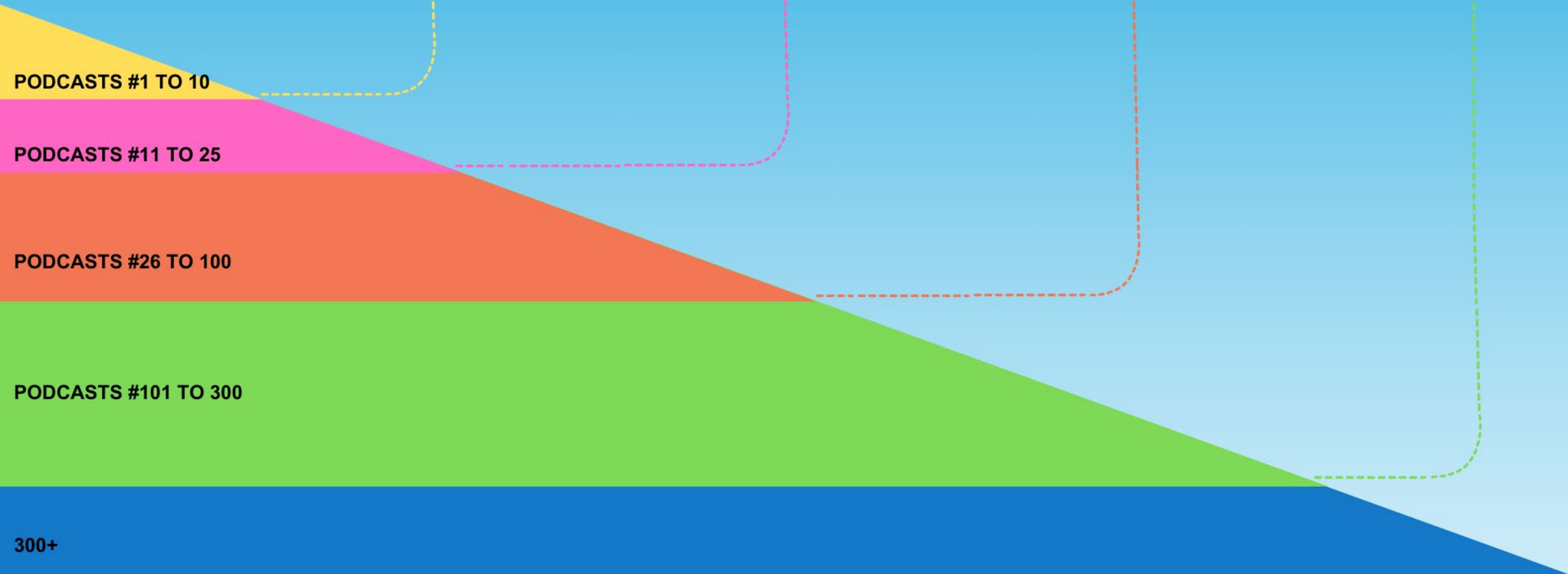
PODCASTS #1 TO 10

PODCASTS #11 TO 25

PODCASTS #26 TO 100

PODCASTS #101 TO 300

300+



# The Pitch

Podcasts have more listeners than ever

Listeners spend a lot of time with podcasts

Podcasts reach all generations

Podcast listeners are diverse

Podcasts listeners are a highly coveted audience for advertisers

# The UK Podcast Consumer 2024





# About Edison Research

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research's The Infinite Dial® series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company's Share of Ear® survey is the only single-source measure of all audio in the U.S. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S, Edison Podcast Metrics, and has conducted research for many companies in the space. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News) for every presidential primary and general election.