

Topline for Online Video Questions

2007 Tracking Survey, February 15-17, 2007

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 Associates between February 15 to March 7 2007, among a sample of 2,200 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 2.3 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.

VID01/VID02. Changing topics...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...

Based on U.S. Adults N=2200	TOTAL HAVE EVER DONE THIS
a. News videos	26
b. Comedy or humorous videos	22
c. Movies or TV shows	11
d. Music videos	16
e. Sports videos	10
f. Commercials or advertisements	9
g. Political videos	10
h. Animation or cartoons	13
i. Educational videos	16
j. Adult videos	4
k. Some other type of video I haven't already mentioned	5
Yes to any	57

2009 Omnibus, June 18-21, 2013

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 $\pm 3.6\%$.

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

Based on U.S. Adults N=1005	TOTAL HAVE EVER DONE THIS
a. Watch Video online	46
b. Download video files	17
c. Watch video on video sharing sites like YouTube or Google Video	46
Total watch video online	52
Total do not watch video online	23

Vid01a-k: We'd like to know what kinds of videos you watch online or download. Do you ever watch or download...

Based on U.S. Adults N=1005	TOTAL HAVE EVER DONE THIS
a. News videos	33
b. Comedy or humorous videos	38
c. Movies or TV shows	25
d. Music videos	24
e. Sports videos	16
f. Commercials or advertisements	11
g. Political videos	22
h. Animation or cartoons	17
i. Educational videos	29

- j. Adult videos 6
- k. Some other type of video I haven't
already mentioned 6

Online Video 2013, Omnibus Survey, July 25-28, 2013

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 ± 3.6 percentage points.

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

Based on U.S. Adults N=1003	TOTAL HAVE EVER DONE THIS
a. Watch Video online	45
b. Download video files	29
c. Watch video on video sharing sites like YouTube or Google Video	58
Total watch video online	63
Total do not watch video online	18

VIDO1a-j. We'd like to know what kind of videos you watch online or download. Do you ever watch or download...

Based on U.S. Adults N=1003	TOTAL HAVE EVER DONE THIS
a. News videos	36

b. Comedy or humorous videos	47
d. Music videos	40
e. Sports videos	22
f. Commercials or advertisements	12
g. Political videos	22
h. Animation or cartoons	23
i. Educational videos	41
j. How-to videos	46
k. Adult videos	10

