

In-Car Listening

Since the pandemic hit, the percentage of Americans who have driven/ridden in a car in the last month has decreased from 88% in 2020 to 83% in 2021.¹ 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 2021:

- 75% of A18+ that have driven/ridden in a car past month have ever used AM/FM radio in their primary car.
- 20% of A18+ have driven/ridden in a car that has in-dash information and entertainment system.
- In 2020, 10% of A18+ have Apple CarPlay in their vehicles while 8% have Android Auto.
- 50% of people 12+ listen to online audio in their car streamed through a cell phone.

Radio's Share of Ear In-Car.²

- As of Q2 21, AM/FM radio's in-car share of ad-supported audio is 90% .

Out-of-home listening is mostly in vehicles.

- Radio is a top choice in the car for music discovery
 - 80% of adults 18+ have driven/ridden in a car in the last month and say it is very important to stay up to date with music.³
 - 90% of these adults are ages 35-54.³
- According to a Voicebot study, about 21% of adults use in-car voice assistance to start playing a radio station.⁴

According to Jacobs Media Tech Survey 2021:

- In-Car listening on a regular radio dominates home station listening during an average weekday.
 - AM/FM radio has a 58% share of in-car media usage - greater than satellite radio at 18%, on an average weekday.
 - 65% of A18+ say their main reason for listening to AM/FM radio in the car is because it is the easiest.
- Of those buying/leasing a new car in 2021, 74% of them said FM radio and Bluetooth (73%) are the most important features.

Sources: 1) Edison Research, The Infinite Dial 2021; 2) Edison Research, Share of Ear Q2 2021; 3) Edison Research, The Infinite Dial 2020, New Music Seekers; 4) Voicebot, In-Car Voice Assistant Consumer Adoption Report, January 2020