How to calculate the average time spent by media type in a typical day

Base: Total Sample

2020/2021 MARS Study	elements	total	Women 50+
total	Sample	40074	13416
	(000)	251696	61662
Avg. hours spent/day - Newspapers[2]	Sample	21112	6981
	(000)	0.16	0.18
Avg. hours spent/day - Magazines[2]	Sample	33082	11247
	(000)	0.33	0.30
Avg. hours spent/day - TV (any platform)[2]	Sample	38887	13102
	(000)	6.54	6.78
Avg. hours spent/day - Live network TV[2]	Sample	9010	2896
	(000)	0.79	0.76
Avg. hours spent/day - Live cable TV[2]	Sample	25542	9347
	(000)	2.74	3.60
Avg. hours spent/day - Recorded TV/DVR[2]	Sample	13474	5153
	(000)	0.85	1.01
Avg. hours spent/day - Streaming/VoD[2]	Sample	17747	4860
	(000)	1.81	0.96
Avg. hours spent/day - Radio[2]	Sample	35047	11448
	(000)	1.31	1.08
Avg. hours spent/day - Internet (any device)[2]	Sample	39894	13386
	(000)	6.77	5.43
Avg. hours spent/day - Internet on Mobile Device[2]	Sample	33987	10788
	(000)	3.54	2.10
Avg. hours spent/day - Internet on Social Media[2]	Sample	35190	11608
	(000)	2.73	1.52

1. Using the example on the left, run in a cross-tab the mean/average time for each medium (including zeros) against your target (e.g., Women age 50+)

2. Results will populate in the weighted (000) row

Example:

➡️ **Social Media**: 1.<u>52</u> needs to be converted into hours and minutes. To calculate minutes, multiply .<u>52</u> x 60 minutes = 31.2 minutes.

The average time women 50+ spend on social media is **1 hour and 31 minutes** (or 91 minutes).

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Media consumption in a typical day – Women age 50+

Nearly half of the **time spent** with media in a typical day for women 50+ is spent **watching TV**

Calculate the **average time** for each medium in minutes:

TV - Any Platform = 6 hours 47 minutes (407 minutes)
Internet - Any Device = 5 hours 26 minutes (326 minutes)
Radio = 1 hour 5 minutes (65 minutes)
Magazines = 18 minutes
Newspapers = 11 minutes

Calculate **the sum** of the average time spent with **any media** in an average day:

*TV + Internet + Radio + Magazines + Newspapers = **827 minutes** or **13 hours 47 minutes**, the average (or mean) time/day spent with any media*

Calculate **percentages** for **each media**:

Divide the number of minutes spent with each media by total minutes spent with any media.
Example: Radio: 65 minutes/827 minutes = .079 or 8%

Newspapers, 1%

Magazines, 2%

Radio, 8%

Internet - Any Device, 40%

TV - Any Platform, 49%

Women 50+

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