

American Car Buyers Want Over-the-Air Radio

A November 2021 study* conducted by Edison Research of car buyers from around the world revealed that radio is the top audio source buyers are looking for in a new vehicle.

Commissioned by WorldDAB in partnership with Radioplayer and sponsored by the National Association of Broadcasters, Commercial Radio Australia and Xperi – the study showed broadcast radio is uniquely valuable to listeners because it is reliable, free and doesn't require data. Car buyers seek the vital connection to emergency information and local news that radio provides. The study also reveals that the availability of radio has a major impact on consumers' purchasing decisions.

Following are the study's key findings regarding U.S. car buyers' preferences for broadcast radio.

Broadcast Radio in the Car is a Must-Have Option

- **89%** of car buyers say a broadcast radio tuner should be standard in every vehicle.
- **81%** of car buyers say they would be less likely to buy or lease a vehicle that is not equipped with broadcast radio.
- **78%** of car buyers agree broadcast radio provides a better listening experience in the car than other types of audio sources.

Car Buyers Consume the Critical Content Broadcast Radio Provides

- **90%** of car buyers typically listen to broadcast radio in the car.
- **84%** say they have listened to broadcast radio in the last week.
- Nearly **70%** say they listen to broadcast radio at least once a day.
- **87%** agree that broadcast radio is an important source of information in times of crisis.



The study confirms that an overwhelming majority of American car buyers believe the availability of free, broadcast radio as standard equipment is an essential part of the in-car entertainment system.

Learn more at WorldDAB.org

*The 6,287 respondents, evenly split among Australia, France, Germany, Italy, the United Kingdom and the United States, reported either purchasing or leasing a new vehicle within the past two years or that they plan to purchase or lease a new vehicle in the next 12 months. Interviews were conducted between Sept. 1 and 21, 2021, and data was weighted to match the most recent population estimates from each country for age, gender, race and region.

