

Edison Research Announces Top 25 Podcasts in the UK
for Q3 2023 from Edison Podcast Metrics
Joe Rogan, Steven Bartlett, Peter Crouch top the list

For Immediate Release

Somerville, NJ USA (January 9, 2024) Edison Research is proud to announce the Top 25 Podcasts in the UK for Q3 2023. This list ranks the 25 biggest podcasts based on total weekly audience reach as measured by Edison Podcast Metrics UK.

The Joe Rogan Experience, The Diary Of A CEO with Steven Bartlett, and That Peter Crouch Podcast are the top three podcasts in the UK based on total weekly audience reach among weekly podcast listeners age 15+ for Q3 2023. The complete list of 25 is below.

Notable movers within the Top 10 include *That Peter Crouch Podcast*, up to #3 from #5, *The Rest is Politics*, up to #5 from #6, and *Off Menu with Ed Gamble and James Acaster*, down to #6 from #3 in Q2 2023.

Three shows made their Top 10 debut: *The News Agents* at #7, *Saving Grace* at #8, and *Parenting Hell* at #10. Three shows dropped out of the [Top 10 from Q2 2023](#): *No Such Thing as a Fish*, *Newscast*, and *The Daily*.

Scandals and spicy content buoyed *Help I Sexted My Boss* and *The Girls Bathroom*, as both shows had episodes that went viral. Newcomers to the podcast genre include *The Louis Theroux Podcast* which launched in May exclusively on Spotify, and *Growing Paynes*, which launched in July.

Edison Podcast Metrics is the only podcast measurement service that measures the relative audience size and demographics of all podcasts and podcast networks in the UK. The Q3 2023 ranker is derived from data collected continuously during the third quarter of 2023, interviewing 2,326 weekly podcast consumers ages 15 and older in the U.K. Participants indicate which podcasts they listened to in the past week along with a variety of demographic, psychographic, and purchase-behavior information.

<u>Rank</u>	<u>Podcasts</u>	<u>Producer</u>
1	The Joe Rogan Experience	Joe Rogan
2	The Diary Of A CEO with Steven Bartlett	The Diary of a CEO
3	That Peter Crouch Podcast	Tall or Nothing
4	Sh**ged Married Annoyed	Chris & Rosie Ramsey

5	The Rest Is Politics	Goalhanger Podcasts
6	Off Menu with Ed Gamble and James Acaster	Plosive Productions
7	The News Agents	Global
8	Saving Grace	The Fellas Studios
9	The Therapy Couch	Tall or Nothing
10	Parenting Hell	Keep it Light Media & Spotify Studios
11	No Such Thing as A Fish	No Such Thing as A Fish
12	ShxtnGigs	shxtsngigs
13	Help I Sexted My Boss	Audio Always
14	NewlyWeds	JamPot Productions
15	Stuff You Should Know	iHeartPodcasts
16	The Infinite Monkey Cage	BBC
17	The Rest is History	Goalhanger Podcasts
18	Newscast	BBC
19	You're Dead to Me	BBC
20	The Fellas	The Fellas Studio
21	The Louis Theroux Podcast	Spotify Studios
22	The Archers	BBC
23	Impulsive with Logan Paul	Logan Paul
24	Crime Junkie	audiochuck
25	Growing Paynes	The Fellas Studios

Those who wish to compare the top podcasts in the UK with the US can find the latest U.S. data on [Edison Research's site](#).

Edison Podcast Metrics is unique in that it is not dependent on podcast download data and does not require podcast networks to opt into its service. At least 2,000 weekly podcast listeners in the UK are surveyed each quarter for the service, and listening behaviour is collected regardless of listening platform. The same methodology is being employed in the UK as is used in the U.S.

Data from Edison Podcast Metrics UK provides show-level information on the top podcasts in the UK as well as network reach statistics. Subscribers have the ability to analyze demographics of podcast listeners, including their purchasing and consumption patterns across a wide range of consumer goods and services. The first Top Podcast

Shows ranker in the U.S. was released by Edison Research in November 2019; the company has been tracking podcast consumption in the aggregate since 2006.

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 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. 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. 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.

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For more information:

Daniella Peter-Paul Loor

Marketing Manager

dpeterpaulloor@edisonresearch.com