

Schapiro Exhibit 423 continued

		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
45-54	63	76	72	84	83	15	17	64	63	30	40	
55-64	45	20%	19%	26%	14%	7%	6%	22%	24%	23%	33%	
65 or older	30	43%	44%	49%	54%	53%	59%	47%	46%	53%	50%	
		37%	36%	25%	31%	40%	35%	31%	30%	23%	17%	

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	Age					
	13-17	18-20	21-24	25-34	35-44	59
Total	24	10	14	34	59	
Total Answering	288	256	19	147	141	
	Adults 18+		Teens		Female	
	15%	16%	5%	10%	20%	
Better than YouTube	52%	55%	32%	52%	52%	
About the same as YouTube	33%	30%	63%	38%	28%	
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	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly
45-54	55-64	86	63	83	56	13	22	22	73	64	59	22	35
85	41	21	21	21	21	21	21	21	21	21	21	21	21
15%	29%	14%	11%	20%	11%	8%	5%	5%	11%	13%	20%	23%	20%
55%	46%	50%	54%	49%	57%	54%	32%	49%	49%	48%	59%	50%	66%
29%	24%	36%	35%	30%	32%	38%	64%	40%	39%	39%	20%	27%	14%

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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	586	512	46	328	258	54	26	51	137	123	113	57	25	146	137	148
YouTube	60%	59%	52%	62%	57%	56%	77%	69%	61%	63%	52%	53%	56%	61%	55%	54%
DailyMotion	1%	1%	2%	1%	0%	2%	2%	2%	1%	2%	3%	9%	1%	1%	1%	1%
LiveVideo	2%	2%	2%	2%	1%	2%	2%	6%	2%	2%	3%	2%	4%	3%	2%	1%
MetaCafe	2%	2%	2%	3%	2%	2%	2%	12%	2%	10%	12%	5%	4%	3%	2%	1%
MySpace	13%	13%	22%	11%	17%	22%	19%	12%	17%	10%	12%	5%	12%	11%	15%	15%
EBaumsWorld	2%	3%	2%	3%	1%	2%	4%	2%	2%	5%	3%	3%	3%	3%	2%	2%
Revver	1%	0%	2%	1%	0%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Yahoo	9%	8%	15%	7%	11%	13%	7%	4%	7%	10%	12%	7%	12%	10%	10%	8%
MSN	7%	7%	2%	5%	8%	2%	6%	6%	7%	4%	7%	14%	16%	3%	8%	9%
AOL	5%	5%	2%	5%	5%	2%	2%	2%	2%	5%	11%	12%	16%	5%	4%	8%

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	
	36	45	179	123	119	42	42				
	67%	81%	60%	68%	56%	51%	50%	48%			
	3%	4%	1%			3%	2%				
	1%	2%	2%			1%	5%				
	1%	4%	1%		2%	12%	17%			12%	
	13%	14%	9%	14%	15%	3%	2%			2%	
	2%	3%	2%	2%	2%	3%	2%			2%	
			1%	1%	2%	13%	12%			19%	
	6%	7%	5%	7%	7%	9%	7%			17%	
	6%	9%	4%	6%	6%	8%	5%			2%	
	3%	2%	2%	10%	10%						

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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	586	512	46	328	258	54	26	51	137	123	113	57	25	146	137	148
YouTube	41%	38%	65%	45%	36%	69%	35%	47%	43%	33%	34%	46%	28%	40%	40%	35%
DailyMotion	1%	1%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	1%	1%	3%
LiveVideo	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	3%	5%	4%	3%	2%	1%
MetaCafe	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	3%	3%	2%	2%	1%	2%
MySpace	12%	12%	11%	12%	12%	9%	27%	14%	16%	8%	12%	4%	12%	8%	15%	14%
EBaumsworld	4%	4%	4%	4%	3%	9%	8%	6%	5%	3%	4%	2%	2%	1%	2%	6%
Revver	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Yahoo	18%	19%	11%	18%	19%	9%	19%	12%	17%	24%	21%	19%	16%	17%	20%	20%
MSN	12%	13%	7%	9%	15%	7%	12%	10%	11%	13%	12%	9%	32%	14%	11%	12%
AOL	9%	10%	5%	5%	14%	14%	6%	6%	4%	15%	12%	16%	8%	13%	8%	9%

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
	36	45		179		123		119		42	42
	48%	58%	60%	46%	39%	35%	24%	26%			
	1%	3%	2%	2%	1%						
	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%
	2%	2%	2%		2%	1%	2%	2%	2%	2%	2%
	11%	8%	4%	12%	12%	12%	14%	17%			
	5%	6%		6%	2%	2%	7%				
	1%			1%	1%	1%					
	16%	17%	16%	13%	22%	24%	12%	21%			
	10%	6%	2%	12%	11%	11%	29%	17%			
	5%	3%	11%	6%	11%	11%	10%	14%			

		How Often On YouTube									
		More Than Daily		More Than Weekly/ Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	Less Than Weekly	More Than Monthly/ Less Than Weekly	Monthly	Less Than Monthly	Monthly	Less Than Monthly
	36	45	179	123	119	42	42	42	42	42	42
	43%	61%	51%	42%	40%	33%	40%	31%			
	3%	4%	4%	4%	3%	1%	2%	5%			
	1%	2%	2%	2%	3%	3%	2%	14%			
	3%	3%	2%	2%	2%	27%	14%	5%			
	24%	17%	21%	21%	21%	2%	7%	14%			
	2%	3%	3%	3%	5%	2%	7%	5%			
	1%	4%	2%	2%	2%	21%	26%	21%			
	14%	6%	15%	14%	14%	6%	7%	12%			
	5%	6%	6%	6%	7%	8%	2%	12%			
	3%	6%	4%	4%	7%		2%	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	586	512	46	328	258	54	26	51	137	123	113	57	25	146	137	148
YouTube	67%	65%	78%	66%	68%	81%	54%	65%	71%	71%	66%	49%	56%	71%	66%	61%
DailyMotion	2%	1%	4%	3%	0%	4%	8%	6%	1%	1%	2%	2%	4%	1%	1%	1%
LiveVideo	1%	1%		1%	1%				1%	2%	2%		4%	1%	2%	1%
MetaCafe	2%	2%		3%	0%				3%	2%	3%		8%	2%	2%	1%
MySpace	6%	7%	2%	5%	7%	2%	19%	8%	4%	6%	7%	5%	8%	8%	5%	4%
EBaumsWorld	4%	4%	2%	3%	4%	2%	8%	10%	6%	2%	3%		8%	3%	4%	4%
Revver																
Yahoo	8%	8%	11%	7%	9%	9%	4%	6%	6%	7%	6%	12%	16%	6%	10%	9%
MSN	4%	5%	2%	4%	5%	2%	4%	4%	5%	3%	4%	12%	12%	3%	4%	7%
AOL	7%	8%		8%	5%	5%	4%	2%	3%	7%	10%	21%	8%	5%	4%	12%

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
	36	45	179	123	119	42	42				
155	36	45	179	123	119	42	42				
70%	89%	80%	73%	69%	56%	50%	50%				
3%	3%	2%	3%	2%							
1%			2%	1%							
3%		2%	2%	2%	2%						
7%	4%	4%	4%	5%	10%						
3%	4%	4%	4%	3%	3%						
5%	3%	2%	2%	6%	13%						
4%	6%	2%	4%	2%	5%						
5%	2%	2%	4%	10%	10%						

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	Age										Regi				
	Adult s 18+	13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	359
Total Answering	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359
The Website	24%	24%	25%	22%	27%	25%	19%	16%	18%	26%	23%	36%	35%	23%	24%
The Producer of the Video	76%	76%	75%	78%	73%	75%	81%	84%	82%	74%	77%	64%	65%	77%	76%

find objectionable?

		How Often On YouTube								
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly		
South	West	436	422	50	75	358	352	325	187	324
25%	26%	24%	21%	18%	21%	25%	26%	26%	34%	
75%	74%	76%	79%	82%	79%	75%	74%	74%	66%	

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	Age										Region		
	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South		
Total Answering	156	69	116	358	317	341	197	117	454	359	436		
The Website	51%	59%	56%	58%	52%	45%	57%	56%	50%	52%	55%		
The Advertiser	49%	41%	44%	42%	48%	55%	43%	44%	50%	48%	45%		

advertising that you find objectionable?

		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	422	50	75	358	352	325	187	324	
	55%	54%	43%	49%	53%	55%	58%		
	45%	46%	57%	51%	47%	45%	42%		

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	Age										Regi				
											East	Midwest			
	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	454	359
Total Answering	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359
Searched for a video	58%	57%	72%	62%	55%	72%	75%	70%	66%	61%	53%	41%	34%	59%	56%
Watched a video	79%	79%	79%	81%	77%	79%	86%	79%	86%	79%	79%	72%	70%	80%	78%
Posted on a message board/forum	43%	43%	42%	43%	43%	42%	41%	47%	51%	45%	42%	36%	30%	38%	42%
Read a blog	58%	58%	53%	55%	62%	53%	61%	66%	66%	53%	55%	57%	52%	54%	57%
Downloaded free music	26%	24%	39%	27%	25%	40%	42%	34%	29%	26%	20%	16%	10%	28%	24%
Watched music videos	42%	40%	55%	41%	43%	56%	54%	55%	53%	43%	33%	26%	16%	42%	44%
Uploaded pictures	48%	47%	58%	43%	54%	58%	65%	63%	58%	44%	39%	34%	42%	48%	47%
Created a video for the Web	3%	3%	9%	4%	3%	9%	6%	3%	4%	3%	3%	1%	1%	5%	2%
Created a profile, registered on a site	46%	46%	40%	45%	46%	40%	46%	51%	49%	46%	47%	46%	30%	46%	42%
Joined an online community site	21%	20%	28%	20%	21%	28%	20%	15%	19%	25%	22%	20%	9%	20%	18%
None of these	5%	5%	7%	6%	5%	7%		5%	3%	4%	8%	8%	9%	6%	6%

the past 3 months? Please select all that apply.

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	Total	Adults 18+	Teens 13-17
Total Answering	1671	1516	155
Downloaded a movie	10%	9%	15%
Sent a video link to friends/colleagues/family	40%	41%	32%
Created/Uploaded text content for the Web	13%	13%	12%
Posted to a blog	24%	24%	23%
Paid to download music	23%	24%	19%
Listened to/Downloaded a Podcast	19%	18%	20%
Created music for the Web	1%	0%	2%
Uploaded music to the Web	4%	3%	11%
Created music for the Web	1%	1%	3%
Uploaded video content to the Web	5%	4%	12%
Created/Uploaded a Podcast	1%	1%	4%
Purchased something online	68%	72%	32%
Purchased something online that I saw advertised online	26%	28%	7%
Purchased something online that I saw advertised offline (e.g., TV, magazine, newspaper, radio, billboard, etc.)	29%	30%	10%
Embedded a YouTube video on a website or blog	11%	10%	19%
None of these	14%	12%	28%

Path B:Q670 Which of the following actions have you taken on the internet in the past 3 months? Please select all that apply.

		Age										Region				Hov	
		13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South	West	More Than Daily	Daily	Less Than Daily	More Than Weekly/
Male	Female	156	69	116	358	317	341	197	117	454	359	436	422	50	75	358	
14%	5%	15%	19%	9%	13%	9%	6%	7%	6%	9%	10%	11%	8%	24%	19%	14%	
37%	44%	32%	38%	35%	42%	39%	42%	44%	42%	37%	37%	41%	45%	66%	56%	55%	
14%	13%	12%	12%	15%	17%	14%	13%	10%	6%	11%	11%	15%	16%	22%	19%	19%	
21%	27%	23%	30%	32%	31%	23%	20%	17%	14%	20%	23%	24%	29%	34%	31%	31%	
23%	24%	19%	29%	23%	36%	20%	22%	16%	11%	23%	25%	22%	23%	24%	23%	27%	
21%	16%	20%	14%	17%	25%	20%	18%	12%	9%	20%	18%	17%	18%	22%	27%	28%	
1%	0%	2%	1%	1%	1%	0%				1%	0%	0%	0%	4%	1%	1%	
4%	4%	11%	7%	9%	4%	2%	2%	1%	3%	4%	4%	4%	3%	10%	5%	6%	
1%	1%	3%	1%	1%	2%	0%				1%	0%	2%	0%	4%	3%	1%	
5%	5%	12%	6%	7%	6%	4%	4%	2%	3%	6%	2%	6%	6%	16%	12%	9%	
2%	1%	4%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	6%	3%	3%	
65%	71%	32%	58%	68%	75%	66%	73%	78%	72%	71%	63%	66%	70%	72%	64%	71%	
27%	24%	7%	19%	16%	24%	25%	32%	36%	35%	28%	19%	24%	30%	32%	32%	32%	
29%	28%	10%	12%	25%	35%	27%	32%	29%	41%	27%	26%	29%	32%	26%	37%	34%	
9%	12%	19%	14%	22%	17%	9%	4%	3%	3%	10%	7%	12%	14%	30%	25%	18%	
17%	11%	28%	12%	15%	10%	15%	11%	12%	16%	13%	14%	16%	13%	4%	16%	11%	

<u>v Often On YouTube</u>			
<u>Weekly</u>	<u>More Than Monthly/ Less Than Weekly</u>	<u>Monthly</u>	<u>Less Than Monthly</u>
352	325	187	324
11%	7%	5%	5%
46%	35%	28%	22%
14%	11%	12%	7%
24%	22%	23%	15%
23%	26%	20%	18%
22%	16%	11%	9%
1%			0%
4%	3%	2%	1%
1%		1%	1%
4%	4%	3%	1%
1%	1%	1%	
67%	71%	64%	64%
27%	23%	22%	20%
28%	28%	24%	25%
11%	7%	3%	2%
12%	10%	16%	22%

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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	South	
	Total	%	Total	%	Total	%	Total	%	N	%	N	%	N	%	N	%	N	%	N	
Total Answering	1671		1516		881		790		156	69	116	358	317	341	197	117	454		359	
Every week	8%	8%	3%	3%	8%	8%	8%	3%	3%	3%	10%	8%	9%	7%	10%	9%	9%	9%	6%	6%
Every month	31%	33%	13%	13%	32%	29%	29%	13%	20%	32%	35%	31%	37%	34%	22%	30%	30%	30%	32%	32%
Every few months	39%	40%	30%	30%	37%	42%	42%	29%	48%	47%	38%	39%	38%	40%	44%	40%	40%	40%	42%	42%
Every six months	9%	8%	10%	10%	9%	8%	8%	10%	10%	6%	9%	9%	8%	8%	7%	11%	9%	9%	7%	7%
Once a year or less	14%	11%	45%	45%	15%	13%	13%	44%	19%	12%	8%	13%	9%	9%	12%	12%	13%	13%	14%	14%

services online?

		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>422</u>	<u>50</u>	<u>75</u>	<u>358</u>	<u>352</u>	<u>325</u>	<u>187</u>	<u>324</u>		
6%	10%	12%	13%	9%	9%	9%	7%	7%	4%		
30%	32%	36%	32%	38%	30%	30%	30%	26%	26%		
38%	36%	26%	28%	33%	43%	43%	43%	44%	39%		
10%	8%	4%	11%	7%	8%	8%	9%	6%	11%		
15%	14%	22%	16%	12%	10%	10%	11%	16%	20%		

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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	1671	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Online	42%	44%	44%	39%	15%	26%	28%	47%	43%	48%	53%	43%	43%	37%	42%
In a store	58%	56%	56%	61%	85%	74%	72%	53%	57%	52%	47%	57%	57%	63%	58%

		How Often On YouTube							
		More Than Daily		More Than Weekly/ Less Than Daily		More Than Monthly/ Less Than Weekly		Less Than Monthly	
West	422	50	75	358	352	325	187	324	324
	44%	40%	41%	49%	41%	38%	41%	39%	39%
	56%	60%	59%	51%	59%	62%	59%	61%	61%

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	Age																								
	Adults 18+		Teens 13-17		Male		Female		13-17		18-20		21-24		25-34		35-44		45-54		55-64		65 or older		
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	
Total Answering	1671		1516		155		881		790		156		69		116		358		317		341		197		117
Alcoholic Beverages (e.g., liquor, beer, wine, etc.)	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	1%	3%	3%	3%	5%	4%	5%	4%	3%	3%	3%	3%	3%	3%	2%
Automotive (e.g., cars, trucks, motorcycles, etc.)	4%	4%	4%	1%	5%	2%	5%	2%	2%	1%	3%	2%	3%	2%	4%	4%	4%	4%	6%	6%	5%	5%	5%	2%	2%
Consumer Electronics (e.g., video, audio, electronic games, etc.)	32%	34%	34%	19%	37%	27%	37%	27%	19%	33%	19%	30%	33%	30%	37%	37%	37%	35%	36%	36%	29%	29%	29%	28%	28%
Entertainment Offline (e.g., tickets for movies, concerts, theatre, sports, etc.)	24%	24%	24%	17%	23%	24%	23%	24%	17%	17%	17%	28%	17%	28%	32%	26%	26%	24%	24%	19%	19%	19%	19%	7%	7%
Entertainment Online (e.g., downloads for movies, concerts, sports, television, etc.)	11%	11%	11%	13%	13%	10%	13%	10%	13%	3%	13%	10%	3%	10%	16%	14%	16%	11%	11%	6%	6%	6%	6%	6%	6%
Financial (e.g., financial services, insurance, stocks, etc.)	10%	11%	11%	2%	12%	7%	12%	7%	2%	3%	2%	4%	3%	4%	12%	9%	12%	11%	13%	13%	13%	13%	13%	17%	17%
Groceries	5%	5%	5%	1%	4%	6%	4%	6%	1%	4%	1%	5%	4%	5%	3%	8%	3%	6%	6%	6%	6%	6%	6%	3%	3%
Home Furnishings and Appliances	10%	11%	11%	3%	9%	12%	9%	12%	3%	3%	3%	9%	6%	9%	10%	12%	10%	11%	11%	17%	17%	17%	17%	12%	12%
Men's Apparel, Jewelry and Watches	12%	12%	12%	10%	17%	6%	17%	6%	10%	6%	10%	13%	6%	13%	11%	14%	11%	12%	12%	11%	11%	11%	11%	17%	17%
Men's Toiletries	3%	3%	3%	2%	5%	1%	5%	1%	2%	1%	2%	2%	1%	2%	3%	4%	3%	3%	3%	3%	3%	3%	3%	2%	2%
Pharmaceuticals/Healthcare (e.g., prescription and non-prescription medications, healthcare products, etc.)	17%	18%	18%	3%	15%	18%	15%	18%	3%	3%	3%	6%	3%	6%	10%	15%	10%	15%	23%	23%	28%	28%	28%	40%	40%
Technology (e.g., computers, computer hardware, computer software, etc.)	26%	27%	27%	17%	34%	18%	34%	18%	17%	20%	17%	11%	20%	11%	24%	27%	24%	27%	33%	33%	30%	30%	30%	38%	38%
Telecommunications (e.g., phones, wireless phones, wireless services, etc.)	9%	9%	9%	7%	9%	10%	9%	10%	7%	7%	7%	4%	7%	4%	9%	9%	9%	9%	12%	12%	8%	8%	8%	13%	13%

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
		454	359	436	422	50	75	358	352	325	187	324
		3%	3%	2%	4%	10%	4%	3%	3%	5%	2%	2%
		4%	3%	3%	5%	8%	4%	4%	3%	4%	3%	3%
		38%	32%	28%	33%	42%	36%	43%	35%	33%	20%	22%
		24%	23%	22%	25%	30%	32%	29%	23%	23%	21%	17%
		11%	10%	11%	13%	16%	12%	19%	11%	9%	10%	5%
		9%	6%	11%	13%	22%	15%	10%	9%	9%	9%	9%
		7%	4%	3%	6%	10%	4%	6%	5%	6%	5%	2%
		12%	10%	9%	11%	14%	13%	12%	10%	10%	10%	8%
		13%	9%	14%	11%	14%	8%	15%	11%	12%	12%	10%
		3%	3%	3%	3%	10%	3%	4%	4%	2%	2%	1%
		17%	18%	13%	19%	22%	15%	16%	15%	20%	13%	16%
		29%	24%	26%	26%	36%	25%	32%	26%	28%	21%	21%
		9%	8%	11%	9%	18%	12%	11%	6%	10%	7%	8%

Travel (e.g., airlines, trains, rental cars, hotels, cruises, etc.)	27%	28%	8%	27%	27%	7%	22%	33%	24%	31%	32%	30%
Women's Apparel, Jewelry and Watches	20%	21%	11%	6%	36%	16%	20%	21%	21%	21%	25%	24%
Women's Toiletries and Cosmetics	10%	11%	4%	2%	20%	4%	4%	12%	12%	12%	14%	7%
None of these	23%	21%	45%	24%	22%	33%	28%	19%	24%	16%	17%	20%

months? Please select all that apply.

25%	20%	28%	32%	12%	24%	26%	26%	28%	30%	26%
20%	16%	20%	25%	18%	21%	19%	17%	24%	21%	22%
11%	8%	10%	12%	2%	12%	11%	9%	12%	10%	11%
21%	26%	24%	21%	20%	25%	18%	24%	19%	25%	30%

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	Adults 18+		Teens 13-17		Male	Female	Age								
	Total	%	Total	%			13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East
Total Answering	1671	1516	155	881	881	790									
Total Answering	15%	16%	13%	16%	16%	13%									
Automotive (e.g., cars, trucks, motorcycles, etc.)	14%	15%	5%	19%	19%	9%	4%	7%	9%	17%	15%	17%	18%	11%	13%
Consumer Electronics (e.g., video, audio, electronic games, etc.)	63%	65%	48%	68%	68%	58%	48%	59%	61%	69%	64%	68%	59%	57%	66%
Entertainment Offline (e.g., tickets for movies, concerts, theatre, sports, etc.)	56%	58%	34%	54%	54%	57%	34%	45%	66%	68%	58%	60%	51%	32%	57%
Entertainment Online (e.g., downloads for movies, concerts, sports, television, etc.)	37%	38%	26%	37%	37%	36%	26%	26%	39%	49%	38%	38%	33%	19%	36%
Financial (e.g., financial services, insurance, stocks, etc.)	26%	28%	8%	33%	33%	18%	8%	12%	22%	36%	26%	28%	23%	27%	25%
Groceries	23%	24%	7%	20%	20%	25%	7%	7%	22%	28%	24%	26%	26%	17%	24%
Home Furnishings and Appliances	38%	41%	14%	34%	34%	42%	14%	25%	33%	42%	38%	45%	49%	37%	41%
Men's Apparel, Jewelry and Watches	40%	41%	23%	44%	44%	34%	24%	32%	34%	44%	45%	42%	43%	32%	43%
Men's Toiletries	24%	26%	5%	27%	27%	21%	5%	6%	22%	27%	27%	30%	30%	18%	25%
Pharmaceuticals/Healthcare (e.g., prescription and non-prescription medications, healthcare products, etc.)	36%	39%	8%	34%	34%	38%	8%	14%	26%	35%	35%	45%	51%	51%	37%
Technology (e.g., computers, computer hardware, computer software, etc.)	61%	63%	42%	68%	68%	53%	42%	45%	52%	65%	62%	67%	67%	63%	61%

Region	How Often On YouTube											
	More Than Daily				More Than Weekly/				More Than Monthly/			
	West	South	Midwest	14%	Less Than Daily	Weekly	Less Than Weekly	Monthly	Less Than Monthly	Monthly	Less Than Monthly	Monthly
	16%	15%	14%	12%	13%	18%	19%	14%	12%	11%	11%	
	17%	15%	12%	18%	11%	20%	15%	13%	11%	11%	11%	
	63%	61%	61%	56%	61%	71%	71%	61%	57%	53%	53%	
	60%	54%	52%	50%	59%	60%	59%	59%	52%	47%	47%	
	38%	36%	37%	42%	45%	46%	37%	35%	34%	27%	27%	
	29%	26%	22%	28%	23%	32%	27%	23%	24%	23%	23%	
	25%	21%	19%	14%	28%	27%	25%	18%	22%	21%	21%	
	37%	35%	40%	30%	39%	42%	37%	39%	34%	38%	38%	
	40%	40%	35%	28%	37%	43%	44%	36%	39%	38%	38%	
	24%	25%	22%	20%	21%	27%	28%	21%	24%	21%	21%	
	37%	36%	34%	32%	40%	39%	37%	36%	34%	33%	33%	
	61%	60%	62%	58%	56%	65%	64%	62%	59%	54%	54%	

Telecommunications (e.g., phones, wireless phones, wireless services, etc.)
 Travel (e.g., airlines, trains, rental cars, hotels, cruises, etc.)
 Women's Apparel, Jewelry and Watches
 Women's Toiletries and Cosmetics
 None of these

43% 45% 23% 46% 39% 23% 26% 37% 48% 42% 52% 46% 40% 41%
 59% 62% 32% 58% 60% 31% 30% 59% 68% 58% 66% 63% 60% 60%
 42% 44% 24% 24% 62% 24% 29% 43% 47% 43% 44% 50% 39% 41%
 30% 32% 12% 15% 47% 12% 13% 30% 36% 32% 34% 35% 21% 31%
 11% 10% 27% 12% 11% 27% 17% 16% 8% 11% 8% 9% 9% 11%

the future? Please select all that apply.

40%	44%	45%	40%	47%	46%	46%	42%	36%	40%
53%	57%	65%	42%	48%	58%	65%	62%	58%	56%
39%	42%	46%	42%	35%	41%	41%	47%	43%	41%
27%	30%	31%	22%	21%	30%	31%	32%	28%	31%
13%	12%	10%	20%	17%	9%	8%	9%	14%	15%

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	2%	2%	6%	2%	3%	6%	1%	2%	3%	2%	1%	2%	3%	3%	1%	3%
Often	7%	6%	14%	6%	8%	14%	13%	14%	9%	5%	3%	5%	3%	6%	6%	8%
Sometimes	26%	24%	44%	25%	28%	44%	46%	36%	31%	21%	20%	16%	16%	26%	26%	28%
Not Very Often	37%	38%	27%	38%	36%	28%	29%	30%	38%	40%	43%	42%	27%	36%	39%	35%
Never	27%	29%	9%	29%	25%	9%	10%	18%	19%	32%	33%	36%	50%	29%	27%	26%

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	Weekly	Less Than Weekly	Monthly	Less Than Monthly	West	More Than Monthly
	50	75	358	352	325	187	324		
422	2%	6%	7%	2%	3%	2%	2%	2%	2%
	7%	12%	7%	11%	7%	5%	6%	5%	6%
	25%	32%	35%	27%	27%	26%	20%	26%	20%
	40%	22%	32%	39%	37%	37%	37%	37%	37%
	26%	28%	20%	21%	29%	30%	36%	30%	36%

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	3%	3%	2%	2%	4%	2%	3%	4%	3%	5%	1%	1%	4%	3%	3%	3%
Often	7%	7%	10%	7%	7%	10%	17%	12%	9%	5%	6%	3%	2%	7%	7%	9%
Sometimes	27%	25%	45%	28%	25%	45%	39%	32%	30%	23%	24%	18%	13%	26%	26%	29%
Not Very Often	38%	38%	33%	36%	39%	33%	29%	41%	43%	39%	34%	41%	30%	36%	38%	35%
Never	26%	27%	10%	26%	25%	10%	12%	10%	15%	27%	35%	38%	51%	28%	25%	24%

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	Weekly	Less Than Weekly	Monthly	Less Than Monthly	Monthly	Less Than Monthly
	50	75	358	352	325	187	324		
422	3%	6%	5%	4%	3%	2%	1%	2%	2%
	5%	20%	19%	9%	8%	7%	2%	2%	2%
	26%	28%	35%	28%	28%	27%	33%	19%	19%
	42%	22%	19%	40%	38%	40%	33%	42%	42%
	24%	24%	23%	19%	24%	24%	31%	35%	35%

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	2%	2%	1%	1%	2%	1%		3%	2%	2%	1%	1%	1%	2%	1%	1%
Often	4%	3%	6%	5%	3%	6%	6%	4%	5%	4%	2%	2%	2%	5%	3%	5%
Sometimes	15%	14%	24%	16%	14%	24%	25%	14%	16%	17%	14%	7%	9%	14%	13%	18%
Not Very Often	24%	24%	23%	25%	23%	22%	29%	26%	27%	24%	24%	21%	16%	19%	28%	24%
Never	55%	56%	47%	53%	58%	47%	41%	53%	50%	52%	58%	69%	73%	61%	56%	53%

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>422</u>	<u>50</u>	<u>75</u>	<u>358</u>	<u>352</u>	<u>325</u>	<u>187</u>	<u>324</u>	
	2%	4%	8%	3%	1%	1%		1%	
	3%	14%	11%	5%	3%	2%	3%	1%	
	15%	32%	28%	21%	16%	12%	10%	8%	
	28%	16%	24%	28%	25%	23%	25%	21%	
	53%	34%	29%	43%	54%	62%	61%	70%	

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	Age										Region										
	Adults 18+					Teens 13-17					Male	Female	65 or older								
	Total	%	Total	%	Total	%	Total	%	13-17	18-20			21-24	25-34	35-44	45-54	55-64	East	Midwest	South	
Total Answering	1671		1516		155		881		790		156	69	116	358	317	341	197	117	454	359	436
Very Often	12%	11%	19%	19%	9%	9%	14%	19%	12%	18%	16%	16%	12%	6%	5%	10%	5%	10%	9%	11%	14%
Often	27%	26%	33%	33%	24%	29%	33%	32%	32%	34%	33%	33%	30%	21%	17%	14%	17%	14%	28%	28%	24%
Sometimes	36%	36%	34%	34%	38%	33%	39%	34%	34%	34%	37%	37%	32%	38%	41%	33%	41%	33%	35%	35%	36%
Not Very Often	15%	16%	9%	9%	17%	14%	10%	10%	7%	8%	11%	11%	14%	21%	20%	24%	20%	24%	16%	13%	15%
Never	11%	11%	5%	5%	12%	10%	6%	6%	7%	5%	4%	4%	13%	14%	17%	19%	17%	13%	12%	12%	10%

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
	50	75	358	352	325	187	324		
	12%	26%	24%	15%	12%	12%	6%		
	26%	26%	28%	30%	30%	26%	21%		
	37%	24%	31%	35%	37%	35%	37%		
	17%	16%	9%	13%	15%	16%	20%		
	9%	8%	8%	8%	7%	10%	17%		

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	6%	6%	6%	7%	6%	6%	7%	8%	8%	9%	4%	4%	5%	6%	6%	6%
Often	13%	13%	16%	15%	12%	16%	12%	11%	18%	14%	12%	10%	6%	12%	15%	15%
Sometimes	33%	33%	36%	34%	32%	36%	43%	34%	40%	32%	32%	24%	21%	34%	31%	32%
Not Very Often	27%	27%	26%	27%	27%	27%	25%	32%	23%	30%	30%	28%	26%	27%	30%	26%
Never	20%	21%	15%	18%	23%	15%	13%	15%	12%	17%	22%	35%	42%	21%	19%	21%

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>More Than Daily</u>	<u>Daily</u>	<u>Daily</u>	<u>Less Than Daily</u>	<u>Weekly</u>	<u>Weekly</u>	<u>Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
	50	75	358	352	325	187	324		
	7%	18%	20%	10%	7%	3%	2%		
	12%	26%	24%	20%	14%	10%	6%		
	35%	32%	33%	33%	36%	36%	28%		
	27%	18%	16%	23%	25%	30%	30%		
	19%	6%	7%	14%	18%	20%	34%		

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	5%	5%	5%	4%	6%	4%	7%	5%	8%	5%	3%	4%	3%	5%	4%	6%
Often	11%	11%	12%	14%	9%	12%	7%	11%	13%	12%	14%	7%	9%	12%	12%	12%
Sometimes	30%	30%	30%	30%	31%	30%	36%	28%	35%	34%	32%	21%	15%	30%	29%	31%
Not Very Often	27%	27%	33%	27%	28%	33%	32%	31%	27%	24%	24%	27%	25%	28%	28%	24%
Never	26%	26%	21%	26%	26%	21%	17%	24%	17%	22%	27%	41%	49%	26%	27%	26%

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>More Than Daily</u>	<u>Daily</u>	<u>Daily</u>	<u>Less Than Daily</u>	<u>Weekly</u>	<u>Weekly</u>	<u>Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
	50	75	358	352	325	187	324		
422	5%	12%	15%	8%	3%	4%	3%	2%	3%
	10%	22%	25%	16%	12%	10%	6%	5%	6%
	31%	32%	32%	32%	34%	31%	22%	33%	22%
	29%	22%	17%	24%	29%	30%	29%	30%	29%
	25%	12%	11%	20%	23%	25%	40%	30%	40%

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	1%	1%	1%	1%	2%	1%	1%	2%	2%	3%	0%	1%	1%	1%	1%	3%
Often	5%	4%	8%	6%	3%	8%	6%	4%	6%	4%	4%	3%	1%	5%	4%	5%
Sometimes	14%	13%	19%	14%	14%	19%	29%	16%	19%	12%	10%	6%	7%	15%	12%	15%
Not Very Often	23%	24%	19%	25%	21%	19%	13%	25%	28%	24%	24%	21%	17%	20%	22%	24%
Never	57%	58%	52%	54%	60%	53%	51%	53%	45%	57%	61%	69%	75%	59%	61%	53%

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	Weekly	Less Than Weekly	Monthly	Less Than Monthly	Monthly	Less Than Monthly
	50	75	358	352	325	187	324		
	422	50	75	358	352	187	324		
1%	6%	8%	2%	1%	1%		1%		1%
4%	18%	17%	6%	4%	2%		1%		1%
13%	34%	25%	20%	18%	9%		5%		5%
27%	10%	19%	28%	24%	22%		21%		21%
55%	32%	31%	44%	54%	66%		72%		72%

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	Age										Region					
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older	East	Midwest	South
Total Answering	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	1%	1%	1%	1%	1%	1%		1%	1%	1%		1%		1%		1%
Often	2%	1%	6%	2%	1%	6%	7%	2%	2%	0%	1%	1%		3%	2%	2%
Sometimes	5%	5%	10%	6%	4%	10%	13%	7%	7%	4%	3%	3%		5%	3%	6%
Not Very Often	6%	6%	10%	7%	5%	10%	7%	7%	6%	8%	5%	5%	4%	5%	5%	8%
Never	86%	88%	73%	84%	89%	73%	72%	84%	84%	87%	92%	91%	96%	87%	90%	83%

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	422	50	75	358	352	325	187	324	
	0%	6%	1%	1%	0%		1%	1%	
	0%	6%	1%	2%	2%	2%	1%	1%	
	5%	12%	8%	7%	6%	4%	4%	2%	
	8%	14%	12%	8%	6%	5%	4%	5%	
	86%	62%	77%	82%	86%	89%	91%	91%	

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	2%	2%	4%	2%	2%	4%	4%	1%	4%	3%	1%	1%		3%	1%	3%
Often	3%	3%	5%	4%	2%	5%	4%	5%	5%	3%	1%	1%	1%	4%	2%	3%
Sometimes	8%	8%	14%	9%	7%	13%	19%	11%	11%	7%	6%	4%		7%	6%	12%
Not Very Often	9%	8%	13%	10%	7%	13%	10%	8%	9%	11%	6%	8%	3%	8%	8%	9%
Never	78%	79%	65%	75%	82%	64%	62%	75%	71%	77%	85%	87%	97%	78%	83%	74%

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	Daily	Less Than Daily	Weekly	Less Than Weekly	Monthly	Monthly	Monthly
	50	75	358	352	325	187	324		
422	2%	6%	3%	2%	1%	2%	2%		
	8%	4%	3%	5%	3%	2%	1%		
	10%	12%	11%	9%	8%	5%	5%		
	16%	7%	10%	10%	9%	5%	7%		
	60%	73%	73%	75%	78%	86%	85%		

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	1%	0%	2%	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%
Often	2%	1%	7%	2%	1%	7%	3%	2%	3%	1%	0%	1%		2%	1%	2%
Sometimes	5%	4%	11%	6%	4%	11%	14%	8%	5%	4%	4%	3%	1%	5%	4%	6%
Not Very Often	9%	8%	12%	10%	8%	12%	16%	9%	11%	11%	5%	5%	3%	7%	11%	9%
Never	84%	86%	68%	81%	87%	68%	65%	81%	81%	83%	91%	91%	97%	85%	84%	82%

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	More Than Weekly/ Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly	Monthly	Monthly	Monthly
422	50	75	358	352	325	187	324		
0%	2%		1%		0%	1%	1%		
1%	6%	5%	1%	3%	2%		1%		
5%	12%	7%	7%	5%	3%	4%	4%		
9%	16%	13%	11%	9%	9%	4%	6%		
85%	64%	75%	79%	83%	86%	91%	89%		

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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	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	2%	1%	3%	2%	2%	3%	3%	3%	3%	2%	1%	1%	1%	2%	1%	2%
Often	3%	3%	5%	4%	3%	5%	9%	4%	4%	4%	2%	1%	1%	4%	3%	3%
Sometimes	9%	8%	17%	10%	8%	18%	20%	11%	12%	8%	6%	5%	2%	9%	6%	11%
Not Very Often	10%	10%	13%	12%	8%	13%	13%	12%	10%	13%	9%	7%	5%	9%	10%	11%
Never	76%	77%	61%	72%	79%	61%	55%	72%	71%	74%	82%	87%	92%	75%	80%	72%

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	Daily	Less Than Daily	Weekly	Less Than Weekly	Monthly	Monthly	Monthly
	50	75	358	352	325	187	324		
422	1%	2%	4%	1%	0%	1%	2%		
	3%	8%	3%	5%	3%	2%	2%		
	9%	18%	12%	9%	8%	8%	6%		
	11%	12%	13%	11%	10%	6%	9%		
	76%	60%	69%	74%	78%	82%	81%		

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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	South
Total Answering	1671	1516	155	881	790	156	69	116	358	317	341	197	117	454	359	436
Very Often	4%	4%	2%	4%	3%	2%	3%	3%	5%	7%	3%	1%	1%	3%	3%	4%
Often	4%	3%	7%	5%	2%	7%	4%	5%	6%	3%	2%	1%	2%	5%	2%	4%
Sometimes	7%	7%	13%	9%	6%	13%	16%	10%	9%	6%	6%	5%	1%	6%	5%	10%
Not Very Often	10%	10%	12%	11%	8%	12%	9%	10%	12%	12%	8%	8%	5%	10%	10%	11%
Never	75%	76%	66%	70%	81%	66%	68%	72%	68%	72%	82%	85%	91%	76%	81%	70%

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	Daily	Less Than Daily	Weekly	Less Than Weekly	Monthly	Monthly	Monthly
	50	75	358	352	325	187	324		
422	4%	3%	5%	2%	4%	3%	4%		
4%	10%	4%	4%	3%	4%	4%	2%		
8%	16%	11%	11%	9%	6%	5%	3%		
9%	12%	11%	12%	13%	10%	6%	7%		
75%	58%	72%	68%	73%	77%	82%	84%		

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	Age											Regi			
												East	Midwest	West	
	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	259	909
Total Answering	3417	3043	314	1801	1616	333	145	261	723	641	675	380	259	909	772
Entertaining friends/family	47%	46%	46%	43%	51%	47%	50%	46%	47%	45%	45%	48%	51%	47%	47%
Hitting the gym	18%	18%	18%	18%	18%	17%	23%	27%	22%	17%	14%	15%	16%	20%	17%
Running	9%	8%	19%	10%	7%	20%	19%	16%	12%	7%	4%	3%	3%	8%	10%
Team sports	7%	5%	22%	10%	4%	22%	11%	7%	9%	6%	4%	2%	2%	7%	9%
Basketball	4%	3%	12%	6%	2%	12%	8%	6%	5%	3%	1%	2%	1%	5%	5%
Photography	25%	26%	19%	25%	25%	20%	26%	18%	24%	26%	25%	32%	32%	24%	25%
Soccer	3%	2%	10%	4%	1%	10%	6%	4%	2%	2%	1%	0%	2%	2%	3%
Swimming	9%	9%	10%	9%	10%	11%	8%	6%	9%	11%	9%	6%	11%	9%	8%
Football	2%	2%	8%	4%	1%	8%	4%	2%	3%	2%	1%	1%	1%	2%	3%
Camping	11%	11%	9%	12%	10%	9%	6%	7%	11%	13%	16%	9%	5%	9%	10%
Martial Arts	2%	2%	4%	3%	2%	4%	1%	2%	2%	3%	2%	1%	1%	3%	2%
Hiking	12%	13%	8%	14%	11%	9%	10%	7%	11%	15%	15%	12%	10%	11%	12%
Volunteering	22%	21%	29%	19%	25%	29%	26%	17%	16%	21%	21%	26%	32%	21%	24%
Snowboarding	1%	1%	3%	1%	1%	3%	2%	2%	2%	1%	0%	0%	2%	1%	1%
Baseball	3%	3%	4%	5%	2%	5%	4%	3%	4%	3%	3%	3%	2%	5%	4%
Skateboarding	1%	0%	2%	1%	1%	3%	2%	1%	1%	0%	0%	0%	2%	1%	1%
Riding motorcycles	4%	5%	1%	6%	2%	1%	3%	4%	4%	6%	6%	5%	2%	5%	4%
Skiing	2%	2%	3%	3%	1%	4%	2%	1%	2%	2%	1%	1%	1%	2%	3%
Renovating cars	3%	3%	2%	4%	1%	2%	4%	0%	2%	3%	4%	5%	3%	2%	2%
Volleyball	3%	2%	5%	3%	3%	6%	4%	4%	3%	3%	1%	2%	1%	3%	4%
Attending auto races	3%	3%	1%	3%	2%	2%	1%	0%	3%	3%	4%	2%	1%	3%	3%
Surfing (in the ocean)	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	0%
None of these	26%	26%	23%	26%	25%	23%	24%	31%	25%	27%	27%	26%	22%	25%	24%

on		How Often On YouTube									
		More Than Daily		Less Than Daily		Weekly		More Than Monthly/ Less Than Weekly		Less Than Monthly	
South	West	845	138	182	749	700	703	354	591		
46%	46%	54%	46%	49%	49%	49%	47%	44%	40%		
17%	18%	25%	25%	19%	19%	16%	17%	18%	17%		
8%	10%	14%	16%	10%	10%	9%	8%	8%	7%		
5%	8%	10%	6%	9%	9%	9%	6%	8%	4%		
4%	4%	10%	7%	5%	4%	4%	3%	3%	3%		
24%	28%	26%	26%	27%	25%	25%	27%	24%	21%		
3%	3%	3%	4%	4%	4%	4%	3%	1%	1%		
10%	9%	9%	10%	11%	9%	9%	9%	10%	5%		
2%	2%	5%	4%	3%	3%	3%	1%	3%	1%		
10%	16%	14%	10%	11%	11%	11%	10%	13%	10%		
2%	2%	7%	2%	2%	2%	2%	2%	2%	1%		
9%	17%	14%	13%	14%	13%	13%	11%	11%	10%		
22%	21%	22%	20%	22%	21%	21%	23%	21%	22%		
1%	2%	4%	2%	2%	1%	1%	1%	0%	1%		
2%	3%	5%	4%	4%	4%	4%	2%	5%	2%		
1%	1%	7%	2%	1%	0%	0%	0%	0%	0%		
4%	4%	2%	3%	4%	4%	4%	5%	6%	3%		
1%	3%	3%	1%	2%	2%	2%	1%	3%	2%		
3%	3%	5%	4%	3%	3%	3%	3%	3%	2%		
2%	3%	3%	2%	3%	3%	3%	3%	3%	2%		
2%	2%	5%	2%	3%	2%	2%	3%	3%	2%		
1%	2%	3%	1%	1%	1%	1%	1%	1%	1%		
28%	25%	25%	24%	24%	23%	23%	27%	26%	30%		

Please select all that apply.

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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	North	Other	
Total Answering	3410	329	260	721	641	675	380	259	907	772					
Adults 18+	3040														
Teens 13-17	310														
Male	1796														
Female	1614														
Watch television	18.0	11.5	14.1	16.2	18.5	19.5	22.2	25.9	18.5	17.4					
Use the Internet	22.8	18.4	23.5	23.1	22.6	24.2	23.5	23.3	23.4	22.1					
Listen to the radio	9.6	6.7	6.7	8.8	11.8	11.1	10.8	8.6	10.2	9.3					
Read magazines or newspapers	4.7	2.6	3.7	3.8	4.8	5.0	6.2	7.8	5.1	4.4					

whole number in each of the boxes below, being sure to enter a zero (0) in any unused boxes.

on	How Often On YouTube											
	<u>More Than</u>		<u>Daily</u>		<u>More Than Weekly/</u>		<u>Weekly</u>		<u>More Than Monthly/</u>		<u>Less Than Monthly</u>	
	<u>Y</u>	<u>137</u>	<u>Y</u>	<u>182</u>	<u>Less Than Daily</u>	<u>747</u>	<u>Weekly</u>	<u>700</u>	<u>Less Than Weekly</u>	<u>702</u>	<u>354</u>	<u>588</u>
South	889	842	137	182								
West	18.2	17.6	20.0	17.2	18.1	16.8	17.3	17.9	19.7	19.7	17.9	19.7
	22.6	22.9	30.8	25.8	25.3	22.5	21.7	20.0	20.1	20.1	20.0	20.1
	9.0	10.0	10.5	10.0	9.7	8.9	9.8	9.4	10.1	10.1	9.4	10.1
	4.4	4.9	4.5	4.3	4.8	4.5	4.7	4.5	4.5	4.7	4.5	5.2

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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	Region
	Total	%	Total	%	Total	%	Total	%	n	%	n	%	n	%	n	%	n	%	
Total Answering	3417		314		1801		1616		333	145	261	723	641	675	380	259	909	772	
Watching television	17%	16%	24%	19%	15%	15%	26%	23%	21%	18%	16%	16%	16%	13%	12%	19%	18%		
Reading magazines or newspapers	9%	8%	12%	9%	8%	13%	13%	11%	8%	8%	8%	10%	8%	8%	7%	9%	9%		
Listening to the radio	8%	7%	13%	8%	7%	13%	13%	6%	10%	7%	7%	7%	6%	7%	9%	8%	8%		
Visiting other websites	21%	20%	25%	22%	19%	27%	27%	30%	22%	23%	20%	20%	18%	16%	16%	21%	23%		
Spending time with my family	4%	3%	10%	4%	4%	11%	11%	6%	3%	4%	3%	3%	2%	1%	3%	5%	4%		
Spending time with my friends	3%	3%	6%	3%	3%	7%	7%	7%	2%	3%	2%	2%	2%	2%	2%	3%	3%		
Speaking on the phone	6%	5%	9%	6%	6%	9%	9%	7%	3%	5%	6%	6%	5%	6%	7%	6%	7%		
(IM) Instant Messaging and/or Chat	6%	5%	15%	7%	5%	15%	15%	13%	6%	5%	5%	5%	5%	4%	5%	6%	6%		
Working	5%	4%	6%	5%	5%	7%	7%	2%	5%	8%	4%	4%	3%	3%	3%	3%	5%		
Schoolwork or homework	6%	3%	28%	5%	7%	29%	29%	24%	11%	3%	1%	1%	1%	1%	2%	5%	7%		
Household chores	11%	10%	13%	8%	14%	15%	15%	10%	11%	12%	10%	10%	11%	9%	8%	11%	11%		
None of these	59%	61%	44%	57%	60%	42%	42%	44%	55%	54%	63%	63%	63%	67%	69%	60%	57%		

following are you spending less time doing? 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>Daily</u>	<u>Daily</u>	<u>Less Than Daily</u>	<u>Less Than Daily</u>	<u>Weekly</u>	<u>Weekly</u>	<u>Less Than Weekly</u>	<u>Less Than Weekly</u>	<u>Monthly</u>	<u>Monthly</u>
891	845	138	182	749	700	354	591				
16%	16%	44%	37%	26%	19%	9%	5%	11%	9%	5%	5%
9%	8%	28%	17%	13%	8%	6%	3%	6%	6%	3%	3%
8%	7%	22%	20%	10%	7%	4%	3%	5%	4%	3%	3%
19%	20%	31%	33%	28%	24%	10%	12%	16%	10%	12%	12%
4%	3%	9%	6%	5%	5%	2%	2%	3%	2%	2%	2%
3%	3%	8%	8%	4%	3%	0%	2%	3%	0%	2%	2%
6%	5%	13%	13%	8%	6%	5%	2%	4%	5%	2%	2%
6%	8%	12%	16%	9%	7%	3%	2%	4%	3%	2%	2%
5%	6%	13%	10%	6%	5%	2%	2%	3%	2%	2%	2%
6%	7%	21%	12%	7%	6%	2%	3%	5%	2%	3%	3%
11%	10%	18%	15%	15%	11%	9%	5%	10%	9%	5%	5%
58%	58%	28%	33%	44%	53%	74%	80%	67%	74%	80%	80%

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		Age											
		Adults 18+		Teens 13-17		Male	Female						
	Total	%	N	%	N	%	N	13-17	18-20	21-24	25-34	35-44	45-54
Total Answering	3417		3043		314	1801	1616	333	145	261	723	641	675
Yes	64%	65%	63%	63%	73%	55%	63%	63%	63%	71%	72%	68%	64%
No	36%	35%	37%	37%	27%	45%	37%	37%	29%	28%	28%	32%	36%

Path A & B: Q715 Do you consider yourself to be Tech Savvy?

		How Often On YouTube											
		Region											
		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
<u>65 or older</u>	<u>259</u>	909	772	891	845	138	182	749	700	703	354	591	
55-64	380	67%	63%	63%	64%	66%	71%	71%	66%	63%	59%	55%	
		33%	37%	37%	36%	34%	29%	29%	34%	37%	41%	45%	

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	Age																											
	Adults 18+		Teens 13-17		Male		Female		13-17		18-20		21-24		25-34		35-44		45-54		55-64		65 or older		East			
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%		
Total Answering	3417		3043		314		1801		1616		333		145		261		723		641		675		380		259		909	
Elementary school	0%	0%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Junior High/Middle school	1%	0%	0%	1%	6%	1%	1%	1%	8%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%
Completed some high school	9%	3%	74%	10%	9%	9%	10%	9%	71%	4%	4%	1%	4%	1%	3%	1%	1%	3%	3%	4%	4%	3%	3%	3%	3%	10%	10%	10%
High school graduate or equivalent (e.g., GED)	21%	22%	15%	20%	23%	23%	20%	23%	15%	21%	21%	15%	15%	15%	15%	16%	16%	23%	23%	26%	26%	26%	26%	30%	30%	22%	22%	22%
Completed some college, but no degree	25%	27%	4%	24%	26%	26%	24%	26%	3%	70%	3%	31%	7%	31%	23%	23%	23%	24%	24%	23%	23%	28%	28%	28%	28%	23%	23%	23%
Associate's degree	7%	8%	1%	7%	7%	7%	7%	7%	1%	1%	1%	1%	1%	7%	9%	9%	9%	8%	8%	8%	8%	6%	6%	5%	5%	6%	6%	6%
College graduate (e.g., B.A., A.B., B.S.)	24%	26%		24%	23%	23%	24%	23%	1%	1%	1%	37%	37%	37%	34%	34%	29%	29%	26%	26%	26%	16%	16%	17%	17%	25%	25%	25%
Completed some graduate school, but no degree	5%	5%	0%	4%	5%	5%	4%	5%	0%	1%	1%	7%	7%	6%	6%	6%	5%	5%	3%	3%	3%	8%	8%	4%	4%	4%	4%	4%
Completed graduate school (e.g., M.S., M.D., Ph.D.)	8%	9%	9%	9%	7%	7%	9%	7%	7%	2%	2%	2%	2%	10%	10%	10%	8%	8%	9%	9%	9%	14%	14%	12%	12%	9%	9%	9%

highest degree you have received?

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	
	772	891	845	138	182	749	700	703	354	591		
	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	
	1%	1%	1%	6%	3%	1%	1%	0%	1%	1%	1%	
	9%	10%	9%	16%	12%	9%	10%	8%	7%	8%	8%	
	23%	22%	20%	25%	24%	21%	18%	20%	20%	26%	26%	
	24%	24%	27%	20%	23%	28%	25%	29%	21%	20%	20%	
	8%	7%	7%	7%	8%	8%	5%	8%	9%	5%	5%	
	23%	23%	25%	21%	24%	22%	26%	23%	25%	24%	24%	
	5%	5%	4%	2%	2%	4%	6%	3%	6%	6%	6%	
	8%	8%	7%	2%	4%	6%	8%	9%	11%	10%	10%	

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	Age												
	Total	Adults 18+	Teens 13-17	Male	Female	13-17	18-20	21-24	25-34	35-44	45-54	55-64	65 or older
Total Answering	3084	3042	-	1602	1482	-	145	261	723	641	675	380	259
Single, never married	30%	30%		32%	28%		92%	73%	38%	27%	17%	9%	5%
Married	47%	47%		48%	47%		2%	13%	44%	52%	56%	61%	62%
Divorced	10%	10%		9%	11%			1%	4%	10%	16%	18%	14%
Separated	1%	1%		1%	2%			0%	2%	2%	2%	2%	
Widowed	2%	2%		2%	3%				0%	1%	1%	4%	16%
Living with partner	7%	7%		7%	7%		3%	8%	9%	8%	7%	6%	3%
Engaged to be married	2%	2%		1%	2%		3%	5%	3%	1%	1%	1%	

Path A & B: Q903 What is your marital status?

Region		How Often On YouTube										
		East	Midwest	South	West	More Than Daily	Daily	Less Than Daily	More Than Weekly/ Less Than Daily	Weekly	More Than Monthly/ Less Than Weekly	Monthly
		821	701	791	771	109	156	670	634	642	330	543
		33%	30%	27%	31%	46%	42%	36%	30%	26%	25%	25%
		43%	48%	52%	44%	31%	35%	40%	47%	52%	56%	51%
		9%	9%	10%	11%	5%	8%	10%	10%	10%	9%	12%
		2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%
		3%	2%	2%	2%	4%	2%	3%	2%	1%	2%	3%
		8%	8%	6%	7%	9%	8%	8%	9%	7%	5%	5%
		2%	2%	1%	2%	3%	3%	2%	1%	2%	2%	2%

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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		
Total	144	261	722	640	674	379	259	820	700			
Adults 18+	-	144	261	640	674	379	259	820	700			
Teens 13-17	144	-	-	-	-	-	-	-	-			
Total Answering	144	261	722	640	674	379	259	820	700			
Mean Number of Adults	2.1	2.1	2.0	1.9	2.1	2.0	1.8	2.1	2.1			
household?	-	3.1	2.6	2.0	1.9	2.1	2.0	1.8	2.1			

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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
		3417	3043	314	1801	1616	333	145	261	723	641	675	380											
Student	16%	8%	84%	16%	16%	84%	72%	35%	8%	1%	1%	1%	17%	15%										
Employed Full-time	46%	52%	1%	54%	39%	1%	10%	41%	64%	65%	62%	38%	5%	49%										
Employed Part-time	7%	6%	12%	5%	10%	12%	9%	9%	7%	6%	7%	6%	4%	8%										
Self-employed / Independent Contractor	7%	8%	0%	7%	6%	0%	1%	4%	4%	10%	10%	11%	6%	6%										
Homemaker	7%	8%	1%	1%	14%	1%	1%	3%	12%	9%	8%	6%	5%	6%										
Temporarily Not Employed	5%	5%	2%	5%	5%	2%	7%	8%	5%	7%	5%	4%	4%	4%										
Retired	12%	13%	2%	13%	10%	2%	0%	0%	1%	2%	7%	34%	80%	12%										

status? Please select only one response.

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>		
16%	16%	36%	19%	18%	17%	15%	13%	10%			
47%	45%	34%	43%	47%	47%	47%	51%	47%			
5%	7%	5%	7%	7%	8%	6%	4%	10%			
6%	9%	8%	5%	8%	7%	7%	7%	5%			
8%	7%	6%	6%	6%	5%	9%	9%	7%			
5%	5%	7%	9%	5%	5%	4%	4%	5%			
13%	11%	5%	10%	10%	11%	11%	12%	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	65 or older	East	Midwest	772																
	Total	%	Total	%	Total	%	Total	%	%	%	%	%	%	%	%	%	%	%	%																
Total Answering	3417		3043		314		1801		1616		333		145		261		723		641		675		380		259		909		772						
Less than \$24,999	11%		11%		13%		10%		13%		13%		18%		18%		10%		9%		9%		9%		17%		9%		13%						
\$25,000 to \$34,999	10%		11%		5%		10%		11%		5%		8%		10%		12%		11%		12%		9%		11%		9%		12%						
\$35,000 to \$49,999	13%		13%		8%		11%		14%		7%		2%		8%		20%		13%		12%		13%		10%		11%		12%						
\$50,000 to \$74,999	18%		20%		7%		20%		16%		7%		7%		10%		21%		24%		20%		21%		19%		18%		21%						
\$75,000 to \$99,999	12%		13%		11%		13%		12%		10%		8%		8%		12%		14%		14%		14%		10%		13%		12%						
\$100,000 to \$124,999	7%		7%		5%		8%		5%		5%		3%		3%		6%		7%		8%		9%		6%		7%		6%						
\$125,000 to \$149,999	3%		3%		2%		4%		2%		3%		1%		1%		2%		2%		5%		6%		2%		3%		2%						
\$150,000 to \$199,999	2%		2%		3%		3%		2%		3%		1%		1%		2%		3%		3%		3%		2%		2%		2%						
\$200,000 to \$249,999	1%		1%		2%		1%		1%		2%		0%		0%		0%		1%		1%		0%		1%		1%		0%						
\$250,000 or more	1%		1%		2%		1%		1%		2%		0%		0%		1%		1%		2%		1%		2%		1%		1%						
Decline to answer	18%		17%		23%		16%		19%		23%		34%		34%		13%		14%		13%		14%		20%		21%		16%						
N/A	4%		2%		20%		4%		4%		21%		19%		7%		2%		0%		0%		1%		1%		4%		4%						
MEAN (000)	\$56.1		\$55.7		\$63.8		\$58.2		\$53.7		\$64.2		\$37.8		\$42.5		\$51.3		\$58.0		\$61.8		\$61.8		\$59.5		\$53.5		\$59.4		\$51.0				
MEDIAN (000)	\$56.8		\$56.8		\$58.7		\$61.0		\$51.1		\$58.9		\$31.5		\$37.9		\$51.2		\$59.9		\$62.9		\$62.9		\$63.6		\$52.5		\$62.4		\$54.2				

your total 2006 household income before taxes?

on	How Often On YouTube									
	More Than Daily	Daily	Less Than Weekly/	Weekly	More Than Monthly/	Less Than Weekly	Monthly	Less Than Monthly	Monthly	Monthly
South	845	138	182	749	700	703	354	591		
West	845	138	182	749	700	703	354	591		
12%	11%	13%	14%	12%	11%	9%	9%	13%		
12%	9%	12%	11%	11%	10%	10%	12%	10%		
15%	13%	9%	15%	13%	13%	14%	12%	12%		
16%	18%	12%	15%	16%	21%	18%	21%	19%		
11%	12%	8%	10%	12%	13%	14%	13%	11%		
5%	7%	6%	5%	7%	6%	8%	6%	6%		
2%	4%	3%	3%	3%	3%	3%	3%	3%		
2%	4%	3%	2%	2%	3%	2%	1%	4%		
1%	1%		1%	1%	0%	1%	1%	1%		
1%	1%		1%	1%	1%	1%	1%	1%		
16%	16%	21%	17%	17%	15%	18%	17%	19%		
4%	4%	13%	5%	4%	5%	2%	3%	3%		
\$54.5	\$59.4	\$48.3	\$52.0	\$55.1	\$58.7	\$56.9	\$57.6	\$55.3		
\$50.3	\$59.6	\$46.3	\$47.3	\$54.7	\$58.6	\$59.7	\$57.9	\$56.5		

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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
Urban	26%	26%	25%	26%	27%	25%	33%	32%	29%	26%	25%	22%	23%	27%	27%	21%
Suburban	55%	55%	53%	56%	53%	52%	52%	52%	58%	57%	53%	55%	51%	54%	51%	58%
Rural/country	19%	19%	22%	18%	21%	23%	14%	16%	13%	17%	23%	23%	26%	18%	23%	21%

		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>845</u>	<u>138</u>	<u>182</u>	<u>749</u>	<u>700</u>	<u>703</u>	<u>354</u>	<u>591</u>			
	30%	41%	30%	28%	27%	23%	26%	24%			
	55%	49%	57%	53%	56%	57%	55%	52%			
	14%	10%	13%	19%	16%	20%	19%	25%			