

# 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.