

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?

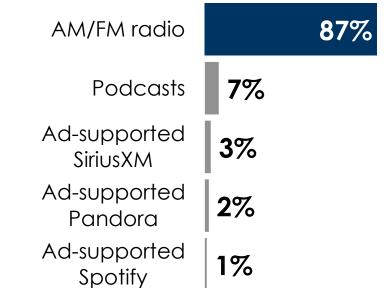
## Share of audio listening in the car

### 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.

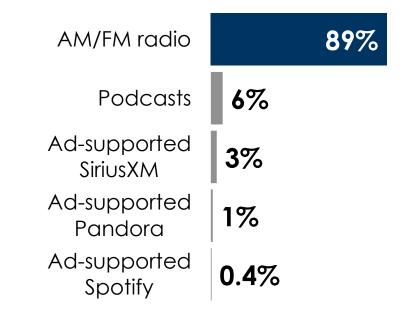
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

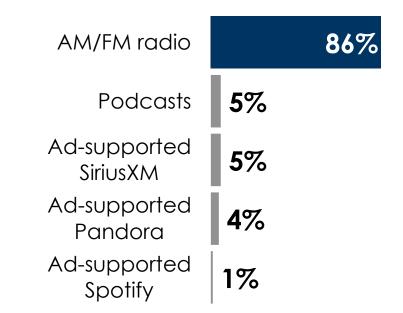
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

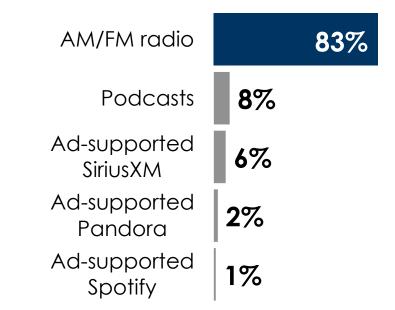
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

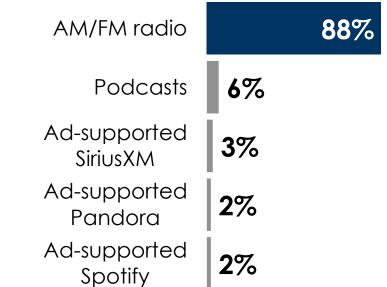
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

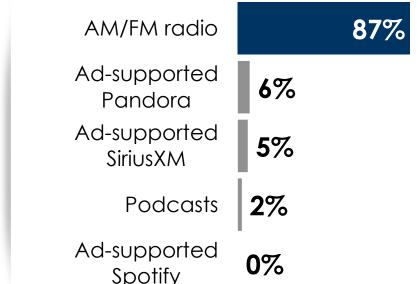
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

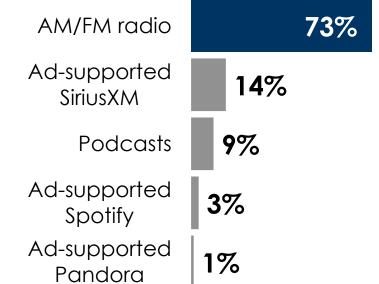
Source: Edison Research, "Share of Ear," 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent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

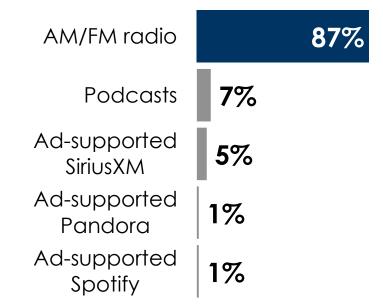
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

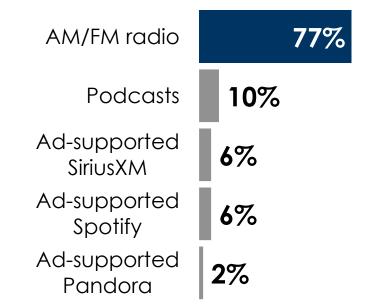
## BMW drivers in the car: AM/FM radio leads share of audio listening

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.

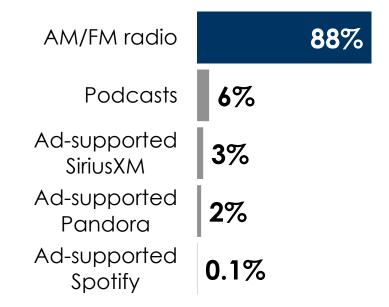
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): BMW. 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	<b>6</b> %
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.

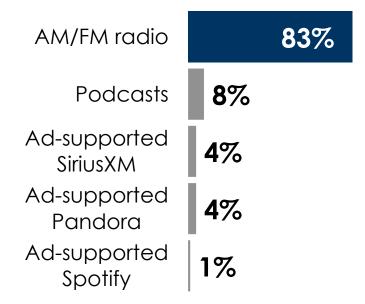
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Honda.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

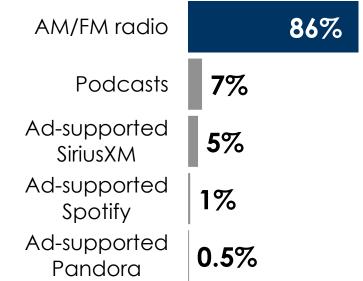
Source: Edison Research, "Share of Ear," 2 year average 2021-2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): 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	<b>6</b> %
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.

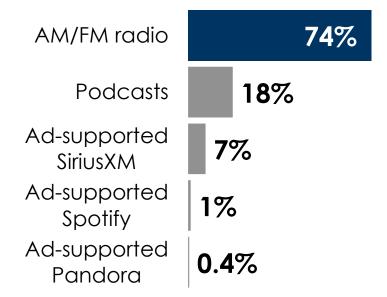
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Toyota.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

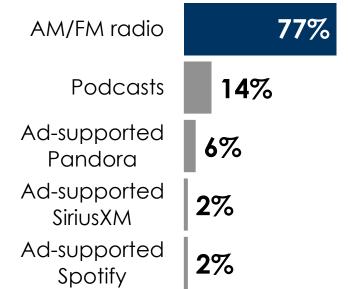
## Share of audio listening in all locations

### 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.

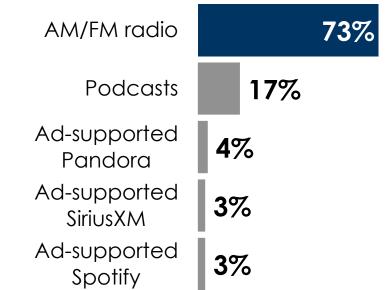
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

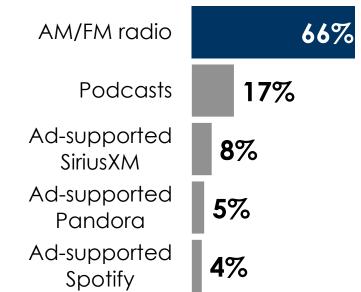
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

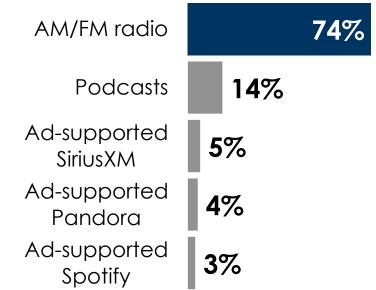
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

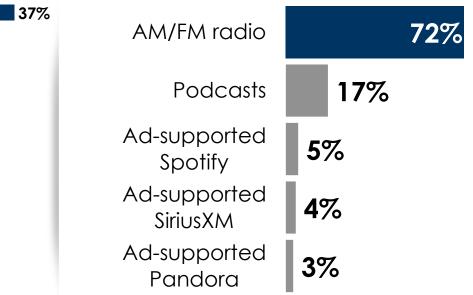
Apple Music

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.

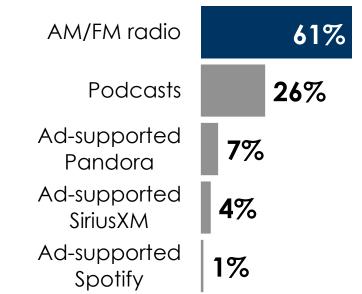
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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



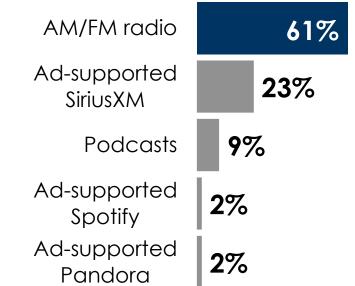
**How to read:** 34% of all audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio. 61% of ad-supported audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio.

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.

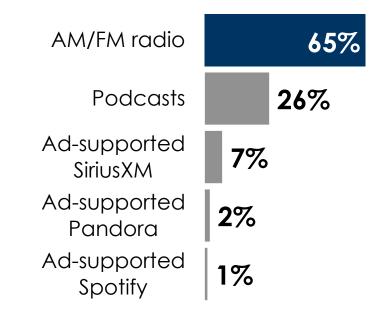
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

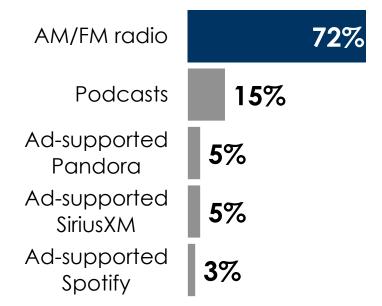
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (parent company):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

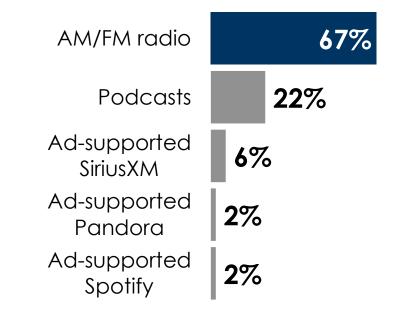
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Ford.

## 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.

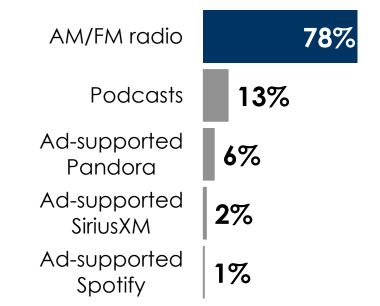
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): BMW.

## 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.

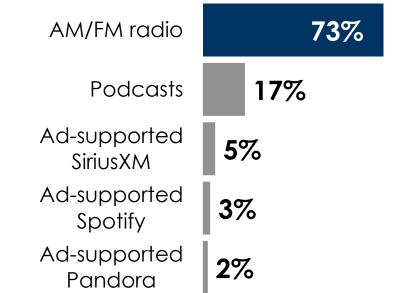
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Chevrolet.

## 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.

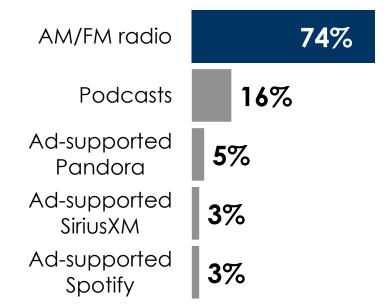
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Dodge.

## 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.

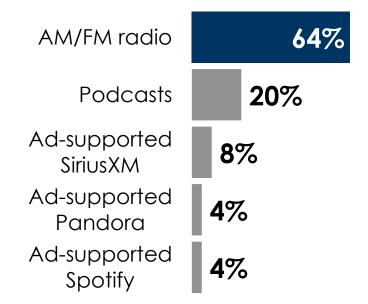
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Honda.

## 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+



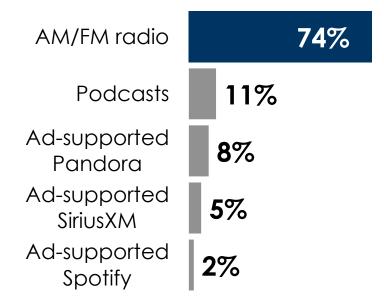
How to read: 33% of all audio time spent listening among Hyundai drivers is to AM/FM radio. 64% of ad-supported audio time spent listening among Hyundai drivers is to AM/FM radio.

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.

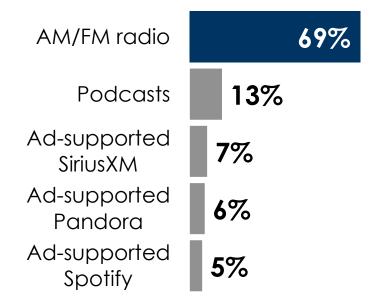
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Jeep.

## 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.

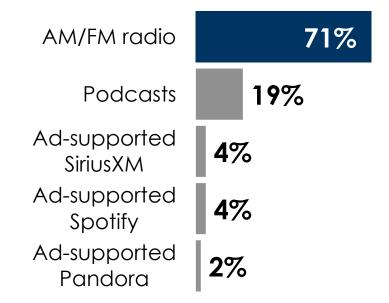
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Kia.

## 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.

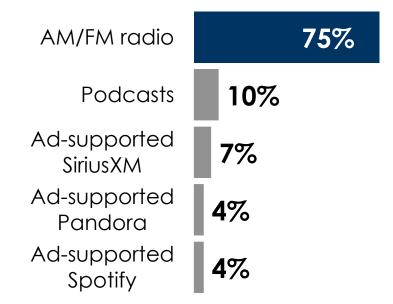
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Nissan.

## 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.

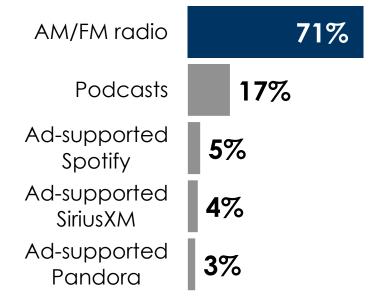
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Subaru.

## 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.

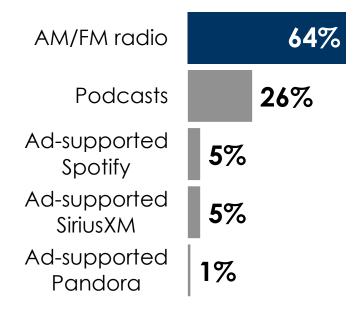
Source: Edison Research, "Share of Ear," Q2 2022-Q1 2023. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): Toyota.

## 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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