



Young Families on YouTube



Market Potential:
46.5mil

In the U.S., 81% of Young Families visit YouTube in an average month, making it their top social media platform. Of the Young Families who use YouTube, 37% 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



37%
use YouTube 1+ Daily

7%
use YouTube Less Often

32%
use YouTube Daily

24%
use YouTube Weekly

Top 5 Behaviors on Platform

