

# Reaching Redditors Report

Inside the hivemind,  
and the brands winning it over



# Who are Redditors, and how can brands best engage with them?

Reddit usage has surged since the pandemic, with 12% of Americans now using Reddit once per week, up from 5% in 2019. Frequent Redditors skew younger, with two-thirds (66%) identifying as Gen Z or Millennial.

Drawing on YouGov Profiles data, this report uncovers their demographics, hobbies and interests, as well as their attitudes about advertising.

In the final section of the report, we'll highlight the brands that are winning over Redditors across CPG, Financial Services, Media, Retail, Video Gaming, and more.

## Weekly Redditors

5%  
2019

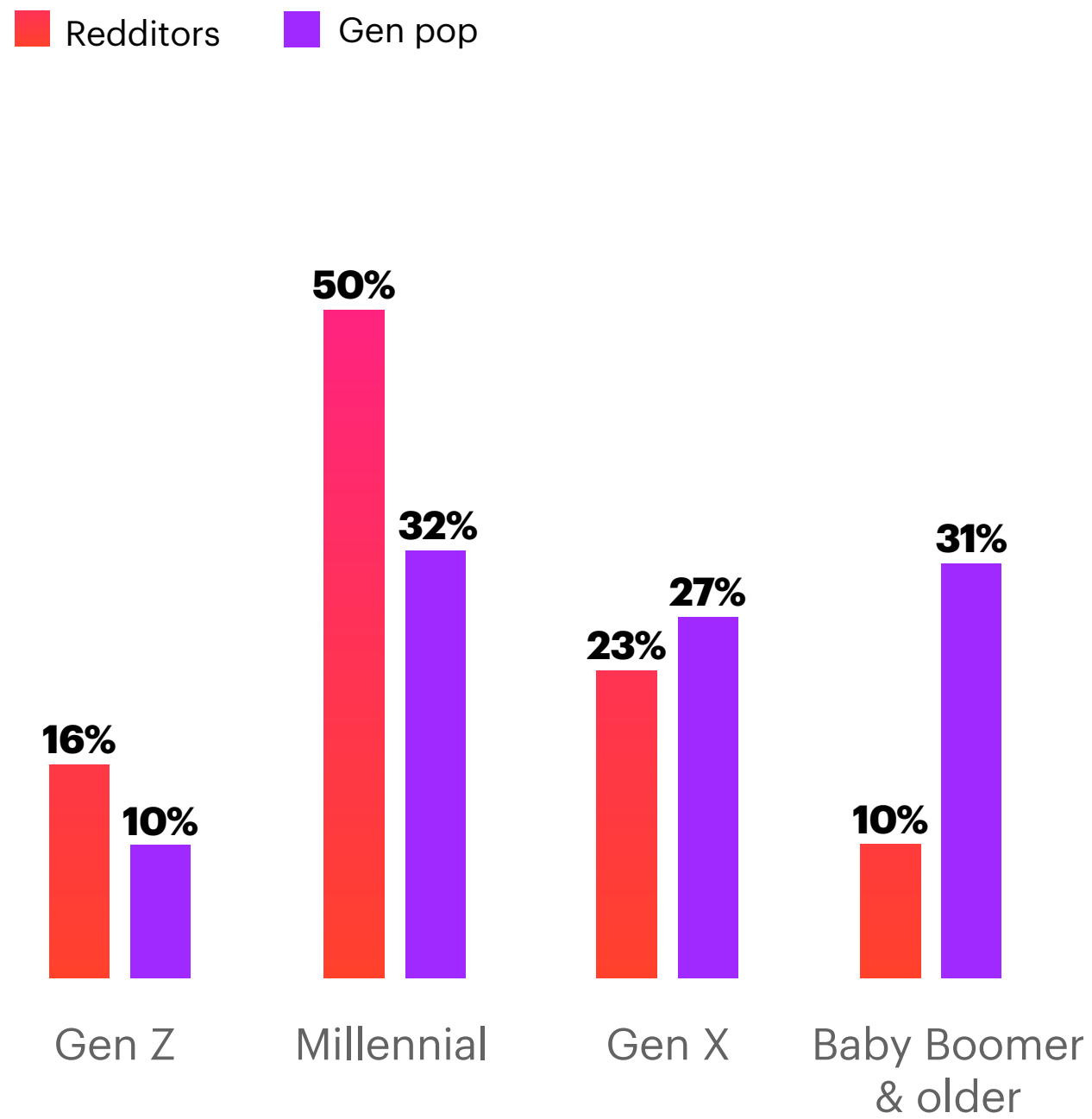
9%  
2020

12%  
2021

10%  
2022

12%  
2023

# Younger men making up the hivemind



Forever alone?

**45%**

of Redditors have never married  
(vs 33% gen pop)

“Marriage is an outdated institution”

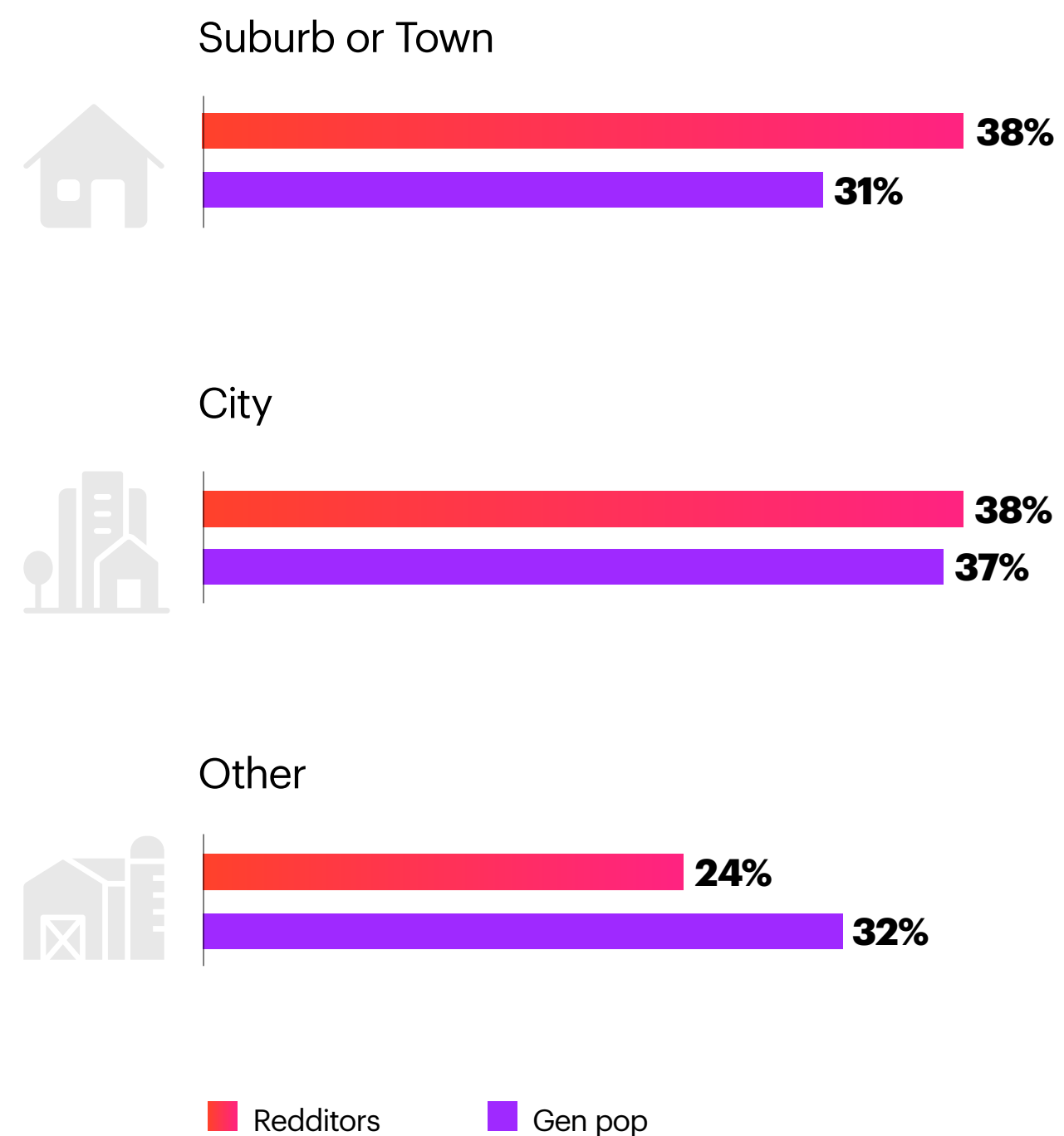
■ Redditors ■ Gen pop

39% 30%

YouGov Profiles: November 2023 (N>7,000)

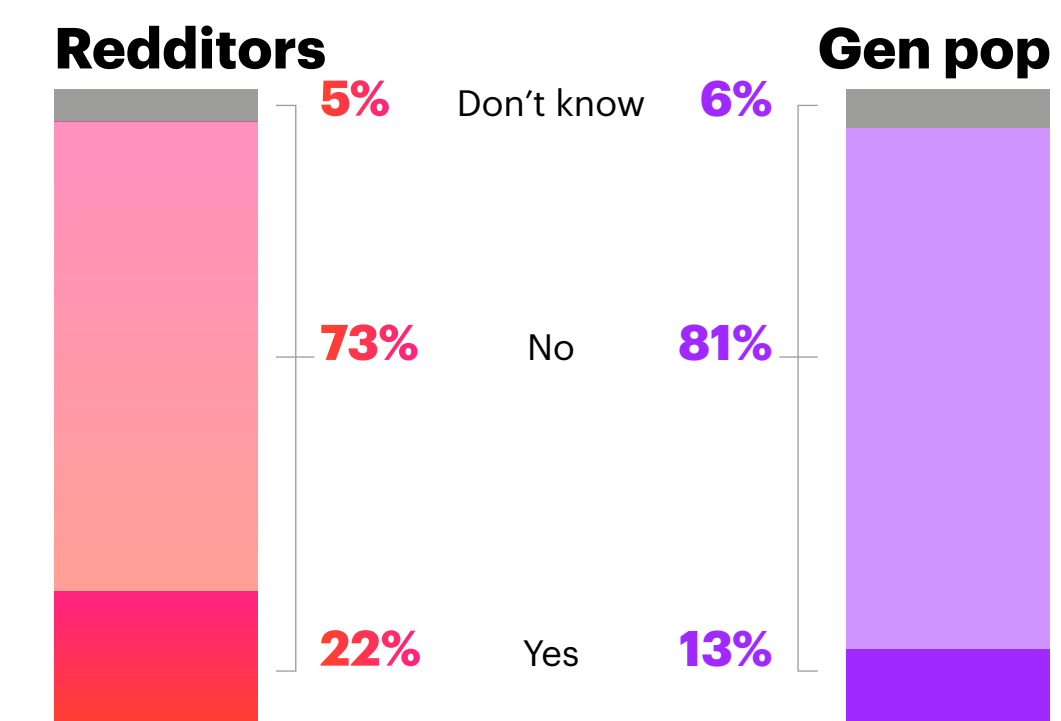
# In town and out

## Where do they live?

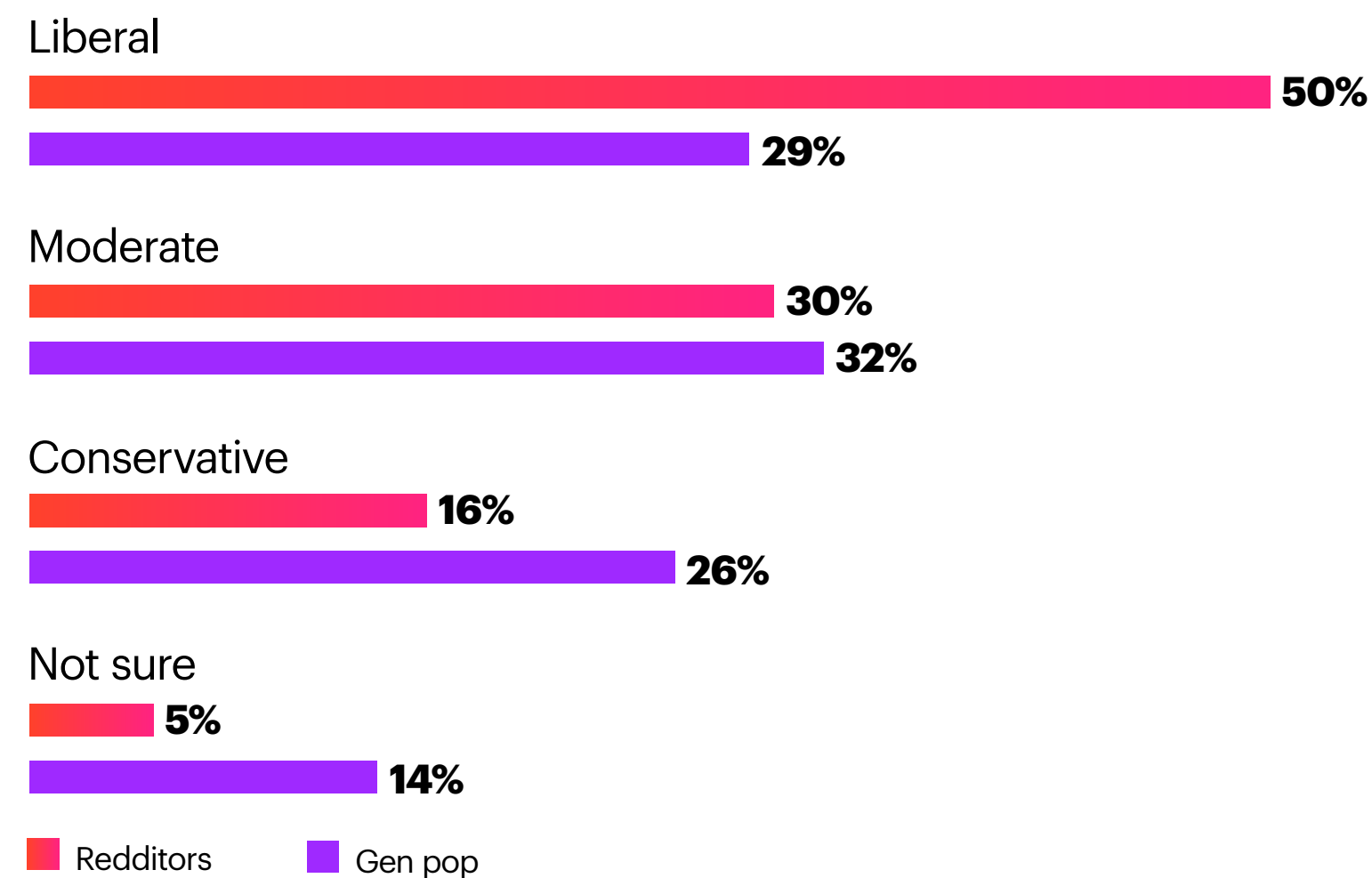


YouGov Profiles: November 2023 (N>6,500)

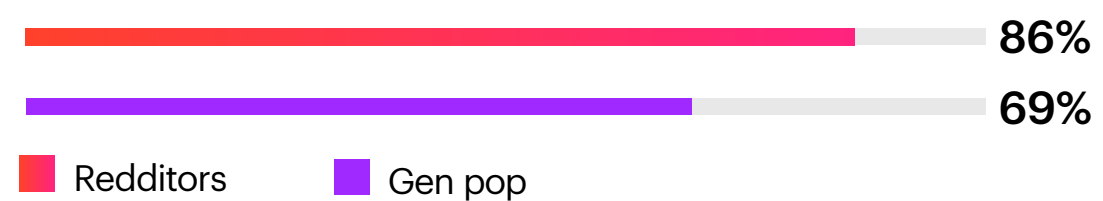
## LGBTQ+ Identity



# Redditors are more likely to be educated and left-leaning

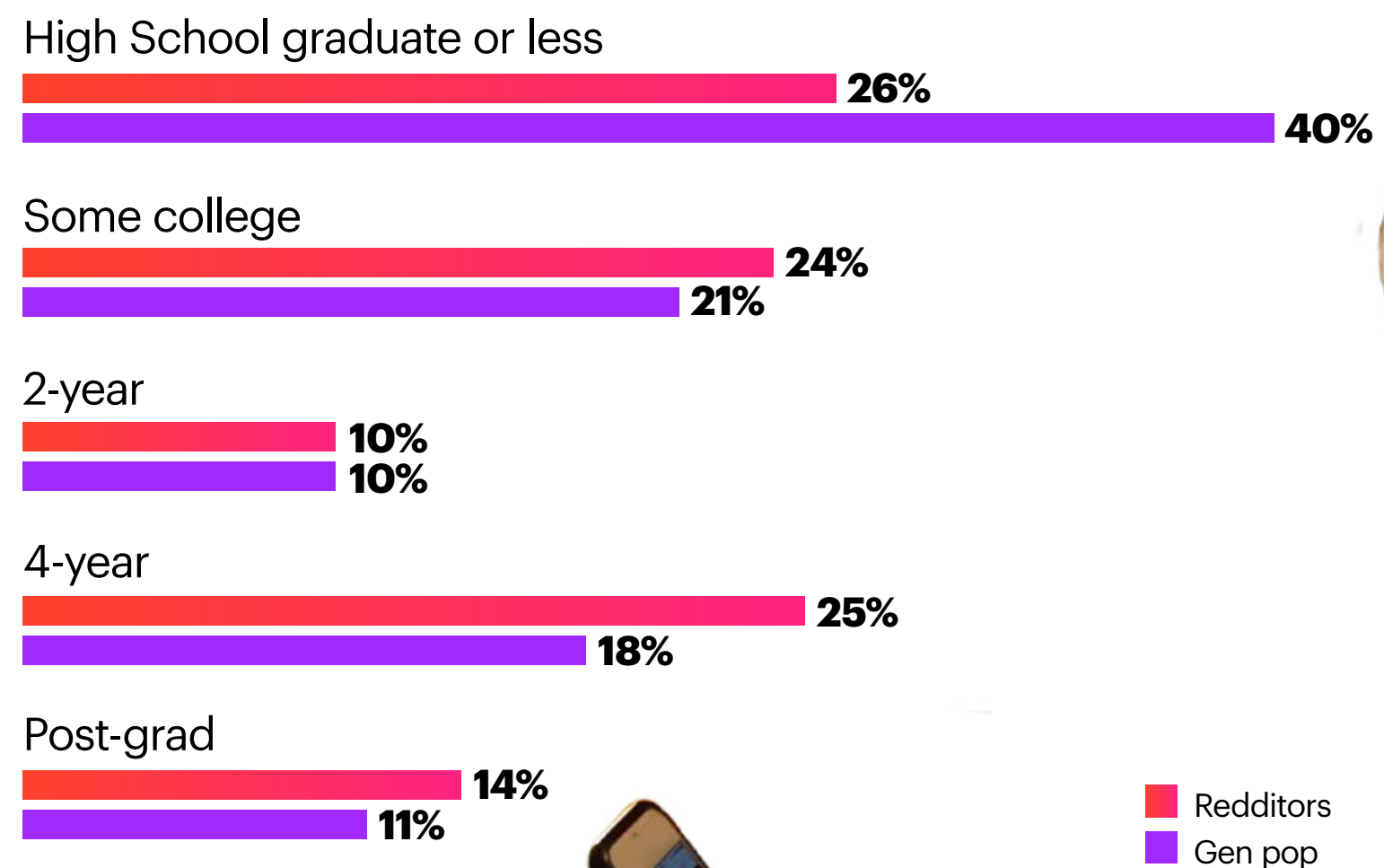


“The internet is my main source of information”



YouGov Profiles: November 2023 (N>6,500)

## Education





49%

of Redditors work full time  
(vs 37% gen pop)

# Redditors are affluent and optimistic

## Income

Higher income:  
higher than 200% of the median

12%

8%

Middle income:  
between 75% and 200% of the median

44%

35%

Lower income:  
less than 75% of the median

33%

44%

Prefer not to say/Don't know

10%

13%

Redditors Gen pop

## Expected change in household financial situation

Better

42%

36%

No change

26%

27%

Worse

18%

20%

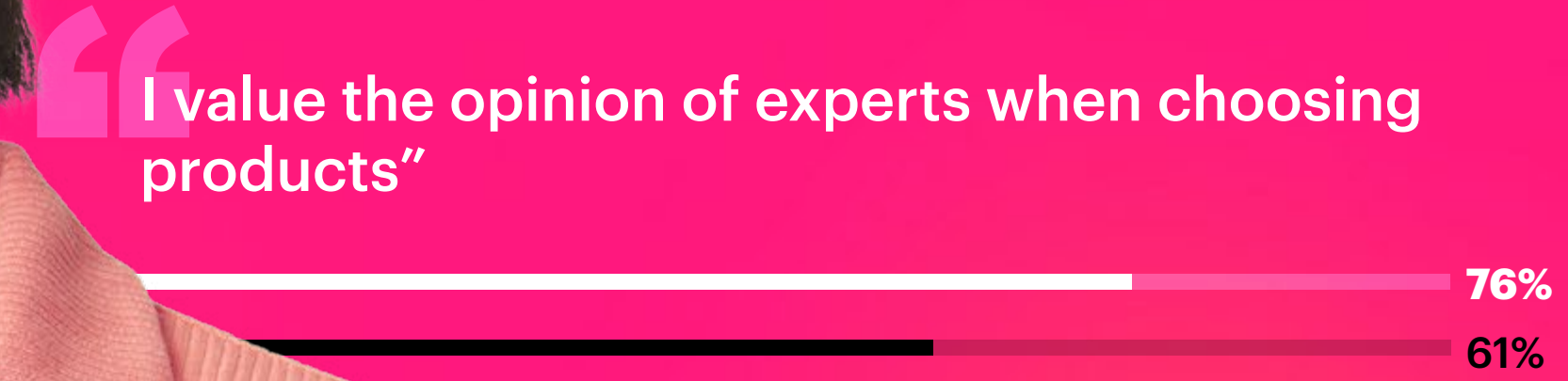
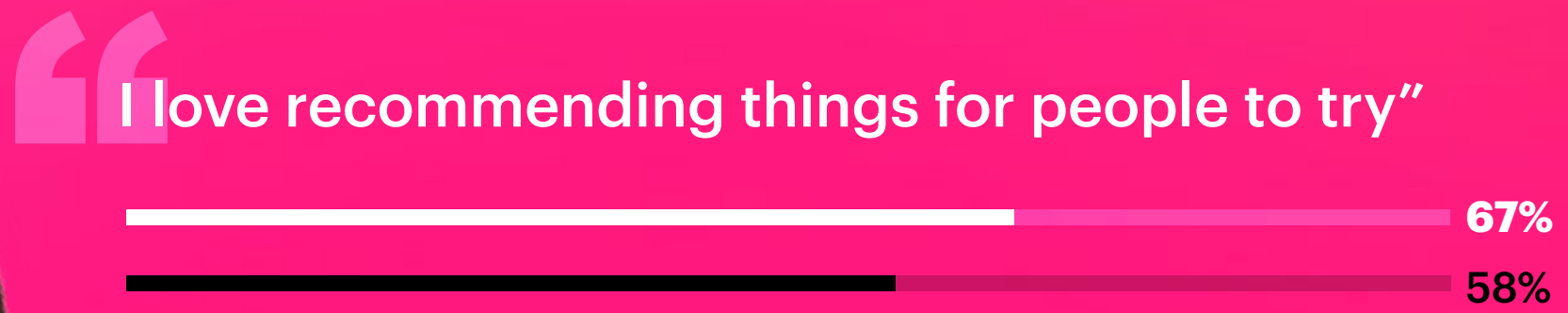
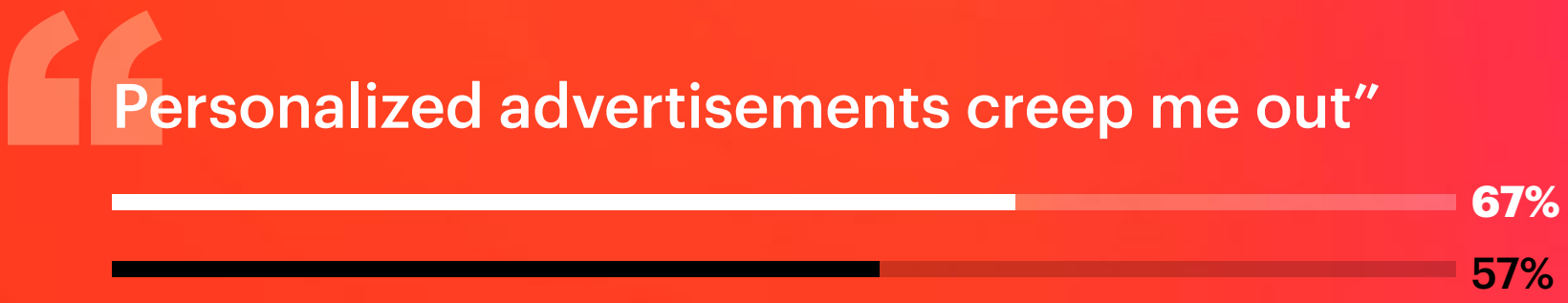
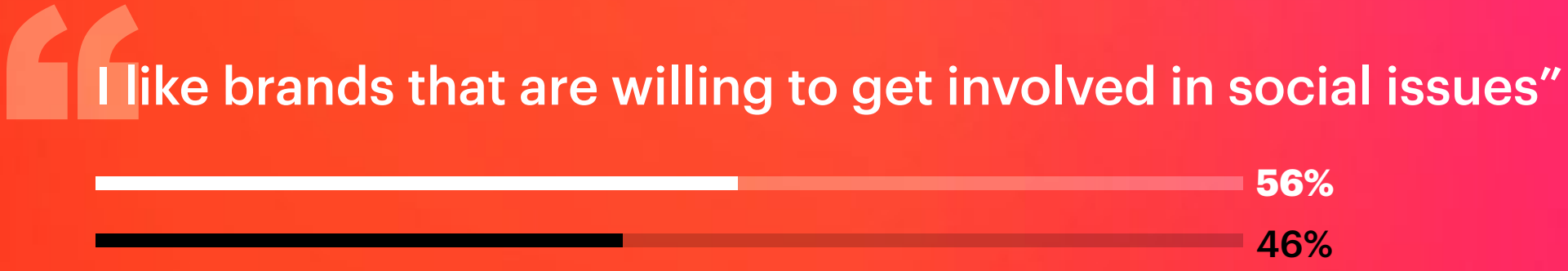
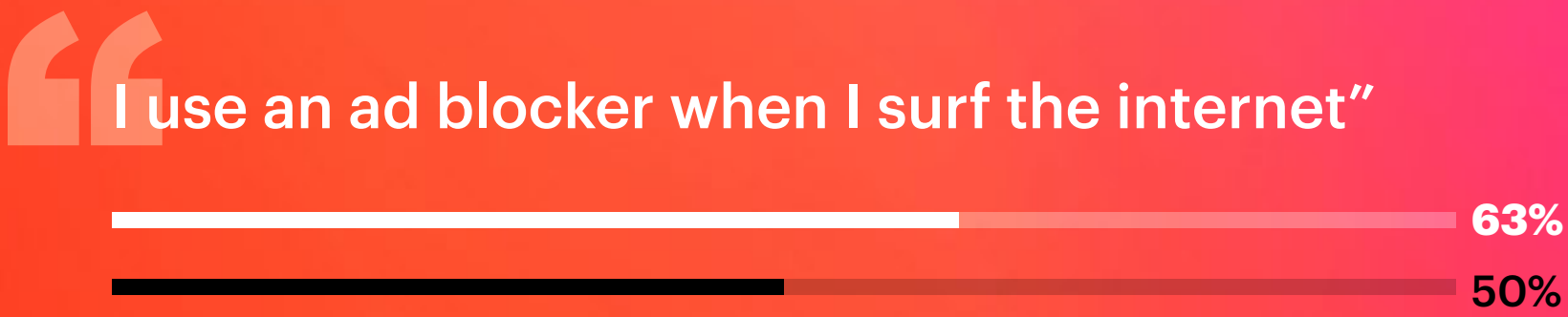
Don't know

14%

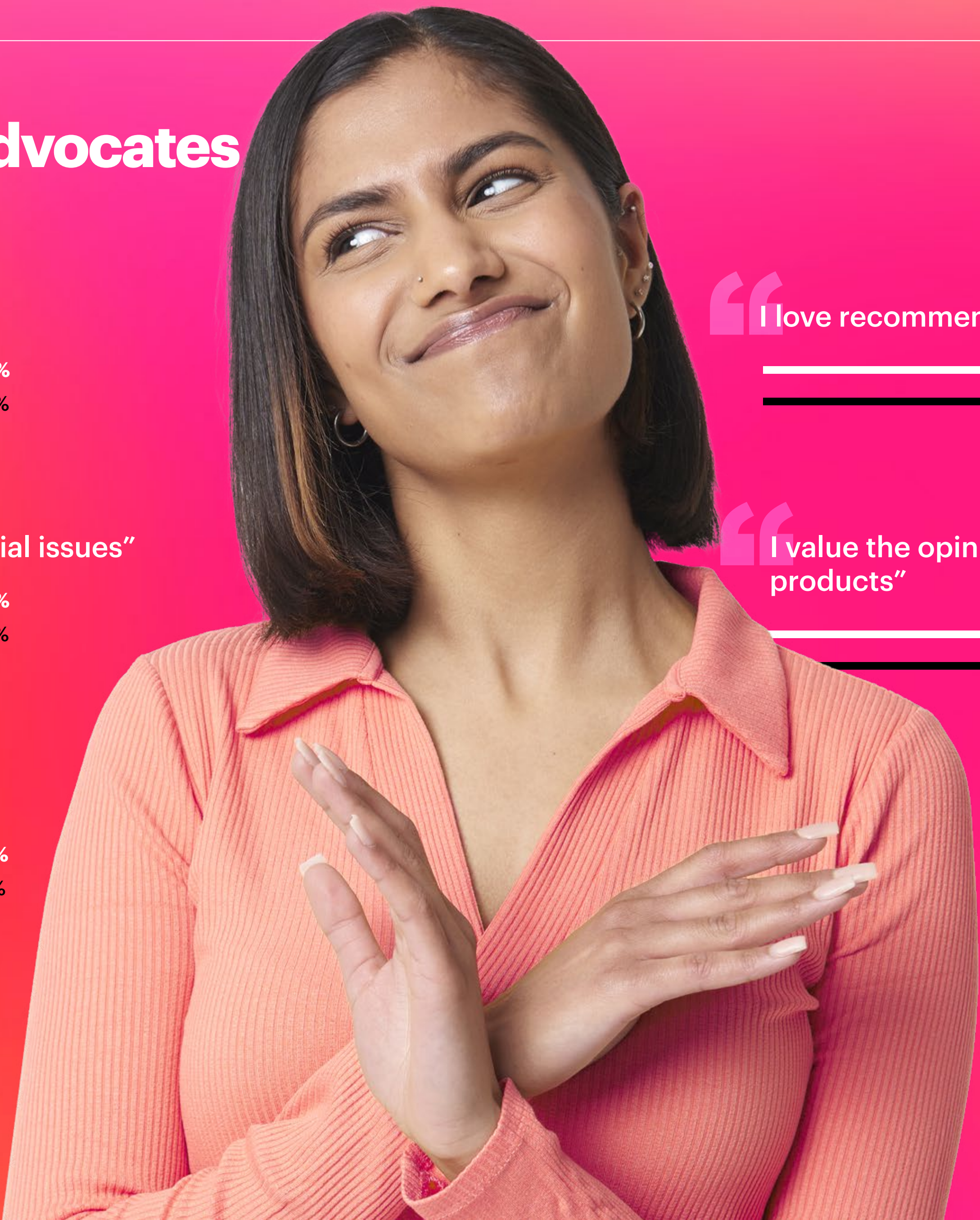
16%

Redditors Gen pop

# Redditors are ad-averse advocates



■ Redditors ■ Gen pop



Ask us anything about

# Redditors

[r/ReachingRedditors](#)

Visit the subreddit >



# Fixing things, chasing strings

## Life events planned for 2024

Make a minor home improvement  
(e.g. Painting, refurbishment, adding lighting, etc)



Change jobs



Buy a car



Move homes



Make a major home improvement  
(e.g. Add an extension, new bathroom, new fences, etc)



None of the above



Redditors Gen pop

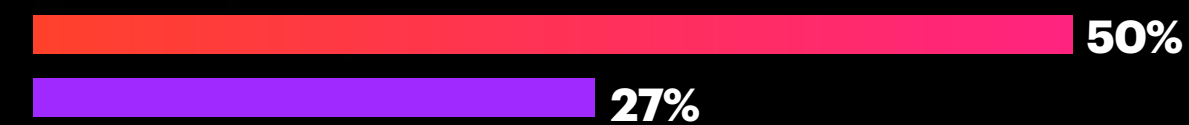
**47%**  
are cat owners  
(vs 41% gen pop)



# Redditors are curious hobbyists

## General interests

Computers and technology



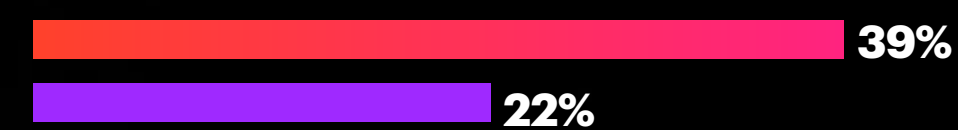
Science



Politics and social issues



Human and social sciences



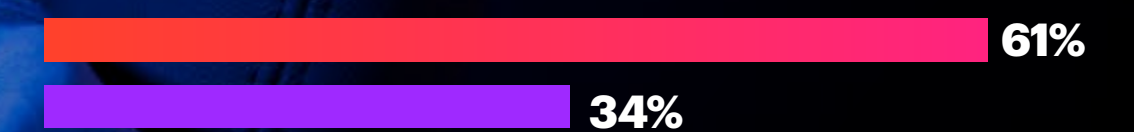
International news



Redditors  
Gen pop

## General interests

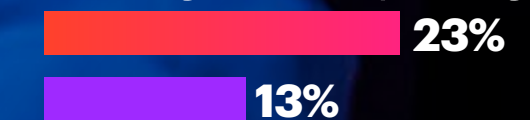
Online entertainment



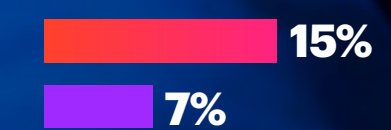
Playing games on devices



Writing or composing



Computer programming



Exercising indoors



# Not in mom's basement

## Free time activities

Museums



Movie theater



Restaurants and cafes



Parks and gardens



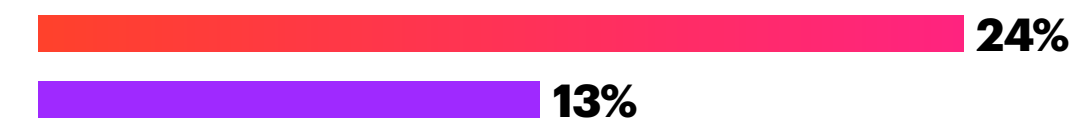
Concerts or live music events



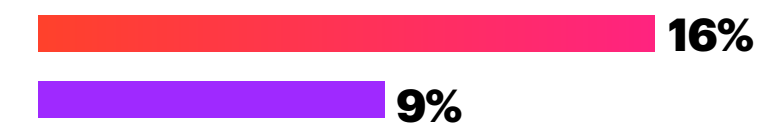
Redditors Gen pop

## Music events attended in 2023

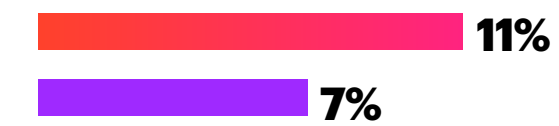
Show/concert in smaller venue



Show/concert in larger venue



Music festivals



Redditors Gen Pop

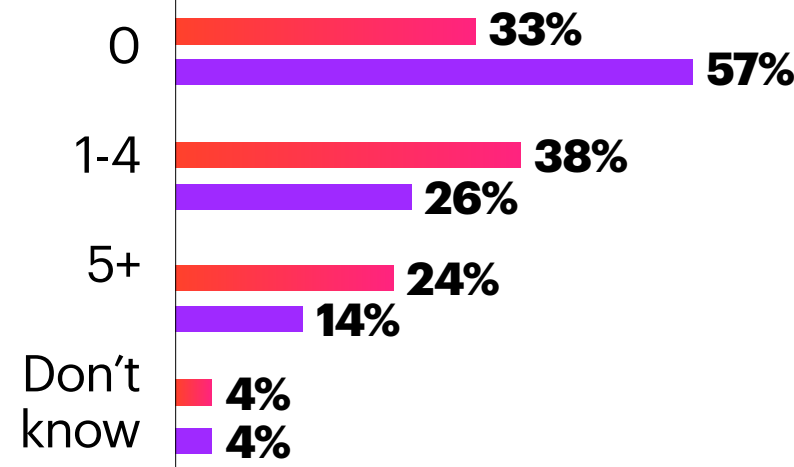
# 78%

Think brands should consider environmental sustainability when putting on events

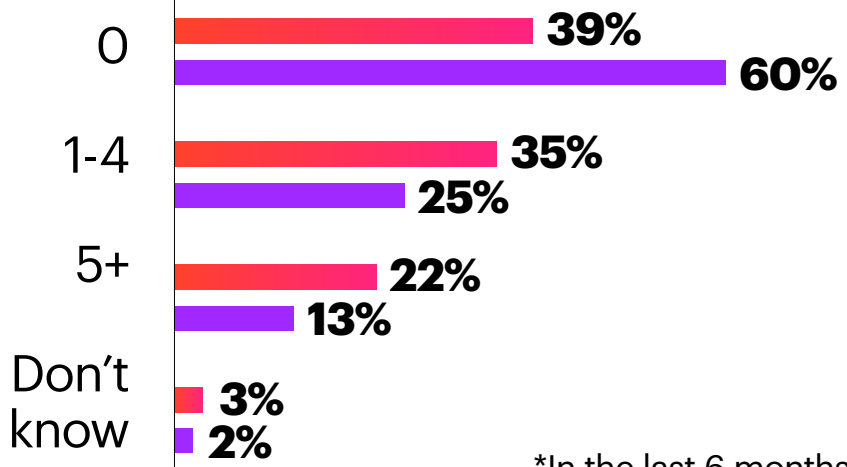
(vs 65% gen pop)

# 50% of Redditors see themselves as gamers

## Console games purchased\*



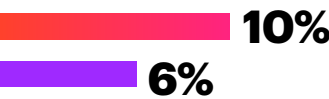
## Mobile games purchased\*



\*In the last 6 months

## Esports interest

This is one of my top interests



Somewhat interested



A little bit interested



Not at all interested



Redditors Gen pop



# Hispanic Redditors more likely to post, women less likely

## Reddit Posters

**67%** Male Female **33%**

### Ideology

Liberal



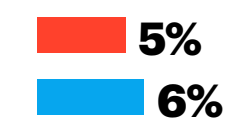
Moderate



Conservative



Not sure



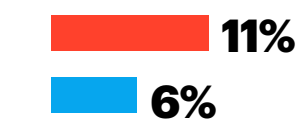
Reddit Posters Reddit Lurkers

## Reddit Lurkers

**57%** Male Female **43%**

### Race

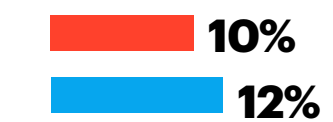
Black



Hispanic



Other



White



Reddit Posters Reddit Lurkers

YouGov Profiles: November 2023

- Reddit Posters: Post, comment, or DM at least once a week (N>8,000)
- Reddit Lurkers: Use Reddit at least once a week; Post, comment, or DM less than once a month (N>5,000)

# Posters be posting

## Daily posting

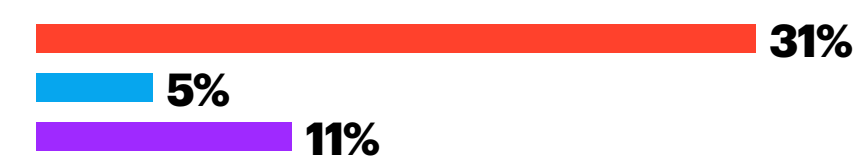
Facebook



Instagram



TikTok



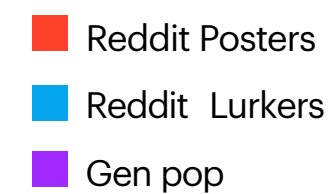
Twitter/X



YouTube



**58%**  
of weekly Reddit  
posters post daily





## Where are Redditors planning to spend money?

Department stores



Snacks



Dining



Electronics



Clothing



Cable/Satellite



Airlines



Beer



Home Goods



Music



■ Redditors  
■ Gen pop

YouGov Profiles: November 2023 (N>1,250)

# Which brands are Redditors upvoting (and considering buying)?





## Ahead with Redditors

## Rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration from Redditors to nationally representative respondents.

The brands in this section are ranked by the difference in consideration between the two groups. For example, 33.7% of Redditors would consider purchasing from Chipotle but just 23.3% of Americans feel the same. This 10.4 percentage-point difference places Chipotle higher in our ranking than Taco Bell, despite the latter having an overall higher consideration (38.9% Redditors vs. 28.7% gen pop). 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 November 1, 2022, and October 31, 2023.

Brand improvers are identified by comparing Redditor consideration scores from November 2022 to October 2023 against their consideration from November 2021 to October 2022. This analysis looks specifically at Redditors, not factoring in these brands' scores with the general population. The minimum sample size for any brand highlighted in this study was 900, though most many had significantly higher numbers of YouGov panelists respond throughout the year.

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Most considered

## Beer

Rank	Brand	Redditors	Gen pop	Difference
1	Blue Moon	22.3%	13.8%	8.5
2	Guinness	22.3%	14.1%	8.2
3	Sierra Nevada	13.6%	6.5%	7.1
4	Samuel Adams	22.5%	16.2%	6.3
5	Fat Tire	12.6%	6.6%	6.0
6	Lagunitas	9.7%	4.2%	5.5
7	Corona	22.5%	17.2%	5.3
8	Goose Island	8.6%	3.8%	4.8
9	Pacífico	8.9%	4.4%	4.5
10	Stella Artois	16.3%	11.8%	4.5

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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## Most considered Wine

Rank	Brand	Redditors	Gen pop	Difference
1	Francis Ford Coppola	14.0%	8.8%	5.2
2	Apothic	11.4%	7.2%	4.2
3	Yellow Tail	23.5%	19.8%	3.7
4	Josh Cellars	11.7%	8.1%	3.6
5	Naked Wines	11.7%	8.2%	3.5
6	Cupcake Vineyards	13.2%	9.9%	3.3
7	Stella Rosa	17.9%	14.6%	3.3
8	Oyster Bay	7.7%	4.5%	3.2
9	Ménage à Trois	11.5%	8.5%	3.0
10	Robert Mondavi Winery	13.7%	10.8%	2.9

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>900

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Most considered

## Soft, Energy Drinks & Bottled Water

Rank	Brand	Redditors	Gen pop	Difference
1	Monster Energy	18.0%	9.5%	8.5
2	Naked Juice	20.3%	12.0%	8.3
3	LaCroix	19.3%	11.8%	7.5
4	Red Bull	15.7%	8.3%	7.5
5	smartwater	25.0%	18.0%	7.0
6	FIJI Water	18.5%	12.0%	6.5
7	Rockstar Energy	11.5%	5.1%	6.4
8	Starbucks Bottled Frappuccino	17.5%	11.2%	6.3
9	Starbucks Doubleshot	12.9%	6.7%	6.2
10	Perrier	14.9%	8.7%	6.2

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n&gt;1,000

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## Most considered Snacks

Rank	Brand	Redditors	Gen pop	Difference
1	Ben & Jerry's	41.8%	26.4%	15.4
2	Annie's	28.9%	16.1%	12.8
3	Sunchips	33.5%	23.7%	9.8
4	Clif	18.1%	8.4%	9.7
5	Cinnamon Toast Crunch	29.0%	20.4%	8.6
6	Tillamook	30.4%	22.0%	8.4
7	FAGE	16.3%	8.2%	8.1
8	KIND	23.0%	14.9%	8.1
9	Kettle Brand Chips	25.9%	17.8%	8.1
10	Chobani	33.0%	25.0%	8.0

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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Most considered

## Fast Food

Rank	Brand	Redditors	Gen pop	Difference
1	Five Guys	33.0%	22.5%	10.5
2	Chipotle	33.7%	23.3%	10.4
3	Taco Bell	38.9%	28.7%	10.2
4	McDonald's	47.2%	39.1%	8.1
5	In-N-Out Burger	18.6%	11.6%	7.0
6	QDOBA	13.2%	6.4%	6.8
7	Wendy's	40.0%	33.6%	6.4
8	Popeyes	24.8%	18.8%	6.0
9	Panda Express	24.1%	18.7%	5.4
10	Potbelly Sandwich Shop	9.7%	4.7%	5.0

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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Most considered

# Fashion

Rank	Brand	Redditors	Gen pop	Difference
1	Patagonia	25.7%	11.3%	14.4
2	adidas	38.4%	26.9%	11.5
3	Vans	25.9%	14.8%	11.1
4	Converse	27.4%	18.0%	9.4
5	Uniqlo	12.4%	3.3%	9.1
6	PUMA	24.1%	15.3%	8.8
7	Columbia Sportswear	29.7%	21.8%	7.9
8	The North Face	28.8%	20.9%	7.9
9	Gap	23.5%	15.7%	7.8
10	New Balance	35.4%	27.7%	7.7

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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Most considered

## Consumer Electronics

Rank	Brand	Redditors	Gen pop	Difference
1	Nintendo	32.2%	16.3%	15.9
2	Google Pixel	23.7%	10.3%	13.4
3	Logitech	25.9%	12.7%	13.2
4	Intel	25.6%	14.0%	11.6
5	PlayStation	23.3%	12.4%	10.9
6	Sony	34.3%	24.5%	9.8
7	Nintendo Switch	18.6%	9.4%	9.2
8	Android	39.3%	30.4%	8.9
9	Sennheiser	12.8%	3.9%	8.9
10	Xbox	17.8%	9.0%	8.8

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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Most considered

## Networks

Rank	Brand	Redditors	Gen pop	Difference
1	Adult Swim	26.8%	12.6%	14.2
2	HBO (Max)	47.8%	33.7%	14.1
3	Comedy Central	35.3%	23.6%	11.7
4	Cartoon Network	25.9%	16.2%	9.7
5	ESPN	31.9%	24.1%	7.8
6	C-SPAN	17.2%	10.0%	7.2
7	MSNBC	27.9%	21.0%	6.9
8	Nickelodeon	20.4%	14.0%	6.4
9	MTV	19.0%	12.7%	6.3
10	FX	31.6%	25.5%	6.1

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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Most considered

## Online Brands

Rank	Brand	Redditors	Gen pop	Difference
1	Discord	39.0%	10.0%	29.0
2	Google Docs	50.4%	25.0%	25.4
3	Spotify	50.5%	26.5%	24.0
4	Instagram	56.4%	35.4%	21.1
5	Twitter (X)	42.2%	22.7%	19.5
6	Twitch	26.1%	7.0%	19.1
7	IMDb	39.7%	21.0%	18.7
8	Google Chrome	65.8%	48.7%	17.1
9	YouTube	81.1%	65.8%	15.3
10	Google Photos	42.6%	27.7%	14.9

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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Most considered

## Video Game Franchises

Rank	Brand	Redditors	Gen pop	Difference
1	The Legend of Zelda	27.6%	15.1%	12.5
2	Minecraft	24.0%	13.8%	10.2
3	Assassin's Creed	19.1%	10.1%	9.0
4	Grand Theft Auto	24.7%	15.8%	8.9
5	Animal Crossing	18.6%	9.7%	8.9
6	Final Fantasy	15.8%	7.8%	8.0
7	The Sims	20.5%	12.7%	7.8
8	FIFA	16.6%	9.0%	7.6
9	Call of Duty	22.8%	16.0%	6.8
10	Fortnite	15.1%	9.5%	5.6

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1,000

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Most considered

# Overall

Rank	Brand	Sector name	Redditors	Gen pop	Difference
1	Discord	Online Brands	39.0%	10.0%	29.0
2	Google Docs	Online Brands	50.4%	25.0%	25.4
3	Spotify	Online Brands	50.5%	26.5%	24.0
4	Instagram	Online Brands	56.4%	35.4%	21.1
5	Twitter	Online Brands	42.2%	22.7%	19.5
6	Twitch	Online Brands	26.1%	7.0%	19.2
7	IMDb	Online Brands	39.7%	21.0%	18.7
8	Google Chrome	Online Brands	65.8%	48.7%	17.1
9	Nintendo	Consumer Electronics	32.2%	16.3%	15.9
10	Ben & Jerry's	Snacks	41.8%	26.4%	15.4

YouGov BrandIndex: November 1, 2022 – October 31, 2023, US, Weekly Redditors n>1510

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Most considered

## Most Improved Brands with Redditors

Rank	Brand	Sector name	Redditors 2023	Redditors 2022	Difference
1	Quaker	Snacks	44.1%	37.2%	6.9
2	Facebook	Online Brands	57.5%	51.4%	6.1
3	Fritos	Snacks	37.4%	31.4%	6.0
4	eBay	Online Brands	46.5%	40.8%	5.7
5	smartwater	Soft Drinks	25.0%	19.4%	5.6
6	ESPN	Networks	31.9%	26.5%	5.4
7	Old Navy	Fashion	38.4%	33.1%	5.3
8	YouTube Premium	Online Brands	38.1%	33.0%	5.1
9	FIFA	Video Games	16.6%	11.8%	4.8
10	New Balance	Fashion	35.4%	30.6%	4.8

YouGov BrandIndex: November 1, 2022 – October 31, 2023 vs November 1, 2021 – October 31, 2022, US, Weekly Redditors n>930

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# Want a deeper analysis?

**YouGov BrandIndex tracks 2,000+ brands on 16 key brand health metrics including:**

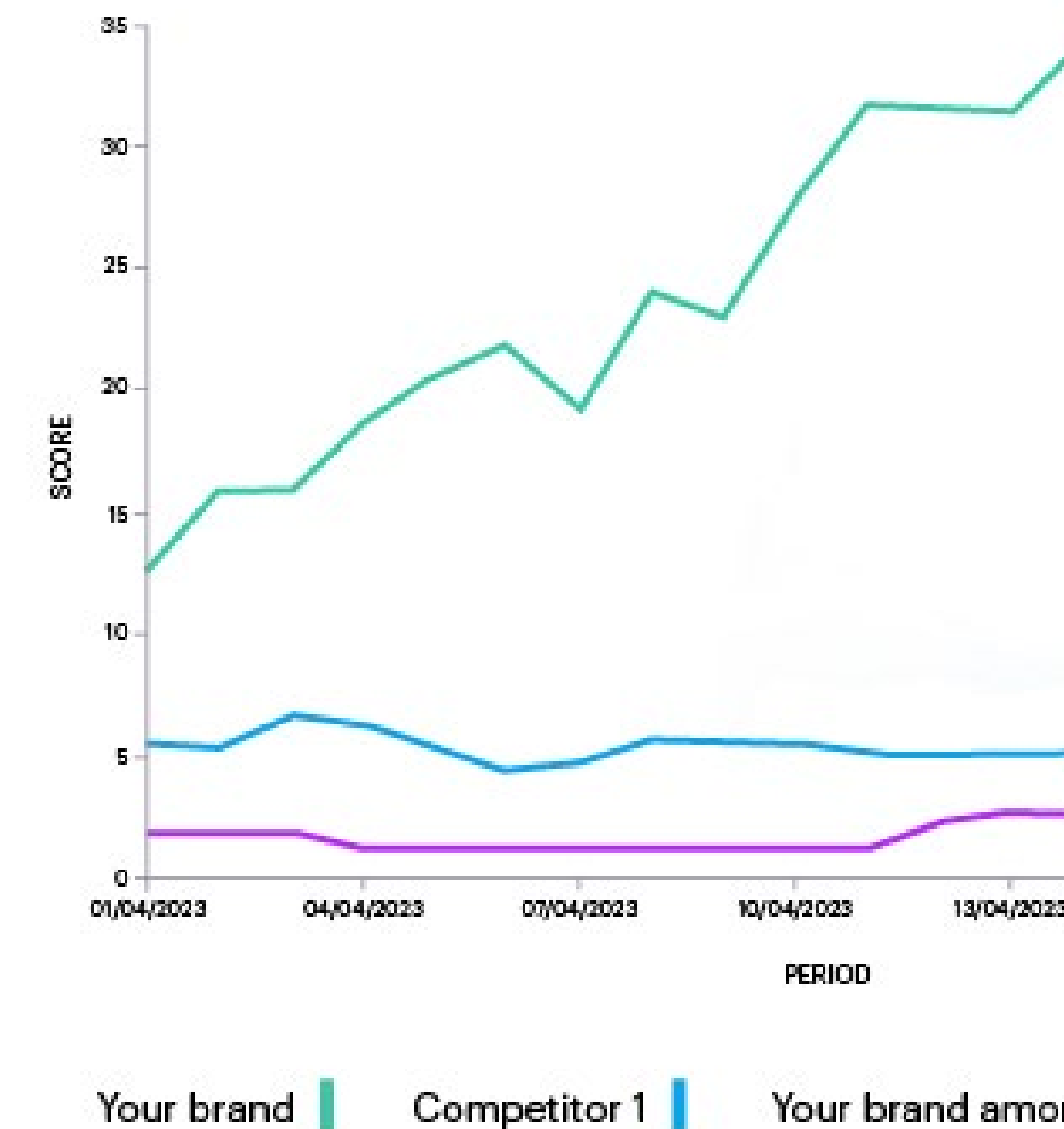
- Ad Awareness
- Customer Satisfaction
- Perceived Value
- Recommendation

**With YouGov Profiles, you can segment your analysis by:**

- Gaming interest
- Device ownership
- Hobbies & interests
- Social media membership
- And much more

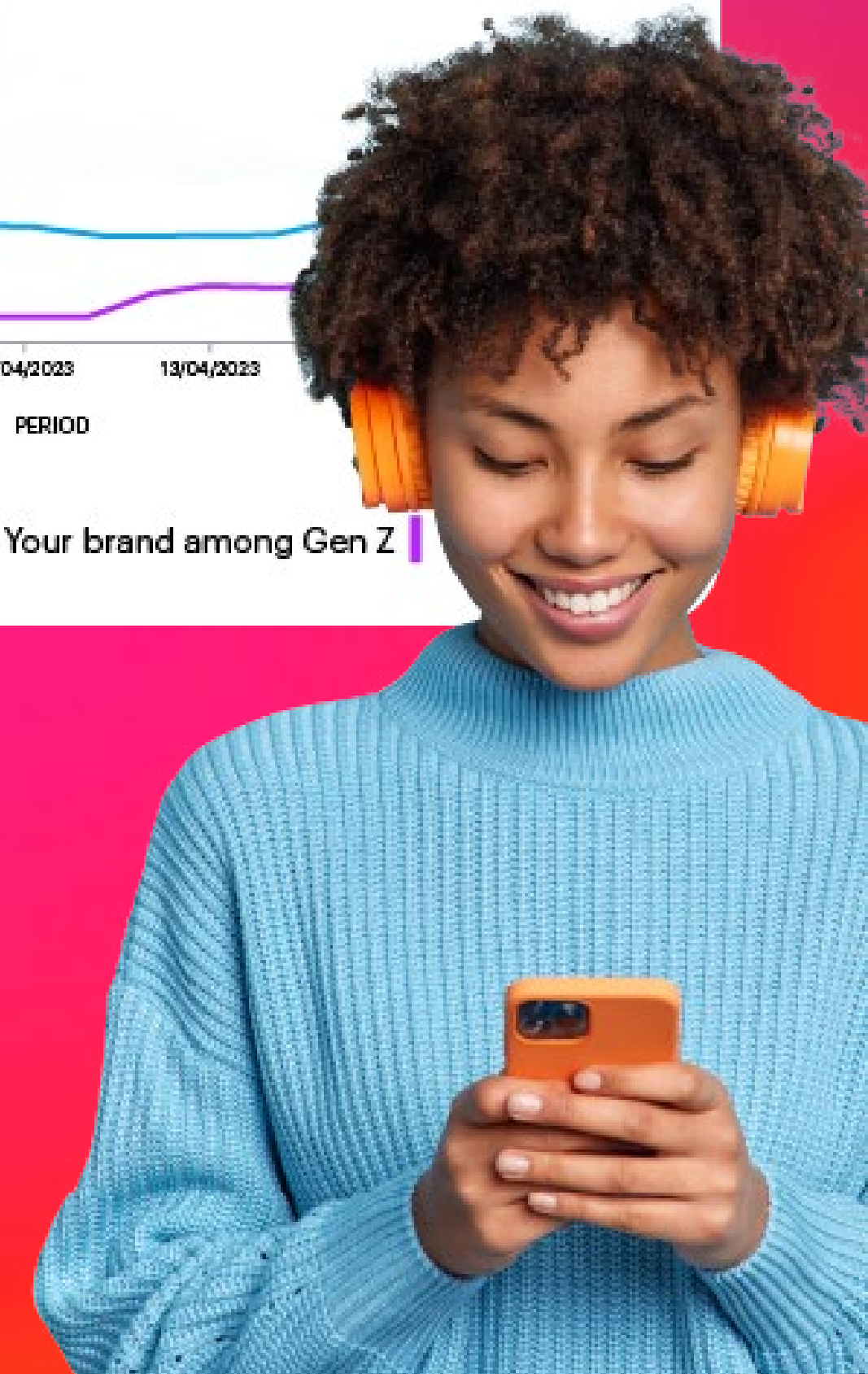
[Survey Redditors >](#)

## Advertising awareness



Metrics ▾

Advertising Awareness



# Thank you!

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