



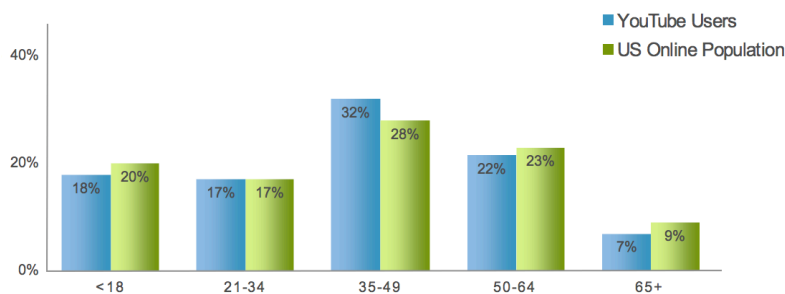
# Who's Watching YouTube?

In a word, *everyone*.

YouTube caught fire when the site officially launched in December of 2005. Less than 18 months later, YouTube has 45 million unique monthly visitors and is ranked the 9<sup>th</sup> largest audience in the US. Hundreds of millions of videos are viewed on the site daily, while hundreds of thousands of videos are uploaded to the site each day. But what are the demographics of this large and growing community? Who's watching videos on YouTube? In a word, *everyone*.

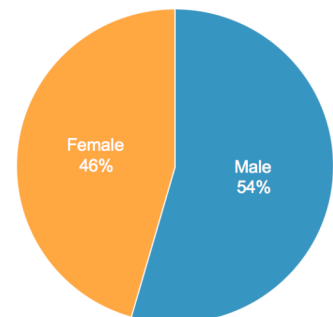
There's a common misconception that YouTube's audience is only teens and college fraternity brothers. While 18-34 year-olds – a coveted demographic – make up 34% of the site's pageviews and 21% of the site's users, the site's age demographics actually tend to reflect the Internet population as a whole. Take a look:

	YouTube Users	Users (millions)	% Users
<b>Age</b>	All	45.0	—
	<18	8.3	18%
	18-34	9.5	21%
	35-44	9.4	21%
	45-54	9.7	22%
	55+	8.1	18%
<b>Gender</b>	Male	24.5	54%
	Female	20.5	46%



## Gender

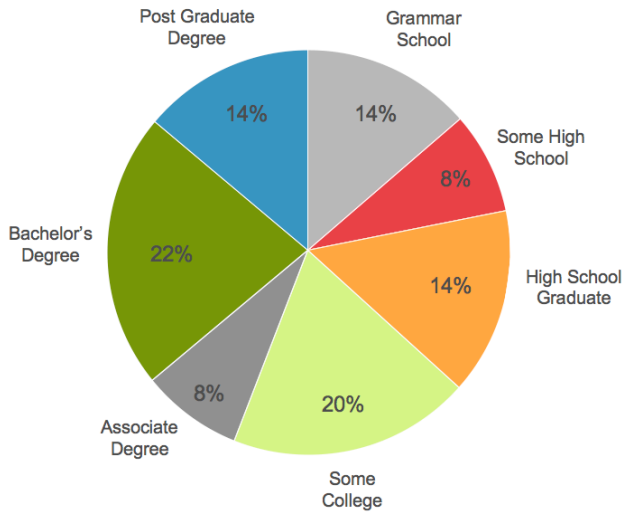
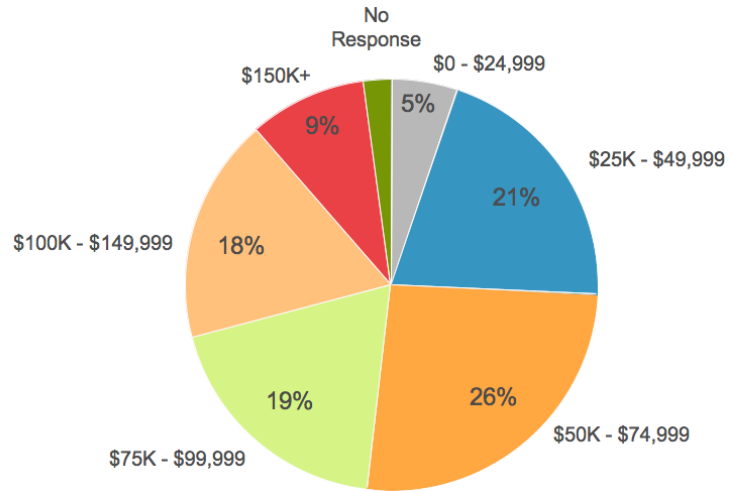
YouTube's users are relatively evenly split by gender, with 46% of the site's users being female. This split's been relatively stable since the site's launch, but the gender gap is narrowing. One year ago, only 42% of the site's users were women.



Sources: YouTube audience profile data: Nielsen, March 2007; US online population data: Nielsen 2006, as reprinted in Piper Jaffray's "The User Revolution," Feb 2007.

## Income

YouTube's users also skew wealthy, with nearly half (46%) of YouTube's users having incomes of \$75K or more each year. For comparison, only 30% of the US population earns \$75K or more, while only 43% of the online population earns \$75K or more.

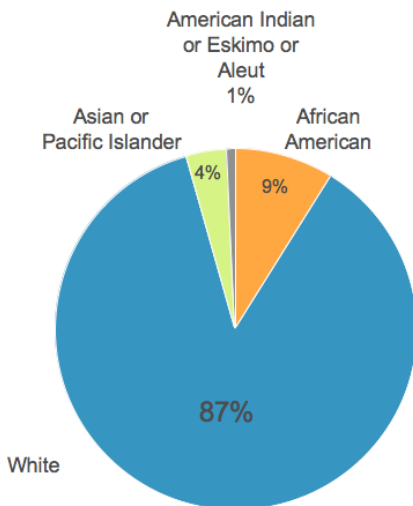


## Education

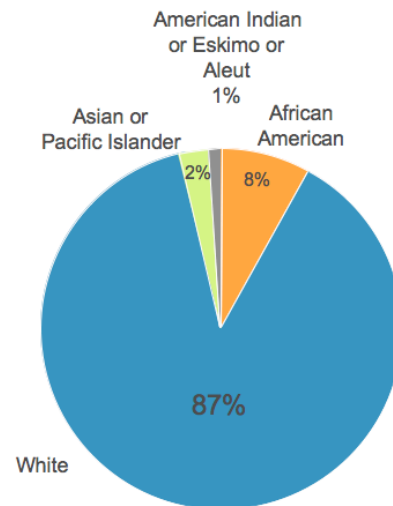
YouTube's users are an educated bunch: 45% have some form of higher education degree, including 14% who hold post-doctorate degrees.

And when it comes to racial diversity, YouTube reflects the online population at large. In addition, 9% of YouTube's users are of Hispanic origin.

## YouTube Users



## Online Population



Surprised? We're not. There's something for everyone on YouTube – this vibrant and engaged community can find what it's looking for: videos and each other.

Sources: YouTube audience profile data: Nielsen, March 2007; US online population data: Nielsen 2006, as reprinted in Piper Jaffray's "The User Revolution," Feb 2007.