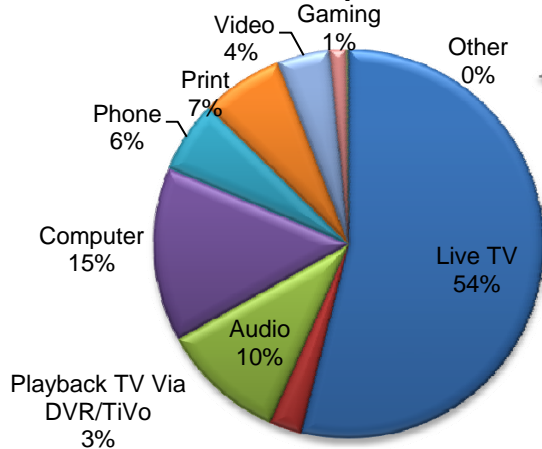


# Out of Home Media Usage

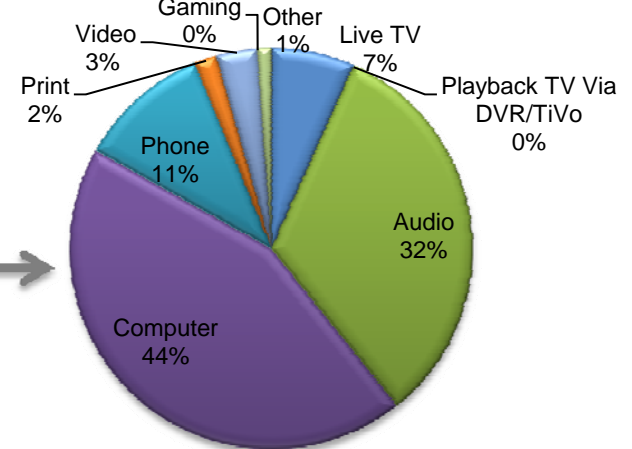


# Share of Media Usage Varies by Location

**Share of Media Time at Home**  
Core Sample N=752



**Share of Media Time at Work**  
Core Sample N=752



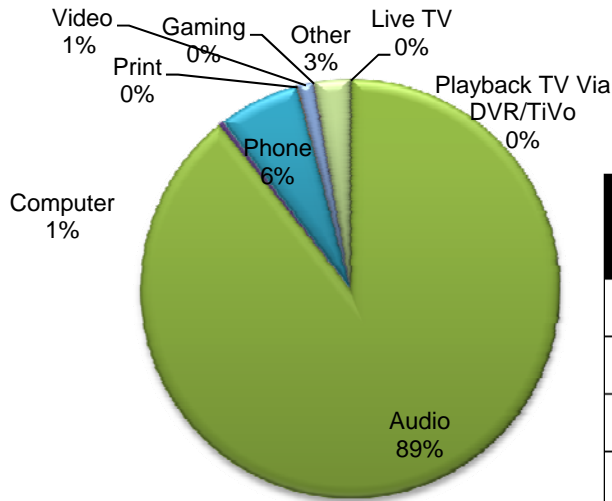
**At home media:**  
Live TV followed by the computer

**At work media:**  
Computer followed by audio

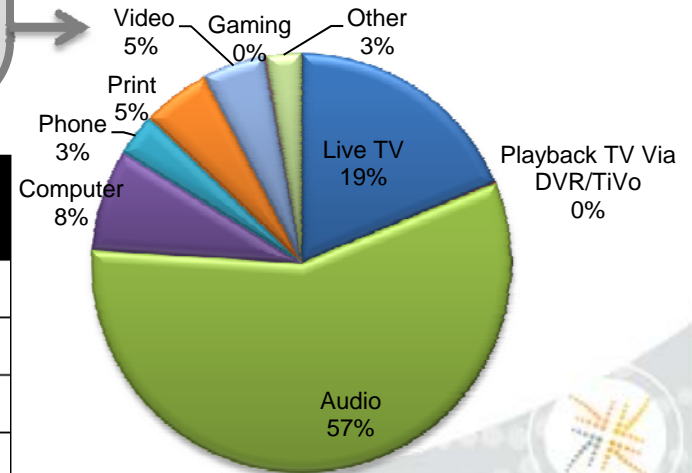
**Car:**  
All about audio

**Other locations:**  
Audio followed by live TV

**Share of Media Time in the Car**  
Core Sample N=752



**Share of Media Time in Other Locations**  
Core Sample N=752

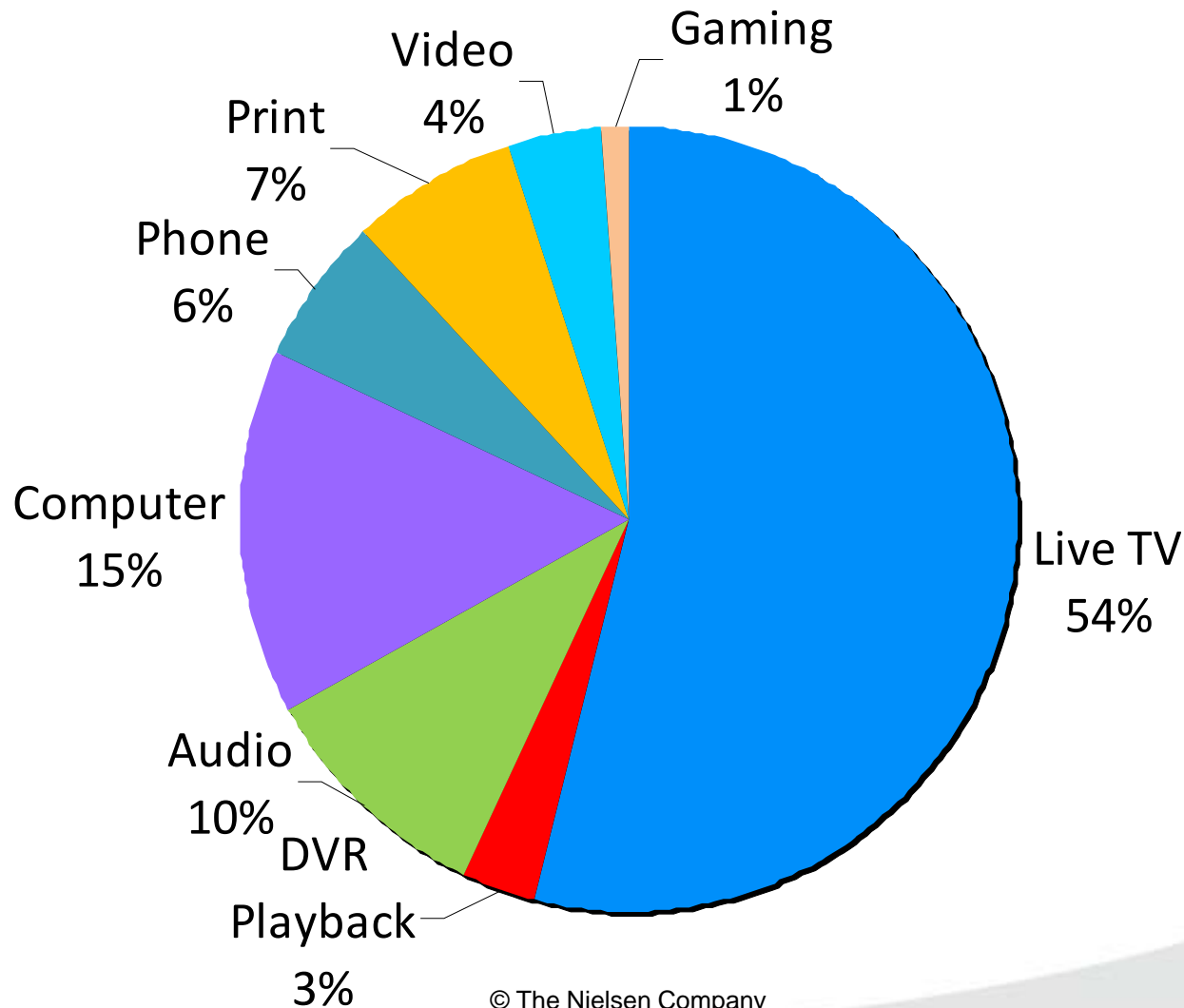


	Share of Total Time	Share of Media Time
Home	68%	74%
Work	9%	8%
Car	8%	8%
Other	15%	10%



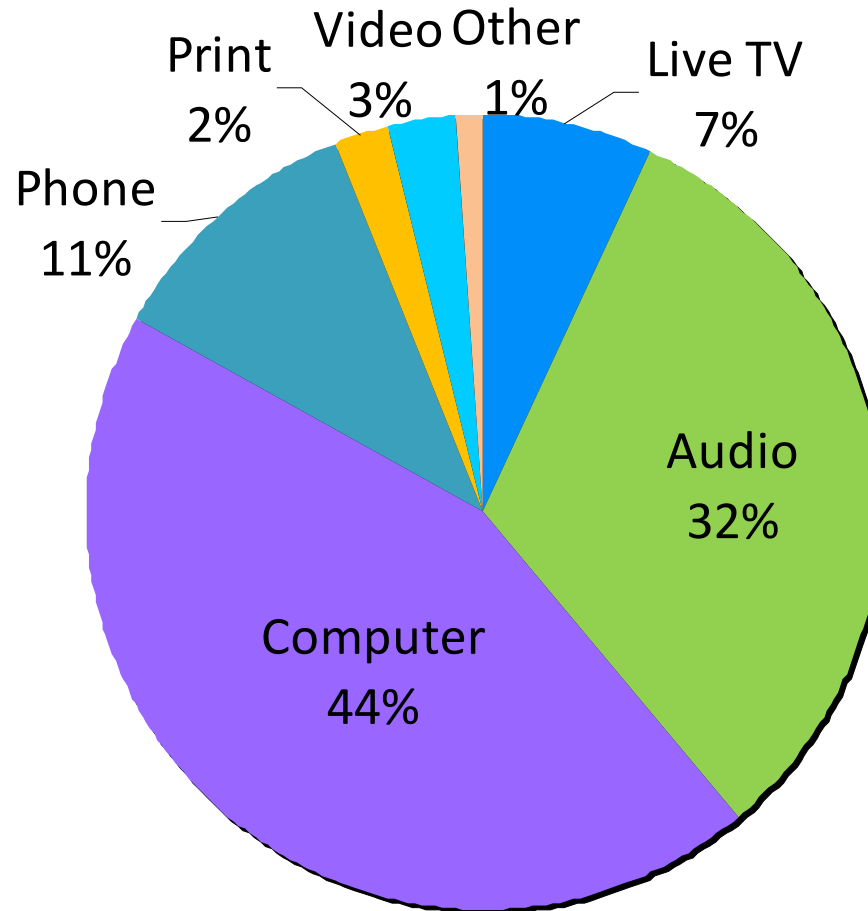
# In the Home, Television is the Most Used Medium ...Followed by the Computer

Share of Media Time at Home (Adults 18+)



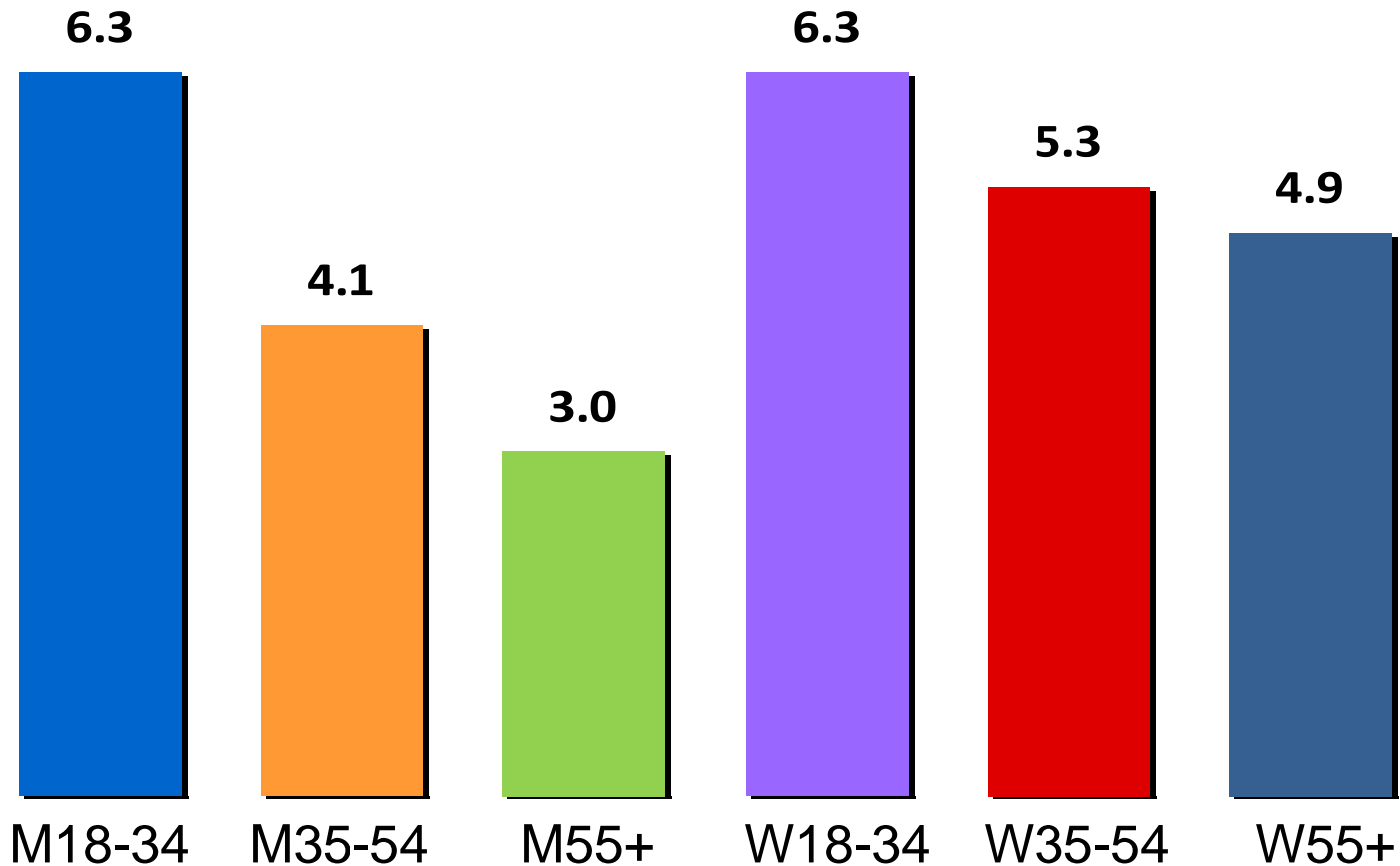
# In the Workplace, Computer and Audio are the Most Used

Share of Media Time at Work (Adults 18+)



# At Work, Young Adults Spend the Most Time with Media

Daily hours of media time at the workplace by Gender/Age\*

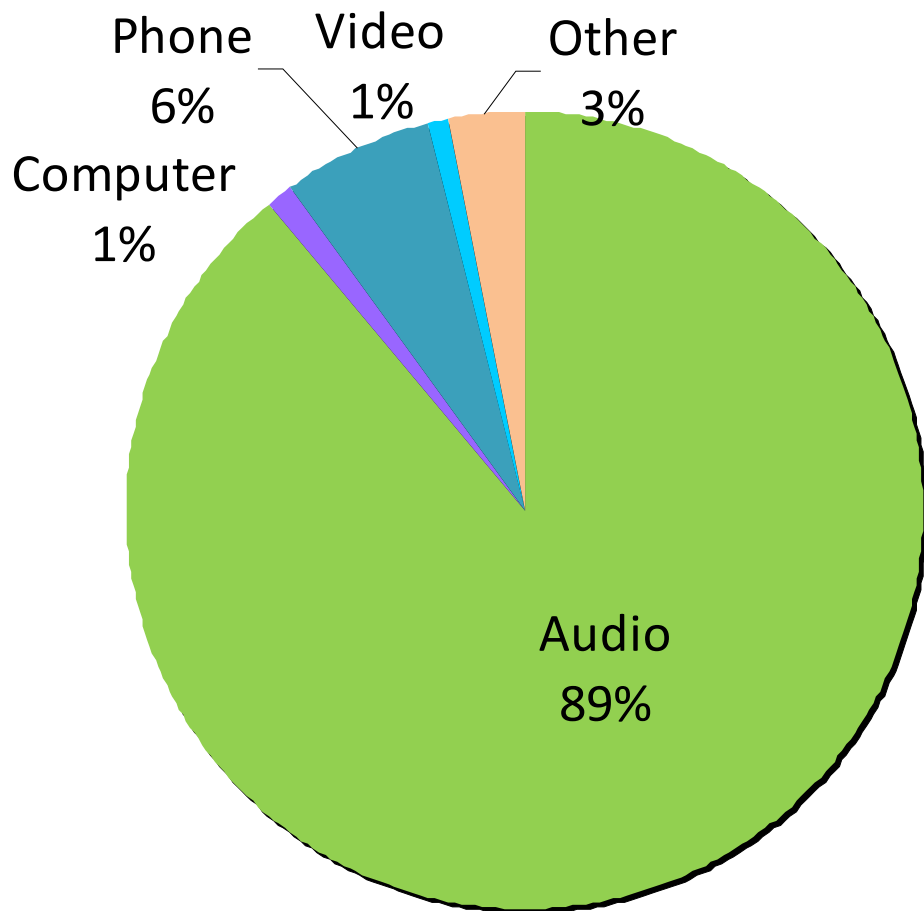


\* Reflects time spent with the computer, Live TV, print, video, telephone and other media



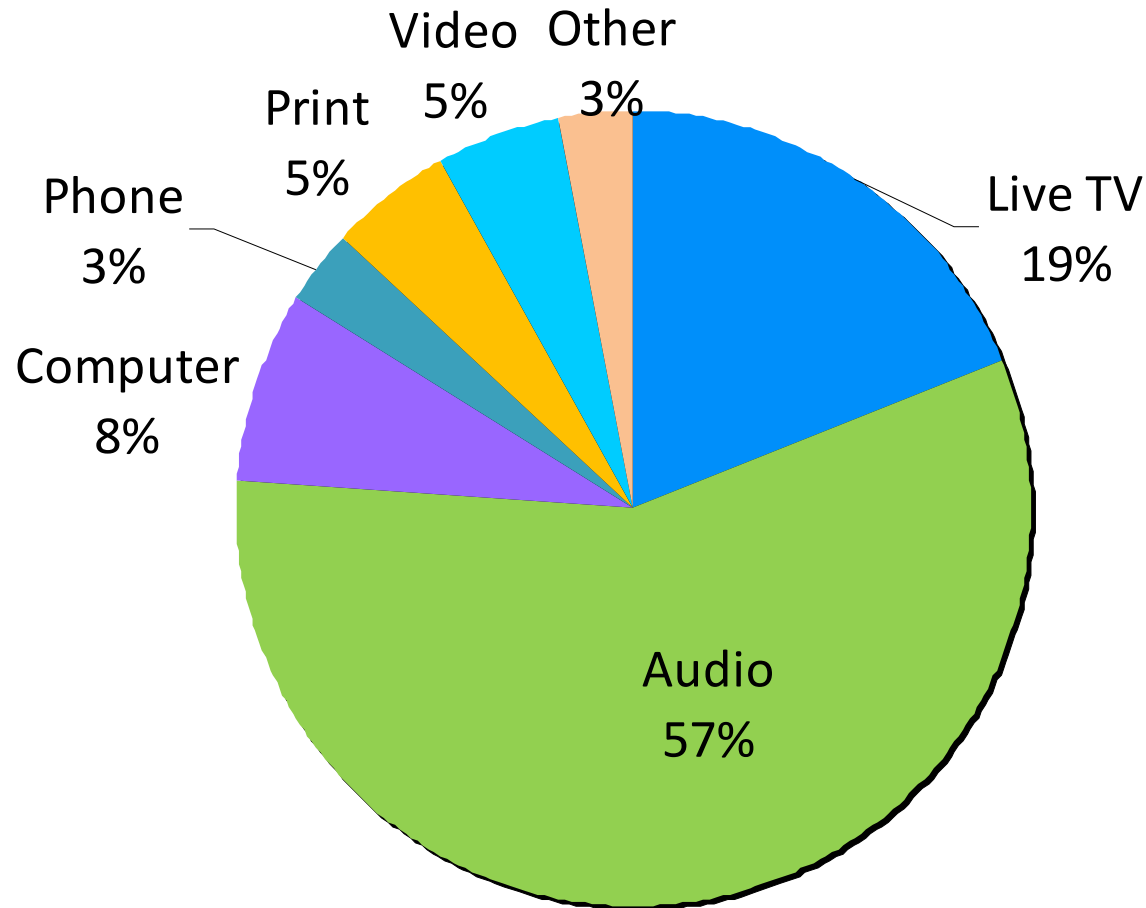
# Inside the Car, Audio is the Dominant Medium

Share of Media Time in the Automobile (Adults 18+)



# In Public Places and Retail Environments, Audio Has the Highest Share

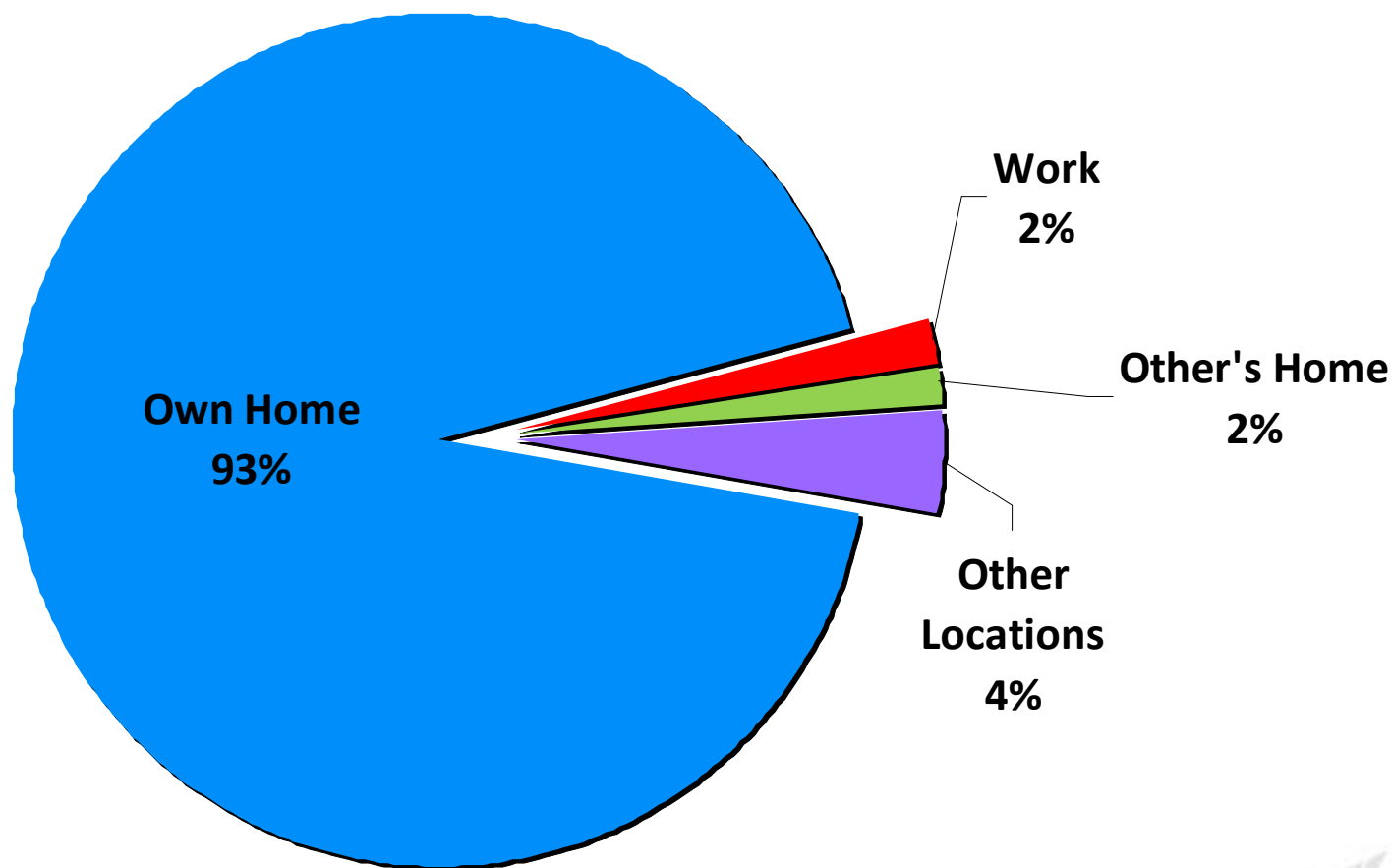
Share of Media Time at Other Locations (Adults 18+)



\* Other locations includes restaurants, bars, schools, stores, outside or any other public place

# Although the Majority of TV Usage Happens at Home, 7% of Viewing Occurs While Outside the Home

Percentage of minutes of live television viewing/exposure by location (Adults 18+)



\* Other locations includes restaurants, bars, schools, stores, outside or any other public place

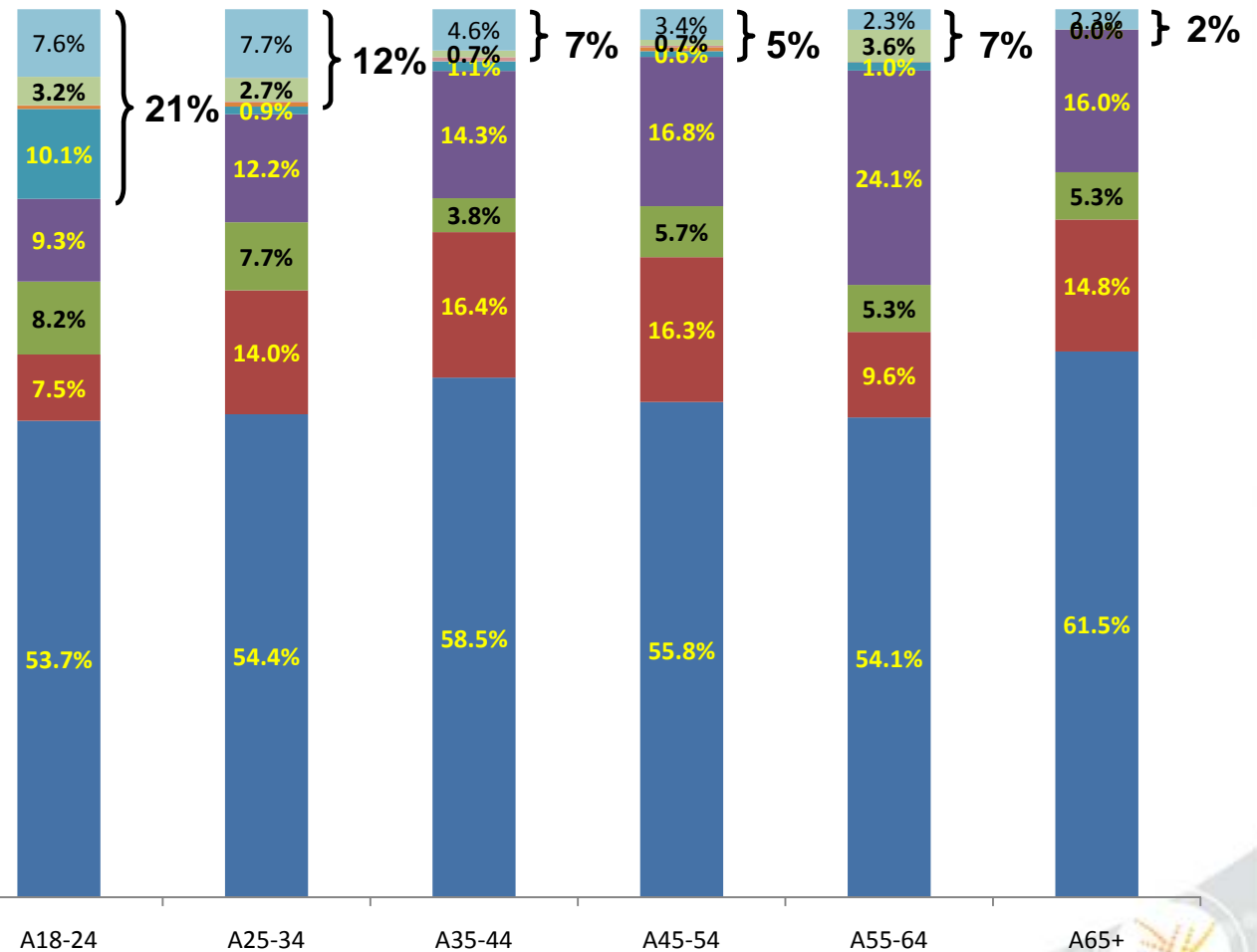


# Younger viewers are most likely to watch TV away from their home ... comprising 21% of their total TV day.

Share of Total TV Viewing By Location by Age

- OOH - Other
- OOH - Car
- OOH - Work
- Other's Home - Other
- Other's Home - Bedroom
- Other's Home - Kitchen
- Other's Home - Living/family/TV room
- Own Home - Other
- Own Home - Bedroom
- Own Home - Kitchen
- Own Home - Living/family/TV room

	Inside own home	Outside own home	Other's home	Other locations
A18-24	79%	21%	11%	11%
A25-34	88%	12%	1%	10%
A35-44	93%	7%	2%	5%
A45-54	95%	5%	1%	4%
A55-64	93%	7%	1%	6%
A65+	98%	2%	0%	2%



# Key Takeaways

- Media consumption changes distinctively depending upon location
- Younger viewers are more likely to consume TV away from home
- Young adults also spend the most time with media at work

