

Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report

Key areas of focus

Cumulus Media | Westwood One and Signal Hill Insights commissioned Quantilope to survey weekly podcast consumers in April 2025 for our latest Podcast Download Report. Here are the major questions we sought to address:

- What is the profile of weekly and heavy podcast consumers?
- How are Podcast Newcomers (started listening in past year) distinct from Podcast Pioneers (4+ years)?
- Do podcast consumers go back and listen to the back catalogue of episodes?
- Platform usage: What are the latest shifts in preferred platform? How does that vary by segment?
- Podcasts with video: What are consumer preferences? To what extent do they watch or listen to them?
- How interested are podcast consumers in engaging and interacting with their favorite hosts and podcasts?
- How engaged are podcast consumers with ad-free video streaming services?
- Advertiser Perceptions: What is the current state of podcast advertising consideration and usage?

Methodology

Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report represents the fourteenth installment in the series, with the inaugural report dating back to July 2017. This study is conducted twice a year in Spring and Fall.

This study was fielded online using a nationally representative sample of 603 respondents who met the following criteria:

- Persons 18+
- All respondents spent at least one hour listening to, or watching*, podcasts within the past week
- Respondents were not employed in the advertising, public relations, marketing, market research, AM/FM radio, television, digital, or podcasting industries
- Surveys were conducted from April 21 to 30, 2025

* This is the 6th wave where respondents could qualify for the Download by saying they "watched" a podcast in the past week. In total, 4% of the sample qualified by saying they watched but didn't listen to podcasts in the past week. Wherever trending comparisons are made to previous waves, the difference in samples is noted.

Key takeaways

- **Once you're in, you're in:** Even podcast newcomers (listening 1 year or less) consume nearly as many episodes a week as podcast pioneers (4+ years).
- **Because of co-listening, downloads and listens underestimate the actual audience:** A sizeable minority of consumers listen to podcasts with friends or family – something not captured by download or impression numbers.
- **The three leading platforms serve differing audiences:** Spotify skews young, Apple skews to Podcast Pioneers and YouTube leans male.
- **Podcast newcomers are more diverse and more likely to be women.**
- **Podcast advertising captures hard-to-reach, ad-free video streamers:** Weekly podcast consumers are also heavy viewers of ad-free video streaming services (i.e., Netflix, Amazon Prime, ad-free Hulu, etc.).
- **Advertiser adoption of podcast ads continues to grow at a breakneck pace** In the Advertiser Perceptions study, advertisers say their use of podcasts has jumped from 15% to 78% since 2015.



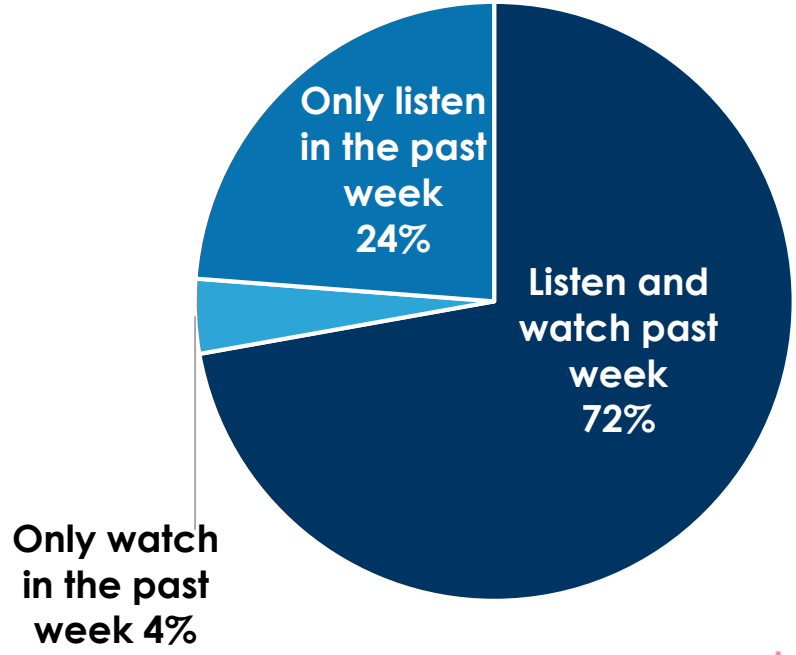
5 Key takeaways: Watchable podcasts

- **YouTube is not a walled garden of podcasts:** 72% of weekly podcast consumers who have consumed podcasts on YouTube say they would switch platforms from YouTube if a podcast were to become available only on another platform. 51% of YouTube podcast consumers say they already have listened to the same podcasts they consume on YouTube in another place.
- **YouTube is the leading podcast platform for the third year, but no single platform dominates**: Continued interest in video podcasts keeps YouTube ahead of Spotify as the most used platform. However, a diverse ecosystem of podcast platforms means no single one captures a majority as most used.
- **Watchable podcasts have grown in popularity:** Driven by Podcast Newcomers, more consumers prefer podcasts with video they can actively watch or minimize to listen in the background vs. podcasts that are just audio.
- **Podcast Discovery: YouTube is the place to be found:** YouTube acts as an entertainment search engine. 44% of weekly podcast consumers who listened to a new podcast in the past 6 months started listening to their latest podcast on YouTube.
- **Audio remains the primary mode of consumption, despite the growing option of video:** Podcasts are unique among other media platforms, offering flexible multimedia opportunities. Podcast consumers have the option to either watch or listen, and the vast majority continue to choose to listen.
- **With the rise of podcast watching, smart TVs are big for podcast consumption:** A third of consumers are using a smart TV for podcasts, which is only outranked by smartphones.



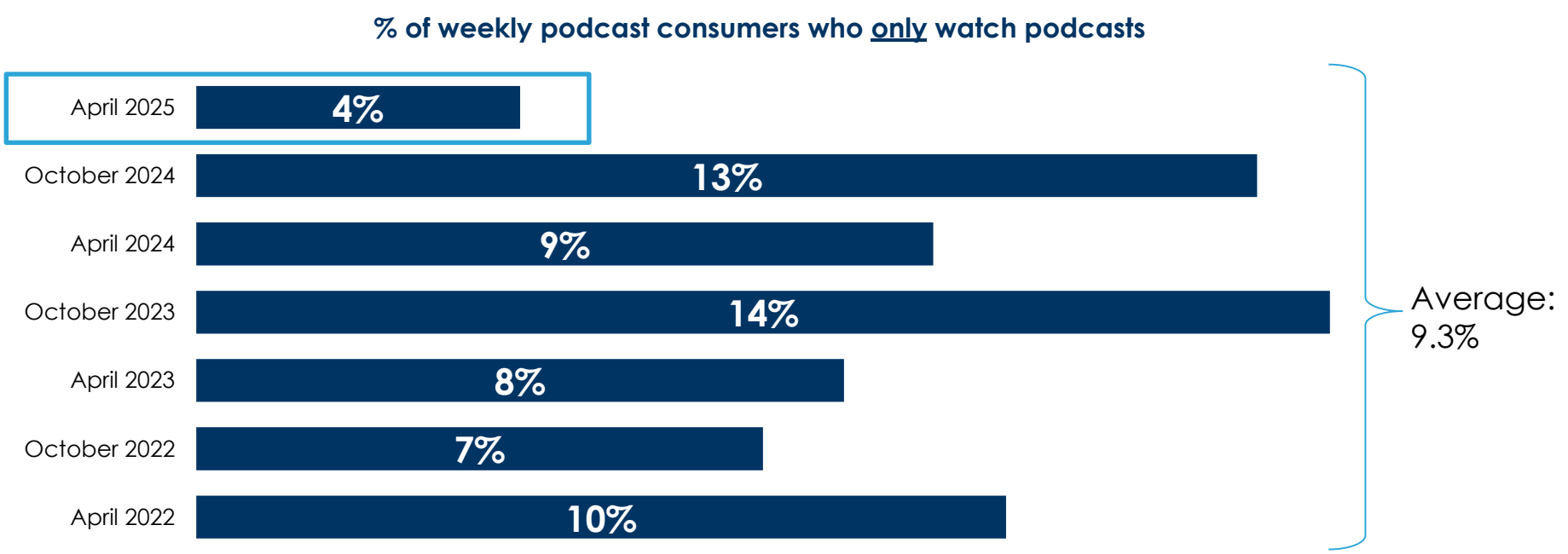
4% say they only watched podcasts; 96% of podcast consumers say they listened to podcasts in the last week

Expanding the definition of the podcast audience to those who "watch" rather than just "listen" increased the podcast universe by 4%



Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report
*96% includes people who listened and watched past week

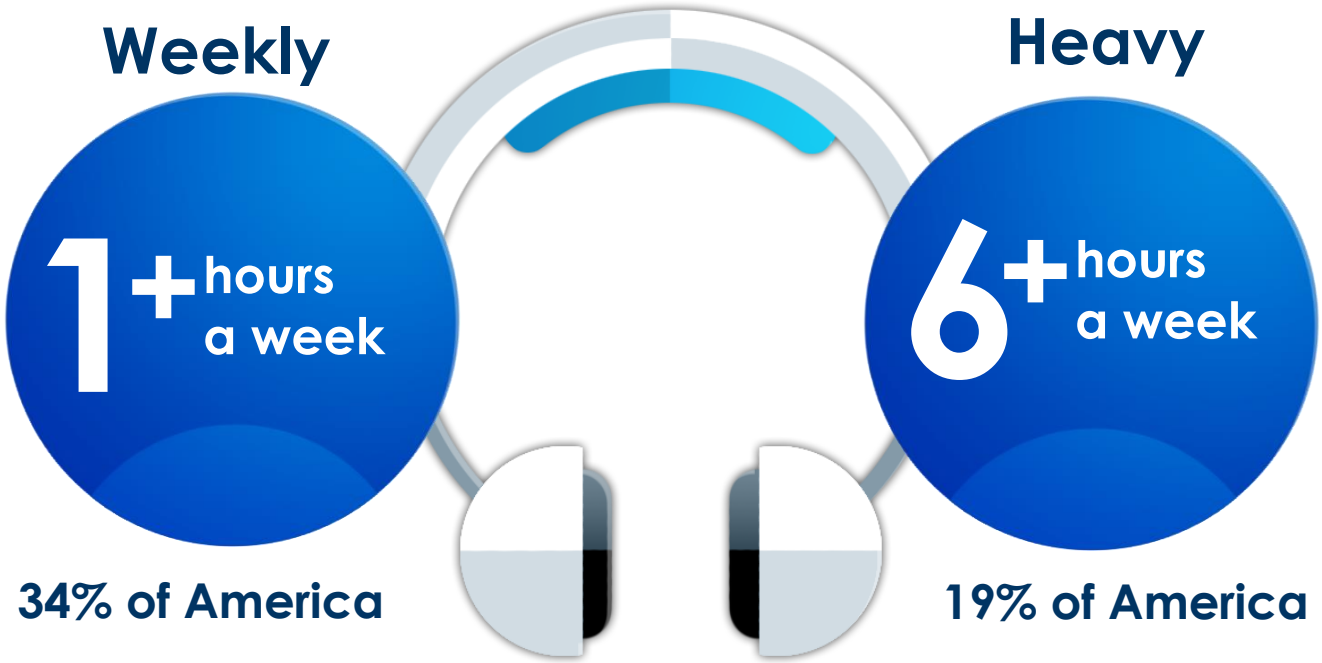
Exclusive podcast watching has stayed consistent at 10% with the exception of April 2025



How to read: 4% of weekly podcast consumers only watched podcasts in April 2025. This is an outlier from what has stayed consistent from 10% in April 2022 when podcast watching was first introduced to the Podcast Download.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025

Podcasts: Who's listening?



Source: Weekly podcast listening sourced from Edison Research, "The Infinite Dial 2024," persons 12+ Heavy podcast listening based on multiplying heavy podcast consumers size by total America. Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – Spring 2025; Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?"

Study terminology and definitions

	Term	Definition
	Weekly podcast consumers	Listened to or watched podcasts in the past week.
	Heavy podcast consumers	Listened to or watched **6+ hours** of podcasts in the past week.
	Podcast watchers	Those who have **watched** podcasts with a video component in the past week.
	Watchable podcasts	Podcasts with a video component.
Podcast origin timeline	**Podcast Pioneers (4+ years ago)**	Started consuming podcasts 4 or more years ago.
	Podcast Intermediates (2-3 years ago)	Started consuming podcasts 2-3 years ago.
	Podcast Newcomers (past year)	Started consuming podcasts in the past 12 months.
	Distribution platforms	Destination where podcasts are available for consumers, e.g., Apple Podcasts, Spotify, and YouTube.
	Apple Podcasts	Podcasts accessed on iTunes or Apple Podcasts.

Podcast Pioneers spend more time with podcasts and consume more episodes. Podcast Newcomers are more female and more likely to be Hispanic.

Podcast Pioneers = 4+ years ago
Podcast Newcomers = Past year

State of weekly podcast consumers

Profile of the 34% of Americans who are weekly podcast consumers

Heavy podcast listening

% who listened to 6+ hours

55%

of total weekly podcast consumers are heavy users

Average weekly time spent with podcasts

Weekly podcast consumers consumed an average of

6.9 hours

of podcasts

Average number of podcast episodes listened to

Weekly podcast consumers tuned into an average of

4.3

podcast episodes in the past week

Average number of podcast shows listened to

On average, weekly podcast consumers listen to

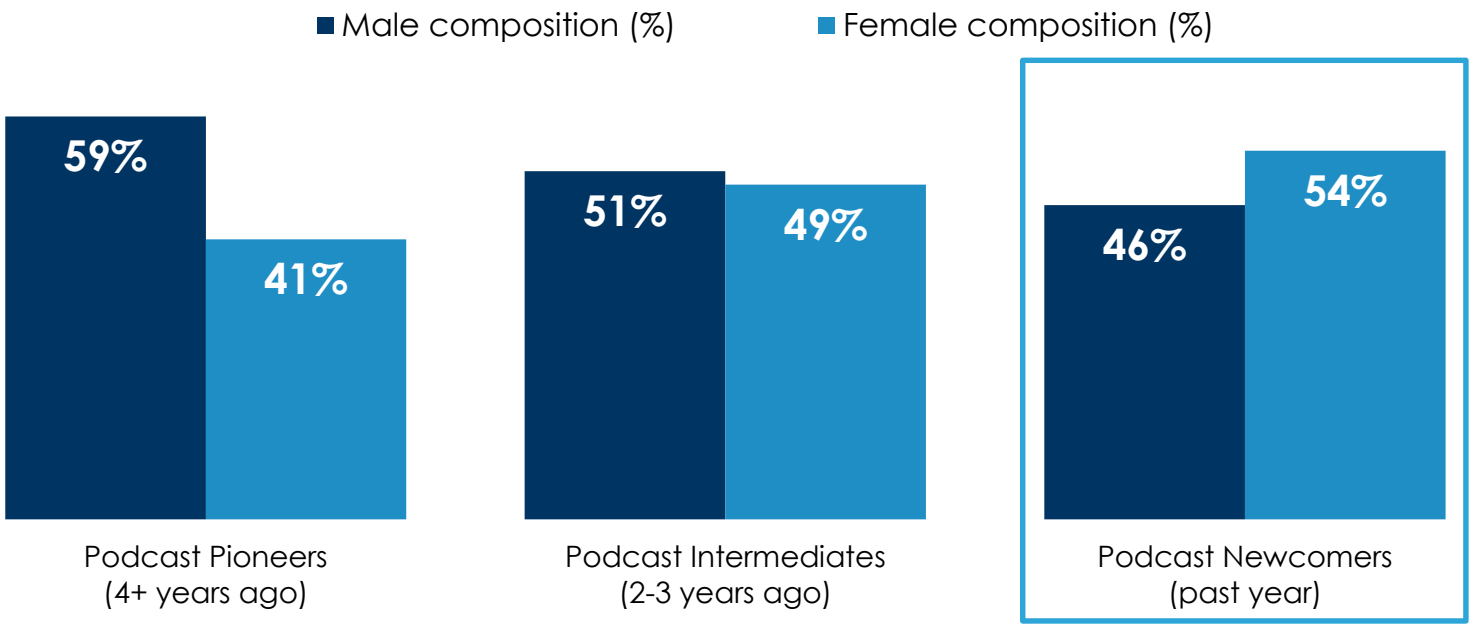
3.1

different shows per week

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?"

Women are more likely to be among Podcast Newcomers

Q: "When did you first start listening to podcasts?" – gender composition (%)

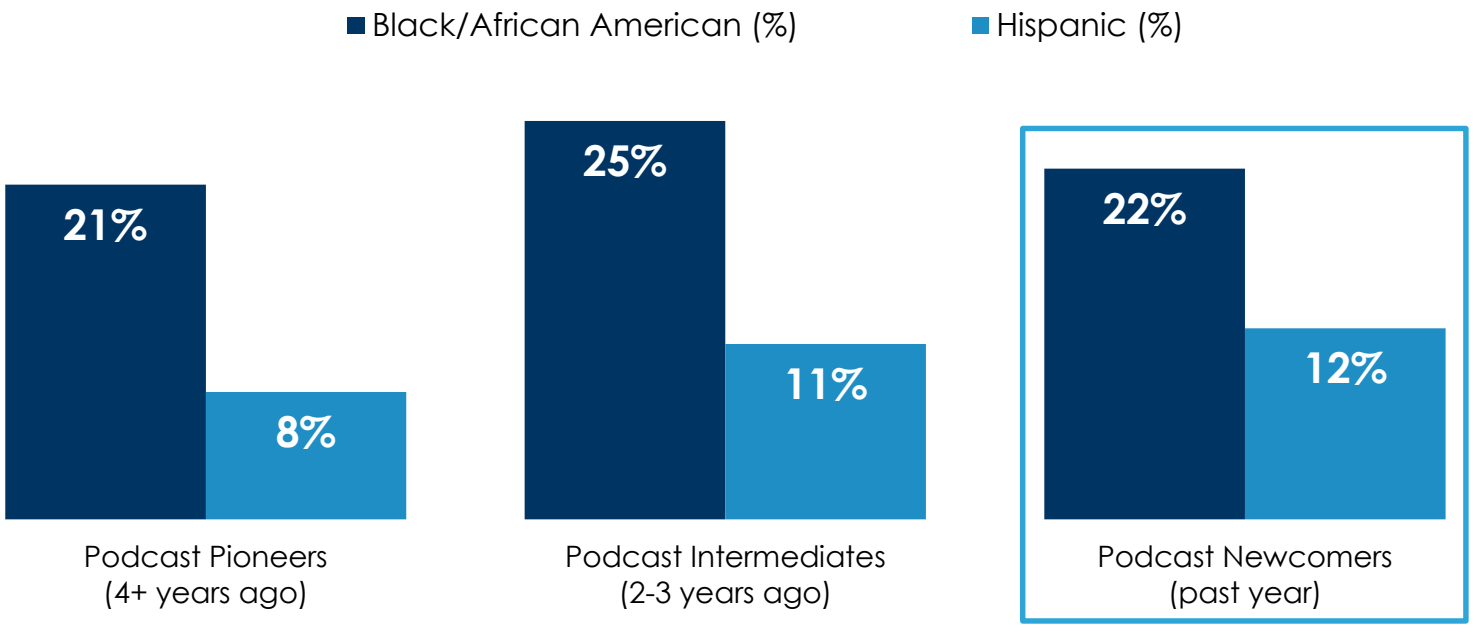


How to read: 51% of Podcast Intermediates (those who began listening 2-3 years ago) are men.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When did you first start listening to podcasts?"

Podcast Newcomers are more likely to be Hispanic; A third of newcomers are multicultural

Q: "When did you first start listening to podcasts?" – race/ethnicity composition (%)



How to read: 25% of Podcast Intermediates (those who began listening 2-3 years ago) are Black/African American

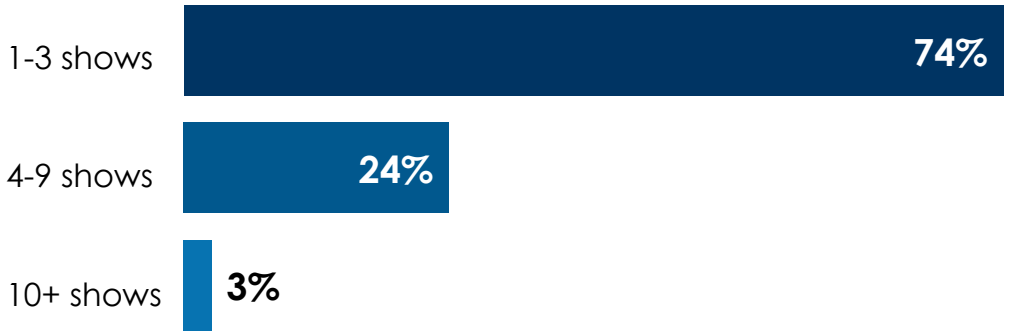
Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When did you first start listening to podcasts?"

Once you're in, you're in: Even Podcast Newcomers consume 3 average shows (distinct podcast titles) per week

Average number of weekly shows

(Pioneers 4+ years)	(Intermediates 2-3 years)	(Newcomers <1 year)	(Heavy consumers 6+ hours)
3.3	**3.1**	**2.8**	**3.7**

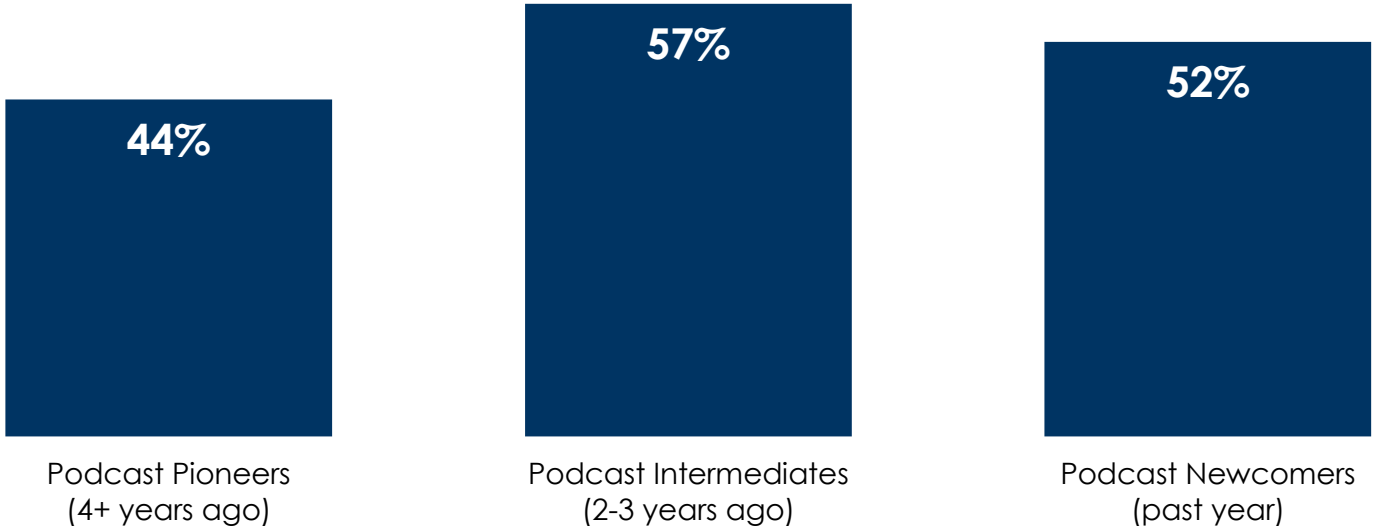
Q: "How many podcast shows have you listened to in the past week?



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "In the past week, approximately how many podcast shows did you listen to?"

Podcast Newcomers aren't the only ones finding new podcasts to listen to

Q: "Have you started listening to any new podcasts over the past 3 months?"
(% who said yes)

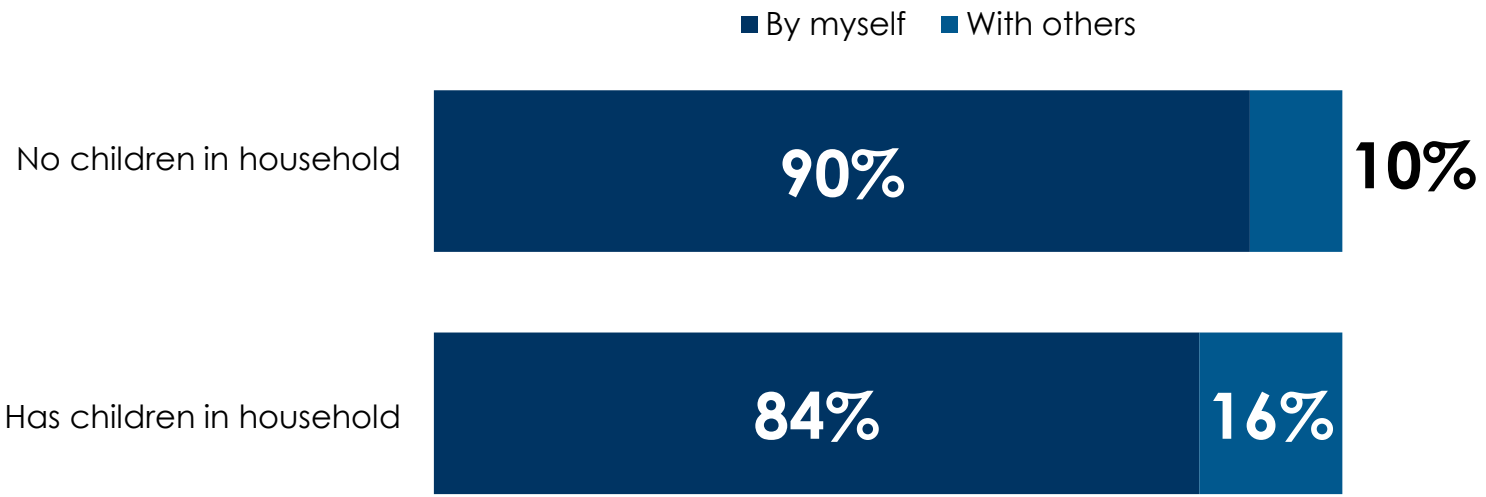


How to read: 44% of Podcast Pioneers have started listening to new podcasts in the past 3 months.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Have you started listening to any new podcasts over the past 3 months?"

Weekly podcast consumers with children in the household spend more time listening to podcasts with others

Q: "Of all the podcast listening you do, what percentage would you say you do by yourself and with others?"



How to read: Weekly podcast consumers with children in the household spend 84% of their time listening by themselves.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – Spring 2025; Q: "Of all the podcast listening you do, what percentage would you say you do by yourself and with others?"

Almost one-third of weekly podcast consumers with children have ever listened to podcasts with their kids

Among weekly podcast consumers with children in household

Podcast co-listening: Ever listened with children

29%

of weekly podcast consumers with children say they have ever listened to podcasts **with their children**

Those with children listen frequently with their children

4%

of weekly podcast consumers with children say they listen to podcasts with their children **"frequently"**

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Do you listen to podcasts with your children?" and "How frequently do you listen to podcasts with your children?"

Weekly podcast consumers listen to podcasts with friends and family

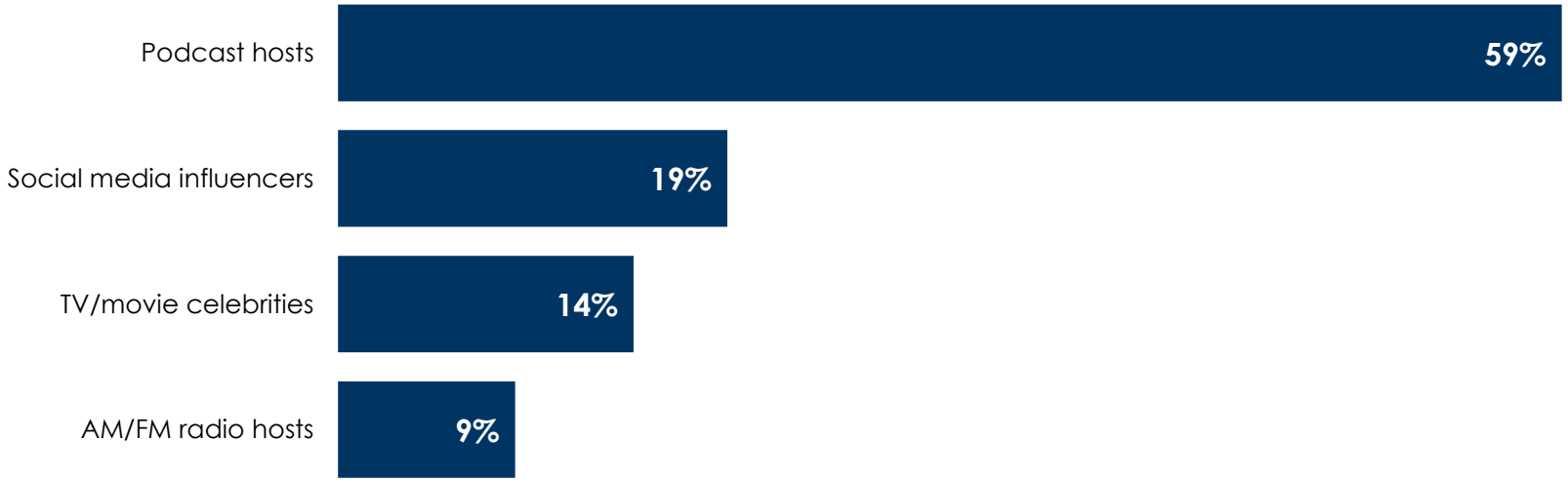
Among weekly podcast consumers

Q: Do you listen to podcasts with…				Q: How frequently do you listen with …			
% who said 'yes'				% who said 'frequently'			
Friends	Family	Net: Friends or family	Net: Friends/family/ children	Friends	Family	Net: Friends or family	Net: Friends/family/ children
30%	29%	42%	43%	3%	5%	7%	7%

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Do you listen to podcasts with your friends?" and "How frequently do you listen to podcasts with your friends?"; Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Do you listen to podcasts with your family?" and "How frequently do you listen to podcasts with your family?"

Weekly podcast consumers find podcast hosts more influential than social media influencers and celebrities

Q: "From the list below, whose influencer matters most to you?"
(% of weekly podcast consumers)



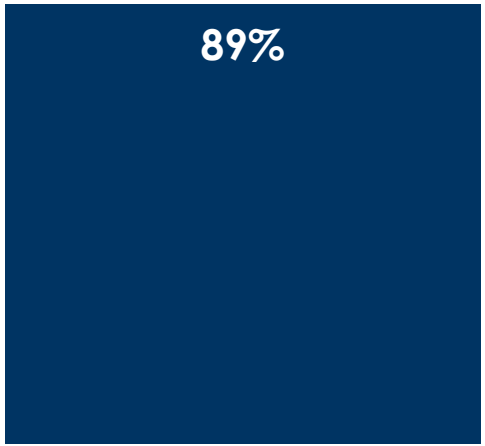
How to read: 59% of weekly podcast consumers say they find podcast hosts influence matters most to them.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: From the list below, whose influence matters most to you?

Podcasts reach voters.

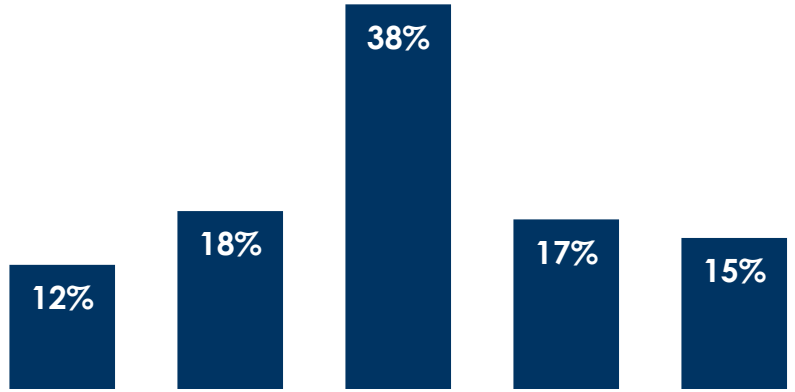
Weekly podcast consumers are registered voters and evenly split among the spectrum of liberal to conservative

Q: "Are you registered to vote in your district of residence?" (% who said yes)



Total weekly podcast consumers

Q: "Thinking of your political outlook, which best describes how you usually think of yourself?"

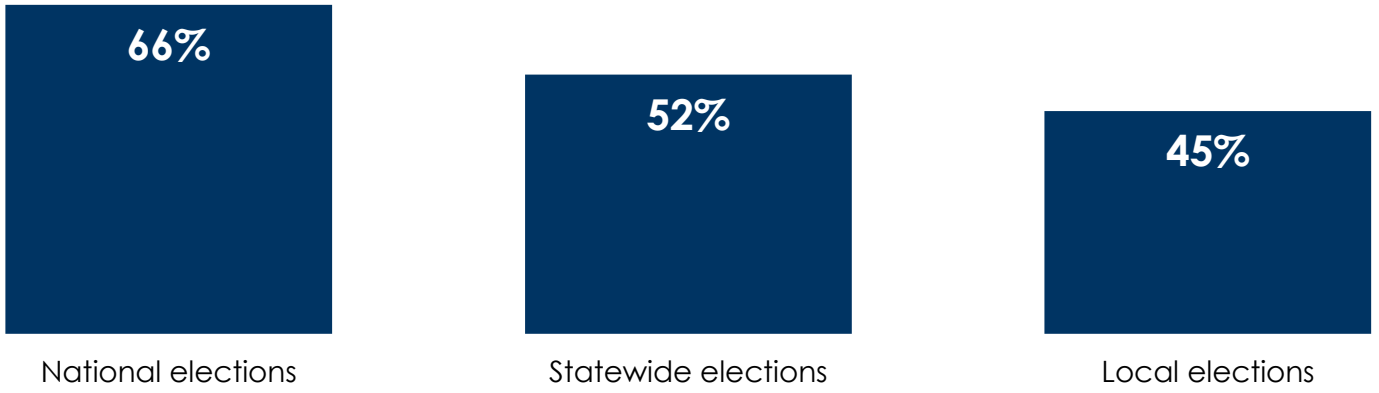


How to read: 18% of podcast consumers consider themselves "somewhat conservative."

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Are you registered to vote in your district of residence?"; Q: "Thinking of your political outlook, which best describes how you usually think of yourself?"

2 in 3 weekly podcast consumers always vote in national elections

Q: "How often do you vote in the following types of elections?"
(% who said always)



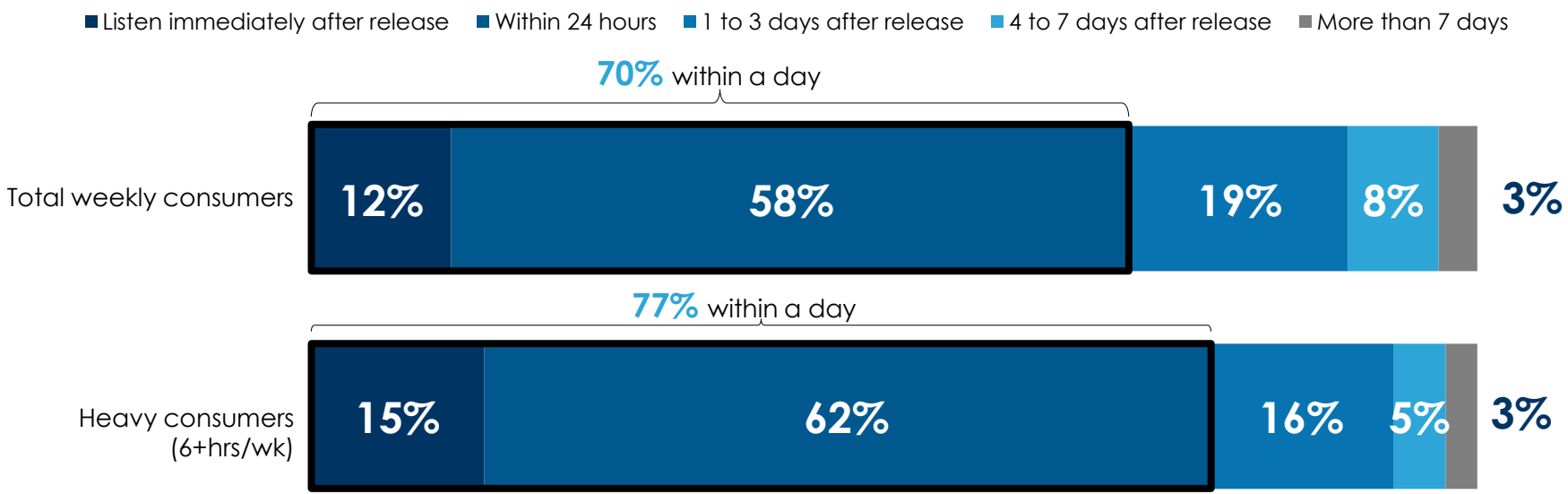
How to read: 66% of weekly podcast consumers say they always vote in national elections.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How often do you vote in the following types of elections?"

Podcast Pioneers and women like to go back to listen to old episodes and episodes they missed.

Over two-thirds of weekly podcast consumers and three-fourths of heavy podcast consumers listen to new episodes within 24 hours

Q: "Thinking about your favorite podcasts, which of the following describes how you listen?"

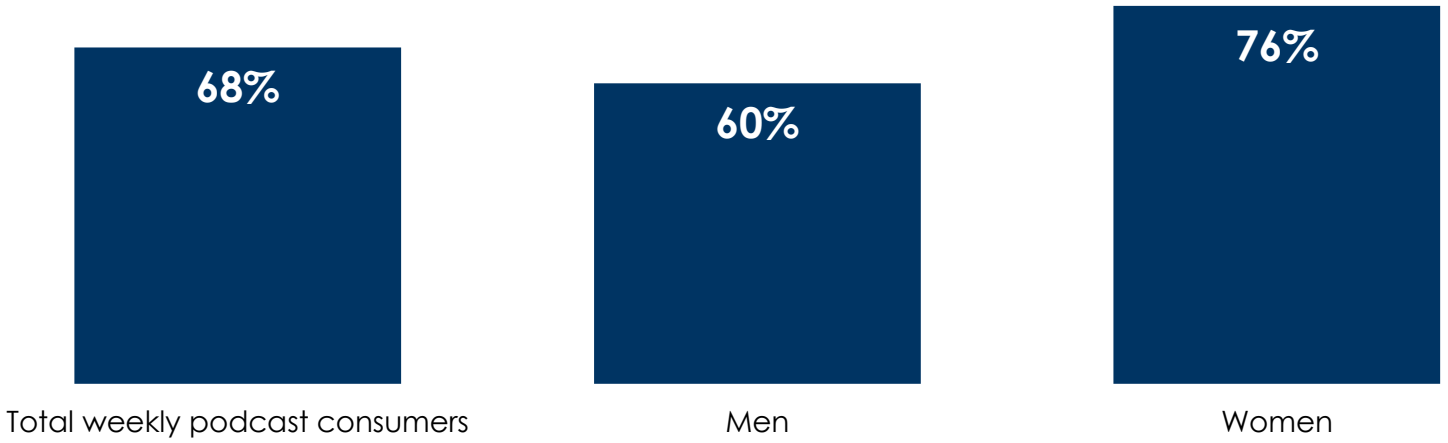


How to read: 12% of weekly podcast consumers selected "I listen to the podcast immediately after it is released."

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Thinking about your favorite podcasts, which of the following describes how you listen?"

Women are more likely to go back and listen to older episodes when they start listening to a new podcast

Q: "When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?" (% who said 'go back and listen to older ones')

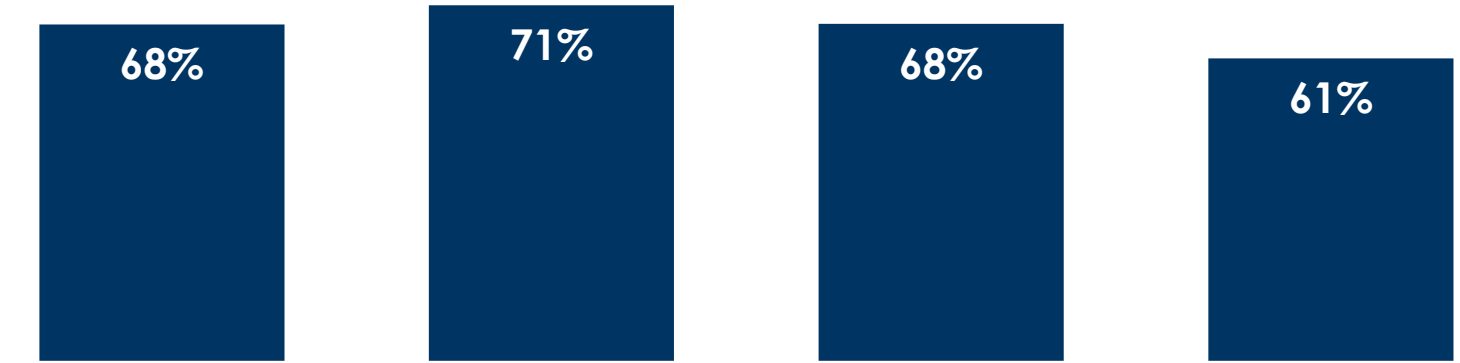


How to read: 68% of weekly podcast consumers say they would go back and listen to older episodes.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?" (% who said 'go back and listen to older ones')

Podcast Pioneers are more likely to go back and listen to older episodes when they start listening to a new podcast

Q: "When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?" (% who said 'go back and listen to older ones')

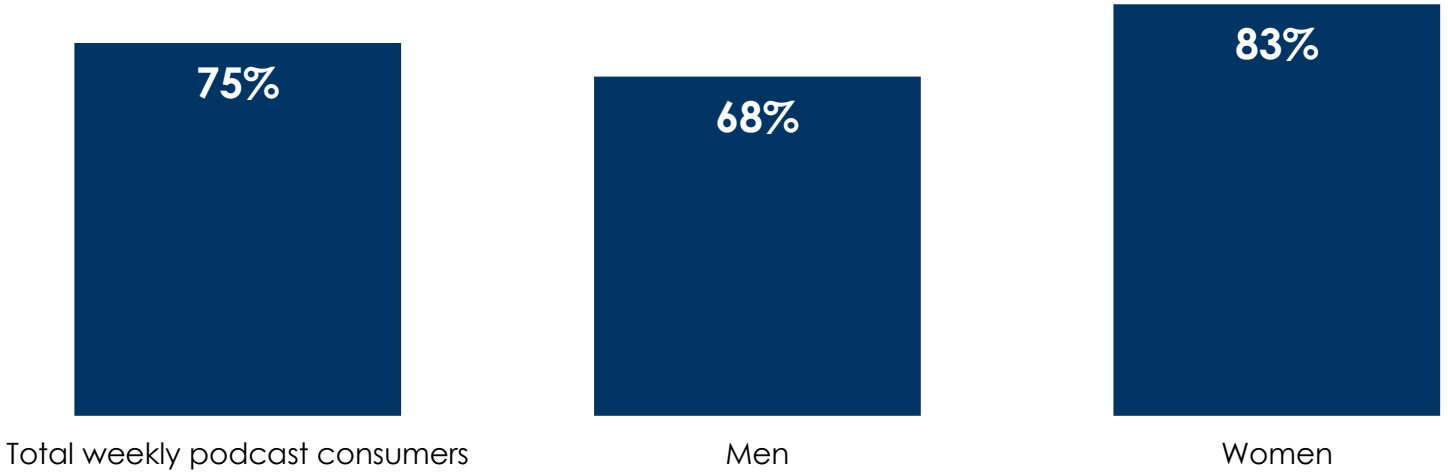


How to read: 71% of Podcast Pioneers say they would go back and listen to older episodes.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?" (% who said 'go back and listen to older ones')

Women are more likely to go back and listen to episodes they've missed

Q: "Thinking of the podcasts you usually listen to, do you go back and listen to podcasts you've missed?" (% who said 'go back and listen to episodes I've missed')

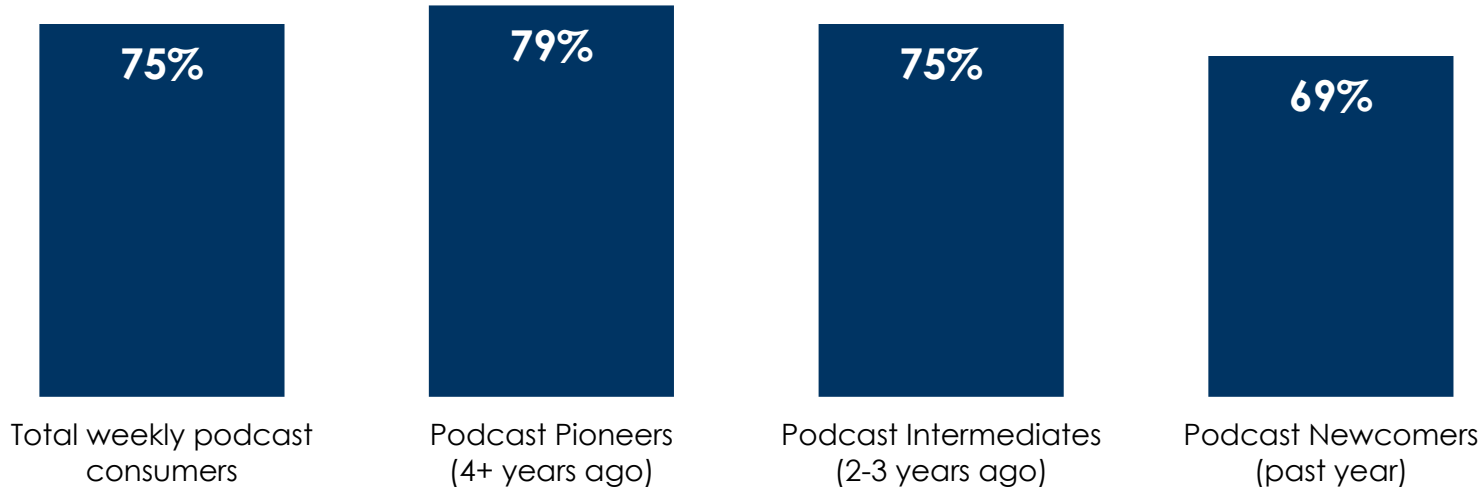


How to read: 75% of weekly podcast consumers say they would go back and listen to episodes they've missed.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Thinking of the podcasts you usually listen to, do you go back and listen to podcasts you've missed?" (% who said 'go back and listen to episodes I've missed')

Podcast Pioneers are more likely to go back and listen to episodes they've missed

Q: "Thinking of the podcasts you usually listen to, do you go back and listen to podcasts you've missed?" (% who said 'go back and listen to episodes I've missed')

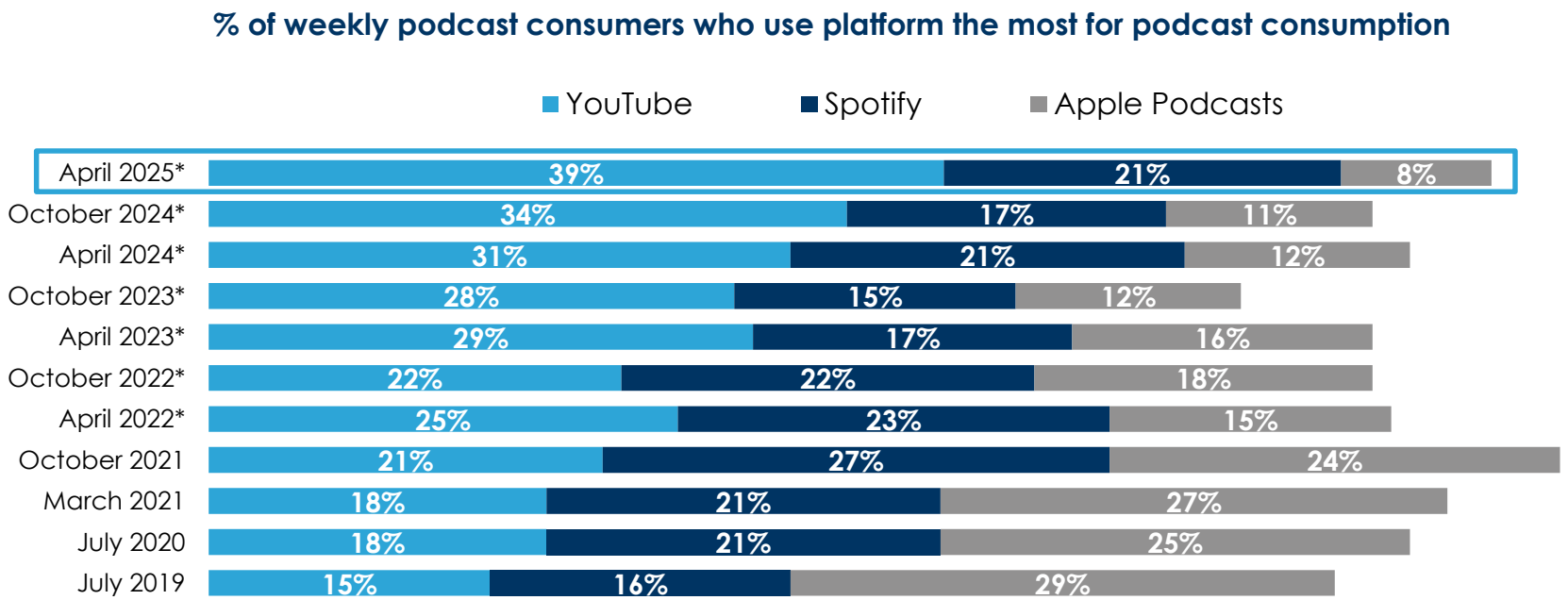


How to read: 79% of Podcast Pioneers say they would go back and listen to episodes they've missed.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Thinking of the podcasts you usually listen to, do you go back and listen to podcasts you've missed?" (% who said 'go back and listen to episodes I've missed')

More disruption in podcast platform wars: Video podcasts and YouTube continue to grow as a podcast platform.

YouTube as a podcast platform reaches an all time high



- April 2022, October 2022, April 2023, October 2023, April 2024, October 2024, and April 2025 surveys include those who watch podcasts weekly in addition to weekly listening (4% of sample).

How to read: 39% of weekly podcast consumers used YouTube the most in April 2025. The big three make up 68% of weekly podcast consumers' most used platforms in April 2025.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts

Triton Digital: YouTube grows as most used platform over the past year while Spotify softens

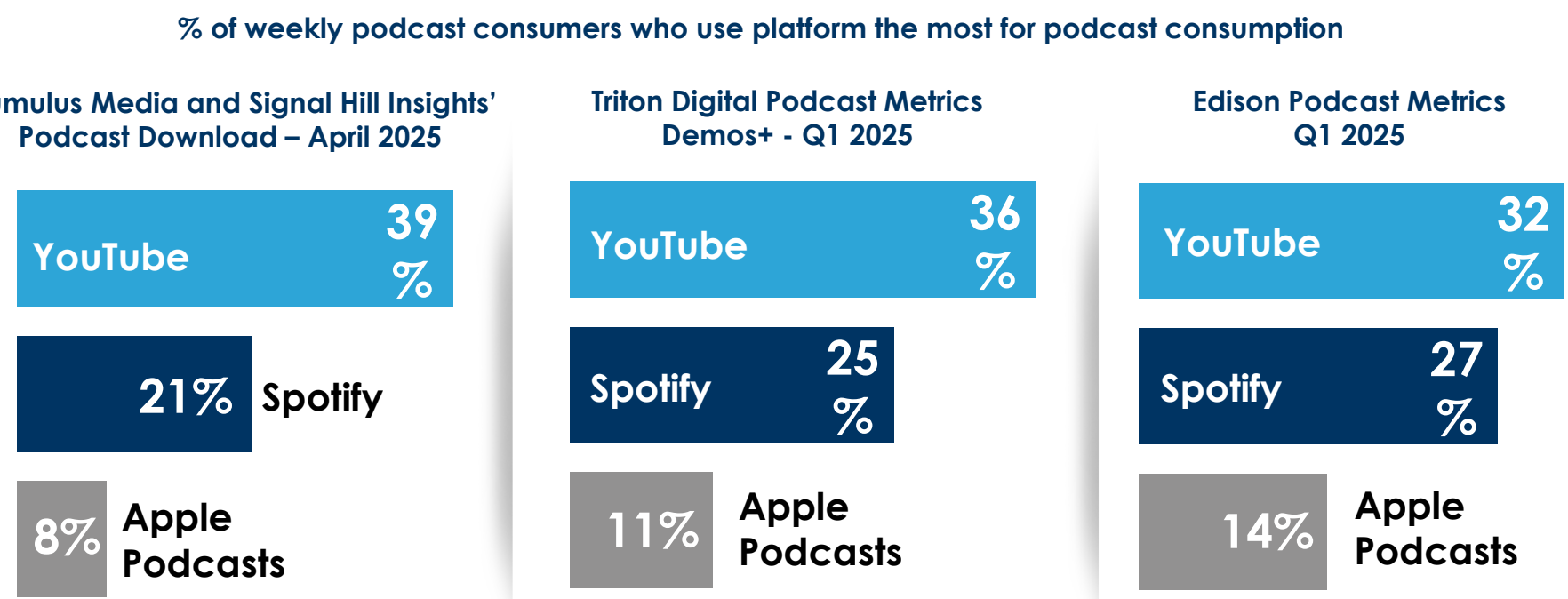
	Q: "Which of the following places do you use *the most* to access the podcasts you listen to?" (% of weekly podcast consumers, Triton Digital Podcast Metrics Demos+)										
	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q1 2025
YouTube	27%	28%	26%	28%	29%	33%	34%	34%	30%	34%	36%
Spotify	27%	25%	27%	26%	22%	25%	26%	27%	28%	27%	25%
Apple Podcasts/ iTunes	19%	16%	14%	15%	16%	16%	12%	13%	14%	12%	11%

How to read: 36% of weekly podcast consumers in the Triton Digital Podcast Metrics Demos+ study from Q1 2025 used YouTube the most to access podcasts.

Source: Triton Digital Podcast Metrics Demos+ Q1 2022-Q1 2025 (provided by Jeff Vidler from Signal Hill Insights); Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts

A tale of three studies: Weekly podcast consumers use YouTube and Spotify most often

% of weekly podcast consumers who use platform the most for podcast consumption

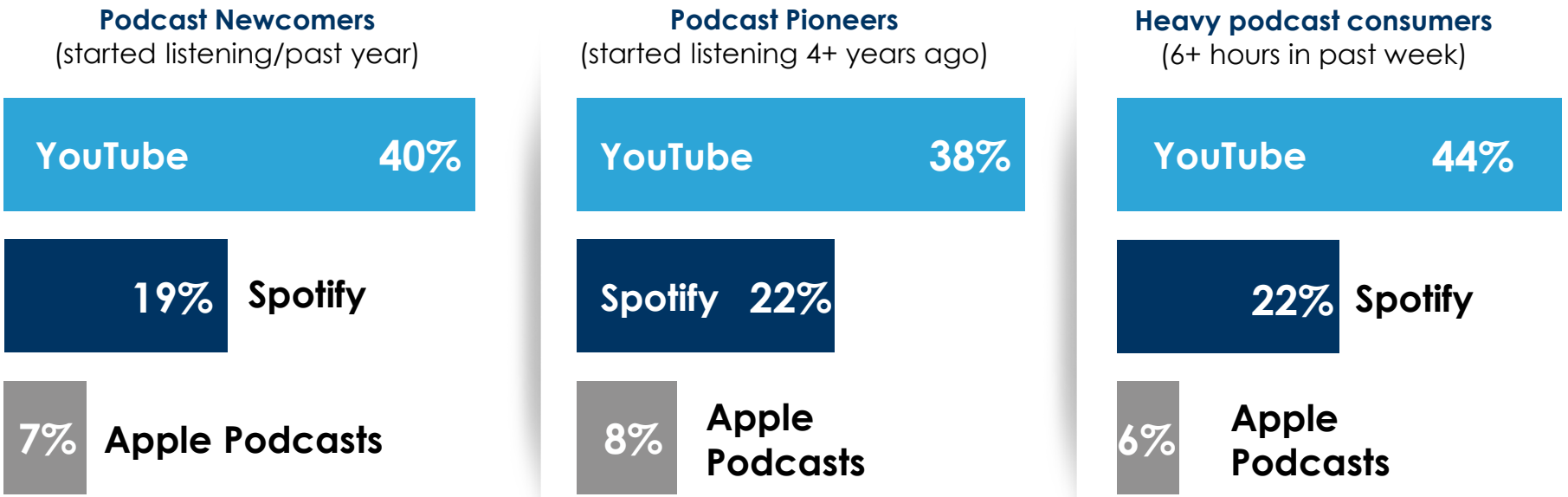


How to read: 36% of weekly podcast consumers in the Triton Digital Podcast Metrics Demos+ study used YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Triton Digital Podcast Metrics Demos+ Q1 2025 (provided by Jeff Vidler from Signal Hill Insights); Edison Podcast Metrics Q1 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts

YouTube is the #1 most used platform among consumers regardless of tenure or heavy use

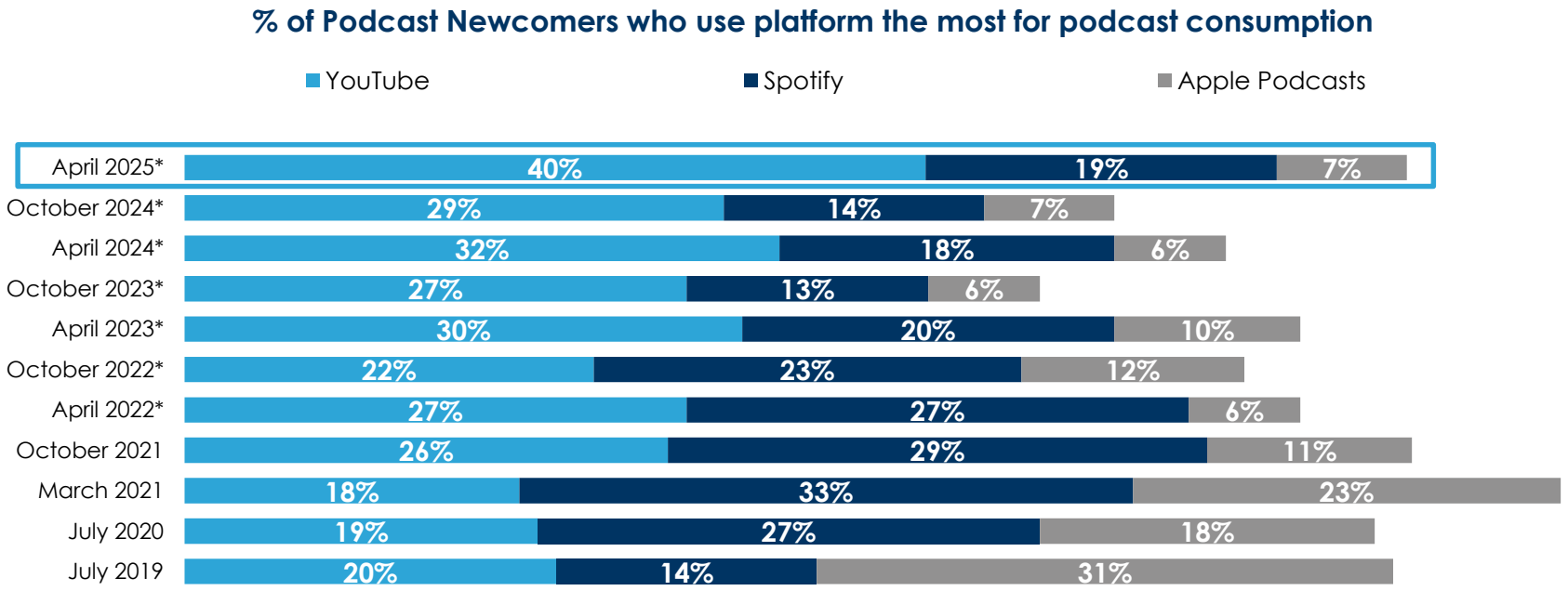
% of weekly podcast consumers who use platform the most for podcast consumption



How to read: 40% of Podcast Newcomers use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts

Among Podcast Newcomers: YouTube and Spotify have been growing among at the expense of Apple Podcasts



- April 2022, October 2022, April 2023, October 2023, April 2024, October 2024, and April 2025 surveys include those who watch podcasts weekly in addition to weekly listening (4% of sample).

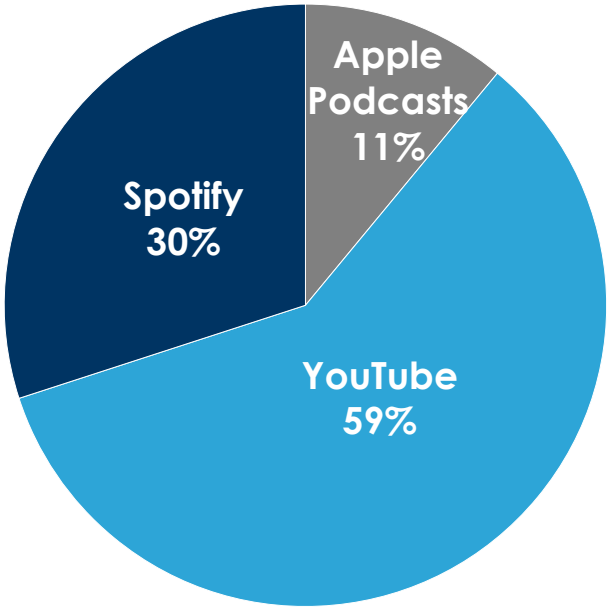
How to read: 40% of Podcast Newcomers (started listening/past year) used YouTube the most in April 2025.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts

Share of time spent listening: More than half of minutes spent consuming podcasts you listen to the most are with YouTube

Q: "Now thinking of the listening you did to the podcast you listened to the most last week, how many minutes did you spend with the following platforms?"

(Share of minutes spent listening)



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Spring 2022 Report; Q: "Now thinking of the listening you did to the podcast you listened to the most last week, how many minutes did you spend with the following platforms?"

Spotify skews young, Apple skews to Podcast Pioneers and YouTube leans male (61%)

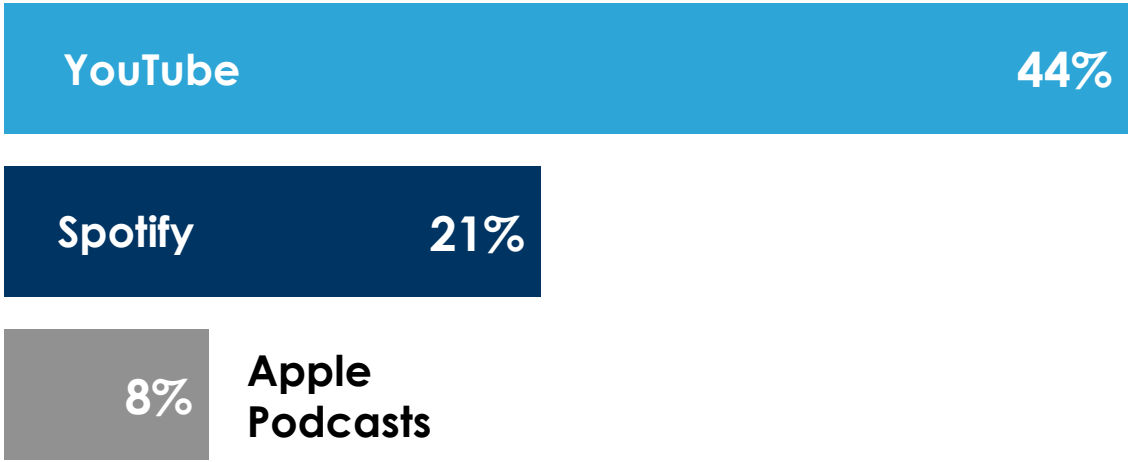
	Q: "Which of the following places do you use the most to access the podcasts you listen to?"			
	Total weekly U.S. podcast consumers	% of weekly podcast consumers, by most used		
		YouTube	Spotify	Apple Podcasts
18-34	40%	42%	**54%**	27%
35-49	33%	32%	28%	44%
50+	28%	26%	19%	29%
Mean age	40.9	40.5	35.9	43.8
% male	54%	**61%**	43%	29%
% female	47%	39%	57%	71%
% non-binary	<1%	<1%	<1%	<1%
Podcast Newcomers	24%	24%	21%	21%
Podcast Intermediates	35%	36%	36%	35%
Podcast Pioneers	42%	40%	43%	**44%**

How to read: 61% of weekly podcast consumers who use YouTube the most to listen to podcasts are male.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?"

YouTube is #1 for podcast discovery

% of weekly podcast consumers who listened to a new podcast in past 6 months who used place/app start listening to their latest podcast



How to read: 44% of weekly podcast consumers who listened to a new podcast in the past 6 months, started listening to their latest podcast on YouTube.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Think about the latest podcast you've started listening to. Which place or app did you start listening to that podcast on?" (% of weekly podcast consumers who listened to a new podcast in the past 6 months) Apple Podcasts defined as iTunes/Apple Podcasts

Weekly podcast consumers stick with YouTube for the video element, info/entertainment, recommendations, comments, community, and platform features

Q: "For the podcasts you started on YouTube, why do you continue to watch/listen to any/all of them on YouTube?" (% of weekly podcast consumers)



How to read: 21% of weekly podcast consumers continue to watch/listen to podcasts they started on YouTube because they like the video part of the podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: For the podcasts you started on YouTube, why do you continue to watch/listen to any/all of them on YouTube? (% of weekly podcast consumers)

Edison Podcast Metrics: The vast majority of the Apple and Spotify platform audience uses the smartphone, while a third of YouTube's podcast audience uses laptops and TV

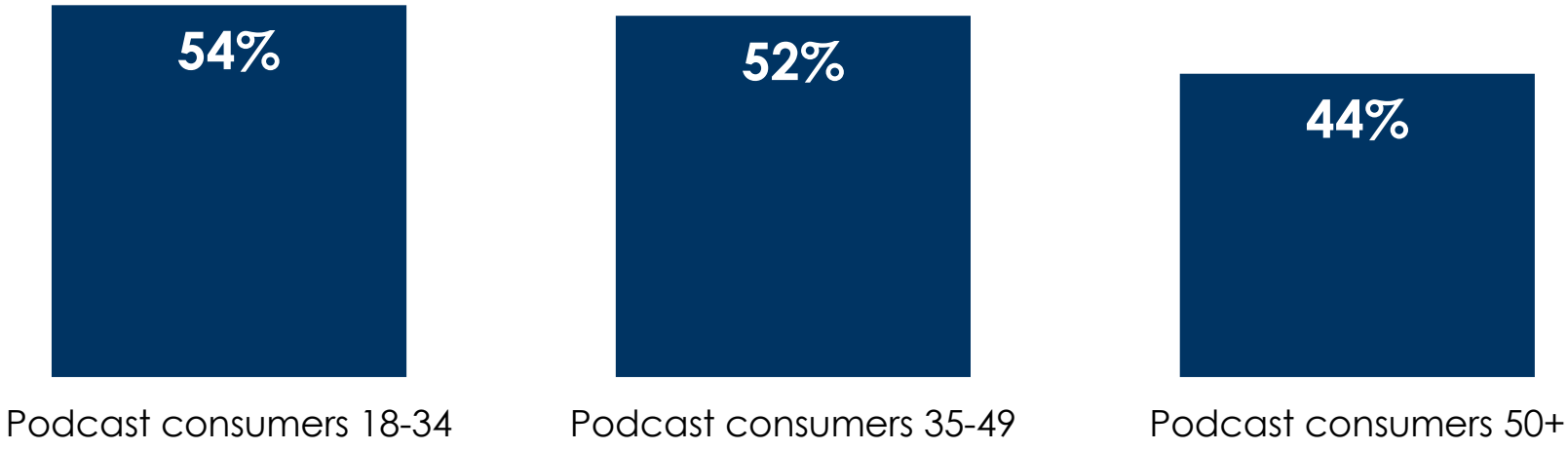
Method used most	Total weekly podcast audience	YouTube	Apple	Spotify
Mobile phone	70%	58%	85%	80%
Computer/laptop	12%	17%	5%	8%
A TV	8%	18%	2%	3%
Tablet	5%	6%	4%	3%
Smart speaker	4%	1%	3%	5%

Source: Edison Podcast Metrics Q2 2024– Q1 2025; Method used most often among those who use each platform the most

18-34 podcast consumers are more inclined to seek out new podcasts.

18-34 podcast consumers are more likely to have started a new podcast in the past 3 months

Q: "Have you started listening to any new podcasts over the past 3 months?"
(% who said yes)

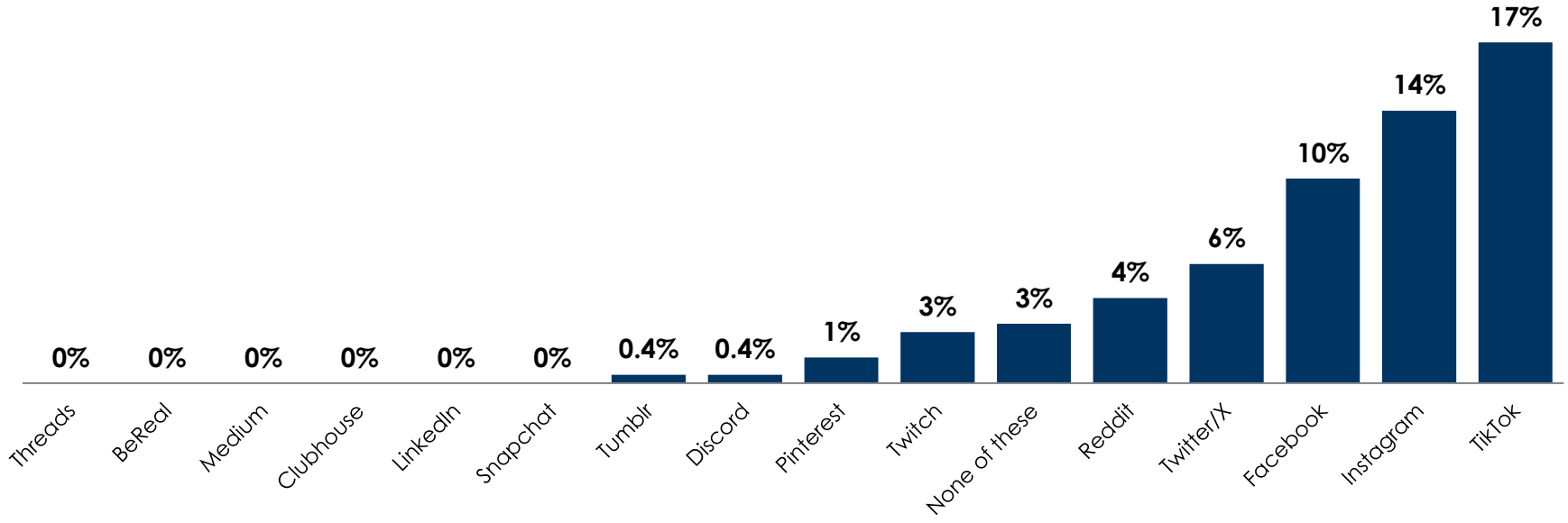


How to read: 54% of 18-34 podcast consumers have started listening to new podcasts in the past 3 months.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Have you started listening to any new podcasts over the past 3 months?"

Weekly 18-34 podcast consumers find the most podcasts on Instagram and TikTok

Q: "Where have you found the most podcasts?"
(% of weekly podcast consumers 18-34)

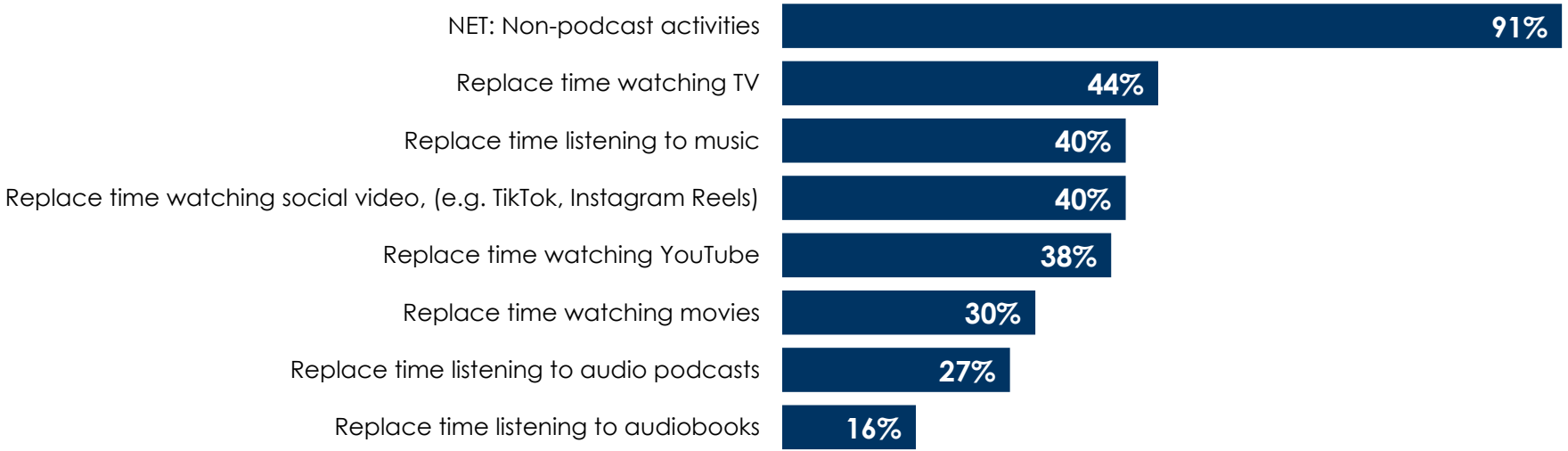


How to read: 17% of weekly 18-34 podcast consumers found the most podcasts on TikTok out of all social media platforms.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: Where have you found the most podcasts? (% of weekly podcast consumers 18-34)

Podcast consumers 18-34: Podcast watching is more likely to replace time spent with non-podcast activities

Q: "Does watching a podcast replace time you would spend watching or listening to something else?" (% of weekly podcast consumers 18-34)



How to read: 44% of weekly podcast consumers 18-34 replace time spent watching TV with watching podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: Does watching a podcast replace time you would spend watching or listening to something else? (% of weekly podcast consumers)

Content wears the crown:
YouTube podcast consumers are
not tied to the platform.

Half of YouTube podcast consumers listen to the same shows on other platforms

Q: "Again, think about all of the podcasts you listen to/watch on YouTube. Do you ever listen to the same podcasts in another place?"
(% who have listened to/watched podcasts on YouTube)

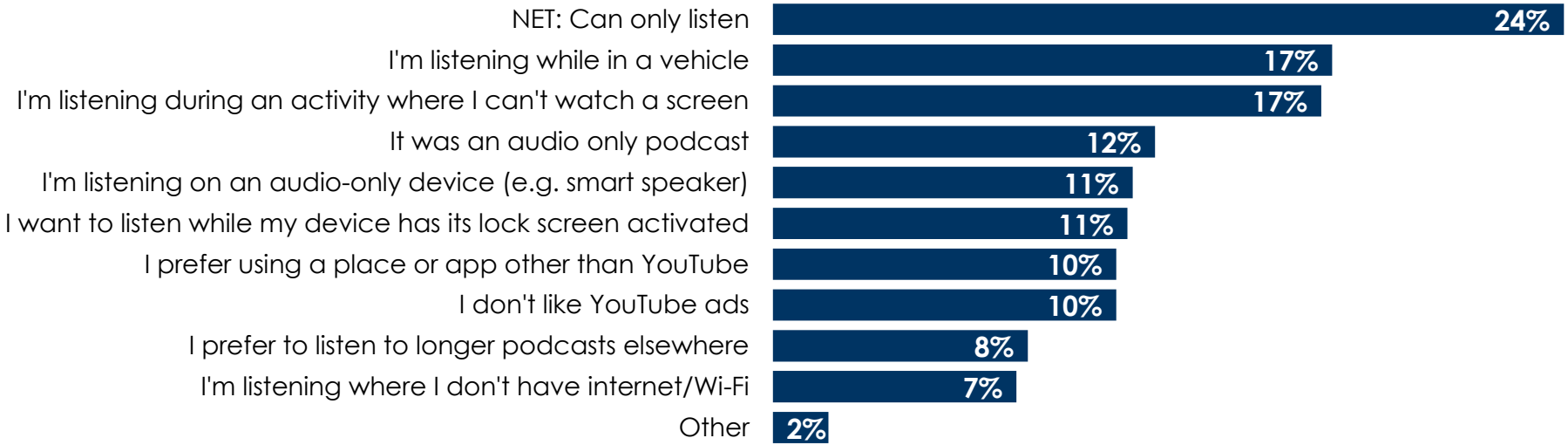


How to read: 51% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they have listened to the same podcasts they listen to/watch on YouTube in another place.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Again, think about all of the podcasts you listen to/watch on YouTube. Do you ever listen to the same podcasts in another place?"

Utility is the main reason podcast consumers listen to the same podcasts on platforms in addition to YouTube

Q: "Why do you listen to these podcasts somewhere other than YouTube?"
(% of weekly podcast consumers)

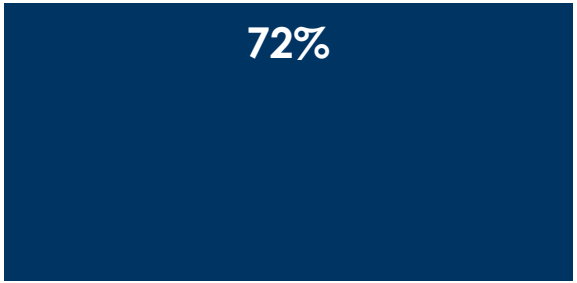


How to read: 17% of weekly podcast consumers listen to the same podcasts they watch on YouTube on other platforms because they are listening while in a vehicle.

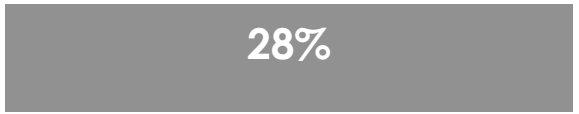
Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: Why do you listen to these podcasts somewhere other than YouTube? (% of weekly podcast consumers)

YouTube podcast consumers will switch platforms to follow their shows

Q: "Think of the podcast you access most often on YouTube. If that podcast were to become available ONLY on another platform (such as Spotify or Apple Podcasts), which best describes how your relationship with that podcast would change?"
(% who have listened to/watched podcasts on YouTube)



I would use the new platform to listen to that podcast



I would stop listening to/watching that podcast and find other content on YouTube

How to read: 72% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they would switch platforms from YouTube if a podcast were to become available only on another platform.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Think of the podcast you access most often on YouTube. If that podcast were to become available ONLY on another platform (such as Spotify or Apple Podcasts), which best describes how your relationship with that podcast would change?"

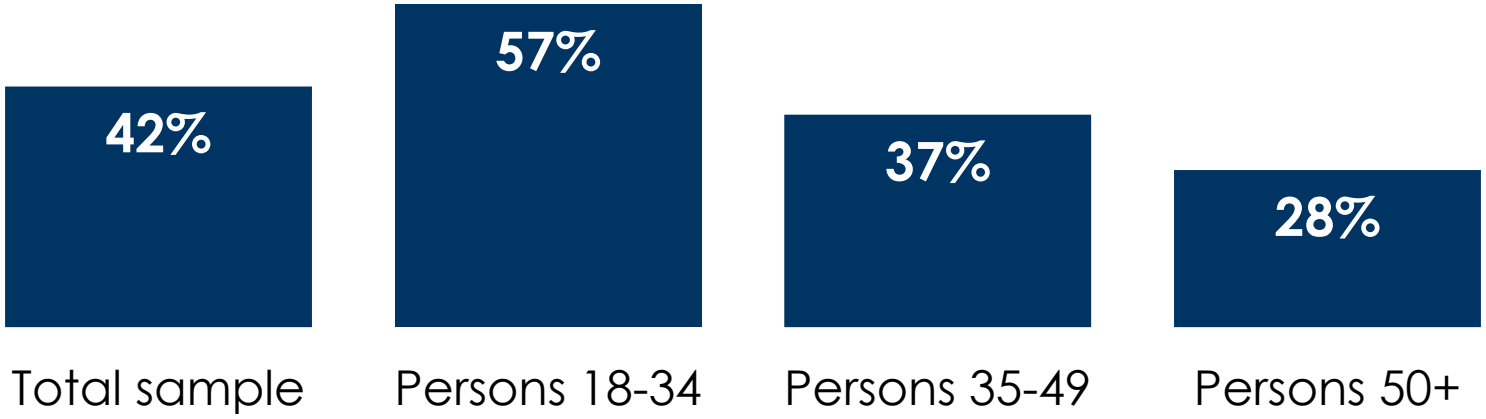
YouTube thumbnails matter: Thumbnails help draw in podcast consumers.





Persons 18-34 are more likely to consume a podcast on YouTube because of the thumbnail

Q: "Have you ever consumed a podcast on YouTube because of the thumbnail?"
(% who have listened to/watched podcasts on YouTube who said 'yes')

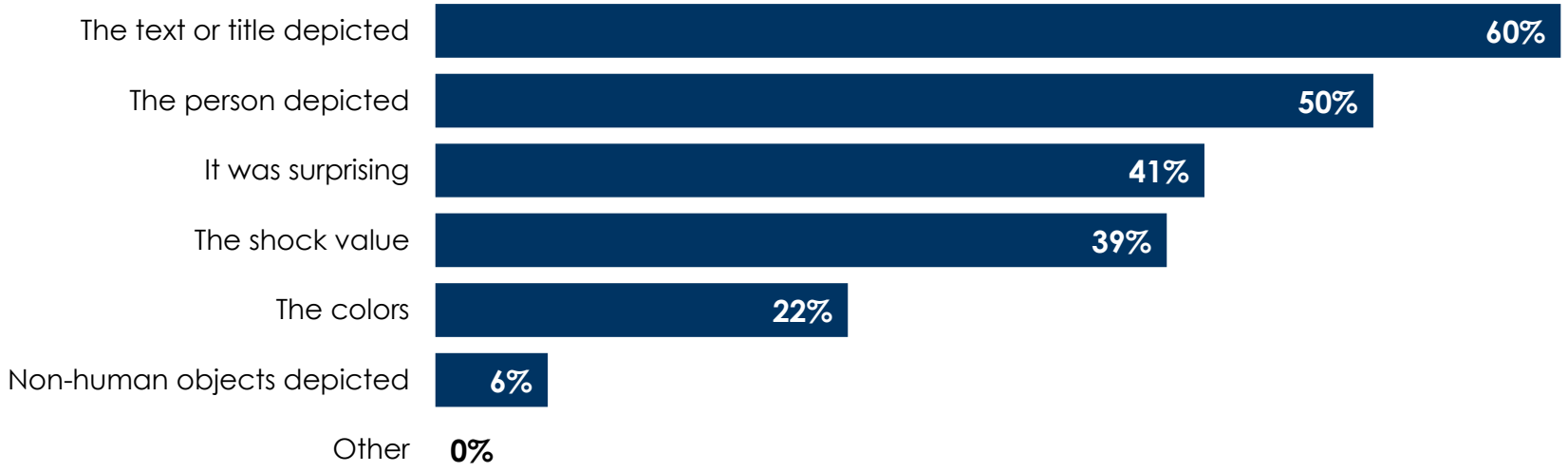


How to read: 42% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they have consumed a podcast on YouTube because of the thumbnail.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Have you ever consumed a podcast on YouTube because of the thumbnail?"

The text/title is the biggest reason podcast consumers chose to consume a podcast on YouTube due to the thumbnail

Q: "What about the thumbnail made you consume the podcast?"
(% who have consumed a podcast on YouTube due to the thumbnail)



How to read: 60% of weekly podcast consumers who consumed a podcast on YouTube due to the thumbnail say it was because of the text or title.

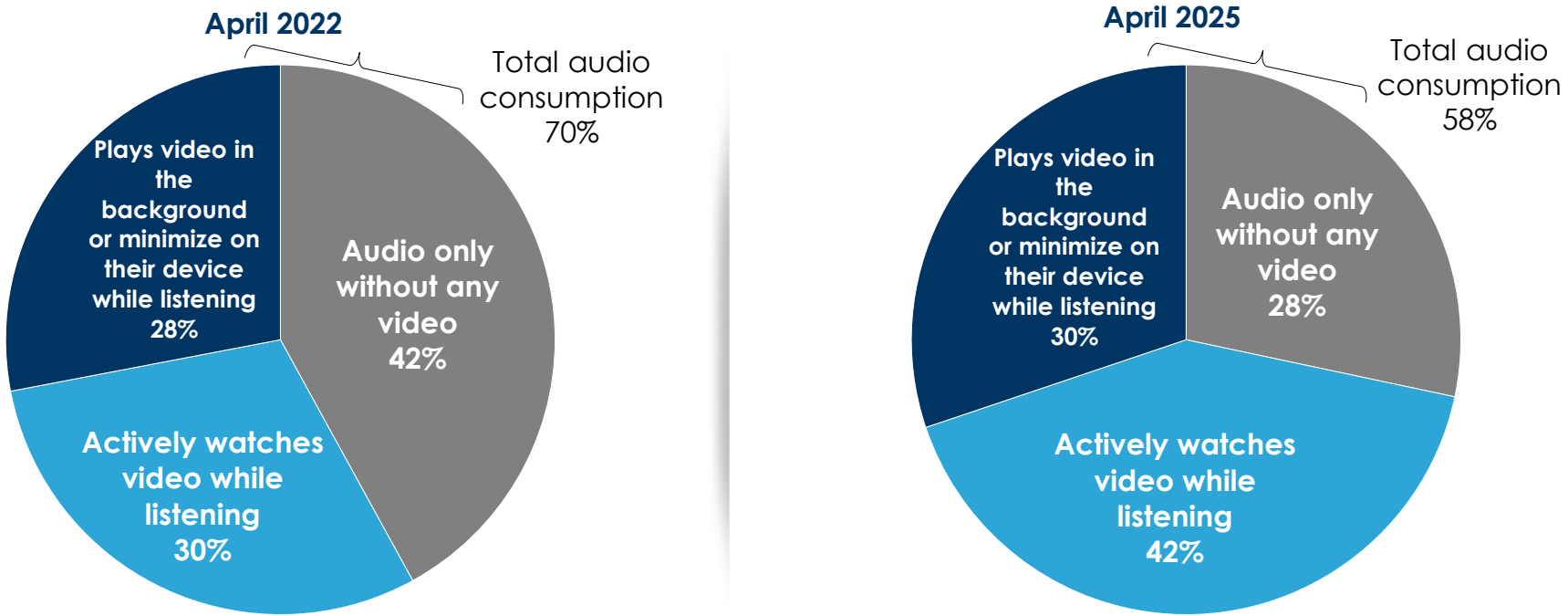
Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: What about the thumbnail made you consume the podcast?


Podcast watching is an established segment of podcast consumption.

Watchable podcasts are growing in popularity; 2 in 5 now say they prefer actively watching podcasts with videos

Q: "How do you prefer to listen to podcasts?"

Podcast audience preference in listening



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Spring 2022 Report, Cumulus Media, MARU/Matchbox National Study – April 2022; Q: "How do you prefer to listen to podcasts?"

Advertiser Perceptions: Advertisers believe that podcast consumers prefer podcasts without video components slightly more than reality

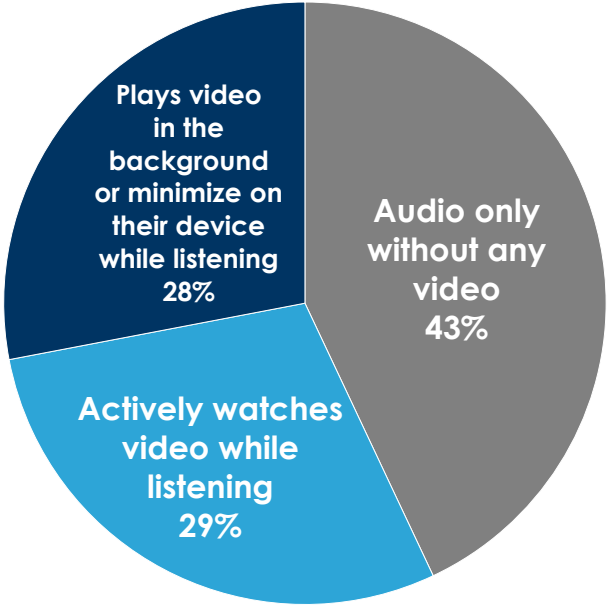
Podcast audience preference in listening

Q: "How do you prefer to listen to podcasts?"



Advertiser Perceptions July 2024: Podcast audience preference in listening

Q: Of the following three options, what percentage of the podcast audience do you think prefer listening to podcasts in the following ways?



Source: Advertiser Perceptions study of agencies and advertisers, July 2024; Sample size: 300. Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How do you prefer to listen to podcasts?"

Podcast consumers like video components but it is not the deciding factor; Consumers will also listen without actively watching

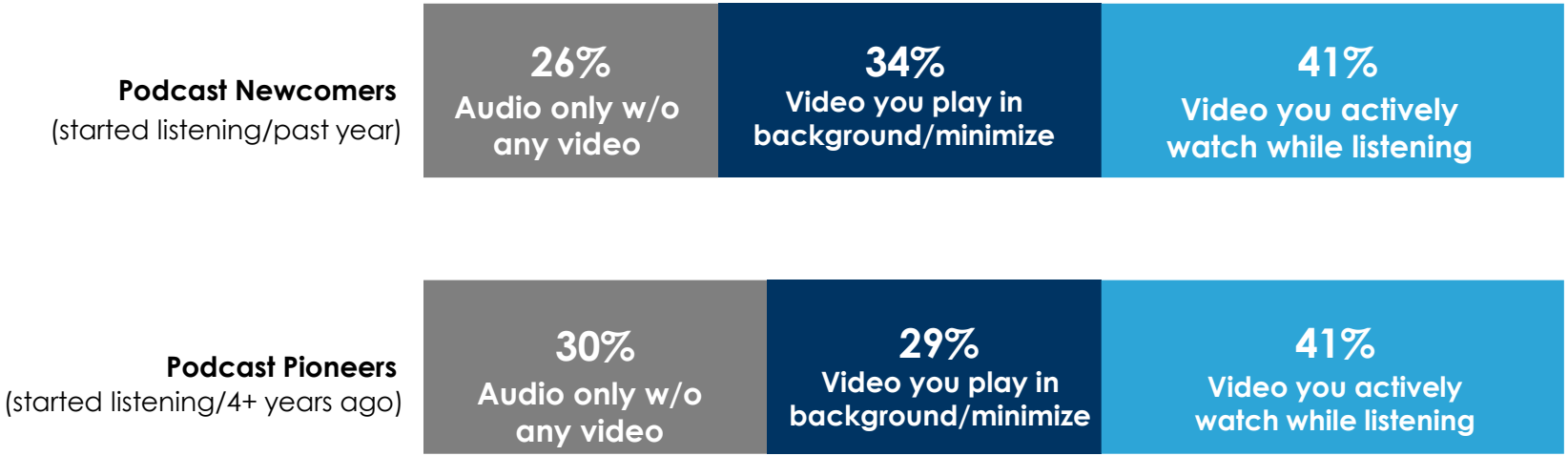
Average % of time spent accessing podcasts on YouTube



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Thinking about all the time you use YouTube for podcasts, what proportion are you...?"

Podcast Newcomers are slightly more interested in watchable podcasts

Q: "How do you prefer to listen to podcasts?"

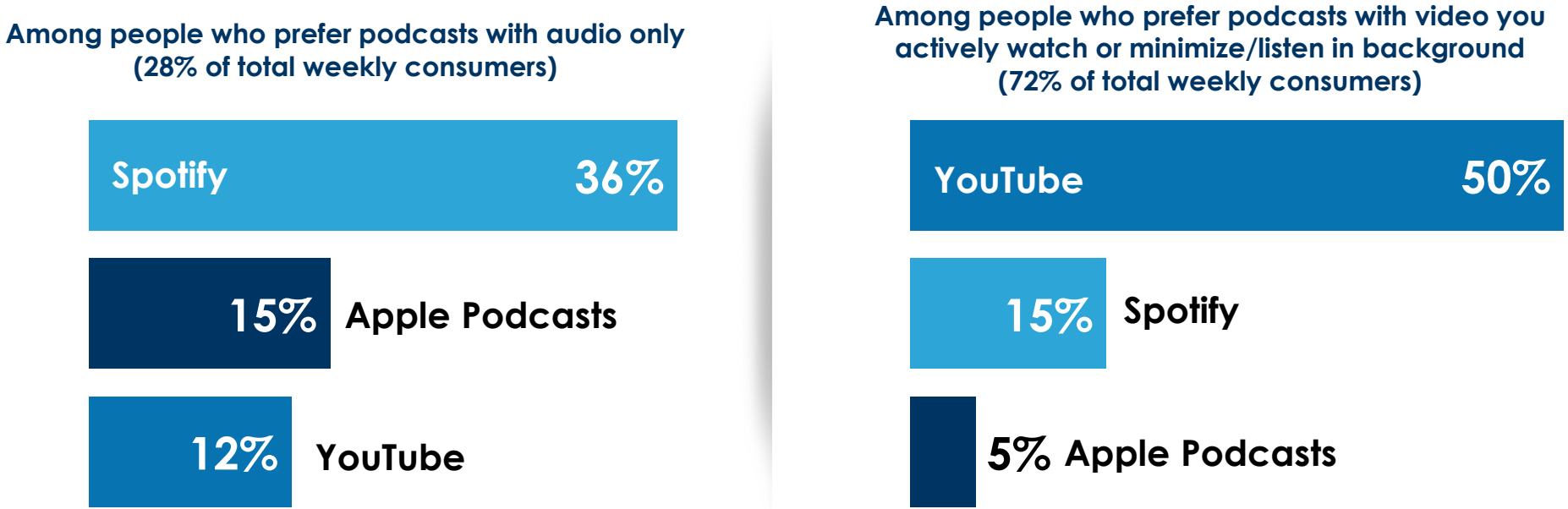


How to read: 30% of Podcast Pioneers prefer audio-only podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How do you prefer to listen to podcasts?"

Preference for watchable video is a key driver in platform used most: YouTube is a runaway #1 among podcast consumers who prefer video

% of weekly podcast consumers who use platform the most for podcast consumption



How to read: 50% of weekly podcast consumers who prefer podcasts with video name YouTube as the podcast platform they use the most.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts

Podcast video ads are seen more: TV ads aren't seen 61% of the time

% of time TV ads are airing

Eyes on the screen

39%



Eyes on a second screen

40%



Out of the room

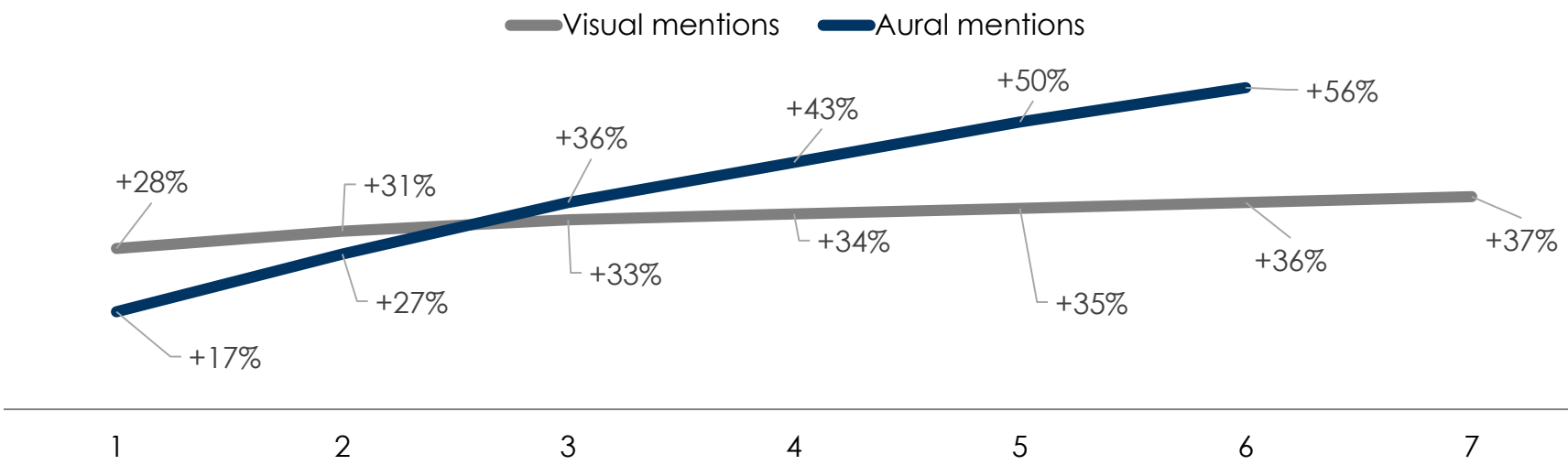
21%



Source: Council for Research Excellence. Nielsen NeuroScience Study "The Mind of a Viewer" March 2017

In TV ads, audio does all the heavy lifting for brand recall; As audio brand mentions increase, brand recall explodes and soars

Increase in likelihood of brand recall by # of brand mentions

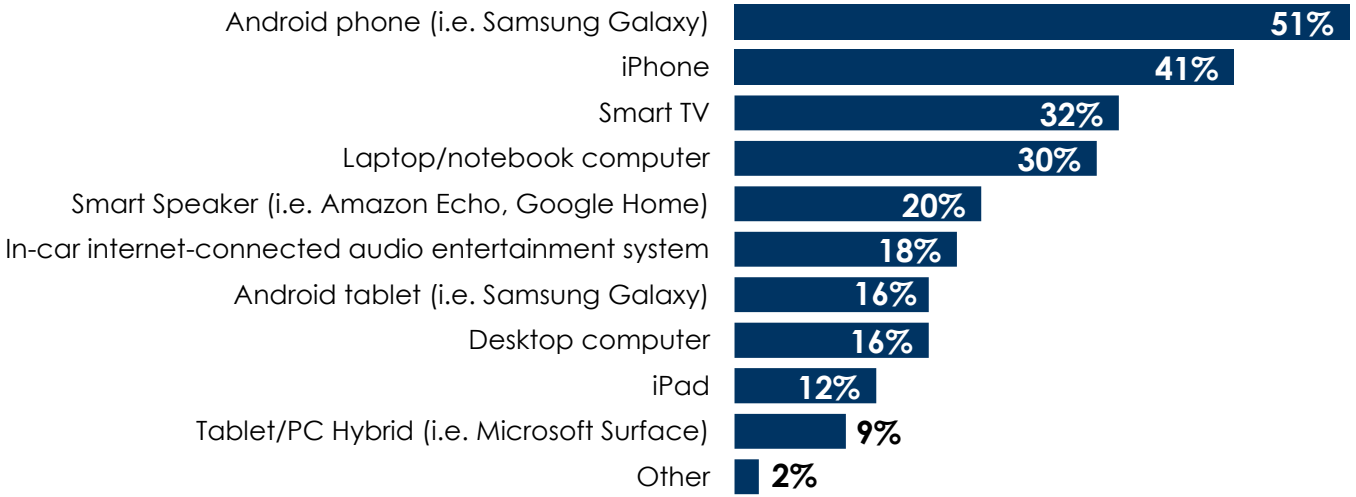


How to read: TV ads with 2 audio brand mentions have a 27% brand recall. TV ads with 5 audio brand mentions have double the brand recall (50%).

Source: DVJ Insights: Conveying Your Brand In Advertising: Show… Or Tell

A third of weekly podcast consumers use smart TVs to consume podcasts

Q: "Which devices do you use to listen to podcasts?"
(% of total weekly consumers)



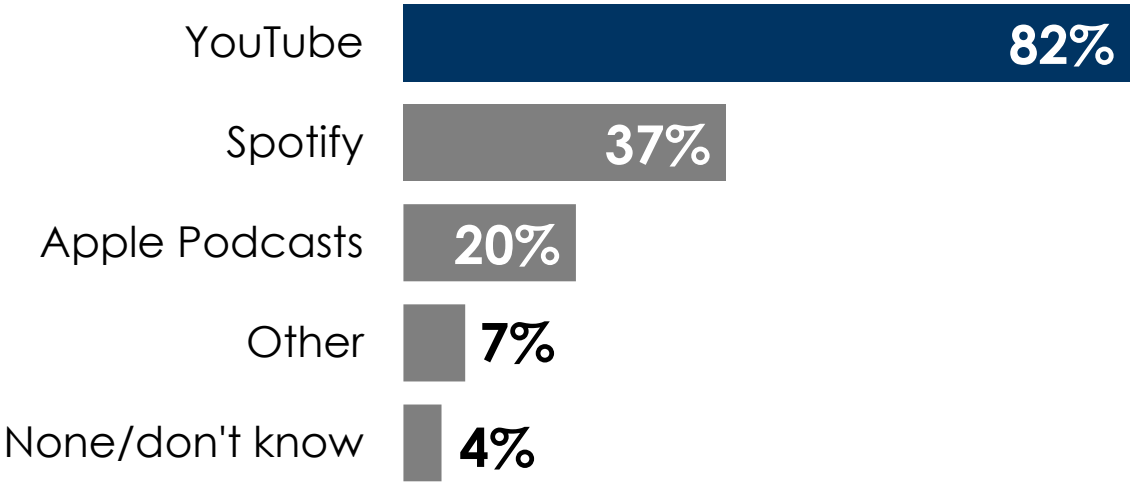
How to read: 32% of weekly podcast consumers use a smart TV to consume podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which devices do you use to listen to podcasts?"

Weekly podcast consumers overwhelmingly associate YouTube with watching podcasts

Q: "Please identify which podcast platform or platforms, if any, you would associate with each of the following? Can watch as well as listen to podcasts."

(% of total weekly consumers)

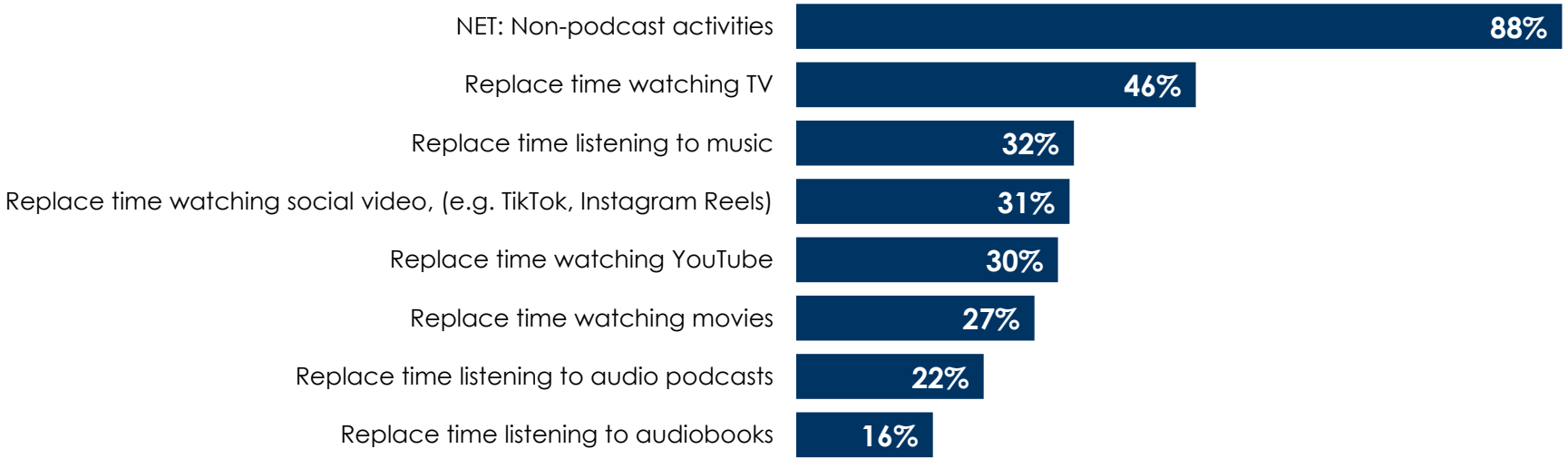


How to read: 82% of weekly podcast consumers associate YouTube with watching as well as listening to podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Please identify which podcast platform or platforms, if any, you would associate with each of the following?"

Podcast watching is more likely to replace time spent with non-podcast activities

Q: "Does watching a podcast replace time you would spend watching or listening to something else?" (% of weekly podcast consumers)



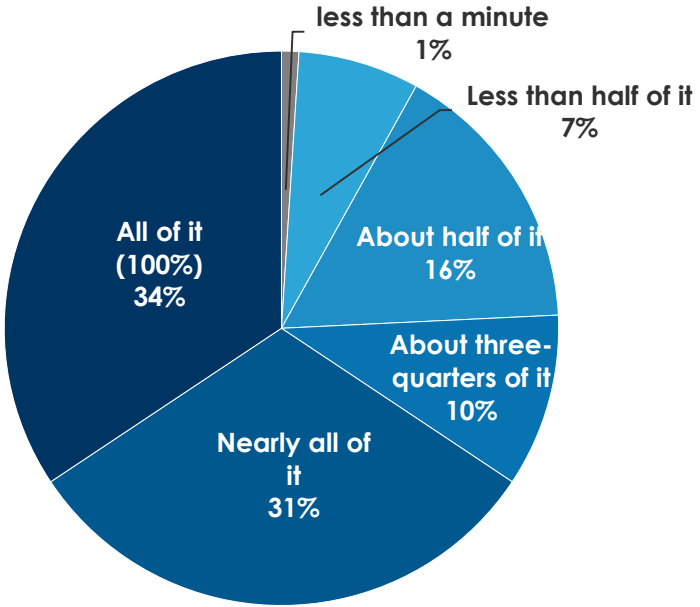
How to read: 46% of weekly podcast consumers replace time spent watching TV with watching podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: Does watching a podcast replace time you would spend watching or listening to something else? (% of weekly podcast consumers)

Over 90% of those who consume podcasts on YouTube watch at least half of it

Q: "Generally speaking, when you consume a podcast on YouTube, what portion do you watch?"

(% who have listened to/watched podcasts on YouTube)



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Spring 2022 Report; Q: "Generally speaking, when you consume a podcast on YouTube, what portion do you watch?"

Podcast watchers skew younger and more male than those who prefer audio only.

(Podcast watchers are podcast consumers who have *watched* podcasts with a video component in the past week.)

Those who prefer to have the video component in the background skew younger and more male

	Q: "How do you prefer to listen to podcasts?"			
	Total weekly U.S. podcast consumers	% of weekly podcast consumers, by preference		
		Audio only without any video	Video you actively watch	Video you minimize/listen in background
18-34	40%	34%	35%	51%
35-49	33%	32%	32%	34%
50+	28%	34%	33%	15%
Mean age	40.9	43.2	42.3	37.0
% male	54%	43%	57%	58%
% female	47%	57%	43%	42%
% non-binary	<1%	<1%	<1%	<1%
Podcast Newcomers	24%	22%	23%	27%
Podcast Intermediates	35%	34%	36%	33%
Podcast Pioneers	42%	44%	41%	40%

How to read: 57% of weekly podcast consumers who prefer audio-only podcasts are female.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How frequently do you use each of the following places to access the podcasts you listen to?" Podcast Newcomers: Started consuming podcasts in the past 12 months, Podcast Intermediates: Started consuming podcasts 2-3 years ago, Podcast Pioneers: Started consuming podcasts 4 or more years ago.

Consumers who prefer actively watching podcasts are more likely to say they like to listen to Comedy and Entertainment podcasts than the audio-only consumers who lean towards News and True Crime

	Q: Which types of podcasts do you like to listen to on a regular basis?		
Rank	**Prefer audio only**	**Prefer actively watching videos**	**Prefer videos in the background**
1	News/Current Events	Entertainment/Pop Culture	Comedy
2	True Crime	Comedy	Entertainment/Pop Culture
3	Comedy	True Crime	True Crime
4	Entertainment/Pop Culture	News/Current Events	News/Current Events
5	Music	Music	Technology
6	Fiction	Sports	Music
7	Health/Fitness	Technology	Sports
8	Technology	Health/Fitness	Health/Fitness
9	Education	Business	Fiction
10	Sports	Education	Business
11	Business	Fiction	Education
12	Kids/family	Rewatch podcasts	Rewatch podcasts
13	Rewatch podcasts	Kids/family	Kids/family

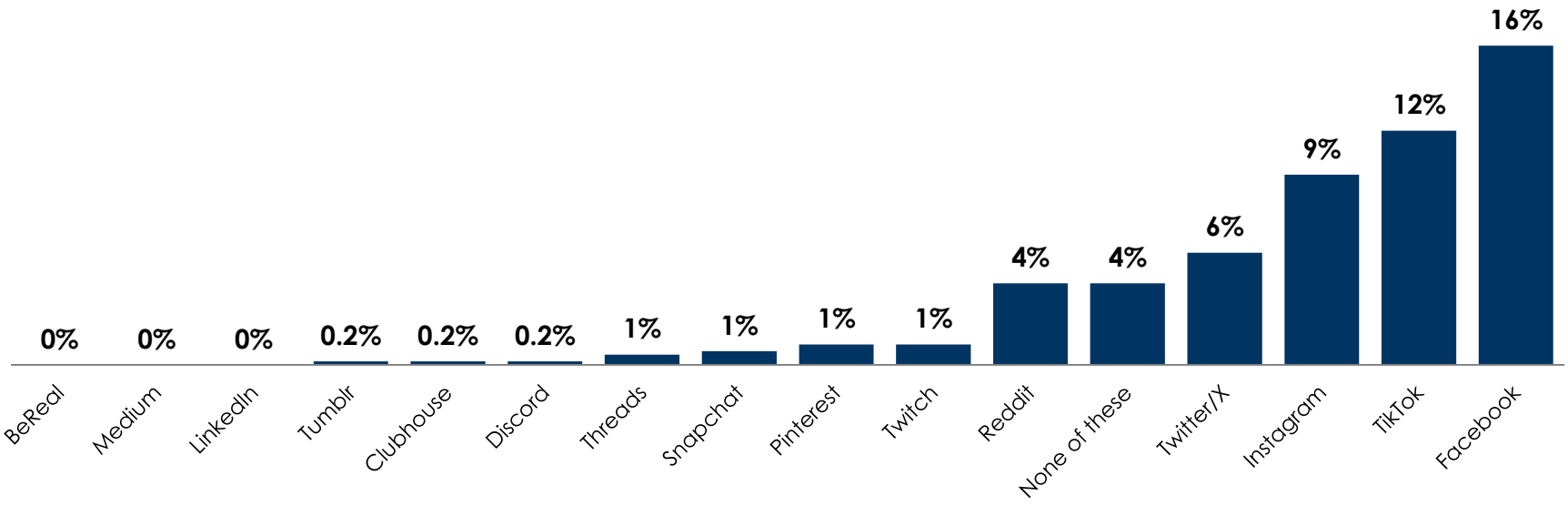
How to read: True Crime is the #2 genre listened to on a regular basis for weekly podcast consumers who prefer audio.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which types of podcasts do you like to listen to on a regular basis?" % of respondents who listen to each genre re-ranked from highest to lowest percentage to ranks 1-13.

Podcast consumers seek out social media to keep up with their favorite podcasts.

Weekly podcast consumers find the most podcasts on Facebook out of all social media platforms

Q: "Where have you found the most podcasts?"
(% of weekly podcast consumers)



How to read: 16% of weekly podcast consumers found the most podcasts on Facebook out of all social media platforms.

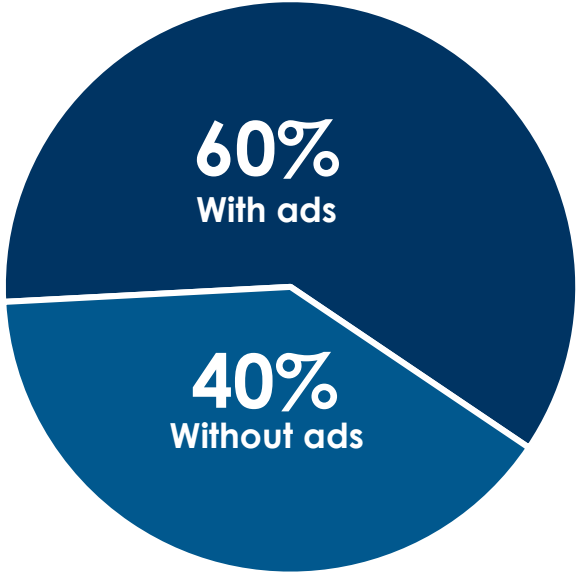
Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: Where have you found the most podcasts? (% of weekly podcast consumers)

Podcast advertising is a great way to reach the ad-free video streaming audiences of Netflix, Amazon Prime, and Disney+.

Podcast consumers spend two-fifths of all viewing time with ad-free video

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Thinking about all the time you spend with video (TV, video streaming, online video, etc.), how much of your video time are you...?"

Average % of time spent watching video (TV, streaming, etc.) among total weekly podcast consumers



Heavy podcast consumers are massive users of ad-free video streaming

+20% more likely to be a heavy ad-free TV streamer

Watch 11+ hours in past week



Spend +16% more time with ad-free TV streaming services

Average weekly time spent with ad-free TV streaming services



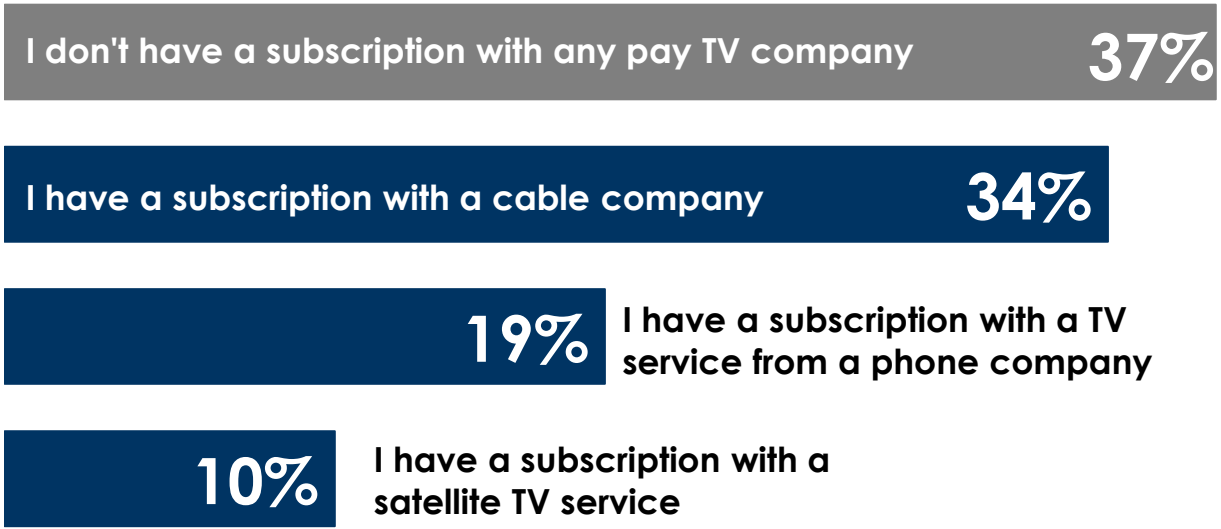
Total weekly podcast consumers Heavy podcast consumers (6+ hrs/week)

How to read: 18% of heavy weekly podcast consumers are heavy ad-free TV streaming viewers (watch 11+ hours of TV programs using a streaming service).

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025

Podcasts reach cord cutters: Over one in three weekly podcast consumers do not subscribe to pay TV

Q: "Which one of the following statements best describes how you currently get your TV:"
(% of total weekly podcast consumers)



How to read: 37% weekly podcast consumers don't have a subscription with any pay TV company.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which one of the following statements best describes how you currently get your TV:"

Weekly podcast consumers are avid users of video streaming services

Q: "When is the most recent time, if ever, you spent time doing the following types of activities?" (% of total weekly podcast consumers)

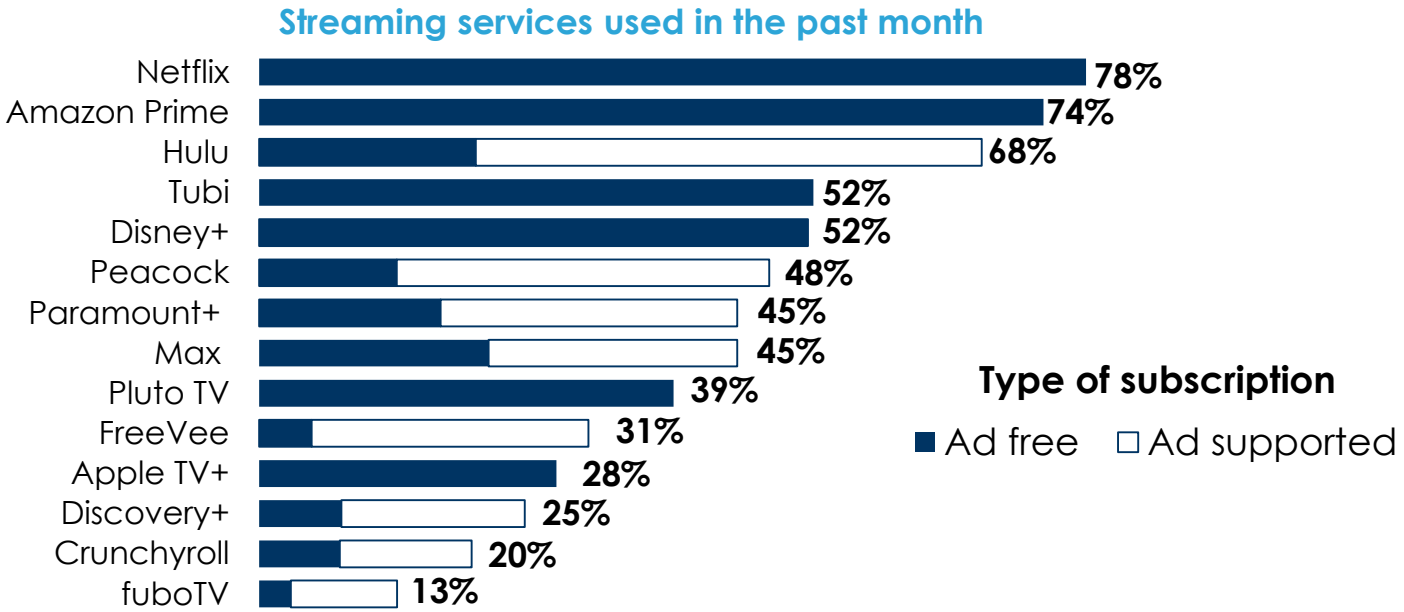
Used a video streaming service in the past month	97%
Used an ad-free video streaming service in the past month	88%
Used an ad-supported video streaming service in the past month	91%

How to read: 88% of weekly podcast consumers used an ad-free streaming service in the past month.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When is the most recent time, if ever, you spent time doing the following types of activities? [TV programs using a streaming service with ads] [[Watching TV programs using a streaming service with no ads]

3 of the top 4 video streaming services watched by weekly podcast consumers are mostly ad free

Q: "When is the most recent time, if ever, you used the following streaming services on any device?" (% of total weekly podcast consumers)

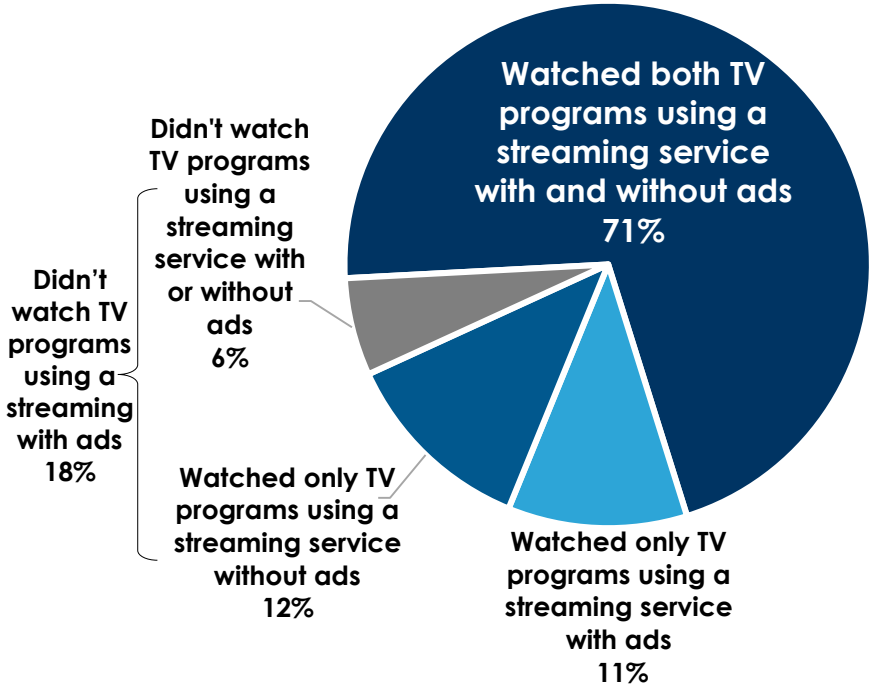


How to read: 78% of weekly podcast consumers used Netflix in the past month.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When is the most recent time, if ever, you used the following streaming services on ANY DEVICE?"

18% of weekly podcast consumers are not reached weekly by TV streaming service ads

When is the most recent time, if ever, you spent time doing the following types of activities? (% who said 'past week')



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When is the most recent time, if ever, you spent time doing the following types of activities?"

Podcast advertising reaches heavy users of ad-free subscription video

Among weekly podcast consumers

Ideal medium for reaching ad-free streaming audiences



88%

of weekly podcast consumers used an **ad-free video streaming** service in the past month

Strong TV streaming tune-in

67%

of weekly podcast consumers spend at least **3 hours per week** watching TV programs via ad-free streaming services

Reach cord-cutters and linear TV "ad-nevers"

37%



of weekly podcast consumers **do not have pay TV** to see network or cable TV ads

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025

Advertiser Perceptions

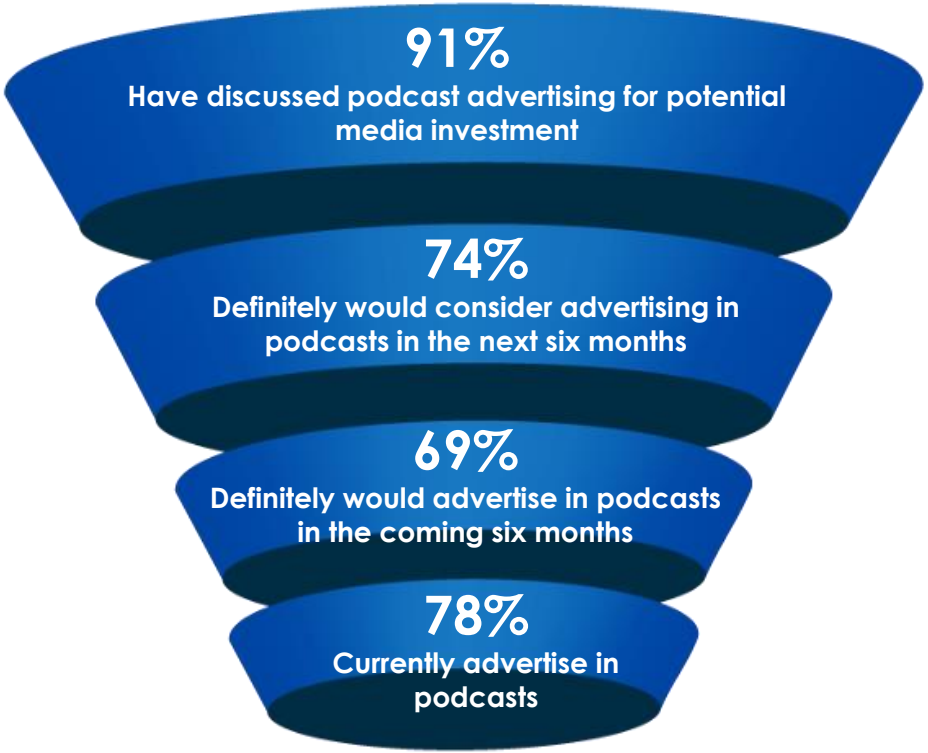
Advertiser Perceptions June 2025 study of 302 media agencies and marketers: Podcast advertising consideration, intention, and usage are high.

Advertiser Perceptions

Agency/advertiser interest is significant at every stage of the podcast ad purchase funnel

Source: Advertiser Perceptions study of agencies and advertisers, June 2025; Sample size: 302.

Among agencies and brands



SignalHill Insights
CUMULUS PODCAST NETWORK

Advertiser Perceptions: Advertiser discussion, intention, and usage of podcast continue to be high

Advertiser Perceptions	Sept 2015	July 2016	May 2017	May 2018	May 2019	July 2020	Nov 2021	June 2022	June 2023	June 2024	June 2025
Have you and your colleagues discussed podcast advertising for potential media investment?	41%	58%	68%	70%	75%	66%	71%	87%	77%	84%	91%
How likely are you to consider advertising in podcasts in the next six months?	18%	28%	37%	43%	42%	46%	53%	51%	62%	65%	74%
How likely are you to actually advertise in podcasts in the coming six months?	10%	21%	27%	36%	34%	37%	44%	48%	58%	60%	69%
Do you currently advertise in podcasts?	15%	21%	29%	32%	39%	34%	45%	61%	58%	59%	78%



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301, June 2025 302

Key takeaways

- **Once you're in, you're in:** Even podcast newcomers (listening 1 year or less) consume nearly as many episodes a week as podcast pioneers (4+ years).
- **Because of co-listening, downloads and listens underestimate the actual audience:** A sizeable minority of consumers listen to podcasts with friends or family – something not captured by download or impression numbers.
- **The three leading platforms serve differing audiences:** Spotify skews young, Apple skews to Podcast Pioneers and YouTube leans male.
- **Podcast newcomers are more diverse and more likely to be women.**
- **Podcast advertising captures hard-to-reach, ad-free video streamers:** Weekly podcast consumers are also heavy viewers of ad-free video streaming services (i.e., Netflix, Amazon Prime, ad-free Hulu, etc.).
- **Advertiser adoption of podcast ads continues to grow at a breakneck pace:** In the Advertiser Perceptions study, advertisers say their use of podcasts has jumped from 15% to 78% since 2015.



5 Key takeaways: Watchable podcasts

- **YouTube is not a walled garden of podcasts:** 72% of weekly podcast consumers who have consumed podcasts on YouTube say they would switch platforms from YouTube if a podcast were to become available only on another platform. 51% of YouTube podcast consumers say they already have listened to the same podcasts they consume on YouTube in another place.
- **YouTube is the leading podcast platform for the third year, but no single platform dominates**: Continued interest in video podcasts keeps YouTube ahead of Spotify as the most used platform. However, a diverse ecosystem of podcast platforms means no single one captures a majority as most used.
- **Watchable podcasts have grown in popularity:** Driven by Podcast Newcomers, more consumers prefer podcasts with video they can actively watch or minimize to listen in the background vs. podcasts that are just audio.
- **Podcast Discovery: YouTube is the place to be found:** YouTube acts as an entertainment search engine. 44% of weekly podcast consumers who listened to a new podcast in the past 6 months started listening to their latest podcast on YouTube.
- **Audio remains the primary mode of consumption, despite the growing option of video:** Podcasts are unique among other media platforms, offering flexible multimedia opportunities. Podcast consumers have the option to either watch or listen, and the vast majority continue to choose to listen.
- **With the rise of podcast watching, smart TVs are big for podcast consumption:** A third of consumers are using a smart TV for podcasts, which is only outranked by smartphones.



Recommendations

- **Focus on attracting and engaging newcomers:** They're more female and diverse, and that's where the growth is. And once they get hooked on podcasting they're consuming nearly as many episodes as pioneers.
- **Have a smart YouTube strategy:** There's no one-size-fits all, and there's no reason to rush into a plan. It's good to have a presence, but do the research to find out what works for your audience, content or brand.
- **Keep ears on audio and audio platforms:** The majority of podcast consumers are using platforms other than YouTube most often, and audio is still the primary mode of consumption.
- **Don't discount the value of back-catalog in engagement:** A super-majority of consumers go back to listen to older episodes when they find a new show. Women are especially likely to catch-up on ones they missed.
- **Leverage podcasts ability to out-influence social media influencers:** 3x more podcast consumers say hosts are more influential than social media influencers.
- **Reach the less-reachable with podcasts:** Podcasts deliver heavy viewers of ad-free video streaming. 88% of weekly podcast consumers say they have watched an ad-free video streaming service in the past month.
- **Create norms for co-listening:** Current audience calculations based off downloads does not account for the percentage of podcast consumers who say they listen with others.

Thank You

For more about the Cumulus Podcast Network, please contact:

Anthony DeMasi
Director, Digital Partnerships
Westwood One
ADeMasi@Westwoodone.com

For more information about the study, please contact:

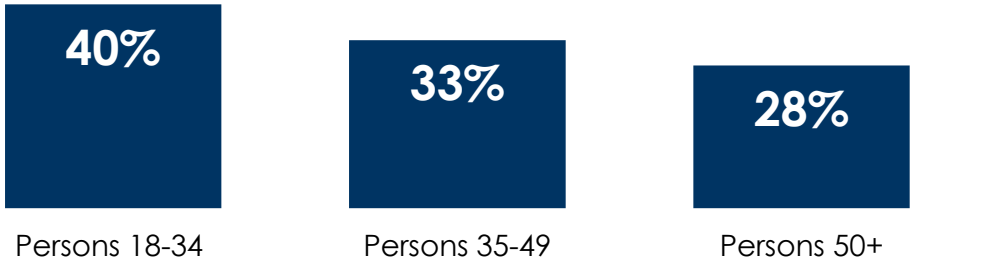
Liz Mayer
Senior Insights Manager
Cumulus Media | Westwood One
Audio Active Group®
EMayer@westwoodone.com

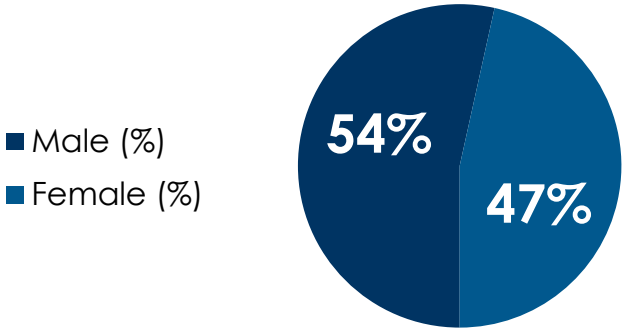
Paul Riismandel
President/CEO
Signal Hill Insights
Paul@signalhillinsights.com

The intellectual property included in this presentation is property of Cumulus Media, including Westwood One, and may not be used without permission. Any details are subject to change. 2025 Cumulus Media, Inc.

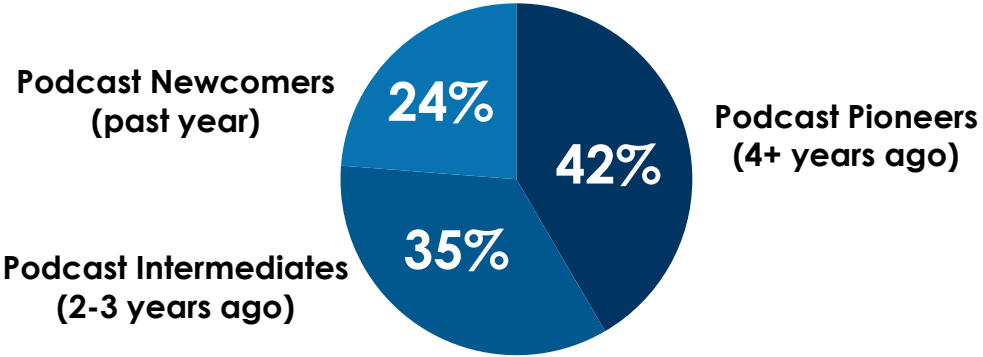
Appendix

Weekly podcast consumers: Skew 18-34 and 24% started listening in the past year





Composition of tenure



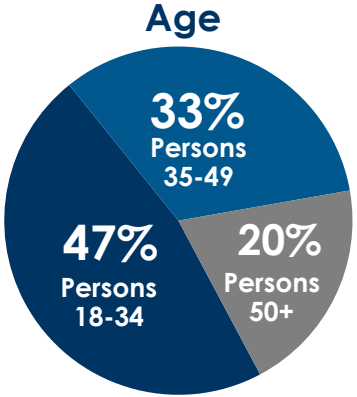
How to read: 47% of weekly podcast consumers are women.

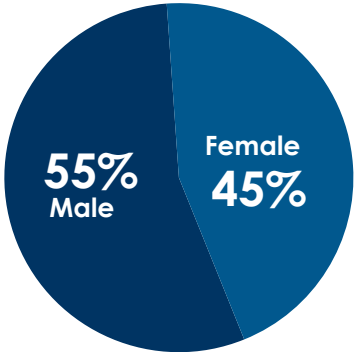
Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?"

Heavy podcast consumers (6+ hours in past week): Spend 1.5X the time listening than average; Less than a third are Podcast Newcomers

55%

of total weekly podcast consumers are heavy podcast consumers





Average weekly time spent with podcasts (hours):

10.3

1.5X greater than podcast consumers

Average number of podcast episodes listened to in the past week:

5.2

1.2X greater than podcast consumers

Q: "When did you first start listening to podcasts?"



How to read: 47% of heavy podcast consumers (those who listened/watched to 6+ hours of podcasts in the past week) are 18-34.

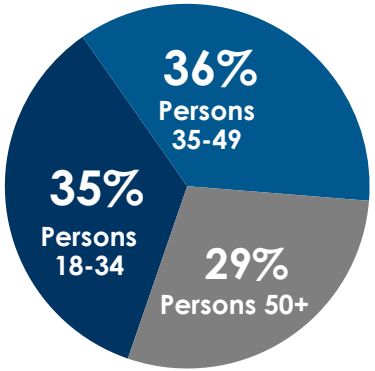
Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?" (Respondents who listened to 6+ hours in the past week)

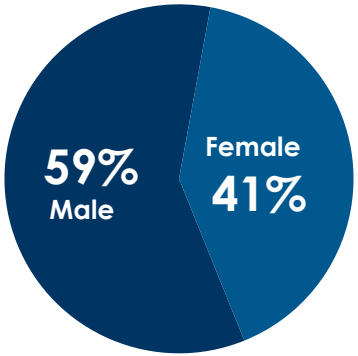
Podcast Pioneers (started listening 4+ years ago): Skew male and are listen to more podcast episodes than average

42%

of total weekly podcast consumers are Podcast Pioneers

Age





Gender

% who are heavy podcast consumers (6+ hours/week)

55%

+0% greater than podcast consumers

Average weekly time spent with podcasts (hours):

6.9

+0% greater than podcast consumers

Average number of podcast episodes listened to in the past week:

4.4

+2% greater than podcast consumers

How to read: 59% of Podcast Pioneers (those who started listening to podcasts 4 or more years ago) are men.

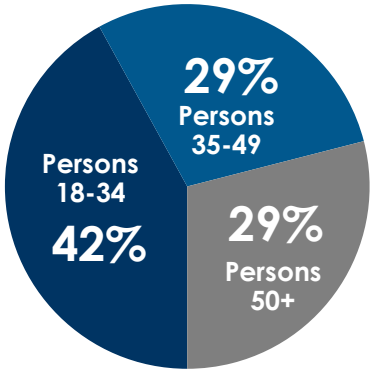
Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?" (Respondents who listened to 6+ hours in the past week)

Podcast Newcomers (started listening in past year): More likely to be female and 18-34; over 1 in 4 Newcomers are 50+

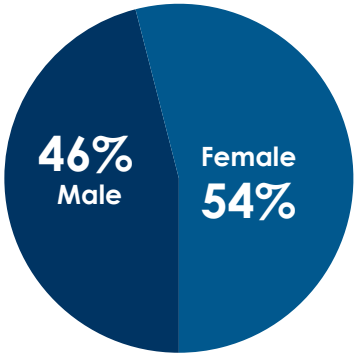
24%

of total weekly podcast consumers are Podcast Newcomers

Age



Gender



% who are heavy podcast consumers (6+ hours/week)

55%

-0% lower than podcast consumers

Average weekly time spent with podcasts (hours):

6.9

-0% lower than podcast consumers

Average number of podcast episodes listened to in the past week:

4.3

-0% lower than podcast consumers

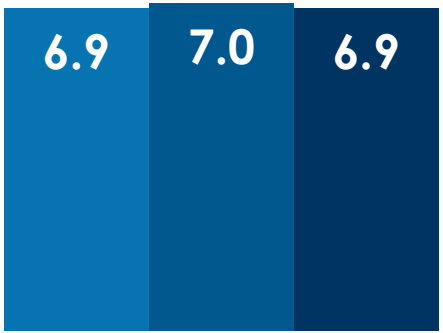
How to read: 54% of Podcast Newcomers (those who started listening to podcasts in the past year) are women.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When did you first start listening to podcasts?" (Respondents who started listening in the past year)

Podcast Pioneers listen to the same amount of podcasts and spend the same amount of time with podcasts versus Podcast Newcomers

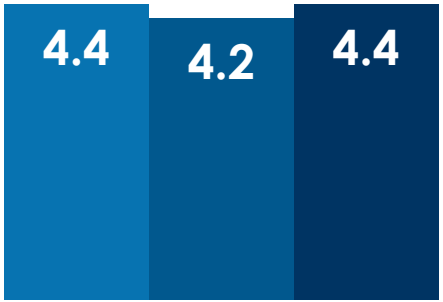
Pioneers spend +0% more time with podcasts than Newcomers

Average time (hours) spent with podcasts/past week



Pioneers listen to +0% more podcast episodes than Newcomers

Average number of podcasts episodes listened to/past week

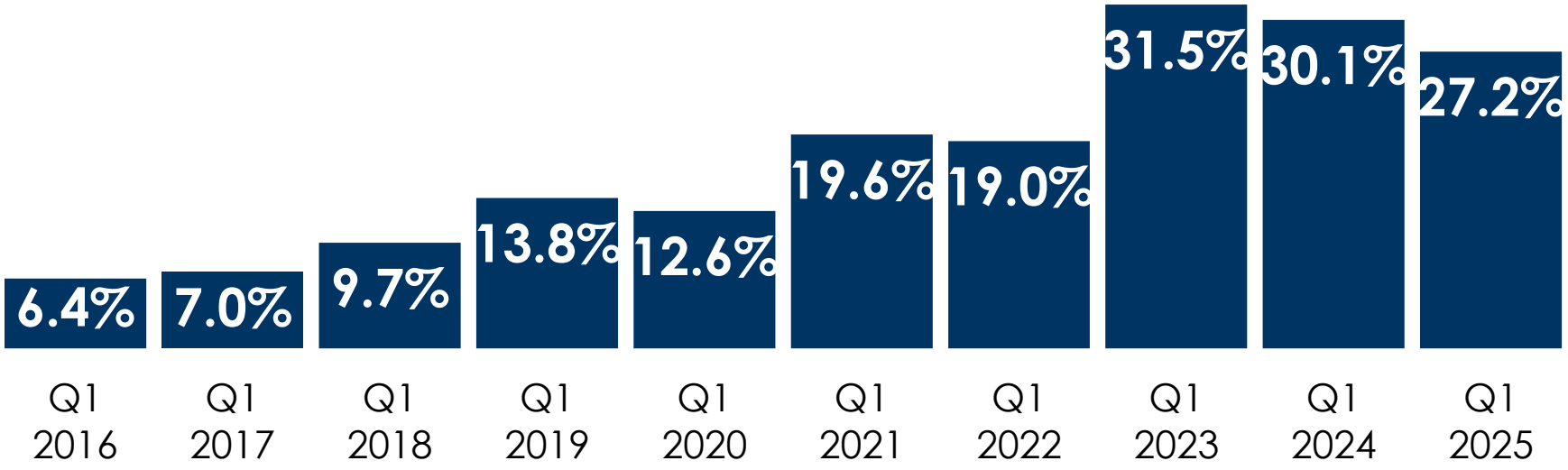


Podcast Newcomers (past year) | Podcast Intermediates (2-3 years ago) | Podcast Pioneers (4+ years ago)

How to read: Podcast Newcomers spent an average of 6.9 hours with podcasts/past week.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "When did you first start listening to podcasts?"

25-54 podcast reach surges: One out of four are reached daily, up 4X from 2016



How to read: In 2016, 6.4% of U.S. persons 25-54 listened to podcasts in an average day. In 2025, 27.2% of persons 25-54 listen in a typical day, a fourfold increase.

Source: Edison Research, "Share of Ear," Q1 2016 – Q1 2025; Persons 25-54.

Profile of weekly podcast consumers

	% of respondents – April 2025					
	Total (weekly podcast consumers)	**Persons 18-34**	**Persons 35-49**	**Persons 50+**	**Men**	**Women**
Mean age	40.9	26.6	41.6	60.6	40.3	41.6
Men	54%	54%	60%	46%	100%	——
Women	47%	46%	40%	54%	——	100%
Podcast Pioneers	42%	37%	**46%**	**43%**	**46%**	36%
Podcast Intermediates	35%	38%	33%	33%	33%	36%
Podcast Newcomers	24%	25%	21%	25%	21%	28%
Apple mobile owner	41%	49%	40%	29%	38%	44%
Android mobile owner	57%	51%	56%	67%	59%	55%

How to read: 41% of weekly podcast consumers are Apple mobile owners.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?"

YouTube dominates as most used platform

	Q: "Which of the following places do you use *the most* to access the podcasts you listen to?" (% of respondents) – April 2025								
	Total (weekly podcast consumers)	**Heavy podcast consumers** (6+ hrs/week)	**Persons 18-34**	**Persons 35-49**	**Persons 50+**	**Men**	**Women**	**Podcast Pioneers** (4+ years ago)	**Podcast Newcomers** (past year)
YouTube	39%	44%	41%	38%	37%	45%	33%	38%	40%
Spotify	21%	22%	28%	18%	14%	17%	26%	22%	19%
Apple Podcasts/iTunes	8%	6%	5%	11%	8%	4%	12%	8%	7%
Facebook	4%	5%	4%	6%	2%	4%	4%	4%	3%
Amazon Music/Audible	4%	5%	2%	5%	5%	3%	4%	4%	3%
TikTok	3%	3%	4%	3%	1%	3%	3%	1%	4%
Site/app of the people who produced the podcast	3%	2%	3%	2%	5%	4%	3%	3%	3%
iHeartRadio	3%	2%	2%	4%	2%	2%	3%	3%	4%
SiriusXM	2%	1%	1%	1%	5%	2%	2%	4%	3%
Pandora	1%	1%	0%	1%	1%	0%	2%	2%	1%
App/website of a specific radio station	1%	0%	0%	0%	2%	1%	1%	1%	1%
NPR One	1%	0%	0%	2%	1%	1%	1%	1%	1%
Twitter	1%	0%	0%	1%	1%	1%	0%	0%	0%
Audacy	1%	1%	0%	0%	1%	1%	0%	0%	0%
Soundcloud	1%	1%	1%	0%	0%	0%	1%	0%	0%
Spreaker	1%	1%	0%	2%	0%	1%	0%	1%	1%
TuneIn	0%	0%	0%	1%	1%	0%	0%	1%	0%
Podcast Addict	0%	0%	0%	1%	0%	0%	0%	0%	1%
RadioPublic	0%	0%	0%	1%	0%	0%	0%	0%	0%
Overcast	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pocket Casts	0%	0%	0%	0%	0%	0%	0%	0%	0%
Castbox	0%	0%	0%	0%	0%	0%	0%	0%	0%
Luminary	0%	0%	0%	0%	0%	0%	0%	0%	0%

How to read: 38% of Podcast Pioneers use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

Facebook is the 4th most used place for accessing podcasts the most among weekly podcast consumers despite no longer having a dedicated podcast channel

Top 10 places listed	Q: "Which of the following places do you use *the most* to access the podcasts you listen to?" (% of respondents) – April 2025								
	Total (weekly podcast consumers)	Heavy podcast consumers (6+ hrs/week)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women	Podcast Pioneers (4+ years ago)	Podcast Newcomers (past year)
YouTube	39%	44%	41%	38%	37%	45%	33%	38%	40%
Spotify	21%	22%	28%	18%	14%	17%	26%	22%	19%
Apple Podcasts/iTunes	8%	6%	5%	11%	8%	4%	12%	8%	7%
Facebook	4%	5%	4%	6%	2%	4%	4%	4%	3%
Amazon Music/Audible	4%	5%	2%	5%	5%	3%	4%	4%	3%
TikTok	3%	3%	4%	3%	1%	3%	3%	1%	4%
Site/app of the people who produced the podcast	3%	2%	3%	2%	5%	4%	3%	3%	3%
iHeartRadio	3%	2%	2%	4%	2%	2%	3%	3%	4%
SiriusXM	2%	1%	1%	1%	5%	2%	2%	4%	3%
Pandora	1%	1%	0%	1%	1%	0%	2%	2%	1%

How to read: 38% of Podcast Pioneers use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

YouTube is consistently the most used platform for all age demos

	Q: "Which of the following places do you use *the most* to access the podcasts you listen to?" (% of respondents) – April 2025			
	Total (weekly podcast consumers)	Persons 18-34	Persons 35-49	Persons 50+
YouTube	39%	41%	38%	37%
Spotify	21%	28%	18%	14%
Apple Podcasts/iTunes	8%	5%	11%	8%

How to read: 41% of persons 18-34 use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts

YouTube leads Spotify and Apple for frequently accessed podcast platforms

	Q: "How frequently do you use each of the following places to access the podcasts you listen to?" (% who answered "Frequently") – April 2025								
	Total (weekly podcast consumers)	Heavy podcast consumers (6+ hrs/week)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women	Podcast Pioneers (4+ years ago)	Podcast Newcomers (past year)
YouTube	60%	67%	66%	62%	49%	64%	55%	56%	62%
Spotify	35%	39%	47%	32%	21%	32%	38%	35%	33%
Facebook	21%	23%	16%	29%	17%	20%	22%	13%	26%
Site/app of the people who produced the podcast	18%	21%	18%	16%	19%	19%	17%	19%	15%
TikTok	17%	21%	19%	22%	8%	13%	21%	12%	22%
Apple Podcasts/iTunes	16%	17%	16%	23%	10%	15%	18%	14%	17%
Amazon Music/Audible	15%	18%	13%	19%	12%	16%	13%	15%	15%
Pandora	13%	14%	11%	17%	10%	13%	12%	13%	17%
iHeartRadio	10%	10%	8%	12%	10%	10%	10%	10%	10%
App/website of a specific radio station	10%	11%	10%	13%	8%	10%	11%	10%	11%
Twitter	9%	12%	11%	13%	3%	14%	4%	7%	9%
SiriusXM	9%	10%	7%	8%	13%	9%	8%	8%	8%
Soundcloud	7%	8%	9%	8%	2%	7%	6%	5%	8%
Spreaker	4%	5%	4%	7%	1%	4%	4%	5%	6%
Podcast Addict	4%	5%	4%	6%	1%	4%	3%	3%	6%
NPR One	4%	2%	3%	6%	4%	4%	4%	6%	4%
RadioPublic	3%	3%	0%	7%	2%	3%	3%	2%	4%
Audacy	3%	4%	1%	5%	2%	3%	2%	2%	4%
TuneIn	3%	4%	3%	5%	1%	3%	3%	3%	4%
Pocket Casts	2%	3%	2%	4%	1%	4%	0%	2%	2%
Overcast	2%	2%	2%	3%	1%	3%	1%	1%	4%
Castbox	2%	3%	2%	4%	1%	2%	2%	2%	2%
Luminary	2%	3%	0%	5%	1%	2%	1%	1%	2%

How to read: 60% of total weekly podcast consumers frequently access podcasts through YouTube.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How frequently do you use each of the following places to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

YouTube, Facebook, TikTok, and Twitter are all in the top ten platforms podcast consumers frequently use to access podcasts

Top 10 places listed	Q: "How frequently do you use each of the following places to access the podcasts you listen to?" (% who answered "Frequently") – April 2025								
	Total (weekly podcast consumers)	Heavy podcast consumers (6+ hrs/week)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women	Podcast Pioneers (4+ years ago)	Podcast Newcomers (past year)
YouTube	60%	67%	66%	62%	49%	64%	55%	56%	62%
Spotify	35%	39%	47%	32%	21%	32%	38%	35%	33%
Facebook	21%	23%	16%	29%	17%	20%	22%	13%	26%
Site/app of the people who produced the podcast	18%	21%	18%	16%	19%	19%	17%	19%	15%
TikTok	17%	21%	19%	22%	8%	13%	21%	12%	22%
Apple Podcasts/iTunes	16%	17%	16%	23%	10%	15%	18%	14%	17%
Amazon Music/Audible	15%	18%	13%	19%	12%	16%	13%	15%	15%
Pandora	13%	14%	11%	17%	10%	13%	12%	13%	17%
iHeartRadio	10%	10%	8%	12%	10%	10%	10%	10%	10%
App/website of a specific radio station	10%	11%	10%	13%	8%	10%	11%	10%	11%

How to read: 60% of total weekly podcast consumers frequently access podcasts through YouTube.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How frequently do you use each of the following places to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

Even iPhone owners use YouTube most often

	Q: "Which of the following places do you use *the most* to access the podcasts you listen to?" (% of respondents) – April 2025		
	Total (weekly podcast consumers)	iPhone owners	Android mobile phone owners
YouTube	39%	30%	45%
Spotify	21%	22%	21%
Apple Podcasts/iTunes	8%	17%	2%
Facebook	4%	4%	5%
Amazon Music/Audible	4%	1%	5%
TikTok	3%	4%	2%
Site/app of the people who produced the podcast	3%	2%	4%
iHeartRadio	3%	3%	2%
SiriusXM	2%	1%	3%
Pandora	1%	0%	2%
App/website of a specific radio station	1%	1%	1%
NPR One	1%	0%	1%
Twitter	1%	1%	0%
Audacy	1%	1%	0%
Soundcloud	1%	0%	1%
Spreaker	1%	0%	1%
TuneIn	0%	1%	0%
Podcast Addict	0%	0%	0%
RadioPublic	0%	0%	0%
Overcast	0%	0%	0%
Pocket Casts	0%	0%	0%
Castbox	0%	0%	0%
Luminary	0%	0%	0%

How to read: 45% of Android mobile phone owners use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Which of the following places do you use the most to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

YouTube leads for most frequently accessed platform among iPhone and Android owners

	Q: "How frequently do you use each of the following places to access the podcasts you listen to?" (% who answered "Frequently") – April 2025		
	Total (weekly podcast consumers)	iPhone owners	Android mobile phone owners
YouTube	60%	55%	64%
Spotify	35%	37%	33%
Facebook	21%	17%	23%
Site/app of the people who produced the podcast	18%	18%	18%
TikTok	17%	20%	15%
Apple Podcasts/iTunes	16%	30%	7%
Amazon Music/Audible	15%	14%	16%
Pandora	13%	11%	14%
iHeartRadio	10%	12%	9%
App/website of a specific radio station	10%	9%	11%
Twitter	9%	11%	8%
SiriusXM	9%	8%	9%
Soundcloud	7%	7%	6%
Spreaker	4%	5%	3%
Podcast Addict	4%	4%	3%
NPR One	4%	4%	4%
RadioPublic	3%	2%	3%
Audacy	3%	3%	2%
TuneIn	3%	4%	2%
Pocket Casts	2%	3%	1%
Overcast	2%	3%	1%
Castbox	2%	2%	2%
Luminary	2%	2%	1%

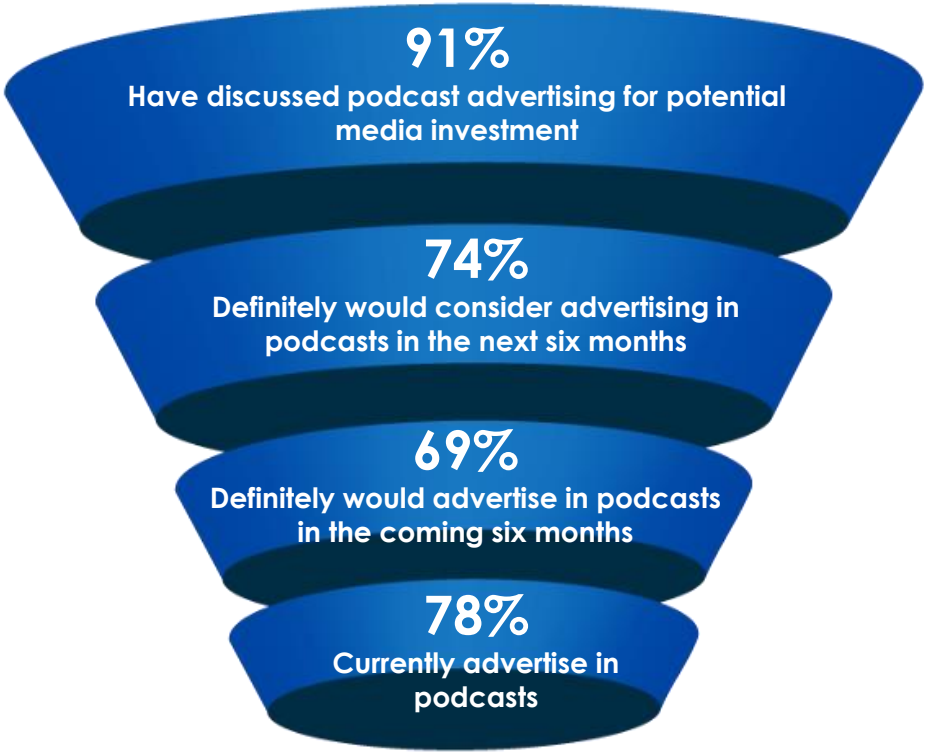
How to read: 30% of iPhone owners frequently access podcasts through iTunes/Apple Podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How frequently do you use each of the following places to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

Advertiser Perceptions

Agency/advertiser interest is significant at every stage of the podcast ad purchase funnel

Among agencies and brands



Source: Advertiser Perceptions study of agencies and advertisers, June 2025; Sample size: 302.

Advertiser Perceptions: Advertiser discussion, intention, and usage of podcast continue to be high

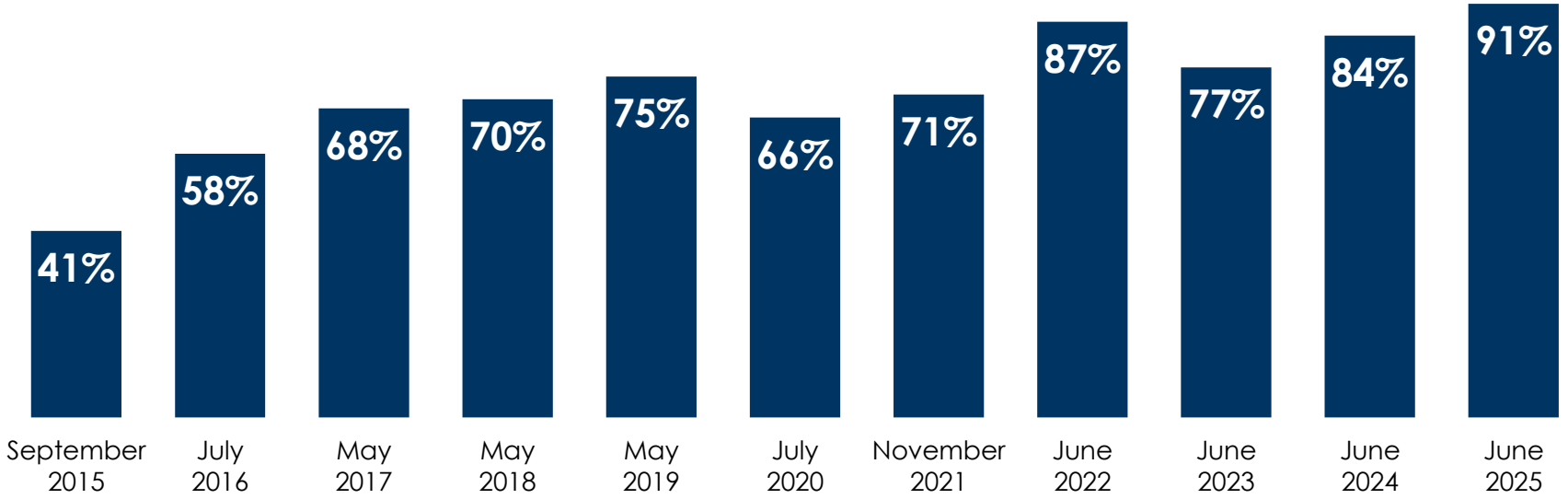
Advertiser Perceptions	Sept 2015	July 2016	May 2017	May 2018	May 2019	July 2020	Nov 2021	June 2022	June 2023	June 2024	June 2025
Have you and your colleagues discussed podcast advertising for potential media investment?	41%	58%	68%	70%	75%	66%	71%	87%	77%	84%	91%
How likely are you to consider advertising in podcasts in the next six months?	18%	28%	37%	43%	42%	46%	53%	51%	62%	65%	74%
How likely are you to actually advertise in podcasts in the coming six months?	10%	21%	27%	36%	34%	37%	44%	48%	58%	60%	69%
Do you currently advertise in podcasts?	15%	21%	29%	32%	39%	34%	45%	61%	58%	59%	78%



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301, June 2025 302

Discussion: Over 91% of agencies/advertisers have discussed podcast advertising as a potential media investment

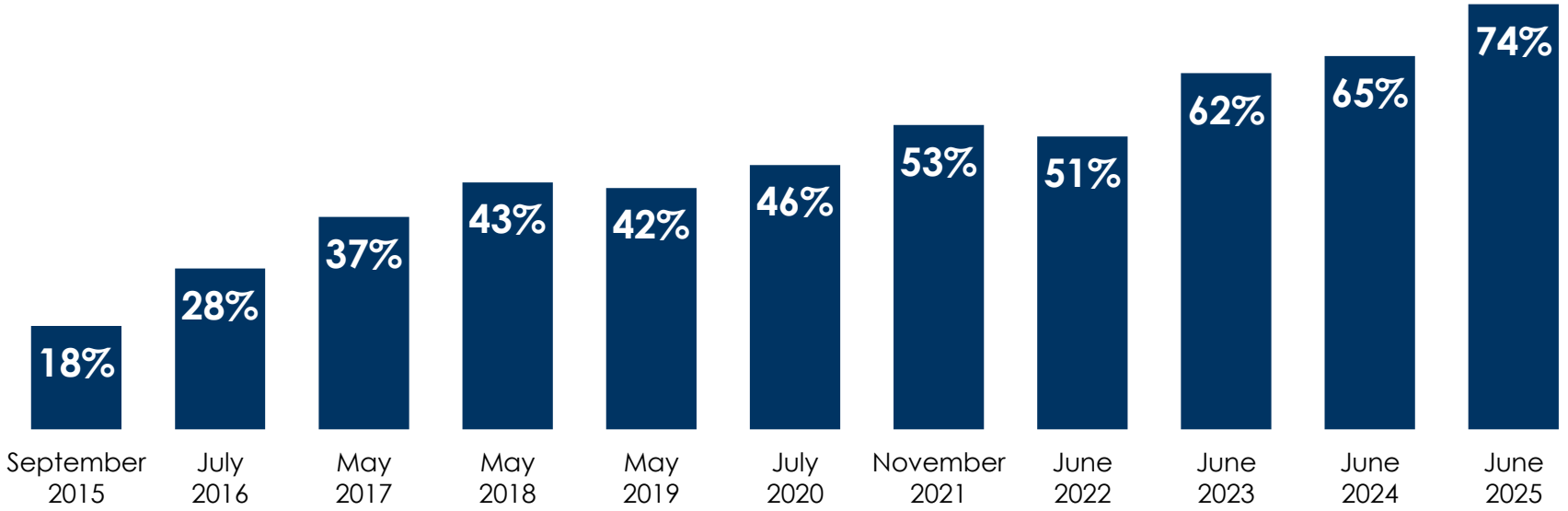
Q: Have you and your colleagues discussed podcast advertising for potential media investment?
% who said yes



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301, June 2025 302

Consideration: 74% of agencies/advertisers would definitely consider advertising in podcasts in the next six months, an all time high

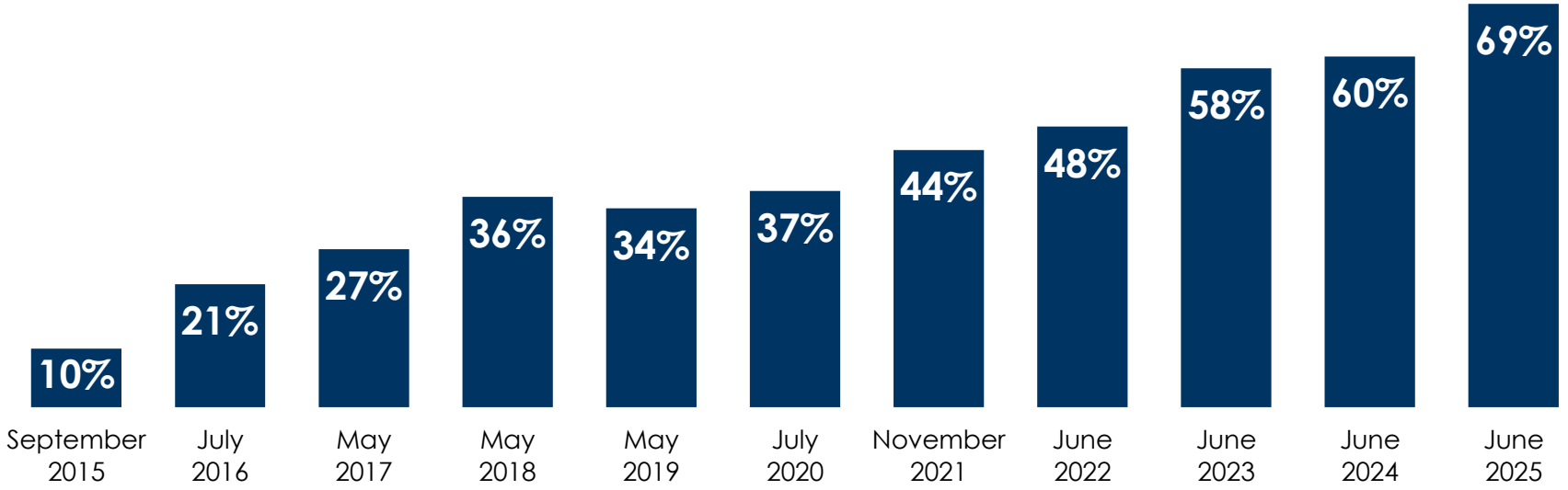
Q: How likely are you to consider advertising in podcasts in the next six months?
% who said definitely would consider



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301, June 2025 302

Spend intention: 69% of agencies/advertisers say they will definitely advertise on podcasts in the next six months, an all time high

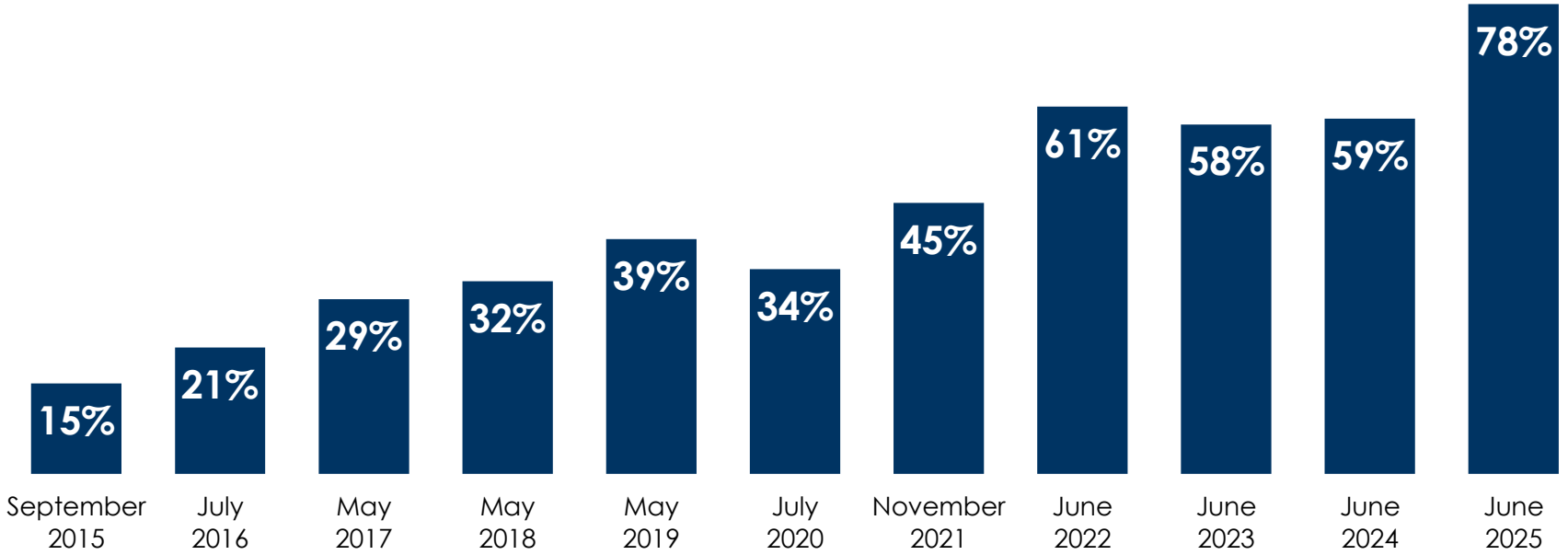
Q: How likely are you to actually advertise in podcasts in the coming six months?
% who said definitely will advertise



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301, June 2025 302

Currently advertise: 78% of agencies/advertisers currently advertise in podcasts, growing substantially since 2021

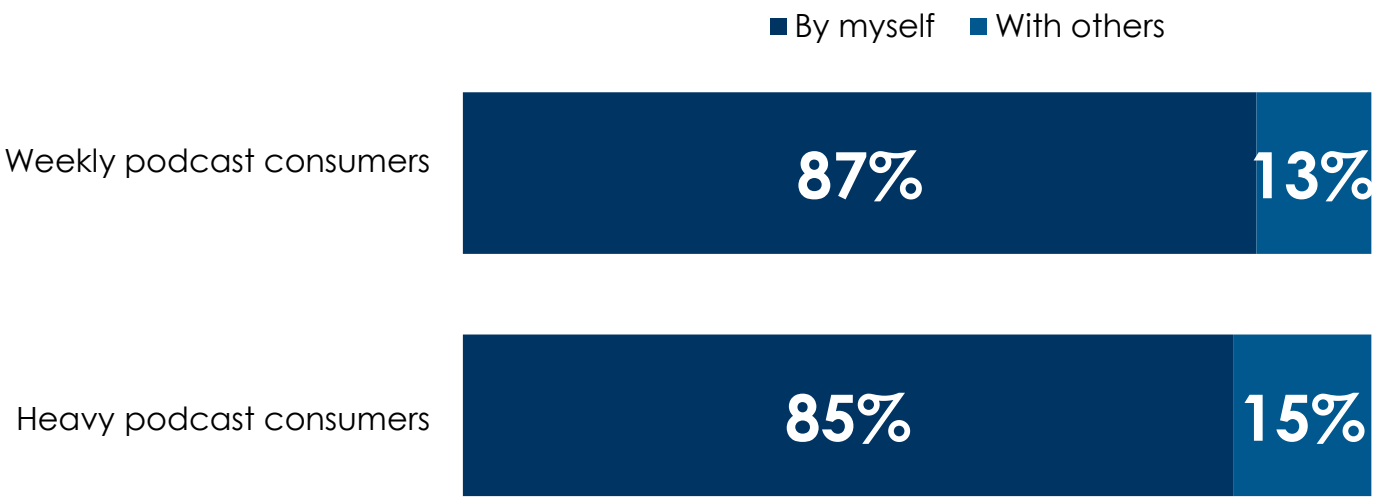
Q: Do you currently advertise in podcasts?
% who said yes



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301, June 2025 302

Podcast consumers mostly listen to podcasts by themselves, even heavy consumers

Q: "Of all the podcast listening you do, what percentage would you say you do by yourself and with others?"



How to read: Weekly podcast consumers spend 87% of their time listening by themselves.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "Of all the podcast listening you do, what percentage would you say you do by yourself and with others?"

Those who prefer the video component in the background are more likely to be heavy podcast consumers

	Q: "How do you prefer to listen to podcasts?"			
	Total weekly U.S. podcast consumers	% of weekly podcast consumers, by preference		
		Audio only without any video	Video you actively watch	Video you minimize/listen in background
Heavy podcast consumers (6+ hours/week)	55%	42%	59%	61%
Average weekly time spent with podcasts (hours):	6.9	5.6	7.6	7.2
Average number of podcast episodes listened to in the past week:	4.3	4.0	4.2	4.7

How to read: 42% of weekly podcast consumers who prefer audio-only podcasts are heavy podcast consumers.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025; Q: "How frequently do you use each of the following places to access the podcasts you listen to?"

Entertain for business gain

"Embrace the idea that advertising is at least as much showmanship as it is salesmanship. It is time to rediscover the fact that **advertising builds brands best when it is entertaining, popular and memorable,** when it is not just a pitch, but a performance."

Paul Feldwick

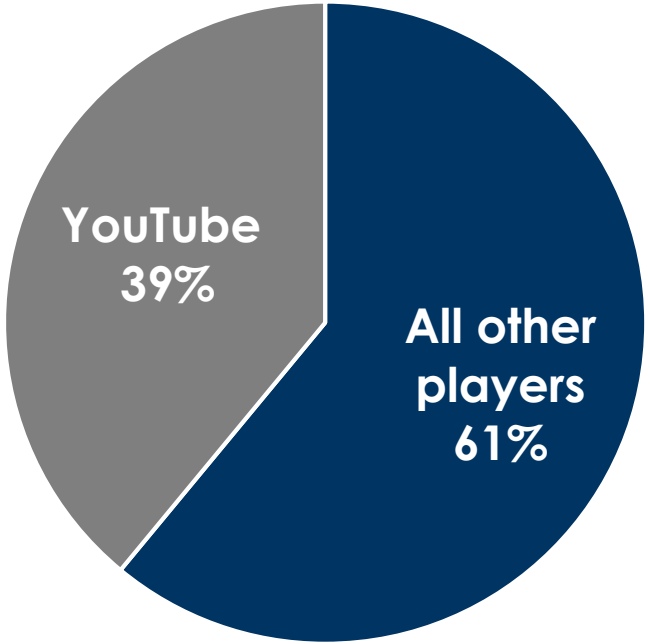
Why Does The Pedlar Sing? What Creativity Really Means In Advertising

"The buying of time or space is not the taking out of a hunting license on someone's private preserve, **but it is the renting of a stage on which we may perform**."

Howard Luck Gossage, advertising visionary frequently referred to as "The Socrates of San Francisco"

A majority (61%) of podcast consumers use another platform other than YouTube most often

Most used podcast platform among weekly podcast listeners



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2025 Report, Cumulus Media, Quantilope National Study – April 2025