

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

Base: Total sample

		total	Female - Gender AND 50+ - Age
total	Audience(000)	265,421	64,629
	Resps	20,032	6,201
Mean (no exclude) - Newspaper (print and digital issues) - Hours Spent Per Day	Value	0.33	0.22
	Resps	20,032	6,201
Mean (no exclude) - Magazine (print and digital issues) - Hours Spent Per Day	Value	0.29	0.20
	Resps	20,032	6,201
Mean (no exclude) - TV (any platform) - Hours Spent Per Day	Value	6.19	6.76
	Resps	20,032	6,201
Mean (no exclude) - Radio (any platform) - Hours Spent Per Day	Value	1.27	1.16
	Resps	20,032	6,201
Mean (no exclude) - Internet on Any Device - Hours Spent Per Day	Value	6.35	5.60
	Resps	20,032	6,201

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 aged 50+)
2. Results will populate in the “value” or “weighted (000)” row

Example:

→ **TV (any platform): 6.76** needs to be converted into hours and minutes.

To calculate minutes, multiply $.76 \times 60$ minutes = 45.6 minutes.

The average time women 50+ spend watching TV is **6 hours and 46 minutes** (or 406 minutes).

Media consumption in a typical day – Women aged 50+

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

- TV - Any Platform** = 6 hours 46 minutes (406 minutes)
- Internet - Any Device** = 5 hours 36 minutes (336 minutes)
- Radio – Any Platform** = 1 hour 10 minutes (70 minutes)
- Magazines – Print and Digital Issues** = 12 minutes
- Newspapers – Any Platform** = 13 minutes

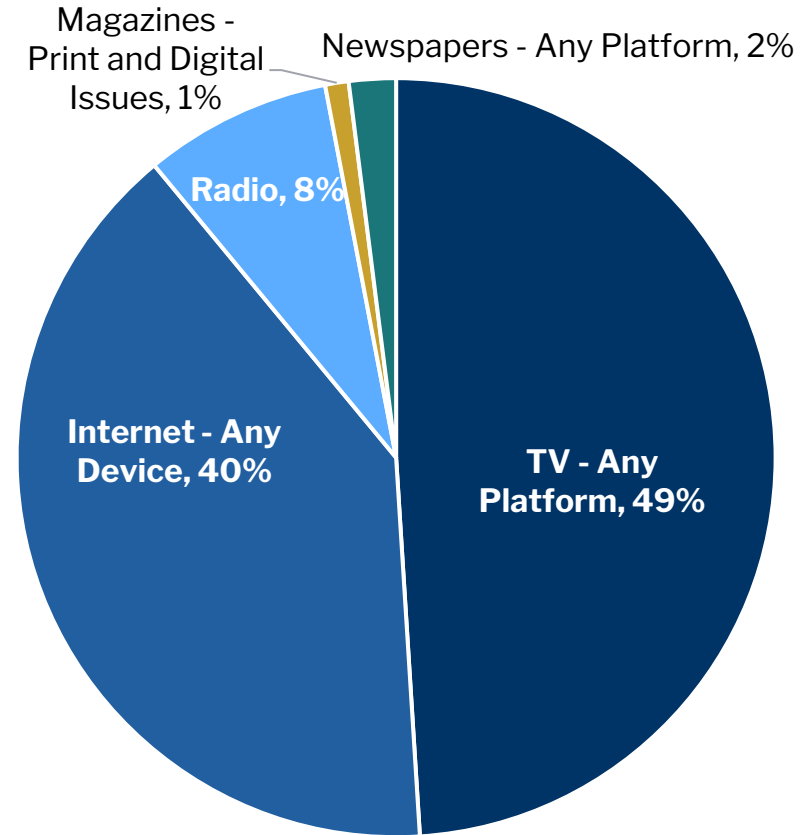
Calculate **the sum** of the average time spent with **any media** in an average day:

TV + Internet + Radio + Magazines + Newspapers = 837 minutes or 13 hours 57 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: **Internet:** 336 minutes/837 minutes = .401 or 40%



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