

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

Base: Total Sample

	elements	total	women 18-49
total	Sample (000)	40025 260919	10463 69476
Avg. hours spent/day - Newspapers (any platform)	Sample (000)	23570 0.25	6318 0.26
Avg. hours spent/day - Magazines (print and digital issues)	Sample (000)	28419 0.30	7674 0.33
Avg. hours spent/day - TV (any platform)	Sample (000)	37507 6.05	9653 5.94
Avg. hours spent/day - Radio (any platform)	Sample (000)	35899 1.27	9824 1.45
Avg. hours spent/day - Internet (any device)	Sample (000)	39804 6.38	10371 7.36

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 18-49)

2. Results will populate in the weighted (000) row

Example:

➔ **Internet (any device): 7.36** needs to be converted into hours and minutes.

To calculate minutes, multiply $.36 \times 60$ minutes = 21.6 minutes.

The average time women 18-49 spend on the Internet is **7 hours and 22 minutes** (or 442 minutes).

Media consumption in a typical day – Women aged 18-49

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

TV - Any Platform = 5 hours 56 minutes (356 minutes)

Internet - Any Device = 7 hours 22 minutes (442 minutes)

Radio – Any Platform = 1 hour 27 minutes (87 minutes)

Magazines – Print and Digital Issues = 20 minutes

Newspapers – Any Platform = 15 minutes

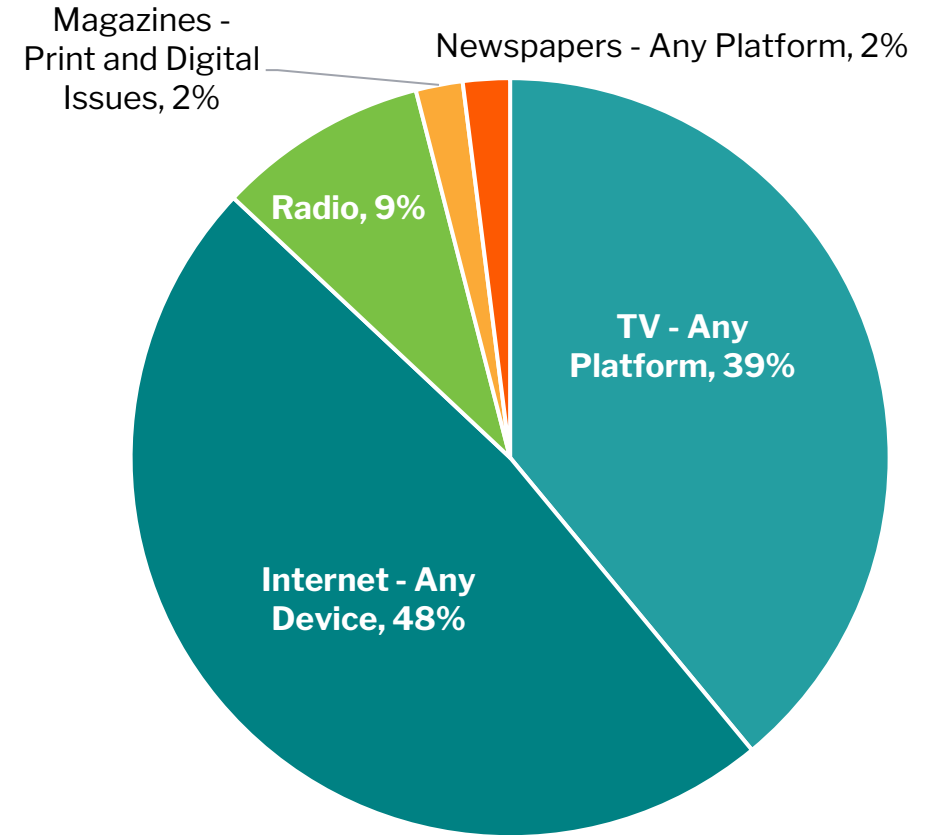
Calculate **the sum** of the average time spent with **any media** in an average day:

TV + Internet + Radio + Magazines + Newspapers = 920 minutes or 15 hours 20 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:** 87 minutes/920 minutes = .0947 or 9%



Nearly half of the **time spent** with media in a typical day for women 18-49 is on the **Internet**.