



# Shifting Gears: The In-Car Study



# How the UK In-Car Study Was Conducted



## 1,105 telephone interviews were conducted in July/August 2003

- National UK random sample
- Age 12+
- 94.7% of the sample had driven or ridden as a passenger in non-public transportation vehicles in the last month



# How the US In-Car Study Was Conducted



## 1,505 telephone interviews were conducted in July 2003

- National US random sample
- Spring 2003 Arbitron diarykeepers age 12+
- 98.4% of the sample had driven or ridden as a passenger in non-public transportation vehicles (car/truck/van, etc.) in the last month



# Questions About In-Car Listening

- How important is in-car listening to overall radio listening?
- Is radio losing ground in-car to the mobile phone?
- Are in-car audiences aware of DAB?
- How important are presets to in-car listening? How often do presets change, and who is changing them?

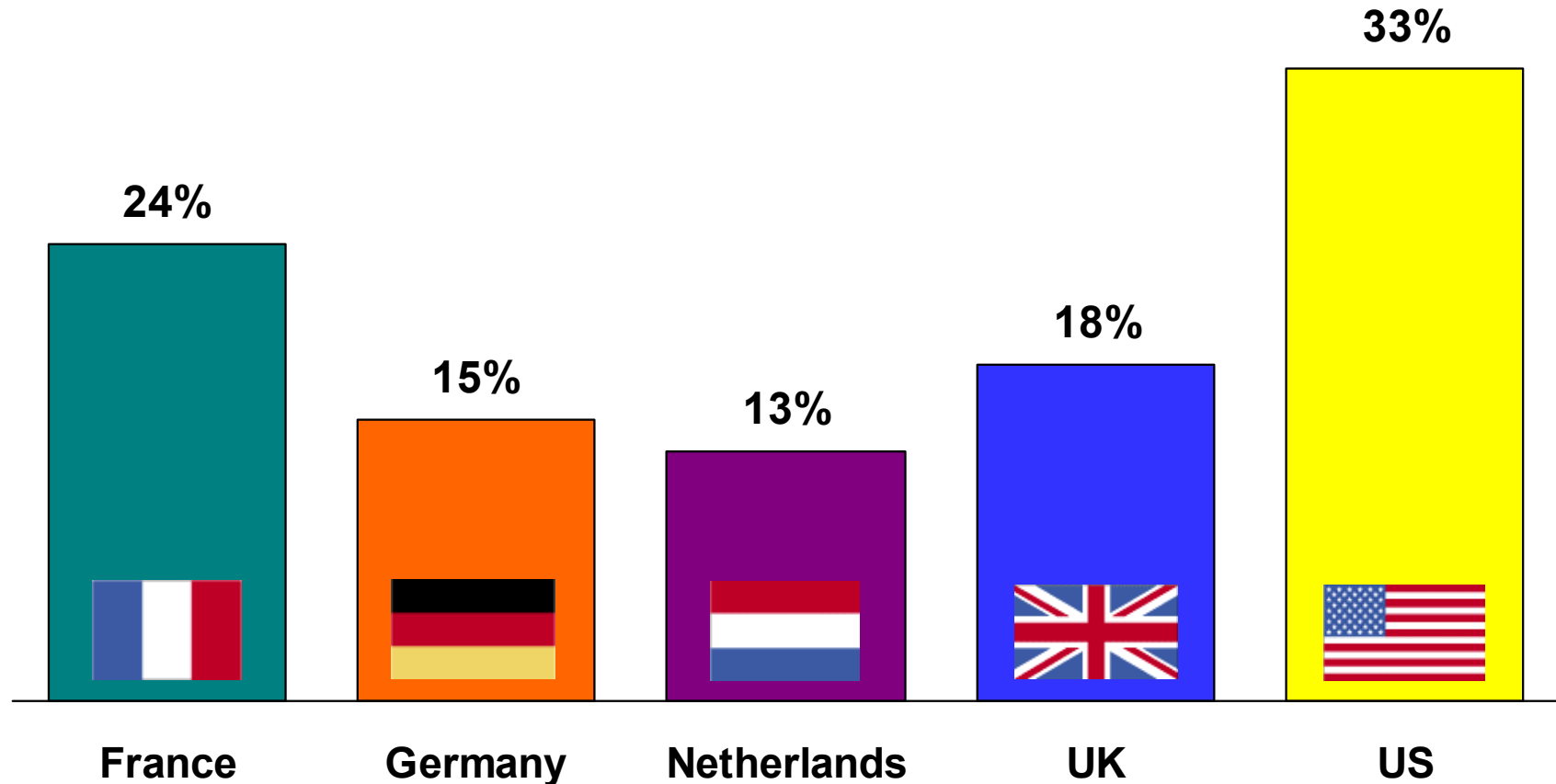
# Questions About In-Car Listening

(continued)

- What impact has London's Congestion Charge had on morning radio listening?
- Do kids control the car radio?
- How valuable is the in-car listener to advertisers?
- Can radio maintain its in-car dominance?

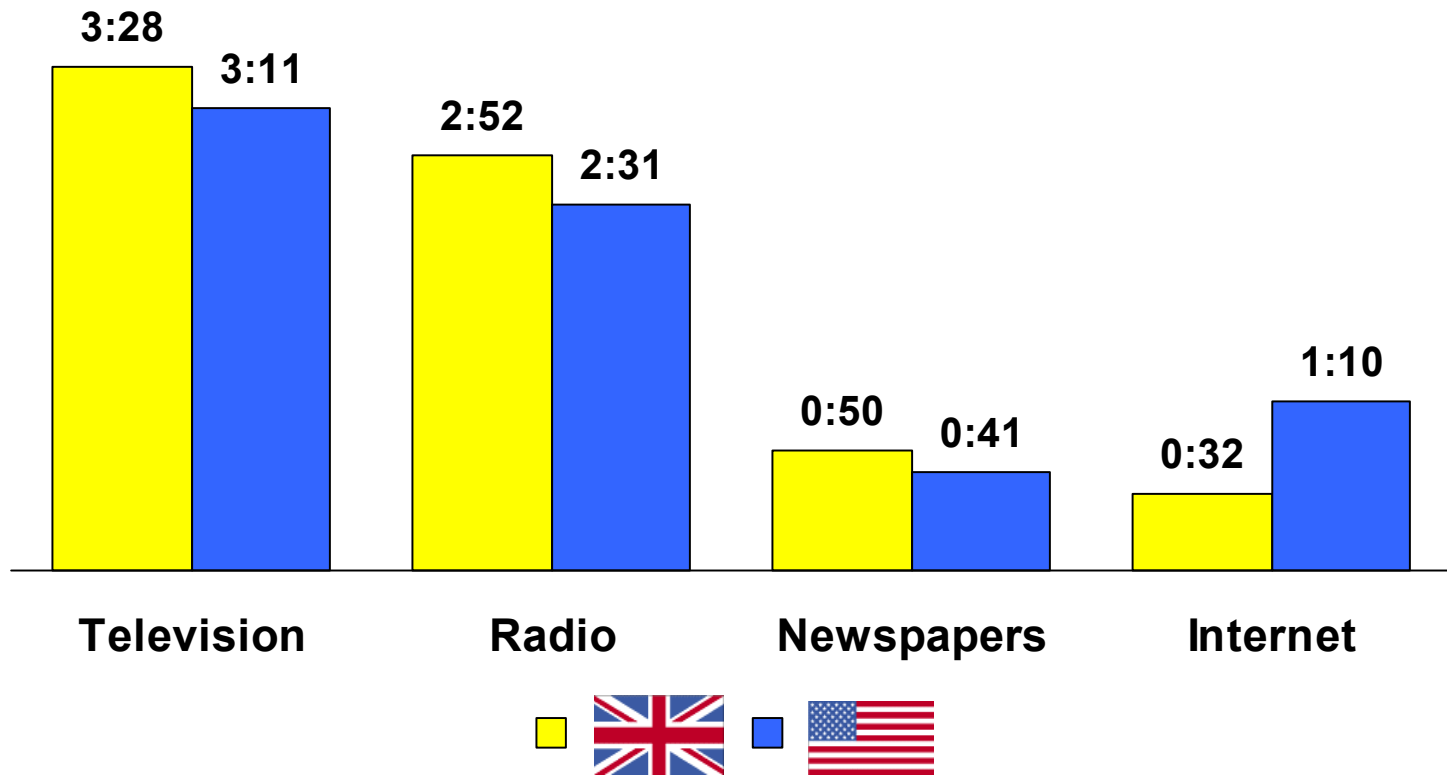
# In-Car Listening Across Europe Compared to US

Percentage of Total Listening Done In-Car



# Radio Is Competitive Overall Against Other Media

“In the past 24 hours, approximately how much time did you spend...”

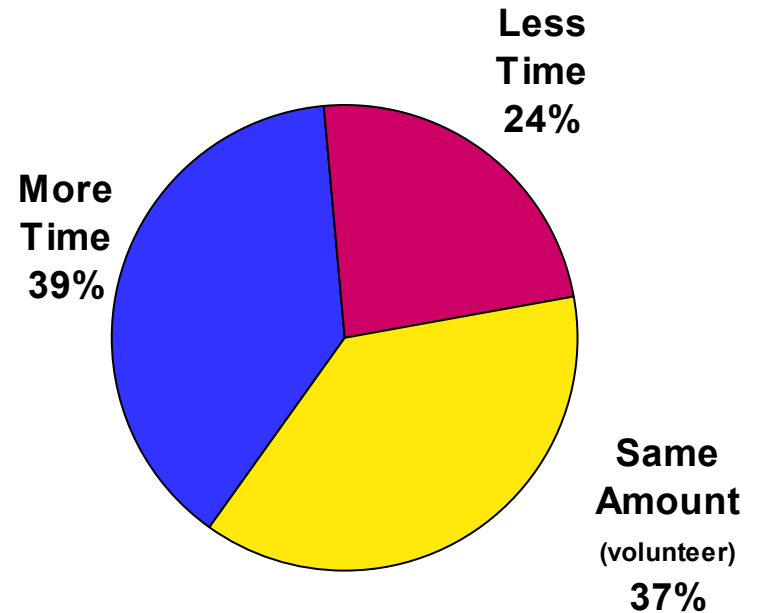
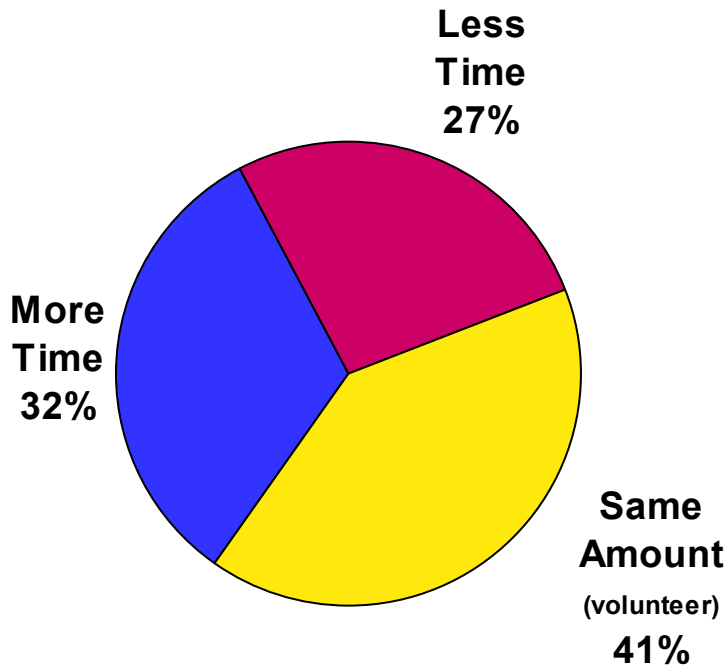


# In-Car Trends



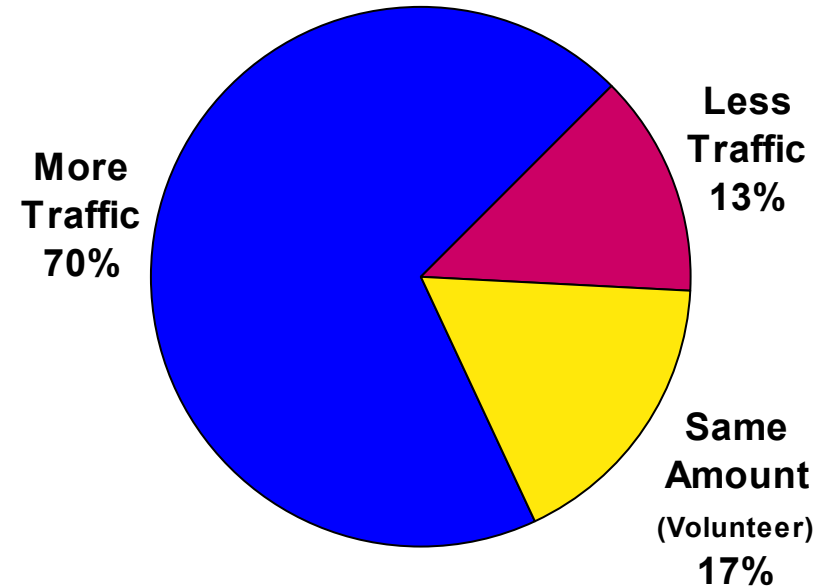
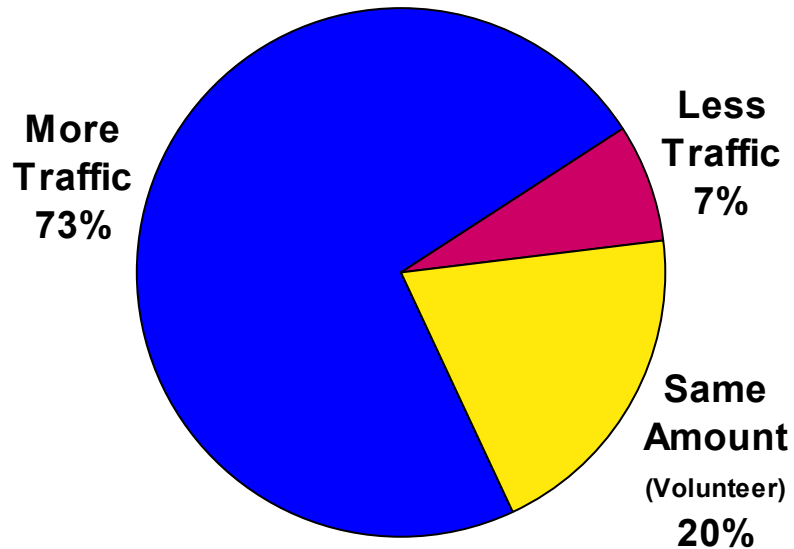
# Significant Numbers in Both UK & US Spending More Time In-Car

“In general, are you spending MORE or LESS time in cars than you were one year ago?”



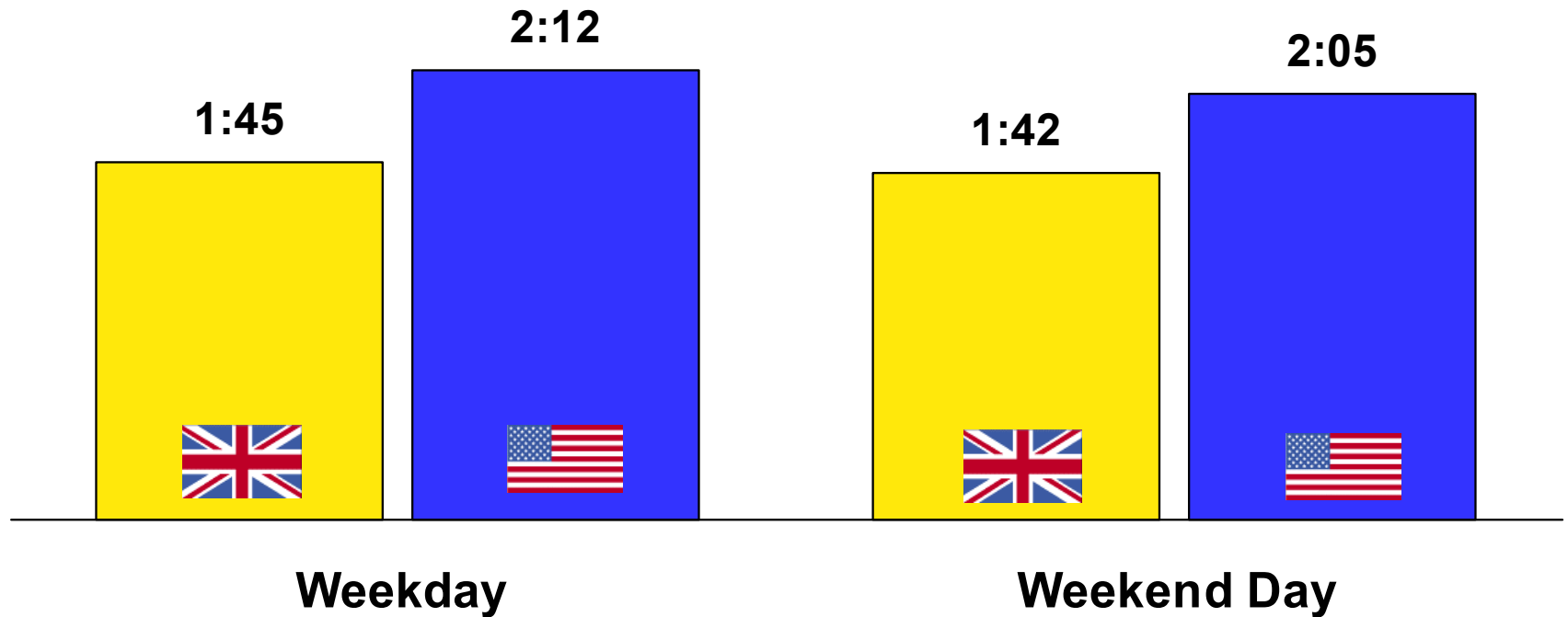
# Traffic Is Getting Worse

“Would you say you personally are encountering MORE TRAFFIC or LESS TRAFFIC than you were one year ago?”



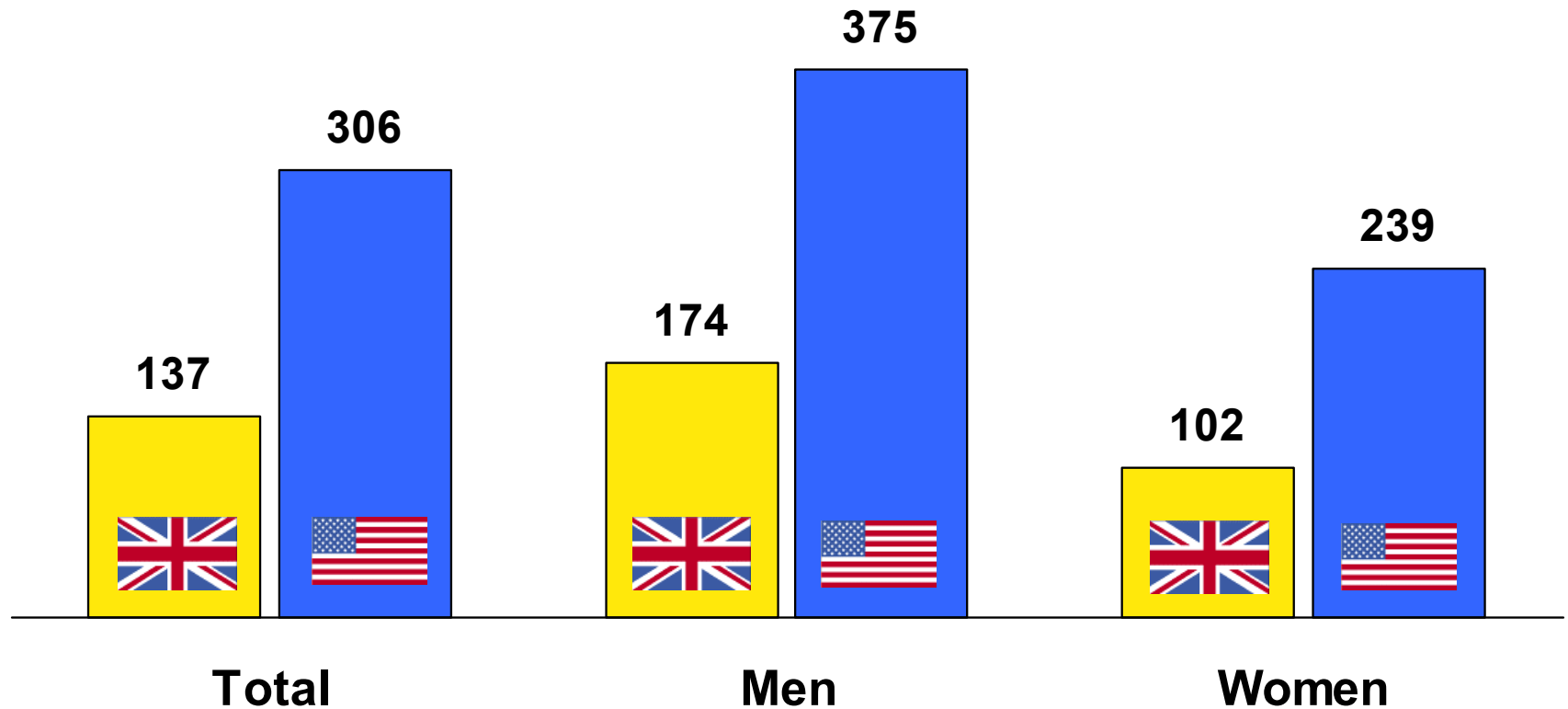
# Nearly as Much Time Spent In-Car on Weekends as Weekdays

Time Spent In-Car (as Driver or Passenger) Per...  
(Hours:Minutes)



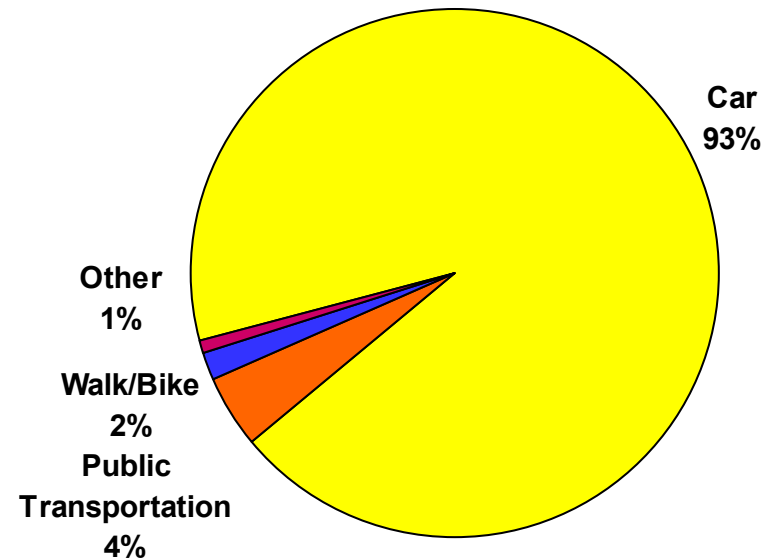
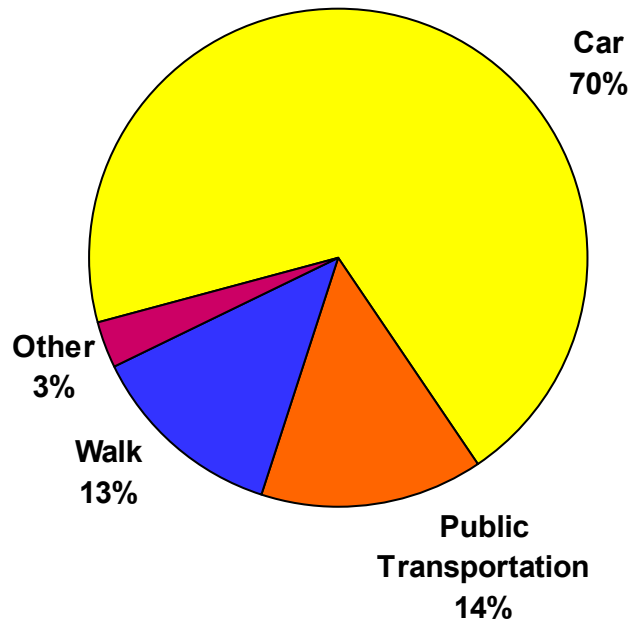
# American Drivers Cover Considerably More Ground Each Week

Miles Traveled In-Car (as Driver or Passenger) in Last Seven Days



# Americans Are Much More Likely to Drive to Work

“How do you usually get to your primary job?”

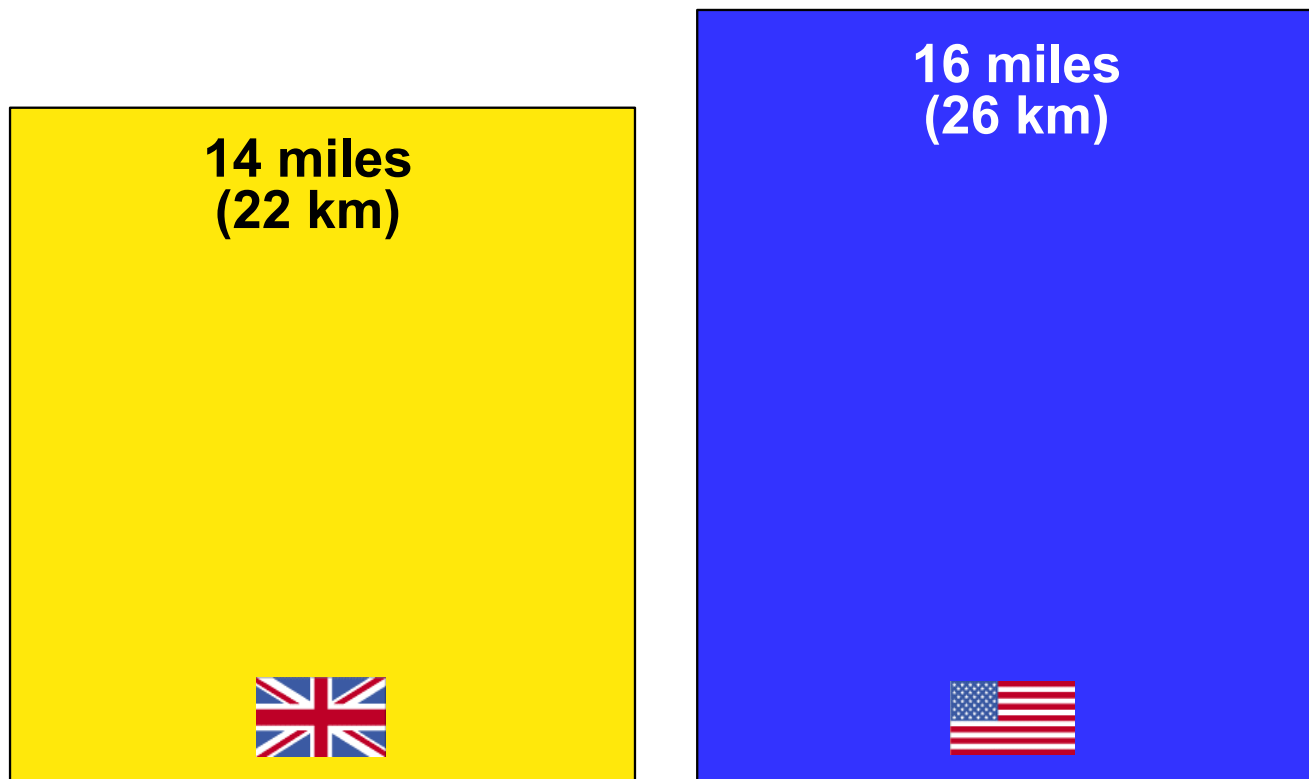


# Work Commute: When Is *Drive Time*?



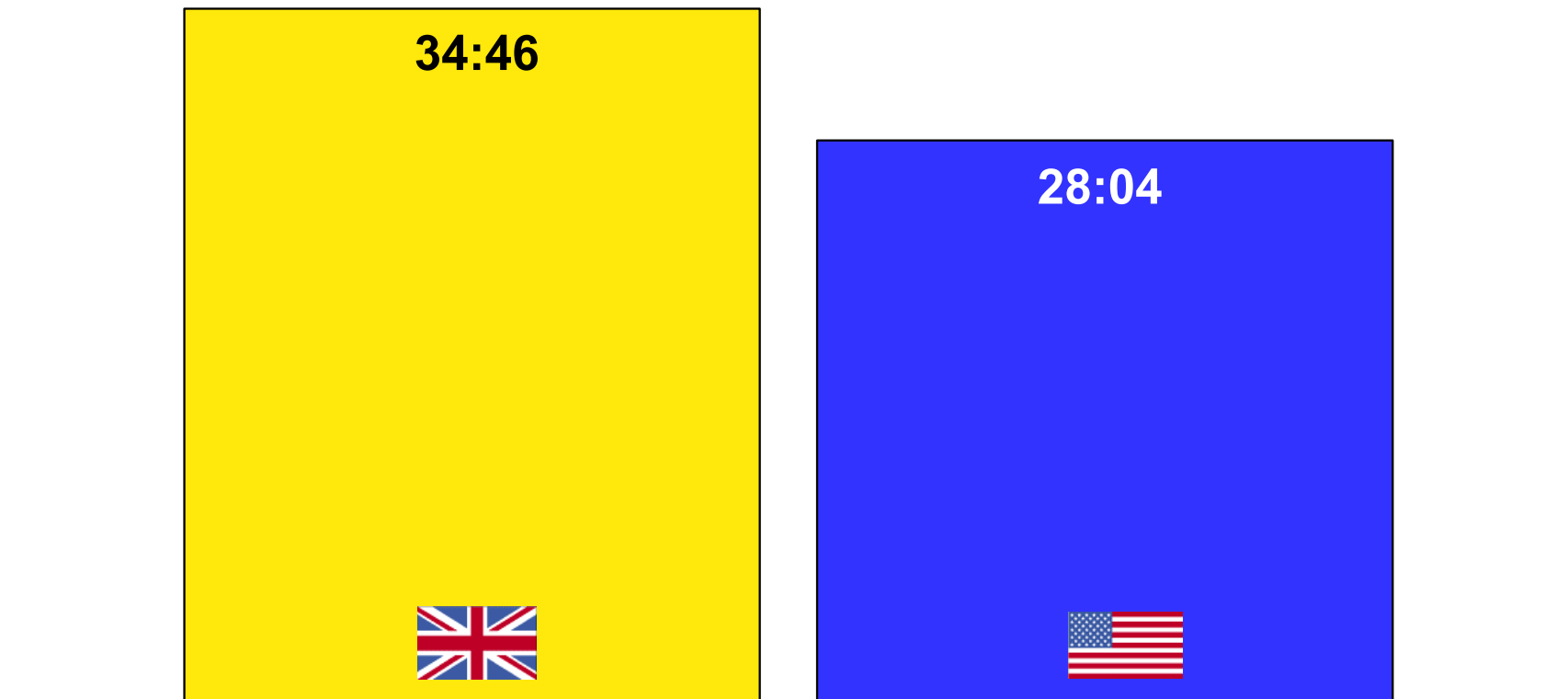
# While US In-Car Commuters Travel Farther to Work than UK Commuters...

Average number of miles traveled one-way between home and primary job



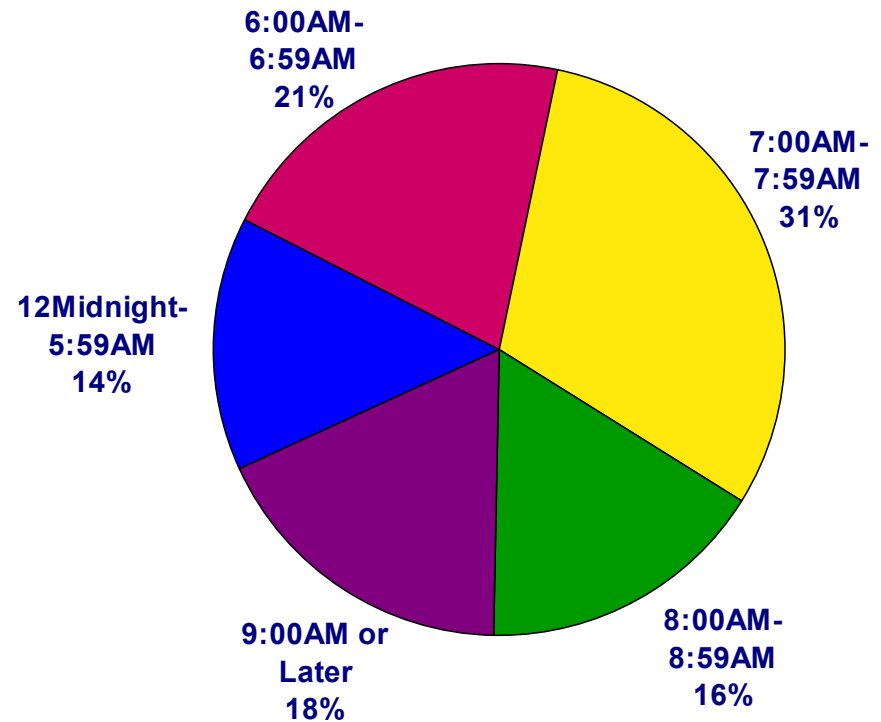
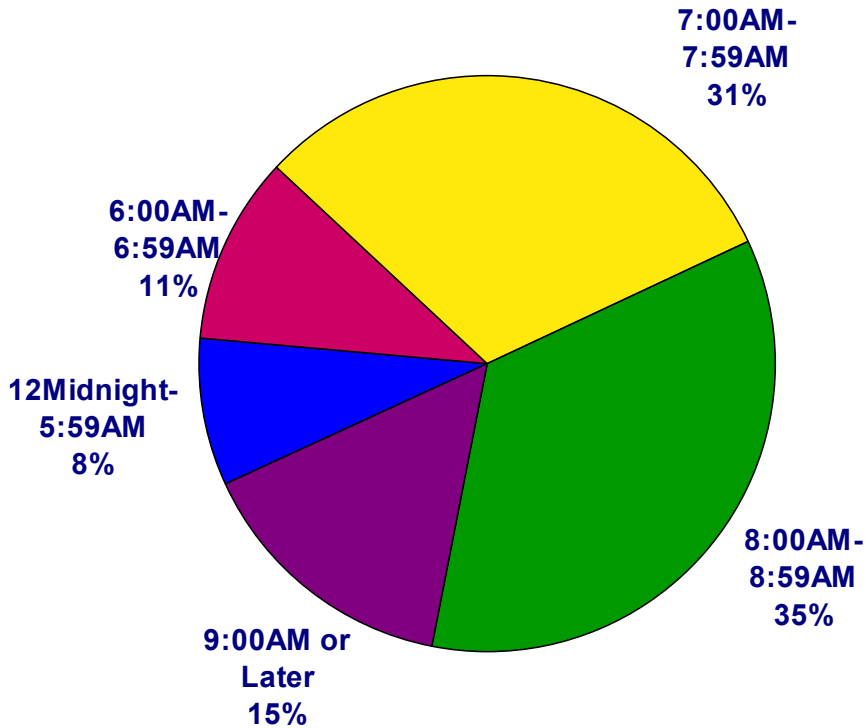
# ...UK In-Car Commuters Spend More Time Driving to Work

Time Spent In-Car (as Driver or Passenger) Per...  
(Hours:Minutes)



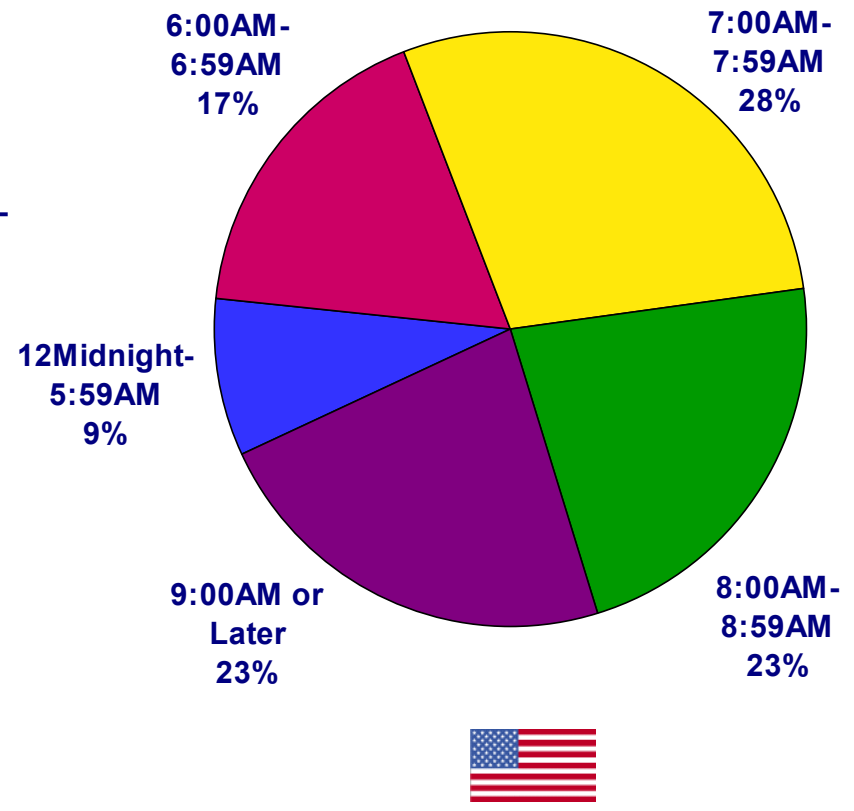
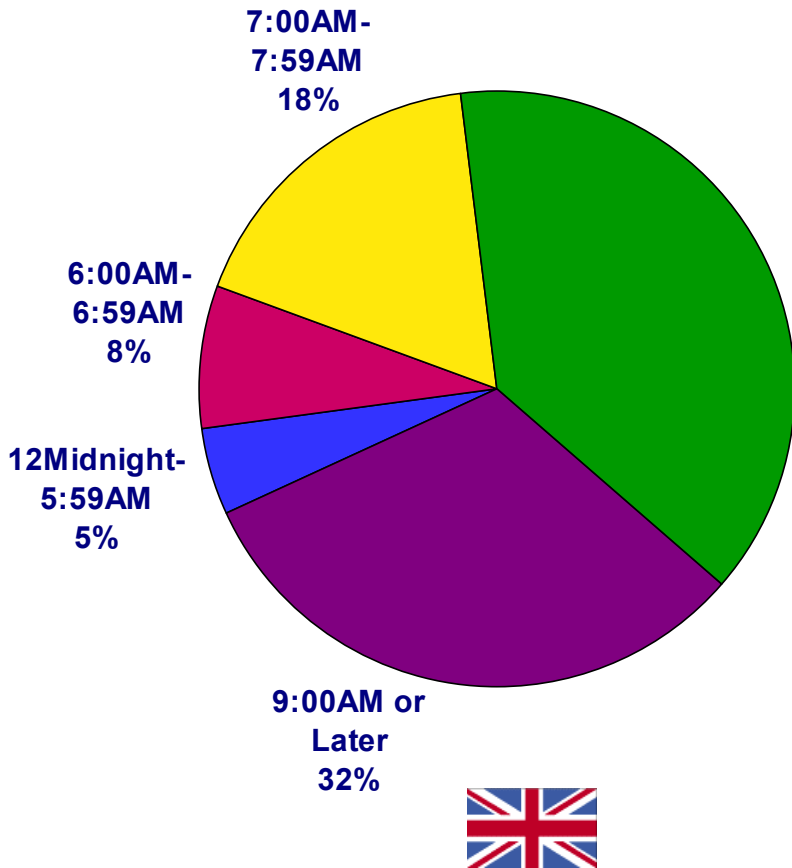
# British Workers Leave For Work Later Than Americans

“What time do you usually leave home to go to your primary job?”



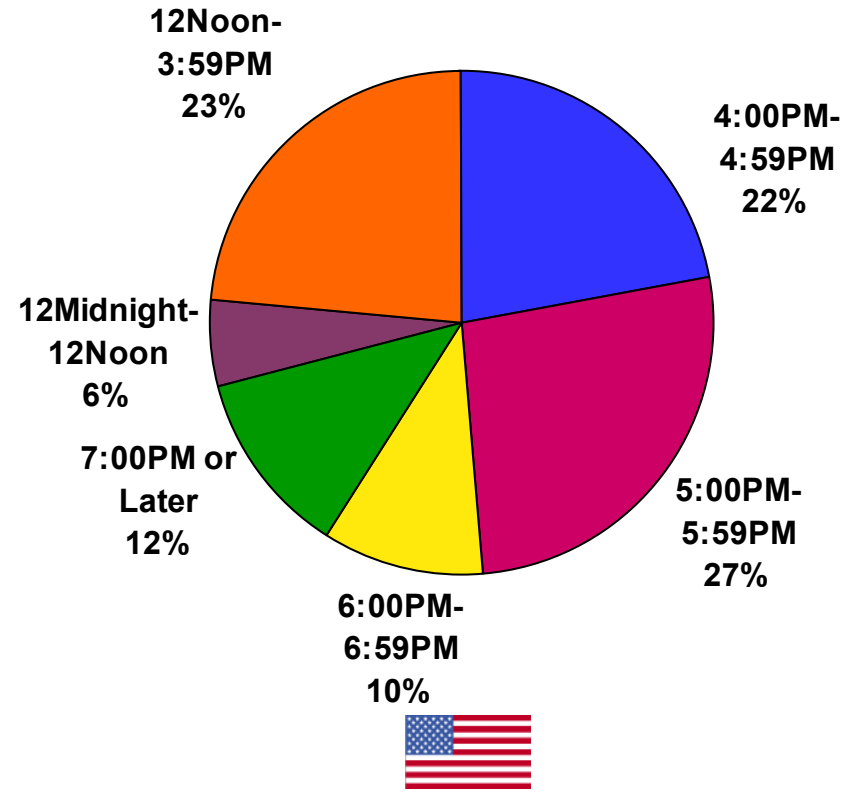
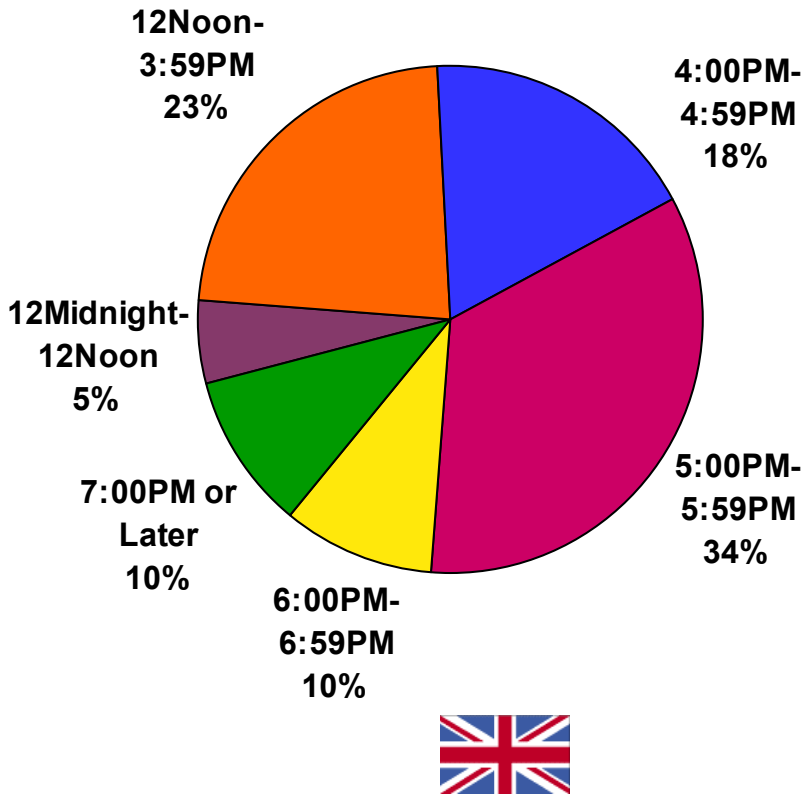
# Americans Get to Work Earlier

“What time do you usually arrive at your primary job?”



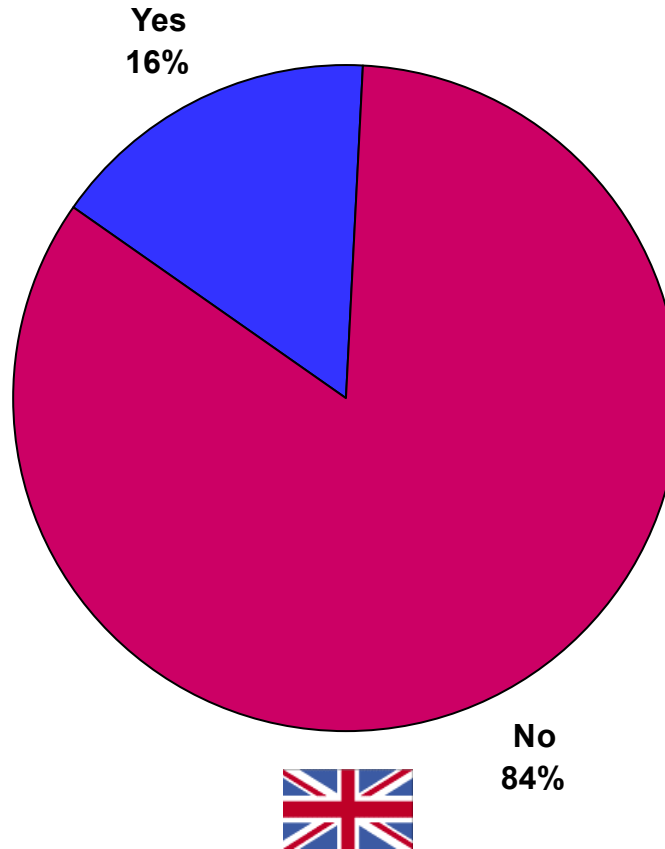
# Nearly Half of Workers Leave Work Before the “Five O’Clock Whistle”

“What time do you usually leave your primary job at the end of the workday?”



# London's Congestion Charge Affects Commute Choices

“Have you changed the style of transport you use to commute to or from the Congestion Charge area because of the new charges?”

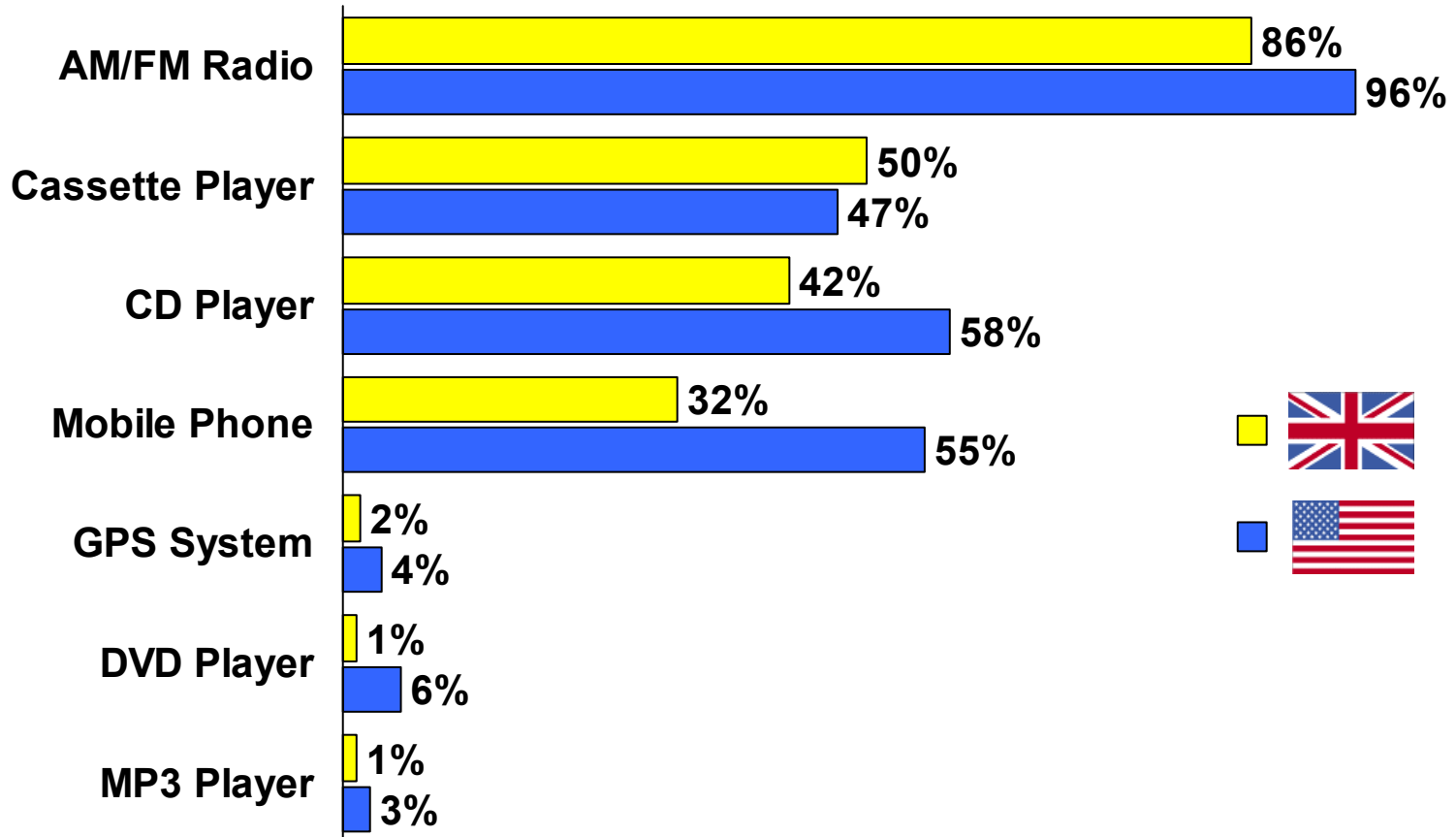


# Maintaining Radio's In-Car Dominance



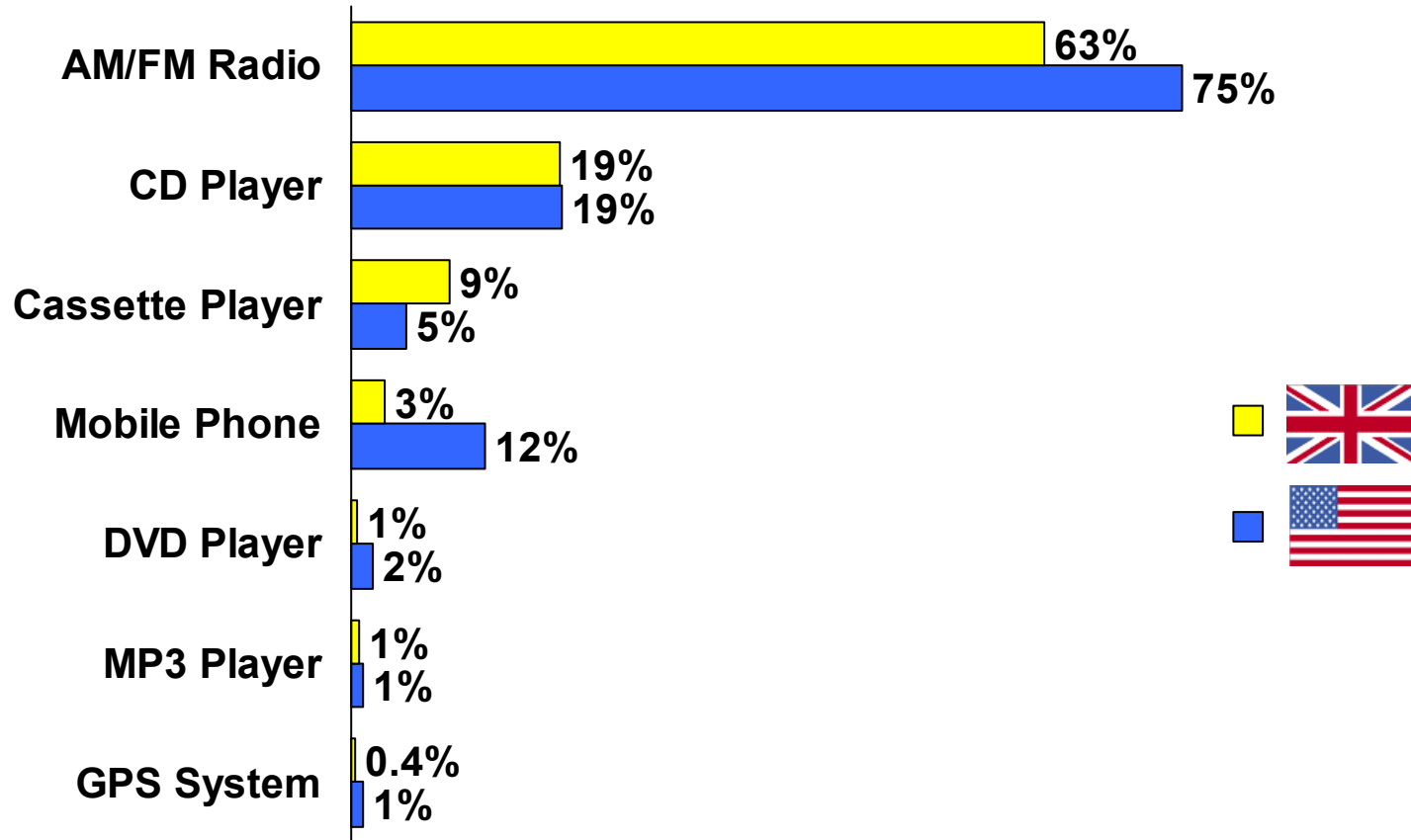
# Radio Reigns In-Car

## % Using Device In-Car



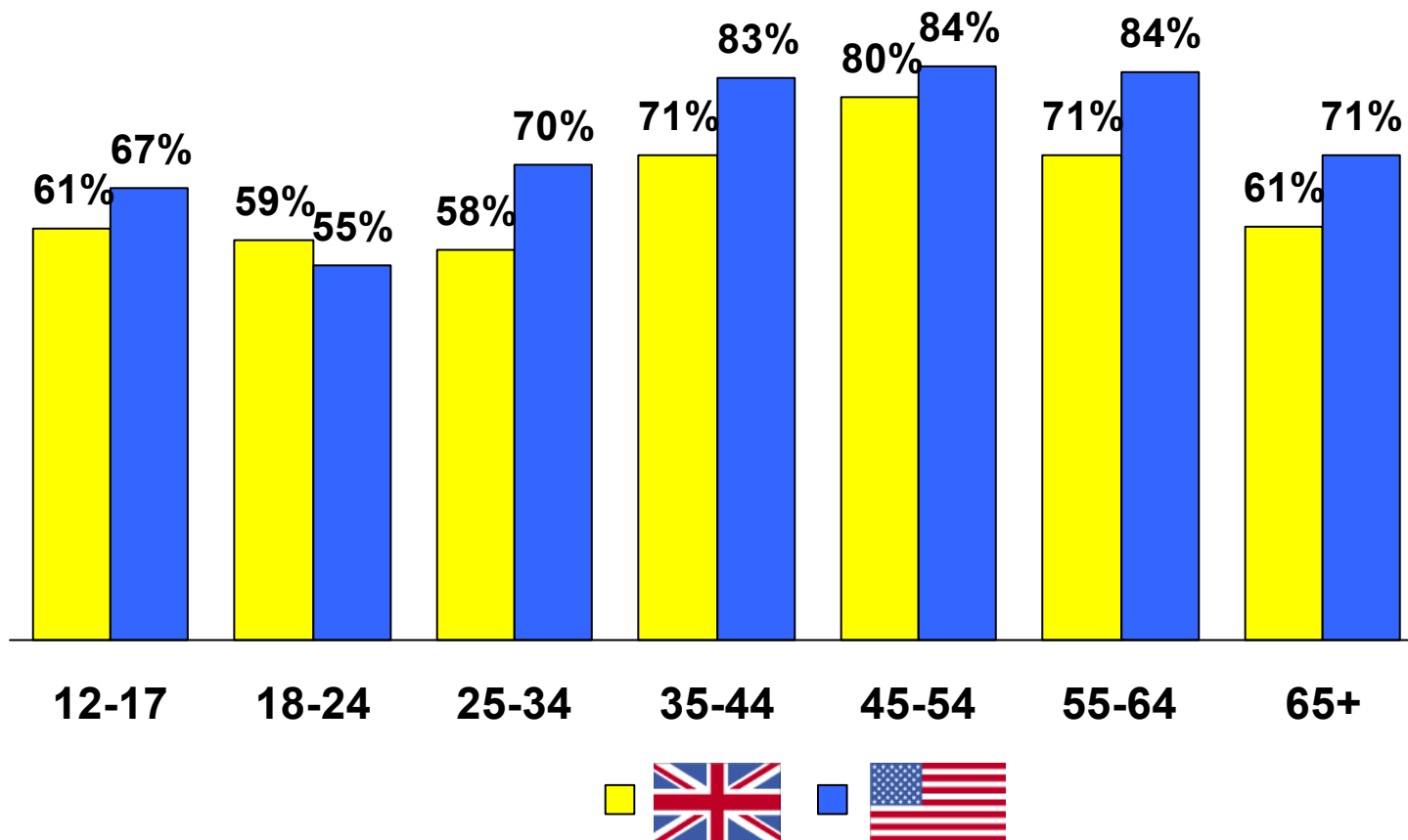
# Radio Is Overwhelmingly the Device Most Used In-Car

% Using Device In-Car Almost All or Most of the Times In-Car



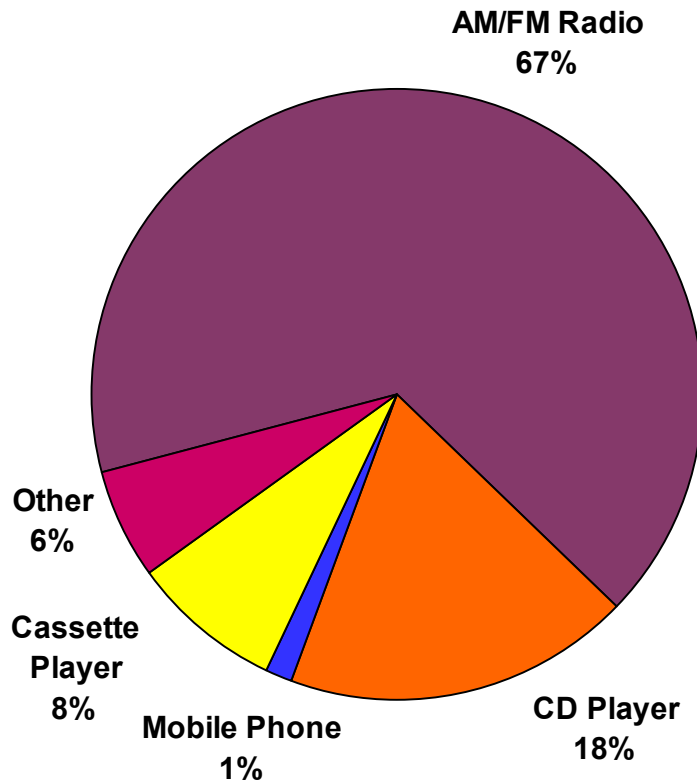
# But All Is Not Well: Radio Is Less Dominant Among Young Consumers

% Spending Most Time with Radio In-Car

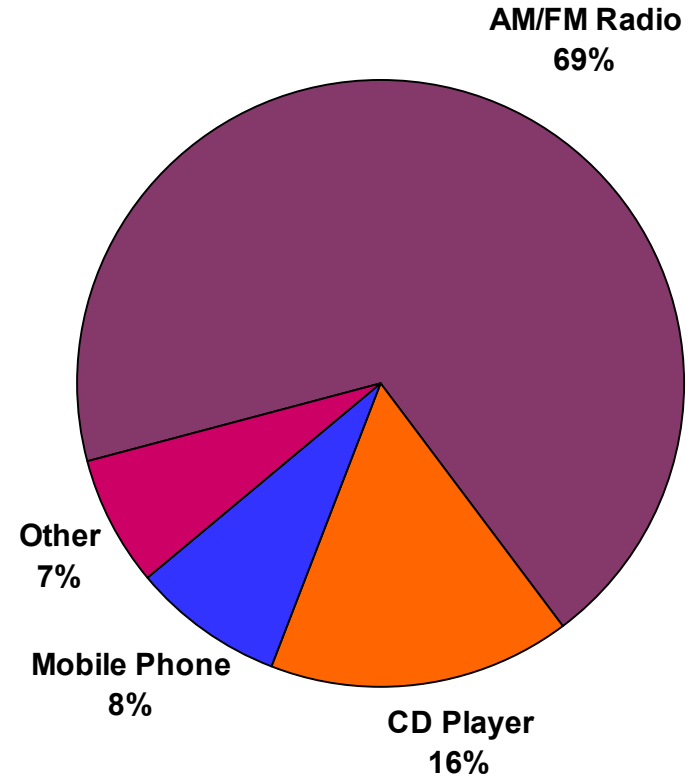


# Radio Is Most Essential In-Car Device for a Large Majority

“If you could ONLY EVER use ONE device in your primary car, which one device would you choose?”



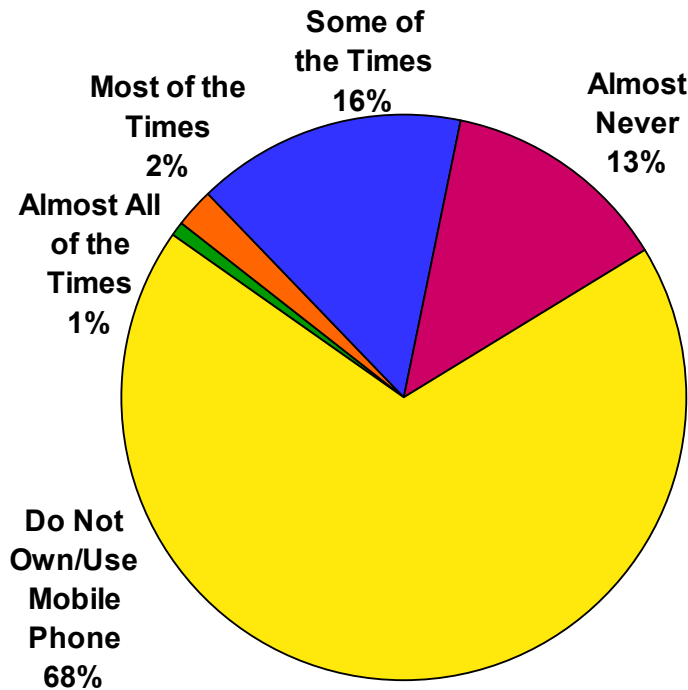
Base: Work Outside the Home



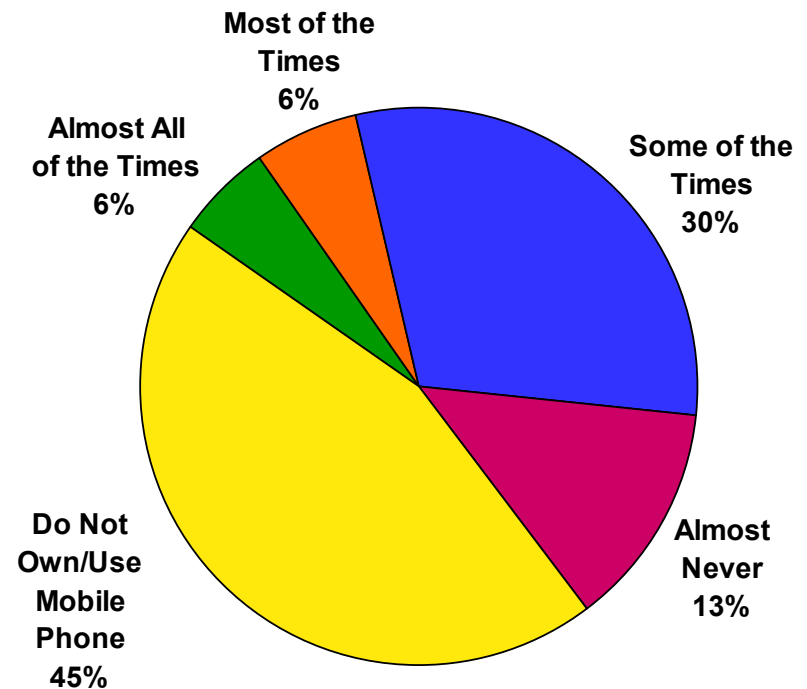
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# Only a Small Fraction Regularly Use Mobile Phone While In-Car

“How often do you use a mobile phone while driving or riding as a passenger in your primary car?”



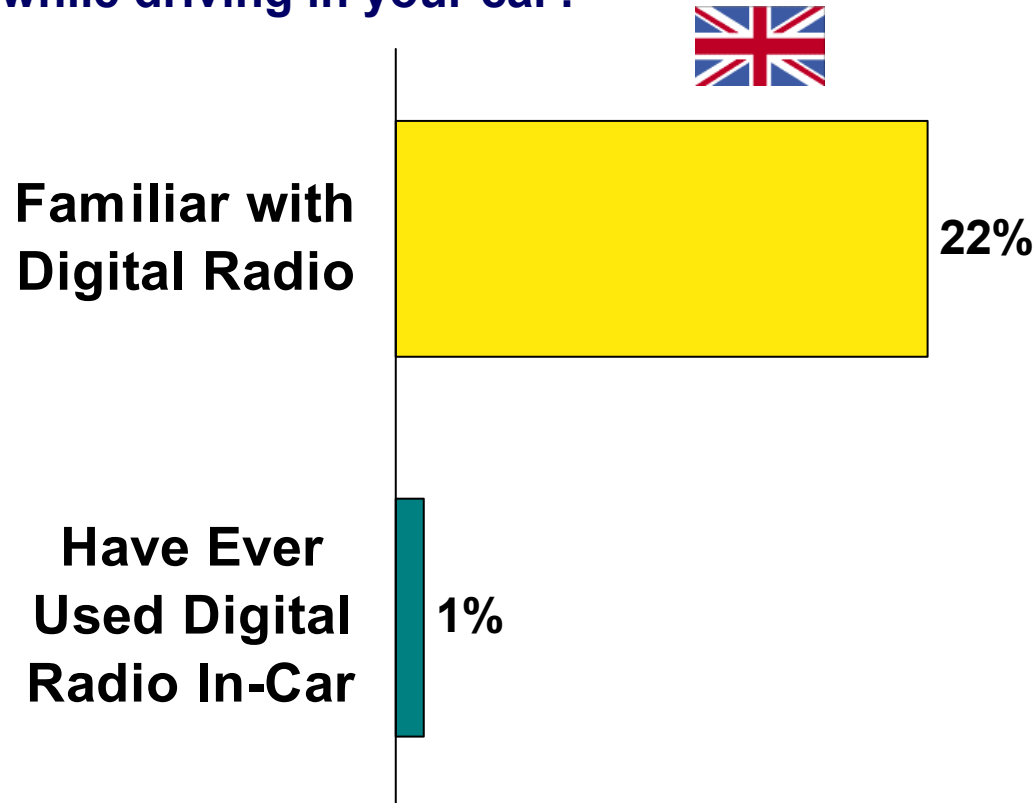
Base: Driven/Ridden In a Car in Last Month



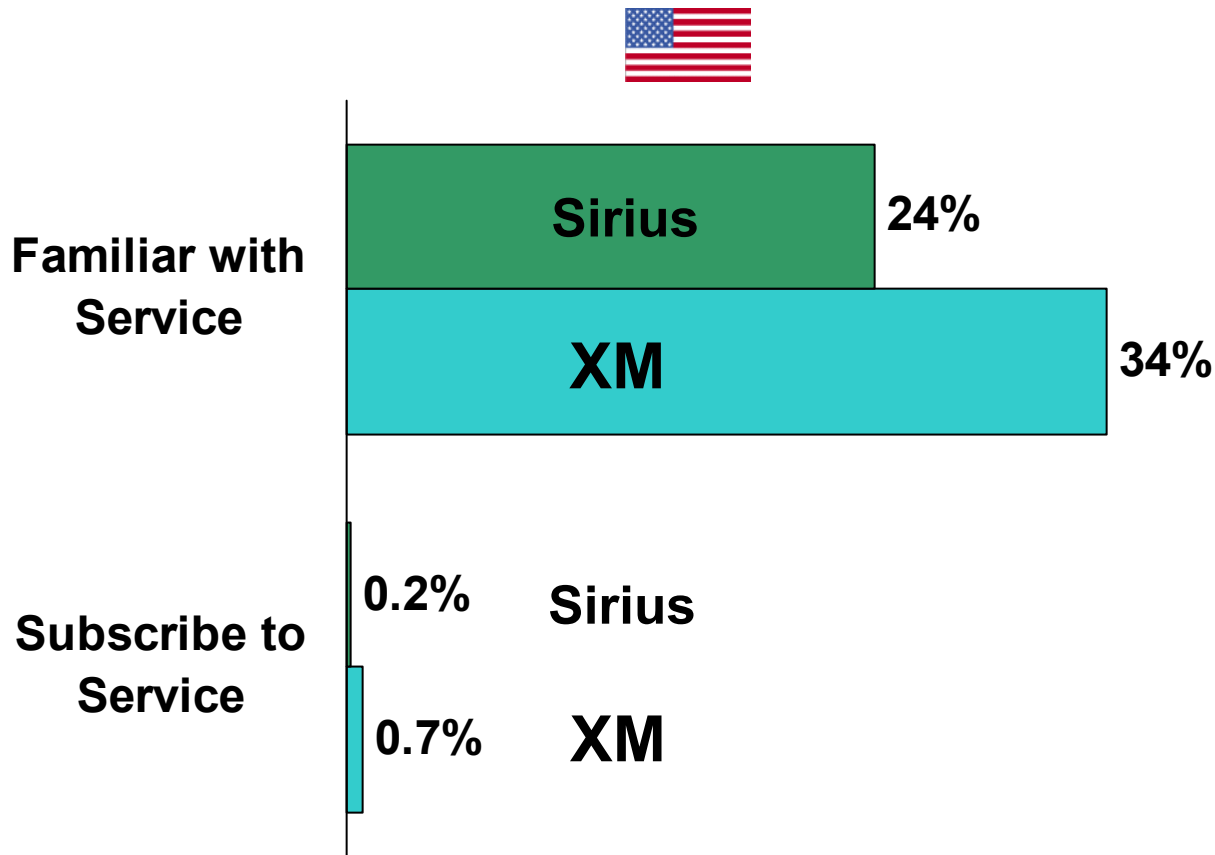
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# In UK, Familiarity With Digital Radio Has Not Yet Translated into Widespread Use

“Are you familiar with DAB, or digital radio? Have you ever used DAB digital radio while driving in your car?”



# In US, Satellite Radio Has Achieved Familiarity But Not Mass Subscriptions



Base: Total Population 12+

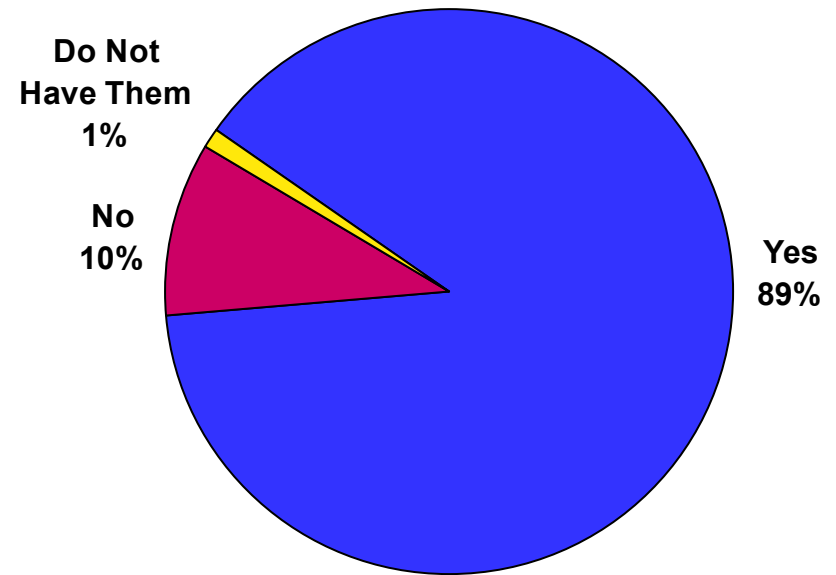
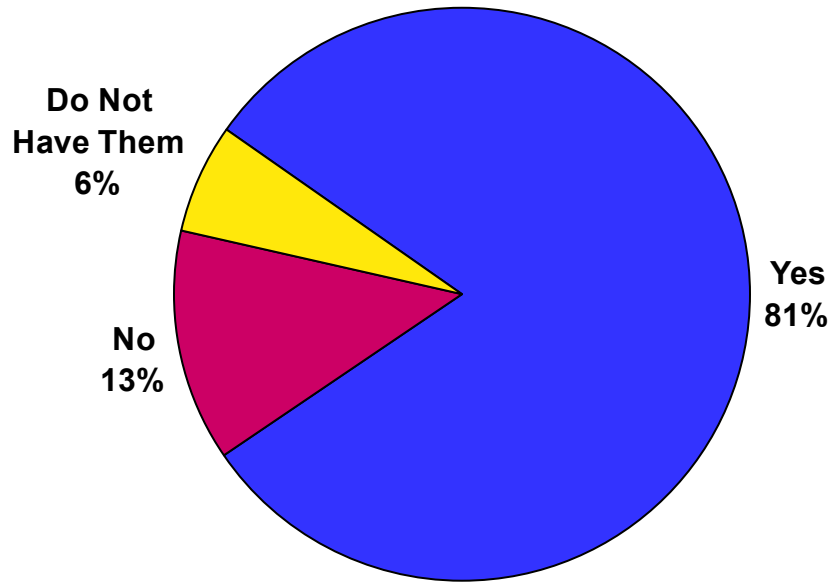


# Radio Preset Buttons



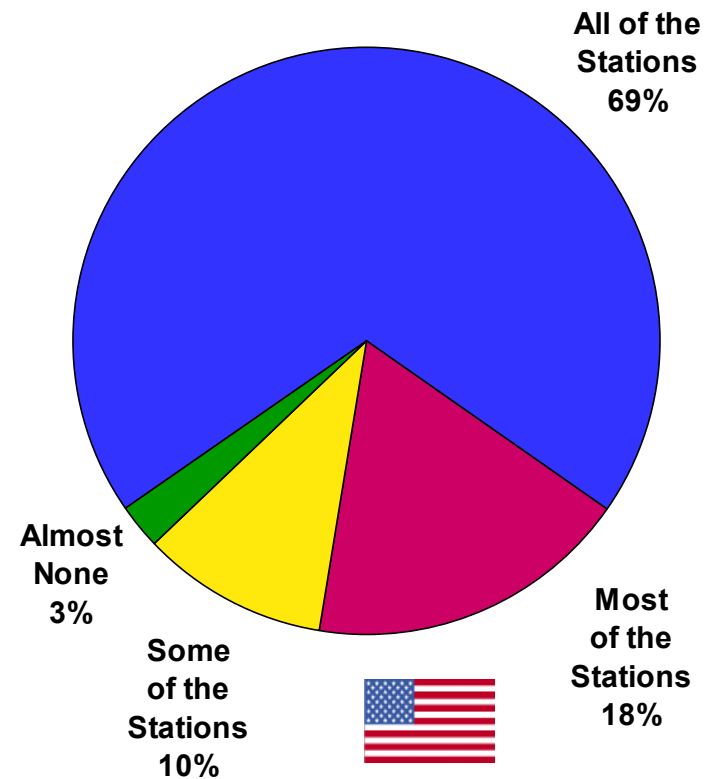
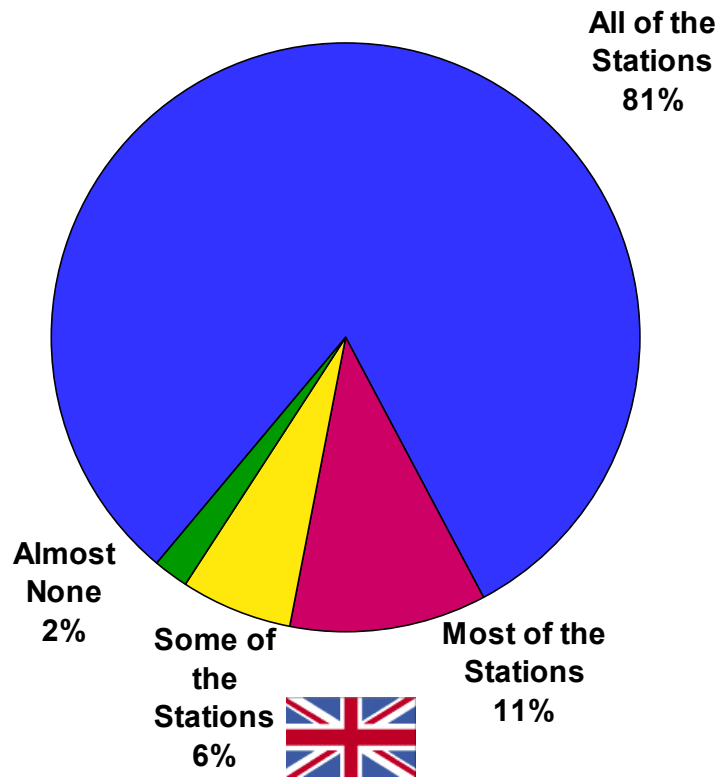
# Preset Buttons In-Car Are Widely Programmed

“Are the preset buttons in your primary car programmed/set to specific stations?”



# Almost All In-Car Listening Goes to Preset Radio Stations

“Of the stations you normally listen to on your car radio, how many of those stations are programmed on your car radio preset buttons?”

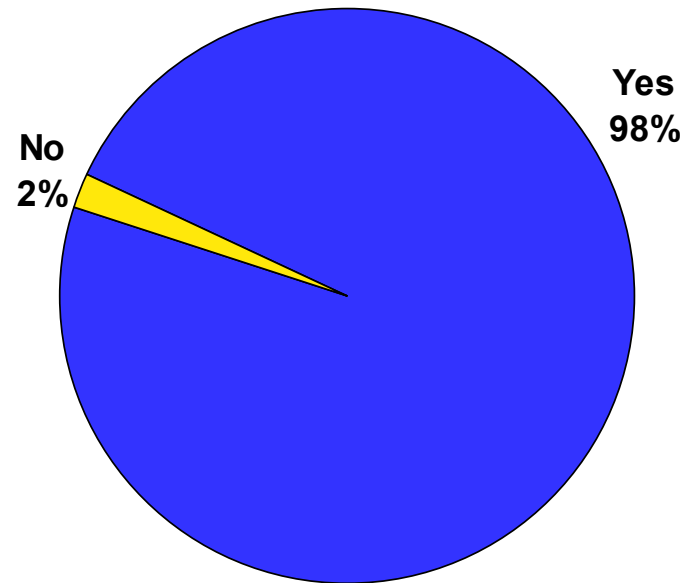
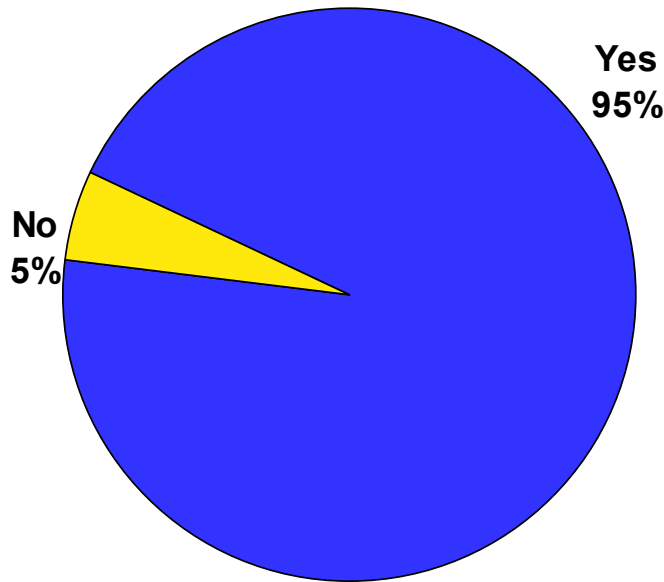


Base: Have Programmed Preset Buttons



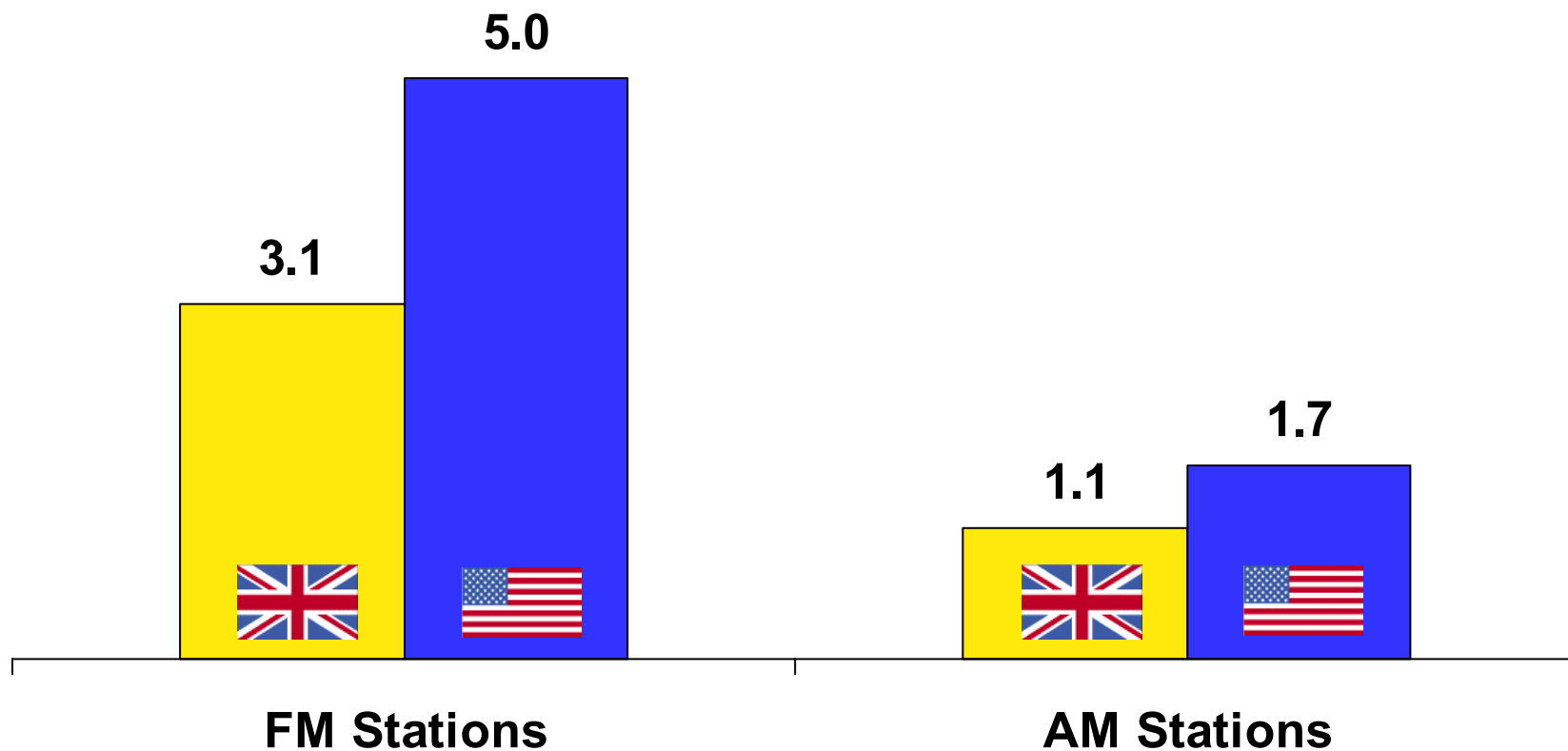
# P1 Stations Are Overwhelmingly Programmed on Preset Buttons

“Thinking about the station you listen to most, is that station programmed on your preset buttons?”



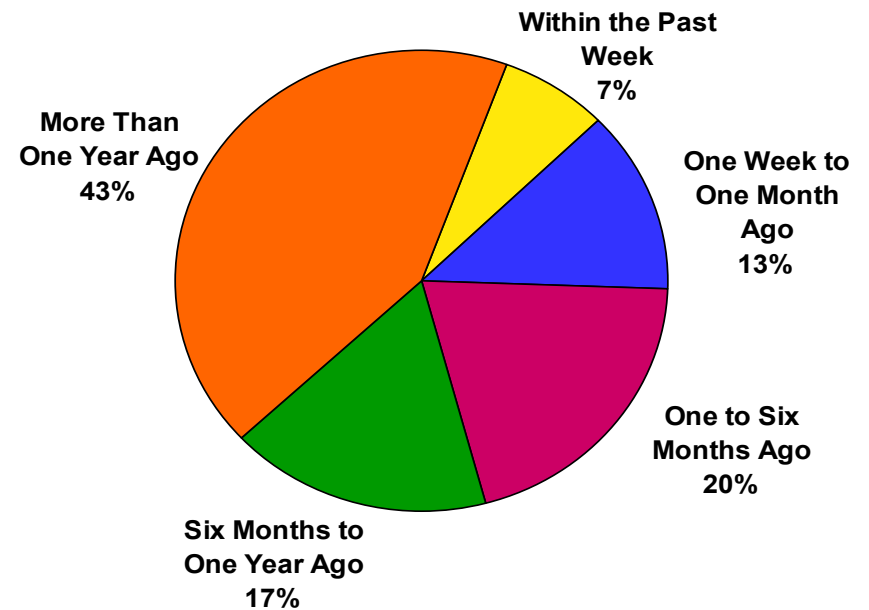
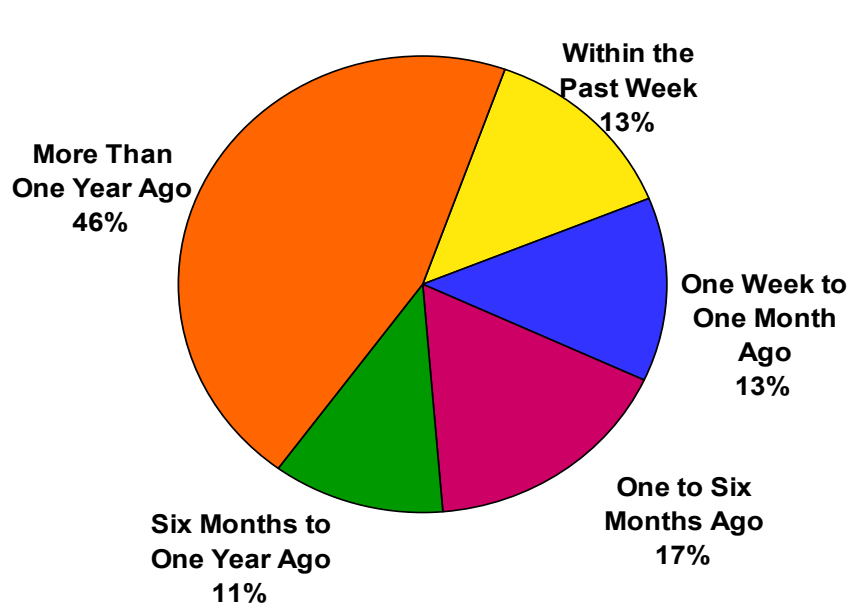
# More Stations are Programmed to Presets in the US

Average Number of Stations Programmed on Primary Car's Preset Buttons



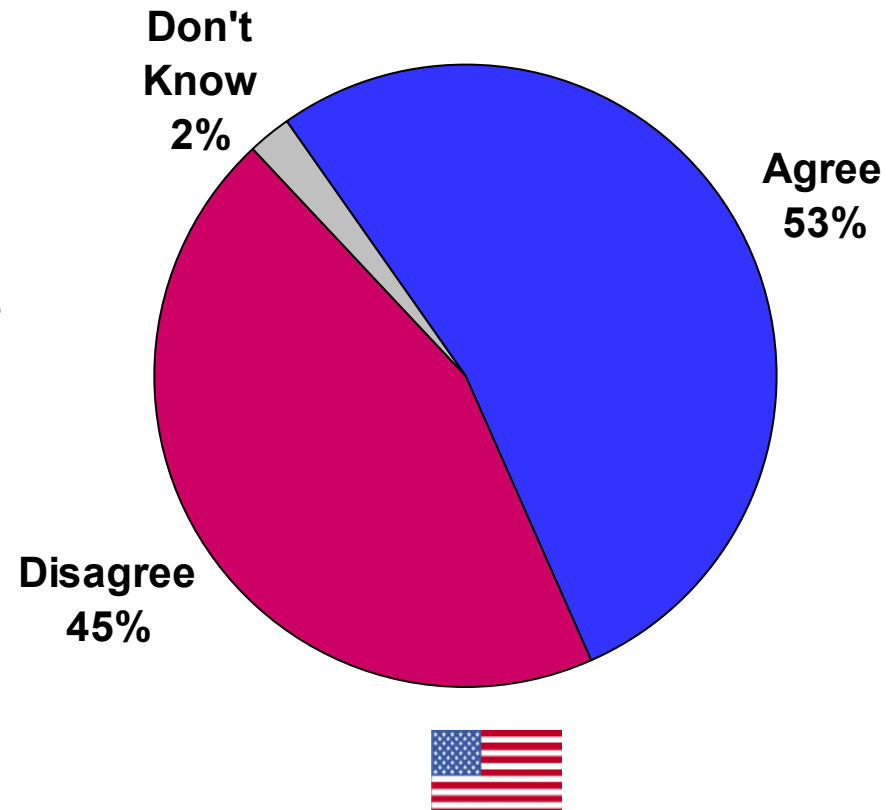
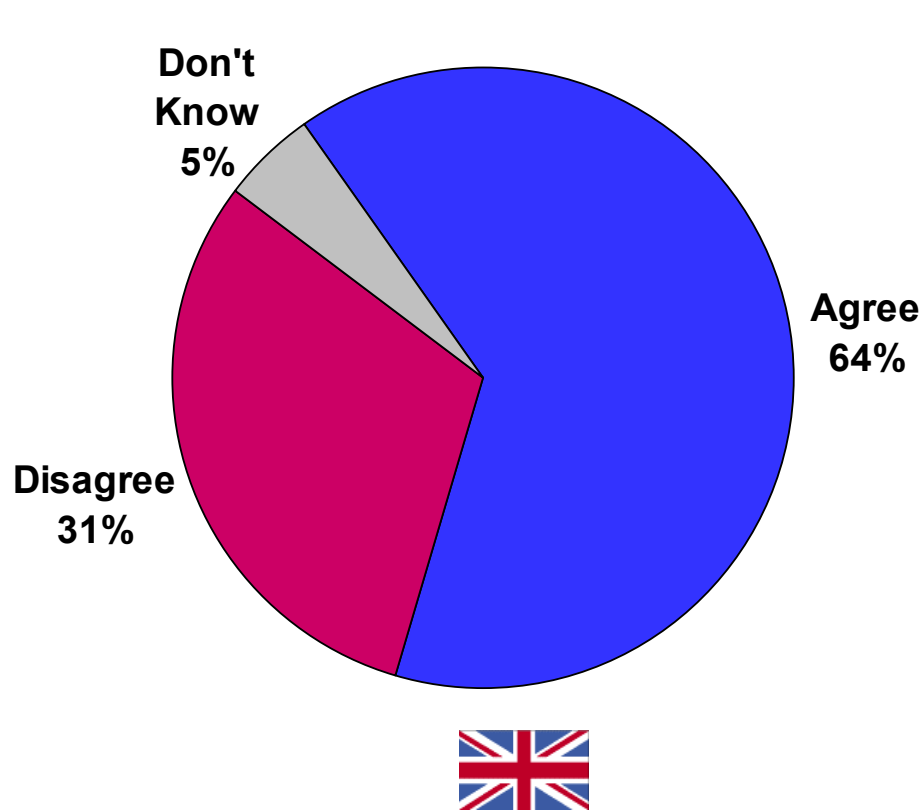
# Most Presets Stay Set

“When was the last time any of the preset buttons on your car radio were changed?”



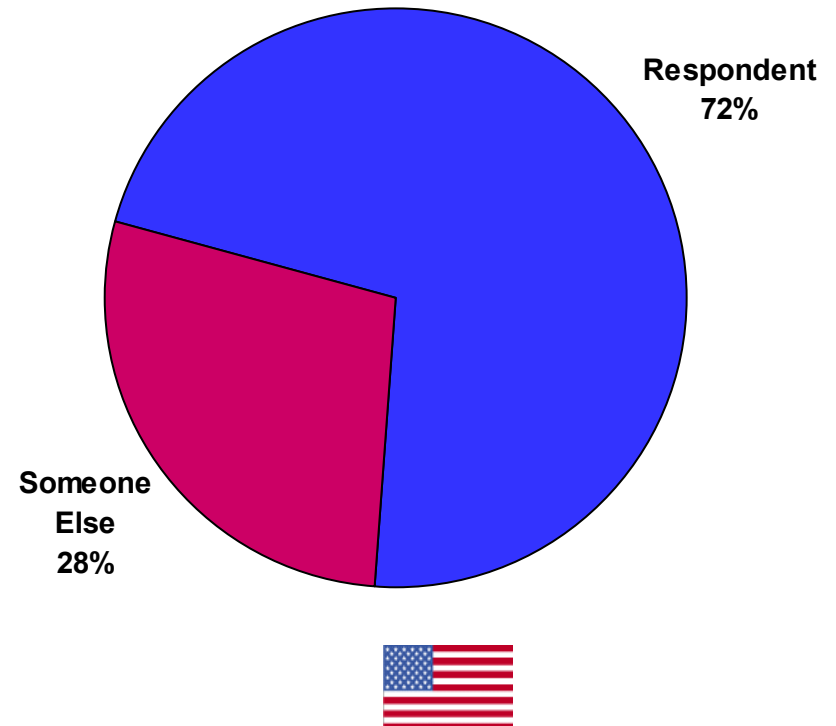
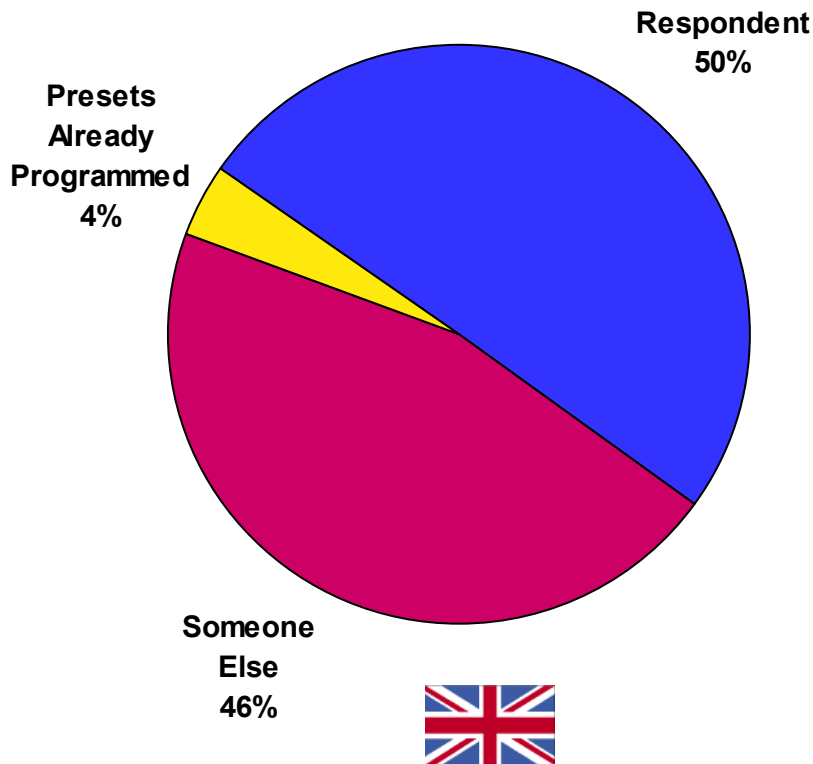
# Once Programmed, Most Agree It Is Not Worth the Hassle to Change Preset Buttons

“Agree or disagree: Once you have the preset buttons programmed, it’s not worth the hassle to change them again.”



# UK Respondents Much More Likely to Have Had Someone Else Change Their Presets

“Did you program the preset buttons yourself or did someone do it for you?”

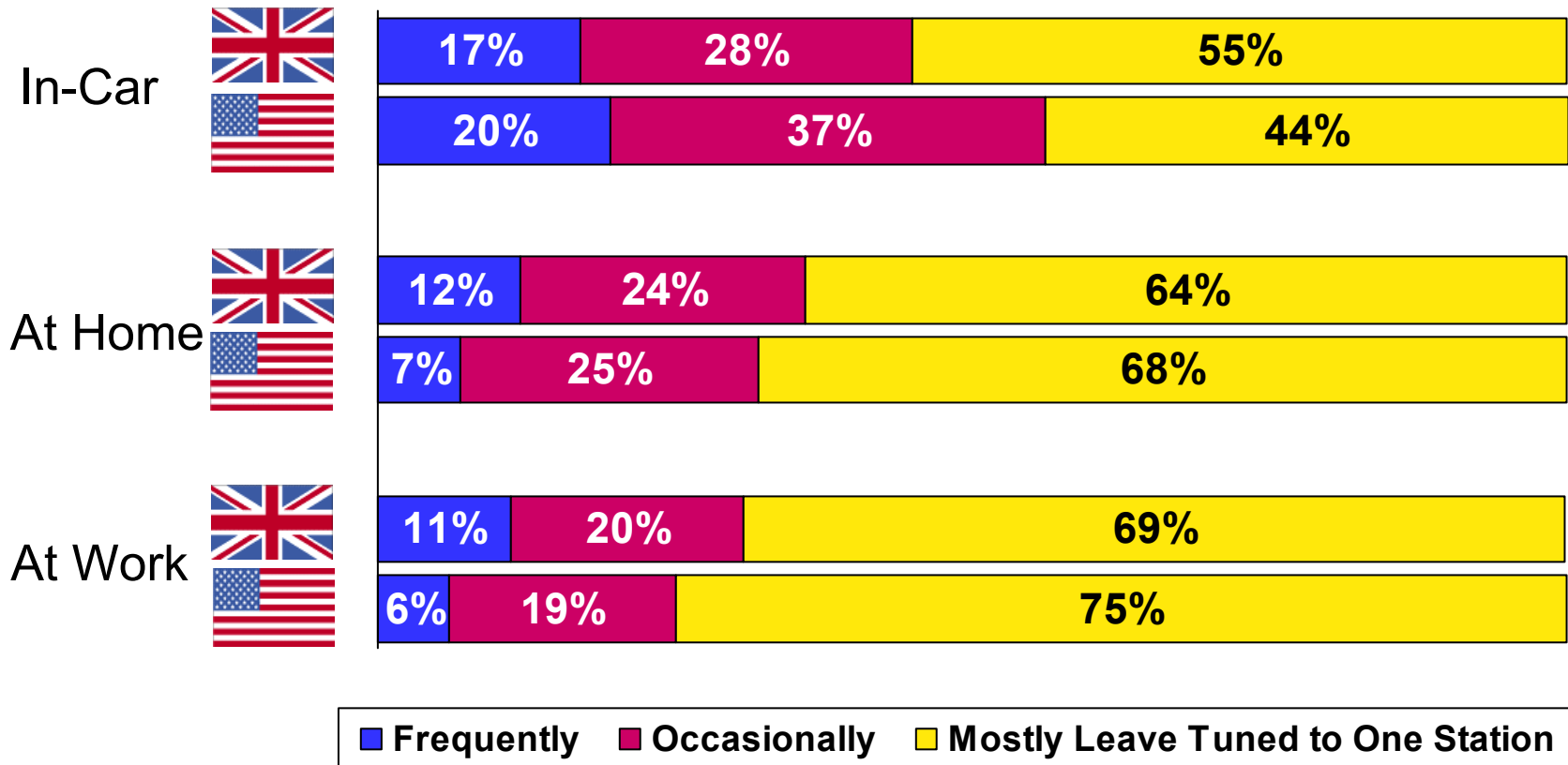


Base: Driven/Ridden In a Car in Last Month



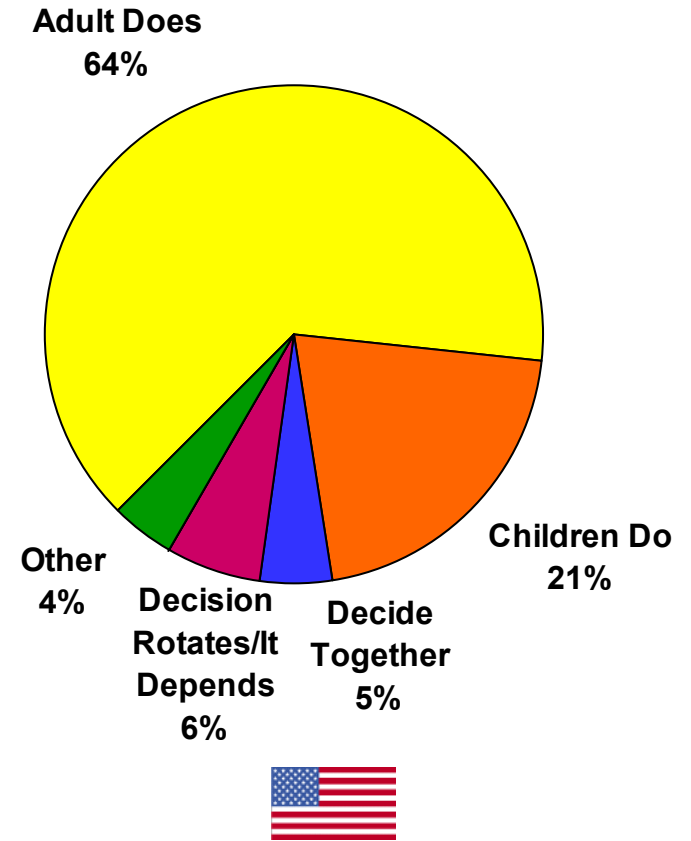
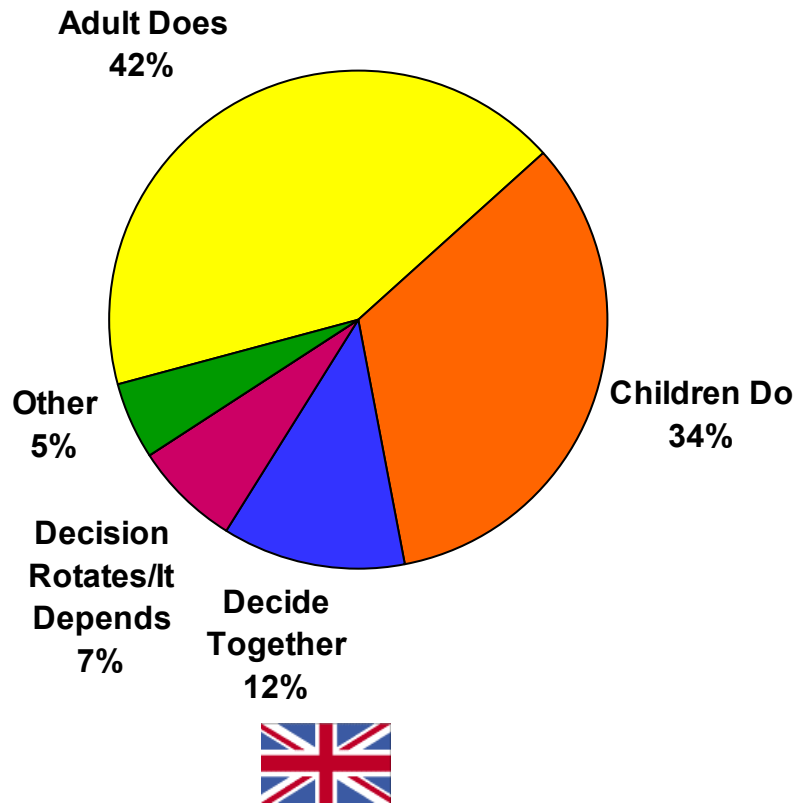
# Those In-Car Change the Radio Station Most Often

## Frequency of Changing Radio Station in Each Location



# UK Respondents Report Kids Often Make Radio Station Choice In-Car

“When you are driving with adults and children under the age of 17 (UK) or 16 (US) in the car, who decides what to listen to?”



# In-Car Buying Decisions



ARBITRON



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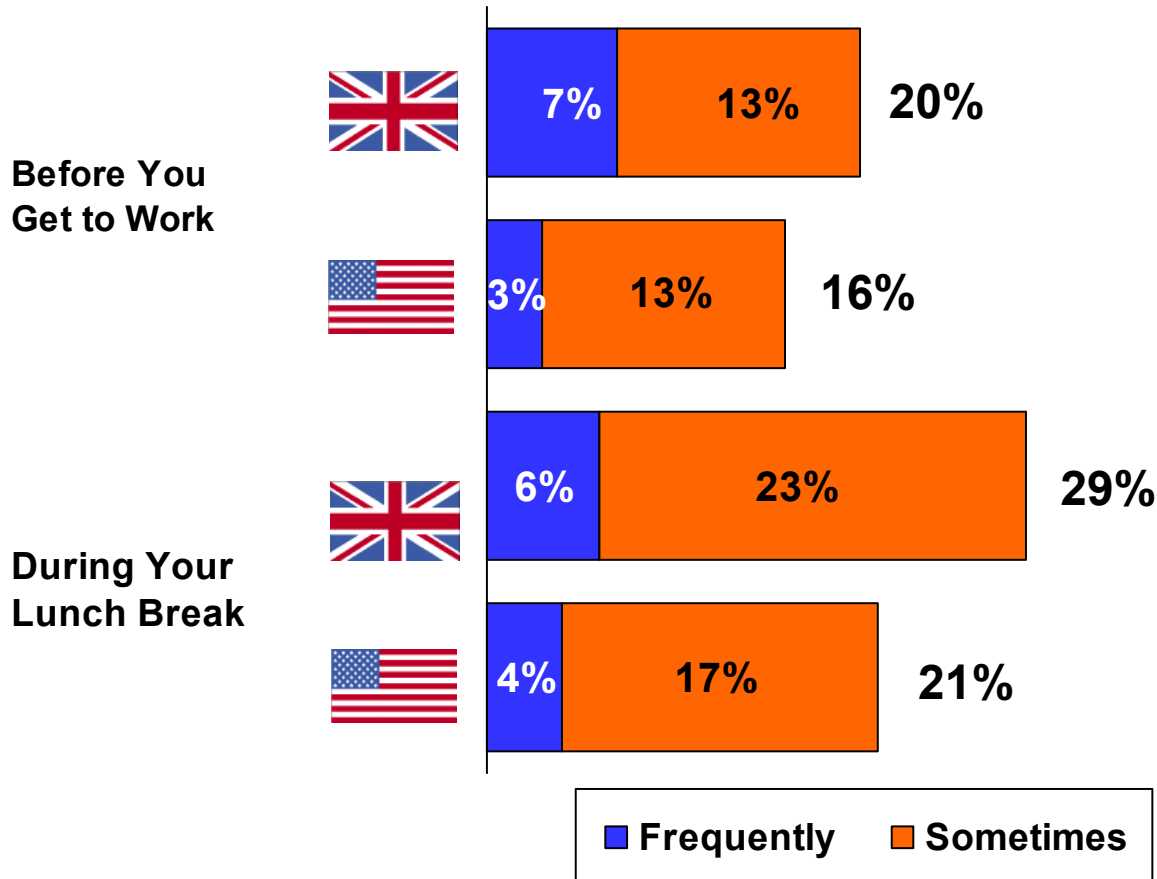
# Exploring the Power of Recency for In-Car Advertising

- **Recency** planning starts with the idea that *when* is the critical variable rather than *how many*—in other words, advertising effects can also be controlled by *when* the message is received.

**How Important Is It to Reach a Consumer in the Car?**

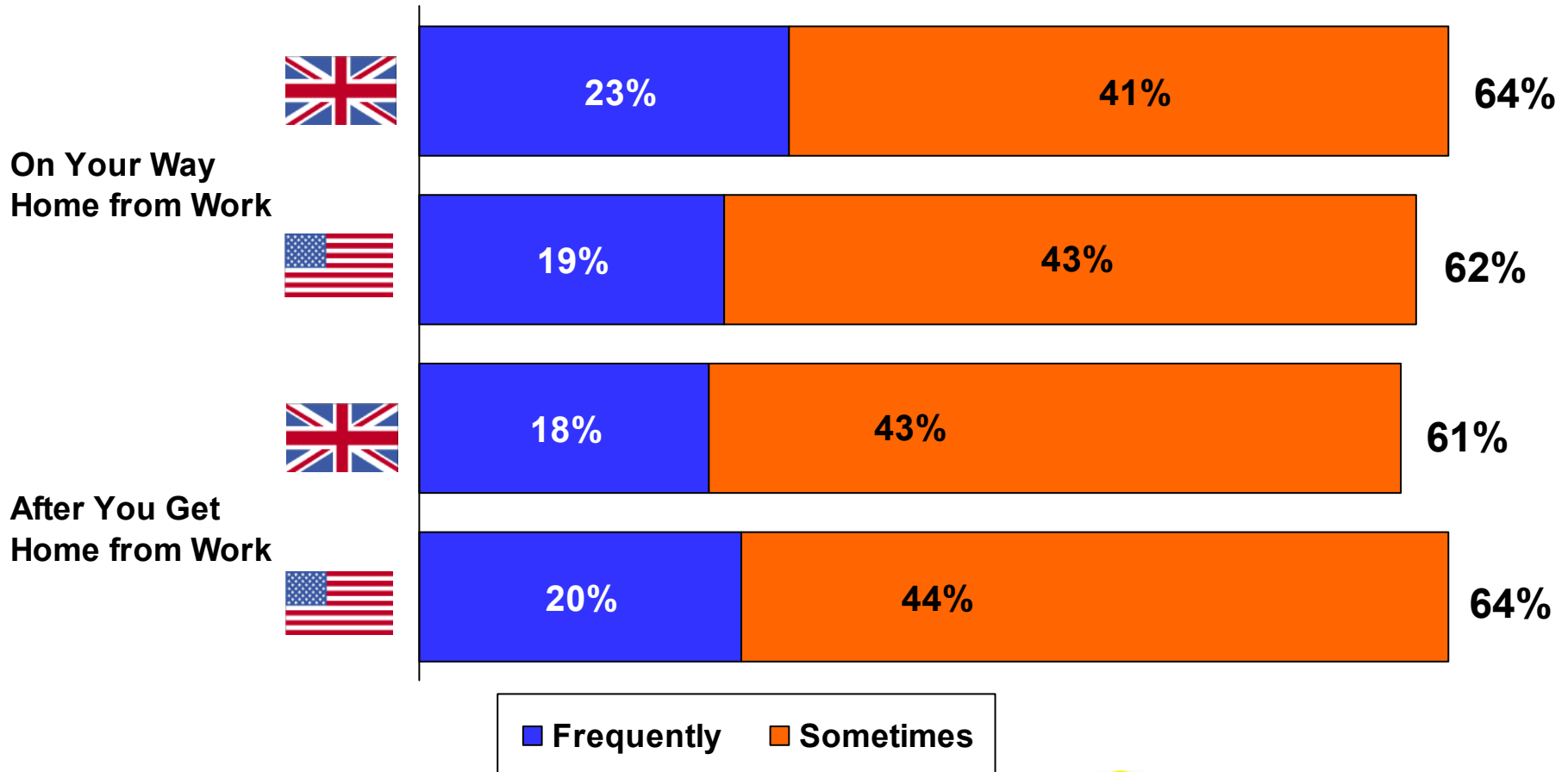
# Targeting Consumer Close to Purchase?

“In the course of a typical workweek, how often do you shop...?”



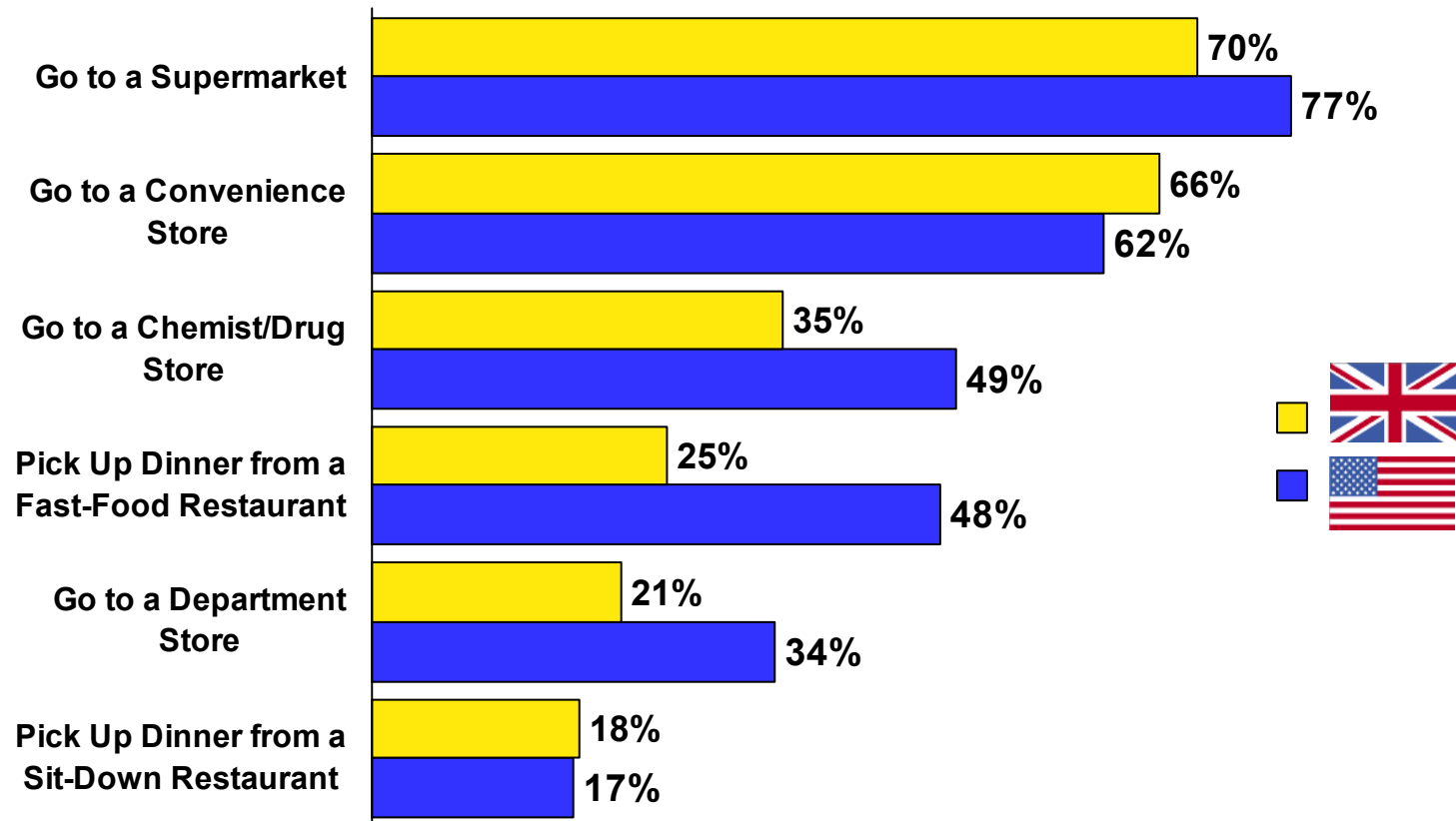
# The Real Value Is When the Workday Ends

“In the course of a typical workweek, how often do you shop...?”



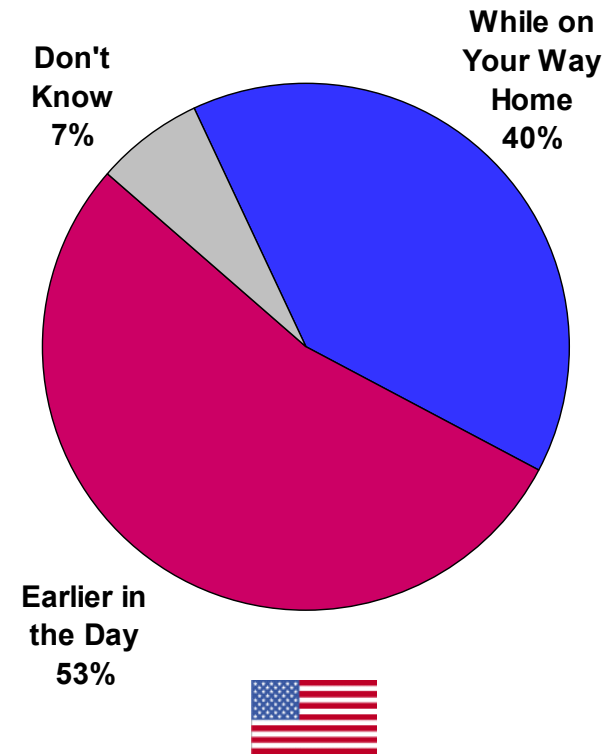
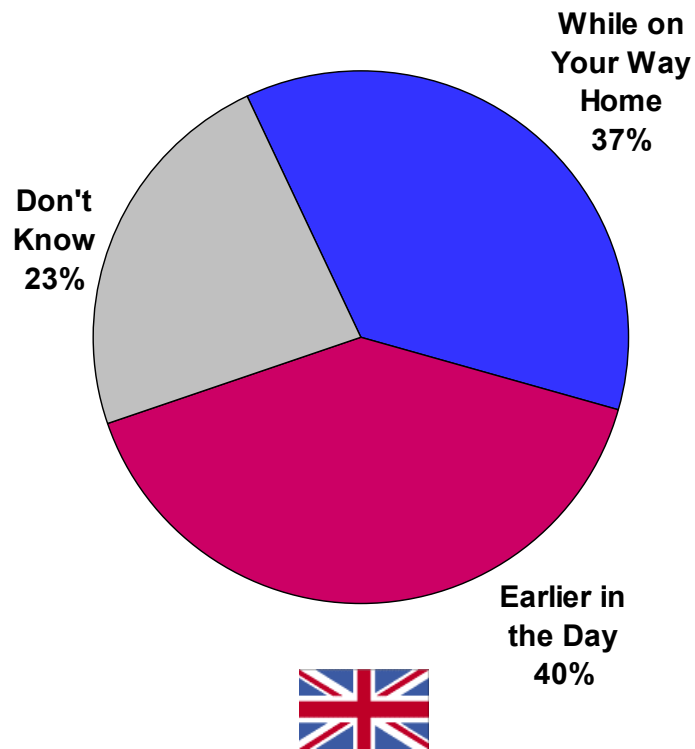
# Workers Make Many Stops on the Commute Home

“In the last month, have you stopped on your way home from work to...?”



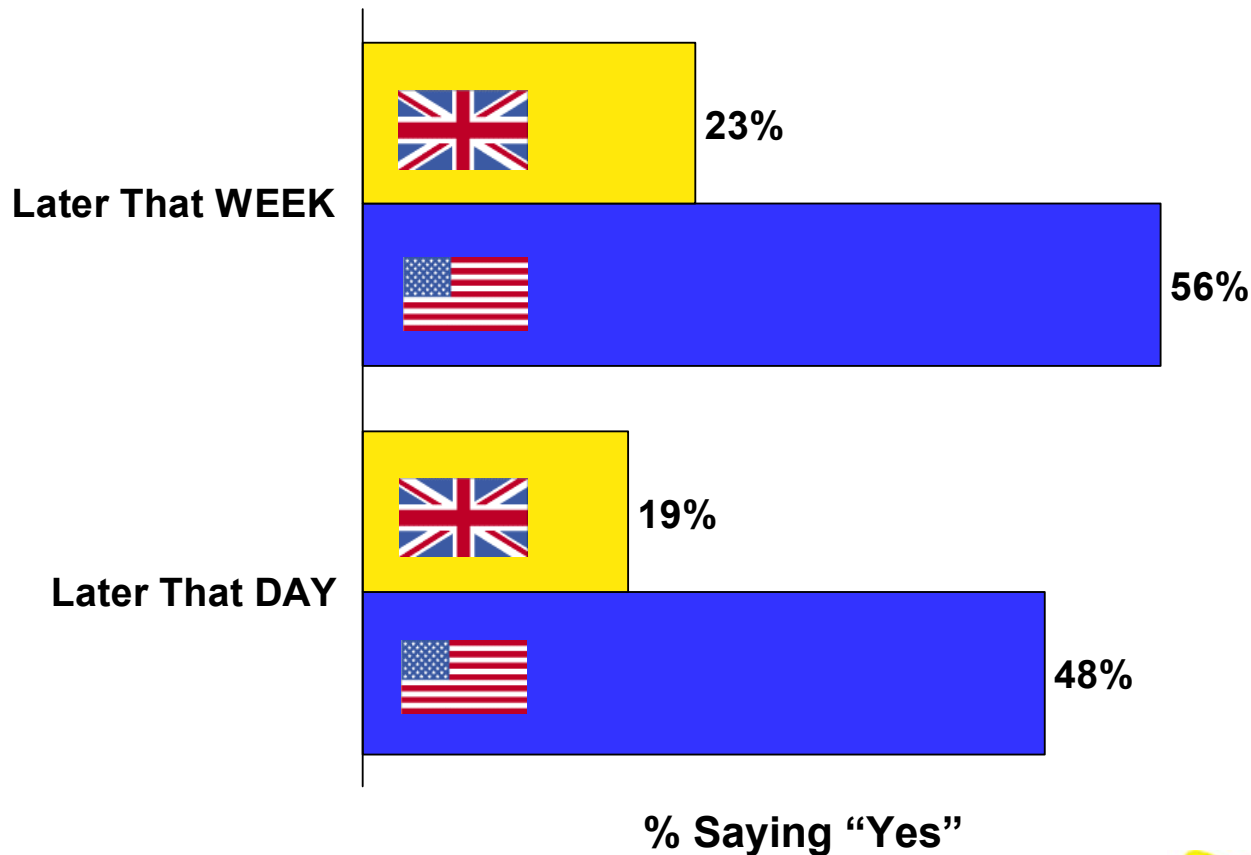
# About Two Out of Five Consumers Don't Decide to Shop Until the Last Minute

“In general, when do you usually make the decision to stop at a store on your way home from work?”



# Radio Adverts Build Traffic at Retail

“While listening to the radio while in a car, have you ever heard of a sale or special that motivated you to visit a certain store...?”



# Who Is the Heavy In-Car Consumer?

## Category

## Indices



**£60K+ HH Income (US\$100K)**

**154**

**142**

**Age 35-54**

**135**

**135**

**Four-Year Degree/Higher Education**

**134**

**134**

**Male**

**130**

**130**

**TV Time Spent Viewing**

**90**

**90**



Base:

UK: Drive/Ride in Car More than 120 Miles Per Week

US: Drive/Ride in Car More than 260 Miles Per Week



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# Recommendations/ Issues to Consider



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## 1. In-car listening is important to all stations

- Time spent in-car increasing
- Traffic increasing

# Recommendations/ Issues to Consider

## 2. Know the in-car listening patterns of your market and your audience

Stations in markets with especially heavy in-car listening might need to rethink their strategies:

- Talk about in-car concerns; focus on the in-car listener
- The way your station programs its stop sets
- People frequently change the station in the car; consider long sweeps in high in-car listening hours

# Recommendations/ Issues to Consider

## 3. Consider radio preset button strategies

- Most people seldom change their preset buttons
- Almost all in-car listening is to preset stations
- What has your station done to get listeners to give you a preset (especially new stations or re-launches)?
- Consider creative preset strategies (e.g., potential partnerships with local car dealerships?)

# Recommendations/ Issues to Consider

## 4. Sales staffs need to promote to advertisers the concept of shopping “prime time”

Take advantage of the fact that many are shopping on their way home from work. Consider strategies to help advertisers target the in-car listener and after-work shopper.

# Recommendations/ Issues to Consider

## 5. Radio must promote the in-car consumer to advertisers

- People are spending more and more time in-car
- Consumers make purchase decisions while in-car



# Special Thanks

**Médiamétrie (France)**

**RMS (Germany)**

**Audiradio (Italy)**

**Intomart (Netherlands)**

**RAB (United Kingdom)**





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# Session Participants

## CHAIRMAN

- **Clive Dickens (UK):** Programme Director, Absolute Radio International

## RESEARCH PRESENTATION

- **Larry Rosin (US):** President, Edison Media Research
- **Brad Bedford (US):** Vice President, International Marketing, Arbitron

## PANELIST PROGRAMMERS

- **Stephan Hampe (Germany):** Programme Director, RS2, Berlin
- **Nelson Ribiero (Portugal):** Group Programme Director,  
Mega Radio, Lisbon



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