

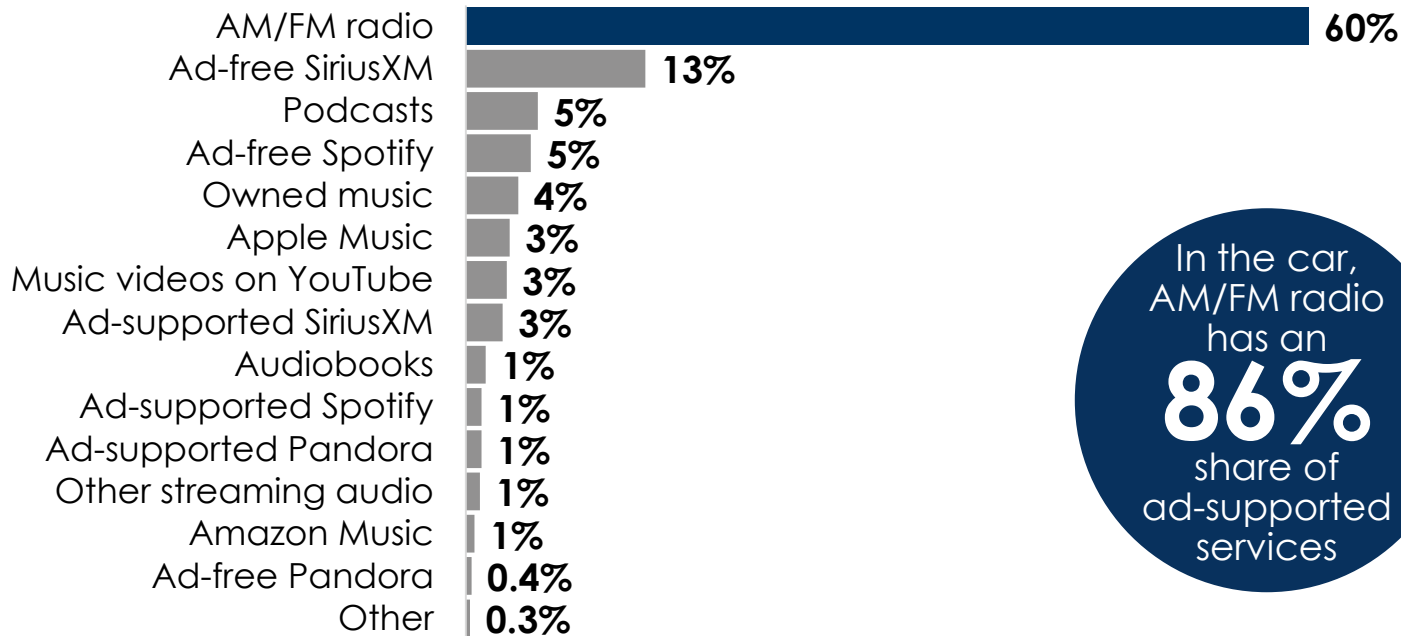


# Edison Research's "Share of Ear" Q1 2024: How car owners listen to audio



# In-car total audio shares: AM/FM radio dominates

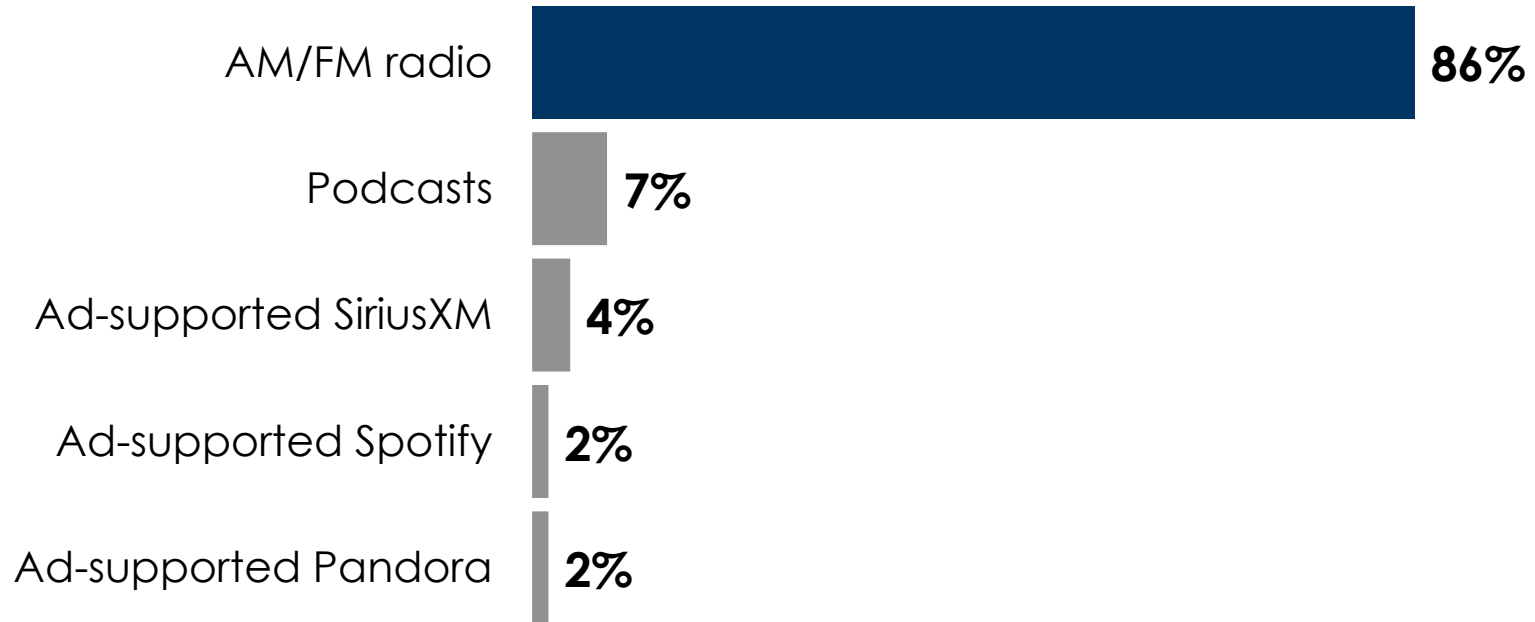
Share of audio (ad-supported and ad-free) time spent in the car among persons 18+



In the car,  
AM/FM radio  
has an  
**86%**  
share of  
ad-supported  
services

# AM/FM radio rules ad-supported audio in the car

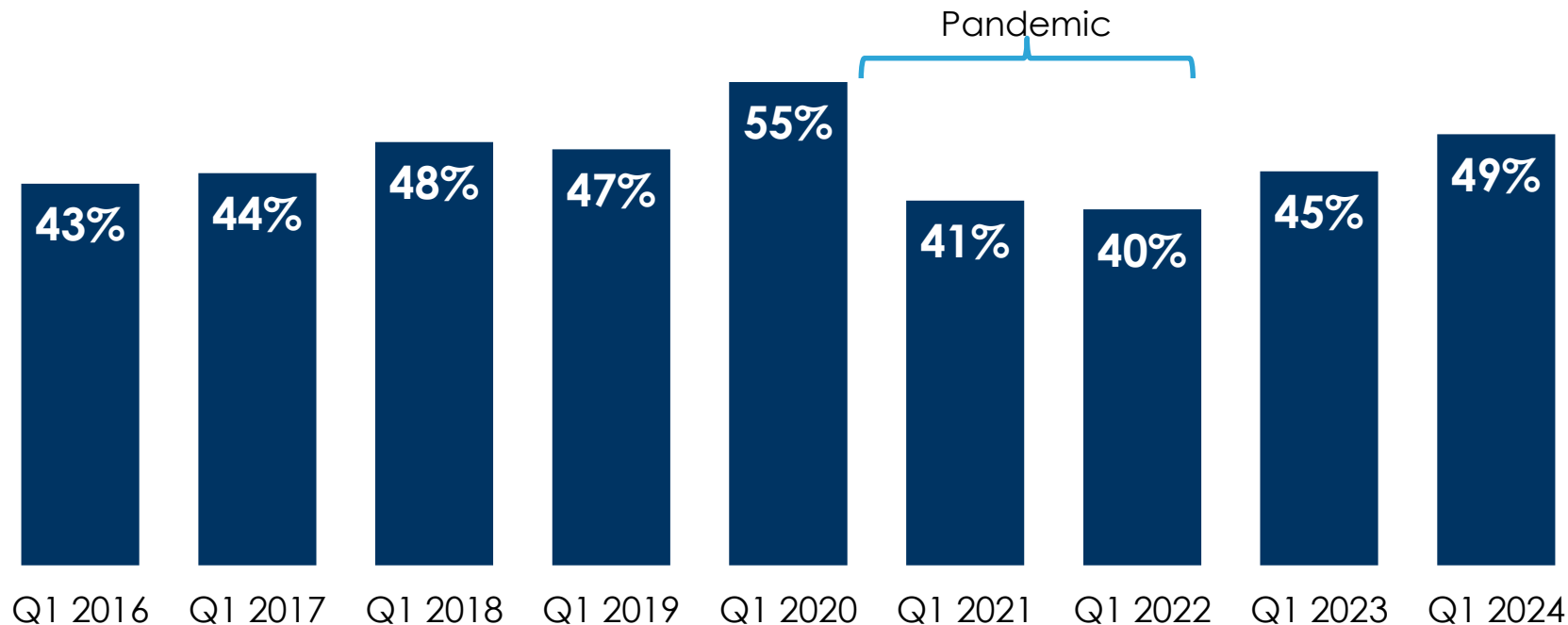
Share of ad-supported audio time spent in the car among persons 18+



Source: Edison Research, "Share of Ear," Q2 2023 – Q1 2024. Persons 18+, in the car; SiriusXM: Ad-supported: Spoken Word. Ad-free: Music; Podcasts listened to on streaming platforms are included in 'podcasts;' Percentages may not add up to 100 due to rounding.

# The proportion of in-car AM/FM radio listening surges 4 points from the prior year to pre-pandemic norms

AM/FM radio's proportion of listening that occurs in the car among persons 25-54



Source: Edison "Share of Ear" AM/FM Radio proportion of 25-54 listening occurring in the car. 2016-2024 surveys are from Q2-Q1 of each respective year.

# 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	Porsche SE	Renault-Nissan-Mitsubishi Alliance	Stellantis	Subaru	Toyota Motor Industries	Mercedes-Benz Group*
<b>AM/FM radio</b>	81%	87%	86%	84%	86%	88%	83%	90%	82%
Podcasts	11%	7%	4%	4%	6%	5%	9%	5%	10%
Ad-supported SiriusXM	4%	4%	5%	10%	3%	4%	6%	3%	6%
Ad-supported Pandora	3%	2%	4%	1%	2%	1%	0.2%	1%	1%
Ad-supported Spotify	0.5%	1%	1%	0%	2%	2%	3%	2%	0%

Source: Edison Research, "Share of Ear," Q2 2023-Q1 2024, Mercedes-Benz: 2 year average 2022-2024 \*Mercedes-Benz n=90. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?

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

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

	Brands												
	Chevrolet	Honda	Hyundai	Toyota	Subaru	Ford	Nissan	BMW	Audi*	Jeep	Kia	Dodge	Lexus
<b>AM/FM radio</b>	79%	87%	83%	90%	83%	87%	86%	70%	77%	83%	90%	89%	87%
Podcasts	14%	6%	5%	5%	9%	7%	6%	19%	14%	5%	3%	8%	6%
Ad-supported SiriusXM	4%	4%	5%	3%	6%	3%	3%	5%	8%	8%	4%	2%	4%
Ad-supported Pandora	1%	2%	1%	1%	0.2%	1%	2%	1%	1%	2%	3%	2%	1%
Ad-supported Spotify	0.4%	1%	6%	2%	2%	1%	2%	4%	1%	2%	1%	0.4%	1%

Source: Edison Research, "Share of Ear," Q2 2023-Q1 2024, Audi, BMW, Kia, Lexus: 2 year average 2022-2024 \*Audi n=95. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?

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

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

	Parent companies								
	General Motors	Honda Motor Co.	Hyundai Motor Group	Porsche SE	Renault-Nissan-Mitsubishi Alliance	Stellantis	Subaru	Toyota Motor Industries	Mercedes-Benz Group*
<b>AM/FM radio</b>	54%	62%	59%	44%	61%	62%	53%	62%	54%
Ad-free SiriusXM	14%	11%	15%	25%	11%	14%	18%	9%	20%
Podcasts	7%	5%	3%	2%	4%	4%	6%	3%	7%
Ad-free Spotify	5%	5%	5%	7%	6%	3%	6%	6%	6%
Owned music	4%	5%	1%	1%	2%	4%	4%	5%	4%
Music videos on YouTube	4%	3%	3%	3%	3%	3%	1%	3%	1%
Apple music	4%	2%	2%	3%	3%	3%	4%	5%	1%
Ad-supported SiriusXM	3%	2%	3%	5%	2%	3%	4%	2%	4%
Ad-supported Pandora	2%	2%	1%	1%	2%	1%	0.1%	1%	1%
Audiobooks	1%	1%	3%	6%	1%	1%	1%	1%	0%
Other streaming audio/other	1%	1%	1%	1%	3%	2%	1%	1%	1%
Amazon music	0.4%	0.4%	1%	1%	1%	1%	0.3%	0.4%	1%
Ad-supported Spotify	0.4%	1%	3%	0%	2%	1%	2%	1%	0%
Ad-free Pandora	0.4%	1%	0.2%	1%	0.1%	1%	1%	0.2%	1%

Source: Edison Research, "Share of Ear," Q2 2023-Q1 2024, Mercedes-Benz: 2 year average 2022-2024 \*Mercedes-Benz n=90. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?

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

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

	Brands												
	Chevrolet	Honda	Hyundai	Toyota	Subaru	Ford	Nissan	BMW	Audi*	Jeep	Kia	Dodge	Lexus
<b>AM/FM radio</b>	53%	60%	56%	63%	53%	65%	61%	39%	42%	51%	60%	71%	59%
Ad-free SiriusXM	14%	12%	18%	9%	18%	12%	11%	14%	21%	25%	13%	6%	13%
Podcasts	10%	5%	3%	3%	6%	6%	4%	11%	8%	3%	2%	6%	4%
Ad-free Spotify	6%	5%	3%	6%	6%	3%	6%	4%	4%	5%	4%	2%	3%
Owned music	4%	5%	1%	5%	4%	3%	2%	5%	4%	1%	3%	2%	6%
Music videos on YouTube	4%	3%	3%	4%	1%	2%	3%	13%	4%	2%	7%	4%	0.3%
Apple music	4%	2%	3%	3%	4%	3%	3%	3%	6%	4%	1%	2%	10%
Ad-supported SiriusXM	3%	2%	4%	2%	4%	3%	2%	3%	4%	5%	3%	1%	3%
Ad-supported Pandora	1%	1%	1%	1%	0.1%	1%	2%	1%	1%	1%	2%	1%	1%
Amazon music	1%	0.4%	1%	1%	0.3%	0.3%	1%	1%	2%	1%	0.3%	2%	0.2%
Other streaming audio/other	1%	1%	1%	1%	1%	1.3%	3%	3%	3%	0.4%	2%	1%	0.3%
Ad-supported Spotify	0.3%	1%	4%	2%	2%	1%	2%	2%	1%	1%	1%	0.3%	1%
Ad-free Pandora	0.3%	1%	0.1%	0.3%	1%	0.4%	0.1%	0%	1%	0%	0.10%	1%	0%
Audiobooks	0%	1%	2%	1%	1%	1%	1%	1%	0.4%	1%	4%	0.4%	1%

Source: Edison Research, "Share of Ear," Q2 2023-Q1 2024, Audi, BMW, Kia, Lexus: 2 year average 2022-2024 \*Audi n=95. 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?

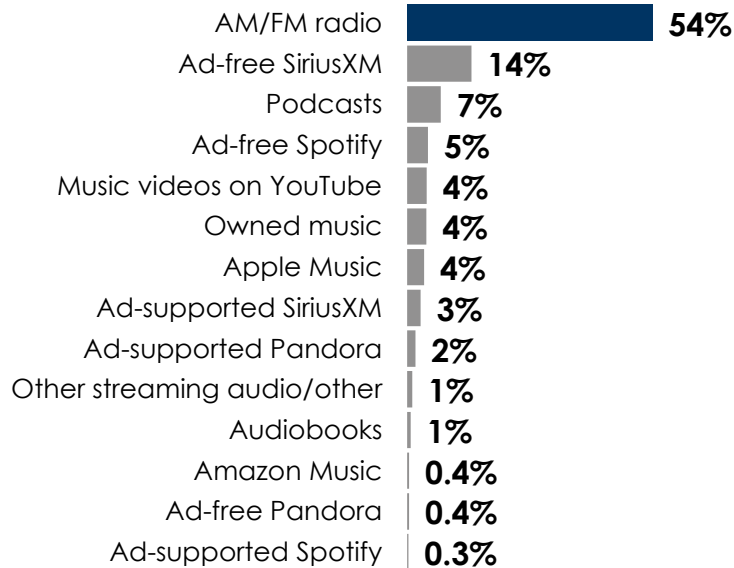


The image shows the front right corner of a white car, including the headlight, side mirror, and front wheel. The entire image is overlaid with a semi-transparent blue filter. The background is a blurred landscape with hills and trees.

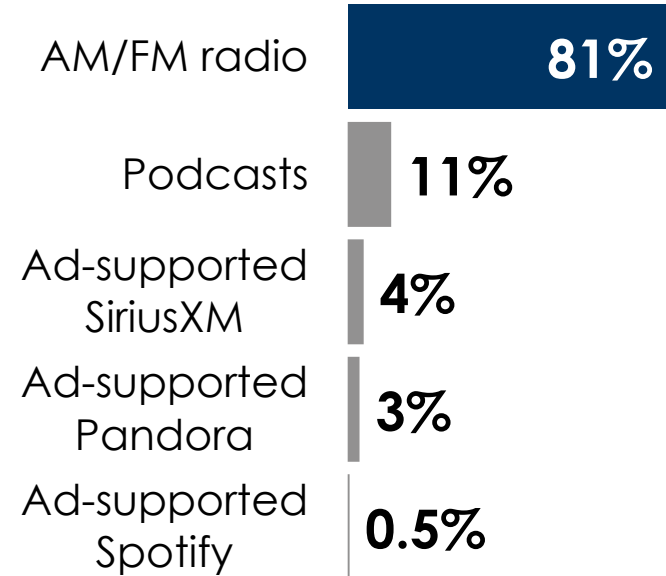
**Share of audio  
listening in the car**

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

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



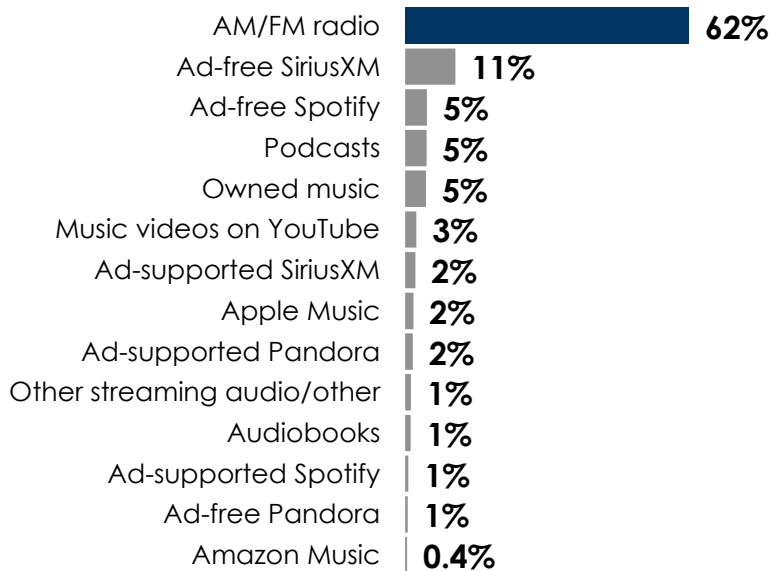
## In the car: Ad-supported share of audio time spent among General Motors drivers 18+



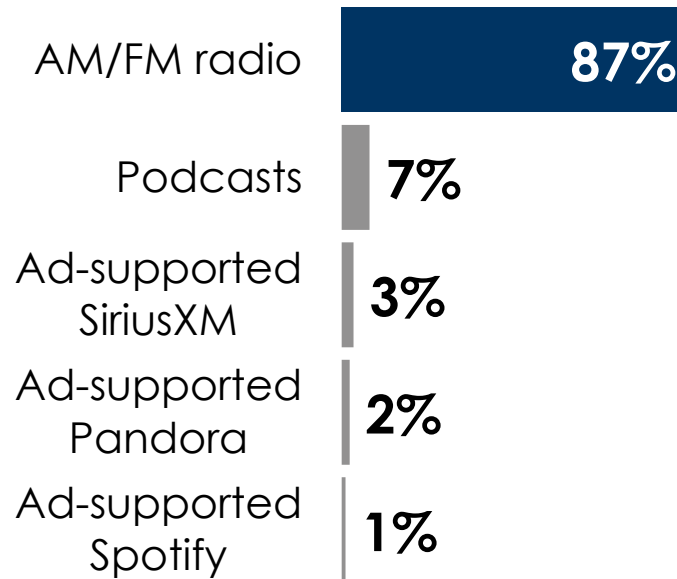
**How to read:** In the car, 54% of all audio time spent listening among General Motors drivers is to AM/FM radio. In the car, 81% of ad-supported audio time spent listening among General Motors drivers is to AM/FM radio.

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

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



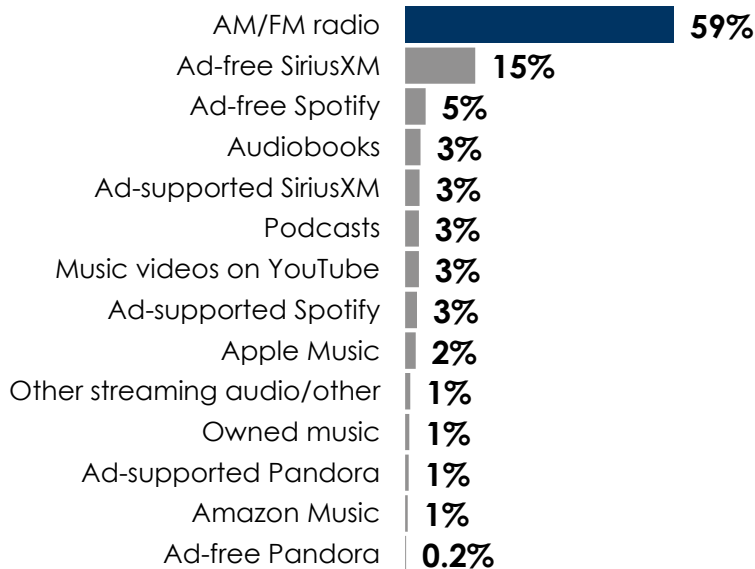
## In the car: Ad-supported share of audio time spent among Honda Motor Co. drivers 18+



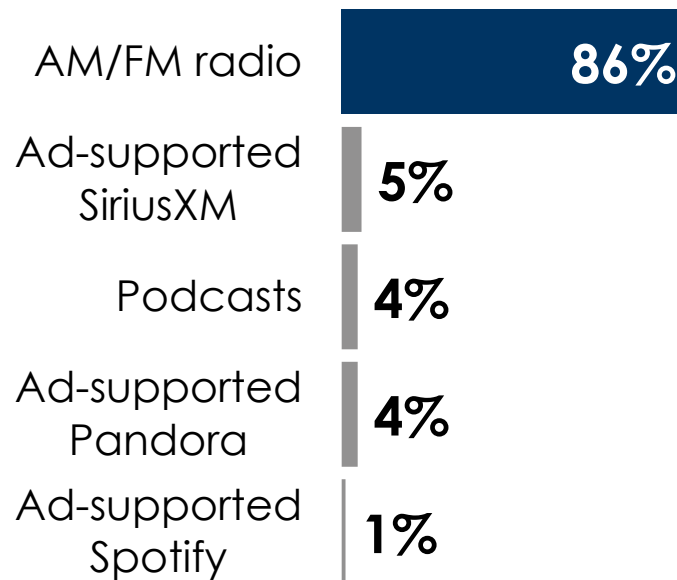
**How to read:** In the car, 62% of all audio time spent listening among Honda Motor co. drivers is to AM/FM radio. In the car, 87% of ad-supported audio time spent listening among Honda Motor co. drivers is to AM/FM radio.

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

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



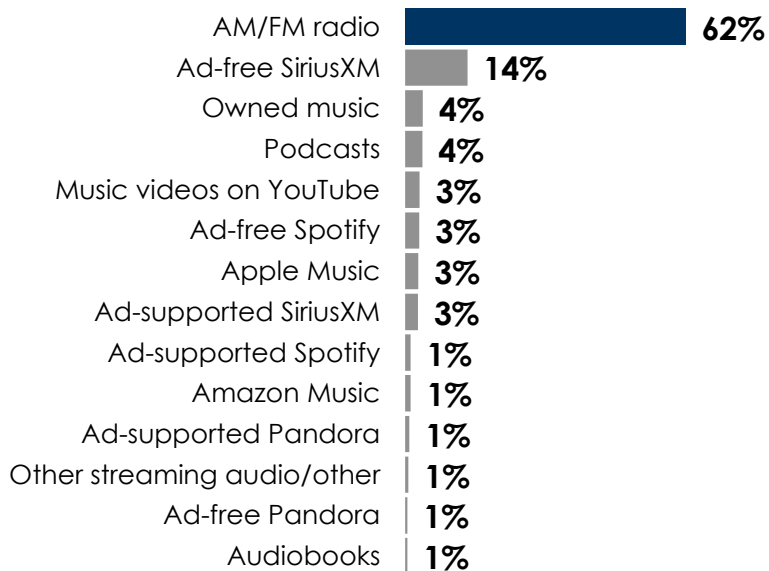
## In the car: Ad-supported share of audio time spent among Hyundai Motor Group drivers 18+



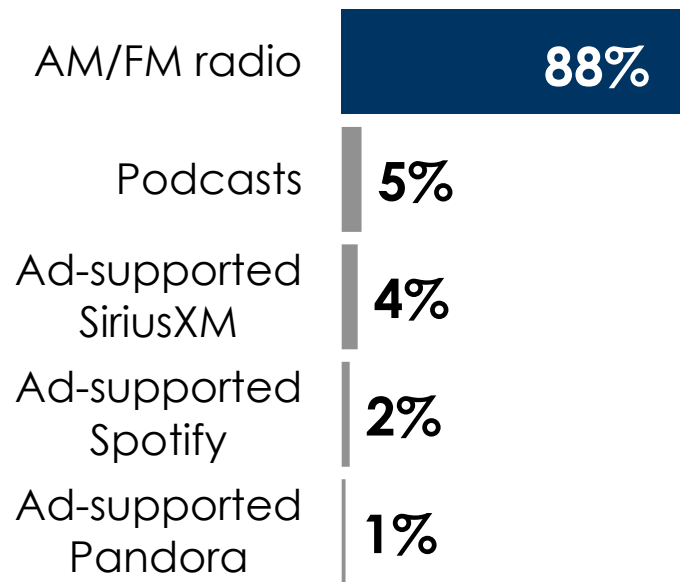
**How to read:** In the car, 59% of all audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio. In the car, 86% of ad-supported audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio.

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

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



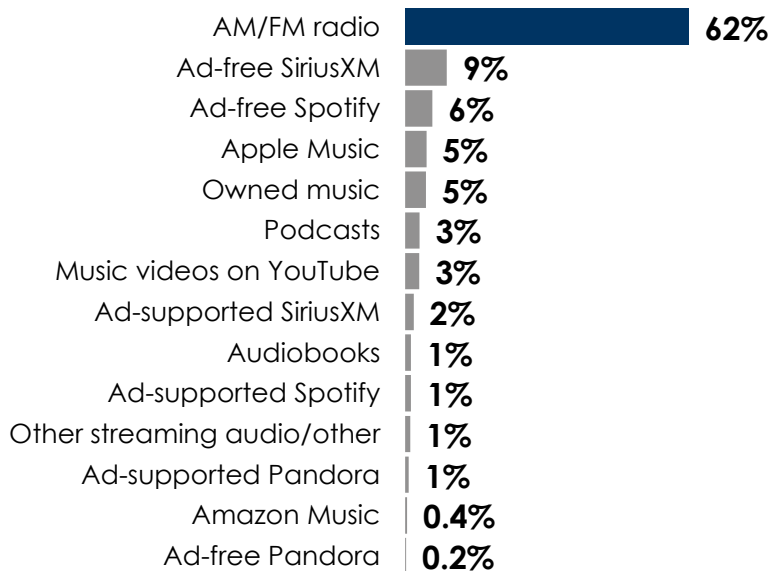
## In the car: Ad-supported share of audio time spent among Stellantis drivers 18+



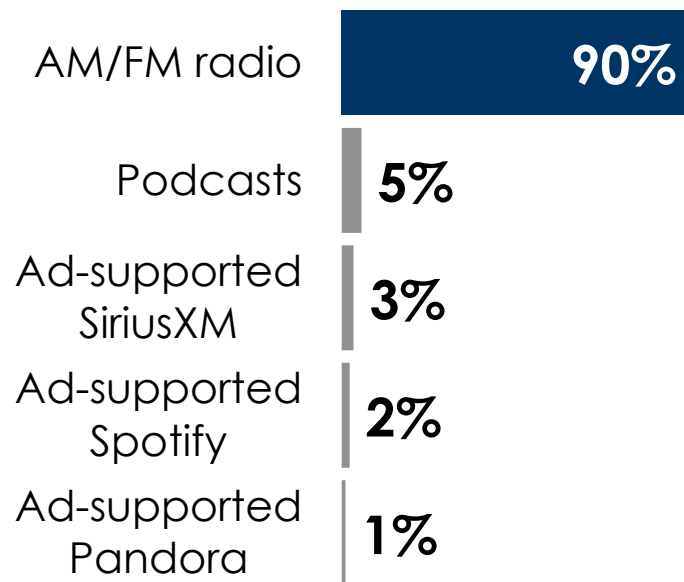
**How to read:** In the car, 62% of all audio time spent listening among Stellantis drivers is to AM/FM radio. In the car, 88% of ad-supported audio time spent listening among Stellantis drivers is to AM/FM radio.

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

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



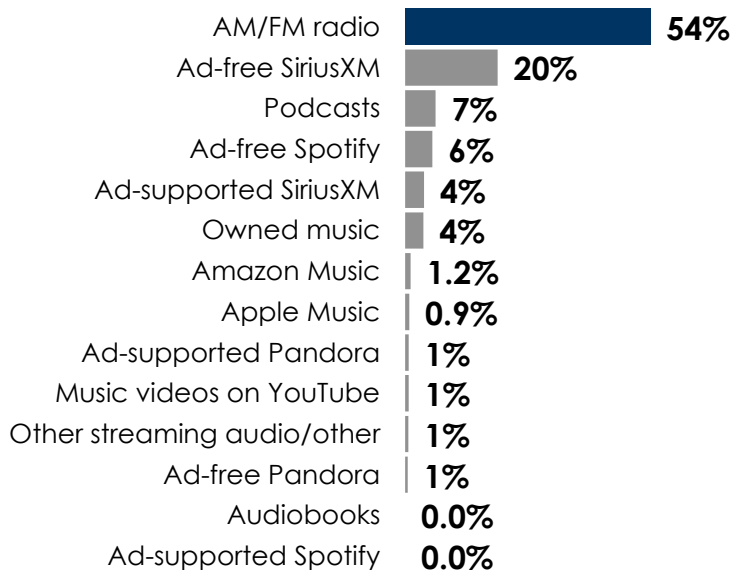
## In the car: Ad-supported share of audio time spent among Toyota Motor Industries drivers 18+



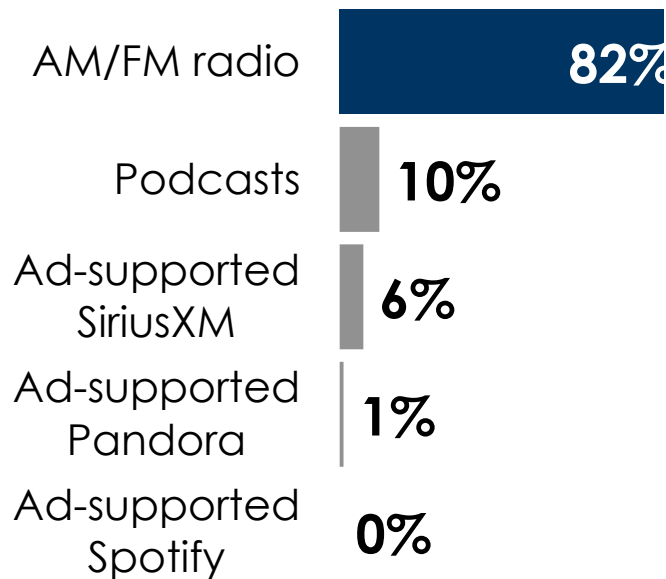
**How to read:** In the car, 62% of all audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio. In the car, 90% of ad-supported audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio.

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

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



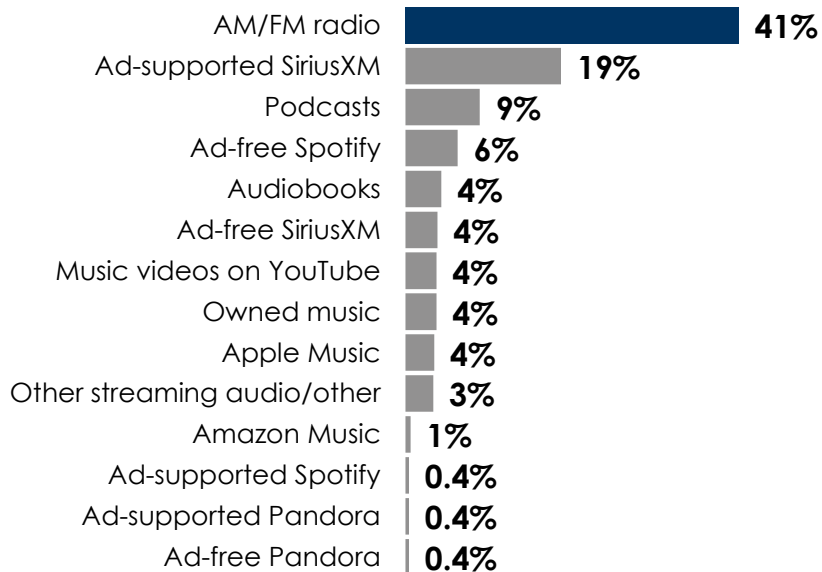
In the car: Ad-supported share of audio time spent among Mercedes-Benz Group drivers 18+\*



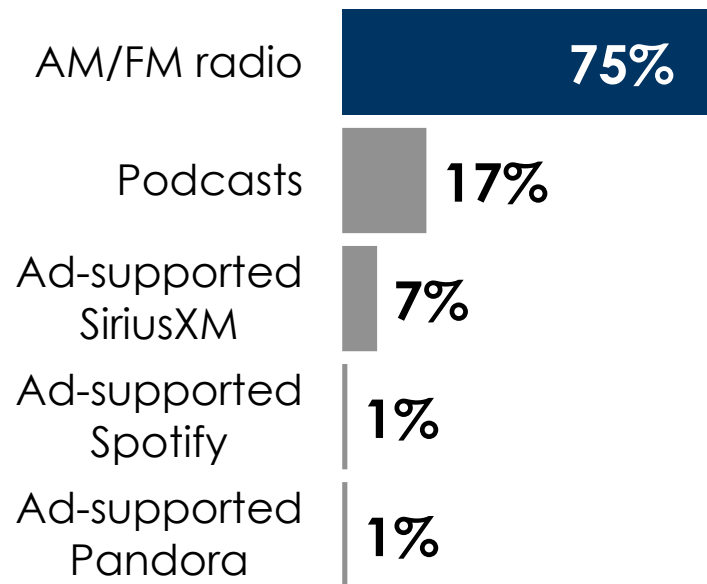
**How to read:** In the car, 54% of all audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio. In the car, 82% of ad-supported audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio.

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

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



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

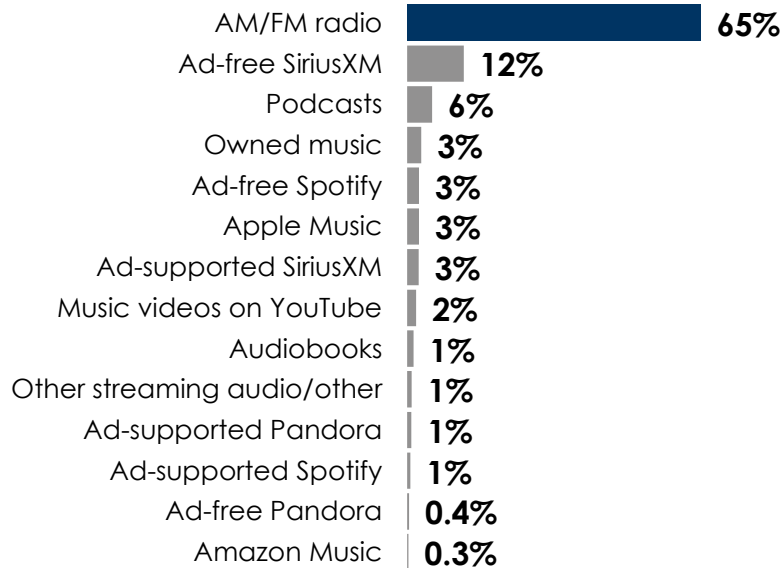


**How to read:** In the car, 41% of audio time spent listening among German luxury auto drivers is to AM/FM radio. In the car, 75% of ad-supported audio time spent listening among German luxury auto drivers is to AM/FM radio.

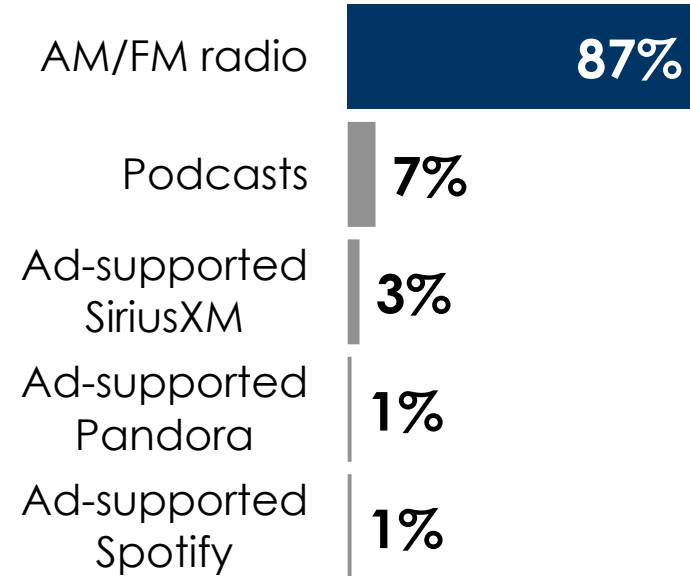


# Ford drivers in the car: AM/FM radio leads share of audio listening

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



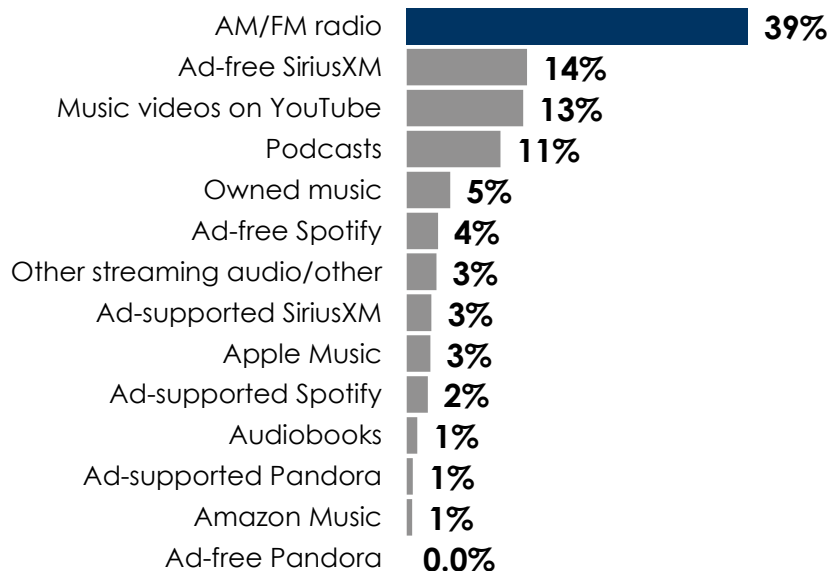
## In the car: Ad-supported share of audio time spent among Ford drivers 18+



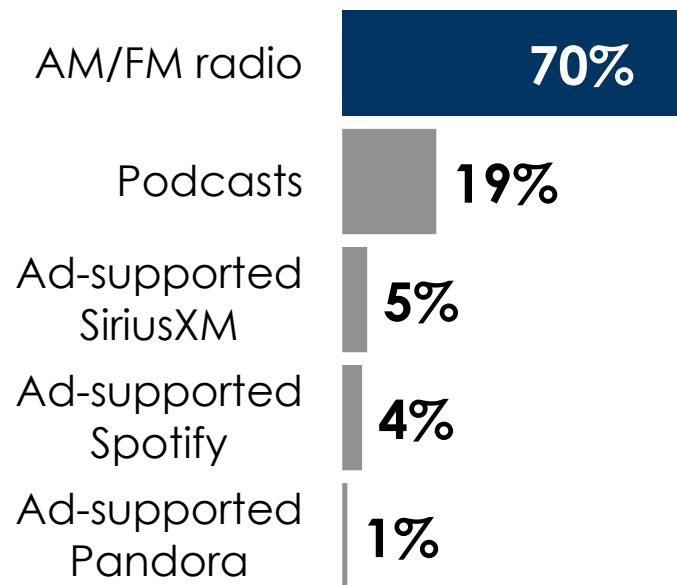
**How to read:** In the car, 65% of all audio time spent listening among Ford drivers is to AM/FM radio. In the car, 87% of ad-supported audio time spent listening among Ford drivers is to AM/FM radio.

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

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



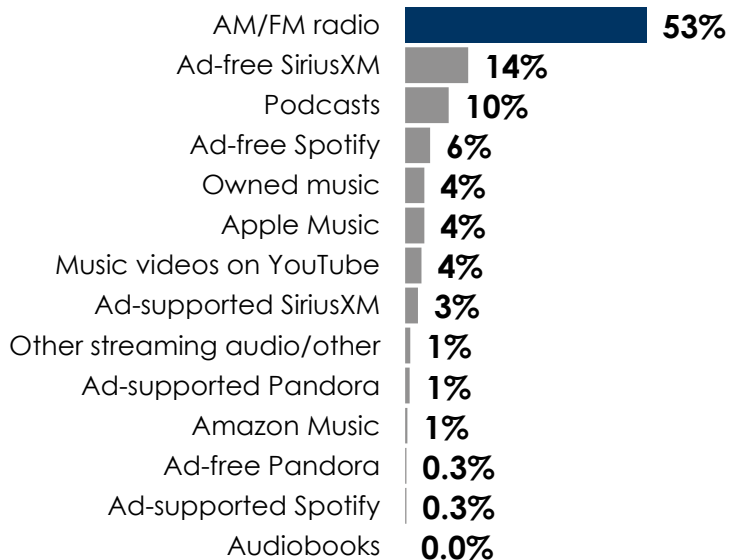
## In the car: Ad-supported share of audio time spent among BMW drivers 18+



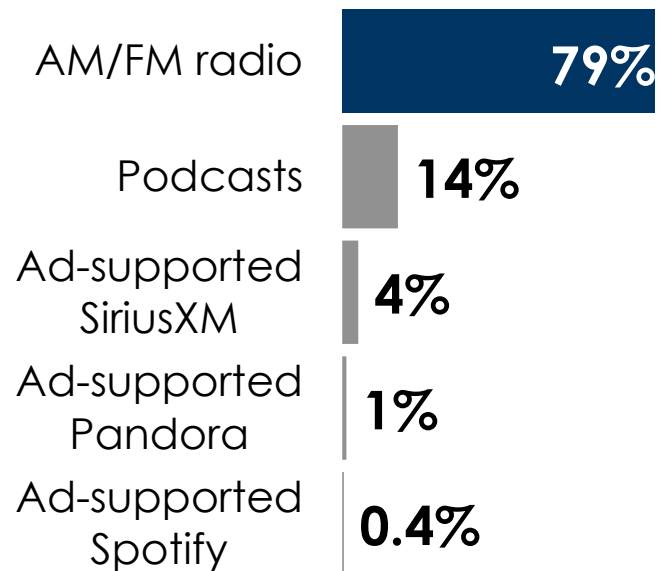
**How to read:** In the car, 39% of audio time spent listening among BMW drivers is to AM/FM radio. In the car, 70% of ad-supported audio time spent listening among BMW drivers is to AM/FM radio.

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

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



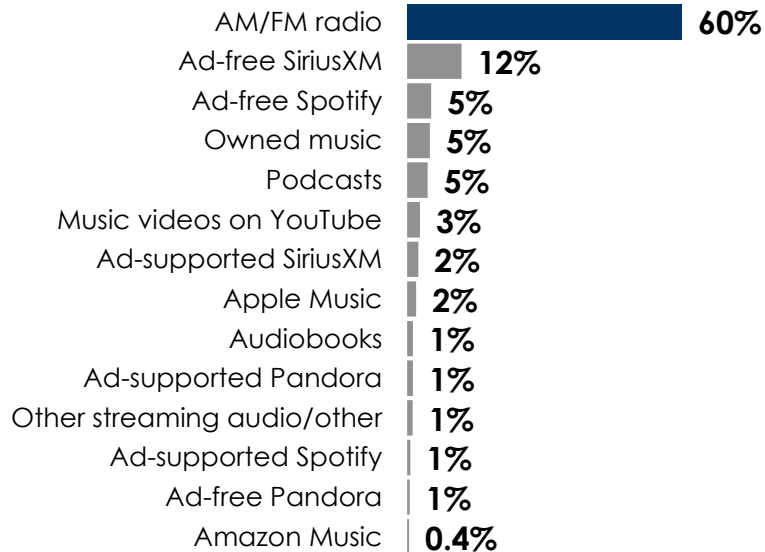
## In the car: Ad-supported share of audio time spent among Chevrolet drivers 18+



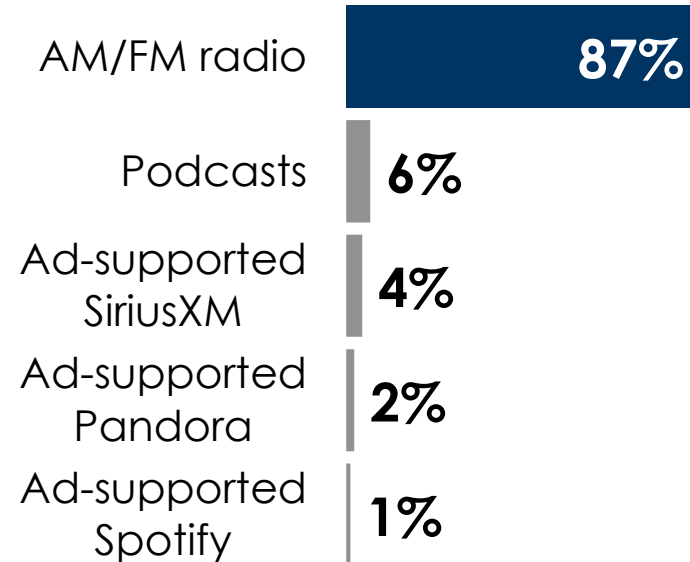
**How to read:** In the car, 53% of audio time spent listening among Chevrolet drivers is to AM/FM radio. In the car, 79% of ad-supported audio time spent listening among Chevrolet drivers is to AM/FM radio.

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

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



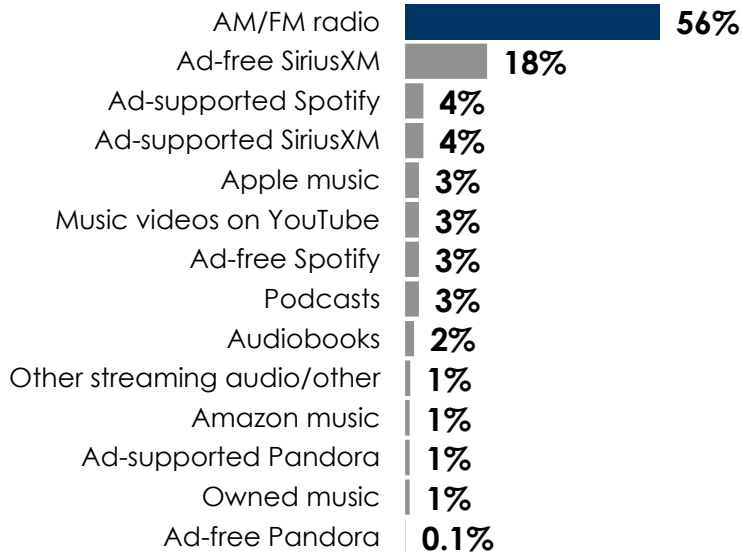
## In the car: Ad-supported share of audio time spent among Honda drivers 18+



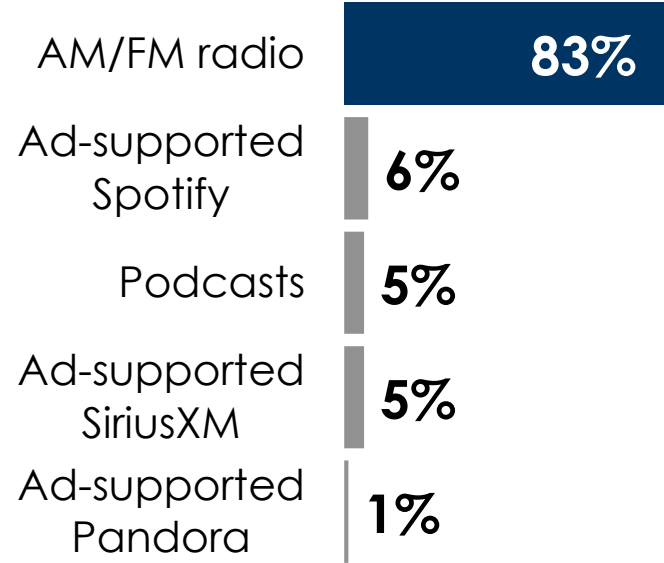
**How to read:** In the car, 60% of audio time spent listening among Honda drivers is to AM/FM radio. In the car, 87% of ad-supported audio time spent listening among Honda drivers is to AM/FM radio.

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

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



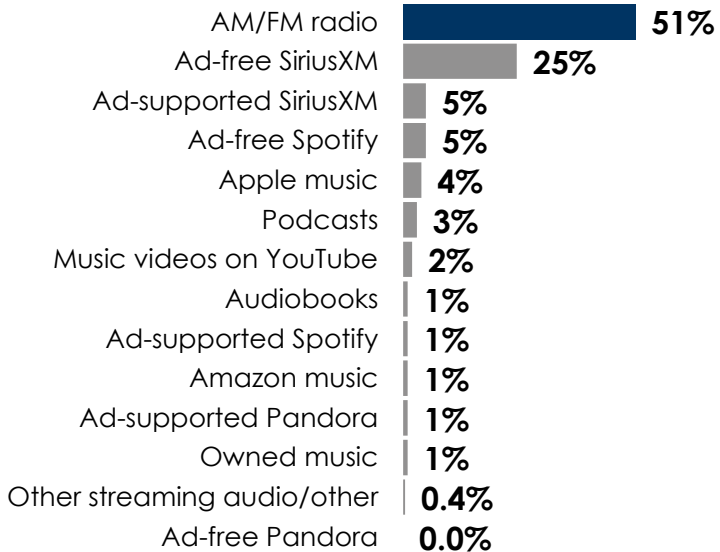
## In the car: Ad-supported share of audio time spent among Hyundai drivers 18+



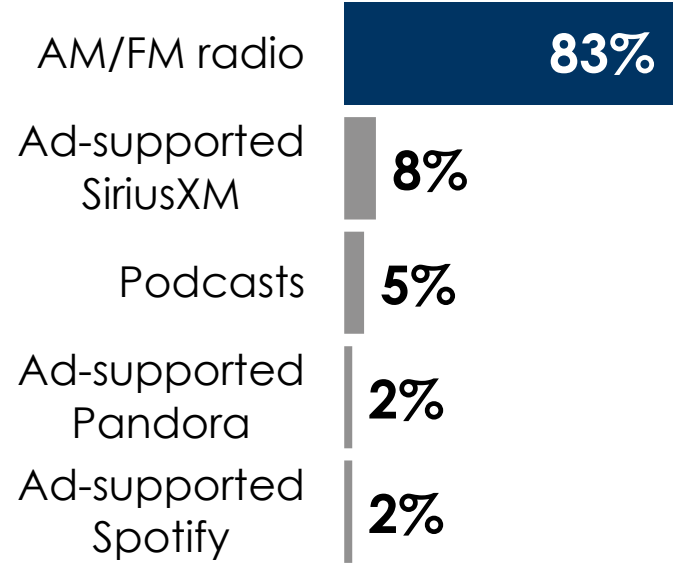
**How to read:** In the car, 56% of audio time spent listening among Hyundai drivers is to AM/FM radio. In the car, 83% of ad-supported audio time spent listening among Hyundai drivers is to AM/FM radio.

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

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



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

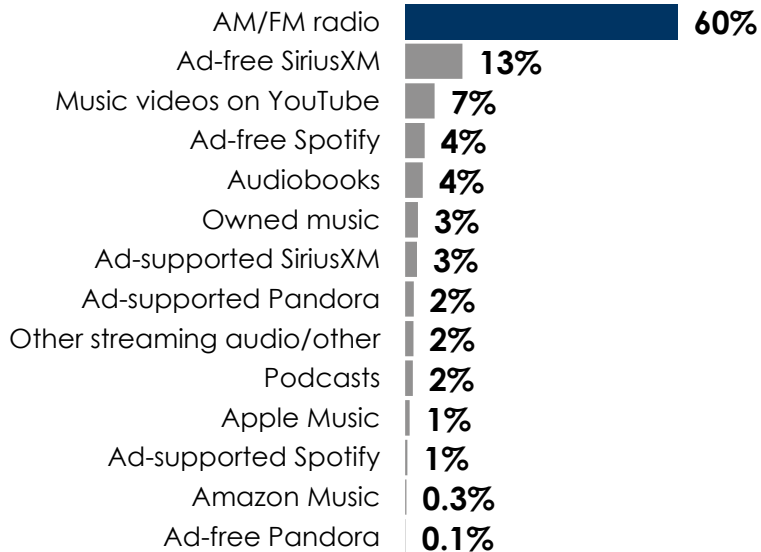


**How to read:** In the car, 51% of audio time spent listening among Jeep drivers is to AM/FM radio. In the car, 83% of ad-supported audio time spent listening among Jeep drivers is to AM/FM radio.

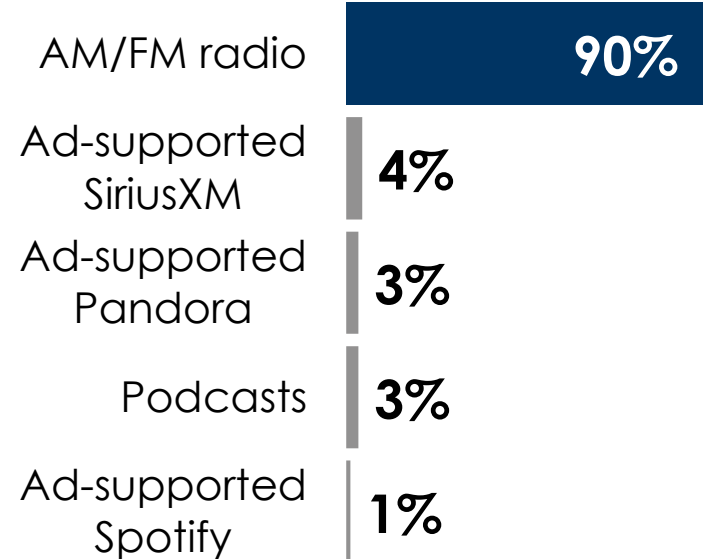
Source: Edison Research, "Share of Ear," 2 year average 2022-2024. Persons 18+; SiriusXM: Ad-Supported: Spoken Word. Ad-Free: Music. Q: What is the model year and brand of your PRIMARY car or truck – that is, the one vehicle you spend the most time driving or riding as a passenger?: Primary car (brand): 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+



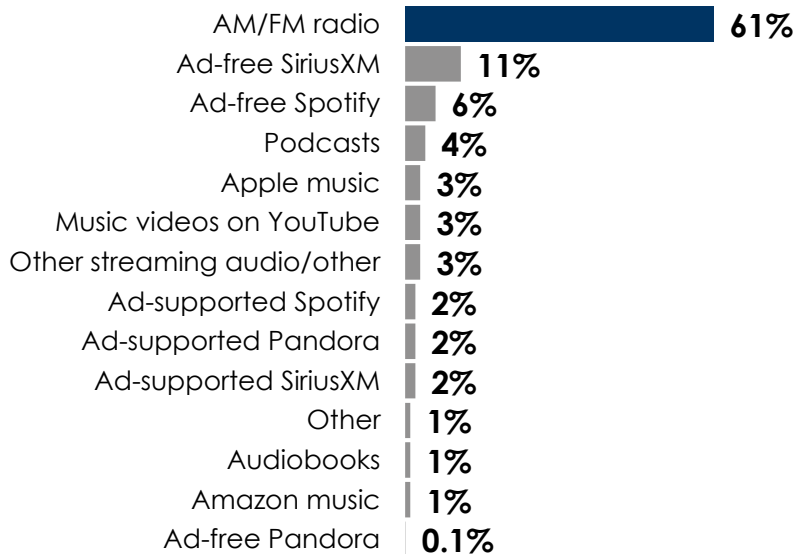
## In the car: Ad-supported share of audio time spent among Kia drivers 18+



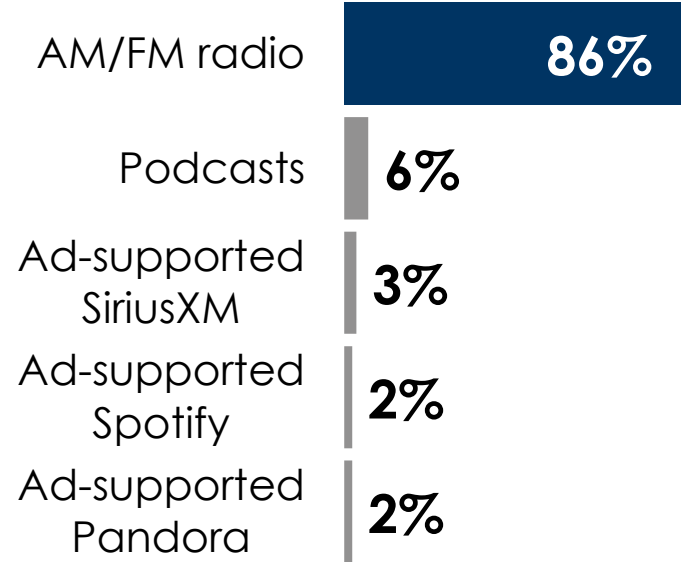
**How to read:** In the car, 60% of audio time spent listening among Kia drivers is to AM/FM radio. In the car, 90% of ad-supported audio time spent listening among Kia drivers is to AM/FM radio.

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

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



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

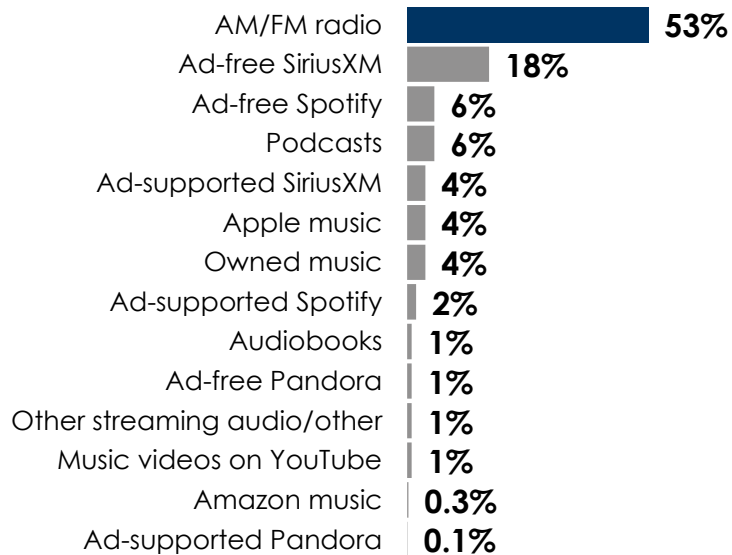


**How to read:** In the car, 61% of audio time spent listening among Nissan drivers is to AM/FM radio. In the car, 86% of ad-supported audio time spent listening among Nissan drivers is to AM/FM radio.

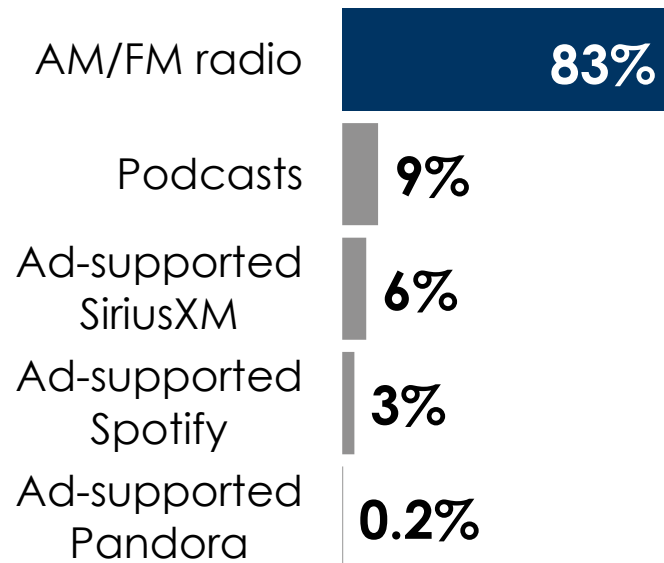


# Subaru drivers in the car: AM/FM radio leads share of audio listening

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



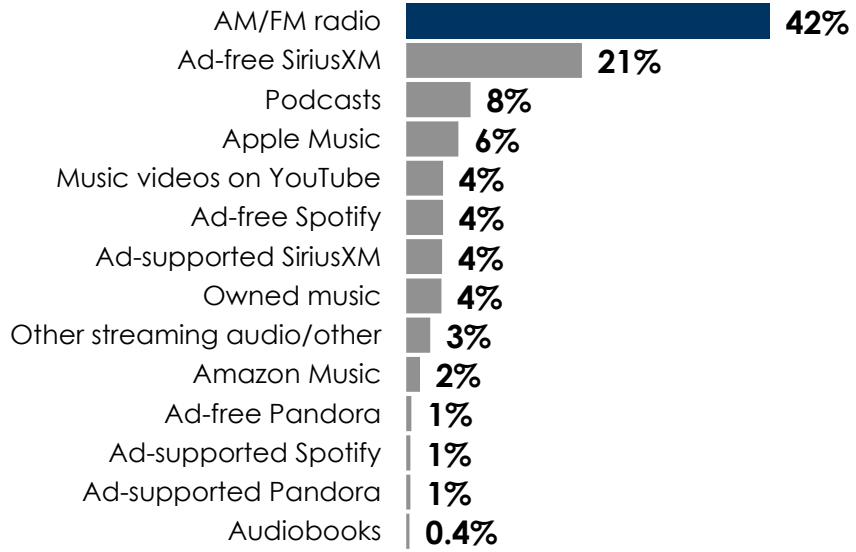
## In the car: Ad-supported share of audio time spent among Subaru drivers 18+



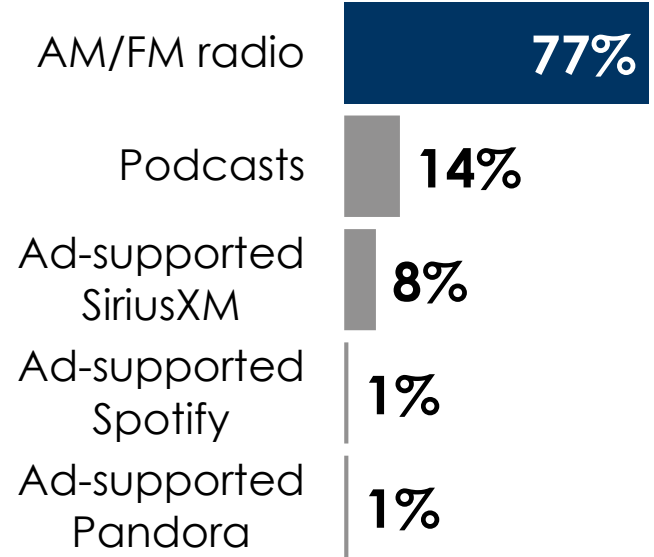
**How to read:** In the car, 53% of audio time spent listening among Subaru drivers is to AM/FM radio. In the car, 83% of ad-supported audio time spent listening among Subaru drivers is to AM/FM radio.

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

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



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



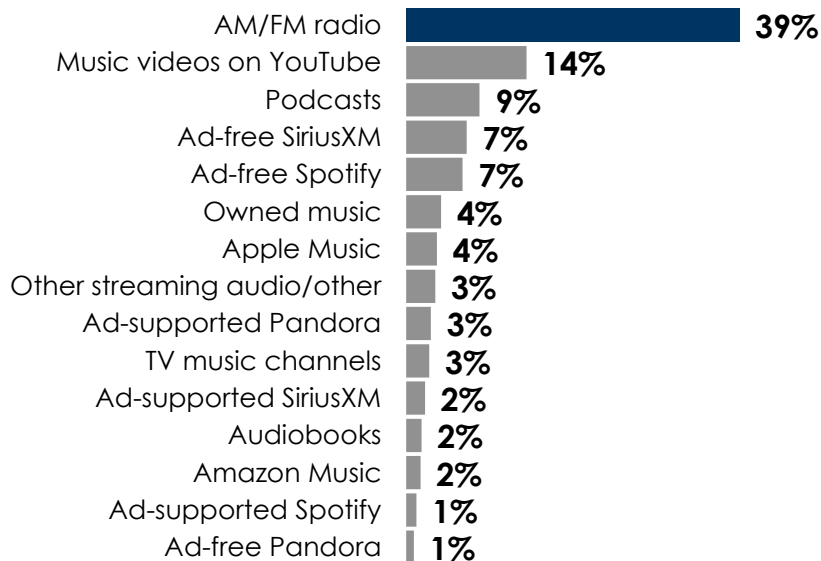
**How to read:** In the car, 42% of audio time spent listening among Audi drivers is to AM/FM radio. In the car, 77% of ad-supported audio time spent listening among Audi drivers is to AM/FM radio.

A white car is shown from a front-quarter perspective, driving on a road. The entire image is overlaid with a blue tint. The text "Share of audio listening in all locations" is centered in white, bold font.

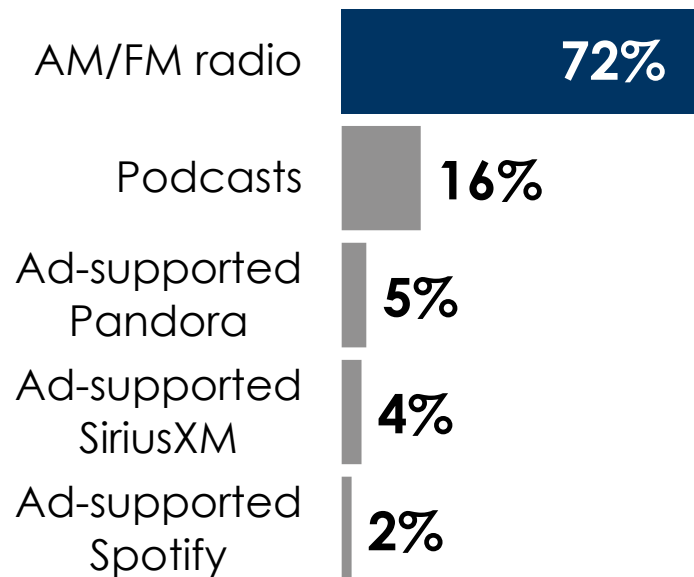
**Share of audio listening  
in all locations**

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

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



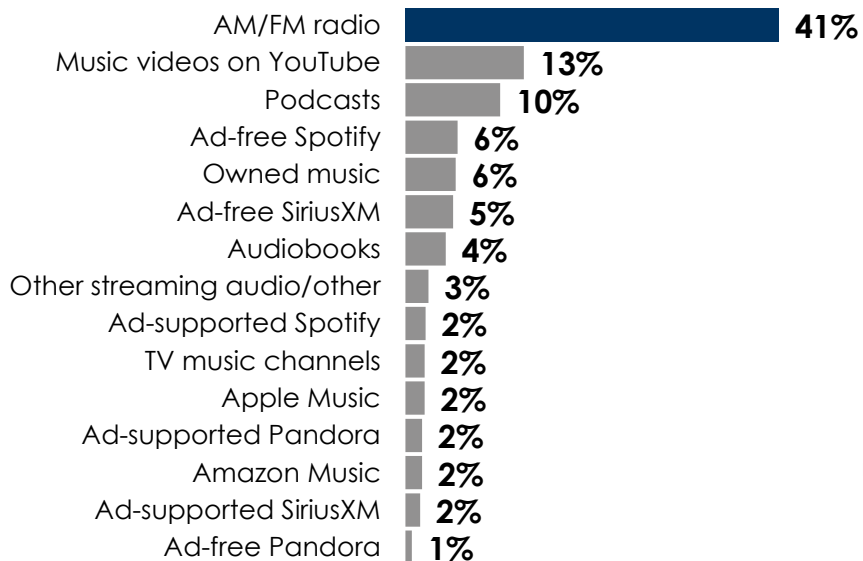
## Ad-supported share of audio time spent in all locations among General Motors drivers 18+



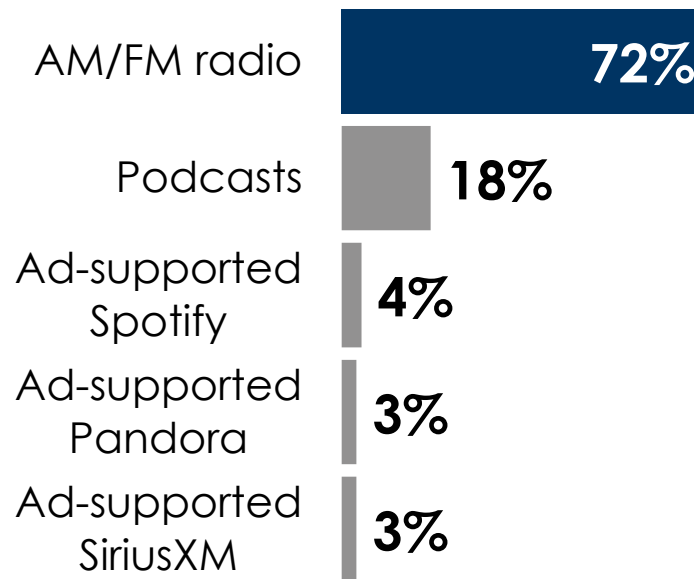
**How to read:** 39% of all audio time spent listening among General Motors drivers is to AM/FM radio.  
77% of ad-supported audio time spent listening among General Motors drivers is to AM/FM radio.

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

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



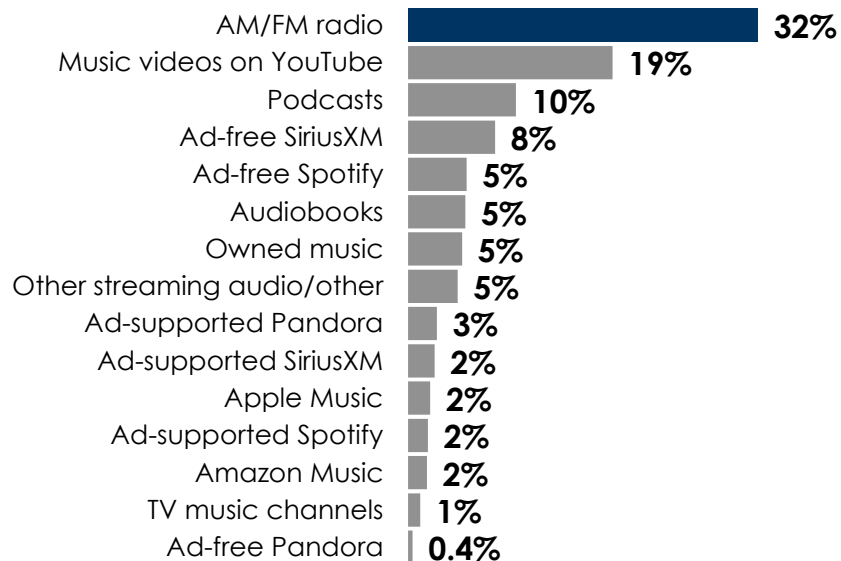
## Ad-supported share of audio time spent in all locations among Honda Motor Co. drivers 18+



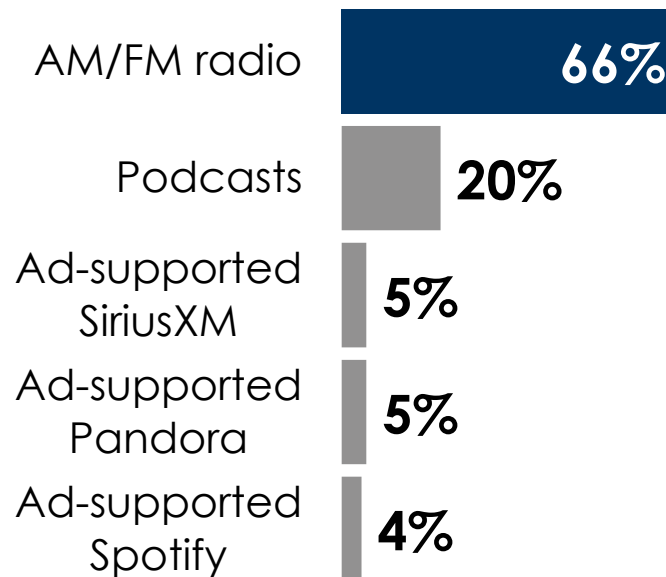
**How to read:** 41% of all audio time spent listening among Honda Motor Co. drivers is to AM/FM radio. 72% of ad-supported audio time spent listening among Honda Motor Co. drivers is to AM/FM radio.

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

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



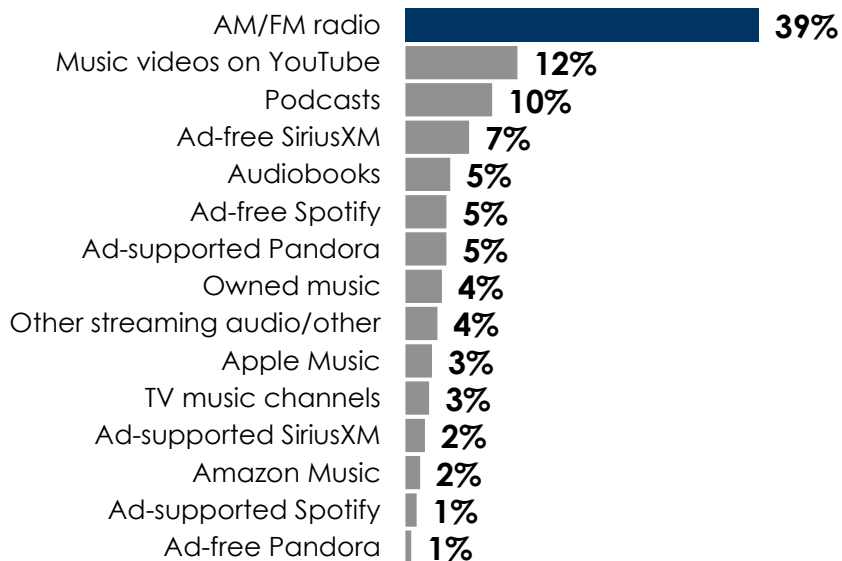
Ad-supported share of audio time spent in all locations among Hyundai Motor Group drivers 18+



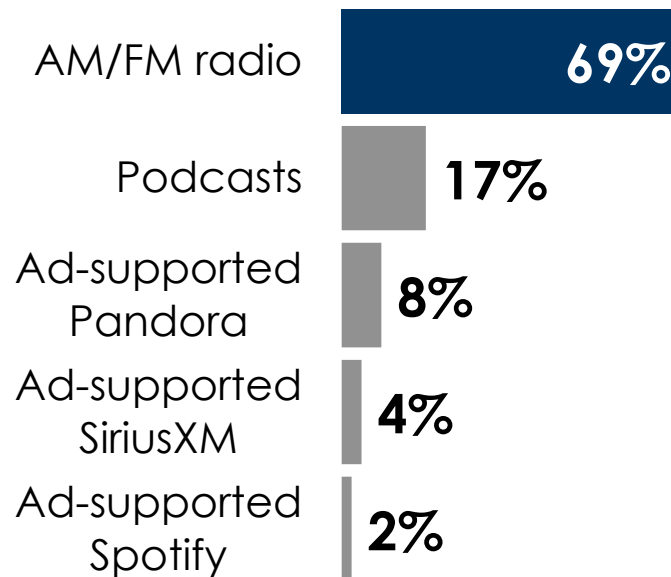
**How to read:** 32% of all audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio. 66% of ad-supported audio time spent listening among Hyundai Motor Group drivers is to AM/FM radio.

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

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



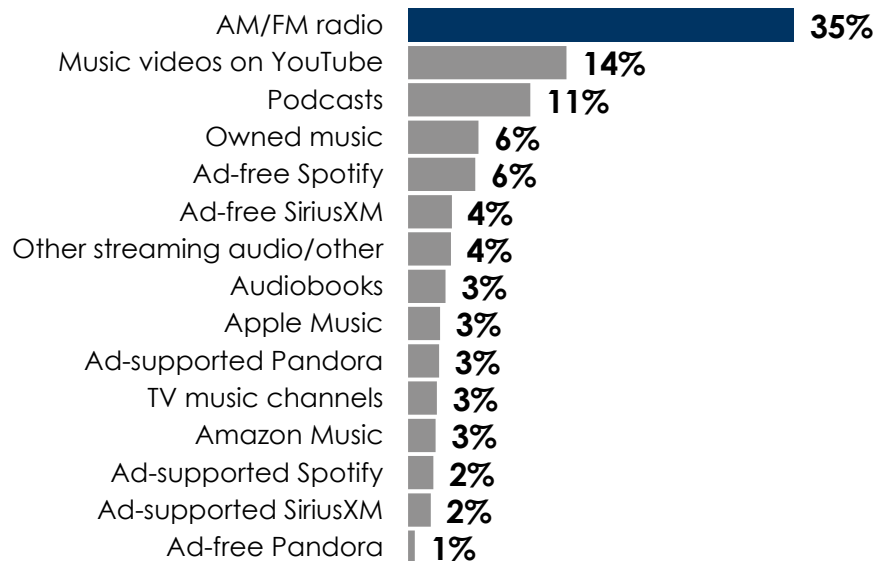
## Ad-supported share of audio time spent in all locations among Stellantis drivers 18+



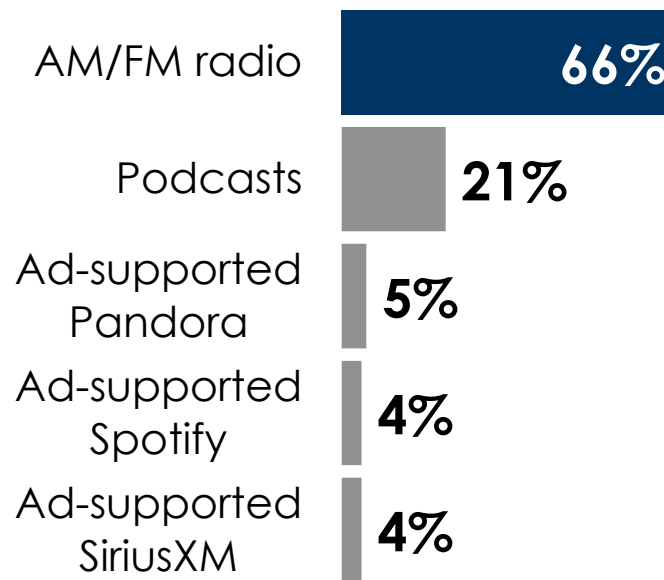
**How to read:** 39% of all audio time spent listening among Stellantis drivers is to AM/FM radio. 69% of ad-supported audio time spent listening among Stellantis drivers is to AM/FM radio.

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

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



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

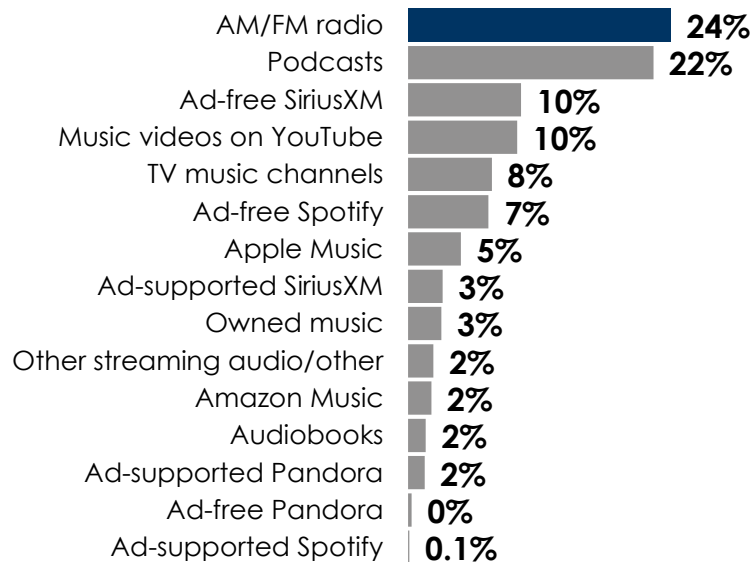


**How to read:** 35% of all audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio.  
66% of ad-supported audio time spent listening among Toyota Motor Industries drivers is to AM/FM radio.

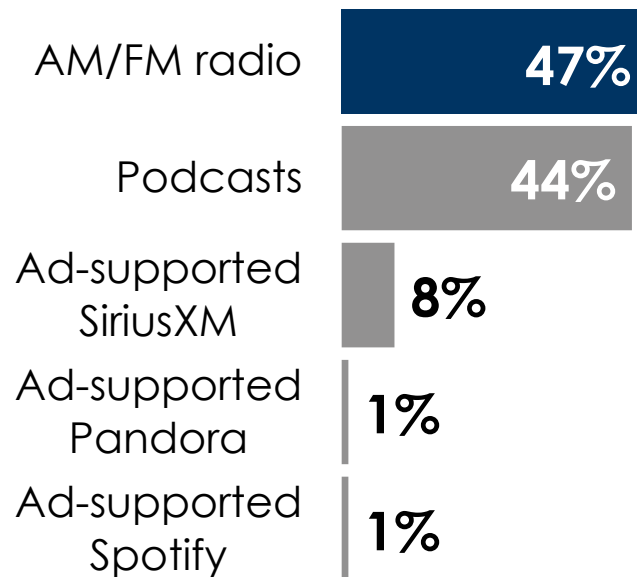


# Mercedes-Benz Group drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

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



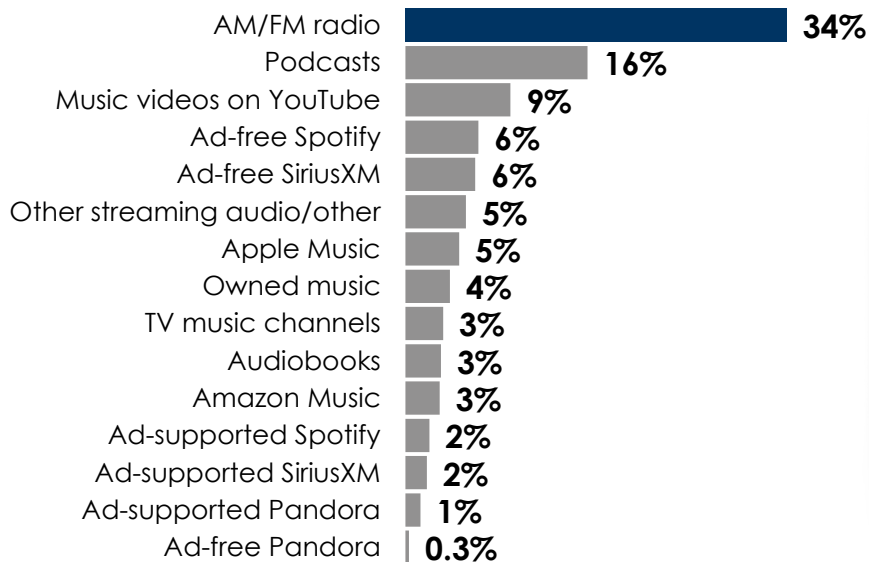
Ad-supported share of audio time spent in all locations among Mercedes-Benz Group drivers 18+



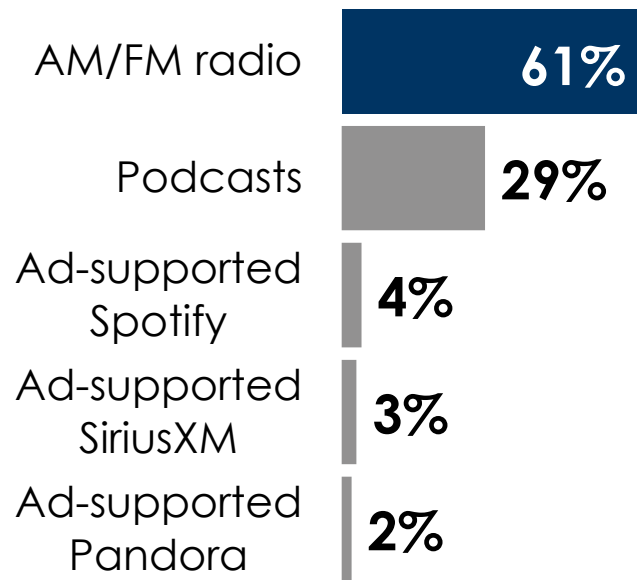
**How to read:** 24% of all audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio. 47% of ad-supported audio time spent listening among Mercedes-Benz Group drivers is to AM/FM radio.

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

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



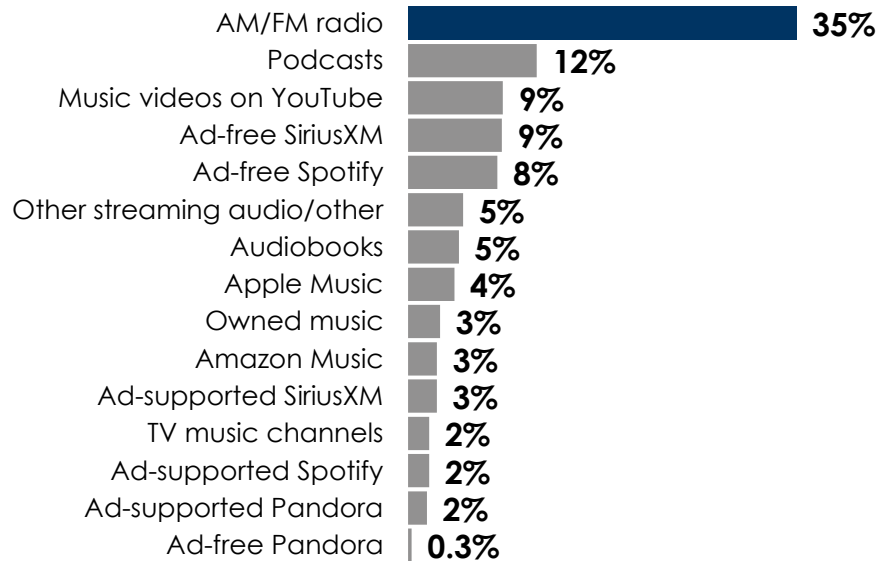
## Ad-supported share of audio time spent in all locations among German luxury auto drivers 18+



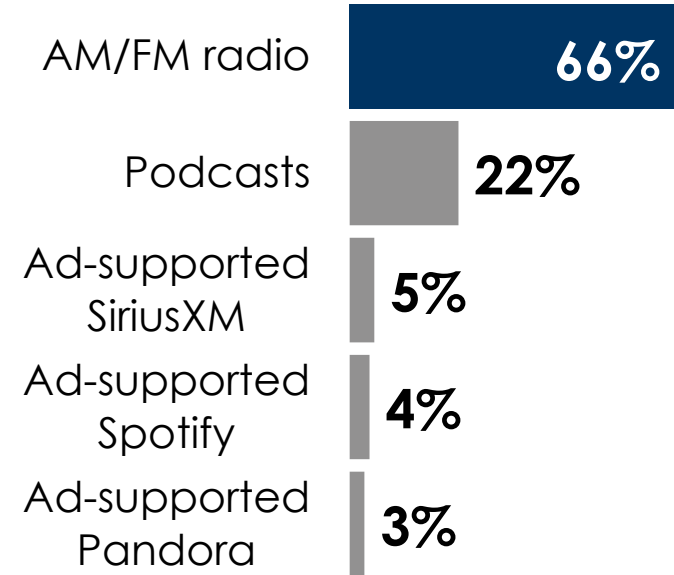
**How to read:** 34% of all audio time spent listening among German luxury auto drivers is to AM/FM radio. 61% of ad-supported audio time spent listening among German luxury auto drivers is to AM/FM radio.

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

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



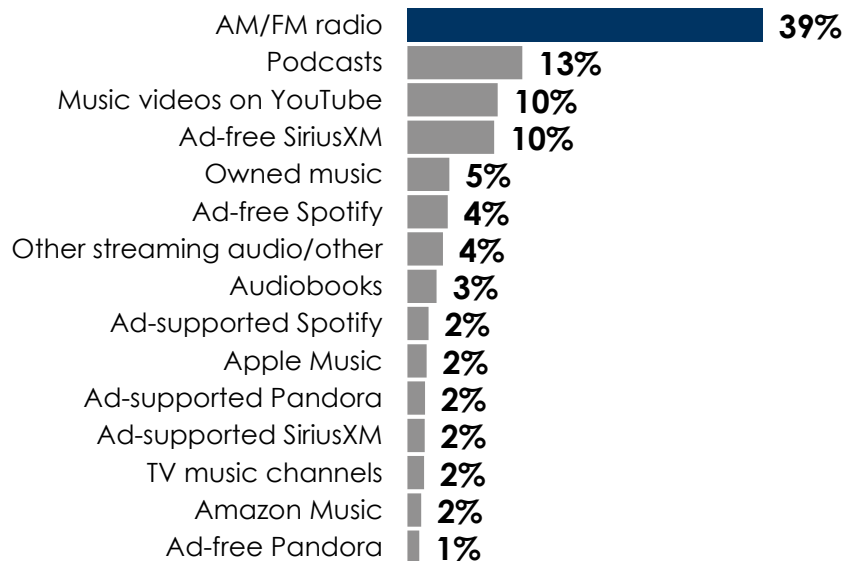
## Ad-supported share of audio time spent in all locations among Porsche SE drivers 18+



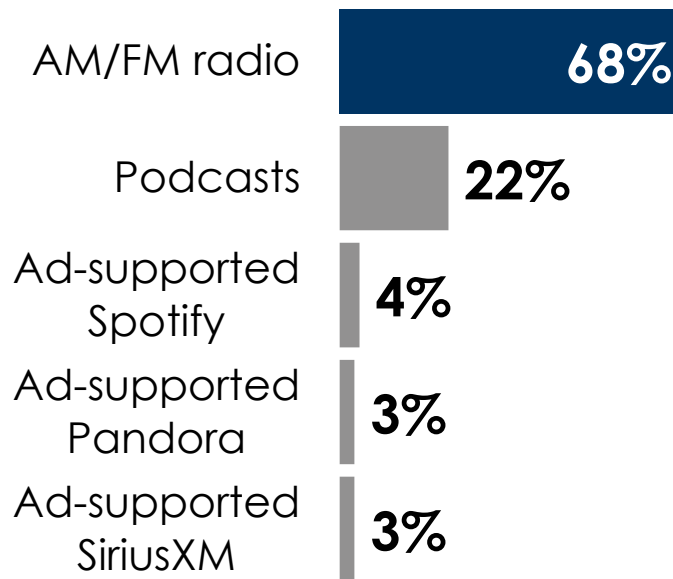
**How to read:** 35% of all audio time spent listening among Porsche SE drivers is to AM/FM radio. 66% of ad-supported audio time spent listening among Porsche SE drivers is to AM/FM radio.

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

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



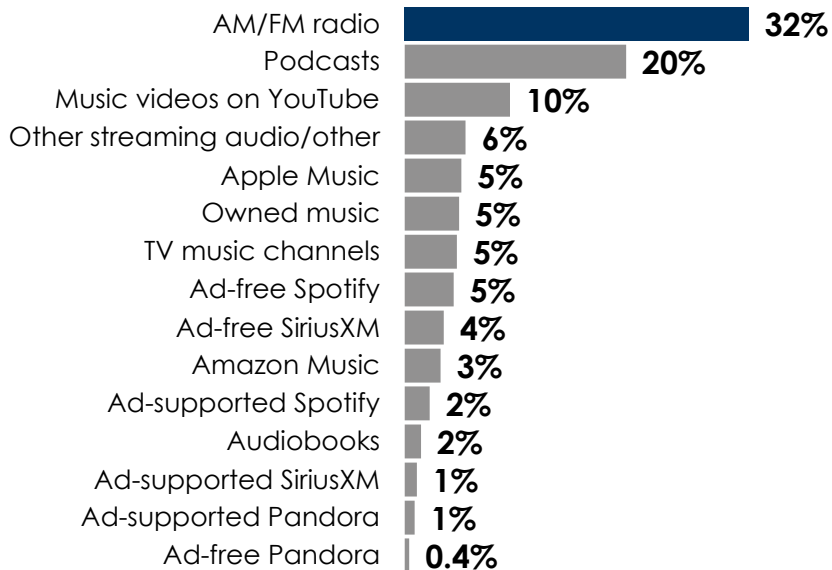
## Ad-supported share of audio time spent in all locations among Ford drivers 18+



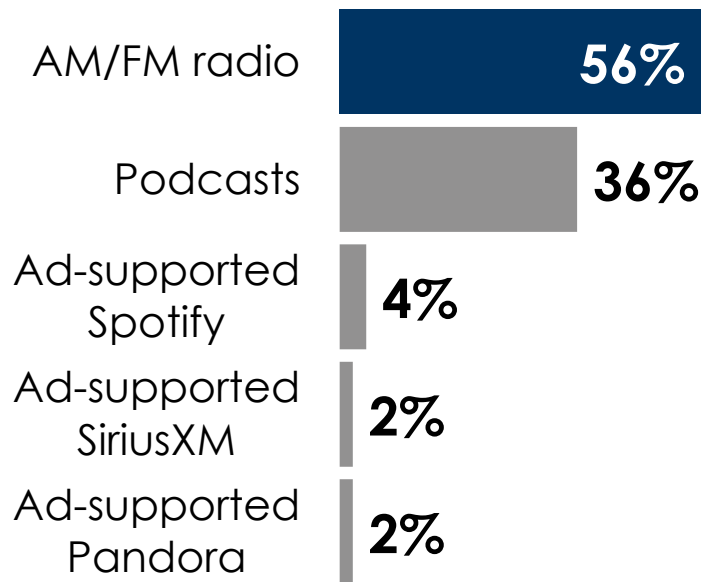
**How to read:** 39% of all audio time spent listening among Ford drivers is to AM/FM radio. 68% of ad-supported audio time spent listening among Ford drivers is to AM/FM radio.

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

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



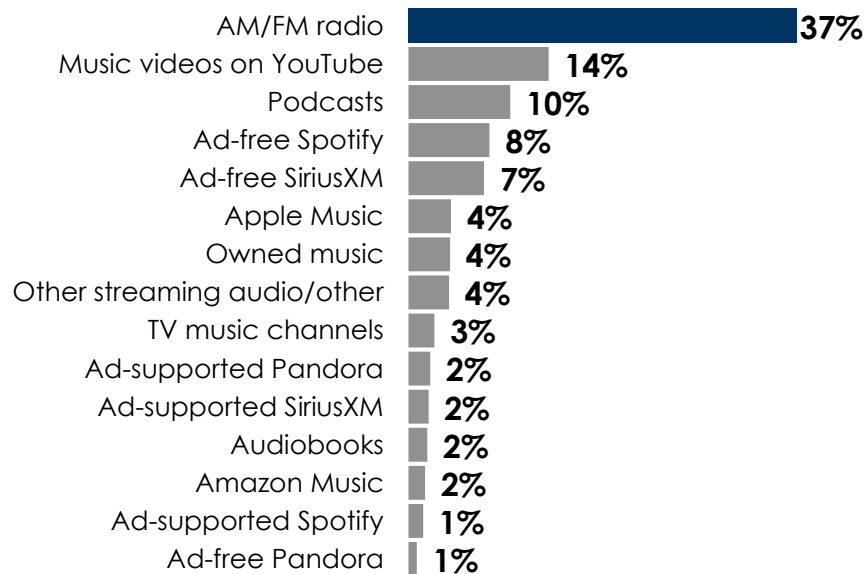
## Ad-supported share of audio time spent in all locations among BMW drivers 18+



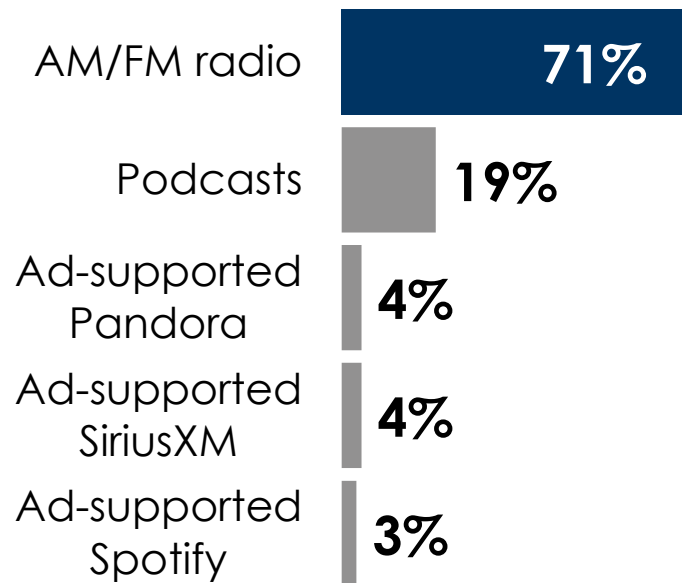
**How to read:** 32% of all audio time spent listening among BMW drivers is to AM/FM radio. 56% of ad-supported audio time spent listening among BMW drivers is to AM/FM radio.

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

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



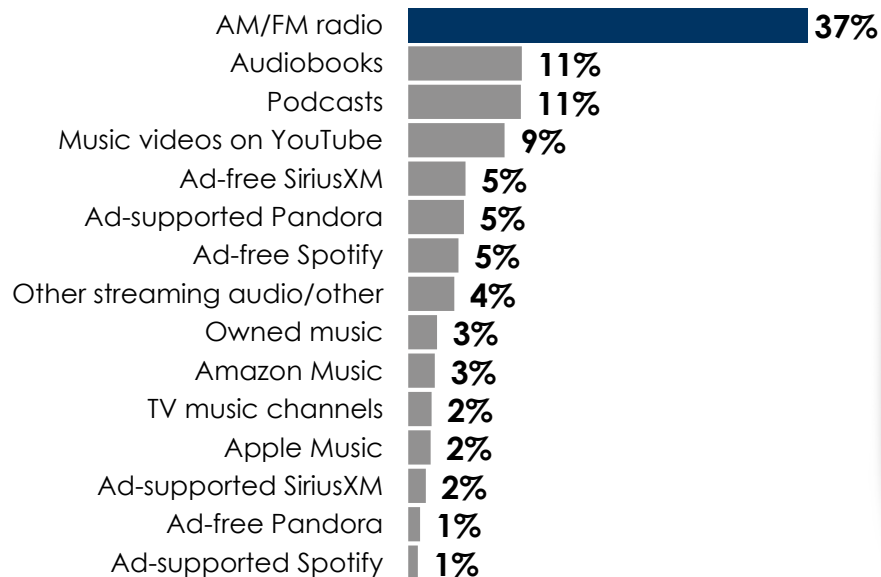
## Ad-supported share of audio time spent in all locations among Chevrolet drivers 18+



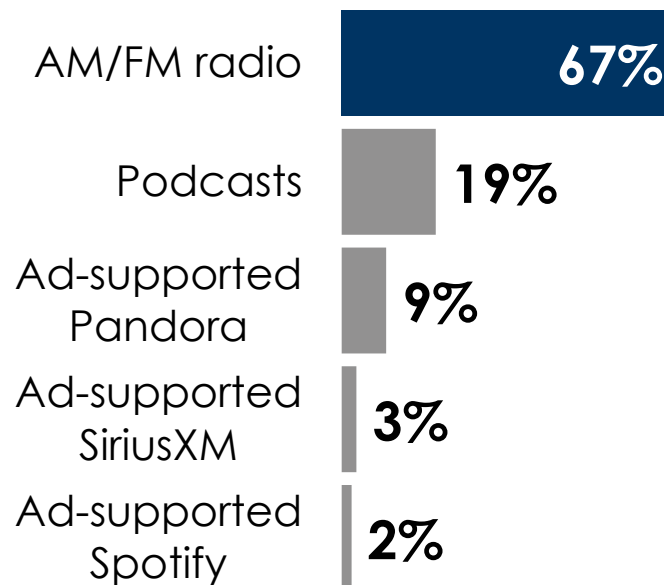
**How to read:** 37% of all audio time spent listening among Chevrolet drivers is to AM/FM radio. 71% of ad-supported audio time spent listening among Chevrolet drivers is to AM/FM radio.

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

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



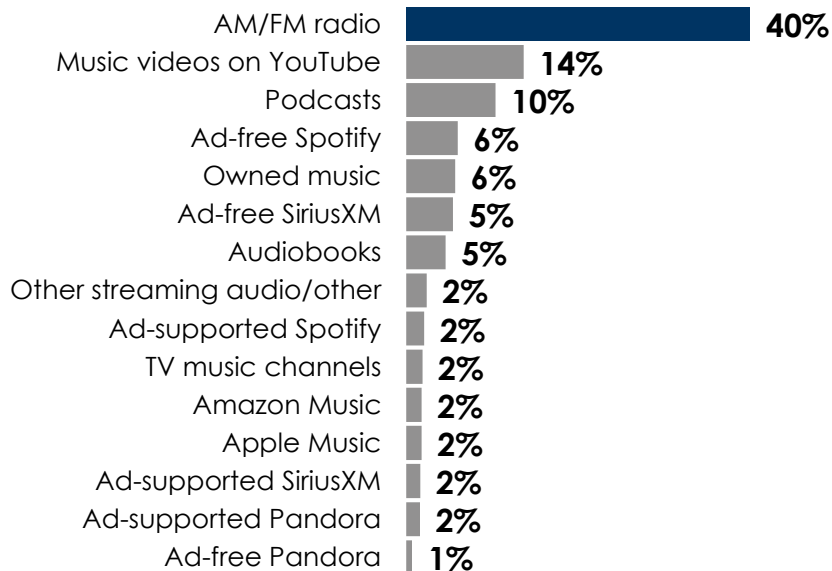
## Ad-supported share of audio time spent in all locations among Dodge drivers 18+



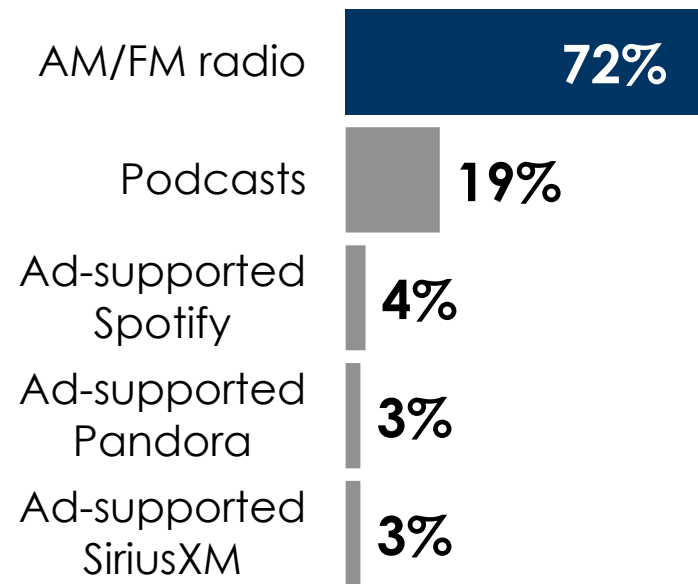
**How to read:** 37% of all audio time spent listening among Dodge drivers is to AM/FM radio. 67% of ad-supported audio time spent listening among Dodge drivers is to AM/FM radio.

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

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



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

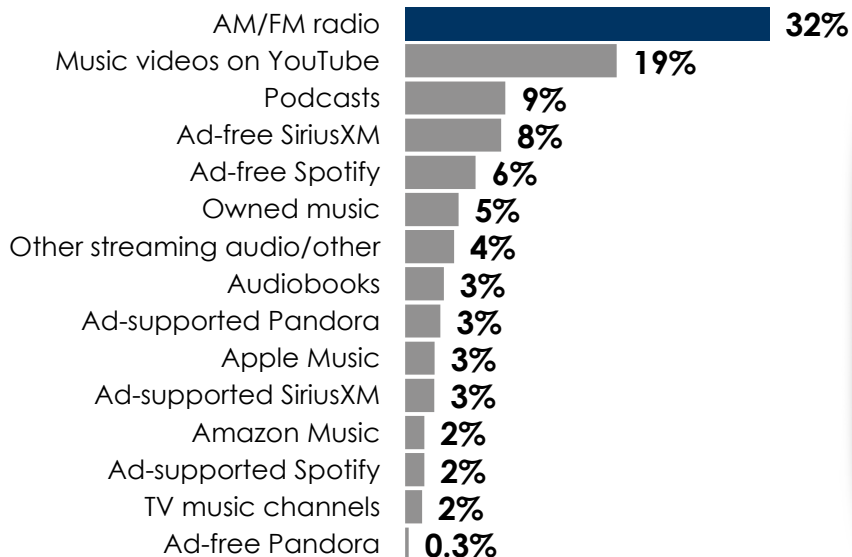


**How to read:** 40% of all audio time spent listening among Honda drivers is to AM/FM radio. 72% of ad-supported audio time spent listening among Honda drivers is to AM/FM radio.

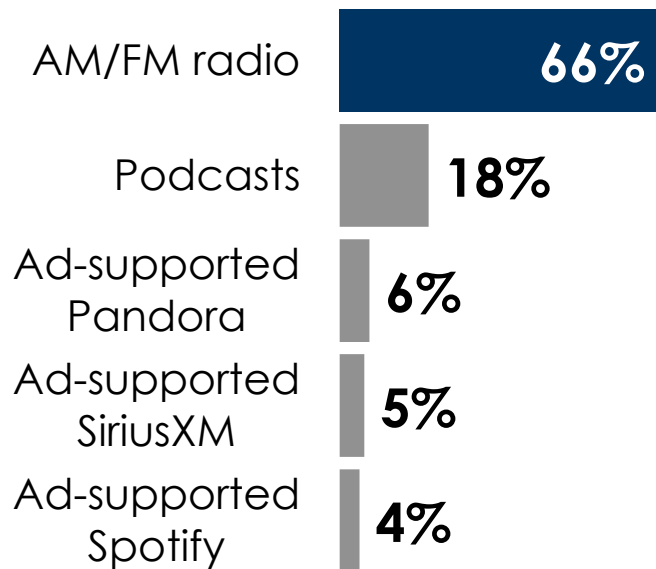


# Hyundai drivers: AM/FM radio leads share of audio in all locations (home, work, vehicle, and other)

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



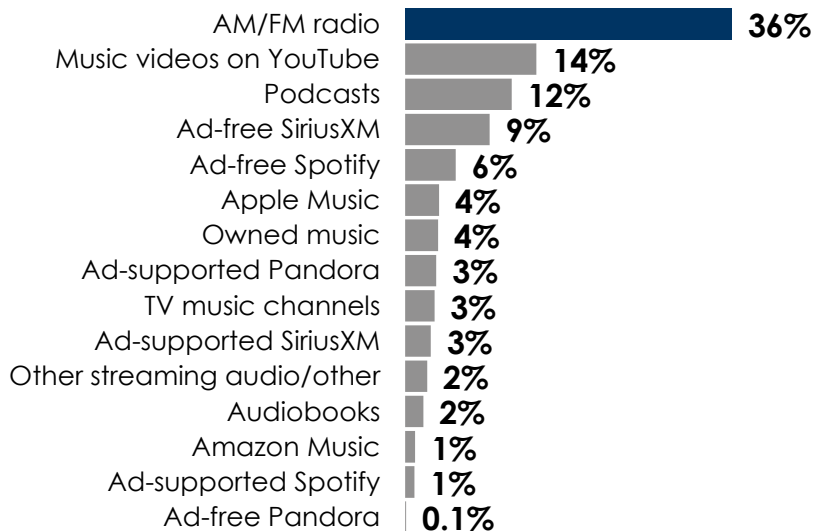
## Ad-supported share of audio time spent in all locations among Hyundai drivers 18+



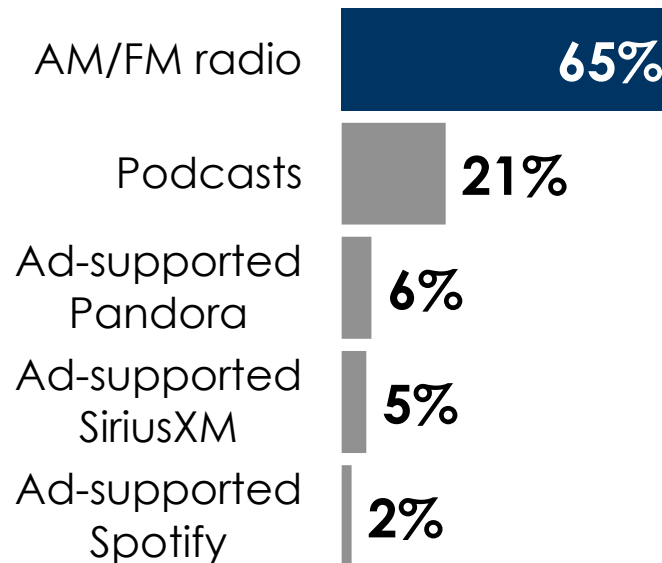
**How to read:** 32% of all audio time spent listening among Hyundai drivers is to AM/FM radio. 64% of ad-supported audio time spent listening among Hyundai drivers is to AM/FM radio.

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

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



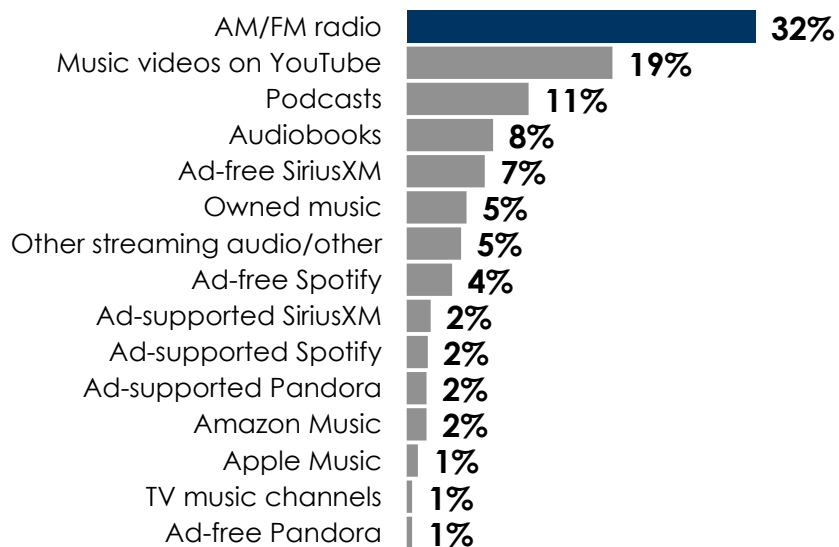
## Ad-supported share of audio time spent in all locations among Jeep drivers 18+



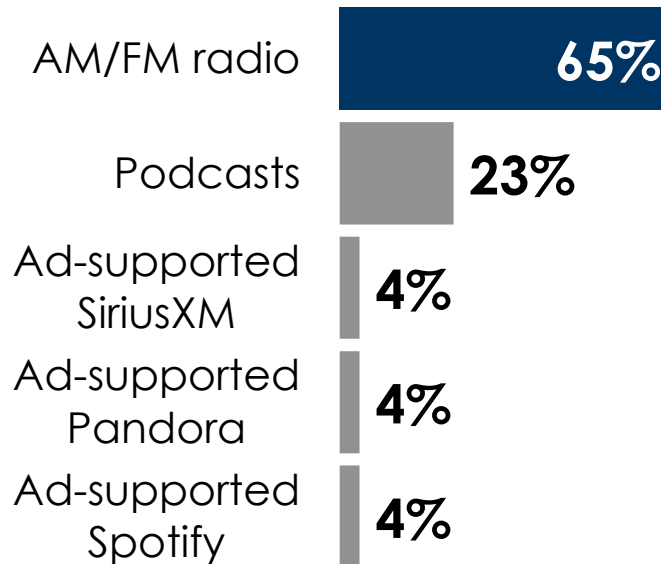
**How to read:** 36% of all audio time spent listening among Jeep drivers is to AM/FM radio. 65% of ad-supported audio time spent listening among Jeep drivers is to AM/FM radio.

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

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



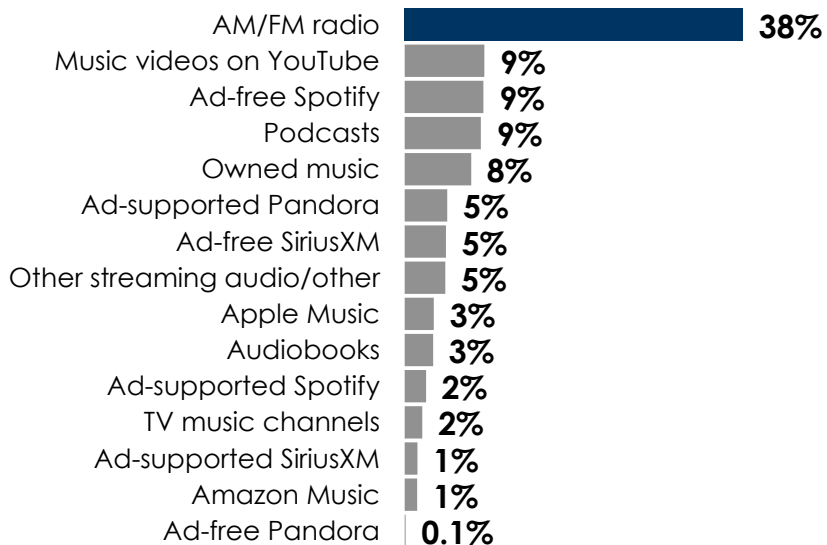
## Ad-supported share of audio time spent in all locations among Kia drivers 18+



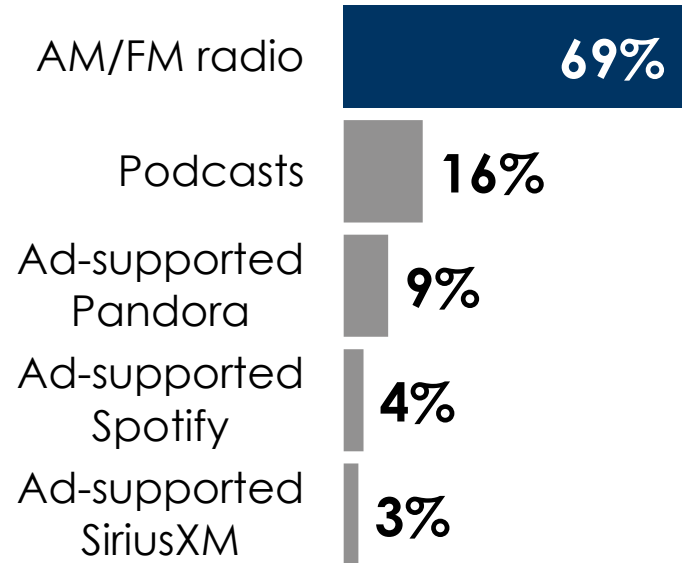
**How to read:** 32% of all audio time spent listening among Kia drivers is to AM/FM radio. 65% of ad-supported audio time spent listening among Kia drivers is to AM/FM radio.

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

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



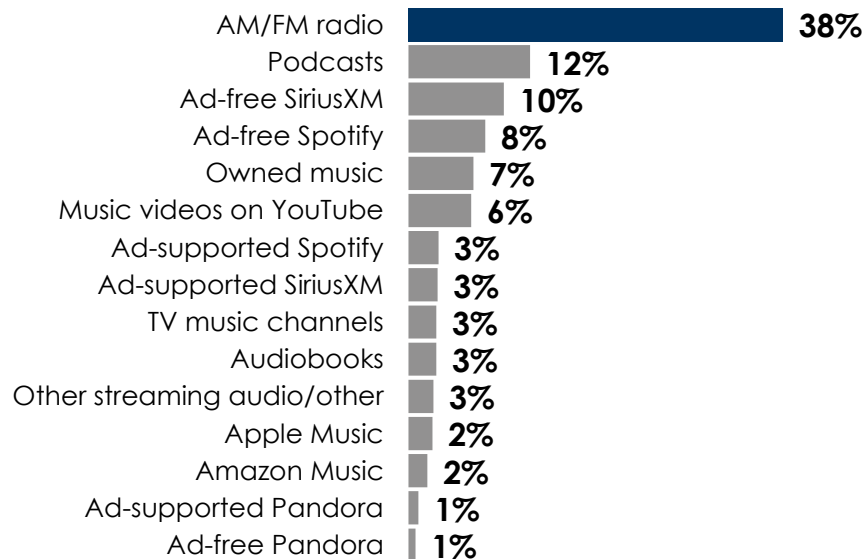
## Ad-supported share of audio time spent in all locations among Nissan drivers 18+



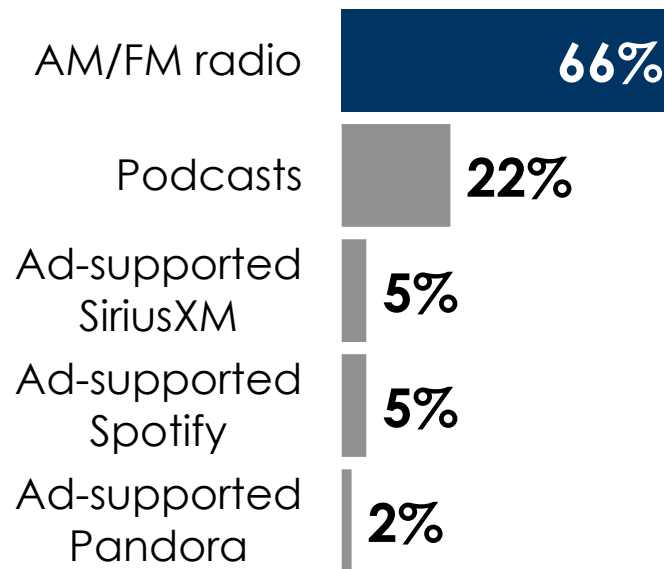
**How to read:** 38% of all audio time spent listening among Nissan drivers is to AM/FM radio. 69% of ad-supported audio time spent listening among Nissan drivers is to AM/FM radio.

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

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



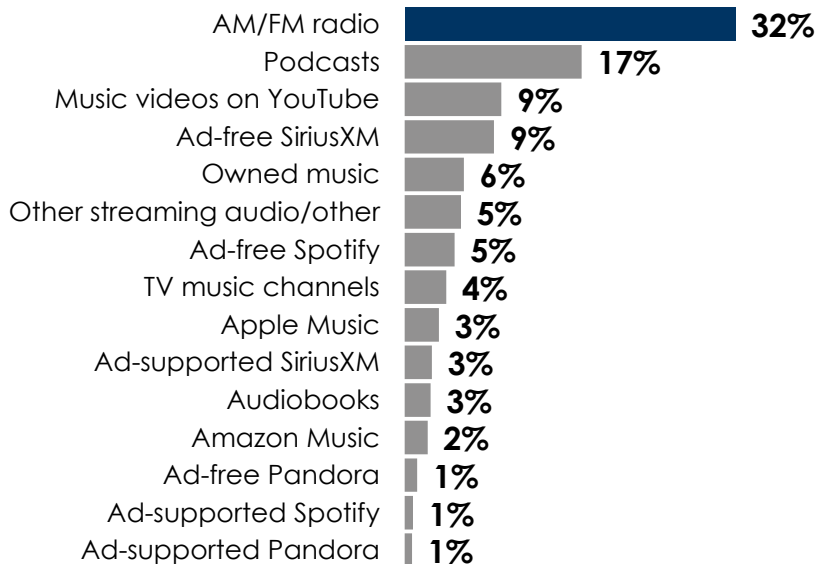
## Ad-supported share of audio time spent in all locations among Subaru drivers 18+



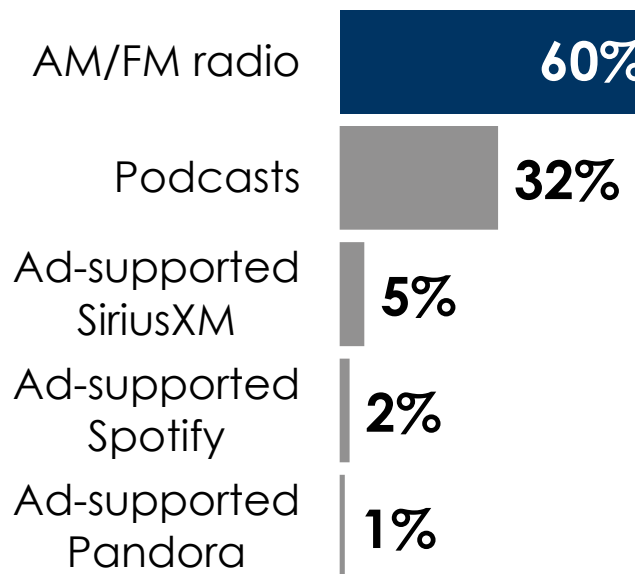
**How to read:** 38% of all audio time spent listening among Subaru drivers is to AM/FM radio. 66% of ad-supported audio time spent listening among Subaru drivers is to AM/FM radio.

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

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



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



**How to read:** 32% of all audio time spent listening among Audi drivers is to AM/FM radio. 60% of ad-supported audio time spent listening among Audi drivers is to AM/FM radio.



# Thank You

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