



Pew Research Center

*Internet & Technology*

NOVEMBER 7, 2018

## Many Turn to YouTube for Children's Content, News, How-To Lessons

*An analysis of videos suggested by the site's recommendation engine finds that users are directed toward progressively longer and more popular content*

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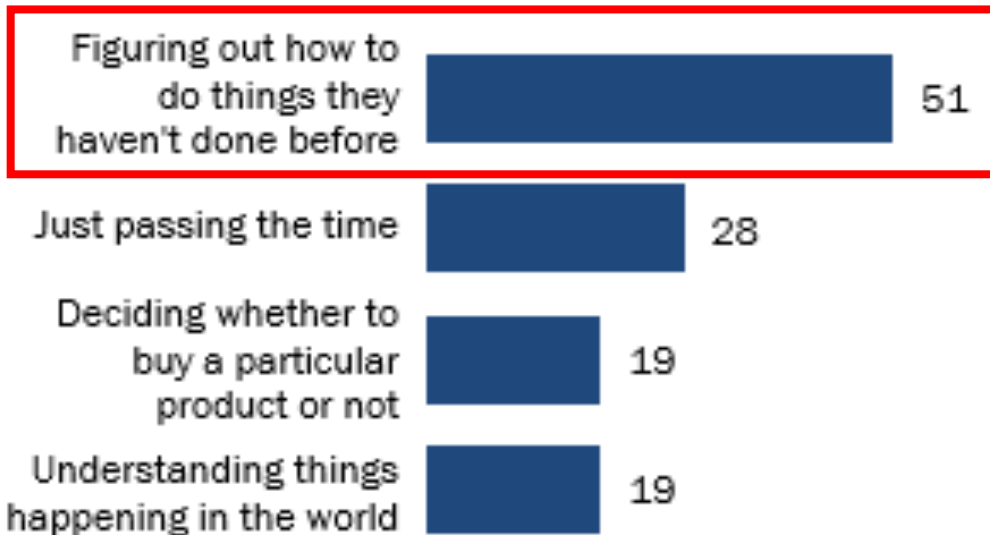


(MaaHoo Studio/Getty Images)

A majority of Americans (<http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>) across a wide range of demographic groups are YouTube adopters, with younger Americans standing out as especially avid users of the site.

([http://www.pewinternet.org/2018/11/07/many-turn-to-youtube-for-childrens-content-news-how-to-lessons/pi\\_2018-11-07\\_youtube\\_o-01/](http://www.pewinternet.org/2018/11/07/many-turn-to-youtube-for-childrens-content-news-how-to-lessons/pi_2018-11-07_youtube_o-01/)) A new Pew Research Center survey of U.S. adults finds that these users are turning to YouTube for much more than entertainment. Roughly half of YouTube users say the platform is very important for helping them figure out how to do things they've never done before. That works out to 35% of all U.S. adults, once both users and non-users of the site are accounted for.

*% of U.S. adults who use YouTube who say the site is very important when it comes to ...*



Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 29-June 11, 2018.

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