

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	65 or older	East	Midwest	West	
	Total	%	Total	%	Total	%	Total	%	n	%	n	%	n	%	n	%	n	%	n	
Total Answering	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772	
Agree Strongly	30%	29%	39%	39%	28%	28%	32%	41%	40%	36%	33%	33%	29%	25%	24%	20%	20%	30%	28%	28%
Agree Somewhat	57%	58%	51%	51%	58%	56%	50%	50%	55%	57%	57%	57%	56%	59%	58%	59%	58%	58%	59%	59%
Disagree Somewhat	11%	11%	7%	7%	11%	10%	7%	7%	4%	5%	8%	8%	13%	13%	14%	15%	15%	9%	11%	11%
Disagree Strongly	2%	2%	3%	3%	3%	2%	3%	3%	1%	2%	2%	2%	2%	3%	3%	5%	5%	2%	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	%	
Total Answering	3417		3043		314		1801		1616	333	145	261	723	641	675	380	259	909	772
Agree Strongly	5%	5%	7%	6%	4%	6%	3%	6%	3%	4%	4%	5%	5%	5%	4%	8%	8%	5%	6%
Agree Somewhat	28%	28%	25%	29%	27%	29%	42%	25%	42%	25%	28%	28%	26%	28%	28%	29%	29%	28%	27%
Disagree Somewhat	52%	52%	49%	52%	52%	52%	42%	49%	42%	56%	53%	51%	54%	53%	52%	50%	50%	52%	53%
Disagree Strongly	15%	15%	19%	14%	17%	14%	12%	20%	12%	16%	16%	15%	16%	14%	16%	12%	12%	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	
South	West	845	138	182	749	700	703	354	591
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									
	Total	%	N	Total	%	N	Total	%	N	Total	%	N	East	Midwest	South	West	Total	%	N
Total Answering	3417		3043	314	314	1801	1616					909	772						
Agree Strongly	6%	6%	9%	9%	6%	6%	6%	10%	9%	8%	5%	6%	6%	5%	7%	8%	7%	7%	8%
Agree Somewhat	48%	48%	51%	51%	46%	51%	51%	50%	57%	47%	53%	46%	45%	43%	46%	51%	46%	46%	51%
Disagree Somewhat	38%	39%	32%	32%	39%	37%	37%	32%	31%	38%	36%	41%	37%	44%	41%	36%	41%	41%	36%
Disagree Strongly	7%	7%	8%	8%	9%	6%	6%	8%	3%	7%	7%	8%	12%	8%	7%	6%	7%	8%	6%

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>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>Monthly</u>
<u>South</u>	<u>West</u>	845	138	182	749	700	703	354	591
6%	5%	20%	15%	7%	5%	6%	4%	3%	
49%	48%	56%	52%	54%	50%	49%	45%	36%	
36%	40%	20%	29%	32%	39%	40%	44%	47%	
8%	8%	4%	4%	6%	6%	6%	7%	15%	

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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	9%	8%	17%	9%	9%	9%	16%	10%	12%	9%	6%	6%	6%	6%	6%	10%	10%	10%	9%
Agree Somewhat	38%	38%	45%	39%	39%	38%	44%	48%	46%	39%	42%	42%	32%	32%	30%	36%	36%	39%	39%
Disagree Somewhat	44%	45%	31%	43%	43%	44%	32%	37%	35%	44%	42%	42%	51%	51%	52%	44%	44%	41%	43%
Disagree Strongly	9%	9%	8%	10%	10%	9%	8%	5%	7%	8%	10%	11%	11%	11%	12%	10%	10%	10%	10%

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		Monthly		Less Than Monthly			
South	891	8%	46%	10%	8%	45%	41%	9%	44%	8%	47%	8%	44%	8%	45%	9%	41%
West	845	7%	40%	36%	8%	37%	38%	9%	41%	7%	37%	8%	41%	7%	36%	38%	41%
More Than Daily	138	12%	38%	37%	8%	47%	44%	9%	44%	7%	47%	8%	44%	7%	45%	9%	41%
Daily	182	9%	43%	43%	8%	37%	38%	9%	41%	7%	37%	8%	41%	7%	36%	38%	41%
More Than Weekly/ Less Than Daily	749	8%	37%	37%	8%	47%	44%	9%	41%	7%	37%	8%	41%	7%	36%	38%	41%
Weekly	700	9%	38%	44%	9%	44%	9%	9%	41%	7%	44%	8%	44%	7%	45%	9%	41%
More Than Monthly/ Less Than Weekly	703	9%	38%	44%	9%	44%	9%	9%	41%	7%	44%	8%	44%	7%	45%	9%	41%
Monthly	354	10%	36%	45%	9%	45%	9%	9%	41%	7%	45%	8%	45%	7%	45%	9%	41%
Less Than Monthly	591	9%	38%	41%	12%	41%	12%	9%	38%	10%	41%	12%	38%	10%	41%	12%	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	12%	11%	18%	18%	10%	10%	14%	19%	16%	16%	13%	8%	9%	11%	8%	11%	10%		
Agree Somewhat	35%	34%	39%	37%	33%	37%	38%	38%	43%	41%	36%	32%	33%	31%	29%	34%	33%		
Disagree Somewhat	28%	29%	22%	26%	29%	26%	22%	22%	28%	25%	27%	30%	31%	28%	26%	28%	31%		
Disagree Strongly	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.

		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
13%	12%	45%	36%	19%	9%	6%	3%	2%	
34%	37%	36%	37%	43%	42%	34%	27%	19%	
27%	26%	12%	15%	22%	28%	34%	37%	29%	
26%	25%	7%	12%	16%	20%	25%	33%	50%	

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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	4%	3%	8%	4%	8%	4%	4%	4%	8%	3%	3%	4%	2%	4%	3%	4%	4%	5%	4%
Agree Somewhat	34%	34%	35%	35%	37%	34%	34%	37%	37%	32%	32%	33%	34%	36%	34%	34%	34%	34%	34%
Disagree Somewhat	47%	47%	44%	47%	42%	46%	46%	48%	42%	48%	49%	49%	46%	46%	47%	43%	47%	47%	48%
Disagree Strongly	15%	15%	13%	15%	14%	15%	16%	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		Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Monthly		Less Than Monthly																																		
South	West	845	138	182	749	700	703	354	591	4%	2%	12%	15%	4%	4%	3%	1%	34%	36%	42%	40%	38%	34%	36%	32%	26%	46%	46%	37%	35%	46%	48%	47%	49%	16%	16%	9%	10%	11%	14%	14%	18%	18%	49%	49%	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	%
Total Answering	3417		3043		314		1801		1616	333	145	261	723	641	380	909	772	
Agree Strongly	30%	29%	35%	35%	28%	33%	36%	45%	45%	35%	34%	29%	28%	22%	18%	32%	29%	
Agree Somewhat	47%	47%	45%	43%	49%	43%	45%	43%	43%	46%	46%	46%	48%	48%	46%	45%	46%	
Disagree Somewhat	15%	15%	12%	14%	15%	14%	12%	8%	8%	14%	13%	17%	15%	18%	17%	15%	17%	
Disagree Strongly	9%	9%	8%	10%	8%	10%	7%	3%	3%	5%	7%	8%	9%	12%	18%	9%	8%	

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		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			
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	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	259	909	772	
Agree Strongly	13%	12%	14%	14%	13%	13%	13%	13%	14%	11%	13%	12%	15%	13%	12%	10%	13%	13%	12%
Agree Somewhat	55%	55%	54%	54%	55%	54%	54%	54%	54%	57%	55%	56%	55%	57%	53%	48%	52%	52%	56%
Disagree Somewhat	26%	26%	27%	27%	25%	27%	27%	26%	26%	25%	29%	28%	25%	24%	26%	27%	28%	28%	25%
Disagree Strongly	6%	6%	5%	5%	6%	6%	6%	5%	5%	7%	3%	4%	5%	7%	9%	15%	6%	6%	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		Weekly		More Than Monthly/ Less Than Weekly	
South	West	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						
	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	20%	19%	28%	28%	19%	19%	22%	29%	30%	25%	21%	21%	20%	17%	17%	15%	15%	21%	20%
Agree Somewhat	64%	65%	58%	58%	64%	64%	63%	57%	61%	61%	65%	64%	64%	67%	63%	64%	64%	65%	62%
Disagree Somewhat	13%	14%	10%	10%	14%	14%	12%	10%	8%	13%	12%	12%	15%	13%	16%	15%	15%	11%	15%
Disagree Strongly	3%	3%	5%	5%	3%	3%	3%	5%	1%	1%	2%	2%	2%	3%	5%	5%	5%	2%	3%

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

on		How Often On YouTube																																					
		More Than Daily		Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Monthly		Less Than Monthly																									
South	891	845	138	182	749	700	703	354	591	23%	17%	43%	43%	28%	63%	8%	1%	2%	2%	11%	13%	1%	2%	15%	71%	13%	1%	22%	65%	11%	2%	12%	69%	16%	3%	8%	60%	23%	9%
West	845	138	182	749	700	703	354	591	23%	17%	43%	43%	28%	63%	8%	1%	2%	11%	13%	1%	2%	15%	71%	13%	1%	22%	65%	11%	2%	12%	69%	16%	3%	8%	60%	23%	9%		

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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	West				
Total Answering	3417	145	261	723	641	675	380	259	909	772					
Agree Strongly	20%	36%	34%	24%	17%	13%	9%	6%	19%	19%					
Agree Somewhat	38%	43%	43%	44%	40%	35%	29%	24%	39%	35%					
Disagree Somewhat	28%	16%	19%	23%	30%	36%	36%	36%	26%	31%					
Disagree Strongly	14%	5%	4%	8%	12%	17%	26%	34%	15%	15%					

	Adults 18+		Teens 13-17		Male		Female	
	Total	%	Total	%	Total	%	Total	%
Total Answering	3043		314		1801		1616	
Agree Strongly	18%		32%		18%		22%	
Agree Somewhat	38%		40%		37%		38%	
Disagree Somewhat	28%		19%		31%		25%	
Disagree Strongly	14%		9%		14%		15%	

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		
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	675	380	259	909	772
Agree Strongly	17%	16%	26%	27%	18%	16%	16%	27%	20%	21%	18%	18%	14%	15%	14%	13%	13%	17%	16%
Agree Somewhat	56%	57%	49%	48%	53%	59%	59%	48%	63%	60%	57%	57%	57%	55%	54%	58%	58%	57%	57%
Disagree Somewhat	18%	18%	16%	16%	18%	17%	17%	16%	12%	12%	19%	18%	19%	19%	20%	17%	17%	18%	18%
Disagree Strongly	9%	9%	9%	9%	11%	7%	7%	9%	5%	7%	7%	7%	10%	10%	12%	12%	12%	9%	10%

each of 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>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	West
	Total	Count	Total	Count	Total	Count	Total	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772			
Agree Strongly	9%	9%	12%	9%	9%	12%	10%	10%	8%	7%	9%	10%	8%	9%	8%	9%	8%	8%
Agree Somewhat	43%	43%	46%	41%	45%	44%	43%	36%	38%	40%	46%	45%	56%	44%	44%	44%	44%	44%
Disagree Somewhat	28%	28%	25%	28%	28%	26%	31%	30%	31%	30%	27%	22%	22%	26%	26%	26%	28%	28%
Disagree Strongly	21%	21%	17%	23%	18%	19%	16%	25%	22%	23%	19%	23%	14%	21%	21%	21%	19%	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>700</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	%	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	
Total Answering	3417		3043		314		1801		1616	333	145	261	723	641	675	380	909	772	
Agree Strongly	7%	6%	13%	8%	6%	8%	6%	14%	8%	6%	7%	6%	6%	6%	7%	4%	8%	8%	8%
Agree Somewhat	39%	39%	39%	39%	39%	39%	39%	38%	43%	39%	38%	38%	41%	39%	37%	38%	42%	37%	37%
Disagree Somewhat	32%	32%	29%	30%	34%	30%	34%	28%	31%	30%	30%	33%	28%	34%	33%	34%	28%	28%	35%
Disagree Strongly	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									
		<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>		
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	%
Total Answering	3417		3043		314		1801		1616	333	145	261	723	641	380	909	772	
Agree Strongly	15%	14%	20%	20%	15%	15%	15%	21%	19%	24%	15%	13%	13%	13%	7%	16%	14%	
Agree Somewhat	52%	53%	50%	50%	51%	54%	49%	49%	56%	49%	56%	53%	52%	48%	53%	56%	52%	
Disagree Somewhat	24%	24%	18%	18%	24%	23%	18%	18%	21%	20%	21%	24%	24%	29%	30%	22%	23%	
Disagree Strongly	9%	9%	11%	11%	10%	8%	11%	11%	4%	7%	7%	10%	10%	10%	7%	7%	10%	

each of 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>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		
	Total	18+	13-17	Male	Female	13-17	18-20	21-24	25-34	35-44			45-54	55-64
Total Answering	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454
Coke Holiday Greeting Underground Program with Unsigned Bands Competing for the Winning Seat	5%	5%	3%	5%	5%	3%	4%	2%	4%	6%	7%	4%	6%	4%
2006 Video Awards Turbo Tax, Tax Rap Contest Superbowl Gallery of Ads	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	1%	3%	3%	3%
None of these	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					
Total Answering	3417	3043	1616	314	1801	1801	1616	333	145	261	723	641	675	380	259	909
Made new friends	2%	2%	2%	2%	2%	2%	2%	4%	5%	2%	2%	2%	3%	2%	1%	3%
Laughed	79%	79%	82%	77%	75%	83%	82%	78%	86%	83%	83%	79%	77%	75%	67%	79%
Cried	7%	6%	11%	7%	3%	8%	11%	8%	12%	8%	7%	7%	7%	5%	3%	7%
Felt happy	43%	41%	46%	51%	40%	57%	46%	51%	56%	57%	47%	40%	39%	33%	28%	41%
Felt sad	12%	11%	15%	16%	9%	13%	15%	17%	19%	13%	14%	12%	11%	7%	6%	11%
Felt angry	11%	11%	12%	9%	10%	13%	12%	10%	17%	13%	15%	12%	8%	7%	8%	11%
Felt embarrassed	5%	5%	6%	5%	4%	4%	6%	6%	6%	4%	7%	4%	4%	4%	5%	5%
Felt good	36%	35%	37%	40%	35%	41%	37%	42%	54%	41%	36%	36%	33%	32%	28%	36%
Thought more about an issue	20%	20%	19%	20%	21%	23%	19%	21%	27%	23%	22%	17%	18%	21%	19%	20%
Bought a product or a service	2%	2%	1%	3%	3%	3%	1%	3%	2%	3%	2%	2%	1%	1%	1%	2%
Took action	4%	4%	4%	8%	5%	5%	4%	9%	6%	5%	4%	5%	3%	3%	3%	5%
Visited another website	23%	23%	19%	22%	27%	28%	19%	24%	30%	28%	24%	24%	22%	18%	17%	24%
Became more interested	32%	31%	32%	38%	31%	38%	32%	41%	45%	38%	33%	32%	28%	24%	23%	32%
Changed my mind or opinion	6%	5%	5%	11%	6%	4%	5%	13%	12%	4%	7%	6%	4%	3%	4%	6%
Got excited	21%	19%	20%	35%	21%	36%	20%	37%	39%	36%	25%	18%	12%	11%	6%	21%
Searched for other videos	55%	54%	56%	57%	54%	62%	56%	59%	68%	62%	60%	57%	53%	46%	39%	55%
Sent video links to others	43%	44%	48%	31%	37%	46%	48%	32%	47%	46%	48%	42%	41%	42%	42%	41%
Created my own video for YouTube	4%	2%	3%	8%	4%	2%	3%	10%	9%	2%	4%	3%	2%	1%	2%	4%
Learned something	33%	33%	31%	32%	35%	36%	31%	34%	41%	36%	33%	30%	32%	33%	37%	32%
Made a decision about a political candidate	3%	3%	2%	3%	3%	2%	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
Total	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
Answering	3417	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
Outstanding	19%	30%	18%	19%	31%	22%	25%	19%	20%	15%	12%	13%	18%	18%	20%
Pretty Good	60%	57%	59%	61%	57%	72%	61%	65%	59%	59%	57%	48%	60%	60%	58%
Not too Bad	19%	11%	20%	18%	11%	6%	13%	15%	19%	24%	26%	33%	20%	19%	19%
Horrible	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	More 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	Weekly	More Than Monthly/ Less Than Weekly
	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
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
Outstanding	15%	14%	27%	15%	16%	27%	22%	21%	17%	14%	11%	9%	8%	15%	15%	16%
Pretty Good	53%	53%	53%	53%	54%	54%	55%	60%	58%	56%	52%	47%	41%	56%	53%	53%
Not too Bad	27%	28%	18%	28%	26%	17%	23%	15%	23%	26%	32%	38%	42%	27%	28%	26%
Horrible	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							
		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		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
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
Outstanding	23%	21%	38%	23%	23%	39%	37%	34%	25%	22%	16%	13%	14%	24%	23%	24%
Pretty Good	53%	54%	48%	52%	55%	47%	52%	53%	58%	54%	54%	52%	49%	53%	54%	53%
Not too Bad	21%	22%	12%	22%	20%	12%	12%	11%	16%	22%	27%	30%	30%	22%	21%	19%
Horrible	3%	3%	2%	3%	2%	2%	2%	1%	1%	2%	3%	5%	6%	2%	2%	3%

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	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	Weekly	Less Than Weekly	More Than Monthly/ Less Than Weekly	Monthly	Monthly
845	138	182		749	700	354	591				
21%	59%	51%		32%	22%	19%	7%				
54%	38%	40%		56%	61%	57%	44%				
22%	4%	9%		12%	16%	22%	41%				
3%		1%		1%	1%	2%	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
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772	891
Outstanding	7%	6%	12%	6%	8%	13%	3%	10%	7%	7%	6%	5%	5%	7%	7%	9%
Pretty Good	49%	49%	51%	46%	53%	51%	67%	57%	58%	48%	44%	39%	36%	47%	51%	50%
Not too Bad	40%	41%	31%	44%	36%	31%	27%	30%	34%	42%	45%	51%	54%	43%	39%	36%
Horrible	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							
		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	Monthly
845	138	182	749	700	354	591			
6%	23%	21%	8%	5%	5%	3%			
49%	51%	52%	55%	52%	54%	32%			
43%	24%	24%	34%	39%	38%	57%			
3%	1%	3%	2%	4%	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	%	
Total Answering	3417		3043		314		1801		1616		333		145		261		723		641		675
Outstanding	20%	18%	32%	32%	19%	19%	21%	21%	34%	34%	34%	28%	20%	20%	17%	17%	20%	17%	17%	15%	15%
Pretty Good	61%	62%	57%	57%	60%	60%	61%	61%	56%	61%	56%	64%	67%	64%	63%	63%	67%	63%	63%	61%	61%
Not too Bad	17%	19%	10%	10%	18%	18%	17%	17%	9%	5%	9%	8%	13%	8%	18%	18%	13%	18%	18%	22%	22%
Horrible	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	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	Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
<u>65</u>												
or												
<u>55-64</u>												
older												
380	259	909	772	891	845	182	749	700	703	354	591	
13%	17%	19%	19%	21%	21%	46%	32%	19%	14%	9%	5%	
56%	49%	63%	61%	60%	60%	50%	61%	69%	68%	66%	48%	
27%	28%	16%	18%	18%	18%	4%	7%	12%	18%	23%	41%	
5%	6%	2%	1%	2%	2%	1%	0%	1%	0%	2%	6%	

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	Age										65 or older		Region		
	Total	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South	West	Total	
Total Answering	1746	159	76	145	365	324	334	183	142	455	413	413	413		
Mobile phone	13%	11%	20%	20%	14%	13%	8%	7%	4%	13%	12%	12%	12%		
Portable device such as a Nintendo DS or a GameBoy Television	13%	30%	20%	19%	16%	11%	5%	4%	2%	12%	12%	12%	12%		
Other	32%	31%	43%	37%	34%	31%	29%	33%	23%	31%	34%	34%	34%		
None of these	11%	11%	5%	5%	9%	11%	12%	13%	18%	12%	14%	14%	14%		
None of these	53%	56%	42%	52%	54%	56%	58%	56%	59%	53%	52%	52%	52%		

videos? Please select all that apply.

		How Often On YouTube											
		More Than Daily		Less Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
South	West	88	107	391	348	378	167	267	348	378	167	267	
455	423	14%	32%	28%	12%	11%	5%	5%	12%	11%	5%	5%	
14%	14%	39%	27%	17%	12%	7%	5%	6%	12%	31%	21%	21%	
29%	35%	49%	50%	36%	33%	31%	21%	21%	33%	31%	21%	21%	
10%	10%	23%	14%	12%	9%	11%	8%	10%	9%	11%	8%	10%	
56%	52%	32%	36%	46%	52%	56%	68%	69%	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	%																
Total Answering	1746			1527			920		826			177			145			142	455	413	455
Yes	3%	3%		5%	5%		4%	2%	2%			5%	7%	4%	6%	3%	3%	5%	3%	5%	2%
No	97%	97%		95%	95%		96%	98%	98%			95%	93%	96%	94%	97%	97%	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	423	88	107	391	348	378	167	267	
		9%	7%	5%	3%	3%	1%	0%	
		96%	93%	95%	97%	97%	99%	100%	

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	Age										65 or older		Region		
	Total	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South	West		
Total Answering	1746	159	76	145	365	324	334	183	142	455	413				
Mobile phone	15%	27%	28%	23%	18%	14%	11%	5%	4%	16%	14%				
Portable device such as a Nintendo DS or a GameBoy Television	23%	30%	38%	34%	25%	23%	18%	16%	11%	25%	24%				
Other	3%	3%		2%	3%	4%	6%	1%	3%	3%	5%				
None of these	63%	52%	53%	52%	62%	63%	68%	73%	79%	62%	61%				

YouTube directly? Please select all that apply.

on		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	88	107	391	348	378	167	267	
14%	18%	31%	25%	19%	13%	14%	11%	8%	
20%	25%	48%	39%	28%	24%	19%	14%	13%	
21%	26%	42%	45%	29%	23%	20%	13%	12%	
3%	3%	9%	5%	5%	2%	4%	2%	1%	
67%	62%	38%	42%	55%	62%	67%	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
Total Answering	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%
None of these	36%	36%	41%	35%	37%	39%	29%	36%	31%	35%	35%	42%	51%	39%	38%	33%

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%	2%		
	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														
	Adult s 18+		Teens		Male		Female		13-17		18-20		21-24		25-34		35-44		45-54		55-64		65 or older		East	Midwest
	Total	55	13-17	8	54	17	11	4	17	27	7	2	3	21	15	5%	5%									
Several times a day	1%	2%	6%	4%	4%	18%	50%	18%	15%	14%	14%	33%	14%	14%	19%	5%										
Once a day	1%	2%	6%	4%	4%	18%	50%	18%	15%	14%	14%	33%	14%	14%	19%	5%										
Several times a week but less than daily	18%	16%	12%	12%	20%	18%	50%	18%	15%	14%	14%	33%	14%	14%	19%	5%										
About once a week	20%	15%	24%	24%	19%	45%	25%	6%	19%	14%	50%	33%	14%	14%	19%	5%										
Two to three times a month	15%	16%	18%	18%	15%	9%	14%	35%	11%	14%	50%	67%	19%	7%	43%	40%										
About once a month	15%	16%	18%	18%	15%	18%	14%	6%	11%	29%	50%	67%	5%	33%	43%	40%										
Less often / only as needed	28%	33%	24%	24%	30%	9%	25%	35%	37%	29%	29%	29%	43%	40%	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										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	West
Total Answering	63	54	1	48	15	6	-	5	11	10	12	4	14	14	17	17
Several times a day	8%	7%		8%	7%				9%	10%	8%	25%	7%	7%	18%	
Once a day																
Several times a week but less than daily	16%	17%	100%	17%	13%	17%			27%	10%	20%	50%	14%	6%	6%	
About once a week	24%	26%		19%	40%	17%			36%	10%	27%	33%	25%	21%	12%	
Two to three times a month	19%	20%		25%		17%		60%		40%	7%	25%	7%	18%		
About once a month	8%	9%		6%	13%				9%	27%	27%		7%	18%		
Less often / only as needed	25%	20%		25%	27%	50%		40%	18%	30%	13%	33%	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%				
6%	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%	29%	20%				10%
About once a month	9%	10%			9%	9%					13%	8%	10%		20%	15%	7%		15%
Less often / only as needed	29%	28%	22%	22%	26%	26%	63%	18%	50%	38%	38%	38%	19%	21%	50%	26%	26%	30%	30%

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

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	Age										65 or older		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	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>	<u>152</u>	<u>141</u>	
15%	16%	22%	9%	13%	10%	15%	14%	45%	9%	6%	
11%	16%	5%	4%	16%	23%	20%	7%	10%	11%	16%	
14%	19%	20%	22%	22%	16%	16%	9%	3%	14%	19%	
14%	12%	10%	29%	11%	8%	9%	18%	8%	20%	14%	
20%	19%	27%	16%	16%	20%	10%	27%	20%	20%	19%	
152	141	41	45	162	101	115	44	40	152	141	

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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
Total Answering	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%	14%			3%		4%
Once a day	10%	9%	22%	12%	8%	23%	8%	4%	15%	8%	14%			18%		4%
Several times a week but less than daily	19%	19%	11%	18%	21%	23%	23%	13%	15%	19%	29%			15%		30%
About once a week	19%	17%	44%	23%	11%	31%	23%	17%	13%	31%				18%		22%
Two to three times a month	15%	16%	11%	13%	19%	8%	15%	26%	15%	8%				15%		19%
About once a month	32%	34%	11%	31%	36%	15%	31%	39%	31%	31%	43%		100%	32%		22%
Less often / only as needed																

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%	4%	7%	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		
Total Answering	25	4%	4%	33%	33%	20%	20%	20%	20%	20%	25%	25%	25%	33%	33%	33%
Several times a day		4%	4%	33%	33%	20%	20%	20%	20%	20%	25%	25%	25%	33%	33%	33%
Once a day		4%	5%													
Several times a week but less than daily		12%	10%	33%	33%	20%	20%	20%	20%	20%	25%	25%	25%	33%	33%	33%
About once a week		24%	25%			30%	30%	20%	20%	20%	50%	50%	50%	50%	50%	50%
Two to three times a month		12%	15%			10%	10%	20%	20%	20%	25%	25%	25%	33%	33%	33%
About once a month		8%	10%			10%	10%	40%	40%	40%						
Less often / only as needed		36%	35%	33%	33%	40%	40%	20%	20%	20%	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%		
29%	22%	40%	40%								
14%	11%			10%	20%						
14%	33%	40%	20%	30%	30%	67%			50%		

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	Age										Regi	
	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	127	122
Total Answering	42	17	28	110	112	108	56	29	127	122		
	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older				
	42	17	28	110	112	108	56	29	127	122		
	Male	Female	Male	Female	Male	Female	Male	Female				
	284	218	284	218	284	218	284	218				
	Adults 18+	Teens 13-17	Adults 18+	Teens 13-17	Adults 18+	Teens 13-17	Adults 18+	Teens 13-17				
	447	37	447	37	447	37	447	37				
Several times a day	15%	12%	7%	15%	19%	14%	9%	14%	13%	15%		
Once a day	10%	6%	14%	8%	13%	11%	4%	10%	7%	14%		
Several times a week but less than daily	15%	29%	4%	16%	13%	9%	27%	24%	21%	16%		
About once a week	17%	24%	14%	15%	12%	22%	21%	10%	14%	17%		
Two to three times a month	17%	6%	25%	21%	18%	17%	9%	28%	16%	15%		
About once a month	9%	6%	11%	7%	7%	10%	13%	3%	8%	7%		
Less often / only as needed	18%	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>125</u>	<u>128</u>	
15%	18%	25%	21%	15%	15%	12%	21%	11%	15%	18%	
12%	7%	18%	24%	5%	13%	8%	12%	5%	12%	7%	
11%	11%	11%	24%	20%	13%	13%	15%	9%	13%	11%	
21%	16%	18%	18%	22%	14%	20%	6%	9%	20%	16%	
16%	21%	7%	3%	15%	20%	24%	21%	15%	9%	21%	
12%	8%	7%	3%	5%	9%	14%	18%	4%	9%	8%	
13%	20%	14%	9%	19%	16%	8%	9%	47%	16%	20%	

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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
Total Answering	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									
		<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>15</u>	<u>17</u>	<u>86</u>	<u>64</u>	<u>63</u>	<u>30</u>	<u>40</u>	<u>83</u>	<u>15</u>	<u>17</u>
84	8%	27%	12%	19%	8%	3%	10%	17%	12%	13%	24%
12%	6%	10%	20%	7%	13%	8%	23%	3%	10%	23%	3%
21%	20%	20%	35%	23%	22%	25%	10%	10%	23%	7%	8%
23%	10%	7%	6%	17%	20%	17%	7%	8%	20%	17%	10%
15%	25%		12%	13%	16%	24%	17%	28%	15%	13%	6%
11%	11%	13%	6%	5%	14%	13%	17%	8%	11%	13%	6%
12%	16%	13%	6%	16%	8%	10%	17%	28%	12%	13%	6%

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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	63
Total Answering	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%		8%
Once a day	11%	13%	5%	12%	11%	4%	10%	7%	15%	14%	9%	17%	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%
About once a week	16%	16%	11%	17%	15%	13%	29%	15%	15%	17%	16%	22%	5%	16%		16%
Two to three times a month	13%	14%	11%	10%	17%	13%	20%	21%	21%	7%	15%	2%	24%	16%		11%
About once a month	9%	8%	16%	9%	9%	17%	9%	9%	9%	8%	12%	5%	5%	10%		8%
Less often / only as needed	17%	14%	37%	23%	11%	38%	10%	36%	6%	15%	15%	15%	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%	20%	18%	
13%	4%	8%	23%	10%	19%	10%	9%	11%	13%	4%	
16%	16%	18%	5%	29%	19%	12%	5%	11%	16%	16%	
14%	9%	8%	27%	10%	8%	24%	14%	6%	14%	9%	
5%	13%	15%	5%	4%	13%	12%	5%	9%	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
Total Answering	71	55	8	54	17	11	4	17	27	7
Better than YouTube	18%	16%	13%	19%	18%	18%	50%	24%	15%	
About the same as YouTube	49%	49%	50%	50%	47%	55%	50%	35%	56%	71%
Worse than YouTube	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									
Age Group	N	East	Midwest	South	West	More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
						Daily	Daily	Weekly	Weekly	Monthly	Monthly		
65 or older	-					21	11	13					
55-64	3					14	11	13					
45-54	2	21	15	14	21	15	11	13	30	11	4	1	1
		10%	13%	29%	24%	13%	9%	8%	30%	9%	25%		
	33%	62%	33%	50%	48%	33%	55%	54%	53%	36%	50%		
	33%	29%	53%	21%	29%	53%	36%	38%	17%	55%	25%	100%	100%

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

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 Monthly/ Less Than Weekly	Monthly	Less Than Monthly
		6	3	7	9	5	5	5	3	2	-	-
		East	Midwest	South	West	More Than Weekly/ Less Than Daily	Daily	Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
45-54	4	67%	67%	71%	67%	20%	80%	80%	100%	100%	-	-
55-64	3	33%	33%	29%	33%	80%	20%	20%	70%	30%	-	-
65 or older	-	-	-	-	-	-	-	-	10	2	-	-

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	Age									
	Adults 18+		Teens		Male		Female			
	Total	13-17	13-17	18-20	21-24	25-34	35-44			
Total Answering	502	447	37	284	218	42	17	28	110	112
Better than YouTube	18%	17%	32%	17%	19%	33%	18%	4%	13%	19%
About the same as YouTube	51%	54%	38%	52%	50%	38%	35%	43%	50%	56%
Worse than YouTube	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 Daily	Daily	Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
45-54	55-64	127	122	125	128	28	28	34	131	112	108	34	55
108	56	17%	19%	22%	13%	7%	9%	11%	11%	13%	24%	26%	35%
20%	14%	17%	19%	22%	13%	7%	9%	11%	11%	13%	24%	26%	35%
55%	55%	50%	54%	50%	52%	46%	38%	49%	49%	53%	55%	56%	56%
25%	30%	34%	27%	28%	34%	46%	53%	40%	40%	34%	21%	18%	9%
	<u>65</u> or older	29											

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	Age						
	Adults 18+		Teens		13-17		Female
	Total	%	Total	%	Male	Female	Total
Better than YouTube	20%	21%	7%	16%	24%	12%	13%
About the same as YouTube	48%	48%	50%	52%	44%	47%	49%
Worse than YouTube	32%	30%	43%	32%	32%	41%	37%
Total Answering	315	284	14	158	157	17	67
						18-20	21-24
						10	18
						65	67

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