



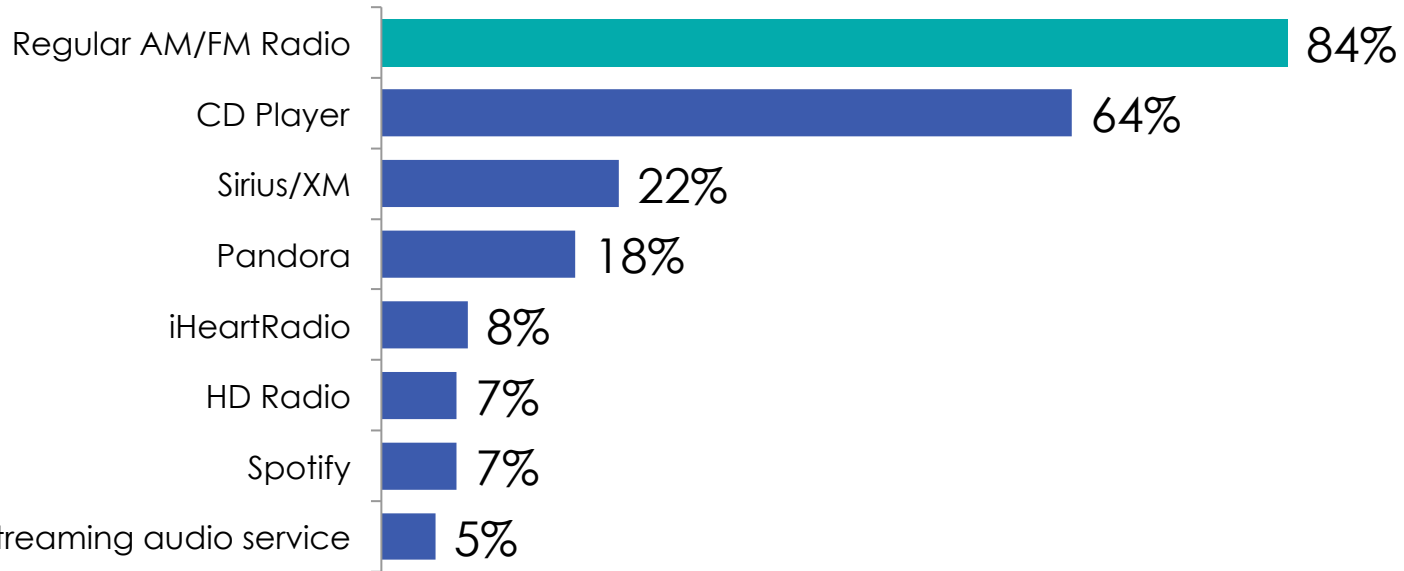
Ipsos In-Car Audio Study

February 2015

FIELDED FEBRUARY 11TH – 13TH, 2015

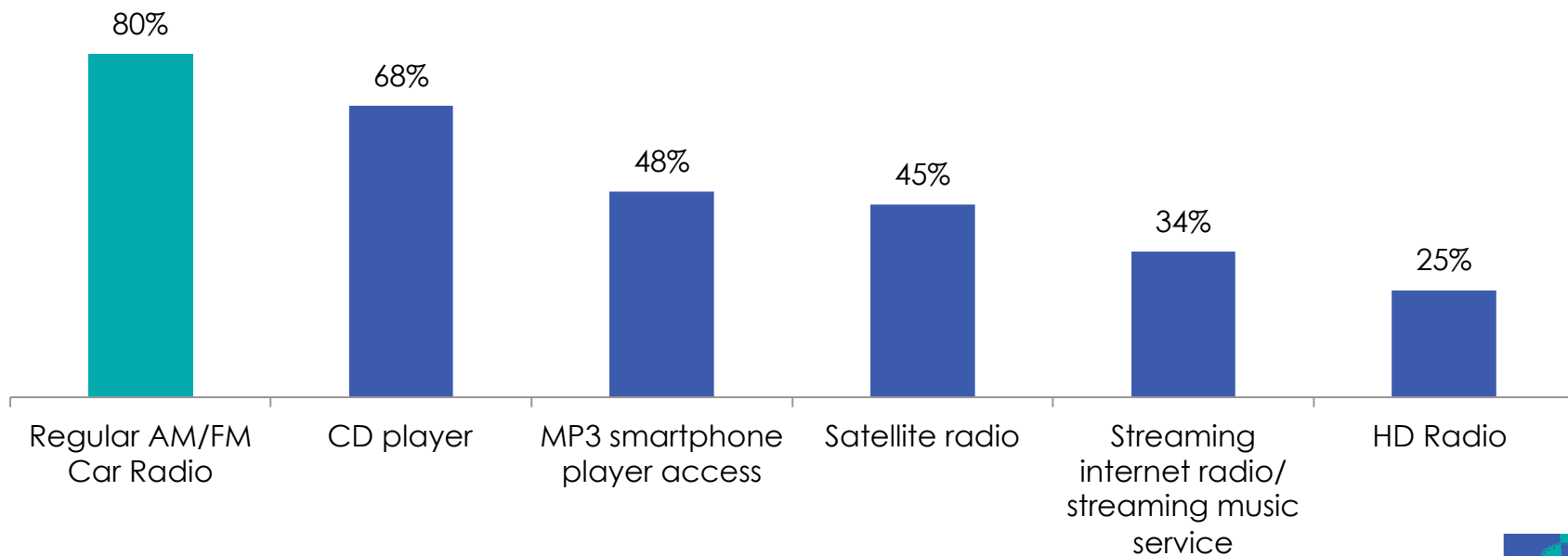
Regular AM/FM radio still dominates in-car listening as the **top** platform used

LISTEN TO PLATFORM/SERVICE IN THE CAR



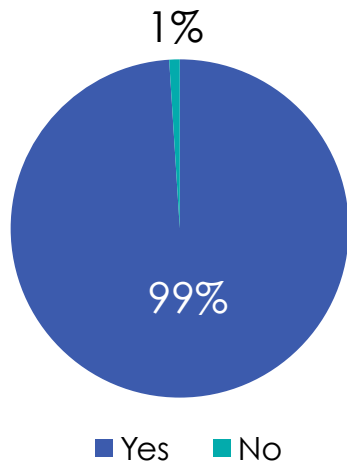
More consumers would choose to have a regular AM/FM car radio over **any** other audio option

PREFERENCE FOR ENTERTAINMENT OPTIONS IN NEXT CAR

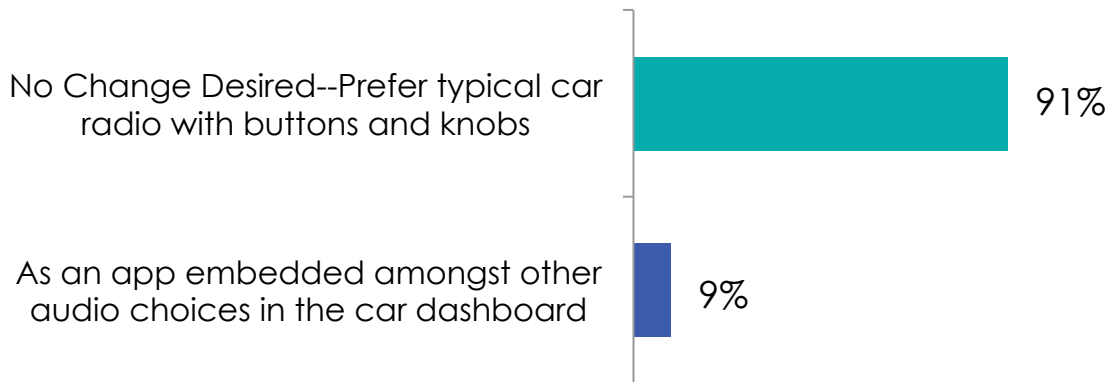


All consumers are comfortable with the way they currently operate the radio, and **9 in 10** claim they do not want that to change

COMFORTABLE WITH CURRENT AM/FM CAR RADIO OPERATION



PREFERRED WAY FOR OPERATING AM/FM CAR RADIO



4 *Are you comfortable with how you currently operate a regular AM/FM radio in the car? Which of the following options would you prefer for operating a regular AM/FM radio?*