

Presse | News | Prensa | Tisk | Imprensa | Prasa | Stampa | Pers | Πρέσσα

## Six in ten Brits love singing in the car with Adele and Ed Sheeran voted nation's top carpool karaoke partners

- New research from Volkswagen Financial Services UK (VWFS) can reveal that 64% of Brits love to sing in the car, whilst 56% of respondents have been caught singing at traffic lights or in traffic
- Adele and Ed Sheeran are the nation's number one choices for a celebrity duet in the car
- Having a passenger comment on your driving has been revealed as the nation's top pet peeve (52%) with people looking scared (32%) and arguing passengers (31%) also highly irritating

According to new research from Volkswagen Financial Services UK (VWFS), one of the UK's leading automotive finance companies, 64% of the population belt out their favourite songs whilst behind the wheel, while more than half of respondents (56%) have been caught singing whilst stuck in traffic or waiting at the lights.

### Carpool Karaoke

The Volkswagen Financial Services UK data insights team has predicted that drivers are likely to spot fellow motorists singing songs from Adele's new album, due to be released on 19 November, this winter.

This is because the *Easy On Me* chart-topper was found to be Britain's top carpool karaoke partner, sharing first place with Ed Sheeran as the celebrity people would most want to duet with. Other popular choices were Dolly Parton (6%), Tom Jones (5%) and Elton John (5%), whilst younger people were found to be more interested in celebrity duets.

The Volkswagen Financial Services UK study has revealed that 83% of 18 to 34 year olds would like to sing with a music icon in the passenger seat, versus just 59% of people aged between 65 and 75 years old.

Nostalgia leads the way on the car radio, with 80s tunes (33%) and 90s music (30%) more popular than any other genre for British drivers, but Indie (11%) and Musicals (11%) finished bottom of the table.

According to the Volkswagen Financial Services UK research, music is used by drivers to help them relax and to stay occupied, with 40% saying it helps them unwind, 36% saying it prevents boredom and 22% suggesting it helps with concentration.

### Road Trip Companions

Former Top Gear host turned farmer Jeremy Clarkson was found to be the icon that people would most want to have in the passenger seat for a road trip (8%), followed by Stephen Fry (5%) and Ed Sheeran (5%). However former US president Donald Trump was named the least popular driving companion among British people, with a massive 23% of respondents singling out the 75-year-old.

Volkswagen Financial Services UK's research also found that most drivers are happy to give anyone a lift, but having a passenger comment on your driving was revealed as the nation's ultimate pet peeve (52%).

Having someone looking scared or clutching onto their seat (32%) and arguing passengers (31%) were also found to be highly irritating for drivers.

### **Regional findings**

People living in Wales and the South West are most likely to be the stars of their own cars, with 69% of respondents in these regions saying they find themselves singing in the car – more than any other region.

Meanwhile, people in the South East are most likely to be caught singing in their car (59%). However, when it comes to playing nostalgic music, people in the Midlands are Britain's biggest fans of 90s music (36%) and Scottish drivers are most likely to be listening to 80s music (42%).

But people north of the border are least complimentary about their partners' singing abilities, with just 10% of respondents from Scotland believing their other half is the better singer.

**Charlotte Cheeseman, Head of Marketing at Volkswagen Financial Services UK**, said: “*Our personal vehicles have become more important than ever over the past 18 months but it’s wonderful to see that the time we spend in our cars is being used positively, too. Britain’s love of driving is clearly alive and well and as commuting starts to become more frequent, I’m sure lots of people are looking forward to expressing themselves with more solo singalongs! I think our research highlights that car journeys allow people to escape from everyday life and these insights illustrate the power of having a private space in which to relax on a regular basis.*”

For more information on car finance, visit <https://customer.vwfs.co.uk/>

**ENDS**

### **Note to editors**

The data for this study was collected between 22nd October 2021 and 24th October 2021 and comprises responses from 2,000 British respondents.

#### **Contact:**

Volkswagen Financial Services UK | PR

Sam Balls

Phone: +44 (0) 7385426618

[Sam.balls@vwfs.co.uk](mailto:Sam.balls@vwfs.co.uk)

<https://customer.vwfs.co.uk/volkswagen-financial-services-uk/media.html>

**Information for editors:**

Volkswagen Financial Services are a business division of the Volkswagen AG group of companies and comprise Volkswagen Financial Services AG along with its associated companies, Volkswagen Bank GmbH, Porsche Financial Services, and the financial services companies in the USA and Canada that belong directly or indirectly to Volkswagen AG – with the exception of the financial services of the Scania brand and Porsche Holding Salzburg. The key business fields embrace dealer and customer financing, leasing, the bank and insurance business, fleet management and mobility offers. Volkswagen Financial Services have a total of 16,558 employees worldwide, Volkswagen Financial Services report total assets of around EUR 225.6 billion, an operating result of EUR 2.8 billion and a portfolio of around 21.9 million current contracts (as at: 31.12.2020).