

Online Video Users

Highlights

- Online videos are now reaching a mainstream audience.** In early 2007, for example, Pew Internet found that more than half of adults going online use the internet to watch or download video and nearly one in five do so daily. Another study by eMarketer in 2007 found an even higher number – three out of four adults – view video online.
- Broadband users are more likely to watch or download video:** one in four users who have high-speed (or broadband) connections at home or work view online videos.
- More than half of online video viewers share links with others.**

(From: http://www.pewinternet.org/pdfs/PIP_Online_Video_2007.pdf.)

US Online Video Viewers As a Percent of Internet Users, 2006-2011



Note: ages 3+; online video viewer defined as an individual who downloads or streams video (content or advertising) at least once a month
Source: eMarketer, August 2007

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www.eMarketer.com

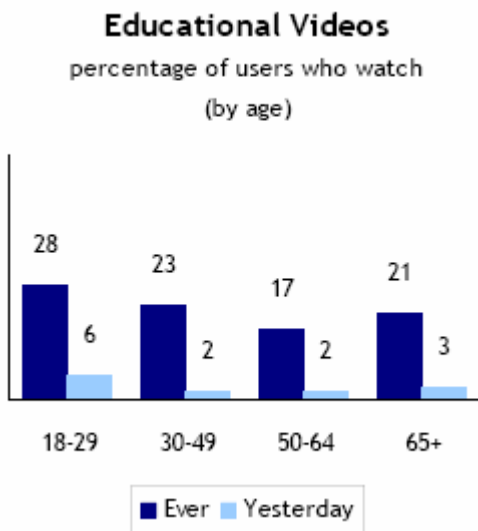
Online Video Gets Social: How users engage						
The percentage of video viewers who do the following activities...						
	Total	Men	Women	18-29	30-49	50-64
Receive video links	75%	75%	75%	76%	77%	71%
Send video links to others	57	59	54	67	55	45
Watch video with others	57	58	57	73	58	34
Rate video	13	15	10	23	11	4
Post comments about video	13	15	10	25	9	5
Upload video	13	16	9	20	12	5
Post video links online	10	12	9	22	7	2
Pay for video	7	8	6	10	7	3

Source: Pew Internet & American Life Project Tracking Survey, February 15 - March 7, 2007. Margin of error is $\pm 4\%$ for all online video viewers ($n=800$). Margins of error for subgroups range from $\pm 5\%$ for male video viewers to $\pm 8\%$ for viewers ages 50-64. Those ages 65 and older are not included in this table due to the small number of video viewers in this group ($n=84$).

Demographics

Age:

- **Young adults aged 18-29 are among the most voracious video viewers.** In fact, three in four young adult internet users report accessing video online compared with only a little more than half of online adults age 30-49. Fewer than half of 50 to 64 year old internet users watch or download video and only about two in five of those aged 65 or older do so.
- **When tracking those who access educational video, however, the age differences decrease significantly.**



Source: Pew Internet & American Life Project Tracking Survey, February 15 – March 7, 2007. Margin of error is $\pm 3\%$ for all adult internet users ($n=1,492$). Margins of error for subgroups range from $\pm 4\%$ for video viewers ages 30-49 ($n=615$) to $\pm 8\%$ for viewers ages 65 and older ($n=202$).

(From: http://www.pewinternet.org/pdfs/PIP_Online_Video_2007.pdf.)

Who Watches Online Video	
<i>The percentage of internet users in each group who watch or download online video.</i>	
Total	57%
Men	63
Women	51
Ages 18-29	76
Ages 30-49	57
Ages 50-64	46
Age 65+	39
HS Grad or less	46
Some college	62
College Grad	64
Less than \$30K	52
\$30K-\$50K	63
\$50K-\$75K	63
\$75K+	62

Source: Pew Internet & American Life Project Tracking Survey, February 15 – March 7, 2007. Margin of error is $\pm 3\%$ for all adult internet users ($n=1,492$). Margins of error for subgroups range from $\pm 4\%$ for women ($n=788$) to $\pm 8\%$ for those age 65 and older ($n=202$).