

# 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

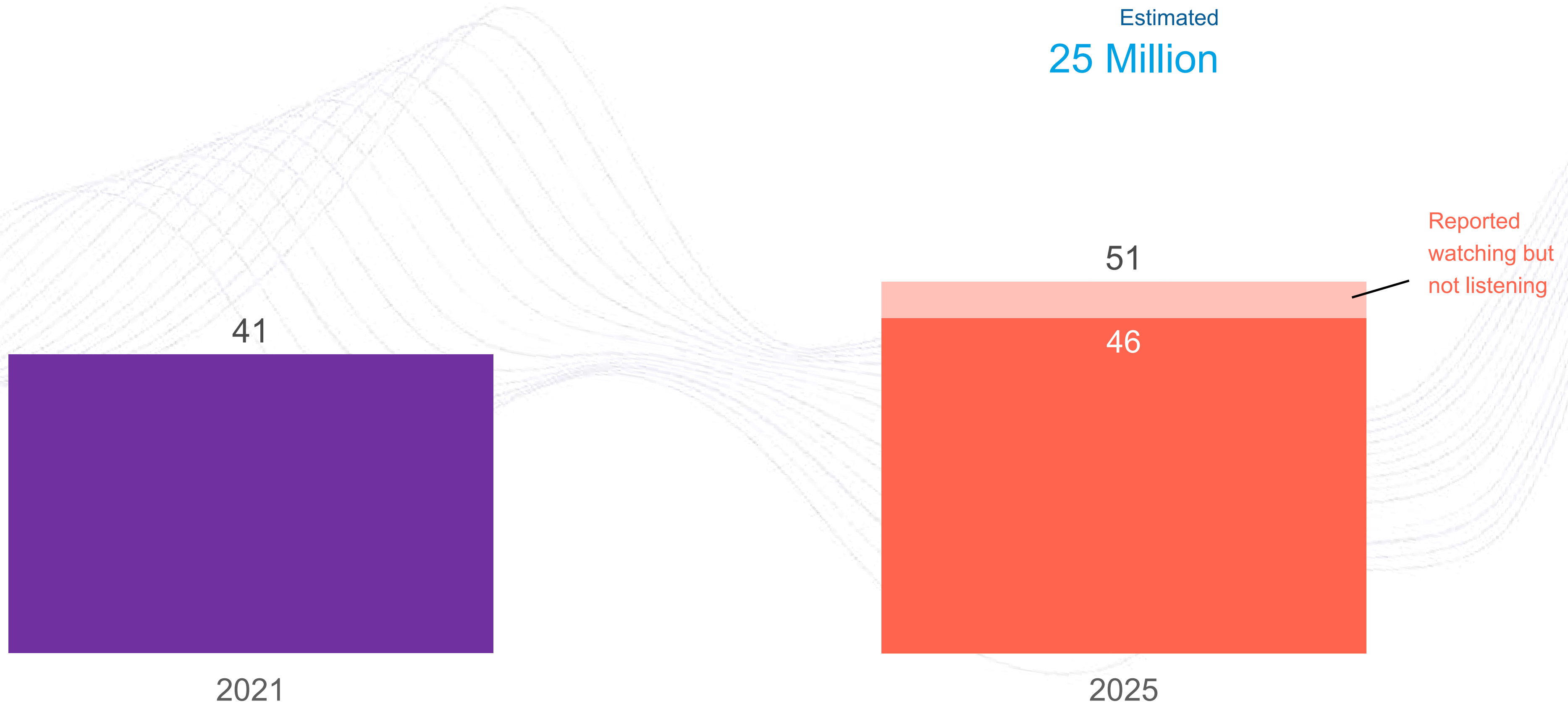


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# Monthly Podcast Consumption

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



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71%

of the UK 16+ population have ever consumed a podcast

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51%

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

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33%

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

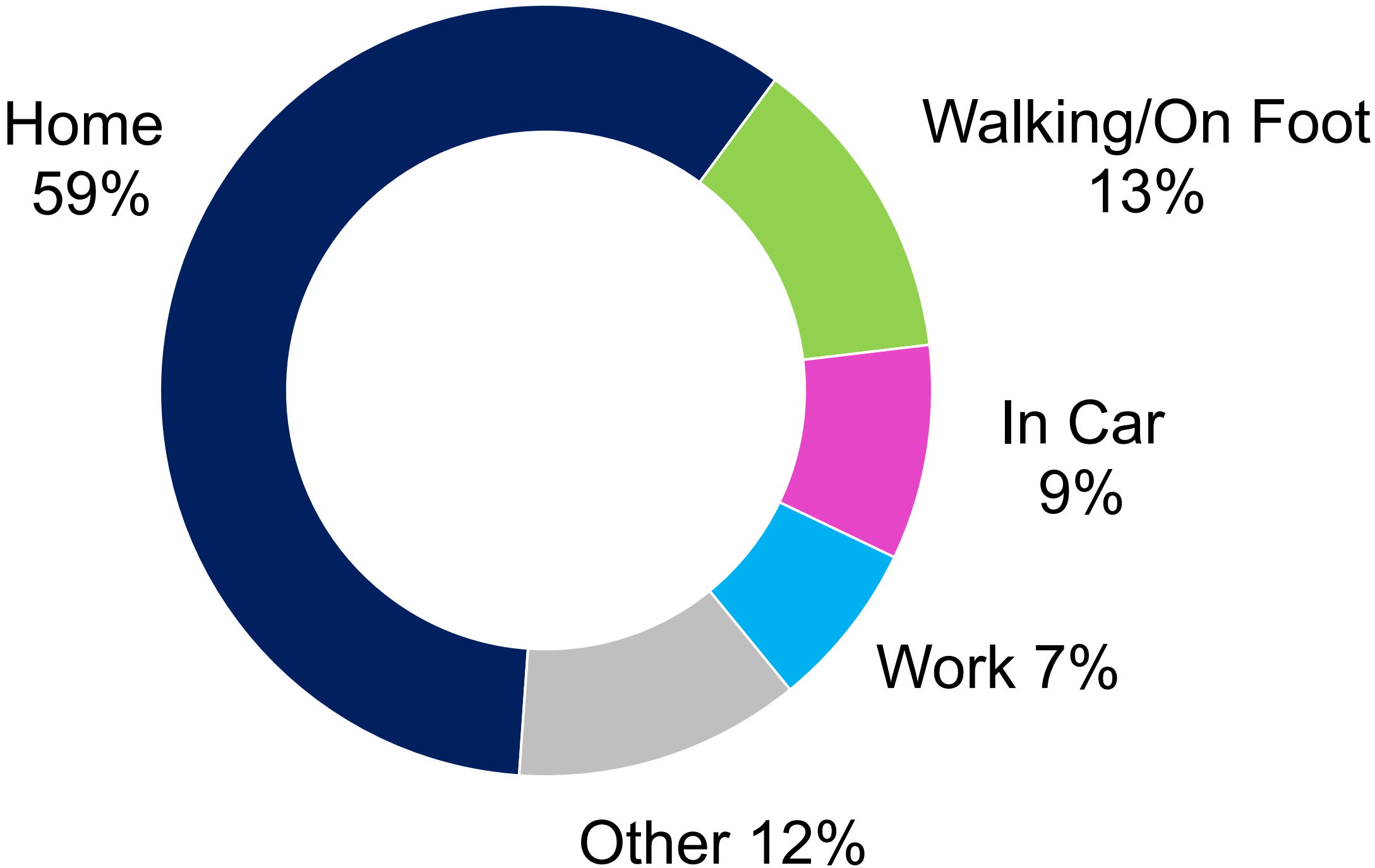
# The UK podcast audience is poised to grow



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# Where do you listen to podcasts most often?

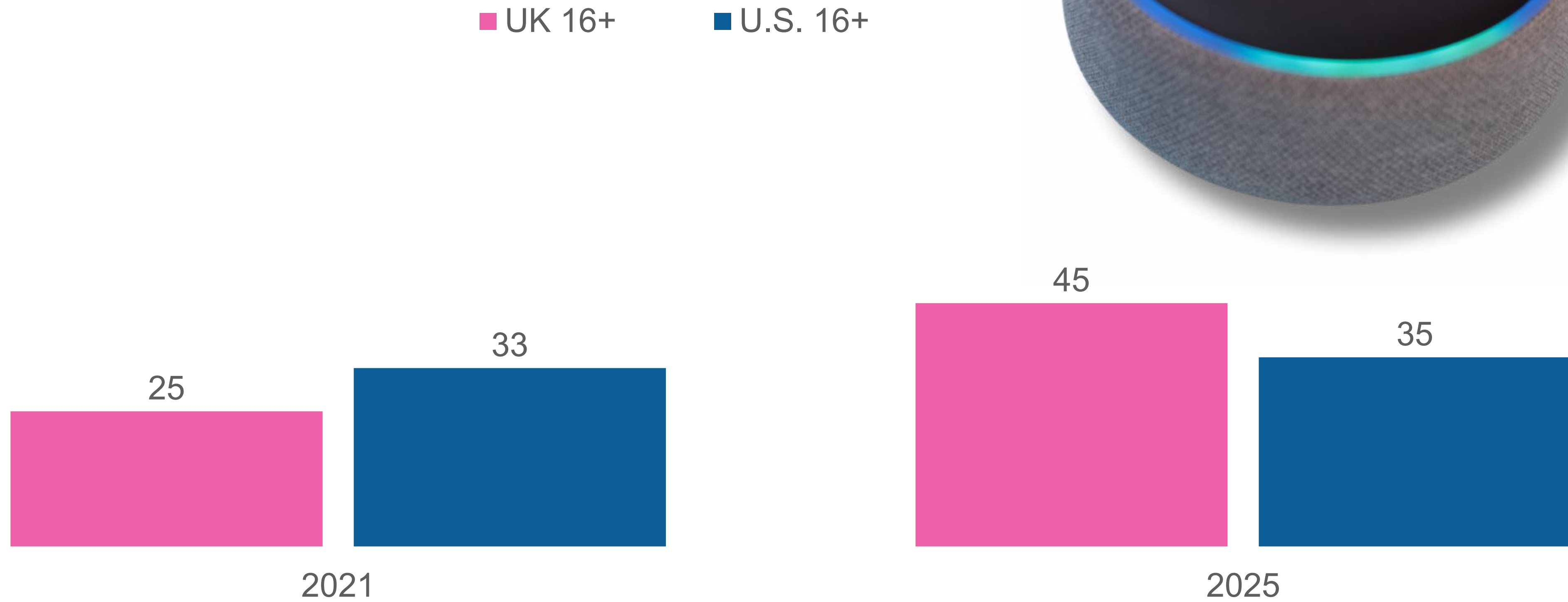
Source: Edison Podcast Metrics UK | UK Weekly Podcast Consumers Age 15+



# Smart Speaker Ownership

TOTAL POPULATIONS AGE 16+

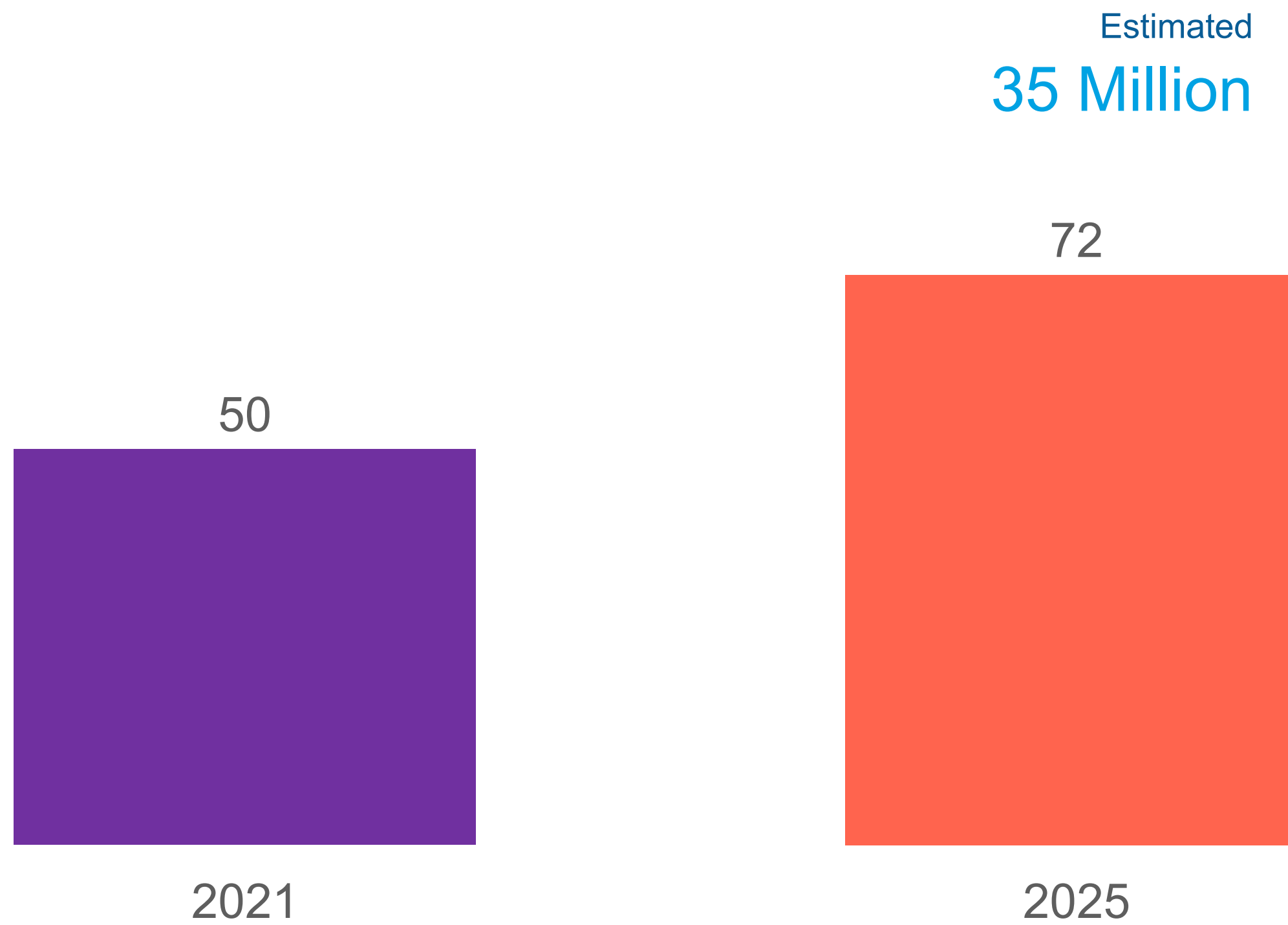
% OWNING SMART SPEAKER



# Smart TV Ownership

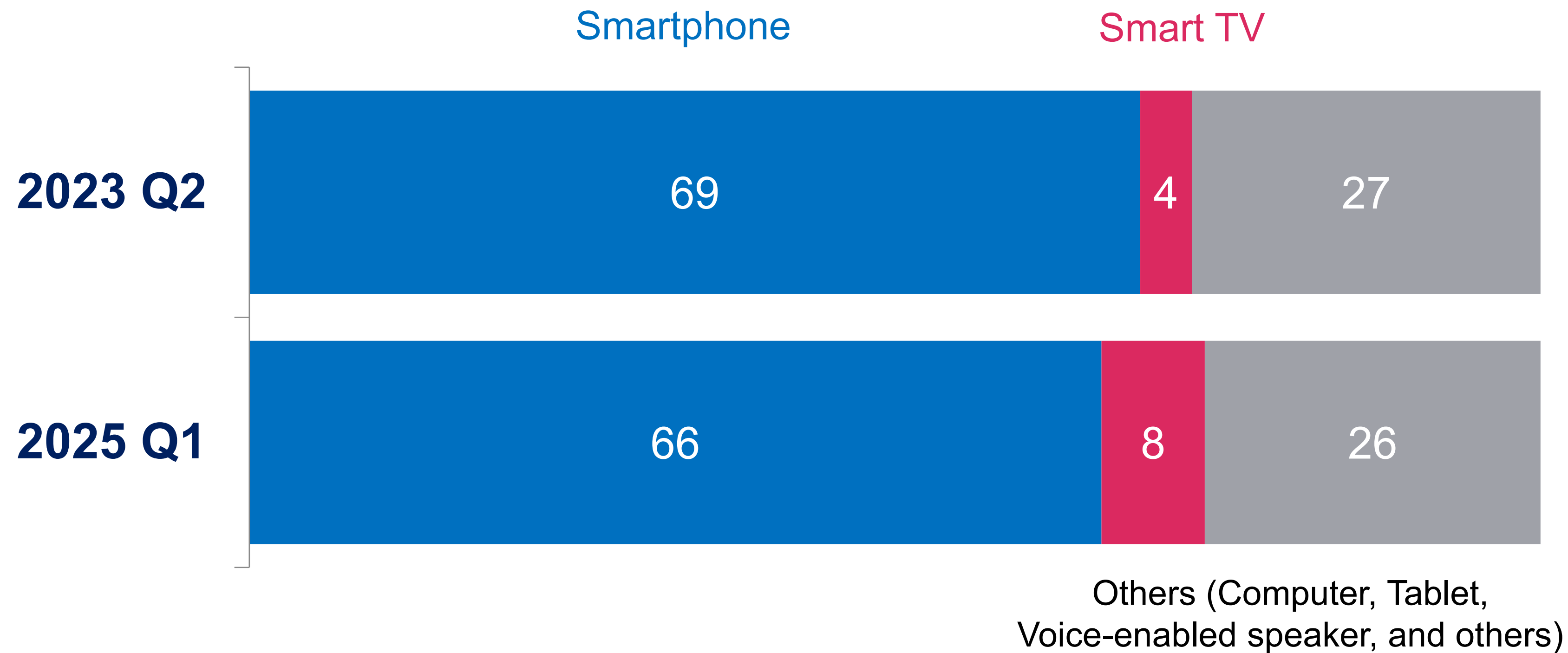
TOTAL UK POPULATION 16+

% 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%



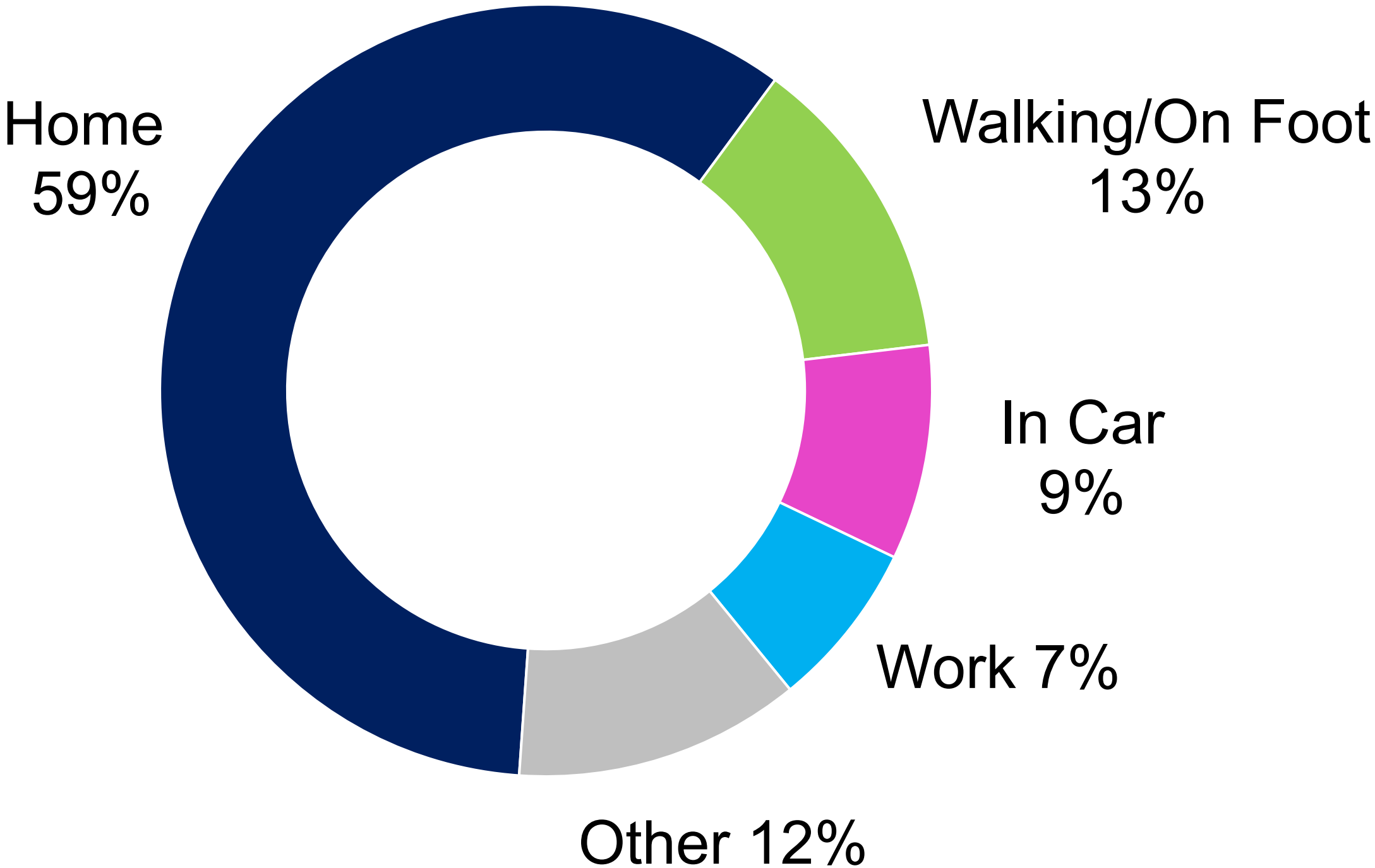
BBC Sounds  
15%



Apple  
Podcasts  
13%

# Where do you listen to podcasts most often?

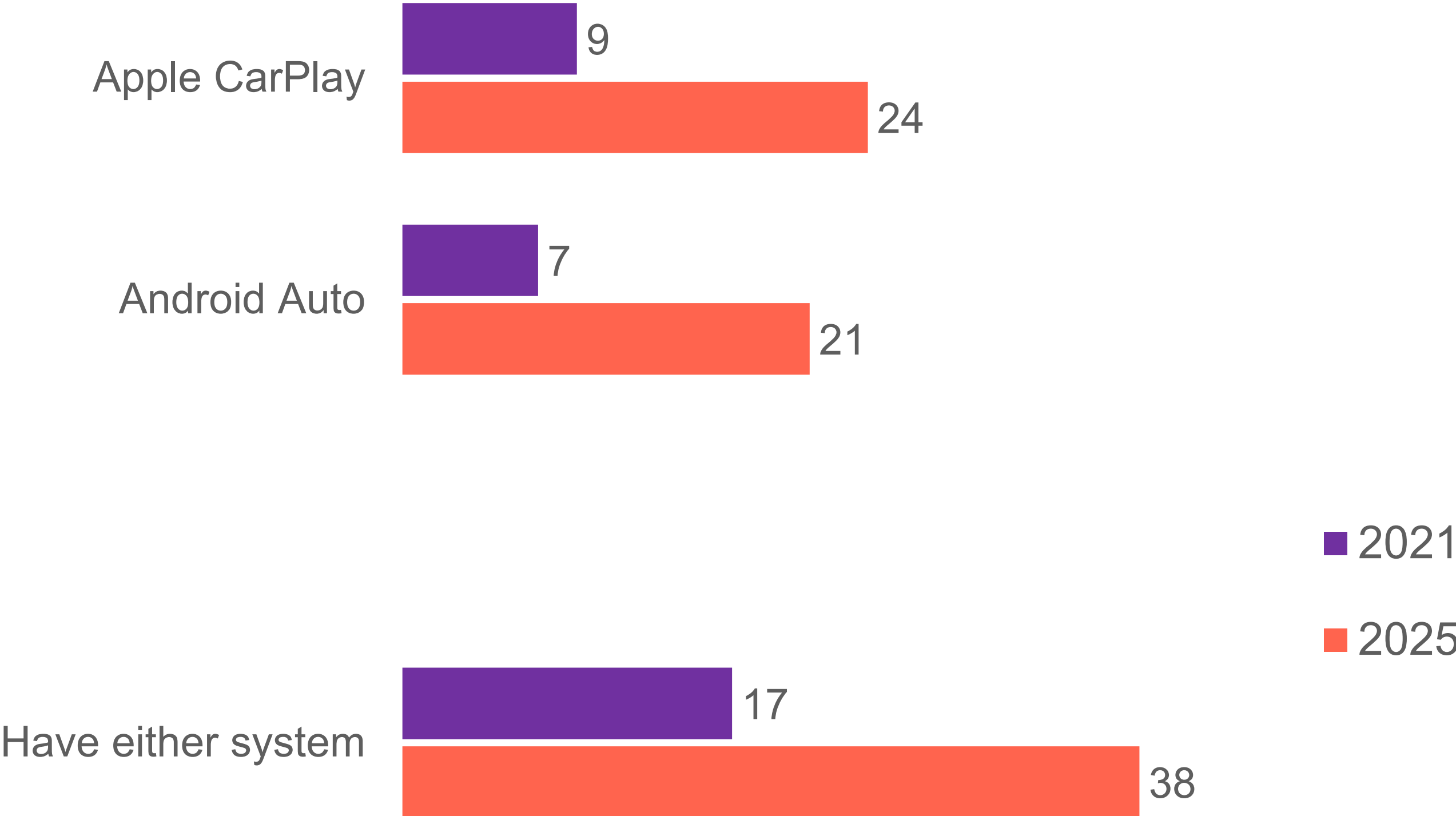
Source: Edison Podcast Metrics UK | UK Weekly Podcast Consumers Age 15+



# Have Automotive Phone Integration Systems in Primary Vehicle

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

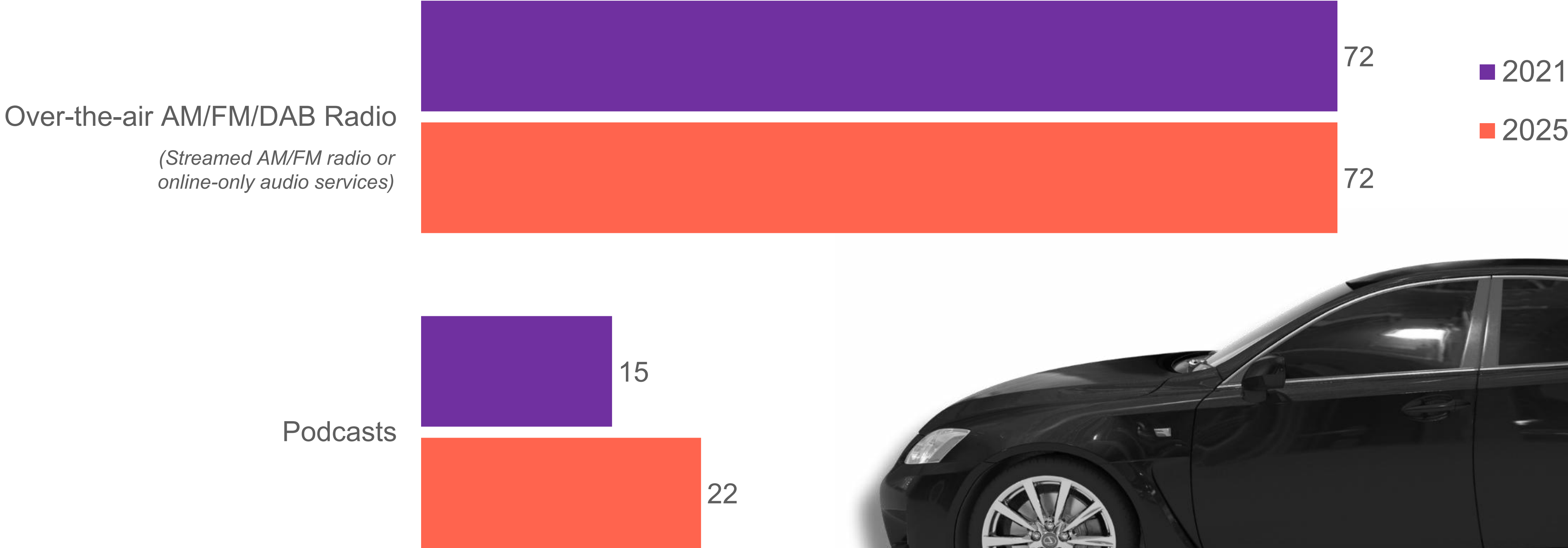
% HAVE SYSTEM IN PRIMARY VEHICLE



# 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



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# Podcast have broad generational appeal

Source: Infinite Dial UK 2025



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# 61%

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

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# 56%

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

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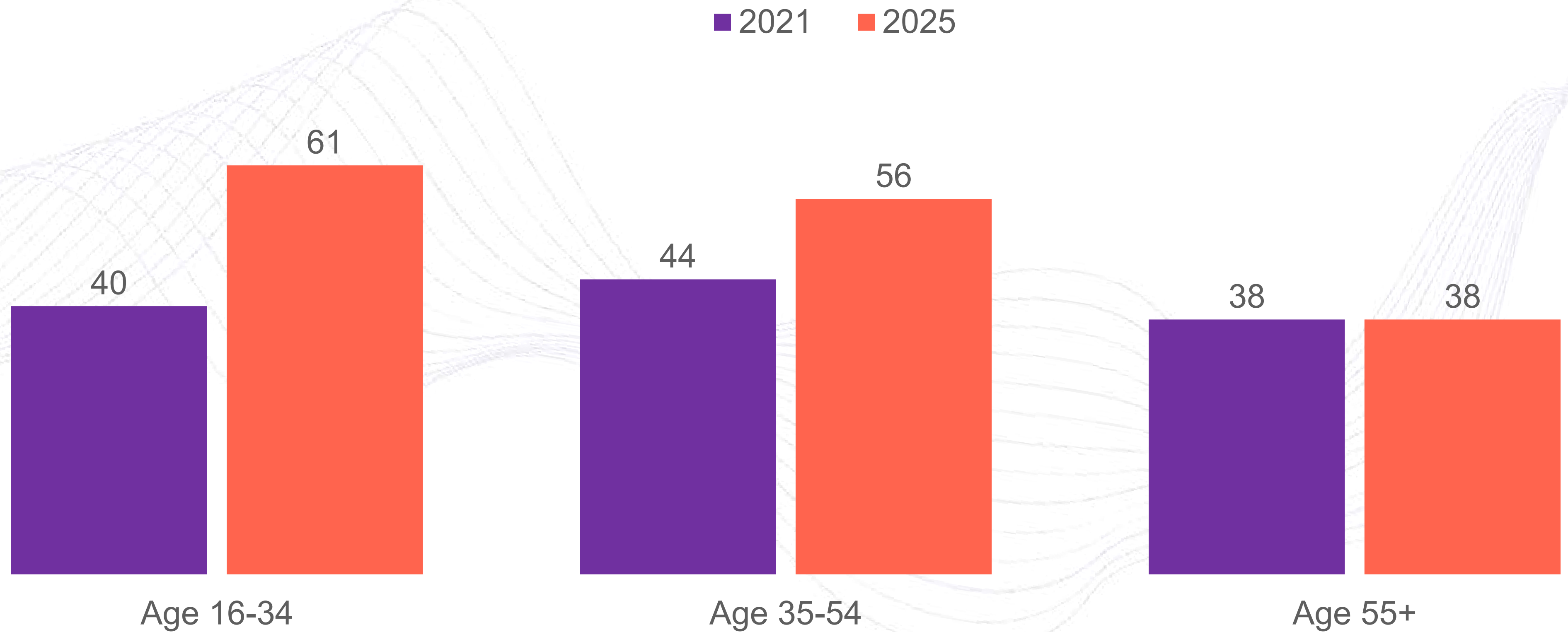
# 38%

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

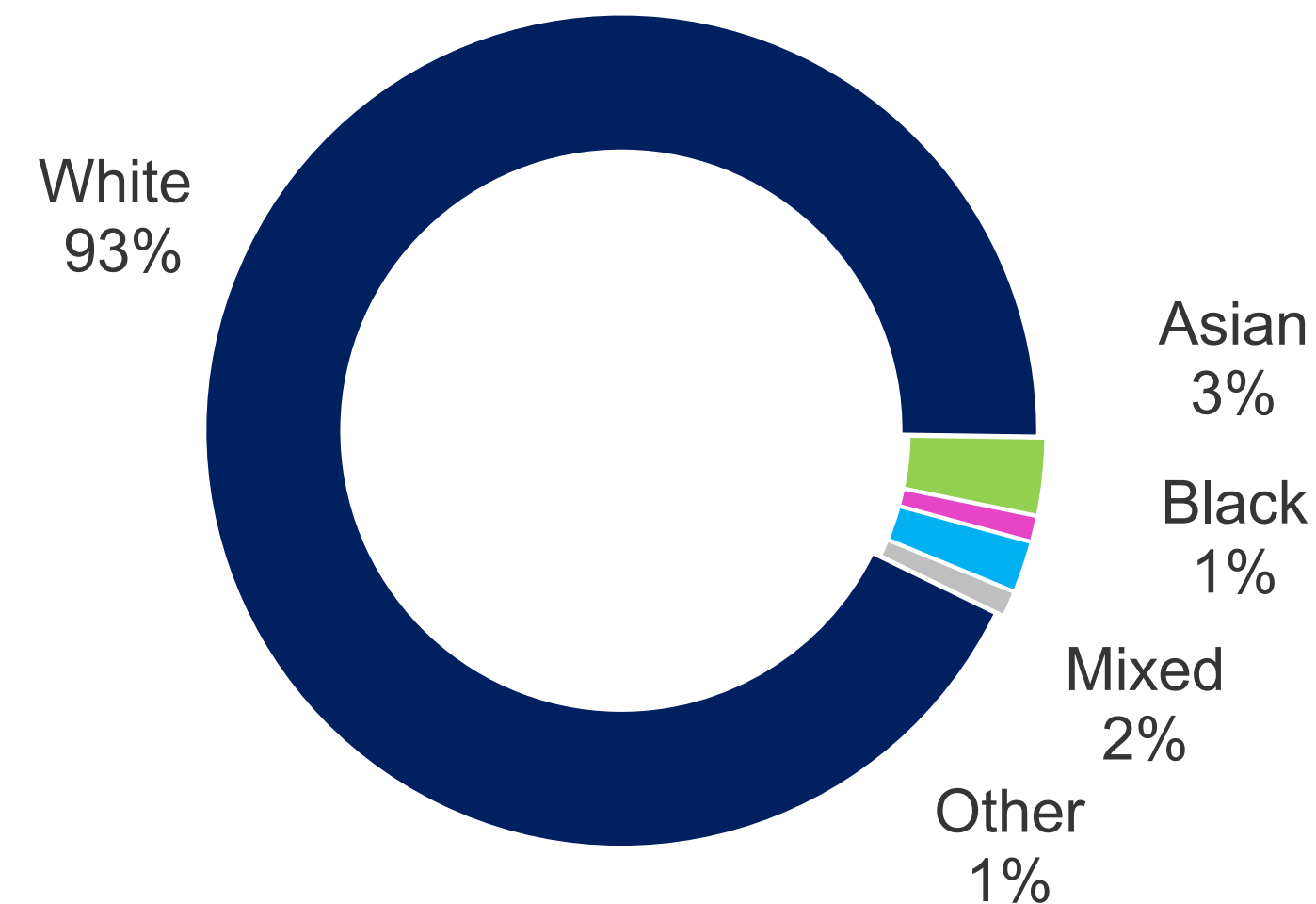


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## UK Monthly Podcast Consumers



## Do not consume podcasts monthly/ Never consume podcasts

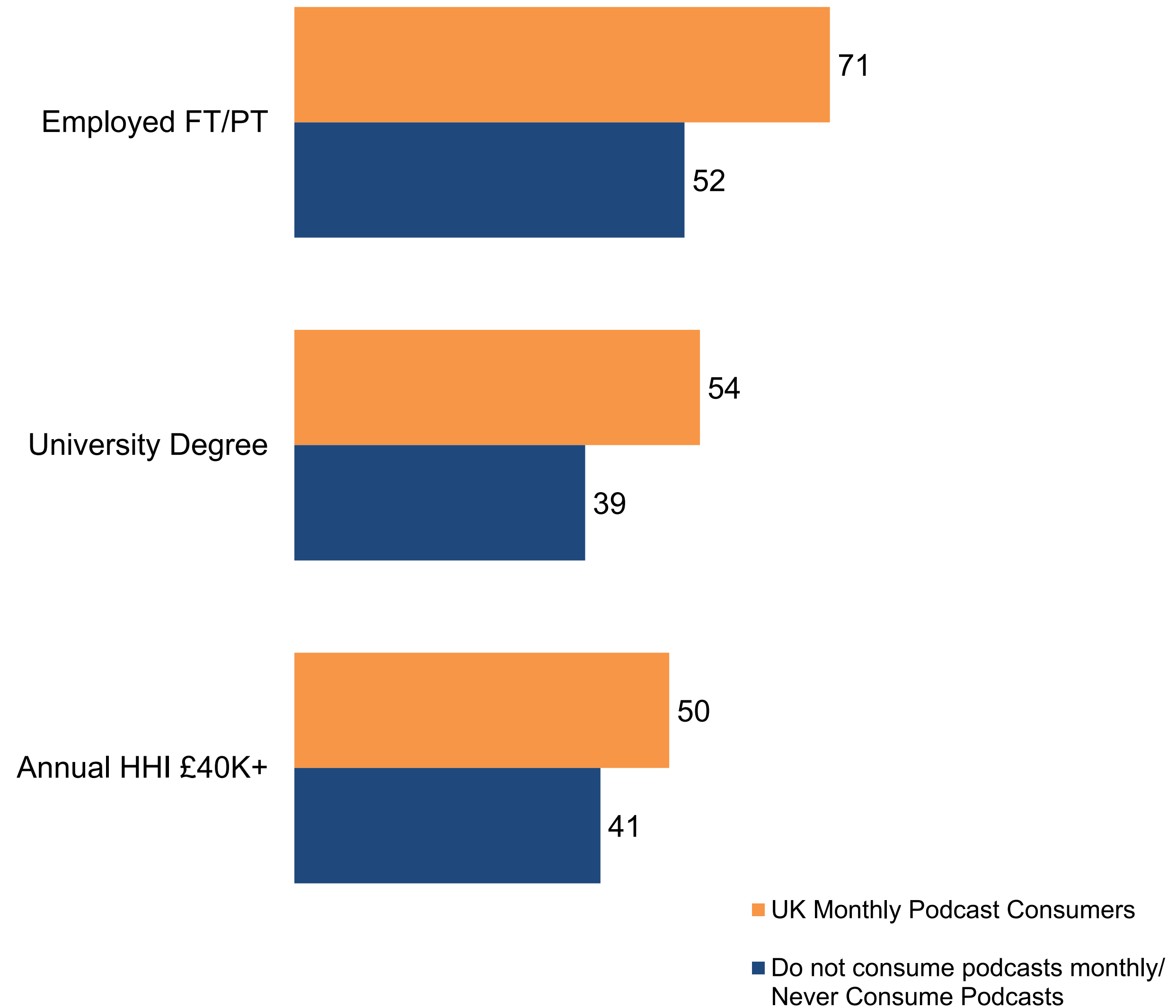


# Podcasts boast a desirable consumer profile

Source: Infinite Dial UK 2025



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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



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# UK podcast consumers have high ad receptivity

Source: Edison Podcast Metrics UK Q1 '25



# 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



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*“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*

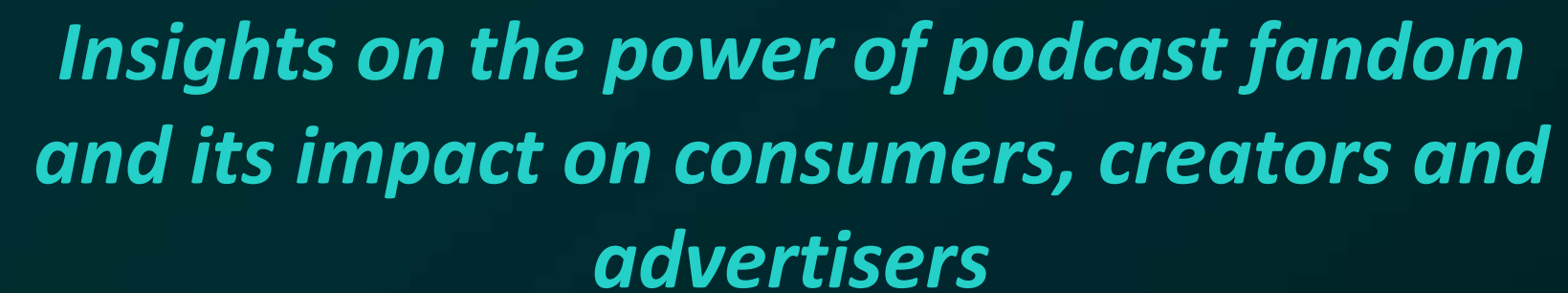
BASE: PODCAST FANS 13+ IN THE U.S.

The logo for Wonderly, featuring three white vertical bars of increasing height to the left of the word "WONDERY" in a bold, white, sans-serif font.

WONDERY

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

# *The Fandom Phenomenon*

The subtitle of the report, "Insights on the power of podcast fandom and its impact on consumers, creators and advertisers", written in a smaller, teal, italicized sans-serif font.

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

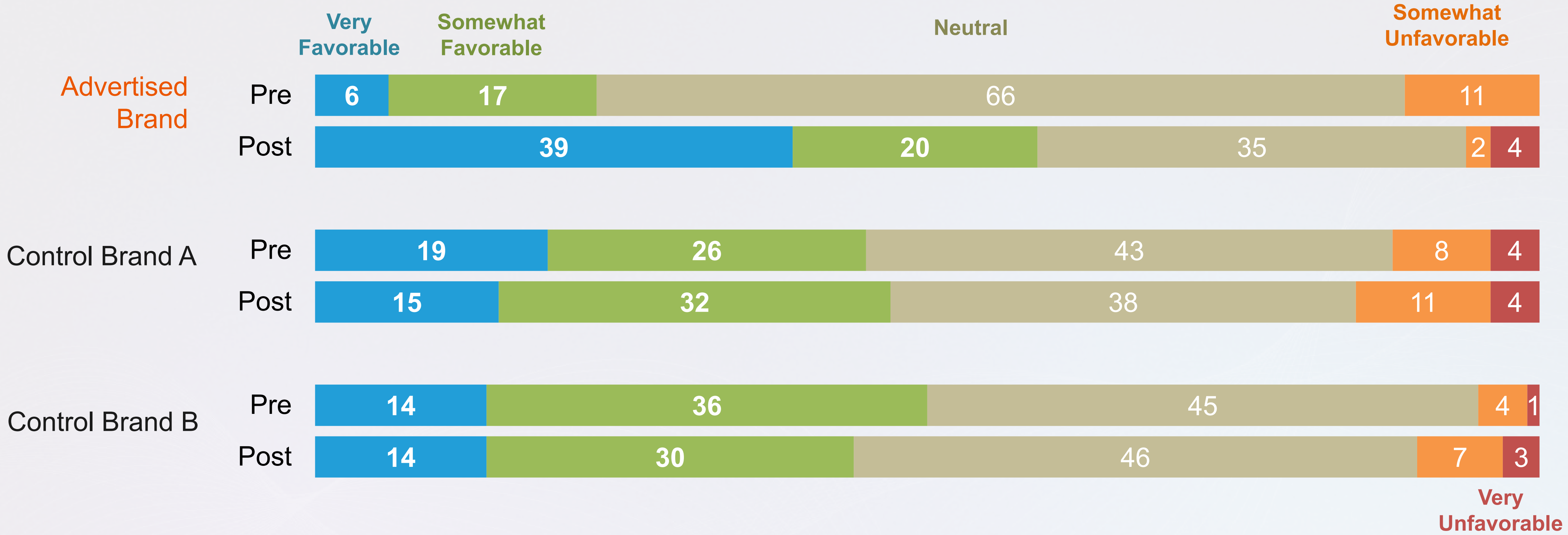
How to Read: Arseblog Arsecast ranks 263rd among all UK weekly listeners and 17th among UK listeners who are supporters of the Premier League club Arsenal



# 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**



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Q1 | 2025



# 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 Rest Is Politics</b>	<i>Goalhanger</i>
3	<b>The Diary Of A CEO with Steven Bartlett</b>	<i>FlightStory</i>
4	<b>The Rest Is History</b>	<i>Goalhanger</i>
5	<b>That Peter Crouch Podcast</b>	<i>Tall or Nothing</i>
6	<b>Saving Grace</b>	<i>The Fellas Studios</i>
7	<b>The Rest Is Football</b>	<i>Goalhanger</i>
8	<b>Off Menu with Ed Gamble and James Acaster</b>	<i>Plosive</i>
9	<b>The Rest is Entertainment</b>	<i>Goalhanger</i>
10	<b>NewsCast</b>	<i>BBC</i>
11	<b>Sh**ged Married Annoyed</b>	<i>Chris &amp; Rosie Ramsey</i>
12	<b>The News Agents</b>	<i>Global</i>
13	<b>Uncanny</b>	<i>BBC</i>

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

**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

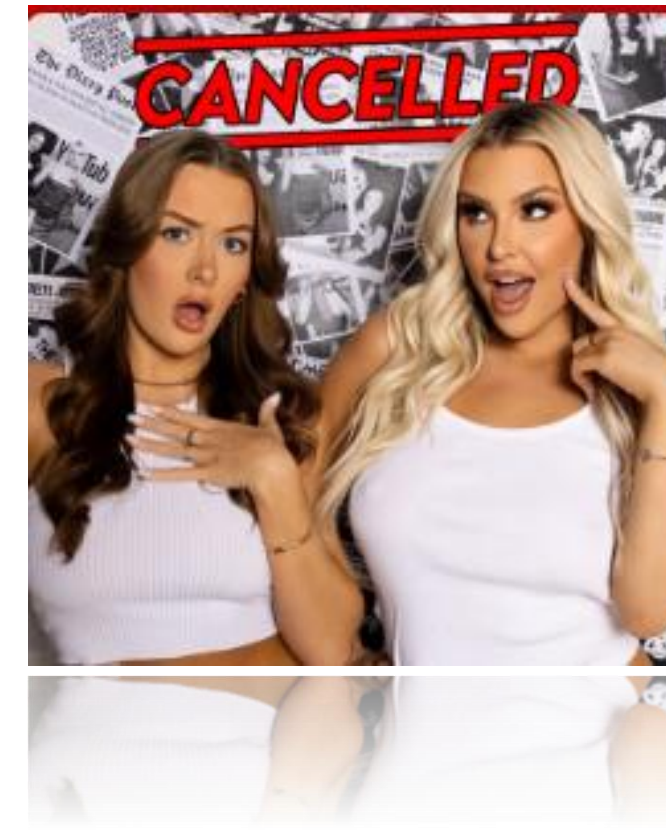
(among podcasts meeting minimum total audience threshold)



95%



93%



92%



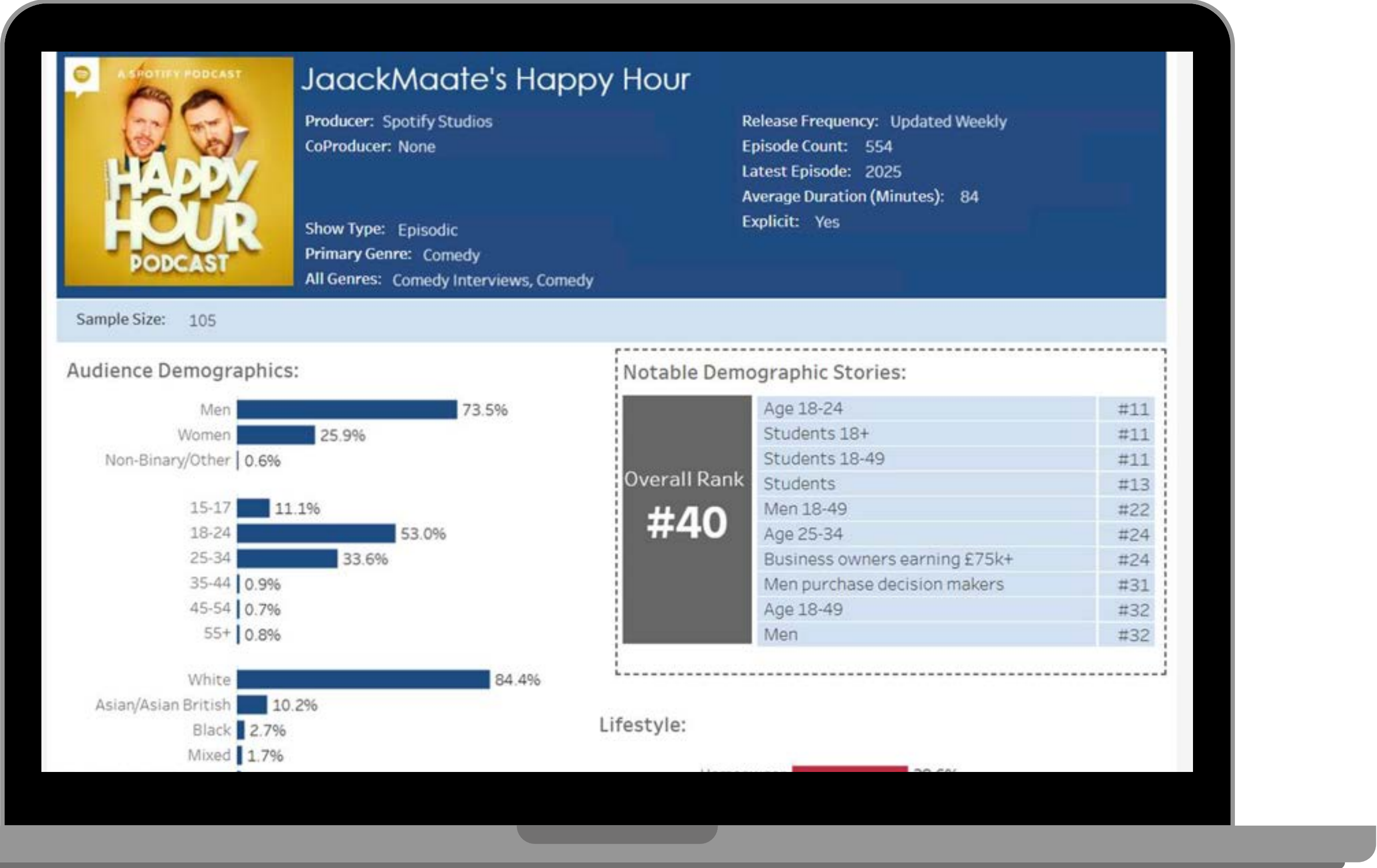
91%



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



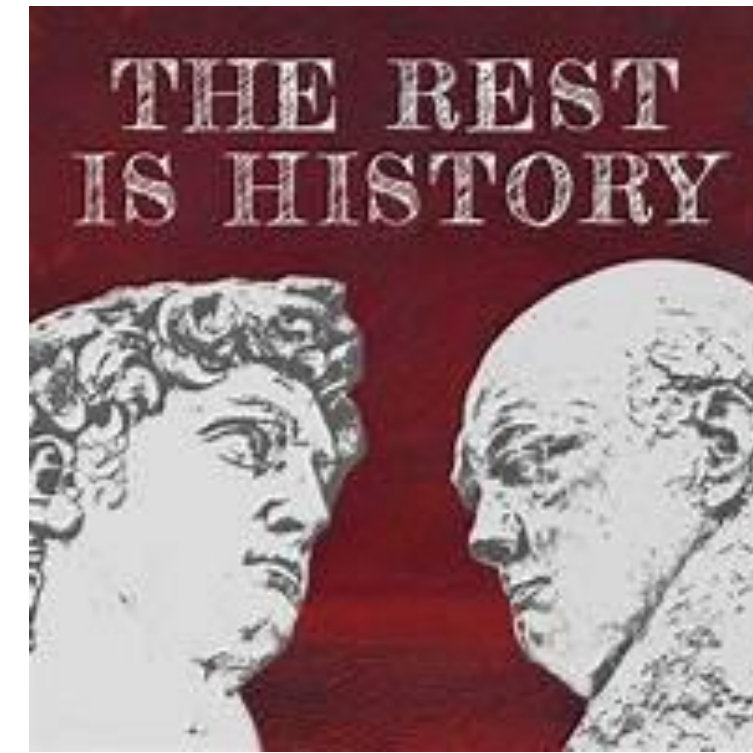
#2



#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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