



Edison Research's
“Share of Ear”
Q1 2023:
How car owners
listen to audio

In the car: AM/FM radio leads share of ad-supported audio listening among major auto parent companies

In the car (primary car driven) share of ad-supported audio time spent

	Parent companies					
	General Motors	Honda Motor Co.	Hyundai Motor Group	Stellantis	Toyota Motor Industries	Mercedes-Benz Group
AM/FM radio	87%	89%	86%	83%	88%	87%
Podcasts	7%	6%	5%	8%	6%	2%
Ad-supported SiriusXM	3%	3%	5%	6%	3%	5%
Ad-supported Pandora	2%	1%	4%	2%	2%	6%
Ad-supported Spotify	1%	0.4%	1%	1%	2%	0%

Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023, Mercedes-Benz: 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?

In the car: AM/FM radio leads share of ad-supported audio listening among major auto brands

In the car (primary car driven) share of ad-supported audio time spent

	Brands										
	Chevrolet	Honda	Hyundai	Toyota	Subaru	Ford	Nissan	BMW	Audi	Jeep	Kia
AM/FM radio	88%	90%	83%	87%	90%	87%	86%	77%	74%	85%	88%
Podcasts	6%	6%	8%	6%	2%	7%	7%	10%	18%	4%	2%
Ad-supported SiriusXM	3%	3%	4%	3%	6%	5%	5%	6%	7%	7%	6%
Ad-supported Pandora	2%	1%	4%	2%	0.2%	1%	0.5%	2%	0.4%	3%	3%
Ad-supported Spotify	0.1%	0.4%	1%	2%	2%	1%	1%	6%	1%	1%	1%

Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023, Audi, Jeep, Kia: 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?

In the car: AM/FM radio leads share of all audio listening among major auto parent companies

In the car (primary car driven) share of all (ad-supported and ad-free) audio time spent

	Parent companies					
	General Motors	Honda Motor Co.	Hyundai Motor Group	Stellantis	Toyota Motor Industries	Mercedes-Benz Group
AM/FM radio	66%	65%	59%	53%	60%	61%
Ad-free SiriusXM	11%	11%	14%	16%	8%	17%
Owned music	5%	6%	2%	8%	5%	6%
Podcasts	5%	5%	3%	5%	4%	1%
Music videos on YouTube	4%	1%	2%	3%	6%	3%
Ad-supported SiriusXM	3%	2%	3%	4%	2%	4%
Ad-free Spotify	2%	5%	5%	2%	2%	4%
Ad-supported Pandora	2%	1%	3%	2%	1%	4%
Apple music	1%	1%	3%	3%	2%	0%
Amazon music	1%	1%	0.3%	0.4%	1%	0%
Audiobooks	1%	2%	2%	0.4%	2%	0%
Ad-supported Spotify	0.4%	0.3%	1%	1%	1%	0%
Other streaming audio	0.2%	1%	1%	1%	6%	1%
Ad-free Pandora	0.1%	0%	2%	2%	0.2%	0%
Other	0%	0.1%	0%	0%	0%	0%

Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023, Mercedes-Benz: 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?

In the car: AM/FM radio leads share of all audio listening among major auto brands

In the car (primary car driven) share of all (ad-supported and ad-free) audio time spent

	Brands										
	Chevrolet	Honda	Hyundai	Toyota	Subaru	Ford	Nissan	BMW	Audi	Jeep	Kia
AM/FM radio	67%	65%	54%	61%	58%	58%	55%	41%	39%	53%	55%
Ad-free SiriusXM	10%	11%	13%	8%	18%	16%	14%	14%	16%	19%	18%
Owned music	6%	6%	1%	5%	6%	5%	7%	7%	11%	4%	9%
Podcasts	5%	4%	5%	4%	1%	4%	5%	5%	10%	3%	2%
Music videos on YouTube	3%	1%	2%	2%	0.2%	4%	4%	18%	7%	4%	2%
Ad-supported SiriusXM	2%	2%	3%	2%	4%	3%	3%	3%	4%	4%	4%
Ad-free Spotify	2%	5%	6%	3%	1%	3%	6%	2%	2%	1%	4%
Ad-supported Pandora	2%	1%	3%	2%	0.1%	0.4%	0.3%	1%	0.2%	2%	2%
Apple music	1%	0.3%	6%	1%	1%	2%	1%	3%	4%	4%	0.3%
Amazon music	1%	1%	0.5%	1%	0%	1%	1%	1%	1%	0.3%	0%
Audiobooks	1%	2%	3%	2%	6%	1%	1%	1%	1%	2%	3%
Ad-supported Spotify	0.1%	0.3%	0.4%	1%	1%	0.4%	1%	3%	0.3%	1%	0.4%
Other streaming audio	0.2%	1%	1%	8%	1%	1%	1%	2%	4%	0.4%	1%
Ad-free Pandora	0.2%	0%	3%	0.2%	2%	0.5%	0.3%	0.1%	0.4%	2%	1%
Other	0%	0.1%	0%	0%	0%	0%	0.2%	0%	0.2%	0%	0.4%

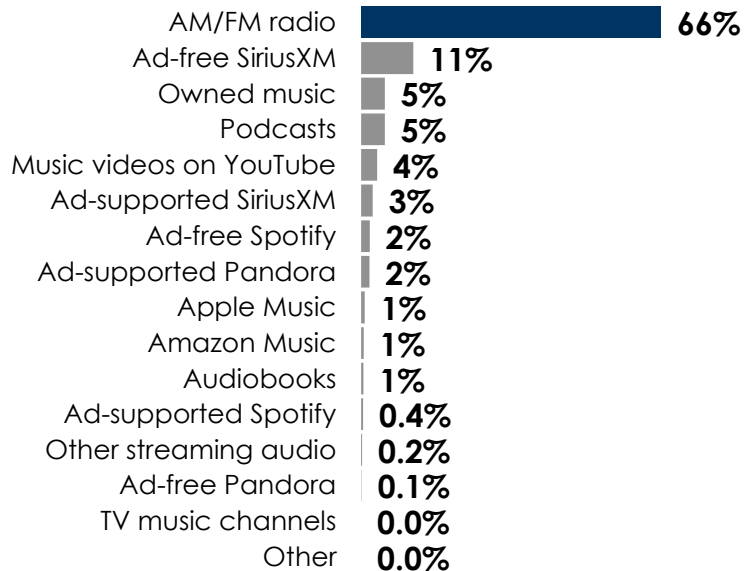
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023, Audi, Jeep, Kia: 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?



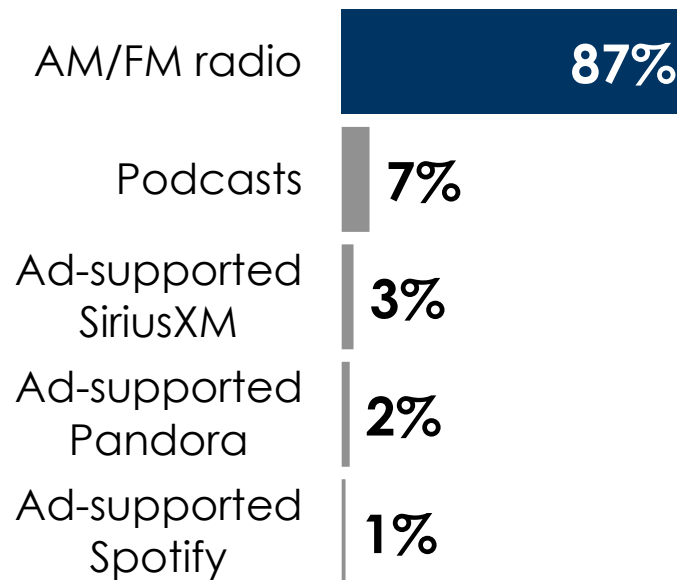
**Share of audio
listening in the car**

General Motors drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among General Motors drivers 18+



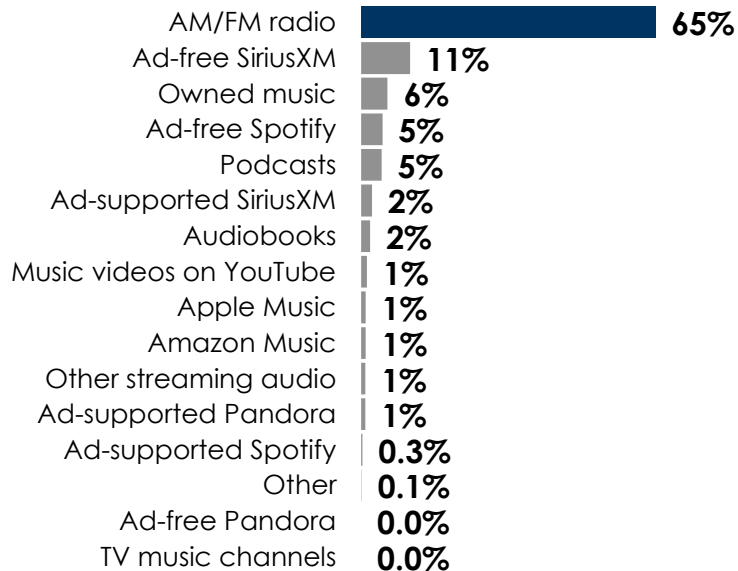
In the car: Ad-supported share of audio time spent among General Motors drivers 18+



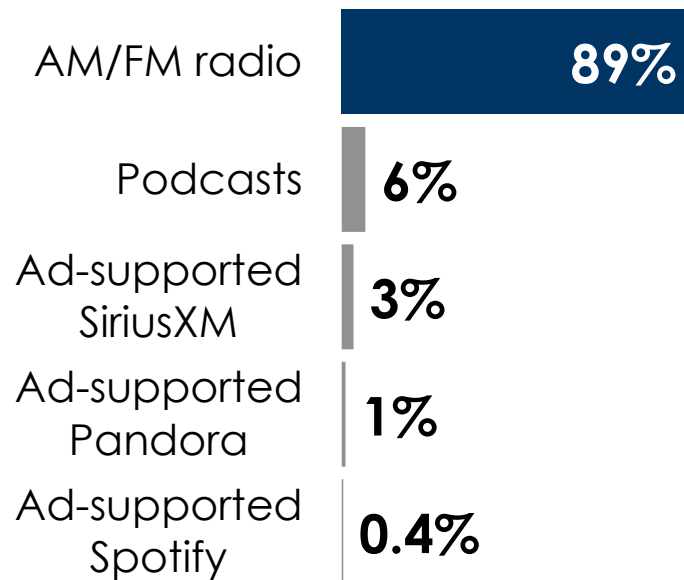
How to read: In the car, 66% of all audio time spent listening among General Motors drivers is to AM/FM radio. In the car, 87% of ad-supported audio time spent listening among General Motors drivers is to AM/FM radio.

Honda Motor Co. drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Honda Motor Co. drivers 18+



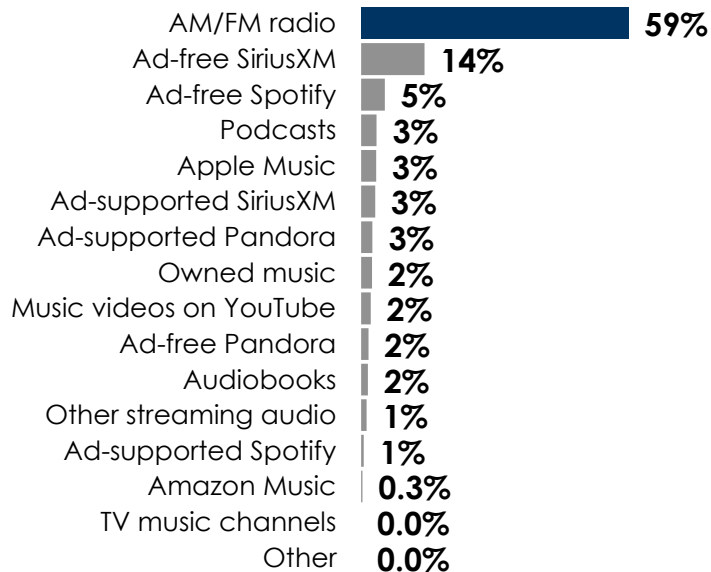
In the car: Ad-supported share of audio time spent among Honda Motor Co. drivers 18+



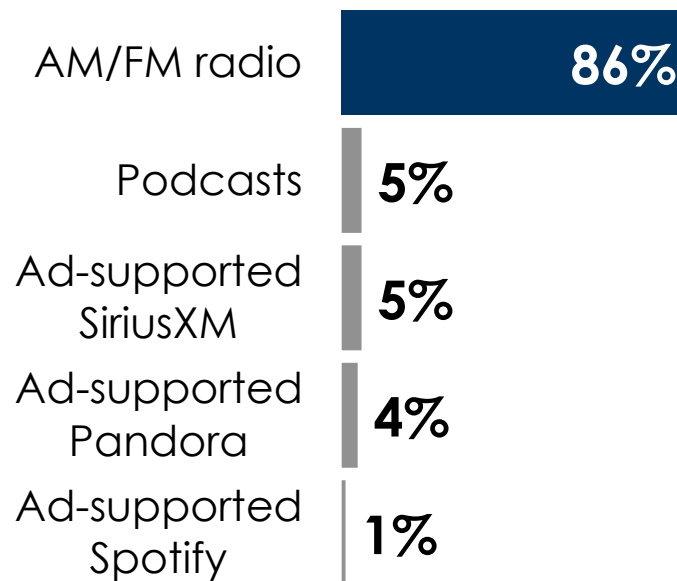
How to read: In the car, 65% of all audio time spent listening among Honda Motor co. drivers is to AM/FM radio. In the car, 89% of ad-supported audio time spent listening among Honda Motor co. drivers is to AM/FM radio.

Hyundai Motor Group drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Hyundai Motor Group drivers 18+



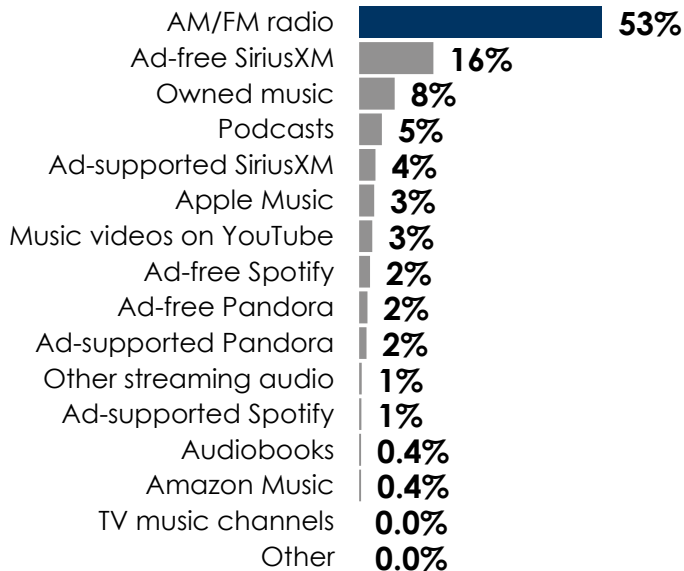
In the car: Ad-supported share of audio time spent among Hyundai Motor Group drivers 18+



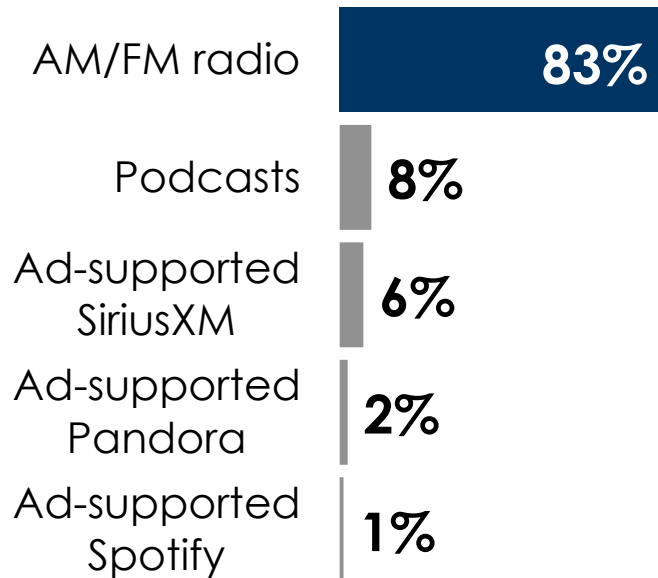
How to read: In the car, 59% of all audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio. In the car, 86% of ad-supported audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio.

Stellantis drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Stellantis drivers 18+



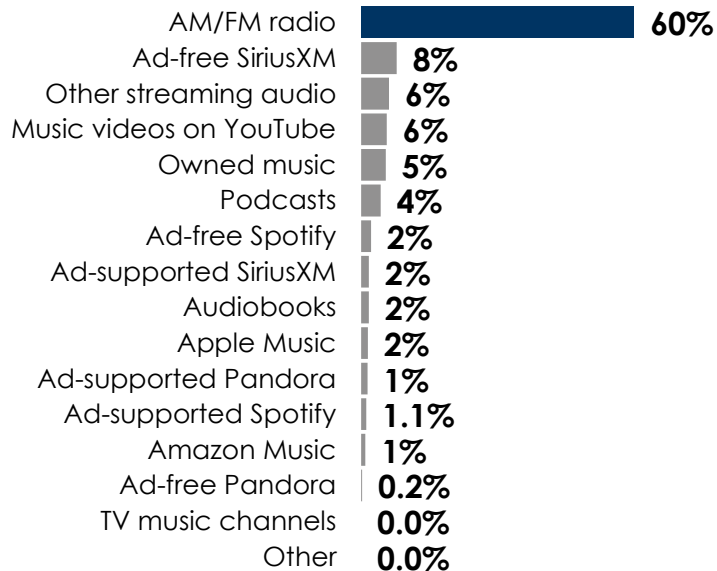
In the car: Ad-supported share of audio time spent among Stellantis drivers 18+



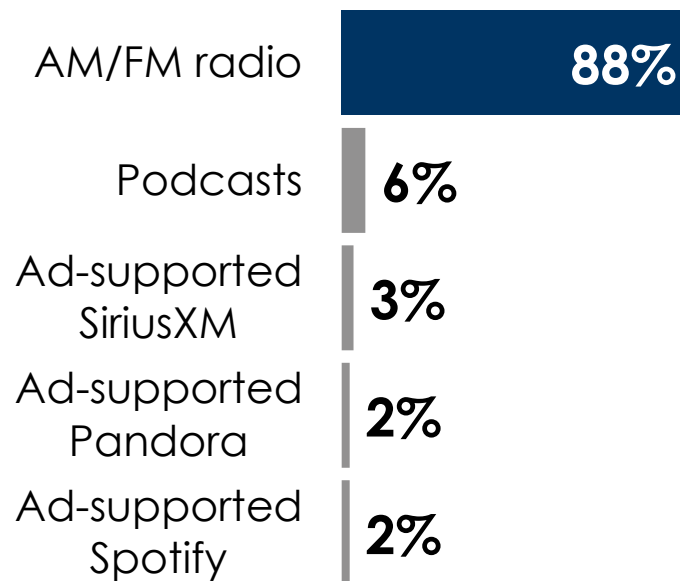
How to read: In the car, 53% of all audio time spent listening among Stellantis drivers is to AM/FM radio. In the car, 83% of ad-supported audio time spent listening among Stellantis drivers is to AM/FM radio.

Toyota Motor Industries drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Toyota Motor Industries drivers 18+



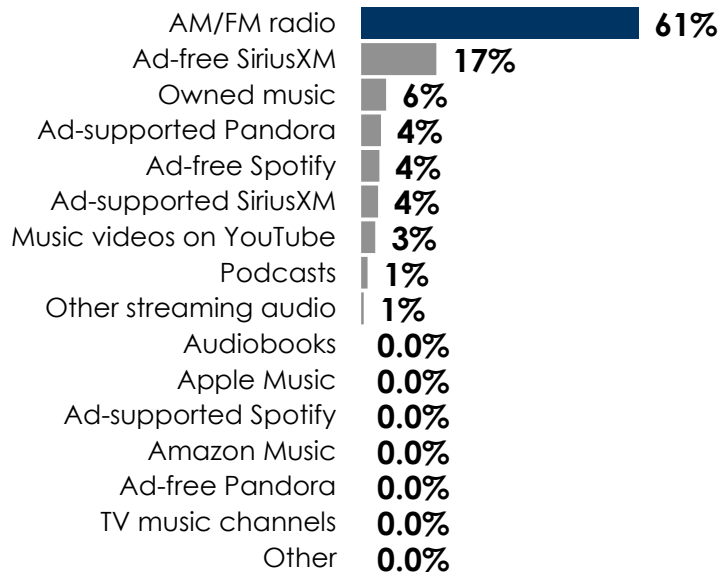
In the car: Ad-supported share of audio time spent among Toyota Motor Industries drivers 18+



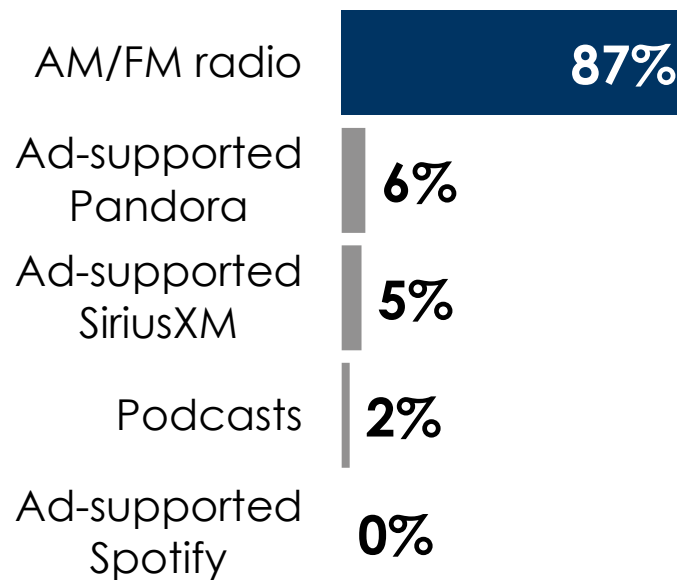
How to read: In the car, 60% of all audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio. In the car, 88% of ad-supported audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio.

Mercedes-Benz Group drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Mercedes-Benz Group drivers 18+



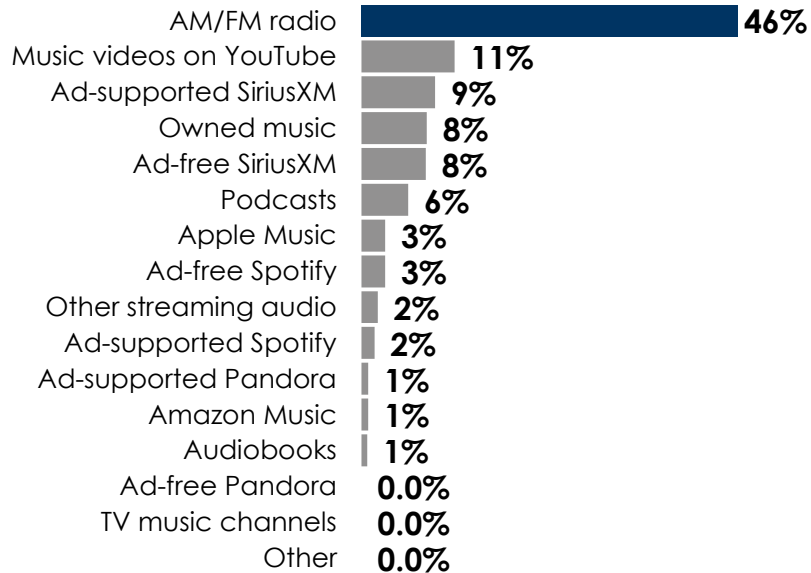
In the car: Ad-supported share of audio time spent among Mercedes-Benz Group drivers 18+



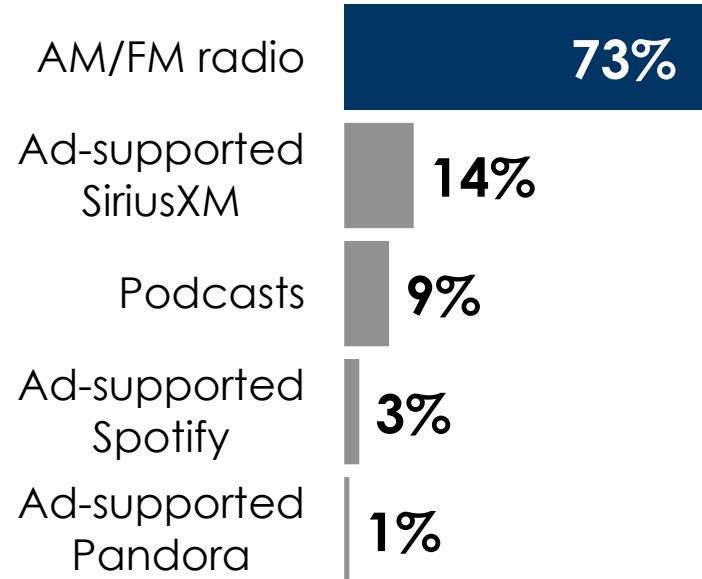
How to read: In the car, 61% of all audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio. In the car, 87% of ad-supported audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio.

In the car: AM/FM radio leads share of audio listening among German luxury auto drivers

In the car: Share of all audio time spent among German luxury auto drivers 18+



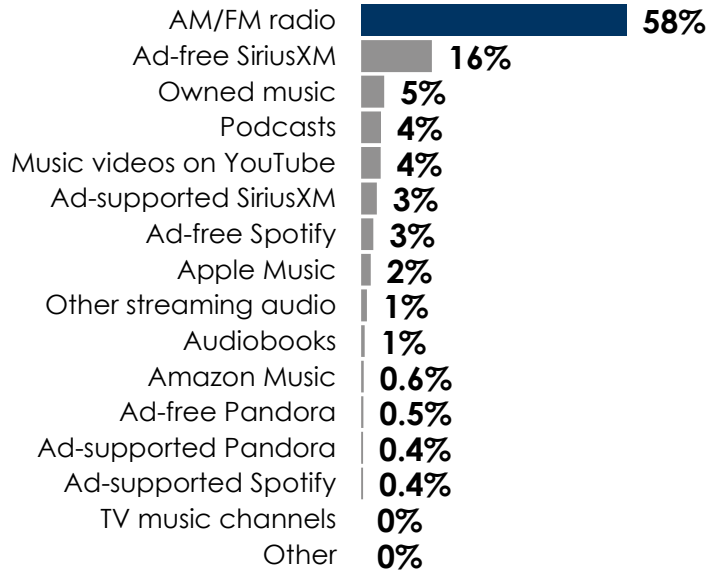
In the car: Ad-supported share of audio time spent among Germany luxury auto drivers 18+



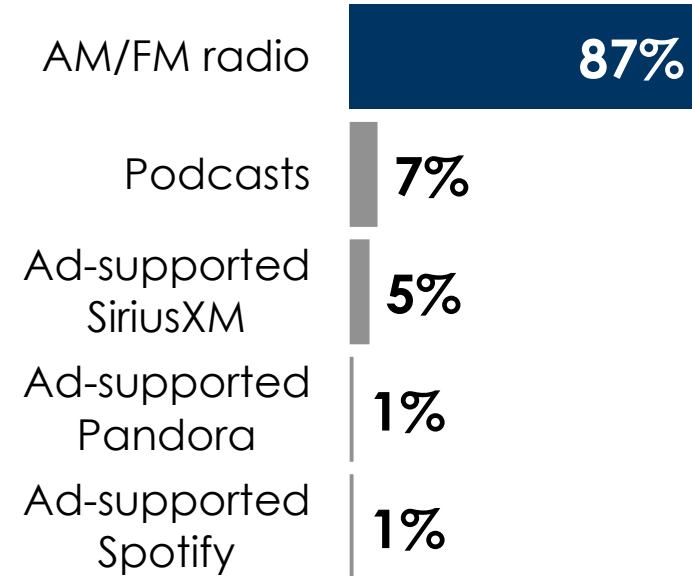
How to read: In the car, 46% of audio time spent listening among German luxury auto drivers is to AM/FM radio. In the car, 73% of ad-supported audio time spent listening among German luxury auto drivers is to AM/FM radio.

Ford drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Ford drivers 18+



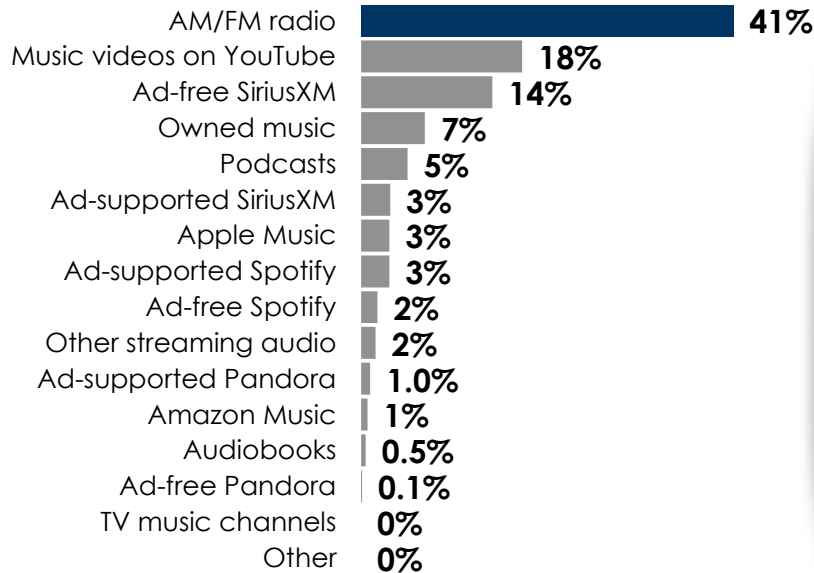
In the car: Ad-supported share of audio time spent among Ford drivers 18+



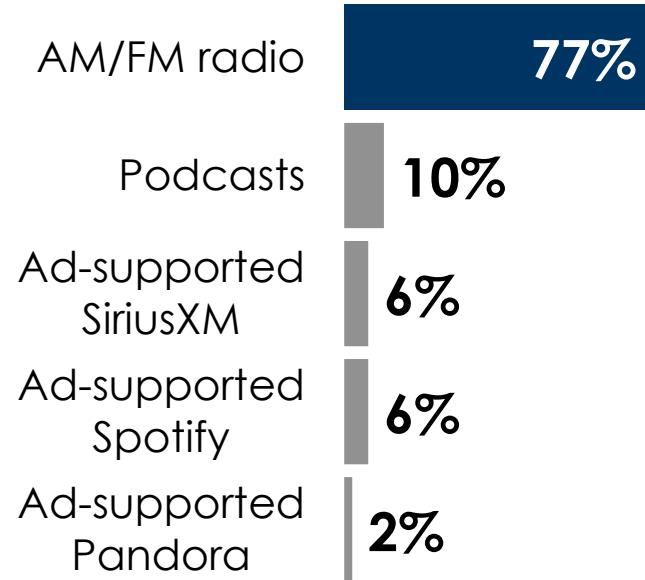
How to read: In the car, 58% of all audio time spent listening among Ford drivers is to AM/FM radio. In the car, 87% of ad-supported audio time spent listening among Ford drivers is to AM/FM radio.

BMW drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among BMW drivers 18+



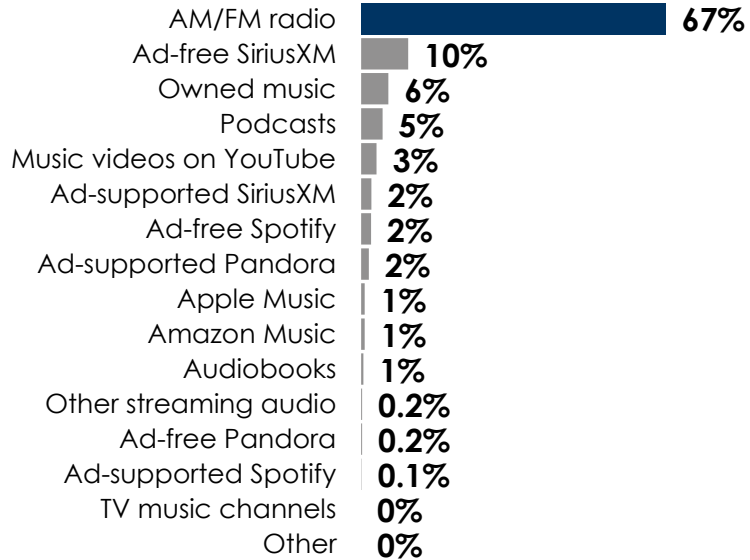
In the car: Ad-supported share of audio time spent among BMW drivers 18+



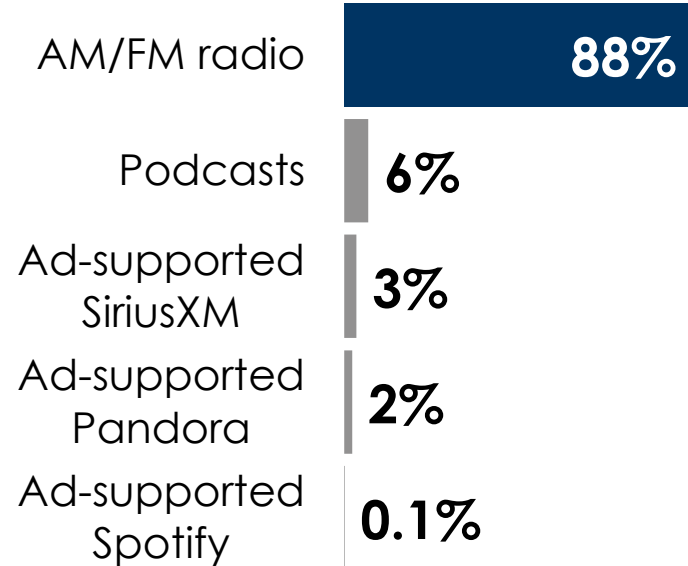
How to read: In the car, 41% of audio time spent listening among BMW drivers is to AM/FM radio. In the car, 77% of ad-supported audio time spent listening among BMW drivers is to AM/FM radio.

Chevrolet drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Chevrolet drivers 18+



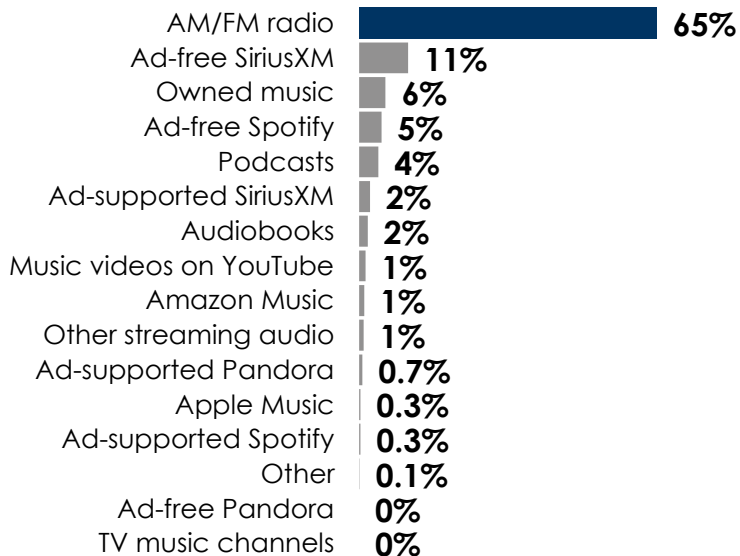
In the car: Ad-supported share of audio time spent among Chevrolet drivers 18+



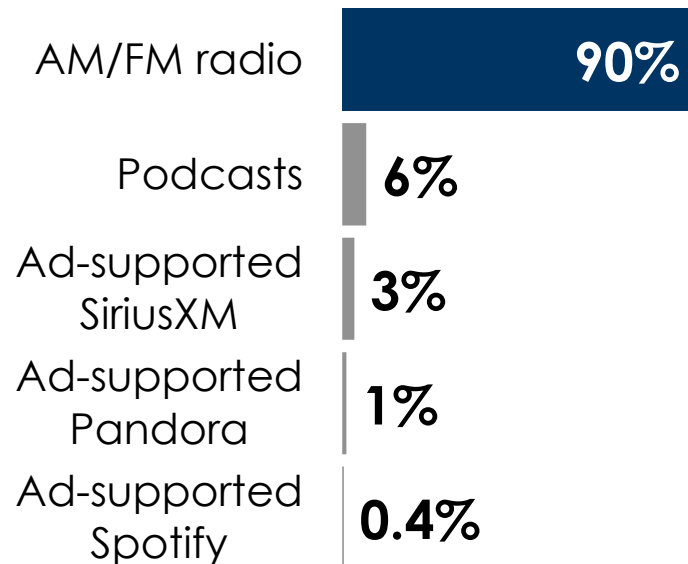
How to read: In the car, 67% of audio time spent listening among Chevrolet drivers is to AM/FM radio. In the car, 88% of ad-supported audio time spent listening among Chevrolet drivers is to AM/FM radio.

Honda drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Honda drivers 18+



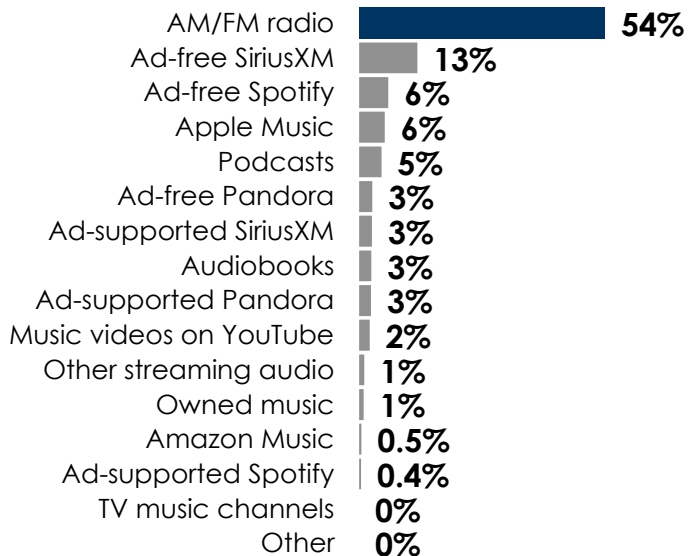
In the car: Ad-supported share of audio time spent among Honda drivers 18+



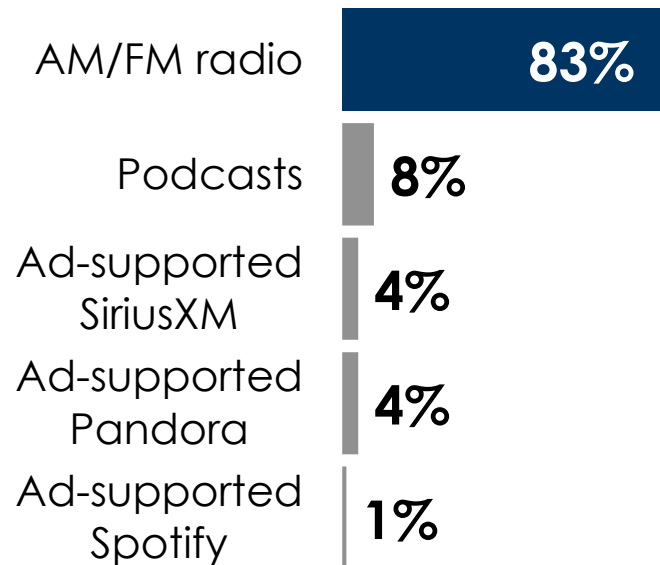
How to read: In the car, 65% of audio time spent listening among Honda drivers is to AM/FM radio. In the car, 90% of ad-supported audio time spent listening among Honda drivers is to AM/FM radio.

Hyundai drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Hyundai drivers 18+



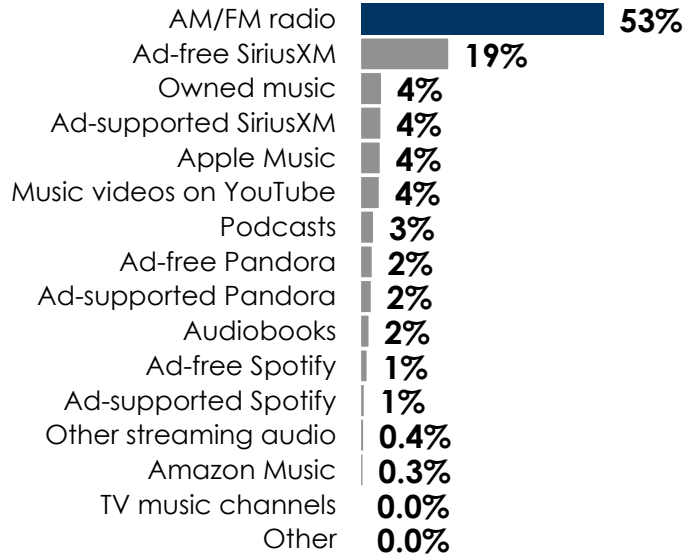
In the car: Ad-supported share of audio time spent among Hyundai drivers 18+



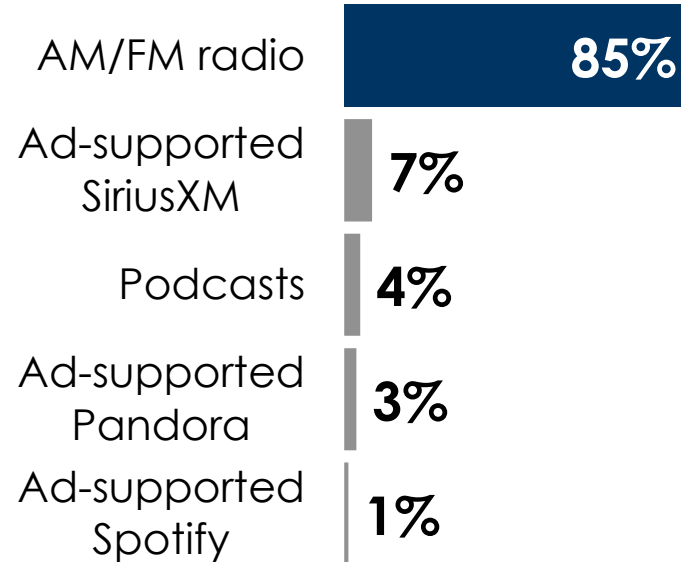
How to read: In the car, 54% of audio time spent listening among Hyundai drivers is to AM/FM radio. In the car, 83% of ad-supported audio time spent listening among Hyundai drivers is to AM/FM radio.

Jeep drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Jeep drivers 18+



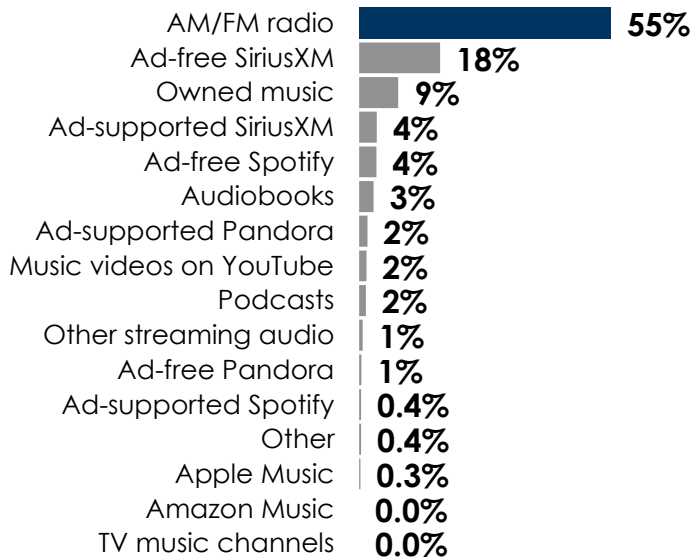
In the car: Ad-supported share of audio time spent among Jeep drivers 18+



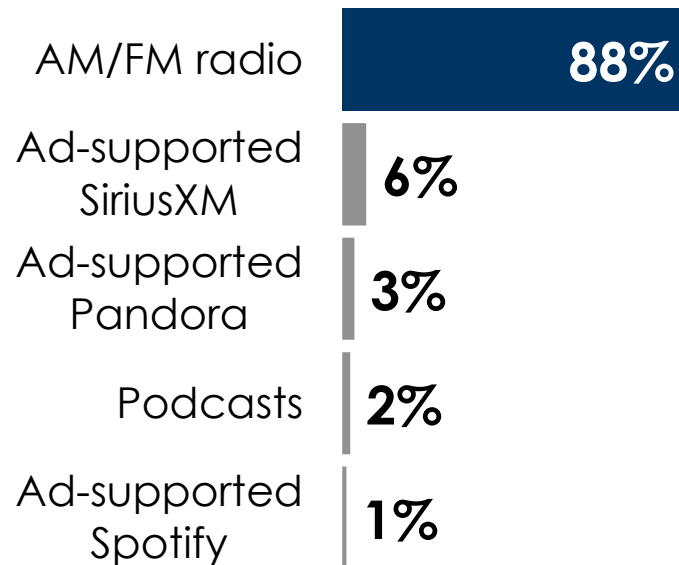
How to read: In the car, 53% of audio time spent listening among Jeep drivers is to AM/FM radio. In the car, 85% of ad-supported audio time spent listening among Jeep drivers is to AM/FM radio.

Kia drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Kia drivers 18+



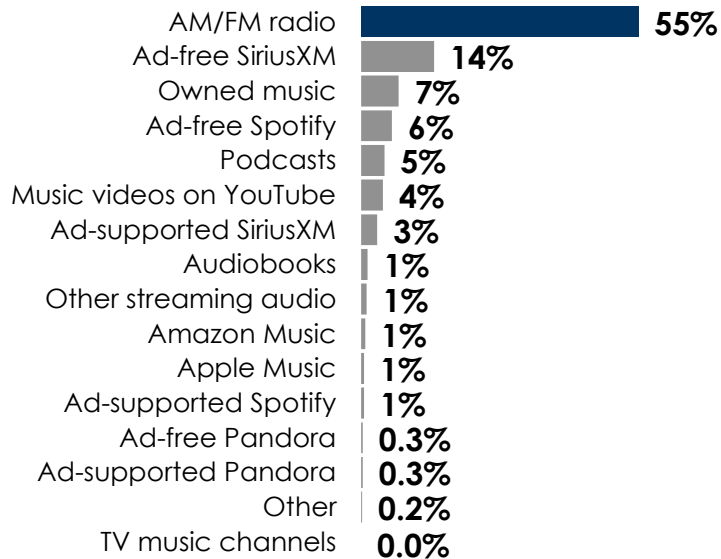
In the car: Ad-supported share of audio time spent among Kia drivers 18+



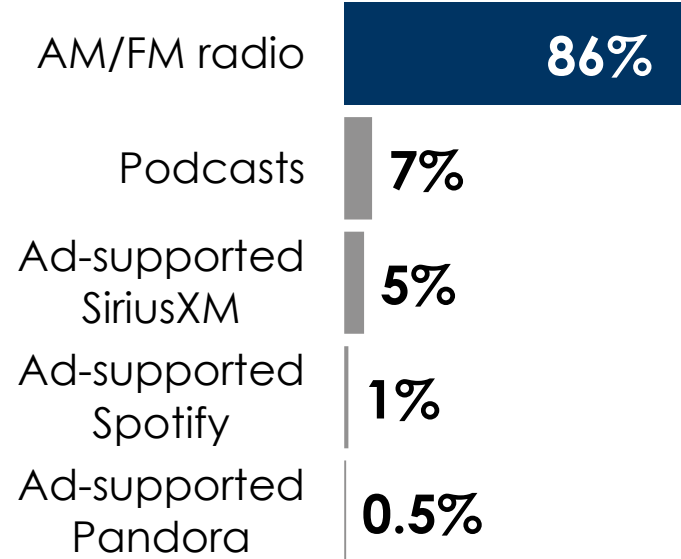
How to read: In the car, 55% of audio time spent listening among Kia drivers is to AM/FM radio. In the car, 88% of ad-supported audio time spent listening among Kia drivers is to AM/FM radio.

Nissan drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Nissan drivers 18+



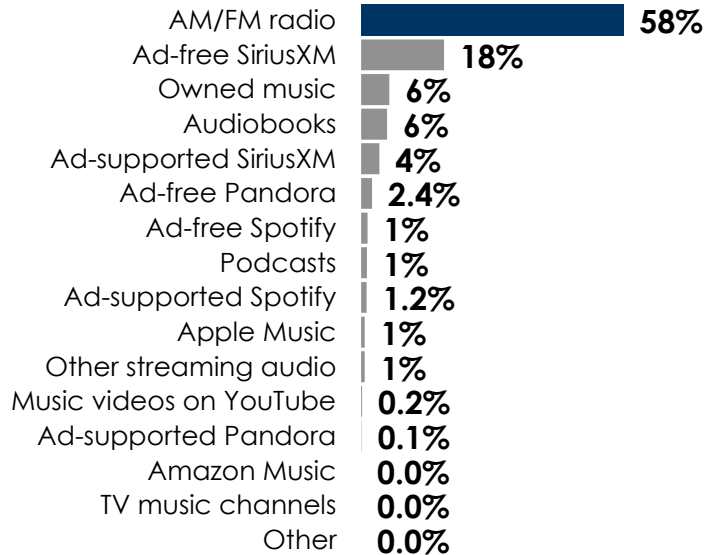
In the car: Ad-supported share of audio time spent among Nissan drivers 18+



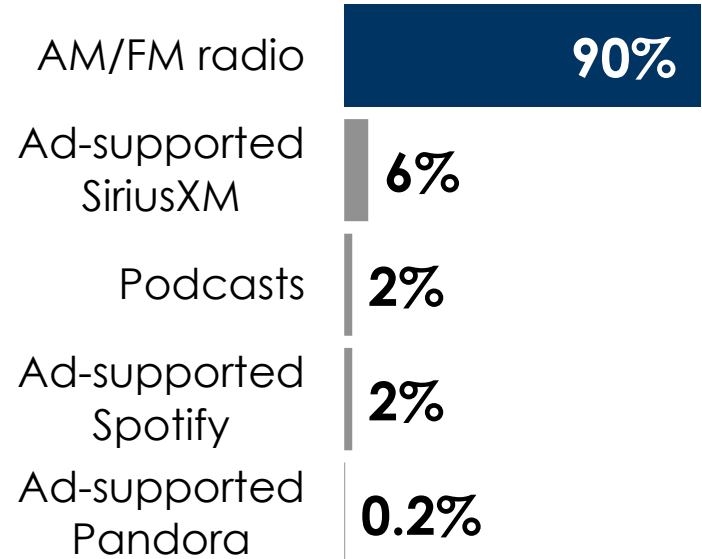
How to read: In the car, 55% of audio time spent listening among Nissan drivers is to AM/FM radio. In the car, 86% of ad-supported audio time spent listening among Nissan drivers is to AM/FM radio.

Subaru drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Subaru drivers 18+



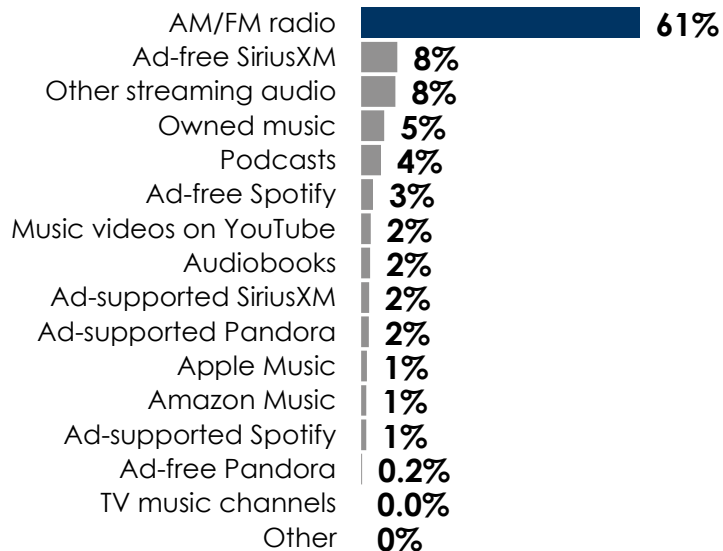
In the car: Ad-supported share of audio time spent among Subaru drivers 18+



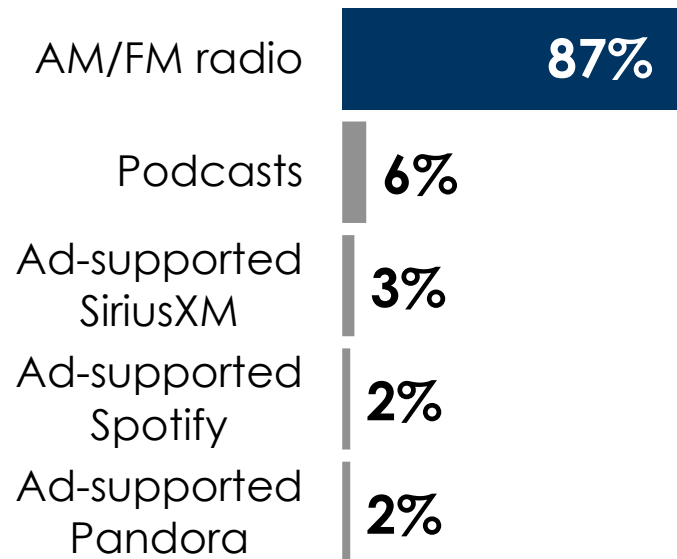
How to read: In the car, 58% of audio time spent listening among Subaru drivers is to AM/FM radio. In the car, 90% of ad-supported audio time spent listening among Subaru drivers is to AM/FM radio.

Toyota drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Toyota drivers 18+



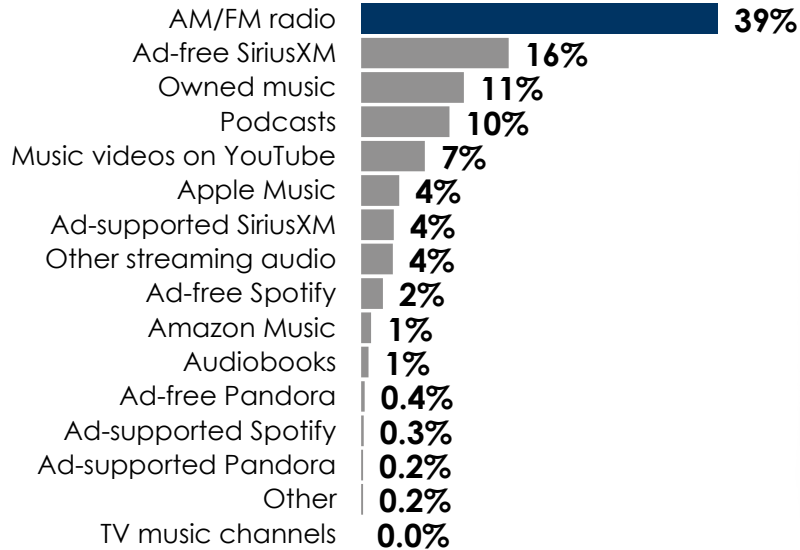
In the car: Ad-supported share of audio time spent among Toyota drivers 18+



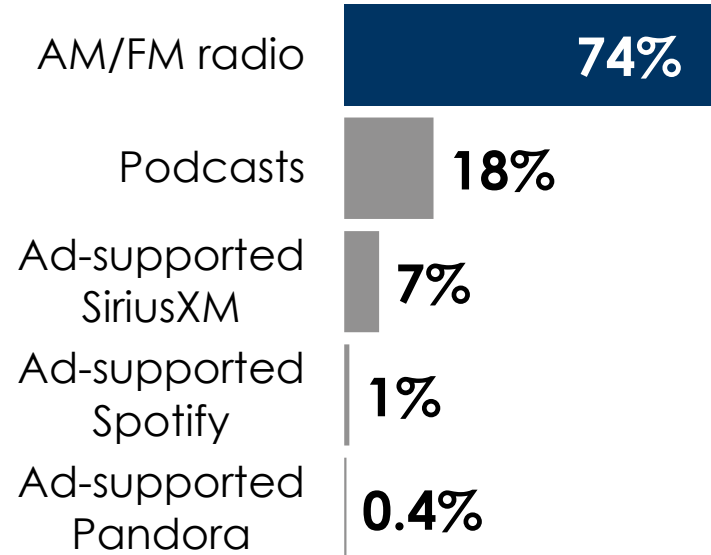
How to read: In the car, 61% of audio time spent listening among Toyota drivers is to AM/FM radio. In the car, 87% of ad-supported audio time spent listening among Toyota drivers is to AM/FM radio.

Audi drivers in the car: AM/FM radio leads share of audio listening

In the car: Share of all audio time spent among Audi drivers 18+



In the car: Ad-supported share of audio time spent among Audi drivers 18+



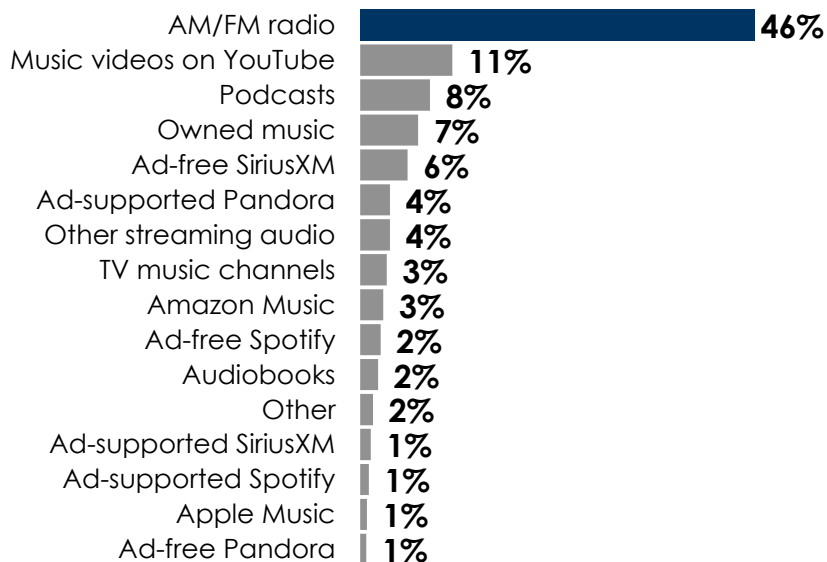
How to read: In the car, 39% of audio time spent listening among Audi drivers is to AM/FM radio. In the car, 74% of ad-supported audio time spent listening among Audi drivers is to AM/FM radio.



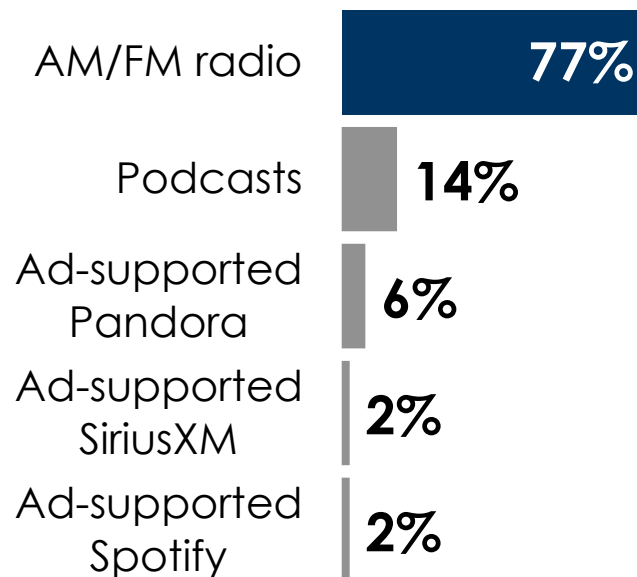
**Share of audio listening
in all locations**

General Motors drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among General Motors drivers 18+



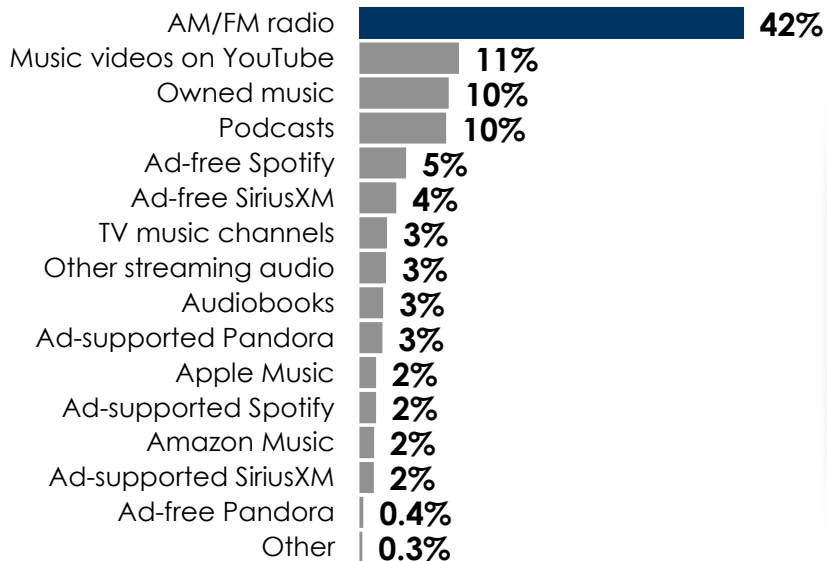
Ad-supported share of audio time spent in all locations among General Motors drivers 18+



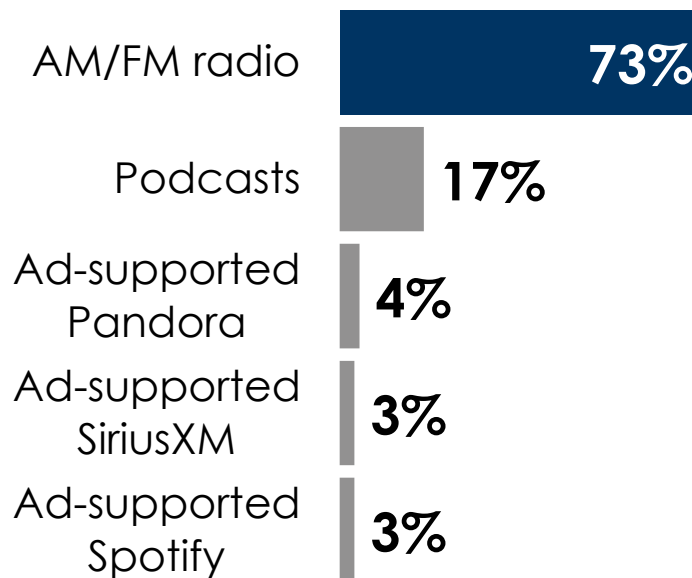
How to read: 46% of all audio time spent listening among General Motors drivers is to AM/FM radio.
77% of ad-supported audio time spent listening among General Motors drivers is to AM/FM radio.

Honda Motor Co. drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Honda Motor Co. drivers 18+



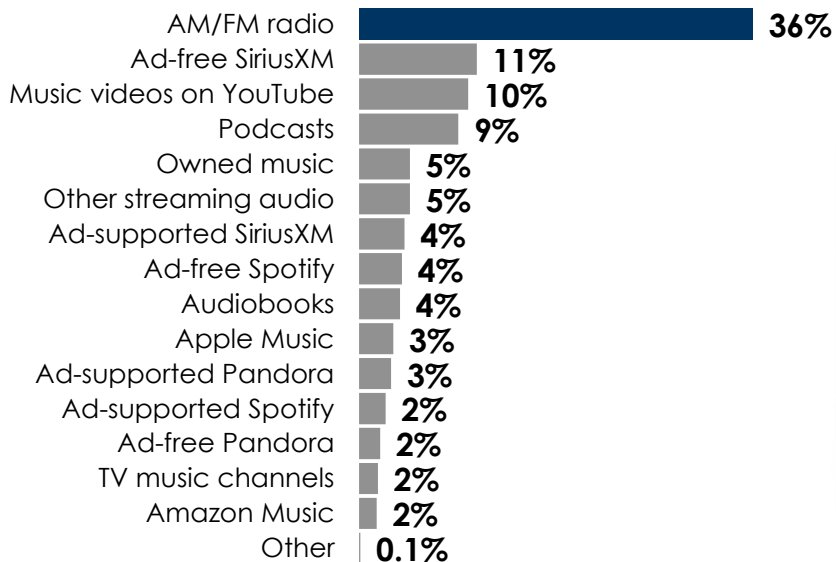
Ad-supported share of audio time spent in all locations among Honda Motor Co. drivers 18+



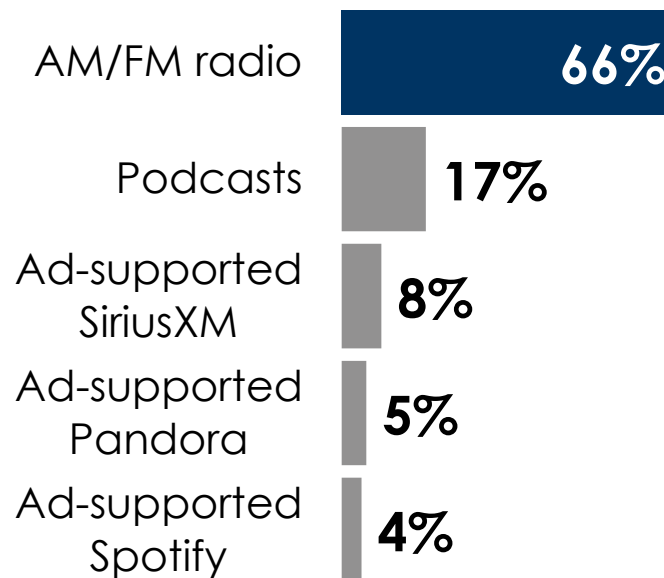
How to read: 42% of all audio time spent listening among Honda Motor Co. drivers is to AM/FM radio. 73% of ad-supported audio time spent listening among Honda Motor Co. drivers is to AM/FM radio.

Hyundai Motor Group drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Hyundai Motor Group drivers 18+



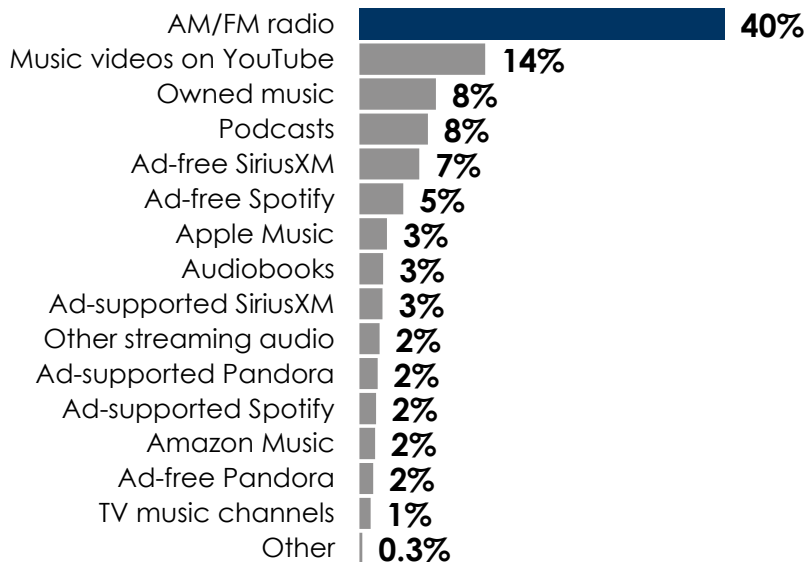
Ad-supported share of audio time spent in all locations among Hyundai Motor Group drivers 18+



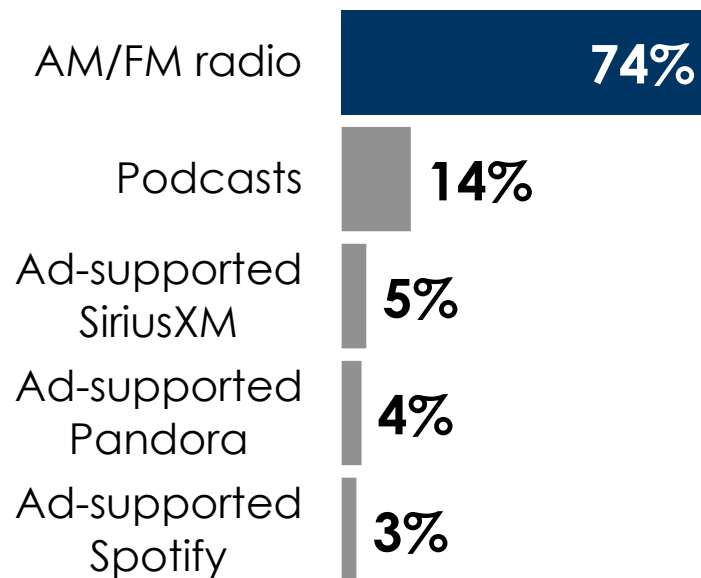
How to read: 36% of all audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio. 66% of ad-supported audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio.

Stellantis drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Stellantis drivers 18+



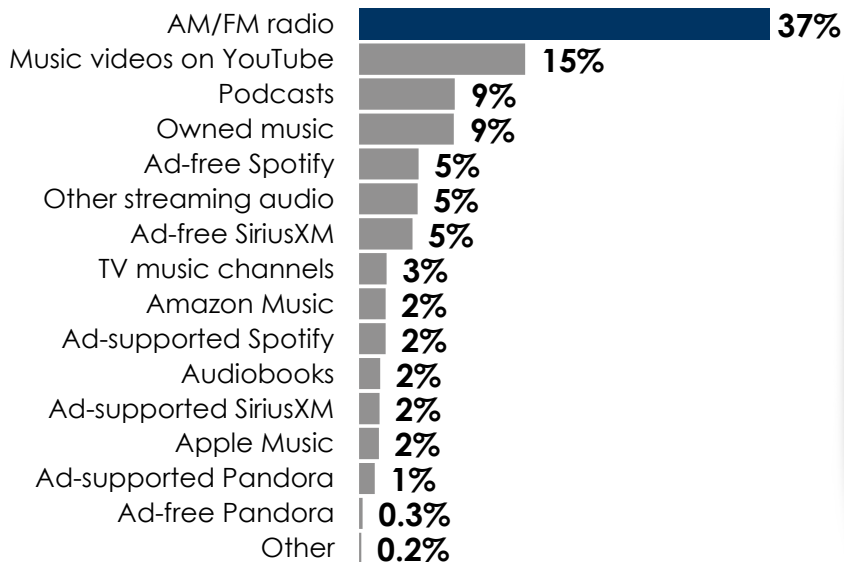
Ad-supported share of audio time spent in all locations among Stellantis drivers 18+



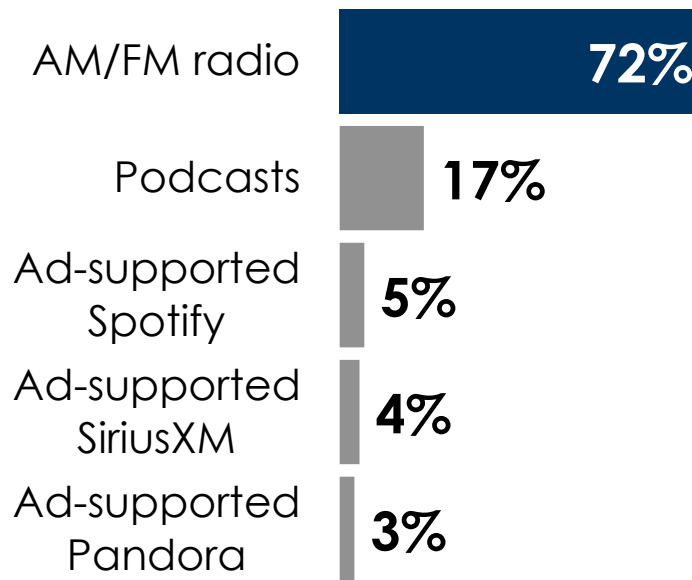
How to read: 40% of all audio time spent listening among Stellantis drivers is to AM/FM radio. 74% of ad-supported audio time spent listening among Stellantis drivers is to AM/FM radio.

Toyota Motor Industries drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Toyota Motor Industries drivers 18+



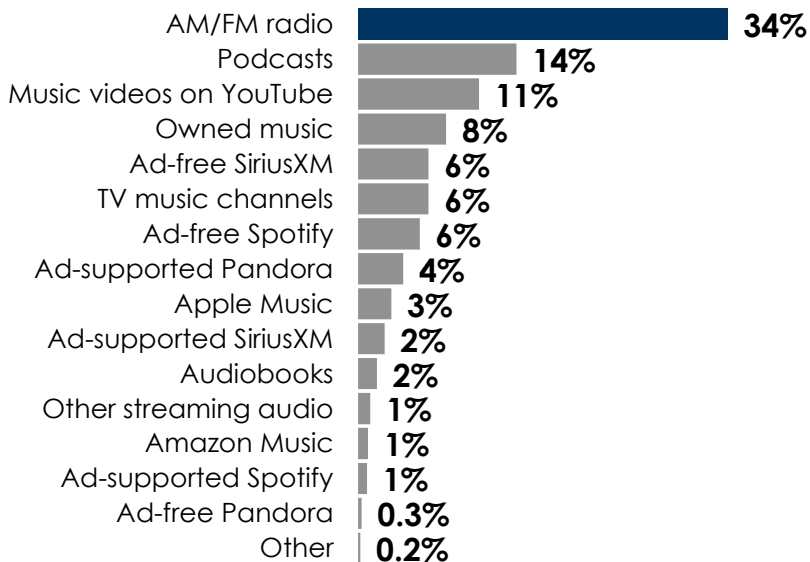
Ad-supported share of audio time spent in all locations among Toyota Motor Industries drivers 18+



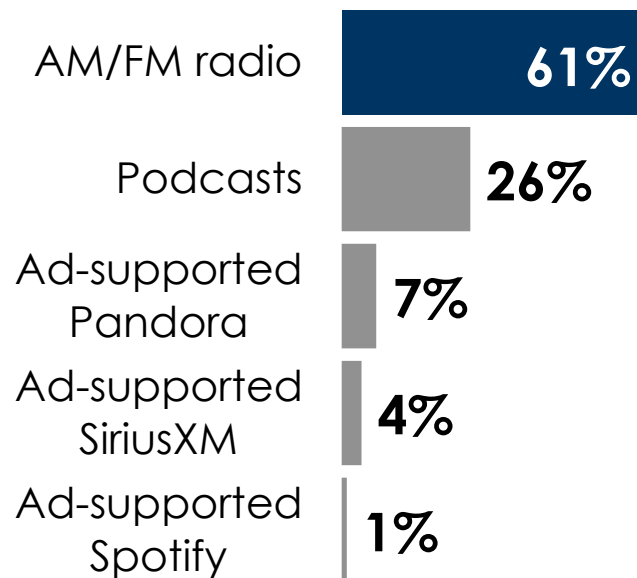
How to read: 37% of all audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio.
72% of ad-supported audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio.

Mercedes-Benz Group drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Mercedes-Benz Group drivers 18+



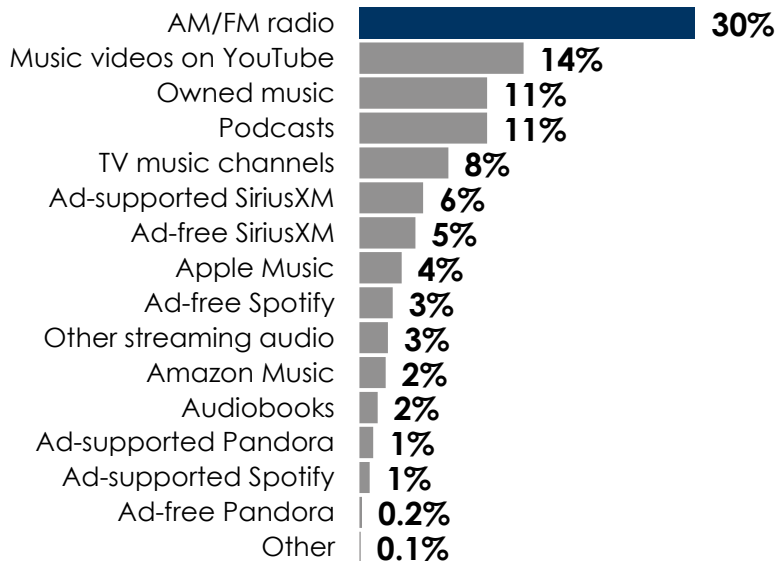
Ad-supported share of audio time spent in all locations among Mercedes-Benz Group drivers 18+



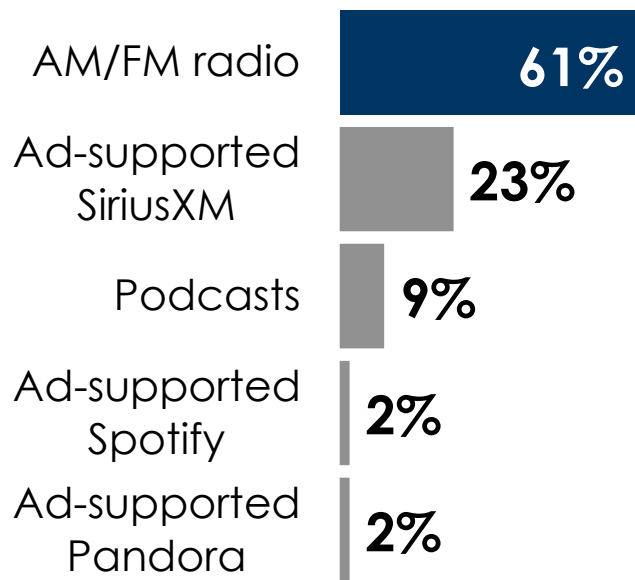
How to read: 34% of all audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio. 61% of ad-supported audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio.

AM/FM radio leads share of audio among German luxury auto drivers in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among German luxury auto drivers 18+



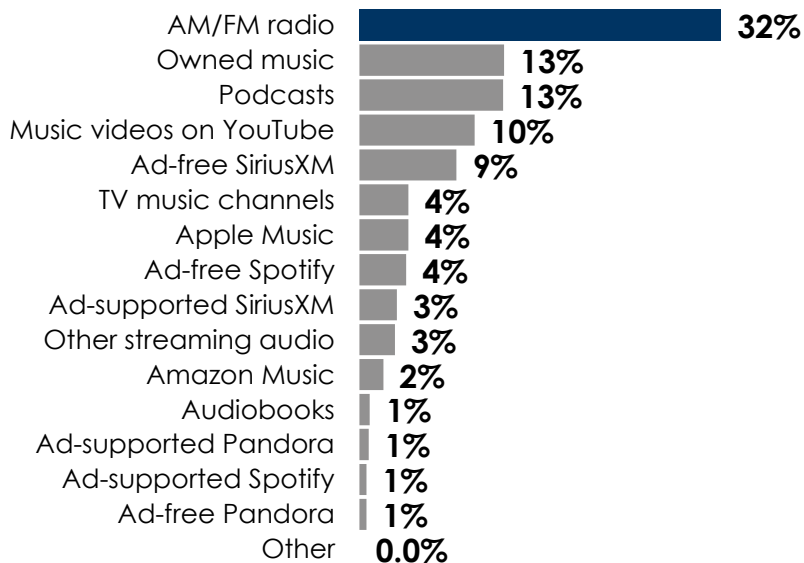
Ad-supported share of audio time spent in all locations among German luxury auto drivers 18+



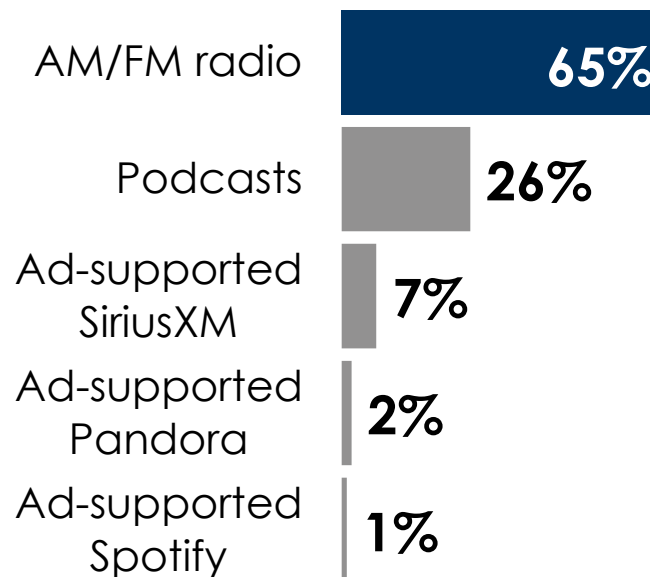
How to read: 30% of all audio time spent listening among German luxury auto drivers is to AM/FM radio.
61% of ad-supported audio time spent listening among German luxury auto drivers is to AM/FM radio.

Porsche SE drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Porsche SE drivers 18+



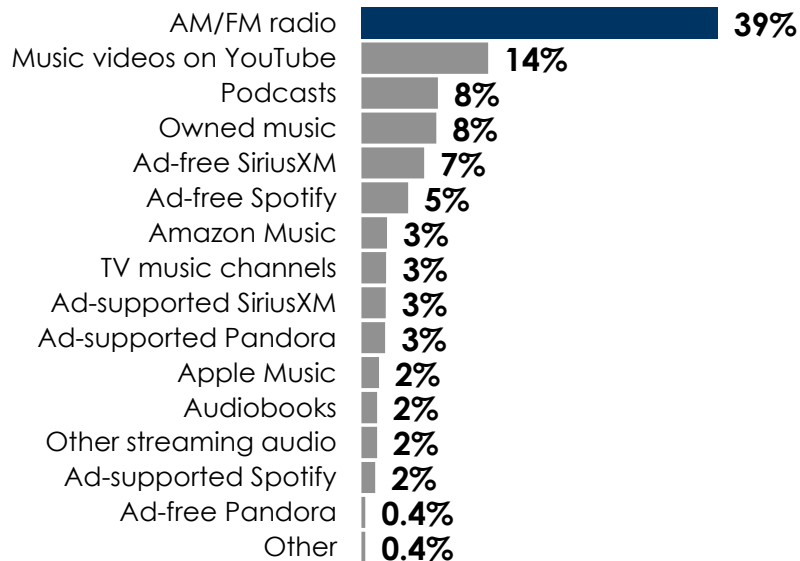
Ad-supported share of audio time spent in all locations among Porsche SE drivers 18+



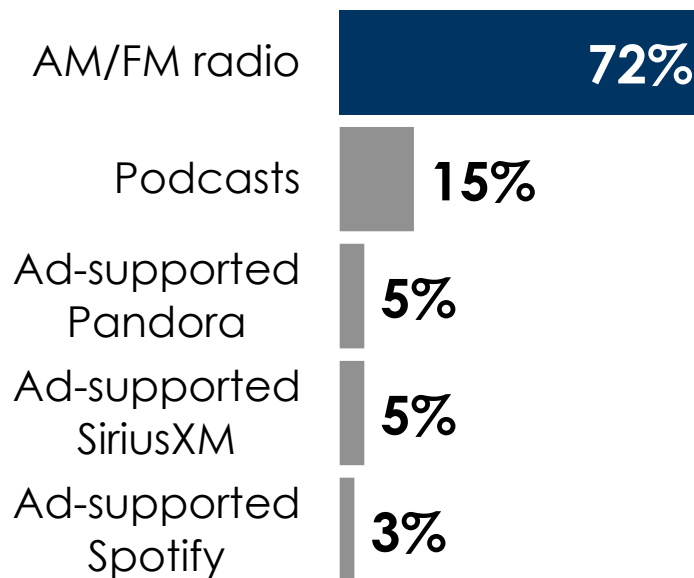
How to read: 32% of all audio time spent listening among Porsche SE drivers is to AM/FM radio. 65% of ad-supported audio time spent listening among Porsche SE drivers is to AM/FM radio.

Ford drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Ford drivers 18+



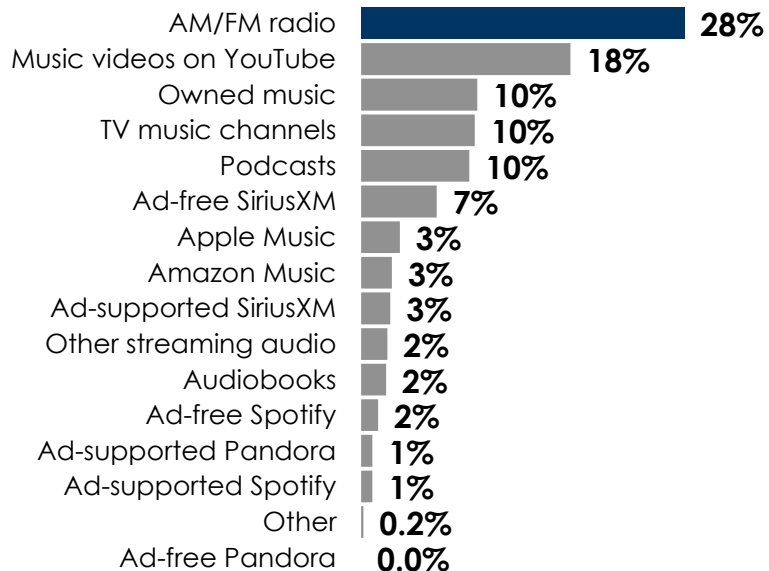
Ad-supported share of audio time spent in all locations among Ford drivers 18+



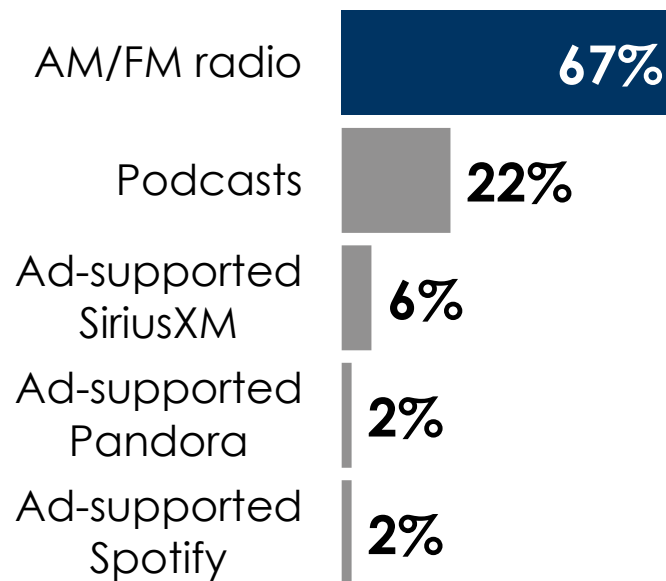
How to read: 39% of all audio time spent listening among Ford drivers is to AM/FM radio. 72% of ad-supported audio time spent listening among Ford drivers is to AM/FM radio.

BMW drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among BMW drivers 18+



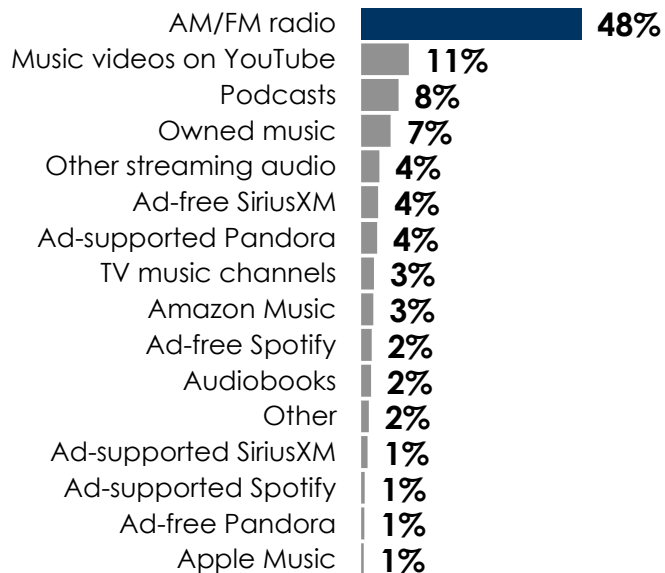
Ad-supported share of audio time spent in all locations among BMW drivers 18+



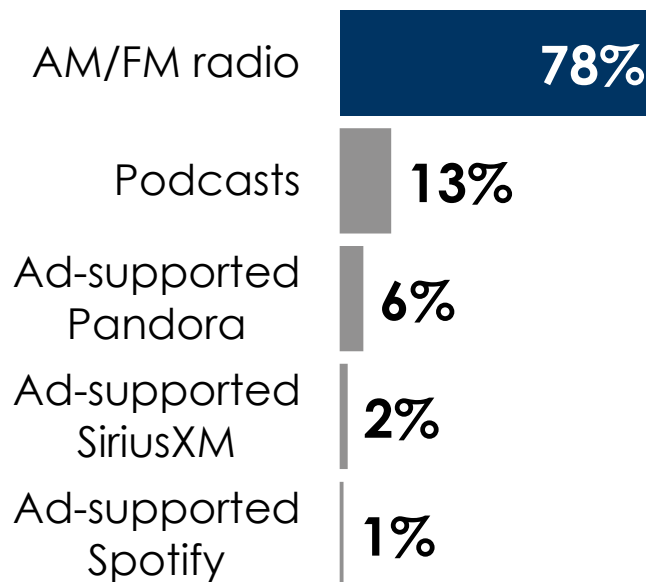
How to read: 28% of all audio time spent listening among BMW drivers is to AM/FM radio. 67% of ad-supported audio time spent listening among BMW drivers is to AM/FM radio.

Chevrolet drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Chevrolet drivers 18+



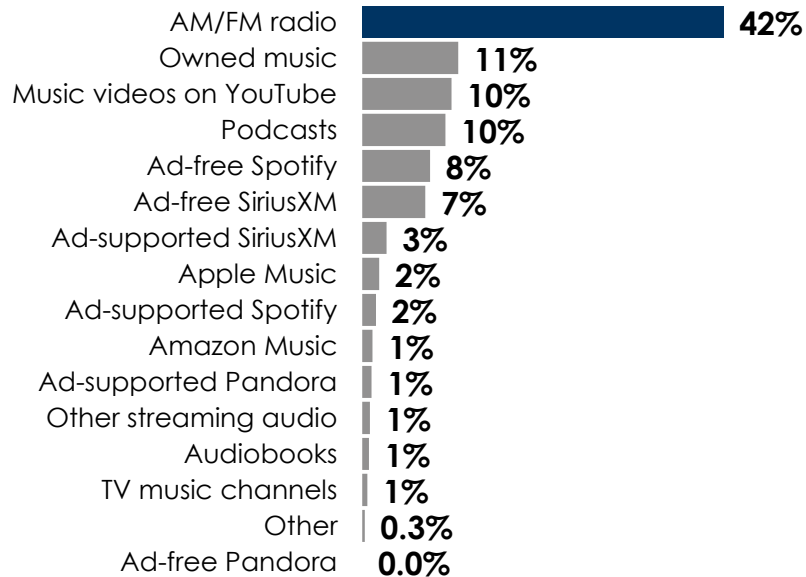
Ad-supported share of audio time spent in all locations among Chevrolet drivers 18+



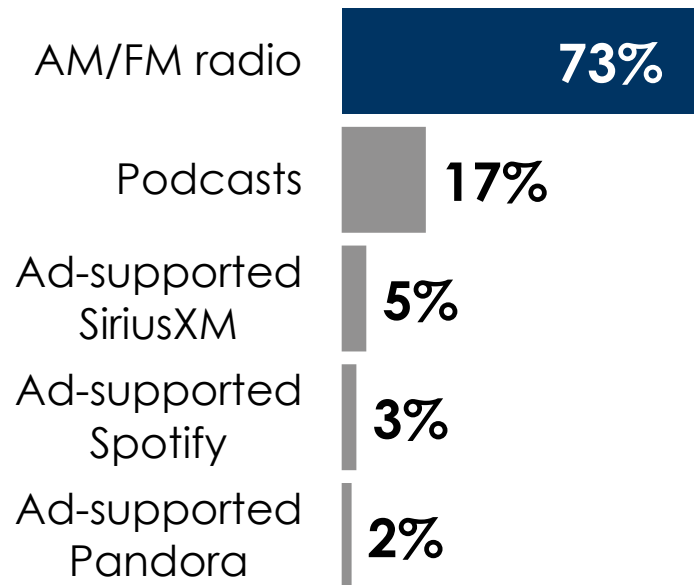
How to read: 48% of all audio time spent listening among Chevrolet drivers is to AM/FM radio. 78% of ad-supported audio time spent listening among Chevrolet drivers is to AM/FM radio.

Dodge drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent all locations among Dodge drivers 18+



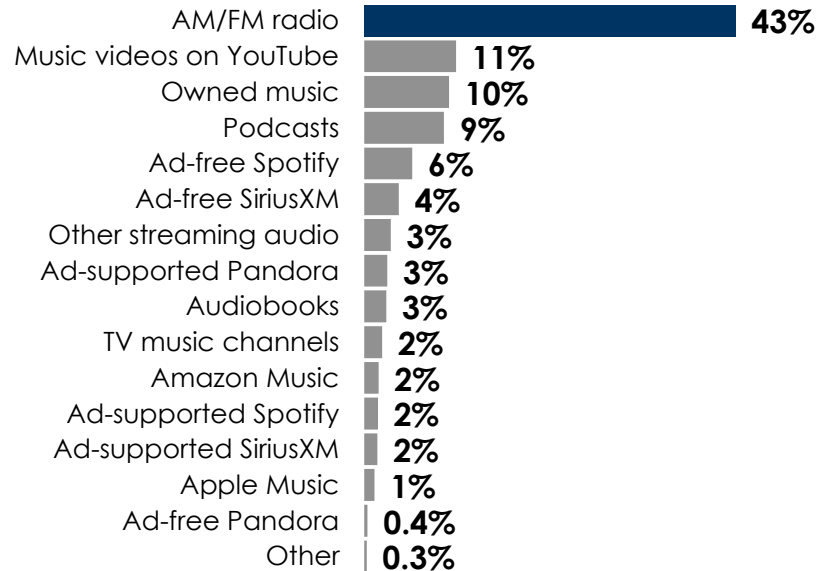
Ad-supported share of audio time spent in all locations among Dodge drivers 18+



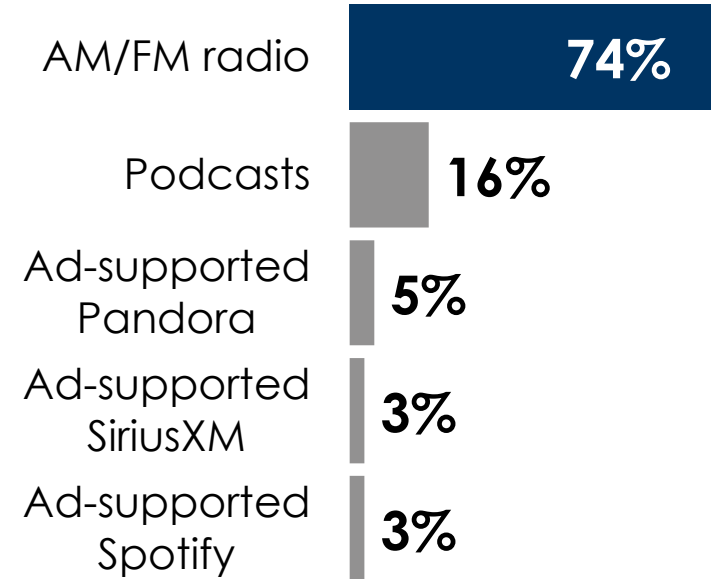
How to read: 42% of all audio time spent listening among Dodge drivers is to AM/FM radio. 73% of ad-supported audio time spent listening among Dodge drivers is to AM/FM radio.

Honda drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Honda drivers 18+



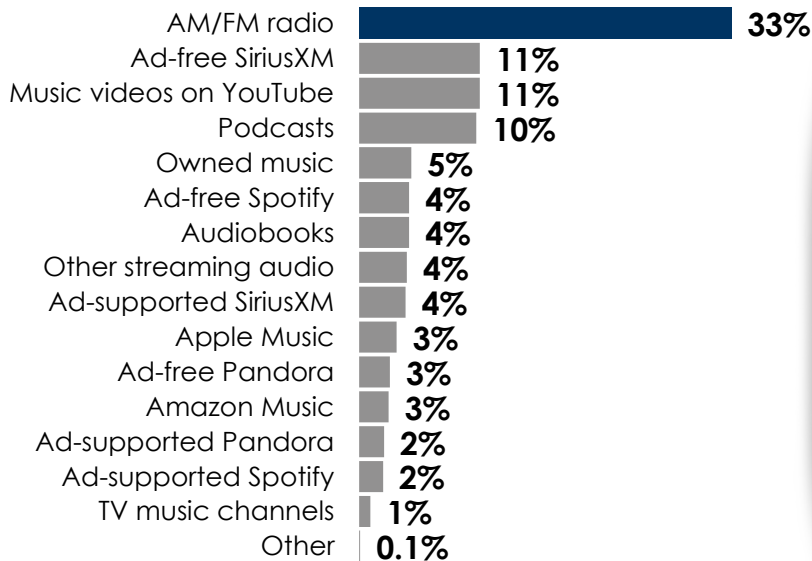
Ad-supported share of audio time spent in all locations among Honda drivers 18+



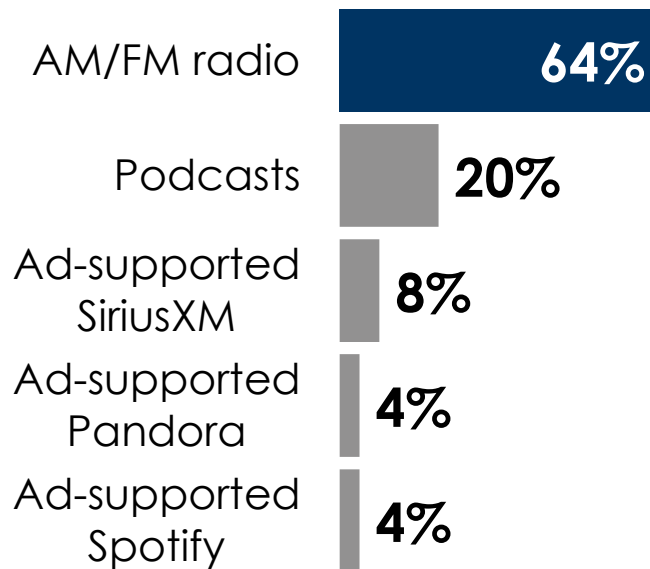
How to read: 43% of all audio time spent listening among Honda drivers is to AM/FM radio. 74% of ad-supported audio time spent listening among Honda drivers is to AM/FM radio.

Hyundai drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Hyundai drivers 18+



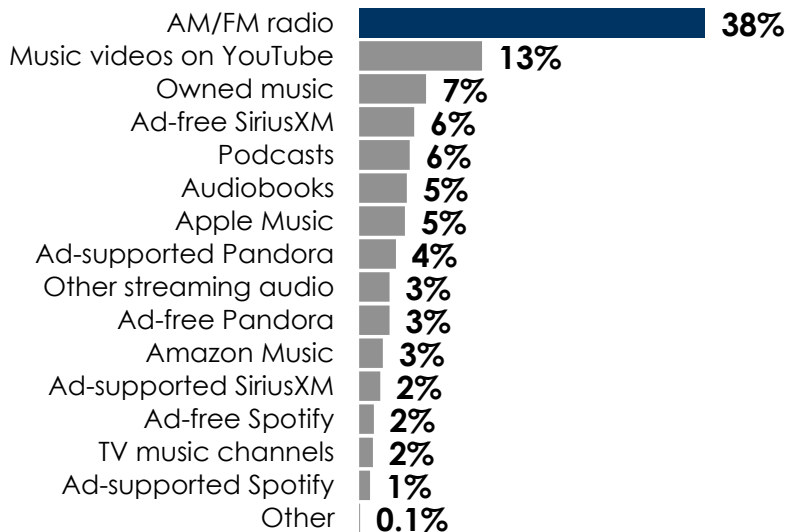
Ad-supported share of audio time spent in all locations among Hyundai drivers 18+



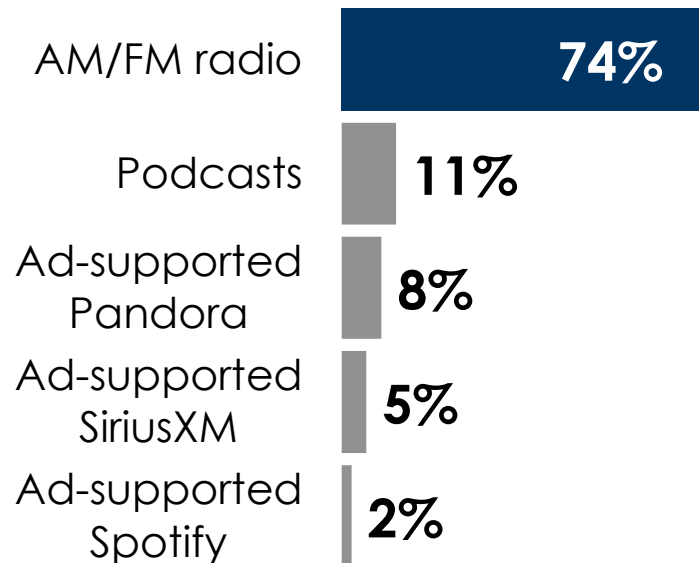
How to read: 33% of all audio time spent listening among Hyundai drivers is to AM/FM radio. 64% of ad-supported audio time spent listening among Hyundai drivers is to AM/FM radio.

Jeep drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Jeep drivers 18+



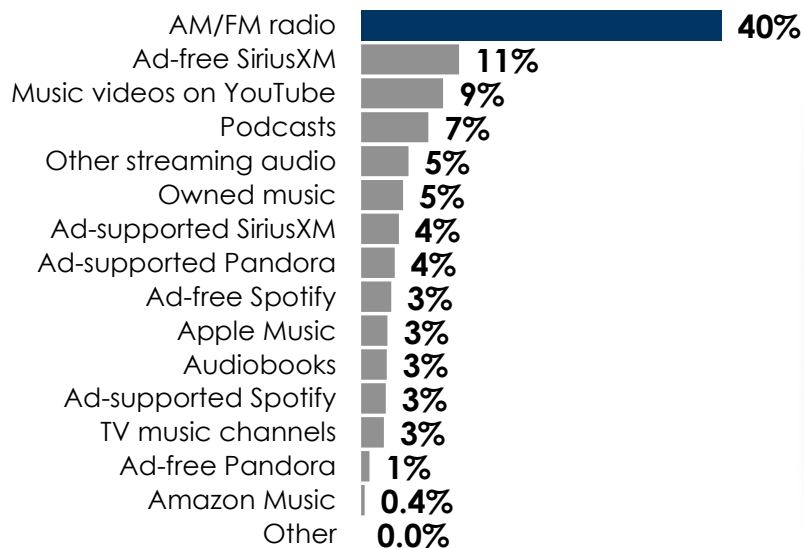
Ad-supported share of audio time spent in all locations among Jeep drivers 18+



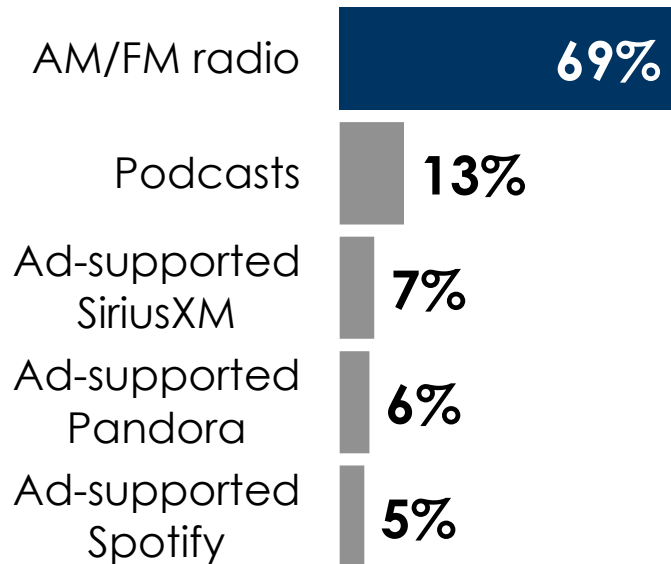
How to read: 38% of all audio time spent listening among Jeep drivers is to AM/FM radio. 74% of ad-supported audio time spent listening among Jeep drivers is to AM/FM radio.

Kia drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Kia drivers 18+



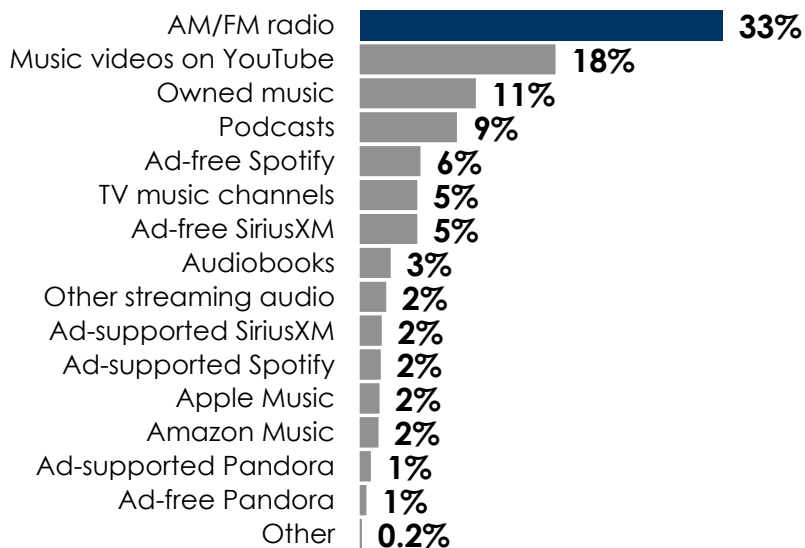
Ad-supported share of audio time spent in all locations among Kia drivers 18+



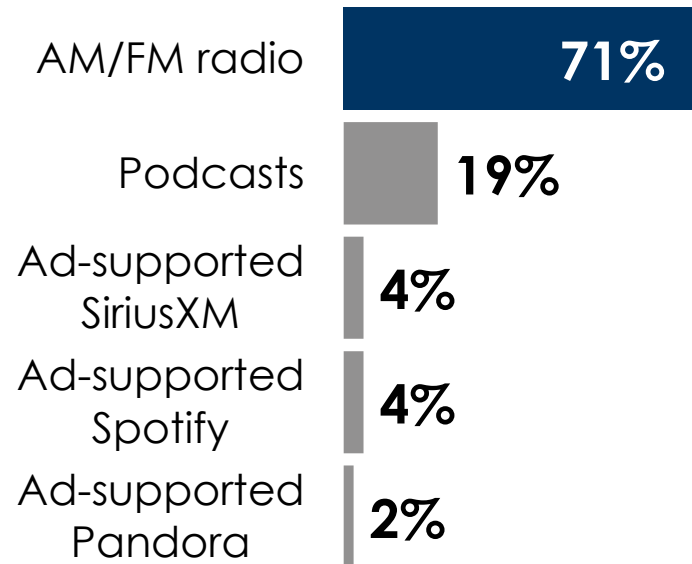
How to read: 40% of all audio time spent listening among Kia drivers is to AM/FM radio. 69% of ad-supported audio time spent listening among Kia drivers is to AM/FM radio.

Nissan drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Nissan drivers 18+



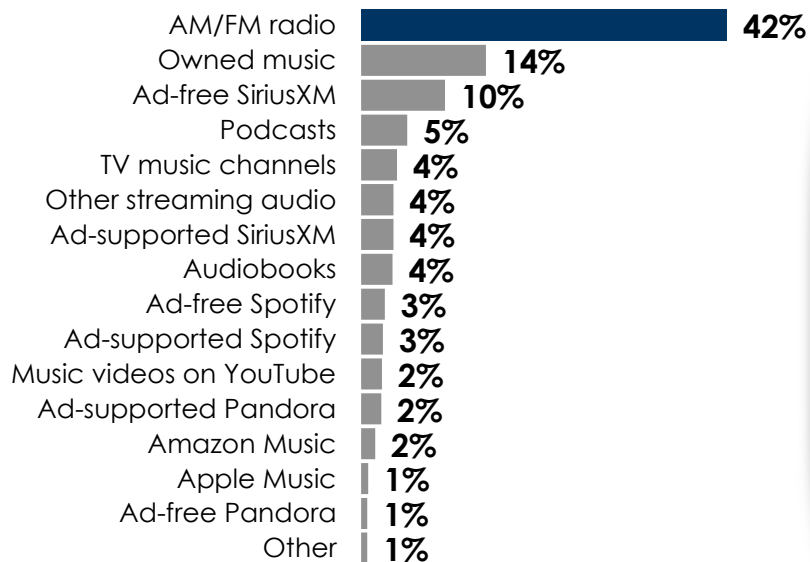
Ad-supported share of audio time spent in all locations among Nissan drivers 18+



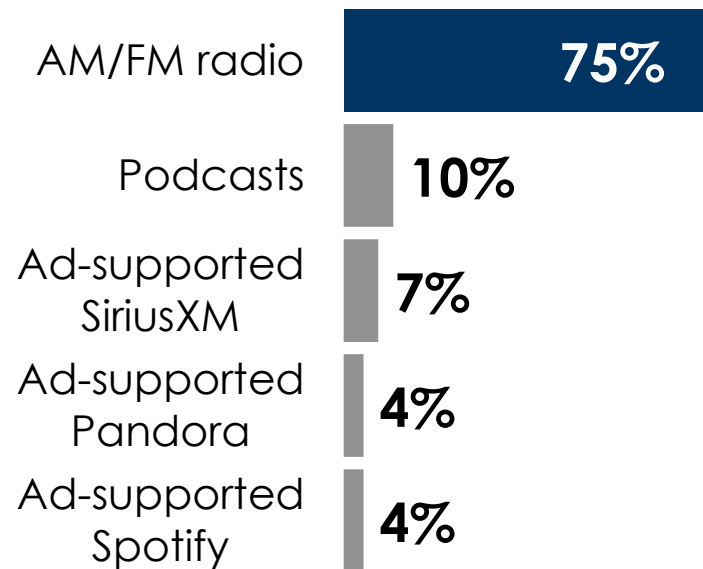
How to read: 33% of all audio time spent listening among Nissan drivers is to AM/FM radio. 71% of ad-supported audio time spent listening among Nissan drivers is to AM/FM radio.

Subaru drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Subaru drivers 18+



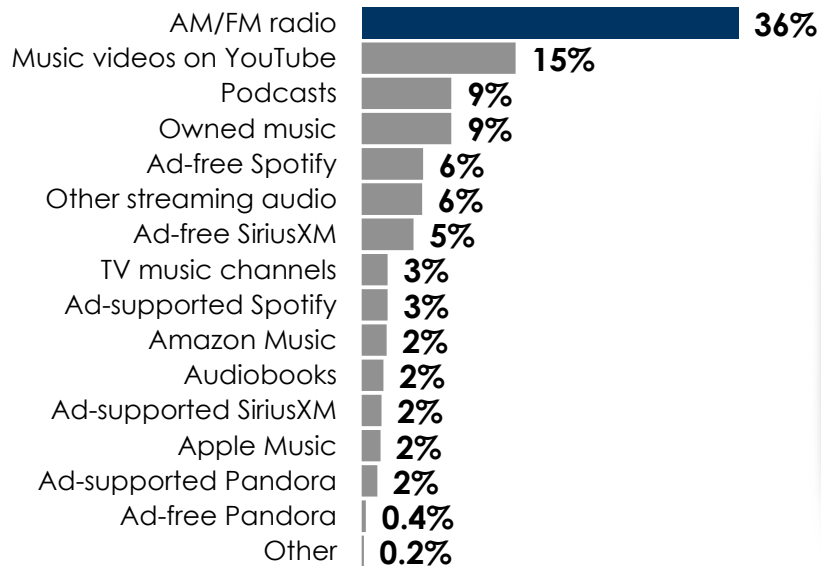
Ad-supported share of audio time spent in all locations among Subaru drivers 18+



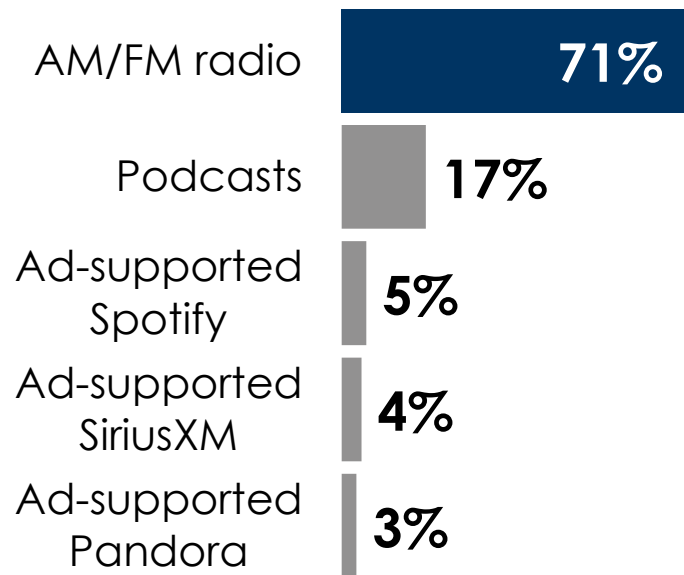
How to read: 42% of all audio time spent listening among Subaru drivers is to AM/FM radio. 75% of ad-supported audio time spent listening among Subaru drivers is to AM/FM radio.

Toyota drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Toyota drivers 18+



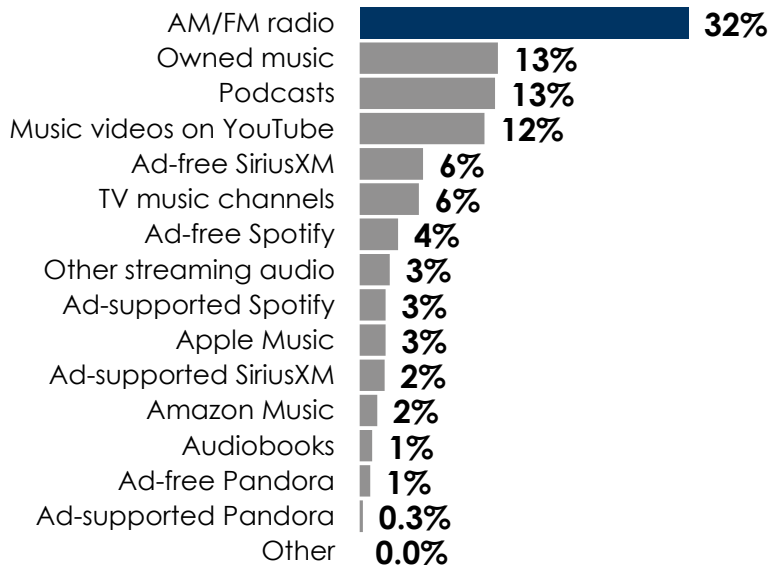
Ad-supported share of audio time spent in all locations among Toyota drivers 18+



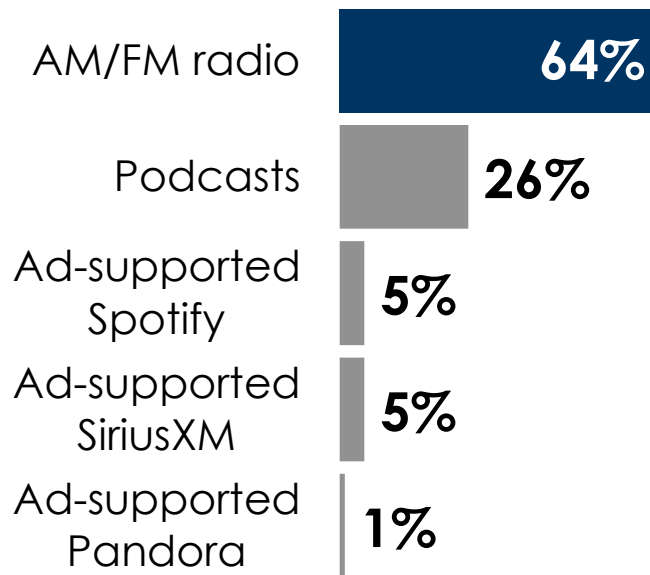
How to read: 36% of all audio time spent listening among Toyota drivers is to AM/FM radio. 71% of ad-supported audio time spent listening among Toyota drivers is to AM/FM radio.

Audi drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

Share of all audio time spent in all locations among Audi drivers 18+



Ad-supported share of audio time spent in all locations among Audi drivers 18+



How to read: 32% of all audio time spent listening among Audi drivers is to AM/FM radio. 64% of ad-supported audio time spent listening among Audi drivers is to AM/FM radio.



Thank You

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. 2023 Cumulus Media, Inc.