

Detailed tables

YouTube news channels, by affiliation

% of YouTube news channels that were affiliated with ...

	%	N
News organizations	49	183
TV stations/shows	22	84
Digital native news orgs.	14	52
Print publications	8	32
Radio & podcasts	2	8
Wire services	2	7
Other organizations	9	35
Independent	42	159

Note: Popular YouTube news channels are those news channels that had at least 100,000 subscribers in November 2019. "Other organization" channels are those affiliated with an external organization that is not a news organization, including government agencies, research organizations, and advocacy organizations. "Independent" channels do not have a clear external affiliation. Source: Pew Research Center analysis of 377 YouTube news channels with at least 100,000 subscribers in November 2019. "Many Americans Get News on YouTube, Where News Organizations and Independent Producers Thrive Side by Side"

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YouTube news channels, by personality-orientation

% of YouTube news channels that were affiliated with ...

	Public figure	YouTuber	Not personality-driven
	%	%	%
All YouTube news channels	15	29	57
News org. channels	16	6	78
Other org. channels	20	17	63
Independent channels	13	57	30

Note: Popular YouTube news channels are those news channels that had at least 100,000 subscribers in November 2019. "Other organization" channels are those affiliated with an external organization that is not a news organization, including government agencies, research organizations, and advocacy organizations. "Independent" channels do not have a clear external affiliation. Source: Pew Research Center analysis of 377 YouTube news channels with at least 100,000 subscribers in November 2019. "Many Americans Get News on YouTube, Where News Organizations and Independent Producers Thrive Side by Side"

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YouTube news channels, by ideology

% of YouTube news channels that were affiliated with ...

	Left- leaning	Right- leaning	No ideology
	%	%	%
All YouTube news channels	4	8	88
News org. channels	4	4	92
Other org. channels	0	14	86
Independent channels	4	13	83

Note: Popular YouTube news channels are those news channels that had at least 100,000 subscribers in November 2019. "Other organization" channels are those affiliated with an external organization that is not a news organization, including government agencies, research organizations, and advocacy organizations. "Independent" channels do not have a clear external affiliation.

Source: Pew Research Center analysis of 377 YouTube news channels with at least 100,000 subscribers in November 2019.

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YouTube news channels, by donation acceptance method

% of YouTube channels in each category that accepted donations via ...

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
At least one type	41	14	49	71
Patreon	27	6	11	55
YouTube membership	10	7	3	16
Cryptocurrency	6	2	3	11
Other (e.g., PayPal, Venmo, etc.)	27	9	34	46
None	59	86	51	29

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YouTube news channels, by platform links

% of YouTube news channels in each category that linked to a ...

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
Social media	89	95	91	82
Website	72	96	91	41
Podcast	13	13	14	13
Mobile app	8	17	<1	<1
Other	30	33	14	31

Note: Popular YouTube news channels are those news channels that had at least 100,000 subscribers in November 2019. "Other organization" channels are those affiliated with an external organization that is not a news organization, including government agencies, research organizations, and advocacy organizations. "Independent" channels do not have a clear external affiliation.

Source: Pew Research Center analysis of 377 YouTube news channels with at least 100,000 subscribers in November 2019.

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YouTube news videos, by topic

% of videos produced by each type of channel that were *primarily about* ...

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
Impeachment	36	41	32	20
Domestic policy	31	28	54	39
Election 2020	12	12	6	10
International	9	10	1	7
Conspiracy theories	4	<1	<1	14
Trump/admin.	3	4	<1	2
Government	2	2	2	2
Media news	2	1	4	4
Business/tech	2	2	<1	3

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019.

Source: Pew Research Center analysis of 2,967 videos published in December 2019 by the 100 most viewed YouTube news channels.

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YouTube news videos, by mention of storyline

% of videos produced by each type of channel that *mentioned* ...

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
Impeachment	47	51	33	35
Election 2020	26	26	16	26

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019.

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YouTube news videos, by mention of conspiracy theory

*% of videos produced by each type of channel that **mentioned** ...*

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
QAnon	5	2	2	14
Another conspiracy theory	3	1	-	9
Any conspiracy theory	7	2	2	21
No conspiracy theory	93	98	98	79

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019. Videos may mention more than one conspiracy, but can only be primarily about one topic.

Source: Pew Research Center analysis of 2,967 videos published in December 2019 by the 100 most viewed YouTube news channels.

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YouTube news videos, by focus

% of videos produced by each type of channel that were *primarily focused on ...*

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
Trump/admin.	24	28	10	12
Congressional Democrats	15	14	16	17
Public figures	14	14	8	16
2020 Democratic candidates	12	12	5	11
Government	8	7	11	9
Congressional Republicans	7	7	6	6
Average person	6	5	17	8
Media	5	4	8	9
Business/tech	3	3	0	3
YouTube	< 1	< 1	0	1
Other	1	1	1	1
No focus	5	1	16	5

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019. Congressional Democrats/Republicans may include other prominent party figures. Categories are mutually exclusive.

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YouTube news videos, by tone

% of videos produced by each type of channel that had a ___ tone ...

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
Positive	4	4	6	3
Negative	22	17	17	37
Neither positive / negative	69	74	61	55
No focus	5	5	16	5

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019.

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YouTube news videos, by sources cited

% of videos produced by each type of channel that cited ...

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
	%	%	%	%
Media	51	45	48	68
Prominent Republican	28	33	18	16
Prominent Democrat	21	25	5	11
Other govt.	15	17	12	10
Expert	11	11	14	11
Social Media	7	4	1	18
Average person	7	7	11	5
Public figure	6	6	9	5
Poll	6	6	2	5
Other	5	4	1	9
None	8	7	16	9

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019. Categories are mutually exclusive.

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YouTube news video views, by topic

*Number of views on average on videos produced by each type of channel that were **primarily about** ...*

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
Impeachment	244,663	261,581	82,069	163,869
Domestic policy	128,311	138,032	209,515	98,097
Election 2020	107,733	105,422	58,361	119,004
International	107,111	103,325	24,559	125,108
Trump/admin.	256,767	272,367	-	153,891
Government	156,052	170,086	28,513	130,462
Media news	133,143	130,614	22,666	145,083
Business/tech	184,497	217,333	-	118,546
QAnon conspiracy theories	112,529	-	-	112,529

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019.

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YouTube news video views, by focus

*Number of views received on videos produced by each type of channel that were **primarily focused on ...***

	All YouTube news channels	News org. channels	Other org. channels	Independent channels
Trump/admin.	220,501	236,055	32,831	124,692
Congressional Democrats	204,495	237,343	167,234	126,999
Average person	131,269	130,781	209,596	118,594
2020 Democratic candidates	105,960	102,665	167,234	118,418
Media	150,996	178,433	70,012	122,637
Congressional Republicans	219,576	230,695	127,841	186,487
Business/tech	163,164	179,350	-	111,962
YouTube	156,646	290,017	-	86,190
Government	161,006	189,238	109,805	101,087
Public figures	122,010	125,050	217,639	110,363
Other	266,056	339,813	251,474	80,513
No focus	112,646	121,254	171,648	69,203

Note: Most viewed YouTube news channels are those news channels with the highest number of median views on their videos from December 2019. Congressional Democrats/Republicans may include other prominent party figures.

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