## **In-Car Dominance-Top Device**



radio is the top in-car device **81%** 

## of drivers use AM/FM radio while in-car

more than... owned digital music – 48% cd player – 41% online radio – 33% Podcasts - 28% SiriusXM – 24%

% currently ever using medium

Source: The Infinite Dial 2020 - Edison Research / Triton Digital, Adults 18+, driven or ridden in a car in the past month

RAB RADIO BUREAU