

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

Base: Total Sample

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

# 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

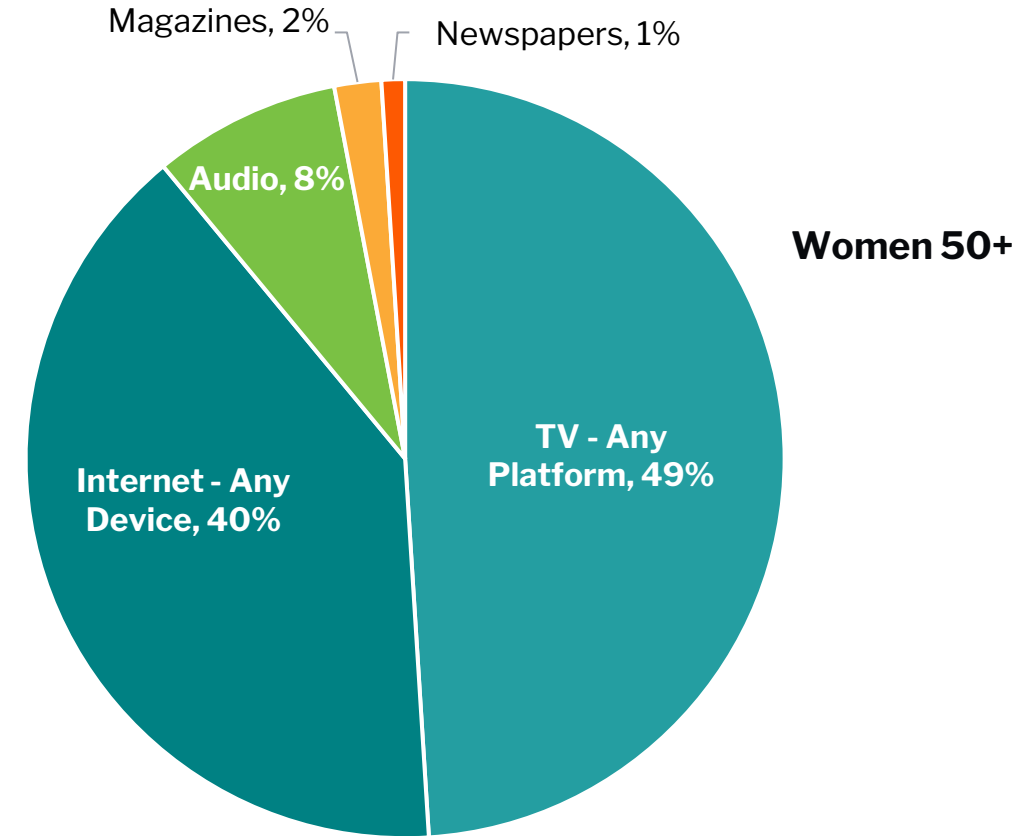
Calculate **the sum** of the average time spent with **any media** in an average day:

**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%)



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