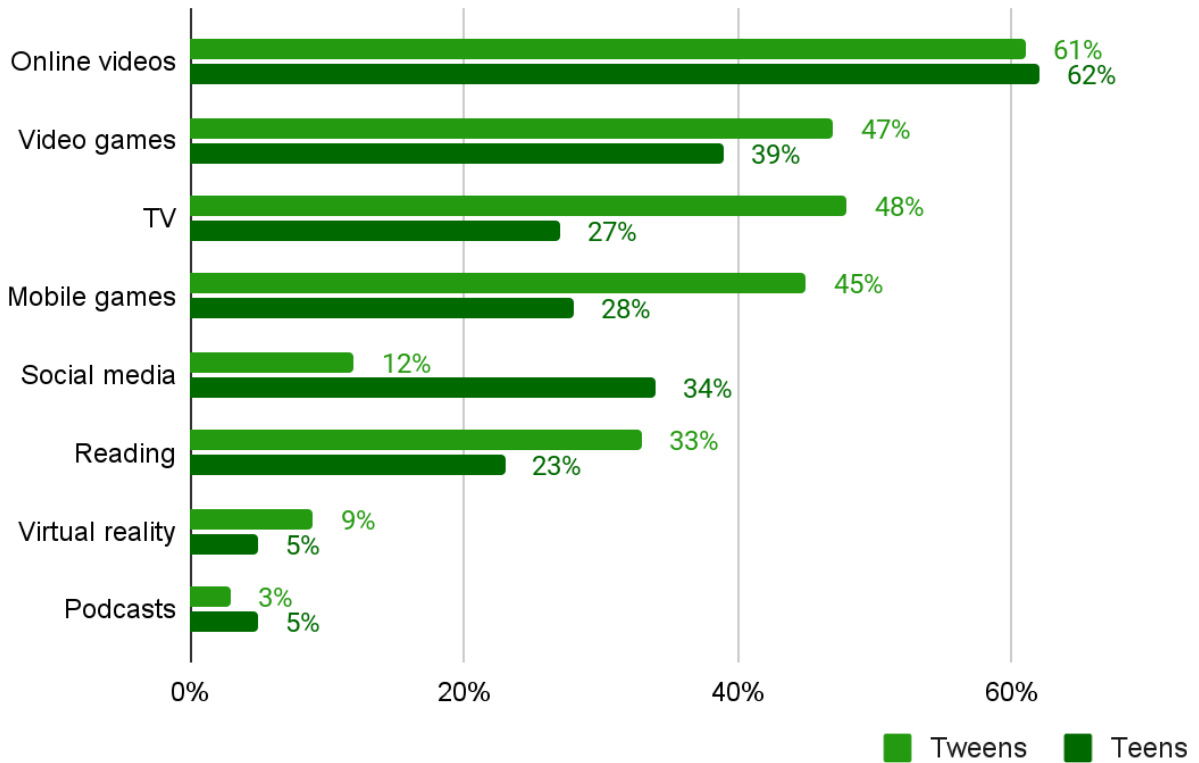


The Common Sense Census: Media Use by Tweens and Teens, 2021

Online Video

Watching online videos is the favorite media activity among 8- to 18-year-olds.

Favorite entertainment screen media activities, by age, 2021
Percent of tweens and teens who enjoy each media activity "a lot"



Watching online videos appeals to both tweens and teens, boys and girls, and across racial/ethnic groups and income levels.

Percent who enjoy watching online videos "a lot"

Gender		Race/Ethnicity			Family Income		
Boys	Girls	White	Black	Hispanic/Latino	Lower income	Middle income	Higher income
64% ^a	59% ^b	60%	64%	66%	65%	62%	60%

The percent who viewed online videos and the time spent watching online videos **increased for teens and remained about the same for tweens** from 2019 to 2021.

Tweens:

	Percent who view online videos every day	Average daily time among all tweens*
2019	56%	0:56
2021	64%	0:57

Teens:

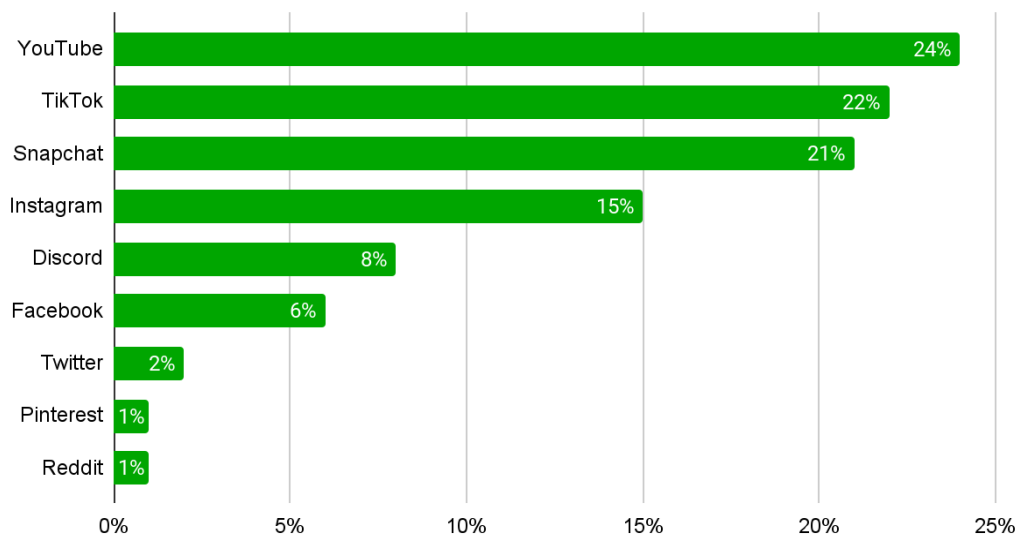
	Percent who view online videos every day	Average daily time among all teens*
2019	69% ^a	0:59 ^a
2021	77% ^b	1:22 ^b

Note: Superscripts (a,b,c) are used to denote whether differences between groups are statistically significant (p<.05).

* Time is represented in hours:minutes.

Among the 79% of teens who are regular users of social media and online videos (using both at least once a week), YouTube is the most popular site.

Percent of teens who use each site the most:



And YouTube was also the one site teens said they wouldn't want to live without (even more so than sites like Instagram and TikTok).

Percent of teens who choose each site as the one they wouldn't want to live without:

