

Podcast | Kids, Parents and Screens

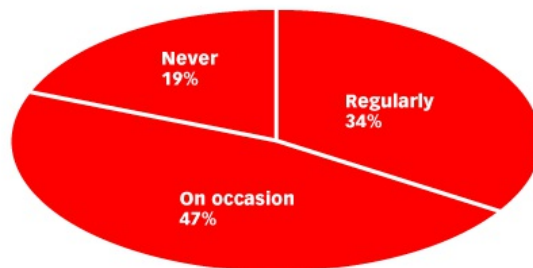
AUDIO | DECEMBER 13, 2018

eMarketer Editors

In the latest episode of "Behind the Numbers," the first in a two-part series, eMarketer demographics specialists Mark Dolliver and Jennifer Pearson discuss kids and screens—and how parents approach the mix.

How Often Do US Parents Let Their Kids Watch YouTube Videos?

% of respondents, June 2018



Note: parents with children ages 11 or younger
Source: Pew Research Center, "Many Turn to YouTube for Children's Content, News and How-To Lessons," Nov 7, 2018

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