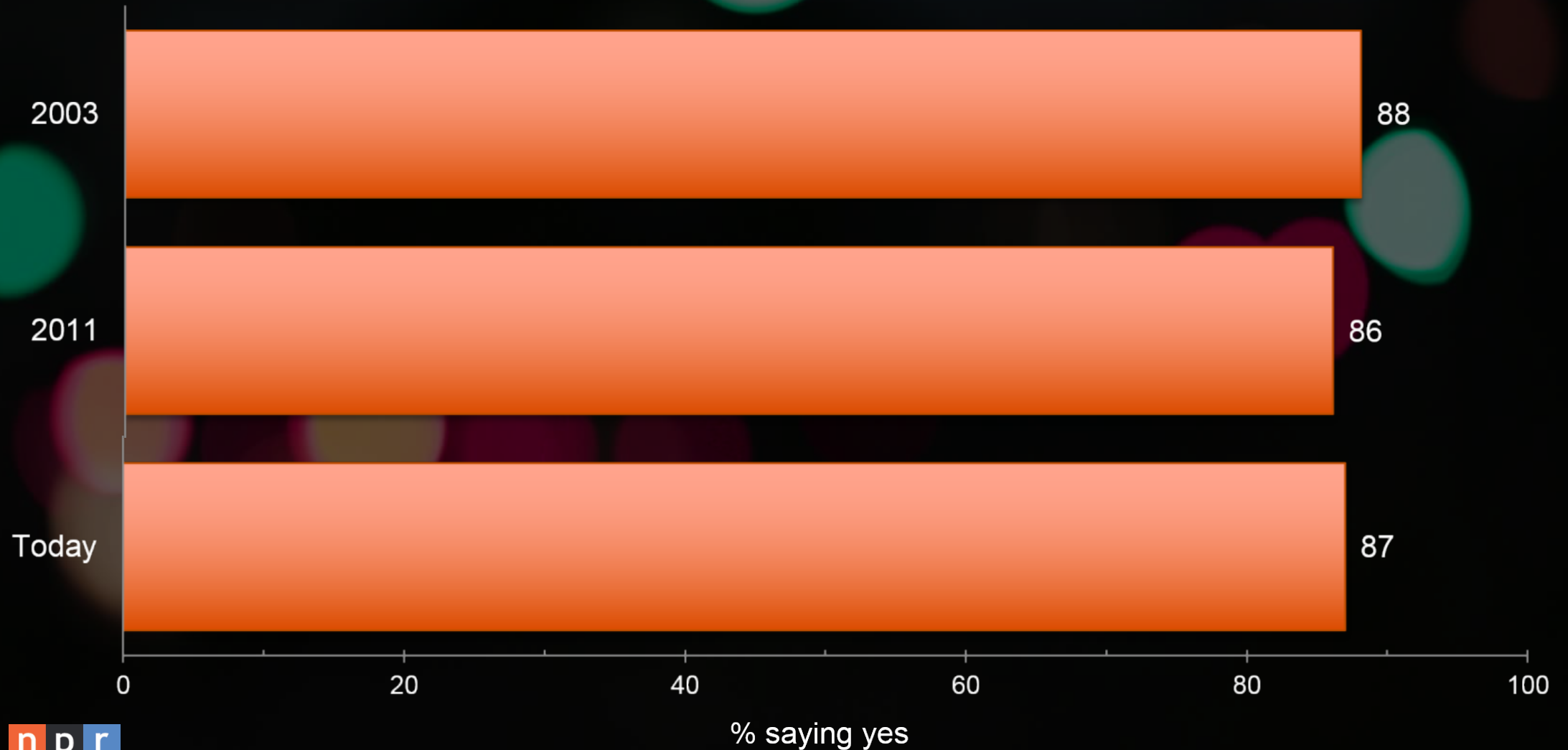


Miles Different: In-Car Audio



Do you usually travel or commute to your primary job by car?



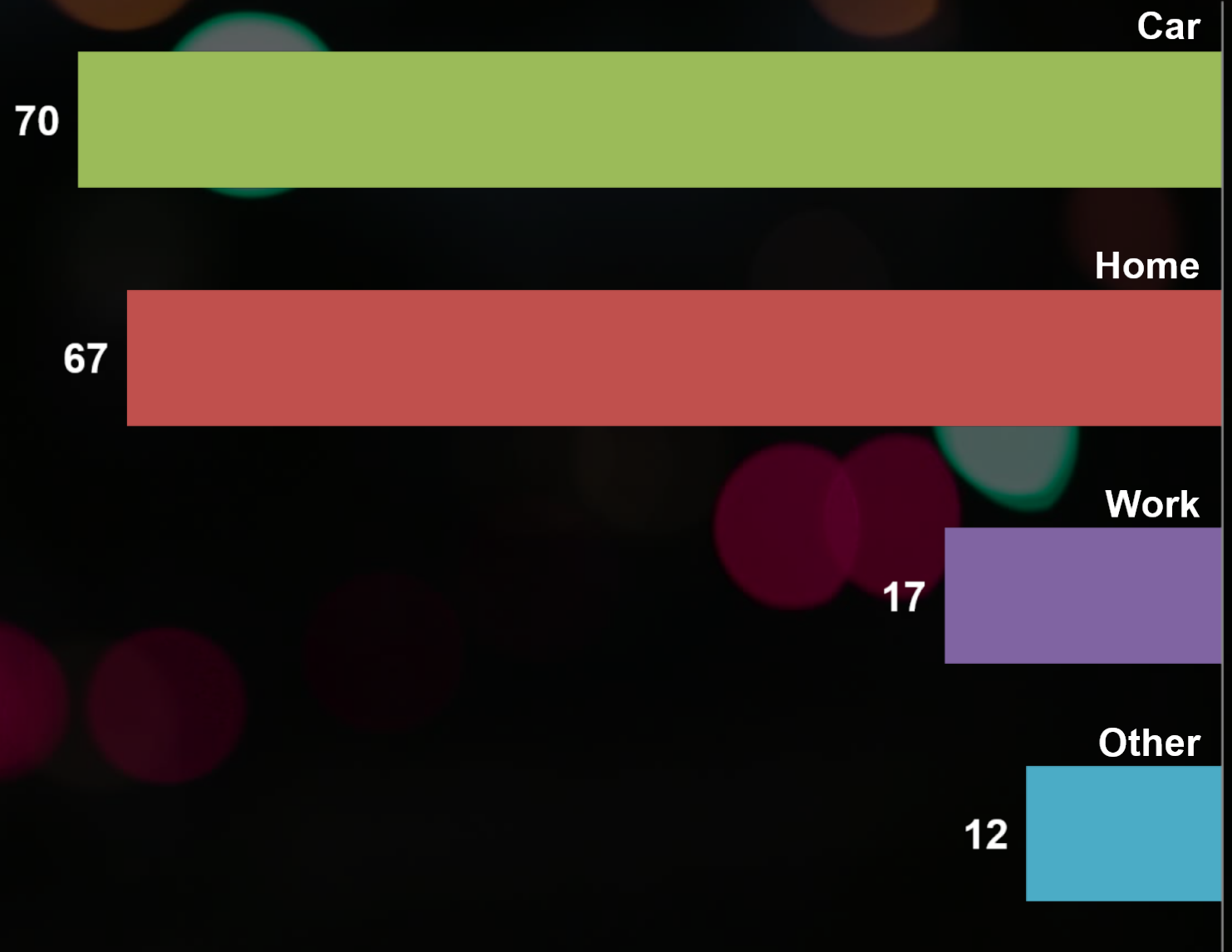
Share of Ear[®]

Americans 13+ listen to

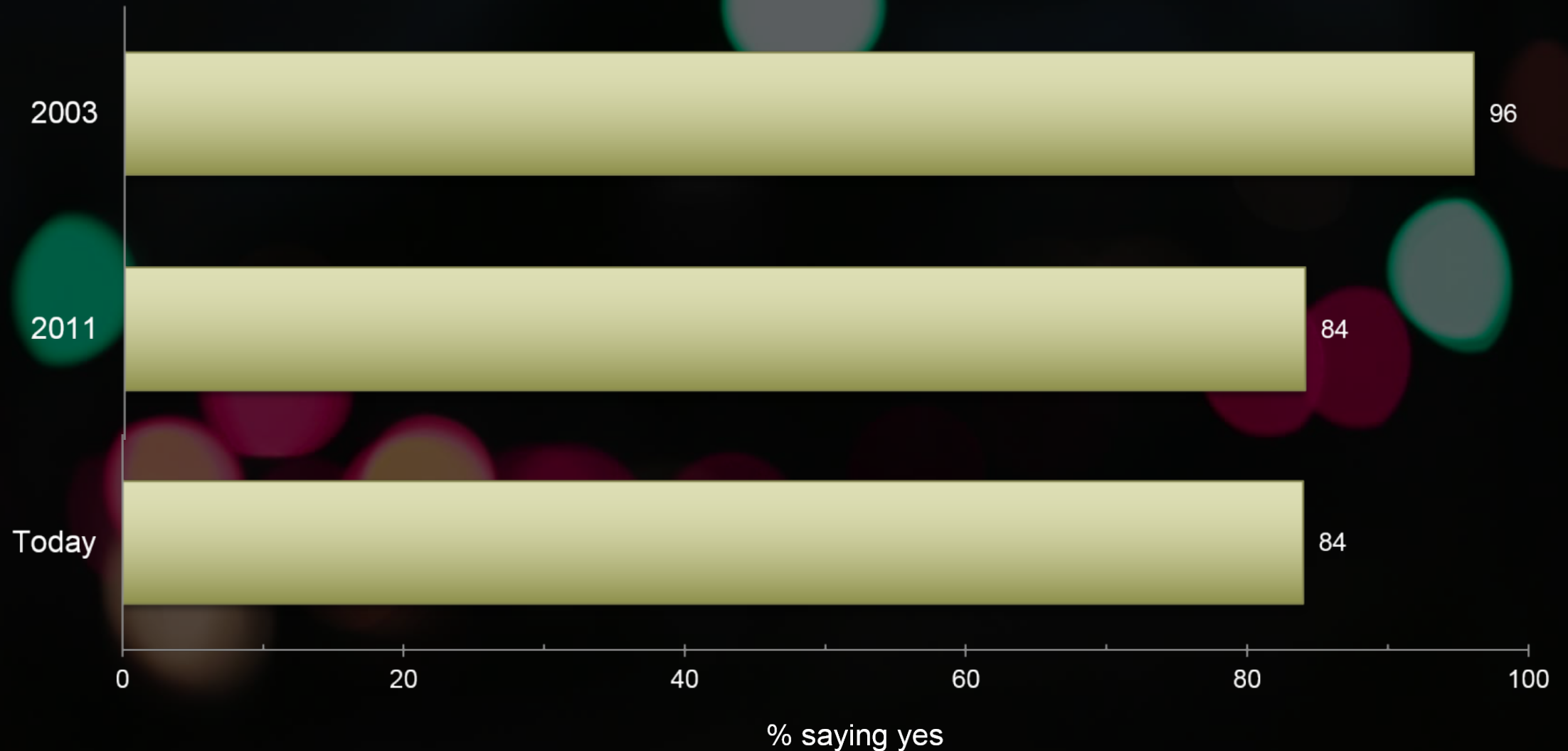
**73 minutes of audio
in the car per day**

Share of Ear[®]

Americans' 13+ Daily
Listenership in Each Location



In your primary car, do you currently use AM/FM radio?



Share of Ear[®]

AM/FM Radio Daily

Listenership in Each Location

54

In Car

31

At Home

7

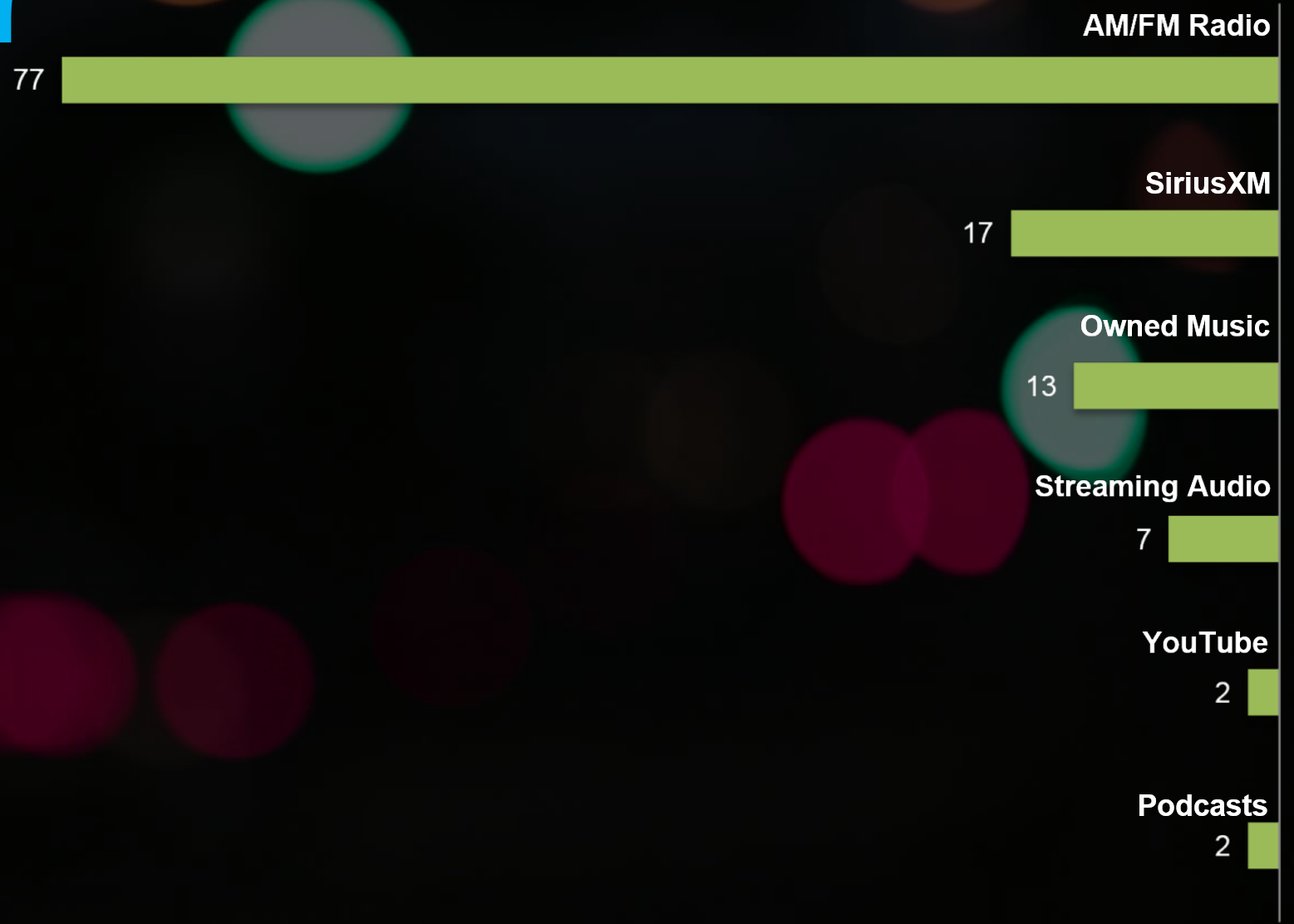
At Work

2

Other Location

Share of Ear[®]

What Percent of In-Car Audio Consumers Use Each Platform in a Typical Day



YouTube for music and music videos only

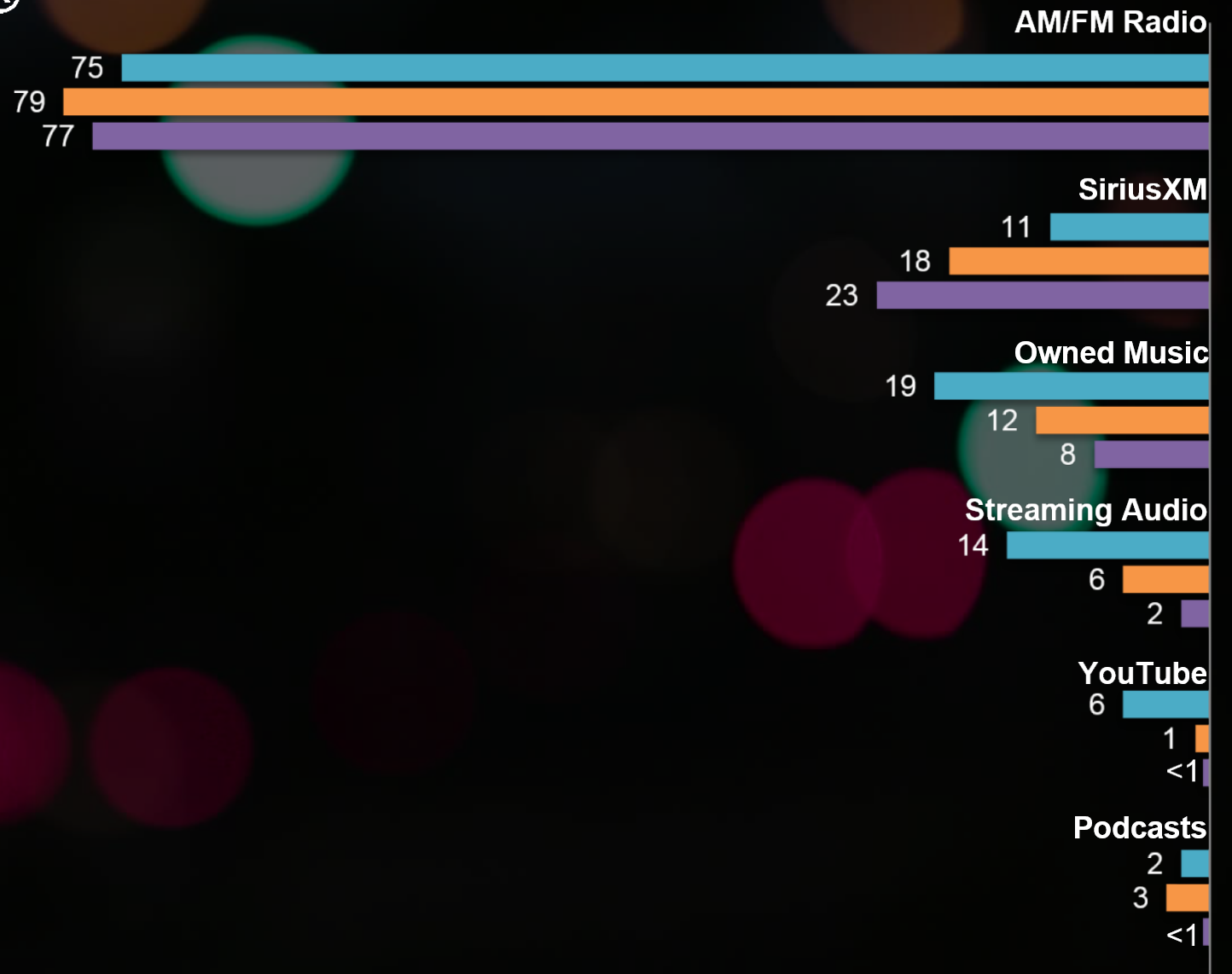
AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

Share of Ear[®]

What Percent of In-Car Audio Consumers Use Each Platform in a Typical Day

■ 13-34
■ 35-54
■ 55+



YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

Share of Ear[®]

62%

**of radio listeners 13-34
only listen in their car**

54%

**of radio listeners
only listen in their car**

Share of Ear[®]

Americans' 13+ Share
of Time Spent Listening
to Audio Sources in a **Car/Truck**

AM/FM Radio
67%

SiriusXM
17%

Owned Music
7%

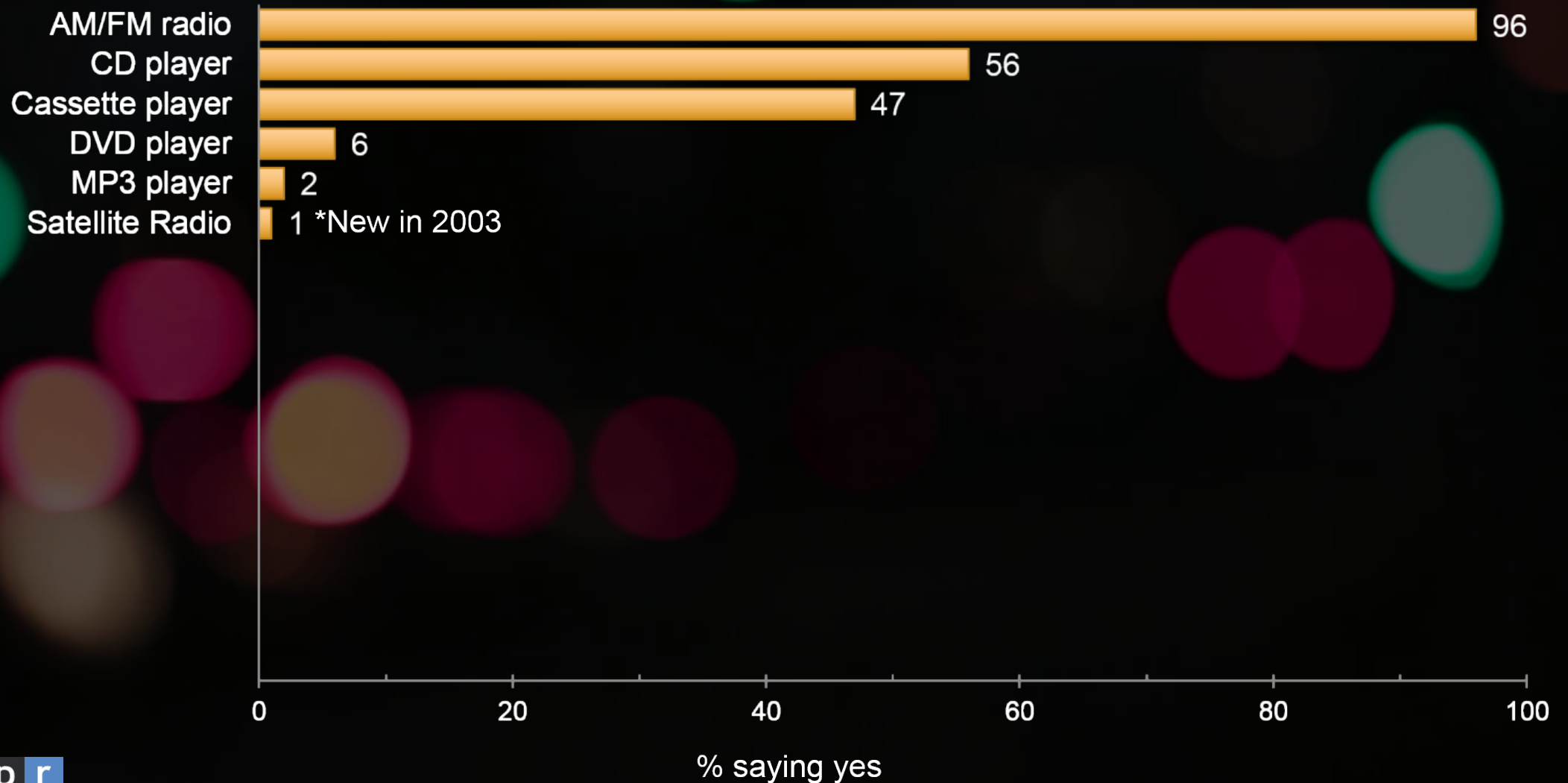
Streaming Audio
5%

Other
4%

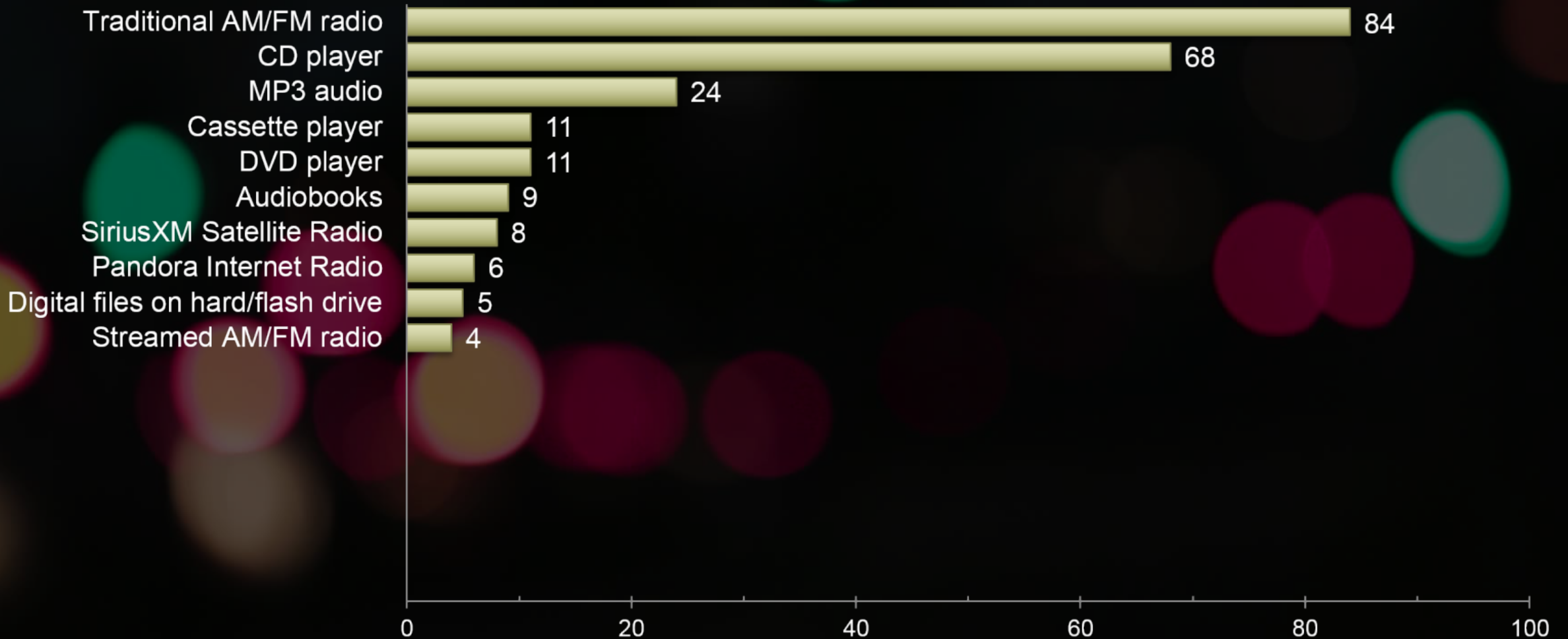
AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

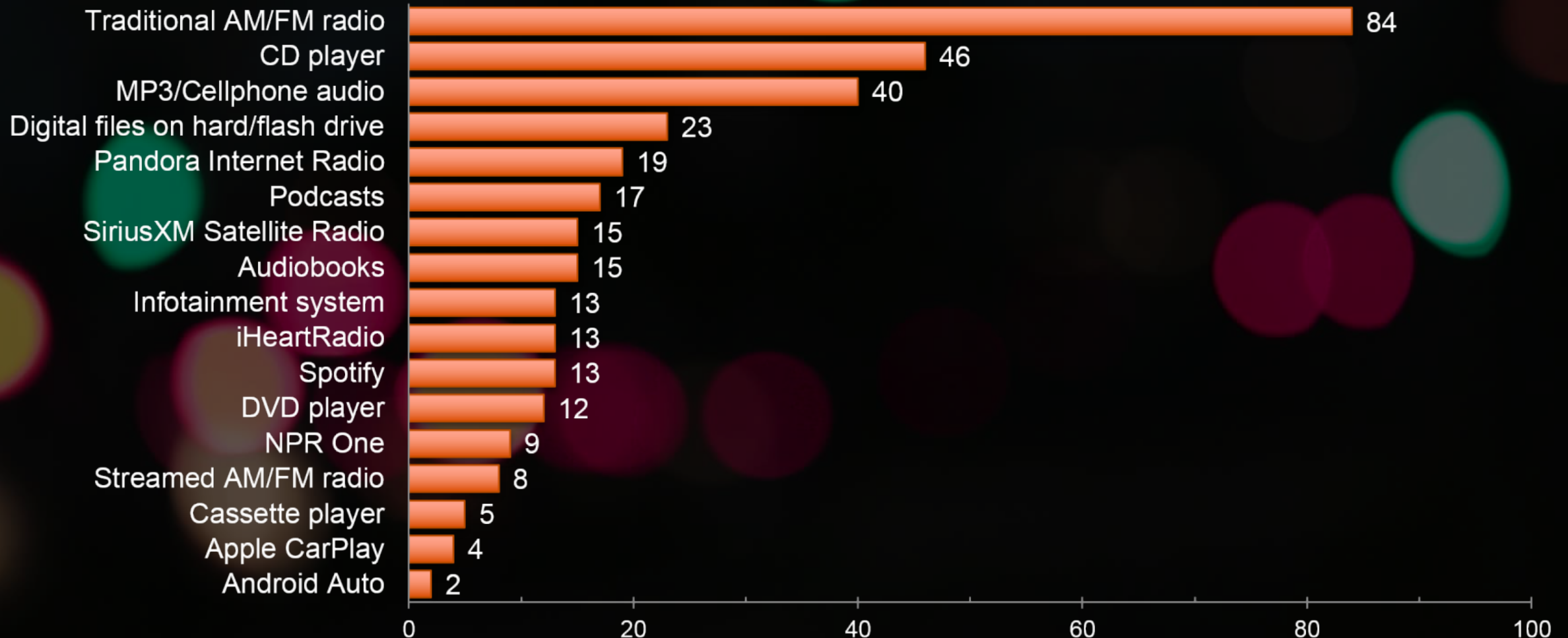
In your primary car, do you currently use...? (2003)



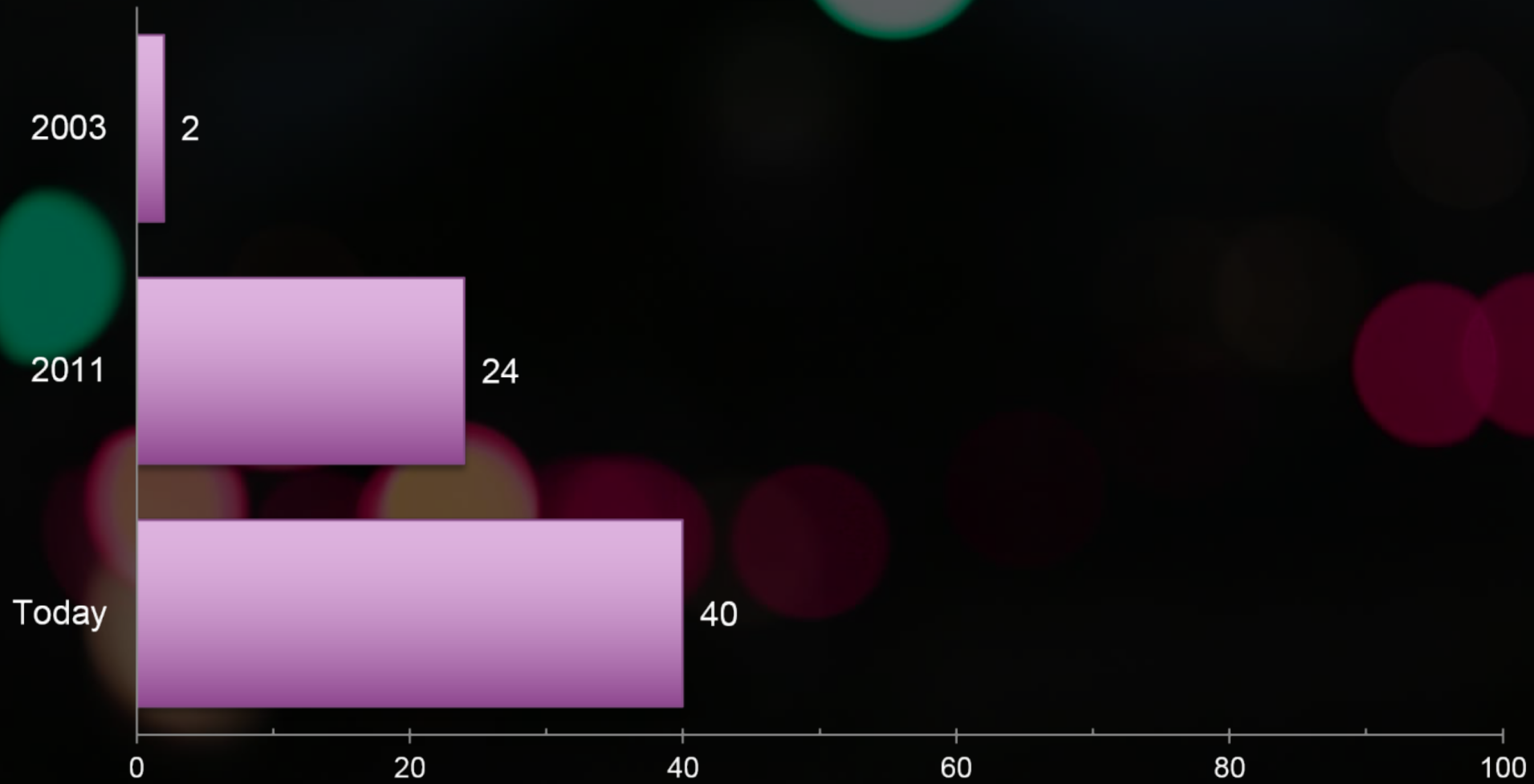
In your primary car, do you currently use...? (2011)



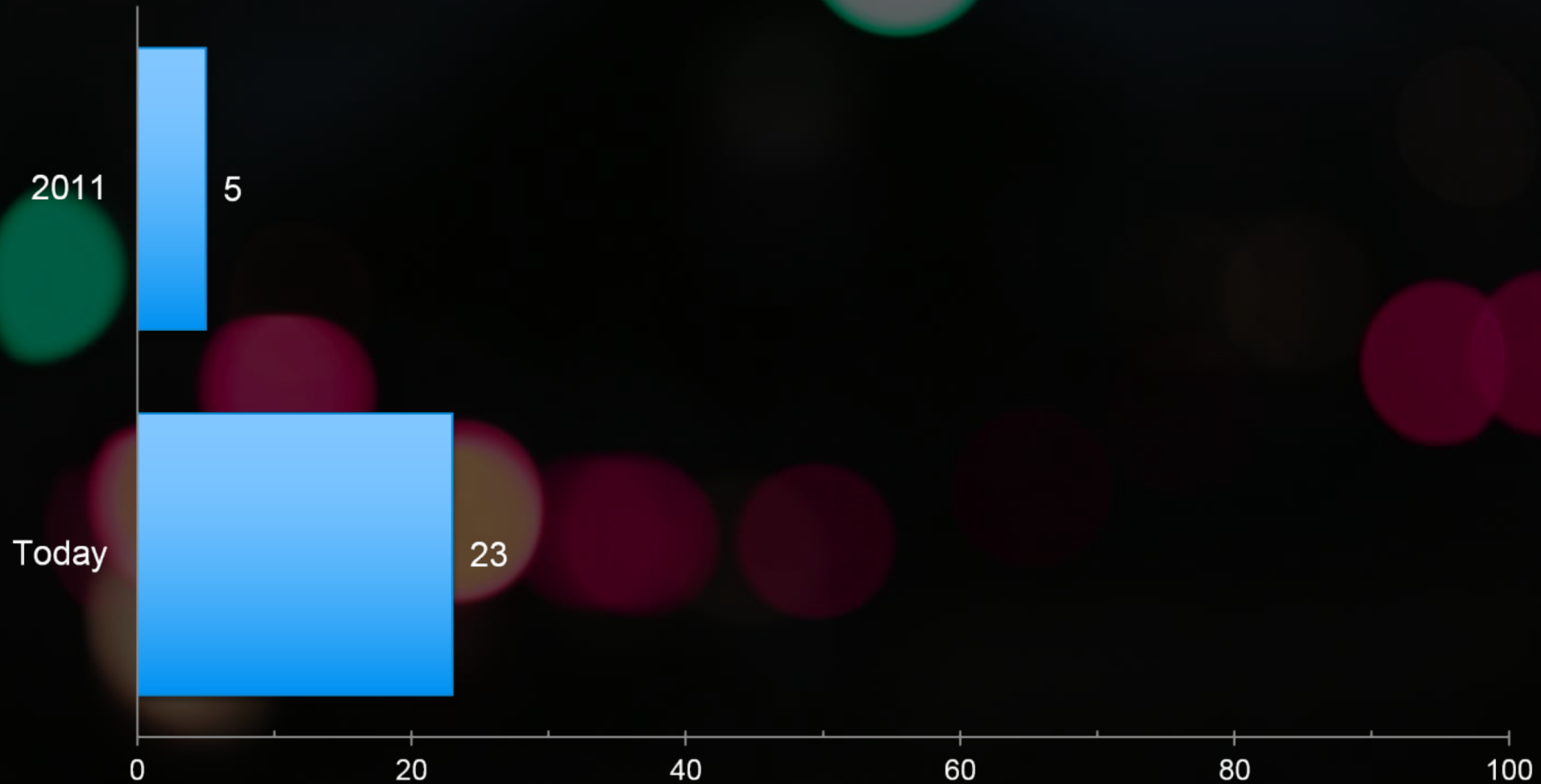
In your primary car, do you currently use...? (Today)

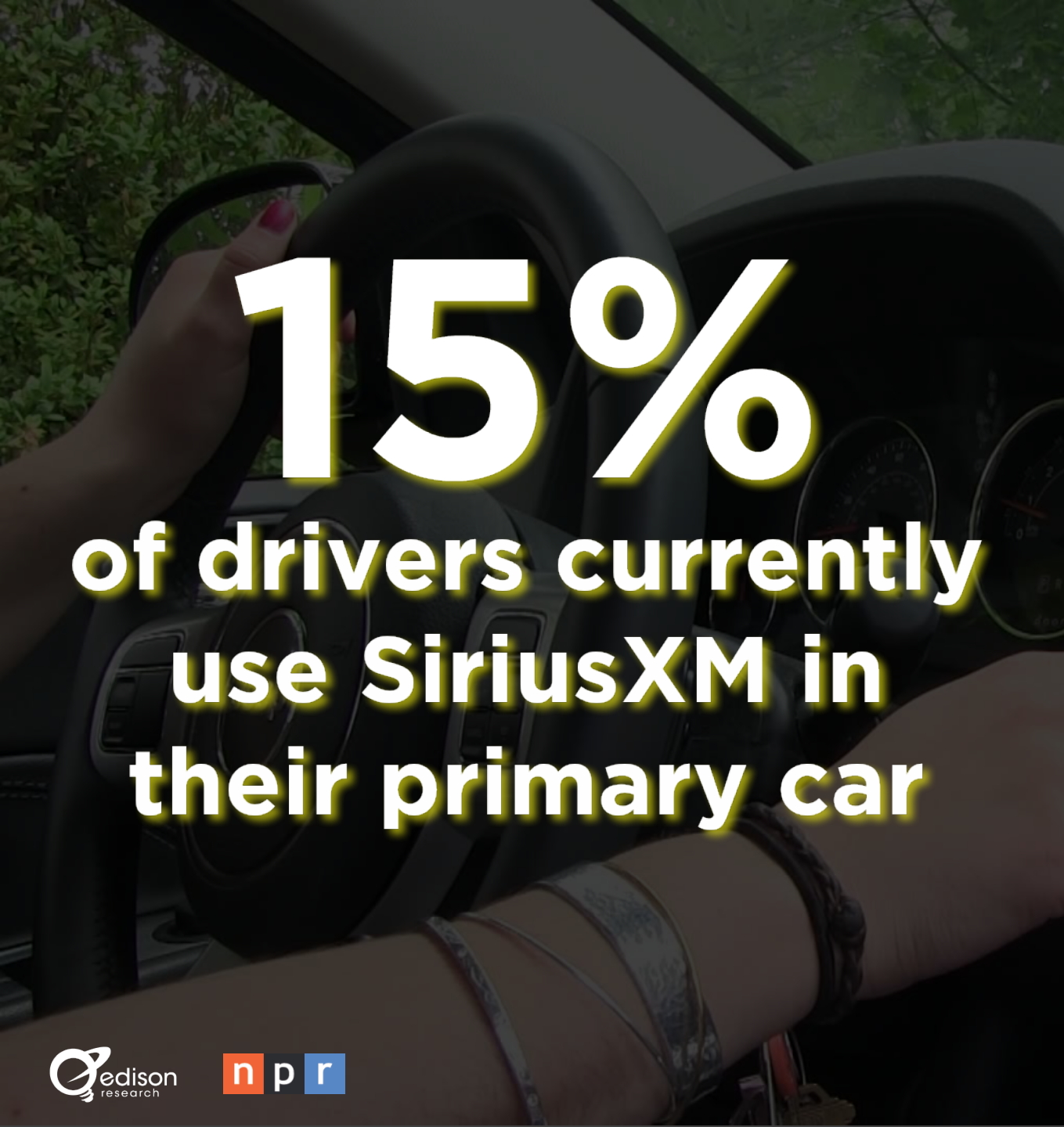


In your primary car, do you currently use a MP3/Cellphone?



In your primary car, do you currently use digital files on a hard/flash drive?



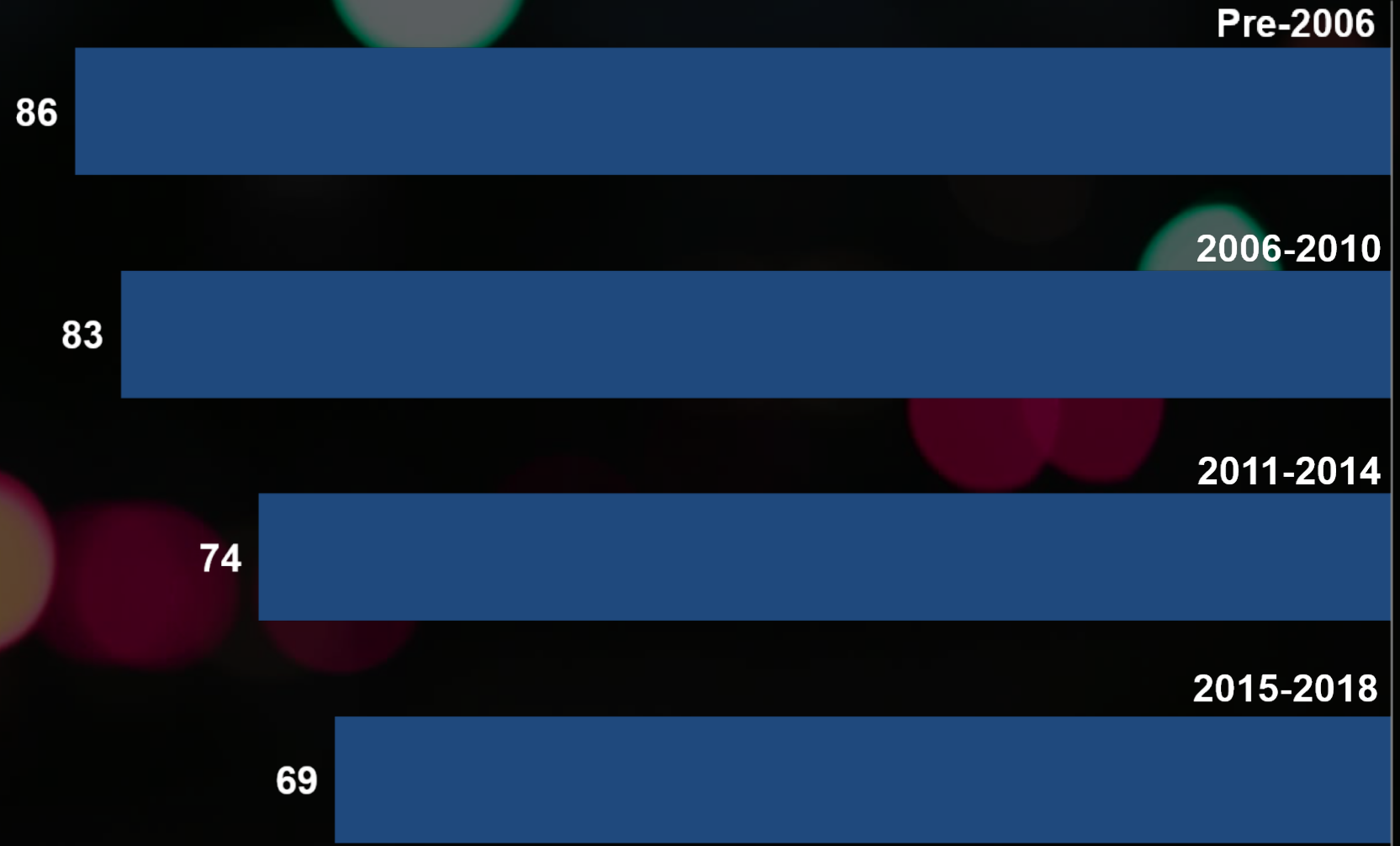


15%
of drivers currently
use SiriusXM in
their primary car



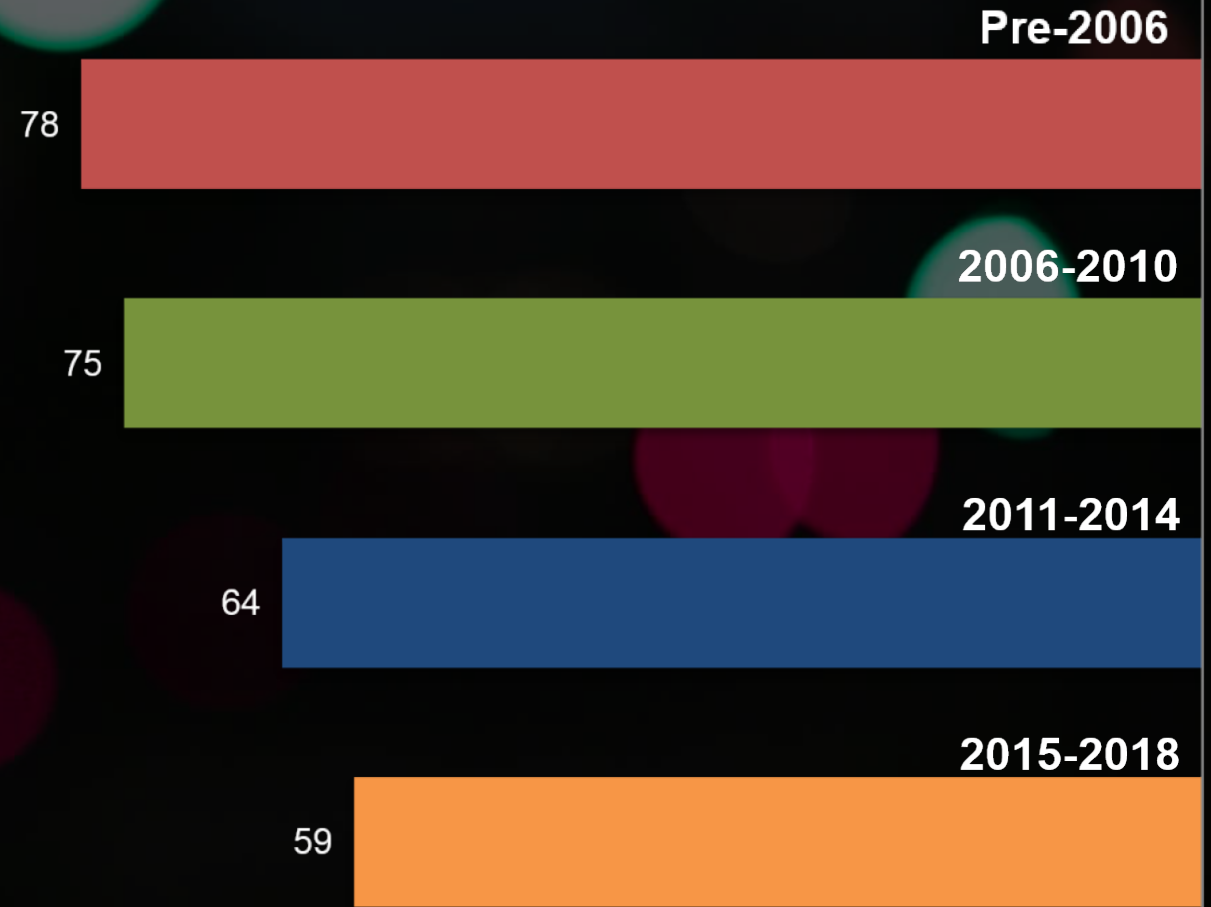
Share of Ear[®]

In Car AM/FM Radio
Daily Listenership by
Model Year



Share of Ear[®]

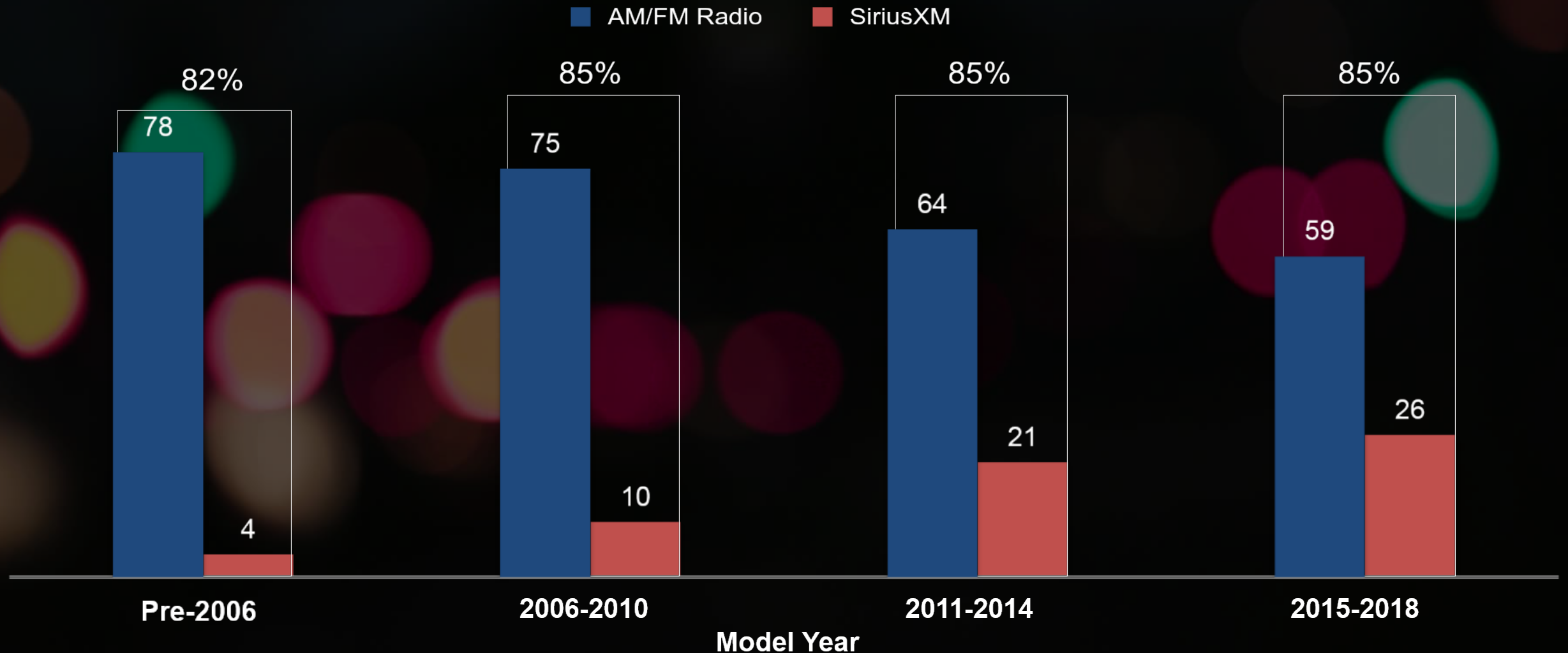
Americans' 13+ Share of Time Spent Listening
to **AM/FM Radio in a Car/Truck** by Model Year



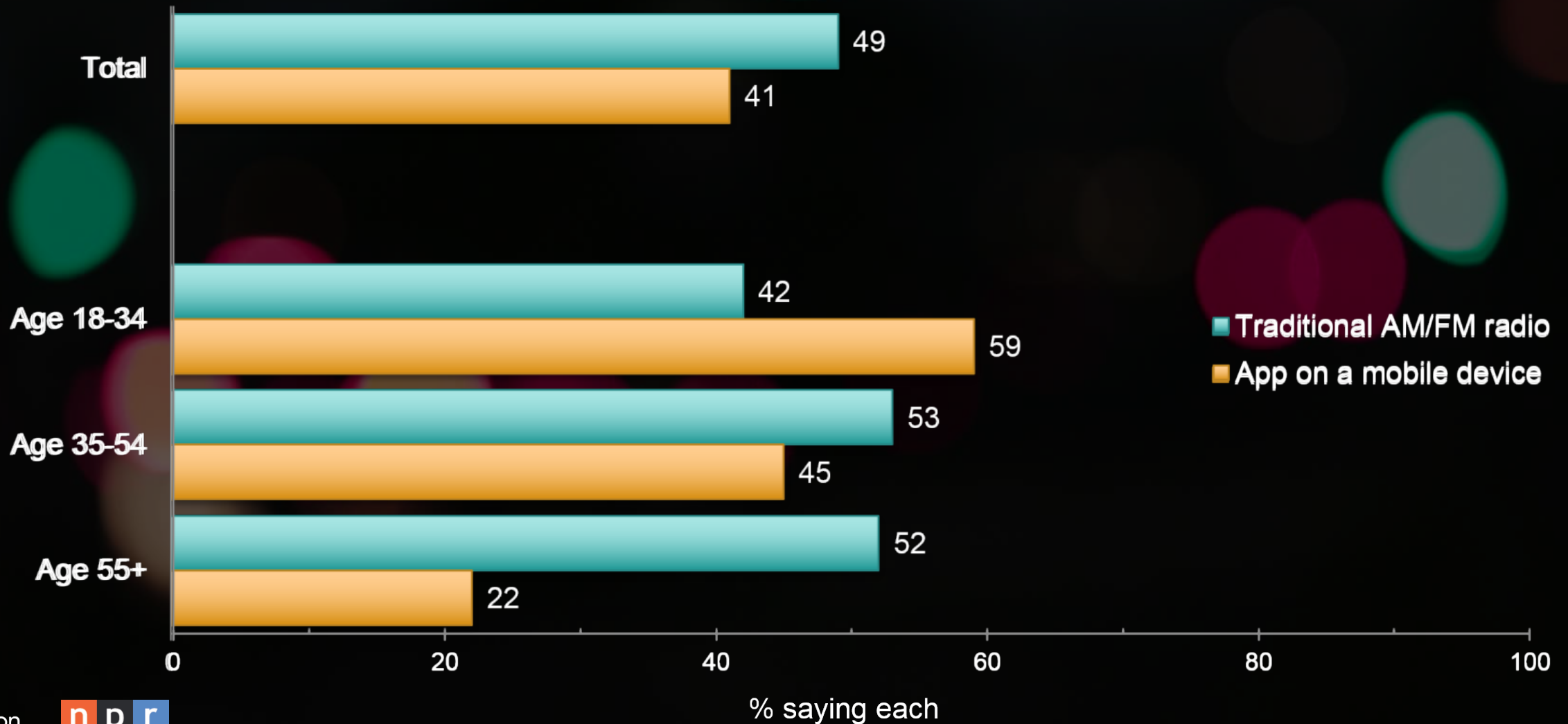
AM/FM Radio includes over the air and radio streams

Share of Ear[®]

Americans' 13+ Share of Time Spent Listening
to Audio Sources in a Car/Truck by Model Year



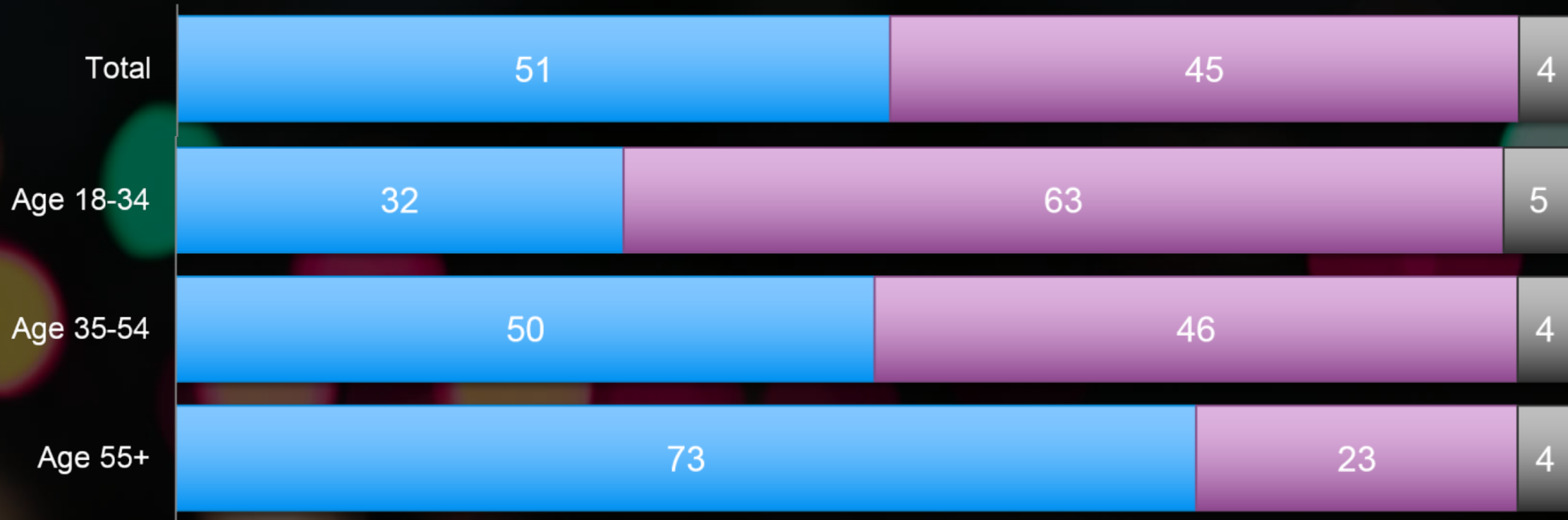
Do you regularly use traditional AM/FM radio or an app on a mobile device for traffic reports while in the car?



Which source do you use most often for traffic reports while in the car?

Radio

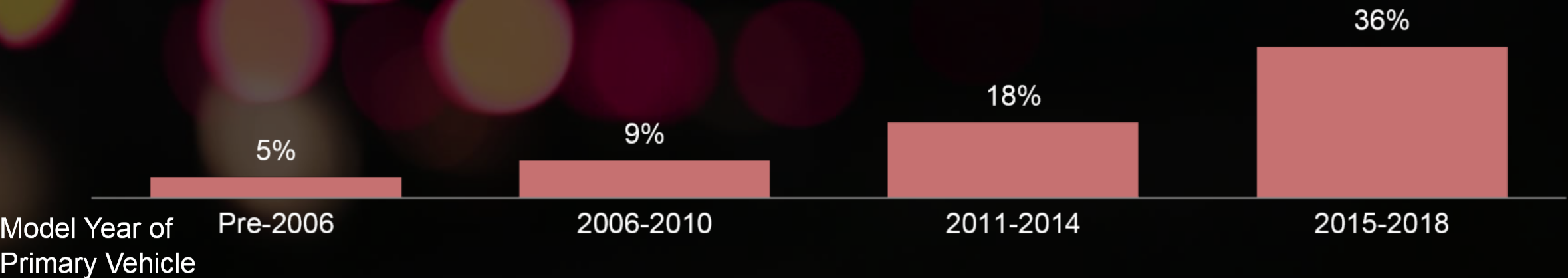
Apps



Cars with in-dash infotainment systems by Model Year of Primary Vehicle



Base: Age 18+ who have driven or ridden in a car in the last month



% reported having an in-dash system in their primary vehicle

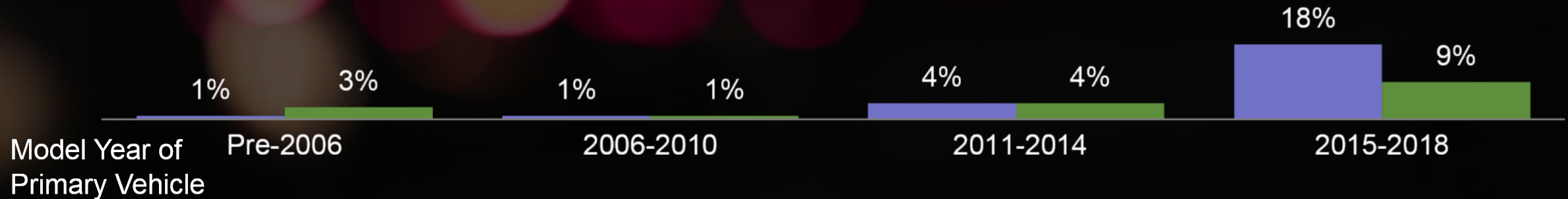


Apple Car Play and Android Auto in Car by Model Year of Primary Vehicle



Base: Age 18+ who have driven or ridden in a car in the last month

■ Apple Car Play ■ Android Auto



How likely would you be to accept a ride in a self-driving car today?

