

150+ Amazing YouTube Stats

(Last Checked/Updated February 2017)

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Few products have changed the way we view entertainment (figuratively and literally) than YouTube. What started off as a simple platform for sharing videos has turned in to the premier video content source in the world with over a billion people viewing billions of videos daily on YouTube.

So how big has YouTube become over the years? Here are all the YouTube stats I have been able to dig up over the years. I try to go through each and every stat regularly and update as much as possible, but we all know that some stats are easier to track down than others and some are reported once by a company and then not updated for years. Google is notorious for being much less forthcoming about YouTube user stats than most other digital companies, so some of these numbers have held steady for a little while.

As always, every stat is linked to its source and the date of the source is listed. Please see the disclaimer at the bottom of each page for more important info about these numbers.

Please note that some of these numbers are easier to find than others. Many of these YouTube statistics come from the company's own disclosures, but some are based on news reports and not official company tallies. Basically, this is the best I can find and I don't guarantee anything to be 100% accurate.

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YouTube User and Demographic Stats

How many people use YouTube: [1 billion](#)

Last updated 10/3/16

Percentage of U.S. small businesses that use YouTube: [9%](#)

Last updated Spring 2015

Percentage of US Internet users, aged 13-17 (teens) that use YouTube: [91%](#)

Last updated 8/24/16

Percentage of U.S. Millennials that use YouTube: [81%](#)

Last updated 11/16/15

Percentage of U.S. Gen X that use YouTube: [58%](#)

Last updated 3/5/15

Percentage of U.S. Baby Boomers that use YouTube: [43%](#)

Last updated 3/5/15

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(Last Checked/Updated February 2017)

Percentage of online adults (globally, excluding China) that consider themselves regular YouTube visitors: [85%](#)

Last updated 11/24/14

Number of countries that YouTube has launched a local version for: [88 countries](#)

Last updated 10/3/16

Percentage of UK teens (11-16 year olds) that use YouTube weekly: [78%](#)

Last updated 3/18/15

Percentage of web users in Germany that check YouTube several times per day: [11%](#)

Last updated 3/16/15

Percentage of web users in Germany that check YouTube several times per week: [26%](#)

Last updated 3/16/15

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(Last Checked/Updated February 2017)

Number of daily YouTube users in the Netherlands: [1.2 million users](#)

Last updated 4/1/15

Percentage of internet users in Japan that use YouTube: [70%](#)

Last updated 7/13/15

Percentage of YouTube traffic that comes from outside the U.S.: [80%](#)

Last updated 11/24/15

YouTube's rating on the American Customer Satisfaction Index: [73](#)

Last updated 7/22/14

Average number of YouTube followers for US females: [25](#)

Last updated 12/23/13

Percentage of teens that consider YouTube their favorite website: [50%](#)

Last updated 11/5/13

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(Last Checked/Updated February 2017)

Percentage of Generation Z that visit YouTube at least monthly: [83%](#)

Last updated 1/29/14

Number of monthly unique visitors for YouTube in the UK: [39.6 million](#)

Last updated 8/12/16

YouTube's share of monthly website visits among UK internet users: [2.8%](#)

Last updated 7/14/16

Percentage of US Hispanic YouTube viewers that watch it in English most of the time: [60%](#)

Last updated August 2016

Percentage of US Hispanic YouTube viewers that watch it in English and Spanish equally: [28%](#)

Last updated August 2016

Percentage of US Hispanic YouTube viewers that watch it in Spanish most of the time: [12%](#)

Last updated August 2016

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(Last Checked/Updated February 2017)

Percentage of US Hispanic YouTube viewers that go to it first to learn about a product or service: [75%](#)

Last updated August 2016

Percentage of US Hispanic YouTube viewers that have taken an engagement action on a video after watching it: [83%](#)

Last updated August 2016

Percentage of Social Media users in the Middle East that use YouTube: [54%](#)

Last updated 4/20/15

Percentage of the (high school) class of 2015 that use YouTube daily: [54%](#)

YouTube's share of the Swedish digital video market: [34.1%](#)

Last updated 4/25/16

Percentage of Canadians that find YouTube more engaging than TV: [57%](#)

Last updated 1/31/16

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(Last Checked/Updated February 2017)

Percentage of millennials that visit YouTube at least monthly: [70%](#)

Last updated 1/29/14

Percentage of Generation X that visit YouTube at least monthly: [58%](#)

Last updated 1/29/14

Percentage of Younger Baby Boomers that visit YouTube at least monthly: [49%](#)

Last updated 1/29/14

Percentage of Older Baby Boomers that visit YouTube at least monthly: [40%](#)

Last updated 1/29/14

Percentage of the Golden Generation that visit YouTube at least monthly: [30%](#)

Last updated 1/29/14

Number of languages that YouTube is available in: [76 different languages](#)

Last updated 10/3/16

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(Last Checked/Updated February 2017)

Percentage of YouTube viewers that come from countries whose primary language is not English: [60%](#)

Last updated 5/28/14

How many people in the US use YouTube: [180.1 million](#)

Last updated 1/27/17

Number of daily YouTube views that are from Generation Xers: [1.5 billion views](#)

Last updated January 2017

Most-viewed content on YouTube for Generation Xers: [Nostalgia](#)

Last updated January 2017

Percentage of Generation Xers that watch content on YouTube at least monthly: [75%](#)

Last updated January 2017

Percentage of US millennials that visit YouTube daily: [54%](#)

Last updated 1/6/17

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YouTube Video and Activity Stats

Percentage of gamers that turn to YouTube at least weekly for gaming advice: [90%](#)

Last updated 3/31/16

Percentage of gamers that download a game after seeing an ad for it on YouTube: [64%](#)

Last updated 3/31/16

Number of hours of VR YouTube video watched on Google Cardboards to date: [350,000 hours](#)

Last updated 1/27/16

Most subscribed-to YouTube channel: [PewDiePie \(42 million\)](#)

Last updated 2/3/16

Number of YouTube channels with more than 100,000 subscribers: [17,000](#)

Last updated 2/3/16

Number of YouTube channels with more than 1 million subscribers: [1,500](#)

Last updated 2/3/16

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150+ Amazing YouTube Stats

(Last Checked/Updated February 2017)

Percentage of people that watch political videos on YouTube that are under the age of 35: [69%](#)

Last updated 3/24/16

How many video views on YouTube per day: [4 billion](#)

Last updated 1/23/12

Hours of video watched per month on YouTube: [6 billion](#)

Last updated 4/21/14

Estimated number amount of new videos uploaded to YouTube every minute: [300 hours per minute](#)

Last updated 12/2/14

Number of days worth of YouTube videos that are viewed on Facebook every minute: [323](#)

Last updated 7/9/14

Most searched for topic on YouTube for 2014: ["Music"](#)

2nd-most searched for topic on YouTube in 2014: ["Minecraft"](#)

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(Last Checked/Updated February 2017)

Top-earning YouTube star (based on income): [PewDiePie \(\\$12 million\)](#)

Last updated 12/31/15

Top earning YouTube channel (based on subscribers and views): [DisneyCollectorBR](#)

Last updated 1/2/15

Percentage of YouTube's daily views that come from outside the U.S.: [80%](#)

Last updated 10/12/15

Number of downloads for the YouTube Kids app: [10 million downloads](#)

Last updated 11/18/15

Average amount of gaming videos watched on YouTube monthly: [144 billion minutes](#)

Last updated 10/15/15

YouTube's top selling movie of 2014: [The Interview](#)

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(Last Checked/Updated February 2017)

Top YouTube video of 2014 (based on views, shares, comments, likes): [Mutant Giant Spider Dog](#)

Average amount of time users in the U.S. spend on the YouTube mobile app monthly: [5 hours per month](#)

Last updated 6/25/15

Top YouTube music video of 2014: [Katy Perry "Dark Horse"](#)

Top movie trailer on YouTube for 2014: [Fifty Shades of Grey](#)

YouTube viewers spent [37,000 years worth of time](#) watching the top 10 music videos in 2015.

Number of subscribers for the top 10 music videos of 2015 on YouTube: [66 million](#)

Top YouTube trending video of 2015: [Silento- Watch me \(Whip/Nae Nae\) #WatchmeDanceOn](#)

Top video game on YouTube for 2015: [Call of Duty: Black Ops 3](#)

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(Last Checked/Updated February 2017)

Number of views for ALS Ice Bucket Challenge YouTube videos in 2014: [1 billion views](#)

Number of countries that ALS Ice Bucket Challenge YouTube videos originated from in 2014:
[153 countries](#)

Percentage of YouTube video views that are music videos: [38.4%](#)

Last updated 8/28/14

Country with the world's most avid YouTube users: [Saudi Arabia with 90 million views per day](#)

Last updated 5/28/14

Average length of the most-viewed YouTube videos: [31-120 seconds](#)

Last updated 5/30/14

Most-viewed industry on YouTube: [Electronics](#)

Last updated 5/30/14

Most-viewed YouTube video ever: [Gangnam Style w/over 2 billion views](#)

Last updated 5/31/14

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(Last Checked/Updated February 2017)

Most-viewed YouTube channel ever: [RhiannaVevo w/over 5 billion views](#)

Last updated 5/28/14

Number of views per month that the top 100 YouTube channels experience: [8 billion](#)

Last updated 6/14/14

Percentage of Americans that use YouTube during work hours: [14.4%](#)

Last updated 10/2/13

Largest beauty-related topic on YouTube: [Makeup](#)

Last updated April 2015

Top beauty-related content creator of all time on YouTube: [Michelle Phan w/1.167 billion video views](#)

Last updated April 2015

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(Last Checked/Updated February 2017)

Total number of subscribers to YouTube beauty-related content: [123 million subscribers](#)

Last updated April 2015

Total number of views of beauty-related videos on YouTube: [45.3 billion views](#)

Last updated April 2015

Total number of likes on beauty-related videos on YouTube: [586 million likes](#)

Last updated April 2015

YouTube adoption among U.S. fashion brands: [87%](#)

Last updated 5/21/15

Average posts per week for U.S. fashion brands on YouTube: [0.7 posts per week](#)

Last updated 5/21/15

Percentage increase in watch time on YouTube between Q2 2014 and Q2 2015: [60% YOY Increase](#)

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(Last Checked/Updated February 2017)

Average number of YouTube channels per Interbrand Top 100 brand: [2.4 channels](#)

Last updated 7/20/15

Frequency in which the Interbrand Top 100 brands collectively post to YouTube: [every 18.5 minutes](#)

Last updated 7/20/15

Most popular day of the week for the Interbrand Top 100 brands to post to YouTube: [Thursday](#)

Last updated 7/20/15

Percentage of 2015 High School Graduates that watch YouTube multiple times a day: [41%](#)

Last updated 7/14/15

Amount of news-related content that is viewed on YouTube daily: [5 million hours](#)

Last updated 7/19/15

Year over year growth in views for "How To" videos on YouTube: [70% increase](#)

Last updated 5/13/15

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(Last Checked/Updated February 2017)

Amount of "How To" video content viewed in the first 4 months of 2015: [100 million hours](#)

Percentage of Millennials that feel they can find a YouTube video on anything they want to learn: [67%](#)

Last updated 5/13/15

Percentage of teens and millennials that say that watching trailers on YouTube influences which movie they watch: [65%](#)

Last updated 7/2015

Number of movie trailers that were viewed on YouTube in the first half of 2015: [35 million+](#)

Percentage of moviegoers that watch movie trailers that do so on YouTube: [81%](#)

Last updated 7/2015

Percentage of YouTube users that access it via HTTPS: [97%](#)

Last updated 8/3/16

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(Last Checked/Updated February 2017)

Most subscribed-to YouTube channel: [Music with 82 million subscribers](#)

Last updated 2/23/14

Increase in views of parenting videos on YouTube from 2013-2014: [329%](#)

Last updated 5/8/14

Percentage of B2B marketers that use YouTube in new product launches: [54%](#)

Last updated 4/30/15

Percentage of B2B marketers in North America that use YouTube to distribute content: [72%](#)

Last updated 2/4/15

Total YouTube views in 2011: [1 trillion](#)

Percentage of US Charities and Non-Profits that use YouTube: [97%](#)

Last updated 6/24/14

The most shared ad on YouTube for May 2013: [Activia: 'Dare to Feel Good' w/Shakira](#)

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(Last Checked/Updated February 2017)

Percentage of content marketers in Ireland that consider YouTube the most effective social channel for distributing content: [30%](#)

Last updated 9/18/15

YouTube's percentage of North American downstream web traffic: [17.85%](#)

Last updated 12/7/15

Number of cat videos posted on YouTube in 2014: [2 million](#)

Number of views on cat videos on YouTube in 2014: [26 billion views](#)

Top retail advertiser on YouTube in 2015: [Wal-Mart](#)

Increase in time spent on YouTube among 18-49 year olds from 2014-2015: [44%](#)

Fastest music video to reach 1 billion views on YouTube: "Hello" (by Adele)

Last updated 1/21/16

Number of music videos that have reached 1 billion views on YouTube: [17](#)

Last updated 1/21/16

Percentage of US enterprise companies that use YouTube: [61%](#)

Last updated 7/13/16

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(Last Checked/Updated February 2017)

Percentage of marketers that prefer YouTube for digital video campaigns: [55%](#)

Last updated 8/15/16

YouTube overall [reaches more 18-34 and 18-49 year-olds](#) than any cable network in the U.S.

Average time spent on YouTube per session: [40 minutes](#)

Last updated 10/3/16

Percentage of YouTube users that watch it on a mobile device when they are home: [92%](#)

Last updated 9/1/16

Since 2013, viewership of TV content on YouTube is [up 230%](#).

Last updated 9/1/16

YouTube makes up [over half](#) of people's time watching online video on television.

Last updated 9/1/16

Percentage of YouTube users that watch it to relax or unwind: [51%](#)

Last updated 9/1/16

Percentage of YouTube users that watch it to feel entertained: [38%](#)

Last updated 9/1/16

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(Last Checked/Updated February 2017)

Type of YouTube content most preferred by Millennials: [Videos uploaded by people](#)

Number of video views for YouTube Kids in its first year: [10 billion views](#)

Number of views in the YouTube Kids app to date: [30 billion views](#)

Last updated 2/13/17

Number of weekly active YouTube Kids viewers: [8 million](#)

Last updated 2/13/17

Amount of content YouTube users watch annually: [46,000 years worth of content](#)

Last updated 10/9/16

Most viewed Ad on YouTube in 2016: [Mobile Strike's Super Bowl Ad featuring Arnold Schwarzenegger](#)

Most viewed YouTube video in 2016: [Adele Carpool Karaoke](#)

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(Last Checked/Updated February 2017)

Most viewed music video of 2016 on YouTube: [Fifth Harmony — 'Work from Home' ft. Ty Dolla \\$ign](#)

Most viewed game trailer on YouTube in 2016: [Battlefield 1 – Official reveal trailer](#)

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150+ Amazing YouTube Stats

(Last Checked/Updated February 2017)

YouTube Mobile Stats

Average YouTube mobile video views per day: [1 billion](#)

Last updated 10/27/13

Average time spent on YouTube per mobile session: [40 minutes](#)

Last updated 11/24/15

Percentage of YouTube views that come from mobile devices: [more than 50%](#)

Last updated 10/3/16

Percentage of YouTube traffic from mobile: [50%](#)

Last updated 10/27/14

YouTube's percentage of overall time spent on iOS & Android devices: [4%](#)

Last updated 4/1/14

Percentage of total YouTube viewing that takes place on Android devices: [42%](#)

Last updated 6/25/14

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(Last Checked/Updated February 2017)

Percentage of YouTube US mobile users that access it on a smartphone: [27%](#)

Last updated 7/22/14

Percentage of YouTube US mobile users that access it on a tablet: [73%](#)

Last updated 7/22/14

YouTube's percentage of all mobile upstream traffic: [3.7%](#)

Last updated 5/14/14

YouTube's percentage of all mobile downstream traffic: [40%](#)

Last updated 12/7/15

YouTube's percentage of North American downstream mobile web traffic: [20.78%](#)

Last updated 12/7/15

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150+ Amazing YouTube Stats

(Last Checked/Updated February 2017)

YouTube Advertising and Revenue Stats

YouTube's global net ad revenue in 2015: [\\$4.28 billion](#)

YouTube's US net ad revenue in 2015: [\\$1.55 billion](#)

YouTube's estimated 2014 revenue: [\\$4 billion](#)

YouTube viewers that completed a TrueView ad are [23x more likely](#) to visit or subscribe to a brand channel.

Last updated 12/9/15

YouTube viewers that were just exposed to a TrueView ad are [10x more likely](#) to visit or subscribe to a brand channel.

Last updated 12/9/15

Amount of time YouTube users spent watching the its top 10 ads of 2014: [1 billion minutes](#)

Average length of YouTube's top 10 ads of 2014: [3 minutes](#)

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150+ Amazing YouTube Stats

(Last Checked/Updated February 2017)

Top YouTube trending Ad of 2015: [Clash of Clans: Revenge \(Official Super Bowl TV Commercial\)](#)

Percentage of Google's overall sales that YouTube contributed in 2014: [6%](#)

YouTube's estimated 2014 U.S. ad revenue: [\\$1.13 billion](#)

YouTube's share of total digital display ad impressions in Colombia: [8.3%](#)

Last updated 6/4/14

Amount that advertisers spent on YouTube in 2013: [\\$5.6 billion](#)

Last updated 12/11/13

Amount that YouTube netted in global digital ad revenue in 2013: [\\$1.96 billion](#)

Last updated 12/11/13

YouTube share of US digital video ad market: [18.9%](#)

Last updated 9/11/14

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(Last Checked/Updated February 2017)

Average sales order value for visitors referred by YouTube: [\\$37.63](#)

Last updated 3/10/14

Revenue per visit from YouTube referrals: [\\$.70](#)

Last updated 4/24/14

YouTube's estimated 2013 revenue: [\\$3.5 billion](#)

Amount that Google paid out to YouTube content owners in 2015: \$1 billion

Amount YouTube paid the music industry from ad revenue in 2016: [over \\$1 billion](#)

Amount Google paid in 2006 to purchase YouTube: \$1.65 billion

Be sure to check out my other Google Stat Posts:

- [Google Company and Search Statistics](#)
- [Gmail Statistics](#)
- [Google Advertising Statistics](#)
- [Google Chrome & App Statistics](#)
- [Android Statistics](#)
- [Google+ Statistics](#)

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About DMR

DMR (Formerly Digital Marketing Ramblings) is a clearinghouse for original and curated digital marketing tips, stats and news, managed and edited by Craig Smith.

DMR is meant to be a helpful resource for marketers, journalists, professors and students. I spend the time searching for, sorting and posting important digital marketing stats and facts so you don't. Just about every stat on DMR or in my reports is linked to the original source I found it on in case you want more context to the data. I am constantly updating the posts on DMR to stay as up to date as possible, so what you see today, may be different tomorrow. Be sure to check back often to stay on top of major stat updates, new posts and new releases of reports like this one.

How to Reach Me:

- Email: dmrupdates@expandedramblings.com
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- Pinterest: [CraigPSmith](#)

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