

OCTOBER 10, 2013

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## Online Video 2013

*Over the past four years, the percent of American adult internet users who upload or post videos online has doubled from 14% in 2009 to 31% today. That includes 18% of adult internet users who post videos they have created or recorded themselves—many of whom hope their creations go viral. The share of online adults who watch or download videos has also grown from 69% of internet users in 2009 to 78% today, and mobile phones have become a key part of the video viewing and creating experience.*

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<http://pewinternet.org/Reports/2013/Online-video>

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# Summary of Findings

## Posting videos online is a fast growing trend

A national survey conducted in July 2013 shows the percent of American adult internet users who upload or post videos online has doubled in the past four years, from 14% in 2009 to 31% today. This figure includes online adults who do at least one of the following:

- Upload a video to the internet so others can watch or download it—27% of adult internet users have done this.
- Post videos to any website online that they, themselves, have taken or created—18% of adult internet users have done this.

Younger adult internet users are twice as likely to post and share videos online than their older counterparts. Fully 41% of 18-29 year-old internet users and 36% of 30-49 year-old internet users post or share videos online, compared with 18% of internet users age 50 and older. Online adults living in higher income households (annual income of \$75,000 or more) are also particularly likely to post or share videos online when compared with those in households with annual incomes below \$50,000.

## The percent of adults who watch or download videos also continues to increase

The percent of online adults who watch or download videos has also grown over the past four years, from 69% of adult internet users in 2009 to 78% today. That figure includes online adults who say they do at least one of the following:

- Watch videos on a video-sharing site like YouTube or Vimeo —72% of adult internet users have done this.
- Watch videos online, including on social network sites or using mobile apps—56% of adult internet users have done this.
- Download video files onto a computer or cell phone so they can play them at any time they want—36% of adult internet users have done this.

Video-sharing sites like YouTube have been the main driving force in the increasing percentage of online adults who post, watch and download videos. Since 2006, the percent of online adults who use video-sharing sites has grown from 33% to the current figure of 72%.<sup>1</sup>

Among all online adults, rates of online video watching are highest among those ages 18-49, as well as those with higher educational attainment and household incomes.

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<sup>1</sup> See “Use of Video-Sharing Sites Jumps Since Last Year—71% of Online Adults Use Such Sites Now,” available at <http://www.pewinternet.org/Reports/2011/Video-sharing-sites.aspx>.

## Comedy and educational videos continue to be at or near the top of the list of most widely viewed types of online video, now joined by how-to and music videos

As we found in 2009, comedy and educational videos are among the most widely viewed video genres, with 57% of all online adults saying they watch comedy/humorous videos and 50% of online adults saying they watch educational videos.<sup>2</sup> These two genres are now joined at the top of the list by how-to videos, watched by 56% of online adults, and music videos. Music videos showed the largest growth in viewership between 2009 and 2013, from 32% to 50% of all online adults now watching this type of video online.

Among adults who watch videos online, different genres appeal to different demographic groups. For instance, online video watchers age 18-29 are more likely than those age 50 and older to watch music videos (81% v. 39%), comedy videos (82% v. 61%), and animation videos (47% v. 20%). More male than female online video watchers view sports videos (49% v. 23%), political videos (40% v. 30%), and adult videos (25% v. 8%) online.

## When posting their own videos online, users most commonly share mundane things such as friends, family, and events they attend

As noted above, 18% of online adults share videos online that they have recorded or created themselves. For this group, the most common subject matter is friends and family doing everyday things (58% post videos with this kind of content), followed closely by videos of themselves or others doing funny things (56%) and videos of events attended (54%).

In contrast, those who post their own videos online are less likely to post videos that have been intentionally staged, scripted or choreographed (just 23% do this) or educational or tutorial videos they have shot themselves (30% do this).

## 35% of adults who post videos online—11% of all adult internet users—have posted a video with the hope it will be seen by many people

Among all video posters and uploaders, both those who post their own videos and those who post videos created by others, 35% say they have posted or shared a video online with the hope of it being seen by many people or “going viral.” That equates to 11% of all adult internet users. Just 5% of adults who post videos online say they have regretted a video they have posted in the past.

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<sup>2</sup> See “The State of Online Video,” available at <http://www.pewinternet.org/Reports/2010/State-of-Online-Video.aspx>.

## The increasing popularity of social networking sites and the proliferation of cell phones have helped spur the growing online video culture

The growing popularity of posting and watching online videos is a natural byproduct of the increasing percent of adults who use social network sites such as Facebook, as well as the proliferation of cell phones which make it relatively easy to watch, record, and post videos online. Fully 72% of online adults now use social networking sites<sup>3</sup>, which provide a venue for video sharing and watching. The current survey shows that:

- 71% of adults who post videos online do so on social networking sites.
- 58% of adults who watch online videos do so on social networking sites.

Similarly, as the percent of American adults who own a cell phone has reached 91%<sup>4</sup>, it is not uncommon for adults to use these devices to participate in the online video culture. Among adult cell phone owners:

- 41% use their phones to watch video.
- 40% use their phones to record video.
- 20% use their phones to post videos online.

More recently, apps have emerged which bring the convenience of cell phones together with the popularity of online video. In the current survey:

- 23% of adults who post videos online do so using a mobile app such as Vine.
- 17% of adults who watch videos online do so using a mobile app.

### About this survey

These findings are from a nationally representative omnibus telephone survey of 1,003 adults conducted by Princeton Survey Research Associates International (PSRAI) from July 25 to July 28, 2013. Telephone interviews were conducted in English only, by landline (501) and cell phone (502, including 230 without a landline phone). Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.6$  percentage points.

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<sup>3</sup> See "72% of Online Adults are Social Networking Site Users," available at <http://www.pewinternet.org/Reports/2013/social-networking-sites.aspx>.

<sup>4</sup> See "Cell Phone Activities 2013," available at <http://www.pewinternet.org/Reports/2013/Cell-Activities.aspx>.

# Main Findings

## 78% of adult internet users watch or download online videos, up from 69% in 2009

The percent of online adults who watch or download videos has continued to grow over the past four years, from 69% of adult internet users in 2009 to 78% today. That figure includes online adults who do at least one of the following:

- Watch videos on a video-sharing site like YouTube or Vimeo (72% of adult internet users)
- Watch videos online, including on social network sites or using mobile apps (56% of adult internet users)
- Download video files onto a computer or cell phone so they can play them at any time they want (36% of adult internet users)

Among online adults, rates of online video watching are highest among those under age 50, as well as those with higher educational attainment and household incomes. Specifically:

- While almost all online adults age 18-29 (95%) and most of those age 30-49 (87%) watch and/or download online videos, that figure drops to 58% among online adults age 50 and older.
- Roughly eight in 10 online adults who have graduated from college (84%) or attended college (80%) watch and/or download online videos, compared with 71% of those who have not been to college.
- 87% of online adults with household incomes of \$75,000 or more watch and/or download online videos, compared with 74% of those in middle income households (\$30,000-\$74,999) and 75% of those in low income households (less than \$30,000)

## Online adults under age 50 lead the way in watching and downloading online video

The % of adult internet users in each group who...

All		18-29 (a)	30-49 (b)	50+ (c)
72%	Watch videos on a video-sharing site like YouTube or Vimeo	92% <sup>bc</sup>	81% <sup>c</sup>	50%
56%	Watch videos online, including on a social network site or using mobile apps	76% <sup>bc</sup>	64% <sup>c</sup>	34%
36%	Download video files onto a computer or cell phone to play them at any time	44% <sup>c</sup>	45% <sup>c</sup>	22%
<b>78%</b>	<b>Total who watch or download online videos</b>	<b>95%<sup>bc</sup></b>	<b>87%<sup>c</sup></b>	<b>58%</b>

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

## Online adults who have been to college are more likely than adults who have not to watch or download online videos

The % of adult internet users in each group who...

All		College grad (a)	Some college (b)	No college (c)
72%	Watch videos on a video-sharing site like YouTube or Vimeo	75%	75%	67%
56%	Watch videos online, including on a social network site or using mobile apps	61% <sup>c</sup>	62% <sup>c</sup>	44%
36%	Download video files onto a computer or cell phone to play them at any time	42% <sup>c</sup>	40% <sup>c</sup>	25%
<b>78%</b>	<b>Total who watch or download online videos</b>	<b>83%<sup>c</sup></b>	<b>80%</b>	<b>71%</b>

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

## Online adults in high income households are more likely than those in middle or low income households to watch or download online videos

The % of adult internet users in each group who...

All		\$75,000 or more (a)	\$30,000- \$74,999 (b)	Under \$30,000 (c)
56%	Watch videos online, including on a social network site or using mobile apps	66% <sup>bc</sup>	52%	54%
72%	Watch videos on a video-sharing site like YouTube or Vimeo	82% <sup>b</sup>	66%	72%
36%	Download video files onto a computer or cell phone to play them at any time	41% <sup>b</sup>	33%	39%
<b>78%</b>	<b>Total who watch or download online videos</b>	<b>87%<sup>bc</sup></b>	<b>74%</b>	<b>76%</b>

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

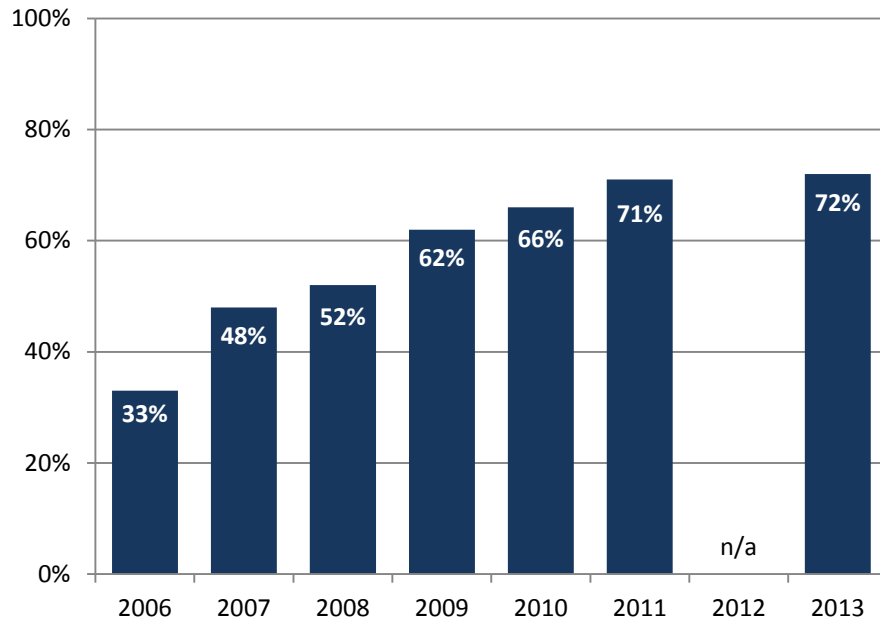
## The “YouTube Effect”

The introduction of video-sharing site YouTube in 2005, and later other video-sharing sites like Vimeo, has been the driving force in the increasing percentage of online adults who post, watch and download videos. Since we first began measuring use of these sites in 2006, the percent of online adults using video-sharing sites has grown from 33% to the current figure of 72%.

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## Video-sharing site usage over time: 2006–2013

*% of adult internet users who use video sharing sites*



**Source:** 2013 figure is from Pew Research Center’s Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points. All other figures are from Pew Internet Tracking Surveys, 2006-2011.

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## For adult internet users, the most popular online video genres are comedy/humor, how-to, educational, and music videos

As we found in 2009, comedy and educational videos are among the most widely viewed video genres, with 58% of all online adults saying they watch comedy/humorous videos and 50% of online adults saying they watch educational videos.<sup>5</sup> These two genres are now joined at the top of the list by how-to videos. The current survey is the first time we have measured this genre, finding that 56% of online adults are watching how-to videos. Music videos showed the largest growth in viewership between 2009 and 2013, from 32% to 50% of all online adults, placing it among the most popular genres of those asked about.

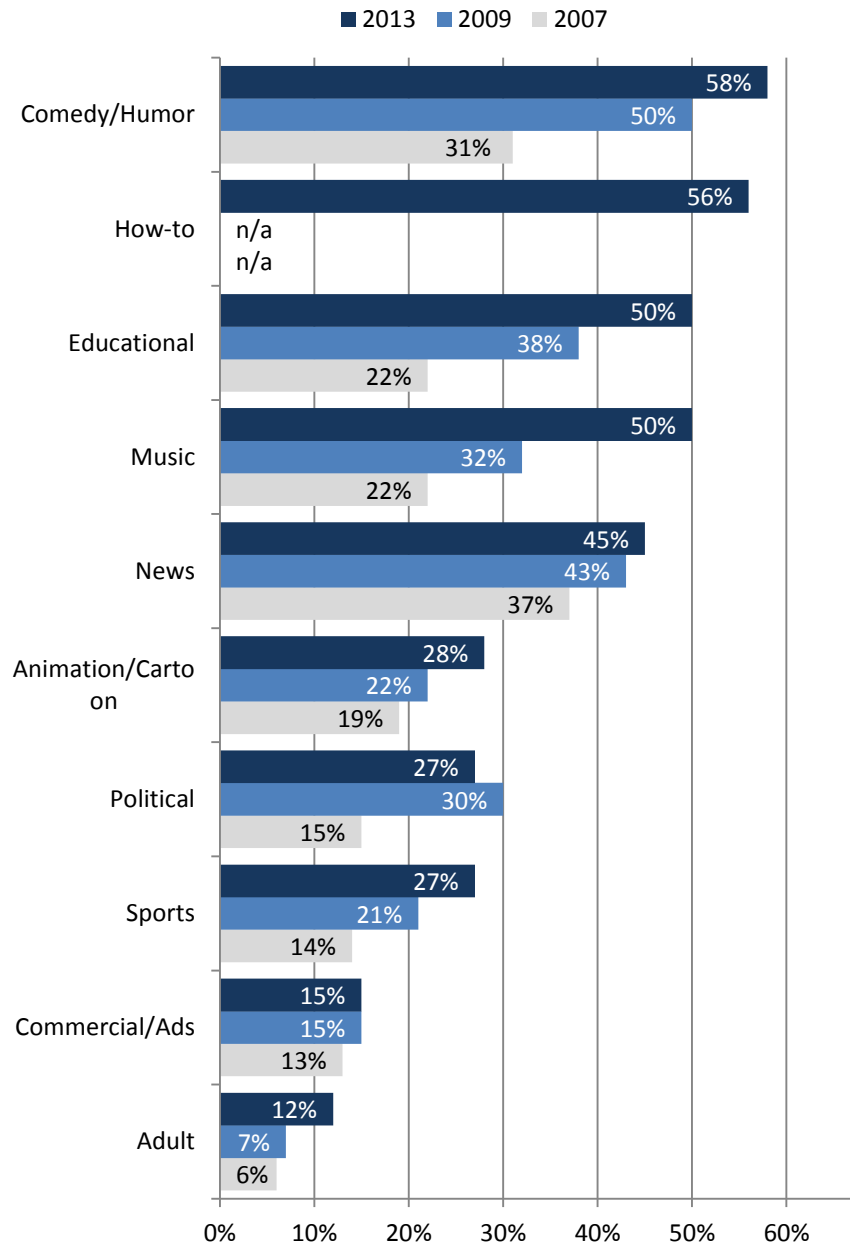
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<sup>5</sup> See “The State of Online Video,” available at <http://www.pewinternet.org/Reports/2010/State-of-Online-Video.aspx>.



## More than half of online adults watch comedy/humor and how-to videos online

The % of online adults who watch each type of video, by year



**Source:** 2013 figure is from Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points. All other figures are from Pew Internet Tracking Surveys.

Among the video genres asked about, political videos, sports videos, and commercials/advertisements are viewed by smaller segments of adult internet users. Adult videos are also viewed by a fairly small segment of adult internet users (12%), though this may reflect a reluctance to report the behavior among some adults.

## Younger online video viewers are drawn to music, comedy and animation videos, while men are more likely than women to watch political, sports, educational and adult videos

Among adults who watch videos online, different genres appeal to different demographic groups. Online video consumers under age 50 are more likely than their older counterparts to watch music, comedy, how-to and animation videos, among others. News videos appeal to video watchers with higher education and income levels. And male online video watchers are more likely than females to view sports, educational, adult and political videos.

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### Among online video watchers, young adults are drawn to entertainment content

*The % of online video watchers in each group who watch ...*

All	Type of Video	18-29 (a)	30-49 (b)	50+ (c)
74%	Comedy/Humor	82% <sup>c</sup>	75% <sup>c</sup>	61%
72%	How-to	78% <sup>c</sup>	72%	67%
64%	Music	81% <sup>bc</sup>	67% <sup>c</sup>	39%
36%	Animation	47% <sup>c</sup>	38% <sup>c</sup>	20%
35%	Sports	42% <sup>c</sup>	37% <sup>c</sup>	25%
16%	Adult	25% <sup>c</sup>	17% <sup>c</sup>	4%

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=555 online video watchers age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all online video watchers is +/- 4.8 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

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## Male online video watchers are heavier consumers of educational, sports and political videos

The % of online video watchers in each group who watch ...

All	Type of Video	Male (a)	Female (b)
64%	Educational	69% <sup>b</sup>	60%
35%	Politics	40% <sup>b</sup>	30%
35%	Sports	49% <sup>b</sup>	23%
16%	Adult	25% <sup>b</sup>	8%

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=555 online video watchers age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all online video watchers is +/- 4.8 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

## Online video watchers with higher education levels are more likely to watch news, political and educational videos

The % of online video watchers in each group who watch ...

All	Type of Video	College grad (a)	Some college (b)	No college (c)
64%	Educational	73% <sup>c</sup>	64%	57%
57%	News	64% <sup>c</sup>	61% <sup>c</sup>	47%
35%	Politics	44% <sup>c</sup>	37% <sup>c</sup>	23%

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=555 online video watchers age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all online video watchers is +/- 4.8 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

## Online video watchers with higher household incomes are more likely to watch news videos

The % of online video watchers who watch ...

All	Type of Video	\$75,000+ (a)	\$30,000-\$74,999 (b)	Less than \$30,000 (c)
57%	News	70% <sup>bc</sup>	54%	54%

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=555 online video watchers age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all online video watchers is +/- 4.8 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

## The percent of adult internet users who post videos online is growing rapidly

Along with the growing consumption of online videos, there is now considerable growth in the percent of adult internet users who post videos online. The group has doubled in size in the past four years from 14% in 2009 to 31% in 2013. This figure includes online adults who do either of the following:

- Upload a video to the internet so others can watch or download it (27% of adult internet users)
- Post videos to any website online that they, themselves, have taken or created (18% of adult internet users)

Once almost exclusively the domain of male internet users under age 30<sup>6</sup>, posting and sharing videos online has now spread more broadly across the online adult population. For example, adult internet users age 30-49 are just as likely as those age 18-29 to post and share online videos. Still, both of these age groups continue to outpace those age 50 and older when it comes to this behavior:

- 18-29 year-old internet users (41%) and 30-49 year-old internet (36%) are twice as likely as online adults age 50 and older (18%) to post or share videos online.

Posting and sharing online videos is also more common among internet users in the highest income households. Specifically:

- 43% of online adults with household incomes of \$75,000 or more post or share videos online, compared with 25% of online adults with household incomes of \$30,000-\$74,999 and 27% of online adults with household incomes below \$30,000.

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### Online adults under age 50 lead the way in posting videos online

*The % of adult internet users in each group who...*

All		18-29 (a)	30-49 (b)	50+ (c)
27%	Upload a video to the internet so others can watch or download it	34% <sup>c</sup>	34% <sup>c</sup>	16%
18%	Post a video online that they took or created themselves	28% <sup>c</sup>	22% <sup>c</sup>	6%
<b>31%</b>	<b>Total who post or upload videos of any kind online</b>	<b>41%<sup>c</sup></b>	<b>36%<sup>c</sup></b>	<b>18%</b>

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

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<sup>6</sup> See "The State of Online Video," available at <http://www.pewinternet.org/Reports/2010/State-of-Online-Video.aspx>.

## Online adults in high income households are more likely than those in middle or low income households to post videos online

The % of adult internet users in each group who...

All		\$75,000 or more (a)	\$30,000-\$74,999 (b)	Under \$30,000 (c)
27%	Upload a video to the internet so others can watch or download it	41% <sup>bc</sup>	20%	23%
18%	Post a video online that they took or created themselves	28% <sup>bc</sup>	16%	13%
<b>31%</b>	<b>Total who post or upload videos of any kind online</b>	<b>43%<sup>bc</sup></b>	<b>25%</b>	<b>27%</b>

**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter.

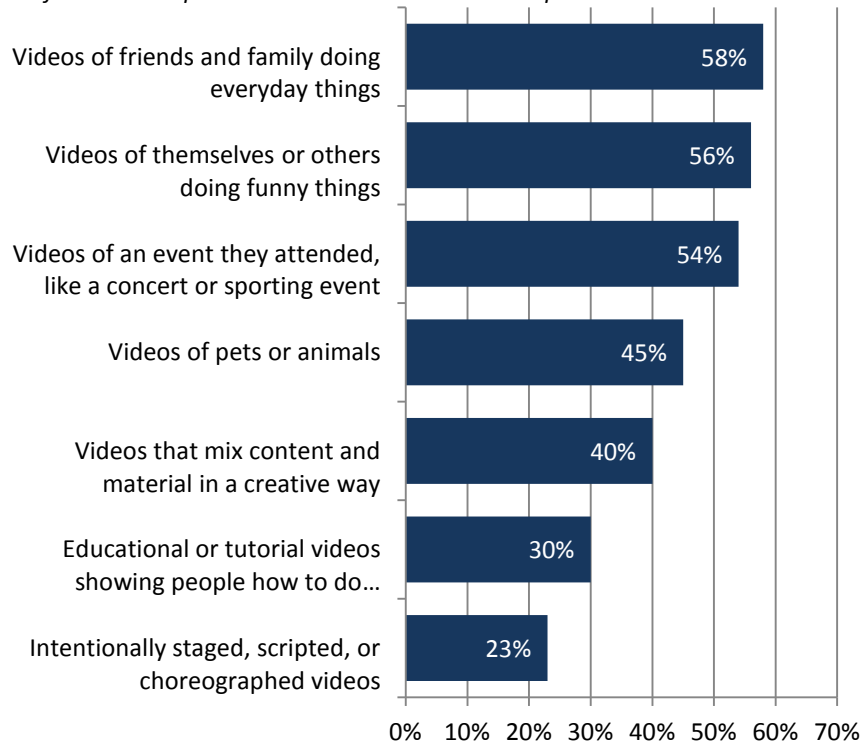
## The most popular subjects for those who post their own videos online are friends and family doing everyday or funny things, and videos of events they attend

Among the 18% of adult internet users who post their own videos online, the most popular topics are fairly mundane. More than half post videos of family and friends doing everyday things (58%), themselves or others doing funny things (56%), or events they attend (54%). In contrast, just 23% post videos they have intentionally staged, scripted or choreographed, and just 30% post educational or tutorial videos they have made.

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## Those who post their own videos online tend to feature everyday people and things rather than creative or scripted content

*The % of adults who post their own videos online who post ...*



Source: Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=1,003 adults age 18 and older. Interviews were conducted in English and on landline and cell phones.

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## 35% of adults who post videos online—11% of all online adults—have posted a video with the hope it will be widely viewed

Among all adults who post and share online videos—either self-created or created by others—35% say they have posted a video online with the hope of it being widely viewed or “going viral.” That equates to 11% of all adult internet users.

The desire to have a video “go viral” is particularly strong among younger adults. Among adults who post videos online, 39% of those under age 50 have posted a video hoping it will attract a large audience, compared with just 19% of video posters age 50 and older.

Just 5% of adults who post videos online say they regret something they have posted.

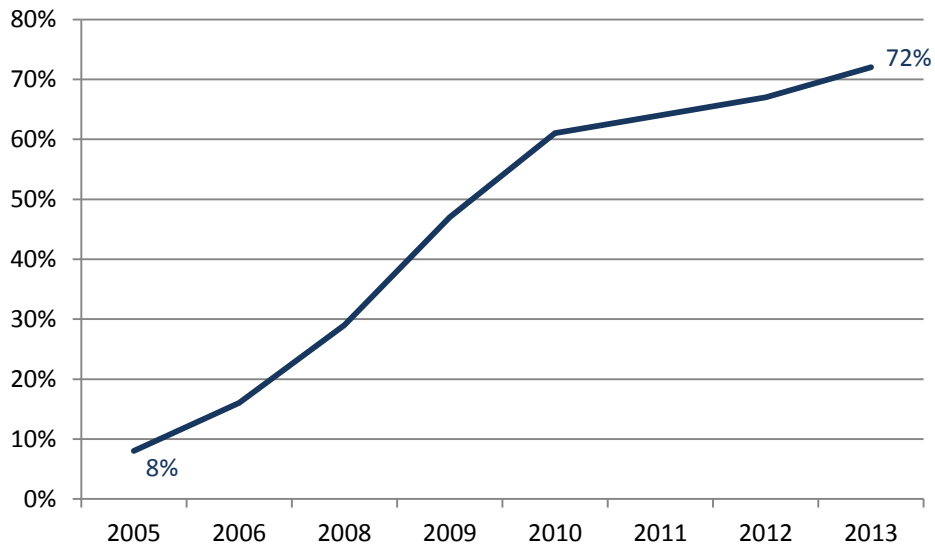
## Online videos and social networking sites

The rise in both watching and posting videos online has been fueled, in part, by the rapidly increasing popularity of online social networking sites. As of May 2013, almost three quarters (72%) of online U.S. adults were using social networking sites, up from 67% in late 2012. When Pew Internet first started measuring social networking site use in February 2005, just 8% of online adults were using these sites.

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### Adult use of social networking sites—change over time

*% of adult internet users who use social networking sites, over time*



**Source:** Pew Research Center's Internet & American Life Project tracking surveys 2005-2013.

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The current survey shows that much of the online video culture revolves around social networking sites. Among online video consumers, 58% say they watch videos on social networking sites like Facebook. Moreover, 71% of online adults who post videos online say they do so on these sites. As a percentage of all online adults, this means that:

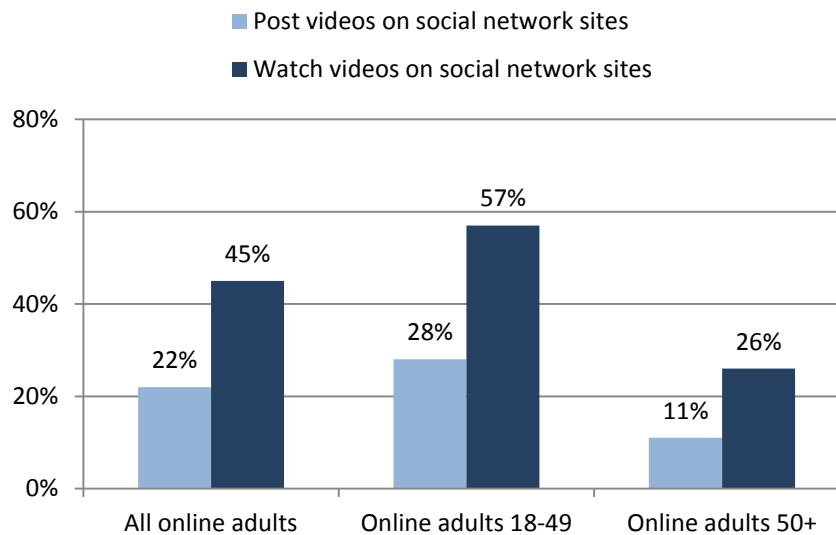
- 45% of all adult internet users watch videos on social networking sites.
- 22% of all adult internet users post videos on these sites.

Online adults under age 50 are more likely than older internet users to both watch and post videos on social networking sites. This reflects, in part, the fact that younger online adults are more likely to be social network site users overall.

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## Watching and posting videos on social networking sites

% of adult internet users who...



**Source:** Pew Research Center's Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 781 internet users age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all internet users is +/- 4.1 percentage points.

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## Online videos and mobile phones

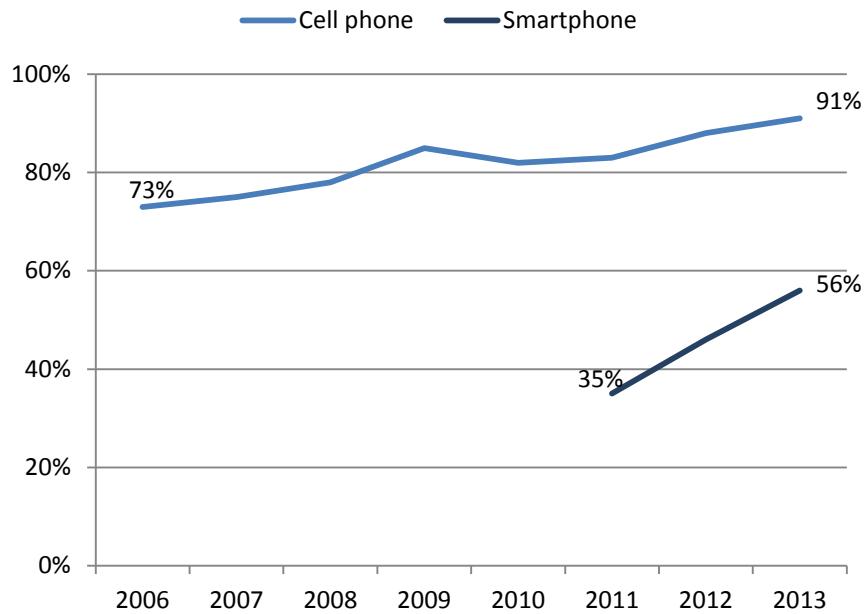
The growing online video culture is also, in part, a byproduct of the dramatic increase in cell phone and smartphone ownership among U.S. adults over the past decade. As of May 2013, 91% of U.S. adults owned a cell phone of some kind, including 56% who owned a smartphone. Cell phones and smartphones allow their users to easily watch videos on their mobile devices, as well as to record and post videos.

When adult cell phone owners are asked about the different ways they use their phones, texting and accessing the internet remain the most popular activities. Yet fully 41% say they use their phones to watch video and another 40% say they use these devices to record video. Twenty percent of adult cell phone users use their phones to post videos online.



## Adult cell phone ownership—change over time

% of adults who have a cell phone, over time



Source: Pew Research Center’s Internet & American Life Project tracking surveys 2006-2013.

## Cell phone activities

The % of cell phone owners who use their cell phone to...

81	send or receive text messages
60	access the internet
52	send or receive email
50	download apps
49	get directions, recommendations, or other location-based information
48	listen to music
<b>41</b>	<b>watch video</b>
<b>40</b>	<b>record video</b>
21	participate in a video call or video chat
<b>20</b>	<b>post video online</b>
8	“check in” or share your location

Source: Video activity figures are from Pew Research Center’s Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N= 903 cell phone owners age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 3.8 percentage points. Other mobile activities are from Pew Research Center’s Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

All three of these mobile activities – watching video, recording video, and posting video online – are more popular among younger cell phone owners and those in higher income households.

- Cell phone owners age 18-29 are more than three times as likely as those age 50-64 to watch videos on their phones (72% v. 22%)
- Cell phone owners age 18-29 are more than twice as likely as those age 50-64 to record videos on their phones (64% v. 23%)
- Cell phone owners age 18-29 are five times as likely as those age 50-64 to use their phones to post videos online (38% v. 7%)

Adult cell phone owners who have been to college are more likely than those who have not to use their phones to watch and record videos. And adults in the highest incomes households (\$75,000 or more) are more likely than those in lower income households (under \$50,000) to watch, record, and share videos using their phones.

### Younger and more affluent cell phone owners are most likely to watch, record, and post online videos using their phones

*% of cell phone owners who use their phones to ...*

		Watch video	Record video	Post video online
All adult cell phone owners (n=903)		41	40	20
<b>Age</b>				
a	18-29 (n=156)	72 <sup>bcd</sup>	64 <sup>bcd</sup>	38 <sup>bcd</sup>
b	30-49 (n=219)	49 <sup>cd</sup>	50 <sup>cd</sup>	26 <sup>cd</sup>
c	50-64 (n=268)	22 <sup>d</sup>	23 <sup>d</sup>	7 <sup>d</sup>
d	65+ (n=232)	6	6	2
<b>Education attainment</b>				
a	No college (n=331)	33	31	19
b	Some College (n=255)	48 <sup>a</sup>	46 <sup>a</sup>	23
c	College + (n= 302)	46 <sup>a</sup>	47 <sup>a</sup>	19
<b>Household income</b>				
a	Less than \$30,000/yr (n=246)	34	31	18
b	\$30,000-\$49,999 (n=186)	39	39	15
c	\$50,000-\$74,999 (n=117)	49 <sup>a</sup>	46 <sup>a</sup>	22
d	\$75,000+ (n=213)	52 <sup>ab</sup>	54 <sup>ab</sup>	30 <sup>ab</sup>

**Source:** Pew Research Center’s Internet & American Life Project Omnibus Survey, July 25 – July 28, 2013. N=903 cell phone owners age 18 and older. Interviews were conducted in English and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 3.8 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Further reflecting the intersection of mobile devices and the online video culture, apps such as Vine are emerging which allow users to easily record and share short videos. Among online video consumers, 17% say they watch videos using a cell phone app like Vine. And among online video posters, 23% say they have posted a video using this kind of app. As a percent of all adult cell phone owners, this equates to:

- 12% of all adult cell phone owners watching videos using mobile apps like vine
- 6% of all adult cell phone owners posting videos using these kinds of apps

# Survey Questions

Administered July 25-28, 2013 to 1,003 adults age 18 and older in the continental United States. Margin of error for full sample is plus or minus 3.4 percentage points. The sample included 781 internet users. For that sample the margin of error is plus or minus 3.9 percentage points. The sample also included 555 online video users. For that sample the margin of error is plus or minus 4.8 percentage points.

Asked of internet users, N=781

**Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...**

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
Download video files onto a computer or cell phone so you can play them at any time you want	36%	64%	*
Watch videos on a video-sharing site like YouTube or Vimeo	72%	28%	*
Watch movies or TV shows through a paid subscription service like NetFlix or Hulu Plus	47%	52%	*
Watch videos online, including on social network sites or using mobile apps	56%	44%	*
Upload a video to the internet so others can watch it or download it	27%	73%	*
Have an online video chat conversation with other people using applications like Skype, Googletalk, or iChat	44%	56%	*

Asked of online video users, N=555

**PIAL1a. When you watch videos online, do you ever do that...**

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
a. On a social networking site like Facebook	58%	41%	*
b. Using a mobile app like Vine	17%	82%	1%

Asked of online video users, N=555

**VID01a. We'd like to know what kinds of videos you watch online or download. Do you ever watch or download...**

	Yes	No	Don't know
a. News videos	57%	42%	*
b. Comedy or humorous videos	74%	26%	*
c. Music videos	64%	36%	*
d. Sports videos	35%	65%	*
e. Commercials or advertisements	20%	80%	*
f. Political videos	35%	65%	*
g. Animation or cartoons	36%	64%	*
h. Educational videos	64%	35%	*
i. 'How to' videos that demonstrate how you can make something or complete a task	72%	27%	1%

Asked of internet users, N=781

**PIAL2. Do you ever POST VIDEOS online that you, yourself, have taken or created to any kind of website?**

Yes	18%
No	82%

Asked of video posters, N=110

**PIAL3a. We'd like to know what kinds of videos you, yourself, record and post online. Do you ever record and post online...**

	Yes	No	Don't know
a. Videos of friends and family doing everyday things	58%	41%	1%
b. Videos of an event you attended, like a concert or sporting event	54%	45%	1%
c. Videos of yourself or others doing funny things	56%	43%	1%
d. Videos of pets or animals	45%	54%	1%
e. Videos that you've intentionally staged, scripted or choreographed	23%	76%	1%
f. An educational or tutorial video that shows people how to do something	30%	68%	1%
g. A video that mixes content and material in a creative way	40%	59%	1%

Asked of video posters or uploaders, N=207

**PIAL4a. When you post or share videos online, do you ever do that...**

	Yes	No	Don't know
a. On a social networking site like Facebook	71%	29%	*
b. Using a mobile app like Vine	23%	76%	*

Asked of video posters or uploaders, N=207

**PIAL5. Have you ever posted or shared a video online that you later regretted sharing?**

Yes	5%
No	95%

Asked of video posters or uploaders, N=207

**PIAL6. Have you ever posted a video online with the hope of having it shared or viewed widely?**

Yes	35%
No	65%

Asked of cell phone owners, N=903

**CELL1a. Next, please tell me if you ever use your CELL PHONE to do any of the following things. Do you ever use your cell phone to...**

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
a. Record videos	40%	60%	*
b. Share or post videos online	20%	79%	*
c. Watch videos	41%	59%	*
d. Use Snapchat	11%	87%	2%

## Methods

The PSRAI July 2013 Omnibus Week 4 obtained telephone interviews with a nationally representative sample of 1,003 adults living in the continental United States. Telephone interviews were conducted by landline (501) and cell phone (502, including 230 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from July 25 to 28, 2013. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.6$  percentage points.