

YouTube Consumer Habits

Jordan Burton

Purpose

This interview targets the viewing and consumption habits of YouTube watchers from different ages and demographics. Through this research it is imperative that the survey reveal a general understanding of the patterns that affect viewership and behaviors on this platform. This primary research will provide much needed value to the YouTube content creation community and in improving platform features.

Demographics

My survey was conducted on Questionpro, which was able to reach most of my Demographic with only a few technical difficulties. I utilized family, friends, and associates of theirs to gather the proper data for this YouTube consumer habits survey. Anyone over the age of 18 who used YouTube could participate in the survey. 0% of the survey participants were between the ages of 18-21 which was disappointing seeing as though this age group is of particular interest to me and content creators around the world. Nevertheless, I received 22.22% of the participants from the 22-25 age range, 11.11% between the ages of 26-29, and the remaining 66.67% from the age range of 30+. The survey was taken by mostly female participants at 63.89% while males made up the remaining 36.11% of the total participants. 82.86% of participants were African American, 11.43% were Latino/Hispanic, 2.86% were Caucasian, and 2.86 preferred not to answer.

Survey

YouTube Consumer Habits Survey

Hello!

My name is Jordan Burton, I'm an aspiring UX designer. I am currently responsible for a survey that is oriented around YouTube watching habits as I collect data for my case study. By participating in this survey, you will be helping me analyze and discover patterns between certain genres of content and who they attract to identify the most beneficial features implement within the platform. Your participation and time would be greatly appreciated, as your responses will remain completely confidential, and your identity anonymous. Thank You!

1. What is your identified gender?
A. Male B. Female C. Other D. Prefer not to answer.
2. What is your age range?
A. 18-21 B. 22-25 C. 26-29 D. 30+
3. What is your ethnicity?
A. African American B. Hispanic C. Asian D. Caucasian E. Prefer not to answer.
4. How often do you watch YouTube?
A. Never B. A few times a month C. Multiple times a week D. Multiple times a day
5. Please rank the following in order of frequency watched on YouTube.

- A. Fashion, Beauty, & Travel B. Comedy, Sports, & Gaming C. News & Politics
 D. Music & Dance E. Self-Development & Learning
6. What format is your content presented?
 A. Podcast B. Skits/Short film C. Vlogs/Lifestyle D. Animated/Voiceover
 E. Educational Video
7. What device do you currently watch YouTube on?
 A. Smartphone B. Tablet C. Desktop/Laptop
8. How often do you comment on a video?
 Never B. Rarely C. Somewhat Often D. Often E. All the Time
9. How often do you press the like/dislike button on a video?
 A. Never B. Rarely C. Somewhat Often D. Often E. All the Time
10. How often have you learned something from the content you watch?
 A. Never B. Rarely C. Somewhat Often D. Often E. All the Time
11. How often do you go to YouTube to learn a new skill?
 A. Never B. Rarely C. Somewhat Often D. Often E. All the Time
12. Please Rank the following in order of why you watch YouTube.
 Relaxation/Escape Inspiration/Motivation Relationships/Expression
 Information/Knowledge Entertainment/Fun
13. Since you have started using YouTube what is the longest break you have taken from the platform?
 A. Never B. Rarely C. Somewhat Often D. Often E. All the Time
14. Would you ever start a YouTube channel of your own?
 A. yes B. no
15. If you started your own channel what genre would it most likely fall under?
 A. Fashion, Beauty, & Travel B. Comedy, Sports, & Games C. News & Politics D. Music & Dance
 E. Self- Development & Learning F. Movies & Shows

Summary of Findings

The survey was open to all YouTube watchers over the age of 18 and was conducted online, so there was no geographic constraint. I was genuinely surprised by the amount of people who were drawn to the self-development and learning genre as 52.78% of participants said that if they were to start their own YouTube channel it would likely fall in this genre. This lets me know that most users have the desire to use the platform to improve themselves in some way. Coming into the study I would have thought that most of my participants would have used the platform for entertainment, but it ranks number 4 on the list of most utilized, versus information and knowledge ranking number one. Although these were my previous beliefs, I am now very curious to know who else would believe the same about consumer watching habits. One of the target areas I wanted to learn about personally was what percentage of time users spent learning on YouTube in comparison to other things.

I was also interested in collecting data that could show me how often people watched YouTube in general. I found that most of the users watch around the same amount as myself with 47.22% of users claiming that they watch YouTube multiple times a day. The survey gave me great insight on what consumers want, which from my estimation is information in an attractive way, that occasionally relaxes and entertains them to give them a sense of escape. This shows that users have a natural appetite for information and can be seen with all the content offered,

information is the biggest attraction. YouTube was used 77.78% of the time on a smartphone in my study showing that it is not only a great luxury, but it's also becoming an essential part of everyday life for many individuals.

Observations and Analysis

Throughout the conduction of the survey, I have learned that users are watching content of creators who are already at the level they aspire to be, instead of watching the content that would get them to their desired goals. This is shown as fashion, beauty, and travel are ranked #1 as content most consumed followed by learning and education. These results indicate that users understand what they need to do to a certain extent to achieve their goals but are unaware that they are distracted by the content that's showing them the end result. A feature that gives users the ability to monitor their content consumption would be a beneficial feature for these users to stay on track with their goals for YouTube watching habits.

Results of the sample survey

My sample survey gave me a brief introduction on what to expect and what conducting a survey was all about. For example, I learned that answer choices are apart of the question, something that I never realized previously. It was brought to my attention that I had a few question mishaps as well as things I could improve in structurally within the survey. Although, I did not change or add everything that was suggested, I tried to keep the survey consistent to my original purpose. I took the advice that was given to me multiple times and emphasized that one must be a YouTube user to participate in the survey. Certain things like this helped alleviate some confusion.

What needed to be revised?

I changed up question 4 were it stated that a if you have never watched YouTube feel free to exit the survey, instead I just told interviewees up front that you can only participate in the survey if you are a YouTube watcher. I also changed number 8 that asked, "Do you participate in the comments section?", to me this question was worded very awkwardly and could be combined with question 9. Number 9 I changed because it could have just been worded as its own question not a continuation of the previous. Number 10 I had to clarify the like and dislike buttons were what I was talking about. Number 13 I figured I could get a little more out of the survey if I turned the yes or no question into a ranking question and put 'entertainment' as one of the many options to rank between.

4. How often do you watch YouTube?

- A. Never B. A few times a month C. Multiple times a week D. Multiple times a day

8. Do you participate in the comments section?

- A.) Yes B.) No

4. If yes to question 9, how often do you comment?

- A. Never B. A few times a month C. Multiple times a week D. Multiple times a day

17. How often do you like a video that you watch?

A. Never B. A few times a month C. Multiple times a week D. Multiple times a day

17. Do you use YouTube as a source of entertainment?

A.) Yes B.) No

What was effective?

Questions 5, 6, and 12 were most effective for me in this interview as they allowed me to fulfill its purpose to the best of my current abilities. Question 5 was one of my most effective questions because it allowed me to see the frequency that each genre was watched on YouTube. This question was oriented around how users like to experience their content. Question 6 is extremely valuable because it gives data on how users want their content presented. Question 12 allowed me to see what users expected to get out of their content after they finished watching. In other words, I found out what rewards YouTube brings them, and the majority said knowledge.

My best questions

The following questions were my best ones as they allow me to analyze beyond the habits, to the core of the user's motivations in watching YouTube. I am really a fan of question 12 that asks please rank the following in order of why you watch YouTube. 2/3 of these questions were ranking questions rather than traditional answer choices which may have freed up room for elaboration.

5. Please rank the following in order of frequency watched on YouTube.

**Fashion, Beauty, Travel Self-development, Learning Music, Dance
Comedy, Sports, Gaming, Movies, Shows News, Politics**

6. What format is your content generally presented?

**Vlogs/Lifestyle Educational video Skits/Short film Podcast
Animated/Voiceover**

12. Please rank the following in order of why you watch YouTube.

**Information/Knowledge Inspiration/Motivation Relaxation/Escape
Entertainment/Fun Relationships/Expression**

Errors in final survey

I ran into a grammatical error that I fixed midway through the survey. I wish I would have gotten to this sooner and recorded what the error was so that I could give an accurate description of it. I also struggled with my survey retention rate as certain users reported technical difficulties like jumping screens on Questionpro's website. Finally, only about one in seven people that saw my survey, took it and completed it. I had 268 views of the survey but only 36 completions with 48 dropouts after completing the survey. I believe this could be due to lack of incentive as this is private and personal data.

Tabulation of results

YouTube Consumer Habits

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Viewed	Started	Completed	Completion Rate	Dropouts (After Starting)	Average Time to Complete Survey
268	84	36	42.86%	48	2 minutes

1. What is your identified gender?

63.89% Female 36.11% Male 0% Prefer not to answer. 0% Other

2. What is your age range?

0% 18-21 22.22% 22-25 11.11% 26-29 66.67% 30+

3. What is your ethnicity?

82.86% African American 11.43% Latino/ Hispanic 0% Asian
2.86% Caucasian 2.86% Prefer not to answer

4. How often do you watch YouTube?

2.78% A few times a year 25% A few times a month 25% Multiple times a week
47.22% Multiple times a day

5. Please rank the following in order of frequency watched on YouTube.

#1 Fashion, Beauty, Travel #4 Comedy, Sports, Gaming #6 News & Politics
#3 Music & Dance #2 Self- Development & Learning #5 Movies & Shows

6. What format is your content generally presented?

#4 Podcast #3 Skits/ Short Film #1 Vlogs/ Lifestyle #5 Animated/ Voiceover
#2 Educational Video

7. What device do you currently watch YouTube on?

Smartphone 77.78% 11.11% Tablet 2.78% Desktop/Laptop
5.56% Television/Console 2.78% Other

8. How often do you comment on a video?

41.67% Never 47.22% Once in a while 5.56% About half the time
5.56% Most of the time 0% Always

9. How often do you press the like/dislike button on a video?

27.78% Never 41.67% Once in a while 16.67% About half the time
11.11% Most of the time 2.78% Always

10. How often have you learned something from the content you watch?

0% Never 22.22% Once in a while 25% About half the time
47.22% Most of the time 5.56% Always

11. How often do you go to YouTube to learn a new skill?

5.56% Never 27.78% Once in a while 25% About half the time
30.56% Most of the time 11.11% Always

12. Please rank the following in order of why you watch YouTube.

#3 Relaxation/Escape #2 Inspiration/Motivation #5 Relationships/Expression
#1 Information/Knowledge #4 Entertainment/Fun

13. Since you have started using YouTube what is the longest break you have taken from the platform?

11.11% 1 day 22.22% 1 week 36.11% 2-3 weeks 19.44% 1-2 months
11.11% 3 months or more

14. Would you ever start a YouTube channel of your own?

8.57% Never 17.14% Probably not 25.71% Maybe 25.71% Probably
22.86% Yes

15. If you started your own channel what genre would it most likely fall under?

13.89% Fashion, Beauty, & Travel 8.33% Comedy, Sports, & Games
5.56% News & Politics 13.89% Music & Dance
52.78% Self- development & Learning 5.56% Movies & Shows

**Data was calculated by taking the individual count and dividing by the total count. Then moving the decimals over two places.*