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

Base: Total Sample

	elements	total	women 50+
total	Sample	40043	12379
	(000)	257692	62915
Avg. hours spent/day - Newspapers	Sample	20869	5220
	(000)	0.15	0.13
Avg. hours spent/day - Magazines	Sample	32349	9682
	(000)	0.29	0.27
Avg. hours spent/day - TV (any platform)	Sample	38163	11885
	(000)	6.25	6.64
Avg. hours spent/day - Live network TV	Sample	9355	2594
	(000)	0.81	0.69
Avg. hours spent/day - Live cable TV	Sample	21257	7166
	(000)	2.11	2.81
Avg. hours spent/day - Recorded TV/DVR	Sample	9998	3665
	(000)	0.62	0.89
Avg. hours spent/day - Streaming/VoD	Sample	21889	6141
	(000)	2.41	1.89
Avg. hours spent/day - Radio/Podcasts/Streaming music (any device)	Sample	35725	10386
	(000)	1.34	1.08
Avg. hours spent/day - Internet (any device)	Sample	39824	12346
	(000)	6.53	5.53
Avg. hours spent/day - Internet on mobile device	Sample	34939	10763
	(000)	3.82	2.84
Avg. hours spent/day - Internet on social media	Sample	36899	11138
	(000)	3.04	1.92

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: 1.92 needs to be converted into hours and minutes. To calculate minutes, multiply .92 x 60 minutes = 55.2 minutes.

The average time women 50+ spend on social media is **1 hour and 55 minutes** (or 115 minutes).

MARS Consumer Health
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Media consumption in a typical day – Women age 50+

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

TV - Any Platform = 6 hours 38 minutes (398 minutes)
Internet - Any Device = 5 hours 32 minutes (332 minutes)
Audio (Radio/Podcasts/Streaming Music) = 1 hour 5 minutes (65 minutes)
Magazines = 16 minutes
*Newspapers = 8 minutes*

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

*TV + Internet + Audio + Magazines + Newspapers = **819 minutes** or **13 hours 39 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: 65 minutes/819 minutes = .0793 or 8% (rounded up from 7.9%)

Magazines, 2% · Newspapers, 1% · Audio, 8% · Internet - Any Device, 40% · TV - Any Platform, 49%
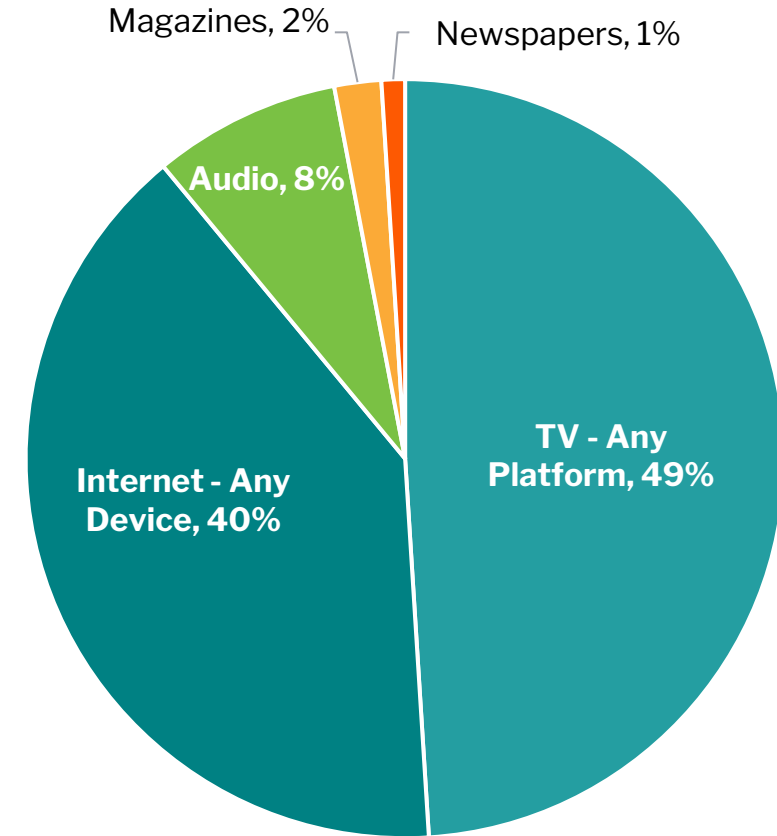
Nearly half of the **time spent** with media in a typical day for women 50+ is spent **watching TV**.