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Pew Internet & American Life Project

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PewResearchCenter

The State of Online Video

69% of internet users watch or download video online; 14% have posted videos.

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by Kristen Purcell, Associate Director for Research

http://pewinternet.org/Reports/2010/State-of-Online-Video.aspx

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Overview

Seven in ten adult internet users (69%)—or roughly half (52%) of all U.S. adults—have used the internet to watch or download video. Young adult internet users, 18-29 year-olds, continue to be the heaviest consumers of online video.

Since 2007, there have been dramatic increases in the numbers of Americans who watch the following kinds of videos online:

- Comedy or humorous videos, which have risen in viewership from 31% to 50% of adult internet users
- Educational videos, which have risen in viewership from 22% to 38% of adult internet users
- Movies or TV show videos, which have risen in viewership from 16% to 32% of adult internet users
- Political videos, which have risen in viewership from 15% to 30% of adult internet users

Viewership of other types of online video has also risen in the same timeframe. The spread of broadband, the increased use of social networking and status update sites like Facebook and Twitter, the popularity of video-sharing sites like YouTube, and the embrace of video features by untold numbers of websites, have all contributed to the surge in online video watching.

Among online video watchers, 8% have connected their computer to their television so they can watch online video on a television screen. This represents 5% of all internet users, which is slightly lower than the 8% of internet users who were watching online video on their television screens in an April 2009 Pew Internet survey. One in ten video watchers (10%), or 7% of all internet users, have paid to watch or download a video. In 2007, 4% of internet users had paid to access or download video online.

On the other side of the camera, 14% of internet users have uploaded a video to the internet so others can watch or download it. That figure is almost double the 8% of internet users who were uploading video in 2007. Women are now just as likely as men to upload and share videos, and social networking sites like Facebook are as popular as video-sharing sites like YouTube as locations for video uploading.

Among video uploaders, there is considerable variation in terms of who they share their videos with, who they believe is watching, and concerns about how their video may be used. One in three uploaders (31%) say they "always" place restrictions on who can access their videos, while 50% say they "never" do this. The remaining 19% fall somewhere in the middle.

Asked about their experiences in sharing videos online, uploaders have these views:

- 41% agree they have been surprised by the number of people who watch their videos
- 39% agree that no one other than their family or friends will watch the videos they post
- 35% agree they sometimes feel they should be more careful about the videos they post
- 28% agree that sharing videos online has helped them meet new people

These figures were gathered in a survey of 763 internet-using adults between June 18 and June 21, 2009. The margin of error is +/- 4.5 percentage points for results based on adult internet users.

Online video watching and downloading

Seven in ten adult internet users (69%), or roughly half of all U.S. adults (52%) have used the internet to watch or download video.[1] That figure includes internet users who say they do at least one of the following:

- Watch videos online, including short video clips, television shows, or movies (61% of adult internet users)
- Watch a video on a video-sharing site like YouTube or Google Video (61% of adult internet users)
- Download video files onto their computer so they can play them at any time they want (23% of adult internet users)

Of these three activities, the most notable change involves the exploding popularity of video-sharing sites like YouTube or Google Video. The percent of adult internet users who watch video on these sites has grown from 33% in December 2006 to 61% in the current survey.[2]

Which internet users are most likely to be watching or downloading video? Overall, men, young adults, the more affluent and the more educated are most likely to engage in the three activities that define our group of video watchers (see table below). Broadband users are also particularly likely to watch or download online vide; 75% of adults with home broadband access are online video watchers. Among the entire population of video watchers, nine in ten (89%) have broadband at home.

Among these online video consumers, 8% have connected their computer to their television so they can watch online video on a television screen. This represents 5% of all adult internet users, which is slightly lower than the 8% of adult internet users who were watching online video on their television screens in an April 2009 Pew Internet survey.

One in ten video watchers (10%), or 7% of adults internet users, have paid to watch or download a video online. In 2007, 4% of internet users had paid to access or download video online.

1 In a 2007 survey, Pew Internet found that 57% of online adults reported watching one of 11 different types of video online. See "Online Video" by Mary Madden, July 25, 2007. Available at: http://pewinternet.org/Reports/2007/Online-Video.aspx.

2 See also "The Audience for Online Video-Sharing Sites Shoots Up" by Mary Madden, July 29, 2009. Available at: http://pewinternet.org/Reports/2009/13--The-Audience-for-Online-VideoSharing-Sites-Shoots-Up.aspx.

Some internet users are more likely to watch video than others

Men, young adults, the more affluent and more educated have higher rates of viewership

	Watch video online	Watch video on a video-sharing site	Download video files to watch when they want to	Total watch or download video
All adult internet users	**61 %**	**61 %**	**23 %**	**69 %**
Sex				
Men	65	67	28	**74**
Women	57	55	17	**63**
Age group				
18-29	78	81	27	**84**
30-49	66	68	29	**74**
50+	45	40	13	**53**
Education				
HS Grad or lower	47	49	19	**57**
Some College	70	67	21	**75**
College Grad+	68	67	28	**75**
Household income				
Less than $50,000	53	56	23	**46**
$50,000-$74,999	65	63	23	**64**
$75,000+	71	69	25	**78**

Source: PRC-Internet & American Life Project/Princeton Survey Research Associates International Omnibus Survey, June 18-21, 2009. N=763.

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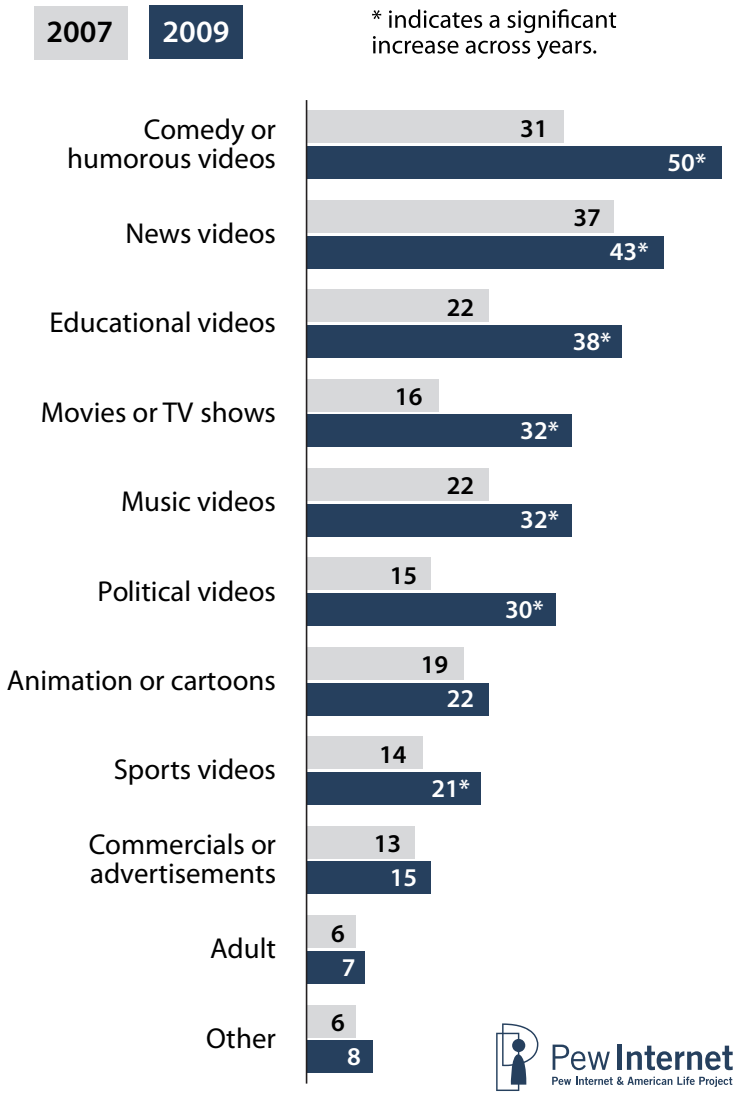
What kinds of video are online adults watching?

Almost every type of video asked about in the survey has grown in popularity over the past two years, and online video watchers are consuming a mix of entertaining and informational content. The most popular online videos today are comedy or humorous videos, a change from 2007 when the most popular online videos were news videos. Over the past two years, comedy video viewership has grown more than any other type of video asked about in the survey, and today half of all online adults (50%) have watched a comedy video online.

Since 2007, educational videos have also experienced considerable growth, from 22% of online adults watching this type of video in 2007 to 38% watching in 2009. Over the same time period, online viewership of both television shows/movies and political videos has doubled, while online news videos have experienced relatively small growth in popularity (see table below).

Entertaining and informational videos are both popular

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



Note: In 2007, all internet users were asked if they watched each of these 11 types of video. In the current survey, only those internet users who met the definition of online video watchers/downloaders were asked the types of video they watch, and those figures were then repercentaged based on all internet users.

As was the case in 2007, younger adults are clearly drawn more than older adults to entertainment content, such as funny videos, music videos, movies or TV shows, sports video and adult content. For instance, among online video watchers, almost all 18-29 year-olds (93%) have watched a comedy video

online, while the same is true of just 74% of 30-49 year-old video watchers and 52% of video watchers age 50 and older. Older video watchers, in contrast, are more likely than 18-29 year-olds to spend their time watching news videos and educational videos. Surprisingly, political videos have fairly consistent appeal across online video watchers of all ages.

Young adult video watchers are drawn to entertainment content

% of online video watchers who say they watch each type of video, by age

	18-29	30-49	50+
Comedy or humorous videos	93	74	52
News videos	56	72	59
Educational videos	49	64	52
Movies or TV shows	62	49	30
Music videos	56	52	29
Political videos	46	45	37
Animation or cartoons	46	34	15
Sports videos	34	37	16
Commercials or advertisements	26	23	16
Adult	16	11	6

Source: PRC-Internet & American Life Project/Princeton Survey Research Associates International Omnibus Survey, June 18-21, 2009. N=763.

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As was the case in previous Pew Internet surveys, male online video watchers consume sports videos (47% v. 12%), adult videos (18% v. 2%), and animation/cartoons (38% v. 25%) at higher rates than female video watchers. News video is watched more often by college graduates than by video watchers with lower educational attainment (73% v. 57%).

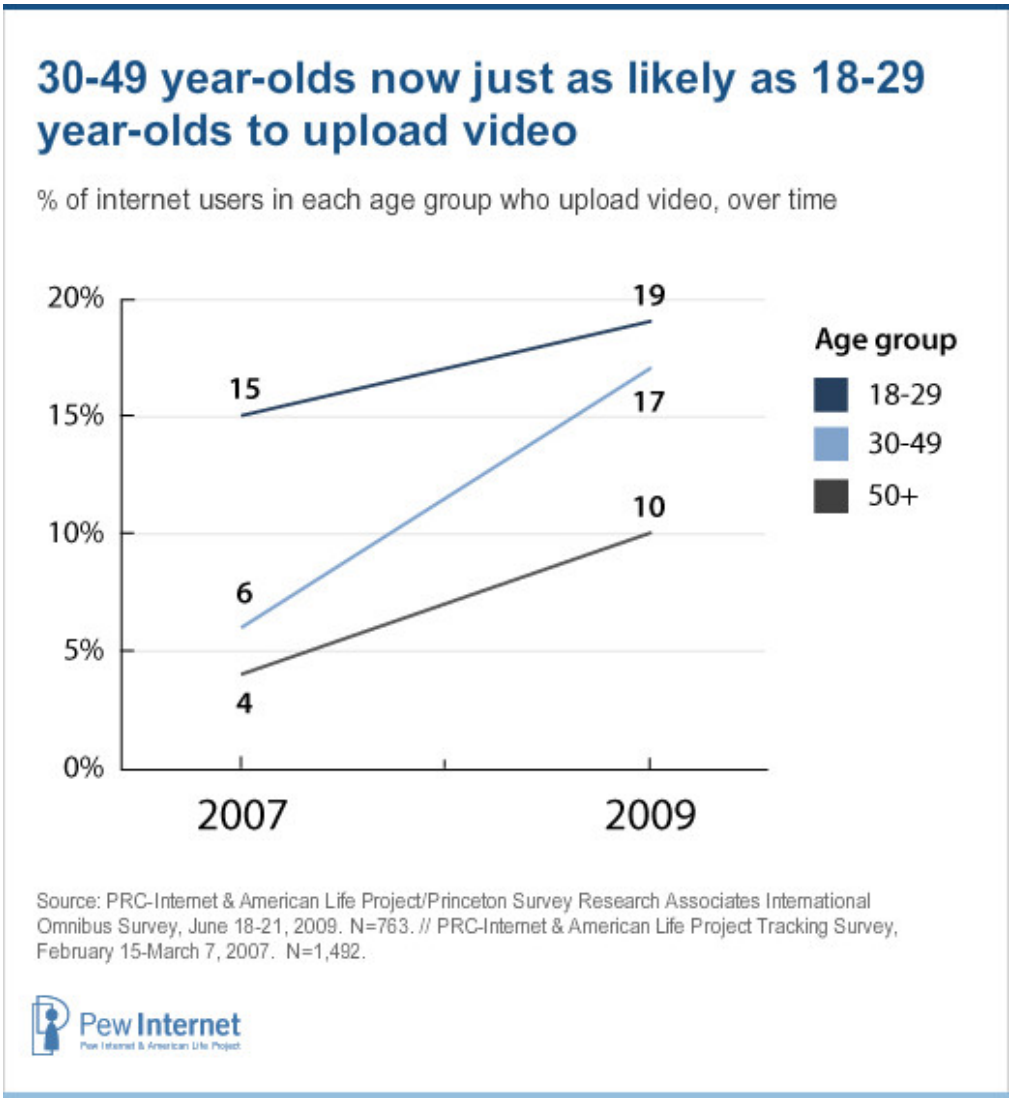
While non-white internet users are no more or less likely than white internet users to watch video online, they are more likely than white adults to be drawn to entertainment content. Among online video watchers, nonwhites are more likely than whites to watch movies or TV shows online (56% of non-white video watchers v. 44% of white video watchers), music videos (60% v. 42%), and animation/cartoons (41% v. 29%).

Among the lowest income respondents, those earning less than $30,000 a year, music videos and animation/cartoons are particularly popular.

Video uploading

One in seven adult internet users (14%) has uploaded a video to the internet so others can watch it or download it. That is almost double the 8% of adult internet users who were uploading video in 2007. One in five adults who watch video online (21%) also post video online.

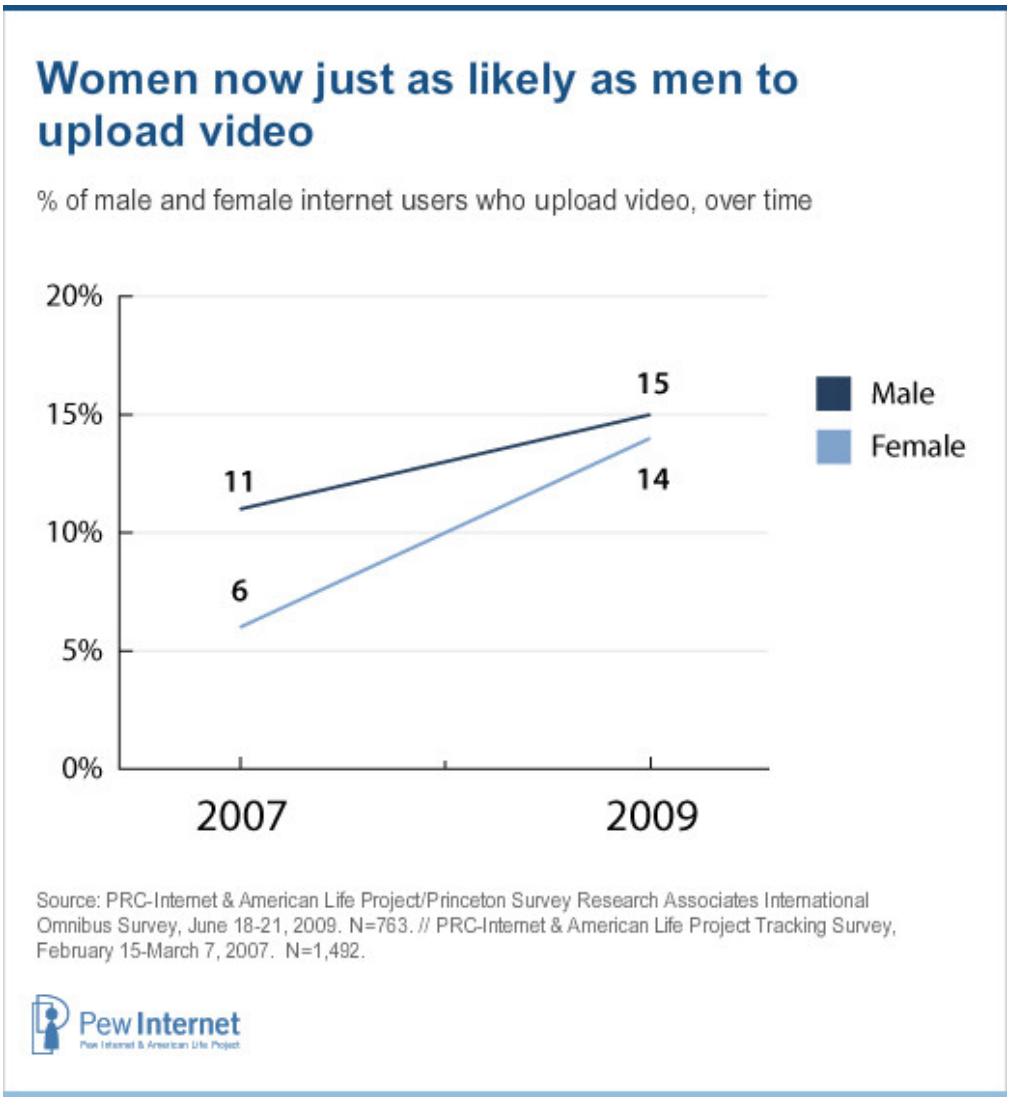
Video uploading is more common among internet users under age 50 than is it among older internet users. Roughly one in five internet users age 18-49 (18%) have uploaded a video online, while the same is true of just 10% of internet users age 50 and older. While 2007 data also showed that young internet users were most likely to upload video, the activity was concentrated among 18-29 year-olds. Today, 30-49 year-olds are just as likely as the youngest adults to upload video.



As is the case with video watching, home broadband access is a key driver of video uploading. Overall, 16% of broadband users upload video. Among internet users who upload video, 91% have broadband at home. Education also has a notable impact on an internet user's tendency to upload video; internet users with at least some college education are more likely to upload video than are those with less educa-

tion (17% v. 11%).

In 2007 Pew Internet found that men were twice as likely as women to post video online. Today, that disparity no longer exists; male and female internet users are equally likely to upload video.

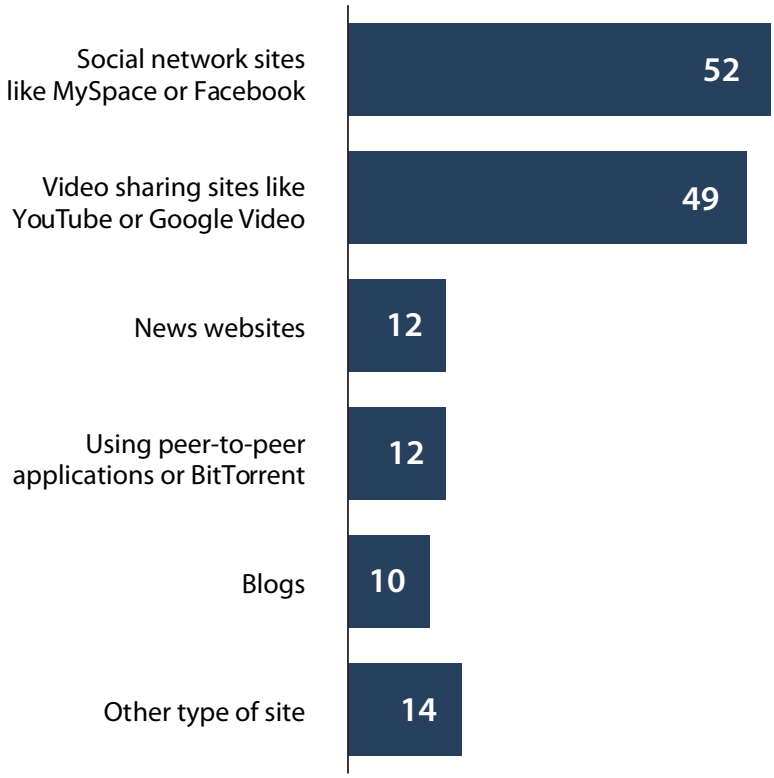


Where and what are people uploading?

We asked uploaders if they post video to six different types of sites. By far, among the choices presented, the most popular sites for video uploading are social networking sites like MySpace or Facebook (52% of uploaders post video on these sites) and video-sharing sites like YouTube or Google Video (49% of uploaders post on this kind of site).

Where adult internet users upload video

% of video uploaders who post to each type of site



Source: PRC-Internet & American Life Project/Princeton Survey Research Associates International Omnibus Survey, June 18-21, 2009. N=763, based on video uploaders.

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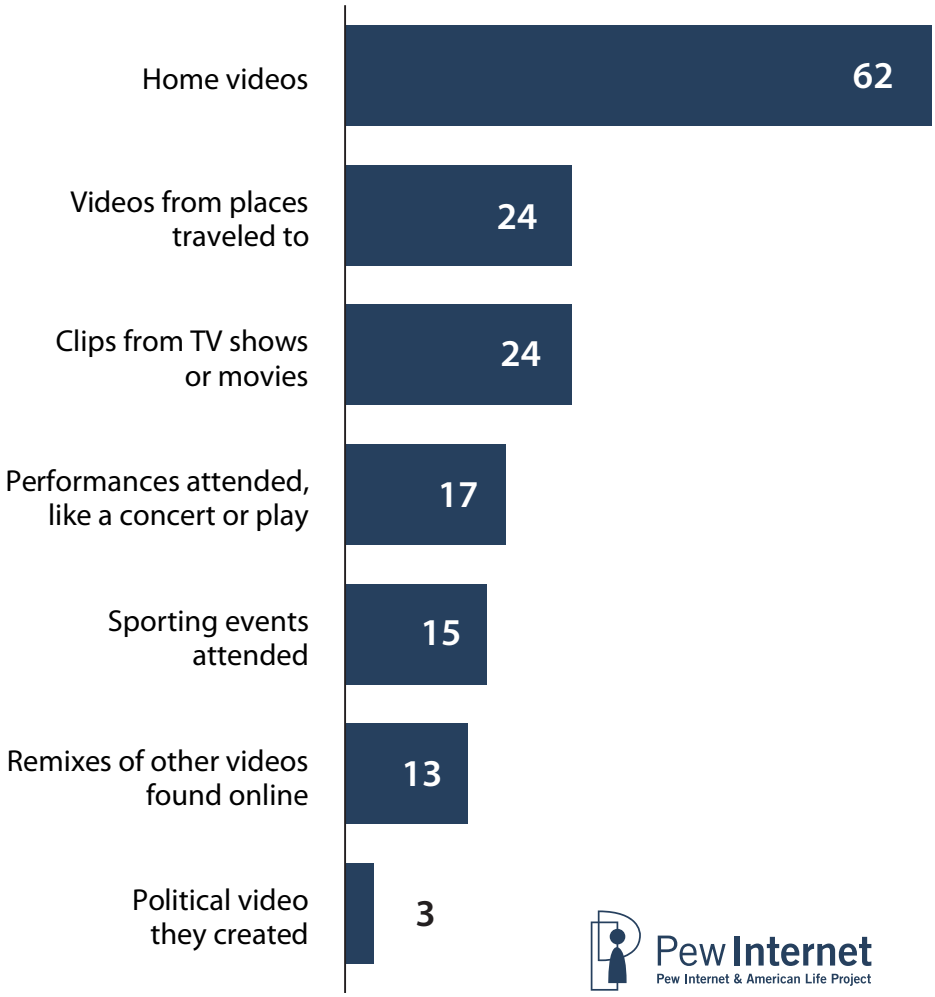
We also asked video uploaders which, if any, of eight different types of video they have posted online. By a wide margin, the most popular content to post online is home video, uploaded by six in ten video uploaders (62%). About a quarter of video uploaders post travel videos (24%) or television/movie clips (24%) online. The small number of video uploaders in our sample prevents us from being able to look at subgroup differences where uploading behavior is concerned.

Types of video adult internet users post online

% of video uploaders who have posted each type of video online



Source: PRC-Internet & American Life Project/Princeton Survey Research Associates International Omnibus Survey, June 18-21, 2009. N=763, based on video uploaders.

The video-sharing environment

Among video uploaders, there appears to be considerable variation in terms of who they share their videos with, who they believe is watching, and concerns about how the video they post may be used.

When uploaders are asked if they place restrictions on who can access the videos they post, two clear camps emerge. One in three uploaders (31%) say they "always" place restrictions on who can access their videos, while 50% say they "never" do this. The remaining 19% fall somewhere in the middle. At the same time, the majority of video uploaders are not concerned that someone might copy or use their video without permission; 37% say they are not concerned at all about this, and another 31% say they

are not too concerned. Just 15% of uploaders say they are very concerned about potential copy or use of their video.

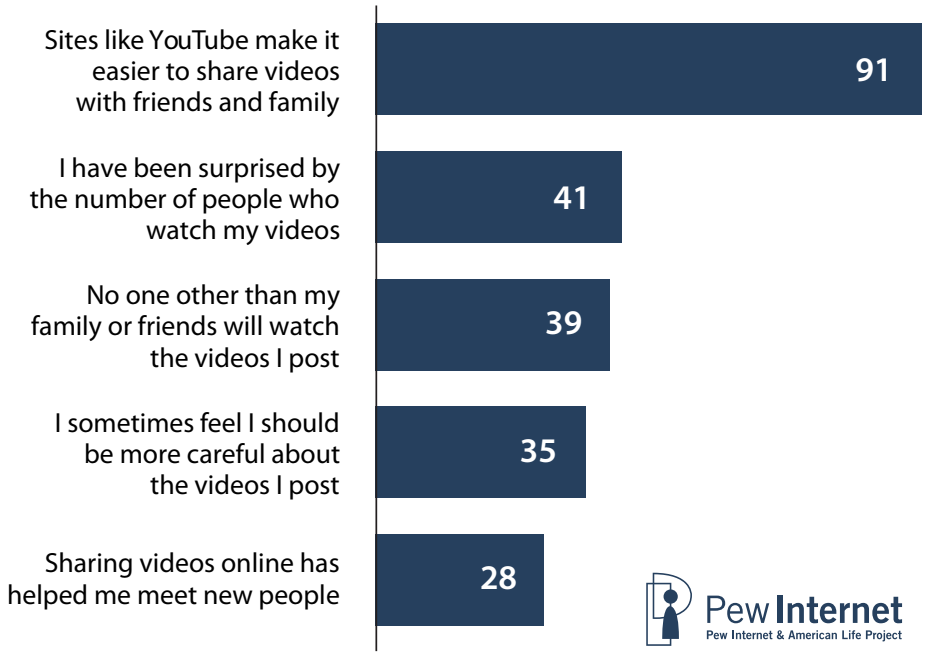
It appears that most video uploaders are not abusing copyright in a way that draws attention from copyright owners. Just 4% of video uploaders have received notice that a video they uploaded included copyrighted material.

The current survey also reveals that most internet users believe that others are not uploading videos of them without permission. More than nine in ten internet users (96%) say that as far as they know, no one has uploaded video that was taken of them without their permission.

To measure uploaders' perceptions of the impact of the video-sharing boom and the fairly new video-sharing environment, we asked if they agree or disagree with a series of statements. The results reveal that uploaders almost universally appreciate the ease with which video sharing sites allow them to share videos with family and friends, but a considerable number also feel they should be more careful about what they post. And while many express the belief that only people they know will see the videos they post, and equal number of uploaders say they are surprised by the number of people who watch their videos.

Video uploaders have mixed perceptions of the video-sharing environment

% of video uploaders who agree with each statement



Source: PRC-Internet & American Life Project/Princeton Survey Research Associates International Omnibus Survey, June 18-21, 2009. N=763, based on video uploaders.

Methodology

2009 June Omnibus

Prepared by Princeton Survey Research Associates International

June 2009

SUMMARY

The 2009 June Omnibus Survey obtained telephone interviews with a nationally representative sample of 1,005 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 June 18 to June 21, 2009. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±3.6%. Details on the design, execution and analysis of the survey are discussed below.

This report compares data from the June 2009 Omnibus Survey to prior Pew Internet Tracking Surveys. Both types of surveys collect data from nationally representative dual-frame (landline and cell phone) samples, employ the same respondent selection process, and identify internet users using identical questions. They are conducted by the same survey research firm, Princeton Survey Research Associates International, at the same field house. However, there are differences between the two types of surveys that should be noted when trending data across them. First, tracking surveys consist of roughly 2,250 interviews completed over the course of three to four weeks. These surveys maintain a very close 2-to-5 ratio of weekend-to-weekday interviews, to minimize the impact of day-of-the-week effects. Omnibus surveys, in contrast, consist of roughly 1,000 interviews completed over the course of four days, usually a Thursday-to-Sunday timeframe. There is no specific control in omnibus surveys for weekend-to-weekday interview ratio. To the extent that day of the week impacts technology use and online behavior, this may introduce variance in the data across the two types of surveys.

Moreover, tracking surveys follow a 7-call design in which sample that has not reached a final disposition at the end of seven days is retired, unless there is an outstanding appointment or callback for that telephone number. The omnibus surveys use a 4-call design over the course of the 4-day field period. One result of these different approaches is that tracking surveys generally achieve higher response rates than omnibus surveys. Again, this difference could introduce variance in the data across the two types of surveys.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

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.

Contact Procedures

Interviews were conducted from June 18 to June 21, 2009. As many as 5 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 or youngest female currently at home based on a random rotation. If the target adult was not available, interviewers asked to speak with the youngest adult of the other gender.[3] 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.

Weighting and analysis

Weighting is generally used in survey analysis to compensate for sample designs and patterns of nonresponse that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. A first-stage weight was applied to account for the overlapping sample frames. The first stage weight balanced the phone use distribution of the entire sample to match population parameters. The phone use parameter was derived from an analysis of the most recently available National Health Interview Survey (NHIS) data along with data from recent dual-frame surveys.[4] This adjustment ensures that the dual-users are appropriately divided between the landline and cell sample frames.

The second stage of weighting balanced sample demographics to population parameters. The sample was balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The basic weighting parameters came from a special analysis of the Census Bureau's 2008 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 telephone usage parameter came from the analysis of NHIS data.

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
Gender			
Male	48.4%	44.5%	48.8%
Female	51.6%	55.5%	51.2%

3 This is part of a continuing experiment to see what effect, if any, asking for the youngest female first has on sample demographics.

4 Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2008. National Center for Health Statistics. May 2009.

Age			
18-24	12.6%	9.2%	12.0%
25-34	17.9%	10.7%	14.9%
35-44	18.8%	14.2%	18.4%
45-54	19.5%	20.8%	19.7%
55-64	14.8%	16.0%	15.0%
65+	16.4%	25.7%	16.8%
Education			
Less than HS Graduate	14.3%	8.9%	11.8%
HS Graduate	34.9%	31.3%	35.3%
Some College	23.9%	23.0%	23.5%
College Graduate	26.9%	35.7%	28.4%
Race/Ethnicity			
White/not Hispanic	69.0%	77.6%	69.3%
Black/not Hispanic	11.4%	9.7%	11.1%
Hispanic	13.5%	6.5%	12.1%
Other/not Hispanic	6.1%	4.8%	6.0%
Region			
Northeast	18.6%	19.2%	19.1%
Midwest	22.1%	21.4%	21.7%
South	36.7%	42.6%	37.0%
West	22.6%	16.8%	22.2%
County Pop. Density			
1 - Lowest	20.1%	20.7%	20.2%
2	20.0%	25.3%	20.6%
3	20.1%	22.8%	20.0%
4	20.2%	16.9%	19.8%
5 - Highest	19.6%	14.2%	19.2%
Phone Use			
LLO	13.6%	13.8%	13.0%
Dual - few, some cell	49.7%	58.1%	49.3%
Dual - most cell	15.9%	15.0%	15.2%
CPO	20.8%	11.7%	21.1%
Phone Use by Frame			
LLO	13.6%	13.8%	13.0%
Dual from LL sample	43.2%	56.3%	43.4%
Dual from cell sample	22.4%	18.1%	22.4%
CPO	20.8%	11.7%	21.1%

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from

simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.38.

PSRAI calculates the composite design effect for a sample of size n, with each case having a weight w_i as:

$$deff = \frac{n\sum_{i=1}^{n} w_i^2}{\left(\sum_{i=1}^{n} w_i\right)^2}$$

formula 1

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (*vdeff*). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{def\,f} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}\right)$$

formula 2

where $\hat{p}$ is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±3.6%. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than four percentage from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 reports the disposition of all 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:[5]

- Contact rate – the proportion of working numbers where a request for interview was made[6]
- 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 15 percent. The response rate for the cellular sample was 18 percent.

5 PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

6 PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.

Table 2:Sample Dispositions

Landline	Cell	
13,994	5,400	Total Numbers Dialed
635	79	Non-residential
589	6	Computer/Fax
3	--	Cell phone
5,841	2,072	Other not working
1,489	318	Additional projected not working
5,437	2,925	Working numbers
38.9%	54.2%	Working Rate
496	106	No Answer / Busy
1,042	690	Voice Mail
21	5	Other Non-Contact
3,878	2,124	Contacted numbers
71.3%	72.6%	Contact Rate
467	414	Callback
2,586	1,157	Refusal
825	553	Cooperating numbers
21.3%	26.0%	Cooperation Rate
101	74	Language Barrier
--	166	Child's cell phone
724	313	Eligible numbers
87.8%	56.6%	Eligibility Rate
19	13	Break-off
705	300	Completes
97.4%	95.8%	Completion Rate
14.8%	18.1%	Response Rate