

**PEW INTERNET PROJECT DATA MEMO**

**BY: Director Lee Rainie**  
**RE: Video sharing websites**  
**DATE: January 9, 2008**

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*48% of internet users have been to video-sharing sites such as YouTube*

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*The daily traffic to such sites on a typical day has doubled in the past year*

The audience for YouTube and other internet video sites has risen sharply the past year. Nearly half of online adults now say they have visited such sites. On a typical day at the end of 2007, the share of internet users going to video sites was nearly twice as large as it had been at the end of 2006.

The basic findings in a national phone survey that ended in December show:

- 48% of internet users said they had ever visited a video-sharing site such as YouTube. A year ago, in December 2006, 33% of internet users said they had ever visited such sites. That represents growth of more than 45% year-to-year.
- 15% of respondents said they had used a video-sharing site “yesterday” – the day before they were contacted for our survey. A year ago, 8% had visited such a site “yesterday.” Thus, on an average day, the number of users of video sites nearly doubled from the end of 2006 to the end of 2007.

These results come from a survey of 2,054 American adults (age 18 and older) conducted between October 24 and December 2, 2007. The number of internet users asked the video-sharing question was 1,359. The margin of error on the sample of internet users is plus or minus 3 percentage points.

**Table 1: Demographics of internet users who have ever visited video-sharing websites**

	Dec. 2006	Dec. 2007	% change from the previous year
Total internet users	33%	48%	Increased 45%
Men	40	53	Increased 33%
Women	27	43	Increased 59%
Age 18-29	55	70	Increased 27%
Age 30-49	35	51	Increased 46%
Age 50-64	19	30	Increased 58%
Age 65+	11	16	Increased 45%
Did not graduate from high school	29	39	Increased 34%
High school graduate	28	38	Increased 36%
Some college	36	54	Increased 50%
College graduate or more	37	54	Increased 46%
Live in households earning less than \$30,000	32	43	Increased 34%
\$30,000-\$49,999	33	41	Increased 24%
\$50,000-\$74,999	28	53	Increased 89%
\$75,000 or more	42	60	Increased 43%
Whites	31	45	Increased 45%
African-Americans	41	46	Increased 12%
English-speaking Latinos <sup>+</sup>	42	55	Increased 31%

Source: Pew Internet & American Life Project October 24-Dec. 2, 2007 survey of 1,572 internet users. Margin of error is  $\pm 3\%$  for internet users.

+ This survey was only conducted in English.

The dramatic growth in the population using video-sharing sites is tied at least in part to the popularity of such sites among men, younger adults (those under age 30), and college graduates (see the table on the next page). Nearly a third of wired young adults (30%) watch a video on a site like YouTube on a typical day and fully a fifth of online men (20%) do the same.

At the same time, growth in daily traffic surged among some other demographic groups including:

- women, whose use on an average day jumped from 5% to 11% (or an increase of 120%)
- those ages 30 to 49, whose use on a typical day increased from 7% to 14% (or an increase of 100%)
- and high school graduates, whose use on a typical day grew from 5% to 13% (or an increase of 160%).

Growth in traffic is also linked to the spread of broadband connections. In our December 2006 survey, 45% of all American adults said they had broadband at home and in this most recent survey, 54% of all adults have high-speed connections at home.

<b>Table 2: Demographics of internet users who use video-sharing sites on a typical day</b>			
	<i>Dec. 2006</i>	<i>Dec. 2007</i>	<i>% change from the previous year</i>
	<i>% who used video site "yesterday"</i>	<i>% who used video site "yesterday"</i>	
Total internet users	8%	15%	Increased 86%
Men	11	20	Increased 82%
Women	5	11	Increased 120%
Age 18-29	15	30	Increased 100%
Age 30-49	7	14	Increased 100%
Age 50-64	6	7	Increased 17%
Age 65+	4	4	Increased 0%
Did not graduate from high school	7	15	Increased 114%
High school graduate	5	13	Increased 160%
Some college	10	17	Increased 70%
College graduate or more	9	16	Increased 78%
Live in households earning less than \$30,000	8	16	Increased 100%
\$30,000-\$49,999	7	13	Increased 86%
\$50,000-\$74,999	9	17	Increased 89%
\$75,000 or more	13	18	Increased 38%
Whites	7	14	Increased 100%
African-Americans	10	15	Increased 50%
English-speaking Latinos <sup>+</sup>	14	18	Increased 29%

Source: Pew Internet & American Life Project October 24-Dec. 2, 2007 survey of 1,572 internet users. Margin of error is  $\pm 3\%$  for internet users.

+ This survey was only conducted in English.

Other factors are almost certainly at play in the growth of video site usage. One element is that there are more videos on sites like YouTube now than there were a year ago. Some of that growth comes from people posting their own amateur videos on such sites. In our most recent survey, we found that 22% of Americans shoot their own videos and that 14% of them post some of that video online. That is more than triple the percentage of video takers who said they had posted videos when we asked a similar question in a survey taken February-April in 2006.

The growth in sharing site usage also links to a larger story on the internet about widespread use of video offered by all kinds of websites. This phenomenon was documented in our report "Online Video" ([http://www.pewinternet.org/PPF/r/219/report\\_display.asp](http://www.pewinternet.org/PPF/r/219/report_display.asp)).

*About the Pew Internet & American Life Project*

The Pew Internet Project is a non-partisan, non-profit research center that examines the social impact of the internet. It is part of the Pew Research Center and is funded by the Pew Charitable Trusts.

*Questions and Data*

**Annual Gadgets Survey 2007**

Final Topline

12/13/07

Data for October 24 – December 2, 2007

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

Sample: n = 2,054 adults 18 and older, including 500 cell phone users

Interviewing dates: 10.24.07 – 12.2.07

Margin of error is plus or minus 2 percentage points for results based on total sample [n=2,054]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,572]

Margin of error is plus or minus 3 percentage points for results based on landline and form 1 cell sample [n=1,804]

Margin of error is plus or minus 3 percentage points for results based on landline and form 2 cell sample [n=1,804]

Margin of error is plus or minus 3 percentage points for results based on landline only [n=1,554]

**WEB1** Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?<sup>1</sup>

Based on internet users [N=1,572]

	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 GoogleVideo				
Current [N=1,359]	48	15	52	*
December 2006	33	8	66	*

<sup>1</sup> 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?”

**Q28** Do you ever record your own video, or do you not do this?

Based on all Landline respondents or Form 1 Cell respondents [N=1,804]

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	22	Yes	25
	78	No	75
	*	Don't know/Refused	*

**Q30** Do you ever... (INSERT IN ORDER)?

Based on those who record their own video

a. Post your videos on the internet			
Current	14	86	0
Feb-April 2006	4	96	0

## *Methodology*

Prepared by Princeton Survey Research Associates International  
for the Pew Internet and American Life Project

December 2007

This survey obtained telephone interviews – both landline and cell phone - with a nationally representative sample of 2,054 adults living in the continental United States. The survey was conducted by Princeton Survey Research International. The interviews were conducted in English by Princeton Data Source, LLC from October 24 to December 2, 2007. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 2.4\%$ .

### **Contact Procedures**

Interviews were conducted from October 24 to December 2, 2007. As many as 10 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each household received at least one daytime call in an attempt to find someone at home.

For the landline sample, interviewers asked to speak with the youngest adult male currently at home. If no male was available, interviewers asked to speak with the youngest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and 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. If this person was not an adult, they were screened out as ineligible. Cellular sample respondents were offered a post-paid cash incentive for their participation.

The overall response rate was 21%.