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

Base: Total Sample

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2022/2023 MARS Study	elements	total	Women 50+
total	Sample	40056	12369
	(000)	255518	62803
Avg. hours spent/day - Newspapers[2]	Sample	19829	5484
	(000)	0.15	0.15
Avg. hours spent/day - Magazines[2]	Sample	32219	9899
	(000)	0.30	0.28
Avg. hours spent/day - TV (any platform)[2]	Sample	38650	12007
	(000)	6.66	6.67
Avg. hours spent/day - Live network TV[2]	Sample	9069	2619
	(000)	0.83	0.71
Avg. hours spent/day - Live cable TV[2]	Sample	22245	7703
	(000)	2.34	3.09
Avg. hours spent/day - Recorded TV/DVR[2]	Sample	10955	4056
	(000)	0.74	1.03
Avg. hours spent/day - Streaming/VoD[2]	Sample	21454	5677
	(000)	2.47	1.46
Avg. hours spent/day - Radio/Podcasts/Streaming music[2]	Sample	35301	10455
	(000)	1.38	1.03
Avg. hours spent/day - Internet (any device)[2]	Sample	39835	12344
	(000)	6.88	5.64
Avg. hours spent/day - Internet on mobile device[2]	Sample	35666	10546
	(000)	4.16	2.63
Avg. hours spent/day - Internet on social media[2]	Sample	36643	11048
	(000)	3.22	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.<u>79</u> 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

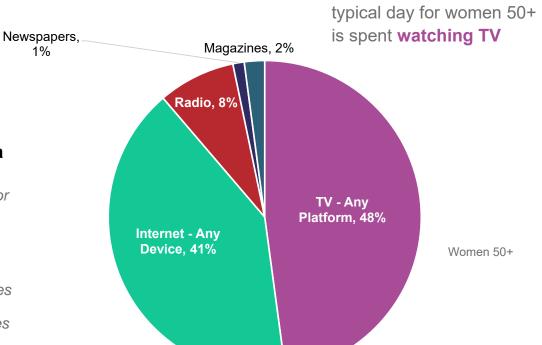
Calculate **the sum** of the average time spent with **any media** in an average day:

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%)



Source: 2022/2023 MARS Consumer Health Study

Nearly half of the **time** spent with media in a

