

Vlogging

Fieldwork Dates: 29th - 30th November 2018

**Conducted by YouGov
On behalf of YouGov Omnibus**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1218 adults. Fieldwork was undertaken between 29th - 30th November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov Omnibus
Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
	A	B	C	D	E	F	G	H	I	J	K	L	M

GEV_q1. Which, if any, of the following do you think makes someone famous? Please select all that apply.

Unweighted base	1216	535	681	352	373	491	244	246	434	292	843	142	139	92
Base: All US adults	1208	599	609	393	363	452	237	230	441	300	788	148	185	87
Their social media fame (i.e., likes, followers, retweets)	30%	27%	32%	40% D.E	30% E	21%	32%	28%	32%	26%	27%	30%	38% J	32% *
They are popular among a small audience (Less than 10,000 followers)	11%	10%	12%	12%	12%	9%	13%	11%	10%	11%	10%	13%	11%	11% *
They are popular among a large audience (More than 10,000 followers)	50%	50%	49%	50%	53%	46%	55%	49%	50%	45%	53%	53%	37%	38% *
They perform in front of others	40%	39%	40%	31%	37%	49% C.D	46% I	38%	41%	34%	44% L	38% L	25%	34% *
They are recognizable	53%	54%	53%	53%	53%	55%	54%	60%	54%	48%	57% L	51%	38%	56% L*
They inspire others	41%	39%	43%	33%	37%	51% C.D	39% I	46% I	43% I	34%	43% L	44% L	28%	38% *
They receive sponsorships	18%	19%	16%	23% D.E	16%	14%	19% G	12%	21% G	16%	19% L	24% L	8%	14% *
They are featured in ads	25%	23%	27%	25%	27%	22%	23%	22%	28%	22%	25% L	31% L	18%	26% *
They win awards	34%	34%	33%	29%	31%	40% C.D	38%	34%	32%	33%	37% M	34%	27%	22% *
They create content	20%	21%	18%	25% D.E	17%	17%	24% G	16%	20%	18%	21% M	23%	13%	17% *
Don't know	14%	15%	13%	14%	16%	12%	12%	11%	15%	17%	13%	9%	22% J.K	18% *

GEV_q2. Vlogging, or video blogging, is a form of content creation where a person records their lives to educate, entertain, or share their opinions with others. How often, if ever, do you watch vloggers on platforms like Youtube, Twitch, Facebook, etc.?

Unweighted base	1216	535	681	352	373	491	244	246	434	292	843	142	139	92
Base: All US adults	1208	599	609	393	363	452	237	230	441	300	788	148	185	87
Several times a day	8%	8%	9%	14% D.E	7%	5%	4%	7%	11% F	9% F	6%	16% J	11%	11% *
Once a day	8%	8%	7%	13% D.E	7% E	4%	7%	8%	8%	7%	6%	11%	11%	7% *
Several times a week	9%	9%	9%	13% E	11% E	5%	12%	7%	8%	11%	9%	7%	11%	14% *
Once a week	5%	5%	6%	8% E	6% E	2%	5%	4%	7%	4%	5%	9% J	6%	6% *
Less often than once a week	21%	20%	22%	25% E	23% E	16%	23%	20%	21%	21%	23%	19%	18%	18% *
Never	48%	50%	46%	28% C	46% C	68% C.D	48%	54% H	45%	48%	52% K	39%	43%	44% *

How often, if ever, do you watch each of the following types of vlogs? Please select one option on each row.

GEV_q3_Q3_1. Beauty/fashion/fitness tutorials

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	3%	3%	4%	6%	1%	1%	1%	3%	4%	5%	3%	7%	2%	2%

YouGov Omnibus Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

GEV_q1. Which, if any, of the following do you think makes someone famous? Please select all that apply.

Unweighted base	1216	427	418	236	135	597	24	117	69	341	68	331	885	447
Base: All US adults	1208	507	380	207	113	573	27	111	63	362	72	333	875	466
Their social media fame (i.e., likes, followers, retweets)	30%	30%	30%	33%	23%	26%	44%	22%	24%	37%	33%	35%	28%	34%
				Q			**	*	R.T.U	*	Y			
They are popular among a small audience (Less than 10,000 followers)	11%	13%	10%	8%	10%	9%	14%	13%	6%	14%	11%	13%	10%	10%
							**	*	R	*				
They are popular among a large audience (More than 10,000 followers)	50%	47%	49%	54%	55%	47%	26%	51%	41%	56%	50%	48%	50%	48%
							**	*	R.U	*				
They perform in front of others	40%	34%	43%	46%	44%	38%	38%	49%	45%	38%	43%	34%	42%	38%
			N	N	N	**	R.V	*	*	*	X			
They are recognizable	53%	42%	60%	64%	64%	53%	39%	58%	45%	57%	46%	53%	54%	46%
			N	N	N	**	**	*	*	*	*			
They inspire others	41%	40%	43%	39%	39%	41%	25%	49%	47%	38%	38%	38%	42%	41%
							**	V	*	*	*			
They receive sponsorships	18%	15%	18%	24%	16%	16%	12%	15%	11%	22%	22%	22%	16%	18%
				N			**	*	R.U	*	Y			
They are featured in ads	25%	20%	25%	35%	24%	21%	34%	26%	19%	30%	29%	25%	24%	23%
				N.O.Q			**	*	R	*	*			
They win awards	34%	30%	34%	42%	33%	34%	25%	32%	37%	31%	46%	33%	34%	31%
				N			**	*	*	V*				
They create content	20%	16%	22%	23%	23%	15%	11%	23%	13%	26%	29%	19%	20%	18%
			N	N			**	R	*	R.U	R.U*			
Don't know	14%	19%	11%	10%	11%	16%	25%	11%	9%	11%	16%	14%	14%	14%
		O.P				V	**		*	*	*			

GEV_q2. Vlogging, or video blogging, is a form of content creation where a person records their lives to educate, entertain, or share their opinions with others. How often, if ever, do you watch vloggers on platforms like Youtube, Twitch, Facebook, etc.?

Unweighted base	1216	427	418	236	135	597	24	117	69	341	68	331	885	447
Base: All US adults	1208	507	380	207	113	573	27	111	63	362	72	333	875	466
Several times a day	8%	10%	8%	7%	7%	8%	6%	6%	7%	11%	5%	13%	7%	9%
							**	*	*	11%	5%	Y		
Once a day	8%	8%	8%	6%	6%	6%	25%	4%	-	11%	10%	10%	7%	11%
							**	*		R.T.U	U*			AAAB.AC
Several times a week	9%	9%	9%	10%	11%	9%	10%	2%	8%	12%	7%	8%	10%	10%
						T	**	*	*	T	*			
Once a week	5%	4%	7%	5%	3%	5%	8%	5%	4%	6%	8%	8%	4%	4%
							**	*	*	*	Y			
Less often than once a week	21%	19%	22%	25%	21%	20%	8%	18%	19%	26%	18%	22%	21%	18%
							**	*	*	*	*			
Never	48%	50%	45%	47%	51%	53%	44%	64%	61%	33%	51%	38%	52%	49%
						V	**	R.V	V*	V*	V*	X		

How often, if ever, do you watch each of the following types of vlogs? Please select one option on each row.

GEV_q3_Q3_1. Beauty/fashion/fitness tutorials

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	3%	4%	3%	1%	7%	5%	-	2%	-	2%	3%	8%	1%	3%

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Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Income		
	\$40k to \$80k	\$80k+	Prefer not to say
	AA	AB	AC

GEV_q1. Which, if any, of the following do you think makes someone famous? Please select all that apply.

	Unweighted base	368	273	128
	Base: All US adults	1208	353	263
		1208	353	263
Their social media fame (i.e., likes, followers, retweets)	30%	27%	27%	26%
They are popular among a small audience (Less than 10,000 followers)	11%	10%	13%	10%
They are popular among a large audience (More than 10,000 followers)	50%	51%	54%	44%
They perform in front of others	40%	40%	43%	38%
They are recognizable	53%	60%	59%	49%
They inspire others	41%	41%	42%	36%
They receive sponsorships	18%	17%	20%	12%
They are featured in ads	25%	23%	31%	21%
They win awards	34%	37%	37%	29%
They create content	20%	20%	22%	20%
Don't know	14%	13%	11%	23%
				Z.AAAB

GEV_q2. Vlogging, or video blogging, is a form of content creation where a person records their lives to educate, entertain, or share their opinions with others. How often, if ever, do you watch vloggers on platforms like Youtube, Twitch, Facebook, etc.?

	Unweighted base	368	273	128
	Base: All US adults	1208	353	263
		1208	353	263
Several times a day	8%	7%	8%	11%
Once a day	8%	5%	6%	4%
Several times a week	9%	7%	12%	10%
Once a week	5%	7%	7%	3%
Less often than once a week	21%	25%	22%	19%
Never	48%	49%	45%	53%

How often, if ever, do you watch each of the following types of vlogs? Please select one option on each row.

GEV_q3_Q3_1. Beauty/fashion/fitness tutorials

	Unweighted base	187	143	60
	Base: US adults who watch Vlogs	627	181	146
		627	181	146
Several times a day	3%	3%	5%	2%

YouGov Omnibus
Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Once a day	3%	4%	2%	D.E	4%	0%	-	*	4%	5%	2%	6%	5%	2%
Several times a week	6%	5%	8%	E	5%	5%	6%	6%	4%	10%	4%	7%	12%	12%
Once a week	10%	9%	11%	14%	7%	5%	13%	6%	10%	9%	7%	9%	19%	11%
Less often than once a week	30%	18%	42%	D.E	35%	24%	29%	30%	34%	26%	30%	39%	27%	29%
Never	47%	62%	34%	A	E	64%	50%	54%	44%	45%	55%	32%	34%	43%
		B				C.D		*			K.L	*	*	*

GEV_q3_Q3_2. Product reviews and unboxings

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	5%	4%	5%	8%	2%	2%	2%	2%	5%	9%	4%	7%	6%	4%
Once a day	2%	2%	2%	D.E	3%	1%	0%	3%	2%	2%	1%	4%	1%	8%
Several times a week	8%	9%	7%	9%	8%	6%	6%	9%	11%	5%	6%	11%	14%	10%
Once a week	12%	14%	9%	13%	9%	12%	9%	11%	9%	18%	11%	11%	11%	15%
Less often than once a week	40%	41%	39%	43%	43%	32%	41%	43%	44%	32%	43%	36%	36%	39%
Never	33%	28%	37%	E	E	48%	41%	33%	28%	34%	35%	30%	32%	24%
		A				C.D	H	*				*	*	*

GEV_q3_Q3_3. Pranks

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	2%	1%	3%	4%	1%	0%	1%	1%	2%	5%	2%	1%	2%	2%
Once a day	3%	4%	1%	3%	4%	-	1%	3%	4%	3%	2%	4%	3%	6%
Several times a week	6%	6%	6%	9%	4%	3%	6%	4%	7%	5%	4%	10%	9%	7%
Once a week	8%	9%	7%	10%	6%	5%	8%	7%	6%	11%	7%	10%	10%	6%
Less often than once a week	30%	32%	28%	31%	34%	23%	34%	30%	29%	28%	31%	41%	17%	30%
Never	51%	48%	55%	E	50%	69%	51%	55%	52%	49%	54%	33%	59%	48%
						C.D		*			K	*	K*	*

GEV_q3_Q3_4. How-to-videos

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	5%	5%	4%	8%	2%	3%	1%	3%	5%	8%	4%	8%	5%	4%
Once a day	2%	3%	2%	D	3%	1%	0%	2%	3%	4%	2%	6%	1%	4%
Several times a week	8%	11%	6%	7%	11%	6%	8%	8%	11%	4%	8%	7%	12%	6%
Once a week	16%	17%	15%	16%	15%	16%	16%	10%	15%	21%	15%	12%	20%	19%
Less often than once a week	54%	52%	56%	E	59%	58%	53%	64%	52%	52%	57%	51%	47%	57%
										G		*	*	*

YouGov Omnibus
Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
Once a day	3%	4%	2%	3%	6%	30%	2%	-	2%	5%	8%	1%	4%
Several times a week	6%	5%	7%	9%	2%	6%	5%	4%	5%	3%	10%	5%	6%
Once a week	10%	13%	9%	5%	6%	6%	4%	3%	11%	9%	11%	9%	12%
Less often than once a week	30%	27%	35%	32%	28%	32%	36%	52%	35%	36%	32%	30%	36%
Never	47%	47%	44%	50%	50%	25%	51%	42%	44%	45%	31%	55%	39%

GEV_q3_Q3_2. Product reviews and unboxings

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	5%	5%	4%	4%	8%	7%	5%	4%	-	2%	6%	11%	1%	5%
Once a day	2%	2%	2%	3%	3%	2%	6%	4%	-	2%	2%	3%	2%	2%
Several times a week	8%	7%	10%	6%	13%	8%	26%	7%	-	8%	10%	10%	7%	8%
Once a week	12%	12%	12%	10%	7%	11%	13%	8%	17%	12%	8%	9%	13%	14%
Less often than once a week	40%	41%	41%	39%	40%	42%	28%	28%	25%	42%	47%	40%	40%	39%
Never	33%	34%	31%	38%	29%	30%	23%	48%	58%	33%	26%	26%	36%	33%

GEV_q3_Q3_3. Pranks

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	2%	2%	2%	0%	8%	3%	5%	2%	-	1%	3%	6%	0%	2%
Once a day	3%	4%	1%	2%	4%	3%	6%	2%	-	2%	5%	5%	1%	3%
Several times a week	6%	6%	7%	6%	1%	5%	19%	4%	-	7%	7%	7%	6%	8%
Once a week	8%	10%	6%	8%	4%	6%	13%	5%	4%	10%	7%	10%	7%	11%
Less often than once a week	30%	31%	29%	28%	29%	29%	18%	29%	19%	33%	28%	32%	29%	33%
Never	51%	47%	54%	55%	54%	53%	39%	57%	78%	47%	49%	40%	57%	43%

GEV_q3_Q3_4. How-to-videos

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	5%	5%	4%	4%	7%	7%	-	4%	4%	3%	3%	10%	2%	5%
Once a day	2%	1%	3%	2%	5%	2%	-	-	-	2%	5%	3%	2%	2%
Several times a week	8%	10%	8%	5%	7%	9%	-	9%	7%	8%	5%	8%	8%	7%
Once a week	16%	14%	17%	19%	12%	17%	12%	20%	4%	13%	26%	17%	15%	15%
Less often than once a week	54%	50%	55%	61%	56%	53%	62%	54%	67%	55%	48%	48%	57%	57%

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Vlogging

US_nat Sample: 29th - 30th November 2018



	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
				*
Once a day	3%	2%	6%	-
				*
Several times a week	6%	7%	4%	8%
				*
Once a week	10%	8%	8%	9%
				*
Less often than once a week	30%	26%	24%	37%
				*
Never	47%	53%	54%	44%
		Z	Z	*

GEV_q3_Q3_2. Product reviews and unboxings

Unweighted base	616	187	143	60
Base: US adults who watch Vlogs	627	181	146	60
Several times a day	5%	4%	7%	-
				*
Once a day	2%	3%	2%	-
				*
Several times a week	8%	6%	10%	13%
				*
Once a week	12%	12%	7%	14%
				*
Less often than once a week	40%	40%	46%	34%
				*
Never	33%	35%	28%	40%
				*

GEV_q3_Q3_3. Pranks

Unweighted base	616	187	143	60
Base: US adults who watch Vlogs	627	181	146	60
Several times a day	2%	1%	5%	-
			AA	*
Once a day	3%	2%	4%	2%
				*
Several times a week	6%	5%	4%	6%
				*
Once a week	8%	7%	4%	7%
				*
Less often than once a week	30%	29%	24%	36%
				*
Never	51%	56%	60%	49%
		Z	Z	*

GEV_q3_Q3_4. How-to-videos

Unweighted base	616	187	143	60
Base: US adults who watch Vlogs	627	181	146	60
Several times a day	5%	4%	7%	-
			AC	*
Once a day	2%	1%	4%	1%
				*
Several times a week	8%	9%	7%	14%
				*
Once a week	16%	17%	19%	9%
				*
Less often than once a week	54%	53%	46%	49%

YouGov Omnibus
Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Never	15%	13%	17%	10%	15%	22%	13%	14%	11%	15%	17%	15%	10%

GEV_q3_Q3_5. Lifestyle streams

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	3%	2%	3%	4%	2%	1%	1%	4%	2%	5%	3%	3%	4%	-
Once a day	4%	5%	3%	5%	5%	1%	2%	5%	4%	4%	3%	8%	4%	4%
Several times a week	5%	4%	5%	6%	5%	2%	3%	6%	4%	5%	4%	2%	9%	7%
Once a week	10%	9%	11%	13%	8%	7%	13%	13%	9%	9%	9%	20%	10%	6%
Less often than once a week	30%	31%	28%	31%	32%	23%	31%	19%	34%	30%	28%	26%	36%	32%
Never	49%	49%	49%	41%	48%	65%	49%	54%	47%	48%	53%	42%	37%	51%

GEV_q3_Q3_6. Gaming streams

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	4%	6%	2%	5%	4%	0%	2%	4%	3%	5%	3%	7%	5%	-
Once a day	3%	3%	2%	3%	2%	2%	1%	3%	2%	4%	3%	3%	2%	4%
Several times a week	6%	8%	4%	8%	5%	2%	8%	1%	8%	4%	4%	5%	12%	4%
Once a week	8%	11%	5%	11%	6%	5%	7%	5%	8%	10%	7%	10%	11%	8%
Less often than once a week	20%	22%	18%	23%	23%	10%	19%	24%	21%	16%	19%	29%	11%	23%
Never	60%	51%	69%	50%	59%	81%	63%	63%	57%	61%	64%	46%	59%	61%

GEV_q3_Q3_7. Travel videos

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	2%	2%	2%	4%	0%	-	1%	-	2%	5%	1%	5%	3%	-
Once a day	3%	3%	3%	4%	2%	1%	-	2%	4%	4%	2%	6%	1%	4%
Several times a week	7%	9%	6%	8%	6%	8%	7%	4%	9%	8%	6%	6%	10%	11%
Once a week	9%	8%	9%	12%	9%	1%	10%	7%	7%	12%	7%	6%	16%	15%
Less often than once a week	35%	39%	32%	29%	41%	41%	36%	43%	35%	30%	37%	40%	28%	31%
Never	44%	39%	48%	42%	41%	49%	47%	44%	43%	42%	46%	37%	42%	39%

GEV_q3_Q3_8. Gossip channels

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times a day	2%	1%	3%	3%	1%	1%	1%	1%	1%	4%	1%	3%	2%	2%

YouGov Omnibus Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Education				Marital Status						Children under the age of 18			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	
Never	15%	19%	12%	10%	13%	11%	26%	12%	19%	18%	12%	13%	15%	13%

GEV_q3_Q3_5. Lifestyle streams

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	3%	2%	3%	2%	5%	3%	-	5%	-	2%	6%	5%	2%	3%
Once a day	4%	6%	2%	3%	5%	5%	11%	-	-	3%	2%	8%	2%	3%
Several times a week	5%	5%	5%	4%	6%	5%	-	9%	7%	4%	-	3%	5%	5%
Once a week	10%	9%	14%	7%	10%	9%	12%	4%	7%	12%	18%	11%	10%	14%
Less often than once a week	30%	30%	29%	30%	25%	28%	54%	23%	14%	32%	33%	33%	28%	29%
Never	49%	48%	47%	53%	49%	49%	23%	60%	72%	47%	41%	40%	53%	45%

GEV_q3_Q3_6. Gaming streams

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	4%	3%	4%	3%	8%	5%	5%	-	-	3%	6%	7%	2%	2%
Once a day	3%	4%	2%	2%	2%	3%	6%	2%	-	2%	2%	4%	2%	3%
Several times a week	6%	8%	5%	3%	5%	6%	7%	-	-	7%	2%	4%	6%	7%
Once a week	8%	8%	8%	9%	6%	6%	6%	10%	10%	10%	3%	8%	8%	9%
Less often than once a week	20%	17%	24%	22%	14%	16%	26%	21%	19%	23%	20%	19%	20%	20%
Never	60%	61%	58%	61%	65%	63%	51%	67%	70%	55%	67%	59%	61%	60%

GEV_q3_Q3_7. Travel videos

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	2%	2%	1%	0%	7%	4%	-	-	-	1%	3%	5%	0%	1%
Once a day	3%	2%	3%	3%	3%	3%	-	2%	-	3%	2%	4%	2%	3%
Several times a week	7%	8%	6%	10%	6%	8%	24%	6%	-	7%	7%	9%	7%	7%
Once a week	9%	8%	9%	9%	9%	10%	7%	2%	7%	9%	8%	9%	8%	12%
Less often than once a week	35%	32%	39%	29%	50%	34%	24%	44%	41%	35%	41%	29%	39%	32%
Never	44%	48%	41%	49%	24%	41%	46%	45%	52%	46%	38%	43%	44%	46%

GEV_q3_Q3_8. Gossip channels

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times a day	2%	2%	1%	1%	8%	3%	5%	2%	-	-	3%	6%	-	2%

YouGov Omnibus Vlogging

US_nat Sample: 29th - 30th November 2018



	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
		AB		*
Never	15%	10%	17%	27% Z.AA*

GEV_q3_Q3_5. Lifestyle streams

	Unweighted base	616	187	143	60
Base: US adults who watch Vlogs		627	181	146	60
Several times a day	3%	2%	4%	1%	*
Once a day	4%	5%	5%	2%	*
Several times a week	5%	4%	3%	5%	*
Once a week	10%	9%	8%	4%	*
Less often than once a week	30%	29%	30%	31%	*
Never	49%	51%	49%	57%	*

GEV_q3_Q3_6. Gaming streams

	Unweighted base	616	187	143	60
Base: US adults who watch Vlogs		627	181	146	60
Several times a day	4%	4%	5%	5%	*
Once a day	3%	1%	4%	3%	*
Several times a week	6%	5%	6%	3%	*
Once a week	8%	8%	5%	12%	*
Less often than once a week	20%	22%	17%	21%	*
Never	60%	60%	63%	55%	*

GEV_q3_Q3_7. Travel videos

	Unweighted base	616	187	143	60
Base: US adults who watch Vlogs		627	181	146	60
Several times a day	2%	2%	3%	-	*
Once a day	3%	1%	5%	-	*
Several times a week	7%	7%	8%	11%	*
Once a week	9%	8%	7%	5%	*
Less often than once a week	35%	36%	38%	44%	*
Never	44%	47%	38%	41%	*

GEV_q3_Q3_8. Gossip channels

	Unweighted base	616	187	143	60
Base: US adults who watch Vlogs		627	181	146	60
Several times a day	2%	2%	3%	-	*

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Once a day	4%	6%	3%	7%	3%	2%	1%	7%	3%	7%	2%	13%	3%	6%
Several times a week	4%	3%	5%	E	3%	1%	3%	F*	6%	F	3%	J*	5%	8%
Once a week	6%	6%	5%	E	6%	7%	3%	4%	5%	5%	4%	7%	13%	4%
Less often than once a week	19%	17%	21%	21%	23%	11%	17%	17%	21%	18%	16%	32%	20%	21%
Never	65%	68%	62%	E	56%	64%	82%	68%	66%	63%	64%	74%	38%	59%
						C.D		*			K.L.M	*	K*	K*

GEV_q4. How many different vloggers, on average, do you watch a week? Please select the option that best applies.

Unweighted base	363	150	213	171	113	79	69	58	146	90	212	58	60	33
Base: US adults who watch Vlogs at least once a week	371	179	192	187	111	74	67	59	151	94	204	63	72	33
1	20%	16%	23%	15%	23%	26%	26%	16%	21%	15%	24%	17%	15%	11%
2	24%	25%	23%	24%	19%	31%	20%	23%	23%	28%	27%	23%	19%	19%
3	28%	26%	31%	32%	26%	22%	41%	28%	26%	25%	27%	23%	36%	32%
4	8%	8%	7%	10%	7%	2%	1%	7%	7%	14%	5%	9%	9%	19%
5 or more	20%	25%	16%	E	18%	25%	19%	12%	23%	F*	18%	28%	21%	J*
		B			*	*	*	*	*	*	*	*	*	*

How often, if ever, do you do each of the following in response to seeing a product on a vlog? Please select one option on each row.

GEV_q5b_1. Search for the product online/offline

Unweighted base	363	150	213	171	113	79	69	58	146	90	212	58	60	33
Base: US adults who watch Vlogs at least once a week	371	179	192	187	111	74	67	59	151	94	204	63	72	33
Always or almost always	15%	15%	16%	15%	18%	12%	11%	19%	15%	16%	13%	23%	18%	11%
Often	28%	31%	26%	33%	21%	28%	24%	28%	31%	28%	25%	35%	33%	25%
Sometimes	35%	34%	35%	33%	36%	36%	39%	22%	35%	39%	33%	24%	42%	48%
Rarely	15%	13%	16%	13%	17%	15%	21%	19%	12%	11%	20%	11%	3%	12%
Never	7%	7%	7%	6%	8%	9%	5%	11%	7%	6%	9%	7%	4%	4%
					*	*	*	*	*	*	*	*	*	*

GEV_q5b_2. Buy the product

Unweighted base	363	150	213	171	113	79	69	58	146	90	212	58	60	33
Base: US adults who watch Vlogs at least once a week	371	179	192	187	111	74	67	59	151	94	204	63	72	33
Always or almost always	10%	15%	6%	14%	9%	3%	3%	9%	9%	18%	9%	15%	10%	12%
Often	13%	13%	13%	E	6%	13%	9%	22%	12%	F*	9%	22%	18%	8%
Sometimes	34%	29%	38%	D	41%	38%	37%	25%	35%	J*	31%	29%	42%	38%
Rarely	27%	24%	29%	C*	24%	29%	28%	19%	29%	*	30%	25%	19%	23%
Never	17%	20%	14%	*	18%	15%	16%	23%	26%	*	21%	9%	11%	18%

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US_nat Sample: 29th - 30th November 2018



	Total	Education				Marital Status						Children under the age of 18		
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
					N.O.P*	V	**	V*	**		V*	Y		
Once a day	4%	7%	2%	5%	2%	-	2%	-	5%	5%	6%	3%	5%	
		O			*	**	*	**	*					
Several times a week	4%	5%	5%	2%	-	5%	-	4%	4%	5%	7%	3%	4%	
					*	**	*	**	*		Y			
Once a week	6%	8%	4%	4%	5%	5%	2%	10%	8%	2%	7%	5%	9%	
					*	**	*	**	*					
Less often than once a week	19%	17%	25%	16%	12%	14%	46%	16%	21%	31%	22%	18%	25%	
		Q			*	**	*	**	*	R*			AA,AB	
Never	65%	61%	64%	72%	73%	69%	50%	78%	62%	53%	53%	71%	55%	
					*	**	**	V*	**	*	X			

GEV_q4. How many different vloggers, on average, do you watch a week? Please select the option that best applies.

	Unweighted base	363	122	136	66	39	155	12	22	14	136	24	132	231	144
Base: US adults who watch Vlogs at least once a week		371	156	126	58	31	156	13	20	12	148	23	133	238	154
1	20%	20%	19%	19%	20%	20%	20%	21%	24%	23%	17%	30%	19%	20%	14%
		*		*	*	**	**	**	**	**	**	**	**	**	**
2	24%	19%	28%	30%	22%	24%	23%	31%	43%	23%	12%	22%	25%	20%	
		*		*	*	**	**	**	**	**	**	**	**	**	
3	28%	31%	28%	30%	19%	25%	30%	32%	20%	31%	41%	29%	28%	38%	
		*		*	*	**	**	**	**	**	**	**	**	AA,AB	
4	8%	9%	5%	9%	9%	11%	13%	4%	-	6%	-	13%	5%	7%	
		*		*	*	**	**	**	**	**	**	Y			
5 or more	20%	21%	20%	13%	30%	20%	14%	9%	14%	24%	17%	17%	22%	21%	
		*		*	P*	**	**	**	**	**	**	**	**	**	

How often, if ever, do you do each of the following in response to seeing a product on a vlog? Please select one option on each row.

GEV_q5b_1. Search for the product online/offline

	Unweighted base	363	122	136	66	39	155	12	22	14	136	24	132	231	144
Base: US adults who watch Vlogs at least once a week		371	156	126	58	31	156	13	20	12	148	23	133	238	154
Always or almost always	15%	15%	18%	9%	23%	17%	20%	18%	15%	13%	15%	24%	11%	18%	
		*		*	*	**	**	**	**	**	**	Y			
Often	28%	30%	28%	30%	17%	31%	7%	39%	35%	27%	15%	31%	27%	27%	
		*		*	*	**	**	**	**	**	**	**	**	**	
Sometimes	35%	34%	30%	45%	36%	36%	61%	16%	29%	31%	48%	35%	34%	34%	
		*		O*	*	**	**	**	**	**	**	**	**	**	
Rarely	15%	15%	15%	7%	24%	11%	6%	17%	7%	19%	18%	8%	18%	13%	
		*		*	P*	**	**	**	**	**	**	**	X		
Never	7%	6%	9%	9%	-	4%	6%	9%	15%	10%	4%	2%	10%	9%	
		*		*	*	**	**	**	**	R	**	X			

GEV_q5b_2. Buy the product

	Unweighted base	363	122	136	66	39	155	12	22	14	136	24	132	231	144
Base: US adults who watch Vlogs at least once a week		371	156	126	58	31	156	13	20	12	148	23	133	238	154
Always or almost always	10%	11%	7%	13%	19%	14%	7%	-	-	9%	13%	20%	5%	8%	
		*		*	O*	**	**	**	**	**	**	Y			
Often	13%	16%	11%	11%	4%	12%	35%	22%	28%	11%	-	17%	11%	19%	
		*		*	*	**	**	**	**	**	**	**	**	AA	
Sometimes	34%	41%	29%	26%	30%	44%	22%	26%	30%	26%	32%	33%	34%	34%	
		*		*	*	V	**	**	**	**	**	**	**	**	
Rarely	27%	17%	33%	37%	32%	20%	30%	37%	28%	30%	38%	20%	30%	24%	
		*		N	N*	N*	**	**	**	**	**	**	X		
Never	17%	16%	20%	13%	15%	11%	6%	15%	14%	24%	17%	11%	20%	14%	

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	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
				*
Once a day	4%	4%	5%	2%
				*
Several times a week	4%	4%	4%	3%
				*
Once a week	6%	4%	5%	2%
				*
Less often than once a week	19%	14%	15%	21%
				*
Never	65%	73%	68%	73%
		Z	Z	Z*

GEV_q4. How many different vloggers, on average, do you watch a week? Please select the option that best applies.

	Unweighted base	98	87	34
	363			
Base: US adults who watch Vlogs at least once a week	371	94	87	36
1	20%	20%	24%	30%
		*	*	**
2	24%	31%	27%	14%
		*	*	**
3	28%	22%	21%	24%
		*	*	**
4	8%	9%	11%	-
		*	*	**
5 or more	20%	18%	17%	32%
		*	*	**

How often, if ever, do you do each of the following in response to seeing a product on a vlog? Please select one option on each row.

GEV_q5b_1. Search for the product online/offline

	Unweighted base	98	87	34
	363			
Base: US adults who watch Vlogs at least once a week	371	94	87	36
Always or almost always	15%	14%	16%	7%
		*	*	**
Often	28%	32%	26%	31%
		*	*	**
Sometimes	35%	34%	37%	34%
		*	*	**
Rarely	15%	13%	17%	21%
		*	*	**
Never	7%	7%	4%	7%
		*	*	**

GEV_q5b_2. Buy the product

	Unweighted base	98	87	34
	363			
Base: US adults who watch Vlogs at least once a week	371	94	87	36
Always or almost always	10%	13%	14%	2%
		*	*	**
Often	13%	9%	10%	3%
		*	*	**
Sometimes	34%	29%	34%	44%
		*	*	**
Rarely	27%	32%	27%	23%
		*	*	**
Never	17%	18%	15%	29%

YouGov Omnibus Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
				*	*	I*	I*		*		*	*	*

GEV_q6. How often, if ever, do you typically vlog yourself? Please select the option that best applies.

Unweighted base	1216	535	681	352	373	491	244	246	434	292	843	142	139	92
Base: All US adults	1208	599	609	393	363	452	237	230	441	300	788	148	185	87
Multiple times per day	2%	2%	2%	5%	1%	0%	-	1%	2%	4%	1%	7%	1%	2%
				D.E					F	F		J.L		*
Once a day	2%	2%	2%	4%	3%	1%	3%	1%	2%	2%	2%	3%	3%	1%
				E	E									*
Several times a week	4%	5%	4%	6%	6%	1%	6%	2%	4%	4%	2%	6%	12%	3%
				E	E		G					J	J.M	*
Once a week	3%	3%	2%	5%	2%	0%	2%	1%	3%	4%	1%	3%	8%	3%
				D.E	E								J	*
Less often than once a week	5%	6%	5%	8%	6%	3%	5%	4%	7%	4%	4%	13%	5%	3%
				E	E							J.L.M		*
Never	84%	82%	86%	73%	82%	95%	84%	91%	81%	82%	90%	68%	71%	87%
				C	C	C.D		F.H.I			K.L			K.L*

GEV_q7. Has a celebrity or influencer on social media ever responded, retweeted, or messaged you in any way?

Unweighted base	1216	535	681	352	373	491	244	246	434	292	843	142	139	92
Base: All US adults	1208	599	609	393	363	452	237	230	441	300	788	148	185	87
Yes, multiple times	13%	16%	9%	16%	14%	8%	11%	13%	11%	15%	11%	18%	14%	16%
				B	E							J		*
Yes, but just once	10%	10%	10%	19%	8%	3%	15%	7%	9%	10%	10%	9%	11%	11%
				D.E	E		G.H							*
No, never	58%	52%	63%	46%	63%	64%	55%	61%	62%	51%	60%	56%	54%	49%
				A	C	C		I	I		M			*
Not applicable - I don't use social media	20%	22%	18%	19%	15%	25%	18%	19%	18%	24%	20%	17%	21%	24%
						C.D								*

GEV_q8. You mentioned before that someone famous on social media interacted with you. To what extent, if at all, would you consider those interactions to have been an overall positive or negative experience?

Unweighted base	264	134	130	123	85	56	61	47	87	69	163	38	39	24
Base: US adults who have been contacted by someone famous	271	156	115	138	82	50	62	45	88	76	162	40	45	24
Strongly positive	52%	53%	51%	57%	52%	40%	46%	51%	57%	53%	53%	61%	45%	46%
				E*	*	*	*	*	*	*	*	**	**	**
Somewhat positive	28%	29%	28%	26%	31%	33%	35%	32%	27%	23%	31%	22%	24%	33%
				*	*	*	*	*	*	*	*	**	**	**
Neither positive nor negative	15%	14%	18%	12%	16%	24%	18%	15%	10%	19%	14%	15%	17%	21%
				*	*	C*	*	*	*	*	*	**	**	**
Somewhat negative	2%	2%	2%	3%	-	4%	1%	-	1%	5%	2%	-	7%	-
				*	*	*	*	*	*	*	**	**	**	**
Strongly negative	2%	2%	2%	3%	1%	-	-	2%	4%	-	1%	2%	7%	-
				*	*	*	*	*	*	*	**	**	**	**

GEV_q9. Clickbait – the act of using a misleading title and/or image to get the viewer to click on a video – is a technique used by some vloggers to attract viewers. How often, if ever, do you click on a vlog based on its title or image only to find that it's clickbait?

Unweighted base	616	254	362	259	201	156	122	107	237	150	395	86	85	50
Base: US adults who watch Vlogs	627	299	328	285	195	147	122	106	242	157	381	91	105	49
Several times per day	6%	6%	5%	10%	3%	1%	2%	8%	5%	8%	5%	6%	6%	11%
				D.E				*				*	*	*

YouGov Omnibus Vlogging

US_nat Sample: 29th - 30th November 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k

GEV_q6. How often, if ever, do you typically vlog yourself? Please select the option that best applies.

Unweighted base	1216	427	418	236	135	597	24	117	69	341	68	331	885	447
Base: All US adults	1208	507	380	207	113	573	27	111	63	362	72	333	875	466
Multiple times per day	2%	2%	1%	1%	5%	3%	3%	-	-	2%	1%	5%	1%	2%
Once a day	2%	3%	1%	3%	1%	2%	-	2%	3%	3%	3%	4%	2%	2%
Several times a week	4%	4%	3%	5%	5%	5%	14%	2%	3%	4%	1%	10%	2%	5%
Once a week	3%	3%	3%	2%	-	3%	8%	2%	3%	2%	3%	3%	2%	4%
Less often than once a week	5%	6%	5%	5%	5%	3%	16%	3%	3%	9%	4%	4%	6%	6%
Never	84%	82%	86%	85%	85%	84%	59%	92%	89%	81%	88%	74%	88%	81%

GEV_q7. Has a celebrity or influencer on social media ever responded, retweeted, or messaged you in any way?

Unweighted base	1216	427	418	236	135	597	24	117	69	341	68	331	885	447
Base: All US adults	1208	507	380	207	113	573	27	111	63	362	72	333	875	466
Yes, multiple times	13%	11%	14%	13%	15%	12%	3%	7%	3%	14%	27%	14%	12%	14%
Yes, but just once	10%	9%	12%	11%	7%	8%	14%	9%	4%	10%	10%	10%	10%	11%
No, never	58%	59%	55%	56%	64%	59%	65%	64%	66%	52%	52%	60%	57%	58%
Not applicable - I don't use social media	20%	21%	20%	20%	14%	21%	18%	19%	27%	19%	12%	15%	22%	17%

GEV_q8. You mentioned before that someone famous on social media interacted with you. To what extent, if at all, would you consider those interactions to have been an overall positive or negative experience?

Unweighted base	264	72	105	56	31	116	5	20	5	95	23	83	181	105
Base: US adults who have been contacted by someone famous	271	100	97	49	25	114	5	18	4	103	26	83	188	115
Strongly positive	52%	60%	52%	42%	41%	46%	39%	50%	43%	56%	71%	59%	49%	51%
Somewhat positive	28%	17%	30%	42%	40%	33%	21%	22%	-	28%	19%	25%	30%	28%
Neither positive nor negative	15%	13%	16%	16%	19%	17%	20%	29%	37%	11%	11%	13%	16%	16%
Somewhat negative	2%	5%	1%	-	-	3%	-	-	-	2%	-	1%	3%	4%
Strongly negative	2%	4%	1%	-	-	-	20%	-	20%	3%	-	1%	2%	-

GEV_q9. Clickbait – the act of using a misleading title and/or image to get the viewer to click on a video – is a technique used by some vloggers to attract viewers. How often, if ever, do you click on a vlog based on its title or image only to find that it's clickbait?

Unweighted base	616	201	228	121	66	275	14	42	26	223	36	205	411	226
Base: US adults who watch Vlogs	627	252	210	110	55	271	15	39	24	241	35	207	420	240
Several times per day	6%	7%	4%	3%	10%	9%	-	5%	-	3%	3%	11%	3%	4%

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Total	Income		
	\$40k to \$80k	\$80k+	Prefer not to say
	*	*	**

GEV_q6. How often, if ever, do you typically vlog yourself? Please select the option that best applies.

Unweighted base	1216	368	273	128
Base: All US adults	1208	353	263	126
Multiple times per day	2%	1%	4%	1%
Once a day	2%	2%	3%	1%
Several times a week	4%	4%	4%	1%
Once a week	3%	2%	2%	-
Less often than once a week	5%	4%	5%	5%
Never	84%	87%	82%	92%
		Z		Z.AB

GEV_q7. Has a celebrity or influencer on social media ever responded, retweeted, or messaged you in any way?

Unweighted base	1216	368	273	128
Base: All US adults	1208	353	263	126
Yes, multiple times	13%	11%	14%	10%
Yes, but just once	10%	11%	9%	7%
No, never	58%	60%	59%	49%
Not applicable - I don't use social media	20%	19%	19%	34%
		AC		Z.AA.AB

GEV_q8. You mentioned before that someone famous on social media interacted with you. To what extent, if at all, would you consider those interactions to have been an overall positive or negative experience?

Unweighted base	264	79	57	23
Base: US adults who have been contacted by someone famous	271	76	58	21
Strongly positive	52%	57%	57%	31%
		*	*	**
Somewhat positive	28%	21%	36%	35%
		*	*	**
Neither positive nor negative	15%	18%	7%	20%
		*	*	**
Somewhat negative	2%	2%	-	-
		*	*	**
Strongly negative	2%	2%	-	14%
		*	*	**

GEV_q9. Clickbait – the act of using a misleading title and/or image to get the viewer to click on a video – is a technique used by some vloggers to attract viewers. How often, if ever, do you click on a vlog based on its title or image only to find that it's clickbait?

Unweighted base	616	187	143	60
Base: US adults who watch Vlogs	627	181	146	60
Several times per day	6%	5%	8%	5%
		*	*	*

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Once a day	3%	4%	3%	4%	3%	2%	1%	4% *	4%	4%	2%	7% J*	4% *	6% J*
Several times a week	10%	13% B	7%	12%	8%	9%	11%	4% *	12% G	10%	8%	5% *	18% J,K*	13% *
Once a week	9%	9%	10%	13% E	11% E	1%	15%	7% *	8%	9%	9%	12% *	9% *	12% *
Less often than once a week	41%	41%	41%	39%	48%	38%	39%	42% *	43%	40%	45% L	48% L*	26% *	33% *
Never	31%	27%	34%	23%	28%	49% C,D	32%	35% *	29%	30%	32%	23% *	37% *	25% *

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	Education				Marital Status						Children under the age of 18		Under \$40k
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	
Once a day	3%	4%	2%	4%	- *	2%	19% **	2% *	- **	4%	5% *	5%	2%	6% AA,AB
Several times a week	10%	10%	10%	12%	6% *	9%	19% **	7% *	3% **	11%	13% *	10%	10%	12%
Once a week	9%	10%	10%	8%	4% *	5%	7% **	3% *	14% **	14% R	11% *	9%	9%	10%
Less often than once a week	41%	33%	47% N	45% N	50% N*	40%	38% **	53% *	47% **	42%	32% *	37%	44%	36%
Never	31%	36% O	26%	28%	29% *	35% V	18% **	31% *	36% **	26%	36% *	28%	32%	31%

Cell Contents (Col)

**YouGov Omnibus
Vlogging**

US_nat Sample: 29th - 30th November 2018



	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
Once a day	3%	2%	1%	- *
Several times a week	10%	9%	7%	8% *
Once a week	9%	8%	11%	11% *
Less often than once a week	41%	49% Z	38%	48% *
Never	31%	28%	34%	28% *

Cell Contents (Col