YouGov
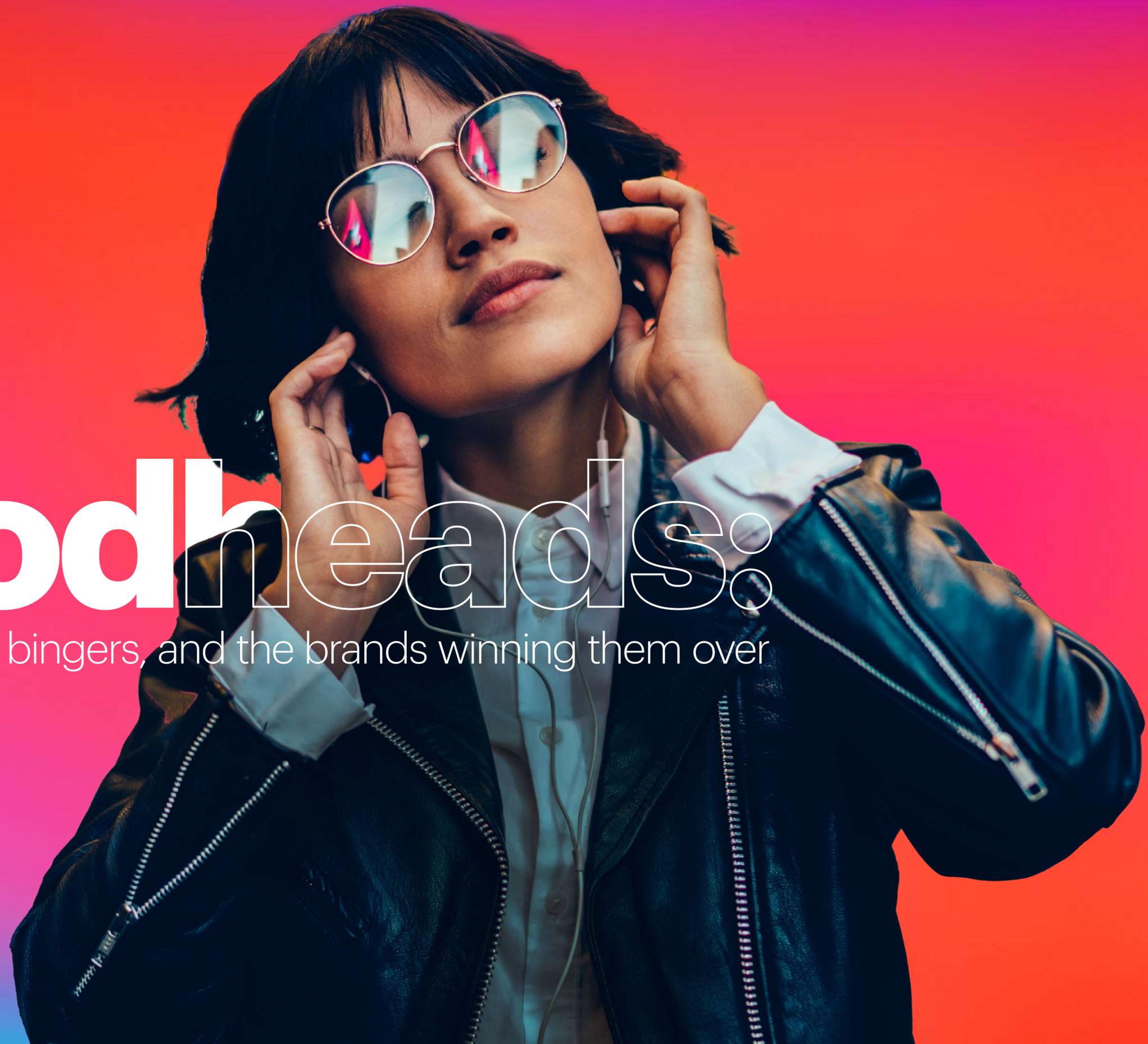
The Podheads:
Analyzing American podcast bingers, and the brands winning them over

Nearly a quarter of Americans now listen to 5+ hours of podcasts per week.

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 CPG, Financial Services, Media, Retail, Video Gaming, and more.

YouGov

Americans who listen to podcasts 5+ hours per week hit **22%** in 2023
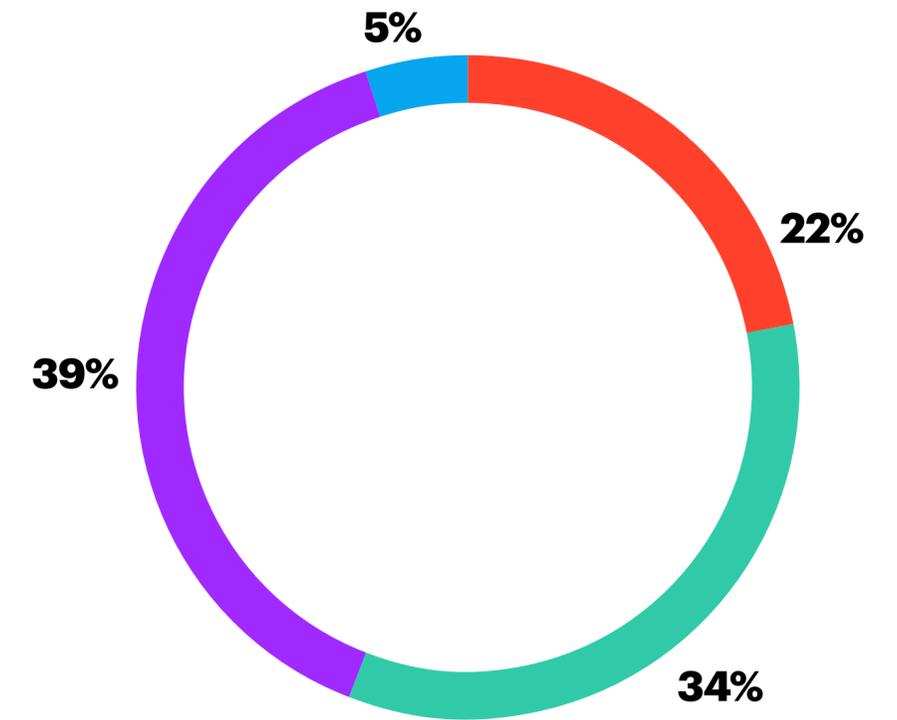
18%
2021

20%
2022

22%
2023

Overall, the percentage of Americans who listen to podcasts at all is up from 46% in 2021 to 56% in 2023.

5%

22%

34%

39%

- Podheads
- Light podders
- Not listening
- Don't know

YouGov

Young man, are you listening to me?

Frequent podcast listeners tend to be younger and male.

Gender

♀ **38%**
Women

♂ **62%**
Men

Age

18-24
19%
12%

25-34
30%
18%

35-44
26%
16%

45-54
11%
16%

55+
13%
37%

■ Podheaders   ■ Gen Pop
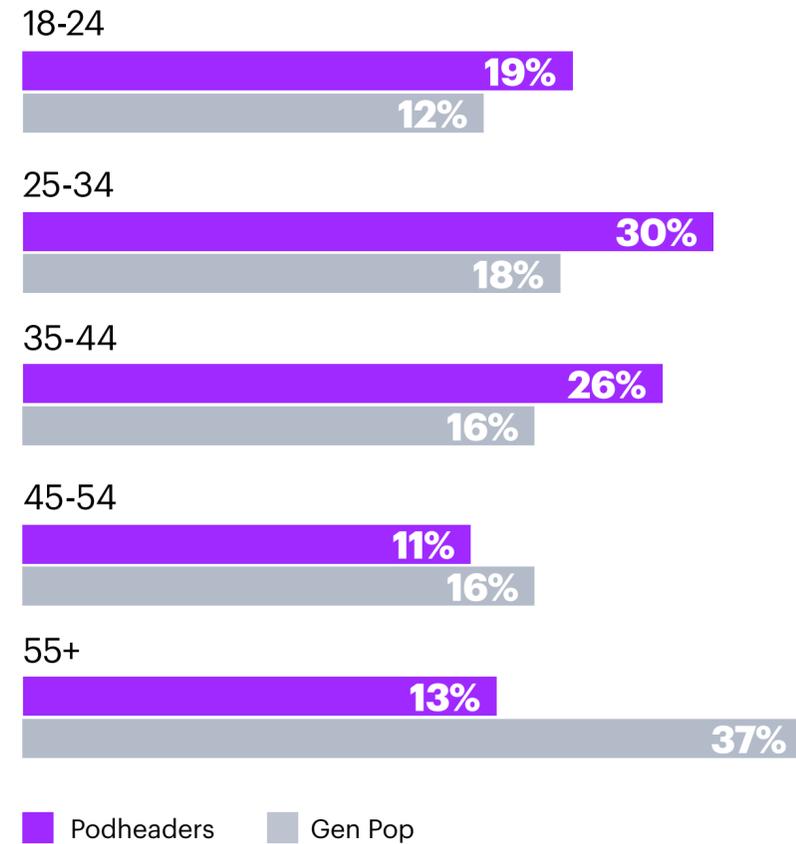
YouGov

Podheads live in cities, are educated & work full-time

■ Podheads **■ Gen Pop**

50%
vs 38%

live in a city

49%
vs 38%

work full-time

47%
vs 35%

work on-site

39%
vs 29%

have a 4-year
degree or higher

YouGov

Podheads listen throughout the day, including while shopping

Activities while listening to podcasts

Household chores
- Podheads: 46%
- Gen Pop: 25%

Commuting
- Podheads: 45%
- Gen Pop: 22%

Running errands
- Podheads: 32%
- Gen Pop: 13%

Cooking/baking
- Podheads: 31%
- Gen Pop: 15%

While working out/doing sport
- Podheads: 28%
- Gen Pop: 14%

Walking
- Podheads: 20%
- Gen Pop: 11%

Shopping
- Podheads: 17%
- Gen Pop: 6%

Going to sleep
- Podheads: 17%
- Gen Pop: 11%

Waiting in line
- Podheads: 17%
- Gen Pop: 6%

Eating
- Podheads: 16%
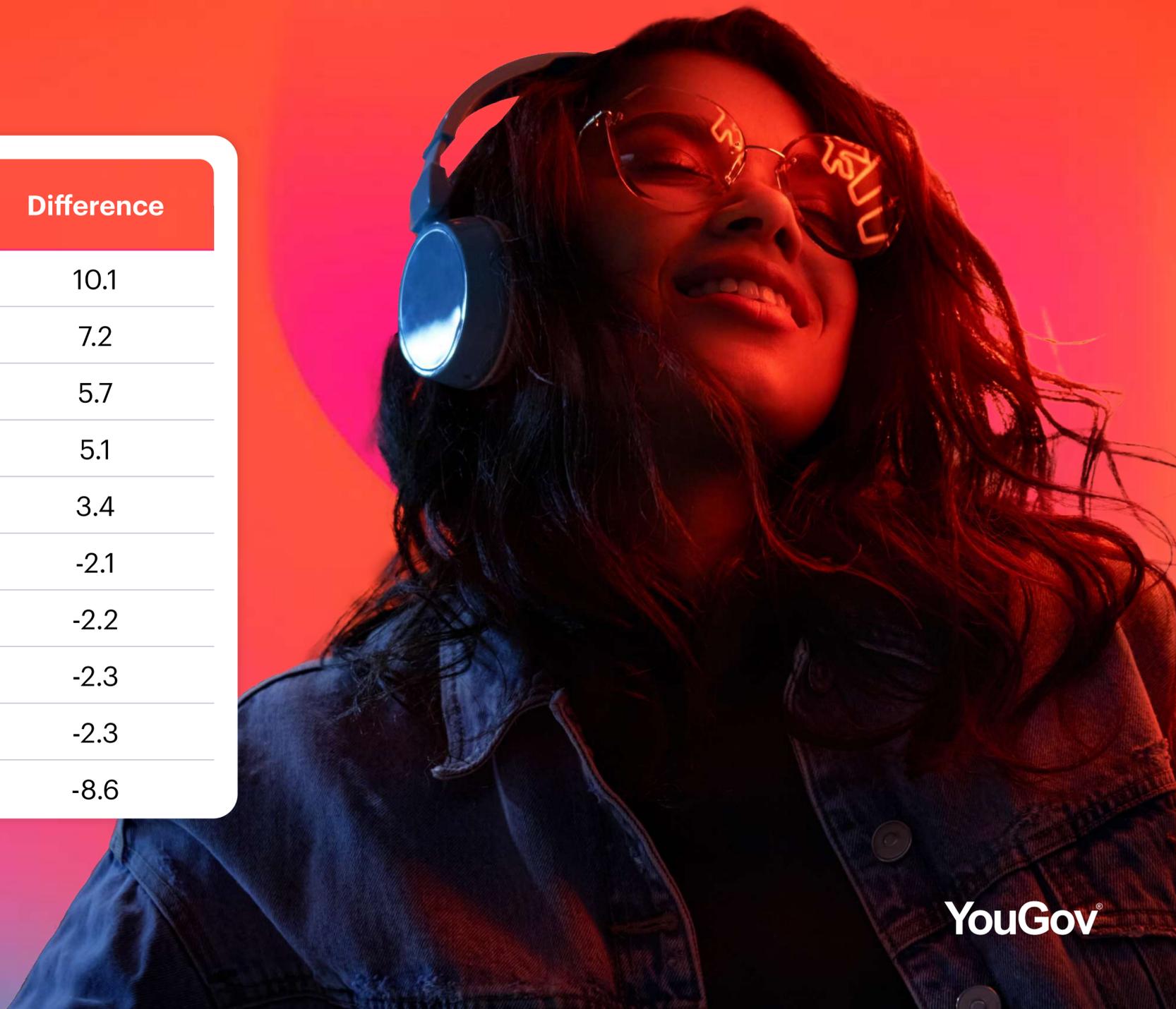- Gen Pop: 8%

Legend: ■ Podheads ■ Gen Pop

Explore YouGov data ›

YouGov

Entertainment podcasts up, news & politics down

Less political interest among Podheads in 2023 than in aftermath of tumultuous 2020 election

Podcast Genre	Podheads 2023	Podheads 2021	Difference
Music	31.4%	21.3%	10.1
TV & Movies	29.4%	22.2%	7.2
Kids & Family	18.4%	12.7%	5.7
Technology	27.7%	22.6%	5.1
Health & Living	20.5%	17.1%	3.4
Religion & Spirituality	12.1%	14.2%	-2.1
Horror	10.9%	13.1%	-2.2
Business	11.5%	13.8%	-2.3
Games & Hobbies	11.5%	13.8%	-2.3
News & Politics	31.2%	39.8%	-8.6

YouGov

What do they think about streaming video?

Also spend 5+ hours per week streaming video on-demand

69%

48%

Agree that "video and music streaming services should offer more group subscriptions"

76%

63%
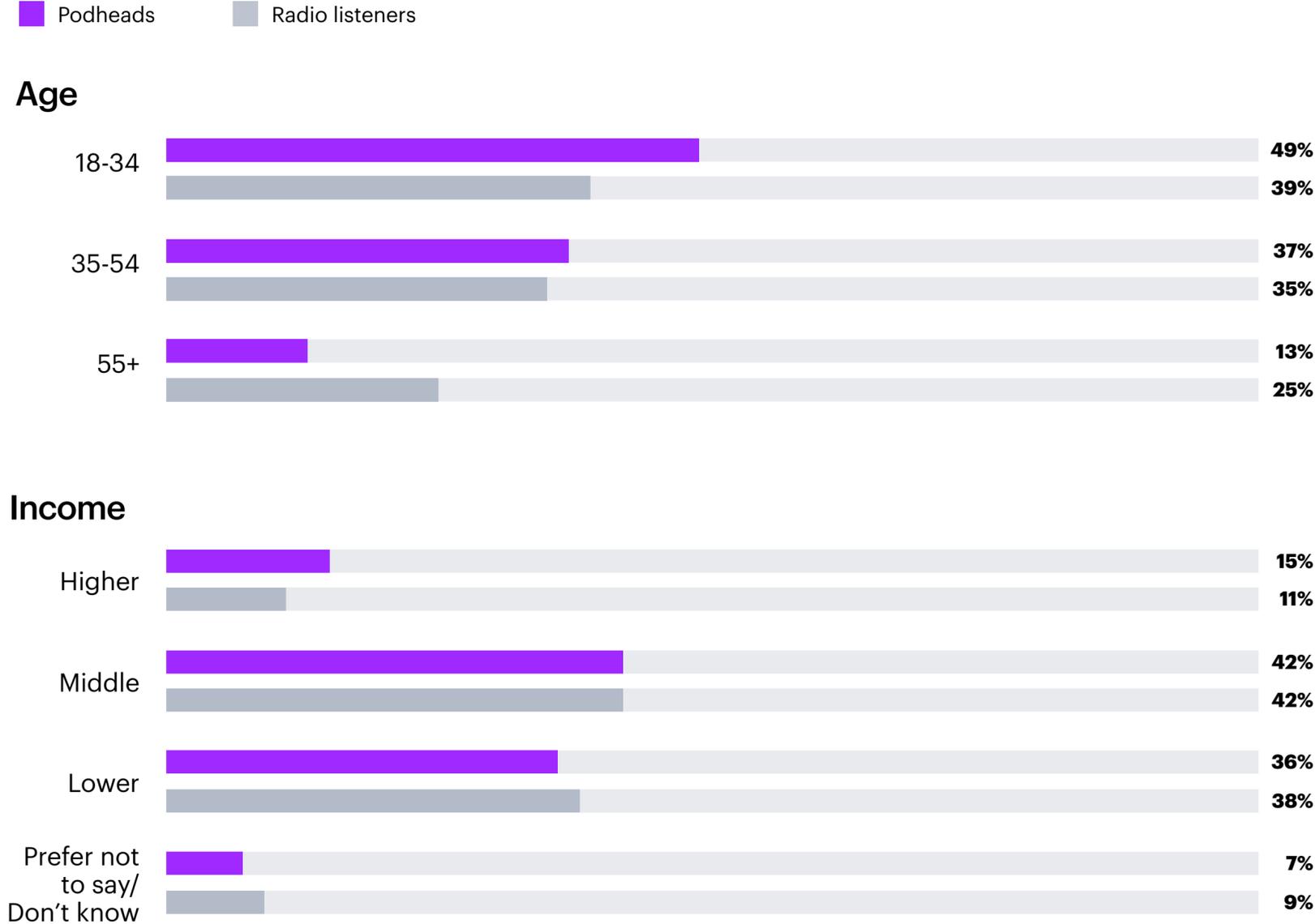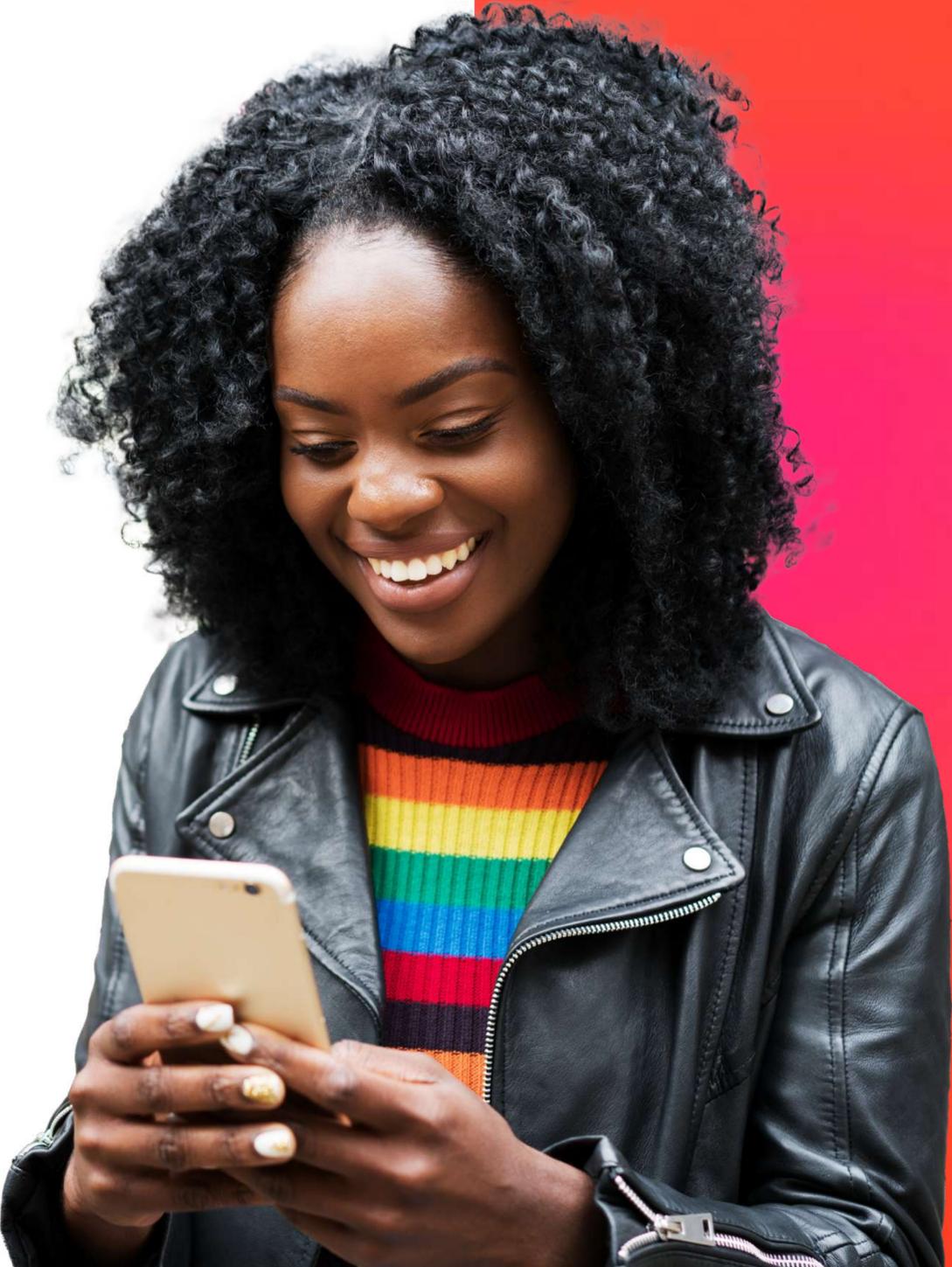
Watch YouTube for fun/entertaining content

21%

30%

YouGov

How do Podheads compare to radio listeners?

Younger, more affluent, more coastal

■ Podheads   ■ Radio listeners

Age

18-34
- Podheads: 49%
- Radio listeners: 39%

35-54
- Podheads: 37%
- Radio listeners: 35%

55+
- Podheads: 13%
- Radio listeners: 25%

Income

Higher
- Podheads: 15%
- Radio listeners: 11%

Middle
- Podheads: 42%
- Radio listeners: 42%

Lower
- Podheads: 36%
- Radio listeners: 38%

Prefer not to say/ Don't know
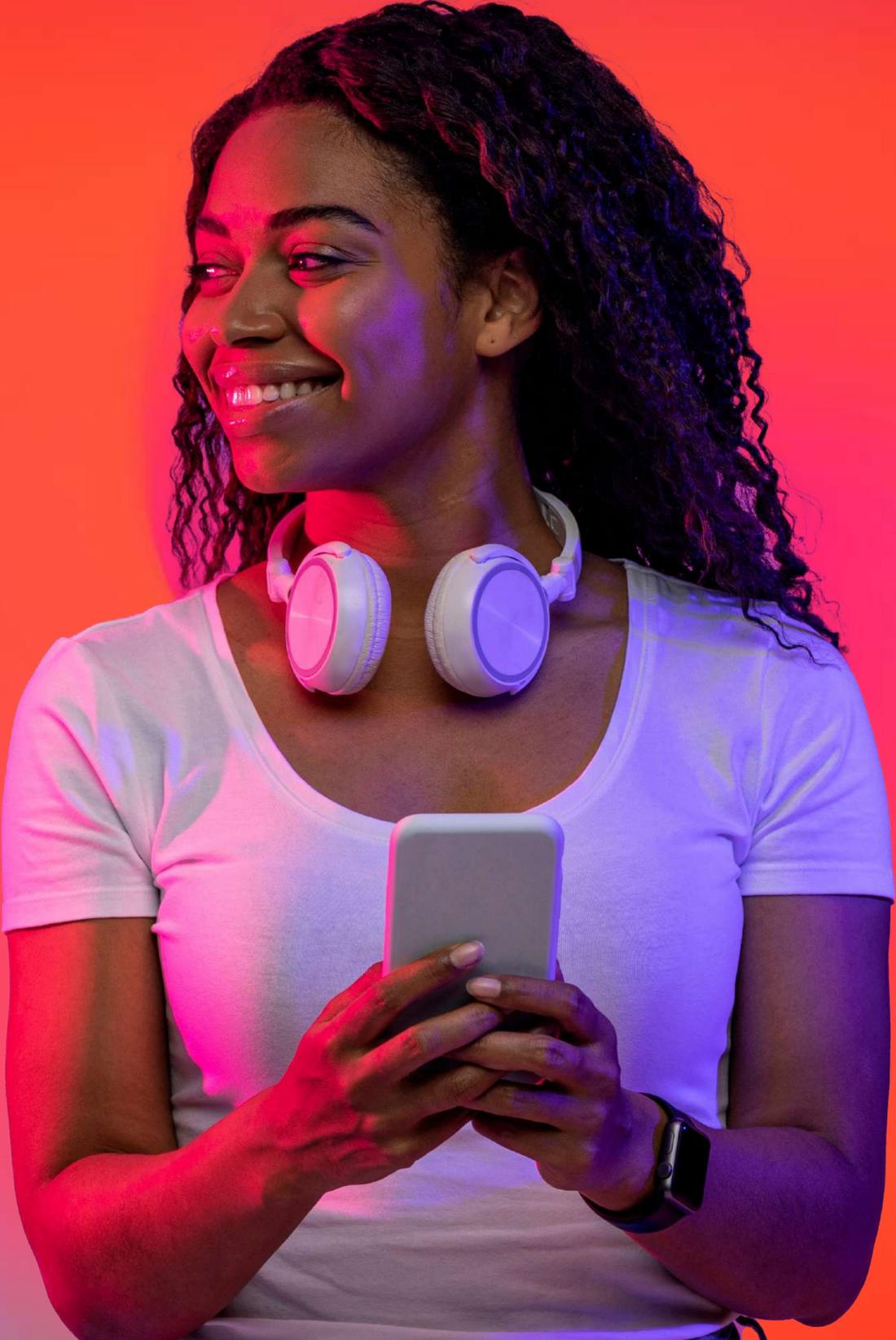- Podheads: 7%
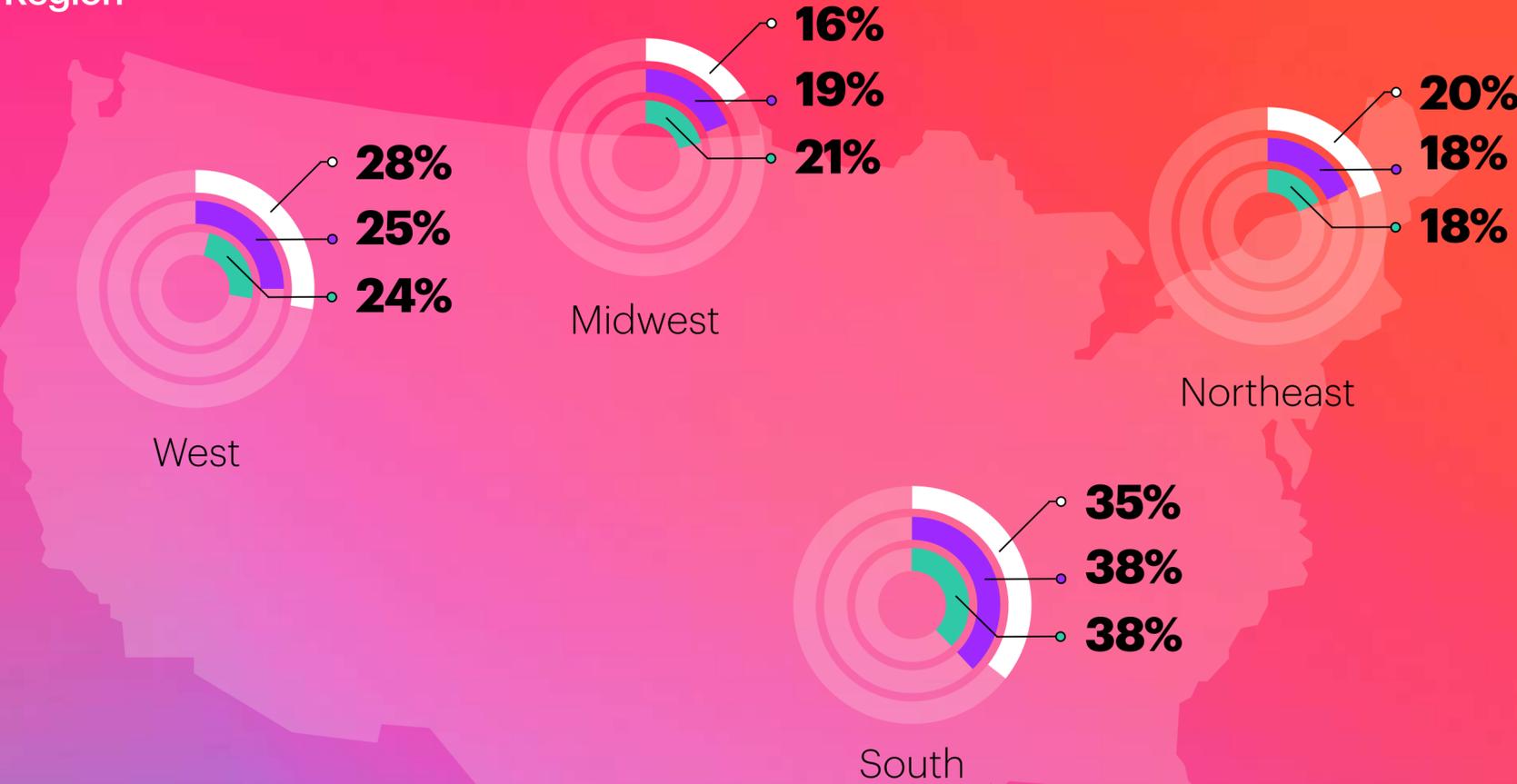- Radio listeners: 9%

YouGov Profiles: • Podheads: 5+ hrs listening weekly   • Radio listeners: 5+ hours broadcast radio listening weekly

YouGov

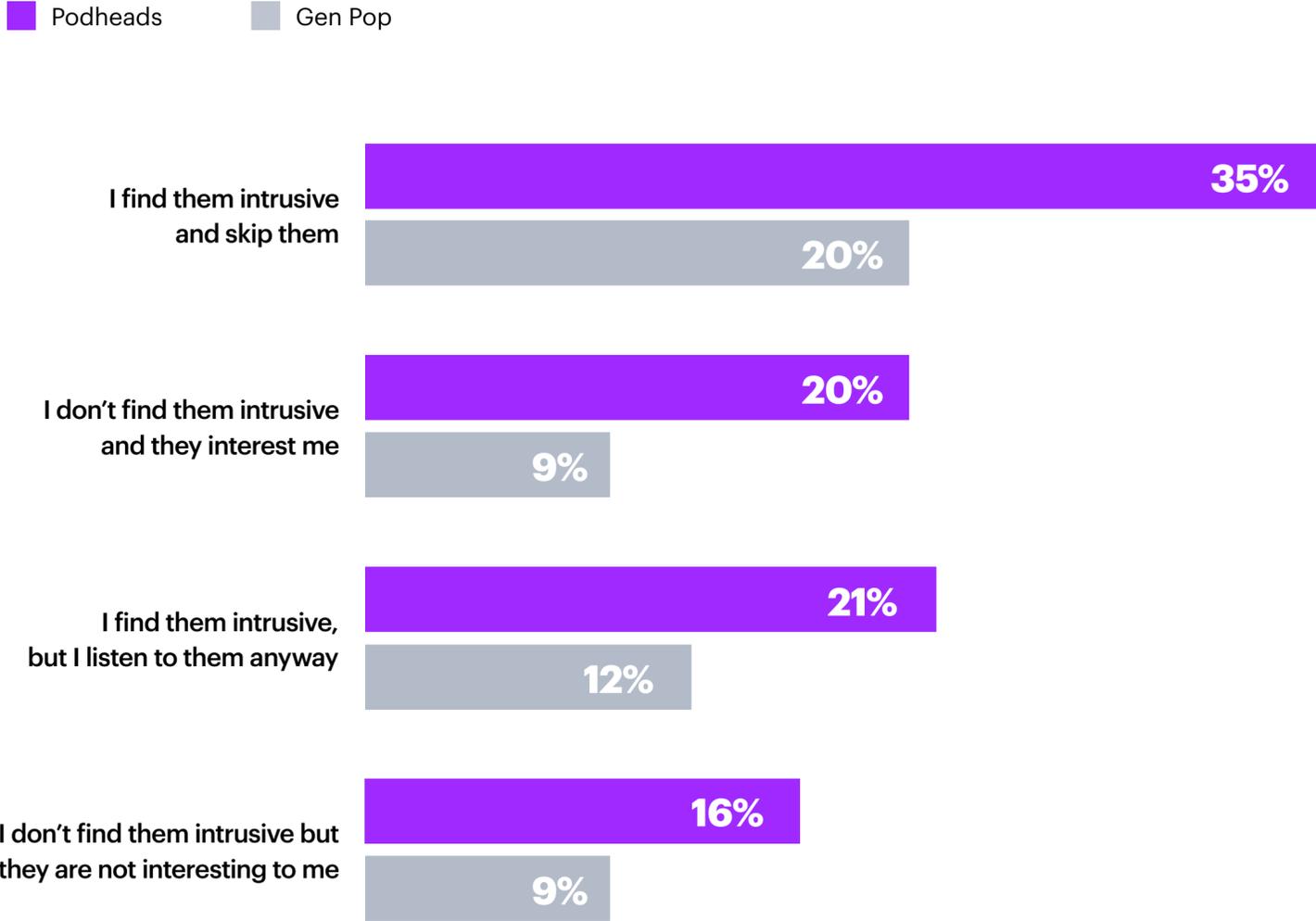# Growth opportunities in the Midwest and South

■ Podheads ■ Radio listeners ■ Gen Pop

Region

West
- 28%
- 25%
- 24%

Midwest
- 16%
- 19%
- 21%

Northeast
- 20%
- 18%
- 18%

South
- 35%
- 38%
- 38%

YouGov

Up to **65%** of Podheads listen to the ads

And many who do say they're interested in the advertising

■ Podheads   ■ Gen Pop

I find them intrusive and skip them
- Podheads: **35%**
- Gen Pop: **20%**

I don't find them intrusive and they interest me
- Podheads: **20%**
- Gen Pop: **9%**

I find them intrusive, but I listen to them anyway
- Podheads: **21%**
- Gen Pop: **12%**

I don't find them intrusive but they are not interesting to me
- Podheads: **16%**
- Gen Pop: **9%**

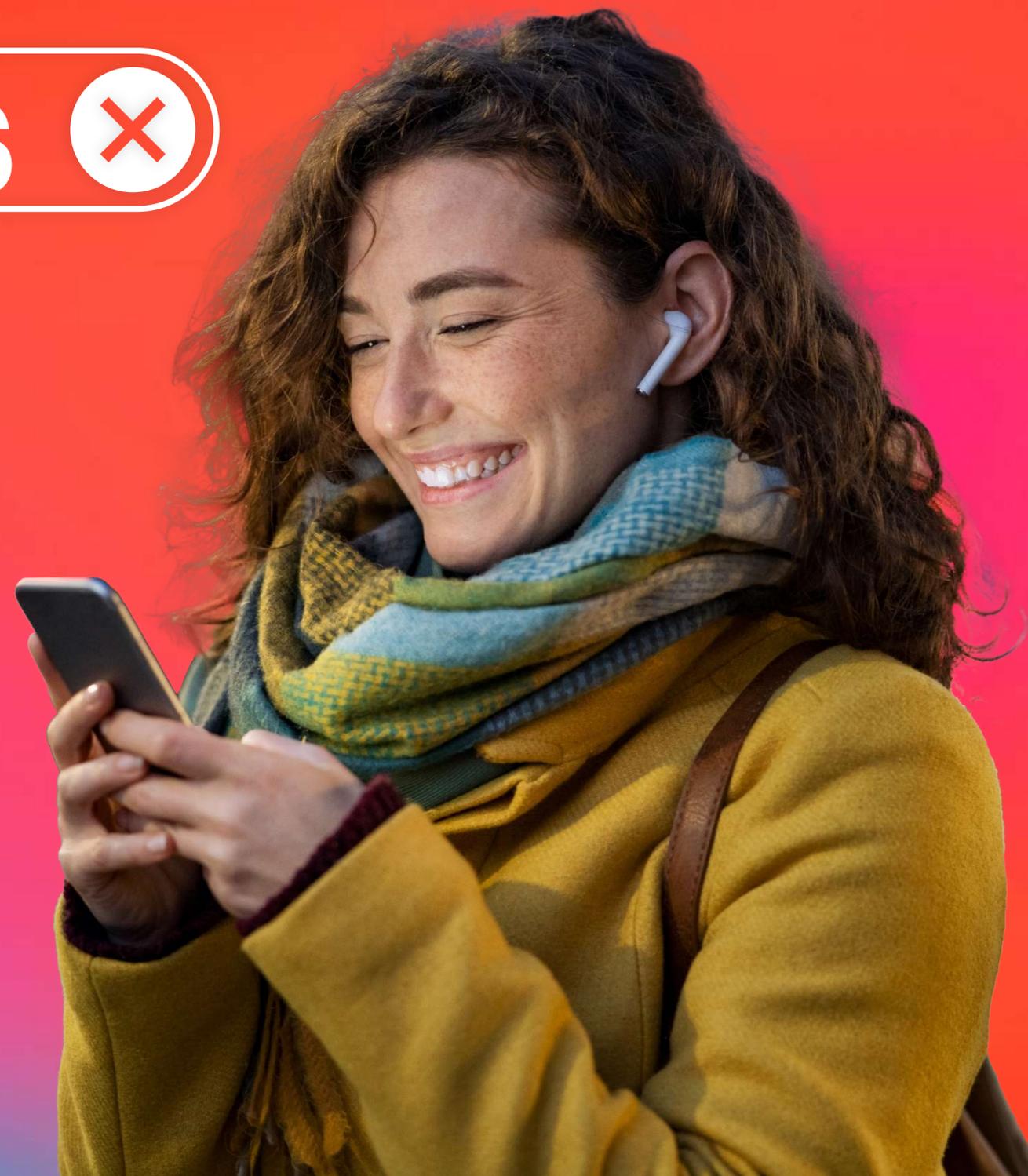**66%** say advertising helps them choose what they buy (vs 45%)

YouGov Profiles: July 2023 - 38% of Gen Pop answered they do not listen to podcasts

YouGov

Which brands ⊗ are Podheads listening to (and considering buying)?

YouGov

Over-indexing with Podheads

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration from Podheads to nationally representative respondents (Gen Pop).

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

For instance, **15.1%** of Podheads would consider purchasing from Zara, but just **5.5%** of Americans feel the same. This 9.6 percentage-point difference places Zara higher in our ranking than Patagonia, despite the latter having an overall higher consideration among Podheads (**19.5%**). 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 Profiles. Brands must have been tracked for 365 days to qualify for the ranking, which measures consideration sentiment between July 1, 2022, and June 30, 2023.

Brand improvers are identified by comparing Podhead consideration scores from July 2022 to June 2023 against their consideration from July 2021 to June 2022. The minimum sample size for any brand highlighted in this study was 250, though most brands had significantly higher numbers of YouGov panelists respond.

YouGov®

Most considered

Car makers

Rank	Brand	Podheads	Gen Pop	Difference
1	Tesla	16.6%	7.8%	8.8
2	BMW	15.0%	8.4%	6.6
3	Audi	13.3%	7.9%	5.4
4	Ford	29.8%	25.6%	4.2
5	Volvo	11.5%	7.3%	4.2
6	Jaguar	5.5%	2.7%	2.8
7	Alfa Romeo	4.4%	1.6%	2.8
8	Lexus	11.6%	9.0%	2.6
9	Volkswagen	12.3%	9.9%	2.4
10	Mercedes-Benz	10.0%	7.6%	2.4

Run a survey ›

Explore more data ›

YouGov®

Most considered
Beauty

Rank	Brand	Podheads	Gen Pop	Difference
1	Maui Moisture	10.2%	2.8%	7.4
2	Nivea	25.4%	18.4%	7.0
3	Supercuts	11.9%	5.2%	6.7
4	European Wax Center	7.7%	1.2%	6.5
5	Rogaine	8.9%	2.9%	6.0
6	Fenty	11.1%	5.4%	5.7
7	Sport Clips	9.1%	3.5%	5.6
8	Kiehl's	10.7%	5.2%	5.5
9	Total Repair 5	6.9%	1.5%	5.4
10	Fantastic Sams	7.5%	2.2%	5.3

Run a survey 〉   Explore more data 〉

YouGov BrandIndex: July 1, 2022 – June 30, 2023, US, 5+ hours podcast listened per week

YouGov®

Most considered
Beer

Rank	Brand	Podheads	Gen Pop	Difference
1	**Fat Tire**	13.6%	7.0%	6.6
2	**Bud Light Next**	8.5%	2.0%	6.5
3	**Blue Moon**	19.8%	13.3%	6.4
4	Goose Island	9.6%	4.1%	5.5
5	Busch	10.3%	4.8%	5.5
6	Corona	22.1%	16.9%	5.1
7	Modelo	16.5%	11.4%	5.1
8	Blue Moon Light Sky	8.4%	3.3%	5.0
9	Lagunitas	9.0%	4.3%	4.7
10	Stella Artois	16.4%	11.8%	4.5

Run a survey ›   Explore more data ›

YouGov BrandIndex: July 1, 2022 – June 30, 2023, US, 5+ hours podcast listened per week

YouGov

Most considered

Wine

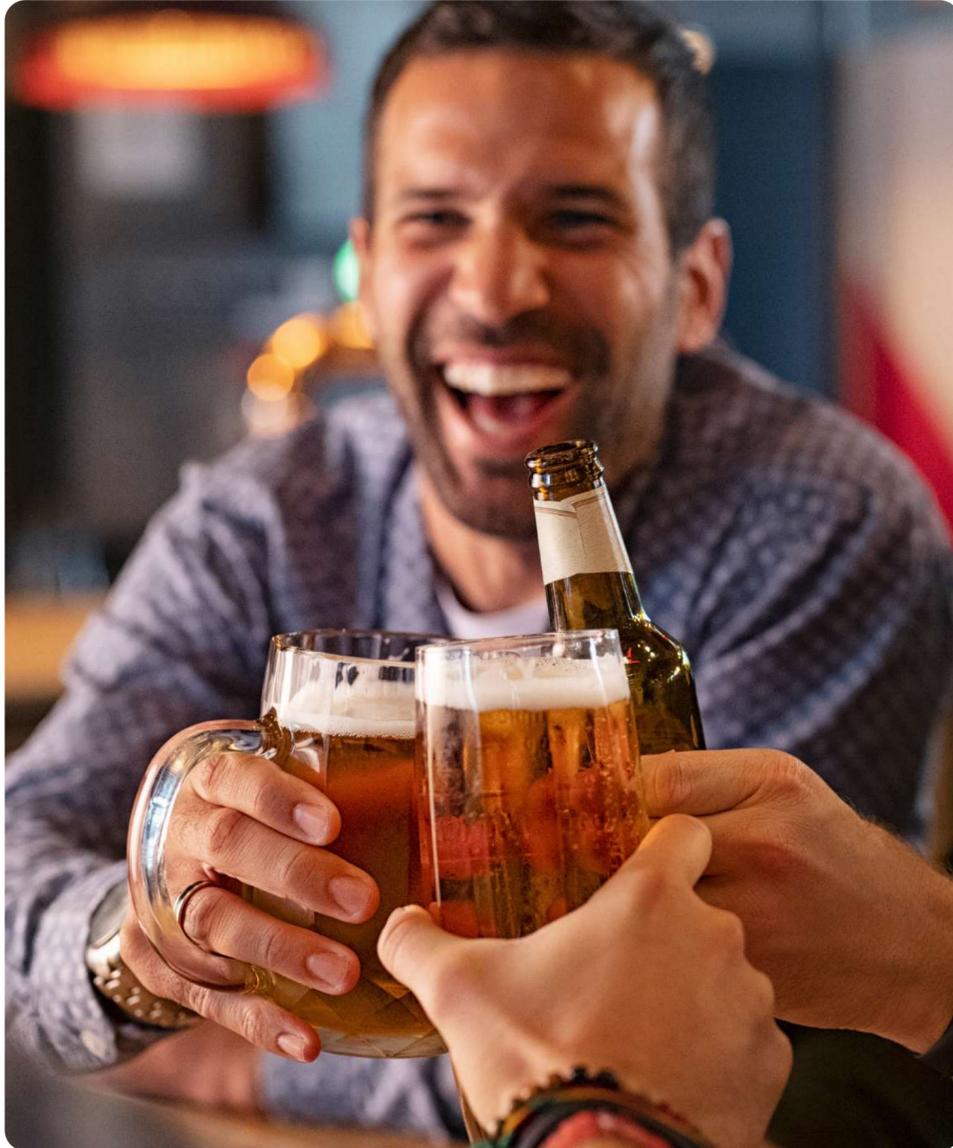| Rank	Brand	Podheads	Gen Pop	Difference
1	La Marca	14.2%	2.6%	11.6
2	La Crema	11.8%	4.7%	7.1
3	Kim Crawford	11.7%	5.0%	6.7
4	Josh Cellars	14.5%	7.8%	6.7
5	Ecco Domani	10.0%	3.4%	6.6
6	Joel Gott	8.5%	2.5%	6.0
7	Simi	8.1%	2.2%	5.9
8	The Prisoner Wine Company	8.0%	2.6%	5.4
9	Bread & Butter	7.2%	2.9%	4.3
10	Kendall Jackson	14.8%	10.7%	4.1

Run a survey ›   **Explore more data** ›

YouGov

Most considered
Spirits

Rank	Brand	Podheads	Gen Pop	Difference
1	New Amsterdam Vodka	13.6%	3.6%	10.0
2	Hennessy	17.2%	7.5%	9.7
3	Don Julio	14.3%	5.3%	9.0
4	Jameson	16.8%	8.6%	8.2
5	Johnnie Walker	15.5%	8.1%	7.4
6	Courvoisier	11.0%	4.0%	7.0
7	Wild Turkey	12.3%	5.5%	6.8
8	Basil Hayden's	8.3%	2.3%	6.0
9	Jack Daniel's	22.2%	16.3%	5.9
10	Jim Beam	15.5%	9.9%	5.6

Run a survey ›   Explore more data ›

YouGov BrandIndex: July 1, 2022 – June 30, 2023, US, 5+ hours podcast listened per week

YouGov®

Most considered

Snacks

Rank	Brand	Podheads	Gen Pop	Difference
1	Trolli	15.2%	7.1%	8.1
2	Fage	14.8%	8.2%	6.6
3	Silk	21.8%	15.7%	6.1
4	Take 5	12.4%	6.4%	6.0
5	Reese's Puffs	17.5%	11.8%	5.7
6	Annie's	21.5%	16.2%	5.3
7	Chobani Gimmies	6.9%	2.2%	4.7
8	Stacy's	11.9%	7.4%	4.5
9	Oikos	15.9%	11.4%	4.5
10	Luna	8.7%	4.4%	4.3

Run a survey ›   Explore more data ›

YouGov

Most considered

Personal & Home

Rank	Brand	Podheads	Gen Pop	Difference
1	ACT	14.1%	7.3%	6.8
2	Dollar Shave Club	11.1%	5.9%	5.2
3	Invisalign	7.0%	3.3%	3.7
4	Dove Men + Care	21.2%	18.1%	3.1
5	Kotex	10.9%	8.1%	2.7
6	Seventh Generation	13.1%	10.6%	2.5
7	Old Spice	22.1%	19.6%	2.5
8	SmileDirectClub	4.3%	2.4%	1.9
9	Energizer	38.9%	37.2%	1.7
10	Huggies	9.7%	8.1%	1.6

Run a survey ›

Explore more data ›

YouGov

Most considered
FinTech

Rank	Brand	Podheads	Gen Pop	Difference
1	Cash App	13.4%	7.0%	6.4
2	Crypto.com	8.0%	2.3%	5.7
3	Venmo	12.7%	7.1%	5.6
4	Chime	10.2%	4.9%	5.3
5	Mint	7.7%	2.6%	5.1
6	PayPal	18.7%	13.9%	4.8
7	SoFi	8.3%	3.5%	4.8
8	Afterpay	6.7%	2.6%	4.1
9	Pay in 4	7.5%	3.6%	3.9
10	Coinbase	6.4%	2.6%	3.8

Run a survey ›

Explore more data ›

YouGov BrandIndex: July 1, 2022 – June 30, 2023, US, 5+ hours podcast listened per week

YouGov

Most considered

Insurance

Rank	Brand	Podheads	Gen Pop	Difference
1	AXA	5.8%	1.2%	4.6
2	Nationwide	14.7%	11.7%	3.0
3	Geico	19.8%	17.0%	2.8
4	American Family Insurance	7.5%	4.7%	2.8
5	Kaiser Permanente	6.7%	4.1%	2.6
6	Liberty Mutual	14.8%	12.4%	2.4
7	Aflac	10.2%	7.9%	2.3
8	Allstate	18.5%	16.3%	2.2
9	AAA	16.2%	14.1%	2.1
10	The General Insurance	6.0%	3.9%	2.1

Run a survey >

Explore more data >

YouGov
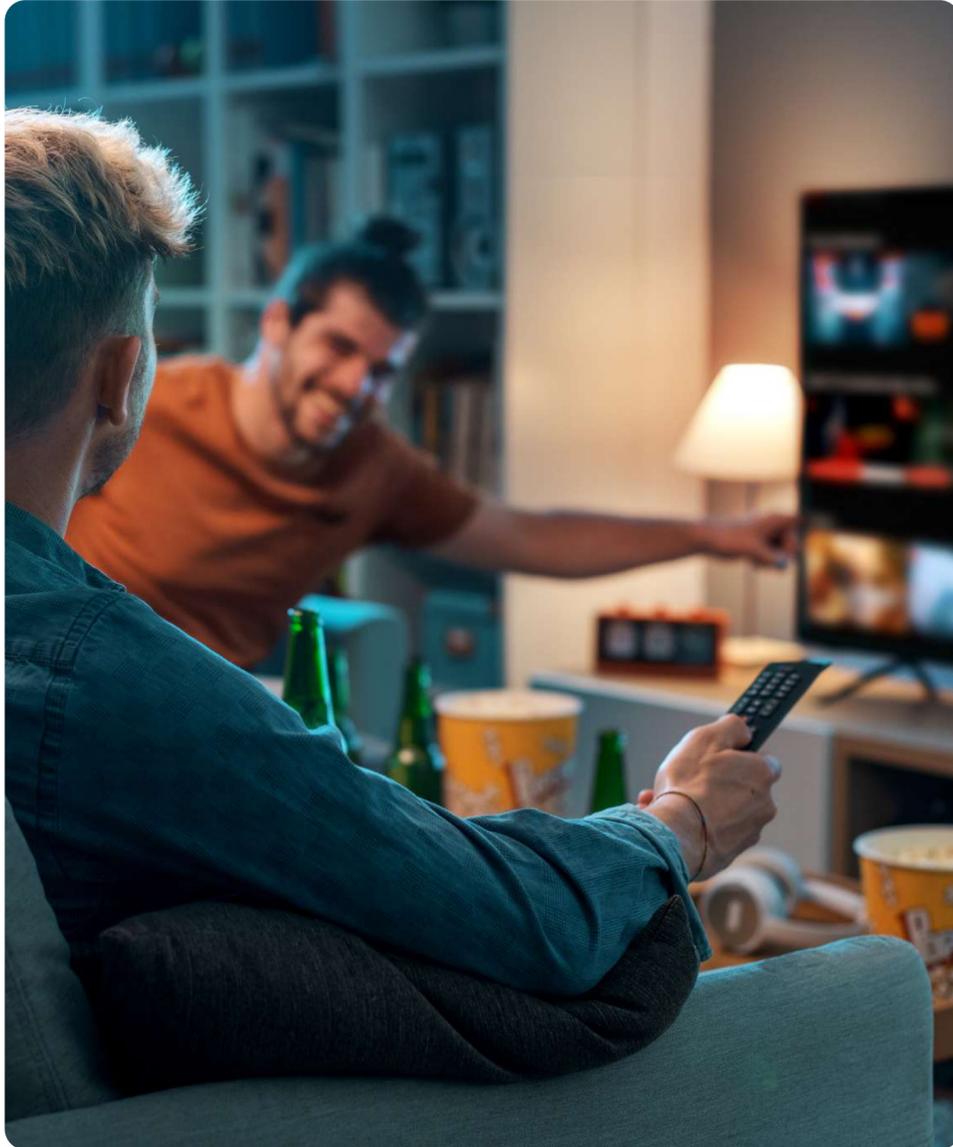
Most considered
Media Streaming

Rank	Brand	Podheads	Gen Pop	Difference
1	YouTube TV	23.1%	11.6%	11.5
2	Apple TV+	18.7%	11.9%	6.8
3	Max	24.2%	18.9%	5.3
4	Tubi	11.9%	7.3%	4.6
5	YouTube Originals	8.0%	4.0%	4.0
6	Pluto TV	9.8%	6.6%	3.3
7	Amazon Freevee	9.7%	6.7%	3.0
8	Hulu	25.8%	22.9%	2.9
9	Sling TV	7.6%	4.9%	2.7
10	BET+	5.1%	2.5%	2.6

Run a survey ›

Explore more data ›

YouGov®

Most considered

Fashion

Rank	Brand	Podheads	Gen Pop	Difference
1	Zara	15.1%	5.5%	9.6
2	Patagonia	19.5%	11.0%	8.5
3	Dior	14.4%	6.8%	7.6
4	Zales	12.7%	5.6%	7.1
5	lululemon	12.8%	5.9%	7.9
6	Tommy Hilfiger	16.4%	10.4%	6.0
7	Vans	21.1%	15.1%	6.0
8	Tiffany & Co.	12.5%	6.5%	6.0
9	Pandora	12.1%	6.4%	5.7
10	Banana Republic	15.0%	9.8%	5.2

Run a survey ›   Explore more data ›

YouGov

Most considered

Fast Food & Fast Casual

Rank	Brand	Podheads	Gen Pop	Difference
1	Chipotle	31.1%	22.9%	8.2
2	Panda Express	25.9%	18.1%	7.8
3	El Pollo Loco	10.9%	5.7%	5.2
4	Chuck E Cheese	9.0%	3.9%	5.1
5	Taco Bueno	7.6%	2.5%	5.1
6	Cici's Pizza	11.7%	6.9%	4.8
7	Zaxby's	13.0%	8.5%	4.5
8	McDelivery	6.2%	1.9%	4.3
9	Qdoba	10.4%	6.6%	3.8
10	Pei Wei Asian Diner	6.9%	3.2%	3.7

Run a survey ›   Explore more data ›

YouGov®

Most considered
Retail

Rank	Brand	Podheads	Gen Pop	Difference
1	Amazon Fresh	20.6%	8.0%	12.6
2	7-Eleven	16.9%	5.8%	11.1
3	Whole Foods Market	24.8%	14.6%	10.2
4	IKEA	36.7%	28.9%	7.8
5	Casper	11.4%	4.5%	6.9
6	The LEGO Store	17.2%	10.7%	6.5
7	Trader Joe's	27.2%	20.9%	6.3
8	H-E-B	11.8%	5.9%	5.9
9	Sprouts Farmers Market	12.3%	7.3%	5.0
10	Crate & Barrel	16.8%	12.0%	4.8

Run a survey ›   **Explore more data** ›

YouGov

Most considered

Consumer Electronics

Rank	Brand	Podheads	Gen Pop	Difference
1	Beats by Dre	12.4%	5.8%	6.6
2	Nespresso	12.3%	6.3%	6.0
3	Ninja	19.1%	13.2%	5.9
4	Honeywell	16.4%	10.7%	5.7
5	Nintendo Switch	14.3%	9.3%	5.0
6	iRobot	12.4%	7.5%	4.9
7	Sub-Zero	11.5%	6.6%	4.9
8	Dyson	23.0%	18.4%	4.6
9	Xbox	13.7%	9.2%	4.5
10	LG	40.4%	35.9%	4.5

Run a survey ›

Explore more data ›

YouGov BrandIndex: July 1, 2022 – June 30, 2023, US, 5+ hours podcast listened per week

YouGov®

Most considered
Video Games

Rank	Brand	Podheads	Gen Pop	Difference
1	Rocket League	13.2%	3.8%	9.4
2	Call of Duty: Warzone	18.9%	9.8%	9.1
3	Assassin's Creed	19.0%	10.2%	8.8
4	FIFA	16.6%	8.1%	8.5
5	Dota	8.4%	1.5%	6.9
6	Clash of Clans	11.2%	4.9%	6.3
7	Gears of War	9.9%	4.1%	5.8
8	Clash Royale	9.3%	3.5%	5.8
9	World of Warcraft	12.1%	6.5%	5.6
10	Forza	9.4%	3.8%	5.6

Run a survey >   Explore more data >

YouGov®

Most considered
Overall

Rank	Brand	Industry	Podheads	Gen Pop	Difference
1	**Amazon Fresh**	Retail	20.6%	8.0%	12.6
2	La Marca	CPG	14.2%	2.6%	11.6
3	YouTube TV	Media	23.1%	11.6%	11.5
4	**7-Eleven**	Retail	16.9%	5.8%	11.1
5	Whole Foods Market	Retail	24.8%	14.6%	10.2
6	Zara	Retail	15.1%	5.5%	9.6
7	Rocket League	Video gaming & esports	13.2%	3.8%	9.4
8	Tesla	Automotive	16.6%	7.8%	8.8
9	Assassin's Creed	Video gaming & esports	19.0%	10.2%	8.8
10	Patagonia	Retail	19.5%	11.0%	8.5

Run a survey ›   Explore more data ›

YouGov®

Most Improved Brands with Podheads

Rank	Brand	Industry	Podheads 2023	Podheads 2022	Difference
1	Energizer	CPG	38.9%	22.8%	16.1
2	YouTube TV	Media	23.1%	13.8%	9.3
3	Ford	Automotive	29.8%	20.6%	9.2
4	Kim Crawford	CPG	11.7%	2.5%	9.2
5	Doritos	CPG	42.2%	33.3%	8.9
6	Kroger	Retail	29.0%	20.1%	8.9
7	Listerine	CPG	30.6%	22.0%	8.6
8	Clorox	CPG	35.9%	27.3%	8.6
9	Assassin's Creed	Video gaming & esports	19.0%	10.7%	8.3
10	Toys "R" Us	Retail	14.7%	6.5%	8.2

Run a survey ＞   **Explore more data** ＞

YouGov BrandIndex: July 1, 2022 – June 30, 2023 vs July 1, 2021 – June 30, 2022, US, 5+ hours podcast listened per week

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Running a major ad campaign in 2024?

Get in touch › to measure your performance.

YouGov

Thank you

Get in touch to access full data in your category, including up to 15 other brand health metrics, additional demographic segmentation, and much more granular psychographic preferences of your target audience. YouGov BrandIndex and YouGov Profiles allow you to research brands and audiences with virtually unlimited granularity.

Get in touch >   **Survey Podheads** >

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