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71% of online adults now use video-sharing sites

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71% of online adults use online video-sharing sites such as YouTube or Vimeo

More online Americans are using video-sharing sites --and they are doing so more frequently. As of May 2011, 71% of online adults reported watching videos on a video-sharing site such as YouTube or Vimeo. A demographic portrait of these site users is in the table below.

Who uses video-sharing sites

% of internet users within each group who watch videos on a video-sharing site

Internet users	Ever use video-sharing site	Used video-sharing site 'yesterday'	N=
All Internet Users	71%	28%	846
Gender			
Men	71	32	375
Women	71	25	471
Age			
18-29	92	47	142
30-49	80	27	262
50-64	54	20	266
65+	31	11	144
Race/Ethnicity			
White, non-Hispanic	69	25	613
Black, non-Hispanic	76	28	85
Hispanic	81	39	77
Household Income			
Less than \$30,000	71	26	189
\$30,000-\$49,999	75	36	151
\$50,000-\$74,999	76	25	127
\$75,000+	81	32	208
Education level			
High school grad	63	18	232
Some college	75	33	215
College+	75	34	351
Geographic location			
Urban	72	33	219
Suburban	71	31	436
Rural	68	14	167

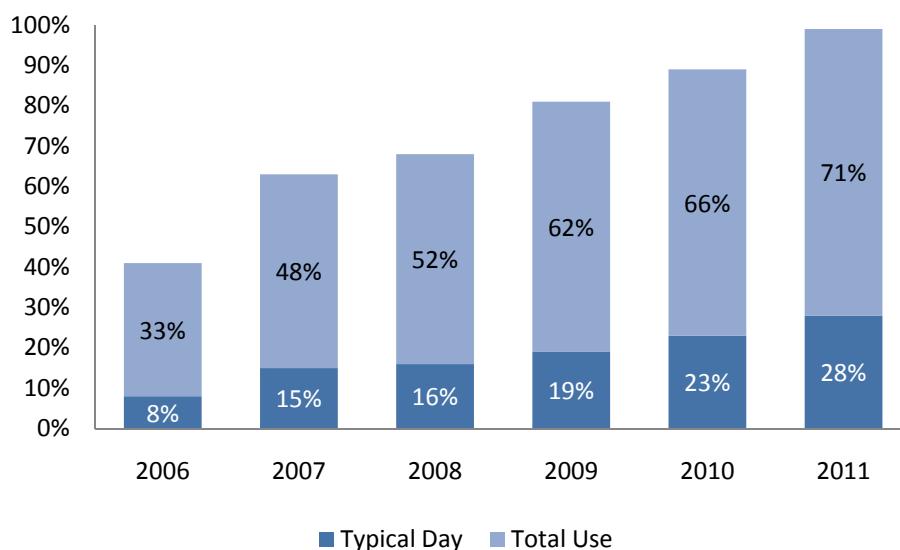
Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

That represents a 5-percentage point increase from the 66% of online adults who reported being video-sharing site users a year earlier and a 38-point increase from five years ago when the Pew Internet Project took its first reading on use of such sites.¹

Moreover, the use of video-sharing sites on any given day also jumped five percentage points. In our May 2001 survey, 28% of online Americans said they had gone to such sites “yesterday,” compared with 23% who had reported using video-sharing sites “yesterday” – or on a typical day in May 2010.

Video-sharing site usage over time: 2006 - 2011

% of internet users in each group who visit video sharing sites (total and on a typical day)



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Rural internet users are now just as likely as urban and suburban users to have sampled video at video-sharing sites

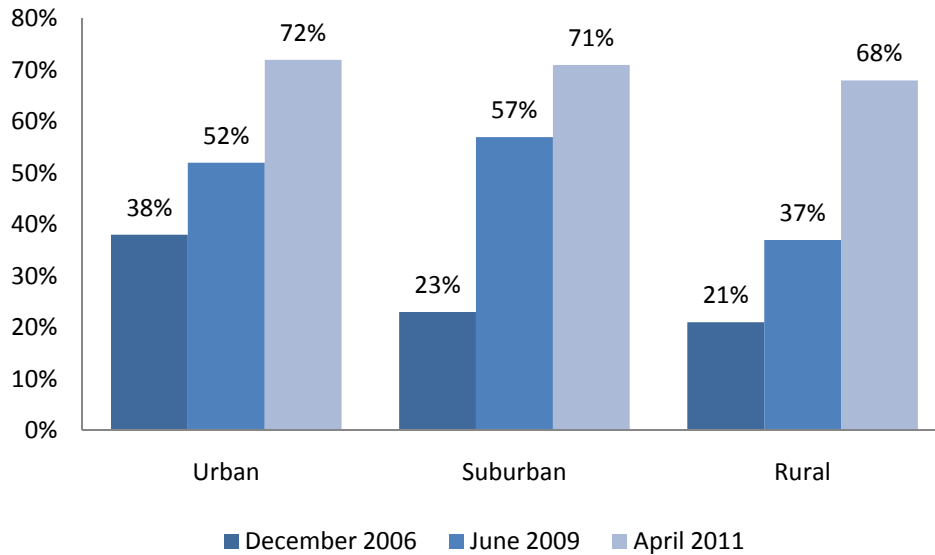
Rural internet users are now just as likely as users in urban and suburban areas to have used these sites. Some 68% of rural internet users have gone to such sites, compared with 71% of online suburbanites and 72% of online urban residents. Those are statistically insignificant differences and show that since 2009, online rural residents have caught up to others in using these sites.

At the same time, rural internet users are still less likely to be visiting video-sharing sites on a typical day (14% vs. 31% and 33% for suburban and urban residents, respectively).

¹ Please see “Online Video” July 2007. Available at: <http://www.pewinternet.org/Reports/2007/Online-Video.aspx>

Visits to online video-sharing sites increasing most in rural areas

% of internet users in each group who have visited video-sharing sites



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Non-whites are more likely to use video-sharing sites

Another notable and persistent trend is that non-white adult internet users have higher rates of video-sharing site use than their white counterparts, a consistent finding since 2006.²

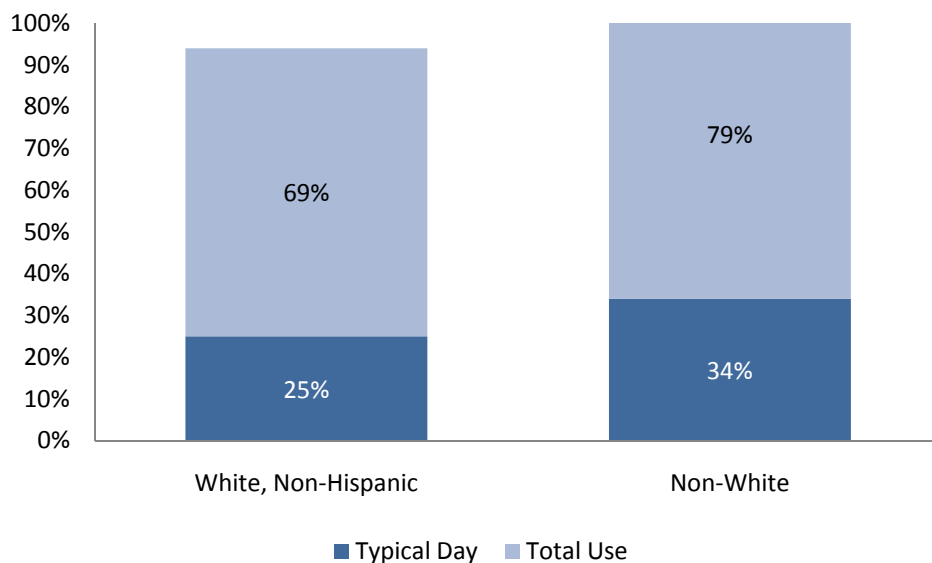
Overall, 69% of white internet users said they had visited video-sharing sites, 13 points higher than in April 2009, and more than double the 31% reported when the question was first asked in December 2006.³ At the same time, 79% of online non-whites -- African-Americans, Hispanics and others -- reported using video-sharing sites. That figure is 12 points higher than April 2009, and 41 points higher than in 2006.

² The Pew Research Center's Internet & American Life Project, November 30 – December 30, 2006 December Tracking Survey.

³ The Pew Research Center's Internet & American Life Project, June 18 - 21, 2009 Online Video Usage Survey.

African-Americans and Hispanics are more likely than whites to visit video-sharing sites.

% of internet users in each group who visit video sharing sites (total and on a typical day)



Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Parents use video-sharing sites more than non-parents

Some 81% of parents in the survey reported visiting video-sharing sites, compared with 61% of the non-parents. Parental use increased 9 points from 72% in May 2010, while non-parental use dipped slightly from the 63% reported in the same survey.⁴ This increase might also be attributable to the fact that parents with minors at home are younger as a group than the non-parents cohort and use of video-sharing sites is linked to younger users.

Higher use of video-sharing sites coincides with the explosion of content on YouTube, including videos produced by amateurs

The rise in use of video-sharing sites is at least partly being driven by the growth in content on sites like YouTube and by user contributions. The rise in use of video-sharing sites is at least partly being driven by the growth in content on sites like YouTube and by user contributions, which then possibly encourage site visits by contributors' friends and others who pass around links about popular amateur videos. The latest statistics from YouTube are that 48 hours of content are uploaded every minute to the site and

⁴ The Pew Research Center's Internet & American Life Project, April 29 – May 30, 2010 Spring Change Assessment Survey

the range of contributions is striking. YouTube lists 28 different categories for channels of video that are contributed and dozens of subcategories ranging from automobiles and gaming, to activism and politics. YouTube viewership has grown from 8 million views a day by the end of 2005, to over 3 billion views a day in 2011, according to the company's data. The company receives over 200 million views a day via mobile connections.

Pew Internet has not gotten a comprehensive reading recently on every kind of user-generated video but the Project did ask about mobile devices and video in May 2011. Some 34% of the cell phone owners in the country have shot video with their phone; 26% have watched video on their phone; and 22% have posted videos or photos online. Cell-phone owning men are more likely to watch videos on their mobile devices than women, but both sexes are equally likely to record and post videos. Much like general online group who visit video-sharing sites, blacks and Hispanics have significantly higher proportional viewership on their cell phones. In addition, they are more likely to record a video, and more likely than whites to post a video.

Survey question

Spring Change Assessment Survey 2011

Final Topline

5/25/2011

Data for April 26–May 22, 2011

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life Project

Sample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]

Form B (the form used for online phone calling question) [n=846]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

WEB1 Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT; RANDOMIZE]? / Did you happen to do this **yesterday**, or not?⁵

Based on Form B internet users [N=846]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Watch a video on a video-sharing site like YouTube or Vimeo ⁶					
Current	71	28	29	*	0
May 2010	66	23	34	0	*
April 2009	62	19	38	0	0
May 2008	52	16	48	1	--
December 2007	48	15	52	*	--
December 2006	33	8	66	*	--

⁵ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?" Unless otherwise noted, trends are based on all internet users for that survey.

⁶ Prior to May 2011, item wording was "Watch a video on a video-sharing site like YouTube or GoogleVideo." In April 2009, item was asked only of Form B internet users [N=879]. In Dec 2007, results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

Methodology

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 26 to May 22, 2011, among a sample of 2,277 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,522) and cell phone (755, including 346 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.4 percentage points. For results based on Internet users (n=1,701), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage weight is the product of two adjustments made to the data – a Probability of Selection Adjustment (PSA) and a Phone Use Adjustment (PUA). The PSA corrects for the fact that respondents in the landline sample have different probabilities of being sampled depending on how many adults live in the household. The PUA corrects for the overlapping landline and cellular sample frames.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2010 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the January-June 2010 National Health Interview Survey. Following is the full disposition of all sampled telephone numbers:

Table 2: Sample Disposition

Landline	Cell	
32,909	19,899	Total Numbers Dialed
1,416	364	Non-residential
1,428	35	Computer/Fax
32	----	Cell phone
16,833	8,660	Other not working
1,629	287	Additional projected not working
11,571	10,553	Working numbers
35.2%	53.0%	Working Rate
543	96	No Answer / Busy
3,091	3,555	Voice Mail
53	10	Other Non-Contact
7,884	6,892	Contacted numbers
68.1%	65.3%	Contact Rate
489	1,055	Callback
5,757	4,618	Refusal
1,638	1,219	Cooperating numbers
20.8%	17.7%	Cooperation Rate
56	33	Language Barrier
----	426	Child's cell phone
1,582	760	Eligible numbers
96.6%	62.3%	Eligibility Rate
60	5	Break-off
1,522	755	Completes
96.2%	99.3%	Completion Rate
13.6%	11.5%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent.