

# Schapiro Exhibit 423

To: "Ash Eldifrawi" <ashe@google.com>  
From: "Suzie Reider" <sreider@google.com>  
Cc:  
Bcc:  
Received Date: 2007-09-05 02:13:53 GMT  
Subject: projects to knock through

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#### 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).

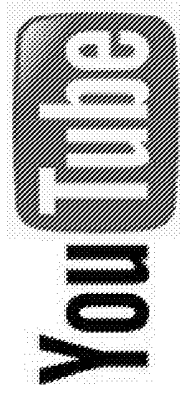
I'd like to deliver on some insights to the key verticals this Fall and they could get into some brand awareness.  
Provides great fodder/reasons for calls etc.

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

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#### 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	3043	314	1801	1616	13-17	18-20	21-24
<b>Total Answering</b>	<b>3417</b>		<b>314</b>	<b>1801</b>	<b>1616</b>	<b>333</b>	<b>145</b>	<b>261</b>
<b>Under 13</b>								
13-17	10%	0%	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%			
<b>65 or older</b>	<b>8%</b>	<b>8%</b>		<b>8%</b>	<b>7%</b>			

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	723	641	35-44	380	259	65	or	older	700	703
	909	772	891	845	138	182				
	10%	9%	11%	9%	21%	14%			9%	9%
	5%	4%	4%	3%	9%	4%			4%	4%
	8%	7%	7%	8%	15%	10%			9%	7%
100%	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%				100%					

<u>Monthly</u>	<u>Monthly</u>	<u>Less</u>	<u>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	27%	100%	100%	100%	26%	34%	26%	27%	25%	24%	28%
	26%	27%	100%	100%	100%	20%	18%	23%	23%	24%	20%	24%
	22%	28%	29%	29%	29%	22%	25%	26%	26%	26%	31%	25%
	23%	24%	23%	23%	24%	32%	24%	25%	25%	24%	25%	23%



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
	891	845	138	182	749	700	703	354	591			
	65%	66%	84%	77%	77%	72%	64%	57%	44%			
	60%	60%	59%	58%	64%	59%	62%	50%	54%			
	22%	24%	49%	46%	34%	22%	19%	12%	4%			
	26%	23%	41%	30%	31%	26%	22%	21%	14%			
	1%	0%	9%	1%	1%	0%	0%	0%	0%			
	40%	40%	49%	48%	55%	44%	36%	31%	25%			
	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	%					
<b>Total Answering</b>	<b>3417</b>		<b>314</b>		<b>1801</b>	<b>1616</b>	<b>333</b>	<b>145</b>	<b>261</b>
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
<b>Total Answering</b>	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	4%	5%	5%	100%						
West	22%	22%	22%			100%				
	21%	20%	20%				100%			
	20%	22%	21%					100%		100%
	9%	12%	11%							
	18%	17%	16%							

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			
	71%	72%	65%	68%	74%	71%
Less than 30 minutes per week	21%	21%	19%	23%	19%	22%
30 to 60 minutes per week	6%	5%	13%	7%	6%	5%
2-5 hours per week	1%	1%	2%	1%	1%	1%
6-10 hours per week	0%	0%	1%	1%	0%	0%
11-19 hours per week	0%	0%	1%	1%	1%	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?



**Table 9**

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



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			Teens			Male			Female					
		18+	18-24	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>	1746	1527	159	159	920	826	826	177	76	145	365	324	334	183	142	455
Any of These Activities (net)	61%	59%	63%	63%	62%	60%	67%	71%	66%	64%	58%	56%	55%	59%	62%	62%
Rated Videos	23%	20%	28%	28%	26%	19%	34%	36%	32%	25%	23%	16%	15%	12%	23%	23%
Posted a video reply to a video	4%	3%	8%	8%	4%	3%	9%	5%	3%	4%	3%	2%	3%	2%	5%	5%
Viewed the videos by language	8%	7%	9%	9%	9%	7%	10%	8%	3%	5%	8%	7%	13%	11%	8%	8%
Viewed videos by view count	21%	21%	15%	15%	24%	18%	20%	22%	23%	23%	19%	20%	19%	20%	24%	24%
Categorized Videos	7%	7%	5%	5%	9%	5%	6%	7%	3%	7%	10%	7%	9%	5%	10%	10%
Uploaded Videos	8%	6%	19%	19%	8%	9%	23%	13%	5%	8%	6%	6%	5%	6%	9%	9%
Participated in Groups	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Participated in Contests	1%	1%	1%	1%	1%	1%	2%	1%	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%	7%
Joined Groups	2%	2%	3%	3%	2%	2%	4%	4%	2%	2%	2%	2%	2%	1%	2%	2%
Used Community Features	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	1%	2%	2%
Subscribed to Channels	4%	3%	5%	5%	5%	4%	8%	12%	9%	5%	4%	1%	2%	2%	5%	5%
Subscribed to videos from other users	7%	6%	6%	6%	6%	8%	11%	14%	12%	8%	5%	4%	7%	3%	8%	8%
Posted comments	14%	12%	18%	18%	15%	14%	24%	29%	22%	14%	14%	10%	7%	6%	16%	16%
Sent link to others	27%	28%	23%	23%	24%	31%	26%	32%	32%	29%	24%	28%	27%	26%	27%	27%
Blocked others' videos	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%	1%	1%
Flagged video as inappropriate	2%	2%	2%	2%	3%	2%	4%	1%	3%	2%	2%	2%	2%	2%	3%	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%	9%
None of these	39%	41%	37%	37%	38%	40%	33%	29%	34%	36%	42%	44%	45%	41%	38%	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%		
		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									
		18-20	21-24	25-34	35-44	45-54	55-64	65 or older	13-17	18-24	25-34	35-44	45-54	55-64	65 or older	
<b>Total Answering</b>	295	14	21	69	51	50	32	27	31	21	69	51	50	32	27	
<b>Total</b>	252	14	21	69	51	50	32	27	24	21	69	51	50	32	27	
<b>Female</b>	116	14	21	69	51	50	32	27	24	21	69	51	50	32	27	
<b>Male</b>	179	14	21	69	51	50	32	27	24	21	69	51	50	32	27	
<b>View the videos by language</b>																
<b>View videos by view count</b>																
<b>Categorize Videos</b>																
<b>Subscribe to videos from other users</b>																
		23%	22%	81%	29%	21%	26%	26%	23%	22%	81%	71%	83%	78%	78%	78%
		10%	14%	14%	24%	26%	31%	33%	10%	14%	14%	24%	26%	31%	33%	19%
		95%	86%	88%	80%	78%	72%	70%	95%	88%	80%	78%	72%	70%	82%	82%

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

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

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

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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>	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%
<b>MEAN</b>	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>Weekly</u>	<u>Less Than Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
	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%								
1.9	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
<b>Total Answering</b>	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%
<b>MEAN</b>	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
<b>Total Answering</b>	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
<b>None</b>	97%	98%	97%	97%	98%	97%	97%	99%	96%	97%	99%	95%	99%	97%	98%	97%
<b>1-5</b>	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	1%	5%	2%	2%	1%	2%
<b>6-10</b>	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%
<b>11-24</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
<b>25-49</b>	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%
<b>50+</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>MEAN</b>	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	
423	88	107	391	348	378	167	267				
97%	90%	93%	97%	98%	98%	99%	99%				
2%	6%	4%	3%	1%	2%	1%	1%				
0%	2%	2%		1%	0%						
0%		1%									
0%	2%										
		1%									
		1%									
0.2	1.2	1.0	0.1	0.1	0.1	0.0	0.1				

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	Age											Region					
	Total	Adults			Teens			Male			Female			East	Midwest	South	
		1746	18+	13-17	13-17	13-17	13-17	13-17	13-17	13-17	13-17	13-17	13-17				13-17
<b>Total Answering</b>	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%
<b>MEAN</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.3</b>	<b>0.3</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.3</b>

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
<b>Total Answering</b>	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455	413	455
<b>None</b>	95%	96%	92%	95%	96%	91%	95%	98%	95%	95%	96%	96%	98%	93%	96%	95%
<b>1-5</b>	4%	3%	7%	4%	4%	7%	4%	2%	4%	5%	4%	3%	1%	6%	2%	4%
<b>6-10</b>	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%
<b>11-24</b>	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%
<b>25-49</b>	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%
<b>50+</b>	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>MEAN</b>	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
	88	107	391	348	378	167	267	348	378	167	267
97%	89%	88%	95%	93%	97%	99%	99%	93%	97%	99%	99%
2%	9%	8%	4%	6%	3%	1%	1%	6%	3%	1%	1%
0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%
0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0.3	0.9	1.6	0.4	0.3	0.1	0.0	0.0	0.3	0.1	0.0	0.0

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	Age										Region																				
	Adults 18+		Teens		Male		Female		65 or older		East	Midwest	South																		
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total																		
<b>Total Answering</b>	1427		1267		123		762		665		132		62		136		297		267		282		139		112		365		349		370
<b>Very Likely</b>	4%		3%		6%		4%		4%		8%		5%		1%		2%		4%		4%		6%		4%		4%		3%		5%
<b>Somewhat Likely</b>	7%		6%		7%		8%		6%		8%		10%		7%		5%		6%		10%		3%		10%		7%		7%		8%
<b>Not Too Likely</b>	21%		22%		15%		22%		20%		15%		16%		24%		26%		22%		20%		22%		14%		24%		21%		19%
<b>Not at All Likely</b>	68%		68%		72%		66%		70%		70%		69%		68%		67%		67%		67%		68%		71%		65%		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>
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	
<b>Total Answering</b>	1346	1210	115	693	653	118	51	107	284	250	267	150	342	318	360	
<b>Very Likely</b>	2%	2%	3%	2%	2%	4%	4%	1%	2%	2%	3%	2%	3%	2%	3%	
<b>Somewhat Likely</b>	9%	9%	9%	9%	9%	8%	8%	10%	8%	11%	10%	6%	9%	8%	10%	
<b>Not Too Likely</b>	29%	29%	22%	29%	28%	22%	25%	30%	35%	28%	29%	29%	30%	31%	26%	
<b>Not at All Likely</b>	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%	8%	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%	68%	52%	52%	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/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly	Monthly	Less Than Monthly
	25	32	134	139	210	124	211		
	2%	8%	9%	6%	3%	4%	3%	2%	
	16%	8%	22%	26%	24%	16%	16%	6%	
	25%	40%	28%	28%	27%	17%	21%	21%	
	57%	44%	41%	40%	45%	64%	70%		

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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	1700		1492		154		889		811		171	74	144	21-24	352	25-34	315	35-44	330	45-54	173	55-64	141	65 or older	441	405	442		
Very Likely	2%	2%	3%	2%	3%	2%	2%	2%	4%	3%	4%	3%	1%	1%	1%	1%	2%	2%	3%	3%	3%	1%	2%	2%	2%	3%	2%	2%	2%
Somewhat Likely	2%	2%	4%	1%	4%	1%	3%	3%	4%	3%	4%	3%	1%	1%	3%	3%	3%	3%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Not Too Likely	23%	23%	18%	23%	18%	23%	23%	23%	20%	28%	20%	22%	28%	28%	28%	21%	25%	21%	25%	25%	18%	17%	17%	17%	26%	22%	22%	20%	20%
Not at All Likely	73%	73%	75%	74%	75%	74%	74%	72%	73%	76%	73%	76%	70%	70%	68%	74%	71%	74%	71%	71%	79%	80%	80%	80%	69%	73%	73%	76%	76%

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	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										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	South
	Total	%	Total	%	Total	%	Total	%	n	%	n	%	n	%	n	%	n	%
Total Answering	1679		1478		153		876		803	167	73	345	313	325	174	435	401	432
Very Likely	2%	2%	3%	3%	2%	2%	3%	3%	4%	1%	2%	2%	3%	3%	2%	3%	3%	2%
Somewhat Likely	4%	4%	3%	3%	2%	2%	6%	3%	3%	4%	4%	5%	4%	3%	4%	5%	2%	3%
Not Too Likely	23%	23%	21%	23%	23%	23%	24%	22%	23%	29%	28%	20%	23%	20%	22%	23%	25%	22%
Not at All Likely	70%	70%	73%	73%	72%	72%	68%	72%	71%	66%	66%	72%	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/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Weekly/ Less Than Daily	Weekly	Less Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly	Monthly	Monthly
411	75	96	375	339	365	164	265		
2%	3%	3%	2%	3%	3%	4%	2%		
5%	7%	8%	5%	4%	3%	3%	2%		
23%	29%	25%	29%	26%	24%	15%	13%		
70%	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	1464	146	146	873	790	161	72	18-20	21-24	25-34	35-44	45-54	55-64	139	425	396	432
Very Likely	2%	2%	3%	3%	2%	2%	4%	3%	1%	2%	3%	2%	2%	2%	2%	3%	2%	3%
Somewhat Likely	5%	5%	5%	6%	5%	6%	9%	4%	2%	5%	5%	6%	6%	5%	3%	5%	5%	7%
Not Too Likely	20%	20%	19%	19%	21%	19%	19%	17%	19%	24%	21%	19%	19%	18%	19%	22%	19%	19%
Not at All Likely	72%	73%	72%	73%	72%	73%	68%	76%	78%	69%	71%	72%	72%	74%	76%	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
<b>Total Answering</b>	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
<b>Total Answering</b>	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		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
East	Midwest	South	West	88	107	391	348	378	167	267	
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%		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		Male		Female		65 or older			East	Midwest	413
	Total	1527	13-17	159	920	826	13-17	21-24	25-34	35-44	45-54	55-64	142	455	413		
Total Answering	1746	1527	159	920	826	177	145	365	324	334	183	142	455	413			
Less than one minute	5%	5%	3%	6%	4%	3%	1%	3%	8%	7%	4%	6%	4%	4%			
One to less than three minutes	43%	45%	29%	42%	43%	27%	41%	46%	41%	47%	45%	56%	39%	44%			
Three to less than five minutes	38%	37%	43%	37%	39%	45%	38%	40%	40%	28%	42%	30%	40%	40%			
Five to less than ten minutes	11%	10%	14%	11%	10%	15%	14%	7%	9%	13%	8%	6%	11%	9%			
Ten or more minutes	4%	3%	11%	4%	4%	11%	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	%												
<b>Total Answering</b>	1746		1527		159		920		826		177		76		145		365		324	
<b>I watch them all to the end</b>	50%	49%	59%	51%	60%	47%	53%	50%	49%	60%	47%	53%	50%	47%	53%	50%	50%	43%	52%	42%
<b>If it doesn't capture my interest in the first 5 seconds I am gone</b>	41%	42%	35%	40%	34%	45%	37%	43%	42%	34%	45%	37%	43%	45%	37%	43%	43%	43%	42%	42%
<b>I'll only initiate and watch short videos</b>	9%	9%	6%	9%	5%	8%	10%	7%	8%	5%	8%	10%	7%	8%	10%	7%	7%	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 Weekly	Weekly	More Than Monthly/ Less Than Monthly	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	48%	49%	67%	62%	63%	49%	48%	40%	34%		
		50%	37%	48%	49%	67%	62%	63%	49%	48%	40%	34%		
		37%	51%	42%	41%	31%	37%	33%	43%	42%	50%	47%		
		13%	10%	10%	9%	2%	1%	4%	8%	10%	10%	19%		
				7%	9%	2%	1%	4%	8%	10%	10%	19%		
		455	413	455	423	88	107	391	348	378	167	267		

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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
<b>Total Answering</b>	1746	1527	159	920	826	177	76	145	365	324	334	183	142	455
Television shows	36%	34%	44%	36%	37%	48%	47%	43%	41%	35%	31%	26%	24%	36%
Current events that I might have missed	37%	39%	21%	37%	37%	23%	34%	30%	40%	40%	38%	39%	43%	38%
Videos that are produced by people like me	63%	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%	38%	34%	35%	41%	38%	47%	33%	36%	30%	29%	32%	38%
Other	30%	29%	33%	32%	28%	37%	34%	40%	27%	30%	30%	22%	32%	29%

select all that apply.



Region	How Often On YouTube									
			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	Daily	Weekly	More Than Monthly	Less Than Weekly	Monthly
	413	455	423	88	107	391	348	378	167	267
	33%	36%	39%	58%	59%	47%	40%	29%	26%	15%
	35%	38%	37%	48%	49%	43%	40%	35%	29%	24%
	66%	61%	61%	68%	75%	68%	67%	63%	57%	44%
	33%	33%	35%	50%	59%	45%	34%	32%	23%	16%
	29%	30%	33%	36%	34%	28%	26%	27%	25%	42%



		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	Monthly	Less Than Monthly
45-54	55-64	455	413	455	423	88	391	348	378	167	267
334	183	142	107	107	107	107	107	107	107	107	107
65 or older	142	142	142	142	142	142	142	142	142	142	142
8%	9%	15%	12%	15%	14%	23%	15%	15%	12%	13%	7%
16%	18%	15%	13%	13%	11%	11%	12%	15%	12%	13%	15%
49%	48%	42%	51%	44%	46%	43%	49%	47%	51%	48%	36%
6%	8%	8%	8%	7%	7%	8%	10%	8%	5%	10%	6%
21%	17%	19%	16%	20%	22%	15%	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
<b>Total Answering</b>	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									
			More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
	West	South	Midwest	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Less Than Monthly	More Than Monthly/ Less Than Weekly	Weekly	Less Than Monthly
	423	455	413	88	107	348	378	167	348	267
	15%	16%	14%	20%	30%	14%	11%	5%	44%	4%
	42%	39%	40%	39%	34%	41%	38%	47%	44%	44%
	43%	46%	46%	41%	36%	45%	51%	49%	52%	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
<b>Total Answering</b>	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
<b>Total Answering</b>	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909		
<b>Video commercials like the ones you see on television</b>	29%	28%	33%	31%	25%	35%	37%	26%	25%	29%	26%	28%	31%	31%		26%
<b>Banner ads on the top of the page</b>	34%	32%	49%	35%	33%	52%	50%	43%	35%	35%	27%	21%	22%	34%		31%
<b>Banner ads along the right side of the page</b>	26%	24%	39%	26%	25%	42%	36%	31%	25%	25%	22%	19%	19%	26%		25%
<b>Pop-up ads</b>	5%	5%	9%	6%	5%	11%	7%	3%	5%	5%	5%	4%	4%	5%		6%
<b>None of these</b>	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							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
South	West	845	138	182	749	700	703	354	591
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	%	
<b>Total Answering</b>	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772
<b>Agree Strongly</b>	11%	10%	15%	11%	11%	11%	11%	11%	18%	18%	17%	11%	11%	8%	9%	5%	5%	11%	10%
<b>Agree Somewhat</b>	40%	40%	44%	40%	40%	40%	40%	43%	43%	42%	44%	41%	41%	39%	34%	29%	29%	40%	42%
<b>Disagree Somewhat</b>	35%	36%	29%	36%	34%	34%	34%	27%	34%	30%	33%	36%	36%	38%	38%	38%	38%	35%	34%
<b>Disagree Strongly</b>	14%	14%	12%	13%	15%	15%	15%	12%	5%	11%	11%	12%	12%	16%	19%	28%	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%				



		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	845	138	182	749	700	703	354	591	16%	15%	38%	41%	21%	15%	11%	10%	4%
West	-	845	138	182	749	700	703	354	591	16%	15%	38%	41%	21%	15%	11%	10%	4%
		15%	38%	41%	21%	15%	11%	10%	4%	57%	54%	51%	46%	59%	63%	60%	52%	45%
		20%	25%	9%	11%	18%	19%	30%	36%	7%	5%	1%	2%	2%	3%	4%	8%	16%