



AM/FM radio:  
the centerpiece of  
American audio

Featuring data from Edison's Share of Ear Q4 2017

The gap between the perception and reality of audio listening among advertisers has never been greater. The truth is, AM/FM radio is bigger than ever.

This report examines Edison Research's Share of Ear data to explore:

- The size and strength of AM/FM radio
- Emerging audio trends

**The key takeaway:** AM/FM radio dominates the audio landscape with mass reach and significant time spent.

# The data: about Edison's Share of Ear



“Share of Ear” is the authoritative and definitive view of how Americans consume audio content. Edison reports share of audio time spent and percentage of Americans who use each content source.

Twice a year, Edison Research conducts a study to track consumer use of audio. 2,000 respondents keep a 24-hour diary to record audio usage. Each released study reflects 4,000 respondents, representing a rolling two-quarter average. This wave is based on persons from Q2 2017 and Q4 2017.

Edison is a leading provider of AM/FM radio research, with more than 20 years experience. They also conduct exit polling for all national elections for America's television networks.

To probe if consumers can hear the ads on audio services, MARU/VisionCritical conducted a study of 2,617 Persons 18+ in November 2017.

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maru/matchbox

# Advertisers think AM/FM radio and streaming are almost the same

According to Advertiser Perceptions, advertisers and agencies think the share of audio time spent with AM/FM radio is nearly the same as streaming

**AM/FM radio**

**41%**

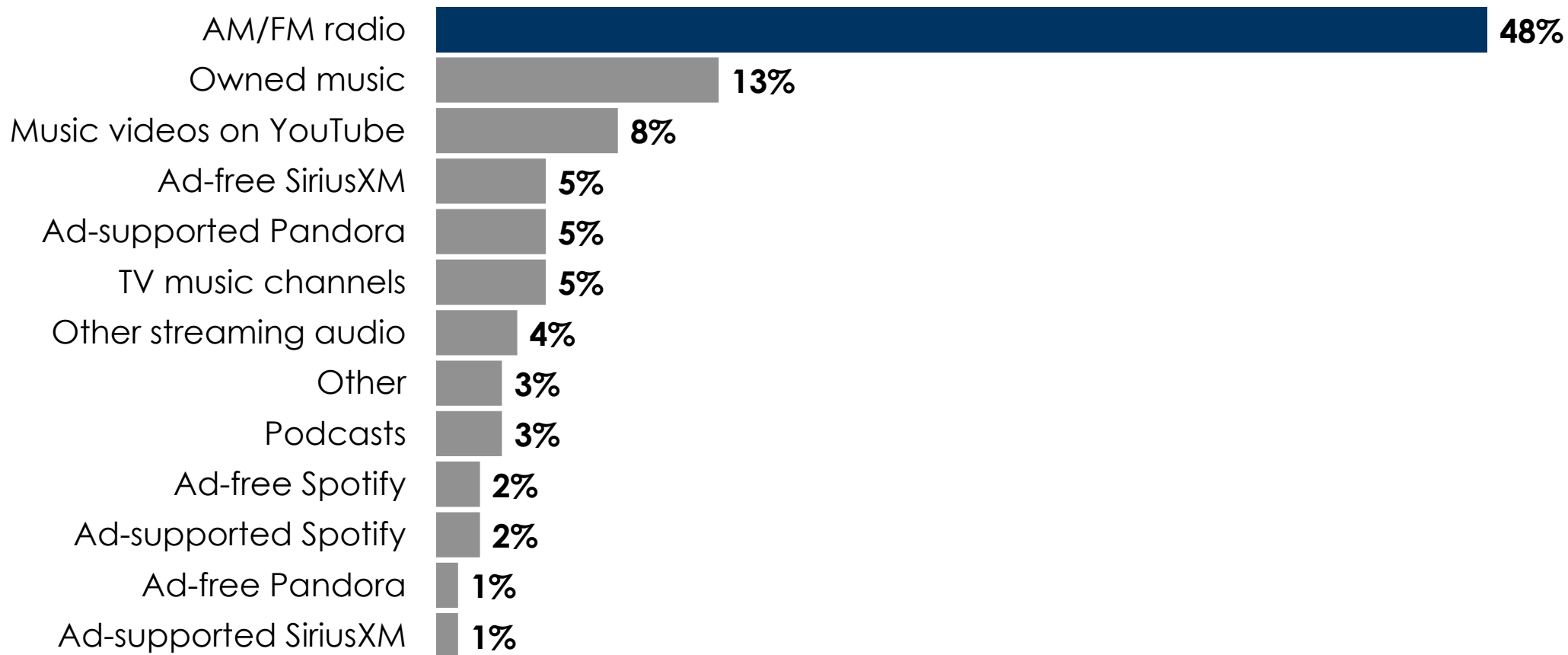
**Spotify**

**Pandora**

**38%**

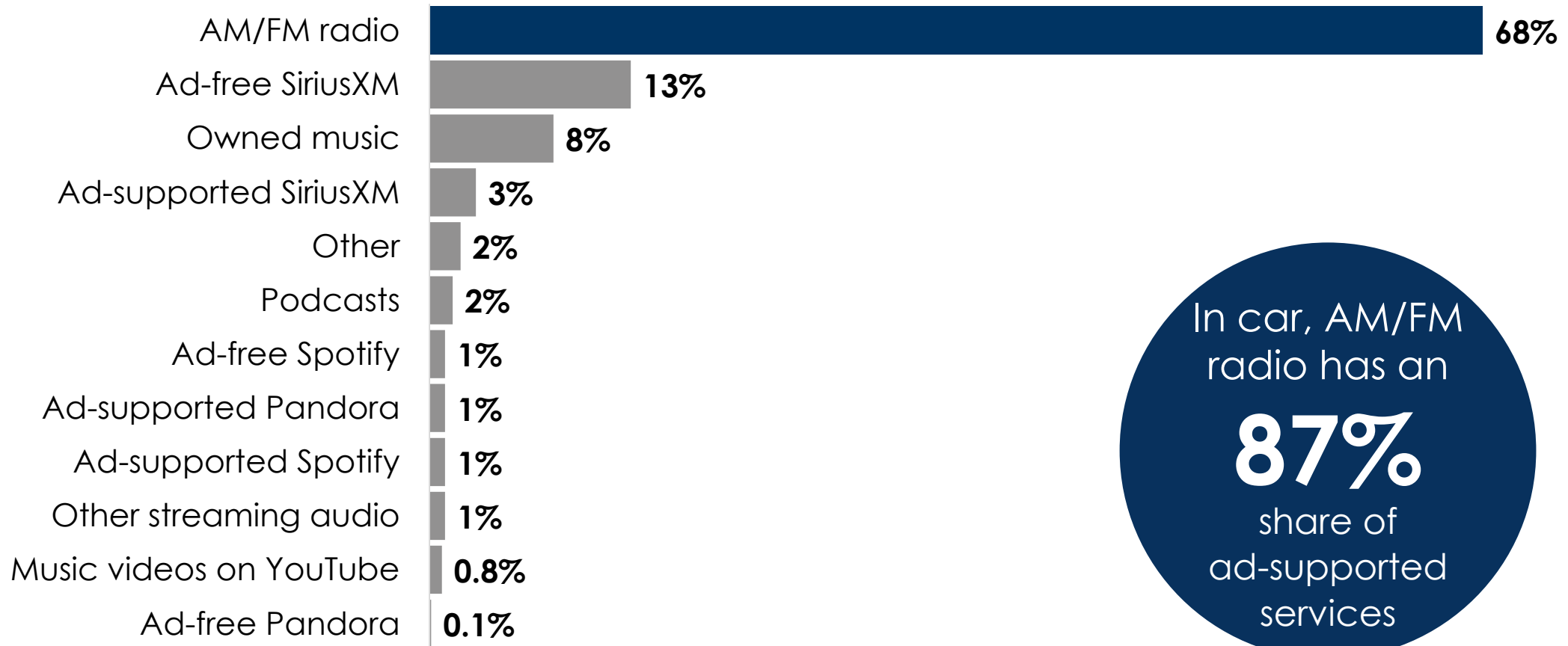
# AM/FM radio is the centerpiece of audio

Share of audio time spent among persons 18+



# AM/FM radio dominates audio in the car

Share of audio time spent in-car among persons 18+

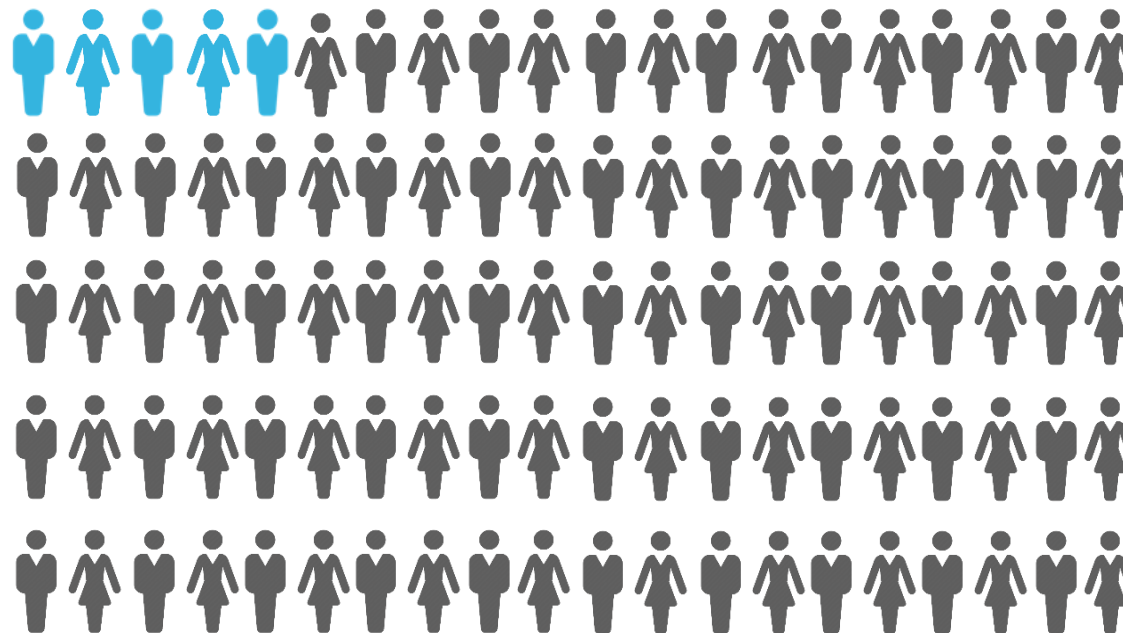


In car, AM/FM radio has an **87%** share of ad-supported services

# Most Pandora listening comes from a small percentage of Americans

% of daily total Pandora usage contributed by the 40% heaviest users

**5%**  
of Americans  
represent  
**74%**  
of Pandora listening



# AM/FM radio reaches consumers on the path to purchase

Most Pandora listening occurs at home, as background music

**67%**  
of AM/FM  
listening is away  
from home

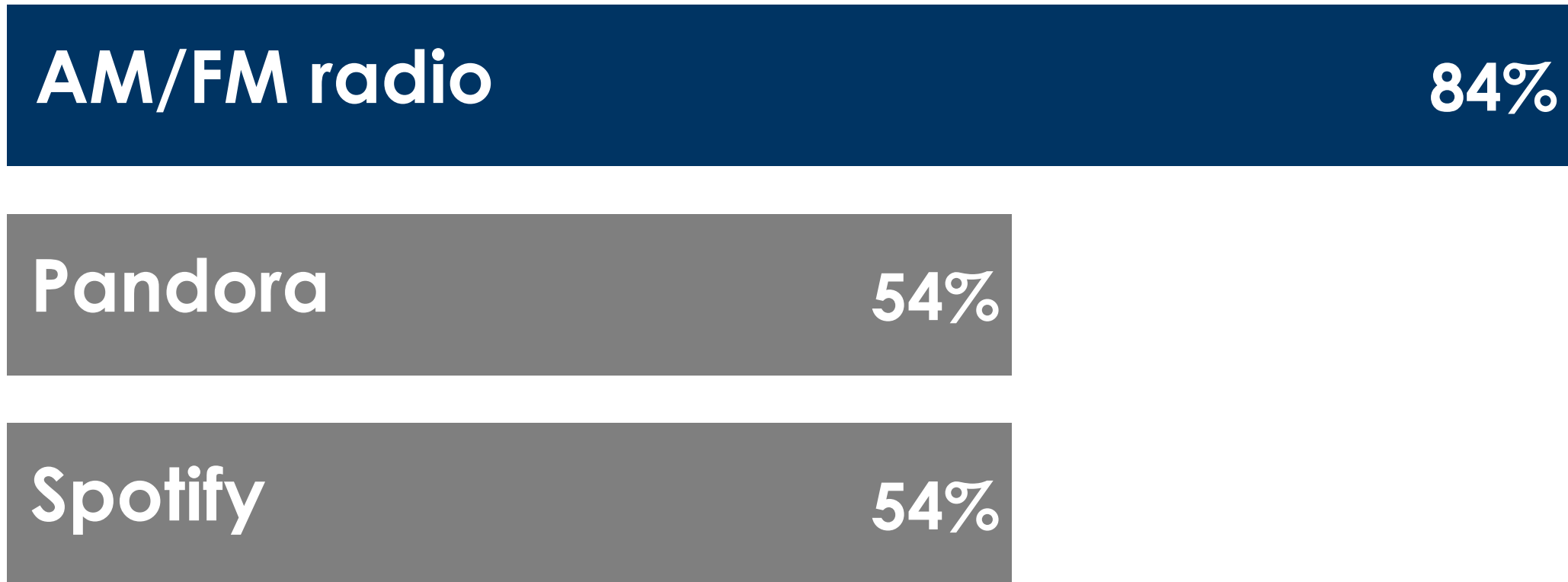
Only  
**36%**  
of streaming audio  
listening is away  
from home



The size and strength of AM/FM radio

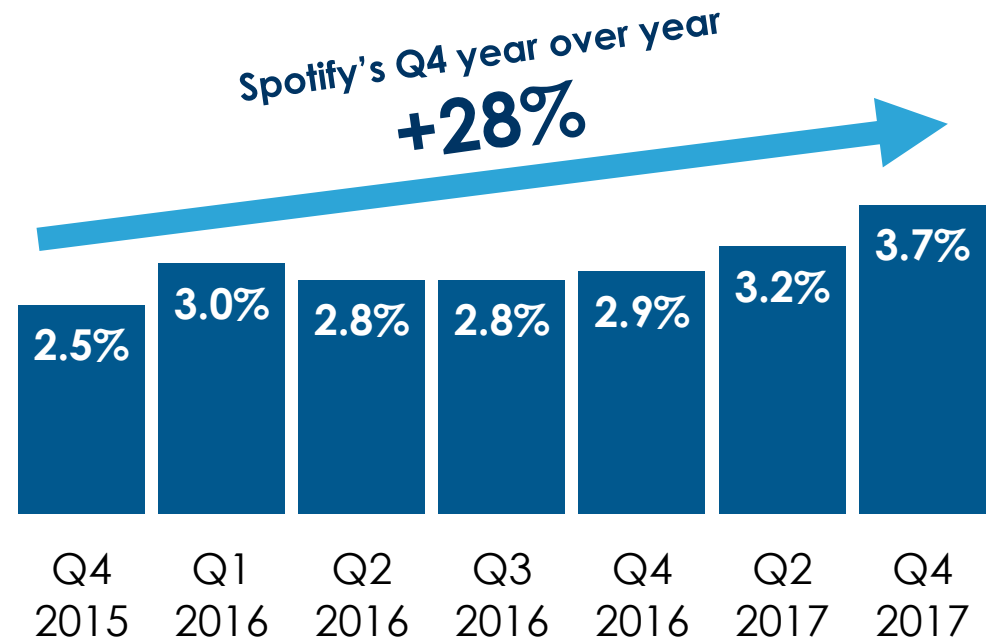
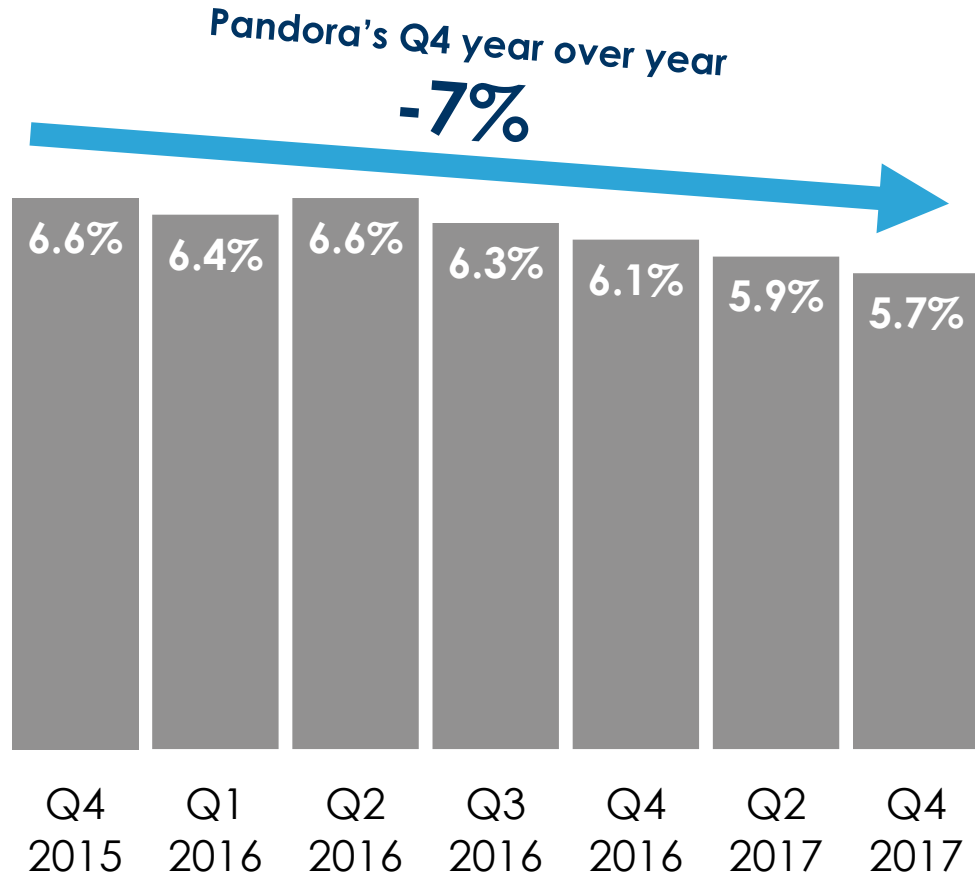
# Listeners hear ads on AM/FM radio; Pandora/Spotify? Not so much

“I can hear what people are talking about when I’m listening to...”



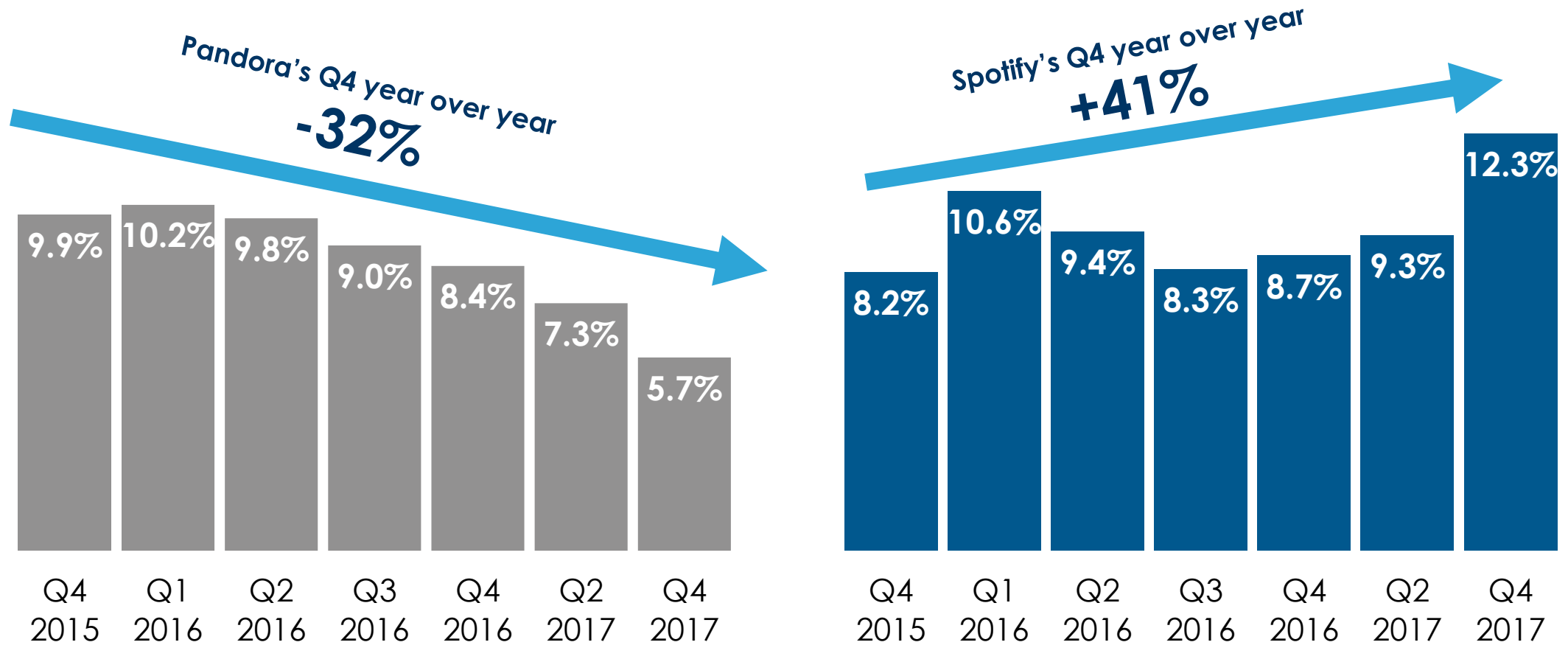
# Pandora's share sees steady decline

Share of audio time spent among persons 18+



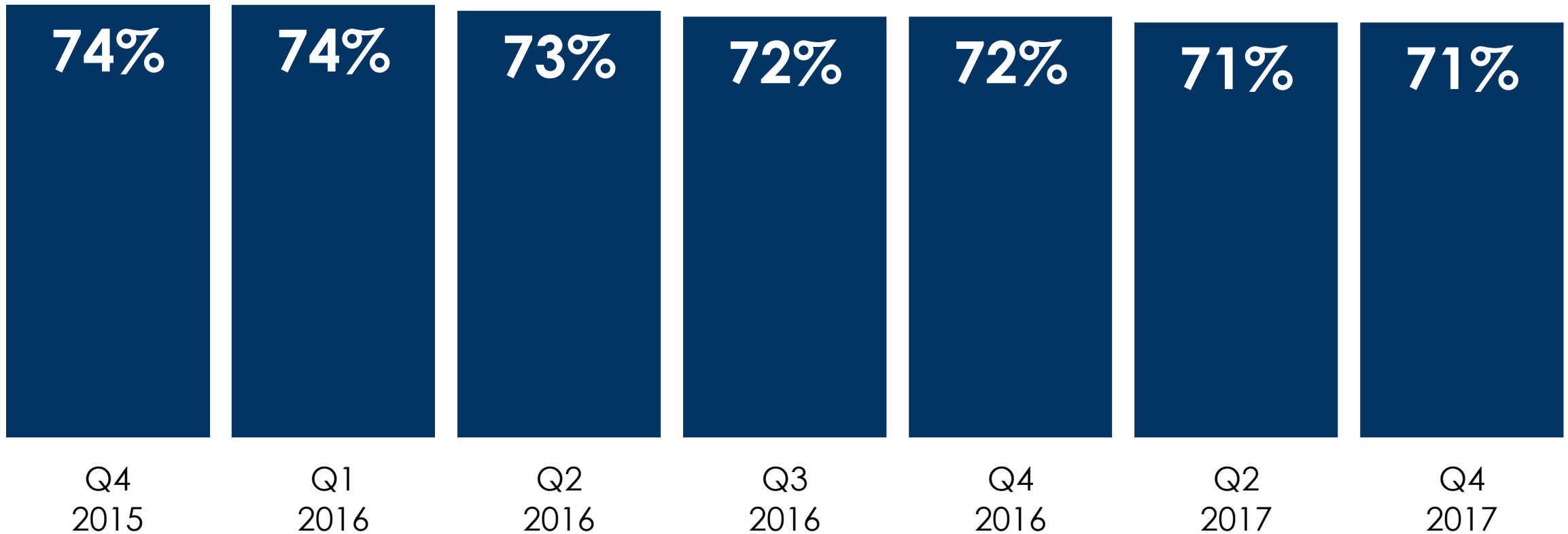
# Among 18-24s, Spotify's share beats Pandora 2 to 1

Persons 18-24 share of audio time spent



# AM/FM radio's reach remains stable

% of persons 18+ who listen daily



# Key takeaways

- **Centerpiece of audio:** 48% of all audio time spent goes to AM/FM radio
- **Highest share for in-car audio:** 68% of audio time spent in the car goes to AM/FM radio, an 87% share of ad-supported audio
- **On-the-go audience:** two-thirds of all AM/FM radio listening takes place out of home, close to the point of purchase; most streaming listening occurs at home
- **Listeners hear ads on AM/FM radio:** 84% of AM/FM radio listeners are hearing the ads; only 54% for Pandora and Spotify listeners
- **Pandora's erosion:** Pandora has once again experienced a year over year decline in share, by -7%; meanwhile Spotify is growing



# Thank You