

# How the Coronavirus Has Reshaped Americans' Media Time

**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Mark Dolliver and senior forecasting analyst Oscar Orozco discuss where Americans are spending their time with media amid the coronavirus. And will those media habits revert to their previous levels when the pandemic subsides? They then talk about how many people are comfortable with contact tracing, how long it will take for Americans to embrace certain activities again and new parental tools to monitor kids' online lives.

## Average Time Spent with Media in the US, 2018-2022

hrs:mins per day among population

	2018	2019	2020	2021	2022
<b>Digital</b>	<b>6:20</b>	<b>6:43</b>	<b>7:31</b>	<b>7:32</b>	<b>7:38</b>
—Mobile (nonvoice)	3:36	3:54	4:18	4:22	4:26
—Audio	1:08	1:15	1:15	1:20	1:22
—Social networks	0:45	0:47	0:53	0:53	0:53
—Video*	0:38	0:42	0:47	0:49	0:51
—Other	1:06	1:09	1:23	1:20	1:19
—Desktop/laptop**	1:57	1:54	2:00	1:54	1:52
—Video*	0:23	0:23	0:24	0:24	0:23
—Audio	0:07	0:07	0:07	0:07	0:07
—Social networks	0:08	0:06	0:06	0:06	0:05
—Other	1:19	1:18	1:23	1:18	1:17
—Other connected devices	0:47	0:56	1:13	1:16	1:20
<b>TV***</b>	<b>3:42</b>	<b>3:30</b>	<b>3:49</b>	<b>3:36</b>	<b>3:24</b>
<b>Radio***</b>	<b>1:41</b>	<b>1:39</b>	<b>1:35</b>	<b>1:36</b>	<b>1:35</b>
<b>Print***</b>	<b>0:21</b>	<b>0:20</b>	<b>0:17</b>	<b>0:18</b>	<b>0:17</b>
—Newspapers	0:12	0:11	0:09	0:10	0:09
—Magazines	0:09	0:09	0:08	0:08	0:08
<b>Other traditional media</b>	<b>0:20</b>	<b>0:19</b>	<b>0:22</b>	<b>0:21</b>	<b>0:20</b>
<b>Total</b>	<b>12:24</b>	<b>12:30</b>	<b>13:35</b>	<b>13:23</b>	<b>13:15</b>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; \*excludes time spent with video via social networks; \*\*includes all internet activities on desktop and laptop computers; \*\*\*excludes digital

Source: eMarketer, April 2020

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