

ONLINE VIDEO

Canadians More Hooked on Online Videos Than Americans and Britons

More than half of people who visit video-sharing websites do so to watch music videos from pop/rock groups.

[NEW YORK - Dec. 14, 2010] - The vast majority of people in Canada, the United States and Britain are enjoying user-generated content on video-sharing websites, but many are also turning their computers and laptops into virtual jukeboxes, a new Angus Reid Public Opinion poll has found.

The online survey of representative national samples also shows that Canadians are more likely to be heavy users of video-sharing websites, and also more eager to share links with co-workers, friends and relatives than Britons or Americans.

Visits to Video-Sharing Websites

Two-in-five Britons (40%), one third of Americans (35%) and three-in-ten Canadians (30%) say they never visit video-sharing websites (such as YouTube, Dailymotion, Truveo, etc.) over the course of an average week. Canadians are more likely to visit these video-sharing websites on a daily basis (16%) than Americans (12%) and Britons (9%).

User-Generated Content and Music

Respondents who have visited video-sharing websites were asked to describe the videos they normally watch. Three-in-five Canadians (64%) and Americans (62%) who have visited video-sharing websites say they see original videos posted by users, along with 56 per cent of Britons. A large proportion of

KEY FINDINGS

- Majorities of video-sharing website visitors in the three countries (BRI 62%, USA 57%, CAN 54%) watch music videos from pop/rock groups online.
- Original videos posted by users (BRI 56%, USA 62%, CAN 64%) also a top category for online viewers

Full topline results are at the end of this release.

From November 25 to December 1, 2010 Angus Reid Public Opinion conducted an online survey among 1,012 Canadian adults who are Angus Reid Forum panellists, 1,003 American adults who are Springboard America panellists, and 2,002 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada and the United States and 2.2% for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the U.S. and Great Britain. Discrepancies in or between totals are due to rounding.

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respondents (62% of Britons, 57% of Americans and 54% of Canadians) say they watch music videos from pop/rock groups online (both old and recent).

Television Shows, Sports and Ads

Britons (48%) are clearly more likely than Canadians (38%) or Americans (37%) to rely on video-sharing websites to watch scenes from television shows (both old and recent). Britons are also slightly more likely to use video-sharing websites to look at highlights from professional sporting events (26%, compared to 22% for the U.S. and 21% for Canada). TV ads are seen by about one-in-five respondents in the three countries.

Sharing

Half of Britons (51%) and about three-in-five Americans (57%) who visit video-sharing websites say they have forwarded a video link to a co-worker, friend and relative, and more than two thirds (USA 71%, BRI 70%) have received a link from somebody they know.

Canadians are evidently keener on playing an active role in the dissemination of video links, with 70 per cent saying they have forwarded a link to a co-worker, friend or relative, and 85 per cent stating that they have received a link.

Analysis

As the anonymous contributor of user-generated content celebrates the fourth anniversary of its naming as Time Magazine's Person of the Year, people in Canada, the United States and Britain are all enjoying the original videos posted by other users on video-sharing websites.

However, the recent changes in programming from the traditional sources of music videos appear to have pushed music fans to the web. Sizeable majorities of respondents who are using video-sharing websites are watching music videos. For Britons, this category is actually more sought after than user-generated content.

Canadians are definitely more hooked on video content than their American and British counterparts, and a large component of the population is not only ready to receive a video link from a co-worker, relative or friend, but also eager to forward it to a new list of contacts.




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Next, we'd like to ask you some questions about video-sharing websites (such as YouTube, Dailymotion, Truveo, etc.). Over the course of an average week, how often do you visit these websites?




	CANADA 	UNITED STATES 	GREAT BRITAIN 
Daily	16%	12%	9%
Five or six times a week	8%	8%	7%
Three or four times a week	11%	11%	8%
Once or twice a week	35%	34%	35%
Never	30%	35%	40%

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To respondents who have visited video-sharing websites: When you visit these websites, what kind of videos do you watch? Select all that apply?




	CANADA 	UNITED STATES 	GREAT BRITAIN 
Original videos posted by users	64%	62%	56%
Music videos from pop/rock groups (both old and recent)	54%	57%	62%
Scenes from television shows (both old and recent)	38%	37%	48%
Highlights from professional sporting events (both old and recent)	21%	22%	26%
TV ads (both old and recent)	21%	22%	22%
Other	9%	8%	7%

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*To respondents who have visited video-sharing websites: Have you ever **forwarded** a video link to a co-worker, friend or relative?*

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Yes, I have forwarded a video link	70%	57%	51%
No, I have never forwarded a video link	30%	43%	49%

Online Video

*To respondents who have visited video-sharing websites: Have you ever **received** a video link from a co-worker, friend or relative?*

	CANADA 	UNITED STATES 	GREAT BRITAIN 
Yes, I have received a video link	85%	71%	70%
No, I have never received a video link	15%	29%	30%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record in Canada and the United States can be found at:

<http://www.angus-reid.com/services/record-of-accuracy/>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.angus-reid.com/about/>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.angus-reid.com>**

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