

Radio and the Car: An Inseparable Duo

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Car buyers expect, rely upon and value broadcast radio in-car



Radio is the **first choice** for car buyers

It is **essential, expected** and **embedded** in the in-car experience

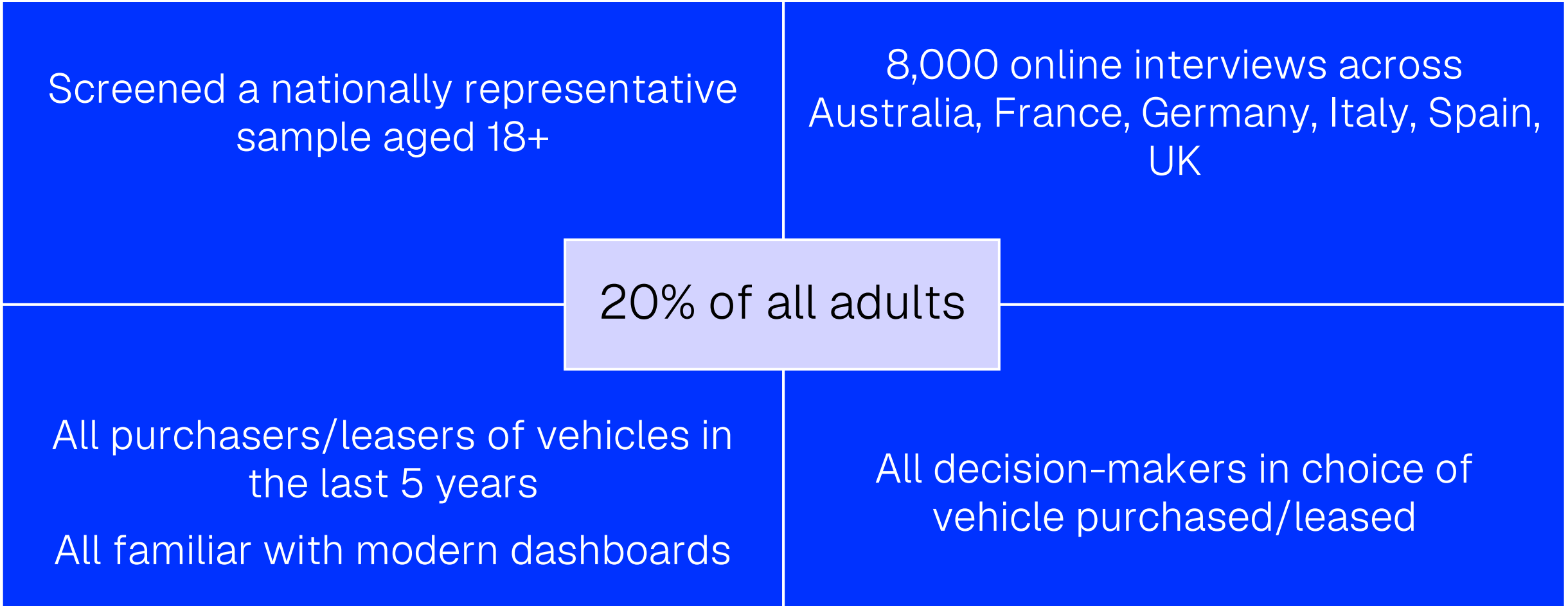


Car buyers rely on radio because it is **easy to use**, vital for **safety** and provides **connection** and **companionship**



Radio **must remain prominent** and easy to access in cars as other audio choices **complement**, **but do not replace** radio

Insights from a large-scale survey of 'car buyers'



Radio is fundamental to the in-car experience:
Essential, expected and must be here to stay



Radio is the number 1 in-car audio choice – an essential part of the in-car experience

83%

of car buyers surveyed say they listen to radio in the car

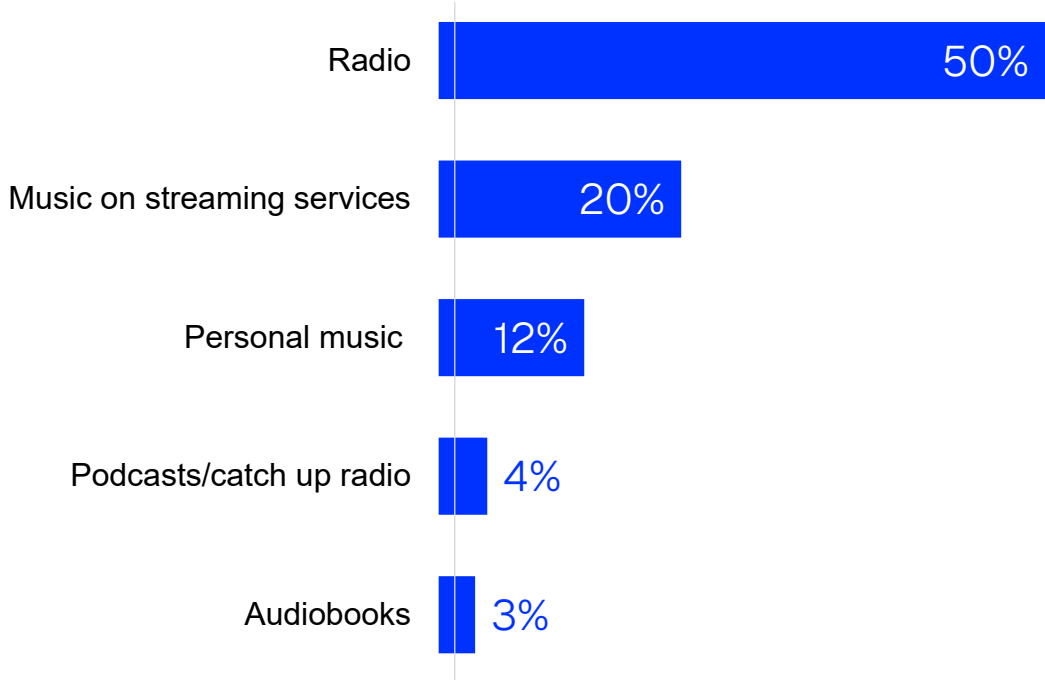
Q7a) When you are in your car, what do you typically listen to?
Base: All car buyers (n=8,000) Radio = AM/FM/DAB/DAB+/live online radio

FIFTY5 ■ BLUE + world **dab**



Car buyers listen to radio more often and more frequently than other forms of audio in their car

Most often used audio source



Q8) How often would you say that you listen to ___? It is the one I listen to most often/9) How many days in the past week would you say you have listened to ___?
Base: All car buyers (n=8,000). Radio = AM/FM/DAB/DAB+/live online radio

31%

... listened to radio in the **car every day** in the past week

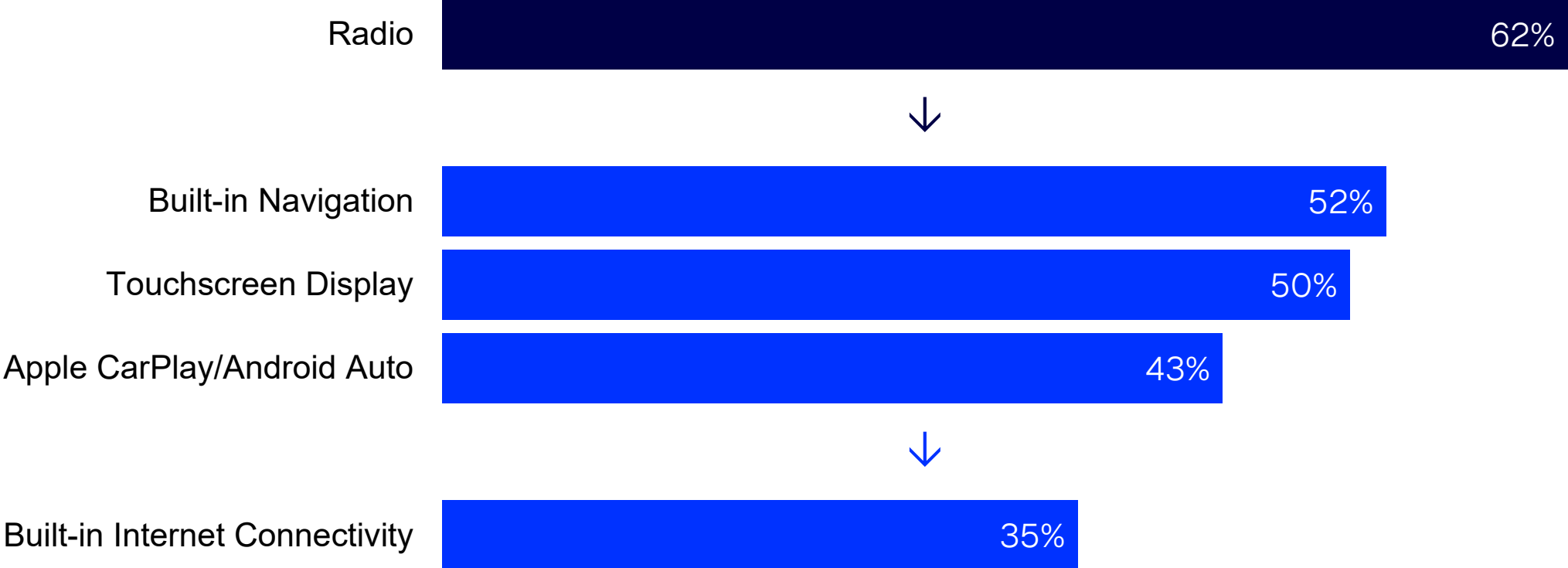
Whereas only...

15%

... listened to music on streaming services

Even in a connected world, broadcast radio is a ‘must have’ when buying a new car – car buyers expect it to be in the car

“Must-Have” Car Features



Q5) Imagine you are looking to purchase a new car. From the following list of features, which would you consider “**must-haves**”?
Base: All car buyers (n=8,000). Radio = AM/FM/DAB/DAB+

In-car radio must be here to stay
– car buyers do not want to lose
this essential part of the in-car
experience

85% agree

“I would really miss having
radio in my car ”

Q14) How much do you agree with the following statements other people have made about their experience of listening to radio in their car/vehicle? Base: All in-car radio listeners (n=6,621)



What makes radio irreplaceable in the car?



Car buyers find listening to in-car radio effortless, they expect it to be easy

96% Agree

“Radio is easy to use ”

87% Agree

“Radio is always just one click away ”

72% Agree

“It is easier to listen to radio than other audio sources”

Q11) How easy is it for you to listen to AM/FM/DAB Radio/Libve radio? / Q14) How much do you agree with the following statements other people have made about their experience of listening to radio in their car/vehicle?
Base: All in-car radio listeners (n=6,621)

Car buyers rely on in-car radio for safety and trusted information

83% Radio is **very important** in times of disasters/emergencies

68% Radio is **safer to use** while driving than other audio sources

52% I would **first** go to the radio for information in the case of an emergency while driving

Q14) How much do you agree with the following statements other people have made about their experience of listening to radio in their car/vehicle? Base: All in-car radio listeners (n=6,621)

Q30) In case of an emergency while driving (i.e. major accidents, wildfires, blackouts, etc), where would you go **first** for information? Base: All car buyers (n=8,000). Radio = AM/FM/DAB/DAB+/live online radio



Car buyers value in-car radio for connection...

When I'm in my car, the radio...

85%

Keeps me up to date with the world

69%

Keeps me connected to my local area

Q14) How much do you agree with the following statements other people have made about their experience of listening to radio in their car/vehicle? Base: All in-car radio listeners (n=6,621) Radio = AM/FM/DAB/DAB+/live online radio

Q19) Why do you say you ____ (INSERT ANSWER FROM Q18a) using DAB/DAB+ radio in your car/vehicle? What are the benefits over other audio options? Base: All in-car DAB radio listeners (n=3,477)

...and they tell us the radio provides companionship when driving

“ Radio and music keeps me going on a long journey. With news items breaking the programme, it keeps me in touch with whatever's going on.

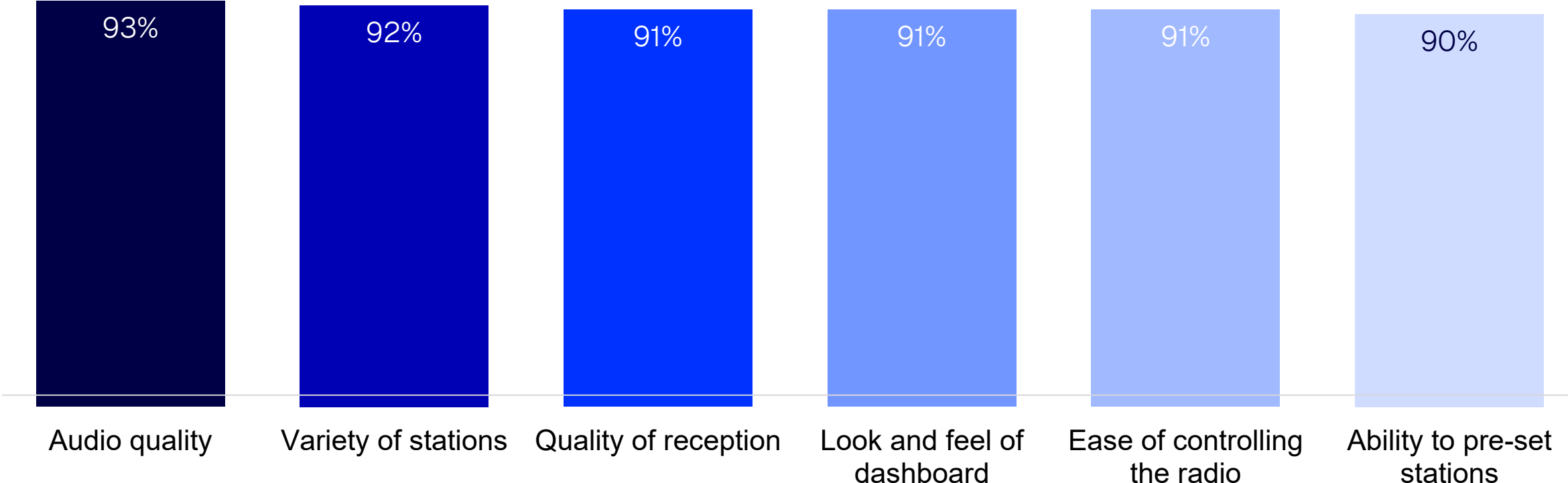
“ Using radio in the car makes driving more enjoyable. It gives me music, entertainment and company while I'm on the road.

“ [Radio] makes me feel more connected to the world and feels like a great varied option for car journeys.



Radio delivers a consistently satisfying in-car experience

Satisfaction with in car radio features



Q13) Now thinking about listening to radio in your car/vehicle, how satisfied are you with...
Base: All in-car radio listeners (n=6,621) Radio = AM/FM/DAB/DAB+/live online radio

Streaming complements radio, but does not replace the need for DAB+ broadcast radio in the car



Streaming isn't as reliable as radio



47%

Of streamers worry they will run out of mobile charge



43%

Of streamers worry they don't have access to up-to-date news/information while driving



40%

Of streamers claim they often lose signal when streaming audio in their car/vehicle

Q28) And how much do you agree with the following statements other people have made about streaming audio in their car/vehicle?
Base: All in-car streamers (5,893)



45%

Of those using cables believe they are a safety hazard

DAB/DAB+ radio further enhances the in-car radio experience

95%

...like DAB/DAB+ Radio

91%

...find it easy to access
DAB/DAB+ while driving

Q18) How much do you like using DAB/DAB+ radio in your car/vehicle? /20)How easy or difficult do you find it to access DAB while driving?/19) Why do you say you ____ (INSERT ANSWER FROM Q18a) using DAB/DAB+ radio in your car/vehicle? What are the benefits over other audio options?
Base: All in-car DAB/DAB+ radio listeners (n=3,477)



“Easy to use and provides a great range of options.”



“It has a better quality in the sound and accessibility.”



“More available stations than FM.”



“I like that it has different eras of music that I can listen to. I like the 90s and 80s DAB music stations.”



“High quality audio, free, more reliable than streaming options.”



“It has clear sound and good information on screen.”



“Sometimes my streaming loses quality whereas radio reception provides a more consistent experience overall, I also like listening to news, music streaming doesn't offer this ...”



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The verdict from car buyers is clear:
Broadcast radio belongs in cars

