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

Base: Total Sample

2021/2022 MARS Study	elements	total	Women 50+
total	Sample	40086	12839
	(000)	253260	62475
Avg. hours spent/day - Newspapers[2]	Sample	20343	5998
	(000)	0.15	0.16
Avg. hours spent/day - Magazines[2]	Sample	32688	10483
	(000)	0.32	0.30
Avg. hours spent/day - TV (any platform)[2]	Sample	39031	12567
	(000)	6.71	6.83
Avg. hours spent/day - Live network TV[2]	Sample	9191	2794
	(000)	0.83	0.78
Avg. hours spent/day - Live cable TV[2]	Sample	24323	8569
	(000)	2.58	3.39
Avg. hours spent/day - Recorded TV/DVR[2]	Sample	12236	4563
	(000)	0.78	1.01
Avg. hours spent/day - Streaming/VoD[2]	Sample	19580	5288
	(000)	2.20	1.22
Avg. hours spent/day - Radio[2]	Sample	35109	10931
	(000)	1.32	1.04
Avg. hours spent/day - Internet (any device)[2]	Sample	39911	12814
	(000)	6.93	5.66
Avg. hours spent/day - Internet on Mobile Device[2]	Sample	34902	10616
	(000)	3.99	2.47
Avg. hours spent/day - Internet on Social Media[2]	Sample	36120	11341
	(000)	3.12	1.69

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**: 1.69 needs to be converted into hours and minutes. To calculate minutes, multiply .69 x 60 minutes = 41.4 minutes.

The average time women 50+ spend on social media is **1 hour and 41 minutes** (or 101 minutes).

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 50 minutes (410 minutes)
Internet - Any Device = 5 hours 40 minutes (340 minutes)
Radio = 1 hour 3 minutes (63 minutes)
Magazines = 18 minutes
Newspapers = 10 minutes

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

*TV + Internet + Radio + Magazines + Newspapers = **841 minutes** or **14 hours 1 minute**, 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: 63 minutes/841 minutes = .0744 or 7%

Newspapers, 1%

Magazines, 2%

Radio, 7%

Internet - Any Device, 40%

TV - Any Platform, 49%

Women 50+

KANTAR