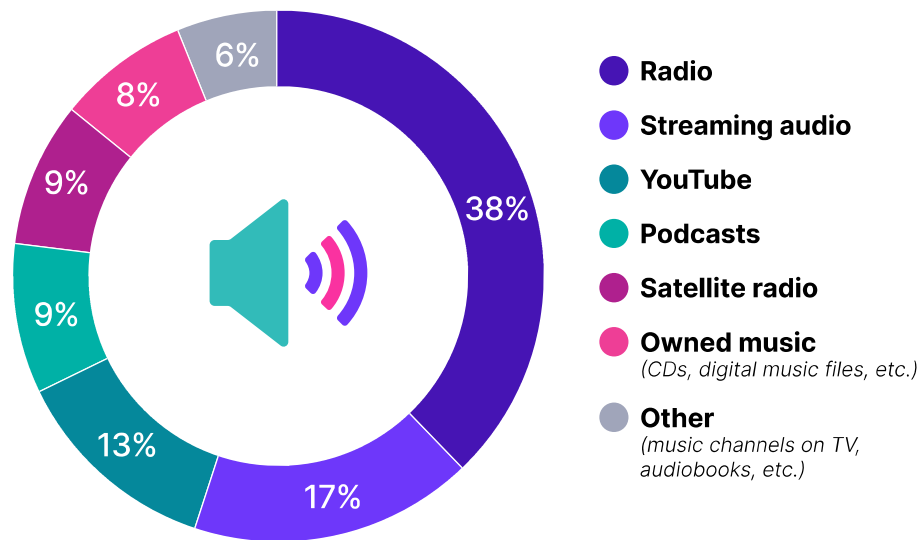


# Radio also leads all audio sources in share of time spent listening

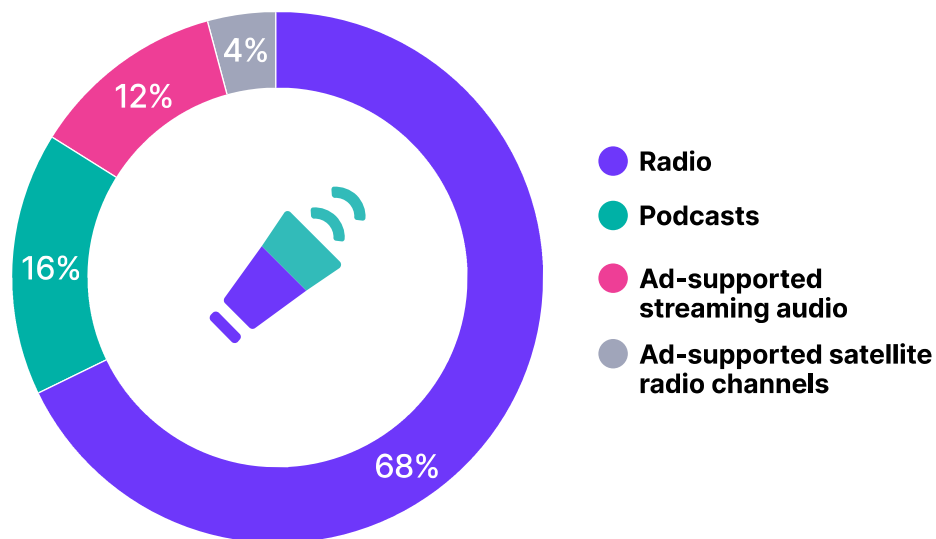
Similar to the reach comparisons, radio's impact is also more pronounced when comparing time spent with ad-supported audio.

## Share of Ear®

Share of daily time spent listening to all audio sources among U.S. population, adults 18+



Share of daily time spent listening to ad-supported audio sources among U.S. population, adults 18+



Source: Edison Research, "Share of Ear," Q1 2023; Persons 18+