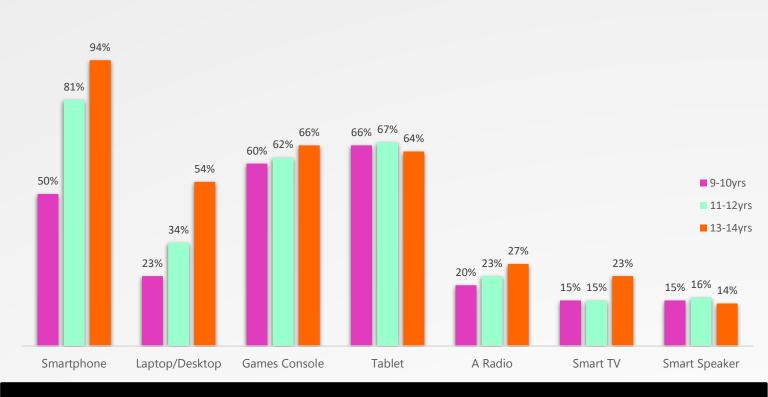
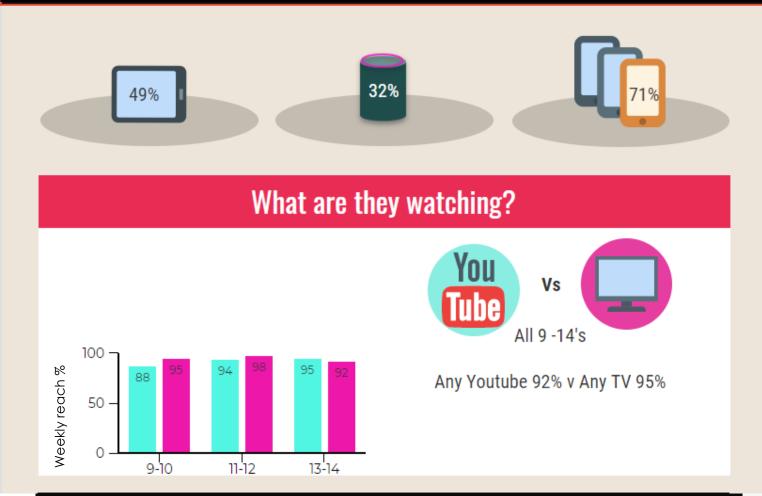




92% of 9-14 year olds claim to personally own at least 1 internet connected device. Smartphone ownership is highest amongst 13-14 year olds.



Daily device usage for 9-14 year olds.

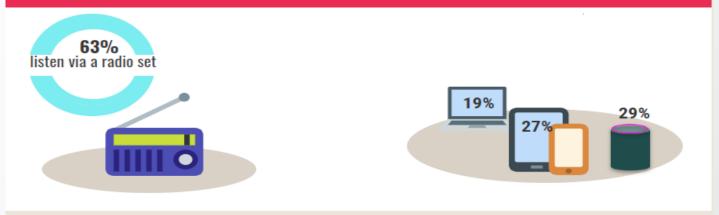


What are they listening to?

76% tune into any radio
48% listen to downloaded music
57% listen to music that is streamed
29% listen to music via physical formats (CDs/vinyl)



How do they listen to Radio?



MORE INFORMATION

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Methodology: Online Survey

"Please note that the information contained within this guarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

