

More US children consume YouTube videos than any other type of media

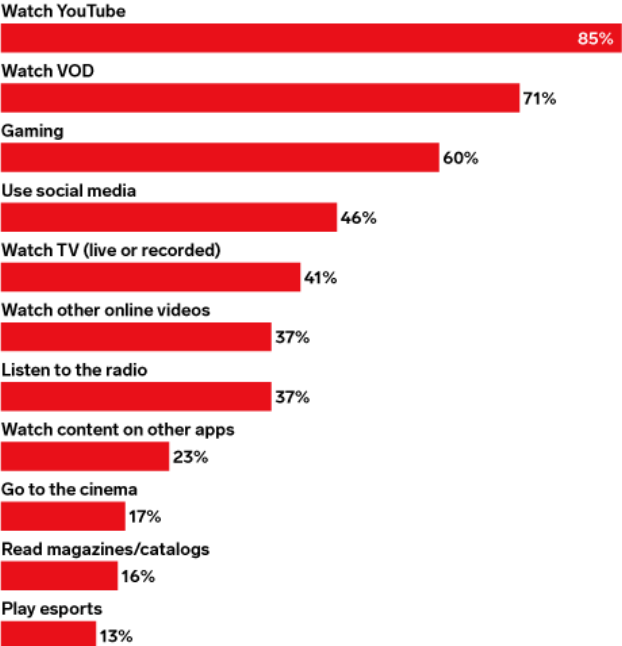
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

YouTube videos are the most popular media among US children online, with **85%** of those surveyed watching that content recently. In second place is video-on-demand, viewed by **71%**, while gaming content caught the attention of **60%** of respondents. Social media cracked the top four but is far less popular, with **46%** consuming content on TikTok and other social platforms.

Ways US Children Internet Users Consume Content, April 2021

% of respondents



Note: according to parents and children ages 2-12; consumed recently
Source: Precise TV and Giraffe Insights, "Kids & the Screen: Changing the Channel," Aug 19, 2021

268969 eMarketer | InsiderIntelligence.com

More like this:

- Report: [Q3 2021 Digital Video Trends](#)
- Article: [US YouTube Premium subscribers will hit 29.5 million this year, per updated forecast](#)
- Article: [YouTube Shorts is bringing its creator fund to over 30 countries](#)