

**Media Use Benchmark, 2017**

*How Much Time U.S. Consumers Spend  
Using Different Media Sources and Usage  
Levels Across Age Groups*

**Qualtrics XM Institute**

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By **Bruce Temkin**, CCXP  
Head of the Qualtrics XM Institute

# Media Use Benchmark, 2017

How Much Time U.S. Consumers Spend Using Different Media Sources and Usage Levels Across Age Groups

## Description

In January 2017, we surveyed 10,000 U.S. consumers about their media usage patterns and compared the results to similar data we collected in January 2016, January 2015, January 2014, January 2013, and January 2012. Our analysis examines the amount of time consumers spend every day watching television, browsing the Internet (for both work and leisure), reading books (both print and electronic), reading newspapers (both print and electronic), listening to the radio, reading a print magazine, and using a mobile phone. This data snapshot breaks down the results by income level, education level, and, most expansively, by age.

## How to use this report:

- ✓ Understand your target segment's media usage patterns
- ✓ Compare the intensity of media usage across channels
- ✓ Compare the media usage patterns of different demographics

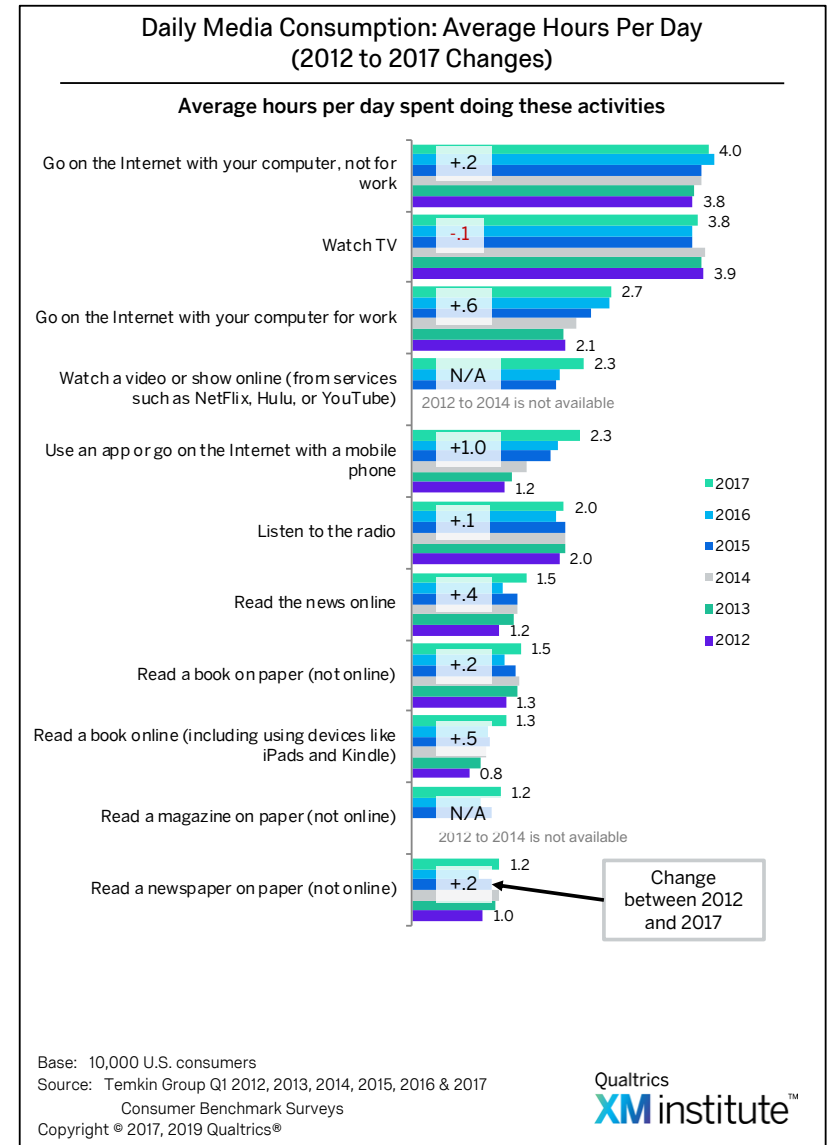
## Data Charts:

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## 1) Daily Media Consumption: Average Hours per Day (2012 to 2017)

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we compared the results to data gathered in 2012, 2013, 2014, 2015, and 2016.

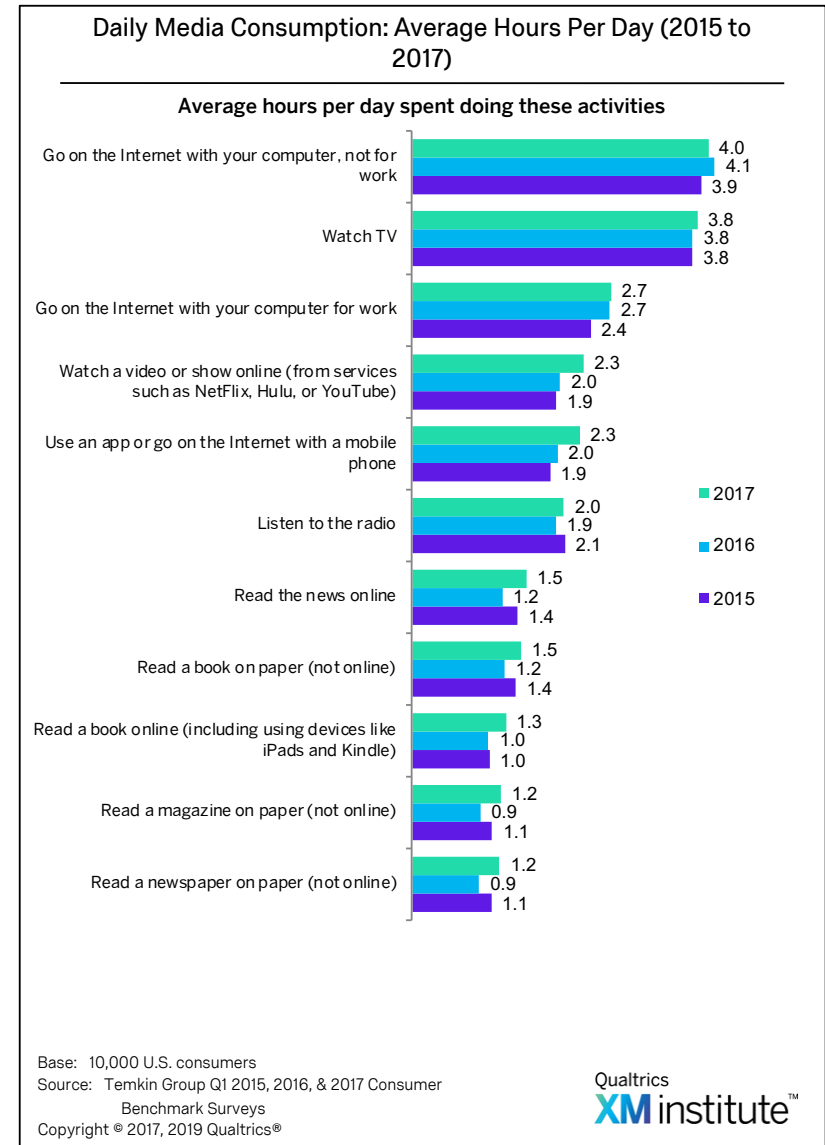
- **Going on the Internet takes the most time.** The average U.S. consumer spends 4 hours per day going on the Internet for non-work related activities, the most time spent on any media activity.
- **Watching TV has declined.** Between 2012 and 2017, consumers only cut back on one activity – watching TV. However, even this activity only dropped by 0.1 hours per day over that time.
- **Mobile usage has increased the most.** Between 2012 and 2017, consumers increased the amount of time they spent on their mobile phones by a full hour, going 1.2 hours per day in 2012 to 2.2 hours per day in 2017. This was the most significant time increase for any activity we evaluated.



## 2) Daily Media Consumption: Average Hours per Day (2015 to 2017)

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we compared the results to data gathered in 2015 and 2016.

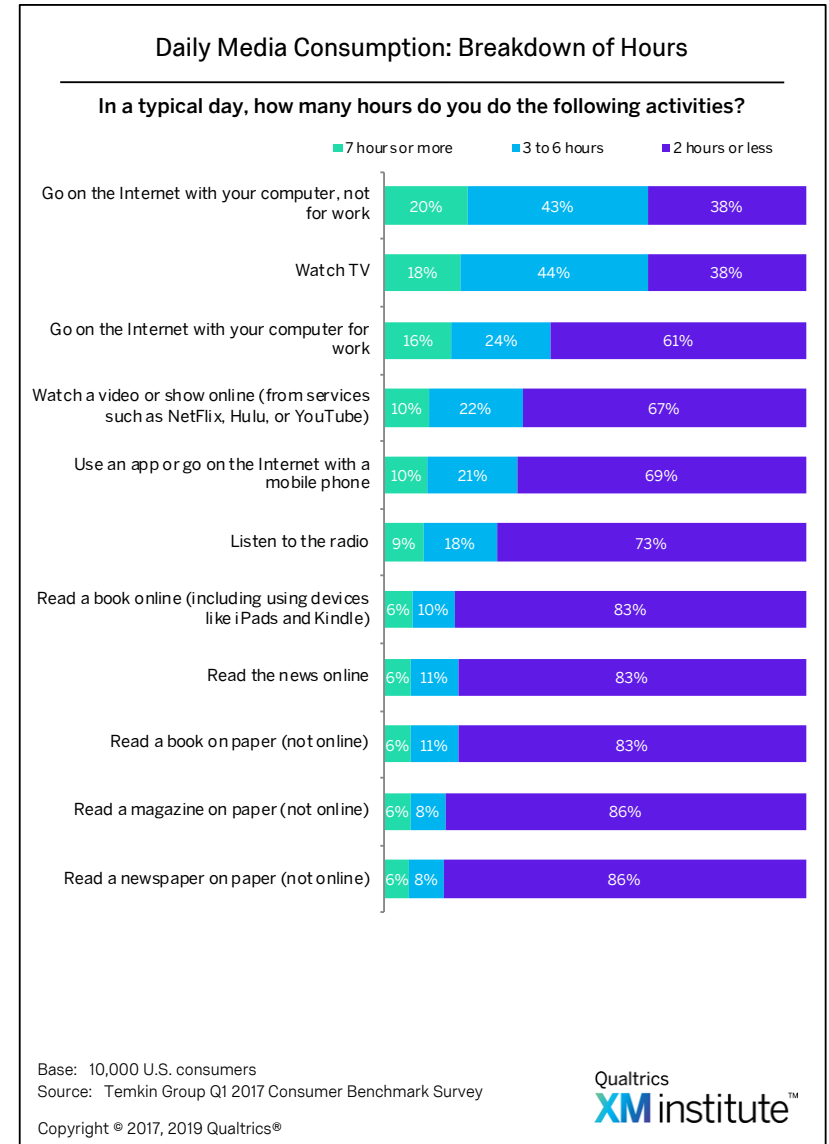
- **Media usage jumped since last year.** Compared to 2016, customers this year are spending more time each day doing all of the media activities, with the exception of using the Internet for work.
- **Books and magazines (not online) jumped the most.** Consumers increased their time reading paper books and magazines by 30% over last year, the largest increase of any activity we looked at.
- **News time increased.** Consumers significantly increased the amount of time they spend reading both paper newspapers and online newspapers as each increased by almost 30% since 2016.
- **Video and mobile continue their rise.** Only two media activities increased both last year and this year, and those are using a mobile phone and watching a video or show online.



### 3) Daily Media Consumption: Breakdown of Hours

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the data by the range of times spent on each activity.

- **Personal Internet and TV watching have the same profile.** The usage profile for the two most common activities – going on the Internet for personal use and watching TV – are almost identical.
- **Few people actually read a lot.** Less than 20% of consumers spend more than two hours per day reading magazines, books, or news, regardless of channel.



#### 4) Daily Media Consumption by Income Level

We asked 10,000 Americans how many hours on average they spend doing each activity every day and examined the data based on their income levels. Then we compared the results to the data we gathered in 2016.

- **Internet and TV is most popular with low income consumers.** Respondents making under \$25,000 spend an average of 4.7 hours browsing the Internet for non-work related purposes and 4.2 hours watching TV each day, the highest of any income level. Outside of these two activities, this group is one of the least active media users.
- **Media usage picks up after \$75K.** Consumers who make \$75K or more per year are the most active users of almost all media activities. This group also had the largest increase in media use from last year.

Daily Media Consumption by Income Level

	Hours per day doing activity						
	Less than \$25K	\$25K to \$39K	\$40K to \$49K	\$50K to \$75K	\$75K to \$100K	\$100K to \$150K	\$150K or more
Go on the Internet with your computer, not for work	4.7	4.2	4.0	3.8	3.8	3.5	3.6
Watch TV	4.2	3.8	3.8	3.8	3.9	3.6	3.4
Go on the Internet with your computer for work	1.8	2.4	2.3	2.8	3.4	3.3	3.5
Watch a video or show online	2.4	2.5	2.0	2.1	2.6	2.4	2.2
Use an app or go on the Internet with a mobile phone	2.2	2.3	2.0	2.1	2.7	2.4	2.4
Listen to the radio	1.8	1.9	1.9	2.1	2.4	2.3	2.2
Read the news online	1.3	1.4	1.2	1.5	2.1	1.9	1.8
Read a book on paper (not online)	1.3	1.4	1.2	1.4	1.9	1.8	1.6
Read a book online	1.0	1.2	0.9	1.2	1.8	1.7	1.5
Read a magazine on paper	0.9	1.1	0.8	1.2	1.8	1.6	1.5
Read a newspaper on paper	0.8	1.0	0.8	1.2	1.8	1.6	1.5

Changes between 2016 and 2017 (hours per day)

	Less than \$25K	\$25K to \$39K	\$40K to \$49K	\$50K to \$75K	\$75K to \$100K	\$100K to \$150K	\$150K or more
Go on the Internet with your computer, not for work	-0.3	-0.3	-0.1	-1.8	-0.1	0.1	0.1
Watch TV	-0.1	-0.3	0.0	0.1	0.1	0.2	0.2
Go on the Internet with your computer for work	-0.1	-0.1	0.0	-0.4	0.1	0.2	0.2
Watch a video or show online	0.3	0.1	0.1	-0.2	0.2	0.5	0.7
Use an app or go on the Internet with a mobile phone	0.4	0.0	0.2	-0.8	0.3	0.4	0.5
Listen to the radio	0.0	-0.1	0.0	-0.9	0.2	0.2	0.4
Read the news online	0.2	0.0	0.2	-0.2	0.3	0.5	0.7
Read a book on paper (not online)	0.0	-0.1	0.1	-0.3	0.3	0.4	0.6
Read a book online	0.1	-0.1	0.0	0.3	0.2	0.5	0.6
Read a magazine on paper	0.1	0.1	0.1	3.0	0.3	0.6	0.6
Read a newspaper on paper	0.1	0.0	0.1	1.4	0.3	0.5	0.6

Highest two per activity

Base: 10,000 U.S. consumers  
Source: Temkin Group Q1 2017 Consumer Benchmark Survey

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## 5) Daily Media Consumption by Education Level

We asked 10,000 Americans how many hours on average they spend doing each activity every day and examined the data based on their education levels. Then we compared the results to the data we gathered in 2016.

- **Internet and TV is most popular with high school grads.** Respondents who only completed high school spend an average of 4.4 hours browsing the Internet for non-work related purposes and an average of 4.3 hours watching TV each day, the highest amounts for any education level.
- **College grads with some graduate courses are the most active media users.** Consumers who have graduated college and have taken some additional courses spend the most time on all media activities except personal Internet browsing and watching TV.
- **Post graduates' usage increased the most.** Consumers with post graduate degrees increased their usage of almost every activity more than any other education group. The only exception is using the Internet at work, which remained about the same for every educational level.

Daily Media Consumption by Education Level

	Hours per day doing activity				
	High school degree	Some college courses	College degree	Some graduate courses	Post-graduate degree
Go on the Internet with your computer, not for work	4.4	4.3	3.8	4.1	3.5
Watch TV	4.3	3.9	3.6	3.6	3.1
Go on the Internet with your computer for work	2.0	2.3	3.1	3.6	3.5
Watch a video or show online	2.2	2.0	1.9	2.4	1.7
Use an app or go on the Internet with a mobile phone	2.0	1.9	1.9	2.3	1.9
Listen to the radio	2.0	1.8	1.9	2.5	1.9
Read the news online	1.1	1.0	1.3	2.0	1.3
Read a book on paper (not online)	1.2	1.1	1.3	2.0	1.4
Read a book online	0.9	0.9	1.0	2.0	1.2
Read a magazine on paper (not online)	0.9	0.7	1.0	1.7	1.1
Read a newspaper on paper (not online)	0.8	0.7	0.9	1.7	1.1

Changes between 2016 and 2017 (hours per day)

	High school degree	Some college courses	College degree	Some graduate courses	Post-graduate degree
Go on the Internet with your computer, not for work	-0.1	-0.2	0.0	-0.2	0.2
Watch TV	-0.1	0.0	0.0	0.2	0.5
Go on the Internet with your computer for work	0.0	0.0	-0.1	0.1	-0.1
Watch a video or show online	0.2	0.2	0.3	0.3	0.7
Use an app or go on the Internet with a mobile phone	0.2	0.2	0.3	0.4	0.5
Listen to the radio	0.0	0.0	0.1	-0.1	0.4
Read the news online	0.3	0.2	0.3	0.2	0.7
Read a book on paper (not online)	0.1	0.1	0.2	0.3	0.6
Read a book online	0.2	0.1	0.2	-0.1	0.7
Read a magazine on paper (not online)	0.2	0.2	0.2	0.2	0.7
Read a newspaper on paper (not online)	0.2	0.1	0.2	0.2	0.7

Highest per activity

Base: 10,000 U.S. consumers

Source: Temkin Group Q1 2017 Consumer Benchmark Survey

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## 6) Daily Media Consumption by Age

We asked 10,000 Americans how many hours on average they spend doing each activity every day and examined the data based on their age groups. Then we compared the results to the data we gathered in 2016.

- **Users under 35 spend the most time on media.** Respondents under the age of 35 spend the most time consuming ten out of 11 forms of media. And compared to older consumers, younger consumers increased the amount of time they spend on almost every activity over the past year.
- **Watching TV increases with age.** Time spent watching TV tends to increase as age increases, from 3.5 hours per day for 18- to 24-year-olds to 4.2 hours for those who are 75 or older.
- **Apps and videos have the largest generation gap.** The oldest and youngest consumers differ most when it comes to how many hours a day they use an app or go on the Internet on their mobile phones (4.0 hours difference) and how many hours a day they watch a show or video online (3.7 hours).

Daily Media Consumption by Age

	Hours per day doing activity						
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older
Go on the Internet with your computer, not for work	4.7	4.3	4.1	3.8	3.6	3.6	3.2
Watch TV	3.5	3.9	3.8	3.7	4.0	4.1	4.2
Go on the Internet with your computer for work	3.6	3.9	3.5	2.5	1.8	0.8	0.7
Watch a video or show online	4.1	3.6	2.8	1.7	1.1	0.7	0.4
Use an app or go on the Internet with a mobile phone	4.3	3.6	2.9	1.6	0.9	0.5	0.3
Listen to the radio	2.7	2.6	2.5	1.8	1.5	1.2	1.1
Read the news online	2.3	2.3	2.0	1.1	0.9	0.7	0.7
Read a book on paper	2.2	2.2	1.8	1.0	0.8	0.8	1.0
Read a book online	2.1	2.1	1.7	0.8	0.5	0.4	0.4
Read a magazine on paper	1.9	1.9	1.6	0.7	0.5	0.5	0.6
Read a newspaper on paper	1.8	2.0	1.5	0.7	0.5	0.6	0.7

Changes between 2016 and 2017 (hours per day)

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older
Go on the Internet with your computer, not for work	0.2	-0.1	0.1	-0.1	-0.3	-0.4	0.2
Watch TV	0.4	0.3	0.1	-0.1	-0.2	-0.5	0.2
Go on the Internet with your computer for work	0.6	0.3	0.2	-0.2	0.1	0.0	0.0
Watch a video or show online	0.5	0.7	0.6	0.2	0.1	-0.2	-0.1
Use an app or go on the Internet with a mobile phone	0.6	0.6	0.6	0.2	0.2	0.0	-0.3
Listen to the radio	0.5	0.3	0.3	0.0	-0.1	-0.1	0.3
Read the news online	0.7	0.6	0.6	0.1	0.1	-0.2	0.1
Read a book on paper	0.5	0.4	0.4	0.0	0.0	0.1	0.1
Read a book online	0.6	0.4	0.4	0.0	0.1	0.0	0.1
Read a magazine on paper	0.7	0.5	0.5	0.0	0.0	-0.1	0.1
Read a newspaper on paper	0.7	0.6	0.4	0.0	0.0	-0.1	0.0

Highest per activity

Base: 10,000 U.S. consumers  
Source: Temkin Group Q1 2017 Consumer Benchmark Survey  
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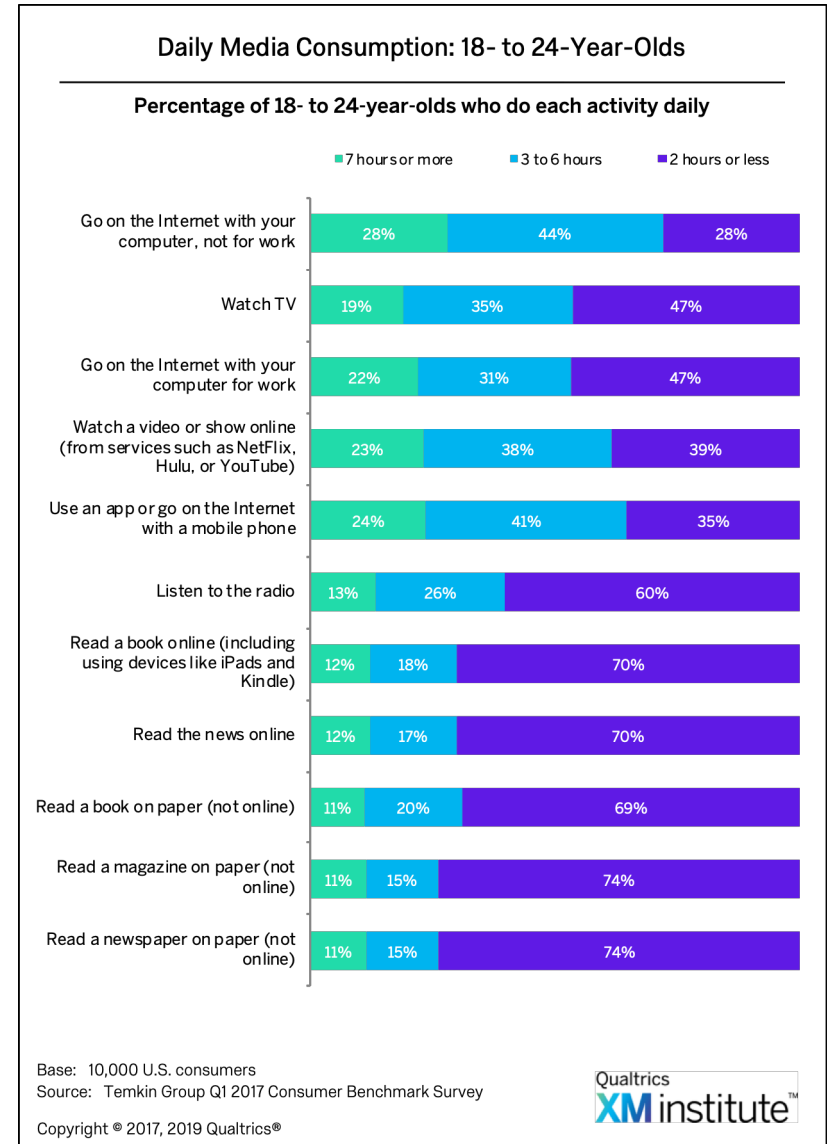




## 7) Daily Media Consumption: 18- to 24-Year-Olds

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the responses from consumers between 18 and 24 years old.

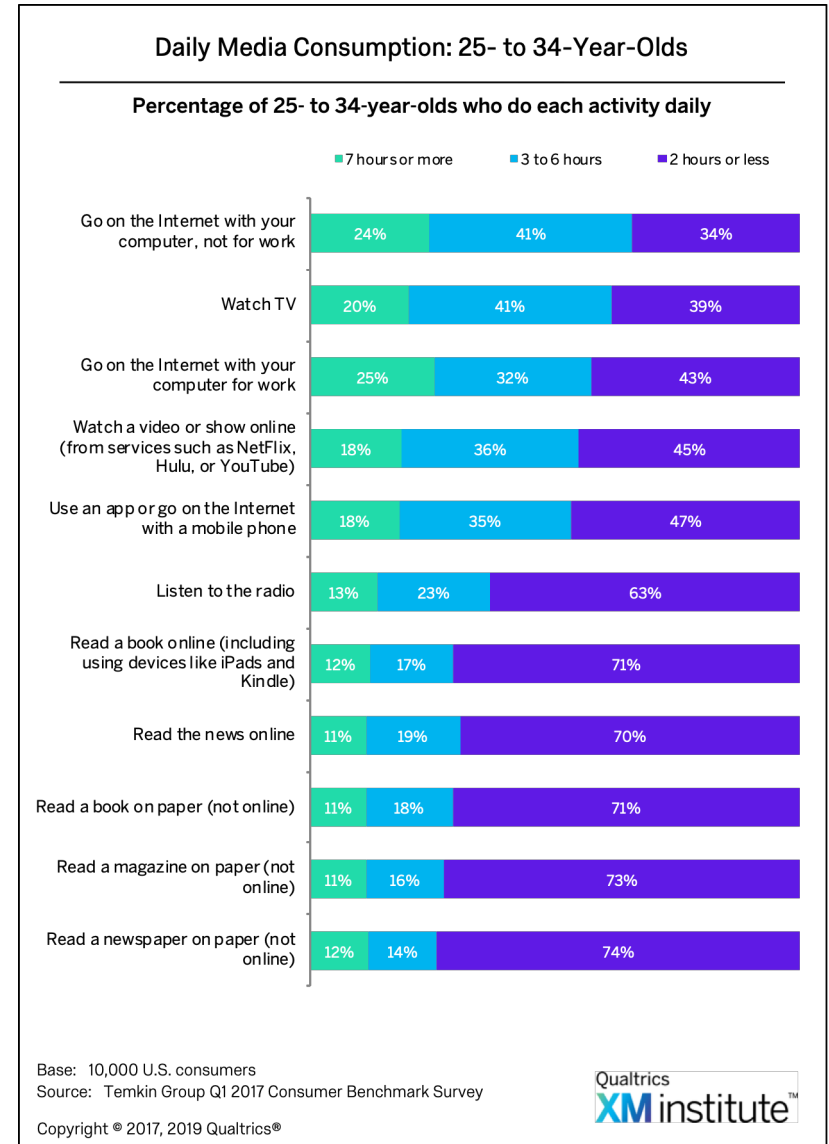
- **Non-work related Internet browsing is the most time-consuming activity.** Seventy-two percent of 18-to 24-year-olds spend at least three hours per day surfing the web.
- **Videos and apps are the next most popular activities.** More than 60% of these young adults spend at least three hours a day watching a video or show online and use an app or the Internet on their mobile phones.
- **Reading print newspapers and magazines are the least popular activities.** Seventy-four percent of respondents reported spending two hours or less reading a newspaper or magazine, making them the least time-consuming activities for this age group.



## 8) Daily Media Consumption: 25- to 34-Year-Olds

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the responses from consumers between 25 and 34 years old.

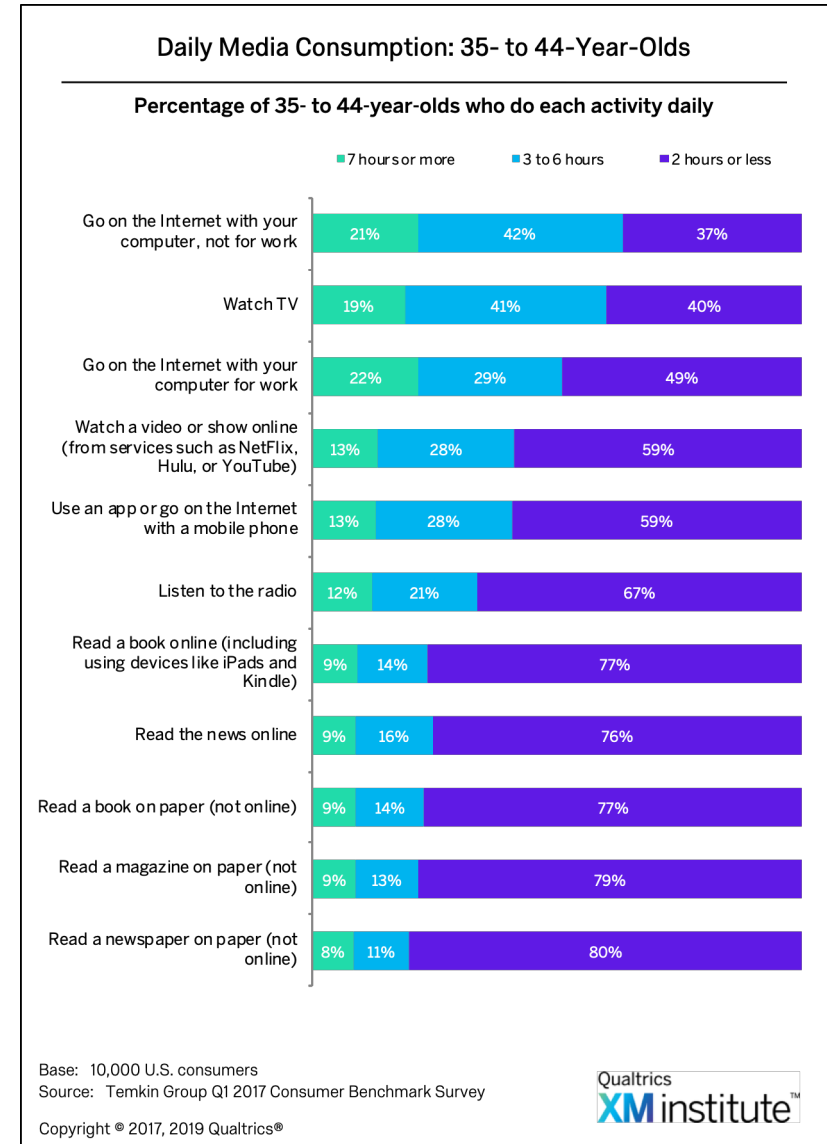
- **25- to 34-year-olds are heavy Internet users.** Over 50% of 25- to 34-year-olds spend at least three hours on the Internet per day for both work and non-work related purposes. And both of these types of Internet use have a higher percentage consumers who spend seven or more hours on the activity than any other type of media.
- **Reading is not very popular.** On average, at least 70% of respondents said they spend two hours or less reading a book (online or offline), the news (online or offline), or a magazine.



## 9) Daily Media Consumption: 35- to 44-Year-Olds

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the responses from consumers between 35 and 44 years old.

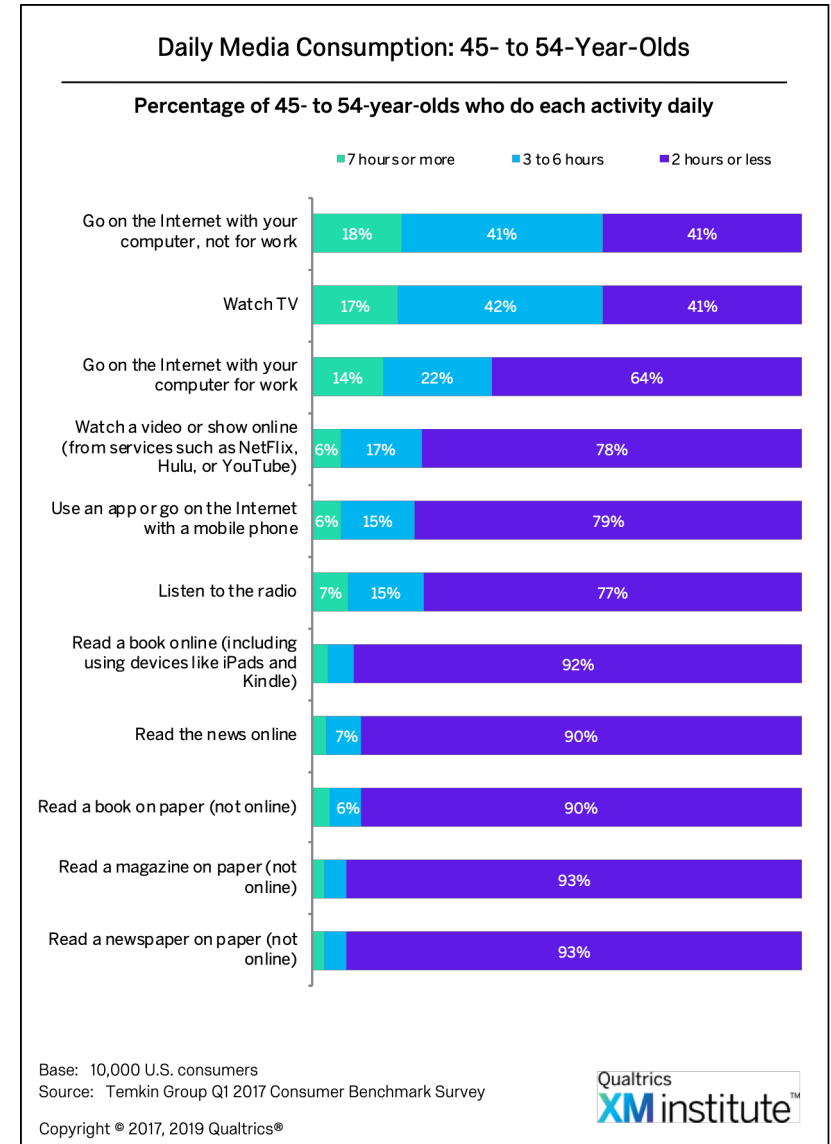
- **Internet usage is high.** Sixty-three percent of respondents between 35 and 44 years old report using the Internet outside of work for more than three hours each day. Twenty-two percent of these consumers go online at work for at least seven hours per day, the highest of any activity.
- **Reading is not very popular.** On average, at least 76% of respondents said they spend two hours or less reading a book (online or offline), the news (online or offline), or a magazine.



## 10) Daily Media Consumption: 45- to 54-Year-Olds

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the responses from consumers between 45 and 54 years old.

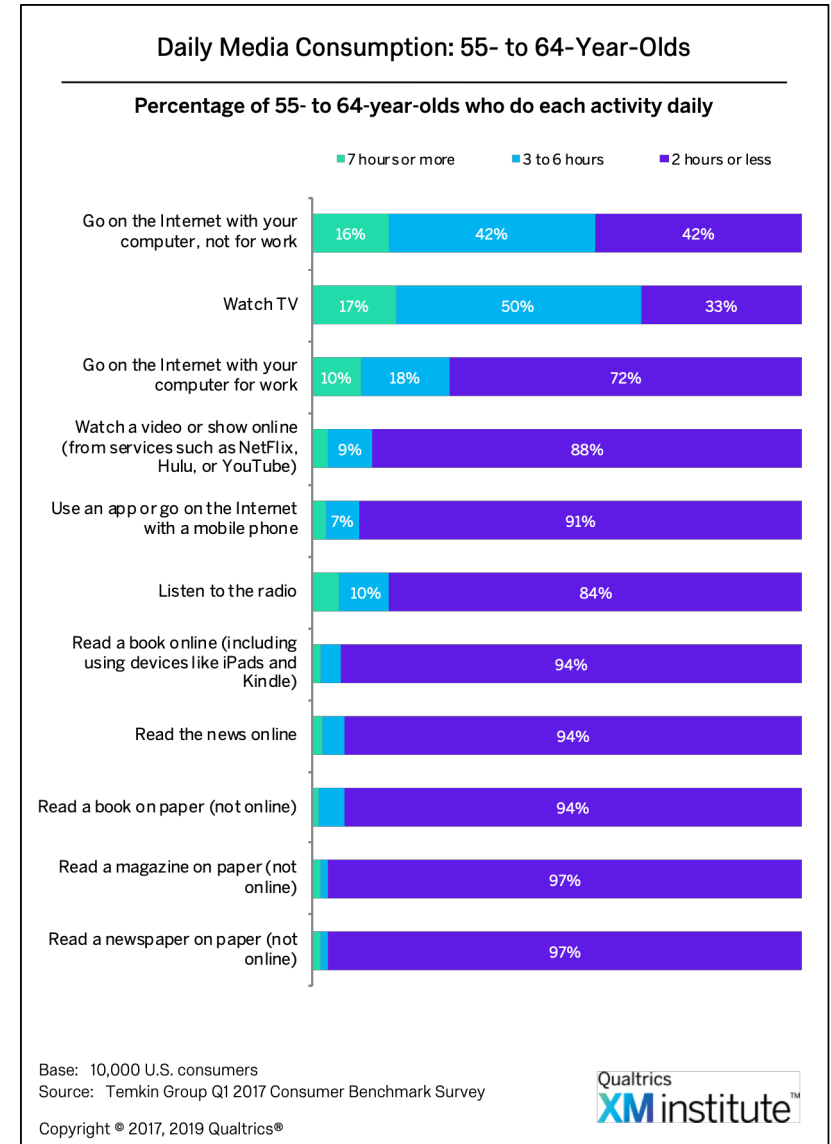
- **Internet and TV top the list.** Casually using the Internet and watching TV are by far the most popular activities for respondents between 45 and 54 years old.
- **Reading is not very popular.** On average, at least 90% of respondents said they spend two hours or less reading a book (online or offline), the news (online or offline), or a magazine.



## 11) Daily Media Consumption: 55- to 64-Year-Olds

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the responses from consumers between 55 and 64 years old.

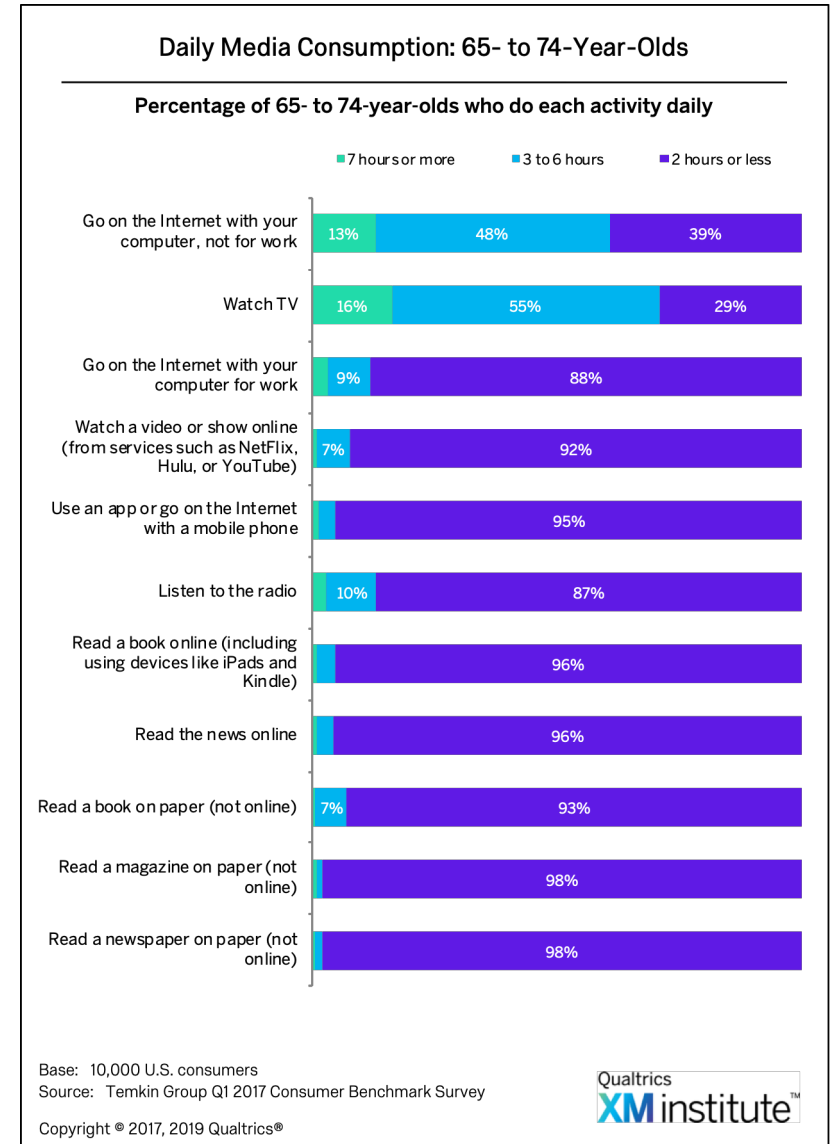
- **Watching TV is the most popular.** Sixty-seven percent of this age group watch TV at least three hours per day, by far their most active area of media use.
- **Reading is not very popular.** On average, at least 94% of respondents said they spend two hours or less reading a book (online or offline), the news (online or offline), or a magazine.



## 12) Daily Media Consumption: 65- to 74-Year-Olds

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the responses from consumers between 65 and 74 years old.

- **Watching TV is the most popular.** Seventy-one percent of this age group watch TV at least three hours per week, their most active area of media use.
- **Reading is not very popular.** On average, at least 93% of respondents said they spend two hours or less reading a book (online or offline), the news (online or offline), or a magazine.



### 13) Daily Media Consumption: 75-Year-Olds and Older

We asked 10,000 Americans how many hours on average they spend doing each activity every day and then we examined the responses from consumers who are 75 years old and older.

- **Watching TV is the most popular.** Seventy-five percent of this age group watch TV at least three hours per day, their most active area of media use.
- **Reading is not very popular.** On average, at least 93% of respondents said they spend two hours or less reading a book (online or offline), the news (online or offline), or a magazine.

