In-Car Listening

The average consumer spends nearly 97 hours annually in traffic.\(^1\) Despite newer technologies evolving as options for in-car entertainment, on-the-go consumers still prefer radio as their top in-car selection.

According to The Infinite Dial 2019:

- 81% of A18+ that have driven or ridden in a car past month used AM/FM radio in their primary car.
  - 71% for African-Americans
  - 73% for Hispanics
- 41% of A18+ listened to online audio in a car by listening via smartphone.
  - 49% for African-Americans
  - 31% for Hispanics
- 52% of A18+ used AM/FM radio most often in while traveling in-car.
  - 48% for African-Americans
  - 48% for Hispanics

Radio has the greatest Share of Ear In-Car.\(^2\)

- 84% of adults use broadcast radio in their primary vehicle
- Broadcast radio and its streams has the highest percent of in-car audio use versus other audio options
- 49% of adults regularly use broadcast radio for traffic reports while in-car

Out-of-home listening is mostly in vehicles.

- Percentages of when A18+ are listening to radio in-car
  - 79% - Weekends\(^4\)
  - 71% - Weekday Drive Times\(^4\)
  - 63% - Working Weekday\(^4\)

According to Jacobs Media Techsurvey 2019:

- In-Car listening on a regular radio dominates home station listing during an average weekday.
  - 43% of A18+ listen to AM/FM radio in a vehicle
  - 22% listen to AM/FM radio at home, work or school
- More than half of listeners say all or most of their AM/FM radio listening is in-car.
  - 34% of A18+ said most
  - 20% of A 18+ said all
- 69% of Gen Z and 70% of Millennials say that all of most of their AM/FM radio listening is in-car.
- AM/FM radio leads the list of most important new car features, followed by Bluetooth.
  - 80% of A18+ said FM radio is a very important feature when planning on buying/leasing a new vehicle.
- AM/FM radio has a 59% share of in-car media usage - greater than satellite radio at 18%, on an average weekday
• 71% of A18+ say that radio is the easiest to listen to in the car

Radio and in-car display are the perfect combination to target consumers on-the-go. Broadcast radio listeners pay attention to display screens:

• 68% of listeners 18+ who spend 11+ hours in their car per week regularly pay attention to in-car displays.\(^3\)
• 64% of listeners 18+ who regularly pay attention to their in-car displays are heavy AM/FM radio listeners (10+ hours per week).\(^3\)
• 49% of listeners 18+ have vehicles that are equipped in in-car displays. \(^3\)
• 34% of heavy AM/FM radio listeners have frequently seen an advertiser name or logo on their vehicles display screen. \(^3\)

Sources: 1) INRIX Global Traffic Scorecard, 2018; 2) Edison Research, Share of Ear Q3 2018; Miles Different: In-Car Audio, 2018; 3) MARU/Vision Critical Study, September 2018; 4) Nielsen Audio Today 2019