

# **Schapiro Exhibit 423 continued**

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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		
	Total	%	Total	%	Total	%	Total	%	n	%	n	%	n	%	n	%	n		
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772
<b>Agree Strongly</b>	30%	29%	39%	39%	28%	28%	32%	41%	40%	36%	33%	29%	25%	24%	20%	20%	20%	30%	28%
<b>Agree Somewhat</b>	57%	58%	51%	58%	56%	58%	56%	50%	55%	57%	57%	56%	59%	59%	58%	59%	59%	58%	59%
<b>Disagree Somewhat</b>	11%	11%	7%	11%	10%	11%	10%	7%	4%	5%	8%	13%	13%	14%	15%	15%	9%	9%	11%
<b>Disagree Strongly</b>	2%	2%	3%	3%	3%	3%	2%	3%	1%	2%	2%	2%	3%	3%	3%	3%	5%	2%	2%

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

on		How Often On YouTube									
		More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
South	West	845	138	182	749	700	703	354	591		
32%	29%	59%	57%	39%	32%	25%	21%	14%			
54%	56%	38%	40%	55%	59%	61%	62%	58%			
11%	12%	3%	3%	5%	8%	13%	15%	20%			
3%	2%	1%	1%	1%	1%	1%	2%	8%			

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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	%	
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772
<b>Agree Strongly</b>	5%	5%	7%	6%	4%	6%	3%	6%	3%	4%	4%	5%	5%	5%	4%	8%	8%	5%	6%
<b>Agree Somewhat</b>	28%	28%	25%	29%	27%	25%	42%	25%	42%	25%	28%	28%	26%	28%	28%	29%	29%	28%	27%
<b>Disagree Somewhat</b>	52%	52%	49%	52%	52%	49%	42%	56%	42%	56%	51%	53%	54%	53%	52%	50%	50%	52%	53%
<b>Disagree Strongly</b>	15%	15%	19%	14%	17%	20%	12%	16%	12%	16%	15%	15%	16%	14%	16%	12%	12%	15%	14%

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>		
5%	4%	7%	8%	3%	4%	6%	8%	4%	8%		
26%	31%	22%	26%	26%	26%	29%	28%	28%	33%		
52%	50%	51%	39%	53%	54%	55%	55%	55%	47%		
17%	14%	20%	27%	19%	16%	10%	13%	13%	12%		

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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	n	Total	n	Total	n	Total	n	n	n	n	n	n	n	n	n	n	n	
<b>Total Answering</b>	3417	3043	314	314	1801	1801	1616	1616	333	145	261	723	641	675	380	909	772	772	
<b>Agree Strongly</b>	6%	6%	9%	9%	6%	6%	6%	6%	10%	9%	8%	5%	5%	6%	6%	7%	7%	8%	8%
<b>Agree Somewhat</b>	48%	48%	51%	51%	46%	51%	51%	50%	57%	47%	47%	53%	47%	46%	45%	46%	46%	51%	51%
<b>Disagree Somewhat</b>	38%	39%	32%	32%	39%	37%	37%	32%	31%	38%	38%	36%	41%	41%	37%	41%	41%	36%	36%
<b>Disagree Strongly</b>	7%	7%	8%	8%	9%	9%	6%	8%	3%	3%	7%	7%	6%	8%	12%	7%	8%	6%	6%

each of the statements about YouTube. 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	
South	West	845	138	182	749	700	703	354	591
6%	5%	20%	15%	7%	5%	6%	3%		
49%	48%	56%	52%	54%	50%	49%	45%		
36%	40%	20%	29%	32%	39%	40%	44%		
8%	8%	4%	4%	6%	6%	6%	7%		

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	Age											65 or older			Region				
	Adults 18+			Teens 13-17			Male			Female									
	Total	%	n	Total	%	n	Total	%	n	Total	%	n	East	Midwest	South	West	Total	%	n
<b>Total Answering</b>	3417		3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772			
<b>Agree Strongly</b>	9%	8%	17%	9%	38%	39%	16%	10%	12%	9%	6%	6%	6%	10%	10%	9%			
<b>Agree Somewhat</b>	38%	38%	45%	38%	44%	43%	44%	48%	46%	39%	42%	32%	30%	36%	39%	39%			
<b>Disagree Somewhat</b>	44%	45%	31%	44%	32%	43%	32%	37%	35%	44%	42%	51%	52%	44%	41%	43%			
<b>Disagree Strongly</b>	9%	9%	8%	9%	9%	10%	8%	5%	7%	8%	10%	11%	12%	10%	10%	10%			

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>		
8%	7%	12%	9%	8%	9%	9%	7%	10%	9%		
36%	40%	38%	43%	37%	38%	38%	41%	36%	38%		
46%	45%	41%	35%	47%	44%	44%	44%	45%	41%		
10%	8%	9%	13%	8%	9%	9%	8%	9%	12%		

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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	%
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	380	909	772	
<b>Agree Strongly</b>	12%	11%	18%	18%	10%	10%	14%	19%	16%	16%	13%	8%	9%	11%	8%	11%	10%	
<b>Agree Somewhat</b>	35%	34%	39%	37%	33%	37%	38%	38%	43%	41%	36%	32%	33%	31%	29%	34%	33%	
<b>Disagree Somewhat</b>	28%	29%	22%	26%	29%	26%	22%	22%	28%	25%	27%	30%	31%	28%	26%	28%	31%	
<b>Disagree Strongly</b>	26%	27%	21%	23%	28%	23%	21%	21%	13%	18%	24%	29%	28%	30%	37%	26%	27%	

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 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>13%</u>	<u>12%</u>	<u>45%</u>	<u>19%</u>	<u>9%</u>	<u>6%</u>	<u>3%</u>	<u>2%</u>		
	<u>34%</u>	<u>37%</u>	<u>36%</u>	<u>43%</u>	<u>42%</u>	<u>34%</u>	<u>27%</u>	<u>19%</u>		
	<u>27%</u>	<u>26%</u>	<u>12%</u>	<u>22%</u>	<u>28%</u>	<u>34%</u>	<u>37%</u>	<u>29%</u>		
	<u>26%</u>	<u>25%</u>	<u>7%</u>	<u>16%</u>	<u>20%</u>	<u>25%</u>	<u>33%</u>	<u>50%</u>		

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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	%	
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772
<b>Agree Strongly</b>	4%	3%	8%	4%	4%	4%	8%	3%	3%	3%	4%	4%	2%	4%	3%	4%	4%	5%	4%
<b>Agree Somewhat</b>	34%	34%	35%	34%	35%	34%	37%	37%	32%	32%	33%	33%	34%	36%	34%	34%	34%	34%	34%
<b>Disagree Somewhat</b>	47%	47%	44%	46%	47%	46%	42%	48%	49%	49%	49%	49%	46%	46%	47%	43%	43%	47%	48%
<b>Disagree Strongly</b>	15%	15%	13%	16%	15%	16%	14%	12%	14%	16%	14%	14%	17%	14%	16%	18%	15%	15%	14%

each of the statements about YouTube. 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	
		845	138	749	700	703	354	591			
		South	West								
		891	845	138	182	4%	15%	4%	3%	1%	1%
		4%	2%	12%	15%	4%	4%	3%	1%	1%	1%
		34%	36%	42%	40%	38%	34%	36%	32%	32%	26%
		46%	46%	37%	35%	46%	48%	47%	49%	49%	49%
		16%	16%	9%	10%	11%	14%	14%	18%	23%	23%

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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	%	
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	380	909	772		
<b>Agree Strongly</b>	30%	29%	35%	35%	28%	33%	36%	45%	36%	45%	35%	34%	29%	22%	18%	32%	29%	29%	29%
<b>Agree Somewhat</b>	47%	47%	45%	43%	49%	43%	45%	43%	45%	43%	46%	46%	46%	48%	46%	45%	46%	46%	46%
<b>Disagree Somewhat</b>	15%	15%	12%	12%	15%	14%	12%	8%	12%	8%	14%	13%	17%	18%	17%	15%	17%	17%	17%
<b>Disagree Strongly</b>	9%	9%	8%	8%	8%	10%	7%	3%	7%	3%	5%	7%	8%	12%	18%	9%	8%	8%	8%

each of the statements about YouTube. 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	
South	West	Daily	Daily	Less Than Daily	Less Than Daily	Weekly	Weekly	Less Than Weekly	Less Than Weekly	Monthly	Monthly
891	845	138	182	749	700	703	354	591			
27%	32%	59%	61%	46%	33%	24%	14%	8%			
48%	47%	36%	33%	43%	52%	52%	52%	41%			
14%	14%	5%	5%	9%	11%	18%	22%	24%			
10%	8%	1%	1%	2%	4%	6%	12%	27%			

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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	65 or older	East	Midwest	West	
	Total	%	Total	%	Total	%	Total	%	N	N	N	N	N	N	N	N	N	N	N	
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772	
<b>Agree Strongly</b>	13%	12%	14%	14%	13%	13%	13%	13%	14%	11%	13%	12%	15%	13%	12%	10%	10%	13%	12%	12%
<b>Agree Somewhat</b>	55%	55%	54%	54%	55%	54%	55%	54%	54%	57%	55%	56%	55%	57%	53%	48%	48%	52%	56%	56%
<b>Disagree Somewhat</b>	26%	26%	27%	27%	25%	27%	25%	27%	26%	25%	29%	28%	25%	24%	26%	27%	27%	28%	25%	25%
<b>Disagree Strongly</b>	6%	6%	5%	5%	6%	6%	6%	6%	5%	7%	3%	4%	5%	7%	9%	15%	15%	6%	7%	7%

each of the statements about YouTube. 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			
South	West	Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	Less Than Weekly	More Than Monthly/ Less Than Weekly	Monthly	Monthly	Less Than Monthly
891	845	138	182	749	700	703	354	591			
15%	10%	30%	31%	14%	11%	12%	8%	7%			
53%	57%	46%	45%	58%	57%	58%	56%	49%			
25%	27%	20%	23%	24%	26%	25%	29%	30%			
6%	6%	4%	2%	4%	5%	5%	7%	14%			

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	Age										65 or older		Region		
	Total	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South	West	Total		
<b>Total Answering</b>	3417	145	261	723	641	675	380	259	909	772					
<b>Agree Strongly</b>	20%	30%	25%	21%	20%	17%	17%	15%	21%	20%					
<b>Agree Somewhat</b>	64%	61%	61%	65%	64%	67%	63%	64%	65%	62%					
<b>Disagree Somewhat</b>	13%	8%	13%	12%	15%	13%	16%	15%	11%	15%					
<b>Disagree Strongly</b>	3%	1%	1%	2%	2%	3%	5%	5%	2%	3%					

each of the statements about YouTube. 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	
South	West	845	138	182	749	700	703	354	591
23%	17%	43%	43%	28%	22%	15%	12%	8%	
60%	67%	49%	48%	63%	65%	71%	69%	60%	
13%	13%	7%	8%	8%	11%	13%	16%	23%	
4%	2%	1%	2%	1%	2%	1%	3%	9%	

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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	%	
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772
<b>Agree Strongly</b>	20%	18%	32%	32%	18%	18%	22%	36%	36%	34%	34%	24%	17%	13%	9%	6%	6%	19%	19%
<b>Agree Somewhat</b>	38%	38%	40%	40%	37%	38%	38%	38%	43%	43%	40%	44%	40%	35%	29%	24%	24%	39%	35%
<b>Disagree Somewhat</b>	28%	30%	19%	19%	31%	25%	25%	18%	16%	19%	19%	23%	30%	36%	36%	36%	36%	26%	31%
<b>Disagree Strongly</b>	14%	15%	9%	9%	14%	15%	15%	8%	5%	4%	8%	8%	12%	17%	26%	34%	15%	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>		
20%	21%	68%	47%	29%	21%	13%	8%	4%			
37%	38%	22%	42%	46%	42%	42%	33%	22%			
28%	28%	8%	10%	20%	30%	33%	36%	36%			
15%	13%	1%	2%	6%	7%	12%	23%	38%			

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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	380	909	772		
Agree Strongly	17%	16%	26%	27%	18%	18%	16%	27%	20%	21%	18%	18%	14%	14%	13%	17%	13%	16%	16%
Agree Somewhat	56%	57%	49%	48%	53%	59%	59%	48%	63%	60%	57%	57%	55%	54%	58%	57%	58%	57%	57%
Disagree Somewhat	18%	18%	16%	16%	18%	17%	17%	16%	12%	12%	19%	18%	19%	20%	17%	18%	17%	18%	18%
Disagree Strongly	9%	9%	9%	9%	11%	7%	7%	9%	5%	7%	7%	7%	10%	12%	12%	9%	12%	10%	10%

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>		
20%	15%	31%	35%	20%	17%	14%	12%	10%			
53%	57%	46%	44%	59%	58%	60%	54%	51%			
17%	19%	15%	12%	16%	16%	17%	22%	23%			
9%	9%	8%	10%	5%	8%	8%	11%	16%			

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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
	Total	Count	Total	Count	Total	Count	Total	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
<b>Total Answering</b>	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772		
<b>Agree Strongly</b>	9%	9%	12%	9%	9%	12%	10%	10%	8%	7%	9%	10%	8%	9%	8%		
<b>Agree Somewhat</b>	43%	43%	46%	41%	45%	44%	43%	36%	38%	40%	46%	45%	56%	44%	44%		
<b>Disagree Somewhat</b>	28%	28%	25%	28%	28%	26%	31%	30%	31%	30%	27%	22%	22%	26%	28%		
<b>Disagree Strongly</b>	21%	21%	17%	23%	18%	19%	16%	25%	22%	23%	19%	23%	14%	21%	19%		

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>9%</u>	<u>7%</u>	<u>703</u>	<u>354</u>	<u>591</u>	
11%	8%	22%	16%	9%	7%	9%	6%	7%			
41%	41%	28%	35%	40%	45%	46%	44%	45%			
28%	29%	26%	23%	31%	28%	27%	30%	25%			
20%	23%	25%	27%	20%	20%	18%	20%	24%			

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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	%	
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	675	380	909	772	
<b>Agree Strongly</b>	7%	6%	13%	8%	6%	8%	6%	14%	8%	6%	7%	6%	6%	6%	7%	4%	8%	8%	8%
<b>Agree Somewhat</b>	39%	39%	39%	39%	39%	39%	39%	38%	43%	39%	38%	38%	41%	39%	37%	38%	42%	37%	37%
<b>Disagree Somewhat</b>	32%	32%	29%	30%	34%	30%	34%	28%	31%	30%	30%	33%	28%	34%	33%	34%	28%	28%	35%
<b>Disagree Strongly</b>	22%	23%	19%	23%	21%	23%	21%	21%	18%	25%	22%	22%	25%	21%	22%	24%	22%	22%	20%

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

on	How Often On YouTube									
	South	West	More Than Daily	Daily	Less Than Daily	More Than Weekly/	Weekly	Less Than Monthly/	Monthly	Less Than Monthly
	891	845	138	182	749	700	703	354	591	
	7%	6%	22%	17%	6%	8%	6%	4%	3%	
	38%	38%	38%	42%	39%	38%	42%	38%	36%	
	32%	33%	26%	19%	32%	33%	31%	35%	34%	
	24%	23%	14%	23%	22%	21%	21%	23%	27%	

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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	%
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	380	909	772	
<b>Agree Strongly</b>	15%	14%	20%	20%	15%	15%	15%	15%	21%	19%	24%	15%	13%	13%	7%	16%	14%	
<b>Agree Somewhat</b>	52%	53%	50%	50%	51%	54%	54%	49%	56%	49%	49%	56%	52%	48%	53%	56%	52%	
<b>Disagree Somewhat</b>	24%	24%	18%	18%	24%	23%	23%	18%	21%	21%	20%	21%	24%	29%	30%	22%	23%	
<b>Disagree Strongly</b>	9%	9%	11%	11%	10%	8%	8%	11%	4%	4%	7%	7%	10%	10%	10%	7%	10%	

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>		
15%	14%	33%	30%	17%	13%	13%	10%	9%			
50%	51%	46%	41%	58%	55%	54%	52%	45%			
24%	25%	14%	21%	19%	23%	24%	28%	30%			
10%	9%	7%	9%	5%	9%	8%	10%	16%			

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	Age										65 or older	East 454		
	Total	18+	13-17	Male	Female	13-17	18-20	21-24	25-34	35-44			45-54	55-64
<b>Total Answering</b>	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454
<b>Coke Holiday Greeting Underground Program with Unsigned Bands Competing for the Winning Seat</b>	5%	5%	3%	5%	5%	3%	4%	2%	4%	6%	7%	4%	6%	4%
<b>2006 Video Awards Turbo Tax, Tax Rap Contest Superbowl Gallery of Ads</b>	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	1%	3%	3%	3%
<b>None of these</b>	4%	4%	6%	4%	4%	6%	6%	3%	3%	6%	4%	3%	3%	5%
	3%	3%	4%	3%	4%	4%	4%	5%	4%	3%	2%	2%	3%	3%
	18%	18%	14%	19%	16%	14%	14%	19%	16%	20%	18%	19%	14%	15%
	77%	77%	77%	76%	78%	77%	84%	77%	78%	74%	76%	78%	80%	80%

Please select all that apply.

Region	How Often On YouTube									
	Midwest	South	West	More Than Daily	Daily	Daily	Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly
	359	436	422	50	75	358	352	325	187	324
	5%	5%	5%	8%	9%	6%	5%	6%	4%	2%
	2%	1%	3%	12%	5%	3%	2%	2%	1%	1%
	4%	5%	3%	18%	11%	8%	3%	3%	1%	2%
	2%	4%	4%	20%	9%	3%	3%	2%	1%	1%
	17%	20%	18%	30%	27%	23%	20%	18%	13%	6%
	78%	73%	77%	52%	61%	71%	75%	78%	84%	90%

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	Age											
	Adults 18+					Teens			65 or older			
	Total	Male	Female	13-17	18-24	25-34	35-44	45-54	55-64	65 or older	East	
<b>Total Answering</b>	<b>3417</b>	<b>3043</b>	<b>1616</b>	<b>333</b>	<b>145</b>	<b>261</b>	<b>723</b>	<b>641</b>	<b>675</b>	<b>380</b>	<b>259</b>	<b>909</b>
Made new friends	2%	2%	2%	4%	5%	2%	2%	2%	3%	2%	1%	3%
Laughed	79%	79%	82%	78%	86%	83%	79%	77%	77%	75%	67%	79%
Cried	7%	6%	11%	8%	12%	7%	7%	7%	7%	5%	3%	7%
Felt happy	43%	41%	46%	51%	56%	47%	40%	39%	39%	33%	28%	41%
Felt sad	12%	11%	15%	17%	19%	14%	12%	11%	11%	7%	6%	11%
Felt angry	11%	11%	12%	10%	17%	13%	12%	8%	8%	7%	8%	11%
Felt embarrassed	5%	5%	6%	6%	6%	7%	4%	4%	4%	4%	5%	5%
Felt good	36%	35%	37%	42%	54%	41%	36%	33%	33%	32%	28%	36%
Thought more about an issue	20%	20%	19%	21%	27%	23%	22%	17%	18%	21%	19%	20%
Bought a product or a service	2%	2%	1%	3%	2%	3%	2%	2%	1%	1%	1%	2%
Took action	4%	4%	4%	9%	6%	5%	4%	5%	3%	3%	3%	5%
Visited another website	23%	23%	19%	24%	30%	28%	24%	24%	22%	18%	17%	24%
Became more interested	32%	31%	32%	41%	45%	38%	33%	32%	28%	24%	23%	32%
Changed my mind or opinion	6%	5%	5%	13%	12%	4%	7%	6%	4%	3%	4%	6%
Got excited	21%	19%	20%	37%	39%	36%	25%	18%	12%	11%	6%	21%
Searched for other videos	55%	54%	56%	59%	68%	62%	60%	57%	53%	46%	39%	55%
Sent video links to others	43%	44%	48%	32%	47%	46%	48%	42%	41%	42%	42%	41%
Created my own video for YouTube	4%	2%	3%	10%	9%	2%	4%	3%	2%	1%	2%	4%
Learned something	33%	33%	31%	34%	41%	36%	33%	30%	32%	33%	37%	32%
Made a decision about a political candidate	3%	3%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%



Region		How Often On YouTube										
		More Than Daily		Daily		Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly
Midwest	South	West	845	138	182	749	700	703	354	591		
2%	2%	2%	16%	8%	3%	2%	0%	1%	0%	0%		
79%	78%	79%	88%	89%	86%	84%	80%	71%	60%	60%		
5%	7%	8%	21%	14%	10%	7%	5%	3%	2%	2%		
42%	43%	45%	68%	63%	55%	47%	39%	29%	23%	23%		
11%	12%	13%	26%	25%	16%	12%	9%	6%	5%	5%		
10%	10%	14%	28%	25%	17%	10%	9%	5%	3%	3%		
6%	3%	6%	11%	7%	7%	4%	4%	3%	4%	4%		
35%	35%	38%	63%	58%	49%	37%	32%	25%	17%	17%		
19%	20%	22%	41%	45%	29%	20%	16%	13%	6%	6%		
2%	2%	2%	9%	7%	3%	2%	1%	0%	1%	1%		
4%	4%	5%	16%	16%	7%	2%	2%	1%	2%	2%		
21%	22%	24%	56%	43%	34%	24%	17%	12%	7%	7%		
31%	32%	33%	67%	57%	45%	32%	28%	18%	13%	13%		
6%	5%	7%	17%	19%	10%	5%	3%	1%	1%	1%		
22%	19%	22%	57%	44%	29%	19%	16%	9%	9%	9%		
54%	54%	58%	83%	70%	70%	64%	52%	44%	27%	27%		
40%	44%	44%	63%	57%	57%	49%	39%	28%	20%	20%		
2%	3%	4%	19%	10%	5%	2%	2%	0%	1%	1%		
32%	32%	38%	62%	56%	46%	38%	27%	18%	13%	13%		
2%	3%	4%	8%	8%	4%	2%	3%	2%	1%	1%		

**Watched a video that must  
have been copyrighted  
material**

23% 23% 24% 26% 21% 25% 34% 35% 31% 23% 18% 13% 13% 24%

**None of these**

8% 8% 10% 9% 6% 9% 6% 6% 6% 7% 9% 11% 12% 8%

videos on YouTube? Please select all that apply.

24%	19%	26%	43%	40%	34%	26%	20%	11%	7%
8%	9%	7%	5%	4%	2%	4%	6%	13%	22%

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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
<b>Total</b>	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
<b>Answering</b>	3417	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
<b>Outstanding</b>	19%	30%	18%	19%	31%	22%	25%	19%	20%	15%	12%	13%	18%	18%	20%
<b>Pretty Good</b>	60%	57%	59%	61%	57%	72%	61%	65%	59%	59%	57%	48%	60%	60%	58%
<b>Not too Bad</b>	19%	11%	20%	18%	11%	6%	13%	15%	19%	24%	26%	33%	20%	19%	19%
<b>Horrible</b>	2%	2%	3%	2%	2%	1%	1%	1%	2%	2%	5%	7%	2%	2%	2%

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		Monthly		Less Than Monthly	
West	More Than Daily	Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	Weekly	Less Than Weekly	More Than Monthly/ Less Than Weekly	Monthly	Monthly	Less Than Monthly	Monthly
	845	138	182	749	700	703	354	591					
	19%	46%	40%	27%	18%	14%	11%	6%					
	60%	47%	54%	63%	66%	64%	62%	47%					
	18%	7%	5%	9%	15%	20%	25%	40%					
	2%	1%	1%	1%	1%	1%	2%	8%					

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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
<b>Total Answering</b>	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
<b>Outstanding</b>	15%	14%	27%	15%	16%	27%	22%	21%	17%	14%	11%	9%	8%	15%	15%	16%
<b>Pretty Good</b>	53%	53%	53%	53%	54%	54%	55%	60%	58%	56%	52%	47%	41%	56%	53%	53%
<b>Not too Bad</b>	27%	28%	18%	28%	26%	17%	23%	15%	23%	26%	32%	38%	42%	27%	28%	26%
<b>Horrible</b>	4%	5%	2%	5%	4%	2%	4%	4%	2%	4%	6%	7%	9%	3%	4%	5%

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>Weekly</u>	<u>Less Than Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
845	138	182		749	700	703	354	591			
14%	35%	35%		21%	15%	12%	9%	5%			
52%	53%	52%		60%	60%	55%	51%	38%			
29%	12%	11%		18%	23%	29%	36%	45%			
5%	1%	2%		2%	3%	3%	4%	12%			

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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
<b>Total Answering</b>	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
<b>Outstanding</b>	23%	21%	38%	23%	23%	39%	37%	34%	25%	22%	16%	13%	14%	24%	23%	24%
<b>Pretty Good</b>	53%	54%	48%	52%	55%	47%	52%	53%	58%	54%	54%	52%	49%	53%	54%	53%
<b>Not too Bad</b>	21%	22%	12%	22%	20%	12%	12%	11%	16%	22%	27%	30%	30%	22%	21%	19%
<b>Horrible</b>	3%	3%	2%	3%	2%	2%	1%	1%	1%	2%	3%	5%	6%	2%	2%	3%

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>Weekly</u>	<u>Less Than Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
845	138	182		749	700	703	354	591			
21%	59%	51%		32%	22%	19%	14%	7%			
54%	38%	40%		56%	61%	57%	55%	44%			
22%	4%	9%		12%	16%	22%	29%	41%			
3%		1%		1%	1%	2%	3%	7%			

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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
<b>Total Answering</b>	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
<b>Outstanding</b>	7%	6%	12%	6%	8%	13%	3%	10%	7%	7%	6%	5%	5%	7%	7%	9%
<b>Pretty Good</b>	49%	49%	51%	46%	53%	51%	67%	57%	58%	48%	44%	39%	36%	47%	51%	50%
<b>Not too Bad</b>	40%	41%	31%	44%	36%	31%	27%	30%	34%	42%	45%	51%	54%	43%	39%	36%
<b>Horrible</b>	4%	3%	5%	4%	3%	5%	3%	3%	2%	3%	4%	5%	5%	4%	3%	4%

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>Monthly</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>					
	6%	23%	21%	8%	5%	5%	5%	3%					
	49%	51%	52%	55%	52%	54%	45%	32%					
	43%	24%	24%	34%	39%	38%	47%	57%					
	3%	1%	3%	2%	4%	3%	3%	8%					

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	Age																			
	Adults 18+		Teens 13-17		Male		Female		13-17		18-20		21-24		25-34		35-44		45-54	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
<b>Total Answering</b>	3417		3043		314		1801		1616		333		261		723		641		675	
<b>Outstanding</b>	20%	18%	32%	32%	19%	19%	21%	21%	34%	34%	34%	28%	20%	20%	20%	17%	17%	15%	15%	
<b>Pretty Good</b>	61%	62%	57%	57%	60%	60%	61%	61%	56%	61%	61%	64%	67%	67%	63%	63%	63%	61%	61%	
<b>Not too Bad</b>	17%	19%	10%	10%	18%	18%	17%	17%	9%	5%	9%	8%	13%	13%	18%	18%	18%	22%	22%	
<b>Horrible</b>	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	

Path A&B: Q610 And how would you rate YouTube overall?

		Region				How Often On YouTube									
		East	Midwest	South	West	More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
						Daily	Daily	Less Than Daily	Less Than Weekly	Weekly	Weekly	Less Than Weekly	Less Than Weekly	Monthly	Monthly
<u>65 or older</u>															
55-64	380	259	772	891	845	138	182	749	700	703	354	591			
13%	17%	19%	19%	21%	21%	54%	46%	32%	19%	14%	9%	5%			
56%	49%	63%	61%	60%	60%	41%	50%	61%	69%	68%	66%	48%			
27%	28%	16%	18%	18%	18%	4%	4%	7%	12%	18%	23%	41%			
5%	6%	2%	1%	2%	2%	1%	1%	0%	1%	0%	2%	6%			

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	Age										Region												
	Adults 18+					Teens 13-17					Male	Female	East	Midwest	Total								
	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	13-17	18-20						21-24	25-34	35-44	45-54	55-64	65 or older		
<b>Total Answering</b>	177	76	145	365	324	334	183	142	920	826	159	1527	13%	20%	20%	14%	13%	8%	7%	4%	455	413	413
<b>Mobile phone</b>	28%	20%	20%	14%	13%	8%	7%	4%	15%	12%	25%	11%	13%	13%	7%	4%	13%	8%	7%	4%	13%	12%	12%
<b>Portable device such as a Nintendo DS or a GameBoy Television</b>	34%	20%	19%	16%	11%	5%	4%	2%	16%	9%	30%	10%	13%	13%	4%	2%	12%	5%	4%	2%	12%	12%	12%
<b>Other</b>	35%	43%	37%	34%	31%	29%	33%	23%	34%	30%	35%	31%	31%	29%	33%	23%	31%	29%	33%	23%	31%	34%	34%
<b>None of these</b>	14%	5%	5%	9%	11%	12%	13%	18%	15%	7%	11%	11%	11%	12%	13%	18%	12%	12%	13%	18%	12%	14%	14%
<b>None of these</b>	39%	42%	52%	54%	56%	58%	56%	59%	48%	59%	41%	56%	56%	58%	56%	59%	53%	58%	56%	59%	53%	52%	52%

videos? Please select all that apply.

		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
South	West	88	107	391	348	378	167	267	
455	423	32%	28%	16%	12%	11%	5%	5%	
14%	14%	32%	28%	16%	12%	11%	5%	5%	
12%	14%	39%	27%	17%	12%	7%	5%	6%	
29%	35%	49%	50%	36%	33%	31%	21%	21%	
10%	10%	23%	14%	12%	9%	11%	8%	10%	
56%	52%	32%	36%	46%	52%	56%	68%	69%	

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	Age											Region										
	Adults 18+			Teens 13-17			Male		Female		65 Or older			East	Midwest	South						
	Total	%		Total	%																	
<b>Total Answering</b>	1746			1527			920		826			177	76	145	365	324	334	183	142	455	413	455
<b>Yes</b>	3%	3%		5%	5%		4%	2%	2%	7%	4%	5%	7%	6%	3%	4%	1%	4%	3%	3%	5%	2%
<b>No</b>	97%	97%		95%	95%		96%	98%	98%	93%	96%	95%	93%	94%	97%	96%	99%	96%	100%	97%	95%	98%

LCD projector to watch YouTube videos larger than life?



		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West		88	107	391	348	378	167	267	
4%	9%	7%		5%	3%	3%	1%	0%	
96%	91%	93%		95%	97%	97%	99%	100%	

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	Age										Region				
	Adults 18+					Teens					Male	Female	East	Midwest	413
	Total	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	142					
<b>Total Answering</b>	1746	159	177	145	365	324	334	183	142	455	920	826	455	413	
<b>Mobile phone</b>	15%	13%	29%	23%	18%	14%	11%	5%	4%	16%	16%	15%	16%	14%	
<b>Portable device such as a Nintendo DS or a GameBoy Television</b>	23%	22%	34%	34%	25%	23%	18%	16%	11%	25%	24%	23%	25%	24%	
<b>Other</b>	3%	3%	5%	2%	3%	4%	6%	1%	3%	3%	5%	1%	3%	5%	
<b>None of these</b>	63%	66%	49%	52%	62%	63%	68%	73%	79%	62%	60%	67%	62%	61%	

YouTube directly? Please select all that apply.

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>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
14%	18%	31%	25%	19%	13%	14%	11%	8%	11%	8%
20%	25%	48%	39%	28%	24%	19%	14%	13%	14%	13%
21%	26%	42%	45%	29%	23%	20%	13%	12%	13%	12%
3%	3%	9%	5%	5%	2%	4%	2%	1%	2%	1%
67%	62%	38%	42%	55%	62%	67%	74%	82%	74%	82%

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	Age											Region				
												East	Midwest	South		
	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	455	413	455
<b>Total Answering</b>	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
DailyMotion	4%	4%	5%	6%	2%	6%	5%	12%	7%	2%	1%	2%		5%	4%	3%
LiveVideo	4%	4%	1%	5%	2%	3%	3%	3%	3%	4%	4%	7%	3%	3%	4%	3%
MetaCafe	5%	5%	6%	9%	1%	6%	3%	6%	7%	6%	4%	5%	2%	6%	5%	3%
MySpace	31%	29%	46%	30%	33%	46%	51%	43%	40%	28%	25%	15%	11%	27%	32%	33%
EBaumsworld	8%	9%	6%	10%	6%	7%	17%	16%	11%	8%	8%	4%	1%	7%	7%	10%
Revver	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%		1%	1%	2%
Yahoo	29%	29%	23%	31%	26%	24%	22%	19%	30%	35%	32%	31%	20%	28%	30%	27%
MSN	18%	19%	9%	17%	19%	10%	13%	12%	18%	21%	19%	25%	21%	17%	17%	18%
AOL	16%	17%	12%	16%	17%	14%	13%	10%	9%	18%	25%	22%	15%	19%	15%	18%
<b>None of these</b>	<b>36%</b>	<b>36%</b>	<b>41%</b>	<b>35%</b>	<b>37%</b>	<b>39%</b>	<b>29%</b>	<b>36%</b>	<b>31%</b>	<b>35%</b>	<b>35%</b>	<b>42%</b>	<b>51%</b>	<b>39%</b>	<b>38%</b>	<b>33%</b>

any of the following sites? Please select all that apply.

		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	Daily	Less Than Daily	Weekly	Less Than Weekly	Monthly	Monthly	Less Than Monthly
	88	107	391	348	378	167	267		
	5%	13%	12%	8%	3%	1%	0%		
	4%	9%	7%	4%	4%	3%	1%		
	7%	10%	16%	8%	4%	3%	2%		
	33%	47%	42%	41%	29%	30%	15%		
	10%	10%	16%	13%	7%	6%	2%		
	2%	6%	5%	3%	1%	1%			
	30%	32%	32%	34%	32%	29%	21%		
	20%	17%	16%	22%	18%	17%	15%		
	13%	15%	21%	19%	18%	16%	13%		
	35%	31%	24%	27%	35%	39%	52%		

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	Age											Regi						
	Adults 18+		Teens		Male		Female		13-17		65 or older		East	Midwest				
	Total	%	Total	%	Total	%	Total	%	13-17	18-20	21-24	25-34	35-44	45-54	55-64	%	%	
<b>Total Answering</b>	71		8		54		17		11	4	17	27	7	2	3	21	15	
Several times a day	1%	2%					6%					4%				5%		
Once a day	1%	2%			2%							4%						
Several times a week but less than daily	18%	16%	25%	20%	20%	12%	18%	18%	50%	14%	18%	15%	14%		33%	14%	7%	
About once a week	20%	15%	38%	19%	19%	24%	45%	25%	25%	14%	6%	19%	14%	50%		14%	13%	
Two to three times a month	15%	16%	13%	15%	15%	18%	9%			14%	35%	11%				19%	7%	
About once a month	15%	16%	13%	15%	15%	18%	18%			29%	6%	11%			67%	5%	33%	
Less often / only as needed	28%	33%	13%	30%	30%	24%	9%	25%	25%	29%	35%	37%	29%			43%	40%	

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>South</u>	<u>West</u>	<u>11</u>	<u>13</u>	<u>30</u>	<u>30</u>	<u>11</u>	<u>4</u>	<u>1</u>	<u>1</u>
14	21	8%	8%	3%	3%	9%	50%	100%	100%
7%									
21%	29%	18%	8%	30%	30%	9%	9%	25%	100%
29%	24%	27%	54%	10%	10%	9%	36%	25%	100%
21%	14%	18%	8%	17%	17%	9%	50%	25%	100%
14%	14%	9%	8%	13%	13%	36%	25%	25%	100%
7%	19%	27%	15%	27%	27%	36%	25%	25%	100%

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	Age											Regi			
	Adults 18+		Teens 13-17		Male		Female		13-17		65 or older		East	Midwest	17
	Total	54	1	1	48	15	15	6	5	11	10	12	14	14	17
<b>Total Answering</b>	63	54	1	1	48	15	6	5	11	10	12	14	14	17	
Several times a day	8%	7%			8%	7%			9%	10%	8%	7%	7%	18%	
Once a day															
Several times a week but less than daily	16%	17%	100%		17%	13%	17%	27%	27%	10%	20%	50%	14%	6%	
About once a week	24%	26%			19%	40%	17%	36%	27%	10%	33%	25%	21%	12%	
Two to three times a month	19%	20%			25%		17%	60%	7%	40%	25%	7%	7%	18%	
About once a month	8%	9%			6%	13%		9%	27%			7%	7%	18%	
Less often / only as needed	25%	20%			25%	27%	50%	40%	13%	30%	33%	43%	43%	29%	

response for each item listed below.



on		How Often On YouTube											
		More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly			
South	West	8	8	17	17	14	14	11	11	3	3	2	2
15	17	6%	13%	18%	18%	9%	9%						
33%	12%	35%	13%	50%	24%	14%	14%	18%	18%				
27%	35%	13%	25%	24%	24%	43%	43%	45%	45%	67%	33%		
13%	35%	25%	13%	18%	6%	14%	14%	27%	27%				
27%	6%	38%	25%	12%	12%	29%	29%	100%	100%				

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	Age											65 or older		Regi					
	Adults 18+		Teens 13-17		Male		Female		13-17	18-20	21-24	25-34	35-44	45-54	55-64	East	Midwest	20	
	Total	%	Total	%	Total	%	Total	%	11	2	8	24	21	14	10	27	20	20	
Total Answering	93		9		85		8		11	2	8	24	21	14	10	27	20	20	
Several times a day	1%	1%			1%	1%								7%					
Once a day	2%	3%			2%	2%							5%	7%					5%
Several times a week but less than daily	19%	20%	22%	22%	21%	21%		18%	50%		17%	29%	29%	29%	10%				20%
About once a week	19%	18%	22%	22%	19%	19%	25%	36%			25%	24%	24%	7%	67%	26%	26%	20%	20%
Two to three times a month	20%	20%	33%	33%	21%	21%	13%	27%		50%	13%	14%	14%	29%	20%	15%	15%	10%	10%
About once a month	9%	10%			9%	9%				13%	8%	10%	10%		20%	7%	7%	15%	15%
Less often / only as needed	29%	28%	22%	22%	26%	26%	63%	18%	50%	38%	38%	19%	19%	21%	50%	26%	26%	30%	30%

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>9</u>	<u>17</u>	<u>31</u>	<u>15</u>	<u>11</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>5</u>	
15	31										
		3%				9%					
		3%	12%								
20%	13%	33%	24%	29%	13%						
13%	16%	33%	29%	19%	20%			20%			
20%	32%	11%	6%	23%	33%	18%		40%	20%		
13%	3%	6%	6%	10%	13%	18%		40%			
33%	29%	22%	24%	19%	20%	55%		40%	80%		

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	Age											Regi					
	Adult s 18+			Teens			Age					65 or older		East	Midwest	131	
	Total	548	449	13-17	73	273	275	13-17	18-20	21-24	25-34	35-44	45-54	55-64	16	124	131
Total Answering	548	449	73	273	275	82	39	62	145	91	85	28	16	124	131		
Several times a day	18%	15%	29%	12%	23%	29%	33%	11%	21%	18%	5%	4%		18%	13%		
Once a day	12%	12%	12%	11%	12%	11%	10%	6%	14%	11%	15%	7%	6%	6%	13%		
Several times a week but less than daily	17%	18%	14%	16%	17%	13%	18%	11%	21%	13%	19%	25%	19%	21%	14%		
About once a week	16%	16%	16%	18%	13%	17%	13%	16%	10%	18%	18%	21%	31%	12%	23%		
Two to three times a month	15%	16%	10%	19%	12%	9%	13%	19%	14%	14%	21%	18%	13%	19%	15%		
About once a month	8%	8%	4%	7%	8%	5%	10%	10%	8%	8%	6%	11%	13%	6%	9%		
Less often / only as needed	16%	15%	15%	17%	14%	16%	3%	26%	12%	19%	16%	14%	19%	18%	14%		

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>South</u>	<u>West</u>	<u>41</u>	<u>45</u>	<u>162</u>	<u>101</u>	<u>115</u>	<u>44</u>	<u>40</u>			
152	141	41	45	162	101	115	44	40			
20%	19%	27%	16%	16%	20%	10%	27%	20%			
14%	12%	10%	29%	11%	8%	9%	18%	8%			
14%	19%	20%	22%	22%	16%	16%	9%	3%			
16%	11%	15%	20%	17%	17%	13%	16%	10%			
11%	16%	5%	4%	16%	23%	20%	7%	10%			
9%	6%	2%		5%	7%	17%	9%	5%			
15%	16%	22%	9%	13%	10%	15%	14%	45%			

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	Age										Regi					
	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	27
<b>Total Answering</b>	148	130	9	95	53	13	13	23	39	26	26	7	1	34	34	27
Several times a day	5%	5%		4%	6%			10%	4%	4%	4%	14%		3%		4%
Once a day																
Several times a week but less than daily	10%	9%	22%	12%	8%	23%	8%	4%	15%	8%	4%	14%		18%		4%
About once a week	19%	19%	11%	18%	21%	23%	23%	13%	15%	19%	23%	29%		15%		30%
Two to three times a month	19%	17%	44%	23%	11%	31%	23%	17%	13%	15%	31%			18%		22%
About once a month	15%	16%	11%	13%	19%	8%	15%	26%	15%	8%				15%		19%
Less often / only as needed	32%	34%	11%	31%	36%	15%	31%	39%	31%	35%	31%	43%	100%	32%		22%

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									
South	West	46	41	9	17	51	26	24	15	6	46	41	9	17	51	26	24	15	6	
		4%	7%	18%	4%	4%	7%	4%	7%											
		9%	10%	44%	6%	12%	4%	8%	7%											
		17%	17%	22%	18%	22%	23%	13%	13%											
		22%	15%	11%	29%	18%	27%	21%	7%											
		20%	7%			14%	15%	21%	33%											
		28%	44%	22%	29%	31%	31%	33%	33%											

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	Age										Regi					
	Adults 18+		Teens		Male		Female		65 or older		East	Midwest	3			
	Total	25	20	3	13-17	20	20	5	13-17	25-34	35-44	45-54	55-64	6		
<b>Total Answering</b>	25	4%	4%	33%	33%	20%	20%	20%	20%	25%	25%	25%	25%	33%	33%	33%
Several times a day	4%	4%	5%	33%	33%	20%	20%	20%	20%	25%	25%	25%	25%	33%	33%	33%
Once a day	4%	4%	5%	33%	33%	20%	20%	20%	20%	25%	25%	25%	25%	33%	33%	33%
Several times a week but less than daily	12%	10%	10%	33%	33%	20%	20%	20%	20%	25%	25%	25%	25%	33%	33%	33%
About once a week	24%	24%	25%	33%	33%	30%	30%	20%	20%	25%	25%	25%	25%	33%	33%	33%
Two to three times a month	12%	12%	15%	33%	33%	10%	10%	20%	20%	25%	25%	25%	25%	33%	33%	33%
About once a month	8%	8%	10%	33%	33%	10%	10%	40%	40%	25%	25%	25%	25%	33%	33%	33%
Less often / only as needed	36%	36%	35%	33%	33%	40%	40%	20%	20%	25%	25%	25%	25%	33%	33%	100%

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>South</u>	<u>West</u>	<u>5</u>	<u>5</u>	<u>10</u>	<u>10</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>-</u>	<u>-</u>
7	9										
14%	11%			10%	10%						
14%	22%	40%	40%	20%	20%	33%			50%		
14%	22%	20%	20%	10%	20%						
14%	11%										
14%	33%	40%	20%	30%	30%	67%			50%		

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	Age										Regi				
	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
<b>Total Answering</b>	502	447	37	284	218	42	17	28	110	112	108	56	29	127	122
Several times a day	15%	15%	22%	14%	16%	24%	12%	7%	15%	19%	14%	9%	14%	13%	15%
Once a day	10%	10%	11%	11%	9%	10%	6%	14%	8%	13%	11%	4%	10%	7%	14%
Several times a week but less than daily	15%	16%	11%	18%	11%	10%	29%	4%	16%	13%	9%	27%	24%	21%	16%
About once a week	17%	17%	16%	15%	19%	19%	24%	14%	15%	12%	22%	21%	10%	14%	17%
Two to three times a month	17%	17%	8%	17%	17%	7%	6%	25%	21%	18%	17%	9%	28%	16%	15%
About once a month	9%	9%	11%	9%	8%	10%	6%	11%	7%	7%	10%	13%	3%	8%	7%
Less often / only as needed	18%	17%	22%	15%	20%	21%	18%	25%	16%	18%	17%	18%	10%	21%	16%

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>28</u>	<u>34</u>	<u>131</u>	<u>112</u>	<u>108</u>	<u>34</u>	<u>55</u>	<u>128</u>	<u>28</u>	
125	128	28	34	131	112	108	34	55	128	28	
15%	18%	25%	21%	15%	15%	12%	21%	11%	15%	21%	
12%	7%	18%	24%	5%	13%	8%	12%	5%	12%	12%	
11%	11%	11%	24%	20%	13%	13%	15%	9%	13%	15%	
21%	16%	18%	18%	22%	14%	20%	6%	9%	20%	6%	
16%	21%	7%	3%	15%	20%	24%	21%	15%	21%	21%	
12%	8%	7%	3%	5%	9%	14%	18%	4%	9%	18%	
13%	20%	14%	9%	19%	16%	8%	9%	47%	8%	9%	

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	Age											Regi			
	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
<b>Total Answering</b>	315	284	14	158	157	17	10	18	65	67	63	45	30	76	72
Several times a day	12%	11%	21%	12%	13%	18%			15%	10%	11%	18%	13%	17%	13%
Once a day	11%	12%		12%	10%		30%	11%	15%	7%	11%	9%	10%	11%	18%
Several times a week but less than daily	21%	20%	36%	22%	20%	35%	20%	11%	22%	22%	21%	20%	17%	20%	22%
About once a week	15%	15%	7%	16%	13%	12%	20%	17%	8%	13%	19%	18%	17%	16%	10%
Two to three times a month	17%	18%	14%	17%	17%	12%	10%	22%	20%	13%	13%	18%	30%	12%	15%
About once a month	10%	10%	7%	8%	12%	12%	10%	11%	8%	10%	11%	11%	10%	13%	6%
Less often / only as needed	14%	14%	14%	13%	15%	12%	10%	28%	12%	22%	14%	7%	3%	12%	17%

response for each item listed below.

		How Often On YouTube																						
		More Than Daily		Less Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Monthly		Less Than Monthly										
South	West	83	15	17	86	64	63	30	40	84	12%	8%	10%	20%	20%	20%	23%	10%	15%	11%	12%			

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	Age										Regi						
	Adult s 18+		Teens		Male		Female		65 or older		East	Midwest	63				
	Total	13-17	13-17	13-17	Male	Female	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	21	86
<b>Total Answering</b>	288	256	19	147	141	24	10	14	34	59	85	41	21	86	63		
Several times a day	16%	16%	11%	12%	21%	8%	30%	15%	15%	25%	15%	17%	10%	17%	10%	17%	8%
Once a day	11%	13%	5%	12%	11%	4%	10%	7%	15%	14%	9%	17%	10%	13%	10%	13%	14%
Several times a week but less than daily	17%	18%	11%	18%	16%	8%	30%	7%	21%	14%	16%	22%	24%	17%	19%	19%	19%
About once a week	16%	16%	11%	17%	15%	13%	29%	29%	15%	17%	16%	22%	5%	16%	16%	16%	16%
Two to three times a month	13%	14%	11%	10%	17%	13%	20%	21%	21%	7%	15%	2%	24%	16%	11%	11%	11%
About once a month	9%	8%	16%	9%	9%	17%	9%	8%	9%	8%	12%	5%	5%	10%	8%	10%	8%
Less often / only as needed	17%	14%	37%	23%	11%	38%	10%	36%	6%	15%	15%	15%	24%	9%	24%	9%	24%

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>South</u>	<u>West</u>	<u>13</u>	<u>22</u>	<u>73</u>	<u>64</u>	<u>59</u>	<u>22</u>	<u>35</u>	<u>83</u>	<u>56</u>	
20%	18%	15%	9%	18%	20%	12%	27%	11%	13%	4%	
16%	16%	31%	5%	15%	19%	10%	18%	11%	16%	16%	
14%	9%	8%	27%	10%	8%	24%	14%	6%	5%	13%	
16%	25%	23%	14%	15%	3%	20%	23%	40%	16%	25%	

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	Age									
	Total	18+	13-17	Male	Female	13-17	18-20	21-24	25-34	35-44
<b>Total Answering</b>	71	55	8	54	17	11	4	17	27	7
<b>Better than YouTube</b>	18%	16%	13%	19%	18%	18%	50%	24%	15%	
<b>About the same as YouTube</b>	49%	49%	50%	50%	47%	55%	50%	35%	56%	71%
<b>Worse than YouTube</b>	32%	35%	38%	31%	35%	27%	50%	41%	30%	29%

or worse than YouTube? Please select one response for each item listed below.



	Region			How Often On YouTube								
	East	Midwest	South	West	More Than Daily	Daily	Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
45-54	21	15	14	21	11	11	13	30	11	4	1	1
55-64	3											
65 or older	-											
	33%	13%	29%	24%	9%	8%	30%	30%	9%	25%		
	100%	33%	50%	48%	55%	54%	53%	53%	36%	50%		
	29%	53%	21%	29%	36%	38%	17%	17%	55%	25%	100%	100%

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	Age												
	Adults 18+			Teens			Male		Female		Age		
	25	20	13-17	13-17	20	25-34	21-24	18-20	13-17	25-34	35-44		
<b>Total Answering</b>	25	20	3	3	20	5	3	3	4	5	6		
<b>Better than YouTube</b>	68%	75%	33%	33%	70%	60%	33%	33%	50%	60%	83%		
<b>About the same as YouTube</b>	32%	25%	67%	67%	30%	40%	67%	67%	50%	40%	17%		
<b>Worse than YouTube</b>													

or worse than YouTube? Please select one response for each item listed below.

		Region					How Often On YouTube							
		East	Midwest	South	West	More Than Daily	Daily	Daily	Weekly	More Than Weekly/ Less Than Monthly/	Weekly	More Than Weekly/ Less Than Monthly/	Monthly	Less Than Monthly
		6	3	7	9	5	5	5	3	2	3	2	-	-
45-54	3	67%	67%	71%	67%	20%	20%	80%	100%	100%	70%	100%	-	-
55-64	3	33%	33%	29%	33%	80%	80%	20%	30%	30%	30%	30%	-	-
65 or older	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	Age									
	Adults 18+		Teens		Female		Male			
	Total	13-17	13-17	18-20	21-24	25-34	35-44			
<b>Total Answering</b>	502	447	37	284	218	42	17	28	110	112
<b>Better than YouTube</b>	18%	17%	32%	17%	19%	33%	18%	4%	13%	19%
<b>About the same as YouTube</b>	51%	54%	38%	52%	50%	38%	35%	43%	50%	56%
<b>Worse than YouTube</b>	31%	30%	30%	31%	31%	29%	47%	54%	37%	25%

or worse than YouTube? Please select one response for each item listed below.

		Region				How Often On YouTube					
		East	Midwest	South	West	More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
	<u>65</u> or older					More Than Weekly/ Less Than Daily	More Than Monthly/ Less Than Weekly	More Than Monthly/ Less Than Weekly	More Than Monthly/ Less Than Weekly	Less Than Monthly	Less Than Monthly
		East	Midwest	South	West	More Than Weekly/ Less Than Daily	More Than Monthly/ Less Than Weekly	More Than Monthly/ Less Than Weekly	More Than Monthly/ Less Than Weekly	Less Than Monthly	Less Than Monthly
45-54	55-64	127	122	125	128	28	34	112	108	34	55
108	56	17%	19%	22%	13%	7%	9%	13%	24%	26%	35%
20%	14%	50%	54%	50%	52%	46%	38%	53%	55%	56%	56%
25%	30%	34%	27%	28%	34%	46%	53%	34%	21%	18%	9%

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		Age				
		Adults 18+		Teens		
		Total	13-17	Male	Female	
		315	284	14	158	157
				13-17		
		18-20	21-24	25-34	35-44	67
<b>Better than YouTube</b>		20%	21%	7%	16%	24%
<b>About the same as YouTube</b>		48%	48%	50%	52%	44%
<b>Worse than YouTube</b>		32%	30%	43%	32%	32%
		17	10	18	26%	13%
		47%	30%	44%	43%	49%
		41%	70%	44%	31%	37%

or worse than YouTube? Please select one response for each item listed below.