



Amazing YouTube Statistics for 2017

This is an extra resource to go along with the original article:

[*You Should Be on YouTube: Here's Why*](#)

Here's a list of YouTube statistics to help you plan your marketing strategy.

- YouTube is the third most visited site on the Internet, after Google and Facebook
- 1.3 billion people worldwide use YouTube
- The majority of YouTube views (80%) originate outside of the US
- On average, users spend 40 minutes per session on YouTube
- In the US, YouTube reaches more 18-49 year olds than any cable network
- Approximately 80% of 18-49 year olds watch YouTube in an average month
- Every minute, approximately 300 hours of video are uploaded on YouTube
- There are 1,000,000,000 (one billion) mobile video views per day
- Over 50% of YouTube views are from mobile devices
- Searches for "how to" videos grow approximately 70% each year
- Only 9% of US small businesses use YouTube