

YouGov Survey Results
 Sample: 1202 GB children aged 8 to 15
 Fieldwork: 13th - 23rd March 2020



Total	Child's Gender		Child's Age														Parent/ Guardian's Social Grade		North/ Scotland	Midlands/ Wales
	Male	Female	6	7	8	9	10	11	12	13	14	15	16	17	18	19	ABC1	C2DE		

For the next question, please think about how much time you usually spend listening to music in a normal week. Please type your answer to the nearest whole hour in the box below. Don't worry if you can't remember exactly, a guess is fine. If you didn't listen to music, please select the "I don't listen to music option". How many hours do you spend listening to music in a normal week?

Unweighted base	1202	611	591	-	-	125	170	175	162	158	156	121	135	-	-	-	-	766	436	425	260
Base	1202	616	586	-	-	164	159	156	150	147	143	140	144	-	-	-	-	771	431	385	261
1	84%	80%	89%	-	-	80%	84%	83%	83%	81%	88%	89%	85%	-	-	-	-	84%	83%	85%	83%
I don't listen to music	16%	20%	11%	-	-	20%	16%	17%	17%	19%	12%	11%	15%	-	-	-	-	16%	17%	15%	17%
Unweighted base	1013	487	526	-	-	100	143	145	135	128	137	109	118	-	-	-	-	640	364	359	218
Base	1010	490	520	-	-	130	133	129	124	119	125	126	123	-	-	-	-	651	350	308	217
1 [1]	11%	14%	9%	-	-	18%	16%	16%	16%	18%	9%	4%	6%	2%	-	-	-	12%	11%	12%	13%
2 [2]	12%	13%	10%	-	-	17%	19%	13%	9%	8%	12%	11%	4%	-	-	-	-	12%	11%	7%	14%
3 [3]	11%	12%	11%	-	-	20%	13%	7%	15%	12%	12%	5%	7%	-	-	-	-	11%	12%	10%	12%
4 [4]	7%	7%	8%	-	-	8%	13%	6%	5%	9%	8%	4%	7%	-	-	-	-	7%	7%	6%	5%
5 [5]	12%	13%	11%	-	-	12%	11%	12%	9%	12%	14%	19%	11%	-	-	-	-	12%	14%	14%	11%
6 [6]	4%	4%	5%	-	-	5%	2%	5%	5%	4%	6%	3%	5%	-	-	-	-	4%	5%	6%	5%
7 [7]	7%	6%	7%	-	-	3%	5%	8%	9%	9%	8%	7%	5%	-	-	-	-	6%	8%	8%	9%
8 [8]	4%	4%	3%	-	-	3%	3%	3%	5%	4%	5%	2%	3%	-	-	-	-	4%	3%	4%	3%
9 [9]	1%	0%	1%	-	-	1%	2%	1%	1%	-	-	2%	-	-	-	-	-	1%	0%	0%	-
10 [10]	10%	9%	11%	-	-	4%	4%	15%	13%	14%	11%	8%	12%	-	-	-	-	11%	9%	10%	11%
11 [11]	0%	-	0%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	0%	-	-	0%
12 [12]	2%	3%	1%	-	-	1%	1%	1%	1%	2%	3%	4%	4%	-	-	-	-	3%	1%	2%	2%
13 [13]	0%	0%	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	0%	-	-	-
14 [14]	2%	1%	4%	-	-	1%	1%	2%	1%	3%	3%	4%	5%	-	-	-	-	2%	3%	3%	3%
15 [15]	2%	3%	2%	-	-	1%	3%	1%	1%	1%	2%	5%	5%	-	-	-	-	2%	2%	3%	2%
16 [16]	0%	-	0%	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	0%	0%	0%	-
17 [17]	0%	0%	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	0%	-	-
18 [18]	0%	1%	-	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	0%	1%	-	0%
20 [20]	5%	3%	6%	-	-	4%	2%	4%	1%	6%	4%	6%	11%	-	-	-	-	5%	4%	5%	5%
21 [21]	1%	1%	1%	-	-	1%	2%	-	1%	-	3%	2%	-	-	-	-	-	1%	1%	1%	1%
24 [24]	1%	1%	1%	-	-	1%	1%	2%	1%	1%	2%	-	-	-	-	-	-	1%	1%	1%	1%
25 [25]	1%	0%	1%	-	-	1%	-	-	-	1%	1%	3%	-	-	-	-	-	1%	1%	1%	1%
26 [26]	0%	-	0%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	0%	-	-	-
28 [28]	0%	-	1%	-	-	-	-	1%	-	-	1%	1%	-	-	-	-	-	0%	1%	1%	-
29 [29]	0%	0%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	0%	0%	-
30 [30]	1%	1%	2%	-	-	1%	-	-	3%	-	1%	3%	2%	-	-	-	-	1%	2%	2%	1%
35 [35]	1%	0%	1%	-	-	-	1%	-	1%	1%	-	3%	-	-	-	-	-	0%	1%	1%	0%
37 [37]	0%	-	0%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	0%	-	0%	-
40 [40]	1%	0%	1%	-	-	-	1%	-	1%	1%	-	2%	-	-	-	-	-	1%	1%	1%	-
42 [42]	0%	0%	0%	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	1%	0%	-
45 [45]	0%	0%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	0%	-	0%	-
48 [48]	0%	-	0%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	0%	-	-	-
49 [49]	0%	0%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	0%	0%	-
50 [50]	0%	0%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	0%	-	-	1%
56 [56]	0%	-	0%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	0%	-	-	0%
60 [60]	0%	0%	0%	-	-	1%	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	1%	-
65 [65]	0%	-	0%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	0%	-	-	-
68 [68]	0%	0%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	0%	-	0%	-
80 [80]	0%	0%	0%	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	0%	-	-	-
Mean	8.36	7.42	9.25	-	-	5.45	6.29	7.63	6.61	8.27	7.92	10.26	14.80	-	-	-	-	8.49	8.13	9.13	7.41
Median	5	5	6	-	-	3	4	5	5	5	6	7	10	-	-	-	-	5	5	6	5
Std. dev	9.59	9.07	9.97	-	-	7.53	9.16	8.43	6.40	9.21	6.83	9.97	14.07	-	-	-	-	10.15	8.49	10.17	7.81

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Total	Region			Parent/ Guardian's Employment Status								Parent/ Guardian's Marital Status						
	East	London	South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other	Civil Partnership	Divorced	Living as married	Married	Never married	Separated (after being married)	Widowed

For the next question, please think about how much time you usually spend listening to music in a normal week. Please type your answer to the nearest whole hour in the box below. Don't worry if you can't remember exactly, a guess is fine. If you didn't listen to music, please select the "I don't listen to music option". How many hours do you spend listening to music in a normal week?

Unweighted base	1202	118	117	262	694	253	30	13	27	36	108	41	13	55	181	796	99	44	12	
Base	1202	116	166	274	699	249	29	13	27	37	107	42	14	58	178	796	98	46	13	
I don't listen to music	1	84%	86%	81%	85%	86%	84%	84%	78%	71%	75%	81%	83%	77%	85%	83%	85%	85%	77%	80%
	16%	14%	19%	15%	14%	16%	16%	22%	29%	25%	19%	17%	23%	15%	17%	15%	15%	23%	20%	
Unweighted base	1013	102	94	240	595	214	25	10	19	28	88	34	10	48	149	678	85	33	10	
Base	1010	100	133	232	598	209	24	10	19	27	87	35	11	49	147	673	83	35	10	
1 [1]	11%	14%	8%	10%	11%	16%	13%	8%	-	7%	3%	-	-	4%	16%	11%	10%	8%	-	
2 [2]	12%	21%	9%	14%	11%	15%	17%	31%	9%	-	14%	8%	-	8%	8%	13%	12%	16%	16%	
3 [3]	11%	12%	11%	13%	11%	13%	19%	-	4%	14%	13%	13%	-	17%	10%	12%	6%	5%	22%	
4 [4]	7%	9%	6%	12%	8%	5%	-	17%	10%	4%	9%	7%	-	11%	8%	8%	5%	-	-	
5 [5]	12%	9%	17%	10%	11%	14%	13%	8%	32%	18%	11%	11%	30%	22%	11%	11%	12%	15%	22%	
6 [6]	4%	2%	4%	1%	5%	4%	-	-	-	7%	-	-	21%	3%	6%	4%	2%	6%	-	
7 [7]	7%	6%	3%	5%	7%	5%	4%	10%	11%	6%	8%	5%	-	7%	4%	7%	7%	13%	-	
8 [8]	4%	1%	4%	5%	4%	3%	-	-	5%	7%	1%	5%	9%	2%	2%	3%	8%	6%	-	
9 [9]	1%	-	2%	2%	1%	1%	-	-	-	-	-	-	-	-	-	1%	2%	-	-	
10 [10]	10%	10%	13%	8%	11%	9%	7%	-	9%	14%	11%	8%	16%	11%	12%	10%	7%	5%	9%	
11 [11]	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-	-	
12 [12]	2%	4%	4%	1%	3%	0%	4%	-	5%	4%	1%	-	-	-	2%	2%	2%	6%	-	
13 [13]	0%	-	1%	0%	0%	-	-	-	-	-	-	-	-	-	0%	-	-	-	-	
14 [14]	2%	2%	2%	2%	3%	2%	-	-	-	4%	4%	-	-	-	4%	2%	5%	3%	-	
15 [15]	2%	5%	1%	2%	3%	1%	15%	-	-	3%	1%	-	17%	-	2%	3%	1%	-	-	
16 [16]	0%	-	-	0%	0%	-	-	-	-	3%	-	-	-	-	1%	0%	-	-	-	
17 [17]	0%	-	-	1%	0%	-	-	-	-	-	-	-	-	-	0%	0%	1%	-	-	
18 [18]	0%	1%	1%	-	0%	0%	-	-	-	-	-	3%	-	-	1%	0%	-	-	-	
20 [20]	5%	2%	6%	5%	4%	4%	4%	-	9%	8%	6%	13%	-	6%	5%	4%	4%	9%	11%	
21 [21]	1%	-	1%	1%	1%	2%	-	-	-	-	-	7%	-	2%	1%	4%	-	-	-	
24 [24]	1%	-	-	2%	1%	1%	3%	-	-	3%	2%	-	-	-	2%	1%	-	2%	-	
25 [25]	1%	2%	-	1%	1%	1%	-	-	5%	-	1%	3%	-	2%	1%	1%	-	3%	-	
26 [26]	0%	-	-	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	
28 [28]	0%	-	-	1%	0%	-	-	-	-	-	1%	5%	-	-	1%	-	3%	-	-	
29 [29]	0%	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	
30 [30]	1%	1%	1%	1%	2%	1%	-	-	-	4%	-	-	-	-	1%	1%	5%	-	-	
35 [35]	1%	-	1%	0%	1%	0%	-	-	-	-	1%	3%	-	-	1%	0%	-	-	11%	
37 [37]	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	0%	-	-	-	-	
40 [40]	1%	1%	1%	0%	1%	1%	-	-	-	-	-	-	8%	-	-	0%	1%	-	10%	
42 [42]	0%	-	1%	0%	-	0%	-	15%	-	-	-	3%	-	2%	-	0%	2%	-	-	
45 [45]	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	
48 [48]	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-	-	
49 [49]	0%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	0%	-	-	-	
50 [50]	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-	-	
56 [56]	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	-	0%	-	-	-	
60 [60]	0%	-	-	0%	0%	-	-	-	-	-	2%	-	-	-	1%	0%	-	-	-	
65 [65]	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	-	0%	-	-	-	-	
68 [68]	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	0%	-	-	-	-	
80 [80]	0%	-	-	1%	-	0%	-	10%	-	-	-	-	-	2%	-	0%	-	-	-	
Mean	8.36	6.55	9.35	8.39	8.13	7.92	7.05	16.90	7.98	9.44	8.52	12.42	10.68	8.71	8.53	7.93	10.37	8.61	12.82	
Median	5	4	5	5	5	4	4	5	8	5	8	7	5	5	5	7	7	5	5	
Std. dev	9.59	6.88	10.58	10.49	8.81	10.62	6.47	26.50	6.23	7.25	9.72	10.68	9.60	12.23	9.17	9.36	10.44	7.31	14.38	

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	Male	Female	6	7	8	9	10	11	12	13	14	15	16	17	18	19	ABC1	C2DE		

For the next question, please select as many answers as you want. How do you normally listen to music?

Unweighted base	1013	487	526	-	-	100	143	145	135	128	137	109	116	-	-	-	-	649	364	359	218
Base	1010	490	520	-	-	130	133	129	124	119	125	126	123	-	-	-	-	651	359	328	217
Using records (some people say, 'on vinyl')	4%	4%	5%	-	-	7%	4%	5%	4%	2%	1%	4%	8%	-	-	-	-	6%	2%	6%	3%
On the radio	36%	34%	37%	-	-	52%	45%	42%	40%	30%	26%	25%	24%	-	-	-	-	37%	33%	34%	34%
In real-life – at concerts or gigs	6%	4%	9%	-	-	7%	6%	5%	2%	8%	5%	3%	15%	-	-	-	-	7%	5%	8%	3%
On an iPod, MP3 player or other similar music player gadget (but not a phone)	22%	23%	20%	-	-	23%	21%	30%	24%	16%	18%	21%	20%	-	-	-	-	23%	19%	22%	21%
On a mobile phone (like an iPhone, or a Samsung phone, or something similar)	63%	59%	66%	-	-	35%	35%	45%	64%	78%	83%	81%	86%	-	-	-	-	63%	62%	65%	60%
Using CDs	16%	14%	17%	-	-	22%	23%	19%	12%	12%	10%	8%	17%	-	-	-	-	16%	15%	15%	15%
On TV	19%	20%	19%	-	-	23%	29%	23%	17%	16%	10%	17%	19%	-	-	-	-	19%	20%	18%	21%
On a tablet (an iPad or Samsung Note, or something similar)	29%	27%	30%	-	-	38%	40%	29%	25%	27%	18%	25%	26%	-	-	-	-	29%	29%	27%	27%
On a computer (a laptop or a desktop computer)	23%	25%	21%	-	-	19%	21%	20%	23%	23%	22%	30%	30%	-	-	-	-	24%	19%	21%	18%
Don't know	0%	1%	0%	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	1%	-	1%	0%

For the next question, please select as many answers as you want. You said you normally listen to music on a laptop or computer, smartphone and/ or tablet in a typical week. Which programmes or websites do you normally use?

Unweighted base	831	388	443	-	-	65	100	97	109	120	129	99	112	-	-	-	-	531	300	295	175
Base	827	393	435	-	-	85	94	86	100	111	118	114	119	-	-	-	-	532	296	267	174
Music streaming platform (such as Spotify, Apple Music or Soundcloud)	59%	56%	61%	-	-	50%	47%	48%	50%	62%	69%	60%	74%	-	-	-	-	64%	49%	62%	54%
Other music application (such as iTunes or Windows Media Player)	15%	17%	13%	-	-	13%	11%	18%	13%	11%	16%	19%	18%	-	-	-	-	16%	14%	15%	15%
Video platform (such as YouTube or Vimeo)	56%	54%	58%	-	-	52%	67%	56%	64%	55%	48%	55%	54%	-	-	-	-	55%	58%	55%	58%
Video on social media platform (such as Instagram or Facebook)	15%	16%	14%	-	-	3%	7%	13%	20%	18%	16%	22%	16%	-	-	-	-	14%	17%	12%	12%
Video or playlist embedded on other website (such as music blogs, music websites etc.)	10%	10%	10%	-	-	11%	10%	9%	9%	12%	10%	10%	11%	-	-	-	-	11%	8%	12%	8%
Online radio channel	12%	11%	13%	-	-	19%	10%	19%	13%	8%	8%	11%	10%	-	-	-	-	13%	10%	12%	8%
Other	4%	4%	5%	-	-	8%	5%	5%	3%	6%	5%	2%	3%	-	-	-	-	3%	7%	5%	4%
Don't know	2%	2%	2%	-	-	5%	3%	1%	2%	1%	1%	4%	1%	-	-	-	-	2%	2%	1%	3%

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For the next question, please select as many answers as you want. How do you normally listen to music?

Unweighted base	1013	102	94	240	595	214	25	10	19	28	88	34	10	48	149	678	85	33	10
Base	1010	100	133	232	598	209	24	10	19	27	87	35	11	49	147	673	83	35	10
Using records (some people say, 'on vinyl')	4%	3%	5%	4%	5%	3%	4%	19%	9%	-	2%	-	9%	-	3%	5%	2%	5%	-
On the radio	36%	34%	31%	42%	35%	44%	36%	36%	11%	32%	28%	22%	8%	28%	34%	37%	30%	40%	42%
In real-life – at concerts or gigs	6%	5%	8%	6%	8%	4%	11%	-	5%	-	3%	3%	9%	6%	7%	1%	9%	9%	-
On an iPod, MP3 player or other similar music player gadget (but not a phone)	22%	24%	26%	18%	23%	21%	16%	34%	19%	13%	16%	19%	34%	27%	16%	23%	16%	23%	17%
On a mobile phone (like an iPhone, or a Samsung phone, or something similar)	63%	57%	69%	61%	63%	59%	49%	70%	76%	68%	66%	64%	32%	66%	68%	60%	69%	73%	78%
Using CDs	16%	17%	13%	18%	16%	17%	11%	43%	5%	6%	14%	8%	19%	17%	15%	16%	11%	24%	-
On TV	19%	21%	22%	18%	21%	15%	18%	18%	6%	18%	26%	22%	21%	16%	24%	19%	17%	19%	18%
On a tablet (an iPad or Samsung Note, or something similar)	29%	32%	31%	30%	29%	26%	24%	65%	27%	38%	29%	21%	45%	19%	27%	30%	27%	35%	30%
On a computer (a laptop or a desktop computer)	23%	20%	35%	24%	24%	19%	21%	28%	18%	20%	23%	31%	9%	18%	23%	23%	24%	18%	42%
Don't know	0%	-	-	0%	0%	-	-	-	-	-	1%	-	-	-	-	0%	1%	-	-

For the next question, please select as many answers as you want. You said you normally listen to music on a laptop or computer, smartphone and/ or tablet in a typical week. Which programmes or websites do you normally use?

Unweighted base	831	83	81	197	487	170	19	9	18	25	72	31	6	38	130	549	70	28	10
Base	827	82	115	189	490	165	18	9	18	24	71	32	7	38	126	548	69	30	10
Music streaming platform (such as Spotify, Apple Music or Soundcloud)	59%	55%	69%	54%	61%	53%	48%	100%	75%	48%	58%	48%	86%	55%	46%	62%	54%	59%	59%
Other music application (such as iTunes or Windows Media Player)	15%	12%	19%	14%	18%	7%	-	11%	6%	12%	14%	28%	13%	21%	20%	14%	4%	23%	11%
Video platform (such as YouTube or Vimeo)	56%	60%	52%	57%	55%	59%	83%	71%	40%	44%	53%	64%	27%	57%	56%	56%	66%	54%	48%
Video on social media platform (such as Instagram or Facebook)	15%	20%	26%	14%	18%	11%	10%	26%	14%	14%	7%	16%	26%	25%	21%	14%	14%	10%	-
Video or playlist embedded on other website (such as music blogs, music websites etc.)	10%	11%	14%	8%	12%	6%	9%	-	16%	8%	8%	6%	14%	10%	10%	10%	14%	9%	11%
Online radio channel	12%	17%	14%	12%	15%	9%	10%	11%	-	-	9%	3%	-	4%	9%	14%	8%	7%	17%
Other	4%	4%	3%	5%	5%	5%	-	-	5%	7%	3%	-	-	3%	8%	4%	5%	7%	-
Don't know	2%	1%	5%	1%	2%	3%	-	-	-	-	6%	4%	-	-	1%	2%	2%	5%	10%