

Schapiro Exhibit 423

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Cc:
Bcc:
Received Date: 2007-09-05 02:13:53 GMT
Subject: projects to knock through

Research/Insights

I have attached the profile study from this past June.
Lots of user data in here and yes - there is a PPT deck and a one sheet summary that the pods have been trained on - but I imagine need again.

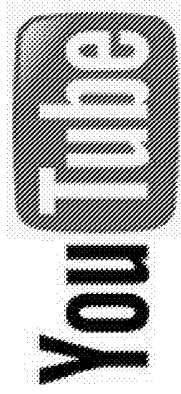
As we move through staffing etc. do you want to knock out 3-4 profile studies for the key verticals: CPG, Entertainment, Tech Comm and Auto? I'd work with the same vendor (contract) who helped with this study. And have the VDs weigh in big time on key lines of inquiry that they believe will help them sell.
Essentially I'd project manage (which means Francisca would).

I'd like to deliver on some insights to the key verticals this Fall and they could get into some brand awareness.
Provides great fodder/reasons for calls etc.

Let me know what you think. Not hard to do.

Attachments:

YouTube User Profile Tables.xls



YouTube Profile Study

June 2006

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	Age										Region				
	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	3417	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
Male	53%	60%	100%		60%	46%	43%	46%	58%	54%	56%	54%	52%	55%	51%
Female	47%	40%		100%	40%	54%	57%	54%	42%	46%	44%	46%	48%	45%	49%

Q405Are you...

		How Often On YouTube							
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>	
<u>West</u>	<u>845</u>	<u>138</u>	<u>182</u>	<u>749</u>	<u>700</u>	<u>703</u>	<u>354</u>	<u>591</u>	
		<u>62%</u>	<u>62%</u>	<u>58%</u>	<u>55%</u>	<u>49%</u>	<u>48%</u>	<u>46%</u>	
		<u>38%</u>	<u>38%</u>	<u>42%</u>	<u>45%</u>	<u>51%</u>	<u>52%</u>	<u>54%</u>	

Table 3

Age

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	Adults 18+		Teens 13-17		Male		Female		
	Total	3417	3043	314	1801	1616	13-17	18-20	21-24
Total Answering		3417	3043	314	1801	1616	333	145	261
Under 13									
13-17	10%	0%	100%	100%	11%	8%	100%		
18-20	4%	5%			4%	5%		100%	
21-24	8%	8%			6%	9%			100%
25-34	21%	24%			19%	24%			
35-44	19%	21%			20%	17%			
45-54	20%	22%			20%	19%			
55-64	11%	12%			12%	10%			
65 or older	8%	8%			8%	7%			

Q450 With which online (web) media are you involved? Please select all that apply.

Age	Region				How Often On YouTube			
	East	Midwest	South	West	More Than Daily	Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly
25-34	909	772	891	845	138	182	700	703
35-44	641							
45-54	675							
55-64	380							
65 or older	259							
723								
100%	10%	9%	11%	9%	21%	14%	9%	9%
	5%	4%	4%	3%	9%	4%	4%	4%
	8%	7%	7%	8%	15%	10%	9%	7%
	18%	21%	23%	23%	21%	26%	21%	21%
	20%	20%	17%	18%	14%	16%	19%	20%
	20%	20%	17%	21%	11%	15%	19%	22%
	11%	11%	12%	11%	4%	7%	11%	11%
	8%	7%	8%	7%	4%	7%	8%	7%
	100%							

<u>Monthly</u>	<u>Monthly</u>	<u>Less Than</u>
354	591	
7%	8%	
3%	3%	
4%	5%	
25%	16%	
19%	19%	
23%	25%	
11%	15%	
7%	11%	

		Region			How Often On YouTube							
		East	Midwest	South	West	More Than Daily	Daily	Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
	<u>65 or older</u>	259	772	891	845	138	182	749	700	703	354	591
45-54	380	909	772	891	845	138	182	749	700	703	354	591
27%	26%	100%				26%	34%	26%	27%	25%	24%	28%
23%	22%	100%	100%			20%	18%	23%	23%	24%	20%	24%
23%	28%	29%		100%		22%	25%	26%	26%	26%	31%	25%
26%	24%	23%			100%	32%	24%	25%	25%	24%	25%	23%

Table 5

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	Age										East
	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	259	909	
Total Answering	333	145	261	723	641	675	380	259	909		
	33%	14%	26%	73%	63%	58%	51%	42%	68%		
Adults 18+	3043										
Teens 13-17	314										
Male	1801										
Female	1616										
Total	3417	3043	314	1801	1616						
By typing www.youtube.com in my web browser	66%	64%	82%	82%	66%	65%	65%	65%	65%		
From a "shared" video link someone sent me	59%	61%	45%	44%	53%	65%	65%	65%	65%		
From one of my favorites links that I've bookmarked or saved	22%	22%	19%	21%	25%	20%	20%	20%	20%		
By searching on a search engine (i.e., Google, Yahoo!, MSN, AOL, etc.)	24%	23%	33%	33%	28%	20%	20%	20%	20%		
YouTube is my homepage	1%	0%	1%	2%	1%	0%	0%	0%	0%		
From a link on another Website	40%	41%	37%	36%	44%	36%	36%	36%	36%		
Other (Specify)	3%	3%	4%	4%	3%	2%	2%	2%	2%		
I have not gone to YouTube in the past three months.											

Q430 In which of the following ways have you visited YouTube in the past three

Region	How Often On YouTube											
			More Than Weekly/ Less Than Daily			Weekly			More Than Monthly/ Less Than Weekly		Less Than Monthly	
	Midwest	South	West	Daily	Daily	Less Than Daily	Weekly	Weekly	Less Than Weekly	Monthly	Monthly	Less Than Monthly
	772	891	845	138	182	749	700	703	354	591		
	63%	65%	66%	84%	77%	77%	72%	64%	57%	44%		
	60%	60%	60%	59%	58%	64%	59%	62%	50%	54%		
	22%	22%	24%	49%	46%	34%	22%	19%	12%	4%		
	26%	23%	26%	41%	30%	31%	26%	22%	21%	14%		
	1%	1%	0%	9%	1%	1%	0%	0%	0%	0%		
	40%	40%	42%	49%	48%	55%	44%	36%	31%	25%		
	3%	3%	3%	8%	4%	3%	2%	2%	4%	3%		

Table 6

How Most Frequently Visit

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	Adults 18+		Teens 13-17		Male	Female	13-17	18-20	21-24
	Total	%	Total	%					
Total Answering	3417		314		1801	1616	333	145	261
By typing www.youtube.com in my web browser	37%	34%	61%	37%	37%	36%	60%	63%	45%
From a "shared" video link someone sent me	29%	31%	12%	22%	22%	36%	12%	18%	20%
From one of my favorites links that I've bookmarked or saved	11%	12%	6%	14%	14%	9%	8%	9%	11%
By searching on a search engine (i.e. Google, Yahoo!, MSN, AOL, etc.)	6%	6%	11%	8%	8%	4%	11%	3%	7%
YouTube is my homepage	0%	0%	0%	0%	0%	0%	0%	0%	0%
From a link on another Website	15%	16%	7%	17%	17%	13%	7%	3%	15%
Other (Verbatim Available)	2%	2%	2%	2%	2%	2%	2%	4%	2%

Q435 How do you most frequently visit YouTube? Please select only one response.

<u>Monthly</u>	<u>Monthly</u>	<u>Less Than</u>
354	591	
36%	29%	
32%	44%	
7%	2%	
9%	7%	
14%	14%	
2%	3%	

Table 7

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	Age												
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259
Several times a day	4%	3%	6%	5%	3%	9%	9%	8%	4%	3%	2%	2%	2%
Once a day	5%	5%	7%	6%	4%	8%	6%	7%	7%	5%	4%	3%	5%
Several times a week but less than daily	22%	22%	24%	24%	20%	24%	27%	25%	23%	23%	18%	21%	19%
About once a week	20%	21%	21%	21%	19%	20%	20%	25%	21%	20%	19%	20%	21%
Two to three times a month	21%	21%	19%	19%	22%	18%	21%	18%	20%	22%	23%	21%	18%
About once a month	10%	11%	8%	9%	11%	7%	8%	6%	12%	11%	12%	10%	10%
Less often/only as needed	17%	18%	15%	15%	20%	14%	10%	11%	13%	17%	21%	23%	25%

Q440 How often do you typically visit YouTube?

Region		How Often On YouTube								
		More Than Daily	Daily	Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly		
East	772	891	845	138	182	749	700	703	354	591
Midwest	3%	3%	5%	100%						
South	5%	5%								
West	22%	22%	22%	100%						
	21%	20%	20%		100%					
	20%	21%	20%					100%		
	9%	12%	11%						100%	
	18%	17%	16%							100%

Table 8

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	Age					
	Total	13-17	18-20	21-24	25-34	35-44
	3417	333	145	261	723	641
		Male	Female			
	3043	1801	1616			
		Adults 18+	Teens 13-17			
	3043	314	1801			
Less than 30 minutes per week	71%	72%	65%	68%	74%	71%
30 to 60 minutes per week	21%	21%	19%	23%	19%	22%
2-5 hours per week	6%	5%	13%	7%	6%	5%
6-10 hours per week	1%	1%	2%	1%	1%	1%
11-19 hours per week	0%	0%	1%	1%	0%	0%
20+ hours per week	0%	0%	1%	0%	1%	0%
MEAN	0.8	0.7	1.2	0.9	0.8	0.8

Q445 How much time per week do you typically spend on YouTube?

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	Age													
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909
More time	30%	30%	35%	28%	33%	36%	39%	38%	31%	28%	29%	30%	22%	32%
About the same amount of time	57%	58%	47%	59%	55%	47%	50%	50%	58%	63%	60%	54%	59%	54%
Less time	13%	12%	18%	13%	12%	18%	12%	12%	11%	10%	11%	15%	18%	13%

YouTube as compared to three months ago?

Region	How Often On YouTube									
	West	South	Midwest	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly
	845	891	772	138	182	749	700	703	354	591
	29%	29%	32%	54%	51%	45%	38%	23%	16%	9%
	58%	58%	58%	40%	45%	49%	52%	63%	68%	67%
	13%	13%	10%	6%	4%	7%	11%	13%	16%	24%

Table 10

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	Age											
	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older
Total Answering	3417	314	1801	1616	333	145	261	723	641	675	380	259
Yes	48%	46%	54%	41%	56%	70%	58%	53%	50%	40%	38%	29%
No	52%	54%	46%	59%	44%	30%	42%	47%	50%	60%	62%	71%

Q455 Are you a registered user on YouTube?

Region		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
East	Midwest	South	West	Daily	Daily	Weekly	Weekly	Monthly	Monthly
909	772	891	845	138	182	749	700	354	591
48%	45%	49%	48%	86%	77%	61%	50%	33%	23%
52%	55%	51%	52%	14%	23%	39%	50%	67%	77%

Table 13

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	Age																
	Total	Adults 18+			Teens 13-17			Male			Female						
		1746	1527	159	13-17	159	920	826	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East
Total Answering	1746	1527	159	13-17	159	920	826	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	142	455
Any of These Activities (net)	61%	59%	63%	63%	62%	60%	67%	71%	66%	64%	58%	56%	55%	59%	62%		
Rated Videos	23%	20%	28%	28%	26%	19%	34%	36%	32%	25%	23%	16%	15%	12%	23%		
Posted a video reply to a video	4%	3%	8%	8%	4%	3%	9%	5%	3%	4%	3%	2%	3%	2%	5%		
Viewed the videos by language	8%	7%	9%	9%	9%	7%	10%	8%	3%	5%	8%	7%	13%	11%	8%		
Viewed videos by view count	21%	21%	15%	15%	24%	18%	20%	22%	23%	23%	19%	20%	19%	20%	24%		
Categorized Videos	7%	7%	5%	5%	9%	5%	6%	7%	3%	7%	10%	7%	9%	5%	10%		
Uploaded Videos	8%	6%	19%	19%	8%	9%	23%	13%	5%	8%	6%	6%	5%	6%	9%		
Participated in Groups	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%		
Participated in Contests	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%		
Used Channels	7%	6%	6%	6%	8%	5%	11%	8%	8%	7%	8%	4%	5%	1%	7%		
Joined Groups	2%	2%	3%	3%	2%	2%	4%	4%	2%	2%	2%	2%	2%	2%	2%		
Used Community Features	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	1%	2%		
Subscribed to Channels	4%	3%	5%	5%	5%	4%	8%	12%	9%	5%	4%	1%	2%	2%	5%		
Subscribed to videos from other users	7%	6%	6%	6%	6%	8%	11%	14%	12%	8%	5%	4%	7%	3%	8%		
Posted comments	14%	12%	18%	18%	15%	14%	24%	29%	22%	14%	14%	10%	7%	6%	16%		
Sent link to others	27%	28%	23%	23%	24%	31%	26%	32%	32%	29%	24%	28%	27%	26%	27%		
Blocked others' videos	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%	1%		
Flagged video as inappropriate	2%	2%	2%	2%	3%	2%	4%	1%	3%	2%	2%	2%	2%	2%	3%		
Embedded a YouTube video on my website or blog	10%	8%	20%	20%	9%	11%	21%	17%	17%	13%	9%	4%	2%	2%	9%		
None of these	39%	41%	37%	37%	38%	40%	33%	29%	34%	36%	42%	44%	45%	41%	38%		

months? Please select all that apply.

Region		How Often On YouTube									
		Midwest	South	West	More Than Daily	Daily	Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
		413	455	423	88	107	391	348	378	167	267
		60%	62%	58%	92%	85%	75%	67%	54%	44%	30%
		22%	23%	23%	67%	58%	31%	22%	13%	11%	4%
		3%	3%	4%	18%	7%	5%	3%	2%	1%	1%
		9%	8%	6%	10%	12%	9%	5%	7%	7%	7%
		20%	21%	17%	32%	34%	25%	24%	16%	19%	10%
		7%	6%	5%	23%	18%	9%	7%	4%	4%	1%
		6%	8%	10%	30%	15%	10%	7%	7%	4%	2%
		1%	1%	1%	7%	6%	1%	1%	1%	4%	2%
		1%	1%	1%	6%	2%	1%	1%	1%		0%
		7%	6%	6%	33%	13%	10%	5%	3%	3%	1%
		2%	2%	2%	14%	8%	2%	2%	1%	1%	1%
		2%	1%	2%	13%	5%	2%	1%	1%		
		4%	4%	4%	31%	14%	5%	3%	1%	1%	
		5%	8%	7%	28%	22%	8%	5%	4%	2%	2%
		12%	12%	16%	61%	36%	20%	13%	6%	3%	1%
		27%	28%	29%	51%	47%	40%	30%	22%	10%	8%
		0%	1%	1%	6%	2%	1%	0%	1%		
		2%	3%	1%	10%	7%	3%	1%	2%	1%	
		8%	9%	12%	30%	16%	15%	9%	7%	4%	1%
		40%	38%	42%	8%	15%	25%	33%	46%	56%	70%

Table 14

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		Age														
		Adults 18+					Teens 13-17					Male	Female			
		13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	West					
Total Answering	295	31	14	21	69	51	50	32	27	85						
View the videos by language																
View videos by view count	23%	26%	21%	14%	24%	26%	31%	33%	19%							
Categorize Videos	81%	77%	95%	88%	80%	78%	72%	70%	82%							
Subscribe to videos from other users																

Path A: Q515 Which of the following actions do you take regularly? Please select all that apply.

Region	How Often On YouTube									
	West	South	Midwest	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly
	60	79	71	22	35	80	65	51	24	18
	23%	23%	27%	18%	23%	21%	17%	35%	17%	28%
	78%	82%	80%	91%	77%	84%	88%	69%	83%	72%

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	Age										Region					
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
None	82%	83%	77%	83%	81%	75%	82%	94%	81%	82%	84%	76%	79%	80%	85%	81%
1-5	14%	13%	20%	12%	16%	21%	16%	6%	13%	14%	11%	18%	13%	15%	11%	15%
6-10	3%	2%	1%	3%	3%	3%	1%	2%	3%	2%	3%	1%	6%	3%	2%	2%
11-24	1%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%
25-49	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	1%
50+	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%
MEAN	1.2	1.1	1.3	1.4	1.0	1.5	1.5	0.2	1.2	1.1	1.2	2.1	1.3	1.4	1.2	1.2

you...? Please select one response for each item listed below.

		How Often On YouTube									
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>Weekly</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>	
<u>West</u>	<u>More Than Daily</u>	<u>Daily</u>	<u>Daily</u>	<u>Less Than Daily</u>	<u>More Than Weekly/ Less Than Daily</u>	<u>Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>	<u>Monthly</u>
423	88	107	391	348	378	167	267				
81%	66%	76%	81%	80%	85%	86%					
14%	23%	15%	12%	16%	13%	12%					
3%	6%	7%	4%	3%	2%	0%					
1%	2%	2%	2%	1%	0%	1%					
0%	2%	1%	2%	1%	0%	0%					
0%	1%		1%	0%		0%					
1.1	3.1	1.7	2.0	1.2	0.6	0.4	0.8				

Table 16

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	Age											Region				
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
None	77%	79%	72%	75%	79%	67%	67%	74%	78%	77%	80%	82%	84%	75%	77%	79%
1-5	16%	16%	20%	16%	16%	21%	22%	21%	15%	18%	13%	14%	12%	19%	16%	14%
6-10	3%	3%	5%	4%	3%	5%	8%	2%	3%	2%	3%	4%	4%	3%	3%	4%
11-24	1%	1%	2%	2%	1%	3%	1%	1%	2%	1%	1%			2%	2%	1%
25-49	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%			0%	1%	0%
50+	1%	1%	1%	1%	1%	2%		2%	1%	2%	1%	1%	1%	1%	1%	1%
MEAN	2.0	1.5	1.7	2.3	1.6	3.7	2.0	1.7	2.3	1.9	1.8	0.7	1.1	2.0	2.0	1.9

you...? Please select one response for each item listed below.

		How Often On YouTube									
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>Weekly</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>	
<u>West</u>	<u>More Than Daily</u>	<u>Daily</u>	<u>Daily</u>	<u>Less Than Daily</u>	<u>More Than Weekly/ Less Than Daily</u>	<u>Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
423	88	107	391	348	378	167	267				
77%	28%	45%	69%	78%	89%	90%	92%				
16%	31%	33%	24%	17%	11%	8%	6%				
4%	14%	10%	4%	4%	0%	1%	1%				
1%	7%	5%	2%	1%	0%	1%	1%				
1%	9%	4%	1%								
1%	11%	4%	1%				1%				
1.9	13.7	6.4	2.1	0.9	0.4	0.8	0.4				

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	Age										Region					
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
None	50%	50%	58%	54%	46%	56%	51%	50%	47%	55%	50%	45%	47%	48%	54%	49%
1-5	34%	35%	30%	30%	39%	29%	34%	34%	38%	30%	37%	36%	32%	37%	30%	34%
6-10	9%	9%	8%	9%	10%	8%	7%	10%	8%	8%	10%	11%	13%	9%	9%	10%
11-24	4%	4%	3%	4%	3%	3%	4%	2%	5%	5%	2%	5%	6%	4%	5%	4%
25-49	2%	2%	2%	2%	1%	1%	3%	3%	2%	2%	1%	1%	1%	1%	1%	2%
50+	1%	0%	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%
MEAN	3.6	3.4	2.8	3.5	3.7	4.0	4.1	4.1	3.7	3.2	2.9	4.0	3.7	3.6	3.5	3.8

you...? Please select one response for each item listed below.

		How Often On YouTube									
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>Weekly</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>	
<u>West</u>	<u>423</u>	<u>88</u>	<u>107</u>	<u>391</u>	<u>348</u>	<u>378</u>	<u>167</u>	<u>267</u>			
	49%	28%	30%	34%	40%	56%	74%	79%			
	36%	20%	27%	39%	47%	40%	22%	18%			
	9%	16%	18%	17%	11%	4%	2%	2%			
	3%	18%	14%	6%	2%	0%	1%	1%			
	2%	11%	7%	2%	0%	0%	1%	0%			
	0%	6%	4%	1%							
	3.4	13.0	9.9	4.9	2.8	1.7	1.3	1.1			

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	Age										Region					
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
None	97%	98%	97%	97%	98%	97%	97%	99%	96%	97%	99%	95%	99%	97%	98%	97%
1-5	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	1%	5%	2%	2%	1%	2%
6-10	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%
11-24	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
25-49	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%
50+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MEAN	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.0	0.5	0.1	0.0	0.2	0.1	0.2	0.2	0.2

you...? Please select one response for each item listed below.

		How Often On YouTube									
		More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly	Monthly	Less Than Monthly	
	88	107	391	348	378	167	267				
423	97%	90%	93%	97%	98%	98%	99%				
	2%	6%	4%	3%	1%	2%	1%				
	0%	2%	2%	1%	1%	0%	1%				
	0%	2%	1%				0%				
	0%	2%	1%				0%				
	0.2	1.2	1.0	0.1	0.1	0.1	0.0				
							0.1				
							0.1				

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	Age											Region					
	Total	Adults			Teens			Male			Female			East	Midwest	South	
		18+	13-17	13-17	13-17	13-17	13-17	13-17	13-17	13-17	13-17	13-17	13-17				13-17
Total Answering	1746	1527	159	159	920	920	826	826	177	177	177	177	177	177	177	177	177
None	96%	97%	96%	96%	95%	95%	97%	97%	94%	94%	94%	94%	94%	94%	94%	94%	94%
1-5	3%	3%	3%	3%	4%	4%	3%	3%	5%	5%	5%	5%	5%	5%	5%	5%	5%
6-10	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
11-24	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
25-49	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
50+	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MEAN	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3

you...? Please select one response for each item listed below.

		How Often On YouTube															
		More Than Daily			More Than Weekly/ Less Than Daily			More Than Monthly/ Less Than Weekly			Less Than Monthly						
West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly	West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
423	88	107	391	348	378	167	267										
97%	85%	90%	96%	97%	97%	98%	99%										
3%	10%	6%	4%	2%	3%	2%	1%										
	3%	2%		0%													
0%	1%	1%			0%												
		1%															
0.2	1.0	1.4	0.1	0.1	0.2	0.1	0.0										

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	Age										Region					
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
None	95%	96%	92%	95%	96%	91%	95%	98%	95%	95%	96%	96%	98%	93%	96%	95%
1-5	4%	3%	7%	4%	4%	7%	4%	2%	4%	5%	4%	3%	1%	6%	2%	4%
6-10	0%	0%	1%	1%	0%	1%	1%		0%	0%	0%	1%	1%	0%	1%	0%
11-24	0%	0%		0%	0%	1%			0%	0%	0%	1%		0%	1%	0%
25-49	0%	0%		0%	0%	1%			1%	1%				0%	0%	0%
50+	0%	0%		0%	0%	1%			0%	0%				0%	0%	0%
MEAN	0.3	0.3	0.3	0.3	0.3	0.8	0.2	0.1	0.7	0.2	0.1	0.2	0.1	0.4	0.4	0.2

you...? Please select one response for each item listed below.

		How Often On YouTube									
		More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
423	88	107	391	348	378	167	267				
97%	89%	88%	95%	93%	97%	99%	99%				
2%	9%	8%	4%	6%	3%	1%	1%				
0%	0%	1%	1%	1%	0%	0%	0%				
0%	1%	2%	0%	0%	0%	0%	0%				
0%	1%	1%	0%	0%	0%	0%	0%				
0.3	0.9	1.6	0.4	0.3	0.1	0.0	0.0				

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	Age											Region																				
	Adults 18+		Teens		Male		Female		13-17		18-20		21-24		25-34		35-44		45-54		55-64		65 or older		East	Midwest	South					
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%				
Total Answering	1427		1267		123		762		665		132		62		136		297		267		282		139		112		365		349		370	
Very Likely	4%	3%	6%	4%	4%	8%	5%	1%	2%	4%	8%	5%	1%	2%	4%	6%	4%	4%	4%	4%	4%	6%	4%	4%	4%	4%	4%	3%	3%	5%	5%	
Somewhat Likely	7%	6%	7%	8%	6%	8%	10%	7%	5%	8%	8%	10%	7%	5%	7%	3%	6%	6%	6%	10%	10%	3%	10%	10%	7%	7%	7%	7%	8%	8%	8%	
Not Too Likely	21%	22%	15%	22%	15%	15%	16%	24%	26%	15%	15%	16%	24%	26%	24%	20%	22%	22%	22%	20%	20%	22%	22%	14%	14%	24%	21%	21%	19%	19%	19%	
Not at All Likely	68%	68%	72%	66%	70%	70%	69%	68%	67%	70%	70%	69%	68%	67%	68%	67%	67%	67%	67%	67%	67%	68%	68%	71%	65%	68%	68%	68%	68%	68%	68%	68%

months? Please select one response for each item listed below.

		How Often On YouTube								
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>		
<u>West</u>	<u>Daily</u>	<u>Daily</u>	<u>Less Than Daily</u>	<u>Less Than Daily</u>	<u>Weekly</u>	<u>Less Than Weekly</u>	<u>Weekly</u>	<u>Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
343	58	81	315	278	321	145	229			
3%	12%	9%	4%	4%	3%	4%	2%			
6%	16%	20%	9%	4%	5%	8%	3%			
21%	29%	27%	23%	27%	22%	16%	10%			
71%	43%	44%	63%	65%	71%	72%	86%			

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	Age										65 or older			Region		
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	East	Midwest	South	
Total Answering	1346	1210	115	693	653	118	51	107	284	250	267	150	342	318	360	
Very Likely	2%	2%	3%	2%	2%	4%	4%	1%	2%	2%	3%	2%	3%	2%	3%	
Somewhat Likely	9%	9%	9%	9%	9%	8%	8%	10%	8%	11%	10%	6%	9%	8%	10%	
Not Too Likely	29%	29%	22%	29%	28%	22%	25%	30%	35%	28%	29%	29%	30%	31%	26%	
Not at All Likely	60%	60%	66%	59%	60%	65%	63%	59%	55%	59%	58%	63%	58%	58%	62%	

months? Please select one response for each item listed below.

		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	Less Than Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
326	25	48	268	273	336	151	245		
2%	4%	4%	1%	2%	2%	5%	2%		
9%	24%	25%	17%	8%	6%	6%	2%		
29%	32%	33%	35%	37%	28%	19%	18%		
61%	40%	38%	47%	53%	64%	70%	78%		

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	Age										Region		
	Adults 18+		Teens		Male		Female		65 or older		East	Midwest	South
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	Total	Total
Total Answering	875		93		499		376		67		220	223	225
Very Likely	4%	4%	3%	3%	4%	4%	4%	4%	3%	3%	5%	4%	3%
Somewhat Likely	17%	18%	9%	9%	14%	20%	20%	20%	19%	12%	12%	21%	17%
Not Too Likely	25%	25%	22%	22%	28%	20%	20%	20%	24%	24%	24%	24%	25%
Not at All Likely	55%	54%	67%	67%	55%	55%	55%	55%	52%	63%	58%	50%	55%

months? Please select one response for each item listed below.

		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Weekly	Weekly	Less Than Monthly	Monthly	Less Than Monthly	Monthly	Less Than Monthly
	25	32	134	139	210	124	211		
207	8%	9%	6%	3%	4%	3%	2%		
	16%	22%	26%	24%	16%	16%	6%		
	25%	40%	28%	27%	27%	17%	21%		
	57%	44%	40%	45%	53%	64%	70%		

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	Age											Region				
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	1700	1492	154	889	811	171	74	144	352	315	330	173	141	441	405	442
Very Likely	2%	2%	3%	2%	2%	4%	3%	1%	1%	2%	3%	1%	2%	3%	2%	2%
Somewhat Likely	2%	2%	4%	1%	3%	4%	1%	3%	3%	3%	2%	1%	1%	2%	2%	2%
Not Too Likely	23%	23%	18%	23%	23%	20%	28%	28%	21%	25%	25%	18%	17%	26%	22%	20%
Not at All Likely	73%	73%	75%	74%	72%	73%	76%	70%	74%	71%	71%	79%	80%	69%	73%	76%

months? Please select one response for each item listed below.

		How Often On YouTube									
		More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	Less Than Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly	Monthly	Monthly
412	79	99	381	341	370	166	264				
1%	1%	3%	2%	2%	2%	4%	2%				
2%	1%	4%	3%	2%	1%	2%	1%				
24%	32%	28%	28%	26%	23%	14%	13%				
73%	66%	65%	67%	70%	73%	80%	84%				

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	Age										Region															
	Adults 18+		Teens		Male		Female		65 or older		East	Midwest	South													
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	Total	Total													
Total Answering	1679		1478		153		876		803		167	73	140	21-24	345	25-34	313	35-44	325	45-54	174	55-64	435	401	432	
Very Likely	2%	2%	3%	3%	2%	2%	3%	3%	4%	4%	1%	2%	2%	2%	2%	2%	2%	2%	3%	3%	3%	2%	2%	3%	3%	2%
Somewhat Likely	4%	4%	3%	3%	2%	2%	6%	6%	3%	3%	4%	4%	5%	4%	3%	3%	5%	4%	4%	4%	3%	4%	5%	2%	3%	
Not Too Likely	23%	23%	21%	21%	23%	23%	24%	24%	22%	23%	29%	28%	29%	20%	20%	20%	20%	20%	23%	23%	20%	22%	23%	23%	25%	22%
Not at All Likely	70%	70%	73%	73%	72%	72%	68%	68%	72%	71%	66%	66%	66%	72%	75%	66%	72%	72%	70%	70%	75%	73%	69%	70%	73%	

months? Please select one response for each item listed below.

		How Often On YouTube							
		More Than Daily		More Than Weekly/		More Than Monthly/		Less Than Monthly	
		Less Than Daily	More Than Daily	Less Than Weekly	More Than Weekly	Less Than Monthly	More Than Monthly	Less Than Monthly	More Than Monthly
West		75	96	375	339	365	164	265	
411									
2%	3%	2%	3%	2%	3%	3%	4%	2%	
5%	7%	5%	8%	5%	4%	3%	3%	2%	
23%	29%	29%	25%	29%	26%	24%	15%	13%	
70%	64%	64%	64%	64%	67%	70%	79%	83%	

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	Age											Region																			
	Adults 18+		Teens		Male		Female		13-17		65 or older		East	Midwest	South																
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%															
Total Answering	1663		1464		146		873		790		161		72		142		346		307		321		175		139		425		396		432
Very Likely	2%	2%	3%	3%	2%	2%	2%	2%	4%	3%	4%	3%	1%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	
Somewhat Likely	5%	5%	5%	5%	5%	6%	6%	6%	9%	4%	9%	5%	2%	5%	6%	5%	5%	5%	5%	5%	6%	5%	5%	3%	3%	5%	5%	5%	5%	7%	
Not Too Likely	20%	20%	19%	19%	21%	19%	19%	19%	19%	17%	19%	21%	19%	24%	19%	21%	24%	21%	21%	21%	19%	19%	18%	19%	19%	22%	19%	19%	19%	19%	
Not at All Likely	72%	73%	72%	72%	72%	73%	72%	73%	68%	76%	68%	71%	78%	69%	72%	71%	69%	71%	71%	71%	72%	72%	74%	76%	76%	70%	73%	70%	73%	72%	

months? Please select one response for each item listed below.

		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	Less Than Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
410	78	94	371	323	366	166	265		
1%	3%	4%	3%	2%	2%	4%	2%		
4%	17%	13%	6%	5%	4%	2%	2%		
21%	32%	24%	27%	21%	20%	14%	10%		
74%	49%	59%	65%	72%	75%	80%	86%		

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	Age										
	Adults 18+	13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64
Total Answering	1746	1527	920	826	177	76	145	365	324	334	183
Watching videos	83%	84%	81%	85%	81%	82%	88%	85%	84%	83%	80%
Exploring the site	15%	14%	16%	14%	16%	15%	10%	13%	14%	16%	19%
Engaging with others on the site (Such as, making comments on others' videos)	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%	1%

from 0% to 100%. Please be sure the total of all your responses adds to exactly 100%.

	Region		How Often On YouTube								
	East	Midwest	South	West	More Than Daily	Daily	Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
<u>65 or older</u>	455	413	455	423	88	107	391	348	378	167	267
83%	83%	84%	83%	84%	77%	81%	85%	83%	84%	84%	85%
16%	15%	14%	15%	14%	16%	15%	13%	16%	14%	15%	15%
1%	2%	2%	2%	2%	8%	5%	2%	1%	2%	1%	1%

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	Age												
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older
Total Answering	1746	1527	159	920	826	177	76	145	365	324	334	183	142
I'm a Collector - I make play lists and collect videos for viewing later	4%	3%	3%	4%	4%	3%	7%	8%	4%	5%	2%	2%	
I'm an Uploader - I upload all kinds of content, but not necessarily content I created or produced myself	1%	0%	5%	1%	1%	5%			1%	1%	0%		1%
I'm a Viewer - I just watch videos	94%	96%	91%	94%	94%	88%	93%	92%	94%	94%	97%	97%	97%
I'm a Creator - I produce videos	1%	1%	2%	1%	1%	5%			1%	1%	1%	1%	1%
I'm a Programmer - I create channels with specific content	0%	0%			0%								1%
I'm an Aggregator - I organize others' videos	0%			0%						0%			

YouTube user? Please select only one response.

Region		How Often On YouTube									
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly			
East	Midwest	South	West	Other	More Than Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
455	413	455	423	88	107	391	348	378	167	267	
3%	4%	4%	4%	15%	7%	6%	3%	2%	1%		
1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	
95%	94%	93%	95%	73%	90%	92%	95%	97%	99%	99%	
1%	1%	2%	1%	9%	3%	1%	1%	1%	1%	1%	
0%										0%	
0%				1%							

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	Age										Regi										
	Adults 18+					Teens 13-17					Female	East	Midwest	413							
	Total	1527	5%	13-17	159	3%	35-44	324	8%	45-54					334	7%	55-64	183	4%	65 or older	142
Total Answering	1746	1527	5%	13-17	159	3%	35-44	324	8%	45-54	334	7%	55-64	183	4%	65 or older	142	6%	4%	4%	
Less than one minute																					
One to less than three minutes	43%	45%	29%	42%	43%	27%	25%	41%	46%	41%	47%	45%	56%	39%	44%						
Three to less than five minutes	38%	37%	43%	37%	39%	45%	49%	38%	40%	40%	28%	42%	30%	40%	40%						
Five to less than ten minutes	11%	10%	14%	11%	10%	15%	21%	14%	7%	9%	13%	8%	6%	11%	9%						
Ten or more minutes	4%	3%	11%	4%	4%	11%	5%	6%	4%	2%	4%	2%	2%	6%	3%						

only one response.

		How Often On YouTube									
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>Weekly</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>	
<u>South</u>	<u>West</u>	<u>88</u>	<u>107</u>	<u>391</u>	<u>348</u>	<u>378</u>	<u>167</u>	<u>267</u>	<u>167</u>	<u>267</u>	
455	423	88	107	391	348	378	167	267	167	267	
5%	6%	3%	1%	1%	1%	4%	7%	16%	7%	16%	
45%	43%	18%	24%	35%	42%	49%	56%	54%	56%	54%	
35%	36%	41%	49%	45%	44%	36%	26%	24%	26%	24%	
12%	10%	26%	19%	13%	9%	8%	8%	4%	8%	4%	
3%	5%	11%	7%	6%	4%	3%	3%	2%	3%	2%	

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	Age									
	Adults 18+		Teens 13-17		Male		Female			
	Total	%	Total	%	Total	%	Total	%		
Total Answering	1746		1527		159		920		826	
I watch them all to the end	50%	49%	59%	51%	60%	47%	53%	50%	52%	52%
If it doesn't capture my interest in the first 5 seconds I am gone	41%	42%	35%	40%	34%	45%	37%	43%	42%	42%
I'll only initiate and watch short videos	9%	9%	6%	9%	5%	8%	10%	7%	6%	6%

Path A: Q550 Which of the following describes how you watch videos on YouTube? Please select only one response.

		Region				How Often On YouTube									
		East	Midwest	South	West	More Than Daily	Daily	Daily	Weekly	More Than Weekly/ Less Than Daily	Less Than Weekly	Monthly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
	<u>65 or older</u>														
	<u>55-64</u>	183	142	455	423	88	107	391	348	378	167	267			
	<u>45-54</u>	334	183	455	423	88	107	391	348	378	167	267			
		50%	48%	48%	49%	67%	62%	63%	49%	48%	40%	34%			
		37%	42%	42%	41%	31%	37%	33%	43%	42%	50%	47%			
		13%	10%	10%	9%	2%	1%	4%	8%	10%	10%	19%			

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	Age																									
	Adults 18+		Teens 13-17		Male		Female		13-17		18-20		21-24		25-34		35-44		45-54		55-64		65 or older		East	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
Total Answering	1746		1527		920		826		177		76		145		365		324		334		183		142		455	
Television shows	36%		34%		36%		37%		48%		47%		43%		41%		35%		31%		26%		24%		36%	
Current events that I might have missed	37%		39%		37%		37%		23%		34%		30%		40%		40%		38%		39%		43%		38%	
Videos that are produced by people like me	63%		63%		64%		61%		64%		61%		61%		69%		64%		63%		61%		45%		63%	
Professionally produced video like the stuff you see on television	35%		34%		34%		35%		41%		38%		47%		33%		36%		30%		29%		32%		38%	
Other	30%		29%		32%		28%		37%		34%		40%		27%		30%		30%		22%		32%		29%	

select all that apply.

Region	How Often On YouTube											
			More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
	Midwest	South	West	More Than Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	More Than Monthly/ Less Than Weekly	Less Than Monthly	Midwest	South
413	455	423	88	107	391	348	378	167	267	33%	30%	
			58%	59%	47%	40%	29%	26%	15%	36%	33%	
			48%	49%	43%	40%	35%	29%	24%	38%	29%	
			68%	75%	68%	67%	63%	57%	44%	61%	66%	
			50%	59%	45%	34%	32%	23%	16%	33%	33%	
			36%	34%	28%	26%	27%	25%	42%	30%	29%	

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	Age										
	Adults 18+		Teens 13-17		Male		Female				
	Total	18+	13-17	13-17	Male	Female	13-17	18-20			
Total Answering	1746	1527	159	920	920	826	177	76	145	365	324
Television shows	14%	12%	27%	13%	13%	14%	27%	21%	21%	16%	12%
Current events that I might have missed	13%	15%	3%	13%	13%	14%	2%	7%	12%	12%	15%
Videos that are produced by people like me	46%	46%	43%	47%	47%	44%	44%	43%	37%	49%	48%
Professionally produced video like the stuff you see on television	7%	8%	7%	6%	6%	9%	7%	5%	13%	7%	6%
Other	20%	19%	20%	20%	20%	19%	20%	24%	18%	16%	19%

Path A: Q560 Which is your favorite? Please select only one response.

		Region				How Often On YouTube						
		East	Midwest	South	West	More Than Daily	Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
	<u>65 or older</u>											
45-54	183	455	413	455	423	88	107	391	348	378	167	267
		15%	12%	15%	14%	23%	23%	15%	15%	12%	13%	7%
		15%	13%	13%	11%	11%	18%	12%	15%	12%	13%	15%
		42%	51%	44%	46%	43%	37%	49%	47%	51%	48%	36%
		8%	8%	7%	7%	8%	6%	10%	8%	5%	10%	6%
		17%	16%	20%	22%	15%	16%	14%	15%	20%	17%	37%

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	Age													
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East
Total Answering	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455
Television shows	15%	13%	14%	17%	12%	20%	20%	20%	13%	15%	13%	14%	6%	13%
Current events that I might have missed	40%	41%	40%	41%	39%	37%	38%	37%	38%	40%	46%	44%	42%	40%
Videos that are produced by people like me	45%	46%	47%	42%	49%	44%	42%	43%	49%	45%	42%	43%	52%	46%

one response for each item listed below.

Region	How Often On YouTube										
	West	South	Midwest	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
	423	455	413	88	107	391	348	378	167	267	
	15%	16%	14%	45%	30%	20%	14%	11%	5%	4%	
	42%	39%	40%	39%	34%	39%	41%	38%	47%	44%	
	43%	46%	46%	16%	36%	41%	45%	51%	49%	52%	

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	Age												
	Adults 18+	13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East
Total Answering	1746	1527	920	826	159	177	145	365	324	334	183	142	455
Television shows	27%	26%	28%	25%	23%	28%	19%	23%	28%	28%	34%	31%	27%
Current events that I might have missed	31%	32%	32%	30%	27%	25%	41%	29%	30%	36%	29%	23%	31%
Videos that are produced by people like me	42%	42%	39%	45%	50%	47%	41%	48%	42%	36%	37%	46%	42%

one response for each item listed below.

Region	How Often On YouTube										
	West	South	Midwest	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
	423	455	413	88	107	391	348	378	167	267	
	29%	27%	25%	52%	41%	34%	25%	24%	22%	13%	
	32%	30%	32%	31%	29%	28%	34%	29%	32%	35%	
	39%	43%	43%	17%	30%	38%	41%	47%	47%	52%	

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	Age										65 or older		Region			
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	772
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909		
Video commercials like the ones you see on television	29%	28%	33%	31%	25%	35%	37%	26%	25%	29%	26%	28%	31%	31%		26%
Banner ads on the top of the page	34%	32%	49%	35%	33%	52%	50%	43%	35%	35%	27%	21%	22%	34%		31%
Banner ads along the right side of the page	26%	24%	39%	26%	25%	42%	36%	31%	25%	25%	22%	19%	19%	26%		25%
Pop-up ads	5%	5%	9%	6%	5%	11%	7%	3%	5%	5%	5%	4%	4%	5%		6%
None of these	47%	49%	34%	44%	50%	32%	33%	43%	47%	47%	51%	55%	51%	45%		50%

the statements about YouTube. Please select one response for each item listed below.

		How Often On YouTube								
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>		
<u>South</u>	<u>West</u>	<u>845</u>	<u>138</u>	<u>182</u>	<u>749</u>	<u>700</u>	<u>703</u>	<u>354</u>	<u>591</u>	
		30%	27%	52%	42%	34%	31%	27%	21%	15%
		36%	34%	61%	52%	42%	37%	30%	26%	19%
		27%	25%	47%	38%	31%	27%	24%	18%	16%
		5%	5%	12%	5%	6%	5%	4%	6%	5%
		44%	48%	24%	31%	38%	41%	49%	56%	66%

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	Age										65 or older		Region						
	Adults 18+		Teens 13-17		Male		Female		13-17	18-20	21-24	25-34	35-44	45-54	55-64	East	Midwest	West	
	Total	%	Total	%	Total	%	Total	%	n	%	n	%	n	%	n	%	n	%	
Total Answering	3417		3043		314		1801		1616	333	145	261	723	641	675	380	909	772	
Agree Strongly	11%	10%	15%	11%	11%	11%	11%	11%	18%	18%	17%	11%	11%	8%	9%	5%	11%	10%	
Agree Somewhat	40%	40%	44%	40%	40%	40%	40%	43%	43%	42%	44%	41%	41%	39%	34%	29%	40%	42%	
Disagree Somewhat	35%	36%	29%	36%	34%	34%	34%	27%	34%	30%	33%	36%	36%	38%	38%	38%	35%	34%	
Disagree Strongly	14%	14%	12%	13%	15%	15%	15%	12%	5%	11%	11%	12%	12%	16%	19%	28%	15%	15%	

each of the statements about YouTube. Please select one response for each item listed below.

on		How Often On YouTube									
		<u>More Than Daily</u>		<u>More Than Weekly/ Less Than Daily</u>		<u>Weekly</u>		<u>More Than Monthly/ Less Than Weekly</u>		<u>Less Than Monthly</u>	
<u>South</u>	<u>West</u>	<u>845</u>	<u>138</u>	<u>182</u>	<u>749</u>	<u>700</u>	<u>703</u>	<u>354</u>	<u>591</u>		
11%	12%	59%	45%	18%	6%	5%	0%				
39%	40%	33%	42%	57%	52%	38%	27%				
36%	35%	7%	12%	21%	34%	45%	52%				
13%	13%	1%	2%	3%	7%	13%	19%				

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	Age										65 or older		Region						
	Adults 18+		Teens 13-17		Male		Female		13-17	18-20	21-24	25-34	35-44	45-54	55-64	East	Midwest	West	
	Total	%	Total	%	Total	%	Total	%	n	%	n	%	n	%	n	%	n	%	
Total Answering	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772
Agree Strongly	15%	14%	20%	20%	15%	15%	15%	21%	17%	14%	16%	16%	15%	14%	12%	13%	13%	15%	14%
Agree Somewhat	56%	56%	54%	54%	56%	56%	53%	59%	59%	54%	58%	58%	56%	56%	57%	54%	54%	55%	58%
Disagree Somewhat	23%	24%	19%	19%	24%	22%	19%	21%	21%	25%	22%	22%	26%	24%	24%	22%	22%	25%	23%
Disagree Strongly	6%	6%	7%	7%	5%	6%	7%	3%	3%	7%	5%	5%	4%	6%	7%	7%	12%	6%	5%

each of the statements about YouTube. Please select one response for each item listed below.

		How Often On YouTube																								
		More Than Daily		Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly														
South	891	16%	57%	20%	7%	21%	59%	18%	2%	15%	63%	19%	3%	11%	60%	25%	4%	10%	52%	30%	8%	4%	45%	36%	16%	
West	845	15%	54%	25%	5%	21%	59%	18%	2%	15%	63%	19%	3%	11%	60%	25%	4%	10%	52%	30%	8%	4%	45%	36%	16%	
More Than Daily	138	182	749	700	703	354	591																			