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

Base: Total Sample

| 2021/2022 MARS Study | | elements | total | Women 50+ |
|---|---|----------|--------|-----------|
| total | | Sample | 40086 | 12839 |
| | | (000) | 253260 | 62475 |
| Avg. hours spent/day - Newspapers[2] | L | Sample | 20343 | 5998 |
| | | (000) | 0.15 | 0.16 |
| Avg. hours spent/day - Magazines[2] | • | Sample | 32688 | 10483 |
| | | (000) | 0.32 | 0.30 |
| Avg. hours spent/day - TV (any platform)[2] | | Sample | 39031 | 12567 |
| | | (000) | 6.71 | 6.83 |
| Avg. hours spent/day - Live network TV[2] | • | Sample | 9191 | 2794 |
| | | (000) | 0.83 | 0.78 |
| Avg. hours spent/day - Live cable TV[2] | | Sample | 24323 | 8569 |
| | | (000) | 2.58 | 3.39 |
| Avg. hours spent/day - Recorded TV/DVR[2] | • | Sample | 12236 | 4563 |
| | | (000) | 0.78 | 1.01 |
| Avg. hours spent/day - Streaming/VoD[2] | • | Sample | 19580 | 5288 |
| | | (000) | 2.20 | 1.22 |
| Avg. hours spent/day - Radio[2] | | Sample | 35109 | 10931 |
| | | (000) | 1.32 | 1.04 |
| Avg. hours spent/day - Internet (any device)[2] | | Sample | 39911 | 12814 |
| | | (000) | 6.93 | 5.66 |
| Avg. hours spent/day - Internet on Mobile Device[2] | | Sample | 34902 | 10616 |
| | | (000) | 3.99 | 2.47 |
| Avg. hours spent/day - Internet on Social Media[2] | | Sample | 36120 | 11341 |
| | | (000) | 3.12 | 1.69 |

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: 1.69 needs to be converted into hours and minutes. To calculate minutes, multiply .69 x 60 minutes = 41.4 minutes.

The average time women 50+ spend on social media is 1 hour and 41 minutes (or 101 minutes).

Media consumption in a typical day – Women age 50+

1%

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

TV - Any Platform = 6 hours 50 minutes (410 minutes) Internet - Any Device = 5 hours 40 minutes (340 minutes) *Radio* = 1 hour 3 minutes (63 minutes) *Magazines* = 18 *minutes Newspapers* = 10 *minutes*

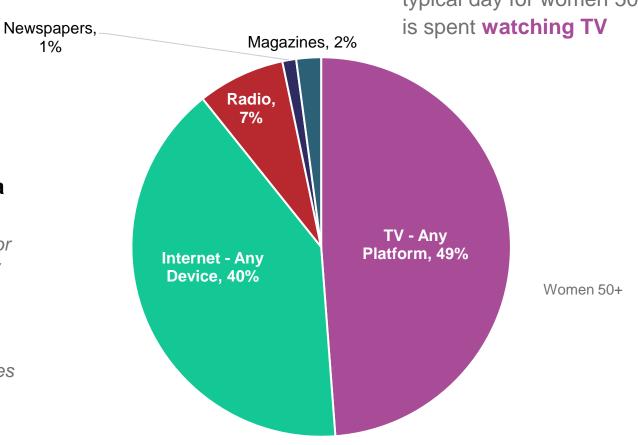
Calculate **the sum** of the average time spent with **any media** in an average day:

TV + Internet + Radio + Magazines + Newspapers = 841 minutes or **14 hours 1 minute**, 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: 63 minutes/841 minutes = .0744 or 7%



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