

In-Car Listening

The average consumer spends nearly 19 working days commuting every year with a daily commute average of 35 minutes.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 2020:

- 82% of A18+ that have driven/riden in a car past month have ever used AM/FM radio in their primary car.
- 50% of A18+ used AM/FM radio the most often when driving or riding in a car in the past month.
- 18% of A18+ have driven/riden in a car that has in-dash information and entertainment system.
- In 2020, 9% of A18+ have Apple CarPlay in their vehicles while 5% have Android Auto.
- 45% of people 12+ listen to online audio in their car streamed through a cell phone.

Radio has the greatest Share of Ear In-Car.²

- 88% of adults use broadcast radio in their primary vehicle.²
- Broadcast radio and its streams has the highest percent of in-car audio use versus other audio options.²

Out-of-home listening is mostly in vehicles.

- Percentages of when A18+ are listening to radio in-car
 - 79% - Weekends³
 - 71% - Weekday Drive Times³
 - 63% - Working Weekday³

According to Jacobs Media Techsurvey 2019:

- In-Car listening on a regular radio dominates home station listening 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

Sources: 1) OnePoll; Valvoline, March 2019; 2) Edison Research, Share of Ear Q3 2019; 3) Nielsen Audio Today 2019