



Young Families on YouTube



Market Potential:
3.9mil

In Australia, 82% of Young Families visit YouTube in an average month, making it their top social media platform. Of those who use YouTube, 31% are on it more than once a day. Their top activity on platform is watching music videos followed by TV shows or clips.

Frequency Breakdown



31%
use YouTube 1+ Daily

32%
use YouTube Daily

8%
use YouTube Less Often

Top 5 Behaviours on Platform

