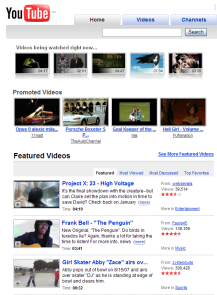


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By: Vlad Constandes, SEO News Editor



[One in Two Wants Video](#)

Study shows that nearly half of the Americans have used a video sharing site

The fact that not everybody on the Internet has used at least once a video sharing site, such as Google's YouTube, makes me think that we're not there yet, we're not as technologically advanced as we think we are. I know it sounds strange, but keep in mind that YT is the biggest thing there is when it comes to video sharing, and you surely bumped into a page that has a clip from them embedded. The Pew Internet and American Life Project has conducted a study that shows 48 percent of the Internet users visiting such a site at least once to watch or post a video. Surprisingly as it may sound, this is an enormous increase from the previous year which had the numbers stop spinning on the display at 33 percent. Want some more figures? On an average day, 15 percent of the users watch or post a video, compared to only 8 percent last year. Actually, "last year" isn't the best way to say it, the period of time I'm referring to is December 2007, compared to the same month of 2006. Lee Rainie, the Pew project's director, said that: "Some people are still quite comfortable with the traditional online experiences and like the stuff they do online. [...] They think of the video experience as the things they do on other hardware." Some other findings from the survey caught my eye and I'm thinking that you might be interested in them as well, so here they are: men are more likely than women to have used such a video sharing site (M 53 %, W 43%), while not surprisingly 70 percent of the adults aged 30 and under have admitted to using one, compared to just 16 percent of those 65 and older. A quarter of the Americans have recorded videos and that's about the same percentage as in 2006, but the number of those posting them more than tripled, 14 compared to 4. The survey was conducted by phone and the target were 2,054 adults, out of which 1,359 were Internet users. The margin of sampling error is of plus or minus 3 percentage points.