



# Why YouTube is an essential part of Aussie parents' lives

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New research shows that Aussie parents\* use YouTube to learn from other parents, find ways to connect with their kids, and have some good ol' fashioned "me time." Here, we'll learn more about Aussie parents' behaviour on YouTube—and what your brand can do to reach this sizable audience.

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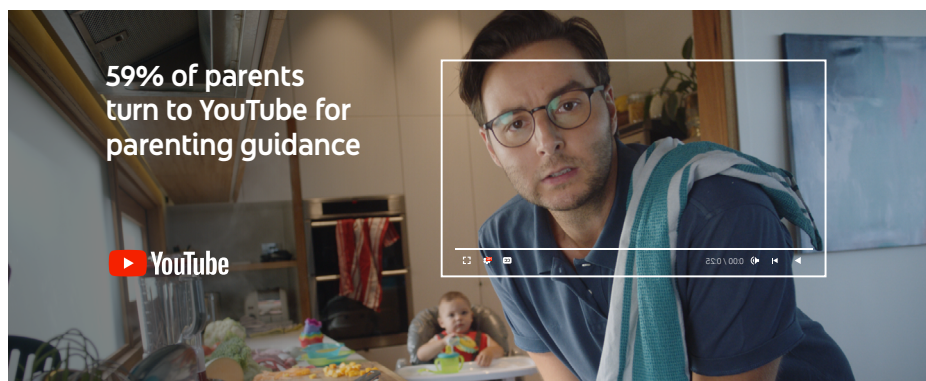
**Y**ouTube isn't a passive environment where Aussies go to watch videos—they're using the platform to fuel and broadcast their everyday experiences. And this is especially true of parents.

YouTube is a big part of that world for both parents and for the rest of Australia. Aussies of all ages are spending more and more time on YouTube, [with over 15M Aussie adults spending more than 18 hours each on YouTube per month](#).

But what exactly are parents watching on YouTube? We've partnered with Flamingo, Ipsos, and TNS<sup>1</sup> for the past year, conducting research with over 2,500 Aussies to better understand the important role the platform plays in their lives. Keep reading to learn more.

## Where Aussie parents learn from other parents

As parenting becomes more flexible and more modern family dynamics emerge, Aussies are adapting to changing perceptions of what it means to be a parent. For instance, we see dads taking on increasingly active parenting roles. "Quite often I'll do the preparing of meals, dropping off at preschool, picking him up, feeding him—all those kinds of things," said Neil, 49. "I'm more involved in parenting by choice and also by necessity. Both our careers are important to us, so it's up to both of us to support each other in those roles."<sup>2</sup>



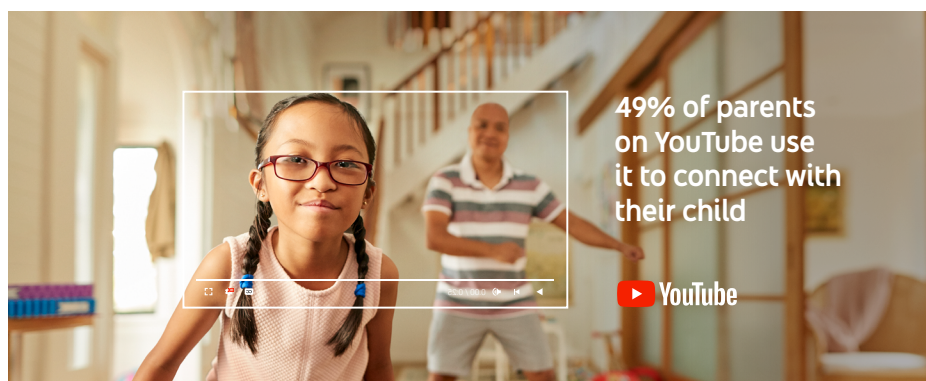
YouTube helps Aussie parents when they need it. Instead of solely relying on friends and family or books and blogs, parents are increasingly turning to YouTube. In fact, 59% of them use YouTube for parenting guidance.<sup>3</sup> For example, one young dad, 27, used YouTube to help his daughter, looking up “how to braid a little girl’s hair.”<sup>3</sup>

“I have a real issue with messy hair, so I taught myself how to braid and how to do different hairstyles so my girls can always have nice and neat hair. They don’t look like they’re cavewomen,” said Ashleigh, 26. “It’s great because you don’t need to go to courses or pay a professional to do it. If it’s fairly straightforward, you can attempt it and teach yourself. And why not?”<sup>2</sup>

What’s more, YouTube content isn’t just teaching parents tips and tricks, it’s also influencing purchase behaviour: 64% of YouTube Parents ended up buying a product or service they saw in a video on YouTube when they were learning how to do something.<sup>3</sup>

## Where Aussie parents find ways to connect with their kids

Modern parents value honest and fair exchange with their children and desire for a “real” relationship based on openness and candour. Aussie parents seek to form close connections with their kids and want them to be able to talk to them about anything.



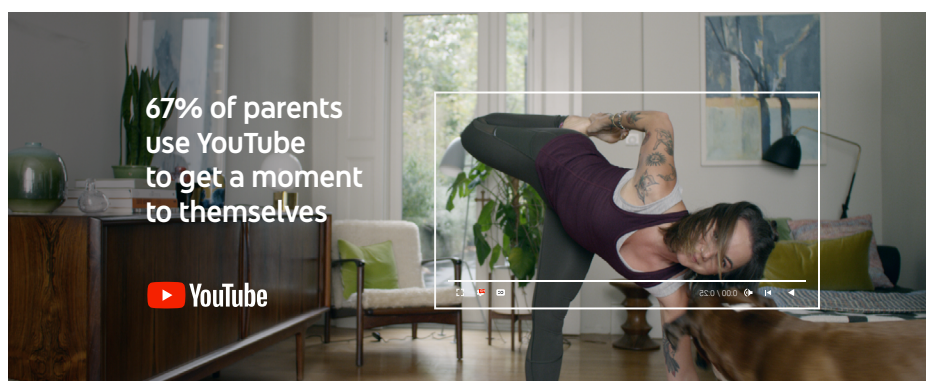
As Aussie parents prioritise building strong relationships with their kids, more and more are turning to YouTube to bond over its wide range of content—from educational videos to the latest viral sensation—both online and offline.

Whether to show their kids how to tie their shoes or to help solve math problems, 49% of parents on YouTube use it to connect with their child.<sup>3</sup> What's more, 52% of them use YouTube to stay in the know about their child's world.<sup>3</sup> For example, one dad, 39, used YouTube to help his child learn by looking up "science experiment."<sup>3</sup>

"[My kids] love arts and crafts, and so do I. We'll get together and build things or they'll show me how they learnt this on YouTube," said Ashleigh. "As a family, YouTube's brought us together. It's our way of getting together: sitting around the TV, but still using our brains so it's not just mindless."<sup>2</sup>

## Where Aussie parents go for "me time"

As we saw firsthand in ethnographic research, parents, more so than past generations, look to maintain a sense of self outside of their role as a parent.<sup>2</sup> Among Aussie parents, many agree that finding time for themselves allows them to relax and rejuvenate, and it makes them better parents.



For many Aussies, YouTube is a valuable source of “me time.” Whether they’re watching videos about their hobbies and interests or just unwinding with music, 67% of parents on YouTube use it to get a moment to themselves.<sup>3</sup>

“YouTube is my personal moment. I can watch videos in peace on my phone,” said Renato, 42. “Before going to work, I’ll sit in my car and watch two or three videos. It’s my time.”<sup>2</sup>

## How marketers can get the attention of their audiences on YouTube

Whether turning to YouTube to learn from other parents, find ways to connect with their kids, or get a moment to themselves, YouTube plays an increasingly important role in the lives of parents, and, in fact, with Aussies overall.

The beauty of YouTube is that advertisers can tailor their approach to reach the specific audience they care about. Whether that's a broad audience like parents or a niche audience like “Aussies in the market for a new car,” our [advanced audience solutions](#) and unique insights can help you connect with the audience you care about most when they are leaned in on YouTube.

*\*defined as aged 21 to 54 with children 18 years or younger living in the household.*

## Sources

- 1 Google/TNS, "Human Stories In-depth Interview Study," March 2017, Australia, n=19 male/female YouTube users aged 21–54.
- 2 Google/Flamingo, "Human Stories Ethnographic Study," March 2017, Australia, n=16 male/female YouTube users aged 21–54 interviewed in their own home.
- 3 Google/Ipsos, "Human Stories Quantitative Study," August 2017, Australia, n=2,529 male/female YouTube users aged 18–54 who completed a device-agnostic survey. Gen Online Pop: Access internet at least monthly.



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