

## **Video Consumer Mapping Direct Observation Study: Out of Home Video Habits of U.S. Adults**

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### **Abstract**

The Video Consumer Mapping Study (VCM), the largest and most extensive media use observational study ever conducted, explores U.S. consumers' exposure to various forms of media, with the primary focus on television and video. Other media consumption studies have been limited to comparing behaviors among datasets from multiple surveys for various media sources. The "single source" methodology used in this study is a uniquely powerful approach in that media consumption behaviors are assessed across an array of media sources for the same set of individuals. This landmark research project was sponsored by the Council for Research Excellence (CRE), with funding from The Nielsen Company. Using a direct observation method, the study gathered data about current video consumption to serve as a guide to future audience measurement efforts. VCM was conducted among participants in five DMAs: Atlanta, Chicago, Dallas Philadelphia, and Seattle. The sample included 752 observed days (376 participants with half in spring 2008 and half in fall 2008), and over ¾ million minutes of observation, at 10 second resolutions throughout those days. A wealth of data was collected from this study, but the focus here is on out of home video viewing/exposure behavior. A brief review of the methodology and limitations of the study will be presented. Key metrics from this study including TV viewing at home, in other people's home, at work, in cars/public transportation, and in other locations will be reported. These viewing levels will be examined by genre of programming and live versus time-shifted viewing via a digital video recorder (DVR). Differences in viewing levels will be presented by various demographic groups including age, gender, race/ethnicity, income, employment status, marital status, education and presence of children, both overall and by location. Focusing on exposure to live television out side of the home, the study shows that such viewing varies greatly across location and demographic groups as well as by type of the live television programming. Perhaps not surprisingly, venues such as restaurants, bars, schools, stores and the like are places where much of the out of home viewing occurs.

**Key words:** audience measurement, media behavior, direct observation, out of home viewing

### **1.0 Background**

The Video Consumer Mapping Study (VCM), a landmark research project measuring media consumption behavior, was sponsored by the Council for Research Excellence (CRE, 2010), with funding from The Nielsen Company. The study was designed and executed with assistance from Ball State University and Sequent Partners. The VCM study explores U.S. consumers' exposure to various forms of media, with the primary focus on television and video. Using a direct observation method, the study gathered data about current video consumption. This was an uncommon way of collecting data on media use. In fact for electronic media, "Observation methodology was last employed in the 1960s to establish the relative value of various television exposure scenarios such as dayparts, program genre, and viewing locations and settings" (CRE Brief, 2009). VCM was conducted among participants in five DMAs: Atlanta, Chicago, Dallas, Philadelphia, and Seattle. A wealth of data was collected from this study, with the focus of this paper on out

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of home video media viewing/exposure behavior, especially live television viewing.<sup>1</sup> The CRE chose to use direct observation methodology as they “felt that given the numerous media and non-media choices available to today’s consumer, a well-executed observational study held the most promise for mapping the full scope of video media usage from a single source” (CRE Brief, 2009).

## 2.0 Methods and Design

The study was conducted via real-time observation of consumers throughout an entire day. The individuals who participated in the study were drawn primarily from former Nielsen television People Meter panelists. To the extent possible, each participant was observed for a complete waking day. The observers simultaneously recorded participants’ media exposure, concurrent life activities, and the various locations where they spent their day. As it was not practical for observers to be at the participants’ homes from the moment they woke up in the morning or immediately before they went to sleep at night, media exposure that took place early in the morning or later in the evening when the observer was not present was reconstructed through recall interviews the next day (or soon thereafter). Since these reconstructed events are not deemed as accurate as direct observation, they were not included in any of the data presented herein. Each consumer in the final sample was observed twice, generally the same day of the week for each person, and spread across the days of the week for the sample. These consumers were observed first in spring, 2008 (mostly in April and May) and then again in the fall, 2008 (mostly in September and October). The sample included 752 observed days (376 participants observed in both the spring and fall, 2008), and over ¾ million minutes of observation, at 10 second resolution throughout those days.

The information was collected by trained observers using a custom computer-assisted data entry device to input data regarding media exposure, life activity and location. The observers recorded the beginning and end of any media exposure event, any change in concurrent life activities, and any change in location with the device which was logged to file every 10 seconds.

While a more detailed discussion of study limitations is provided in section 5.0, two need to be noted here as they directly affect interpretation of the findings. First, the data are not weighted and as such the findings may be skewed to the degree that individuals with certain characteristics or behaviors are over- or under-represented as compared to the general population. The sample was selected to provide a good cross-section of the population in terms of demographics, geography, and days of the week observed, but the data were not standardized to any external population parameters. However, there were some other factors tied to media use that were not accounted for in the sample or study design, such as proportion of time spent in a workplace among those who identified themselves as being “employed”. For instance, while the observations were spread fairly evenly across days of the week, a portion of those who identified themselves as being “employed” may have scheduled their observation day around their work schedule or taken the day off rather than taking the observer to their place of work. This could have the effect of over- or under-stating the percentage of individuals exposed to certain types of media and/or affect the overall average time spent with these media. Second, because the data are observational, the assessment is based primarily upon media “exposure” rather than actual attributed “viewing.” While such activity could often be inferred, it could not be confirmed for each observation by the

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<sup>1</sup> Please note that detailed analysis of the television, video and audio components of the study are freely available on the CRE’s website at: [www.researchexcellence.com](http://www.researchexcellence.com).

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observer. For ease of the reader, however, in this report the terms “exposure” and “viewing” are used interchangeably.

### 3.0 Results

#### 3.1 Overall Use of Video Media Out of Home

Compared to 10 or 15 years ago, consumers’ access to video media has expanded greatly both in terms of viewing platforms and media content. Moreover, there is a greater likelihood that consumers will be exposed to video media outside of the home, whether it is viewing they initiate such as on a computer or Smartphone or content they are exposed to in locations such as restaurants, bars, stores, schools and the like. In this study, nearly all (97.1%) of the participants were exposed to some form of video media (regardless of location) on the day they were observed (Table 1). Overall video exposure tops six hours per day for video users. Live television dominated all other forms of video with approximately 94% daily reach and 334 minutes of average viewing per day among live television users.

DVD and VHS usage on any source (television, computer, game console or portable) was the second most common type of exposure (in any location), with a daily reach of 24.9% and an average of 93 minutes per day among users (Table 1) followed closely by playback of recorded television content (or time-shifted viewing) via a digital video recorder (DVR) (e.g. TiVo) with 16.1% daily reach and 90 minutes average use among users of this media. Video content stored on or streamed to computer accounted for 14 minutes exposure per day among users with a reach of 16.2%. Environmental video which includes video where the specific source was unknown or not recorded by the observer had a reach of 10.5% and accounted for 48 minutes per day of video exposure among users. Video played on mobile phones was a very small portion of total video exposure (<1% reach; 3 minutes average use).

#### 3.2 Video Media Usage by Location

The percentage of time spent viewing video media in-home (i.e., in the participant’s own home) versus out-of-home varied significantly by the source of the video media. Overall 8.6% of all video exposure took place out-of-home, with the vast majority of this time (71.8%) being exposure to live television. DVD and VHS accounted for just over 10% of all out of home video minutes, while DVR and time-shifted playback comprised 3.0%. A much smaller percentage of time was spent on out of home viewing of video on a computer (1.5%) and on mobile phones (< 1%). A relatively high proportion (13.4%), however, was exposure to other types of video, such as specialized video sometime found in taxis, store checkout lines, or other types of public places.

Video media viewing also varies significantly by where the exposure occurred. In addition to the participant’s own home, observers captured video exposure in four major out of home locations: other people’s homes, work, car or other forms of transportation, and other locations such as restaurants, bars, stores, schools, common areas, and the like. As shown on Table 2, when we consider all video exposure time, the largest percentage of time (4.3%) is spent in locations such as restaurants, bars, and stores (i.e., “other locations”), followed by work (2.1%) and other people’s homes (2.0%). A very small percentage of total video time (0.2%) is spent with video in a car or other form of transportation. Not surprisingly, given that live television comprises a very high percentage of all out of home video exposure, the distribution of out of home time for this media is very similar to the overall distribution for all video viewing: other locations (3.9%), work (1.6%), and other people’s homes (1.6%). The amount of time individuals

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were observed using the television in a car or other forms of transportation was so low that the share of total viewing time was effectively zero.

The other sources of video did, however, demonstrate some unique patterns by location. For instance, use of DVD/VHS was relatively constant across the four types of locations, with the highest percentage of use at work (4.8%) and the lowest in the car (2.3%). Out of home television playback via a DVR device was limited to other people's homes (6.0%) as no one in the study was observed using one of these devices in the other three locations. Likewise, exposure to video on a computer was limited to work (13.8% of overall exposure) or other locations (7.3%), while use of mobile video was observed out of home only in locations such as outside, stores, bars, etc. Participant's exposure to other video sources out of home was highest in other locations, followed by work, other people's homes, and finally in a car or other form of transportation.

Focusing in more detail on video exposure in various locations, we find that when participants were in other people's homes the viewing media was most likely to be live television. Over one-third (35.1%) of participants were exposed to live television in someone else's homes, with users of this media having an average viewing time of 52 minutes (Table 3).

Video exposure at work was somewhat more varied, with just under 20% having viewed live television at work for an average of 91 minutes for users. Video on computer was viewed by 11.5% (for an average of 10 minutes per day for users), and 5.8% were exposed to a DVD or VHS (74 minutes average duration for users).

Not surprisingly, video viewing in a car or other forms of transportation was very low. Daily reach for live television was 4.0% (2 minutes average duration for users).

A far larger amount of out of home time across nearly all video platforms was spent in locations such as restaurants, bars, stores, etc. Just under 30% of participants were exposed to live television in these types of locations for an average of 44 minutes per day among those exposed (Table 3). The percentage who were exposed to a DVD/VHS (3.3%) or video on computer (1.4%) was much lower and the average amount of time spent with these media among those exposed to it was also much lower (25 minutes and 12 minutes per day respectively). There was, however, a fair amount of exposure to other forms of video, such as video screens in stores or common areas, specialty videos, etc., with 8.3% of participants having some exposure for an average of 33 minutes among those exposed.

### **3.3 Focus on Live Television Viewing Out of Home**

Given live television's position as the dominant form of out of home video media, the remainder of this report provides a more detailed examination of how out of home viewing of live television varies by program genre and demographic characteristics of viewers. Note that due to the extremely small number of observations associated with viewing live television in a car or other form of transportation that this location is not included in the analyses presented below.

#### *3.3.1 Characteristics of Out of Home Live Television Viewers*

A relatively high percentage (37.7%) of the participants in this study were exposed to live television in some out of home venue on the days they were observed, with exposure averaging 60 minutes per day among this group (Table 5). Single adults (43.1%), those

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aged 18 to 34 years (42.6%), and those with one child (42.7%) were the most likely to be exposed to live television in some out of home location. Singles (102 minutes per day) and younger adults (88 minutes per day) also had the highest average number of minutes of daily exposure among those who viewed or were exposed to live television out of home.

### *3.3.2 Types of Programs Viewed on Live Television Out of Home*

Observers also captured at a broad level the type of program or program genre that was viewed when participants were exposed to live television. This list included entertainment or informational types of programs, sports, newscasts, advertisements or promotions, and other types of programs which could not be categorized into one of the preceding four types. Overall, when we consider both in home and out of home combined, entertainment programming has the greatest daily reach (87.6%) followed by advertisements (84.7%), news (73.5%), sports (41.5%) and unknown types of programming (13.0%). See Table 4. In terms of average minutes of exposure/viewing per day among those who are exposed to the different forms of programming entertainment programming averages 163 minutes per day, followed by sports programs (89 minutes), news (81 minutes), advertising (73 minutes), and unknown types of programming (73 minutes).

If we look at out of home viewing, however, the picture is somewhat different. Of the total viewing minutes for live television, 7.1% of that time was spent viewing at out of home locations (Table 6). Across the five programming genres, 18.1% of the minutes spent watching sports was in out of home locations: 12.2% in restaurants, bars, etc., 3.9% at work, and 2.0% in other people's homes. Second were advertisements and promotions (6.9% of viewing time): 3.4% at restaurants, bars or stores, 1.8% at work, and 1.6% at other people's homes. Third were news programs (6.6% of viewing time): 3.5% other locations, 2.2% work, and 0.9% other people's homes. Fourth was entertainment or informational programming (4.4%): 1.8% other locations, 1.8% other peoples' homes and 0.8% work. For programs where the type of programming was unknown, 17.0% of the viewing minutes were in locations other than the participant's own home, with nearly all of this in locations such as restaurants, bars or stores.

Viewing this from a somewhat different perspective, we examine the percentage of total live television viewing time (excluding channel surfing and navigation from one program to the next) by program genre for in home viewing and exposure in the three out of home locations. In terms of the percentage of time spent viewing the different types of live television programming, the distribution between what is watched at a friend or relative's home is similar to how the time is allocated in the participant's own home. In both locations, entertainment programming comprises the bulk of the time (48.2% own home; 52.6% other's home) and just over 21% of the time in each location the participant was exposed to live television advertising or promotional information. The percentage of time spent watching sports or news programs, however, is somewhat different: sports programming (10.7% own home; 15.1% other's home), news (18.3% own home, 10.3% other's home). The patterns in terms of share of live television viewing by program genre are very different, however, in the workplace and locations such as bars, restaurants and stores. At work, there is a near even distribution across the four genre in terms of the amount time spent viewing these types of programs. In other locations, sports programming makes up a plurality of the viewing time (38.3%), followed by entertainment programs (21.6%), advertising (19.4%), news programs (16.2%), and unknown types of programs (4.5%).

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Of note is the consistency in the percentage of time across the four types of venues in terms of exposure to advertising: own home (21.8%), other's homes (21.6%), work (23.7%), and other locations (19.4%). This is in line with the amount of advertising typically presented within an average hour.

### *3.3.3 Program Genre by Participant Demographics for Out of Home Viewing*

Next we look in more detail at the relationships between location of viewing, participant demographics, and program genre. Given the exceedingly small amount of live television content viewed in a car or other form of transportation, that category is not included in the findings presented below.

*Live Television Overall Viewing/Exposure:* Of the three broad out of home locations examined (other people's homes, work, and other locations) the clearest demographic patterns for overall live television viewing (regardless of genre) are associated with viewing in other people's homes (Table 7). Over one-third (35.1%) viewed live television in someone else's home for an average of 52 minutes per day for those who did. A much higher percentage of women (40.5%) than men (27.8%) viewed live television in someone else's home. Likewise, younger adults (48.3%) were more likely than those age 35 to 54 years (30.6%) or those aged 55 years and older (23.3%) to view television in this location. Those with a high school education or less, persons with lower levels of income, single persons and others who are not married were also more likely to view live television in other people's homes. In terms of time, among those who were exposed to live television in this location, those with a college degree (88 minutes per day), single adults (83 minutes) and participants who are not employed (82 minutes) had the highest average minutes of exposure per day.

At work patterns of live television viewing were less clear cut. While there were not enough observations among those with the lowest levels of education and income to generate stable metrics, there does appear to be a tendency for those with less education and somewhat lower incomes to have viewed live television at work more than did those with the highest incomes. Additionally, a higher percentage of single persons (25.0%) than married individuals (18.4%) viewed live television at work.

There were even fewer demographic distinctions among those who were exposed to live television in places such as restaurants, bars, and stores. The percentage of persons in each group exposed to video media in these types of locations was relatively stable across the groups examined. Single adults (85 minutes daily) and those aged 18 to 34 years (70 minutes) had much higher than average minutes of exposure/viewing among those who were exposed to live television in these venues.

*Entertainment Programming:* The demographic patterns of out of home viewership for entertainment and informational programming mirrored those of live television, with the greatest differentiation among groups being associated with viewing at another person's home. One in four study participants viewed entertainment programs at someone else's home for an average of 38 minutes among those exposed to such programming. Those with less than a high school education (43.8%), those aged 18 to 34 (36.7%) and single individuals (36.2%) were the most likely to view entertainment programming in another's home. Likewise, more than twice the percentage of women (31.9%) than men (15.3%) viewed such programming in another's home. Among those who were exposed to this type of programming in another's home, those with a college degree (84 minutes per day) and those with incomes of \$100,000 or more (80 minutes) had the highest average amount of daily exposure.

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Among those observed, 12.0% viewed entertainment television at work for an average of 36 minutes among those exposed. Persons aged 55 years or older (19.6%) were the most likely group to be exposed to this type of programming at work, while women (69 minutes) had the highest amount of daily exposure.

In terms of other locations, 14.5% of study participants viewed entertainment programming in venues such as stores, schools, bars or restaurants, with those with a high school or less (22.1%) and those who were separated, divorced or widowed (20.3%) being the most likely to be exposed to such programming. While the average number of minutes per day of exposure to entertainment programming in these locations was 19 minutes, those with incomes of \$100,000 or more averaged 32 minutes per day.

*Sports Programming:* Sports programming in other people's homes was viewed by 6.8% of study participants with adults aged 18 to 34 years (11.7%), single persons (10.6%), those with incomes in the \$30,000 to \$60,000 range (10.0%) and men (9.7%) having the highest percentage. Other groups, such as persons aged 35 to 54 and those with a high school diploma or less education had a lower percentage of persons exposed to such programming, but had higher average daily minutes of exposure.

While approximately one-in-ten study participants viewed sports programming at a location such as a bar, restaurant or store, those with an advanced degree (15.2%) and those with incomes of \$100,000 or more (15.6%) were the most likely groups to do so. Single persons were also more likely to view sports programming at these venues (14.7%) and had the highest average amount of exposure (80 minutes per day versus 46 minutes per day for all users).

*News Programming:* There were fewer demographic differences in viewing patterns in terms of news programming. Overall just under 10% of those observed were exposed to a news program at someone else's home for an average of 19 minutes per day for those exposed. A higher percentage of women (12.9%) than men (5.6%) viewed such programs at these locations. Likewise, those with a high school or less education (18.8%) and those who are not employed (13.6%) had a higher than average likelihood of viewing news programming at these venues.

Adults aged 55 years or older were the most likely (21.7%) to view news programs at work, compared to the overall study average of 10.5%. They also had the second highest average minutes per day (53 minutes) in terms of time of exposure (the highest was those with incomes in the \$60,000 to \$100,000 range, 146 minutes per day).

Likewise, when we look at viewership of news programs in venues such as restaurants, bars and stores, one-in-ten study participants had such exposure, with viewing being highest among persons aged 55 years and older (16.4%), those who are separated, divorced or widowed (14.8%), and those who are not employed (14.0%). Single persons had an average amount of exposure that was double the overall average (45 minutes versus 21 minutes per day).

*Advertisements and Promotional Programming:* There were some clear demographic differences in terms of who was exposed to television advertisements or promotional programming at other people's houses. Overall, 22.5% of study participants had such exposure averaging 17 minutes per day among viewers, with viewing of advertisements being highest among those with a high school or less education (34.4%), single persons (34.0%), and those aged 18 to 34 years (31.7%). A higher percentage of women (25.9%) than men (18.1%) were exposed to advertisement programming in other people's homes.

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At the workplace, 11.0% of those in the study were exposed to advertising programming on live television. Single persons (21.9%) and those aged 55 years or older (19.6%) were the most likely groups to be exposed to advertisements in these locations. The average length of exposure per day varied greatly across the groups but showed no clear patterns. Average minutes of exposure was highest for adults aged 18 to 34 years (87 minutes per day), those with some college education (81 minutes per day) and single persons (78 minutes per day).

Exposure to live television advertisements at locations such as a restaurant, store, bar or school was 17.5% overall and highest for those with less than a high school education (24.8%), those with incomes below \$30,000 per year (20.5%), adults who are separated, divorced or widowed (20.3%). Single adults (22 minutes) had the highest daily exposure (versus 14 minutes for all participants).

### **3.4 Live Television Mute and Closed Caption by Location**

Finally, we also looked at the incidence of muting and closed captioning of live television in various locations. The audio was muted for only a small percentage (2.5%) of the total live television viewing time across all locations. The occurrence of mute was more prevalent at work (25.7% of exposure time) and other locations (21.7%), with far less occurring in the respondent's own home (1.3%) or someone else's home (1.1%).

Exposure to closed caption was significantly lower (0.8% of all live television viewing time) with the exception of locations such as restaurants, bars and stores where it was present in 6.2% of television viewing time. Looking at the use of closed caption in conjunction with muting, 4.5% of total muted minutes also had closed caption on. Conversely, 11.4% of closed caption minutes were muted at the same time.

## **4.0 Discussion**

In sum, live television is the predominant form of video media exposure in out of home venues -- both in terms of reach or percentage of participants observed being exposed to this form of video and the average length of viewing among those exposed -- with such exposure most likely to take place in venues such as stores, restaurants, bars, and schools. Unfortunately because of the limited number of location categories captured in this study we cannot tell if out of home exposure is more prevalent in some of these types of places than others. Greater insights could be gained if future studies delved more deeply and specifically into both the variety of locations at which individuals are exposed to video media as well as the types or sources of such video.

Focusing on exposure to live television out side of the home, the study shows that such viewing varies greatly across location and demographic groups as well as by type of the live television programming. Perhaps not surprisingly, venues such as restaurants, bars, schools, stores and the like are places where much of the out of home viewing occurs. The work place and other people's homes are somewhat on par in terms of locations for out of home viewing, while the car is rarely a location for viewing live television. Younger adults and those who are single were most likely in many instances to view sports and entertainment programming out of home, while older persons were more likely to view news programs in venues outside of their own home. To further our understanding in this area, future studies may want to focus on more behavioral correlates of out of home viewing rather than simple demographic characteristics. These were factors beyond the scope of the current inquiry.



### 5.0 Study Limitations

Limitations of the VCM study are well documented in “Video Consumer Mapping Study: Technical Appendix” (available at:

[http://www.researchexcellence.com/vcm\\_technicalappendix.pdf](http://www.researchexcellence.com/vcm_technicalappendix.pdf)). Several of those limitations which have a direct bearing on the analyses presented here, however, are worthy of repeating:

- The data are exceptionally comprehensive and granular but also necessarily constrained and imperfect. The general constraints stem from features of the research method including reliance on human observers; the behavioral focus of the method; technical restrictions of the data logging tool and restrictions of pre-defined typologies for location, activity and media exposure.
- There are no electronic monitoring systems which can capture media exposure (much less participant activities) across all media platforms and all locations. The study, therefore, relies on an observational or "shadowing" method in which human observers follow participants throughout the day. Shadowing overcomes the memory limitations and social desirability bias of recall data and the compliance problems of participant diary data; however, the data are limited to what can be observed and logged by a trained and attentive observer.
- The report talks largely in terms of "media exposure" rather than "media use." To evaluate an event as "media use" is to make a complex interpretation of cues to a participant's cognitions and motivations. Media exposure, in contrast, is a concrete, behavioral observation. We don't know if the participant is influenced by the content, "paying attention" to it or ignoring it; we do know the participant is exposed to the content.
- Although the computer-assisted device used to aid in the capture and recording of observations is state-of-the-art, it does, like any other computer-based piece of equipment, occasionally suffer from technical issues. One infrequent consequence is for the device to "freeze up" and require rebooting. These rare system crashes typically create a void of one to two minutes in the data. If the location, activity and media states are identical before and after the system failure and the "data gap" is short, the missing records are auto-filled with the values of the records before and after the gap.
- The activity coding system requires exclusive categorization, therefore, activity multitasking is not accommodated. In this respect the activity coding is not as complete or rich as the media coding (in which concurrent media are possible).
- Finally, the supplemental instruments used to collect information such as demographic characteristics and technology ownership are subject to all the familiar limitations of self-administered measures.

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**Detailed Data Tables****Table 1.** Overall Video Media Daily Usage and Reach

<i>Source of Video</i>	<i>Daily Use: Average Minutes (Total Sample)</i>	<i>Daily Use: Average Minutes (Users Only)</i>	<i>Daily Reach %</i>
Any Video	358	367	97.1
Live Television	312	334	93.5
DVD/VHS	23	93	24.9
Television Playback (DVR/TiVo)	15	90	16.1
Video on Computer	2	14	16.2
Portable/Mobile Video	<1	3	0.8
Other Video	5	48	10.5

Note: Based on 752 observed days (269,512 minutes of video usage) in all locations.

**Table 2.** Percentage of Minutes Exposed to Video Media by Location

<i>Source of Video</i>	<i>Location of Video Viewing/Exposure</i>				
	<i>Own Home</i>	<i>Other's Home</i>	<i>Work</i>	<i>Car</i>	<i>Other Location<sup>1</sup></i>
Any Video	91.4%	2.0%	2.1%	0.2%	4.3%
Live Television	92.9%	1.6%	1.6%	0.1%	3.9%
DVD/VHS	87.2%	2.5%	4.8%	2.3%	3.1%
Television Playback (DVR/TiVo)	94.0%	6.0%	0.0% <sup>2</sup>	0.0% <sup>2</sup>	0.0% <sup>2</sup>
Video on Computer	78.9%	0.0% <sup>2</sup>	13.8%	0.0% <sup>2</sup>	7.3%
Portable/Mobile Video	49.2%	0.0% <sup>2</sup>	0.0% <sup>2</sup>	0.0% <sup>2</sup>	50.8%
Other Video	24.2%	9.5%	18.2%	2.1%	45.9%

Note: Based on 752 observed days.

<sup>1</sup> "Other locations" include all locations not included in the first four categories, such as restaurants, bars, schools, outside, or other common areas.

<sup>2</sup> None of the participants were exposed to video media in this location on the days they were observed. This does not mean, however, that such viewing does not occur in the larger population in these locations.

**Table 3.** Video Media Usage and Reach by Location

Source of Video	Location of Video Viewing/Exposure														
	Own Home			Other's Home			Work			Car			Other Location <sup>1</sup>		
	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %
Any Video	302	324	93.2	26	69	37.2	27	84	32.5	1	13	6.6	17	45	37.5
Live Television	265	294	90.0	18	52	35.1	18	91	19.9	<1	2	4.0	13	44	29.6
DVD/VHS	20	103	19.3	2	53	4.2	4	74	5.8	1	48	1.3	1	25	3.3
Television Playback	13	88	15.2	3	79	4.2	0	0	0.0 <sup>2</sup>	<1	<1	0.1	0.0	0.0	0.0 <sup>2</sup>
Video on Computer	2	13	12.2	0	0	0.0 <sup>2</sup>	1	10	11.5	0	0	0.0 <sup>2</sup>	<1	12	1.4
Mobile Video	<1	3	0.5	0	0	0.0 <sup>2</sup>	0	0	0.0 <sup>2</sup>	0	0	0.0 <sup>2</sup>	<1	5	0.3
Other Video	1	49	2.5	2	90	2.1	4	139	2.6	<1	32	0.4	3	33	8.3

Note: Based on 752 observed days.

<sup>1</sup> "Other locations" include all locations not included in the first four categories, such as restaurants, bars, schools, outside, or other common areas.

<sup>2</sup> None of the participants were exposed to video media in this location on the days they were observed. This does not mean, however, that such viewing does not occur in the larger population in these locations.

**Table 4.** Live Television Viewing by Program Genre

Source of Video	Daily Use: Average Minutes (Total Sample)	Daily Use: Average Minutes (Users Only)	Daily Reach %
Live Television (Total) <sup>1</sup>	312	334	93.5
Entertainment/Informational	143	163	87.6
Sports	37	89	41.5
News	59	81	73.5
Advertising/Promotion	62	73	84.7
Genre Unknown	10	73	13.0

Note: Based on 752 observed days.

<sup>1</sup> Live Television numbers include time spent channel surfing or navigating to a different channel, however, the time spent with these activities was too small to breakout separately.

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**Table 5.** Live Television Usage and Reach by Participant Demographics by In/Out of Home

Source of Video	n	Location of Video Viewing/Exposure					
		Own Home			Out of Home (Any Location) <sup>1</sup>		
		Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %
Total	752	265	294	90.0	23	60	37.7%
Sex:							
Men	348	252	283	89.0	21	59	35.1%
Women	394	277	305	90.6	23	58	39.5%
Age:							
18-34	180	194	229	84.5	38	88	42.6%
35-54	259	253	277	91.4	16	49	33.9%
55+	183	340	365	93.0	17	45	38.4%
Education:							
High School or Less	156	402	413	97.4	21	51	40.7%
Some College	230	266	296	89.9	26	71	37.0%
College Degree	244	216	246	87.7	25	66	37.4%
Advanced Degree	118	188	223	84.7	14	38	37.6%
Income:							
<\$30,000	156	422	452	93.5	16	40	39.0%
\$30,000-59,999	196	252	286	88.1	23	68	34.1%
\$60,000-99,999	216	236	260	90.7	26	66	39.3%
\$100,000+	172	175	199	88.4	21	55	37.3%
Employment:							
Employed	474	209	238	87.7	24	62	38.1%
Other Status	274	362	385	94.2	20	56	36.6%
Marital Status:							
Single	162	271	318	85.1	44	102	43.1%
Married	418	217	243	89.2	16	46	35.3%
Other	170	381	393	97.0	19	48	39.6%
Children:							
None	416	295	330	89.6	25	67	38.0%
One	132	243	263	92.4	21	49	42.7%
Two or More	174	202	227	89.0	16	53	30.5%

Note: Based on 752 observed days.

<sup>1</sup> Excluding car /public transportation

**Table 6.** Percentage of Minutes Exposed to Live Television by Program Genre by Location

Source of Video	Location of Video Viewing/Exposure				
	Own Home	Other's Home	Work	Car	Other Location <sup>2</sup>
Live Television (Total) <sup>1</sup>	92.9%	1.6%	1.6%	<0.1% <sup>3</sup>	3.9%
Entertainment/Informational	95.6%	1.8%	0.8%	<0.1% <sup>3</sup>	1.8%
Sports	81.9%	2.0%	3.9%	0.0% <sup>3</sup>	12.2%
News	93.4%	0.9%	2.2%	0.0% <sup>3</sup>	3.5%
Advertising/Promotion	93.1%	1.6%	1.8%	0.0% <sup>3</sup>	3.5%
Genre Unknown	83.0%	0.4%	0.0% <sup>3</sup>	0.0% <sup>3</sup>	16.6%

Note: Based on 752 observed days. Percentages may not add to 100% due to rounding

<sup>1</sup> Live Television numbers include time spent channel surfing or navigating to a different channel, however, the time spent with these activities was too small to breakout separately.

<sup>2</sup> "Other locations" include all locations not included in the first four categories, such as restaurants, bars, schools, outside, or other common areas.

<sup>3</sup> None of the participants were exposed to video media in this location on the days they were observed. This does not mean, however, that such viewing does not occur in the larger population in these locations.

**Table 7. Live Television (Total) Usage and Reach by Participant Demographics by Location**

Source of Video	n	Location of Video Viewing/Exposure											
		Own Home			Other's Home			Work			Other Location <sup>1</sup>		
		Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %	Avg. Min. (All)	Avg. Min. (Users)	Daily Reach %
Total	752	265	294	90.0	18	52	35.1	18	91	19.9	13	44	29.6
Sex:													
Men	348	252	283	89.0	16	57	27.8	13	70	18.3	14	49	27.5
Women	394	277	305	90.6	20	50	40.5	20	100	19.7	12	41	30.6
Age:													
18-34	202	194	229	84.5	30	62	48.3	28	119	23.6	21	70	29.4
35-54	304	253	277	91.4	13	44	30.6	8	46	16.3	11	39	28.2
55+	228	340	365	93.0	8	35	23.3	28	117	23.9	9	29	31.7
Education:													
High School or Less	156	402	413	97.4	20	36	56.3	-- <sup>2</sup>	-- <sup>2</sup>	-- <sup>2</sup>	16	46	34.5
Some College	230	266	296	88.9	11	31	33.9	35	126	27.6	14	55	26.0
College Degree	244	216	246	87.7	28	88	31.5	15	86	17.9	11	38	28.6
Advanced Degree	118	188	223	84.7	-- <sup>2</sup>	-- <sup>2</sup>	-- <sup>2</sup>	4	31	13.5	12	38	32.1
Income:													
<\$30,000	156	422	452	93.5	6	14	40.0	-- <sup>2</sup>	-- <sup>2</sup>	-- <sup>2</sup>	10	32	31.3
\$30,000-59,999	196	252	286	88.1	27	67	40.0	17	77	22.0	12	45	25.5
\$60,000-99,999	216	236	260	90.7	16	53	30.5	29	152	18.8	13	41	30.8
\$100,000+	172	175	199	88.4	20	71	27.9	5	27	17.5	15	49	29.9
Employment:													
Employed	474	209	238	87.7	13	40	33.8	17	88	19.4	14	49	28.6
Other Status	274	362	385	94.2	29	82	35.6	-- <sup>2</sup>	-- <sup>2</sup>	-- <sup>2</sup>	11	35	31.2
Marital Status:													
Single	162	271	318	85.1	39	83	46.8	35	139	25.0	25	85	29.4
Married	418	217	243	89.2	10	37	27.7	13	71	18.4	9	32	28.5
Other	170	381	393	97.0	16	35	43.8	-- <sup>2</sup>	-- <sup>2</sup>	-- <sup>2</sup>	11	34	33.6
Children:													
None	426	295	330	89.6	24	69	34.4	21	95	22.2	15	49	29.9
One	132	243	263	92.4	13	29	45.2	14	65	22.0	14	42	32.4
Two or More	174	202	227	89.0	10	35	27.6	16	115	14.0	8	33	25.0

Note: Based on 752 observed days.

<sup>1</sup> "Other locations" include all locations not included in the first four categories, such as restaurants, bars, schools, outside, or other common areas.

<sup>2</sup> Fewer than 30 observations for this group and location – data not reported.