



Podcast bingers

Analysing British podcast bingers, and the brands winning them over.



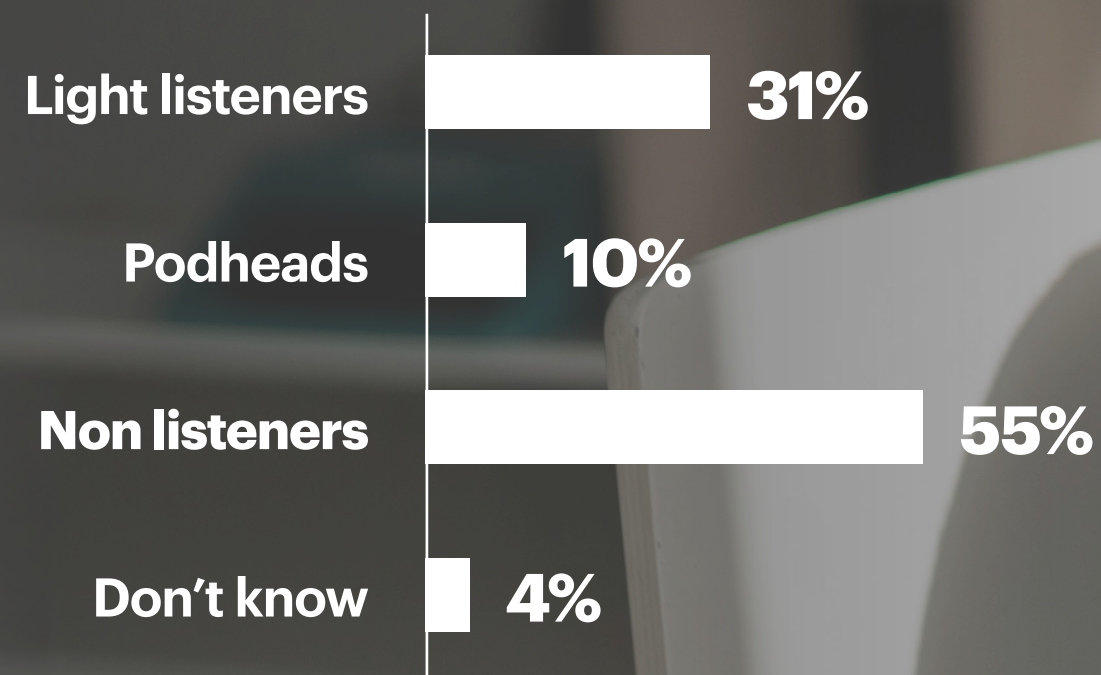
Introduction

Podcast consumption has surged in the past three years, helped by a proliferation of content and major investments from media and tech companies. Even as the podcast ears race begins to cool, listenership continues to grow, both in number of listeners and time spent listening. So, who are these “Podheads,” and how can brands best engage with them? Drawing on YouGov Profiles data, this report

uncovers their demographics, listening habits, and attitudes about advertising.

In the final section of the report, we’ll highlight the brands that are winning over the growing audience of Podheads across Health & Beauty, Beer, Alcoholic Beverages, Snack Food, Finance, Fashion, Retail and more.

Number of Brits listening to podcasts for more than 6 hours a week has grown from 5% in 2019 to 10% in 2023



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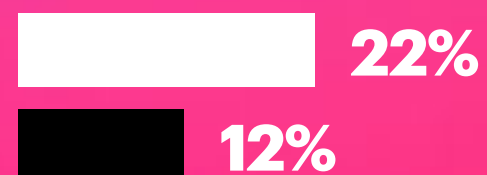
Young man, are you listening to me?

Frequent podcast listeners tend to be younger and male

Podheads Nat Rep



Live in London



Are working full-time



Are parent of under 16 years old in full time education



Have attained University or CNAAC first degree



Demographics

Gender

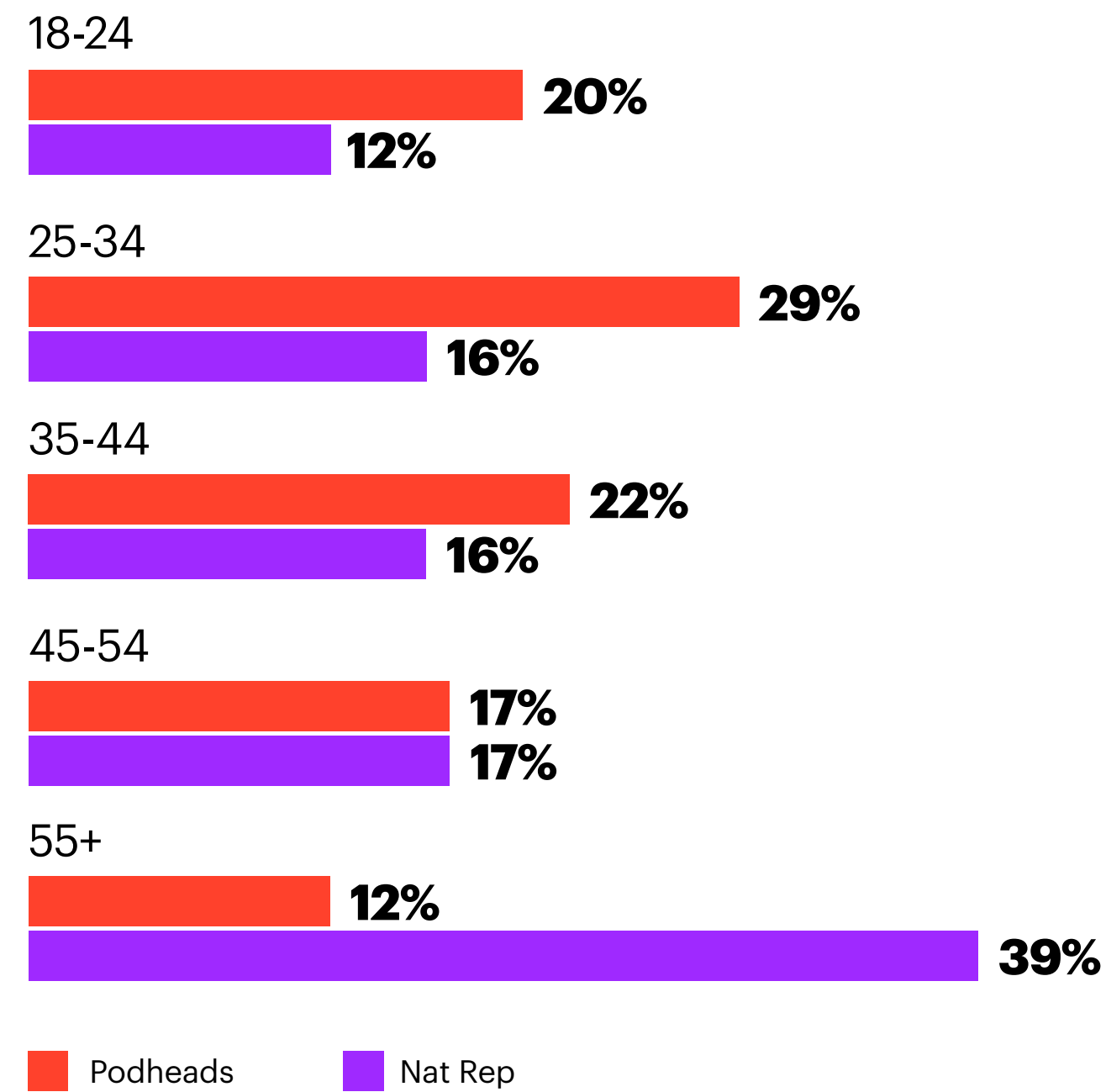


Men
vs. 49% Nat Rep



Woman
vs. 51% Nat Rep

Age



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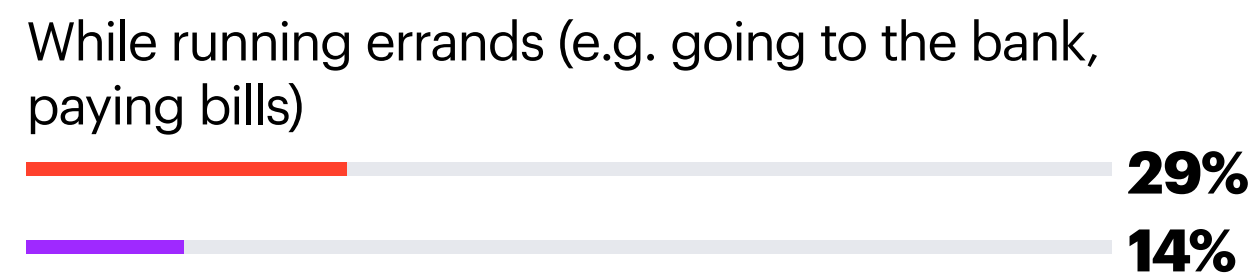
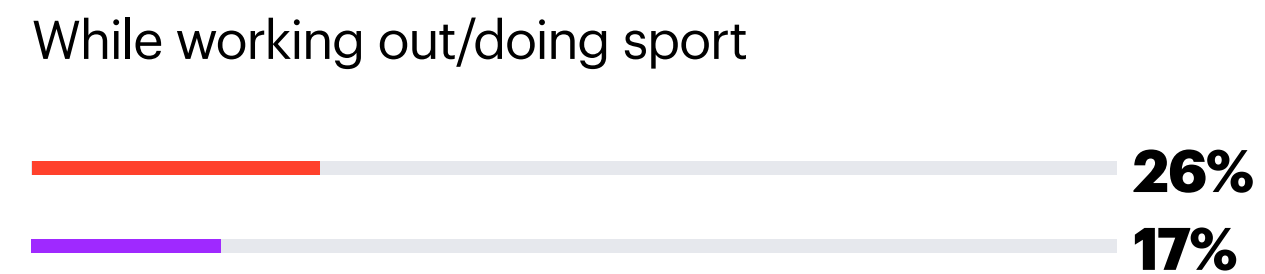
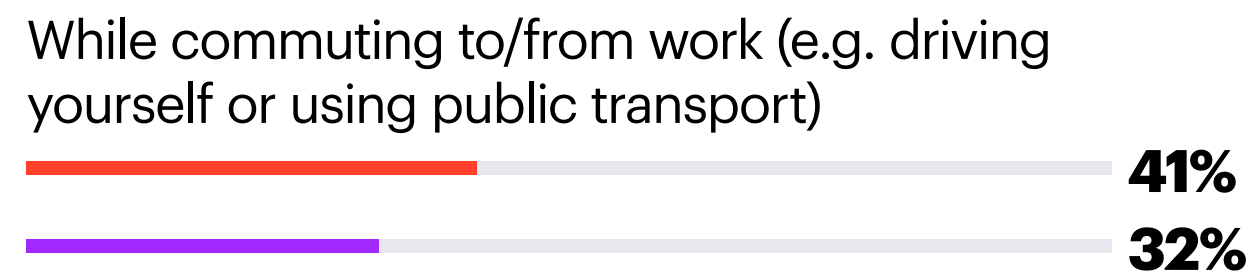
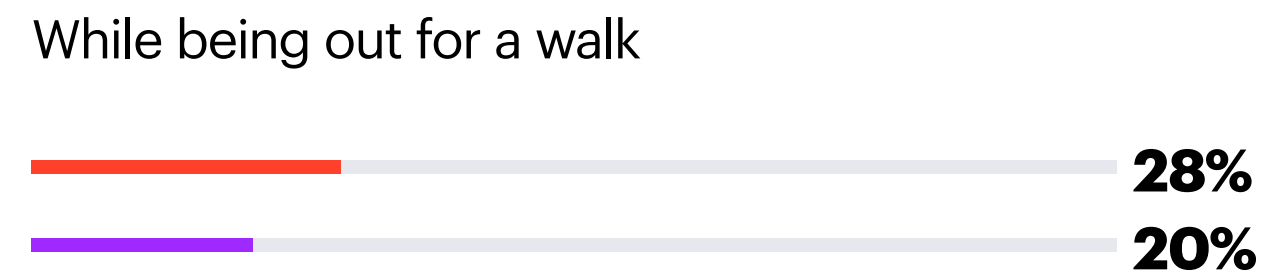
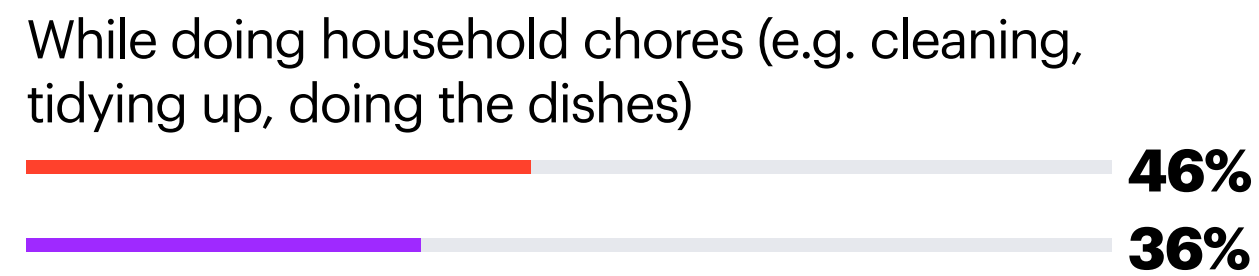
How does podcast listening behaviour of Podheads differ from general podcast listeners?

Podheads listen throughout the day, including while shopping

Activities whilst listening to podcasts

In which, if any, of the following situations do you listen to podcasts?

Podheads Podcast listeners



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Podheads listen to educate themselves

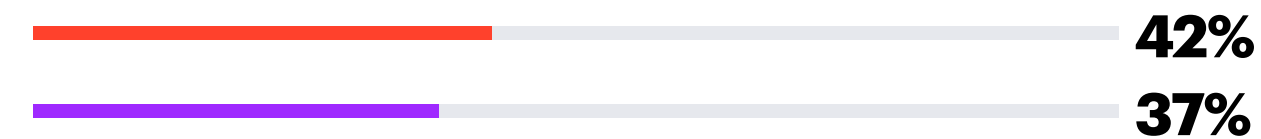
Reasons for listening to podcasts

Which, if any, of the following reasons describe why you listen to podcasts?

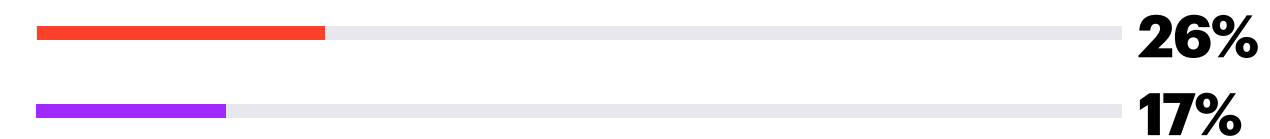
Podheads

Podcast listeners

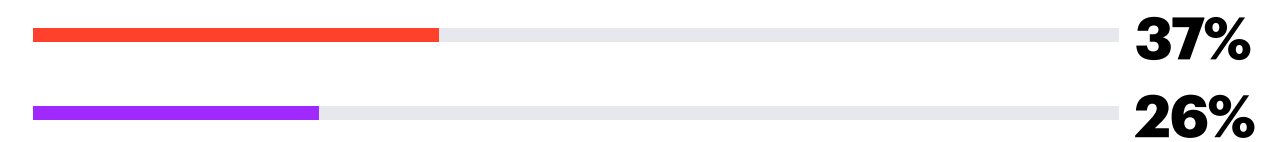
To educate myself/learn something new



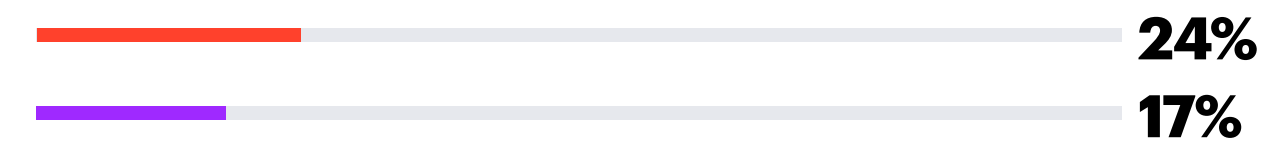
To grow personally or professionally



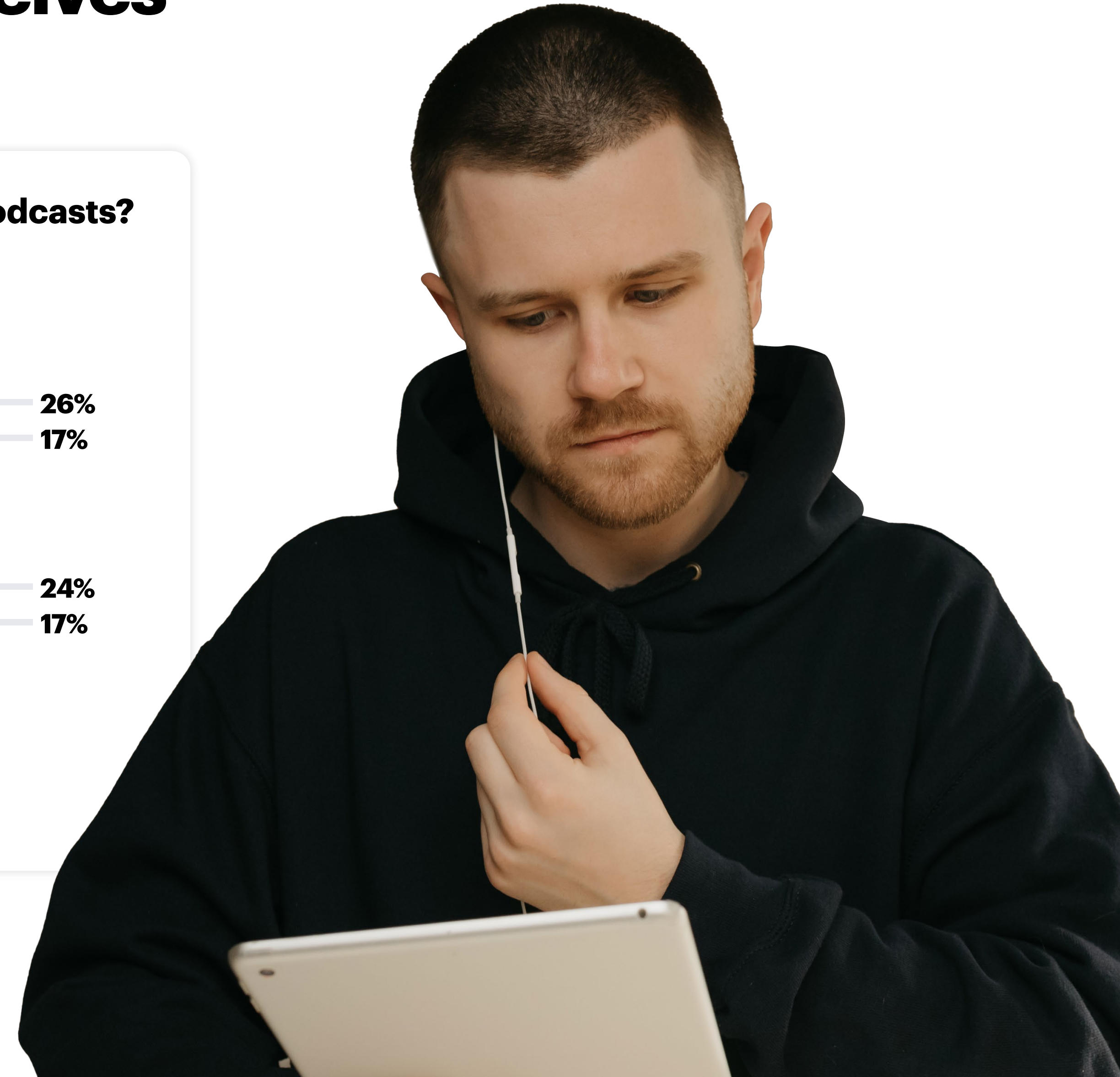
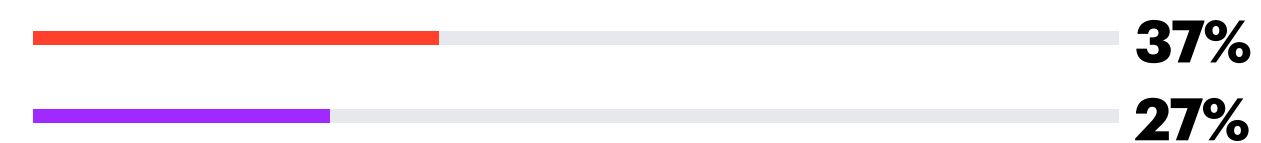
To distract myself



To get inspired

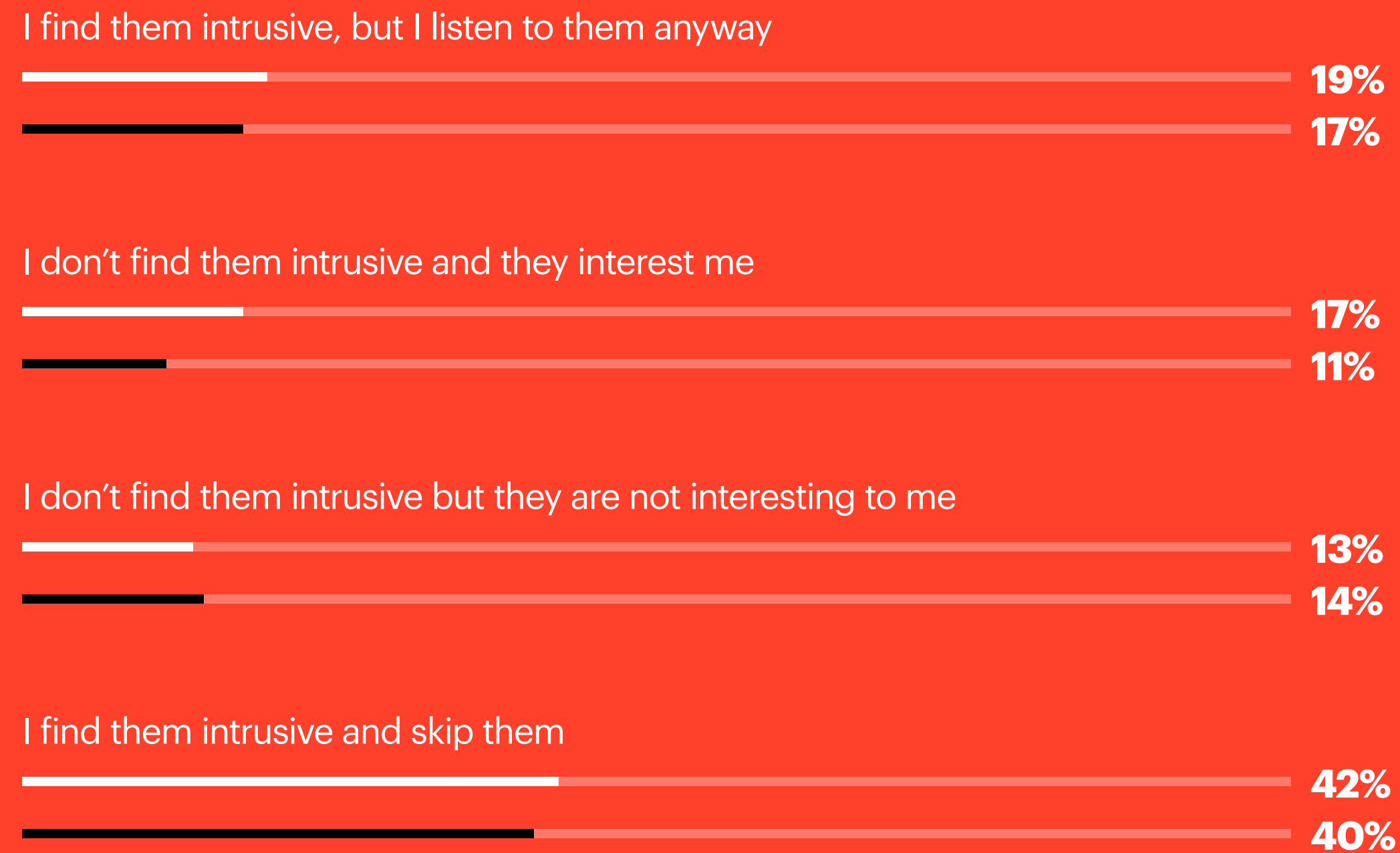


To keep myself informed about current affairs



49% of podcast bingers listen to the ads

Podheads Podcast listeners



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Class is now in session

Podheads have shown keen interest in listening to educational podcasts in the last 2 years

Which, if any, of the following genres of podcasts do you regularly listen to?

| Podcast Genre | Podheads 2023 | Podheads 2021 | Difference |
|--------------------------|---------------|---------------|------------|
| Educational | 23% | 9% | 13% |
| Music | 25% | 13% | 11% |
| Comedy | 36% | 30% | 6% |
| True crime | 20% | 14% | 6% |
| Documentary | 21% | 15% | 6% |
| Food & drinks | 18% | 12% | 6% |
| History | 18% | 13% | 5% |
| Sports | 24% | 20% | 5% |
| TV & movies | 20% | 16% | 5% |
| Science | 22% | 18% | 4% |



What do they think about video streaming?

■ Podheads ■ Podcast listeners

Spend more than 6 hours a week watching TV via video on demand streaming service/ platforms (e.g. Netflix, Prime Video, etc)



Say video and music streaming services should offer more group subscriptions



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53% of podcast bingers watched UGC on YouTube

Consumed UGC showcasing the reviews

28%

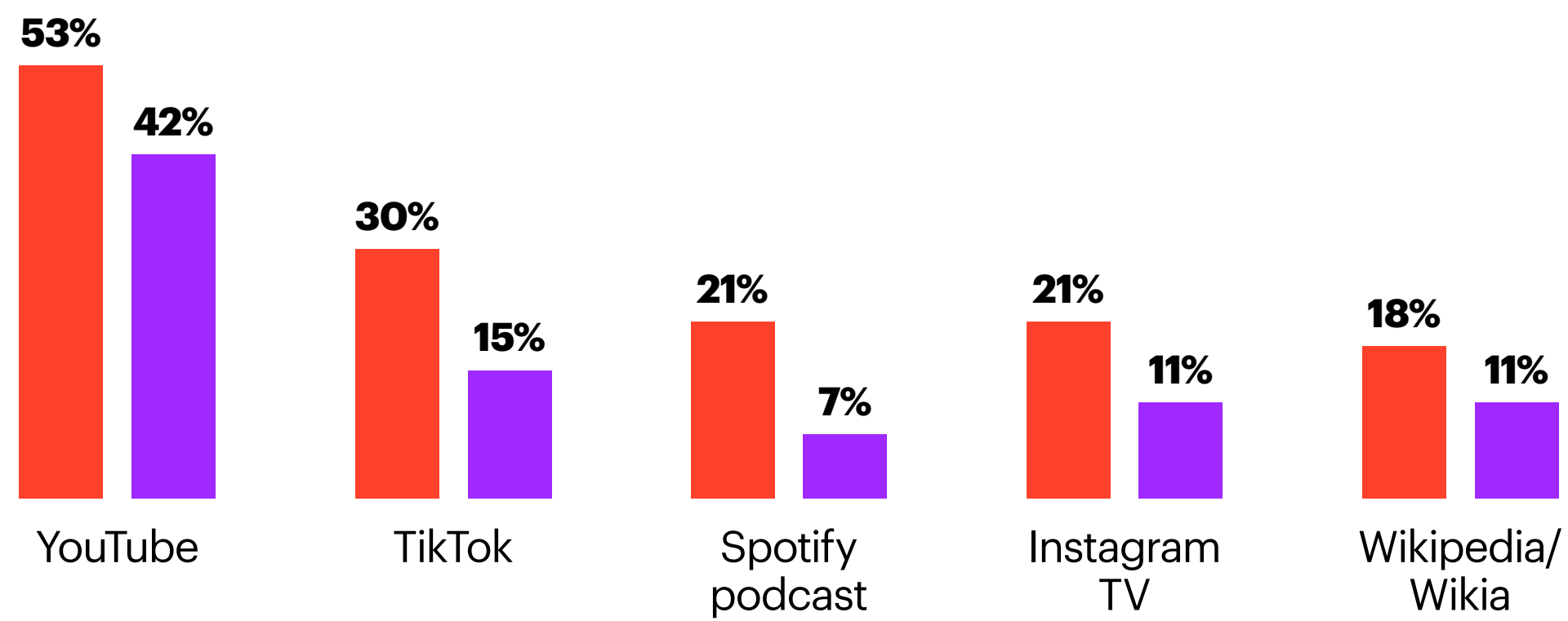
Visited the social media profile of a UGC creator after watching their content

40%

Which, if any, of the following platforms do you consume user-generated content (UGC) on?

Podheads

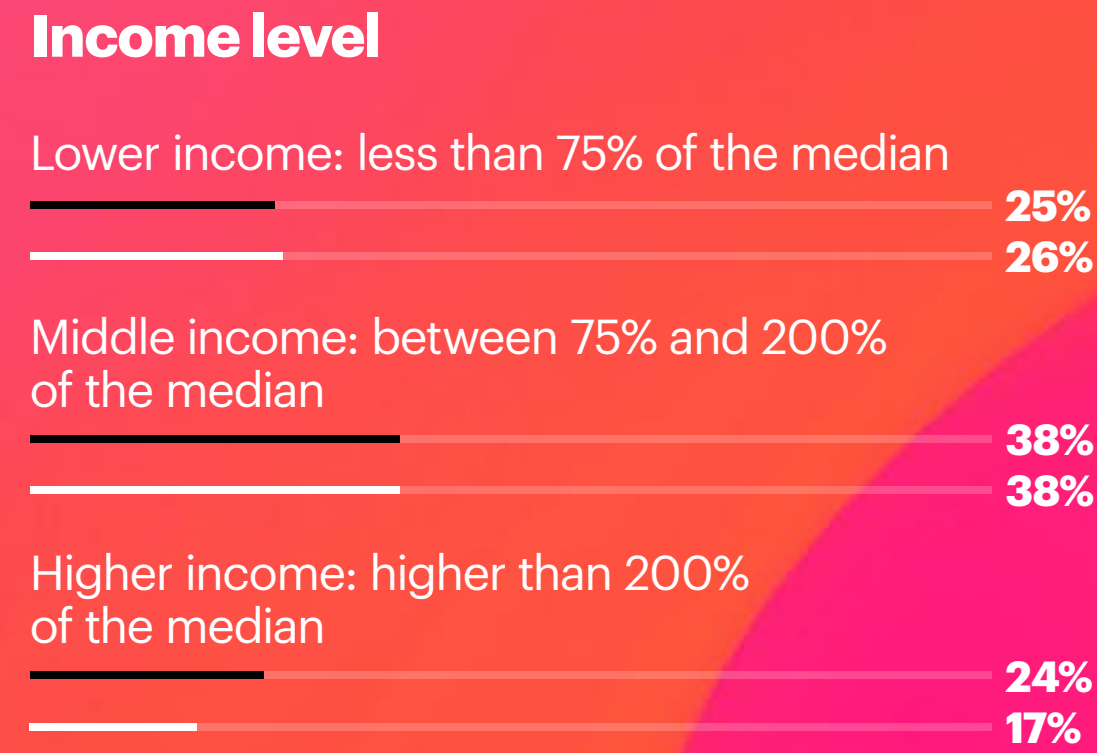
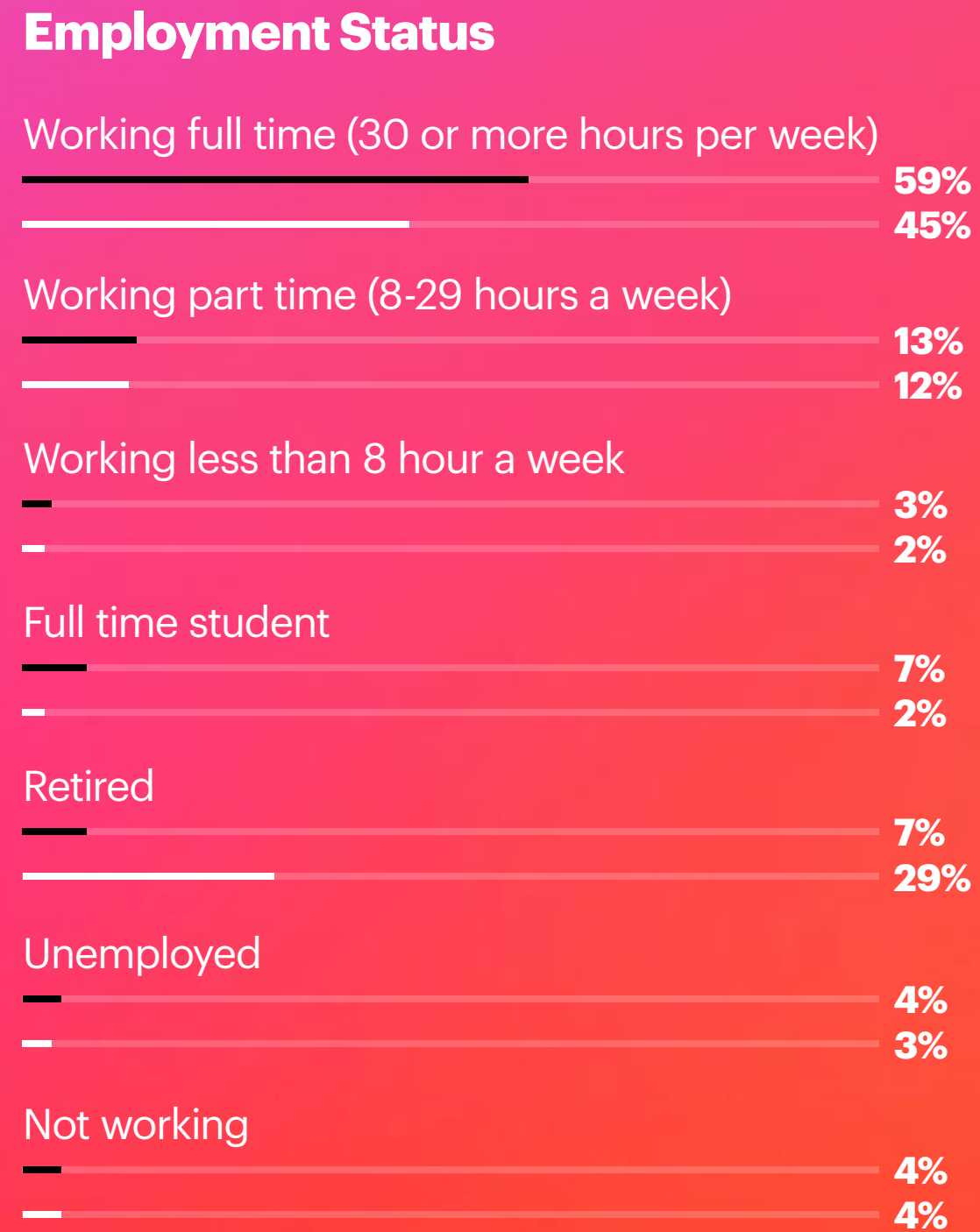
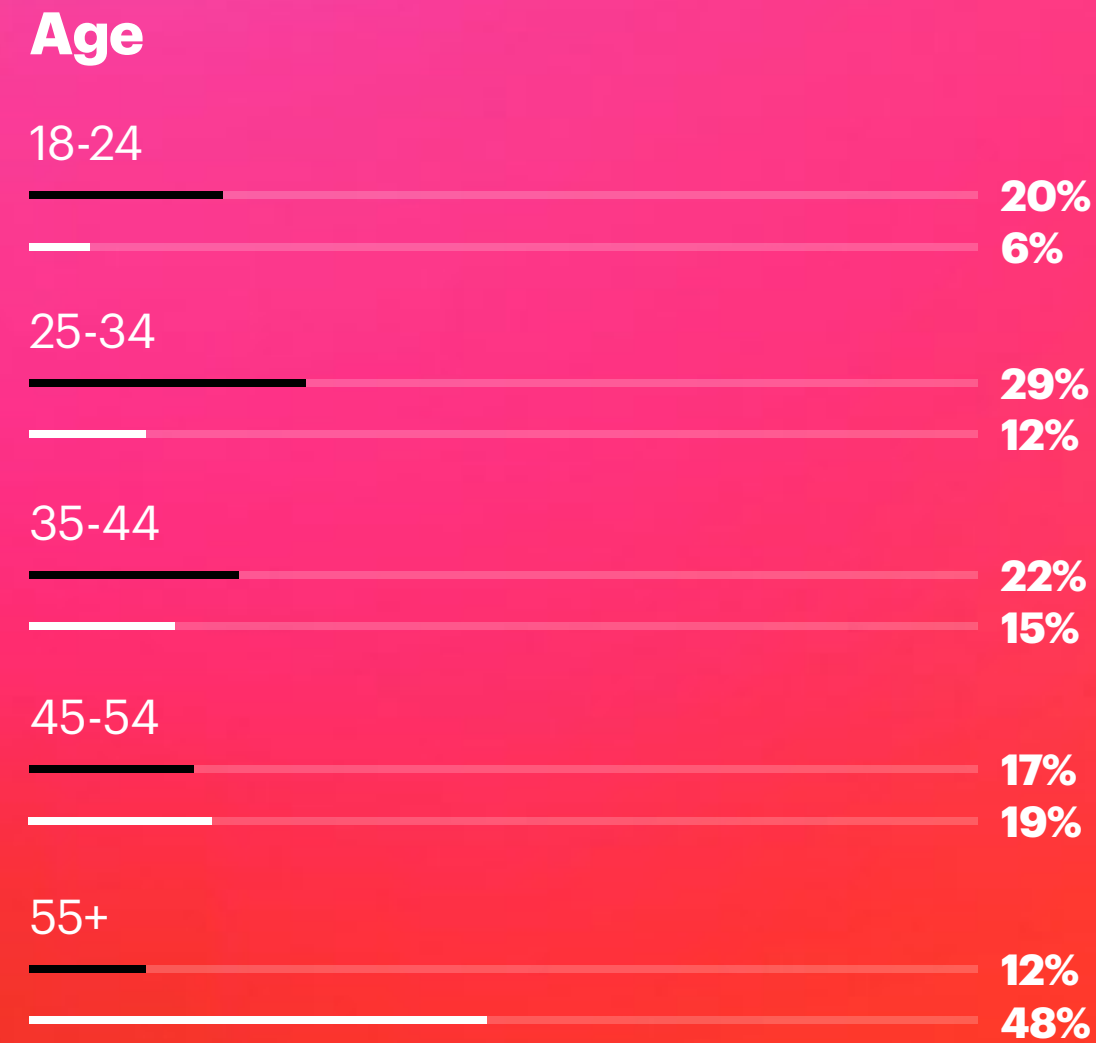
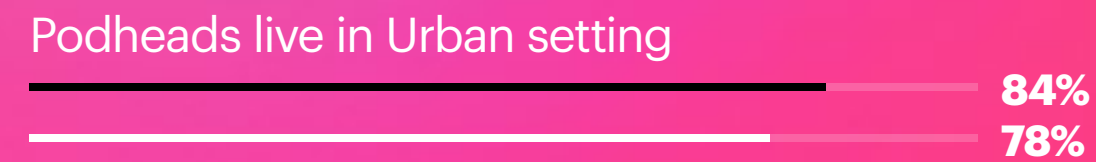
Podcast listeners



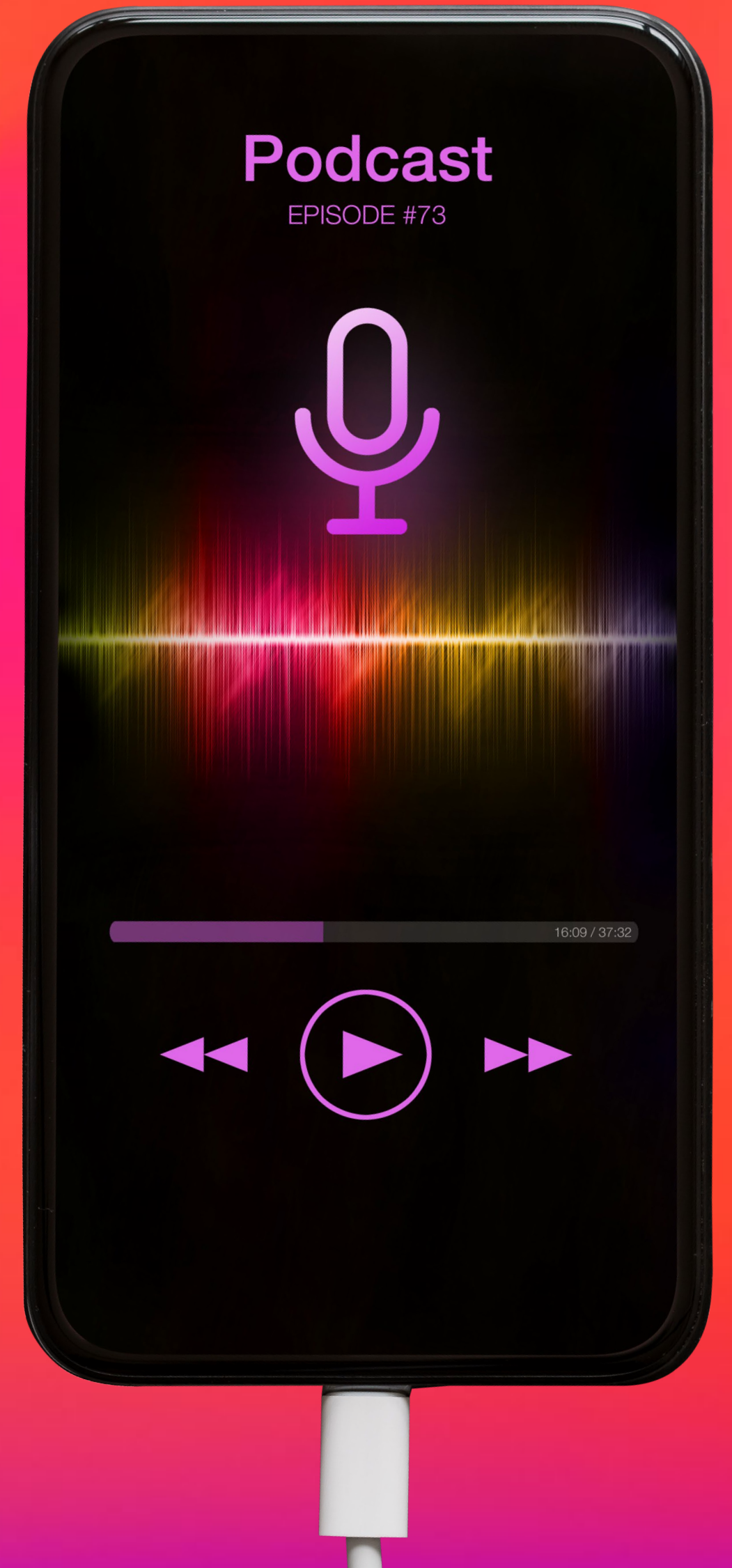
How do Podheads compare to radio listeners?

Podheads are more likely to be contrasting on age groups with **Radio bingers**, latter forming the older age group.

Podheads Radio listeners



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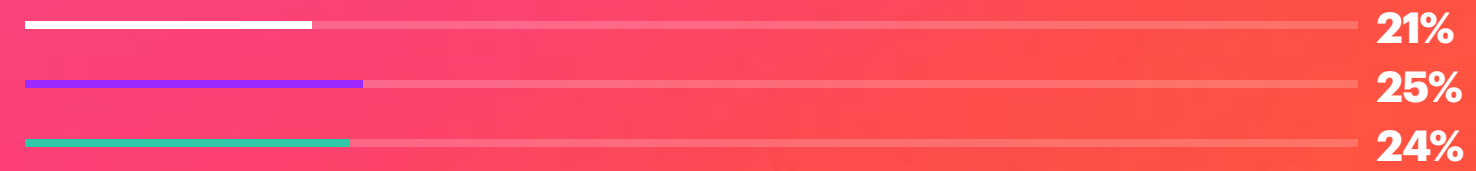
How do Podheads compare to radio listeners?

Podheads Radio bingers Nat Rep

North



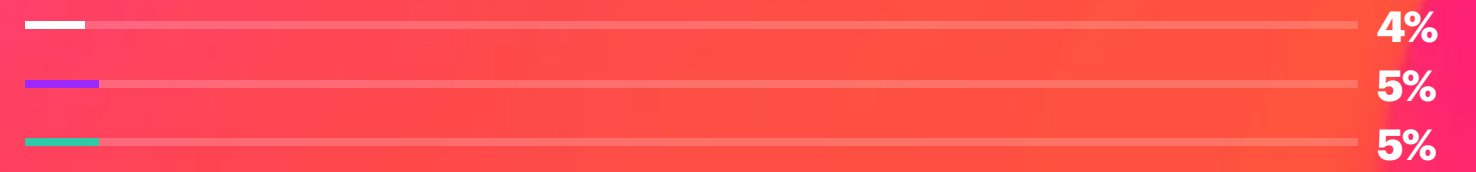
South



Midlands



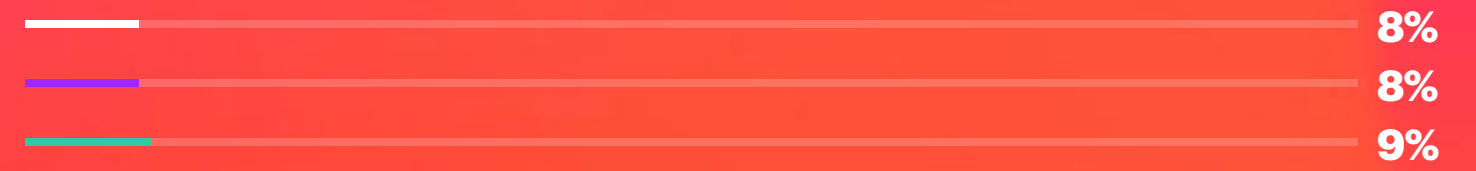
Wales



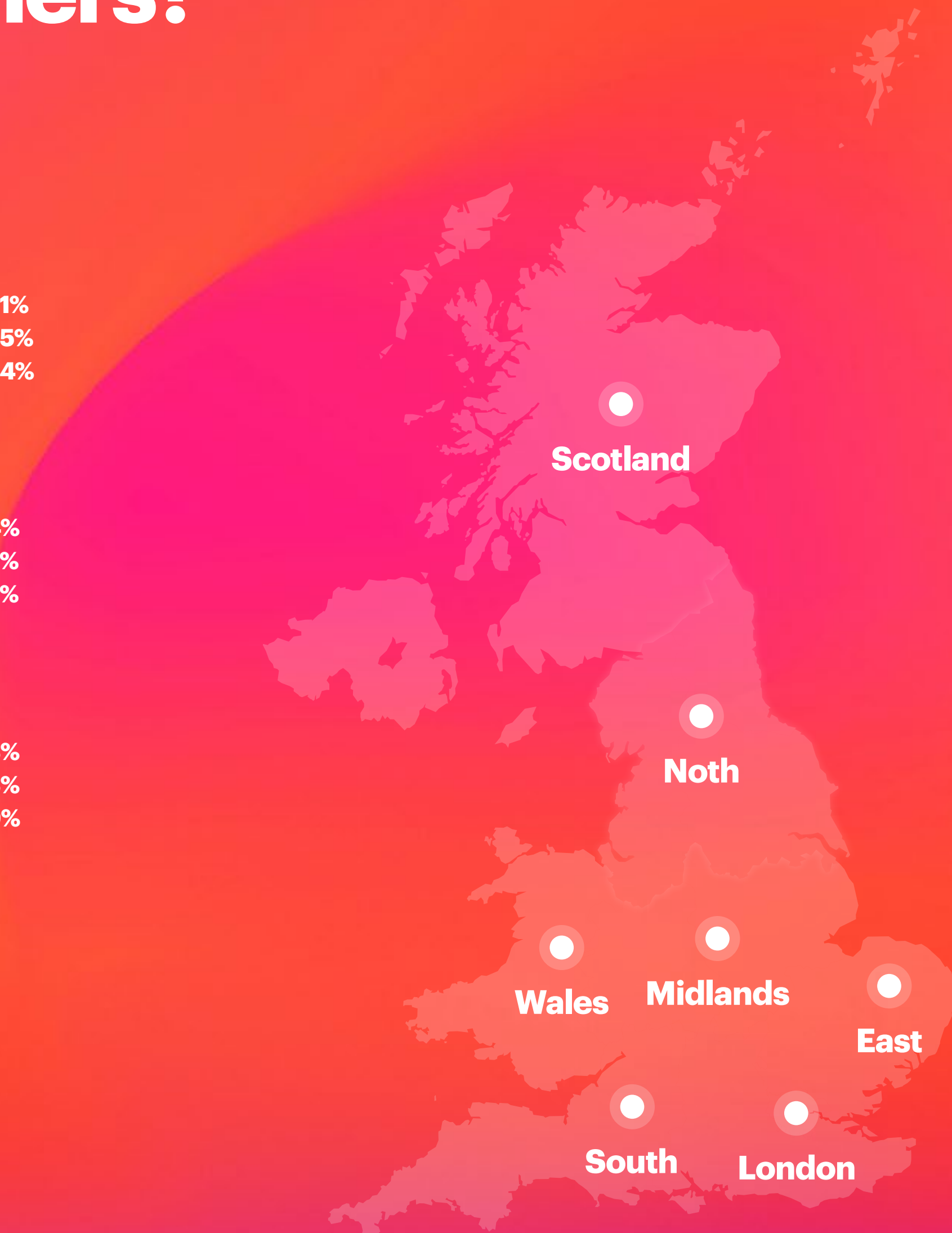
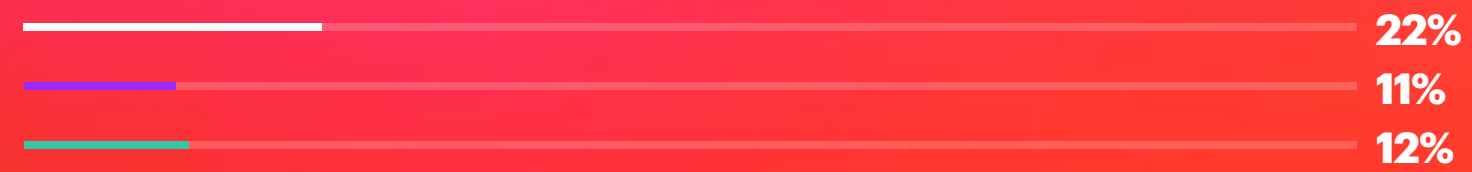
East



Scotland



London



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Over-indexing with Podheads

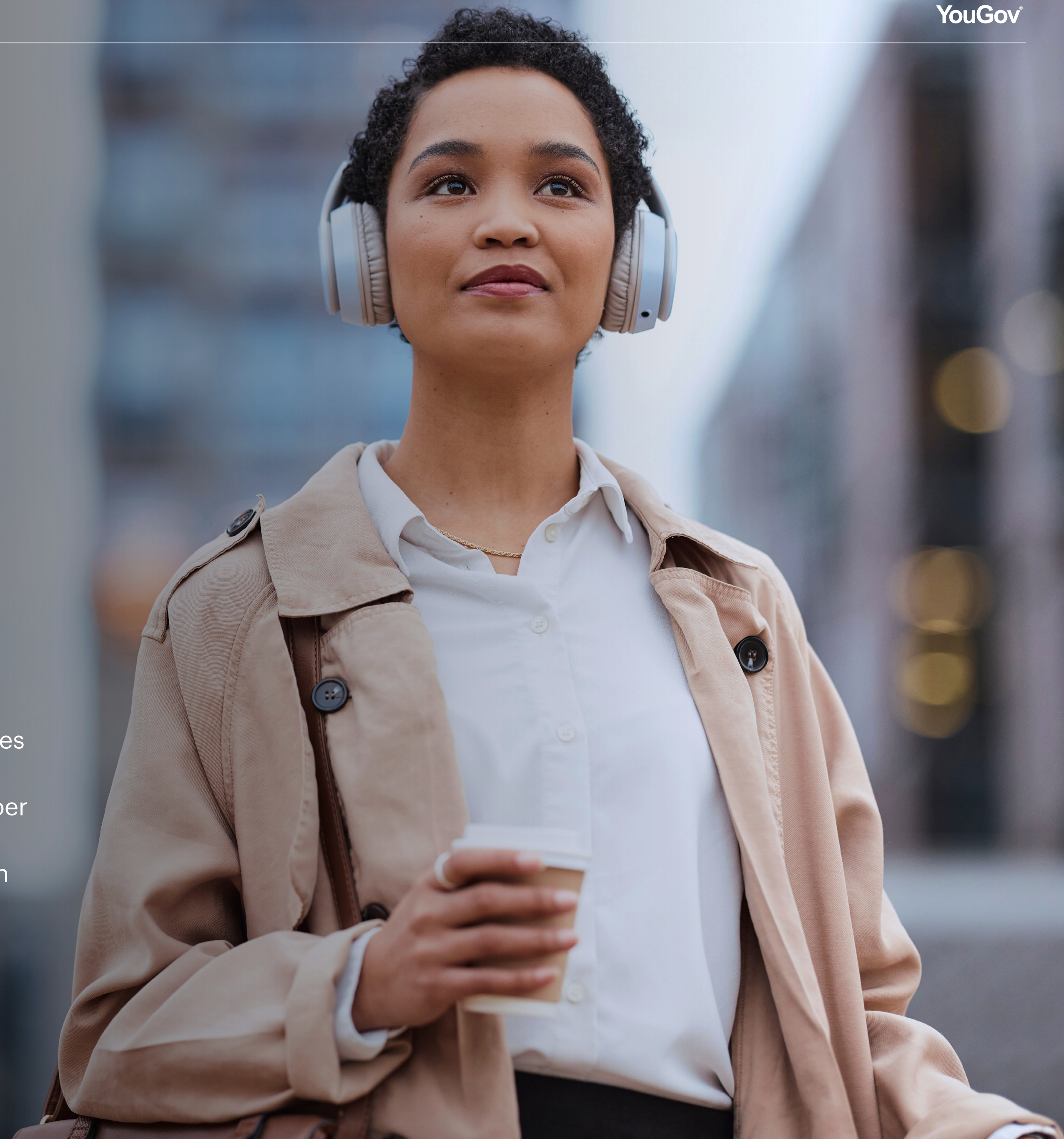
Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration from Podheads to nationally representative respondents (Nat Rep). The brands in this section are ranked by the difference in consideration between the two groups.

The brands in this section are ranked by the difference in consideration between the two groups.

For instance, **27%** of Podheads would consider purchasing from Gillette, but only **22.9%** of Brits feel the same. This 4.1 percentage-point difference places Gillette higher in our ranking than Nivea, despite the latter having an overall higher consideration among Podheads (**32.6%**). Consideration scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

This data in this analysis comes from connecting YouGov BrandIndex and YouGov Profile. Brands must have been tracked for 365 days to qualify for the ranking, which measures consideration sentiment between November 1st, 2022, to October 31st, 2023.

Brand improvers are identified by comparing Podheads consideration scores from November 2022 to October 2023 against their consideration from November 2021 to October 2022. The minimum sample size in this study was 250, though most brands had significantly higher numbers of YouGov panellists respond.



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Most considered

Health & Beauty

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|-------------------|----------|---------|------------|
| 1 | Gillette | 27.0 | 22.9 | 4.1 |
| 2 | Vaseline | 26.4 | 23.1 | 3.3 |
| 3 | Wilkinson Sword | 14.3 | 12.0 | 2.4 |
| 4 | Simple | 23.7 | 21.3 | 2.3 |
| 5 | Nivea | 32.6 | 30.6 | 2.0 |
| 6 | Harry's | 5.6 | 4.0 | 1.6 |
| 7 | Dentyl | 4.6 | 3.0 | 1.6 |
| 8 | Sanex | 16.9 | 15.5 | 1.4 |
| 9 | Sensodyne | 24.9 | 23.6 | 1.3 |
| 10 | Johnson & Johnson | 17.2 | 16.0 | 1.2 |

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Most considered

Beer

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|--------------------|----------|---------|------------|
| 1 | Beavertown | 15.0 | 6.7 | 8.3 |
| 2 | Camden Hells Lager | 14.2 | 6.9 | 7.3 |
| 3 | Brewdog | 19.6 | 12.7 | 6.8 |
| 4 | Birra Moretti | 23.3 | 18.3 | 5.1 |
| 5 | Asahi Super Dry | 11.7 | 7.0 | 4.7 |
| 6 | Heineken | 15.8 | 11.4 | 4.3 |
| 7 | Guinness | 22.3 | 18.3 | 4.0 |
| 8 | Amstel | 12.2 | 8.5 | 3.7 |
| 9 | Innis & Gunn | 7.0 | 3.6 | 3.4 |
| 10 | Estrella Damm | 12.4 | 9.3 | 3.1 |

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Most considered

Alcoholic Beverages

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|----------------------|----------|---------|------------|
| 1 | Aperol | 10.6 | 5.9 | 4.7 |
| 2 | Absolut | 10.2 | 7.4 | 2.8 |
| 3 | Jack Daniel's | 13.0 | 10.7 | 2.3 |
| 4 | Jura | 6.6 | 4.7 | 1.9 |
| 5 | Pimm's | 10.3 | 8.8 | 1.6 |
| 6 | Jägermeister | 4.9 | 3.5 | 1.4 |
| 7 | Campari | 3.9 | 2.6 | 1.3 |
| 8 | Gordon's | 16.5 | 15.5 | 1.0 |
| 9 | Hooch | 3.0 | 2.1 | 1.0 |
| 10 | Casillero del Diablo | 9.3 | 8.4 | 0.9 |

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Most considered

Snack Food

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|---------------|----------|---------|------------|
| 1 | Ben & Jerry's | 28.1 | 18.3 | 9.8 |
| 2 | Kettle Chips | 32.8 | 25.8 | 7.0 |
| 3 | Tyrrells | 26.3 | 19.8 | 6.6 |
| 4 | Doritos | 32.0 | 26.4 | 5.6 |
| 5 | Krispy Kreme | 16.0 | 10.7 | 5.3 |
| 6 | Lotus Biscoff | 22.3 | 17.5 | 4.8 |
| 7 | Twiglets | 14.2 | 10.2 | 4.0 |
| 8 | Hula Hoops | 27.9 | 24.2 | 3.7 |
| 9 | McCoy's | 24.7 | 21.3 | 3.4 |
| 10 | Snack a Jacks | 13.5 | 10.2 | 3.3 |

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Most considered

Finance: Credit Cards and Payment Systems

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|------------------|----------|---------|------------|
| 1 | American Express | 16.5 | 10.6 | 5.9 |
| 2 | Visa | 33.9 | 28.2 | 5.7 |
| 3 | Mastercard | 30.9 | 25.3 | 5.6 |
| 4 | PayPal | 24.8 | 19.3 | 5.4 |
| 5 | Barclaycard | 19.0 | 15.2 | 3.8 |
| 6 | Wise | 4.2 | 1.6 | 2.6 |
| 7 | Western Union | 3.9 | 1.9 | 2.0 |
| 8 | MoneyGram | 2.8 | 0.8 | 1.9 |
| 9 | Capital One | 7.0 | 5.4 | 1.7 |
| 10 | Zopa | 3.5 | 2.2 | 1.3 |

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Most considered

High Street Retail, High Street Fashion, Sports

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|-------------|----------|---------|------------|
| 1 | Waterstones | 43.8 | 34.1 | 9.7 |
| 2 | John Lewis | 48.6 | 39.0 | 9.6 |
| 3 | Levi's | 21.4 | 14.5 | 6.9 |
| 4 | adidas | 42.6 | 35.9 | 6.7 |
| 5 | New Balance | 23.9 | 17.3 | 6.5 |
| 6 | Nike | 44.2 | 38.5 | 5.6 |
| 7 | ASOS | 21.5 | 16.2 | 5.3 |
| 8 | H&M | 31.0 | 25.8 | 5.3 |
| 9 | Asics | 15.7 | 10.5 | 5.2 |
| 10 | Puma | 17.9 | 13.7 | 4.2 |

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Most considered

Casual Dining, QSR, Coffee Shops and Delivery Services

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|---------------|----------|---------|------------|
| 1 | Wagamama | 31.1 | 22.6 | 8.4 |
| 2 | Five Guys | 24.0 | 15.9 | 8.1 |
| 3 | Pret A Manger | 23.8 | 18.0 | 5.8 |
| 4 | Nando's | 31.3 | 25.5 | 5.8 |
| 5 | Deliveroo | 16.4 | 10.7 | 5.7 |
| 6 | Leon | 13.2 | 7.8 | 5.4 |
| 7 | Pizza Express | 27.8 | 22.4 | 5.4 |
| 8 | Taco Bell | 11.4 | 6.1 | 5.3 |
| 9 | Franco Manca | 11.3 | 6.2 | 5.1 |
| 10 | Uber Eats | 15.6 | 10.5 | 5.1 |

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Most considered

General Retail, Supermarkets

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|-----------------|----------|---------|------------|
| 1 | IKEA | 56.4 | 51.2 | 7.4 |
| 2 | Habitat | 21.9 | 19.0 | 5.4 |
| 3 | The LEGO Store | 17.8 | 13.8 | 5.3 |
| 4 | Sainsbury's | 46.6 | 43.2 | 4.6 |
| 5 | Marks & Spencer | 32.5 | 30.9 | 4.5 |
| 6 | Game | 15.5 | 11.0 | 4.1 |
| 7 | Waitrose | 23.6 | 19.5 | 3.9 |
| 8 | Evans Cycles | 9.4 | 5.6 | 3.6 |
| 9 | Halfords | 32.1 | 30.2 | 3.2 |
| 10 | Tesco Express | 21.5 | 18.3 | 3.2 |

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Most considered

Domestic Appliances, Consumer Electricals, Home Office and Computing

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|---------------|----------|---------|------------|
| 1 | Siemens | 30.8 | 22.0 | 8.7 |
| 2 | LG | 41.7 | 34.1 | 7.5 |
| 3 | Nintendo | 20.3 | 13.7 | 6.6 |
| 4 | Apple Mac | 23.1 | 16.6 | 6.5 |
| 5 | Miele | 29.9 | 23.5 | 6.4 |
| 6 | Russell Hobbs | 31.6 | 25.2 | 6.4 |
| 7 | Sennheiser | 14.6 | 8.6 | 6.1 |
| 8 | Bosch | 46.5 | 40.5 | 6.0 |
| 9 | Smeg | 24.0 | 18.2 | 5.9 |
| 10 | Braun | 21.2 | 15.6 | 5.6 |

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Most considered

Video Game Franchises

| Rank | Brand | Podheads | Nat Rep | Difference |
|------|--------------------|----------|---------|------------|
| 1 | Grand Theft Auto | 18.7 | 12.1 | 6.7 |
| 2 | FIFA | 16.8 | 10.7 | 6.1 |
| 3 | Assassin's Creed | 12.9 | 8.3 | 4.6 |
| 4 | The Sims | 16.4 | 12.3 | 4.0 |
| 5 | Final Fantasy | 8.2 | 4.4 | 3.8 |
| 6 | Pokémon | 11.8 | 8.5 | 3.3 |
| 7 | Halo | 7.0 | 4.4 | 2.6 |
| 8 | Call of Duty (all) | 12.3 | 9.9 | 2.5 |
| 9 | Minecraft | 10.4 | 8.1 | 2.3 |
| 10 | Fortnite | 6.1 | 3.9 | 2.2 |

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Most considered

Overall

| Rank | Brand | Sector Name | Podheads | Nat Rep |
|------|--------------------|---------------------|----------|---------|
| 1 | Ben & Jerry's | Snack food | 28.1 | 18.3 |
| 2 | Waterstones | High street retail | 43.8 | 34.1 |
| 3 | John Lewis | High street retail | 48.6 | 39.0 |
| 4 | Siemens | Domestic appliances | 30.8 | 22.0 |
| 5 | Wagamama | Casual dining | 31.1 | 22.6 |
| 6 | Beavertown | Beer & Cider | 15.0 | 6.7 |
| 7 | Five Guys | Casual dining | 24.0 | 15.9 |
| 8 | LG | Domestic appliances | 41.7 | 34.1 |
| 9 | IKEA | General retail | 56.4 | 51.2 |
| 10 | Camden Hells Lager | Retail | 14.2 | 6.9 |

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Most considered

Most improved brands with Podheads

| Rank | Brand | Sector Name | Podheads 2023 | Podheads 2022 | Improvement in score |
|------|-----------------|--|---------------|---------------|----------------------|
| 1 | John Lewis | High street retail | 48.6 | 36.5 | 12.1 |
| 2 | Primark | High street retail | 34.4 | 22.9 | 11.5 |
| 3 | Marks & Spencer | High street retail | 61.9 | 51.1 | 10.8 |
| 4 | Ninja | Domestic appliances | 24.0 | 13.8 | 10.2 |
| 5 | Marks & Spencer | High street fashion | 44.5 | 35.3 | 9.2 |
| 6 | IKEA | General retail | 56.4 | 47.3 | 9.2 |
| 7 | Bosch | Domestic appliances | 46.5 | 37.9 | 8.6 |
| 8 | Greggs | QSR, coffee shops, and delivery services | 42.3 | 33.9 | 8.4 |
| 9 | Boots | High street retail | 58.8 | 50.6 | 8.2 |
| 10 | Marks & Spencer | Supermarkets | 32.5 | 24.5 | 8.0 |

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Thank you!

YouGov is an international research data and analytics group. We have been building an ever-growing source of connected consumer data for the past twenty years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 24 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points. Re-contact and dig deeper to plan, activate and track marketing activity with certainty, at speed, every time.

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Living Consumer Intelligence

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