



# 10 Years of Radio vs Streaming In-Vehicle Usage

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Community



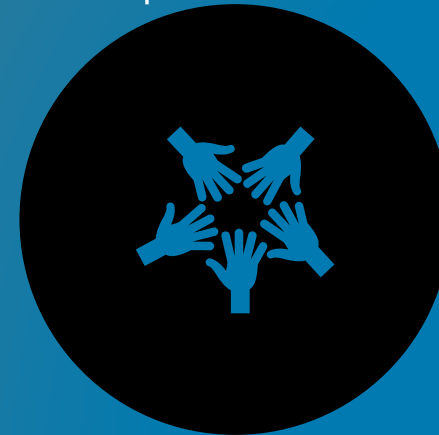
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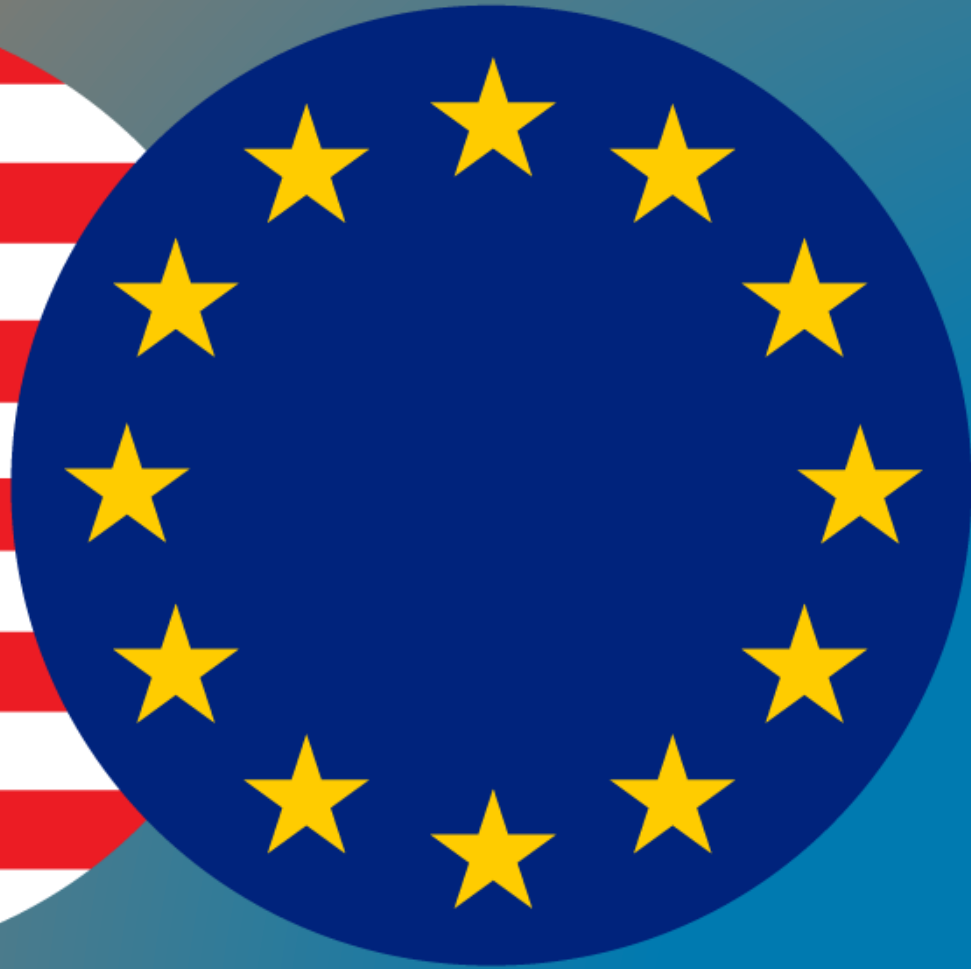


News



Companionship







Western Europe



# How do Radio and Streaming daily listeners compare over time?



Daily Listeners



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# How do the under 25 radio listeners compare to the overall?

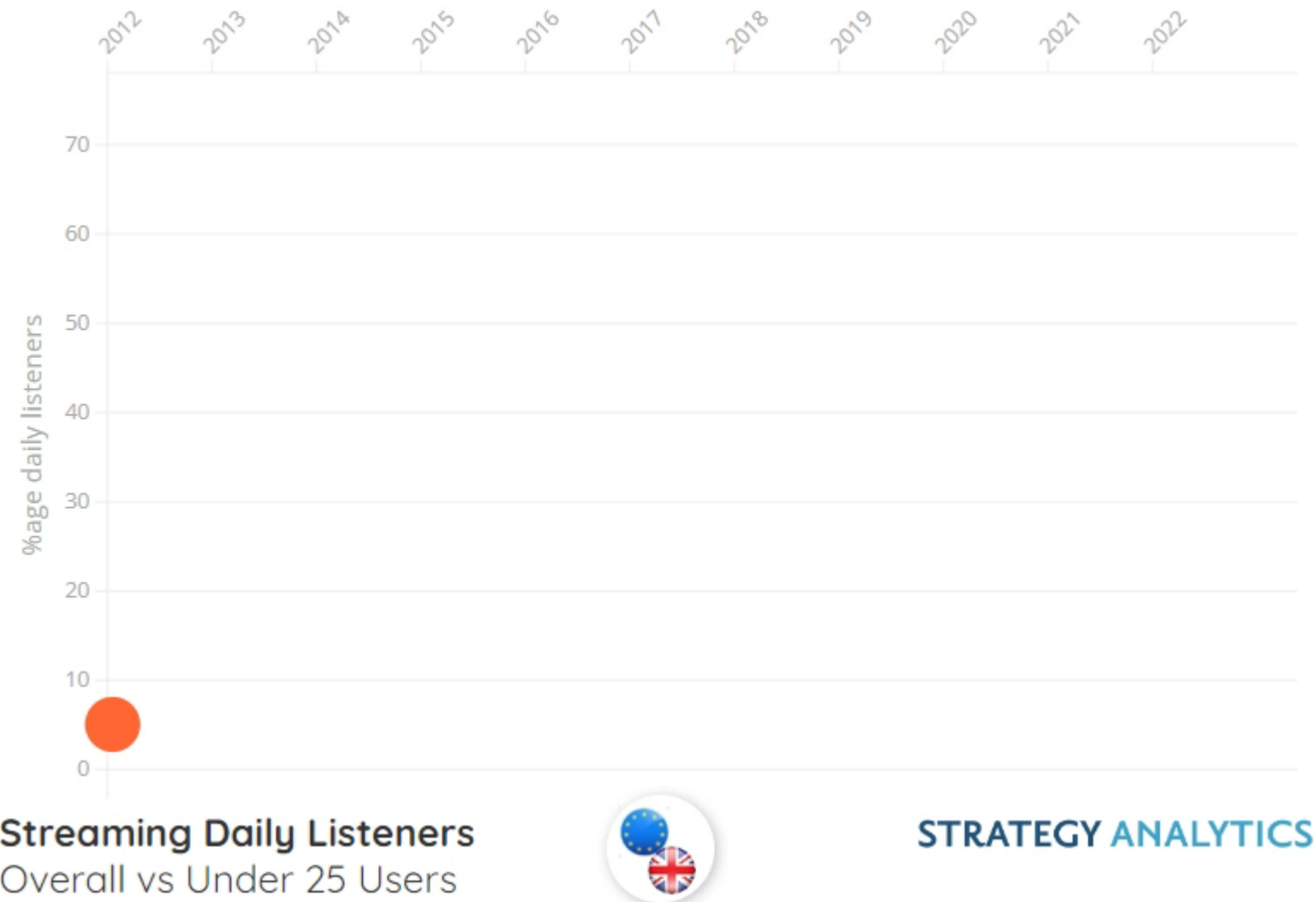


Radio Daily Listeners  
Overall vs Under 25 Users





# How do the under 25 streaming listeners compare to the overall?



Streaming Daily Listeners  
Overall vs Under 25 Users



Base: 2012 – 1200, 2013 – 1329, 2014 – 1204, 2015 – 1224, 2016 – 1610, 2017 – 1607, 2018 – 1616, 2019 – 1721, 2020 – 1661, 2021 – 1678



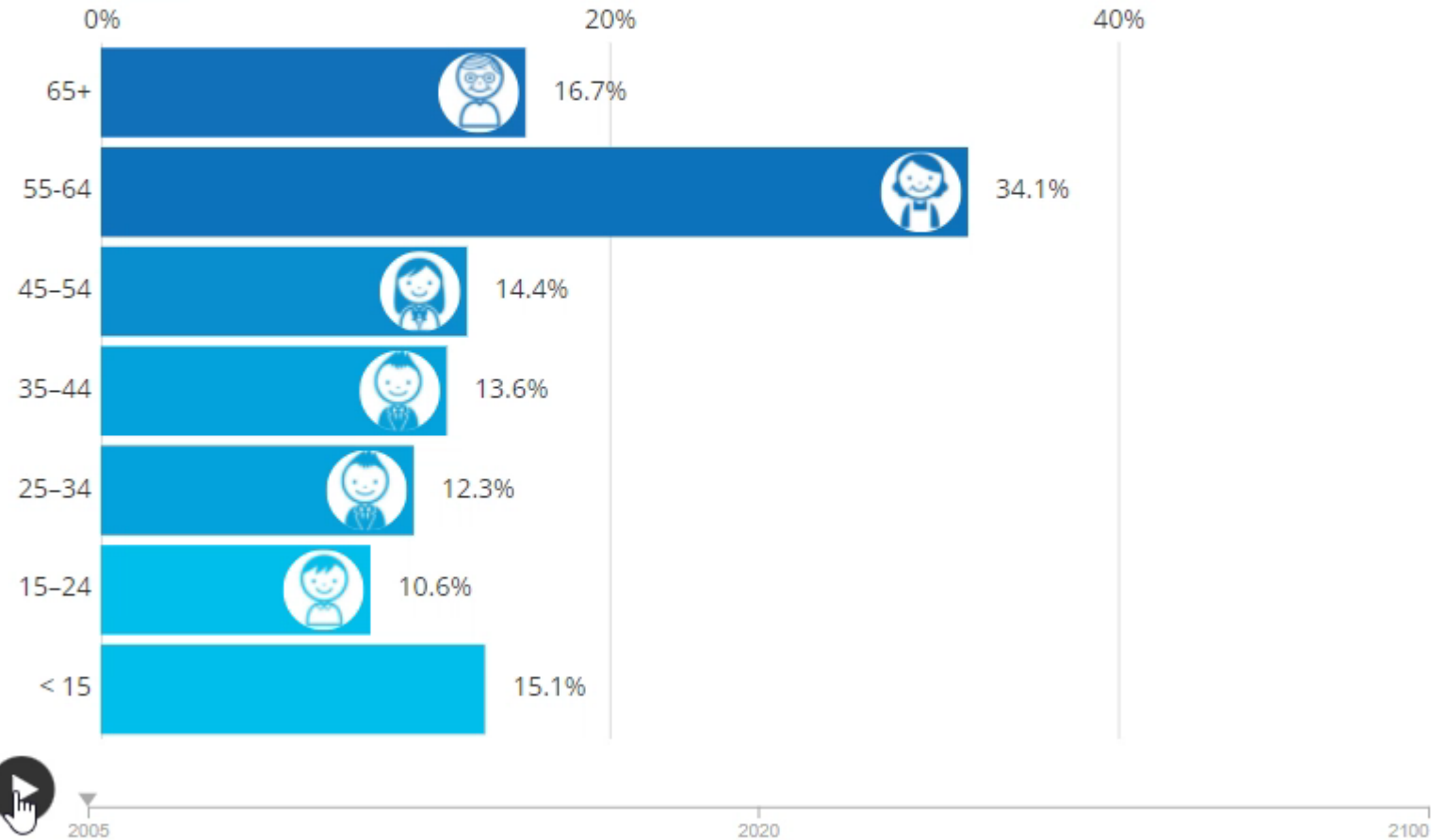


# What's the importance of the young car buying group?



## Evolution of the %age of the total population in the EU 2005-2100

2005-2100



Source: <https://ec.europa.eu/Eurostat>



# When and Who with?



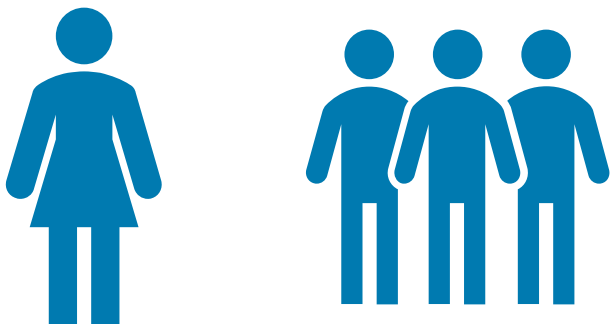
Radio > ~ Streaming



Radio << Streaming



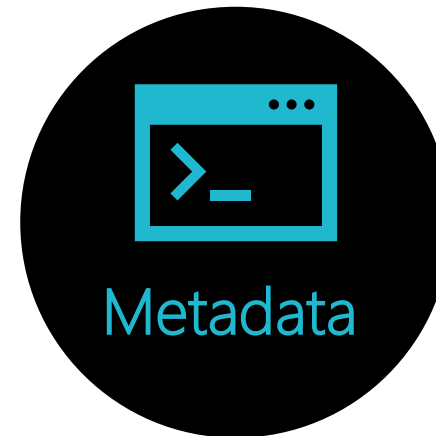
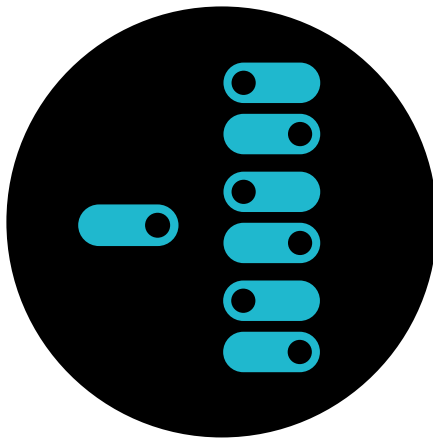
Radio > Streaming



Radio > ~ Streaming

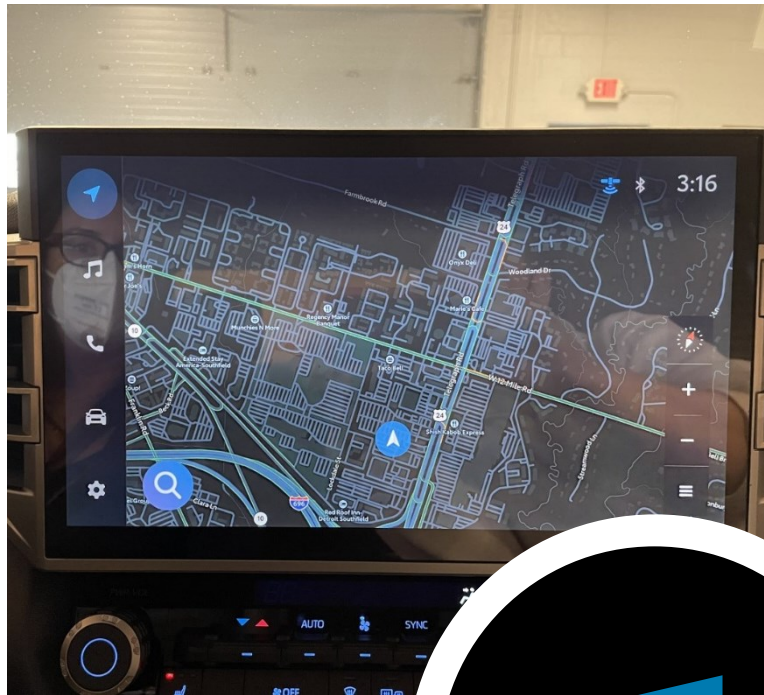


# Trends impacting media consumption



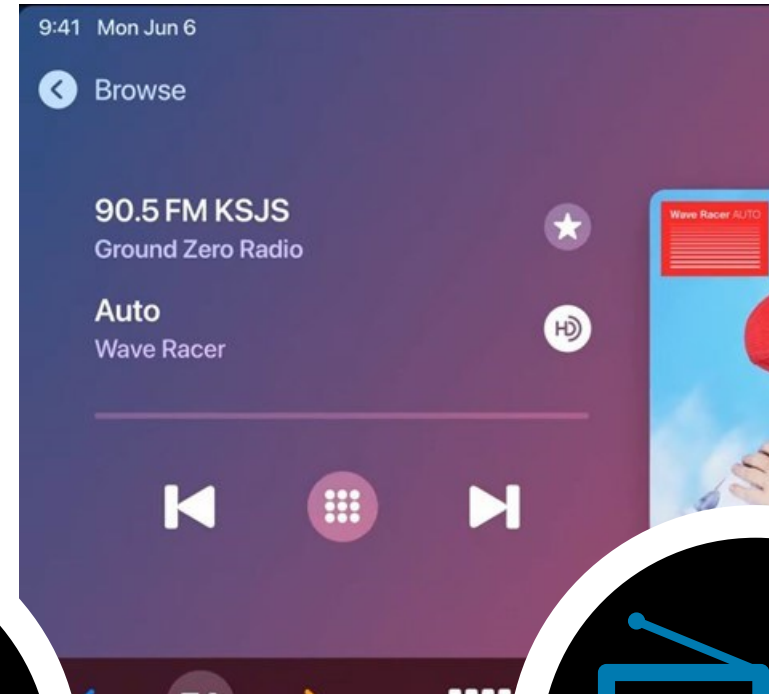
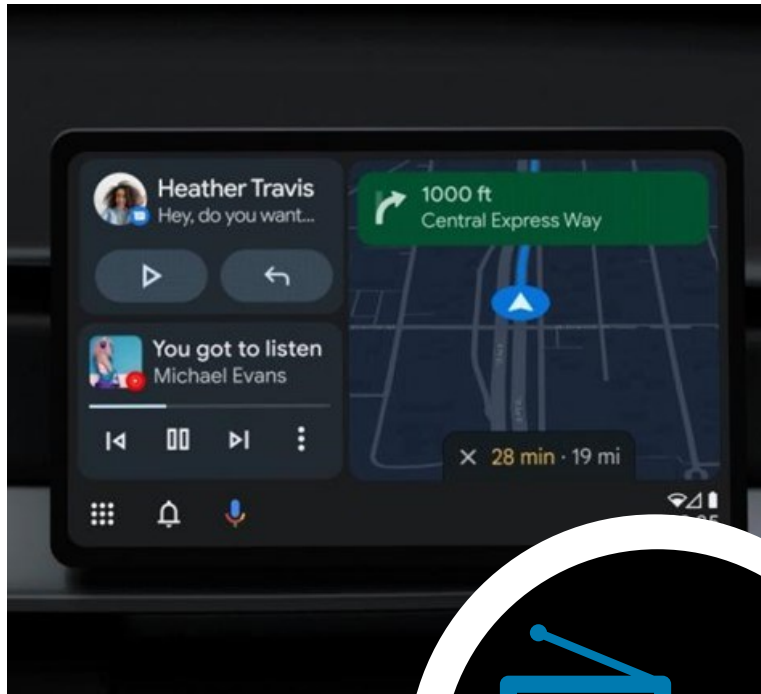


# Trends impacting media consumption



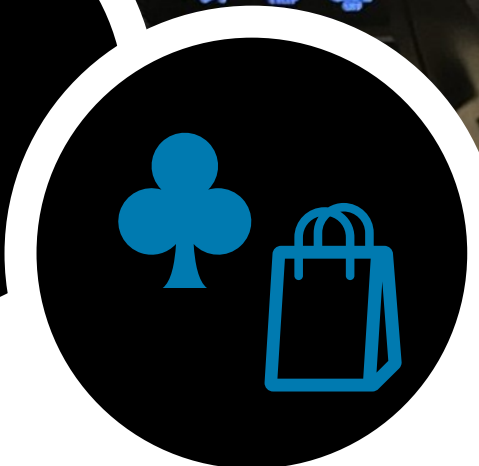
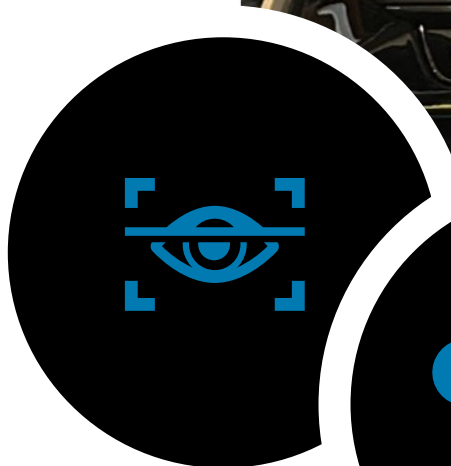
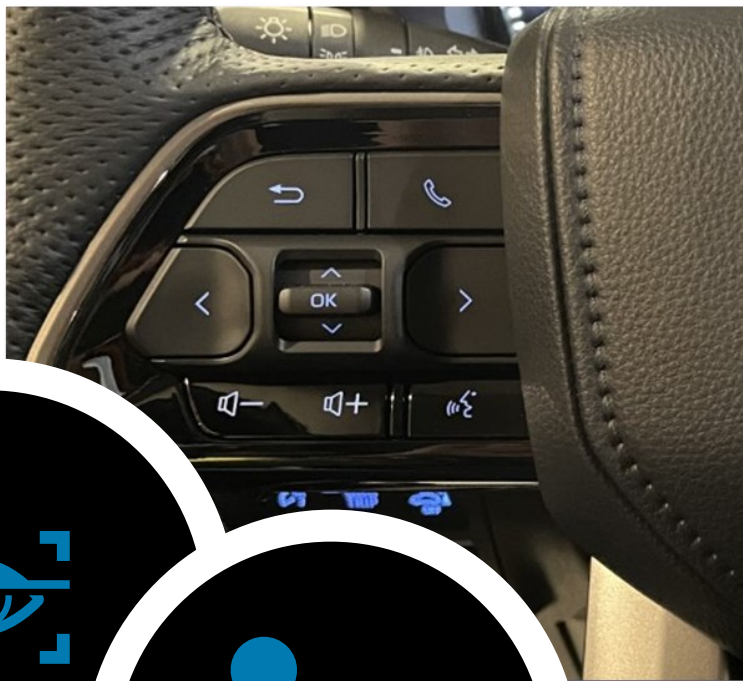


# Trends impacting media consumption





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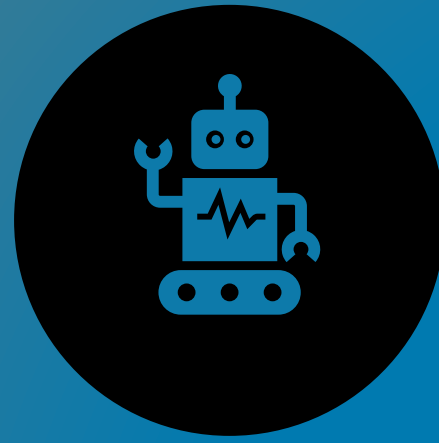




*The End*

A few last words






# More information

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For more details about the data described herein, or for Strategy Analytics clients with inquiry privilege who would like additional analyses for this data set, please contact the author of this report **Diana Franganillo**:

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As Director of In-Vehicle UX Research within the Strategy Analytics UX Innovation Practice, Diana Franganillo is responsible for leading the In-Vehicle UX research service delivering insights on emerging use cases, consumer priorities, and experience optimization for in-vehicle connectivity and autonomous and electric vehicles.

Diana has over 15 years of experience in UX and human factors and has successfully led projects globally in the automotive and aviation industries.

Prior to joining Strategy Analytics in May 2021, Diana worked at Renault Group, Jaguar Land Rover, NATS and Airbus Military. Diana holds a MSc in Human Factors from Cranfield University in the UK, a PgCert in Automotive Technology from Warwick University also in the UK, and a MEng in Aeronautical Engineering from the Technical University of Madrid, Spain.