

In-Car Listening

The average consumer spends nearly 42 hours annually in traffic during peak hours.* 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, 2017:

- 82% of adults 18+ that have driven or ridden in a car past month used AM/FM radio in their primary car.
 - 26% have also listened to an AM/FM stream or internet-only radio from a connected mobile device.
- 47% stated that AM/FM radio is the audio source used most of the time in-car.
 - 11% use AM/FM stream or internet-only radio most of the time.
- Radio is also the top audio source in-car for Hispanics and African-Americans:
 - 79% of Hispanics 18+ and 77% of African-Americans used AM/FM radio in the primary car past month.
 - AM/FM streams or internet-only radio listened to in-car: 36% of both Hispanics and African-Americans.
 - Most used source of audio while in-car:
 - AM/FM radio -- Hispanics 46% and African-Americans 40%
 - AM/FM streams or internet-only -- 21% of both Hispanics and African-Americans

In a survey of women ages 15-54, 75% stated that local AM/FM radio was the most used in-car audio source. According to What Women Want, 2017 by Alan Burns & Associates, the age break-out is as follows:

- Ages 15-24 -- 68%
- Ages 25-34 -- 78%
- Ages 35-44 -- 80%
- Ages 45-54 -- 79%

Radio's role in the dash is important. According to Jacobs Media Techsurvey 13, among those who already have or plan on buying/leasing a new vehicle in 2017:

- 88% say it is important to have AM/FM radio.
- 67% believe Bluetooth connectivity.
- 64% selected smartphone connector.

*INRIX Global traffic Scorecard, 2016