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 watching?

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?

63% listen via a radio set

Sample size 600 (evenly split between male/female 9-10, 11-12, 13-14 year olds nationwide.

Methodology: Online Survey