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

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

Source: Edison Podcast Metrics
Podcast Listening is UP
Podcast Listening

UK POPULATION AGE 18+
% EVER LISTENED TO A PODCAST

Estimated
38 Million

2021: 59%
2023: 60%
2024: 69%
Monthly Podcasting Listening

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

Estimated
23 Million

2021: 41%
2023: 34%
2024: 42%
Weekly Podcasting Listening

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

Estimated
17 Million

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>25</td>
</tr>
<tr>
<td>2023</td>
<td>25</td>
</tr>
<tr>
<td>2024</td>
<td>30</td>
</tr>
</tbody>
</table>
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+.
# Top 25 Podcasts in the UK

**Show with the Largest Weekly Audience**

<table>
<thead>
<tr>
<th>Title</th>
<th>Producer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Joe Rogan Experience</td>
<td>Joe Rogan</td>
</tr>
<tr>
<td>The Diary Of A CEO with Steven Bartlett</td>
<td>The Diary of a CEO</td>
</tr>
<tr>
<td>Sh**ged Married Annoyed</td>
<td>Chris &amp; Rosie Ramsey</td>
</tr>
<tr>
<td>The Rest Is Politics</td>
<td>Gothalhancer Podcasts</td>
</tr>
<tr>
<td>Saving Grace</td>
<td>The Fellas Studios</td>
</tr>
<tr>
<td>That Peter Crouch Podcast</td>
<td>Tall or Nothing</td>
</tr>
<tr>
<td>The Therapy Crouch</td>
<td>Tall or Nothing</td>
</tr>
<tr>
<td>Off Menu with Ed Gamble and James Acaster</td>
<td>Plosive</td>
</tr>
<tr>
<td>ShxtsNligs</td>
<td>shxtsngigs</td>
</tr>
<tr>
<td>The Chunkz &amp; Filly Show</td>
<td>Upload Productions</td>
</tr>
<tr>
<td>Help I Sexted My Boss</td>
<td>Audio Always</td>
</tr>
<tr>
<td>The News Agents</td>
<td>Global</td>
</tr>
<tr>
<td>Parenting Hell</td>
<td>Keep It Light Media &amp; Spotify Studios</td>
</tr>
<tr>
<td>No Such Thing As A Fish</td>
<td>No Such Thing As A Fish</td>
</tr>
<tr>
<td>Desert Island Discs</td>
<td>BBC</td>
</tr>
<tr>
<td>The Fellas</td>
<td>The Fellas Studios</td>
</tr>
<tr>
<td>The Rest Is History</td>
<td>Gothalhancer Podcasts</td>
</tr>
<tr>
<td>Newscast</td>
<td>BBC</td>
</tr>
<tr>
<td>The Rest Is Football</td>
<td>Gothalhancer Podcasts</td>
</tr>
<tr>
<td>Uncanny</td>
<td>BBC</td>
</tr>
<tr>
<td>The Archers</td>
<td>BBC</td>
</tr>
<tr>
<td>The Daily</td>
<td>The New York Times</td>
</tr>
<tr>
<td>What's Good with Miniminter and Randolph</td>
<td>Miniminter &amp; Randolph</td>
</tr>
<tr>
<td>You’re Dead to Me</td>
<td>BBC</td>
</tr>
<tr>
<td>Staying Relevant</td>
<td>Insanity Studios &amp; Bauer Media</td>
</tr>
</tbody>
</table>

**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+**

<table>
<thead>
<tr>
<th></th>
<th>LESS THAN 3 HOURS</th>
<th>3 HOURS TO LESS THAN 5 HOURS</th>
<th>5 HOURS TO LESS THAN 10 HOURS</th>
<th>10 HOURS OR MORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>36%</td>
<td>25%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Age 15-34</td>
<td>31%</td>
<td>27%</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>34%</td>
<td>24%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>Age 55+</td>
<td>49%</td>
<td>22%</td>
<td>17%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Podcasts Reach All Generations
Monthly Podcast Listening

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

Age 18-34: 47% (2023) vs 56% (2024)
Age 35-54: 39% (2023) vs 45% (2024)
Age 55+: 20% (2023) vs 28% (2024)
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

Source: Edison Podcast Metrics
Podcasts reach key consumers

45% of those age 35-54 are monthly podcast listeners

34% of those age 35-54 are weekly podcast listeners

Source: Edison Podcast Metrics
Older audiences are increasingly listening to podcasts

28% of those age 55+ are monthly podcast listeners

18% of those age 55+ are weekly podcast listeners

Source: Edison Podcast Metrics
Podcast listeners are diverse
Podcasts reach a diverse audience

48% of Black UK adults listen to podcasts each month

39% of Asian UK adults listen to podcast each month

Source: Edison Podcast Metrics
Age Composition by Podcast Listening Tenure

UK Weekly Podcast Listeners

Q4 2023

<table>
<thead>
<tr>
<th>Started listening:</th>
<th>Gen Z (15-24)</th>
<th>Non Gen Z (25+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the last year</td>
<td>38</td>
<td>72</td>
</tr>
<tr>
<td>More than a year ago</td>
<td>14</td>
<td>86</td>
</tr>
</tbody>
</table>

Edison Podcast Metrics
UK Q4 2023 | N=2,560

The UK Podcast Consumer
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

UK Weekly Podcast Listeners 15+

White: 82
Asian: 8
Black: 5
Mixed: 4
Other: 1

Gen Z Newcomers*

White: 64
Asian: 18
Black: 9
Mixed: 8
Other: 1

Q4 2023
N=2,560

The UK Podcast Consumer
A podcast listening gender gap is closing in the UK

39% of UK Women are monthly podcast listeners

26% of UK Women are weekly podcast listeners

Source: Edison Podcast Metrics
Monthly Podcast Listening

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

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>36</td>
<td>31</td>
</tr>
<tr>
<td>2024</td>
<td>44</td>
<td>39</td>
</tr>
</tbody>
</table>
Gender of Monthly Podcast Listeners

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

2023 (EST. 19 MIL)
- MEN: 52%
- WOMEN: 48%

2024 (EST. 23 MIL)
- MEN: 51%
- WOMEN: 49%
Weekly Podcast Listening Among Women

Female UK Population Age 18+
% Listened to a Podcast in the Last Week

2023: 23%
2024: 27%

The UK Podcast Consumer
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.
Podcasts listeners are a highly coveted audience for advertisers.

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

- More employed
- More likely to have a university degree
- More affluent

Source: Edison Podcast Metrics
Educational Attainment of Monthly Podcast Listeners

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

UK POPULATION 18+

- No university degree: 63%
- University degree: 37%

MONTHLY PODCAST CONSUMERS 18+

- No university degree: 53%
- University degree: 47%
Employment Status of Monthly Podcast Listeners

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

UK POPULATION 18+

- Employed full-time or part-time: 58%
- Not currently employed: 42%

MONTHLY PODCAST CONSUMERS 18+

- Employed full-time or part-time: 66%
- Not currently employed: 34%
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**
- **#11 to 25**
- **#26 to 100**
- **#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
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.