

YouTube User Profile in SAZ

TUCSON - Release 1 2015 Feb14-Jan15 Scarborough

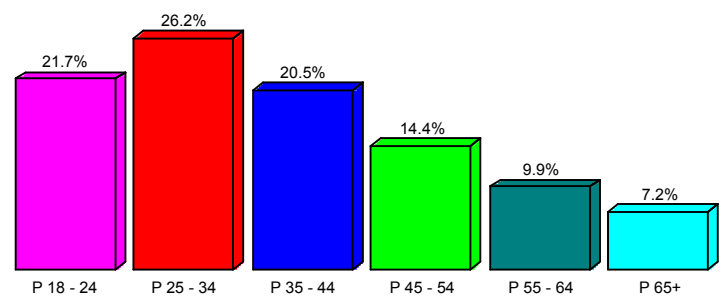
Qualitative Criteria: Adults 18 +	
DMA Survey Area Visited YouTube (mo)	
Qualitative Population: 390,433	Qualitative Respondents: 650

Sex	Age Levels
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51.9	% Male	48.1	% Female
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Employment Status

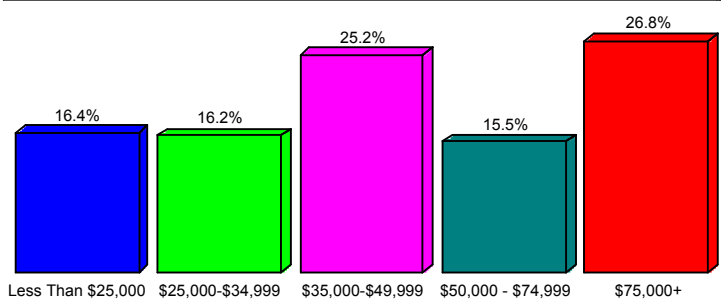
Full-Time (35+ Hrs)	41.1%
Part-Time (<35 Hrs)	20.6%
Not Employed	
A Homemaker	9.8%
A Student	8.5%
Retired	8.7%
Disabled	3.6%
Temporarily Laid-Off	0.4%
Looking For Work	6.4%
Other	0.9%



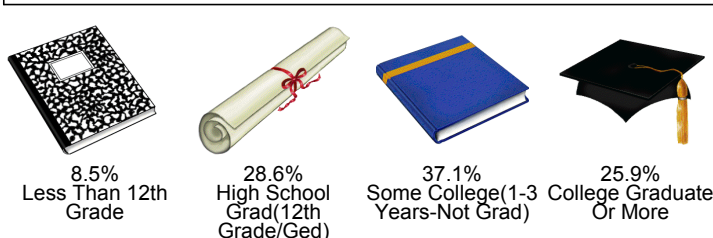
Occupation Summary

Management/Business/Financial Ops	7.9%
Professional/Related Occupations	18.4%
Service	11.4%
Sales/Office	15.7%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	5.1%
Production/Transportation/Matl Mvng	2.6%
Military Specific	0.7%
White Collar	42.0%
Blue Collar	19.7%

Household Income Levels



Highest Education Level Attained



Child(Ren) Under 18 In Household

No	54.5%
One	20.2%
Two	13.0%
Three Or More	12.4%

Own Or Rent Residence

Own	59.4%
Rent	34.4%
Other -Do Not Own Or Rent	6.2%

Custom Selection

Household subscribes to cable	37.3%
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