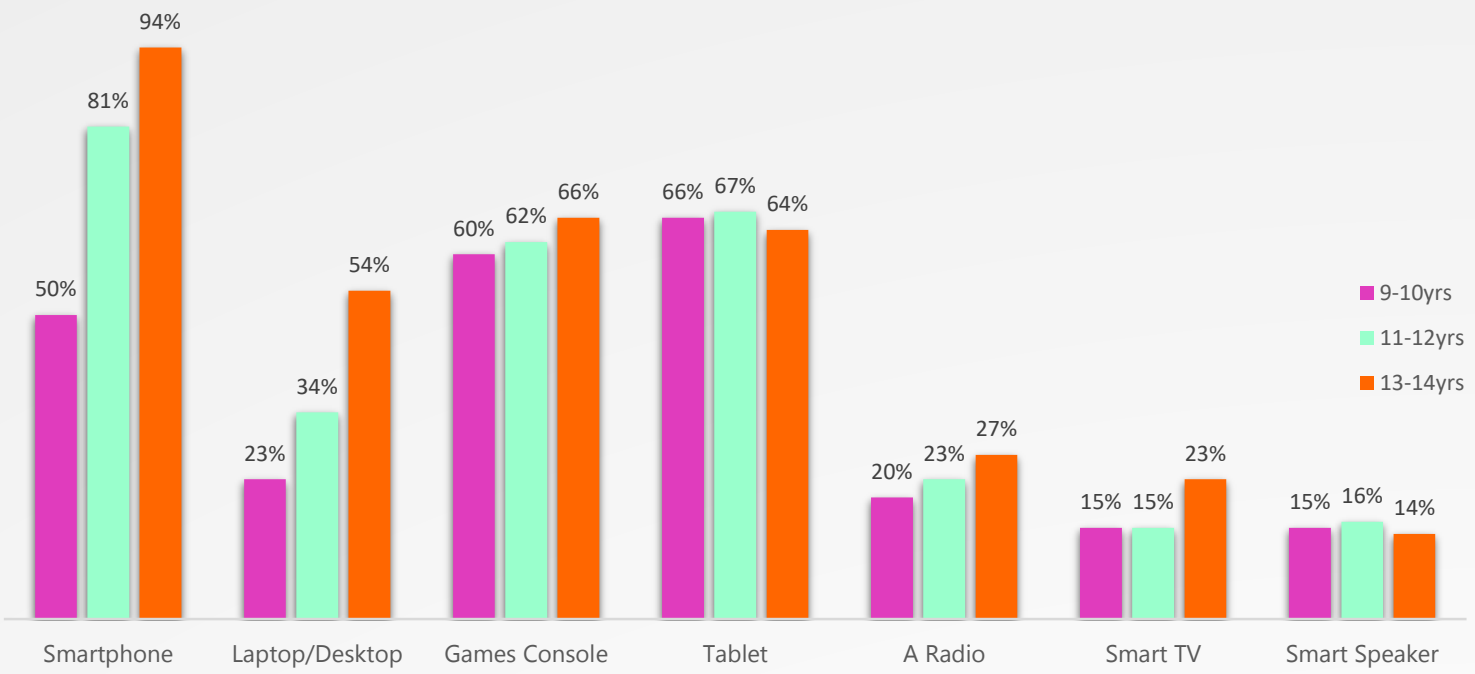
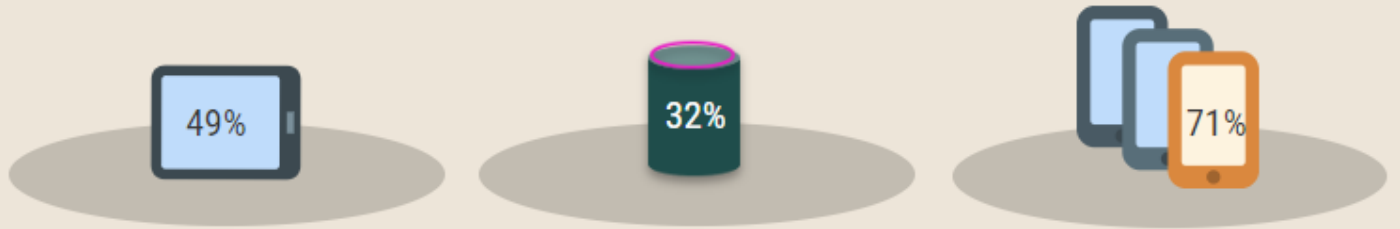




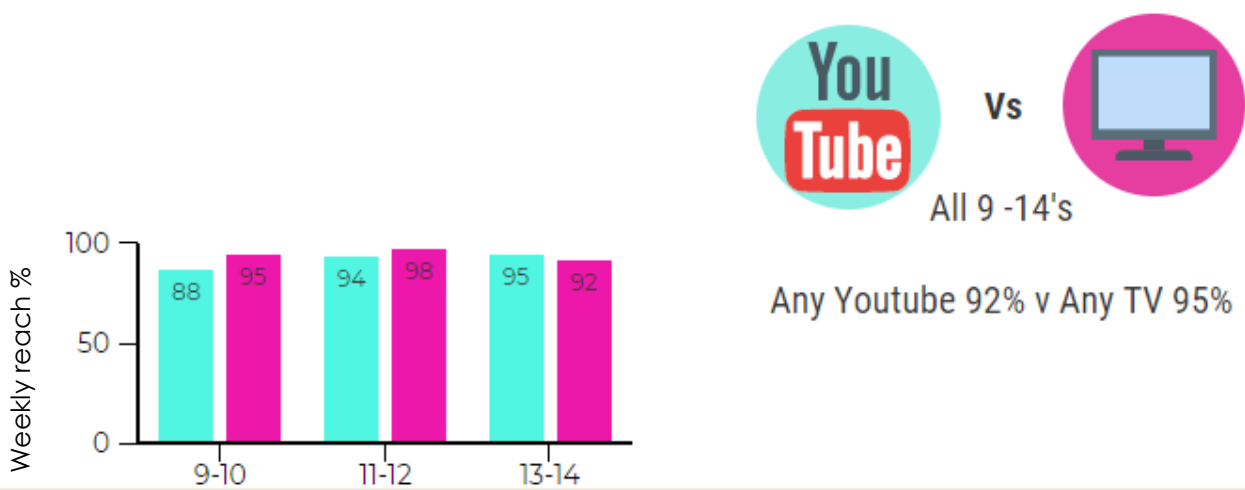
**92%** of 9-14 year olds claim to personally own at least 1 internet connected device. Smartphone ownership is highest amongst 13-14 year olds.



Daily device usage for 9-14 year olds.



### What are they watching?



### 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?

