

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

					Bran	ds					
	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?

GROUP

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

					Bran	ds					
	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?

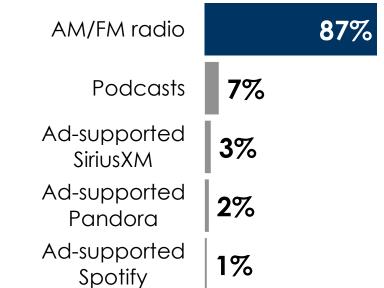
Share of audio listening in the car

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+

AM/FM radio		66%	
Ad-free SiriusXM	11%		
Owned music	5%		
Podcasts	5%		
Music videos on YouTube	4%		
Ad-supported SiriusXM	3%		
Ad-free Spotify	2%		
Ad-supported Pandora	2%		
Apple Music	1%		
Amazon Music	1%		
Audiobooks	1%		
Ad-supported Spotify	0.4%		
Other streaming audio	0.2%		
Ad-free Pandora	0.1%		
TV music channels	0.0%		
Other	0.0%		

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.

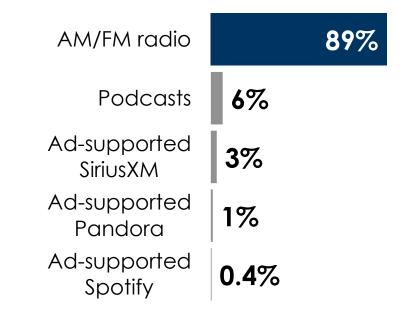
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company): General Motors. In car listening.

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+

AM/FM radio		65%
Ad-free SiriusXM	11%	
Owned music	6%	
Ad-free Spotify	5%	
Podcasts	5%	
Ad-supported SiriusXM	2%	
Audiobooks	2%	
Music videos on YouTube	1%	
Apple Music	1%	
Amazon Music	1%	
Other streaming audio	1%	
Ad-supported Pandora	1%	
Ad-supported Spotify	0.3%	
Other	0.1%	
Ad-free Pandora	0.0%	
TV music channels	0.0%	

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.

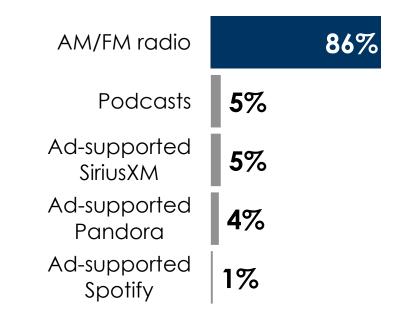
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company): Honda Motor Co. In car listening.

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+

AM/FM radio		59%
Ad-free SiriusXM	14%	
Ad-free Spotify	5%	
Podcasts	3%	
Apple Music	3%	
Ad-supported SiriusXM	3%	
Ad-supported Pandora	3%	
Owned music	2%	
Music videos on YouTube	2%	
Ad-free Pandora	2%	
Audiobooks	2%	
Other streaming audio	1%	
Ad-supported Spotify	1%	
Amazon Music	0.3%	
TV music channels	0.0%	
Other	0.0%	

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.

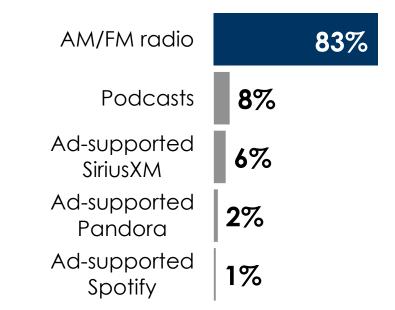
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company): Hyundai Motor Group. In car listening.

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+

	53%
16%	
8%	
5%	
4%	
3%	
3%	
2%	
2%	
2%	
1%	
1%	
0.4%	
0.4%	
0.0%	
0.0%	
	8% 5% 4% 3% 2% 2% 2% 1% 1% 0.4% 0.4% 0.0%

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.

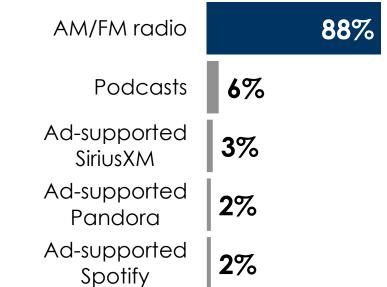
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

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+

AM/FM radio Ad-free SiriusXM Other streaming audio Music videos on YouTube Owned music Podcasts Ad-free Spotify Ad-supported SiriusXM Audiobooks Apple Music	8% 6% 5% 4% 2% 2% 2% 2%	60%	
Podcasts	4%		
Ad-free Spotify	2%		
Ad-supported SiriusXM	2%		
Audiobooks	2%		
Apple Music	2%		
Ad-supported Pandora	1%		
Ad-supported Spotify	1.1%		
Amazon Music	1%		
Ad-free Pandora	0.2%		
TV music channels	0.0%		
	0.0%		

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.

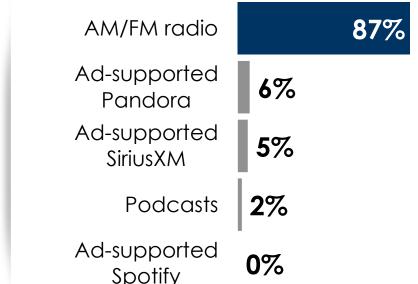
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company): Toyota Motor Industries. In car listening.

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+

AM/FM radio		61%	
Ad-free SiriusXM	17%		
Owned music	6%		
Ad-supported Pandora	4%		
Ad-free Spotify	4%		
Ad-supported SiriusXM	4%		
Music videos on YouTube	3%		
Podcasts	1%		
Other streaming audio	1%		
Audiobooks	0.0%		
Apple Music	0.0%		
Ad-supported Spotify	0.0%		
Amazon Music	0.0%		
Ad-free Pandora	0.0%		
TV music channels	0.0%		
Other	0.0%		

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.

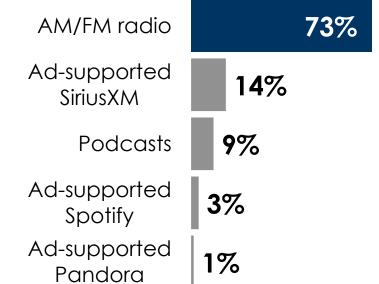
Source: Edison Research, "Share of Ear," 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent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

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+

AM/FM radio Music videos on YouTube Ad-supported SiriusXM Owned music Ad-free SiriusXM Podcasts Apple Music Ad-free Spotify Other streaming audio Ad-supported Spotify Ad-supported Pandora Amazon Music Audiobooks Ad-free Pandora TV music channels Other	11% 9% 8% 8% 6% 3% 3% 2% 2% 1% 1% 1% 1% 0.0% 0.0%	46%
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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.

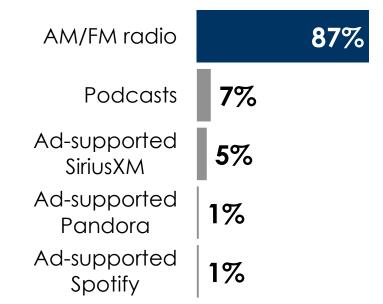
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company): Porsche SE, Mercedes-Benz Group, Bayerische Motoren Werke AG.

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+

AM/FM radio		58%
Ad-free SiriusXM	16%	
Owned music	5%	
Podcasts	4%	
Music videos on YouTube	4%	
Ad-supported SiriusXM	3%	
Ad-free Spotify	3%	
Apple Music	2%	
Other streaming audio	1%	
Audiobooks	1%	
Amazon Music	0.6%	
Ad-free Pandora	0.5%	
Ad-supported Pandora	0.4%	
Ad-supported Spotify	0.4%	
TV music channels	0%	
Other	0%	

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.

Source: Edison Research, "Share of Ear," Q2 2022-Q1 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?: Primary car (brand): Ford. In car listening.

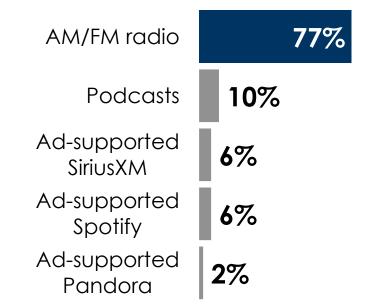
BMW drivers in the car: AM/FM radio leads share of audio listening

41%

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

AM/FM radio Music videos on YouTube 18% 14% Ad-free SiriusXM Owned music 7% Podcasts 5% Ad-supported SiriusXM 3% 3% Apple Music Ad-supported Spotify 3% Ad-free Spotify 2% Other streaming audio 2% Ad-supported Pandora 1.0% Amazon Music 1% Audiobooks 0.5% Ad-free Pandora 0.1% TV music channels 0% 0% Other

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.

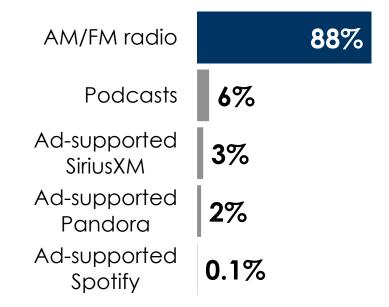
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): BMW.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

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+

AM/FM radio Ad-free SiriusXM Owned music Podcasts Music videos on YouTube Ad-supported SiriusXM Ad-free Spotify Ad-supported Pandora Apple Music Amazon Music Audiobooks Other streaming audio Ad-free Pandora Ad-supported Spotify	10% 6% 5% 3% 2% 2% 2% 1% 1% 1% 0.2% 0.2% 0.1% 0%	67%
Ad-supported Spotify TV music channels Other	0.1% 0% 0%	

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.

Source: Edison Research, "Share of Ear," Q2 2022-Q1 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?: Primary car (brand): Chevrolet. In car listening.

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+

AM/FM radio		65%
Ad-free SiriusXM	11%	
Owned music	6%	
Ad-free Spotify	5%	
Podcasts	4%	
Ad-supported SiriusXM	2%	
Audiobooks	2%	
Music videos on YouTube	1%	
Amazon Music	1%	
Other streaming audio	1%	
Ad-supported Pandora	0.7%	
Apple Music	0.3%	
Ad-supported Spotify	0.3%	
Other	0.1%	
Ad-free Pandora	0%	
TV music channels	0%	

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

AM/FM radio	90%
Podcasts	6 %
Ad-supported SiriusXM	3%
Ad-supported Pandora	1%
Ad-supported Spotify	0.4%

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.

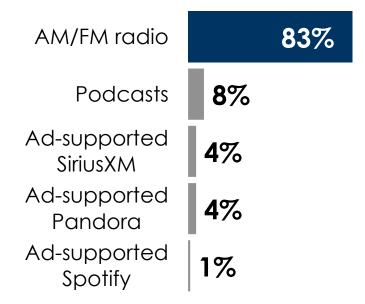
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Honda.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

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+

AM/FM radio		54%
Ad-free SiriusXM	13%	
Ad-free Spotify	6%	
Apple Music	6%	
Podcasts	5%	
Ad-free Pandora	3%	
Ad-supported SiriusXM	3%	
Audiobooks	3%	
Ad-supported Pandora	3%	
Music videos on YouTube	2%	
Other streaming audio	1%	
Owned music	1%	
Amazon Music	0.5%	
Ad-supported Spotify	0.4%	
TV music channels	0%	
Other	0%	

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.

Source: Edison Research, "Share of Ear," Q2 2022-Q1 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?: Primary car (brand): Hyundai. In car listening.

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+

AM/FM radio		53%	
Ad-free SiriusXM	19%		
Owned music	4%		
Ad-supported SiriusXM	4%		
Apple Music	4%		
Music videos on YouTube	4%		
Podcasts	3%		
Ad-free Pandora	2%		
Ad-supported Pandora	2%		
Audiobooks	2%		
Ad-free Spotify	1%		
Ad-supported Spotify	1%		
Other streaming audio	0.4%		
Amazon Music	0.3%		
TV music channels	0.0%		
Other	0.0%		

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

AM/FM radio	85%
Ad-supported SiriusXM	7%
Podcasts	4%
Ad-supported Pandora	3%
Ad-supported Spotify	1%

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.

Source: Edison Research, "Share of Ear," 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?: Primary car (brand): Jeep. In car listening.

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+

AM/FM radio		55%
Ad-free SiriusXM	18%	
Owned music	9%	
Ad-supported SiriusXM	4%	
Ad-free Spotify	4%	
Audiobooks	3%	
Ad-supported Pandora	2%	
Music videos on YouTube	2%	
Podcasts	2%	
Other streaming audio	1%	
Ad-free Pandora	1%	
Ad-supported Spotify	0.4%	
Other	0.4%	
Apple Music	0.3%	
Amazon Music	0.0%	
TV music channels	0.0%	

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

AM/FM radio	88%
Ad-supported SiriusXM	6%
Ad-supported Pandora	3%
Podcasts	2%
Ad-supported Spotify	1%

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.

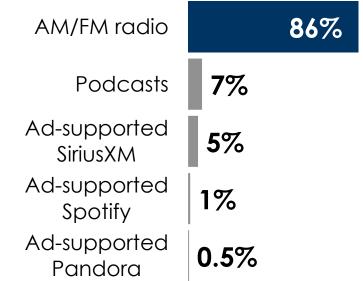
Source: Edison Research, "Share of Ear," 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand):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

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+

AM/FM radio		55%
Ad-free SiriusXM	14%	
Owned music	7%	
Ad-free Spotify	6%	
Podcasts	5%	
Music videos on YouTube	4%	
Ad-supported SiriusXM	3%	
Audiobooks	1%	/
Other streaming audio	1%	
Amazon Music	1%	
Apple Music	1%	/
Ad-supported Spotify	1%	
Ad-free Pandora	0.3%	
Ad-supported Pandora	0.3%	
Other	0.2%	/
TV music channels	0.0%	

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.

Source: Edison Research, "Share of Ear," Q2 2022-Q1 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?: Primary car (brand): Nissan. In car listening.

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+

AM/FM radio		58%
Ad-free SiriusXM	18%	
Owned music	6%	
Audiobooks	6%	
Ad-supported SiriusXM	4%	
Ad-free Pandora	2.4%	
Ad-free Spotify	1%	
Podcasts	1%	
Ad-supported Spotify	1.2%	
Apple Music	1%	
Other streaming audio	1%	
Music videos on YouTube	0.2%	
Ad-supported Pandora	0.1%	
Amazon Music	0.0%	
TV music channels	0.0%	
Other	0.0%	

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

AM/FM radio	90%
Ad-supported SiriusXM	6 %
Podcasts	2%
Ad-supported Spotify	2%
Ad-supported Pandora	0.2%

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.

Source: Edison Research, "Share of Ear," Q2 2022-Q1 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?: Primary car (brand): Subaru. In car listening.

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+

AM/FM radio Ad-free SiriusXM Other streaming audio Owned music Podcasts Ad-free Spotify Music videos on YouTube Audiobooks Ad-supported SiriusXM Ad-supported Pandora	8% 8% 5% 4% 3% 2% 2% 2% 2% 2%	61%
Ad-free Spotify	3%	
Music videos on YouTube	2%	
Audiobooks	2%	
Ad-supported SiriusXM	2%	
Ad-supported Pandora	2%	
Apple Music	1%	
Amazon Music	1%	
Ad-supported Spotify	1%	
Ad-free Pandora	0.2%	
TV music channels	0.0%	
Other	0%	

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

AM/FM radio	87%
Podcasts	6%
Ad-supported SiriusXM	3%
Ad-supported Spotify	2%
Ad-supported Pandora	2%

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.

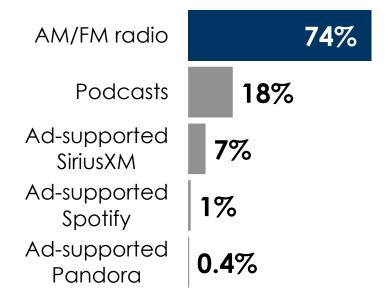
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Toyota.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

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+

AM/FM radio		39%
Ad-free SiriusXM	16%	
Owned music	11%	
Podcasts	10%	
Music videos on YouTube	7%	
Apple Music	4%	
Ad-supported SiriusXM	4%	
Other streaming audio	4%	
Ad-free Spotify	2%	
Amazon Music	1%	
Audiobooks	1%	
Ad-free Pandora	0.4%	
Ad-supported Spotify	0.3%	
Ad-supported Pandora	0.2%	
Other	0.2%	
TV music channels	0.0%	

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.

Source: Edison Research, "Share of Ear," 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?: Primary car (brand): Audi. In car listening.

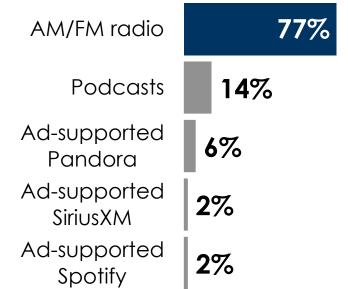
Share of audio listening in all locations

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+

AM/FM radio		46%
Music videos on YouTube	11%	
Podcasts	8%	
Owned music	7%	
Ad-free SiriusXM	6%	
Ad-supported Pandora	4%	
Other streaming audio	4%	
TV music channels	3%	
Amazon Music	3%	
Ad-free Spotify	2%	
Audiobooks	2%	
Other	2%	
Ad-supported SiriusXM	1%	
Ad-supported Spotify	1%	
Apple Music	1%	
Ad-free Pandora	1%	

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.

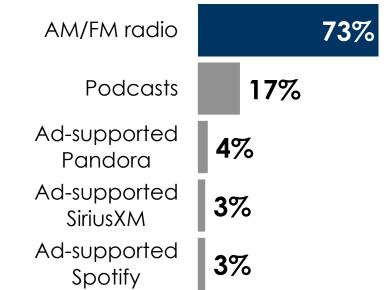
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

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+

AM/FM radio Music videos on YouTube Owned music Podcasts Ad-free Spotify Ad-free SiriusXM TV music channels Other streaming audio Audiobooks Ad-supported Pandora Apple Music Ad-supported Spotify Amazon Music Ad-supported SiriusXM	11% 10% 10% 5% 4% 3% 3% 3% 3% 3% 2% 2% 2% 2% 2% 2%	42%
Ad-supported SiriusXM Ad-free Pandora Other	2% 0.4% 0.3%	

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.

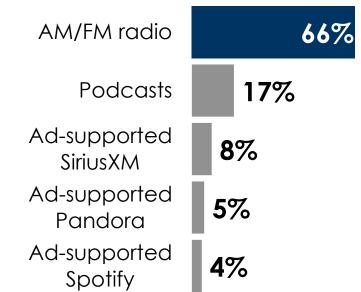
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

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+

AM/FM radio Ad-free SiriusXM Music videos on YouTube Podcasts Owned music Other streaming audio	11% 10% 9% 5% 5%	36%	ŀ
Ad-supported SiriusXM Ad-free Spotify Audiobooks Apple Music Ad-supported Pandora	4% 4% 4% 3% 3%		A
Ad-supported Spotify Ad-free Pandora TV music channels	2% 2% 2%		A
Amazon Music Other	2% 0.1%		A

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.

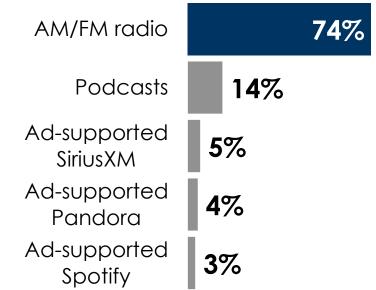
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

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+

AM/FM radio		40%
Music videos on YouTube	14%	
Owned music	8%	
Podcasts	8%	
Ad-free SiriusXM	7%	
Ad-free Spotify	5%	
Apple Music	3%	
Audiobooks	3%	
Ad-supported SiriusXM	3%	
Other streaming audio	2%	
Ad-supported Pandora	2%	
Ad-supported Spotify	2%	
Amazon Music	2%	
Ad-free Pandora	2%	
TV music channels	1%	
Other	0.3%	

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.

Source: Edison Research, "Share of Ear," Q2 2022-Q1 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?: Primary car (parent company): Stellantis.

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+

2% 2%

2%

2%

1%

0.3%

0.2%

Ad-supported Spotify

Ad-supported SiriusXM

Ad-supported Pandora

Audiobooks

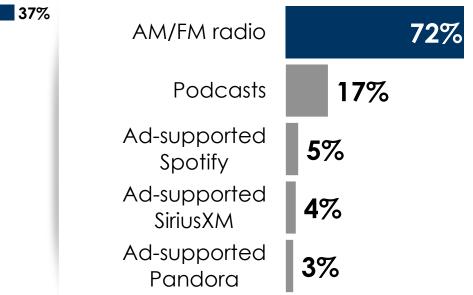
Apple Music

Other

Ad-free Pandora

AM/FM radio 37% AM/FM radio Music videos on YouTube 15% Podcasts 9% Owned music 9% Ad-free Spotify 5% Podcasts Other streaming audio 5% Ad-free SiriusXM 5% Ad-supported TV music channels 3% 2% Amazon Music

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.

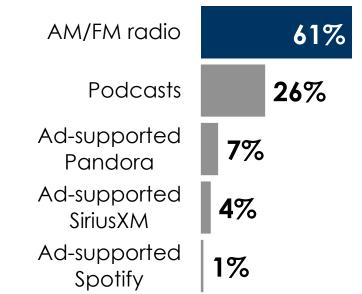
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

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+

AM/FM radio		34%
Podcasts	14%	
Music videos on YouTube	11%	
Owned music	8%	
Ad-free SiriusXM	6%	
TV music channels	6%	
Ad-free Spotify	6%	
Ad-supported Pandora	4%	
Apple Music	3%	
Ad-supported SiriusXM	2%	
Audiobooks	2%	
Other streaming audio	1%	
Amazon Music	1%	
Ad-supported Spotify	1%	
Ad-free Pandora	0.3%	
Other	0.2%	

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



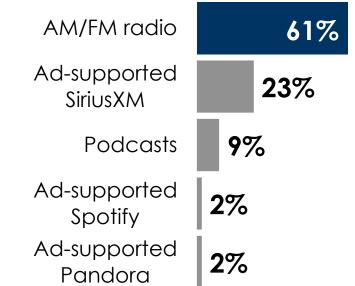
How to read: 34% of all audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio. 61% of ad-supported audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio.

Source: Edison Research, "Share of Ear," 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?: Primary car (parent company): Mercedes-Benz Group.

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.

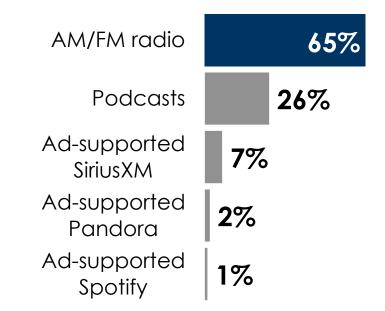
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company): Porsche SE, Mercedes-Benz Group, Bayerische Motoren Werke AG.

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+

AM/FM radio Owned music Podcasts Music videos on YouTube Ad-free SiriusXM TV music channels Apple Music Ad-free Spotify Ad-supported SiriusXM Other streaming audio Amazon Music Audiobooks Ad-supported Pandora Ad-supported Spotify Ad-free Pandora Other	13% 13% 10% 9% 4% 4% 3% 2% 1% 1% 1% 0.0%	32%
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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.

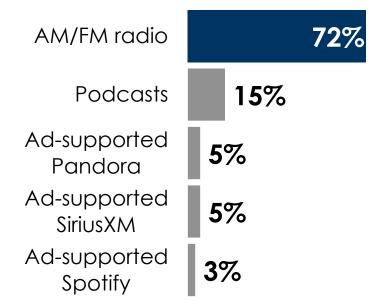
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

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+

AM/FM radio	1.477	39%
Music videos on YouTube	14%	
Podcasts	8%	
Owned music	8%	
Ad-free SiriusXM	7%	
Ad-free Spotify	5%	
Amazon Music	3%	
TV music channels	3%	
Ad-supported SiriusXM	3%	
Ad-supported Pandora	3%	
Apple Music	2%	
Audiobooks	2%	
Other streaming audio	2%	
Ad-supported Spotify	2%	
Ad-free Pandora	0.4%	_
Other	0.4%	

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.

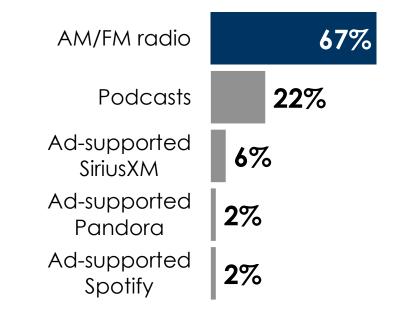
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Ford.

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+

28% AM/FM radio Music videos on YouTube 18% 10% Owned music TV music channels 10% Podcasts 10% Ad-free SiriusXM 7% Apple Music 3% Amazon Music 3% Ad-supported SiriusXM 3% Other streaming audio 2% 2% Audiobooks Ad-free Spotify 2% Ad-supported Pandora 1% Ad-supported Spotify 1% Other 0.2% Ad-free Pandora 0.0%

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 adsupported audio time spent listening among BMW drivers is to AM/FM radio.

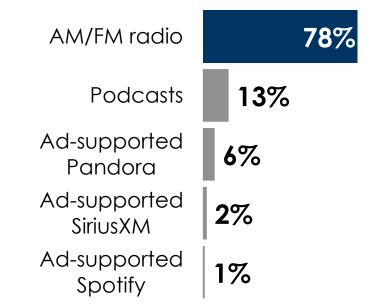
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): BMW.

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+

Music videos on YouTube11%Podcasts8%Owned music7%Other streaming audio4%Ad-free SiriusXM4%Ad-supported Pandora4%TV music channels3%Amazon Music3%Ad-free Spotify2%Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-supported Spotify1%Ad-free Pandora1%Ad-free Pandora1%Ad-free Pandora1%Ad-free Pandora1%	AM/FM radio		48%
Owned music7%Other streaming audio4%Ad-free SiriusXM4%Ad-supported Pandora4%TV music channels3%Amazon Music3%Ad-free Spotify2%Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-free Pandora1%	Music videos on YouTube	11%	-
Other streaming audio4%Ad-free SiriusXM4%Ad-supported Pandora4%TV music channels3%Amazon Music3%Ad-free Spotify2%Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-free Pandora1%	Podcasts	8%	
Ad-free SiriusXM 4% Ad-supported Pandora 4% TV music channels 3% Amazon Music 3% Ad-free Spotify 2% Audiobooks 2% Other 2% Ad-supported SiriusXM 1% Ad-supported Spotify 1% Ad-free Pandora 1%	Owned music	7%	
Ad-supported Pandora4%TV music channels3%Amazon Music3%Ad-free Spotify2%Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-free Pandora1%	Other streaming audio	4%	
TV music channels3%Amazon Music3%Ad-free Spotify2%Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-supported Spotify1%Ad-free Pandora1%	Ad-free SiriusXM	4%	
Amazon Music3%Ad-free Spotify2%Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-supported Spotify1%Ad-free Pandora1%	Ad-supported Pandora	4%	
Ad-free Spotify2%Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-supported Spotify1%Ad-free Pandora1%	TV music channels	3%	
Audiobooks2%Other2%Ad-supported SiriusXM1%Ad-supported Spotify1%Ad-free Pandora1%	Amazon Music	3%	
Other 2% Ad-supported SiriusXM 1% Ad-supported Spotify 1% Ad-free Pandora 1%	Ad-free Spotify	2%	
Ad-supported SiriusXM 1% Ad-supported Spotify 1% Ad-free Pandora 1%	Audiobooks	2%	
Ad-supported Spotify 1% Ad-free Pandora 1%	Other	2%	
Ad-free Pandora 1%	Ad-supported SiriusXM	1%	
	Ad-supported Spotify	1%	
Apple Music 1%	Ad-free Pandora	1%	
	Apple Music	1%	

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.

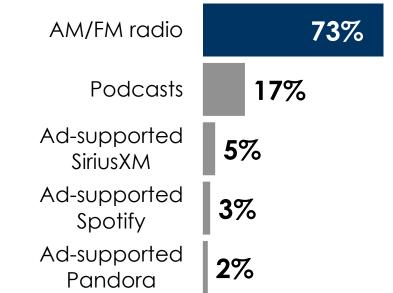
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Chevrolet.

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+

AM/FM radio	1107	42%	
Owned music	11%		F
Music videos on YouTube	10%		
Podcasts	10%		
Ad-free Spotify	8%		
Ad-free SiriusXM	7%		
Ad-supported SiriusXM	3%		
Apple Music	2%		А
Ad-supported Spotify	2%		, (
Amazon Music	1%		
Ad-supported Pandora	1%		٨
Other streaming audio	1%		A
Audiobooks	1%		
TV music channels	1%		
Other	0.3%		A
Ad-free Pandora	0.0%		

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.

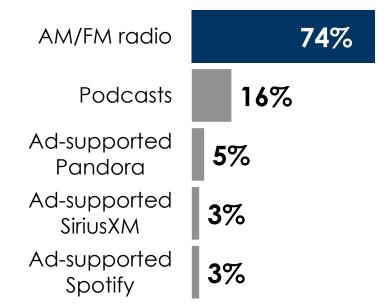
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Dodge.

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+

AM/FM radio Music videos on YouTube Owned music Podcasts Ad-free Spotify Ad-free SiriusXM Other streaming audio Ad-supported Pandora Audiobooks TV music channels Amazon Music Ad-supported Spotify Ad-supported SiriusXM Apple Music Ad-free Pandora Other	11% 10% 9% 6% 4% 3% 3% 3% 2% 2% 2% 2% 2% 2% 1% 0.4% 0.3%	43%
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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.

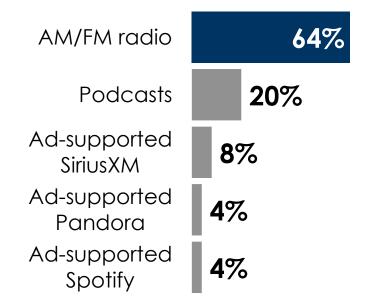
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Honda.

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+

AM/FM radio 33% Ad-free SiriusXM 11% 11% Music videos on YouTube Podcasts 10% 5% Owned music Ad-free Spotify 4% 4% Audiobooks Other streaming audio 4% 4% Ad-supported SiriusXM 3% Apple Music Ad-free Pandora 3% Amazon Music 3% Ad-supported Pandora 2% Ad-supported Spotify 2% TV music channels 1% Other 0.1%

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



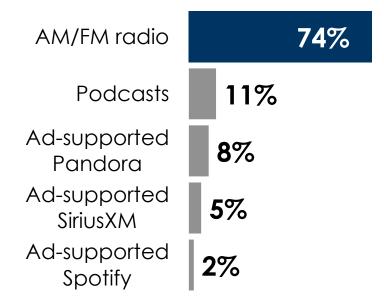
How to read: 33% of all audio time spent listening among Hyundai drivers is to AM/FM radio. 64% of ad-supported audio time spent listening among Hyundai drivers is to AM/FM radio.

Source: Edison Research, "Share of Ear," Q2 2022-Q1 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?: Primary car (brand): Hyundai.

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.

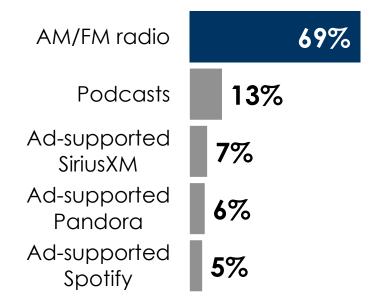
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Jeep.

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+

AM/FM radio 40% Ad-free SiriusXM 11% Music videos on YouTube 9% Podcasts 7% Other streaming audio 5% Owned music 5% Ad-supported SiriusXM 4% Ad-supported Pandora 4% Ad-free Spotify 3% Apple Music 3% Audiobooks 3% Ad-supported Spotify 3% TV music channels 3% Ad-free Pandora 1% Amazon Music 0.4% Other 0.0%

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.

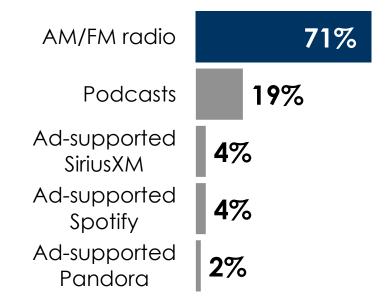
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Kia.

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+

AM/FM radio 33% Music videos on YouTube 18% Owned music 11% Podcasts 9% Ad-free Spotify 6% TV music channels 5% Ad-free SiriusXM 5% 3% Audiobooks 2% Other streaming audio Ad-supported SiriusXM 2% 2% Ad-supported Spotify Apple Music 2% Amazon Music 2% Ad-supported Pandora 1% Ad-free Pandora 1% 0.2% Other

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.

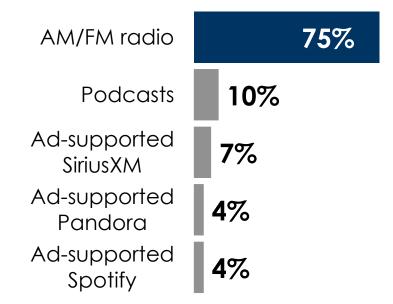
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Nissan.

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+

AM/FM radio		42%
Owned music	14%	
Ad-free SiriusXM	10%	
Podcasts	5%	
TV music channels	4%	
Other streaming audio	4%	
Ad-supported SiriusXM	4%	
Audiobooks	4%	
Ad-free Spotify	3%	
Ad-supported Spotify	3%	
Music videos on YouTube	2%	
Ad-supported Pandora	2%	
Amazon Music	2%	
Apple Music	1%	
Ad-free Pandora	1%	
Other	1%	

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.

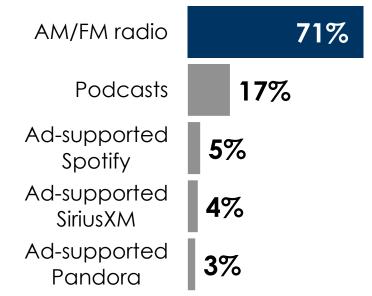
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Subaru.

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+

AM/FM radio		36%
Music videos on YouTube	15%	
Podcasts	9%	
Owned music	9%	
Ad-free Spotify	6%	
Other streaming audio	6%	
Ad-free SiriusXM	5%	
TV music channels	3%	
Ad-supported Spotify	3%	
Amazon Music	2%	
Audiobooks	2%	
Ad-supported SiriusXM	2%	
Apple Music	2%	
Ad-supported Pandora	2%	
Ad-free Pandora	0.4%	_
Other	0.2%	

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.

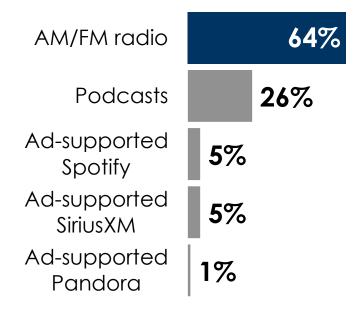
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Toyota.

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+

AM/FM radio Owned music Podcasts Music videos on YouTube Ad-free SiriusXM TV music channels Ad-free Spotify Other streaming audio Ad-supported Spotify Apple Music Ad-supported SiriusXM Amazon Music Audiobooks Ad-free Pandora Ad-supported Pandora Other	13% 13% 12% 6% 6% 4% 3% 3% 3% 2% 2% 1% 1% 1% 0.3% 0.0%	32%
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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.

Source: Edison Research, "Share of Ear," Year 2 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?: Primary car (brand): Audi.



Thank You

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