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/ridden 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/ridden 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% - Weekends\(^3\)
  - 71% - Weekday Drive Times\(^3\)
  - 63% - Working Weekday\(^3\)

According to Jacobs Media Techsurvey 2020:

- In-Car listening on a regular radio dominates home station listing during an average weekday.
  - 69% of A18+ say their main reason for listening to AM/FM radio in the car is because it’s the easiest.
  - Of that 69%, women (72%) are more likely to listen in the car than men (65%).
- More than half of listeners say all or most of their AM/FM radio listening is in-car.
  - 53% of A18+ say all or most of their AM/FM radio listening happens in-car.
  - 32% of A18+ said most
  - 20% of A 18+ said all
- 70% of Gen Z and 68% of Millennials say that all of most of their AM/FM radio listening is in-car.
- AM/FM radio has a 59% share of in-car media usage - greater than satellite radio at 17%, on an average weekday.
Sources: 1) OnePoll; Valvoline, March 2019; 2) Edison Research, Share of Ear Q3 2019; 3) Nielsen Audio Today 2019