

What do 9 to 14 year olds listen to?



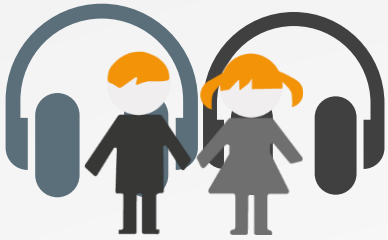
74% listen to Radio weekly



61% listen to downloaded or streamed music weekly

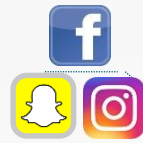
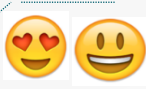


18% claim to use Podcasts weekly



24% discover new songs on the Radio

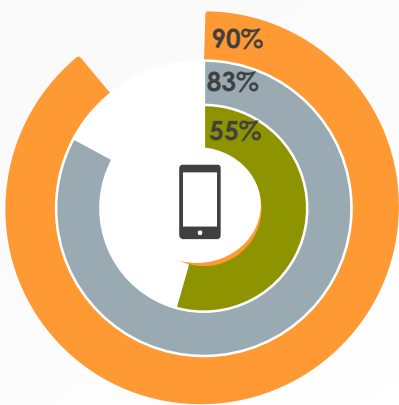
68% love or like radio



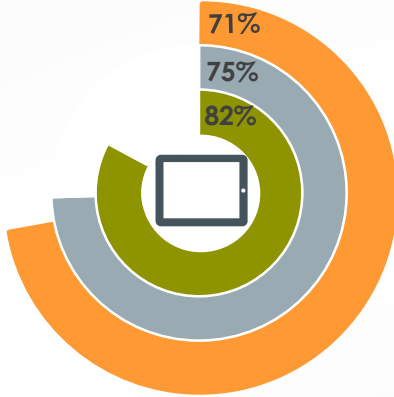
75% of young Radio listeners use Social Media

What they use - weekly

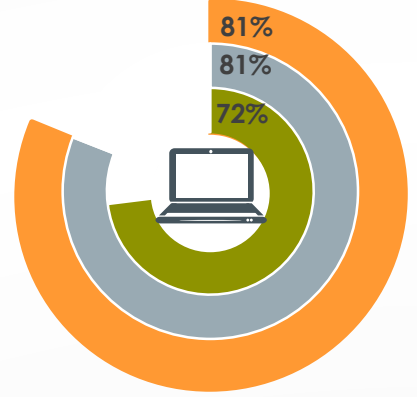
Smartphone



Tablet



Laptop/Desktop

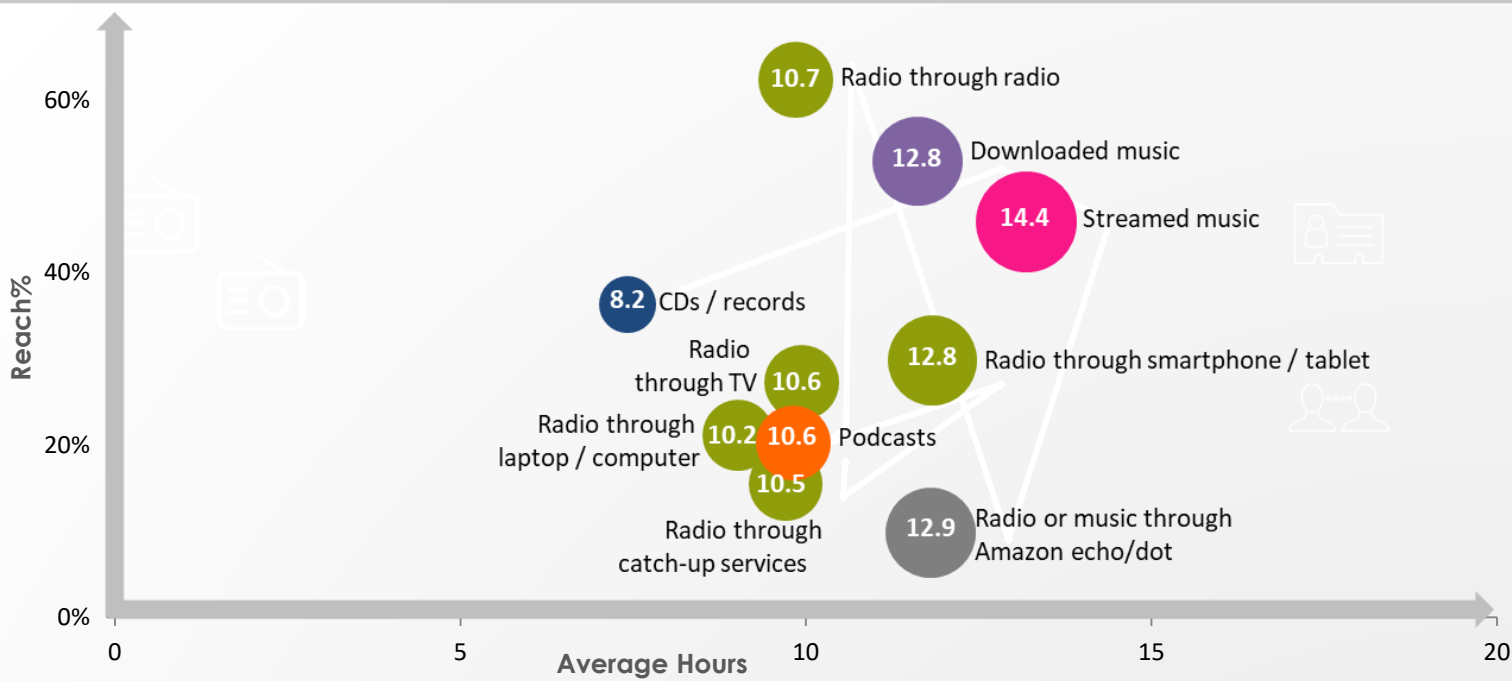


= 9/10 years

= 11/12 years

= 13/14 years

Audio – Reach vs Average Hours per Listener



What they watch

Live TV + Catch Up TV = **92%** Any TV weekly

YouTube on TV + YouTube on Mobile = **91%** Any YouTube weekly

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Source RAJAR/Panelbase/OtherLinesofEnquiry

- Sample of 600 children, equal split of gender and age 9/10, 11/12 and 13/14 years old.
- 15 minute online survey.
- Fieldwork May 2017.