



The Audience for Online Video-Sharing Sites Shoots Up

As the audience for online video continues to grow, a leading edge of internet users are migrating their viewing from their computer screens to their TV screens.

July 2009

Mary Madden

Senior Research Specialist

View Report Online:

<http://fe01.pewinternet.org/Reports/2009/13-The-Audience-for-Online-VideoSharing-Sites-Shoots-Up.aspx>

Pew Internet & American Life Project

An initiative of the Pew Research Center

1615 L St., NW – Suite 700

Washington, D.C. 20036

CONTENTS

Overview	3
Demographics	6
Mobile and TV Viewing	8
About Us, Methodology	10

Overview

The share of online adults who watch videos on video-sharing sites has nearly doubled since 2006.

The audience for online video sharing sites like YouTube and Google Video continues to grow swiftly across all demographic groups, far outpacing the adoption rates of many other internet activities. Fully 62% of adult internet users have watched a video on these sites, up from just 33% who reported this in December 2006. Online video watching among young adults is near-universal; nine in ten (89%) internet users ages 18-29 now say they watch content on video sharing sites, and 36% do so on a typical day.

Over time, online video has become more deeply integrated into daily life, and has started move into the spaces that are typically reserved for traditional television viewing. Overall, 19% of internet users say they use video sharing sites on a typical day. In comparison, just 8% of internet users reported use of the sites on a typical day in 2006.

Broadband connectivity has helped to set the stage for high-quality viewing experiences and broaden the appeal of online video content. Fully 63% of American adults now have high speed connections running to their homes.¹ Among broadband users, 69% watch video on sharing sites, and 23% do so on a typical day.

Television and movie watching are now an online experience for a third of internet users

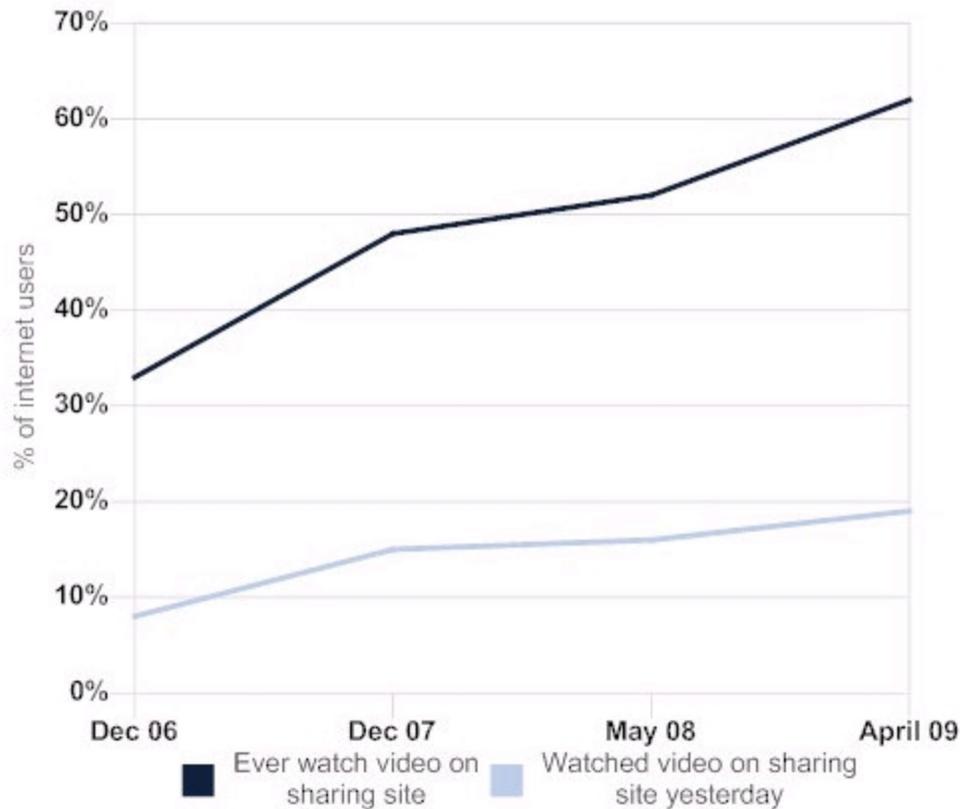
While much of the content on video sharing sites is user-generated, there is also a growing archive of professional content available through YouTube and newer network-

sponsored video portals like Hulu. Efforts to lure viewers to these portals appear to be paying off, as more than a third of internet users (35%) now say they have viewed a television show or movie online. In comparison, just 16% of internet users said they had watched or downloaded movies or TV shows when asked a similar question in 2007.²

As internet users become accustomed to regular on-demand video viewing online, many are choosing to watch from the comfort of their couch. Among those who watch TV shows or movies online, 23% say they have connected their computer to a television screen so they could view video from the internet on their TV. That amounts to roughly 8% of all internet users.

Use of video-sharing sites nearly doubles from 2006-2009

The percentage of internet users who watch videos on video-sharing sites.



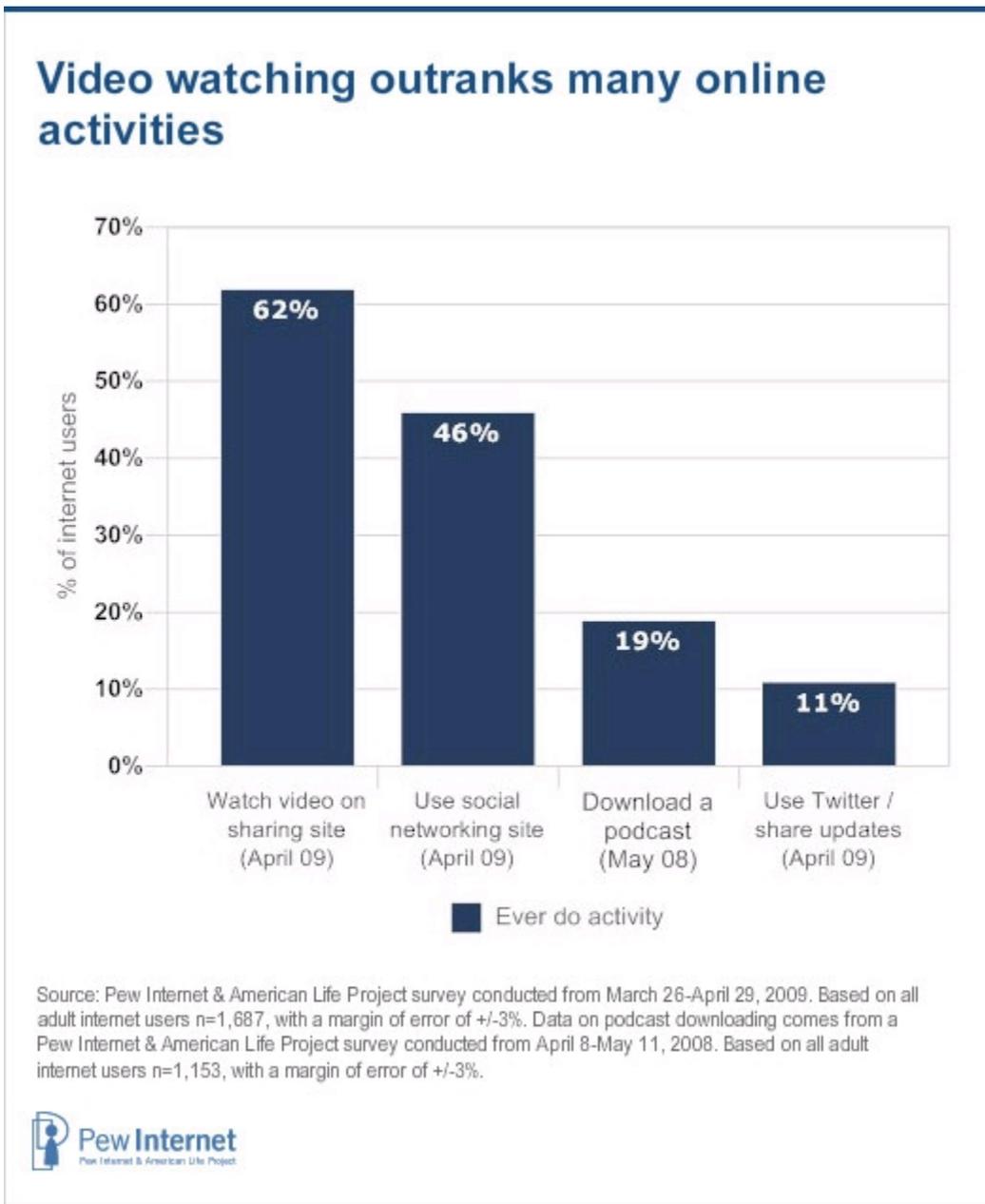
Source: Pew Internet & American Life Project survey conducted from March 26-April 29, 2009. Based on all adult internet users n=1,687, and the margin of error is +/-3%. The margins of error for internet users in the 2006, 2007, and 2008 surveys are also +/-3%.



These findings, which come from an April 2009 survey by the Pew Research Center's Internet & American Life Project, illustrate the pervasiveness of online video and mark an important moment in the evolution of America's television and movie viewing habits.

The use of video sharing sites currently outranks many other headline-snatching

internet pastimes among American adults. Watching online videos on sites like YouTube is more prevalent than the use of social networking sites (46% of adult internet users are active on such sites), podcast downloading (19% of internet users do this) and the use of status updating sites like Twitter (11% of internet users do this).



NOTES

¹ John Horrigan, “Home Broadband Adoption 2009,” Pew Internet & American Life Project,

June 17, 2009. Available at: <http://www.pewinternet.org/Reports/2009/10-Home-Broadband-Adoption-2009.aspx>

² The February 2007 question wording asks, "We'd like to know if you ever use the internet to watch or download the following kinds of video...Do you ever watch or download movies or TV shows?" The April 2009 question wording asks, "Please tell me if you ever use the internet to do any of the following things...Do you ever use the internet to watch a television show or movie online?"

Demographics

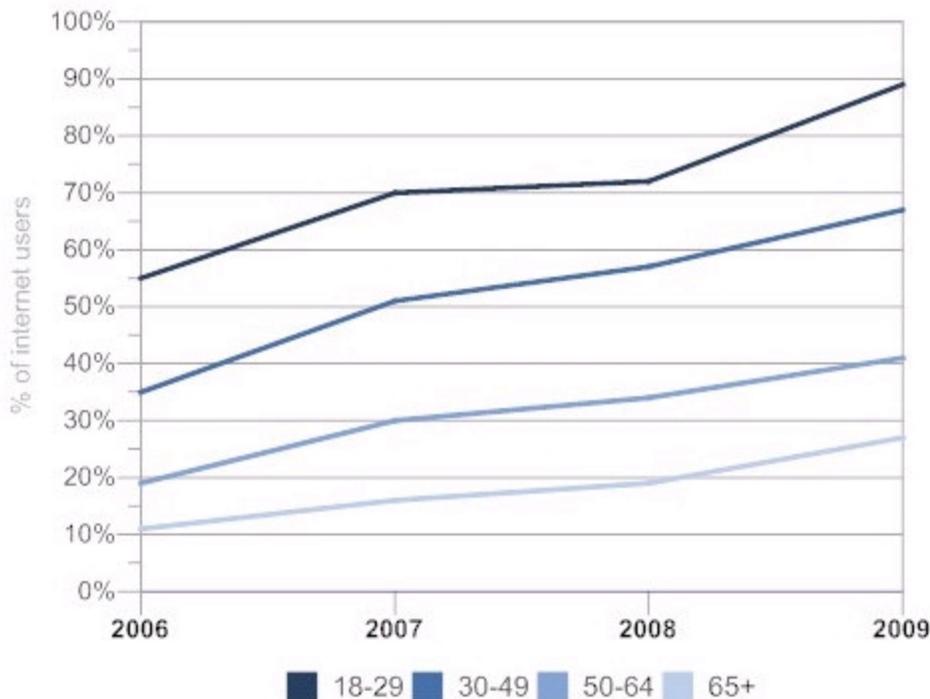
Online video viewing has grown across all age groups.

Young adults continue to lead the adoption curve in online video viewing. Nine in ten internet users ages 18-29 use video sharing sites, up from 72% one year ago. On a typical day in 2009, 36% of young adult internet users watched video on these sites, compared with just 30% in 2008. Online adults ages 30-49 also showed big gains over the past year; 67% now use video sharing sites, up from 57% in 2008.

Online video viewing is still far from being the norm among internet users ages 50 and older, however, this segment of the internet audience continues to grow each year. Among internet users ages 50-64, 41% now say they watch video on sites like YouTube, which is up from 34% in 2008. Likewise, 27% of wired seniors ages 65 and older now access video on these sites, compared with just 19% who were doing so at this time last year.

Video watching grows across all age groups

The percentage of internet users in each age group who watch videos on video-sharing sites.



Source: Pew Internet & American Life Project survey conducted from March 26-April 29, 2009. Based on all adult internet users $n=1,687$, and the margin of error is $\pm 3\%$. The margins of error for internet users in the 2006, 2007, and 2008 surveys are also $\pm 3\%$.



Over the past year, the share of online women who visit video sharing sites has grown substantially—from 46% in 2008 to 59% in the latest survey. That compares with 57% of male internet users who reported online video viewing in 2008 and 65% in 2009. On a typical day, online men are still more likely to have watched a video on sites like YouTube; 23% now report doing so compared with just 15% of online women. The latest survey found that there are now no significant differences across income or education groups when looking at the use of video sharing sites.

Mobile and TV Viewing

Those with wireless connectivity show more engagement with online video portals.

Wireless connectivity has emerged as a strong predictor of online video viewing. Fully 71% of those with wireless connectivity watch videos on video sharing sites compared with just 38% of those who do not access the internet wirelessly. Cell phone manufacturers have recognized the consumer demand for both mobile video viewing and video recording. In one recent example, the latest version of the iPhone comes with video recording capability and a feature that allows users to upload those videos to YouTube through a simple voice command.

While some video viewers are moving to bigger screens, there is also growing interest in mobile video viewing. Our latest data shows that 14% of cell phone users have watched video on their devices, slightly up from the 10% we found in 2007. Cell phone users are more likely to record video on their cell phones than they are to watch it; 19% of cell phone users now say they have recorded video with their phone.

Beyond funny YouTube clips, most young adults have moved some of their television and movie watching online.

While video sharing sites like YouTube generally feature short clips and a plethora of user-generated content, many users are turning to the internet to watch entire television shows and movies. Overall, 35% of adult internet users say they have watched television shows and movies online. Again, young adults lead the way, as 61% of internet users ages 18-29 say they watch TV shows and movies online. That compares to 32% of those ages 30-49, 22% of users ages 50-64 and just 11% of internet users ages 65 and older.

On a typical day, the same trend emerges: 16% of young adult internet users say they watch TV and movies online, compared with just 6% of those 30-49, 2% of the 50-64 group, and 1% of wired seniors.

Men are the ones who take the next step to connect the computer to the television screen.

Among those who have watched television shows and movies online, 23% have taken the next step to connect their computer to their TV screen to watch online video from the comfort of their couch. Online men are almost twice as likely to rearrange the living room in this regard; 29% of male viewers who watch TV and movies online have connected their computer to the television screen, compared with just 16% of online women.

Americans who have cut back on cable or TV expenses are more likely to watch online video on their televisions.

As stated in the Pew Internet Project's "Home Broadband Adoption 2009" report, overall, 22% of American adults say they have cut back on their cable or television services over the course of the past 12 months. That compares to just 9% who have cut back on their internet service.³ Those who have canceled or cut back on cable and TV services are more likely to have "rerouted" their online video viewing to their television screen. Among this economizing group of online video viewers, 32% have connected their computer to their TV screen to watch internet video.

NOTES

³ John Horrigan, "Home Broadband Adoption 2009," Pew Internet & American Life Project, June 17, 2009. Available at: <http://www.pewinternet.org/Reports/2009/10-Home-Broadband-Adoption-2009.aspx>

About Us, Methodology

About the Pew Research Center's Internet & American Life Project

The Pew Research Center's Internet & American Life Project is a nonprofit "fact tank" that provides information on the issues, attitudes and trends shaping America and the world. The Pew Internet Project explores the impact of the internet on children, families, communities, the work place, schools, health care and civic/political life. The Project is nonpartisan and takes no position on policy issues. Support for the project is provided by The Pew Charitable Trusts.

Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research International between March 26 to April 19, 2009, among a sample of 2,253 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,687), 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.

The response rate for the landline sample was 20.6 percent. The response rate for the cellular sample was 18.2 percent.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2008 Annual Social and Economic Supplement.

Spring Tracking Survey 2009**Online Video**

4/28/09

Data for March 26 – April 19, 2009

Princeton Survey Research Associates International
for the Pew Internet & American Life ProjectSample: n= 2,253 national adults, age 18 and older, including 561 cell phone interviews
Interviewing dates: 03.26.09 – 04.19.09

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,687]

Margin of error is plus or minus 3 percentage points for results based on online economic users [n=1,475]

Q6a Do you use the internet, at least occasionally?**Q6b** Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25

Q7 Did you happen to use the internet YESTERDAY?²

Based on internet users [N=1,687]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--
August 2008	72	27	1	--

¹ Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"² Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

Q15 Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEMS; ALWAYS ASK a & b FIRST; ROTATE c-j]? [IF YES: Did you happen to do this YESTERDAY, or not?]

Based on cell phone users

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
a. Record a video					
Current	19	3	81	0	0
December 2007	18	3	82	0	--
b. Watch video					
Current	14	3	86	*	0
December 2007	10	3	90	0	--

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?³

Based on all internet users [N=1,687]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Watch a television show or movie online					
Current	35	7	65	*	*

WEB2 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?⁴

Based on Form A internet users [N=808]

	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	62	19	38	0	0
May 2008	52	16	48	1	--
December 2007 ⁵	48	15	52	*	--
December 2006	33	8	66	*	--

³ 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?"

⁴ 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?"

⁵ In Oct-Dec 2007, results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

Q20 You mentioned you have watched a TV show or movie online. Have you ever connected your computer to a TV so you can watch video from the internet on the TV?

Based on internet users who watch TV or movies online [N=504]

	CURRENT	
%	23	Yes, have done this
	77	No, have not done this
	*	Don't know
	*	Refused