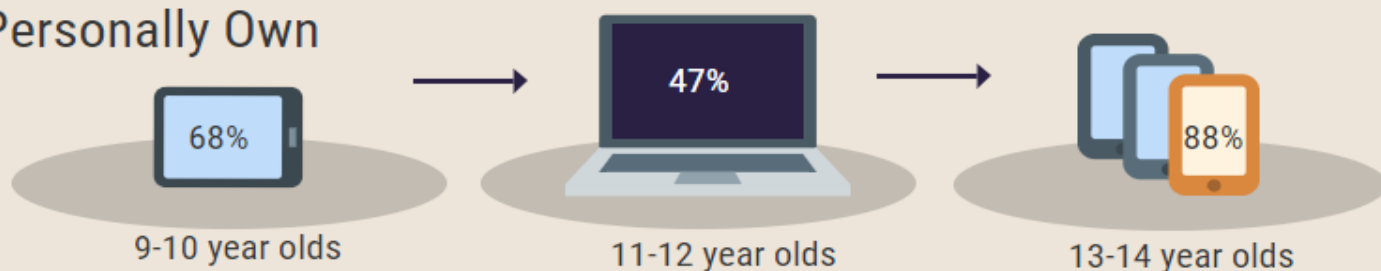


Nearly all 9-14s own at least 1 internet connected device

Personally Own

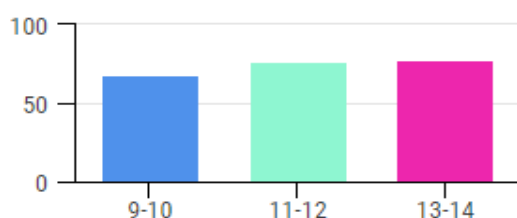


What are they watching?

For 9-14s, watching videos on YouTube each week is more common than watching TV.

Any TV (live and catch up/on demand) = **86%**

Any Youtube (music and non-music videos) = **88%**



78% of 13-14 year olds claiming to watch music videos online or via apps each week.

What are they listening to?

82% tune into any radio

49% listen to downloaded music

57% listen to music that is streamed

37% listen to music via physical formats (CDs/vinyl)

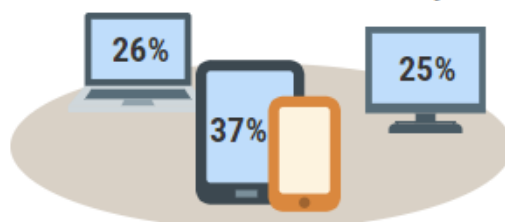


Radio listening and music consumption increases by age group, with radio reaching **83%** of 13-14 year olds in a week and **62%** claiming to listen to downloaded or streamed music.

How do they listen to Radio?



13-14 year olds are more likely to listen in these ways



68% love or like radio

Enjoy listening on their own **49%**

ESCAPE

Like having it on in the background **48%**

Enjoy listening with family & friends **36%**



75% of young Radio listeners use Social Media