

Lessons learned from the 2021 car buyers survey

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Radioplayer: Non-profit, backed by broadcasters, keeping radio strong in-car



Commissioned by:



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2021 Car Buyers Survey



Edison methodology

International

6000 respondents. 1000 from each major car market:

USA

UK

Germany

France

Italy

Australia

Car buyers

In order to qualify, all respondents:

Bought a new car within the last 3 years

OR

Planning to buy one within the next 12 months

Adult range

Wide age range over 18 up to 70+

Male and female

Headlines: broadcast radio is the most important audio feature



80%

of people planning to buy a car in the next 12 months are less likely to buy a car without a radio



89%

rank broadcast radio as the most important audio feature in-car. More than online music services, Apple Carplay or Android Auto



90%

of car buyers believe broadcast radio should be standard in every car

Headline: Car buyers value free radio and are concerned about data costs



93%

Say radio should be free to listen to



64%

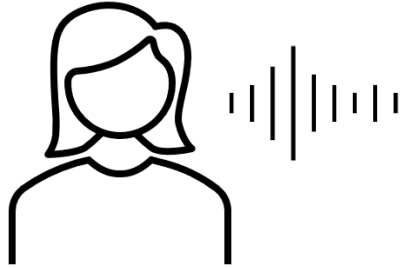
Would not listen to their favourite radio stations in the car if they could only listen online



70%

Are concerned about how much data they are using on their mobile device in the car

What are car-buyers most desired added-value in-car radio features?



Ability to search for radio stations using voice controls



Provision of information about content



The industry's response: Collaboration

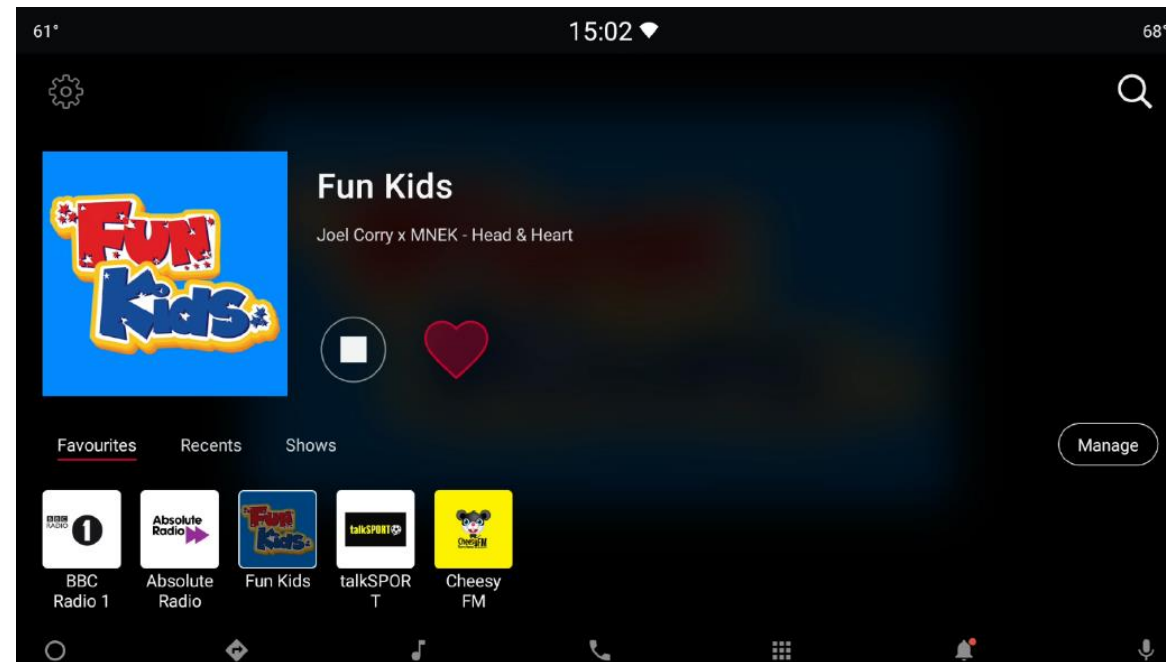
Understanding

User experience

Metadata

Future vision

- Communicate the research results to car manufacturers
- Push for Radio prominence and a minimum hybrid (DAB+, FM, IP) radio user experience
- Ensure quality metadata is being provided by broadcasters
- Collaborate on hybrid radio and development of new features



Radioplayer

Thank you!

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