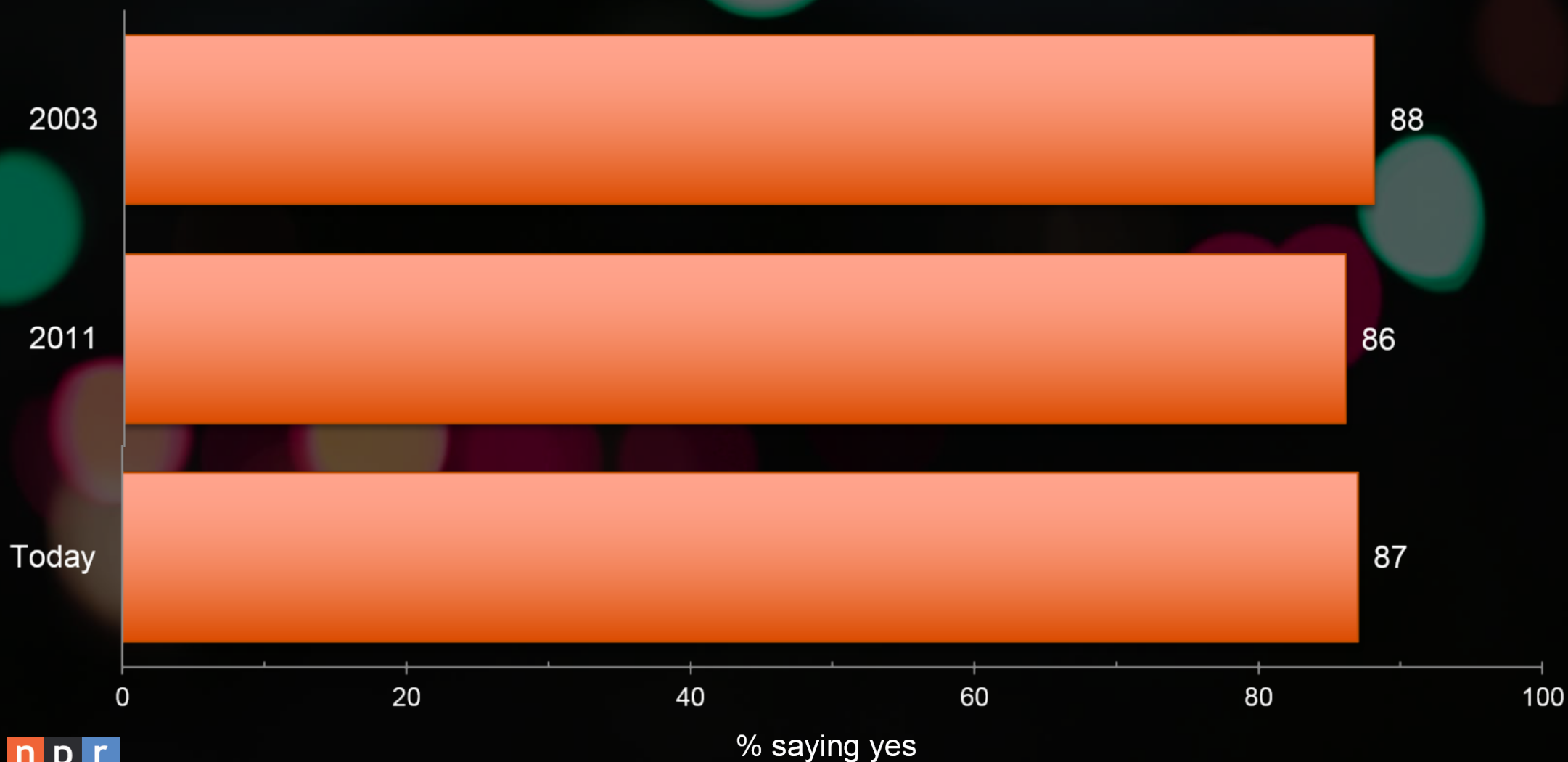


# Miles Different: In-Car Audio



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



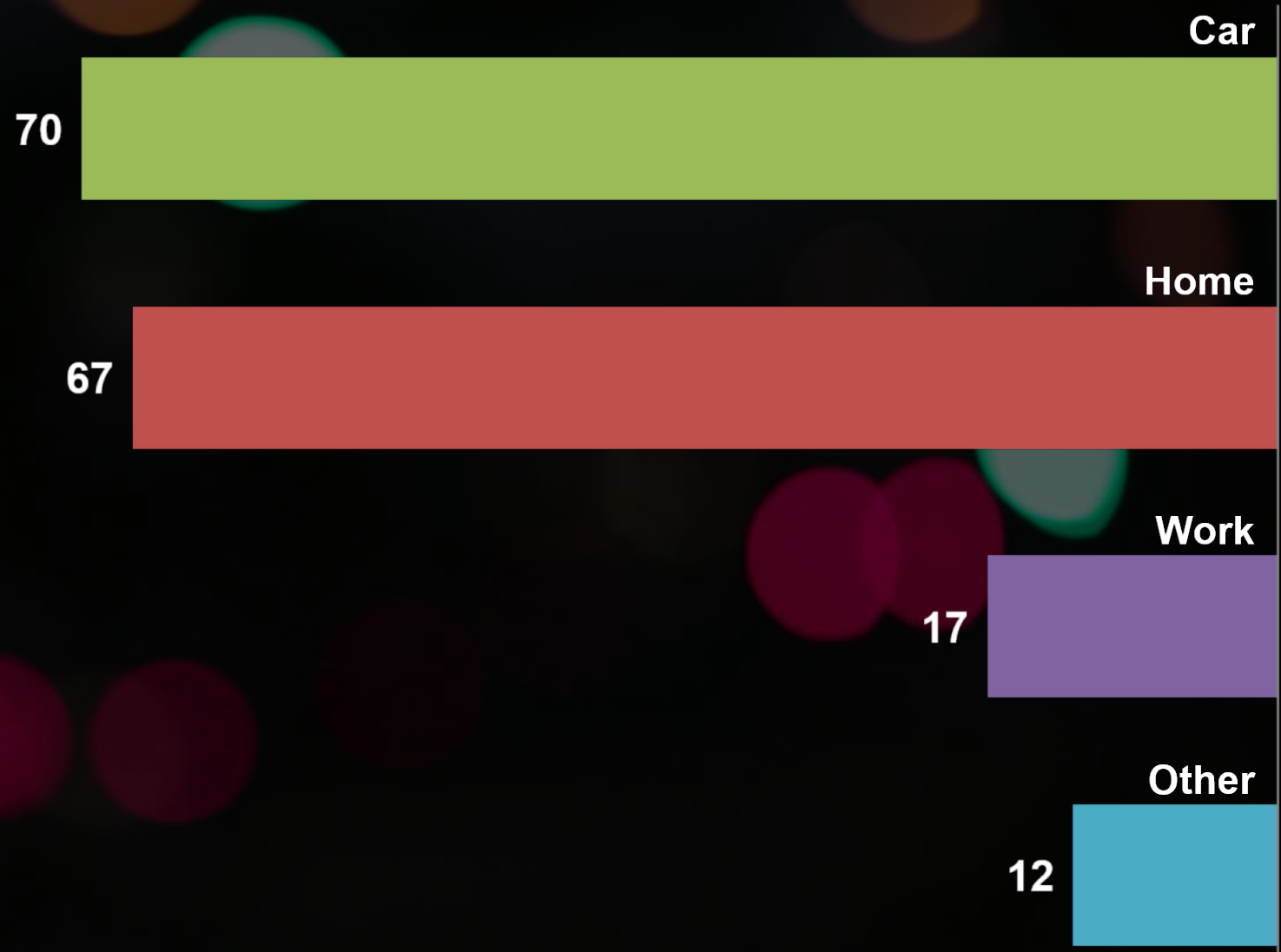
# Share of Ear<sup>®</sup>

Americans 13+ listen to

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

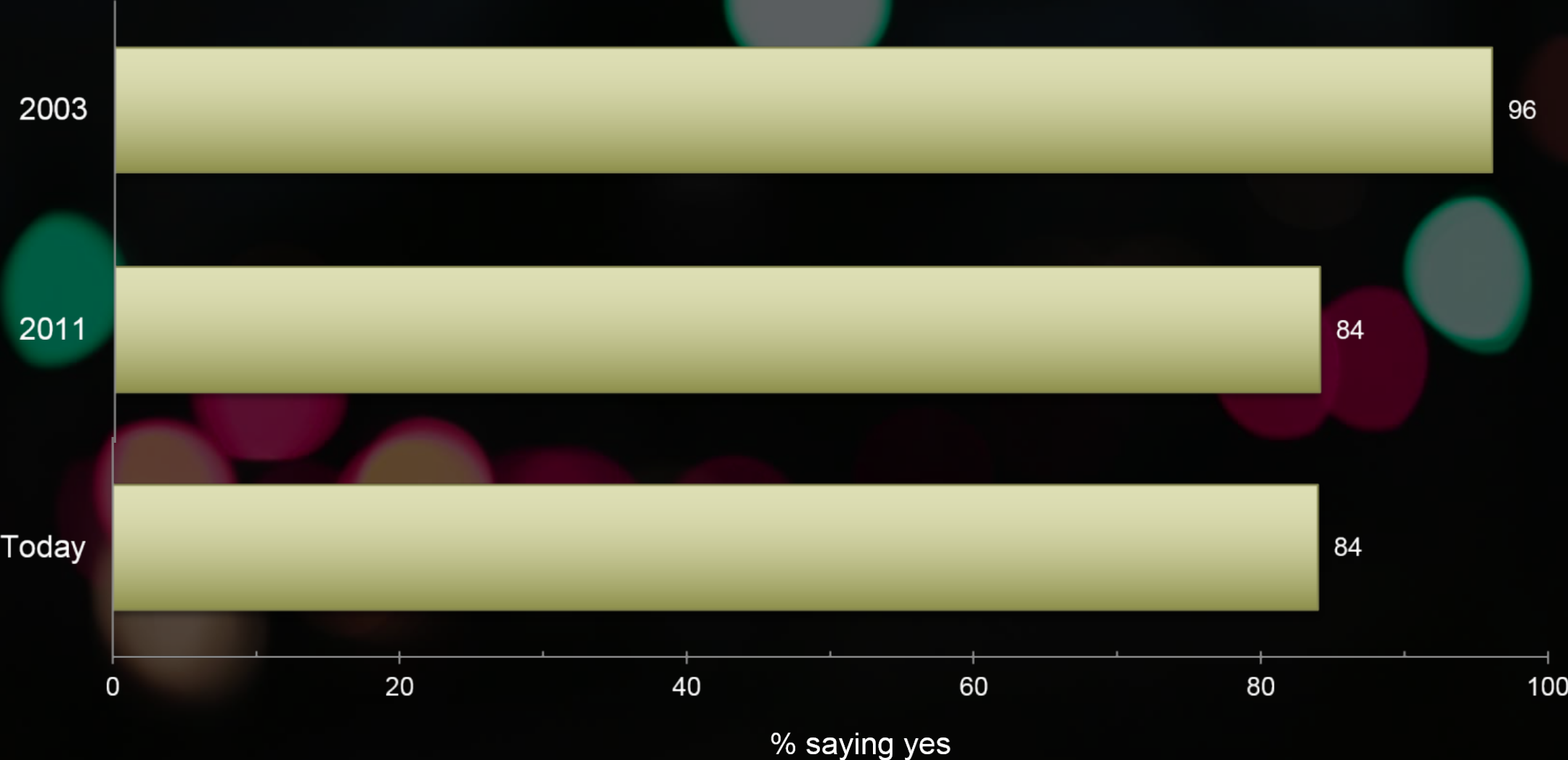
# Share of Ear<sup>®</sup>

Americans' 13+ Daily  
Listenership in Each Location





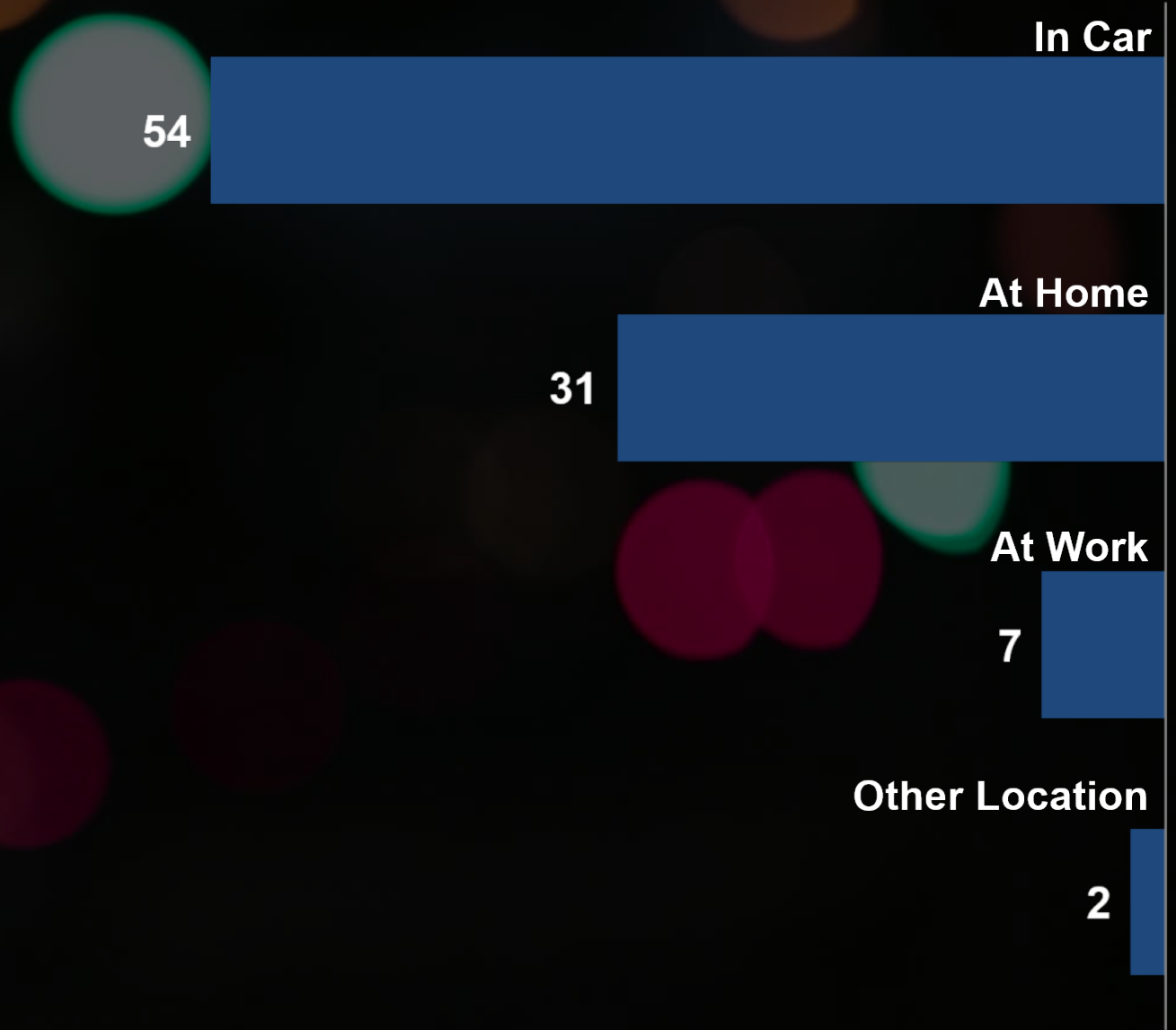
# In your primary car, do you currently use AM/FM radio?



# Share of Ear<sup>®</sup>

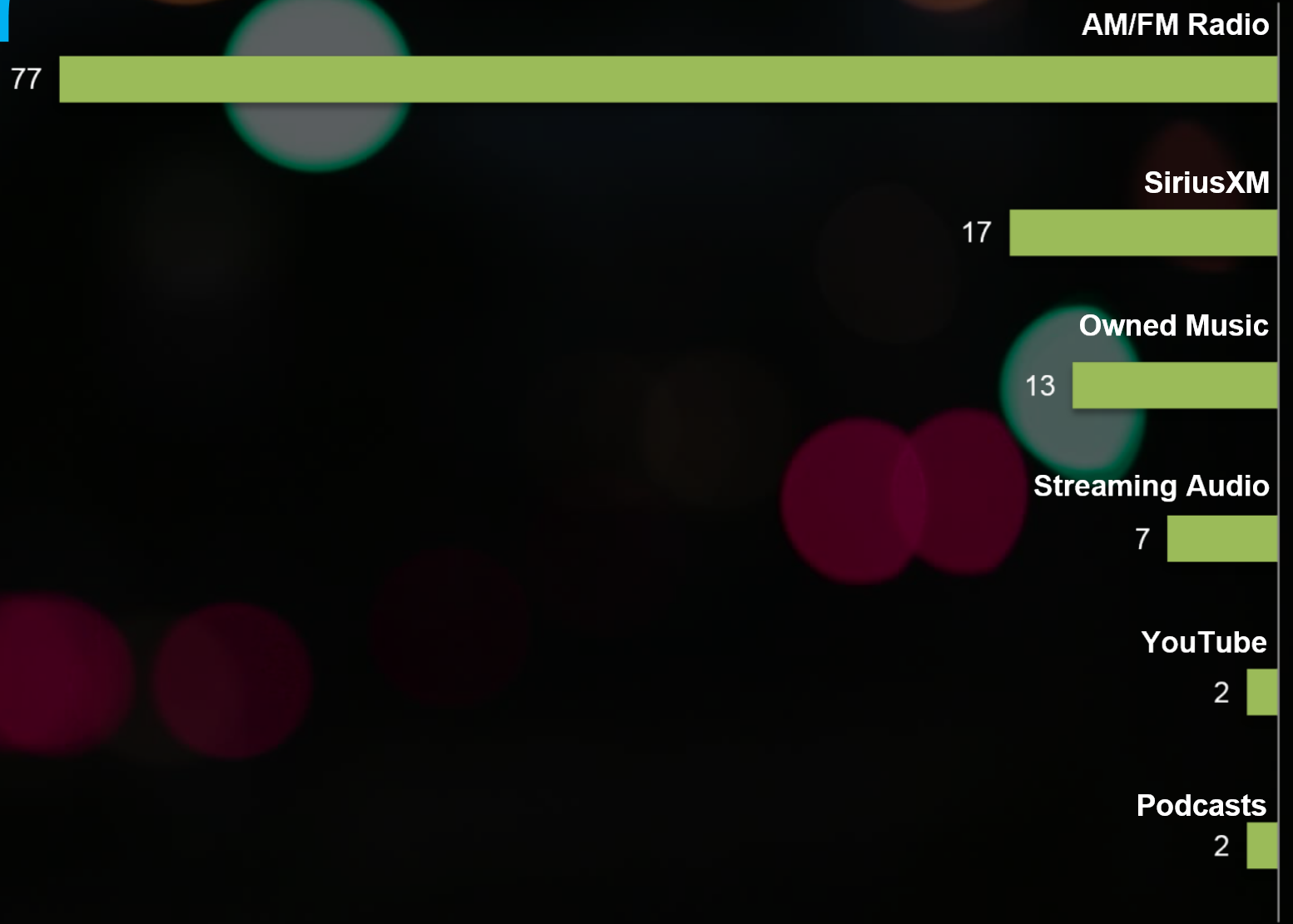
AM/FM Radio Daily

Listenership in Each Location



# Share of Ear<sup>®</sup>

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



YouTube for music and music videos only

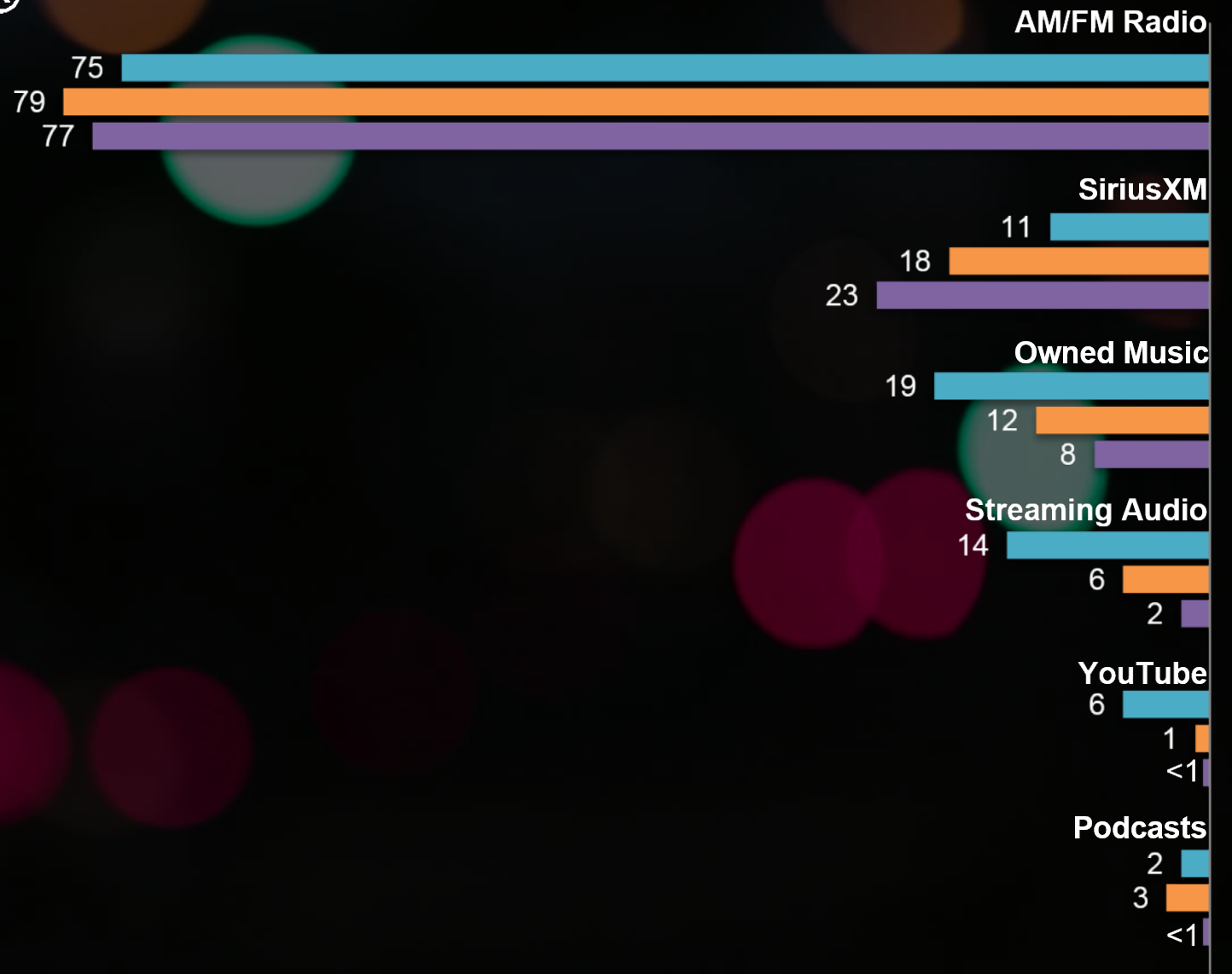
AM/FM Radio includes over the air and radio streams

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

# Share of Ear<sup>®</sup>

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<sup>®</sup>

62%

of radio listeners 13-34  
only listen in their car

54%

of radio listeners  
only listen in their car

# Share of Ear<sup>®</sup>

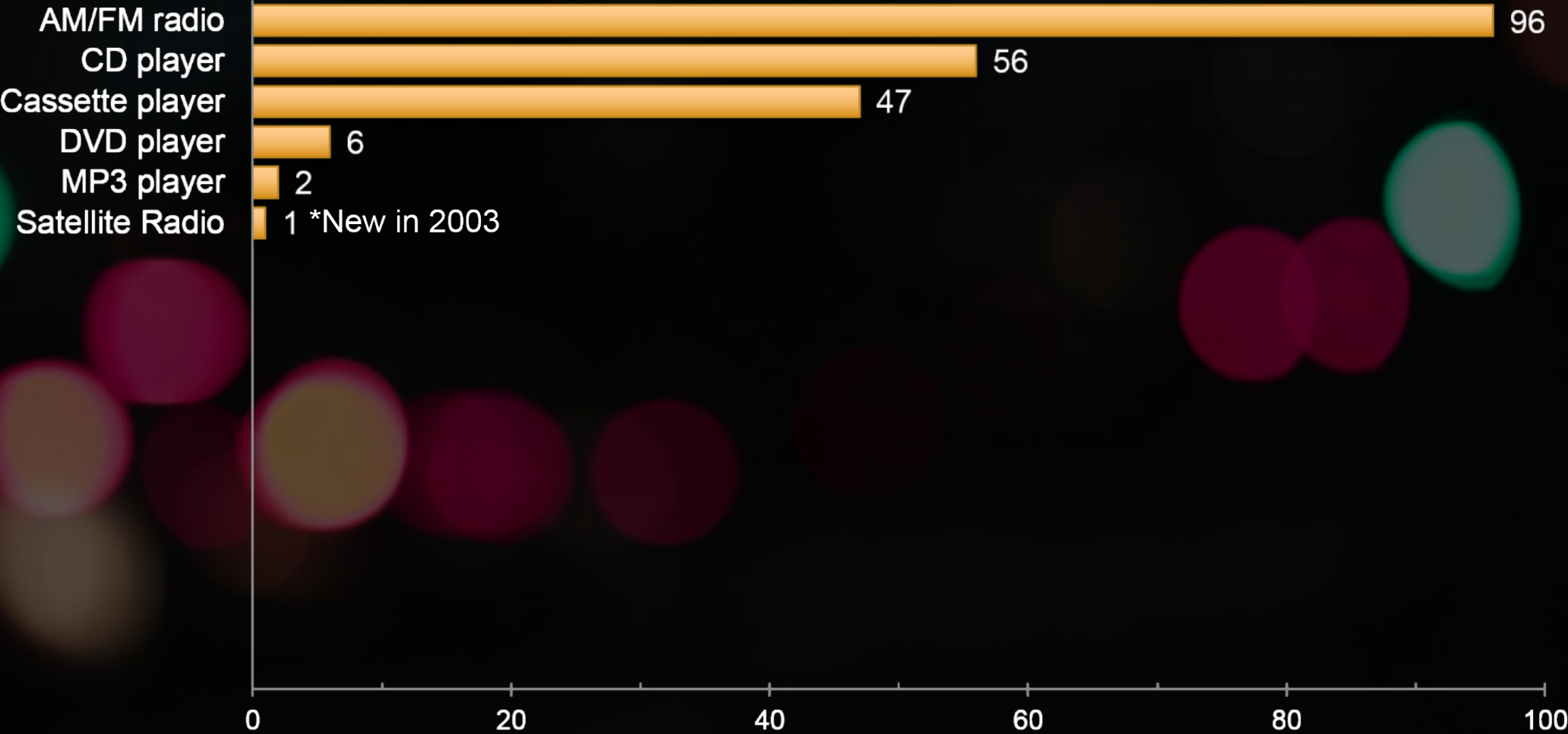
Americans' 13+ Share  
of Time Spent Listening  
to Audio Sources in a **Car/Truck**



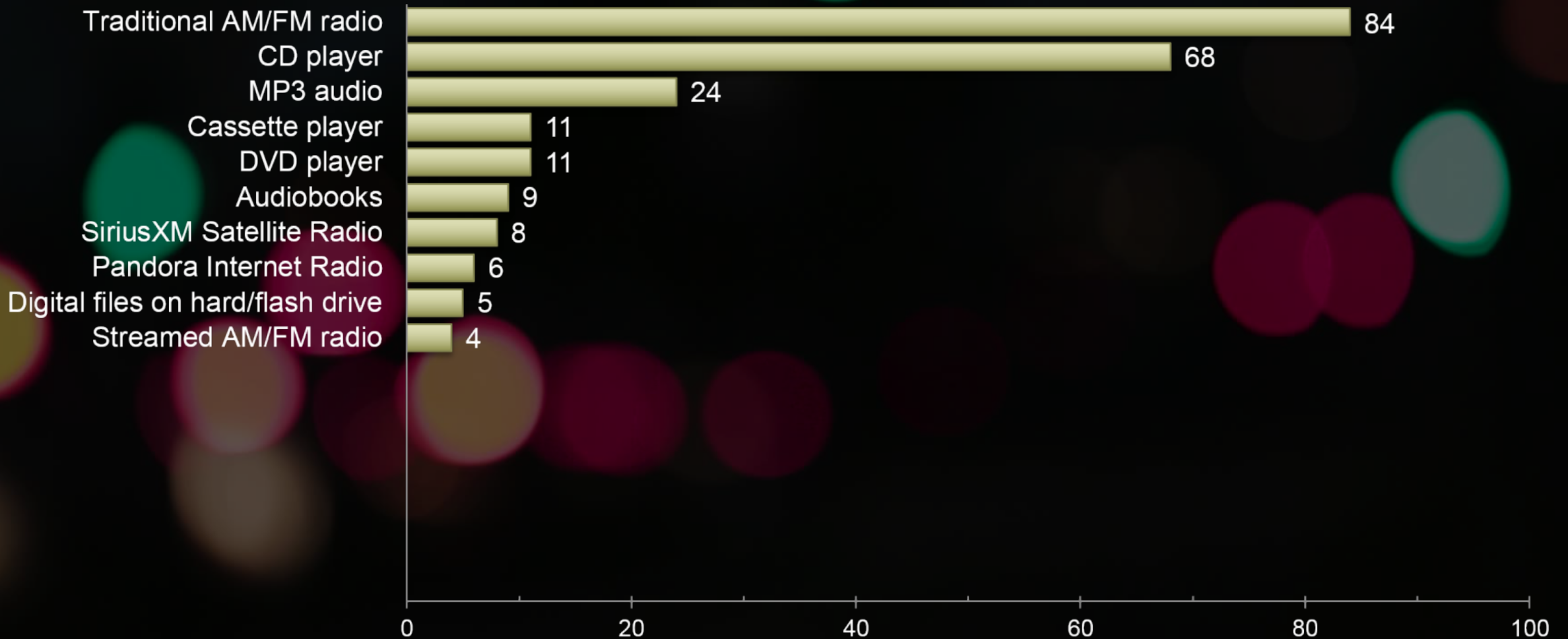
AM/FM Radio includes over the air and radio streams

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

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

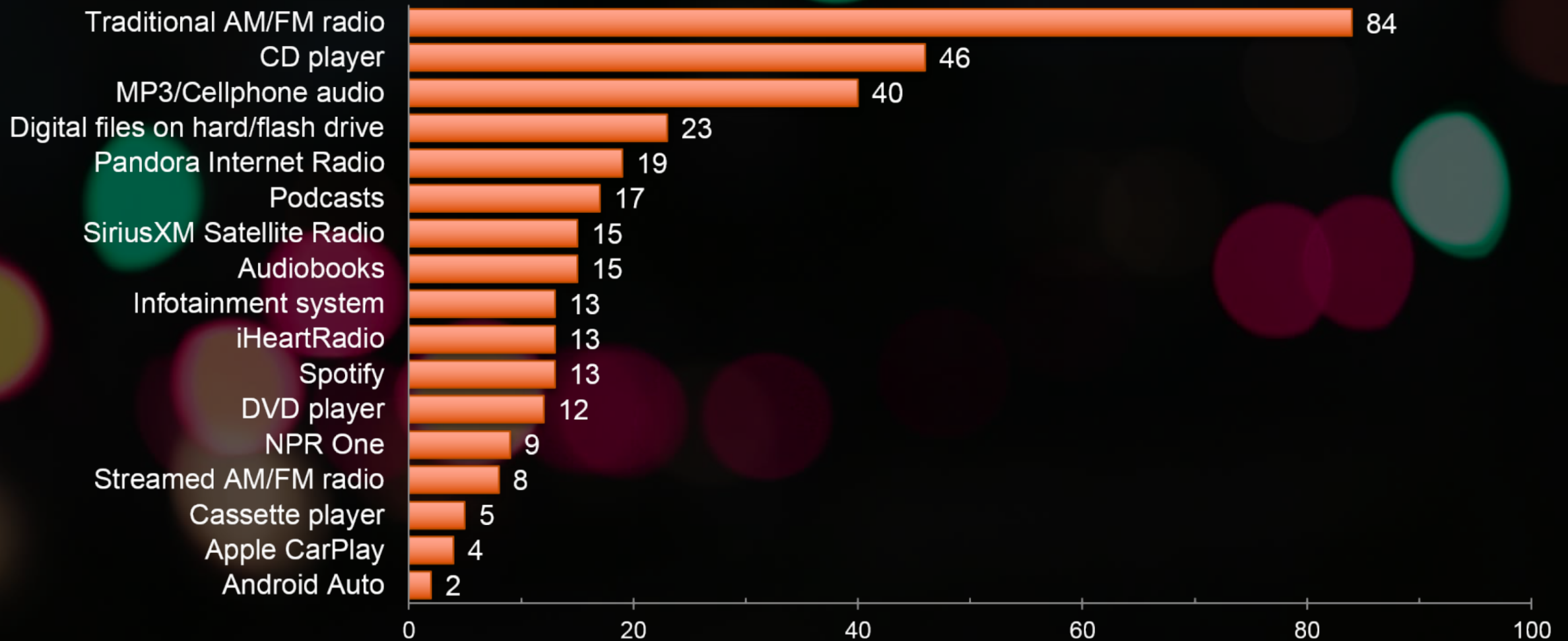


# In your primary car, do you currently use...? (2011)

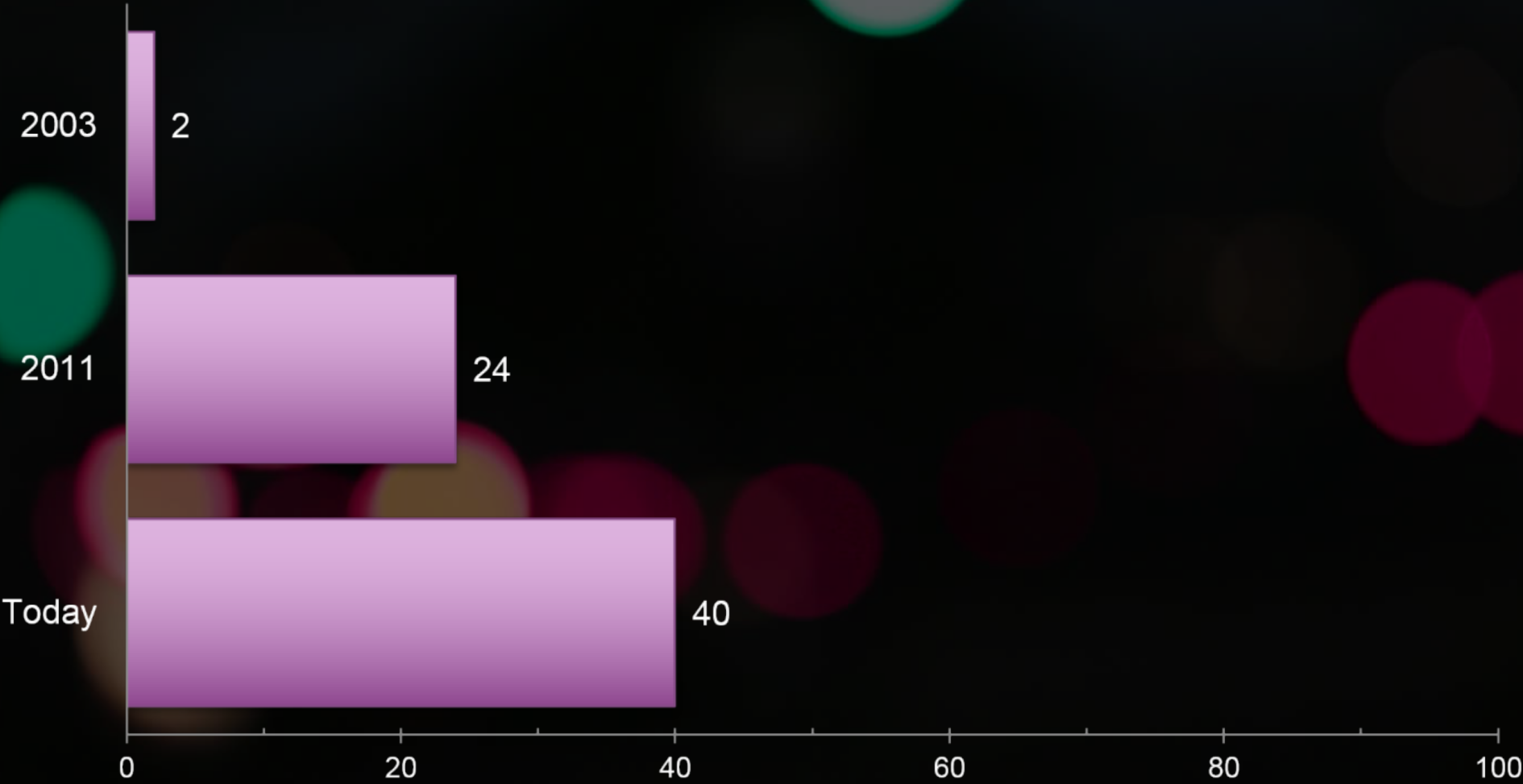




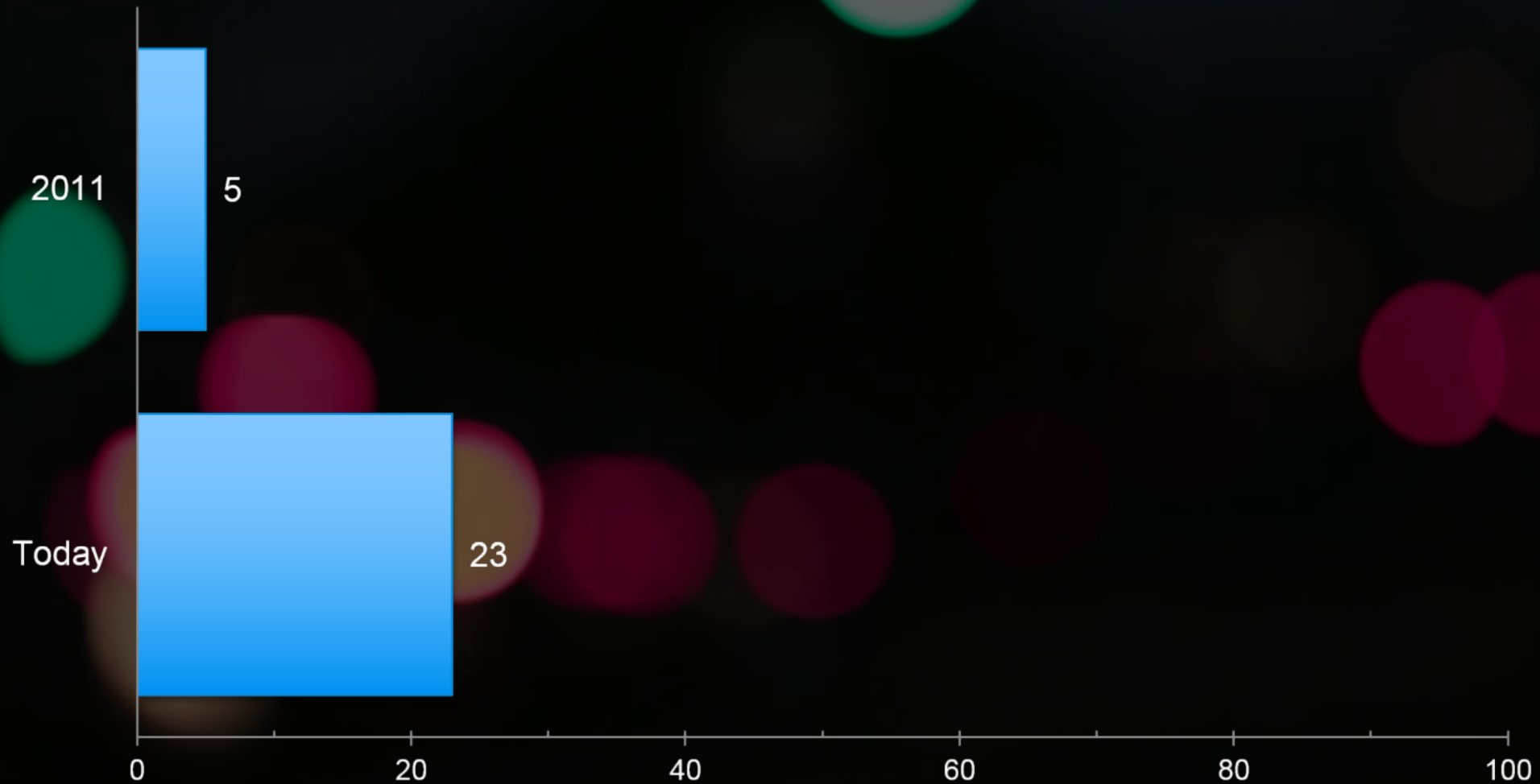
# In your primary car, do you currently use...? (Today)

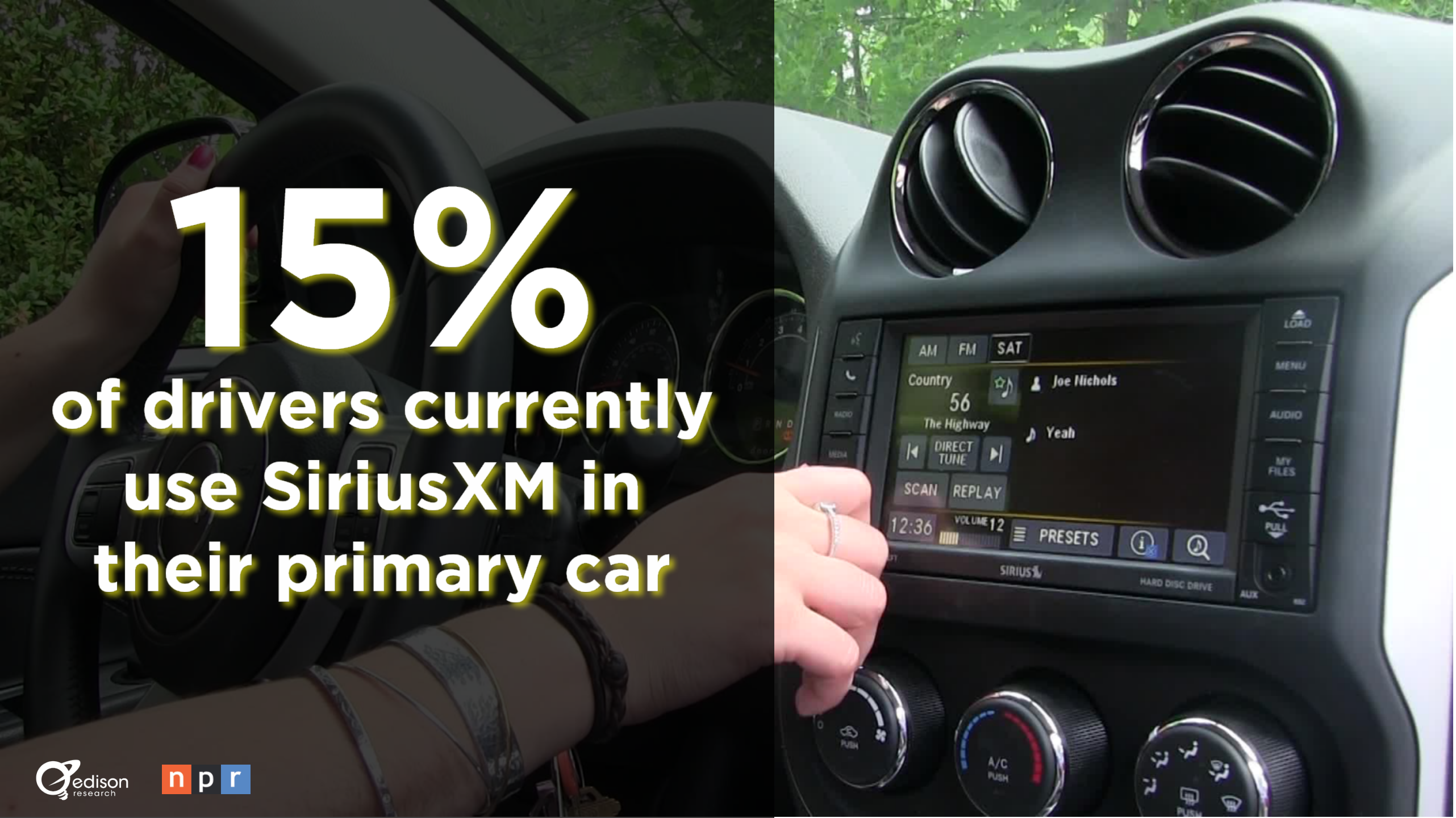


# In your primary car, do you currently use a MP3/Cellphone?



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



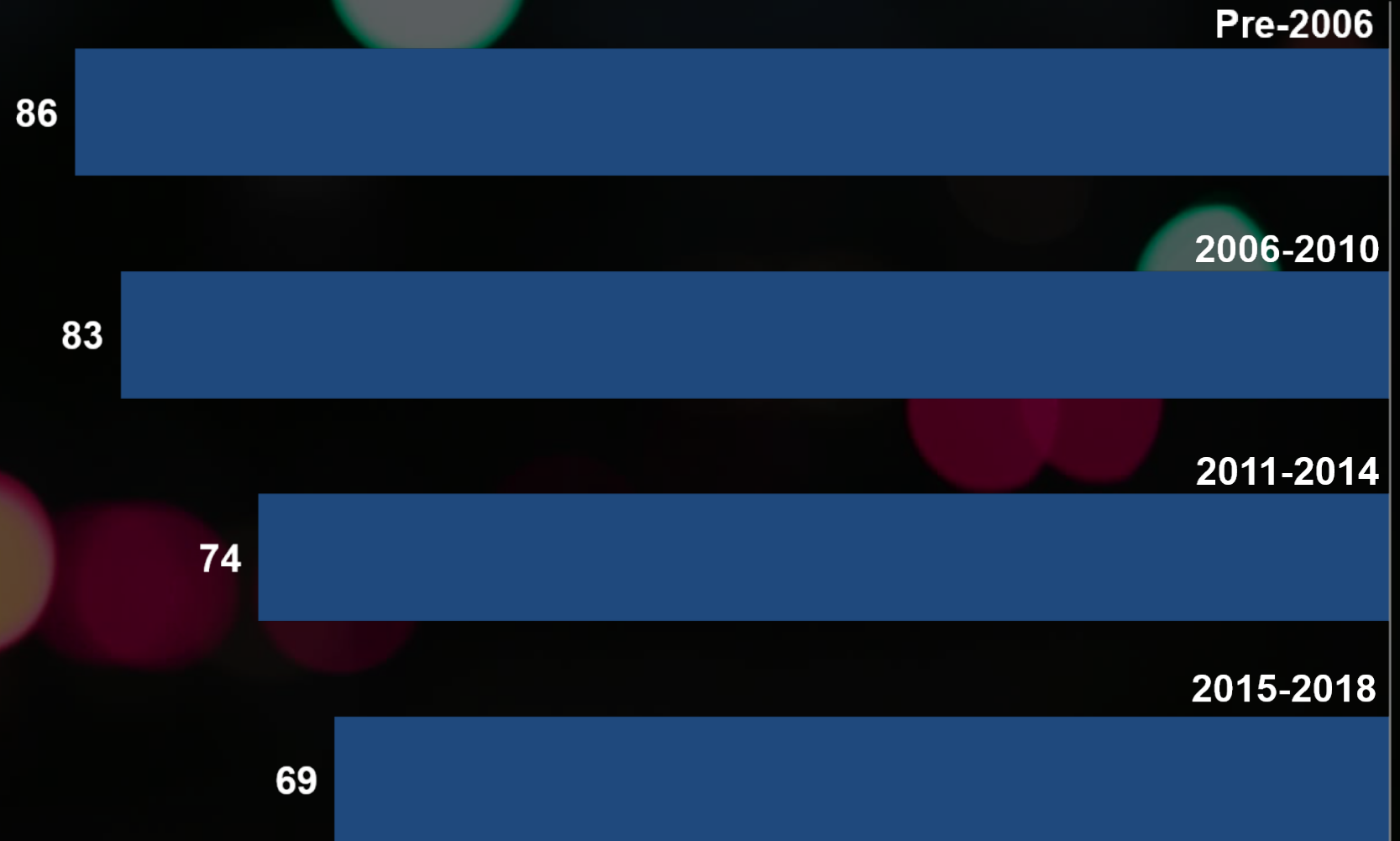
A composite image showing a driver's perspective from the left and a close-up of the car's infotainment system on the right. The infotainment screen displays SiriusXM radio information: AM, FM, SAT bands; Country station; frequency 56; song 'The Highway' by Joe Nichols; and 'Yeah' by Yeah. The screen also shows 'DIRECT TUNE', 'SCAN', 'REPLAY', 'VOLUME 12', 'PRESETS', and 'HARD DISC DRIVE' options. A hand is seen interacting with the screen. Below the screen are physical knobs for climate control and other functions.

**15%**  
of drivers currently  
use SiriusXM in  
their primary car



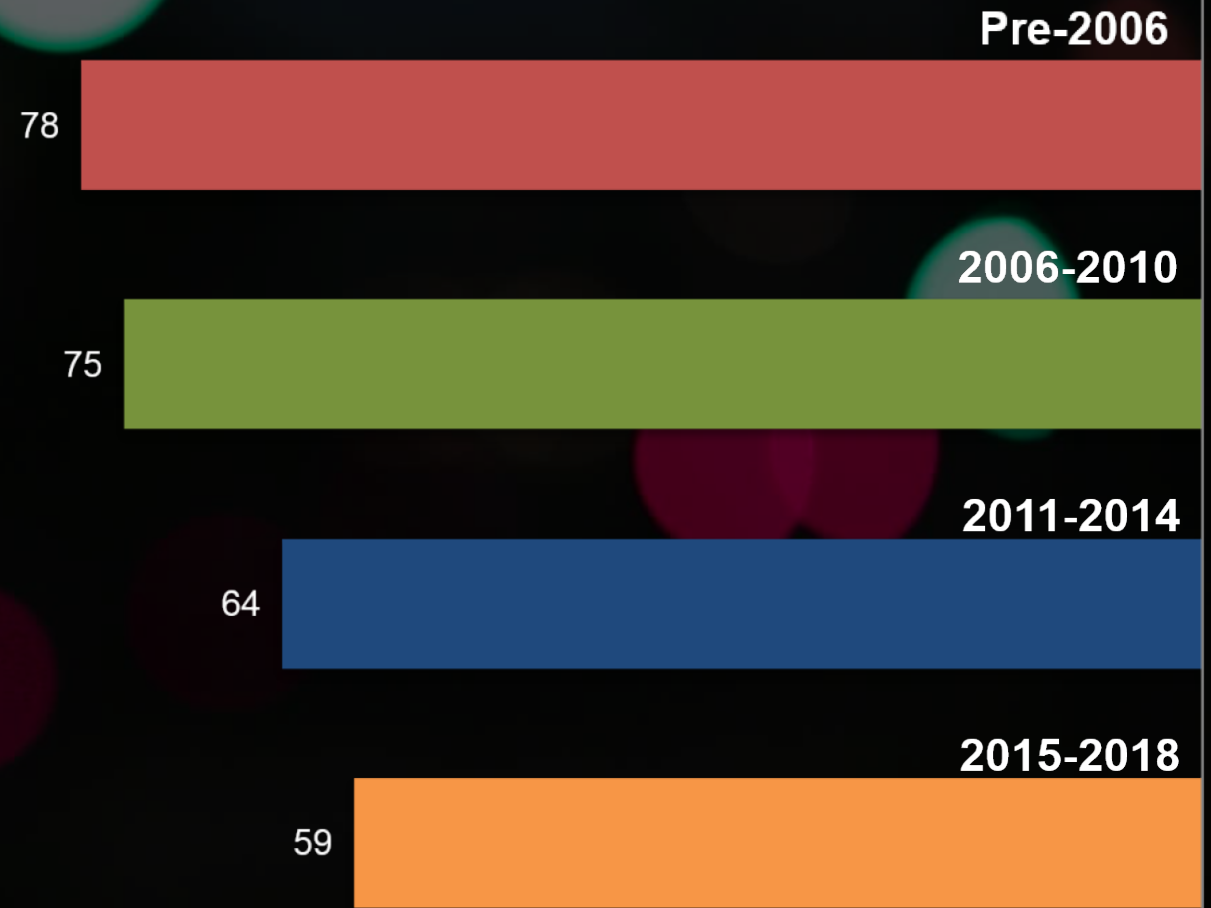
# Share of Ear<sup>®</sup>

In Car AM/FM Radio  
Daily Listenership by  
Model Year



# Share of Ear<sup>®</sup>

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

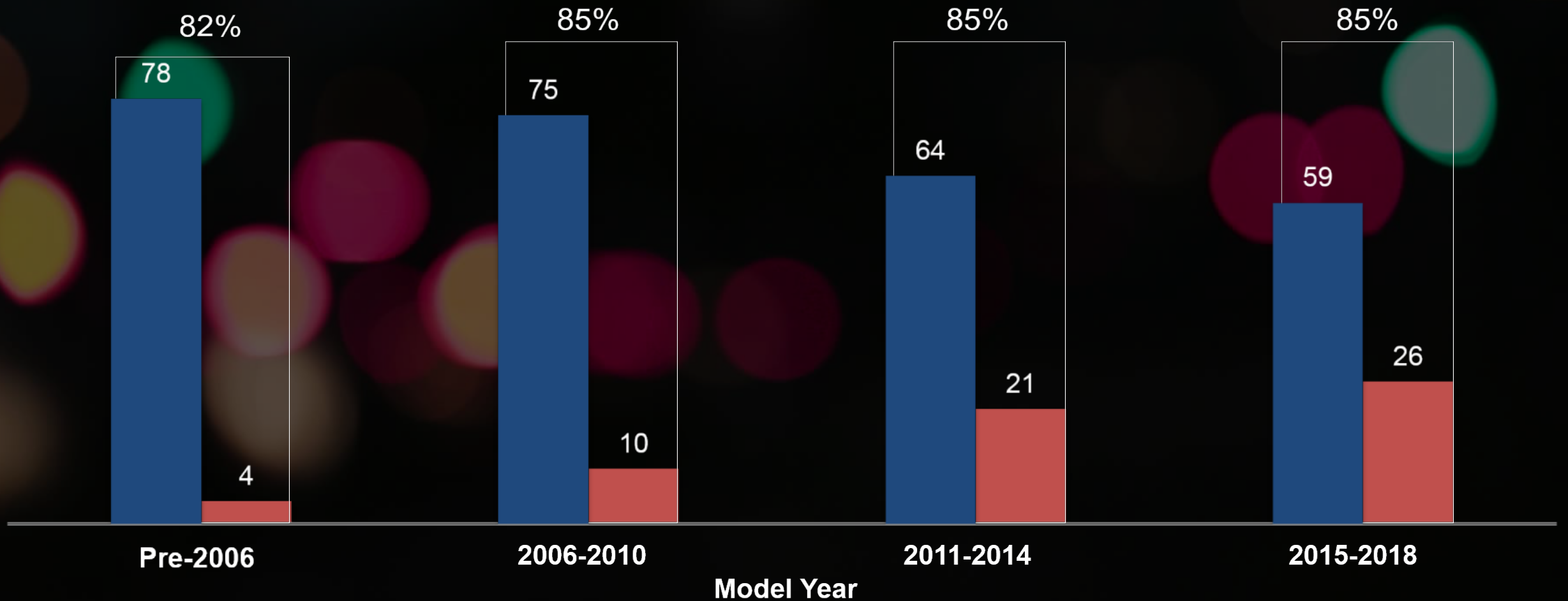


AM/FM Radio includes over the air and radio streams

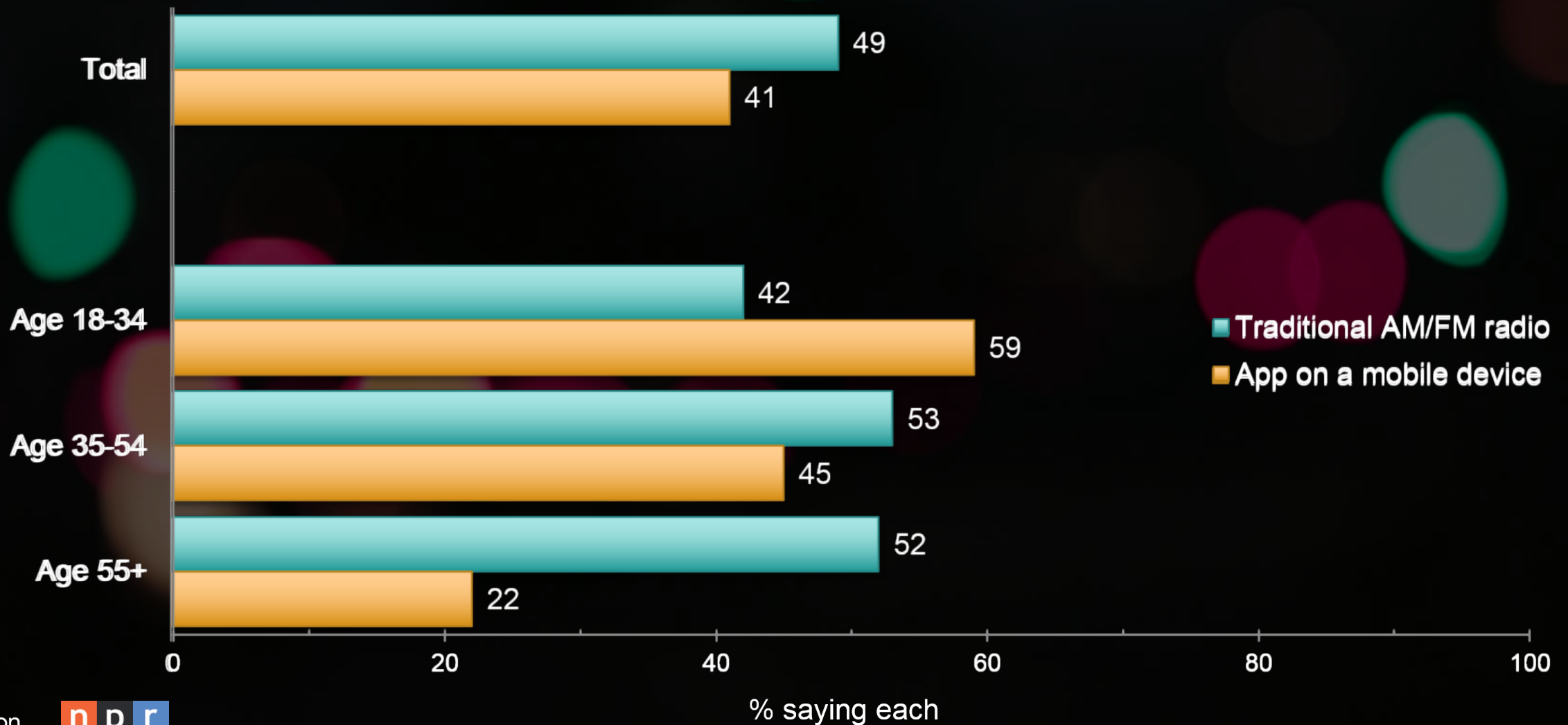
# Share of Ear<sup>®</sup>

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

■ AM/FM Radio ■ SiriusXM

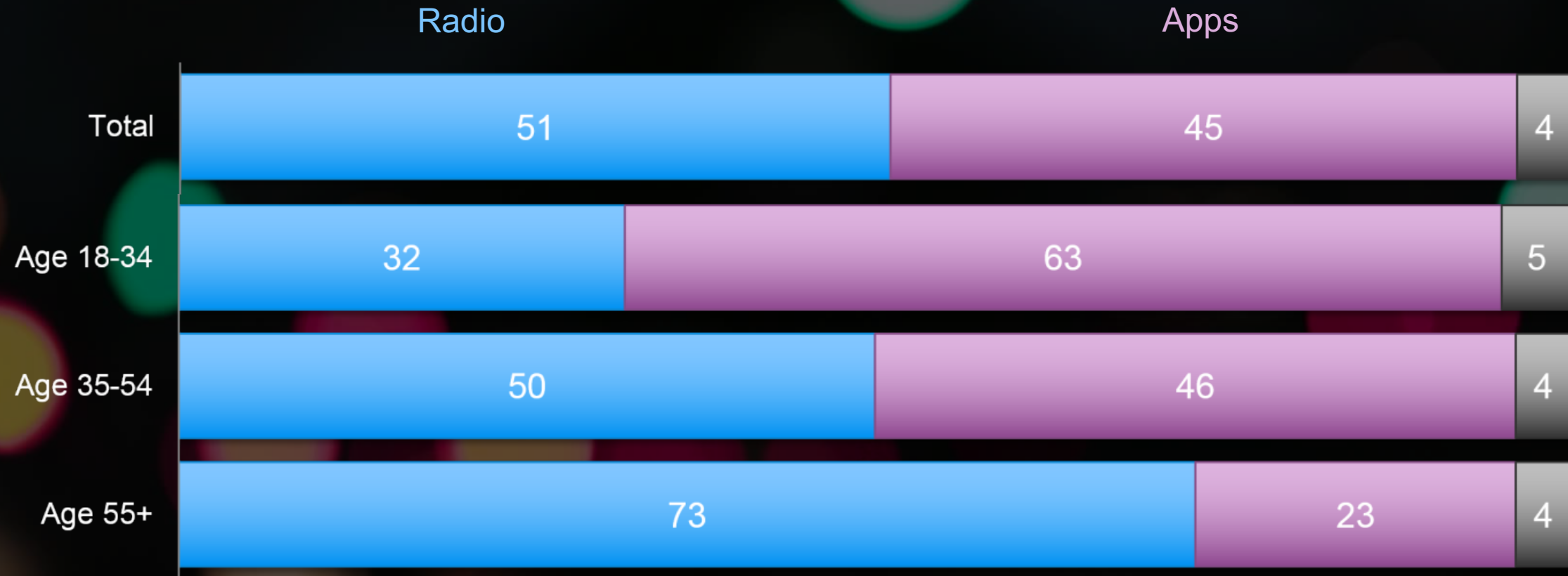


# Do you regularly use traditional AM/FM radio or an app on a mobile device for traffic reports while in the car?





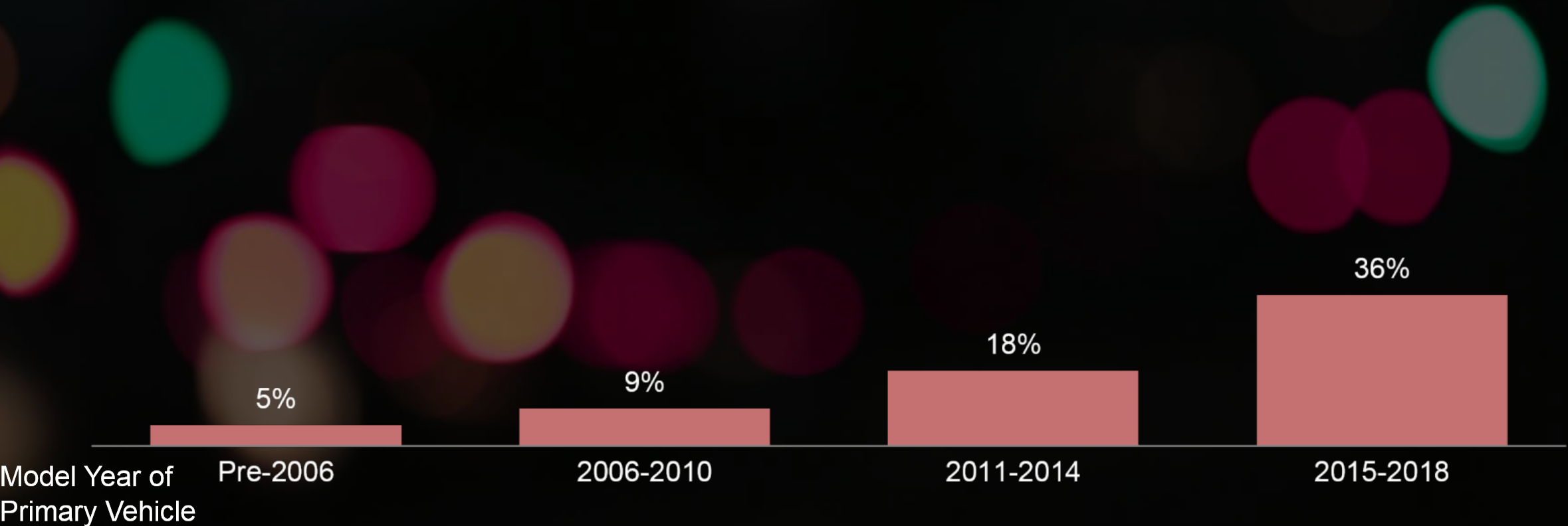
# Which source do you use most often for traffic reports while in the car?



# 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

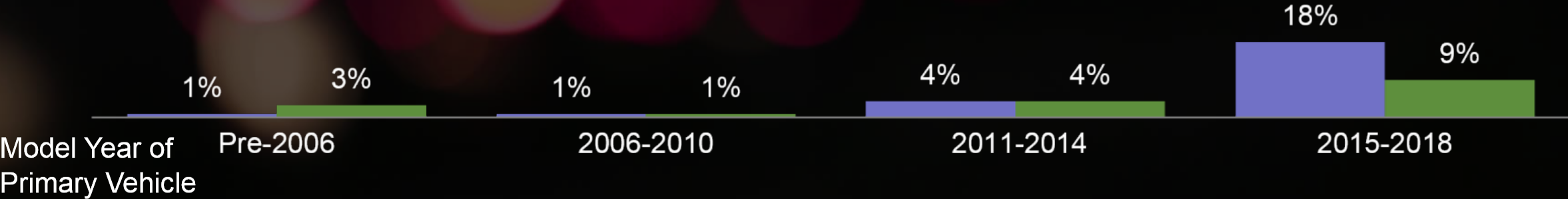


# Apple Car Play and Android Auto in Car by Model Year of Primary Vehicle



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

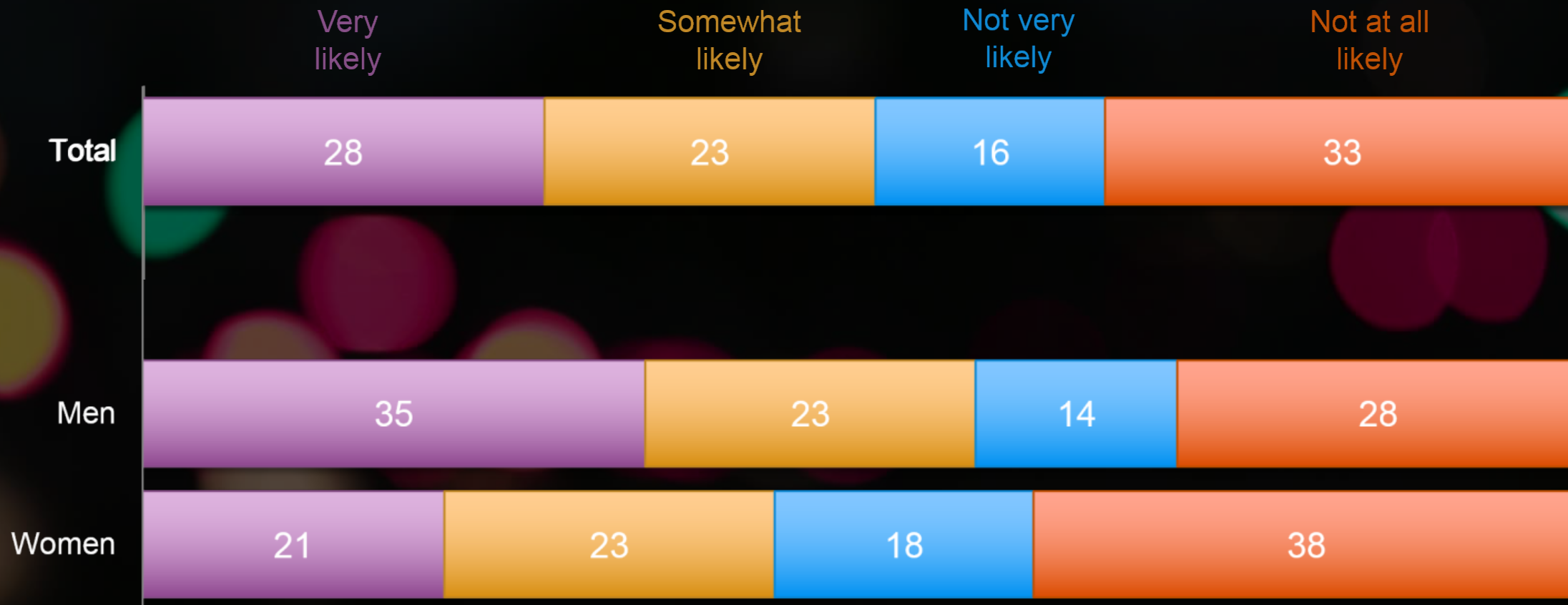
■ Apple Car Play ■ Android Auto



% saying "yes"



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







edison  
research