

unplug

JAN
2018

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



6H 30M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



2H 01M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



4H 00M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 13M

12

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017, BASED ON A SURVEY OF INTERNET USERS AGED 16-64.
NOTE: TIME SPENT USING SOCIAL MEDIA INCLUDES SOCIAL NETWORKS AS WELL AS MESSENGERS / CHAT APPS.

Hootsuite™ we are social

Where do you fall compared to the above? Have you ever stopped to think about it? On that same note, let's just say you are at the national average of 2hrs of social media and 4hrs of TV. Also, remember some of this might overlap as many people aren't even watching the TV, but on social media while watching TV. They might be surfing the net while having a conversation via social media and have a movie on in the background. This is more common than we would like to admit. What if you got really "WILD" and turned off all screens after work and focused on conversation with your loved ones, focused on exercise, focused on doing things around the house that you've been putting off? It's strange to think that many of our children will grow up with absolutely no knowledge of what this might look like. They'll likely know NO PART of their life that doesn't include screen time, this is UNLESS you show them.

ALMOST **EVERYTHING**
WILL WORK AGAIN IF YOU
UNPLUG IT
FOR A FEW MINUTES
... **INCLUDING YOU.**