

In-Car Audio: How Gen Z Listens

4	88.3 MHz	FM	5	102.3 MHz	FM	6	Empty
Band	▶ Station	Presets	Scan	Man.			

RADIO

MEDIA

PHONE

CAR

CLIMATE

SETUP



The car is as important as ever



Share of Ear[®]

46%

of radio listeners
age **13+**
listen **ONLY** in car

58%

of radio listeners
age **13-24**
listen **ONLY** in car



Share of Ear

On average, Americans **13+** spend

4 hrs **17** mins

per day listening to audio



Share of Ear

On average, Americans **13+** spend

4 hrs 17 mins

per day listening to audio

1 hr 03 mins

per day listening to audio **in car**



Share of Ear

On average, Americans **13-24** spend

4 hrs **26** mins

per day listening to audio



Share of Ear

On average, Americans **13-24** spend

4 hrs 26 mins

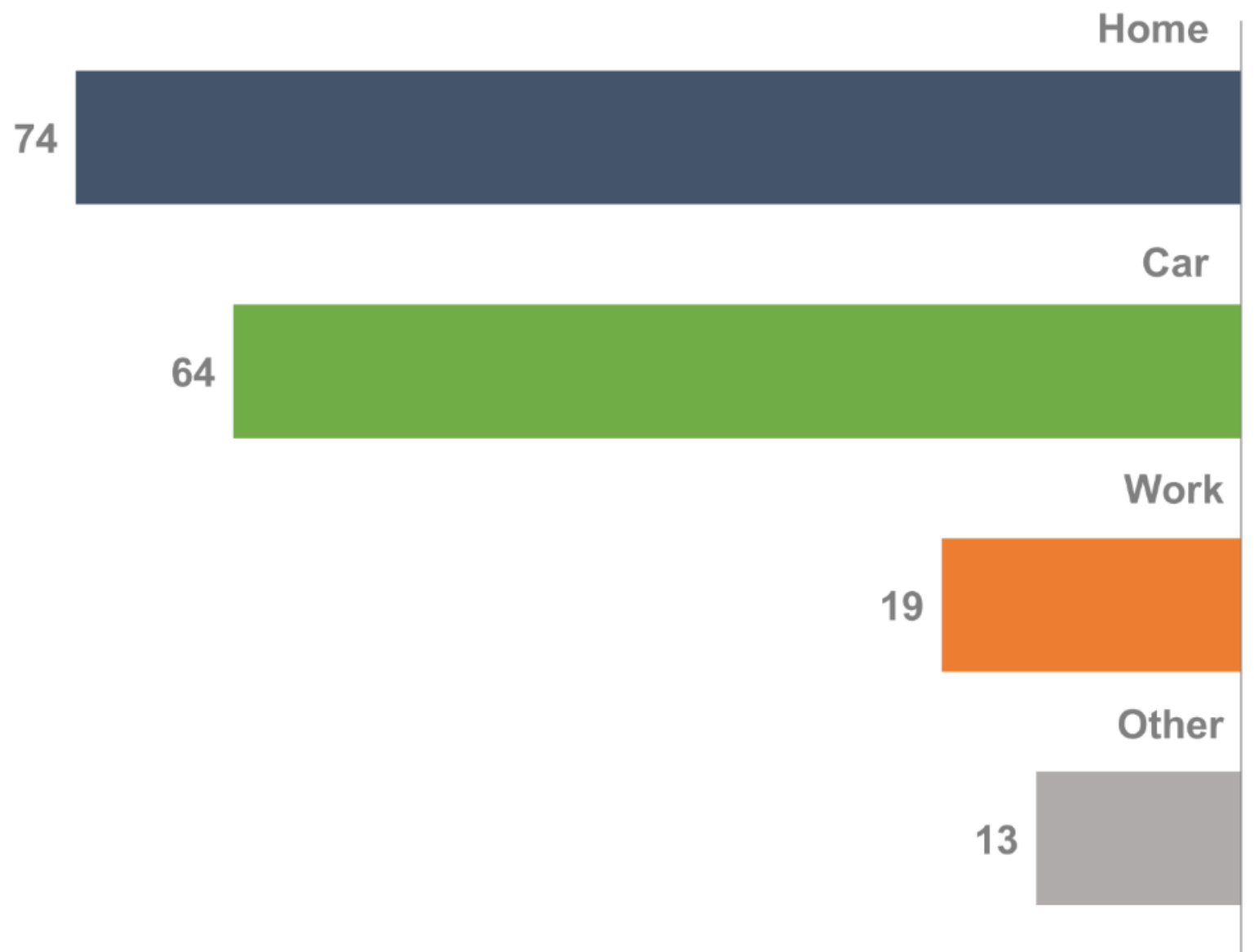
per day listening to audio

51 mins

per day listening to audio **in car**

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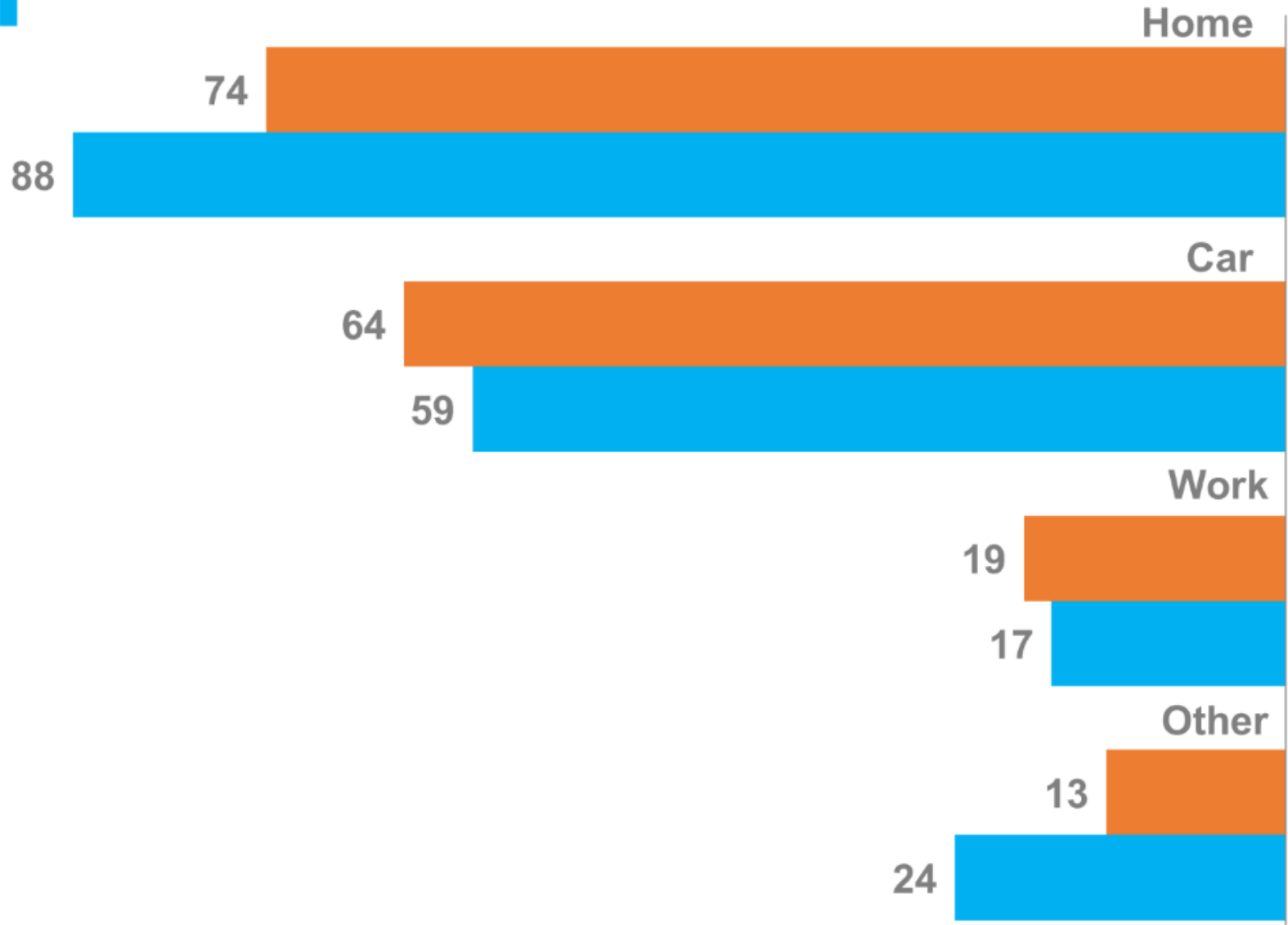
Audio Reach by Location
U.S. Population 13+



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Audio Reach by Location

- 13+
- 13-24



Gen Z spends almost half their in-car
audio time with Radio

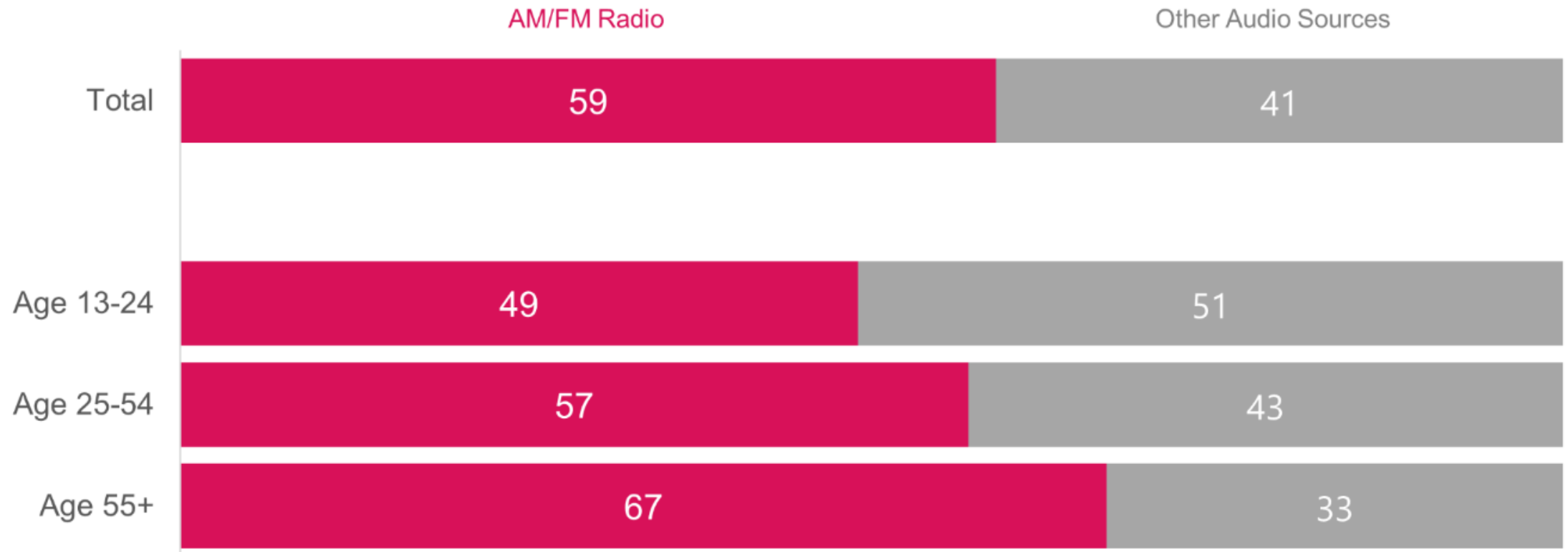


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Audio Listening Time in a Car/Truck by Platform

U.S. Population 13+

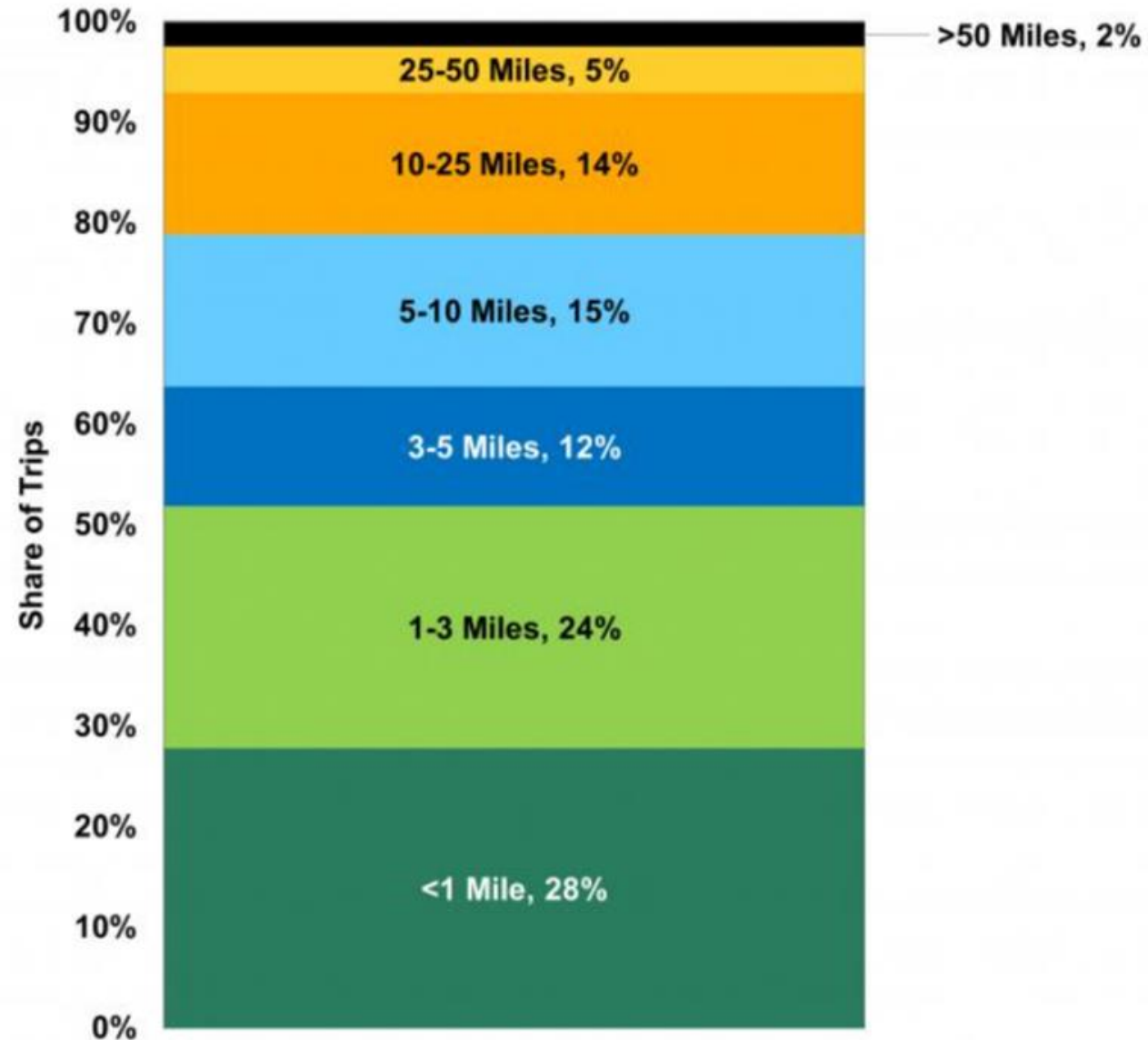
AM/FM Radio includes over the air and radio streams



Short amounts of time in-car are
conducive to radio listening

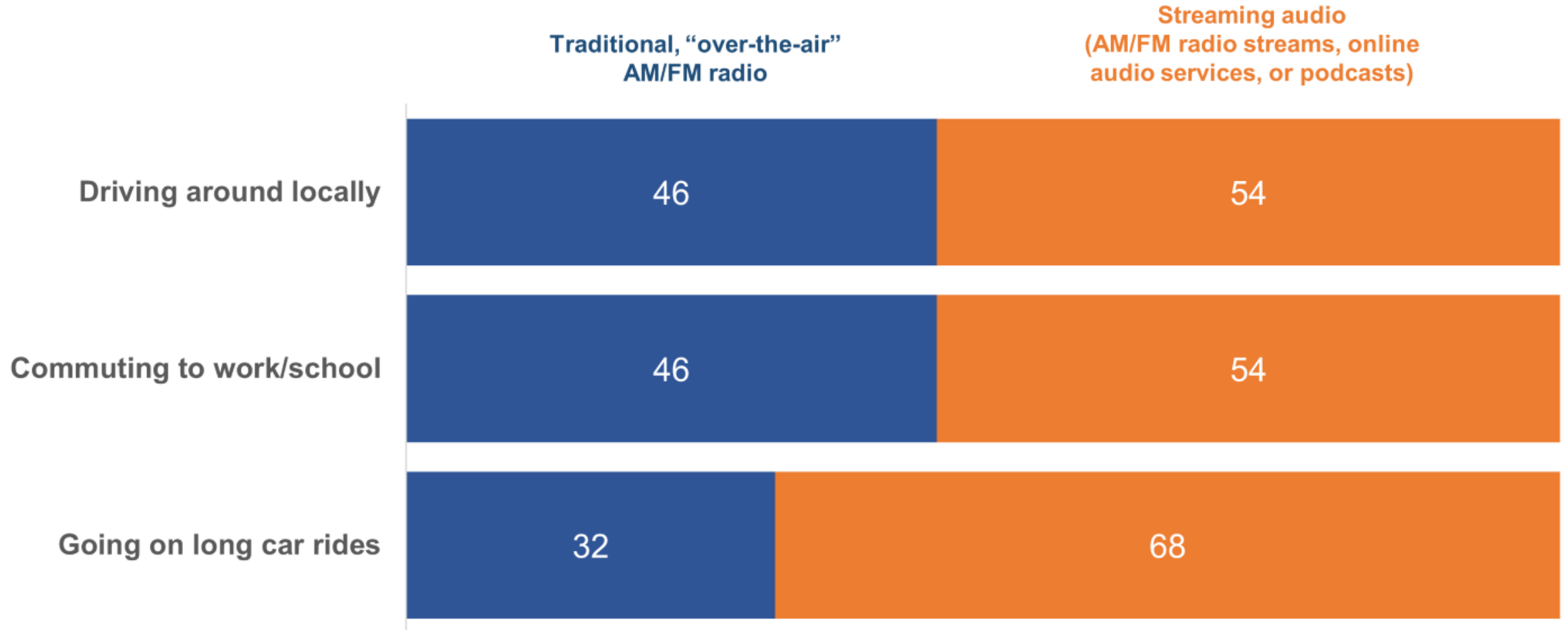


Share of Auto Trips by Distance





Between traditional AM/FM radio and streaming audio, which one do you choose to listen to when...? (Age 13-24)



Source: Edison Research Survey 2023; N=1,168 online interviews of persons age 13+

Base: Age 13-24 and listen to both AM/FM radio and online audio in a car; 66%

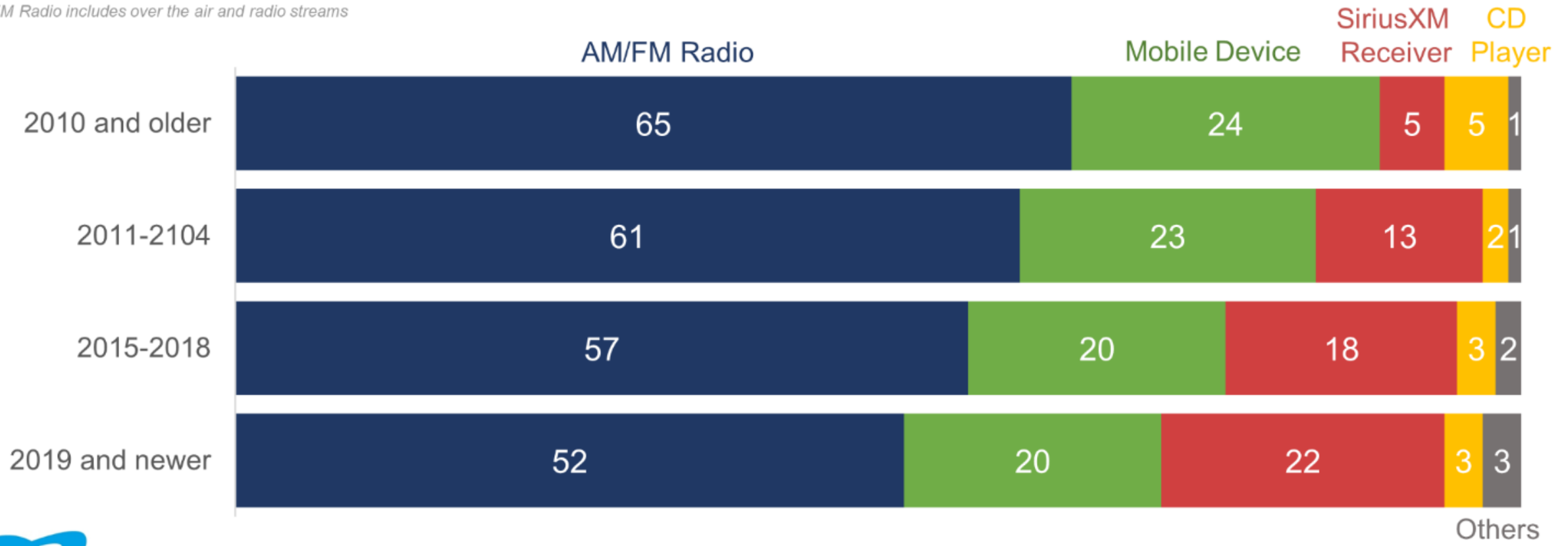
Consumption Differs by Model Year Car



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Audio Listening Time to **device** by model year car U.S. Population 13+

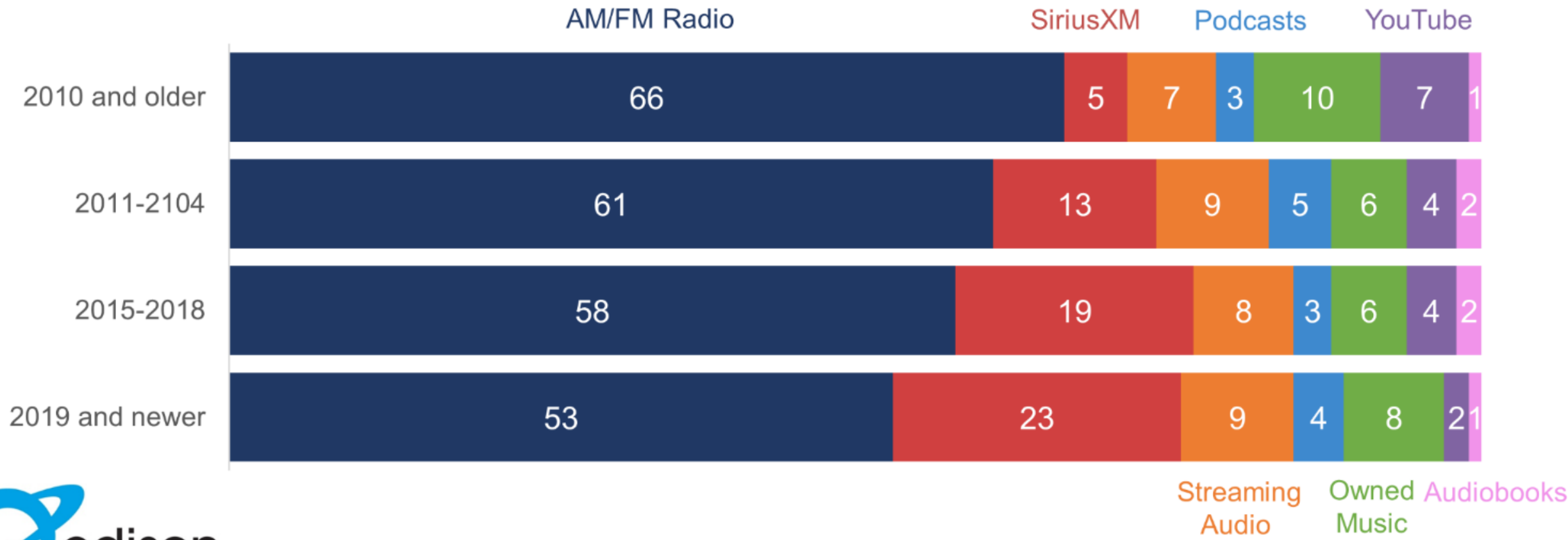
YouTube for music and music videos only
Streaming Audio includes pure plays such as Pandora, Spotify, and others
AM/FM Radio includes over the air and radio streams



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Audio Listening Time by audio type by model year car U.S. Population 13+

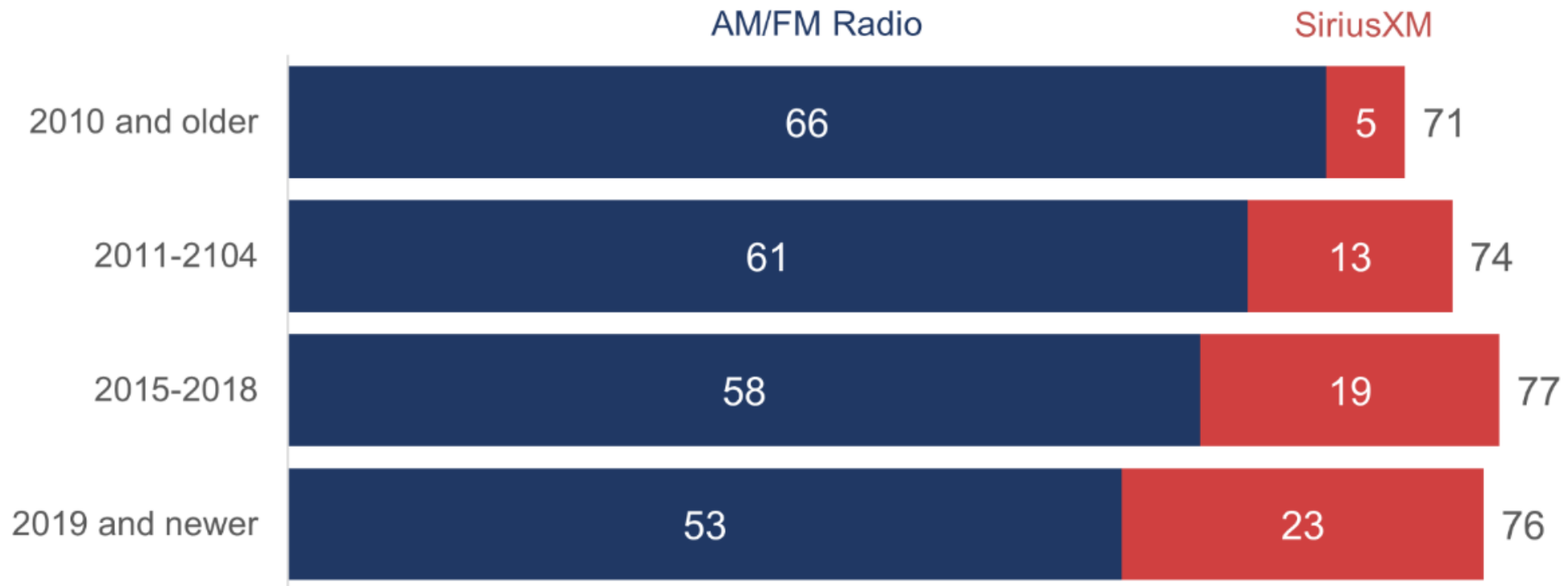
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Audio Listening Time by **audio type** by model year car
U.S. Population 13+

AM/FM Radio includes over the air and radio streams



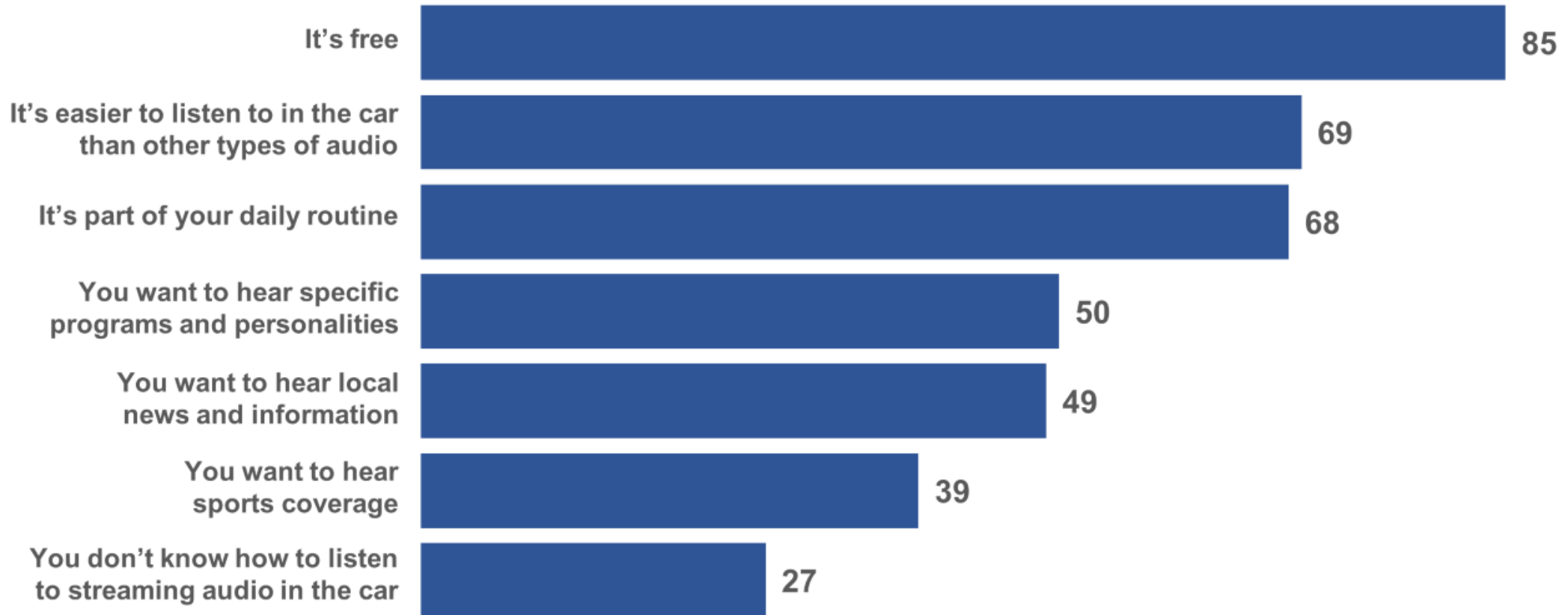
Radio's 'cost' and ease of use drive in-car listening





Do you listen to “over-the-air” AM/FM radio in the car because...? (Age 13-24)

% saying yes

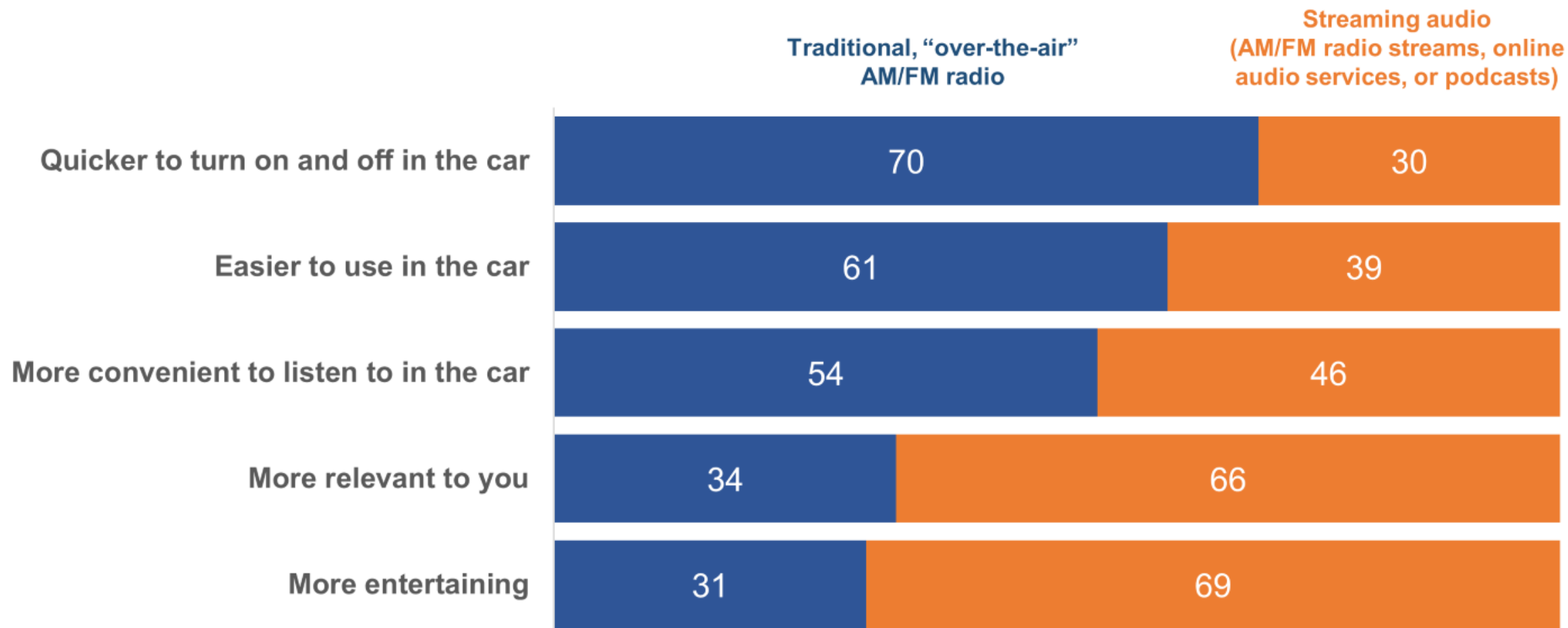


Source: Edison Research Survey 2023; N=1,168 online interviews of persons age 13+

Base: Driven/ridden in car in last month and ever listen to “over-the-air” AM/FM radio in the car; 72%



Between traditional AM/FM radio and streaming audio, which one is...? (Age 13-24)



Source: Edison Research Survey 2023; N=1,168 online interviews of persons age 13+

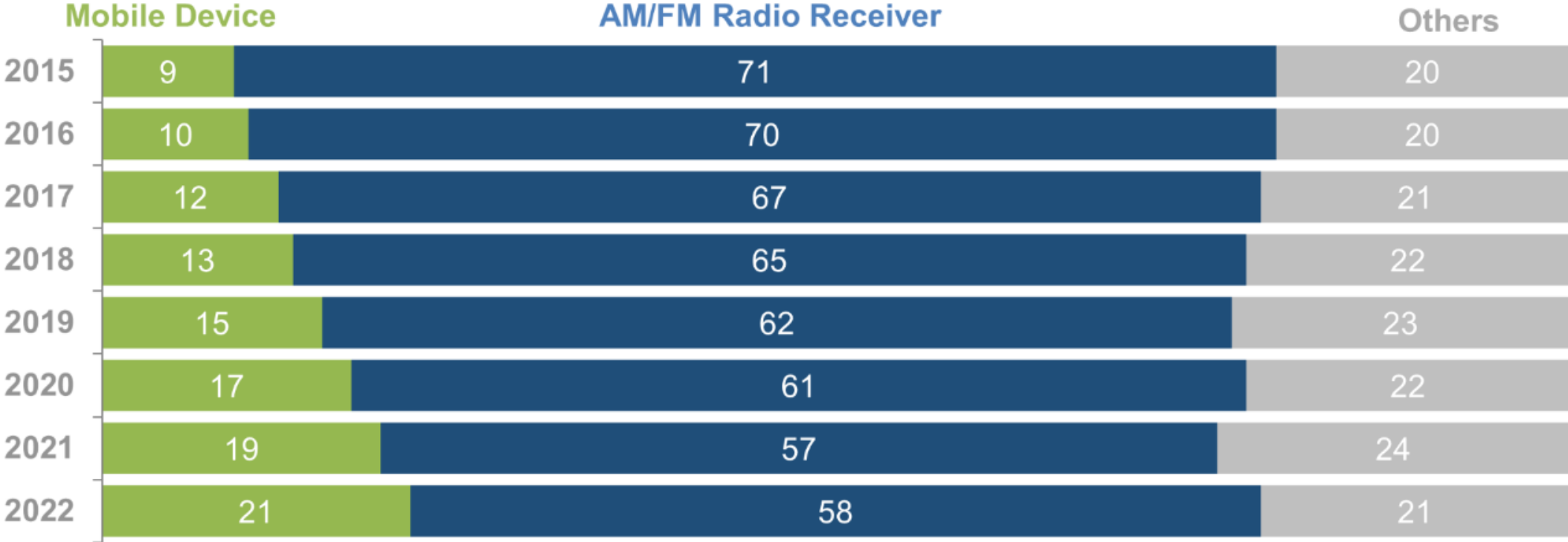
Base: Age 13-24 and listen to both AM/FM radio and online audio in a car; 66%

Gen Z is increasingly listening
through mobile devices in-car



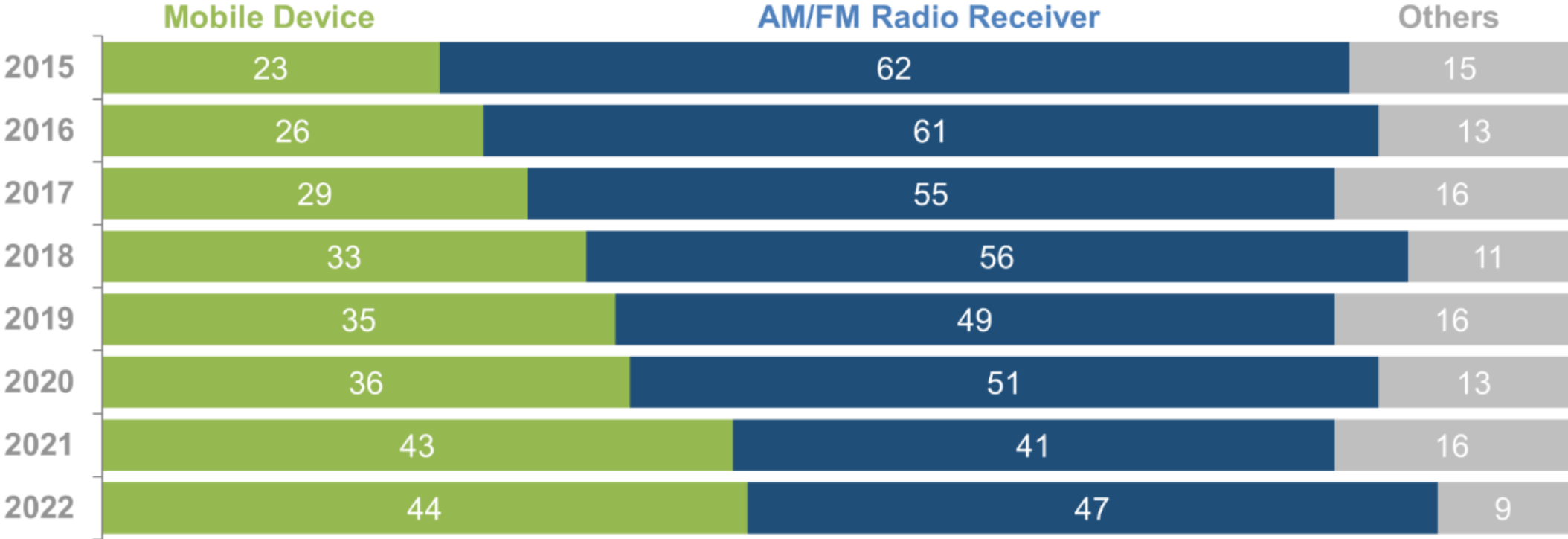
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Audio Listening Time by Device In Car
U.S. Population 13+



Share of Ear

Audio Listening Time by Device In Car
U.S. Population 13-24



Even though Gen Z listens through mobile devices in car, their radio listening is over the air



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Share of AM/FM Radio Listening to Streams
Age 13+ **In Car**



Share of Ear[®]

Share of AM/FM Radio Listening to Streams
Age **13-24 In Car**



In-Car Audio: How Gen Z Listens

4	88.3 MHz	FM	5	102.3 MHz	FM	6	Empty
Band	▶ Station	Presets	Scan	Man.			

RADIO

MEDIA

PHONE

CAR

CLIMATE

SETUP

