

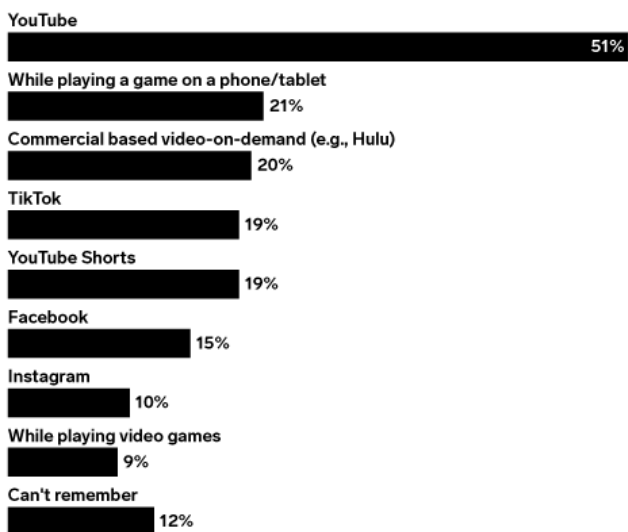
Kids remember seeing ads on YouTube over streaming, TikTok

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](#).

Platforms/Channels on Which US Children Recall Seeing Commercials Recently, Oct 2023

% of respondents



Note: ages 2-12

Source: Precise TV, "PARK: Precise Advertiser Report - Kids Winter 2024," Feb 28, 2024

284974

Insider Intelligence | eMarketer

Key stat: Over half (51%) of US children recall seeing commercials on YouTube recently, the top platform for recognition across multiple digital channels, according to an October 2023 survey from Precise TV.

Beyond the chart:

- 28.6 million US children under 12 will watch YouTube this year, according to our forecast.
- Though [Gen Alpha](#) is young, it's wise for marketers to think about how and where to connect with the next generation of consumers.
- They're already influencing purchasing decisions—55% of parents with children under 4 say their kids asked for a specific product they saw online, according to a December 2022 survey by Morning Consult. That number increases among parents of children ages 5-7 (72%) and ages 8-9 (75%).

Use this chart:

- Prepare for marketing to Gen Alpha.
- Justify or adjust ad spend on YouTube.

More like this:

- Apple's Vision Pro, AI and Gen Alpha: 3 SXSW takeaways
- OpenAI's Sora could create a new era for video marketing—but it could also clutter YouTube and TikTok
- How marketers should measure social media creator campaign performance
- Amazon poaches MrBeast to generate a hit for Prime Video

Methodology: Data is from the February 2024 Precise TV "PARK: Precise Advertiser Report - Kids Winter 2024." 2,000 US children ages 2-12 and their parents were surveyed during October 2023.