



The UK Podcast Consumer 2026



The UK Podcast Consumer



Audience
Distribution



Video
Podcasts



Content

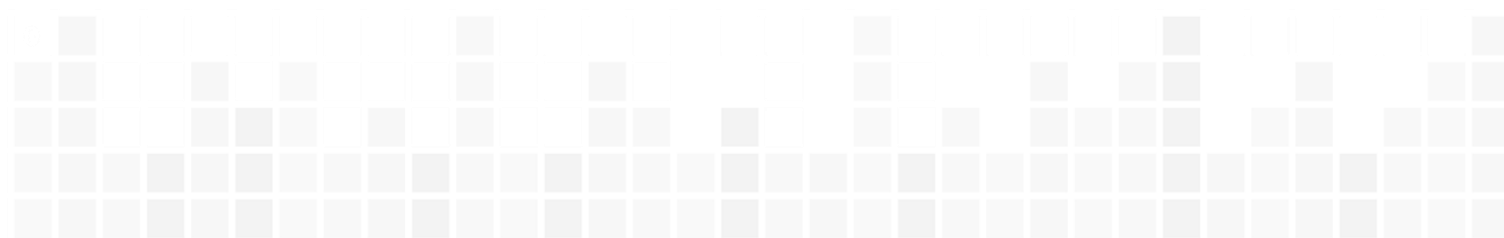


AI in
Podcasting





Audience Distribution

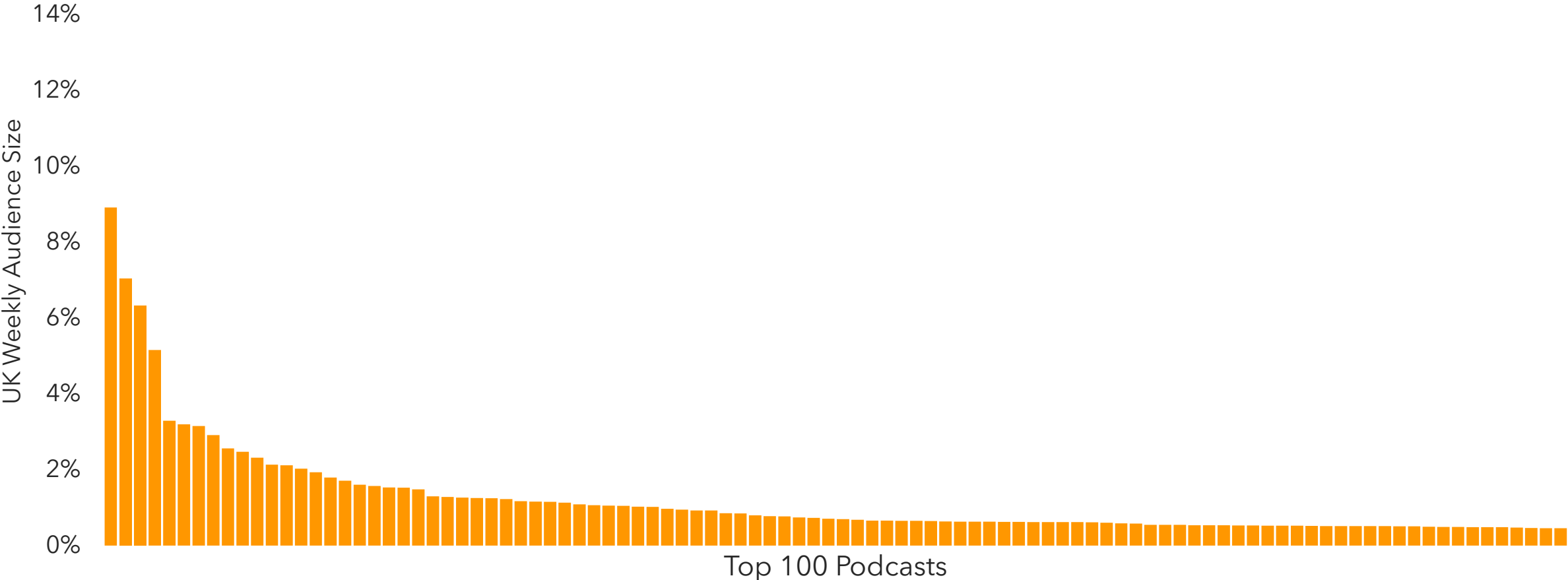


The UK Podcast Consumer 2026

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UK Weekly Reach by Podcast

UK Weekly Podcast Consumers | Q1 2026 | Age 15+

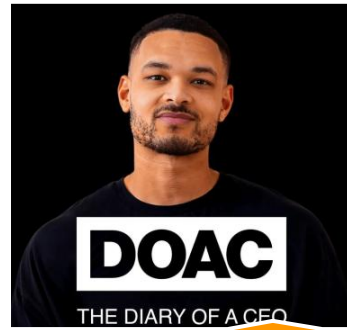


Top 10 Podcasts in the UK: Q1 2026

Shows with the Largest Weekly Audience



1



2



3



4



5



6



7



8



9

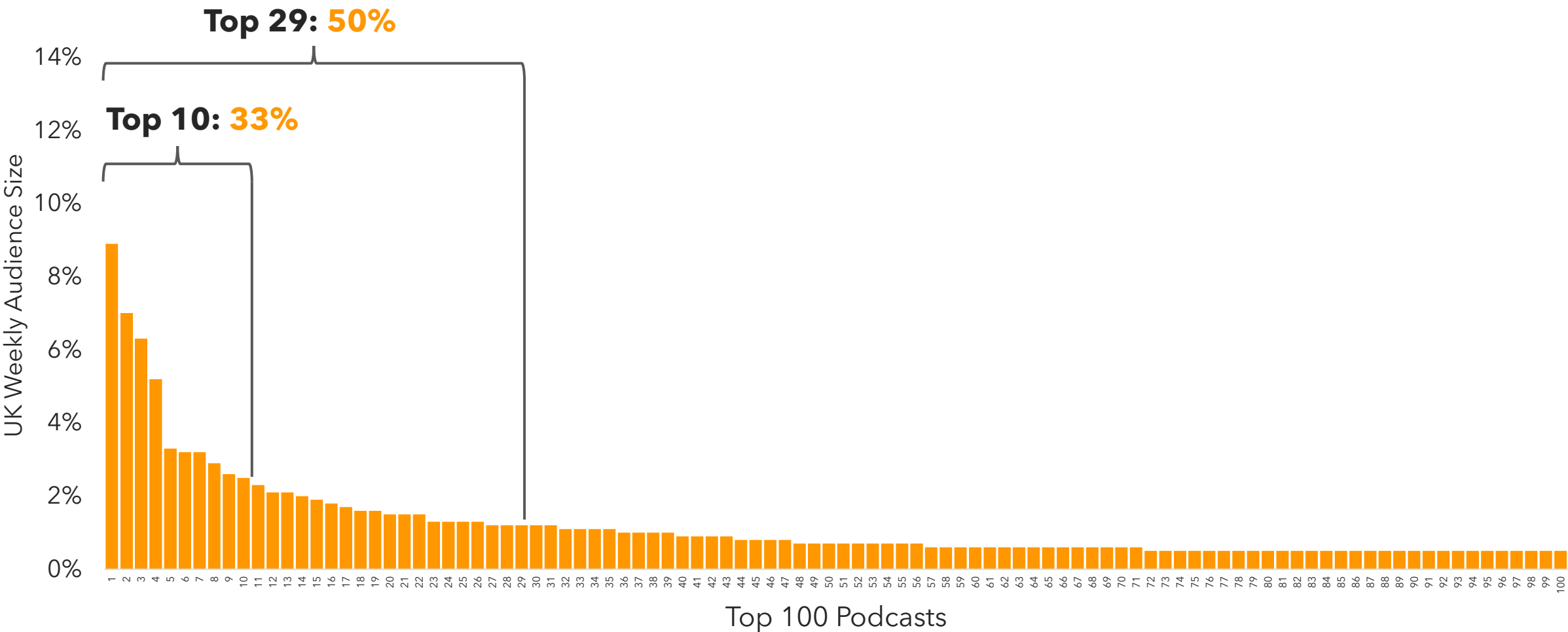


10

How The Study Was Conducted: Edison Podcast Metrics Q1 2026 Top Podcasts by Reach is based upon 2,000 online interviews with weekly podcast consumers in the United Kingdom, ages 15 and older. Interviews were conducted continuously throughout the second quarter. Rankings are based on listening/watching over the full period. All respondents reported listening or watching to podcasts in the last week. Edison is now part of SSRS.

UK Incremental Weekly Reach by Podcasts

UK Weekly Podcast Consumers | Q1 2026 | Age 15+



UK Incremental Weekly Reach by Podcasts

UK Weekly Podcast Consumers | Q1 2026 | Age 15+



UK Weekly Reach Estimate

UK Weekly Podcast Consumers | Q1 2026 | Age 15+

67th

Biggest Show in

Q4 2023

Reached

75,000

Brits a week



67th

Biggest Show in

Q1 2026

Reached

139,000

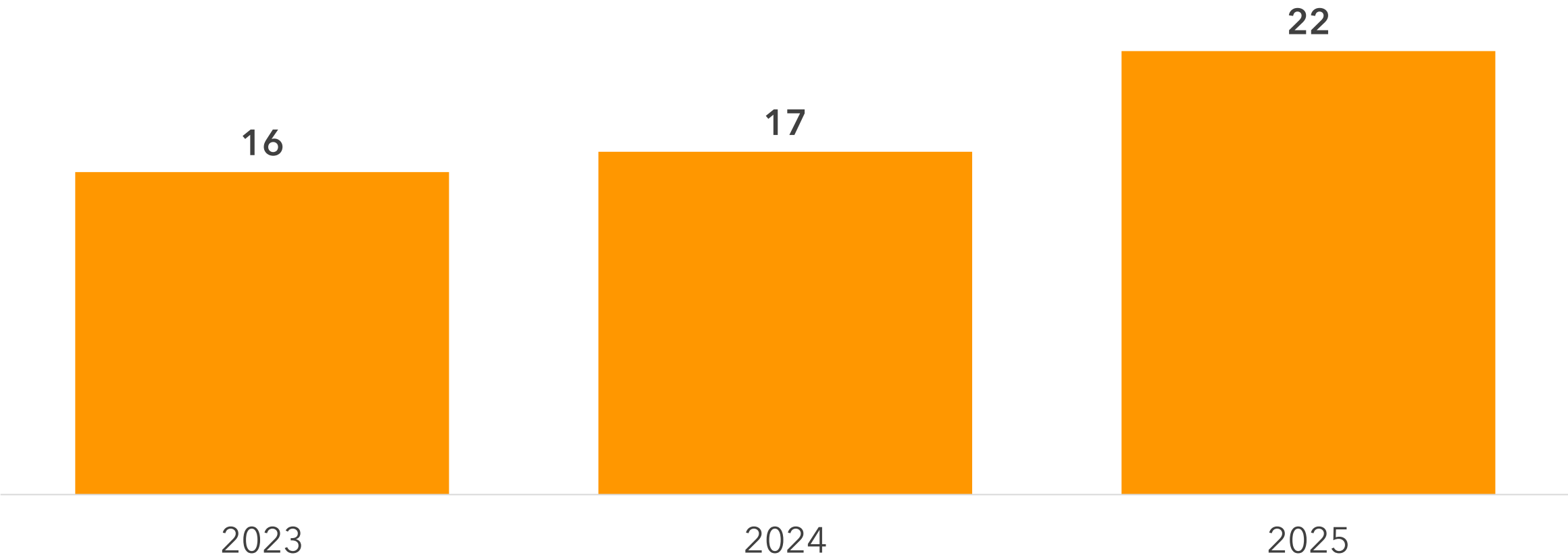
Brits a week



UK Weekly Podcast Consumers

UK Weekly Podcast Consumers | Age 15+

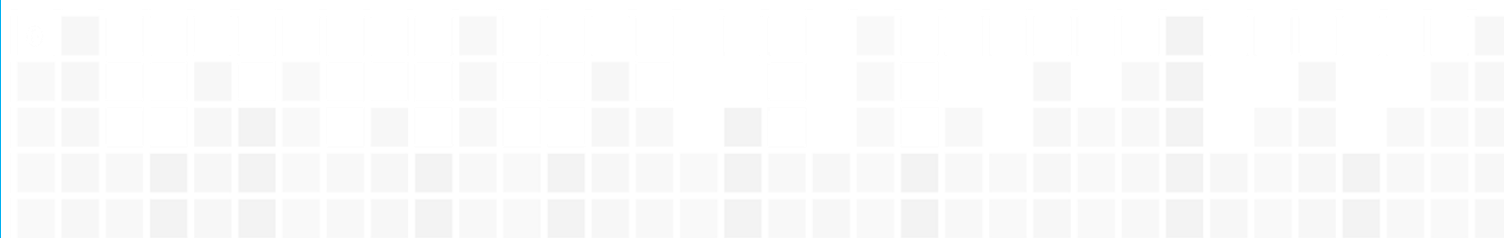
Estimated Total in Millions



Source: Edison Research, UK National Podcast Survey, Age 15+ | The Infinite Dial® UK 2025, May 2025



Video Podcasts



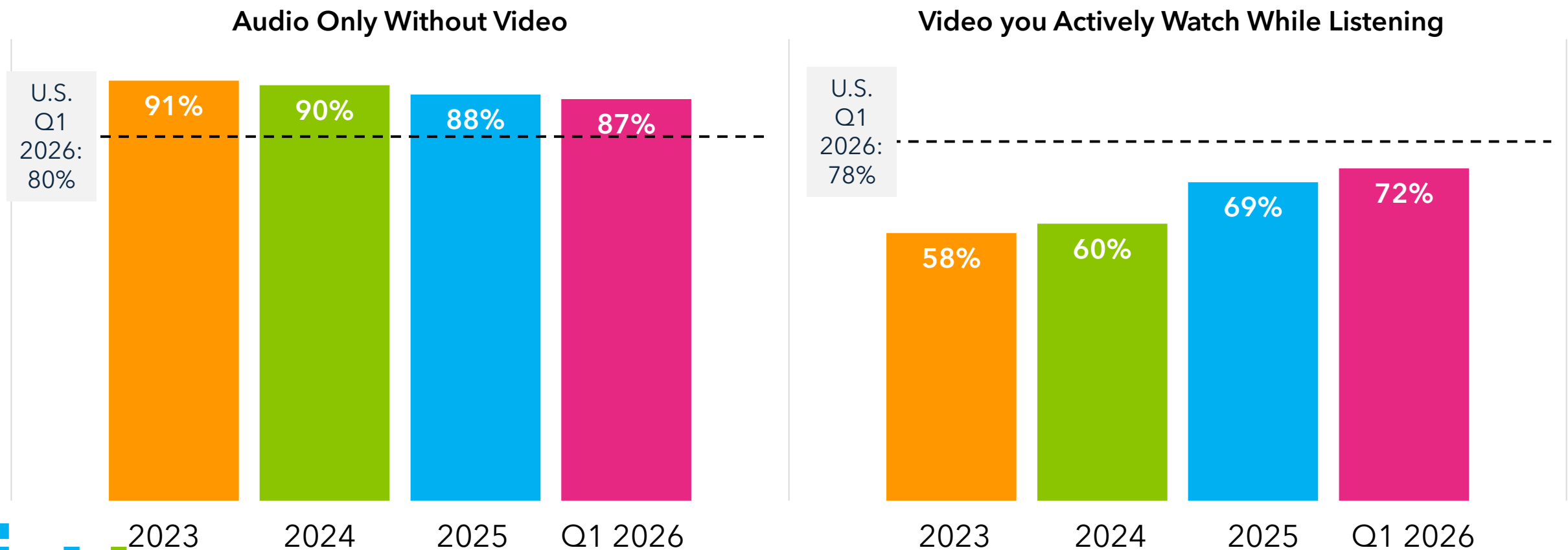
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Audio/Video Podcast Audience

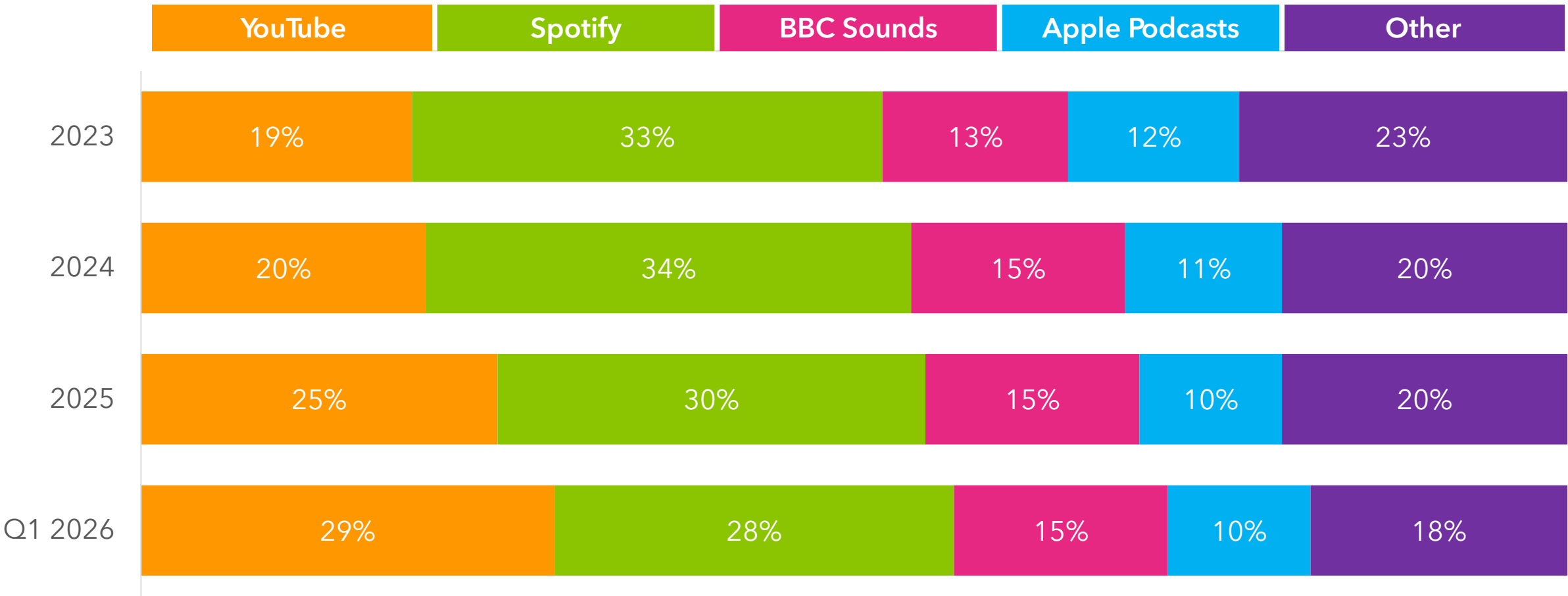
UK Weekly Podcast Consumers | Age 15+

Question: “Do you ever listen or watch podcasts that have...?”



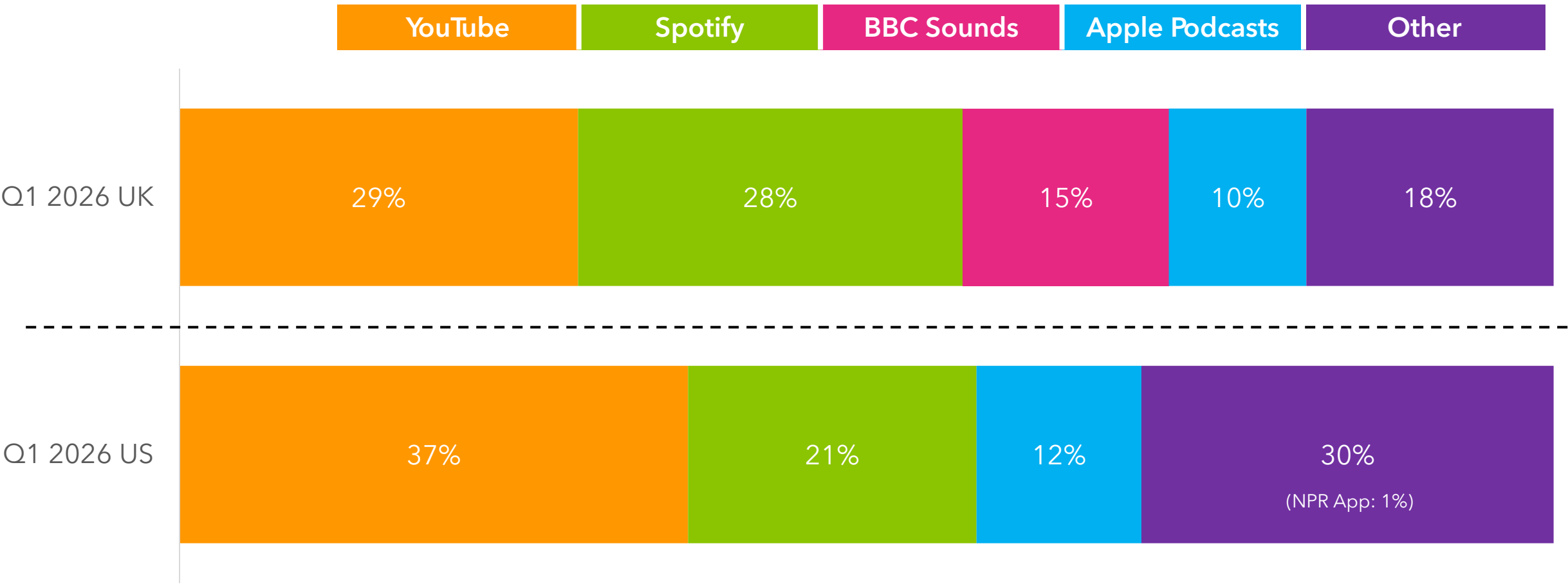
Service Used Most Often to Consume Podcasts

UK Weekly Podcast Consumers | Age 15+



Service Used Most Often to Consume Podcasts

Weekly Podcast Consumers | Age 15+



Service Used Most Often to Consume Podcasts

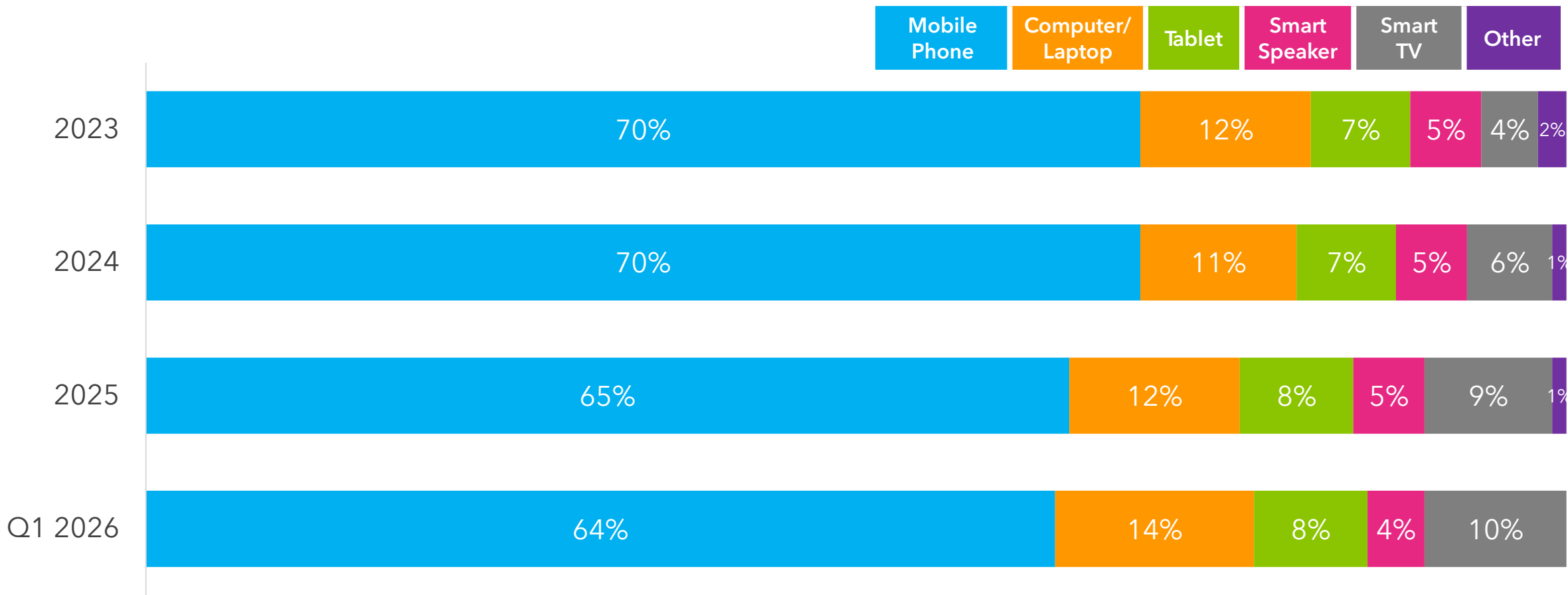
UK Weekly Podcast Consumers | Age 15+

	Demographic Composition	UK Weekly Podcast Consumers	Service Used Most Often for Podcasts		
			YouTube	Spotify	BBC Sounds
Gender	Men	54%	60%	50%	58%
	Women	46%	40%	50%	42%
Age	15-34	36%	45%	52%	2%
	35-54	37%	35%	36%	30%
	55+	27%	20%	12%	68%



Device Used Most Often to Consume Podcasts

UK Weekly Podcast Consumers | Age 15+



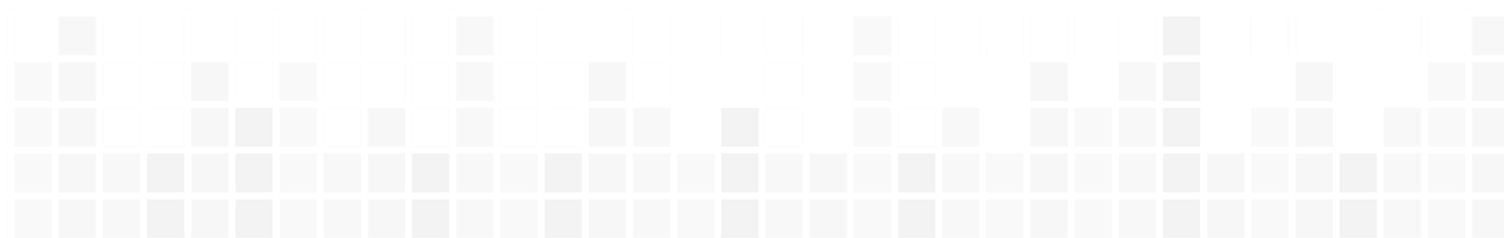
Have you ever
started listening to
the audio-only
version of a podcast
after discovering its
video version?

71%
**U.S. Weekly Podcast
Consumers Say
"Yes"**





Content



The UK Podcast Consumer **2026**

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Top Podcast Topics Consumed in the UK

Source: Edison Podcast Metrics UK Q1 2026
UK. Weekly Podcast Consumers 15+



Top 25 Podcasts in the UK: Q1 2026

Shows with the Largest Weekly Audience

	TITLE	PRODUCER
1	The Joe Rogan Experience	Joe Rogan
2	The Diary Of A CEO with Steven Bartlett	FlightStory
3	The Rest Is Politics	Goalhanger
4	The Rest Is History	Goalhanger
5	Newscast	BBC News
6	The Rest Is Football	Goalhanger
7	The Peter Crouch Podcast	Tall or Nothing
8	The News Agents	Global
9	Americast	BBC News
10	Crime Junkie	Audiochuck
11	The Overlap	The Overlap
12	Call Her Daddy	Alex Cooper
13	Parenting Hell with Rob Beckett and Josh Widdicombe	Keep It Light Media/ Spotify Studios

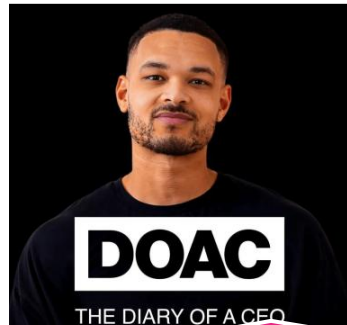
	TITLE	PRODUCER
14	Saving Grace	The Fella Studios
15	Off Menu with Ed Gamble and James Acaster	Plosive
16	Stick to Football	The Overlap
17	The Daily	The New York Times
18	Uncanny	BBC Radio 4
19	Sh**ged Married Annoyed	Chris & Rosie Ramsey
20	The Archers	BBC Radio 4
21	The Rest Is Entertainment	Goalhanger
22	The Therapy Couch	Tall or Nothing
23	Desert Island Discs	BBC Radio 4
24	ZOE Science & Nutrition	ZOE
25	The Mel Robbins Podcast	Mel Robbins



How The Study Was Conducted: Edison Podcast Metrics Q1 2026 Top Podcasts by Reach is based upon 2,000 online interviews with weekly podcast consumers in the United Kingdom, ages 15 and older. Interviews were conducted continuously throughout the second quarter. Rankings are based on listening/watching over the full period. All respondents reported listening or watching to podcasts in the last week. Edison is now part of SSRS.

Top 10 UK-Based* Podcasts in the U.S.

Rank Among U.S. Weekly Podcast Consumers 13+



26



61



99



130



174



181



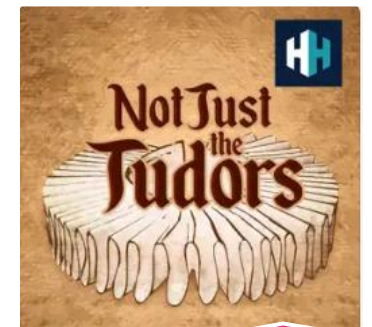
258



284



374



410

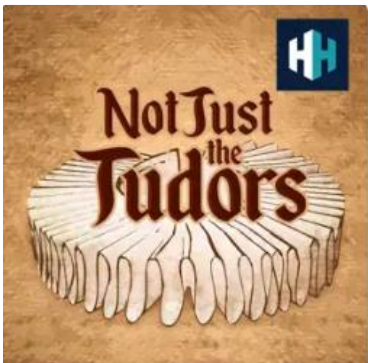
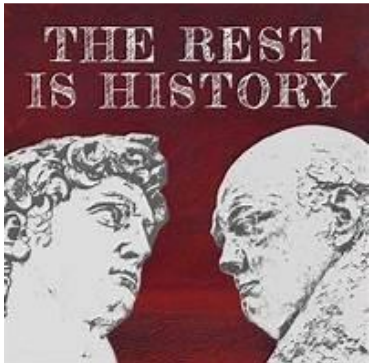
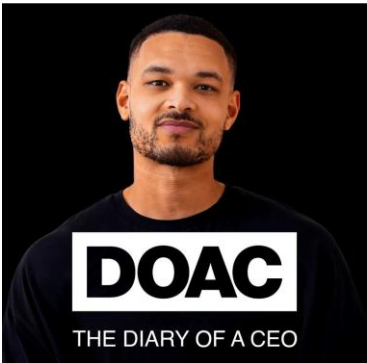
* A UK-based podcast is defined as a podcast hosted by someone from the UK or produced by a UK organization

How The Study Was Conducted: Edison Podcast Metrics Q1 2026 Top Podcasts by Reach is based upon 5,000 online interviews with weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted continuously throughout the second quarter. Rankings are based on listening/watching over the full period. All respondents reported listening or watching to podcasts in the last week. Edison is now part of SSRS.

Top 10 UK-Based* Podcasts in the U.S.

Reach 3.5M Americans Each Week

UK Shows with the Largest U.S. Weekly Audiences | Rank Among U.S. Weekly Podcast Consumers 13+

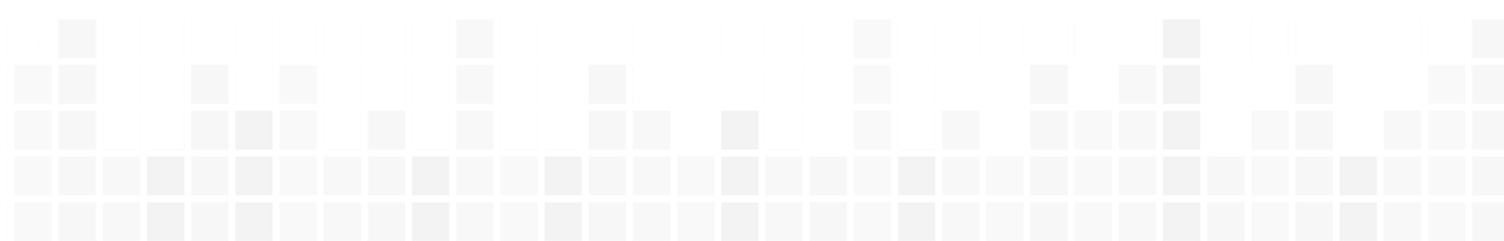


* A UK-based podcast is defined as a podcast hosted by someone from the UK or produced by a UK organization

How The Study Was Conducted: Edison Podcast Metrics Q1 2026 Top Podcasts by Reach is based upon 5,000 online interviews with weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted continuously throughout the second quarter. Rankings are based on listening/watching over the full period. All respondents reported listening or watching to podcasts in the last week. Edison is now part of SSRS.



AI in Podcasting

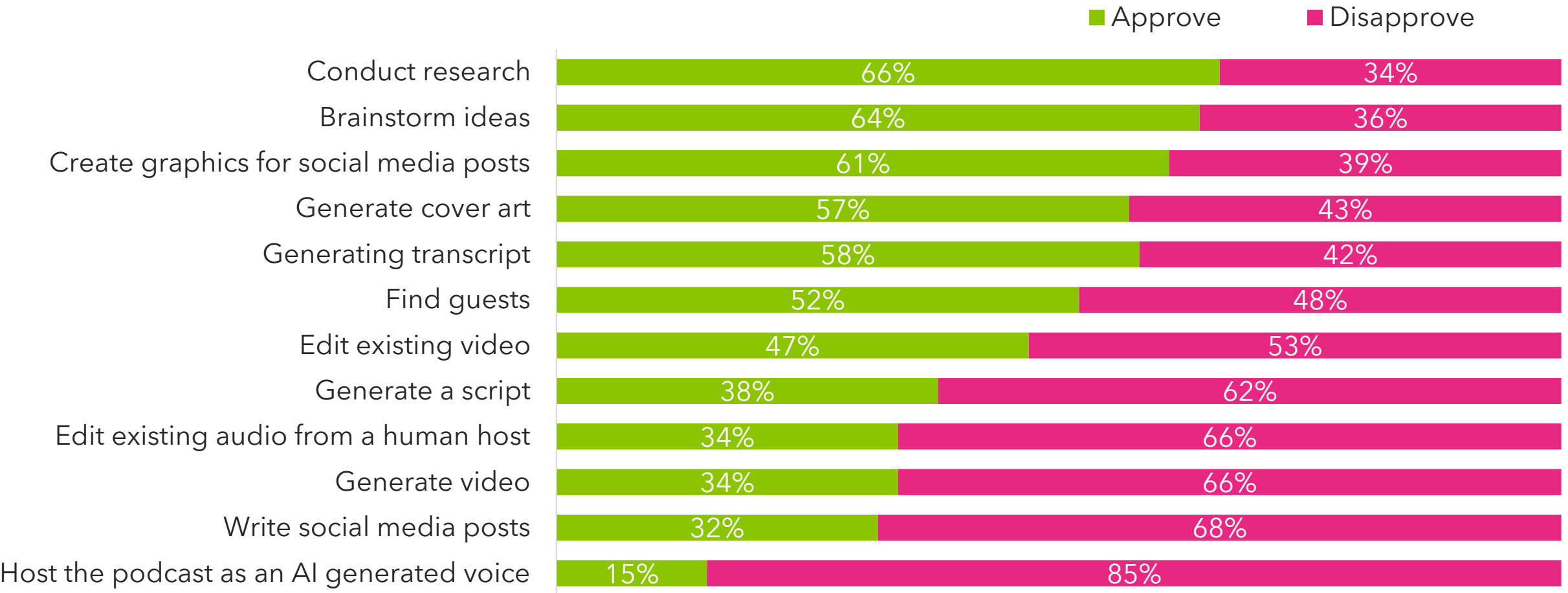


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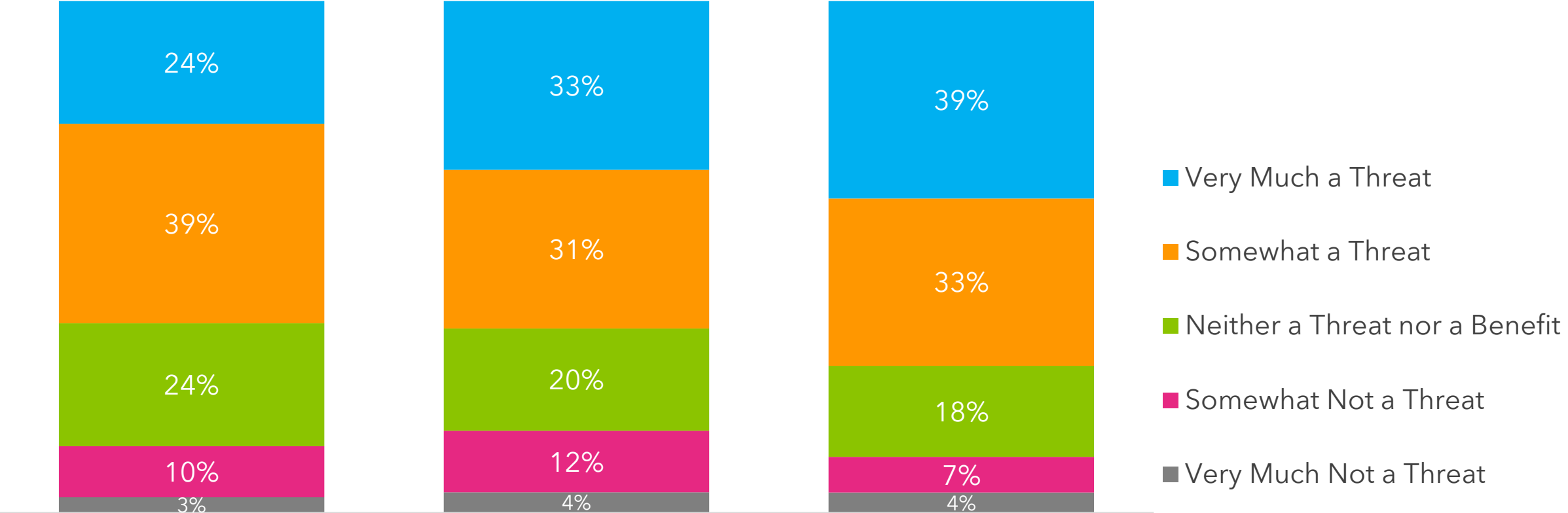
Do you approve or disapprove of podcasts using generative AI to complete the following steps of the podcast creation process?

UK Weekly Podcast Consumers | Age 15+ | Q1 2026



How much of a threat, if at all, do you think AI is to the...?

UK Weekly Podcast Consumers | Age 15+ | Q1 2026



Quality of Podcasts

Creativity of Podcasts

Credibility of Podcasts

The UK Podcast Consumer



Audience
Distribution



Video
Podcasts



Content



AI in
Podcasting





The UK Podcast Consumer 2026

