

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

Base: Total Sample

2022/2023 MARS Study	elements	total	Women 50+
total	Sample (000)	40056 255518	12369 62803
Avg. hours spent/day - Newspapers[2]	Sample (000)	19829 0.15	5484 0.15
Avg. hours spent/day - Magazines[2]	Sample (000)	32219 0.30	9899 0.28
Avg. hours spent/day - TV (any platform)[2]	Sample (000)	38650 6.66	12007 6.67
Avg. hours spent/day - Live network TV[2]	Sample (000)	9069 0.83	2619 0.71
Avg. hours spent/day - Live cable TV[2]	Sample (000)	22245 2.34	7703 3.09
Avg. hours spent/day - Recorded TV/DVR[2]	Sample (000)	10955 0.74	4056 1.03
Avg. hours spent/day - Streaming/VoD[2]	Sample (000)	21454 2.47	5677 1.46
Avg. hours spent/day - Radio/Podcasts/Streaming music[2]	Sample (000)	35301 1.38	10455 1.03
Avg. hours spent/day - Internet (any device)[2]	Sample (000)	39835 6.88	12344 5.64
Avg. hours spent/day - Internet on mobile device[2]	Sample (000)	35666 4.16	10546 2.63
Avg. hours spent/day - Internet on social media[2]	Sample (000)	36643 3.22	11048 1.79

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:** 1.79 needs to be converted into hours and minutes. To calculate minutes, multiply .79 x 60 minutes = 47.4 minutes.

The average time women 50+ spend on social media is **1 hour and 47 minutes** (or 107 minutes).

Media consumption in a typical day – Women age 50+

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

- TV - Any Platform* = 6 hours 40 minutes (400 minutes)
- Internet - Any Device* = 5 hours 38 minutes (338 minutes)
- Radio/Podcasts/Streaming Music* = 1 hour 2 minutes (62 minutes)
- Magazines* = 17 minutes
- Newspapers* = 9 minutes

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

- TV + Internet + Radio + Magazines + Newspapers* = **826 minutes** or **13 hours 46 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/Podcasts/Streaming Music*: 62 minutes/826 minutes = .0750 or 8% (rounded up from 7.5%)

