



# Young Families on YouTube



Market Potential:  
10.1mil

In the UK, 82% of Young Families visit YouTube in an average month, making it their top social media platform. Of the Young Families who use YouTube, 32% are on it more than once a day. Their top activity on platform is watching music videos, followed by watching film trailers.

## Frequency Breakdown



32%  
use YouTube 1+ Daily

8%  
use YouTube Less Often

33%  
use YouTube Daily

27%  
use YouTube Weekly

## Top 5 Behaviours on Platform

