
The Los Angeles In-Car Listening Study

Presented by:

Southern California Broadcasters Association

in Association with

Arbitron and Edison Media Research



SCBA

How the Survey Was Conducted

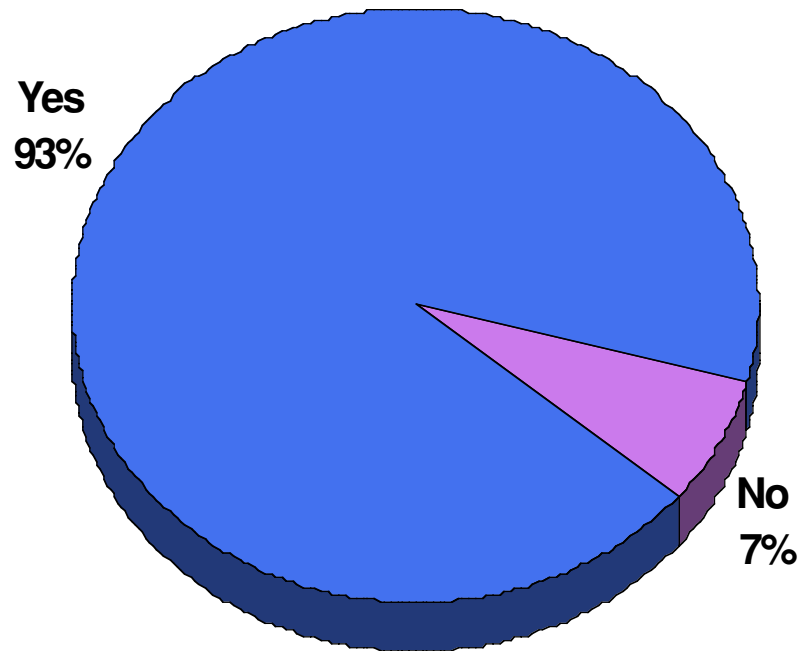
- 1,000 telephone interviews (May 1999) with Winter 1999 diarykeepers
 - Random sample of diarykeepers 12+ in the Los Angeles Metro
 - Listening measures from diary
 - Interviews conducted May 7-28, 1999
 - All interviews conducted weekday evenings
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Radio Usage in Cars

The In-Car
Listening Survey

“Do you usually travel to your primary job by car or truck?”

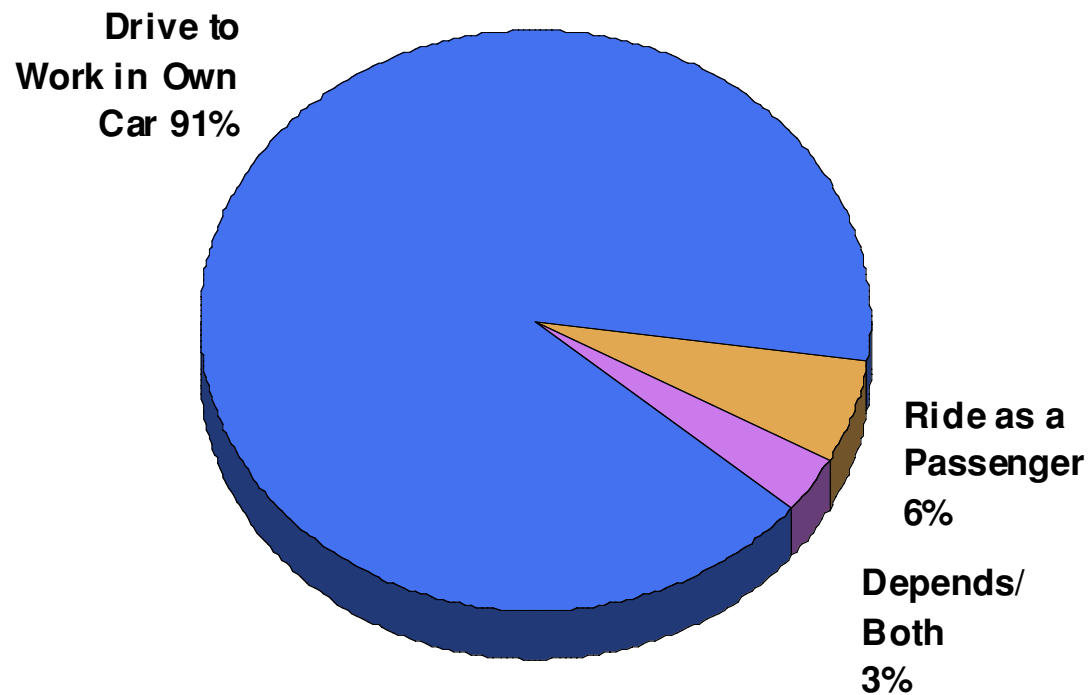
Base: Employed full time or part time



Source: July '99 Edison/Arbitron Research, L.A. Metro Market

“Do you drive your own car to work, or ride in someone else’s car?”

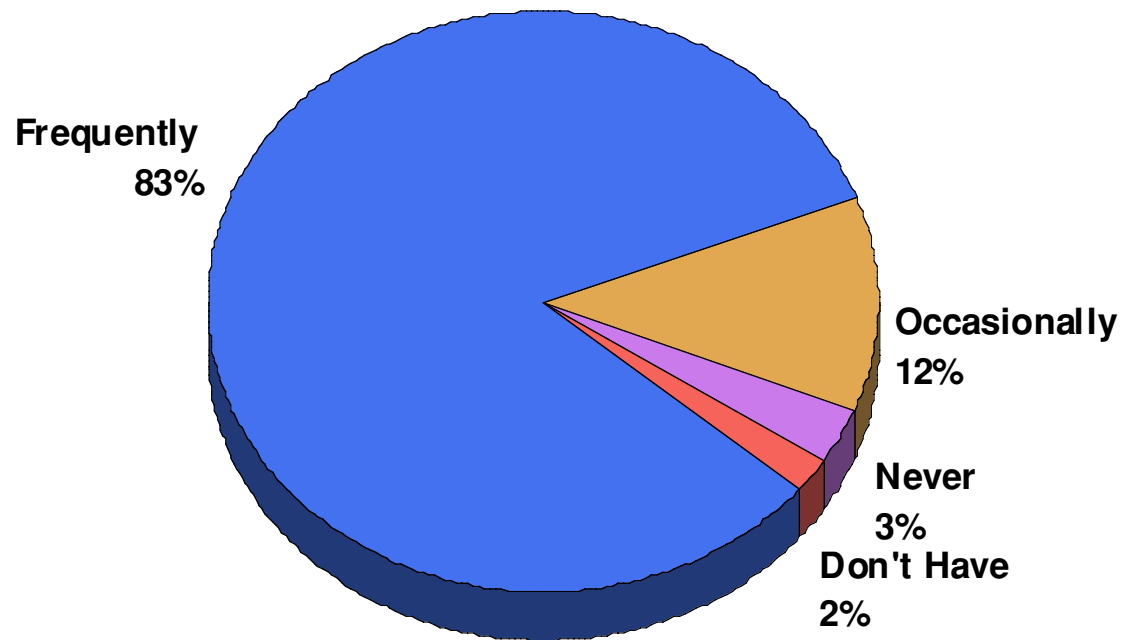
Base: Travel by car or truck to work



Source: July '99 Edison/Arbitron Research, L.A. Metro Market

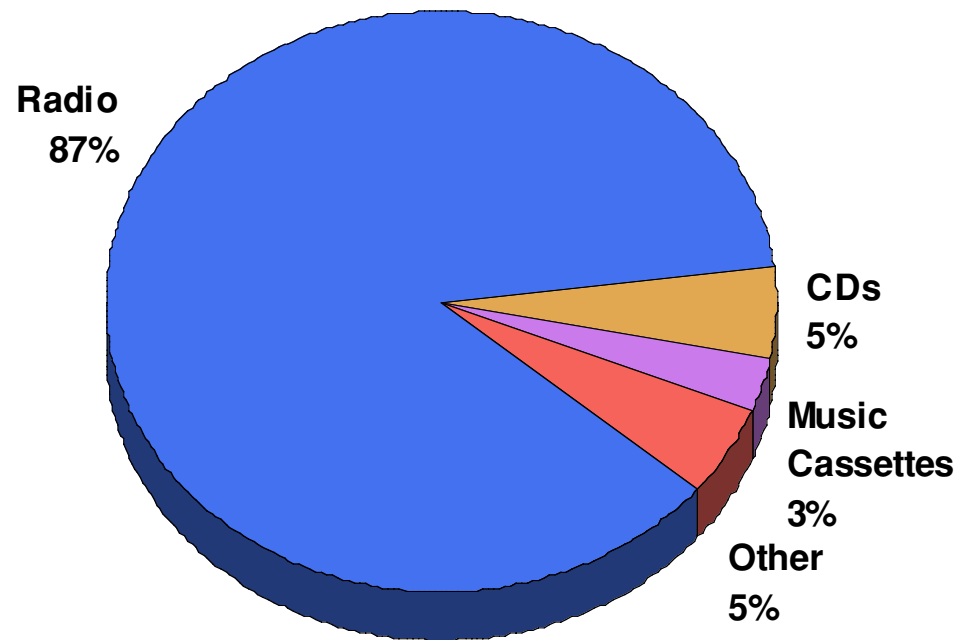
“How often do you listen to the radio while riding in a car or truck?”

95% of people in cars listen to radio



Source: Edison Research, June 1999 Study of Winter '99 Arbitron Diarykeepers in Los Angeles

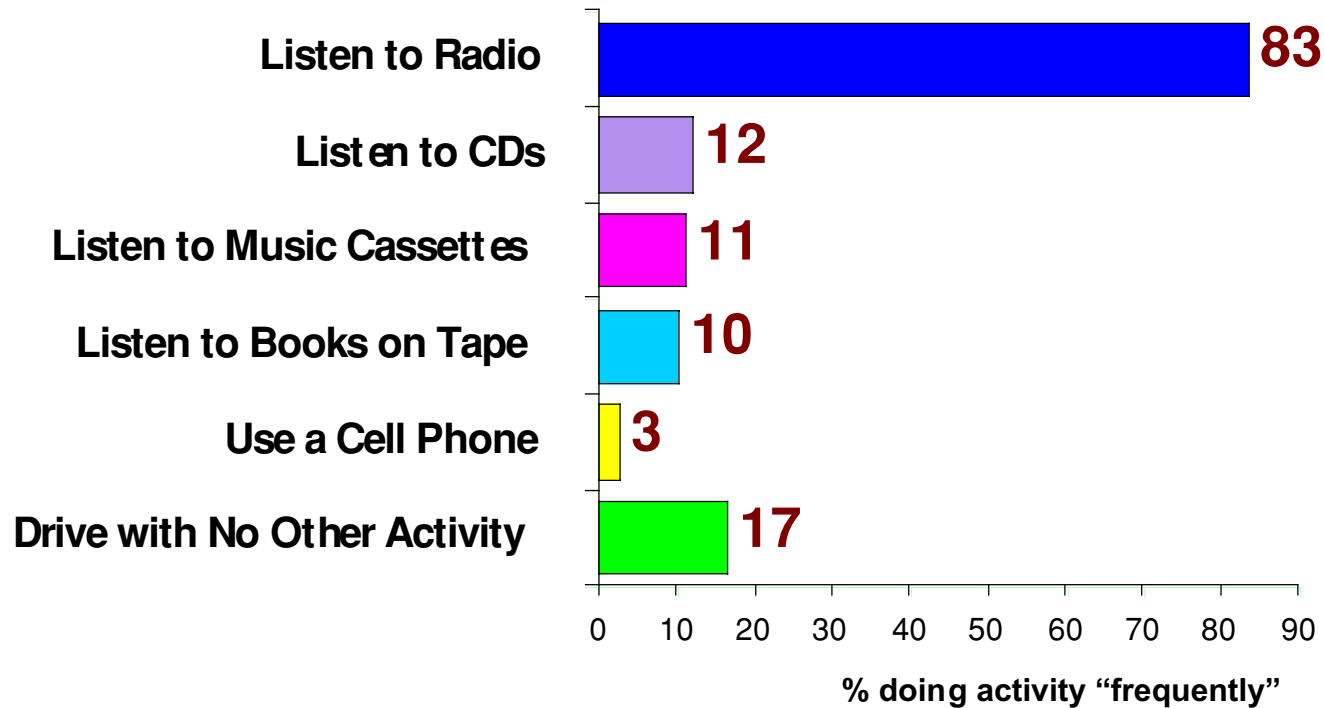
“Which activity do you do the most while driving in a car or truck?”



Source: July '99 Edison/Arbitron Research, L.A. Metro Market

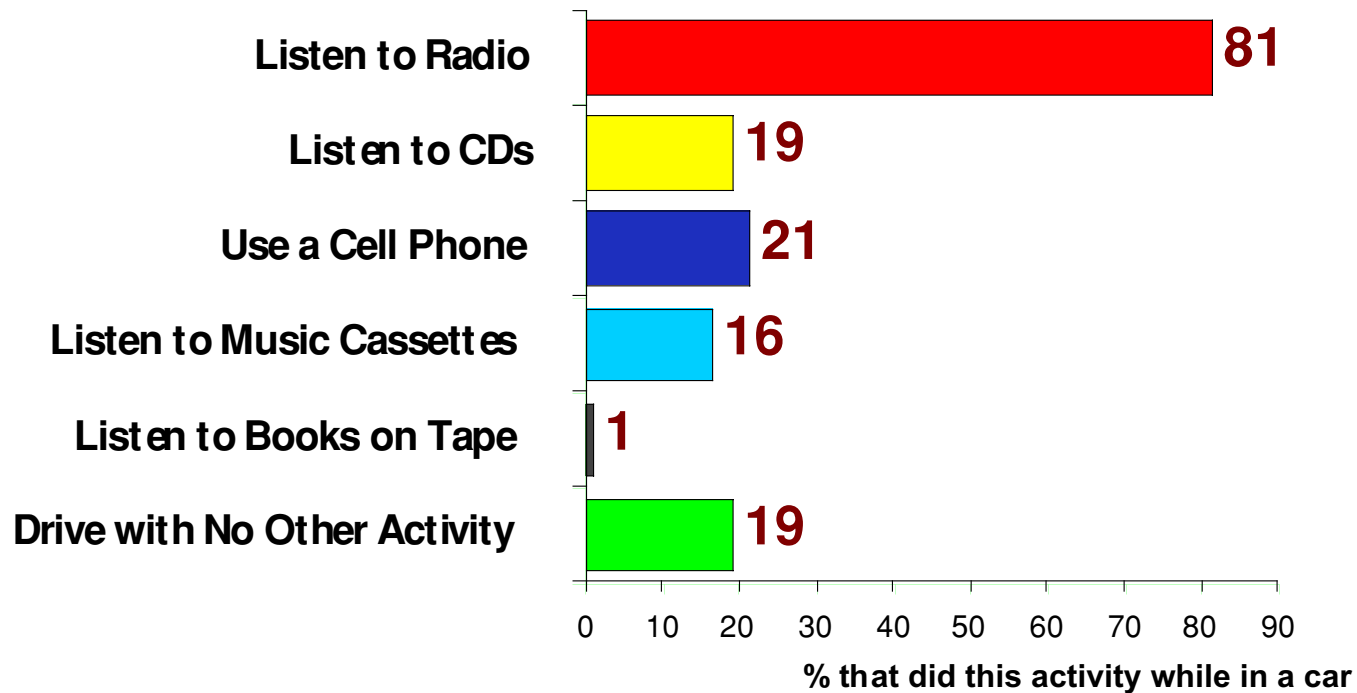
Radio is the dominant in-car activity

“While riding in a car or truck, how often do you...?”



Source: July '99 Edison/Arbitron Research, L.A. Metro Market

“At any time while driving in a car last weekend did you...?”

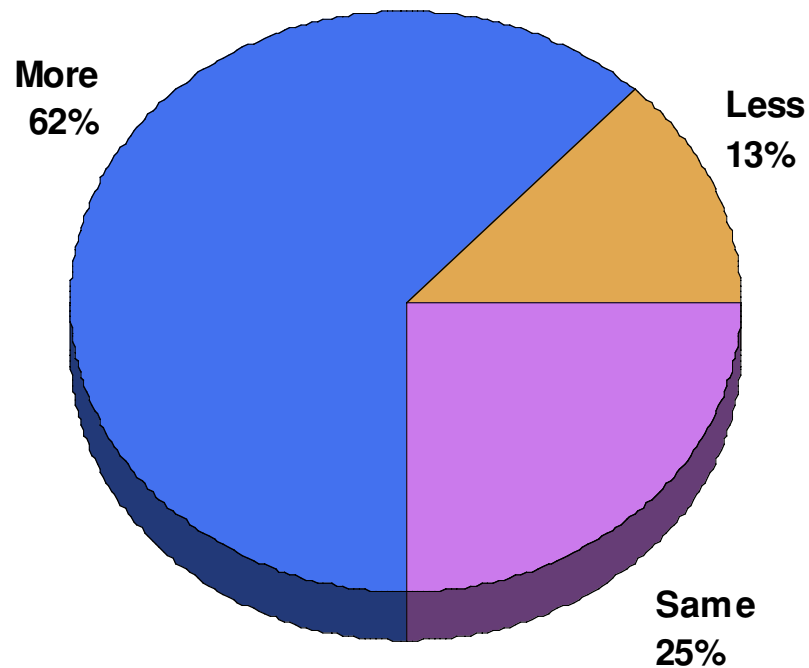


Source: July '99 Edison/Arbitron Research, L.A. Metro Market

Driving in L.A.

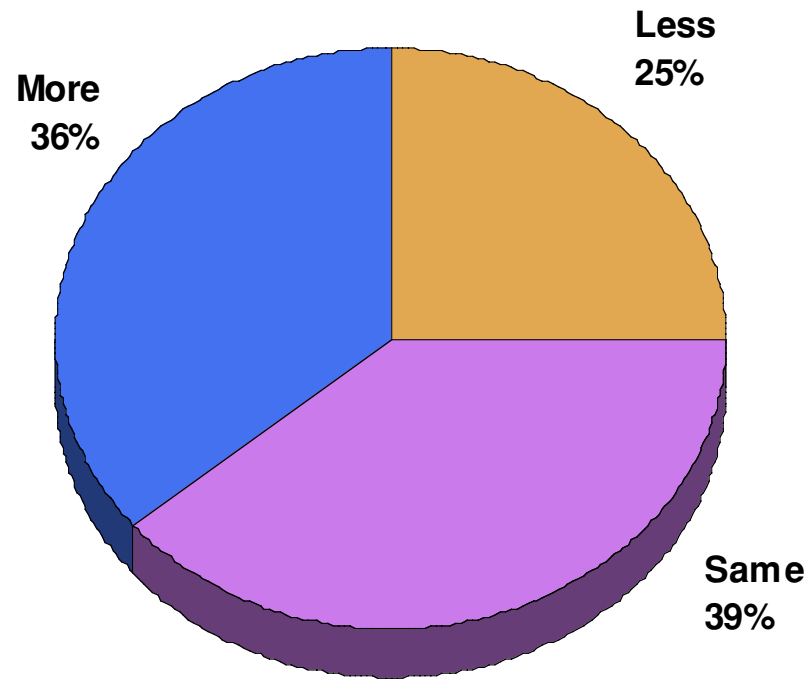
The In-Car
Listening Survey

“Are you personally encountering more or less traffic than you were one year ago?”



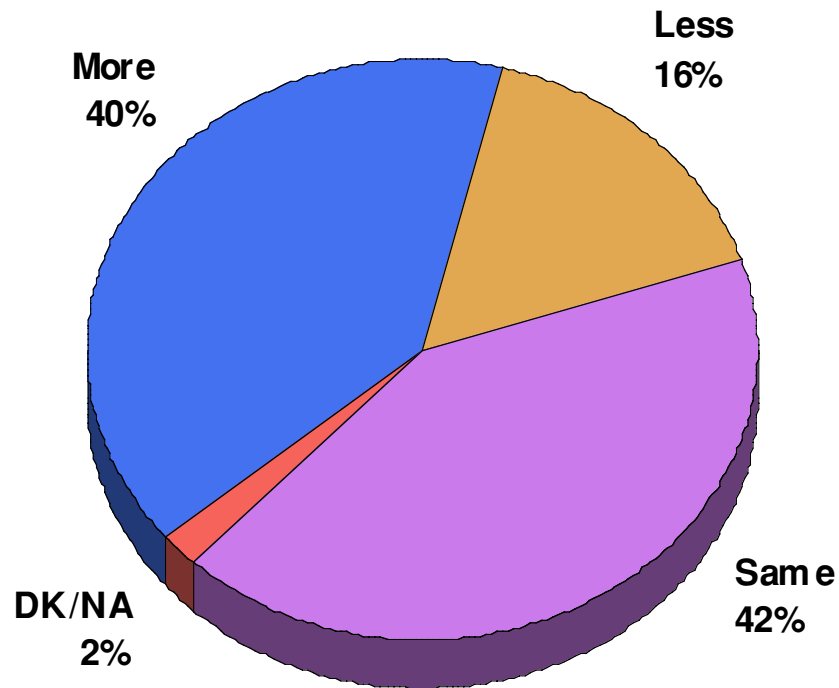
Source: July '99 Edison/Arbitron Research, L.A. Metro Market

“Are you spending more or less time riding in cars or trucks than one year ago?”



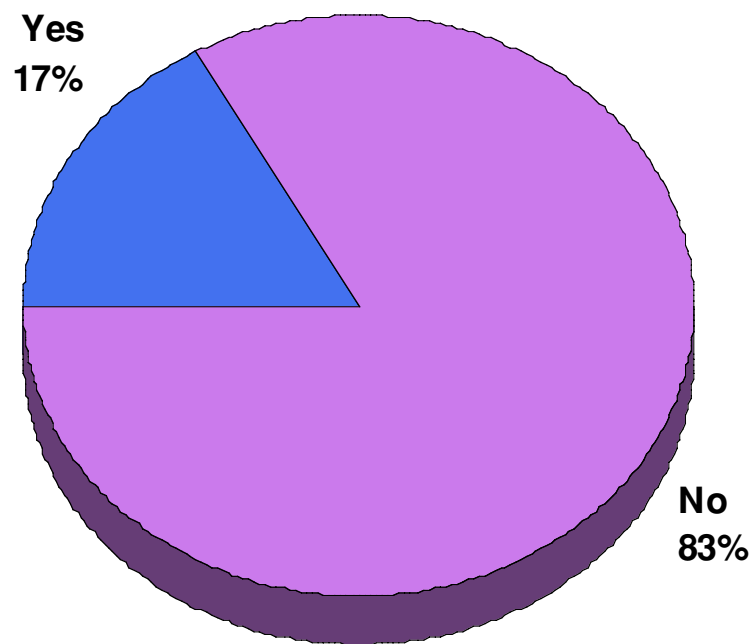
Source: July '99 Edison/Arbitron Research, L.A. Metro Market

“Are you listening to the radio in your car more or less than you were one year ago?”



Source: Edison Research, June 1999 Study of Winter '99 Arbitron Diarykeepers in Los Angeles

“Have you ever used your cell phone to call a radio station while driving?”

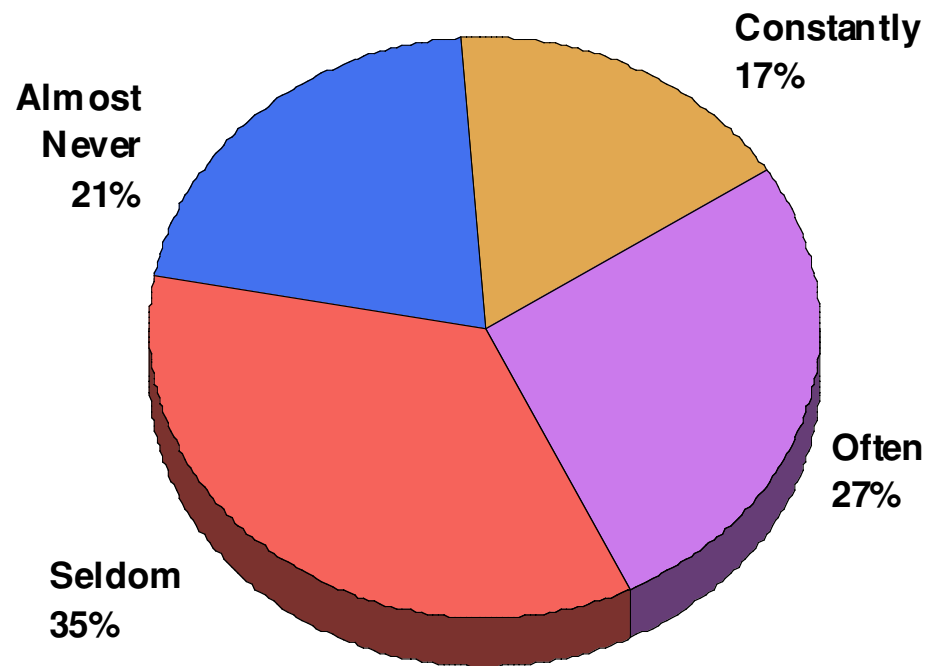


Base: Use a cell phone or a car phone while driving in a car (n=429)

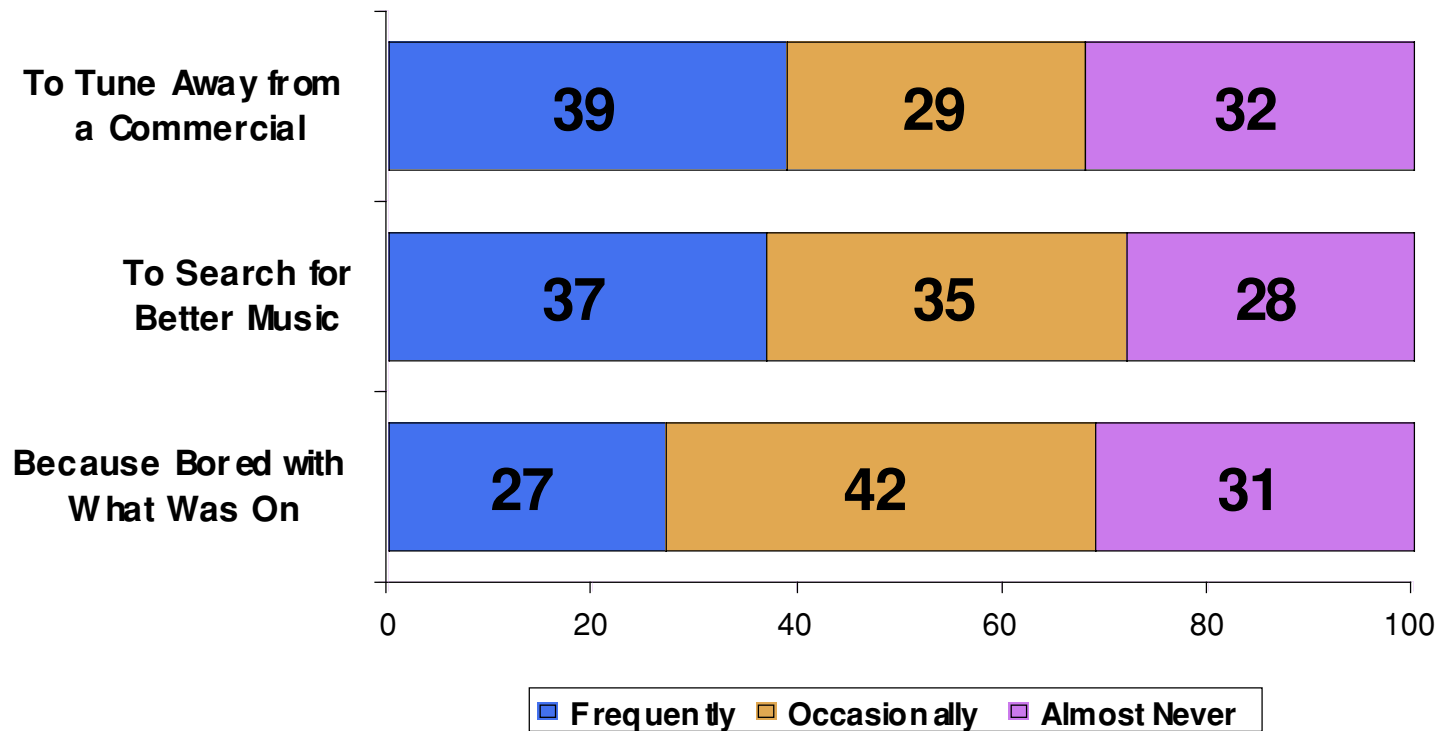
Source: July '99 Edison/Arbitron Research, L.A. Metro Market

“How frequently do you change stations while listening to the radio in your car?”

“Constantly”: Age 12-17 = 27%; Age 18-24 = 32%

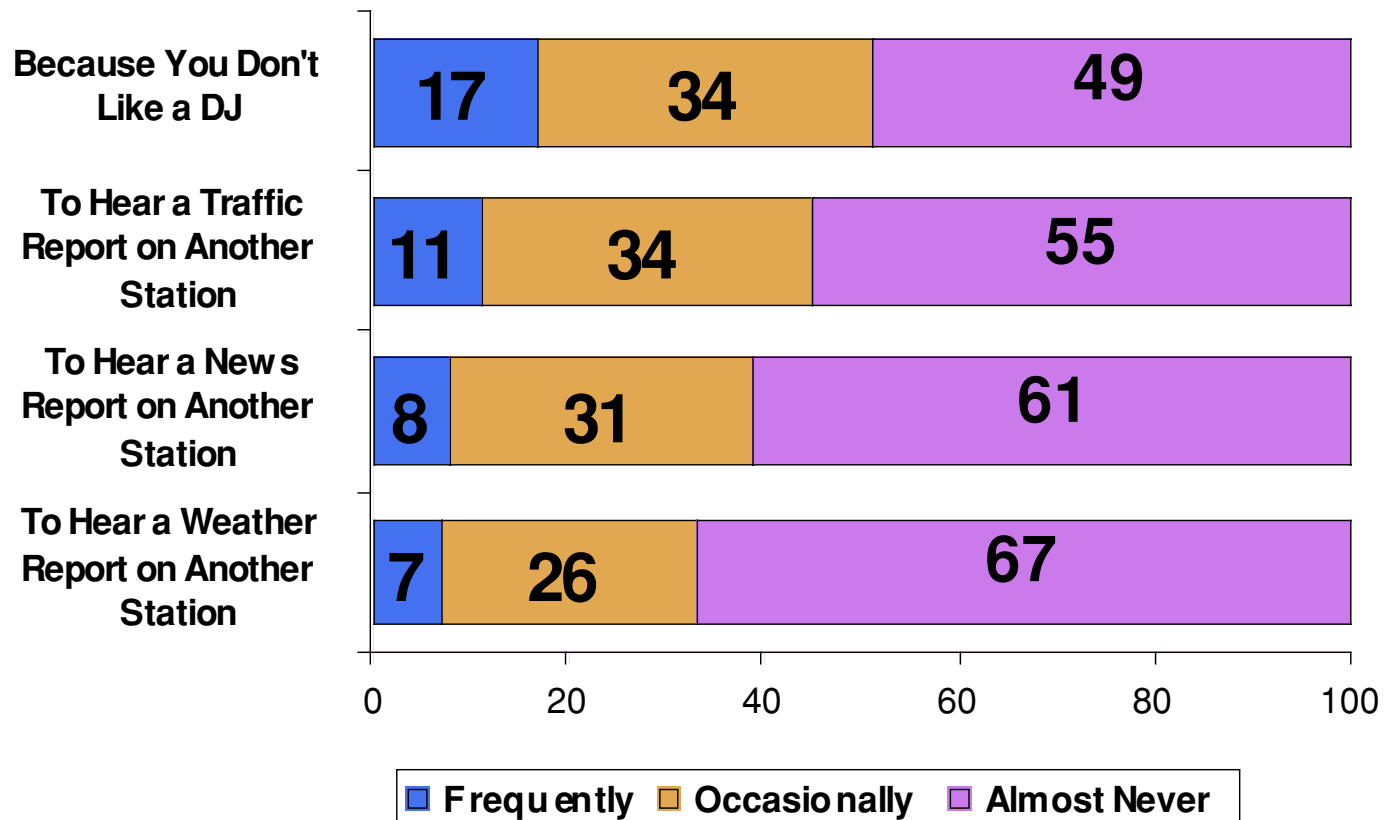


“In the car, how frequently do you switch radio stations...?” *(page 1)*



Source: July '99 Edison/Arbitron Research, L.A. Metro Market

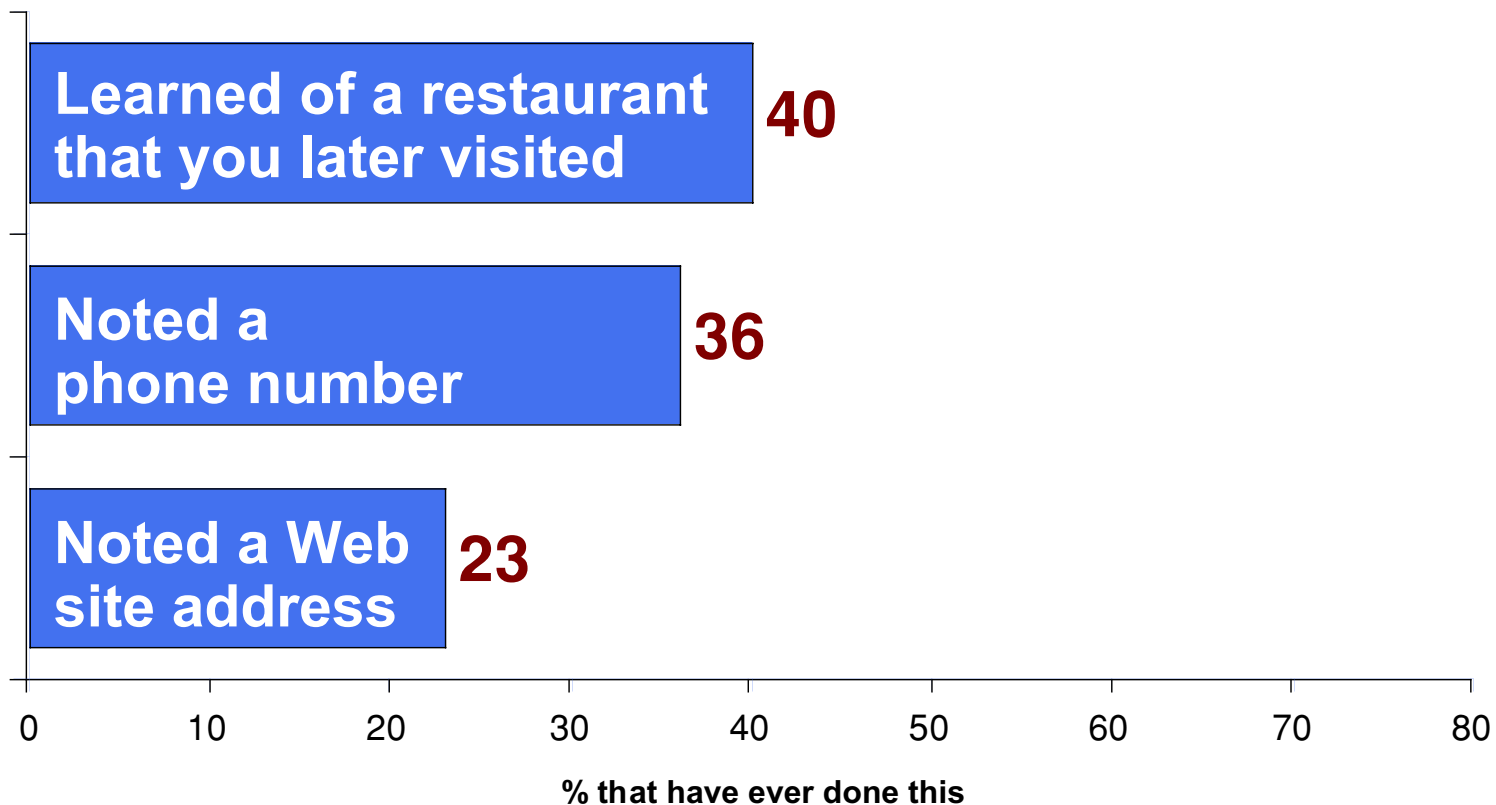
“In the car, how frequently do you switch radio stations...?” *(page 2)*



“Through listening to the radio in your car, have you ever...?” *(page 1)*



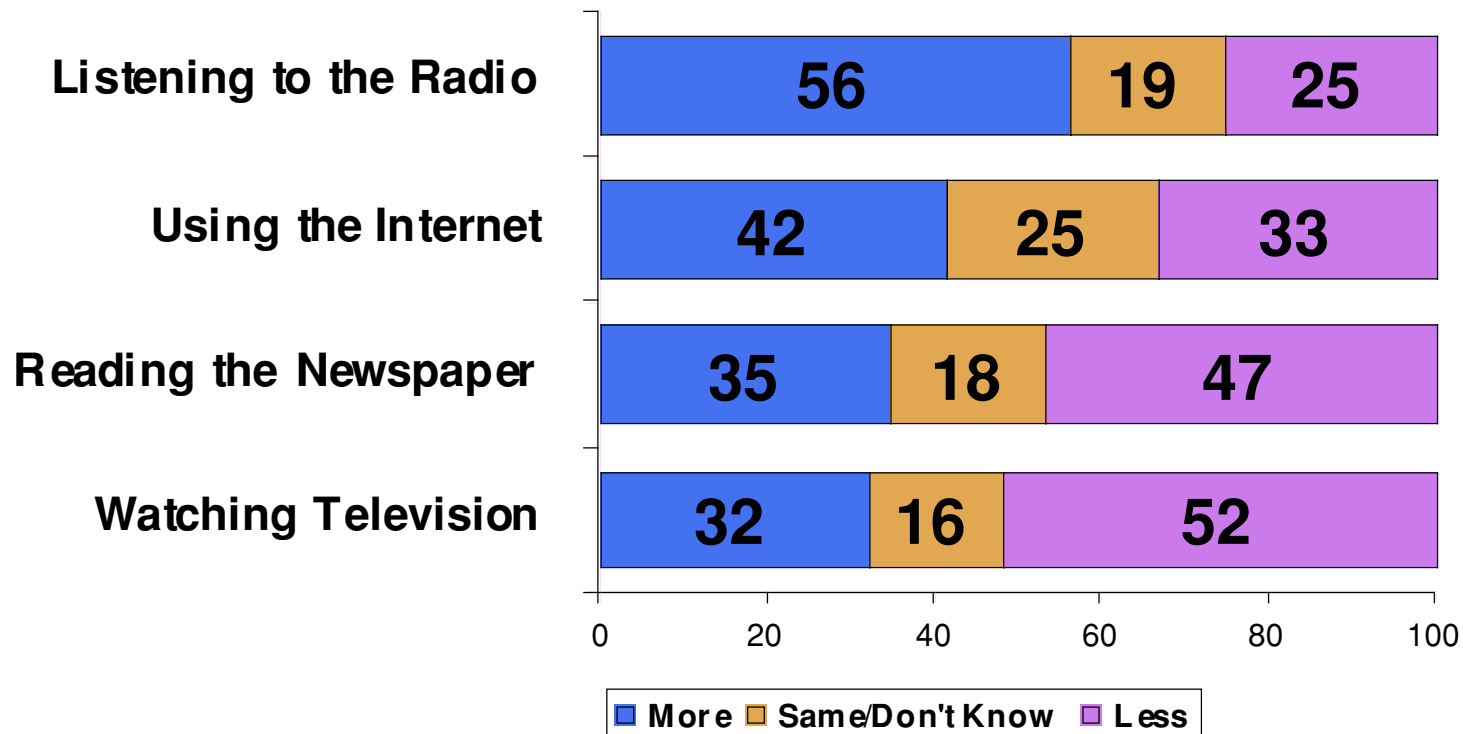
“Through listening to the radio in your car, have you ever...?” *(page 2)*



Radio vs. Other Media

The In-Car
Listening Survey

“Overall, are you spending more or less time...?”



Source: July '99 Edison/Arbitron Research, L.A. Metro Market

In Los Angeles

- 93% of people go to work go in cars or trucks
 - 91% of those people are in cars *alone*
 - 95% of people in cars listen to *radio*
 - 87% of people say listening to radio is what they do *most* when in their cars – *no other activity even comes close*
 - More traffic and longer commutes mean people are spending *even more time* with radio in the car
 - People are spending *more time with radio and on the Internet*, and *less time with TV and print*
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In Los Angeles

- The average adult spends **33** minutes listening to radio in the car in the morning...
- and **33** minutes listening to radio in the car in the afternoon
- 87% of them are *alone* in their cars, and they listen and respond to radio

***Radio: in Southern California,
you can't live without it!***

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