



**CUMULUS™**  
PODCAST NETWORK

**SignalHill**  
Insights

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

# Key areas of focus

Cumulus Media | Westwood One and Signal Hill Insights commissioned Quantilope to survey weekly podcast consumers in Fall 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)?
- 'Chatcast' vs. narrative podcasts
- 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 – Fall 2025 Report represents the fifteenth 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 October 8 to 21, 2025

\* This is the 7<sup>th</sup> wave where respondents could qualify for the Download by saying they "watched" a podcast in the past week. In total, 8% 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.

# Executive summary

- **Those who prefer video components are more likely to listen to 'chatcast' podcasts:** While the time spent between narrative and 'chatcast' podcasts are fairly 50/50, those who prefer audio only spend more time with narrative podcasts.
- **Those who prefer audio only podcasts are listening more outside the home and on mobile devices:** Those who prefer audio only listen more in the car/truck and on mobile devices such as smart phones.
- **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).
- **The three leading platforms serve differing audiences:** Spotify skews young, Apple skews to Podcast Pioneers, and YouTube leans Newcomers.
- **Podcast hosts are 3X more influential than social media creators.**
- **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 59% in the past eight years.



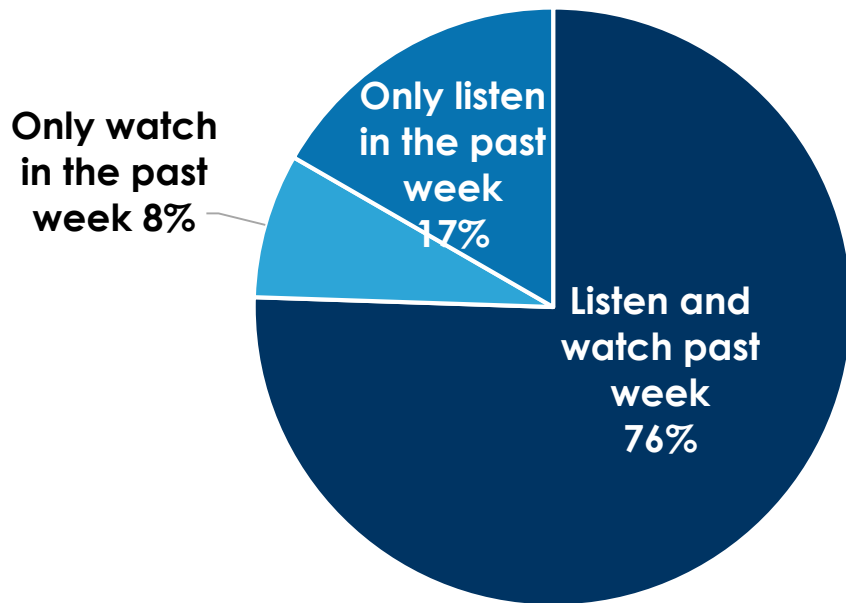
# 6 key takeaways: Watchable podcasts

- **Audio remains the primary mode of consumption, despite the growing option of video:** Podcast consumers have the option to either watch or listen and the vast majority (92%) continue to choose to listen. A small minority (8%) say they only watch podcasts.
- **YouTube is not a walled garden of podcasts:** 70% 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. 52% 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. 45% of weekly podcast consumers who listened to a new podcast in the past 6 months started listening to their latest podcast on YouTube.
- **With the rise of podcast watching, 12% of weekly podcast consumers listen via a smart TV:** This is significantly greater than those who consume via a smart speaker (2%) and is validated by Edison Podcast Metrics data.



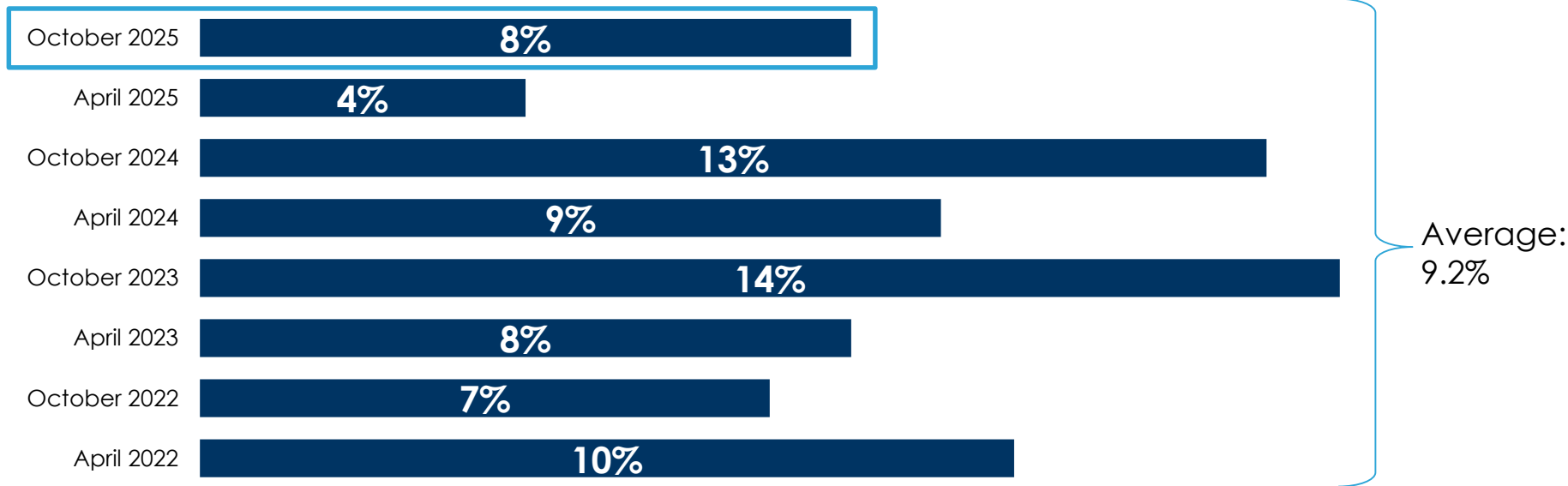
**8% say they only watched podcasts; 92% of podcast consumers say they listened to podcasts in the last week**

Expanding the definition of the podcast audience to those who “watch” rather than just “listen” increased the podcast universe by 8%



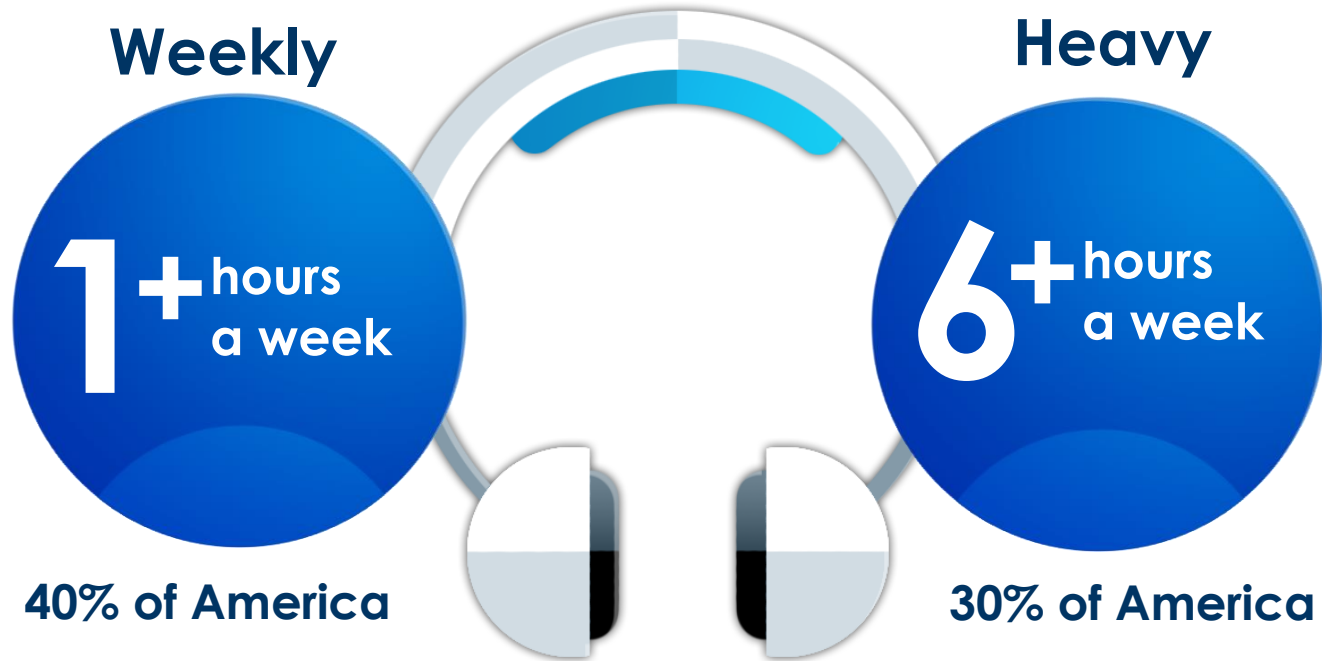
# Exclusive podcast watching has held consistent at 9% over the last four years

% of weekly podcast consumers who only watch podcasts



**How to read:** 8% of weekly podcast consumers **only** watched podcasts in October 2025. This has stayed relatively consistent from 10% in April 2022 when podcast watching was first introduced to the Podcast Download.

# Podcasts: Who's listening?



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

# Study terminology and definitions

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

Podcast  
origin  
timeline

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

# State of weekly podcast consumers

## Profile of the 40% of Americans who are weekly podcast consumers

### Heavy podcast listening

% who listened to 6+ hours

**74%**

of total weekly podcast consumers are heavy users

### Average weekly time spent with podcasts

Weekly podcast consumers consumed an average of

**11.1 hours**

of podcasts

### Average number of podcast episodes listened to

Weekly podcast consumers tuned into an average of

**5.3**

podcast episodes in the past week

### Average number of podcast shows listened to

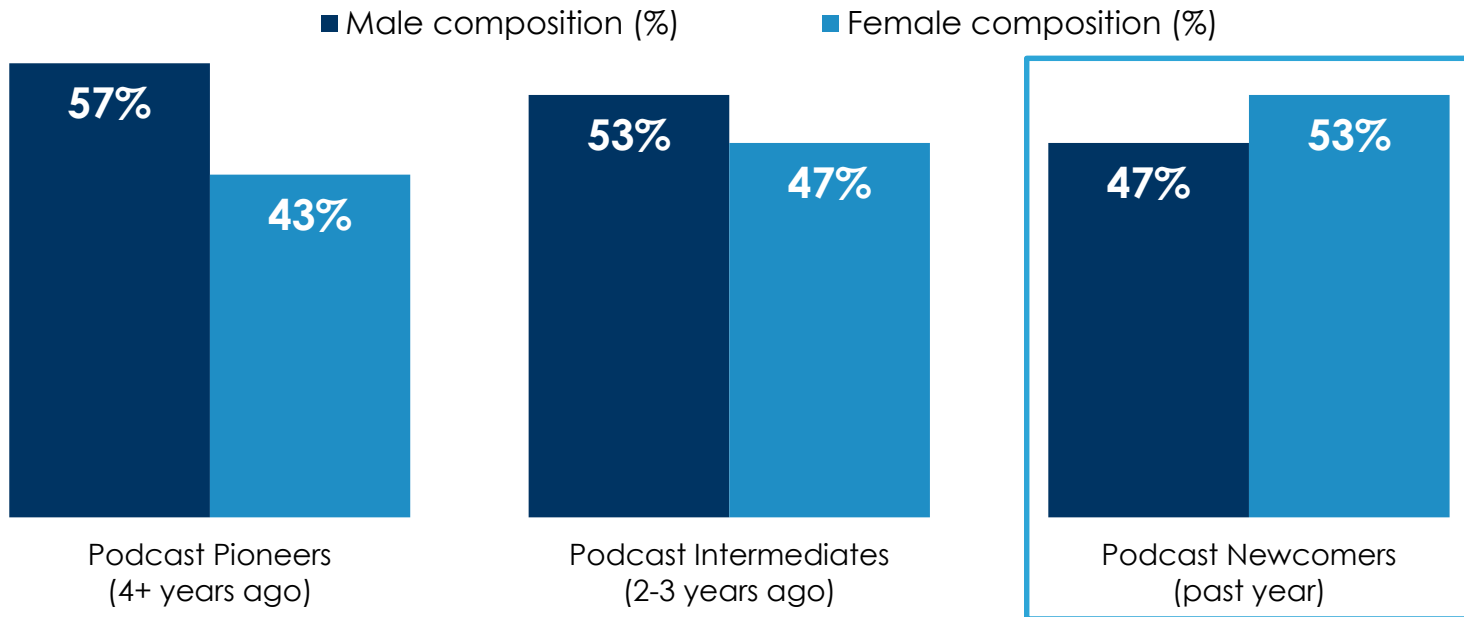
On average, weekly podcast consumers listen to

**3.7**

different shows per week

# Women are more likely to be among Podcast Newcomers

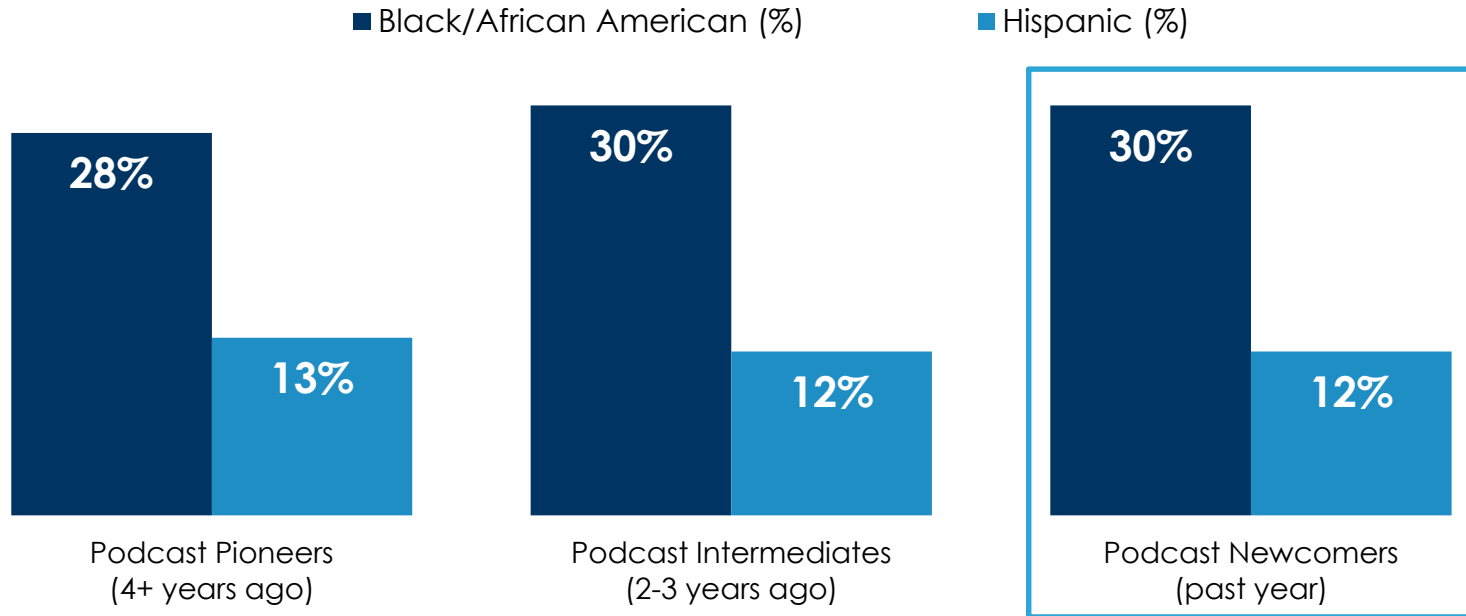
Q: “When did you first start listening to podcasts?” – gender composition (%)



**How to read:** 53% of Podcast Intermediates (those who began listening 2-3 years ago) are men.

# Podcast consumers are multicultural regardless of tenure

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



**How to read:** 30% of Podcast Intermediates (those who began listening 2-3 years ago) are Black/African American.

# 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)

4.4

(Intermediates 2-3 years)

3.2

(Newcomers <1 year)

3.1

(Heavy consumers  
6+ hours)

4.0

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

1-3 shows

63%

4-9 shows

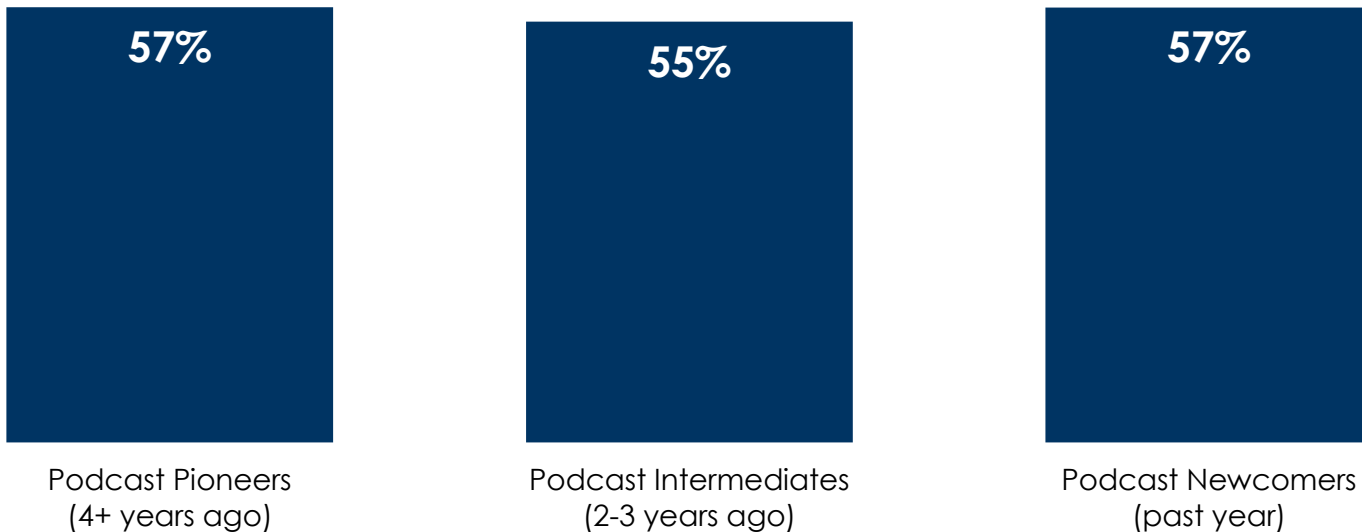
31%

10+ shows

5%

# 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)

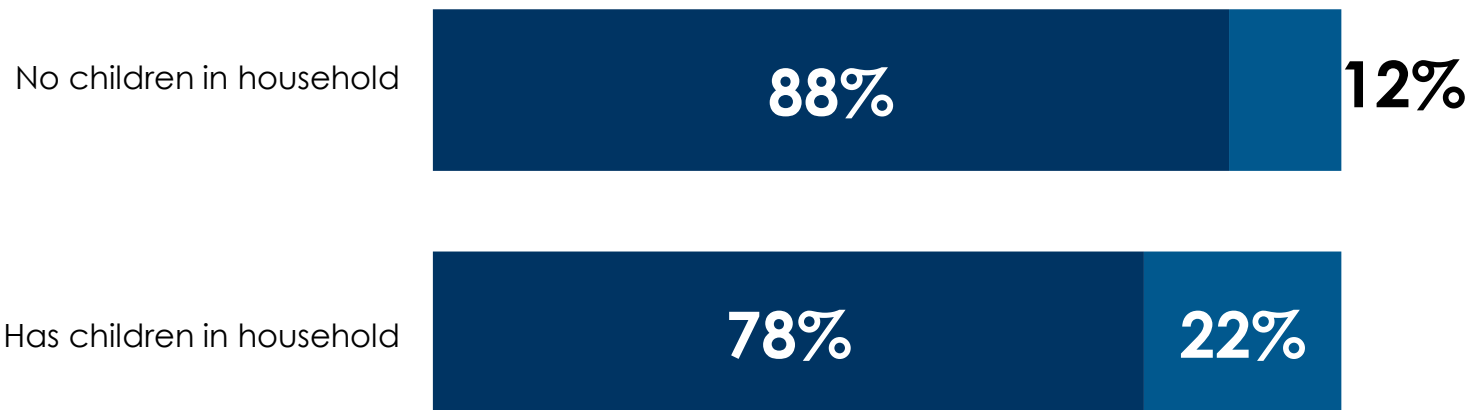


**How to read:** 57% of Podcast Pioneers have started listening to new podcasts in the past 3 months.

# 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?"

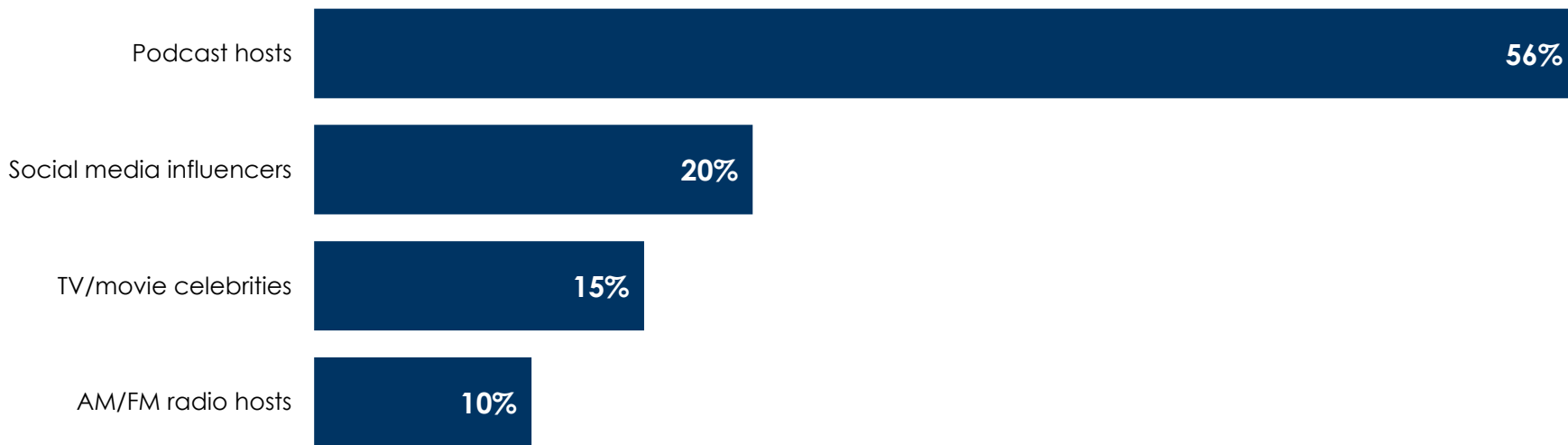
■ By myself ■ With others



**How to read:** Weekly podcast consumers with children in the household spend 78% of their time listening by themselves.

# 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)



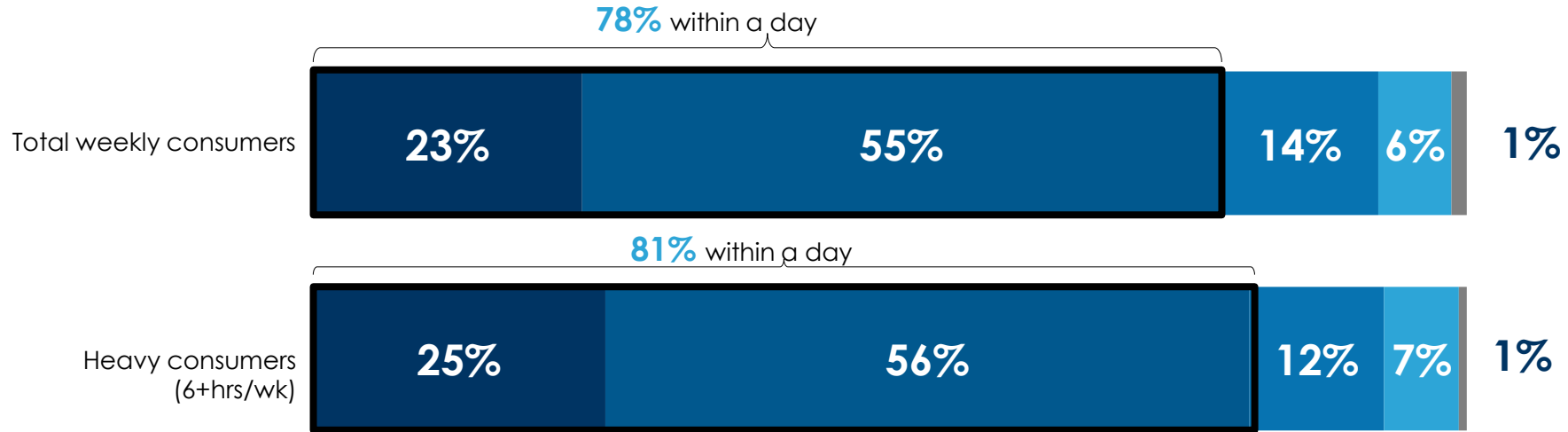
**How to read:** 56% of weekly podcast consumers say they find podcast hosts influence matters most to them.

**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 four-fifths 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?”

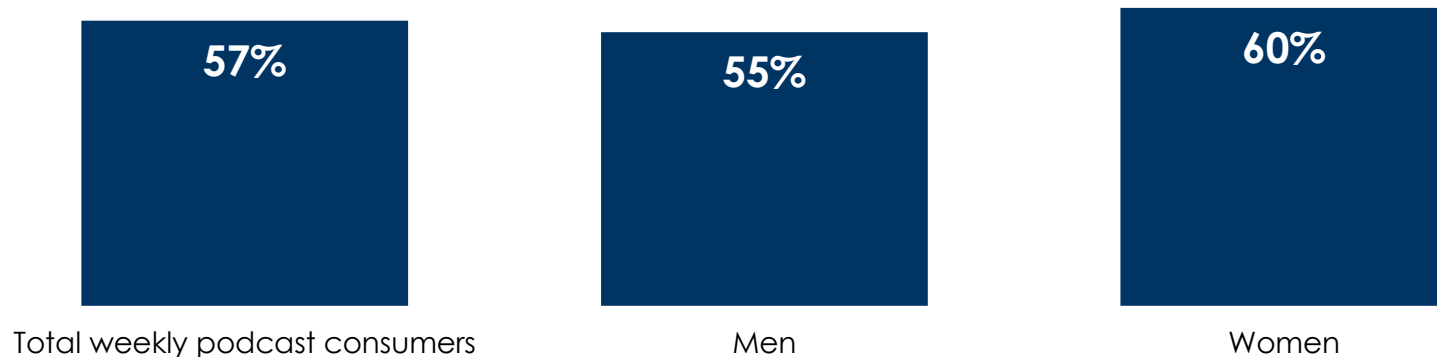
■ Listen immediately after release ■ Within 24 hours ■ 1 to 3 days after release ■ 4 to 7 days after release ■ More than 7 days



**How to read:** 23% of weekly podcast consumers selected “I listen to the podcast immediately after it is released.”

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

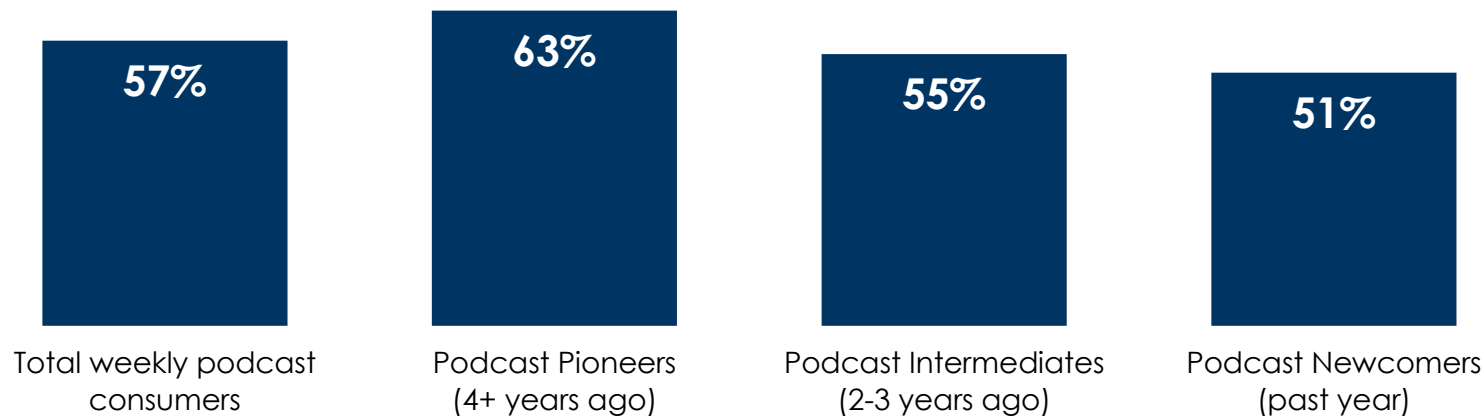
Q: “When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?” (% who said ‘go back and listen to older ones’)



**How to read:** 57% of weekly podcast consumers say they would go back and listen to older episodes.

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

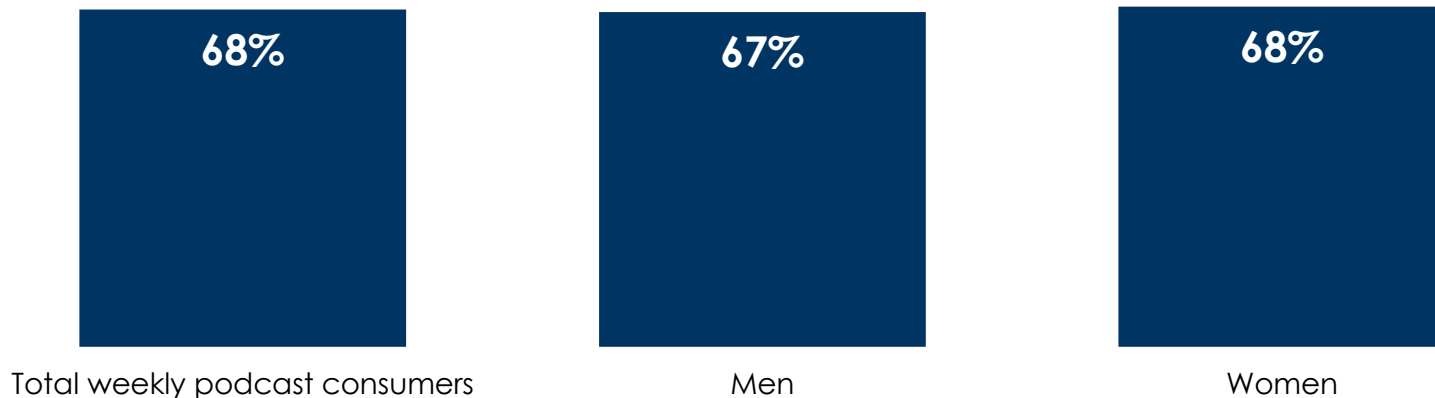
Q: “When you start listening to a new podcast do you listen to only current episodes, or do you go back and listen to older ones?” (% who said ‘go back and listen to older ones’)



**How to read:** 63% of Podcast Pioneers say they would go back and listen to older episodes.

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

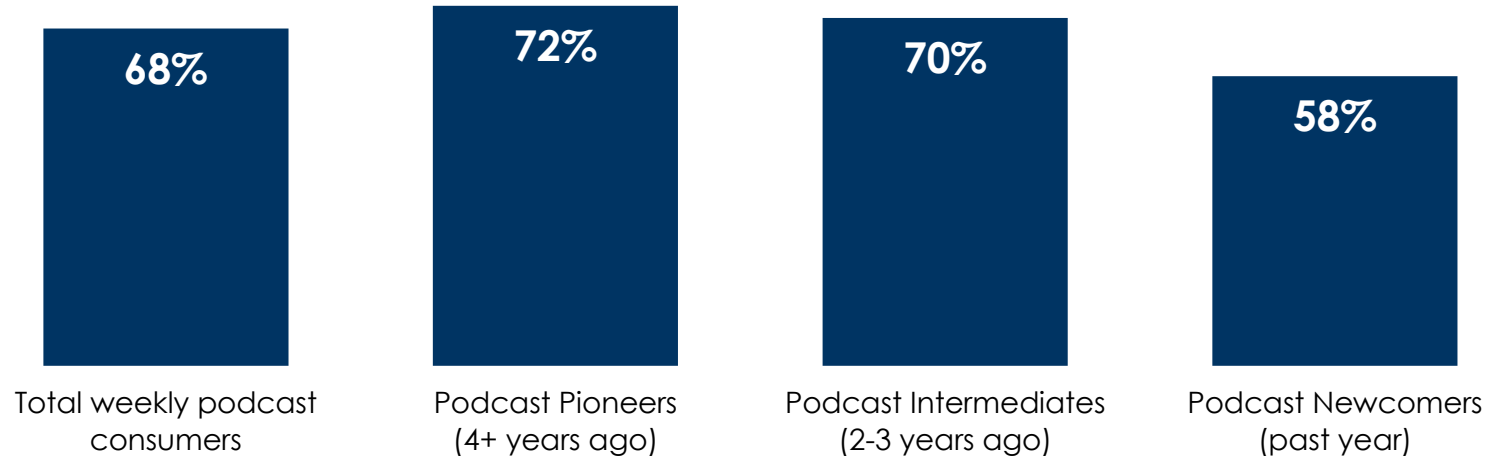
Q: "Thinking of the podcasts you usually listen to, do you go back and listen to podcasts you've missed?"  
(% who said 'go back and listen to episodes I've missed')



**How to read:** 68% of weekly podcast consumers say they would go back and listen to episodes they'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:** 72% of Podcast Pioneers say they would go back and listen to episodes they've missed.

**The majority of podcast consumers have no problem with unsuitable language in podcasts.**

# As an opt-in medium, unsuitable language and graphic content is not an issue for podcast consumers

Among weekly podcast consumers

No objections to unsuitable language

69%

of weekly podcast consumers have **no problem** listening to podcasts with language or content that might be considered **unsuitable/objectionable** on TV or AM/FM radio

Unlikely to turn off unsuitable language

48%

Said they **disagreed**, "If I hear language that I find to be unsuitable/objectionable on a podcast, I **turn it off**"

Unlikely to turn off True Crime podcasts with graphic content

63%

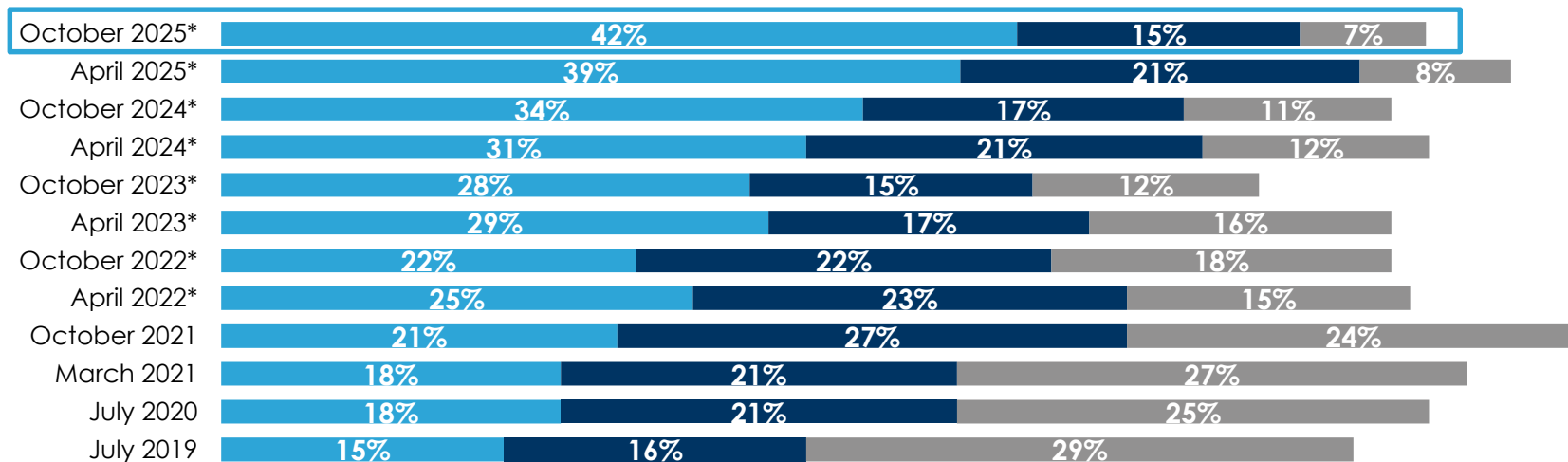
Said they **disagreed**, "If there is a disclaimer about **graphic content/language** before the True Crime podcast I am listening to, I **turn the podcast off**"

**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

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

■ YouTube ■ Spotify ■ Apple Podcasts



\* April 2022, October 2022, April 2023, October 2023, April 2024, October 2024, April 2025, and October 2025 surveys include those who watch podcasts weekly in addition to weekly listening (8% of sample).

**How to read:** 42% of weekly podcast consumers used YouTube the most in October 2025. The big three make up 64% of weekly podcast consumers' most used platforms in October 2025.

# 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	Q2 2025	Q3 2025
YouTube	27%	28%	26%	28%	29%	33%	34%	34%	30%	34%	36%	40%	41%
Spotify	27%	25%	27%	26%	22%	25%	26%	27%	28%	27%	25%	24%	25%
Apple Podcasts/ iTunes	19%	16%	14%	15%	16%	16%	12%	13%	14%	12%	11%	13%	11%

**How to read:** 41% of weekly podcast consumers in the Triton Digital Podcast Metrics Demos+ study from Q3 2025 used YouTube the most to access 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

Cumulus Media and Signal Hill Insights'  
Podcast Download – October 2025



Triton Digital Podcast Metrics  
Demos+ - Q3 2025



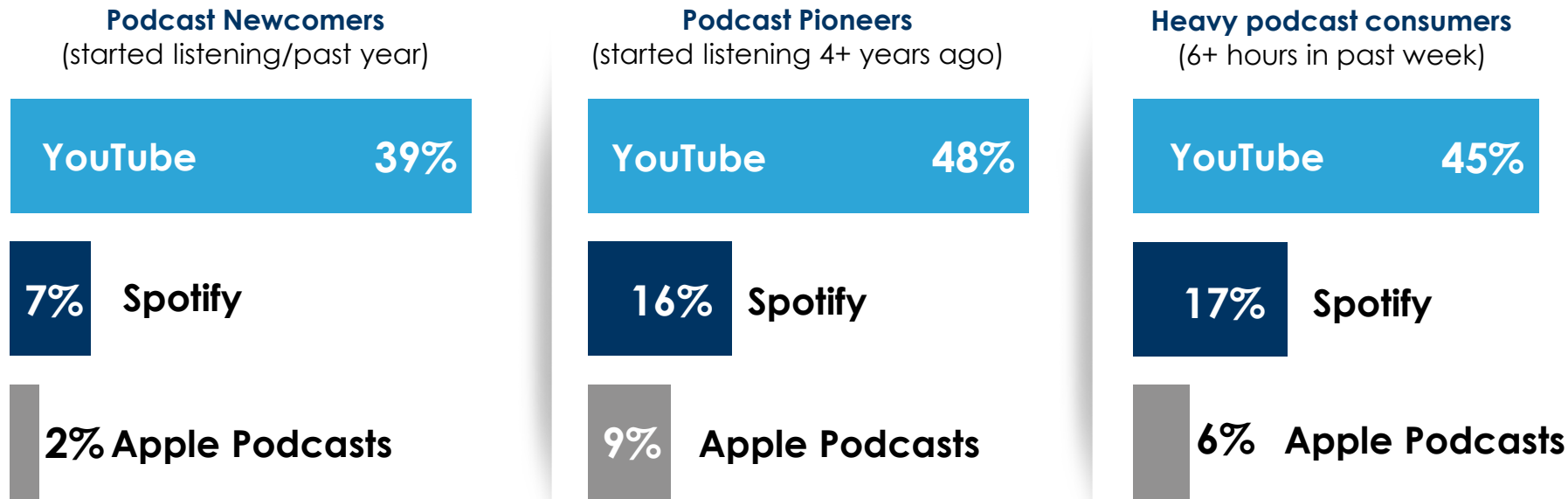
Edison Podcast Metrics  
Q3 2025



**How to read:** 41% of weekly podcast consumers in the Triton Digital Podcast Metrics Demos+ study used YouTube the most to access podcasts.

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

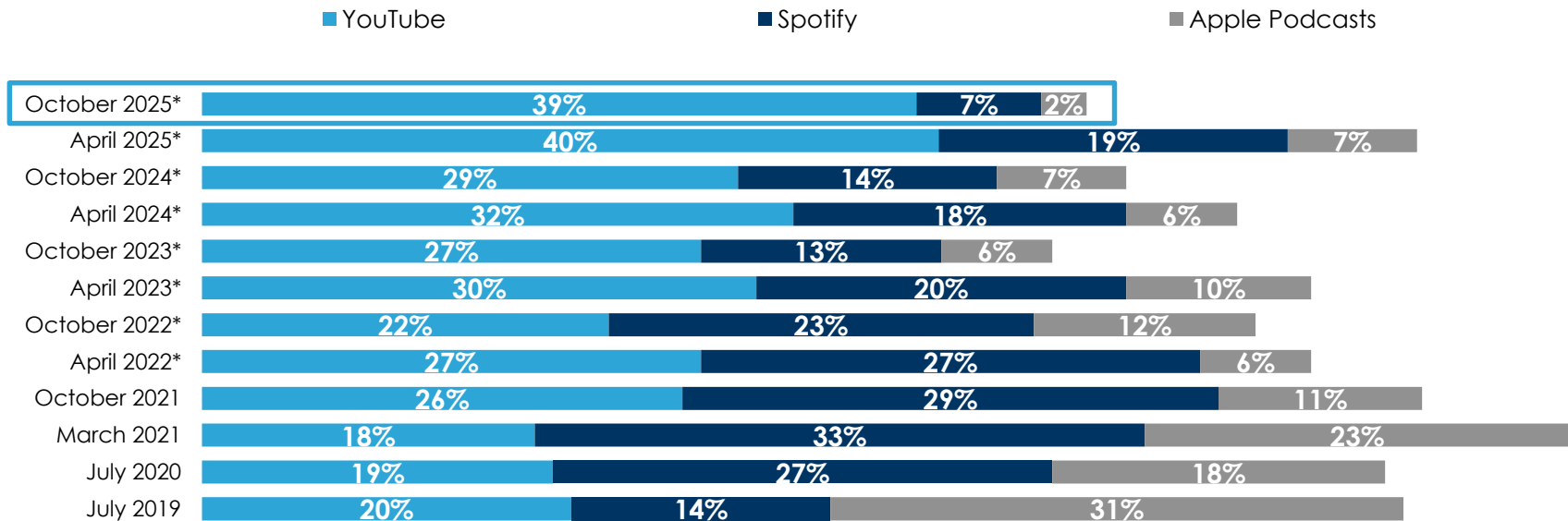
% of weekly podcast consumers who use platform the most for podcast consumption



**How to read:** 39% of Podcast Newcomers use YouTube the most to access podcasts.

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

% of Podcast Newcomers who use platform the most for podcast consumption



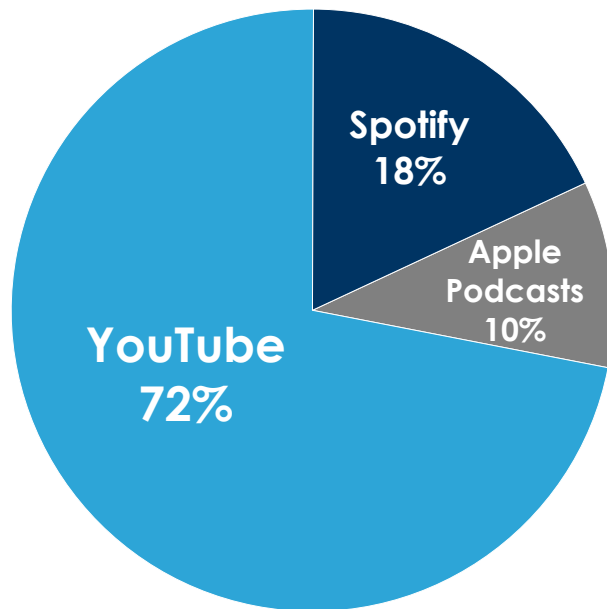
\* April 2022, October 2022, April 2023, October 2023, April 2024, October 2024, April 2025, and October 2025 surveys include those who watch podcasts weekly in addition to weekly listening (8% of sample).

**How to read:** 39% of Podcast Newcomers (started listening/past year) used YouTube the most in October 2025.

# Share of time spent listening: Almost three-fourths 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)



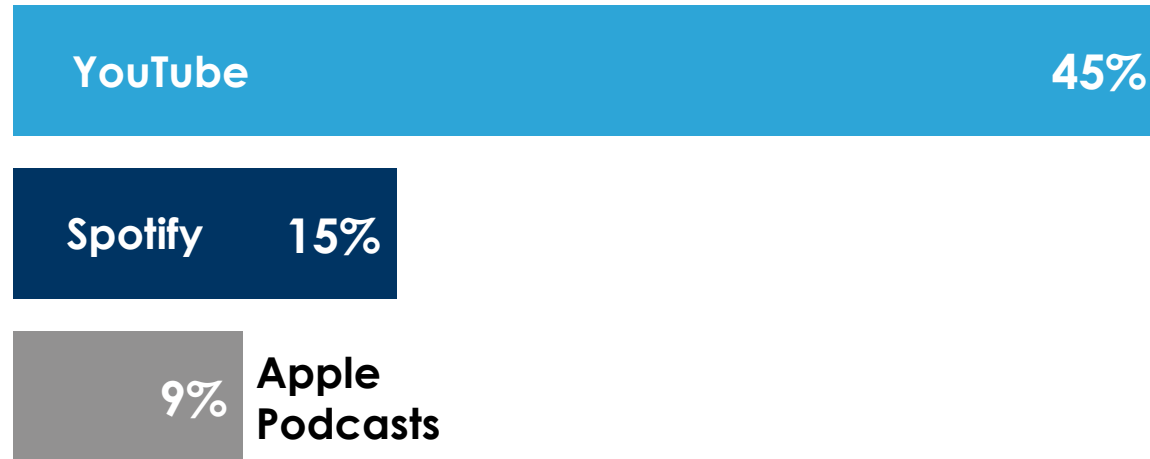
# Spotify skews young, Apple skews to Podcast Pioneers and YouTube are newcomers

	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%	36%	<b>58%</b>	30%
35-49	31%	33%	28%	38%
50+	29%	32%	14%	33%
Mean age	41.3	42.6	35.6	41.9
% male	53%	55%	60%	45%
% female	47%	45%	40%	55%
% non-binary	<1%	<1%	<1%	<1%
Podcast Newcomers	27%	<b>25%</b>	12%	10%
Podcast Intermediates	31%	26%	43%	33%
Podcast Pioneers	42%	49%	44%	<b>57%</b>

**How to read:** 55% of weekly podcast consumers who use YouTube the most to listen to podcasts are male.

# YouTube is #1 for podcast discovery

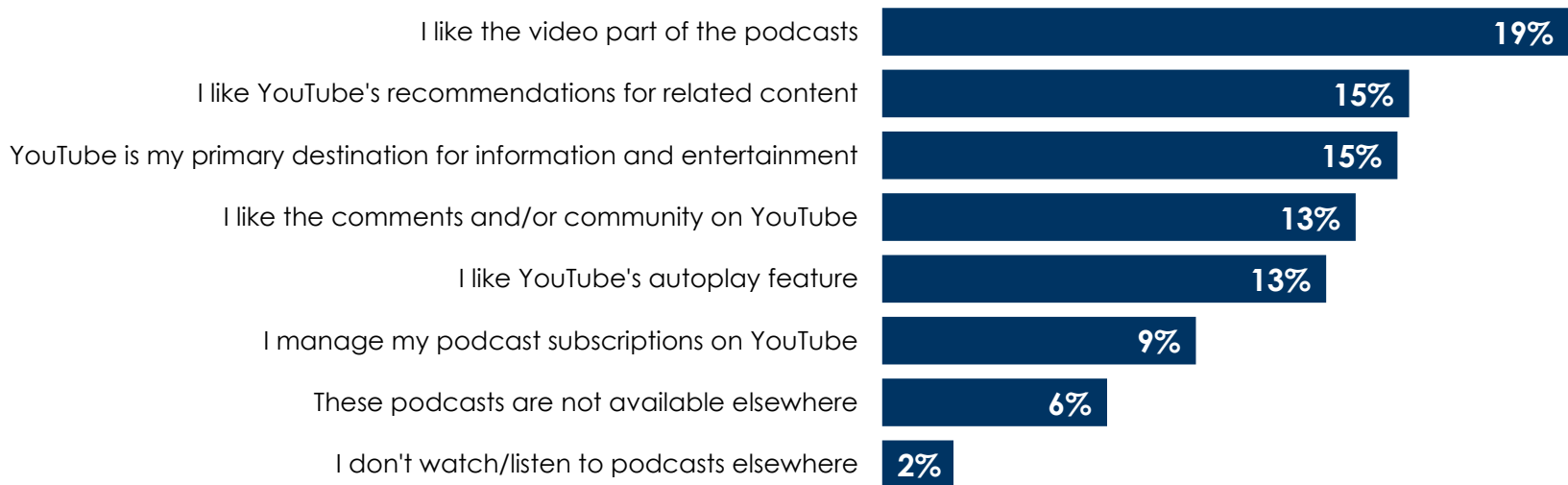
% of weekly podcast consumers who listened to a new podcast in past 6 months who used place/app start listening to their latest podcast



**How to read:** 45% of weekly podcast consumers who listened to a new podcast in the past 6 months, started listening to their latest podcast on YouTube.

# 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:** 19% of weekly podcast consumers continue to watch/listen to podcasts they started on YouTube because they like the video part of the podcasts.

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

Method used most	Total weekly podcast audience	YouTube	Apple	Spotify
Mobile phone	67%	54%	83%	80%
Computer/laptop	12%	18%	5%	8%
A TV	10%	20%	3%	5%
Tablet	6%	7%	5%	3%
Smart speaker	4%	1%	3%	5%

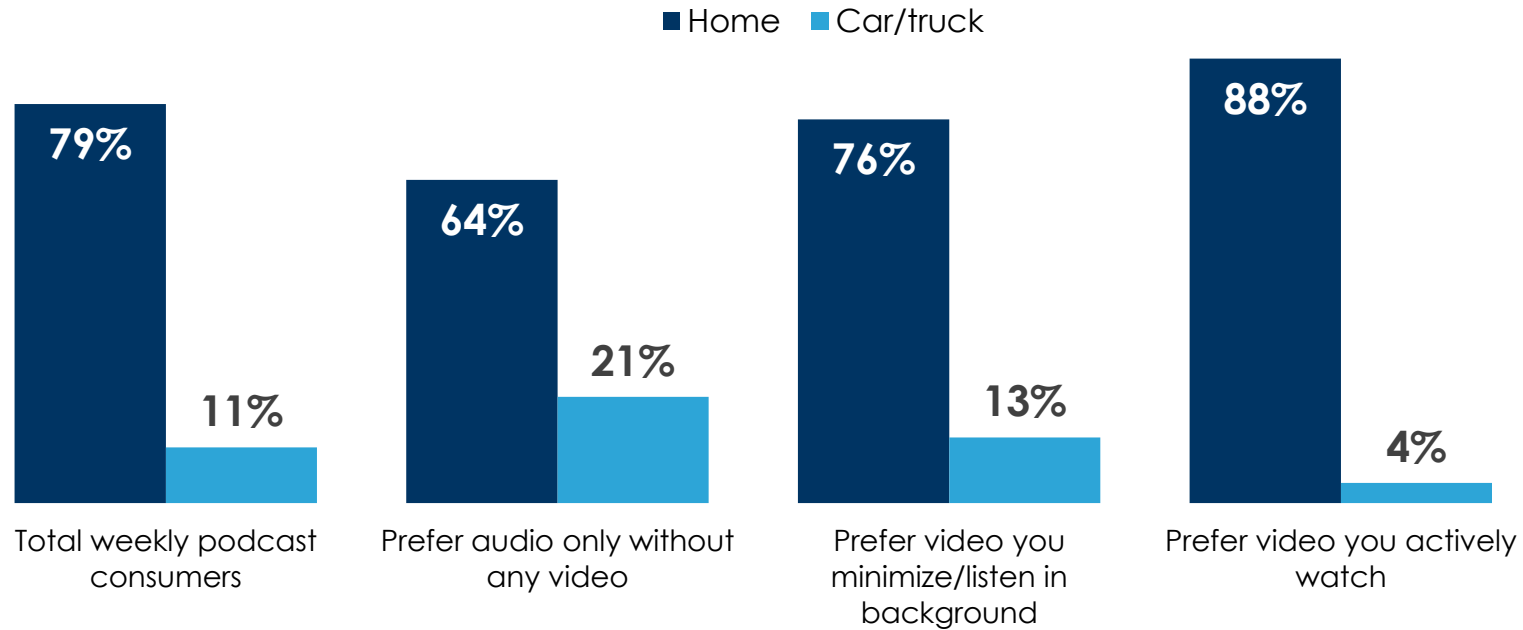
# Those who prefer audio only podcasts are listening more on their smart phones than those who prefer video components

Q: “Thinking of the last podcast you consumed, what device did you use to consume that podcast?”

	Total weekly podcast audience	Prefer audio only without any video	Prefer video you minimize/listen in background	Prefer video you actively watch
Smart phone	60%	<b>66%</b>	63%	54%
Smart TV	12%	4%	9%	<b>17%</b>
Laptop/notebook computer	7%	3%	8%	9%
Android tablet	6%	8%	8%	3%
Desktop computer	6%	1%	5%	<b>8%</b>
iPad	4%	6%	2%	4%
In-car internet-connected audio entertainment system	3%	<b>6%</b>	3%	2%
Smart speaker	2%	3%	1%	2%
Tablet/PC hybrid	1%	3%	1%	1%
Other	0.3%	1%	0.0%	0.3%

# Those who prefer audio only podcasts are listening more outside the home

Q: "Thinking of the last podcast you consumed, where were you when you consumed that podcast?"



**Those who prefer video  
components are more likely to  
listen to 'chatcast' podcasts.**

# 'Chatcast' vs. narrative podcasts

**Narrative** podcasts are ones that focus on telling a story in a documentary style and often feature a host who narrates the story. Examples of narrative podcasts include *Radiolab* or *Serial*.

**'Chatcast'** podcasts are ones that focus on discussions or interviews between one or more regular hosts and/or guests, covering one or more topics. Examples of 'chatcasts' include *The Joe Rogan Experience* and *Call Her Daddy*.

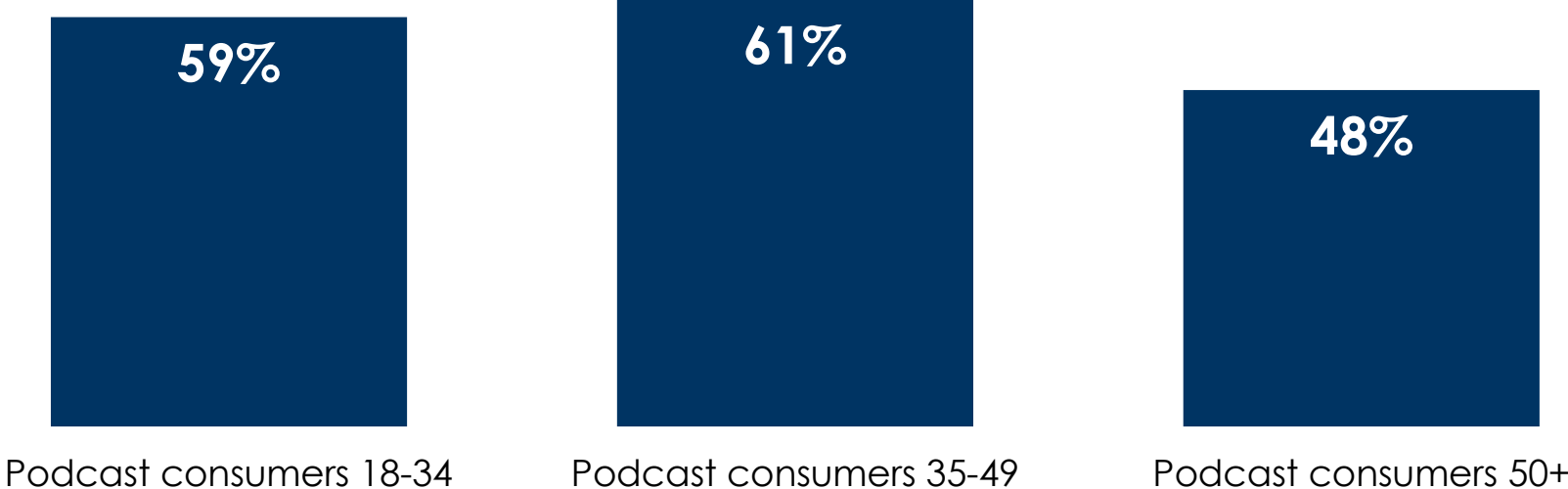
# Those who prefer podcasts with video components spend more time with 'chatcast' podcasts

Q: How much of your time spent consuming podcasts are they with narrative or 'chatcast' podcasts?	Total weekly podcast audience	Prefer audio only without any video	Prefer video you actively watch	Prefer video you minimize/listen in background
Narrative podcasts	54%	<b>58%</b>	55%	48%
'Chatcast' podcasts	46%	42%	45%	<b>52%</b>

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

# 18-49 podcast consumers are more likely to have started a new podcast in the past 3 months

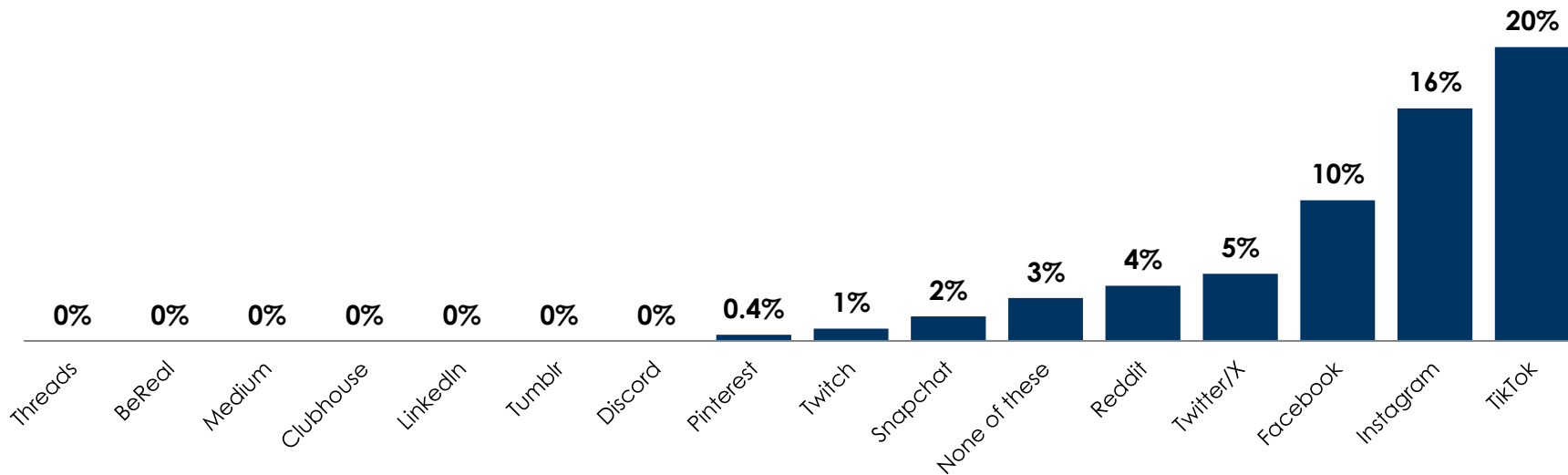
Q: “Have you started listening to any new podcasts over the past 3 months?”  
(% who said yes)



**How to read:** 59% of 18-34 podcast consumers have started listening to new podcasts in the past 3 months.

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

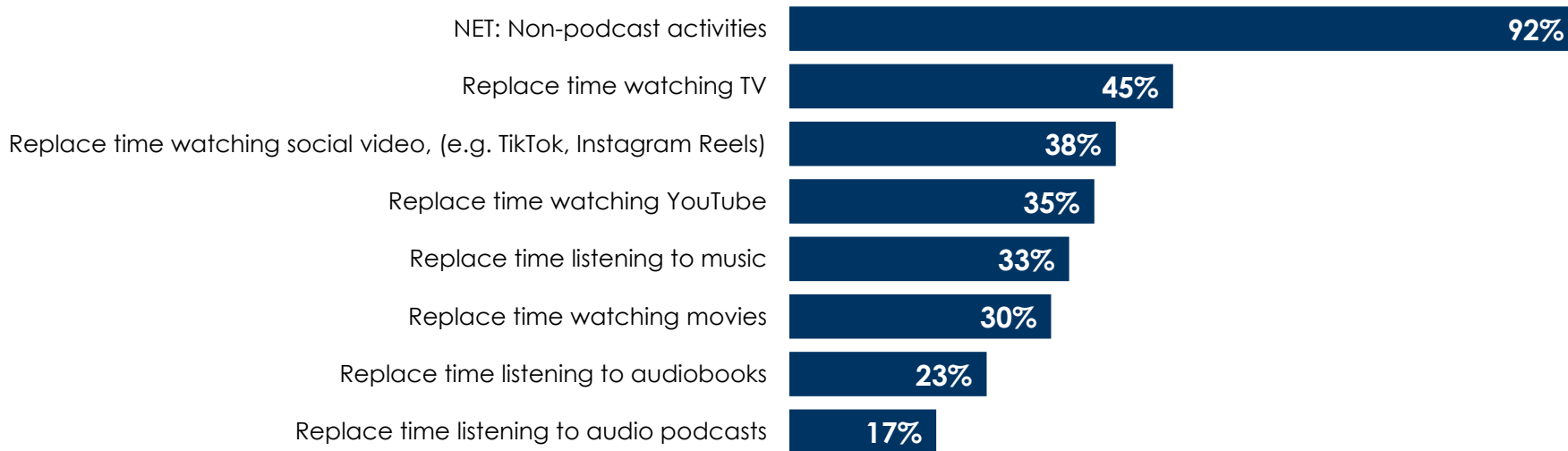
Q: "Where have you found the most podcasts?"  
(% of weekly podcast consumers 18-34)



**How to read:** 20% of weekly 18-34 podcast consumers found the most podcasts on TikTok out of all social media platforms.

# 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:** 45% of weekly podcast consumers 18-34 replace time spent watching TV with watching podcasts.

**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?”

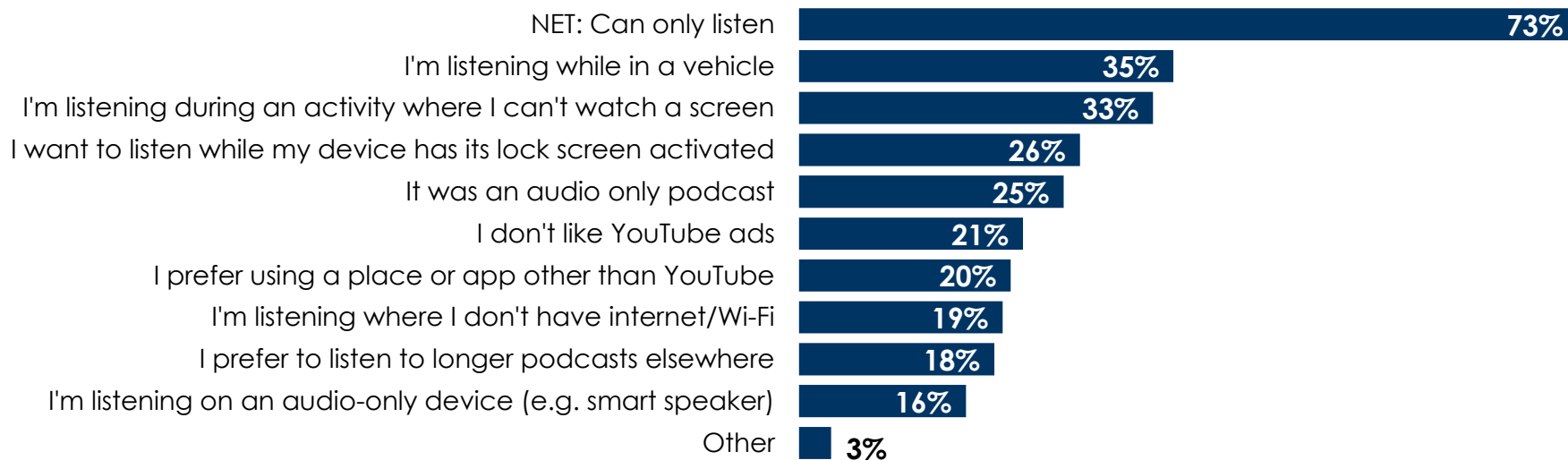
(% who have listened to/watched podcasts on YouTube)



**How to read:** 52% 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.

# 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 those who listen to YouTube podcasts on another platform)

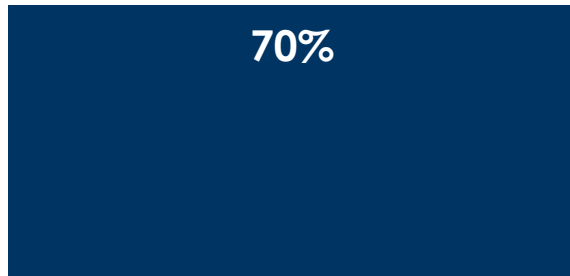


**How to read:** 35% those who listen to the same podcasts they watch on YouTube on other platforms because they are listening while in a vehicle.

# 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

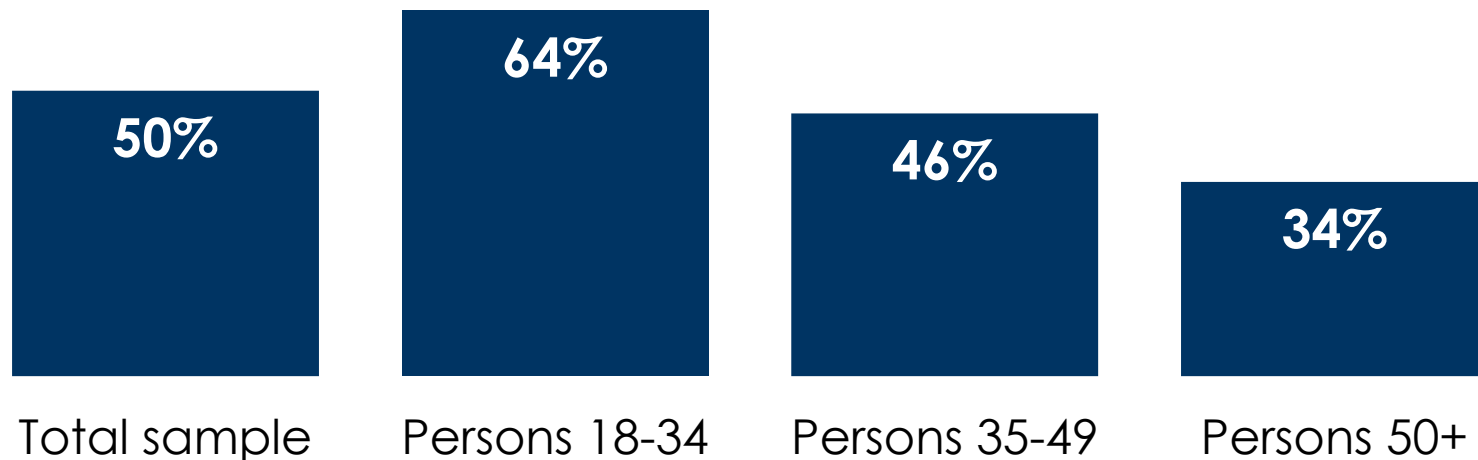
**How to read:** 70% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they would switch platforms from YouTube if a podcast were to become available only on another platform.

# 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

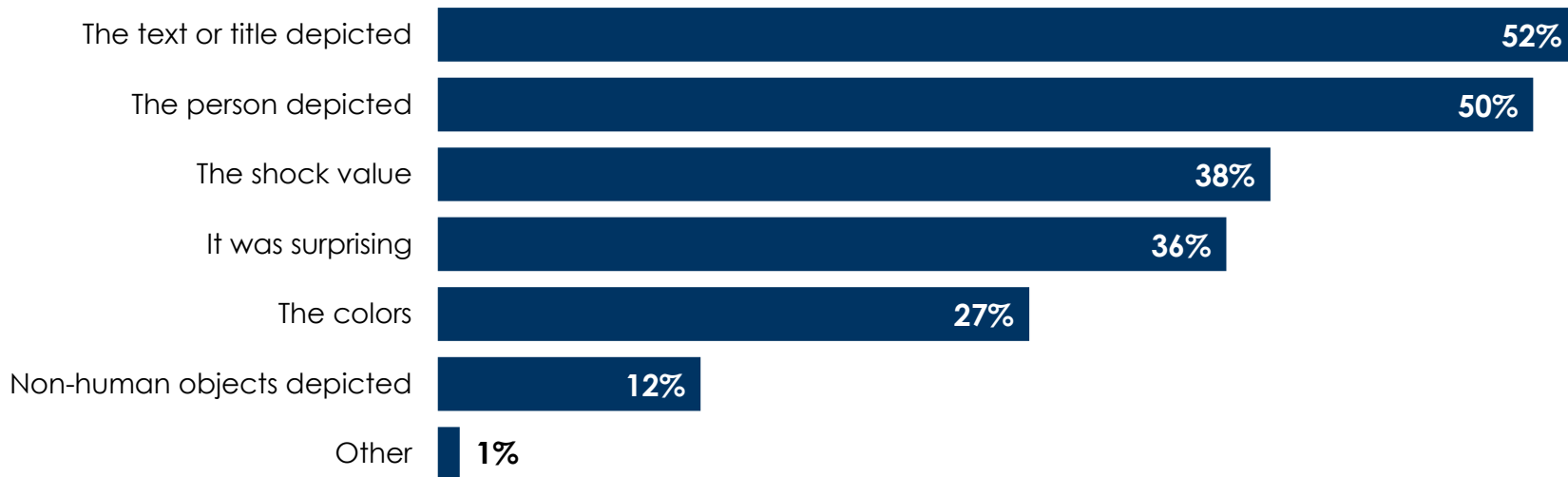
Q: "Have you ever consumed a podcast on YouTube because of the thumbnail?"  
(% who have listened to/watched podcasts on YouTube who said 'yes')



**How to read:** 50% of weekly podcast consumers who have listened to/watched podcasts on YouTube say they have 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:** 52% of weekly podcast consumers who consumed a podcast on YouTube due to the thumbnail say it was because of the text or title.

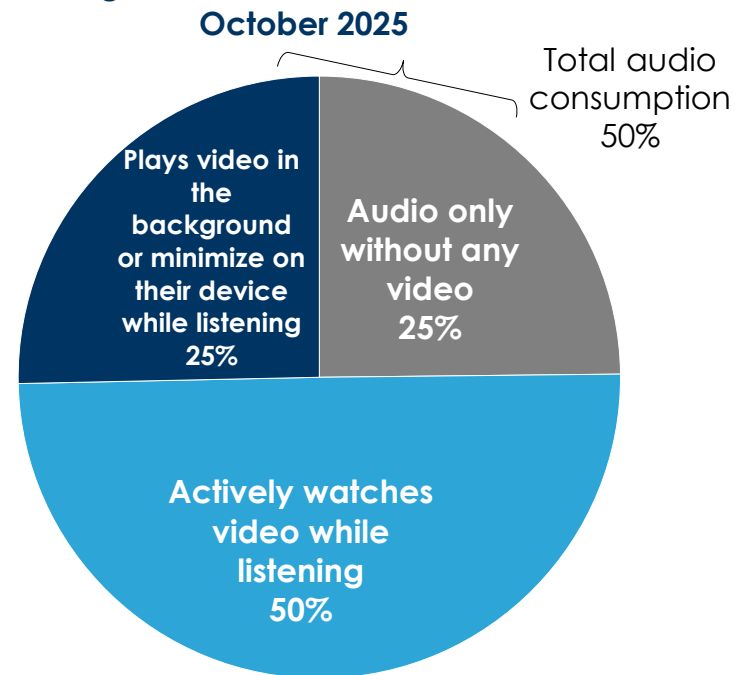
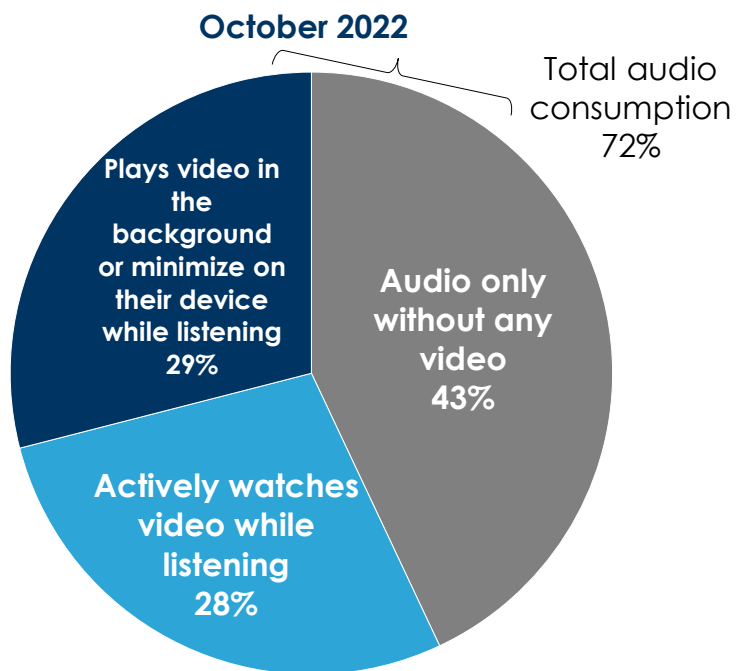
A man with short dark hair and a beard is wearing large black over-ear headphones. He is smiling and looking towards the left side of the frame, where a laptop is open. The background is a blurred indoor setting with a bookshelf. The entire image has a blue color overlay.

**Podcast watching is  
an established  
segment of podcast  
consumption.**

# Watchable podcasts are growing in popularity; 1 in 2 now say they prefer actively watching podcasts with videos

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

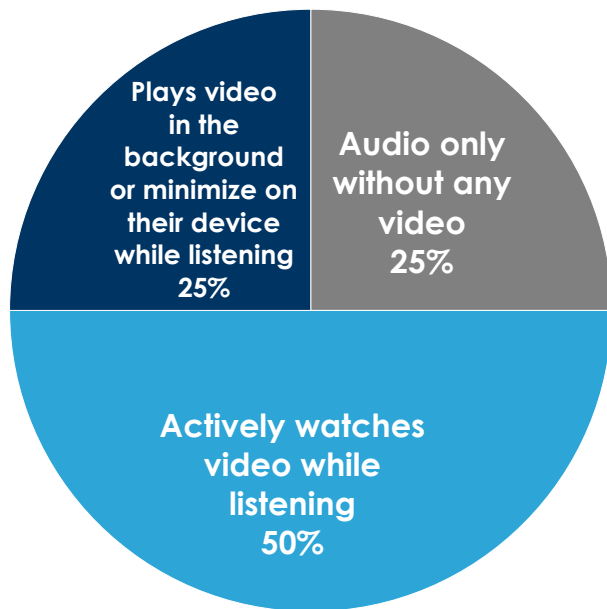
Podcast audience preference in listening



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

## Podcast audience preference in listening

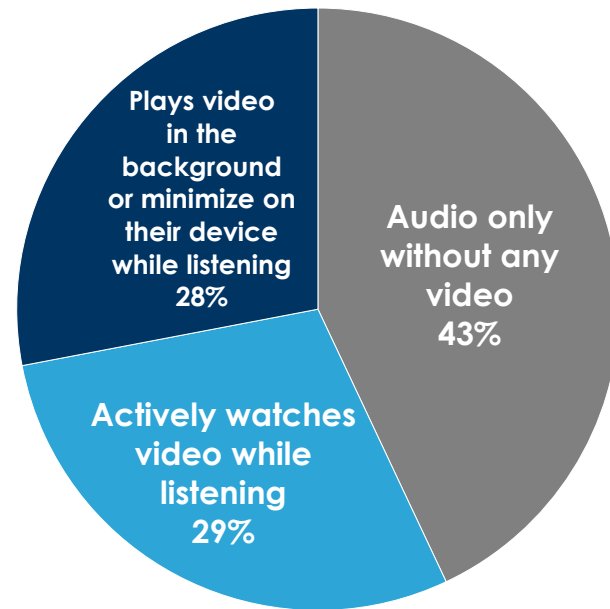
Q: "How do you prefer to listen to podcasts?"



## Advertiser Perceptions July 2025: 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?



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

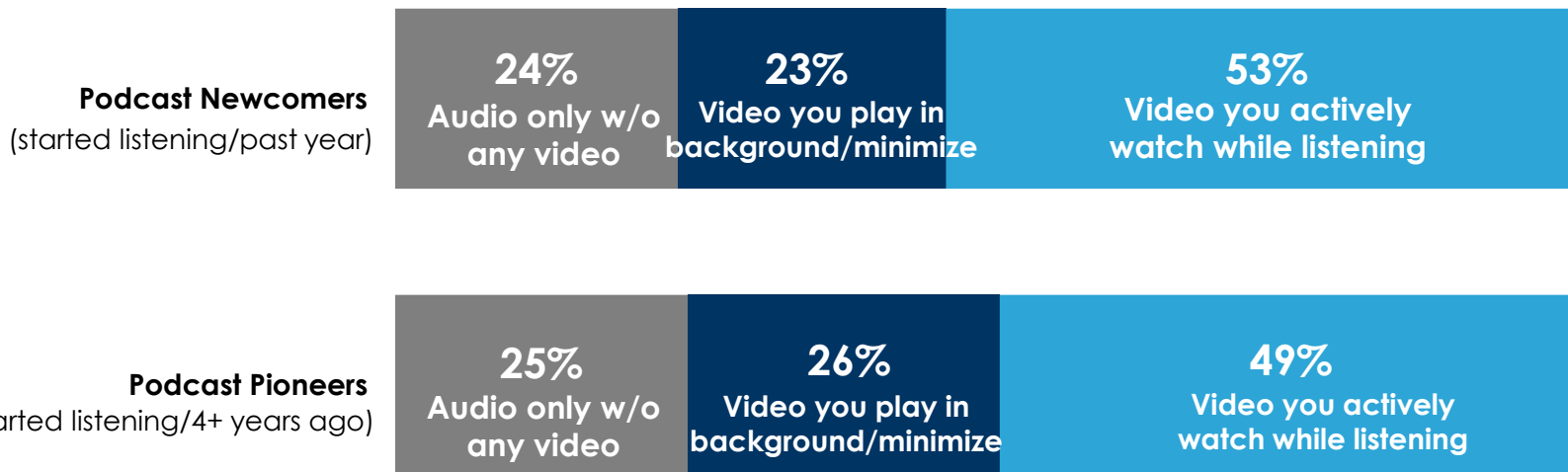
**Average % of time spent accessing podcasts on YouTube**



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

# Podcast Newcomers are slightly more interested in actively watching podcasts

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

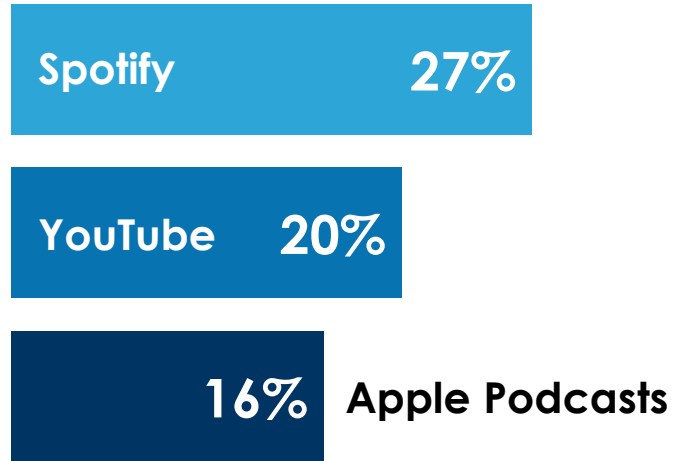


**How to read:** 25% of Podcast Pioneers prefer audio-only podcasts.

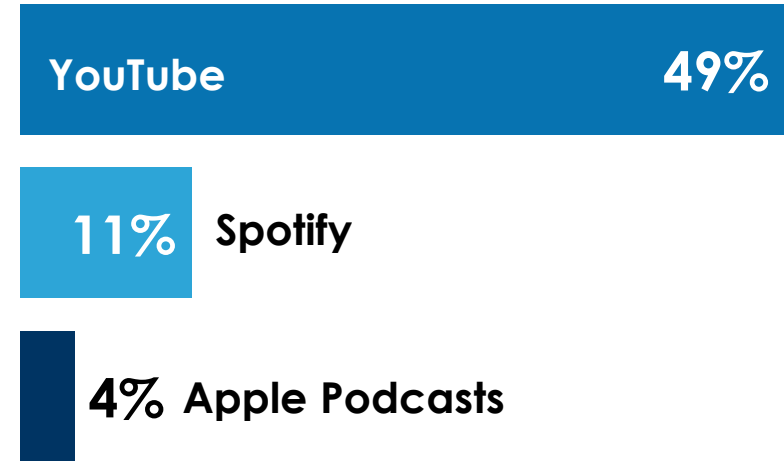
# Preference for watchable video is a key driver in platform used most: YouTube is a runaway #1 among podcast consumers who prefer video

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

Among people who prefer podcasts with audio only  
(25% of total weekly consumers)



Among people who prefer podcasts with video you actively watch or minimize/listen in background  
(75% of total weekly consumers)



**How to read:** 49% of weekly podcast consumers who prefer podcasts with video name YouTube as the podcast platform they use the most.

# 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%**



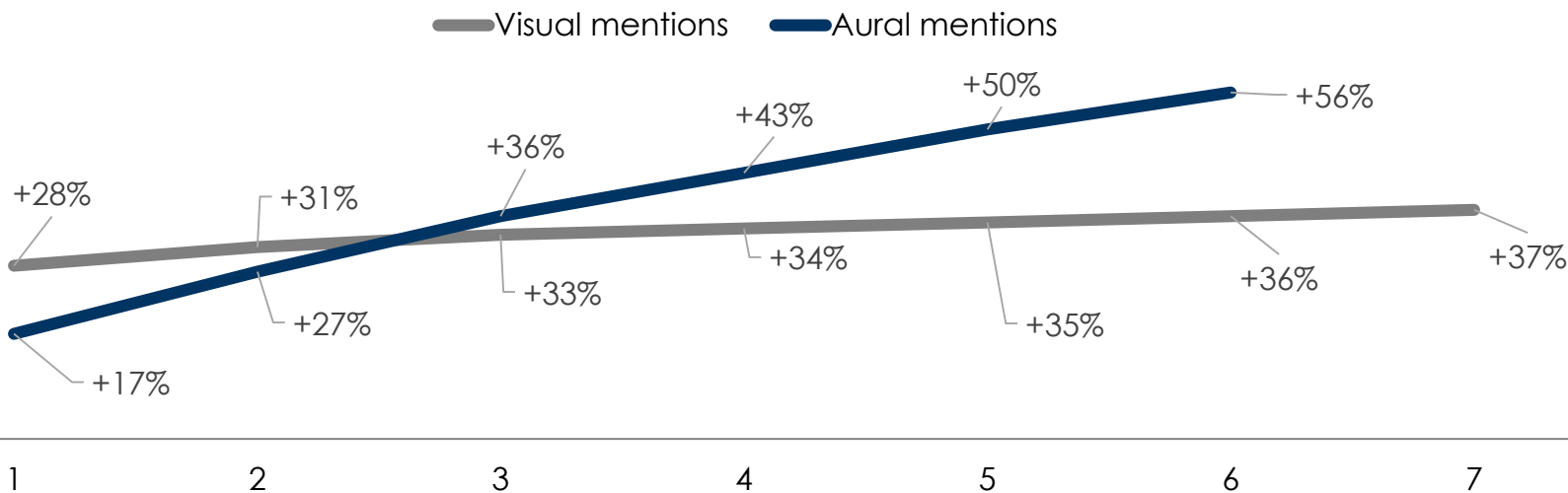
Out of the room

**21%**



# 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

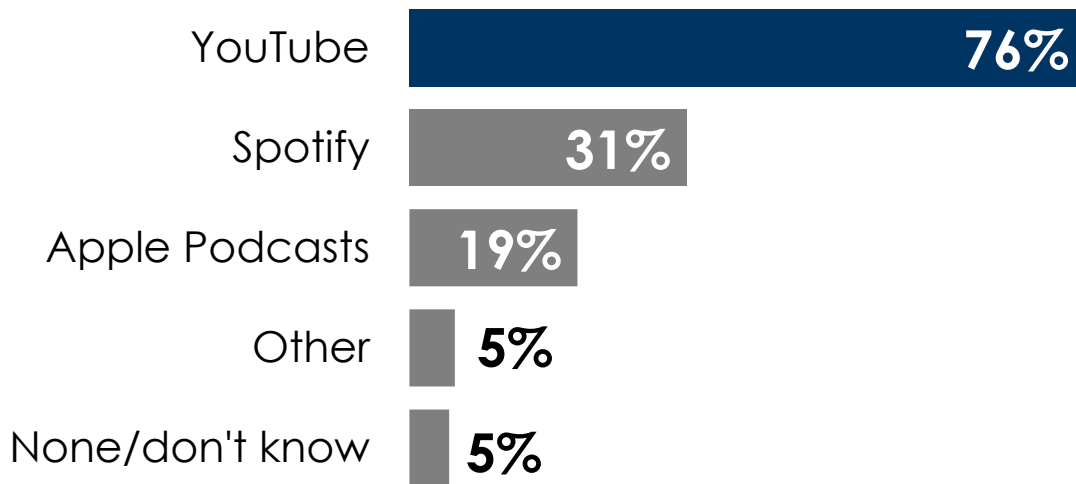


**How to read:** TV ads with 2 audio brand mentions have a 27% brand recall. TV ads with 5 audio brand mentions have double the brand recall (50%).

# 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.”

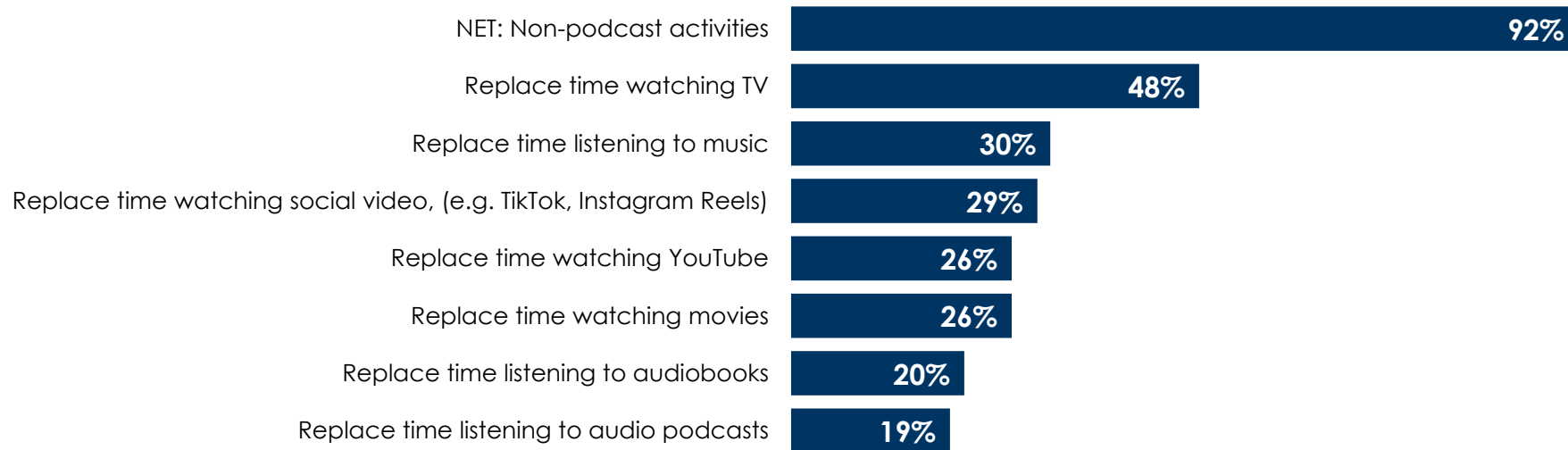
(% of total weekly consumers)



**How to read:** 76% of weekly podcast consumers associate YouTube with watching as well as listening to podcasts.

# 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)

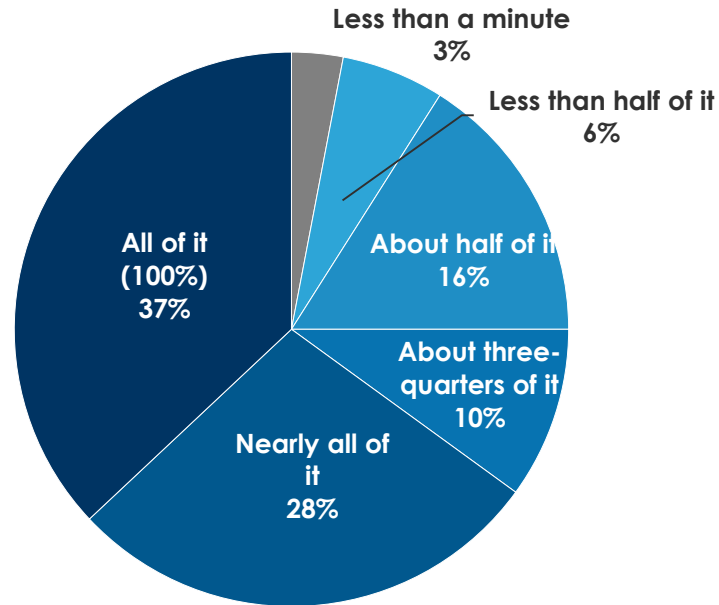


**How to read:** 48% of weekly podcast consumers replace time spent watching TV with watching podcasts.

# 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)



**Podcast watchers skew younger  
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

	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%	39%	36%	49%
35-49	31%	31%	31%	32%
50+	29%	30%	33%	19%
Mean age	41.3	41.6	43.1	37.6
% male	53%	53%	55%	50%
% female	47%	47%	45%	50%
% non-binary	<1%	<1%	<1%	<1%
Podcast Newcomers	27%	26%	29%	24%
Podcast Intermediates	31%	32%	29%	32%
Podcast Pioneers	42%	42%	41%	44%

**How to read:** 47% of weekly podcast consumers who prefer audio-only podcasts are female.

# 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 True Crime

## Q: Which types of podcasts do you like to listen to on a regular basis?

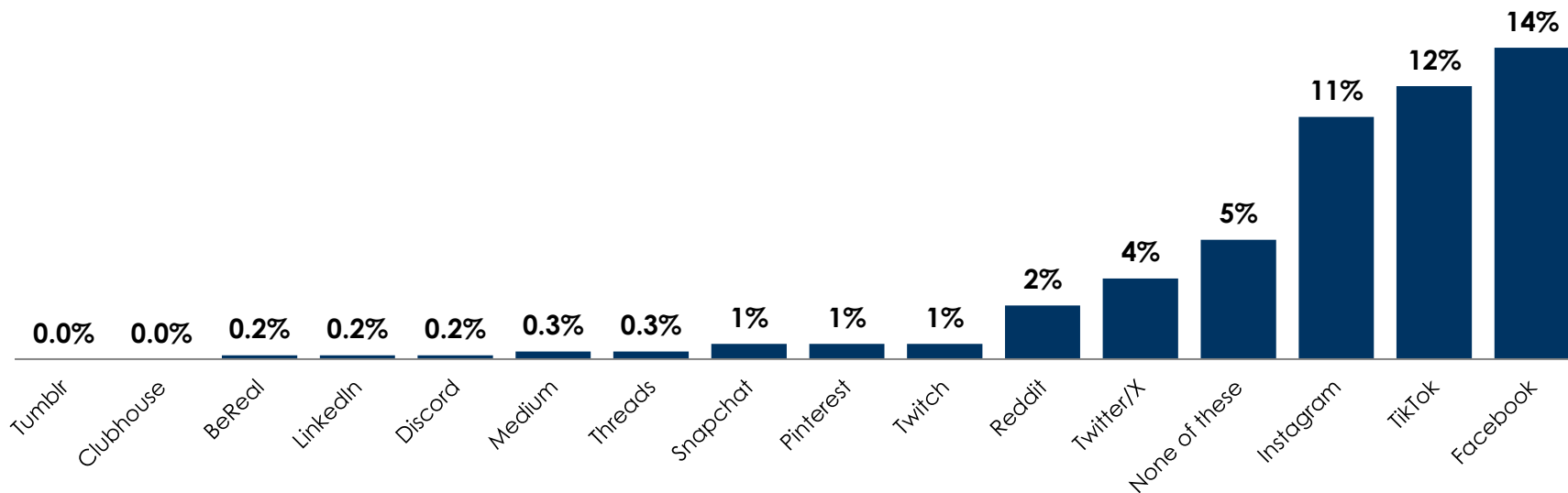
Rank	Prefer audio only	Prefer actively watching videos	Prefer videos in the background
1	True Crime	News/Current Events	Comedy
2	Comedy	Comedy	True Crime
3	News/Current Events	Music	Entertainment/Pop Culture
4	Music	True Crime	Sports
5	Sports	Entertainment/Pop Culture	Music
6	Entertainment/Pop Culture	Sports	News/Current Events
7	Technology	Technology	Education
8	Health/Fitness	Health/Fitness	Health/Fitness
9	Education	Education	Technology
10	Fiction	Fiction	Business
11	Business	Business	Fiction
12	Rewatch podcasts	Rewatch podcasts	Rewatch podcasts
13	Kids/family	Kids/family	Kids/family

**How to read:** True Crime is the #1 genre listened to on a regular basis for weekly podcast consumers who prefer audio.

**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)

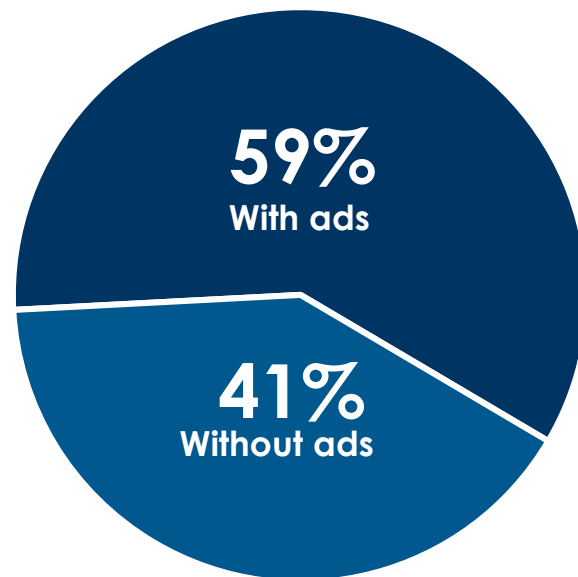


**How to read:** 14% of weekly podcast consumers found the most podcasts on Facebook out of all social media platforms.

**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

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



Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2025 Report, Cumulus Media, Quantilope National Study – October 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...?"

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

**+17%** more likely to be a heavy ad-free TV streamer

Watch 11+ hours in past week



Spend **+12%** more time with ad-free TV streaming services

Average weekly time spent with ad-free TV streaming services

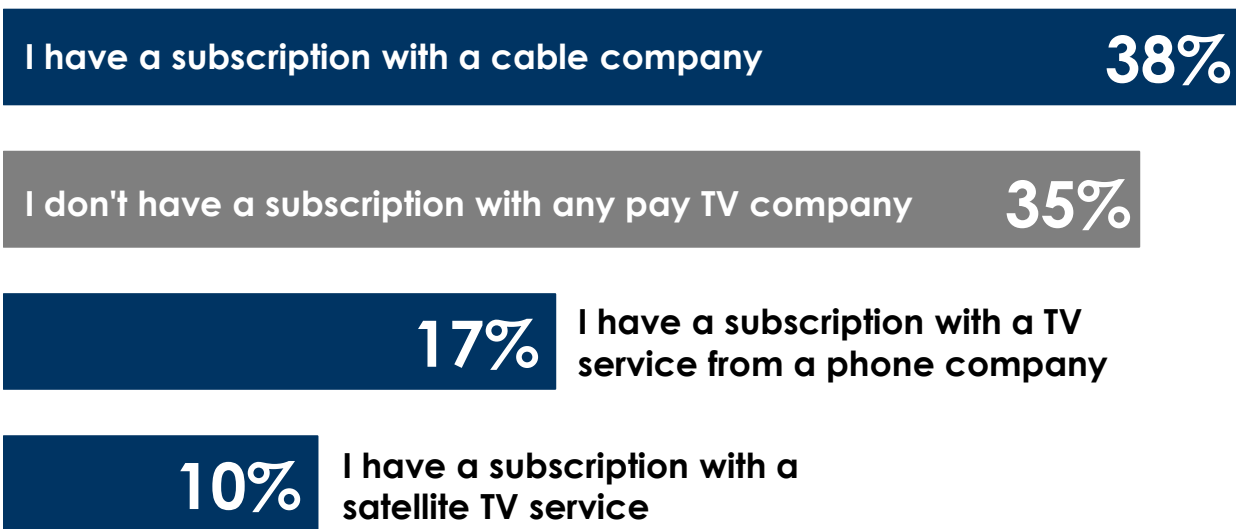


■ Total weekly podcast consumers ■ Heavy podcast consumers (6+ hrs/week)

**How to read:** 16% of heavy weekly podcast consumers are heavy ad-free TV streaming viewers (watch 11+ hours of TV programs using a streaming service).

# 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:** 35% weekly podcast consumers don't have a subscription with any pay TV company.

# 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

94%

Used an ad-free video streaming service in the past month

86%

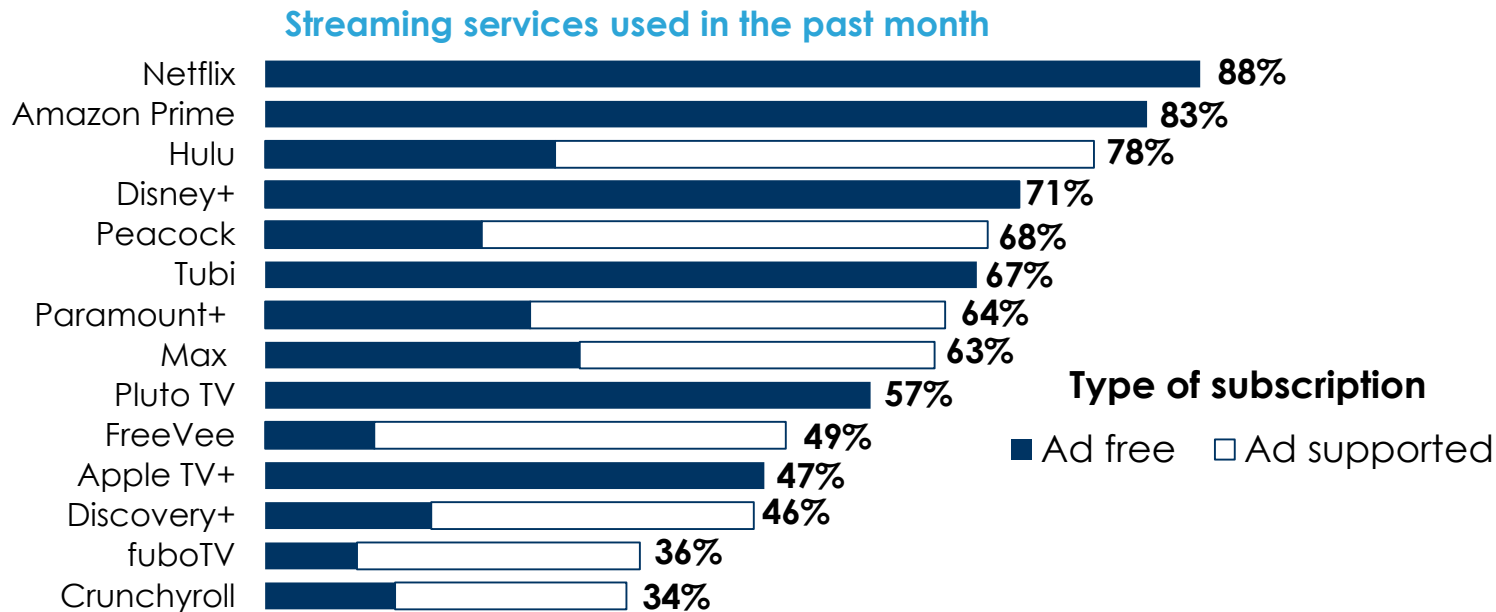
Used an ad-supported video streaming service in the past month

86%

**How to read:** 86% of weekly podcast consumers used an ad-free streaming service in the past month.

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

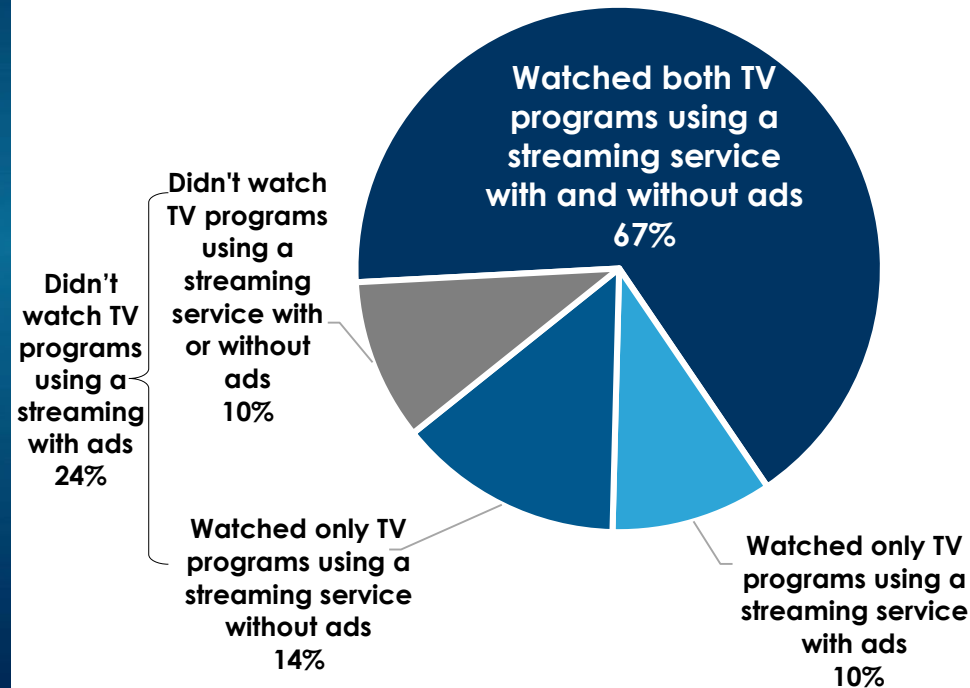
Q: “When is the most recent time, if ever, you used the following streaming services on any device?”  
(% of total weekly podcast consumers)



**How to read:** 88% of weekly podcast consumers used Netflix in the past month.

**24% 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 – Fall 2025 Report, Cumulus Media, Quantilope National Study – October 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



86%

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

Strong TV streaming tune-in

64%

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”

35%



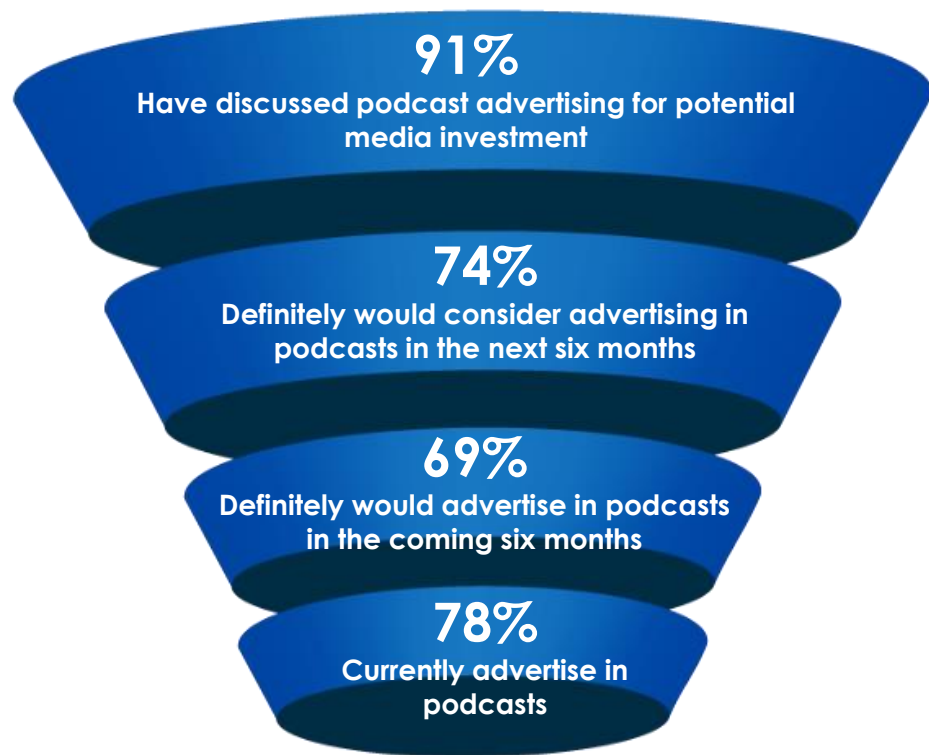
of weekly podcast consumers **do not have pay TV** to see network or cable TV ads

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



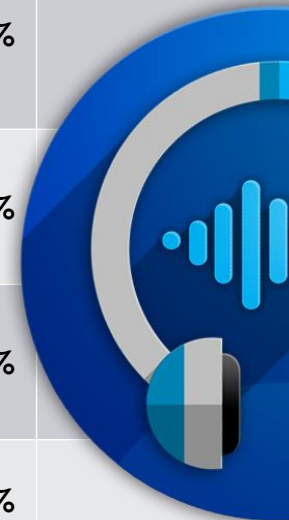
Agency/advertiser interest is significant at every stage of the podcast ad purchase funnel

## Among agencies and brands



# 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

# Executive summary

- **Those who prefer video components are more likely to listen to 'chatcast' podcasts:** While the time spent between narrative and 'chatcast' podcasts are fairly 50/50, those who prefer audio only spend more time with narrative podcasts.
- **Those who prefer audio only podcasts are listening more outside the home and on mobile devices:** Those who prefer audio only listen more in the car/truck and on mobile devices such as smart phones.
- **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).
- **The three leading platforms serve differing audiences:** Spotify skews young, Apple skews to Podcast Pioneers, and YouTube leans Newcomers.
- **Podcast hosts are 3X more influential than social media creators.**
- **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 59% in the past eight years.



# 6 key takeaways: Watchable podcasts

- **Audio remains the primary mode of consumption, despite the growing option of video:** Podcast consumers have the option to either watch or listen and the vast majority (92%) continue to choose to listen. A small minority (8%) say they only watch podcasts.
- **YouTube is not a walled garden of podcasts:** 70% 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. 52% 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. 45% of weekly podcast consumers who listened to a new podcast in the past 6 months started listening to their latest podcast on YouTube.
- **With the rise of podcast watching, 12% of weekly podcast consumers listen via a smart TV:** This is significantly greater than those who consume via a smart speaker (2%) and is validated by Edison Podcast Metrics data.



# 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.
- **Leverage podcast hosts on social media:** Podcast consumers are finding podcasts on social media platforms and are a great tool to reach potential audiences.



# Thank You

**For more about the  
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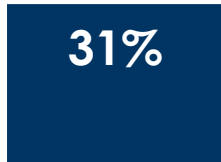
**Paul Riismandel**  
President/CEO  
Signal Hill Insights  
Paul@signalhillinsights.com

# Appendix

# Weekly podcast consumers: Skew 18-34 and 27% started listening in the past year

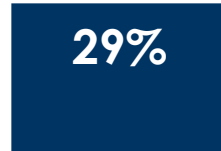


Persons 18-34



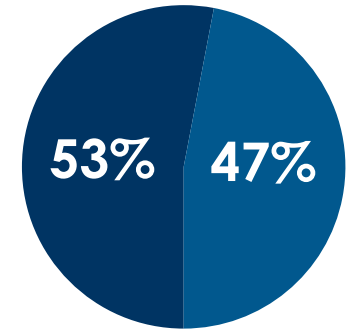
Persons 35-49

Mean age: **41.3**



Persons 50+

■ Male (%)  
■ Female (%)



## Composition of tenure

Podcast Newcomers  
(past year)

27%

Podcast Intermediates  
(2-3 years ago)

31%

Podcast Pioneers  
(4+ years ago)

42%

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

# Heavy podcast consumers (6+ hours in past week): Spend 1.2X the time listening than average; Less than a third are Podcast Newcomers

# 74%

of total weekly podcast consumers are heavy podcast consumers

Average weekly time spent with podcasts (hours):

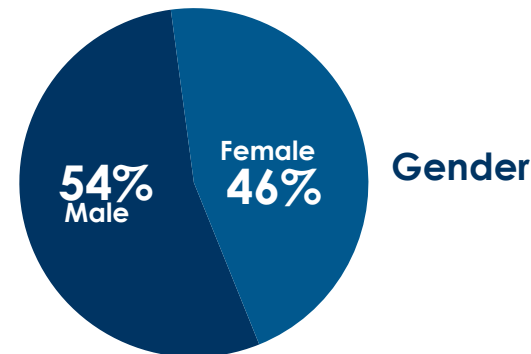
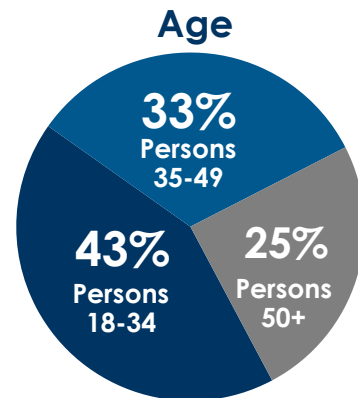
# 13.6

1.2X greater than podcast consumers

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

# 6.0

1.1X greater than podcast consumers



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



**How to read:** 43% of heavy podcast consumers (those who listened/watched to 6+ hours of podcasts in the past week) are 18-34.

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

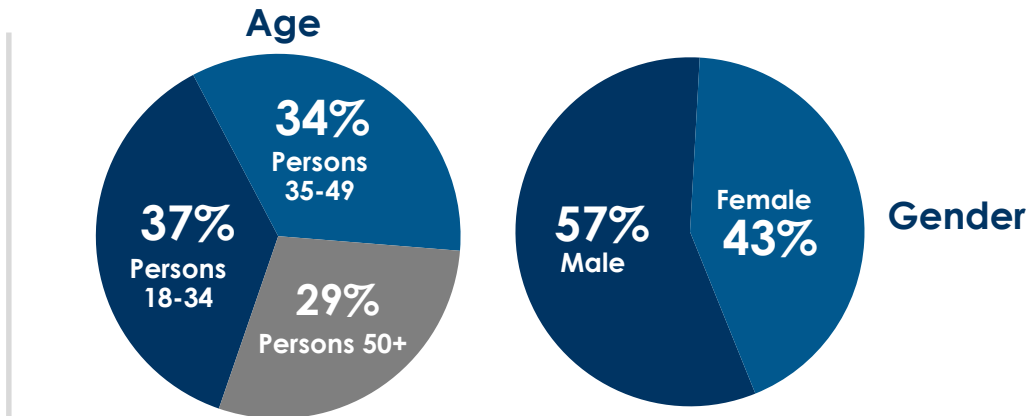
# 42%

of total weekly podcast consumers are Podcast Pioneers

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

# 81%

+9% greater than podcast consumers



Average weekly time spent with podcasts (hours):

# 13.0

+17% greater than podcast consumers

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

# 6.1

+15% greater than podcast consumers

**How to read:** 57% of Podcast Pioneers (those who started listening to podcasts 4 or more years ago) are men.

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

# 27%

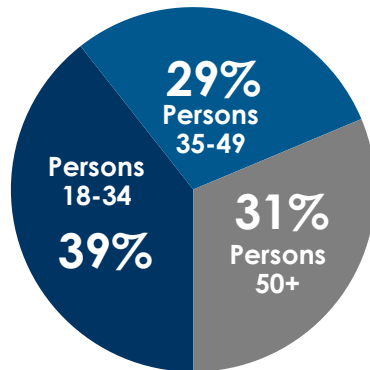
of total weekly podcast consumers are Podcast Newcomers

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

# 65%

-12% lower than podcast consumers

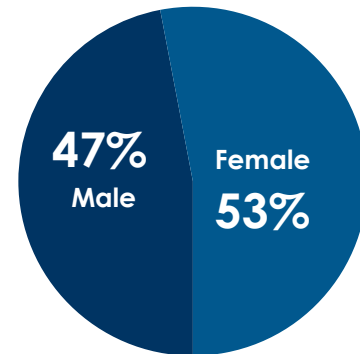
## Age



Average weekly time spent with podcasts (hours):

# 9.2

-18% lower than podcast consumers



## Gender

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

# 4.3

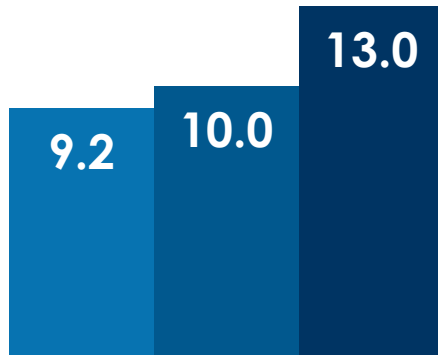
-19% lower than podcast consumers

**How to read:** 53% of Podcast Newcomers (those who started listening to podcasts in the past year) are women.

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

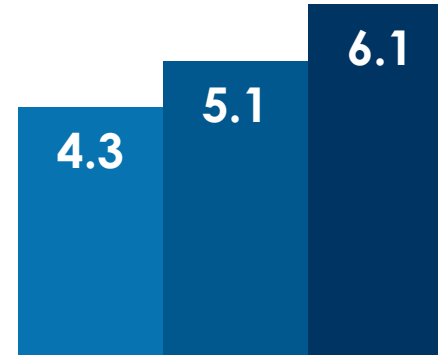
## Pioneers spend +41% more time with podcasts than Newcomers

Average time (hours) spent with podcasts/past week



## Pioneers listen to +42% 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 9.2 hours with podcasts/past week.

# Profile of weekly podcast consumers

	% of respondents – October 2025					
	Total (weekly podcast consumers)	Persons 18-34	Persons 35-49	Persons 50+	Men	Women
Mean age	41.3	26.8	41.6	61.0	37.9	45.2
Men	53%	65%	57%	32%	100%	—
Women	47%	35%	43%	68%	—	100%
Podcast Pioneers	42%	40%	<b>46%</b>	<b>42%</b>	<b>45%</b>	39%
Podcast Intermediates	31%	34%	28%	29%	31%	30%
Podcast Newcomers	27%	27%	26%	29%	24%	30%
Apple mobile owner	47%	60%	44%	33%	52%	42%
Android mobile owner	50%	39%	52%	64%	46%	55%

**How to read:** 47% of weekly podcast consumers are Apple mobile owners.

# YouTube dominates as most used platform

	Q: "Which of the following places do you use <i>the most</i> to access the podcasts you listen to?" (% of respondents) – October 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	42%	45%	38%	45%	46%	44%	40%	48%	39%
Spotify	15%	17%	22%	13%	8%	17%	13%	16%	7%
Apple Podcasts/iTunes	7%	6%	5%	8%	8%	6%	8%	9%	2%
Facebook	5%	4%	5%	4%	5%	3%	6%	2%	8%
TikTok	4%	3%	5%	4%	2%	3%	5%	1%	7%
iHeartRadio	4%	3%	2%	3%	6%	4%	3%	3%	4%
Site/app of the people who produced the podcast	2%	2%	2%	2%	4%	2%	3%	2%	2%
Instagram	2%	3%	4%	3%	0.0%	3%	1%	2%	3%
Amazon Music/Audible	2%	2%	3%	2%	1%	2%	2%	2%	3%
Pandora	2%	1%	3%	1%	2%	2%	1%	1%	3%
SiriusXM	2%	2%	0.4%	3%	2%	2%	1%	2%	1%
Podcast Addict	1%	1%	1%	1%	2%	2%	1%	1%	2%
Twitter	1%	1%	1%	1%	1%	1%	1%	1%	1%
NPR One	1%	1%	0.0%	1%	2%	0.0%	2%	0.0%	2%
RadioPublic	1%	0.5%	0.4%	1%	1%	0.0%	1%	0.0%	2%
App/website of a specific radio station	1%	1%	1%	1%	1%	1%	0.4%	1%	1%
Soundcloud	1%	1%	1%	0.0%	0.0%	1%	0.4%	0.4%	0.0%
Spreaker	0.3%	0.2%	0.4%	0.0%	1%	0.3%	0.4%	0.4%	1%
TuneIn	0.3%	0.5%	1%	0.0%	0.0%	1%	0.0%	0.4%	0.0%
Audacy	0.2%	0.2%	0.0%	1%	0.0%	0.0%	0.4%	0.4%	0.0%
Castbox	0.2%	0.0%	0.0%	0.0%	1%	0.3%	0.0%	0.0%	1%
Luminary	0.2%	0.0%	0.0%	0.0%	1%	0.0%	0.4%	0.0%	1%
Overcast	0.2%	0.0%	0.0%	1%	0.0%	0.3%	0.0%	0.4%	0.0%
Pocket Casts	0.2%	0.2%	0.0%	1%	0.0%	0.3%	0.0%	0.4%	0.0%

**How to read:** 48% of Podcast Pioneers use YouTube the most to access 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

**Q: “Which of the following places do you use *the most* to access the podcasts you listen to?” (% of respondents) – October 2025**

Top 10 places listed	Q: “Which of the following places do you use <i>the most</i> to access the podcasts you listen to?” (% of respondents) – October 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	42%	45%	38%	45%	46%	44%	40%	48%	39%
Spotify	15%	17%	22%	13%	8%	17%	13%	16%	7%
Apple Podcasts/iTunes	7%	6%	5%	8%	8%	6%	8%	9%	2%
Facebook	5%	4%	5%	4%	5%	3%	6%	2%	8%
TikTok	4%	3%	5%	4%	2%	3%	5%	1%	7%
iHeartRadio	4%	3%	2%	3%	6%	4%	3%	3%	4%
Site/app of the people who produced the podcast	2%	2%	2%	2%	4%	2%	3%	2%	2%
Instagram	2%	3%	4%	3%	0.0%	3%	1%	2%	3%
Amazon Music/Audible	2%	2%	3%	2%	1%	2%	2%	2%	3%
Pandora	2%	1%	3%	1%	2%	2%	1%	1%	3%

**How to read:** 48% of Podcast Pioneers use YouTube the most to access podcasts.

Source: Cumulus Media and Signal Hill Insights' Podcast Download – Fall 2025 Report, Cumulus Media, Quantiloque National Study – October 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) – October 2025

	Total (weekly podcast consumers)	Persons 18-34	Persons 35-49	Persons 50+
YouTube	42%	38%	45%	46%
Spotify	15%	22%	13%	8%
Apple Podcasts/iTunes	7%	5%	8%	8%

**How to read:** 38% of persons 18-34 use YouTube the most to access 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") – October 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	63%	67%	63%	68%	59%	66%	59%	70%	59%
Spotify	31%	34%	43%	28%	17%	33%	27%	32%	22%
Facebook	27%	27%	25%	35%	21%	29%	25%	28%	29%
Instagram	24%	25%	29%	31%	9%	28%	19%	23%	28%
TikTok	21%	22%	29%	25%	6%	24%	19%	17%	31%
Apple Podcasts/iTunes	20%	21%	24%	22%	13%	25%	15%	24%	14%
Amazon Music/Audible	17%	18%	21%	18%	11%	21%	13%	17%	20%
Site/app of the people who produced the podcast	17%	18%	21%	17%	11%	18%	16%	18%	17%
iHeartRadio	15%	16%	15%	16%	15%	17%	13%	14%	18%
Pandora	15%	15%	19%	17%	7%	18%	11%	14%	17%
App/website of a specific radio station	14%	14%	20%	13%	5%	16%	11%	14%	15%
Twitter	13%	15%	17%	16%	6%	17%	9%	15%	13%
SiriusXM	10%	10%	10%	11%	9%	12%	9%	10%	12%
Soundcloud	10%	11%	17%	7%	2%	14%	5%	9%	9%
Spreaker	8%	8%	10%	11%	3%	11%	4%	7%	13%
Podcast Addict	8%	8%	9%	10%	3%	8%	6%	6%	9%
RadioPublic	8%	8%	9%	8%	6%	8%	7%	5%	11%
NPR One	7%	7%	7%	8%	5%	9%	5%	7%	9%
Tuneln	5%	5%	8%	6%	1%	8%	2%	4%	6%
Audacy	5%	6%	8%	5%	2%	8%	2%	5%	4%
Pocket Casts	5%	5%	6%	7%	2%	8%	1%	5%	4%
Overcast	4%	4%	5%	6%	1%	7%	2%	4%	6%
Castbox	4%	4%	5%	5%	1%	6%	1%	3%	5%
Luminary	4%	4%	6%	3%	2%	6%	2%	3%	3%

**How to read:** 63% of total weekly podcast consumers frequently access podcasts through YouTube.

# 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") – October 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	63%	67%	63%	68%	59%	66%	59%	70%	59%
Spotify	31%	34%	43%	28%	17%	33%	27%	32%	22%
Facebook	27%	27%	25%	35%	21%	29%	25%	28%	29%
Instagram	24%	25%	29%	31%	9%	28%	19%	23%	28%
TikTok	21%	22%	29%	25%	6%	24%	19%	17%	31%
Apple Podcasts/iTunes	20%	21%	24%	22%	13%	25%	15%	24%	14%
Amazon Music/Audible	17%	18%	21%	18%	11%	21%	13%	17%	20%
Site/app of the people who produced the podcast	17%	18%	21%	17%	11%	18%	16%	18%	17%
iHeartRadio	15%	16%	15%	16%	15%	17%	13%	14%	18%
Pandora	15%	15%	19%	17%	7%	18%	11%	14%	17%

**How to read:** 63% of total weekly podcast consumers frequently access podcasts through YouTube.

# 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) – October 2025

	Total (weekly podcast consumers)	iPhone owners	Android mobile phone owners
YouTube	42%	37%	46%
Spotify	15%	16%	14%
Apple Podcasts/iTunes	7%	13%	1%
Facebook	5%	3%	6%
TikTok	4%	4%	4%
iHeartRadio	4%	4%	4%
Site/app of the people who produced the podcast	2%	1%	3%
Instagram	2%	4%	1%
Amazon Music/Audible	2%	3%	2%
Pandora	2%	1%	2%
SiriusXM	2%	1%	2%
Podcast Addict	1%	2%	1%
Twitter	1%	1%	1%
NPR One	1%	1%	0.3%
RadioPublic	1%	1%	1%
App/website of a specific radio station	1%	0.4%	1%
Soundcloud	1%	0.7%	0.3%
Spreaker	0.3%	0.4%	0.3%
TuneIn	0.3%	0.4%	0.3%
Audacy	0.2%	0.4%	0.0%
Castbox	0.2%	0.0%	0.3%
Luminary	0.2%	0.4%	0.0%
Overcast	0.2%	0.4%	0.0%
Pocket Casts	0.2%	0.0%	0.3%

**How to read:** 46% of Android mobile phone owners use YouTube the most to access 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") – October 2025		
	Total (weekly podcast consumers)	iPhone owners	Android mobile phone owners
YouTube	63%	59%	66%
Spotify	31%	35%	27%
Facebook	27%	26%	29%
Instagram	24%	31%	18%
TikTok	21%	26%	17%
Apple Podcasts/iTunes	20%	35%	7%
Amazon Music/Audible	17%	22%	13%
Site/app of the people who produced the podcast	17%	15%	19%
iHeartRadio	15%	15%	15%
Pandora	15%	15%	16%
App/website of a specific radio station	14%	17%	10%
Twitter	13%	14%	12%
SiriusXM	10%	11%	10%
Soundcloud	10%	13%	6%
Spreaker	8%	11%	6%
Podcast Addict	8%	11%	5%
RadioPublic	8%	7%	8%
NPR One	7%	7%	7%
TuneIn	5%	6%	4%
Audacy	5%	7%	2%
Pocket Casts	5%	6%	5%
Overcast	4%	6%	3%
Castbox	4%	5%	3%
Luminary	4%	5%	3%

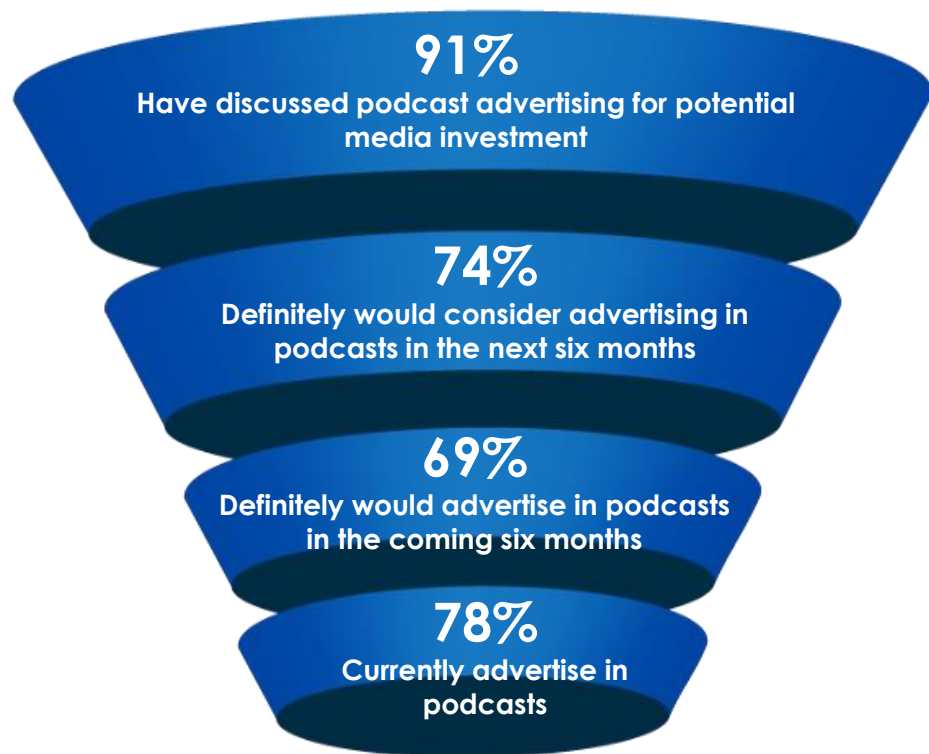
**How to read:** 35% of iPhone owners frequently access podcasts through iTunes/Apple Podcasts.

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



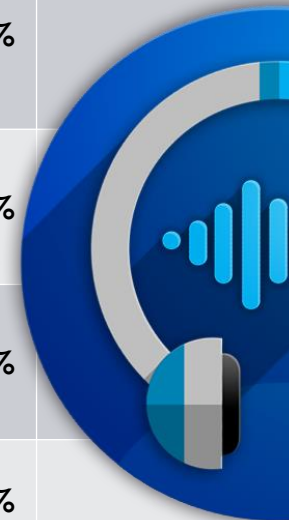
Agency/advertiser interest is significant at every stage of the podcast ad purchase funnel

## Among agencies and brands



# 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%

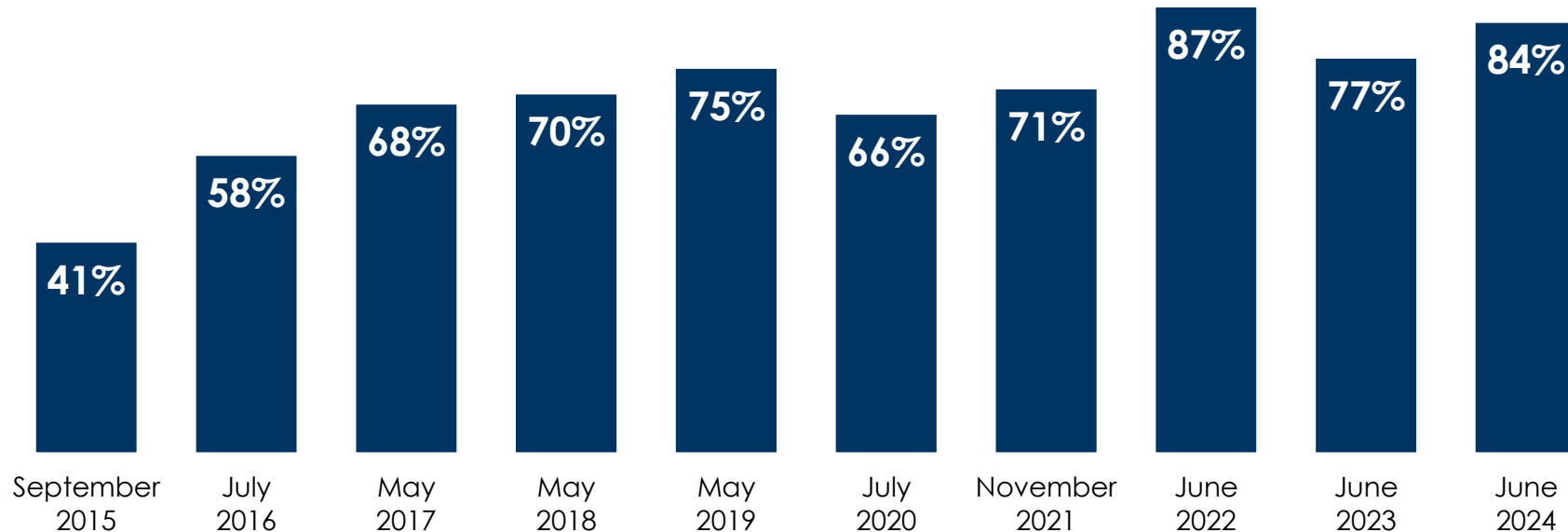


Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301, June 2025 302

# Discussion: Over 80% 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?

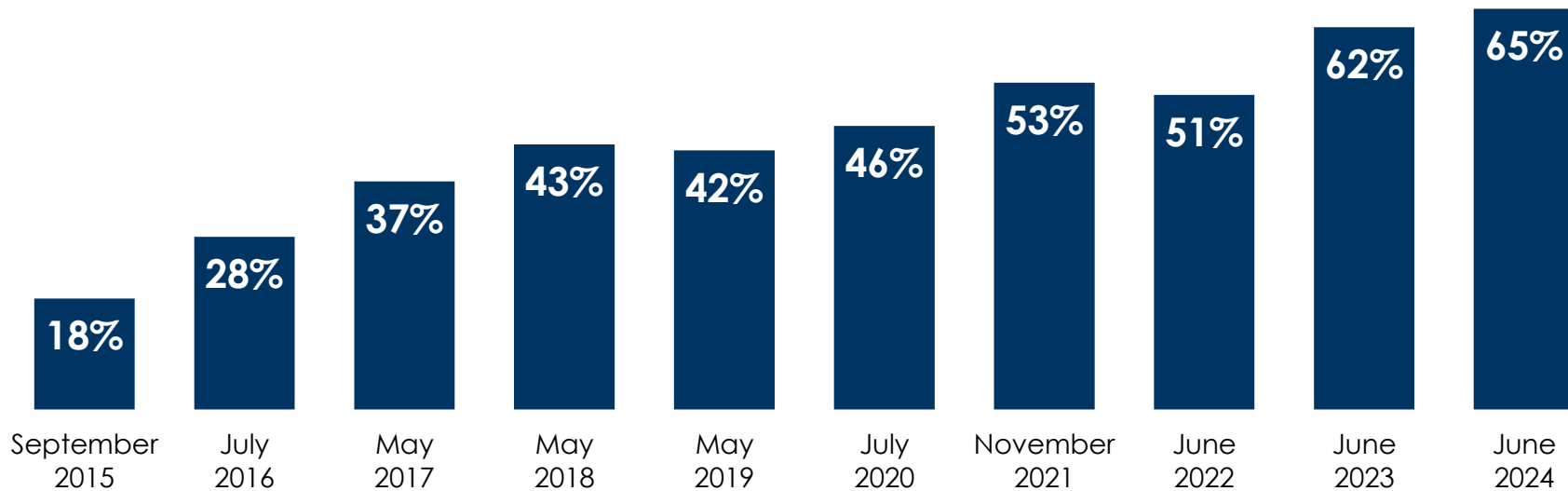
% who said yes



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

# Consideration: 65% of agencies/advertisers would definitely consider advertising in podcasts in the next six months, an all-time high

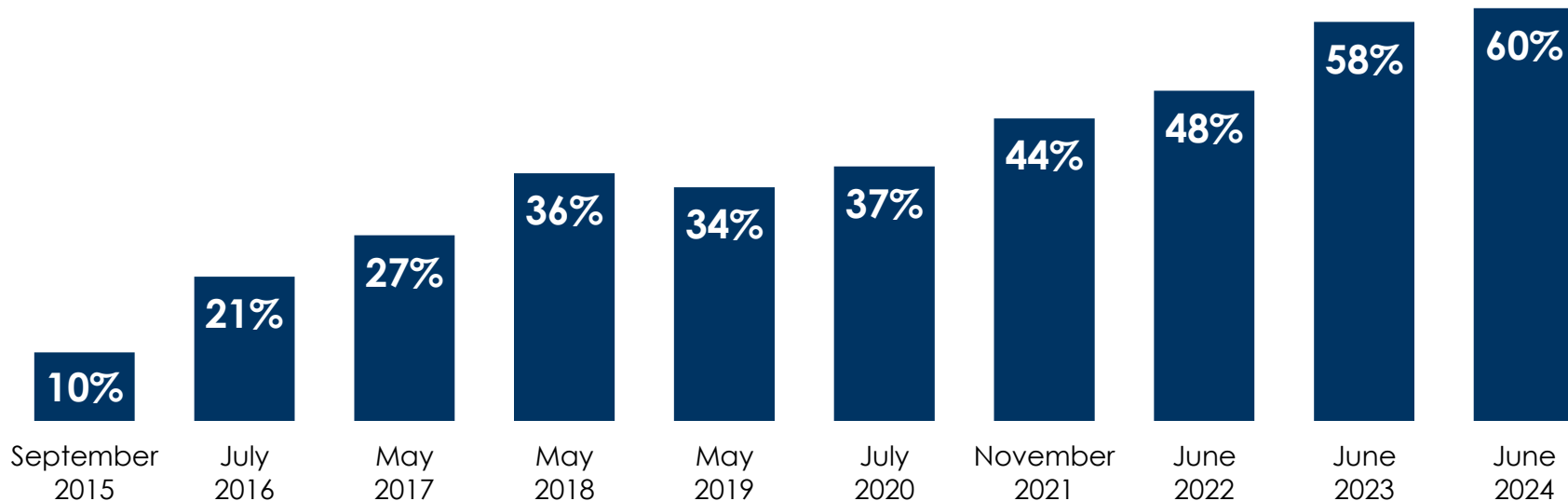
Q: How likely are you to consider advertising in podcasts in the next six months?  
% who said definitely would consider



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

# Spend intention: 60% of agencies/advertisers say they will definitely advertise on podcasts in the next six months, an all-time high

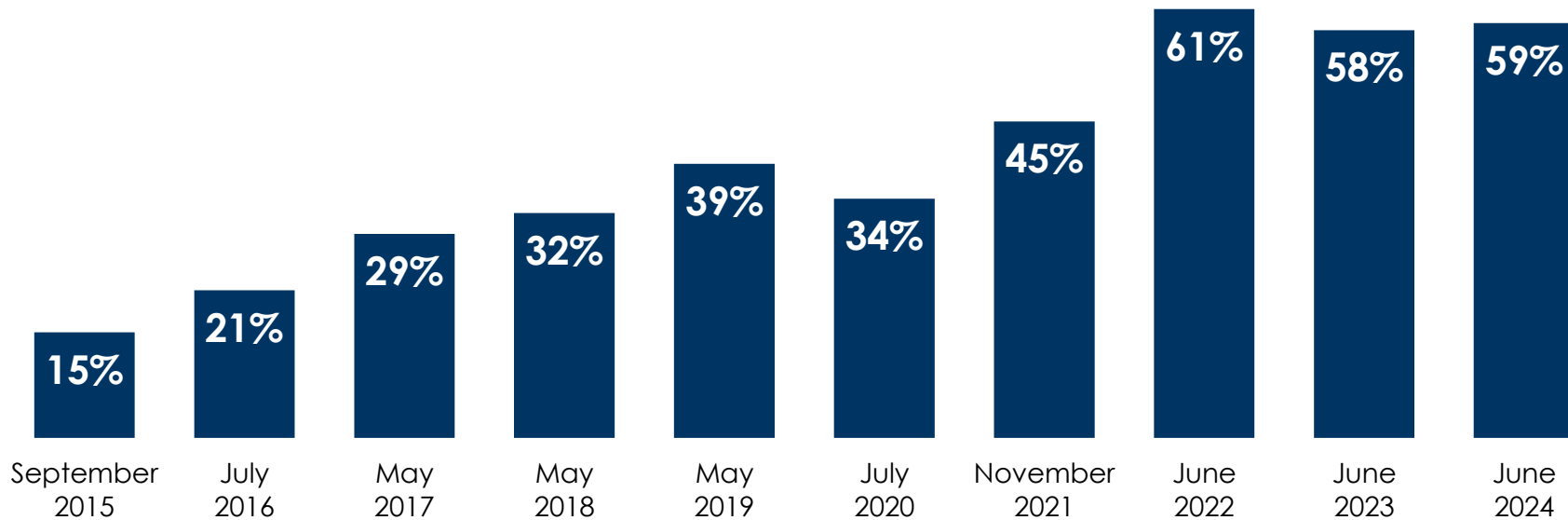
Q: How likely are you to actually advertise in podcasts in the coming six months?  
% who said definitely will advertise



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

# Currently advertise: Nearly 60% of agencies/advertisers currently advertise in podcasts, growing substantially since 2021

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

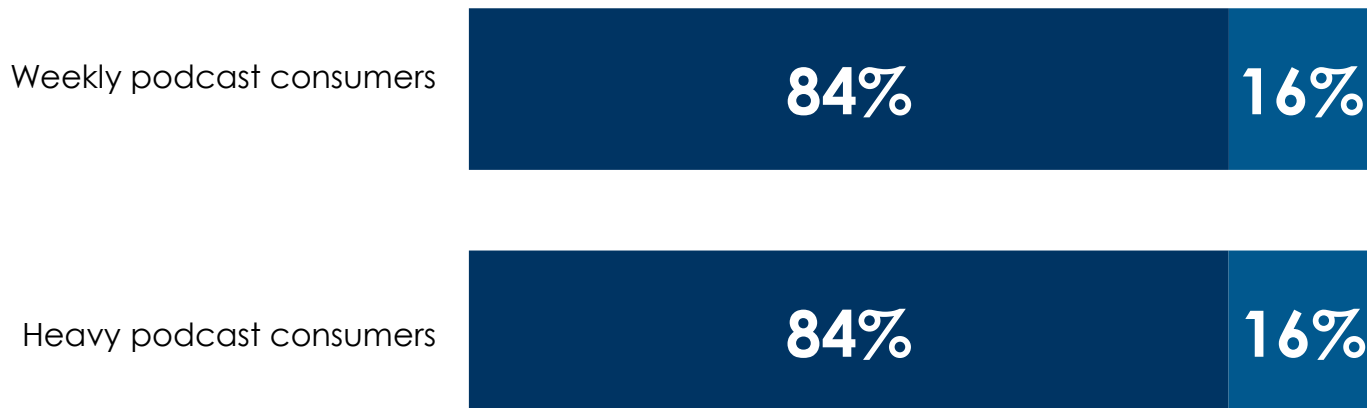


Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300, June 2022 300, June 2023 302, June 2024 301

# 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?”

■ By myself ■ With others



**How to read:** Weekly podcast consumers spend 84% of their time listening by themselves.

# Those who prefer video components 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)	74%	70%	76%	75%
Average weekly time spent with podcasts (hours):	11.1	10.5	11.1	11.5
Average number of podcast episodes listened to in the past week:	5.3	5.8	5.0	5.5

**How to read:** 70% of weekly podcast consumers who prefer audio-only podcasts are heavy podcast consumers.

# 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

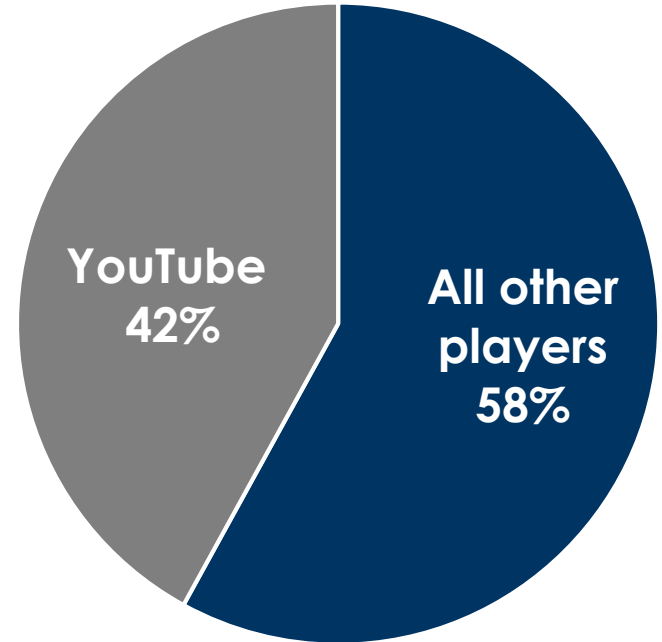
*Why Does The Pedlar Sing? What Creativity Really Means In Advertising*

"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"

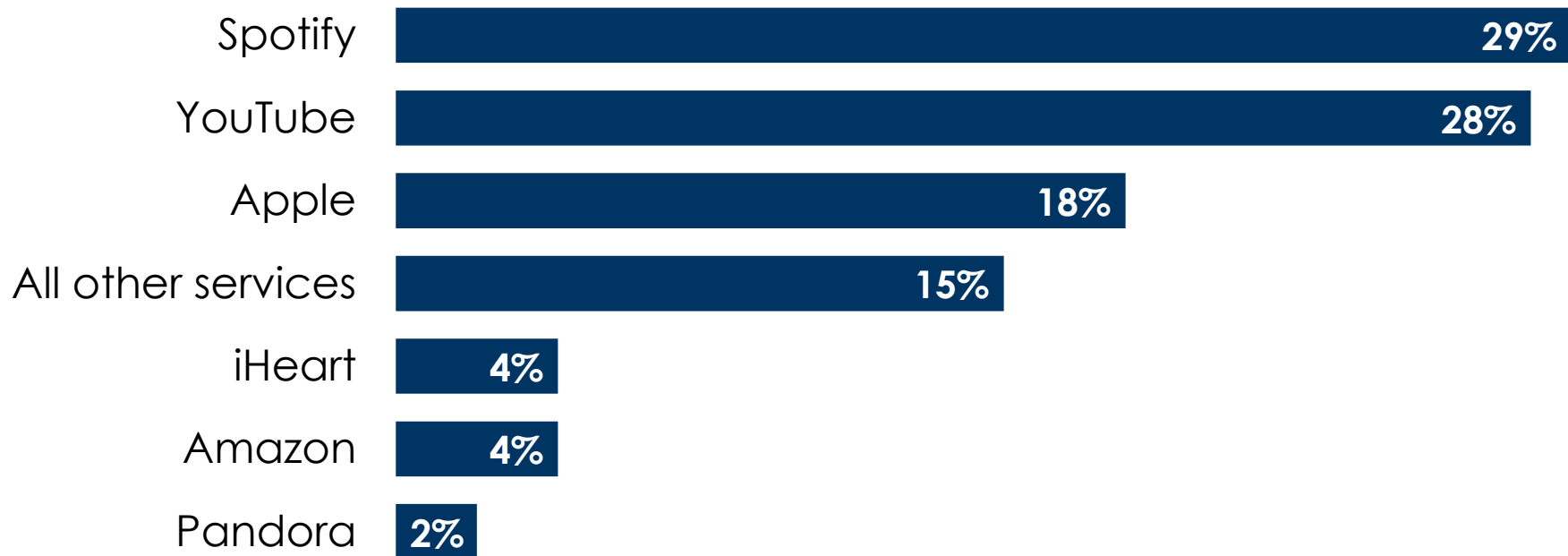
**A majority (58%) of  
podcast consumers  
use another platform  
other than YouTube  
most often**

**Most used podcast platform among  
weekly podcast listeners**



# Edison Research's "Share of Ear": Spotify and YouTube are closely matched in time spent while Apple is stronger than listeners perceive

Share of daily podcast time spent, persons 18+



# Subscription video on demand subscribers are concentrated among 25-64s and share a similar profile with heavy AM/FM radio listeners and heavy podcast listeners

	Total	Heavy TV viewers	Heavy AM/FM radio listeners	Heavy podcast listeners	Subscription video on demand subscriber	Past 3 month ad-supported video on demand viewer
Male	48.0%	49.4%	49.9%	61.4%	47.7%	50.3%
Female	52.0%	50.6%	50.1%	38.6%	52.3%	49.7%
18-24	12.0%	1.9%	7.0%	9.9%	12.0%	13.1%
25-34	18.0%	4.7%	12.7%	28.8%	19.0%	20.0%
35-49	24.0%	17.2%	26.6%	33.7%	25.2%	26.1%
50-64	25.0%	35.1%	29.0%	18.1%	25.3%	24.2%
65+	21.0%	41.1%	24.7%	9.4%	18.6%	16.6%
4-year university/ Bachelor's Degree	27.8%	30.2%	31.0%	32.7%	28.7%	27.6%
Parent of a child under 18 living in the household	23.4%	16.2%	28.0%	28.8%	24.8%	25.4%
Employed full or part time	61.4%	48.9%	67.2%	75.8%	63.4%	64.3%

# The bulk of streaming video services' ad spend goes to TV, leaving a wide opportunity for video streaming advertisers on podcasts and AM/FM radio

## 2025 ad spend by streaming video services

