

The **UK** Podcast Consumer 2025



The UK Podcast Consumer

Mainstream
dominance

Poised to grow

Diverse
consumer
segments

Ads deliver
robust ROI

Tools for
advertisers

Podcasts have achieved mainstream dominance

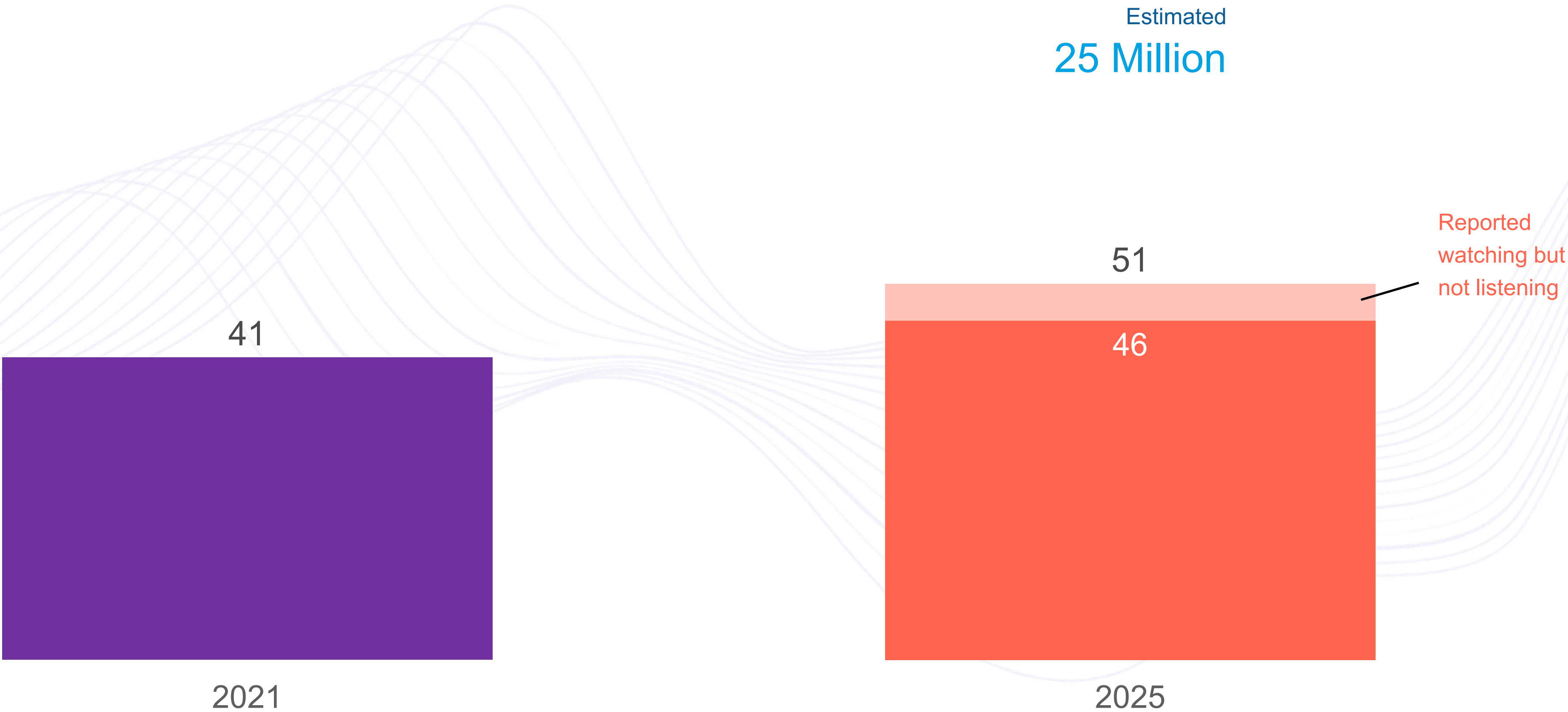


The **UK** Podcast Consumer 2025

Monthly Podcast Consumption

TOTAL UK POPULATION 16+

% LISTENED TO OR WATCHED A PODCAST IN LAST MONTH



2025: Listened to and/or watched podcasts

The podcast audience hits milestones

Source: Infinite Dial UK 2025



The **UK** Podcast Consumer 2025

71%

of the UK 16+ population
have ever consumed a podcast

51%

of the UK 16+ population have
consumed a podcast in the last month

33%

of the UK 16+ population have
consumed a podcast in the last week

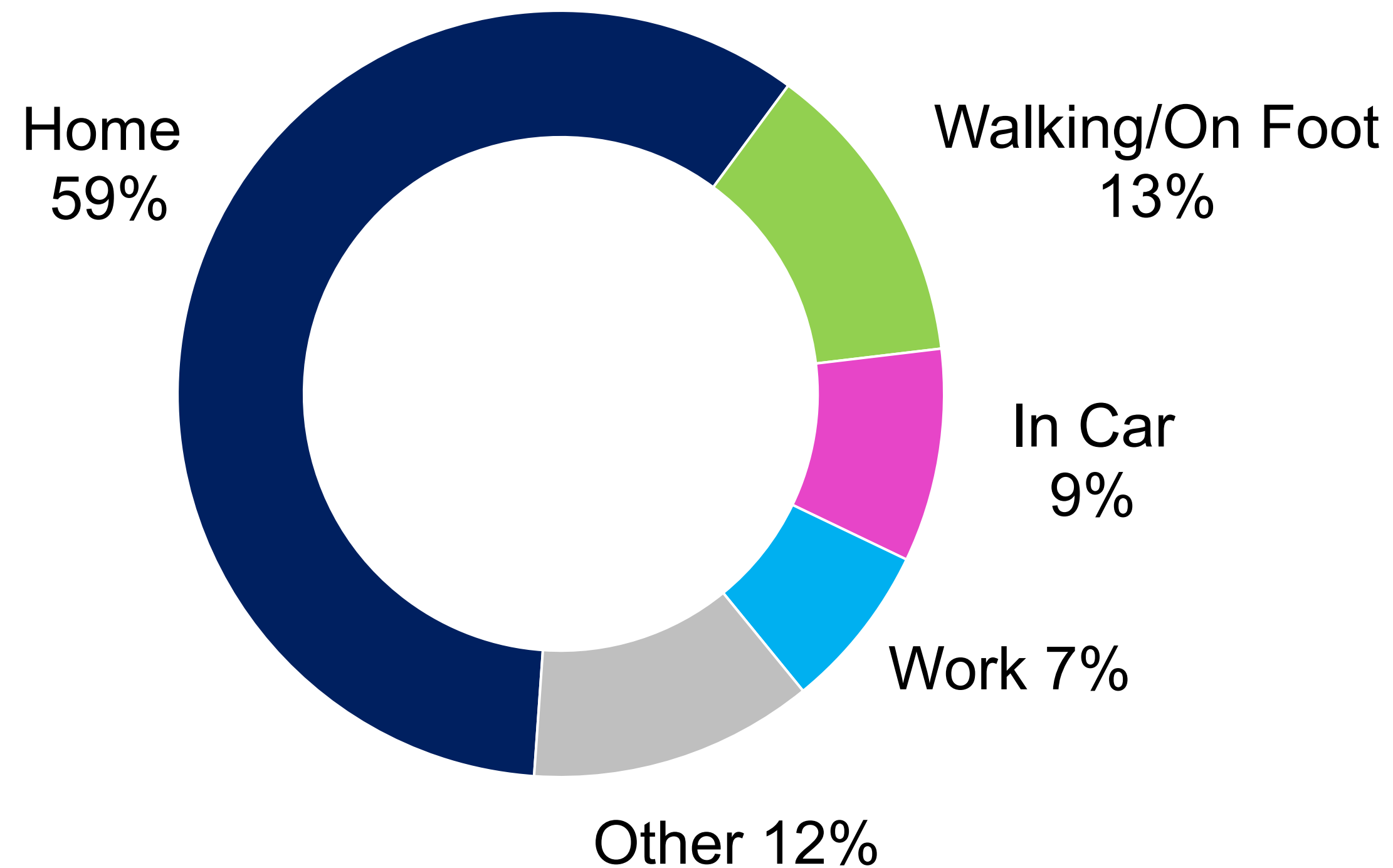
The UK podcast audience is poised to grow



The **UK** Podcast Consumer 2025

Where do you listen to podcasts most often?

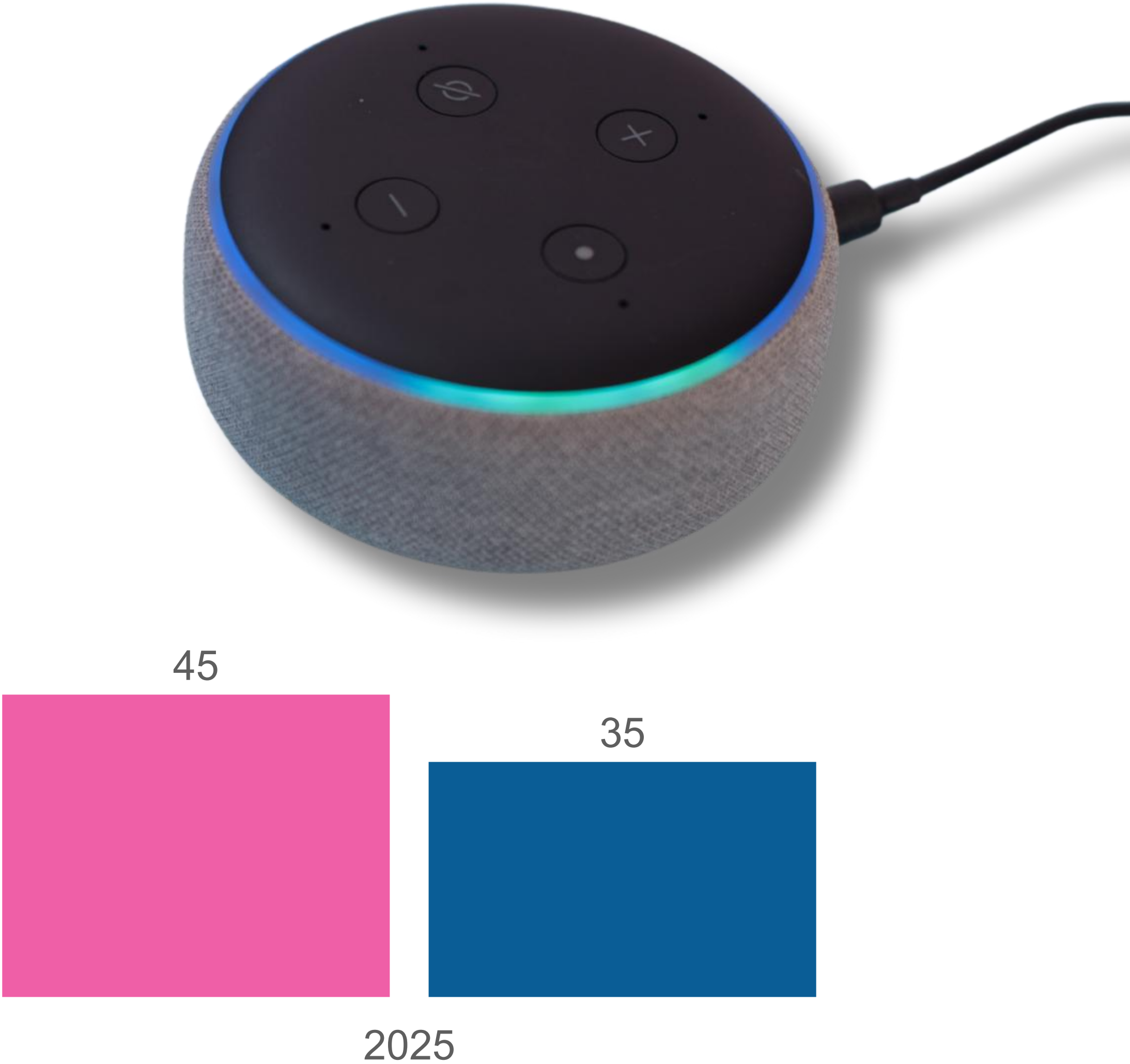
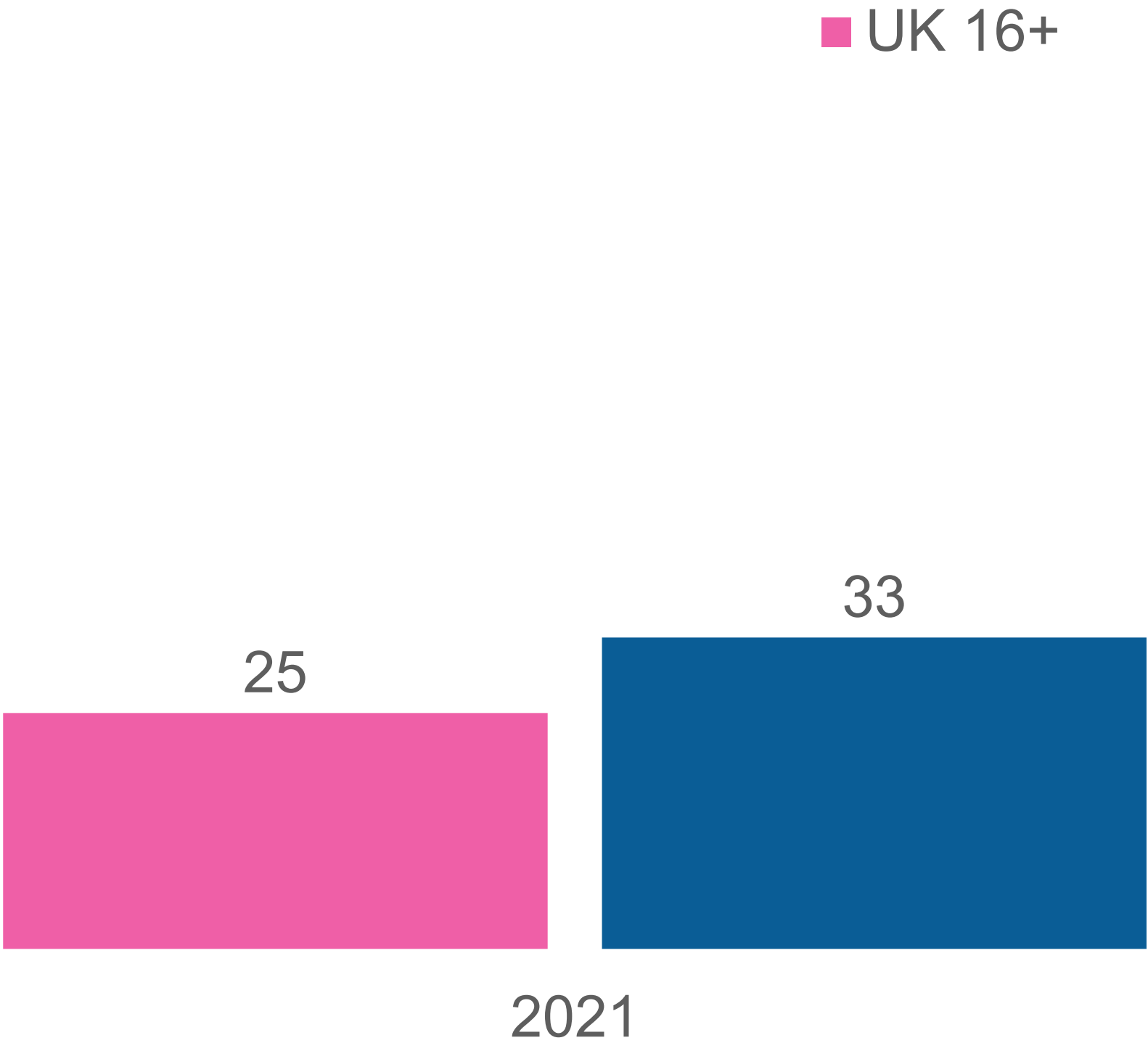
Source: Edison Podcast Metrics UK | UK Weekly Podcast Consumers Age 15+



Smart Speaker Ownership

TOTAL POPULATIONS AGE 16+

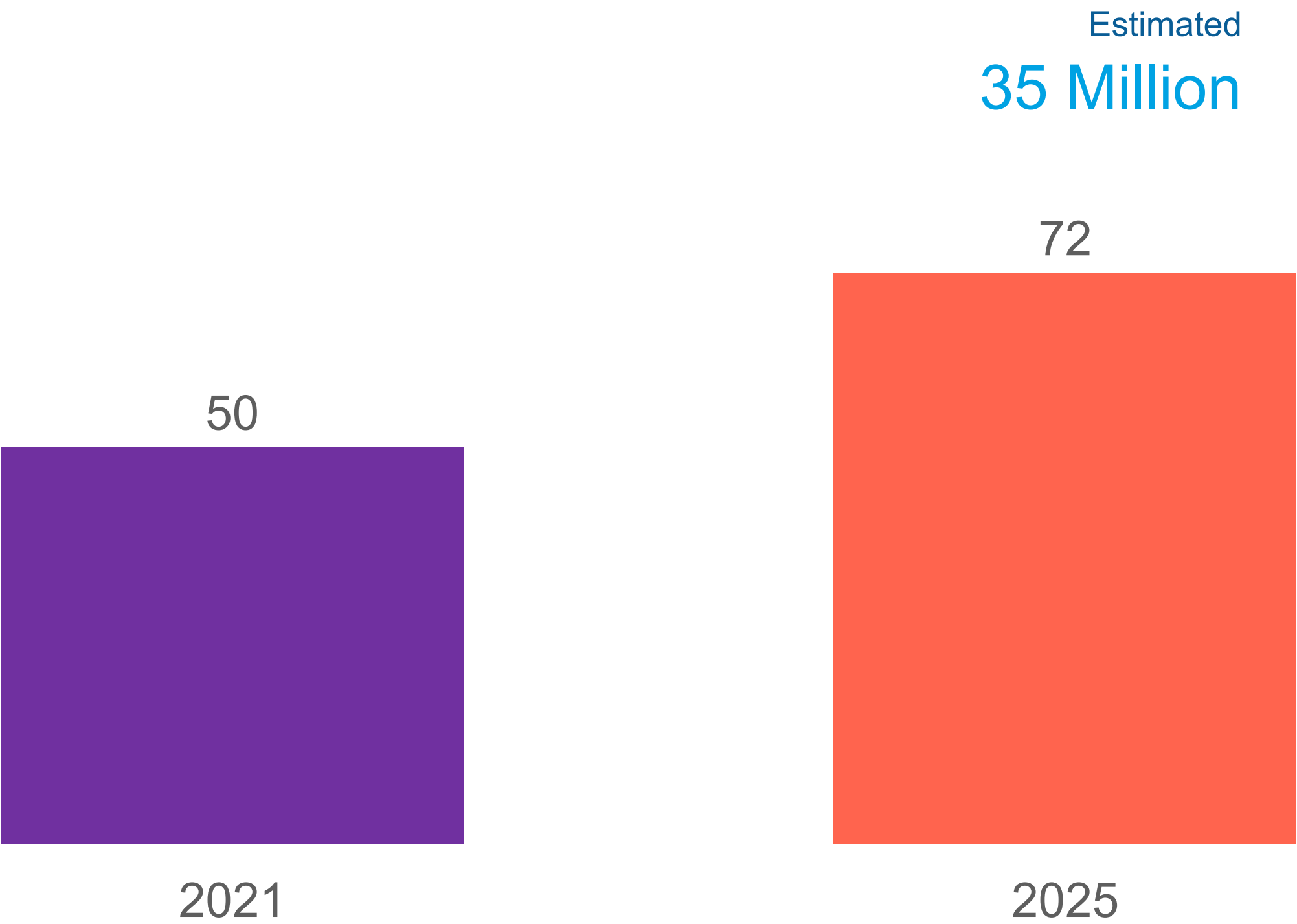
% OWNING SMART SPEAKER



Smart TV Ownership

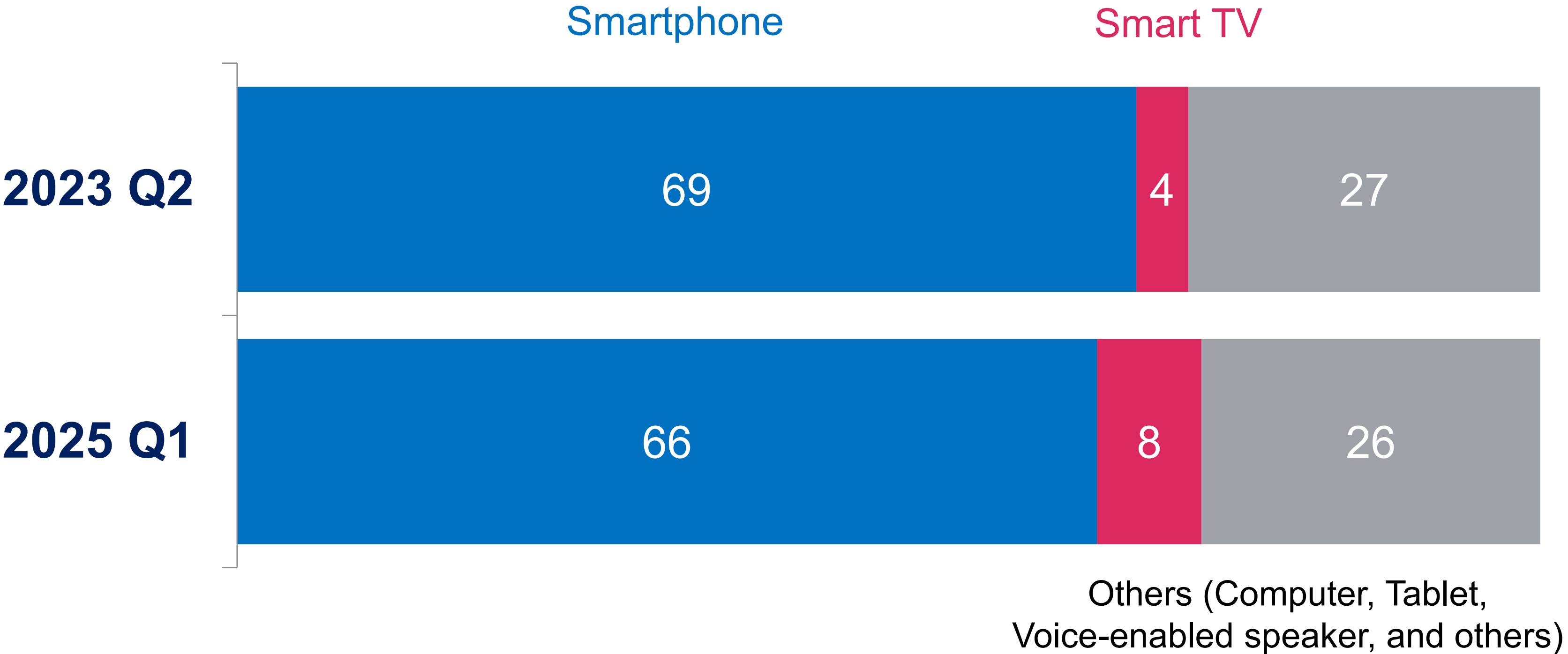
TOTAL UK POPULATION 16+

% OWNING A SMART TV



Device used most often to listen to podcasts

Source: Edison Podcast Metrics UK | UK Weekly Podcast Consumers Age 15+



* Smart TV added to survey in 2021

Service used most often to listen to podcasts

Source: Edison Podcast Metrics UK | UK Weekly Podcast Consumers Age 15+



Spotify
33%



YouTube
20%



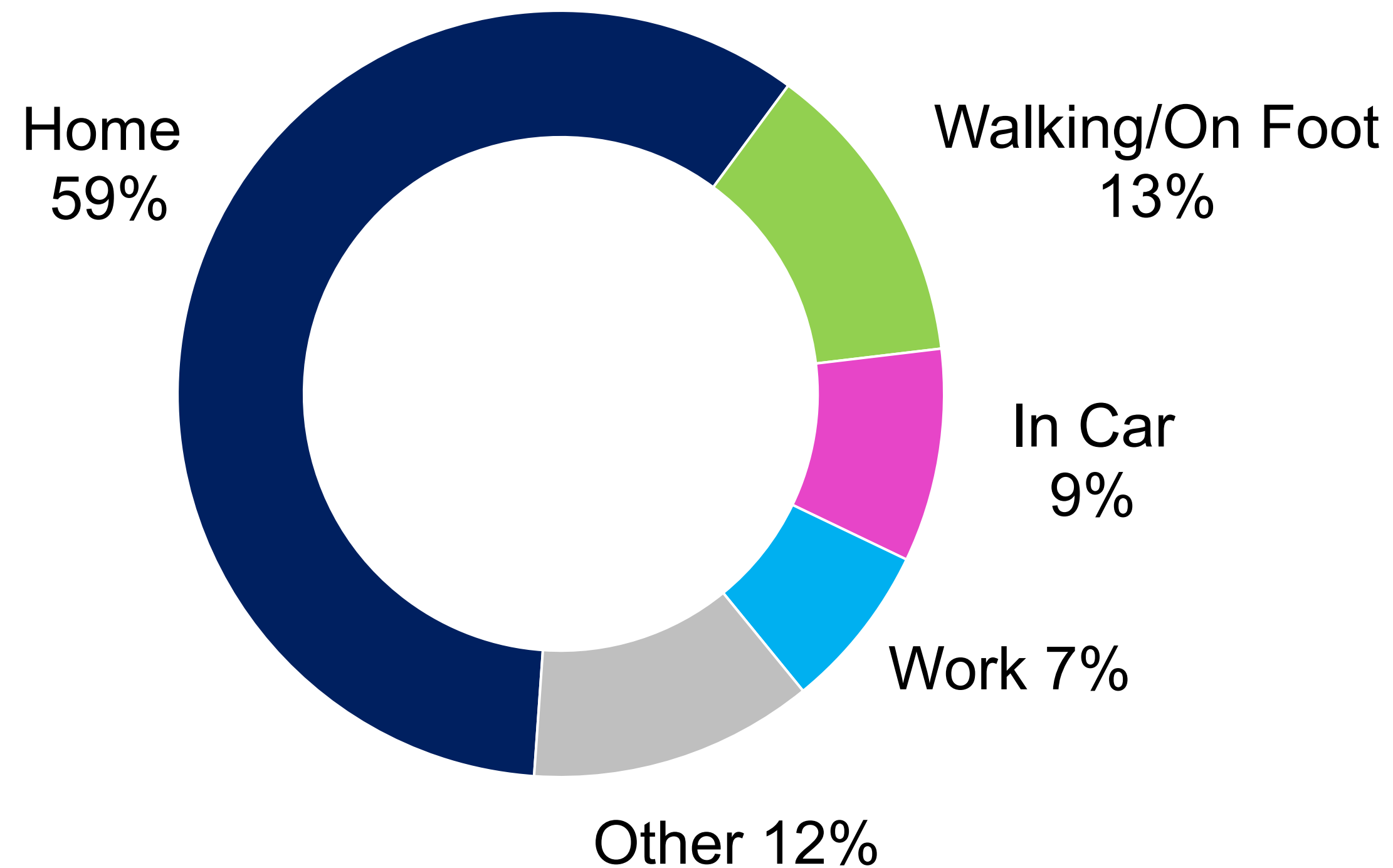
BBC Sounds
15%



Apple
Podcasts
13%

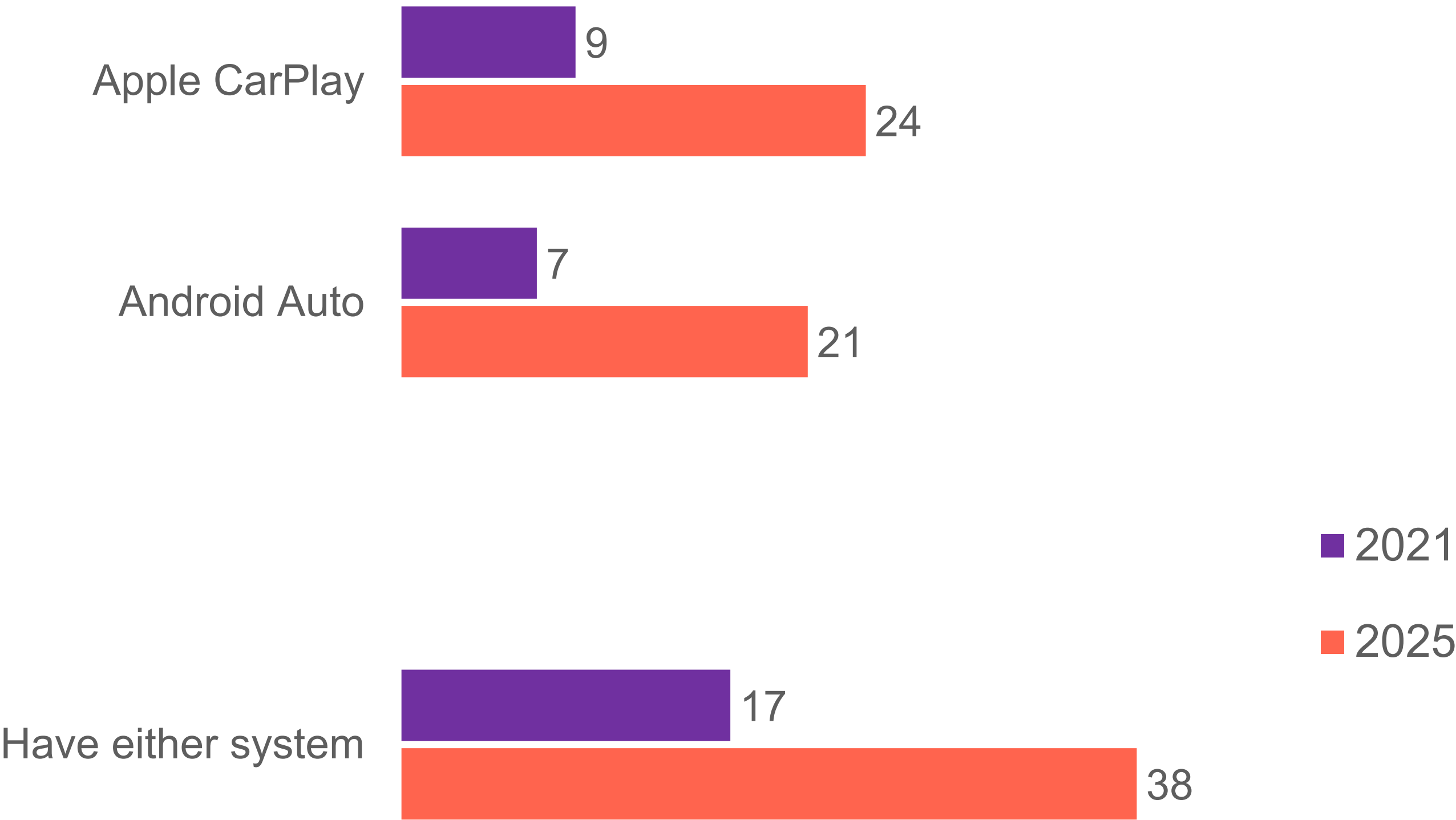
Where do you listen to podcasts most often?

Source: Edison Podcast Metrics UK | UK Weekly Podcast Consumers Age 15+



Have Automotive Phone Integration Systems in Primary Vehicle

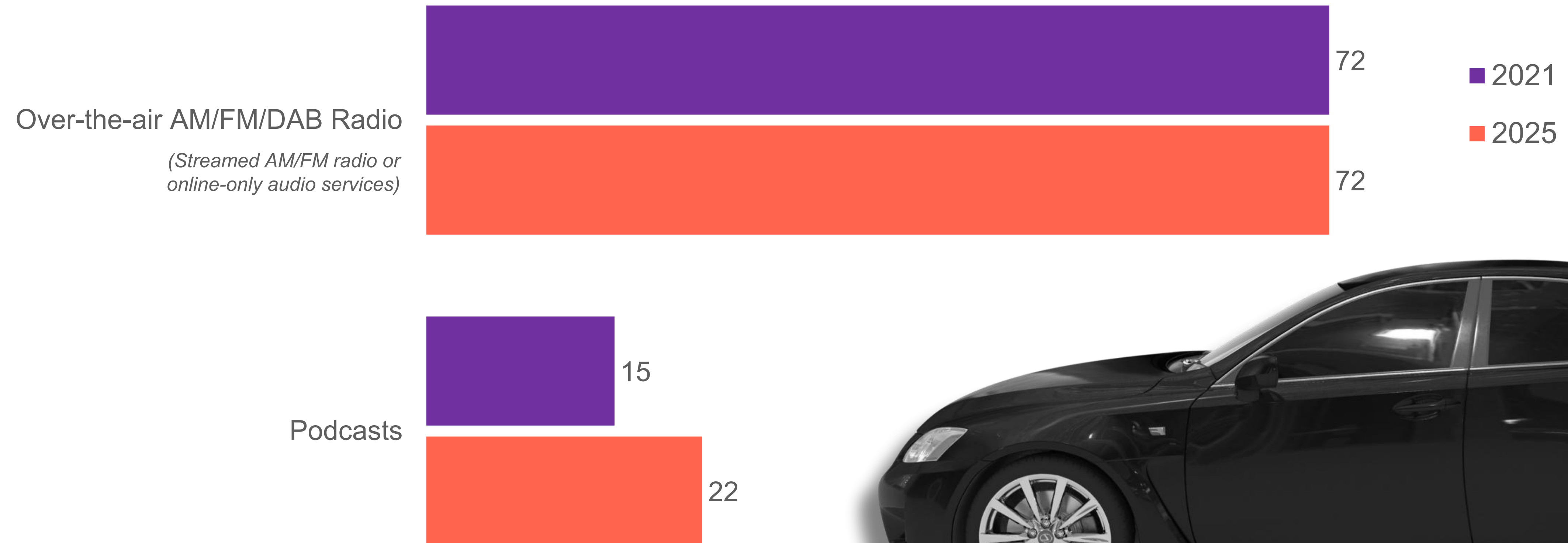
BASE: UK 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH; 91%
% HAVE SYSTEM IN PRIMARY VEHICLE



Audio Sources Currently Used in Car

BASE: UK 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH

% USING AUDIO SOURCE IN CAR



Podcasts reach various audience segments



The **UK** Podcast Consumer 2025

Podcast have broad generational appeal

Source: Infinite Dial UK 2025



The **UK** Podcast Consumer 2025

61%

of Brits **Age 16-34** are
monthly podcast consumers

56%

of Brits **Age 35-54** are
monthly podcast consumers

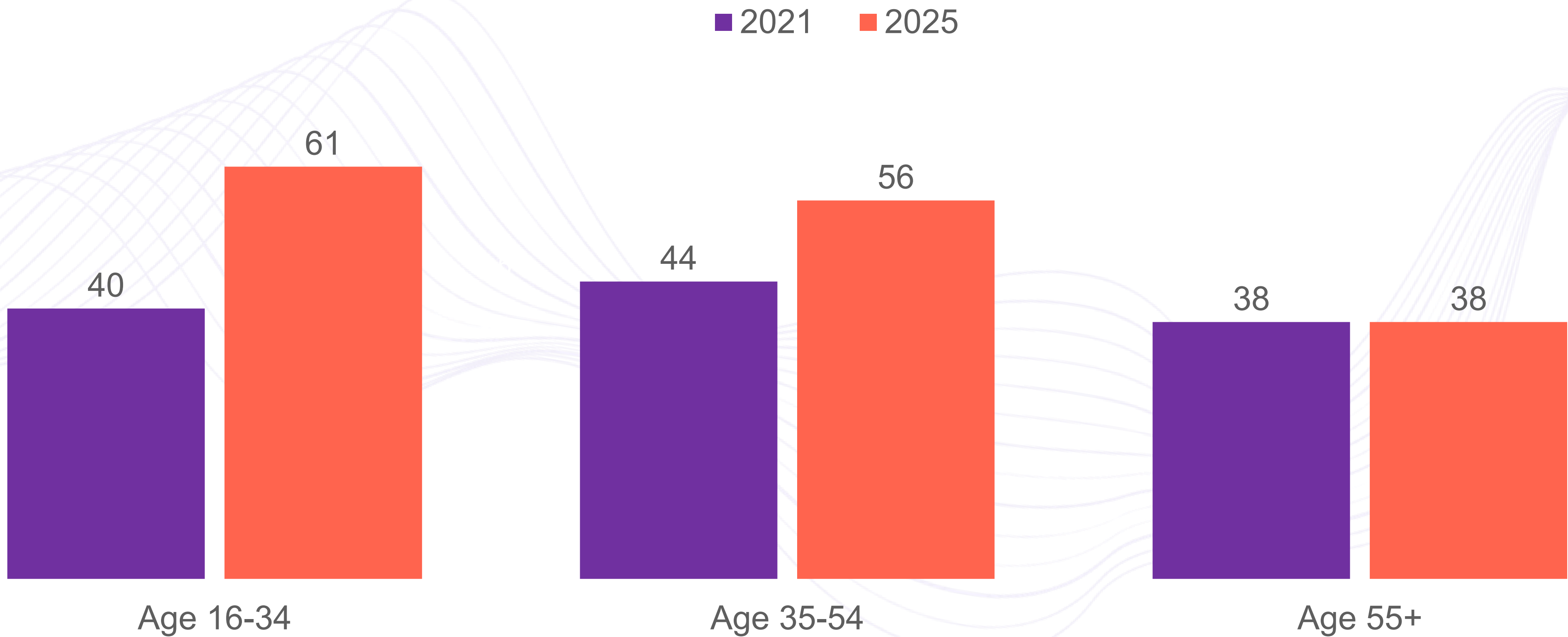
38%

of Brits **Age 55+** are
monthly podcast consumers

Monthly Podcast Consumption

TOTAL UK POPULATION 16+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH



2025: Listened to and/or watched podcasts

Podcast audiences are ethnically diverse

Source: Infinite Dial 2025

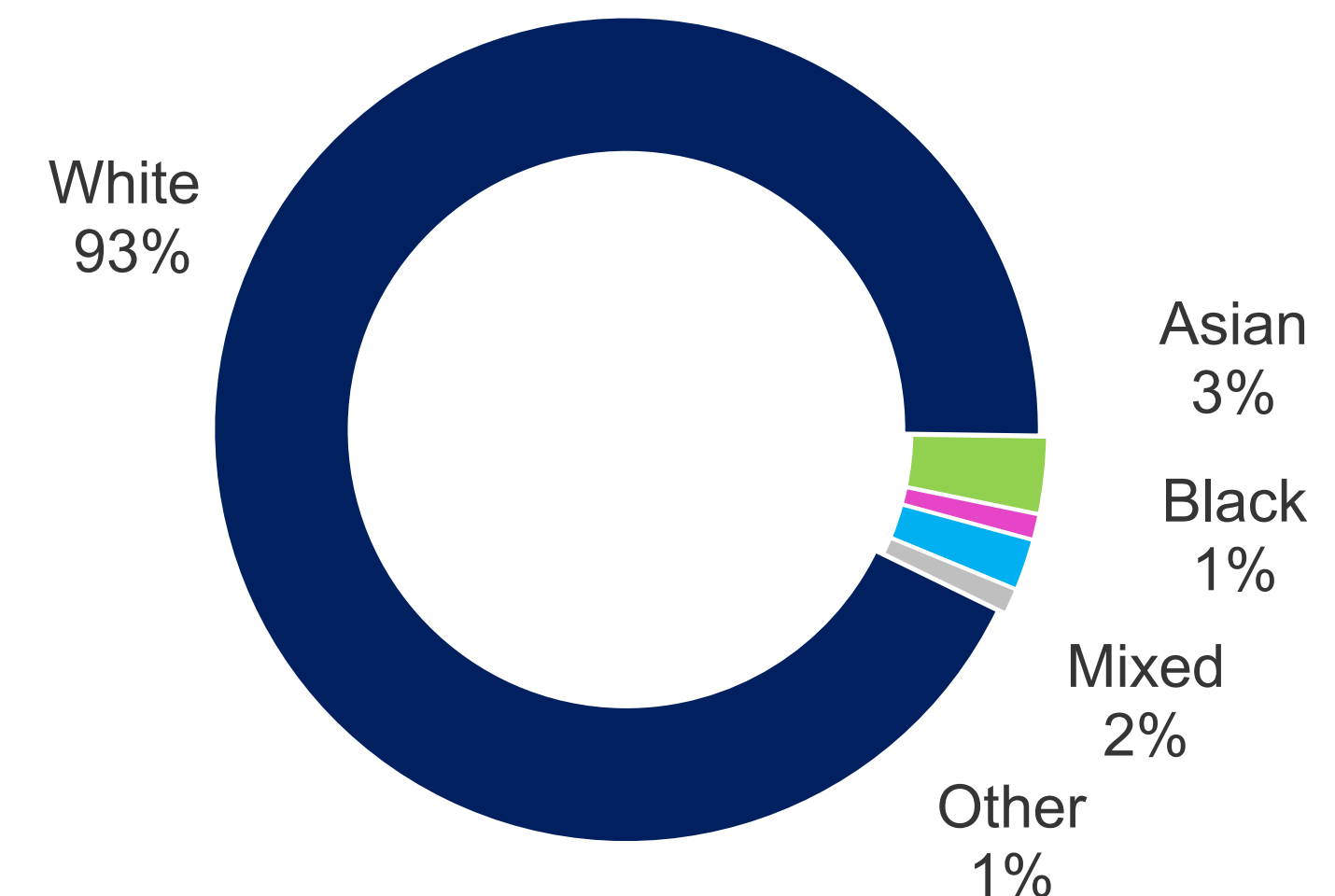


The **UK** Podcast Consumer 2025

UK Monthly Podcast Consumers



Do not consume podcasts monthly/ Never consume podcasts

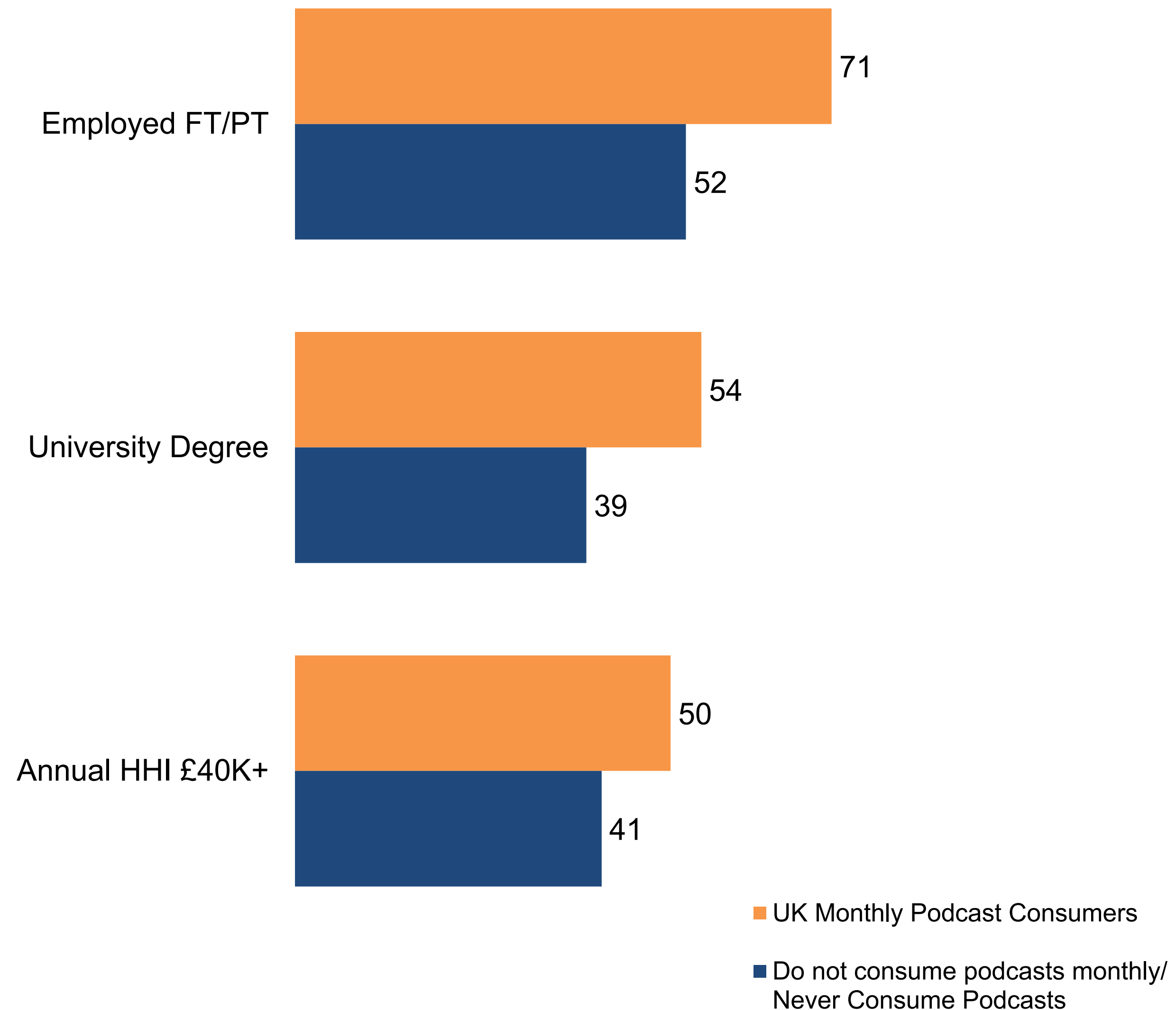


Podcasts boast a desirable consumer profile

Source: Infinite Dial UK 2025



The **UK** Podcast Consumer 2025



BASE: UK POPULATION 18+ WHO GAVE A RESPONSE

Podcast Consumers Are Attractive To Advertisers

Source: Edison Podcast Metrics | UK Weekly Podcast Listeners Age 15+



63% own a home

Base: Age 18+



**38% have children
under 18**



**25% plan to
purchase a new
car in the next year**



**15% own a
business**

Base: Employed FT/PT



**50% participate in
at-work purchase
decisions**

Base: Employed FT/PT

Podcast advertising delivers a robust ROI



The **UK** Podcast Consumer 2025

UK podcast consumers have high ad receptivity

Source: Edison Podcast Metrics UK Q1 '25



The **UK** Podcast Consumer 2025

83%

of UK weekly podcast consumers 15+ agree that hearing ads is a fair price to pay for free content

WONDERY

Fandom Psychology

Source: The Fandom Phenomenon, 2024



The **UK** Podcast Consumer 2025

“When I’m watching a TV show, I’m a spectator. But with a podcast, I feel like I become part of the conversation.”

Katie, podcast fan

BASE: PODCAST FANS 13+ IN THE U.S.

The logo for Wonderly, featuring a stylized double-play button icon followed by the word "WONDERLY" in a bold, white, sans-serif font.

WONDERLY

The main title of the report, "The Fandom Phenomenon", written in a large, white, italicized serif font.

The Fandom Phenomenon





*Insights on the power of podcast fandom
and its impact on consumers, creators and
advertisers*



PREMIER FANS

Rank of Select Shows by Weekly Reach
UK Podcast Listeners Age 15+ | Q1 - Q4 2024



Podcasts	Total Rank	Rank Among Supporters
 <div>Arseblog Arsecast, The Arsenal Podcast arseblog.com</div>	263 rd	17 th
 <div>True Faith NUFC Podcast 1892media Limited</div>	491 st	10 th
 <div>NUFC Matters With Steve Wraith Steve Wraith</div>	643 rd	17 th
 <div>The View From The Lane: The Athletic FC's Tottenham The Athletic</div>	701 st	17 th

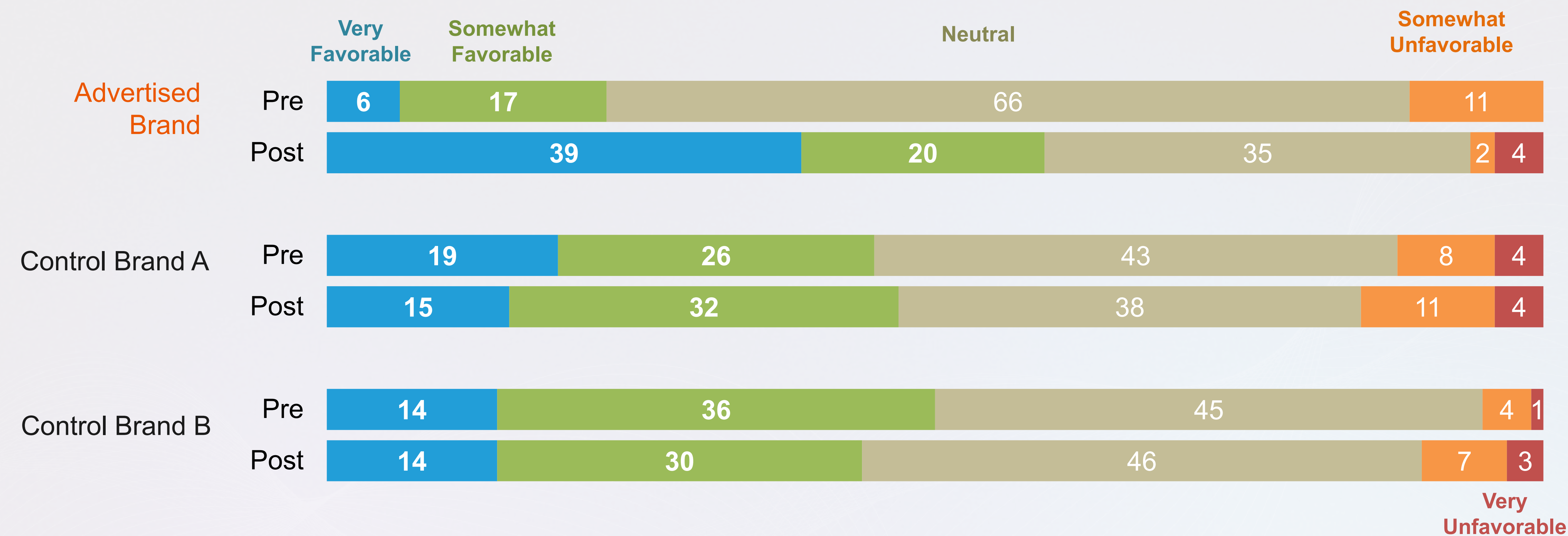
How to Read: Arseblog Arsecast ranks 263rd among all UK weekly listeners and 17th among UK listeners who are supporters of the Premier League club Arsenal



Brand Lift Studies Are a Great Way to Test Ad ROI

Overall Opinion of Online Travel Experience Brands Before/After Podcast Ad Campaign

BASE: PODCAST LISTENERS WHO HEARD OF BRAND AND GAVE A RESPONSE



There are existing tools for advertisers



The **UK** Podcast Consumer 2025

Q1 | 2025

TOP 25 PODCASTS IN THE UK

SHOWS WITH THE LARGEST WEEKLY AUDIENCE



	TITLE	PRODUCER
1	The Joe Rogan Experience	Joe Rogan
2	The Rest Is Politics	Goalhanger
3	The Diary Of A CEO with Steven Bartlett	FlightStory
4	The Rest Is History	Goalhanger
5	That Peter Crouch Podcast	Tall or Nothing
6	Saving Grace	The Fellas Studios
7	The Rest Is Football	Goalhanger
8	Off Menu with Ed Gamble and James Acaster	Plosive
9	The Rest is Entertainment	Goalhanger
10	Newscast	BBC
11	Sh**ged Married Annoyed	Chris & Rosie Ramsey
12	The News Agents	Global
13	Uncanny	BBC

	TITLE	PRODUCER
14	Desert Island Discs	BBC
15	Parenting Hell with Rob Beckett and Josh Widdicombe	Keep it Light Media & Spotify Studios
16	You're Dead to Me	BBC
17	The Infinite Monkey Cage	BBC
18	ShxtsNGigs	shxtsngigs
19	No Such Thing As A Fish	No Such Thing As A Fish
20	Happy Place	Fearne Cotton
21	Help I Sexted My Boss	Audio Always
22	The Fellas	The Fellas Studios
23	Rotten Mango	Stephanie Soo
24	The Daily	The New York Times
25	Americast	BBC

How The Study Was Conducted: Edison Podcast Metrics UK Q1 2025 Top Podcasts is based upon 2,061 online interviews with weekly podcast consumers in the United Kingdom, ages 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.

Top 5 Podcasts by UK Gen Z Audience Concentration

% of weekly listeners to each show who are age 15-28

(among podcasts meeting minimum total audience threshold)



95%



93%



92%



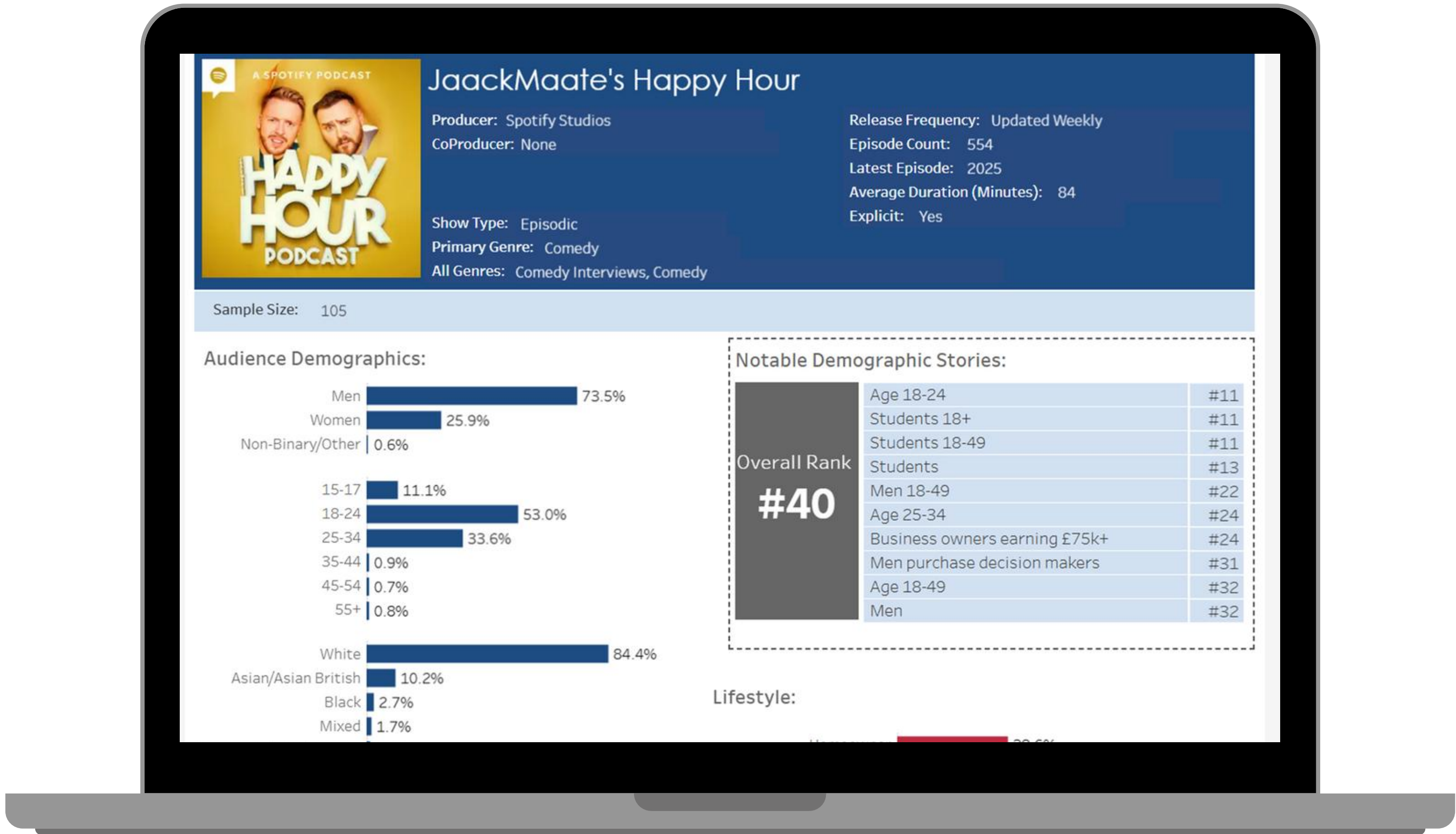
91%



89%

Advertisers can see among which demographics a show ranks higher

Source: Edison Podcast Metrics UK | UK Weekly Podcast Consumers Age 15+





**UK podcasts also
reach the US
market**

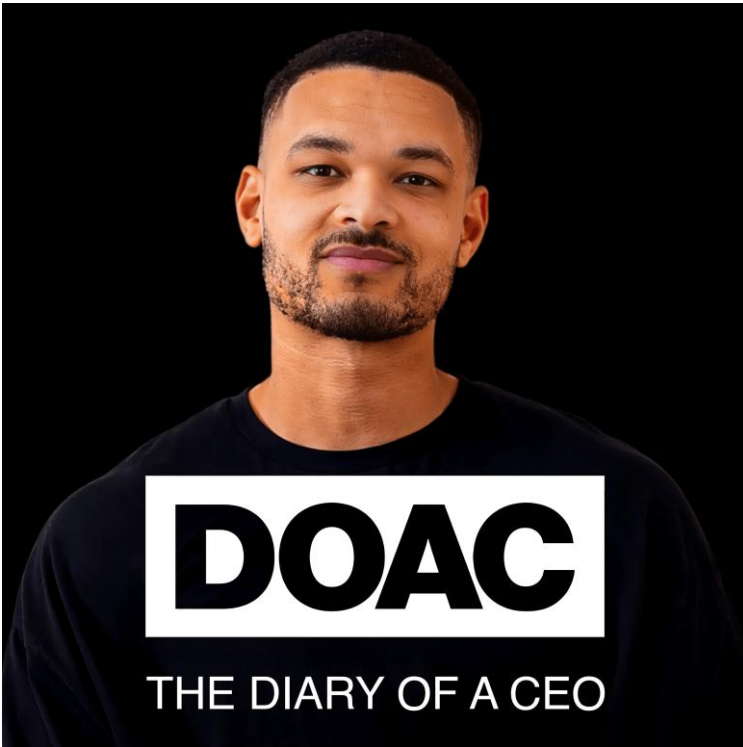
The Top 10 UK-Based* Podcasts in the U.S. Reach 2.3M Americans Each Week

Shows with the largest U.S. weekly audience

#1



#2



#3



#4



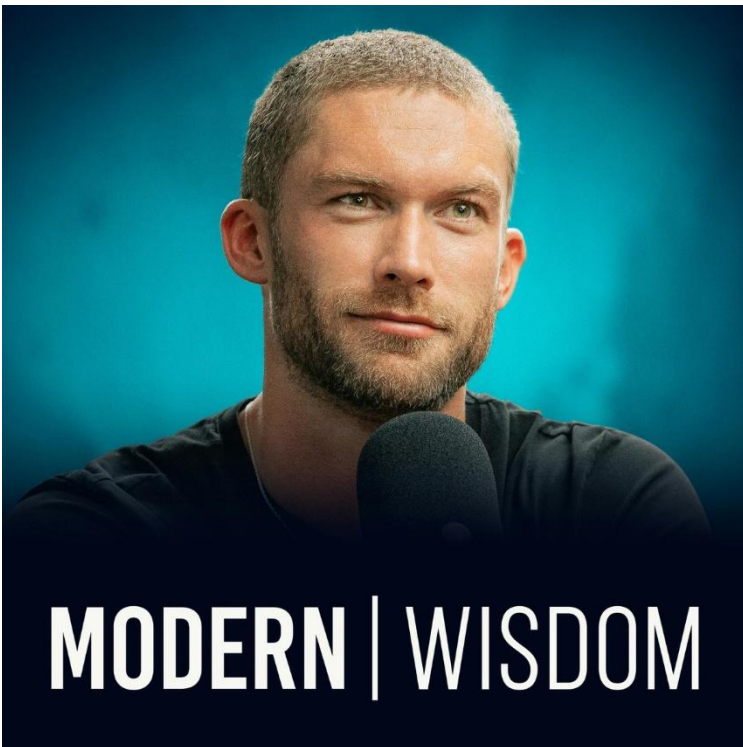
#5



#6



#7



#8



#9



#10



*A UK-based podcast is defined as a podcast hosted by someone from the UK or produced by a UK organization.

Q2 2024 – Q1 2025
N=20,000+

How The Study Was Conducted: Edison Podcast Metrics is based upon 20,317 online interviews with weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted continuously throughout the quarter in English and Spanish. Rankings are based on listening over the full period. All respondents reported listening to podcasts in the last week.

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