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KIDS YOUTUBE · U.S. PARENTS, 2025

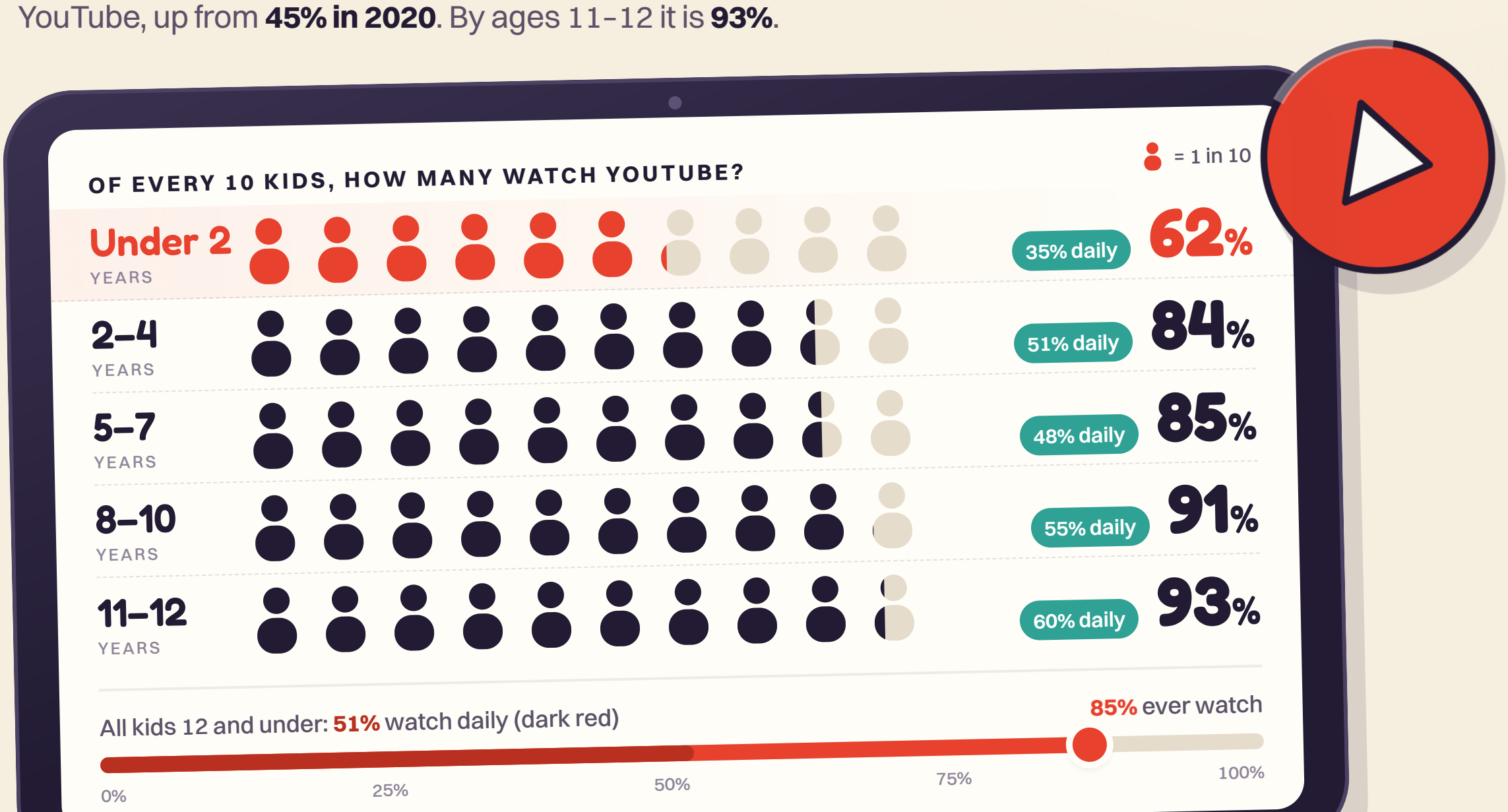
YouTube Before Two

How many children watch, by age

62% of U.S. parents of a child under 2 say their child watches YouTube, up from **45% in 2020**. By ages 11–12 it is **93%**.

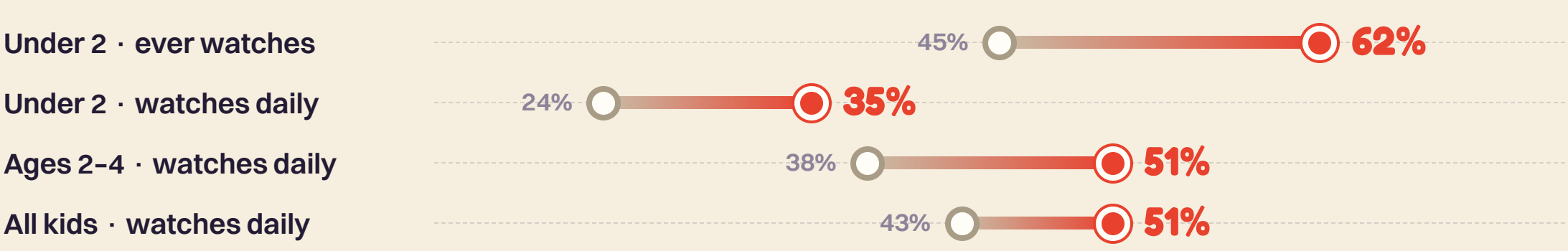
*The rise came from the **youngest kids**. For ages 2 and up, "ever watch" shares are statistically flat since 2020.*

OF EVERY 10 KIDS, HOW MANY WATCH YOUTUBE?



2020 VS. 2025: THE YOUNGEST VIEWERS DROVE THE RISE

Share of parents saying their child watches YouTube



MINUTES A DAY, AGES 0–8

Common Sense Media Census, parents surveyed Aug 2024

28 min
a day on **longer videos on apps like YouTube** (ages 5–8: 32 min)

14 min
a day on **short-form video** (TikTok, Reels, Shorts), up from 1 min in early 2020

49%
of young YouTube viewers mainly watch on **a parent's account**

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SOURCE *Pew Research Center, How Parents Manage Screen Time for Kids (Oct 2025; 3,054 U.S. parents, May 2025). Common Sense Media, 2025 Census: Media Use by Kids Zero to Eight (1,578 U.S. parents, Aug 2024). Note: Parents answered about one randomly selected child. Pew's 2020 total covered kids 11 and under.*