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MEDIA TRENDS TRACK

TV Basics: Time Spent Viewing – Persons

Traditionally, women in TV households have spent the most time viewing television, averaging 5 hours a day. Men are next, hovering around the 4-hour mark. Teens and children have been viewing at about the same levels, just above the 3-hour mark. In 2006, Men increased to 4:35. Women, still number one, remained at 5:17. Teens increased to 3:22, and Children were up 7 minutes to 3:26.

----- Time Spent Per Day -----

Year	Men	Women	Teens	Children
1988	3:59	4:41	3:18	3:22
1989	3:58	4:39	3:09	3:28
1990	3:51	4:28	3:15	3:18
1991	4:01	4:36	3:16	3:11
1992	4:02	4:40	3:10	3:08
1993	4:04	4:41	3:07	3:07
1994	4:02	4:39	3:05	3:06
1995	4:02	4:38	3:02	3:07
1996	3:58	4:34	2:49	2:59
1997	3:56	4:33	2:54	3:03
1998	3:57	4:33	2:58	2:57
1999	4:02	4:40	3:02	2:58
2000	4:11	4:46	3:04	3:07
2001	4:19	4:51	3:04	3:12
2002	4:22	4:58	3:09	3:10
2003	4:29	5:05	3:07	3:14
2004	4:26	5:07	3:07	3:16
2005	4:31	5:17	3:19	3:19
2006	4:35	5:17	3:22	3:26

Source: Nielsen Media Research, NTI Annual Averages

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